



Marketing Committee Meeting

REGULAR MEETING AGENDA

DECEMBER 19, 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 THIRD 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)

Bobbie Crichton, 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 December 19, 2012

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 October 17, 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. SMART PHONE APP

I2. REGIONAL FARE CARD

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.

MINUTES
SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING OF OCTOBER 17, 2012

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, October 17, 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

Bobbie Crichton, (Chair) Miami-Dade Transit
Lili Finke, Palm Tran

COMMITTEE MEMBERS NOT PRESENT

Phyllis Berry, Broward County Transit
Robyn Chiarelli, Florida Department of Transportation
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

ALSO PRESENT

Irene Ferradaz, Miami Dade Transit
Victor Garcia, SFRTA/Tri-Rail
Paula Girard, Palm Tran
Sabrina Glenn, South Florida Commuter Services
Suzell Hopman, South Florida Commuter Services
Chris Ryan, Broward MPO
Doris Williams, Broward County Transit

CALL TO ORDER

The Chair called the meeting to order at 2:13 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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 August 15, 2012.

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

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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I1– INFORMATION ITEM: Smart Phone App

- Mr. Garcia stated that a specific marketing effort has taken place to contact Tri-Rail’s existing riders in order to acquaint them with the app which is available to iPhone and Android users. Train posters, emails and floor decals at stations were used to alert the public.
- Mr. Garcia gave a presentation of the app to SFRTA’s Governing Board.
- Mr. Garcia proceeded to show how to navigate the app and explained that the next goal is to incorporate real-time to the app’s software. Until such time that real-time is added, “alerts” will be used to inform the public about service issues or changes.
- Ms. Crichton stated that she will e-mail information to Ms. Finke about the process MDT underwent to acquire its app.

I2 – INFORMATION ITEM: Regional Fare Card

No update.

I3 - INFORMATION ITEM: Orange Line

- Ms. Crichton stated that MDT advertised via Miami-Dade County with a national/international firm “ReachLocal” that works with online marketing. Miami-Dade County already had a contract with this firm, so the usual procurement process was not necessary. MDT’s first project with this firm was the “Orange Line” campaign. ReachLocal could actually see who is looking at advertisements.

- The first month of advertisement resulted in millions of “hits” from major markets across the United States and Canada, as well as many which directed internet users to MDT’s website.
- Due to the success of the Orange Line campaign, MDT is starting another campaign with ReachLocal so that winter holiday travelers are made aware of public transit options.
- The first monthly report for the new Miami International Airport Metrorail Station showed that it came in number six out of twenty-three stations, which was a pleasing result for a new station.
- The international market is aware of this service. The challenge is to interest local travelers in availing themselves to this travel option.

I4 – INFORMATION ITEM: BR 1 Shuttle Bus

- Mr. Garcia stated that this shuttle route is being promoted in conjunction with South Florida Commuter Services.
- Some routes changes were made mainly because of a request of an employer at the Executive Center North in Boca Raton. For Tri-Rail passengers who wanted to make use of this shuttle bus, the old route entailed a long walk from the bus stop to the work location. The new route includes an improved bus stop location as well as a stop for Lynn University. This route deviates from a Palm Tran route in order to attract more riders.
- A Meet and Greet will take place at the Boca Raton Station so that senior staff can be apprised of passenger feedback.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

Not present

BROWARD MPO

- Mr. Ryan stated that he is working with SFCS to raise the perception of the MPO. The 595 Project was filmed with Greg Stuart riding the bus. It will be on YouTube with the hopes that local cable channels will show it.
- In February, a campaign will take place about transportation in general in Broward County.

BROWARD COUNTY TRANSIT

- Ms. Williams stated that BCT is opening up a new terminal in Pompano Beach and will be called the Northeast Transit Center at Dixie Highway and Martin Luther King Boulevard. It will have a kiss and ride, a walk-up window. It will serve up to four routes at this time. The launch date will be Saturday, November 17th so that it can be a family event. The time is 10:00 a.m. to 12:00 p.m. Naming rights are being offered.

- 595 Express service from Westgate is increasing. A new bus stop was added due to parking and logistical issues. The challenge will be the route that leaves from the BB&T Center to downtown Ft. Lauderdale. The competition may be a cheaper option, BCT's Route 23.

FLORIDA DEPARTMENT OF TRANSPORTATION

MIAMI-DADE TRANSIT

- Ms. Crichton stated that previously she had stated that the Miami Beach Airport Flyer which used to go from Earlington Heights to MIA was rerouted to go from the new station to Miami Beach. Commuters from Earlington Heights complained that this stop needed to be reinstated. To correct this situation, a separate route was created to pick up passengers at Earlington Heights so that the Miami Beach Airport Flyer could take passengers directly to the Airport as originally planned. The Miami Beach Airport Flyer is incredibly successful, very often necessitating additional buses.
- When the EASY Cards were issued in 2009, they had a 3-year lifespan. MDT has been working on a campaign to advise passengers that their cards are beginning to expire. The way the card is set up, will make it "die" upon expiration. If a passenger taps into a TVM and a message comes up saying that the card has expired, the passenger will need to go to an EASY Card center and turn in the expired card. The new card will cost \$2.00. The first card was free due to a promotion at the time of the program's inception. Once the card is purchased, any money balance left on the old card, will be transferred to the new card. As of this Friday morning, passengers could check online to determine when their cards will expire and they can also call Customer Service to have their old balances transferred, by they will need to have their new card on hand to do the transfer. The corporate card will have a new look so they can easily be differentiated from others. The card is black in color. All of these new cards will have a 5-year expiration period, rather than the current 3-year. The website will direct passengers to a link which will explain the process, a press release will be issued, flyers distributed as well as various other means of keeping the public informed.

PALM TRAN

- Ms. Finke stated that the FPTA Annual Meeting will take place at the end of the month in Daytona Beach. There will be a session held "Fueling a Driven Customer Service Organization." It will include a 6-member roundtable panel which will discuss their departments' motivation.
- As of October 5th, Routes 95 and 11, have been discontinued due to low ridership, after repeated efforts to increase ridership and joint efforts with SFCS.
- Work is ongoing with the Susan B. Komen Organization for a pink bus for January's breast cancer awareness.
- Palm Tran implemented 2 new tools to assist riders using GIS and GPS technologies for computers and smart phones. Google Transit and InfoPoint are online service products that are now available to passengers which assist with trip planning. Palm Tran's Marketing team created the "IGo!" logo to brand these tools under one umbrella.
- There has been some negative press in relation to the paratransit service. A new contractor came in and had seven weeks in which to get accustomed to transporting 3,000 people daily. New drivers had to learn routes, etc., and many of the issues have been resolved.
- The new guide book will be coming out shortly. The proof arrived from the printer today.

- Ridership records have been broken. The annual ridership is now 11 million and daily ridership is around 39,000.

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Rail Fun Day will take place on November 3rd with the expectation that it will be bigger than ever. It encompasses free fun for the family and a Kids Got Talent competition. Prizes will be given away. There will be food trucks on site.

ADJOURNMENT

The next meeting will be a conference call meeting, taking place on November 21, 2012 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 3:14 pm.

Tracking No. 12191201

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
DECEMBER 19, 2012

INFORMATION ITEM REPORT

Information Presentation

SMART PHONE APP

SUMMARY EXPLANATION AND BACKGROUND:

FDOT's South Florida Commuter Services program was awarded funds to develop a smart phone app for BCT's 95 Express routes. Group will discuss the limitations and potential opportunities there may be in developing a regional app.

EXHIBITS ATTACHED: N/A

Tracking No. 12191202

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
DECEMBER 19, 2012

INFORMATION ITEM REPORT

Information Presentation

REGIONAL FARE CARD

SUMMARY EXPLANATION AND BACKGROUND:

Ms. Chiarelli delivered a presentation to FDOT's Executive Board to propose a bold and innovative approach to statewide transit fare management and will update the group on the results of presentation.

EXHIBITS ATTACHED: N/A