



Marketing Committee Meeting

REGULAR MEETING AGENDA

September 18, 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
September 18, 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 2337 578 9608** and then the **Password JQjFGaR8p59**, 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=mde3db26994a4b25de06f1e29b3af2894>

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 March 20, 2024.

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 JULY 17, 2024

The South Florida Regional Transportation Authority (SFRTA) Marketing Committee Meeting was held at 2:00 p.m., on Wednesday, July 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) (Via Conference)
Evan Henderson, Palm Tran (Via Conference)

ALSO PRESENT

Camila Bruna, South Florida Commuter Service (SFCS) (Via Conference)
Dione Morgan, South Florida Regional Transportation Authority (SFRTA)
Melanie Ochoa, (DTPW) (Via Conference)
Jose Paz, 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

None

<p>CONSENT AGENDA</p>

<p>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.</p>
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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:

- Mr. Garcia shared that SFRTA is making progress on the Regional Fare Interoperability project which is aimed to integrate all agencies via their own payment systems. The app concept has been shared with all parties and is waiting for final signature approvals. Further developments will be shared with the group as the project moves forward.

MONTHLY REPORTS

Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

SFRTA

- Mr. Garcia shared that Tri-rail has introduced a new schedule with an increased number of trains. There are now 54 weekday trains and 30 weekend trains, including two new express trains, one southbound departing West Palm Beach at 6:30 a.m. and a northbound departing MiamiCentral at 5:35 p.m. The express train service has limited stops at Boca Raton, Fort Lauderdale Airport and Metrorail Transfer. A midnight train from Miami Airport was also included in the update schedule and a marketing campaign is currently in place to promote the new service with a billboard on I-95.
- Mr. Garcia shared that Brightline offered to help promote the new service to their passengers, in response to their significant increase in fares.
- Mr. Garcia shared that Tri-Rail's Ride Partner services have been expanded to include Lyft and Miami Yellow Taxi to cover stations in Miami-Dade County, with exception of Miami

Airport and Miami Central due to control challenges. There is a new registration process where users must have a Tri-Rail EASY Card to access the ride partner benefits.

- Mr. Garcia shared that SFRTA hosted its first On Track Summer Fest at the Cypress Creek Station on July 13, 2024. The event was successful despite the heat, and future events will be planned for cooler times of the year.

SFCS

- Ms. Bruna shared that SFCS is actively engaged working with employers and visiting HOAs to develop focus groups for their research in transportation needs and identify areas for enhancement. This will help tailor their services to better meet the needs of the community.
- Ms. Bruna shared that SFCS participated in the event held at Miami-Dade County Government Center to promote Tri-Rail's new schedule and they are preparing for Mobility Week which is coming up soon.
- Ms. Bruna shared that SFCS has also been working in support of promoting Palm Tran's St. Lucie Express service, as well as transportation projects in Key West.

BCT

- Mr. Paz shared that he has recently joined BCT and brings a background in environment and Public Affairs. With three months at BCT, he is still settling into his role but may have a fresh perspective and valuable experience to offer.
- Mr. Paz shared that he participated in BCT's bus operator graduation on Friday.
- Mr. Paz shared that BCT is also preparing for Mobility week and is looking forward to promoting the event.

DTPW

- Ms. Ochoa shared that DTPW has been working on events, such as the groundbreaking and ribbon cutting ceremonies for the Underline Phase 2 project, marking significant milestones in urban development and transportation infrastructure.
- Ms. Ochoa shared that DTPW broke ground in late June on the South Dade Transit Operation Center, which will be home to the electric bus fleet.
- Ms. Ochoa shared that the Civic Center Motorail station has been rebranded as UHealth Jackson Station, and DTPW has held events, transforming the station to promote the change.
- Ms. Ochoa shared that DTPW is actively reaching out to the community for feedback on the Better Bus Network, ensuring that rider input is considered in service updates and improvements.
- Ms. Ochoa shared that DTPW also participated in the event at the Government Center.

ADJOURNMENT

The meeting was adjourned at 2:31 p.m. The next meeting will take place on September 18, 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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Tracking No. 09182024

AGENDA ITEM NO. I1

SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY
RTA MARKETING COMMITTEE MEETING
SEPTEMBER 18, 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