



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. Timocuan Lease Discussion

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.



CENTRAL FLORIDA COMMUTER RAIL COMMISSION

January 30, 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



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

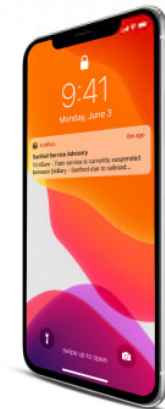


THE NEW SUNRAIL APP
NOW PUSHES
SERVICE ALERTS

INTRODUCING
THE NEW SUNRAIL APP



SunRail.com



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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

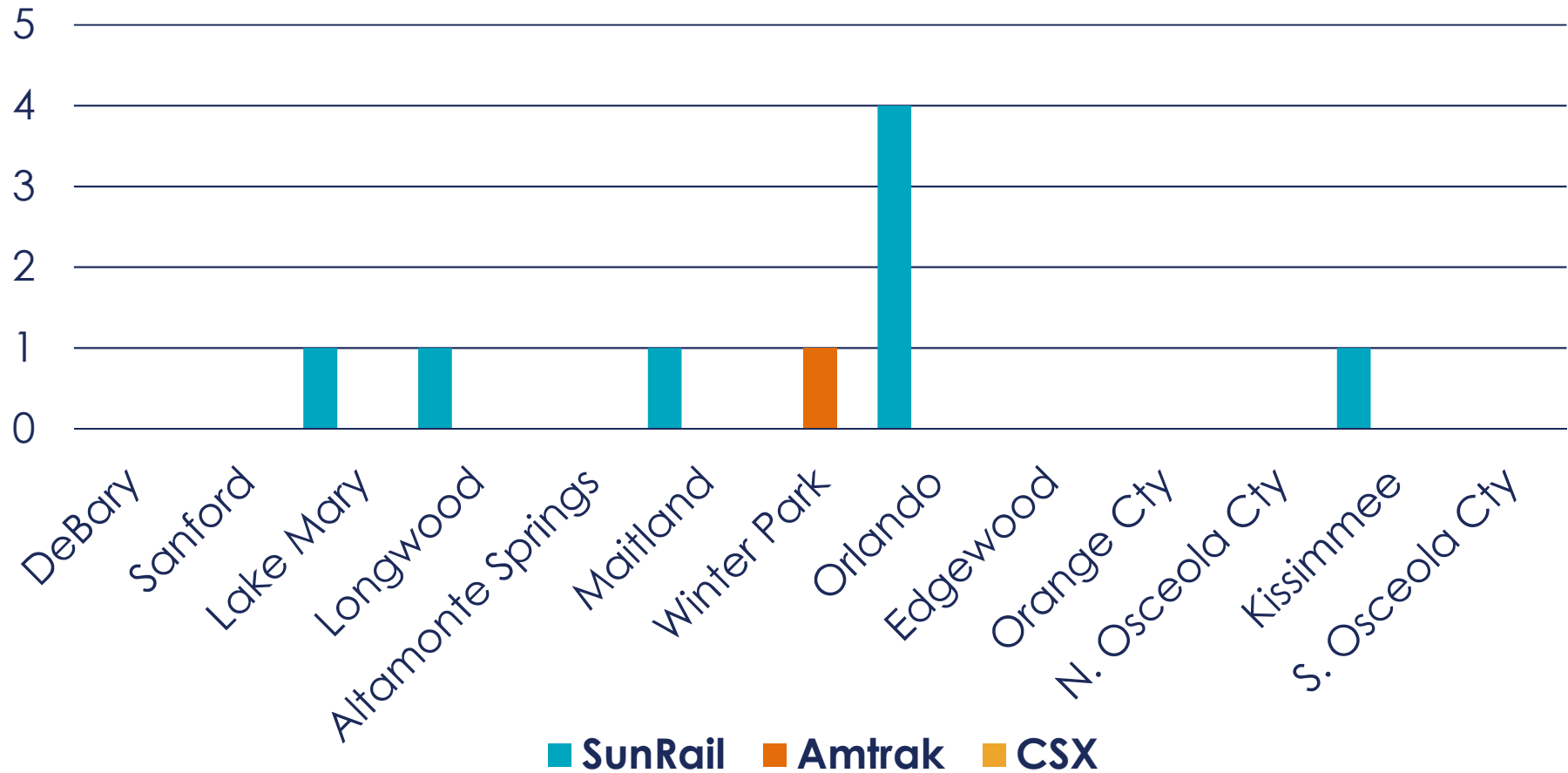
The Secretary's directive:

- 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

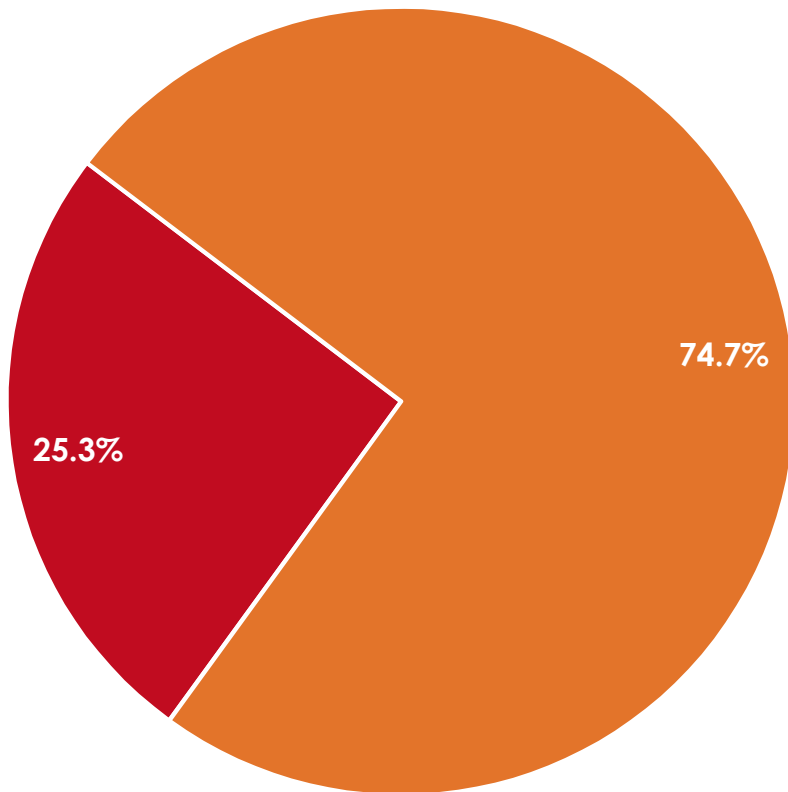
| OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT | ANNUAL BUDGET | YEAR TO DATE 12/31/2019 | |
|--|---------------------|-------------------------|---------------------|
| | | BUDGET | ACTUAL |
| Bombardier - Operations | \$10,511,193 | \$5,255,597 | \$5,207,685 |
| Bombardier - Maintenance | \$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 |
|--|---------------------|---------------------|---------------------|



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



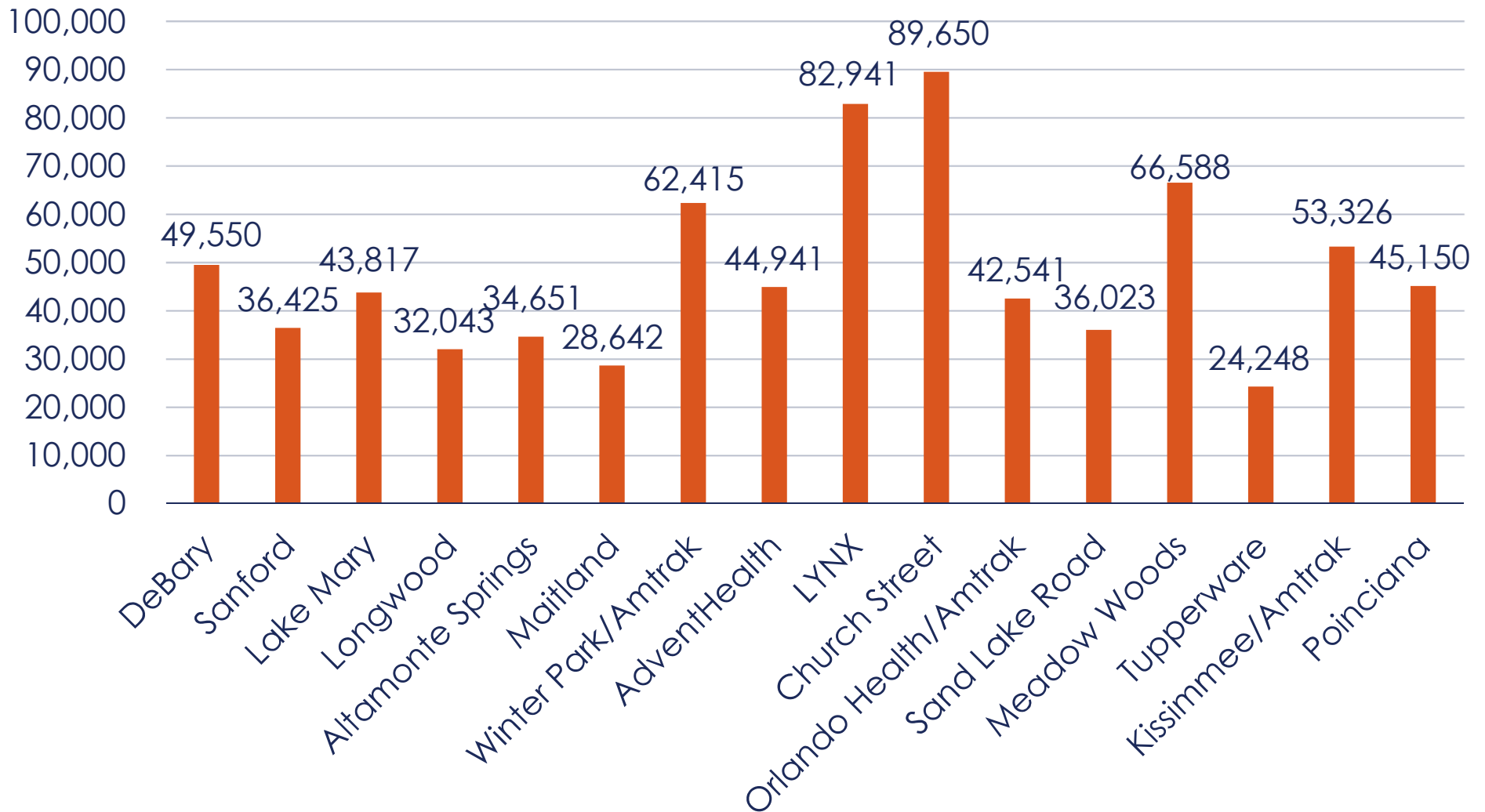
QUIET ZONES

- City of Edgewood Quiet Zones effective October 9, 2019
- Winter Park Notice of Establishment (NOE) sent week of January 5, 2020
- 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

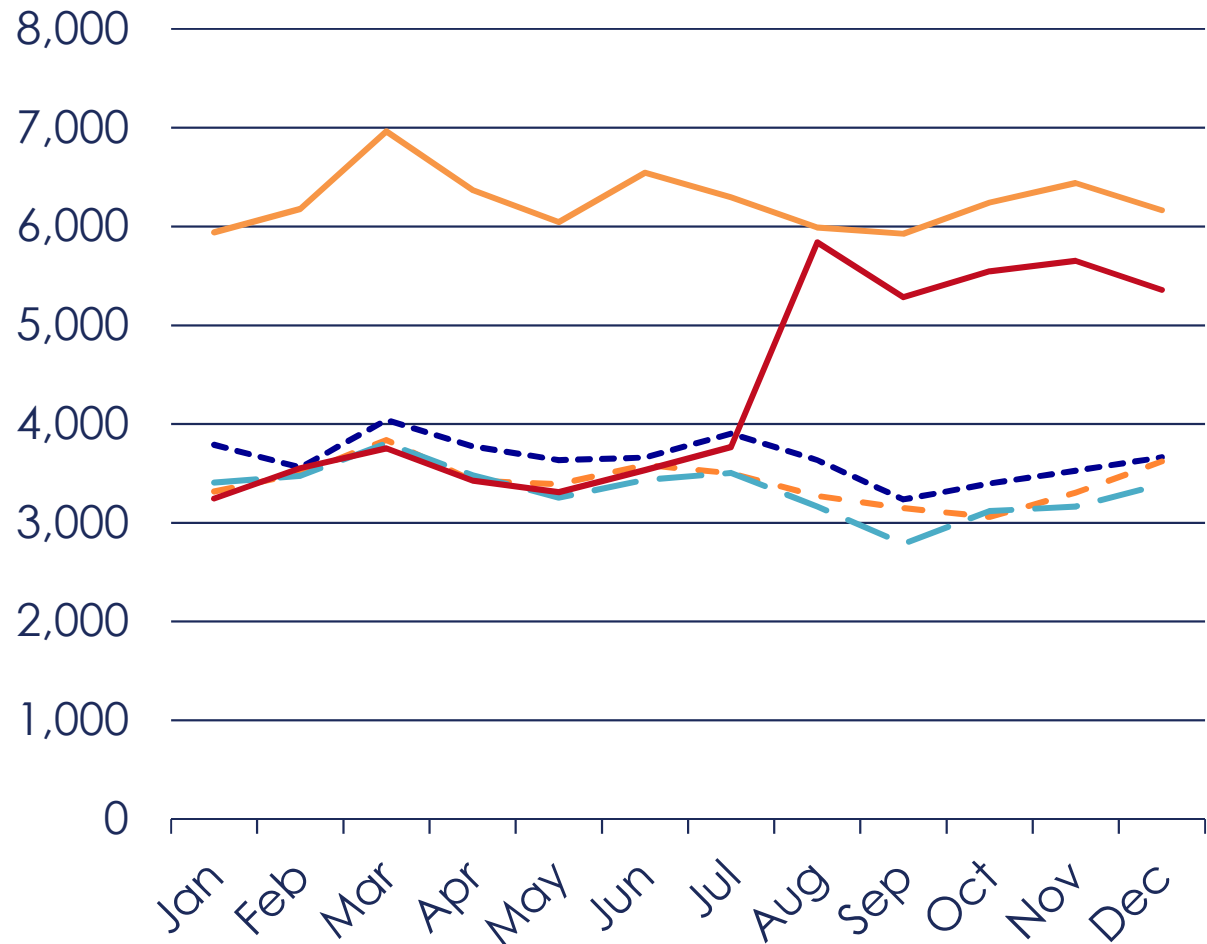


OPERATIONAL PERFORMANCE

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

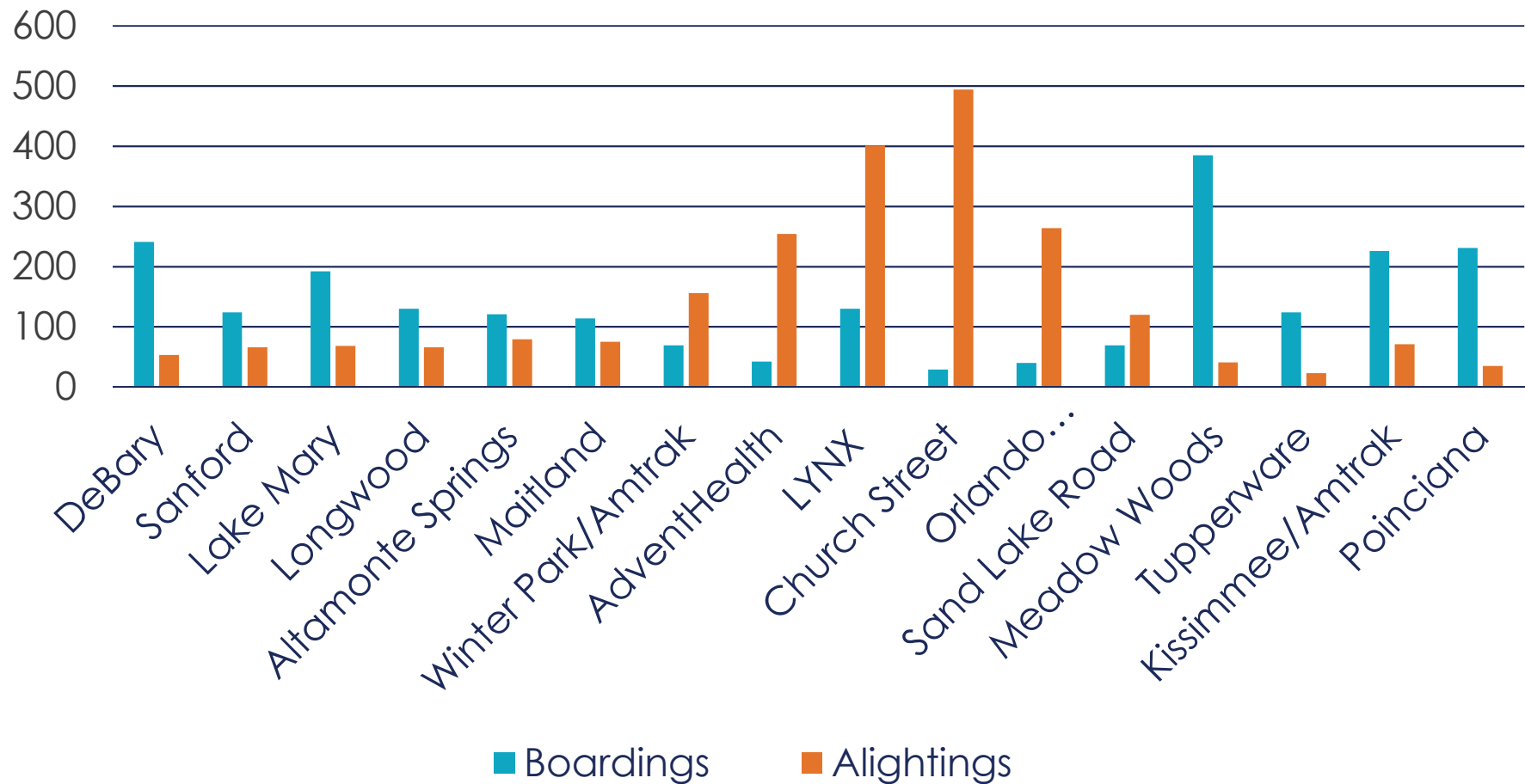


BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2019 – December 31, 2019

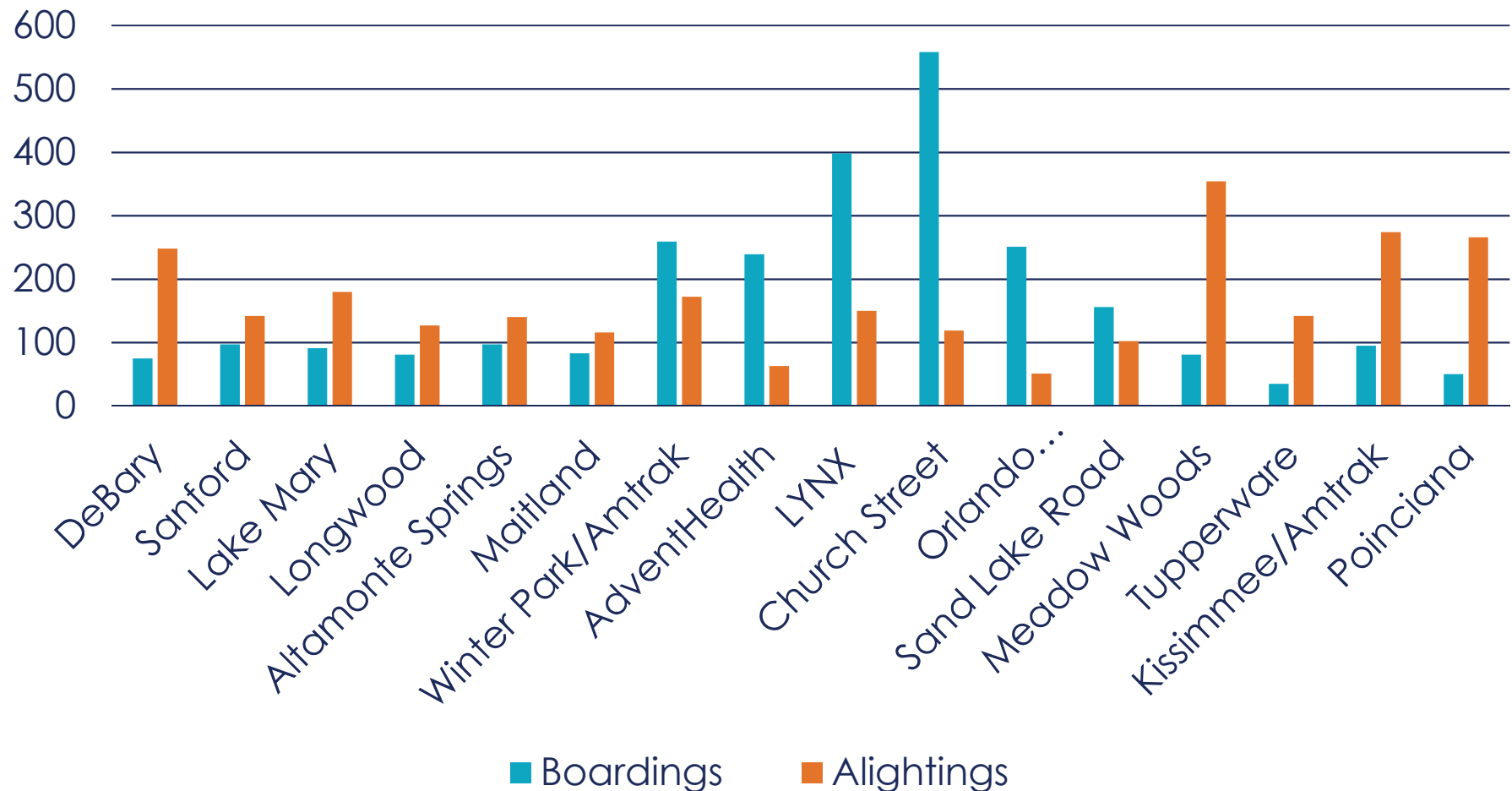


BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2019 – December 31, 2019

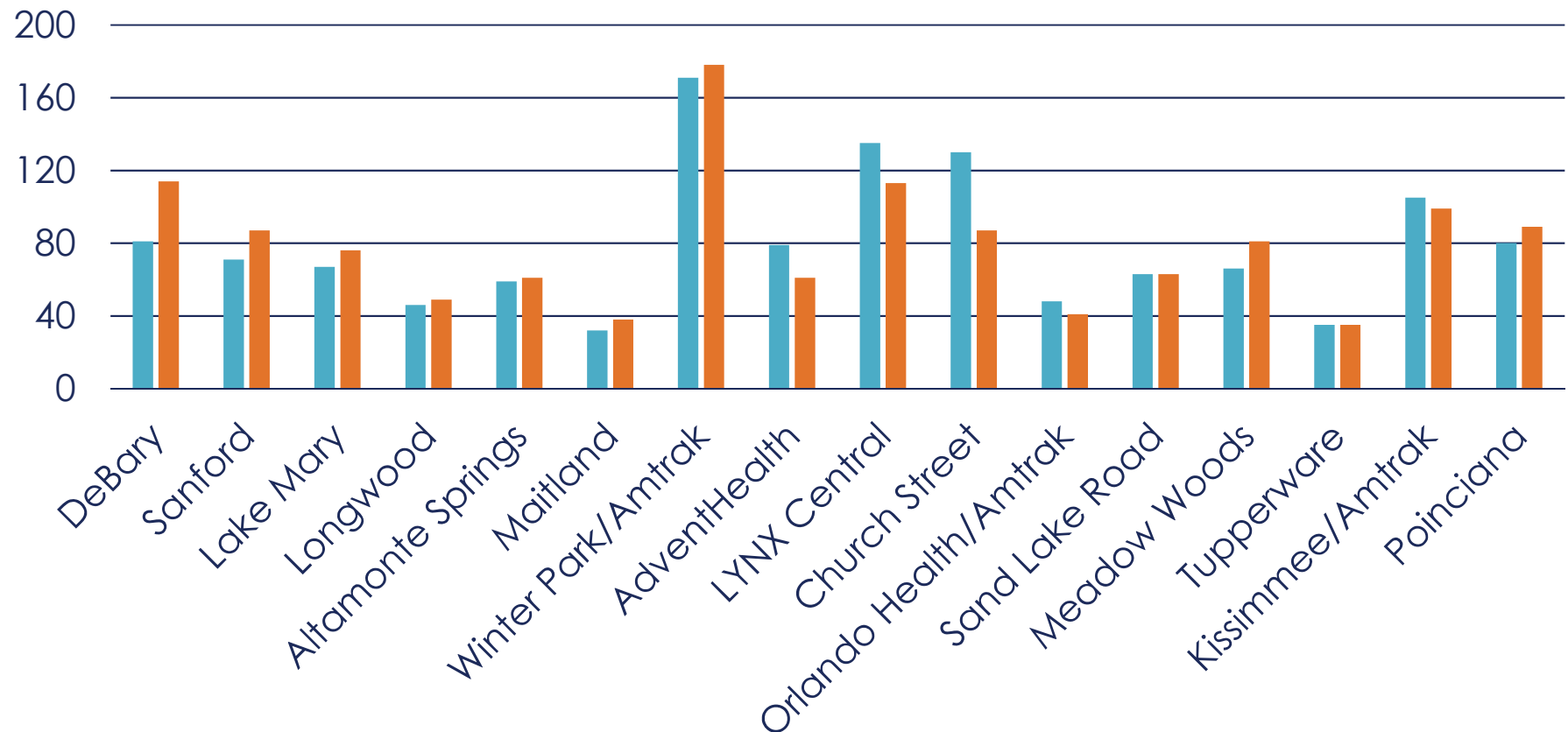


BOARDINGS & ALIGHTINGS

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

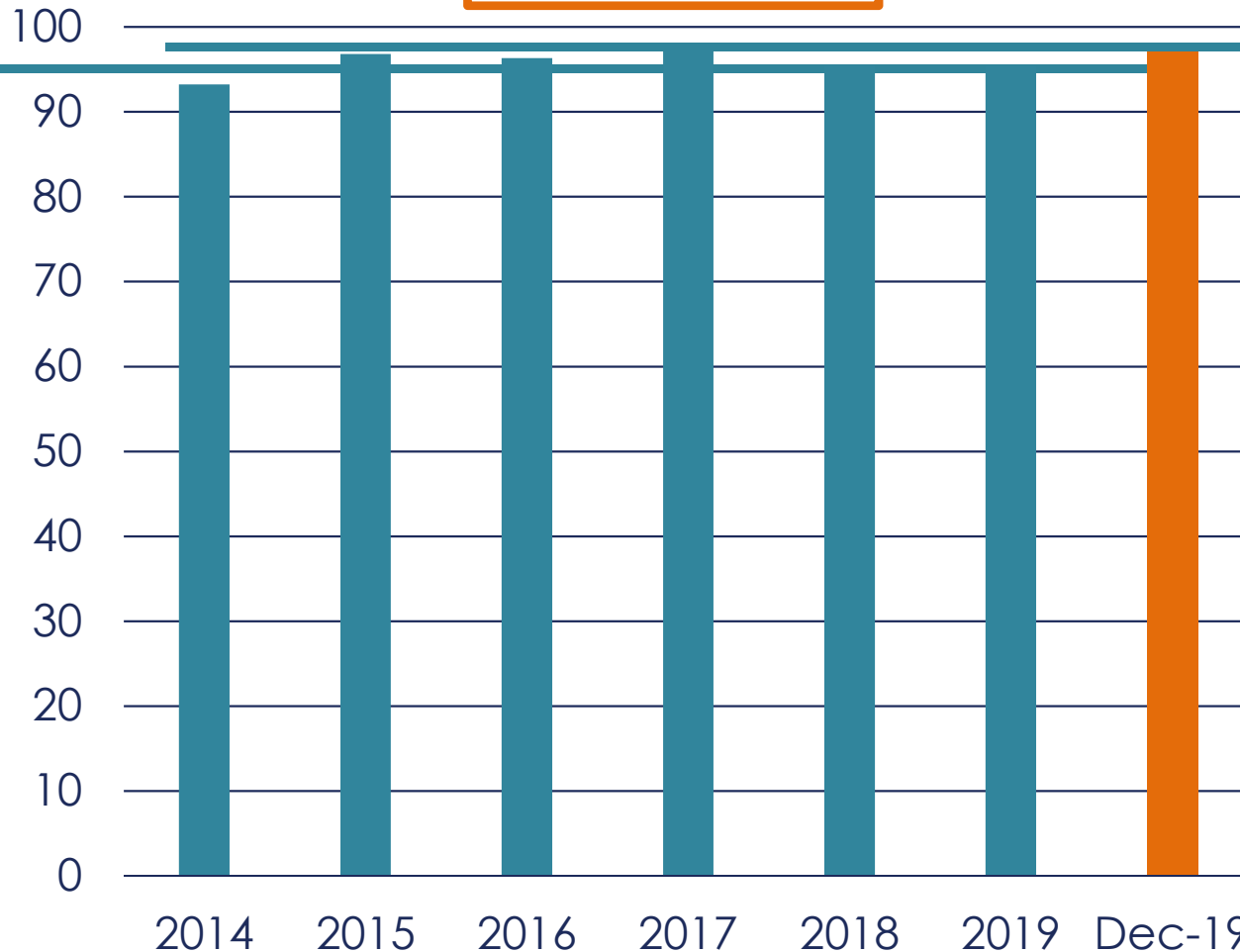
ON-TIME PERFORMANCE AVERAGE

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

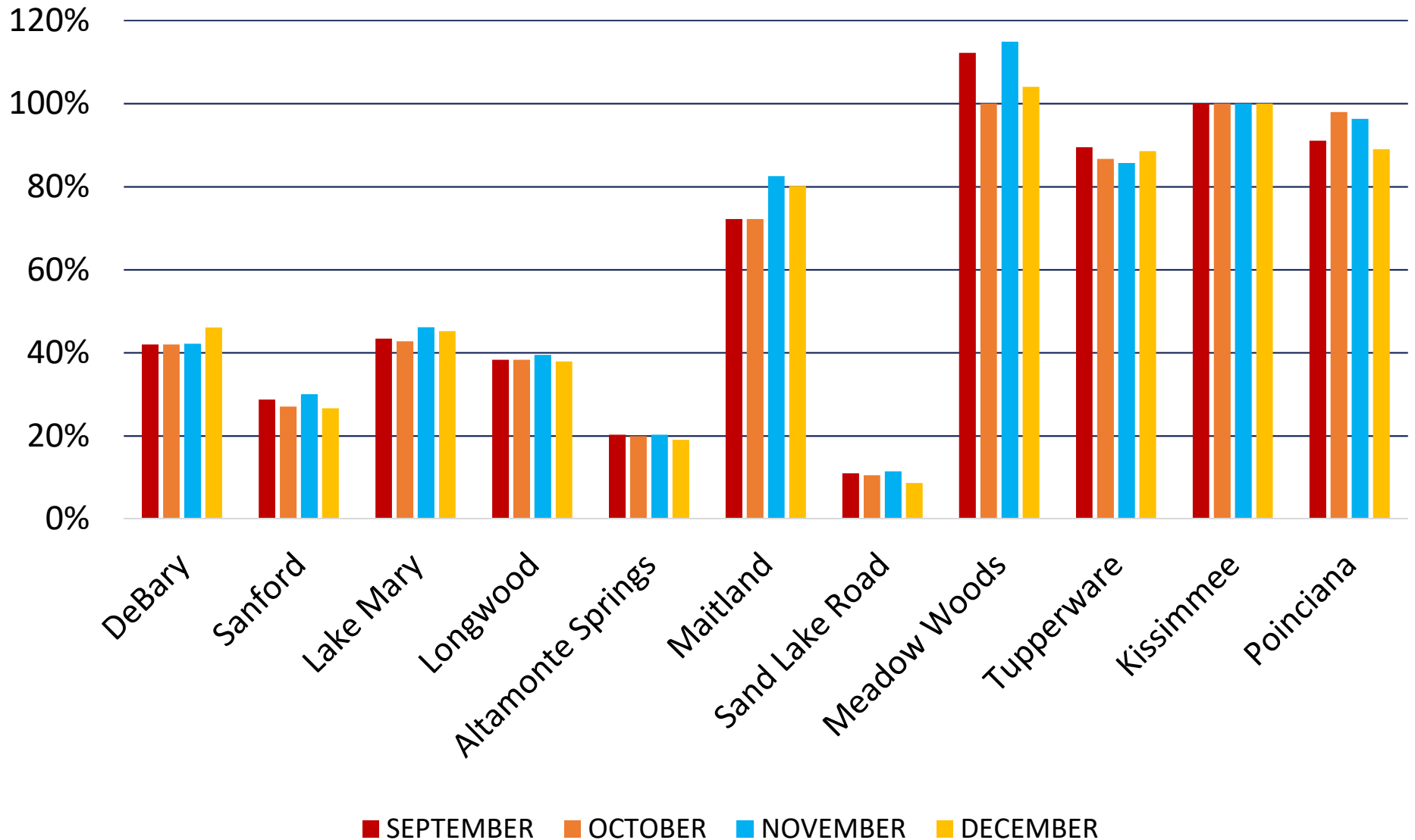
| On-Time Performance Average: 97.31% Number of Days of 95% OTP and Above: 70 Number of Operating Days: 81 | | | |
|--|------|--------|------------|
| Train Performance Overview | | Trains | Percentage |
| On-Time | | 3,153 | 97.3% |
| Late | | 73 | 2.3% |
| Annulled | | 14 | 0.4% |
| Total Trains Operated | | 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.



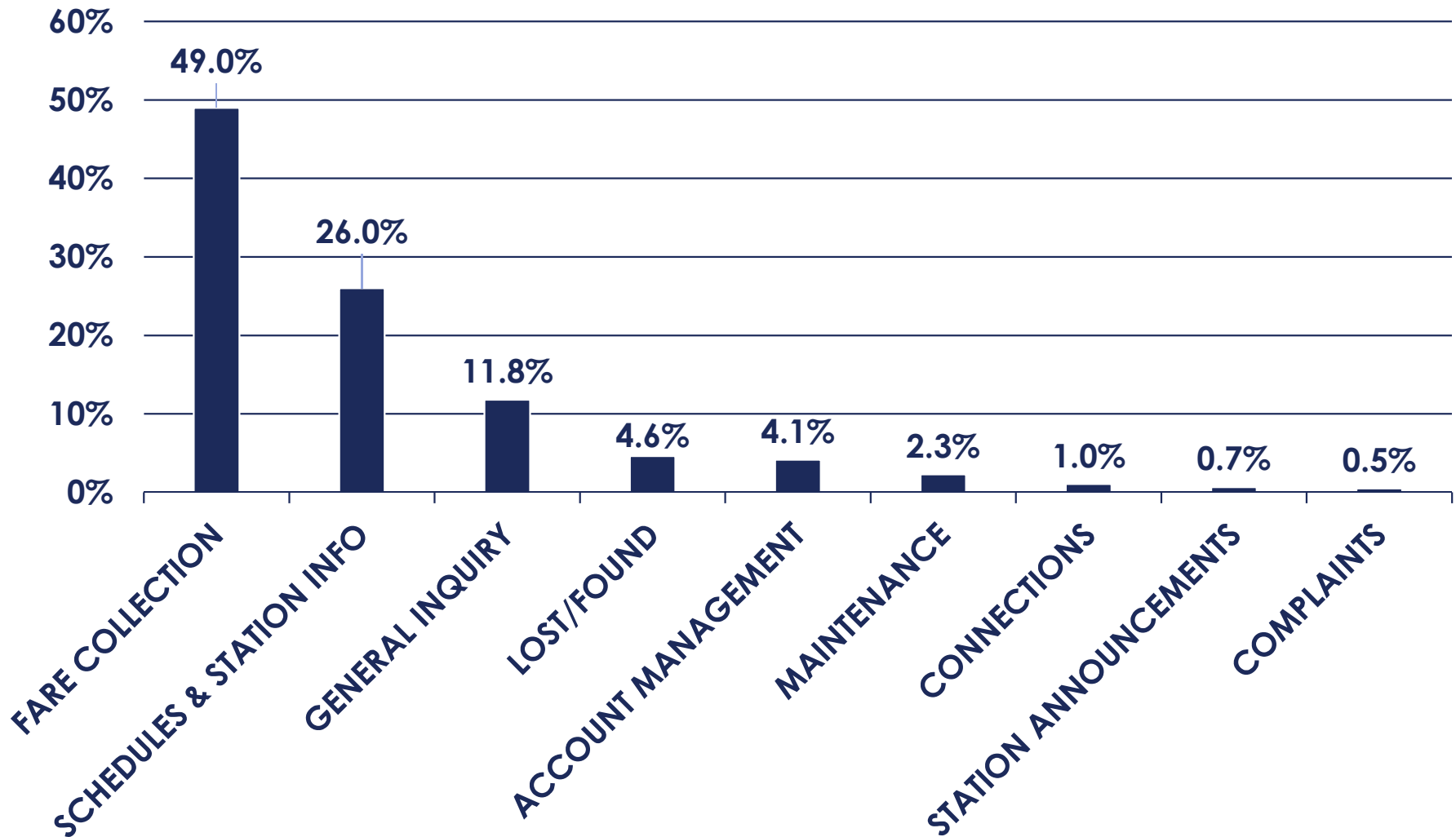
MONTHLY PARKING USAGE

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% |



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

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.

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| <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. |
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| 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. | |

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|--|---------------------------------|
| 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. | |

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| 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.



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



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 |
| Gameroom 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 |



SAFETY SCORECARD

JANUARY 2020

Longwood Community Building
Davey's Toys
Longwood City Hall
The Craft Shack
Judy's Dolls
Xperient Professional Printing
Longwood Fire Department
Vendor's Choice
Tiffany Quilting & Drapery
Weston Park
Sparky Distribution
TLM Motorsports
Trusun Media Inc.-TSM Studio
Precision Automotive
Heritage Village Commons
SDJ Distribution
Executive Auto Sales
Frank Motorworks
Cortes Towing
Salon Zion
Walgreens
Sonic Drive-In
CVS
Wawa
Direct Auto & Life Insurance
Metro Motor Sales
Ralph Laera: Allstate Insurance
Happy Go Lucky Pet Salon
Shiraz Market
Longwood Discount Beverage
Euro Balkan Grocery and Deli
Fresh-N-Healthy
Little Oasis
Granite Perfection, LLC
Masellis Treasure Chest
Seranades at Longwood
Pinnacle Bank
Precision Laboratories Inc
Blossom In the Word Ministries
Elite Automotive Repair
Papa Bees
Wako Taco
Hourglass Brewing
Shivam Distributors
Flooring HQ Showroom
Peachstate Hobby Distribution
NuView IRA
Trilax Group Inc

200 W Warren Ave, Longwood, FL 32750
4134, 216 W Warren Ave, Longwood, FL 32750
175 W Warren Ave, Longwood, FL 32750
218 W Church Ave, Longwood, FL 32750
280 W Warren Ave, Longwood, FL 32750
250 W Church Ave Suite 100, Longwood, FL 32750
301 W Warren Ave, Longwood, FL 32750
460 N Ronald Reagan Blvd # 130, Longwood, FL 32750
206 E Palmetto Ave, Longwood, FL 32750
101 Myrtle St, Longwood, FL 32750
210 E Palmetto Ave, Longwood, FL 32750
4247, 260 E Palmetto Ave, Longwood, FL 32750
240 E Palmetto Ave #100, Longwood, FL 32750
268 E Palmetto Ave, Longwood, FL 32750
357 Orange Ave, Longwood, FL 32750
251 E Palmetto Ave, Longwood, FL 32750
225 E Palmetto Ave, Longwood, FL 32750
232 Orange Ave, Longwood, FL 32750
245 Orange Ave, Longwood, FL 32750
225 N Ronald Reagan Blvd suite 102, Longwood, FL 32750
115 E State Rd 434, Longwood, FL 32750
155 E State Rd 434, Longwood, FL 32750
130 E State Rd 434, Longwood, FL 32750
162 FL-434, Longwood, FL 32750
180 FL-434, Longwood, FL 32750
190 E State Rd 434, Longwood, FL 32750
410 Myrtle St Unit 102, Longwood, FL 32750
130 E Evergreen Ave # 116, Longwood, FL 32750
185 S Ronald Reagan Blvd, Longwood, FL 32750
185 S Ronald Reagan Blvd, Longwood, FL 32750
179-225 E Maine Ave, Longwood, FL 32750
255 S Ronald Reagan Blvd, Longwood, FL 32750
Orlando, 295 S Ronald Reagan Blvd, Longwood, FL 32750
140 E Lake Ave, Longwood, FL 32750
327 S Ronald Reagan Blvd, Longwood, FL 32750
425 S Ronald Reagan Blvd, Longwood, FL 32750
485 S Ronald Reagan Blvd, Longwood, FL 32750
165 E Wildmere Ave, Longwood, FL 32750
525 S Ronald Reagan Blvd # 127, Longwood, FL 32750
560 S Ronald Reagan Blvd, Longwood, FL 32750
480 S Ronald Reagan Blvd, Longwood, FL 32750
480 S Ronald Reagan Blvd, Longwood, FL 32750
480 S Ronald Reagan Blvd suite 1020, Longwood, FL 32750
108 Commerce St, Longwood, FL 32750
440 S Ronald Reagan Blvd, Longwood, FL 32750
390 S Ronald Reagan Blvd, Longwood, FL 32750
280 S Ronald Reagan Blvd Suite 200, Longwood, FL 32750
250 S Ronald Reagan Blvd # 106, Longwood, FL 32750



SAFETY SCORECARD

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