



Marketing Committee Meeting

REGULAR MEETING AGENDA

APRIL 17, 2013

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 April 17, 2013

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 20, 2013

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.
--

I1. SMART PHONE APP

I2. REGIONAL FARE CARD

MONTHLY REPORTS

Action not required, provided for information purposes only.
--

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 MARCH 20, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 20, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT - via teleconference

Phyllis Berry, Broward County Transit
Robyn Chiarelli, Florida Department of Transportation

COMMITTEE MEMBERS NOT PRESENT

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

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member) (in person)
Robyn Hankerson, Bitner Goodman (via teleconference)
Suzell Hopman, South Florida Commuter Services (via teleconference)
Steve Rosenberg, SFRTA/Tri-Rail (in person)
Jim Udvardy, South Florida Commuter Service (via teleconference)

CALL TO ORDER

The Chair called the meeting to order at 2:06p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Berry moved for approval of the Agenda. Ms. Chiarelli seconded.

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 October 17, 2012.

Ms. Berry 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.
--

None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
--

I1– INFORMATION ITEM: Smart Phone App

- Ms. Chiarelli reported that some progress was made. She attended a preliminary meeting with Victor Garcia and Michael Kanefsky of the SFRTA/Tri-Rail to discuss the possibility of piggybacking on the Tri-Rail app. She stated that she will apprise Ms. Berry and Mr. Udvardy of the discussion with Mr. Garcia and Mr. Kanefsky.
- Ms. Chiarelli further stated that she met with Rosie Perez of MDT and plans to meet with her to also discuss piggybacking options on MDT's app.
- Ms. Chiarelli is working toward creating a timeline within the next month in order to monitor milestones in the creation of the app.
- She asked Ms. Berry whether BCT monitors customer service requests for a BCT app. Ms. Berry stated that at this point such requests have not been tracked, but she will research the past three months to determine with the BCT's Customer Service staff, whether there is interest from the public toward this end.

I2 – INFORMATION ITEM: Regional Fare Card

- Ms. Chiarelli stated that she has been involved with BCT in this project and said that a new SFCS employee, Jeannette Washington, is involved in this project and its funding. 2013 funds will be shifted to 2014.
- The timeline process could take a year to create with the infrastructure being workable on buses by 2014/2015.

I3 – INFORMATION ITEM: “Alert Today Alive Tomorrow” Campaign

- Ms. Chiarelli stated that FDOT’s campaign, “Alert Today Alive Tomorrow” was created to improve awareness of pedestrian and bicycle safety. Both FDOT districts IV and VI have mounted an awareness campaign. There are approximately six to eight times as many pedestrian fatalities over bicycle fatalities.
- All media forms are being used for public visibility
- Mr. Garcia stated that SFRTA/Tri-Rail has had a long-standing relationship with Operation Lifesaver in their efforts to make the public aware of train track safety.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

AGENCY REPORTS

BITNER GOODMAN

No further comment

BROWARD MPO

No representative present

BROWARD COUNTY TRANSIT

- Ms. Berry stated that BCT has strong involvement in the Transit Development Plan (TDP) as well as the Public Involvement Plan (PIP). A public communication plan is being developed by Broward County, as well, a component of which will be a 2-way conversation on social media.
- BCT has recently been in the media concerning safety issues for riders. Any issue that involves a fiscal settlement is handled by the Broward County Commission. A public relations pitch is underway about safety.
- The recent Roadeo went well and as a result BCT hopes to next compete on the state level.
- Bus stops and bus shelters items are on the current legislative agenda.

FLORIDA DEPARTMENT OF TRANSPORTATION

No further comments

MIAMI-DADE TRANSIT

No representative present

PALM TRAN

No representative present

SOUTH FLORIDA COMMUTER SERVICES

- Ms. Hopman stated that SFCS is assisting MDT in promoting two of its routes, route 267 and 297.
- A Direct Mail campaign will take place to over 26,000 residents who live approximately one mile from the bus stop. Residents will receive a postcard with a coupon. The resident will need to tear the perforated coupon and present it to MDT driver to receive a one-day pass for MDT. It is hopeful that this campaign can help MDT increase ridership on these two routes.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that as a follow-up to last month's RTA Marketing Meeting at which Ms. Natalie Yesbeck Pustizzi discussed the SFRTA/Tri-Rail's involvement in the TDP, a website has been created by the Planning Department. A link will be added to Tri-Rail's website for access to the TDP page.
- Mr. Garcia requested that the other agency members spread the word and asked that when the rack card about the TDP becomes available, they be displayed in their brochure racks.
- The March 2013 OnBoard newsletter has more details about the TDP
- The improved Tri-Rail weekend schedule, effective March 2nd, went off without a hitch. Stronger marketing efforts will be undertaken to communicate the new weekend service.
- Ms. Hankerson stated that the 8th Annual Senior Idol competition is under way as approximately 100 people auditioned yesterday at the Coconut Creek Seminole Casino, the new venue for this event. The auditions took place between 9:00 a.m. and 5:00 p.m. Twelve finalists are to be chosen for the May 11th sing-off competition, at which time a winner will be selected. All people who auditioned on March 19th will receive two complimentary tickets for entrance to the show.

ADJOURNMENT

The next meeting will be a conference call meeting, taking place on April 17, 2013 at SFRTA's headquarters.

There being no further business, Ms. Chiarelli moved to adjourn the meeting. Mr. Garcia seconded the motion and the meeting adjourned at 2:30 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
APRIL 17, 2013

INFORMATION ITEM REPORT

Information Item

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.

Tri-Rail launched its new smart phone app in September, providing passengers with front-end web based service containing essential Tri-Rail information in a convenient, easy to use application.

EXHIBITS ATTACHED: N/A

Tracking No. 04171302

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
APRIL 17, 2013

INFORMATION ITEM REPORT

Information Item 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