



## **Marketing Committee Meeting**

### **REGULAR MEETING AGENDA**

March 19, 2025

2:00 p.m.

South Florida Regional Transportation Authority

801 NW 33<sup>rd</sup> 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)

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**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.**

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**MARKETING COMMITTEE MEETING**  
**MARCH 19, 2025**

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 33<sup>rd</sup> 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 763 8255** and then the **Password uNPvpDpB846**, 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=m95a4c08541526f1ac3b033e169b77c32>

**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**

<b>CONSENT AGENDA</b>
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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.

<b>REGULAR AGENDA</b>
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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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<b>INFORMATION / PRESENTATION ITEMS</b>
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Action not required, provided for information purposes only.
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**I. REGIONAL FARE INTEROPERABILITY**

<b>MONTHLY REPORTS</b>
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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 33<sup>rd</sup> 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  
MARCH 19, 2025

INFORMATION ITEM REPORT

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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