

# Technical Advisory Committee Meeting

December 7, 2016

2:00 p.m.

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

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## Attendees

Nicola Liquori, FDOT  
Steve Olson, FDOT  
Tammie Andrews, FDOT  
Jim Harrison, Orange County  
Jean Jreij, Seminole County  
Mary Moskowitz, Osceola County  
John Angiulli, Volusia County  
Butch Margraf, Winter Park  
Krystal Clem, Lake Mary  
Shad Smith, Longwood  
Alisha Maraviglia, Altamonte Springs

Noel Cooper, Maitland  
Jordan Smith, Sanford  
Randy Schrader, Kissimmee  
Edward Johnson, LYNX  
Doug Robinson, LYNX  
David McMahan, DeBary  
Michael Grebosz, DeLand  
Elizabeth Whitton, MetroPlan Orlando  
Gary Huttman, MetroPlan Orlando  
Elizabeth Suchsland, VoTran

## Minutes

<b>Meeting was called to order by TAC Chairman, Jim Harrison, at 2:00 p.m.</b> <b>Pledge of Allegiance</b> <b>Quorum was met</b> <b>Introductions</b> <b>Agenda Review by Nicola Liquori</b>	
<b>Action Items:</b>	<b>Presenter: Jim Harrison</b>
<ul style="list-style-type: none"><li>• <b>Adoption of Meeting Minutes:</b> A motion to adopt the meeting minutes from September 15, 2016 was made by Mary Moskowitz and seconded by John Angiulli. The meeting minutes were adopted unanimously.</li></ul>	
<b>Agenda Item: Chairman's Report</b>	<b>Presenter: Jim Harrison</b>
<ul style="list-style-type: none"><li>• Commission meeting<ul style="list-style-type: none"><li>○ Transition the operations of SunRail</li><li>○ Next meeting December 14, 2016</li></ul></li><li>• Discussion of proposed TAC meetings for 2017</li></ul>	
<b>Public Comments:</b>	
<ul style="list-style-type: none"><li>• N/A</li></ul>	

**Agenda Item: Agency Update****Presenter: Nicola Liquori**

- Safety
  - Top priority
  - PTC procurement
    - Reviewing draft procurement documents
  - Safety System Plan
    - FRA to establish culture of safety versus having checklist
- Customer Service
  - Ridership
  - Experience
  - 5,221 calls from September 1 – November 30
    - 49% - Schedule
    - 21% - Fares
    - 9% - TVM
    - 8% - TVU
    - 6% - Station Locations
    - 4% - Connections
    - 1% - Rules of Conduct
    - 1% - Complaints
    - 1% - Non-Emergencies
- Performance
  - Operations
  - Project Schedules
- Financial Performance
  - 18 months in advance
  - Operating budget
  - Work Program Development
    - Working with MetroPlan on TIP amendments
- Monthly Ridership
  - Declining trend along benchmark from first day of service
  - October 2016 was affected by Hurricane Matthew and mechanical issues
  - November 2016 had a slight increase
- SunRail on Saturday Pilot
  - Hurricane Matthew canceled first scheduled Saturday service
  - November 5th – 3,225
  - November 19th – 2,121
  - December 3rd – 1,768
  - Next scheduled: December 10th and December 17th
  - A lot of first time riders
  - SunCard sales increased

**Agenda Item: SunRail Operations Update****Presenter: Nicola Liquori**

- Ridership
  - Trends
    - Increasing trend for the last quarter
    - Hurricane Matthew occurred in October; SunRail stopped service early on the 6th to ensure safety and did not run trains on the 7th
- On-Time Performance
  - October OTP was slightly lower due to mechanical issues
  - November OTP was excellent
- Bicycle Boardings
  - Consistent throughout 2016
- ADA Boardings
  - Lower than average
  - SunRail will monitor to make sure riders are aware of service
- Safety and Security
  - Average 1-2 incidents per month
  - Longwood has highest number of incidents; Winter Park has second largest number
- Bus Connectivity
  - VoTran (Elizabeth Suchsland)
    - First Report by stations was presented
    - October ridership was affected by hurricane
  - LYNX (Edward Johnson)
    - Slight uptick at the end of 2016 compared to 2015
    - Trending 7% decrease due to gas prices

**Agenda Item: Construction Activities****Presenter: Tammie Andrews**

- DeBary Parking Lot Expansion
  - 90 days into project; on time
  - Projected to be complete by end of 2nd Quarter in 2017
- Phase 2 South
  - Gopher tortoise relocations completed along the corridor
  - Pile driving at Shingle Creek Bridge has been completed and contractor is currently pouring caps (west side only)
  - Pile driving began at Boggy Creek Bridge
  - Crash wall under Orange Avenue is being constructed
  - Drainage and earthwork activities are occurring in Zone 4 – south end
  - Clearing and grubbing continue in the other zones
  - Utility relocations are ongoing
  - Construction of foundations and installation of conduits for grade crossing and wayside signals continues throughout the corridor
  - Meadow Woods Station
    - Site work, drainage, and platform construction has begun
    - 2 entrance ways
  - Tupperware Station
    - Site work has begun
    - Access only from Orange Ave.
  - Poinciana Station
    - Site work, drainage, and tree protection commenced
  - Kissimmee Parking Garage
    - Construction of the precast members is complete
    - Continue to pour topping slabs
    - Elevator installation has begun
    - Project completion expected 1st Quarter of 2017
- Phase 2 North (Ms. Liquori)
  - Extend service 12 miles to DeLand Amtrak
  - Build 10 miles of double track; small portion is single track
  - 2 miles remain single track at French Ave. bridge
  - 100 space park and ride at DeLand Amtrak
  - Road crossing/safety improvements
  - Train control signal upgrades
  - Support of freight & passenger service
  - Next steps
    - Evaluate ridership
    - Evaluate capital costs and O&M costs
    - Evaluate funding approach
    - Prepare grant application
  - \$71.3m Capital Cost Estimate
    - Federal suggested \$25m grant application
    - Looking into various grant opportunities
    - Expected to have all prepared by late Summer 2017
- Phase 3
  - Draft PD&E Documents under review – expect to be completed by March
  - Reviewing Operation Methodology
  - Analyzing SunRail parking lots
  - Public Hearing TBD

**Agenda Item: Business Development/Marketing Activities****Presenter: Steve Olson**

- Marketing Initiatives
  - Quarterly Programs
    - Promoting Saturday Service
    - Texting Alert Service for Riders
    - Exploration of Advertising Opportunities (onboard almost sold out)
    - OIA Program Progressing
    - Billboard campaign to boost ridership
  - Launch of the Ambassador App
    - Provides real-time feedback
    - Identifies rider needs
    - Allows for trend analysis

- Rider Appreciation
  - Select days in December (8 days)
  - Find the elf in an Orange SunRail Santa hat
  - Post a #SunRailsELFie
  - Targeted businesses around the stations
  - Positive feedback received
  - Giveaways include: SunCards, Universal Studios passes (4 pairs given) and more
- Business Development (Mr. Olson and Carson Chandler)
  - Priorities
    - Focus #1 - Renewed focus on expanding ridership at Florida Hospital & Orlando Health as largest single-site employers on SunRail line
    - Focus #2 - Continue monthly “Try The Train” initiatives & individual business outreach
    - Focus #3 - Orlando International Airport: employee ridership effort and early-stage work aimed at business travelers using SunRail to/from OIA
    - Leisure ridership initiatives
    - Focus #4 - Saturday service pilot
  - Introducing: On Track
    - Twice per month business-specific publication
    - Added “drumbeat” of information to employer community
    - Showcases examples of Companies and individuals who utilize SunRail
    - Looking how to reach and educate OIA employees how to take the train
- Safety Outreach (Regina Cargill)
  - Focused effort on track safety: digital ads, social media, working with law enforcement
  - Recent Successes
    - Schools: multiple presentations onboard & in classrooms, signage at schools for both phases
      - Meet at platform and get students onboard to educate
    - Community: door-to-door outreach Phase 2 South
    - Bus & Trucking Companies: 200+ points of contact in Phase 2 South and presentations scheduled (2 Men and a Truck)

**Committee Comments:**

- Randy Schrader expressed that he is excited about the Kissimmee Parking Garage.
- Mr. Schrader also questioned the disconnect outlining neighborhoods with SunRail stations? Is the focus only on businesses? Chairman Harrison replied it is an ongoing challenge.
- Mary Moskowitz requested SunRail to provide monthly construction updates and monthly ridership numbers to Committee via email.

**Next meeting:** TBA