



Marketing Committee Meeting

REGULAR MEETING AGENDA

November 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
NOVEMBER 16, 2022

The meeting will convene at 2:00 p.m., by teleconference or Zoom/WebEx 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 20, 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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I-1. 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 Executive 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 21, 2022**

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, September 21, 2022, by teleconference only.

COMMITTEE MEMBERS PRESENT

Victor Garcia, SFRTA (Via Conference)

Newton Wilson, Florida Department of Transportation (FDOT) (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 (Via Conference)

Joseph Harrington, Palm Tran (Via Conference)

ALSO PRESENT

Priscila Brasil, South Florida Commuter Service (SFCS) (Via Conference)

Dione Morgan, SFRTA (Via Conference)

Susan Salvary, BCT (Via Conference)

Vincent Sciallo, SFRTA (Via Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:00 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

MATTERS BY THE PUBLIC – Persons wishing to address the Committee are requested to complete an “Appearance Card” which 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

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 is not required, provided for information purposes only.

I-1. REGIONAL FARE INTEROPERABILITY:

- Mr. Garcia shared that the SFRTA mobile pass sales for the month of August showed a 1% increase compared to the month of July when it started. Mr. Garcia shared that the total sales in August represent 2-percent of total fares for the system.
- Mr. Garcia shared that more signage and collateral is being produced to be placed at stations to make more people aware that purchasing fares on the app is an option.
- Mr. Garcia asked Ms. Salvary if BCT operators are familiar with Tri-Rail mobile passes to accept them as valid transfers. Ms. Salvary mentioned that she was unsure so Mr. Garcia offered to send information to be shared with operators for this purpose.

I-2 AGENCY INITIATIVES:

- Mr. Garcia shared that FPTA is pursuing a statewide effort to promote public transportation, to help agencies recover passengers lost during the pandemic. SFRTA has committed to support following additional details on how the funds will be used in South Florida.

MONTHLY REPORTS

Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

SFCS

- Ms. Brasil shared that SFCS has officially launched the Uber pilot for service at Golden Glades and the Miami Airport stations. SFCS is currently working on the materials to promote at the stations and through social media, and will repeat the mobile billboard to bring awareness to people in the communities along the corridor.
- Ms. Brasil shared that the St. Thomas University event, which is served by the new Golden Glades service, was successful. SFCS interacted with approximately three hundred students and staff, engaging with them and making them aware of the pilot.
- Ms. Brasil shared that SFCS is preparing for Mobility Week in October, where their outreach efforts will support the entirety of the Ride Partner service.
- Ms. Brasil shared that SFCS will reach out to BCT to organize a bus rider appreciation day to promote the Express service.

BCT

- Ms. Salvary shared that BCT is working on testing a late-shift connect program for riders who work the late-shift to get to and from work after BCT operating hours. The program would provide a taxi service for a \$2 fee, as long as documentation verifying their work hours is submitted from employers. Once employees are approved, they are provided with a pre-loaded card that will allow them to pay for the taxi.
- Ms. Salvary shared that the operating hours are 11:00 p.m. to 6:00 a.m. and it's a one-way ride. Mr. Wilson questioned if there is a cap and Ms. Salvary confirmed that the cap is fifteen dollars.
- Ms. Salvary shared BCT is planning a hiring event on September 30, 2022, at the Lauderdale Lakes venue.

SFRTA

- Mr. Garcia shared that SFRTA started a campaign to promote the Ride Partner service which has stemmed a lot of phone calls and social media questions inquiring about how the service and vouchers work.
- Mr. Garcia shared that SFRTA is pleased with the enhancement of services in Miami-Dade County, and is hopeful that it will help increase train ridership.
- Mr. Garcia shared that the City of Delray Beach and the West Palm Beach Downtown Development Authority has requested expanding the services in their respective areas, which are currently being reviewed for consideration.
- Mr. Garcia shared that SFRTA has a new Executive Director, David Dech, who is tasked to ensure the agency's priority of providing service into Downtown Miami comes to fruition. However, since the station does not have an opening date yet, the agency's marketing plan will be readjusted accordingly.

- Mr. Garcia shared that what shall remain in the budget is an airport campaign and Tri-Rail's signature annual event, Rail Fun Day in 2023. SFRTA also had advertisement prepared to promote railroad safety during Rail Safety Week.
- Mr. Garcia shared that a meet and greet event is being coordinated with COMTO Fort Lauderdale to introduce the new SFRTA executive director to the public.

FDOT

- Mr. Wilson commented that the BCT late shift program is an excellent idea and there are lots of positive feedback.
- Mr. Wilson shared that FDOT is preparing for Rail Safety Week.

ADJOURNMENT

The meeting was adjourned at 2:31 p.m. The next meeting will take place on November 16, 2022.

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Tracking No. 11162022

AGENDA ITEM NO. 1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
NOVEMBER 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