



CUSTOMER ADVISORY COMMITTEE

December 14, 2017



Central Florida Commuter Rail Commission Customer Advisory Committee

Date: December 14, 2017
Time: 5:00 p.m.
Location: LYNX Central Station
2nd Floor Multi-Purpose Room
455 North Garland Avenue
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
- II. Confirmation of Quorum**
- III. Introductions**
- IV. Action Items**
 - a. Adoption of September 21, 2017 Meeting Minutes
- V. Chairman's Report – Chairman Jeffery Morris**
- VI. Public Comments**

Comments from the public will be heard pertaining to General Information on the agenda for this meeting. People wishing to speak must complete a "Speakers Introduction Card" at the reception desk. Each speaker is limited to two minutes.
- VII. Agency Update – SunRail CEO Nicola Liquori**
- VIII. Bus Connectivity**
 - a. LYNX – CEO, Edward Johnson
 - b. Votran – Assistant GM Planning, Marketing and Customer Service Heather Blanck



IX. Public Involvement – FDOT Communications Manager Steve

**Central Florida Commuter Rail Commission
Customer Advisory Committee**

Olson

X. Discussion Items

- a. Requests from Commission

XI. Committee Member Comments

XII. Next Meeting

- a. March 1, 2018 at 5:00 p.m. at Lynx Central Station

XIII. Adjournment

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Persons who require accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact Mr. Roger Masten, 801 SunRail Drive, Sanford, FL 32771, or by phone at (321)257-7161, or by email at roger.masten@dot.state.fl.us at least three business days prior to the event.

Attendees: Chairman Jeffery Morris, Karla Keeney, Liz Sturgeon, Nicola Liquori, Elliott Shepherd, Regina Marini Cargill, Steve Olson

Minutes

Meeting called to order by CAC Chairman Jeffery Morris at 5:02 P.M.	
Action Item: <ul style="list-style-type: none">• A majority of the members shall constitute a quorum. A quorum was met for this meeting.• Adoption of meeting minutes from May 9, 2017.	
Introduction: <ul style="list-style-type: none">• Introduction of Deborah Morrow, Executive Assistant<ul style="list-style-type: none">◦ Began with SunRail in July 2017 she has experience with other local public agencies.	Presenter: Nicola Liquori
Agenda Item: Chairman's Report <ul style="list-style-type: none">• Last CFCRC Meeting was held on August 30, 2017.<ul style="list-style-type: none">◦ Mayor Jacobs requested some things of the CAC which will be covered later in this meeting.◦ The need for increased service was reiterated.◦ The Church Street crossing was discussed.	Presenter: Jeffery Morris
Public Comments: <ul style="list-style-type: none">• James Grzesik stated he has been a SunRail rider since the beginning. He runs a SunRail vanpool that goes to and from his work every day with approximately 15 riders with two vans going from the Sand Lake Road station. He stated they pick up commuters going from DeBary to Florida Hospital on a daily basis. He stated he has concerns about SunRail communications to the public. There were some issues with communications last year during Hurricane Matthew. During Hurricane Irma, there was an effort to communicate through the website and news organizations; however, it was announced the last train would be 7:30 going North but the last train was 6:30 leaving riders behind. The website continued to state that service was suspended until further notice but it was not updated with what the issues were. While the text messages are helpful they do not explain what the real issues are.<p>Ms. Liquori stated the announcement suspending service was accurate. The service that was announced to be run was run. The platforms were watched after the service was suspended to ensure there were not riders who had not received the message. She noted that Hurricane Matthew was a different circumstance but because of lessons learned, a number of changes were made so as not to repeat those issues.</p>• Blake Culpepper stated that he was concerned about the communication provided after an incident.<p>Ms. Liquori provided that when a train is released by law enforcement, communication is provided promptly.</p><p>Karla Kenney suggested placing more information on the website regarding the reasons why service was not yet restored rather than by text message.</p><p>Liz Sturgeon also suggested more communication when to expect service to be restored.</p>	

Agency Update:**Presenter:** Nicola Liquori

- Quarterly Highlights
 - Hurricane Recovery – Emergency Preparedness Plan
 - Corridor Assessment
 - Text Alerts currently over 1,100 users
Completed Choo-Choo to the Zoo concluded August 31st
 - Service was provided June 12th for the Pulse Special Service and ridership was over 3,700
 - Social Media has over 29,000 followers
 - APP continues to be developed and will be another effective way to push messages to riders
 - Extended Services for Orlando City Soccer on Wednesday, September 27th
 - Train to Plane initiative
 - Partnership with LYNX
 - SunRail Rider Stories showcase the benefits of SunRail
 - Call Center statistics
 - Small number of complaints
 - Larger percentage relates to Schedule and Fares
 - Text statistics
 - Program launched March 2017
 - 1,138 active subscribers
 - 201 texts sent since March
 - 126,874 people have received texts
 - Reduction in customer service calls

Ridership & Safety Update:**Presenter:** Elliott Shepherd

- On-time Performance average at 96% year-to-date
- Average Daily Ridership
 - Trending up
 - May 3,254
 - June 3,434
 - July 3,504
- Bicycle Rider
 - May 168
 - June 152
 - July 160
- ADA Ridership
 - Trending up
 - May 8
 - June 10
 - July 14
- Safety & Security
 - The month of August, SunRail experienced 3 trespasser fatalities
- Safety & Security Outreach
 - Door-to-Door
 - Seminole County Bus Driver Training
 - On-Board Presentations
 - In-School Presentation
 - Current Campaigns
 - Social Media
 - Billboards
 - Community Groups
 - Commercial Drivers
 - Law Enforcement
- Train Safety Awareness Week September 24 – 30

Corridor Projects: <ul style="list-style-type: none"> ○ Rewiring Stations <ul style="list-style-type: none"> ▪ Ticket Vending Machines and Ticket Validator Units <ul style="list-style-type: none"> • Completed Altamonte Springs West, Lake Mary East & West, Sand Lake East and Longwood West • Work resumes on weekends at remaining locations September 30th ○ Phase 2 South <ul style="list-style-type: none"> ▪ On schedule to begin service Summer 2018 	Presenter: Nicola Liquori
Agenda Item: Bus Connectivity <ul style="list-style-type: none"> • LYNX <ul style="list-style-type: none"> ○ May was an exceptional month with close to 2,000 boarding and alightings ○ Ridership in the summer months tend to dip ○ LYNX' Transit Development Plan and Route Optimization workshops began September 20th and will conclude in Kissimmee tonight. The workshops encourage public involvement and connectivity to SunRail paramount. 	Presenter: Tiffany Homler
Agenda Item: Bus Connectivity <ul style="list-style-type: none"> • Votran <ul style="list-style-type: none"> ○ The current fiscal year reporting is different than previous fiscal years and we will look at more comparability going forward 	Presenter: Nicola Liquori
Agenda Item: Discussion Items <ul style="list-style-type: none"> • Request from Commission <ul style="list-style-type: none"> ○ Commissioner Jacobs' requested feed-back on the cleanliness of the system. <ul style="list-style-type: none"> ▪ All Committee Members relayed they have seen no issues with cleanliness ▪ Ms. Liquori noted that a survey is scheduled to be seen by text next week <p>Motion was made by the Chair to increase the trains to include an additional morning southbound and an additional afternoon trains earlier northbound. Motion was Seconded. The Motion passed unanimously.</p> <p>Under discussion, Liz Sturgeon, suggested later service on Friday evening</p> <p>Motion was made by the Chair to close the service gaps during non-peak hours to 1 hour or less. Motion was Seconded. The Motion passed unanimously.</p> <p>Motion was made by the Chair to offer limited weekend service. Motion was Seconded. The Motion passed unanimously.</p>	Presenter: Jeffery Morris
Committee Comments: <ul style="list-style-type: none"> • <i>Mr. Morris noted he felt there is some confusion regarding scheduling in the past and scheduling now- He noted that the members are in their second term and this is the fourth meeting of the second term. Therefore, any appointments that effect the members would be for the next meeting. The next meeting will be the 1st quarterly meeting of the third term. One meeting did not receive a quorum and that caused things to be moved back. He provided that his appointment was in 2014 but we didn't begin operating the Committee until 2015.</i> <p><i>Mr. Morris asked members Liz Sturgeon and Karla Kenney their willingness to serve another term. Both members stated they would like to continue serving.</i></p> <p><i>Mr. Morris asked about scheduling the next meeting and the 2018 meetings.</i></p> <p><i>Ms. Morrow stated the next meeting was scheduled for December 14th and the 2018 meeting schedule is provided in the members meeting package.</i></p>	

Next meeting is tentatively scheduled for December 14, 2017 at 5:00 p.m. at LYNX Central Station

Meeting adjourned at 6:15 P.M.



CUSTOMER ADVISORY COMMITTEE

December 14, 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:

ROGER MASTEN

FDOT District Five

801 SunRail Drive

Sanford, Florida 32771

Roger.Masten@@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.



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AGENDA

- Action Items
- Chairman's Report
- Public Comments
- Agency Update
- Discussion Items
- Committee Member Comments
- Adjournment



ACTION ITEMS



**Adoption of meeting
minutes from
September 21, 2017**



CHAIRMAN'S REPORT

Mr. Jeffery Morris



A photograph of a public transit scene, possibly a train platform or station, with a blue overlay. In the foreground, a man wearing a dark shirt, a cap, and sunglasses stands next to a bicycle, holding a small object in his hand. To his left, another man in a light-colored shirt and cap stands near a train car. In the background, two more people are walking. The text "PUBLIC COMMENTS" is overlaid in a white box on the right side of the image.

PUBLIC COMMENTS

AGENCY UPDATE

Ms. Nicola Liquori



AGENCY UPDATE

HISPANIC WEBSITE

iHOLA
SunRail.es!

The screenshot shows the SunRail website interface. At the top, a dark blue navigation bar contains the SunRail logo, a language selector (Language: EN ES), and links for Información, SunRail para Negocios, and Servicio al Cliente. Below this is a yellow bar with links for HORARIOS, MAPA, ESTACIONES, BOLETOS Y SUNCARDS, and LA. A red banner for 'nature's table' is visible. A callout box labeled 'Language Preference' points to the 'ES' option in the language selector. The main content area is titled 'HORARIO DE DIRECCIÓN NORTE' and includes three sections: 'HORAS DE OPERACIÓN', 'CERRADO FINES DE SEMANA O DIAS FESTIVOS', and 'LLEGUE 20 MINUTOS TEMPRANO'. Each section has a brief description and a link to download or view more information.

Language: EN ES Información SunRail para Negocios Servicio al Cliente

SunRail HORARIOS MAPA ESTACIONES BOLETOS Y SUNCARDS LA

nature's table click to find one near you

HORARIO DE DIRECCIÓN NORTE

Language Preference

VEA HORARIO DE DIRECCIÓN SUR

HORAS DE OPERACIÓN
De lunes a viernes, cada media hora durante el servicio programado por la mañana y por la noche, y con menos frecuencia durante el mediodía.
[DESCARGAR EL HORARIO](#)

CERRADO FINES DE SEMANA O DIAS FESTIVOS
SunRail **NO** opera los fines de semana o ciertos días festivos. Haga clic a continuar para obtener una lista completa de días cerrado.
[VER DIAS DE FESTIVOS](#)

LLEGUE 20 MINUTOS TEMPRANO
Es recomendado que llegue a la estación 20 minutos antes de su hora de salida programada, ya que los trenes no tienen la flexibilidad para esperar a los que lleguen tarde.
[VER MÁS CONSEJOS DE ETIQUETA](#)



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COMING SOON

PHASE 2 SOUTH PLANNING



RIDERS HAVE A VOICE



Rider Forum is being scheduled for this Spring



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CLEANLINESS TEXT SURVEY



EXECUTION DATE Oct 20, 2017
SURVEY DISTRIBUTION SET 1,157 Riders
SURVEY RESPONSES 164




QUESTION	AVERAGE SCORE
Cleanliness of SunRail Stations:	★★★★☆
Cleanliness of SunRail Trains:	★★★★☆
Cleanliness of SunRail Onboard Restrooms:	★★★★☆



EXPERIENCE TEXT SURVEY



EXECUTION DATE	Dec 13, 2017
SURVEY DISTRIBUTION SET	1,183 Riders
SURVEY RESPONSES	142

QUESTION	AVERAGE SCORE
Do You Always Tap On/Off:	92% 
Know About 10% SunCard Bonus:	75% 
Is it Easy to Transfer Between Bus & Rail:	65% 



TEXT ALERT UPDATES

TOTAL SUBSCRIBERS

Enhanced descriptions
improve the Rider experience

ATT: #SunRail Rider. Train P320 is delayed by 10 minutes due to railroad related issues.

ATT: #SunRail Rider. All SunRail trains are on time.

Train P336 is delayed by 15 mins due to waiting for Amtrak to clear the tracks. Train is on the move.

All SunRail trains are back on schedule. Regular service will resume Friday, December 1st, 2017.



BUS BRIDGE ENHANCEMENTS

- Deployed when service is interrupted
- Evaluating process to improve service

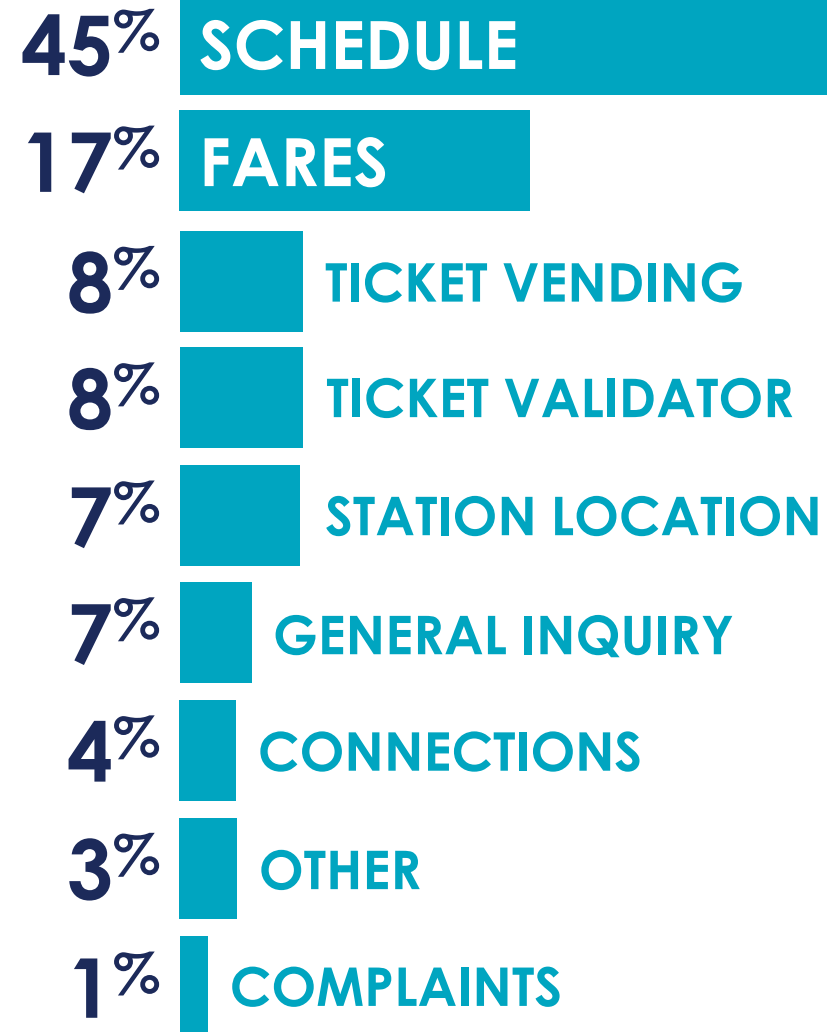


CALL CENTER

CALL CENTER STATS



SEP 1 – NOV 30
4,654 CALLS



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ON-TIME PERFORMANCE

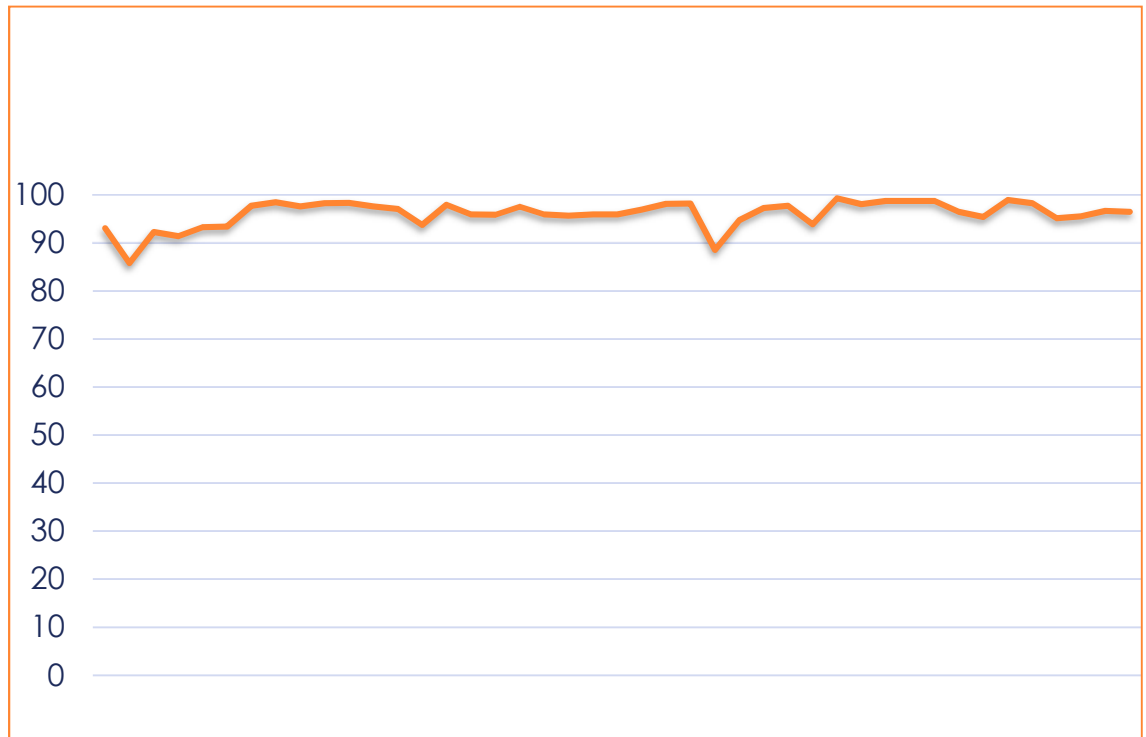
TRAIN ON-TIME
AVERAGE

96.5%

Goal = 95%

OTP Trends

May 2014 – November 2017



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CURRENT RIDERSHIP TRENDS

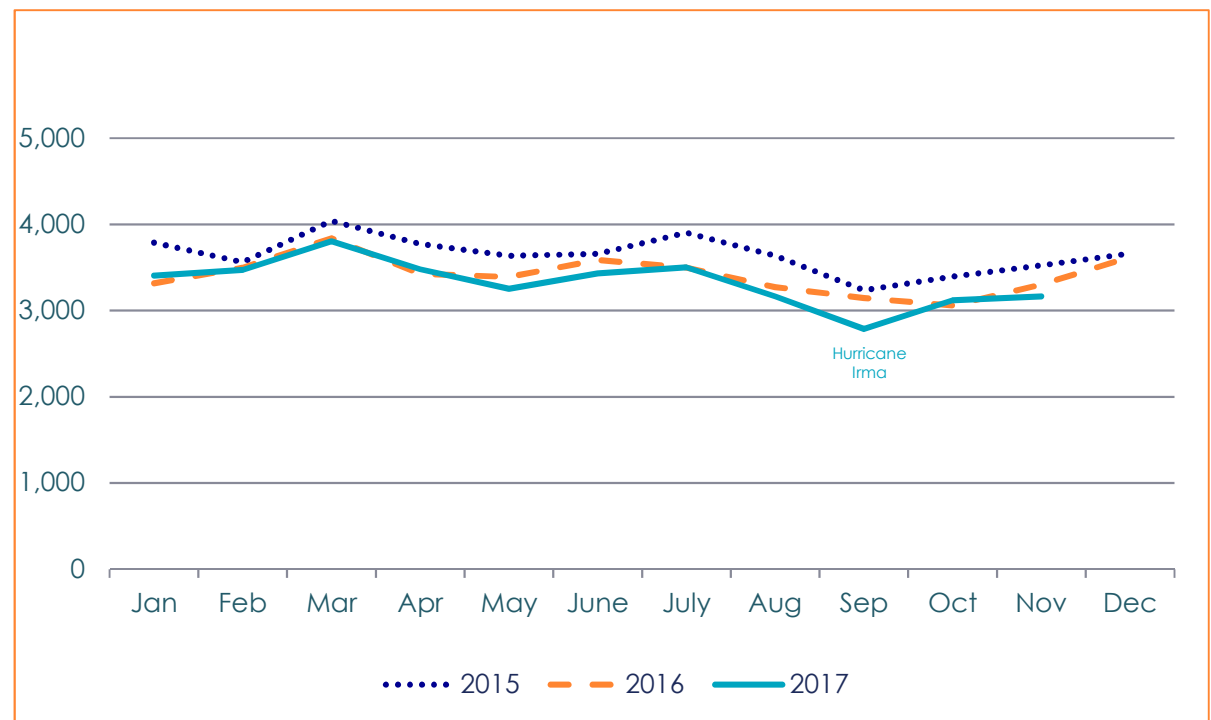


SEP 2,787

OCT 3,121

NOV 3,164

AVERAGE DAILY RIDERS BY MONTH



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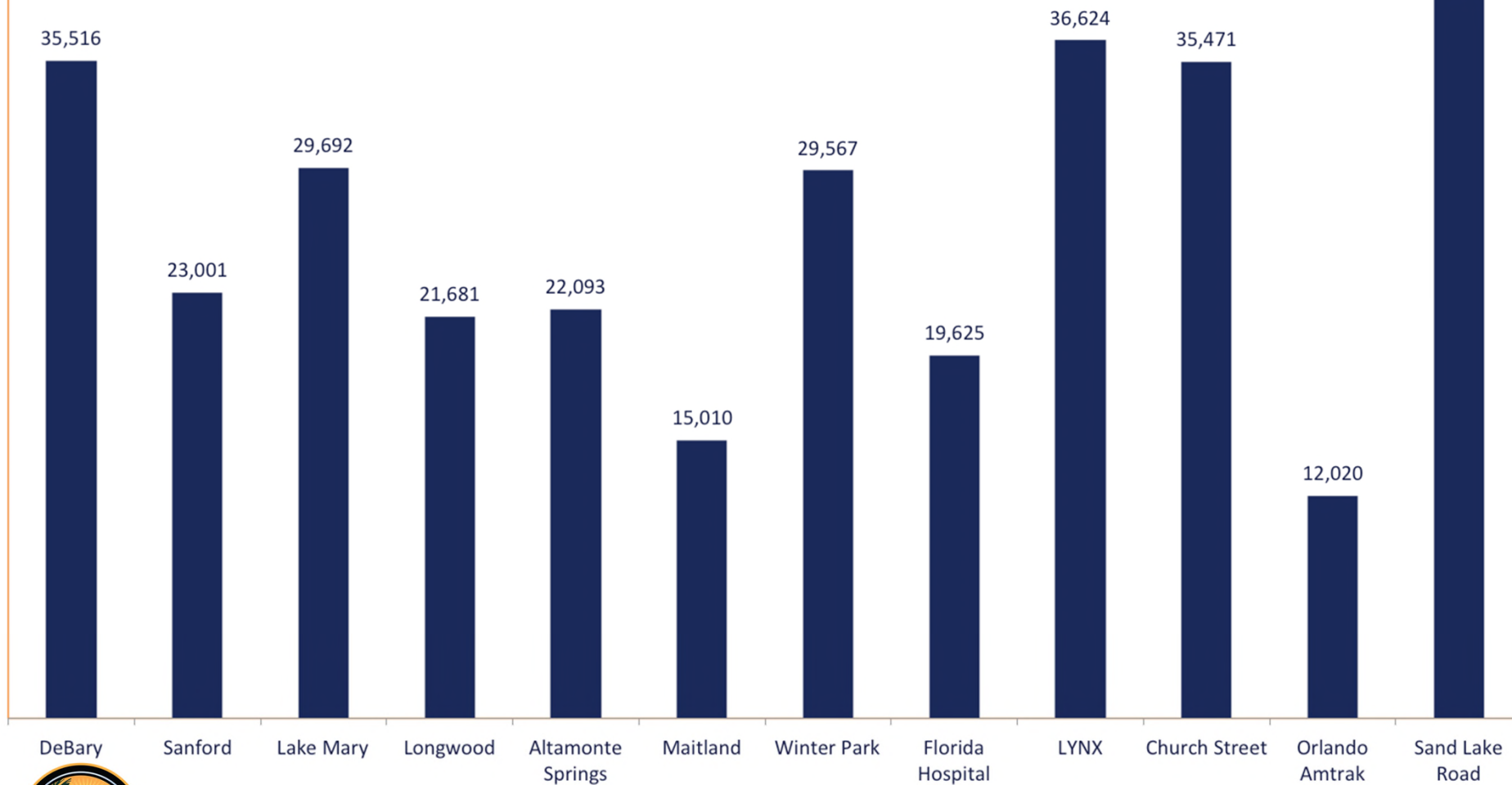
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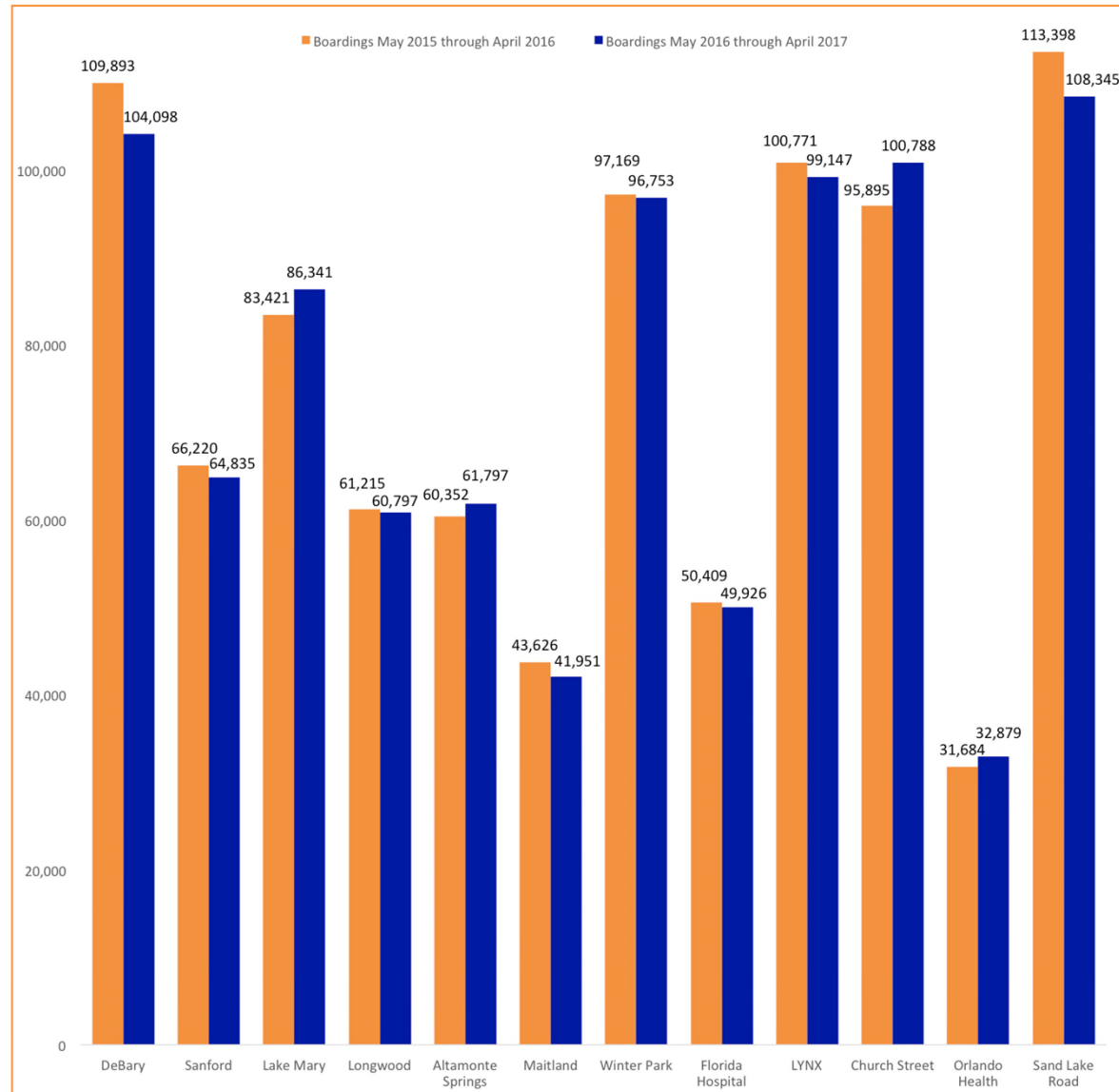
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BOARDINGS BY STATION

JULY – NOVEMBER 2017



BOARDINGS BY STATION FY2016 – FY2017



BICYCLE RIDER TRENDS

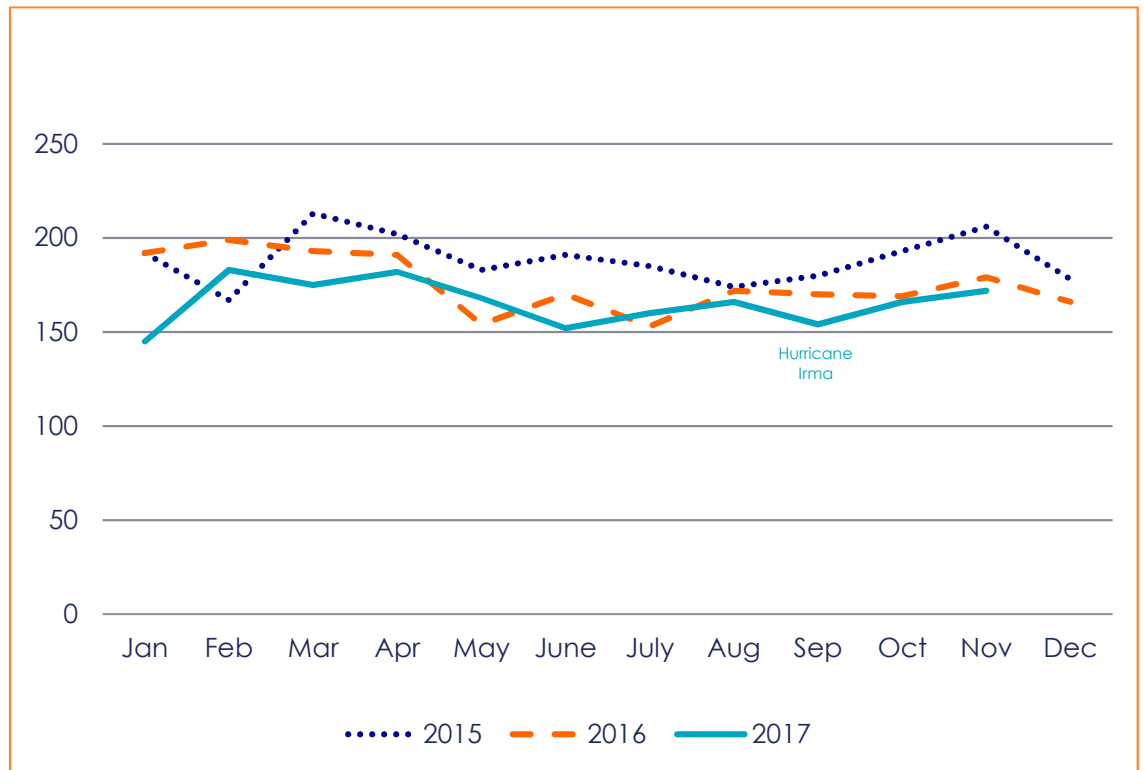


SEP 154

OCT 166

NOV 172

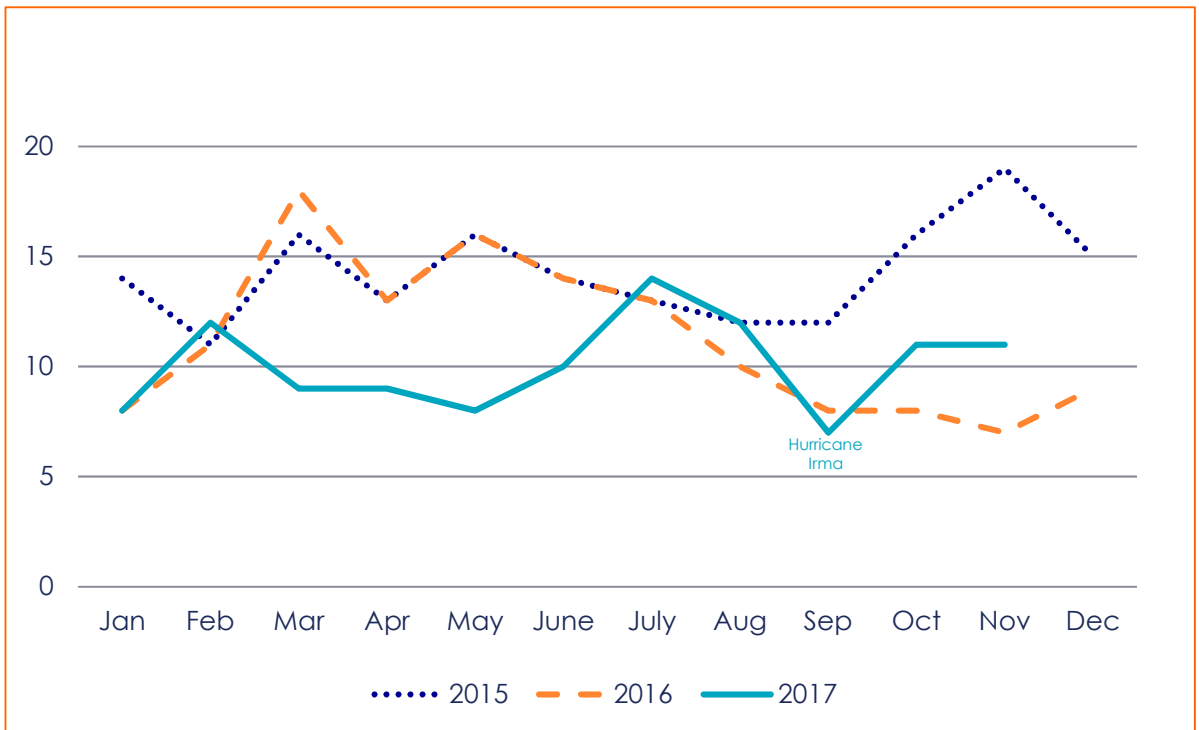
AVERAGE DAILY RIDERS BY MONTH



ADA RIDER TRENDS



AVERAGE DAILY RIDERS BY MONTH



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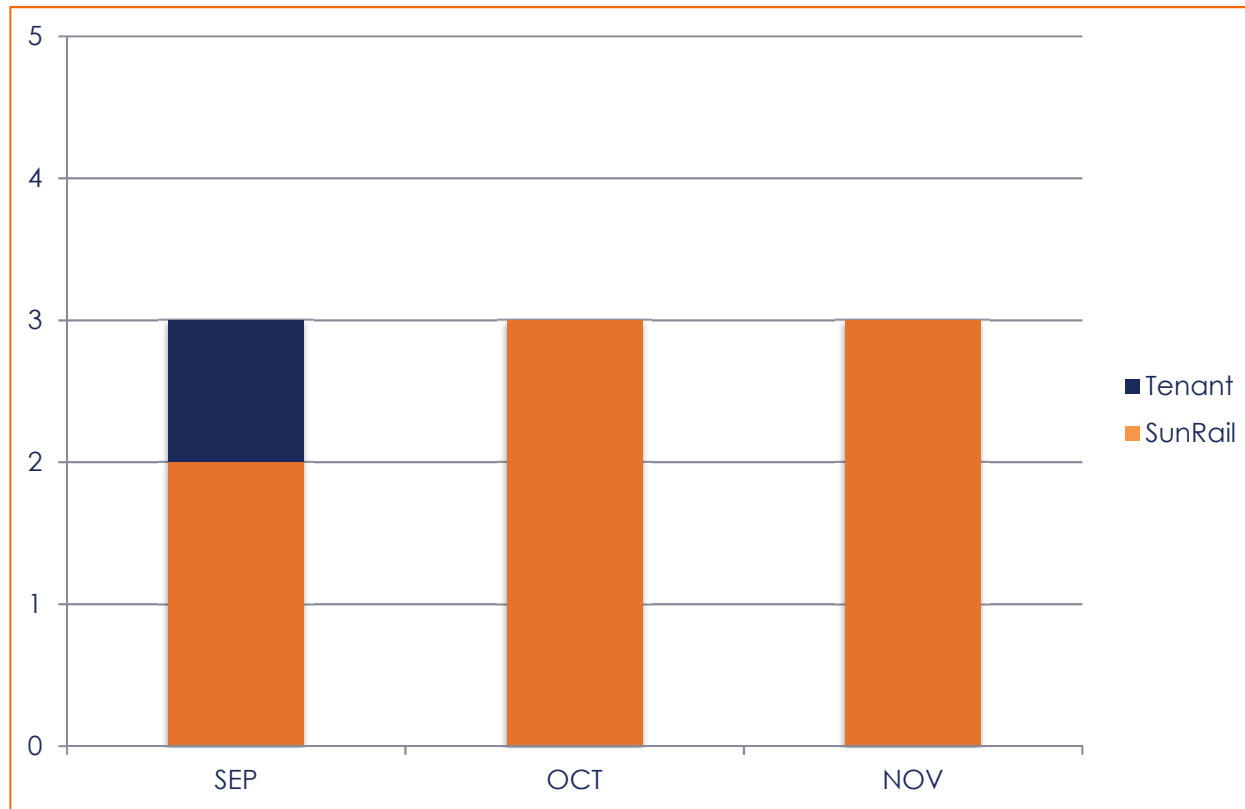
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SAFETY & SECURITY

INCIDENTS SEP – NOV 2017



SAFETY IS OUR TOP PRIORITY



ENGINEERING

- New fencing
- No trespassing signs
- Grade crossing capital improvements
- Quiet zone enhancements
- Positive Train Control



EDUCATION

- Procedures for reporting unusual activities
- Public outreach to schools, businesses, commercial drivers, community and first responders



ENFORCEMENT

- Meeting with law enforcement leaders to discuss ways to prevent trespassing and increase enforcement
- Ongoing coordination for safety outreach
- Attending monthly Community Traffic Safety Team meetings



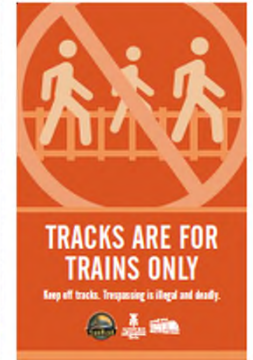
CORRIDOR ENHANCEMENTS



TRAIN SAFETY AWARENESS WEEK

HIGHLIGHTS

- Education & enforcement with 9 jurisdictions at 14 grade crossings over 3 days
- Billboards displayed 24/7 with over 800,000 impressions
- Daily safety messages on social media to 30k+ followers
- Safety outreach to First Responders
- Distributed more than 7,500 flyers by hand





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PHASE 2 SOUTH

- Construction of ballast, ties, rail, grade crossings, and signals continue throughout the corridor
- Grade Crossings - Two major crossings remaining – Vine Street (US 192) and Poinciana Blvd



VSLMF – Crew Building



SHINGLE CREEK BRIDGE



- West bridge open
- East bridge finished driving piles
- Prepping the caps



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MEADOW WOODS STATION



- Landscaping, hardscaping and lighting
- Platform signs, column wraps and railings



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TUPPERWARE STATION

- Landscaping, hardscaping and lighting
- Column wraps and painting



KISSIMMEE STATION

- Landscaping, hardscaping and lighting
- Installing canopies



POINCIANA STATION

- Landscaping, hardscaping and lighting
- Column wraps and underdeck painting

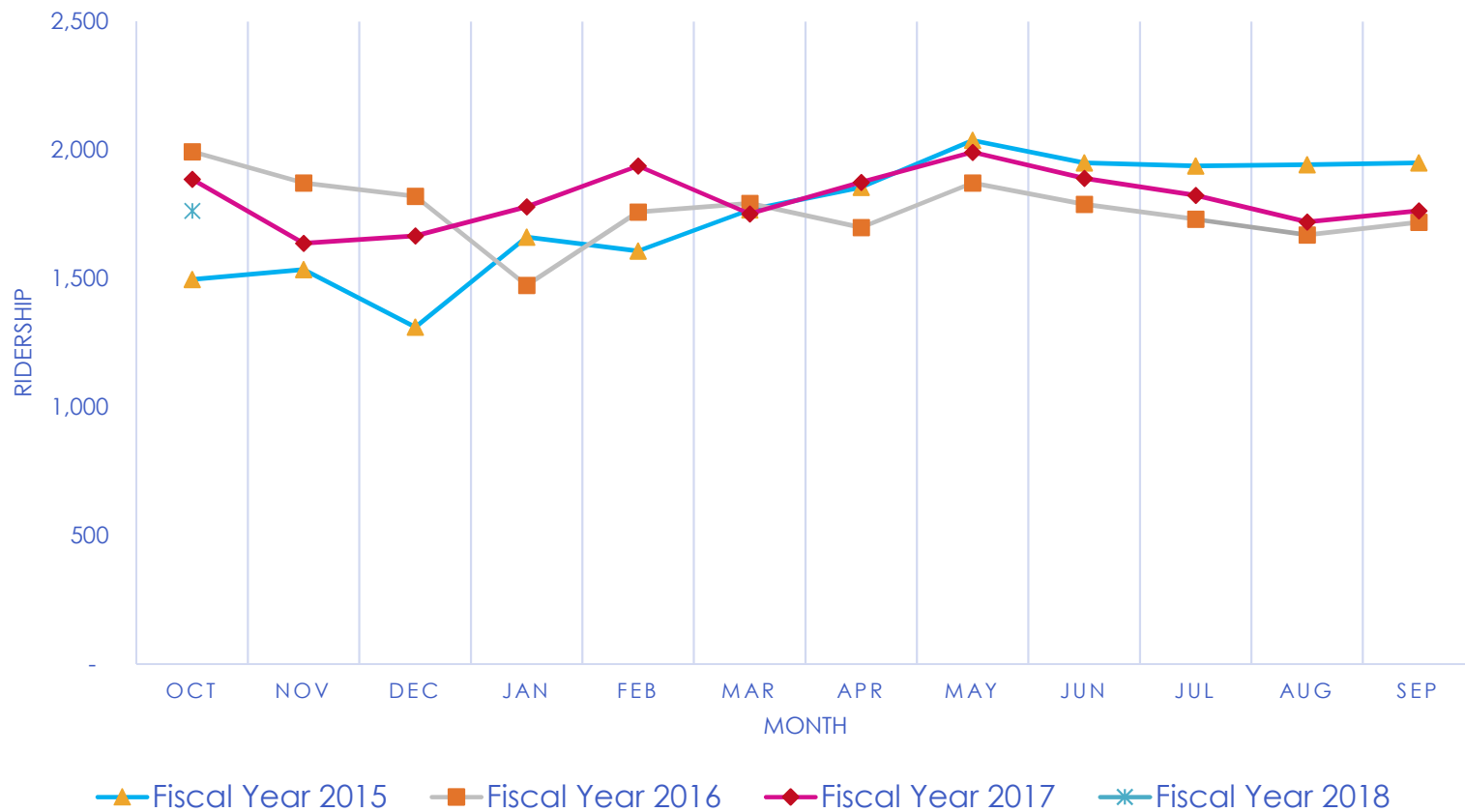


BUS CONNECTIVITY



LYNX

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



VOTRAN

VOTRAN SUNRAIL CONNECTIVITY - November 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 Debarry 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 Debarry 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	22	20	23	13	249
Avg Daily Ridership	54	48	68	69	43	46	47	50	58	67	83	80	59

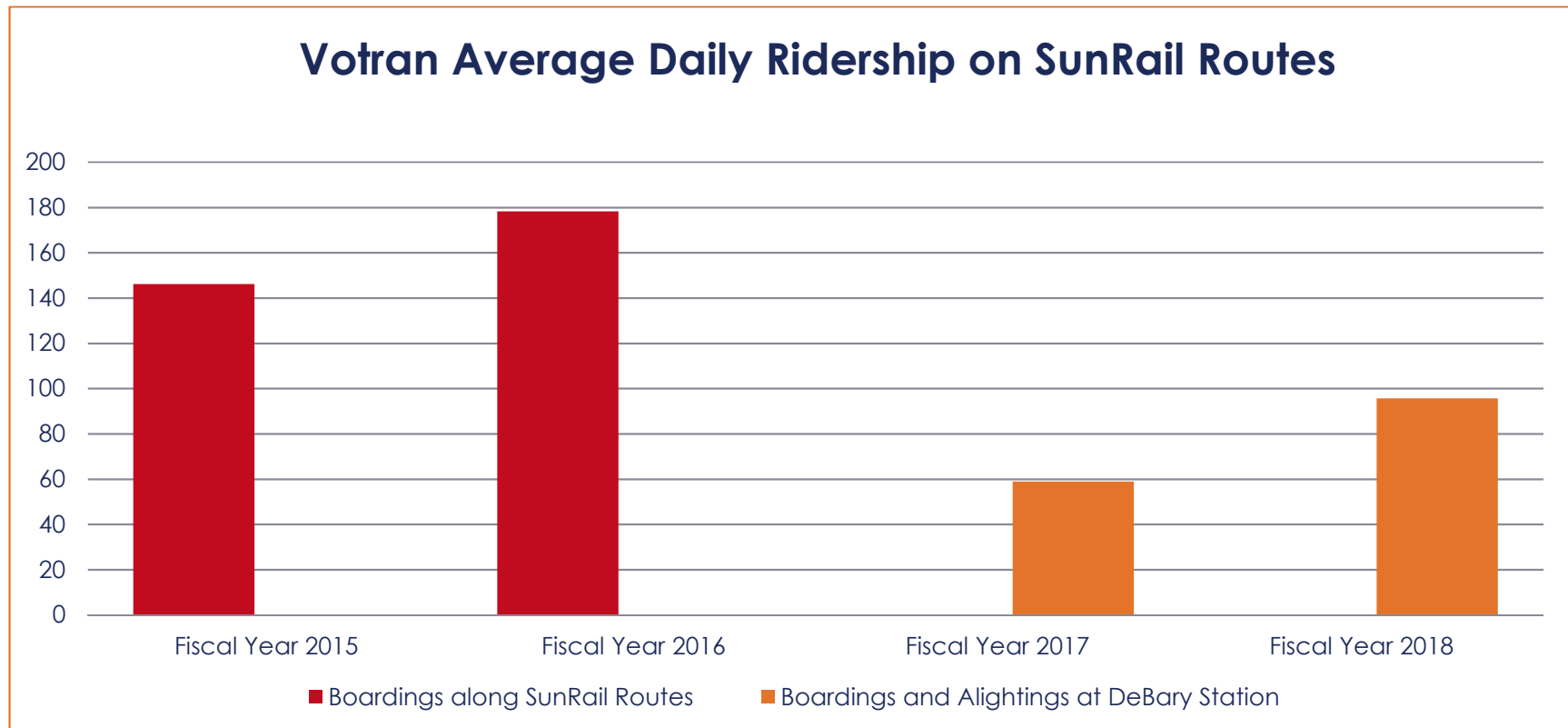
Note: Hurricane Irma interrupted SunRail from September 11 to September 19.

Votran Fixed-Route Average Daily Boardings & Alightings at DeBary Station													
Activity at DeBary Station	Fiscal year 2018												Annual Daily Average
	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	
Days of operation	22	21											43
Avg Daily Ridership	96	76											86

Note: Hurricane Irma interrupted SunRail from September 11 to September 19.



VOTRAN



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.



PUBLIC INVOLVEMENT

Mr. Steve Olson



NEW RIDER STORIES

Hello, Janice!



MOBILITY WEEK



Supported statewide promotion of sustainable transportation choices.



'TIS THE SEASON

HOLIDAY HOURS




HOLIDAY SCHEDULE

OPEN
Friday, December 22

CLOSED
Monday, December 25




SPECIAL SERVICE




THURSDAY, DECEMBER 28TH
RIDE THE TRAIN TO THE GAME
Virginia Tech vs Oklahoma State



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MONDAY, JANUARY 1ST
RIDE THE TRAIN TO THE GAME
Notre Dame vs LSU



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A COMMUNITY EFFORT

We all have a responsibility to ensure that the communities we live and travel in are safe.



A photograph of two women sitting at a table in a train car, looking at a binder. 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 jacket. A window in the background shows an outdoor scene with a fence and trees.

COMMENTS

- Committee Members
- Next Meeting: 3/1/18 @ Lynx
- Adjournment

THANK YOU!

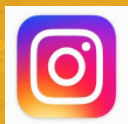
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YouTube.com/RideSunRail



Flickr.com/photos/RideSunRail



Phase 2 South Planning – Business Development Outreach & Education: We are in the process of creating a comprehensive plan to educate and activate key employers and other stakeholders about building ridership on SunRail. This plan will be activated during the 3-month window before the opening of the Phase-2 South SunRail expansion. This plan includes the development of educational/awareness materials to be used by SunRail team members, programmatic partners and businesses. The plan will also outline and target key rider populations from important “universes” of Central Florida stakeholders, including:

- Osceola County Employers
- Tupperware
- Downtown Orlando / Central Business District
- Orlando International Airport
- Florida Hospital & Orlando Health
- Leisure Travel – Both North & Southbound destinations
- Eastern Polk County
- Our Hispanic community

Additional components of this plan will include: working with our partners in Osceola County’s government and civic communities to promote the launch of phase 2, creation of dual-language materials as needed, outreach with key Hispanic community groups, working closely with other transportation agencies and private companies offering “last mile” solutions for commuters and leisure travelers, outreach to major employers and hosting Community Train Tours, as we did in Phase 1.

The “Train To The Plane” Campaign: We continue to work with our partners at the Greater Orlando Aviation Authority (GOAA) and Lynx to launch a comprehensive effort to promote the SunRail / LYNX Non-Stop, Link 111 transfer to Orlando International Airport (OIA). The campaign is currently running with the mission of informing and engaging two major audiences about the ease of travel to the airport (and cost savings) using SunRail:

- 1) The universe of 20,000 employees that work at OIA
- 2) The general public traveling in/out of OIA

Orlando International Airport Partnership – Targeting Employee Commuters: Through our partnership with GOAA, LYNX and reThink we are currently conducting bi-monthly “office hours” at OIA where we provide employees of OIA based companies assistance with mapping out their commute utilizing SunRail. This partnership also allows employees to utilize a themed, free, OIA employee 30-day SunRail pass. Only one pass is distributed per badged employee. To date, we have distributed 274 passes.

On Track: We produced and distributed the 20th, 21st and 22nd issues of “On Track,” SunRail’s bi-monthly digital newsletter for Central Florida’s business community. All On Track editions are stored on corporate.SunRail.com under the Public Documents drop down menu.

SunRail Stories: We continue to secure and assist in the distribution of unique testimonials from SunRail riders that we call “SunRail Stories.” These web-hosted videos showcase the many ways Central Floridians are benefitting from SunRail. A SunRail Stories page now exists on SunRail.com and an online submission form has been created. Our program partners also share these assets on social media.

New Sanford Trolley: In collaboration with the City of Sanford and the Sanford CRA, we have created a new campaign to promote a new trolley service that provides a free “last mile” connection between the Sanford SunRail station and multiple points in downtown Sanford. The trolley is fully ADA-compliant with room for up to 45 passengers. The trolley hours serve SunRail’s schedule, Tuesday – Friday starting at noon. This new service comes on the heels of the successful summer campaign, Choo Choo to the Zoo, which utilized a 25-person shuttle to move SunRail passengers between the Sanford SunRail station and the Central Florida Zoo & Botanical Gardens and the downtown Welcome Center on 1st street in Historic Downtown Sanford.



SHUTTLES AND/OR VANPOOLS RUNNING TO VARIOUS SUNRAIL STATIONS:

FROM THE SANFORD STATION:

- One Community Redevelopment Agency (CRA) funded trolley transports SunRail passengers starting at Noon, Tuesday-Friday.

FROM THE MAITLAND STATION:

- Florida Hospital Maitland funding and running an employee shuttle

FROM THE ORLANDO HEALTH/AMTRAK STATION:

- Orlando Health funding and running an employee shuttle to their offices in SoDo

FROM THE SAND LAKE ROAD STATION:

- One employer-funded car shuttling employees to ABC Fine Wine & Spirits
- One employee-funded vanpool for Darden employees
- Two employee-funded vanpools for Lockheed Martin employees
- One employee-funded vanpool for several worksites in the Southpark Center Loop office park
- One employer-funded fleet vehicle for employees of Pan Am Flight Academy
- One employer-funded vanpool for employees of Construction Data Company

ADDITIONAL FOLLOW-UP NEEDED FOR THE FOLLOWING PRIORITY AREAS:

- Assist the City of Lake Mary in the promotion of their Vanpool Grant Program



ADVERTISING REVENUE SCORECARD

OCTOBER 2017

2017-18 MEDIA KIT: AVAILABLE NOW

The 2017-18 Media Kit is being distributed through the ad sales team and are available upon request by emailing Caroline Gardner at caroline@evolvewithtoday.com or online <http://corporate.sunrail.com/doing-business-with-sunrail/advertising/>

ON BOARD ADVERTISING: INVENTORY SOLD OUT THROUGH 11/1/17

All inventory was sold as one-year contracts.

2017-18 Available Placements:	12
Cost Per Placement:	\$7,600 plus production

ONLINE & MOBILE ADVERTISING: AVAILABLE NOW

Total Placements Available on New Site:	42
Placement Fee Range:	\$350 - \$5,000

HISPANIC ONLINE & MOBILE ADVERTISING: TAKING PLACEMENTS NOW ON SUNRAIL.ES

Total Placements Available on New Site:	42
Placement Fee Range:	\$350 - \$5,000

TRAIN SCHEDULE ADVERTISING: INVENTORY SOLD THROUGH 1/30/18

SunRail has implemented a new display opportunity for businesses to purchase advertising space on the back panel of the train schedule cards. Program details include:

- Inventory - 3 placements
- Partners may purchase multiple or individual ads
- All contracts are on a 3-month basis
- Pricing is \$300 per location

STATION KIOSK ADVERTISING: AVAILABLE NOW

- Phase 2 Kiosk Reservations Available Now
- Partners may purchase multiple or individual stations
- All contracts are on an annual basis
- Space pricing is \$3,300/placement



SUNRAIL CONSUMER MARKETING PLAN

The SunRail Marketing team is working on multiple initiatives to assist in increasing ridership. Initiatives will focus on a variety of identified opportunities including: working with under-performing stations, employing new rider technologies and exploring partnerships with local sports organizations.

SUNRAIL.COM WEB TRAFFIC

7,988,447	Page views to date
4,212,603	Sessions
2,358,003	Unique visitors to date
1.98	Average number of pages visited per session to date
72%	Users who access site via mobile

SOCIAL MEDIA

The SunRail Social Media team averages approximately 150 new followers per week by focusing on such value-notifications such as:

Train delay/emergency status - Pushes via Twitter, Facebook and SunRail.com

Station Destinations - Local business spotlight

Station Spotlight - An educational feature of a selected SunRail station

In The News - Direct links to SunRail news stories

Social Media Followers:

12,244 Facebook followers

14,519 Twitter followers

2,856 Instagram followers

Total SunRail Followers - 29,619

NEW SUNRAIL MARKETING INITIATIVES

SunRail App Development

SunRail continues to develop its rider app for all relevant iOS and Android Systems. Features include geo-targeted rider information, an enhanced mobile SunCard manage system and real-time train status. Project is in internal testing mode.

SunRail Surveys Take to Texting

In an effort to be more efficient with rider surveys, SunRail tested a new technique that utilizes their texting database to acquire immediate user insights at a fraction of the time and cost. The test was a success and will become a regular tool in SunRail's ongoing surveying initiatives.

Hispanic SunRail.com website programming

In preparation for Phase 2 South, the SunRail marketing team has programmed a Hispanic website that will mirror the English version to best service the needs of our riders. The site will be live November 1, 2017

Marketing Initiatives throughout Central Florida

SunRail promotes a number of marketing and media initiatives throughout Central Florida. Creative themes include: Safety Messaging, Hispanic Radio, "Inspirational Drivers" and pedestrian signage throughout major businesses and hospitals.



TOD METRICS SUMMARY SCORECARD

AUGUST 2017

SUMMARY OF DEVELOPMENT WITHIN AN ACTUAL 10-MINUTE WALK OF STATIONS IN PHASE 1 & PHASE 2:

PROJECTS COMPLETED SINCE 2010

Number of Projects: 29

Construction Value: \$991 million

Building Square Footage: 3,536,268 GSF

Residential Units: 1,836

Permanent Employment (jobs): 1,905

Construction Employment (jobs): 2,967

PROJECTS CURRENTLY UNDER CONSTRUCTION

Number of Projects: 12

Construction Value: \$774,292 million

Building Square Footage: 1,475,122 GSF

Residential Units: 1,633

Permanent Employment (jobs): 1,860

Construction Employment (jobs): 1,874

PROJECTS IN PIPELINE (ANNOUNCED OR UNDER REVIEW)

Number of Projects: 31

Construction Value: \$1,116 million

Building Square Footage: 12,754,035 GSF

Residential Units: 5,929

Permanent Employment (jobs): 13,069

Construction Employment (jobs): 10,109



SAFETY OUTREACH ACTIVITIES

- 9/6 Meeting with Lyman High School Principal in Longwood to discuss rail safety outreach opportunities for students and teachers
- 9/22 Distributed OnTrack newsletter to Central Florida business partners for Train Safety Awareness Week activities and rail safety information
- 9/25-9/29 Kicked off Train Safety Awareness Week with rotating billboards, daily safety modal messages on SunRail.com, and daily safety social media messages
- 9/25-9/29 Posted Rock the Rails safety song campaign Honorable Mentions and Winners to SunRail social media and YouTube accounts reaching over 30k followers
- 9/25-9/29 Coordinated Variable Message Sign placement announcing Train Safety Awareness Week with law enforcement agencies throughout Central Florida
- 9/25 Mailed "Tracks are for Trains Only" posters to homeless shelters located throughout Central Florida
- 9/25 Distributed Train Safety Awareness Week bus safety flyers to Volusia, Seminole, Orange and Osceola County school boards, LYNX and Votran
- 9/25 Released Cops in Cabs video to Central Florida First Responders
- 9/26 Distributed SunRail Safety Watch materials to businesses located near railroad tracks in Longwood, Lake Mary and Maitland
- 9/26 Coordinated law enforcement outreach and education at dangerous grade crossings with Kissimmee Police Department, Seminole County Sheriff's Office, Sanford Police Department, Lake Mary Police Department and Altamonte Springs Police Department
- 9/27 - 9/28 Coordinated enforcement day at dangerous grade crossings with Sanford, Lake Mary, Longwood, and Altamonte Police Departments as well as the Seminole County Sheriff's Office
- 9/27 Distributed Train Safety Awareness Week materials onboard multiple trains throughout the day
- 9/29 Coordinated pedestrian safety handouts in Winter Park, downtown Kissimmee and downtown Orlando distributing Way to Go stickers and safety palm cards
- 10/4 Presented 3rd place prize Rock the Rails winner check to Horizon Middle School in Osceola County
- 10/12 Presented 1st place prize Rock the Rails winner check to Woodlands Elementary School in Seminole County
- Developing website to promote safety and science behind SunRail
- Posted 20 safety posts to SunRail social media accounts reaching nearly 30k

SAFETY PRESENTATIONS

- 9/21- Rail safety presentation with students and parents at 4C Headstart school orientation located in Osceola County at dangerous Pleasant Hill Road crossing
- 9/28- Presentation at Taft Neighborhood Community Center discussing rail safety and Phase 2 south expansion
- 9/29- Round-trip onboard presentation with Tie from Debarry station to Sand Lake Road station interacting with riders and passing out Train Safety Awareness Week materials
- 10/3- Community tabling event for Colonial Town North National Safety Night Out
- 10/6- Onboard presentation with 26 students and teachers from Altamonte Christian School riding from Altamonte Springs station to Winter Park station

2018 UPCOMING MEETINGS

Commission Meeting

Thursday, March 29 th	10:00 am - 12:00 noon (MetroPlan Boardroom)
Thursday, May 31 st	10:00 am - 12:00 noon (MetroPlan Boardroom)
Thursday, August 30 th	10:00 am - 12:00 noon (MetroPlan Boardroom)
Thursday, November 29 th	10:00 am - 12:00 noon (MetroPlan Boardroom)

Customer Advisory Meeting

Thursday, March 1 st	5:00 pm - 6:00 pm (LYNX 2 nd Floor Open Space)
Thursday, May 3 rd	5:00 pm - 6:00 pm (LYNX 2 nd Floor Open Space)
Thursday, August 2 nd	5:00 pm - 6:00 pm (LYNX 2 nd Floor Open Space)
Thursday, November 1 st	5:00 pm - 6:00 pm (LYNX 2 nd Floor Open Space)

Technical Advisory Committee Meeting

Wednesday, March 7 th	2:00 pm - 3:00 pm (LYNX 2 nd Floor Open Space)
Wednesday, May 9 th	2:00 pm - 3:00 pm (LYNX 2 nd Floor Open Space)
Wednesday, August 8 th	2:00 pm - 3:00 pm (LYNX 2 nd Floor Open Space)
Wednesday, November 7 th	2:00 pm - 3:00 pm (LYNX 2 nd Floor Open Space)

FRA / PTC Quarterly Meeting

Tentative: Wednesday, January 17 th	2:00 pm - 4:00 pm (SFRTA, Pompano Beach)
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FTA Quarterly Meeting

Tentative: Thursday, January 25 th	9:00 am - 12:00 noon (SunRail Operations Center)
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CFRC / SunRail Fire/Life Safety Committee Meeting

Thursday, December 14 th	10:00 am - 11:00 noon (Osceola EOC)
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