



Marketing Committee Meeting

REGULAR MEETING AGENDA

MAY 20, 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
MAY 20, 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 March 18, 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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R1. MOTION TO ELECT: COMMITTEE CHAIR FOR THE NEXT TWO FISCAL YEARS

INFORMATION / DISCUSSION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. TRI-RAIL COASTAL LINK PRESENTATION
- I3. DUMP THE PUMP

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 MARCH 18, 2015

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, March 18, 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

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 2:05 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 January 21, 2015.

The Chair moved for approval of the Minutes of the January 21, 2015 Meeting. The motion was approved by Ms. Voils and 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.

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 of BCT and was told that the issuing of a more-refined RFP was approved by the Board yesterday, so that a larger response could be expected. The portion that deals with mobile ticketing was added.
- Curt Johnson is working on a timeline for the project.

I2 – INFORMATION ITEM: STAND UP 4 TRANSPORTATION DAY

BCT

- Mr. Garcia stated that he had received an e-mail from Ms. Silverstein (who could not attend today's meeting) which stated that BCT will write a resolution proclaiming April 9th as Stand Up 4 Transportation Day in Broward County.
- BCT will approach this day with social media campaigns and a press release as well as tee shirt giveaways, at 4 of BCT's bus terminals. BCT is also collecting signatures for APTA's advocacy effort, announced on BCT's "Voice for Public Transit" page. Flyers will be displayed at the government center lobby locations.
- In addition, BCT will have a live chat by announcing the topics in advance and staff being present in a conference room to respond. A page promoting the event will be displayed in government center lobbies and commission chambers.

SFRTA

- Mr. Garcia stated that SFRTA'S participation has not been determined, but may be in the style of Denver's caravan (with buses), but Tri-Rail's will be with logistical train planning with Mr. Stephens riding the train either northbound or southbound (to be decided) and local officials asked to meet the train at its arrival times at a key station in each county. Mr.

Stephens would spend time at the station with these invitees and then board the train to the next key station for an appearance with the next group of officials. The Fort Lauderdale Station stop would feature officials involved in the Wave project. In Miami, the focus would be on the MIC and Coastal Link as examples of the need for funding.

MDT

- Ms. Crichton stated that MDT’s involvement would take place at the MIC (Miami Intermodal Center) with city and county officials and people from MDX, FDOT, the Port of Miami, the Chamber of Commerce and other entities, in support of Stand Up 4 Transportation.

Palm Tran

- Ms. Voils stated Palm Tran’s involvement is an awareness on Facebook as well as on the buses, the April newsletter for employees, a banner on the website, radio and newspaper ads, a press release and a proclamation at the April Board meeting for Stand Up 4 Transportation.

South Florida Commuter Services

- Mr. Udvardy offered to help any of the agencies in their efforts to support Stand Up 4 Transportation.

I3 – MIAMI AIRPORT STATON

- Mr. Garcia stated that the opening of the new Miami Airport Station is getting close – just awaiting the official word from FDOT to proceed. Most likely no ceremony will take place at this time, but recognition will take place at a later time.
- He further stated that he is in contact with the Airport regarding signage relating to Tri-Rail.
- Mr. Rockwell asked about the Downtown Miami All Aboard Florida station and its connection. Mr. Garcia suggested that he will ask Joe Quinty of SFRTA’s Planning Department, to speak to the Committee about this at the next meeting.

I4 – DUMP THE PUMP

- Mr. Garcia asked the Committee to consider any ideas which are different from the way this event was approached in the past.
- Mr. Garcia asked Mr. Udvardy if SFCS could once again support pledges (people who would take public transit on that day). Mr. Udvardy and Ms. Voils stated that their agencies could offer the same as in previous years.

I5 – COMMITTEE CHAIR FOR FISCAL YEAR 2015/2016

- Mr. Garcia asked the Committee to consider its next chair who would take over the reins in July. He pointed out that Ms. Crichton has generously chaired for three consecutive years.
- Ms. Rockwell graciously offered to take over the chair in July. The official nomination will take place at the next meeting.

REPORTS

Action not required, provided for information purposes only.
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None.

OTHER BUSINESS

AGENCY REPORTS

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

No representation at this meeting

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Rockwell stated that I-95 Express Lanes, Phase 2 to Broward Boulevard is delayed until October as it will also be delayed to Miami-Dade's Civic Center. The rollout is meant to be simultaneous.
- Gerry O'Reilly is the new District IV FDOT Secretary, replacing James Wolfe.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that the University (of Miami) Pedestrian Bridge in Coral Gables will have its groundbreaking on April 23rd in order to honor President Donna Shalala's efforts for this bridge, before she leaves her position.
- There will be new renderings of the new rail vehicles due to requests to see what they will look like.
- This weekend, Bike 305 has joined up with the Underline (was called M Path), the 10-mile strip for bikes and pedestrians. They are having events at Brickell, University and South Miami stations with involvement by the municipalities that the route passes through. Each station will feature fun events with local business and government participation. The riders/walkers will start from Brickell and go to Dadeland South Station.
- Next Tuesday, MDT is working with Lisa Bacot from FPTA. They are doing a "Transit is Golden" event in Miami Beach in which FPTA is coordinating with MDT to take seniors from where they live, across the causeway, to the Metromover and to the J. Perez Art Museum. It is an effort to encourage seniors to use public transportation for cultural venues, rather than just for chores.
- The Metromover system has had a few issues recently and has been closed earlier than usual due to construction of the City Center and its proximity to one of the stations.
- Working with Busker Fest's Old Poetry Miami, on their social media campaign in which they are asking the public about their positive transit experience they have had on MDT'S system. After they have the results, they intend to do an interpretive art effort which will be presented to MDT for its use.

PALM TRAN

- Ms. Voils stated that a campaign is under way for drivers to adopt a professional image for Palm Tran.
- Route changes will occur with the May bid.
- A new guidebook is in the works.
- There will be some changes to the express route schedule.
- The pink bus for Race for the Cure has been so successful that the Board asked that a purple bus be created to honor those who served the country, to be unveiled for Memorial Day.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy stated that the BB&T Center's park and ride lot had its grand opening last Thursday and is about 75-80% full already, due to the closing of the prior lot.

- Many biking events in the month of March are being supported by SFCS.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that SFRTA backed out of extra service from the Ultra Music Festival because it will take place on the same weekend as SFRTA's taking over of the rail corridor from CSX - involving Saturday night through Sunday morning. The first three northbound and first three southbound trains will be annulled.
- On April 24th, a groundbreaking is planned to take place at the Pompano Beach Tri-Rail Station as the kickoff of a 2-year project of Tri-Rail's Silver Leed station and new headquarters/operation center.
- Mr. Garcia suggested that the Committee considers a tour of the MIC after April 9th.

ADJOURNMENT

The next meeting will take place on May 20, 2015 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:45 pm.

Green = finished

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 20, 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
MAY 20, 2015

INFORMATION ITEM REPORT

Information Item Presentation

TRI-RAIL COASTAL LINK PRESENTATION

SUMMARY EXPLANATION AND BACKGROUND:

SFRTA Transportation Planning Manager to provide an update on the Tri-Rail Coastal Link Project.

EXHIBITS ATTACHED: N/A

Tracking No. 05201503

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 20, 2015

INFORMATION ITEM REPORT

Information Item Presentation

DUMP THE PUMP

SUMMARY EXPLANATION AND BACKGROUND:

Final meeting to discuss all the agencies' participation for APTA's annual event, celebrating its 10th year anniversary.

EXHIBITS ATTACHED: N/A