



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**MAY 22, 2013**

**2:00 p.m.**

**South Florida Regional Transportation Authority**

**800 NW 33<sup>rd</sup> Street**

**Conference Room 101**

**Pompano Beach, Florida 33064**

*[www.sfrta.fl.gov](http://www.sfrta.fl.gov)*

RTA MARKETING MEETINGS ARE SCHEDULED MONTHLY ON THE THIRD WEDNESDAY AT 2:00 P.M. FOR FURTHER INFORMATION, CALL STEVE ROSENBERG AT (954) 788-7935. TIME OF MEETING IS SUBJECT TO CHANGE.

#### **Members**

Lili Agee-Finke, Palm Tran

Phyllis Berry, Broward County Transit (BCT)

Robyn Chiarelli, Florida Department of Transportation (FDOT)

Diane Hernandez Del Calvo, South Florida Regional Transportation Authority (SFRTA)

Bobbie Crichton, Miami-Dade Transit (MDT)

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**Directions to SFRTA: I-95 to Copans Road. Go west on Copans to North Andrews Avenue Ext. and turn right. Go straight to Center Port Circle, which is NW 33rd Street, and turn right. SFRTA's offices are in the building to the right. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is South of the station. Parking is available across the street from SFRTA's offices, at the Pompano Beach Station.**

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**MARKETING COMMITTEE MEETING**  
**of May 22, 2013**

The meeting will convene at 2:00 p.m., and will be held in Conference Room 101 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**CALL TO ORDER**

**AGENDA APPROVAL** – Additions, Deletions, Revisions

**MATTERS BY THE PUBLIC** – Persons wishing to address the Committee are requested to complete an “Appearance Card” and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

**DISCUSSION**

D1. Dump the Pump

<b>CONSENT AGENDA</b>
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Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one motion in the form listed below. If discussion is desired by any Committee Member, however, that item may be removed from the Consent Agenda and considered separately.
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**C1. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of April 17, 2013

<b>REGULAR AGENDA</b>
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Those matters included under the Regular Agenda differ from the Consent Agenda in that items will be voted on individually. In addition, presentations will be made on each motion, if so desired.
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None.

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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I1. SMART PHONE APP

I2. REGIONAL FARE CARD

I3. TRI-COUNTY MAP PROJECT

<b>MONTHLY REPORTS</b>
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Action not required, provided for information purposes only.
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No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

ADJOURNMENT

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this proceeding, must at least 48 hours prior to the meeting, provide a written request directed to the Planning Department at 800 NW 33<sup>rd</sup> Street, Suite 100, Pompano Beach, Florida, or telephone (954) 942-RAIL (7245) for assistance; if hearing impaired, telephone (800) 273-7545 (TTY) for assistance.

Any person who decides to appeal any decision made by the South Florida Regional Transportation Planning Technical Advisory Committee with respect to any matter considered at this meeting or hearing, will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Persons wishing to address the Committee are requested to complete an "Appearance Card" and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

**MINUTES**  
**SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY**  
**RTA MARKETING COMMITTEE MEETING OF APRIL 17, 2013**

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The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, April 17, 2013, at the SFRTA's Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

Bobbie, Crichton, Miami Dade Transit  
Lili Finke, Palm Tran

**COMMITTEE MEMBERS NOT PRESENT**

Phyllis Berry, Broward County Transit  
Robyn Chiarelli, Florida Department of Transportation  
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

**ALSO PRESENT**

Irene Ferradaz, Miami Dade Transit  
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)  
Paula Girard, Palm Tran  
Robyn Hankerson, Bitner Goodman  
Steve Rosenberg, SFRTA/Tri-Rail  
Doris Williams, Broward County Transit

**CALL TO ORDER**

The Chair called the meeting to order at 2:04p.m.

**AGENDA APPROVAL** – Additions, Deletions, Revisions

**The Agenda was approved unanimously.**

**The Chair moved the discussions to the next item on the Agenda.**

**MATTERS BY THE PUBLIC** – Persons wishing to address the Committee are requested to complete an "Appearance Card" and will be limited to three (3) minutes. Please see the Minutes Clerk prior to the meeting.

None.

**DISCUSSION ITEMS**

None

## CONSENT AGENDA

Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one motion in the form listed below. If discussion is desired by any Committee Member however, that item may be removed from the Consent Agenda and considered separately.

C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of March 20, 2013

**Ms. Finke moved for approval of Item C1. The motion was seconded by Mr. Garcia.**

**The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.**

**The Chair moved the discussions to the next item on the Agenda.**

## REGULAR AGENDA

Those matters included under the Regular Agenda differ from the Consent Agenda in that items will be voted on individually. In addition, presentations will be made on each motion, if so desired.

None.

## INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1– INFORMATION ITEM: Smart Phone App  
No updates

I2 – INFORMATION ITEM: Regional Fare Card  
No updates

## REPORTS

Action not required, provided for information purposes only.

None.

## OTHER BUSINESS

- Ms. Crichton stated that the May 2013 meeting of this Committee needs to be in person due to the planned discussion of the regional transit map. At the June meeting, she will demonstrate two different versions of the map; one for residents and one for visitors.
- Mr. Garcia mentioned that Dump the Pump will be coming up on June 20<sup>th</sup> and asked the other agencies to determine how and if they will take part.
  - BCT has no plans yet, but could probably offer complimentary bus passes as was done last depending upon whether or not a marketing campaign is developed

- Palm Tran has no plans yet, but cannot offer a free ride
  - MDT had a regional card last year and can probably offer it again
- Mr. Garcia further stated that Dump the Pump should be an item on the May meeting agenda. APTA's "tool kit" is online for review. Ms. Hankerson stated that she will forward items produced by Bitner Goodman for 2012.

## **AGENCY REPORTS**

### **BITNER GOODMAN**

- See comments under SFRTA/Tri-Rail

### **BROWARD MPO**

No representative present

### **BROWARD COUNTY TRANSIT**

- Ms. Williams stated that BCT has partnered with the Cultural Division to create a cultural guide to Broward County. It mentions all the venues and features a quadranted map and is for distribution in schools, chambers and the CVB, etc. It is also available online.
- On May 26<sup>th</sup> there will be some route changes, particularly as it affects Route 18 which goes to Sandalfoot in Boca Raton. The route will split off via transfers. Ms. Williams asked for Palm Tran's assistance in promoting this change. Ms. Williams will email specifics to Ms. Agee as soon as possible. This will connect with Palm Tran's Route 91.
- There will be additional service added to the I-95 Express Pembroke Pines and Miramar, and the 595 Express Sunrise/Brickell routes. Details are forthcoming.
- There will be additional service added to the I-95 Express routes. Details are forthcoming.

### **FLORIDA DEPARTMENT OF TRANSPORTATION**

No representative present

### **MIAMI-DADE TRANSIT**

- Ms. Crichton stated that MDT is in the midst of Golden Passport renewals which ends on April 30<sup>th</sup>. After that time, they automatically become deactivated so there is a rush to accomplish this. Much public outreach has taken place, via advertisements, press releases and radio.
- She stated that MDT undertook a campaign regarding baby stroller safety on the platforms. There have been incidents of strollers rolling off the platform when parents were not paying attention.
- BCC Station at Bicentennial Park has been renamed Museum Park Metromover Station and will be a perfect way to get to a new art museum and a new science museum.

### **PALM TRAN**

- Ms. Finke stated that she is working with LaMar to extend the Palm Beach Post contract.
- Ribbon-cutting ceremony on April 24<sup>th</sup> unveiling the new Palms West Hospital stop in Royal Palm Beach.
- On May 13<sup>th</sup>, the times for Route 1 will be tweaked slightly to make it more time-efficient. It will be called "The Bolt."

## SOUTH FLORIDA COMMUTER SERVICES

### SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that the Rail Love Affair campaign is coming to an end. This consisted of quotes from riders of varied demographics, who stated their reasons for loving the train. A winner was selected who will be celebrated in an upcoming newsletter. The prize is a diamond ring from the Galleria Mall in Ft. Lauderdale. The winner is a retired police investigator whose wife coincidentally lost her diamond ring, so this prize will be a real surprise to her.
- Senior Idol is coming up on May 11<sup>th</sup> and will be at a new venue this year in place of Parker Playhouse. It will be held at the Seminole Casino in Coconut Creek and is being promoted internally as well as via Ticketmaster for sales. A shuttle bus will take people from the train to the event.
- Ms. Hankerson stated that the “More Trains on the Weekend” campaign will highlight the new service that began on March 2<sup>nd</sup>, increasing weekend headways to one hour. The public will be invited to Ride & Play Day to ride the train on May 18<sup>th</sup> (with a weekend fare of \$5.00 roundtrip) to various locations where upon presentation of that day’s train ticket, various money-saving offers will be given away. Bayside is giving away a free coupon book, CityPlace is giving a free tote bag, IGFA is offering free admission to anyone who shows their Tri-Rail pass, Museum of Science and Discovery is discounting fees that day to Tri-Rail riders, and Vizcaya is offering \$3.00 off admission. Print advertising, radio, and an online web banner with Yahoo will publicize this event. Pollo Tropical will be offering food samples at select stations on May 18 and are also offering a coupon, which can be downloaded from the Tri-Rail website throughout the campaign.

## ADJOURNMENT

The next meeting will be an in-person meeting on May 15, 2013 at SFRTA’s headquarters.

There being no further business, the meeting adjourned at 2:39 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
MAY 22, 2013

INFORMATION ITEM REPORT

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Information Item       Presentation

SMART PHONE APP

SUMMARY EXPLANATION AND BACKGROUND:

FDOT's South Florida Commuter Services program was awarded funds to develop a smart phone app for BCT's 95 Express routes. Group will discuss the limitations and potential opportunities there may be in developing a regional app.

Tri-Rail launched its new smart phone app in September, providing passengers with front-end web based service containing essential Tri-Rail information in a convenient, easy to use application.

EXHIBITS ATTACHED: N/A



SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
MAY 22, 2013

INFORMATION ITEM REPORT

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Information Item  Presentation

REGIONAL FARE CARD

SUMMARY EXPLANATION AND BACKGROUND:

Ms. Chiarelli delivered a presentation to FDOT's Executive Board to propose a bold and innovative approach to statewide transit fare management and will update the group on the results of presentation.

EXHIBITS ATTACHED: N/A

Tracking No. 05221303

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
MAY 22, 2013

INFORMATION ITEM REPORT

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Information Item     Presentation

TRI-COUNTY MAP PROJECT

SUMMARY EXPLANATION AND BACKGROUND:

Review first draft of tri-county destination map created by MDT with input from member agencies, to provide the public with a consolidated mobility piece covering the South Florida region.

EXHIBITS ATTACHED: N/A