

Customer Advisory Committee Meeting

April 3, 2015

9:00 a.m.

LYNX Central Station
2nd Floor Multi-Purpose Room

Attendees: Tawny Olore, Marianne Gurnee, Linda Nesbitt, Regina Camplin, Bill Land, Steve Olson, Stacy Kirby, Claudia Korobkoff, Amanda Furman, Jose Jordan, Mary Ross, Tim Maslow, Howard Linderman, Leslie Bohnsack, Jeffery Morris, Nora Foust, Bill Wharton, David Yates, Dan Day, Jim Harrison, Jordan Smith

Minutes

Agenda Item: Welcome and Introductions	Presenter: Tawny Olore
Agenda Item: Election of CAC Officers <ul style="list-style-type: none">• Brief on duties of Chair and Vice Chair• Nora Foust nominated Jeffery Morris for Committee Chair; Mary Ross second• Howard Linderman nominated Leslie Bohnsack as Committee Vice Chair; Jeffery Morris second	
Agenda Item: Sunshine Law	Presenter: Claudia Korobkoff
<ul style="list-style-type: none">• Scope of 2015 Sunshine Law• Requirements<ul style="list-style-type: none">○ Meetings must be open to the public.○ 24-hour notice must be provided to the public regarding meeting details.○ Meetings must be held in a public facility.○ No closed meetings are permitted.○ All decisions are to be made only during public meetings.○ Committee members are not permitted to discuss items privately through any form of communication; however, board members are permitted to talk to staff.○ The meeting agenda must set aside time for public comments.○ Videotaping or photography is not permitted; media is permitted.○ Meeting minutes must be taken.• Penalties<ul style="list-style-type: none">○ Second Degree Misdemeanor○ Unintentional violation can result in up to \$500 fine○ Intentional violation can result in up to 60 days in jail	
Agenda Item: Project History	Presenter: Tawny Olore
<ul style="list-style-type: none">• Timeline<ul style="list-style-type: none">○ August 2006 – Agreement reached with CSXT.○ July 2007 – Unanimous votes from all 5 funding partners to move forward with interlocal agreements○ December 2010 – Agreement reached with Amtrak.○ July 18, 2011 – Phase I FFGA signed and construction started.○ November 3, 2011 – FDOT purchased the corridor from CSXT and took over maintenance and operations.○ January 27, 2012 - Groundbreaking Ceremony.○ July 29, 2013 – FDOT took over dispatch operations from CSXT.○ May 1, 2013 – “Thou shall” date – Opened operations.○ April 30, 2014 – Grand Opening.	

- Contracts
 - Bombardier – Operations, Maintenance, and Dispatch & Coaches and Cab Cars
 - Herzog – Signal Maintenance
 - Xerox – Fare Collections
 - Data Transfer Solutions – Marketing/Business Development
 - Common Ground MGS – Public Involvement
 - Archer Western/Railworks JV – Constructions
 - Motive Power – Locomotives
 - Archer Western and Welbro – Station Finishes
 - HNTB – Construction Engineering
- Ridership
 - Average daily boarding numbers
 - No school and events raises numbers (free rides = very high numbers)
 - Mondays are lower; Fridays are higher
 - Lower in September
 - I-4 construction influences more passengers
 - Expanded Service for Weekdays
 - Two additional trains were added in December
 - Ten train sets available; looking to purchase more
 - Costly and timely process to balance operations, maintenance, inspections, and extended service
 - Expanded Service for Weekends
 - Estimates \$5.5 million for operations and maintenance
- Interlocal Agreements
 - Funding, Governance, and Operating
 - Commuter Rail Commission, Technical Advisory Committee (TAC), and Customer Advisory Committee (CAC) all act as advisories during the FDOT funding period
 - Commuter Rail Commission – Chair is Mayor Dyer from City of Orlando, Vice Chair is Commissioner Henley from Seminole County, Secretary is Commissioner Janer from Osceola County, Former Chair is Mayor Jacobs from Orange County, and Chairman Davis is from Volusia County
 - TAC is made up of staff members from the five funding partners, station host committees, Metroplan Orlando, River to Sea TPO, LYNX, and Votran

Agenda Item: Overview of CAC Roles/Responsibilities Presenter: Tawny Olore

- CAC is made up of two advisors from each of the local funding partners and Osceola County in accordance of the Interlocal Governance Agreement.
- Requirements are to hold quarterly meetings, ride SunRail at least 3 times per week, and report to the Central Florida Commuter Rail Commission.

Agenda Item: Customer Service Activities Presenter: Linda Nesbitt

- 4-Step Management Plan
 - Plan
 - Do
 - Check
 - Act
- Types of calls (emails average 150 – 200 per month)
 - TVM malfunctions – 8%
 - TVU malfunctions – 1%
 - Complaints – 1%
 - Connections – 4%
 - Fares – 9%
 - Schedules – 32%
 - Railroad non-emergency – 1%
 - General inquiries – 34%
- Ambassador Program

Agenda Item: Marketing and Business Development Presenter: Tawny Olore

- Scorecards
- Train Your Brain Campaign
 - SunRail Trains On Time
 - 1-4 Construction (February 2015)
 - Take SunRail to the Game Tonight at Amway Center
 - Bumper to Bumper is so Last Year – Road to Rail
- Seniors
 - 25-30 seniors per trip travel to multiple SunRail destinations
 - SunRail coordinates 4-6 trips per month

Committee Comments: None

Public Comments: Joanne Counelis requested weekend train service and additional mid-day train service.

Adjournment with no Action Items