CUSTOMER ADVISORY COMMITTEE

January 25, 2017

TITLE VI

This meeting, project, or study is being conducted without regard to race, color, national origin, age, sex, religion, disability or family status. Persons wishing to express their concerns relative to FDOT compliance with Title VI may do so by contacting:

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All inquiries or complaints will be handled according to FDOT procedure and in a prompt and courteous manner.

AGENDA

- Call to Order
- Pledge of Allegiance
- Confirmation of Quorum
- Introductions
- Adoption of Meeting Minutes
- Chairman's Report and Discussion Items
- Public Comments
- Agency Update
- Committee Comments
- Next Meeting

PLEDGE OF ALLEGIANCE

CONFIRMATION OF QUORUM

INTRODUCTIONS

ACTION ITEMS

Adoption of meeting minutes from

June 21, 2016

and

October 18, 2016

CUSTOMER ADVISORY COMMITTEE

- Section 3.08 of Interlocal Governance Agreement
- Members are appointed by each funding partner and shall ride at least 3x per week
- The Committee shall meet quarterly or upon request of the Governing Board

PUBLIC
COMMENTS

AGENCY UPDATE
Performance Review
100
104
SunRail

AGENCY UPDATE

Operations

Expansion Update

Driving Ridership

AGENCY UPDATE

- Ran 6 Saturdays in November & December
- 15,154 Riders
- Next date is February 4th - service starts at 8AM
  - Visit SunRail.com for full schedule
- Exploring opportunities for additional dates

AGENCY UPDATE

CALL CENTER STATS

47%	SCHEDULE
21%	FARES
11%	TVM
8%	STATION LOCATION
7%	TVU
3%	CONNECTIONS
2%	OTHER
1%	COMPLAINTS

DEBARY PARKING LOT EXPANSION

The project is approximately 50% complete and expected to open 2nd quarter of 2017.

SHINGLE CREEK BRIDGE

Pile driving at Shingle Creek Bridge is complete.

CREST RIDGE DRIVE CROSSING

Crest Ridge Drive grade crossing for ML 2 has been installed.

TRACK CONSTRUCTION

Panel construction and ballast installation.

MEADOW WOODS STATION

TUPPERWARE STATION

POINCIANA STATION

KISSIMMEE PARKING GARAGE

Project is 85% complete overall and expected to open 1st quarter of 2017.

PHASE 2 NORTH UPDATE

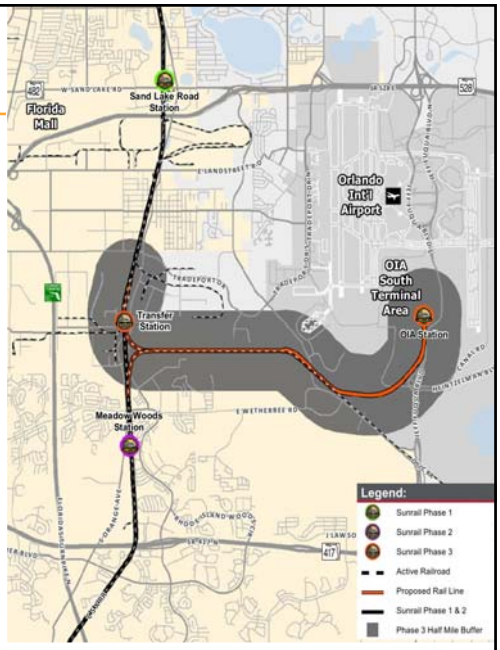
TASK WORK ORDER ISSUED JANUARY 2017

NEXT STEPS

- Evaluate ridership
- Evaluate capital costs and O&M costs
- Evaluate funding approach
- Prepare grant application

PHASE 3 UPDATE

- Draft PD&E Documents Under Review
- Reviewing Operation Methodology
- Analyzing SunRail Parking Lots
- Public Hearing TBD



CURRENT RIDERSHIP TRENDS

RIDERSHIP IS ON THE RISE
Since October 2016

OCT.	61,205
NOV.	69,365
DEC.	79,706

Excludes Saturdays

SunRail.com 26

AVERAGE DAILY RIDERSHIP

2016

OCT.	3,060
NOV.	3,303
DEC.	3,623

2ND LARGEST OF 2016

Excludes Saturdays

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ANNUAL RIDERSHIP

4.8%

APPROXIMATELY **115 RIDERS** PER DAY

2015	932,161
2016	887,070

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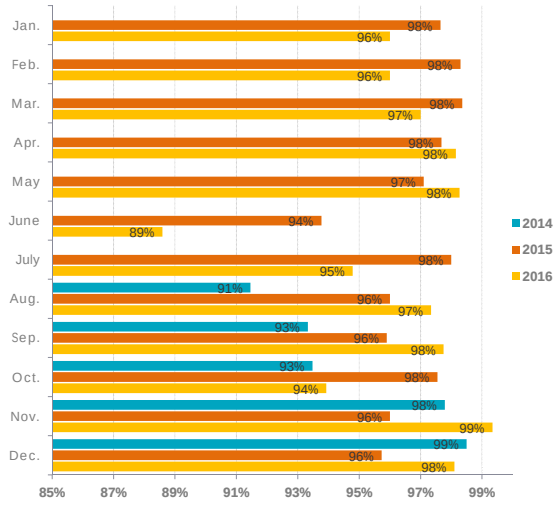
ON-TIME PERFORMANCE

TRAIN ON-TIME AVERAGE

96%

Goal = 95%



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BICYCLE RIDER TRENDS

Increase From Last Quarter

5.5%

OCT. 169

NOV. 179

DEC. 173

Excludes Saturdays

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ADA RIDERSHIP TRENDS

ADA Ridership is Down From Previous Quarter

OCT.	8
NOV.	7
DEC.	9

Excludes Saturdays

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SAFETY & SECURITY

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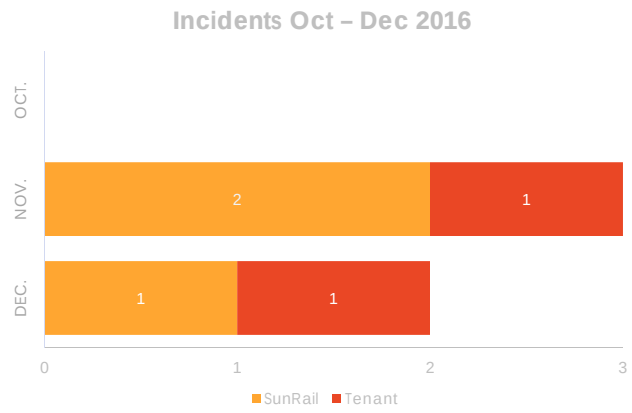


SAFETY OUTREACH

- **Phase 2 South**
  - Door-to-door with businesses – 35 new Safety Watch members
  - Commercial drivers
  - School and community programs
- **On board safety presentations throughout Central Florida**

SAFETY OUTREACH

- **We need your help to share a safety message**
  - Website Ads
  - Social Media
  - Newsletters
  - Videos
  - Safety Watch
  - Like us right now!

BUSINESS DEVELOPMENT

BUSINESS DEVELOPMENT

PRIORITIES

- **2017 Strategic Planning Underway**
- **Initial Areas of Focus:**
  - **Two Major Hospitals –** increasing ridership among employees, survey work to better understand evolving needs, shared ideas to incentivize ridership
  - **Orlando International Airport –** Focus on increasing employee ridership, pilot to showcase SunRail as option for business travelers
  - **Partnerships with Key Stakeholder Groups –** creating events/programs that drive ridership and create buzz
  - **Expanding Leisure Ridership –** programming and partnerships
- **Saturday Service:** Outlining potential future dates & opportunities

BUSINESS DEVELOPMENT

- **ON TRACK**
  - Twice per month business-specific publication
  - Added "drumbeat" of information to employer community
  - Showcases examples of companies and individuals who utilize SunRail

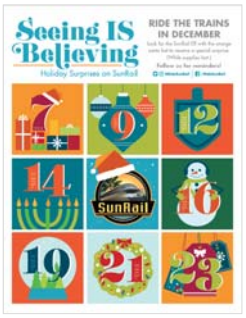
MARKETING UPDATES

FREE TEXTING ALERTS PROGRAM

Finalize research and developed action plan for a FREE SunRail Text Alerts Program

MARKETING UPDATES

- **Rider Appreciation Promotion**
  - Seeing is Believing
  - December 7, 9, 12, 14, 16, 19, 21 & 23



- **Marketing Saturday Service Events**

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MARKETING UPDATES

- **Deployment of Ambassador & Customer Service Apps**
- **Exploring a mobile app in Apple and Android platforms to enhance the rider experience**

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AGENCY UPDATES

2017 AMBITIONS

- Enhance rider experience
- Implement new technologies
- Assure financial best practices and operational excellence

COMMENTS

- Committee Members
- Next Meeting
- Adjournment

THANK YOU!
Follow us at:
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