



Marketing Committee Meeting

REGULAR MEETING AGENDA

APRIL 16, 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 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
April 16, 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.

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 March 26, 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.
--

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
--

- I1. REGIONAL FARE INTEROPERABILITY
- I2. SOUTH FLORIDA REGIONAL TRANSIT MAP

MONTHLY REPORTS

Action not required, provided for information purposes only.
--

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 MARCH 26, 2014

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, March 26, 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

Doris Williams, (interim primary member) Broward County Transit

COMMITTEE MEMBERS NOT PRESENT

Robyn Chiarelli, Florida Department of Transportation

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)

Paula Girard, Palm Tran (alternate voting member)

Suzell Hopman, South Florida Commuter Services

Julio Rey, Miami-Dade

Steve Rosenberg, SFRTA/Tri-Rail

CALL TO ORDER

The Chair called the meeting to order at 2:05 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Finke moved for approval of the Agenda. The motion was seconded by Ms. 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 February 19, 2014

Ms. Crichton moved for approval of the Minutes of the February 19, 2013 Meeting. 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 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.

None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

- Although Ms. Chiarelli was not present at the meeting, she emailed the following for inclusion in the Minutes:
 - There have been no significant updates regarding the Fare Interoperability Project at this point in time

I2 – INFORMATION ITEM: SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Crichton presented the latest version of the map for the Committee's approval and once that was arrived at, she stated that the first printing will take place. After the first printing, she further stated that the artwork files would be sent to each agency whose responsibility it would be for subsequent printings.
- Ms. Williams questioned whether the words "where can we take you?" is necessary or is it a detraction? The consensus was to remove it.
- Ms. Crichton stated that printing will be done in-house at MDT and she asked each agency how many they would like for their initial order. After the initial order, each agency would be responsible for its own printing.
- She further asked that each agency reviews the complete publication one last time to be sure they approve of how their agency is represented and to advise her if any changes are needed or if the document is fine as is.

REPORTS

Action not required, provided for information purposes only.
--

None.

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

No representation at this meeting.

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Williams stated that BCT is preparing for a major community outreach starting in June during which the public will be asked for comments regarding service.
- CAD/AVL system is in the planning stage. A pilot program will take place in September in which the system will be tried on ten routes. Focus groups will be formed. The hope is that the project will be fully operational by June/July 2015.
- Awaiting approval on 2-way social media.
- A photo shoot representative of various BCT locations and passenger profiles will take place in April to update photo files.
- I-595 Express is opening on Friday. A branded bus will be on display at the grand opening location.
- A press release was sent out announcing overnight parking for 95 Express commuters at Miramar Regional and Ansin Parks and at North Perry Airport. SFCS is helping with the online registration and parking decals. The agreement is if there is a decal in the car, the car can be parked overnight until the gates are opened in the morning and the vehicles could be retrieved.

FLORIDA DEPARTMENT OF TRANSPORTATION

No further comments

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT 10 Ahead (Transit Development Plan) is being promoted with its logo and survey complete.
- Clever Devices Ltd. (Intelligent Transportation Systems) has been awarded the CAD AVL project.
- There is consideration to use a grid system.
- Twitter is going well with 772 followers and 234 likes on Facebook.
- An RFP for outdoor advertising just went out.

PALM TRAN

- Ms. Finke introduced a guest, Mr. Dan Bannister, Marketing Director of Rhode Island Public Transit Authority, whom members of this Committee met at the APTA Meeting recently in New Orleans.
- Working on updating the guide book.
- Working along with Tri-Rail to sell passes at the West Palm Beach Intermodal Center in June.
- Working on a “One-Trip Ticket” for \$2.00, to be introduced in June. It is virtually a one-way, one-time ticket. It will not be purchased onboard. It will be available at Palm Tran’s front office as well as by mail and through Tri-Rail’s West Palm Beach Station Ticket Kiosk.
- Working on a program in which ADA-eligible passengers can ride for free.
- It was just disclosed this morning that Palm Tran would be receiving its funding grant.
- A new five-year advertising contract will be put out for bid in June or July.
- In addition to marketing functions, Ms. Finke has been reassigned to do organizational development and training.
- Ms. Girard stated that Palm Tran has 1,030 Facebook page followers.
- iGo branding info site project is doing well. A contest in conjunction with SFCS has just ended. iGo trip planning has been improved and will have an app on August 1.

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that at the last board meeting, the SFRTA received a \$5,000 check from the local chapter of the Disabled American Vets who wanted to start a pilot program for disabled vets to receive an ID card with a sticker on it which shows they are entitled to discounted travel on Tri-Rail, after presenting requisite documents. The board was so moved, they voted on-the-spot to give all disabled veterans free travel on Tri-Rail and their generous check was returned to them.
- Tri-Rail will add late train service for three days to accommodate people attending the Ultra Music Festival at Bayfront Park in downtown Miami.
- Senior Idol is coming up.
- The “25 Reasons to Ride Tri-Rail” campaign is underway. It’s a play on Tri-Rail’s 25 year anniversary this year. \$100 gift cards will be given away to 25 different people.

ADJOURNMENT

The next meeting will take place on April 16, 2014 at SFRTA’s headquarters. There being no further business, the meeting adjourned at 3:15 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
APRIL 16, 2014

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
APRIL 16, 2014

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