



CUSTOMER ADVISORY COMMITTEE

Quarterly Update

January 3, 2019



Central Florida Commuter Rail Commission

Customer Advisory Committee

Date: January 3, 2019
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 November 1, 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. Platform Announcements – Elliott Shepherd, SunRail COO**



Central Florida Commuter Rail Commission

Customer Advisory Committee

IX. Committee Member Comments

X. Next Meeting

- a. May 2, 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, Liz Sturgeon, Catherine Sterba, Mayebelle Bryant-James, Nicola Liquori, Elliott Shepherd, Carson Chandler, Heather Blanck, 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 August 2, 2018. 	
Agenda Item: Chairman's Report	Presenter: Karla Keeney
<ul style="list-style-type: none"> Ms. Keeney introduced Mayebelle Bryant-James a new Committee member from Volusia County. <ul style="list-style-type: none"> Ms. Bryant-James stated that she rides SunRail from Debary to Longwood for work. Ms. Keeney recognized Ms. Liquori for an introduction. <ul style="list-style-type: none"> Ms. Liquori introduced Patricia "Trish" Ruffino as a new addition to the SunRail staff. Ms. Ruffino is the Financial Operations Manager who joined the team on October 26th. Her interaction with the Committee will be fare collection and customer service. All vacancies have now been filled. Ms. Keeney noted that she attended the Commission meeting on August 30, 2018. <ul style="list-style-type: none"> The Commission members discussed the process to amend the Interlocal Agreement. The CAC membership was discussed. The Committee's recommendation for posting membership openings at the Stations was made to Commission. The Commission requested the Committee's suggested uniform language for the postings. The Commission suggested all customer materials be translated for non-English speakers. The Commission provided information regarding new businesses resulting from SunRail 	
Public Comment: <ul style="list-style-type: none"> David Porter – requested closer coordination between LYNX and SunRail for the arrival and departure of buses especially at some critical stops such as Sand Lake Road and Kissimmee. Buses are departing prior to the train arrival. He also recommended a later Southbound departure schedule for both Florida Hospital and Orlando Health for the 11:00 a.m. shift employees. Mr. Porter asked for service on the Martin Luther King holiday. <ul style="list-style-type: none"> Ms. Liquori provided that a survey is being created to capture customer feedback on the schedule. Ms. Keeney made a Motion to recommend the holiday service schedule be restudied particularly holidays that fall on dates that hourly employees work. The Motion received a Second. Under discussion, the Committee asked Ms. Liquori to explain holiday service <ul style="list-style-type: none"> Ms. Liquori stated that she had researched the subject last year and recalled the state holidays were outlined in statute. She also noted that if the Committee's Motion was passed, she would research the matter. The Motion passed unanimously. Ms. Keeney asked for LYNX representative, Tiffany Hawkins, for input on the bus and train connectivity. <ul style="list-style-type: none"> Ms. Hawkins stated that due to limited resources, LYNX is attempting to time both a Northbound and Southbound bus and train arrival. LYNX is currently monitoring the connectivity and studying schedule adjustments. Some schedule adjustment will be made in January 2019. Ms. Bryant-James asked if a Votran bus schedule was posted at the Debary Station. 	

- Votran representative, Heather Blanck, stated that a schedule is posted at the Station and on the website.
- Joanne Cornelius- requested improved bus and train connectivity; a bus stop at Douglas Ave.; weekend, holiday, 24-hour train service; timber ties replaced with concrete ties.

Agency Update:

Presenter: Nicola Liquori

- Update from August 2nd meeting
 - Traffic signal in DeBary at Ft. Florida and US 17-92. A follow-up with FDOT District 5 found a traffic signal is in the planning for April 2020
 - Vegetation at the Debary Station has been resolved
 - Signage at the Debary Station is under review.
 - Train arrival warning buzzer in Phase I stations was investigated to determine if required (Phase II South stations do not have the buzzer). Staff reviewed the adequacy of all station safety features and determined the buzzer was redundant. The buzzer feature has been disabled.
- Quarterly Highlights
 - Ridership
 - On July 23rd, the service schedule was modified from a 36 train to 40 train
 - On July 30th, the Southern Expansion was opened with four additional Stations
 - From July 30th to August 17th, a “First 50 Free” promotion was offered at the Osceola County Stations and at Meadow Woods. During this time, customers were riding to get acclimated to the system but it was not thought they would all become daily riders.
 - September and October are historically lower ridership months as school has restarted and less recreational riders. Recreational travel increases in March, June, and December.
 - Seating capacity in some of the heavier utilized trains has reached approximately 75% to 77%.
 - 33% of boarding and alightings come from the combined four high usage Stations: Florida Hospital, LYNX, Church St., and Orlando Health
 - The two most northern Stations contribute approximately 12% and the two most southern Stations contribute approximately 12% of boarding and alightings: Debary, Sanford, Kissimmee, and Poinciana
 - There has been some diversion from the Sand Lake Road Station to the Meadow Woods and Kissimmee Stations but the utilization of the Sand Lake Station remains strong
 - Statistics
 - The On-Time Performance contractual goal with the Operator, Bombardier, is 95% and they typically meet or exceed the goal. Some issues were experience in August; however, they were addressed quickly and September rebounded.
 - The Call Center logged 7,252 calls for the first quarter of the fiscal year. With complaints at less than 1% of calls.
 - Marketing
 - Text alerts are available. To sign-up, text “SunRail” to 31996. At a suggestion from the Technical Advisory Committee, the train direction (NB and SB) has been added to the messages.
 - Subscribe to SunRail’s “On-Track” Newsletter at www.SunRail.com/On-Track for latest information
 - Rail Safety Week was September 23 – 29 it provided an opportunity for public outreach to passengers, pedestrians, commercial drivers, homeless population and others by utilizing tactics such as social media, billboards, Ambassadors, etc.
- Southbound Magic Train
 - On Tuesday, October 30th a Southbound train was added for the Magic game going from Church Street Station at 10:30 pm and will one will be added on Friday evening, November 2nd.
 - The ridership will be monitored
 - Notifications are pushed out through social media and press releases that news outlets have picked up

Station Features: <ul style="list-style-type: none"> • Safety Standards at Stations <ul style="list-style-type: none"> ○ Warning Devices at the Initial Operating Segment and the Southern Expansion <ul style="list-style-type: none"> ▪ Both are equipped with bells, illuminated signage, voice warning speakers, and flashing lights. The difference is the configuration or location of the equipment. ○ Train Arrival Announcements <ul style="list-style-type: none"> ▪ 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 the sign for two minutes and then return to blank <ul style="list-style-type: none"> ○ The Committee asked that once the train arrives, the time for the upcoming scheduled trains remain on the announcement board ○ The Committee asked if the times displayed will be in real time or scheduled time. If it is scheduled time, the words “scheduled time” should be added. 	Presenter: Elliott Shepherd
Agenda Item: 2019 Meeting Schedule <ul style="list-style-type: none"> • All meetings will be held at 5:00 pm at LYNX Central Station on the following dates <ul style="list-style-type: none"> ○ Thursday, January 3rd ○ Thursday, May 2nd ○ Thursday, August 1st ○ Thursday, October 3rd 	Presenter: Karla Keeney
Committee Comments: <ul style="list-style-type: none"> • <i>Ms. Sturgeon noted the delay in communication to passengers when an incident occurs</i> • <i>Ms. Keeney recommended adding the location of an incident to the text alerts</i> • <i>Ms. Keeney recommended noticing openings on the CAC in the On-Track Newsletter</i> 	
Next meeting is scheduled for January 3, 2019 at 5:00 p.m. at LYNX Central Station	
Meeting adjourned at 6:12 P.M.	



CUSTOMER ADVISORY COMMITTEE

Quarterly Update

January 3, 2019

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 Title VI Coordinator
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

November 1, 2018



CHAIRMAN'S REPORT

Ms. Karla Keeney

AGENCY UPDATE

Ms. Nicola Liquori



GAME NIGHT TRAIN

Pilot Program

10:30 PM service available for both NB *and* SB travelers from Church Street Station for Orlando Magic Home Games

- P340 Regular Schedule
- P341 Special Service



SOLD OUT THE GIFT OF THE MAGI

performed by Opera Del Sol



2019 MARKETING OBJECTIVES

Increase Ridership

- Systemwide
- Station Destinations
- Non-Peak, Leisure

Increase SunCard Usage

- Passes
- Stored Value

Promote Connectivity

- Train to Plane
- Tupperware NeighborLink
- Kissimmee/Poinciana



NEW TEXT FEATURES

Train P319 SB between LYNX and FL Hospital is delayed 20 min due to police assistance near the tracks. We will continue to provide updates.

Includes incident location in relation to stations

To continue receiving updates on this delay, text 'Incident' to [31996](tel:31996)

Text "Incident" for further updates during a particular event

Incident

You have been subscribed to incident.

Reply STOP to cancel, HELP for help. Msg&data rates may apply

A MILLION SMILES

On November 30, we celebrated, Kim,
our One Millionth Rider in 2018!



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

Commute Via SunRail

Information for Companies, Human Resources Professionals and New Riders



SunRail is Central Florida's commuter rail, currently operating with 16 stations in Orlando, Orange, Seminole and Volusia counties.

SunRail operates Monday - Friday

Special service may also be available.

For a complete schedule visit SunRail.com

Options

Reusable SunCards

SunCards have a one-time cost of \$5 and can carry a pass as well as hold a prepaid value.

Pass - A Pass gives you the freedom to ride on SunRail on every line you want for 7, 30 or 365 consecutive calendar days after your first Tap On and provides significant savings over temporary and roundtrip tickets.

Prepaid Value - Similar to a debit card, your fare is deducted based on the distance traveled on your trip, and funds can be added to your card as often as needed. Passengers who use prepaid value automatically receive a 10% bonus when funds are loaded onto a SunCard.

Adult Fare Structure*

Consecutive Calendar Days	One-Trip Tap On	7-Day Tap On	30-Day Tap On	365-Day Tap On
1	\$2	\$2.75	\$17	\$26
7	\$2	\$25.50	\$151	\$264
30	\$4	\$7.50	\$44	\$112
365	\$3	\$9.50	\$42.50	\$140

*Add for consecutive calendar days after you first Tap On.

SunCard Prepaid Bonus Value Examples*

Preloaded Amount	Balance After 10%	Preloaded Value
\$10	10%	\$11

*Published fares and discounts are subject to change. Check SunRail.com for your fare information.

Benefits

- Save \$3 and over, youth between the ages of 7-18 and those with disabilities as certified by DASH or Volusia receive 50% off their fare.
- Children age 6 & under ride for free with a paying adult (age 2+).

Free Emergency Ride Home Program

rethink your commute.

commutes using SunRail, bus service or car carpooling or transporting work can quality. Enrollment is FREE at ReThinkYourCommute.com call 888-610-8422.




SunRail Inspiring Riders

On...
 Travel...
 Power...
 Special...
 Realism...

Station Access

- Transit Schedules
- Interactive Display
- Platform Cameras
- Water Fountains
- Emergency Phones

ON TRACK
 Sunrail Inspiring Riders

Station Amenities

- Family Restrooms
- Pet-friendly
- Station Art
- Seating
- Information Displays
- Platform Closures
- Water Fountains
- Emergency Phones

GET IN TOUCH:
 1-800-327-4673
 www.sunrail.com
 @sunrail

ON TRACK
 BEGINS JULY 23, 2018
NEW SCHEDULE

New Service Schedule Arrives

GET IN TOUCH:
 1-800-327-4673
 www.sunrail.com
 @sunrail

ON TRACK
Ride with Nirola

NEW RIDER TESTIMONIALS

FUN FACTS
 Sunrail has been named the most innovative transit agency in the country for the 24th year, and to 27 stations.

GET IN TOUCH:
 1-800-327-4673
 www.sunrail.com
 @sunrail

POSITIVE TRAIN CONTROL

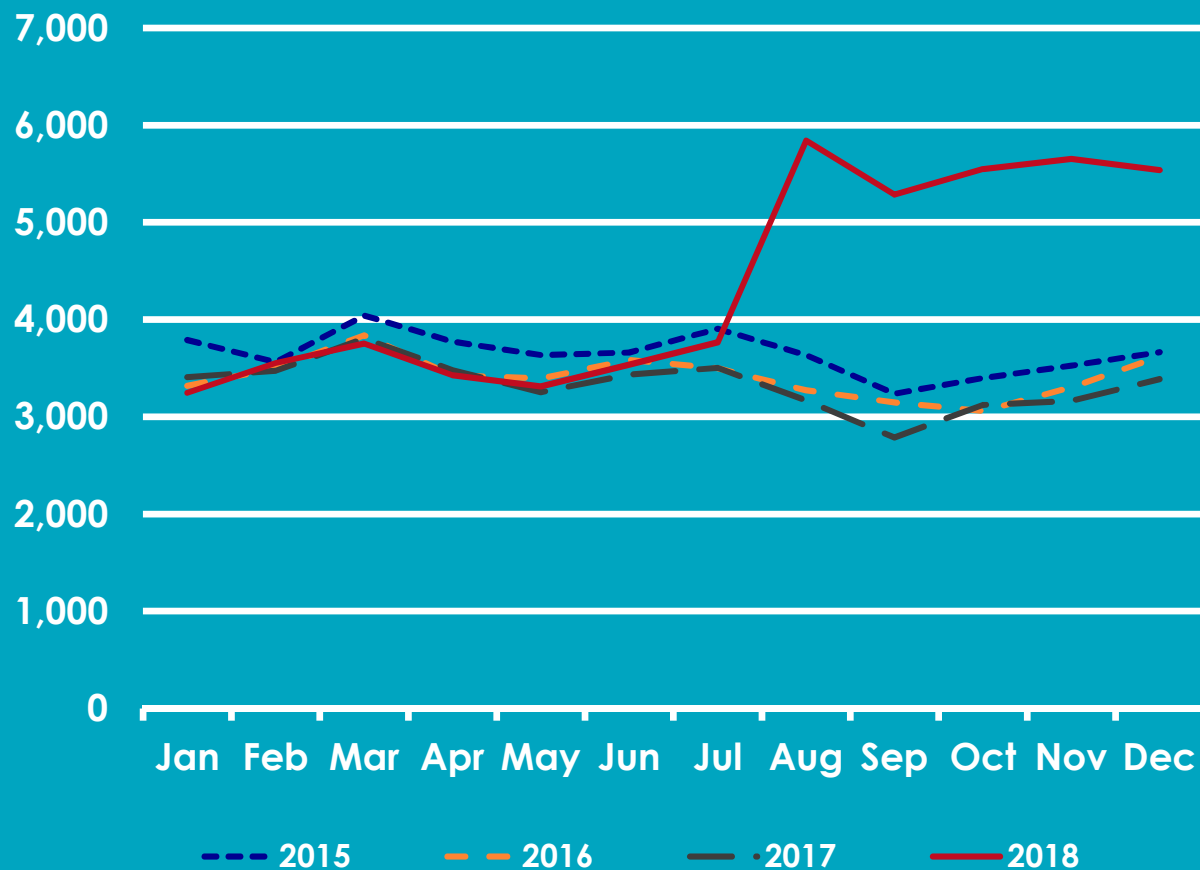
- ✓ Field Integration Testing – Completed
- ✓ Functional Qualification Testing – Completed
- ✓ Request for Revenue Service Demonstration on Test Territory – Submitted to FRA
- ✓ Request for Alternative Schedule – Submitted to FRA
- ✓ Full Implementation – December 2019



AVERAGE DAILY RIDERSHIP

2018 AVERAGE DAILY RIDERSHIP BY MONTH

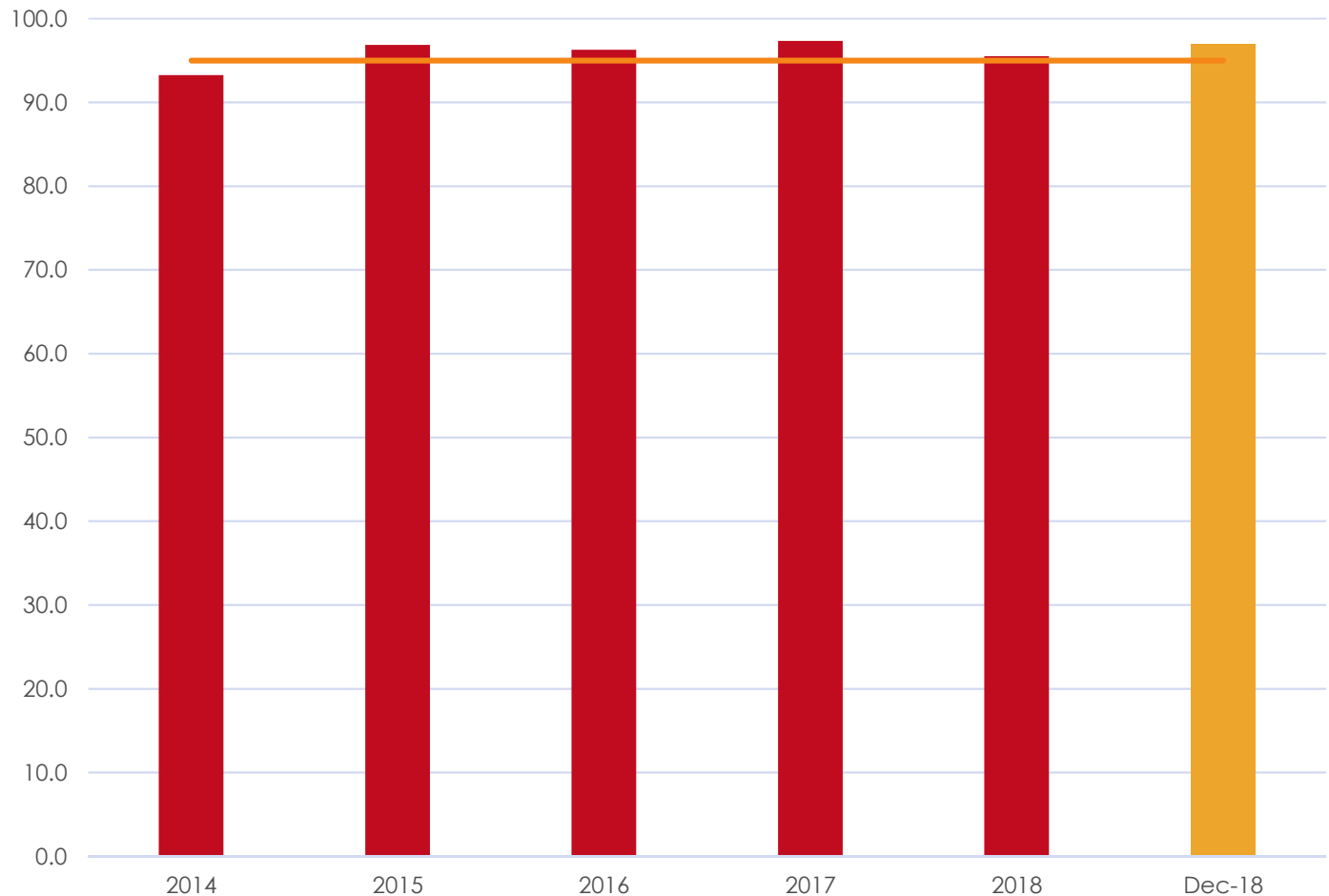
OCT	5,548
NOV	5,653
DEC	5,539



ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month

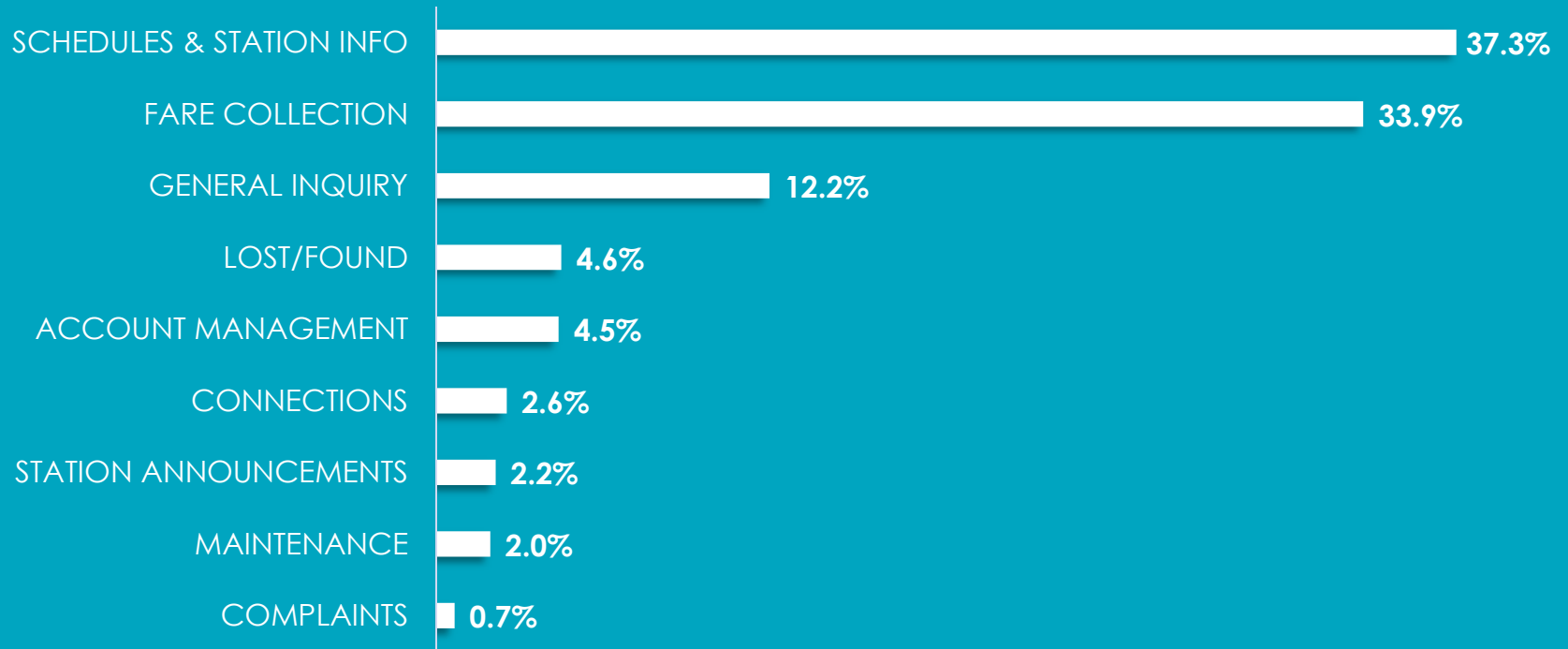
GOAL IS
GREATER
THAN OR
EQUAL TO
95%



CALL CENTER STATS

Total Calls July – November 2018

11,707



SUNRAIL TRAIN ARRIVAL ANNOUNCEMENTS

Mr. Elliott Shepherd



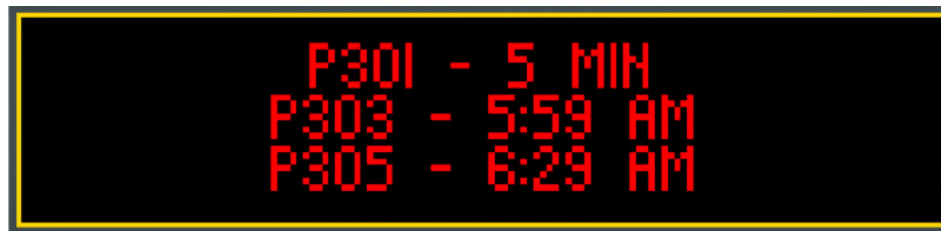
TRAIN ARRIVAL ANNOUNCEMENTS

Train Arrival Notifications (Train Tracking) Enhancements at SunRail Stations

Timing and frequency will be adjusted in the software to provide train arrival announcements at 15, 10, and 5 minutes prior to a train arrival. Time will be announced audibly and displayed visually.

The message sign will display the name and times for the next **three** trains.

Each announcement at 15, 10 and 5 minutes will display on the message sign for two minutes and then it will clear.





NEXT MEETING

May 2, 2019 at 5:00PM

LYNX



THANK YOU!

Follow us: RideSunRail





FALL FOCUS

On Track: SunRail's bi-weekly newsletter for the business community was redesigned and hosted on SunRail.com. Sign-up is now available on the homepage.

Downtown Orlando: Continued education effort around Southern Expansion, particularly with major employers in Downtown Orlando. In addition to sending out electronic toolkits, in the months of November and December the business development team strategically connected in-person with major employers in Downtown Orlando office towers to deliver SunRail's new Business Development "Flip Books" and to update files with the most appropriate contact for each business. These personal interactions also allow the chance to answer questions from employers and secure information about what companies are doing for their employees who are riding SunRail, etc.

Kissimmee Connector: Working closely with the City of Kissimmee and LYNX to prepare the upcoming Kissimmee Connector for debut on 1/27/19, including preparing all graphics for the bus stops and bus wraps, and prepared communication plans for business community and leisure travelers.

Valencia College: Developed on-campus promotion for students and faculty promoting riding SunRail to and from all campuses.

Holiday Events: Developed list of events where passengers could ride SunRail to and from for leisure travel. This will continue with Winter Events in the first quarter of 2019.

OIA Connectivity: Held meeting with LYNX to explore a dedicated circulator from the Sand Lake Road station and tighten the existing connection schedule.

OIA Outreach: Continuing program to engage OIA area employees and one-month pass distribution for first-time riders.

Creative/Fun: Developing partnerships with community groups to drive 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
- 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 Construct Connect

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

DECEMBER 2018

2019 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@evolvetogether.com or online <http://corporate.sunrail.com/doing-business-with-sunrail/advertising/>

ON BOARD ADVERTISING: ONE PLACEMENT AVAILABLE

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:

13,640 Facebook

16,256 Twitter

3,754 Instagram

Total Social Media Followers – 33,650

Sign Up for 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. In the event of an unexpected incident, riders may now customize their text alert settings.

NEW SUNRAIL MARKETING INITIATIVES

Additional Late Night Magic Train

SunRail continues to offer an additional southbound evening train on select Orlando Magic home weekday games to assure riders can return following the game.

SunRail Instagram

Created new Instagram stories to showcase many of the features, attributes and benefits of SunRail to encourage social media sharing in an effort to build ridership.

Bus Bridge Protocol

Updated the bus bridge communications to feature AdventHealth and other station updates.

Florida Hospital Name Change

The Florida Hospital name change to AdventHealth 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.

- Made site visits to multiple grade crossings to explore additional safety signage opportunities using nearby grade crossing signal box housing and fencing.
- Reached out to a number of private businesses and municipalities to explore additional safety outreach opportunities through their customers and constituents.
- Conducted direct mail campaign to schools within two miles of the corridor promoting ScienceOfSunRail.com which features STEM attributes of SunRail and rail safety.
- Coordinating with SunRail safety management, operations and signals teams to discuss rail and grade crossing safety to effectively work together within the community.
- Documented completion of new dynamic envelope roadway markers at Fairbanks Avenue in Winter Park. Communication of this new safety feature is continuing with law enforcement and the community.
- Posted safety messages through social media at a rate of 1 – 3 messages per week reaching more than 33,000 followers.
- Developed new public displays to promote resources and help for those in crisis.
- The following includes safety presentations and tabling events within the community and onboard SunRail between November and December:
 - Catalina Elementary School with 78 participants
 - Meadow Woods Recreational Center (two presentations) with 95 participants
 - Winegard Elementary School reaching 4-5 classroom groups (multiple presentations) with more than 400 participants
 - Center Academy for two presentations both on campus and on board with more than 150 participants
 - Solivita Senior Group on board with more than 85 participants
 - Lake Highland Pre-K on board with more 56 participants
 - Reedy Creek Elementary Autumn Festival Tabling reaching 700+ attendees over a 4-hour period.

UPCOMING MEETINGS

Customer Advisory (LYNX Open Space – 2nd Floor)

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

Technical Advisory (LYNX Open Space – 2nd Floor)

Wednesday	January 9	2:00 pm – 3:00 pm
Thursday	May 9	2:00 pm – 3:00 pm
Wednesday	August 7	2:00 pm – 3:00 pm
Wednesday	October 9	2:00 pm – 3:00 pm

Commission Meetings (MetroPlan Boardroom)

Thursday	January 31	10:00 am – 12:00 noon
Thursday	May 30	10:00 am – 12:00 noon
Thursday	August 29	10:00 am – 12:00 noon
Thursday	October 31	10:00 am – 12:00 noon