

Central Florida Commuter Rail Commission

MEETING MINUTES

Date: Tuesday, February 19, 2013
Time: 4:00 p.m.
Location: MetroPlan Orlando – Board Room
315 East Robinson Street, Suite 355
Orlando, Florida 32801

- Call to Order – Vice Chairman Teresa Jacobs called the meeting to order at 4:15 p.m.
- Pledge of Allegiance
- Confirmation of Quorum
 1. Members in attendance were:
 - Commission Chairman Frank Attkisson
 - Commission Vice Chairman Teresa Jacobs
 - Commissioner Buddy Dyer
 - Commission Secretary Carlton Henley
 - Commissioner Jason Davis

CHAIRMAN'S REPORT

1. Vice Chairman Jacobs requested that FDOT District 5 Secretary Noranne Downs, P.E. provide the Agenda Review.
2. Agenda Review - FDOT District Five Secretary Noranne Downs, P.E.
 - a. Secretary Downs provided the Agenda review.
3. Vice Chairman Jacobs welcomed Commissioner Jason Davis from Volusia County.
4. Election of Officers –Vice Chairman Jacobs called for the election of officers for the CFCRC's consideration. Chairman Frank Attkisson was nominated to serve as Chairman of the Central Florida Commuter Rail Commission, the nomination was seconded, no other nominations were offered, and the motion carried unanimously.

ACTION ITEMS

1. Adoption of Minutes from November 2, 2012 meeting.
 - a. The meeting minutes were unanimously adopted upon a motion by Mayor Dyer and seconded by Commissioner Henley.

DISCUSSION ITEMS

2. Project Update – Tawny Olore, P.E.
 - a. Ms. Olore showed pictures of construction progress. She stated that the Design Build Maintain (DBM) Contractor is still maintaining the corridor, a lot of double-tracking has taken place and there have been many road closures in several jurisdictions. Ms. Olore showed Commission members pictures of updated construction progress, and a video of the new Winter Park Amtrak Building Groundbreaking Ceremony, which took place on Wednesday, February 20.
 - b. Regarding station finishes, Ms. Olore said that construction of the canopies had started. She showed a picture of the DeBary station with canopies being erected. Next was a picture of the

Sanford station where the ponds are in and parking lots are under construction. A picture of the Longwood station showed the land being cleared for parking. The Altamonte Springs station is furthest along with canopy construction. Additional station construction photos were shown, as well.

- c. In terms of the locomotives, Ms. Olore stated that the coaches and the cab cars are being constructed in Boise, Idaho. She showed pictures of the fuel tank for one of the locomotives. Pictures of the coaches and cab cars, being assembled in Plattsburgh, N.Y., were also displayed, with interior views, including the upper deck of one of the coaches.
3. Public Involvement/Marketing/Business Development – Tawny Olore, P.E.
- a. Ms. Olore said that demonstration services will begin by the end of this year. Starting in March, she noted that Central Floridians will see some of the teaser campaign the marketing team is working on to build momentum. Ms. Olore then introduced Mark Calvert of Evolve to present an update on the marketing and safety efforts.
 - b. Mr. Calvert said that the purpose of the marketing campaign is to build consumer anticipation, get people excited and create conversation over the next couple of months. He said that team members are currently developing a partnership with area employees, which is going to be essential and key to sale opportunities for SunRail passes. He said that the marketing plan is going to be developed in three different phases. The first phase of the marketing campaign is the teaser campaign. The purpose of the teaser campaign, which is about six months long, is to support the business outreach initiatives. The plan is focused on identifying commuters riding to and from work on I-4. The outdoor boards at three locations on I-4 were specifically selected to target the largest bottleneck areas of I-4, so when commuters are stuck in traffic, they will certainly see the SunRail brand. Mr. Calvert said the marketing team also has developed a new consumer website, which will feature additional amenities, such as trip planning and train tracking features, closer to revenue service. The marketing plan also includes local print publications. In addition, the Business Outreach team also identified 60 potential partners to pre-sell tickets long before the general public has the opportunity to purchase. The objective is really to educate all the businesses on how SunRail will save commuters money; secondly, how stress free commutes lead to happier employers; and third, to make sure we communicate effectively to connect our communities. The strategy for this is simple, if you are close by the stations, that is the door we are knocking on first. As the different programs come online, we will expand our outreach. Mr. Calvert also showed an example of some of the marketing creative that was developed for the program, including posters and visual communications collateral. Chairman Davis asked what radio stations are to be used in the campaign. Mr. Calvert advised NPR, WMMO and Star 94.5 were identified in the first flight of media buys. Chairman Davis noted that a lot of folks in Volusia County listen to AM Radio and that the marketing team should consider advertising on one station that broadcasts throughout the county. Mr. Calvert said that all media opportunities will be further evaluated for the pre-launch campaign. He said the initial radio stations targeted play mostly at business outlets, or are stations that most people listen to on the way to and from work. They were selected at this point to support the business outreach pre-sale program, and not necessarily the general SunRail consumer. Mr. Calvert also outlined the marketing safety campaign, which is designed to be simple and fun. Mr. Calvert said that the goal of the campaign was to make people understand they have to be safe around the train tracks. He said that outreach will include law enforcement, schools, truck driving institutions, bus drivers, any kind of shuttle (e.g. taxis) to educate those groups on SunRail operations and safety initiatives. All marketing outreach and safety initiatives will ramp up once stations come online and the trains are physically here.

Chairman Attkisson asked how many people per day are anticipated to ride SunRail from Volusia County. Ms. Olore said the forecast is about 4,300 riders on opening day. The Chairman asked about the capacity of the trains vs. ridership projections. Ms. Olore said that she will review and provide that information to Chairman Attkisson. She said that there are about 85,000 employees just within walking distance of the stations. And to educate those potential riders, the team has been knocking on the doors, doing Lunch-N-Learns, meeting with employers and presenting the education part of SunRail for the last six months. In the March and the April timeframe, the marketing team will be rolling out the business program and actually selling pre-purchased tickets. The pre-launch campaign will expand the horizon beyond the businesses to the general public. Mr. Calvert said the goal is not to peak too soon, so that SunRail stays top of mind and riders actually purchase tickets.

- c. Ms. Olore said that the Public Involvement team also is attending the community fairs and a lot of events that occur along the corridor, as well as providing Operation Lifesaver safety presentations.
 - d. Ms. Olore also said that the team is continuing to work with communities on Transit Orient Development (TOD) implementation plans.
5. Open Procurements – Tawny Olore, P.E.
 - a. Ms. Olore advised that FDOT has shortlisted three firms, Bombardier, Hertzog and Veolia, for the Operations and Maintenance contract. The intended award was issued on Monday to Bombardier. The contract is anticipated to be awarded on Thursday.
 6. Signal Maintenance of Way - Tawny Olore, P.E.
 - a. Ms. Olore advised that the Signal Maintenance of Way contract is expected to be awarded on February 28.
 7. Phase II South – Tawny Olore, P.E.
 - a. Ms. Olore said that advanced culvert construction will be performed for Phase II South, and the contract has been advertised. There is also a trestle bridge replacement required at Shingle Creek in Osceola County that will be advertised. The SunRail team is continuing to coordinate with the Federal Transit Administration (FTA), and meeting with Osceola and Orange Counties and the City of Kissimmee to refine station designs and amenities. The right-of-way acquisition process is also moving forward.
 8. Safety and Security – Tawny Olore, P.E.
 - a. Ms. Olore said that FDOT is meeting regularly with the Federal Railroad Administration for a lot of training, CFR regulations, etc. that have to be adhered to when owning and operating a railroad. FDOT is also coordinating with local governments on safety and security issues.
 9. Phase II North (DeBary to DeLand) – Tawny Olore, P.E.
 - a. Ms. Olore advised that FDOT met with Volusia County, and has scheduled an additional meeting to review concepts for the DeLand Station. The Department is also coordinating with the FTA to answer questions.

10. Fare Policy – Tawny Olore, P.E.

- a. Ms. Olore showed a picture of the ticket vending machine (TVM), a prototype of which is currently located in FDOT's Orlando office. One of the four machines at each station will accept cash; the other three will be credit or debit card only. All machines are ADA compliant. FDOT has also been working with LYNX and Votran on the fare policy implementation. At the TVMs, passengers will be able to purchase a reloadable card, called a Smart Card, or a short-term ticket for one-way and round-trip. SunRail will also be able to accept LYNX and Votran magnetic strip fare tickets for transfers, and the TVMs will be able to provide a card balance to customers. To get on the trains, passengers will use the SunCard to tap on at the fare validators. When they leave the train, they tap off and the fare is automatically collected. Three validators will be located on each platform; six at each station. FDOT is also working with a vendor so that passengers can buy SunCard smart cards at a CVS, WalMart and other retail outlets. Base fares will be \$2.00 for one county and a \$1.00 surcharge for travel between counties. There will be reduced fares for seniors, students from ages 7 to 17, and children under the age of 6 will be able to ride free. These reduced fares are now consistent or will be consistent with LYNX and Votran. There will also be pre-paid fare discounts for weekly, monthly and annual passes. Value can also be stored on the SunCard, so instead of purchasing one-way tickets, or weekly passes, passengers can put a dollar amount on the SunCard, similar to E-Pass and SunPass. Regarding transfers, if passengers get off of SunRail and transfer to a LYNX bus and stay within that county or zone, there will be no additional charge. If a passenger travels into another county or zone on LYNX or Votran, there will be an upcharge.

Chairman Davis asked how long a card purchased at a 7-Eleven, for example, would be valid. Ms. Olore said that a stored value card is good for one year, if you do not use it, per state statute. Ms. Olore said that if a customer buys a weekly pass, it is good for that period. If a customer buys a monthly pass, it would be good from the date first used. The Chairman noted that he thinks it might be less costly to buy the plastic reload card instead of buying the daily magnetic strip card. Ms. Olore advised that the cardboard cards will only be for a one-way or round-trip card. Anything more than that, the card is like a credit card. When a customer goes to the machine, they can tell the machine what value to place on the card. The plastic card could be good for five years or however long you want to keep reusing it, if it is a stored value card. Chairman Attkisson asked about any time of day discounts. Ms. Olore said that the fare structure is based on zone travel. The Chairman asked about driving up the cost in peak hours or lowering the cost in non-peak hours. Ms. Olore said that it could be potentially done that way, but that FDOT attempted to make the fare structure as seamless as possible between SunRail, LYNX and Votran. The Chairman said he believed there might be a lot of people during peak hours that might not want to stand in line. Ms. Olore noted that tickets could be purchased online in advance.

BOARD MEMBER COMMENTS

11. Technical Advisory Committee – Jim Harrison

- a. Mr. Harrison provided a report about recent Technical Advisory Committee (TAC) meetings. Mr. Harrison noted that since the CFCRC last met in November, 2012, the TAC met on January 9, 2013 and February 6, 2013. At the January 9 meeting, the TAC received and discussed a very detailed project briefing of all the construction activities that took place over the holidays. The production of the vehicles, including the first identifiable pictures of the locomotives, were quite

interesting. The TAC also got a “hands on” look at the TVMs at the FDOT urban office in Orlando. FDOT also reached out to advisory committee members regarding safety issues on the corridor and asked that TAC members help identify special events that are scheduled on or near the corridor and alert law enforcement personnel to be diligent about corridor safety and trespass issues. Safety continues to be a primary concern. At the February 6 meeting, TAC members received a very detailed version of the briefing provided to CFCRC members today emphasizing, in particular, FDOT’s marketing and business development efforts and details on the fare policy agreements between the SunRail Team, LYNX and Votran.

- b. Secretary Downs commented that everyone is looking forward to opening day celebrations.
- c. Commissioner Henley commented that the project progress is amazing, there is a lot of work to do, and the amount of work done thus far has been impressive.
- d. Commissioner Davis thanked everyone for welcoming him to the Governing Board. He said that Volusia County is looking at some other issues in the local Volusia County area that are being dealt with around the SunRail station, and noted that he and Secretary Downs have spoken briefly about those issues.

PUBLIC COMMENTS

There were no public comments.

ADJOURNMENT

The meeting was adjourned at 5:00 p.m.