



Marketing Committee Meeting

REGULAR MEETING AGENDA

MAY 21, 2014

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
MAY 21, 2014

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.

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 16, 2014

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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- I1. REGIONAL FARE INTEROPERABILITY
- I2. SOUTH FLORIDA REGIONAL TRANSIT MAP
- I3. DUMP THE PUMP
- I4. COMMITTEE ELECTIONS

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.

AGENDA ITEM NO. C1

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING OF APRIL 16, 2014

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, April 16, 2014, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit

COMMITTEE MEMBERS NOT PRESENT

Robyn Chiarelli, Florida Department of Transportation

Lili Finke, Palm Tran

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

Doris Williams, (interim primary member) Broward County Transit

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)

Paula Girard, Palm Tran (alternate voting member)

Suzell Hopman, South Florida Commuter Services (alternate voting member for FDOT)

Steve Rosenberg, SFRTA/Tri-Rail

CALL TO ORDER

The Chair called the meeting to order at 2:03 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

The Chair moved the discussion 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.
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C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of March 26, 2014

Ms. Crichton moved for approval of the Minutes of the March 26, 2013 Meeting. The motion was seconded by Ms. Girard.

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 discussion 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.
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None.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

No comments

I2 – INFORMATION ITEM: SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Crichton stated that the South Florida Regional Transit Map has gone to print with the initial printing to consist of 6,000 copies.

REPORTS

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

OTHER BUSINESS

AGENCY REPORTS

BITNER GOODMAN

No representation at this meeting.

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Hopman stated that she was present at an FIU Transit Day to encourage employees to use transit to and from work. It was in partnership with MDT and the Miami Heat. The “Heat” featured entertainment. The event was considered to be successful as of the 110 employees who attended, 30 used transit on that day. An email blast got the word out.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT is preparing for its 30th anniversary. There will be some activities at Government Center for passengers and at the Metrorail Lehman Center, for employees. Some free transit passes will be given away.
- MDT will be participating in a countywide event called Bonanza.
- MDT will be participating in the Clean Air event.
- In September, a Central Control ribbon-cutting will take place to celebrate the opening of a new facility from where the Metrorail and Metromover are controlled.
- The online store is going pretty slowly but well.
- MDT is working with City Center which is being built on Brickell Avenue. The objective is to renovate the Metrorail Station at 8th Street by removing the old station’s roof and incorporating it into the design of the new building.
- The CAD AVL project is going along well.
- A “Heat” event took place on March 15th at the Dadeland North Metrorail Station. The team rode the train.

PALM TRAN

- Ms. Girard stated that an updated Rider’s Guide is presently being printed and includes Route 42 and the Palm Beach Outlet Mall.
- An RFP as well as an RFP Workshop are in-the-works for the Palm Tran Connection.
- A meeting will take place tomorrow with Palm Beach Broadcasting involving advertising on four stations via media trade through Lamar Advertising.

SOUTH FLORIDA COMMUTER SERVICES

No comments

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Ft. Lauderdale instituted a new shuttle bus out of the Cypress Creek Tri-Rail Station called the Uptown Link which will run during lunch hours to restaurants in its effort to promote the area. Boca Raton has something similar.
- Mr. Garcia stated that work is underway on the online renewal modules for the discount programs. The renewals will start with students and then open to other card types. Once scanning and uploading of documents takes place, the application will be reviewed for validity before issuing an EASY Card encoded with discounted fare allowance. This will eliminate the need to go to a train station with a station agent on duty.
- The VA Disabilities card is almost ready for the publics’ use for free Tri-Rail passage. A name for the card is yet to be chosen.

- The next newsletter will have an ad for APTA's new marketing campaign. APTA is requesting that each agency is uniform in its message.

ADJOURNMENT

The next meeting will take place on May 21, 2014 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:20 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 21, 2014

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Update on Ms. Chiarelli's coordination of task force to continue the pursuit of a statewide transit fare management that is compatible with all agencies.

EXHIBITS ATTACHED: N/A

Tracking No. 05211402

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 21, 2014

INFORMATION ITEM REPORT

Information Item Presentation

SOUTH FLORIDA REGIONAL TRANSIT MAP

SUMMARY EXPLANATION AND BACKGROUND:

Discuss further input from each agency on the regional map being produced by MDT Marketing.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 21, 2014

INFORMATION ITEM REPORT

Information Item Presentation

DUMP THE PUMP

SUMMARY EXPLANATION AND BACKGROUND:

APTA's 9th Annual National "Dump the Pump Day" is June 19, 2014. In light of the recent increase in gas prices, the Committee will contemplate rejoining efforts to promote public transportation.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 21, 2014

INFORMATION ITEM REPORT

Information Item Presentation

COMMITTEE ELECTIONS

SUMMARY EXPLANATION AND BACKGROUND:

Committee voting members are asked to attend the June meeting in person, in order to elect the SFRTA Marketing Committee Chair for Fiscal Year 2014-2015, starting July 1, 2014.

EXHIBITS ATTACHED: N/A