



Marketing Committee Meeting

REGULAR MEETING AGENDA

NOVEMBER 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 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)

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
NOVEMBER 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.

DISCUSSION

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 21, 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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None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE CARD
- I2. REAL-TIME UPDATES
- I3. COMMUTER CHALLENGE 2017
- I4. PUBLIC TRANSIT DAY

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 Planning 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 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.

AGENDA ITEM NO. C1

MINUTES

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

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, September 21, 2016, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Paula Girard, Palm Tran
Mary Shaffer, Broward County Transit (BCT)
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Diane Hernandez Del Calvo, SFRTA

ALSO PRESENT

Ana Bravo, BCT (alternate voting member)
Victor Garcia, SFRTA (alternate voting member)
Daniel Knickelbein, Broward Metropolitan Planning Organization (MPO)
Krista Parker, Palm Tran (alternate voting member)

CALL TO ORDER

Ms. Shaffer called the meeting to order at 2:05 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

None.

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

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.

Ms. Crichton moved for approval of the minutes. The motion was seconded by Mr. Garcia.

C2. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of July 20, 2016.

Ms. Crichton moved for approval of the minutes. The motion was seconded by Mr. Garcia.

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.

None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1. REGIONAL FARE CARD

- Ms. Shaffer indicated that the negotiations stages stopped and she does not expect any of the previously discussed goals to be reached this year.
- No updates from Miami or Palm Tran regarding this matter.

I2. REAL-TIME UPDATES

- Ms. Bravo stated that the MyRide on broward.org is not working. The campaign is prepared to launch meanwhile they continue to work on fixing technical issues. The app is awaiting finalization of licensing agreement to be able to run a Beta test.
- Ms. Shaffer stated the digital ads have been launched on Local 10 through December.
- Ms. Shaffer indicated that the map shows Miami routes.
- Ms. Crichton stated that Miami has updated their app. DTPW will be piloting 10 buses with infotainment software from Clever Devices starting in mid-October. They are also working with Pay-By-Phone for parking payment technology.
- Ms. Shaffer thanked SFRTA for the posters placed on Tri-Rail trains promoting the MyRide, as well as South Florida Commuter Services for billboard ads.

I3. SALES TAX PRESENTATION

- Mr. Knickelbein stated that the MPO is working with partners in the local municipalities in Broward Count in support for sales tax initiative, ½ penny for infrastructure and ½ penny for transportation.
- Mr. Knickelbein share the pennyatwork.com website, which shows a map that outlines the projects proposed per municipality under the initiative. Several ads are currently running on TV and online, in Facebook, Twitter and YouTube.
- BCT will be placing ads on their buses supporting the measure and Ms. Shaffer offered to promote on the BCT website.

- The website has a proposed project tab to scroll through easier and the information is provided in Spanish and Creole, with contact information for the public to access.
- Ms. Shaffer asked for the group to share opportunities for educational outreach. Ms. Crichton stated that as a resident of Davie, she would like to know how the information will be shared in her community. Ms. Shaffer offered to share their outreach calendar.
- The County, MPO and local municipalities are the primary proponents working to get the message out to the public. Mayors have been leading the charge in some cities.
- The main message to voters is that both measures have to pass or they will both fail.
- There are many County projects on the transit side, including rapid bus service, increased frequency, new routes, intermodal center, the light rail project and more. As well as many infrastructure projects to promote to non-transit riders who are the majority, including better roadways and traffic signalization.

MONTHLY REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

SFRTA MARKETING COMMITTEE MEMBER AGENCY REPORTS

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Newton stated that FDOT is working with communities to assist in the “Alert Today. Alive Tomorrow” safety educational effort.

BROWARD COUNTY TRANSIT

- Ms. Shaffer reported that BCT has converted all of their software for the new fiscal year.
- Ms. Bravo stated the new electric buses are still free for one more week as they are finalizing surveys done onboard the buses. Mr. Garcia mentioned that SFRTA shared the free electric bus information on their social media pages since some of the free routes connect with a Tri-Rail stations.
- Ms. Shaffer said that the next couple of months they will be mostly focused on the sales tax and working with their office of public communication.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/TRI-RAIL

- Mr. Garcia shared that a Polar Express event is being coordinated by a non-profit organization. The idea is to decorate the West Palm Beach Station as the North Pole and have people ride northbound Tri-Rail trains, which will have carolers transporting them to the event. The event is scheduled for December 10.
- SFRTA is in discussions with representatives from the Garlic Fest. They are changing the venue from Delray Beach to Lake Worth and are working on implementing a shuttle service to the event.
- Animate Florida decided last-minute to provide a shuttle bus between their event and Tri-Rail’s Fort Lauderdale Airport Station on Griffin Road. They have been showing interest in

partnering with public transportation options in their 2016 events. Ridership information will be shared with the group once received.

- Mr. Garcia invited the group to attend the next COMTO Membership Meeting. Broward County is in discussions to become an agency member, as several employees have shown interest in joining.

PALM TRAN

- Ms. Girard stated that Palm Tran has received their new Rider's Guide and offered to provide copies to the group.
- Palm Tran is turning on the audio on the buses in October for the first time. This is a safety feature that will go along with the video already on their buses that will also help with passenger complaints.
- In the next couple of weeks, Palm Tran will be unveiling new Simme Seats for bus stops that do not have shelter/benches. The seats attach to bus stop poles without need for installing additional parts. Palm Tran is still deciding the locations where they will be installed based on ridership information. They will share press release and pictures with group expected on October 3rd.
- Palm Tran is working on a pilot program called "Big Belly", a solar-powered trash compactor for some of their busy stations that produce a lot of trash.
- Palm Tran's new Executive Director is spearheading a change on their branding starting with new uniforms for operators, as well as new bus designs and new vehicles with USB ports.
- Chad Hockman has been hired as the new director of the Paratransit Division to oversee Palm Tran Connection.

ADJOURNMENT

The next meeting will take place on November 16, 2016 at SFRTA's headquarters. There being no further business, the meeting adjourned at 3:14 p.m.

Tracking No. 11160601

AGENDA ITEM NO. II

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 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

Tracking No. 11161602

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 16, 2016

INFORMATION ITEM REPORT

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. 11161603

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 16, 2016

INFORMATION ITEM REPORT

Information Item Presentation

COMMUTER CHALLENGE 2017

SUMMARY EXPLANATION AND BACKGROUND:

Information shared by South Florida Commuter Services in preparation for their Commuter Challenge 2017 Real Commuters, Real Solutions event.

EXHIBITS ATTACHED: N/A

Tracking No. 11161604

AGENDA ITEM NO. I4

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 16, 2016

INFORMATION ITEM REPORT

Information Item Presentation

PUBLIC TRANSIT DAY

SUMMARY EXPLANATION AND BACKGROUND:

Discuss each agency's participation with the Public Transit Day effort originated in Miami.

EXHIBITS ATTACHED: N/A