



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

September 16, 2015  
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*

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)

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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**  
**SEPTEMBER 16, 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 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 July 15, 2015

<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 / DISCUSSION ITEMS</b>
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Action not required, provided for information purposes only.
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II. REGIONAL FARE INTEROPERABILITY

<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.

MINUTES

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

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, July 15, 2015, at the SFRTA's Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

Bobbie Crichton, Miami-Dade Transit  
Jordan Rockwell, (Chair) 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)  
Wibec Hay, Florida Department of Transportation  
Suzell Hopman, South Florida Commuter Services  
Steve Rosenberg, SFRTA/Tri-Rail  
Natalie Silverstein, Broward County Transit  
Roseann Voils, Palm Tran (alternate voting member for Palm Tran)  
Jim Udvardy, South Florida Commuter Services

**CALL TO ORDER**

With a quorum in attendance and awaiting the Chair calling in, Mr. Garcia called the meeting to order at 2:04 p.m.

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

Mr. Udvardy requested that an item is added to the Agenda in order to recap Dump the Pump 2015.

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 May 20, 2015.**

Ms. Crichton moved for approval of the Minutes of the May 20, 2015 Meeting. The motion was seconded by Ms. Hopman.

The Chair called for any discussions and/or opposition to the motion. Ms. Silverstein stated that an addition should be made to the Minutes which states that Broward County Transit contributed to “Dump the Pump” by including a free monthly pass in the giveaway promotion.

Upon hearing no further comments, 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 a changed RFP will go to the Board in October which will be more focused on mobile ticketing and its involvement with BCT and Palm Tran.

**I2 – INFORMATION ITEM: DUMP THE PUMP 2015 RECAP**

- Ms. Hopman stated that there were 559 participants who pledged to ride public transit on Dump the Pump Day.
- For the transit pass competition, the following figures show the participants’ agency preference for the free pass.
  - Broward County Transit - 112
  - Miami Dade Transit - 153
  - Palm Tran - 129
  - Tri-Rail - 145
- The MDT person who was selected, was not reachable by the contact information that was supplied, therefore another name will be drawn for the monthly pass.

**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 BCT is getting ready to work on a general education campaign for the CAD AVL (real time transit).
- The photo shoot for the Broward County 100<sup>th</sup> Birthday Celebration's inside/outside bus wrap project has been completed. The next step is designing the wrap and having it installed. It features black and white photos of BCT's riders.
- Ms. Silverstein further stated that a campaign is underway to alert passengers that a fare increase will take place on October 1. Mr. Garcia questioned whether the fare increases will affect transfers to and from Tri-Rail. Ms. Silverstein stated that transfers will remain at 50 cents. The College Pass and Express Bus Pass will not increase in price. Mr. Rockwell asked whether BCT has attempted universal access for college students which allow them to register for a fee and use their student ID cards to obtain discounted fares. At this time, BCT and MDT sell passes to the schools at face value. The schools sell them through their bookstores and libraries.
- New YouTube videos are being developed.
- BCT is running a 6-week flight television commercial on WPLG (Channel 10) in addition to 6 weeks of digital ads on the website.

### **FLORIDA DEPARTMENT OF TRANSPORTATION**

- Mr. Rockwell stated that FDOT and South Florida Commuter Services are undertaking an effort to feature the idea of telecommuting in order to decrease the number of single-occupancy vehicles on the roads. This idea will be pitched to major employers. Once a number of employers have adopted this idea, the statistics will be used to encourage other employers to make the same effort.

### **MIAMI-DADE TRANSIT**

- Ms. Crichton stated that the artwork for the Corporate Discount Program is being revamped, as well as for the K – 12 Program and the College Discount Program. She further stated that this work is taking place in conjunction with another department, Community Information and Outreach.
- An inauguration took place for the Westchester Circulator which is an old/new route.
- Working on acquiring data on underperforming routes. Ms. Crichton stated that she may be reaching out to South Florida Commuter Services for help with some of these routes.
- The Transportation Director resigned and a new person will be in that position beginning next week.

### **PALM TRAN**

- Ms. Voils stated that Palm Tran is working with Channel 20, which is the local Palm Beach County station. A video has just been completed about Route 1 (The Bulge).
- Palm Tran is also working on a safety video for the bus drivers and operators and another one on safety for cars on roads. There is consideration to update the "yield" signs on the back of buses. Perhaps they are not prominent enough.
- A credit card campaign is underway which would allow for more sales possibilities than only at the Palm Tran Connection Office. Sales are not available online yet.
- Ten new buses are due to arrive.
- Palm Tran is work with a company called "Luminator" which features TV screens on buses for informational purposes as well as for advertisements. It is a pilot program expected to take off at the beginning of August.

### **SOUTH FLORIDA COMMUTER SERVICES**

- No updates.

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

- Mr. Garcia updated the Committee about the efforts to service SunFest. It was a 5-day event which ran from Wednesday through Sunday. Tri-Rail ran a late-night train on Saturday and Sunday to take people southbound. On Saturday, May 2, ridership was 7,381. The special train carried 127 people. On Sunday, May 3, the ridership was 6,077 and the special train carried 140 passengers. On the Saturday, the ridership was the 5<sup>th</sup> highest day in Tri-Rail's history. Mr. Garcia further noted that the ridership on the special trains does not denote SunFest ridership, because many people departed on earlier trains.
- The phone app is being updated to include the opening of the new Miami Airport Station.
- A new airport campaign has been launched which promotes Tri-Rail's connection to MIA. There is a banner on the website. In connection with airports, Mr. Garcia stated that one of SFRTA's board members requested that a connection to PBI from Tri-Rail be researched. He further stated to Ms. Voils that he would be meeting with Palm Tran next week to discuss a dedicated express shuttle service from Tri-Rail to PBI.
- Mr. Garcia stated that the Palm Beach MPO will reach out to Palm Tran to work on a Commuter Challenge in 2016. He stated that he will be included in the talks.
- For its launch, 5 bike cars are being retrofitted on Tri-Rail in which the lower level is being adapted to house bike racks in order to accommodate the increased number of riders who take their bikes onboard. The objective is to have 10 bike cars so that there will be a bike car on every one of the 10 train sets.
- It is hoped to launch Wi-Fi this summer.
- A new smoking policy will hopefully be put into effect this summer which would designate smoking areas on platforms.
- FPTA awards notification will be sent out soon. The deadline is August 28 for entry submissions.
- Mr. Rockwell asked whether there is any commitment yet from the CRA for a downtown Miami Tri-Rail train station. Mr. Garcia stated that all indications are that it is moving forward in a positive manner. Mr. Rockwell stated that he would be aggressive in having South Florida Commuter Services promote the new station. He further stated that it would change the Express Bus program.

### **ADJOURNMENT**

The next meeting will take place on September 16, 2015 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:39 pm.

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

INFORMATION ITEM REPORT

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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