



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**SEPTEMBER 18, 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

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

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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 September 18, 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**

<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 August 21, 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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<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. SOUTH FLORIDA REGIONAL TRANSIT MAP
- I3. MIAMI DOLPHINS SERVICE

<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 Marketing 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 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 AUGUST 21, 2013**

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, August 21, 2013, at the SFRTA's Administrative Offices, 800 NW 33<sup>rd</sup> 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

**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)  
Robyn Hankerson, Bitner Goodman  
Suzell Hopman, South Florida Commuter Services  
Steve Rosenberg, SFRTA/Tri-Rail

**CALL TO ORDER**

The Chair called the meeting to order at 2:08 p.m.

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

**Ms. Chiarelli moved for approval of the Agenda. The motion was seconded by Ms. Ferradaz.**

**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.

<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 July 24, 2013

**Ms. Ferradaz moved for approval of Item C1. The motion was seconded by Ms. Hopman.**

**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.**

<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 - INFORMATION ITEM:  
REGIONAL FARE INTEROPERABILITY**

- Ms. Chiarelli stated that a meeting took place this morning at BCT, with SFRTA, MDT, Palm Tran and FDOT participating.
- It was decided to break the pilot portion of the project into two phases. Phase 1A will consist of interfacing with EASY Card. Phase 1B will be dedicated to the mobile ticketing portion.
- The team is exploring the following approach to procurement: The EASY Card portion procured via RFP; the mobile ticketing portion procured by RFI, followed by RFP.
- Most of the primary business rules were reviewed and will need to be employed in order to fulfill the goals of the project. This involves reimbursing the partner agency for applicable fare payment. A contract will be drawn up for all partners to agree on terms. Transaction fees involving the use of the EASY Card will also be considered.
- The marketing and communication factors are being considered as well in order to increase public awareness of this change to its mass transit systems' fare collection policy.
- Notice to Proceed on Phase 1A will likely be for Spring/Summer 2014; Notice to Proceed on Phase 1B, Fall/Winter 2014.

**I2 – INFORMATION ITEM:  
SFRTA/TRI-RAIL MARKETING PLAN, FISCAL YEAR 2013 - 2014**

- Mr. Garcia stated that a new marketing campaign will be called “Commuter Challenge,” in which a current rider will try to encourage a friend or relative to try Tri-Rail via a free ticket offered for registering this person online. Various methods will be used to determine if this person is already a rider and only one ticket will be offered per household.
- Ms. Hankerson stated that this campaign will be three-tiered: the consumer, EDP riders and EDP businesses. The consumer market will be accessed via TV, radio and mass advertising outlets. This component will ask people to go online to register for a free ride. The second component will be to reach out to EDP businesses and to other businesses not enrolled. This will be done through direct mail to present the EDP as a company benefit for a discounted fare and will also encourage present members.
- Mr. Garcia stated that by giving a complimentary EASY Ticket, it will be easy to track who uses it and how it was used. It will also determine how successful this type of promotion is, by being able to see whether the ticket was actually used.

<b>REPORTS</b>
Action not required, provided for information purposes only.

None.

**OTHER BUSINESS**

**MDT REGIONAL MAP PROJECT**

- Mr. Garcia stated that MDT’s Regional Map project should be added as an Information Item to future Agendas, until further notice.
- Ms. Ferradaz handed out the latest version of the Regional Map and explained that most of the changes have already been incorporated. Since Palm Tran has agreed to design the cover, Ms. Ferradaz asked Ms. Finke to arrange for Palm Tran’s IT staff members to contact MDT’s in order to discuss design issues. Ms. Finke agreed.
- It was generally agreed by those present, that the map is attractive, informational and functional in this updated version.

**AGENCY REPORTS**

**BITNER GOODMAN**

No representation at this meeting.

**BROWARD MPO**

No representative at this meeting.

**BROWARD COUNTY TRANSIT**

No representative at this meeting.

**FLORIDA DEPARTMENT OF TRANSPORTATION**

No further comments.

**MIAMI-DADE TRANSIT**

- Ms. Ferradaz stated that MDT teamed up with SFCS in regard to a direct mail campaign / coupon response involving select bus routes. (Bus driver presented one day pass in exchange for coupon)
  - Route 267 received 41 coupons (low ridership route)
  - Route 297 received 382 coupons
- Most likely, with MDT's new budget, fares will increase by twenty-five cents. This item will be on the Agenda for the September 24, 2013 Board Meeting. If adopted, this will go into effect on October 1, 2013 with intensive public advisement.

#### PALM TRAN

- Ms. Girard stated that a fare increase was passed on August 13, 2013, so collaterals will reflect that new fares throughout the system, will be in effect on October 7, 2013, the first day after the new bid.
- A large Palm Beach Post trade has been agreed upon for Palm Tran exposure which will run from August 13<sup>th</sup> through September 13.
- Ten new buses will be arriving in October, seven of which will be used for planned service improvements and three are replacement buses for those which will be retired. The buses will have a different look. The old ones were teal and orange. The new ones are teal and teal.
- Seven route changes are taking place which will affect the upcoming bid.
- The new guidebook will be issued in the fall, with fewer being printed to allow for a May edition which will include the January and May bid changes. Previously, only one edition was published yearly.
- Route 1 has limited stop service, but due to low ridership, a promotional two-week fare-free period will take place in order to increase interest in the route.
- Palm Tran is partnering with the PBSO on the Transit Watch campaign which involves the Homeland Security part of the PBSO. Tri-Rail will also be involved.
- Palm Tran is working with SFCS on the iGo Campaign which begins in September which targets college students relating to online trip planning with Google Transit and Palm Tran's InfoPoint.

#### SOUTH FLORIDA COMMUTER SERVICES

- Ms. Hopman stated that the Emergency Ride Home Program is being promoted with new collateral materials at Tri-Rail stations.

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

- Mr. Garcia stated that Tri-Rail's website has been revamped so that it now includes an airport information page. It includes Palm Tran's "Trains to Planes" program.
- The FPTA Awards entry period has been extended for a few weeks due to claims that the email from FPTA announcing the Awards, was not received by a number of agencies that would normally enter the competition.

#### ADJOURNMENT

The next meeting will be an in-person meeting on September 13, 2013 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 3:00 pm.

Tracking No. 09181301

AGENDA ITEM NO. I1

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

INFORMATION ITEM REPORT

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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  
SEPTEMBER 18, 2013

INFORMATION ITEM REPORT

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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

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

INFORMATION ITEM REPORT

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Information Item  Presentation

MIAMI DOLPHINS SERVICE

SUMMARY EXPLANATION AND BACKGROUND:

SFRTA signed a sponsorship agreement with the Miami Dolphins to run special train and shuttle bus service to their eight (8) home games in the 2013 season.

EXHIBITS ATTACHED: N/A