SOUTH FLORIDA
REGIONAL
TRANSPORTATION
AUTHORITY

Marketing Committee Meeting

REGULAR MEETING AGENDA

May 15, 2007
2:00 p.m.

South Florida Regional Transportation Authority
Main Conference Room
800 NW 33rd Street, Suite 100
Pompano Beach, Florida 33064
www.sfrta.fl.gov

RTA MARKETING MEETINGS ARE SCHEDULED MONTHLY ON THE THIRD TUESDAY 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, Palm Tran
Bonnie Arnold, South Florida Regional Transportation Authority (SFRTA)
Phyllis Berry, Broward County Transit (BCT)
Michael DeCossio, Miami-Dade Transit
Lisa Peterson, Florida Department of Transportation (FDOT)

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
OF May 15, 2007

The meeting will convene at 2:00 p.m., and will be held in the Main Conference Room of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, 800 NW 33rd Street, Suite 100, Pompano Beach, FL 33064.

CALL TO ORDER

ROLL CALL

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.

None

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: Customer Information Network (CIN)

I2. – INFORMATION: Commuter Challenge

I3. – INFORMATION: Dump the Pump

I4. – INFORMATION: Smart Card

I5. – INFORMATION: Train and Bus Schedule / Route Updates

MONTHLY REPORTS
Action not required, provided for information purposes only.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMMENTS

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 Planning 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 Planning Technical Advisory 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.