



TECHNICAL ADVISORY COMMITTEE

February 16, 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.

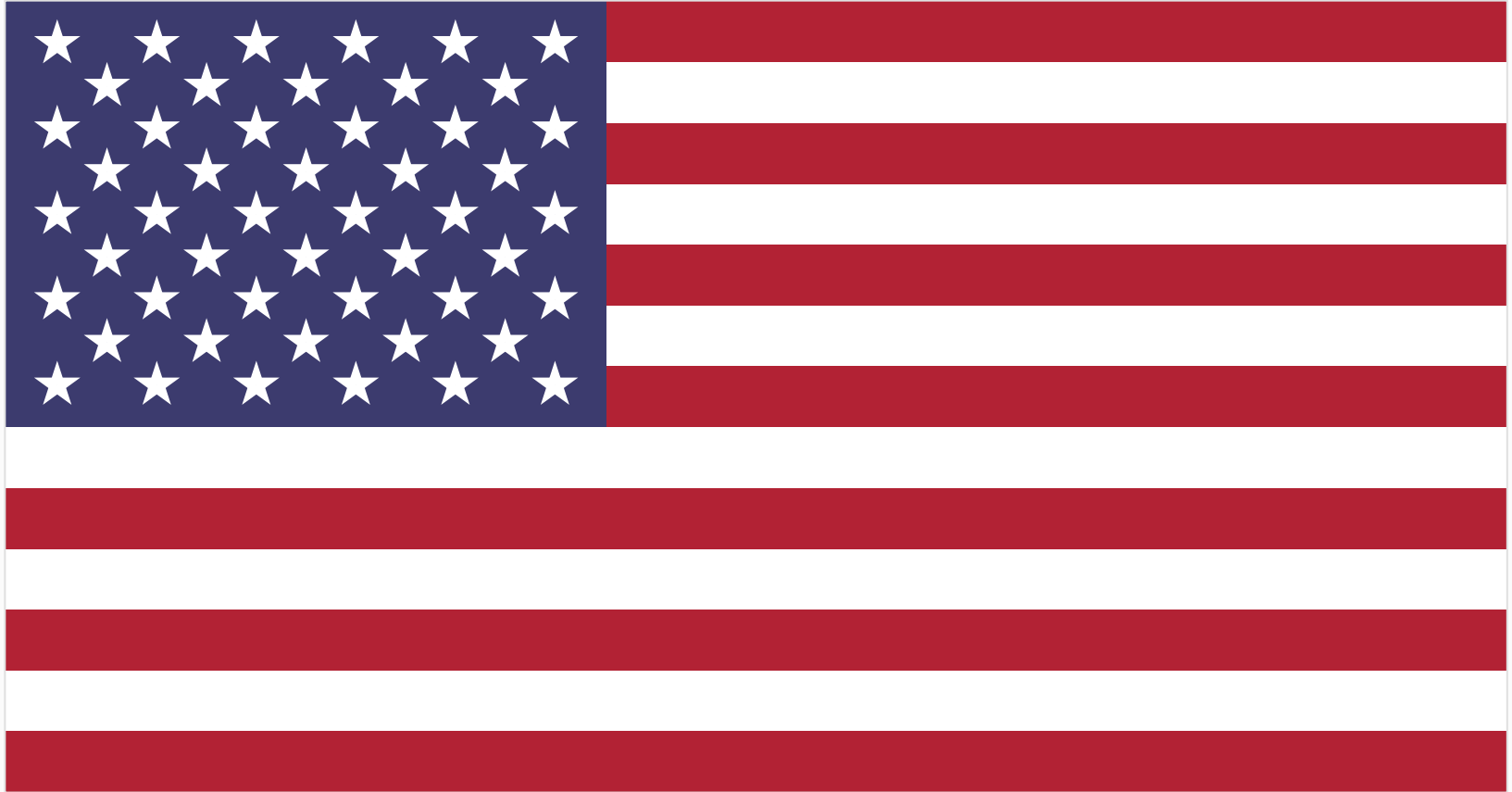


AGENDA

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



PLEDGE OF ALLEGIANCE



CONFIRMATION OF QUORUM

INTRODUCTIONS



A blue-tinted photograph of a public transit scene. In the foreground, a man in a dark polo shirt, cap, and sunglasses stands next to a bicycle on a platform, gesturing with his hand. To his left, another man in a light-colored uniform and cap stands near a train car. In the background, two people are walking away. The entire image is overlaid with a semi-transparent blue layer.

PUBLIC COMMENTS

ACTION ITEMS



**Adoption of meeting
minutes from
December 7, 2016**

Upcoming Meetings

CHAIRMAN'S REPORT

Mr. Harrison

The background image is a photograph of a train station, likely in an urban area. A white SunRail train with the number 107 is visible on the tracks. In the background, there is a tall, modern building with many windows. The entire image is overlaid with a semi-transparent blue filter. The text "CHAIRMAN'S REPORT" and "Mr. Harrison" is in the top left, and "DISCUSSION ITEMS" is in the bottom right, both in white text on a blue background.

**DISCUSSION
ITEMS**

AGENCY UPDATE



AGENCY UPDATES

2017 AMBITIONS

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



AGENCY UPDATE

- **Phase 1 Closeout**
 - **Grade Crossing Improvements**
 - **Safety Improvements**
- **Phase 2 North**
 - **Grant Application Preparation**
- **Phase 3**
 - **PD&E**



**DRAFT - FOR DISCUSSION
PURPOSES ONLY**

AGENCY UPDATE

SUNRAIL OPERATING REVENUE, O&M EXPENSES AND CONSULTANT COSTS	FY17 BUDGET	FY17 ACTUAL
Farebox revenue	\$2,320,910	\$914,572
CSX usage fees	\$3,122,148	\$1,462,994
Amtrak usage fees	\$955,991	\$575,582
FCEN usage fees	\$22,325	\$10,654
Right-of-way lease revenue	\$300,000	\$128,845
Ancillary revenue	\$206,000	\$48,729
Card Revenue	\$20,000	\$10,245
Total system revenue	\$6,947,374	\$3,151,621
State operating assistance	\$37,834,811	\$14,904,379
Local operating support	\$-	\$-
Total operating revenue and assistance	\$44,782,185	\$18,056,000
Bombardier - Operations	\$6,749,113	\$3,444,967
Bombardier - Maintenance	\$14,164,666	\$6,471,794
Bombardier - Incentive/Disincentive	\$1,000,000	\$422,448
Xerox - Back-of-the-House Hosting	\$694,968	\$289,570
Xerox - Fare Equipment Maintenance	\$1,500,000	\$625,000
Herzog - Signal Maintenance of Way	\$2,631,862	\$1,215,552
Green's Energy - Fuel	\$1,000,000	\$411,070
Gallagher - Insurance	\$1,598,532	\$1,406,269
Amtrak - Heavy Vehicle Maintenance	\$1,500,000	\$528,277
Wells Fargo - Banking Services	\$6,300	\$2,346
Bank of America - Merchant Services (Banking)	\$60,000	\$17,181
MidFlorida - Armored Car Service	\$42,000	\$18,120
AT&T/Verizon - Wi-Fi Service	\$35,000	\$16,693
SunRail share of feeder bus O&M costs	\$2,499,744	\$267,934
Xerox - Fare Media Smart Card	\$140,000	\$-
Xerox - Limited Use Smart Card	\$60,000	\$-
InComm - Card Distribution & Packaging	\$100,000	\$-
Capital Maintenance	\$4,500,000	\$254,103
Consultant support/program management	\$6,500,000	\$2,664,676
Total O&M expenses and consultant support	\$44,782,185	\$18,056,000



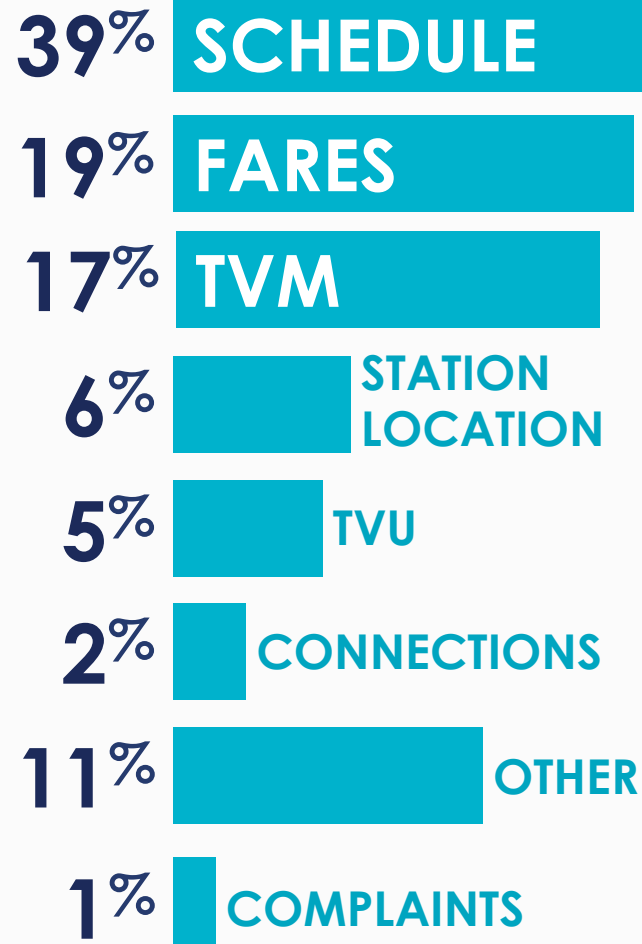
AGENCY UPDATE

- Ran 7 Saturdays between November, December and February
- 18,491 Riders
- Next date is March 18
 - Winter Park Sidewalk Art Festival
 - NCAA Tournament
 - Schedule coming soon to SunRail.com
- Exploring opportunities for additional dates



AGENCY UPDATE

CALL CENTER STATS



AGENCY UPDATE

NEW! FREE TEXT ALERTS

Launching new
FREE SunRail
Text Alerts
Program by
end of February



RIDERSHIP TRENDS



CURRENT RIDERSHIP TRENDS



RIDERSHIP IS ON THE RISE

9% over previous 3 mos.
3% over same time last year

NOV. 69,365

DEC. 79,706

JAN. 71,545

Excludes Saturdays



AVERAGE DAILY RIDERSHIP

NOV. 3,303

DEC. 3,623

JAN. 3,407

2016
Average
3,428

Excludes Saturdays



ANNUAL RIDERSHIP

4.8%

APPROXIMATELY
115 RIDERS
PER DAY

2015 932,161

2016 887,070



ON-TIME PERFORMANCE

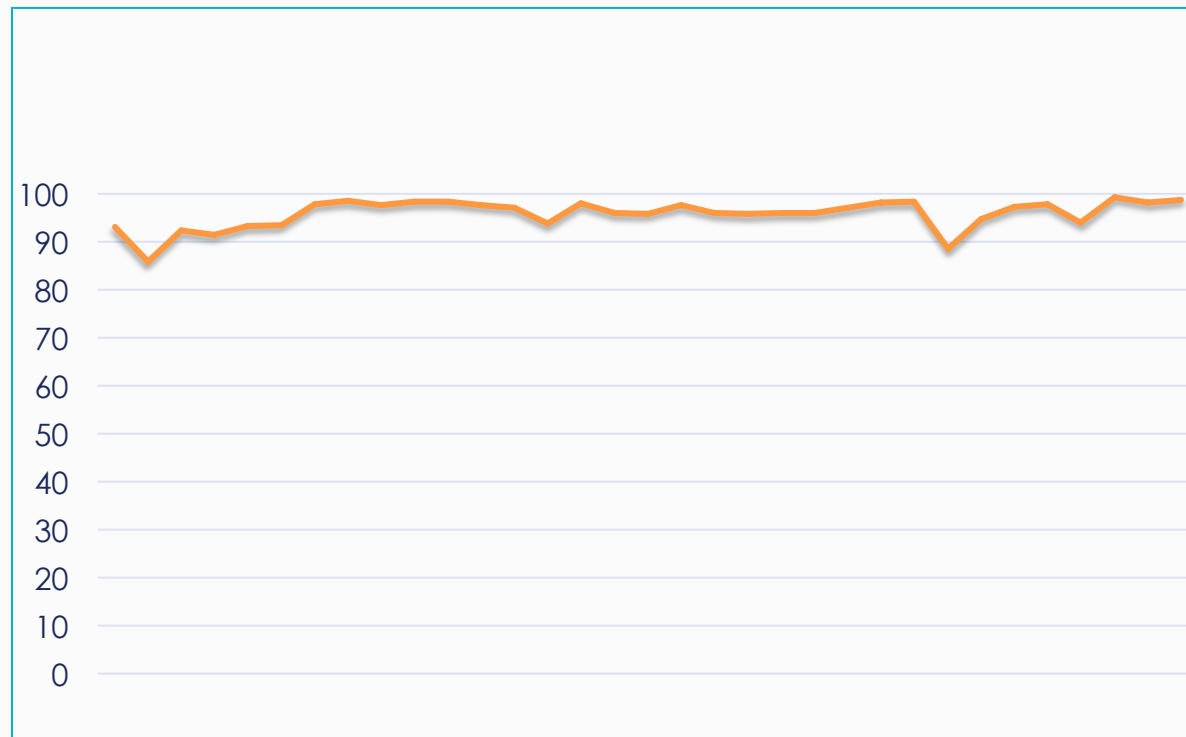
TRAIN ON-TIME
AVERAGE

99%

Goal = 95%

OTP Trends

May 2014 – January 2017



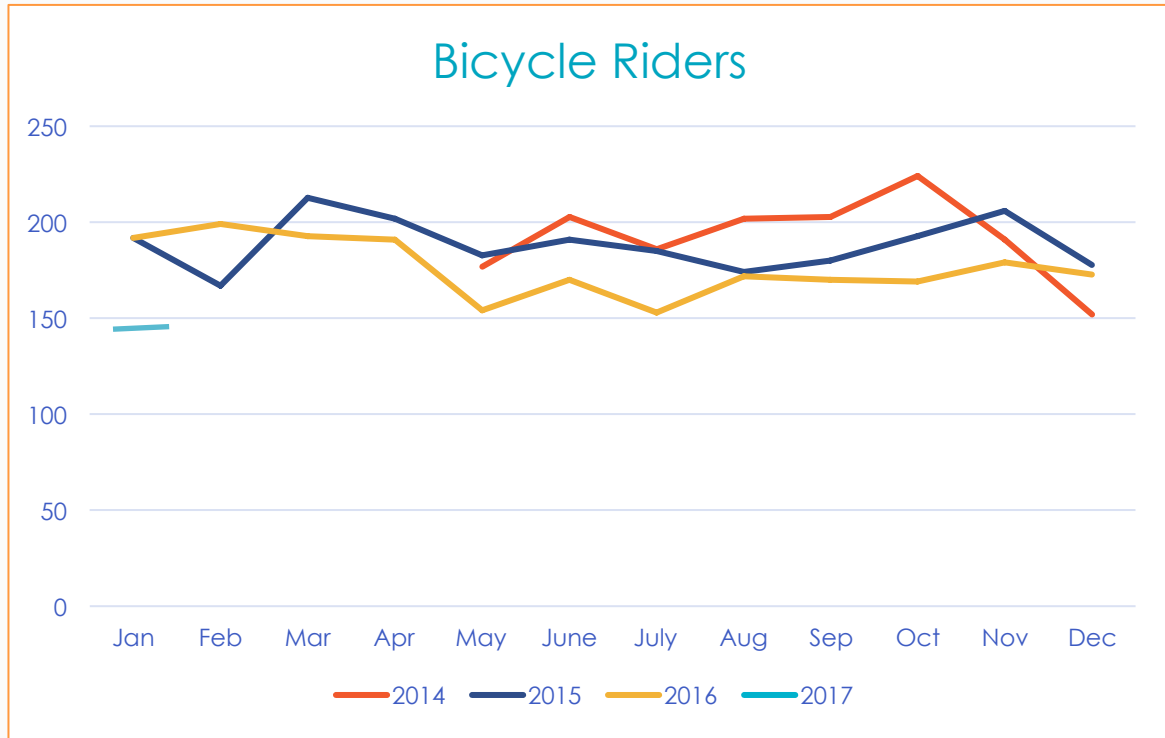
BICYCLE RIDER TRENDS



NOV. 179

DEC. 166

JAN. 145



Excludes Saturdays



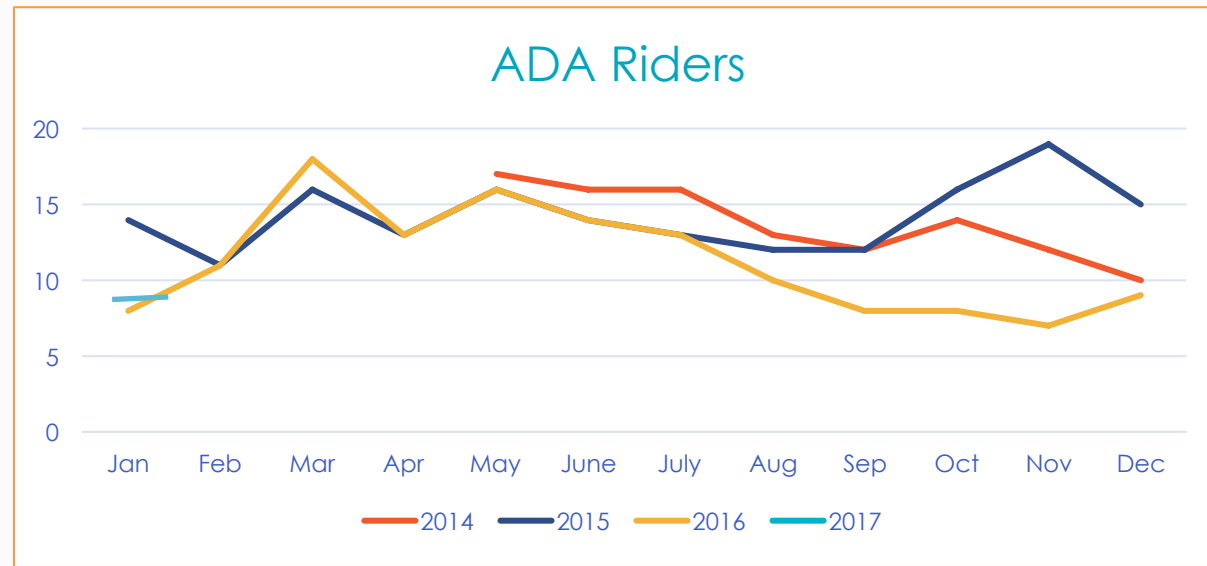
ADA RIDER TRENDS



NOV. 7

DEC. 8

JAN. 8



Excludes Saturdays

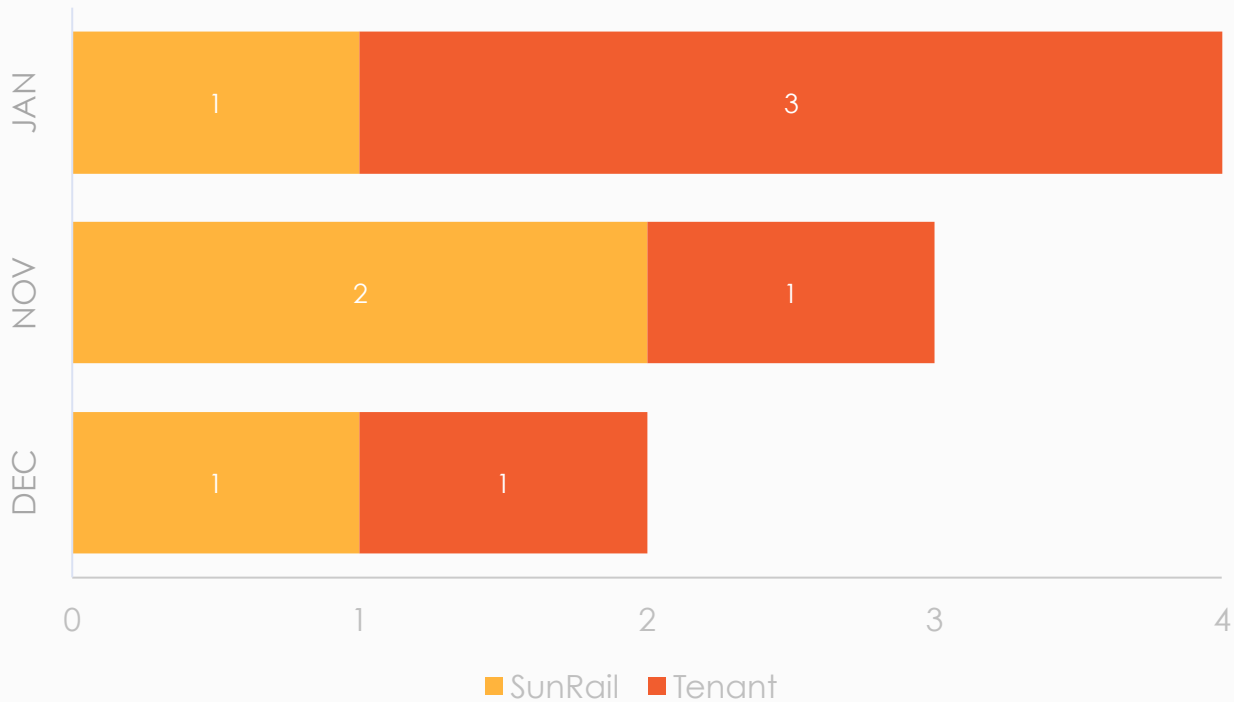




SAFETY & SECURITY

SAFETY & SECURITY

Incidents Nov 2016 – Jan 2017



SAFETY OUTREACH

Recent Efforts:

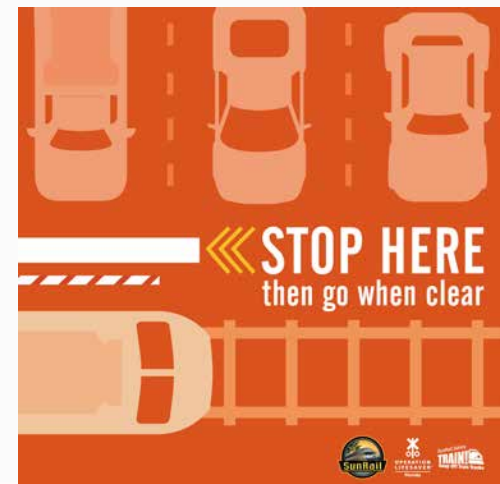
- Called & emailed 99 CDL companies & 200 schools
- Delivered presentations to nearly 400 students & installed safety awareness banners
- Scheduled 4 upcoming presentations
- Continued awareness campaign of what to do if stuck on the tracks
- Reviewed safety protocols with Ambassadors



SAFETY OUTREACH

- We need your help to share the safety message
 - Website Ads
 - Social Media
 - Community Mailers
 - Safety Watch

*Please take a
flash drive today.*



BUS CONNECTIVITY



LYNX




Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area

	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Days of Operation	21	22	20	22	19	21	23	21	21	22	20	22	22	23	21	22
SunRail Station																
Sanford	453	493	491	516	374	396	474	407	472	457	366	337	438	515	350	450
Lake Mary	100	87	78	101	69	67	68	71	94	69	97	105	88	113	90	104
Longwood	74	84	68	60	68	69	70	70	50	64	73	70	62	66	64	67
Altamonte Springs	218	211	188	195	99	168	195	166	193	192	196	173	157	148	191	184
Maitland	32	30	27	20	17	16	20	24	24	16	18	19	18	20	21	15
Winter Park	273	276	273	256	200	214	207	224	237	224	238	223	203	246	225	255
Florida Hospital/Health Village	467	492	464	424	351	485	449	403	482	441	440	440	456	479	390	319
LYNX Central Station																
Church Street Station																
Orlando Health/Amtrak	5	7	4	3	5	6	27	18	23	20	26	19	18	28	18	26
Sand Lake Road	328	314	281	246	291	340	283	316	298	306	277	284	279	272	289	246
Total - All Station	1,950	1,994	1,873	1,821	1,474	1,760	1,793	1,699	1,873	1,789	1,731	1,670	1,719	1,887	1,638	1,666

Prepared By: LYNX Planning & Development on December 30, 2016



LYNX

	NeighborLink Daily Boardings & Alightings by SunRail Station Area														
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Days of Operation	22	20	22	19	21	23	21	21	22	20	23	22	23	21	22
NeighborLink Riders by SunRail Station															
Sanford	14	11	12	13	15	13	18	14	16	19	19	16	14	12	14
Lake Mary															
Longwood															
Altamonte Springs															
Maitland	27	23	16	14	15	13	15	17	20	17	21	22	19	19	19
Winter Park															
Florida Hospital/Health Village															
LYNX Central Station															
Church Street Station															
Orlando Health/Amtrak															
Sand Lake Road															
Total - All Station	41	34	28	27	30	26	33	31	36	36	40	38	33	31	33

Prepared By: LYNX Planning & Development on November 30, 2016



LYNX



AccessLYNX Monthly Boardings & Alightings by SunRail Station Area

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Days of Operation	22	20	22	19	21	23	21	21	22	20	23	22	23	21	22
AccessLYNX Riders by SunRail Station															
Sanford				2			1								
Lake Mary											1				
Longwood								2							
Altamonte Springs						2	2				2	2			
Maitland							1								
Winter Park		1	2		2	2	5		1	1	4	3	9	9	1
Florida Hospital/Health Village															
LYNX Central Station				1						2		1	1	1	
Church Street Station															
Orlando Health/Amtrak															
Sand Lake						1	1	2				2			
Total - All Station	-	1	2	3	2	5	10	4	1	3	7	8	10	10	1

Note: AccessLYNX are monthly figures while fixed-route and NeighborLink are daily figures.

Prepared By: LYNX Planning & Development on December 30, 2016



VOTRAN

VOTRAN SUNRAIL CONNECTIVITY - DECEMBER 8, 2016

NOTE: Beginning October 2016 driver keys count only boardings and alightings at DeBary Station. Fiscal years 2014, 2015, and 2016 data reported boardings along SunRail Routes.

Votran Ridership For Sun Rail Feeder Routes													
Routes serving DeBary Train Station	Fiscal year 2014												Annual Daily Average
	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	
Days of operation								9	21	22	21	21	94
Avg Daily Ridership								555	79	96	102	110	141

Votran Ridership For Sun Rail Feeder Routes													
Routes serving DeBary Train Station	Fiscal year 2015												Annual Daily Average
	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	
Days of operation	23	19	22	20	20	22	22	20	22	22	21	21	254
Avg Daily Ridership	128	112	121	139	152	153	147	156	142	149	167	174	146

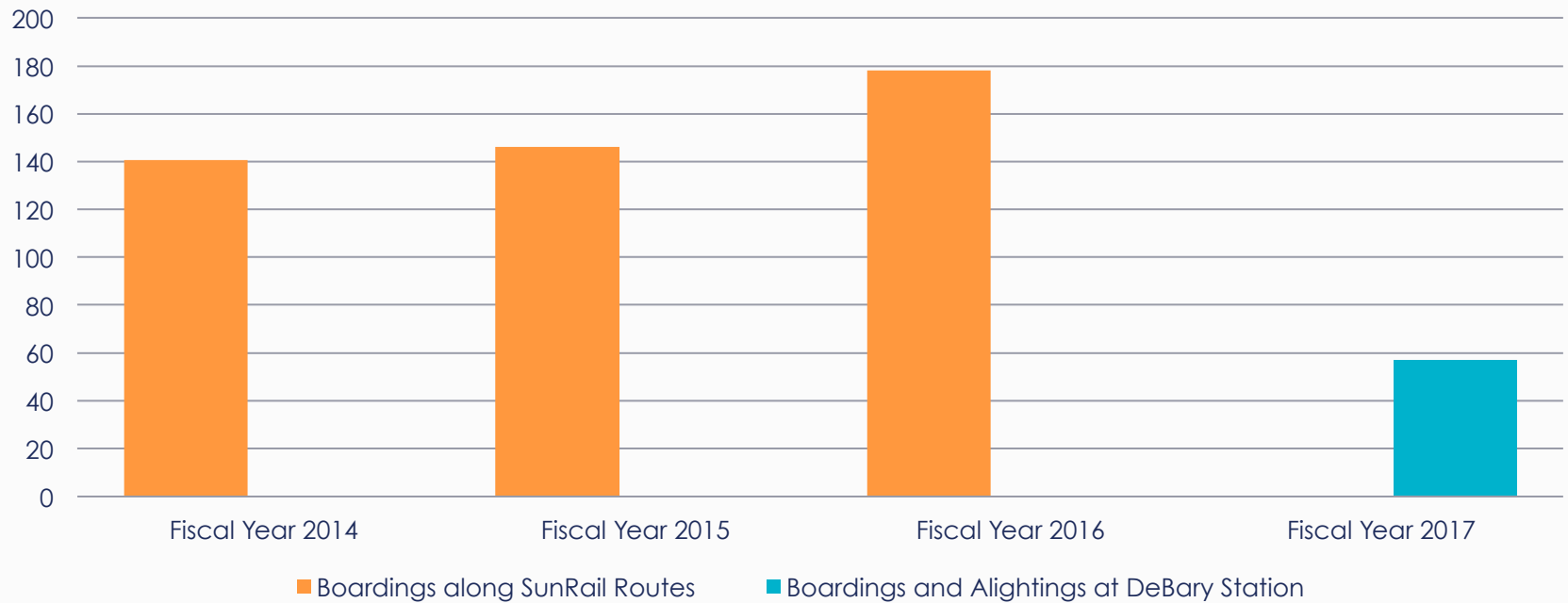
Votran Ridership For Sun Rail Feeder Routes													
Routes serving DeBary Train Station	Fiscal year 2015												Annual Daily Average
	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	
Days of operation	22	20	22	21	21	23	21	21	22	22	22	21	258
Avg Daily Ridership	180	175	189	164	182	189	178	171	180	167	177	194	178

Votran Fixed-Route Average Daily Boardings & Alightings at DeBary Station													
Activity at DeBary Station	Fiscal year 2015												Annual Daily Average
	Oct-16	Jan-00	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	
Days of operation	21	21	22										64
Avg Daily Ridership	54	48	68										57



VOTRAN

Votran Average Daily Ridership on SunRail Routes



CONSTRUCTION UPDATE



DEBARY PARKING LOT EXPANSION



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

PHASE 2 SOUTH



Pine St. Cantilever



Intermediate Signal, N. of Crest Ridge Dr.

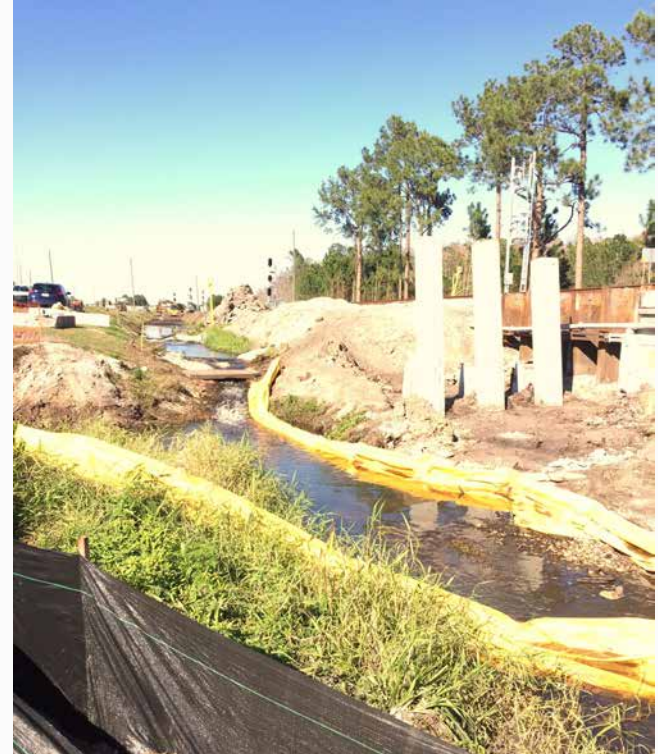
Construction of foundations & installation of conduits for grade crossing and wayside signals continues throughout corridor.

SHINGLE CREEK BRIDGE



Concrete caps are complete and installing erosion control.

BOGGY CREEK BRIDGE



Pile driving continues.

MEADOW WOODS STATION



TUPPERWARE STATION



POINCIANA STATION



KISSIMMEE PARKING GARAGE



Expected to open 1st quarter of 2017.



BUSINESS DEVELOPMENT



BUSINESS DEVELOPMENT

2017 PRIORITIES

- Renewed focus on Florida Hospital, Orlando Health and South Seminole Hospital
 - Expand the number of daily riders
 - New strategies for employee education and engagement
 - Evaluating schedule adjustments in partnership with hospitals
- Orlando International Airport
 - OIA “campus” employee ridership effort



BUSINESS DEVELOPMENT

2017 PRIORITIES

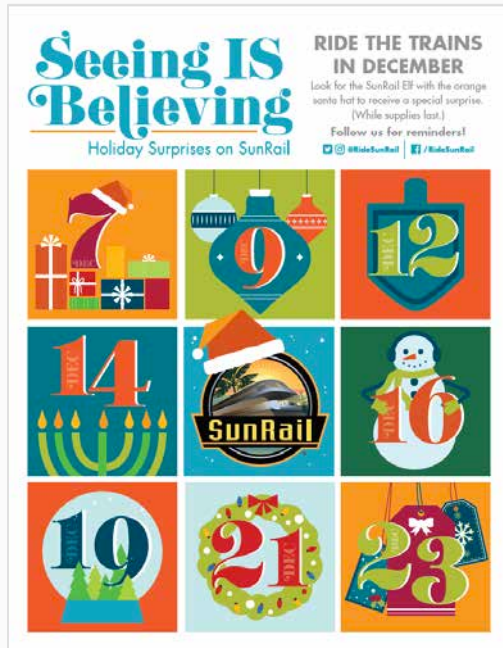
- Grow leisure ridership and group travel opportunities
 - Examples: school trips, seniors, etc
- Engage “universes” of stakeholders, compel ridership in support of programming
 - Examples: arts community – “Art is Moving”
- Identify weekend service opportunities
 - March 18: Winter Park Sidewalk Art Festival, NCAA Tournament at Amway Center
 - April 2: Wrestlemania and other WWE events





MARKETING

MARKETING UPDATES



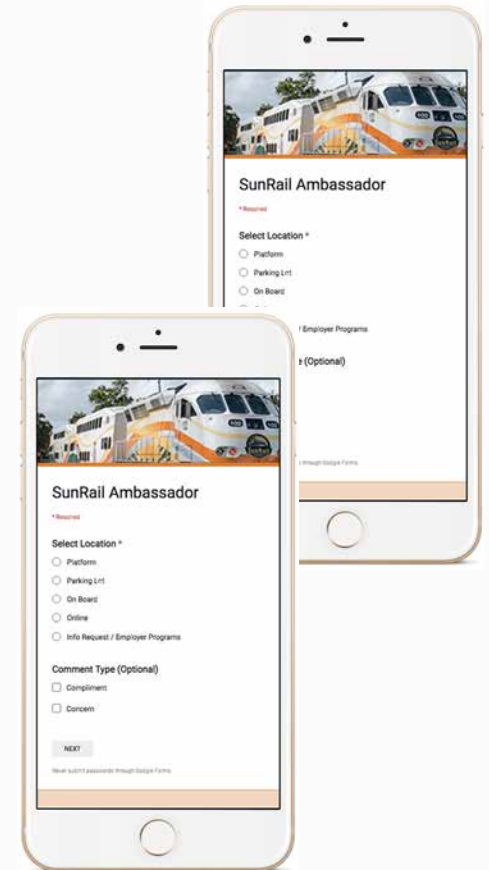
December Rider Appreciation

Marketing Saturday Service Events



MARKETING UPDATES

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



A photograph of two women sitting at a table in a meeting room, looking at a document. The image is overlaid with a semi-transparent orange filter. The woman on the left is seen from the side, wearing glasses and a light-colored top. The woman on the right is facing her, wearing a patterned top. They are both looking at a document on the table. In the background, there is a window with a view of a building and a railing.

COMMENTS

- Committee Members
- Next Meeting: 4/11 @ 2pm
- Adjournment

THANK YOU!

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