



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

May 18, 2022

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. 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**  
**MAY 18, 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**

<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 January 19, 2022.

**C2. MOTION TO APPROVE:** Minutes of Marketing Committee Meeting of March 16, 2022.

<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 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 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. C2**

MINUTES

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

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 16, 2022, by teleconference only.

**COMMITTEE MEMBERS PRESENT**

Victor Garcia, SFRTA (Via Conference)

**COMMITTEE MEMBERS NOT PRESENT**

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

Gwen Belton, Broward County Transit (BCT)

Carolina Del Busto, DTPW Alternate voting member

Joseph Harrington, Palm Tran

Newton Wilson, Florida Department of Transportation (FDOT)

**ALSO PRESENT**

Priscila Brasil, 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 2:05 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**

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:**

Postponed due to lack of quorum

<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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None

<b>INFORMATION / PRESENTATION ITEMS</b>
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Action is not required, provided for information purposes only.
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**I-1. REGIONAL FARE INTEROPERABILITY:**

- Mr. Garcia shared that the regional fare interoperability app is still in the developing stages. The app will be developed in three phases and the project is expected to be completed in the next few years.

<b>MONTHLY REPORTS</b>
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Action is not required, provided for information purposes only.
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No items.

**OTHER BUSINESS**

**RTA MARKETING COMMITTEE MEMBER COMMENTS**

**SFCS**

- Ms. Brasil shared that Tri-Rail's Rail Fun Day was a wonderful event and thanked SFRTA for the invitation to participate.
- Ms. Brasil shared that the OMD Expo for employees at the FDOT District 4 building is on April 19, where BCT, Tri-Rail, and Brightline representatives are expected to be present.
- Ms. Brasil shared that Mr. Jeremy Mullings and staff met with DTPW representatives regarding a pilot to provide Uber services from two Tri-Rail stations in Miami-Dade County stations, and they were supportive, including recommending an expansion of the proposed service area geofence.
- Ms. Brasil shared that the Uber pilot is going well. Though their funds to support the voucher for the two previously suspended routes is running low, they are working towards transitioning them into SFRTA in the next few weeks.

- Ms. Brasil shared that SFCS is in the process of updating the Tracks 2 Uber website, to continue to take advantage of the Uber name to help promote the service, as well as a comprehensive marketing campaign to promote the service at train stations.

## BCT

- Ms. Opperman shared that BCT is focused on regaining ridership and the marketing campaign is expected to be in action within a couple of months. Ms. Opperman elaborated that it's a great time to focus on ridership as the gas price continues to increase.
- Ms. Opperman shared that BCT is planning a recruitment campaign for open positions. The hiring campaign is expected to launch in May and will mainly focus on bus operators.
- Ms. Salvary shared that Tri-Rail's Rail Fun Day was a wonderful event and thanked SFRTA for the invitation to participate.

## SFRTA

- Mr. Garcia shared that Rail Fund Day was very successful as ridership for that Saturday basically returned back to pre-pandemic levels. He added that Tri-Rail ridership has been growing, currently at 70 percent of pre-pandemic levels.
- Mr. Garcia shared that there are signs that the increase in gas price is bringing people back to riding the trains, surpassing 11,000 weekday riders in March for the first time in the past two years. Mr. Garcia also shared that during the holidays, train ridership had plateaued at approximately 10 thousand riders.
- Mr. Garcia shared that Tri-Rail will run special trains for Ultra Music Festival, scheduled for March 25-27<sup>th</sup> at Bayfront Park.
- Mr. Garcia shared that the Ride Partner service will undergo an update soon, where Freebee will cover the CC-1 route at the Cypress Creek station. The service will be free to passengers and have ADA-accessible vehicles and is expected to start within a couple of months.
- Mr. Garcia shared that SFRTA is preparing for the next fiscal year's marketing plan, which will be heavily focused on promoting the start of Tri-Rail service into Miami Central Station.

## ADJOURNMENT

The meeting was adjourned at 2:28 p.m. The next meeting will take place on May 18, 2022.

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 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. 05182022

AGENDA ITEM NO. 1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY  
RTA MARKETING COMMITTEE MEETING  
MAY 18, 2022

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