



Marketing Committee Meeting

REGULAR MEETING AGENDA

JULY 15, 2015

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)

Mary Shaffer, 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
JULY 15, 2015

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 May 20, 2015

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 / DISCUSSION ITEMS

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

II. REGIONAL FARE INTEROPERABILITY

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 MAY 20, 2015

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, May 20, 2015, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit
Jordan Rockwell, Florida Department of Transportation

COMMITTEE MEMBERS NOT PRESENT

Paula Girard, Palm Tran
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Mary Shaffer, Broward County Transit

ALSO PRESENT

Tarnell Carroll, Broward County Transit
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Suzell Hopman, South Florida Commuter Services
Joseph Quinty, SFRTA/Tri-Rail
Roseann Voils, Palm Tran (alternate voting member for Palm Tran)

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. Crichton.

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 March 18, 2015.

The Chair moved for approval of the Minutes of the March 18, 2015 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.

R1. MOTION TO ELECT: COMMITTEE CHAIR FOR THE NEXT TWO FISCAL YEARS

- Mr. Garcia stated that at the March 18, 2015 meeting of this Committee, Mr. Rockwell volunteered to become the Chair for a two-fiscal-year period beginning on July 1, 2015 and ending on June 30, 2017.
- Mr. Garcia nominated Mr. Rockwell. Those voting members present accepted the nomination and Mr. Rockwell was elected the new Chair.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

- Mr. Rockwell stated that he spoke with Curt Johnson, the BCT project manager, who stated he is beginning to receive written responses to the RFI. Originally, an RFP was put out for the fare card reader aspect of the job, but the expected response did not occur, so an RFI was created to encompass the fare card readers as well as mobile ticketing, which was originally going to go out for bid a year after the fare card reader. The purpose is to solicit information from consultants about which technology they have used and to get their input about the best way to structure the RFP. Some presentations are expected to take place by interested consultants.
- He further stated that implementation could take place by the end of the year.

I2 – INFORMATION ITEM: TRI-RAIL COASTAL LINK PRESENTATION

- Joe Quinty, an SFRTA Planning Manager, was introduced as a guest speaker to talk about the Tri-Rail Coast Link project. He stated that he has always been involved in some aspect of FEC expansion since he was employed nine years ago.
- Mr. Quinty proceeded to present the following attached PowerPoint.

I3 – DUMP THE PUMP

- Mr. Garcia stated that Dump the Pump is coming up on June 18. To preface his comments about Dump the Pump, he noted that some growing pains occurred when the SFRTA took over the rail corridor dispatch on March 29. A seat drop was issued which explained to our passengers, reasons for sub-standard service. At this point, it appears that problems are moving toward resolution with much-improved service.
- Mr. Garcia further stated that the hopes were to provide Tri-Rail’s faithful passengers with a free day, but it will not be on Dump the Pump Day, but hopefully in the near future. The plans for Dump the Pump Day are to do the same as last year - to supply a free monthly ticket via SFCS’s website registration which allows the winner to choose which agency’s free pass is preferred.
- Ms. Crichton stated that MDT is in talks with the Community Information and Outreach Department of Miami-Dade County, which is handling much of MDT’s advertising. She further stated that MDT is in the process of rolling out an image campaign which will hopefully tie in with Dump the Pump Day. If it doesn’t occur, she is hopeful that MDT will revert to the prior involvement in which a free monthly pass is provided. Ms. Crichton questioned whether all of the agencies would be willing to contribute passes for the raffle as was done in the past.
- Ms. Carroll stated that instead of the usual 31-Day pass, BCT’s directors approved a Dump the Pump Day Challenge Photo contest. This would include sending messages via Facebook and Twitter and on the website to encourage riders and non-riders to enter a “selfie” to compete for a BCT summer prize pack, which would contain a 31-day monthly bus pass as well as passes for county parks. She further stated that she would be happy to include in the prize pack any items this Committee’s agencies wanted to contribute.
- Ms. Voils stated that Palm Tran would partner with Tri-Rail and contribute monthly passes.
- Ms. Hopman stated that SFCS would be willing to hold the raffle again, as they did last year and will again include the “pledge” aspect to encourage the use of public transportation. She also stated that SFCS would promote this as they did last year via their website and press release. She noted that each agency agreed to take part in this year’s Dump the Pump so she agreed to proceed with publicizing it.

REPORTS

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

None.

OTHER BUSINESS

AGENCY REPORTS

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Carroll stated that Ms. Shaffer will return next week.
- BCT is doing an “Inside-Out” bus wrap to commemorate Broward County’s centennial celebration. It will contain photographs of BCT riders on one of its buses. This will probably

be introduced in mid-July. A mural at the Pompano Beach Transit Center will also commemorate the centennial.

- A series of commercials about the benefits for the public to ride on BCT, are being produced with WPLG (Channel 10) to air in the summer just before sweeps. Some other videos which will appear on YouTube deal with rider issues.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Rockwell stated that he hears advertisements on NPR for the Real Commuter Campaign and commended SFCS for this effort.
- He further stated that he would like SFCS to be more involved in the Marketing Committee as they are FDOT's marketing arm and do great work, have a lot of great ideas and also touch all the agencies involved with their day-to-day work. He wants to brainstorm on how to make that happen and come up with ways they would be more involved.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT is near to launching its corporate discount web page and is working closely with IT toward that end.
- The new Metrorail trains are progressing well. The review-design phase is almost completed as related to the train interior.
- The CAD AVL system is also progressing well and implementation is imminent.
- For the June lineup, a new park and ride lot will be opening for the Bus Wing. An evite will be sent to the Committee as a date is selected.
- The University of Miami Pedestrian Overpass groundbreaking ceremony took place. This was an important event both for the University and for the people of Coral Gables, due to the pedestrian deaths that have occurred on US1.
- The RFP for updating Metromover signage has been responded to. This includes wayfinding.
- MDT is working with the Aviation Department to fly 62 veterans of World War 2 on May 30, to Washington, D.C., on an "honor" flight, along with Eastern Airlines, so that they can visit the war memorials. This is all free to them.

PALM TRAN

- Ms. Voils stated that Palm Tran is producing safety videos for drivers.
- On Memorial Day, an event will take place to honor veterans at the Veteran's Park in Boca Raton. It will incorporate a purple bus to signify the "purple heart." Twenty-two veterans who have received this award will be there and will be honored with photos of their faces on the bus.
- Route changes will take place for the September bid when the new Guide Book comes out.

SOUTH FLORIDA COMMUTER SERVICES

- Ms. Carroll stated that she had spoken with SFCS about sharing some of the vetted passenger videos. Ms. Hopman stated she will speak with Mr. Udvardy and contact Ms. Carroll with the result.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated he is working with FDOT on some signage at the MIC, since there is some passenger navigation confusion at the site, regarding ticket vending machines and their location.

- There is also an issue with the taxi pickup locations. Mr. Garcia stated that he would follow-up with SFCS regarding a resolution, since it may involve the Emergency Ride Home program.
- A groundbreaking will take place this Friday at SFRTA's Pompano Beach Station which is the future site of a new Leeds-certified station, a new parking garage and a new SFRTA/Tri-Rail headquarters and operations center. The ticket kiosk has been demolished and will not be reopened until the new station is ready.
- Mr. Garcia stated that he will give an update on SunFest in the future as he doesn't have statistics available at this time, but there was a ridership spike.
- He expressed his hope to see some of the people present at FPTA's Workshop in the near future.

ADJOURNMENT

The next meeting will take place on July 15, 2015 at SFRTA's headquarters. There being no further business, the meeting adjourned at 3:05 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JULY 15, 2015

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