

Central Florida Commuter Rail Commission

Meeting Minutes

Date: Friday April 13, 2012
Time: 1:30 p.m.
Location: MetroPlan Orlando - Board Room
315 East Robinson Street, Suite 355
Orlando, Florida 32801

- Call to Order - Chairman Frank Bruno called the meeting to order at 1:36 p.m.
- Pledge of Allegiance
- Confirmation of Quorum
 1. Member in attendance were:
 - Commission Chairman Frank Bruno
 - Commission Vice Chairman Brandon Arrington
 - Commissioner Noranne Downs
 - Commissioner Buddy Dyer
 - Commissioner Carlton Henley
 2. Members not in attendance were:
 - Commission Secretary Teresa Jacobs
- Agenda Review – FDOT District Five Secretary Noranne Downs, P.E.
 1. Secretary Downs provided the Agenda Review.

CHAIRMAN’S REPORT

1. Chairman Bruno congratulated Mayor Buddy Dyer on winning the re-election.
2. FDOT provided an update to the Volusia County Council on April 5, 2012 on Phase I and Phase II activities. FDOT will work with Volusia County and the City of DeLand on transit-oriented development around the DeLand station.
3. The DeBary groundbreaking will be held on June 11, 2012 at 10 a.m. The date has been confirmed with U.S. Rep. John Mica. The City of DeBary and Volusia County will take the lead with FDOT assistance.
4. General project update - Chairman Bruno said that there will be a transit-orientated development forum on May 14, 2012. There will also be updates regarding the status of construction, outreach activities for public involvement, marketing, business development, fare collection systems and other procurements.
5. Chairman Bruno showed a video of the January 27, 2012 groundbreaking ceremony.

ACTION ITEMS

1. Adoption of minutes from January 27, 2012 meeting
 - a. The meeting minutes were unanimously adopted upon a motion by Mayor Dyer and a second by Commissioner Henley

DISCUSSION ITEMS

1. Project Update – Tawny Olore, P.E.
 - a. Ms. Olore introduced Blake Drury and invited him to give an update on SunRail transit - oriented development (TOD) efforts.
 - b. Mr. Drury stated that his primary purpose is to help move projects from planning into construction and to document the development that happens around the stations. Mr. Drury explained that he is currently working with local funding partners' planning and development staff to help them understand the process, and to connect developers with the end users, city workers and property owners.
 - c. He reminded the panel about the first TOD forum that will be held on May 14 with the goal of connecting developers with end-users, property owners and local station host communities. He noted that many of the participants have extensive experience with transit-oriented development projects elsewhere in the country.
 - d. Mr. Drury also announced that a TOD Response Team was in place to answer questions from developers and municipalities as they arise, and could help move that process along.
 - e. Mr. Drury said that in the next couple of months there would be implementation action plans produced that focus on development around stations.

2. Marketing Update – Tasha Cunningham
 - a. Ms. Cunningham presented an update on SunRail marketing efforts. She explained that the marketing and business outreach plan is focused on 3 areas:
 - Convincing Central Floridians to choose SunRail as their primary mode of transportation
 - Encouraging and developing ridership from opening day and beyond
 - Developing various connectivity options with local businesses
 - b. Ms. Cunningham explained that the marketing team is in the research phase. The goals of this phase are to determine: Who is most inclined to ride, what motivates them and what barriers are there to ridership. The next phase is to craft ways to overcome these barriers and to develop messages that communicate the benefits of SunRail.
 - c. Research initiatives include surveys by the University of Central Florida, and studying other rail systems and their marketing initiatives and best practices. The early results of this research have identified the following 3 major challenges:
 - How to reach traditionally difficult-to- engage groups such as the indigent and transportation disadvantage
 - Engaging groups about safety education
 - Leveraging business community leaders, employers and their employees to gain their support

- d. The early results of this research have identified common successes with employer-based bulk sale programs, which bring with them a large core of riders. The modeled systems have created a permanent base of riders by reaching these large employers.
- e. Successful systems have also developed commuter tutor programs providing services such as route planning, ticket purchasing and information sharing. Ms. Cunningham explained that SunRail will also use a similar approach with a program called “Commuter Concierge”
- f. Ms. Cunningham explained that various types of interviews, research and survey methods are being used. These methods include executive interviews, employer and employee surveys, and general online questionnaires and surveys. The purpose of these efforts is to determine how much is currently known about SunRail.
- g. Ms. Cunningham continued by explaining that partner organizations, such as FDOT, LYNX and others, are helping to collect data which will be analyzed by UCF. This information will help create the marketing, business development, advertising and revenue generating strategies.
- h. Commissioner Arrington asked if the Commuter Concierge will include a visual element such as a digital or mobile app, as this would probably be important for out-of-town visitors. Ms. Cunningham explained that this was being planned and other systems have been successful in developing these features as part of their programs.

3. Business Outreach Update – Ray Gilley

- a. Mr. Gilley presented the plan for the Business Outreach Program. They will soon begin meeting with companies with employee numbers ranging from 100 to several thousand to help build SunRail ridership.
- b. Meetings with these companies have not yet started but the key stakeholders have been identified and the site visits are forthcoming. Mr. Gilley explained that the goal is to conduct 10-15 site visits per week. He presented that the purpose of these site visits is to make sure employers are aware of all of their resources and opportunities such as tax incentives, advertising and special events. The meetings will communicate a consistent message and encourage these companies to become a strategic partner. Mr. Gilley explained that the group will offer assistance and marketing materials to the companies, as well as social media, to facilitate the use of the employee programs.
- c. Mr. Gilley explained that another important aspect is connectivity options. These options are actively being explored with partners such as LYNX, Votran and others. The Department is evaluating the cost of providing these options to riders and plans to develop an aggressive advertising strategy based upon successful programs developed by other systems. Some of these programs may not occur until later in the process but all avenues will be explored.
- d. Revenue generating programs are also being actively explored. Opportunities such as platform and on-train advertising, exclusive buy-outs, naming rights and other avenues will be explored. The revenue generation concepts will be based on programs which have been successful with other commuter rail systems.
- e. Commissioner Arrington asked if naming rights were being explored for SunRail stations. Ms. Olore stated that the naming rights are identified in the Interlocal Agreements, and belong to local funding partners, subject to FDOT approval.

- f. Ms. Olore also gave an update regarding Chief Operating Officer Fred Nardelli, who has health issues and is out on medical leave. She stated that Pete Turrell has stepped in again to assist, and will be working with Pete Sklannik, a former COO for Virginia Railway Express and Trinity Railroad Express and has worked closely with SunRail staff over the years. Mr. Sklannik is expected to assume the COO role.
4. DBM Construction Outreach – Tawny Olore, P.E.
- a. Ms. Olore provided the updated construction schedule and noted that there is a lot of construction activity that can be seen, mostly in Volusia County.
 - b. Ms. Olore reminded the Commission that the gopher tortoise removal permits were obtained and the tortoises will be moved to Sumter County starting next week.
 - c. Property acquisition for Phase I has been completed, and the Department is working with the DBM contractor to identify and resolve property encroachment issues.
 - d. The construction team is preparing for the laying of the second track. Ms. Olore showed pictures of construction progress.
 - e. She mentioned that a new SunRail brochure and newsletter has been printed and is available on the www.sunrail.com website.
 - f. The door to door construction updates are continuing and focus on areas where construction has begun.
 - g. There are plans for the grand opening of the SunRail City Center and invitations are being prepared.
 - h. The locomotives and cab cars are in full production and the Department is speaking with the design partners every two weeks to get pictures and progress reports.
 - i. The Signal Maintenance of Way contract has been advertised twice and only one response was received, which was deemed unresponsive. This RFP is currently on hold until further direction is provided by Tallahassee.
 - j. The proposals for the Fare Collection System are due on April 12, 2012. This is a joint procurement with LYNX. The Department will get the selected firm into the design process as soon as the contract is executed.
 - k. The Station Finishes #1 contract has been executed and the contractor is on site at the DeBary, Sanford and Altamonte Springs stations. The Station Finishes #2 contract is currently being advertised.
 - l. The Operations and Maintenance (O&M) procurement is going out for industry review next week.
 - m. Ms. Olore gave an update on Phase II South activities and explained that they have submitted documents to the Federal Transit Administration (FTA) for review. A risk review is scheduled for next week. The Department is also involved in the right of way acquisitions for Phase II South, and will begin setting up workshops for Phase II North soon. The Department met with the Volusia County Council last week and will also be meeting with the City of DeLand to advance Phase II North.
 - n. Commissioner Henley asked about the status of the Longwood site. Ms. Olore stated that the right of way is clear.

5. Technical Advisory Committee – Jim Harrison

- a. Mr. Harrison reviewed the recent TAC meetings and explained that the committee has met three times since the last CFCRC meeting in February, March and April.
- b. The highlight of the February meeting was the election of officers. Seminole County representative Brett Blackadar was elected vice-chairman and Osceola County representative Tiffany Homler was elected secretary. Mr. Harrison explained that the committee has reviewed the project updates and went over opportunities for vending and concessions at stations.
- c. Mr. Harrison mentioned that the panel had considered the question as to whether it was appropriate to hear from these vendors at the committee meetings. They deemed it was appropriate.
- d. Mr. Harrison also reviewed and summarized the March TAC meeting which involved the recognition of Roger Neiswender and he thanked Mayor Dyer and the City of Orlando for making Mr. Neiswender available to the TAC. He also thanked Mr. Neiswender personally for serving as TAC Chairman for several years.
- e. Mr. Harrison noted that at the March meeting they reviewed marketing and business plan updates and noted that E-Cycles, a bike sharing vendor made a presentation.
- f. At the April meeting, Mr. Harrison noted that project updates were reviewed.

COMMITTEE MEMBER COMMENTS

1. Committee Comments

- a. Commissioner Henley complimented Secretary Downs and her staff on the nice job that is being done. He said that there is a lot of moving parts to this project and commended the progress.
- b. Commissioner Arrington agreed that the project is coming along nicely and a great job is being done.
- c. Ms. Downs asked the committee if a specific Volusia County update could occur in the future. Chairman Bruno summarized that one presentation had already been given and a workshop was also scheduled for DeLand. He said the meeting was positive and the County is looking forward to moving rail into Daytona Beach.

PUBLIC COMMENTS

1. No public comments were made.

ADJOURNMENT

The meeting adjourned at 2:16 p.m.