



CUSTOMER ADVISORY COMMITTEE

August 1, 2019



Central Florida Commuter Rail Commission

Customer Advisory Committee

Date: August 1, 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 May 2, 2019
- V. Chairman's Report – Mr. Grzesik**
- 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 – Steve Olson, FDOT, PIO**
- VIII. Transportation Disadvantaged Local Coordinating Board – Ms. Virginia Whittington**
- IX. Committee Member Comments**
- XI. Next Meeting**
 - a. October 3, 2019
5:00 p.m.
LYNX Central Station
455 N. Garland Ave.
2nd Floor Multi-Purpose Room



Central Florida Commuter Rail Commission Customer Advisory Committee

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 at least three business days prior to the event.

Attendees: Chair Karla Keeney, Liz Sturgeon, Catherine Sterba, Mayebelle Bryant-James, James Grzesik, Nicola Liquori, Regina Cargill, George Gault, Steve Olson, Linda Nesbit, Pam Foster, Bruce Detweiler

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 January 3, 2019. 	
Agenda Item: Chairman's Report	Presenter: Karla Keeney
<ul style="list-style-type: none"> Ms. Keeney introduced James Grzesik was introduced as a new member representing Seminole County. <ul style="list-style-type: none"> Mr. Grzesik told the group he rides SunRail from Longwood to Sand Lake. He provided that he desires to work with the Committee to improve the customer experience. Ms. Keeney briefed the members on the new members to the Commission: Councilman Ed Kelley and Mayor Jerry Demings. 	
Public Comment: <ul style="list-style-type: none"> David Bottomley suggested discounted fare for the visually impaired. He noted that LYNX has such a fare structure. David Porter discussed the cleanliness of the NB LYNX Central Station Platform and that homelessness needs to be addressed. He also noted the cleanliness of the parking lot at the Sanford Station primarily the cigarette butts that are being thrown on the ground next to a storm water drain. <ul style="list-style-type: none"> Ms. Liquori provided that the cleanliness of the Station platforms is the responsibility of FDOT; however, the parking lots are the responsibility of the local jurisdictions. She stated that SunRail's Maintenance of Way cleans the LYNX Central Station platform with great regularity and SunRail Dispatchers contact OPD almost nightly as a reminder for them to perform a "wake-up call" to anyone that is on the platform during non-service hours. 	
Agency Update:	Presenter: Nicola Liquori
<ul style="list-style-type: none"> SunRail 5 Year Anniversary <ul style="list-style-type: none"> Week-long celebration to thank Riders for supporting the system Operations Statistics <ul style="list-style-type: none"> Ridership <ul style="list-style-type: none"> Ridership increase of 82% due in part to the Southern Expansion but also as a result of the modifications to the schedule, reducing the gaps, and improvements with connectivity Average daily ridership is in the 6,000 range ADA ridership averaged 25 per-day Bicycle ridership is increasing and averaging 234 per-day On-Time Performance <ul style="list-style-type: none"> Indicates the reliability of the system Average for March was 98% Call Center Statistics <ul style="list-style-type: none"> Increase in volume since opening Southern Expansion Text service has aided in keeping the call volume down 	

- 2019 Marketing Objectives
 - Annual goal of 1.5 million
 - Increase leisure and occasional ridership
 - Attract new riders from the students and faculty of UCF/Valencia downtown campus by providing an introductory special fare for faculty from 8/1/19 – 9/30/19 and for students from 8/26/19 – 9/30/19
 - Promoting connectivity with the Kissimmee Connector and Sanford Trolley
 - New signage
 - Promoting Reasons to Ride
 - Partnership with LimeBike for first/last mile commute
 - An additional SB train for Orlando Magic Games
 - Served 16 games
 - Provided 200 trips
 - Received extraordinary positive feedback
 - Opening of Orlando Health Emergency Room near the Tupperware Station
 - Osceola Regional Hospital served by the Kissimmee Connector
 - Improved WiFi connectivity
 - SunRail App
 - Train statistics
 - Calendar of events scheduled around Stations on the corridor
 - Highlight activities and business centers around the stations

LYNX Bus Connectivity:

Presenter: Bruce Detweiler

- Passenger Counts
 - LYNX has experienced some issues with the Automatic Passenger Counter system
 - System currently being converted and expanded

Committee Comments:

- *Mr. Grzesik noted the improved security at the Sand Lake Station.*
 - *Ms. Liquori provided that Orange County is providing the additional security service*
 - *Mr. Olson noted at this time, the County is providing the service on a “trial basis” and will evaluate at the end of the period. He provided that he would convey the Committee’s feed-back to the County.*
- *Ms. Grzesik stated the Station System Maps do not show the county line between Orange and Seminole Counties.*
- *Mr. Grzesik noted the P309 has standing room only in the morning and suggested the addition of a car.*
- *Ms. Bryant-James noted rider feedback including: insufficient room for bicycles on the trains; weekend and later night service; special service for the IOA Corporate 5K run.*
 - *Ms. Liquori said that she would like at the event for next year, however, SunRail did not receive a request for service.*
- *Ms. Sterba noted she had received rider feedback including: request for dispensers for hand sanitizer, and closing the service gap between 7:30 – 10:30 pm.*
 - *Ms. Liquori provided the team is evaluating alternatives.*
- *Ms. Sturgeon requested an additional car for the P309.*
 - *Ms. Liquori stated SunRail was conducting a 4-year maintenance rotation which required taking some vehicles out of service. The service is nearly complete and the third passenger car is being reintroduced on some sets; however, she will evaluate the P309.*
- *Ms. Sturgeon noted she had received a comment from a rider that rides the 5:30 SB train from Debary to Sand Lake. When arriving the LYNX bus has departed minutes before the train arrives and has to wait 30 minutes for the next bus.*
 - *Mr. Detweiler provided that he has spoken with the referenced passenger and that LYNX will evaluate the connection for the August service change.*

- *Ms. Keeney stated that SunRail provides information regarding “Train to Plane” but insufficient information is provided for “Plane to Train” and the timing of the connection from LYNX’ Express Link 111 to SunRail is problematic.*
 - *Ms. Liquori stated it is a SunRail priority to work with LYNX to improve the bus connection.*
- *Ms. Keeney noted she had received a comment from a rider of the SB P331 departing Church St. is also standing room only.*

Election of Officers:

- Mr. James Grzesik was elected Chair
- Ms. Mayebelle Bryant James was elected Vice-Chair

Next meeting is scheduled for August 1, 2019 at 5:00 p.m. at LYNX Central Station

Meeting adjourned at 6:05 P.M.



CUSTOMER ADVISORY COMMITTEE

August 1, 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

May 2, 2019



CHAIRMAN'S REPORT

Mr. James Grzesik

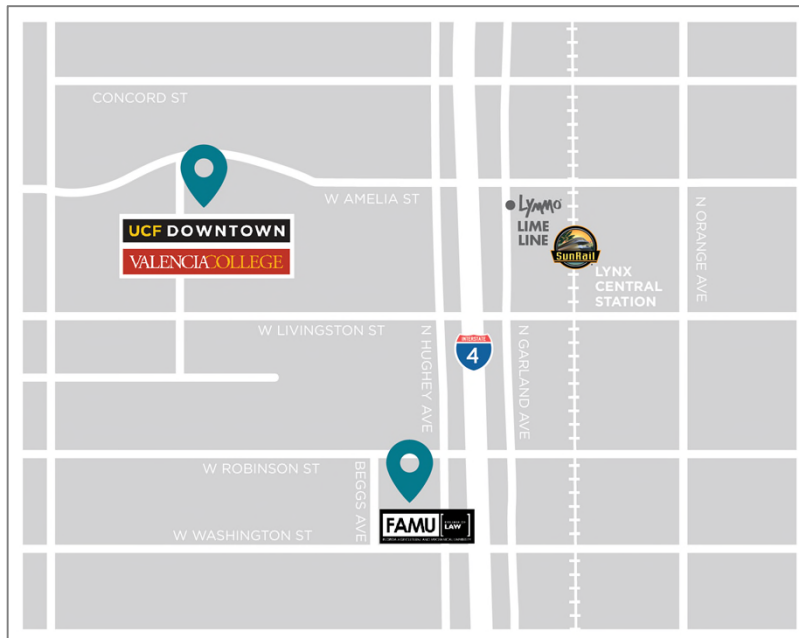
AGENCY UPDATE

Mr. Steve Olson



COUNTDOWN TO CAMPUS

- UCF & Valencia
- FAMU
- Classes begin August
- Building ridership and SunCard users



YOUR CAMPUS CONNECTION



FREE PASS
LIMITED TIME OFFER

CLICK TO LEARN MORE

MARKETING GOALS

Increase Ridership

- Systemwide
- Non-Peak, Leisure
- P338 Schedule Survey

Increase SunCard Usage

- App Launch
- Passes & Stored Value
- New Calculator Tools

Promote Connectivity

- Osceola & Tupperware
- Choo Choo to the Zoo
- Kissimmee Connector



NEW SAFETY CAMPAIGN

SUNRAIL AWARDED 1 OF 10 NATIONAL GRANTS BY OPERATION LIFESAVER & FRA

- Launching exciting mobile safety studio
- Delivering safety message in a fun and engaging way
- Scheduling for schools, stations and popular destinations near the corridor

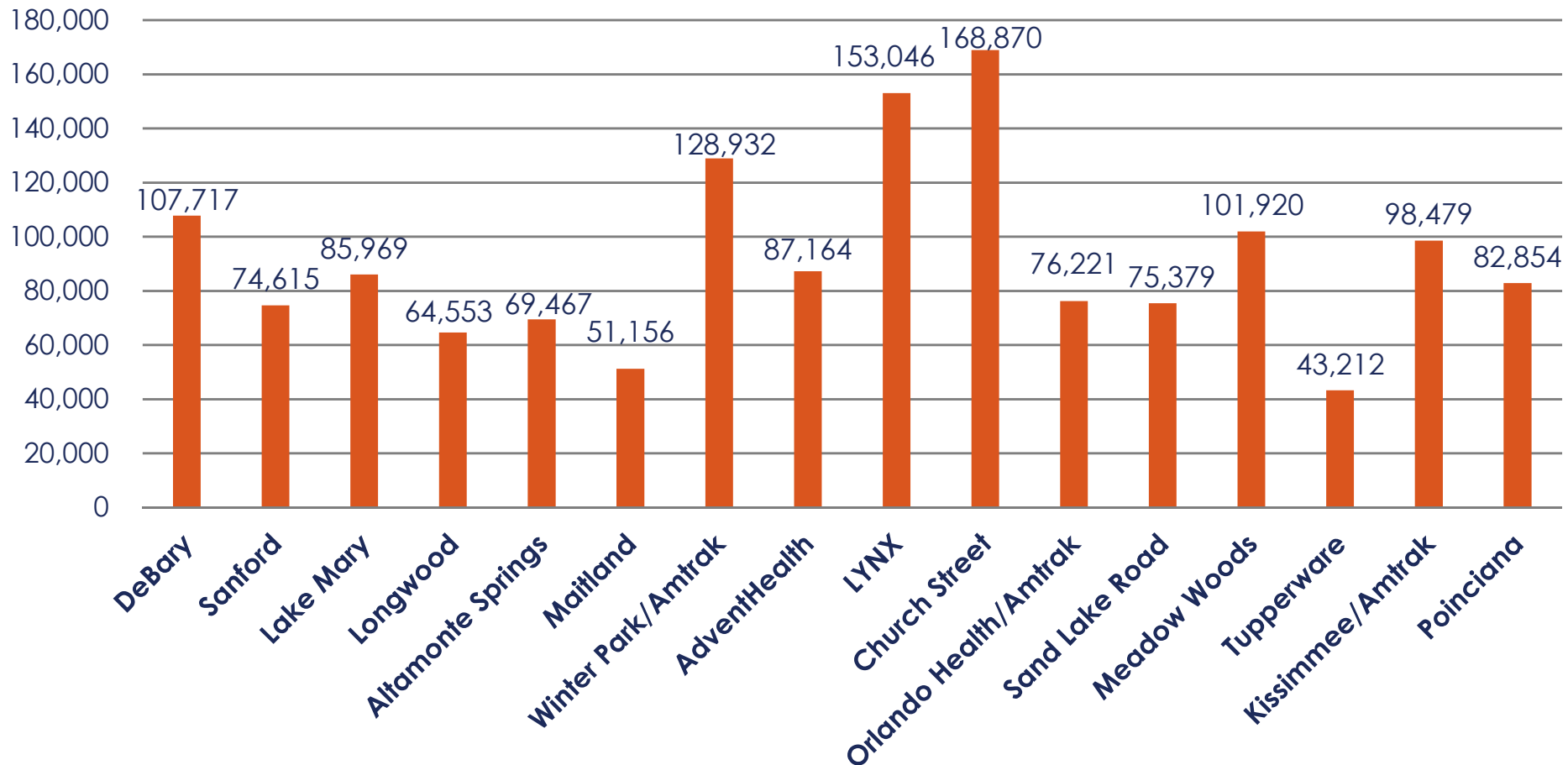


SOUTHERN EXPANSION IN REVIEW

REMEMBERING A GREAT YEAR!



BOARDINGS BY STATION

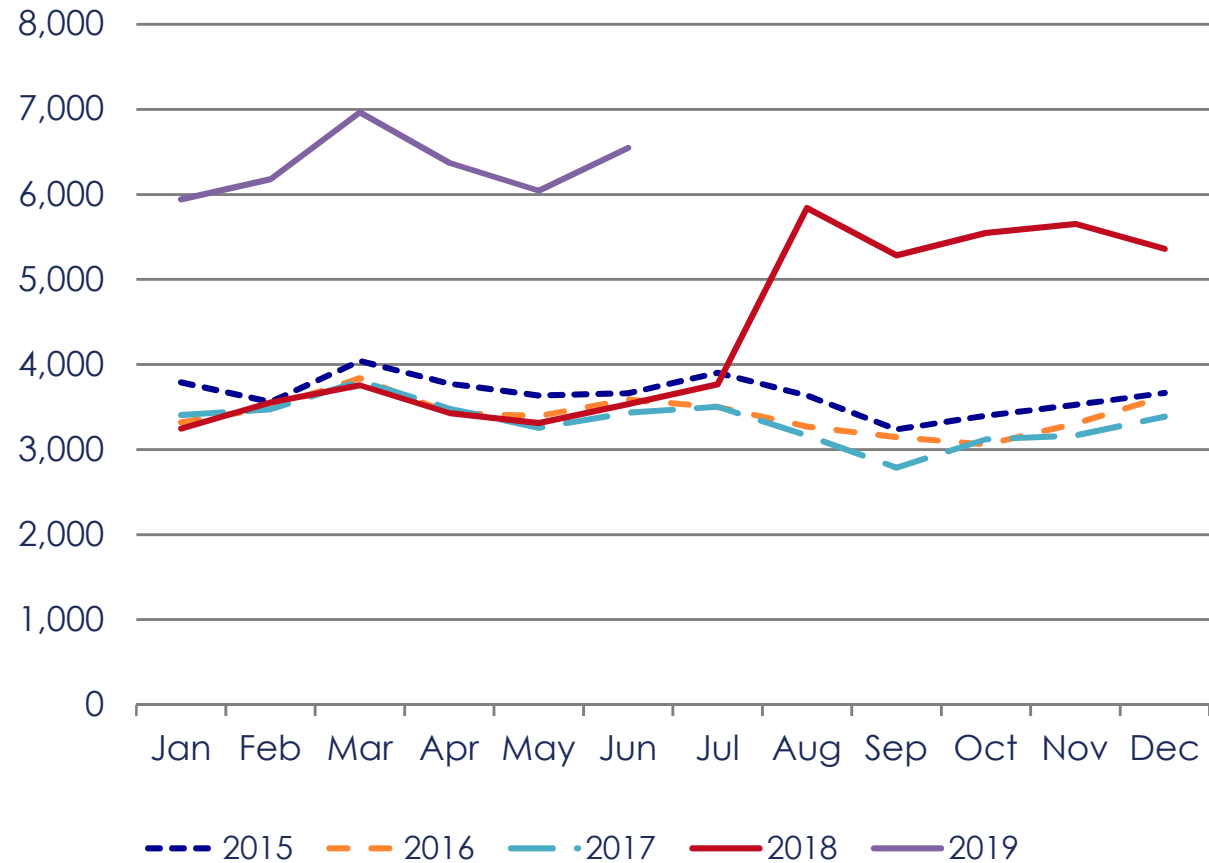


Ridership July through June 2019

AVERAGE DAILY RIDERSHIP

2019 AVERAGE DAILY RIDERSHIP BY MONTH

APR	6,371
MAY	6,045
JUN	6,546

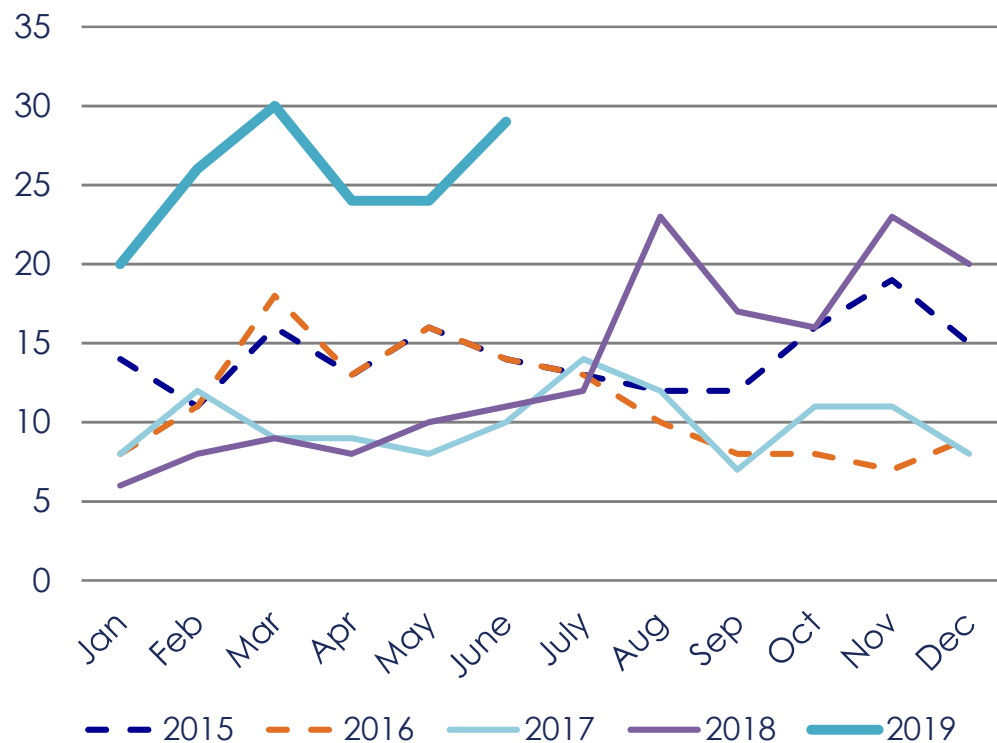


ONBOARD STATS

APR-JUN
AVERAGE DAILY
ADA

26

RIDERS BY MONTH

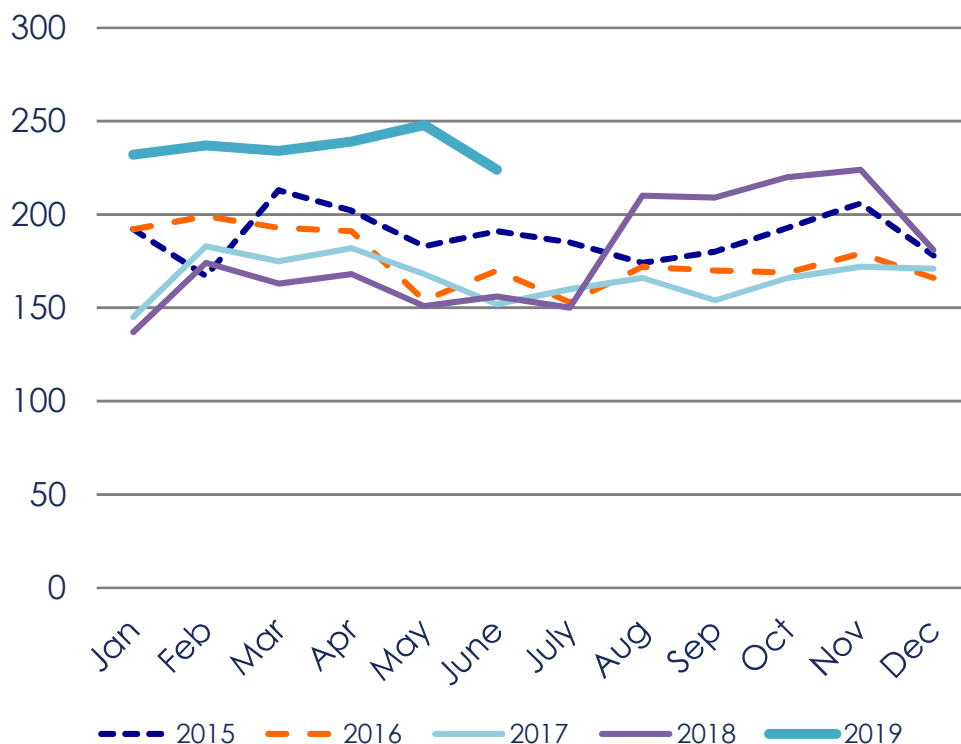


ONBOARD STATS

APR-JUN
AVERAGE DAILY
BICYCLE

237

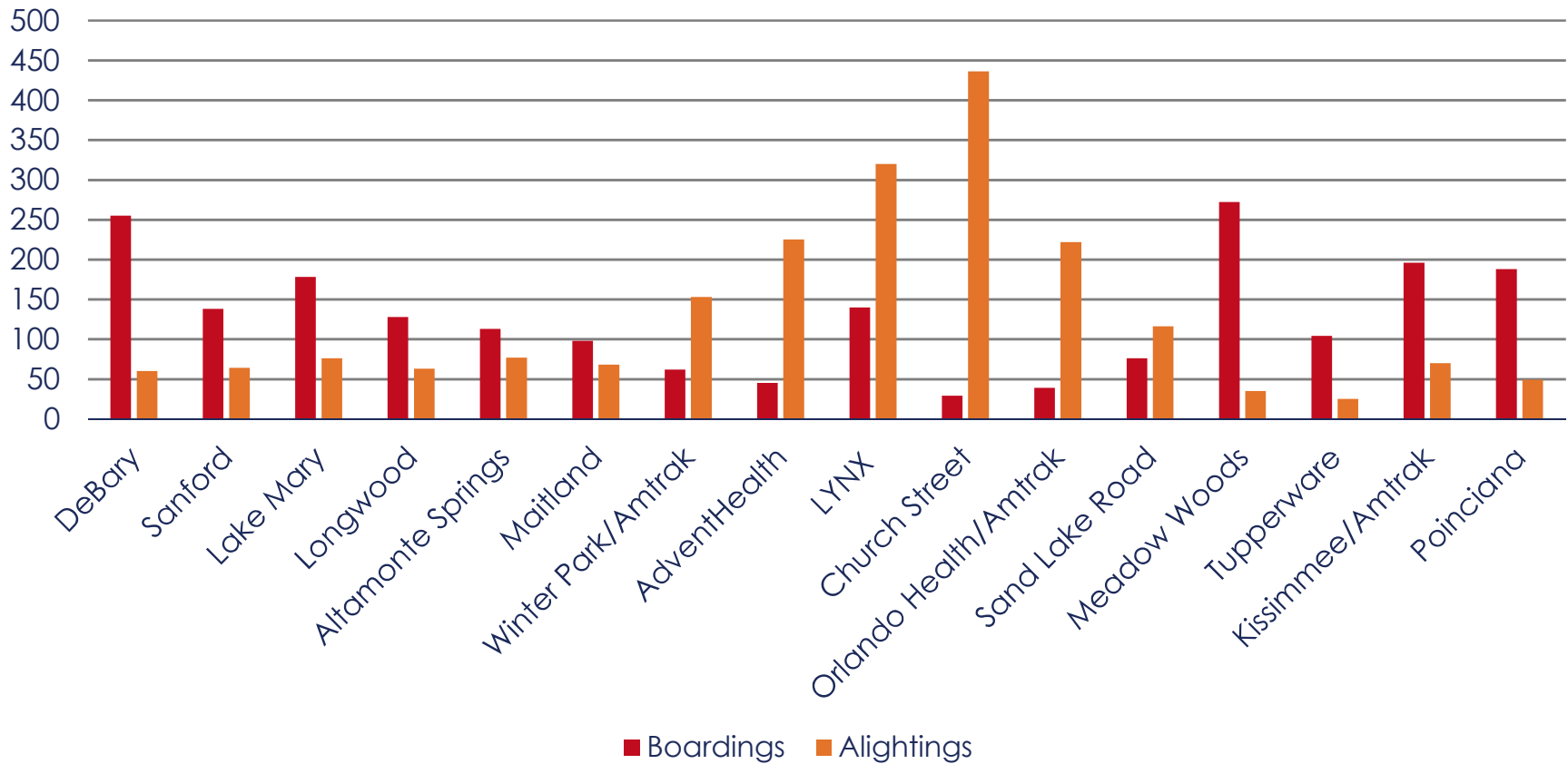
RIDERS BY MONTH



BOARDINGS & ALIGHTINGS

AM PEAK

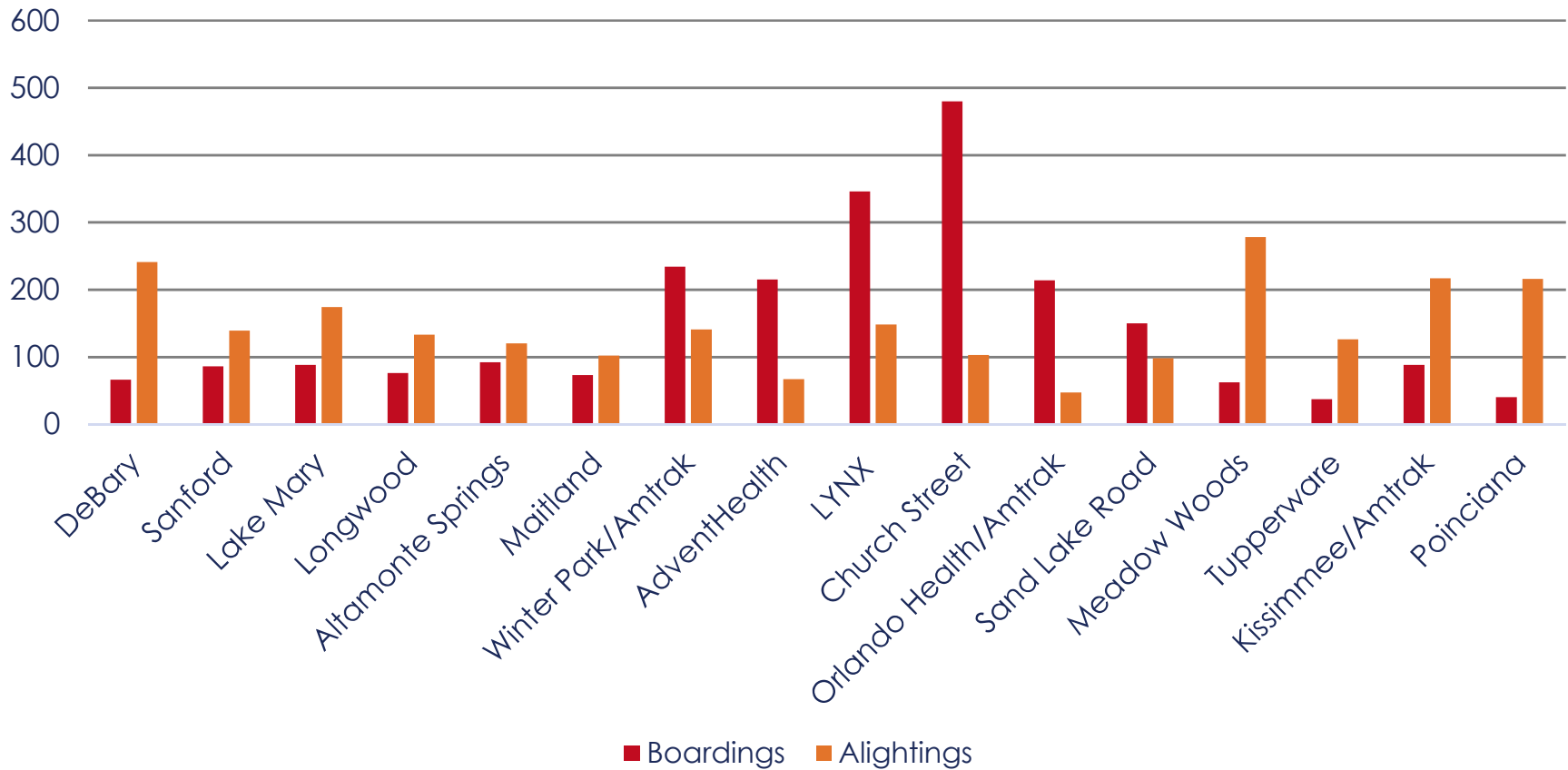
August 20, 2018 – June 30, 2019



BOARDINGS & ALIGHTINGS

PM PEAK

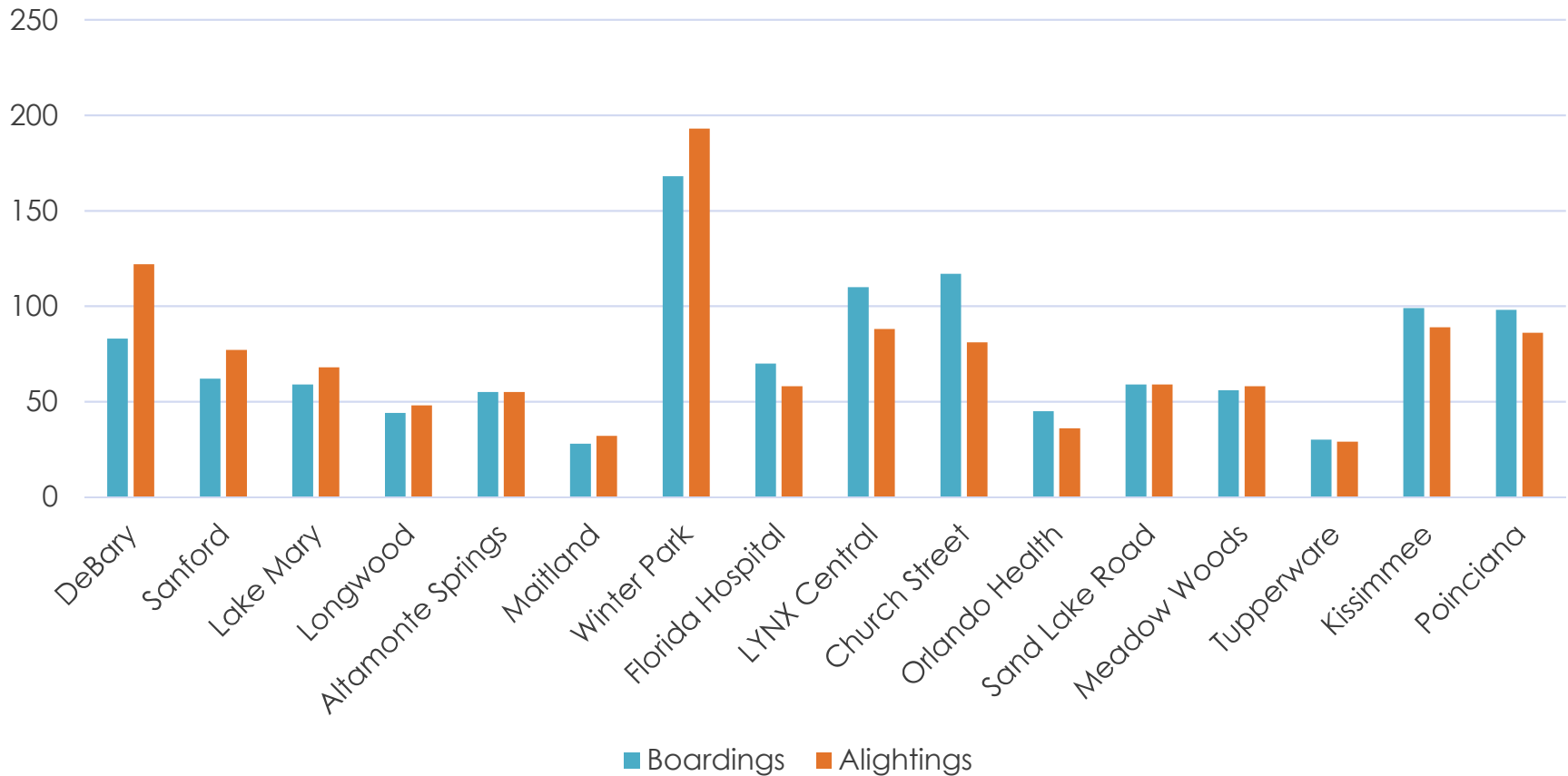
August 20, 2018 – June 30, 2019



BOARDINGS & ALIGHTINGS

OFF PEAK

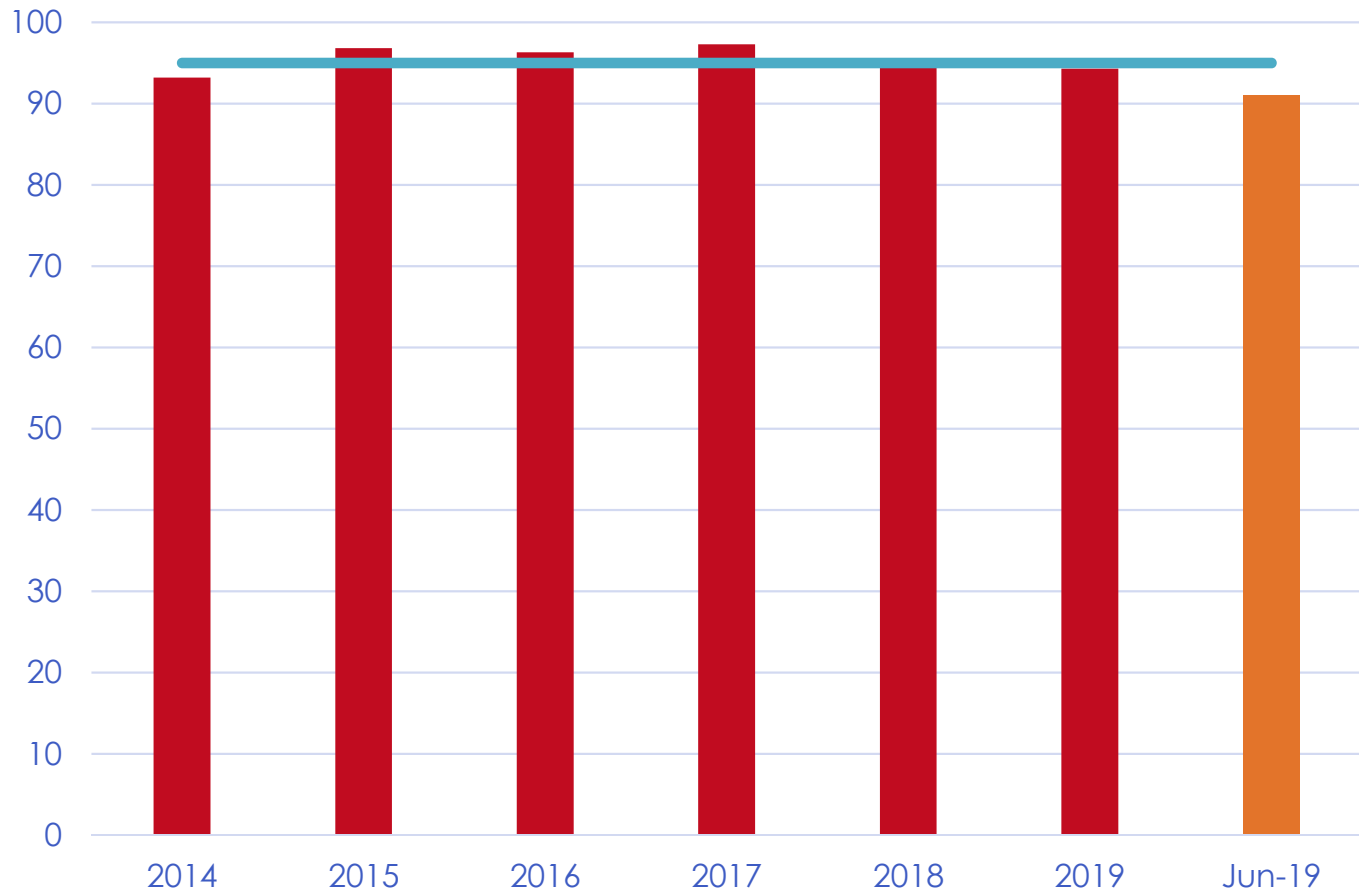
August 20, 2018 – June 30, 2019



ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month


GOAL IS
GREATER
THAN OR
EQUAL TO
95%



LYNX CONNECTIONS

LYNX Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area													
SUNRAIL STATION	Fiscal Year 2019												ANNUAL DAILY AVERAGE
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Sanford	151	336	339	100	302	358	390	412	409				311
Lake Mary	58	15	62	80	74	116	124	117	98				83
Longwood	40	51	73	53	54	90	102	82	72				69
Altamonte Springs	225	195	192	205	240	171	38	230	91				176
Maitland	27	30	29	12	18	18	26	22	28				23
Winter Park	212	273	286	187	206	269	255	316	310				257
AdventHealth	359	399	380	314	327	266	322	326	362				339
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	27	34	28	35	26	35	27	22	10				27
Sand Lake Road	248	255	209	193	201	62	54	78	86				154
Meadow Woods	130	120	116	120	115	63	107	167	103				116
Tupperware	23	18	9	N/A	N/A	N/A	N/A	N/A	4				14
Kissimmee Intermodal													-
Poinciana	3	6	5	6	N/A	3	1	N/A	N/A				4
Total - All Stations	1,503	1,732	1,728	1,305	1,563	1,451	1,446	1,772	1,573	-	-	-	1,573

VOTRAN CONNECTIONS

VOTRAN SUNRAIL CONNECTIVITY - June 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 Average
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	
Days of operation	21	21	22	22	20	23	20	22	22	20	23	13	249
Avg Daily Ridership	54	48	68	69	43	46	47	50	58	67	83	80	59

Note: 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
Avg Daily Ridership	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	22	20	21	22	22	20				191
Avg Daily Ridership	98	66	85	89	64	76	66	61	59				74

No SunRail service on Thanksgiving, Christmas, New Year's Day Independence Day, Labor Day, Memorial Day, and Martin Luther King Jr. Day.

* May 2019 Corrected boardings

COMMITTEE MEMBER COMMENTS





Next Meeting: 10/3/19

THANK YOU



@RideSunRail | SunRail.com



UCF Downtown and Valencia College Downtown Campus

- Researched, developed and launched campaign to educate new students about SunRail.
 - Created student, faculty and staff temporary SunCard, offering free travel from August – September and almost 800 individuals are currently registered.
 - Partnered with UCF for student outreach events to students/prospective riders.
 - Developed program to encourage converting to a Suncard after free travel period.

Extended Service for Special Events

- Explored potential plan for special Saturday service as requested by community partners.

Advocate and Promote Connectivity

- 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 the Summer, June 3 - August 9.
- Sanford Trolley
 - Continued to partner 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.
 - Added sign on trolley to promote Choo Choo to the Zoo for the Summer
- Kissimmee Connector
 - Continued to partner 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, through SunRail.com and social media.
 - Partnered with Osceola Regional Medical Center to promote SunRail and the Kissimmee Connector to employees and visitors with screensavers, table tops, rack cards and four tabling events in the main hospital building.
- Train to Plane
 - Continued promotion on SunRail websites and social media for summer travel.
- Group Travel
 - Facilitated 22 groups with over 900 new passengers through June 30, 2019 including schools, seniors and passengers needing special assistance.

Additional Initiatives

- Conducted survey to evaluate impact of a 30-minute schedule change to P338 to better accommodate hospital shifts.
- Enhanced the interactive online “Events Calendar” and separate “Daily Activities” listing and renamed it “Station Destinations”. Continually promoting these events and activities through social media.
- 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
- One employee-funded vanpool to Kirkman Pointe Office Park

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

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

ON BOARD ADVERTISING: SOLD OUT THROUGH MARCH 2020

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: AVAILABLE NOW

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:

15,002 Facebook

16,756 Twitter

4,259 Instagram

Total Social Media Followers – 36,017

Sign Up for Free SunRail Text Alerts

Over 2,500 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

SunRail App Launch

The SunRail Marketing team launched the official SunRail App in both Android and iOS and has received over 8,000 downloads in first five weeks. Customer engagement has been extremely positive with the SunRail App receiving a 4.6 (out of 5) Star rating. The App was built to incorporate all local connectivity and continues to push updates to users.

SunRail Text App Service

To consolidate technologies and offer better customer service, the SunRail App will offer service alerts similar to the current text program. Following a user sunset program the text service will be replaced by the App.

UCF Downtown and Valencia Downtown Campus Promotion

SunRail has partnered with the new downtown campus to showcase the ease and benefits of taking SunRail via Lynx Central Station. A free ridership promotion begins August 1st for faculty and staff and August 26th for students. The promotion runs through September 30th with over 800 people signed up as of July. Marketing efforts to convert promotional riders to permanent riders will take place throughout the promotion.

President Trump Event Special Service

SunRail partnered with Bombardier to promote and offer additional evening service to over 6,000 Trump event attendees during the June 18th Amway event. Seven additional trains were deployed to provide safe rides home to everyone on the two Church Street Station platforms. The service occurred without any incidents and served as a perfect example of how effective SunRail is as a preferred transportation solution.

Osceola County/Tupperware Station Marketing

The SunRail Marketing team is constantly looking at opportunities for ridership growth at developing stations and new technologies that offer cost effective means to market the service. To maximize ridership at the Tupperware station, SunRail has focused initiatives to the East Osceola Parkway region where static billboards, geo-fenced digital media and soon-to-be Lynx bus wraps will push messaging of the benefits of commuter rail and the close proximity of the Tupperware station.



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 36,000 followers.
- Signed up over 100 new businesses for SunRail's Safety Watch Program.
- Developed collision prevention handout for distribution near Vineland/Taft Grade Crossing.
- Successfully received Operation Lifesaver (OLI) Grant for Mobile Safety Studio.
- The following summarizes safety presentations and tabling events within the community and onboard SunRail between May and July:
 - Onboard safety presentation with 30 students and 12 adults from Reading Edge Academy
 - Onboard safety presentation with Sandpiper Singles 15 seniors
 - Onboard safety presentation with 28 youth and 4 adults from Kid City USA
 - Onboard safety presentation with 20 children, 25 youth, and 5 adults from Ace Gymnastics
 - Onboard safety presentation with 5 children, 8 youth, 10 adults, and 28 seniors from ASREP of Florida
 - Onboard safety presentation with 53 seniors from Guido's Tours and Travel
 - Onboard safety presentation with 30 youth and 6 adults from Winter Park Chamber of Commerce
 - Onboard safety presentation for 17 disabled students and 6 adults from Caring 4U Academy
 - Onboard safety presentation for 15 students and 2 adults from Longwood Community Preschool
 - Onboard safety presentation with 100 students and 8 adults from Starchild Academy Lake Mary
 - Onboard safety presentation with 35 children, 60 youth, and 7 adults from Skate and Shake, Inc
 - Onboard safety presentation with 34 students and 10 adults from Kidzville Academy
 - Safety and Informative Presentation at Florida Division of Blind Services with 15 adults
 - Onboard safety presentation with 13 students and 2 adults from Friends Preschool Academy

UPCOMING MEETINGS

Customer Advisory (LYNX Open Space – 2nd Floor)

Thursday October 3 5:00 pm – 6:00 pm

Technical Advisory (LYNX Open Space – 2nd Floor)

Wednesday August 7 2:00 pm – 3:00 pm

Wednesday October 9 2:00 pm – 3:00 pm

Commission Meetings (MetroPlan Boardroom)

Thursday August 29 10:00 am – 12:00 noon

Thursday October 31 10:00 am – 12:00 noon