



Marketing Committee Meeting

REGULAR MEETING AGENDA

SEPTEMBER 17, 2014

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 BI-MONTHLY (ON ODD-NUMBERED MONTHS) 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

Bobbie Crichton, Miami-Dade Transit (MDT)

Paula Girard, Palm Tran

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

Jordan Rockwell, Florida Department of Transportation (FDOT)

Doris Williams, Broward County Transit (BCT)

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
SEPTEMBER 17, 2014

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.

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 July 16, 2014

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 / DISCUSSION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. TRI-RAIL SERVICE CONNECTED CARD
- I3. DISCOUNT EASY CARD REQUEST AND RENEWAL

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 JULY 17, 2014

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Thursday, July 17, 2014, 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

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Doris Williams, Broward County Transit

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Paula Girard, Palm Tran (alternate voting member)
Suzell Hopman, South Florida Commuter Services
Steve Rosenberg, SFRTA/Tri-Rail
Natalie Silverstein, Broward County Transit (alternate voting member)
Jim Udvardy, South Florida Commuter Services (alternate voting member for FDOT)

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 discussion 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 May 21, 2014

Ms. Crichton moved for approval of the Minutes of the May 21, 2013 Meeting. The motion was seconded by Ms. Finke.

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 discussion 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.

R1 – MOTION TO ELECT: SFRTA Marketing Committee Chair for the Fiscal Year 2014-2015

Discussion ensued regarding nominations, but Ms. Finke interjected and stated that her position at Palm Tran has changed and she will no longer be in the marketing department, a position that will be assumed by Ms. Girard the following Monday. On Monday, as well, Ms. Finke will be the head of organizational development and a new department, customer service relations. Ms. Girard is not in a position to accept the chair of this Committee at this time, as she is assuming many new duties and needs the time and space to get familiar with her new position. Ms. Finke stated she will stay on at FPTA for the remainder of this year.

Ms. Silverstein responded on behalf of BCT and stated that Ms. Williams is on vacation but cannot take on this responsibility as she is inundated with projects. Ms. Silverstein stated she cannot step in as she was promoted a few months ago and is swamped with work. Ms. Berry has not been replaced yet.

Ms. Crichton stated that since Ms. Chiarelli is no longer on this Committee representing FDOT and no other member is in a position to commit to chairing this Committee, she offered to continue to assume the responsibility of chairing this Committee, until such time that a new chair is elected.

Ms. Finke moved for the approval of Ms. Crichton as the temporary Committee chair. Mr. Garcia seconded.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

- Ms. Silverstein stated that on June 24, the Broward County Commission approved this program and it is now on the Palm Beach County Commission’s Agenda for Palm Tran approval, for the July 22 Commission Meeting. Once the Palm Beach County Commission approves it, BCT will move forward with its request for proposal (RFP) for the equipment. The verbiage will contain an option not only for the first fifty-five of the fareboxes, but will allow for the rest of the fleet to be retrofitted in the future.
- Ms. Finke stated that if the Commission approves, procurement will be written for two South County routes that serve Tri-Rail.

I2 – INFORMATION ITEM: STANDARD COMMITTEE PRACTICES

- Mr. Garcia stated that he reviewed the Bylaws and noted the similarity of the Governing Board’s makeup and this Committee’s makeup, that being a representative from each county. According to the Bylaws, these meetings can take place bi-monthly, instead of monthly, starting immediately. If it is agreed upon, the meetings could take place on odd numbered months, so the next meeting would occur in September. It would work out that meetings would occur in May, which conforms to the annual Dump the Pump event. If a meeting needs to be cancelled, the Committee will conform to odd-numbered months, therefore it may be a few months until the next meeting takes place. If there is an important issue that needs discussion, a meeting can be held during an even-numbered month.
- With regard to voting per the Bylaws, it is not necessary for members to be present to vote. All meetings could be dial-in meetings in the future, unless a presentation requires visual participation. He further stated that webinars can be a useful tool for meeting purposes.

ACTION: Mr. Garcia put forward a vote whether members prefer to meet on a bi-monthly basis, on odd-numbered months, as dial-in meetings with the privilege of voting over the phone. Ms. Crichton seconded.

REPORTS

Action not required, provided for information purposes only.
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None.

OTHER BUSINESS

AGENCY REPORTS

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Silverstein stated that BCT is aggressively marketing its “Let’s Talk Transit” program. This is a PowerPoint initiative which will be presented at 50 locations and will highlight system improvements to the public. It shows improvements that have been made and those

that will hopefully be made in the future if funds are available via a penny tax. It is an educational tool for showing the value the penny tax could bring. The on-site presentations encourage public input and discussion.

- BCT is working with FDOT and SFCS and other agencies on a “Stay Alert, Arrive Alive” outreach event which will take place at 441 and Oakland Park Boulevard. The target audience is pedestrians, bicycle riders, cars and public transit and will take place in October. Ms. Silverstein appealed to the Committee for its ideas of groups and organizations they can suggest that would benefit from this presentation.

FLORIDA DEPARTMENT OF TRANSPORTATION

No comments.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that a lineup will take place on August 17th after some changes by the Board of County Commissioners.
- The new Metrorail vehicles are still in the design phase.
- Lots of graphics and maps are in the process of being updated due to the lineup change.

PALM TRAN

- Ms. Finke stated that she has been working with Mr. Garcia toward informing the public about tapping on and off for bus transferring. Prior brochures will be updated to conform to the new regulations.
- Passes are now being sold at the Intermodal Center. Some ads will be placed online and in the Palm Beach Post to promote this news.
- The para-transit division has gotten a new phone system which makes it much easier for the public to be more involved in making their travel arrangements. This will be heavily promoted.
- Two college interns will be starting work tomorrow.

SOUTH FLORIDA COMMUTER SERVICES

No comments.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia introduced a shuttle bus brochure which will complement the existing shuttle bus route schedules and features each agency’s service that connects to Tri-Rail, station-by-station. He asked that each agency reviews the information that applies to be sure it is correct.
- Monday, a meeting will take place regarding launching the Disabled American Veteran’s Card (not necessarily the name that will be chosen) which allows documented disabled veterans free rides on Tri-Rail.
- As chair of the FPTA Marketing Committee, Mr. Garcia expressed his hope that each member received an email to enter their awards for this year’s awards to be presented in Naples. He further stated that an additional judge is being sought.
- Mr. Garcia thanked the members for contributing toward the video shoot to be edited and used on Tri-Rail’s website. It shows the process of exiting Tri-Rail and transferring to another agency’s buses.

- Mr. Garcia stated that the Miami Intermodal Center will have its official opening in the early fall, but the date has not been solidified. SFRTA/Tri-Rail will have its involvement ready for whichever date is selected. Hopefully this will take place in September.

ADJOURNMENT

The next meeting will take place on July 17, 2014 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:37 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
SEPTEMBER 17, 2014

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Update on the pursuit of a statewide transit fare management that is compatible with all agencies.

EXHIBITS ATTACHED: N/A

Tracking No. 09171402

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
SEPTEMBER 17, 2014

INFORMATION ITEM REPORT

Information Item Presentation

TRI-RAIL SERVICE CONNECTED CARD

SUMMARY EXPLANATION AND BACKGROUND:

As of August 25, 2014, Tri-Rail is free for Veterans with Disabilities, as identified by the U. S. Department of Veterans Affairs.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
SEPTEMBER 17, 2014

INFORMATION ITEM REPORT

Information Item Presentation

DISCOUNT EASY CARD REQUEST AND RENEWAL

SUMMARY EXPLANATION AND BACKGROUND:

Discount-entitled passengers (Persons with Disabilities, Seniors and Students) and Veterans with Disabilities, can now submit their request for their specially encoded cards on www.tri-rail.com.

EXHIBITS ATTACHED: N/A