



Marketing Committee Meeting

REGULAR MEETING AGENDA

JULY 24, 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 July 24, 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 June 19, 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.
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INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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II. 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 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 JUNE 19, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, June 19, 2013, at the SFRTA's Administrative Offices, 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 (alternate voting member)
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Robyn Hankerson, Bitner Goodman
Suzell Hopman, South Florida Commuter Services
Steve Rosenberg, SFRTA/Tri-Rail
Doris Williams, Broward County Transit (alternate voting member)

CALL TO ORDER

The Chair was detained en route to the meeting so the Vice Chair called the meeting to order at 2:16 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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

D1. Dump the Pump

- Mr. Garcia stated the SFRTA’s IT Department will shortly send out an email blast on behalf the RTA. The website has been updated to include the Dump the Pump logo with a link to the South Florida Commuter Services (SFCS) website.
- Ms. Finke stated that Palm Tran has run an advertisement in the Palm Beach Post which includes the member agencies’ logos.
- Ms. Hopman stated that about 400 pledges (to use public transit, rather than drive on this day) have already been received by SFCS.
- Mr. Garcia stated that the SFRTA newsletter was released earlier this week. It contained a Dump the Pump article.
- Ms. Williams stated that BCT has issued a press release, created an e-newswire announcement, did a posting on Facebook, and has asked Broward County to send the announcement to its contact email lists.
- Ms. Ferradaz stated that MDT has Dump the Pump on its website, Miami-Dade County has been made aware, and a press release is in the works.
- Mr. Garcia stated that Dunkin’ Donuts will be at the Deerfield Beach Station to allow the public to sample their products in the afternoon. Prior to such an undertaking, the SFRTA requires a certificate of liability showing that the entity carries \$1 million dollars in coverage. He further stated that SFRTA’s safety and security administrators are always involved in this process.

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 22, 2013

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

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.

R1. MOTION TO ELECT: SFRTA Marketing Committee Chair and Vice-Chair for the Fiscal Year 2013-2014.

- Ms. Crichton expressed her interest in serving as Chair for a consecutive term.
- Mr. Garcia nominated Ms. Crichton as Chair for a second term. Ms. Finke seconded the motion. Ms. Crichton was unanimously elected to serve as Chair for Fiscal Year 2013 – 2014.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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I1 – INFORMATION ITEM: Regional Fare Card
No further updates.

REPORTS

Action not required, provided for information purposes only.
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None.

OTHER BUSINESS

None.

AGENCY REPORTS

BITNER GOODMAN

No comments.

BROWARD MPO

No representative at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Williams asked whether Committee members received the press release about “Keep Your Bus on Time” campaign and said she would resend it for those who didn’t receive it. The campaign is geared toward operations and on-time performance. She stated that as illustrated in complaints, some passenger feedback indicates that some people did not understand that BCT was not pointing a finger at them, but used animation to reiterate the safety rules and regulations for taking transit. Some of the items addressed were: exit from the rear; have the exact change; board quickly, keep the aisles clear. The union was very supportive of the campaign. She also stated that these directives needed translation because of their idiomatic quality.
- Ms. Williams stated that with summer arriving, BCT is really promoting the Transit Arts Guide with the Broward County Cultural Division.
- Ms. Williams stated that Phyllis Berry, BCT’s Director of Marketing, is retiring as of July 31, 2013.

FLORIDA DEPARTMENT OF TRANSPORTATION

No comments by alternate Suzell Hopman.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT has radio trades available in Spanish-language radio and is making it available to the Committee for a joint message.
- Ms. Williams suggested that MDT and BCT mount a joint promotion at the points where MDT and BCT meet up, like Brickell and Government Center stations. The only expense would be for printing of the advertising media.

- Ms. Ferradaz handed out three different versions of the regional map MDT has been working one. She explained that the colors will be enhanced. The Committee proceeded to review locations, make commentary and helped edit where necessary. Mr. Rosenberg suggested including hospitals. Ms. Crichton reiterated from the prior meeting, that the only destinations that would be featured on this regional map are landmarks that meet the criteria of using **Tri-Rail and only one bus** to get to that site. Ms. Crichton is hoping for the end of June as a completion time.
- A minor lineup change is coming up on June 23rd and then another one in November, which will be slightly larger and will effect more routes, but needs the Commission's vote.

PALM TRAN

- Ms. Finke stated that a fare increase was presented to the Board of Palm Beach County Commissioners at last month's meeting. A public hearing has been proposed to take place on August 13, 2013. Some route changes and grants were also proposed. Particular hardship would be realized by lower income people.
- Ms. Finke is working toward enhancing Palm Tran's website to make it more user-friendly, but is finding it difficult due to budgetary constraints.
- The IGo Campaign is being worked on in partnership with SFCS for presentation to all universities in August or September.
- Ms. Finke stated that Palm Tran still has money available from a print trade through LaMar, so if the agencies could arrive at a message they would like to impart, some of the funds can be used toward that end.

SOUTH FLORIDA COMMUTER SERVICES

No updates.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that SFRTA's marketing contract was just renewed with Bitner Goodman for a period of 5 years.
- Tri-Rail plans to do its usual winter airport advertising reminding people to use the train.
- In January 2014, Tri-Rail will celebrate its 25th anniversary, probably with more than one day of celebration. A luncheon may be planned
- The MIC (Miami Intermodal Center) opening will probably take place at the end of 2013 or very early in 2014 after a Certificate of Occupancy is issued and service can actually begin.
- Consideration is being given to revamp the SFRTA website.

ADJOURNMENT

The next meeting will be a conference call meeting on July 17, 2013 at SFRTA's headquarters if it is decided to hold a July meeting.

There being no further business, the meeting adjourned at 3:22 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JULY 24, 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