



# TECHNICAL ADVISORY COMMITTEE

Quarterly Update

May 17, 2018



# Central Florida Commuter Rail Commission

## Technical Advisory Committee

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**Date:** May 17, 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 March 7, 2017 Meeting Minutes

### **II. Discussion Items**

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

### **III. Committee Member Comments**

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## Central Florida Commuter Rail Commission Technical Advisory Committee

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#### **IV. Next Meeting**

August 8, 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

March 7, 2018

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  
Alisha Maraviglia, City of Altamonte Springs  
Randy Schrader, City of Kissimmee  
Don Marcotte, City of Winter Park  
John Angiulli, County of Volusia

Elizabeth Whitton, MetroPlan  
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 Chairman, Jim Harrison, at 2:04 p.m.

Pledge of Allegiance

Quorum was met

Introductions

Agenda Review by Nicola Liquori

## Action Items:

Presenter: Jim Harrison

- **Adoption of Meeting Minutes:** A motion to adopt the meeting minutes from November 17, 2017 was made. The meeting minutes were adopted unanimously.

## Public Comments:

- David Bottomley – expressed concern regarding lack of weekend service for the Winter Park Art Festival
- Joanne Cornelius- requested weekend, holidays, and 24-hour train service

## Agenda Item: Chairman's Report

Presenter: Jim Harrison

- Next CFCRC Meeting is scheduled for March 29th, at MetroPlan Orlando.
- 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.
  - The Request for Proposal was released, responses received, and are being reviewed by the procurement committee.
  - It is anticipated the procurement committee will be making a recommendation to the CFCRC at its next meeting.
  - The Consultant contract will be between the Consultant and the CFCRC.
- Interlocal Agreements
  - Volusia County has expressed some reservations in their participation in the Agreements regarding Phase 2 North.
  - The CFCRC asked the funding partners to review existing Agreements and proposed amendments.

## Agenda Item: Agency Update

Presenter: Nicola Liquori

- Phase 2 South now rebranded as "Southern Expansion"
  - The rail construction is complete; CSX and Amtrak are utilizing the corridor.
  - Staff is working with the Federal Transportation Administration (FTA) on the Full Funding Grant Agreement (FFGA) to update policy and procedures, system integration testing, and crew qualification.
  - Test trains will be running on the corridor for the system integration and crew qualification. Notifications of test trains are pushed out on social media.
  - The Marketing and Business Development team has been working on activities leading up to the opening.
    - Working with Osceola County first responders to prepare them in the event of an incident
    - Outreach to local communities and major employers
- Business Development
  - New marketing materials
    - Flip Book filled with information about how the system works for employers, potential commuters, and leisure riders
  - Connecting Communities / Growing Ridership
    - Of the employees residing in Osceola County, 70% commute outside of the County

- Reaching out to major employers that will be served by the Southern Expansion: Orlando International Airport, Tupperware, etc. to explain the potential of employee benefits
  - Staff is working to meet with employees to provide information on how the system can work for them
  - Create/harness interest and excitement through Special Events
- Safety
  - Signage
    - 400 new No Trespassing signs are being installed along the corridor which promotes awareness. The local law enforcement partners indicated that they have found this type of signage to be very effective and helps them with enforcement
  - Building Relationships with Local Law Enforcement
    - SunRail's COO, Elliott Shepherd, and members of the Safety team are meeting with law enforcement in various jurisdictions to introduce them to SunRail staff, provide information on the processes and practices, and learning from them what they are seeing.
    - Staff has been involved with the Community Traffic Safety Team meetings
    - The Customer Advisory Committee provided feedback on incident responses by law enforcement specific to the length of time that law enforcement needs to release the train and allow passengers to as quickly as can be done.
- Positive Train Control (PTC)
  - SunRail is required to install PTC as federally mandated. There is a dual time-line for completing PTC.
  - Four milestones must be met by December 2018. Meeting those milestones allows for the full implementation by December 2020. These dates are achievable.
    - One of the milestones to be met by December 2018 is the acquisition of the radio frequency licensing needed for the communications system. The acquisition has been fully executed. Hardware and software must be installed. Installation of the hardware has begun on the locomotives.
    - Another milestone to be met is to have approximately 115 people trained.
    - Revenue Service Demonstration on a test territory is also a milestone to be met. A 15-mile test territory within Phase 1 has been selected. The territory has been approved by the FRA.
  - In January, staff went to Washington, D.C. and met with the Federal Railroad Administrator, Ron Batory. Information on the SunRail project, implementation plan, and time-lines were provided.
  - We meet with the FRA quarterly and provide written updates.
- Incident statistics
  - For the period December to end of February four incidents occurred. These included: one trespasser fatality with a SunRail train and one with a CSX train; one grade crossing incident with a SunRail train and one with a CSX train.
- Service Disruptions
  - The Customer Advisory Committee provided feedback on the initiation of a bus bridge during service disruption. When they asked, "what is a bus bridge?", staff to a look back at the materials we provide to better explain its purpose.
  - A bus bridge allows for utilizing the service of our partners, LYNX and Votran, to provide intermediate service for affected stations.
  - An effective method for communicating the disruption to customers is the utilization of the texting service.
- Text Survey
  - Survey responses received last week
    - 96% Excellent or Good response
    - 92% responded Alerts were useful
    - 69% responded they would like information about the Southern Expansion



- 94% responded they would use a SunRail App
- SunRail App
  - Staff has worked on the final regression testing
  - Anticipate soft launch soon
    - Functionality includes: trip planning; station information and connections; account management for SunCard, annual pass, monthly pass, weekly pass; train status
- Community Event
  - January 19<sup>th</sup>, SunRail hosted James, a young man with Autism, was named Honorary Conductor
  - For those with Autism, especially boys, there exists a strong correlation between the disorder and trains - the schedule, procession, style of vehicles, etc.
  - Staff will explore additional education opportunities or group events for the Autism community
- Special Services
  - Camping World Stadium Bowl was Thursday, December 28<sup>th</sup>, extended later hours
  - Citrus Bowl was Monday, January 1<sup>st</sup>, a holiday.
  - Pro Bowl was Sunday, January 28<sup>th</sup>.
  - SunRail was able to offer the special services with the assist of operator, Bombardier.
- Budget
  - Fiscal Year to Date - February 28, 2018
  - Budget amounts are pro-rated based on the annual budget
  - Actual operating revenues are accounted for on a cash basis not an accrual basis
  - Operating costs include Bombardier, O & M contractor; Herzog, Signal Maintenance; Conduent, fare collection contractor; banking services, etc.
- Call Center Statistics
  - Approximately 80% of calls received in the Center are related to schedule, fares, station location, and general inquiries. It is anticipated the number will be reduced by the use of the mobile app.
- On-Time Arrival
  - 97% on average for the year. The operational goal is 95%.

**Agenda Item: Construction Updates**

**Presenter: Tammie Andrews**

- Southern Highlights
  - Test trains are running
  - TVU's ready for installation
  - Rail Construction complete
  - System Integration
  - Safety & Security Certification documents with FTA and FRA
- Meadow Woods Station
  - Lighting is complete and being tested
  - Working on Hardscape and Landscape
  - Monument signs installed
- Shingle Creek and Boggy Creek Bridges are completed
- VSLMF Crew Building has touch ups inside and outside
  - Yard track work is still on-going
- Tupperware Station
  - Tupperware's identification is 10-25ft flag poles
  - 6ft diameter globe structure
- Kissimmee Station
  - Weather vane is installed which mimics the historical vane on the Amtrak Station
  - Working on landscaping, canopies, sidewalk, pavers, wayfinding signs and lighting yet to be completed
- Poinciana Station
  - Art work is a metal postcard of historical photos
  - Working on landscaping, hardscaping and lighting

<b>Agenda Item: Bus Connectivity</b> <ul style="list-style-type: none"> <li>• LYNX <ul style="list-style-type: none"> <li>○ The SunRail ridership around the stations and at the stations for Fiscal Year October to January is up approximately 1%</li> <li>○ 1,757 average monthly ridership</li> </ul> </li> </ul>	<b>Presenter: Doug Robinson, LYNX</b>
<b>Agenda Item: Bus Connectivity</b> <ul style="list-style-type: none"> <li>• Votran <ul style="list-style-type: none"> <li>○ The daily average of riders for Fiscal Year October to January has increased approximately 30% over the same period for the prior Fiscal Year</li> </ul> </li> </ul>	<b>Presenter: Nicola Liquori</b>
<b>Committee Member Comments:</b> <p><i>Don Marcotte, Assistant Public Works Director, City of Winter Park, noted that the City's safety enhancements are nearing completion. The hedges are planted along the back of the platforms. The fence has been installed behind the Farmer's Market down to Fairbanks. He estimated the project is 95% completed.</i></p> <p><i>Elizabeth Whitton, Transportation Planner, MetroPlan Orlando, reported that MPO has engaged Florida State University for a SunRail study. They are working with SunRail and FDOT to update the property tax estimates for the Southern Expansion and updating for Phase 1. There will be a review of development around the stations and how that correlates to potential riders. It is anticipated the study will be completed later in the summer.</i></p>	
<b>Meeting adjourned:</b> 2:50 p.m. <p><b>Next meeting:</b> Scheduled for Thursday, May 17, 2018 at 2:00 p.m., LYNX Central Station, Second Floor Open Space, 455 N. Garland Avenue, Orlando</p>	





# TECHNICAL ADVISORY COMMITTEE

Quarterly Update

May 17, 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





# CHAIRMAN'S REPORT

Mr. Jim Harrison





# ACTION ITEMS

Adoption of March 7, 2018 Minutes

# AGENCY UPDATE

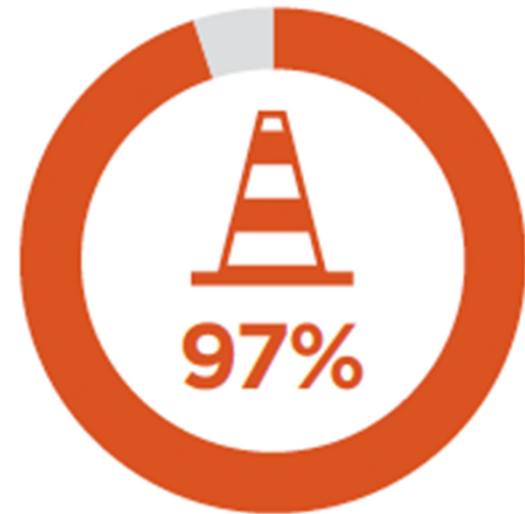
Ms. Nicola Liquori







- Construction is progressing
- Test trains running with station stops
  - Please refer to schedule for normal train times
  - Remember to share rail safety message with others
- Train Tours will be scheduled for each new station



**Construction**



— JOIN US FOR A —

# TRAIN TOUR

**SATURDAY, MAY 19  
10AM – 2PM**

**POINCIANA SUNRAIL STATION  
5025 SOUTH RAIL AVENUE**

Learn how SunRail can  
make your commute fast,  
easy and affordable at our  
Poinciana Train Tour.

   @RideSunRail | [SunRail.com](http://SunRail.com)



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





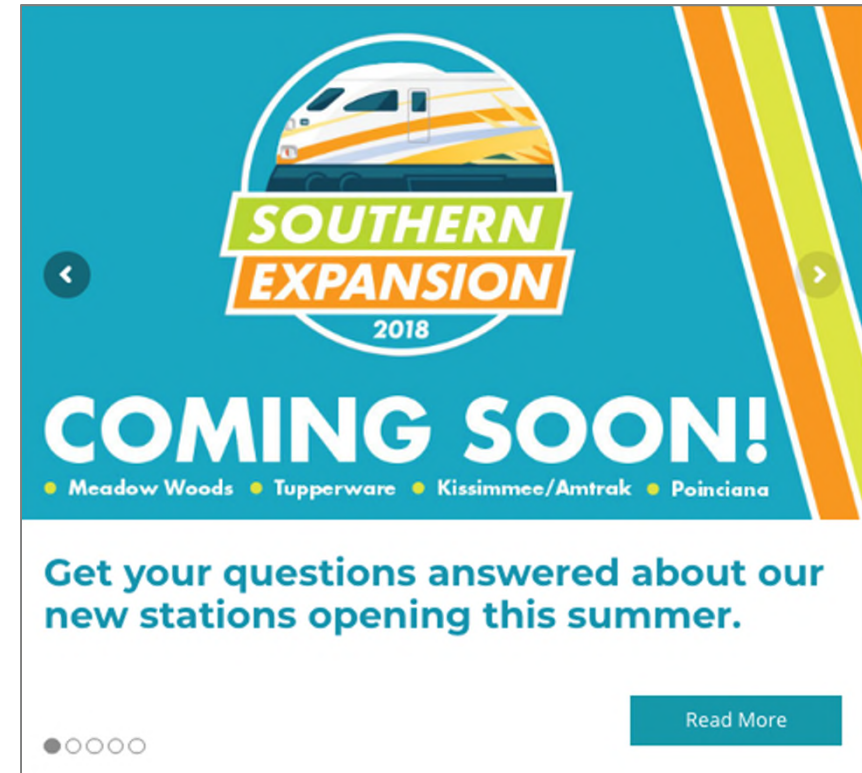


- Review draft schedule
- Survey hospital workers for optimal schedule
- Also surveying other major employers



# BUSINESS DEVELOPMENT

- Working with key stakeholders to promote Train Tours
- Creating message that explains how to connect and ride from your area
- Presentations with civic and business groups
- Teams will canvas neighborhoods close to stations with helpful SunRail info
- Continuing to work with major partners for connectivity options



# VISUAL ENHANCEMENTS

- Refreshing station signage and paint
- Replacing TVM/TVU screens as needed
- Emergency Call Boxes now feature bilingual information
- Updating onboard signage



**USE ONLY IN AN EMERGENCY**  
**SOLO USAR EN CASO DE UNA EMERGENCIA**

Misuse of 911 is a criminal offense, Florida Statutes 365.171  
*El uso indebido del 911 es una ofensa criminal, Estatutos de la Florida 365.171*



**YOU ARE CALLING FROM:**  
**USTED ESTÁ LLAMANDO DESDE:**

**Meadow Woods Station**  
**120 Fairway Woods Boulevard**  
**Orlando, FL 32824**

**NORTHBOUND PLATFORM**  
**PLATAFORMA EN DIRECCIÓN NORTE**





# SAFETY & SECURITY

- New safety sign installation on signal box at Fairbanks Avenue



# SAFETY & SECURITY

## LOCAL SUPPORT

- Southern Expansion agencies participated in full scale fire drill
- Orange and Osceola Sheriffs' Offices with Kissimmee PD scheduling enforcement days
- Osceola County Public Schools relocating bus stop
- Working closely with law enforcement on station no trespassing signs
- Met with Orange County Sheriff's Office and Public Schools to discuss crossing guards



# TRAIN ARRIVAL STATS

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JAN-MAR  
ON-TIME  
AVERAGE

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96%

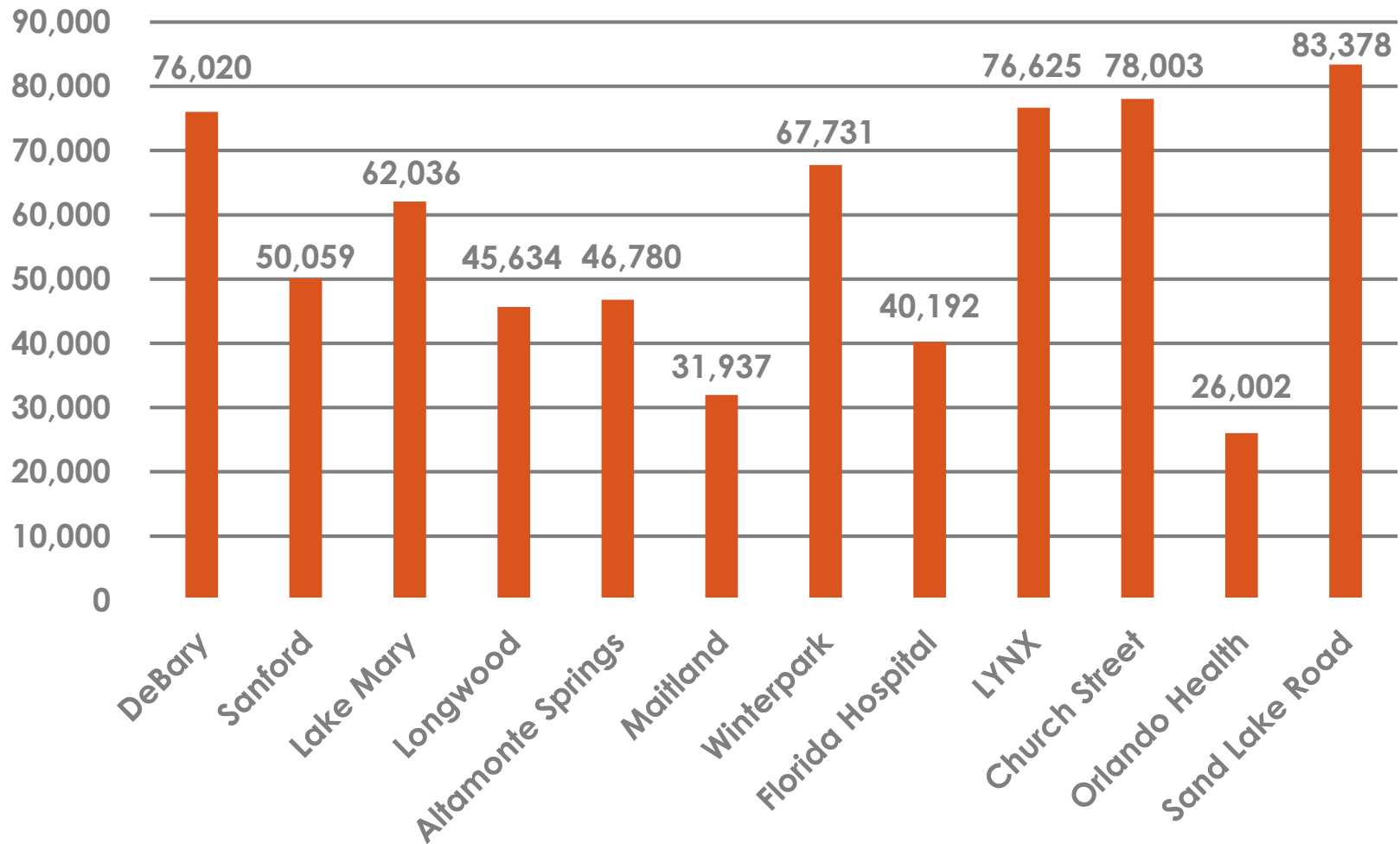
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Goal = 95%





# BOARDINGS BY STATION



■ Ridership July 2017 through April 2018

Note: Includes impacts from Hurricane Matthew in October 2016 and Hurricane Irma in September 2017.





# ONBOARD STATS

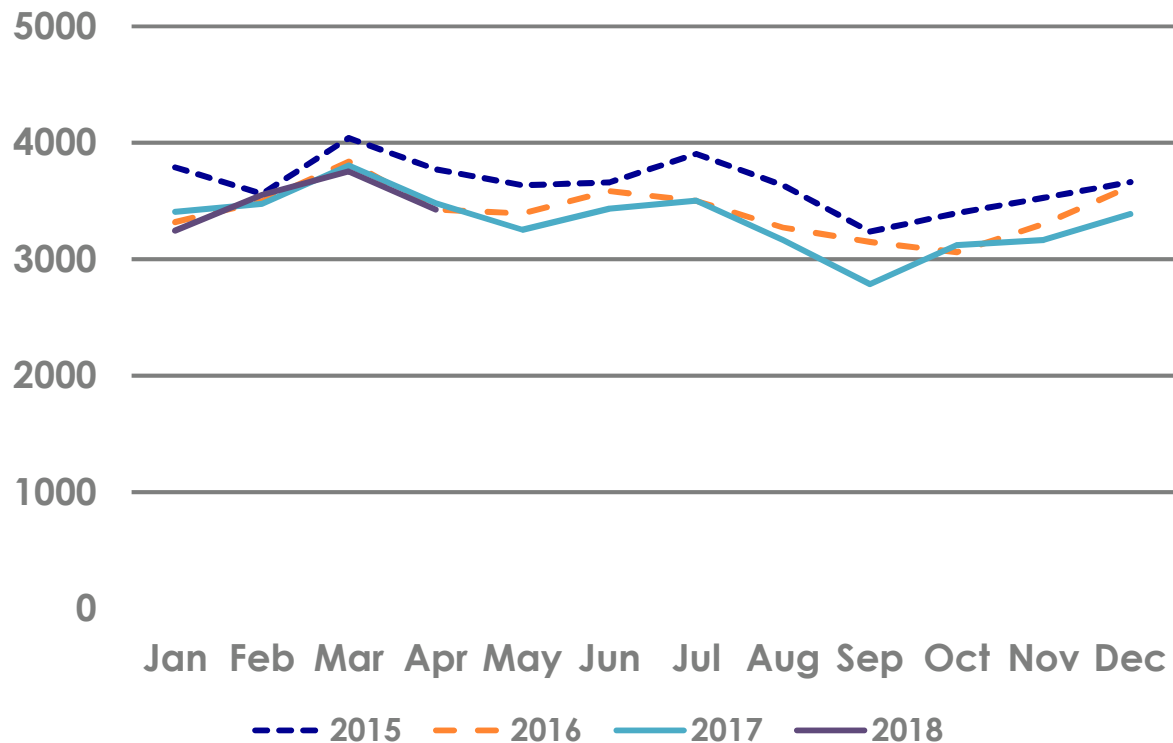
## RIDERS

FEB 3,553

MAR 3,754

APR 3,427

## AVERAGE DAILY BY MONTH



\*Excludes special service.

Note: Includes impacts from Hurricane Matthew in October 2016 and Hurricane Irma in September 2017.



SunRail.com

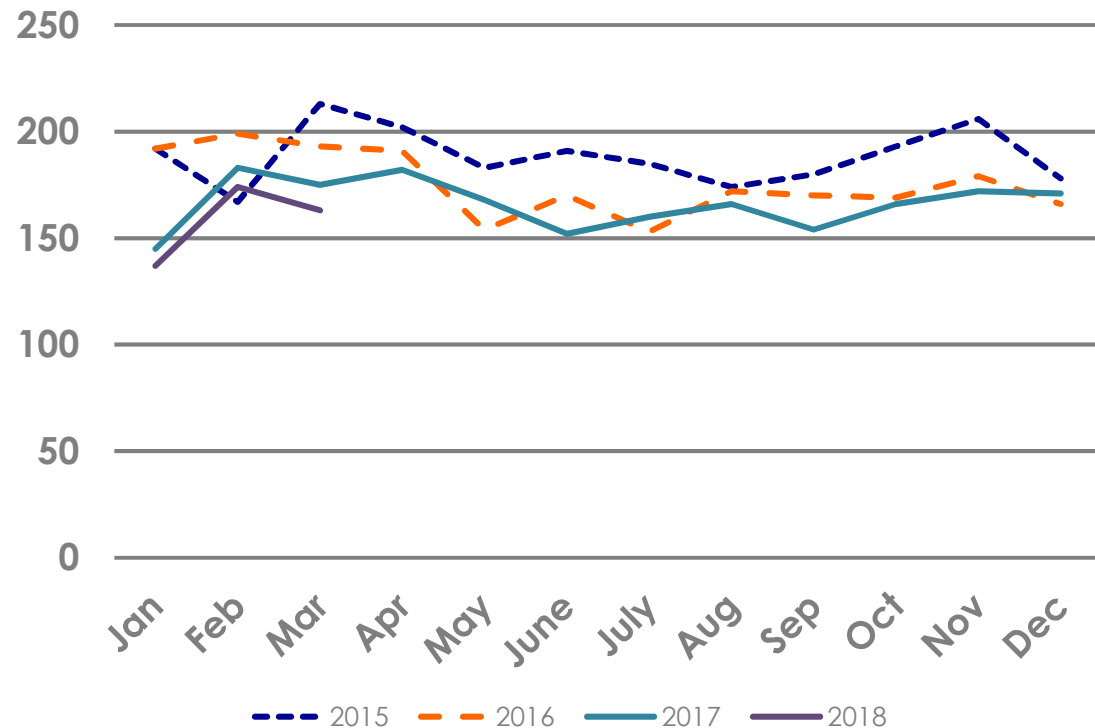


# ONBOARD STATS

BICYCLE  
RIDERS

158

AVERAGE DAILY  
BY MONTH



Note: Includes impacts from Hurricane Matthew in October 2016 and Hurricane Irma in September 2017.

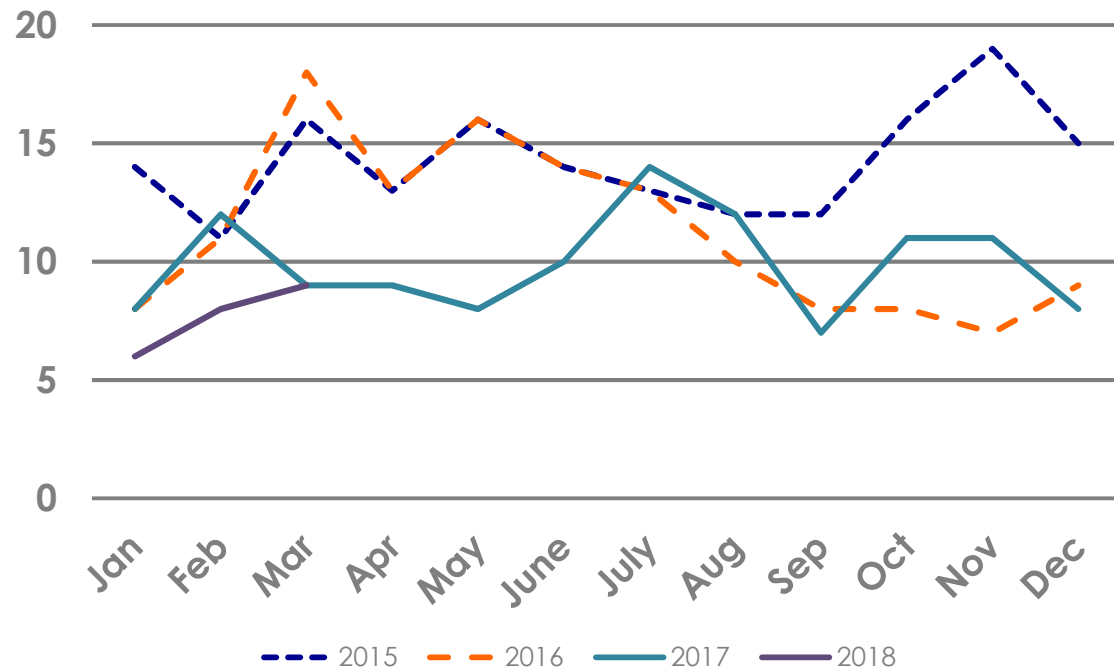


# ONBOARD STATS

ADA  
RIDERS

7

AVERAGE DAILY  
BY MONTH



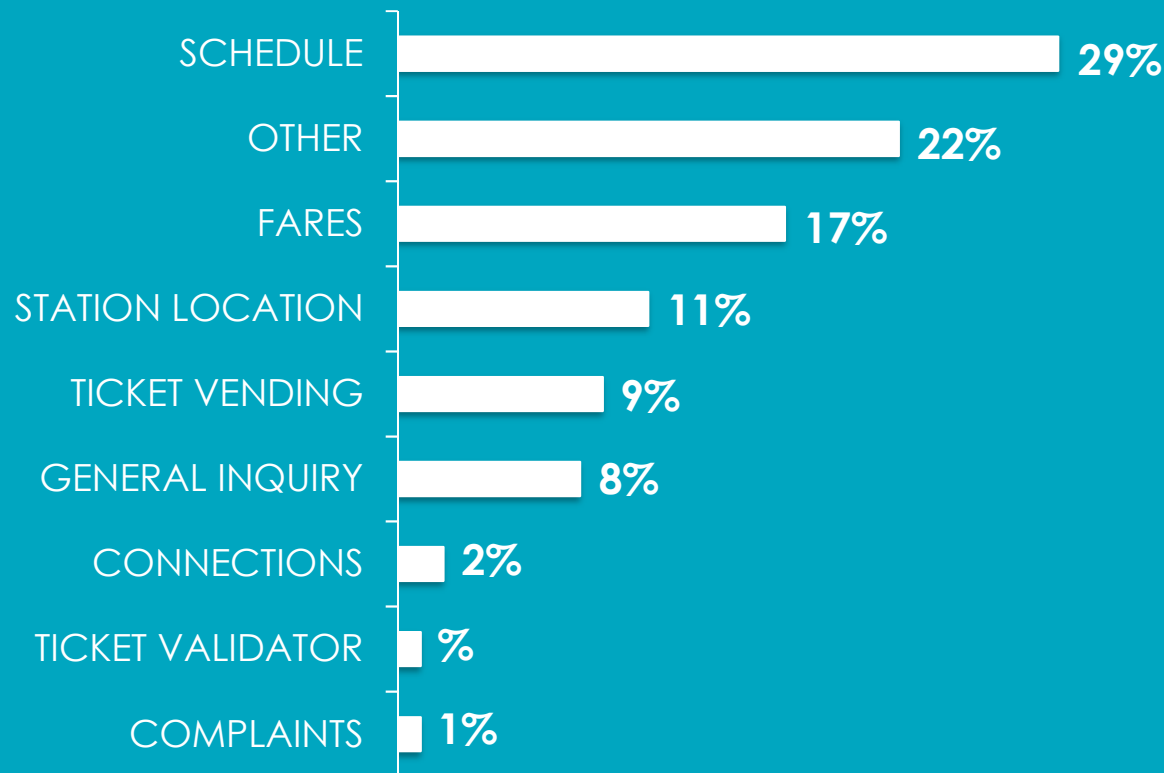
Note: Includes impacts from Hurricane Matthew in October 2016 and Hurricane Irma in September 2017.



# CALL CENTER

Total Calls 1/1/18 – 3/31/18

4,186



# BUDGET UPDATE

OPERATING REVENUE	ANNUAL BUDGET	YEAR TO DATE APRIL 30, 2018	
		BUDGET	ACTUAL
Farebox revenue	\$2,042,200	\$1,701,833	\$1,483,403
CSX usage fees	\$3,159,592	\$2,632,993	\$2,878,436
Amtrak usage fees	\$1,096,670	\$913,892	\$641,169
FCEN usage fees	\$21,671	\$18,059	\$15,926
Right-of-way lease revenue	\$225,000	\$187,500	\$76,277
Ancillary revenue	\$167,830	\$139,858	\$107,434
Card Revenue	\$-	\$-	\$16,205
<i>Subtotal - System revenue</i>	<i>\$6,712,963</i>	<i>\$5,594,136</i>	<i>\$5,218,850</i>
FTA §5307 - Urbanized Area Grant Funds	\$9,616,938	\$8,014,115	\$8,014,115
<b>TOTAL OPERATING REVENUE</b>	<b>\$16,329,901</b>	<b>\$13,608,251</b>	<b>\$13,232,965</b>

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



# BUDGET UPDATE

OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT	ANNUAL BUDGET	YEAR TO DATE APRIL 30, 2018	
		BUDGET	ACTUAL
Bombardier - Operations	\$6,851,085	\$5,709,238	\$5,678,866
Bombardier - Maintenance	\$13,468,967	\$11,224,139	\$11,256,628
Bombardier - Incentive/Disincentive	\$1,016,003	\$846,669	\$834,547
Conduent - Back-of-the-House Hosting	\$883,352	\$736,127	\$726,299
Conduent - Fare Equipment Maintenance	\$1,700,000	\$1,416,667	\$750,000
Herzog - Signal Maintenance of Way	\$2,605,528	\$2,171,273	\$2,358,421
Green's Energy - Fuel	\$1,000,000	\$833,333	\$908,384
Gallagher - Insurance	\$2,000,000	\$2,000,000	\$1,644,905
Amtrak - Heavy Vehicle Maintenance	\$1,210,592	\$1,008,827	\$902,251
Wells Fargo - Banking Services	\$5,160	\$4,300	\$3,878
Bank of America - Merchant Services (Banking)	\$60,000	\$50,000	\$40,594
MidFlorida - Armored Car Service	\$42,480	\$35,400	\$29,625
AT&T/Verizon - Wi-Fi Service	\$33,600	\$28,000	\$16,072
Fare Media Smart Card	\$134,800	\$112,333	\$-
Limited Use Smart Card	\$30,000	\$25,000	\$215,680
Incomm - Card Distribution & Packaging	\$-	\$-	\$-
<i>Subtotal - System operating costs</i>	<i>\$31,041,567</i>	<i>\$26,201,306</i>	<i>\$25,366,150</i>
Feeder Bus Expenses	\$1,478,375	\$1,231,979	\$1,201,883
Capital Maintenance	\$7,080,000	\$5,900,000	\$2,462,061
Consultant Support	\$7,463,814	\$6,219,845	\$4,502,964
<b>TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT</b>	<b>\$47,063,756</b>	<b>\$39,553,130</b>	<b>\$33,533,059</b>

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



# POSITIVE TRAIN CONTROL (PTC)

- Install all PTC hardware necessary for implementation
- Acquire all spectrum necessary for implementation
- Complete employee training for all applicable personnel
- Initiate revenue service demonstration on at least one territory that is required to have operations governed by a positive train control system; or
- Meet any other criteria established by the Secretary







# CONSTRUCTION UPDATE

Ms. Tammie Andrews

# SOUTHERN EXPANSION

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

Added guardrail along Clay Street



Adding fencing throughout the corridor





# SOUTHERN EXPANSION

Working on South Poinciana  
Blvd. and South Rail Ave.



Working on VSLMF  
Crew Building



# MEADOW WOODS STATION

Working on:

- System Integration
- Safety and Security Certification
- Currently conducting inspections, drills and testing





# TUPPERWARE STATION

Conducting walk throughs and closing out  
worklist items



# KISSIMMEE STATION

Conducting walk throughs and closing out  
worklist items





# POINCIANA STATION

Conducting walk throughs and closing out  
worklist items







# SUNRAIL TITLE VI UPDATE

Ms. Sandra Gutierrez

# SUNRAIL TITLE VI UPDATE

- Required by FTA every 3 years or when there is a Major Service Change or Fare Change
- Southern Expansion is a Major Service Change (adding 17.2 miles to 32 miles)
- Includes a Service Equity and Fare Equity Analysis to determine if changes are a disparate impact on minority or low-income populations
- Analyzed only changes that are FDOT funded including feeder buses

# LYNX ROUTE CHANGES

SunRail Station	Existing Service	Proposed Service
Sand Lake Road	Links 11, 18, 42, 111, Xpress Link 208, FastLink 418	Links 11, 18, 42, 111
Meadow Woods	n/a	Link 18, FastLink 418
Tupperware	n/a	Link 155, 18 via Wal Mart NeighborLink 631, 632
Downtown Kissimmee/ Kissimmee Intermodal	Links 10, 18, 26, 55, 56, 57, 108, FastLinks 407, 441, Xpress Link 208, NeighborLink 632	Links 10, 18, 26, 55, 56, 57, 108, FastLinks 407, 441, Kissimmee Circulator
Poinciana	NeighborLink 604, Disney Direct 306	NeighborLink 604, Disney Direct 306



# FEEDER BUS CHANGES PAID BY FDOT

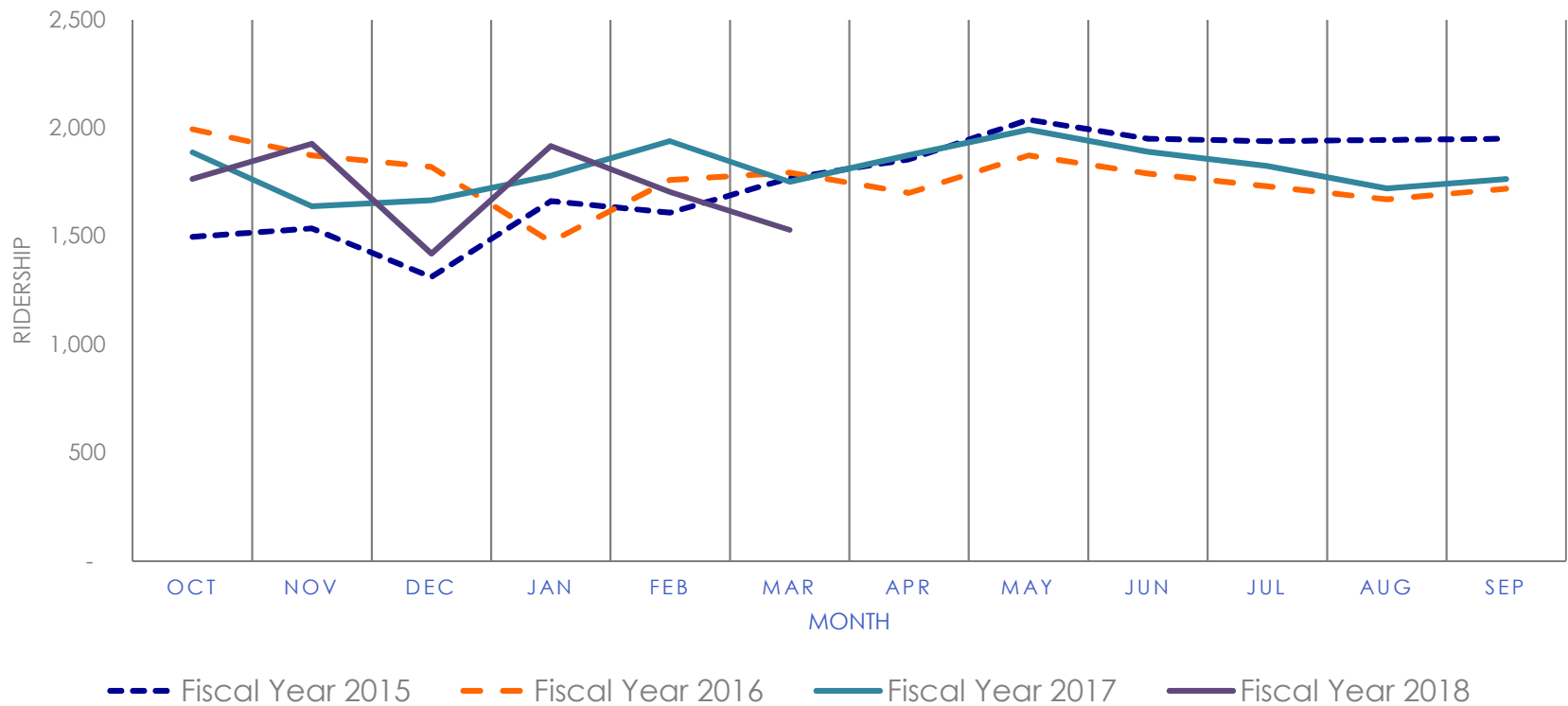
LYNX Routes	SunRail Station Connection	Annual Incremental Weekday Revenue Bus-Hours (funded by FDOT)	Existing Annual Weekday Revenue Bus-Hours	% Change	Major Service Change	Description of Service Change
155	Tupperware	5,738	0	100%	Yes	New Local Circulator route serving Buena Ventura Lakes, Osceola Parkway, Simpson Road and the Loop Shopping District in morning and peak periods only.
26	Kissimmee	635	13,115	4.85%	No	Add two (2) am trips per weekday to meet first SunRail trains.
604	Poinciana	711	2,560	27.8%	Yes	Change base location from Orange Blossom Trail and Pleasant Hill Road to SunRail Poinciana Station and match SunRail's hours of operation. On-call NeighborLink.
631	Tupperware	127	4,945	2.57%	No	Serve Tupperware Station and match SunRail's hours of operation. On-call NeighborLink.
632	Tupperware	381	5,082	7.5%	No	Serve Tupperware Station and match SunRail's hours of operation. On-call NeighborLink.
<b>TOTAL CHANGE</b>		7,592	25,702	29.54%	Yes	

# SUNRAIL TITLE VI UPDATE

- SunRail service replaces LYNX Xpress Route 208
  - Current riders receive more frequent service with SunRail
- Of 5 Feeder Bus Routes, 2 are Major Service Changes and cumulatively all 5 are a Major Service Change (service increased/decreased by 25% or more in revenue hours)
  - Current riders receive 1 new route and increased trips on other routes
- Service Equity and Fare Equity Analysis showed no disparate impact on minority or low-income populations in the service area
- Title VI Update submitted to FTA for review and comment on 5/9/18

# LYNX CONNECTIVITY

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



*Note: Includes impacts from Hurricane Matthew in October 2016 and Hurricane Irma in September 2017.*



# VOTRAN CONNECTIVITY

## VOTRAN FIXED-ROUTE AVERAGE DAILY BOARDINGS & ALIGHTINGS 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	20	22							127
Avg Daily Ridership	96	76	79	63	62	69							74
	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:** Beginning 10/2016, driver keys count only boardings and alightings at DeBary Station.  
Fiscal years 2014, 2015, and 2016 data reported boardings along SunRail Routes.





# **NEXT MEETING**

August 8, 2018, LYNX Central Station – 2:00 PM





# THANK YOU!

Follow us: RideSunRail





## ONGOING SUNRAIL SUPPORT

As part of SunRail's overall business development strategy, outreach and education efforts continued with employers and stakeholders in the Downtown Orlando core and along the SunRail service line. This includes creating and distributing four new additions of "On Track," SunRail's bi-monthly digital newsletter for Central Florida's business community. All "On Track" editions are also published on Corporate.SunRail.com under the Public Documents drop down menu.

## SOUTHERN EXPANSION

### Materials:

- Began distributing Southern Expansion informational "flip book" to key employers and stakeholders in new service areas

### Events:

- Worked in partnership with marketing and advertising team to help plan nine events to engage key stakeholders including five "Train Tours" at Southern expansion stations, events with the Kissimmee-Osceola Chamber, Orlando International Airport and the Orlando Economic Partnership
- Timeline: Beginning May 2018

### Presentations:

- Conducted five scheduled presentations to civic and business groups in new service areas including the Kissimmee-Osceola Chamber of Commerce Hispanic Business Council, the Downtown Kissimmee Area Council, Kissimmee Main Street and Downtown Business Association and Friends of Poinciana Villages
- Timeline: February - April

### Surveys:

- Currently building new surveys for target audiences of potential riders, including Downtown Orlando commuters from Southern Expansion service area, major employers, Orlando International Airport, neighborhood associations, Florida Hospital and Orlando Health
- Timeline: April 2018

### Neighborhood Outreach:

- Building a team of student volunteers, creating materials and developing partnerships with neighborhood associations to distribute information to all neighborhoods adjacent or near Southern Expansion station stops
- Timeline for distribution: June and early July 2018

### Connectivity:

- Continue to work with major partners to develop and promote potential connectivity options to/from Southern Expansion stations. Areas of focus include the City of Kissimmee (1.5-mile circulator beginning in December), Tupperware (Lynx and bike share), Florida Hospital-Kissimmee and Poinciana's Gatorade Bottling Plant



## 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

APRIL 2018

## 2017-18 MEDIA KIT: AVAILABLE NOW

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

## ON BOARD ADVERTISING: INVENTORY SOLD OUT THROUGH 7/1/18

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:	42
Placement Fee Range:	\$350 - \$5,000

## HISPANIC ONLINE & MOBILE ADVERTISING: AVAILABLE NOW ON SUNRAIL.ES

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

## TRAIN SCHEDULE ADVERTISING: INVENTORY SOLD OUT THROUGH 10/1/18

- Inventory - 1 placement
- All contracts are on a 3-month basis
- Cost per placement: \$300

## STATION KIOSK ADVERTISING: AVAILABLE NOW AT MOST STATIONS

- Southern Expansion kiosk reservations available now
- Church St. Station - SOLD OUT
- Partners may purchase multiple or individual stations
- All contracts are on an annual basis
- Cost per placement: \$3,300/year



# SUNRAIL MARKETING SCORECARD

APRIL 2018

## SOCIAL MEDIA

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

12,697 Facebook followers

15,413 Twitter followers

3,116 Instagram followers

Total Social Media Followers — 31,226

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 construction progress.

SunRail Riders have the ability to receive free text messages regarding service delays by texting “SunRail” to 31996. The current texting database is 1,112 users.

## NEW SUNRAIL MARKETING INITIATIVES

### Southern Expansion

The primary focus of the SunRail Marketing team is to maximize communications with south Orange and Osceola County businesses and residents as to the details and benefits of our Southern Expansion. A series of media and event initiatives are currently being executed with an emphasis for people to attend the May 19, 2018 Poinciana Station Train Tour event. A Southern Expansion Fact Sheet has been prominently placed on SunRail.com and SunRail.es for easy reference.



### SunRail Mobile APP

SunRail is in the final stages of testing their mobile App and plans are in place for a soft launch in the coming weeks. 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.

### Phase2 South Platform & Onboard Signage Make-over

SunRail is in the process of updating all station and onboard signage to reflect the addition of the Southern Expansion stations.

### Train Tours

SunRail has confirmed the first of four community Train Tour Events. The Poinciana Station will host their SunRail Train Tour on Saturday, May 19 from 10:00 AM until 2:00 PM. SunRail will partner with a number of local businesses and transit partners including LYNX, ReThink, GatorLand, Tupperware and AV Homes to create an informative and family-friendly station event. Future Train Tour dates will be available at SunRail.com and SunRail.es once they are confirmed.

### 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

APRIL 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



## ONGOING OUTREACH

SunRail safety outreach includes door-to-door outreach to residents and businesses near tracks; presentations in schools, community centers, at SunRail stations and onboard trains; direct mail; community events; coordination with law enforcement agencies and first responders; featured media buys in high visible areas; inclusion of safety messaging in business development and marketing programs; social media, training with public and school transportation groups and coordination with FRA, TSA and Operation Lifesaver.

### Materials:

- Finalized first responder training materials in coordination with Bombardier
- Updated trespass authorization letters for two jurisdictions based on leadership change
- Safety materials are now available in English and Spanish

### Events & Presentations:

- 4/19: Provided commercial driving safety presentation to Magic Tows in Kissimmee
- 4/19: Participated in train fire drill exercise with local emergency agencies in the southern expansion
- 4/14: hosted a table at the Color Run Orlando event and provided ridership and safety information
- 4/9: Delivered safety materials as Nicola Liquori participated in the Orange County Public Schools Celebrity Reading Program at Golden Bear Academy
- 4/9: Provided onboard safety presentation to high school high tech students from Lake Mary to Church Street
- 4/6: Delivered commercial driving safety presentation at AA Metals
- 4/6: Rode with students from Deveraux and delivered safety and career presentation
- 3/15: Attended Meadow Woods Town Hall meeting delivering rail safety and Southern Expansion information to the community
- 3/12: Delivered safety presentation for all kindergarten students at Catalina Elementary School
- 3/1: Attended Science Night at Millennia Gardens Elementary School and hosted a rail safety table

### Neighborhood Outreach:

- 4/21: Installed new safety sign on the signal box near the Fairbanks Avenue grade crossing in Winter Park to raise awareness for drivers to not stop on the tracks
- 4/18: Conducted door-to-door outreach informing residents of fire drill exercise taking place in coordination with local agencies
- Weekly: Posted safety related messages to three social media channels reaching over 30,000 followers regarding test trains, safety programming for summer camps, distracted driving awareness month and more

### Meetings:

- 4/23: Citrus Girl Scouts to discuss an opportunity for the Girl Scouts to earn a Train Safety patch through a safety presentation onboard
- 4/5: Osceola County School Transportation Director, Shawn Tucker, regarding the Old Tampa Hwy and Crestridge Drive bus stop relocation
- 3/28: Orange County Sheriff's Office to discuss trespassing and safety
- 3/27: Denn John Middle School Principal providing rail safety presentation to be distributed to home room classes
- 3/14: Osceola County School for the Arts Vice Principal setting up school wide safety presentation on 5/16
- 3/13: Osceola County School Transportation officials discussing current bus stop at Old Tampa Hwy and Crestridge Drive and the needs for it to be moved to the near side of the tracks
- 3/1: Orange County School Transportation officials reviewing how Cypress High School students who live in the Meadow Woods community travel to and from school

# UPCOMING MEETINGS

## **Technical Advisory Committee (LLYNX Open Space – 2<sup>nd</sup> Floor)**

Wednesday    August 8        2:00 pm – 3:00 pm

Wednesday    November 7    2:00 pm – 3:00 pm

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

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 Committee (LYNX Open Space – 2<sup>nd</sup> Floor)**

Thursday        August 2        5:00 pm – 6:00 pm

Thursday        November 1    5:00 pm – 6:00 pm