

# Customer Advisory Committee Meeting

June 21, 2016

5:00 p.m.

LYNX Central Station  
2<sup>nd</sup> Floor Multi-Purpose Room

**Attendees:** Tawny Olore, Marianne Gurnee, Linda Nesbitt, Mark Calvert, Regina Camplin, Carson Chandler, Steve Olson, Chairman Jeffery Morris, Claudia Korobkoff, David Shoaff, Karla Keeney, Liz Sturgeon, Jose Jordan, Brian Verner, Tim Maslow, Bill Wharton, Emily Thompson, Elizabeth Whitton, and Carleen Flynn

## Minutes

<b>Meeting called to order by CAC Chairman Jeffery Morris</b>	
<b>Action Item:</b> <ul style="list-style-type: none"><li>• Confirmation of Quorum</li><li>• Adoption of meeting minutes from October 20, 2015; Motion to adopt minutes passed unanimously.</li><li>• Revision requested for February 19, 2016 meeting minutes but the Motion to adopt minutes pass unanimously.</li><li>• Introduction of new members: Liz Sturgeon (Volusia County), Brian Verner (Orlando), and David Shoaff (Seminole County) Orange County Appointment is pending</li></ul>	
<b>Agenda Item:</b> Agenda Review Introduction of Miguel Torres, COO of SunRail	<b>Presenter:</b> Tawny Olore
<b>Agenda Item:</b> Chairman's Report <ul style="list-style-type: none"><li>○ CFCRC Update from May 25, 2016<ul style="list-style-type: none"><li>• Adding a 9:00 am and 3:00 pm train</li><li>• Discussion of the Interlocal Operating Agreement (Section 4.05)</li></ul></li></ul>	<b>Presenter:</b> Jeffery Morris
<b>Agenda Item:</b> Election of New Officers <ul style="list-style-type: none"><li>○ Tim Maslow nominated Jeffery Morris as Chairman; Karla Keeney second the nomination; motion of nomination passed unanimously.</li><li>○ Mr. Morris nominated Jose Jordan for Vice Chairman; Mr. Maslow second the nomination; motion of nomination passed unanimously.</li></ul>	<b>Presenter:</b> Jeffery Morris
<b>Agenda Item:</b> Operations Update <ul style="list-style-type: none"><li>• Ridership<ul style="list-style-type: none"><li>○ First year was more leisure riders</li><li>○ Second year is more commuters</li><li>○ Trend averages 3,600 daily</li><li>○ Base Service (Section 4.05 of the Interlocal Operating Agreement) was explained</li><li>○ Expanded Service: (Tawny Olore)<ul style="list-style-type: none"><li>▪ Weekdays:<ul style="list-style-type: none"><li>▫ Six additional trains (including 2 midday trains recently added)</li><li>▫ Approximate vehicle costs: \$19.2 million (two additional locomotives, four additional coach cars, capital spares)</li><li>▫ Estimated Operations and Maintenance costs: \$4.5 million (Phase 1 annual costs only)</li><li>▫ Total 40 trains per day</li></ul></li><li>▪ Weekends (assumes additional weekday service)<ul style="list-style-type: none"><li>▫ Eighteen additional trains daily</li><li>▫ 1.5 to 2 hour headways, including holidays</li><li>▫ Estimated Operations and Maintenance costs: \$5.5 million (Phase 1 annual costs only)</li></ul></li></ul></li></ul></li></ul>	<b>Presenter:</b> Miguel Torres

- Total estimated additional costs
      - Capital: \$19.2 million
      - Operations and Maintenance costs: \$10 million per year
    - Fleet not available on weekends as they are on weekdays
    - Costs did not increase from 32 trains to 36 trains but will increase from 36 trains to 40 trains; approval is also required
    - Local Funding Partners must approve expanded service
- Candlelight Vigil
  - Full fare service was provided Sunday, June 19<sup>th</sup>
  - Ran 10 trains from 5:00 pm – 12:00 am at regular fare price
  - 3,466 passengers; mostly first time riders
  - Positive feedback from public and passengers; CAC also commended all of SunRail's effort of putting together service
- On Time Performance (OTP)
  - Consistent with over 95% which is excellent OTP
- Bicycle Boardings
  - Average of 154 for May
  - Averages 190-200 per day
- ADA Trends
  - Average of 16 for May
  - Averages 10-16 per day
- Late Night vs 1pm Train Performance
  - Ridership drastically increased with 1pm train; it almost doubled in March 2016
  - Fridays brought in most ridership for late night train
  - SunRail will run late night train for COPA nights
- Safety/Incidents Report
  - There are currently 97 grade crossings
  - Incidents have decreased
  - 5 out of 9 2016 incidents involved SunRail
    - Grade crossing accidents - Drivers attempting to go around trains
    - Objects on tracks
    - Near miss / near accidents
  - “Near Miss” is a near impact where emergency brakes are applied
  - Most incidents occur in Longwood

**Agenda Item:** Business Development/Marketing/TSAW      **Presenters:** Carson Chandler, Mark Calvert, & Regina Camplin

- Business Development (Mr. Chandler)
  - Working to turn first time riders into daily riders
  - Working with jurisdictions to develop annual events calendar
    - Identifying opportunities to serve special events in advance
    - Identifying potential funding opportunities
      - Private sector to pay SunRail for extended service by collecting donations through the 501(c) organization from local business groups to provide either 1 weekend day per month / 2 extended weekday service per month
  - Try the Train Days
    - Biggest neighborhoods – northern suburbs in each county
    - City of Lake Mary – more than 5,000 tickets distributed
    - 20% who participate become first time riders
    - Sanford will be July 11-15
- Marketing (Mr. Calvert)
  - Geo-targeted Marketing Campaign
    - 400,000 impressions per week starting May 2<sup>nd</sup>
    - Tracking pixels for potential riders based on web search
    - 2-12 mile radius from stations
    - Increased web traffic by over 1,500 new visitors per week; 8% increase since it began
    - Tracking conversion rates
  - Connectivity

- Updated all SunRail devices to display connectivity options (platform displays only relevant options)
    - Summer Partnerships
      - In development to coincide with camp schedules
  - Train Safety Awareness Week (Ms. Camplin)
    - Occurred during Tropical Storm Colin
    - Media alert issued to 25 news organizations
    - More than 20,000 people witnessed sign waving
    - Nearly 16,600 riders received multiple safety messages
    - Over 200 families visited table with Bike/Walk Central Florida
    - Approximately 25,000 drivers observed variable message boards
    - More than 1 million individuals viewed messages through social media, newsletters, and websites
    - More than 200 pedestrians received safety literature
    - Joint installation of grade crossing at Safety Village (SunRail, FDOT, BTNA, and FCEN)

**Agenda Item:** Customer Service

**Presenter:** Linda Nesbitt

- Quarterly Synopsis
- Calls
  - 7,785 calls received between January 1 – June 17, 2016
  - 92-93% of all calls are answered under 3 minutes
  - Breakdown of calls
    - 32% - Train Schedule
    - 23% - Fares
    - 20% - General Inquiries (1<sup>st</sup> time riders, purchasing tickets, tapping on/off, dwell times)
    - 7% - TVM
    - 6% - Station Locations (travel to Tampa or Miami?)
    - 5% - Connections
    - 3% - TVU
    - 2% - Non-Emergency
    - 1% - Rules of Conduct (bike, dogs, strollers?)
    - 1% - Complaints
- Fare Evasion Enforcement (Fare Policy)
  - Justification provided of the importance of tapping on and off
    - Helps with ridership numbers and revenue tracking
    - Requirement of fare policy
  - You must have a valid ticket
  - FDOT Business Office “hot-listing” SunCards of riders who repeatedly fail to tap-on/tap-off and travel additional zones
  - Monitoring for compliance in back office
  - Conductors will remove passengers from the train who are not properly tickets
  - Autoload is an option to avoid issues
  - Trips close out after 90 minutes
  - Explanation of monthly pass was provided
  - Looking into installing additional TVUs or relocating current ones at higher volume stations
  - Debary is a possible pilot station of moving TVU

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

**Presenter:** Tawny Olore

- Grade Crossings and Track Renewal
  - All station pedestrian crossing tie replacements have been completed
  - Near complete with CWR installation
    - CWR is Continuous Welded Rail = smoother ride
  - Rail and ties distributed to crossings and crossing panels are being built
  - Ballast placement and surfacing & lining work still remaining
- Lake Monroe Drawbridge Rehab
  - Contractor procuring long lead items
  - Field work schedule to begin in June with control house and directional drill; temporary drive system to follow
  - Contractor’s schedule showing early completion in February 2017
  - Possibility of service disruptions if bridge fails; bus bridges being coordinated

- Phase 2 South
  - Sand Lake Road to Poinciana Boulevard
  - Temporary crossings at Shingle Creek are completed
  - Materials are being brought in to Shingle Creek to build pads and access for construction of Shingle Creek Bridge and run around track
  - Moved in to field offices
  - Relocating gopher tortoises
  - Identified areas to begin clearing and grubbing
    - Underway from Poinciana to Pleasant Hill
  - Station construction starts in early July
    - Trailers on Michigan Avenue
- Phase 2 North
  - Exploring federal funding sources for Deland extension
  - Debarry Parking Lot Expansion - 211 additional spaces
    - Two bidders received
    - Contract awarded to Collage
    - NTP anticipated July 25, 2016
- Phase 3 (Extension to OIA)
  - Alternatives under Consideration
    - Connections to SunRail
      - New Transfer Station
    - Technology Assessment
      - Commuter Rail
      - Light Rail Transit
      - Automated People Mover
      - Busway/Bus Rapid Transit

**Committee Comments:**

- *TVUs* - Chairman Morris and Mr. Maslow recommend increasing the number of TVUs at the stations.
- *OIA Connection* - Karla Keeney questioned if there is a plan to have the connection finished after the service expansion. Ms. Olore replied that in order to service the airport, SunRail will need to run 7 days a week and provide more off peak service.
- *Service Interruptions* – Brian Verner stated that the service interruptions should be described in more detail so passengers may find an alternative commute.
  - Liz Sturgeon inquired about having the interruptions sent via text. Ms. Olore responded that it can be available but there will be a cost. Mark Calvert stated that there is a question on the passenger surveys asking how they would like to be communicated to. Chairman Morris suggests the question be revised to “Would you like to be communicated via text regarding delays with SunRail?” Options will be provided on future surveys.
  - Mr. Maslow motions for methods of delay communications going out to passengers to be improved; Ms. Keeney second the motion. Motion passed unanimously.
  - Ms. Keeney remotioned for SunRail to separate the Twitter accounts (1. Service interruptions and 2. Marketing messages); Chairman Morris second the motion. Motion passed unanimously.
- *Section 4.05* – Chairman Morris disagrees that FDOT is meeting the minimum obligations of the Interlocal Operating Agreement. Ms. Olore states that FDOT feels they are in conformance of the Agreement. Chairman Morris motions for the CFCRC to consider the train schedule and the definitions of the Agreement to determine whether the Local Funding Partners are being provided the services that were agreed to under the Interlocal Operating Agreement; Ms. Keeney second the motion. Motion passed unanimously. Ms. Olore requested clarification of his interpretation of the Agreement and suggested Chairman Morris draft a letter of interpretation of peak/on-peak hours and schedule. Chairman Morris amended his motion to have FDOT Legal Department consider the definitions in the Operating Agreement and offer an explanation as to why they feel they are operating within the Agreement; Motion was tabled.
- *Quiet Zones* – Jose Jordan commented that within the last 2-3 months, the hi-rails are not observing the quiet zones by blowing their horn. Ms. Olore explained that there was a lot of construction equipment in the area during the change-out and a notice was sent out. Quiet zones do not apply to on-track equipment.
- *Additional Train* – Chairman Morris remotioned to add a 3:00p.m. NB train, a 9:00a.m. SB train, and to close the daytime service gaps to one hour; Ms. Sturgeon second the motion. Motion passed unanimously.

**Public Comments:**

- Joanne Counelis requested train service for weekends and holidays, as well as, restoring the late night train and only having a 1 hour gap during peak hours and a half hour gap during non-peak hours.
- Frank (last name unknown) gave thanks to SunRail for running a Sunday train. He stated he is grateful for the explanation of the tap on/off process. He has had issues with tapping on at the Sand Lake Station. He also stated he misses the late night train to attend games.

Next meeting is TBD.