



Marketing Committee Meeting

REGULAR MEETING AGENDA

September 16, 2020

2:00 p.m.

South Florida Regional Transportation Authority

By teleconference only

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)

MARKETING COMMITTEE MEETING
September 16, 2020

The meeting will convene at 2:00 p.m., by teleconference only.

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, 2020

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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INFORMATION / PRESENTATION ITEMS

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

MONTHLY REPORTS

Action not required, provided for information purposes only.
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None

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 JULY 15, 2020

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday July 15, 2020 by teleconference only.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Victor Garcia, SFRTA Alternate voting member (Via Conference)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit, BCT
Joseph Harrington, Palm Tran
Diane Hernandez Del Calvo, SFRTA
Newton Wilson, Florida Department of Transportation FDOT

ALSO PRESENT

Priscila Brasil, SFCS (Via Conference)
Erika Major, SFCS (Via Conference)
Dione Morgan, SFRTA (Via Conference)
Vince Sciallo, SFRTA (Via Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:02 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 lack of 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.
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None

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.
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I-1. REGIONAL FARE INTEROPERABILITY:

- Mr. Garcia shared that due to the coronavirus, SFRTA is still in the process of creating a mobile app that Tri-Rail passengers can use purchase regular passes.
- Ms. Crichton shared that DTPW is also promoting the mobile app to provide riders with a safe method for fare payment.

MONTHLY REPORTS

Action not required, provided for information purposes only.
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No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

SFCS

- Ms. Brasil shared that Mr. Sznajstajler is no longer with SFCS. Ms. Brasil introduced Ms. Erika Major from the Customer Service department of SFCS who has now joined the marketing team.
- Ms. Brasil shared that the SFCS commercial shoot is going well, as they just finished with all transit agencies and used SFRTA b-roll footage from recent video shoot.
- Ms. Basil shared that SFCS is in the process of negotiating with Uber to potentially become the provider of the Guaranteed Ride Home Program. While taxis are still an option for overnight services, uncertain about future with Lyft.
- Ms. Basil shared that the new posters for the Guaranteed Ride Home Program have already been dropped off to be placed on Tri-Rail trains, but may be updated again when Uber negotiations conclude.

DTPW

- Ms. Crichton shared that DTPW is in the process of installing the polycarbonate shields around the bus operators. This is in addition to partial enclosure that was already part of buses.
- Ms. Crichton shared that all the bus designs are done by their internal technicians and installations are being done on property.
- Ms. Crichton shared that DTPW continues with safety measures, including deep cleaning and rear boarding directional signage on vehicles, as well as enforcement of face masks and social distancing. The unknown is when fares will be reinstated, which may present additional challenges.

SFRTA

- Mr. Garcia shared that SFRTA has reinstated all security guards onboard trains, to help enforce passengers wearing face masks. Passengers that are not wearing a mask will be provided with a mask and those who refuse are removed from the train.
- Mr. Garcia shared that as of June 29, SFRTA is running 26 weekday trains and continues to keep track of daily ridership for indications of increase, to make the next changes. Ridership is currently at 30%, with trains running at no more than 25% capacity, which helps with social distancing.
- Mr. Garcia shared that pre-pandemic weekday daily ridership was 15,000. However, that the highest it has reached since reducing the schedule due to the pandemic is 5,000.
- Mr. Garcia shared that the agency is also evaluating what type of service it will be providing when it is time to reinstate fares.

- Mr. Garcia shared that SFRTA is at the beginning of a fiscal year and preparing to start the first campaign in the marketing plan, which will be a continuation of the “We’re In This Together” campaign.
- Mr. Garcia also shared that staff is still telecommuting and SFRTA is implementing Zoom outreach events to help disseminate information to employers and entice people to use Tri-Rail.

ADJOURNMENT

The meeting was adjourned at 2:33 p.m. The next meeting will take place on September 16, 2020.

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.

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Tracking No. 09162020

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
September 16, 2020

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