



Marketing Committee Meeting

REGULAR MEETING AGENDA

JUNE 19, 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 June 19, 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

D1. 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 22, 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.
--

R8. MOTION TO ELECT: SFRTA RTA Marketing Committee Chair and Vice-Chair for the Fiscal Year 2013-2014.

INFORMATION / PRESENTATION ITEMS

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

II. 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 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 MAY 22, 2013

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, May 22, 2013, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Robyn Chiarelli, Florida Department of Transportation
Lili Finke, Palm Tran

COMMITTEE MEMBERS NOT PRESENT

Phyllis Berry, Broward County Transit
Bobbie Crichton, (Chair) Miami-Dade Transit
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)
Paula Girard, Palm Tran (alternate voting member)
Robyn Hankerson, Bitner Goodman
Suzell Bogel-Hopman, South Florida Commuter Services
Julio Rey, Miami-Dade Transit
Steve Rosenberg, SFRTA/Tri-Rail
Doris Williams, Broward County Transit (alternate voting member)

CALL TO ORDER

With the absence of the Chair, Mr. Garcia called the meeting to order at 2:15 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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 that per last month’s meeting, the member agencies were going to determine what their levels of participation were going to be on Dump the Pump day, June 20th, and report back at this meeting.
 - Mr. Garcia stated Ms. Crichton advised him that MDT’s involvement would be the same as last year, a prize of a Regional Monthly Pass. Each agency is willing to contribute a comparable fare media.
 - Ms. Finke stated that Palm Tran could contribute a Palm Beach Post trade ad in which each agency could display its logo.
 - Ms. Hankerson stated that last year’s participation involved free passes from each of the agencies, e-mail blasts, press releases, and the public was directed to SFCS’s website to register to win one of the passes.
 - Mr. Garcia stated that he is awaiting directive coordination from SFCS.

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 April 17, 2013

Ms. Chiarelli 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.

I1– INFORMATION ITEM: Smart Phone App

- Ms. Chiarelli stated that “Smart Phone App” could be removed as a standing Agenda item.
- SFCS was funded specifically to create a pilot smart phone app for BCT’s express routes.
- BCT is now working on the CAD AVL System and will include a smart phone app. BCT’s IT staff determined that the equipment currently in use is not compatible with offering the smart phone app at this time. This results in \$40,000 available for other use.

- Mr. Garcia asked whether any consideration was given to creating an app that could be used for people to register for vouchers such as the Emergency Ride Home. Ms. Bogel-Hopman stated that this idea has not been broached, and Ms. Chiarelli stated that it is worthy of consideration. Ms. Chiarelli stated she would discuss this with her director.

I2 – INFORMATION ITEM: Regional Fare Card

- Significant marketing funds will be needed for this initiative and unless there are other uses to be considered, Ms. Chiarelli stated that she would like to earmark this money for the Regional Fare Card.
- Ms. Chiarelli stated that the members of this Committee can expect an increase in correspondence relative to this project. She stated that the important factor is that the agencies present are communicating. There was a meeting on May 7th at which representatives from each transit agency and Broward and Palm Beach MPOs, were present, with the hope that Miami-Dade MPO will join in as well in the near future. It was decided to move forward with a pilot project which includes testing out Palm Tran and BCT implementing the capability of reading the MDT/SFRTA EASY Card as well as the ability to use a cell phone to purchase and validate tickets. There is a long process ahead to get the counties and agencies onboard and the agreements necessary toward that end.
- Ms. Chiarelli stated that she would avail the Committee of a contact list of people involved in this project.

I3 – INFORMATION ITEM: Tri-County Map Project

- Mr. Rey was introduced to the Committee by Ms. Ferradaz and stated that he would be conducting this presentation. As a project background, she stated that this map will be tailored to the needs of visitors and the criteria for inclusion of points of interest, is that the location can be reached by use of one bus only from Tri-Rail or Metrorail. At this point, visitors are the main focus, but in the future, a version may be created for the daily commuter as well. Eventually, this map will be online, but currently it is in paper form.
- Mr. Rey displayed printouts showing the north-south orientation of the map and stated that in addition to this being a brochure; it can be displayed on walls at facilities. He continued by stating that Tri-Rail is the backbone of the system and everything else branches out from Tri-Rail. He explained that the sample is a work-in-progress and that he planned to more clearly delineate points of interest.
- Mr. Rey stated that these brochures would be distributed at points where tourists arrive, as well as online. Ms. Girard stated that she envisions this as a handout at employer events.
- Mr. Garcia asked whether incorporating the three systems' maps into one would be the ideal. Ms. Girard stated that she felt that would be difficult but by choosing the top 5 or 10 routes from each system, may be worthwhile. In addition to suggesting that passengers contact customer service departments for more information, it was agreed that supplementary collaterals would be helpful or necessary to complete the travel plans.
- Ms. Finke asked Mr. Rey if he could mail hard copies of these maps to the Committee members since there may be issues in trying to open so large a file. He agreed.
- Mr. Garcia stated that he felt it is not necessary to create a commuter version of this map since employees generally know their travel options already. He further said that one map could work for both types of riders.
- Ms. Williams stated her concern that this map was east-oriented and didn't feature areas west of 441 and/or the Turnpike.

- Ms. Finke stated her preference to keep the map color-simple and not complicate it with lots of colors.
- Ms. Williams stated that BCT uses a key on its map, using the ABC's and 123's to locate a site on their map grid, so instead of actually stating in verbiage what is at a specific site, it would be coded, i.e., A1, which would be listed on an overall destination list.
- Ms. Chiarelli asked whether the Committee liked the idea of a specialized map just to show the express buses – collateral that could be displayed at employer/employee events and at fairs.
- It was pointed out that rather than feature a neighborhood by name, the map should only reflect sites of interest to someone who is not familiar with the area.
- Mr. Rey stated that he will speak with Ms. Crichton about emailing these documents to the members of this Committee so that they could further analyze and make recommendations. It was suggested that Mr. Rey get email addresses from Ms. Crichton, who knows who the usual attendees are.
- It is hoped that the final draft will be ready for the Committee for the June 19th Meeting.

REPORTS
Action not required, provided for information purposes only.

None.

OTHER BUSINESS

None.

AGENCY REPORTS

BITNER GOODMAN

BROWARD MPO

BROWARD COUNTY TRANSIT

- Ms. Williams stated that BCT has some route changes beginning on Sunday, involving more service to the I-95 and I-595 routes. Route 18 will split at Turtle Creek and Sandlefoot Boulevard. Ms. Williams acknowledged the help from Palm Tran with signage featuring the connection between BCT and Palm Tran.
- A campaign will begin next week to illustrate via cartoon images how passengers could help BCT to keep the buses running on schedule. This will begin after the pick next week. Some of the issues that will be addressed are: stand behind the line, have your exact fare, cross at the crosswalk, move to the back of the bus when boarding, do not walk in front or behind the bus, and many other scenarios. In this multi-media campaign, a serious message is being imparted but in a fun attention-getting way. Ms. Finke suggested a message being placed on the printed fare media. The bus operators will be made aware of the campaign and report back the results as noted by passenger compliance.

FLORIDA DEPARTMENT OF TRANSPORTATION

No updates.

MIAMI-DADE TRANSIT

- Ms. Ferradaz stated that on June 6th, MDT is hosting the Transportation Summit at the Wolfson Campus of Miami-Dade College.
- She further stated that she has been working with Ms. Berry regarding advising her of any big event so that BCT would be aware of possible route deviations. Mr. Garcia asked that he be advised also.
- Service adjustments will take place in June with significant changes.

PALM TRAN

- Ms. Finke stated that an effort has been underway for a few months, to make Route 1 run more smoothly. At first, a survey was taken to Palm Beach Gardens. Route 1 Limited Express is now called The Bolt and it really hasn't been fully marketed yet. It seems to be gaining momentum.
- Ms. Finke stated that Ms. Girard was contacted by the Sheriff's office to partner with Palm Tran for terrorism vigilance. Palm Tran personnel will meet with him next week. He is very familiar with Transit Watch.
- Ms. Finke asked how the other agencies handle bathroom breaks for their operators. Ms. Williams stated that the allowance is at recovery time at the end of the route. Ms. Finke stated that Palm Tran has been working very closely with the union regarding Route 1 to come to a solution, due to the length of the bus ride. Mr. Rey stated that MDT has breaks at the end of the route.

SOUTH FLORIDA COMMUTER SERVICES

No updates.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia commented on a follow-up to last month's meeting regarding baby stroller safety. Luckily, Tri-Rail has not had any such incident so it is felt the warning announcements and signage to stay behind the yellow line, are working.
- The Senior Idol competition took place on May 11th with attendance at about 1,000 people. Bus connections took people from the Pompano Beach Station to the Seminole Casino in Coconut Creek.
- Mr. Garcia stated that last weekend the Ride and Play promotion took place to help promote the additional weekend service. Five media outlets rode the train to specific places. Ridership was very good. Ms. Hankerson rode the train and noted that many people were taking the train to Bayside Marketplace via Metrorail connections. Connections to MDT when a large number of people are travelling to the same destination may warrant reconsideration of a method to make the transition to Metrorail, easier in order to avoid a bottleneck situation.
- SFRTA's new marketing contract begins on July 1st so any new events will be reported after that date.

ADJOURNMENT

The next meeting will be an in-person meeting on June 19, 2013 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 3:24 pm.

Tracking No. 06221301

AGENDA ITEM NO. R1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE
MEETING: JUNE 19, 2013

AGENDA ITEM REPORT

Consent Regular Public Hearing

ELECTION OF RTA MARKETING COMMITTEE CHAIR AND VICE-CHAIR
FOR FISCAL YEAR 2014

REQUESTED ACTION:

MOTION TO ELECT: RTA Marketing Committee Chair and Vice-Chair for Fiscal Year 2014.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JUNE 19, 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