



Marketing Committee Meeting

REGULAR MEETING AGENDA

May 22, 2019

2:00 p.m.

Breeze Conference Room

1 N. University Drive, 3rd Floor, Suite 3100A

Plantation, FL 33324

SFRTA MARKETING MEETINGS ARE SCHEDULED BI-MONTHLY (ON ODD-NUMBERED MONTHS) ON THE THIRD WEDNESDAY AT 2:00 P.M. FOR FURTHER INFORMATION, CALL DIONE MORGAN AT (954) 788-7935. TIME OF MEETING IS SUBJECT TO CHANGE.

Members

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)

Joseph Harrington, Palm Tran

Diane Hernandez Del Calvo, South Florida Regional Transportation Authority (SFRTA)

Gwen Belton, Broward County Transit (BCT)

Newton Wilson, Florida Department of Transportation (FDOT)

Directions to Palm Tran: I-95 to Palm Beach Lakes Boulevard. Go east on Palm Beach Lakes to An Australian Avenue and turn left. Go straight to 25th Street and turn right. Make a left on Electronics Way (before the railroad tracks.) Drive ½ mile to the Palm Tran offices building on the left. Parking is available on the lot in front of the building.

MARKETING COMMITTEE MEETING
May 22, 2019

The meeting will convene at 2:00 p.m., and will be held in Conference Room 316 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, and 801 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.

DISCUSSION

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 January 22, 2019

C2. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of March 19, 2019.

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, 2018 and ending June 30, 2020.

Election moved to further discussion for next meeting.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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I1. REGIONAL FARE INTEROPERABILITY

I2. GET ON BOARD DAY

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 Administration Department at 801 NW 33rd Street, 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 SFRTA 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
MARKETING COMMITTEE MEETING OF JANUARY 22, 2019

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Tuesday, January 22, 2019, at Palm Tran's offices in the Dale Smith Conference Room, 3201 Electronics Way, West Palm Beach, FL 33407.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Joseph Harrington, Palm Tran
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit (BCT)
Diane Hernandez Del Calvo, SFRTA

ALSO PRESENT

Victor Garcia, SFRTA (alterante voting member)
Amanda Goebel – Palm Tran
Dione Morgan - SFRTA
Jeremy Mullings, South Florida Commuter Services (SFCS)
Priscila Brasil, SFCS

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:13 p.m.

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.

None.

DISCUSSION

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 28, 2017

Mr. Wilson moved for approval of the meeting minutes and was seconded by Mr. Harrington.

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, 2018 and ending June 30, 2020.

Election moved to further discussion for next meeting.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

I1. REGIONAL FARE INTEROPERABILITY: Update on the pursuit of a statewide transit fare management that is compatible with all Transit agencies.

- Mr. Harrington stated that Palm Tran is making headway with an RFP for smart card technology interoperable with other transit agencies, with a possible launch in the fall of 2019.

I2. GET ON BOARD DAY

Discuss effort to support the rebranded national effort spearheaded by the American Public Transportation Association, promoting the use of public transportation.

- Mr. Garcia shared that APTA'S "Dump the Pump" is being rebranded as "Get On Board Day" and recommended that the group discuss any combined efforts to take advantage of the national effort to promote public transportation.

MONTHLY REPORTS

Action not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

DTPW

- Ms. Crichton shared that DTPW is preparing for a Facebook Live event where they will answer questions regarding the Smart Plan and improvements for the corridor. The event will be held on January 31, 2019.
- Ms. Crichton stated DTPW is looking to update their fare media with new branding though keeping the same functionality.
- Ms. Crichton stated that they are supporting the major's office in the state county address.
- Ms. Crichton stated DTPW is working with Ultra to get people to purchase their media ahead of the event. They are setting up a shuttle service staged at the Vizcaya and Brickell Metrorail stations. Mr. Garcia stated that SFRTA will not be partnering Ultra this year due to the change of venue and budget cuts.

PALM TRAN

- Mr. Harrington shared that Palm Tran kicked off a Flex Ride service with an event at an impoverished area in the Glades. The event was launched four days before the Christmas holiday to a slow start, but they have made some progress after promoting for a few weeks.
- Mr. Harrington shared that they are shooting a "Be a Bus Operator" television episode for a local channel in Palm Beach County. The 30-minute program will encourage the public to apply to be a bus driver for the system. The show will air on January 29, 2019.
- Mr. Harrington shared that on February 7, 2019, Palm Tran will have the next bus operator graduation for those who made it through the 8 weeks training program. The ceremony will have keynote speakers and is held once every few months.

SFCS

- Mr. Mullings shared that SFCS is working on updating the Emergency Ride Home (ERH) Program. They have identified a lot of abuse by both cab drivers and users in their program, which they hope to rectify after putting more controls in place.
- Ms. Brasil shared a strategy to recruit current Tri-Rail and Metrorail passengers to register for ERH. SFCS will provide the plans, budget and execution for this initiative. SFCS will work directly with SFRTA and MDT to implement these recruitment efforts to best serve each organization.
- Mr. Harrington suggested that SFCS consider rebranding the Emergency Ride Home as Guaranteed Ride Home, to help their promotional efforts.

FDOT

- Mr. Newton shared that Bring Your Kids to Work Day is on February 2, 2019.
- Mr. Newton shared that FDOT has a new Secretary, Kevin Thibault.

SFRTA

- Mr. Garcia shared that SFRTA Rail Fun Day will be held on Saturday, January 26, 2019, from 11:00 a.m. to 3:00 p.m. The South Florida's Kids Got Talent singing competition will take place during the day of the event.
- Mr. Garcia shared that SFRTA's new Executive Director and former Palm Beach County Commissioner Steven L. Abrams, was recently contacted by his former office to work together to promote the free shuttle service for the Palm Beach International Airport. Mr. Harrington stated that this is regarding having the airport shuttle provide service to a career service center nearby.
- Mr. Garcia inquired whether other agencies were considering providing support to federal employees due to the government shutdown. Ms. Goebel shared that Palm Tran is currently doing a food drive. Ms. Crichton also shared that DTPW will be working with the aviation department to offer help.
- Mr. Garcia shared that the Super Bowl 2020 is coming to Miami and SFRTA will most likely partner to support the major event.

ADJOURNMENT

The meeting was adjourned at 3:09 p.m. The next meeting will take place on March 19, 2019.

Tracking No. 05221901

AGENDA ITEM NO. II

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
May 22, 2019

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

Tracking No. 05221902

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
May 22, 2019

INFORMATION ITEM REPORT

Information Item Presentation

GET ON BOARD DAY

SUMMARY EXPLANATION AND BACKGROUND:

Discuss effort to support the rebranded national effort spearheaded by the American Public Transportation Association, promoting the use of public transportation.

EXHIBITS ATTACHED: N/A