



# Central Florida Commuter Rail Commission

## Technical Advisory Committee

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**Date:** March 7, 2018  
**Time:** 2:00 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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- Call to Order – Chairman Jim Harrison
- Pledge of Allegiance
- Confirmation of Quorum
- Public Comments
- Chairman's Report – Mr. Harrison

**I. Action Items**

- a. Adoption of November 17, 2017 Meeting Minutes

**II. Discussion Items**

- a. Agency Update – Nicola Liquori
  - i. Southern Expansion
  - ii. Safety
  - iii. Operating Statistics
- b. Phase II South Construction Updates – Tammie Andrews
- c. Bus Connectivity
  - i. LYNX – Doug Robinson
  - ii. Votran – Rob Stephens



## Central Florida Commuter Rail Commission Technical Advisory Committee

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### III. Committee Member Comments

### IV. Next Meeting

May 9, 2018  
2:00 p.m.  
LYNX Central Station  
455 N. Garland Ave.  
2<sup>nd</sup> Floor Open Space

### V. 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.*

# Technical Advisory Committee Meeting

November 17, 2017

2:00 p.m.

LYNX Central Station  
Second Floor Multi-Purpose Room  
455 North Garland Avenue  
Orlando, Florida

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## Attendees

Jim Harrison, Orange County  
Jean Jreij, Seminole County  
Mary Moskowitz, Osceola County  
Claudia Korobkoff, City of Orlando  
Tim Wilson, City of Altamonte Springs  
Jordan Smith, City of Sanford  
Krystal Clem, City of Lake Mary  
Randy Schrader, City of Kissimmee  
Jon Cheney, County of Volusia  
Michael Grebosz, City of DeLand  
Elizabeth Whitton, MetroPlan

Elizabeth Suchsland, Votran  
Gary Huttman, MetroPlan Orlando  
Edward Johnson, LYNX  
Steve Sherrer, Votran  
Vince Wang, River to Sea TPO  
Nicola Liquori, FDOT  
Elliott Shepherd, FDOT  
Steve Olson, FDOT  
Tammie Andrews, FDOT  
Regina Marini Cargill, Evolve Today

# Minutes

Meeting was called to order by TAC Vice-Chair, Mary Moskowitz, at 2:05 p.m.

Pledge of Allegiance

Quorum was met

Introductions

Agenda Review by Nicola Liquori

## Action Items:

Presenter: Mary Moskowitz

- **Adoption of Meeting Minutes:** A motion to adopt the meeting minutes from July 12, 2017 was made. The meeting minutes were adopted unanimously.

## Public Comments:

- David Porter – homeless camps along the corridor
- Joanne Cornelius- requested weekend, holidays, and 24-hour train service

## Agenda Item: Chairman's Report

Presenter: Mary Moskowitz

- Next CFCRC Meeting is scheduled for December 1st, at LYNX.
- Transition
  - Contracting a Transition Consultant to aid the local government partners in understanding the contracts, financial, technical and legal issues associated with the transition in 2021.
  - The Interlocal Agreement has gone before the Boards of the participating local government partners and received approval.
  - Next steps will be to release a Request for Proposal which will be headed by Seminole County and then contracting with a consultant.

## Agenda Item: Agency Update

Presenter: Nicola Liquori

- Organization Update:
  - The final open position has been filled. Roger Masten has joined the team as Contract Administrator.
- Business Development
  - Launched Hispanic version of the website
  - Texting Service
    - Cleanliness Survey on October 20<sup>th</sup> to 11,57 riders and 164 responses
  - Community Involvement
    - On-board technical presentations
    - SunRail Operations facility technical tours
    - Mobility Week October 28<sup>th</sup> – November 3<sup>rd</sup>
  - Phase 2 South Planning
    - Community Outreach and marketing beginning first quarter of 2018
- Budget to Actual
  - First Quarter of the Fiscal Year that began July 1<sup>st</sup>
    - Revenues are slightly behind budget caused in part by Hurricane Irma
    - Budgeted Operating Expenses are in line with the previous Fiscal Year with the exception of an increase for insurance costs; however, the final pricing has been received and insurance cost came in lower creating a budget savings
- Call Center – Majority of calls are for information, goal is to provide information on platform and through app to focus call center activity to customer issues

## Agenda Item: Ridership & Safety

Presenter: Elliott Shepherd

- Ridership Trends

- On Time Performance
  - Averaging 96% on-time reliability
- Ridership
  - Averaging 3,100 per day
- Bicycle & ADA Trends
  - Bicycle ridership stayed steady with 166 riders with the exception of September due to Hurricane Irma's service disruption
  - ADA ridership remains steady
- Safety & Security
  - 3 incidents in October; 1 vehicle without injuries; 1 passenger strike without life threatening injury; 1 incident that was a trespasser fatality
  - National Outlook
    - Trespasser fatalities and suicide by train is on the increase – up 34%
  - Outreach
    - The three "E's"
      - Engineering – fencing, no trespassing signs, unusual activities reporting procedures
      - Education – schools, businesses, community, first responders
      - Enforcement – meeting with law enforcement and attending monthly Community Traffic Safety Team meetings
    - Train Safety Awareness Week
      - Education and enforcement – 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 30,000 followers
      - Safety outreach to first responders
      - Distributed more than 7,500 flyers by hand

**Agenda Item: Construction Updates**

**Presenter: Tammie Andrews**

- Phase 2 South
  - Construction of ballast, ties, rail, grade crossing, and signals continue
  - Grade Crossings – Two major crossings remaining Vine Street (US192) and Poinciana Blvd.
  - Shingle Creek Bridge – west bridge open; east bridge finished driving piles; prepping the caps
- Meadow Woods Station
  - Landscaping, hardscaping and lighting
  - Platform signs, column wraps and railings
- 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

**Agenda Item: Bus Connectivity**

**Presenter: Edward Johnson, LYNX**

- LYNX
  - The past quarter August – October – 5,249 total trips / 1,749 average monthly ridership
  - Compared to previous quarter May – July – 5,270 total trips a reduction of .5%
  - Over the past 12 months – 21,605 total trips – an increase of 2.4% over the previous 12 months

**Agenda Item: Bus Connectivity****Presenter: Steven Sherrer, Votran**

- Votran
  - As of September – ridership nearly doubled

**Agenda Item: Public Involvement****Presenter: Steve Olson**

- Marketing
  - Holiday Schedule
    - Closed Thursday, November 23
    - Open Friday, November 24
    - Open Friday, December 22
    - Closed Monday, December 25
    - Open Friday, December 29
    - Closed Monday, January 1
  - Train to Plane
    - Surveyed GOAA employees, 38% of those responding shared they now ride SunRail daily
  - Special Event Permits
    - Parades, races & special events crossing or near tracks require permits
    - Download form & instructions at [corporate.sunrail.com/doingbusiness](http://corporate.sunrail.com/doingbusiness)
    - Police presence required at crossings

**Agenda Item: Proposed 2018 Committee Meeting Dates****Presenter: Jim Harrison**

- Dates
  - Wednesday, March 7
  - Wednesday, May 9
  - Wednesday, August 8
  - Wednesday, November 7

*Scheduled was adopted as presented.*

**Committee Member Comments:**

*Volusia County requested P.M. and Peak Hour Ridership reports. Staff stated that the Fiscal Year 2017 Peak Boardings was provided in recent meeting materials.*

*Discussion regarding increasing ridership with focus on hospital employees. Staff is tracking retention of the 30 day pass holders and analyzing the data obtained from the initiative. As staff looks at the Phase 2 South schedule, the overall system schedule will be reviewed to determine if changes to the existing schedule could be incorporated which might better accommodate shift changes. Any schedule revisions will be well vetted with the public and rolled out with the Phase 2 South opening.*

*The Committee requested an updated on Positive Train Control. Staff provided the PTC Vendor and Oversight Contracts have been signed. Additionally, equipment placement is being identified.*

*Volusia County mentioned a legislative bill that proposes a Transportation Alternative Authority. The member suggested each local should monitor the bill. In addition, Volusia County provided that the Commission has reaffirmed support for Phase 2 North.*

*Staff noted that an article on Quiet Zones is included in the meeting materials.*

**Meeting adjourned: 2:50 p.m.**

**Next meeting:** Scheduled for Wednesday, March 7, 2018 at 2:00 p.m., LYNX Central Station, Second Floor Open Space, 455 N. Garland Avenue, Orlando



# TECHNICAL ADVISORY COMMITTEE

Quarterly Update

March 7, 2018



# 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**

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





# **ADOPT MEETING MINUTES**

November 17, 2017

# CHAIRMAN'S REPORT

Mr. Jim Harrison



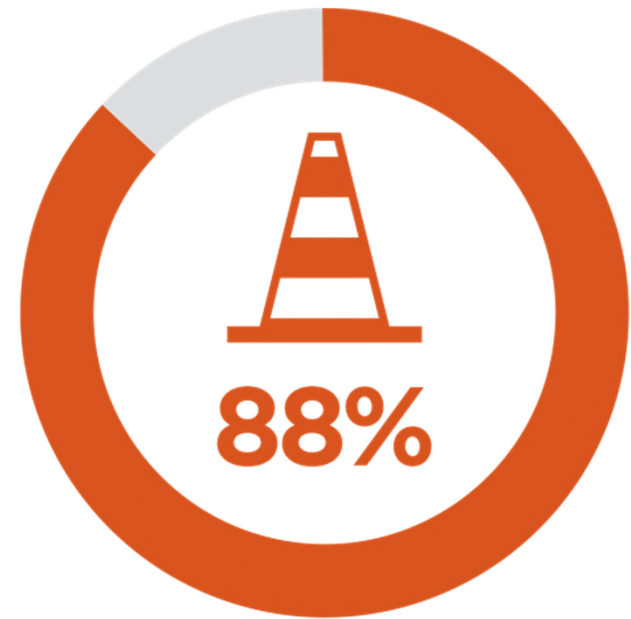


# AGENCY UPDATE

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**

# BUSINESS DEVELOPMENT

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

## NEW MARKETING MATERIALS





# BUSINESS DEVELOPMENT

## 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





# 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

# INCIDENT STATS

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Total Incidents 12/1/17 – 1/31/18

3

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Trespasser

1

Grade Crossing

1

1

■ SunRail ■ Tenant

# SERVICE DISRUPTIONS

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



## BUS BRIDGE



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 not 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.

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

### 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



# TEXT ALERTS SURVEY

Q: How would you rate SunRail's Text Alerts?

A: Excellent – 41%    Good – 55%    Poor – 4%

Q: Have you found text alerts useful when making travel decisions?

A: Yes – 92%    No – 8%

Q: Would you like to receive text information about the Southern Expansion?

A: Yes – 69%    No – 31%

Q: Will you use a SunRail App if available?

A: Yes – 94%    No – 6%



**DISTRIBUTION SET: 1,184**

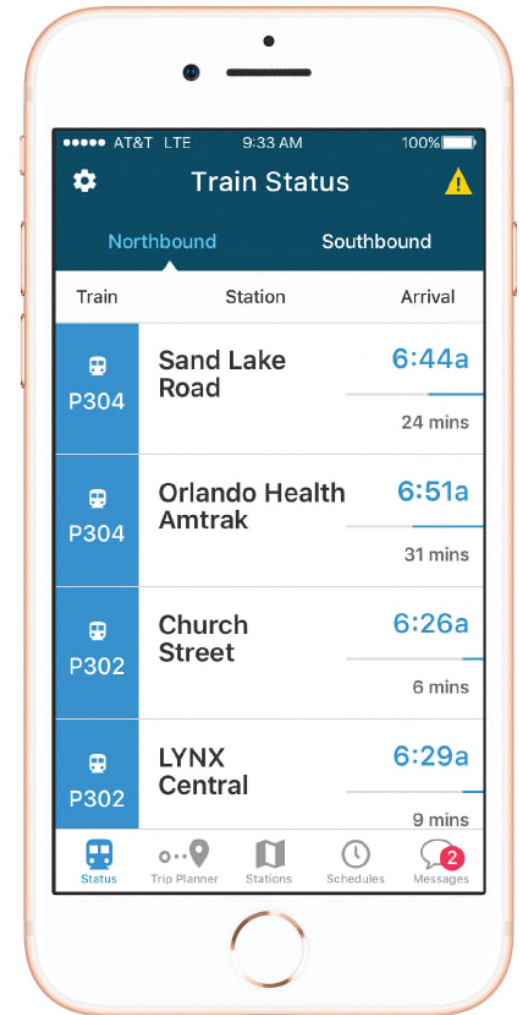
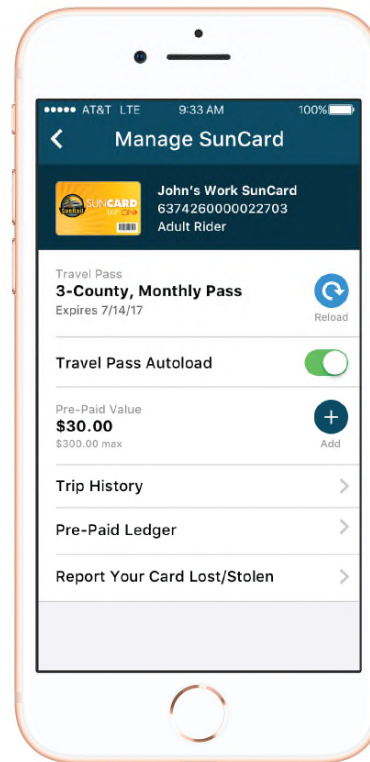
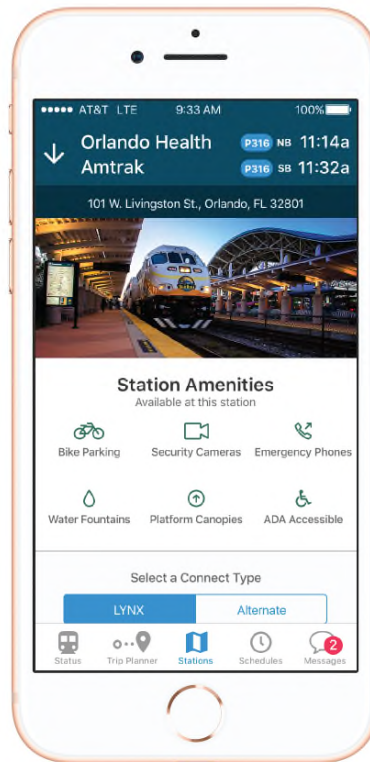
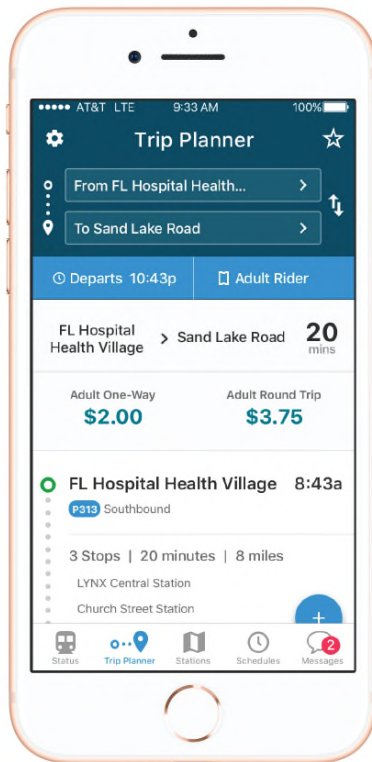
**RESPONSES: 167**

**RESPONSE RATE: 14.1%**

# APP UPDATE

## COMING SOON!

Testing currently underway



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



# 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***





# BUDGET UPDATE

OPERATING REVENUE	ANNUAL BUDGET	YEAR TO DATE FEBRUARY 28, 2018	
		BUDGET	ACTUAL
Farebox revenue	\$2,042,200	\$1,361,467	\$1,164,881
CSX usage fees	\$3,159,592	\$2,106,395	\$1,739,465
Amtrak usage fees	\$1,096,670	\$731,113	\$570,832
FCEN usage fees	\$21,671	\$14,447	\$15,926
Right-of-way lease revenue	\$225,000	\$150,000	\$62,921
Ancillary revenue	\$167,830	\$111,887	\$69,045
Card Revenue	\$-	\$-	\$12,915
<i>Subtotal - System revenue</i>	<i>\$6,712,963</i>	<i>\$4,475,309</i>	<i>\$3,635,985</i>
FTA \$5307 - Urbanized Area Grant Funds	\$9,616,938	\$6,411,292	\$6,411,292
<b>TOTAL OPERATING REVENUE</b>	<b>\$16,329,901</b>	<b>\$10,886,601</b>	<b>\$10,047,277</b>

**NOTE: These numbers are not audited.**



# BUDGET UPDATE

OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT	ANNUAL BUDGET	YEAR TO DATE FEBRUARY, 2018	
		BUDGET	ACTUAL
Bombardier - Operations	\$6,851,085	\$4,567,390	\$4,544,202
Bombardier - Maintenance	\$13,468,967	\$8,979,311	\$8,995,661
Bombardier - Incentive/Disincentive	\$1,016,003	\$677,335	\$664,945
Conduent - Back-of-the-House Hosting	\$883,352	\$588,901	\$579,073
Conduent - Fare Equipment Maintenance	\$1,700,000	\$1,133,333	\$750,000
Herzog - Signal Maintenance of Way	\$2,605,528	\$1,737,019	\$1,692,506
Green's Energy - Fuel	\$1,000,000	\$666,667	\$714,643
Gallagher - Insurance	\$2,000,000	\$2,000,000	\$1,644,905
Amtrak - Heavy Vehicle Maintenance	\$1,210,592	\$807,061	\$817,259
Wells Fargo - Banking Services	\$5,160	\$3,440	\$3,109
Bank of America - Merchant Services (Banking)	\$60,000	\$40,000	\$30,906
MidFlorida - Armored Car Service	\$42,480	\$28,320	\$23,625
AT&T/Verizon - Wi-Fi Service	\$33,600	\$22,400	\$13,240
Fare Media Smart Card	\$134,800	\$89,867	\$-
Limited Use Smart Card	\$30,000	\$20,000	\$215,680
Incomm - Card Distribution & Packaging	\$-	\$-	\$-
<i>Subtotal - System operating costs</i>	<i>\$31,041,567</i>	<i>\$21,361,045</i>	<i>\$20,689,754</i>
Feeder Bus Expenses	\$1,478,375	\$985,583	\$1,023,220
Capital Maintenance	\$7,080,000	\$4,720,000	\$2,080,443
Consultant Support	\$7,463,814	\$4,975,876	\$3,357,814
<b>TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT</b>	<b>\$47,063,756</b>	<b>\$32,042,504</b>	<b>\$27,151,231</b>

**NOTE: These numbers are not audited.**

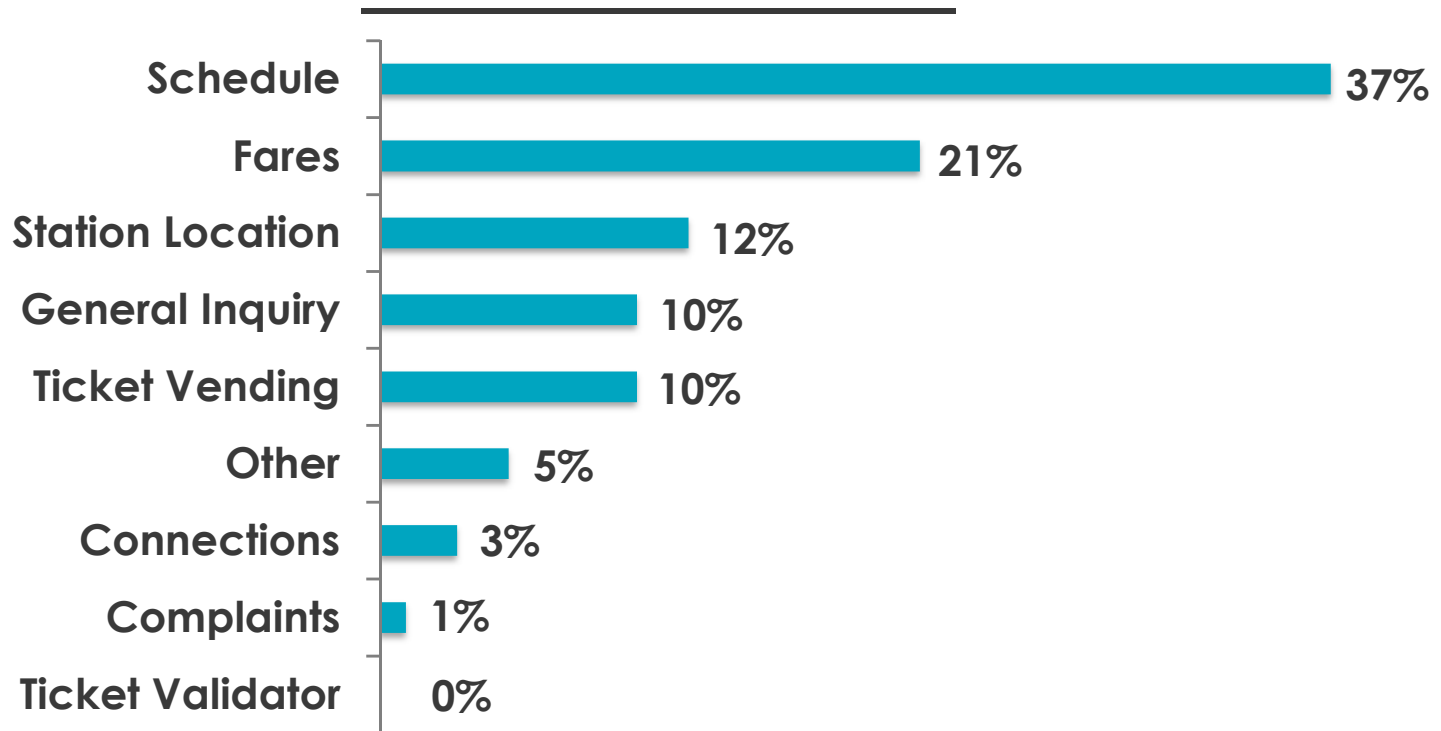


# CALL CENTER STATS

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Total Calls 12/1/17 – 1/31/18

**2,720**



# TRAIN ARRIVAL STATS

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ON-TIME  
AVERAGE

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97%

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Goal = 95%



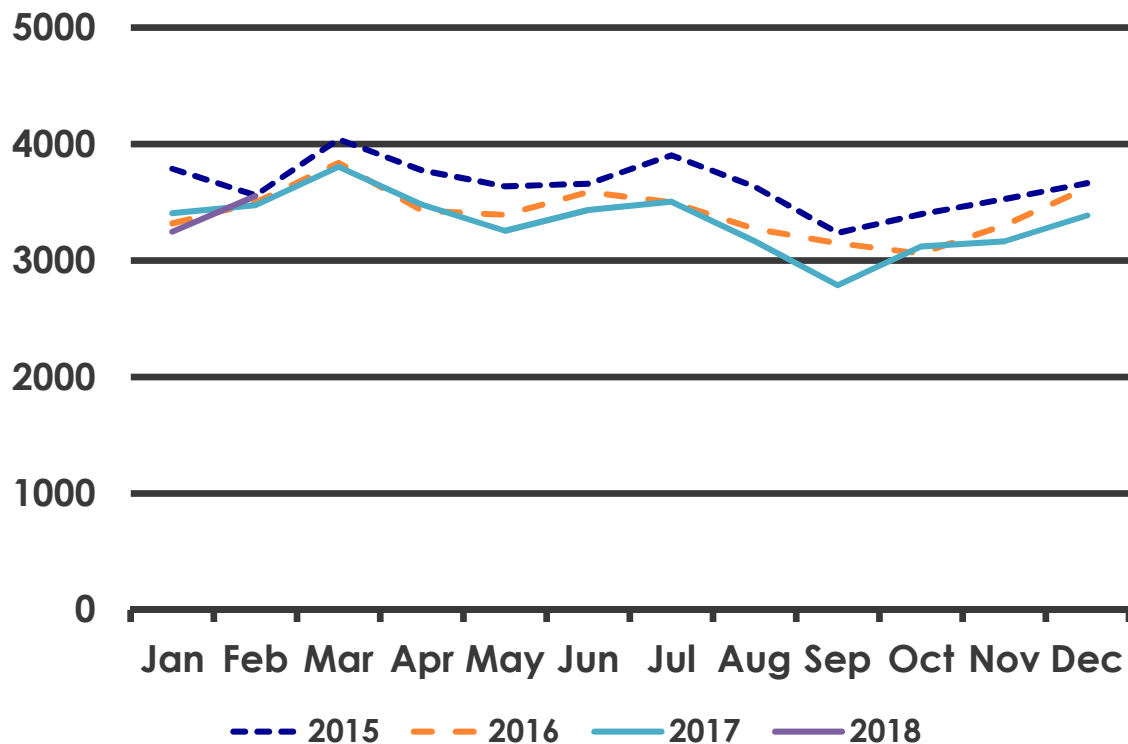
# ONBOARD STATS

## RIDERS

DEC 3,388  
JAN 3,246  
FEB 3,553

## AVERAGE DAILY BY MONTH\*

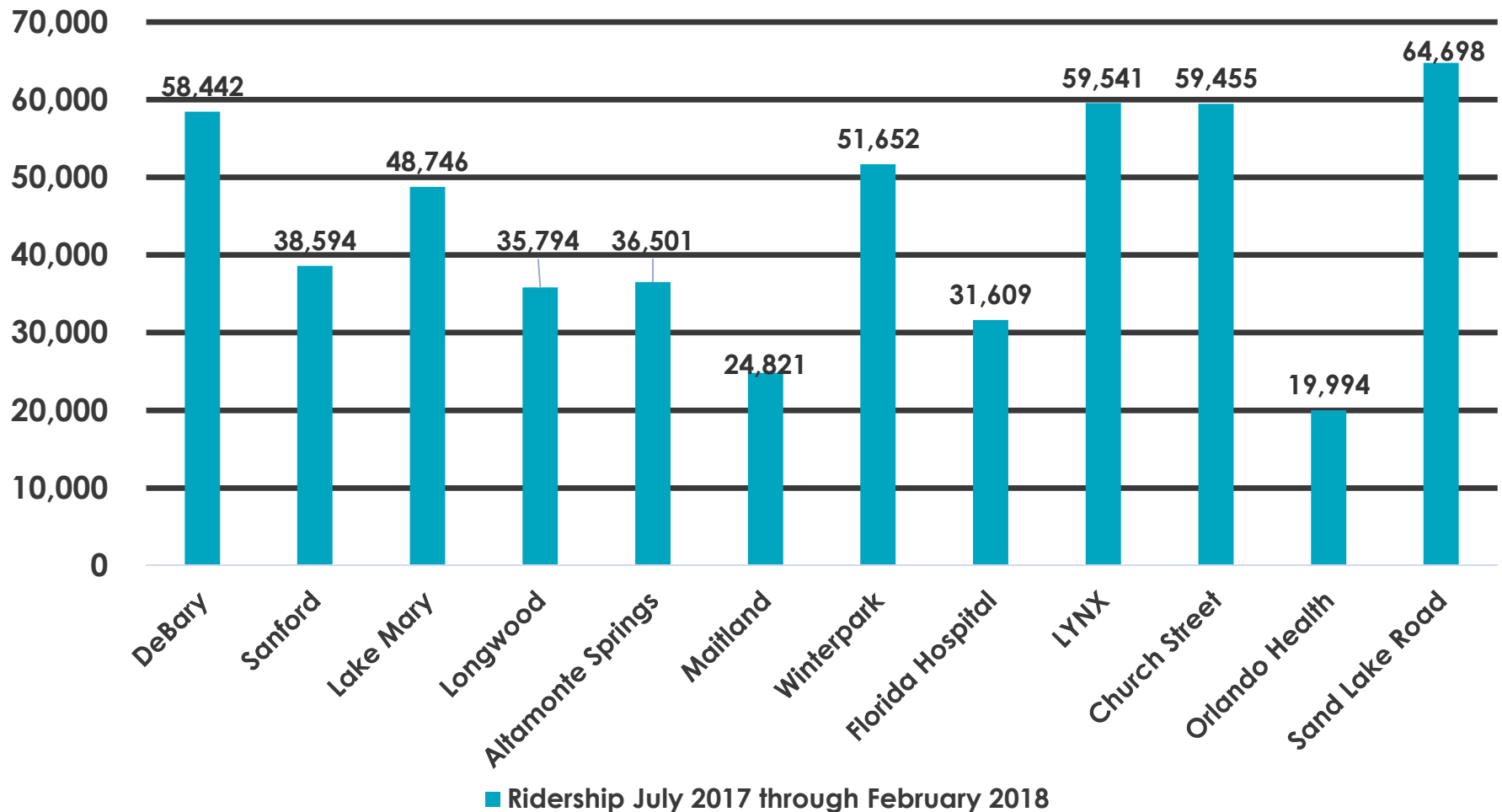
\*Excludes special service.



*Hurricane Irma disruption Sep. 11-19, 2017*



# BOARDINGS BY STATION

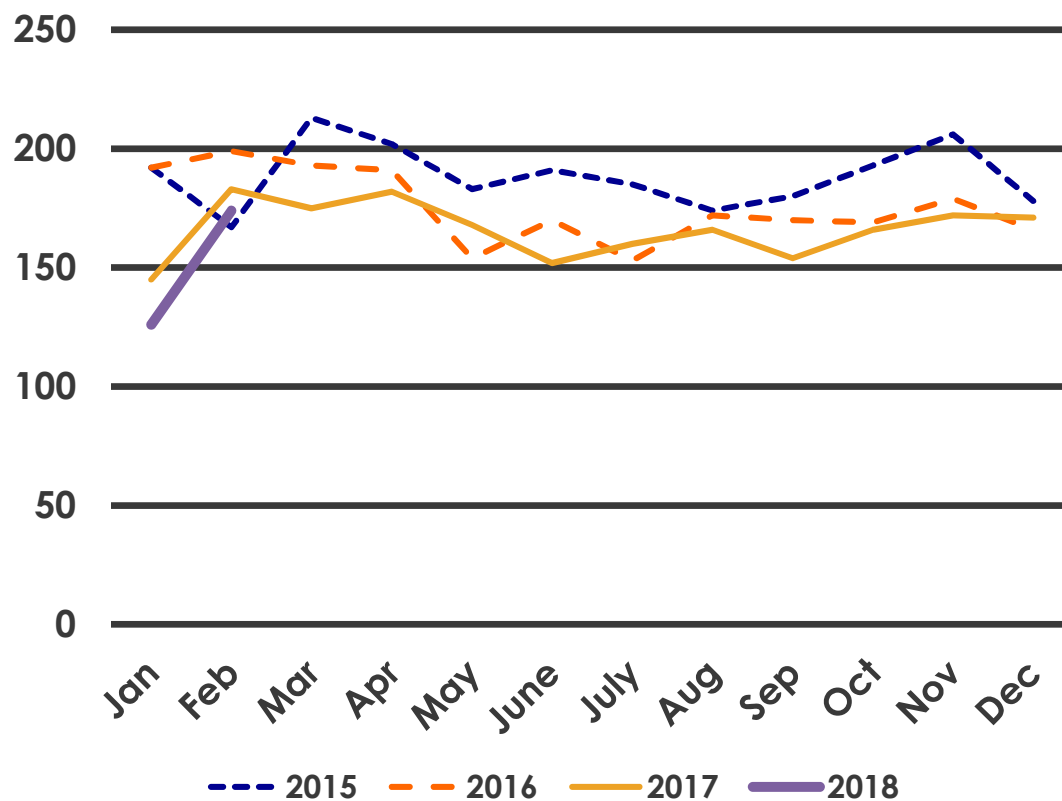


# ONBOARD STATS

BICYCLE

161

AVERAGE DAILY  
RIDERS BY MONTH

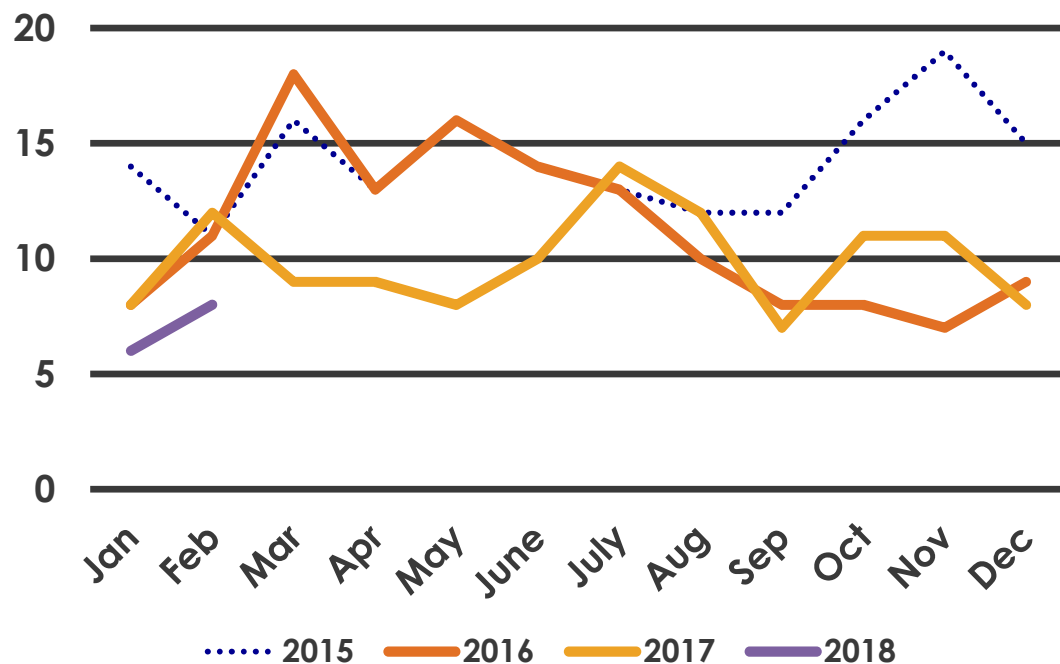


# ONBOARD STATS

ADA

10

AVERAGE DAILY  
RIDERS BY MONTH





# SOUTHERN HIGHLIGHTS

TVUs ready for installation



Test trains running



Share on social media!

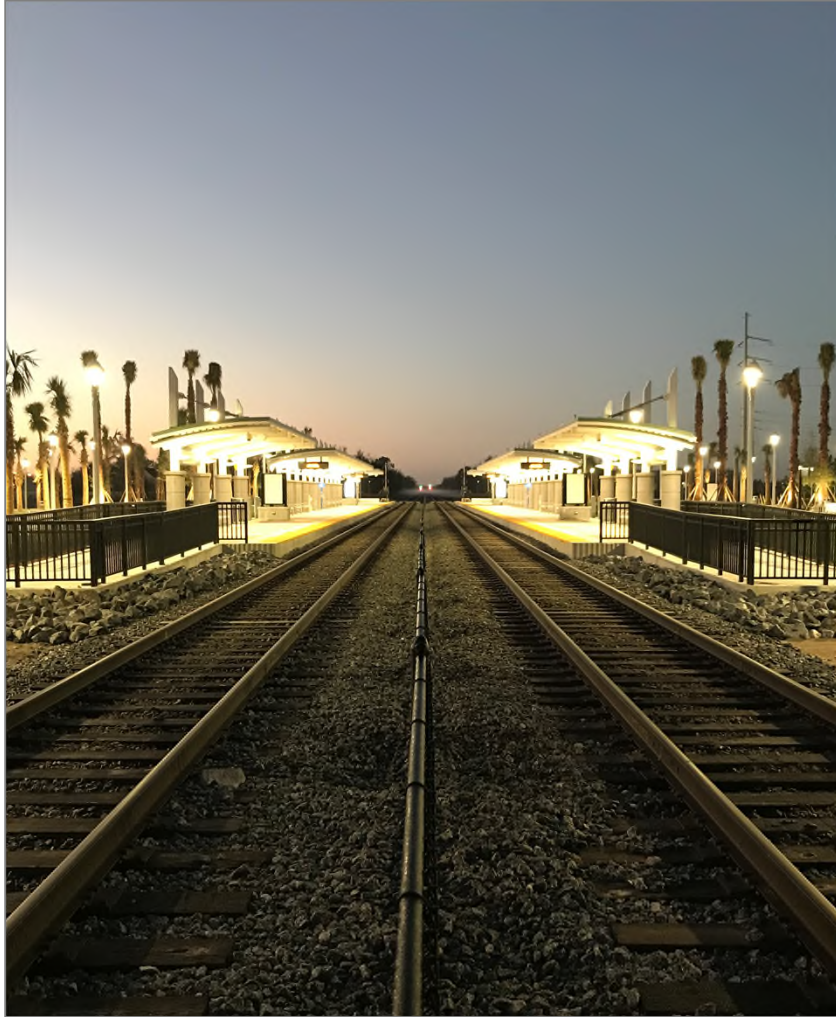
SOUTHERN EXPANSION - OPENING 2018  
**CONNECTING COMMUNITIES**



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



# SOUTHERN EXPANSION



Major work items along the corridor are complete including Rail, Signal and Drainage.

Working on:

- System Integration
- Safety and Security Certification
- Preparing for Inspections and Testing Phase





# SOUTHERN EXPANSION

Shingle Creek and Boggy Creek Bridges are now complete.



# SOUTHERN EXPANSION

VSLMF Crew Building



Yard Track – work is still ongoing





# MEADOW WOODS STATION



Working on Landscaping,  
Hardscaping and Lighting



# TUPPERWARE STATION

Working on Landscaping,  
Hardscaping, Fencing and Lighting





# KISSIMMEE STATION

Working on Landscaping, Canopies, Sidewalk, Pavers, Wayfinding Signs and Lighting



# POINCIANA STATION

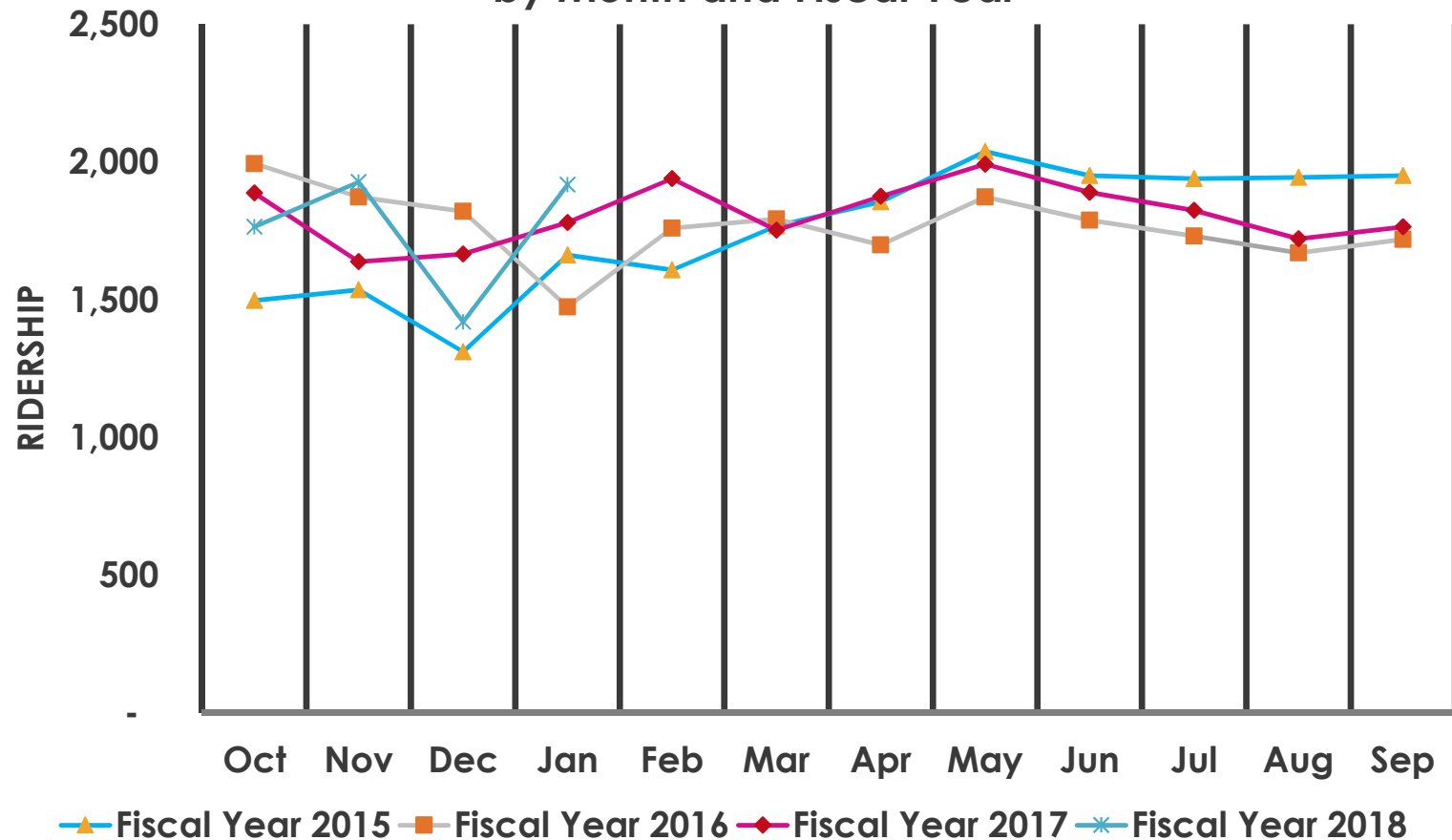
Working on Landscaping, Fencing, Hardscaping and Lighting. Also working on S. Poinciana Blvd. and S. Rail Ave.





# 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**

- 2/22 Door to door outreach with door hangers near Poinciana station to homes close to Old Tampa Hwy and Crestridge
- 2/22 Tabling event at Osceola County Schools Horizon Middle School location distributing rail safety literature and giveaways
- 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
- 2/14 Tabling event at Osceola County Schools discussing the importance of rail safety and distributing literature and materials to drivers
- 2/12 Meeting with Osceola County School Transportation officials reviewing multiple bus stops and discussing the need for a reroute of the stops
- 2/7 Meeting with Rob McDaniel reviewing Southern Expansion graffiti concerns
- 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
- 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
- 1/19 Meeting with Chief Smith and officials of Sanford Police Department discussing trespassing mitigation
- 1/12 Meeting with Sheriff Chitwood and Chief Morgan of Volusia County Police Department discussing trespassing mitigation
- 1/10 Delivered safety materials and literature to Lake Mary High School Principal
- 1/3 Meeting at OCC with CSX officials discussing how SunRail and CSC can partner for future safety outreach

## **SAFETY PRESENTATIONS**

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

# UPCOMING MEETINGS

## **Commission Meetings (MetroPlan Boardroom)**

Thursday	March 29	10:00 am – 12:00 noon
Thursday	May 31	10:00 am – 12:00 noon
Thursday	August 30	10:00 am – 12:00 noon
Thursday	November 29	10:00 am – 12:00 noon

## **Customer Advisory (LYNX Open Space – 2<sup>nd</sup> Floor)**

Thursday	May 3	5:00 pm – 6:00 pm
Thursday	August 2	5:00 pm – 6:00 pm
Thursday	November 1	5:00 pm – 6:00 pm