



Marketing Committee Meeting

REGULAR MEETING AGENDA

September 18, 2019

2:00 p.m.

South Florida Regional Transportation Authority

801 NW 33rd Street

Conference Room 138

Pompano Beach, Florida 33064

www.sfrta.fl.gov

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 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. The SFRTA offices are in the building to the left. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is adjacent to the station. Parking is available in the garage directly behind the building.

MARKETING COMMITTEE MEETING
September 18, 2019

The meeting will convene at 2:00 p.m., and will be held in Conference Room 138 of South Florida Regional Transportation Authority, (SFRTA), Administrative Offices, 801 NW 33rd Street, Pompano Beach, Florida 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

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| CONSENT AGENDA |
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| 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. |
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C1. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of May 22, 2019

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| REGULAR AGENDA |
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| 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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| INFORMATION / PRESENTATION ITEMS |
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| Action not required, provided for information purposes only. |
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I1. REGIONAL FARE INTEROPERABILITY

I2. TRI-RAIL FARE POLICY CHANGE

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| MONTHLY REPORTS |
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| 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 MAY 22, 2019

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, May 22, 2019, at the Breeze Conference Room, of Broward County Transit's Administration Offices, 1 N. University Drive, 3rd Floor, Suite 3100A, and Plantation, FL 33324.

COMMITTEE MEMBERS PRESENT

Gwen Belton, Broward County Transit (BCT)

COMMITTEE MEMBERS NOT PRESENT

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

Joseph Harrington, Palm Tran

Diane Hernandez Del Calvo, SFRTA

Newton Wilson, Florida Department of Transportation (FDOT)

ALSO PRESENT

Terry Anzieta, BCT

Priscila Brasil, SFCS

Victor Garcia, SFRTA (alternate voting member)

Dione Morgan, SFRTA

Marc Sznajstajler, SFCS

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:05 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 January 22, 2019

Postponed due to no quorum.

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 for further discussion with meeting with quorum.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

II. REGIONAL FARE INTEROPERABILITY:

- Mr. Garcia mentioned that SFRTA is still waiting on Miami-Dade County DTPW to complete their testing for the mobile ticketing to implement Tri-Rail fares.
- Ms. Belton shared that they are waiting on their Director for a final decision. Hopefully, launch will be by September 2019.

MONTHLY REPORTS

Action not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

SFCS

- Mr. Sznajstajler shared that SFCS is working to standardize the way sales pitch is done with employers to promote their services.

- Mr. Sznajstajler shared that SFCS is working with transit agencies and schools to create ideas that will make the process more effective.
- Mr. Sznajstajler shared that there are many changes in process to make Guarantee Ride Home more effective, including keeping Lyft as the main source of transportation to get people home.

BCT

- Ms. Belton shared that BCT will have 26 new routes added to their service between July and September 2019, for which a public hearing will take place on June 11, 2019.
- Ms. Belton shared that there are two routes that are being restored and they are working on making the public aware of the changes.
- Ms. Belton shared that their new mobile app is called Betty Buy which is in the process to be fully launched by September 2019. MPO is also part of the testing.
- Ms. Belton shared that by the end of the year 5 new electric busses should be added to BCT's routes, and express busses will all be electric by the beginning of 2020.
- Mr. Anzieta mentioned that new bus tickets will be in circulation and they are educating the public to keep their current ticket until it expires. Ms. Belton shared that the new tickets has a new design.
- Ms. Belton shared that she will share artwork with Mr. Garcia, to familiarize Tri-Rail staff of the changes, so they recognize it when passengers transfer from bus to train. Mr. Garcia shared that BCT passengers receive a \$2 transfer discount on Tri-Rail.

SFRTA

- Mr. Garcia shared that SFRTA is in the process of building a new website and is open for any advice from BCT that will help with the ADA compliance process.
- Ms. Belton shared some measures that BCT is taking to make sure they are fully in compliance, such as ADA mandate training is required for anyone that has to work on the website. Ms. Belton shared that BCT's social media and buses are fully ADA compliant.
- Mr. Garcia shared that SFRTA's Annual Ride and Play event was very successful and had over 600 people who rode the special trains compared to the previous Saturday.
- Mr. Garcia shared that the RFP process for the SFRTA Marketing services is in the final process for approval and should awarded at the next board meeting on Friday.
- Mr. Garcia shared that SFRTA is ending this fiscal year with a safety campaign to get message out to the public in respect to rail safety, mostly focused on Palm Beach County where we encounter most rail incidents.
- Mr. Garcia shared that Tri-Rail going into downtown Miami will most likely be delayed until end of 2020 fiscal year, due to necessary Positive Train Control technology needed to be in place on the FEC Corridor prior to Tri-Rail having access to Miami Central.

ADJOURNMENT

The meeting was adjourned at 2:43 p.m. The next meeting will take place on July 17, 2019.

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.

Tracking No. 09181901

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
September 18, 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. 09181902

AGENDA ITEM NO. I2

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
September 18, 2019

INFORMATION ITEM REPORT

Information Item Presentation

TRI-RAIL FARE POLICY CHANGE.

SUMMARY EXPLANATION AND BACKGROUND:

SFRTA will hold a public hearing for a proposed system wide fare change for Tri-Rail service.

EXHIBITS ATTACHED: N/A