



Marketing Committee Meeting

REGULAR MEETING AGENDA

MARCH 18, 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
MARCH 18, 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 January 21, 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.
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INFORMATION / DISCUSSION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. STAND UP 4 TRANSPORTATION DAY
- I3. MIAMI AIRPORT STATION
- I4. DUMP THE PUMP
- I5. COMMITTEE CHAIR FOR FISCAL YEAR 2015/2016

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 JANUARY 21, 2015

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, January 21, 2015, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Jordan Rockwell, Florida Department of Transportation

COMMITTEE MEMBERS NOT PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit

Paula Girard, Palm Tran

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

Mary Shaffer, Broward County Transit

ALSO PRESENT

Irene Ferradaz, Miami-Dade Transit (alternate voting member)

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

Steve Rosenberg, SFRTA/Tri-Rail

Jim Udvardy, South Florida Commuter Services (alternate voting member for FDOT)

Roseann Voils, Palm Tran (alternate voting member)

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. Ferradaz.

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 19, 2014.

Mr. Garcia moved for approval of the Minutes of the November 19, 2014 Meeting. The motion was seconded by Mr. Rockwell.

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.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

Mr. Rockwell stated that he had recently spoken with Curt Johnson of BCT and was informed that BCT will be going out for an RFP again as they did not get the expected response. They may work with a consultant to fine-tune the requirements of the project.

The schedule may be pushed back until spring/summer 2016, but mobile ticketing may be able to adhere to its original schedule. Mr. Rockwell stated that he will advise this Committee as to whether this RFP has gone out at this point.

It is expected that a pilot test will be done on several routes.

I2 – INFORMATION ITEM: STAND UP 4 TRANSPORTATION DAY

Mr. Garcia stated that Stand Up 4 Transportation Day is a directive from APTA in which this promotion will stress maintaining funding for the infrastructure needed to support public transportation. It is hoped that the South Florida agencies can arrive at a coordinated effort for this April 9 event.

Ms. Silverstein stated she was unaware of this event and would discuss it with Ms. Shaffer for her input.

Mr. Garcia stated that he will take the lead and will keep the other agencies in the information loop as he envisions this as a “transportation” day. He will advise the Committee when an APTA “tool kit” is available and will advise developments via email.

Mr. Udvardy suggested that this promotion be considered from the viewpoint of the passenger and perhaps a passenger survey could be adopted.

I3 – COMMITTEE CHAIR FOR FISCAL YEAR 2015/2016

Mr. Garcia stated that this item does not require discussion today but was introduced as a standing item to prepare the Committee for the next fiscal year which will begin on July 1. He noted that Ms. Crichton has graciously served as the chair for three years and with new members, it would be right to have a new chair.

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. Silverstein stated that tomorrow, BCT is taking part in the Safe Street promotion which encourages drivers to be aware of pedestrians and bicycle riders.

BCT started a Leadership Training Program to train current employees from all departments and of different levels who want to become managers of the future. Mr. Garcia stated that there is a possibility to involve COMTO and would contact Ms. Silverstein to discuss.

Doris Williams' last day will be on Friday as she retires.

Ms. Silverstein will be the alternate voting member for BCT on this Committee.

FLORIDA DEPARTMENT OF TRANSPORTATION

Mr. Rockwell stated that FDOT is initiating a longer term Park and Ride Express Bus transit plan as well as adopting a standard of service.

Toll revenue from I-95 can be used for replacing buses, which generally have a 10-year bus life.

I-75 Express buses are expected to be initiated in 2018.

A new FDOT District Secretary will be announced as Jim Wolfe retires in March.

MIAMI-DADE TRANSIT

Ms. Ferradaz stated that MDT had a busy holiday season with late night service on December 31.

The Citizen's Independent Transportation Trust (CITT) is hosting tomorrow's Transportation Summit. MDT will be present to answer transportation questions. Mr. Garcia stated that Vince Sciallo, new to the SFRTA, will be at the Summit staffing the SFRTA booth.

Real time information is being incorporated so that the public can track buses.

Facebook and Twitter are up and running.

PALM TRAN

Ms. Voils stated that "Marketing" is working with the South Florida Fair which goes on until February 1.

Palm Tran just had the unveiling of its pink bus for the Komen Race for the Cure.

SOUTH FLORIDA COMMUTER SERVICES

Mr. Udvardy stated that a Roundtable is coming up next Thursday at the Civic Center in Miami at which many state entities as well as employers will be present to discuss how to make transit more successful.

He further stated that SFCS is assisting on 95-Express, as well as working with FDOT on Express Bus.

He stated that it has been shown to be more cost-effective to use digital billboard along I-95. They are run throughout the day and on weekends, 24/7. They are available to all the agencies for their use in getting various messages across.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

Mr. Garcia stated that the APTA Marketing Workshop is coming up in West Palm Beach in late February. He is hopeful for social media sessions as SFRTA is at the point of entering the social media platform. He further stated that he is working with the event coordinators for a host booth which will be shared with Palm Tran to dispense transportation information to attendees.

The MIC opening date is yet to be decided. Testing is still being performed and some safety issues need to be worked out.

Partnering with the Lake Worth Street Painting Festival will take place again as has been the case in the past few years. A shuttle bus will take people from the Tri-Rail station to the event site.

Mr. Garcia further stated that partnering with Sun Fest will happen again. They are hopeful for late night trains for Saturday and Sunday. The train will depart approximately one hour after their event is over and will only be a southbound train. An existing trolley will take the people from Sun Fest to the Tri-Rail Lake Worth Station.

ADJOURNMENT

The next meeting will take place on March 18, 2015 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:50 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 18, 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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 16, 2015

INFORMATION ITEM REPORT

Information Item Presentation

STAND UP 4 TRANSPORTATION DAY

SUMMARY EXPLANATION AND BACKGROUND:

Discuss opportunities to coordinate support of APTA's recent calling for marketing members to take the lead in organizing and conducting local events on Thursday, April 9, 2015.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 16, 2015

INFORMATION ITEM REPORT

Information Item Presentation

MIAMI AIRPORT STATION

SUMMARY EXPLANATION AND BACKGROUND:

Status of re-opening station for revenue service, including opening ceremony, schedule changes and future marketing efforts.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 16, 2015

INFORMATION ITEM REPORT

Information Item Presentation

DUMP THE PUMP

SUMMARY EXPLANATION AND BACKGROUND:

Next meeting will be a month prior to the annual event's 10-year anniversary, scheduled for June 18, 2015.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 18, 2015

INFORMATION ITEM REPORT

Information Item Presentation

COMMITTEE CHAIR FOR FISCAL YEAR 2015/2016

SUMMARY EXPLANATION AND BACKGROUND:

Standing item to identify nominees eligible to chair the committee in the next fiscal year and elect at the next meeting.

EXHIBITS ATTACHED: N/A