



Marketing Committee Meeting

REGULAR MEETING AGENDA

November 18, 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
NOVEMBER 18, 2015

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 September 16, 2015

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 / DISCUSSION ITEMS

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

II. REGIONAL FARE INTEROPERABILITY

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.

AGENDA ITEM NO. C1

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING OF SEPTEMBER 16, 2015

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, September 16, 2015, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

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

COMMITTEE MEMBERS NOT PRESENT

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

ALSO PRESENT

Suzell Hopman, South Florida Commuter Services
Ana Bravo, Broward County Transit
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)
Steve Rosenberg, SFRTA/Tri-Rail

CALL TO ORDER

With a quorum in attendance and awaiting the Chair calling in, Mr. Garcia called the meeting to order at 2:09 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.

C1 – MOTION TO APPROVE: Minutes of Marketing Committee Meeting of July 15, 2015.

Mr. Rockwell moved for approval of the Minutes of the May 20, 2015 Meeting. The motion was seconded by Ms. Hopman.

The Chair called for any discussions and/or opposition to the motion. Ms. Silverstein stated that an addition should be made to the Minutes which states that Broward County Transit contributed to “Dump the Pump” by including a free monthly pass in the giveaway promotion.

Upon hearing no further comments, 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. Rockwell stated that he was unable to contact Curt Johnson for an update, but was aware that there was a good response for the Request For Information. Hopefully a consultant will be selected.

REPORTS

Action not required, provided for information purposes only.

None.

OTHER BUSINESS

AGENCY REPORTS

BROWARD MPO

No representation at this meeting.

BROWARD COUNTY TRANSIT

- Ms. Bravo stated that BCT is working on the unveiling of the Inside Out/Broward 100 Photo project wrapped bus. It will feature a bus wrapped with the photos of smiling customers as part of the Inside/Out project in which Broward County residents' faces are posted on city buildings. BCT will have the faces posted on a bus, like a moving billboard. An unveiling event with media and customers with red carpet theme being planned for September 29.
- Fare increases to be announced October 1 via social media, press releases, terminal and buses signage.
- Many service changes to be effective October 11 will be communicated via social media, transit flash, press releases, terminal and buses signage.
- Real Time is coming soon to BCT. A teaser campaign will be launched with outreach events, social media and digital ads in the Sun-Sentinel on October 1. Focus groups are ready to start testing on November 1 with iHeart radio campaign to start later in November.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Rockwell stated that FDOT has a new transportation director, Stacy Miller. She assumed Gerry O'Reilly's former position. He is now the region secretary.
- A public hearing will take place tomorrow at the Broward County Commission for input regarding elimination of the Ft. Lauderdale Express Bus route. This bus runs from the BB & T Center to downtown Ft. Lauderdale. The resources will be allocated to the more successful routes that go to downtown Miami. These buses are often filled to capacity and do not allow standees.
- First Mile/Last Mile Coordinator – position funded through SFCS to be at Palm Tran and if successful, a position will be considered at BCT also.

MIAMI-DADE TRANSIT

- Ms. Crichton stated that MDT is beginning to release 30 new articulated buses for which they received funding. The first 5 will be used on Route 38.
- MDT will ask SFCS to help in its efforts to obtain testimonials with photography of riders on the new buses.
- The Marketing Department will absorb portions of Public Works. In addition to transit, it will also be a transportation department. Bridges, roadways and lights will be part of the same department.
- On October 9th, a new event will take place called "Articapalooza." The new articulated buses will be on the South Dade Busway with a party bus and promotions with iHeartRadio. The ribbon-cutting will take place with the mayor present.
- She further stated that 8 trains are being wrapped with a message to promote transit and free Wi-Fi.

PALM TRAN

- Ms. Girard stated that Palm Tran is working on a safety/courtesy video.
- A bid will take place on September 6.
- A new rider's guide is being worked on with the aid of new software which will make the process easier.
- The Lamar contract is being reviewed with special attention to advertising standards.
- A flag will be raised at Century Village to commemorate veterans as well as the introduction of a purple bus for the same purpose.
- A meeting is taking place with regard to the Pink Bus for the Susan G. Komen Foundation for breast cancer. The unveiling of the bus will take place in January 2016.

- Palm Tran is working with the Palm Beach County Metropolitan Planning Organization for a county-wide Commuter Challenge that will take place in March 2016. The MPO is planning to wrap a Palm Tran hybrid bus with messaging on the new commuter competition. The unveiling will take place at the end of January 2016.
- A radio trade will take place with four stations as well as a TV trade with WFLX.
- An executive director is expected to be hired by the second week of November.

SOUTH FLORIDA COMMUTER SERVICES

- Ms. Hopman stated that she attended a 95 Express meeting yesterday. Construction is expected to be completed by the end of December.
- She requested 500 Tri-Rail schedules which she intends to use in informational packets at presentations in the future.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Tri-Rail's phone app was updated to include the new Miami Airport Station. The IT department now has the ability to make updates without the necessity of going to an outside vendor regarding links.
- The PBIA Shuttle bus is getting ready for its launch. Tri-Rail is working with Palm Tran toward this end. The site for this bus at the West Palm Beach Station will be at the east side of Tamarind rather than the Intermodal Center. This new bus will tie in with Tri-Rail's airport campaign.
- Two train cars (now referred to as bike cars) have been retrofitted with 14 bike racks. Eventually there will be ten cars with bike racks. A large decal on the outside of the train will identify the bike cars. The standard 3-car set will add an extra car.
- Wi-Fi on the trains is still in the testing stages, but passengers are encouraged to use it as part of the test. The official announcement is on-hold due to software changes. Each car will have its own router.
- On October 1, Tri-Rail's new No Smoking Policy will be in place and will designate certain location for smoking and vaping. The Miami Airport Station will not be ready on this date due to licensing.
- Last Friday, Tri-Rail partnered with FAU and ran a late train to accommodate people who attended an FAU/UM football game.
- A COMTO luncheon will take place on October 1. Mr. Garcia stated that he will make details available to the Committee members.
- He asked that Mr. Rosenberg includes the call-in phone number on meeting invitations.

ADJOURNMENT

The next meeting will take place on November 18, 2015 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:57 pm.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 18, 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