



Marketing Committee Meeting

REGULAR MEETING AGENDA

March 16, 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
MARCH 16, 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 January 20, 2016

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 JANUARY 20, 2016

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, January 20, 2016, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Paula Girard, Palm Tran
Jordan Rockwell, (Chair) Florida Department of Transportation
Mary Shaffer, Broward County Transit

COMMITTEE MEMBERS NOT PRESENT

Bobbie Crichton, Miami-Dade Transit
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

ALSO PRESENT

Ana Bravo, Broward County Transit
Melissa Fuentes, Broward County Transit
Suzell Hopman, South Florida Commuter Services
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Steve Rosenberg, SFRTA/Tri-Rail
Jim Udvardy, South Florida Commuter Services

CALL TO ORDER

With a quorum in attendance, Mr. Rockwell called the meeting to order at 2:04 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 November 18, 2015.

Ms. Girard moved for approval of the Minutes of the November 18, 2015 Meeting. The motion was seconded by Ms. Shaffer.

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 the RFP was approved for posting by the commissioners. It is expected that there will be competition by multiple responses. A cone of silence is in place at this time.

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 she is in the process of planning marketing and advertising for 2016.

- Internal communication was restructured so that employees receive a printed publication every month as opposed to one every other month, as in the past. Email blasts are being used to keep all 1,060 employees aware of developments.
- Three themes will be employed for the first and second quarters. “My Time” the real-time info application is the big push for the first half of the year. “Our Story” which will tell the story of BCT’s riders. Five events were undertaken at the end of 2015 at which the riders were asked why they ride BCT. Some really good stories were told, so they will be incorporated into the Our Story campaign. The third element for the first six months is “Courtesy is everything,” in which YouTube videos which show being on time and picking up trash, for example, will be revamped.
- Free tickets to Panthers games are given away on BCT’s Facebook page. Ana Bravo has taken over the Facebook page and is doing a great job with it. Renaissance Festival tickets are also being given away on the Facebook page. A pull-off coupon is attached to the placards onboard the buses. Passengers like these coupons and the result has proven to be successful.
- A press release was created to honor “Transit Heroes 2015” in which a deputy was saved from a stabbing by a security guard at the NE Transit Center in Pompano Beach.
- The Lost and Found policy has been changed so that items are kept for 90 days instead of 30 days as before. After this time, BCT donates bicycles and cell phones to various charities.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Rockwell stated that FDOT has undertaken a study for a Bike to Bus campaign with the expectation that some “park and ride” lots which are being under-used will be used for the purpose of weather-protected bicycle parking as a means for bicycle riders to connect to mass transit. BCT has contracted security which would lessen that concern. FDOT is working to locate such sites. FDOT is working on an agreement with the owners of an adjacent lot to the Davie “park and ride” lot at Davie Road and State Road 84. There will be a Wawa gas station in the future. There are currently 95 spaces there, but when the construction is completed, it is hoped that about 20 to 30 spaces will be available for FDOT use. The price is under discussion.
- A Mobility Charrette took place in Tampa with representation by members of various agencies, at which was discussed partnering with Uber and Lyft. Mr. Rockwell, Mr. Udvardy and Mr. Garcia were in attendance in Tampa.
- Mr. Rockwell announced that this was his last meeting as an FDOT representative and that he was moving to New York to further his career in mass transit. Mr. Garcia stated that the Committee would decide on how to proceed for the remainder of the current fiscal year which ends in June which would have been the end of Mr. Rockwell’s tenure as chair.

MIAMI-DADE TRANSIT

No representation at this meeting.

PALM TRAN

- Ms. Girard stated that Palm Tran unveiled its “Pink” bus (breast cancer awareness) on January 7 with much media attention.
- Tomorrow, on January 21, Palm Tran and the Palm Beach MPO will be unveiling a commuter bus, a “rolling retreat,” to promote the North County area. Guest speakers will be on the bus and the new Executive Director Clinton Forbes who will be speaking as well.

- Much internal outreach is taking place to introduce Mr. Forbes to the staff. He, in turn is scheduled for 25 town hall meetings with employees at different locations and on different shifts.
- A Palm Tran team will take part in an upcoming county race this weekend.
- This past weekend, Palm Tran participated in the annual Martin Luther King, Jr. Day Parade in Riviera Beach. Seventy-five employees turned out to take part.
- Palm Tran's new guide books are coming out.
- Ms. Girard stated that she is in the process of booking radio time for Mr. Forbes.
- New interns will be hired to work in the Marketing Department.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy stated that he met with Ms. Crichton this morning to review upcoming projects.
- SFCS will perform express bus service surveys on behalf of BCT and MDT. The information proves to be very useful.
- A new express service has begun from Broward Boulevard and Sheridan Street to the Civic Center. SFCS is embarking on a soft launch of the campaign to let people at the Civic Center know of the new service. When Phase 2 of the express lanes open in the summer, a full launch will take place. There has been a reduction in ridership and it is hoped that once construction is completed, ridership will increase.
- Mr. Garcia thanked Mr. Udvardy for past help with surveys.
- Mr. Udvardy further stated that SFCS is working with MDT on its CDP to provide feedback to MDT.
- SFCS has been promoting carpooling and mass transit at FIU, due to major building construction on site taking over parking areas. In order to not restrict people who use an alternative mode of transportation and need to take care of something in the middle of the day, there is the bicycle program and Zip Car for their use. Mr. Udvardy stated he has been in contact with Mr. Garcia concerning passengers who use Tri-Rail to the WPB Intermodal Center, to have the ability to sign up for bike sharing for the last quarter mile of their trip. SFCS has been working on making Zip Car available in multiple locations.
- SFCS has done a number of Uber rides in lieu of transit. An analysis is being created which will be made available to the Committee.
- Mr. Garcia asked based on protocol, whether Mr. Udvardy or someone else from SFCS would take over the chair of this Committee, since SFCS is the backup for FDOT. Mr. Udvardy agreed.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that on Saturday, January 30th, SFRTA will hold one of its signature events, Rail Fun Day (a family day). It takes place at Tri-Rail's Ft. Lauderdale Airport Station in Dania Beach. Children 12 and under ride free on that day. Broward County Transit will be present. A feature of Rail Fun Day is a component called South Florida Kids Got Talent which is a singing competition. The winner will receive a check for \$500 as well as studio time. There are also 2nd and 3rd place winners.
- On February 20th and 21st, Tri-Rail will be partnering with the Lake Worth Street Painting Festival with shuttle buses to take fair-goers from the train to the event.
- In March, Tri-Rail will run late night trains, all three nights, for the Ultra Music Festival which is generally attended by millennials. It is hoped that MDT will extend its train hours to coordinate with Tri-Rail's trains accordingly.

- In April, SunFest will run for 5 days. Tri-Rail will run late night trains on Saturday and Sunday.
- In May, another signature Tri-Rail event will take place, Senior Idol. Details will be made available at the next meeting, in March.

ADJOURNMENT

The next meeting will take place on March 16, 2016 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:52 p.m.

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