



Marketing Committee Meeting

REGULAR MEETING AGENDA

November 15, 2017

2:00 p.m.

South Florida Regional Transportation Authority

801 NW 33rd Street

Conference Room 316

Pompano Beach, Florida 33064

www.sfrta.fl.gov

SFRTA MARKETING MEETINGS ARE SCHEDULED BI-MONTHLY (ON ODD-NUMBERED MONTHS) ON THE THIRD WEDNESDAY AT 2:00 P.M. FOR FURTHER INFORMATION, CALL DIONE MORGAN AT (954) 788-7935. TIME OF MEETING IS SUBJECT TO CHANGE.

Members

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

Joseph Harrington, Palm Tran

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

Gwen Belton, 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. The SFRTA offices are in the building to the left. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is adjacent to the station. Parking is available in the garage directly behind the building.

MARKETING COMMITTEE MEETING
NOVEMBER 15, 2017

The meeting will convene at 2:00 p.m., and will be held in Conference Room 316 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, and 801 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 May 17, 2017

C2. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of September 27, 2017

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. DESTINATION MARKETING EFFORTS
- I4. ANN STORCK CENTER PRESENTATION

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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
MARKETING COMMITTEE MEETING OF MAY 17, 2017

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, May 17, 2017, at the SFRTA's Administrative Offices, 801 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
Natalie Silverstein, Broward County Transit (BCT)
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Diane Hernandez Del Calvo, SFRTA

ALSO PRESENT

Janelle Cedeno, South Florida Commuter Services (SFCS)
Victor Garcia, SFRTA (alternate voting member)
Wibet Hay, FDOT (alternate voting member)
Jim Udvardy, SFCS

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:13 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Mr. Wilson moved for approval of the agenda with this revision and was seconded by Ms. Silverstein.

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 March 22, 2017.

Mr. Wilson moved for approval of the meeting minutes and seconded by Ms. Girard.

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.

I4. RIDE FLAG

- Mr. Udvardy introduced representative from Mark Feltham from RideFlag, who presented to the committee via web conference. The RideFlag app is a smart phone app that helps South Florida Commuter Services match carpoolers in real-time, without the paperwork.
- Mr. Udvardy explained that the new system helps validate how many people are actually carpooling, as the app tracks riders' actual commute. Previous efforts were based on an honor system that was open to more abuse of the program. The program also helps improve preferred parking features.
- Mr. Udvardy stated that they are currently working with FIU and UM and used feedback from these pilots in order to improve the app and plans to share results with the group in the future.
- Mr. Garcia suggested that SFCS use a similar effort as they've used for the Commuter Challenge to promote Dump the Pump Day 2017.

I3. COMMUTER CHALLENGE 2017

- Ms. Crichton requested for digital content in order to promote the Commuter Challenge through their channels. Mr. Garcia shared that he's had to use graphics from other flyers to promote on SFRTA channels.
- Mr. Udvardy shared that campaign is very robust, covering from Ft. Pierce to Key West. Approximately 17 presentations have been made, over 200 companies have signed up to be onboard and a number of cities and partners that have supported the effort. They are using the experience with the app this year to make it better next year.

I1. REGIONAL FARE CARD

- Ms. Crichton shared that DTPW has Pay-By-Phone and EASY Pay now receiving a lot of downloads. Customers have been taking advantage of these convenient ways of purchasing their parking and transit fares.
- Mr. Garcia stated that SFRTA is waiting for DTPW to complete their first phase of their system to begin to consider implementing for Tri-Rail.
- Ms. Girard stated that Palm Tran has hired Luminor Consulting Group, who is doing a preliminary study to recommend the best technology to pursue.
- Ms. Silverstein stated that BCT is not currently moving forward with this new fare collection system as they are mainly focused on the MyRide app.

I2. REAL-TIME UPDATES

- Ms. Silverstein stated that BCT is still working on the app and beta testing, with weekly meetings to ensure problems are resolved as quick as possible. Tying in with the real-time initiative is the installation of 46 inch digital displays and solar powered 2-line digital signs to be installed at the Downtown Terminal and Northeast Transit Center.

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

None.

OTHER BUSINESS

None.

SFRTA MARKETING COMMITTEE MEMBER AGENCY REPORTS

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/TRI-RAIL

- Mr. Garcia shared that SFRTA is getting ready to launch the last campaign of this fiscal year, which is an airport campaign for the summer.
- Mr. Garcia shared that as part of their Business Outreach, SFRTA will be participating at chamber events in all three counties to promote Tri-Rail to the business community, including the Miami Chamber's Goal Conference, as the agency prepares to expand into Downtown Miami.

MIAMI-DADE COUNTY DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS

- Ms. Crichton stated that DTPW is currently promoting their EASY Pay App to help move it into Phase 2, which will include more fare products.
- Ms. Crichton shared that they are promoting a new Easy Perk Program that offers passengers periodic deals and discounts at major attractions in Miami.
- Ms. Crichton shared that DTPW has started their MDT 10 Ahead effort, which included passenger surveys in three languages, which they collected over 400 surveys during a recent wellness fair.
- Ms. Crichton stated that they've been working with Miami Fashion Show to promote the Smart Plan. Their director was on 6 in the mix, where a couple of video segments were recorded.

- Ms. Crichton shared that DTPW recently unveiled their Connect 305 kiosks, which have information on public transit, connecting to other counties, destinations and more. Advertisement availability is also part of the kiosks, which allowed DTPW to receive the kiosks at no cost.
- Ms. Crichton stated that they have a new lineup coming up in June. A testing of their new vehicle on the main line has started as they've started operator training.

PALM TRAN

- Ms. Girard introduced a new Palm Tran employee Robin Barack over the phone, who is slated to become the alternate voting member for this committee. She hopes to bring her to the next meeting.
- Ms. Girard shared that Palm Tran's new Rider Guide has arrived and are available to all agencies who would like a supply.
- Ms. Girard shared that the Governor's Hurricane Conference was held in West Palm Beach, where they were able to showcase two Palm Tran buses to the attendees.

BROWARD COUNTY TRANSIT

- Ms. Silverstein stated that BCT is getting ready to run a new radio campaign to promote taking BCT to water parks over the summer.
- Ms. Silverstein shared that in the fall a new "Seniors in Motion" campaign to promote to that ridership group.
- Ms. Silverstein shared that that BCT is getting ready to update their safety guides, to give them a modern look.
- Ms. Silverstein also shared that they are moving along with their IVR, which they will be uploading in three different languages.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Wilson shared that they will be holding a Bike Challenge next week.
- Mr. Wilson shared that FDOT held a successful EXPO recently that had participation from BCT, with food trucks and activities.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy shared that SFCS has been working with Tri-Rail and DTPW to integrate their respective corporate discount programs so people are automatically registered to receive their vouchers for the Emergency Ride Home Program, when they are enroll in either program.

ADJOURNMENT

The next meeting will take place on July 19, 2017 at SFRTA's headquarters. There being no further business, the meeting adjourned at 3:25 p.m.

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING OF SEPTEMBER 27, 2017

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, September 27, 2017, at the SFRTA's Administrative Offices, 801 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Victor Garcia, (alternate voting member) SFRTA/Tri-rail
Natalie Silverstein, Broward County Transit (BCT)
Carla Cristina Thompson, Miami Dade county Department of Transportation and Public Works (DTPW) (alternate voting member)

COMMITTEE MEMBERS NOT PRESENT

Bobbie Crichton, (DTPW)
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Joseph Harrington, Palm Tran
Newton Wilson, Florida Department of Transportation (FDOT)

ALSO PRESENT

Dione Morgan, SFRTA/Tri-Rail
Jim Udvardy, South Florida Commuter Services (SFCS)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:10

AGENDA APPROVAL – Additions, Deletions, Revisions

Without a quorum, the meeting proceeded without voting items.

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 17, 2017.

Approval of minutes will be postponed until the next meeting.

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 INTEROPERABILITY

Item not discussed.

12 –REAL-TIME UPDATES: AGENCY INITIATIVES

Item not discussed.

MONTHLY REPORTS

Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

RTA MARKETING COMMITTEE MEMBER COMMENTS

BCT

- Ms. Silverstein stated that BCT has been alerting passengers via direct mail and print ads regarding the Express Route 109 to Pembroke Pines, due to detours for the route.
- Ms. Silverstein shared that as part of the next fiscal year's strategies, they will be working on getting testimonials from operator and passengers.
- Ms. Silverstein also shared that they are happy on how transportation industry media outlets are covering BCT positively.

DTPW

- Ms. Thompson shared that DTPW recently had its first public budget meeting. That they are getting ready to announce their new lineup and are currently preparing their promotions for the winter.

SFCS

- Mr. Udvardy shared that SFCS has been involved with the promotion of the SafeStreets Miami effort.
- Mr. Udvardy also shared that they have recently worked with BCT for an express bus survey that was shared in their newsletter.
- Mr. Udvardy stated that they SFCS is organizing a November Commuter Challenge.
- Mr. Udvardy shared that 100 people downloaded the RideFlag app and produced 32 carpools as a result of Tri-Rail sharing their information while the system was shut down due to Hurricane Irma.
- Mr. Udvardy stated that SFCS will be working on a website or collateral that combines places to go using alternative modes.

SFRTA

- Mr. Garcia stated that the SFRTA is revising its marketing plan for this fiscal year as some adjustments have had to been made to account for the delay of the opening of MiamiCentral.
- Mr. Garcia shared that as part of this year's goal, the SFRTA will be creating a 'Fun Guide' that lists different places where people can take the train to fun locations.
- Mr. Garcia thanked SFCS for their assistance in providing an alternative for Tri-Rail passengers during the time the system was out of service.

ADJOURNMENT

The next meeting will take place on November 15, 2017 at SFRTA's headquarters. The meeting adjourned at 2:29.

Tracking No. 11151701

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 15, 2017

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. 11151702

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 15, 2017

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. 11151703

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 15, 2017

INFORMATION ITEM REPORT

Information Item Presentation

DESTINATION MARKETING EFFORTS

SUMMARY EXPLANATION AND BACKGROUND:

SFRTA Marketing Committee to collaborate on destination collateral materials/website that provides specific information on high volume of commuter trips such as MIA, FLL, Downtown Miami, etc.

EXHIBITS ATTACHED: N/A

Tracking No. 11151704

AGENDA ITEM NO. I4

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 15, 2017

PRESENTATION ITEM

Information Item Presentation

ANN STORCK CENTER PRESENTATION

SUMMARY EXPLANATION AND BACKGROUND:

Representatives from the Ann Storck Center will provide a presentation in search for support for their efforts to serve seniors and individuals with disabilities.

EXHIBITS ATTACHED: N/A