

South Florida Regional ITS Coalition
Public Outreach Sub-Committee Meeting Minutes



Date: Monday, July 30, 2007

Time: 1:30 p.m. – 3:30 p.m.

Location: District IV TMC or Conference Call

Attendees:

Jessica Perez – SmartRoute

Sarah Stanley – District IV

Carmen M Beltran – District IV

John Easterling - Turnpike

Teleconference:

Janet Maizner – District VI

Rory Santana – District VI

Ivan Del Campo – MDX

Action Items:

Name	Action	Due	Status
Bob	Follow up with Jessica regarding the traffic sponsorship meeting.	asap	
Sarah	Request posting of ITS Coalition talking points onto ITS Coalition site	asap	
John	Check into hanging 511 posters as default postings at the toll plazas when not in use by paid clients	asap	
All	Forward a list of marketing/outreach highlights of 2007 to Sarah	asap	

Next Meeting: August 28, 1:30 p.m., District 6 TMC

Meeting Minutes:

Sarah shared District 4 recent marketing activities. The current edition of SMART Moves is out and available for distribution. She also wanted to see the opportunity of exchanging other district office publications in exchange for SMART Moves. Broward County TIM Team recently commended a Road Ranger for his heroic act on the roadway.

John spoke in regards the Turnpike recent activities. They receive about 1 -2 tour groups a week at the Orlando facility. SunPass is preparing a new promotion for airport parking in Fort Lauderdale & Miami Airports. This program has been already implemented and successful in Orlando for 2 years.

Janet updated the committee on D6 marketing activities. The next SunGuide newsletter is in the works. There will also be information regarding the District 6 ramp signaling but there is no confirmed information available yet.

Ivan spoke on MDX recent activities. The opening event of the extension of 836 is coming up in the following week. MDX has taken over the management of the Road Rangers in District 6. Also for the months of September/October the TMC operators will also be managed by MDX. For the month of January MDX expecting to have their own SunGuide system set up.



Jessica updated the committee on 511 marketing activities. She provided a July 31st version of the 511 marketing plan as well as a disc with 511 4th of July information. All campaigns to be discussed at the meeting have additional information available in the marketing plan.

There is an opportunity available with Formula and Automotive Racing Association (F.A.R.A.). She has the approval from MDX & District VI; however she does not have any word from the Turnpike. John Easterling said he would read over the material given and look more into making a decision soon.

There is also the opportunity with new campaigns with car dealerships & gas stations. The car dealership opportunity is when KISS Country has on-site appearances there will be mention of 511 on the radio. There is the opportunity to place the rack cards at the dealerships for distribution and the distribution of a promotional item from 511. The agreement with the gas stations would be an opportunity to distribute 511 collateral materials. There would be 250 gas station locations where this material would be distributed in collaboration with a sweepstakes given by the Dolphins. The Dolphin's Corporation is arranging a 25,000 sweepstakes with the gas stations. No purchase is necessary. The motorist would go to one of these locations and simply sign up and drop their information for a chance to win. 511 would be mentioned as part of the sweepstakes. KISS Country would provide radio spots and radio mentions for 511 throughout the duration of the sweepstakes. Both Ivan & John agreed that the only concern about this sweepstakes would be the effective wording on 511 mentions on air. Jessica confirmed that she would verify on the wording on the 511 mentions on the radio. MDX, District 6 and Turnpike agreed to this campaign; District 4 will come back with decision. Moving forward with the combination of these two campaigns will qualify for an extra 3 week radio campaign on KISS.

Another 511 campaign opportunity is with Telefutera & Univision television stations. There is a Latin Festival held in the City of Hollywood and another festival called Viva Broward where 511 would have the opportunity to set up a booth and distribute collateral materials. Both events draw large crowds and it would be a great opportunity to reach to the Spanish speaking motorists. This is also a great opportunity for television spots. The cost of producing the television commercial is included in the campaign price. Both of these events are upcoming in the month of August and would have one week of 511 television commercials preceding the festival. MDX, District 6 and Turnpike agreed to this campaign; District 4 will come back with decision.

511 partnership with the Dolphins is still in the works. Jessica is trying to set up a mention of 511 on their website map.

Jessica was pending an agreement from the Turnpike to go forward with the University of Miami. John approved it.

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The time frame for posting the 511 billboards (posters) has been selected. Miami-Dade and Palm Beach counties can go up mid-August thru October. Broward County will be September thru November. The Palm Beach poster locations are TBD. District 4 and Turnpike will agree on 4 locations and provide their answer to Jessica.

Jessica also informed regarding the results from the 4th of July event. Even though it was in the contract that a certain amount of radio mentions were limited, KISS Country doubled the mentions during the morning and afternoon traffic hours. Although the day began with bad weather, they were able to distribute all the collateral materials that were taken.