



Marketing Committee Meeting

REGULAR MEETING AGENDA

MAY 16, 2012

2:00 p.m.

South Florida Regional Transportation Authority

800 NW 33rd Street

Conference Room 101

Pompano Beach, Florida 33064

www.sfrta.fl.gov

RTA MARKETING MEETINGS ARE SCHEDULED MONTHLY ON THE FIRST WEDNESDAY AT 2:00 P.M. FOR FURTHER INFORMATION, CALL STEVE ROSENBERG AT (954) 788-7935. TIME OF MEETING IS SUBJECT TO CHANGE.

Members

Lili Agee-Finke, Palm Tran

Phyllis Berry, Broward County Transit (BCT)

Robyn Chiarelli, Florida Department of Transportation (FDOT)

Diane Hernandez Del Calvo, South Florida Regional Transportation Authority (SFRTA)

Nestor Morales, Miami-Dade Transit (MDT)

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. SFRTA's offices are in the building to the right. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is South of the station. Parking is available across the street from SFRTA's offices, at the Pompano Beach Station.

MARKETING COMMITTEE MEETING
OF MAY 16, 2011

The meeting will convene at 2:00 p.m., and will be held in Conference Room 101 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, 800 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 21, 2012

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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None

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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I1. INFORMATION: Dump the Pump

MONTHLY REPORTS

Action not required, provided for information purposes only.
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None

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
RTA MARKETING COMMITTEE MEETING OF MARCH 21, 2012

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 21, 2012 in Conference Room 101 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices located at 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT – Dial-In Meeting

Phyllis Berry, Broward County Transit
Bobbie Crichton, Miami-Dade Transit
Lili Finke, (Chair) Palm Tran
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

COMMITTEE MEMBERS NOT PRESENT

Robyn Chiarelli, Florida Department of Transportation

ALSO PRESENT – Dial-In-Meeting

Irene Ferradaz-Alfonso, Miami-Dade Transit
Victor Garcia, SFRTA/Tri-Rail
Paula Girard, Palm Tran
Robyn Hankerson, Bitner Goodman
Steve Rosenberg, SFRTA/Tri-Rail
Jennifer Ryan, South Florida Commuter Services

CALL TO ORDER

The Chair called the meeting to order at 2:03 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Finke requested that a Discussion Item be added to the Agenda; that being the SFRTA's By-Laws.

Ms. Hernandez Del Calvo stated that the revision of SFRTA's By-Laws is an Agenda Item of the upcoming Board Meeting, which will in turn be made available to SFRTA's legal counsel for final review and then will be made available to this Committee. The revision does not address committee alternates due to that always being a viable option. The new By-Laws will be addressing the latest Tallahassee legislation regarding the changes to the Governing Board representation.

Committee members were reminded per the Discussion Item, D1 (Assignment of alternate voting member) of the March 21, 2012 Meeting to forward an official letter, if they have not done so already, from their agency's executive director, naming the primary and alternate member of this Committee.

Ms. Crichton moved for approval of the Agenda. The motion was seconded by Ms. Finke.

The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared the Agenda approved.

The Chair moved the discussions to the next item on the Agenda.

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 ITEMS

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.
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C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of February 15, 2012.

Ms. Berry moved for approval of Item C1. The motion was seconded by Ms. Finke.

The Chair called for any discussions and/or opposition to the motion. Upon hearing none, the Chair declared Item C1 approved.

The Chair moved the discussions to the next item on the Agenda.

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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None

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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11 -INFORMATION ITEM: QR Codes

- Ms. Ryan spoke on behalf of Ms. Chiarelli who is interested in determining whether any of the agencies are interested in using QR codes as a method of disseminating information. SFCS has been using it on business cards, posters, and other collaterals. The code either directs users to SFCS's URL or to its website.
- Ms. Finke stated that Palm Tran has done some research into QR codes and it seems that these codes are losing their popularity, but she would like to give them a fair chance before deciding against the idea. A consideration was given to placing a QR code on the bus box.
- Ms. Berry stated that BCT received an Energy Grant which allows for environmental issues to be posted to BCT's Green Page. BCT has begun to use QR codes and is partnering with Broward County Library, but there may be an ADA issue due to the height of the pole signage. The code would have to be affixed to the pole at a lower level so that it can easily be scanned. It has been implemented but not much feedback has been accumulated at this point, but the codes are appearing on most of whatever BCT is currently producing. The BCT website has the capability of calculating dollars savings and can easily be accessed through the QR code. It also appears on bus advertisement. Ms. Berry offered to forward information to Ms. Finke concerning this program.
- Ms. Crichton stated that MDT has been using QR codes for more than a year and it appears on all printed and promotional materials and seems to be fairly successful. She will contact MDT's IT department to determine how they measure usage. She further stated that MDT's phone app has been very successful due to its real-time feature.
- Mr. Garcia stated that the SFRTA has been using QR codes for about a year on all major campaign with inclusion on posters and advertisements. The Miami Airport Station closing poster contains a QR code as well. New vertical housings shaped like a column, are being developed for each of our station bus stops from which a shuttle bus operates, specifically to contain a schematic drawing of the route as well as the times the shuttle bus departs that particular station. At the bottom, it will have a QR code. Mr. Garcia will follow up with IT to determine whether usage of these codes, can be measured.

The Chair moved the discussions to the next item on the Agenda.

12 -INFORMATION ITEM: Dump the Pump

- Ms. Hankerson stated that she has gotten feedback from all Committee members and it appears everyone is onboard.
- Each agency agreed to give out transit passes of some sort and will mount outreach efforts.
- Approval is needed from FDOT before any funding will be given as well as any direction FDOT may offer as to the "message" participants should impart.
- Consideration has been given for a texting campaign to encourage people to use transit.
- Employers will be asked to disseminate information in order to encourage use of mass transit and possibly an award to be given to the company that gets the most employees to sign up for EDP on that day.
- Ms. Ryan asked that Ms. Hankerson supply these details to her in an email so that she can make Mr. Udvardy and Ms. Chiarelli aware of this discussion.

The Chair moved the discussions to the next item on the Agenda.

13 -INFORMATION ITEM: Gas Price Increase Preparation

- Ms Berry stated that BCT’s website has a calculator available so that passengers can determine how much money they saving by cutting down on their gas purchases. There is also a link to SFCS for the same purpose. Some bus advertisements will appear soon. Green Thursdays will be reintroduced as Green Fridays, which encourages the public to use public transit at least one day a week during the summer.
- Ms. Crichton stated that MDT’s past summer campaign will continue as the results were very positive. The theme was “look at how much I saved by taking transit.” More bus shelter postings throughout the county will take place, some inside panels and possibly some train wraps, depending on funds. MDT’s webpage tells the public all that transit has to offer by using many of the available visuals.
- Mr. Garcia stated that SFRTA/Tri-Rail is undertaking two new campaigns, “Get Smart” and “Go for the Gold.” Station parking lots will be monitored for capacity issues and prospective passengers will be guided to the next closest station if their station-of -choice’s parking lot gets filled. He informed that Hollywood and Metrorail Transfer Station currently have parking capacity issues.
 - Ms. Hankerson stated that **Get Smart** is a TV campaign whose message is “save money and ride Tri-Rail” and will run when gas prices are the highest. Passenger testimonials will be used. A free monthly pass contest will be featured on Tri-Rail’s website.
 - **Go for the Gold**, is a play on words, with “gold” meaning money, as well as being a tie-in with the Summer Olympics. TV, radio, web banners and an in-store display at Pollo Tropical, where the public can fill out applications to register to win a monthly pass.
- Ms. Finke stated that Palm Tran’s ridership is increasing rapidly and her focus will be on the park-and-ride lots. Some advertising will probably be put on Facebook as well as Palm Tran’s website to let people know that park-and-ride lots are available. She further stated that she is trying to work out a trade arrangement with the Palm Beach Post and Fox 29. Ms. Finke stated that if she is able to do this, she would have no problem in using all of the agency’s logos for one of the ads.
- Ms. Ryan stated that SFCS is doing a campaign similar to the one that was mounted in 2008, broadcast, outdoors and e-marketing. Media will be pursued and responded to in May and June.

At this point, Ms. Finke left the Meeting and Ms. Hernandez Del Calvo assumed the chair.

The Chair moved the discussions to the next item on the Agenda.

REPORTS
Action not required, provided for information purposes only.

None

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

No further comment

BROWARD MPO

Not in attendance

BROWARD COUNTY TRANSIT

- Ms. Berry stated that Earth Day is April 20 at which the Broward MPO, BCT, SFCS and Tri-Rail will be at the Broward County Government Center West in Plantation. One that day, the public will be asked to take a pledge to ride mass transit on Dump the Pump Day which will be called Occupy Transit. Passes won't be given out on April 20 by BCT; only the regular complimentary bus pass will be given out.
- A Gorilla marketing campaign was introduced which is chalk stenciling of verbiage on the sidewalks, garages and parking lots with the simple message "ride transit." It also contained the website. Partnership was created with a few cities and private businesses and the campaign was well-received.
- 595-Express will start in May with some issues concerning park-and-ride lots still need to be worked out. If so, service will start on the Tuesday after Memorial Day.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Ryan stated that Ms. Chiarelli asked her to provide a Commuter Express update to the Committee on her behalf. The St. Lucie TPO has received verbal approval from Tradition, which is the shopping center at Gatlin Boulevard and I-95, to place a bus stop at their site. The town approved this, but written approval is needed from the property owner. Design and construction (FDOT) will take about one month and will be completed in a partnership between the city and the TPO. FDOT and the Town of Juno Beach are coordinating on the bus stops at Universe Boulevard and will meet next week with FPL to request funding to construct. Upon completion, Palm Tran is expecting to extend the route to St. Lucie. SFCS will meet with Palm Tran to discuss the route extension.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that a ceremony took place to rename the Arena Center Metromover Station, the Wilkie D. Ferguson Metromover Station.
- The Northside Metrorail station was beautified with the help of City Year volunteers who planted greenery and performed litter removal.
- The Snapper Creek Expressway Bridge will be the site of a grand opening ribbon-cutting ceremony on April 5, with bicycle organizations in attendance to celebrate the bicycle route.
- The Airport Link will open in the summer 2012.

PALM TRAN

- Ms. Girard stated that on Tuesday, a media event will take place at the County Commission. A new articulated bus will be on display from 10:00 a.m. to 2:00 p.m. for the media and the public to board. It is hoped that a photo op with the commissioners will occur, scheduled tentatively for 1:45 p.m. The new buses will go into service in April on Routes 1 and 3.

SOUTH FLORIDA COMMUTER SERVICES

No further comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that the SFRTA Governing Board configuration will be discussed at Friday's Board Meeting.
- SFRTA is doing outreach to The Fort Lauderdale Air and Sea Show to determine the extent of possible involvement. In the past, Tri-Rail has run shuttle buses to and from the event.
- SFRTA is in the early stages of talks with the Miami Marlins to determine the feasibility of running extra late night trains when they play home games.

Ms. Hernandez Del Calvo asked Mr. Rosenberg to contact Committee Members to ascertain that there will be a quorum at the next meeting which will take place on April 18, 2012.

ADJOURNMENT

The meeting was adjourned at 2:45 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETINC COMMITTEE MEETING
MAY 16, 2012

INFORMATION ITEM REPORT

Information Item Presentation

DUMP THE PUMP

SUMMARY EXPLANATION AND BACKGROUND:

Committee members to provide an update on each agency's participation for Dump the Pump Day event on Thursday, June 21, 2012.

EXHIBITS ATTACHED: N/A