

Central Florida Commuter Rail Commission
Technical Advisory Committee

Meeting Minutes

Date: Wednesday March 7, 2012
Time: 1:30 p.m.
Location: Florida Department of Transportation
Orlando Urban Office
133 South Semoran Boulevard
Orlando, Florida 32807

- Call to Order - TAC Chairman Jim Harrison called the meeting to order at 1:32 p.m.
- Pledge of Allegiance
- Confirmation of Quorum
 1. Introductions
 2. Members in attendance were:
 - Tawny Olore, Florida Department of Transportation
 - Jim Harrison, Orange County
 - Brett Blackadar, Seminole County
 - John Angiulli, Volusia County
 - Karl Welzenbach, Volusia TPO
 - Nick Koval, City of DeBary
 - Mary Moskowitz, City of Sanford
 - John Omana, City of Lake Mary
 - Jon Williams, City of Longwood
 - John Sember, City of Altamonte Springs
 - Charlie Wallace, City of Maitland
 - Don Marcotte, City of Winter Park
 - Tiffany Homler, Osceola County
 - James Arsenault, City of Kissimmee
 - Gary Huttman, Metroplan Orlando
 - Fred Nardelli , COO SunRail
 - Amy Scales, Florida Department of Transportation
 - Ken Fischer, VOTRAN
 - Lisa Darnell, LYNX
 3. Members not in attendance were:
 - Dale Arrington, City of DeLand
- Agenda Review - Tawny Olore, P.E.
 1. Ms. Olore provided the Agenda Review

ACTION ITEMS

1. Adoption of minutes from February 1, 2012 meeting
 - a. The meeting minutes were unanimously adopted.

DISCUSSION ITEMS

1. Chairman's Report – Mr. Harrison
 - a. Central Florida Commuter Rail Commission Meeting - Mr. Harrison and Ms. Olore gave a brief summary of the Central Florida Commuter Rail Commission Meeting held on January 27, 2012, immediately following the SunRail groundbreaking. At the meeting, the Florida Department of Transportation detailed design plans for the vehicle interior. Chairman Dyer announced the election and introduction of the new officers.
 - b. Mr. Harrison recognized Roger Neiswender's valued leadership as the immediate past Chairman of the Technical Advisory Committee with the presentation of a meritorious service award signed by Chairman Bruno and Secretary Downs.
2. Project Update – Tawny Olore, P.E.
 - a. Transit-Oriented Development
 - i. Mr. Tim Jackson of AECOM was introduced as the newest member of the SunRail team. Mr. Jackson will act as a facilitator for transit-oriented development. Mr. Jackson introduced his team and spoke about its experience with transit-oriented development on projects such as the Keystone Transit System in Philadelphia and Florida East Coast Railroad projects. He explained that his team will conduct forums for transit-oriented development and response teams to identify opportunities. Mr. Jackson stated that site-specific implementation plans will be developed for each site and actions plans for reaching out to developers interested in TOD. Mr. Jackson also discussed the creation of a process to document, report, monitor and measure stated goals on a quarterly basis.
3. Marketing and Business Development Plan – Tasha Cunningham
 - a. Strategy
 - i. Ms. Cunningham detailed the ongoing creation of the Marketing and Development Plan and the systematic approach the Cunningham Group is using to develop a wide array of community and business development outreach strategies.
 - ii. The goals of these programs are to identify the groups most likely to choose SunRail as their primary mode of transportation.
 - iii. The Cunningham Group team will use various methods to identify barriers to SunRail ridership and will develop specific programs and responses in an effort to overcome those barriers.

- b. Comparative Research
 - i. Ms. Cunningham detailed the various methods that would be used in developing the comprehensive marketing and business development plans. That includes exploring other successful rail marketing programs around the U.S. to gather support and attract riders, based upon factors such as population density, employment number along selected routes, ridership levels, age, income, cost of living and community involvement. Five (5) systems were selected for study – Albuquerque Rail Runner, Dallas TRE, Miami Tri-Rail, Salt Lake City Frontrunner and Seattle Sounder. A full report of best practices is in development.
 - c. Early Results
 - i. Ms. Cunningham identified the key challenges these systems faced in conducting outreach including: difficulty engaging hard-to-reach groups such as disadvantaged riders and the indigent.
 - d. Techniques and Strategies
 - i. Ms. Cunningham detailed the emerging outreach techniques such as electronic alerts to cell phones that are being used by other successful rail marketing programs to notify of delays and difficulties in construction. Additional methods include live streaming of public meetings, in which commuters can participate. This functionality is currently being setup on the SunRail.com website. One system delivered a “Commuter Tutor” program to familiarize potential riders with how to purchase tickets, board the train and to educate commuters on the differences between light and commuter rail. This program and functionality will be emulated on www.SunRail.com and www.CFLRoads.com called the “Commuter Concierge.”
4. Public Opinion Research – Lorri Shaban
- a. Ms. Shaban explained the need to focus on continued public opinion research. She also explained the need to poll the public now to get opinions about SunRail. Ms. Shaban detailed the various types of surveys and research methods which are currently being used. The broad issues to be targeted are: Who should we be talking to? How much do they know? Are they excited to ride or considering this option? What would prevent them from riding and can we influence their decision? How can we overcome reoccurring barriers? What is the real perception? Will more information change your mind? Would you ride for a special event, like a Magic game?
 - b. The research team is working with the UCF Institute of Social and Behavioral Sciences to complete telephone surveys. To date, 520 surveys in Volusia, Seminole and Orange counties have been completed. Osceola was not surveyed at this time, due to timing of station completion, but it will occur in a few months.
 - c. *Question from John Angiulli:* Are all the counties being surveyed equally? Ms. Shaban stated that demographic information has been correlated to which stop is closest to respondents’ homes.
 - d. Ms. Shaban presented sample survey questions. The survey questions including: Have you heard of SunRail? Which station is closest to you? Do you know when it will begin operation? Are you likely to use SunRail on a daily basis? Would you take SunRail for special events, or use it to go to the airport? To test barriers to ridership, Ms. Shaban

stated that the surveys posed various questions: What if we told you how much it would cost from their location to downtown (based on regular rates in their area) would that change your opinion? What if we told you the train would come every 30 minutes?

5. Survey Methods – Lorri Shaban

- a. Ms. Shaban explained that the research plan involved various types of survey methods to be used, including small group sessions, street intercept surveys, executive and employee interviews. This research, and the results of these surveys, would be aimed at identifying the types of information that would enable the project to:
 - Overcome barriers to ridership
 - Raise awareness levels
 - Address the safety concerns of the community
- c. Ms. Shaban explained that small group surveys, as opposed to telephone surveys, will allow the research to probe deeper into the questions beyond what can be accomplished by telephone. Ms. Shaban explained that street intercept surveys will be used to quickly poll participants at locations where ridership is likely to occur including Parking garages, Maitland Center, mass transit centers as well park and ride lots. Executive and employee surveys would be used seed Business Development Strategies and to understand awareness levels and to determine what business can do to “incentivize” ridership among employees. Ms. Shaban summarized that the research data would be compiled and analyzed by the UCF behavioral research team, culminating in the creation of business development strategies and objectives which would be detailed in the final marketing plan.
- d. Next steps include the creation of advertising, public relations and social media strategies which are designed to surpass ridership objectives. Revenue generation will also be a major factor included in the marketing plans and objectives.

6. Business Development Outreach – Ray Gilley

- a. The SunRail Business Development team has identified hundreds of employers with a workforce of more than a quarter million. The aim is to encourage employers and employees to participate in a program that offers incentives and other tools for businesses to encourage SunRail ridership. Mr. Gilley said that preliminary conversations have begun and on-site interviews are being conducted with companies employing between 300 and 58,000 employees. An internal database is being created to consolidate and manage this information in an effort to create tax incentives, discount programs and events. The outreach program will identify stakeholders that can offer employees new connectivity options. On-site visits are being conducted and the goal is to complete 10-15 site visits per week once the business development plan is approved.

7. Facilitating Connectivity Options – Ray Gilley

- a. Mr. Gilley detailed the Cunningham Group’s plan to work with private transportation companies and public entities such as LYNX and Votran to evaluate and implement connectivity options. The team will also evaluate the cost of providing shuttles and other options to riders in between SunRail and various locations.

8. Additional Strategies – Lorri Shaban

- a. Ms. Shaban discussed additional strategies that will be developed as part of the marketing plan including:

1. Public relations strategy
 2. Social media strategy
 3. Partner strategy
 4. Advertising strategy
 5. Revenue-generating strategy
 - b. Ms. Shaban invited everyone to stay to meet today after this meeting to brainstorm any and all ideas in these efforts.
 - c. Ms. Olore asked that everyone take the online survey and encourage others to take it, and help to “get the word out” about SunRail.
 - d. Ms. Moskowitz asked for Tasha’s contact information:
Tasha@thecunninghamgroup.com.
9. DMB Activity Update – Amy Scales, P.E.
 - a. Design Planning
 - i. Ms. Scales said that the DBM contractor is currently working with contractors to finalize station design plans. The design sessions for the Altamonte station began last week with DeBary and Sanford to follow in the coming weeks.
 - ii. Ms. Scales discussed preparations for the next delivery of rail materials. Her team will work with local residents affected by delivery routes scheduled for the week of April 19. Ms. Scales stated that the first delivery had good results with the longest wait times being in the neighborhood of 5 minutes. Another delivery is tentatively set for March 17.
10. Community Involvement and Construction – Cunningham Group, Inc.
 - a. Ms. Gurnee, SunRail Public Liaison, reported that Mike Wacht and Deana Leffler are currently meeting in Altamonte and Maitland with neighbors that live within 2000 feet of construction activities. Their goal is to build awareness by distributing flyers and door hangars in an effort to inform the community and make sure the right contact information is communicated to stakeholders. Ms. Gurnee stated that all questions and concerns regarding construction should be directed to Deana and Mike.
 - b. Ms. Gurnee also announced that the SunRail City Center office at 201 N. Magnolia Avenue is now open and guests are welcome to visit.
11. Design – Ms. Tawny Olore, P.E.
 - a. Ms. Olore stated that the project is in full design mode.
 - b. Interior designs for the coach and cab cars are now complete. The design group announced that they expect to take delivery of the first locomotive in about one year. Ms. Olore said the new nose which will be attached to locomotives is in full design. In response to a question about the dimensions of wheelchair lifts and ramps by Mr. Welzenbach, Ms. Olore said that the information was provided and the measurements were 30” by 38” for the access ramp to vehicles from mini-high platforms.
 - c. Signal Maintenance of Way
 - i. The Department is currently soliciting for proposals for signal maintenance. The first round of advertisements did not attract any bidders.
After a re-advertisement to a broader audience a single proposal was received and is currently being evaluated by the Department.

- d. Ticketing and Fare Collection Systems
 - i. The Department is currently working with LYNX and Votran to design and implement the ticketing and fare collection systems. The fare collection system RFP was advertised on February 8, 2012 as a joint procurement between FDOT and LYNX. Proposals are due by April 6, 2012. LYNX, Votran and the Department are also currently developing a coordinated set of policies, rules and regulations for items such as minor versus adult, transfer protocols and emergency procedures.
- e. Operation and Maintenance
 - i. The Operations and Maintenance contract is expected to be advertised for industry review in March.
 - ii. The first station finishes contract, which was awarded to Archer Western, is expected to receive a notice to proceed in mid-March. The second station finishes contract is expected to be advertised in late March.
- f. Phase II
 - i. FTA- The Department is moving forward with planning a risk review workshop for Phase II South and submitted draft New Starts package for Phase II South in February. The anticipated request for entry into Final Design is April 2012.
 - ii. Right-of-Way acquisition – Kissimmee, Poinciana and Meadow Woods are in various stages of acquisition.
 - iii. Phase II North – Volusia County commissioners are currently meeting to discuss obtaining federal monies and are exploring two or three options.

PRESENTATIONS

- 1. B-Cycle Presentation – Lee Jones
 - a. Don Marcotte, introduced Lee Jones with B-cycle who presented his company's products and services. B-cycle stations are made in the USA, and are space efficient with modular and moveable designs. The kiosks are solar or AC powered and contains redundant locking systems. Single or double sided stations are available, and offer unlimited configurable designs. The stations can fit to a given landscape, upon curves or any pre-existing structure. The bike packages come with software and include mapping functionalities, resident web sites and virtual kiosks. Every website has Twitter feeds, online sign up for memberships with the ability create and manage personal accounts, track mileage, count calories and have the ability to calculate gas savings. Tracking software can help identify which are the most popular stations and facilitates competition between companies, capture the data to where all bikes are located and have dashboards for each of the resident stations. Mobile application interfaces are also available. B-cycle membership is also available country wide with the ability to rent bicycles in any supported city. Sponsorships with advertising are possible with the designs of the bicycles and the kiosks. Mr. Jones will have presentation available in PDF format for Ms. Gurnee to share with group.
 - b. Brett Blackadar inquired about the cost structure. Mr. Jones stated the cost per seat, site prep and user costs are scalable and are about \$3,000 per bike which covers all costs for bikes, kiosks, software, delivery and setup. User costs are estimated at \$65 annual membership based upon relative installations in Broward County. There are also credit card options with meters available.

- c. Mr. Marcotte asked if the revenue from the credit cards and the advertisements offset the maintenance of the bikes. Mr. Jones stated that there are self-sustaining user fees but capital is needed for start-up and the cost includes software.

COMMITTEE MEMBER COMMENTS

1. Committee Comments

- a. Mr. Gary Huttman stated that he was attending another meeting where safety was brought up and he assumes the Altamonte Springs is the only station where parking will be monitored by cameras to ensure vehicle safety. He said he is interested in raising the issue for discussion with the committee. Mr. Blackadar responded that all Seminole county stations will be monitored. John Omana stated that Lake Mary will hook up its own cameras at a later time at the city's expense. Sandra Gutierrez clarified that Lake Mary chose to lay the conduit infrastructure and plans to install at a later date with enhancement dollars. Ms. Olore stated that cameras are on the trains recording and in the locomotives as well.
- b. Mr. Koval of DeBary questioned when clearing and grubbing activities will occur at the DeBary station. He noted that it was originally intended for early February. Ms. Scales noted that the contractors were subject to certain requirements, review processes and factors that needed to be certified before this could begin. Mr. Koval asked that his city manager be notified when clearing begins.
- c. Mary Moskowitz stated that since the parking lot will exist two years prior to the station being operational, is it possible to conduct other activities such as a food truck event, farmer's market, etc. Ms. Olore said the contractor would need to be consulted. Ms. Scales reminded everyone that the station will belong to the contractor for a 30 day time frame starting March 21 running approximately 430 days, which would be mid-May 2013. No one else will be able to use it until the Department accepts ownership from the contractor. Ms. Olore added that much more discussion would need to take place on this topic, as federal money was involved with lots of strings attached. Ms. Moskowitz then inquired if there is a potential opportunity to schedule events in 2013-2014. Ms. Scales said once the station is complete there will still be activities on the platform, such as installing vending machines.

PUBLIC COMMENTS

1. Public Comments

- a. Ms. Joanne Cournellis said that she wanted the SunRail to run 24 hours a day at Lake Mary Road, Lake Mary High School, Eastmonte Park and the YMCA. She also requested that the trains run on holidays, nights and weekends.
- b. Mr. Randy Schrader from the City of Kissimmee and Osceola County said the marketing surveys should include his area sooner rather than later. He liked the bicycle concept and thinks it is a good idea.

NEXT MEETING

1. Review of Next Meeting Date
 - a. The next Technical Advisory Committee meeting is scheduled for Wednesday, April 4, 2012.
 - b. Ms. Olore stated that the marketing meeting will commence at 3:15 and will allow for questions and answers of the Cunningham Group team and feedback from local partners.

ADJOURNMENT

The meeting adjourned at 3:05 p.m.