



Marketing Committee Meeting

REGULAR MEETING AGENDA

November 28, 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
November 28, 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

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 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

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

INFORMATION / PRESENTATION ITEMS

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.

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

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
MARKETING COMMITTEE MEETING OF SEPTEMBER 26, 2018

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, September 26, 2018, 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)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit (BCT)

Joseph Harrington, Palm Tran

Diane Hernandez Del Calvo, SFRTA

Newton Wilson, Florida Department of Transportation (FDOT)

ALSO PRESENT

Victor Garcia, SFRTA (alternate voting member)

Dione Morgan SFRTA

Thomas Nunziato, BCT (Conference)

Priscila Brazil, South Florida Commuter Services (SFCS)

Jeremy Mullings, SFCS

Marc Sznajstajler, SFCS

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:12 p.m.

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.

None.

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 March 28, 2017

Motion suspended until 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.
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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.

Election postponed due to lack of quorum.

INFORMATION / PRESENTATION ITEMS

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.

MONTHLY REPORTS

Action not required, provided for information purposes only.
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No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

DTPW

- Ms. Crichton shared that DTPW is preparing for participation at the Miami book fair on November 17, 2018, partnering with I-Heart radio to promote and hoping to get all transit agencies placed in the same area at the fair.
- Ms. Crichton shared that they are taking over the Miami Intermodal Center property management on October 1, 2018, where they plan to change the parking payment to a pay by phone app and website.
- Ms. Crichton shared that they have received 102 new CNG buses and are expecting arrival of additional buses to make 300 total.
- Ms. Crichton shared that the underline ground breaking is set for November 1, 2018.
- Ms. Crichton shared briefly about the school pool program and brought documents to share with the new staff of SFCS.
- Ms. Crichton shared that they are looking forward to the FPTA Annual conference Award presentation in October, 2018.

BCT

- Mr. Nunziato shared that BCT's Twitter account has been approved and has helped their social media outreach to succeed its goals. BCT's response from Twitter users has been positive so they will continue to work to improve their social media presence.

SFCS

- Mr. Jeremy Mullings along with two representatives Brazil Priscila and Marc Sznajstajler, were introduced as the new outreach marketing team for SFCS.
- Mr. Mullings shared that they are fully staffed and look forward to work on the Marketing Committee.
- Mr. Mullings shared that their initial focus will be on the millennium demographic, and how to engage them to use alternative forms of transportation,

SFRTA

- Mr. Garcia shared that SFRTA is participating on Train Safety Awareness Week, while launching a new safety campaign, which includes the participation of local partners to help spread the word to the community.
- Mr. Garcia shared that SFRTA is gearing up for the second Tri-Rail Winter Wonderland event at the Miami Airport station on December 8.
- Mr. Garcia shared that the agency is in the beginning stages of preparing for Tri-Rail's Rail Fun Day in January 2019. Part of the pre-event tasks include holding an audition to select the finalists for the South Florida's Kids Got Talent singing competition, which will occur as part of the Rail Fun Day festivities.

ADJOURNMENT

The meeting was adjourned at 3:03 p.m. The next meeting will take place on November 28, 2018.

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.

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Tracking No. 11281801

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
November 28, 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