



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**MAY 17, 2017**

**2:00 p.m.**

**South Florida Regional Transportation Authority**

**801 NW 33<sup>rd</sup> Street**

**Conference Room 316**

**Pompano Beach, Florida 33064**

*[www.sfrta.fl.gov](http://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)

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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. 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.**

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**MARKETING COMMITTEE MEETING**  
**MAY 17, 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 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 March 22, 2017.

<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. COMMUTER CHALLENGE 2017
- I4. RIDE FLAG

<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.

**AGENDA ITEM NO. C1**

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

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 22, 2017, at the SFRTA's Administrative Offices, 801 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

Paula Girard, Palm Tran  
Natalie Silverstein, Broward County Transit (BCT)  
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

**ALSO PRESENT**

Janelle Cedeno, South Florida Commuter Services (SFCS)  
Victor Garcia, SFRTA (alternate voting member)  
Daniel Knickelbein, Broward Metropolitan Planning Organization (MPO)  
Jim Udvardy, SFCS

**CALL TO ORDER**

Mr. Garcia called the meeting to order at 2:06 p.m.

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

Mr. Garcia requested for the agenda to be revised and allow Information Item 3 to be presented before other meeting business.

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 January 18, 2017.

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

## 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.

### **I3. POMPANO BEACH STATION & SFRTA OPERATIONS CENTER PROJECT UPDATE**

- Presentation provided by Charles E. Serig, RA, from T.Y. Lin International.

### **I1. REGIONAL FARE CARD**

- Ms. Silverstein stated that this topic has come up in discussions at meetings but BCT is not moving forward with the EASY Card at this time.
- Ms. Girard stated that Palm Tran is hiring a consultant to provide recommendations for getting onboard. The RFP is expected to go out in May.

### **I2. REAL-TIME UPDATES**

- Mr. Garcia shared that the Tri-Rail Tracker has been updated to include real-time information on the Commuter Connector buses operated by SFRTA.
- Ms. Silverstein stated that BCT is working on getting all their operators to logon each day to the MyRide system as they are still in a test stage, having fixed some bugs in their last update. They have also made it so their IVR will announce in three languages when it is launched. Finally, they will also eventually be adding pushout texts, so passengers can select the specific routes they're interested in to receive service information.
- Ms. Girard shared that Palm Tran's real-time developer, Avail, will be updating their app to include Favorites. They also have on-demand texting which is at 40,000 per month.

### **I4. COMMUTER CHALLENGE 2017**

- Mr. Udvardy shared that SFCS will be holding a Commuter Challenge in May and is looking for partners in transit to support. They are currently gathering files from everyone to create artwork. Different from previous years, they will be developing an app for this effort that will help them verify participants, as well as their commute patterns from the real-time data

received. Carpooling will also be validated better as carpoolers will have to match in order to be credited correctly for their trip.

- Mr. Udvardy requested that each agency provide a spokesperson to represent their respective agency for media opportunities.
- Mr. Udvardy stated they are still working on details regarding rewards for participants of the outreach effort.

<b>MONTHLY REPORTS</b>
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Action not required, provided for information purposes only.
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None.

### **OTHER BUSINESS**

None.

### **SFRTA MARKETING COMMITTEE MEMBER AGENCY REPORTS**

#### **BROWARD COUNTY TRANSIT**

- Ms. Silverstein stated that BCT launched a new pre-tax commuter benefit campaign for their “Ride & Save” program. It was launched in February and will take place throughout the month of March as a digital campaign, only, appearing in Sun-Sentinel, Miami Herald, South Florida Business Journal, Caribbean Today, Westside Gazette and EnUSA. The campaign is specifically targeted to employer’s HR representatives. They are also doing bus placards and a new landing page online.
- Ms. Silverstein shared that BCT held their local Bus Roadeo and have selected a winner to represent the agency at the Triple Crown Bus Roadeo in Daytona Beach.
- Ms. Silverstein stated that BCT will have their April service changes on April 23 that will include their express routes and 10 of their fixed routes.
- Ms. Silverstein stated that she is working with her contact at the US Navy in preparation for Fleet Week. Broward County Commissioners have approved free patronage for members of the military.
- Ms. Silverstein shared a new look that BCT is considering to redesign their timetables, that ties in to the agency’s new look.
- Ms. Silverstein shared that their department is currently short staffed as three people have recently resigned to which the responsibility are under her at this time, so she asks for patience for any requests submitted to her.

#### **PALM TRAN**

- Ms. Girard stated that Palm Tran has been working with the new ballpark in West Palm Beach. Palm Tran routes 3 and 31 serve the ballpark. A big marketing campaign was done to get people to attend the 2017 MLB Sprint Training games. 96 radio ads including web advertising, exterior bus ads on buses that serve the area and bus shelters around a 3-mile radius of the ballpark. Palm Tran is also in media partnership with the ballpark where logo goes on the scoreboard, PA announcement that plays periodically and a wrapped column at the concession stands. Plans are to continue the partnership throughout the year and offer discounts to admission with a bus ticket for next year’s spring training.

- Ms. Girard shared that Palm Tran has two new open positions for public relations specialists which will start interviewing in the upcoming weeks. A new HR Senior Manager and a new Planning Director will be starting soon.
- Ms. Girard shared that Palm Tran recently celebrated “Driver Appreciation Day” for the first time where managers selected the six busiest routes to meet with the drivers and offer their thanks for what they do.
- Ms. Girard offered to add everyone in the meeting to her list to receive Palm Tran press releases.
- Ms. Girard shared that they participated in “Take Your Child to Work Day” where the students designed a bus visual with crayon that will be displayed on a bus.
- Ms. Girard shared that the Palm Tran will be co-hosting the next FPTA Conference with SFRTA, where she is part of the planning committee.

#### BROWARD COUNTY MPO

- Mr. Knickelbein shared that the MPO had their “Let’s Go Biking” in Pompano Beach where just under 80 participants were present. They had an on-the-street bike ride and giveaways.

#### SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy shared that FDOT is having an expo for employees in the spring on pedestrian /bicycle safety and alternative modes. They will be inviting Tri-Rail and BCT when they have the specific date of the event.
- Mr. Udvardy shared that they are working with Tri-Rail and DTPW to automatically register their Employer Discount Program and Corporate Discount Program members, respectively, to the SFCS Emergency Ride Home.

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

- Mr. Garcia shared that SFRTA will have a special late northbound train running on the weekend of the Ultra Music Festival. The agency was able to procure two tickets to the event to give away as part of the promotion.
- Mr. Garcia stated that the next wave of the Happy Rider campaign is in place. The effort includes video testimonials and digital advertising for online and social media. Some of the b-roll will be shared with SFCS for their current project.
- Mr. Garcia shared that SFRTA will be repeating the “Ride & Play” event, where the agency partners with locations in South Florida to provide discounts, as well as having entertainment onboard four trains. The agency won a first place APTA Award for last year’s effort.
- Mr. Garcia shared that it would be a great idea to engage this group in further conversation to promote RideFlag, a carpooling app that works similar to current popular carsharing services. Mr. Udvardy stated that he will invite the RideFlag representatives to the next meeting.

#### ADJOURNMENT

The next meeting will take place on May 17, 2017 at SFRTA’s headquarters. There being no further business, the meeting adjourned at 3:30 p.m.

Tracking No. 05171701

AGENDA ITEM NO. I1

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

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. 05171702

AGENDA ITEM NO. I2

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

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. 05171703

AGENDA ITEM NO. I3

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

INFORMATION ITEM REPORT

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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. 05171704

AGENDA ITEM NO. I4

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

INFORMATION ITEM REPORT

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Information Item     Presentation

RIDE FLAG

SUMMARY EXPLANATION AND BACKGROUND:

Presentation provided to members on the new RideFlag carpooling app.

EXHIBITS ATTACHED: N/A