



Marketing Committee Meeting

REGULAR MEETING AGENDA

July 21, 2021

2:00 p.m.

South Florida Regional Transportation Authority

By teleconference or zoom video conferencing 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
JULY 21, 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

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 November 18, 2020.

C2. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of January 20, 2021.

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.

AGENDA ITEM NO. C1

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
MARKETING COMMITTEE MEETING OF MAY 19, 2021

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday May 19, 2021, by teleconference only.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
(Via Conference)

Carolina Del Busto, DTPW Alternate voting member (Via Conference)

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, South Florida Commuter Service (SFCS) (Via Conference)

Loreli Cabrera, SFCS (Via Conference)

Erika Major, SFCS (Via Conference)

Dione Morgan, SFRTA (Via Conference)

Susan Salvary, Broward County Transit (BCT)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:05 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

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C1. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of November 18, 2020

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:

None

MONTHLY REPORTS

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 fares will be reinstated on June 1, 2021. However, special passes have been extended to September 30, 2021, including Golden Passport and special passes that have an expiration date of May 20, 2021. Passengers are able to do business online, transit stores, customer service offices and the kiosk.
- Ms. Crichton shared that DPTW has updated signage with the new CDC guidelines to reflect the latest face mask changes.
- Ms. Crichton shared that DPTW is working on a Micro Mobility project and hopefully the ribbon cutting will be in the next few months.

- Ms. Crichton shared that the breaking ground of the South Corridor is still pending, but hopefully there will be a final date by June 2021.
- Ms. Crichton shared that David Jones has joined DPTW as their new Media Public Relation Office, previously held the position of News Television Reporter in Jacksonville, Florida.
- Ms. Crichton shared that DPTW won the first place AdWheel award under the category of partnership, Best Marketing Communications, for the Go Nightly Program enacted during the pandemic. The program included partnerships with Uber and Via to provide rides on overnight routes.

BCT

- Ms. Salvary shared that on June 1, 2021 BCT fares will be reinstated.
- Ms. Salvary shared that signage is posted on all website and facilities to inform the public when fares will resume.
- Ms. Salvary shared that bus passes and the mobile ticket app will be available for purchasing tickets starting May 24th.
- Ms. Salvary shared that the CDC guidelines are still being followed and mask wearing is still being enforced, though it remains challenging.
- Ms. Salvary shared that the Lauderhill Transit Facility Center will be opening soon, but they are waiting on a fixed date.
- Ms. Salvary also shared that BCT is working on several projects, such as the Miramar Parkway, which is expected to begin 2022.

FDOT

- Mr. Newton shared that all FDOT staff will be back in the office on June 4, 2021 and the office will be open to the public for business.

SFCS

- Ms. Brasil introduced Ms. Loreli Cabrera as SFCS' new marketing coordinator, the group welcomed Ms. Cabrera.
- Ms. Brasil shared that SFCS continues to assist SFRTA with the Uber pilot as the first and last mile connector, covering two stations, Deerfield Beach and Sheraton Street, and the West Palm Beach station on weekends. The pilot has been successful and they will continue marketing to increase ridership.
- Ms. Brasil shared that the SFCS will shoot a TV commercial for the Guaranteed Ride Home Program, expected to broadcast on major channels. The commercial is intended to assist with marketing Dade-Monroe Express Project, anticipated to be completed by the end of year.

SFRTA

- Mr. Garcia shared that the Uber pilot has been successful, as well as a big savings for the agency compared to the previous bus contract.
- Mr. Garcia shared that SFRTA has an agreement with taxi companies as well to assist passengers, yet there has no request for ADA services, so far. About 17 people ride on each

of the services every day and it is possible that the service may be the way of the future, as customer response has been positive.

- Mr. Garcia shared that SFRTA continues to run marketing campaigns with the idea to remind people that trains are still running, the latest being the launch of an airport campaign, to help increase ridership which is at 50% of pre-pandemic levels.
- Mr. Garcia further shared that for the first time throughout the pandemic, ridership went up to 8,000 passengers, which is a good sign that people are travelling again.
- Mr. Garcia shared that FDOT has supported SFRTA safety outreach efforts and SFRTA is grateful for the support.
- Mr. Garcia shared that Brightline is planning to start service by the end of 2021, and that will help SFRTA to get prepared for downtown Miami. However, there are still lots of preparation for the transition, but hopeful for access to MiamiCentral in 2022.

ADJOURNMENT

The meeting was adjourned at 2:36 p.m. The next meeting will take place on July 21, 2021.

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AGENDA ITEM NO. C3

Tracking No. 07212021

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JULY 21, 2021

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