



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**NOVEMBER 19, 2014**

**2:00 p.m.**

**South Florida Regional Transportation Authority**

**800 NW 33<sup>rd</sup> Street**

**Conference Room 101**

**Pompano Beach, Florida 33064**

*[www.sfrta.fl.gov](http://www.sfrta.fl.gov)*

RTA MARKETING MEETINGS ARE SCHEDULED BI-MONTHLY (ON ODD-NUMBERED MONTHS) 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**

Bobbie Crichton, Miami-Dade Transit (MDT)

Paula Girard, Palm Tran

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

Jordan Rockwell, Florida Department of Transportation (FDOT)

Mary Shaffer, Broward County Transit (BCT)

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**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.**

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**MARKETING COMMITTEE MEETING**  
**NOVEMBER 19, 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 33<sup>rd</sup> 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.

<b>CONSENT AGENDA</b>
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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 September 17, 2014

<b>REGULAR AGENDA</b>
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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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<b>INFORMATION / DISCUSSION ITEMS</b>
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Action not required, provided for information purposes only.
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II. REGIONAL FARE INTEROPERABILITY

<b>MONTHLY REPORTS</b>
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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 33<sup>rd</sup> 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 SEPTEMBER 17, 2014

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, September 17, 2014, at the SFRTA's Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

Bobbie Crichton, (Chair) Miami-Dade Transit  
Paula Girard, Palm Tran

**COMMITTEE MEMBERS NOT PRESENT**

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail  
Doris Williams, Broward County Transit  
Jordan Rockwell, Florida Department of Transportation

**ALSO PRESENT**

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)  
Suzell Hopman, South Florida Commuter Services  
Sabrina Kirkpatrick, South Florida Commuter Services  
Steve Rosenberg, SFRTA/Tri-Rail  
Jim Udvardy, South Florida Commuter Services (alternate voting member for FDOT)

**CALL TO ORDER**

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

### **C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of July 17, 2014**

Ms. Crichton moved for approval of the Minutes of the July 17, 2013 Meeting. 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 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.

## **INFORMATION / PRESENTATION ITEMS**

Action not required, provided for information purposes only.

### **I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY**

- Mr. Udvardy stated that Mr. Rockwell's conflict in attending this meeting was due to his attending a Fare Interoperability Meeting presently and should be able to update this Committee at the next meeting.

### **I2 – INFORMATION ITEM: TRI-RAIL SERVICE CONNECTED CARD**

- Mr. Garcia stated that this item is in regard to Tri-Rail's new Service Connected pass which is a result of SFRTA's Governing Board's decision to grant veterans with disabilities, free travel on Tri-Rail for life, after supplying documentation to support their status.
- Travel is good on any day, on any train, but the passenger is required to tap on and tap off as with any other EASY Card. The same rules apply for transfer to MDT and well as BCT and Palm Tran as for any rider. The passenger would have to load cash onto the card to pay for transfers to the other systems.
- To receive this pass, the veteran's application can be processed at any station at which an agent is on duty. A few organizations have already spread the word after SFRTA initiated a press release and some veterans are already registering.

### **I3 – DISCOUNT EASY CARD REQUEST AND RENEWAL**

- Mr. Garcia stated that the Discount EASY Card Request and Renewal was created for the convenience of passengers (veteran's with disabilities and other Easy Card users who travel on various discounted fares) who are able to process their requests online via uploading a

photo and necessary documentation. This is a great boon for students so that they don't have to personally visit a station agent.

<b>REPORTS</b>
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Action not required, provided for information purposes only.
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None.

**OTHER BUSINESS**

**AGENCY REPORTS**

**BROWARD MPO**

No representation at this meeting.

**BROWARD COUNTY TRANSIT**

No representation at this meeting

- Mr. Udvardy advised that on October 13, BCT's 595 Express Bus from western Broward County to the Civic Center and to downtown Miami, will now have a stop at the campuses in Davie to support those colleges. There is now a bus stop across from the pyramid (cemetery) at the Davie Road Extension in Davie, so people will be able to park their cars and ride the Express Bus to the Civic Center.

**FLORIDA DEPARTMENT OF TRANSPORTATION**

No comments.

**MIAMI-DADE TRANSIT**

- Ms. Crichton stated that MDT is working with Clever Devices for its CAD/AVL devices and is coming along really well.
- EASY Tickets are being discontinued to the general public but will continue to be sold in bulk for special events.
- MDT will take part in the Book Fair again this year. Ms. Crichton invited the member agencies to share the booth. Mr. Garcia stated that there will be a common area for information from organizations that do not have booths.

**PALM TRAN**

- Ms. Girard stated that there have been many organizational changes at Palm Tran. Ms. Finke is now responsible for Training, Organizational Development and the Customer Relations Department. Ms. Girard stated that she is in charge of Marketing and works with two colleagues, RoseAnn Labella-Voils and Steve Quismundo as well as two interns. Steve will do GIF work and website design. Much work will be outsourced.
- iGo 2.0 is a main focus.
- A new app with on-demand texting has been introduced. Rack cards give a step-by-step approach to using the app.

- A soft launch of iGo 2.0 has taken place, mainly because it is not on Palm Tran's website yet.
- New guide books are at the printer and will be available at the end of September. October's bid will change seven routes.
- The Electronics Way location will close to the public on January 1. The Intermodal Center will be the location for ticket purchases.

### **SOUTH FLORIDA COMMUTER SERVICES**

No comments.

### **SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL**

- Mr. Garcia stated that tomorrow the judging will be held for the FPTA awards. He acknowledged that he received the entries for all of the agencies present.
- Tri-Rail shuttle bus brochures are available should anyone need a supply.
- Long Range Transportation Plans for each agency may be used in the next newsletter.
- Mr. Garcia suggested a future group outing to the Miami Intermodal Center.

### **ADJOURNMENT**

The next meeting will take place on November 19, 2014 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:37 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
NOVEMBER 19, 2014

INFORMATION ITEM REPORT

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Information Item  Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Update on the pursuit of a statewide transit fare management that is compatible with all agencies.

EXHIBITS ATTACHED: N/A