

Central Florida Commuter Rail Commission
Technical Advisory Committee

Meeting Minutes

Date: Wednesday May 2, 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
 1. Confirmation of Quorum
 2. Introductions
 3. Member in attendance were:
 - Tawny Olore, P.E. Florida Department of Transportation
 - Alan Hyman, Florida Department of Transportation
 - Jim Harrison, Orange County
 - Brett Blackadar, Seminole County
 - Tiffany Homler, Osceola County
 - Karl Welzenbach, Volusia TPO
 - FJ Flynn, City of Orlando
 - John Angiulli, Volusia County
 - 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
 - James Arsenault, City of Kissimmee
 - Gary Huttman, MetroPlan Orlando
 - Amy Scales, Florida Department of Transportation
 - Lisa Darnall, LYNX
 - Nick Koval, City of DeBary
 4. Members not in attendance were:
 - Dale Arrington, City of DeLand
 - Elizabeth Suchsland (non-voting member) for Ken Fischer, VOTRAN
 - Mary Moskowitz, City of Sanford
- Agenda Review - Tawny Olore, P.E.
 1. Ms. Olore provided the Agenda Review.

ACTION ITEMS

1. Adoption of minutes from April 4, 2012 meeting
 - a. The meeting minutes were unanimously adopted.

DISCUSSION ITEMS

1. Chairman's Report – Mr. Harrison
 - a. Mr. Harrison announced that the Central Florida Commuter Rail Commission meeting was held on April 13, 2012. The commission appreciated the detailed project report, and Mr. Harrison noted that he also reported on the Technical Advisory Committees award of meritorious service to retiring TAC Chairman Roger Neiswender.
2. Project Update – Tawny Olore, P.E.
 - a. Ms. Olore deferred to Amy Scales for a Design update.
3. DBM Update – Amy Scales, P.E.
 - a. Ms. Scales reported that the DBM is continuing to operate and maintain the corridor. Ms. Scales noted that the DBM is continuing the track design and signal work. Clearing and grubbing has also begun in DeBary and along the corridor south, towards the St. Johns River. Crews are also clearing the corridor and stations in Sanford and Altamonte Springs.
 - b. Additional rails for double-tracking have been laid out along the corridor, but no double-tracking construction has begun yet. Crews will continue to lay out the rail along the right-of-way as it delivered. Ms. Scales shared some photographs of the rails and ties under construction in anticipation of double-tracking.
 - c. Ms. Scales noted that the Department is continuing to trap gopher tortoises in the Lake Mary area and have captured and relocated about 20 so far.
 - d. Ms. Scales reported that the Archer RailWorks team recently performed some volunteer work with Rebuilding Together Orlando at two sites. She said this was the company's third volunteer activity in the Central Florida community, and that it will continue to do so in the future.
4. Design Update – Tawny Olore, P.E.
 - a. Ms. Olore said that the Department is working with Motive Power on the design and production of locomotives and with Bombardier regarding the design and production of coaches and cab cars to address some new safety regulations. The team is also negotiating with Bombardier on the price structure for the locomotives and coaches and cab cars for Phase 2. Ms. Olore showed pictures of the Motive Power plant and construction facilities in Boise, Idaho.
 - b. Ms. Olore said that the Fare Collection System RFP is still being advertised. The Department has received three proposals from ACS, Indra and GFI. Ms. Olore stated that technical review committee, along with LYNX and Votran, are currently reviewing these proposals. There is a meeting scheduled for next week to go over the proposals.
 - c. Ms. Scales noted that the Notice to Proceed was issued on March 21 to Archer Western for the first Station Finishes contract. They are now clearing and grubbing the parking lots for DeBary, Sanford and Altamonte Springs. They will be moving to Lake Mary as

soon as the gopher tortoises are moved. She said that five additional gopher tortoises were found at the Lake Mary Station site and were being relocated.

- d. A mandatory pre-bid conference was held on April 18 for the second Station Finishes contract. Ms. Scales said that it was well-attended with 11 potential prime contractors and four potential DBE subs. The technical proposals are due on May 18, 2012 and the contract is expected to be awarded on June 14.
- e. Ms. Olore offered to provide the design plans for the second Station Finishes contract to local government partners who did not currently have those plans.
- f. Ms. Scales showed Technical Advisory Committee members pictures of the station clearing and grubbing, and construction work being done on the platforms at three station locations in DeBary, Altamonte Springs and Sanford.
- g. Mr. Nick Koval asked whether there were any future plans to improve the railroad crossings at the St. Johns River Bridge. Ms. Olore said that the bridge will stay as is. She said that there are plans to add concrete and to replace pilings in a 100 foot section. Ms. Scales said that the north end will be replaced but the drawbridge will remain and that there are no plans to add a second bridge.
- h. Mr. Koval asked whether the bridge will be double-tracked to improve crossing times.
- i. Ms. Scales said that there will be two tracks on either end of the bridge, but that one train will wait on one end of the bridge should another be crossing at that time.
- j. Ms. Olore said that the Operations and Maintenance has been posted for Industry Review, and should be formally advertised in the late June or July time-frame.

5. Public Involvement Update – Tawny Olore, P.E.

- a. Ms. Olore said that the latest *Transit Times* newsletter is included in the packets that were distributed at the start of the TAC meeting.
- b. She said that Mike Wacht and Deana Leffler are at the SunRail trailers for construction, and should be contacted for any questions.
- c. The SunRail City Center open house is planned and invitations have been sent for May 14 from 5 – 7 PM. She said that the Department is also hosting a TOD Workshop on the same day from 1-4 p.m. at the Sheraton Downtown Orlando Hotel.
- d. The business development plan has been submitted for internal review. An update will be given following the Department's internal review.

6. Research and Surveys Update – Tasha Cunningham

- a. Ms. Cunningham reviewed the survey results that have been completed. To date, 500 phone surveys and more than 2,200 online surveys have been completed. Additionally, 65 focus groups have been conducted as well as hundreds of street intercept surveys.
- b. Ms. Cunningham noted that the best practices report, developed by Planning Communities, Inc., has been completed and is under Department review. Sixteen systems have been compared for employer discount programs, ridership initiatives, rewards programs, and social media outreach in an effort to garner ideas for SunRail.
- c. The ridership research report is also complete, with assistance from the University of Central Florida. This effort revealed that 92.4% of those surveyed had a very high awareness of SunRail. More than 30% of the people polled, survey and in focus groups knew that SunRail would be operational by 2014. Among those polled, enthusiasm for the project is very high. Most people are looking at it as their alternative to Interstate 4.

- d. Ms. Cunningham said that there is a universal enthusiasm for using SunRail for special events in downtown Orlando. The results did note that there is still a lot of confusion about the difference between commuter rail and high speed rail, and the team is working on some messaging to clarify the difference.
- e. For major employers, awareness is also high. Ms. Cunningham noted that there were 5 common challenges among large employers – convenience, cost, security, connectivity and schedules.
- f. Mr. Gilley spoke about the business outreach efforts to meet these challenges. He said the Department is planning to take a multi-tiered approach to business outreach, starting with 20 companies that will be used to test some components of the SunRail corporate discount program. Mr. Gilley said that corporate discount programs have worked very effectively in other areas of the country, and that he is confident they will work here. He stated that the business development team researched many other employer-based sales programs that have been successful at other rail systems. The team’s goal is to have 150 companies signed up by the start of revenue service in 2014. That includes corporate discounts and tax benefits for employers, as well as for employees. He said the Department plans to have sustained outreach and education activities over the next several years.
- g. Tools planned to maximize outreach and education activities, which have worked in other markets includes free online surveys, online account management, training, dedicated customer service lines, free marketing collateral materials, rideshare programs, rewards zones to integrate SunRail at stores and businesses around SunRail station stops, Commuter Concierge, premium business amenities, and other programs will be incorporated into the plan to help encourage ridership. He also mentioned the free Emergency Ride Home program that is currently administered by the Department’s ReThink Your Commute program, which should be integrated into the SunRail outreach program. Mr. Gilley said that other co-branding opportunities for business will be integrated into the program, as well, including outreach to tax accountants to encourage their clients to utilize SunRail and take advantage of the great transit incentives available. That includes business recognition programs, and the use of social media, such as Facebook, Twitter, Pinterest and so forth, to educate employers and employees alike.
- h. Mr. Gilley noted that business-to-business communication will be one of the best tools available to convince employees and employers to use SunRail. The plan also includes collateral materials that will provide employees with the tools they need to approach management about using or participating in SunRail corporate discount programs. A comparative travel time app also will be created to help commuters understand and compare travel times and the cost of the various means of transportation, including I-4 versus SunRail.
- i. Mr. Gilley also discussed potential co-branding and advertising opportunities at stations and on platforms, such as charging stations on platforms, that will help raise awareness. Mr. Gilley said that the program will be very fluid, so there will be opportunities to enhance different aspects or change direction. He said he believes that the potential programs outlined will offer enough options provide the team with some strong selling points to encourage companies and employees to take advantage of these opportunities. Mr. Gilley noted that the business development plan will be updated to assess its effectiveness and tweaked on a monthly basis as ideas are fleshed out.

- j. Mr. Gary Huttman asked whether the 20 major employers have already been surveyed. Mr. Gilley responded there have been some preliminary discussions to educate and inform some of the major employers along the corridor, as commuter rail is a brand new concept to many. Mr. Huttman asked if a list of those businesses was available, and Mr. Gilley and Ms. Cunningham responded that they will provide that list to the TAC. Mr. Gilley noted that many of these companies are located near the stations stops.
- k. Mr. Connelly asked whether municipalities were going to be part of the business outreach. Mr. Gilley responded that the business development team will be calling on businesses near each stop and will be coordinating with the chambers of commerce to make sure the message is consistent. He said the team has already met with two or three cities to discuss partnering opportunities as that outreach progresses. The team also will be coordinating with LYNX and other private transportation providers to assist with connectivity options once passengers arrive at SunRail station stops.
- l. Mr. Marcotte asked if the TAC could add to the list of companies for the pilot program. Mr. Gilley responded that yes, TAC members could add to the list of businesses at any time and that the team will coordinate with each jurisdiction to discuss outreach efforts and ensure that all appropriate businesses are contacted.
- m. Mr. Huttman asked how soon cost information for businesses or business employers will be available. Ms. Cunningham said that the team will be preparing an executive summary of all three of the documents that are being prepared for Departmental review, and will forward to TAC members as soon as they are ready. Mr. Huttman asked whether costs regarding monthly passes will be forthcoming shortly, or whether it was solely a decision that will be made by the Central Florida Commuter Rail Commission.
- n. Ms. Olore said that there are guidelines within the Interlocal Agreements that will guide the pass structure. In addition, she said, the Department is currently meeting with LYNX, Votran and DOT to discuss the fare policy agreements and the implementation of that fare policy agreement. Earlier this week, for example, discussions centered on transfer policies. The goal is to craft a policy document that has been agreed to by the three entities that will then be presented to the TAC, as well as an executive summary to the Central Florida Commuter Rail Commission. The commission does not have to approve the fare policy agreement. Because after the FDOT operating period, after seven years, the Commission can change that fare policy if they so choose. The good news is that the LYNX board is made of up of four out of our five funding partners. So the Department is covering all those issues and make sure that fares get allocated properly, the passes are understood, and so forth. It's pretty complicated with the three different systems. Because of the different types of operations between LYNX, Votran and SunRail, there may be a couple of different policies. Those are some of the challenges we meet and talk about at least every month, if not every two weeks.
- o. Mr. Harrison asked about the shuttle program. Mr. Gilley answered that the business development team will work with employers to develop custom connectivity programs that will include LYNX, Votran, private shuttles, etc., which worked very well in other locations. We are looking at which is the best way to custom design a connectivity solution for each employer and their employees, or even multiple employers that are located in close proximity to one another. Mr. Harrison asked whether this would be done in consultation with LYNX and Votran. Mr. Gilley said that LYNX and Votran will definitely be a part of the solution conversation in almost every instance.

- p. A discussion ensued about federal tax benefits related to employer-employee based corporate discount program. Ms. Courtney Miller of ReThink Your Commute explained some of the allowed federal tax benefits related to utilizing transit, carpool or vanpool services. Ms. Olore noted that LYNX, Votran, ReThink, and SunRail will be working very closely as the outreach efforts move forward to ensure seamless representation of all different options and opportunities that employers and employees may have. Ms. Cunningham said that different options will be part of the Department's educational outreach efforts.
- q. Ms. Cunningham said that local jurisdictions that had posted links to the SunRail survey on-line are now free to remove that link.

7. Transit Oriented Development – Tawny Olore, P.E.

- a. Ms. Olore announced that everyone should have received an invitation to the TOD Industry Forum on May 14 at the Sheraton Downtown Orlando Hotel from 1:30 – 4 p.m. Mr. Tim Jackson and his team have partnered with the Urban Land Institute (ULI). They have confirmed three developers from all around the country who will come and do a lessons learned regarding what worked and what didn't work with TOD, which should help us get ready for SunRail. Those developers are: Jim Richardson, Forest City Company; Walt O'Shea, Hines; and Kenneth Naylor, Carlisle Development Company. She said that Mr. O'Shea has worked in Houston and Atlanta; Mr. Naylor has worked in Miami and Mr. Richardson has worked in a variety of different jurisdictions. She said that 140 people have replied thus far.
- b. Mr. Rick Sparer presented an update of the TOD facilitation. He said the team has been meeting with various people from the different station areas to discuss policies that will encourage development in these areas. Eventually, he said, the team is identifying different station areas to move forward with a TOD implementation plan and determine how the team can better assist jurisdictions.
- c. He said that the team is establishing baseline metrics for each station. Those metrics includes such issues as station accessibility, walkable streets, sidewalks in and around the station, adjacent roadways, traffic calming efforts, shade, population densities within ½ mile of each station compared to five miles away from the station and so forth. The metrics are designed to measure and track these different population and employment densities over time as development occurs around each station.
- d. In terms of connectivity, the team is also looking at the number of intersections in a square mile area around each station to assess how to facilitate development and increase connectivity in the design of the development. The goal, he said, is to facilitate development and increase the likelihood that people in these areas will use SunRail.
- e. The objective is to determine what amenities are accessible and available within a 5 minute walk of each station, including access to public space. Some areas have parks and these types of space will encourage riders.
- f. The team is also measuring the number of diverse uses near station areas. Some areas may have large commercial and retail development and some may have residential.
- g. Mr. Marcotte asked whether it was a coincidence that the TOD Forum was scheduled on the same day as a Winter Park City Commission meeting. Ms. Olore said it was a coincidence, but noted that Winter Park is already very developed with regard to TOD.

8. Phase II South – Tawny Olore, P.E

- a. Ms. Olore said that a risk review was performed for Phase II South, which included a review of costs, plans and schedule. The Federal Transit Administration Project Management Oversight Consultant (PMOC) is continuing to discuss the risks, costs and schedule to see if these plans are in line with projects. In the next couple of weeks, Ms. Olore noted, the committee will discuss the risk contingency mitigation plans.
- b. The roadmap for Phase II South calls for entry into final design for Phase II South by the end of August/beginning of September.
- c. Ms. Olore said that another financial management oversight consultant has been engaged for Phase II South. Ms. Olore said she hopes that the consultant will not have to meet with local partners, as was the case for Phase I, but that she will keep TAC members posted. The Department has also been assigned a land use consultant, which is examining metrics to assure that ridership, plans and budgets are in line. Once Phase II South is accepted into final design, Phase II South will be accepted into the president's budget, and that sets the stage for a Full Funding Grant Agreement.
- d. Ms. Olore discussed that a field tour for the PMOC was held for Phase II South and the Clay Street intersection in Kissimmee was of particular concern, and that engineering solutions are being explored.
- e. The Department is also continuing with right-of-way acquisitions. An offer has been made to Amtrak for the Poinciana station; the Department is working on parking and drainage agreements for Kissimmee; and site approval is still pending for Meadow Woods. At the Osceola Parkway Station, the Department is also coordinating with the Kissimmee Utility Authority to ensure there are no conflicts with our drainage and parking area to be located beneath their facilities.

9. Phase II North – Tawny Olore, P.E.

- a. Based on the meeting with the County Council, a workshop has been requested between Volusia and DeLand to get some decisions made in order to proceed with the design. The June 11 workshop has been postponed, and is being rescheduled.
- b. Mr. Marcotte asked about the ticketing procedure for SunRail. He gave an example of Winter Park to Orlando. He pays \$2.50, what does he have in his hand? Ms. Olore said that he would have a card which would have a stored value credit, similar to how the SunPass toll transponder works. It will have a balance on it. The more stored value you buy, the bigger discount you get.
- c. Mr. Koval asked how monthly passes would work for businesses. Ms. Olore said that businesses could pay for a certain amount of travel every month, or for an unlimited pass. It would be like a transponder. These are the types of procedures the Department is working on now with LYNX and Votran. Discussions are currently underway about having an unlimited pass of value per month. The challenge is that LYNX and Votran do not have stored value cards, so the Department is working on how that interfaces with their passes. Once these procedures have been finalized between the entities, the Department will present these policies.
- d. Mr. Huttman asked if the information gathered from the survey process will be used in developing the monthly pass system. Ms. Olore said that SunRail will be different from Votran and LYNX, as they will be using a "Tap On/Tap Off" system and will not be using paper tickets. SunRail will be using best practices from around the country. The challenge will be to determine how to integrate the SunRail system selections with those existing systems for Votran and LYNX. Mr. Huttman asked how FDOT

will get to an unlimited use tap-on, tap-off cards and associate the costs for the user for unlimited use. Ms. Olore says that they have looked at other systems and what is in the project's finance plan.

- e. Mr. Welzenbach asked about the Tap On/Tap Off processes and whether they would be coordinated with other toll systems like E-Pass and Turnpike. Ms. Olore stated that they have already started this process and have met with the Turnpike Authority about back-of the house operations and the development of a single system. That is the Department's goal, but it will depend upon implementation challenges.

COMMITTEE MEMBER COMMENTS

1. Committee Comments

- a. Mr. Marcotte mentioned a recent meeting with Metroplan Orlando, Eatonville and Maitland that focused on connectivity issues. Part of the discussion was that the mini high platforms, in Mr. Marcotte's opinion, should serve both types of trains where stations serve both Amtrak and SunRail. He asked whether the mini-high elevation would work for both train sets. Ms. Olore said that she did not believe they would, as Amtrak currently has much different cars than SunRail. As Amtrak gets new trains, it could work. While it may be a good idea, Ms. Olore said it would be tough currently to accommodate both train sets with mini-high platforms.

PUBLIC COMMENTS

1. Public Comments

- f. Ms. Joanne Cornelius of Lake Mary said that she was excited about SunRail trains coming in two years. She also asked Lisa Darnall to please make LYNX buses available on holidays and weekends in Seminole County.

NEXT MEETING

1. Review of Next Meeting Date

- a. The next Technical Advisory Committee (TAC) meeting is scheduled for Wednesday, June 6, 2012.

ADJOURNMENT

The meeting adjourned at 2:36 p.m.