



TECHNICAL ADVISORY COMMITTEE

July 12, 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:

JESSICA OTTAVIANO

FDOT District Five PIO

719 South Woodland Boulevard

DeLand, Florida 32720

Jessica.Ottaviano@dot.state.fl.us

JACQUELINE PARAMORE

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399-0450

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



AGENDA

- Public Comments
- Chairman's Report & Discussion Items
- Action Items
- Agency Update
- Ridership & Safety
- Quiet Zones & Safety Enhancements
- Construction Update
- Bus Connectivity
- Public Involvement
- Adjournment



PUBLIC COMMENTS



CHAIRMAN'S REPORT

Mr. James Harrison



DISCUSSION
ITEMS

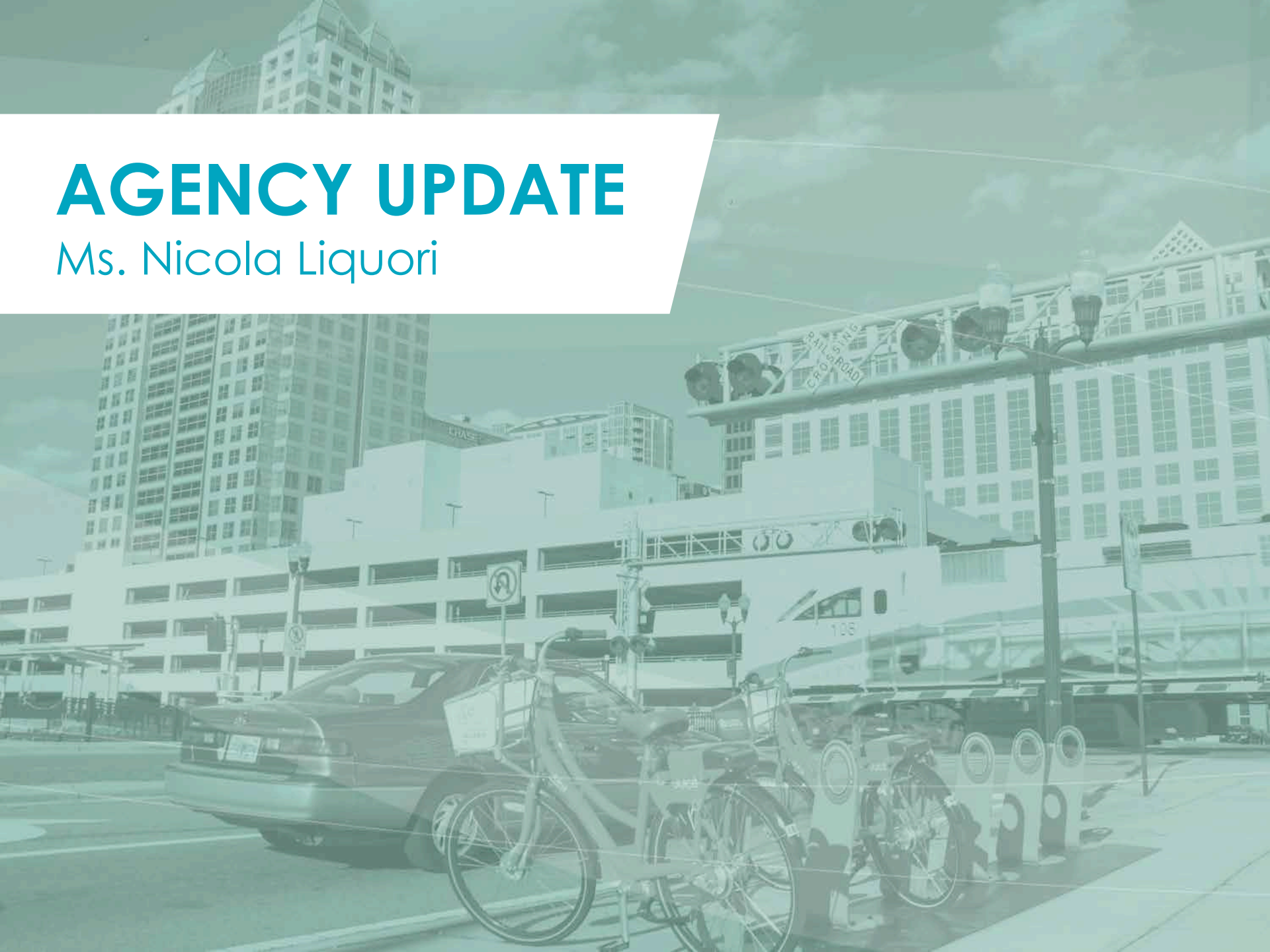
ACTION ITEMS



**Adoption of meeting
minutes from April 11, 2017**

AGENCY UPDATE

Ms. Nicola Liquori



QUARTERLY HIGHLIGHTS

Train to Plane



QUARTERLY HIGHLIGHTS

Pulse Special Service

3,761 Riders
This Day



Social Media



Over 29,000 Followers

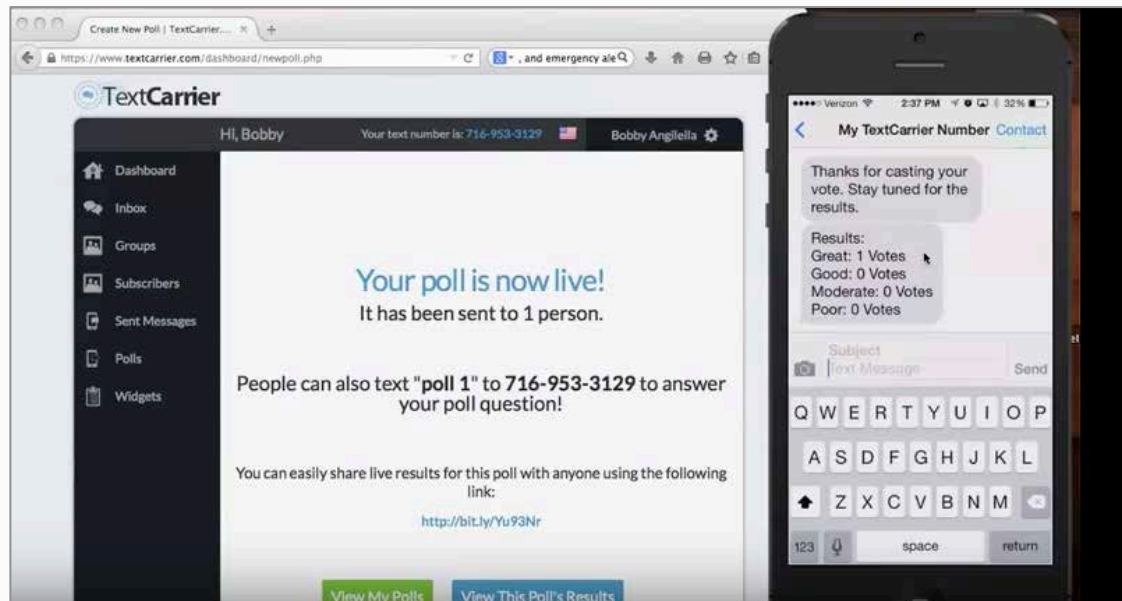


QUARTERLY HIGHLIGHTS

Rider Surveys

Utilize Text Service to Survey Registered Users

- Target SunRail's Most Frequent Riders
- Real-Time Dashboard to Monitor Results
- Allows for Survey Incentives to Increase Participation
- Fraction of Cost for Traditional Survey



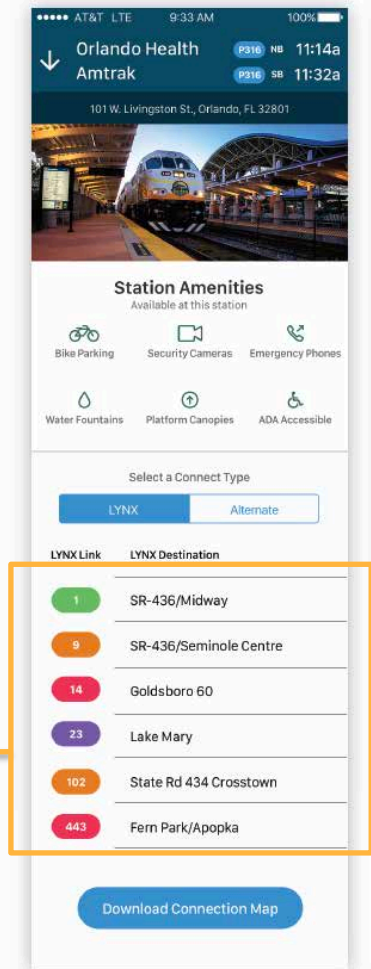
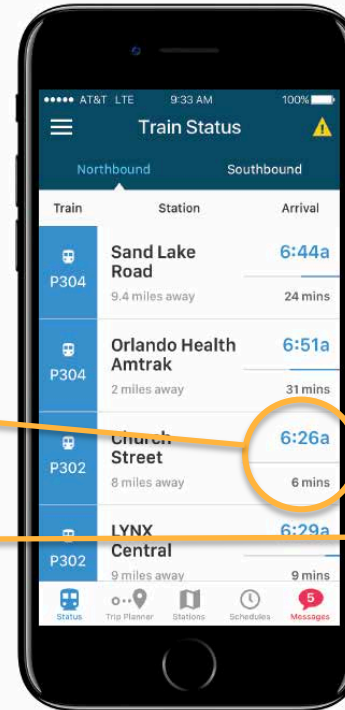
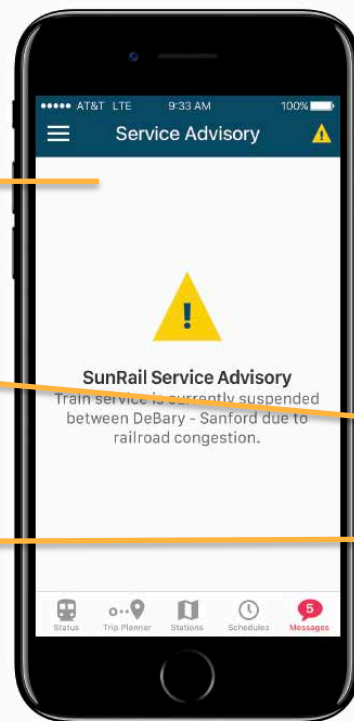
QUARTERLY HIGHLIGHTS

APP Development

SunRail
Service
Advisory

Real-Time Train
Arrival Info

Connectivity
Options &
Status



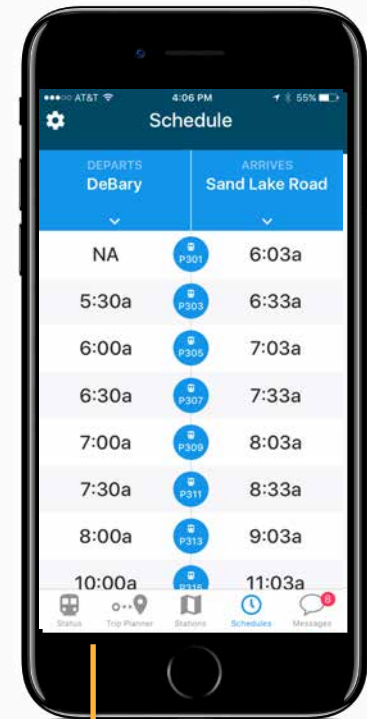
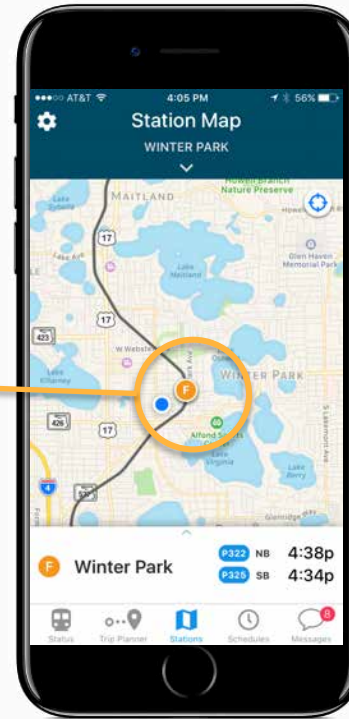
QUARTERLY HIGHLIGHTS

APP Development

SunCard
Account
Management

Location
Services

Convenient
Schedule
Display



DRAFT - FOR DISCUSSION PURPOSES ONLY AGENCY UPDATE

SUNRAIL OPERATING REVENUE, O&M EXPENSES, CAPITAL MAINTENANCE AND CONSULTANT COSTS	FY17 BUDGET	FOR THE ELEVEN MONTHS ENDED MAY 31, 2017	
		BUDGET	ACTUAL
Farebox revenue	\$ 2,320,910	\$ 2,127,501	\$ 1,723,773
CSX usage fees	\$ 3,122,148	\$ 2,861,969	\$ 3,146,329
Amtrak usage fees	\$ 955,991	\$ 876,325	\$ 906,791
FCEN usage fees	\$ 22,325	\$ 20,465	\$ 21,243
Right-of-way lease revenue	\$ 300,000	\$ 275,000	\$ 205,178
Ancillary revenue	\$ 206,000	\$ 188,833	\$ 90,393
Card Revenue	\$ 20,000	\$ 18,333	\$ 20,295
Total system revenue	\$ 6,947,374	\$ 6,368,426	\$ 6,114,002
FTA §5307 -	\$ 6,922,002	\$ 6,345,169	\$ 4,038,285
State maintenance assistance	\$ 6,300,000	\$ 5,775,000	\$ 5,775,000
State operating assistance	\$ 24,612,809	\$ 22,694,953	\$ 17,170,389
Local operating support	\$ -	\$ -	\$ -
Total operating revenue and assistance	\$ 44,782,185	\$ 41,183,547	\$ 33,097,676
Bombardier - Operations	\$ 6,749,113	\$ 6,186,687	\$ 6,289,366
Bombardier - Maintenance	\$ 14,164,666	\$ 12,984,277	\$ 12,148,809
Bombardier - Incentive/Disincentive	\$ 1,000,000	\$ 916,667	\$ 842,167
Xerox - Back-of-the-House Hosting	\$ 694,968	\$ 637,054	\$ 579,140
Xerox - Fare Equipment Maintenance	\$ 1,500,000	\$ 1,375,000	\$ 1,257,830
Herzog - Signal Maintenance of Way	\$ 2,631,862	\$ 2,412,540	\$ 2,217,861
Green's Energy - Fuel	\$ 1,000,000	\$ 916,667	\$ 828,279
Gallagher - Insurance	\$ 1,598,532	\$ 1,598,532	\$ 1,406,269
Amtrak - Heavy Vehicle Maintenance	\$ 1,500,000	\$ 1,375,000	\$ 616,126
Wells Fargo - Banking Services	\$ 6,300	\$ 5,775	\$ 4,310
Bank of America - Merchant Services (Banking)	\$ 60,000	\$ 55,000	\$ 50,306
MidFlorida - Armored Car Service	\$ 42,000	\$ 38,500	\$ 33,420
AT&T/Verizon - Wi-Fi Service	\$ 35,000	\$ 32,083	\$ 30,817
SunRail share of feeder bus O&M costs	\$ 2,499,744	\$ 2,291,432	\$ 1,285,720
Xerox - Fare Media Smart Card	\$ 140,000	\$ 128,333	\$ -
Xerox - Limited Use Smart Card	\$ 60,000	\$ 55,000	\$ -
Incomm - Card Distribution & Packaging	\$ 100,000	\$ 91,667	\$ -
Capital Maintenance	\$ 4,500,000	\$ 4,125,000	\$ 869,738
Consultant support/program management/Operations & Maintenance	\$ 6,500,000	\$ 5,958,333	\$ 4,637,518
Total O&M expenses, capital maintenance and consultant support	\$ 44,782,185	\$ 41,183,547	\$ 33,097,676

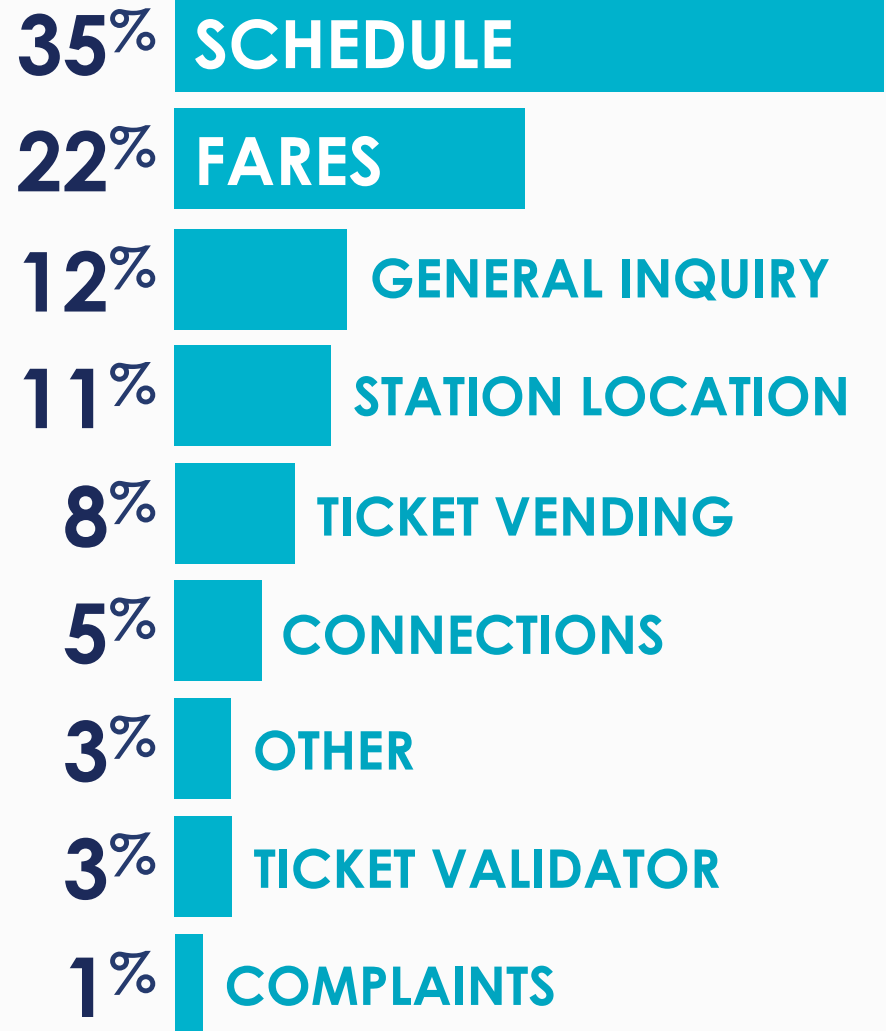


CALL CENTER

CALL CENTER STATS



APR. 1 – JUN. 30
4,071 CALLS





RIDERSHIP & SAFETY

Mr. Elliott Shepherd

ON-TIME PERFORMANCE

TRAIN ON-TIME
AVERAGE

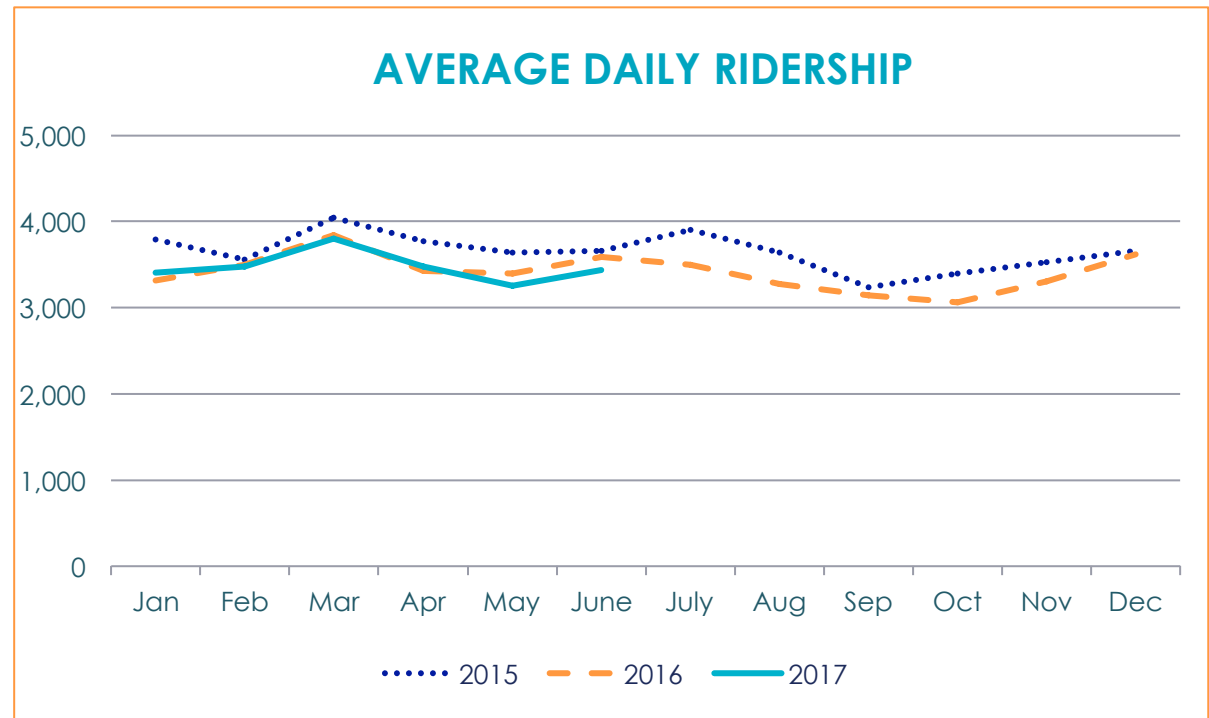
96%

Goal = 95%

OTP Trends
May 2014 – May 2017



CURRENT RIDERSHIP TRENDS



BICYCLE RIDER TRENDS

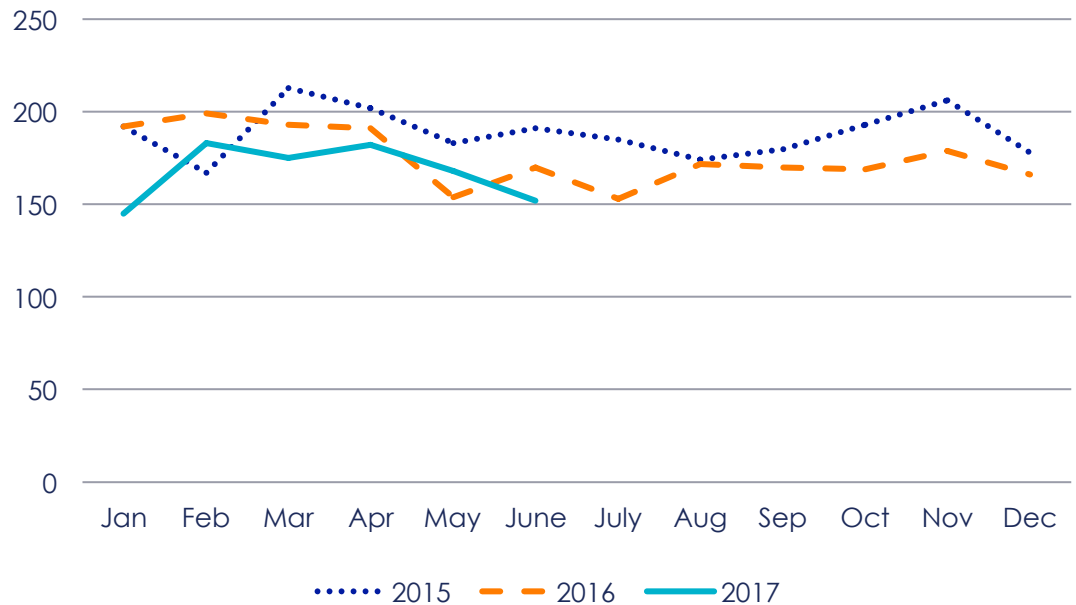


APRIL 182

MAY 168

JUNE 152

AVERAGE BICYCLE RIDERS



ADA RIDER TRENDS

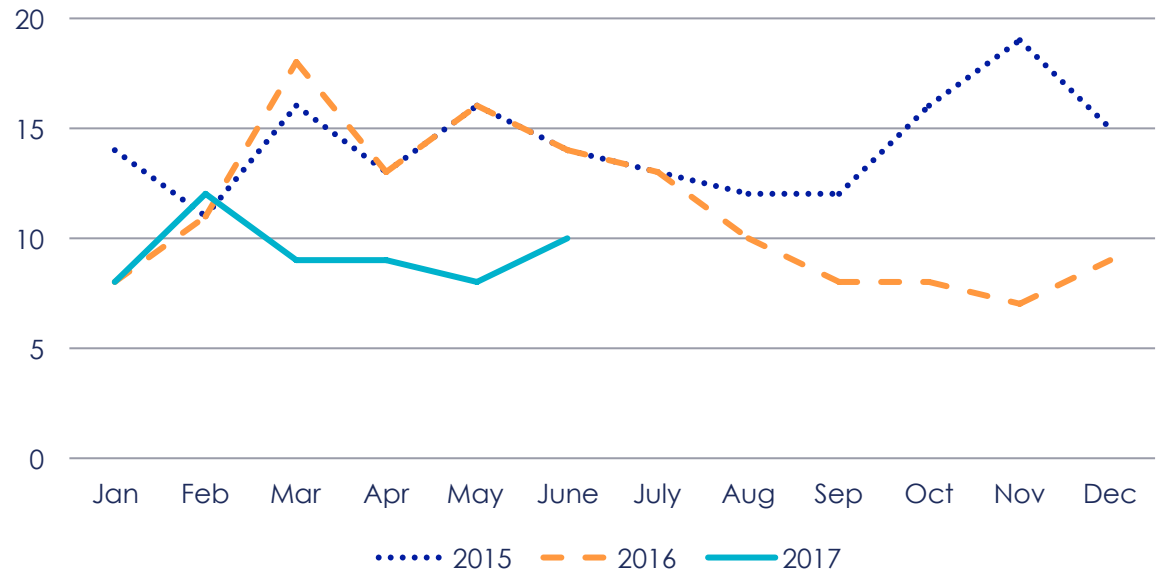


APRIL 9

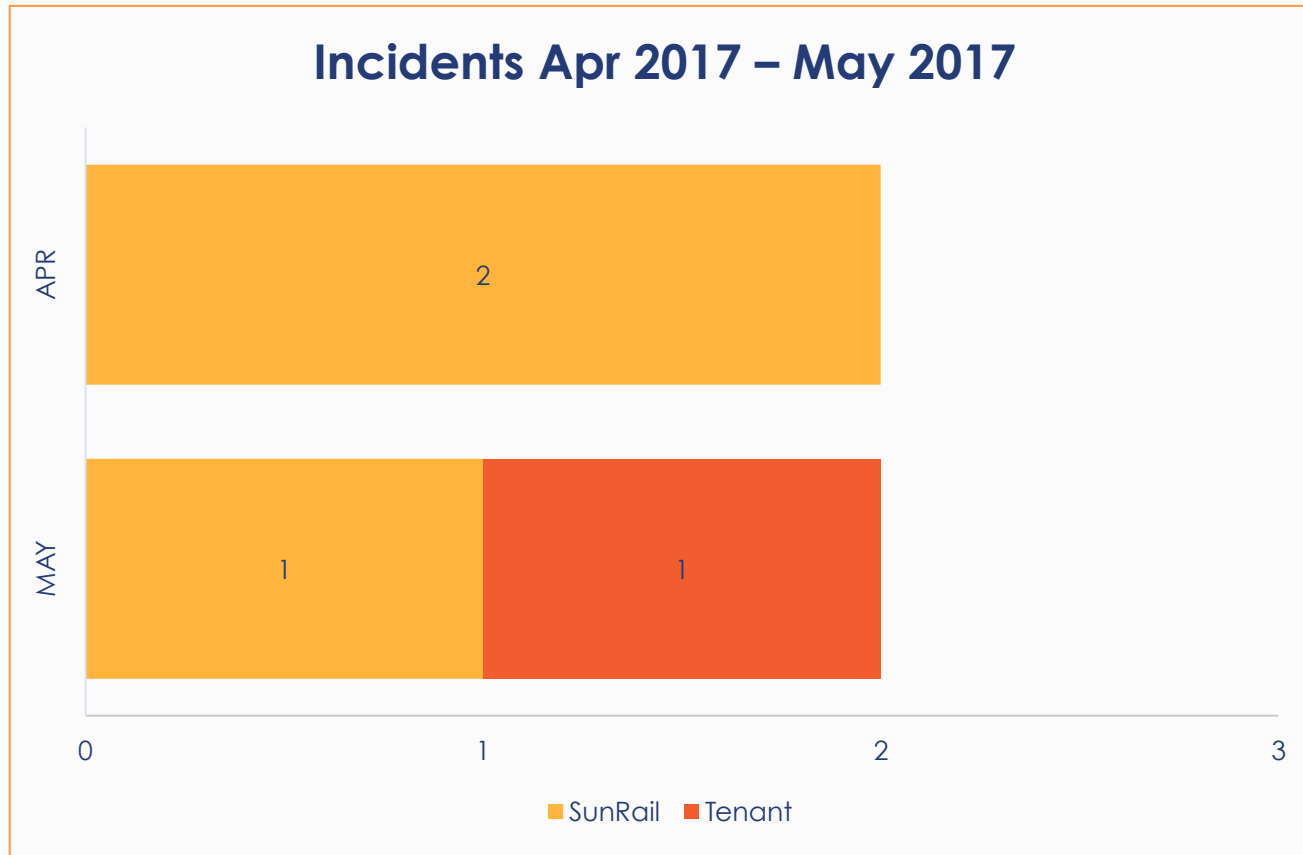
MAY 8

JUNE 10

AVERAGE ADA RIDERS



SAFETY & SECURITY



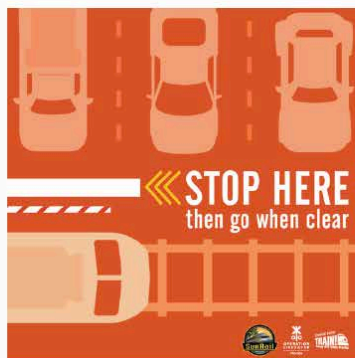
Presentations Delivered



SAFETY OUTREACH

Current Campaign

- Social Media
- Direct Mail
- Billboards
- Door-to-Door
- Special Events
- Schools
- Bus Drivers
- Community Groups
- Commercial Drivers
- Law Enforcement



QUIET ZONES & SAFETY ENHANCEMENTS

Mr. George Gault



A photograph of a construction site with a blue overlay. In the foreground, a worker in a dark shirt and cap stands next to a bicycle. To the left, another worker in a light shirt and cap stands near a concrete wall. In the background, a third worker is visible near a building. The scene is a construction site with various structures and equipment.

CONSTRUCTION UPDATE

KISSIMMEE PARKING GARAGE

NOW OPEN!



DEBARY PARKING LOT EXPANSION

NOW OPEN!

Final Accepted on May 5, 2017
Total Added Spaces 212 (8 ADA)
Overall 487 Spaces (16 ADA)



PHASE 2 SOUTH

Construction of grade crossings, ballast, ties and rail continues throughout the corridor.



PHASE 2 SOUTH

VSLMF – Crew Building



Boggy Creek Bridge



MEADOW WOODS STATION

- Working left and right platforms
- Spreading lime rock on LT Parking



TUPPERWARE STATION

- Install canopy - LT
- Haul in lime rock, balance & grade site



KISSIMMEE STATION



- Welding / Steel erection left
- Spreading and compacting subgrade – right parking lot



POINCIANA STATION

- Install canopy - Right
- Continue spreading lime rock, compacting and shaping to final grade

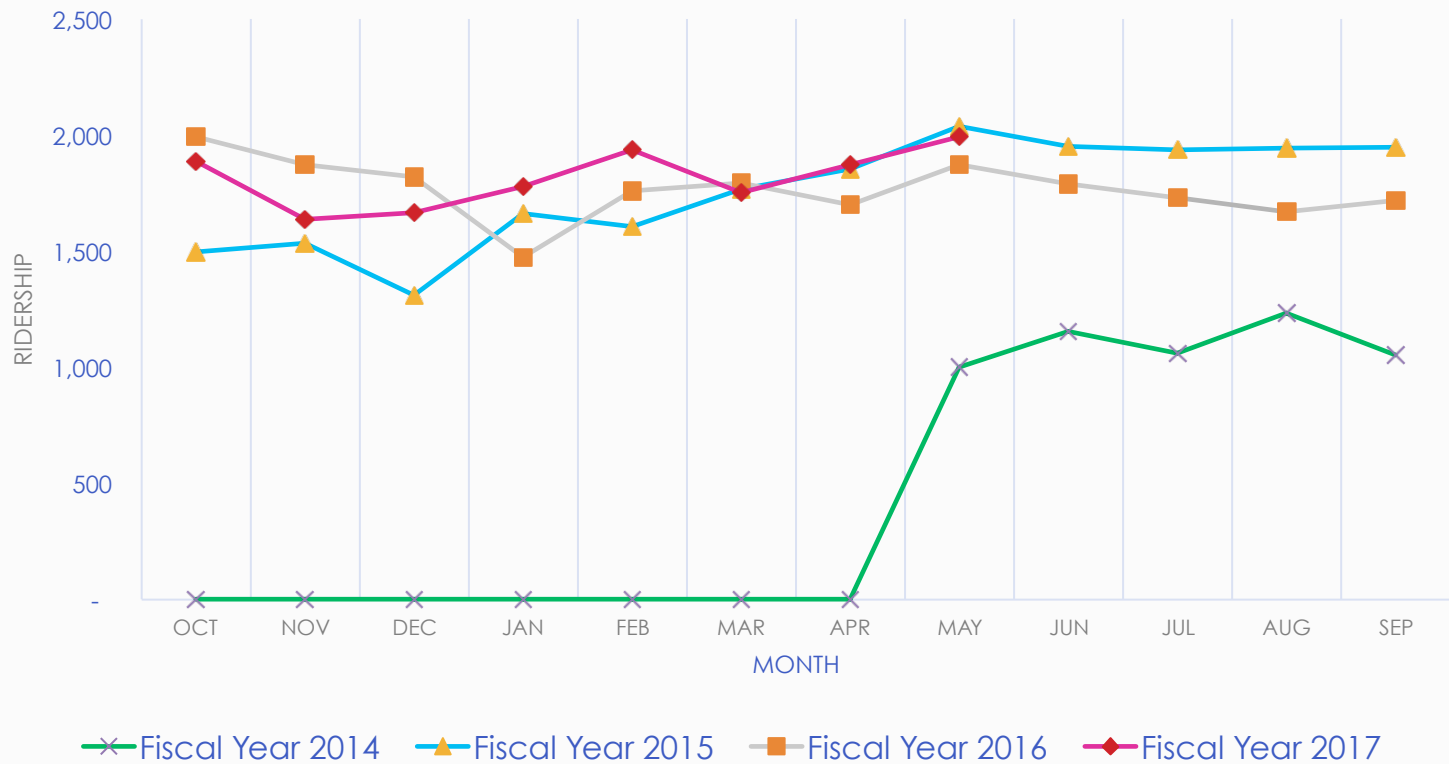


BUS CONNECTIVITY



LYNX

LYNX SUNRAIL CONNECTIVITY AVERAGE DAILY RIDERSHIP ALL STATION BY MONTH AND FISCAL YEAR



VOTRAN

VOTRAN SUNRAIL CONNECTIVITY - May 2017

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 2016												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

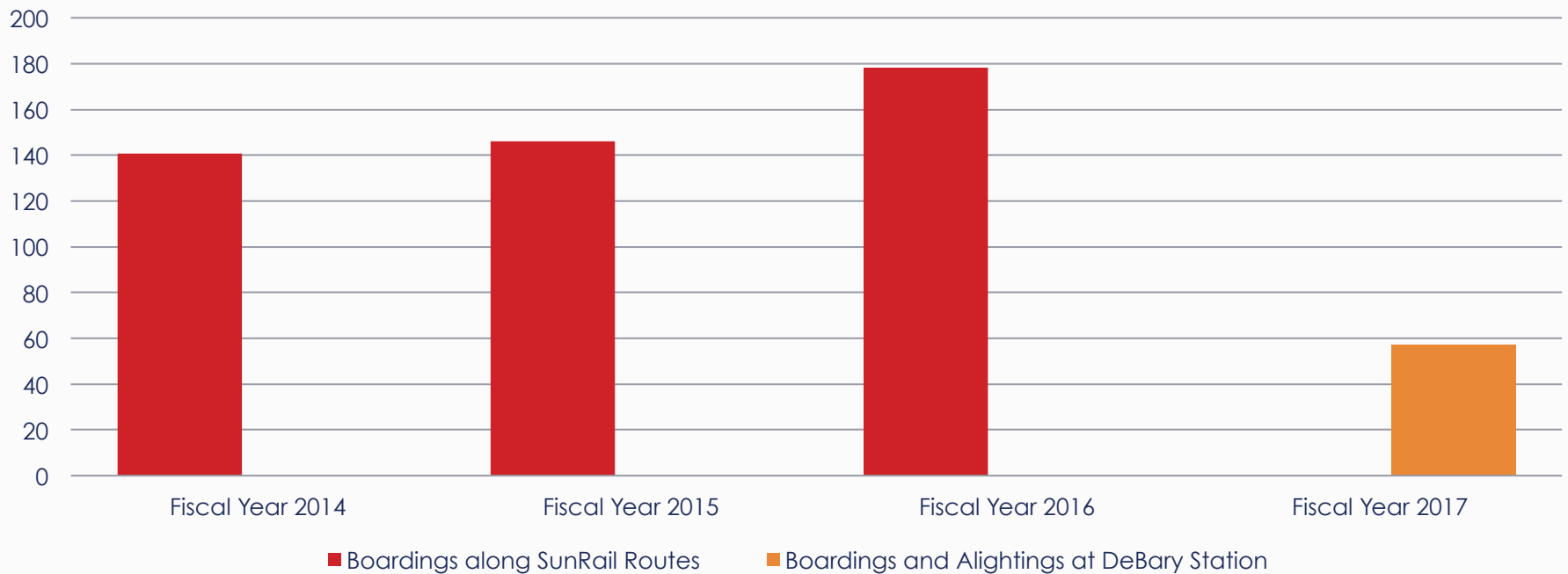
Votran Fixed-Route Average Daily Boardings & Alightings at DeBary Station

Activity at DeBary Station	Fiscal year 2017												Annual Daily Average
	Oct-16	Nov-16	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	22	20	23	20	22					171
Avg Daily Ridership	54	48	68	69	43	46	43	50					53



VOTRAN

Votran Average Daily Ridership on SunRail Routes



PUBLIC INVOLVEMENT

Mr. Steve Olson



MARKETING & BUSINESS DEVELOPMENT

Text Users



Currently over 700 users

Choo-Choo to the Zoo

Hundreds of New Riders Since Launch!



MARKETING & BUSINESS DEVELOPMENT

Summer on SunRail



Summer ON SUNRAIL

Looking for a fun way to spend your day? Ride SunRail to and from the Orlando Science Center!

AS EASY AS 1, 2, 3:

1. Plan your trip. SunRail operates 30 trains Monday through Friday between 6:00 am - 11:00 pm. Train timetables available at sunrail.com.
2. Arrive at your station 15 minutes early to purchase tickets. SunRail is free for all ages. Buy your ticket and hop ON when you see it.
3. Have Fun!

FEATURED DESTINATION

ORLANDO SCIENCE CENTER

DREAM BIG

EXHIBITION: SPACE & HUMANITY
NOW PLAYING

777 East Princeton Street, Orlando, FL 32803

OPERATING HOURS

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10:00 am - 5:00 pm							
10:00 am - 5:00 pm							
10:00 am - 5:00 pm							
10:00 am - 5:00 pm							
10:00 am - 5:00 pm							
10:00 am - 5:00 pm							

DAILY ADMISSION PRICES

	Adult	Youth 9-11	Senior 65 up	Student with ID	2 & Under
	\$18.00	\$12.00	\$17.00	\$17.00	FREE

OSC.ORG

sunrail.com facebook.com/sunrail twitter.com/sunrail instagram.com/sunrail youtube.com/sunrail

Hospital Update



SUNCARD

A BETTER WAY TO GO

SunRail

FLORIDA HOSPITAL

The Art of Care. The Spirit of Care.



MARKETING & BUSINESS DEVELOPMENT

NEW Inspiration!

Digital Campaign

- Running 7/10-7/30
- Orlando Sentinel Traffic & Behavioral
- Projected 425k impressions

Springsteen, Stones, Marley and Dylan
all sang about riding on a train.

Maybe there's a song in you.



Simon and Garfunkel wrote
Homeward Bound at a train station.

We have 12 inspiring stations.



Orlando Traffic

ORANGE

SEMINOLE

LAKE

OSCEOLA

VOLUSIA

MORE



Brush fire partially shuts
down southbound I-95 in
Brevard, troopers say

Southbound Interstate 95 near Rockledge in Brevard County remained partially closed Tuesday morning because of a brush fire, according to the Brevard County Emergency Management Office. Officials previously closed the interstate near mile marker 198 before reopening all northbound and two southbound...

J.K. Rowling created Harry Potter
while riding on a train.

Imagine what you could do.



I-4 Misery Index: Get
updates on congestion and
accidents



MARKETING & BUSINESS DEVELOPMENT

Rider Stories



SUNRAIL STORIES

Heather & the "Train Ladies"



Mary



Mike



Natalie



The background image shows two women, likely of African descent, sitting at a table and looking at a large document or map. They are in a room with a large window that looks out onto a building with a balcony. The entire image has a warm, orange-yellow tint. A white, angular graphic element is positioned in the lower right, containing the text.

COMMENTS

- Committee Members
- Next Meeting: 8/16 @ 2pm
- Adjournment

THANK YOU!

Follow us at:



[Twitter.com/RideSunRail](https://twitter.com/RideSunRail)



[YouTube.com/RideSunRail](https://www.youtube.com/RideSunRail)



[Facebook.com/RideSunRail](https://www.facebook.com/RideSunRail)



[Flickr.com/photos/RideSunRail](https://www.flickr.com/photos/RideSunRail)



[Instagram.com/RideSunRail](https://www.instagram.com/RideSunRail)