



Marketing Committee Meeting

REGULAR MEETING AGENDA

January 17, 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
JANUARY 17, 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 2340 709 6582** and then the **Password T7QsdsHSW32**, 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=m44fdfa4841c555bb5863215bdf50b78d>

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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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 NOVEMBER 15, 2023

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

COMMITTEE MEMBERS NOT PRESENT

Newton Wilson, Florida Department of Transportation (FDOT)

ALSO PRESENT

Robyn Chiarelli, Greater FL Transportation Management Association (GFLTMA)
Max Goldstein, Better Streets Broward
Priscila Hanning, South Florida Commuter Service, (SFCS) (Via Conference)
Bernard Harrigan, West Palm Beach Mobility Coalition, (WPBgo) (Via Conference)
Dione Morgan, SFRTA
Vincent Sciullo, 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

Mr. Garcia opened the floor to the Public.

- Mr. Goldstein shared that he is a member of “Better Streets Broward” a new local activist group in Broward County focusing on transit, urbanism, mobility and safe streets in general.
- Mr. Goldstein shared that their group’s focus is to request for more transit-oriented developments and reach out to elected official for support.
- Mr. Goldstein shared that Miami-Dade County has the SMART program but the Metrorail corridors do not list Tri-Rail’s Metrorail Transfer Station. Mr. Sciullo explained that Tri-Rail stations were included as part of a bicycle/pedestrian study, as one of the key backers of the project is on the SFRTA Governing Board.

- Mr. Goldstein stated that his team is willing to assist with other group activities to help Tri-Rail increase ridership. Mr. Garcia shared that any effort to improve the system is welcomed, as this is the nature of the Marketing Committee.

DISCUSSION

- Mr. Garcia welcomed Mr. Bernard Harrigan from WPBgo to the Marketing Committee Team.

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.

- No items.

INFORMATION / PRESENTATION ITEMS
Action is not required, provided for information purposes only.

I-1. REGIONAL FARE INTEROPERABILITY:

- Mr. Sciallo shared that a back-office vendor has been selected to develop a regional fare interoperability app, with the developer negotiation being finalized. The app is being developed to be open-ended to allow other agencies to participate without necessitating to have monetary controls centralized by one entity and may include Apple Pay. With luck, more updates will be available by the next meeting with the group.

MONTHLY REPORTS
Action is not required, provided for information purposes only.

No items.

OTHER BUSINESS

RTA MARKETING COMMITTEE MEMBER COMMENTS

WPBGO

- Mr. Harrigan shared that WPBgo is a public and private partnership coalition that aims to address the traffic and congestion challenges in and around West Palm Beach.
- Mr. Harrigan shared that WPBgo is building a pilot program and approaching employers to help them understand the benefits of transit and other alternatives to HOVs.
- Mr. Harrigan shared that WPBgo started work in January and he was hired as the outreach coordinator in July.
- Mr. Harrigan shared that working with WPBgo he is able to solve social and environmental challenges while helping everyone with transit.

DTPW

- Ms. Crichton shared that DTPW has deployed the Better Bus Network which has received both good and negative feedback. Transit ambassadors and volunteers from various Miami-Dade County departments are being stationed at key locations to assist the public with the changes.
- Ms. Crichton shared that DTPW is holding several ribbon-cuttings and ground-breaking ceremonies for TOD projects in the County over the next month.
- Ms. Crichton shared that the South Dade corridor project remains on schedule as planned.

GFLTMA

- Ms. Chiarelli of Commute Broward shared that her organization is a nonprofit counterpart of WPBgo. The organization was established since 1992, and is known primarily for the Sun Trolley and Water Taxi in Fort Lauderdale.
- Ms. Chiarelli shared that over the last few years, the organization has transitioned to expand their scope to cover all of Broward County. Commute Broward is focused on providing services for everyone to have access to transportation.
- Ms. Chiarelli shared that commute Broward has recently launched their new website www.commutebroward.org. The team is reaching out to major employers and is currently working with the Seminole tribe.

SFCS

- Ms. Hanning shared that Mobility Week was successful and expressed thanks to SFRTA for the support and partnership.
- Ms. Hanning shared that SFCS was able to complete the BCT Express Rider Appreciation Day, offering coffee and donuts to all the participating riders. SFCS received great feedback from the event.

- Ms. Hanning shared that SFCS received great feedback during their Tri-Rail station activations to promote the \$5 Uber voucher update, as they were able to offer information on the Guaranteed Ride Home Program. SFCS awaits the next effort to promote the expansion of services at Miami-Dade County Tri-Rail stations.
- Ms. Hanning shared that SFCS is working on a marketing effort in support of the St. Lucie north zone service that Palm Tran is preparing for next year.

SFRTA

- Mr. Garcia shared that SFRTA is currently focusing on the Ride Partner services to present a report to SFRTA Governing Board in December. The program continues to grow as the expansion in service has increased demand, despite the subsidy being reduced from \$15 to \$5. The subsidy reduction has proven to be challenge for the taxi companies and SFRTA is working on ways to improve the service as a whole. As the cost continues to rise, the funding has to be addressed with the SFRTA board.
- Mr. Garcia shared that SFRTA is working on the returning “Winter Wonderland” event, scheduled for December 9, 2023 at the Tri-rail Miami Airport station. The fun family event is being done in partnership with Neighbors 4 Neighbors “Adopt a Family” where families in need will receive their holiday wish list, and a visit from Santa Clause.
- Mr. Garcia shared that Tri-Rail’s Rail Fun Day is scheduled for Saturday, February 24, 2024, at the Fort Lauderdale Airport station.
- Mr. Garcia shared that Tri-Rail’s major focus at the moment is the start of service in MiamiCentral. A job fair is scheduled Friday, November 17, to recruit residents of Overtown to fulfill the Customer Experience Specialists positions to work at the station. The job fair is being held in coordination with CareerSource South Florida, the Southeast Overtown/Park West Community Redevelopment Agency (CRA) and Omni CRA. Twelve employers are also expected to take part and make additional job opportunities available. The opening ceremony is being prepared as best as possible for when official date is confirmed. The service is being promoted with a “Coming Soon” marketing campaign.

ADJOURNMENT

The meeting was adjourned at 3:15 p.m. The next meeting will take place on January 17, 2024.

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Tracking No. 01172024

AGENDA ITEM NO. I1

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