



CENTRAL FLORIDA COMMUTER RAIL COMMISSION

January 30, 2020



Central Florida Commuter Rail Commission

Date: January 30, 2020
Time: 10:00 a.m.
Location: MetroPlan Orlando
250 S. Orange Avenue, Suite 200
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
- II. Confirmation of Quorum**
- III. Approvals**
 - A. August 29, 2019 CFCRC Board Meeting Minutes
 - B. October 31, 2019 CFCRC Board Meeting Minutes
- IV. Announcements/ Recognition**
 - A. Commission Chairman Representative –Transportation Director, Billy Hattaway
 - B. Introduction: SunRail Interim Chief Executive Officer – FDOT District 5 Secretary, Jared Perdue, P.E.
- V. Public Comments**

Citizens who would like to speak under public comments shall submit a request form to SunRail Administrative Assistant, Nadia Hernandez prior to meeting. Speaker Request Cards are available at the door. Each speaker is limited to three minutes.
- VI. Reports**
 - A. SunRail Customer Advisory Committee (CAC) Update – James Grzesik, Chair
 - B. SunRail Technical Advisory Committee (TAC) Update – Tawny Olore, Chair
 - C. Agency Update –SunRail Chief Operating Officer – Charles M. Heffinger Jr., P.E.
 - D. Connectivity
 - i. LYNX Update –Tomika Monterville
 - ii. Votran Update –Frank Alvarez



Central Florida Commuter Rail Commission

VII. Action Items

- A. CFCRC Letter to Secretary Thibault – Re: SunRail Phase II North

VIII. Election of Officers

IX. Other Business

- A. Next Meeting – April 30, 2020 10:00 a.m. MetroPlan Orlando

X. 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 Mr. Roger Masten, FDOT/SunRail Title VI Coordinator, 801 SunRail Drive, 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.

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



SunRail.com



APPROVALS

A. Adopt Meeting Minutes: 8/29/19

B. Adopt Meeting Minutes: 10/31/19

PUBLIC COMMENTS



REPORTS

- A. CUSTOMER ADVISORY COMMITTEE – Mr. James Grzesik, Chair
- B. TECHNICAL ADVISORY COMMITTEE – Ms. Tawny Olore, Chair
- C. AGENCY UPDATE – Charles M. Heffinger, Jr., P.E.
- D. BUS CONNECTIVITY
 - LYNX UPDATE – Tomika Monterville
 - VOTRAN UPDATE – Frank Alvarez



AGENCY UPDATE

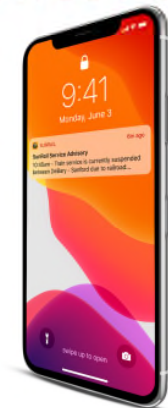
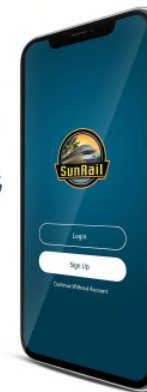
Charles M. Heffinger, Jr., P.E.

2019 YEAR IN REVIEW



THE NEW SUNRAIL APP
NOW PUSHES
SERVICE ALERTS

INTRODUCING
THE NEW SUNRAIL APP



App Store is a service mark of Apple Inc., registered in the U.S. and other countries. Google Play and the Google Play logo are trademarks of Google LLC.

FDOT MOBILITY WEEK

- Oct 25 – Nov 1, 2019
- Promoted use of safe multimodal transportation and new ridership
- Train the Trainer
- Customer Appreciation Day

WE LOVE OUR RIDERS!



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



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



GRADE CROSSING SAFETY

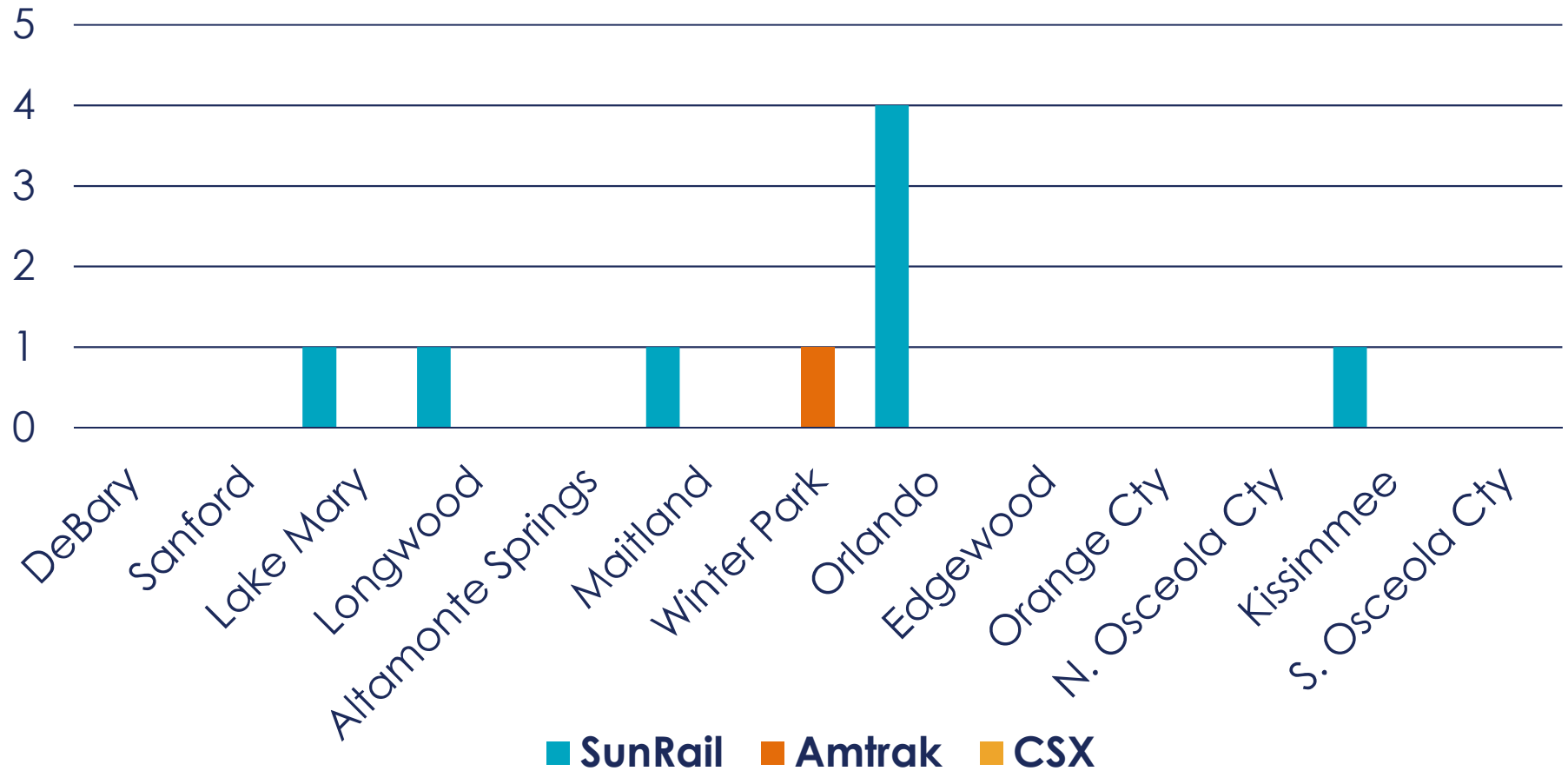
The Secretary's directive:

- 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



GRADE CROSSINGS

Grade Crossing Incidents by City/County September - December 2019



FY19/20 OPERATING BUDGET UPDATE

OPERATING REVENUE	ANNUAL BUDGET	YEAR TO DATE DECEMBER 31, 2019	
		BUDGET	ACTUAL
Farebox revenue	\$3,366,644	\$1,683,322	\$1,715,518
CSX usage fees	\$3,293,401	\$1,646,701	\$1,236,505
Amtrak usage fees	\$1,028,530	\$514,265	\$605,954
FCEN usage fees	\$25,568	\$12,784	\$12,918
Right-of-way lease revenue	\$120,066	\$60,033	\$55,834
Ancillary revenue	\$336,986	\$168,493	\$622,123
<i>Subtotal - System revenue</i>	<i>\$8,171,195</i>	<i>\$4,085,598</i>	<i>\$4,248,852</i>
FTA §5307 - Urbanized Area Grant Funds	\$10,021,711	\$5,010,856	\$5,010,856
TOTAL OPERATING REVENUE	\$18,192,906	\$9,096,454	\$9,259,708



FY19/20 OPERATING BUDGET UPDATE

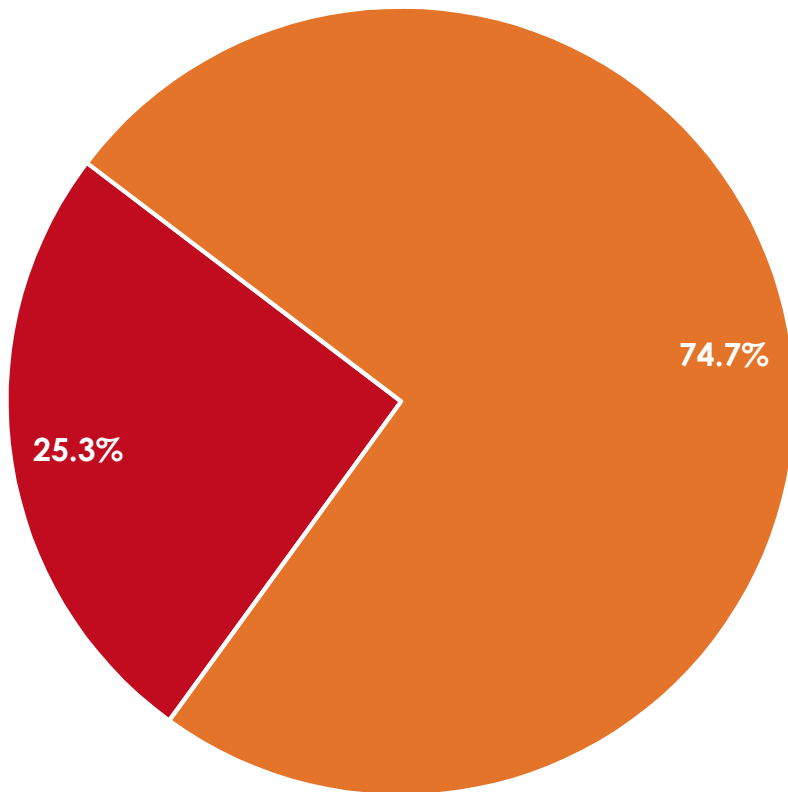
OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT	ANNUAL BUDGET	YEAR TO DATE 12/31/2019	
		BUDGET	ACTUAL
Bombardier - Operations	\$10,511,193	\$5,255,597	\$5,207,685
Bombardier - Maintenance	\$16,101,451	\$8,050,726	\$7,959,135
Bombardier - Incentive/Disincentive	\$1,330,632	\$665,316	\$653,051
Conduent - Back-of-the-House Hosting	\$933,325	\$466,663	\$302,047
Conduent - Fare Equipment Maintenance	\$2,214,588	\$1,107,294	\$853,401
Herzog - Signal Maintenance of Way	\$3,207,374	\$1,603,687	\$1,860,121
Green's Energy - Fuel	\$1,965,924	\$982,962	\$905,746
Gallagher - Insurance	\$1,900,000	\$1,900,000	\$1,982,433
Amtrak - Heavy Vehicle Maintenance	\$1,368,067	\$684,034	\$449,643
Wells Fargo - Banking Services	\$4,906	\$2,453	\$2,782
Bank of America - Merchant Services (Banking)	\$95,408	\$47,704	\$43,370
MidFlorida - Armored Car Service	\$44,280	\$22,140	\$22,020
AT&T/Verizon - Wi-Fi Service	\$34,402	\$17,201	\$16,593
Fare Media Smart Card	\$-	\$-	\$-
Limited Use Smart Card	\$424,620	\$212,310	\$-
Incomm - Card Distribution & Packaging	\$-	\$-	\$-
<i>Subtotal - System operating costs</i>	<i>\$40,136,170</i>	<i>\$21,018,087</i>	<i>\$20,258,027</i>

Feeder Bus Expenses	\$1,978,793	\$989,397	\$948,869
Capital Maintenance	\$7,188,940	\$3,594,470	\$3,222,376
Consultant Support	\$8,845,417	\$4,372,606	\$3,034,941

TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT	\$58,149,320	\$29,974,560	\$27,464,213
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CAPITAL MAINTENANCE



■ Maintenance ■ Improvements

■ Maintenance

Non-recurring corrective or preventive maintenance or in-kind replacement

■ Improvements

Extend the useful life, increase the value or add new uses



POSITIVE TRAIN CONTROL (PTC)

Implementation Status

- All SunRail PTC testing successfully completed December 2019
- CSXT/Amtrak Interoperability testing beginning February 2020
- Revenue Service Demonstration (RSD) scheduled to roll out on entire corridor in January 2020
- All SunRail trains operating with PTC enabled by the end of January 2020
- PTC Safety Plan submitted to FRA November 27 - FRA 180-day review
- FRA PTC system certification scheduled no later than December 2020



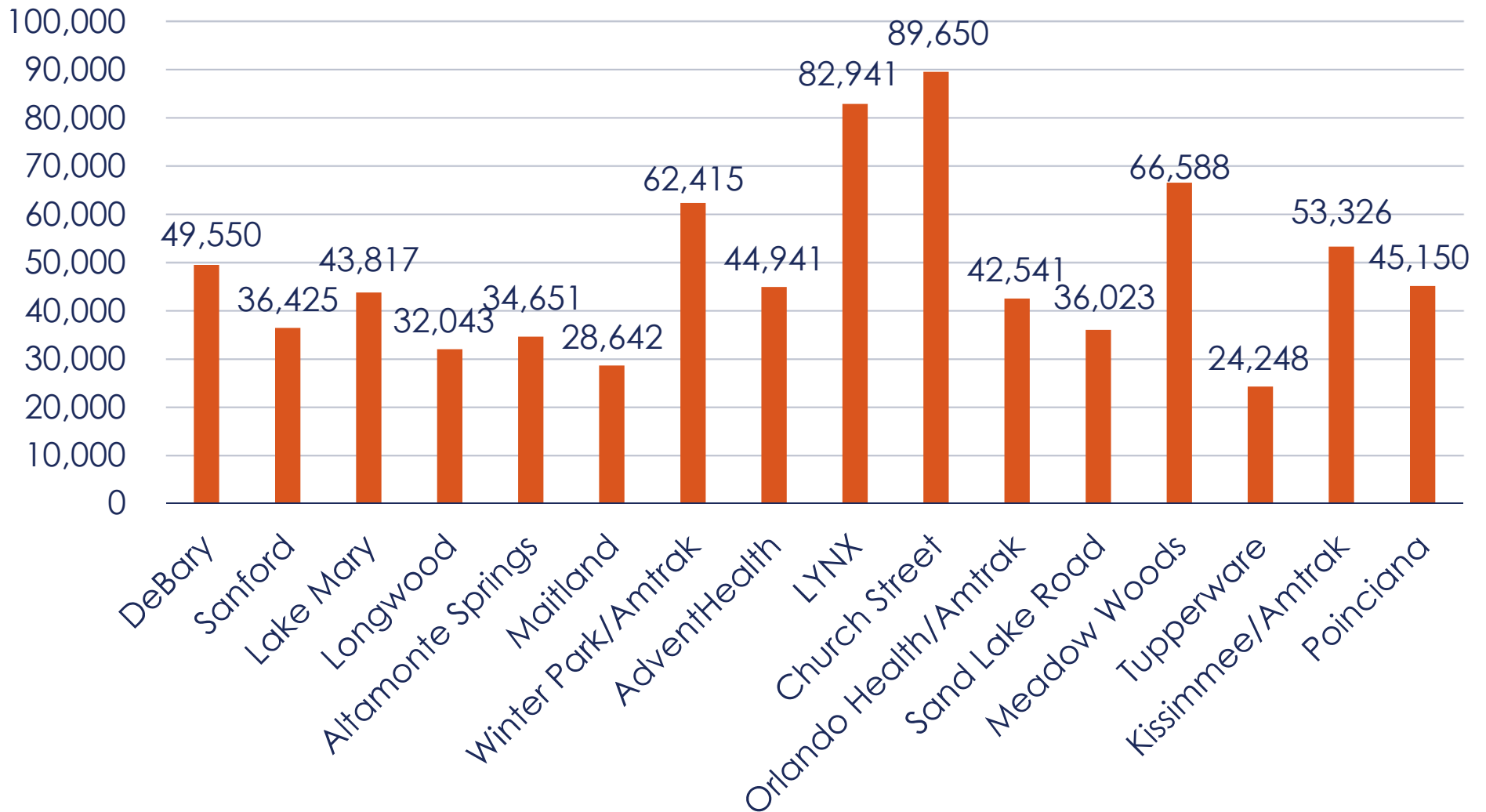
QUIET ZONES

- City of Edgewood Quiet Zones effective October 9, 2019
- Winter Park Quiet Zones now in effect
- Signal construction work complete at: Seminole County, Maitland, Orange County
- Signal construction work ongoing at City of Orlando
- Civil Upgrades Supplemental Safety Measures (SSM) pending for Donegan Avenue Kissimmee Quiet Zones
- NOE is responsibility of the local jurisdiction
- Safety education outreach is underway



OPERATIONAL PERFORMANCE

BOARDINGS BY STATION



July 2019 through December 2019

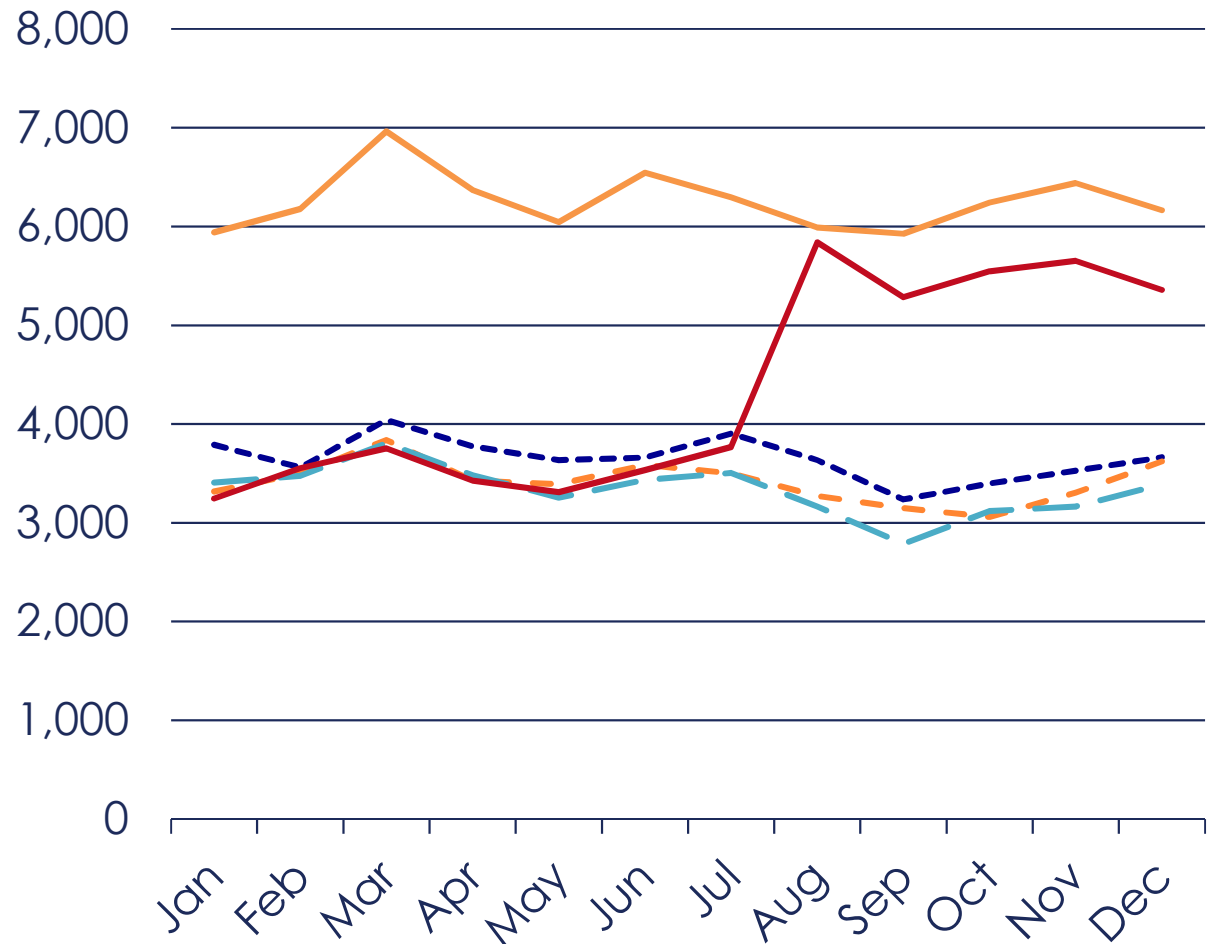


OPERATIONAL PERFORMANCE

AVERAGE DAILY RIDERSHIP

2019 AVERAGE DAILY RIDERSHIP BY MONTH

SEP	5,927
OCT	6,244
NOV	6,441
DEC	6,165



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

--- 2015 --- 2016 --- 2017 --- 2018 --- 2019

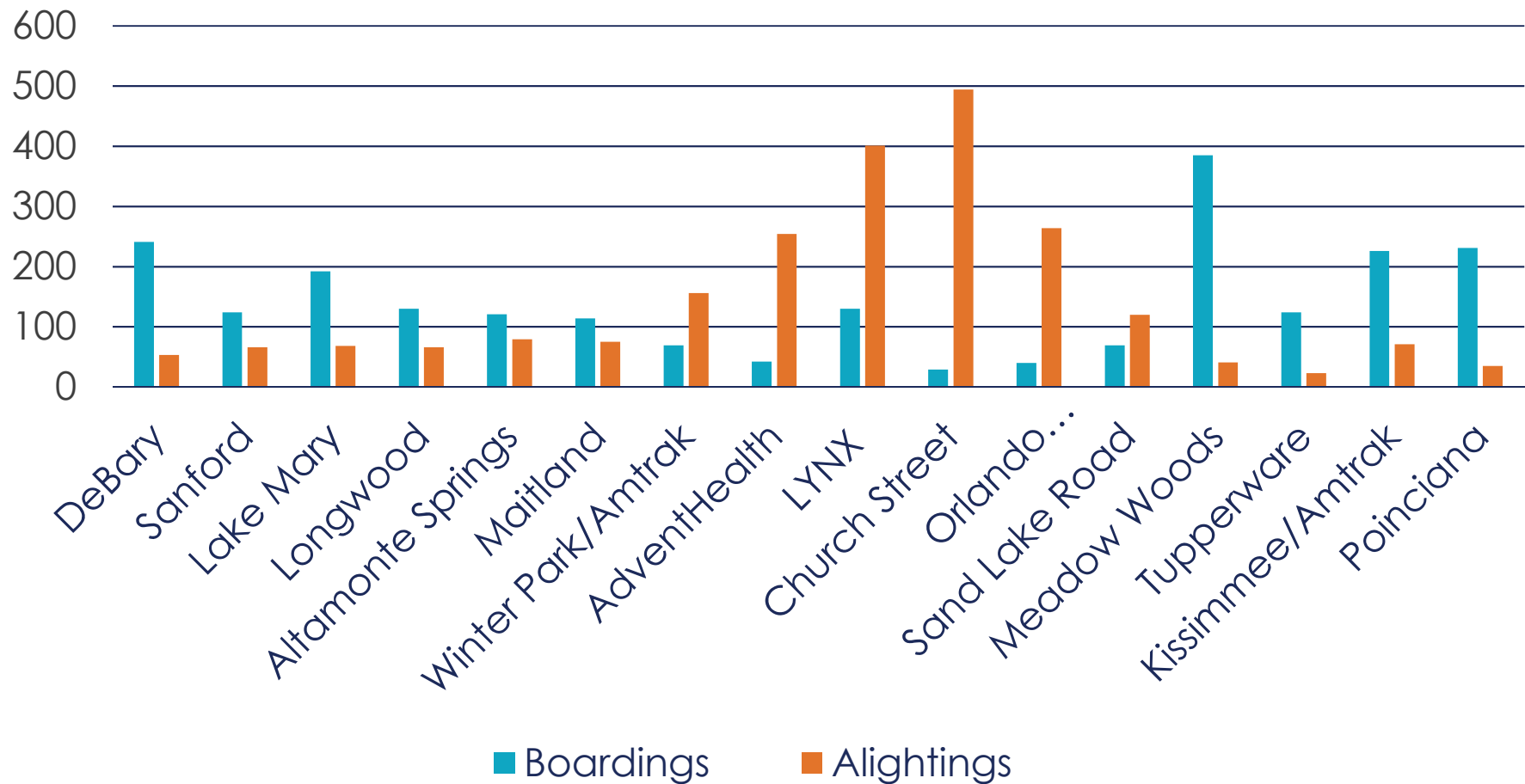


BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2019 – December 31, 2019



Boardings

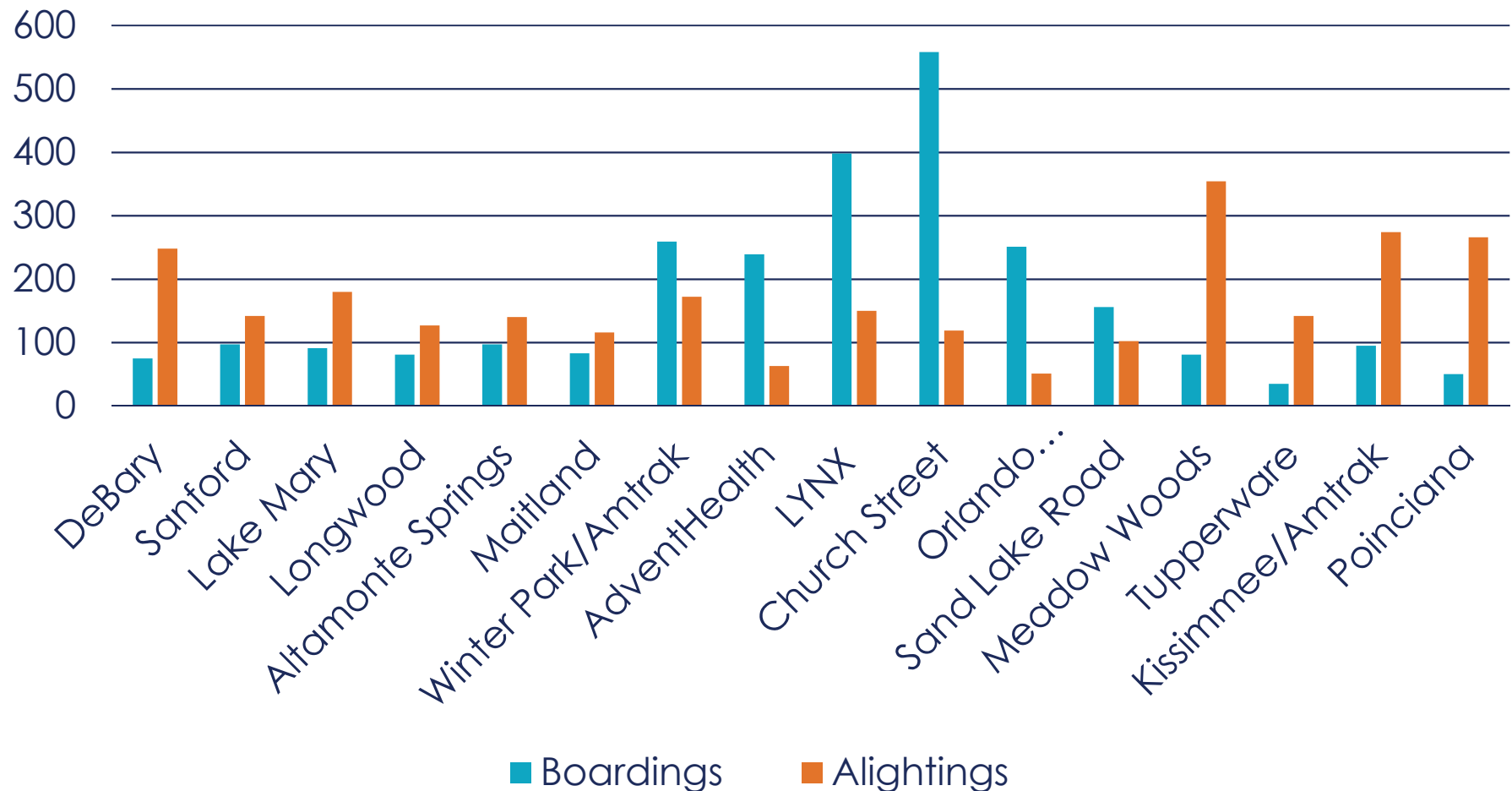
Alightings

BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2019 – December 31, 2019



Boardings

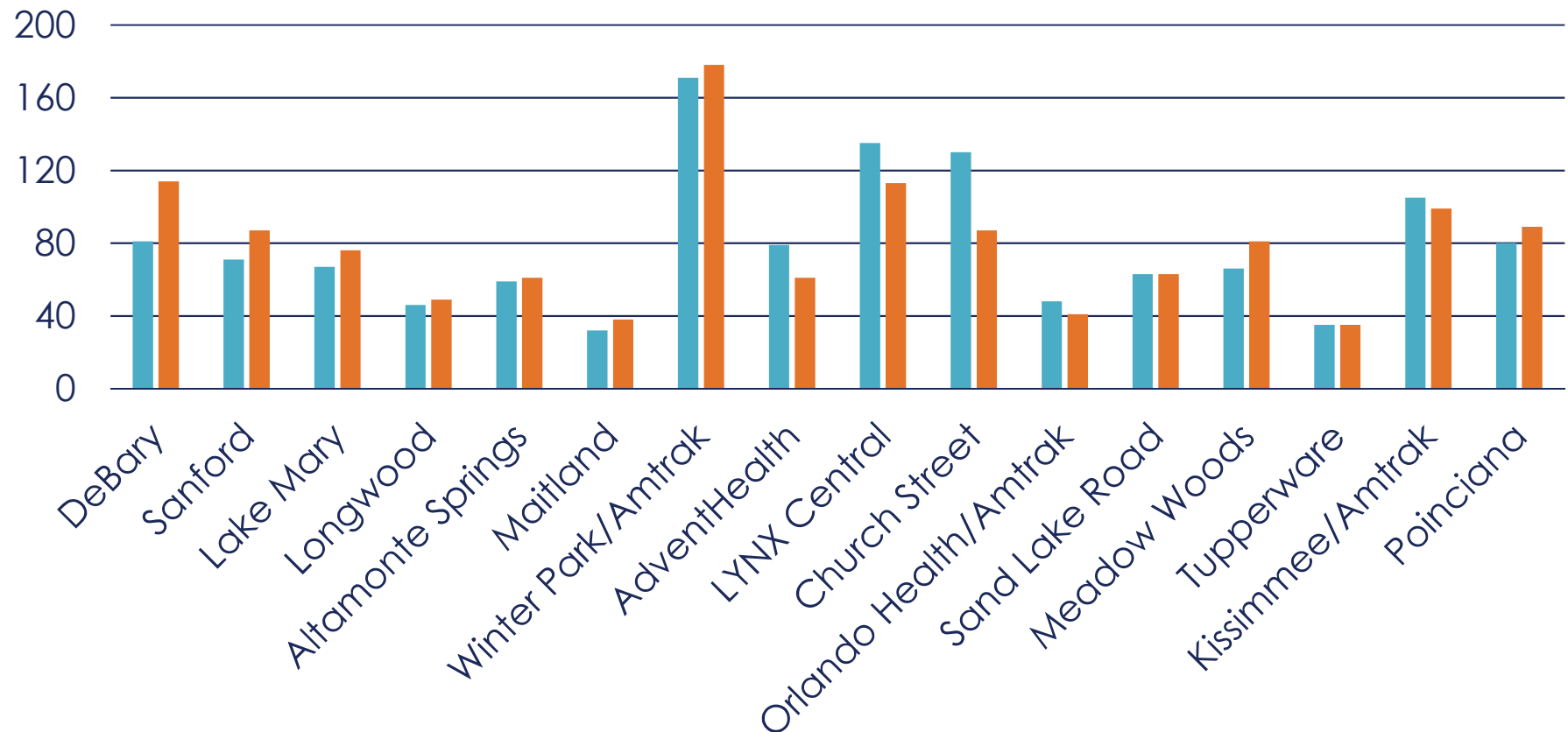
Alightings

BOARDINGS & ALIGHTINGS

OFF PEAK

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

July 1, 2019 – December 31, 2019



Boardings

Alightings



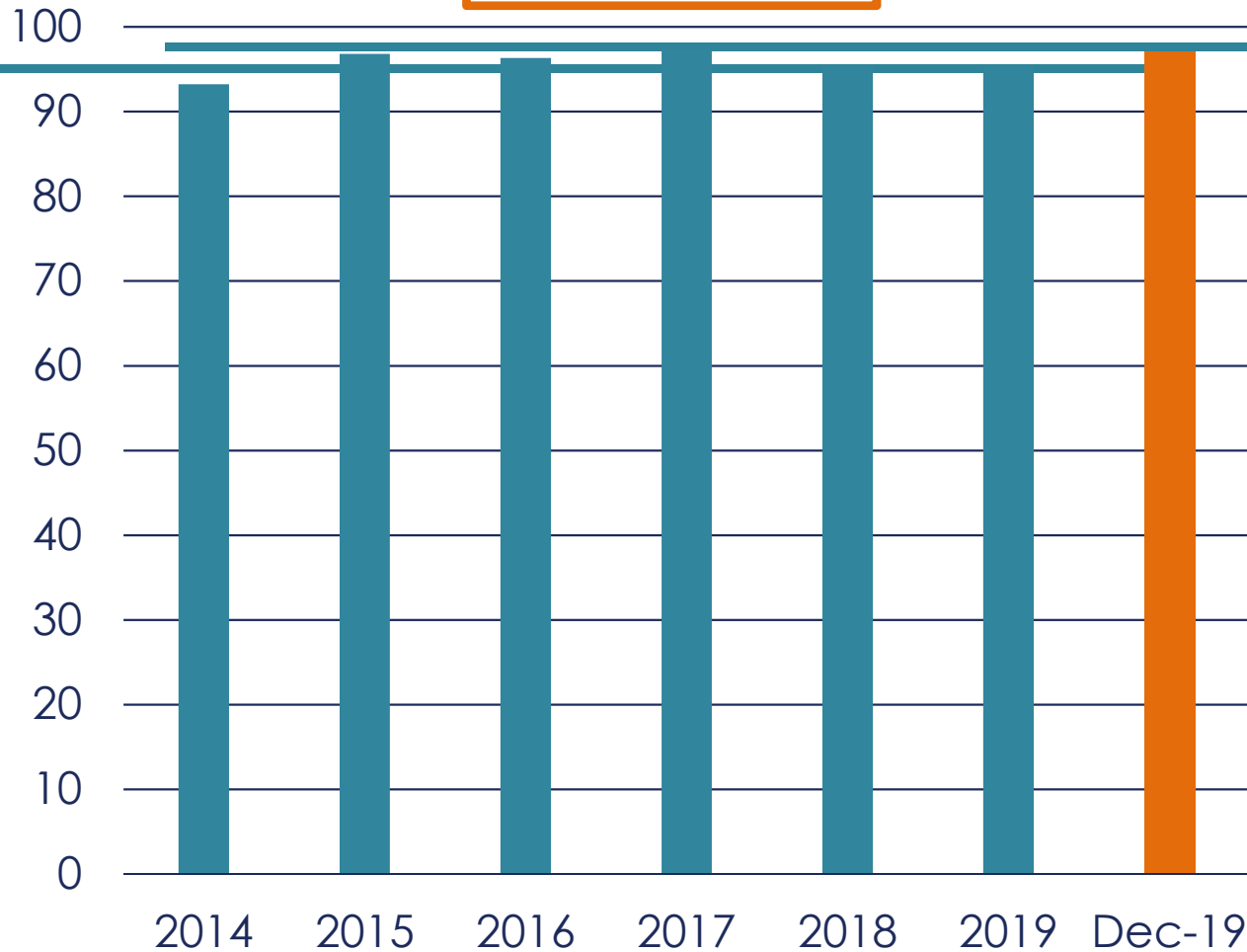
ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month

**CONTRACTUAL
OTP 98.8%**

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

**ACTUAL
OTP 97.1%**



ON-TIME PERFORMANCE AVERAGE

SEPTEMBER - DECEMBER 2019

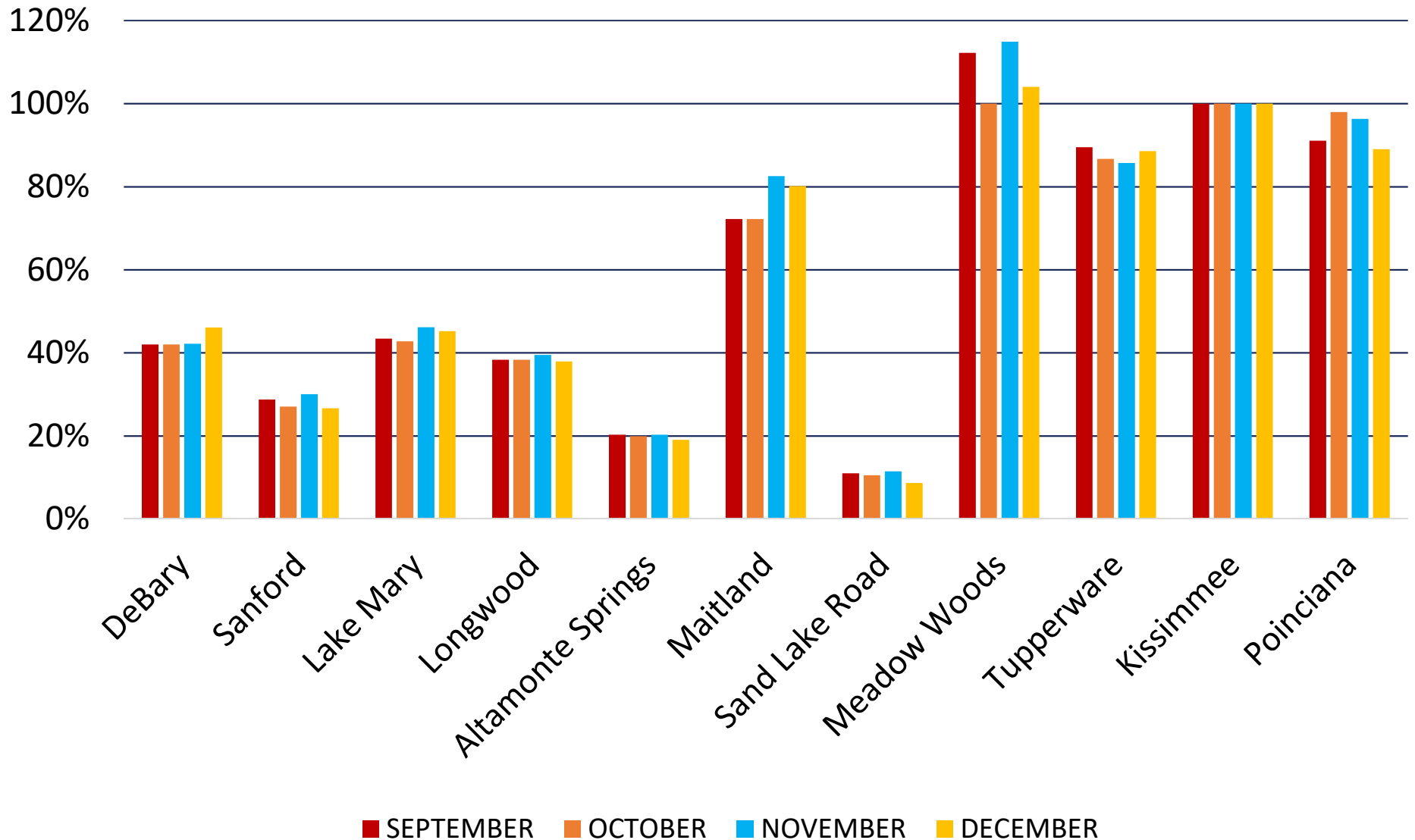
On-Time Performance Average: 97.31% Number of Days of 95% OTP and Above: 70 Number of Operating Days: 81			
Train Performance Overview		Trains	Percentage
On-Time		3,153	97.3%
Late		73	2.3%
Annulled		14	0.4%
Total Trains Operated		3,240	100%
Performance Detail	Days	Trains	Percentage
Mechanical	9	19	0.6%
Signals & Components	7	16	0.5%
Police Activity	4	4	0.1%
Passengers	2	6	0.2%
Trespasser/Grade Crossing/Near Misses	10	26	0.8%
Train Interference	4	4	0.1%
Other	7	12	0.4%
Total (Rounded)		87	2.7%

Note: Only categories with a value greater than zero are displayed and rounded to one decimal.



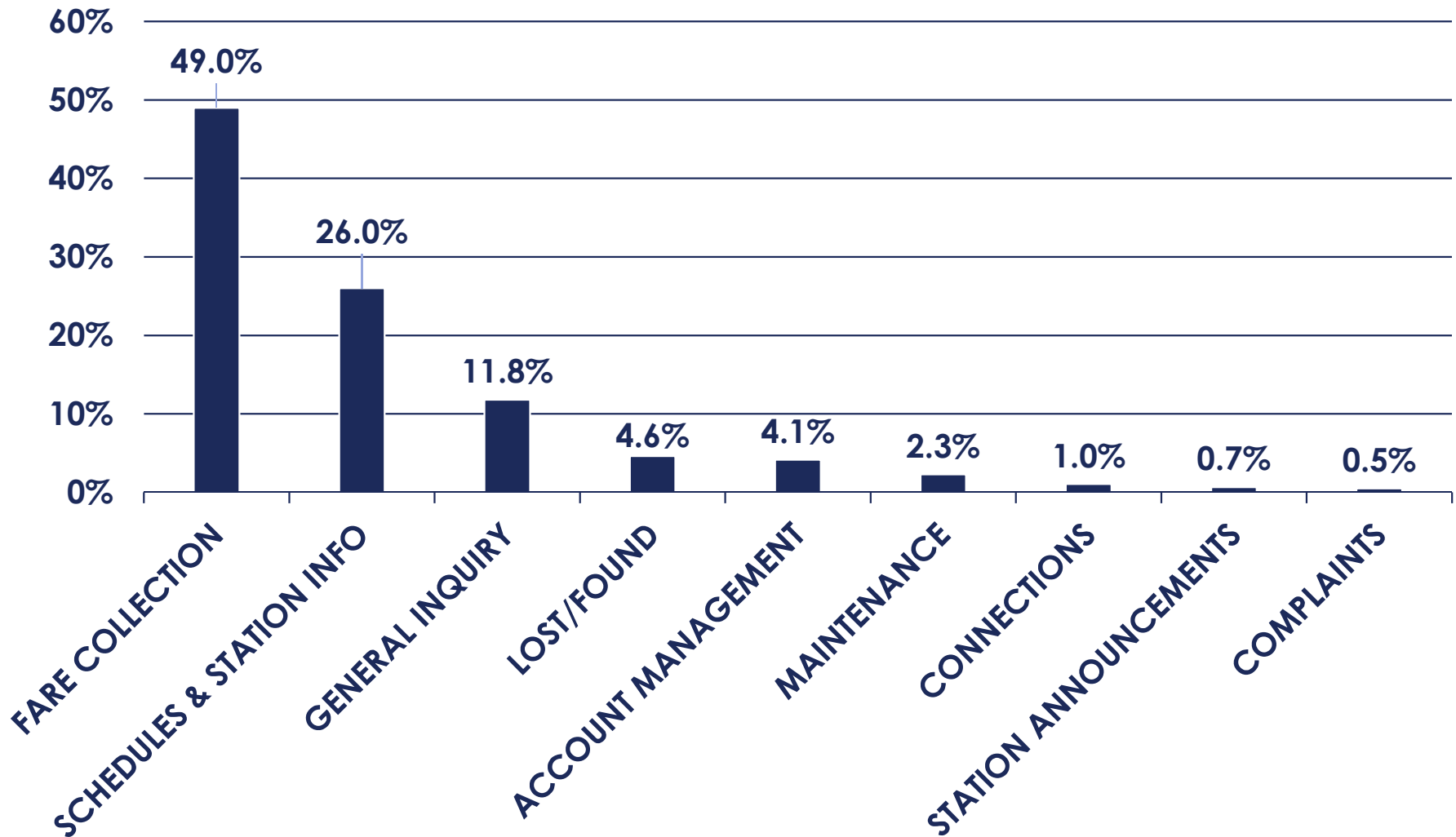
MONTHLY PARKING USAGE

SEPTEMBER - DECEMBER 2019



CUSTOMER SERVICE

Total Calls July 2019 through December 2019: 16,121



LYNX Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area			
	Fiscal Year 2020		
SunRail Station	Oct	Nov	Dec
<i>Days of Operation</i>			
Sanford	472	464	429
Lake Mary	103	99	96
Longwood	80	86	80
Altamonte Springs	207	174	129
Maitland	23	22	18
Winter Park	414	417	314
AdventHealth	335	220	166
Lynx Central Station			
Church Street Station			
Orlando Health	14	26	15
Sand Lake Road	96	95	76
Meadow Woods	133	127	99
Tupperware	17	N/A	N/A
Kissimmee Intermodal			
Poinciana	1	N/A	N/A
Total - All Stations	1,895	1,730	1,422
Percentage change from FY18 - FY19	26%	-0.1%	-18%

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%



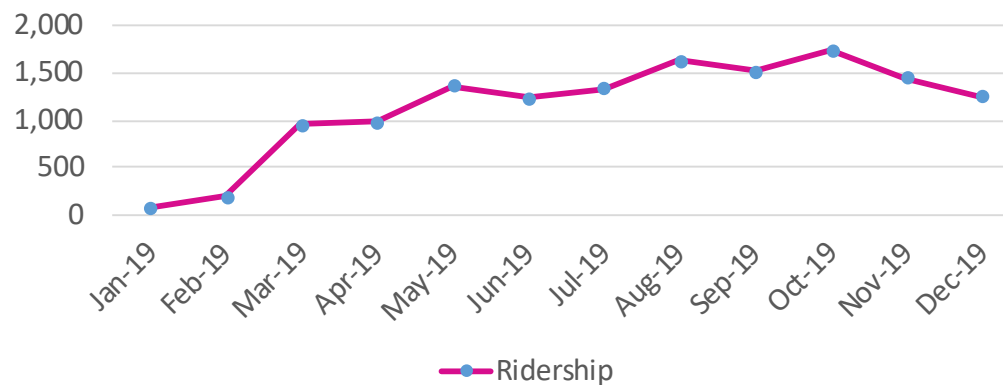
KISSIMMEE CONNECTOR LINK 709

Ridership

Month/Year	Ridership (month)	# Service Days	Avg. Per Day	Avg. per trip (27 trips)
01/2019	80	4	20	.7
02/19	202	20	10	.4
03/19	955	21	45	1.7
04/19	978	22	44	1.6
05/19	1,355	22	62	2.3
6/19	1,241	20	62	2.3
7/19	1,332	22	60	2.2
8/19	1,622	22	74	3.4
9/19	1,522	20	76	2.8
10/19	1,738	23	75	2.7
11/19	1,450	20	72	2.7
12/19	1,251	21	59	2.2

Ridership Trend (month-to-)

Month	2019	Difference	Percent Difference
Jan.	80	-	-
Feb.	202	122	153%
March	955	753	373%
April	978	23	2%
May	1,355	377	38.5%
June	1,241	(114)	-8.41%
July	1,332	91	7%
August	1,622	304	21.8%
Sept.	1,522	100	-6.2%
Oct.	1,738	216	14.1%
Nov.	1,450	(288)	-16.6%
Dec.	1,251	(199)	-13.7%



VOTRAN CONNECTIVITY

DECEMBER 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	21										64
Avg Daily Ridership	65	48	74										63

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



ACTION ITEMS



ELECTION OF OFFICERS/ OTHER BUSINESS

BOARD MEMBER COMMENTS





NEXT MEETING:
April 30 at 10 AM

THANK YOU

   @RideSunRail | SunRail.com

Central Florida Commuter Rail Commission Meeting

October 31, 2019

10:00 a.m.

MetroPlan Orlando

250 South Orange Avenue

Orlando, Florida 32801

Attendees: Chair Mayor of Orlando Buddy Dyer, Vice-Chair Seminole County Commissioner Bob Dallari, Secretary Orange County Mayor Jerry Demings, Board Member Osceola County Commissioner Viviana Janer, Board Member Volusia County Councilman Ed Kelley

Minutes

Meeting was called to order by Chairman Dyer at 10:00 a.m.

Pledge of Allegiance and Confirmation of Quorum

Commission Chair's Announcements

Chairman Dyer

- The Chair notated the request from Volusia County to modify the August Minutes and defer approval until the next meeting.
- The Chair announced they are celebrating Mobility Week and discussed some of the activities they took part of.
 - City of Orlando participated in Bike to Work from Lock Haven Park to City Hall.
 - Orange County Mayor Demings rode SunRail to the meeting from the Sand Lake Road Station and shared positive experiences. He spoke to a few riders and their feedback of SunRail was also positive.
- The Chair inquired about the position of the DeBary and DeLand Stations and asked Secretary Shannon about the \$34 million for Phase II North.
 - Secretary Shannon addressed the subject by stating from a Department standpoint, they are currently waiting on an action to be made by this board on direction and terms. FDOT would like to get a response at the January 2020 meeting, if possible.
 - Chairman Dyer asked if it's the Department's position today that until they receive notification from the CFCRC Board, they would hold off on moving forward with Phase II North's construction.
 - Secretary Shannon responded affirmatively stating that Phase II construction is currently in the Work Program. However, if there are any changes, a modification will be needed in the Work Program but FDOT is willing to have that discussion with the local funding partners.
 - Chairman Dyer noted that staff of the local funding partners have circulated a letter and have received drafts back from Volusia and Orange County. There seems to be consensus to hold off on construction from DeBary to DeLand and reroute the \$34 million for future capital needs of SunRail. Currently, there is some draft language in the letter and now we're just trying to ensure everyone agrees to the proper wording.
 - Commissioner Dallari stated that before deciding, this would need to be presented to the Board of County Commissioners of Seminole County. To make an informed decision, there was some information requested during the last meeting which has not been received yet.
 - Commissioner Janer notated she reviewed the letter and sent some changes, however she also does not have the authorization by the Osceola Board of County Commissioners to sign off, that potentially alters the agreements that were previously approved. She will bring the subject up to her board members to hopefully reach a decision before the January meeting.
 - Commissioner Janer stated that she has some reservation about the plan. She believes they all need to possess better understanding of the financial implications before moving forward.
 - Commissioner Dallari notated that part of the reason he requested that information, was for Seminole County to fully understand those financial aspects. Commissioner Dallari provides SunRail updates as part of his District Report to the Board at their meetings.

- Mayor Demings noted receiving a copy of the draft letter. From their perspective, the concern is if there is a reallocation of the \$34 million, that it be directed to capital items like refurbishment of rolling stock or infrastructure related concerns.
 - Speaking with Secretary Shannon previously, he understands we have some time to deliberate before FDOT moves forward. This would allow us to obtain dialog using potential language thus coming to a consensus prior to the next meeting that could work with the State's timeline.
- Commissioner Kelley notated an adjustment from a letter received from Orange County. This would be defining that the system consists of 49 miles from Poinciana to DeBary and some of the concerns are that if we extended from DeBary to DeLand, the costs would be astronomical.
 - An additional cost of \$100 million to extend the system with funding that would have to come from FDOT thus impacting District Five's allocations.
- Chairman Dyer noted there are several things that the five local funding partners must agree upon. This would include Volusia's role going forward and their formula of Operations and Maintenance, which has nothing to do with the State. FDOT would need to know two things.
 - Postpone the extension from DeBary to DeLand.
 - Reallocation of the \$34 million.
- Chairman Dyer requested proposed changes and all drafts and modifications from the CFCRC Board to obtain a final version to discuss at the upcoming Working Group meeting.
- Secretary Shannon noted that FDOT has developed some costs that were shared with the Working Group. He encouraged the Board to reach out for any information they'll need. FDOT is open to getting any additional information as needed.
 - Speaking of the intent of the \$34 million and where the funds came from, it does come with restrictions. . FDOT and the Commission would need to determine how to spend those funds.
 - The funds cannot be used for operations and maintenance but can be used for capital and that capital can be what the Commission determines it to be, with consent by the FTA.
- Commissioner Kelley made the motion for the spending of funds to be delayed and for the funds to be reallocated to the Commission.
 - The motion was held off until a better understanding of the financial repercussions is discussed at the next Working Group Meeting.

Public Comments:

- Tom Connelly informed that he was very involved with this program from 2006 to 2015. He wanted to discuss two items. The first item was related to the last meeting which he attended and noted that the proposed budget for the coming year was about \$58M for the SunRail programs, but when he looked at ridership it was only about 3,000 residents that are using SunRail. He explained these users are being counted twice a day for 250 days, hence one rider is being counted as 500. Mr. Connelly expressed his concern about the amount spent for those 3,000 residents and considers it unreasonable.
- David Porter expressed people are concerned about fare enforcement. They are interested to know how SunRail will carry out a big fare enforcement program when there are continuing problems with the ticket machines and the validations. He said people are worried that they will be penalized when there is an issue with the validation of their ticket. He brought an example of a group of people who tried to pay in cash, but the machine wouldn't accept it. Another issue was that people are concerned with the physical location of the validators inside the station which are not easily accessible, and the facilities are also looking very deteriorated.
- David T. Morgan spoke on behalf of Marie Regan. He informed that he rides LYNX and SunRail frequently. He requested for open captioning to be considered for these meetings through communication systems in real time so that people can have more access to the topics being discussed. On Marie Regan's behalf, he read a statement she wrote about SunRail. In that letter, she requests for the process of riding the train to be made easier. She suggests an App to facilitate ticket purchase and integrated LYNX and SunRail passes. She also requested for the train conductors to be more lenient and use common sense when dealing with issues regarding the riders and their passes.
- Joanne Counelis requested that the train go to Deland and to the airport. She also stated she would like to have 24-hour train and bus service including holidays, weekends, and nighttime.

Agenda Item: Customer Advisory Committee Update

Presenter: James Grzesik

- Mr. Grzesik noted that during their last CAC meeting on October 3rd, they discussed the following topics:

- Schedule changes for the Northbound train and the possibility of adding a third car during rush hour times so they can be less crowded.
- A voting was held for the CAC representation at the Access LYNX TDLC B-Boards and the CAC Chairman was approved. The CAC Chairman will be attending the Quarterly meetings as a Board member.
- Condition of the trains have been deteriorating. Dead insects and cobwebs have been found in the interiors. The seats also need to be deep cleaned and well maintained.
- The condition of the Northbound platform at LYNX was also discussed.
- Concerned with Volusia County's future representation on the Central Florida Commuter Rail Commission and the citizens of Volusia County would like to see the expansion to DeLand.. The CAC recommended that expansion.
- A student representative from the UCF Downtown Orlando area requested adjustments to the schedule to make the trains align closer with the evening class schedule.

Agenda Item: Technical Advisory Committee

Presenter: Billy Hattaway

- Billy Hattaway spoke about the following items discussed during their TAC meeting on October 9th:
 - Update on ridership
 - Safety campaign, LET'S GO FOR ZERO
 - Minimal service disruptions during Hurricane Dorian
 - Fare enforcement date on October 24th
 - Phase 2 stations are currently an 85-95% utilization
 - LYNX connectivity and schedule changes to accommodate this service being reviewed.

Agenda Item: Agency Update

Presenter: Secretary Mike Shannon, P.E.

- Secretary Shannon discussed Quarterly Highlights
 - Marketing updates:
 - Minor schedule update for the Longwood Station to alleviate the crossing of trains and improve traffic flow in that area. Pre-and post-studies will be done to determine the effect of these changes.
 - P338 had a 30-minute change after a survey was conducted. This change was made to better accommodate hospital workers.
 - SunCard usage has increased by 15% since 2018.
 - Continue to work on coordinating schedule updates with LYNX and Votran.
 - Ridership goal at 78% was met during September at 1.1 million passengers
 - The UCF Downtown campus program that concluded on September 30th yielded seven hundred new riders on an average of three days per week. Received a four out of five-satisfaction rating from the new riders.
 - The Marketing and Business Development Team is continuing to build up the Osceola County ridership.
 - The Lime bike promotion resulted in 438 new bicyclist of Lime bikes using coupon codes during the promo in August.
 - Continued efforts to look for micro mobility solutions and that last mile service from train to destination.
 - SunRail APP release with ongoing improvements.
 - There have been 13,000 app downloads since inception and there are 17,000 Twitter followers.
 - Hurricane Dorian
 - Secretary Shannon noted that SunRail took a more proactive approach when dealing with Hurricane Dorian, monitoring the situation every hour in close coordination with CSX and Amtrak. Part of the system was shut down also to allow a quicker response if the entire system needed to be shut down. The biggest impact was taking the gates down and putting them back up.
 - LET'S GO FOR ZERO
 - Secretary Shannon presented two videos for the Safety campaign. This effort will be continued and other options will be considered to bring awareness so that people do not stop on the tracks. Pilot projects are being considered.
- The Chair inquired on the amount of time the cross arms are down on average.
 - George Gault mentioned that the minimum required by the FRA is 11 seconds but the gates could be down longer.
 - Secretary Shannon added that we will continue to consider the possibility of warning devices that create an additional visual or audio warning.

<ul style="list-style-type: none"> ○ Mr. Grzesik mentioned a suggestion made at the CAC meeting was to paint the train width at the crossing since it is deceptive when comparing it to the train tracks and other safety options as well. <ul style="list-style-type: none"> ▪ Commissioner Dallari pointed out that pedestrians are also at risk and not just the vehicles. ▪ Mayor Demings commented on the pedestrian fatality this year and the need to reduce or illuminate these occurrences. ▪ Secretary Shannon responded that they are doing outreach and adding fencing to improve safety for pedestrians and reduce grade crossing incidents. In addition, education is needed, for instance in the school systems on train systems. ➤ Fare Enforcement <ul style="list-style-type: none"> ○ Secretary Shannon noted Fare Enforcement working to improve the accuracy and enforcement. With permission from Secretary Thibault they will look at an alternative vendor to help put in place another system to improve fare collection accuracy. ○ In researching these Fair Collections tested systems we've found three types of systems out there to choose from. An update of the findings into this alternative will be discussed in January. ○ The Department is considering LYNX and selecting a system that would be compatible. ○ Commissioner Janer requested for the Board to be kept in the loop since any decision made that has a financial impact on SunRail must be approved by the CFCRC Board. She mentioned that they must be part of the decision-making process considering they will be affected by it once they take over operation. She also inquired if a pilot study will be done for the new system that will be implemented. ○ Commissioner Dallari requested more information regarding fare enforcement moving forward and the effect its having on the citizens. Some people being removed from the trains. ○ Secretary Shannon responded that they want better fare enforcement, but they need a more accurate system for that and they are researching various technologies to do so. They do need to start implementing fare enforcement to make sure everyone is accounted for with our current open system. ○ Secretary Shannon spoke about the citizens experience and that there will be communication with the Conductors to do their best to focus on those who may be cheating the system. Research of our policies are underway as well. ➤ Budget Update <ul style="list-style-type: none"> ○ Bottom line on revenue for this year is \$18.1 million. ○ The systems total cost is around \$58 million thus a short fall of what we're bringing in and cost of operating the system. ○ Reported expenditures show 68% on capital improvements, and 32% on actual maintenance since it is a newer system. ➤ Positive Train Control (PTC) <ul style="list-style-type: none"> ○ On schedule to deliver by December for PTC and FRA will do their anticipated certifications in the year 2020. ➤ Quiet Zones <ul style="list-style-type: none"> ○ The Quiet Zones are locally funded and will continue as scheduled.

LYNX Bus Connectivity:	Presenter: Tomika Monterville
<ul style="list-style-type: none"> • Ridership has leveled out which is typical this time of year. • Poinciana Station Update: <ul style="list-style-type: none"> ➤ Working with Osceola County on direct connections considering the ridership at the Poinciana Station is low. Currently they only have 2 trips a day at this station on the 306 Route. Further development on this will be shared with the Commission as soon as it develops. 	

Votran Bus Connectivity:	Presenter: Frank Alvarez
<ul style="list-style-type: none"> • Votran presented the average daily ridership at the DeBary Station during September. • They had 19 days of operation and a daily average ridership of 63. This represents a small decrease due to service disruptions caused by Hurricane Dorian. 	

Information Items:
<ul style="list-style-type: none"> • Commissioner Janer requested an update on the operational performance of the ridership. <ul style="list-style-type: none"> ➤ Secretary Shannon went on to explain the following: <ul style="list-style-type: none"> ○ Ridership in July decreased due to people going back to school, but it increased in August 151 per day over last year. ○ September ridership went up 643 per day over last year.

- The goal for the On-Time Performance (OTP) is to be at 95% and the contractual on-time performance for September was 99.9%. Contractual OTP performance excludes events that are out of the control of the Operator.
- Commissioner Janer announced a new development at the Tupperware Station that will include 180,000 ft² of retail, up to 1,700 units of housing, a hotel and 60,000 ft² of office space. A \$400 million investment. This is a huge benefit to Osceola County due to economic development which wouldn't have happened without SunRail and these stations.

Next Meeting: Thursday, January 30, 2020 @ 10:00 AM

MetroPlan Orlando

250 S. Orange Ave., Suite 200

Orlando, Florida 32801

Adjournment: Meeting adjourned at 11:15 a.m.

Central Florida Commuter Rail Commission Meeting

August 29, 2019

10:00 a.m.

MetroPlan Orlando

250 South Orange Avenue

Orlando, Florida 32801

Attendees: Chair Mayor Buddy Dyer, Vice-Chair Commissioner Bob Dallari, Secretary Mayor Jerry Demings, Board Member Councilman Ed Kelley

Minutes

Meeting was called to order by Chairman Dyer at 10:00 a.m.	
Pledge of Allegiance and Confirmation of Quorum	
Commission Chair's Announcements	Chairman Dyer
<ul style="list-style-type: none">The Chair welcomed FDOT, District 5 Secretary, Mike ShannonThe Chair recognized the rise in ridershipThe Chair requested the consent of the Board to add an item to VI. Reports. The addition will be to add a Board discussion regarding the status of Phase II North.	
SunRail CEO Announcements	Nicola Liquori
<ul style="list-style-type: none">Ms. Liquori recognized Assistant Secretary, Tom Byron, in attendance at the meetingMs. Liquori recognized FRA Region 3, Chief Inspector, Richard Rusnak, in attendance at the meetingMs. Liquori noted informational items available in the meeting materials<ul style="list-style-type: none">➤ Assistant Secretary Tom Byron's notification letter to the Commission of the change in leadership➤ FRA/PTC 2nd Quarter Report➤ FTA Quarterly Progress ReportMs. Liquori stated that in the month of August update meetings were held with the FRA and FTA. Both were complimentary of the performance of the overall corridor. <p>The Chair requested an update on Hurricane Dorian preparation.</p> <ul style="list-style-type: none">Secretary Shannon provided that FDOT construction will stop and all items secured at 12:00 noon today.All Emergency Operation Centers are activated. Once the storm has passed, contracts are in place for cleanup.The Secretary stated that SunRail has begun preparation. Messages will be sent out regarding service.	
Public Comments on Agenda Items:	
<ul style="list-style-type: none">David Porter recognized Orange County Mayor Demings' Transportation Townhall.<ul style="list-style-type: none">➤ Jim Harrison spoke about LYNX as being a part of the transportation solution and its challenges➤ SunRail was not represented and the audience would have benefit from receiving a similar overview➤ The subject of merging SunRail and LYNX was discussed. He noted a type of merger was not presented in the Transition Consultant's report for transitioning from State to Local control <p>Mr. Porter spoke on the conditions at the LYNX NB SunRail Station.</p> <ul style="list-style-type: none">➤ While Security was hired to patrol from 3:00 PM to 8:00 PM, the homeless are typically on the Platform in the overnight and/or early morning hours <p>Mayor Demings stated the recent Townhall meeting was to gather public input prior to future discussions and plans for a Transportation Surcharge Tax. SunRail will be engaged in future meetings.</p> <ul style="list-style-type: none">Joanne Counelis stated that SunRail needs to be available 24/7, holidays, nights and weekends.	
Agenda Item: Phase II North	

- The Chair noted the May 30th meeting of the Commission discussion ensued regarding the potential for flex funds availability for completing the 50% Federal share for completing Phase II North
- Secretary Shannon provided the flex funds have been moved to the FTA and are available to be used for the Phase II North project.
- Ms. Liquori stated at the Commission's last meeting, the amount of Federal Highway funds that would be available for redistribution to the States was unknown. FDOT has applied for the funds but has not yet received an answer.
- The Chair requested Volusia County Councilman provide the desire of Volusia for the Phase II North project.
- Councilman Kelley noted that at a recent meeting with FDOT, utilizing the Federal funds for other projects rather than extending the rail line to DeLand was discussed. After the discussion, information was provided that the funds cannot be reallocated for another project outside of SunRail. Volusia would like to continue the discussion with FDOT that Secretary Shannon proposed toward a solution for Phase II North and asked for the Commission's assistance with presenting a proposal that contains the discussion points
- The Chair asked for Commissioner Kelley to clarify Volusia's position.
- Councilman Kelley stated that for discussion, Volusia could be willing to forego Phase II North in consideration for only accepting the expense of maintaining the DeBary Station and for that, Volusia would withdraw its commitment with the understanding that discussion of the extension to DeLand could be held in the future. Volusia has transportation needs and if FDOT could find funds to help SunRail provide extended hours of operation, it would better serve the Commission's needs than Volusia's needs to transport 200 people a day from the DeLand Station. The meeting with FDOT included some ideas that Volusia is optimistic FDOT will pursue.
- For clarification, the Chair restated that Volusia agrees the system would be better served by not proceeding with Phase II North.
- Councilman Kelley noted that statement was clear; however, with the understanding that it could be brought up at a later time.
- Again, for clarification, the Chair restated that Volusia County will continue to pay for the maintenance of the DeBary Station and Volusia County could no longer have a seat on the CFCRC should that take place.
- Councilman Kelley confirmed the Chairman's restatement.
- The Chairman noted the Legislature appropriated money for a Commuter Rail system to operate 5 days a week at the current level of service. It was a mitigation project for I-4 construction which is ongoing and may coincide with the transition.
- The Chair stated without objection, the Staff of the 5 local funding partners would be asked to meet, analyze the agreements and determine what agreements would be required to be amended or modified relating to Volusia County's stated position and bring the information back to the Commission at the October meeting.
- Commissioner Dallari provided the Commission members need to have an understanding of the financial aspects, governance, responsibility of each of the partners, the existing CIP, the future CIP, legal aspects, the transition, the Contracts for PTC, system length and how the cost will be shared, correspondence from meetings with Volusia County that the CFCRC is not aware of

Agenda Item: Transition Update

Presenter: Billy Hattaway

- Mr. Hattaway asked prior to giving the transition update, he would like to address Mr. Porter's concerns.
 - The City of Orlando has added additional services to the maintenance contract for LYNX SunRail Station
 - Continued communication with FDOT to have a clear understanding of maintenance responsibilities
 - Addressing security at the Station
- Mr. Hattaway provided the Transition Working Group continues to meet.
 - The Group will be meeting with Secretary Shannon on September 12th.
 - The Group will work on negotiating the core issues outlined in the Interlocal Operating Agreement.
 - The Group is working on the scope of an Interlocal Agreement to fund and manage a transition consultant. The Agreement will require some time to finalize as it will require the approval of each partner's Board. The estimated cost for the Agreement is approximately \$1M.
 - The Group is recommending the evaluation of hiring a Chief Operating Officer. SunRail has 4 open positions and having a COO that could help with the transition and represent the Commission. The position could be partially or fully funded by the CFCRC. This detail would need to be worked out with FDOT District 5. This would require a new Interlocal Agreement and the position would include day-to-day operations, evaluating Consultant, Contract Compliance, and help to set up a management and administrative structure under the CFCRC.

Agenda Item: Customer Advisory Committee Update**Presenter:** James Grzeski

- The Chair reported the Committee met on August 1, 2019 at LYNX Central Station
 - A quorum was present.
 - The Committee received Public Comment from a frequent rider that boards at the Sanford Station who noted:
 - Appreciation for the later trains for downtown events
 - Recommended reflective paint on the road at the crossings to remind pedestrians that trains are wider than the tracks
 - Recommended the adoption of day passes for traveling all day
 - Recommended a discounted rate for the Off-Peak hours to increase ridership
 - Steve Olson provided the Agency Update
 - The Committee was briefed by Virginia Whittington, MetroPlan Orlando, on the Transportation Disadvantaged Local Coordinating Board. Ms. Whittington invited a member of the CAC to join that Board.

Agenda Item: Technical Advisory Committee**Presenter:** Tawny Olore

- The Chair reported the Committee met on June 6, 2019 and August 7, 2019
 - Discussed documentation requested by the Committee and provided by FDOT
 - FDOT provided information prior to the August 7, 2019 meeting
 - The Committee is in the process of evaluating the information
 - The Committee discussed
 - Staff Vacancies
 - Bike Storage on Trains
 - Conduent ticketing system
 - Parking lot counts and capacity
 - Quiet Zones
 - PTC completion November 2019
 - Schedule gap between Off-Peak and PM-Peak

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

- Ms. Liquori noted a correction to the completion of PTC. PTC is scheduled to be complete by the end of December 2019.
- Quarterly Highlights
 - SunRail's 2019 goals and Marketing Plan
 - Increase Ridership
 - Systemwide ridership is up significantly which is largely due to the opening of the Southern Expansion
 - Ridership goal of 1.5M transactions for the calendar year. Ridership is ahead of the goal at this point in the year
 - Special service opportunities utilizing P341 a Southbound train departing Church St. at 10:30 PM when requested for special events
 - Rider comments received and evaluated the schedule specifically of the P338 and the gap between Off-Peak and PM-Peak
 - Increase SunCard usage
 - The SunRail Mobile App which can be used for account management of the SunCard is at over 10,000 downloads since the Mid-May launch.
 - Continue 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 in the southern part of the system
 - The Choo Choo to the Zoo program ended its second Safety Enhancement
 - Downtown Campus of UCF and Valencia
 - As mentioned, a promotion began for students and faculty and will run through the end of September.
 - Approximately 1,200 have registered for the program from UCF and Valencia and approximately 500 passes are in use

- New Advertising
 - Orlando Health contacted SunRail to pursue wrapping a coach vehicle
 - A tentative agreement of \$5k per month that Orlando Health would pay SunRail advertising fees for a term ending April 2021; however, the advertiser may be interested in extending beyond that date and if the CFRC would like the term extended, the Agreement could be negotiated beyond April 2021.
 - SunRail will wrap a coach car with graphics, subject to CFRC approval, at a cost of \$26K to install and remove. The advertiser would be responsible for repairs to the wrap or the coach
 - The Commission suggested having legal review policies
 - Ms. Liquori provided that legal has completed a review
 - New Safety Campaign
 - Grant awarded by Operation Lifesaver and FRA
 - Delivering a safety message through continued outreach
 - Additional Safety Measures
 - Wrapping signal boxes at the crossing of Pine St. and Holden Ave.
 - Crisis signs have been installed along the corridor
- Operational Statistics
 - Grade Crossing Incidents May – June 2019
 - Evaluated by City/County
 - Incidents are followed by after-action reporting
- 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
 - 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
 - Ridership statistics are often requested and can now be located on SunRail.com/About/TrainInformation website by Station, by Month, and by Train
- On-Time Performance
 - The Contractual O&M performance requires 95% or better
 - Years of operation 2015 through 2019 met or exceed the benchmark
 - The average for the months of May – June 2019 was 91%
 - May and June performance saw weather and incidents along the corridor including: lightning striking the rail and damaging signal boxes, summer storms, a tree falling on the corridor in June that impacted service
- Call Center Stats
 - Provided for the months of May – June 2019
 - The Call Center received a total of 5,025 calls
 - Complaints were less than 1%
- Schedule Evaluation
 - The Northbound 3-hour gap between P338 and P340.
 - The P338 needed a later shift approximately 30 minutes and with that shift it would net approximately 200 riders
 - SunRail will conduct a broader outreach prior to finalizing the schedule change
 - During the schedule evaluation, it came to light there was an unintended consequence of train meets in Longwood
 - As trains come into Longwood from Northbound and Southbound, signals are triggered that creates an excessive storage of vehicles at those signals
 - By removing the meet and separating the trains spread over the station stops would provide a 5-minute differential in Longwood
 - The Commission requested a FDOT traffic model for S.R. 434 & C.R. 427 to understand the traffic flow

	<ul style="list-style-type: none"> Secretary Shannon provided that FDOT can provide the information but the modeling is not quite complete <ul style="list-style-type: none"> Budget Update <ul style="list-style-type: none"> FY19 Budget was provided from July 2018 through June 2019. The amounts shown are in full accrual. Total Operating Revenue totaled \$17.6M which includes Federal grants received for maintenance of the system. Total System Operating Costs came in under budget at \$38M. Feeder Bus expenses came in under budget and Total Operating Costs, Capital Maintenance and Consultant Support also came in under budget. <ul style="list-style-type: none"> As mentioned previously, the Capital Maintenance line item shows a budgeted amount which is not necessarily an anticipated expenditure for the year. The actual expenditures are much lower. The items within this category are project oriented. Like the Department's normal Work Program, the funds are committed for projects and paid out over a period time. Of the Capital Maintenance \$7.2M budget, there are approximately \$5M in projects that have been encumbered. Capital Maintenance includes non-recurring maintenance activities or improvements that enhance the system. Of the project expenditures incurred, 53% were improvements along the system. FY20 Budget was extensively reviewed in the CFCRC May meeting. A change to the Operating Revenue since the May meeting is a slight uptick in the 5307 Federal Grant. In FY19 the Grant was \$9.8M and for FY20 it is \$10M
LYNX Bus Connectivity:	<p style="text-align: right;">Presenter: Tomika Monterville</p> <ul style="list-style-type: none"> LYNX typically has a decrease in ridership in the summer. An increase in ridership can be seen on the Kissimmee Connector. Once the Automatic Passenger Counts (APC) system is in place, LYNX will be able to provide actual counts.
Votran Bus Connectivity:	<p style="text-align: right;">Presenter: Nicola Liquori</p> <ul style="list-style-type: none"> Mr. Stephens was unable to attend as Votran is in storm preparations Connectivity chart is provided <ul style="list-style-type: none"> Votran is reporting steady ridership at DeBary.
Action Items:	<ul style="list-style-type: none"> Adoption of meeting minutes from May 30, 2019. Motion to adopt minutes passed unanimously Adoption of meeting minutes from July 18, 2019. Motion to adopt minutes passed unanimously. Approval of Letter to Secretary Thibault from CFCRC <ul style="list-style-type: none"> The Chair noted the meeting materials contained the draft letter being proposed in response to Secretary Thibault's letter. The local funding partners staffs had an opportunity for input. The letter was presented for consideration Volusia was omitted from the signatory as the response from them was they would not be signing. <ul style="list-style-type: none"> Dan Eckert, Volusia County Counsel, provided that Volusia previously responded to Secretary Thibault's letters. The Chair called for a Motion. Motion was made to approve the letter to Secretary Thibault and passed 3 for, 1 against. Proposed Fire Station 11 Relocation. <ul style="list-style-type: none"> Mr. Paul Chipok, Deputy County Attorney, Seminole County, made the presentation. Seminole County has purchased property in Seminole County for the purpose of constructing a Fire Station. The lot width is 100'. The typical Station is 110'. In order to construct the facility, there is property behind the purchased property that is 35' by 125'. The County is proposing to purchase that area out of the drainage pond and conveying a cross-drainage easement to FDOT. The property for the storm water pond was purchased partially with FTA funds. Seminole County will write a letter to FDOT which FDOT will forward to FTA. The property would be taken from the ownership of FDOT and conveyed to Seminole County. Seminole County will pay a pro-rata share for that portion of the property. Seminole County is seeking: <ul style="list-style-type: none"> 1) Defederalization of the 35' by 125' strip of the SunRail Stormwater Pond to accommodate Fire Station 11. This will entail purchase of the strip from FDOT by the County and then FDOT

<p>reimburses FTA its proportionate share. The County will have title to the property needed for Fire Station 11</p> <ul style="list-style-type: none"> ➤ 2) Proceed with the modification to the drainage pond to accommodate the stormwater from both the SunRail Station and the Fire Station and obtaining the appropriate permits and provide a Cross-Drainage Easement to FDOT. ➤ Authorize the Chairman of the CFCRC to execute any letters, acknowledgements, and documents that are necessary to implement the process. ▪ Motion was made to defederalize a portion of the Altamonte Springs SunRail Station drainage pond to enable the construction of Fire Station on the adjoining property; to proceed with the modifications of the Altamonte Springs SunRail Station drainage pond to accommodate the stormwater from both the SunRail Station and the Fire Station, obtain the appropriate permits, and provide a Cross-Access Easement to FDOT; authorize the Central Florida Commuter Rail Commission Chair to execute such letters, acknowledgements, and documents as necessary to facilitate items 1 and 2 as presented today. The Motion passed unanimously. • Customer Advisory Committee Member Appointees <ul style="list-style-type: none"> ▪ Ms. Tawny Olore made the presentation. <ul style="list-style-type: none"> ➤ The Interlocal Governance Agreement provides that within one year of the start of service, Osceola County could have two members added to the CAC. Two viable members went to the Osceola County Commission in May for approval and appointment. ➤ Osceola County is seeking the ratification by the CFCRC of the two members. ▪ Motion was made to ratify the appointment of Osceola County's two members to the CAC. The Motion passed unanimously.
<p>Committee Comments</p> <ul style="list-style-type: none"> • Commissioner Dallari expressed his concerns for the safety of everyone as Hurricane Dorian nears Florida. • Councilman Kelley stated that he is looking forward to further discussion and what may come back to the Commission related to Volusia County's request.
<p>Public Comments:</p> <ul style="list-style-type: none"> • No additional comments.
<p>Next Meeting: Thursday, October 31, 2019 @ 10:00 AM</p> <p>MetroPlan Orlando 250 S. Orange Ave., Suite 200 Orlando, Florida 32801</p> <p>Adjournment: Meeting adjourned at 11:20 a.m.</p>



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 10:30 PM 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 through pole flags, sunrail.com and social media. This shuttle connects the Kissimmee/Amtrak SunRail station via the LYNX Intermodal station to various stops downtown.
- 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