



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

July 20, 2016

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*

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)

Newton Wilson, 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**  
**JULY 20, 2016**

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 May 20, 2016

<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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- I1. REGIONAL FARE INTEROPERABILITY
- I2. REAL-TIME UPDATES

<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 MAY 18, 2016

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, May 18, 2016, at the SFRTA's Administrative Offices, 800 NW 33<sup>rd</sup> Street, Pompano Beach, FL 33064.

**COMMITTEE MEMBERS PRESENT**

Bobbie Crichton, Miami-Dade Transit  
Mary Shaffer, Broward County Transit  
Newton Wilson, FDOT

**COMMITTEE MEMBERS NOT PRESENT**

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

**ALSO PRESENT**

Ana Bravo, Broward County Transit  
Janelle Cedeno, South Florida Commuter Services  
Victor Garcia, SFRTA/Tri-Rail (alternate voting member)  
Krista Parker, Palm Tran (alternate voting member)  
Steve Rosenberg, SFRTA/Tri-Rail  
Jim Udvardy, South Florida Commuter Services  
Roseanne Voils, Palm Tran

**CALL TO ORDER**

With a quorum in attendance, Mr. Udvardy called the meeting to order at 2:05 p.m.

**AGENDA APPROVAL – Additions, Deletions, Revisions**

Mr. Garcia moved for approval of the Agenda and was seconded by Ms. Voils.

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 March 16, 2016.**

Mr. Udvardy moved for approval of the Minutes of the March 16, 2016 Meeting. Ms. Crichton approved and was seconded by Mr. Garcia.

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.

**R1 – MOTION TO ELECT: New Committee Chair for the next two fiscal years beginning July 1, 2016 and ending June 30, 2018.**

Mr. Garcia nominated Ms. Shaffer. Ms. Crichton seconded. By unanimous vote, Ms. Shaffer was elected.

**INFORMATION / PRESENTATION ITEMS**

Action not required, provided for information purposes only.

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

Ms. Shaffer stated that Genfare was selected as the “mobile ticketing” vendor but has not been presented for Board approval as yet. A pilot program will take place on 20 buses for 90 days. If all goes well, it will be implemented on all buses. Passengers will have the ability to pay for fares via their phones on BCT and Palm Tran. The scanner on the buses will be added to Palm Tran’s and BCT’s fare boxes so that passengers pass their phones over the scanners, thus eliminating the necessity of buying paper tickets. It will read pre-loaded cash values on EASY Card, but will not allow for funds to be added. The agency representatives thought it was a good idea to undertake a joint educational process which would benefit all agencies involved and would serve to educate the public about the new procedures and how the transfer system would work.

**I2. – DUMP THE PUMP**

Mr. Udvardy asked whether any of the agencies are doing anything individually on June 16<sup>th</sup> for Dump the Pump Day. When the agencies replied to the negative, it was decided that APTA's Dump the Pump graphic will be used as a regional graphic, with the logos of all the transit agencies on this Committee, added, and displaying it as deemed fit by each agency.

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

**OTHER BUSINESS**

None.

**AGENCY REPORTS**

**BROWARD MPO**

No representation at this meeting.

**BROWARD COUNTY TRANSIT**

- Ms. Shaffer stated that real-time's implementation is getting closer. The website is live but not available yet. The My Ride app will be ready at the end of June.
- Hurricane preparedness has been ongoing.
- BCT's first Facebook advertising campaign and contest is underway.
- Feedback will be asked of county employees on My Ride.
- A new campaign "Destinations" will take place. It will promote shopping, beaches, parks and water parks, via multiple media types. It will be featured on Facebook as well.

**FLORIDA DEPARTMENT OF TRANSPORTATION**

No comments.

**MIAMI-DADE TRANSIT**

- Ms. Crichton stated that the Transit Watch app was released recently.
- There were some issues with real-time. It was released as a beta test.
- For the November Lineup, there will be a realignment of the routes, possibly more of a grid system.
- A social media specialist was hired. An information officer is being hired.
- MDT is now part of the Department Transportation and Public Works so a lot of effort has been going into the Public Works area.
- Some press conferences with the mayor's office make take place relative to bikes and bike routes.
- MDT is creating partnership with art schools so that students' artwork can be featured on the buses and at the stations.
- Naming rights options are being considered.
- MDT is working with a program called "Trello" which is project management software and highly recommended this. It is free and allows for a department to be on the "same page."

**PALM TRAN**

- Ms. Parker stated that new graphics designs will appear on Palm Tran buses.
- Two bus operator graduations ceremonies have taken place so far.
- Palm Tran attended the APTA Conference in Charlotte, NC, and appeared on two pages in Passenger Transport, pages 10 and 27. The articles talk about Clinton Forbes, the new executive director and his town hall meetings at which he introduces himself to all the employees and discusses his leadership style.
- Route improvements for the May bids were just released with improved service by extending trips and removing unsafe stops. Schedule times were changed to reflect the actual running times needed.
- Ms. Voils stated that Marketing has taken over the Palm Tran Service Board with herself as the liaison.
- Policies for non-profits are being reviewed so that a standard could be established on handling free-ticket requests. She further asked for other agency's input about this issue. Mr. Garcia stated that since the EASY Card's inception, complimentary tickets are not given out any longer.

### **SOUTH FLORIDA COMMUTER SERVICES**

- Mr. Udvardy stated that SFCS has been working with MDT, with a survey at MIA for each quarter. When employees at the Airport renew their decals, there is usually a line of people waiting, which serves as an opportunity to conduct a survey. 500 people were surveyed. A report to the Committee is forthcoming.
- SFCS plays secret shopper on MDT trains and reported back to MDT of their experiences onboard.
- The next survey that will take place is at the Ft. Lauderdale Airport Station, regarding express lanes. Feedback will be made available to the Committee.
- Working with FDOT in developing a website concerning travel from Indian River County to Palm Beach County.
- SFCS received approval from ten of the largest corporate parks to do surveys about transit.
- There is ad space in the South Florida Business Journal for each of the agencies showing how they work with companies.
- Mr. Udvardy encouraged the agencies to use the digital message boards with graphics. He will send specifications to the Committee members.

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

- Mr. Garcia stated that Tri-Rail is in the midst of its Tourism Campaign which is targeting convention and visitors' bureaus and concierges for all three counties. Meetings are taking place with their staff. They are being shown presentations on Tri-Rail's developments so that they are able to have enough knowledge about the systems in order to encourage visitors to use it and discover more of South Florida. Presentations involve actual train rides with people from these organizations.
- As of early this month, Tri-Rail Tracker was launched with the developer using existing Wi-Fi to track trains, as a temporary solution. In the future, it will also be on the shuttle buses. It is integrated into the app and is available on desktop. Announcements will be added.
- Mr. Garcia stated that Tri-Rail is looking to partner with Supercon which has an upcoming event July 1 – 4 at the Miami Beach Convention Center. Their own shuttle buses will take people to and from the event and the Miami Airport Station. Since there is a large service

gap toward the end of the day on Tri-Rail's weekend service, closing the gap is being looked at for this weekend.

- Ride and Play took place on April 23 with activities on some of the trains. It was partnered with various radio stations and the ridership proved to be Tri-Rail's second highest on a Saturday.

### **ADJOURNMENT**

The next meeting will take place on July 20, 2016 at SFRTA's headquarters. There being no further business, the meeting adjourned at 2:53 p.m.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
JULY 20, 2016

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

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
JULY 20, 2016

INFORMATION ITEM REPORT

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Information Item  Presentation

REAL-TIME UPDATES

SUMMARY EXPLANATION AND BACKGROUND:

Sharing by committee members of their current experience with real-time technology in their respective agencies, including implementation and new ventures.

EXHIBITS ATTACHED: N/A