



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

January 20, 2021

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**  
**January 20, 2021**

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**

<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 November 18, 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 NOVEMBER 18, 2020

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday November 18, 2020 by zoom video conferencing 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, South Florida Commuter Services (SFCS) (Via Conference)  
Erika Major, SFCS (Via Conference)  
Dione Morgan, SFRTA (Via Conference)  
Susan Salvary, BCT (Via Conference)  
Vince Scullo, SFRTA (Via Conference)

**CALL TO ORDER**

Mr. Garcia called the meeting to order at 2:08 p.m.

**AGENDA APPROVAL** – Additions, Deletions, Revisions

Ms. Crichton moved for approval of the agenda and seconded by Mr. Wilson.

**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**

None.

<b>CONSENT AGENDA</b>
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**C1. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of January 22, 2019

Mr. Wilson moved for approval of the meeting minutes and seconded by Ms. Crichton.

<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 Tri-Rail passes are still available on the GO MDT app, only for one-way weekday passes. There is a possibility that SFRTA will expand more fare products on the GO MDT app. Further discussions with MDT will consider integrating r all Tri-Rail fare products into the app.
- Ms. Crichton shared that DTPW is hoping to reinstate fares January, 2021, however, there is no confirmation as yet and routes are not running their full schedules.

<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**

## BCT

- Ms. Salvary shared that BCT fares are still suspended with no time point as to when they will be reinstated. Buses are being fixed with plexiglass protectors before fares are to be back.
- Ms. Salvary also shared that BCT electric buses are not back in service.

## DTPW

- Ms. Crichton shared that DTPW's "Go Nightly" service is going well with Uber.
- Ms. Crichton also shared that DTPW has launched "Go Connect" which is a service that provides first mile/last mile rides between stations around Kendall.
- Ms. Crichton shared that South Corridor underline section is near completion and preparing for a ribbon cutting event.
- Ms. Crichton commented that the new Miami-Dade County Mayor is very transit-centric and they expect more TOD projects and inclusion of AI in future developments.
- Ms. Crichton shared that DTPW has received the final 140 CNG buses and hopefully the first set of electric busses will be purchased next year.

## FDOT

- Mr. Wilson added that positive feedback was received for the Commuter Mobility week, which was in October, 2020.

## SFCS

- Ms. Major shared that SFCS transit commercial will be going live on NBC Channel 6 as of November 30, 2020.
- Ms. Major shared that the Uber integration on October 1, 2020, as part of their Guaranteed Ride Home Program was successful.
- Ms. Brasil shared that Mobility Week was very successful and that links from the event can be shared with the group. All outreach events are still cancelled due to COVID-19 and staff is attending virtual events only, as much as possible.

## SFRTA

- Mr. Garcia shared that SFRTA finished up the summer campaign "We're In This Together" reminding people know it was safe to ride the Tri-rail trains.
- Mr. Garcia shared that ridership has increased close to 7,000 weekday riders and hopes it will continue to increase as we move into the holiday season.
- Mr. Garcia shared that the agency is currently running the "Let's Get to Work" campaign, following the SFRTA Governing Board's go-ahead to increase train service to 92%, with 46 trains on weekdays and 28 trains on the weekend.
- Mr. Garcia shared that the weekend ridership has steadily increased faster than weekdays, and is hoping the increase continues as people travel during the holidays.
- Mr. Garcia shared that an outreach agreement with FDOT provide SFRTA with funds to do more safety outreach events, which were used to promote Rail Safety week during the week of September 21<sup>st</sup>. All efforts were done with digital advertisements, including commercials

with SFRTA Executive Director, Steven Abrams, as the typical outreach events have been suspended during the pandemic.

- Mr. Garcia shared that SFRTA once again partnered with Neighbors 4 Neighbors to support the Adopt A Family effort during the holidays in this particularly trying year.
- Mr. Garcia shared that SFRTA office is still operating by teleworking.

## ADJOURNMENT

The meeting was adjourned at 2:38 p.m. The next meeting will take place on January 20, 2021.

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Tracking No. 01202021

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
January 20, 2021

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