

Technical Advisory Committee Meeting

September 15, 2016

2:00 p.m.

LYNX Central Station
Second Floor Multi-Purpose Room
455 North Garland Avenue
Orlando, Florida

Attendees

Nicola Liquori, FDOT
Tawny Olore, SunRail
Miguel Torres, FDOT
Jim Harrison, Orange County
Bill Wharton, Seminole County
Mary Moskowitz, Osceola County
Claudia Korobkoff, Orlando
Don Marcotte, Winter Park
Chris Kitner, Longwood
Alisha Maraviglia, Altamonte Springs
Rick Lemke, Maitland

Jordan Smith, Sanford
Randy Schrader, Kissimmee
Edward Johnson, LYNX
Doug Robinson, LYNX
Matt Boerger, DeBary
Elizabeth Whitton, MetroPlan Orlando
Vince Wang, River to Sea TPO
Noel Cooper, Maitland
Gary Huttman, MetroPlan Orlando
John Cheney, Volusia County

Minutes

Meeting was called to order by TAC Chairman, Jim Harrison, at 2:00 p.m. Pledge of Allegiance Quorum was met Agenda Review by Nicola Liquori Welcome new introductions: Nicola Liquori (SunRail CEO)	
Action Items:	Presenter: Jim Harrison
<ul style="list-style-type: none">• Adoption of Meeting Minutes: A motion to adopt the meeting minutes from June 29, 2016 was made by John Cheney and seconded by Gary Huttman. The meeting minutes were adopted unanimously.	
Agenda Item: Chairman's Report	Presenter: Jim Harrison
<ul style="list-style-type: none">• Commission meeting<ul style="list-style-type: none">○ Next meeting will be September 29, 2016○ Discussion of Task Force, task analysis, the transition to the locals, and possible need to bring in a consultant ***Next Steps Outline provided***• Shared letter from CFCRC Board Member, Pat Patterson (Volusia County), to Mayor Dyer and other members	
Agenda Item: Agency Update	Presenter: Nicola Liquori
<ul style="list-style-type: none">• Immediate Areas of Focus<ul style="list-style-type: none">○ Safety Culture<ul style="list-style-type: none">▪ Safety is high priority▪ Safety Manager reports directly to Ms. Liquori○ Positive Train Control (PTC)<ul style="list-style-type: none">▪ Federally mandated▪ Procurement – cross-functional▪ Implementation of certain parts required by December 2018○ Phase II<ul style="list-style-type: none">▪ Construction – South<ul style="list-style-type: none">▫ FTA Quarterly Meeting will enter into monthly meetings with PMOC▪ Funding – North<ul style="list-style-type: none">▫ Locals and State committed to their 25% of the project▫ Federal Funding still needed○ Driving Ridership	

- Focused as a priority
- 85k is the benchmark
- Finding ways to increase the trend
- Financial Reporting
 - Ms. Liquori will provide a financial reporting package

Agenda Item: SunRail Operations Update

Presenter: Miguel Torres

- Ridership
 - Downward trend due to lower gas prices and car pooling
 - Miami Transit, TriRail, and Bus Services share similar trend
 - DeBary and Winter Park Stations are destination stations
 - Maitland and Orlando Amtrak are marketing stations
- On-Time Performance
 - Averages mid – high 90s
 - June was lower due to Lake Monroe Drawbridge rehab. VoTran was helpful between DeBary and Sanford stations.
- Bicycle Boardings
 - Consistent
 - Averages 178/mo for 2016
- ADA Trends
 - Consistent
 - Averages 13/mo for 2016
- Safety and Security
 - February through April and August = zero incidents
 - Cities with highest incidents are Longwood, Maitland, Winter Park, and Orlando (4 each)
 - Met with FRA in July; discussed pilot program to enhance grade crossing safety with striping, signs, and vegetation)
 - Primary focus is grade crossings (10 incidents in 2015 and 5 incidents in 2016)
 - Incidents involving objects are caused by trespassers. Fencing and vegetation can help prevent these incidents.
 - Quiet zone agreements
- Bus Connectivity
 - Surveys on trains regarding connectivity
 - VoTran (Elizabeth Suchsland)
 - Connector feeder bus routes performing well
 - Heather Blanc (Marketing) expect positive responses
 - LYNX (Doug Robinson)
 - Sanford, Florida Hospital/Health Village, and Sand Lake contain best connectivity ridership

Agenda Item: Construction Activities

Presenter: Tawny Olore

- Phase 2 South
 - Track, drainage, and signal design ongoing
 - Gopher tortoise relocations complete except Taft Yard area
 - Pile driving at Shingle Creek Bridge ongoing through October; projected finish time around January
 - Clearing and Grubbing continues along rail corridor
 - Utility relocations ongoing
 - Upgrading Kissimmee siding for double tracking
 - Clearing work begins at Meadow Woods and Tupperware stations
 - Construction of foundations for signals begin
- Phase 2 North
 - Construction began on the expansion of the DeBary parking lot
 - Funding:
 - 25% Local committed
 - 25% State committed
 - 50% Federal funds needed
- Phase 3
 - Draft PD&E Documents under review
 - Reviewing Operation Methodology
 - Analyzing SunRail parking lots; no overnight parking

Agenda Item: Business Development/Marketing Activities Presenter: Regina Cargill, Carson Chandler

- Marketing Updates (Mark Calvert)
 - Onboard Rider and Online Customer Service Surveys were conducted in August
 - Results help drive marketing messages
 - Learned from February survey
 - Geo-targeted Digital Media Program with messaging derived from results; difference is leisure riders
 - Additional Initiatives
 - Hospital Sustainability Action Plan Development
 - Tap on/tap off – important to follow protocol
 - Station Destination Outreach Program
 - Ambassador Application Development
 - For phones
 - Captures rider feedback
- Business Development (Carson Chandler)
 - Orlando International Airport – Rider growth opportunity
 - Try the Train
 - Maitland – September 19-23
 - Florida Hospital (2nd round) – September 26-30
 - 2500 tickets
 - Office tower, City, Employers
 - Saturday Pilot Program
 - Not Official SunRail Program
 - Pilot project funded by business and civic stakeholders
 - DOP, DOF, DDB leading this third-party effort
 - In development – exact dates/formal announcement pending
- Safety Outreach (Regina Cargill)
 - Active safety outreach to Phase 1 and Phase 2
 - Target close to corridor and across Central Florida
 - In person and onboard
 - Phase 1: Youth and safe behaviors
 - Phase 2: Sharing rail safety message with schools, community groups, and bus/trucking companies
 - Additional focus on trespass mitigation
 - Educate on upcoming train operations
 - Poinciana marketing safety messages

Agenda Item: Customer Service

Presenters: Linda Nesbitt

- Customer Satisfaction Survey – August 1-12 2016
 - 126 responses online
 - 70% have been riders for more than one year
 - Riders utilize the train service 4-5 times per week
 - Survey on train crews, ambassadors, social media, Customer Service Call Center, announcements, schedules, website user-friendly
 - Will use response feedback to improve service and customer care

Committee Comments:

- Mary Moskowitz commented that the financial package is a great idea and she's looking forward to it.
- Chairman Harrison expressed his thanks to Claudia Korobkoff for her efforts and time as former Chairman of TAC.
- Don Marcotte questioned the cause for low ridership. Chairman Harrison stated it is due to the decrease in gas prices.
- Jordan Smith asked how many riders who participated in "Try the Train" become avid riders. Mr. Chandler stated that it's hard to tell because only approximately 1/3 of those who use their ticket take the survey.
- Mr. Smith requested the TAC meetings move to mornings. Chairman Harrison stated that the current Wednesday at 2:00 is more feasible but will take feedback via email into consideration.
- Doug Robinson stated LYNX will provide OIA SunRail Connection information in next presentation.

Public Comments:

- N/A

Next meeting: TBA