



Marketing Committee Meeting

REGULAR MEETING AGENDA

November 17, 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
NOVEMBER 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

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 July 21, 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.

INFORMATION / PRESENTATION ITEMS

Action not required, provided for information purposes only.

II. REGIONAL FARE INTEROPERABILITY

MONTHLY REPORTS

Action not required, provided for information purposes only.

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 SEPTEMBER 15, 2021**

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday September 15, 2021, by teleconference only.

COMMITTEE MEMBERS PRESENT

Gwen Belton, Broward County Transit (BCT)

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 (Via Conference)

COMMITTEE MEMBERS NOT PRESENT

Joseph Harrington, Palm Tran

Newton Wilson, Florida Department of Transportation (FDOT)

ALSO PRESENT

Dione Morgan, SFRTA (Vía Conference)

Lynn Opperman, BCT (Vía Conference)

Susan Salvary, BCT (Vía Conference)

Vince Sciallo, SFRTA (Vía Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:09 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 July 21, 2021.

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:

- Mr. Garcia shared that SFRTA is working towards making more passes available by Mobile App through the Miami Dade Transit system, including monthly passes and transfer discounts.

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 is promoting mobile passes, focusing on contactless payment with Apple Pay and Google Pay.
- Ms. Del Busto shared that in August DTPW welcomed the new director with a video announcement to the general public.

- Ms. Del Busto shared that DTPW is planning on posting safety materials on social media for Rail Safety week.
- Ms. Del Busto stated that DPTW broke ground on the South Corridor and an event is scheduled in October for the Underline Phase 2.
- Ms. Crichton shared that DTPW held a successful walkthrough at the Golden Glades Station as the construction work is at its final stages.
- Ms. Crichton mentioned that DTPW's Smart Plan Corridors, (Beach Corridor and Northeast Corridor) are taking off.

BCT

- Ms. Belton shared that BCT recently held a meeting to discuss the process of transitioning from paper tickets to mobile ticketing
- Ms. Salvary shared that the BCT Lauderhill Transit center reopened in June 2021, where BCT will start offering bus passes for sale starting October 1, 2021.
- Ms. Salvary shared that BCT partnered with Florida Department of Health to setup vaccine popup sites at bus terminals to administer to the traveling public, which has been very successful, with 1076 people vaccinated at their sites. Due to the success, BCT will continue to provide until mid-October.

SFRTA

- Mr. Garcia shared that SFRTA is gearing up for Rail Safety Week in September 2021, mostly focused on advertisement and digital posts to minimize contact with the public.
- Mr. Garcia shared that last year's safety outreach efforts have resonated with the public as there were fewer incidents reported on the tracks last fiscal year. Mr. Garcia added that the outreach effort has been made possible thanks to FDOT's funding assistance
- Mr. Garcia shared that there will be a new email communication from the desk of SFRTA's Executive Director, with updates on the status of the agency.

ADJOURNMENT

The meeting was adjourned at 2:29 p.m. The next meeting will take place on November 17, 2021.

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Tracking No. 11172021

AGENDA ITEM NO. 1

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