



Marketing Committee Meeting

REGULAR MEETING AGENDA

MARCH 16, 2022

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. THE TIME OF THE MEETING IS SUBJECT TO CHANGE.

Members

Gwen Belton, Broward County Transit (BCT)

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

Victor Garcia, South Florida Regional Transportation Authority (SFRTA)

Joseph Harrington, Palm Tran

Newton Wilson, Florida Department of Transportation (FDOT)

MARKETING COMMITTEE MEETING
MARCH 16, 2022

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 January 19, 2022.

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 a 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 JANUARY 19, 2022

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, January 19, 2022, by teleconference only.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Victor Garcia, SFRTA (Via Conference)
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit (BCT)
Carolina Del Busto, DTPW Alternate voting member (Via Conference)
Joseph Harrington, Palm Tran (Via Conference)

ALSO PRESENT

Priscila Brasil, South Florida Commuter Service (SFCS) (Via Conference)
Loreli Cabrera, South Florida Commuter Service (SFCS) (Via Conference)
Dione Morgan, SFRTA (Via Conference)
Lynn Opperman, Broward County Transit (BCT) (Via Conference)
Susan Salvary, Broward County Transit (BCT) (Via Conference)
Vince Sciallo, SFRTA (Via Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:01 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

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None.

DISCUSSION

CONSENT AGENDA

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C1. MOTION TO APPROVE:

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

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 Tri-Rail has received a grant from Broward MPO to develop a Mobile App that will encompass regional fare interoperability. The app will be developed in three phases, and the third and final phase will include a means for each transit entity to install its own payment method without requiring mixing back-office transactions. The project is expected to be completed in the next few years with the collaboration of Miami-Dade, Broward, and Palm Beach mass transit agencies.

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 working on the underline project and the groundbreaking that took place in November 2021 was successful.

- Ms. Crichton shared that DTPW is working with C-Bike, part of the infrastructure with ATMS for signaling when bicycles are approaching. This will allow the traffic light stop signal to know when a bike is approaching, and notify bikers when it's safe to continue crossing the intersection. The testing is being done in Miami Beach.
- Ms. Crichton shared that DTPW is working on updating and repairing the sound barriers on the rail system.
- Ms. Crichton shared that DTPW buses will be moving their access to Golden Glades Station starting January 24, 2022. The busses will return to service the west lot. Bus operators are handing out notices to passengers as they board buses to notify them of change. FDOT is responsible for the ribbon-cutting, but the date has yet been finalized.

BCT

- Ms. Opperman shared that BCT is reinforcing the federal mask mandate as the CDC's mask mandate was extended.
- Ms. Opperman shared that BCT signage is being created to notify the public that BCT is launching new service changes, effective January 23, 2022.
- Ms. Opperman shared that BCT is working on a regain ridership campaign, which is expected to launch by the end of February through to April 2022.

SFRTA

- Mr. Garcia shared that SFRTA is waiting on the Golden Glades station opening. Everyone is excited as it's a large parking facility that can help entice ridership growth.
- Mr. Garcia shared that Tri-Rail's Rail Fun Day event is scheduled for February 19, 2022, at the Fort Lauderdale Airport station.
- Mr. Garcia shared that a new marketing campaign was launched and is being called "Part of Your Daily Routine" to help paint a picture of how using public transportation can easily become a part of daily life.
- Mr. Garcia added that SFRTA weekday ridership is averaging 10,000 riders, about 65% of pre-pandemic levels, and hopes the continued outreach efforts will help see it continue to rise.

ADJOURNMENT

The meeting was adjourned at 2:30 p.m. The next meeting will take place on March 16, 2022.

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Tracking No. 03162022

AGENDA ITEM NO. 1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 16, 2022

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