



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**JUNE 18, 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)

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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**  
**JUNE 18, 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.

<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 May 21, 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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**R1. MOTION TO ELECT:** SFRTA RTA Marketing Committee Chair for the Fiscal Year 2014-2015.

<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. DUMP THE PUMP

<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 MAY 21, 2014

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, May 21, 2014, 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  
Doris Williams, Broward County Transit

**ALSO PRESENT**

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 (alternate voting member for FDOT)  
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. Chiarelli moved for approval of the Agenda. The motion was seconded by Mr. Hopman.

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 April 16, 2014**

Ms. Finke moved for approval of the Minutes of the April 16, 2013 Meeting. 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 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.

### **II – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY**

- Ms. Chiarelli stated that four agreements needed to be signed before the procurement process could begin. The first is the 4-party interlocal agreement with SFRTA/Tri-Rail, MDT, BCT and Palm Tran. This agreement will be presented at Friday's SFRTA Board Meeting. Once the SFRTA approves it, it will go to the other boards for approval. Another agreement is between the Broward MPO and BCT, which was recently approved. There is also an agreement between Palm Tran and BCT which will allow BCT to do the joint procurement on behalf of both Palm Tran and BCT. Ms. Girard stated that this agreement is now in the hands of BCT.
- The Interoperability Team anticipates that the agreements will be approved within the month of May so that in June, they will be able to move forward with the RFP for the EASY Card portion. In July, it is expected to move forward with the Request for Information for the Mobile Ticketing portion. In October 2015, it is expected that the EASY Card pilot program to be completed and in September 2016 for the Mobile Ticketing pilot to be completed. The pilot would test the technical and financial aspects of the agreements. This also includes one express bus. The full implementation for EASY Card is expect in April 2016 and Mobile Ticketing in April 2017. Full deployment on the whole system is contingent on funding availability.

### **II – INFORMATION ITEM: SOUTH FLORIDA REGIONAL TRANSIT MAP**

- Ms. Ferradaz stated that MDT is pleased with the final product which will be distributed to the partner agencies.
- Mr. Garcia suggested that each agency's representative contacts Ms. Crichton to inform her of the number of transit maps needed. He suggested that Ms. Crichton has those delivered to SFRTA's office as a central pickup location which would make it easier for those involved. Another option would be to put them on a specific train for a pickup at a designated Tri-Rail station when the train reaches that station. Mr. Garcia stated that each agency told Ms. Crichton at a prior meeting the number of brochures they would require. Ms. Ferradaz will ask Ms. Crichton for the counts and then be in contact with each agency to arrange the brochure retrieval.

### **I3 – INFORMATION ITEM: DUMP THE PUMP**

- Mr. Garcia queried whether any of the agencies decided how they would partake in this year's Dump the Pump.
- He further stated that Tri-Rail would continue the tradition of giving away a Regional Monthly Pass to the winner.
- Ms. Hankerson stated that Tri-Rail will be giving away a family 4-pack of tickets to Cirque Dreams General Fantasy with a performance at The Broward Center for the Performing Arts on July 22. There are 3 such packs to give away as a way to promote Dump the Pump Day.
- Through the EASY Card database, it will be easy to determine who tapped their EASY Card on this day and they will automatically be entered in the drawing. For those people who are not identifiable via their EASY Card or paper ticket, they will have the ability to register on the website.
- Ms. Ferradaz stated she will inquire of Ms. Crichton her thoughts for participation.
- Ms. Hopman stated that last year South Florida Commuter Service (SFCS) created a webpage for the purpose of allowing participants to register to win transit passes for the mode of transportation of their choice. She asked the agencies to consider whether they would like the same sort of participation this year. The agencies present were agreeable, but BCT needs to be contacted for their input. Ms. Hopman said she will follow up with each agency to confirm specific participation.

### **I4 – INFORMATION ITEM: COMMITTEE ELECTIONS**

- Mr. Garcia stated that Committee chair election will take place next month, therefore it is a requirement that voting members be in attendance in person.
- Ms. Finke suggested having a ladder rotation, so the chair would be fairly covered. Mr. Garcia stated this would be an idea to be discussed when the members were all present.
- Ms. Chiarelli stated that she now has a new position at FDOT as Inter-Governmental Liaison for Martin, St. Lucie and Indian River counties and stated she couldn't commit to a chair position. Mr. Garcia questioned whether FDOT will appoint a new voting member to this Committee. Ms. Chiarelli stated that at the time letters were requested from each agency formalizing who the representative would be, it was stated that a representative from SFCS would step in and have voting rights as an alternate voting member.
- After discussion about which agency held chair positions on this Committee, it was determined that Ms. Chiarelli held the position for 1 year, Ms. Finke for 1 year and then Ms. Crichton for 2 years, therefore BCT would be next in the lineup for the FY 2014//2015.
- Ms. Finke offered to chair the Committee if Ms. Crichton or Ms. Williams cannot.

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

None.

**OTHER BUSINESS**

**AGENCY REPORTS**

**BITNER GOODMAN**

No further comments.

**BROWARD MPO**

No representation at this meeting.

**BROWARD COUNTY TRANSIT**

No representation at this meeting.

**FLORIDA DEPARTMENT OF TRANSPORTATION**

- Ms. Chiarelli stated that a regional committee exists to discuss express bus routes, including park and rides, operations, promoting the routes, etc. 595 Express is the current issue-at-hand and its connection to the South Florida Education Center (SFEC). The hopes are for this route to stop at the Davie Mobility Hub in the fall and for the SFEC.
- Due to exceeding the allotted parking capacity at the Miramar Town Center, 3 replacement parking site were chosen and are close to capacity. They are: North Perry Airport, Ansin Sports Complex and Miramar Regional Park. These are temporary sites while a permanent site near the Miramar Town Center is being developed with BCT. FDOT in-house design is currently working on this project with the hopes for completion in the fall

**MIAMI-DADE TRANSIT**

- Ms. Ferradaz stated that the line-up for June 20<sup>th</sup> is nearing completion.
- MDT was tasked by the mayor to eliminate \$10 million worth of service. Approximately 90 routes will be tweaked in some way, some will be eliminated completely. The public has been made aware.

**PALM TRAN**

- Ms. Finke has been working on a retreat for next Tuesday for Palm Tran's Service Board which is being called "The Great Bus Experience." They will be shown all aspects of Palm Tran's daily operations and facilities in what could be called an intensive guided tour.
- As Ms. Girard had stated, Palm Tran has a very good trade agreement with the radio stations. The advertising contract for the buses is getting ready to go for reassignment, so that once the contract is reworked, it will go out for bid.
- The union has been working with Palm Tran to promote Transit Month, the Month of May. Ms. Girard has been working with the union rep to put out the word about the importance of using public transportation.

- Ms. Finke is moving forward in her new position in organizational development and trying to bring the best training available to Palm Tran's mechanics, drivers, administration and the leaders in Palm Beach County.
- Ms. Girard stated that 2 college interns have been approved (a first for Palm Tran) with the hope that an additional 2 will be approved. They will work 19 hours a week, hopefully for one year. One of these people will work closely with Ms. Finke and Ms. Girard on outreach and organizational development. The other person will report to Ms. Finke or Ms. Girard and will be assigned to wherever there is a need for help. Ms. Girard stated that she contacted all the colleges in the area and has gotten the position posted with the hope of bringing on some good people.

### **SOUTH FLORIDA COMMUTER SERVICES**

No further comments.

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

- Mr. Garcia stated the 9<sup>th</sup> Annual Senior Idol took place this past Sunday. The winner is a great showman. Ms. Hankerson stated that every year, new partners are sought in order to increase awareness of the event. This year the Las Olas Boulevard Association was the partner that was able to obtain various restaurant special offers for that day only, by showing their Senior Idol ticket. The Festival Flea Market and John Knox Village were instrumental in sponsorship so as to defray the cost of the event.
- May is Bike month and as in past years, Tri-Rail promotes the use of bicycles. In addition, Mr. Garcia stated that Tri-Rail also promotes its free locker program. A prize pack is being offered for anyone who signs up during the month of May.
- Train Safety Awareness Week (TSAW) is happening the week of June 1 – 7. Various law enforcement agencies and transit agencies will observe drivers and pedestrians and hand out safety information.

### **ADJOURNMENT**

The next meeting will take place on June 18, 2014 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:47 pm.



SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
JUNE 18, 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. 06181402

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
JUNE 18, 2014

INFORMATION ITEM REPORT

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Information Item  Presentation

DUMP THE PUMP

SUMMARY EXPLANATION AND BACKGROUND:

Update on the Committee's combined effort to support APTA's 9<sup>th</sup> Annual National "Dump the Pump Day" on June 19, 2014.

EXHIBITS ATTACHED: N/A