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2017 FPTA/FDOT/  
CUTR Professional  
Development  
Workshop & Florida  
Transit Safety and  
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## APTA holds 2017 Marketing and Communications Workshop

In order to share ideas, experiences, and help foster new strategies to promote using mass transportation, the American Public Transportation Association (APTA) hosted its annual Marketing & Communications Workshop on February 26 – March 1 in Tampa, Florida. Representing the FTMN (sponsored by FDOT)

were Amy Goldberg, Conceptual Communications; Lauren Fragomeni, SCAT; Lori Hall, Citrus County Transit; Donny Murray, HART; Cathi Petagano, St. Lucie County Community Services; Mark Mistretta, and Mitch Spicer, CUTR.

Sessions attended by the group included: Joint Information Center Workshop, Grassroots Outreach, Tips to Ensure a Successful Television Interview, Recruitment Campaigns, Customer Service & Social Media, Social Media Palooza, Research, Discussions by System Size, Branding, Crisis Communications, and the Marketing & Communications Exchange. Each session gave participants the opportunity to discuss their experiences and found out how the presenters overcame specific challenges of their strategies.

Each session gave the attendees at least one important takeaway for their respective agency or organization. Examples include:

- In the area of crisis communications, every department plays a role. Each person must work together and com-



municate efficiently so everyone is on the same page behind-the-scenes and in the public eye. In the event of a crisis, being prepared for the event and knowing what to do, even though you should expect the unexpected is critical for everyone.

- The importance of boots-on-the-ground community relations, recognizing the need for face-to-face interaction to explain the benefits of something that is high-involvement and complex in order to increase ridership and build trust.
- Promoting customer service online in order to engage passengers and the services provided. This could in turn increase ridership, develop local fans, and support overall goals of the agency or organization. This can be anything from letting them know traffic reports, service delays, or road closures.
- Remembering you are the expert on the subject, people want the knowledge you are offering to them.

In addition to the sessions, each night offered the opportunity to go to dinner with

## Marketing and Communications Workshop—cont'd from cover

other attendees and see the various landmarks Tampa offers. It gave those attending the opportunity to network, share stories, and go to places that are exclusive to Tampa Bay.

All attendees agreed they left the workshop with new information they could take back to their organizations. The four transit agency representatives had the opportunity to speak with comparable-size organizations making it easier

to relate to the challenges within transit, such as safety campaigns, branding, communicating mixed messages, social media stunts, rideshare programs, and winning ridership strategies.

For more information about the workshop, please contact Mitch Spicer at [amspicer@cutr.usf.edu](mailto:amspicer@cutr.usf.edu). Individual synopses and presentations from the attendees will be posted on our website.

## Area Residents “Get Up To Speed” with ECAT

### System partners with local agencies to celebrate community health and award prizes

**E**scambia County Area Transit (ECAT) representatives hosted an event “Get Up to Speed” highlighting the connection between using public transportation and better health. According to American Heart Association research, people who use transit are less likely to suffer from high blood pressure, diabetes and obesity. ECAT teamed up with local partners to promote physical health among riders and to help Pensacola residents “Get Up to Speed” with their health. Event participants took 10-minute exercise classes taught by Pensacola Fitness and received free health tips from Baptist Health Care and the Escambia County Health Department. All who participated at the event were entered into a raffle to win a free one-year membership from Pensacola Fitness or a free bike.

“We’re proud to work with our partners to promote health in the community,” said Tonya Ellis, Director of Marketing and Community Relations for ECAT. “By working with our partners to help our riders and visitors Get Up to Speed, we hope to encourage others to hop on board ECAT.”

Those who use public transportation tend to bike and walk more often than those who drive personal vehicles everywhere, and this physical activity improves cardiovascular health. Understanding these facts helped Ellis forge partnerships with other local groups to invest in the overall health of the Pensacola community.

“We’ve had a long-standing relationship with Baptist Health Care and the health department,” said Ellis, noting the ECAT routes that serve multiple health centers throughout the city. “Pensacola Fitness is dedicated to helping people take care of their physical health, and their group classes were a lot of fun for folks at the terminal to try”. “Because all of ECAT’s buses are equipped with bike

racks, we are excited to give away a bike and promote other healthy habits”.

This event is part of the ongoing ECAT Track Star initiative to promote the benefits of using ECAT. The effort has promoted the system’s improved and user-friendly website, online trip planning via Google and Bing!, free Wi-Fi onboard buses and a real-time bus locator in smart phone apps.

To learn more about ECAT’s Track Star initiative, visit [ThisIsECAT.com](http://ThisIsECAT.com) or call Tonya Ellis at (850) 595-3228.



*ECAT riders complete survey and enter to win prizes.*



*ECAT riders get health tips from health department representatives.*

# Rail Fun Day Generates Record Weekend Ridership for Tri-Rail

**M**ore people rode Tri-Rail on Saturday, January 28, 2017, than on any weekend day in the 28-year history of the system. 9,065 passengers were accounted for, many of them taking the train to attend the annual Rail Fun Day at the Fort Lauderdale/Hollywood International Airport Station at Dania Beach.

The more than 2,000 attendees enjoyed festivities including face painting, cookie decorating, booths staffed with information by non-profit organizations, food trucks and the “South Florida Kids Got Talent” final competition. Emily Kaufman, from Cooper City, took top honors from this year’s outstanding roster of singers, who sang “Don’t Rain on My Parade” from “Funny Girl.” She took away the

grand prize of \$500, a one-year contract inclusive of a photo shoot with composite cards and professional studio and music video recording sessions.

Rail Fun Day introduces children to the joys of train travel and provides an opportunity for children to share their excitement with their families. Rail Fun Day began in January 2009 as part of Tri-Rail’s 20th anniversary. The free community celebration was held in conjunction with South Florida Parenting Magazine and was sponsored by Baptist Health Care on Demand.

# PSTA’s Kick-Off to Earth Day Demonstration hosted at the Grand Central Station located in St. Petersburg

**O**ver 390 people in St. Petersburg participated Wednesday, April 19 at PSTA’s live-demonstration of the positive effects riding public transportation has on the environment. One by one, people stepped up to a 950-gallon tank to add their contribution of savings to the environment by pouring a symbolic cup of dirt into the tank. The average PSTA bus rider saves roughly 3.3 oz. of air pollutants on each trip they take on public transportation (sum of: nitrogen oxides, hydrocarbons, carbon monoxide, particulate matter, and sulfur oxides.) On an average day, PSTA bus riders save more than a combined weight of 7,000 lbs. of air pollutants from being emitted into the air.

As a thank you for their commitment to saving the environment and riding public transportation, people who participated in the demonstration received a free unlimited day pass from PSTA. To continue the celebration, PSTA also provided free rides on all its routes on Earth Day, Saturday, April 22.

“Choosing public transportation over driving a car is an environment-friendly action in itself,” said PSTA Media Liaison Ashlie Handy. “But here at PSTA, we are also focused on upgrading our fleet each year to be the most sustainable environmentally-friendly fleet for the long haul.”

Earlier this year, PSTA’s Board of Directors voted to approve the purchase of two BYD fully electric buses. The new electric buses will begin service next year in downtown St. Petersburg.



# Bay Town Trolley Surprises Local Hero

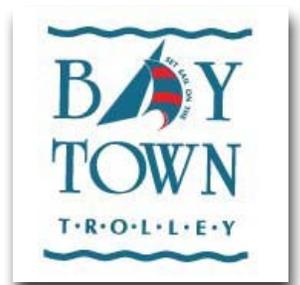
## Bus System Awards Annual Pass to Veteran

Local Navy veteran Don Sciefers was surprised by Bay Town Trolley representatives with an annual trolley pass as a way to honor him for his service to the community. More than a dozen Bay County residents nominated Sciefers after the bus system called for the submission of names and stories of local veterans who deserved recognition for their service.

“Mr. Sciefers not only served our nation in the Navy and as a police officer but continues to serve our local community every day,” said Panama City Commissioner Mike Nichols, Chairman of the Bay County Transportation Planning Organization. We are fortunate to have people like him in Bay County, and this annual Bay Town Trolley pass is just a small way for us to express our gratitude.”

Sciefers is one of more than 22,500 veterans living in Bay County, and is an active member of AmVets Post 47. The 83-year-old served in the United States Navy and then lost his hand while working as a police officer in Floyd, Indiana. A dedicated volunteer at AmVets Post 47, Sciefers is legally blind and relies on his bicycle, the kindness of friends, and Bay Town Trolley to get around.

“Don has been a member of our Post 47 since 1982 and does more with one hand than most people do with two,” said Debra Bergstrom, Vice President of the Ladies Auxiliary of AmVets Post 47. “He serves as our Judge Advocate and is the best handyman I’ve ever known. He’s good at whatever needs to be done, and I can’t think of a more kind and deserving local veteran to be awarded this pass.”



To complement this surprise, Bay Town Trolley launched a new route to the VA clinic as part of the county’s ongoing efforts to assist veterans.

For more information about Bay Town Trolley’s routes, visit [BayTownTrolley.org](http://BayTownTrolley.org) or contact Angela Bradley at (850) 785-0808. For more information about Bay County’s services for veterans, please visit [co.bay.fl.us/veterans.php](http://co.bay.fl.us/veterans.php) or call John Deegins (850) 248-8280.

## Tri-Rail Tracker Gets an Upgrade

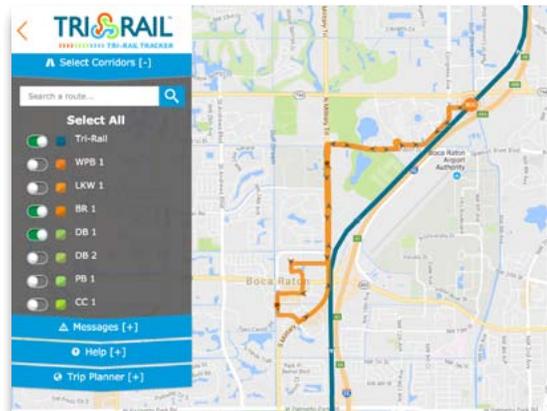
Less than a year after the launch of the Tri-Rail Tracker that allows passengers to locate their trains using GPS technology, the Tri-Rail Tracker has been recently upgraded to include information on all Tri-Rail Commuter Connectors as well.

Providing up-to-the-minute information on trains and buses together using the same platform provides passengers with better tools on their Tri-Rail commute and corresponding connections. Now when passengers access the Tri-Rail Tracker, the ability to select any of the Commuter Connectors will be displayed. Once a route is selected, it will be instantly displayed on the Tri-Rail Tracker map with information along the route, such as timed stops, status, and attractions. Additional trip planning functions will also be added in the future.

The Commuter Connectors were introduced during Labor Day 2016, as a welcome improvement to the fleet of shuttle buses servicing the Fort Lauderdale/Hollywood International Airport; with enhanced seating, standing

room and luggage capacity. In January 2017, the entire fleet of the agency’s feeder system was enhanced to include these new vehicles, and now all 14 Commuter Connectors can be tracked on the Tri-Rail Tracker, alongside the train.

The Tri-Rail Tracker is available online at [www.tri-rail.com](http://www.tri-rail.com) and on the Tri-Rail app available on iOS and Android. The app does not require an update for those who have already have it downloaded on their smart phones.



# HART & PSTA Introduce New Flamingo Fares Pass Options

## Agencies Quadruple pass options for Buying Virtual Ticketing

**H**ART and PSTA riders are downloading and using mobile ticketing technology in record numbers. Numbers for the initial rollout of the regional fare collection system known as Flamingo Fares Tampa Bay were better than expected.

“The ease and convenience of purchasing passes right from a smartphone continues to become more popular with our riders each month, making Flamingo Fares Tampa Bay successful to date,” said Jeff Seward, HART CFO. “Behind Flamingo Fares Tampa Bay are scores of dedicated professionals who have worked hard to create an easy-to-use mobile ticketing technology that allows our customers to conveniently transfer from one transit system to another.”

“The success to date of Flamingo Fares Tampa Bay would not have been possible without the strong collaborative effort shown by PSTA and HART,” said PSTA CEO Brad Miller. “PSTA and HART want to ensure that our riders have an opportunity to take advantage of all the Flamingo Fare pass options during this pilot period when demand has been high and customer acceptance has been great.”

Capitalizing on its booming success, HART and PSTA will be adding more pass options to their Flamingo Fares Tampa Bay App. The five new pass options on the Flamingo Fares App are valid on all HART and PSTA bus services, including HARTFlex, Jolley Trolley, Looper Trolley, and the TECO Line Streetcar System. (Not valid on HARTPlus or PSTA DART.)

Traveling the Tampa Bay region by bus and streetcar will continue to get even easier with the mobile ticketing technology. Flamingo Fares Tampa Bay, allows riders to travel throughout the greater Tampa Bay area using a single fare processing system.

The new pass options are intended to make it easier for locals,

residents, and tourists to use HART and PSTA to get around in the Tampa Bay area. Both agencies will continue to test the new system that will provide riders a new way to pay for transit fares and seamlessly travel throughout the region from system to system. The launch of the full App is expected to be released in 2018.

To pay with Flamingo Fares Tampa Bay, customers download an app similar to the one Starbucks uses to enable its customers to pay quickly and digitally. Patrons simply purchase a ticket on the app and show the screen to the Bus Operator upon boarding the vehicle. The mobile payment app will be free to download and limited to the iPhone App Store and Android Google Play. Cash will continue to be accepted on both transit systems, but with a smartphone, app patrons no longer have to worry about carrying the correct change or buying separate fares for different legs of their trip.

Hernando, Pasco, Manatee and Sarasota Counties are also implementing the new technology in the future.



Riders will show Operators their moving screen, touch it, which then changes from Pink to Grey/Black and they are ready to ride.



Riders will show their Streetcar Motormen their moving screen, touch it, which then changes from Yellow to Grey/Black.

Try our NEW Virtual Ticketing and Download the App today!



# Flamingo™

3 Consecutive Day Regional Pass*	\$18.00
7 Consecutive Day Regional Fare**	\$25.00
<small>(Fare Program March 17 - September 12)</small>	
Passport Monthly Pass*	\$65.00
TECO Line Streetcar Only.	
1 Day Pass**	\$5.00
1 Day Family Pass**	\$12.50

\*Valid on all HART and PSTA bus services, including the TECO Line Streetcar System, Looper Trolley and Jolley Trolley (excluding HARTFlex and PSTA DART services).

\*\*Valid on HART and PSTA Line Streetcar System. A family is considered 2 adults and 3 children, or 1 adult and 3 children. Adults Age 18+ (Youth Ages 5-17)

App available at  
Available on the App Store | Get it on Google Play





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Send materials to  
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## New Beach Trolley Puts The Beach Within Reach

**T**hanks to the new Collier Area Beach Trolley, getting to the beach is easier than ever. In its first season of operation, Collier Area Transit is working with Collier County Parks and Recreation, the Florida Department of Transportation and the Collier County



Tourist Development Council to offer a daily beach trolley that operates from 9 a.m. to 3 p.m. starting Saturday, Feb. 4, 2017 through Sunday, May 28, 2017. The route is an effort to alleviate the parking constraints in the very popular areas of Vanderbilt Beach and Delnor-Wiggins State park, where many tourists and locals are turned away because of parking limitations.

Below are some quotes from residents of Collier County.

*"The last two years, it's been horrible, lots get full by 8 a.m. in season, but even in August, they're filling up by 10:30 a.m."*

*"People come here for the beautiful beaches. But it's getting harder and harder for people who don't actually live along the beach to access them."*

*"Beach out of reach." Naples Daily News. September 16, 2016.*

For only \$1.50 per ride, visitors can catch the Trolley at the North Collier Regional Park Administration Building and get off at Vanderbilt Beach, Delnor-Wiggins Pass State Park or Conner Park. The trolley runs every 60 minutes, and there is room for beach umbrellas and chairs.

Plan your trip to the beach using the trip planner feature on [gotatbus.com](http://gotatbus.com) or contact CAT at (239) 252-7777.

## Registration is Open:

**2017 FPTA/FDOT/CUTR Professional Development Workshop & Florida Transit Safety and Operations Summit**

[www.regonline.com/2017PDWandSafetyOperationsSummit](http://www.regonline.com/2017PDWandSafetyOperationsSummit)