



Marketing Committee Meeting

REGULAR MEETING AGENDA

JUNE 20, 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 JUNE 20, 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

D1. DISCUSSION: Dump the Pump

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 May 16, 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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R1. MOTION TO ELECT: Chair and Vice Chair for FY 2012/2013

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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II. INFORMATION: Miami International Airport Metrorail Station Opening

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 MAY 16, 2012

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, May 16, 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
Victor Garcia, SFRTA/Tri-Rail

COMMITTEE MEMBERS NOT PRESENT

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

ALSO PRESENT – Dial-In-Meeting

Paula Girard, Palm Tran
Robyn Hankerson, Bitner Goodman
Steve Rosenberg, SFRTA/Tri-Rail
Chris Ryan, Broward MPO
Jennifer Ryan, South Florida Commuter Services
Doris Williams, Broward County Transit

CALL TO ORDER

The Chair called the meeting to order at 2:07 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Finke requested that a Discussion Item be added to the Agenda; that being the procedure for choosing the chair for the next Committee Meeting.

- Ms. Finke stated that she recalls a discussion that took place at a past meeting which discussed the rotation of members for the Committee Chair. Ms. Berry stated that she recalled that the chair and vice chair offices would rotate to the representative from Tri-Rail and the office not held by the representative from Tri-Rail would rotate among the other members.
- Ms. Berry further stated that since Ms. Hernandez Del Calvo is now the vice chair, she will become the chair in the next fiscal year and that MDT should become the next vice chair when Ms. Hernandez Del Calvo assumes the chair. Ms. Crichton stated that she did not feel comfortable assuming that position as she has just become involved with this committee on MDT's behalf.

- In response to a request for information at the prior meeting, Mr. Garcia stated that SFRTA’s Governing Board approved the new By-Laws, but they have not been distributed as of yet, since SFRTA’s General Counsel is performing a final review. He further stated that he hoped to be able to distribute the By-Laws at the next meeting. The present language does not address committee member rotation. Ms. Berry stated that the only recommendation for by-law change that was discussed previously was the ability for alternate members to vote.

Ms. Finke 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.

C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of March 21, 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.

None.

INFORMATION / PRESENTATION ITEMS
Action not required, provided for information purposes only.

II – INFORMATION ITEM: Dump the Pump

- Ms. Hankerson stated approval was given by South Florida Commuter Services (SFCS) to proceed with plans for Dump the Pump. To use a different angle this year, it was decided that riders and prospective riders would be asked to make a pledge to ride transit on Dump the Pump Day. It would be promoted via e-mail blasts by using SFCS’s database and those of the participating transit agencies. People, who pledge to ride transit, will automatically be entered in a contest to win one of the transit passes offered by the agencies.
- Two e-mail blasts will take place, the first to announce the event and the second as a reminder to get online and make the pledge. A series of press releases will be issued to introduce the event and muster interest.
- The main hub for information will be the South Florida Commuter Services’ website.
- One of the questions on the entry application will concern that should a person win a free pass, for which agency’s transit, would they prefer. The free pass will be distributed after Dump the Pump Day.
- Palm Tran offered five (5) 31-day passes and MDT offered one Regional Monthly Pass. On Earth Day, BCT began its pledge campaign and offered a chance to win a free VIP Pass to be used on Dump the Pump Day. The BCT offer is being made via a form on its Facebook and home page. Ms. Berry stated that two different approaches could be used. People who register on SFCS’s website for BCT passes could be in a separate pool of additional VIP passes that BCT could make available. BCT’s separate pool of passes is for a BCT campaign called Green Fridays. The words “VIP Pass” should not be used for both campaigns as it will cause confusion. BCT will supply five (5) 31-day passes. Mr. Garcia will advise SFRTA’s senior staff of what each agency intends to contribute and will seek to offer passes commensurate with the other agencies.
- APTA’s tool kit is available online so that each agency can have a similar “look” and message in its web banner.

REPORTS
Action not required, provided for information purposes only.

None

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

Ms. Hankerson had no additional comments

BROWARD MPO

- Mr. Ryan thanked BCT for its invitation to the Earth Day event.
- Mr. Ryan offered help to any of the agencies with press release distribution.

BROWARD COUNTY TRANSIT

- Ms. Berry stated that BCT is ready to launch I-595 Express bus service beginning on May 29 from the Bank Atlantic Center in Sunrise with two routes, one of which will go to the downtown Miami Brickell area and the other to downtown Ft. Lauderdale. There are plans for fall 2012 to have service from Weston to downtown Ft. Lauderdale and also a route to the Civic Center in Miami. The May 29 service will have a stop at the Ft. Lauderdale Airport Tri-Rail Station on Griffin Road. There will be two events the day after Memorial Day to inaugurate these routes with refreshments available for the riders on their return trip. This service is being promoted by SFCS and FDOT. She further stated that she will be forwarding the announcement to the Broward MPO so that they can help to promote the routes to their mailing list.

FLORIDA DEPARTMENT OF TRANSPORTATION

Not in attendance

MIAMI-DADE TRANSIT

- Ms. Crichton stated that much effort has been going into the opening of the new Metrorail Station. Metrobus alignment is coming up on July 22. All buses that are currently going to the MIA hub will be going to the new Miami International Airport Metrorail Station, except for the Tri-Rail bus which will continue to serve the same route. The opening day ceremony is tentatively scheduled for July 28.
- The Miami Airport Flyer is being rebranded as the Miami Beach Airport Flyer and will be a new campaign.
- The Seaport Connection will be rebranded as the Seaport Cruiser and marketed more toward visitors than toward employees.

PALM TRAN

- Ms. Girard stated that articulated buses have been in service for about two months and have been well-received on Palm Tran's busiest routes, 1 and 3.
- A new media trade will begin on June 15 with the Palm Beach Post and will run for one year.
- Palm Tran has been working with FDOT to extend one of its commuter routes to Port St. Lucie to the Traditions area and has been working on a marketing campaign. Ms. Girard stated that this service should be able to begin in about six to eight weeks.
- Many career days have been attended at which a bus is rolled out and students can board the parked bus.
- Palm Tran will be launching its partnership with Google Transit. IT and Planning staff have been working on this project for a long time and recently just posted the bus stop numbers on all of the time points on all of the Palm Tran schedules online and will also appear in the printed version also. Hopefully, in June, Palm Tran will be up and running with Google Transit.
- There is a possible fare increase due to a one cent sales tax increase, being turned down.

SOUTH FLORIDA COMMUTER SERVICES

- Ms. Ryan stated that SFCS is working with BCT on the I-595 Express bus campaign.
- Microsite is up.
- SFCS is working with the Broward MPO on a bike safety campaign.
- SFCS is doing a Spanish campaign as well as a high gas price campaign and Dump the Pump.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that the special service trains to the Marlins night games are being promoted via in-house promotions, the production of a rack card and possibly some online advertisements.
- The “Go for the Gold” campaign was launched during the past weekend. Pollo Tropical stores distributed handouts with information about registering on Tri-Rail’s website for a chance to win a 50” HD TV. “Go for the Gold” is a play on words related to the upcoming Summer Olympics.
- Tri-Rail’s smart phone app is being created and the previews so far, appear to have a user-friendly product. It will be very much like the MDT phone app because it is easy to use and had features Tri-Rail wanted, but Tri-Rail’s will have its own “look.”

ADJOURNMENT

The meeting was adjourned at 2:57 pm.

Tracking No. 06201201

AGENDA ITEM NO. R1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JUNE 20, 2012

REGULAR ITEM REPORT

Discussion Item Presentation

CHAIR AND VICE CHAIR FOR FISCAL YEAR 2012/2013

REQUESTED ACTION:

MOTION TO ELECT: Chair and Vice Chair for Fiscal Year 2012-13.

EXHIBITS ATTACHED: N/A

Tracking No. 06201202

AGENDA ITEM NO. 11

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JUNE 20, 2012

INFORMATION ITEM REPORT

Discussion Item Presentation

MIAMI INTERNATIONAL AIRPORT METRORAIL STATION OPENING

SUMMARY EXPLANATION AND BACKGROUND:

Miami-Dade Transit is preparing for the Miami International Airport/Metrorail Station opening, scheduled for July 28, 2012. The endeavor will call for the re-routing of fixed county routes that currently access the airport bus terminal, as well as the staffing of personnel at the new site.

EXHIBITS ATTACHED: N/A