



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

**JANUARY 15, 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 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

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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**  
**January 15, 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.

**DISCUSSION**

<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 December 18, 2013

<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 / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. SOUTH FLORIDA REGIONAL TRANSIT MAP

<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.

**MINUTES**  
**SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY**  
**RTA MARKETING COMMITTEE MEETING OF DECEMBER 18, 2013**

The RTA Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, December 18, 2013, 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  
Robyn Chiarelli, Florida Department of Transportation  
Doris Williams, (interim primary member) Broward County Transit

**COMMITTEE MEMBERS NOT PRESENT**

Lili Finke, Palm Tran  
Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

**ALSO PRESENT**

Irene Ferradaz, Miami-Dade Transit  
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)  
Paula Girard, Palm Tran  
Suzell Hopman, South Florida Commuter Services  
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. Girard 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 November 14, 2013

**Ms. Crichton moved for approval of the Minutes of the November 14, 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.

None

## INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1 – INFORMATION ITEM: REGIONAL FARE INTEROPERABILITY

- Ms. Chiarelli reported that there have been no major changes to the reporting to the Committee at the meeting of November 14, that an Interlocal Agreement is now in the review phase, by the respective legal parties for each of the agencies involved.

I2 – INFORMATION ITEM SOUTH FLORIDA REGIONAL TRANSIT MAP

- Ms. Ferradaz stated that she will report back to the Committee with an update on the system map in early January 2014.
- Ms. Girard asked that Ms. Ferradaz clarify in an email what is needed from each agency.

## REPORTS

Action not required, provided for information purposes only.

None.

OTHER BUSINESS

## AGENCY REPORTS

### BITNER GOODMAN

No representation at this meeting.

### BROWARD MPO

No representation at this meeting.

### BROWARD COUNTY TRANSIT

- Ms. Williams stated that she is preparing communications to announce that the 95 Express Bus will be leaving from a new terminus, in Pembroke Pines (at the North Perry Airport at University Drive and Pembroke Road), rather than the old site in Miramar, as BCT must vacate by January 31.
- The CAD AVL system is nearing the negotiations stage.

### FLORIDA DEPARTMENT OF TRANSPORTATION

- Ms. Chiarelli stated that she is attending a meeting tomorrow at SFRTA regarding the North Perry Airport.

### MIAMI-DADE TRANSIT

- Ms. Ferradaz stated that the regional system map project continues to be a high priority.
- MDT is doing a lot of Twitter and Facebook, with 207 Twitter followers at this time. It is an excellent way to get information out quickly about route detours and service delays.
- The Museum Park Station is now open. It used to be known as the Bicentennial Station.

### PALM TRAN

- Ms. Girard stated that a trade with the Palm Beach Post was just finished. Another trade will begin in 2014.
- A radio trade meeting has been set up for next month.
- The Palm Tran Connection office is moving on December 28 to the Palm Beach County Building and will be open to the public on December 30.
- A new guide book will be available in May 2014.
- iGo is being promoted by South Florida Commuter Services to promote online trip planning.
- Palm Tran's Facebook page will have a feature contest called Transit Trivia Tuesday in February.
- Palm Tran will once again wrap a bus for the Komen "Race for the Cure" which will take place on January 25. The bus unveiling will take place at Good Samaritan Medical Center on January 7. The wrap will stay up for 16 weeks.

### SOUTH FLORIDA COMMUTER SERVICES

No comments

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

- Ms. Garcia stated that the second to last Dolphins game took place last weekend. Each game saw an increase in ridership over the prior game.
- A small safety campaign will take place for the holidays of which the focus will be preventing theft.

- Tri-Rail's 25<sup>th</sup> Anniversary will take place on January 9 with three weeks of events. On that day, every Tri-Rail station will have employees handing out contest entry forms for various prizes, as well as a souvenir item. On January 17, a celebratory luncheon will take place at the Westin Hotel Cypress Creek and on January 25, Tri-Rail's yearly signature event, Rail Fun Day, will take place at the Ft. Lauderdale Airport Station. On that day, among other features, the Kids Got Talent contest will take place as a sing-off for the best of twelve pre-selected entrants who will vie for a \$500 prize.

### ADJOURNMENT

The next meeting will take place on January 15, 2014 at SFRTA's headquarters.

There being no further business, the meeting adjourned at 2:42 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
JANUARY 15, 2014

INFORMATION ITEM REPORT

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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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
JANUARY 15, 2014

INFORMATION ITEM REPORT

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Information Item  Presentation

SOUTH FLORIDA REGIONAL TRANSIT MAP

SUMMARY EXPLANATION AND BACKGROUND:

Review changes and discuss further input from each agency on the regional map being produced by MDT Marketing.

EXHIBITS ATTACHED: N/A