



Marketing Committee Meeting

REGULAR MEETING AGENDA

May 18, 2016

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)

Newton Wilson, 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
MAY 18, 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 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 March 16, 2016

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

INFORMATION / DISCUSSION ITEMS

Action not required, provided for information purposes only.
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- I1. REGIONAL FARE INTEROPERABILITY
- I2. DUMP THE PUMP

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 MARCH 16, 2016

The RTA Marketing Committee Meeting was held at 2:00 p.m. on Wednesday, March 16, 2016, at the SFRTA's Administrative Offices, 800 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Paula Girard, Palm Tran

Mary Shaffer, Broward County Transit

COMMITTEE MEMBERS NOT PRESENT

Bobbie Crichton, Miami-Dade Transit

Diane Hernandez Del Calvo, (Vice Chair) SFRTA/Tri-Rail

ALSO PRESENT

Ana Bravo, Broward County Transit

Daniel Knickelbein, Broward MPO

Victor Garcia, SFRTA/Tri-Rail (alternate voting member)

Steve Rosenberg, SFRTA/Tri-Rail

Jim Udvardy, South Florida Commuter Services (representing FDOT)

CALL TO ORDER

With a quorum in attendance, Mr. Udvardy called the meeting to order at 2:07 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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

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 January 20, 2016.

Mr. Garcia moved for approval of the Minutes of the January 20, 2016 Meeting. The motion was seconded by Ms. Shaffer.

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.
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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

- Ms. Shaffer stated that the RFP was posted and the first meeting to review the bids will take place at the end of March.

REPORTS

Action not required, provided for information purposes only.
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None.

OTHER BUSINESS

- Mr. Garcia stated that at the next meeting which will take place on May 18, 2016, the new Committee chair needs to be elected since the July meeting will be the official beginning of the new fiscal year and therefore the installment of the new chair.
- He further stated that each agency needs to submit in writing the name of the designated primary and alternate Committee member.

AGENCY REPORTS

BROWARD MPO

- Mr. Knickelbein stated that the MPO is willing to share any news to promote transit so he suggested any such items be forwarded to him as the MPO has 6,000 Facebook followers.
- He discovered the Palm Beach MPO Commuter Challenge and would like to do something like that in Broward County along with SFCS.

BROWARD COUNTY TRANSIT

- Ms. Shaffer stated an RFP is out for a bus advertising vendor and at this time, is under a cone of silence.
- Friday, March 18th is Transit Driver Day. A-Frames will be used to place posters at terminals. A postcard is being designed for bus operators with a message which they will receive with their paddles on Friday, Saturday or Sunday, depending on their shift. All is being done to honor drivers. A nation-wide hashtag is #TDAD.
- Bus Roadeo had 17 participants which is the largest number in the past 20 years. A rookie driver won First Place. He will compete in Fort Myers on April 1st.
- A donations press release went out on February 1st which changed the lost and found retention time from 30 days to 90 days. This creates a storage problem for BCT, but a positive outcome will result in the large donation of bicycles. So far, about 300 bicycles have been donated, as well as backpacks, strollers, and clothing.
- Ms. Shaffer further stated that BCT is still working on real-time. She spoke with Ms. Crichton who stated that MDT is ready but will not be active until April. Mr. Garcia stated that Tri-Rail is very close to going public. A decision will be made as to whether it will be web-based or mobile-based or possibly having both options.
- A trade was done with iHeartRadio and Channel 10 through the Ad Vendor Program with the intention of using that money for My Ride, but it will be used for something else in June or July.
- Ms. Bravo stated that the Facebook campaigns are over and resulted in ticket giveaways for Panthers games and Renaissance Festival.
- On April 12th there will be a public hearing. BCT will be replacing paper passes with those containing a magnetic strip pass. A 3-Day pass survey was an effort to collect over 400 surveys online and in person to determine whether passengers would be interested in a discount of \$12.00 instead of \$15.00. The expected sale day of May or June would occur with final Board approval.
- No update on sales tax at this time.

FLORIDA DEPARTMENT OF TRANSPORTATION

- Mr. Udvardy stated that FDOT is interviewing candidates to replace Jordan Rockwell.
- He further stated that he will determine whether Barbara Kelleher is interested in joining this Committee.

MIAMI-DADE TRANSIT

No representation at this meeting.

PALM TRAN

- Ms. Girard stated that Palm Tran would be participating in Commuter Challenge which is a Palm Beach MPO initiative. The MPO wrapped a Palm Tran bus. Community members will be asked to their track miles. Palm Tran has a team that will be participating.

- At next week's Service Board Meeting, a consultant, Jared Walker will be present. He is an expert in public transit network design. He will be working with the new executive director, Clinton Forbes, to possibly redesign the transit system.
- A radio ad will run next week featuring fun places to go on spring break using Palm Tran.
- Staff is redesigning the paint scheme of the bus exteriors. Ten new buses will arrive at the end of the year and have USB ports but not Wi-Fi at this time.
- A new initiative is beginning as a result of Clinton Forbes's background. It will feature a graduation ceremony for bus operators.

SOUTH FLORIDA COMMUTER SERVICES

- Mr. Udvardy stated that Phase 2 of 95 Express is expected to open on May 7th. Plastic poles will be raised in the next few weeks.
- A study is being done for FDOT's District Secretary, which will evaluate all the park and rides from St. Lucie to Broward counties to determine the feasibility of placing bike racks or bike lockers at these sites in order to enable people to get from residential areas to the bus route.
- This week, a joint effort with Palm Tran has begun, which will examine "first mile – last mile" connectivity and the ability to encourage people to use public transit.
- A survey has just been completed at the SFEC with over 1,300 student responses. Mr. Udvardy stated he would share the results with the Committee members, once evaluated.
- SFCS is working with MDT along with focus groups concerning student discount passes. FIU will be done first; then Miami-Dade College.
- MDT began its Civic Center route. A full marketing campaign will be undertaken on their behalf next month.
- Digital billboards are available for the use of all agencies along I-95 by contacting Mr. Udvardy who will see that the messages are displayed.
- SFCS is working with a software company that is doing an app similar to Uber, but with no cost involved. A pilot test will take place in the fall with FIU and FAU with all their students in which they would download all of their addresses into this application. All they would have to do is opt "in" and set up a ride in advance or do real-time similar to Uber and connect with another driver to share a ride. Eventually, this would be launched as 95 Express and as long as there are at least three people in a car, it would be toll-free. The project doesn't have a name as yet, but any suggestion would be welcome.
- Mr. Udvardy stated that a few weeks ago, South Florida Business Journal had a workshop in Downtown Miami and will soon have one in Davie, the purpose of which is to discuss companies (about 50 will be present) and various issues that affects their employees, among them, transportation.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY/ TRI-RAIL

- Mr. Garcia stated that Tri-Rail will take part in the Palm Beach MPO Commuter Challenge by having staff present in a booth.
- Ultra Music Festival is the main thrust at present with Facebook advertising, radio spots, advertisement in New Times and at college campuses. It will take place this Friday through Sunday with late night trains at approximately 1:35 a.m. which is the estimated time that the last Metrorail train will arrive at the Tri-Rail transfer point. The Sunday train may leave earlier due to the concert ending an hour earlier, to be determined. Prior years' late night trains for this event proved to have some of the largest weekend ridership in Tri-Rail history.

- For SunFest, which runs from April 27th – May 1st, Tri-Rail will have special service late night trains on Saturday and Sunday nights. Promoting the event has begun.
- With regard to the new shuttle bus contract with Keolis, bus tracking was written into the contract, but train tracking is the first priority.
- A COMTO Membership Meeting will take place at SFRTA Headquarters on March 31. Transit Leadership will be present. Registration can be done at COMTO's Ft. Lauderdale website and is open to everyone. A light lunch will be served.
- Mr. Garcia further stated that the SFRTA is a member of four chambers of commerce which the agency uses for outreach purposes. He offered that if any of the Committee members would like to attend a meeting for outreach, they could be taken as guests. The meetings take place every two weeks and members have the opportunity to present and network with those in attendance.
- CUTR sponsored Mr. Garcia at the Tampa APTA Conference.
- Mr. Garcia questioned what the agencies involvement would be this year for Dump The Pump. It was agreed that the members would come back with recommendations, possibly for a joint website message.

ADJOURNMENT

The next meeting will take place on May 18, 2016 at SFRTA's headquarters. There being no further business, the meeting adjourned at 3:12 p.m.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 18, 2016

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
MAY 18, 2016

INFORMATION ITEM REPORT

Information Item Presentation

REGIONAL FARE INTEROPERABILITY

SUMMARY EXPLANATION AND BACKGROUND:

Discuss committee's participation in APTA's annual event.

EXHIBITS ATTACHED: N/A

