



Marketing Committee Meeting

REGULAR MEETING AGENDA

March 15, 2023

2:00 p.m.

Overtown Transit village

701 NW 1 CT.

15TH Floor - South Conference Room

Miami, Florida 33136

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

Victor Garcia, South Florida Regional Transportation Authority (SFRTA)

Gwen Belton, Broward County Transit (BCT)

Newton Wilson, Florida Department of Transportation (FDOT)

Directions to SFRTA: I-95 to Copans Road. Go west on Copans to North Andrews Avenue Ext. and turn right. Go straight to Center Port Circle, which is NW 33rd Street, and turn right. The SFRTA offices are in the building to the left. The SFRTA offices are also accessible by taking the train to the Pompano Beach Station. The SFRTA building is adjacent to the station. Parking is available in the garage directly behind the building.

MARKETING COMMITTEE MEETING
March 15, 2023

The meeting will convene at 2:00 p.m., and will be held in 15TH Floor South Conference Room the Miami-Dade County Department of Transportation and Public Works (DTPW), Overtown Transit village, 701 NW 1 Court, Miami 33136.

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

C2. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of September 21, 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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II. REGIONAL FARE INTEROPERABILITY

MONTHLY REPORTS

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

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 Planning Department at 800 NW 33rd Street, Suite 100, 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 South Florida Regional Transportation Planning Technical Advisory 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.

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.

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
MARKETING COMMITTEE MEETING OF JANUARY 18, 2023

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, January 18, 2023, at SFRTA's Administrative Offices, 801 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

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

Victor Garcia, SFRTA

Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

Gwen Belton, Broward County Transit (BCT)

Joseph Harrington, Palm Tran (Via Conference)

ALSO PRESENT

Robyn Chiarelli, Greater FL Transportation Management Association (GFLTMA)

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

Susan Salvary, Broward County Transit, BCT (Via Conference)

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:21 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

- Mr. Garcia followed up on the request to receive an updated letter assigning the members of the SFRTA Marketing Committee, including alternates. The hope is re-establish alternating the committee Chair among current members this year.

- Mr. Garcia alerted the group that the next meeting will be coordinated to occur at the offices of Miami-Dade County Department of Transportation and Public Works, and rotating subsequent meetings at the locations of each committee member.

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 as all transit partners now have their own versions of mobile fare option, the opportunity to integrate all systems may become a possibility soon.

MONTHLY REPORTS

Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

DTPW

- Ms. Crichton shared that DTPW is moving forward on the South Corridor and extended an invite to anyone that would like to have a tour arranged of the South Corridor. DTPW purchased 60 ft. electric buses to run the service along the corridor.

- Ms. Crichton shared that there is a tentative schedule for a press conference announcing the newly improved bus shelters throughout the county.
- Ms. Crichton shared that DTPW is coordinating the communication of messages to the public about the department projects, including new Flotera buses they are adding to the fleet, as well as public works projects.

SFCS

- Ms. Hanning shared that SFCS is working with BCT on marketing the express coach buses. Commuters will receive a 31-day pass to ride the express coaches as part of a referral program that has been extended to February and is being promoted utilizing billboard advertising.
- Ms. Hanning shared that ridership for Taxi and Uber service for Golden Glades and Miami Airport stations is going well and the marketing has been paused as the pilot has depleted its \$50,000 budget.

FDOT

- Mr. Newton shared that FDOT is in the process of extending its contracts with CTS, Downtown Fort Lauderdale and Davie, for an additional three years.
- Mr. Newton shared that FDOT is currently focusing on incentivizing employees to use transit to experience services onboard. A presentation is being drafted present to new hires.

GFLTMA

- Ms. Chiarelli expressed her gratitude to be back with the marketing committee team.
- Ms. Chiarelli shared that the TMA is no longer operating the trolley and the services have been transferred to the City of Fort Lauderdale.
- Ms. Chiarelli shared that the City has decided to do a year-long study in partnership with FDOT and Broward MPO, to decide where the City's next area of focus.
- Ms. Chiarelli shared that the future could include transit operations. Efforts are being focused on communication with all marketing groups and expanding into all of Broward County.

SFRTA

- Mr. Garcia shared that SFRTA is preparing for the upcoming annual Rail Fun Day, scheduled for February 4, 2023, at Tri-Rail's Fort Lauderdale Airport station. The South Florida's Kids Got Talent singing competition part of the event.
- Mr. Garcia shared that SFRTA is currently waiting on Florida East coast Railway (FEC) to permit Tri-Rail trains to test on their corridor. The training portion of the agreement is in the works, where Tri-Rail personnel will be trained on the FEC corridor with Brightline equipment until Tri-Rail equipment is approved. Mr. Garcia shared that SFRTA is aiming to have Tri-Rail serving MiamiCentral by summer.
- Mr. Garcia shared that efforts are underway to coordinate with the partners in Miami-Dade County, for an outreach effort to alert the community of the upcoming safety tests, as trains will be running in areas where they are not accustomed to see, as soon as the dates are confirmed for testing.

- Mr. Garcia shared that the SFRTA Governing Board will address the Ride Partner service at its upcoming meeting. The board is interested in implementing alternative services, such as scooters and bikeshares. The hope is that the Ride Partner service is able to continue at some level, especially the West Palm Beach Airport route, as the airport connections are one of the greater benefits of Tri-Rail.

ADJOURNMENT

The meeting was adjourned at 2:50 p.m. The next meeting will take place on March 15, 2023.

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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, 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.

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AGENDA ITEM NO. C1

Tracking No. 03152023

AGENDA ITEM NO. I1

**SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 15, 2023**

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