



Marketing Committee Meeting

REGULAR MEETING AGENDA

OCTOBER 16, 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 October 16, 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

D1. NOVEMBER MEETING

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 September 18, 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
- I3. GRAND PRIZE ADWHEEL AWARD

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.

MINUTES
SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING OF SEPTEMBER 18, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, September 18, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Robyn Chiarelli, Florida Department of Transportation
Lili Finke, Palm Tran

COMMITTEE MEMBERS NOT PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Doris Williams, (alternate voting member) Broward County Transit

ALSO PRESENT

Irene Ferradaz, Miami-Dade Transit (alternate voting member)
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Paula Girard, Palm-Tran (alternate voting member)
Natalie Silverstein, Broward County Transit
Robyn Hankerson, Bitner Goodman
Steve Rosenberg, SFRTA/Tri-Rail
Jim Udvardy, South Florida Commuter Services

CALL TO ORDER

The Chair called the meeting to order at 2:02 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.

II – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

- Ms. Chiarelli stated that quarterly meeting took place last week with the four transit agencies in attendance at which presentations were made by the District V SunRail team as well as the District VII HART team.
- She stated that the Florida Turnpike is still on tap to incorporate transit into their statewide customer service center in 2015 once their toll system has been completely implemented.
- Ms. Chiarelli further stated that Broward County Transit and Palm Tran updated their progress. BCT drafted an interlocal agreement to be reviewed and adopted by all four transit agencies which details transaction fees and the moving of money between agencies. The next step would be for all the attorneys to review it and have it executed.
- It was decided to split the procurement into two teams: One team will work on the EASY Card (request for proposal) and one will work on mobile ticketing (request for information), followed up with a request for proposal.
- The timeline for the EASY Card pilot program would be spring/summer 2014 and mobile ticketing would be approximately fall/winter 2014.
- This item will be a standing item on the Agenda.
- Ms. Chiarelli stated that at some point, the members of this Committee will need to brainstorm ideas about how to market this change.

I2 – INFORMATION ITEM SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Ferradaz stated that MDT is incorporating the changes/suggestions given by the Committee in the finishing touches of the map and most likely by the next Committee meeting, a finished product will be shown to the members.
- Ms. Finke stated that Steve Quismundo (Palm Tran) is designing the cover for the map and should start the creative part in early October.
- The Board of County Commissioners is set to pass the budget tomorrow and within that budget is included the twenty-five (.25) cent fare increase.

I3 – INFORMATION ITEM MIAMI DOLPHINS SERVICE

- Mr. Garcia stated that Tri-Rail will be offering service to the Miami Dolphins games for the 2013 Seasons. This will include all of the 1:00 p.m. Sunday games, one Sunday game and a Thursday game with a different schedule; one is this coming Sunday with a 4:05 game time and on Halloween night, there is an 8:30 game. Tri-Rail will accommodate these two off-schedule times by adding extra trains to the regular service. Shuttle bus service will accommodate riders to and from the Golden Glades Station. He further stated that communication has taken place with MDT so that they are aware of this service, especially about the Halloween night game. Since Metrorail stops running service at midnight, Tri-Rail will need to make passengers aware that they may have to leave the game early in order to meet the last Metrorail train southbound.
- This is considered a one-year demonstration with the Dolphins with the hope that it will be very successful in getting people to and from the games via mass transit, and could become repeat service in the years to come.
- Signage and staff-on-hand will make this service as seamless as possible.
- If people choose to drive to the Golden Glades Station, they will have the ability of boarding the shuttle bus, but will have to purchase a Tri-Rail ticket to show the bus driver. The least expensive ticket is all they will need to purchase to ride the bus.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

AGENCY REPORTS

BITNER GOODMAN

No further comments.

BROWARD MPO

No representative at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Silverstein stated that BCT is aggressively working on proposed changes to State Road 7/ U.S. 441 Corridor routes. They are in the process of conducting community meetings and will be preparing for a public hearing. This involves BCT's longest system route, Route 18 which travel through Palm Beach, Broward and Miami-Dade counties. This route will be split between Routes 18 and 19 which will cover the entire route. Route 19 is a new route. Both routes will begin in BCT's transit facility in Lauderhill. Route 18 will travel from Lauderhill, south; Route 19 will travel from Lauderhill, north.
- Route 441 Breeze will have some changes incorporated as well. New weekday midday service will be added with some new stops. It is hoped that this will go into effect January 2014. These changes will need the Commission's approval.
- Approval has been given to a vendor for the CAD AVL system.
- Two-way communication is being presented to the Commission for approval on BCT's Facebook site.
- D. J. McPherson has taken the place of Tamika Bell who has resigned from BCT's marketing department.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Chiarelli stated she will be taking over the 595 and I-95 bus project as Jeremy Rollings has resigned. Branding for the express bus service will be getting a lot of attention in order to promote it. Ms. Chiarelli asked Ms. Silverstein to apprise her via email regarding the progress of the express bus branding, with special attention to whether the whole I-95 Express fleet has been branded and if there are any plans to brand the 595 Express fleet. Ms. Ferradaz will inquire the same about the MDT 95 Express buses. Ms. Chiarelli stated that she understood there is a possibility that the MDT buses were being used on other routes and would therefore not be branded. Ms. Ferradaz stated that she will ask for a clarification from Ms. Crichton.

MIAMI-DADE TRANSIT

- Ms. Ferradaz stated that the organization who publishes the Florida Guide asked that MDT review their portion for correctness of the bus routes, which was done.
- The Red Bull Flugtag event will be taking place this Saturday at Bayfront Park, so information is online to encourage people to use mass transit.
- MDT is getting prepared for its November lineup changes.

PALM TRAN

- Ms. Finke stated that fare increases have been approved. Eighty-one action items are being worked on to be sure nothing falls through the cracks with this transition.
- The new guide book is being worked on so that it incorporates these changes by October 6th, the date of the new bid. New fares will go into effect on October 7th.
- Nine service enhancements will take place at the same time, including Route 73 which will go to Bethesda West Hospital and the Caridad Center.
- A large campaign will take place for United Way.
- The Breast Cancer Awareness Bus will be used again with the Susan Komen Foundation.
- Ms. Girard stated that Palm Tran is promoting its iGo campaign.
- Google Transit and InfoPoint in partnership with SFCS is being promoted.

- Rosemary Voils has been attending college and university orientations to promote Palm Tran. This campaign will be done in two steps. It will be reintroduced in January/February for the spring semester.
- Transit Watch in partnership with the Palm Beach Sheriff's Office is being promoted.
- The FPTA Conference is coming up at the end of October.
- Ms. Finke stated that both she and Ms. Girard were appointed to the Tri-Rail Coastal Link Study but didn't know anything about it. Mr. Garcia stated that this would have been initiated by the SFRTA's Planning Department. Mr. Garcia offered to obtain more information and would make it available to Ms. Finke and Ms. Girard.

SOUTH FLORIDA COMMUTER SERVICES

- **Mr. Udvardy** stated that a new BCT route will be starting in the spring 2014 on I-595 which will go to the SFEC campuses. Currently, there is no discounted rate for the students, but Mr. Udvardy asked Ms. Williams (through prior contact) to consider the possibility.
- **Ms. Silverstein** stated that the issue exists about how the sale would take place and how the students would get the actual fare media. Furthermore, there are no discounted fares on the Express Buses and to make an exception for students, would create public relations issues. For passengers who currently have proof of discount, he or she could show that proof to the bus driver and pay \$1.00 upgrade to ride the Express Buses. School bus passes are currently being sold at five regional libraries which are specifically connected to college campuses, as well as some participating schools, on site. Mr. Udvardy questioned whether it is possible for these locations to sell Express Bus passes at these locations. Ms. Silverstein stated that since schools are not given passes on consignment, it may be difficult for sales on site, as passes would have to be paid for up front.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that SFRTA/Tri-Rail was partnering with Red Bull to promote Flugtag and will be present in the media area of the event in order to get the message out about using mass transit to get to the event.
- Some changes are being made to the free shuttle route that operates out of the Ft. Lauderdale Station and travels to Broward General Hospital on 17th Street. Due to somewhat low ridership, the Ft. Lauderdale Art Institute is being added to the route to determine if it increases ridership.
- The MIC Station opening appears to have an April 2014 opening rather than a March opening.

ADJOURNMENT

The next meeting will be an in-person meeting on October 16, 2013 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:45 pm.

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

Tracking No. 10161303

AGENDA ITEM NO. I3

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

INFORMATION ITEM REPORT

Information Item Presentation

GRAND PRIZE ADWHEEL AWARD

SUMMARY EXPLANATION AND BACKGROUND:

SFRTA received a grand prize APTA AdWheel Award for Special Event, "Tri-rail's Ride and Play Day."

EXHIBITS ATTACHED: N/A