



Marketing Committee Meeting

REGULAR MEETING AGENDA

March 20, 2024

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)

Victor Garcia, 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
MARCH 20, 2024

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 2343 238 7009** and then the **Password fWRVevTT282**, 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=m09e7eb4571eef325c25605957238937f>

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 May 17, 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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11. REGIONAL FARE INTEROPERABILITY

12. BUS BUDDY PROGRAM

Have any of the transit properties in South Florida explored the creation of a Bus Buddy Program? Bus Buddy would be a community initiative that facilitates individuals connecting with each other through an online matching database to explore and use public transit together. Participants may sign up, create profiles, and find compatible bus buddies based on shared routes or schedules. The goal would be to enhance public transit experiences, especially for newcomers or those unfamiliar with the system, by fostering a sense of community and providing support as individuals navigate public transportation together. This program would aim to promote public transit usage, reduce transportation anxiety, and build social connections within the community.

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 JANUARY 17, 2024

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, January 17, 2024, at the SFRTA’s Administrative Offices, 801 NW 33rd Street, Pompano Beach, FL 33064.

COMMITTEE MEMBERS PRESENT

Victor Garcia, South Florida Regional Transportation Authority (SFRTA)
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

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

ALSO PRESENT

Priscila Hanning, South Florida Commuter Service, (SFCS) (Via Conference)
Bernard Harrigan, West Palm Beach Mobility Coalition, (WPBgo) (Via Conference)
Evan Henderson, Palm Beach County, (PBC) (Via Conference)
Dione Morgan, SFRTA

CALL TO ORDER

Mr. Garcia called the meeting to order at 2:04 p.m.

AGENDA APPROVAL – Additions, Deletions, Revisions

MATTERS BY THE PUBLIC

None

CONSENT AGENDA

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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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- No items.

INFORMATION / PRESENTATION ITEMS

Action is not required, provided for information purposes only.

I-1. REGIONAL FARE INTEROPERABILITY:

None

MONTHLY REPORTS

Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

SFCS

- Ms. Hanning commented that the SFCS team were disappointed that they did not receive an invitation to the Tri-Rail Miami Central opening. Mr. Garcia apologized to SFCS, as it may have been an oversight on the distribution list when sending out the invitations. Mr. Garcia will check and reach out to SFCS team.

Palm Tran

- Mr. Henderson shared that Palm Tran is currently working on the champion marketing project that is expected to launch on March 1, 2024. The idea of the champion marking is to encourage people to use public transportation and try Palm Tran. It was the idea of the previous Palm Tran director, and Palm Tran wants to continue with his legacy.
- Mr. Henderson shared that Palm Tran is looking for support among the different inferential leaders in Palm Beach county, as well as sending out invitation to meet with elected leaders, business owners within the community to assist with any challenges.

- Mr. Henderson shared that leaders and business owners will have the opportunity to ride with the Palm Tran executive team to their favorite location on one of the Palm Tran routes. As well as a 3-month pass to anyone on the champion team.
- Mr. Henderson extended the invitation to the group for support.

FDOT

- Mr. Newton shared FDOT is making a push for employee engagement in riding transit.

WPBGO

- Mr. Harrigan shared that WPBgo pilot program is in the final stage and hoping to share with the public.
- Mr. Harrigan shared that WPBgo has launched their new website and it's a great tool to access TVM benefits that are available in the City of West Palm Beach.
- Mr. Harrigan shared that Palm Beach has joined the partnership coalition that aims to address the traffic and congestion challenges in and around West Palm Beach area.

SFRTA

- Mr. Garcia shared that SFRTA Tri-rail has finally got the good news that they were allowed to start service in Downtown Miami Central, the team quickly prepared for the opening ceremony.
- Mr. Garcia shared that Tri-rail is currently running trains from the Metro-rail transfer station into Miami Central and back. SFRTA started off with a soft launched by running 6 trains and will increase until there is a full set of 26 trains during the week days which is anticipated to start on January 27, 2024.
- Mr. Garcia shared that the team is gathering collateral that will be available to the public. As well as staff members are at the stations proving the public with information. As soon as collaterals are available, SFRTA will reach out to partners for their support in handing out information. The broward MPO is willing to partnership in this effort.
- Mr. Garcia shared that Tri-rail is incrementally adding trains, as the schedule changes during the soft launch. The operation team is looking at few things, with the possibility of making adjustment to the schedule and plan accordingly to the start of full service.
- Mr. Garcia shared that coming soon videos was shared on the website and will share with the group. The focus is on the community outreach and safety, importantly reminding the public to be safe around trains. There are signs during testing of the trains as well.
- Mr. Garcia shared that Tri-rail is planning a yearly rider play campaign that connects with different partners, to encourage people to use the system. The Tri-rail website app has been updated.

ADJOURNMENT

The meeting was adjourned at 2:36 p.m. The next meeting will take place on March 20, 2024.

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 711 (1-800-955-8771) 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, 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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SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MARCH 20, 2024

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