



Central Florida Commuter Rail Commission
Customer Advisory Committee

Date: January 9, 2020
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**
 - a. Jared Perdue P.E., FDOT Interim Chief Executive Officer
 - IV. Action Items**
 - a. Adoption of October 3, 2019 Meeting Minutes
 - V. Chairman's Report – Mr. Grzesik**
 - a. Max Fare User Impact
 - b. Rush Hour Trains are too crowded – Safety Concern
 - c. 10/31/19 CFRC Summary
 - 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 – Charles M. Heffinger, Jr., P.E. FDOT/SunRail, Chief Operating Officer**
 - VIII. Committee Member Comments**
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Central Florida Commuter Rail Commission
Customer Advisory Committee

IX. Next Meeting - Proposed

- a. April 2, 2020
5:00 p.m.
LYNX Central Station
455 N. Garland Ave.
2nd 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 Title VI Coordinator 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 James Grzesik, Member Liz Sturgeon, Member John Foster, Charles M. Heffinger, Mike Carman, Frank Alvarez, Virginia Whittington, Steve Olson, George Gault, Sandra Gutierrez, Pam McCombe, Linda Nesbit, Regina Cargill, Bruce Detweiler

Minutes

Meeting called to order by CAC Chair James Grzesik at 5:00 P.M.	
Action Item:	
<ul style="list-style-type: none"> • A majority of the members shall constitute a quorum. A quorum was met for this meeting. • Adoption of meeting minutes from August 1st, 2019. • Adoption of 2020 Meeting Dates and Times. 	
Agenda Item: Chair's Report	Presenter: James Grzesik
<ul style="list-style-type: none"> • Mr. Grzesik allowed introductions of new FDOT staff • Virginia Whittington of MetroPlan Orlando invited the CAC Chair Board Member to attend quarterly meetings of the Transportation Disadvantage Local Coordinating Board. The Chair recognized the need and volunteered to attend and act as a conduit between SunRail and Access LYNX. • Adoption was made for Mr. Grzesik to attend the TDLCB quarterly meetings and report back in the Chair's Report. • Mr. Grzesik attended the CFCRC Meeting on August 29th and noted the offer of 35 million dollars from FDOT for the extension from DeBary to DeLand and brought to the CAC's attention the decline from Councilman Ed Kelley opting out of building the Phase 2 North extension. Councilman Kelley asked FDOT to allocate those funds to another area, and informed the Commission that Volusia County cannot afford their share of 20 million dollars toward that extension project. In addition, Councilman Ed Kelly wanted to opt out of the management of SunRail and only offered to pay for the Station maintenance at DeBary, not the upkeep of track and bridges along those two miles. 	
Public Comment:	
<ul style="list-style-type: none"> • Logan Bartholomew (resident of Seminole Co.) stated he started riding the train a year and a half ago and rode Tri-Rail for 10 years while living in South Florida. He provided some points from an article comparing Tri-Rail to SunRail: <ul style="list-style-type: none"> ▪ Tri-Rail removed one set of seats in lower level for bike racks ▪ Recommended a third additional car be added to the train consist to help with bike space and less cramping ▪ Recommended a connection from Sanford Station to the Orlando Sanford International Airport for the large influx of Allegiant flyers • David Porter provided us the website SunRailRiders.com from which he designed and shared concerns: <ul style="list-style-type: none"> ▪ Concerned about ticket system both vending and validating machine being problematic from the start. Sand Lake Rd Station continually having issues with connectivity and problems taking cash. ▪ Recommended DeBary Station southbound Ticket Validation Unit (TVU) be relocated to a more accessible location since that platform is currently not in use. ▪ Recommend LYNX Station be evaluated for the lack of cleanliness as well as homeless problem and their contribution to the uncleanliness. 	
Agency Update:	Presenter: Mike Heffinger, FDOT/SunRail COO
<ul style="list-style-type: none"> • Special Promotions 	

- Vote for SunRail, AASHTO People's Choice Award
 - Named one of the top 12 transportation projects in the Country.
 - Vote on SunRail website, SunRail App or Twitter.
- LET'S GO FOR ZERO
 - Videos shared used to Promote Awareness and Safety during Train Safety Week
 - Safety Enforcement occurred at 16 grade crossings that were manned by Police Officers from 2- 4 hours. One experience at SR 50, police officers were stationed there for two hours and wrote 45 citations for gross negligence and gave out 113 warnings.
- 2019 Marketing Objectives
 - Increase Ridership
 - As of August, we're at 71% towards annual goal of 1.5 million riders.
 - October 14th Schedule update goes into effect due to feedback received at the Longwood Station. Adding 5 minutes to the first five trains in the evening giving Longwood cushion to clear traffic, intersection of trains and avoid delay of gates being down allowing an outset. This will increase passengers by 100-200 additional per day. Schedule has been put into place and given to Conduent to place into the fare collection system and should be underway on the 14th of October.
 - Rider comments received which evaluated the schedule of the P338 and the 3-hour gap between Off-Peak and PM-Peak. By shifting P338 approximately 30 minutes later, the shift would net approximately 200 more riders.
 - Increase SunCard Usage
 - SunCards up 15% from 2018
 - Promotion offered to students/employees at UCF Downtown or Valencia College Downtown campuses last month showed that students are riding an average 3 days a week. UCF student, (name not recorded) in the audience made a positive comment on his experience during this promotion period.
 - Promote Connectivity
 - Continued efforts to coordinate with LYNX and Votran
 - SunRail working closely with DT Orlando for additional mobility to encourage last mile connection.
 - Service Alerts
 - SunRail's texting service was phased out 10/02/2019, and replaced with the SunRail App to receive free service alerts. Including alerts via Twitter & SunRail.com
 - 12,500 app downloads to date.
 - Results in cost savings when considering the \$3000 it took to send text messages to riders previously.
- Hurricane Dorian
 - Anticipating the storm, SunRail proceeded to disassemble gates and signals two days prior to landfall.
 - Promptly restoring service when determined safe to do so. This included inspection of tracks, removing debris and making any necessary repairs; installing gates and testing of the signals.
- Operational Performance
 - Boardings by Station is provided for the fiscal year July 2019 through August 2019
 - Meadow Woods being the 3rd busiest with all parking to capacity
 - Average Daily Ridership is provided for July-August
 - July average was approximately 6,294 averaged daily with an increase attributable to the Southern Expansion
 - Onboard Statistics
 - Average Daily ADA Boarding's is approximately 22 per day also Average Daily Bicycle Boarding's is approximately 220 per day
 - Boardings & Alightings by AM, PM, and Off Peak is provided July 1, 2019 through August 31, 2019
 - The AM-Peak, 5:00 - 10:00 am is strongest at Church Street and LYNX
 - Strongest alightings are in the downtown core.
 - The PM-Peak, 2:00 pm - 5:30 pm is the reverse

- The Off-Peak, 10:00 am - 3:00/5:30 pm – 9:55 pm and is strongest at Winter Park the destination station.
- On-Time Performance
 - The average from inception through August 2019 - 98.8%. The month August had 11 trains late; but contractually maintain 99.6%
- Customer Service Stats
 - Total calls - 5,341; average: 120/day
 - Large number of callers being new riders and inquiries on Fare Collection
 - Less than 1% complaints

LYNX Bus Connectivity:

Presenter: Tomika Monterville

- Passenger Counts
 - August remain pretty much the same with a few stations such as Sanford, Winter Park, Advent Health showing uptick. This may be due to summer vacation and an issue with auto passenger counters.
 - Authorized the installation of automatic counters into the entire bus fleet within the next few months.
 - Sand Lake showing a difference due to Southern Expansion and riders having more accessibility options.

Votran Bus Connectivity:

Presenter: Frank Alvarez

- Ridership Report reflecting average daily ridership at the DeBary Station for the month of July and August.
 - July - operated 22 days; average 57 passengers
 - August - operated 22 days; average 69 passengers. This increase is due to school being back in session.
 - Annual daily ridership 72, right on target from previous year.

Committee Comments:

- *Mr. Grzesik recommended FDOT consider adding three cars to ensure safety with standing room only on morning and evening trains. Ask to look at 307 and 309 morning cars and 330 and 328 in the evening are the worse.*
 - *Mike Carman explained each day 16 total cars are used for normal service, plus a spare set. Other cars may be at Amtrak for service so we usually don't have enough equipment to run 3 car sets on a regular basis.*
- *Mr. Grzesik noted love bugs inside the 303 train early in the morning and asked for FDOT to consider the cleanliness of the trains.*
- *Ms. Liz Sturgeon noted the fact that SunRail is in its 6th year running and the cars need a refresh in paint and general cleanliness. LYNX station is a mess and is not secure. Validator in DeBary needs to move; placing a validator to make it more accessible for riders to pay quicker makes more sense.*
 - *Mr. John Foster elaborated on cleanliness and love bugs in trains being unpleasant. He also recommended drainage solutions for the summer rains resulting in flooding at the Poinciana Station. Deep water makes exiting a challenge for the riders.*

Next meeting is scheduled for January 2, 2020 at 5:00 p.m. at LYNX Central Station

Meeting adjourned at 6:05 P.M.



CUSTOMER ADVISORY COMMITTEE

January 9, 2020

PLEDGE OF ALLEGIANCE

(Please stand)

I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all.



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





ACTION ITEMS

A. Adopt Meeting Minutes: 10/3/19

PUBLIC COMMENTS



CHAIR'S REPORT

Mr. James Grzesik



AGENDA

1. CFCRC Meeting 10/31 Summary
2. Max Fare User Impact
3. Rush Hour Trains too Crowded



CFCRC Meeting 10/31/19

- Mobility Week (11/1/2019) - Mayor Demings' had a positive experience.
- FDOT \$34 million fund status for expansion of SunRail from Debary to Deland
 - Fund allocation is on hold. CFCRC recommends holdoff on construction of Debary to Deland and would like to reroute the \$34 million for capital needs of SunRail in the future.
 - FDOT would defer ownership of those funds to Commission and they will determine where the money could be spent.
 - Decision expected to be made at next CFCRC meeting January 30, 2020.
- SunRail Agency update:
 - Ridership:
 - September 2019: Ridership up and expect to meet 2019 goal
 - P341 will run for weekday Magic Games
 - Schedule change incorporated October 14, 2019
 - Increase SunCard usage
 - Promote Connectivity (Bus Wrap & Lime Bikes Promotions)
 - Service Alerts (incorporated in New SunRail App)
 - Let's Go For Zero Promotion
 - Fare Policy Enforcement (Max Fare Policy Started 10/24/2019)
 - Alternative Fare Collection Vendor is being considered



CROWDED RUSH HOUR TRAINS

Below Pictures Taken November 13 on P330 Train (Sand Lake to Winter Park)



CROWDED RUSH HOUR TRAINS

- Number of people standing in aisles - Passenger Cars not designed to hold this many people
- Safety Concerns:
 - Bikes not strapped in
 - Passengers holding onto ceiling and each other
 - Concern of passengers can be hurt from shifting and movement of train
- What is the status of adding additional passenger cars?



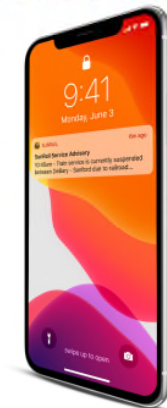
AGENCY UPDATE

Charles M. Heffinger, Jr., P.E.

2019 YEAR IN REVIEW



THE NEW SUNRAIL APP
NOW PUSHES
SERVICE ALERTS



GINGERBREAD EXPRESS

- Special event next to Winter Park station sponsored by Orlando Health
- Featured children's fun, crafts and goodies
- Attendance at event was over 1,800 guests/500 families and ridership was 8,056 for the day!



ONE CLEAN RIDE!

All passenger vehicles are going through a deep clean



GRADE CROSSING SAFETY

The Secretary's directive includes:

- Immediately begin implementing “dynamic envelopes”
- Require dynamic envelopes in future crossings
- Launch a data-driven statewide rail safety education initiative
- Partner with state and local law enforcement agencies to help enforce rail safety laws
- Continue to partner with local and private rail partners



MAX FARE

- Education campaign in October 2019
- Max Fare software implemented in November 2019
- **Results: Increase in Taps**
 - 4.2% for prepaid/stored value
 - 5.1% for passholders
 - 4.7% for daily tickets



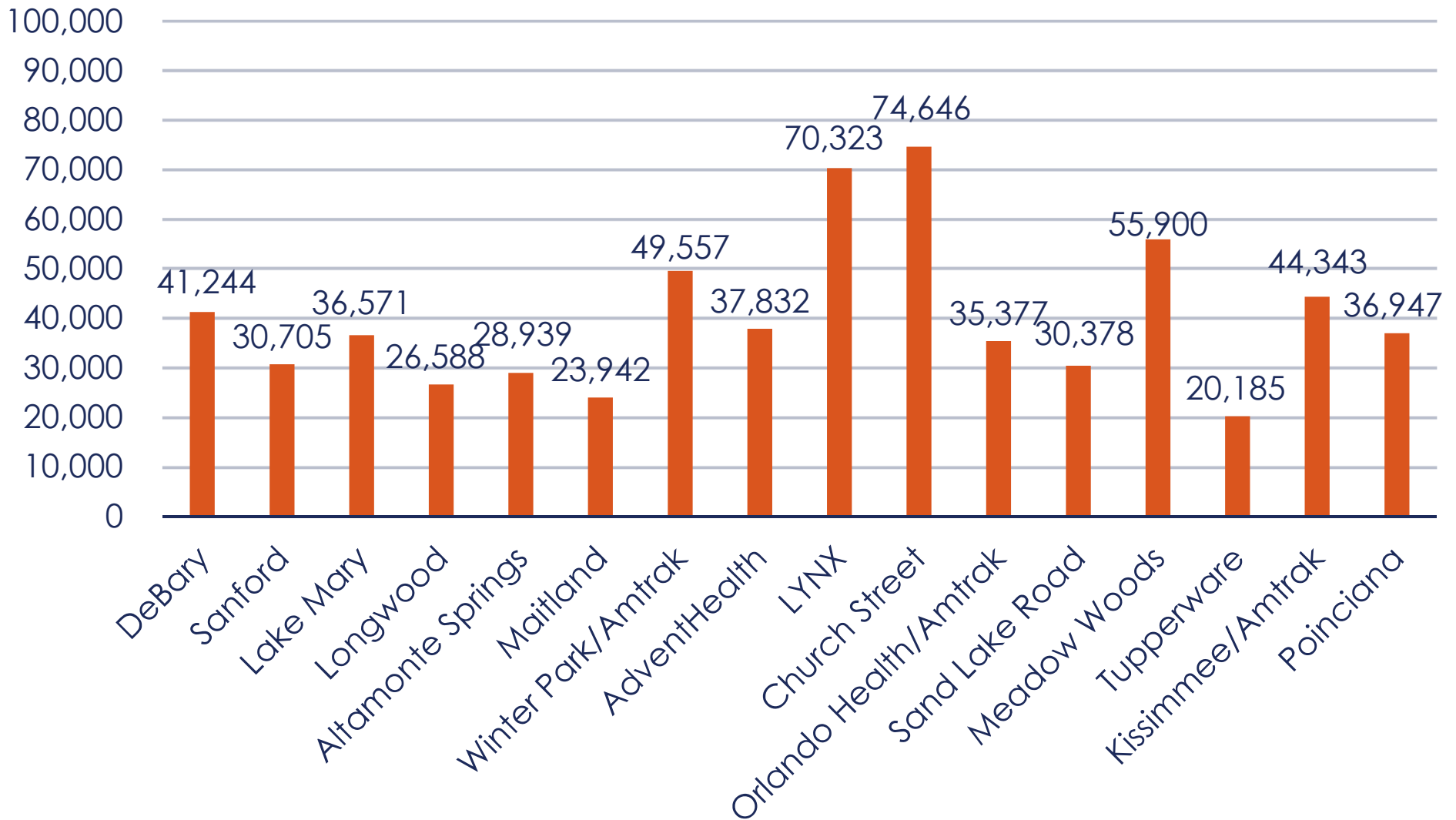
2020 MARKETING

Key Elements

- Safety Innovation
- Ridership Growth
- Technology Enhancements
- First/Last Mile Connections



BOARDINGS BY STATION



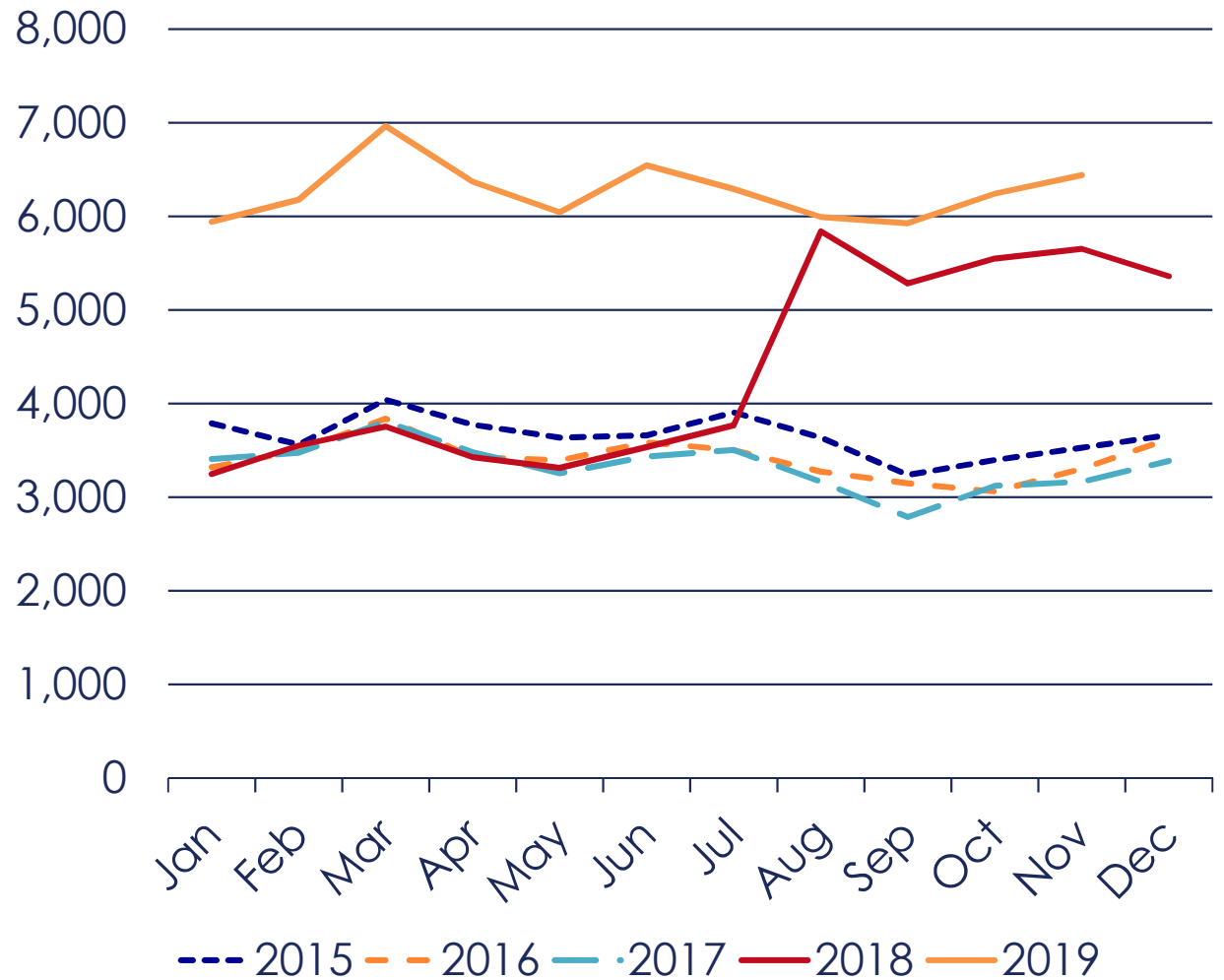
Ridership July 2019 through November 2019



AVERAGE DAILY RIDERSHIP

2019 AVERAGE DAILY RIDERSHIP BY MONTH

SEP	5,927
OCT	6,244
NOV	6,441



Hurricane Dorian interrupted service 9/3 – 9/5/19.

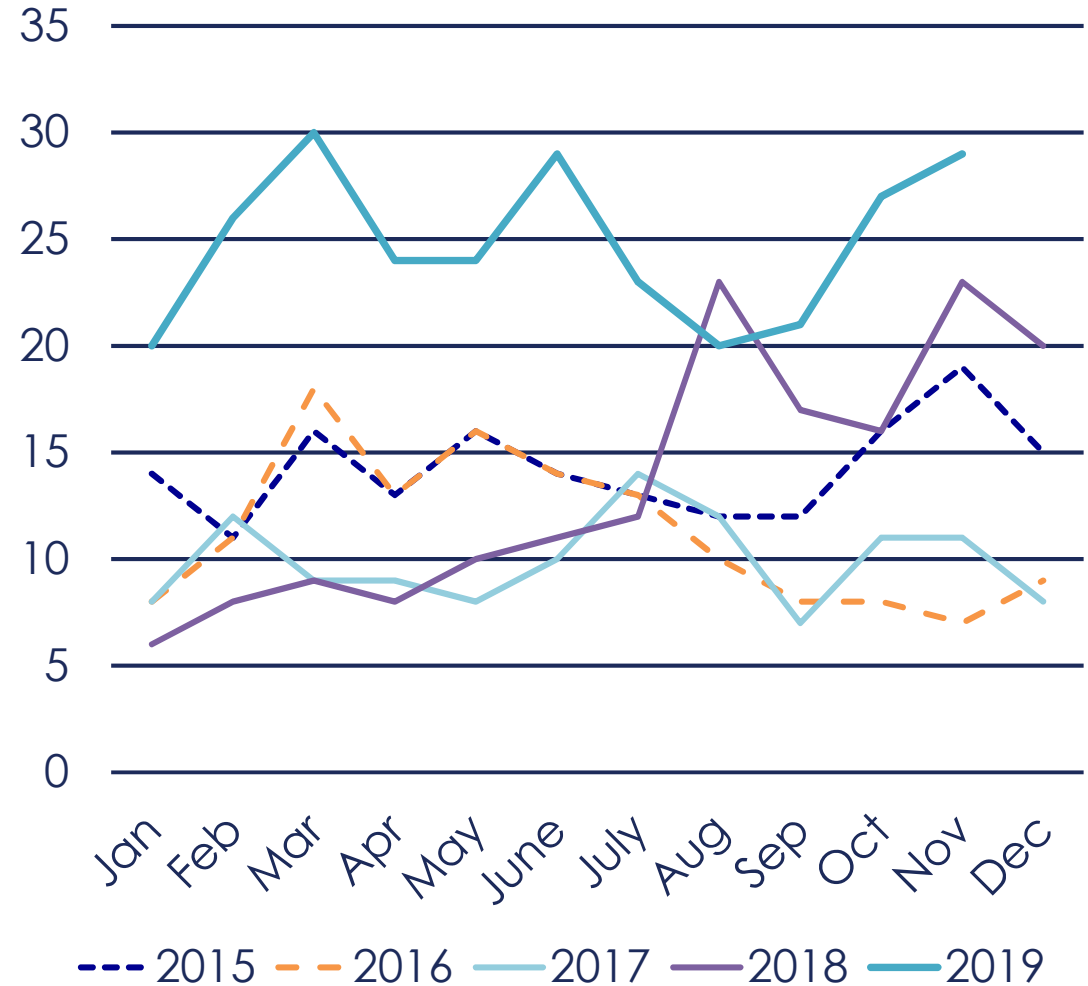


ONBOARD STATS

SEP-NOV
AVERAGE DAILY
ADA

26

RIDERS BY MONTH

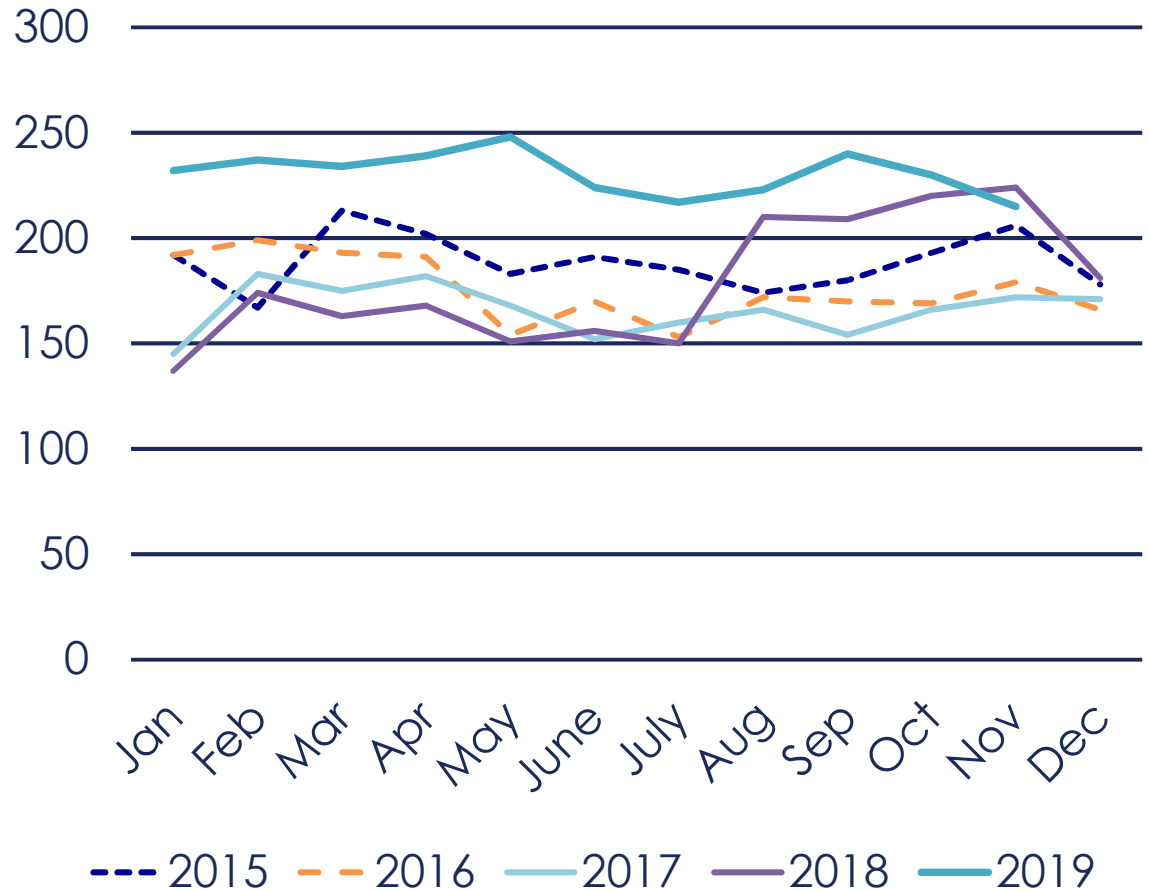


ONBOARD STATS

SEP-NOV
AVERAGE DAILY
BICYCLE

228

RIDERS BY MONTH

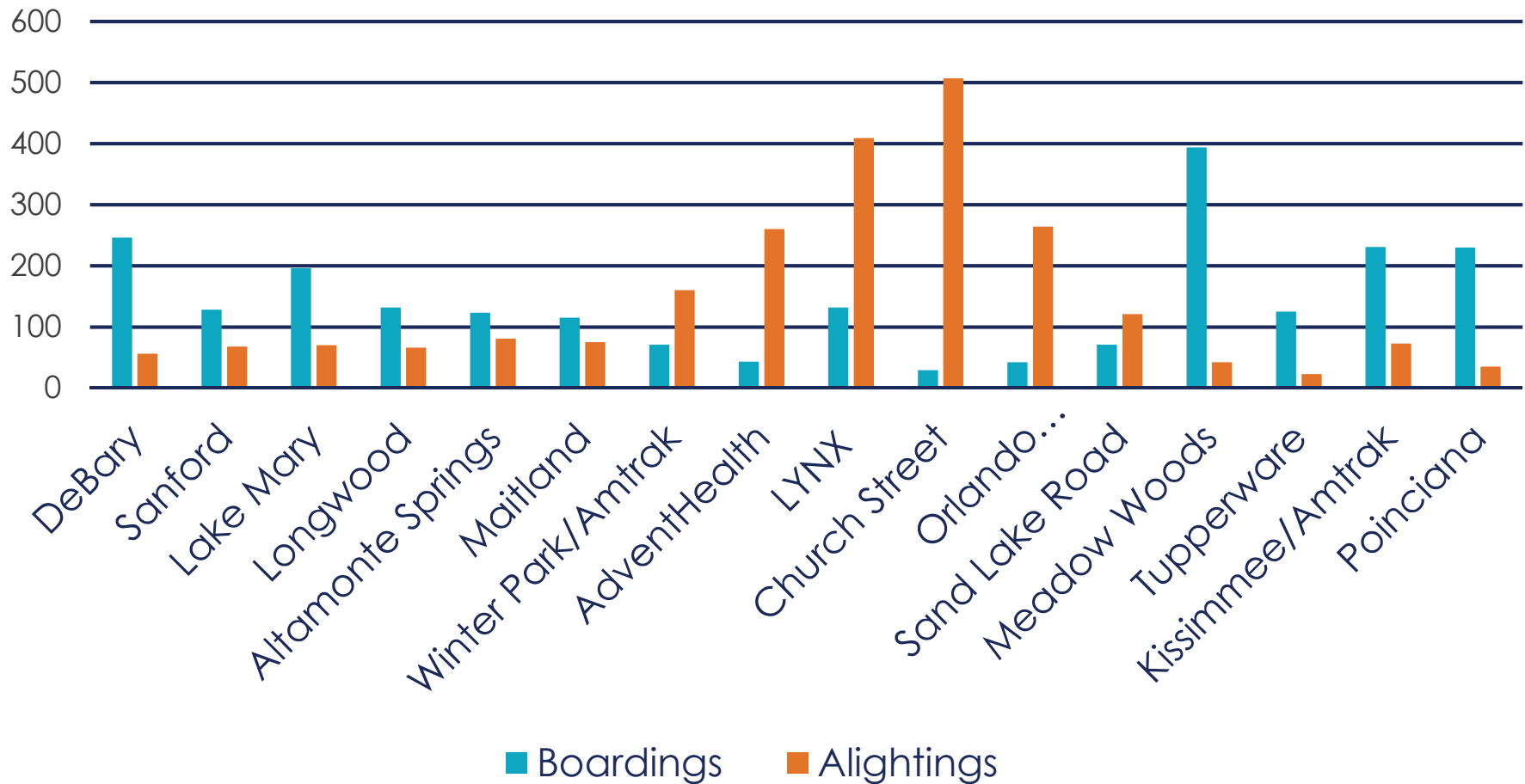


BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2019 – November 30, 2019

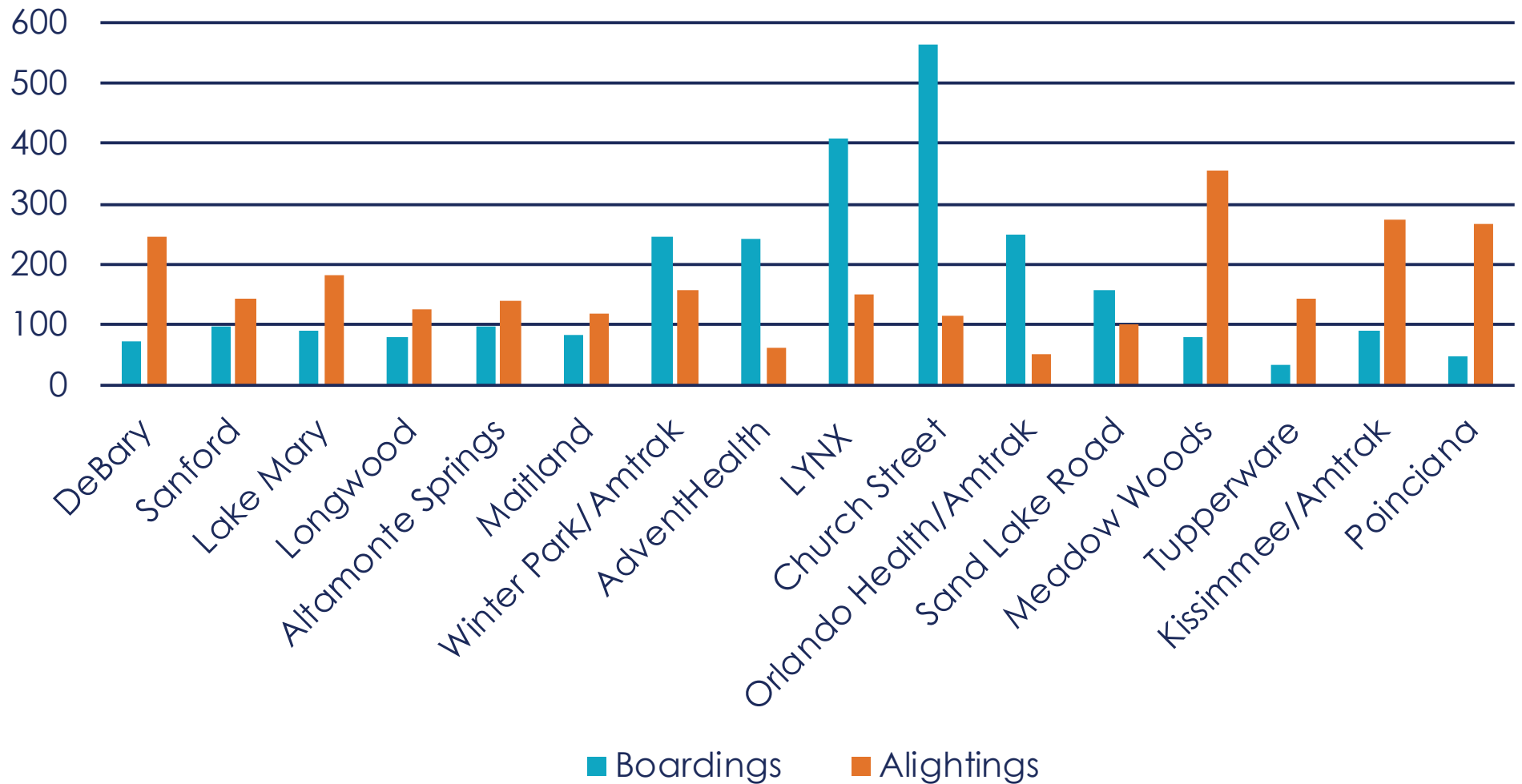


BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2019 – November 30, 2019

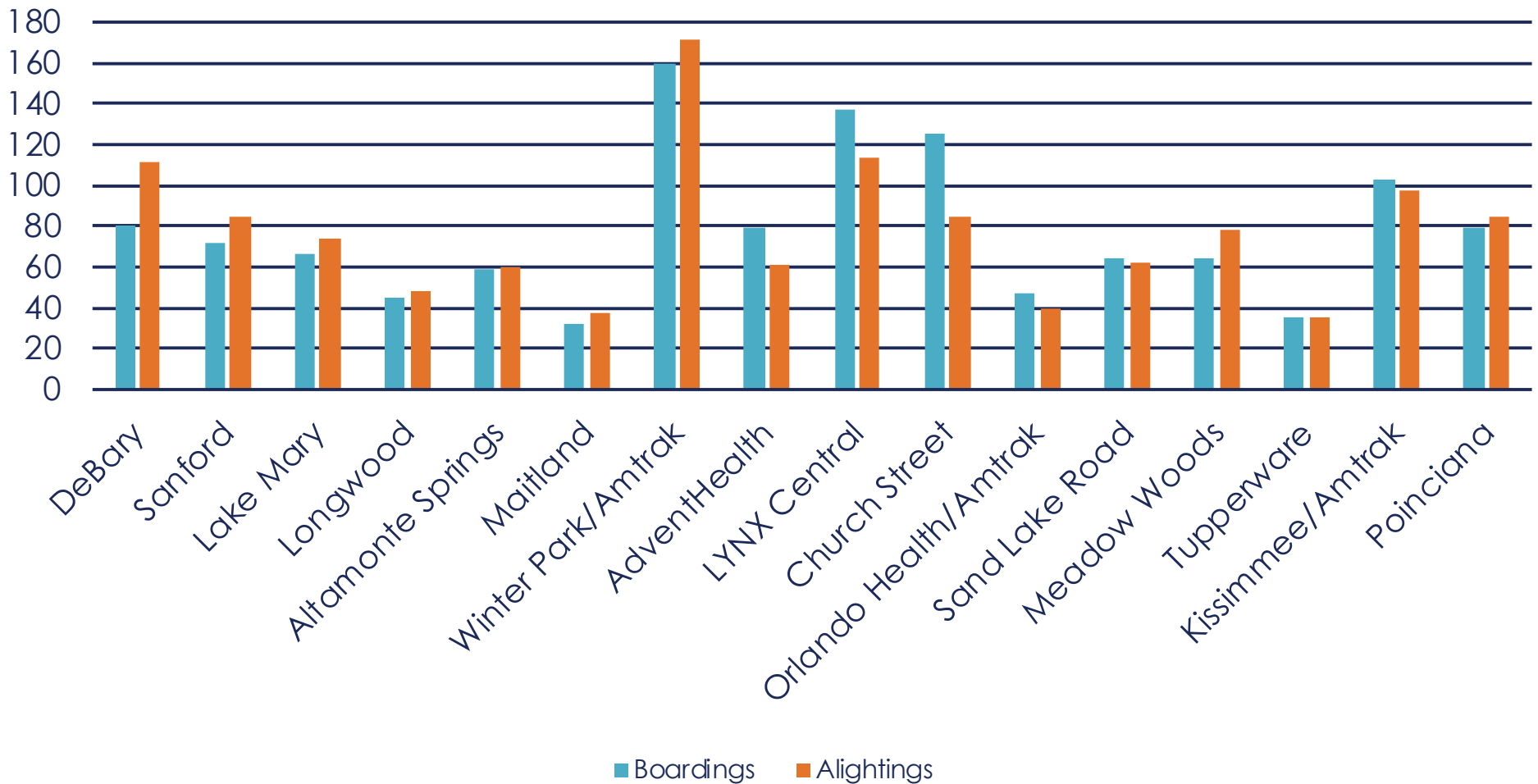


BOARDINGS & ALIGHTINGS

OFF PEAK

10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)

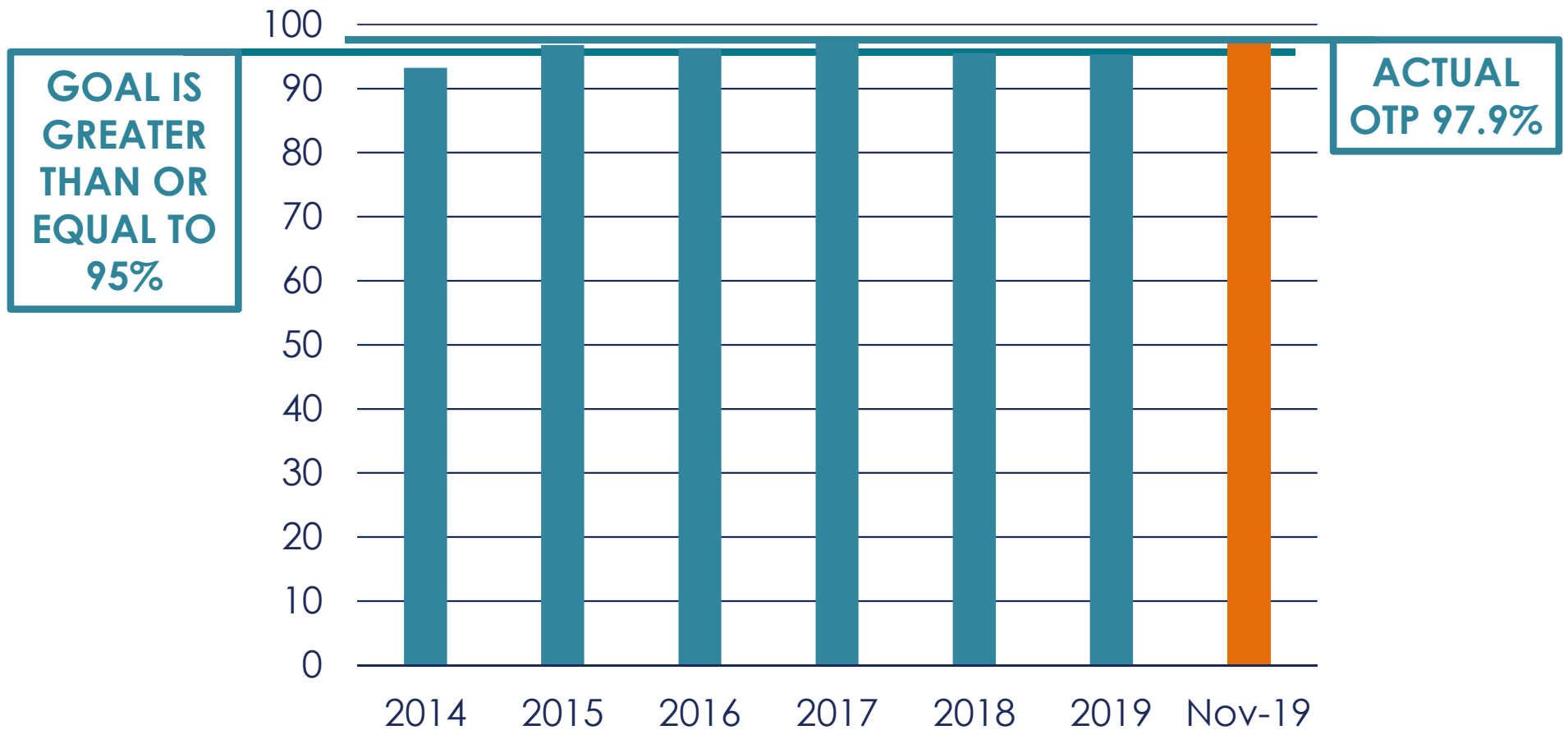
July 1, 2019 – November 30, 2019



ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month

**CONTRACTUAL
OTP 99.8%**

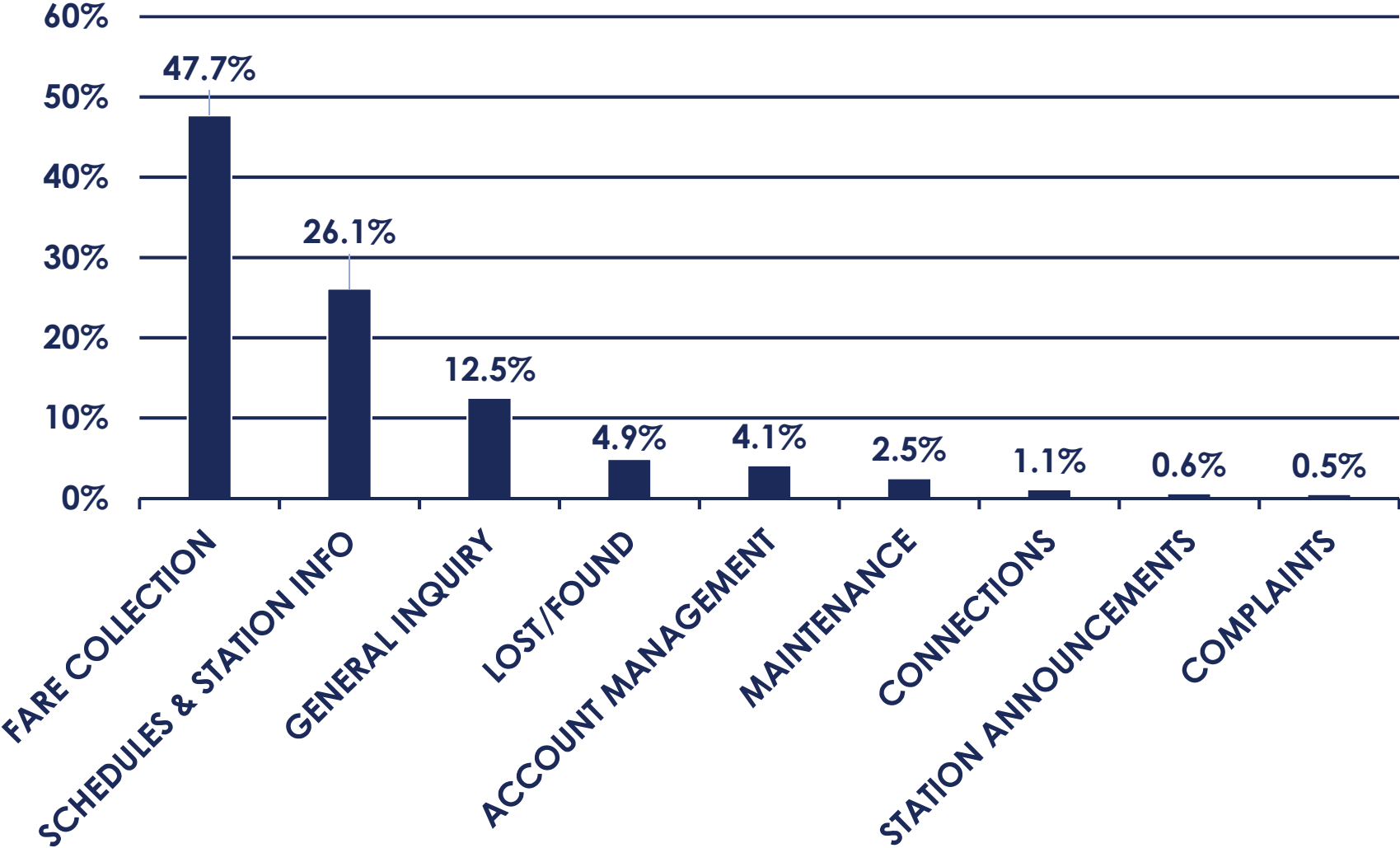


**GOAL IS
GREATER
THAN OR
EQUAL TO
95%**

**ACTUAL
OTP 97.9%**

CUSTOMER SERVICE

Total Calls July 2019 through November 2019:13,098



**LYNX Fixed-Route Average Daily Boardings & Alightings
by SunRail Station Area**

SunRail Station	Fiscal Year 2020		
	Oct	Nov	
<i>Days of Operation</i>			
Sanford	472	464	
Lake Mary	103	99	
Longwood	80	86	
Altamonte Springs	207	174	
Maitland	23	22	
Winter Park	414	417	
AdventHealth	335	220	
Lynx Central Station			
Church Street Station			
Orlando Health	14	26	
Sand Lake Road	96	95	
Meadow Woods	133	127	
Tupperware	17	N/A	
Kissimmee Intermodal			
Poinciana	1	N/A	
Total - All Stations	1,895	1,730	
Percentage change from FY18 - FY19	26%	-0.1%	

**LYNX Feeder Bus Route Analysis (Phase II
Routes)**

LINK	November		Change	% Change
	FY18	FY19		
18	29,596	29,418	-178	-1%
418	5,176	4,957	-219	-4.20%
155	853	830	-23	-2.70%
306	2,565	2,089	-476	-18.56%
604	419	294	-125	-29.80%
631	848	572	-276	-32.50%
632	259	267	8	3.10%



VOTRAN CONNECTIVITY

November 2019

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

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	19	254
Avg Daily Ridership	98	66	85	89	64	76	66	61	59	57	69	63	71

Activity at DeBary Station	Fiscal year 2020												Annual Daily Average
	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	
Days of Operation	23	20											43
Avg Daily Ridership	65	48											57

NOTES: 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.

Hurricane Dorian in 2019 interrupted Votran service 9/2-9/4, SunRail service 9/3-9/5, SunRail service was closed 9/2 for Labor Day.

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



COMMITTEE MEMBER COMMENTS





NEXT MEETING:
Thursday, April 2 at 5 PM

   **@RideSunRail | SunRail.com**

2020 UPCOMING MEETINGS

Technical Advisory (LYNX Open Space – 2nd Floor)

Wednesday January 15 2:00 pm – 3:00 pm

Commission Meeting (MetroPlan Boardroom)

Thursday January 30 10:00 am – 12:00 noon



2020 Business Development Planning

- Developed priorities and plan for all major 2020 business development activities
- Core objectives include:
 - Positioning SunRail to take advantage of expanding micro-transit (e-scooters, e-bikes, etc.) in Central Florida
 - Program to educate new Downtown Orlando residents and commuters about the benefits of SunRail
 - Continuing to develop options for special service and Saturday service funded outside of SunRail's operating budget
 - Ongoing education and outreach to employers/employees in SunRail service area: Regular email blasts, On Track bi-monthly employer newsletter and development of rider profiles and testimonials.
 - Station safety and health/cleanliness — particularly in Downtown Orlando and with coordination with City of Orlando and the Orlando Police Department.
 - Developing partnerships for loyalty rewards program
 - Continued partnerships with all major employers / connectivity with major employment sites.

Extended Service for Special Events

- Completed development of plan and ticketing structure for special Saturday service as requested by community partners
- Continue to develop funding strategy with community partners
- Executed special late-night service in early November for approx. 1,500 group riders
- Executed special late-night service in mid November for approx. 5,000 group riders

Orlando Magic Game Night Service

- Announced the season-long 10:30PM southbound service from Church Street Station on Orlando Magic weekday game nights
- Service began on October 23

Developed Electronic Group Pass

- Group travel up 333% in 2019
- Developed electronic group pass to replace static pass beginning in January, 2020

Created and Executed the Gingerbread Express

- Partnered with Orlando Health to sponsor the Gingerbread Express — a family-oriented themed ride to an event at the Winter Park station. Children and their families were treated to crafts and games, including making cards for children and families that were spending their holidays at the Arnold Palmer Children's Hospital. Event goers were also treated with balloon-twisting artist, a SunRail gingerbread cookie and hot chocolate.
- The event promoted by social media, including a FaceBook event and through a press release
- An estimated 1,500-1,800 people rode SunRail and attended the event
- The event sponsorship was \$7,500, covering event cost and providing profit back to SunRail



UCF Downtown and Valencia College Downtown Campus

- Continued to expand partnership-driven campaign to educate new students about SunRail and encourage ridership and convert to a SunCard after free travel period
- 4.5 out of 5-star rating from new rider pool
- Through the end of year, more than 1,000 riders from UCF, Valencia and FAMU took advantage of program

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, including an and the LYNX Intermodal station, including an update to the pole flags, through SunRail.com and social media.
- Continued discussions with the Sanford CRA re: possible new route that would connect the SunRail station to the Sanford International Airport and nearby hotels.
- Began discussions with LYFT regarding a discount promotion for SunRail riders

Additional Initiatives – Communication and Education

- Continued to produce monthly “On Track” business-focused email newsletter, which has resulted in a 20% increase in engagement and 21% increase in subscriptions since last year.
- 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.



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:

- AdventHealth 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

JANUARY 2020

2020 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 or online <http://corporate.sunrail.com/doing-business-with-sunrail/advertising/>

ON BOARD ADVERTISING: 2 POSITIONS AVAILABLE NOW

All was sold as one-year contracts.

Total Placements Available:	12
Placement Fee:	\$7,600 plus production per year

SUNRAIL.COM ONLINE & MOBILE ADVERTISING: AVAILABLE NOW

Total Placements Available:	78
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:

15,583 Facebook

17,197 Twitter

4,741 Instagram

Total Social Media Followers – 37,521

SUNRAIL APP DOWNLOADS

Over 17,000 people have downloaded the SunRail App and the number continues to climb every day.

NEW SUNRAIL MARKETING INITIATIVES

New Group Sales Technology Introduced

The SunRail Marketing team has developed a new Group Sales electronic program that will greatly reduce the labor hours required to properly execute the group ticket distribution while simplifying the process for both the riders and the onboard engineers who must verify the group sales passes. SunRail hopes this technology will allow for a significant increase in group sale bookings.

Expanded SunRail Ad Sales Plan

SunRail is aggressively pursuing new options to generate ad sales through onboard, online and on-platform initiatives. Recommendations have been presented to FDOT based on the growing demand by local and state businesses.

Gingerbread Express Holiday Event

On Friday, December 13, SunRail introduced the Gingerbread Express family event at the Winter Park SunRail Station. The event was free with a paid SunRail ticket and attendance exceeded all expectations. Overall, ridership was over 8,000 for the day representing a 14% increase over the week prior.

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 January promoting the service through the Sand Lake Road station.

SunCard Marketing Promotion Sees Big Lift

The SunRail Marketing Team made a hard push in Q4 to convert daily paper ticket users to SunCard passholders through a variety of targeting marketing initiatives. Following the 3-month campaign, SunRail saw a SunCard passholder increase of over 30%.

Planning for 2020

The Marketing team along with FDOT and SunRail senior management and Bombardier established priorities and objectives for the 2020 calendar year. A 2020 Marketing Plan was developed and submitted for FDOT approval to continue to grow ridership and develop new connectivity partnerships.



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 safety messages per week reaching more than 39,000 followers.

Specific highlights:

- Completed Mobile Safety Studio initiative (grant awarded by Operation Lifesaver and FTA).
- Mobile Group Ride Process experiencing improvements to encourage additional ridership and safety information.

Summary of safety presentations and tabling events within the community and onboard between 9/25/19 and 12/31/2019:

DATE	GROUP OR EVENT	COUNT
Wednesday, December 18, 2019	Harvest Baptist Church Academy	15
Friday, December 6, 2019	MSS: Winter on the Ave Winter Park	45
Wednesday, November 27, 2019	MSS: Park Ave Winter Park	100+
Tuesday, November 26, 2019	MSS: Ace Café UCF Night	50+
Monday, November 25, 2019	MSS: Amway Arena (Arianna Grande)	80+
Friday, November 22, 2019	Reading Edge Academy	60
Thursday, November 21, 2019	Northland Church	18
Wednesday, November 20, 2019	MSS: Park Ave Winter Park	80+
Friday, November 15, 2019	MSS: Heritage Middle School	400+
Thursday, November 14, 2019	Reading Edge Academy	34
Friday, November 8, 2019	Enterprise Elementary School	30
Friday, October 18, 2019	City of Orlando Transportation Fair	50
Wednesday, October 17, 2019	Magnolia School	78
Friday, October 11, 2019	Enterprise Elementary School	30
Tuesday, October 1, 2019	Maitland National Night Out	500+

Summary of organizations contacted for SunRail’s Safety Watch Program & Escape Lane Outreach during December 2019:

BUSINESS	ADDRESS
Zanzibar Coffee House	315 N Ronald Reagan Blvd, Longwood, FL 32750
Connolly's Irish Pub	323 N Ronald Reagan Blvd, Longwood, FL 32750
Pete's Eats	117 E Church Ave, Longwood, FL 32750
Longwood Events & Rentals	355 N Ronald Reagan Blvd, Longwood, FL 32750
Lewis Janitorial Supply	245 N Ronald Reagan Blvd, Longwood, FL 32750
Jersey Styles Orlando LLC	103 E Church Ave, Longwood, FL 32750
Mockingbird Apothecary & General Store	103 E Church Ave, Longwood, FL 32750
A Branch of Leaves and Roots	460 N Ronald Reagan Blvd Ste. 106, Longwood, FL 32750
Seminole County Bar Association Legal Aid Society	101 W Palmetto Ave, Longwood, FL 32750
Emotions Dance Studio	111 N Longwood St #201, Longwood, FL 32750
Gamerom Concepts Warehouse	111 N Longwood St # 125, Longwood, FL 32750
A Message of Hope	128 E Bay Ave, Longwood, FL 32750
Bradlee-Mc Intyre House	130 W Warren Ave, Longwood, FL 32750



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JANUARY 2020

Longwood Community Building	200 W Warren Ave, Longwood, FL 32750
Davey's Toys	4134, 216 W Warren Ave, Longwood, FL 32750
Longwood City Hall	175 W Warren Ave, Longwood, FL 32750
The Craft Shack	218 W Church Ave, Longwood, FL 32750
Judy's Dolls	280 W Warren Ave, Longwood, FL 32750
Xperient Professional Printing	250 W Church Ave Suite 100, Longwood, FL 32750
Longwood Fire Department	301 W Warren Ave, Longwood, FL 32750
Vendor's Choice	460 N Ronald Reagan Blvd # 130, Longwood, FL 32750
Tiffany Quilting & Drapery	206 E Palmetto Ave, Longwood, FL 32750
Weston Park	101 Myrtle St, Longwood, FL 32750
Sparky Distribution	210 E Palmetto Ave, Longwood, FL 32750
TLM Motorsports	4247, 260 E Palmetto Ave, Longwood, FL 32750
Trusun Media Inc.-TSM Studio	240 E Palmetto Ave #100, Longwood, FL 32750
Precision Automotive	268 E Palmetto Ave, Longwood, FL 32750
Heritage Village Commons	357 Orange Ave, Longwood, FL 32750
SDJ Distribution	251 E Palmetto Ave, Longwood, FL 32750
Executive Auto Sales	225 E Palmetto Ave, Longwood, FL 32750
Frank Motorworks	232 Orange Ave, Longwood, FL 32750
Cortes Towing	245 Orange Ave, Longwood, FL 32750
Salon Zion	225 N Ronald Reagan Blvd suite 102, Longwood, FL 32750
Walgreens	115 E State Rd 434, Longwood, FL 32750
Sonic Drive-In	155 E State Rd 434, Longwood, FL 32750
CVS	130 E State Rd 434, Longwood, FL 32750
Wawa	162 FL-434, Longwood, FL 32750
Direct Auto & Life Insurance	180 FL-434, Longwood, FL 32750
Metro Motor Sales	190 E State Rd 434, Longwood, FL 32750
Ralph Laera: Allstate Insurance	410 Myrtle St Unit 102, Longwood, FL 32750
Happy Go Lucky Pet Salon	130 E Evergreen Ave # 116, Longwood, FL 32750
Shiraz Market	185 S Ronald Reagan Blvd, Longwood, FL 32750
Longwood Discount Beverage	185 S Ronald Reagan Blvd, Longwood, FL 32750
Euro Balkan Grocery and Deli	179-225 E Maine Ave, Longwood, FL 32750
Fresh-N-Healthy	255 S Ronald Reagan Blvd, Longwood, FL 32750
Little Oasis	Orlando, 295 S Ronald Reagan Blvd, Longwood, FL 32750
Granite Perfection, LLC	140 E Lake Ave, Longwood, FL 32750
Masellis Treasure Chest	327 S Ronald Reagan Blvd, Longwood, FL 32750
Seranades at Longwood	425 S Ronald Reagan Blvd, Longwood, FL 32750
Pinnacle Bank	485 S Ronald Reagan Blvd, Longwood, FL 32750
Precision Laboratories Inc	165 E Wildmere Ave, Longwood, FL 32750
Blossom In the Word Ministries	525 S Ronald Reagan Blvd # 127, Longwood, FL 32750
Elite Automotive Repair	560 S Ronald Reagan Blvd, Longwood, FL 32750
Papa Bees	480 S Ronald Reagan Blvd, Longwood, FL 32750
Wako Taco	480 S Ronald Reagan Blvd, Longwood, FL 32750
Hourglass Brewing	480 S Ronald Reagan Blvd suite 1020, Longwood, FL 32750
Shivam Distributers	108 Commerce St, Longwood, FL 32750
Flooring HQ Showroom	440 S Ronald Reagan Blvd, Longwood, FL 32750
Peachstate Hobby Distribution	390 S Ronald Reagan Blvd, Longwood, FL 32750
NuView IRA	280 S Ronald Reagan Blvd Suite 200, Longwood, FL 32750
Trilax Group Inc	250 S Ronald Reagan Blvd # 106, Longwood, FL 32750



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JANUARY 2020

Florida Young Artist's Orchestra
All American Mortgage
German Car Services
Elite Krav Maga
GRP Studios
Perfect Pear Home Pros
Blue Horizons Pools & Spas Inc
MJ Frias Cigar Co.
Thai Delight
Island Sizzle Caribbean Restaurant
Taps & Caps Lounge
Fishy Business Aquarium
Southeastern Protection Services
Ace Hardware of Longwood
AJ's Press
Papa John's Pizza
Fantastic Sams Cut & Color
Holiday Ice Inc

254 S Ronald Reagan Blvd # 120, Longwood, FL 32750
254 S Ronald Reagan Blvd # 228, Longwood, FL 32750
155 W Maine Ave, Longwood, FL 32750
189 W Maine Ave, Longwood, FL 32750
165 W Maine Ave, Longwood, FL 32750
620 W Evergreen Ct, Longwood, FL 32750
616 W Evergreen Ave, Longwood, FL 32750
1111 N Ronald Reagan Blvd Unit 101, Longwood, FL 32750
190 S Ronald Reagan Blvd, Longwood, FL 32750
5245, 190 S Ronald Reagan Blvd #124, Longwood, FL 32750
190 S Ronald Reagan Blvd, Longwood, FL 32750
140 S Ronald Reagan Blvd, Longwood, FL 32750
160 W Evergreen Ave # 180, Longwood, FL 32750
170 W State Rd 434, Longwood, FL 32750
182 W State Rd 434 #1008, Longwood, FL 32750
182 W FL-434 Suite 1012, Longwood, FL 32750
182 W State Rd 434 #1004, Longwood, FL 32750
204 Short Ave, Longwood, FL 32750