



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**SEPTEMBER 21, 2016**

**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](http://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 VICTOR GARCIA AT (954) 788-7925. TIME OF MEETING IS SUBJECT TO CHANGE.

#### **Members**

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)

Paula Girard, Palm Tran

Diane Hernandez Del Calvo, South Florida Regional Transportation Authority (SFRTA)

Mary Shaffer, Broward County Transit (BCT)

Newton Wilson, Florida Department of Transportation (FDOT)

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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 21, 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 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.

**DISCUSSION**

<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 May 18, 2016.
- C2. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of July 20, 2016.

<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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None.

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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- I1. REGIONAL FARE CARD
- I2. REAL-TIME UPDATES
- I3. SALES TAX PRESENTATION

<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 Planning 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 Planning Technical Advisory 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 20, 2016

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, July 20, 2016, 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  
Mary Shaffer, Broward County Transit

**COMMITTEE MEMBERS NOT PRESENT**

Paula Girard, Palm Tran  
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail  
Newton Wilson, FDOT

**ALSO PRESENT**

Ana Bravo, Broward County Transit  
Janelle Cedeno, South Florida Commuter Services  
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)  
Daniel Knickelbein, Broward MPO  
Steve Rosenberg, SFRTA/Tri-Rail  
Jim Udvardy, South Florida Commuter Services

**CALL TO ORDER**

Without a quorum in attendance, Mr. Garcia called the meeting to order at 2:10 p.m.

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

With no quorum in attendance, this motion did not take place.

**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 18, 2016.**

With no quorum in attendance, this motion was postponed.

**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.

**II. – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY**

- Ms. Shaffer stated that Ana Bravo is the lead on this project for BCT and asked her to update the Committee.
- Ms. Bravo stated that the negotiations phase has been completed and the equipment offered is being evaluated, as well as determining if any additional considerations need to be contracted; items such as a customer service module and a marketing module. The vendor chosen is Genfare.
- This item should go to the Board in August or September.
- Mobile ticketing will include a trip planner.
- Ms. Shaffer stated that the way mobile ticketing has been written is that the stored money on the EASY Card will be able to be used but ticket purchases cannot be made. That will need to be done through MDT or Tri-Rail or any other place EASY Card is sold.
- Ms. Crichton stated that MDT will be releasing the first portion of mobile ticketing in early October 2016.

**II. – REAL-TIME UPDATES**

- Ms. Crichton stated that MDT Tracker is being updated and a press conference with the mayor will take place on August 1<sup>st</sup> to announce this.
- Mr. Garcia stated that Train Tracker is working very well but it doesn't yet have the capability of regular updates. At this point, it allows for emergency announcements. The hope is that once it is fully operational, it will eliminate the necessity for the VIP messages which are sent to a list of email notification subscribers.
- Ms. Shaffer stated that a soft launch will take place in July with an announcement on the website. An un-official launch took place on Monday. A trade campaign was used to increase the budget for this project. All efforts at this time are being made for the website as the app is not ready. The good news is that the real-time information is working well on the buses, which initially had problems. The app will be finalized within the next few weeks. There is a commercial on Channel 10 which begins on Monday. A second commercial will take place about the app. There will be an extensive radio campaign.

<b>REPORTS</b>
Action not required, provided for information purposes only.

None.

**OTHER BUSINESS**

None.

**AGENCY REPORTS**

**BROWARD MPO**

- Mr. Knickelbein stated that a sales tax “push” will go on until November and is working with the County and cities in order to educate the public on the benefits of public transportation.
- The MPO is continuing its campaign, “Speak Up Broward” which provides education and outreach and is focused on transportation and its funding and has been ongoing since 2012.
- The County and cities use the MPO’s consultant in order to do additional education about the surtax.

**BROWARD COUNTY TRANSIT**

- Ms. Shaffer stated that BCT won a Nacio Award for the best Facebook page. She congratulated Ms. Bravo who took over the Facebook page in August of last year. In January 2016, the strategy was changed and in February 2016 there was over one million touchpoints. Getting to various destinations was the focus of the first Facebook campaign and it proved to be successful.
- The RFP for bus advertising is underway with the expectation that BCT’s Marketing Department will get lots of traded space on its own buses during the course of the year.

**FLORIDA DEPARTMENT OF TRANSPORTATION**

No representation at this meeting.

**MIAMI-DADE TRANSIT**

- A ribbon-cutting ceremony will take place for the Traffic Management Center for Dade County. With 3,000 intersections and the use of real-time via the cameras, the traffic lights are able to respond to the traffic situation as it varies. A press conference will take place on August 12<sup>th</sup>.
- A large initiative will take place requested by the director. It will begin in August and will feature 10,000 EASY Cards which will be distributed, loaded with one 7-day pass. DTPW partnered with a couple of big retail chains as well as local partners, with the help of South Florida Commuter Services. They will be distributed in Miami-Dade County. The object of this initiative is to minimize giving these to people who already use transit, but instead, to people who are not in the habit of using transit.
- A social media contest will take place with 100 Monthly Passes being awarded.
- Some general roadway improvements will take place, as well as the East Venetian Bascule Bridge possibly closing down a portion for repair.

**PALM TRAN**

No representation at this meeting.

### **SOUTH FLORIDA COMMUTER SERVICES**

- Mr. Udvardy stated that billboards are available for the agencies to use.
- He stated that SFCS has a large database of universities available for the use of the agencies, in order to get their messages out.
- A survey was launched at SFEC in the spring.
- FDOT funds are available through SFCS for student information. “SFEC Moves” is part of the SFCS website.
- A DOT initiative for bicycle and pedestrian safety is ongoing. Mr. Garcia offered to supply a track safety component.
- SFCS met with Fort Lauderdale airport due to all employee parking moving off-site and will involve an additional 15 to 20 minutes of travel

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

- Mr. Garcia stated that the Marketing Plan for Fiscal Year 2016/2017 will mainly be the same as the prior year, with the exception that “Millennials” will be a large focus on social media in order to encourage them to use public transit. Ultra Music Festival was a big success with this demographic.
- A large campaign will take place to retain old riders and attract new ones.
- An outreach to businesses will take place via the chambers.
- An airport campaign will also take place. BCT offered Tri-Rail advertising space on buses.
- A partnership with Supercon took place on the weekend of July 4th. Extra trains were added to the weekend schedule to shorten time gaps. There was an 18% increase in ridership over the same weekend last year.
- At the August Board Meeting, the new shuttle bus wrap will be presented, which is very similar to the train design. The new fleet will be introduced by the end of the year.
- The COMTO Scholarship Luncheon is coming up on August 3<sup>rd</sup>. Mr. Garcia said that although the event is sold out, he suggested that if anyone is interested in attending, to let him know and he will find a spot for them.

### **ADJOURNMENT**

The next meeting will take place on September 21, 2016 at SFRTA’s headquarters. There being no further business, the meeting adjourned at 2:59 p.m.

Tracking No. 09211601

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
SEPTEMBER 21, 2016

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



Tracking No. 09211602

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
SEPTEMBER 21, 2016

INFORMATION ITEM REPORT

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Information Item  Presentation

REAL-TIME UPDATES

SUMMARY EXPLANATION AND BACKGROUND:

Sharing by committee members of their current experience with real-time technology in their respective agencies, including implementation and new ventures.

EXHIBITS ATTACHED: N/A

Tracking No. 09211603

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
SEPTEMBER 21, 2016

INFORMATION ITEM REPORT

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Information Item  Presentation

SALES TAX PRESENTATION

SUMMARY EXPLANATION AND BACKGROUND:

Presentation shared by Broward MPO on half-penny sales tax to fund the Countywide Transportation System.

EXHIBITS ATTACHED: N/A