



Marketing Committee Meeting

REGULAR MEETING AGENDA

JANUARY 19, 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
JANUARY 19, 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 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.
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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 NOVEMBER 17, 2021

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, November 17, 2021, by teleconference only.

COMMITTEE MEMBERS PRESENT

Victor Garcia, SFRTA (Via Conference)

Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit (BCT)

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

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)

Dione Morgan, SFRTA (Via Conference)

Vince Sciallo, SFRTA (Via Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:03 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 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 Tri-Rail Mobile App is in the testing mode to incorporate additional fares. All Full Fares will be available, with the exception of the round trip and 12-Trip passes.

MONTHLY REPORTS

Action not required, provided for information purposes only.
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No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

SFRTA

- Mr. Garcia shared that SFRTA launched its “Airport Campaign” for the 2021 holiday season. Mr. Garcia added that SFRTA has partnered with Spirit Airlines to give away a trip for people who register as part of the campaign.
- Mr. Garcia shared that SFRTA was granted funds to run a pilot with a Microtransit provider, which is expected to start in early 2022. Mr. Garcia added that the provider is Freebee and

the pilot will be for one of the Cypress Creek Station routes that currently serve Holy Cross Hospital.

- Mr. Garcia shared that SFRTA will be participating in the Miami Book Fair.
- Mr. Garcia shared that SFRTA will be holding the South Florida Kids Got Talent auditions on December 11, 2021, at The Galleria Fort Lauderdale.
- Mr. Garcia shared that Tri-Rail's Rail Fun Day will be held on February 19, 2022 at the Fort Lauderdale Airport Station, potentially in the parking garage. Mr. Garcia added that SFRTA is partnering with additional local events to promote service, including the Lake Worth Street Painting Festival and possibly Ultra Music Festival.
- Mr. Garcia added that SFRTA weekday ridership is averaging 10,000 riders and hopes it will continue to grow.

SFCS

- Ms. Brasil shared that the FAU event and Lake Worth is coming up and would be happy to have SFRTA join with SFCS.
- Ms. Brasil shared that the pilot program is running smoothly and also there is a survey that will be going out from Uber to everyone that has downloaded the voucher. Ms. Brasil added that mobility week was very successful.

ADJOURNMENT

The meeting was adjourned at 2:32 p.m. The next meeting will take place on January 19, 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 33rd 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. 01192022

AGENDA ITEM NO. 1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
JANUARY 19, 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