



# TECHNICAL ADVISORY COMMITTEE

Quarterly Update

January 9, 2019



# Central Florida Commuter Rail Commission

## Technical Advisory Committee

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**Date:** January 9, 2019  
**Time:** 2:00 p.m.  
**Location:** LYNX Central Station  
2<sup>nd</sup> Floor Multi-Purpose Room  
455 North Garland Avenue  
Orlando, Florida 32801

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***PLEASE SILENCE CELL PHONES***

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**I. Call to Order and Pledge of Allegiance**

**II. Confirmation of Quorum**

**III. Action Items**

- a. November 7, 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**

**VII. Discussion Items**

- a. Agency Update – Nicola Liquori
- b. Bus Connectivity
  - i. LYNX
  - ii. Votran



# Central Florida Commuter Rail Commission

## Technical Advisory Committee

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### **IX. Committee Member Comments**

### **X. Next Meeting**

May 9, 2019  
2:00 p.m.  
LYNX Central Station  
455 N. Garland Ave.  
2<sup>nd</sup> 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](mailto:roger.masten@dot.state.fl.us) at least three business days prior to the event.*

# Technical Advisory Committee Meeting

November 7, 2018

2:00 p.m.

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

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## Attendees

Tawny Olore, Osceola County  
Randy Schrader, City of Kissimmee  
John Angiulli, County of Volusia  
Bill Wharton, Seminole County  
Krystal Clem, City of Lake Mary  
Shad Smith, City of Longwood  
Alisha Maraviglia, City of Altamonte  
Don Marcotte, City of Winter Park

F. J. Flynn, City of Orlando  
Edward Johnson, LYNX  
Elizabeth Whitton, MetroPlan Orlando  
Nicola Liquori, FDOT  
Elliott Shepherd, FDOT  
Steve Olson, FDOT  
George Gault, AECOM  
Mark Calvert, Evolve Today



# Minutes

Meeting was called to order by TAC Vice-Chair, Tawny Olore, at 2:01 p.m.

Pledge of Allegiance

Quorum was met

Introductions

**Action Items:**

**Presenter: Tawny Olore**

- **Adoption of Meeting Minutes:** A motion to adopt the meeting minutes from August 8, 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: Tawny Olore**

- The Central Florida Commuter Rail Commission meeting was held on August 30, 2018.
  - Ms. Liquori provided an Agency update.
  - The Transition Consultant provided an update to the members.
  - The members requested the Agency staff provide the following information at its next meeting:
    - Marketing Plan focused on ridership growth and bus connectivity
    - Ridership counts – manual counts, system reports, NTD Reports
    - Status of fare collection contract

**Agenda Item: Transition Consultant Update**

**Presenter: Susan Black**

- Overview of procurement process
- Project Goal: In anticipation of future transfer of ownership and management of the Central Florida Commuter Rail System from the purview of FDOT to that of the Central Florida Commuter Rail Commission a thorough analysis of existing financial, operational, and contractual aspects of SunRail is being performed which will then serve as a baseline and a framework to develop a final transition plan.
- Notice to Proceed was issued in August 2018
- Draft Transition Plan to be delivered March/April 2019
- Focus on four categories:
  - Administration
  - Information sharing and coordination
  - Document collection, analysis, and development of operations report
  - Provide status reports monthly to a Steering Group comprised of a representative from the five Local Funding Partners
- Deliverables:
  - Document analysis and operations report addressing:
    - Organizational structure
    - SunRail history
    - Summary of Interlocal Agreements
    - Inventory of Contracts and Agreements
    - Financial and Budget Report
  - Transition Plan framework will outline:
    - Interlocal Agreements
    - Process for coordination and communication with Local Funding Partners
    - Transit provider Agreements and coordination plans

**Agenda Item: Agency Update****Presenter: Nicola Liquori**

- Introductions
  - Ms. Patricia (“Trish”) Ruffino, the newest member of SunRail’s team, joined as the Financial Operations Manager. Her role will include fare collection, customer service, account management.
- Public Outreach – Rail Safety Week Campaign
  - Local community outreach held the last week September 2018.
  - Target Audiences:
    - School Student
    - Commercial Drivers
    - Homeless/Indigent Populations along the corridor
  - Paid and Earned Media
    - Billboards
    - Social Media platforms filled
    - Print and Digital Newspapers
  - Face-to-Face Outreach
    - Pedestrian crossing
    - Platforms
    - Handouts
  - Enforcement
    - Grade Crossing Enforcements coordinated with local agencies at 20 grade crossings to provide information of the importance of not stopping on the tracks
    - Trooper Steve – News6 reported an important safety story
    - WESH TV also reported on risky driving near tracks
  - Education
    - School Presentations at schools located close to tracks
    - 500 children received presentation
- Positive Train Control (PTC)
  - Certain milestones must be met by December 2018 in order to qualify for an extension to complete implementation
    - Acquire Spectrum - completed
    - Installation of hardware – 99% complete
    - Training – 50 Personnel to be completed by Nov. 9<sup>th</sup>
    - Functional Integration Testing – Underway overnight and weekends
    - Revenue Service Demonstration – Mid December
    - Full Implementation - December 2019
- Operational Statistics
  - On-Time Arrival
    - Fiscal Year and Current Month (September 2018)
    - Industry Standard 94%
    - Contractual Performance 95%
  - On-Board Statistics
    - July 23<sup>rd</sup> the 40-train schedule was introduced
    - July 30<sup>th</sup> the four new stations were launched in the Southern Expansion
    - July 30<sup>th</sup> to August 17<sup>th</sup> the “First 50 Free” promotion ran
  - Boardings by Station 1<sup>st</sup> quarter July – September 2018
    - Impacted by the addition of the Southern Expansion
    - DeBary and Sanford in the North, and in the South, Kissimmee and Poinciana are contributing approximately 12% of the boardings on average
    - The Downtown core is the employment center
  - Boarding & Alightings
    - The AM Peak, PM Peak and Off-Peak are presented from August 20<sup>th</sup> to September 30<sup>th</sup>

- Florida Hospital and Orlando Health are showing an increase due to ridership primarily from the southern stations
  - LYNX and Church Street are strong for the employment base
  - Off-Peak provides insight into either non-traditional work schedules and leisure riders
    - Winter Park is expected to be a strong draw
    - Similar trends may follow in Kissimmee
  - Seasonal trends August – October has historically shown a dip in ridership due to school starting and fewer leisure trips
  - November – December has shown an increase in ridership and expected again this year
- ADA & Bicycle Boards
  - ADA boarding have increased with the addition of the four new stations
  - Bicycle boarding have increased as well
- Call-Center Statistics
  - The 1<sup>st</sup> quarter, July – September, call volume has increased
    - Calls related to new service and new schedules
    - Calls received related to a maintenance item may require an immediate response
    - Complaints for the period are less than 1%
    - Fare collection calls include equipment issues as well as questions with refilling a card and lost card
      - Account management is hosted off site. During the reporting period, the Contractor, has been migrating its data center. Therefore, some interruptions in service has not been with the physical equipment or connectivity on the platform, rather the communication with the back-office.
- Budget
  - Revenue
    - Farebox Revenue is slightly lower than forecast due in part to “free service” period
    - Amtrak Usage fees collected are lower than projected
  - Operating Costs, Capital Maintenance and Consultant Support
    - Negotiation of insurance premium coverage for the year has been completed and is lower than budget.
- Business Development
  - Rider feedback
    - Positive feedback has been received for the P340 NB train that departs Church Street at 10:30 P.M.
    - Feedback was received from riders in the Kissimmee/Osceola County area requesting a later train for basketball games. Bombardier, the Contract Operator, was requested to operate a short train staged at Church Street the same time as the P340 and makes the SB stops. The P341 special service train was launched for the games in November and the ridership is being tracked.
  - On-Track Newsletter
    - Launched in 2016. Front and back flier that on its front provides a highlighted message and the back provides general information. To receive the newsletter, subscribed at [www.SunRail.com/On-Track](http://www.SunRail.com/On-Track)

**Agenda Item: Bus Connectivity**

**Presenter: Edward Johnson, LYNX**

- LYNX
  - LYNX has concluded FY18 with more than 20,153 trips for all stations combined.
  - Comparing rider for the last quarter July – September to the previous quarter, there was a 20% increase in ridership.

|  |                                  |
|--|----------------------------------|
| <ul style="list-style-type: none"> <li>○ Some buses used in the first three months of service did not have Automatic Passenger Counter (APS) units. It is anticipated the full fleet will be outfitted in the 1<sup>st</sup> quarter of 2019 with the APC units.</li> <li>○ LYNX is in the process of observing the new connections and will look for areas that could be tweaked during the next bid change. While the connections to the southern stations are very new, LYNX will continue watch and wait for the system to normalize</li> </ul>  |                                  |
| <b>Agenda Item: Bus Connectivity</b> <ul style="list-style-type: none"> <li>• Votran <ul style="list-style-type: none"> <li>○ Ms. Blanck was not available to attend and provided notes to Ms. Liquori for presentation. <ul style="list-style-type: none"> <li>• Votran's Fiscal Year ended September 2018.</li> <li>• The daily average DeBary ridership was 72 boardings and alightings.</li> <li>• The average increased by 22% over the same period of the prior year.</li> <li>• August, October and December were the highest daily average.</li> </ul> </li> </ul> </li> </ul>   | <b>Presenter: Nicola Liquori</b> |
| <b>Agenda Item: Proposed 2019 Meeting Schedule</b> <ul style="list-style-type: none"> <li>• The meetings will be held at LYNX Central Station at 2:00 P.M. as follows: <ul style="list-style-type: none"> <li>○ Wednesday, January 9<sup>th</sup></li> <li>○ Thursday, May 9<sup>th</sup></li> <li>○ Wednesday, August 7<sup>th</sup></li> <li>○ Wednesday, October 9<sup>th</sup></li> </ul> </li> </ul>  | <b>Presenter: Tawny Olore</b>    |
| <b>Committee Member Comments:</b> <ul style="list-style-type: none"> <li>• <i>Tawny Olore, Osceola County, requested a history of incidents and information regarding grade crossing concerns along the Southern Expansion</i></li> <li>• <i>Tawny Olore, Osceola County, asked staff the August On-Time Arrival performance percentage</i> <ul style="list-style-type: none"> <li>○ <i>Ms. Liquori provided the percentage was lower</i></li> <li>○ <i>Committee members suggested some service interruptions are within the Contractor's control and others that are not and asked if FDOT staff could provide data</i></li> </ul> </li> <li>• <i>Tawny Olore, Osceola County, asked staff for an update on Quiet Zones</i> <ul style="list-style-type: none"> <li>○ <i>George Gault, FDOT Consultant, noted anticipated completion by December 2019.</i> <ul style="list-style-type: none"> <li>▪ <i>Each crossing is progressing at a different rate.</i></li> <li>▪ <i>Orange County/City of Edgewood has four crossings and anticipated to be completed in the first quarter of 2019</i></li> <li>▪ <i>Kissimmee has had some staff changes. They City is reviewing and updating calculations.</i></li> <li>▪ <i>Municipalities apply to the FRA for Quiet Zones.</i></li> </ul> </li> </ul> </li> </ul> |                                  |
| <b>Meeting adjourned:</b> 3:15 p.m.  |                                  |
| <b>Next meeting:</b> Scheduled for Wednesday, January 9, 2019 at 2:00 p.m., LYNX Central Station, Second Floor Open Space, 455 N. Garland Avenue, Orlando  |                                  |



# TECHNICAL ADVISORY COMMITTEE

Quarterly Update

January 9, 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](mailto: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 7, 2018



# CHAIRMAN'S REPORT

Mr. Jim Harrison

# 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

***There will be 15 Special Service Trains between January and April.***





# 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](#)

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!



# NAME CHANGE

Florida Hospital is now AdventHealth

Installations are underway to update throughout the system



**AdventHealth**  
500 E. Rollins St., Orlando, FL 32803

[DESTINATIONS](#) [CONNECTIONS](#) [DETAILS](#)



**TRAIN STATUS**

|                       |
|-----------------------|
| Northbound<br>Arrival |
| <b>2:58 PM</b>        |
| Southbound<br>Arrival |
| <b>3:42 PM*</b>       |

\*Denotes scheduled train time.



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





# NEW SAFETY ENHANCEMENT

Dynamic Envelope at Fairbanks Avenue

Indicates “no stop” areas for drivers, bicyclists & pedestrians



# POSITIVE TRAIN CONTROL

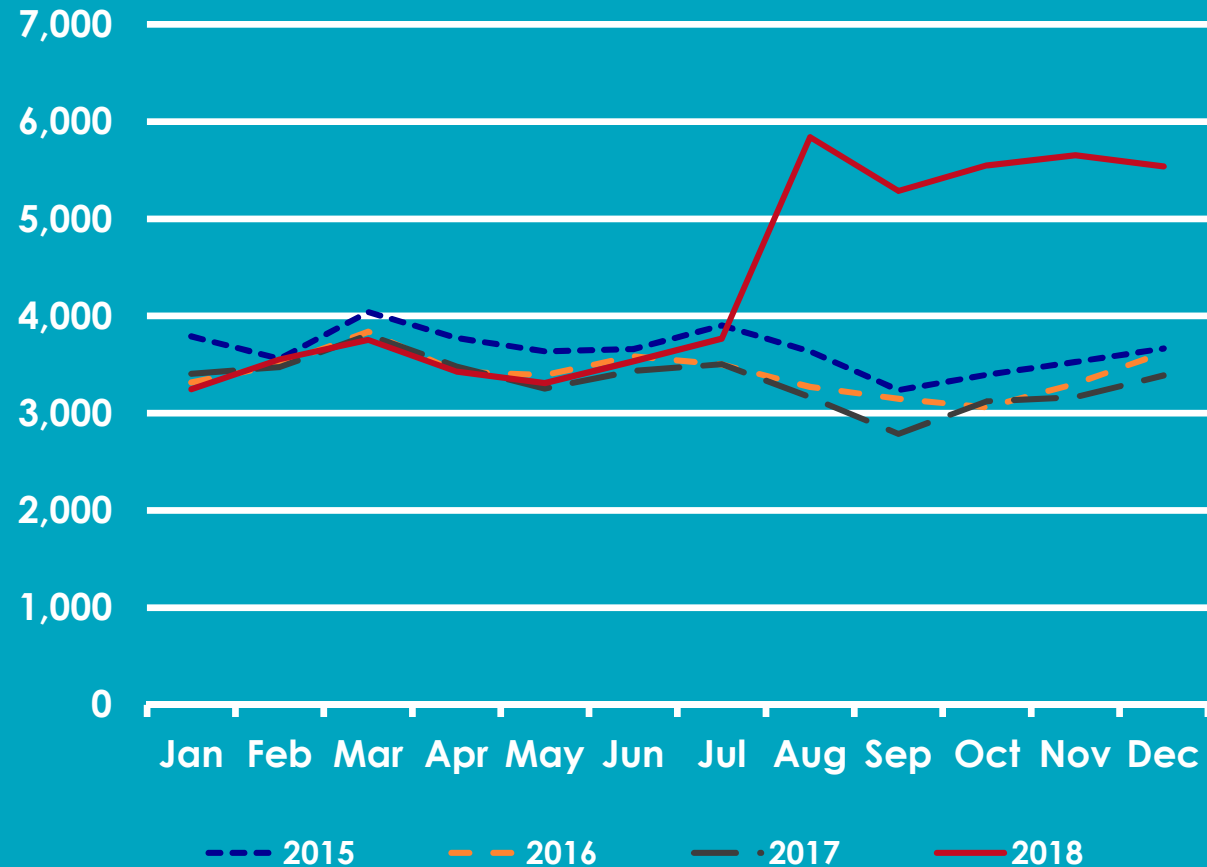
- ✓ Field Integration Testing – Completed
- ✓ Functional Qualification Testing – Completed
- ✓ Request for Revenue Service Demonstration on Test Territory – Submitted to FRA
- ✓ Request for Alternative Schedule – Submitted to FRA
- ✓ Full Implementation – December 2019



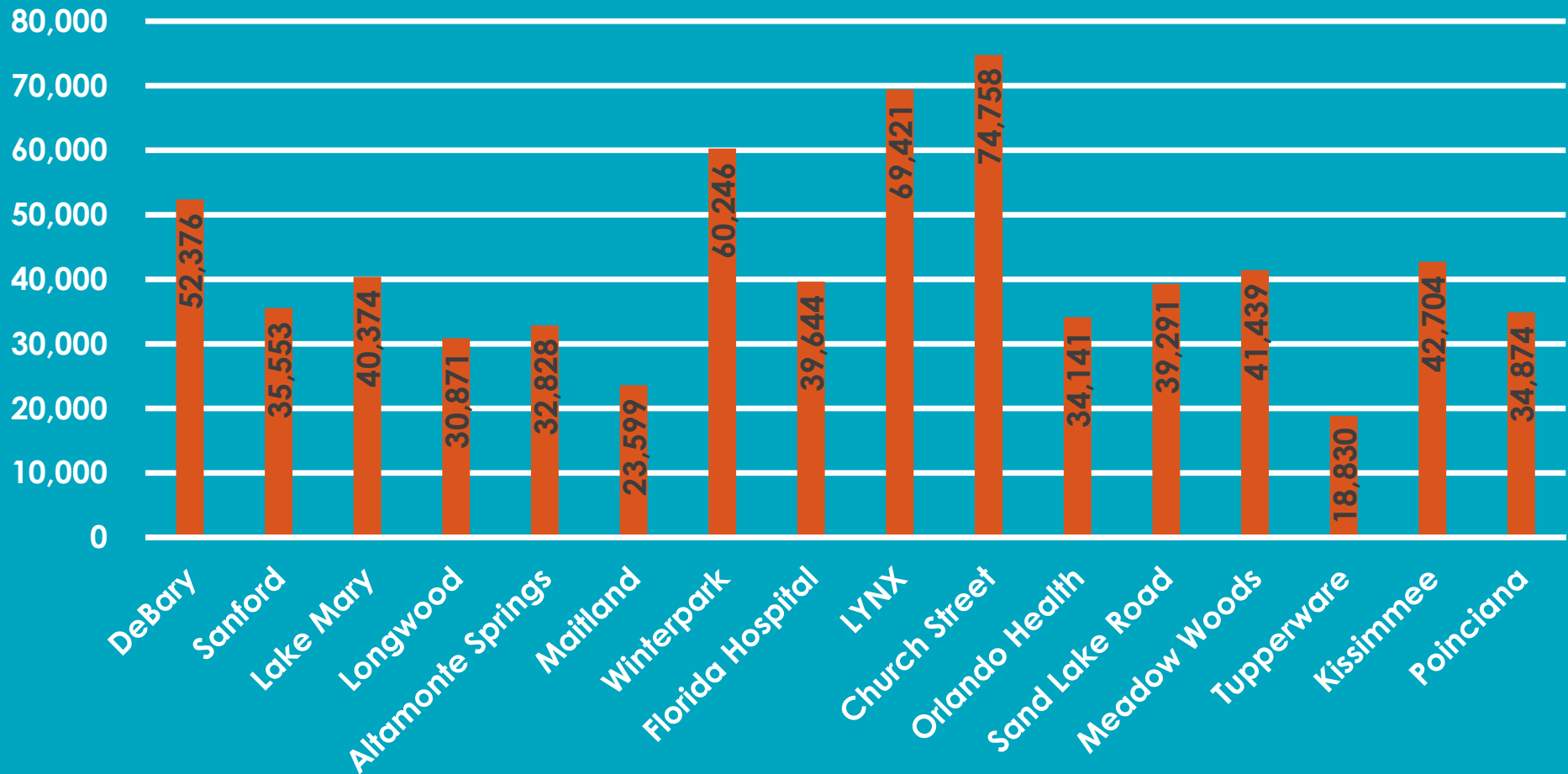
# AVERAGE DAILY RIDERSHIP

## 2018 AVERAGE DAILY RIDERSHIP BY MONTH

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



# BOARDINGS BY STATION



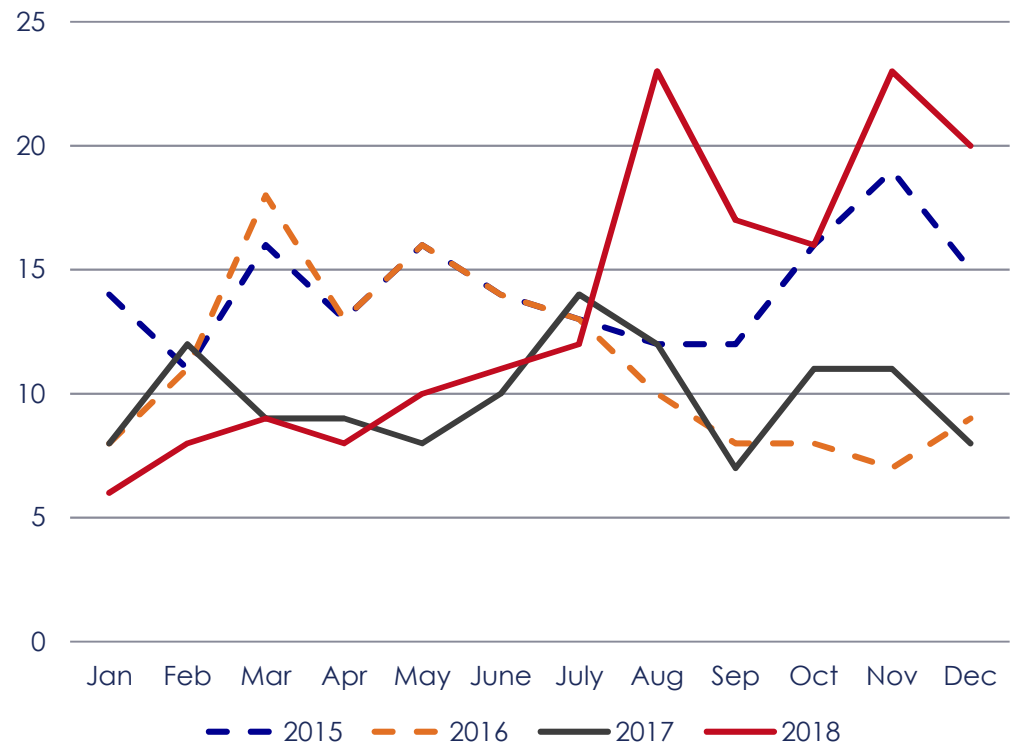
Ridership July through December 2018

# ONBOARD STATS

OCT-DEC  
AVERAGE DAILY  
ADA

20

RIDERS BY MONTH



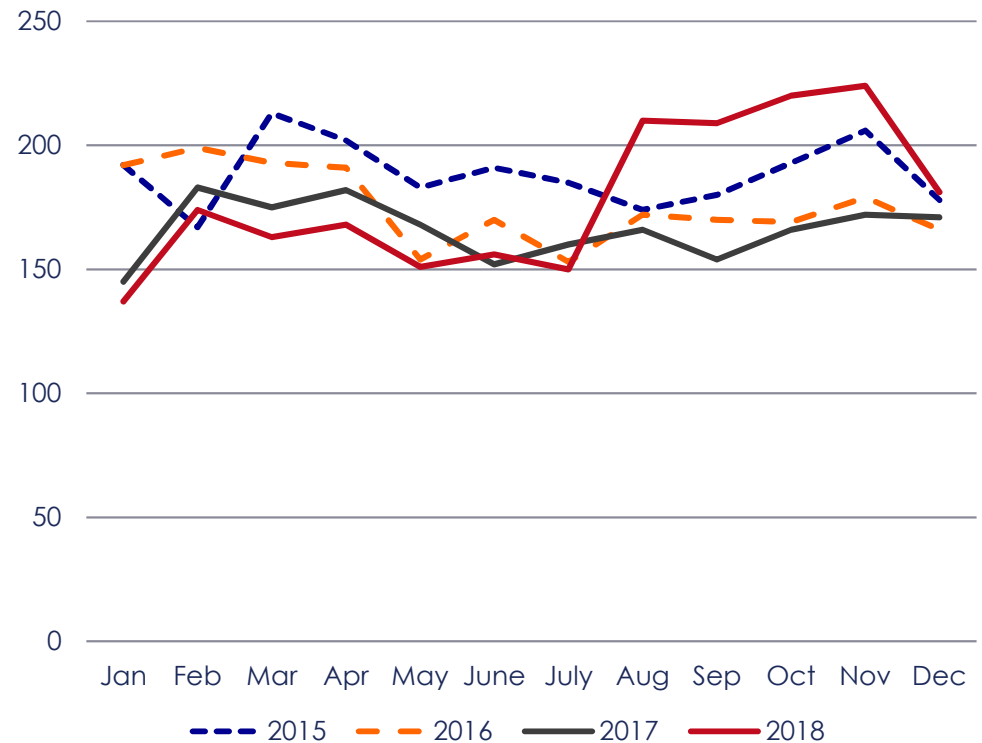


# ONBOARD STATS

OCT-DEC  
AVERAGE DAILY  
BICYCLE

208

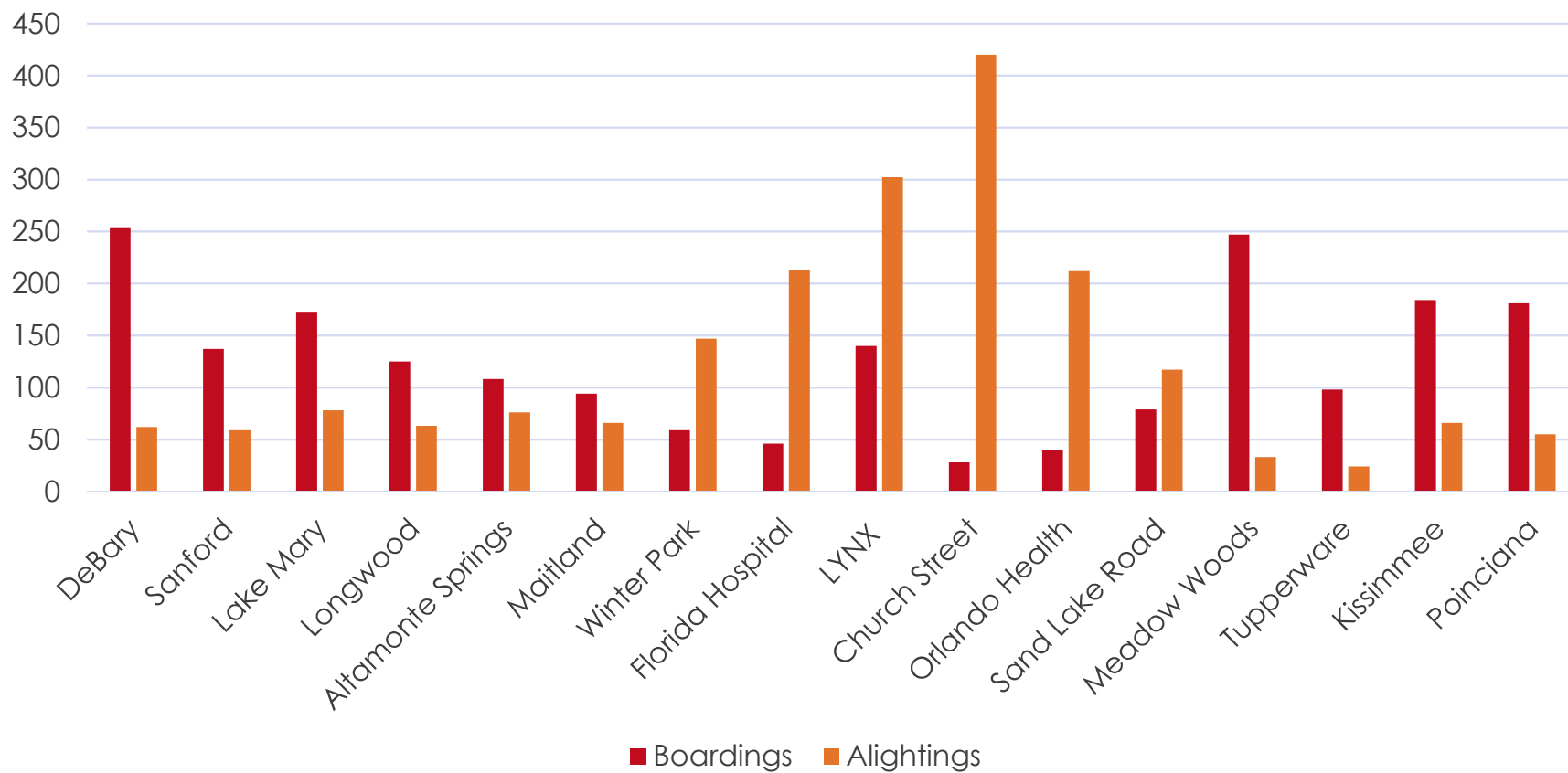
RIDERS BY MONTH



# BOARDINGS & ALIGHTINGS

## AM PEAK

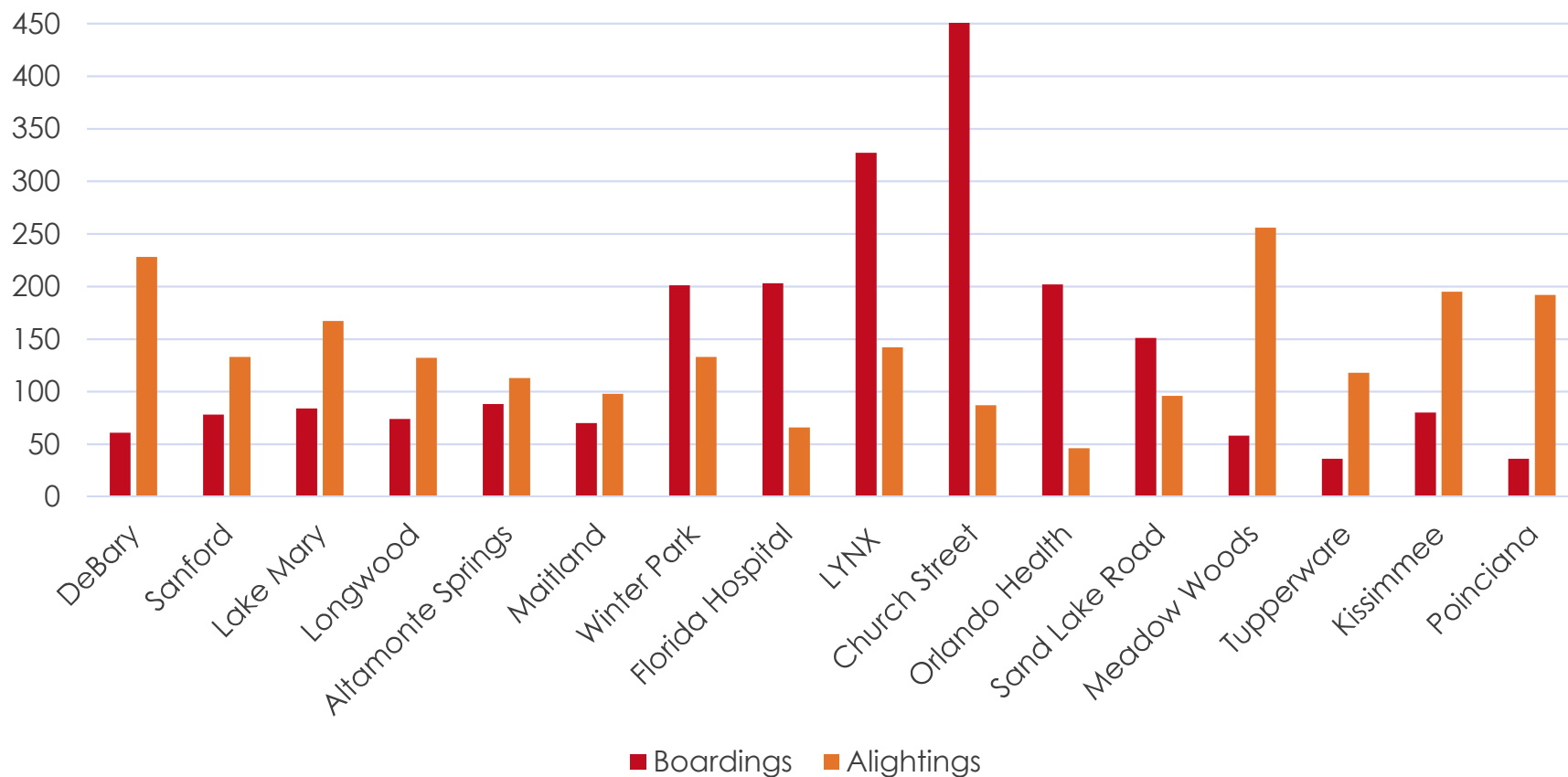
August 20 – December 31



# BOARDINGS & ALIGHTINGS

## PM PEAK

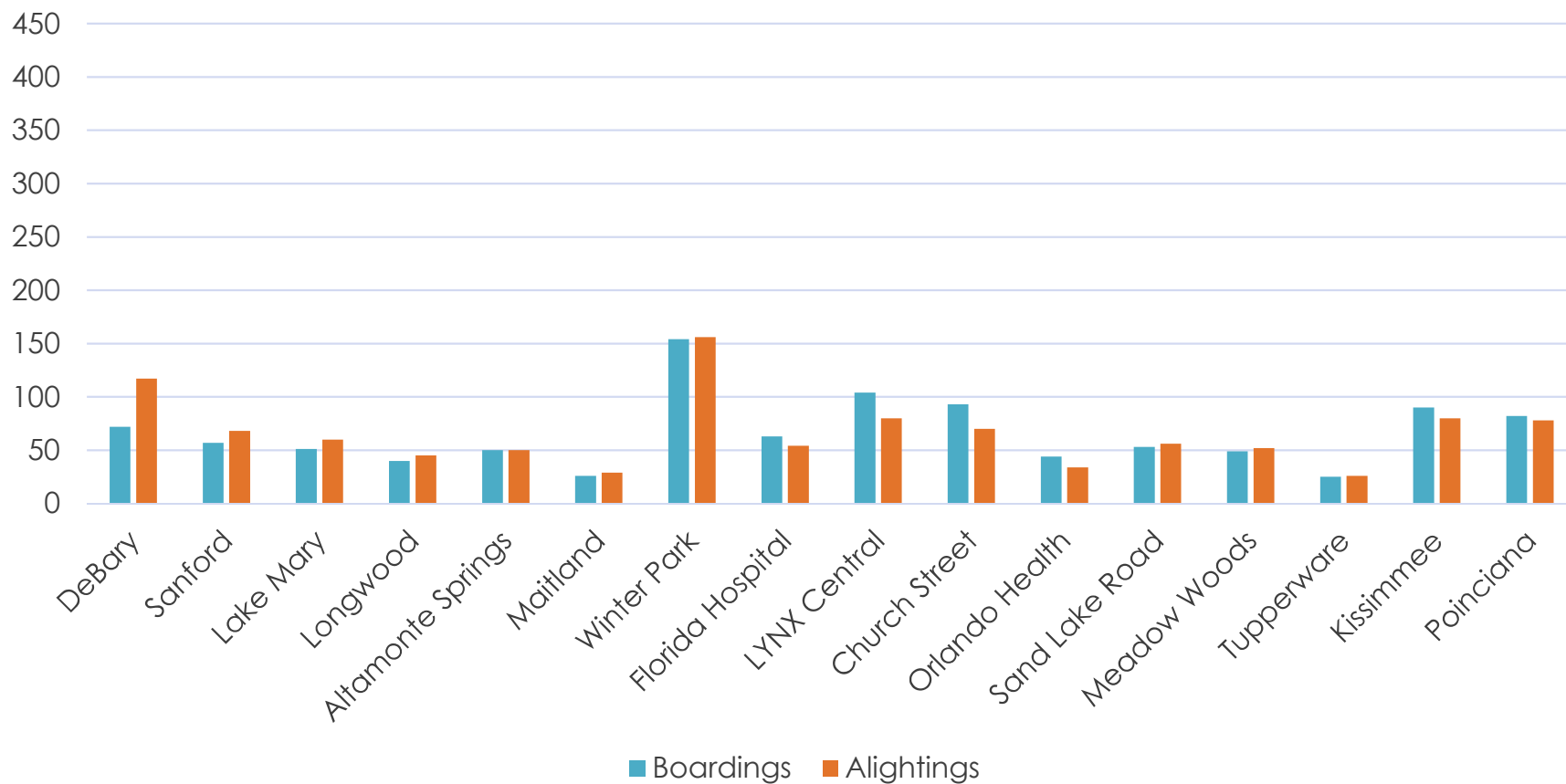
August 20 – December 31



# BOARDINGS & ALIGHTINGS

## OFF PEAK

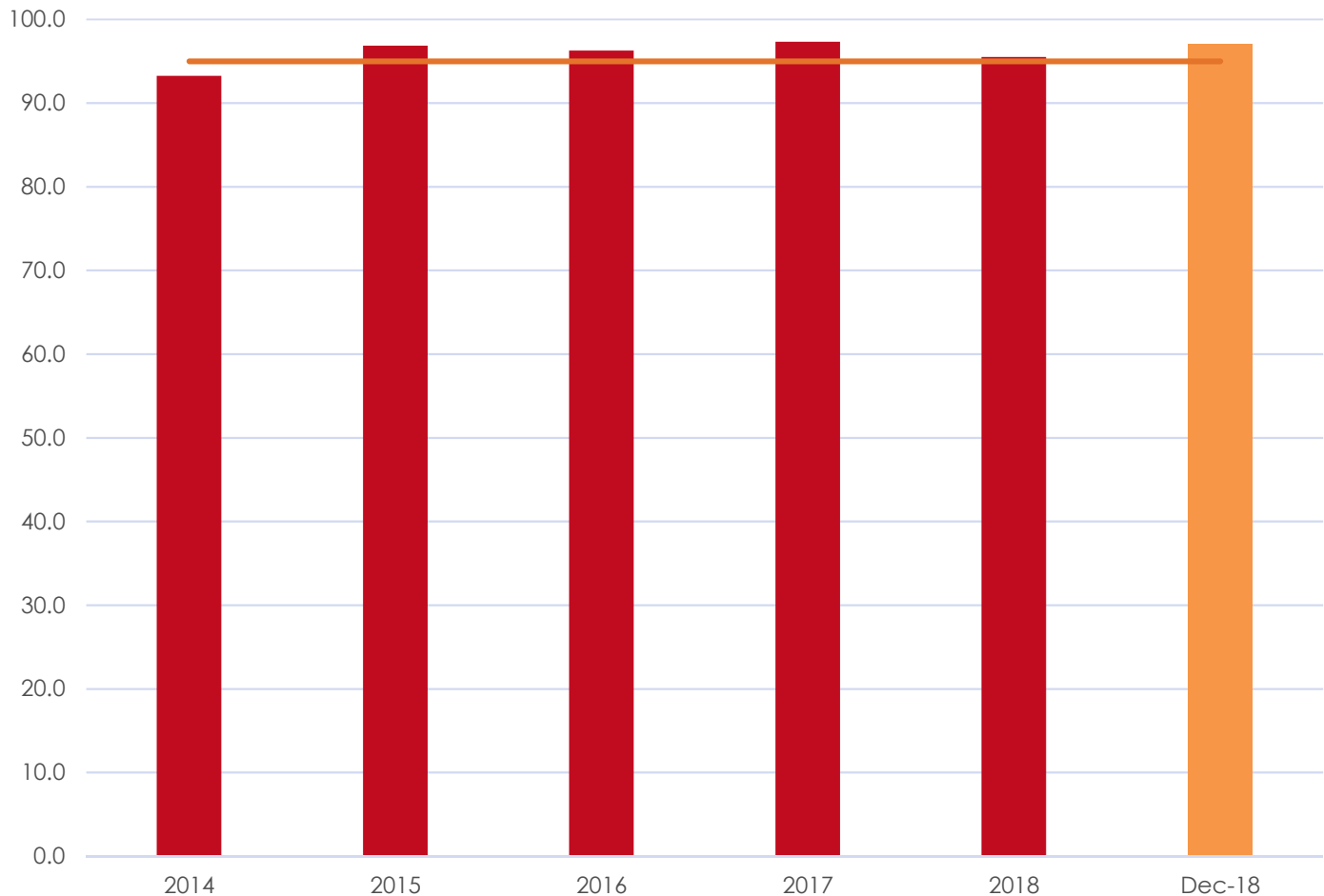
August 20 – December 31



# ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month

GOAL IS  
GREATER  
THAN OR  
EQUAL TO  
95%

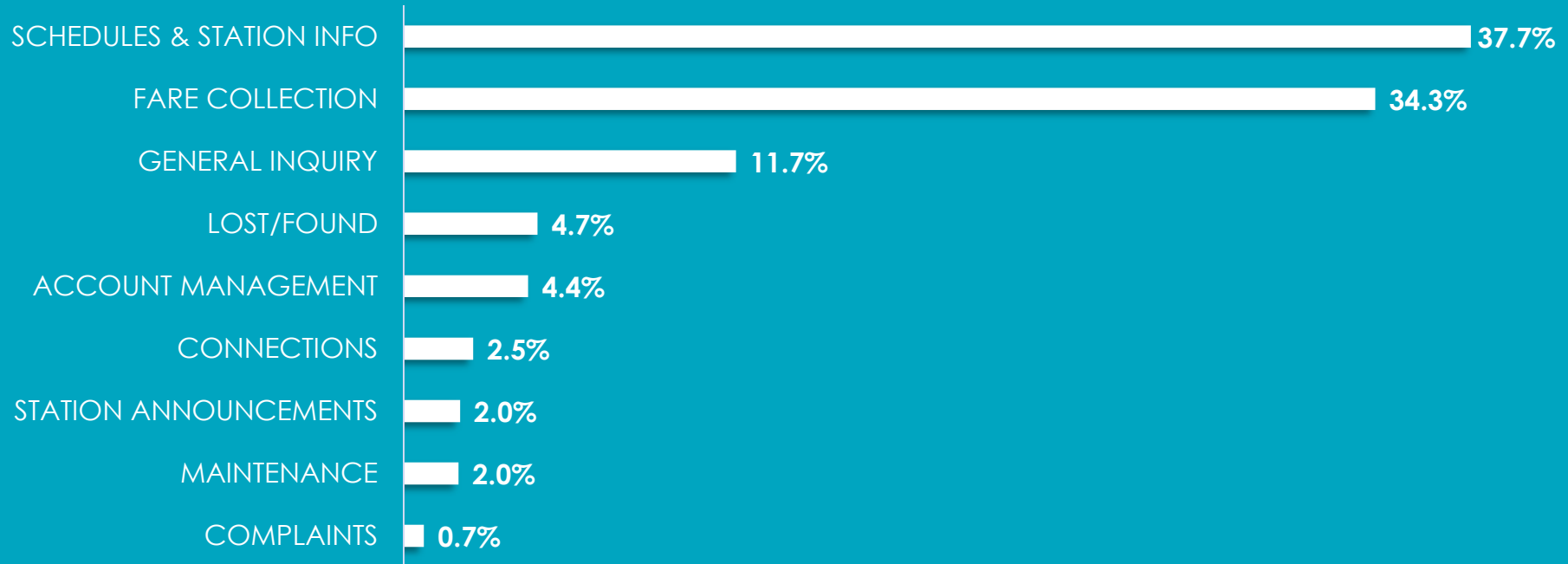




# CALL CENTER STATS

Total Calls July – December 2018

13,871



# BUDGET UPDATE

| OPERATING REVENUE |
|-------------------|
|-------------------|

| ANNUAL BUDGET |
|---------------|
|---------------|

| YEAR TO DATE<br>DECEMBER 31, 2018 |        |
|-----------------------------------|--------|
| BUDGET                            | ACTUAL |

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

|             |
|-------------|
| \$3,551,400 |
| \$3,231,836 |
| \$1,013,494 |
| \$23,361    |
| \$107,221   |
| \$307,490   |
| \$8,234,802 |

|             |             |
|-------------|-------------|
| \$1,775,700 | \$1,426,402 |
| \$1,615,918 | \$1,284,296 |
| \$506,747   | \$167,392   |
| \$11,681    | \$12,144    |
| \$53,611    | \$42,658    |
| \$153,745   | \$124,441   |
| \$4,117,402 | \$3,057,333 |

|   |
|---|
| FTA \$5307 - Urbanized Area Grant Funds |
|---|

|             |
|-------------|
| \$9,809,729 |
|-------------|

|             |             |
|-------------|-------------|
| \$4,904,865 | \$4,904,865 |
|-------------|-------------|

|                                |
|--------------------------------|
| <b>TOTAL OPERATING REVENUE</b> |
|--------------------------------|

|                     |
|---------------------|
| <b>\$18,044,531</b> |
|---------------------|

|                    |                    |
|--------------------|--------------------|
| <b>\$9,022,267</b> | <b>\$7,962,198</b> |
|--------------------|--------------------|

NOTE: These numbers are not audited.

# BUDGET UPDATE

| OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT              | ANNUAL BUDGET       | YEAR TO DATE<br>DECEMBER 31, 2018 |                     |
|--|---------------------|-----------------------------------|---------------------|
|  |                     | BUDGET                            | ACTUAL              |
| Bombardier - Operations  | \$10,309,865        | \$5,154,933                       | \$4,189,442         |
| Bombardier - Maintenance   | \$15,887,162        | \$7,943,581                       | \$7,635,955         |
| Bombardier - Incentive/Disincentive                                      | \$1,309,851         | \$654,926                         | \$620,965           |
| Conduent - Back-of-the-House Hosting                                     | \$906,140           | \$453,070                         | \$451,172           |
| Conduent - Fare Equipment Maintenance                                    | \$2,163,268         | \$1,081,634                       | \$36,374            |
| Herzog - Signal Maintenance of Way                                       | \$3,162,514         | \$1,581,257                       | \$1,551,476         |
| Green's Energy - Fuel  | \$2,206,080         | \$1,103,040                       | \$1,011,331         |
| Gallagher - Insurance  | \$2,050,000         | \$2,050,000                       | \$1,695,918         |
| Amtrak - Heavy Vehicle Maintenance                                       | \$1,664,521         | \$832,261                         | \$440,588           |
| Wells Fargo - Banking Services   | \$6,880             | \$3,440                           | \$2,687             |
| Bank of America - Merchant Services (Banking)                            | \$90,000            | \$45,000                          | \$36,160            |
| MidFlorida - Armored Car Service   | \$52,480            | \$26,240                          | \$19,560            |
| AT&T/Verizon - Wi-Fi Service   | \$34,440            | \$17,220                          | \$16,771            |
| Fare Media Smart Card  | \$-                 | \$-                               | \$-                 |
| Limited Use Smart Card   | \$269,600           | \$269,600                         | \$268,000           |
| Incomm - Card Distribution & Packaging                                   | \$-                 | \$-                               | \$-                 |
| <i>Subtotal - System operating costs</i>                                 | <i>\$40,112,801</i> | <i>\$21,216,202</i>               | <i>\$17,976,399</i> |
| Feeder Bus Expenses  | \$1,843,865         | \$921,933                         | \$427,192           |
| Capital Maintenance  | \$7,188,940         | \$3,594,470                       | \$656,923           |
| Consultant Support   | \$8,814,461         | \$4,407,231                       | \$3,135,725         |
| <b>TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT</b> | <b>\$57,960,067</b> | <b>\$30,139,836</b>               | <b>\$22,196,238</b> |

NOTE: These numbers are not audited.

# BUS CONNECTIVITY



# LYNX CONNECTIVITY

4<sup>th</sup> Quarter FY-2018

| SUNRAIL STATION                 | Fiscal Year 2018 |              |              |              |
|---------------------------------|------------------|--------------|--------------|--------------|
|                                 | <i>Jul</i>       | <i>Aug</i>   | <i>Sep</i>   |              |
| <b>Days of Operation</b>        | <b>21</b>        | <b>23</b>    | <b>19</b>    |              |
| Sanford                         | 94               | 411          | 438          |              |
| Lake Mary                       | 32               | 94           | 98           |              |
| Longwood                        | 48               | 48           | 47           |              |
| Altamonte Springs               | 125              | 199          | 183          |              |
| Maitland                        | 20               | 26           | 19           |              |
| Winter Park                     | 276              | 254          | 253          |              |
| Florida Hospital/Health Village | 374              | 404          | 400          |              |
| LYNX Central Station            |                  |              |              |              |
| Church Street Station           |                  |              |              |              |
| Orlando Health/Amtrak           | 25               | 32           | 27           |              |
| Sand Lake Road                  | 230              | 257          | 214          |              |
| Meadow Woods                    | 112              | 135          | 110          |              |
| Tupperware                      | -                | -            | -            |              |
| Kissimmee Intermodal            |                  |              |              |              |
| Poinciana                       | -                | -            | -            | Total        |
| <b>Total - All Stations</b>     | <b>1,336</b>     | <b>1,860</b> | <b>1,789</b> | <b>4,985</b> |

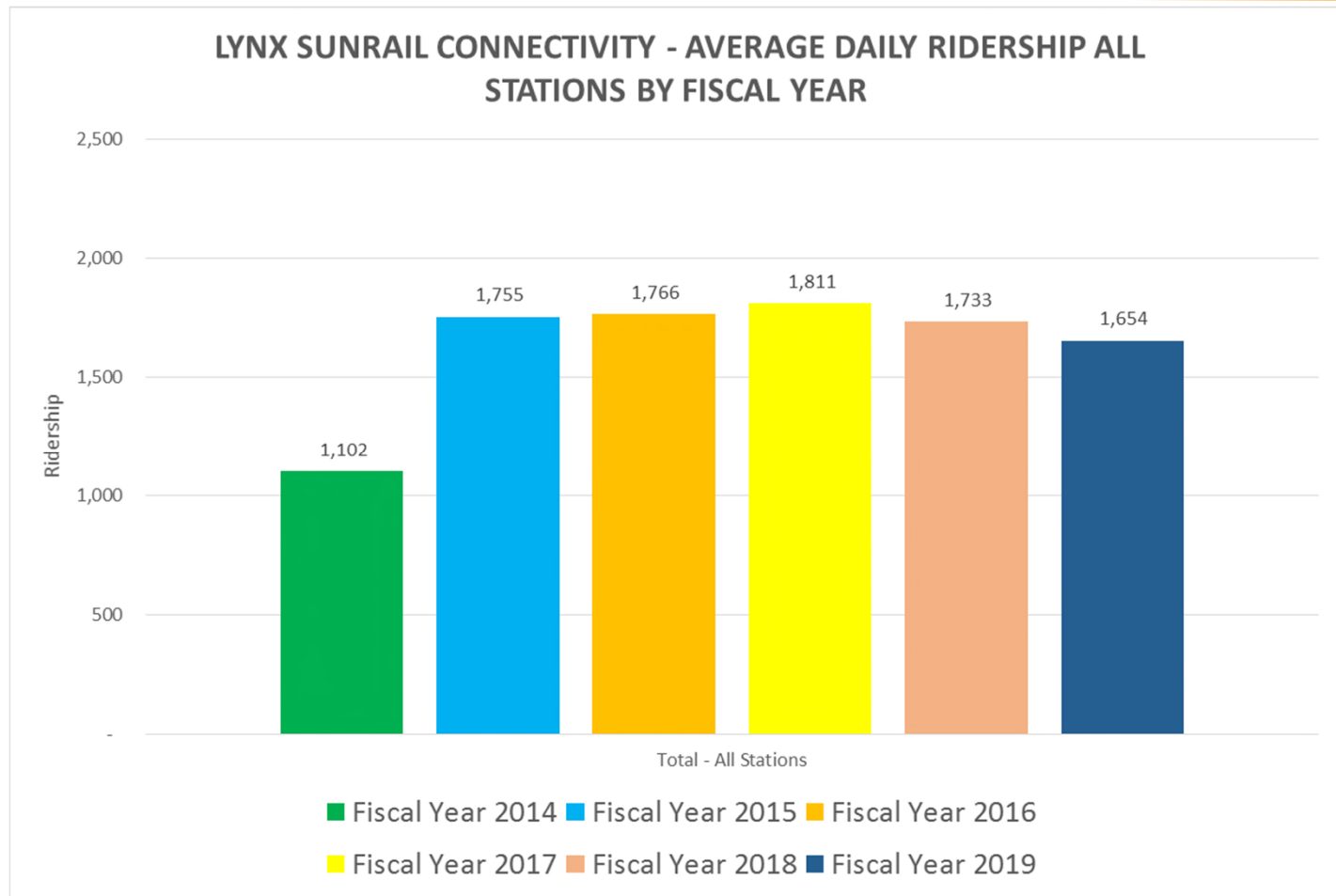
1st Quarter FY-2019

| SUNRAIL STATION                 | Fiscal Year 2019 |              |              |              |
|---------------------------------|------------------|--------------|--------------|--------------|
|                                 | <i>Oct</i>       | <i>Nov</i>   | <i>Dec</i>   |              |
| <b>Days of Operation</b>        | <b>23</b>        | <b>21</b>    | <b>22</b>    |              |
| Sanford                         | 151              | 336          | 339          |              |
| Lake Mary                       | 58               | 15           | 62           |              |
| Longwood                        | 40               | 51           | 73           |              |
| Altamonte Springs               | 225              | 195          | 192          |              |
| Maitland                        | 27               | 30           | 29           |              |
| Winter Park                     | 212              | 273          | 286          |              |
| Florida Hospital/Health Village | 359              | 399          | 380          |              |
| LYNX Central Station            |                  |              |              |              |
| Church Street Station           |                  |              |              |              |
| Orlando Health/Amtrak           | 27               | 34           | 28           |              |
| Sand Lake Road                  | 248              | 255          | 209          |              |
| Meadow Woods                    | 130              | 120          | 116          |              |
| Tupperware                      | 23               | 18           | 9            |              |
| Kissimmee Intermodal            |                  |              |              |              |
| Poinciana                       | 3                | 6            | 5            | Total        |
| <b>Total - All Stations</b>     | <b>1,503</b>     | <b>1,732</b> | <b>1,728</b> | <b>4,963</b> |

1% decrease from 4<sup>th</sup> Quarter FY-18 to 1<sup>st</sup> Quarter FY-19



# LYNX CONNECTIVITY



Approximately 5% decrease in FY-19 to date compared to FY-18 total

# VOTRAN CONNECTIVITY

## VOTRAN FIXED-ROUTE AVERAGE DAILY BOARDINGS & ALIGHTINGS AT DEBARY STATION

### VOTRAN SUNRAIL CONNECTIVITY - December 2018

**NOTE:** Beginning October 2016 driver keys count only boardings and alightings at DeBary Station. Fiscal years 2014, 2015, and 2016 data reported boardings along SunRail Routes.

| Votran Fixed-Route Average Daily Boardings & Alightings at DeBary Station |                  |        |        |        |        |        |        |        |        |        |        |        |                      |
|---|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------------|
| Activity at DeBary Station  | 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                  |
| <b>Avg Daily Ridership</b>  | 54               | 48     | 68     | 69     | 43     | 46     | 47     | 50     | 58     | 67     | 83     | 80     | 59                   |

Note: Hurricane Irma in 2017 interrupted SunRail from September 11 to September 19.

| Votran Fixed-Route Average Daily Boardings & Alightings at DeBary Station |                  |        |        |        |        |        |        |        |        |        |        |        |                      |
|---|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------------|
| Activity 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     | 21     | 23     | 19     | 254                  |
| <b>Avg Daily Ridership</b>  | 96               | 76     | 79     | 63     | 62     | 69     | 69     | 67     | 61     | 72     | 79     | 72     | 72                   |

| Votran Fixed-Route Average Daily Boardings & Alightings at DeBary Station |                  |        |        |        |        |        |        |        |        |        |        |        |                      |
|---|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------------|
| Activity at DeBary Station  | Fiscal year 2019 |        |        |        |        |        |        |        |        |        |        |        | Annual Daily Average |
|   | Oct-18           | Nov-18 | Dec-18 | Jan-19 | Feb-19 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 |                      |
| Days of operation   | 23               | 21     | 20     |        |        |        |        |        |        |        |        |        | 64                   |
| <b>Avg Daily Ridership</b>  | 98               | 66     | 85     |        |        |        |        |        |        |        |        |        | 83                   |

No SunRail service on Thanksgiving day.



# **NEXT MEETING**

May 9, 2019 at 2:00PM

LYNX



# THANK YOU!

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## 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@evolvewithtoday.com](mailto:caroline@evolvewithtoday.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

## **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 |

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

|           |           |                   |
|-----------|-----------|-------------------|
| 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 |

## **Customer Advisory (LYNX Open Space – 2<sup>nd</sup> 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 |