



Marketing Committee Meeting

REGULAR MEETING AGENDA

JANUARY 18, 2017

2:00 p.m.

South Florida Regional Transportation Authority

800 NW 33rd Street

Conference Room 101

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 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)

Ana Bravo, 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
JANUARY 17, 2017

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 November 16, 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.

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

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, November 16, 2016, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Paula Girard, Palm Tran
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Diane Hernandez Del Calvo, SFRTA
Mary Shaffer, Broward County Transit (BCT)

ALSO PRESENT

Ana Bravo, BCT (alternate voting member)
Janelle Cedeno, South Florida Commuter Services (SFCS)
Victor Garcia, SFRTA (alternate voting member)
Christin Shadoin, SFCS
Jim Udvardy, SFCS

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:05 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Mr. Wilson moved for approval of the agenda and seconded by Mr. Garcia.

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.

Mr. Wilson moved for approval of the meeting 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. Bravo stated that BCT has not had another meeting with Mobile Ticketing since the last update.
- Mr. Udvardy confirmed that DTPW has started selling 7-day passes via mobile ticketing as the first phase of this project.
- Mr. Garcia stated that when DTPW starts selling monthly tickets, SFRTA will start to become more involved since the two agencies share a fare product in the Regional Monthly Pass.
- Ms. Girard stated that Palm Tran had originally planned to have a pilot program on 10 buses, however, the monies were allocated to other projects while they wait for things to get worked out since it is not yet close to being implemented. Upgrading Palm Tran's fare box technologies is one of the new Executive Director's top priorities.

I2. REAL-TIME UPDATES

- Ms. Bravo stated that the MyRide has been launched in Beta format on Google Play and they sent a Transit Flash for users to provide feedback via survey. They have received 25 responses so far and have mostly been good. They will be posting the survey on Facebook as well and launch the app officially after getting some more feedback.
- Ms. Girard mentioned that Palm Tran uses myStop Mobile, which incorporates several transit agencies. Users need to download and search for Palm Tran to access the information.
- Mr. Garcia shared that the SFRTA will be holding a meeting tomorrow with the Tri-Rail Tracker developer, to discuss the next phase of the tracker, to track Tri-Rail Shuttle buses. The agency is hoping to incorporate the information all in one app.

I3. COMMUTER CHALLENGE 2017

- Mr. Udvardy stated that SFCS is looking at holding a regional commuter challenge in April or May of 2017. They have launched an on-demand Google application similar to Uber,

where carpoolers can find each other without the car-for-hire aspect. Technology will be added to the application so during the challenge, people can select the transit system that they will use without having to complete a pledge on paper.

- Ms. Girard asked whether SFCS is working with the Palm Beach MPO that has a similar campaign, to which Mr. Udvardy answered that they have; however, they have selected a different time frame so as to not compete with Bike Month. They will be working with the MPO for ways to either combine efforts or support each other's campaigns.
- Mr. Garcia stated that the group should remain supportive of all these efforts as the overall message brings a good light to transit, and helps get people in the same mentality regarding regional mobility.

I4. PUBLIC TRANSIT DAY

- Ms. Girard requested for this topic to be on the agenda so Palm Tran can identify their level of participation based on what the group's collaboration.
- Mr. Udvardy stated that SFCS is supporting the event by posting something on their website that allows you to pledge to ride transit on the day of the event.
- Mr. Garcia mentioned that SFRTA inquired about the event when it was initially announced as a Miami event, as Tri-Rail has five stations in the County. SFRTA learned that the event was launched by a non-profit organization that held a contest for the best 100 ideas in Miami and the top was to encourage elected officials to use public transportation. Since reaching out to the event organizers, SFRTA has a staff member as part of their task force.
- Mr. Garcia stated that SFRTA has agreed to offer 100 complimentary passes to support the event, following DTPW's lead of offering 100 70-day passes. An outreach staff member will also be on the field during the day of the event.
- Ms. Bravo asked if the group will be receiving graphics or will they be provided. Ms. Girard said they received graphics to post on social media which she will share with the group.
- Mr. Garcia stated he would get clarification from the event organizers as to the request for 100 complimentary tickets from Miami and Tri-Rail, as to how these would be distributed.

MONTHLY REPORTS

Action not required, provided for information purposes only.
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None.

OTHER BUSINESS

None.

SFRTA MARKETING COMMITTEE MEMBER AGENCY REPORTS

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/TRI-RAIL

- Mr. Garcia shared SFRTA will be supporting the Miami Book Fair again with a partnering agreement. As the agency prepares to serve Downtown Miami in the near future, this large-scale event is a great opportunity for the agency.
- The South Florida Kids Got Talent auditions are occurring this same weekend at Tradewinds Park during the South Florida Parenting Magazine's Holiday Fair. Kids 5-17 years old will try out to be selected to compete during Rail Fun Day, scheduled for January 2017. Tri-Rail's

mascot, Conductor George Green will be making an appearance at both fairs in the same weekend.

- SFRTA Outreach staff will be attending the FPTA Annual Conference for training and assistance in some of the event committees.
- As it is end of the year, the agency is getting lined up for beginning of the year events, including promotion of the Commuter Connector, where Tri-Rail shuttles will be re-wrapped and re-branded.

BROWARD COUNTY TRANSIT

- Ms. Bravo stated that BCT is pushing back the launch of the MyRide for iPhone and Android to January/February, to implement a full-fledged campaign with TV, newspaper and bus advertisement.
- BCT launched a service for the VA, offering door-to-door transportation via TOPS for veterans who need access to the William Hill Clinic.
- A mini holiday customer appreciation campaign is underway that will include bus wrapping, promotional items, social media contest and toy collection.
- BCT's is going through the process of putting out its advertising contract again since it was contested after being awarded a few months ago.

PALM TRAN

- Ms. Girard stated that Palm Tran had a campaign for election day, "Palm Tran to the Polls" spearheaded by a County Commissioner, where rides were free all day for passengers who showed their voter's ID on the buses. 300+ people took advantage of the promotion which garnered a lot of positive media coverage for the agency and will most likely repeat during future election times.
- A couple new executives have joined Palm Tran, Shaun Smith, Director of Operations and Keith Kinskale, Performance Metrics Manager, as part of the Executive Director's restructuring plan.
- The 2016 buses have arrived with a new design and USB ports. Palm Tran is planning for an unveiling in the next few weeks.
- As bus operators have been given new uniforms to rebrand the agency, Palm Tran will also be wrapping a bus showcasing operators with a "New Look, New Day" branding message, with no out of pocket costs for the agency, as part of its advertising contract.
- Palm Tran is also having a holiday promotion with some print ads promoting passes as great gifts for stocking stuffers.
- Palm Tran has a new agreement with Century Village of Boca Raton, where there residents will be able to ride all of the system at no cost. Previously, there were limited to just two routes.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy stated that SFCS has parlayed their "Real Commuter, Real Solutions" campaign into a University effort and they will be sharing graphics and testimonials with the group to help share.
- As FDOT is very supportive of pedestrian and bicycle safety, they recently partnered with Tradewinds Park for the Holiday Festival of Lights during Bike Night. The park allowed SFCS to create figurines to place throughout the park with messaging about safety and 12 reasons to save the season. The event garnered 3500+ bike riders.

- SFCS is working with District 4 for an initiative to encourage people to use crosswalks, as Florida is always in the top 5 nationally for most number of crashes. SFCS is in discussion with McDonalds and WalMart, as the community partners to offer incentives for people who participate in this effort by way of a phone app that will identify when pedestrians are at certain crosswalks and earn points as they use it correctly.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Newton stated that FDOT is working on a project to reduce congestion on the express buses. In addition, to a signage project for the Park N' Ride lots. Mr. Udvardy added that they are putting signage alerting passengers not to leave valuables in their vehicles.
- Mr. Udvardy also added that Phase 2 of the 95 express lanes is in effect, with full tolling going as far north as Broward Boulevard.

ADJOURNMENT

The next meeting will take place on January 18, 2017 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:53 p.m.

Tracking No. 01181701

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 18, 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. 01181702

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 18, 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