



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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**Date:** October 3, 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

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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. Introductions**
    - a. Justin Mitchell
  - IV. Action Items**
    - a. Adoption of August 1, 2019 Meeting Minutes
    - b. Approve Proposed 2020 Meeting Dates
  - V. Chairman's Report – Mr. Grzesik**
    - a. Discussion of a CAC Member sitting on the MetroPlan Orlando Transportation Disadvantaged Local Coordinating Board
  - 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 – Mike Heffinger, FDOT/SunRail, Chief Operating Officer**
  - VIII. Committee Member Comments**
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# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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### IX. Next Meeting - Proposed

- a. January 2, 2020  
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 James Grzesik, Member, Mayebelle Bryant-James, Member, John Foster, Steve Olson, George Gault, Linda Nesbit, Regina Cargill, Pam Foster, Bruce Detweiler, Jacob Lunceford

## Minutes

<b>Meeting called to order by CAC Chair James Grzesik at 5:02 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 May 2, 2019.</li> </ul>	
<b>Agenda Item:</b> Chair's Report	<b>Presenter:</b> James Grzesik
<ul style="list-style-type: none"> <li>Mr. Grzesik introduced a new member representing Osceola County. <ul style="list-style-type: none"> <li>Mr. Foster told the group that he has worked in transportation for 28 years currently with TranSystems. He provided that he rides SunRail from the Poinciana Station to LYNX Central Station and walks to his office every day. He often rides from Poinciana to Tupperware to visit family.</li> </ul> </li> <li>Mr. Grzesik noted that he was elected Chair of CAC on May 2<sup>nd</sup> and attend his first Central Florida Commuter Rail Commission (CFCRC) meeting on May 30<sup>th</sup>. <ul style="list-style-type: none"> <li>Mayor Dyer is the Chair of CFCRC. The Chair recognized SunRail's 5<sup>th</sup> Anniversary, the success of the Train to Game, and noted that FDOT Secretary, Kevin Thibault, was attending the meeting.</li> <li>CAC former Chair, Ms. Karla Keeney reported on her last meeting with the Committee on May 2<sup>nd</sup>.</li> <li>Ms. Keeney relayed the Committee's comments regarding SB DeBary and Church St. trains had standing room only, the need for additional bike storage, and LYNX connectivity.</li> <li>Ms. Liquori provided the Agency Update <ul style="list-style-type: none"> <li>The increase in ridership</li> <li>Special service trains</li> <li>Ridership information now on SunRail Website</li> <li>Promotion to UCF &amp; Valencia faculty &amp; student</li> <li>App roll out</li> <li>Connections to Kissimmee and Sanford Stations</li> <li>Safety messages on Signal Boxes</li> <li>Current financial status and introduction of the preliminary FY20 Budget</li> <li>Testing of Positive Train Control (PTC)</li> <li>Cost for providing Holiday Service – 7 State Holidays at \$98K ea for total \$690K</li> </ul> </li> <li>Ms. Andrea Ostrodka provided the Transition Consultant's analysis and recommendations</li> <li>Secretary Thibault addressed the opportunity to complete Phase II North from DeBary to DeLand</li> <li>The next meeting of the Commission is August 29<sup>th</sup>.</li> </ul> </li> </ul>	
<b>Public Comment:</b>	
<ul style="list-style-type: none"> <li>Rene Paulechek provided that she has started riding the train, purchased a monthly pass, and boards at different stations. She provided some observations: <ul style="list-style-type: none"> <li>Appreciates the later trains for special downtown events</li> <li>Suggested reflective paint on the road at crossings on each side of the track to remind vehicles and pedestrians the train is wider than the tracks</li> <li>Pedestrian gate that locks when the train is arriving</li> <li>Recommended a day pass that can be used all day</li> <li>Recommended a 6:13 PM train departing Lake Mary</li> </ul> </li> </ul>	

- Recommended a ticket discount rate from 11:30 am to 2:00 pm

#### **Agency Update:**

**Presenter:** Steve Olson

- Special Promotion
  - UCF/Valencia and FAMU Downtown Campuses
    - Classes begin in August and offering students and faculty limited time free passes to “Try the Train”
    - 737 passes have been registered to date: Students 557 and Faculty 180
    - Faculty passes are valid from August 1<sup>st</sup> through September 30<sup>th</sup>
    - Student passes are valid from August 26<sup>th</sup> through September 30<sup>th</sup>
- 2019 Marketing Objectives
  - Increase Ridership
    - Annual goal of 1.5 million
    - Increase leisure and occasional ridership
    - Rider comments received and evaluated the schedule specifically of the P338 and the 3-hour gap between Off-Peak and PM-Peak. By shifting the P338 later by approximately 30 minutes, the shift would net approximately 200 riders
  - Increase SunCard Usage
    - Continuing to promote passes and stored value which provide a better customer value
    - An enhancement to the calculator tool was completed to educate customers on the savings from the purchase of a single use ticket to a round-trip single use ticket, stored value or purchase of a pass
  - Promote Connectivity
    - SunRail will work with LYNX to wrap Link 155/the Kissimmee Connector in the southern part of the system
    - The Choo Choo to the Zoo program ended its second year
  - New Safety Campaign
    - Grant awarded by Operation Lifesaver and FRA
    - Delivering a safety message through continued outreach
    - Scheduling for schools, stations and popular destinations near the corridor
- Southern Expansion in Review
  - 1<sup>st</sup> Anniversary opening July 28, 2018
  - Instrumental in increasing ridership by approximately 3,000 transactions
- Operational Performance
  - Boardings by Station is provided for the fiscal year July 2018 through June 2019
    - The fiscal year transactions totaled 1,469,654
  - Average Daily Ridership is provided for May – June 2019
    - June average was approximately 6,500 per day
  - Onboard Statistics
    - Average Daily ADA Boardings is approximately 26 per day also an increase attributable to the Southern Expansion
    - Average Daily Bicycle Boardings is approximately 237 per day
  - Boardings & Alightings by AM, PM, and Off Peak is provided August 20, 2018 through June 30, 2019
    - The AM-Peak is strongest at DeBary and Meadow Woods
    - Strongest alightings are in the downtown core
    - The PM-Peak is the reverse
    - The Off-Peak is strongest at destination stations
  - On-Time Performance
    - The average for the months of May – June 2019 was 91%
      - May and June performance saw weather and incidents along the corridor including: lighting striking the rail and damaging signal boxes, summer storms, a tree falling on the corridor in June that impacted service

#### **LYNX Bus Connectivity:**

**Presenter:** Bruce Detweiller

- Passenger Counts

<ul style="list-style-type: none"> <li>➤ June showed a drop-in ridership. This is a trend seen every June after school is out and vacations begin. LYNX is experiencing some issues with the Automatic Passenger Counter system but are working to complete the conversion in the next several months</li> </ul>	<p><b>Votran Bus Connectivity:</b> <span style="float: right;"><b>Presenter:</b> Jacob Lunsford</span></p> <ul style="list-style-type: none"> <li>○ Ridership for the months of May – June 2019 are provided. <ul style="list-style-type: none"> <li>➤ Like June 2018, Ridership was lower as school is out.</li> <li>➤ The annual daily average is higher than the previous two years</li> </ul> </li> </ul>
<p><b>Agenda Item: Transportation Disadvantaged Local Coordinating Board</b> <span style="float: right;"><b>Presenter:</b> Virginia Whittington</span></p> <ul style="list-style-type: none"> <li>○ Ms. Whittington provided the Transportation Disadvantaged Local Coordinating Board oversees the paratransit service in Orange, Seminole and Osceola Counties. <ul style="list-style-type: none"> <li>➤ The Board is inviting the Chair of the CFRC/SunRail Customer Advisory Committee or designated alternate member to participate in their meetings</li> <li>➤ The Board meets quarterly at 10:00 am at MetroPlan Orlando office.</li> </ul> </li> </ul>	<p><b>Committee Comments:</b></p> <ul style="list-style-type: none"> <li>• <i>Ms. Bryan-James asked staff if FAMU was included in the “Try the Train” promotion for their students and faculty.</i> <ul style="list-style-type: none"> <li>○ <i>Ms. Regina Cargill stated 250 passes were provided to FAMU last week</i></li> </ul> </li> <li>• <i>Mr. Grzesik noted the AM and PM Peak trains are standing room only. He recommended a 3-car set be made available as was done for Political Campaign kick-off in June.</i> <ul style="list-style-type: none"> <li>○ <i>Mr. Olson stated he had spoken with the General Manager of the O&amp;M Contractor regarding the potential of new customers from UCF, Valencia and FAMU, making the Peak trains even more crowded. The suggestion was to evaluate the 7:00 AM P309 to establish a baseline once the free period promotion ends</i></li> </ul> </li> <li>• <i>Mr. Grzesik stated another weather event that occurred in June in Seminole County and damaged signal boxes and asked if changes could be made to that system to reduce the delays.</i> <ul style="list-style-type: none"> <li>○ <i>Mr. Gault provided that some gates that are longer than 39’ long, staff is looking at adding wind-guards. Wind-guards are a special piece of metal attached to the gate. When the gate is in the up position, the wind-guards will assist with the wind causing the arm to break.</i></li> </ul> </li> <li>• <i>Mr. Grzesik also noted is the Conductors are with greater frequency and checking tickets. He stated the passengers appreciate this increase but there have been incidents of Conductors interactions with passengers. Is staff working to make passengers more aware of the increase in tickets being checked and are there consequences of either not having a valid ticket or not tapping on/off.</i> <ul style="list-style-type: none"> <li>○ <i>Mr. Olson provided that the Marketing team has been developing a message and method to provide this information to customers. He stated there are consequences but not to the extent of discouraging ridership. The staff can red-flag a SunCard if the rider is chronically not tapping on/off.</i></li> </ul> </li> </ul>
Next meeting is scheduled for October 3, 2019 at 5:00 p.m. at LYNX Central Station	
<b>Meeting adjourned at 5:50 P.M.</b>	

# CAC

## PROPOSED 2020 MEETING DATES

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

Thursday January 2 5:00 pm – 6:00 pm

Thursday April 2 5:00 pm – 6:00 pm

Thursday July 1 5:00 pm – 6:00 pm

Thursday October 1 5:00 pm – 6:00 pm



# CUSTOMER ADVISORY COMMITTEE

October 3, 2019

# TITLE VI

This meeting, project, or study is being conducted without regard to race, color, national origin, age, sex, religion, disability or family status. Persons wishing to express their concerns relative to FDOT compliance with Title VI may do so by contacting:

**ROGER MASTEN**

SunRail Title VI Coordinator  
801 SunRail Drive  
Sanford, Florida 32771

[Roger.Masten@dot.state.fl.us](mailto:Roger.Masten@dot.state.fl.us)

**JACQUELINE PARAMORE**

State Title VI Coordinator  
605 Suwannee Street, Mail Station 65  
Tallahassee, Florida 32399-0450







# **ACTION ITEMS**

A. Adopt Meeting Minutes: 8/1/19

B. Approve Proposed 2020 Meeting Dates

# PUBLIC COMMENTS



# CHAIR'S REPORT

Mr. James Grzesik



# AGENCY UPDATE

Mr. Mike Heffinger

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# ***VOTE FOR SUNRAIL!***

↙ DAILY THRU 10.6.19 ↘

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## **AASHTO PEOPLE'S CHOICE**

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



# LET'S GO FOR ZERO

## DISTRACTIONS / COLLISIONS / TRESPASSERS



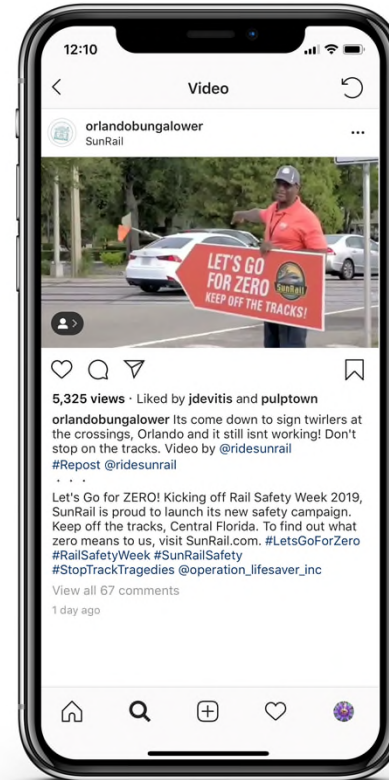
### NEWS COVERAGE



### VIDEOS



### SOCIAL MEDIA REPOSTS





# MARKETING GOALS

## Increase Ridership

- 2019 goal
- Schedule update
- Improved service alerts

## Increase SunCard Usage

- SunCards up 15% from 2018
- Converting Downtown Campus riders

## Promote Connectivity

- Continued coordination with Lynx & Votran
- Lime Bike campaign



# SERVICE ALERTS

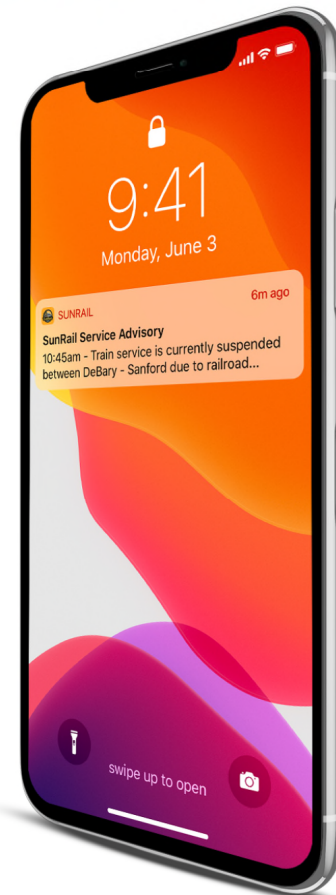
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- FREE service alerts now pushed through App, Twitter & SunRail.com
- Texting service phased out 10/2/19

## Current Database

- App: 12,500 downloads
- Twitter: 17,000 followers
- Text subscribers: <3,000

## THE NEW SUNRAIL APP NOW PUSHES SERVICE ALERTS





# HURRICANE DORIAN

## Anticipating the Storm

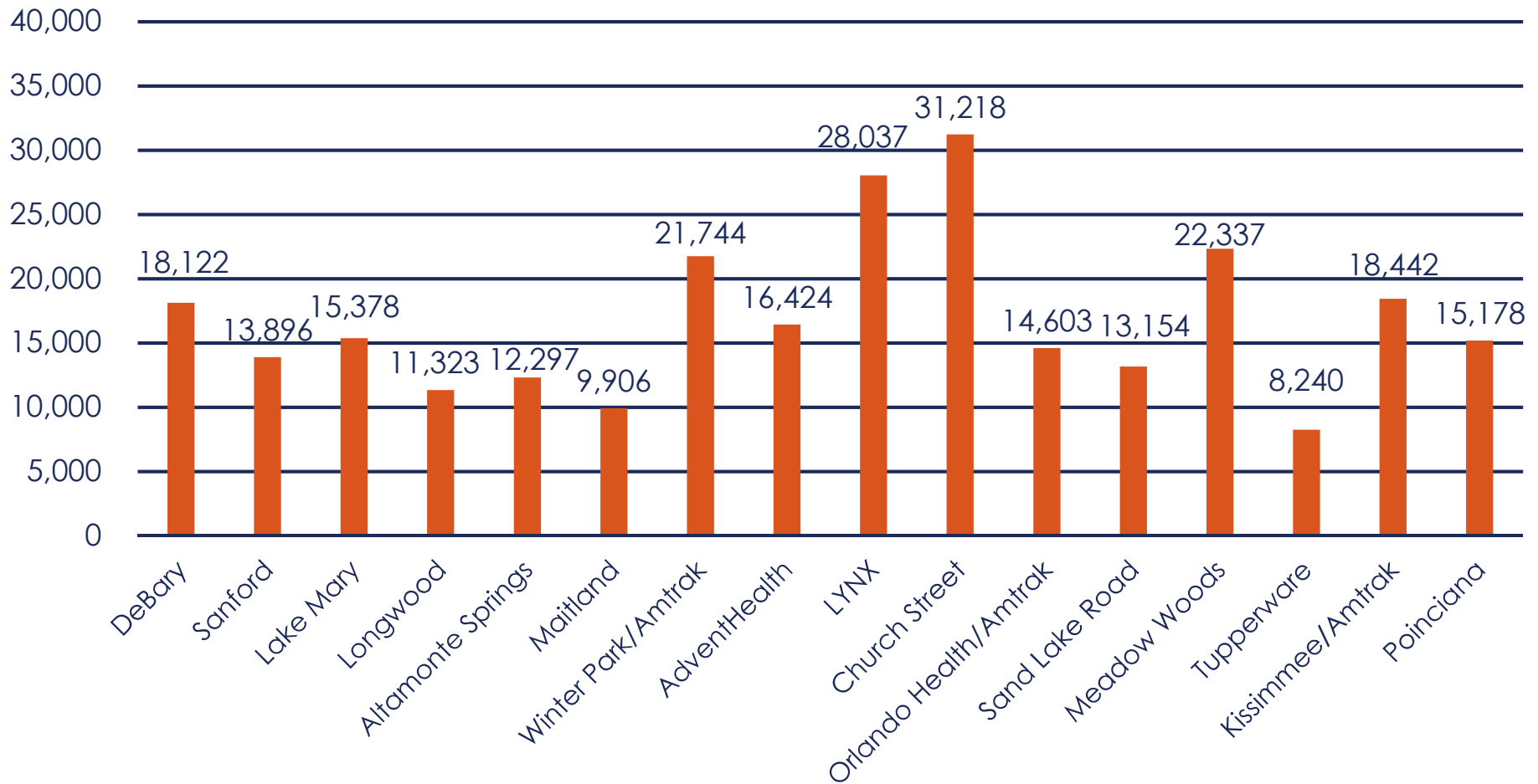
- Preparing corridor and equipment
- Rider and tenant communication

## Restoring Service

- Inspecting tracks, removing debris, making repairs
- Installing gates and testing signals



# BOARDINGS BY STATION



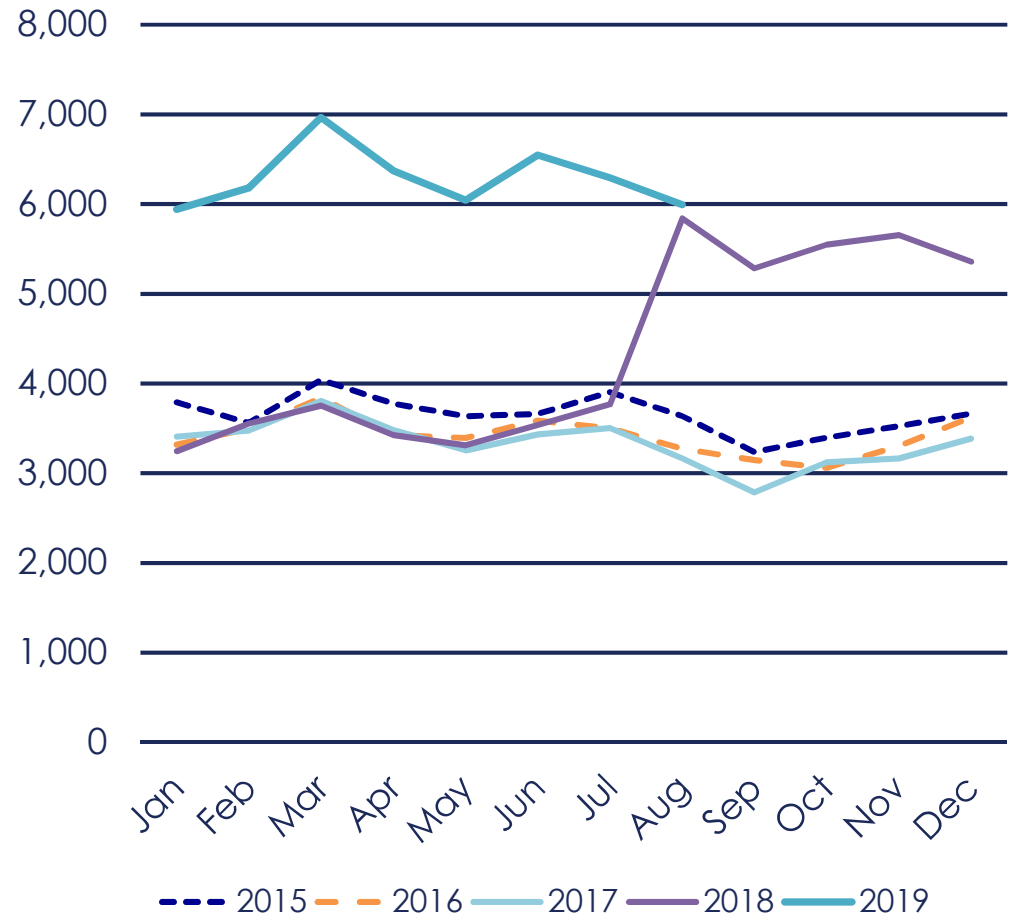
Ridership July 2019 through August 2019

# AVERAGE DAILY RIDERSHIP

## 2019 AVERAGE DAILY RIDERSHIP BY MONTH

JUL 6,294

AUG 5,992

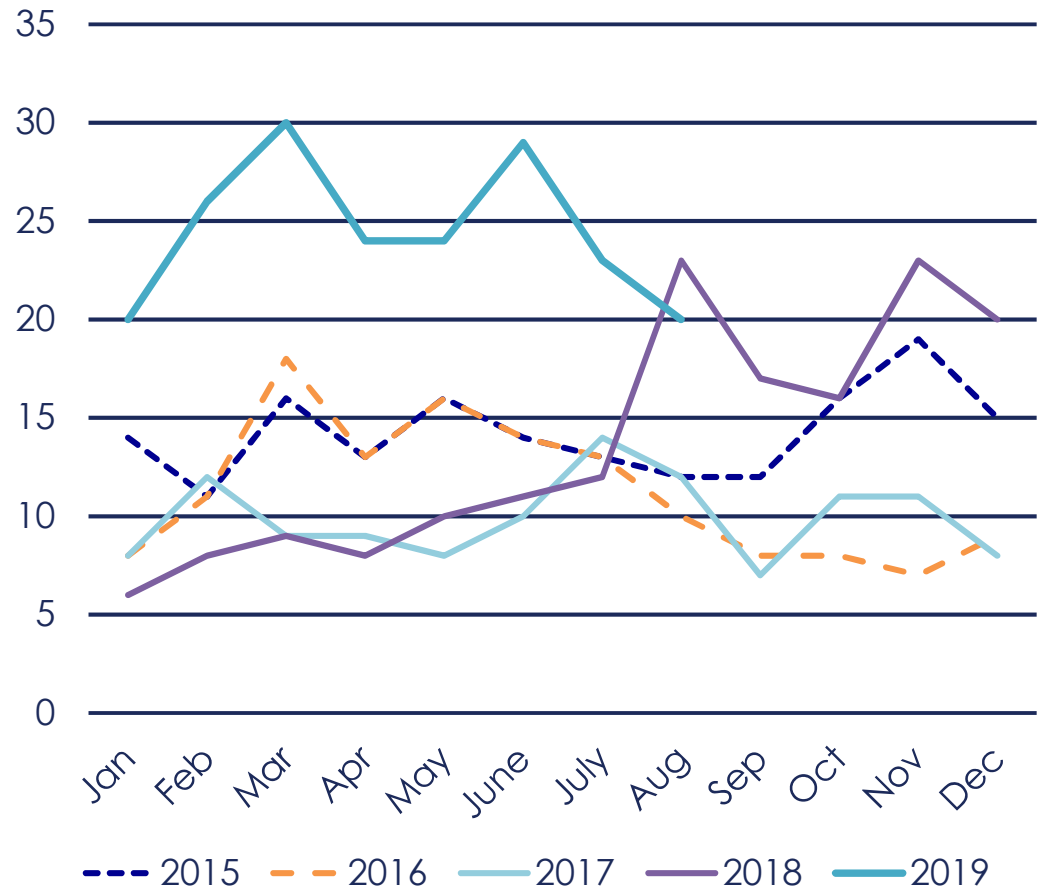


# ONBOARD STATS

JUL-AUG  
AVERAGE DAILY  
ADA

22

RIDERS BY MONTH

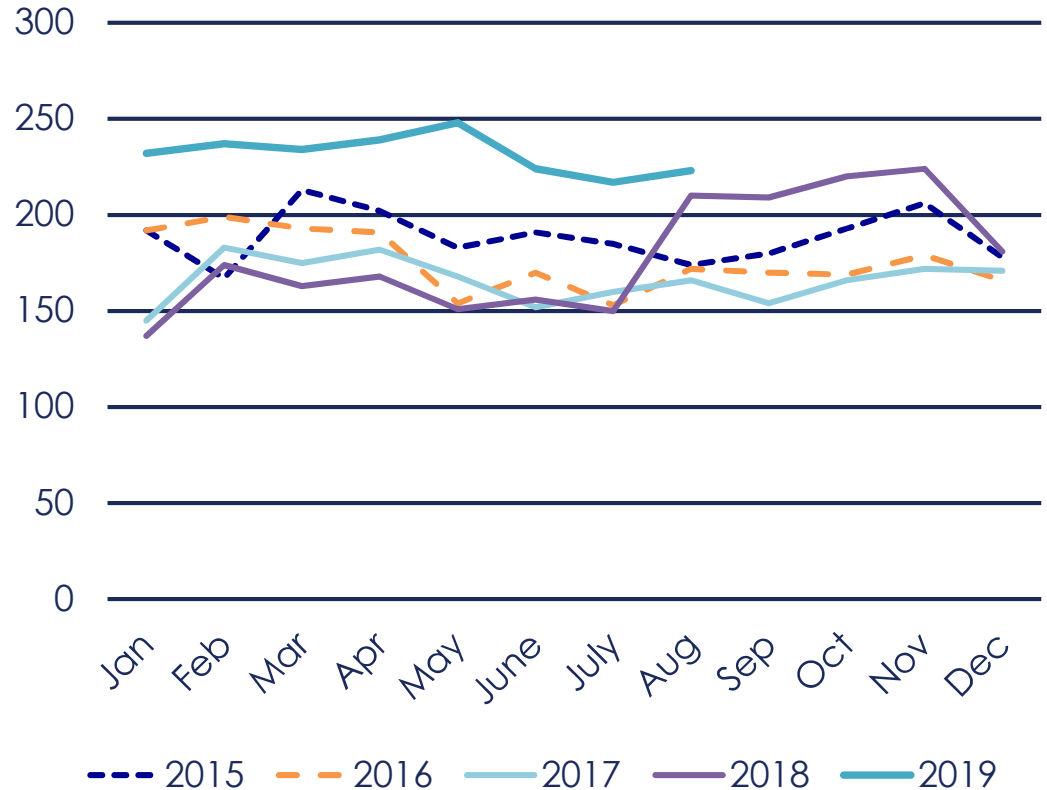


# ONBOARD STATS

JUL-AUG  
AVERAGE DAILY  
BICYCLE

220

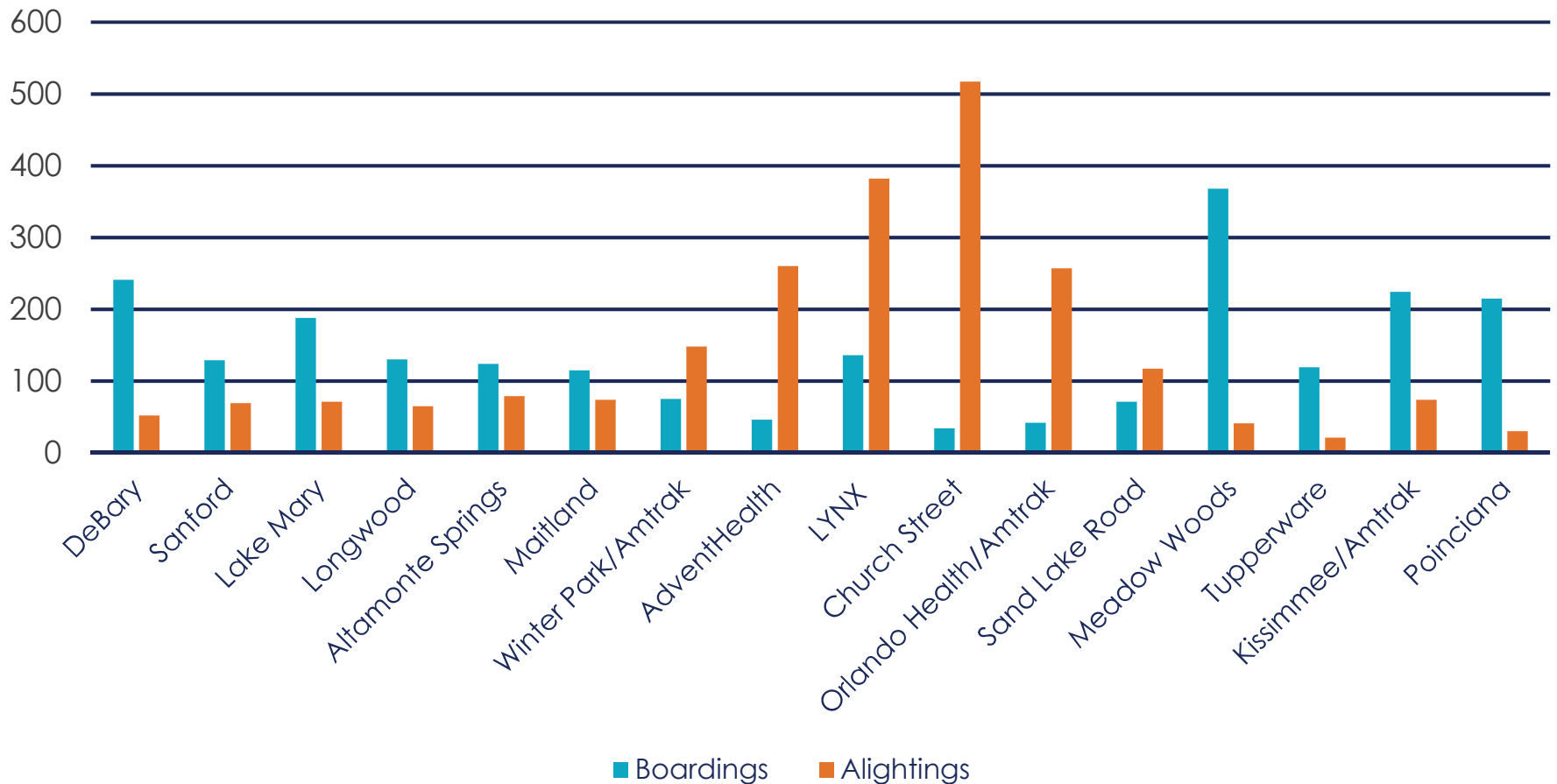
RIDERS BY MONTH



# BOARDINGS & ALIGHTINGS

## AM PEAK

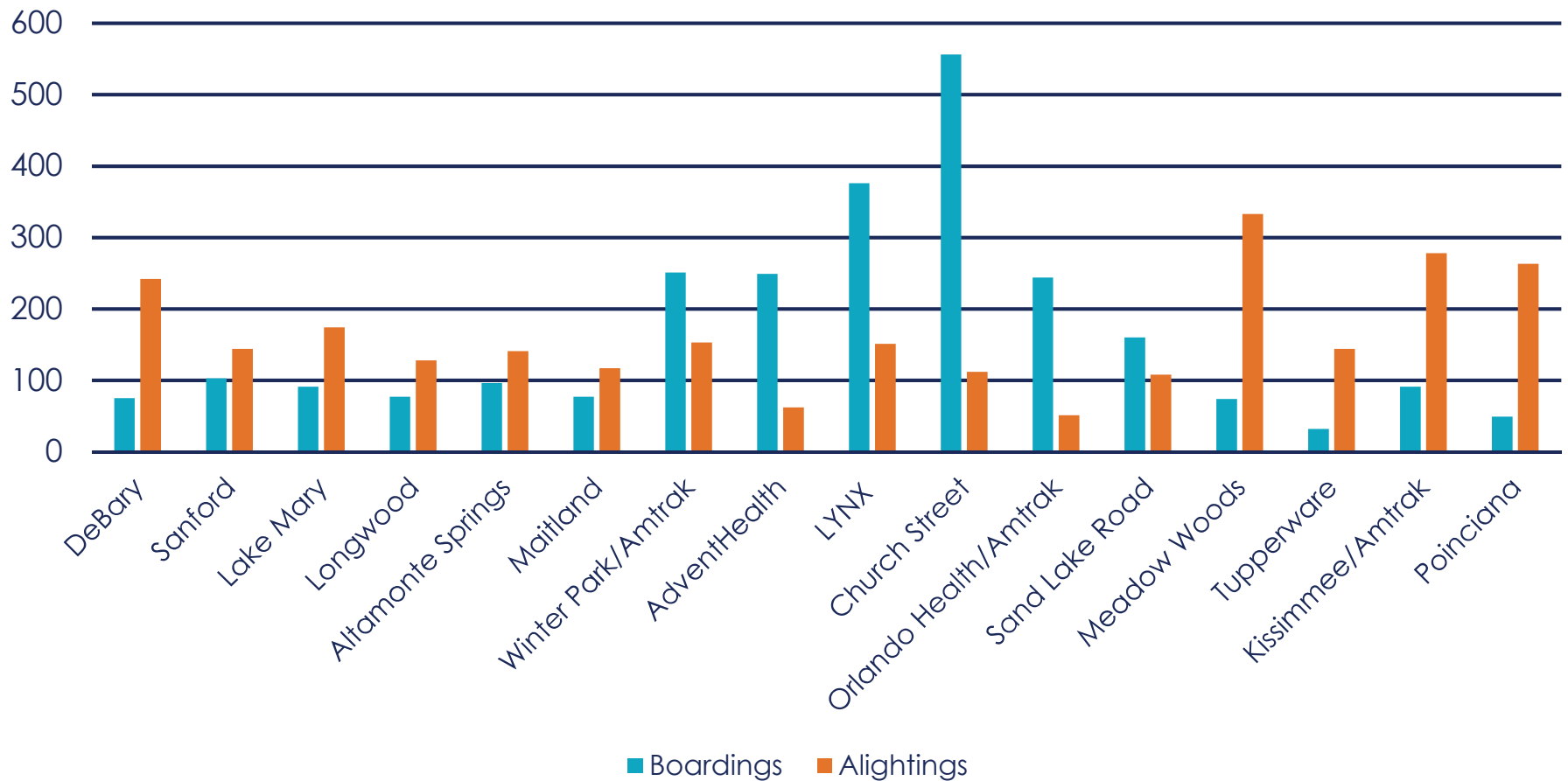
July 1, 2019 – August 31, 2019



# BOARDINGS & ALIGHTINGS

## PM PEAK

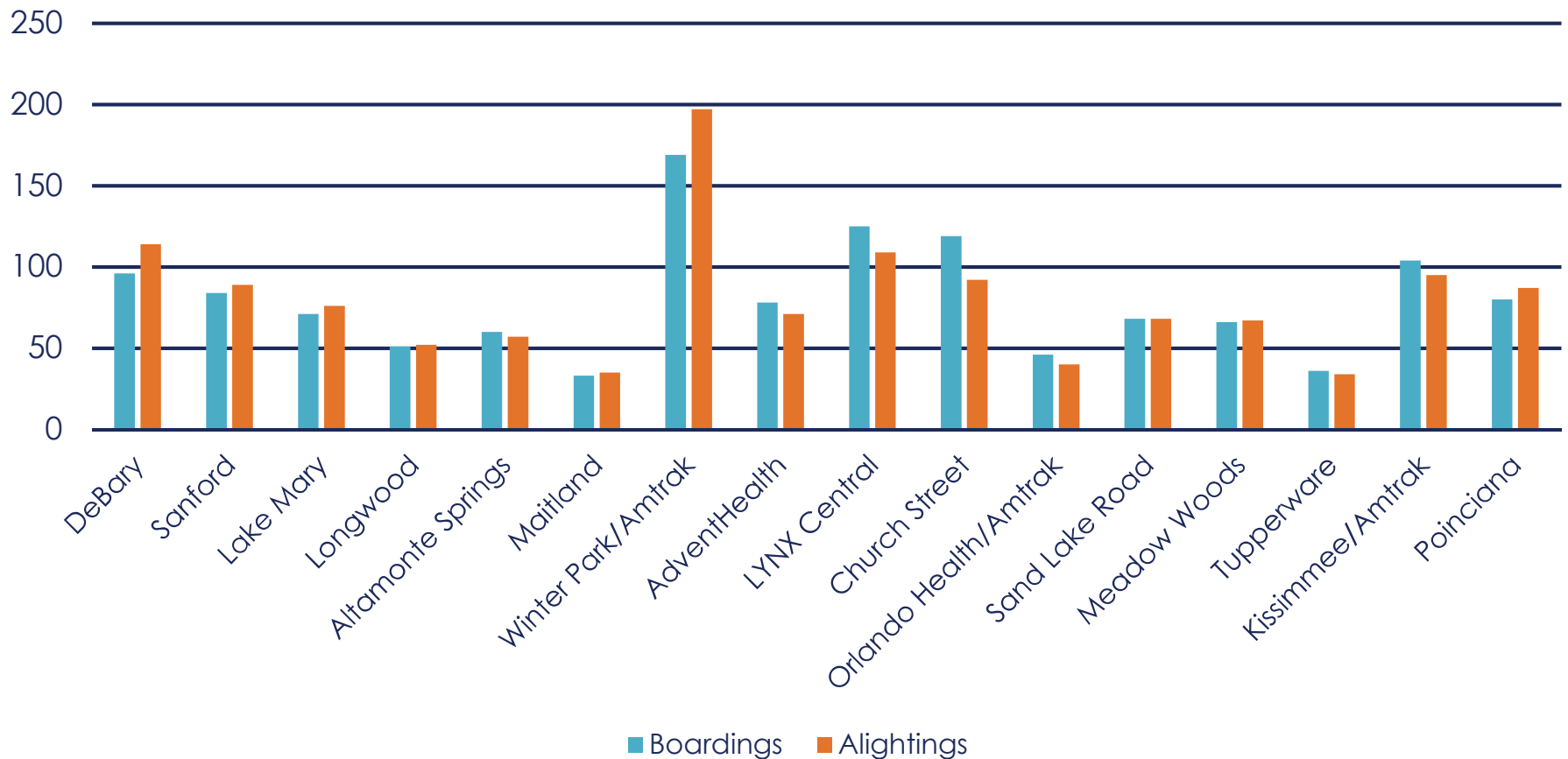
July 1, 2019 – August 31, 2019



# BOARDINGS & ALIGHTINGS

## OFF PEAK

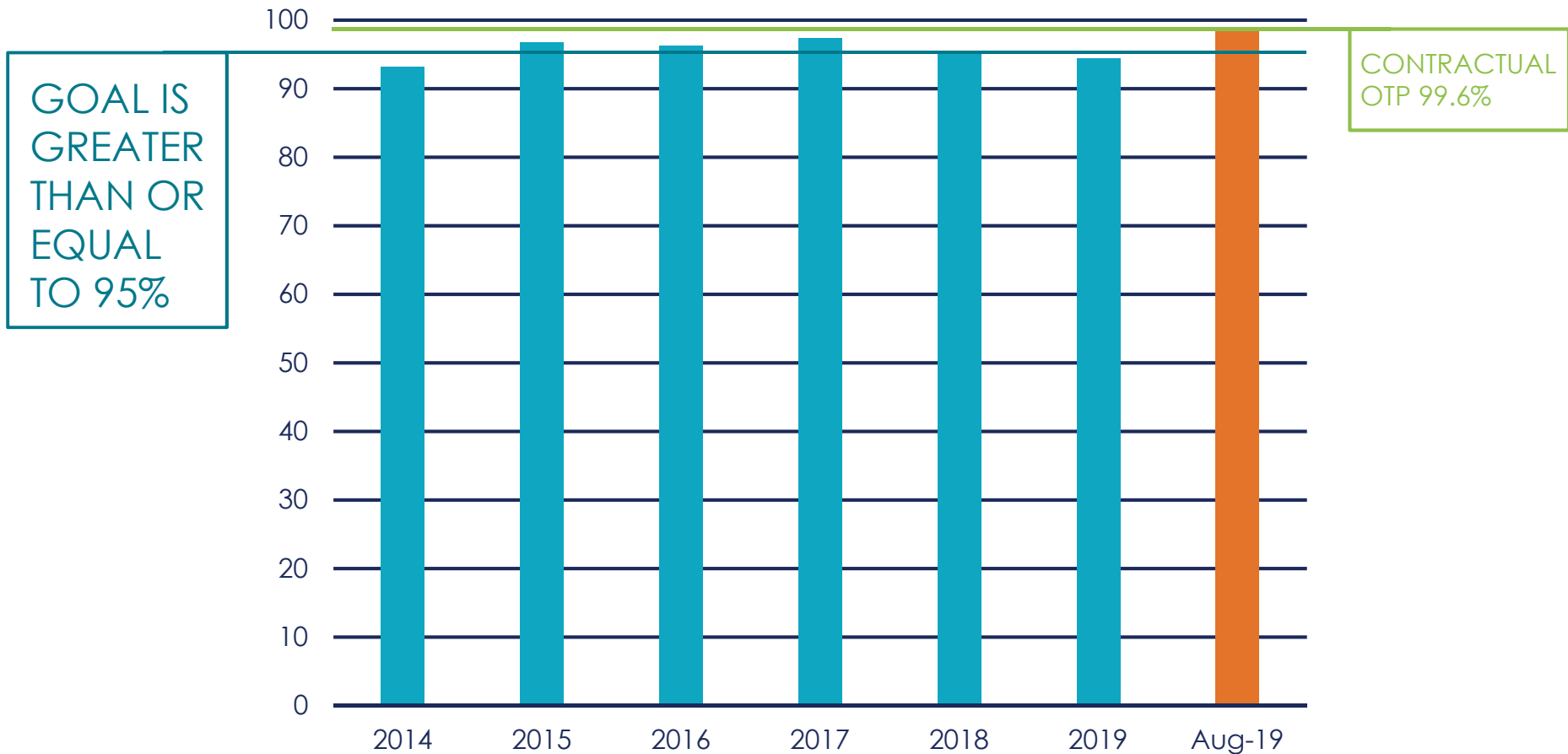
July 1, 2019 – August 31, 2019





# ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month

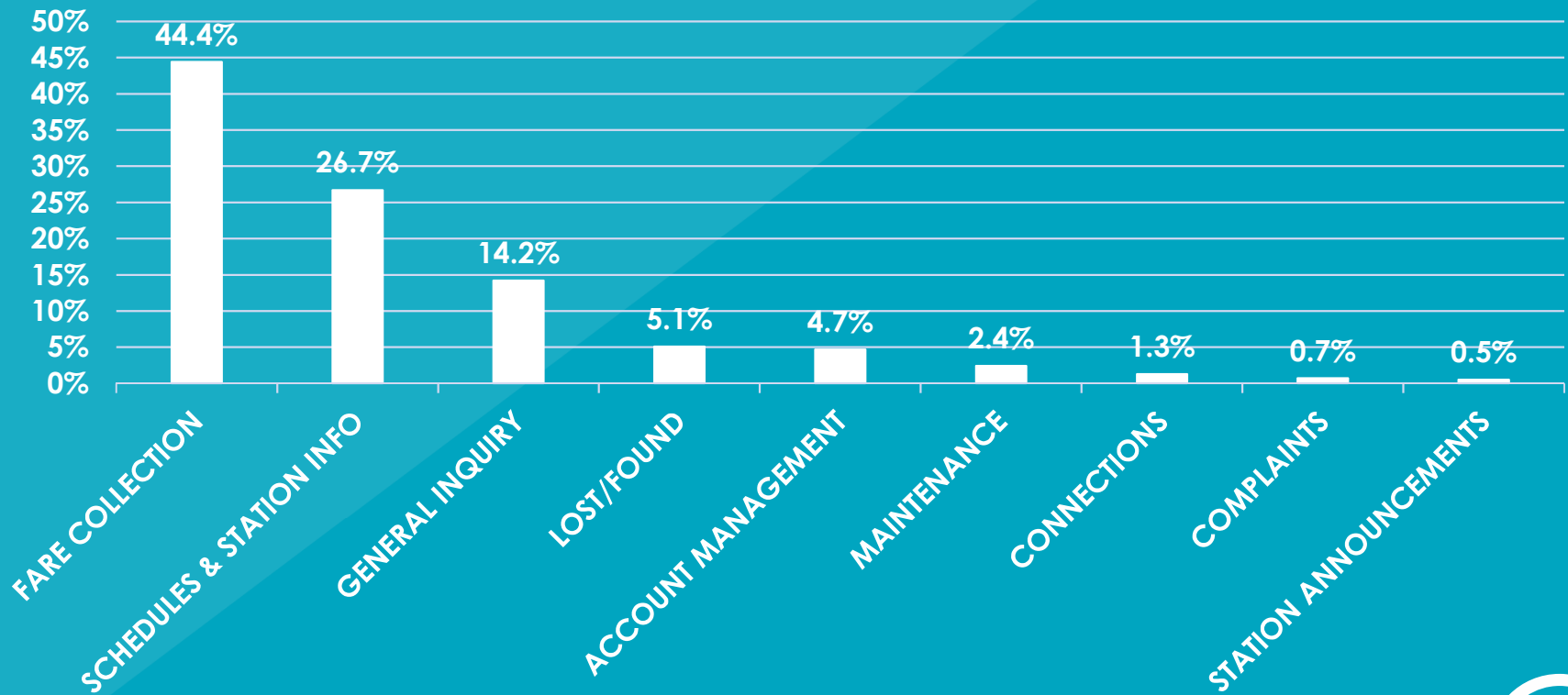


# CUSTOMER SERVICE

*BUILDING RIDER LOYALTY*

Total Calls July & August 2019

5,341



# LYNX CONNECTIVITY

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	461	374		330
Lake Mary	58	15	62	80	74	116	124	117	98	105	116		88
Longwood	40	51	73	53	54	90	102	82	72	119	136		79
Altamonte Springs	225	195	192	205	240	171	38	230	91	191	166		177
Maitland	27	30	29	12	18	18	26	22	28	24	36		25
Winter Park/Amtrak	212	273	286	187	206	269	255	316	310	338	501		287
AdventHealth	359	399	380	314	327	266	322	326	362	337	448		349
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	27	34	28	35	26	35	27	22	10	17	27		26
Sand Lake Road	248	255	209	193	201	62	54	78	86	86	72		140
Meadow Woods	130	120	116	120	115	63	107	167	103	80	128		114
Tupperware	23	18	9	N/A	N/A	N/A	N/A	N/A	4	40	42		23
Kissimmee Intermodal													-
Poinciana	3	6	5	6	N/A	3	1	N/A	N/A	4	4		4
Total - All Stations	1,503	1,732	1,728	1,305	1,563	1,451	1,446	1,772	1,573	1,802	2,050	-	1,641

# VOTRAN CONNECTIVITY

## August 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	22	22		235
Avg Daily Ridership	98	66	85	89	64	76	66	61	59	57	69		72

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



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# ***VOTE FOR SUNRAIL!***

↙ DAILY THRU 10.6.19 ↘

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## **AASHTO PEOPLE'S CHOICE**

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





## UCF Downtown and Valencia College Downtown Campus, FAMU

- Created student, faculty and staff temporary SunCard, offering free travel from August – September
- Completed the rider introduction promotion on September 30, 2019 for students and faculty
- Nearly 700 riders used the rider introduction SunCards during promotional period
- 4.5 out of 5 satisfaction rating from new riders
- What people like most: not dealing with traffic, fast service, stress-free travel
- Riding averaged 3 days per week
- Developed program to encourage converting to a SunCard after free travel period

## Extended Service for Special Events

- Completed concept plan and ticketing structure for special Saturday service as requested by community partners
- Continue to develop special service funding strategy with community partners
- Currently planning on additional P341 service for special events

## SunRail Schedule

- Managed planning, community and transportation partner notifications and assets for minor schedule change, including P338 30-minute change and time changes of less than five minutes to other trains to alleviate traffic issues caused by train arrival times at the Longwood station

## Partner Initiatives

- Facilitated a series of priority planning sessions with key partners around enhancements to the safety and cleanliness of Downtown Orlando SunRail stations, particularly LYNX Central Station
- Completed Lime Bike promotion on August 30, 2018, resulting in 438 total users of the promotion code, and 100% new users for Lime Bike. Rider feedback about the program was overwhelmingly positive.
- In conjunction with the Orlando Science Center, developed an interactive exhibit for the Kinetic Zone and KidsTown areas of the Science Center to allow kids of all ages to experience the “Science of SunRail.” This project is seeking 100% private funding to build and maintain the exhibit for three years.

## Additional Initiatives

- Conducted community engagement and stakeholder outreach work around SunRail’s inclusion as a finalist in the American Association of State Highway and Transportation Officials (AASHTO) prestigious “America’s Transportation Awards.”
- Continued to update the interactive online “Events Calendar” and separate “Daily Activities” listing on SunRail.com; continually promoting these events and activities through social media.
- Continued to produce the bi-weekly “On Track” business-focused email newsletter, which has resulted in a 20% increase in engagement and 21% increase in subscriptions since last year.

## Advocate and Promote Connectivity

- 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.
- Group Travel • Facilitated 22 groups with over 900 new passengers through June 30, 2019 including schools, seniors and passengers needing special assistance.



## 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 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

SEPTEMBER 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: 2 POSITIONS AVAILABLE DECEMBER 1, 2019

All 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 MAY 1, 2020

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:

14,858 Facebook

17,224 Twitter

4,502 Instagram

Total Social Media Followers — 36,584

### Sign Up for Free SunRail Text Alerts

Over 12,500 people have downloaded the SunRail App and that number continues to grow every day. The latest upgrade includes a service alert push to users.

## NEW SUNRAIL MARKETING INITIATIVES

### SunRail Text to App Program

The SunRail Text Service Alerts program will sunset on Wednesday, October 2 and will be replaced by the App Service Alert Program. The user experience is identical and this migration will eliminate the monthly expense of the text program to SunRail. Riders who do not wish to download the app may continue to receive free service alerts through the SunRail website or by following SunRail on Twitter.

### AASHTO People's Choice Award

SunRail received one of twelve 2019 national AASHTO Awards and is competing in a People's Choice Award program where the program with the most votes wins \$10,000 for a local charity. Please visit [SunRail.com](http://SunRail.com) and click on the AASHTO People's Choice banner to cast your vote today.

### UCF / Valencia / FAMU Promotion Conversion

The SunRail Downtown Campus Promotion allowed faculty, staff and students at UCF, Valencia and FAMU to ride SunRail for free during the first few weeks of school. The program concluded on September 30 and an ongoing conversion campaign is taking place in conjunction with UCF, Valencia and FAMU to promote the best type of SunRail pass for students and staff.

### Osceola & Orange County Bus Wraps

New SunRail themed bus wraps will be seen beginning in January 2020 along the Osceola Parkway 155 route promoting the ease and cost savings of utilizing the Tupperware station for area commuting needs. Additionally, the Train to Plane graphics on Lynx buses will receive an update beginning in December of 2019 promoting the service through the Sand Lake Road station.

### Rider Satisfaction Surveys (all counties)

The SunRail Marketing Team will be conducting rider surveys during Q4 of 2019 to gauge guest satisfaction levels with such items as: schedules, train cleanliness, customer service and connectivity options. SunRail will make all survey results available to the commission, TAC and CAC members.



## 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. Social media efforts promote safety content at a rate of 1 – 3 messages per week reaching more than 37,000 followers.

### Specific highlights:

- Launched an aggressive Rail Safety Campaign during Rail Safety Week with multi-pronged approaches for content delivery and coverage. Viral video content reaching 66,000+ impressions as of 9/25 and counting.
- Launched Mobile Safety Studio initiative as developed through a grant awarded by Operation Lifesaver and FTA. The community has shown great interest in the initiative and feedback has been overwhelmingly positive.
- **Summary of safety presentations and tabling events within the community and onboard between 8/01/19 and 9/25/19:**

DATE	TYPE	EVENT NAME	ATTENDEES
Tuesday, September 24, 2019	Outreach	Mobile Safety Studio	50+
Monday, September 23, 2019	Outreach	Mobile Safety Studio	30+
Friday, September 13, 2019	School	Black Homeschoolers of Central Florida	36
Thursday, September 12, 2019	Business	Women's Council of Realtor's (Osceola)	40
Thursday, September 12, 2019	Outreach	Mobile Safety Studio	30+
Tuesday, September 10, 2019	School	Lake Mary Preparatory	48
Saturday, August 17, 2019	School	Safe Kids Day - Seminole County	900+
Saturday, August 10, 2019	School	FTC Back to School Event	350+
Thursday, August 8, 2019	School	Winegard Elementary School	300+
Thursday, August 8, 2019	School	Lake Mary High School	82
Thursday, August 1, 2019	School	Primrose School of Hunters Creek	17

- **Summary of organizations registered for SunRail's Safety Watch Program between 8/01/19 and 9/25/19:**

### BUSINESS

Full Circle Yoga  
180 Medspa  
Trinity Services  
HouseLab  
Vespa of Orlando  
Woof Gang Bakery  
Beautique Nail Salon & Spa  
Artisan Kitchen and Bath Gallery  
Angela Neel Interiors  
Goodwill Boutique  
United Rentals  
Orlando's Super Center Auto Body and Collision  
Central Freight Lines  
Riker's Roadside of Central Florida  
ABC Fine Wine and Spirits Warehouse  
Copart Orlando South  
Premier Trailer Leasing

### LOCATION

972 N Orange Ave B, Winter Park, FL 32789  
976 N Orange Ave Ste B, Winter Park, FL 32789  
958 N Orange Ave, Winter Park, FL 32789  
972 N Orange Ave, Winter Park, FL 32789  
930 N Orange Ave, Winter Park, FL 32789  
918 N Orange Ave, Winter Park, FL 32789  
784 N Orange Ave, Winter Park, FL 32789  
784 N Orange Ave #106, Winter Park, FL 32789  
784 N Orange Ave, Winter Park, FL 32789  
750 N Orange Ave, Winter Park, FL 32789  
1150 E Landstreet Rd, Orlando, FL 32824  
1111 E Landstreet Rd, Orlando, FL 32824  
650 E Landstreet Rd, Orlando, FL 32824  
630 E Landstreet Rd, Orlando, FL 32824  
8989 S Orange Ave, Orlando, FL 32824  
307 E Landstreet Rd, Orlando, FL 32824  
8808 Florida Rock Rd, Orlando, FL 32824

# 2019 UPCOMING MEETINGS

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

Wednesday    October 9       2:00 pm – 3:00 pm

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

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