



Marketing Committee Meeting

REGULAR MEETING AGENDA

May 20, 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
May 20, 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 MARCH 18, 2020**

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 18, 2020 by teleconference only.

COMMITTEE MEMBERS PRESENT

Newton Wilson, Florida Department of Transportation FDOT (Via Conference)
Victor Garcia, SFRTA Alternate voting member (Via Conference)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit, BCT
Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Joseph Harrington, Palm Tran
Diane Hernandez Del Calvo, SFRTA

ALSO PRESENT

Priscila Brasil, SFCS (Via Conference)
Dione Morgan, SFRTA (Via Conference)
Marc Sznajstajler, SFCS (Via Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:00 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.
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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:

None

MONTHLY REPORTS

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

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

FDOT

- Mr. Newton shared that FDOT is partnering with the City of Miami to convert parks into stage testing for COVID-19 virus.
- Mr. Newton shared that FDOT is encouraging telecommunicating.

SFCS

- Ms. Brasil shared that SFCS staff is still working in the office, as they are closely monitoring the COVID 19 virus.
- Ms. Brasil also shared that SFCS has created an app for their CSR to link their phones to the app to enable them to operate from home.
- Ms. Brasil shared that all events have been cancelled, and they will continue to monitor the status of the COVID 19 virus.
- Mr. Sznajstajler shared that SFCS will be looking into different marketing strategies through social media to create new ideas.

SFRTA

- Mr. Garcia shared that Tri-Rail ridership has decreased significantly down to 8,000 daily riders due to COVID 19.
- Mr. Garcia shared that Tri-rail continues to clean trains at an increased level to keep the trains disinfected, while reminding passengers to take their own measures in place to stop the spread.
- Mr. Garcia shared that SFRTA offices are still operating and some of the staff is working remotely and most communication and meetings are by conference calls and emails.
- Mr. Garcia shared that SFRTA is monitoring the day to day operation and will continue to make adjustments depending on the status of COVID 19 virus.

ADJOURNMENT

The meeting was adjourned at 2:32 p.m. The next meeting will take place on May 20, 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. 05202020

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
May 20, 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