



Marketing Committee Meeting

REGULAR MEETING AGENDA

JANUARY 21, 2015

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 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)

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
JANUARY 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 November 19, 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 / DISCUSSION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. STAND UP 4 TRANSPORTATION DAY
- I3. COMMITTEE CHAIR FOR FISCAL YEAR 2015/2016

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 NOVEMBER 19, 2014

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, November 19, 2014, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, (Chair) Miami-Dade Transit
Paula Girard, Palm Tran
Jordan Rockwell, Florida Department of Transportation

COMMITTEE MEMBERS NOT PRESENT

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail
Doris Williams, Broward County Transit

ALSO PRESENT

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Suzell Hopman, 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 2:08 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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 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.
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INFORMATION / PRESENTATION ITEMS

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

- Mr. Rockwell was introduced to the group and explained that he has been involved in this effort since joining FDOT.
- A joint Palm Tran/BCT RFP has been issued.
- The project is on schedule for pilot implementation in mid-2015 as well as a 2015 year-end EASY Card reader implementation. Mobile ticketing will take place in 2016.

REPORTS

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

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Jordan stated that new express bus routes are being planned along I-75 with an undecided termination point at this time. The MIC is a consideration. Opening of new lanes will take place in 2018.
- Phase 3 express bus routes along I-95 to Palm Beach County, will take place in 2019.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT will be present at the Miami Book Fair International and offered to display any materials the other agencies would like to provide.
- CAD AVL project is progressing with the end result being real time throughout the transit system
- Finalizing the phasing-out of EASY Cards which will not be available to the general public but will only be sold in bulk for special events. The public will be made aware of this change.
- MDT met yesterday with the University of Miami to discuss the fatalities that are occurring at a crossing at US1 at a Metrorail Station, which will have a pedestrian bridge.

PALM TRAN

- Ms. Girard stated that marketing efforts are going well.
- There are 2 new interns with an expected 2 or 3 new interns in January.
- Working on getting a trespass ordinance passed. It has gone before the Board. A few more details need to be worked out before trespass warnings will be issued. A marketing campaign will take place for public awareness.
- This year's pink bus will probably have a superhero theme. Meeting with Komen to confirm plans.
- The transit advertising RFP is being reviewed by Purchasing with the hopes it will be released next month. The contract with LaMar goes through July so a quick RFP release will allow for transition time if there is to be a vendor change.
- Some small campaigns are ongoing, one being an informational campaign to make the public aware that the Electronics Way Sales Office will cease on December 31st and passengers would have to make purchases at the Intermodal Transit Center or at Connections.
- A new "lost and found" phone number has been launched with a campaign to inform the public.
- Mr. Garcia asked whether the trespass ordinance will address the issue of homeless people riding on buses. Ms. Girard stated that policy dictates action, so if a homeless person pays to ride the bus and gets off at the end of the route, there is no policy infraction. Drivers will ensure that all passengers exit the bus at the end of the route.
- Mr. Garcia stated that next year's APTA meeting will be held in West Palm Beach. APTA is interested in knowing which agencies want to do presentations. He further stated that efforts need to be coordinated regarding staffing and any form of support for the conference and suggested a separate meeting because the event is in late February and if we wait until the January RTA Meeting to discuss, there may not be enough time to coordinate the efforts. Obviously, Palm Tran will be featured since the conference will take place in West Palm Beach. Ms. Girard stated that Rose Ann Voils will be the point of contact for Palm Tran. Bonnie Arnold, as PIO for SFRTA/Tri-Rail is involved in this effort as well.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy stated that SFCS attended “Be Alert Today, Alive Tomorrow” an event at Oakland Park Boulevard and SR7 at which an awareness of pedestrian and transit safety was the featured issue. About 300 people attended. SFCS, BCT, BSO Broward MPO and the City of Lauderdale Lakes were represented at this event.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that in addition to the APTA mention (under Palm Tran, above), the FPTA Awards were given out and he congratulated the recipients for their well-received efforts, noting that the South Florida agencies all received awards. He was again asked to chair the FPTA Marketing Committee, which he accepted and which makes it easier for the South Florida agencies to submit award entries through him, rather than forward them to Tallahassee.
- The SFRTA is participating as a partnering sponsor of the Miami International Book Fair and will have a made-over mascot, Conductor George. For our part in promoting the event, the SFRTA can promote at the sponsor table at the Fair.
- On December 13, the annual South Florida Kids Got Talent auditions will take place in SFRTA’s board room which will culminate in 10 selected singers to compete in the Rail Fun Day competition on January 24. Broward County Transit and South Florida Commuter Services are offered a booth if they are interested in attending to promote family outreach events.
- The Service Connected Pass (for disabled American veterans) seems to be successful with 209 people signing up through October.
- An additional order was placed for the Shuttle Bus brochure and is available to the member agencies. This brochure shows the Tri-Rail map and the county bus routes of each agency that complement Tri-Rail. Ms. Crichton asked if these brochures could be made available for the Book Fair.

ADJOURNMENT

The next meeting will take place on January 21, 2015 at SFRTA’s headquarters. There being no further business, the meeting adjourned at 2:40 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 21, 2015

INFORMATION ITEM REPORT

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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 21, 2015

INFORMATION ITEM REPORT

Information Item Presentation

STAND UP 4 TRANSPORTATION DAY

SUMMARY EXPLANATION AND BACKGROUND:

Discuss opportunities to coordinate support of APTA's recent calling for marketing members to take the lead in organizing and conducting local events on Thursday, April 9, 2015.

EXHIBITS ATTACHED: N/A

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 21, 2015

INFORMATION ITEM REPORT

Information Item Presentation

COMMITTEE CHAIR FOR FISCAL YEAR 2015/2016

SUMMARY EXPLANATION AND BACKGROUND:

With new voting members joining the committee this past year, thoughts on nominations for next year's chair to be considered.

EXHIBITS ATTACHED: N/A