

Customer Advisory Committee Meeting

October 20, 2015

9:00 a.m.

LYNX Central Station
2nd Floor Multi-Purpose Room

Attendees: Tawny Olore, Marianne Gurnee, Linda Nesbitt, Mark Calvert, Steve Olson, Claudia Korobkoff, Amanda Furman, Mary Ross, Howard Linderman, Jeffery Morris, Nora Foust, Karla Keeney

Minutes

Agenda Item: Welcome, Agenda Review, and Adoption of Meeting Minutes	Presenter: Tawny Olore
Meeting called to order by CAC Chairman Jeffery Morris	
Agenda Item: Chairman's Report	Presenter: Jeffery Morris
<ul style="list-style-type: none"> • Safety around Church Street Crosswalk addressed in 9/23/15 Central Florida Commuter Rail Commission Meeting • TVU issues – no action taken • Graffiti discussed with Mayor Dyer (local team assessment) • Discussion on delay issues being addressed to customers • Mayor Jacobs asked FDOT to assess the addition of a 3:15 pm and a 9:00 am train (did not discuss with the CAC) • Motion to Appoint Vice Chair – Karla Keeney nominated, Howard Linderman second, Motion passed unanimously. 	
Agenda Item: Operations	Presenter: Tawny Olore
<ul style="list-style-type: none"> • Revenue Service <ul style="list-style-type: none"> ○ September 2015 ridership is higher than September 2014 (school resumes) ○ October ridership is trending higher ○ Maitland ridership noticeably increased ○ Parking <ul style="list-style-type: none"> ▪ Debarry is at 60% of design for expansion • On Time Performance (OTP) <ul style="list-style-type: none"> ○ Averages 96% ○ Accidents caused a decrease in percentage ○ Delays are reported if a train is more than 4:59 behind schedule ○ Bicycle and ADA Boardings are steady ○ Incidents/accidents <ul style="list-style-type: none"> ▪ Trend in August (2) and September (2) ▪ Three accidents in Longwood ▪ 2015 had more grade crossing accidents ▪ Overall decrease in incidents 2015 from 2014 ○ What has been/can be done to help improve safety? (Steve Olson) <ul style="list-style-type: none"> ▪ Safety Campaign (safety messages on billboards) in 2014 ▪ Contract with FHP for extra duty assigned to patrol tracks ▪ Public Involvement Team working with Area Traffic Safety Team and Local Agencies ▪ Sending out flyers with utility bills, community newsletters, banners around schools and athletic fields to increase safety awareness ○ Contract to open for bid in February/March for safety enhancements/improvements for Phase I (pedestrian gates, fencing) ○ Graffiti assessment in place • Feeder Bus Service 	

- LYNX and Votran increased ridership
- Neighborhood Links were funded for another year
- Schedule Modifications
 - FDOT has an Interlocal Agreements with each funding partner (Orange, Seminole, Volusia, Osceola, and City of Orlando) which includes “Base Service” agreements
 - Base Service provides for the operation of 32 trains
 - Used 34 trains since the start of operations
 - Now have 36 trains operating daily (since 12/22/14) due to the ability to move crews around without increasing costs or adding more crews.
 - Constraints:
 - Federal Gov’t Base Service = cannot go below; Interlocal Agreements = cannot go above
 - Number of crews – can only work a number of hours of service
 - Late night train to afternoon train
 - Move late night train into a 1:00 slot
 - Move 12:30 train from Debary to 12:00
 - Coordinating with LYNX and Votran
 - Monitor for 3-6 months
 - Ambassadors funded through April 2016
- Ticketing (Marianne Gurnee)
 - Rolling out prepaid value SunCard discount program for students (7 yrs–18 yrs), seniors (65+ yrs), and disabled riders.
 - Ratio when SunRail began 80 % LUMs (Limited Use Media); 20% SunCards (weekly, monthly, yearly) – Current ratio is about 50/50
 - Working to get SunCards into retail locations (prepaid value only)
 - Ticket Validator Unit issues
 - 5 machines are out of service
 - Rewiring should be complete by end of the year (extenders)
- Marketing (Mark Calvert)
 - New website is live
 - No more mobile site (new site fits all devices)
 - Roll out beginning of November as test mode; option to switch from old to new
 - New features available
 - Selfie pictures and SunRail
 - Take a selfie while riding a SunRail train, post picture with #RideSunRail on any social media, photo goes into a template then is posted on site and onto a billboard along I-4 promoting SunRail
- Phase 2/Phase 3 Status
 - FFGA Signing Ceremony occurred on September 28, 2015
 - Awarded authority to begin construction on Phase II South
 - Two contracts in stage of procurement
 - Corridor Stations and Track
Construction to start by the end of 2015
Kissimmee/Amtrak, Poinciana, Tupperware, Meadow Woods
 - Signal
Should be executed in March 2016
 - Construction completion/open for revenue service anticipated towards the end of 2017
 - Phase 2 North
 - Application for TIGER VII submitted June 5, 2015
 - Moving ahead with 60% design plans
 - Phase 3 to OIA
 - Preliminary stages – Project Development application is complete
 - Submitted to FTA draft Class of Action Determination – July 23rd
 - Next phase is NEPA Evaluation

Agenda Item: Customer Service

Presenter: Linda Nesbitt

- Call volume decreased while duration of call times increased due to more new commuters
 - Majority of calls are regarding rider rules and schedules

- Public Notification Process
 - Notification of service interruption is received by Customer Service
 - Information regarding which train is affected, duration of delay, and cause of delay is prepared for public notification
 - Ambassadors are notified through text messages and announcements are played at the affected stations
 - Customer Service posts alerts onto Twitter and SunRail.com
 - Votran is notified for NB delays
 - LYNX and Votran are notified if bus bridges are necessary
 - Public is notified when delay is over
- Schedule changes will soon be announcing Train ID# during delays on platforms to eliminate confusion

Committee Comments:

- Ms. Keeney requested that CAC Meeting Notices be added at each station.
- Committee would like for SunRail status reports to be announced with traffic reports. Mr. Olson explained need for advertising time and costs.
- Mary Ross motioned to continue the Maitland Neighborhood Link; Chairman Morris second; Motion passed unanimously.
- Chairman Morris motioned recommendation of implementing a 3:00 northbound train; Ms. Keeney second.
- Suggestion on way to “gift” tickets
- Committee discussion regarding different service tweets (Twitter) for delay announcements, same with text notifications
- Chairman Morris motioned to add texting service for delay notifications; all favored. Ms. Olore said that could be feasible as a paid service in the future.

Public Comments:

- Joanne Counelis requested more trains (night, mid-day, and weekend)
- Charles Ramdatt addressed the status of Church Street (Tremont) Station. Pedestrians to cross at Garland/South Street. Complications at Boone/South (blindspots for cars and pedestrians). City of Orlando to pay for improvement for pedestrian crossing.

Next meeting will be in February 19, 2016