



# **CUSTOMER ADVISORY COMMITTEE**

Quarterly Update

March 1, 2018



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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**Date:** March 1, 2018  
**Time:** 5:00 p.m.  
**Location:** LYNX Central Station  
2<sup>nd</sup> Floor Multi-Purpose Room  
455 North Garland Avenue  
Orlando, Florida 32801

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***PLEASE SILENCE CELL PHONES***

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- I. Call to Order and Pledge of Allegiance**
  - II. Confirmation of Quorum**
  - III. Introductions**
  - IV. Action Items**
    - a. Adoption of December 14, 2017 Meeting Minutes
    - b. Selection of CAC Chair
  - V. Chairman's Report**
  - 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. Election of Officers**
  - VIII. Agency Update – SunRail CEO Nicola Liquori**
  - IX. Bus Connectivity**
    - a. LYNX – CEO, Edward Johnson
    - b. Votran – Assistant GM Planning, Marketing and Customer Service Heather Blanck
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# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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### **X. Discussion Items**

- a. Requests from Commission

### **XI. Committee Member Comments**

### **XII. Next Meeting**

- a. May 3, 2018  
5:00 p.m.  
LYNX Central Station  
455 N. Garland Ave.  
2<sup>nd</sup> Floor Open Space

### **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 Roger Masten, FDOT/SunRail Contracts Manager 801 SunRail Dr. Sanford, FL 32771, or by phone at 321-257-7161, or by email at [roger.masten@dot.state.fl.us](mailto: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, Mark Calvert, Steve Olson, Heather Blanck, Doug Robinson

## Minutes

<b>Meeting called to order by CAC Chairman Jeffery Morris at 5:03 P.M.</b>	
<b>Action Item:</b> <ul style="list-style-type: none"> <li>A majority of the members shall constitute a quorum. A quorum was met for this meeting.</li> <li>Adoption of meeting minutes from September 21, 2017.</li> </ul>	
<b>Agenda Item:</b> Chairman's Report	<b>Presenter:</b> Jeffery Morris
<ul style="list-style-type: none"> <li>Chairman provided the meeting was the Committees 1st meeting of the 3rd term. <b>Motion</b> was made and seconded that the December 14<sup>th</sup> meeting was the 1st meeting of the 3rd term. Motion passed unanimously.</li> <li>Chairman asked if the Committee would prefer to elect a new Chairman for the December 14, 2017 meeting or to move that he serve as Chairman Pro Tempore. <b>Motion</b> was made and seconded for Jeffery Morris to serve as Chair Pro Tempore for the Customer Advisory Committee December 14, 2017 meeting. Motion passed unanimously.</li> <li>Last CFCRC Meeting was held on December 1, 2017.             <ul style="list-style-type: none"> <li>Provided the comments of James Grzesik and Blake Culpepper from the Committee's September meeting.</li> <li>The need for increased service was reiterated.</li> <li>The Members' terms and appointments were discussed.</li> </ul> </li> </ul>	
<b>Agency Update:</b>	<b>Presenter:</b> Nicola Liquori
<ul style="list-style-type: none"> <li>Quarterly Highlights             <ul style="list-style-type: none"> <li>Launched SunRail.ES website</li> <li>Phase 2 South Planning                 <ul style="list-style-type: none"> <li>Safety discussions with area businesses</li> <li>Planning and marketing efforts will continue over the next few months</li> </ul> </li> <li>Cleanliness Survey was conducted October 20, 2017                 <ul style="list-style-type: none"> <li>Distributed to 1,157 riders</li> <li>Received 164 responses</li> </ul> </li> <li>Rider Experience Survey                 <ul style="list-style-type: none"> <li>Distributed to 1,183 riders</li> <li>Received 142 responses</li> </ul> </li> <li>Text Alert enhanced descriptions</li> <li>Bus Bridge enhancements</li> <li>Call Center statistics                 <ul style="list-style-type: none"> <li>The reporting period includes the September Hurricane</li> </ul> </li> <li>On-time Performance average at 96.5%</li> <li>Average Daily Ridership                 <ul style="list-style-type: none"> <li>Reporting period includes the September Hurricane                     <ul style="list-style-type: none"> <li>September 2,787</li> <li>October 3,121</li> <li>November 3,164</li> </ul> </li> </ul> </li> <li>Boardings by Station reported for the fiscal period July – November 2017</li> <li>Bicycle Rider Trends</li> </ul> </li> </ul>	

- Reporting period includes the September Hurricane
    - September 154
    - October 166
    - November 172
- ADA Ridership
  - Reporting period includes the September Hurricane
    - September 7
    - October 11
    - November 11

**Safety & Security Update:**

- Safety & Security
  - The month of September, 3 incidents were reported, 2 of which were suicides
  - Fencing and signage installation
  - Public outreach to schools and businesses
  - Meeting with local law enforcement

**Agenda Item:** Bus Connectivity

**Presenter:** Doug Robinson

- LYNX
  - LYNX' Fiscal Year '17 ended with 1,927 average daily boardings
  - LYNX' Fiscal Year '18 has begun with 1,825 average daily boardings

**Agenda Item:** Bus Connectivity

**Presenter:** Heather Blanck

- Votran
  - Votran's Fiscal Year '18 has begun with 86 average daily boardings

**Agenda Item:** Public Involvement

**Presenter:** Steve Olson

- New Rider Stories
- Mobility Week October 28 – November 3
- Holiday Schedule
- Safety – a Community Effort

**Agenda Item:** Discussion Items

**Presenter:** Jeffery Morris

- Request from Commission
  - Commissioner Jacobs' requested feed-back on the noise level.
    - Committee Members relayed they have difficulty hearing the conductor
    - Members suggested "next train" should be constantly posted
  - Commissioner Dallari requested proposed revisions to the Inter-Local Agreements be reviewed by the Technical Advisory Committee
    - The Chair provided proposed language revising the Customer Advisory Committee
      - Revised membership qualifications
      - Clarified member terms
      - Provide for Interim-Chair

**Motion** was made and seconded to recommend the proposed revisions for the Customer Advisory Committee to the Technical Advisory Committee. Motion passed unanimously

**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.

- Chair for the next scheduled Committee meeting
  - Member Karla Keeney suggested she would consider accepting the Chairmanship between this meeting and the next.

<b>Committee Comments:</b>
<ul style="list-style-type: none"><li>• <i>Members discussed the cleanliness of the LYNX Station.</i></li><li>• <i>Members discussed Bus Bridges and related communication with riders.</i></li></ul>
Next meeting is scheduled for March 1, 2018 at 5:00 p.m. at LYNX Central Station
<b>Meeting adjourned at 6:15 P.M.</b>





# **CUSTOMER ADVISORY COMMITTEE**

Quarterly Update

March 1, 2018



# TITLE VI

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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**

SunRail Contracts Manager  
801 SunRail Drive  
Sanford, Florida 32771

[Roger.Masten@dot.state.fl.us](mailto:Roger.Masten@dot.state.fl.us)

**JACQUELINE PARAMORE**

State Title VI Coordinator  
605 Suwannee Street, Mail Station 65  
Tallahassee, Florida 32399-0450



[SunRail.com](http://SunRail.com)





# **ADOPT MEETING MINUTES**

December 14, 2017

# CHAIRMAN'S REPORT



# AGENCY UPDATE

Ms. Nicola Liquori





- Exciting plans are underway for community events beginning May
- Working with local community to grow ridership and promote safety
- Working with first responders to provide equipment familiarization and safety training



**Construction**

# SOUTHERN HIGHLIGHTS

TVUs ready for installation



Test trains running



Share on social media!

BIRD'S EYE VIEW OF THE NEW STATIONS  
**OPENING IN 2018**



[SunRail.com](http://SunRail.com)





# BUSINESS DEVELOPMENT

1. Creating new connections
2. Establishing new programs within major employers such as Tupperware, hospitals and OIA
3. Reaching out to a community of leisure and daily riders
4. Educating and promoting final destination connections

## NEW MARKETING MATERIALS





# BUSINESS DEVELOPMENT

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## REACHING TOMORROW'S RIDERS

### Communities

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- Meet people where they are
- Educate on opportunities
- Build excitement through special events

### Employers

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- Identify key employers
- Understand their workforce
- Create a SunRail culture by relating and educating

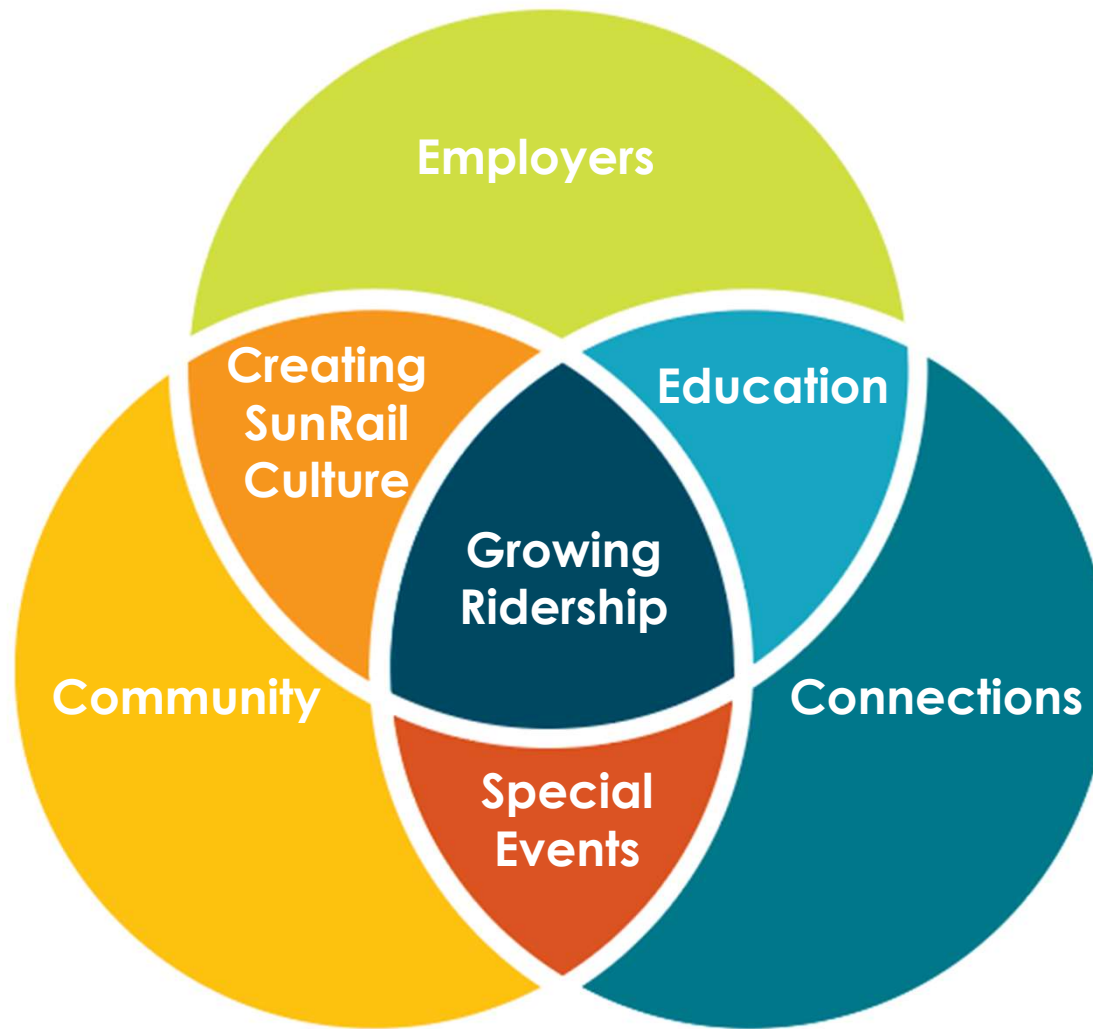
### Connections

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- Demonstrate how to connect with SunRail
- Educate on Lynx and other connection partners
- Give choices

# BUSINESS DEVELOPMENT

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# CORRIDOR ENHANCEMENTS



[SunRail.com](http://SunRail.com)



# SAFETY & SECURITY

- Educating the public is vital to safety outreach
- “No Trespassing” signs help promote awareness and enforcement efforts with local law enforcement
- 400 new signs are being installed along the entire corridor

*Target completion July*



# LAW ENFORCEMENT

Meetings with law enforcement continue promoting:

- Community education & enforcement
- Enforcement days at grade crossings
- Resources available during incident response
- Training for first responders
- SunRail involvement in Community Traffic Safety Team (CTST) meetings

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***“We are proud to partner with FDOT and SunRail in promoting SunRail safety in our community.”***

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**- Michael Deal**  
**Chief of Police**  
**Winter Park Police Department**

# SERVICE DISRUPTIONS

- Customer Service focused
- Coordinating with Lynx and Votran
- Updating select pick up/drop off locations
- Enhancing rider communications
- Utilizing texting service



SunRail has activated a bus bridge to efficiently move riders during significant disruptions in service. Buses will transport SunRail passengers to and from affected SunRail stations until train service is fully restored. We apologize for the inconvenience and will do everything possible to deliver you to your station as quickly and as comfortably as possible.

#### WHAT YOU NEED TO KNOW

During a bus bridge, SunRail Riders will board specially-marked SunRail buses such as Lynx or Votran.

Buses will be marked northbound or southbound depending on your desired route and will deliver you at no cost to your SunRail station. Buses will make all station stops along this route.

#### BUS PICK UP/DROP OFF LOCATIONS

Bus pick up and drop off locations are placed as close as possible to the station. Click on your station below for details.

- |                                   |                         |
|-----------------------------------|-------------------------|
| ▶ DeBary                          | ▶ Lynx Central Station  |
| ▶ Sanford                         | ▶ Church Street         |
| ▶ Lake Mary                       | ▶ Orlando Health/Amtrak |
| ▶ Longwood                        | ▶ Sand Lake Road        |
| ▶ Altamonte Springs               | ▶ Meadow Woods          |
| ▶ Maitland                        | ▶ Kissimmee             |
| ▶ Winter Park                     | ▶ Tupperware            |
| ▶ Florida Hospital Health Village | ▶ Poinciana             |

#### TEXT ALERTS

For up to the moment notifications during SunRail service disruptions, sign up for text alerts by texting "SunRail" to 31996.

To speak with Customer Service directly, please call 855-724-5411.

Updated 02/2018

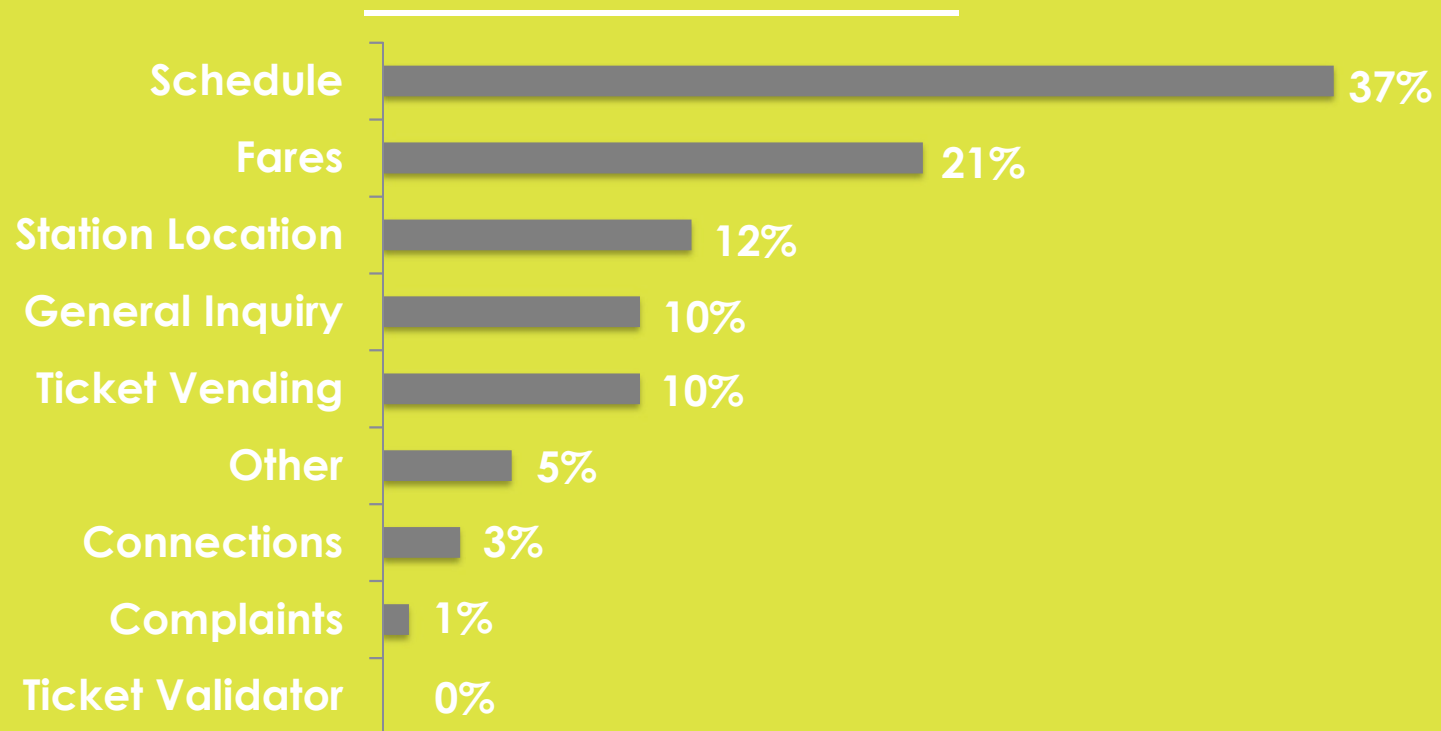




# CALL CENTER STATS

Total Calls 12/1/17 – 1/31/18

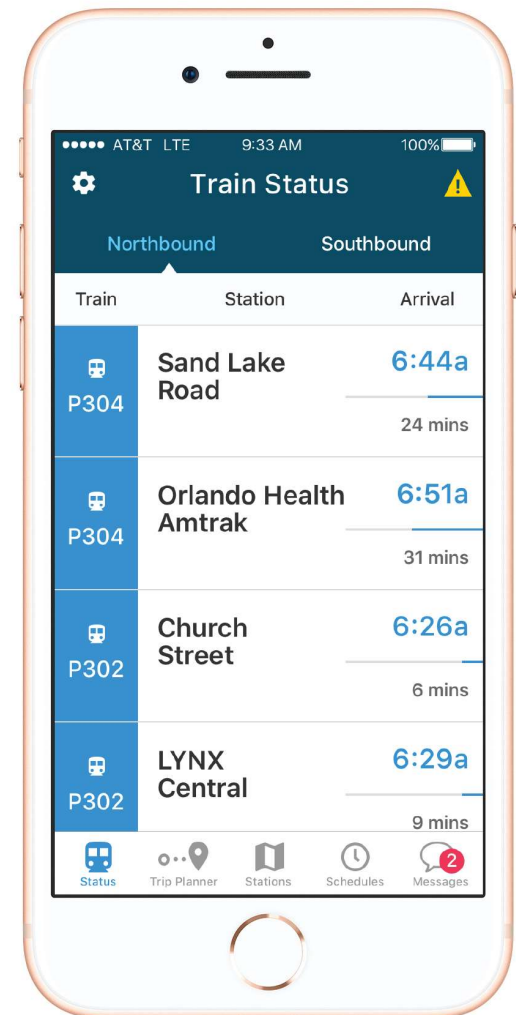
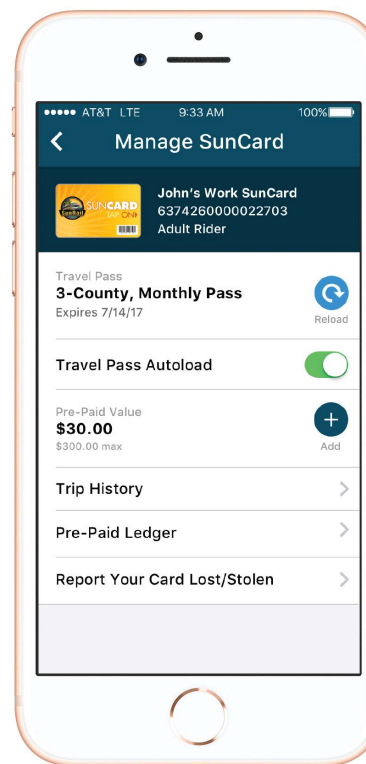
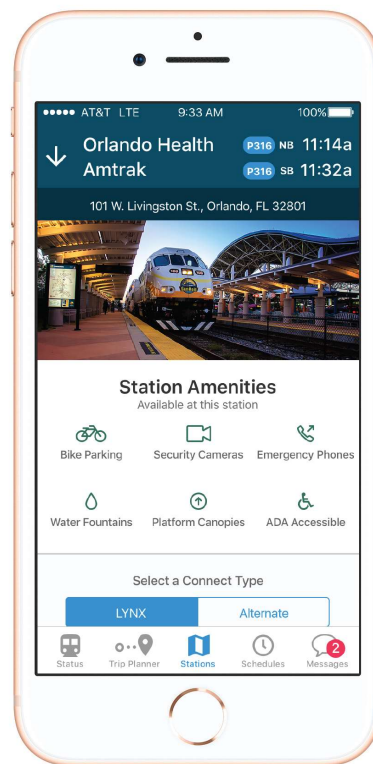
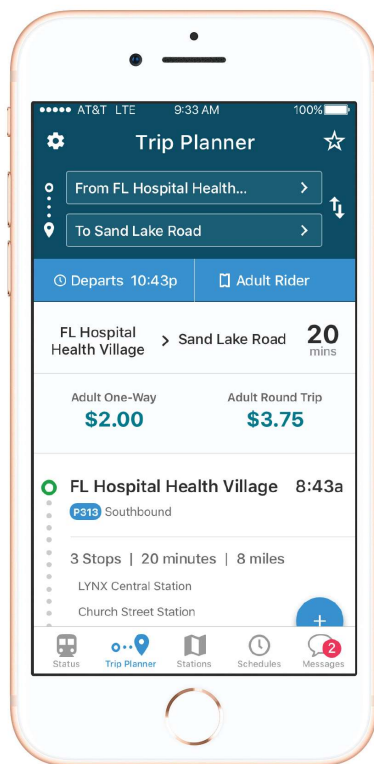
2,720



# APP UPDATE

## COMING SOON!

Testing currently underway



SunRail.com



# SPECIAL SERVICE

- Camping World Stadium Bowl on Thursday, December 28
- Overton's Citrus Bowl on Monday, January 1
- Pro Bowl Sunday on Sunday, January 28

*Total ridership these three days: 7,137*



[SunRail.com](http://SunRail.com)



# HONORARY CONDUCTOR

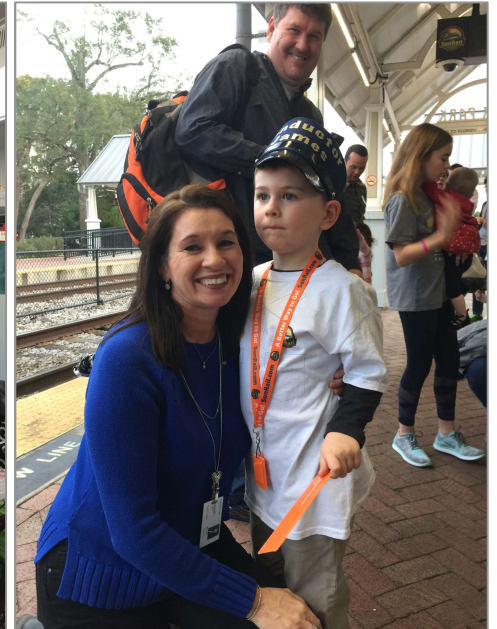
- On January 19, SunRail hosted James, the first Honorary Conductor
- Additional opportunities for outreach are being explored

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***“We have seen it in people with autism, especially boys, that they are fascinated by trains.”***

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- Alycia Halladay  
Autism Science Foundation



[SunRail.com](http://SunRail.com)

SunRail Safety  
**TRAIN!**  
Keep Off Train Tracks

**OPERATION  
LIFESAVER**  
OTD Florida

**FDOT**



# TRAIN ARRIVAL STATS

2017 ON-TIME  
AVERAGE

97%

Goal = 95%



# ONBOARD STATS

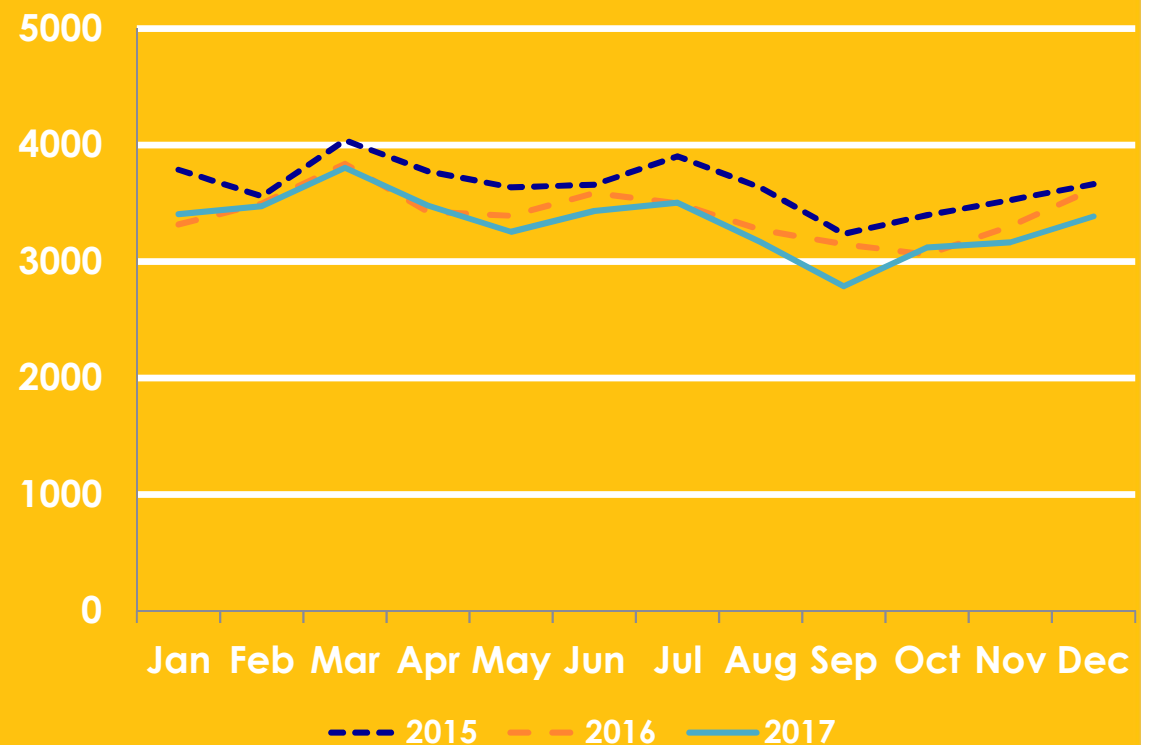
## 2017 AVERAGE DAILY BY MONTH

NOV 3,164

DEC 3,388

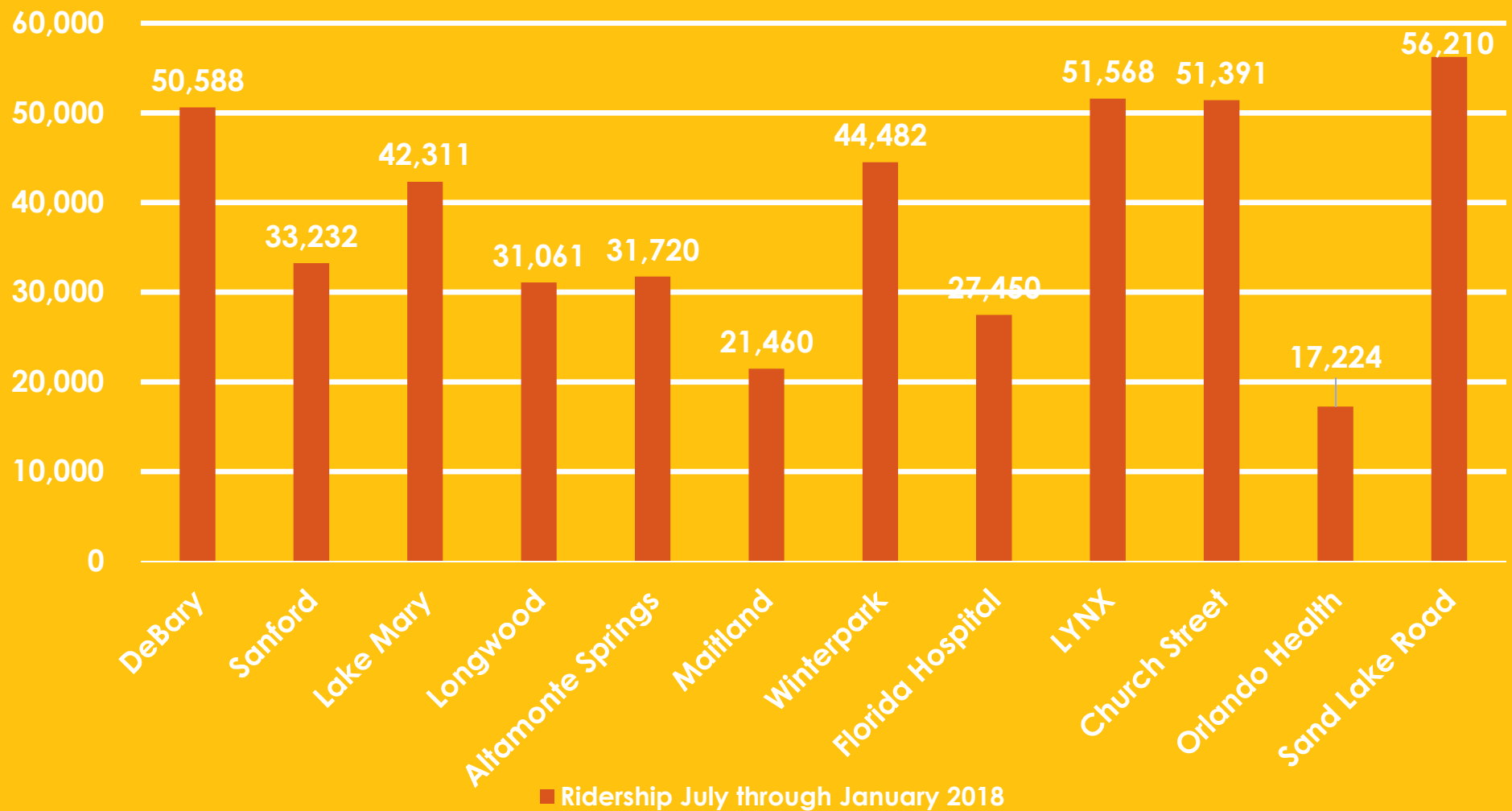
JAN 3,097

RIDERS



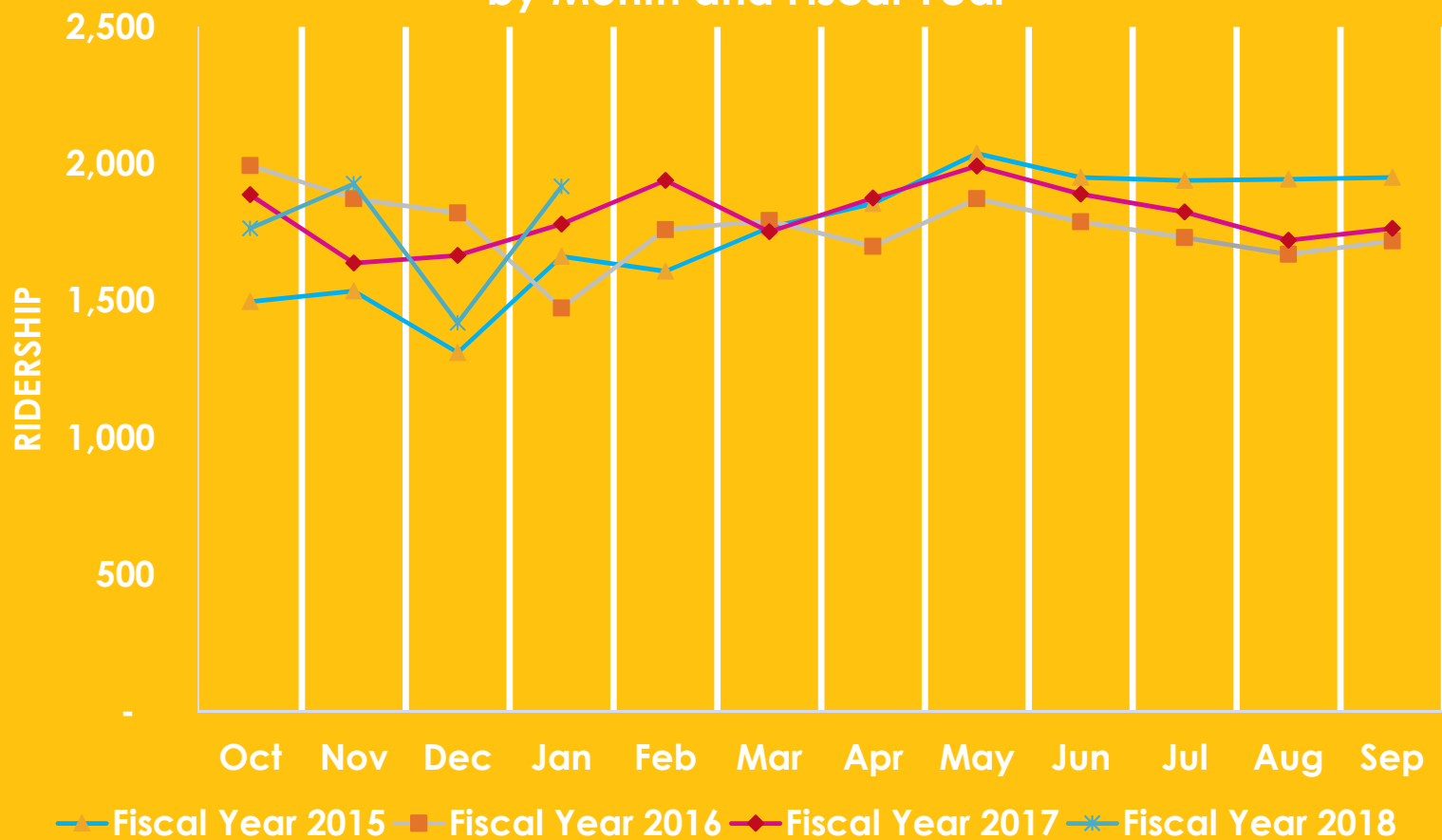


# BOARDINGS BY STATION



# LYNX CONNECTIVITY

Average Daily Ridership All Stations  
by Month and Fiscal Year



# VOTRAN CONNECTIVITY

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	20	22									85
Avg Daily Ridership	96	76	79	63									78
Note: Hurricane Irma interrupted SunRail from September 11 to September 19.													

**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.



# THANK YOU!

Follow us: RideSunRail





## CURRENT SUNRAIL SERVICE

**Orlando Bowl Games and NFL Pro Bowl Service:** We assisted in the coordination with partners and execution of weekend SunRail service to support Orlando's hosting of the Citrus Bowl on January 1st as well as the NFL's Pro Bowl on January 28th.

### Orlando International Airport / LYNX 111 "Train To Plane" Shuttle Schedule Enhancements:

As part of our continuing work with LYNX, we assisted in the development of new service times for the "Train To Plane" shuttle that are better coordinated to allow SunRail riders to have immediate access to an express bus to Orlando International Airport.

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

**On Track:** We produced and distributed four new additions 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.

**Ongoing Outreach and Education:** As part of our overall business development strategy, we continued our outreach and education efforts with employers and stakeholders in the Downtown Orlando core and along the SunRail service Line. The Business Development team conducted partnership and educational meetings with stakeholders, including: Downtown Sanford, Orange County Public Works, the Orlando Business Journal, Florida Hospital, Orlando Health and the Downtown Development Board.

**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.

## SOUTHERN EXPANSION

### Materials:

- Completed creative, information "flip book" that serves as a one-stop-shop for information and leave-behind handout for all public outreach

### Events:

- In the process of developing 6-10 showcase events to engage and inform key groups
- Timeline: Will take place during a 2 month window prior to "late July" launch date

### Presentations:

- Conducted 6 out of approximately 25 scheduled presentations to civic and business groups in our new service area such as the Kissimmee-Osceola Chamber of Commerce Hispanic Business Council, the Downtown Kissimmee Area Council, Kissimmee Main Street, etc.
- Timeline: February - June

### "I Will Ride" Publicity and External Affairs Effort:

- Creating plan to identify "early adopters" (riders who plan to use SunRail's Southern Expansion on Day 1) and create a social media and information campaign styled around the "I Will ride" message that will promote SunRail and the stories of those individuals
- Feb-June = identify potential stories, July = publicize stories

### Southern Expansion Area Hospitals

- Working with three hospitals to develop and execute employee education campaign:
  - Florida Hospital Kissimmee
  - Osceola Regional Medical Center
  - Orlando Health
  - Feb-June = identify potential stories, July = publicize stories
- Timeline: Feb-May Campaign Development, execution takes place in June and July



## 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

FEBRUARY 2018

## 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](mailto:caroline@evolvewithtoday.com) or online <http://corporate.sunrail.com/doing-business-with-sunrail/advertising/>

## ON BOARD ADVERTISING: INVENTORY SOLD OUT THROUGH 8/1/18

Most inventory was sold as one-year contracts.

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

## 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: AVAILABLE NOW

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 - 1 placement
- All contracts are on a 3-month basis
- Pricing is \$300 per location

## STATION KIOSK ADVERTISING: AVAILABLE NOW MOST STATIONS

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



# SUNRAIL MARKETING SCORECARD

FEBRUARY 2018

## SOCIAL MEDIA

The SunRail Social Media Team averages approximately 150 new followers per week across Facebook, Twitter and Instagram. Summary of these followers:

12,543 Facebook followers

15,129 Twitter followers

3,020 Instagram followers

Total Social Media Followers — 30,692

Additionally, SunRail posts a number of Safety and “How To” videos on their Youtube channel. The video Southern Expansion Bird’s Eye View is trending now with a wonderful look at the Phase 2 South Stations’ construction progress.

SunRail Riders have the ability to receive free text messages regarding service delays. The current texting database is 1,198 users.

## NEW SUNRAIL MARKETING INITIATIVES

### Southern Expansion

Phase 2 South has been branded SunRail’s Southern Expansion with an approved project logo and marketing materials in development. SunRail is currently engaged in discussions with Osceola and Orange county officials to determine best practices for spreading the SunRail message. SunRail is currently accepting media proposals for advertising services between May 1 and July 30, 2018. Proposals will be accepted until Monday, April 2, 2018. If you would like to submit a proposal, please email Mark Calvert at [mark@evolvetogether.com](mailto:mark@evolvetogether.com).



### SunRail Mobile APP

SunRail is in the final stages of testing their mobile App and plans are in place for a soft launch in March, 2018. During this soft launch, users can test the App and provide feedback through the SunRail.com website to assure the App is delivering a positive and helpful user experience.

### Special Events

SunRail is constantly partnering with businesses, group and individuals to build ridership during none peak hours. Such recent events include transporting a wedding party of 75 including band, declaring SunRail’s first Honorary Conductor, providing train tours to multiple private and public sector organizations and provided special event service to the Pro Bowl.

### System-Wide Makeover

With the addition of four southern stations, all of SunRail’s onboard and platform signs are being updated to reflect new stops, schedules and information.

### [www.SunRail.es](http://www.SunRail.es)

SunRail’s dedicated Hispanic website continues to grow with our extended efforts to Hispanic communities throughout Osceola county.

### Service Text Surveys

SunRail continues to utilize their texting partner for rider surveys that yield nearly a 20% return from our database. The service is a value-add and cuts labor hours significantly over traditional surveys.



# TOD METRICS SUMMARY SCORECARD

FEBRUARY 2018

## 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

- 1/3 Meeting at OCC with CSX officials discussing how SunRail and CSC can partner for future safety outreach
- 1/10 Delivered safety materials and literature to Lake Mary High School Principal
- 1/12 Meeting with Sheriff Chitwood and Chief Morgan of Volusia County Police Department discussing trespassing mitigation
- 1/19 Meeting with Chief Smith and officials of Sanford Police Department discussing trespassing mitigation
- 1/24 Meeting with Mike Barnett and Adam Zubrinsky of Orange County School Transportation discussing short storage length concerns and setting up outreach opportunities for their drivers
- 1/29 Meeting with Deputy Chief Eric Smith and Deputy Chief Orlando Rolon of Orlando Police Department discussing Lynx Central station trespassing concerns and trespass mitigation along the Orlando corridor
- 2/7 Meeting with Rob McDaniel reviewing Southern Expansion graffiti concerns
- 2/12 Meeting with Osceola County School Transportation officials reviewing multiple bus stops and discussing the need for a reroute of the stops
- 2/14 Tabling event at Osceola County Schools discussing the importance of rail safety and distributing literature and materials to drivers
- 2/21 Meeting at OCC discussing Old Tampa Hwy and Crestridge bus stop and reviewing meeting notes from meeting on 2/19 with Osceola County School officials
- 2/22 Tabling event at Osceola County Schools Horizon Middle School location distributing rail safety literature and giveaways
- 2/22 Door to door outreach with door hangers near Poinciana station to homes close to Old Tampa Hwy and Crestridge

## SAFETY PRESENTATIONS

- 1/10 Onboard safety presentation with Jewish Academy of Orlando
- 1/19 Taught rail safety to 10 newly hired drivers at Osceola County School Transportation
- 2/14 Presentation to 20 Osceola County School Transportation new hire drivers teaching rail safety
- 2/15 Onboard school presentation with St. Luke's Lutheran School from Sanford to Winter Park
- 2/20 Safety presentation at Millennia Gardens Elementary School for 23 Eco Club students