



Marketing Committee Meeting

REGULAR MEETING AGENDA

MARCH 22, 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 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)

Natalie Silverstein, 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
MARCH 22, 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, 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 January 18, 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.
--

None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
--

- I1. REGIONAL FARE CARD
- I2. REAL-TIME UPDATES
- I3. POMPANO BEACH STATION & SFRTA OPERATIONS CENTER PROJECT UPDATE

MONTHLY REPORTS

Action not required, provided for information purposes only.
--

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 JANUARY 18, 2017

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, January 18, 2017, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Ana Bravo, Broward County Transit (BCT)

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

Paula Girard, Palm Tran

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)

Daniel Knickelbein, Broward Metropolitan Planning Organization (MPO)

Carla Christina Thompson, (DTPW)

Jim Udvardy, SFCS

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:08 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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 November 16, 2016.

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.

I1. REGIONAL FARE CARD

- Ms. Bravo stated that they are still waiting to award the bid at BCT and no other meeting has taken place.

I2. REAL-TIME UPDATES

- Ms. Bravo stated that the MyRide app is now available on Google Play, as well as for the iPhone. The official launch is slated for February 1, though radio ads have already started running. BCT is still fine-tuning some aspects of the app to finalize by the end of the week, based on feedback from survey results they have received. Ms. Bravo also shared that the location activation has to be open on the app in order for it to work correctly.

MONTHLY REPORTS

Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

SFRTA MARKETING COMMITTEE MEMBER AGENCY REPORTS

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy shared that the regional “Commuter Challenge” is set to launch in May, encompassing the area from Indian River County to Monroe County. SFCS will be scheduling meetings in order to get feedback from the transit partners. They will be creating

an app that will help identify that a mode of transit is actually being utilized during the month of the challenge. All participating agency logos will be included in collateral.

- Mr. Udvardy shared that SFCS is working with SFRTA/Tri-Rail to produce an Emergency Ride Home (ERH) video with American Airlines. From their discussions with the airline, they are also working on a way to integrate the information from each agency's discount program, so their participants are automatically registered to receive ERH benefits.
- Mr. Udvardy stated that SFCS would like to produce a marketing collateral that contains all transit information, as opposed to necessitating several brochures to provide the information to the public. This would specifically be for centers where many transportation options are available, such as the South Florida Education Center and Miami Civic Center.
- Mr. Udvardy shared that SFCS is working on a pilot test to incentivize the public to use crosswalks safely. They may incorporate something similar for rail crossing safety.

BROWARD COUNTY TRANSIT

- Ms. Bravo stated that BCT has gone through some service changes, especially with their express services. More frequency and earlier service has been implemented.
- Ms. Bravo shared that BCT has selected 5 hero candidates, who they want to showcase based on courageous acts they have done associated with riding transit.
- Ms. Bravo stated the BCT's "Ride & Save" benefit program is being rebranded and getting ready for an aggressive campaign with digital advertising to help the public understand the program better.

MIAMI-DADE COUNTY DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS

- Ms. Crichton shared that Public Transit Day was a huge success for the county, in which the other South Florida transit agencies also participated.
- Ms. Crichton shared that DTPW is working with the Coconut Grove Arts Festival, where they will have a booth, as well as the Miami Boat Show, where they won't be present but will accommodate having transit passes available. This weekend, they will be participating in Miami Land, a tech-based event that encourages companies to support each other through technology.
- Ms. Crichton shared that on January 23, DTPW has a Dolphin Park n' Ride ceremony for a new station they will be building in coordination with FDOT. They are also gearing up for the University Bridge ribbon-cutting ceremony, which had the groundbreaking done a year ago. On January 27, DTPW will be having the "Hearts of Gold" fashion show, a county-wide effort to raise autism awareness.
- Ms. Crichton stated that DTPW is working on getting testimonials from riders to post on social media.
- Mr. Garcia asked if DTPW is now dropping the 'Transit' from the agency logo, but Ms. Crichton affirmed that the Miami-Dade Transit logo is still being used interchangeably.
- Mr. Udvardy asked on behalf of a school if DTPW outreach staff would be able to visit them to provide information on services and Ms. Crichton stated they would just need the details in order to make the arrangements.

PALM TRAN

- Ms. Girard stated that Palm Tran just recently had their 5th annual Pink Bus unveiling on January 12, which included the Mayor and a County Commissioner and was very successful. The bus will be part of the regular fleet until April. A Palm Tran employee team will be

running in the Susan G. Komen race on January 28 in support of the breast cancer awareness effort.

- Ms. Girard shared that Palm Tran participated in the MLK parade in Riviera Beach, where they wrapped an articulated bus that will stay on during the month of March in support of Black History Month.
- Ms. Girard shared that Palm Tran will have their next Bus Operator graduation ceremony on January 25, a program spearheaded by their Executive Director. This will be their biggest graduation class so far with 13 people.
- Ms. Girard stated that Palm Tran is getting ready to launch a 'Get Connected' campaign for their bus operators, so they receive communications about the agency.
- Ms. Girard shared that the Palm Tran booklets will be arriving tomorrow and will work with Mr. Garcia to ensure SFRTA/Tri-Rail received a set of inventory.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/TRI-RAIL

- Mr. Garcia shared that SFRTA will be having their annual Rail Fun Day, a signature event that provides kids 12 and under free train rides for the day. The event occurs at Tri-Rail's Fort Lauderdale Station and has many activities for kids, as well as a signing contest. Mr. Garcia offered the partner agencies to participate in the event with a booth.
- Mr. Garcia shared that SFRTA is partnering with Garlic Fest, who reached out to the agency because this year, they switched the event from Delray Beach to Lake Worth. They will be providing their own shuttle service from the Tri-Rail Station to get people to the event. SFRTA offered complimentary tickets for the event to add to their travel packages.
- Mr. Garcia shared that SFRTA will be repeating their partnership with the Lake Worth Street Painting Festival, where a Tri-Rail Commuter Connector will be servicing between the station and the event. Mr. Garcia stated that SFRTA will also be repeating efforts to promote services during Calle Ocho, since Sunday ridership has shown to rise in past years.
- Mr. Garcia stated that SFRTA will most likely be in a new building by the time the committee meets again. The construction project includes a new building, parking garage and revamped station.

BROWARD COUNTY MPO

- Mr. Knickelbein shared that the MPO will be having their annual "Let's Go Biking" event on Sunday, March 19, in partnership with the City of Pompano Beach. For the first time, they will be having an on-the-street bike ride. They will be reaching out to the partnering agencies to offer booth space during the event.
- Ms. Crichton added that DTPW will have a Bike 305 event "Bike to Work Day" on March 3, at the Coconut Grove Station, but she will confirm this information.
- Mr. Knickelbein shared that the MPO will be having the Safe Streets Summit in partnership with the Palm Beach and Miami-Dade MPO's a week from Friday.

ADJOURNMENT

The next meeting will take place on March 15, 2017 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:49 p.m.

Tracking No. 03221701

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 22, 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. 03221702

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 22, 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. 03221703

AGENDA ITEM NO. I3

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 22, 2017

INFORMATION ITEM REPORT

Information Item Presentation

POMPANO BEACH STATION & SFRTA OPERATIONS CENTER PROJECT UPDATE

SUMMARY EXPLANATION AND BACKGROUND:

A presentation will be provided by Charles E. Serig, RA, from T.Y.Lin International, on the Pompano Beach Station construction project.

EXHIBITS ATTACHED: N/A