

**DRAFT**

**Central Florida Commuter Rail Commission**

**MEETING MINUTES**

Date: Wednesday, November 12, 2014  
Time: 11:00 a.m.  
Location: MetroPlan Orlando  
315 East Robinson Street, Suite 355  
Orlando, Florida

- Call to Order – Chairman Teresa Jacobs called the meeting to order at 11:04 a.m.
- Pledge of Allegiance
- Confirmation of Quorum
  1. Members in attendance were:
    - Commission Chairman Teresa Jacobs
    - Commission Secretary Buddy Dyer
    - Commission Vice Chairman Carlton Henley
    - Commissioner Jason P. Davis
    - Commissioner Michael E. Harford
- Agenda Review – FDOT District Five Secretary Noranne Downs, P.E.
  1. Secretary Downs provided the Agenda Review

**CHAIRMAN'S REPORT**

1. Chairman Jacobs requested that FDOT District 5 Secretary Noranne Downs, P.E. provide the Agenda Review.
  - Chairman Jacobs discussed the positive feedback she was getting from the community regarding SunRail. She stated that the biggest complaint she gets is that the train needs to run more often and for big events in the community, such as the Sheryl Crow concert and the Electronica Festival.
  - a. Customer Advisory Committee (CAC) appointments
    - Chairman Jacobs stated that the Customer Advisory Committee appointments need to be coordinated to represent the broad demographic of riders and residents. She stated that recommendations need to be brought forward at the Commission's January 2015 meeting for ratification.
2. Technical Advisory Committee Update – Jim Harrison, Chairman
  - a. Update from September 3, 2014 meeting
    - Mr. Harrison stated that the project status was discussed to include the upcoming marketing business plan and the status of both Phase 2 and Phase 3.
  - b. Update from October 1, 2014 meeting
    - Mr. Harrison stated that a complete project status was provided and the new and current marketing and public outreach efforts were discussed. He also said that local government representatives were asked to provide SunRail operations prior notification of local events along the corridor.

## **ACTION ITEMS**

1. Adoption of minutes from July 21, 2014 meeting.
  - a. The meeting minutes were unanimously adopted upon a motion by Chairman Jacobs and seconded by Commissioner Henley.

## **DISCUSSION ITEMS**

1. Phase 1 Project Update – Tawny Olore, P.E.
  - a. Operations Update
    - i. Ridership
      - Ms. Olore discussed the Seniors on SunRail program and the success that the program is experiencing
      - Ms. Olore discussed what metrics from the ridership are being tracked on a daily basis
      - Ms. Olore stated that the financials will be disclosed to the advisory groups within the next several months
      - Ms. Olore noted that there also is a lot of ADA and bicycle usage on the train, and provided details in the presentation.
    - ii. On-Time Performance
      - Ms. Olore stated that in terms of on-time performance, the project is trending at 92%. She said that parking lot usage is at 76% for the DeBary station in October 2014, and the rest of the parking lots are keeping steady in terms of usage.
    - iii. Technology
      - Ticket Vending Machines: Ms. Olore stated that the three biggest issues are the machines are freezing, the bus transfer system, and the back office mining of the financial data. She stated that these issues are being addressed at the highest levels of management within both Xerox and FDOT and that Secretary Ananth Prasad has met with the Xerox management personally to obtain additional resources to fix these outstanding issues.
      - Mayor Buddy Dyer asked if this is a new system for Xerox and if they used the system before on other projects in the country. Ms. Olore said that the technology is emerging within the industry. She stated that Xerox took parts of the SunRail system from other projects and is having an issue with system integration.
    - iv. Service Enhancements
      - Park and Ride Lots. Ms. Olore stated that the lots are designed to meet 20 year forecasts and are currently being monitored on a weekly basis. The DeBary park and ride lot is experiencing high numbers and FDOT is in the process of identifying additional land for expansion.
    - v. Safety/Incidents report

- Ms. Olore stated that consultants are out educating the area residents in terms of safety. She highlighted the recent Downtown Orlando Safety Kick Off to help deliver the safety message and the youth safety outreach partnership with the Boys and Girls Clubs.
- Ms. Olore stated that the Florida Highway Patrol (FHP) will be assisting with the enforcement of grade crossing issues and that there is money in the budget to continue their services, most likely into March 2015.
- Ms. Olore discussed the most recent incident reports and noted that the statistics include all the trains running on the corridor, including CSX and Amtrak. She said that additional incidents were expected with the introduction of SunRail service, but that the number of incidents has declined as the public becomes more aware of the 34 trains running on the track daily.

vi. Feeder Bus Service – Andrea Ostrodka, LYNX

- Ms. Ostrodka discussed the growth in ridership from SunRail to LYNX and that LYNX is working closely with FDOT to make the connections smooth and on time for all riders. She stated that the stations with the largest increases in ridership are Sanford, Sand Lake Road, Florida Hospital, and Winter Park.

2. Marketing/Business Development/Public Involvement/Customer Service

i. Revenue service marketing plan

- Mark Calvert, Marketing Manager for SunRail, discussed the marketing plan going forward with the “Seniors on SunRail” and additional revenue streams now underway. He discussed the new “Train Your Brain” program, and the mission of the program – to capture additional riders particularly with the start of I-4 construction in the New Year. He also spoke about numerous digital media initiatives that will be coming online in December as additional passenger amenities.
- Marianne Gurnee, SunRail Program Management, stated that ambassadors were reinstated on each platform starting November 5, 2014 to help customers use the service. Ms. Gurnee stated that the customer service unit is up and running at the Operations Control Center in Sanford and all senior managers are riding the train and interacting with customers.

ii. Surveys

- Ms. Gurnee stated that staff is also reaching out to the downtown towers to conduct surveys as to what FDOT is doing well and how FDOT can get more people to use SunRail. She also stated that starting next week; FDOT will begin conducting on-board surveys of passengers.

iii. Rider Alerts

- Ms. Gurnee discussed the new integrated rider alert systems. She stated that several major enhancements to the website have been made. She discussed the new service disruption notification system on the [www.SunRail.com](http://www.SunRail.com) website, as well as on Twitter. Eventually, she said, the service alerts will be integrated into the state’s 511 system, as well.
- Ms. Gurnee discussed the train tracker on the mobile site and desktop version that allows customers to track the train in real-time. She stated that staff is

also updating SunRail social media outlets, including Facebook and Twitter, several times a day with news and information of events along the corridor.

iv. Shuttle Services

- Mr. Calvert stated that the marketing/business development team is also working closely with business partners to expand shuttle services and add more riders in coordination with FDOT's reThink Your Commute team.

2. Phase 2 Activities – Tawny Olore, P.E.

a. FTA Coordination

- Ms. Olore stated that Phase 2 South is in the home stretch and is moving forward toward receipt of a Full Funding Grant Agreement from the Federal Transit Administration. She said that FDOT is 90% finished with the design process and is preparing requests for proposals for construction, as well.

b. Station Development

- Ms. Olore stated that FDOT is meeting with Volusia County on Phase 2 North, as well as the land owners in DeLand, to discuss the process and finalize site plans.

c. Right-of-Way Acquisition.

- Ms. Olore stated that the right-of-way is acquired for Phase 2 South, and the design process is being completed.

3. Phase 3 Status – Tawny Olore, P.E.

- Ms. Olore discussed the upcoming plans for the Phase 3 expansion to the airport and talked about the planning processes now underway.

### **COMMITTEE MEMBER COMMENTS**

1. Commissioner Davis asked about the amount of cab cars a SunRail locomotive can haul currently on the corridor. Ms. Olore stated that the locomotive can haul up to 5 cab cars/coaches, but the platforms are designed for 3 cars. She stated that the project can do a few things operationally to accommodate the extra cars and steps would be taken to adjust the on-time performance indicators if need be.
2. Commissioner Davis asked for a comprehensive breakdown of the ridership at the DeBary Station. Ms. Olore stated that ridership specifics are provided at Technical Advisory Committee meetings, and that Volusia County representatives John Angiulli and Steve Sherrer regularly attend, and receive all meeting materials to share with elected officials and the public.
3. Commissioner Davis asked if the local law enforcement agencies enforce traffic infractions around the grade crossings. Ms. Olore stated that they can and added that there is a full-time law enforcement liaison working in the operations center should local police jurisdictions have any questions.
4. Commissioner Davis asked what type of train system will be used to get to the airport – specifically whether Maglev technology will be considered. Jim Harrison stated that Maglev

technology would not be used and that the airport connection would be an actual SunRail extension, and not a third party system.

### **PUBLIC COMMENTS**

1. Joanne Counelis stated that she would like to have the SunRail Train on weekends, holidays, and nighttime so that no one is stranded. She stated that service gaps need to be closed on all public transportation, including SunRail.
2. David Bottomley stated that the study needs to be done in Phase 2 and Phase 3 to include easy access to the stations for pedestrians and bike riders. He stated that SunRail must be successful and needs to go from beach to beach, from Clearwater to Daytona Beach. He stated that a lot of people would like to go from OIA straight to the Daytona 500.

### **RESPONSE TO PUBLIC COMMENTS**

1. Mayor Jacobs stated that Ms. Olore is working on the feasibility of extended service options for the project and will be presenting the findings at the next meeting in January 2015.

### **NEXT MEETING**

The next meeting will be on January 9, 2015 at 10:00am

### **ADJOURNMENT**

The meeting was adjourned by Mayor Jacobs at 11:55 am