



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

May 19, 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**  
**May 19, 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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**II. 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.

## AGENDA ITEM NO. C1

### MINUTES

#### SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY MARKETING COMMITTEE MEETING OF MARCH 17, 2021

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday March 17, 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)

Erika Major, SFCS (Via Conference)

Dione Morgan, SFRTA (Via Conference)

Veronica Vidal, 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**

**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**

**SFCS**

- Ms. Brasil shared that SFCS has been in partnership with SFRTA in launching a 3-month pilot with Uber. So far it has been a success as they are seeing ridership increasing.
- Ms. Brasil further shared that SFCS will survey passengers midway and at the end of the pilot to analyze riders' feedback.
- Ms. Brasil shared that SFCS will continue to assist SFRTA with marketing the service provided by the pilot program, including sending email blasts, posting on social media and station advertising, including a mobile billboard that displayed at the Deerfield Beach and Sheridan Street stations.

## DTPW

- Ms. Crichton shared that DTPW is in the process of doing public outreach for the Better Bus Project, to realign all their bus routes.
- Ms. Crichton shared that DTPW is also working on the South Dade Corridor project along, as part of the Smart Plan, which is projected to break ground in April 2021.
- Ms. Crichton shared that as part of the Smart Plan they are also working on the Beach Corridor and the East/West Corridor, where several public hearings are expected.
- Ms. Del Busto mentioned that DTPW has recently opened the first half mile of the underline in Brickell.

## SFRTA

- Mr. Garcia shared that SFRTA continues to promote Tri-Rail services during the pandemic. Having most outreach activities suspended, they are taking advantage of the opportunities to reach people on their devices through mobile advertising.
- Mr. Garcia shared that ridership continues to increase gradually and hopes as more business reopen, more people will come back to using the train.
- Mr. Garcia shared that SFRTA is planning on taking advantage of the airports' drive to bring travelers back to their services, as a way to remind them of the convenience of using Tri-Rail for their travels.
- Mr. Garcia shared that FDOT has granted SFRTA monies for railroad safety outreach, which has helped to keep Tri-Rail's services to be featured throughout the pandemic with safety videos and digital advertising.
- Mr. Garcia shared that one of the agency's main current projects is the Uber pilot with SFCS, which will help determine how to keep the Commuter Connector service in the future.
- Mr. Garcia further shared that there are three of Tri-Rail feeder routes in Palm Beach County that are being served by Palm Tran, while an agreement is being worked on with the taxi company. The idea is for taxi and Uber service to be provided for all routes. As changes to the program are implemented, passengers continue to be notified with updated messages.

## ADJOURNMENT

The meeting was adjourned at 2:35 p.m. The next meeting will take place on May 19, 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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**AGENDA ITEM NO. C3**

Tracking No. 05192021

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