



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

July 15, 2020

2:00 p.m.

South Florida Regional Transportation Authority

*By teleconference only*

*[www.sfrta.fl.gov](http://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**  
**July 15, 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**

<b>CONSENT AGENDA</b>
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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 January 22, 2020

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

<b>MONTHLY REPORTS</b>
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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 33<sup>rd</sup> 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 20, 2020

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, May 20, 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)  
Newton Wilson, Florida Department of Transportation FDOT (Via Conference)

**COMMITTEE MEMBERS NOT PRESENT**

Gwen Belton, Broward County Transit, BCT  
Joseph Harrington, Palm Tran  
Diane Hernandez Del Calvo, SFRTA

**ALSO PRESENT**

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

**CALL TO ORDER**

Mr. Garcia called the meeting to order at 2:04 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**

<b>CONSENT AGENDA</b>
-----------------------

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 January 22, 2019

Postponed due to lack of quorum.

<b>REGULAR AGENDA</b>
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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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None

<b>INFORMATION / PRESENTATION ITEMS</b>
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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 looking to create 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.

<b>MONTHLY REPORTS</b>
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Action not required, provided for information purposes only.
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No items.

**OTHER BUSINESS**

- Mr. Garcia shared that SFRTA is currently running a campaign to make people comfortable to come back to use the train, named “We are in this together.” The campaign is based on videos showcasing the safety measures the SFRTA has put in place during the coronavirus, including cleaning the trains daily, social distancing, face masks and free fares. Mr. Garcia offered to combine efforts with the other members to provide a unified message.
- Mr. Sznajstajler jumped in to state that SFCS is planning a regional program to support all form of transportation as partners, and offered to take the lead to get information from all the agencies to create a video showcasing all South Florida transportation services.
- Mr. Garcia supported the idea and offered b-roll video footage from the current campaign to be included in the SFCS venture.

## RTA MARKETING COMMITTEE MEMBER COMMENTS

### BCT

- Ms. Salvary shared that BCT is currently promoting social distancing and face covering due to the Coronavirus pandemic. However, they are facing challenges get everyone to cooperate, as are all other entities.

### DTPW

- Ms. Crichton shared that DTPW is taking part in the county's Phase 1 to reopen, as part of Governor's plan, to bring us all back to the new normal.
- Ms. Crichton shared that the county continues to work with Uber and Lyft to offer services overnight, as routes are currently suspended by midnight.
- Ms. Crichton shared that most of DTPW vehicles have signage to let people know which way they should enter and exit, with directional signs, as a way to promote social distancing. Ms. Crichton shared that their safety messages are resonating with everyone.

### FDOT

- Mr. Newton shared that FDOT is working in the re-opening process since closing offices during the pandemic, including making proper adjustments of services and continuing to keep everyone working together to stay safe.

### SFCS

- Mr. Sznajstajler shared that SFCS is moving quickly on producing a video commercial for TV, online and social media, surrounding a unified message from the regional transit partners to the South Florida public. He further shared that it's been a hard hit for all transit during COVID-19.
- Mr. Sznajstajler shared that SFCS presented at the PTAC meeting the importance to communicate a unified regional transit message to the general public as the region begins to open back up.
- Mr. Sznajstajler also shared that SFCS will be sending out a script and storyboard for feedback from the partners, to complete their video.

### SFRTA

- Mr. Garcia shared that SFRTA has reduced services, now running 18 trains on weekdays and 12 trains on weekends, effective March 28<sup>th</sup>.
- Mr. Garcia shared that ridership is starting to slowly increase in the past week.
- Mr. Garcia shared that SFRTA will continue to temporarily suspend fares until service is back, or closer to normal.

- Mr. Garcia shared with the group that SFRTA is hosting a training in November 2020, for Public Information Officers, and invited the group to register, if interested, as these classes are normally held outside of the region.
- Mr. Garcia shared that he has been working with the Waze app, to provide updates on rail road closures, at the direction of FDOT, as part of a safety program both agencies are working alongside.
- Mr. Garcia shared that SFRTA is also working on making online documents ADA-accessible. Ms. Crichton commented that DTPW's ADA process is handled by a separate entity, but welcomes feedback from the group should they visit the DTPW website.

## ADJOURNMENT

The meeting was adjourned at 2:46 p.m. The next meeting will take place on July 15, 2020.

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Tracking No. 07152020

AGENDA ITEM NO. II

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
July 15, 2020

INFORMATION ITEM REPORT

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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