



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**FEBRUARY 19, 2014**

**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**  
**February 19, 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 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 January 15, 2014

<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. REGIONAL EXPRESS BUS SERVICE MAP

<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.

**AGENDA ITEM NO. C1**

**MINUTES**  
**SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY**  
**RTA MARKETING COMMITTEE MEETING OF JANUARY 15, 2014**

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, January 15, 2014, at the SFRTA's Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

Bobbie Crichton, (Chair) Miami-Dade Transit  
Doris Williams, (interim primary member) Broward County Transit

**COMMITTEE MEMBERS NOT PRESENT**

Robyn Chiarelli, Florida Department of Transportation  
Lili Finke, Palm Tran  
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

**ALSO PRESENT**

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

**CALL TO ORDER**

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

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

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

**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 November 14, 2013

**Mr. Garcia moved for approval of the Minutes of the December 18, 2013 Meeting. The motion was seconded by Ms. Williams.**

**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

- Ms. Chiarelli was not present therefore no update was given.

I2 – INFORMATION ITEM SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Crichton stated that Ms. Finke emailed a tentative map cover. Julio from MDT attached it as an example and Ms. Crichton emailed that to the Committee members too. She stated that these were just ideas of what could be done with the reverse of the map. These were place holders to show how features of the counties could be brought into the display part of the map. Ms. Williams liked the idea of a very recognizable location for each county appearing at the top of its column.
- Mr. Garcia stated that he felt the cover didn't match the look of the map. Ms. Crichton stated she will revisit the design and make it less vehicle-heavy and choose a "look" that features more people and destinations.
- Ms. Girard suggested that each agency email photos to Palm Tran which shows people boarding its buses and trains. Ms. Crichton stated that each agency will most likely be given to columns on the map reverse, to work with.
- The question arose as to whether one attraction should be highlighted per county, but Mr. Garcia suggested that Tri-Rail defers to the other three agencies (since these agencies' services would be used to get to the final destination), thus giving each agency three panels to work with.

- Ms. Finke stated that the map was text-heavy. Ms. Crichton suggested that each agency look at its county on the map to determine if anything could be eliminated. Mr. Garcia suggested removing the hospitals. It was also suggested that each agency review the locations chosen and remove the ones that are not a “must to see.”
- Ms. Crichton set January 22 as the deadline for ideas and photographs from the Committee. She will incorporate changes and contact the Committee by January 29.

<b>REPORTS</b>
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 the Miramar park-and-ride has been given a 30-day extension before it will close on February 28. Seeking alternative locations.
- Service changed is starting on Sunday with route 18 splitting. Extensive ads and PSAs are being used to get the message out.
- Midday service on the Breeze will begin having 20-minute service.
- In talks with CAD AVL vendor for spring launch.
- Seeking the Board of Broward County Commissioners’ approval for 2-way communication on Facebook and Twitter.
- Ms. Williams asked the other agencies’ representatives if they have a policy for young children riding alone.

FLORIDA DEPARTMENT OF TRANSPORTATION

MIAMI-DADE TRANSIT

- Ms. Crichton stated that a notice to proceed was granted to the vendor responsible for the AVL CAD system with expected completion in 23 months, after which time all buses will have real-time capability.
- The Transit Development Plan (TDP) has been updated after much public involvement.
- Twitter and Facebook accounts are doing very well.
- Channel 7 gave MDT a good plug by saying that it was the best way to get to the airport.

PALM TRAN

- Ms. Finke stated that the new system map has arrived.
- Palm Tran has finished unveiling the “pink” bus for breast cancer awareness

- The South Florida Fair begins this weekend.
- Has been really busy with the Metro Mobility contract. Seeking a new vendor by 2014.
- Will be participating in the Susan B. Komen Walk.
- Will be attending the APTA Conference in New Orleans.

#### SOUTH FLORIDA COMMUTER SERVICES

No comments

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

- Mr. Garcia stated that January 8 was Tri-Rail's 25<sup>th</sup> anniversary, which begins a month of celebratory events.
- On the actual anniversary date, staff was at every station to hand out prize entry cards for a chance to win an annual pass, Wizard of Oz tickets or a commemorative tee-shirt.
- On Friday, January 17, a luncheon will take place at the Westin Hotel Cypress Creek to honor present and past board members and to thank members of the business community who have championed Tri-Rail.
- On Saturday, January 25, Tri-Rail's 6th annual signature family event, Rail Fun Day will take place at the Ft. Lauderdale Airport Station. Part of this event is South Florida Kids Got Talent in which 12 contestants selected by judges, have a sing-off for the best in show to take home a prize of \$500. 30 vendors are registered to participate. No extra trains will be added as in past years, as the event will be handled by regularly schedule trains due to schedule improvements allowing for more frequent trains. Children aged 12 and under ride free all day. The first 100 people who present a Tri-Rail ticket at the exhibition booth will receive a voucher for free food at Pollo Tropical.

#### ADJOURNMENT

The next meeting will take place on January 15, 2014 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:49 pm.

Tracking No. 02191401

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
FEBRUARY 19, 2014

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

Tracking No. 02191402

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
FEBRUARY 19, 2014

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  
FEBRUARY 19, 2014

INFORMATION ITEM REPORT

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Information Item  Presentation

REGIONAL EXPRESS BUS SERVICE MAP

SUMMARY EXPLANATION AND BACKGROUND:

This map was created for an audience of transportation planners and engineers to depict the regional express bus services in Broward and Miami-Dade counties. The map will be used as reference to assist transportation professionals to make informed decisions about future route alignments. The SFRTA Marketing Committee will review the map to supply t feedback on how it may be improved.

EXHIBITS ATTACHED: N/A