



Marketing Committee Meeting

REGULAR MEETING AGENDA

May 17, 2023

2:00 p.m.

South Florida Regional Transportation Authority

801 NW 33rd Street

Conference Room 316

Pompano Beach, Florida 33064

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

Diane Hernandez Del Calvo, South Florida Regional Transportation Authority (SFRTA)

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
MAY 17, 2023

The meeting will convene at 2:00 p.m., and will be held in Conference Room 316 of the South Florida Regional Transportation Authority (SFRTA), Administrative Offices, and 801 NW 33rd Street, Pompano Beach, FL 33064.

The meeting is available to listen via telephone by calling 1-415-655-0001 and entering the **Meeting ID 2340 097 9161** and then the **Password Wfk8JCPxP63**, or via listen to the video conferencing by entering the link to your web browser or by clicking on the link below:

<https://tri-rail.webex.com/tri-rail/j.php?MTID=m1e98f637841d3ba0a208da348dbfc9be>

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 18, 2023.

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.

AGENDA ITEM NO. C1

MINUTES

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

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 15, 2023, at the 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.

COMMITTEE MEMBERS PRESENT

Bobbie Crichton, Miami-Dade County Department of Transportation and Public Works (DTPW)
Joseph Harrington, Palm Tran (Via Conference)
Victor Garcia, SFRTA

COMMITTEE MEMBERS NOT PRESENT

Newton Wilson, Florida Department of Transportation (FDOT)

ALSO PRESENT

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 2:03 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

MATTERS BY THE PUBLIC – Persons wishing to address the Committee are requested to complete an “Appearance Card” 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 to reestablish 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 South Florida Regional Transport Authority Broward County 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:

- Ms. Crichton moved for approval of the meeting minutes for the meetings of July 20, 2022 and September 21, 2022 and were seconded by Mr. Harrington.

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 SFRTA's Mobile App project is still its first phase thanks to the support of the Broward MPO. The third phase will incorporate having other agencies integrated into one app. Mr. Harrington shared that Palm Tran's app launched in February, along with wireless credit/debit card payment that has increase 80%.

MONTHLY REPORTS

Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

BCT

- Ms. Salvary shared that BCT has named Coree Cuff Lonergan as the new Director of Transportation. Ms. Lonergan came to BCT from the Washington Metropolitan Area Transit

Authority, and they are looking forward to see her skills and innovation bring the transportation department to a new level.

- Ms. Salvary shared that BCT is working on a “shared road campaign”, as well as focusing on regaining ridership.
- Ms. Salvary shared that the next bus service changes will happen in April.

SFCS

- Ms. Hanning shared that the second phase of the track Uber pilot for the Golden Glades and Miami international Airport station projects are going well. SFCS has eliminated the previously geofenced areas and implemented a cap of \$10 on the voucher. The program has had 1300 rides since the February changes.
- Ms. Hanning shared that SFCS is collaborating marketing efforts with a referral program for BCT. Commuters receive a 31-day pass to ride the as part of this effort and a total of 400 passes have been awarded.
- Ms. Hanning shared that SFCS is having initial discussions about Mobility Week, as well as revamping the SFCS website.

Palm Tran

- Mr. Harrington shared that Palm Tran is working on three major campaigns, one being the Paradise Pass Discount, where users have \$20 loaded for only \$5. The push is to have people not using cash and get accustomed to the new method of payment. The second campaign is promoting contactless payments and recovering ridership is the third.
- Mr. Harrington shared that Palm Tran pre-pandemic weekday ridership was at 35,000 on fixed routes, while currently ridership is approximately 29,000, as ridership continues to recover.
- Mr. Harrington shared that Palm Tran is participating at the Lake Worth Beach Pride Parade on March 26, 2023, where they’ll have a pink bus in display.
- Mr. Harrington shared that their bus operator graduation will be held on March 31, 2023, as Palm Tran continues to promote job opening for bus operators.
- Mr. Harrington shared that Palm Tran is working with FDOT on the Port St. Lucie express project that is currently pending their board’s approval. The express service is to cover morning and evening rush hours serving Port St. Lucie, the treasure coast and downtown West Palm Beach sometime in September.

SFRTA

- Mr. Garcia shared that Tri-Rail’s Rail Fun Day was very successful with more than three thousand people attending and garnering Tri-Rail’s highest Saturday ridership in its history. Commissioner Raquel Regalado, Chair of the SFRTA Governing Board attended and was excited with the successful outcome of the event, prompting her to engage the team to have similar events at other stations in the near future.
- Mr. Garcia mentioned that SFRTA is planning to bring back the Winter Wonderland event in December at the Miami Airport Station.

- Mr. Garcia shared that per direction of Commissioner Regalado, SFRTA is pursuing a scooter and bike share program.
- SFRTA continues to provide the shared ride partnership with Uber and taxis, but will change the program to reduce the subsidy to \$5 but will be opened to all Tri-Rail stations. The plan is to start by June 1, 2023, so the team will have to prepare an educational campaign for these changes beforehand.
- Mr. Garcia shared that SFRTA is planning a safety campaign to promote rail road safety before the end of the fiscal year on June 30.
- Mr. Garcia shared that SFRTA once again partnered with the Ultra Music Festival to have special trains on the weekend of March 24-26. Tri-Rail will run the same setup as last year, with a train an hour after each concert's conclusion and a second one after the last Metrorail of the evening get to Tri-Rail.
- Mr. Garcia shared that SFRTA is still working with partners on the approval of Tri-Rail trains to be tested the FEC corridor prior to the start of service at MiamiCentral Station.

DTPW

- Ms. Crichton shared that DTPW hired Mr. Juan Mendieta as the new Chief External Affairs Officer.
- Ms. Crichton shared that the first female operator to win the first prize at the bus rodeo happened recently. The accomplishment was recognized on NBC 6, which highlighted that the event occurred during Women's History Month in March.
- Ms. Crichton shared that DTPW held a Women Who Lead Transportation panel at the Miami Downtown Library, which featured employees that have been with the agency for twenty years.
- Ms. Crichton shared that DTPW is evaluating thirteen service route changes.
- Ms. Crichton shared that on March 22, DTPW will be updating the Metrorail 5-year program. Included is the retrofitting of trains to enable communication with the new software and hardware that is being installed.
- Ms. Crichton shared an update on the county Smart Program for the South Dade Corridor, noting it is moving in a positive direction, as they coordinate public outreach meetings and several tours on the corridors that are being developed.
- Ms. Crichton mentioned that DTPW will be partnering with the Ultra Music Festival and have staff to assist concertgoers for the upcoming event.
- Ms. Crichton shared that within the next three months, DTPW will be bidding for the South Dade Maintenance to accommodate the articulated electric buses, which will be dedicated for the busway. DTPW bridges are currently undergoing construction for upgrades.
- Ms. Crichton shared that DTPW will be celebrating Transit Operator Appreciation Day.
- Ms. Crichton shared that DTPW's program with Via reported having 30,300 downloads with 164,000 riders and they expect the program to continue positively.

ADJOURNMENT

The meeting was adjourned at 2:42 p.m. The next meeting will take place on May 17, 2023.

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Tracking No. 05172023

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 17, 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