



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

November 18, 2020

2:00 p.m.

South Florida Regional Transportation Authority

*By teleconference or zoom video conferencing 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**  
**November 18, 2020**

The meeting will convene at 2:00 p.m., by teleconference or zoom video conferencing 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**

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| <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

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| <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**

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| <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 SEPTEMBER 16, 2020

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday SEPTEMBER 16, 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)

**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 (Via Conference)

**CALL TO ORDER**

Mr. Garcia called the meeting to order at 2:03 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**

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| <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, 2019

Postponed due to lack of quorum.

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| <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

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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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**I-1. REGIONAL FARE INTEROPERABILITY:**

- Mr. Garcia shared that Tri-Rail fares are expected to resume on October 1, 2020.
- Mr. Garcia shared that Miami-Dade Transit has included Tri-Rail fares onto the Go MDT App to allow people to purchase one-way full fare passes. Mr. Garcia shared that SFRTA is hoping to have further meetings with MDT to see if additional Tri-Rail passes could be made available on the Go MDT app.
- Mr. Garcia shared that Tri-Rail is looking to process discount EASY Cards online, as the system is not completely ready at stations. Providing online access will help people avoid having to use the ticket vending machines.
- Ms. Crichton shared that DTPW has not reinstate fares as yet.
- Ms. Crichton further commented that DTPW is in the process of having college campuses switch to the digital version of passes; currently UM is the only school participating.

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| <b>MONTHLY REPORTS</b> |
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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

### DTPW

- Ms. Crichton shared that DTPW is in the process of getting ionizers for all their buses to eliminate Covid germs. They are presently using UV version for trains and escalators have their own kind. Ionizers expected in the next couple of weeks.

### BCT

- Ms. Salvary shared that BCT fares are still suspended.
- Ms. Salvary shared that BCT is in the process of adding bus barriers to the buses. New buses arriving have them pre-installed but retrofitting current fleet.
- Ms. Salvary shared that BCT continues with safety measures, including deep cleaning buses nightly, enforcement of face masks and social distancing, and also ionizers.

### SFCS

- Ms. Brasil shared that SFCS is still in the process of reviewing the comments from FDOT on SFCS video shoot and when completed will be shared with the group.
- Ms. Brasil shared that the Uber integration will be on October 1, 2020, as they work to get Uber, Lyft and Taxi for their program completed. Uber will be working similar to their arrangement with Lyft, but they remain uncertain about future with Lyft.
- Ms. Brasil shared that all outreach events are still cancelled due to COVID 19 and staff is attending virtual events only, as much as possible.

### FDOT

- Mr. Wilson shared that Commuter Mobility week is coming up in October 2020, which they are planning on keeping virtual.

### SFRTA

- Mr. Garcia shared that SFRTA have finished the campaign “We’re In This Together” where SFRTA shared that more trains have been added to continue to help people to get to work.
- Mr. Garcia shared that the agency will move on to the next phase soon, with a campaign to be named “Let’s Get To Work!” where they can reach out to employers directly.
- Mr. Garcia shared SFRTA is planning on running a 35-weekday train schedule with 18 trains on weekends. This is the third incremental increase for the agency since it decreased service on March 28, 2020.
- Mr. Garcia shared that social distancing is going to be more of a challenge as soon as more passengers start coming back on the trains.
- Mr. Garcia shared that security guards onboard trains have an inventory of masks to provide to passengers who may not have them, as they continue to enforce wearing facial coverings per county orders.

- Mr. Garcia shared that SFRTA is in the process of promoting Rail Safety Week during the week of September 21<sup>st</sup>. The promotion is programmed to be all digital, with television and social media advertising included.

## ADJOURNMENT

The meeting was adjourned at 2:25 p.m. The next meeting will take place on November 18, 2020.

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Tracking No. 11182020

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
November 18, 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