



Marketing Committee Meeting

REGULAR MEETING AGENDA

NOVEMBER 14, 2013

2:00 p.m.

South Florida Regional Transportation Authority

800 NW 33rd Street

Conference Room 101

Pompano Beach, Florida 33064

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

Robyn Chiarelli, Florida Department of Transportation (FDOT)

Bobbie Crichton, Miami-Dade Transit (MDT)

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

Doris Williams, Broward County Transit (BCT) Interim Representative

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.

MARKETING COMMITTEE MEETING
of November 14, 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 33rd 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

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 October 16, 2013

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.
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INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. SOUTH FLORIDA REGIONAL TRANSIT MAP

MONTHLY REPORTS

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 Marketing Department at 800 NW 33rd 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 Marketing 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.

AGENDA ITEM NO. C1

MINUTES
SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING OF OCTOBER 16, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, October 16, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit
Lili Finke, Palm Tran

COMMITTEE MEMBERS NOT PRESENT

Robyn Chiarelli, Florida Department of Transportation
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Doris Williams, (alternate voting member) Broward County Transit

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Paula Girard, Palm-Tran (alternate voting member)
Steve Rosenberg, SFRTA/Tri-Rail
Suzell Hopman, South Florida Commuter Services
Julio Rey, Miami-Dade Transit

CALL TO ORDER

The Chair called the meeting to order at 2:15 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Finke moved for approval of the Agenda. The motion was seconded by Mr. Garcia.

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 August 21, 2013
Ms. Girard stated that she emailed Mr. Rosenberg changes to this draft version after its issuance.
Mr. Rosenberg will update the final version and will email it to the Committee members.

Ms. Finke moved for approval of Item C1 pending these changes. The motion was seconded by Ms. Ferradaz.

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: REGIONAL FARE INTEROPERABILITY

- Ms. Williams stated that Ms. Chiarelli attended a progress meeting yesterday but she wasn't made aware of the details as yet.
- Ms. Finke stated that Palm Tran is proceeding with the project as planned.
- Ms. Williams stated that testing will take place on the express buses that travel to Miami-Dade and field testing will begin in late 2013, early 2014.

I2 – INFORMATION ITEM SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Crichton stated that she was hopeful for final comments/suggestions today from the Committee members and especially thoughts on what should be contained on the back panels of the map.
- Steve Quismundo (Palm Tran) will have a preliminary design ready in mid-November for the cover.
- Ms. Williams stated that she had emailed her suggestions a while ago. Ms. Crichton stated she had received the email and will present the ideas to the whole Committee.
- Mr. Rey stated that the map that he handed out, folds accordion-style and is 10" high X 3-3/4" wide. When folded, it contains 8 panels which includes the front and the back covers. He suggested that each agency be allotted 2 panels on the back of the map for use as they see fit.

- Mr. Garcia suggested showing which bus routes service which station and which routes service which tourist destinations.
- Ms. Williams stated that the information should be consistent for each agency.
- Ms. Finke suggested a chart that shows each agency's fare details in the form of a table.
- Ms. Crichton suggested including some key photos. She further requested that each agency email to her, what they would like to see printed about their agency. Ms. Williams stated that she wants to review what she had sent to Ms. Crichton in an earlier email to determine how it will work toward these suggestions. Ms. Crichton prefers that fare information be considered first.
- Mr. Rey stated his preference that only the top 10-15 destinations be included and should contain a photo, descriptive blurb and how to get there. This will go on one of each agency's panels. The other panel could be used for information about the agency, fare information, etc.
- Ms. Williams stated that she will contact the Greater Ft. Lauderdale Convention and Visitor's Bureau for what they consider the top destinations.

I3 – INFORMATION ITEM GRAND PRIZE ADWHEEL AWARD

- Mr. Garcia stated he recalls the group always sharing when certain achievements were realized by their agencies. Tri-Rail won the AdWheel Grand Prize Award for Special Events when Tri-Rail weekend service was increased. He continued that he feels this prize belongs to the partnering agencies as well, since their service compliments Tri-Rail's.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

AGENCY REPORTS

BITNER GOODMAN

No representation at this meeting.

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Williams said the effort at hand is to feature upcoming service changes at a public hearing. Route 18 is presently the longest route but the expectation is to split the route in two at Lauderdale. A huge public information campaign has been ongoing so that there is a large awareness prior to the public hearing.
- The I-595 FDOT buses have been branded with the headliners.
- The CAD AVL system was approved and negotiations are underway. This will allow for a new real-time tracking system on buses which will lead into an app.

FLORIDA DEPARTMENT OF TRANSPORTATION

No comments from alternate member

MIAMI-DADE TRANSIT

- Ms. Crichton stated that the fare increase went very well as collaterals were printed in advance so that once the budget was approved by the Commission, they could proceed without losing any time for the rollout one week later.

PALM TRAN

No further comments

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Tri-Rail has already served two Dolphins games and the next one is coming up on Sunday. The first game (measured by number of people who took the bus to the game) had 221 people to the stadium and 265 returned. For the second game, 247 to the game, 258 returned. The hope of course, it that the service will continue to grow.
- The Commuter Challenge has been launched. The public can register online to get a free Tri-Rail ticket. This is meant to introduce new riders to Tri-Rail, so the entrants will be matched up against the EASY Card roster of those who are already riders, and those will be weeded out so as not to receive a free ticket. The companies along the shuttle bus routes will be asked to try to have their employees log on if they are not already on EDP or are not an EASY Card user.
- Rail Fun Day will be done differently this year in order to commemorate Tri-Rail's 25th Anniversary in January. South Florida Kids Got Talent will be featured as has been done in prior years. Auditions will be held on December 7th.

ADJOURNMENT

The next meeting will be an in-person meeting on November 14, 2013 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:50 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 14, 2013

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Update on Ms. Chiarelli's coordination of task force to continue the pursuit of a statewide transit fare management that is compatible with all agencies.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 14, 2013

INFORMATION ITEM REPORT

Information Item Presentation

SOUTH FLORIDA REGIONAL TRANSIT MAP

SUMMARY EXPLANATION AND BACKGROUND:

Review changes and discuss further input from each agency on the regional map being produced by MDT Marketing.

EXHIBITS ATTACHED: N/A