



Marketing Committee Meeting

REGULAR MEETING AGENDA

May 15, 2024

2:00 p.m.

South Florida Regional Transportation Authority

801 NW 33rd Street

Conference Room 138

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
MAY 15, 2024

The meeting will convene at 2:00 p.m., and will be held in Conference Room 138 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 2337 555 9965** and then the **Password bhWnJ7meY25**, 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=me84f3015e38c87ba6787181b50b98654>

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

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| CONSENT AGENDA |
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| 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. |
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C1. MOTION TO APPROVE: Minutes of Marketing Committee Meeting of March 20, 2024.

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| REGULAR AGENDA |
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| 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 |
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| Action not required, provided for information purposes only. |
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II. REGIONAL FARE INTEROPERABILITY

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| MONTHLY REPORTS |
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| 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.

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
MAY 15, 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

AGENDA ITEM NO. C1

MINUTES

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
MARKETING COMMITTEE MEETING OF MARCH 20, 2024

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, March 20, 2024, at the 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)
Victor Garcia, South Florida Regional Transportation Authority (SFRTA)
Evan Henderson, Palm Beach County, (PBC) (Via Conference)
Newton Wilson, Florida Department of Transportation (FDOT)

COMMITTEE MEMBERS NOT PRESENT

None

ALSO PRESENT

Robyn Chiarelli, Greater FL Transportation Management Association (GFLTMA)
Bernard Harrigan, West Palm Beach Mobility Coalition, (WPBgo) (Via Conference)

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

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 and was seconded by Mr. Newton.

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| REGULAR AGENDA |
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| 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.

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| INFORMATION / PRESENTATION ITEMS |
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| Action is not required, provided for information purposes only. |
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I-1. REGIONAL FARE INTEROPERABILITY:

- Mr. Garcia mentioned that SFRTA is working through the procurement process to select an app developer to create an app that can integrate all the partnering transit agencies.

I-2. BUS BUDDY PROGRAM

- Ms. Chiarelli shared information on the Bus Buddy program, that consists of an informal ambassador program that matches with individuals to navigate public transportation. Ms. Chiarelli asked the group for feedback or ideas.
- Mr. Garcia commented that Miami’s CITT recently implemented an ambassador program. Ms. Crichton and Mr. Garcia offered to provide Ms. Chiarelli with a contact at CITT.

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| MONTHLY REPORTS |
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| Action is not required, provided for information purposes only. |
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No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

Palm Tran

- Mr. Henderson shared that Palm Tran continues with the campaign “Let’s Get on the Bus Challenge” that was launched on March 1 to end on June 1, 2024. Commissioner Mack Bernard rode from the Intermodal Center to the Palm Beach Zoo as part of the promotion. The idea is to increase ridership, and as more people ride, it gives them the chance of winning a prize offered by Palm Tran sponsors.

- Mr. Henderson shared that Palm Tran will be introducing new service changes to the community in May for routes 40 and 47.
- Mr. Henderson shared that Palm Tran is in the process of preparing the contract and insurance to launch the Port St. Lucie express service.

DTPW

- Ms. Crichton shared that on April 2024, DTPW will have a new lineup as part of the Better Bus Network.
- Mr. Crichton shared that DTPW is having a groundbreaking ceremony for the Dadeland South BRT service on Tuesday, March 26, 2024. 60 articulated buses with doors on both sides will be used for this service.
- Ms. Crichton shared that DTPW will be involved in the CoMotion MIAMI and NACTO conferences for the week of May 6-10.
- Ms. Crichton shared that DTPW has completed the phase two of the underline project with phase three being started. Many public meetings have been scheduled, and a date for a ribbon-cutting is expected for early next month.
- Ms. Crichton shared that DTPW returned tours for Black History Month during February which had everyone excited and completely sold out. Ms. Robyn inquired if DTPW would do these more often and Ms. Crichton responded that the agency cannot sustain it as an ongoing event.

WPBGO

- Mr. Harrigan shared that WPBgo is excited for all the County projects and recently went on a tour with the DDA to promote public transportation.
- Mr. Harrigan shared that WPBgo partnered with The Related Group on a bike valet service in downtown. The service is being offered as a 2-month pilot to see what changes people would make with the option.
- Mr. Harrigan shared that WPBgo added a couple new members to the Mobility coalition.

GELTMA

- Ms. Chiarelli thanked South Florida Commuter Service (SFCS) for their partnership.
- Ms. Chiarelli shared that Commute Broward has been focused on three main items. Firstly, promoting efforts with the South Florida Business Journal, through their Best Workplaces and Business of the year events. As part of partnership, Commute Broward is will participate in a panel to discuss transportation demand management and technology on April 11, 2024.
- Ms. Chiarelli shared that the second effort is an employee transportation focus group, where employees will be invited to join to hear their challenges while helping promote ridesharing.
- Ms. Chiarelli shared that the third item is their involvement with the South Florida Commuter Summit on May 20-22, to be held at the Riverside Hotel, Fort Lauderdale.

FDOT

- Mr. Newton shared FDOT continue to support the push to increase transit ridership.

SFRTA

- Mr. Garcia shared that SFRTA will promote the Ultra Music Festival weekend with Tri-rail offering a special train service departing approximately one hour after each show. The special northbound train will be a one-seat ride. Ambassadors will be staffed to assist passengers during the event getting to and from the event.
- Mr. Garcia shared that SFRTA is currently preparing a Ride Partner update to present to the SFRTA Governing Board, as the program is set to expire in July 2024. The program continues to grow as it has been expanded, despite the reduction in the subsidy. FDOT has been a great supporter helping to fund the project.
- Mr. Garcia shared that as part of SFRTA's commitment to safety the agency has campaign alerting communities in Miami-Dade community about the increased train services in their neighborhoods, with ads running in English, Spanish and Haitian-Creole.
- Mr. Garcia shared that SFRTA is still running the "Your New Connection" marketing campaign to promote Tri-Rail's new service into MiamiCentral, which is also supported by matching funds from FDOT.
- Mr. Garcia shared that APTA is planning to launch its statewide marketing campaign to promote all modes of public transportation in the State, in January 2024.
- Mr. Garcia shared that the SFRTA team was onboard Tri-Rail and Metro mover on Saturday, March 16, with Dave Dech, Coree Cuff Lonergan, and Eulois Cleckleyas part of a podcast shoot for Transit Unplugged TV. The film is set to be ready in May and will be shared with the group upon broadcast.

ADJOURNMENT

The meeting was adjourned at 2:45 p.m. The next meeting will take place on, May 15, 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.

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