

**Attendees:** Nicola Liquori, Miguel Torres, Mark Calvert, Regina Camplin, Carson Chandler, Steve Olson, Edward Johnson, Chairman Jeffery Morris, Liz Sturgeon, Jose Jordan

## Minutes

<b>Meeting called to order by CAC Chairman Jeffery Morris</b>	
<b>Action Item:</b>	
<ul style="list-style-type: none"> <li>• A majority of the members shall constitute a quorum. A quorum was not met for this meeting.</li> <li>• Adoption of meeting minutes from June 16, 2016 was tabled due to lack of quorum.</li> </ul>	
<b>Public Comments:</b>	
<ul style="list-style-type: none"> <li>• Joanne Counelis requested 24 hour train service including holidays and weekends. She also requested that SunRail “close the gap” on the service schedule.</li> <li>• David Porter would like for SunRail to have train service on Martin Luther King Jr. Day to honor what was fought for. Mr. Porter encouraged SunRail to be more candid about suspending train service due to high winds, etc. Additionally, he requested SunRail to share the rule of stopping trains after winds exceed 39 mph. He also stated that he wants SunRail to succeed.</li> <li>• Chairman Morris discussed an article published in the Orlando Sentinel on June 17<sup>th</sup> stating the same frustrations as Mr. Porter.</li> <li>• Chairman Morris also discussed a couple statements brought to his attention by others who could not attend the meeting. One statement is from the SunRail Rider website from someone who wants to commend Mr. Porter for advocating for the community. The other statement came from a letter received discussing marketing services, consistency of communication as to updating SunRail website, train schedules, and fare prices. Chairman Morris also read comments from the SunRail rider site addressing the two-hour gap and schedules to accommodate hospital staff.</li> </ul>	
<b>Agenda Item:</b> Agenda Review	<b>Presenter:</b> Nicola Liquori
<b>Agenda Item:</b> Chairman’s Report	<b>Presenter:</b> Nicola Liquori for Jeffery Morris
<ul style="list-style-type: none"> <li>• Last CFCRC Meeting was held on September 29, 2016 <ul style="list-style-type: none"> <li>○ Requested SunRail to provide information on budget to actual performance</li> <li>○ Suggestion that SunRail stay focused on weekday ridership to meet projections and increase fare box revenue</li> <li>○ Commissioners expressed disappointment on lack of communication from the Department; Ms. Liquori committed to provide better communication</li> <li>○ Discussion of Interlocal Agreements and the need to address track mileage for Volusia County as to Phase II North. Chairman Dyer requested Volusia County to draft language to address situation</li> <li>○ Discussion of transition</li> <li>○ TAC Chairman Harrison provided update <ul style="list-style-type: none"> <li>▪ Outline provided</li> <li>▪ Recommendation of a separate team to produce a scope of work for transition; Chairman Dyer requested TAC Chairman Harrison to take lead</li> </ul> </li> <li>○ Commissioners requested public comments be moved to beginning of meeting</li> </ul> </li> </ul>	
<b>Agenda Item:</b> Agency Update	<b>Presenter:</b> Nicola Liquori
<ul style="list-style-type: none"> <li>• Monthly Ridership <ul style="list-style-type: none"> <li>○ Benchmark is 86,000 (July 2014 – September 2016)</li> <li>○ Trend is declining</li> </ul> </li> <li>• Customer Service</li> </ul>	

- July 1, 2016 – September 30, 2016
- 5,282 calls
  - Majority of calls related to schedule
  - Few calls on complaints
- Customer Satisfaction Survey
  - August 1 – 12, 2016
  - Questions regarding train crews, ambassadors, social media, Customer Call Center, and announcements
  - 126 Responses
    - A lot of positive feedback
    - 70% - have been riders for more than 1 year
    - 44% rider approximately 4-5 times per week
- SunRail on Saturdays
  - Select Saturday service
    - Event driven
    - Hours of service vary
  - Looking for solutions to schedule limitations (crew availability, construction, corridor work)
  - SunRail's primary focus is weekday commuters
  - Funded by non-profit
  - Initial discussion was service for 1 weekend day or 2 extended nights per month
  - October 8<sup>th</sup> service was canceled due to Hurricane Matthew
  - Service will be provided on November 5<sup>th</sup>
  - Base schedule is 32 trains; currently running 36 trains

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

- Business Development (Mr. Chandler)
  - Saturday Pilot Program
    - Project funded by business and civic stakeholders
      - DOP, DOF, DDB leading the fundraising
    - Unique opportunity to showcase SunRail
    - Focus on service for major events
    - Regular fare schedule
  - Try the Train Days
    - Orlando Health
      - October 3-7
      - 3,000 tickets averaged 1,800 riders
    - Maitland
      - September 19-23
    - Florida Hospital
      - September 26-30
      - 2,400 tickets averaged 1,200 riders
- Marketing (Mr. Calvert)
  - Rider Surveys
    - Onboard Rider and Online Customer Service Surveys were conducted in August
    - Results help drive marketing messages
  - Marketing Initiatives
    - Putting together a Comprehensive Orlando International Airport Communication Plan
    - Saturday service message support
    - Tap on/tap off initiative
    - Hospital Sustainability Plan
    - Station Destination Outreach Program
    - Ambassador Application Development
      - User friendly
      - Real time
  - Digital Media Outreach
    - Geo-targeted Digital Media Program with messaging derived from Rider Survey results
    - 42 messages queued for instant posts

- Safety Outreach (Ms. Camplin)
  - Active safety outreach to Phase 1 and Phase 2 South
  - Target close to corridor (2-3 miles) and across Central Florida
  - In person, onboard, and online
  - Safety messages posed on social media
  - Sharing rail safety with schools, community groups, and bus & trucking companies
  - Communicating through social media, newsletters, and signage
  - Additional focus on trespass mitigations for Phase 2 South
  - Met with TAC members to discuss opportunities for grass roots outreach
  - Meeting with First Responders for equipment familiarization

**Agenda Item:** Operations Update

**Presenter:** Miguel Torres

- Ridership
  - Declining trend due to gas prices
  - DeBary, LYNX, and Sand Lake have highest tap ons/tap offs
- On Time Performance (OTP)
  - Remains over 95%
  - Evaluated daily
- Bicycle Boardings
  - Consistent 170 daily average
- ADA Trends
  - Downward trend
- Safety and Security
  - Central Florida Railroad Corridor (CFRC) is 62 miles
  - Incidents continue to decrease
  - Most incidents occur at grade crossings followed by objects on tracks
  - Working with FRA to enhance grade crossing safety
  - Working with police
  - As of September 28th, 9 out of 16 corridor incidents were SunRail

**Agenda Item:** Bus Connectivity

**Presenter:** Miguel Torres

- VoTran
  - Downward trend due to gas prices
  - Average daily ridership for September was 194 (Routes 31, 32, 33)
  - Route 31 has highest ridership
- LYNX
  - Similar trends to VoTran
  - Florida Hospital/Health Village has highest ridership; Sanford has second highest

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

**Presenter:** Miguel Torres and Nicola Liquori

- Phase 2 South
  - Track, drainage, and signal design ongoing
  - Gopher tortoise relocations complete with the exception of the Taft Yard area
  - Pile driving at Shingle Creek Bridge ongoing through October.
  - Clearing and Grubbing continues along rail corridor
  - Utility relocations ongoing
  - Upgrading Kissimmee Siding
  - Clearing work begins at Meadow Woods and Tupperware stations
  - Construction of foundations for signals begins
  - Repairing and replacing Shingle Creek Bridge
- Phase 2 North (Ms. Liquori)
  - Construction began on the expansion of the DeBary parking lot
  - Funding
    - 25% State
    - 25% Local
    - 50% Federal
- Phase 3 (Extension to OIA)
  - Draft PD&E Documents under review

- Reviewing Operation Methodology
- Analyzing SunRail parking lots
- Public Hearing expected in February 2017
- Big market to move people south
- 8 minutes from transfer station to OIA
- SunRail looking to support service for airport

**Committee Comments:**

- *Nicola Liquori* – The committee commends FDOT for bringing Ms. Liquori onboard.
- *Schedule* – Chairman Morris requests service hour gaps to be reduced.
- *TVUs* – Chairman Morris would like to see some TVUs relocated. He stated that the length of time to validate a ticket/SunCard while tapping on/off should be shortened. Mr. Torres stated that SunRail is reevaluating adding another TVU in DeBary.
- *Transition* – Chairman Morris questioned next steps within the transition timeline from FDOT to Locals. Ms. Liquori replied that they have been reviewing the next steps and proposes 2019.
- *Hurricane Matthew* – Liz Sturgeon stated her frustration regarding the last train being cancelled due to the hurricane. She stated that there wasn't an ambassador at the station nor were there any type of signage indicating a cancelled train. Ms. Liquori responded that service had to be cancelled due to deteriorating weather conditions and to prepare the corridor for the hurricane. Ms. Liquori indicated that SunRail would review the lessons learned from the hurricane and make the necessary changes.
- *Texting* – The Committee proposed that the question "Do you want to be contacted via text regarding interruption" to be added to the Customer Survey.

Next meeting is TBD.