

Central Florida Commuter Rail Commission
Technical Advisory Committee

Meeting Minutes

Date: Wednesday, February 6, 2013
Time: 1:30 p.m.
Location: Florida Department of Transportation
Orlando Urban Office
133 South Semoran Boulevard
Orlando, Florida 32807

- Call to Order – TAC Chairman, Jim Harrison, called the meeting to order at 1:35 p.m.
- Pledge of Allegiance
 1. Confirmation of Quorum
 2. Members in attendance were:
 - Tawny Olore, P.E., Florida Department of Transportation
 - Jim Harrison, Orange County
 - John Angiulli, Volusia County
 - Brett Blackadar, Seminole County
 - Tiffany Homler, Osceola County
 - F.J. Flynn, City of Orlando
 - John Omana, City of Lake Mary
 - Lois Bollenback, Volusia TPO
 - Sheryl Bower for Jon Williams, City of Longwood
 - Nick Koval, City of DeBary
 - Mary Moskowitz, City of Sanford
 - Charlie Wallace, City of Maitland
 - John Sember, City of Altamonte Springs
 - Don Marcotte, City of Winter Park
 - Randy Schrader, City of Kissimmee
 - Gary Huttman, MetroPlan Orlando
 - Lisa Darnall, LYNX
 - Elizabeth Suchsland, VOTRAN
 3. Members not in attendance were:
 - Dale Arrington, City of DeLand
- Agenda Review – Tawny Olore, P.E.
 - Ms. Olore provided the Agenda review.

ACTION ITEMS

1. Adoption of minutes from Wednesday, January 9, 2013 meeting.
 - a. A motion to adopt meeting minutes was made by Mr. Huttmann and seconded by Mr. Flynn. The minutes were unanimously adopted.

DISCUSSION ITEMS

1. Chairman's Report – Mr. Harrison
 - a. The Chairman reported that the Central Florida Commuter Rail Commission meeting will be held on Tuesday, February 19, 2013 at 4:00 p.m. at Metroplan Orlando. There will be two new Commission members at that meeting, one from Volusia County and one from Osceola County.
2. Project Update – Tawny Olore, P.E.
 - a. Ms. Olore turned the update of the DBM over to Amy Scales, the FDOT Construction Manager for SunRail.
3. Construction Updates: Amy Scales, P.E.
 - a. Ms. Scales noted that construction continues along the corridor. She showed a series of pictures that demonstrated some of the grade crossing and double-tracking work performed in Lake Mary; and construction of gabion walls required as a support structure for the second track in the Lake Mary area.
 - b. Ms. Scales also provided an update on platform construction. She said that the contractors are nearing the end of platform construction for the first Phase of SunRail operations, and are still working at Longwood, Winter Park, Orlando Health and Sand Lake Road. Ms. Scales showed pictures of the platform work currently underway, and photographs of the Operations Control Center under construction in Sanford and the Vehicle Storage and Maintenance Facility, which is also under construction in Sanford.
 - d. Two contractors, Archer Western and Welbro, are also working on station finishes. Erection of the structural part of the canopies is underway at Altamonte and was started at DeBary yesterday. Ms. Scales said that while the parking lots are taking shape, asphalt will not be laid until closer to revenue operations. The first sections of bricks have been installed at the Winter Park platform, as well. Ms. Scales said that design is nearing completion for the Sand Lake Road Station, as a sub-soil issue required redesign of the foundation.
 - e. Ms. Olore provided an update on the manufacture of locomotives, coaches and cab cars. Because of the placement of the nose cone on the front of the locomotives, the Department worked with the Federal Railroad Administration to perform some structural testing to make sure that it met all FRA safety standards. The results were positive, she said.
4. Business Development and Marketing Updates – Tawny Olore, P.E.
 - a. Trey Fragala of Data Transfer Solutions (DTS), Mark Calvert and Chris McEntee from Evolve were introduced as members of the Business Development and Marketing team.
 - b. Mr. Fragala said that the team is working on a lot of moving pieces and parts, which are being tackled in a very comprehensive way.
 - c. Mr. Calvert discussed the marketing overview, the Business Employer Outreach Program and the Safety Campaign, and the direction the team was taking. Mr. McEntee spoke about the consumer website and screen flows in development for the ticket vending machines. Mr. Calvert said that the first phase of the marketing approach, the Teaser campaign, will accomplish two goals. The first phase is to start educating people and letting them know that SunRail is coming and stay tuned as information is put forth. Second, is to develop the business employer partnership program. The Teaser campaign will include a focus on I-4, and print and radio stations geared toward business development, which will run for about six months. The Teaser campaign will be followed by the pre-launch program, which will start about September 1 and go all the way to the end of April 2014. The pre-launch program will be an expansion of the Teaser campaign, and bring in new marketing elements, including

- outreach to the Hispanic market, online and mobile advertising, and television. The third phase will be the Launch campaign, which is still under development.
- d. Mr. Calvert said that the Employer Benefits Program was developed for two main reasons, one is to educate businesses of the tax incentives, the cost savings and the productivity of employees not being stuck in traffic anymore. The team is also targeting a number of different businesses, concentrating first on businesses closest to rail stop. Businesses that are stewards of Central Florida, those that may be just a little out of the primary target area, but have always been supportive of the growth of Central Florida, will also be targeted. The Business Program also has a number of collateral pieces in development. The team plans to sit down with these businesses, and educate leaders as part of a pre-sell plan. Plans include selling actual tickets, a discussion of how materials can be customized, and how businesses can actually contribute to the employee's commuter cost on a pre-tax basis. The team will also explain the different technologies in development for businesses to manage accounts privately and online.
 - e. Mr. Calvert said the team is developing a safety campaign designed to be fun and memorable. The team hopes to make a statement, starting with the kids. The campaign will be expanded to target truck drivers, bus drivers and law enforcement, as well.
 - f. Ms. Bower asked a question about the reThink program. Ms. Olore answered that the Department is coordinating with reThink and the program has added another staff person to support SunRail outreach efforts.
 - g. Mr. McEntee discussed the Consumer-based website, which is under development. The approach is unique and is the cornerstone and main call to action for all marketing efforts. The approach will be two-phase. Phase I will launch in April and is all about building anticipation. Things you will find, at this stage, include cost-saving factors, SunRail advantages, events, station status updates and so forth. The design is all about the user and their needs and what is next. Come Phase II in September, the website will include tools on how to ride SunRail. The underlying theme of the SunRail website is simplicity. The user will have ridership tools such as SunCard purchase and account management, real-time train tracking, and so forth. The approach is going to be map-based, using existing web-based map technologies such as Google maps and MapQuest to bring the stations to the forefront. The idea is to make this site more active than in the past. Most importantly, the site will be formatted for all devices, i.e., cell phones, tablets, desktops.
 - h. Mr. McEntee also discussed marketing concepts that will be introduced into the screen designs and look of the Ticket Vending Machines. The vinyl wraps on the Ticket Vending Machines are still under development, and work is progressing on designing all elements, including the style and location of icons on where to insert coins. Every little touch point is going to be crucial in selling these tickets. The machines are fully ADA compliant. The touch screen will be as simple to use as possible, and will incorporate the SunRail brand, look and feel. The marketing team is currently working on standardizing the SunRail brand across all platforms, from construction templates to brochures to flyers to road closures, to ensure consistent messaging.
 - i. Ms. Moskowitz asked if the website name would stay the same and the response was that it will still be "SunRail.com" as it makes the most sense.
 - j. Mr. Fragala discussed Wi-Fi and noted vendor proposals are being evaluated and that effort is moving forward. He said that the Department is also looking for partner with retail distribution companies to provide SunCards at retail outlets and is working with ACS on technological integration requirements. Ms. Olore said that the idea was to allow SunRail customers to go into a CVS or some other store and purchase a SunCard and place an amount on it, like a gift card. When that retailer gets your payment, then the back office of that vendor then talks with the SunRail back office, so the minute you step out of that retailer, you have an activated SunCard.

- k. Ms. Olore said the Department has been looking for a company that has the most retailers within that half-mile of the corridor and said that there is no other transit system in the country that has this service today online.
 - l. Mr. Huttmann asked about monthly passes and whether they would be different from stored value cards. Ms. Olore responded that passengers could get the monthly pass from the TVM or the website. Once the money gets on the card and it is uploaded, the Tap On/Tap Off technology sends a signal to the back out of the house every time the card is used. Mr. McEntee said that once passengers purchase a SunCard, they can go to the website later and make it a monthly pass or any of the other options. There is only one card regardless of how or where it is purchased. Ms. Olore noted that you could go to the retailer and purchase a smart card than go to the website and upload a monthly pass if you opt to do so. Don Marcotte asked about expired cards and the stored value. Ms. Olore noted that the monthly pass would expire on a certain date, but the stored value card would last for five years from the last point of use.
 - m. Ms. Olore noted that in addition to all the marketing and the website work, community outreach is ongoing. The Public Involvement team has been active at fairs, doing construction outreach and Operation Lifesaver presentations and that work will continue.
 - o. Ms. Olore also said that the team has been continuing with the Transit Oriented Development Facilitation Program. Blake Drury has sent out a draft implementations plan for TOD at four of the first 12 stations, and is continuing to work with local funding partners. The Department is also planning a TOD Forum to discuss what to do with the adjacent roads, traffic calming opportunities, and so forth.
5. Open Procurements: Tawny Olore, P.E.
- a. Ms. Olore said that three firms have been short-listed for the Operations and Maintenance contract – Bombardier, Hertzog and Veolia with an anticipated award for that on February 21.
 - b. The Department also has an open procurement for Signal Maintenance of Way, with an anticipated award about a week later. Three technical proposals were received.
 - c. Ms. Olore said the Department is also advertising a sole source contract for positive train control to conform with federal laws that require railroads to be compliant with positive train control by December 31, 2015. This means that the locomotive talks to the signal system and that if a conductor fails to stop at a signal, the train will stop itself.
 - d. The Department also has some bridges down south that were purchased from CSX in Osceola County that are safe, but repairs will be done prior to Phase II construction. The Department is working with the FTA to get a Letter of No Prejudice so that construction of the bridges can advance. The Department is also advertising a contract for culvert work in Phase II, and construction is expected to commence in the summer.
6. Phase II South – Ms. Olore
- a. Ms. Sandra Gutierrez from the PM Team said that coordination is ongoing with local partners with regard to station amenities and canopy selections, similar to what was done in Phase I. Right of Way acquisition is moving forward; all offers have been delivered at the Meadow Woods Station and several are in suit, a parallel path to negotiation. At the Osceola Parkway Station, agreements are in legal and should be finalized by the end of March. The Department is still working with the City of Kissimmee on parking at the station; and all right of way has been purchased for the Poinciana station.
 - d. In terms of Phase II North, Ms. Olore said that the FTA had a number of questions and that the Department anticipates submitting responses by the end of the week. Station concepts are under development, and will be coordinated with Volusia County to advance Phase II North designs.

7. Safety and Security – Pete Sklannik, COO
 - a. Mr. Sklannik noted that there were two trespass issues within a short span of a couple of days. The first one involved a fatal injury on Saturday, the 26th, in Kissimmee on Vine Street. The second one was on Monday around 2:05 in the afternoon at Lake Mary Boulevard. The Kissimmee event involved a CSX freight train and the Monday incident involved an Amtrak train. Mr. Sklannik commended First Responders from all jurisdictions for their quick and professional work.
 - b. Mr. Sklannik said the Department is continuing work with the construction engineering inspection team and the contractor to ensure operations remain safe on the corridor during this period of construction and rehabilitation. Part of the coordination involves our discussions and inspection activity jointly with the FRA Inspection Team and the TSA Surface Transportation Inspection team, as well.
 - c. Mr. Sklannik said that the next meeting of the First Life Safety Committee is expected to be held in mid-March. At that meeting, participants will have the opportunity to meet representatives from the O & M Contractor and discuss ongoing orientation plans for all First Responders with rolling stock and at the Maintenance Service Training facility.

8. TVM Discussion: Tawny Olore, P.E.
 - a. Ms. Olore showed pictures of the ticket vending machines (TVM) that were shown during the last meeting and Mr. McEntee showed proposed wraps for the TVMs. Ms. Olore said that the contractor will start a pilot program in August, where there will be six to eight TVM machines set up at the FDOT Semoran Boulevard office with fare validators installed. Committee members will likely be the ones testing the machines.
 - b. Ms. Olore and Mr. Mark Hardgrove then briefed committee members on the proposed fare policy agreement. Ms. Olore said that TVMs will dispense two cards, one is the credit card type system, which is much more durable, for monthly or annual passes or stored value card; and a limited use card, which is like a card stock paper ticket for those that want to just purchase a one-way or a round-trip, which is more of a disposable ticket. On the smart card there will be a magnetic strip in the back and a computer chip in the middle to help with the Tap On/Tap Off technology. The magnetic strip is for the transfers between LYNX and VOTRAN. On the TVM, there is actually a device if you want to do the transfer, you just swipe it. TVMs will also be equipped with a bullseye type device where SunCard holders can find information about account balances, and reload cards. Three ticket validators will be located on the platforms, as well. Each SunCard will have a serial number to help with the retailers and tracking. Ms. Olore showed a picture of the validator.
 - c. Ms. Olore said the Department has been working with LYNX and VOTRAN to incorporate fare policy guidelines, to ensure that everything works together as one regional system. SunRail fares will be \$2.00 for a base ticket, and a \$1.00 surcharge for travel between counties. Seniors age 65 and older, persons with disabilities and children ages 7 to 17 will ride for half-fare; and children under the age of 6 with an adult would ride free, with up to a three child limit. There also will be discounts for weekly, monthly and annual passes. Ms. Olore showed a list of prices for the one-way and the reduced fares, along with the weekly, monthly and annual pass fares. She said that there will be a one-time charge of \$5 for purchase of the SunCards.
 - d. Mr. Marcotte asked about the reduced fares. Ms. Olore noted that the pricing shown is for SunRail; LYNX and VOTRAN have their own fare schedules.
 - e. Mr. Huttman asked about the fare transfers. Mr. Hardgrove said that SunCards would apply to any transfers. Ms. Olore said that if a patron transferred from SunRail in downtown Orlando to a LYNX bus – but stayed within that county – no transfer fees would apply. But if

a patron transferred from a LYNX bus to SunRail, and then traveled an additional county, there would be a \$1 upcharge for travel between two counties.

- f. In terms of fare enforcement, Ms. Olore said there is actually a penalty for those that have a fare that did not tap on and tap off, and violators can be cited. There will be a roving train conductor roving who will be checking fares and have the capability to issue citations.
- g. Ms. Bollenback asked a question about passenger counts, which was answered by Mr. Hardgrove. Mr. Nick Koval asked about how the senior citizen fares were determined. Mr. Hardgrove explained the reduced fare structure. Mr. Koval asked if there was a mechanism that would identify whether someone qualified for the reduced senior rate. Mr. Hardgrove noted that an ID would be checked. Mr. Koval noted that many seniors would use SunRail because of the reduced fare incentive. He also questioned if CSX would still be able to use the tracks that are owned by SunRail. Mr. Sklannik and Ms. Olore advised that there are operating windows that were negotiated as part of the Department's agreements with CSX. From 5:00 a.m. to 10:00 a.m., there is no freight allowed on the corridor; from 10:00 a.m. to 3:00 p.m., there is a mixed window of freight and passenger traffic; between 3:00 p.m. and 10:00 p.m., there is no freight allowed; between 10:00 and midnight, it is mixed use; and between midnight and 5:00 a.m., it is freight only. Mr. Schrader asked about riding a bicycle to Sand Lake Road and Mr. Hardgrove responded. Mr. Harrison asked about the discount bonus because he was trying to understand when and how a 10% discount might apply. Mr. Hardgrove responded. Mr. Harrison asked if he purchased a stored value card for \$50.00 or more, would he would receive a larger discount? Mr. Hardgrove responded that not additional discounts were contemplated at this time. Ms. Darnall (LYNX) also commented. Another audience member asked if there will be a machine that accepts cash and credit cards, and Ms. Olore responded that there will be one cash machine at each station, and three cashless machines. Joanne Cornellis asked a question about the bus and train pass and using her ID card.

COMMITTEE MEMBER COMMENTS

- 1. Mr. Marcotte invited everyone to the groundbreaking in Winter Park at 11:30 a.m. on February 13, 2013. He also requested additional SunRail brochures.

PUBLIC COMMENTS

- 1. Joanne Cornellis commented "Go SunRail."

REVIEW OF NEXT MEETING DATE

- 1. The next meeting of the TAC is scheduled for Wednesday, March 6, 2013.
- 2. The CFCRC meeting is scheduled for Tuesday, February 19, 2013 at 4:00 p.m. at Metroplan Orlando.

ADJOURNMENT

The meeting was adjourned at 2:45 p.m.