

DRAFT

Central Florida Commuter Rail Commission  
Technical Advisory Committee

**Meeting Minutes**

Date: Wednesday, October 7, 2015  
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, Claudia Korobkoff, called the meeting to order at 1:35 p.m.
- Pledge of Allegiance
  1. Confirmation of Quorum
  2. Members in attendance:
    - Tawny Olore, FDOT
    - Brett Blackadar, Seminole County
    - Jordan Smith, City of Sanford
    - Tom Connelly for John Omana, City of Lake Mary
    - Matt Boerger, City of DeBary
    - Dale Arrington, City of DeLand
    - Jon Cheney, County of Volusia
    - Jim Harrison, Orange County
    - Vince Wang, River to Sea TPO
    - John Sember, City of Altamonte Springs
    - Noel Cooper, City of Maitland
    - Don Marcotte, City of Winter Park
    - Claudia Korobkoff, City of Orlando
    - Mary Moskowitz, Osceola County
    - James Arsenault, City of Kissimmee
    - Andrea Ostrodka, LYNX
    - Elizabeth Suchsland, VOTRAN
  3. Members not in attendance:
    - Jon Williams/Sheryl Bower, City of Longwood
    - Gary Huttman, MetroPlan Orlando
- Agenda Review – Tawny Olore, P.E.
  - Ms. Olore provided the Agenda Review.

**ACTION ITEMS**

- 1. Adoption of minutes from June 3, 2015.
  - a. A motion to adopt the meeting minutes was made by Claudia Korobkoff and seconded by Jordan Smith. The meeting minutes were unanimously adopted.

**DISCUSSION ITEMS**

1. Chairman's Report – Claudia Korobkoff, City of Orlando
  - a. Central Florida Commuter Rail Commission September 23, 2015 meeting update
    - Ms. Korobkoff stated that the project status was discussed, including the August ridership increase and the evaluation for the current late night train service. Ms. Korobkoff mentioned Mayor Dyer's mural suggestion and the ongoing efforts to clean up the graffiti along the corridor.
  - b. FFGA Signing Ceremony
    - Ms. Korobkoff discussed the FFGA Signing Ceremony that took place on September 28, 2015 in Kissimmee. She noted the excitement and anticipation of those in attendance.
  - c. Customer Advisory Committee July 17, 2015 meeting Update
    - Ms. Korobkoff discussed the Customer Advisory Committee's concerns regarding the ticketing terminals, the safety of the Church Station platform crossing, the graffiti on the buildings along the corridor, and the need for an additional train prior to the 4:15 northbound. Ms. Korobkoff noted that each issue is being looked at and possible options explored.
2. Operations Update – Tawny Olore, P.E.
  - a. Ridership
    - Ms. Olore discussed the increase in SunRail's August and September ridership by 7-10% from September of last year.
  - b. On-Time Performance
    - Ms. Olore stated that the on-time performance is at about 97%, bicycle boarding remain steady between 150- 200, and ADA remains at 12-13. Ms. Olore discussed the decreasing ridership of the late night train and the possibility of making future adjustments to better address midday service demands.
  - c. Safety/Incidents report – Rob McDaniel, SunRail Corridor Manager
    - Mr. McDaniel discussed the safety incident trends and the most recent incident reports on the corridor. He further explained the format of the reports and how the information is compiled.
    - Mr. McDaniel discussed the comparisons between 2014 and 2015 in grade crossing accidents, trespasser strikes, fatalities, derailments, and collisions. Mr. McDaniel also mentioned the incident/accident rates in each municipality within the corridor. He noted that grade crossing safety improvements are being made to Phase 1 as well as planned for Phase 2.
  - d. Feeder Bus Service – Andrea Ostrodka, LYNX
    - Ms. Ostrodka discussed the passenger boarding each station. She explained that as the system works through the technology for LYNX to SunRail ticket transfers the tracking would be more accurate.
    - Elizabeth Suchsland, Assistant General Manager for Votran, discussed the increasing ridership of SunRail Station feeder routes in Volusia County. Ms. Suchsland noted that Votran is working to make service adjustments to increase ridership and improve service.
3. Next Steps Phase 1

- a. Grow Ridership
    - i. Service modifications
      - Ms. Olore discussed the next steps and strategies for increasing ridership and last mile connectivity for Phase 1. Ms. Olore noted that work will be taking place next year in Phase 1 on safety improvements: grade crossing upgrades, and signal upgrades.
    - ii. SunCards in retail outlets
      - Ms. Olore discussed the ongoing planning to increase access to SunCards. She explained that management is working to bring the cards to various retailers throughout Central Florida, such as Publix, CVS, and Walgreens.
    - iii. Business Development activities
      - Carson Chandler explained in detail the four areas of focus for Business Development: working with Mayor Dyer and the City of Orlando on outreach to downtown's major employers; door-to-door outreach to educate employers and employees; working with the hospital campuses on educating their employees on the benefits of riding and capturing company and rider profiles.
  - b. Increase revenues
    - Mark Calvert, SunRail Marketing Manager discussed the total revamping of the SunRail.com website using research and data collected from user eyeball tracking technology and various surveys. Mr. Calvert explained that the website will offer larger inventory for potential advertisers.
    - Mr. Calvert explained the new marketing initiative that allows riders to upload selfies taken on the train to digital billboards along I-4.
4. Phase 2 Activities – Tawny Olore, P.E.
- a. FFGA next steps
    - Ms. Olore discussed price proposals in October for short-listed firms, and getting them under contract by December. Ms. Olore mentioned coordination with Osceola County and LYNX for bus service planning in Phase 2 South.
    - Ms. Olore explained that the Phase 2 North expansion is still waiting the notice for TIGER grant funding. She noted that the Phase 2 North expansion is moving forward with station planning and design.
  - i. Schedule
    - Ms. Olore detailed some of proposed changes to the service schedule to include adding more service in the middle of the day during off-peak hours.
  - c. Bus feeder connectivity presentation
    - John Mason, provided an overview of the proposed feeder bus plan for Phase 2 South, noting a desire to maintain a simple operating plan, and easy access to the stations. Mr. Mason also mentioned proposed service

improvements in routes, and the addition of two new routes in the Phase 2 South expansion.

5. Phase 3 Update – Tawny Olore, P.E.

- Ms. Olore discussed upcoming plans for the Phase 3 expansion to Orlando International Airport, noting that approval was received from the Federal Transit Administration on Oct. 26 to enter into Project Development.
- Ms. Olore stated that planning is moving forward with preliminary alignment concepts and that passenger and employee surveys at the airport were being completed. Ms. Olore noted that FDOT is currently evaluating various service models and looking at different operational scenarios.

**COMMITTEE MEMBER COMMENTS**

1. Brett Blackadar, Seminole County stated that the Customer Advisory Committee is looking for a replacement member from Seminole County. Mr. Blackadar asked for the committee’s assistance in finding a qualified member from Seminole County.
2. Don Marcotte, Winter Park, asked about companies that provide ridership incentives for employees and OIA Intermodal Center concepts.

**PUBLIC COMMENTS**

None

**NEXT MEETING**

1. Tentative meeting is November 4, 2015

**ADJOURNMENT**

1. Meeting adjourned at 2:57 p.m.