



Marketing Committee Meeting

REGULAR MEETING AGENDA

AUGUST 21, 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

Robyn Chiarelli, Florida Department of Transportation (FDOT)

Bobbie Crichton, Miami-Dade Transit (MDT)

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

Doris Williams, Broward County Transit (BCT) Interim Representative

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 August 21, 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 July 24, 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.
--

INFORMATION / PRESENTATION ITEMS

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

I1. REGIONAL FARE INTEROPERABILITY

I2. SFRTA / TRI-RAIL MARKETING PLAN, FISCAL YEAR 2013-2014

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 Marketing 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 Marketing 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 JULY 24, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, July 24, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Phyllis Berry, Broward County Transit
Robyn Chiarelli, Florida Department of Transportation
Bobbie Crichton, (Chair) Miami-Dade Transit
Lili Finke, Palm Tran

COMMITTEE MEMBERS NOT PRESENT

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Paula Girard, Palm-Tran
Suzell Hopman, South Florida Commuter Services
Steve Rosenberg, SFRTA/Tri-Rail
Jim Udvardy, South Florida Commuter Services

CALL TO ORDER

The Chair called the meeting to order at 2:10 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

Ms. Chiarelli moved for approval of the Agenda. The motion was seconded by Mr. Garcia.

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.

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 June 19, 2013

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.

None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

II – INFORMATION ITEM: Regional Fare Card

- Ms. Chiarelli stated that a consortium has been set up with people from all four transit agencies, the Broward and Palm Beach MPO's, as well as FDOT representation.
- Various teams have been formed from this group. Among them: A technical team, a project management team, a procurement team, and executive leadership team and a major stakeholder team. A marketing team has been identified which will basically include all people on SFRTA's Marketing Committee. The actual marketing effort will take place once the project completion comes close to being announced. The present efforts are concentrated on the technical aspects with great strides being made recently.
- Once the specifications are written, a Request for Proposal will be issued. Palm Tran will take the lead on this.
- Ms. Chiarelli further stated that she has been working closely with Miami-Dade Transit and Tri-Rail to ensure "we are in lockstep." She will also be meeting with MDT in the near future to observe how EASY Card works from a technical standpoint. For the next eleven to twelve month, the focus will be on the procurement.
- The same "theme" and "look" will be used for all four agencies and will be called EASY Card throughout. FDOT's District V is calling a similar project "SunCard."
- Ms. Chiarelli asked that this item be kept on the agenda as progress is being made and the agencies need to be updated.

REPORTS

Action not required, provided for information purposes only.

None.

OTHER BUSINESS

- Mr. Garcia suggested that MDT's Regional Map Project be made a recurring Discussion Item on this Committee's Agenda. Ms. Crichton and Ms. Finke agreed to meet after this meeting to discuss some of the intricacies of the regional map.

AGENCY REPORTS

BITNER GOODMAN

No representation at this meeting..

BROWARD MPO

No representative at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Berry stated that BCT is considering doing away with pennies in coin collection because it delays the process and will help with on-time performance as BCT continues its efforts toward buses running on schedule.
- BCT is requested that Broward County Board of County Commissions considers more funding for the bus routes 18 (which runs along route 441 from Boca Raton to Golden Glades) and 72 (Oakland Park). The buses that run these routes are crowded. BCT is also hoping that the Commission would be amenable to breaking up Route 18 because it is a long route.
- Ms. Berry stated the importance of the 1-Click System in aiding people who need transportation such as military, veterans and other citizens – with the use of a web browser or a smart phone. This System will enable a prospective passenger to do a “one-stop” search for all available options, rather than necessitate going to each agency's website.
- Ms. Berry stated that this would be her last meeting and that she is retiring at the end of the month. All attendees took the time to congratulate her and remember her contributions over the years.

FLORIDA DEPARTMENT OF TRANSPORTATION

No additional comments

MIAMI-DADE TRANSIT

- Ms. Crichton asked Mr. Garcia when the new MIA Station would be open. He stated that he believes it to be early 2014.
- She further stated that an imposter MDT Twitter account was discovered. The County Attorney was contacted as well as MDT's IT Department. The Attorney issued a “cease and desist” warning and after awhile, they gave up. It was discovered by an employee when it was noted that negative things were being written which were obviously not being written by MDT. The County protocol is being used to establish Twitter, Facebook and Google accounts.
- The bus backs which advertised the Corporate Discount Program, received much positive feedback, as well as the 95-Express advertisements.

- Outreach has taken place for the 267 and 297 bus routes as a result of a South Florida Commuter Services campaign. This consisted of a coupon being given to the bus driver who will give the passenger a one day ticket to try the route for that day.

PALM TRAN

- Ms. Finke stated that efforts continue for a fare increase with a public hearing to take place on August 13, 2013.
- Ms. Finke further stated that a customer cited BCT regarding transportation policy for veterans and asked what Palm Tran's policy is. Mr. Garcia stated that a similar request was made of Tri-Rail recently.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy stated that Dump the Pump had a very good response with close to one thousand respondents on the website to take the pledge to ride mass transit on that day.
- Mr. Garcia stated that he was in recent contact with Sabrina Glenn regarding banners to be placed at the train stations. These banners would promote the Emergency Ride Home Program.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that the SFRTA is in the process of approving the marketing plan for fiscal year 2013/2014.
- Outreach efforts are being stepped up in order to increase ridership. Mr. Garcia stated that the other agencies may be asked to take part in events. The largest part of the effort will be to sign up as many additional companies to the Employer Discount Program.
- The 10-year anniversary of the SFRTA is being commemorated by mentions of struggles and accomplishments in the upcoming OnBoard newsletter.
- A new page on Tri-Rail's website will feature specific airport information/ connections. Ms. Girard was assured that Palm Tran's Planes to Trains service to PBIA, is included in the information.
- Mr. Garcia stated that the final deadline for entries for the FPTA Awards is August 30, so he suggested that people are on the lookout for their invitation from the FPTA to partake.

ADJOURNMENT

The next meeting will be an in-person meeting on August 21, 2013 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:45 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
AUGUST 21, 2013

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE INTEROPERABILITY

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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
AUGUST 21, 2013

INFORMATION ITEM REPORT

Information Item Presentation

SFRTA MARKETING PLAN – FISCAL YEAR 2013 - 2014

SUMMARY EXPLANATION AND BACKGROUND:

Summary of the SFRTA's first three marketing campaigns for FY 2013/2014.

EXHIBITS ATTACHED: N/A