



Marketing Committee Meeting

REGULAR MEETING AGENDA

July 18, 2018

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
July 18, 2018

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

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| CONSENT AGENDA |
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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 28, 2018
- C2. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of May 17, 2017
- C3. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of September 27, 2017

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| REGULAR AGENDA |
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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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- R1. MOTION TO ELECT:** New Committee Chair for the next two fiscal years, beginning July 1, 2018 and ending June 30, 2020.

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| INFORMATION / PRESENTATION ITEMS |
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| Action not required, provided for information purposes only. |
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II. REGIONAL FARE INTEROPERABILITY

Update on the pursuit of a statewide transit fare management that is compatible with all transit agencies.

I2. DUMP THE PUMP 2018

Discuss effort to support the national effort that promotes taking public transportation.

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| 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.

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
MARKETING COMMITTEE MEETING OF MARCH 28, 2018

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 28, 2018, at the SFRTA's Administrative Offices, 801 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit (BCT)

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

Joseph Harrington, Palm Tran

Diane Hernandez Del Calvo, SFRTA

ALSO PRESENT

Janelle Cedeno, South Florida Commuter Services (SFCS)

Victor Garcia, SFRTA (alternate voting member)

Dione Morgan (SFRTA)

Carla Christina Thompson, DTPW (alternate voting member)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:04 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

No quorum

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.

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| CONSENT AGENDA |
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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

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| REGULAR AGENDA |
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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.

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| INFORMATION / PRESENTATION ITEMS |
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| Action not required, provided for information purposes only. |
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I1. REGIONAL FARE CARD

- Ms. Thompson shared that the mobile ticket testing is in process to have Miami and Tri-Rail monthly passes included. Ms. Thompson further shared that the one week passes should be in place by the end of the month. Ms. Thompson shared that the Emergence Conference will be on April 23-24, 2018 at the Miami Convention Center, where there will be a presentation on the technology they are using.

I2. DESTINATION MARKETING EFFORTS

- Ms. Janelle Ceden0 shared that the project is currently on hold.

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| MONTHLY REPORTS |
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| Action not required, provided for information purposes only. |
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None.

OTHER BUSINESS

None.

RTA MARKETING COMMITTEE MEMBER COMMENTS

DTPW

- Ms. Thompson shared that DTPW started running some CNG buses this week and also two new train cars added in the coming week. Ms. Thompson stated that the installing of the econo light is almost completed for the traffic light signal, which will be going to the different corridor in Miami.

FDOT

- Mr. Wilson shared that the Commuter Bike Challenge is scheduled for April 5th, 2018, as part of the Commuter Challenge. Mr. Wilson further shared that a new contract is in negotiation the Commuter Services Program, hoping for completion by May, 2018.

SFCS

- Ms. Ceden0 shared that the Commuter Challenge is expected to start on Monday, April 5th, 2018. They will be asking for pledges from participants but not using the app this time.

SFRTA

- Mr. Garcia shared that extra service and late trains will be in place for the Ultra Music festival. Mr. Garcia also shared that the event Rider & Play is scheduled for April 21, 2018. Mr. Garcia shared that an Airport Campaign is anticipated for the summer. Mr. Garcia shared that there is consideration to include new posters for advertising on the trains. Mr. Garcia shared that they are waiting on the opening of the Brightline station, and SFRTA is preparing to be ready within months of the opening.

ADJOURNMENT

The next meeting will take place on July 18, 2018 at SFRTA's headquarters.

Tracking No. 07181801

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
July 18, 2018

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. 07181802

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
July 18, 2018

INFORMATION ITEM REPORT

Information Item Presentation

DUMP THE PUMP 2018

SUMMARY EXPLANATION AND BACKGROUND:

Discuss effort to support the national effort that promotes taking public transportation.

EXHIBITS ATTACHED: N/A