



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

March 17, 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**  
**March 17, 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.

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

<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. C2**

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
MARKETING COMMITTEE MEETING OF JANUARY 20, 2021

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday January 20, 2021 by teleconference only.

**COMMITTEE MEMBERS PRESENT**

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)  
Carolina Del Busto, DTPW Alternate voting member (Via Conference)  
Victor Garcia, SFRTA Alternate voting member (Via Conference)

**COMMITTEE MEMBERS NOT PRESENT**

Gwen Belton, Broward County Transit (BCT)  
Joseph Harrington, Palm Tran  
Diane Hernandez Del Calvo, SFRTA  
Newton Wilson, Florida Department of Transportation (FDOT)

**ALSO PRESENT**

Priscila Brasil, South Florida Commuter Service (SFCS) (Via Conference)  
Erika Major, SFCS (Via Conference)  
Dione Morgan, SFRTA (Via Conference)  
Vince Sciallo, SFRTA (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**

**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

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.

None

**INFORMATION / PRESENTATION ITEMS**

Action not required, provided for information purposes only.

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

None

**MONTHLY REPORTS**

Action not required, provided for information purposes only.

No items.

**OTHER BUSINESS**

**RTA MARKETING COMMITTEE MEMBER COMMENTS**

**DTPW**

- Ms. Crichton introduces Ms. Carolina Del Busto, Senior Social Media Specialist. Ms. Del Busto will be the new alternate voting member representing DTPW.
- Ms. Crichton shared that DTPW is preparing for a Town Hall meeting to address questions regarding fare reinstatement for DTPW.
- Ms. Crichton shared that DTPW recently distributed a rider survey with questions related to service frequency and Covid-related issues.

**BCT**

- Ms. Salvary shared that BCT fares are still suspended with no time point as to when they will be reinstated. Buses are still in process of having Plexiglass protectors installed before fares are reinstated.
- Ms. Salvary shared that BCT is working bringing back the Breeze buses in the next couple of months. BCT also purchased new articulated buses that will help with social distancing.
- Ms. Salvary shared BCT is doing renovations at the Ft. Lauderdale facility. Mr. Garcia questioned if any renovation is expected at the Pompano facility, but Ms. Salvary stated there is no current discussion on the Pompano facility.

### SFCS

- Ms. Brasil shared that SFCS is still operating and hoping that physical events will start back soon. Basically the team is updating and preparing for normal business activities.
- Ms. Brasil shared that SFCS is updating its Ride Amigos rewards.

### SFRTA

- Mr. Garcia shared that all Tri-rail trains and stations are equipped with hand sanitizer dispensers. Hopefully, people will be encouraged with the safety measures put in place and feel safer to ride the trains.
- Mr. Garcia shared that the Palm Beach County Board of Commissioners has appointed Commissioner Maria G. Marino to serve as its representative on the SFRTA Governing Board, effective January 1, 2021. Also SFRTA is waiting on the Miami Dade Commissioner appointee to be appointed to the board.
- Mr. Garcia shared that SFRTA's contractor for Tri-Rail's Commuter Connector buses is expiring at the end of February 2021. Therefore, SFRTA is currently looking at other options, such as Uber and local taxi companies to provide service until a permanent replacement service is in place.
- Mr. Garcia shared that SFRTA has finished the "Let's Get To Work" Campaign at the end of 2020 and is currently running the "\$5 Goes A Long Way" Campaign, to help bring passengers back so ridership can continue to increase.

### ADJOURNMENT

The meeting was adjourned at 2:22 p.m. The next meeting will take place on March 17, 2021.

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.

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Tracking No. 03172021

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
March 17, 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