



CUSTOMER ADVISORY COMMITTEE

Quarterly Update

August 2, 2018



Central Florida Commuter Rail Commission

Customer Advisory Committee

Date: August 2, 2018
Time: 5:00 p.m.
Location: LYNX Central Station
2nd Floor Multi-Purpose Room
455 North Garland Avenue
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
 - II. Confirmation of Quorum**
 - III. Introductions**
 - IV. Action Items**
 - a. Adoption of May 3, 2018 Meeting Minutes
 - 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. Agency Update** – Nicola Liquori, SunRail CEO
 - VIII. Platform Announcements** – John Pierce, Consultant to FDOT
 - IX. Bus Connectivity**
 - a. LYNX – Tomika Monterville, Director of Planning & Development
 - b. Votran – Heather Blanck, Assistant General Manager of Administration
-



Central Florida Commuter Rail Commission Customer Advisory Committee

X. Committee Member Comments

XI. Next Meeting

- a. November 1, 2018

XII. 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 at least three business days prior to the event.

Attendees: Chair Karla Keeney, Vice-Chair Liz Sturgeon, Catherine Sterba, Nicola Liquori, Elliott Shepherd, Mark Calvert, Steve Olson, Regina Cargill, Doug Robinson

Minutes

Meeting called to order by CAC Chair Karla Keeney at 5:00 P.M.	
Action Item: <ul style="list-style-type: none"> A majority of the members shall constitute a quorum. A quorum was met for this meeting. Adoption of meeting minutes from March 1, 2018. 	
Agenda Item: Chairman's Report	Presenter: Karla Keeney
<ul style="list-style-type: none"> The Central Florida Rail Commission meeting was held March 29th. It was Chair Janer's first meeting. The Commission did not request the CAC to look at any particular items. 	
Public Comment: <ul style="list-style-type: none"> Joanne Cornelius- requested weekend, holidays, and 24-hour train service. 	
Agency Update: <ul style="list-style-type: none"> Quarterly Highlights <ul style="list-style-type: none"> Southern Expansion <ul style="list-style-type: none"> Construction is 97% complete Rail portion of construction is complete Station construction finishes are in progress Staff continues to work with the local community to promote safety and growing ridership Test trains have been running on the segment which is important to qualify the crews on the new territory Train Tours have been scheduled for each of the 4 new stations <ul style="list-style-type: none"> Poinciana Station - May 19 Tupperware Station – June Meadow Woods Station – June Kissimmee - June SunRail 101 Videos being refreshed and will be available on youtube Surveying Florida Hospital and Orlando Health employees to get feedback related to current or potential riders Based on survey results some minor changes may be made to the afternoon of the draft train schedule by minutes to accommodate wider population <ul style="list-style-type: none"> Southbound train departing DeBary 9:00 am Southbound train departing DeBary 10:00, 11:30, 12:30, and 1:30 Northbound train last evening departure shifted later Safety & Security <ul style="list-style-type: none"> Full scale fire drill was held in April to familiarize the Osceola first responders with the system New safety signage along the corridor Refreshing station signage, screens on the TVM/TVU, Emergency Call Boxes modified to be bilingual, on-board signage modified from Quiet Zone to Quiet Area Service Disruptions <ul style="list-style-type: none"> When an incident occurs, LYNX and Votran assists with bridging the gap. 	Presenter: Nicola Liquori

<ul style="list-style-type: none"> ▪ The FAQ's have been modified on the website. ▪ Pick up locations have been modified for riders' convenience ○ Business Development <ul style="list-style-type: none"> ▪ Working with stakeholders to promote the Train Tours ▪ Creating messages that explains ho to use the systems, connections, riding from your local area to the station, and last mile to destination. ▪ Presentations with civic and business groups ○ Statistics <ul style="list-style-type: none"> ▪ On-Time Performance for the first quarter of 2018 was 96 ▪ Average Ridership for February, March, and April. March is always a strong month and includes the Friday of the Winter Park Arts Festival. That Friday, ridership was over 5,000. ▪ Boardings by Station. The top four remain: Sand Lake, DeBary, Church Street, and LYNXC. We anticipate stronger ridership at Florida Hospital and Orlando Health Stations with the recommended schedule modifications. ▪ Call Center Statistics. The majority of calls are for general information, schedules, and fares. 	
Agenda Item: Bus Connectivity	Presenter: Doug Robinson
<ul style="list-style-type: none"> • LYNX <ul style="list-style-type: none"> ○ LYNX had some malfunctioning Automatic Passenger Counter devices in the months of February and March. The stations affected were Sanford, Lake Mary and Longwood. The malfunctioning makes the ridership lower than what is the average of approximate 1,700 daily riders. 	
Agenda Item: Bus Connectivity	Presenter: Nicola Liquori
<ul style="list-style-type: none"> • Votran <ul style="list-style-type: none"> ○ Votran's first quarter of 2018 the average daily ridership was 64. 	
Committee Comments: <ul style="list-style-type: none"> • <i>Members discussed the draft train schedule</i> <ul style="list-style-type: none"> ○ <i>Members noticed the later scheduled evening Northbound train creates a 3-hour gap between trains.</i> ○ <i>Members asked for clarification of time change at Florida Hospital and Orlando Health</i> ○ <i>Members asked about hiring additional engineers</i> <ul style="list-style-type: none"> ▪ <i>Ms. Liquori stated that the contractor is in the process of on-boarding new staff that is necessary for additional service. The process is lengthy process.</i> • <i>Members asked about platform announcement for the next train coming.</i> <ul style="list-style-type: none"> ▪ <i>Ms. Liquori noted that she has spoken with the Communications Consultant regarding the announcements and he said the change can be made. It is anticipated that the Consultant should be able to address the change later this year.</i> ○ <i>Members asked if the notifications can be changed on the platform boards.</i> <ul style="list-style-type: none"> ▪ <i>Ms. Liquori stated that change can be made.</i> 	
Next meeting is scheduled for August 2, 2018 at 5:00 p.m. at LYNX Central Station	
Meeting adjourned at 5:31 P.M.	



CUSTOMER ADVISORY COMMITTEE

Quarterly Update

August 2, 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

JACQUELINE PARAMORE

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





ADOPT MEETING MINUTES

May 3, 2018



CHAIRMAN'S REPORT

Ms. Karla Keeney

AGENCY UPDATE

Ms. Nicola Liquori





NOW OPEN!



SunRail.com



INAUGURAL RIDE *BEHIND THE SCENES*

July 28, 2018



SunRail.com



CELEBRATING

► MEADOW WOODS

► TUPPERWARE

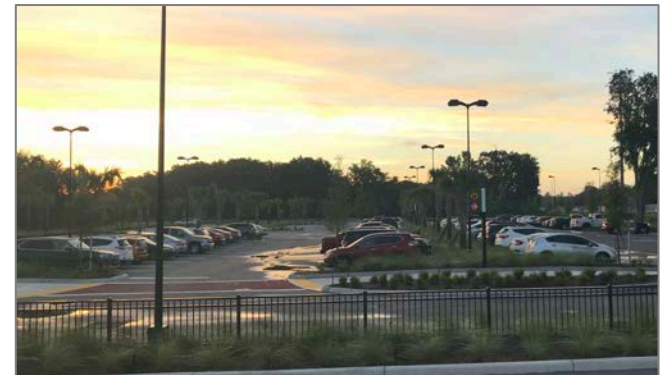
SUNRAIL'S
SOUTHERN EXPANSION

FIRST **5** 
FREE

NEW STATIONS

► KISSIMMEE/AMTRAK

► POINCIANA



SAFETY & SECURITY



TRAIN ARRIVAL STATS

APR-JUNE ON-TIME
AVERAGE

97%

Goal = 95%



ONBOARD STATS

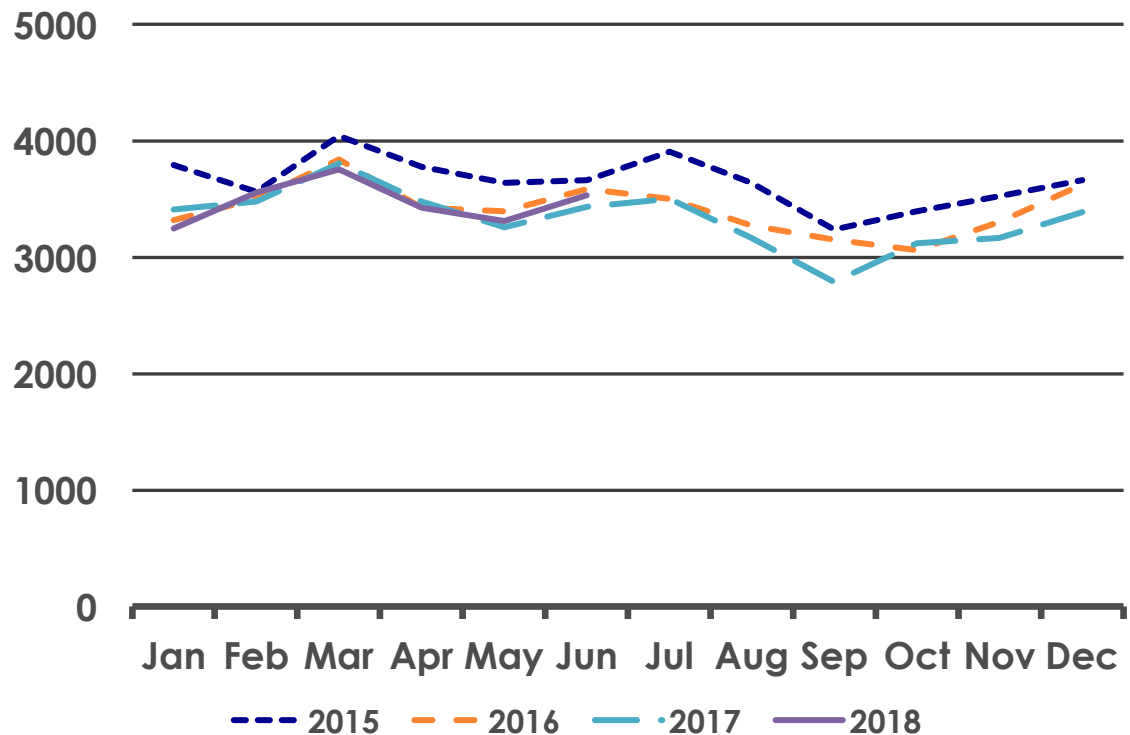
2018 AVERAGE DAILY RIDERS

APR 3,427

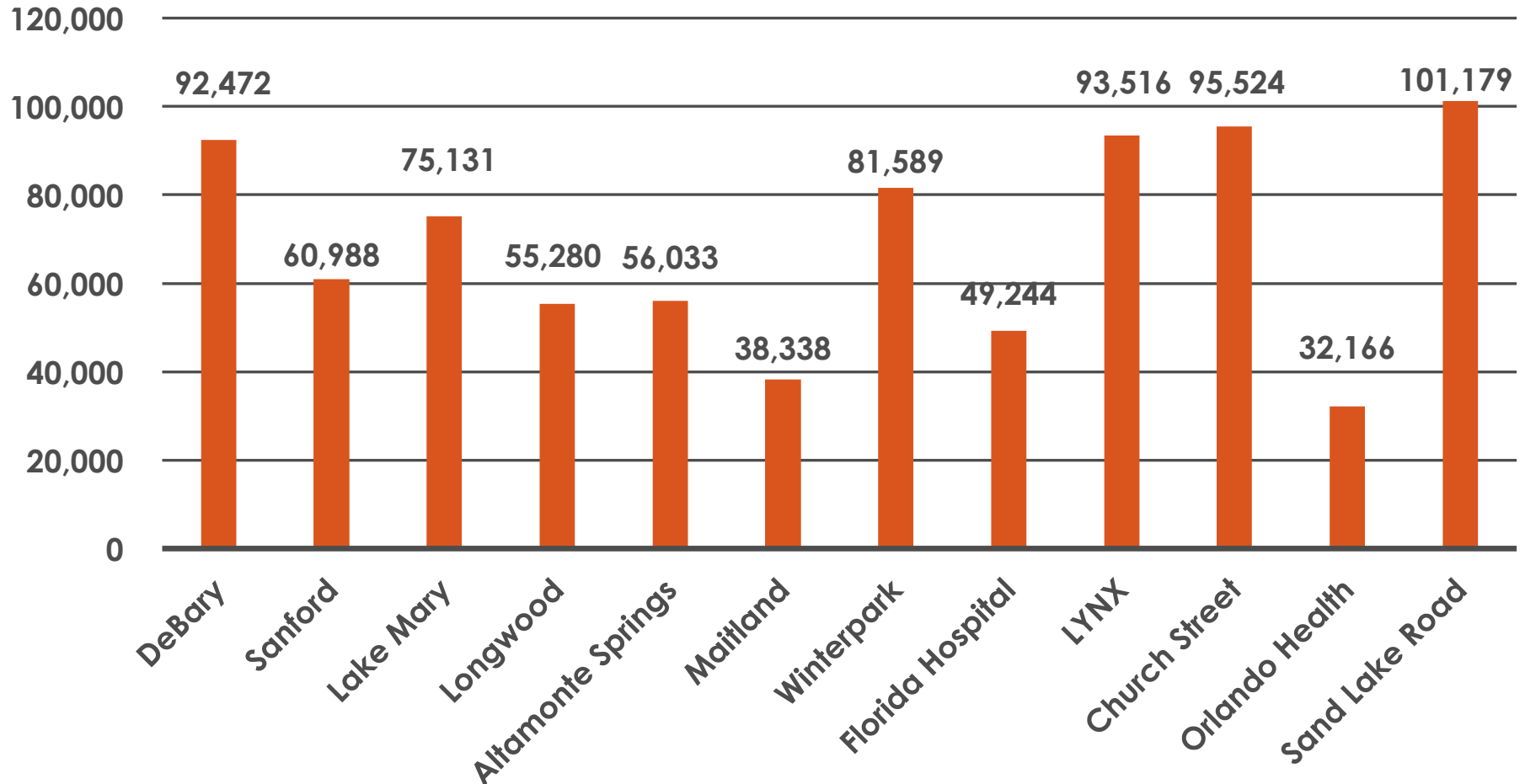
MAY 3,311

JUNE 3,535

BY MONTH



BOARDINGS BY STATION



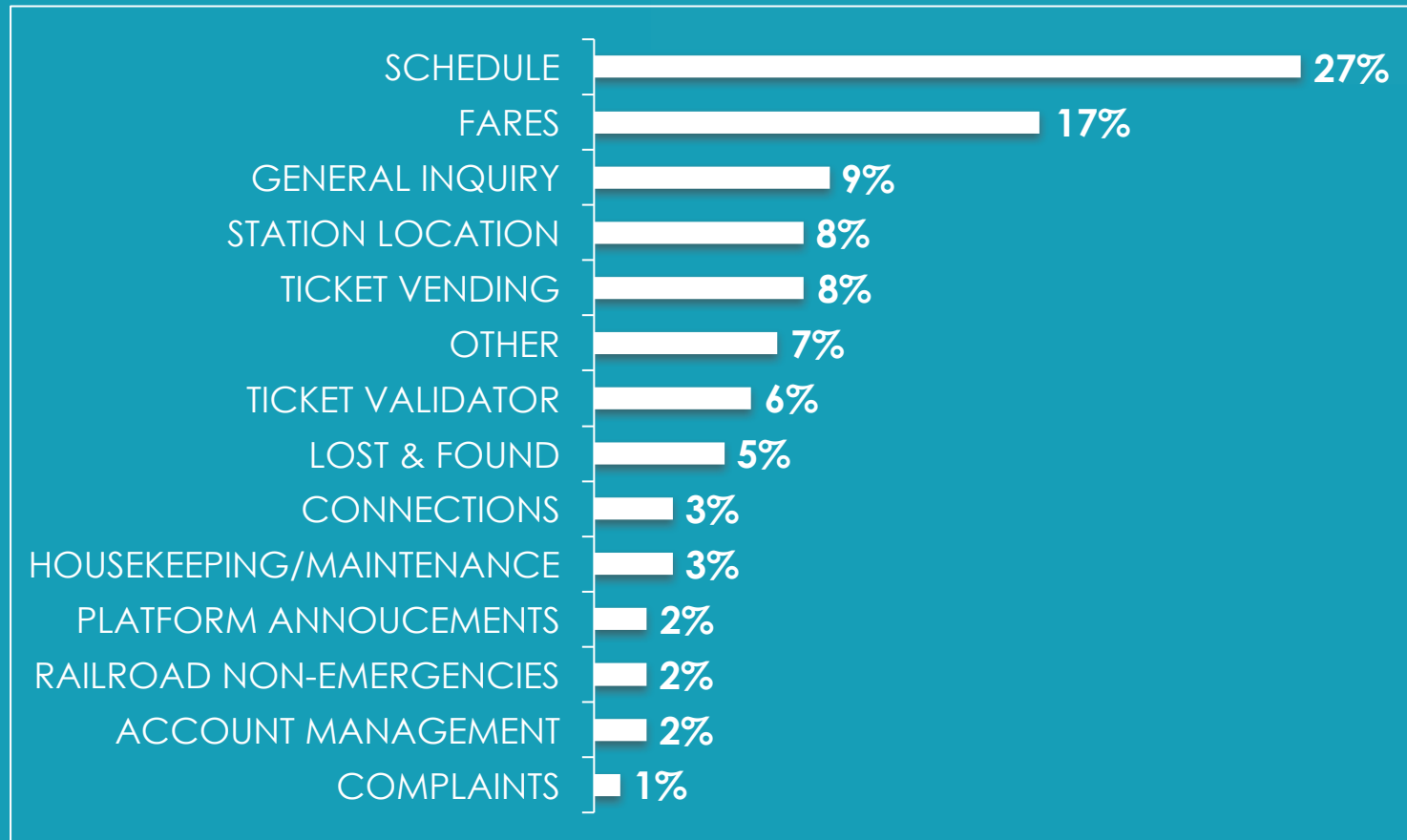
■ Ridership July 2017 through June 2018



CALL CENTER STATS

Total Calls April – June 2018

4,523



ON PLATFORM ANNOUNCEMENTS

Mr. John Pierce



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Approach Warning

- Automatically notify the public at the station that a train is imminent
- Tied to railroad track circuit technology
- Audibly and Visually reminds the public to expect a second train in English and Spanish
- Repeats six times
- Announced on both platforms
- Occurs for any on track equipment that affects the track circuit



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Arrival Notification

- Track SunRail trains' locations via onboard GPS
- Predict train arrival times
- Provide arrival times to sunrail.com
- Notify waiting passengers on platforms of the arrival of the next SunRail train



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Arrival Notification – System Interfaces

- Collect train consist information from Dispatch System
 - Example: P308 is Locomotive 101, Coach 3003, Cab 2008
- Push train schedule to Wi-Tronix (GPS Vendor)
- Poll Wi-Tronix for GPS coordinates of SunRail trains
- Serve train arrival times to sunrail.com
- Push train arrival notifications to the stations' PA system



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Arrival Notification – Current Program

- Automatically notify waiting passengers with Audible and Verbal announcements of the arrival or departure of the next SunRail train
- Five announcements occurring at one minute intervals
- Departure announcements occur at terminus locations
 - Debary and Poinciana
- Visually display train ID and minute count down per platform
 - Example, P305 – 3 MIN



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Arrival Notification – Current Program

- Audibly announce in coordination with visual message the direction and prediction status of the next train in English and Spanish
 - “northbound” vs “southbound”
 - “will be departing” vs “is scheduled to depart”
 - “will be arriving” vs “is scheduled to arrive”
- Equipment is reused once reaching a terminus and the following run gets accurately predicted times, but trains initiating service are not tracked by the GPS system until almost arriving at the first station. Therefore, departure announcements occur per scheduled time at Poinciana and Debary, and arrival announcements occur per scheduled time at Sanford and Kissimmee for those trains not yet tracked
- Announcements are dynamically assembled from short audio recordings and text strings



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Arrival Notification – Sample Intakes

take_number	take_text - English	take_text - Spanish
2001	The next	El próximo
2002	SunRail train	tren de SunRail
2003	will be arriving in	llegará en
2004	is scheduled to arrive in	está supuesto a llegar en
2005	is scheduled to depart in	está supuesto a salir en
2006	will be departing in	saldrá en
2007	minutes	minutos
2008	minute	minuto
2009	has completed it's service	ha completado su servicio
2010	Do not board	no abordar
2011	Please refer to the schedule for	Favor de consulte el horario para
2012	will be arriving at	llegará las
2013	is scheduled to arrive at	está supuesto a llegar las
2014	is scheduled to depart at	está supuesto a salir las
2015	will be departing at	saldrá las



ON PLATFORM TRAIN ANNOUNCEMENTS

Train Arrival Notification – Sample Takes

take_number	take_text - English	take_text - Spanish
1001	southbound	hacia el sur
1002	northbound	hacia el norte
1	one	uno
2	two	dos
3	three	tres
4	four	cuatro
5	five	cinco
6	six	seis
201	A - a	a
202	B - bee	be
203	C - cee	ce
204	D - dee	de
103	0	cero
104	1	un



ON PLATFORM TRAIN ANNOUNCEMENTS

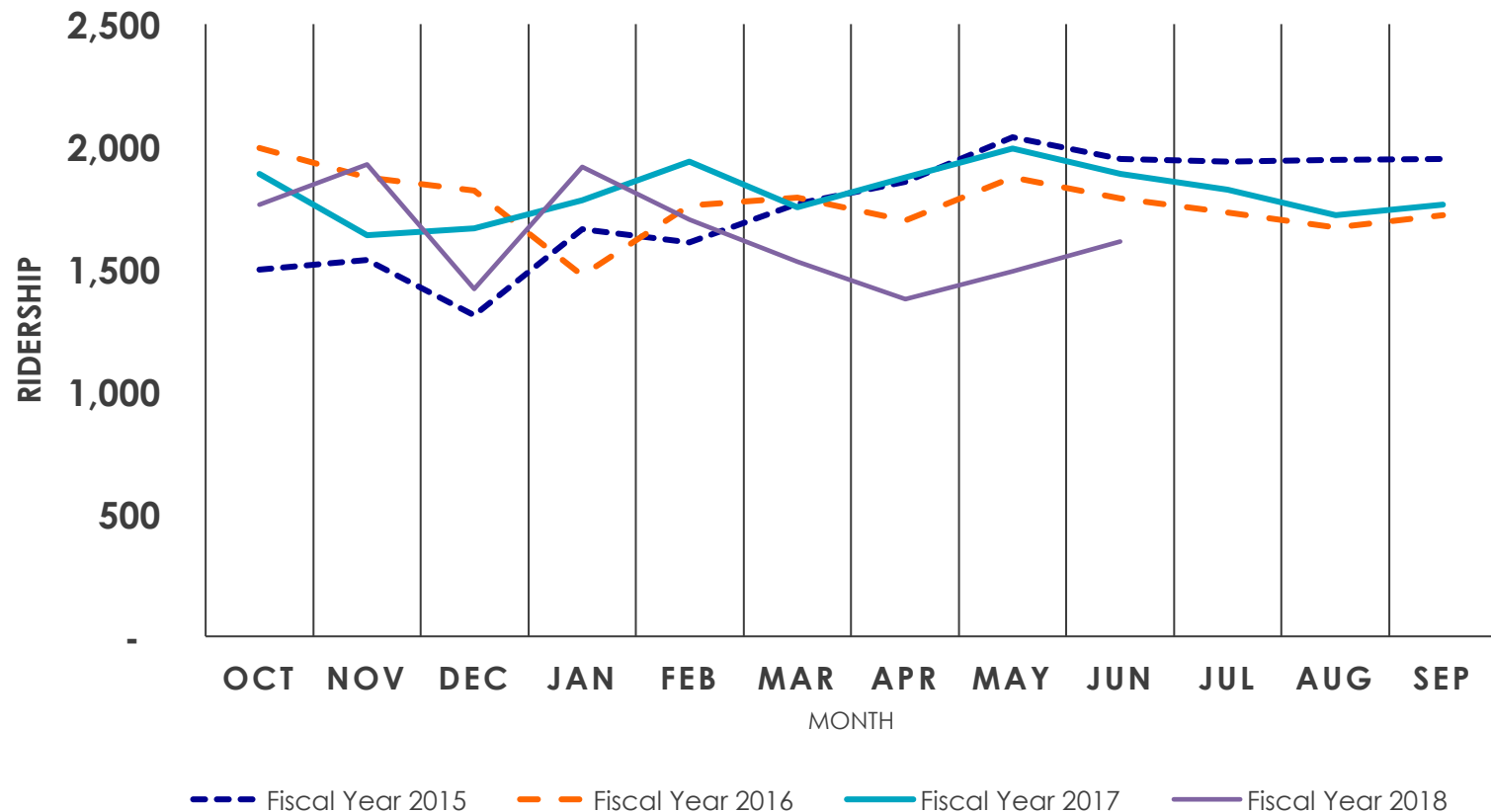
Train Arrival Notification – Options

- A variety of changes are available
- They are presented increasing in development time needed
- Any changes must apply to all SunRail trains
- Options:
 - Quantity of Announcements
 - Interval between Announcements
 - Split Audio / Visual (un-sync)
 - Next, Second, and Third Train arrival times



LYNX CONNECTIVITY

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



Note: Hurricane Irma disrupted SunRail service Sep. 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	21	22	21				127
Avg Daily Ridership	96	76	79	63	62	69	69	67	61				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.





THANK YOU!

Follow us: RideSunRail





ONGOING SUNRAIL SUPPORT

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

SOUTHERN EXPANSION

The core focus of SunRail's Business Development team from August–November will be supporting SunRail's Southern Expansion, and new train schedule. Below are specific activities being performed:

Neighborhood Engagement:

- The Business Development staff has secured a team of college summer interns to assist with a comprehensive neighborhood engagement effort in the SunRail "Southern Expansion" service area. Beginning in May and lasting through the end of July, the team was out in neighborhoods 3-4 days per week delivering informational door hangers to homes and answering questions in the neighborhoods near SunRail's four new station stops. Working in partnership with neighborhoods (associations, HOAs, etc.), our team placed door hangers on over 12,000 homes.

Business Development:

- Working in partnership with reThink, the team will be promoting the new schedule and stations to individual businesses and buildings within downtown Orlando. The goal is 100 businesses. There are 10 dates scheduled within downtown buildings so far.

Southern Expansion Awareness:

- SunRail's Southern Expansion includes engaging businesses within the new service area and providing information to employees who are potential new riders, and creating a presence at major events in Downtown Orlando and other local destinations to pass out materials and collect new rider information.

Orlando International Airport:

- There is a specific, intentional focus on OIA and its "universe" of 22,000 employees, half of those who are Osceola County residents. From August–November the business development team will continue to work with GOAA on a campaign to engage airport area employees.

Hospitals:

- Business Development surveyed Florida Hospital Orlando and Orlando Health main campus employees to assist with planning the new train schedule. The team will continue to work with both major hospitals to promote ridership. The team is also working with Florida Hospital - Kissimmee and Osceola Regional Medical Center in the Southern Expansion area.

Train Tours & Events:

- Business Development is working in partnership with the marketing and advertising team to help execute nine events to engage key stakeholders including: five successful "Train Tours" at Southern Expansion station stops, events with the Kissimmee-Osceola Chamber, Orlando International Airport and the Orlando Economic Partnership.

Presentations:

- There are approximately 25 scheduled presentations delivered monthly to civic and business groups in new service area such as the Kissimmee-Osceola Chamber of Commerce, Hispanic Business Council, the Downtown Kissimmee Area Council, Kissimmee Main Street, etc.

Connectivity:

- Work continues with major partners (employee centers) to develop and promote potential connectivity options to/from Southern Expansion Station stops. Areas of focus include: City of Kissimmee (1.5-mile shuttle route beginning in December), Tupperware (Lynx bus and bike share) and the Poinciana 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, Monday-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:

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



ADVERTISING REVENUE SCORECARD

AUGUST 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 or online <http://corporate.sunrail.com/doing-business-with-sunrail/advertising/>

ON BOARD ADVERTISING: AVAILABLE NOW

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: TAKING PLACEMENTS NOW ON SUNRAIL.ES

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

TRAIN SCHEDULE ADVERTISING: SOLD OUT THROUGH 4/1/19

SunRail has implemented a 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 AT MOST STATIONS

- Southern Expansion 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

AUGUST 2018

SOCIAL MEDIA

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

13,088 Facebook

15,814 Twitter

3,369 Instagram

Total Social Media Followers – 32,271

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 station construction progress.

SunRail Riders have the ability to receive free text messages regarding service delays. The current texting database consists of 1,416 users.

NEW SUNRAIL MARKETING INITIATIVES

July 28th Inaugural Ride

SunRail developed and managed a Southern Expansion Inaugural Ride between the new stations in coordination with Osceola County's Opening Event at the Tupperware Station. Media and partners were in attendance for this historic series of events.



July 30th First 50 Free Event

In an effort to offer new riders a positive free experience on SunRail while maintaining the comfort and reliability the regular commuter base receives, the SunRail team developed a First 50 Free promotion where anyone who arrives at the four new Southern Stations will receive a free SunRail round-trip for that day. This promotion applies to every SunRail train that departs from Meadow Woods, Tupperware, Kissimmee or Poinciana. The event will last a total of 15 days with the potential to give away 120,000 free trips.

Service Begins

SunRail has been very busy partnering with local media outlets (English & Hispanic) to promote the start of rail service on July 30. Media partners went above-and-beyond to help get the word out and the effort is very successful.

System-Wide Makeover

SunRail has completed a system-wide makeover of all signage, maps, stickers, wraps and kiosks for all 16 stations.

Southern Expansion Brings a New Level of Advertising Partners

SunRail has received an overwhelming amount of interest from the business community and has sold a majority of advertising space on platforms, the website, collateral and onboard posters.



TOD METRICS SUMMARY SCORECARD

AUGUST 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

As part of the ongoing strategy for public SunRail safety outreach, this program connects to the community through a variety of efforts including but not limited to: 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-visibility 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:

- Developed strategy for deterring photography on tracks through social media. Also created a sign in coordination with Winter Park Police Department to display near tracks (where many photos are taken) to educate about unsafe photography
- Developed and installed new safety sticker onboard trains reminding riders to fold strollers
- Posted between 1 – 2 safety messages weekly through social media reaching over 32,000 followers per post
- Created new safety message graphic to remind individuals to keep 25 feet from tracks due to overhang

Outreach, Presentations & Meetings:

- 7/30: Outreach to Poinciana HS for safety presentations and ongoing partnership efforts for the upcoming school year
- 7/20: Delivered safety presentation onboard to Summer SOAR (FICI) youth program for special needs children
- 7/19: Conducted community safety presentation at Pleasant Hill Elementary. Osceola County Schools and local law enforcement were in attendance to discuss school bus stop relocation and rail safety.
- 7/17: Delivered safety presentation onboard to Adventures in History Summer Camp with 40 children and adults
- 7/17: Delivered safety presentation onboard to StarChild Academy Waterford with 30 children and adults
- 7/16: Delivered onsite presentation to 35 children and adults at Academy for Autism
- 7/16: Conducted onsite presentation at Uptown Maitland with 35 seniors
- 6/26, 6/27, 6/28: Conducted on-site safety presentations to more than 100 children at the United Cerebral Palsy Summer Camp
- 6/21: Conducted onboard presentation with Longwood Community Preschool to 16 children and adults
- 6/21: Participated in full scale bus bridge drill, applying experiences to Ambassador training and rider communications during service disruptions
- 6/7; 6/26: Met with Osceola County Public School Transportation to review Crestridge school bus route
- 6/8; 7/9: Delivered safety presentation onboard with 10 attendees from Emplu
- 6/6: Delivered safety presentation onboard with Children's House of Learning to 25 children and adults
- Assured safety protocols in place on platforms and grade crossings and distributed safety materials during all five SunRail train tours 6/14, 6/16, 6/23, 6/30
- Attended CTST meetings with law enforcement in all jurisdictions to discuss rail safety, new service and any open items
- Coordinated with law enforcement to schedule enforcement days at multiple grade crossings in the Southern Expansion