

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



Date: Tuesday, April 17, 2007

Time: 1:50 p.m. – 5:50 p.m.

Location: Miami TMC or Conference Call

Attendees:

Jessica Perez – SmartRoute	Jesus Martinez – District VI
John Easterling - Turnpike	Rory Santana – District VI
Penny Kamish – SmartRoute	Sarah Stanley – District IV
Janet Maizner – District VI	Bob Murphy – District IV (phone)
Ivan Del Campo – MDX (phone)	Steve Corbin – District IV (phone)

Action Items:

Name	Action	Due	Status
Jessica	Provide Spanish scripts and talking points for Clasica radio campaign.	May 22	
Jessica	Gather additional customizing options for the Homestead Miami Speedway.	May 22	
Sarah	Follow up with Bob regarding the traffic sponsorship meeting.	asap	
Sarah	Respond to committee with D4 response to NASCAR package and Holiday Parade.	asap	
John	Check into possibility of hanging pole banners on Turnpike service plaza parking lots.	May 22	
Jessica	Provide billboard location recommendations.	May 22	

Next Meeting: May 22, 1:30 p.m., District 4 TMC

Meeting Minutes:

Jessica passed out packet with updated marketing plan (dated April 17) and an excel spreadsheet detailing ongoing 511 projects. Janet brought copies of the Coalition talking points.

KISS radio commercials started running yesterday. Janet heard them on the air and commented that they turned out well. The committee started to review the updated 511 marketing plan, focusing on the items that had status updates or needed approval to move forward.

Page 10 of the marketing plan addresses Mega TV commercial options. The cost to produce a 30-second spot would be approximately \$1500. The idea would be to run a campaign in sync with Clasica radio station. Quotes that Jessica obtained are for prime time hours. Janet suggested tying the campaign with a holiday, when travel increases. Jessica will continue to look into this advertising option.

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Partners have already approved moving forward with Clasica radio campaign. However, content for this campaign (:60, :10, :05 scripts) need to be provided to the committee for review. Dates for the campaign also need to be agreed on. The committee proposed to start 8- week campaign on Monday, May 21 so that there is time to assess the KISS radio campaign. Jessica will get Spanish scripts together for all :10 and :05 spots and provide talking points for the :60 calls. These talking points will be revised for the second half of the live call schedule. Janet suggested that the talking points for the first 5 calls could address Memorial Day travel. Jessica will need to confirm with station what days the calls will fall on.

Page 18 of the marketing plan is a new proposal for the Florida Marlins. It is a monthly package that runs \$9,450 each month, with a jumbotron add on option. Partners discussed how this kind of program would be measurable. Partners are interested in revisiting this option after reviewing what other activities that we could do.

Jessica got more information on the Homestead Miami Speedway, provided on page 11 of the marketing plan. There are options to create customized packages during Formula Automobile Racing Association (FARA) events. We could do just a booth on the Speedway premises or add more to it. Because Jessica is waiting on some detail clarification, we need to revisit this item. Jessica will confirm what radio add ons and other items we can get. Partners thought that this would have more value than the Marlin options because of the onsite presence and foot traffic.

Traffic sponsorship follow up meeting was not scheduled. The success of this meeting depends on Bob's involvement. Sarah to follow up with Bob.

Page 14 addresses the Broward 4th of July event. This has been previously discussed and voted on by the partners. District 4 gave event approval over the phone during call toward the end of the meeting. Jessica will move forward with this item.

Page 15 of the marketing plan covers the updates of the NASCAR promotional options. KISS can provide listenership from previous race seasons. This is not just a cost for radio spots, it is also inclusive of the onsite booth and text to win campaign. It cannot be an ala cart menu. This event starts June 2, so this needs to be approved in the immediate future. The partners feel that this event is a better package deal than the Marlins. John suggested that perhaps the week before the championship weekend race, it would be beneficial to run an addition KISS radio campaign (just in November). Turnpike and District 6 approve this package. Call made to Ivan during the meeting to recap item; Ivan feels that it would be good exposure and approves the package. Sarah will review with District 4 and respond with an answer asap. [ETA on 4/24/07 District 4 approved this item]

Page 19 addresses the Holiday Parade and Santa's Village. John questioned having Clear Channel sponsorship and Jessica confirmed that this is completely different than traffic sponsorships. The cost of this is \$595. It would be a booth in a festival style atmosphere. It is a one day event and, as it gets closer, Jessica can provide more information about the layout. Janet suggests that events like these should have a rating scale applied to them,



tracking number of people reached and materials given away, which would give a good idea of what works and what doesn't work. District VI, Turnpike, and MDX approve this activity. Sarah to provide a reply from District IV.

Jessica met with Bill Lowry and other staff from Dolphin Stadium. She is trying to form a partnership with the stadium that would include stadium status in the 511 system. 511 would be included in the Dolphins website where visitors will see how they can use 511 in conjunction with their game interests. The intention of this is to create a 511 educational experience for the Dolphin fan base at the cost of the Dolphin staff. There will be a follow up meeting with Dolphin staff on April 30 and a strategic marketing meeting will be scheduled shortly thereafter. Jessica says that this strategy would apply to Dolphins this year and would expand to the most stadium events the following year. Janet suggested that Jessica develop and provide an in-reach program for all employees of the stadium so that they are prepared to answer questions about 511.

Jessica did send out the locations of the billboards for partners to look at. She collected further details on the billboard options and is ready for partners to approve. After approval, Jessica can make appointments to view billboard locations and make her recommendations. Committee felt that we would need to have the locations secured for 2-3 months. Jessica's recommendation is 12 locations divided among Broward and Miami-Dade. We could tie in Palm Beach radio with KISS radio campaign for NASCAR (if approved). Jessica would prefer to put more emphasis on Miami Dade County because although they are the largest population, they are third in call counts. Committee suggested waiting until the fall to run a billboard campaign. Committee agreed that billboards would need to stay in the same location for 60 days minimum. Committee agreed that as a guideline there should be 12 billboards, 4 for each county. Jessica is going to have recommendations by the next marketing meeting.

Discussion turned to the topic of hanging banners for free on government properties. John shared a picture of a poster hung from a parking garage in Orlando and Jessica said that she feels that is the direction that 511 marketing is heading. One ideal location would be right outside of the District VI TMC. Janet recommended that Turnpike service plaza parking lots be explored as potential sites for pole banners. John will check out the legality/feasibility of implementing pole banners in Turnpike service plaza parking lots. Jessica will keep committee updated on progress of using free resources.

The committee reviewed the list of ideas in progress, provided on page 25. Jessica is looking further into building banners. Regarding Jessica's suggestion of roadway lighting banners, Janet said that from her recent experience, the cost of production/installation/rental of pole banners is average of \$200 per pole banner, per month. Jessica is looking into "news tickers", which would have some technical logistics to get through. Janet suggested that in lieu of the Coconut Grove arts festival, we could target St Anthony's, which is a similar event/location with a less costly entry fee, if any.

Committee reviewed handouts of Jessica's proposed give away materials. For the mini-fans proposed for Air and Sea show, people would need to fill out a survey (3 short



questions). Jessica felt that there will be too many people there to have them sign up for text messages, but she will gauge the requirements for giveaways based on the size of the crowd that she is getting. Additional items would be put toward future events. Janet suggested using the beach ball (\$4050 total for 5,000 pieces) as the give away and then do a mini-fan (\$3767.25 for 2,500 pieces) as an exclusive give away. Jessica can provide us with the questions that will be used on the survey - Janet's idea was to use the results as a basis for a news story following the event. District VI, Turnpike, and MDX approved ordering battery powered fan and beach ball. Jessica looked into aerial banners and got two quotes. The beach banners would be reusable (such as at the 4th of July event). MDX, District VI, and Turnpike approved going with the Jacksonville Beach Banners company (approx \$4800 for 6 hours including banner production). District 4 (Steve and Bob) called in to review the giveaway and aerial options, concerned at the total that this event was adding up to. Jessica clarified that radio campaign (20k) doesn't solely focus on the Air and Sea Show. Steve approved all activities on behalf of District 4.

Committee reviewed the 60 second spot commercial. After reading through the text and a few minor changes, the committee agreed that they liked the script. Jessica will be moving to production with this item.

Committee reviewed 511 tri-fold brochure and FAQ print outs that Jessica provided. Committee agreed on changes to be made on the materials. Jessica to incorporate all changes into collateral before sending to production.