



Marketing Committee Meeting

REGULAR MEETING AGENDA

January 20, 2016

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
JANUARY 20, 2016

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 November 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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INFORMATION / DISCUSSION ITEMS

Action not required, provided for information purposes only.
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II. REGIONAL FARE INTEROPERABILITY

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 NOVEMBER 18, 2015

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, November 18, 2015, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade Transit
Paula Girard, Palm Tran
Jordan Rockwell, (Chair) Florida Department of Transportation
Mary Shaffer, Broward County Transit

COMMITTEE MEMBERS NOT PRESENT

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

ALSO PRESENT

Suzell Hopman, South Florida Commuter Services
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Steve Rosenberg, SFRTA/Tri-Rail

CALL TO ORDER

With a quorum in attendance, Mr. Rockwell called the meeting to order at 2:06 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Mr. Rockwell moved for approval of the Agenda. The motion was accepted unanimously.

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 September 16, 2015.

Ms. Crichton moved for approval of the Minutes of the September 16, 2015 Meeting. The motion was seconded by Mr. Garcia.

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

- Ms. Shaffer stated that she had no update. Mr. Rockwell stated that the RFI process has been completed with a good response. Consultants presented what they would apply to this project. The RFP was changed in order to move up the mobile ticketing timeline.
- She further stated that she would give an update at the next meeting of this committee.

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. Shaffer stated that two of five customer appreciation events are finished which involved a partnership with radio. There are three more events to take place involving giveaways.

She mentioned that SFRTA, FDOT and SFCS have been helping in this effort. BCT's Customer Service staff is greeting calls with "Happy Customer Appreciation Day" in order to accentuate the message.

- BCT is making strides in launching "real time" but there are some minor issues, but it is coming soon. Mr. Garcia stated that Tri-Rail has had similar issues but is fortunate because Wi-Fi already exists on the trains, so the hardware in use allows for a "light" version of GPS Tracker. If it is working without problems, it will be introduced to the public and will be in use until such time that a more permanent system is put into place.
- She further stated that her 2016 Marketing Plan will implement better internal communication interdepartmentally. Cleanliness and technology will be the beginning focus.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Rockwell received an update from Mr. Udvardy stating that 95-Express Lanes, Phase 2 is delayed until August of 2016. MDT is operating its new Civic Center routes from Broward Boulevard and from Sheridan Street beginning next Monday. Ms. Crichton stated she would supply Ms. Shaffer with details so that BCT's customer service staff has information at hand. Mr. Rockwell stated that SFCS will be conducting a survey of express bus riders and will share the outcome with this Committee.
- He further stated that he is trying to develop partnerships around telecommuting, for which there seems to be increasing interest by employers with the potential to take cars off the roads. He said he will forward some of the marketing materials developed at this point, so that the Committee is abreast of the project. Mass promotion has not taken place yet. It was presented as a video featuring Mr. Rockwell at a West Palm Beach human resources professionals gathering.
- Mr. Rockwell stated that he was in discussions today involving UberPool since traditional carpooling is becoming obsolete. The talks involved the use of Park and Ride lots which are not used to capacity.

MIAMI-DADE TRANSIT

- Ms. Crichton stated the bus from Sheridan Street Station at Tri-Rail has now been extended to Miami-Dade's Civic Center. A tremendous amount of outreach will take place to increase awareness of this important service addition.
- During Art Basel, in cooperation with the City of Miami Beach and Miami, a temporary free shuttle bus will be added called the Art Express. MDT has undertaken a lot of the artwork and will be wrapping bus shelters and applying decals to the floors of the shelters. This effort is making use of international artists. This has been made possible through grant money.
- Ms. Crichton further stated that she now reports to Ileen Delgado, in a newly created position, Marketing & Communications Chief, which reports directly to Alice Bravo. Mr. Garcia asked whether Ms. Crichton felt Ms. Delgado would be involved with this Committee or whether an alternate would be appointed for herself. She stated that at the present time, an alternate would most likely be appointed. MDT is now known as the Department of Transportation and Public Works.
- MDT is getting ready to receive the Certificate of Occupancy for a new facility in Medley where new Metrorail vehicles will be assembled. A ribbon-cutting ceremony will take place in January with much whoopla and media promotion.
- Real time tracking system should be online in early 2016.

- The Kendall Cruiser will be synched with the traffic lights so that passengers will not have to wait for red lights as the light will be changed to red after the Cruiser has passed through intersections.
- MDT will be at the Book Fair.
- Rate Your Ride is being done online via QR codes on buses. Scanning the QR code will take the passenger directly to the page giving them the ability to rate the ride and/or the driver. The comment will go directly to Bus Operations for response to the issue.
- The Corporate Discount Program online is working well but some of the companies enrolled have issues accessing the Program. The solution is being worked on so that easier migration will be able to take place. The discount for the monthly pass is based on the number of employees who sign up.
- MDT is also working with municipalities to get them online for trip planning.
- MDT won various FPTA Awards.

PALM TRAN

- Ms. Girard stated that the iGo app now has a version for android phones and a mini-marketing campaign is underway to promote it.
- The next bid will take place on January 10th. The Route 3 schedule will change.
- The new guide book will come out in January.
- LaMar was awarded a 3-year contract which will begin in January with two 1-year extensions available.
- The Pink Bus will be unveiled on January 7th between 4:30 and 7:00 p.m. at Clematis by Night.
- The Palm Beach MPO is involved in the Commuter Challenge with South Florida Commuter Services. Palm Tran donated advertising space on its buses with task force involvement in December.
- Advertising will take place on radio suggesting that people buy bus passes as stocking stuffers.
- Clinton Forbes, Palm Tran's new executive director began in his position on November 2nd.

SOUTH FLORIDA COMMUTER SERVICES

No further comments.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that SFRTA will be at the Book Fair this weekend with the mascot, Conductor George Green.
- Wi-Fi has been implemented on all trains which each car has its own router. Software has been installed so that bandwidth could be better shared throughout the train.
- A current safety campaign is underway, "See Something. Say Something" in light of recent events around the world.
- Mr. Garcia stated that he is working with Ms. Crichton, FDOT and MIA for better signage to differentiate Tri-Rails TVMs from MDTs, so that passengers new to the systems, are made aware of which fare media to buy. The directory map displayed is large enough to incorporate the MDT regional map which features each transit system and shows interdependence.
- SFRTA recently hosted the Southeast Florida Transportation Council (SEFTC) Rollout which started at the Boca Raton Station, to the Fort Lauderdale Airport Station and then to

the MIC. It was so successful that other organizations have reached out to SFRTA and showed interest.

- The PBIA Shuttle Bus has been operating for about a month. Shuttle bus brochures are available for promotion and SFRTA will be happy to share these brochures for dissemination.
- Preliminary talks are underway for the SunFest in May, the Lake Worth Street Painting Festival in February.
- Tri-Rail's Rail Fun Day (a family day) will be held on January 30th, the last Saturday in January. It's a signature event that takes place every year and each agency is welcome to attend.
- SkyBike reached out to SFRTA for in-kind promotion across the street from the West Palm Beach Station. Awaiting details.

ADJOURNMENT

The next meeting will take place on January 20, 2016 at SFRTA's headquarters. There being no further business, the meeting adjourned at 3:16 p.m.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 20, 2016

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