

Central Florida Commuter Rail Commission  
Technical Advisory Committee  
**MEETING MINUTES (amended)**

Date: Wednesday, December 3, 2008

Time: 1:30 p.m.

Location: Florida Department of Transportation Urban Office  
133 South Semoran Boulevard  
Orlando, Florida 32807

- Call to Order – TAC Chairman Roger Neiswender called the meeting to order at 1:42 p.m.
- Pledge of Allegiance
- Confirmation of Quorum
  - Introductions
  - Members in attendance were:
    - Sandra Gutierrez for Tawny Olore, FDOT
    - Roger Neiswender, City of Orlando
    - Jim Harrison, Orange County
    - Jerry McCollum, Seminole County
    - Karl Welzenbach, Volusia County MPO
    - Lois Bollenback, VoTran
    - Anthony Gonzalez for Maryann Courson, City of DeBary
    - John Omana, City of Lake Mary
    - Ryan Spinella, City of Longwood
    - Charlie Wallace, City of Maitland
    - Don Marcotte, City of Winter Park
    - Bob Zaitooni, Osceola County
    - Jim Arsenault, City of Kissimmee
    - Dave Grovdahl, Metroplan Orlando
    - Bert Francis for Lisa Darnall, Lynx
    - Sherman Yehl, City of Sanford
    - Tura Schnebly for James Dinneen, Volusia County
    - Dale Arrington, City of DeLand
    - Bill Wharton for Frank Martz, City of Altamonte Springs
  - Members not in attendance were:
- Mr. Neiswender opened the meeting by introducing Shelley Lauten of myRegion.org and Jim Bockstall, of Bockstall Design Associates, who are working on logo and branding development for the Central Florida Commuter Rail project.
- Agenda Review – CFCRT Assistant Project Manager Sandra Gutierrez presented the agenda review.

## **ACTION ITEMS**

1. Adoption of minutes from November 5, 2008 meeting
  - a. The Nov. 5, 2008 meeting minutes were adopted unanimously.

## **DISCUSSION ITEMS**

1. Monthly Project Update – Ms. Gutierrez
  - a. Procurement Activities
    - i. Addendum 11 for the Design-Build-Maintain contract was issued and technical proposals are due Dec. 10. The contract is expected to be awarded in the February time-frame. FDOT is working on developing the scope for the CEI contract, and expects to advertise in late February, early March. FDOT, Lynx and Votran are meeting with ticket vending machine vendors, which has been added to the long-lead items contract, which is expected to be advertised in March. The Operations and Maintenance contract is expected to be completed about a year prior to the start of operations. FDOT is reviewing additional vehicle procurement contracts. The procurement with Colorado Railcar has been terminated.
  - b. CSX Transportation
    - i. FDOT has a laundry list of items to go through prior to close. Pete Turrell, CFCRT COO, is leading that effort. Mr. Turrell said that FDOT has prepared and drafted a maintenance transition agreement that has been forwarded to CSXT. A conference call is scheduled for Dec. 16 to obtain feedback. FDOT continues to pursue completion of additional agreements required for completion of sale.
  - c. Amtrak
    - i. FDOT is working with Amtrak on an operating agreement for the corridor, and is preparing to advance a vehicle services maintenance contract to utilize some Amtrak facilities at the VSMF.
    - ii. Mr. Welzenbach asked what VSMF stood for. Ms. Gutierrez said it referred to the Vehicle Storage and Maintenance Facility.
2. Mr. Neiswender asked about a newspaper article regarding a potential alternate site for a Commuter Rail station in Winter Park. He asked Mr. Marcotte whether it was actively under consideration or just an idea advanced by a developer.
  - i. Mr. Marcotte said that a developer presented ideas to the City Commission on Monday and has “supposedly submitted an application for his station to DOT.” He said the developer intends to dedicate all of the right-of-way necessary to double-track for a station, and provide a 250-car parking garage.

- ii. Mr. Harrison clarified that the station would be an additional station, not a replacement station, in Winter Park that may be included in Phase II of the project. He said the developer does not want to relocate the currently planned Winter Park station.
  - iii. Ms. Gutierrez said that FDOT has had very preliminary discussions with the developer and mentioned that the additional station could be a possibility for Phase II.
  - iv. Mr. Marcotte said the developer also told the City Commission that FDOT would “pick-up the cost of design and construction” for his station. Ms. Gutierrez said she was unaware of any such commitment.
  - v. Mr. Neiswender asked where the station would be located, east of U.S. 17-92. Mr. Marcotte said it would be adjacent to the bridge where the tracks come over U.S. 17-92. Mr. Neiswender asked whether the station would be south of the railroad. Mr. Marcotte said the site is proposed southwest of the track, near the current Don Reid Ford site.
- b. Federal Transit Administration
  - i. Ms. Gutierrez said that FDOT met with our PMOC yesterday to provide them a project update. The PMOC is currently reviewing a lot of plans that already have been submitted. FDOT also is working on several additional documents and preparing attachments that must be submitted with the Full Funding Grant Agreement application.
- c. Federal Railroad Administration
  - i. Ms. Gutierrez said that FDOT needs to coordinate directly with the FRA on documentation they require to close on the corridor. Mr. Turrell is spearheading that effort as well. Mr. Turrell said that FDOT has provided FRA a list of documents required to advance the project and is prioritizing completion of that effort. He said that we are creating a new railroad, in essence, and must comply with all the federal regulations for the creation of a new railroad, including safety engineering, mechanical and operational aspects. He said that more than 30 different plans and documents are involved in that effort, and that many are currently underway. Some must be finished by the end of March.
- d. Right-of-Way Acquisition
  - i. Debbie Lynch, of FDOT District 5 right-of-way office, said that property acquisition was proceeding well. Negotiations are still underway for property at the DeBary station; one parcel is closed in Sanford and another is being negotiated for a joint-use pond; All parcels in Lake Mary have either closed or are in agreement. Property acquisition for Lake Mary should be complete within the next 30-60 days; Agreements have been reached on two parcels in Longwood; Agreements have been reached on all Altamonte parcels and FDOT is working with the city to clear up a platted

street; An order of taking for one parcel at Sand Lake Road is scheduled for Dec. 11, and appraisals are underway for the McDonald's and the Denny's, which may be needed. FDOT is close to purchasing a CSXT parcel at the Kissimmee station, and expects to close within the next couple of months.

- ii. Mr. McCollum asked whether, at some stage, a spreadsheet would be available detailing the costs paid for individual parcels and requested that information be e-mailed when convenient.

e. Station design and location

- i. Ms. Gutierrez said FDOT is now incorporating comments received from individual jurisdictions into 60 percent station design plans. Due to unforeseen issues with drainage at some stations, some submittals have been staggered. Sand Lake Road, for example, should be finalized within the next couple of weeks and FDOT is meeting with Longwood next week. For other stations, comments are in the process of being incorporated into final design plans. Signed and sealed drawings for stations are expected in late February.
- ii. Mr. Marcotte asked about the likelihood that the station proposed by the developer might be included in Phase II. Ms. Gutierrez said that FDOT only has authorization to move forward on preliminary engineering for Phase II stations. Mr. Marcotte said he had been told in the past that the likelihood of adding stations in Phase II was not likely. Ms. Gutierrez said it was a possibility that no stations would be added in Phase II because of timing. To add a station would require amending environmental documents, which is a time-consuming process.
- iii. Mr. Neiswender said that funding partners have agreed to focus on advancing the Central Florida Commuter Rail project as it is currently planned and the degree to which anything else could be added to that must not in any way detract from the schedule or the achievement of objectives for the base system. He said there is no way we are going to get tied up with adding stations at this point, as there have been many discussions about other additional potential sites. He said that Phase I needs to be locked down first and Phase II has to adhere to the current schedule. If other things can be accommodated and, perhaps most importantly, money found, the addition of a station might be considered. For example, he said, no studies have been performed on ridership impacts of an additional station. Additionally, costs to the system are shared among funding partners, so it's not just a simple matter of let's just accept every station. It requires a good bit of analysis and justification. And we're not going to impede progress on Phase I or Phase II with any other ideas. We need to be very straight forward. If it works out, we'll attempt to do it, but we're not jeopardizing the rest of the process.

- iv. Ms. Bollenback said she received a call recently inquiring as to whether the location for the DeLand station has been moved. Ms. Gutierrez said she was not aware of any communications about moving the station. She said that FDOT has met with Volusia County officials about tweaking the footprint, but not about moving the station location entirely.
- v. Mr. Neiswender asked whether Ms. Bollenback was referring to using a rail spur that connects into downtown DeLand. Ms. Bollenback said it was a question about whether a CRT station would still be located there at the existing site. During some land use discussions, there had been a suggestion that it be moved. I think it's something that continues to resurface. If no one is actively considering it or pursuing it, Ms. Bollenback said she was comfortable answering the question that way.
- vi. Ms. Gutierrez said that all discussions relating to the Deland station would involve the county.
- vii. Mr. Welzenbach asked about Positive Train Control, as discussed in the progress report.
- viii. Mr. Turrell said it is an advanced signal system that prevents trains from running together, as recently occurred in California. He said that such systems are now under development, but none are currently on the market. He said that Class I railroads have agreed they want a common protocol for positive train control because they interchange locomotives. So whatever system CSX adopts, then we will buy the same type system because we'll have CSX and Amtrak operating both north and south of us and we have to be in compliance with them.

3. Logo Development and Public Outreach – Ms. Shelley Lauten and Mr. Jim Bockstall

- a. Feedback on original designs and refinements
  - i. Ms. Lauten reviewed myRegion.org's public involvement activities as it relates to the logo and branding efforts. She showed boards that featured 8 of the top names out of more than 300 that were submitted by the public. She said that Mr. Bockstall took information from myregion's outreach efforts and incorporated that into his logo designs. MyRegion has gone to 11 groups of about 108 people to test some of the preliminary designs. There were two names that jumped out at people consistently. SunRail and SunTrax. Focus groups really enjoyed overall the round shapes. But they really believe that there needed to be some element that distinguishes the round shape as the logo for the system. They also like the trains that were at an angle, not the ones addressing you front on. They liked colors that represented a warm Florida feel. And there was a feeling that many thought some of

the designs were too dark. Mr. Bockstall used that information to refine the designs and names.

- ii. Mr. Bockstall said he started out with a wide range of concepts, and created any number of iterations of trains. He incorporated fonts, and several names and put these out to the focus groups, and came back with some very distinctive impressions. We've taken these two leading contenders. We've taken a look at the same vehicle in two diverse manners, and incorporated the emerging consensus. The thing about art is that everyone will respond differently. Some of the issues that have come up are in fact context. And we've been working on a sign system with the entire project team, and are now starting to fill in where the logos go. He said that black boundaries protect the logo's visibility and legibility, but used variations of darker colors other than black to address some of the "darkness" concerns. Mr. Bockstall said that names and some of the colors are interchangeable in the two final designs, representing a migration from the original color scheme to some that are less dark.
- iii. Mr. Neiswender asked whether any particular color is more susceptible to fading. Mr. Bockstall said that reds are the worst, but are used sparingly on his logo concepts. He said he was confident the designs would be colorfast, as they will have UV protection and be laminated, as well.
- iv. Mr. Marcotte asked whether anyone said anything about the palm tree on one of the designs.
- v. Mr. Bockstall said that a lot of folks loved the palm tree. The environmental elements and speed and the sun were very important elements in all of the designs.
- vi. Mr. Spinella asked about how difficult it would be to recreate the level of detail. Mr. Bockstall said that a series of logos in different sizes for different mediums will be developed once a design is selected. Mr. Spinella said he thought that a highly detailed logo, such as the seal of Florida, doesn't reproduce well. Mr. Bockstall said that was the case with coins, as well. He said we really have one story to tell here and if we can distill it to train first, sun/Florida second, that will be the point.
- vii. Mr. McCollum said the SunTrax logo reminded him of a cruise ship, but that SunRail looks more like a train. That was his first impression.
- viii. Mr. Bockstall said that SunTrax was a play on Lynx. Greenspeed was an obvious play to the environment and speed.
- ix. Ms. Lauten said that the community wanted the name of the system to call it what it is. They didn't want to guess. They loved the idea of the sun representing Florida and its uniqueness as the Sunshine State.

- x. Mr. Omana asked whether any consideration were given to putting headlights on the SunTrax train. Mr. Bockstall said yes, that all of the designs have evolved over time and with input from the community.
- xi. Mr. Grovdahl asked whether anyone had researched proposed names. Mr. Bockstall said that cursory checks have been performed and that attorneys are now performing a more in depth review of any potential legal issues. He said that acronyms were also tested, and those did not resonate with the public.
- xii. Ms. Lauten said that so far, SunRail leads the pack as the first name. SunTrax is second. Testing will continue, and a final decision will be made by the Central Florida Commuter Rail Commission at its meeting Dec. 19.
- xiii. Mr. Welzenbach asked whether Mr. Bockstall had muted the yellow background on SunRail. Mr. Bockstall said no, but it may appear muted because the border is not black. The ultimate goal here is to make this thing pop.
- xiv. Mr. Marcotte asked whether the background will always be dark, because some of the colors in the logo could fade out on a white background. Mr. Bockstall said the primary background will be on signs, so controlling the background color is important.
- xv. Mr. Spinella asked whether there was a difference between the two trains on the SunRail logo. Mr. Bockstall said the lights were a bit different, and the lower portion has been modified slight, along with the inclusion of some more shadows.
- xvi. Mr. Omana asked how the logo will be applied to trains. Mr. Bockstall said that was his next goal, once the signage package is complete. Eventually we'll fully express this through usage manuals, and come up with every possible version for on-line print, dimensional signage. And so forth.
- xvii. Mr. Omana said he thought the logos would look great for merchandising hats, t-shirts, caps and so forth at some point in the future.
- xviii. Mr. Neiswender said he didn't realize that it was so complicated and difficult to design something like this.

- 4. Central Florida Commuter Rail Commission – Mr. Neiswender
  - a. Update on Interlocal Agreements/alternate designations
  - b. Mr. Neiswender said that the next Central Florida Commuter Rail Commission meeting will be held on Dec. 19<sup>th</sup> at 2 p.m. Metroplan Orlando offices. Items on the agenda include amendments to the Interlocal Agreements, which extend the date for the closing, makes it compatible with all the other activities and allows for the consideration of alternate appointments to the commission itself, and to the TAC. He said that quite a bit of effort has been made to reach out all across the state to talk about partnerships and what we're doing here as a prototype for other

communities if they, too, wish to pursue commuter rail. So I think others are recognizing the need to resolve this, because if anyone wants to operate commuter rail on a freight rail line, they will have to address the same issues. The Central Florida project will be a prototype for all future considerations. So it makes sense to think of this more as a prototype for other communities.

5. Other Committee issues
  - a. No other committee issues were raised

### **COMMITTEE MEMBER COMMENTS**

1. Committee comments
  - a. There were no committee member comments

### **PUBLIC COMMENTS**

1. Public comments
  - a. There were no public comments

### **NEXT MEETING**

1. Review of meeting dates, times and location
  - a. The next meeting of the Technical Advisory Committee was set for Jan. 7, 2009 at 1:30 p.m. at the FDOT Orlando Urban Office, 133 S. Semoran Blvd., Orlando, Florida.

### **ADJOURNMENT**

Mr. Neiswender adjourned the meeting at 2:35 p.m.