



# CUSTOMER ADVISORY COMMITTEE

May 2, 2019



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

**Date:** May 2, 2019  
**Time:** 5:00 p.m.  
**Location:** LYNX Central Station  
2<sup>nd</sup> 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 January 3, 2019
- 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. Election of Officers**
- VIII. Agency Update – Nicola Liquori, SunRail CEO**
- IX. Transportation Disadvantaged Local Coordinating Board – Ms. Virginia Whittington**
- X. Committee Member Comments**



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

---

### **XI. Next Meeting**

- a. August 1, 2019  
5:00 p.m.  
LYNX Central Station  
455 N. Garland Ave.  
2<sup>nd</sup> Floor Multi-Purpose Room

### **XII. Adjournment**

*Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Persons who require accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact Roger Masten, FDOT/SunRail Contracts Manager 801 SunRail Dr. Sanford, FL 32771, or by phone at 321-257-7161, or by email at [roger.masten@dot.state.fl.us](mailto: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, Regina Cargill, George Gault, Bruce Detweiler

## Minutes

<b>Meeting called to order by CAC Chair Karla Keeney at 5:00 P.M.</b>	
<b>Action Item:</b> <ul style="list-style-type: none"> <li>A majority of the members shall constitute a quorum. A quorum was met for this meeting.</li> <li>Adoption of meeting minutes from November 1, 2018.</li> </ul>	
<b>Agenda Item:</b> Chairman's Report	<b>Presenter:</b> Karla Keeney
<ul style="list-style-type: none"> <li>Ms. Keeney reported that the Central Florida Commuter Rail Commission did not meet as scheduled on November 29, 2018;</li> <li>Ms. Keeney noted the next meeting of the Commission is scheduled for January 31, 2019.</li> </ul>	
<b>Public Comment:</b> <ul style="list-style-type: none"> <li>David Bottomley requested Northbound and Southbound directional signs from the parking lot at the Sand Lake Road Station. Also, he suggested the ticket signs are too small.</li> <li>Cynthia Harris discussed the coordination of connectivity between LYNX and SunRail for the arrival and departure of buses especially at critical stops. Additionally, workers need a late evening schedule. She suggested that crossing gates should stay down longer to give vehicles and pedestrians more time to get off the tracks. Ms. Harris advocated for a local funding source for SunRail.             <ul style="list-style-type: none"> <li>The Chair recognized Bruce Detweiler, LYNX.</li> <li>Mr. Detweiler asked that Ms. Harris provide certain locations for LYNX to review connection times.</li> </ul> </li> <li>Rachel Christian noted a barrier for the visually impaired. She reinforced the need to have a mobile app to reload the SunCard in lieu of trying to see a screen at the platform to purchase. She also suggested the "voice-over" be activated on the machines.             <ul style="list-style-type: none"> <li>The Chair noted that SunCards can be reloaded from a computer and auto-reload is also available.</li> <li>Ms. Liquori also noted that SunRail is developing a mobile app that will provide account management features.</li> </ul> </li> </ul>	
<b>Agency Update:</b>	<b>Presenter:</b> Nicola Liquori
<ul style="list-style-type: none"> <li>Game Night Train             <ul style="list-style-type: none"> <li>P341 is staged at Church St. Station at 10:30 pm on Orlando Magic game nights.</li> <li>SunRail's Operator, Bombardier, has agreed to continue the special service through the end of the regular season.</li> <li>The website has been updated with the dates.</li> </ul> </li> <li>The Gift of the Magi             <ul style="list-style-type: none"> <li>Performed by Opera Del Sol                 <ul style="list-style-type: none"> <li>A mid-day train on December 21<sup>st</sup></li> <li>Special event tickets were sold</li> <li>Passengers boarded at Winter Park to DeBary and returned</li> </ul> </li> </ul> </li> <li>2019 Marketing Objectives             <ul style="list-style-type: none"> <li>Increase Ridership                 <ul style="list-style-type: none"> <li>System-Wide                     <ul style="list-style-type: none"> <li>➤ Outreach to businesses along the corridor</li> </ul> </li> </ul> </li> </ul> </li> </ul>	

- Promote the new 40-train schedule and show opportunities for business meetings
  - Discuss opportunities for first and last mile connectivity, such as employer vanpools
  - Station Destinations
    - Winter Park, Kissimmee, Sanford, Maitland
    - Highlight activities and business centers around the stations
  - Non-Peak, Leisure
    - 40-train schedule offers mid-day trains, off-peak trains
    - Non-traditional work schedules
    - Leisure riders
- Increase SunCard Usage
  - Promote benefit with stored value, 10% bonus
  - Time savings at the platform
- Promote Connectivity
  - Train to Plane – Link 111: LYNX made some service adjustments that closes the gaps with train arrival and departures
  - Improvements to signage for connection times
  - NeighborLink – a LYNX on-demand service provided for the Tupperware Station. LYNX has expanded the service to the newly opened Medical Center and the Tupperware Headquarters
  - Kissimmee/Poinciana
    - Poinciana area has the Link 26 feeder bus that is routed to the Kissimmee Station. Plans to promote this connection to better serve Poinciana residents.
- New Text Features
  - Text notifications for service interruptions
    - As the CAC members suggested, locations of incidents have been added to provide better information
    - Opt-In feature added to continue receiving messages once an incident occurs. It allows users to determine if they need to continue to receive information.
- One Millionth Rider
  - At the end of November, SunRail recognized and celebrated the rider
  - Goal for 2019 is 1.5 million riders
- On Track Newsletter
  - New, user-friendly format for mobile devices, encourage those in your network to sign up
- Safety
  - Positive Train Control (PTC)
    - An additional safety system to the primary systems installed
    - Federal implementation requirement 2018
    - Milestones to meet for an extension up to December 2020
      - Field Integration Testing completed
      - Functional Qualification Testing completed
      - Training crews, dispatch, management teams
      - Full implementation on 61-mile corridor estimated December 2019
- Operations Statistics
  - Average Daily Ridership
    - October/November/December averaged between 5,500 and 5,600
    - On December 28<sup>th</sup> ridership was over 8,000
  - On-Time Performance
    - Industry Average is 94%
    - Contractually, the Operator is required 95%
  - Call Center Stats
    - Increase in calls post Southern Expansion opening
    - General Inquiry
    - Fare Collection
    - Schedule & Station information
    - Complaints less than 1%

**Station Features:**

**Presenter:** Elliott Shepherd

- Train Arrival Announcements

- Train Tracking System
  - Scheduled Time is the printed schedule
  - Real Time is the predicted time
  - Enhancements for 3 trains
    - Present count-down 5, 4, 3, 2, 1 minutes
    - Proposed count-down 15, 10, 5 minutes
    - The information remains on the board for 2 minutes
    - Train approaching warning device begins 30 and 40 seconds prior to arrival
- The Committee recommended the upgrade including “Real Time” of the Train Tracking System

**Committee Comments:**

- *Ms. Keeney asked to staff to look at the website and see if the Train-to-Plane is well laid out and explained for travelers to see in advance how the route works*
  - *Ms. Liquori provided that staff will review and consider the suggestion as an action item*
- *Ms. Sterba suggested reaching communities through a mailing / billing stuffer*
- *Ms. Bryant-James encouraged adding weekend service*
  - *Ms. Liquori provided that SunRail ran a pilot weekend train funded by Downtown Orlando Partnership and other business organizations. After the depletion of those funds, there were no plans for weekend service.*
- *Ms. Sterba stated the On Track Newsletter is helpful and suggested distribution on the trains and platforms*
- *Ms. Sterba noted that the WiFi service has not been consistent*
  - *Ms. Liquori noted that staff is looking at the current vendor for improvements and considering a new procurement for service*
- *Ms. Sturgeon asked if the signage, announcements and other materials would be changed from Florida Hospital to Advent Health*
  - *Ms. Liquori stated that the changes are underway and Advent Health has been a great partner in the effort*

Next meeting is scheduled for May 2, 2019 at 5:00 p.m. at LYNX Central Station

**Meeting adjourned at 5:50 P.M.**



# CUSTOMER ADVISORY COMMITTEE

May 2, 2019

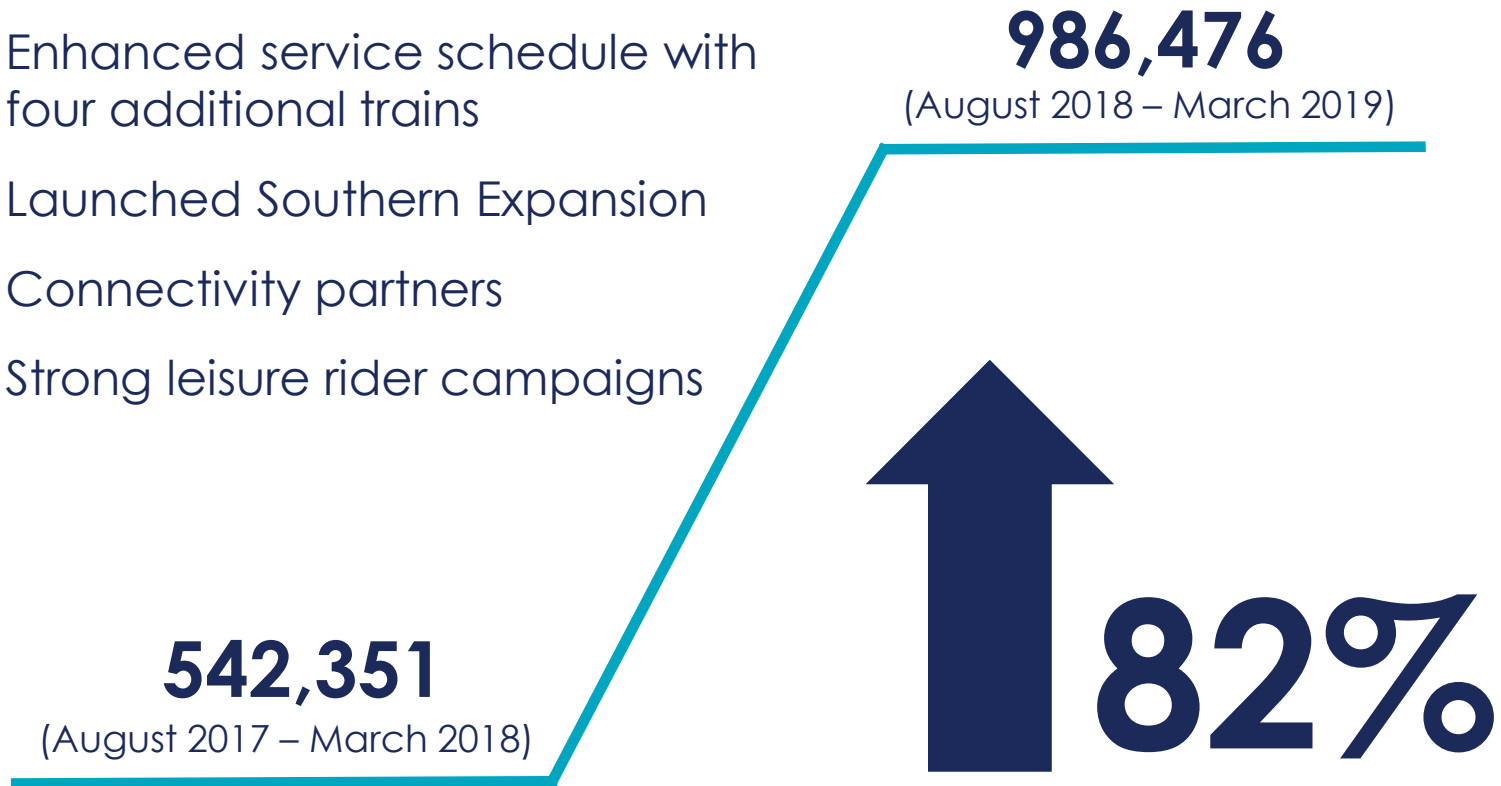
# THANK YOU FOR RIDING!





# RIDERSHIP ON THE RISE

- Enhanced service schedule with four additional trains
- Launched Southern Expansion
- Connectivity partners
- Strong leisure rider campaigns



# NEW DOWNTOWN CAMPUS

*Reaching a new generation  
of commuters.*

- Just steps from LYNX
- Ridership begins 8/1
- 8,000 students/faculty

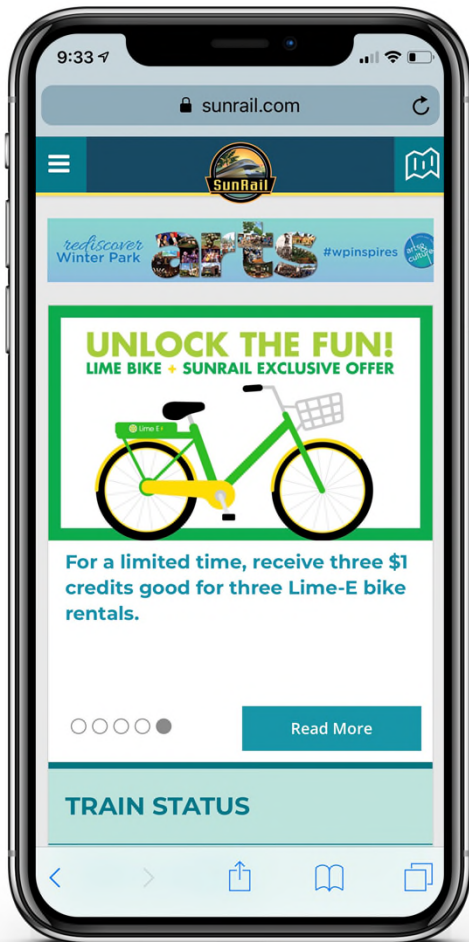


UCF DOWNTOWN  
VALENCIA COLLEGE

STUDENT  
VALID 8/26/19 - 9/30/19



# MORE REASONS TO RIDE

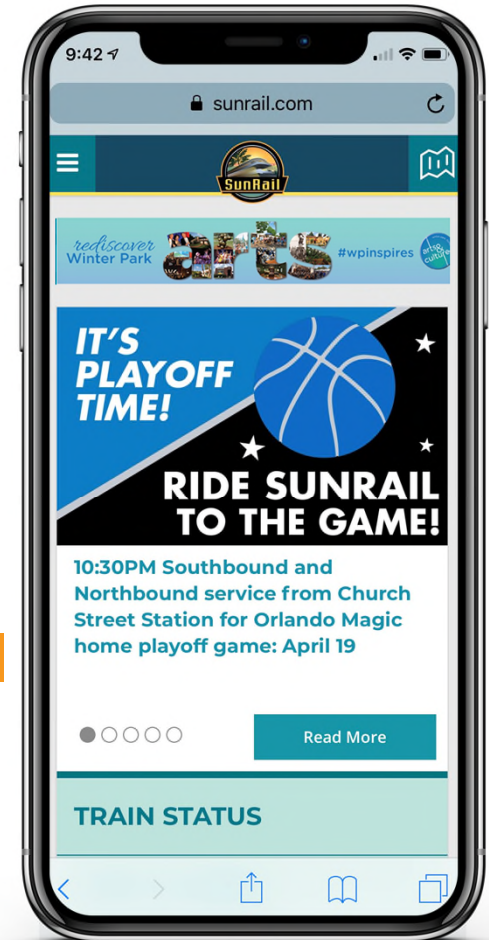


## LIME BIKE EXCLUSIVE PROMO

DISCOUNT CODE *lime4sunrail*

## ORLANDO MAGIC RIDERSHIP IMPACT

16 GAMES  
~ 200 TRIPS

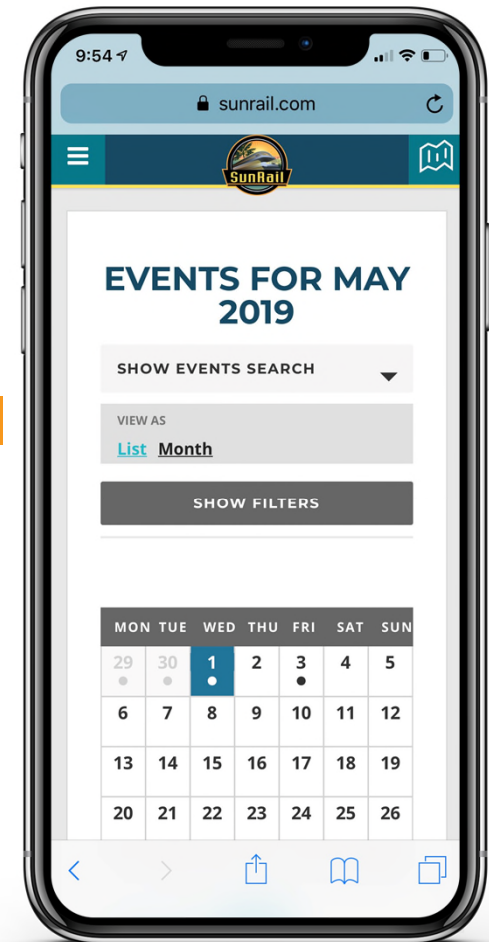


# MORE REASONS TO RIDE



## NEW CALENDARS INTERACTIVE FOR RIDERS

DAILY AND SPECIAL  
EVENT SUGGESTIONS



# MORE REASONS TO RIDE



## CHOO CHOO TO THE ZOO

RECORDBREAKING  
FOR SUNRAIL & ZOO

## HAUL OF PRESIDENTS SPECIAL PROMO

EXCEPTIONAL RESULTS





# PROMOTING CONNECTIONS

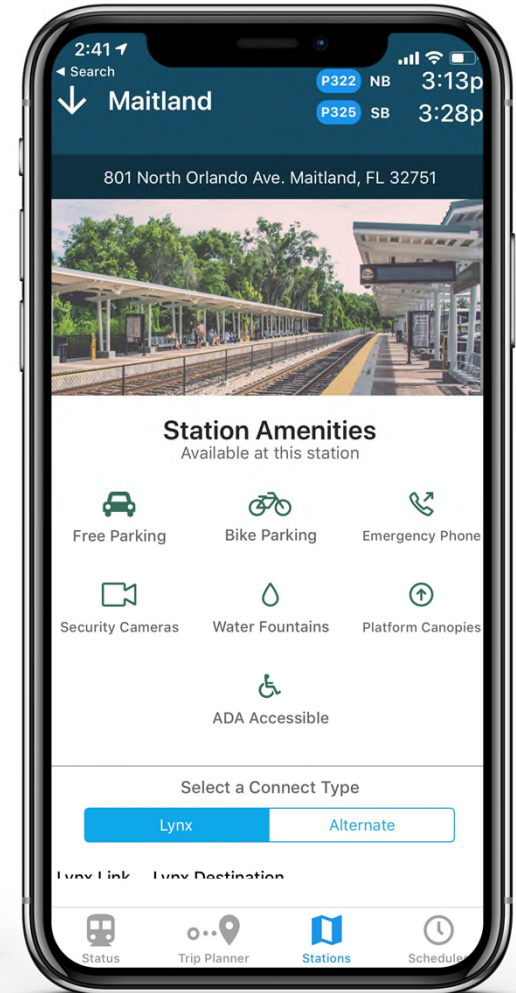
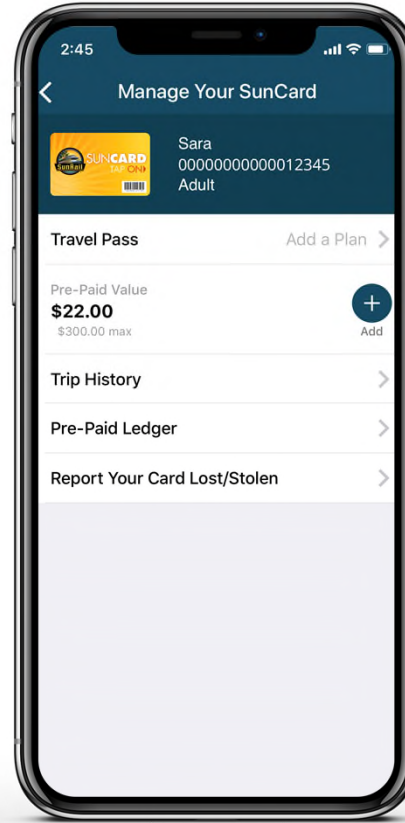
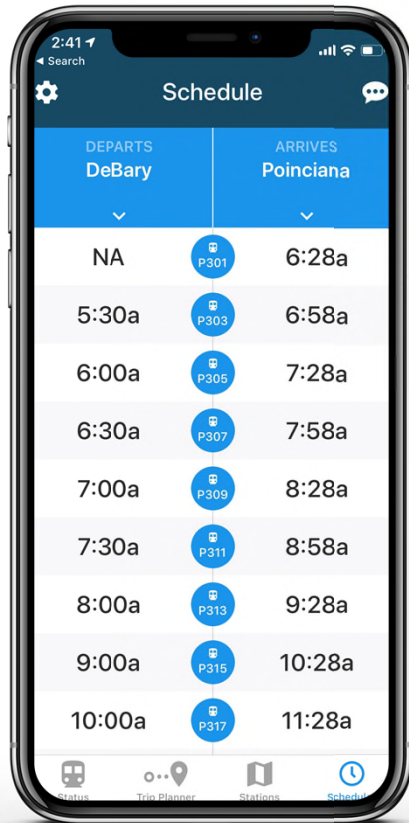
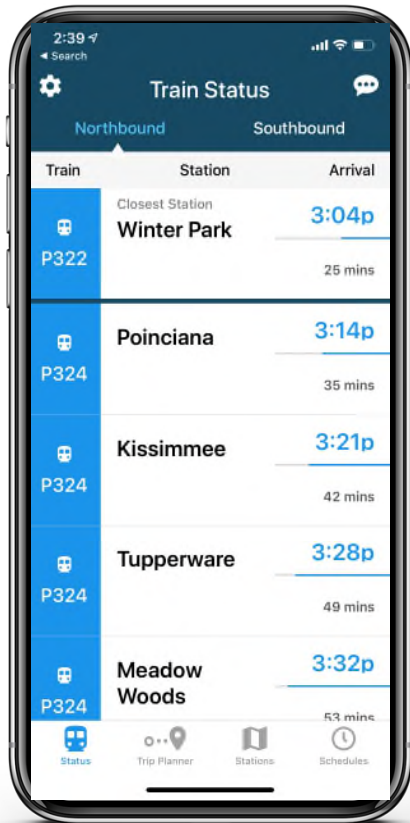
## MAKING CONNECTIONS EASIER AND MORE CONVENIENT

- NEW Signs at Kissimmee/Amtrak
- NEW Kissimmee Connector
- NEW Signs at OIA
- NEW Trolley Times & Signs



# SUNRAIL APP

## EXCITING FEATURES & CONVENIENCE!



# CONNECTING COMMUNITIES

---

## SOUTHERN EXPANSION CONTINUED OUTREACH EFFORTS

- *Tupperware*
- *Osceola Regional Hospital*
- *Orlando Health ER  
and Medical Pavilion*
- *Paid media marketing*





# PROMOTING SUNCARDS

COMING SOON



**REGISTRATION PROMOTION**  
*PROMOTING ACCESSIBILITY*



**AMBASSADOR  
RESOURCES**  
*IN-MARKET ENGAGEMENT*

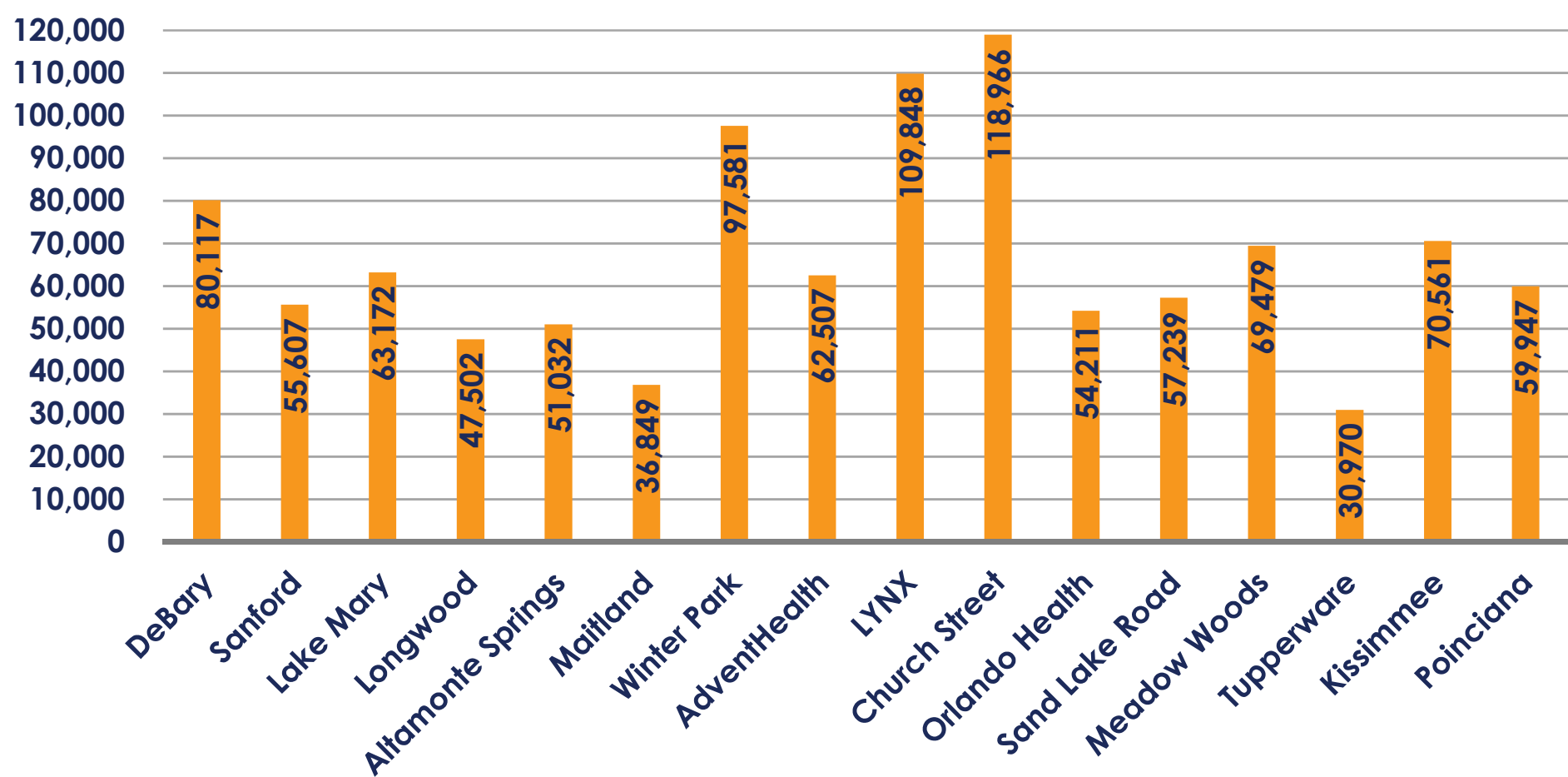


# RIDER ENHANCEMENTS

---



# BOARDINGS BY STATION

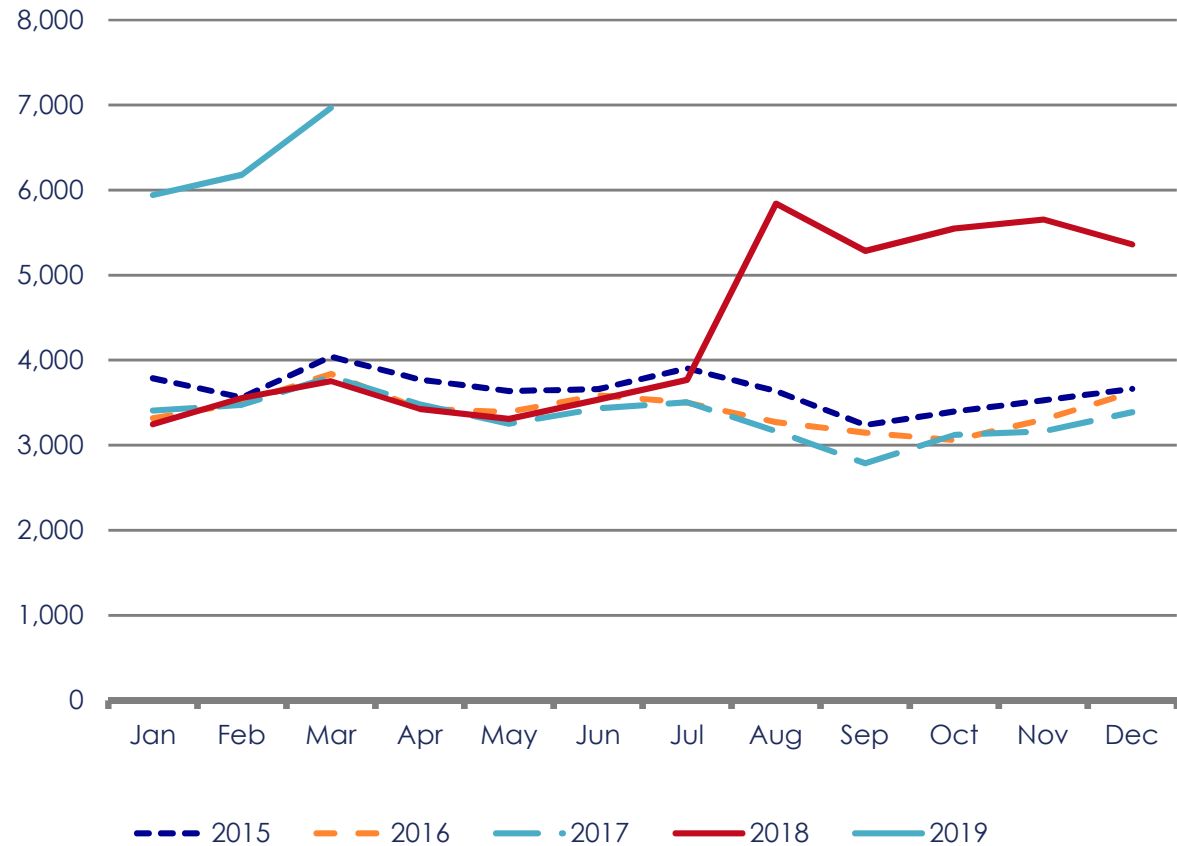


Ridership July through March 2019

# AVERAGE DAILY RIDERSHIP

# 2019 AVERAGE DAILY RIDERSHIP BY MONTH

JAN	5,942
FEB	6,180
MAR	6,965

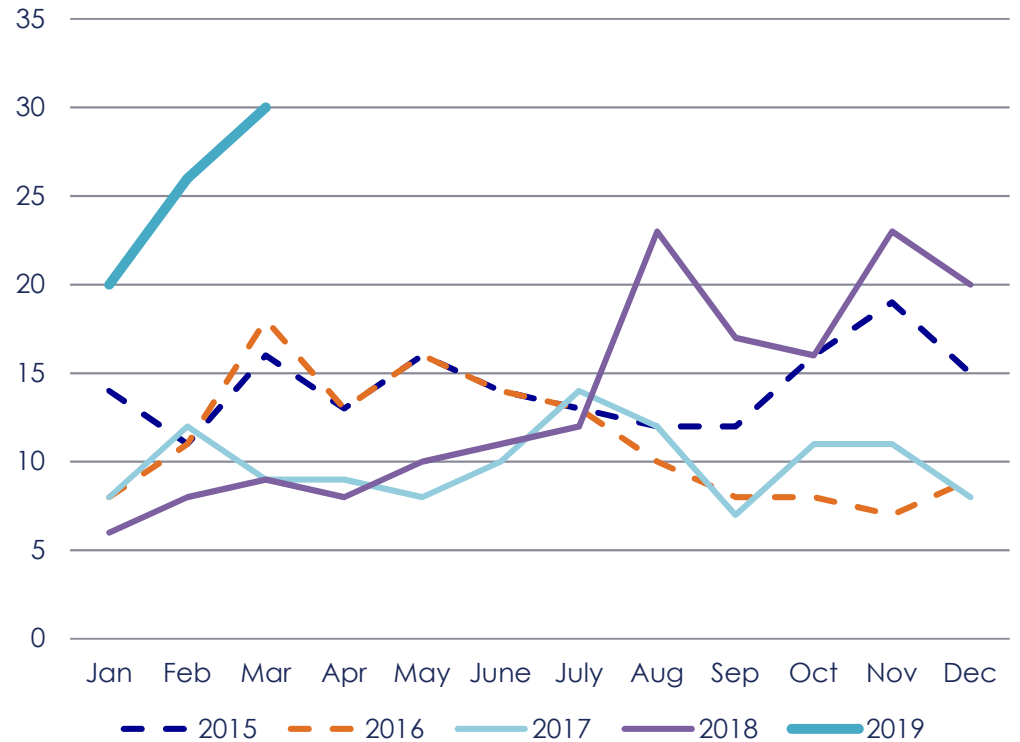


# RIDERSHIP STATS

# JAN-MAR AVERAGE DAILY ADA

25

## RIDERS BY MONTH

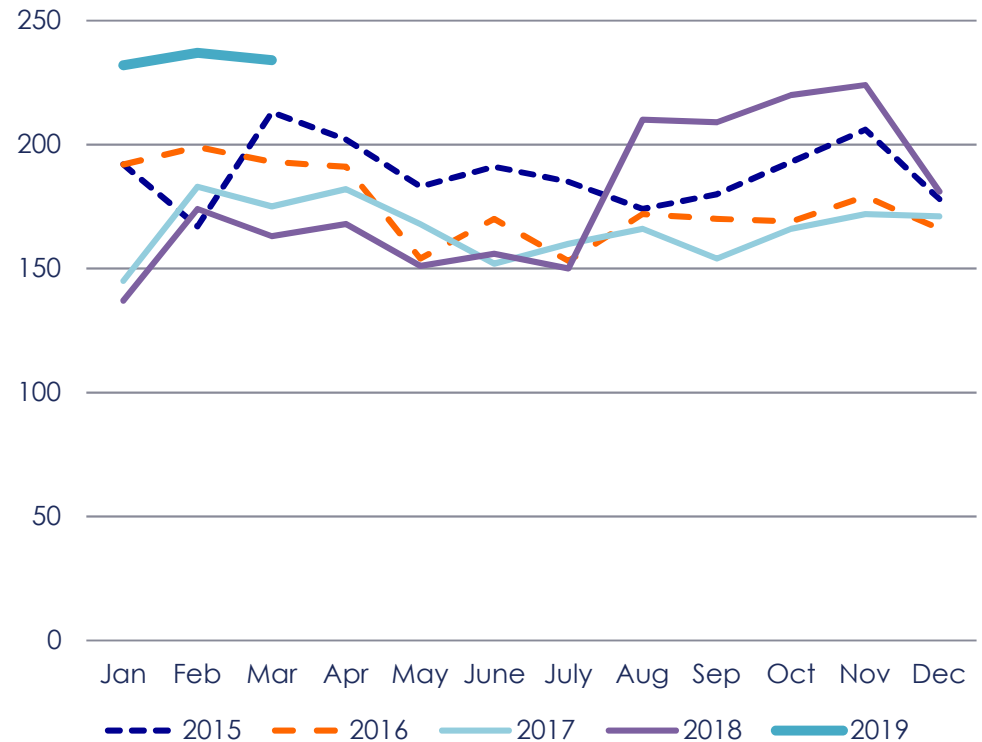


# RIDERSHIP STATS

JAN-MAR  
AVERAGE DAILY  
BICYCLE

234

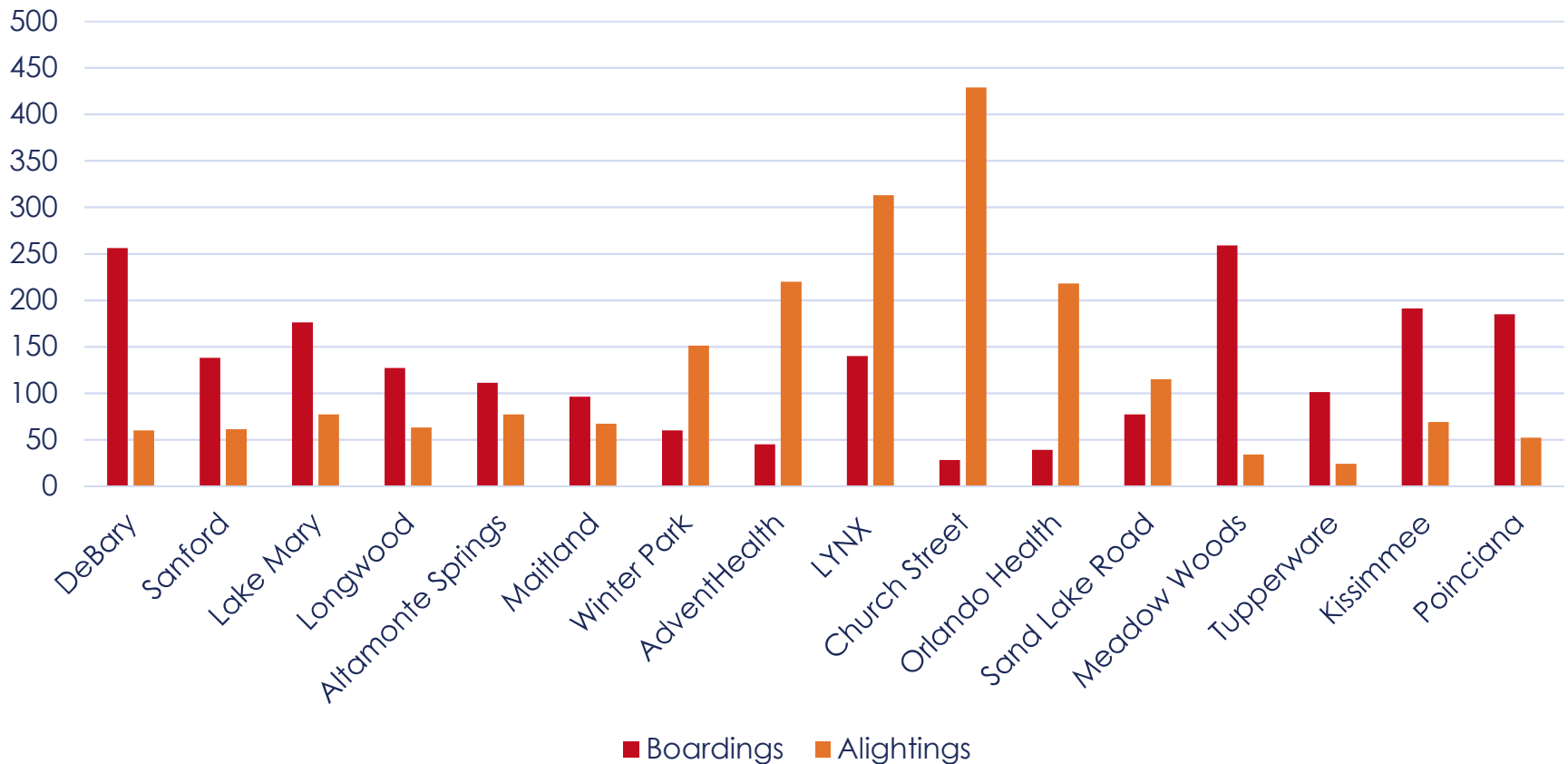
RIDERS BY MONTH



# BOARDINGS & ALIGHTINGS

## AM PEAK

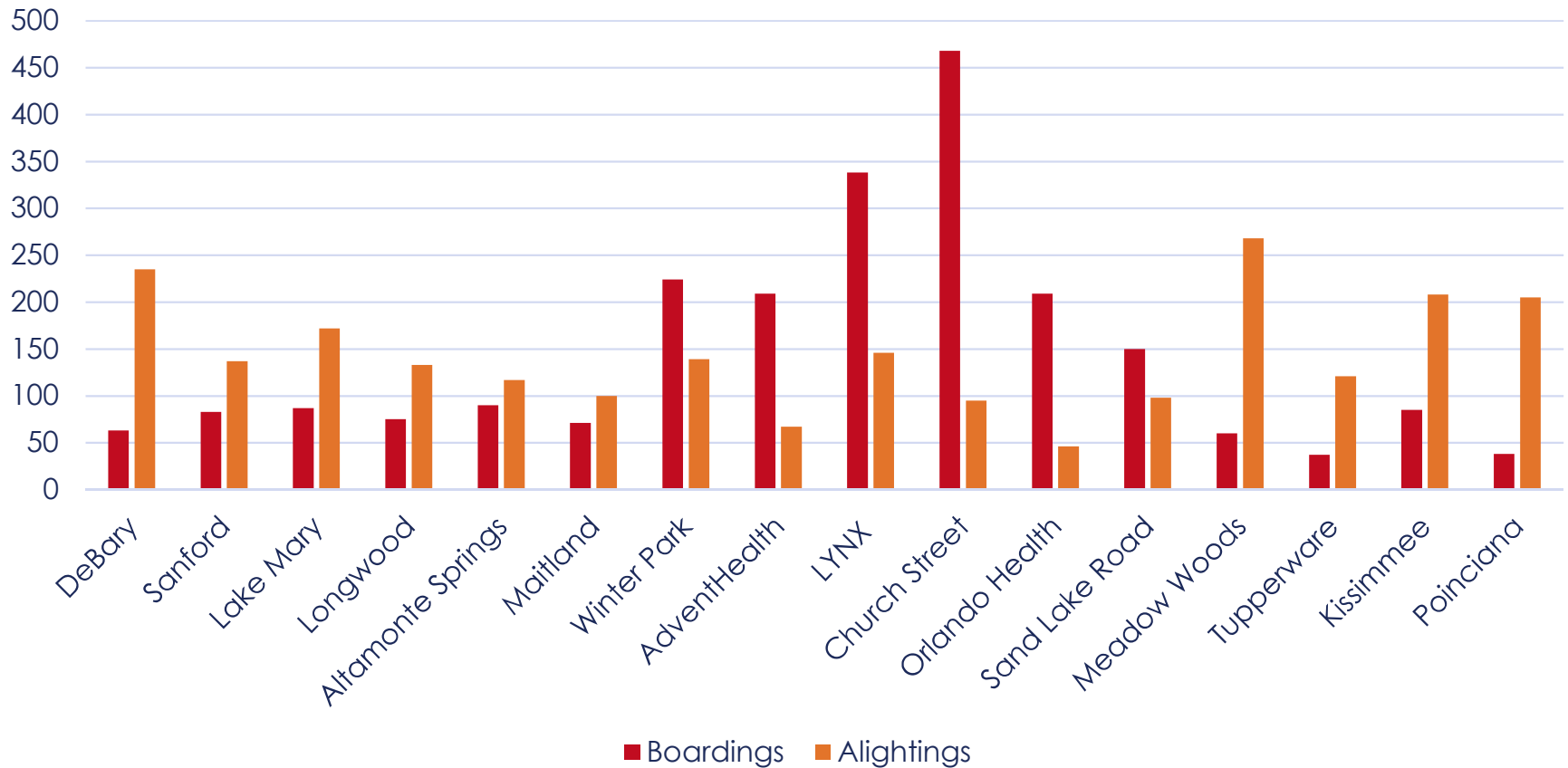
August 20, 2018 – March 31, 2019



# BOARDINGS & ALIGHTINGS

## PM PEAK

August 20, 2018 – March 31, 2019

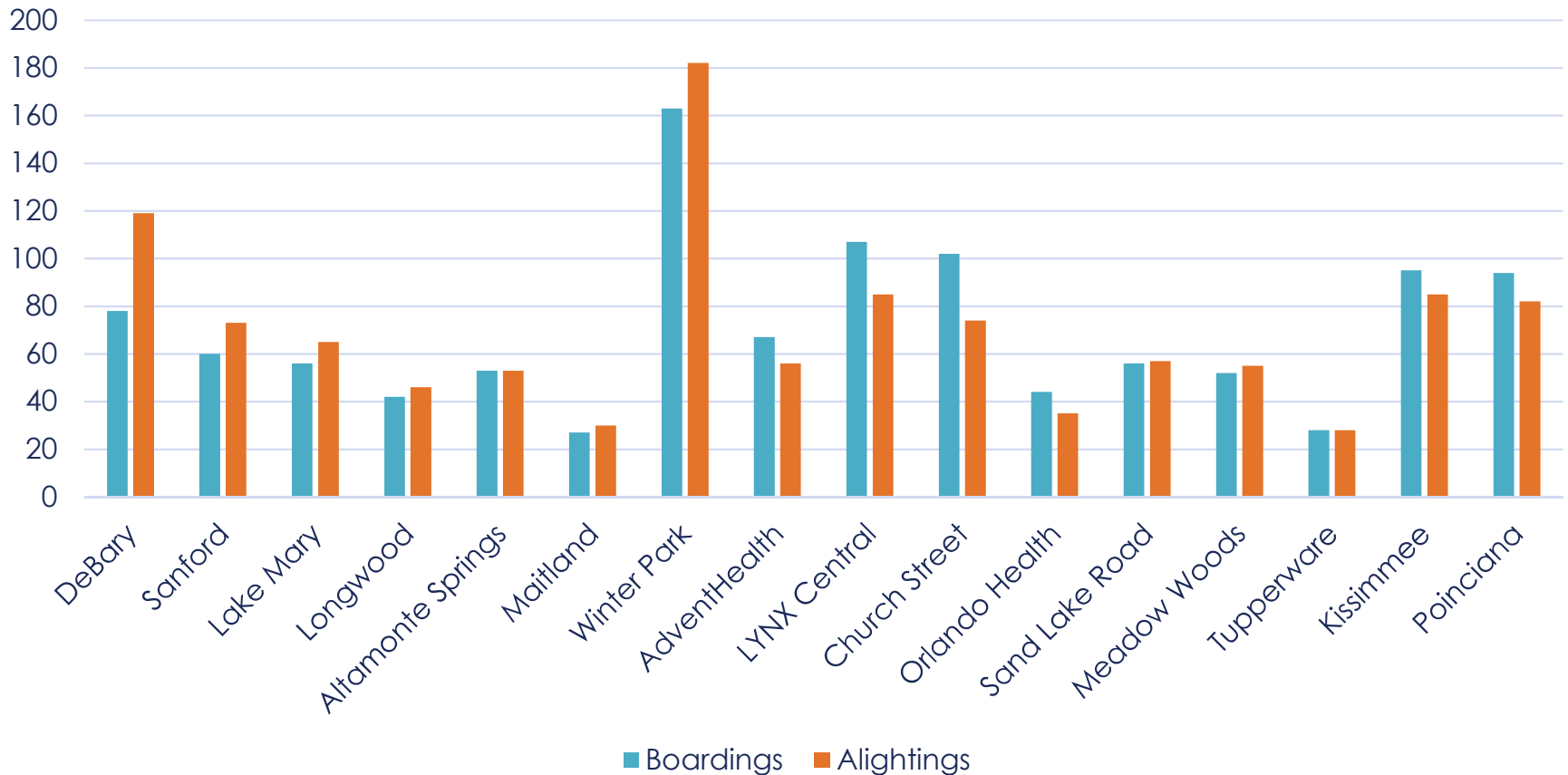




# BOARDINGS & ALIGHTINGS

## OFF PEAK

August 20, 2018 – March 31, 2019

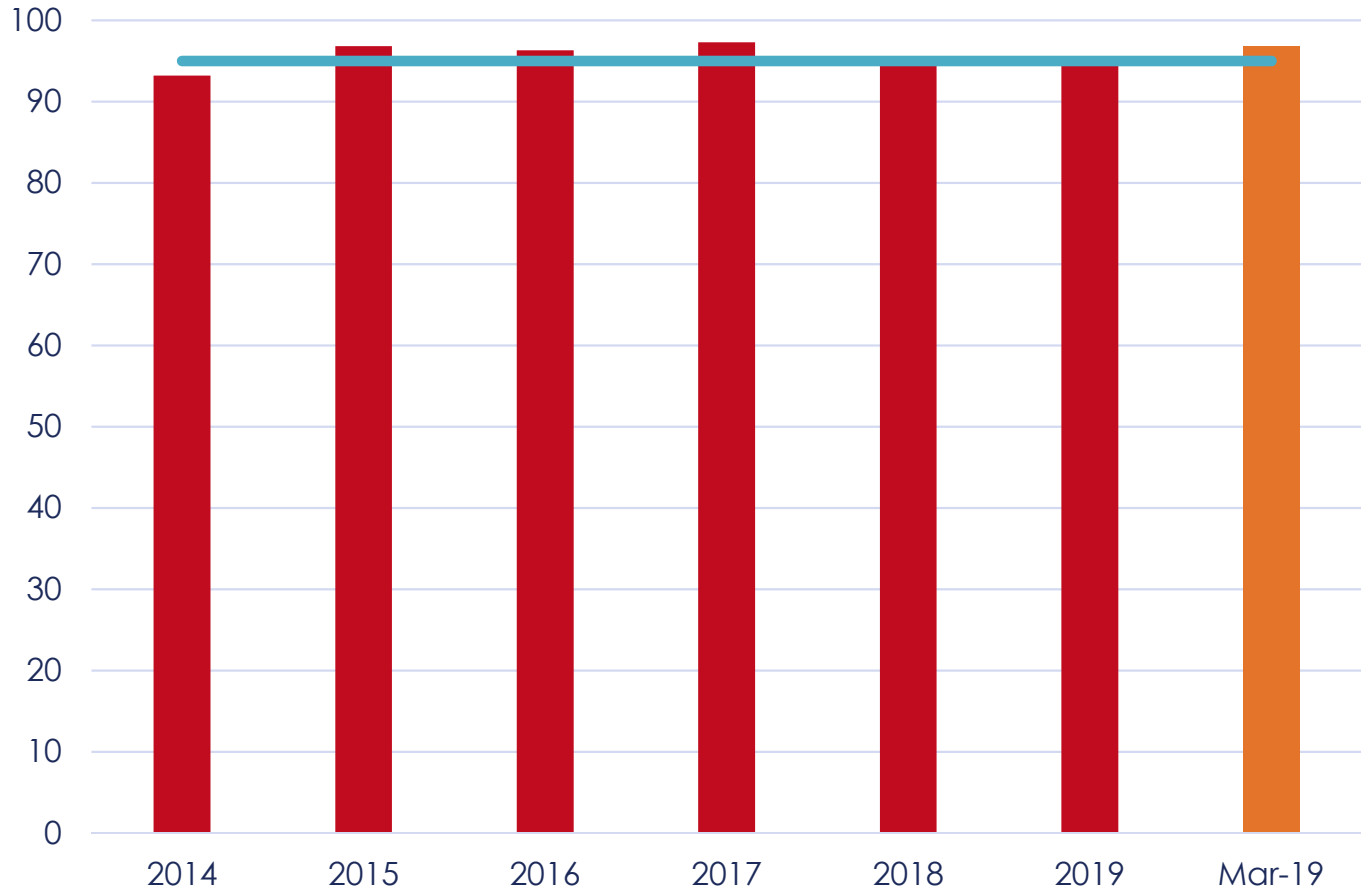


# ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month



**GOAL IS  
GREATER  
THAN OR  
EQUAL TO  
95%**



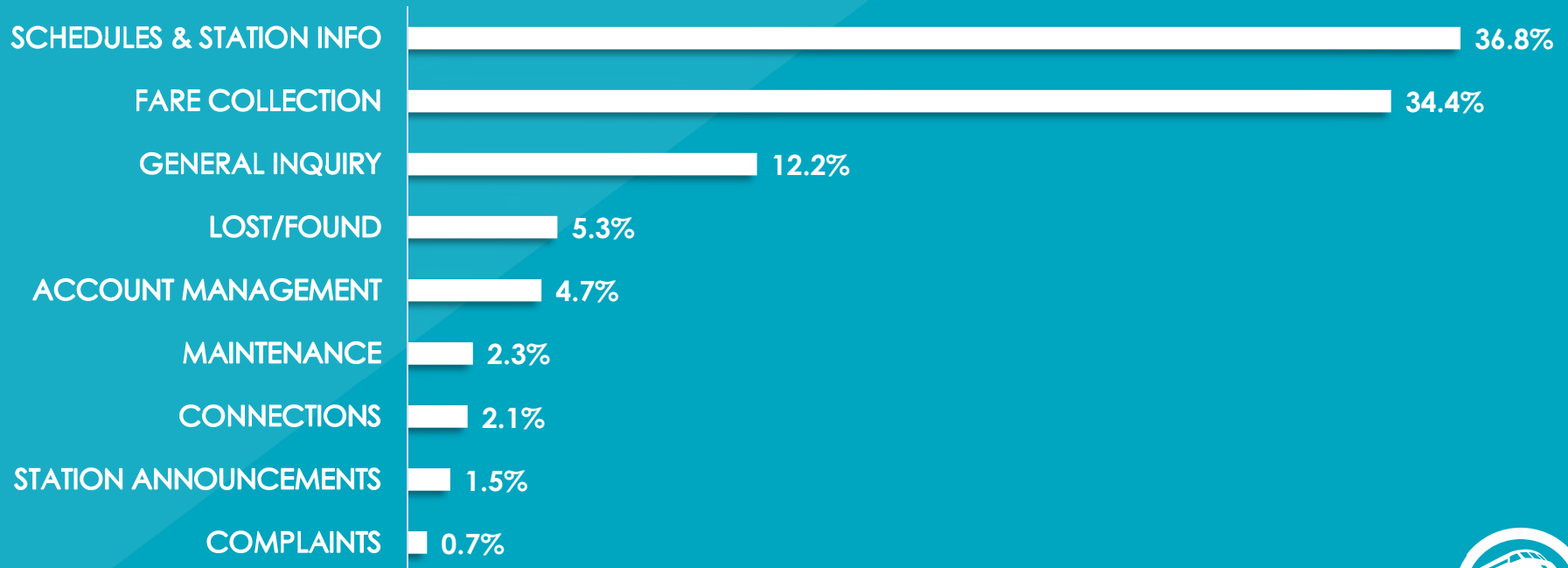
# CUSTOMER SERVICE

*BUILDING RIDER LOYALTY*

**1,746,194**  
**TEXTS SENT**

**Total Call Center Volume July – March 2019**

**20,611**



# LYNX CONNECTIONS

## LYNX Routes Average Daily Boardings & Alightings by SunRail Station Area

SUNRAIL STATION	Fiscal Year 2019												ANNUAL DAILY AVERAGE
	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>	
Sanford	151	336	339	100	302	358							264
Lake Mary	58	15	62	80	74	116							68
Longwood	40	51	73	53	54	90							60
Altamonte Springs	225	195	192	205	240	171							205
Maitland	27	30	29	12	18	18							22
Winter Park	212	273	286	187	206	269							239
Florida Hospital/Health Village	359	399	380	314	327	266							341
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	27	34	28	35	26	35							31
Sand Lake Road	248	255	209	193	201	62							195
Meadow Woods	130	120	116	120	115	63							111
Tupperware	23	18	9	N/A	N/A	N/A							17
Kissimmee Intermodal													-
Poinciana	3	6	5	6	N/A	3							5
<b>Total - All Stations</b>	<b>1,503</b>	<b>1,732</b>	<b>1,728</b>	<b>1,305</b>	<b>1,563</b>	<b>1,451</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,556</b>



# VOTRAN CONNECTIONS

## VOTRAN SUNRAIL CONNECTIVITY - March 2019

**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
	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
	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
	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	22	20	21							127
<b>Avg Daily Ridership</b>	98	66	85	89	64	76							80

No SunRail service on Thanksgiving, Christmas or New Year's days.





# THANK YOU



@RideSunRail | [SunRail.com](https://www.sunrail.com)



## Extended Service for Special Events

- Provided extended evening service for 15 Orlando Magic home games and each home playoff game, allowing passengers to use the extended service for other major events in downtown Orlando on the same day of the games.
- Explored potential plan for special Saturday service.

## UCF/Valencia Downtown Campus Connection Strategy

- Researched, developed and launched campaign to educate new UCF/Valencia Downtown Campus students about SunRail.
  - Created student, faculty and staff temporary SunCard, offering free travel from August – September and over 300 individuals are currently registered.
  - Partnered with UCF for student outreach events to students/prospective riders.

## Advocate and Promote Connectivity

- Sanford Trolley
  - Partnered with the Sanford CRA to create a new schedule that times the free trolley to all SunRail trains, Monday – Thursday, from 12 – 8PM and on Friday, from 12 – 9 PM.
  - Enhanced the rider experience by installing station directional signage and trolley schedule.
- Kissimmee Connector
  - Partnered with the City of Kissimmee and LYNX to brand the new, free Kissimmee Connector that connects the Kissimmee/Amtrak SunRail station and the LYNX Intermodal station with major employers and areas of interest in Historic Downtown Kissimmee.
  - Partnered with Osceola Regional Medical Center to promote SunRail and the Kissimmee Connector to employees and visitors with screen savers, table tops, rack cards and four tabling events in the main hospital building.
- Choo Choo to the Zoo
  - Partnered with the Central Florida Zoo and the Sanford CRA to promote “Choo Choo to the Zoo,” a direct shuttle service to/from the Sanford SunRail station, during Spring Break March 18-22. Results exceeded the entire 2018 summer promotion.
- Train to Plane
  - Created a one-bay stop for three different SunRail connection buses: Link 11, 42 and 111, which all offer approximately 12-15 minute connections from SunRail’s Sand Lake Road station to OIA. New signage was added to the bus stop that includes Train to Plane branding and the connection times in LYNX branded colors.
- Altamonte Spring Autonomous Vehicle
  - Met with the City Manager of Altamonte Springs for education and to begin planning for joint promotion of this new micro-transit option that is slated to open the first half of 2020.
- Group Travel
  - Facilitated 22 groups with over 900 new passengers through April 30, 2019 including schools, seniors and passengers needing special assistance.

## Additional Initiatives

- Updated website events list with interactive “Events Calendar” and separate “Daily Activities” page introducing more reasons to ride.
- Enhancements to the “On Track” email newsletter in December 2018 have resulted in a 3% in open rate, over 20% increase in engagement and 21% increase in subscriptions.



## 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

### NEW FROM THE KISSIMMEE/AMTRAK STATION

- Two City of Kissimmee-funded shuttles transport SunRail passengers to major employers and other destinations throughout Historic Downtown Kissimmee. The shuttles meet all SunRail trains.

### 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

MAY 2019

## **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: SOLD OUT THROUGH 10/1/19**

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**

### **CHURCH STREET STATION AND LAKE MARY STATION ARE SOLD OUT**

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:

14,705 Facebook

16,588 Twitter

4,060 Instagram

Total Social Media Followers — 35,353

### 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

### 5-Year Anniversary

Wednesday, May 1, 2019 marks 5-years of service for SunRail and a series of promotional initiatives took place to thank the continuous support of SunRail's riders and staff.

### Kissimmee Connector

The new Kissimmee Connector has seen tremendous growth through the marketing partnership with the City of Kissimmee and route businesses. An additional station sign package was installed for better on-sight promotion and wayfinding

### SunRail App Launch

The awaited SunRail App is schedule for launch mid-May and will consist of an advanced soft launch to stakeholders and riders who sign up for free text alerts. The public roll-out will occur approximately 1 week afterwards.

### UCF/Valencia Downtown Campus Promotion

SunRail has partnered with the new downtown campus to offer staff and students with free rides for a promotional period of: Staff — 8/1 — 9/30/19 and Students 8/26/19 (first day of classes) — 9/30/19.

### SunCard Promotion

SunRail is finalizing a marketing campaign to promote the savings and benefits of purchasing a SunCard over a daily paper ticket to new and existing riders.

### Summer Events Calendar

SunRail is developing solutions to provide service for a series of summer events, including those on weekends. Upon approval, SunRail will begin marketing the services according to the event date.

### Late Night Train

SunRail included an additional southbound late-night train to assure riders could get home following an Orlando Magic game. The program was very successful, and talks continue about expanding the service.

### Healthcare Group Programs

SunRail is developing unique rider options for patients based on feedback and requests with local healthcare providers.



## 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.

- Posted safety messages through social media at a rate of 1 – 3 messages per week reaching more than 35,000 followers.
- Coordinated SunRail CEO Meet'n Greet with Girl Scouts of Citrus County, including a safety presentation and New SunRail 'Train Safety' badge.
- Made site visits to multiple grade crossings to explore additional safety signage opportunities using nearby grade crossing signal box housing.
- Reached out to a number of private businesses and municipalities to explore additional safety outreach opportunities through their customers and constituents.
- Made pledge to sign up an additional 100 Safety Watch members by July 2019.
- The following includes safety presentations and tabling events within the community and onboard SunRail between January and April:
  - Jewish Academy of Orlando (safety presentation and group ride) with 25 participants
  - St. Vincent's Academy (multiple safety presentations) with 80+ participants
  - Hunter's Creek Community Association (safety presentation and group ride) with 45 participants
  - DeBary Elementary (safety presentation and group ride) with 47 participants
  - Samsula Academy (safety presentation and group ride) with 76 participants
  - Vital Church Academy (safety presentation and group ride) with 55 participants
  - Christ School (safety presentation and group ride) with 35 participants
  - New Horizons Service Dogs, Inc. (safety presentation and group ride) with 40 participants
  - Monarch Learning Academy (safety presentation and group ride) with 60 participants
  - East Coast Believers (safety presentation and group ride) with 35 participants
  - Geneva School (safety presentation and group ride) with 59 participants
  - Trinity Lutheran Church (safety presentation and group ride) with 29 participants
  - Galaxy Middle School (safety presentation and group ride) with 120 participants
  - Trinity Lutheran Child Development (safety presentation and group ride) with 137 participants
  - Holy Cross Lutheran Academy Preschool (Safety Tabling) in Lake Mary, FL with 400+ participants
  - Cypress Creek High School (safety presentation and group ride) with 31 participants
  - Healthy Kids Day (Safety Tabling) in Kissimmee, FL with 600+ participants
  - City Of Life Christian Academy (safety presentation and group ride) with 112 participants



# UPCOMING MEETINGS

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

Thursday      August 1      5:00 pm – 6:00 pm

Thursday      October 3      5:00 pm – 6:00 pm

## **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

## **Commission Meetings (MetroPlan Boardroom)**

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