



TECHNICAL ADVISORY COMMITTEE

Quarterly Update

August 8, 2018



Central Florida Commuter Rail Commission

Technical Advisory Committee

Date: August 8, 2018
Time: 2:00 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. Action Items

- a. Adoption of May 17, 2018 Meeting Minutes

IV. 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.

V. Chairman’s Report – Mr. Harrison

VI. Discussion Items

- a. Agency Update – Nicola Liquori
 - i. Southern Expansion
 - ii. PTC
- b. Bus Connectivity
 - i. LYNX – Tomika Monterville
 - ii. Votran – Rob Stephens



Central Florida Commuter Rail Commission Technical Advisory Committee

VII. Committee Member Comments

VIII. Next Meeting

November 7, 2018
2:00 p.m.
LYNX Central Station
455 N. Garland Ave.
2nd Floor Multi-Purpose Room

IX. 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.

Technical Advisory Committee Meeting

May 17, 2018

2:00 p.m.

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

Attendees

Jim Harrison, Orange County
Jean Jreij, Seminole County
Tawny Olore, Osceola County
Alisha Maraviglia, City of Altamonte
Jordan Smith, City of Sanford
Shad Smith, City of Longwood
Keith Moore, City of Winter Park
Randy Schrader, City of Kissimmee
Jon Cheney, County of Volusia

Andrew Landis, City of DeBary
Rob Stephens, VoTran
Vince Wang, River to Sea TPO
Nicola Liquori, FDOT
Elliott Shepherd, FDOT
Steve Olson, FDOT
Tammie Andrews, FDOT
Sandra Gutierrez, CFRC/SunRail
Regina Marini Cargill, Evolve Today

Minutes

Meeting was called to order by TAC Chairman, Jim Harrison, at 2:01 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 March 7, 2018 was made. The meeting minutes were adopted unanimously.

Public Comments:

- Joanne Cornelius- requested weekend, holidays, and 24-hour train service

Agenda Item: Chairman's Report

Presenter: Jim Harrison

- Next CFCRC Meeting is scheduled for May 31st, at MetroPlan Orlando.
- Transition
 - The Consultant contract has been signed by the Consultant, H. W. Lochner, and the CFCRC.
- Interlocal Agreements
 - Discussions with Volusia County have progressing positively.

Agenda Item: Agency Update

Presenter: Nicola Liquori

- Phase 2 South now rebranded as "Southern Expansion"
 - Construction is 97% complete.
 - Test trains are running along the corridor for crew qualifications.
 - The target is Monday, July 30th, for opening.
 - Safety messages and informational updates are being pushed on social media when test trains are running.
 - Train tours are being scheduled for each of the new Stations.
 - Poinciana Station Saturday, May 19th 10AM – 2PM
 - Visitors can participate in: locating information on the Platform; how to utilize SunRail; safety presentations
 - Community Partners, LYNX and rethink Your Commute will be available to answer questions
 - AB Homes, GatorLand, and a local radio station will also be participating
 - Tupperware Station Saturday, June 16th 10AM – 2PM
 - Meadows Wood Station Saturday, June 23rd 10AM – 2PM
 - Kissimmee Station Saturday, June 30th 5PM – 9PM
 - Draft Train Schedule
 - 40 Train with 4 additional trips
 - Southbound schedule maintains its 5AM start and maintains the current peak schedule
 - Southbound departing DeBary schedule will have a 9AM, 10AM, 11:30AM, 12:30PM, and 1:30PM
 - Northbound schedule departs Poinciana at 5:45AM
 - After receiving some feedback on the 5:15PM Northbound departure from Poinciana, staff is evaluating at a shift of 10 minutes to better align with hospital employee
 - After the evaluation, the schedule will be final
- Business Development
 - Working with key stakeholders specifically related to the Train Tours

- Presentations are being made to a number of business and civic groups within the communities
 - Teams are canvassing neighborhoods
- Phase 1 / Existing System
 - Signage is being refreshed
 - Reviewing TVM/TVU on existing platforms to replace screens if needed
 - Emergency Call Boxes have been modified to provide information in English and Spanish
 - Updating onboard signage
 - Quiet Zones onboard are being changed to Quiet Area
- Safety
 - Signage
 - New eye-catching safety signs are being installed “Do Not Stop On Tracks”
 - Local Community Support
 - Full scale fire drill
 - Orange and Osceola Sheriff’s Offices along with Kissimmee PD have been participating in scheduling enforcement days
 - The team has been working with Osceola County Public Schools to relocate some bus stops along the corridor
 - Working with law enforcement on no trespassing signage
 - Meeting with Sheriff’s Office and Public Schools to discuss cross guards
- On-Time Arrival
 - January through March 2018 has an average 96% exceeding the goal of 95%
- Boardings by Station
 - From July 2017 through April 2018
 - Florida Hospital and Orlando Health are two Stations has opportunity for growth
- On-Board Statistics
 - Ridership for the months of February through April 2018 is consistent with previous periods with 3,400 riders
 - March is always a strong month due in part to the Winter Park Art Festival. On the Friday of the Festival, ridership was recorded at 5,577
 - Bicycle riders remain between 150 – 200 per month
 - ADA ridership remain consistent
 - Call Center statistics
 - The majority of calls are for general information
- Budget
 - Operating Revenue Budget is shown on a cash basis until fiscal year end June 30th when accruals will be reported
 - The Operating Revenue and Costs are within budget
 - Insurance cost is reported as a full fiscal year and will not change before year end
 - Fuel costs have increased
- Positive Train Control (PTC)
 - SunRail is required to implement PTC over the 61-mile corridor. There is a dual time-line for completing PTC.
 - Certain milestones must be met by December 2018 in order to be granted for full implementation by December 2020.
 - One of the milestones to be met by December 2018 is hardware installation. Currently a number of the rolling stock has been outfitted with radio communications. The turn-around time for the installation is beating the time estimated, therefore, ahead of schedule.
 - The spectrum for the communications has been acquired.
 - Training of 114 employees is scheduled to begin in September
 - Revenue service demonstration must be initiated on a portion of the territory. Currently being considered is a 12-15-mile section for the demonstration.

Agenda Item: Construction Updates**Presenter: Tammie Andrews**

- Southern Expansion
 - Major work items have been completed
 - Guardrail has been added along Clay Street
 - Fencing throughout the corridor is being added
 - Work is on-going at South Poinciana Blvd. and South Rail Avenue
 - Work is on-going at the VSLMF Crew Building
- Meadow Woods Station
 - System integration work is on-going
 - Safety & Security Certification is in progress
 - Inspections, drill and testing are currently being conducted
- Tupperware Station
 - Walk through has been conducted and work on close out items is being completed
- Kissimmee Station
 - Walk through has been conducted and work on close out items is being completed
- Poinciana Station
 - Walk through has been conducted and work on close out items is being completed

Agenda Item: Title VI Update**Presenter: Sandra Gutierrez**

- The FTA requires a Title VI update every 3 years or at the time of a Service or Fare Change
 - In 2014 the Central Florida Commuter Rail Commission (CFCRC) was provided a presentation on the established FDOT Service and Fare Equity Analysis and Policy
 - A Service Change was determined to be an increase or decrease in revenue route miles that exceed 25%
- As a part of the Title VI update, a Service and Fare Equity Analysis was required to be completed.
 - The analysis indicates if there any disparate impacts to minority or low-income populations. A disparate impact is greater than 20% impact to the minority or low-income population as compared to the population as a whole.
 - The changes to FDOT funded bus routes were analyzed.
 - The bus route changes proposed were positive. Of the five routes analyzed, Route 144 and 604 were those that increased or decreased revenue service hours by 25%
 - The analysis determined there was no disparate impact on the minority or low-income population in the service area
- The Title VI update will be submitted to FTA on 5/9/18

Agenda Item: Bus Connectivity**Presenter: Doug Robinson, LYNX**

- LYNX
 - The SunRail connectivity ridership data averaging approximately 1,710 daily riders.
 - A malfunction occurred in the Automatic Passenger Counters in February and March and did not account for all riders.
 - For LYNX' fiscal year-to-date, there is an approximate decreased of 3.5%
 - LYNX will be rolling out a service change on July 15th.

Agenda Item: Bus Connectivity**Presenter: Rob Stephens**

- Votran
 - Mr. Stephens introduced himself to the Committee as the new General Manager of Votran beginning in January 2018.
 - Votran provides feeder service from the DeBary station by 3 routes funded by FDOT.
 - The daily average is better than in previous year with 74 boardings/alightings

Committee Member Comments:

- *Jon Cheney, County of Volusia, Traffic Engineering Director, asked if PTC has been fully funded. He noted there was an announcement of a grant being provided for passenger rail for PTC implementation.*
 - *Ms. Liquori provided that FDOT has fully funded the capital cost for the installation; however, the grant opportunity is being reviewed for the possibility of utilizing those grants funds.*
- *Tawny Olore, Osceola County, Executive Director of Transportation & Transit, asked if there was an estimated operating cost for PTC.*
 - *Ms. Liquori provided the initial estimate is approximately \$3.5 million; however, a closer estimate should be available by the end of the year.*
- *Jon Cheney, County of Volusia, Traffic Engineering Director, asked if the Citizen Advisory Committee proposed changes to the Committee's membership criteria was being reviewed together with the Interlocal Agreements.*
 - *The Chair, Jim Harrison, noted the Committee's proposed changes are being reviewed along with the Interlocal Agreements.*

Meeting adjourned: 3:38 p.m.

Next meeting: Scheduled for Wednesday, August 8, 2018 at 2:00 p.m., LYNX Central Station, Second Floor Open Space, 455 N. Garland Avenue, Orlando



TECHNICAL ADVISORY COMMITTEE

Quarterly Update

August 8, 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





CHAIRMAN'S REPORT

Mr. Jim Harrison



ADOPT MEETING MINUTES

May 17, 2018

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



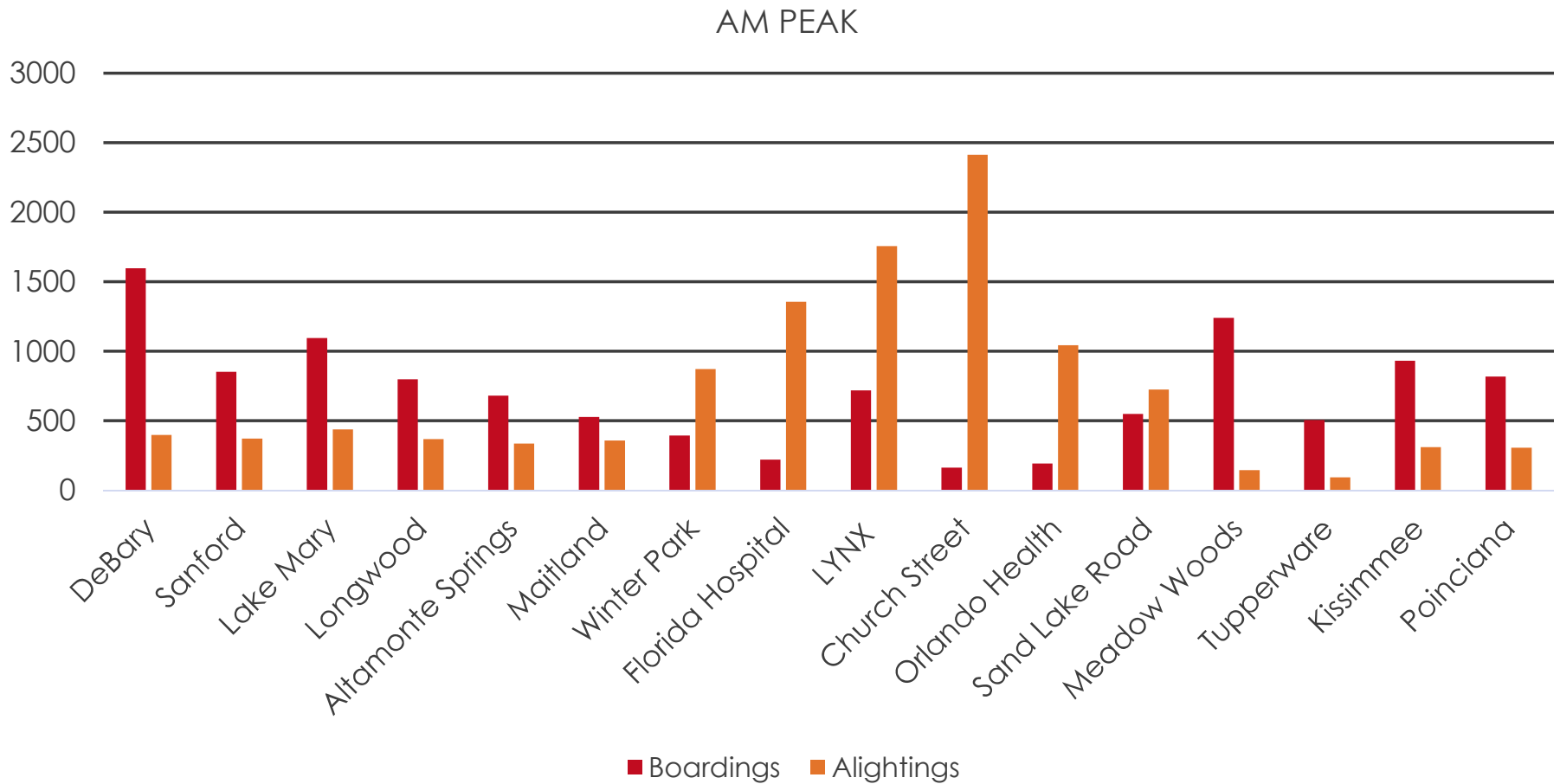
NEW STATIONS

► KISSIMMEE/AMTRAK

► POINCIANA

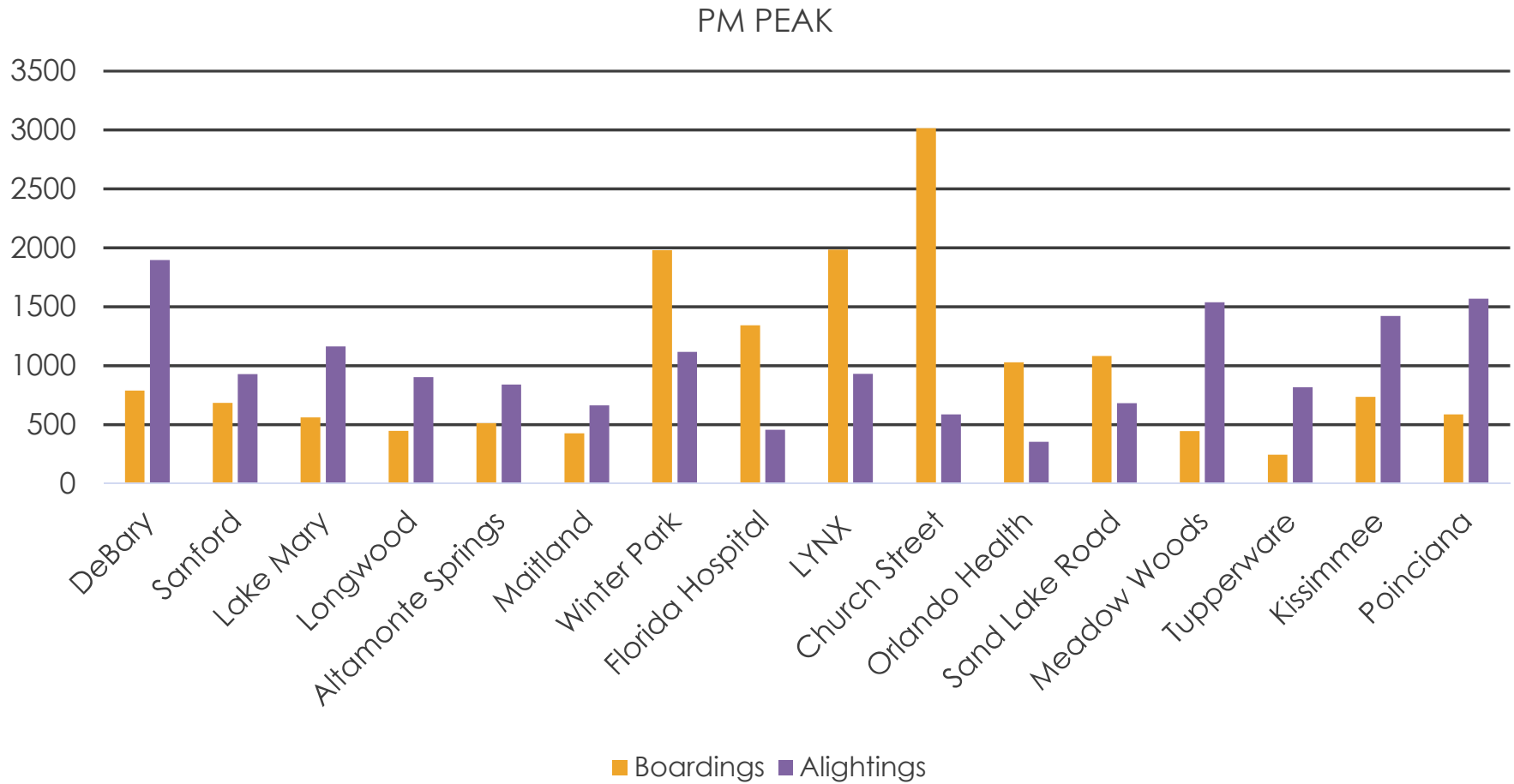


BOARDINGS & ALIGHTINGS



July 30 through August 6, 2018

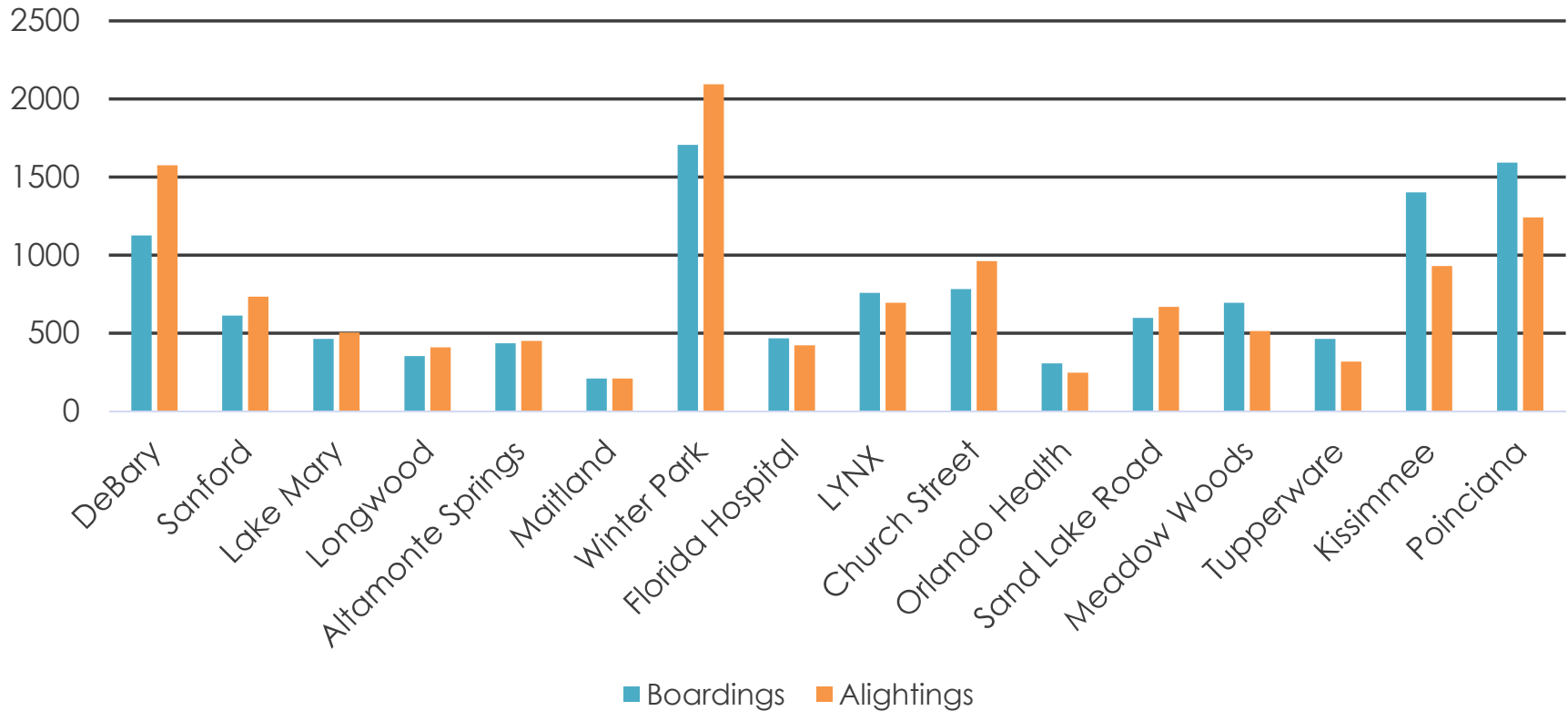
BOARDINGS & ALIGHTINGS



July 30 through August 6, 2018

BOARDINGS & ALIGHTINGS

OFF PEAK

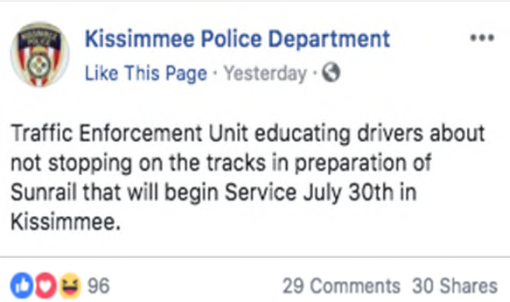


July 30 through August 6, 2018

FINALIZING CONSTRUCTION ITEMS



SAFETY & SECURITY



TRAIN ARRIVAL STATS

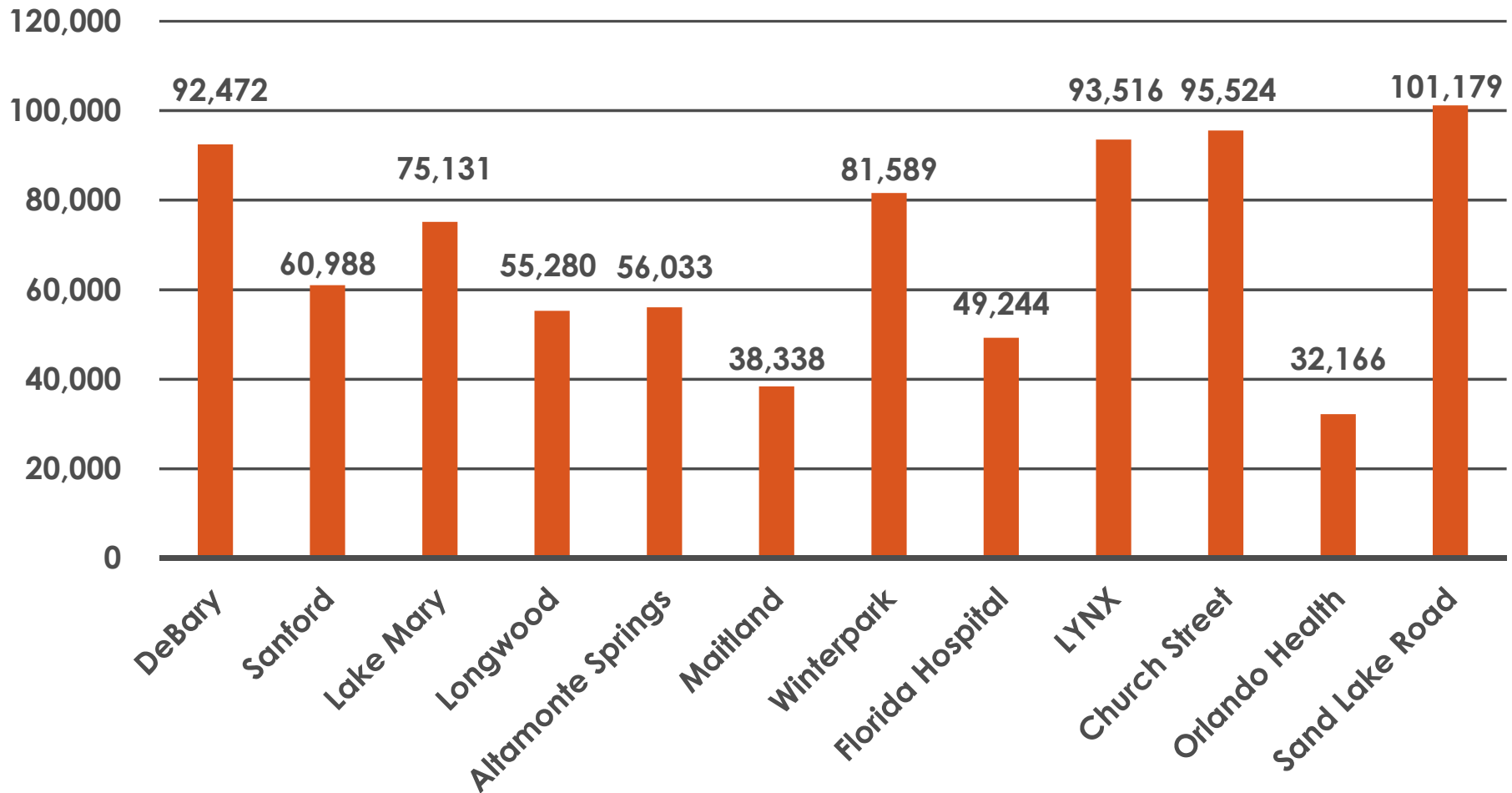
APR-JUNE ON-TIME
AVERAGE

97%

Goal = 95%



BOARDINGS BY STATION



■ Ridership July 2017 through June 2018

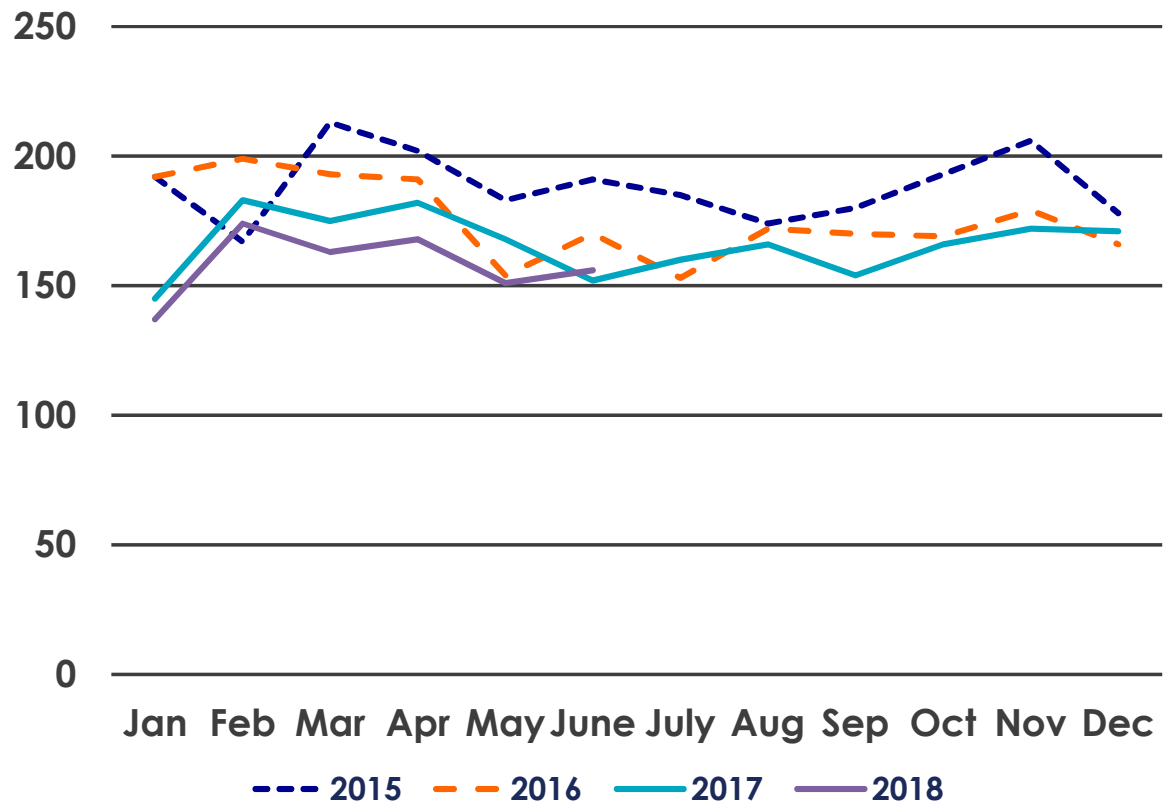


ONBOARD STATS

APR-JUNE
AVERAGE DAILY
BICYCLE

158

RIDERS BY MONTH



ONBOARD STATS

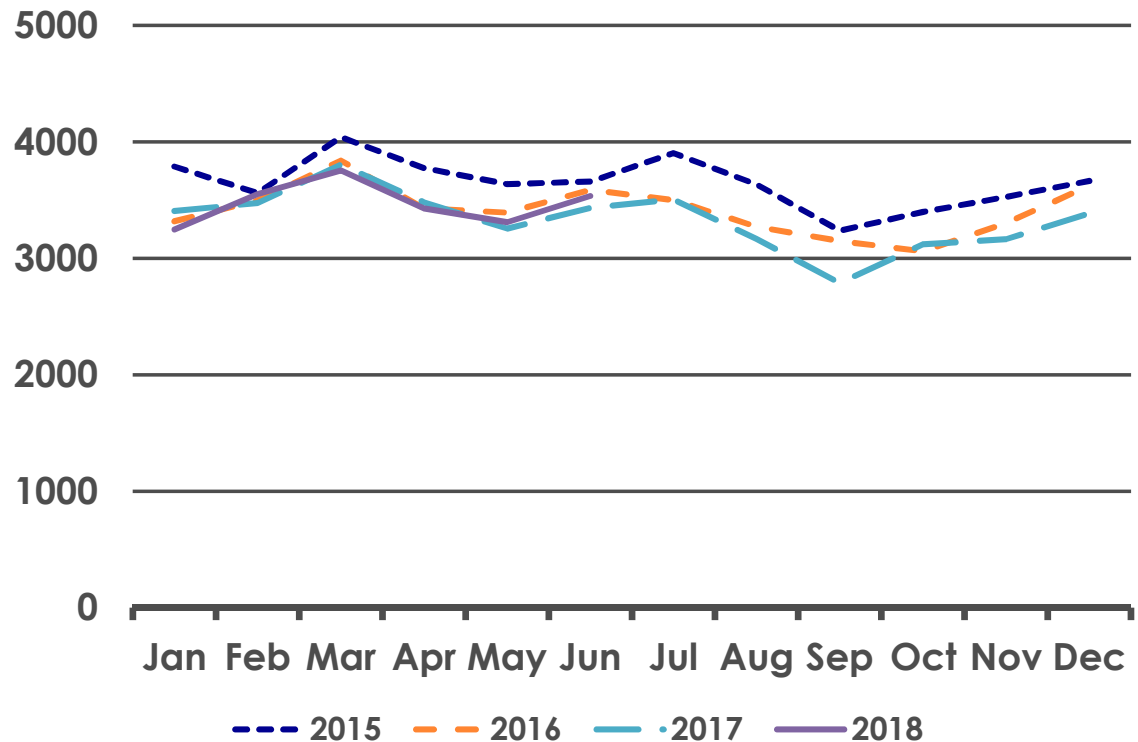
2018 AVERAGE DAILY RIDERS

APR 3,427

MAY 3,311

JUNE 3,535

BY MONTH

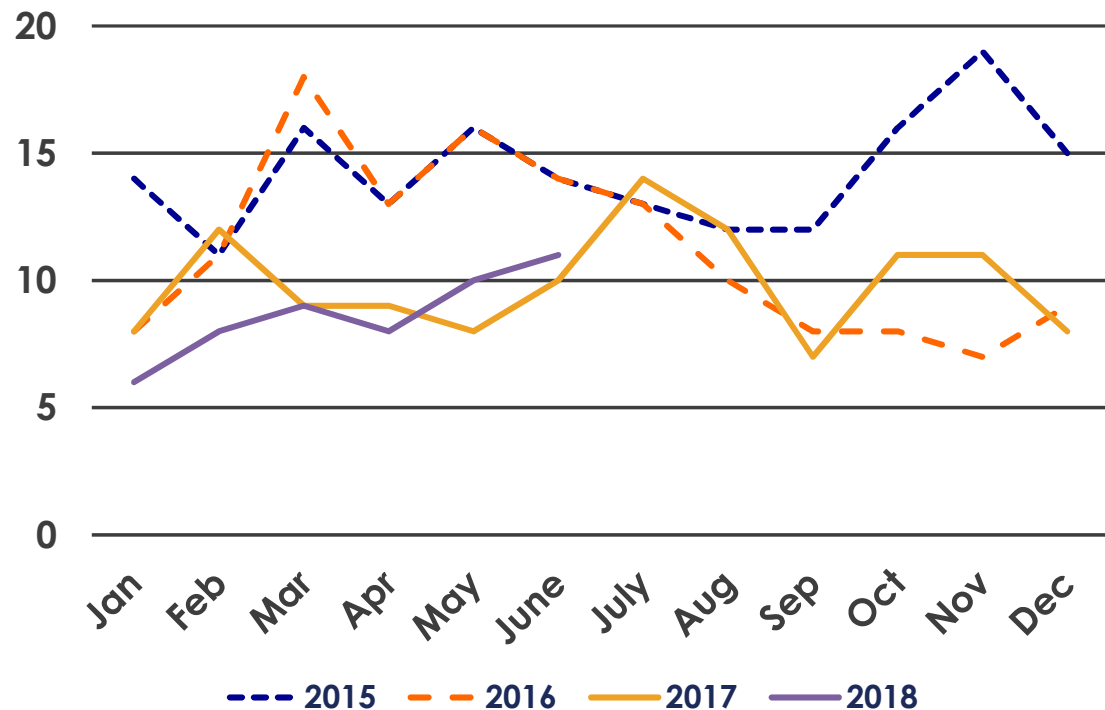


ONBOARD STATS

APR-JUNE
AVERAGE DAILY
ADA

10

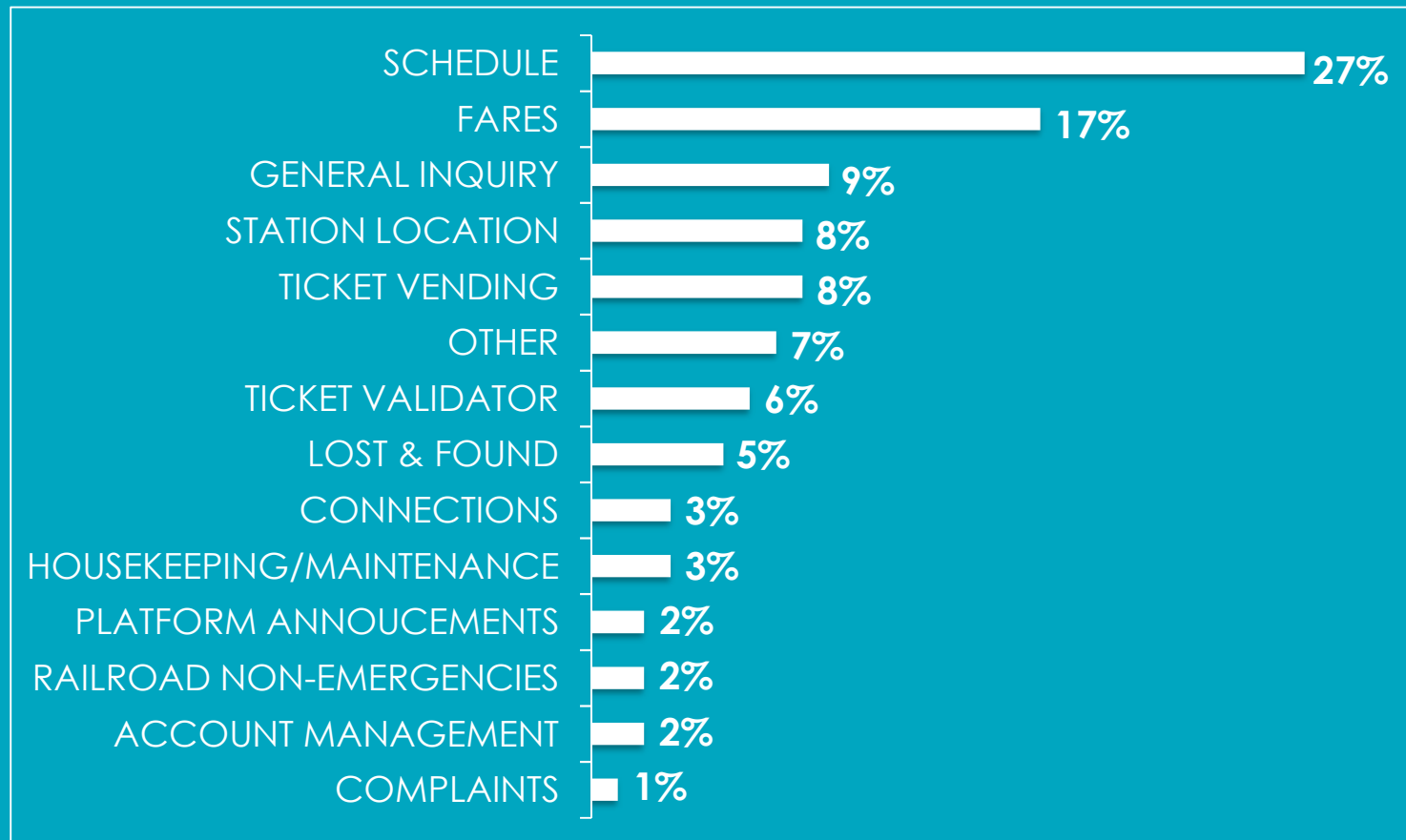
RIDERS BY MONTH



CALL CENTER STATS

Total Calls April – June 2018

4,523



INCIDENT STATS

Total Incidents 4/1/18 – 6/30/18

5

Grade Crossing

2

1

Object

2

■ SunRail ■ Tenant

BUDGET UPDATE

OPERATING REVENUE

Farebox revenue
CSX usage fees
Amtrak usage fees
FCEN usage fees
Right-of-way lease revenue
Ancillary revenue
<i>Subtotal - System revenue</i>

FTA \$5307 - Urbanized Area Grant Funds

TOTAL OPERATING REVENUE

YEAR ENDED JUNE 30, 2018	
BUDGET	ACTUAL

\$2,042,200	\$1,848,977
\$3,159,592	\$3,042,183
\$1,096,670	\$868,731
\$21,671	\$22,703
\$225,000	\$107,221
\$167,830	\$348,773
\$6,712,963	\$6,238,588

\$9,616,938	\$9,616,938
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\$16,329,901	\$15,855,526
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NOTE: These numbers are not audited.

BUDGET UPDATE

OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT		YEAR ENDED JUNE 30, 2018	
		BUDGET	ACTUAL
Bombardier - Operations		\$6,851,085	\$6,802,675
Bombardier - Maintenance		\$13,468,967	\$13,535,675
Bombardier - Incentive/Disincentive		\$1,016,003	\$987,712
Conduent - Back-of-the-House Hosting		\$883,352	\$889,224
Conduent - Fare Equipment Maintenance		\$1,700,000	\$1,790,836
Herzog - Signal Maintenance of Way		\$2,605,528	\$2,912,232
Green's Energy - Fuel		\$1,000,000	\$1,085,153
Gallagher - Insurance		\$2,000,000	\$1,644,905
Amtrak - Heavy Vehicle Maintenance		\$1,210,592	\$932,328
Wells Fargo - Banking Services		\$5,160	\$4,636
Bank of America - Merchant Services (Banking)		\$60,000	\$49,324
MidFlorida - Armored Car Service		\$42,480	\$35,565
AT&T/Verizon - Wi-Fi Service		\$33,600	\$22,761
Fare Media Smart Card		\$134,800	\$-
Limited Use Smart Card		\$30,000	\$215,680
Incomm - Card Distribution & Packaging		\$-	\$-
<i>Subtotal - System operating costs</i>		<i>\$31,041,567</i>	<i>\$30,908,706</i>
Feeder Bus Expenses		\$1,478,375	\$1,299,647
Capital Maintenance		\$7,080,000	\$2,196,286
Consultant Support		\$7,463,814	\$5,407,520
TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT		\$47,063,756	\$39,812,159

NOTE: These numbers are not audited.

CAPITAL MAINTENANCE

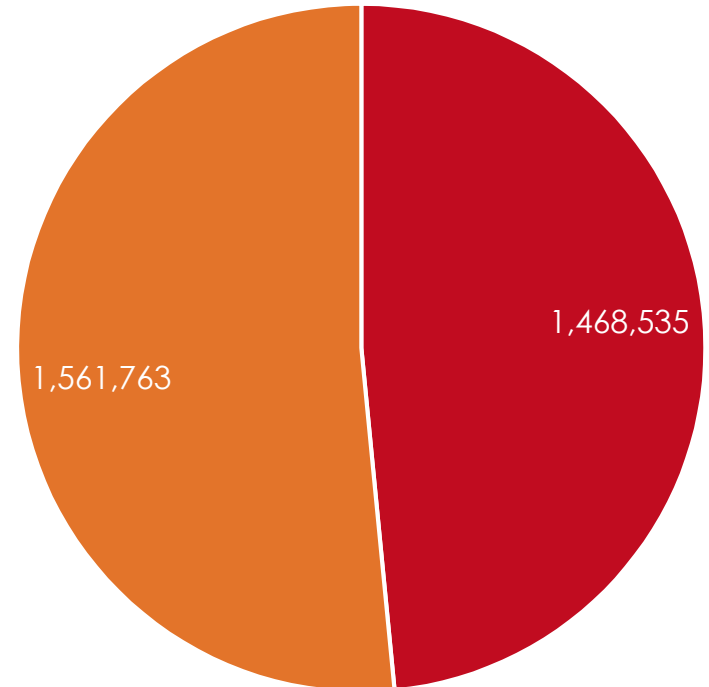
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Improvements

- Enhancements that extend the useful life, increase the value or add new uses

Maintenance

- Non-recurring corrective or preventative maintenance, in-kind replacement



■ Maintenance ■ Improvements



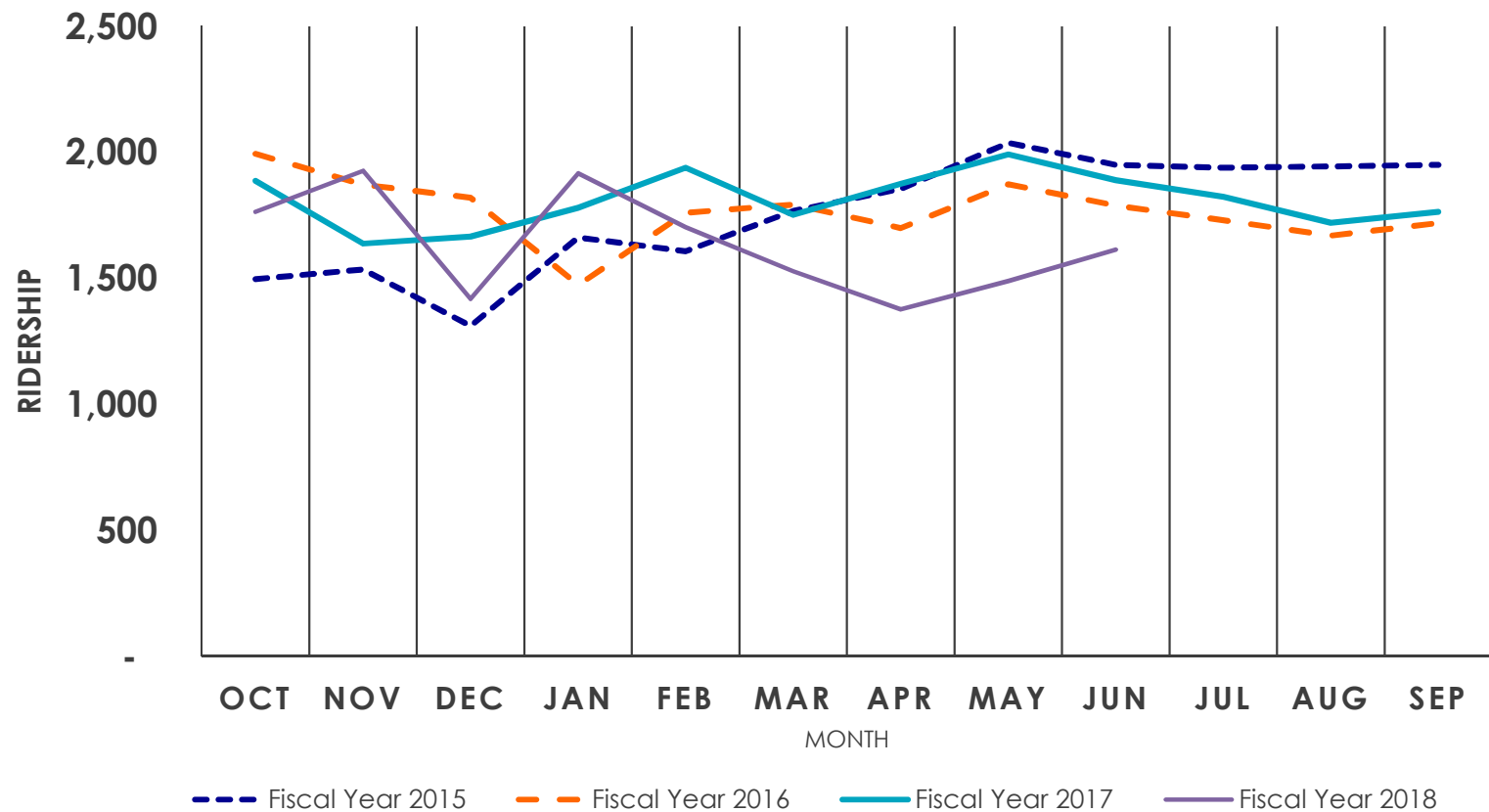
FY19 BUDGET

OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT		BUDGET
Bombardier - Operations		\$10,309,865
Bombardier - Maintenance		\$15,887,162
Bombardier - Incentive/Disincentive		\$1,309,851
Conduent - Back-of-the-House Hosting		\$906,140
Conduent - Fare Equipment Maintenance		\$2,163,268
Herzog - Signal Maintenance of Way		\$3,097,514
Green's Energy - Fuel		\$2,206,080
Gallagher - Insurance		\$2,050,000
Amtrak - Heavy Vehicle Maintenance		\$1,664,521
Wells Fargo - Banking Services		\$6,880
Bank of America - Merchant Services (Banking)		\$90,000
MidFlorida - Armored Car Service		\$52,480
AT&T/Verizon - Wi-Fi Service		\$34,440
Fare Media Smart Card		\$-
Limited Use Smart Card		\$269,600
Incomm - Card Distribution & Packaging		\$-
<i>Subtotal - System operating costs</i>		<i>\$40,047,801</i>
Feeder Bus Expenses		\$1,843,865
Capital Maintenance		\$7,188,940
Consultant Support		\$8,814,461
TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT		\$57,895,067

NOTE: These numbers are not audited.

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!

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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.



SHUTTLE FACILITATION SCORECARD

AUGUST 2018

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