



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

September 26, 2018

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*

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)

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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**  
**September 26, 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 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 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

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

<b>INFORMATION / PRESENTATION ITEMS</b>
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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.

<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**

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
MARKETING COMMITTEE MEETING OF JULY 18, 2018

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, July 18, 2018, at the SFRTA's Administrative Offices, 801 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

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

**COMMITTEE MEMBERS NOT PRESENT**

Gwen Belton, Broward County Transit (BCT)  
Joseph Harrington, Palm Tran  
Diane Hernandez Del Calvo, SFRTA

**ALSO PRESENT**

Christopher Chromprosky, Florida Department of Transportation (FDOT)  
Victor Garcia, SFRTA (alternate voting member)  
Amanda Goebel, Palm Tran (Conference)  
Dione Morgan (SFRTA)  
Alejandro Pina, Florida Department of Transportation (FDOT)

**CALL TO ORDER**

Mr. Garcia called the meeting to order at 2:10 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**

<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 28, 2018

Motion suspended until next meeting.

<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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**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.

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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**I1. REGIONAL FARE INTEROPERABILITY**

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

**I2. REAL-TIME UPDATES**

Sharing by committee members of their current experience with real-time technology in their respective agencies, including implementation and new ventures.

<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**

## SFRTA

- Mr. Garcia shared that SFRTA is focusing on a new campaign titled “Our Price is Right” that showcases Tri-Rail as the cheaper option when compared to other systems, specifically ride-hailing services. The campaign includes banners that highlight the different destinations that can be reached with the price stamped on it.
- Mr. Garcia shared that the agency extended the “Our Price is Right” by adding an airport component, which included a sweepstakes with the chance to win a trip to Barbados that was obtained from advertising partners at no additional cost to the agency.
- Mr. Garcia shared that the agency’s next major focus will be a safety campaign, which includes the participation of local partners to help spread the word to the community. The first part of the campaign included a partnership with 211, where signs were placed alongside railroad tracks to encourage people to call someone for help. The first signs were placed in the West Palm Beach area where the agency encounters a large amount of trespassers.
- Mr. Garcia shared that the agency will be focusing on revamping the Tri-Rail and SFRTA websites, combining the two to have information more centralized and accessible to users.

## DTPW

- Ms. Crichton shared that a Smart Signals Priority Demonstration Ride was coordinated with the major and commissioners that went very well. She added that there are 10 corridors in the county that will have the adaptive signals. Once they are released they will start promoting them.
- Ms. Crichton shared that they are working with Bright line on signage to help connect passengers with their system and the Metro mover.
- Ms. Crichton stated that DTPW’s efforts to support Dump the Pump went well on June 21<sup>st</sup> 2018.
- Ms. Crichton shared that DTPW will be working with Ford Motor Company to promote autonomous vehicles, working with the engineers to make sure they cover the different areas of the county, and with several radio station to promote public transit. There will be a competition where they can award approximately one hundred thousand dollars for the best presented ideas.
- Ms. Crichton shared that DTPW is getting ready to promote the new Easy Pay app version 2.0 that will allow customers to purchase more than one pass.
- Ms. Crichton stated that the MDT/DTPW brand will be rebranded with a roll out of refreshed look to come in January 2019.
- Ms. Crichton shared they DTPW will be taking over property management of the MIC, sometime in September. She also added that a contract was signed for the instillation casings on the South Dade transit way which should be installed by the end of the month.

## FDOT

- Mr. Newton stated that FDOT finally has the new consultants for the South Florida Commuter Services project on board, and their next steps will be to rebrand their look.
- Mr. Newton shared that the Big Give Back event is taking place on August 11, 2018, a community event catered towards children going back to school.
- Mr. Newton shared that the park and right inventory has been completed for spring and the report for October is in process.

### PALM TRAN

- Ms. Goebel shared that Palm Tran is getting ready for its biggest service change in 22 years that will be going to the board for approval.
- Ms. Goebel shared that if the service change is approved it should be effective in September 30, 2018, and will affect 85% of its routes.

### ADJOURNMENT

The meeting was adjourned at 2:46 p.m. The next meeting will take place on September 26, 2018.

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Tracking No. 09261801

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
September 26, 2018

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. 09261802

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
September 26, 2018

INFORMATION ITEM REPORT

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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