



CUSTOMER ADVISORY COMMITTEE

Quarterly Update

November 1, 2018



Central Florida Commuter Rail Commission

Customer Advisory Committee

Date: November 1, 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 August 2, 2018 Meeting Minutes
 - V. Chairman's Report – Ms. Keeney**
 - 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. Station Features – Elliott Shepherd, SunRail COO**
 - a. Safety
 - b. Platform Announcements
 - IX. Discussion**
 - a. Proposed 2019 Meeting Schedule
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Central Florida Commuter Rail Commission

Customer Advisory Committee

IX. Committee Member Comments

X. Next Meeting

- a. January 3, 2019
5:00 p.m.
LYNX Central Station
455 N. Garland Ave.
2nd Floor Multi-Purpose Room

XI. 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, Catherine Sterba, Jeff Morris, Nicola Liquori, Elliott Shepherd, Steve Olson, Regina Cargill, John Pierce, Tomika Monterville, George Gault

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 May 3, 2018. 	
Agenda Item: Chairman's Report	Presenter: Karla Keeney
<ul style="list-style-type: none"> • Ms. Keeney mentioned the May 30, 2018 Orlando Sentinel news article featuring one of the first women to become SunRail train engineers. • The Central Florida Rail Commission meeting was held May 31st. <ul style="list-style-type: none"> ▪ Chair Janer mentioned how successful the Poinciana Train tour was on May 19, 2018. ▪ Mr. Harrison talked about potential amendments and the process to make any changes to the interlocal agreements. ▪ The Commission did not request the CAC to look at any particular items. 	
Public Comment:	
<ul style="list-style-type: none"> • Joanne Cornelius- requested service to Deland, the airport and replace timber ties with concrete ties. 	
Agency Update:	Presenter: Nicola Liquori
<ul style="list-style-type: none"> • Quarterly Highlights <ul style="list-style-type: none"> ○ Southern Expansion <ul style="list-style-type: none"> ▪ Construction is 100% complete, all testing complete and as of July 30, 2018 SunRail Phase 2 South is open for Commuter Rail operations. ▪ FDOT presented a short video that was viewed by all in attendance entitled "INAUGURAL RIDE BEHIND THE SCENES, July 28, 2018. ▪ Ridership for the first three days was 6,326 on Monday; 5,957 on Tuesday; 6,516 on Wednesday. ▪ SunRail has offered a "First 50 Free" promotion to encourage ridership at each of the four new stations. This promotion will continue until August 17, 2018. ○ Safety and Security <ul style="list-style-type: none"> ▪ The Neptune Road crossing adjacent to the Kissimmee SunRail Station has been a safety concern due to vehicles queuing over the tracks. During SunRail start-up, Law Enforcement gave warnings to drivers at the Neptune Road grade crossing. ▪ Additional warning signage and traffic delinators have also been installed at grade crossings. ○ Statistics <ul style="list-style-type: none"> ▪ On-Time Performance for April-June of 2018 was 97 (Goal = 95%) ▪ Average Ridership for April was 3,427; May was 3,311; June was 3,535. ▪ Boardings by Stations were provided July 2017 to June 2018. <ul style="list-style-type: none"> ○ Sand Lake Road highest closely followed by Church Street and Debary. ▪ Total calls during April – June 2018 period = 4,523. 27% were regarding the schedule. Generally our riders have expressed they are happy with the schedule changes. 	

Agenda Item: Platform Announcements

Presenter: John Pierce

- On Platform Train Announcements: Train Approach Warning & Train Arrival Notification
- Train Approach Warning – bilingual audible/visual notification of 2nd train arrival
 - Repeats six times on both platforms
 - Facilitated by electrical circuits carried in track
- Train Arrival Notification – bilingual audible/visual notification of next train arrival or departure
 - Five announcements at 1 minute intervals (Departure announcement only at terminus)
 - Synchronized audible and visual announcements
 - Facilitated by train onboard GPS based
- Train Arrival Notification – Options
 1. Quantity of announcements - easily changed from 5 up to 20 minutes
 2. Interval between announcements – easily changed from 1 minute to 5 minutes
 3. Split audio/visual (un-sync) – not easily changed, significant effort required
 4. Next, second, and third train arrival times – difficult to change

Agenda Item: Bus Connectivity

Presenter: Tomika Monterville

- LYNX
 - Ridership is increasing. Road traffic congestion contributing factor.

Agenda Item: Bus Connectivity

Presenter: Nicola Liquori

- Votran
 - Votran's June 2018 ridership higher than June 2017.

Committee Comments:

- *Ms. Sterba asked how many riders diverted from Sand Lake to Meadow Woods and/or other P2S Stations?*
 - *FDOT does not have this information but offered they will monitor changes in Sand Lake boardings. Expectation is that there will be some diversion to the Meadow Woods and Tupperware stations.*
- *Ms. Sterba asked if the arrival time could be changed to a count down?*
 - *FDOT responded any change would need to take into consideration ADA requirements.*
- *Mr. Morris asked why a female voice was used for station arrival announcements?*
 - *FDOT responded both male and female samples were reviewed and the decision was made to use the female voice because it seemed to have better sound quality.*
- *Members discussed some recent customer complaints provided by Jeff Morris:*
 - *Train arrival warning buzzer is annoying.*
 - *Mr Shepherd responded that the buzzer notification is a safety feature and that most passengers after hearing it once will make sure they are not directly under it the next time.*
 - *Bus coordination with SunRail – some buses depart prior to the train arrival.*
 - *FDOT would need more detail to respond.*
 - *At the DeBary Station a traffic signal is requested at the intersection of Fort Florida Road and SR 17/92.*
 - *FDOT has previously reviewed and not found it to be warranted. We will follow-up with traffic operations.*
 - *DeBary Station – vegetation is obscuring the customer view in the drop off area. Mr. Morris said he would provide a map with obscured areas marked*
 - *Is SunRail vetting committee member candidates?*

- *Ms. Liquori indicated that the responsibility of selecting Customer Advisory Committee members is the responsibility of the respective local government partner. FDOT's role is to advise of the vacancies.*

- *Has SunRail ordered any more rolling stock or considered leasing from other agencies like TriRail?*
 - *Ms. Liquori responded that two additional coaches were on order. She also mentioned that SunRail has a Rail Fleet Management Plan (RFMP) that identifies SunRail fleet requirements and based on the RFMP document SunRail has an appropriate number of trainsets/rolling stock for the existing service.*
 - *Mr. Shepherd responded that the leasing of equipment from other agencies has some technical challenges related to compatibility.*

- *Why was the schedule moved back 5 minutes?*
 - *Minor adjustment made based on feedback from customers or employers.*

- *Will SunRail continue with Conduent?*
 - *Ms. Liquori responded, yes because the Conduent contract is active until the end of 2019.*

- *When will SunRail App rollout?*
 - *Ms. Liquori responded the rollout should be expected in the 3rd or 4th quarter of 2018*

- *Any updates on a SunRail Deland connection?*
 - *Ms. Liquori responded no updates. The project has state and local funding, but is still missing the federal funding component.*

- *Safety concerns were raised at the Church Street Station regarding pedestrians crossing over South Street near the grade crossing.*
 - *Ms. Liquori stated this is a City of Orlando issue and would advise them of the concern.*

Next meeting is scheduled for November 1, 2018 at 5:00 p.m. at LYNX Central Station

Meeting adjourned at 6:15 P.M.



CUSTOMER ADVISORY COMMITTEE

Quarterly Update

November 1, 2018

TITLE VI

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

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:





ADOPT MEETING MINUTES

August 2, 2018



CHAIRMAN'S REPORT

Ms. Karla Keeney

AGENCY UPDATE

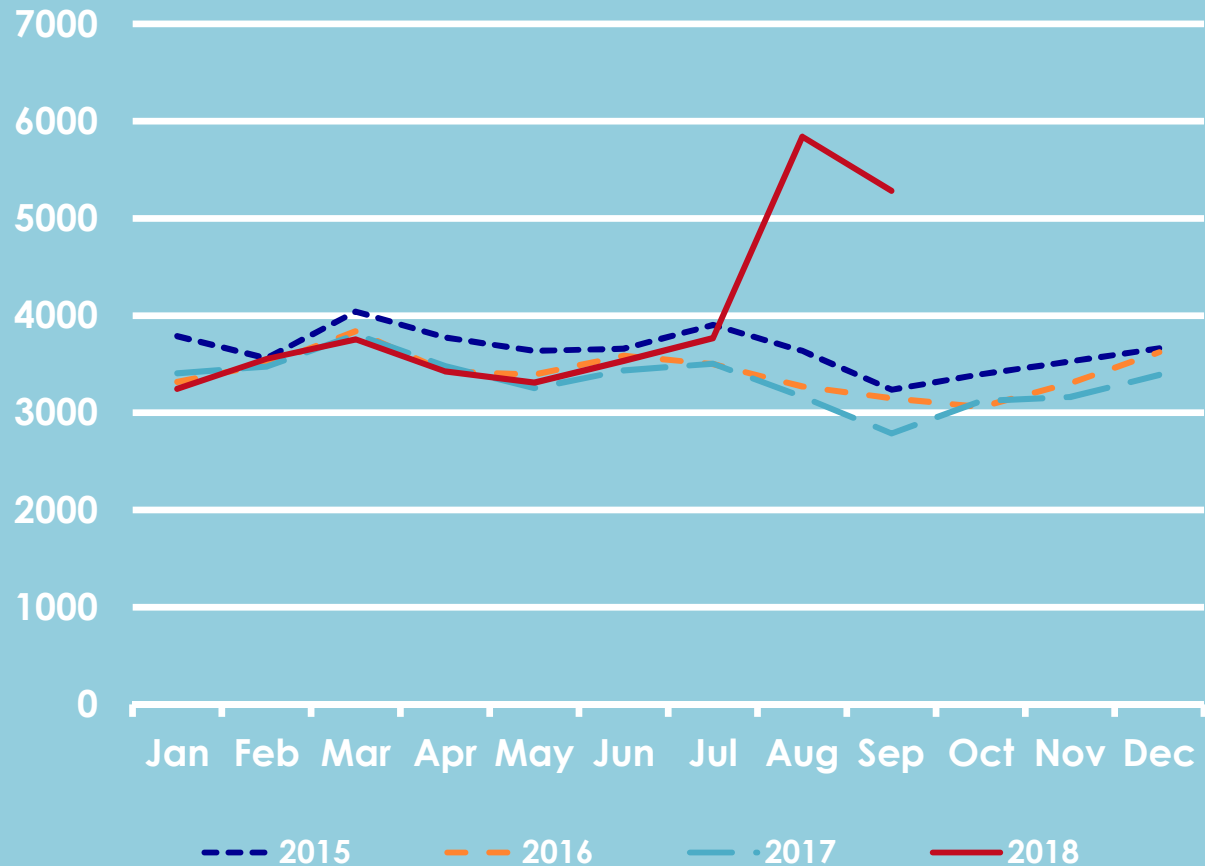
Ms. Nicola Liquori



ONBOARD STATS

2018 AVERAGE DAILY RIDERSHIP BY MONTH

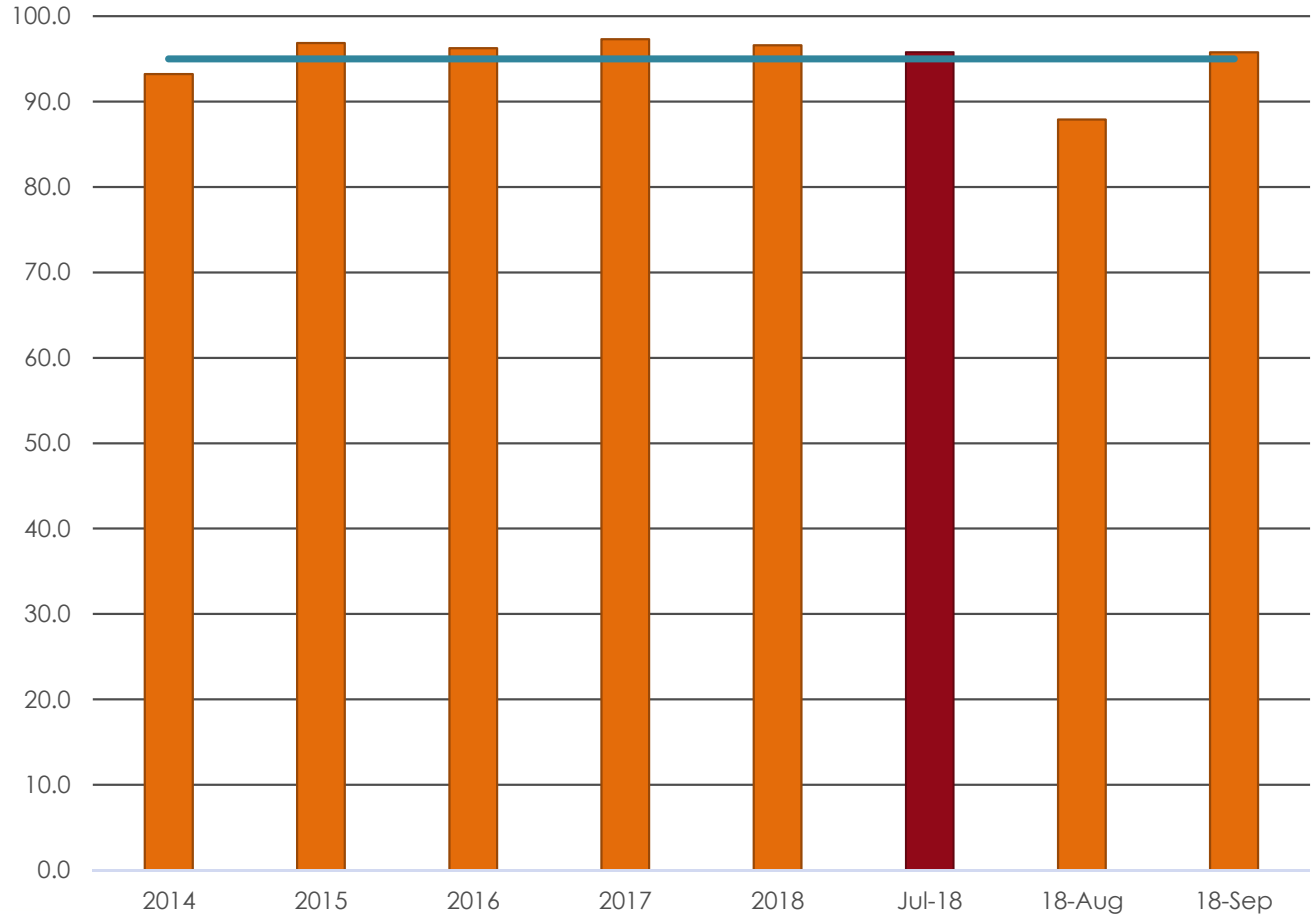
JUL	3,767
AUG	5,841
SEP	5,284



ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month

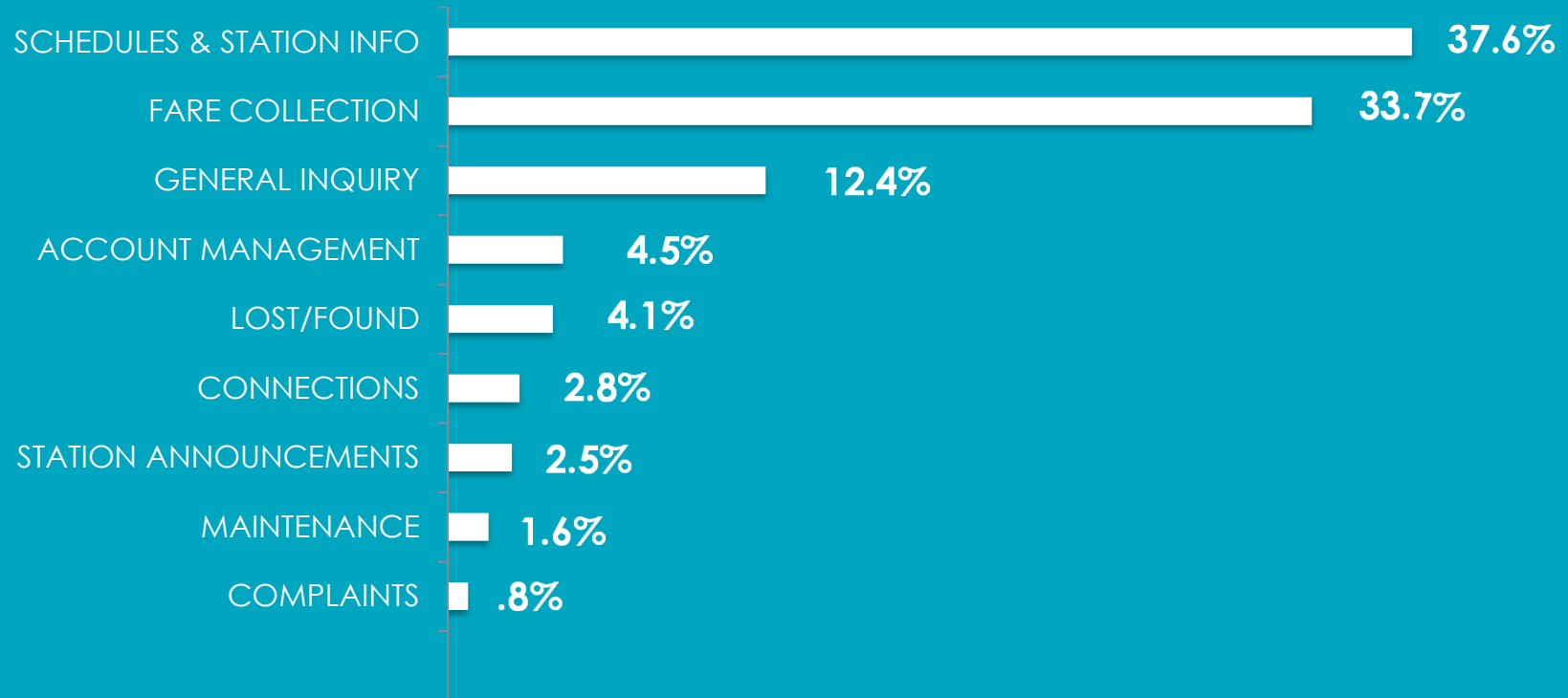
GOAL IS
GREATER
THAN OR
EQUAL TO
95%



CALL CENTER STATS

Total Calls July – September 2018

7,252



SIGNING UP FOR TEXT ALERTS

Run-of-Site Web Banners click thru to the SunRail Text Alerts Page

The screenshot shows the SunRail website interface. At the top, there is a navigation bar with the SunRail logo, language options (EN, ES), and links for 'About', 'SunRail For Business', 'Customer Service', and 'SunCard Login'. Below the navigation bar are menu items: 'SCHEDULES', 'MAP', 'STATIONS', 'TICKETS & SUNCARDS', and 'SUNRAIL SAFETY'. A search icon is also present. A banner for 'STATION HOUSE AT LAKE MARY' is visible, along with a promotion for 'Luxury Apartments Steps Away from the Lake Mary SunRail Station'. The main content area is titled 'SUNRAIL TEXT ALERTS' and features a large image of a hand holding a smartphone next to a coffee cup. Below this image, the text reads 'KNOW BEFORE YOU GO' and 'Two simple and convenient ways to receive SunRail Alerts.' There are two options: 1. SIGN UP FOR TEXT MESSAGES, which involves receiving alerts sent directly to a mobile device by texting SunRail to 31996; and 2. FOLLOW US ON TWITTER, which involves receiving alerts when there are delays by following SunRail on Twitter. A small note at the bottom states '*Message and data rates may apply.' A blue arrow points from the 'GREAT OUTDOORS DAY' banner in the left screenshot to the text alerts section in this screenshot.

TRIP PLANNER

Departing Station: → Arriving Station:

Detailed Schedules: [Northbound](#) [Southbound](#)

Departure Time: **0:00 AM** → Arriving Time: **0:00 AM** Est. Travel Time: **00min**

SUNRAIL ON INSTAGRAM



by [ridesunrail](#) 1 day ago
Beautiful shot of our train by [@ucfdowntown](#). Learn more about the SunRail schedule and station locations at [SunRail.com](#)

GET ON BOARD WITH SUNCARD



Reloadable SunCards are the better way to go for routine riders. SunCards have a one-time cost of \$5 and can carry one Travel Plan as well as hold a Prepaid Value.

[PURCHASE](#) [MANAGE](#)



SUBSCRIBE TO SUNRAIL'S ON TRACK NEWSLETTER

Find out the latest info on SunRail by
subscribing at www.SunRail.com/On-Track



ON TRACK

SUNRAIL NEWS & INFORMATION FOR CENTRAL FLORIDA'S BUSINESS COMMUNITY

ISSUE 32 • OCTOBER 2018

A Bold New Safety Campaign

Safety is SunRail's top priority so when we challenged our team to create a new safety campaign, the outcome had to demonstrate a safety message in a bold and shareable way. We wanted to juxtapose an idea of what one wouldn't do, such as jump into shark infested waters, with what one shouldn't do around trains and train tracks.

We launched the new campaign on September 23rd to mark the beginning of national Rail Safety Week. This annual event is coordinated by Operation Lifesaver, spotlighting the importance of rail safety by increasing railroad workers' awareness of highway/rail grade crossings and informing pedestrians of laws pertaining to trespassing on railroad rights of way. The statistics are sobering; according to the Federal Railroad Administration (FRA), trespassing casualties increased by 13 percent between 2016 and 2017. According to FRA Administrator, Ron Babay, "increasing public awareness is absolutely paramount to helping people make better decisions around railroad grade crossings and tracks." SunRail's new safety campaign demonstrates that having a healthy respect for rail safety should be a "no brainer".

Public outreach is always a vital part of sharing the rail safety message. During Rail Safety Week, our team made countless presentations to school children, visited businesses, installed banners and signs in the community, talked with pedestrians and SunRail riders and much more. Several law enforcement agencies participated by conducting grade crossing enforcement to make sure people were not stepping on the tracks or going around gates, which is extremely dangerous. The feedback we received from the safety campaign during Rail Safety Week has been very positive by all our outreach partners and the general public. Thanks to all that participated with us and helped share these important safety messages!

Rail Safety Week may have finished, but we haven't. Safety campaign materials and live presentations are available for schools, communities and businesses. If you are interested or would like more information, please contact RailSafety@valuetoday.com. Have a safe day.
- Nicole

DID YOU KNOW?
SunRail received a \$1.5 million grant to implement Positive Train Control (PTC). PTC prevents trains from traveling too fast and helps prevent collisions. 13 miles of the SunRail corridor will be implemented by the end of 2018. Completion of the entire corridor is expected by the end of 2019.

FAST FACTS
There are 145 highway-rail grade crossings along the SunRail corridor.

GET IN TOUCH:
For more information on how you can help your employees commute with SunRail, email info@sunrail.com or visit www.sunrail.com/sunrail for business.



Commute Via SunRail

Option for Companies, Human Resources Professionals and New Riders

Central Florida's commuter rail, currently operating with 16 areas, Orange, Seminole and Volusia counties.

Commuter Rates Monday - Friday
SunCards are available Monday - Friday. SunCards may also be available on Saturdays. For more information, visit www.sunrail.com.

SunCards

SunCards are a one-time cost of \$5 and last as long as you hold a SunCard.

SunCards give you the freedom to ride on SunRail as many times as you need for 7, 30 or 365 consecutive calendar days after you first load a SunCard. SunCards provides significant savings over one-way and round-trip fares.


SunCard Structure - Similar to a debit card, your fare is deducted based on how many rides you take on your trip, and funds can be added to your card as needed. Passengers who use prepaid value automatically receive a 2% bonus when funds are loaded onto a SunCard.

Card Type	Round Trip	Weekly Pass	Monthly Pass	Annual Pass	
One-Way	\$2	\$17.75	\$17	\$56	\$550
Round Trip	\$3	\$5.50	\$25	\$84	\$640
Weekly	\$4	\$7.50	\$34	\$112	\$1,120
Monthly	\$5	\$9.50	\$42.50	\$140	\$1,400

Prepaid Bonus Value Examples*

Card Type	Balance Value	Prepaid Value
One-Way	10%	\$55

*Funds and amounts are subject to change. Check SunRail.com for more information.



- On
- Pay
- Spent
- Real-time
- Station A
- Trains Schedule
- Informational
- Platform Cameras
- Water Fountains
- Emergency Phones

SunRail Inspiring Riders

reThink your commute
SunRail, bus service or carpooling or vanpooling daily. Enrollment is FREE at reThinkYouCommute.com or 800.842.4623.

Emergency Ride Program
SunRail, bus service or carpooling or vanpooling daily. Enrollment is FREE at reThinkYouCommute.com or 800.842.4623.

GET IN TOUCH:
For more information on how you can help your employees commute with SunRail, email info@sunrail.com or visit www.sunrail.com/sunrail for business.



ON TRACK

SUNRAIL NEWS & INFORMATION FOR CENTRAL FLORIDA'S BUSINESS COMMUNITY

ISSUE 31 • SEPTEMBER 2018

BEGINS JULY 23 2018 NEW SCHEDULE

Ride with Nicela

New Rider Testimonials

FUN FACTS
Riders can travel from the Kissimmee/Nickelasi Station to the Orlando International Station in just 24 minutes, and to downtown Orlando in 27 minutes.

GET IN TOUCH:
For more information on how you can help your employees commute with SunRail, email info@sunrail.com or visit www.sunrail.com/sunrail for business.



SunRail.com





SEPT 23 – 29

OBJECTIVE: Create and launch a multi-faceted public outreach campaign to increase awareness of rail safety in communities along the corridor.

TARGET AUDIENCES

- Bus Drivers
- Businesses/Municipalities
- Commercial Drivers
- Homeless/Indigent Populations
- Schools
- First Responders
- Riders

VOLUNTEER OPPORTUNITIES

- Onboard
- On Platforms
- In Community

TACTICS

- Social Media
- Digital Suite with Ads & Articles
- Paid and Earned Media
- Elevator Displays
- Daily Reminders (schools, internal)
- Ambassadors
- Vinyl Banner Displays
- Grade Crossing Enforcement
- Business/Municipal Integration
- Partnerships with Amtrak, CSX and FCEN



RAIL SAFETY WEEK CAMPAIGN

PAID AND EARNED MEDIA

Paid media plan included print ads, digital billboards and digital ads:

Print Ads

- Osceola News-Gazette
- El Sentinel

Web Banner Ads

- Orlando Sentinel
- El Sentinel
- The Bungalower
- Orlando Weekly
- La Prensa

Digital Billboards

- Along the I-4 Corridor



Bungalower has 60,000 unique visitors and 200,000+ page views per month.

Thursday, September 27, 2018

OSCEOLA NEWS-GAZETTE

Page 7

SPORTS

Go Gateway!
Partners in tough district test at Jenkins Page 8.

Local & National Sports • Sports Commentary

CONTACT
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COUNTY STATS

RUSHING	
Team	Yds. Att. Avg. TD
Osceola	41 578 13.9 7
Harmony	40 381 9.5 3
Alma	31 344 11.1 2
East River	27 323 11.9 4
St. Cloud	22 241 11.0 1
Osceola	19 300 15.8 3
Harmony	18 224 12.4 2
St. Cloud	18 182 10.1 1
Alma	17 192 11.3 1
East River	17 212 12.5 2

PASSING

Team	Yds. Att. Avg. TD
Osceola	11 142 12.9 10
Harmony	40 46 1.1 0
Alma	31 196 6.3 3
East River	48 18 0.4 1
Alma	31 144 4.6 1
Harmony	10 119 11.9 1

RECEIVING

Team	Yds. Avg. TD
Osceola	10 286 28.6 12
Harmony	47 225 4.8 2
Alma	31 218 7.0 2
East River	30 212 7.1 1
Harmony	19 194 10.2 1
Alma	17 142 8.4 1
Harmony	10 155 15.5 1

SCORING

Team	TD	Yds.
Osceola	11	1,420
Harmony	4	46
Alma	3	196
East River	1	18
Alma	3	144
Harmony	1	119
Alma	1	144
East River	1	182
Harmony	1	119
Alma	1	144
East River	1	182
Harmony	1	119

SACKS

Player	Sacks
Alma	11
Harmony	4
Alma	3
East River	1
Harmony	1
Alma	1
East River	1

SOLDIER CITY CLASSIC NO. 14

Harmony, St. Cloud reprise rivalry

Teams "throw out the records" in 14th battle for the Brass Bugle

By Ken Jackson
Sports Editor

It's time for a trophy game. The Soldier City Classic shifts back to Harmony for the 14th edition on Friday at 7:30 p.m. Last year, the Longhorns made big plays late and won a back-and-forth affair, 31-33, to take a 7-4 lead in the all-time series. On paper, this week's matchup doesn't look that close. Harmony (4-1) won for the fourth time in a row last week and took the lead on District 7A-5 (2-0) with a 35-7 win over East River (3-2, 1-1). The Longhorns scored touchdowns on offense, defense and special teams, and held the Falcons to two first-half first downs. St. Cloud fell to 0-3 after a 35-20 loss to Woodburn in its 7A-5 game. The teams traded punches in the first half, with the Volunteers (1-3, 1-0) leading 20-14 at the half, but the home wildcat did it 33-14, and the Bulldogs didn't seriously threaten.

But records and notes — and never mind that is also a 7A-5 contest — got thrown out when their rivalry met. HHS Coach Tom Simpson said, "This game is our Florida-Georgia, our Alabama-Auburn. St. Cloud's going to play that way you need that an intensity level we've got to match," he said. "In games like this and the others we have in front of us, consistency is the key, and we're still looking to be more consistent."

Bulldogs Coach Bryan Smart knows how tough rivalry the Classic, with the Brass Bugle, can get. He and his learned it the hard way in the past. In 2014, St. Cloud came into the game 3-0, and



Harmony defenders (Dino Martino (20), Gibson Gantow (20) and Ryan Carroll (13) team up to engulf East River running back Adonis Harris in Friday's 37-7 win at District 7A-5 play.

yet lost to the 6-5 Longhorns, 14-2. "We have a tremendous opportunity in front of us this week," he said. "They are such a great team, and very well coached. We have to play a great game to be able to play with them. We are looking forward to the challenge and it should be a tremendous atmosphere over there."

Last week, with Harmony looking to get revenge on East River for its last meeting win last fall, the Longhorns quickly responded to a 17-0 first quarter lead, then coasted for a while before landing the knock-out blow in the third quarter.

Kowboys at Ridge in huge 8A-7 matchup

By Ken Jackson
Sports Editor

The Osceola Kowboys will hit the football field for the first time in two weeks Friday, and it's a crucial matchup — the outcome of the District 8A-7 game at Davenport Ridge will likely dictate who starts the automatic berth into the Region 2 playoff field.

In the three past years, OHS and Ridge have been the pre-season favorites for 8A-7 title, but Ridge lost its district opener to against George Jenkins, 14-7, two weeks ago after getting zero points on four steps inside the Jenkins red zone. Last week the Bulls in Tampa beat OHS, 30-14, in a 5A opponent, 39-0.

Ridge is led by sophomore quarterback Regnar Odom and senior running back Josh Berry (9-0, 100) who rushed for 100 yards against Jenkins but was kept out of the end zone.

Ridge (2-3, 0-1) never has beaten OHS, including twice in the playoffs, but every game between the teams has been decided by one score since Coach Doug Nichols took over the Kowboys program in 2010. That was the case in last year's 17-12 matchup, when all of the scoring came in the first half and the Kowboys sealed the win with three second-half turnovers.

Despite playing runner-up to Osceola in 8A-7 last year, the Bulls (along with third-place Gateway) made the playoffs and lost to Dr. Phillips, 20-7, the week before the Panthers took down the Kowboys in an epic 17-13 instant classic on their way to the Class A state championship.

Kowboys Coach Doug Nichols hopes Friday's game doesn't include the high drama that his team's 2016 meeting with Bulls, when quarterback Brandon Jones scored two fourth-quarter touchdowns to lift OHS from a 26-13 third-quarter deficit to a 38-20-27 win.

The 2015 regular season (28-20) and 2011 playoff (13-7) meetings also had drama and intrigue into the fourth quarter.

BY THE NUMBERS

28: Number of nonconference Osceola regular-season victories (last loss: Sept. 25, 2015 at Palm Bay Heritage)

34: Number of consecutive Osceola district victories (last loss: Oct. 22, 2010 to Lakeland)

7: Number of consecutive Osceola district championships (2011-17)



RAIL SAFETY WEEK CAMPAIGN

FACE-TO-FACE OUTREACH

Safety Watch

- Visited with businesses along the corridor and recruited them for SunRail Safety Watch – a neighborhood watch program for SunRail.

Information Handouts

- Engaged with hundreds of pedestrians at multiple locations to distribute bilingual safety information cards.



LA SEGURIDAD ES PARA TODOS
(SAFETY IS FOR EVERYONE)



RAIL SAFETY WEEK CAMPAIGN



GRADE CROSSING ENFORCEMENT

Coordinated with local agencies to conduct enforcement days at 20 grade crossings

1. Orange County Sheriff's Office
2. Osceola County Sheriff's Office
3. Seminole County Sheriff's Office
4. Altamonte Springs Police Department
5. Kissimmee Police Department
6. Lake Mary Police Department
7. Longwood Police Department
8. Maitland Police Department
9. Winter Park Police Department
10. Also coordinated with Amtrak, CSX and FCEN



Trooper Steve @TrooperSteve_ · Sep 28

#RailSafety #sunrail #train @RideSunRail @MyFDOT_CFL #RideAlong #TrooperSteve



RAIL SAFETY WEEK CAMPAIGN



SCHOOL PRESENTATIONS

Schools located close to railroad tracks received letters with the option to have in-person presentations.

Safety Presentations

- Delivered safety presentations to more than 500 children.

Prizes for Q&A

- Awarded safety stickers and water bottles for participation.

**THANK YOU FOR
COMING TO OUR
SCHOOL AND
TEACHING US
ABOUT SUNRAIL
SAFETY!**

~ JASMINE, 3RD GRADE



SunRail.com



STATION FEATURES

Mr. Elliott Shepherd



SAFETY STANDARDS AT STATIONS



IOS Ped Crossing

- BELL
- "ANOTHER TRAIN" ILLUMINATED SIGNAGE
- "ANOTHER TRAIN" VOICE WARNING SPEAKER
- FLASHING LIGHTS



Southern Expansion Ped Crossing

TRAIN ARRIVAL ANNOUNCEMENTS

Suggestion - Train arrival notifications enhancements

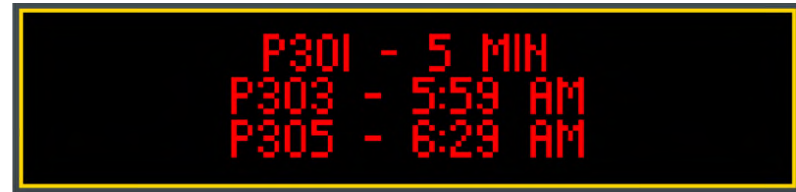
Timing and frequency will be adjusted giving arrival announcements at 15, 10, 5 and 2 minutes prior to train arrival.

Announcement will include the time of the next two trains.

Time will be announced audibly and displayed visually.

Announcement will hold on sign for two minutes and then return to blank.

Sample visual announcement:



Sample audible announcement:

The next SunRail train P301, southbound, will be arriving in five minutes. Train P303 at 5:59 AM. Train P305 at 6:29 AM.

El próximo tren de SunRail P301 hacia el sur llegará en cinco minutos. Tren P303 a las 5:59 AM. Tren P305 a las 6:29 AM.



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. This includes creating and distributing new editions of "On Track," SunRail's bi-weekly digital newsletter for Central Florida's business community. All "On Track" editions are stored on corporate.SunRail.com under the Public Documents drop-down menu.

SOUTHERN EXPANSION

The Business Development team's core focus from June-September was a comprehensive community stakeholder education and engagement effort around the launch of SunRail's Southern Expansion into Osceola County. Highlights from the campaign include:

Neighborhood Engagement:

- The team worked in neighborhoods adjacent to new SunRail station stops, answering questions from residents and placing educational door hangers on over 12,000 homes.

Business Development and New Schedule:

- Working in partnership with reThink, the team promoted the new schedule and stations to more than 100 individual businesses and buildings within downtown Orlando.

Southern Expansion Awareness:

- Engaged with more than 60 businesses within the new service area and created a presence at major events in Downtown Orlando and other local destinations to pass out materials and collect new rider information.

Train Tours and Events:

- Along with the marketing and advertising team, nine events were executed 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:

- Twenty-five presentations were delivered to civic and business groups in the new service area such as the Kissimmee-Osceola Chamber of Commerce, Hispanic Business Council and the Downtown Kissimmee Area Council.

New Rider Surveys:

- More than 120 new riders were surveyed within the first two weeks of new service to capture information about where they were commuting from and overall satisfaction levels of the new service.

Fall Focus:

- Continue education effort around Southern Expansion
- OIA Connectivity, enhancing train-to-plane connection with Lynx
- Continue program to engage OIA area employees and employers
- Creative/fun partnerships with community groups to drive ridership
- Promote leisure ridership



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



2018 MEDIA KIT: AVAILABLE NOW

The current Media Kit is being distributed through the ad sales team and is available upon request by emailing Caroline Gardner at caroline@evolvewithtoday.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.

Total Placements Available:	12
Placement Fee:	\$7,600 plus production per year

SUNRAIL.COM & SUNRAIL.ES ONLINE & MOBILE ADVERTISING: AVAILABLE NOW

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

TRAIN SCHEDULE ADVERTISING: SOLD OUT THROUGH 7/1/19

SunRail has implemented a display opportunity for businesses to purchase advertising space on the back panel of the train schedule. Program details include:

Total Placements Available:	1
Placement Fee:	\$500 per month

STATION KIOSK ADVERTISING: AVAILABLE NOW AT MOST STATIONS

All contracts are on an annual basis

Partners may purchase multiple or individual stations

Total Placements Available:	66
Placement Fee:	\$3,300 per placement



SOCIAL MEDIA

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

13,471 Facebook

16,428 Twitter

3,556 Instagram

Total Social Media Followers – 33,455

Sign Up for your Free SunRail Text Alerts

Over 1,800 riders receive free text alerts to keep them up-to-date on any potential schedule change. Just text SUNRAIL to 31996 on your cell phone to receive your free alerts today.

NEW SUNRAIL MARKETING INITIATIVES

SunRail Safety Awareness Campaign

The SunRail Safety and Marketing Teams developed and launched a 5-week initiative that demonstrated the dire importance of being aware around train tracks and grade crossings. The bi-lingual campaign stretched across all four counties and consisted of digital, print and large-format media, school and business presentations, direct mail and promotional activities. Special thanks to all of our partners that helped make this campaign a success.

Holiday Events Calendar

The SunRail team is busy researching a number of opportunities and partnerships to deliver riders to holiday special event celebrations along the corridor. Follow SunRail's social media platforms for the latest information and events.

Social Media Getting a New Look

As SunRail's social media community continues to grow, be on the lookout for a variety of new technologies being employed to further tell the story about our riders and the businesses/attractions around our stations.

New SunRail 101 Videos Released

With the addition of the southern stations and new operating schedule, SunRail has produced and released a new set of "How to" videos for riders to understand the key functions of traveling on SunRail. Purchasing tickets, reading daily schedules, understanding connectivity and knowing how to stay safe around the trains are just some of the comprehensive videos that can be found on SunRail.com.

Florida Hospital Name Change

The Florida Hospital name change to Advent Health will require an update to all SunRail directional assets including onboard maps, station kiosks, wayfinding and collateral. The SunRail team is busy working with our Florida Hospital partner to assure all changes are scheduled to avoid any confusion following the transition.

First Mile / Last Mile Partnerships

SunRail continues to have progressive meetings with a number of connectivity partners including: Uber, Lyft, Orlando International Airport, Lynx and Votran. If you have thoughts or would like to join the discussion, please reach out to SunRail's Customer Service team to learn how to get involved.



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 SunRail public 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:

- Posted between 1 – 2 safety messages weekly through social media reaching over 33,000 followers
- Developed a new SunRail safety sticker for children's safety presentations
- Developed a Girl Scout Safety Patch to be promoted later this year
- Developed a new bus driver rail safety sheet
- Drafted a series of pre approved safety articles for inclusion in business, school and community publications

Rail Safety Week: 9/23 – 9/29/2018

Developed and executed a new corridor-wide safety campaign consisting of specialized messaging, bilingual handouts, large vinyl banners, face-to-face outreach, presentations, social media, paid media, giveaways and more.

- Launched new billboard, print and online advertising program
- Deployed bilingual safety messaging online and in print
- Mailed/delivered materials to schools within 2 miles and community organizations and businesses within 3 miles of the corridor
- Mailed/delivered materials to homeless and indigent support organizations throughout Central Florida
- Coordinated with 9 Law Enforcement to conduct grade crossing enforcement days at 20 locations
- Delivered safety flyers to bus drivers
- Installed safety banners and posters at multiple schools, businesses and community areas

Delivered safety presentations and outreach to the following groups:

- Eckerd Connect Probation Day Treatment Program with 23 participants
- Downtown Kissimmee, Orlando, Winter Park interaction with 400 pedestrians
- Safety Watch recruitment to 100 Downtown Kissimmee, Orlando, Winter Park businesses
- Osceola County School for the Arts reaching reaching more than 600 students
- Pleasant Hill Elementary to over 500 students and teachers
- Delivered bus safety information

Other Outreach:

9/13: Emailed and called all schools within 3 miles of the corridor offering presentation and access to safety materials

9/20: Mailed posters and presentation information to all schools within 2 miles of the corridor

9/21: Delivered a safety presentation onboard to Osceola Council On Aging group with 37 seniors

10/02: Manned a safety tabling at the Meadow Woods National Night Out event with more than 1,000 attendees

10/04 – 10/19/2019: Delivered safety presentations to the following groups:

- First United Methodist School - 25 children and adults
- Magnolia School - 74 children and adults
- Whispering Lakes Community Watch (Kissimmee) - 55 in attendance
- Rotary Club of Doctor Phillips - 50 children and adults
- Deltona Middle School - 43 children and adults
- Trace Academy - 15 children and adults
- Rotary Deltona Middle School - 24 children and adults
- Kissimmee Christian Academy - 39 children and adults

PROPOSED 2019 CAC MEETING DATES

Wednesday, January 3 5:00 pm (LYNX Open Space – 2nd Floor)

Wednesday, May 2 5:00 pm (LYNX Board Room – 2nd Floor)

Wednesday, August 1 5:00 pm (LYNX Open Space – 2nd Floor)

Wednesday, October 3 5:00 pm (LYNX Open Space – 2nd Floor)