

Customer Advisory Committee Meeting

February 19, 2016

9:00 a.m.

LYNX Central Station
2nd Floor Multi-Purpose Room

Attendees: Tawny Olore, Marianne Gurnee, Linda Nesbitt, Mark Calvert, Steve Olson, Claudia Korobkoff, Mary Ross, Jeffery Morris, Karla Keeney, Jose Jordan, Tim Maslow, Bill Wharton, and Gary Huttman

Minutes

Agenda Item: Welcome, Agenda Review	Presenter: Tawny Olore
Meeting called to order by CAC Chairman Jeffery Morris	
Agenda Item: Chairman's Report	Presenter: Jeffery Morris
<ul style="list-style-type: none"> • Last Central Florida Commuter Rail Commission Meeting: discussed the continuation of the neighborhood LYNX, text messaging service, and the recommendation to add a 3:00 p.m. and 4:00 p.m. trains <ul style="list-style-type: none"> ○ The next CFCRC meeting will be on March 2nd, beginning at 9:30 a.m., at Metroplano Orlando • TAC Meeting Update (Claudia Korobkoff) <ul style="list-style-type: none"> ○ Discussed the history of SunRail, change of meeting venue (along the corridor), continuation of neighborhood Link in Maitland, text messaging service, and the recommendation to add a 3:00 p.m. and 4:00 p.m. trains • Election of Officers will take place during the next CAC meeting. <ul style="list-style-type: none"> ○ Chairman Morris motioned; all in favor of waiting to elect officers 	
Agenda Item: Operations Update	Presenter: Tawny Olore
<ul style="list-style-type: none"> • Ridership <ul style="list-style-type: none"> ○ Steady growth increase in ridership for 2015 ○ January 2016 ridership decreased due to lower gas prices and bad weather; increased in February ○ Early morning trains have lowest ridership but still meet expectations; best train is the 7:00 a.m. train from Debarry ○ Late night train averaged approximately 67 daily boardings; new 1:00 p.m. midday train averages approximately 141 daily boardings – still being monitored ○ Bicycle boardings and ADA boardings still steady; drop in January • On Time Performance (OTP) <ul style="list-style-type: none"> ○ Accidents and incidents increased during January 2016; OTP percentages decreased due to accidents/incidents, bad weather, and mechanical issues ○ A train is considered “late” if the time at the end of the run (one end point to the other) is greater than 4 minutes 59 seconds • Safety/Incidents Report <ul style="list-style-type: none"> ○ January: 2 incidents occurred on the same day from drivers turning onto tracks (Fairbanks and Monroe) ○ Pilot program underway to mark areas yellow to indicate caution ○ 20 total incidents in 2015 – 11 involved SunRail ○ City of Longwood received a grant from Department of Homeland Security <ul style="list-style-type: none"> ▪ 2 officers ride trains ▪ Officers monitor Longwood tracks <ul style="list-style-type: none"> ▫ Citations issued ▫ Incidents have decreased ○ February 22nd is Safety Enforcement Day 	

- Feeder Bus Service
 - LYNX
 - Ridership declined due to gas prices
 - Feeder buses run every half hour
 - Service changes three times a year; monitoring to tweak schedule to serve passengers
 - Votran
 - Ridership continues to increase
- Schedule Modifications
 - Survey Results – Question on pushing back morning trains by 15 minutes
 - 255 surveys compiled
 - Most riders stated that the change wouldn't affect their commute
 - Some riders would not benefit; some would not be able to continue riding
 - Complications with work schedule and/or feeder bus schedules
 - Schedule will remain the same
- Marketing/Business Development
 - Try the Train Days (Carson Chandler)
 - Objective is to increase ridership
 - Free 1-way tickets distributed to 30-40 downtown Orlando businesses (Orange County Schools, SunTrust, Red Lobster) then to Florida Hospital to encourage employees to ride SunRail
 - Of the tickets distributed, ¼ were used
 - 1st day = 140-150 passengers with TTT ticket
 - Text Messaging (Mark Calvert)
 - Hitches with texting service
 - 3rd party servicing
 - Could exceed 2,000 messages annually
 - Additional labor costs
 - Passenger reluctance to provide cell phone information
 - Twitter
 - More than 9,000 followers
 - Immediate notification of all delays/disruptions
 - Free to users
 - Facebook
 - 10,000 followers

Agenda Item: Phase 2 N/S and Phase 3 Updates

Presenter: Tawny Olore

- Phase 2 South
 - All contracts have been executed and noticed to proceed (April 1st)
 - Unloaded rail in February
 - Moving gas pipeline
 - Design plans being worked on
 - Construction to begin in April; completion is estimated for February 1, 2018
- Phase 3 (Extension to OIA)
 - Accepted into Project Development on October 26, 2015
 - Environmental documentation has began
 - 5.5 mile corridor extension
 - Airport building a new south terminal
 - Potential shuttle service
- Phase 2 North
 - 30% design plans complete for track, signals and communications
 - 30% design plans complete for Deland Station
 - Did not receive the TIGER VII grant
 - Department may consider TIGER VIII

Agenda Item: Customer Service

Presenter: Linda Nesbitt

- Quarterly Synopsis
 - E-Mail Responses
 - 331 emails received from October 1 – December 31
 - Emails are responded to within 72 hours
 - Archived every 30 days
 - Will be adding announcement regarding next train arrival
 - Customer Service KPIs (Key Performance Indicator)
 - Upcoming: Customer Satisfaction Survey
 - Stations (Platforms and Maintenance)
 - Social Media (Twitter, SunRail Website, and Account Manager)
 - Customer Service Center (Phone and Email Inquiries)
 - Participate On-board and Online

Agenda Item: Maitland Connectivity

Presenter: Carleen Flynn (LYNX)

- Maitland Walkway to open by the end of March
- New walkway will also be a drop-off point

Committee Comments:

- Chairman Morris motioned to add a Twitter account strictly for service notifications (delays, disruptions, etc.); Karla Keeney second. Motion passed unanimously.
- Mr. Morris renewed the previous motion to implement four additional trains (9:00 a.m. and 3:00 p.m. – NB and SB); Tim Maslow second the Motion. Motion passed unanimously.
 - Ms. Olore update: Operation cost will be approximately \$5million per year. Weekend service (18 trains) would be an additional \$5million. Additional crew, maintenance, and signals are not included in estimated costs.
- Mr. Morris made an announcement of upcoming term renewal for committee members. Claudia Korobkoff announced a need for a member to represent City of Orlando.
- Mr. Maslow mentioned bad internet service on the train.
 - Linda Nesbitt explained that the train would not be serviced until it returns to the yard and encourages passengers to call or email customer service to inform them of the issue. Marianne Gurnee stated that streaming sites are blocked to prevent slow internet service.
- Mr. Maslow suggested the meeting announcements should be more publicized. Ms. Gurnee and Steve Olson informed where the announcements are posted (SunRail site, every jurisdiction along the corridor, and social media).

Public Comments:

- Dave Porter commended committee members for their questions to SunRail. He is also concerned of the timing and location of the meetings held for the public who cannot attend. He suggested that future meetings be held around 4:00 p.m. or 5:00 p.m. (Mr. Morris and Ms. Olore discussed meeting time change...2 in morning, 2 in evening)

Next meeting will be in June 2016.