



Central Florida Commuter Rail Commission

Technical Advisory Committee

Date: January 15, 2020
Time: 2:00 p.m.
Location: LYNX Central Station
2nd Floor Multi-Purpose Room
455 North Garland Avenue
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

I. Call to Order and Pledge of Allegiance

II. Confirmation of Quorum

III. Action Items

- a. Adoption of October 9, 2019 Meeting Minutes

IV. Public Comments

Comments from the public will be heard pertaining to General Information on the agenda for this meeting. People wishing to speak must complete a "Speakers Introduction Card" at the reception desk. Each speaker is limited to two minutes.

V. Chair's Report – Ms. Olore

- a. Transition Working Group Update

VI. Discussion Items

- a. SunRail Staff Update – Jared Perdue, FDOT Interim Chief Executive Office
- b. Agency Update – Charles M. Heffinger, Jr., P.E. FDOT/SunRail Chief Operating Officer
- c. Bus Connectivity
 - i. LYNX – Tomika Monterville, Director of Planning & Development



Central Florida Commuter Rail Commission

Technical Advisory Committee

ii. Votran – Rob Stephens, General Manager

VIII. Committee Member Comments

IX. Next Meeting - Proposed

April 15, 2020
2:00 p.m.
LYNX Central Station
455 N. Garland Ave.
2nd Floor Multi-Purpose Room

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 Roger Masten, FDOT/SunRail Title VI Coordinator 801 SunRail Dr. Sanford, FL 32771, or by phone at 321-257-7161, or by email at roger.masten@dot.state.fl.us at least three business days prior to the event.

Technical Advisory Committee Meeting

October 9, 2019

2:00 p.m.

LYNX Central Station
Second Floor Multi-Purpose Room
455 North Garland Avenue
Orlando, Florida

Attendees

Tawny Olore, Osceola County
Billy Hattaway, City of Orlando
John Angiulli, Volusia County
Andrew Landis, City of DeBary
Jean Jreij, Seminole County
Shad Smith, City of Longwood
Alisha Maraviglia, City of Altamonte Springs
Irene Zhu, City of Altamonte Springs
Alyssa Eide, City of Maitland
Kimberly Tracy, City of Maitland
Kendall Story, City of Lake Mary
Don Marcotte, City of Winter Park
Tomika Monterville, LYNX
Renzo Nastasi, Orange County

Rob Stephens, Votran
Colleen Nicoulin, River to Sea TPO
Charles M. Heffinger, FDOT
Libertad Acosta-Anderson, FDOT
Nadia Hernandez, FDOT
Patricia Ruffino, FDOT
Steve Olson, FDOT
Mike Carman, SunRail
Sandra Gutierrez, SunRail
Pamela Foster, SunRail
George Gault, SunRail
Rick Tonet, SunRail
Regina Marini Cargill, Evolve Today

Minutes

Meeting was called to order by TAC Chair, Tawny Olore, at 2:00 p.m.

Pledge of Allegiance

Quorum was met

Introductions

Action Items:

Presenter: Tawny Olore

- **Adoption of Meeting Minutes:** A motion to adopt the meeting minutes from August 7, 2019 was made. The meeting minutes were adopted unanimously.
- **Adoption of Meeting Minutes:** A motion to adopt the proposed 2020 meeting dates was made. The proposed dates for 2020 are January 16th, April 16th, July 16th, and October 15th. The motion passed and was approved unanimously.

Public Comments:

- Joanne Counelis requested weekend, holiday, and 24--hour train service. She also advocated for the completion of service to DeLand, service to the airport, close the 3-hour gap and to add bus line at Country Club Road.

Agenda Item: Chairman's Report

Presenter: Tawny Olore

- Ms. Olore provided recap from the August 29, 2019 CFCRC meeting.
 - A proposal put forth, FDOT confirmed they have the funding to complete Phase II North. However, after discussing the matter, the preference of Volusia County as explained by Chairman Kelley was not to move forward with Phase II North now, reserving the right for a future date.
 - Commissioner Dallari asked for several items to be determined before moving forward like the financial obligations to the rest of the funding partners, the makeup of the SunRail governance board in the future if the system did not go to DeLand, what do the present and future items within the Capital Improvement Plan look like, what are the legal review comments, how will the turnover work and when would it take place? They also inquired about positive train controls and affiliated costs, and if SunRail could stop at Sanford rather than going to DeBary.
 - Mayor Dyer asked that staff from each of the local partners work together to come up with the financial obligations. Subsequently, FDOT Representative Secretary Shannon asked for a resolution from the respective funding partners' commission boards to support whether Volusia will go to DeLand.
 - Bi-weekly Transition Working Group meetings have been held with FDOT to resolve some of the issues. Volusia County indicated they would continue to support operating and maintaining the DeBary Station. Consensus has been reached for some of the topics such as Volusia County leaving the CFCRC Governance Board and with keeping the train from extending to DeLand. Meetings will continue to take place every two weeks to resolve the (i.e., breakdown of O&M costs for each funding partner to go to DeBary). FDOT has provided information on costs on maintenance and capital improvements.
 - Tupperware announced that they entered into an agreement with a developer to begin a 400-million-dollar development in the Oseola County area around the station.

Agenda Item: Agency Update

Presenter: Charles M. Heffinger

- **Onboard Statistics**
 - Mr. Heffinger notated there has been a decrease in the summer ridership related to changes in school schedules, but it is strong nonetheless.
 - Bicycles numbers on the trains have increased significantly so they are working to find more space by possibly removing some of the seats to accommodate more bicycles on the train.

- The average was 220 and it has increased up to 275 bikes. Hope to have a resolution by the next CFCRC meeting.
 - ADA average riders at 22 with a slight dip in the months of July and August.
- **Boarding and Alightings**
 - Most passengers boarding during the AM peak get on at the ends of the line in Poinciana and/or DeBary and getting off mid-town. During the PM peak, most passengers get on Downtown then get off at Poinciana and DeBary.
- **On-Time Performance**
 - Average during the summer has been good, above 98.5%. The contractual performance has also been great at 99.6%. The train only stopped for situations outside of their control. Our goal is to be equal to or greater than 95% and there is a performance incentive if this is met.
- **Customer Service Statistics**
 - Received 5,341 phone calls during July and August. A reported 99.3% of the calls received have been requesting information about schedule, the app, etc., with minimal calls being complaints.
- **Grade Crossing Incidents by City/County**
 - 3 accidents occurred between July and August in Winter Park, Orange County and North Osceola County. During the month of September, experienced an additional 3 accidents.
- **Safety and Security**
 - Rail Safety Week: The goal was to have zero distractions, collisions, or trespassers on the railroad. A safety video for Rail Safety Week was presented to the TAC members. A TAC member, Don Marcotte - City of Winter Park, commented that it seemed it would be very effective to have it available on the website, especially for the Fairbanks station in Winter Park. The video will be made available to all TAC members so that it can be shared on their websites and through social media outlets.
 - Law enforcement assisted on 16 different crossings for two hours at SR 50 (Colonial Drive), law enforcement wrote 45 tickets and 13 warnings alone.
- **Hurricane Dorian**
 - Announced as a category 5 storm, SunRail was shut down, signals were taken down, electrical was disconnected, and gates were tied as a safety precaution for almost 2 days. The system was restored quickly after the threat passed.
- **Service Alerts**
 - Introduced many people signed up for and had a significant impact on cost since they were charging for each text message. In a year, the costs could have added up to \$45K. On October 2, 2019, it was decided not to continue with text messages. Around 12,500 users have signed up for the new SunRail app and 13,160 total users as of yesterday. Service alerts will be received through the app instead of receiving texts at no additional cost.
 - Ms. Olore mentioned that Osceola County completed a traffic study at the Pleasant Hill Rd/Clay St. intersection regarding the grade crossings and the findings present a potential solution that might be good to implement elsewhere along the corridor.
- **Fare Policy - Max Fare**
 - Mr. Heffinger introduced Patricia Ruffino, SunRail's Financial Operations Manager. Ms. Ruffino noted that on September 30th, a press release was sent out announcing the implementation.
 - Ms. Ruffino announced that max fare will be enabled in November, date to be determined. New SunCard data from holders is now able to be captured to determine if they are tapping on and off and traveling outside of their zone. The individuals were contacted to explain the need to tap off.
 - The tentative date for the 100% Fare Enforcement Check is October 24th. This date will be shared with the public. This will also assist with capturing more accurate ridership data.
 - Currently, min-fare is being used. There are some other aspects that must be deployed before transitioning to \$5 max-fare.
 - A question was brought up about how the calls from riders are getting handled when the kiosk is not working and someone gets charged the maximum amount. Ms. Ruffino responded that max-fare has trip matching capabilities and can match the trip cost once the system comes back online. There have been some challenges to get the system to get to work correctly but the glitches have been resolved.

- Mr. Hattaway asked if SunCard holders would receive notifications regarding low balances on the cards. Ms. Ruffino responded that an email is generated if the balance goes below the threshold. They have been trying to be more proactive to get people to register their SunCard to receive email notifications and get balance protection.
- Balance low or negative promotes email notification going out but there is a high percentage of unregistered SunCard users.
- **Marketing Goals**
 - Increase Ridership and Schedule Update: Mr. Heffinger pointed out that in August, they have reached 71% of the 1.5M passenger goal in 66% of the time.
 - A schedule update that will be pushed out on October 14th.
 - A northbound/southbound train had some schedule conflicts on SR 434 and CR 427 in Longwood. It was proposed to separate the trains an additional 5 minutes for a total of 8 minutes of separation, so the traffic signals can run their cycle. This will be implemented on the 14th. An extra minute was added to all 5 stations resulting in the trip time on all peaks going northbound being 5 minutes longer during morning and afternoon trips. The turn time at the end of the line will be 12 minutes instead of 17.
 - A minute was added to the Tupperware, Meadow Woods, Sand Lake, Maitland, and Altamonte Springs stations.
 - P337 southbound train was delayed 30 minutes based on a survey to better line up the schedule with the Florida Hospital workers shift changes. This train also stays at the station for an extra 10 minutes to encourage as many riders as possible. This change could add an additional 200 riders.
 - To try to accommodate riders from the downtown UCF campus, the last southbound train will now have a 5-minute delay to allow more students to get on the train.
- **Increase SunCard Usage:**
 - Has gone up 15% since 2018.
 - There will be a new design for the card.
 - A new program was concluded on September 30th that added 700 new riders on an average of 3 days a week. This program gave free rides to UCF students. The survey indicated that 4 out of 5 riders were satisfied.
- **Promote Connectivity**
 - Coordination has continued with LYNX and Votran with Ms. Libertad Acosta-Anderson heading up.
 - Lime bike promotion with a maximum of 2 hours.
- **Parking Lot Usage**
 - Monthly parking for July and August has been very busy in Meadow Woods. Sand Lake had a drastic increase in their parking. Parking space in Meadow Woods will have to be evaluated due to the development in the area.
 - Mr. Hattaway noted there has been concerns expressed about the Southern end's need for a third car since there are not enough seats available and people are having to stand. He inquired if this is getting monitored and when will a third car be added.
 - Mr. Carman responded the conductors fill out a report that includes the number of people that get in and out. This is used to create a daily report with ridership numbers at each station for each train. They would have to consider the amount of equipment available and perhaps they might be able to add a third car to some trains, and perhaps during special events.
 - Mr. Hattaway suggested the conductor could monitor the areas to see if people are sharing their seats and are following codes of conduct.
 - Joanne Counelis informed that she will be attending a special Olympics event happening a week from Saturday and Sunday and they need to have accommodations for that event.
- **Budget Update**
 - Mr. Heffinger provided the budget numbers. Fare revenue is around \$3.4M. Operating revenue for the year is roughly \$18.2M. Current revenue for the fiscal year was expected to be at \$3M. We are about \$400K higher than that right now.
 - Ms. Olore asked if the new fare policies are expected to have a positive impact on the bottom line. She questioned whether the Fare Box Revenue projections take into account people actually paying for accurate zones. Ms. Foster explained that these factors were not taken into

consideration for the projections and they were made using historical data. The forecast is a straight line monthly projection for 12 months. Since these factors were not considered, these new changes could have a positive impact on bottom line capital.

- **Capital Maintenance**

- Status year to date as of August, include 49% for vehicle repairs, 23% for materials and supplies, 20% for corridor repairs. Improvements include ground protection for communication equipment against lightning strikes, St. Johns River Bridge walkway, and installation of fencing.
- Ms. Olore drew attention to FDOT items, Fare Box Revenue/Ridership and Conduent's Maintenance for July and August. She added that during one of the transition meetings, Secretary Shannon indicated that FDOT is looking at the Conduent system and considering other potential options for replacement.

Agenda Item: Positive Train Control

Presenter: Charles M. Heffinger

- Mr. Tonet informed the TAC members that they are working on PTC and the goal for full corridor Revenue Service Demonstration is December 2020.
- It takes up to one year to get FRA certification, hence the ultimate goal will be December 2020, but it may be possible to get certification sooner depending on FRA review time.

Agenda Item: Quiet Zones

Presenter: Charles M. Heffinger

- Mr. Heffinger informed the Committee that the City of Edgewood is going into effect that evening.
- Construction is complete for Seminole County, Maitland, Winter Park and Orange County.
- Construction work is ongoing in the City of Orlando.
- Civil upgrades are pending for Donegan Ave. in Kissimmee.
- The local jurisdictions are responsible for sending out the Notice of Establishment.

Agenda Item: LYNX Connectivity

Presenter: Tomika Monterville

- Ms. Monterville notated there has been an increase in ridership for August.
- Information has started to get included in the Kissimmee Circulator. There was an increase of 21.8% with the Kissimmee Circulator ridership. The numbers later decreased a little in September due to the holiday, but the overall numbers have shown an increase.
- Changes in the SunRail schedule will not be accommodated until December. Typical schedule changes occur three times a year – December/January, April and August. The next service change will be on December 15th. Some complaints should be expected for the changes not taking place until December.
 - Ms. Olore asked about interest in getting feeder bus to Poinciana and will set up a meeting for potential options and prices. Also questioned if LYNX was coordinating the service changes with SunRail.
 - Tomika was agreeable to the feeder bus idea and responded about the service changes that they coordinate with SunRail, and it takes 6 weeks for changes to get incorporated in the system.
 - Ms. Olore inquired about the possibility of running into any fatal flaws of not being able to accommodate the schedule changes in December.
 - Tomika responded that they are in the process of evaluating the situation. They are preparing for the December bid and the public hearing to include the changes, but they must allow a period for public comments.
- Tomika notated one of the items identified due to Hurricane Dorian in the after-action report, was the need for a policy and procedure governing the emergency bus/bridge protocol. They need to develop the policy to follow if the service gets suspended when it's not a standard bus/bridge event.

Agenda Item: Votran Bus Connectivity

Presenter: Rob Stephens

- Mr. Stephens stated Votran has similar issues with schedule changes. They however are not expected to have a major impact. They are working to respond as quickly as possible to minimize the impact, but some complaints might be expected.
- There have been some internal staff changes so the contact list will need to be updated.

- Ms. Olore asked if SunRail continues to have quarterly Fire & Life Safety Committee agency meetings to discuss bus and bridges. It was confirmed that they do, but bus and bridges is not always discussed. Other contacts to be included in the meetings will be evaluated.
- Mr. Carman confirmed currently SunRail does have a bus/bridge SOP a Standard Operating Procedure in an emergency, together with contact list for LYNX, Votran and Bombardier headed up by Dennis Smith as the Chief Transportation Officer. He will take back to Bombardier to work with LYNX closely on the use of bus/bridge.

Committee Member Comments:

- *Mr. Hattaway, informed he had a few folks talk to him about the issue with refilling the pre-paid SunRail Suncard and then not being able to use it on the LYNX since they don't work interchangeably.*
 - *Ms. Ruffino explained they do have interoperability between LYNX and SunRail. You have one free bus transfer included when you show the Suncard. If additional transfers are needed, then those fares would not be free.*
 - *Customers should be encouraged to contact the customer service center so they can provide this information to the customers. If it is an internal LYNX issue regarding new bus drivers not aware of the policy, then they will need to be contacted.*
 - *Ms. Monterville explained the fare process is getting added to the schedule book for clarification.*

Meeting adjourned: 3:15 p.m.

Next meeting: Scheduled for Wednesday, January 15, 2020 at 2:00 p.m., LYNX Central Station, Second Floor Open Space, 455 N. Garland Avenue, Orlando



TECHNICAL ADVISORY COMMITTEE

January 15, 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



APPROVALS

A. Adopt Meeting Minutes: 10/9/19

PUBLIC COMMENTS



CHAIR'S REPORT

Ms. Tawny Olore

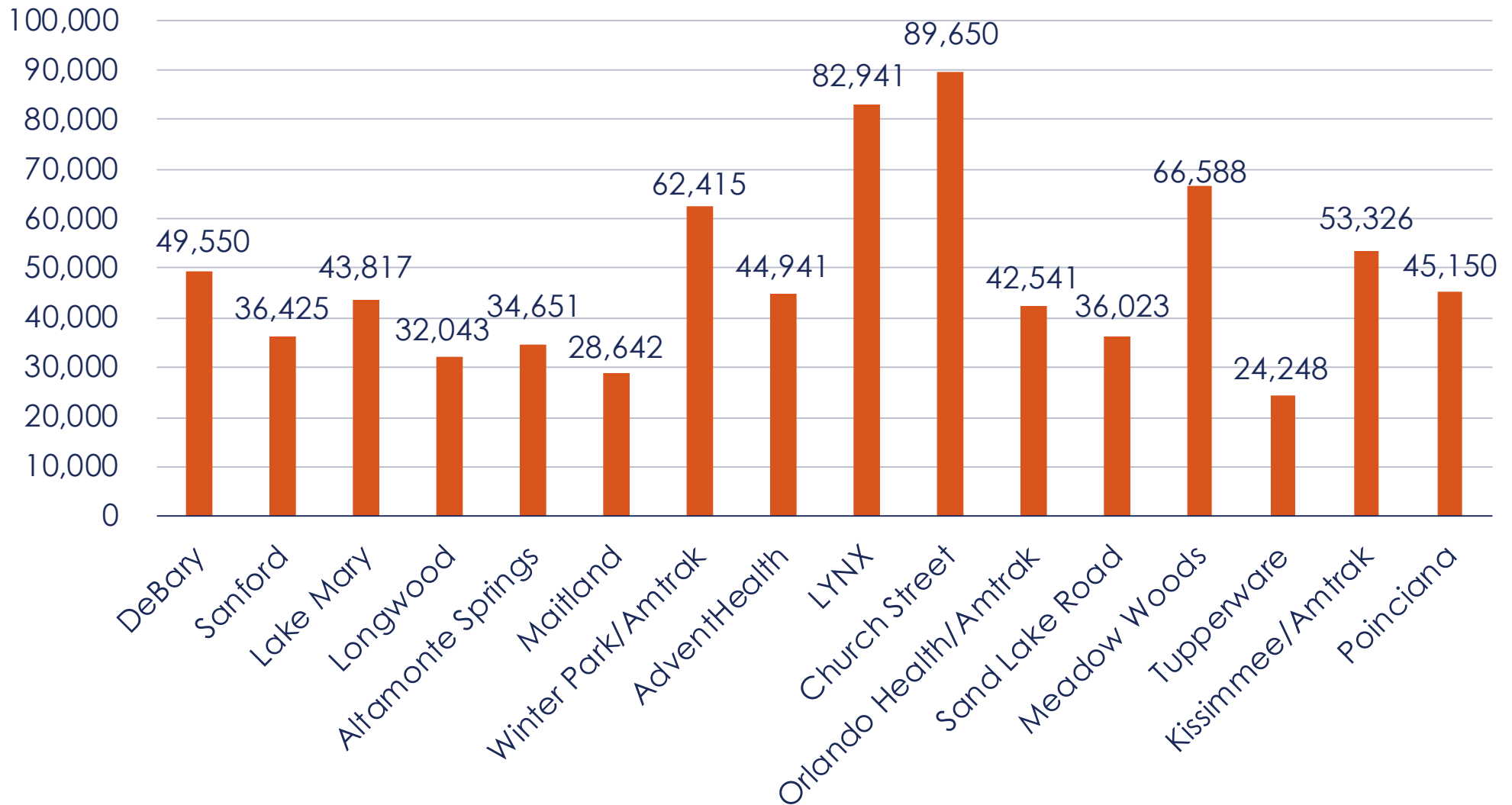


AGENCY UPDATE

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

OPERATIONAL PERFORMANCE

BOARDINGS BY STATION



July 2019 through December 2019

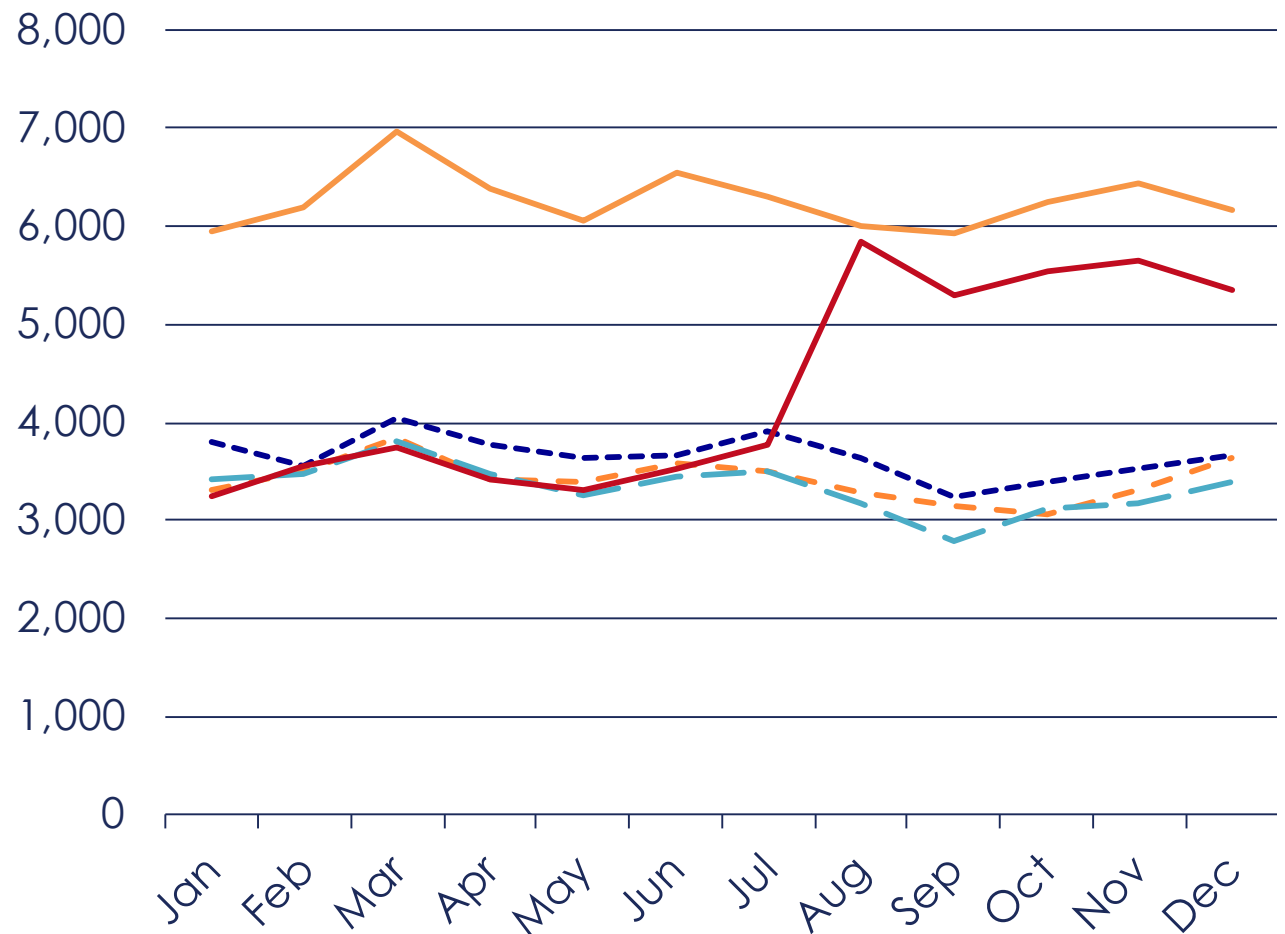


OPERATIONAL PERFORMANCE

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

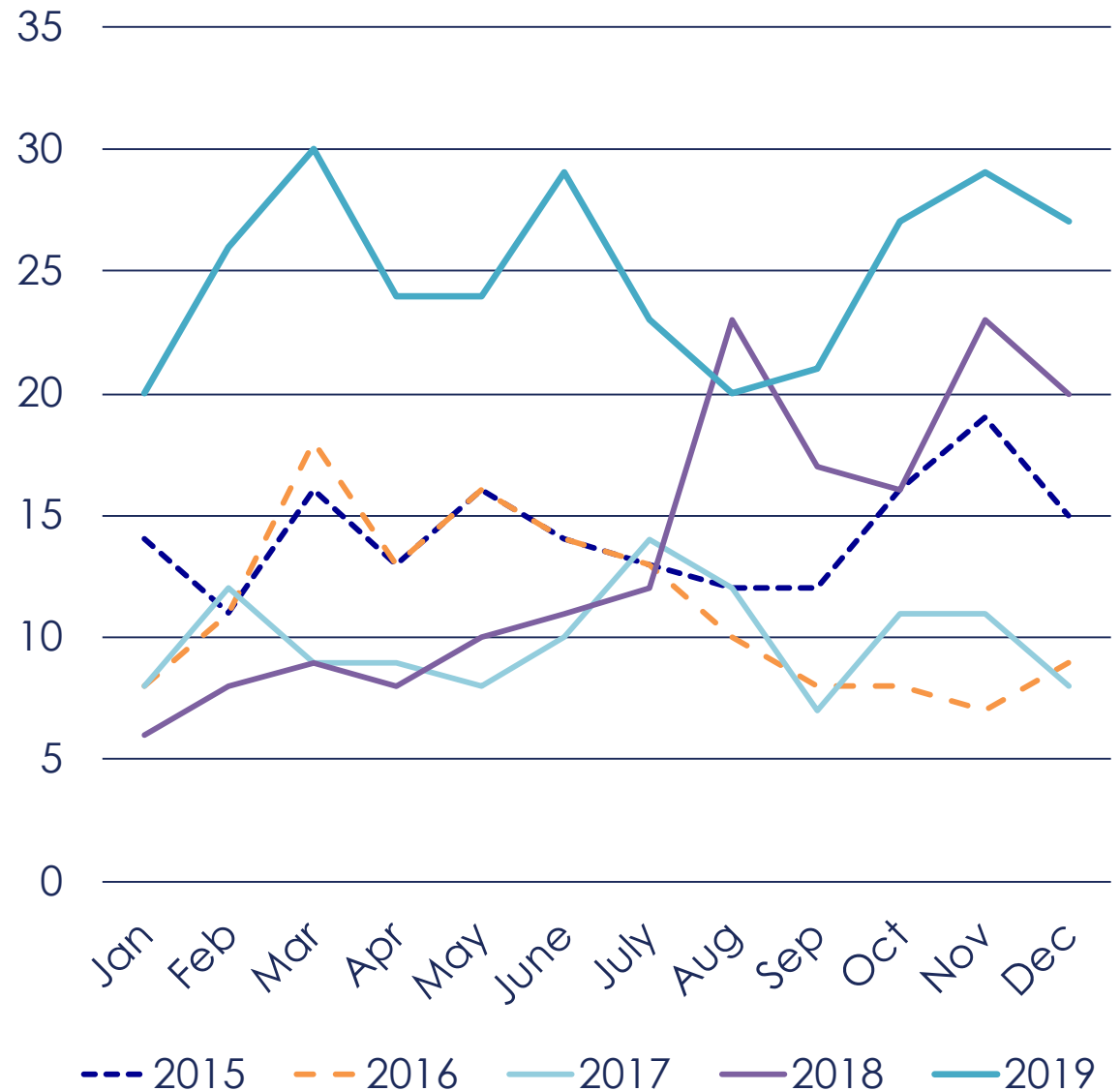


ONBOARD STATS

SEP-DEC
AVERAGE DAILY
ADA

26

RIDERS BY MONTH

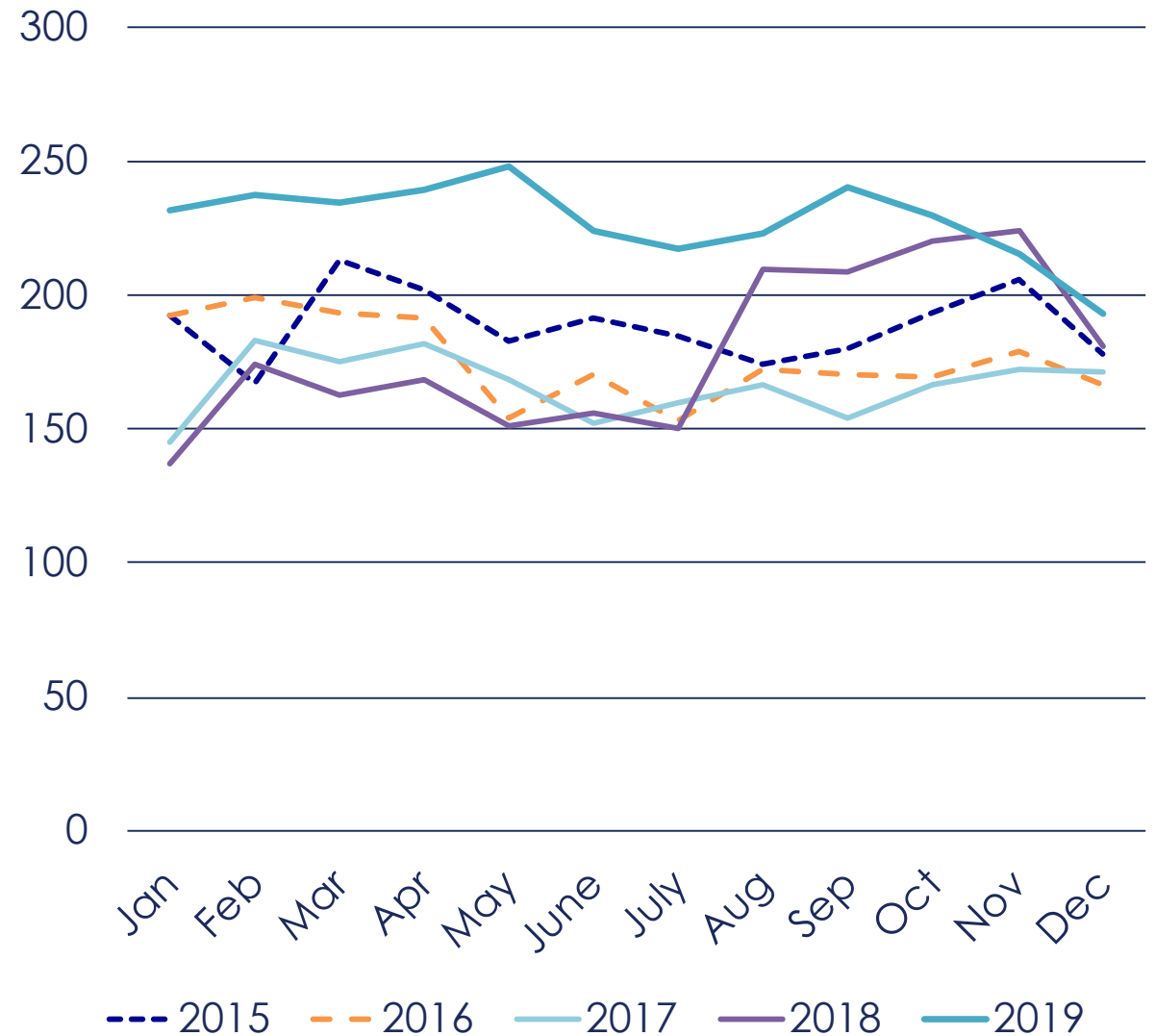


ONBOARD STATS

SEP-DEC
AVERAGE DAILY
BICYCLE

220

RIDERS BY MONTH

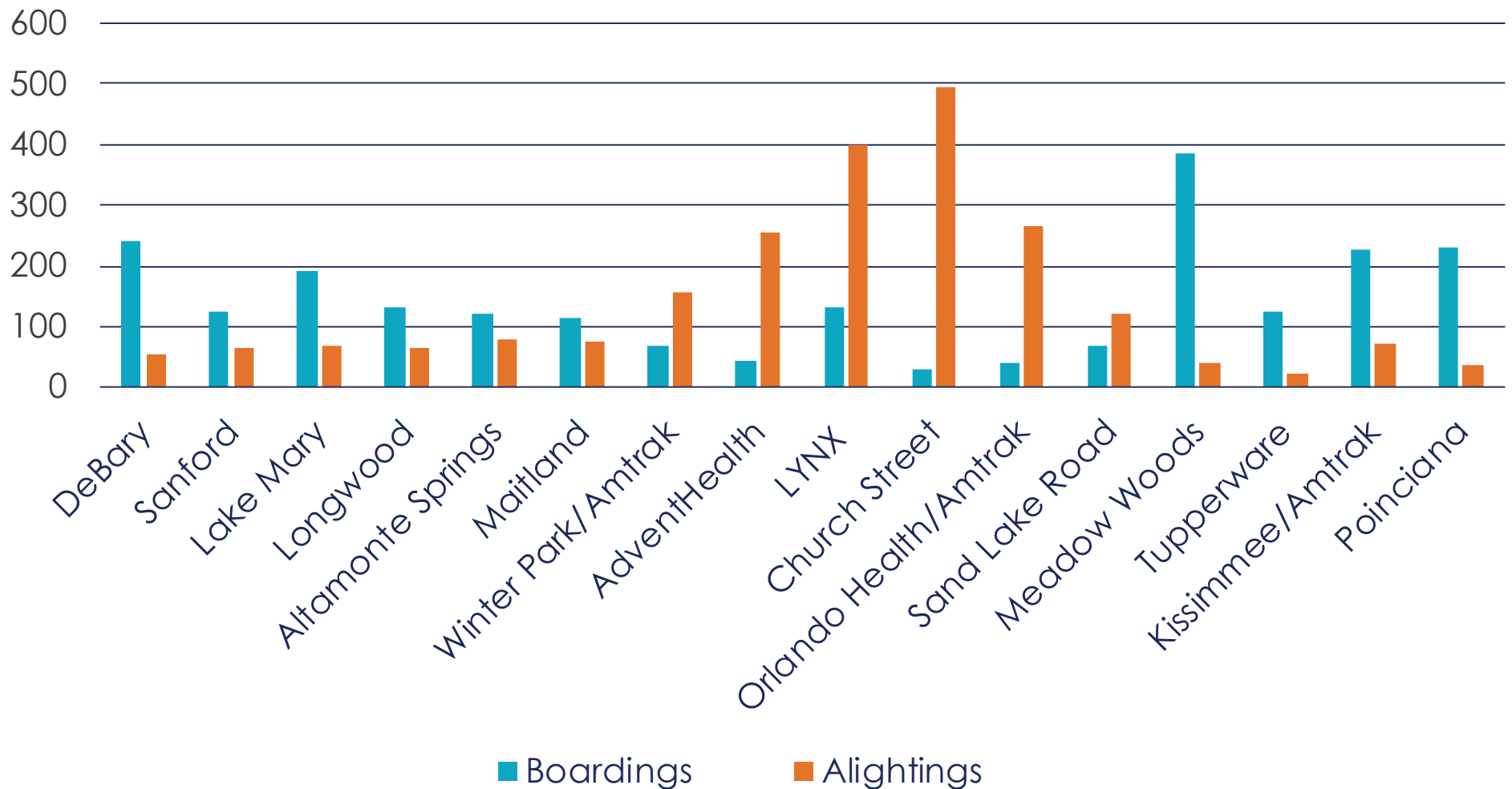


BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2019 – December 31, 2019



Boardings

Alightings

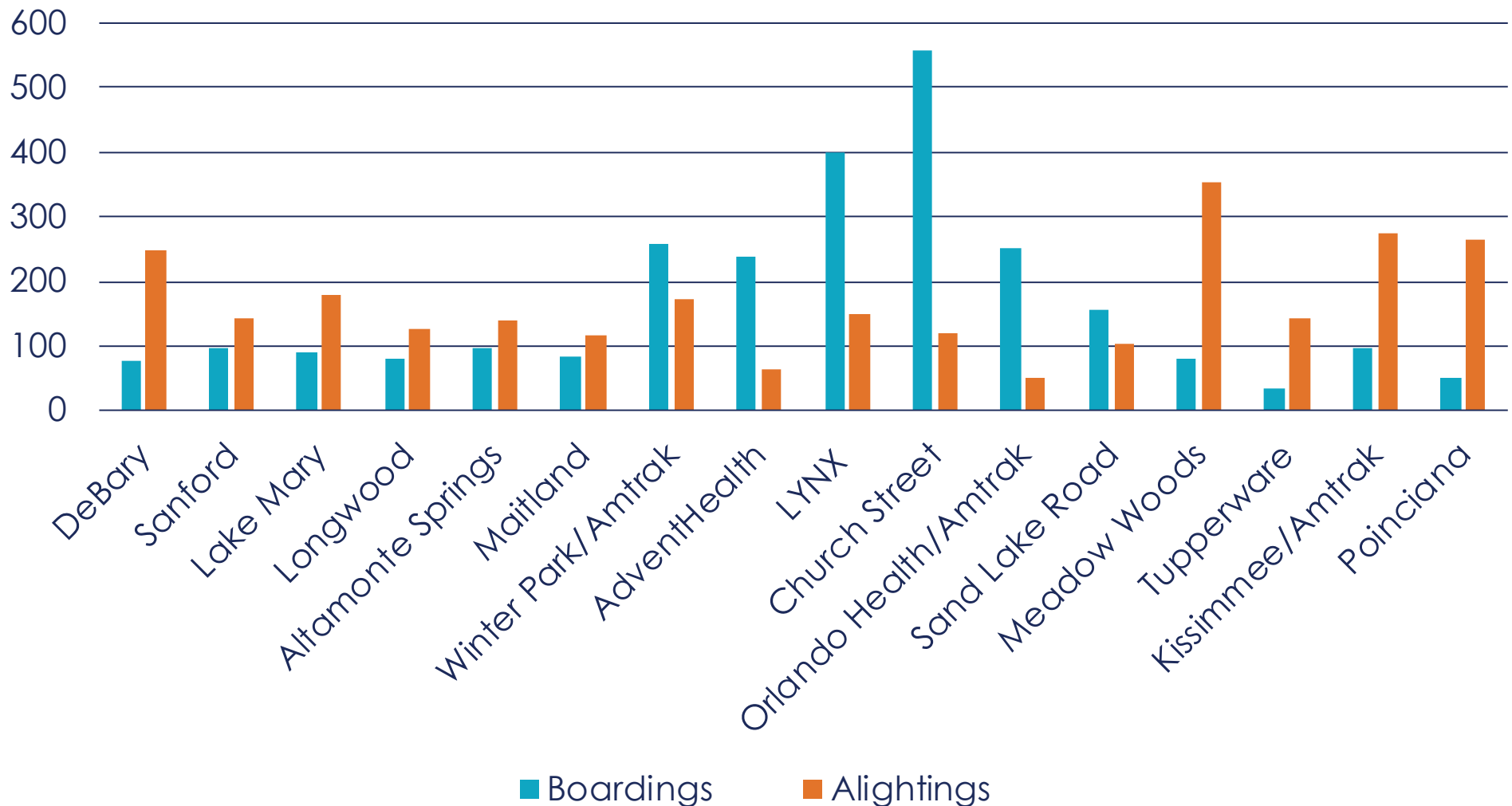


BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2019 – December 31, 2019



Boardings

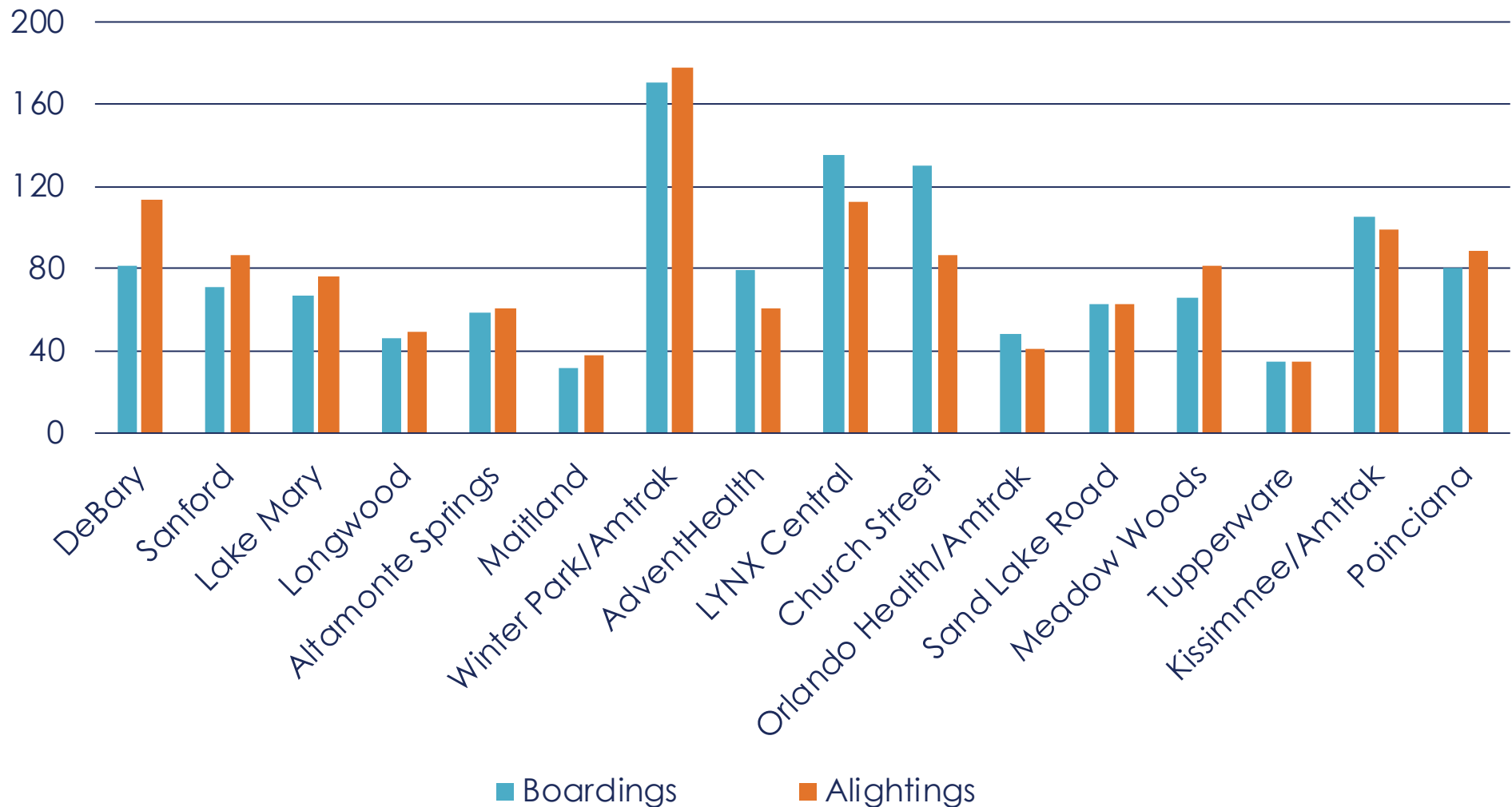
Alightings

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

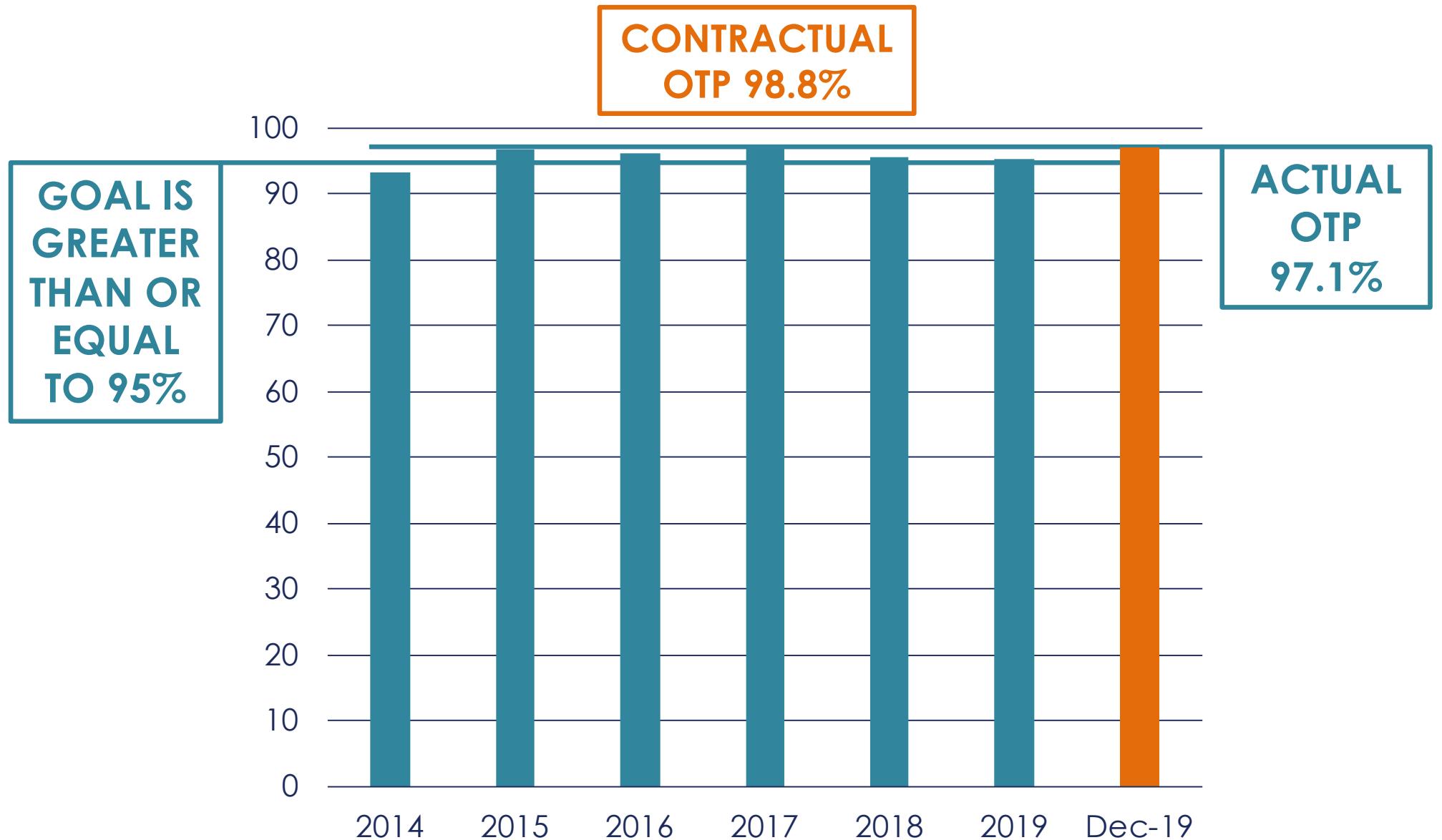


Boardings

Alightings

ON-TIME PERFORMANCE AVERAGE

From Inception and Current Month



ON-TIME PERFORMANCE AVERAGE

SEPTEMBER - DECEMBER 2019

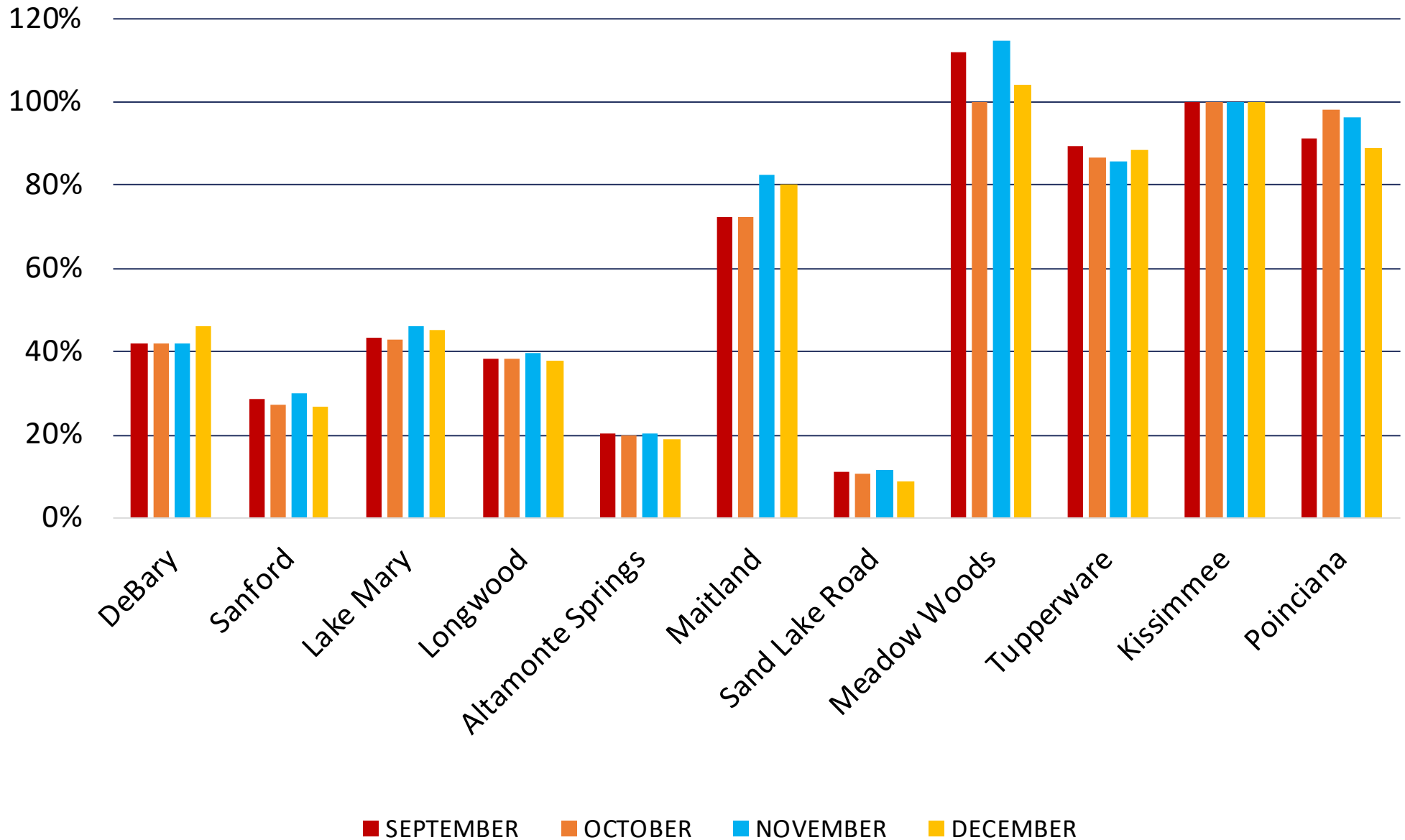
On-Time Performance Average: 97.31% Number of Days of 95% OTP and Above: 70 Number of Operating Days: 81			
Train Performance Overview		Trains	Percentage
On-Time		3,153	97.3%
Late		73	2.3%
Annulled		14	0.4%
Total Trains Operated		3,240	100%
Performance Detail	Days	Trains	Percentage
Mechanical	9	19	0.6%
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.



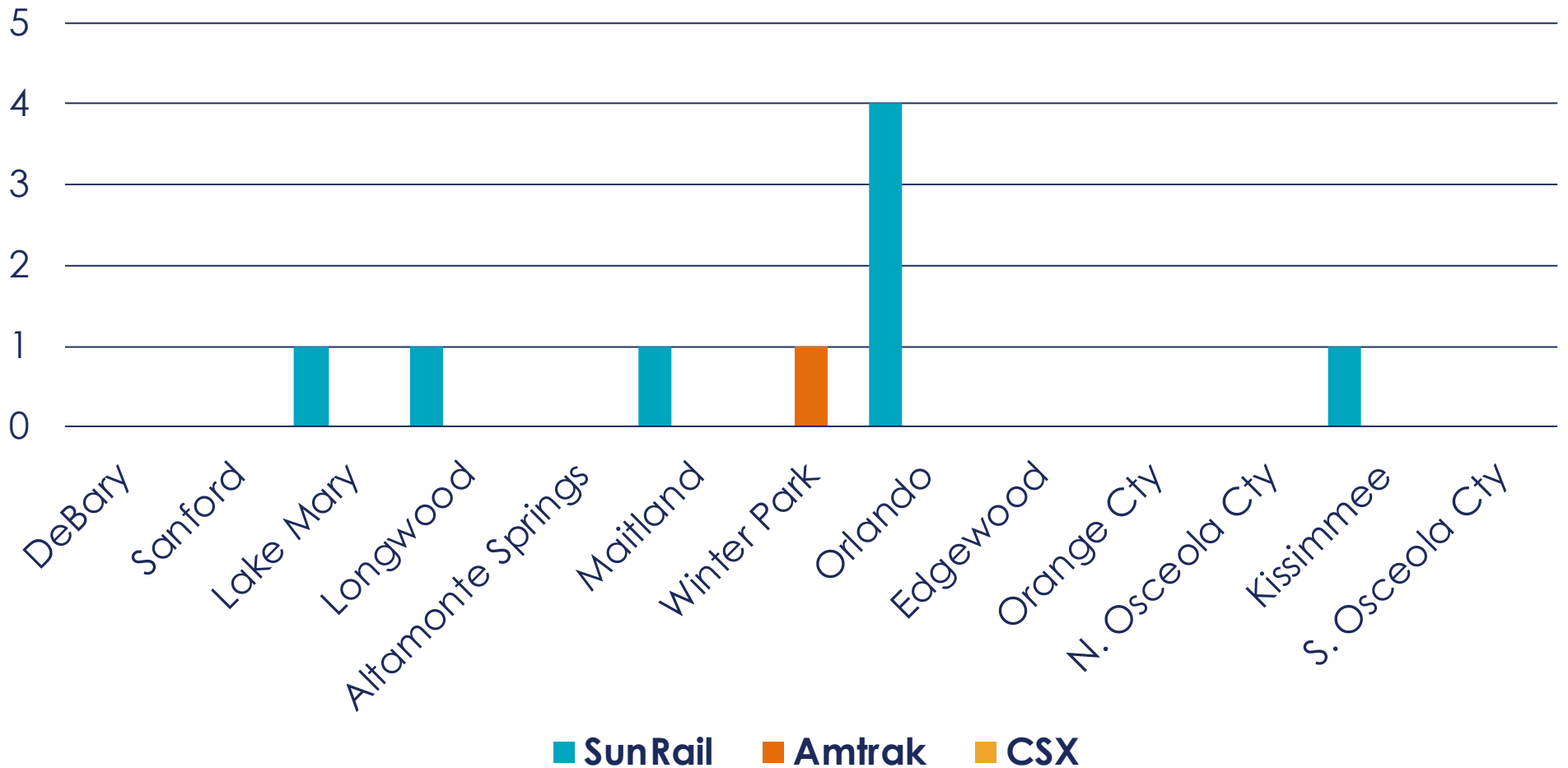
MONTHLY PARKING USAGE

SEPTEMBER - DECEMBER 2019



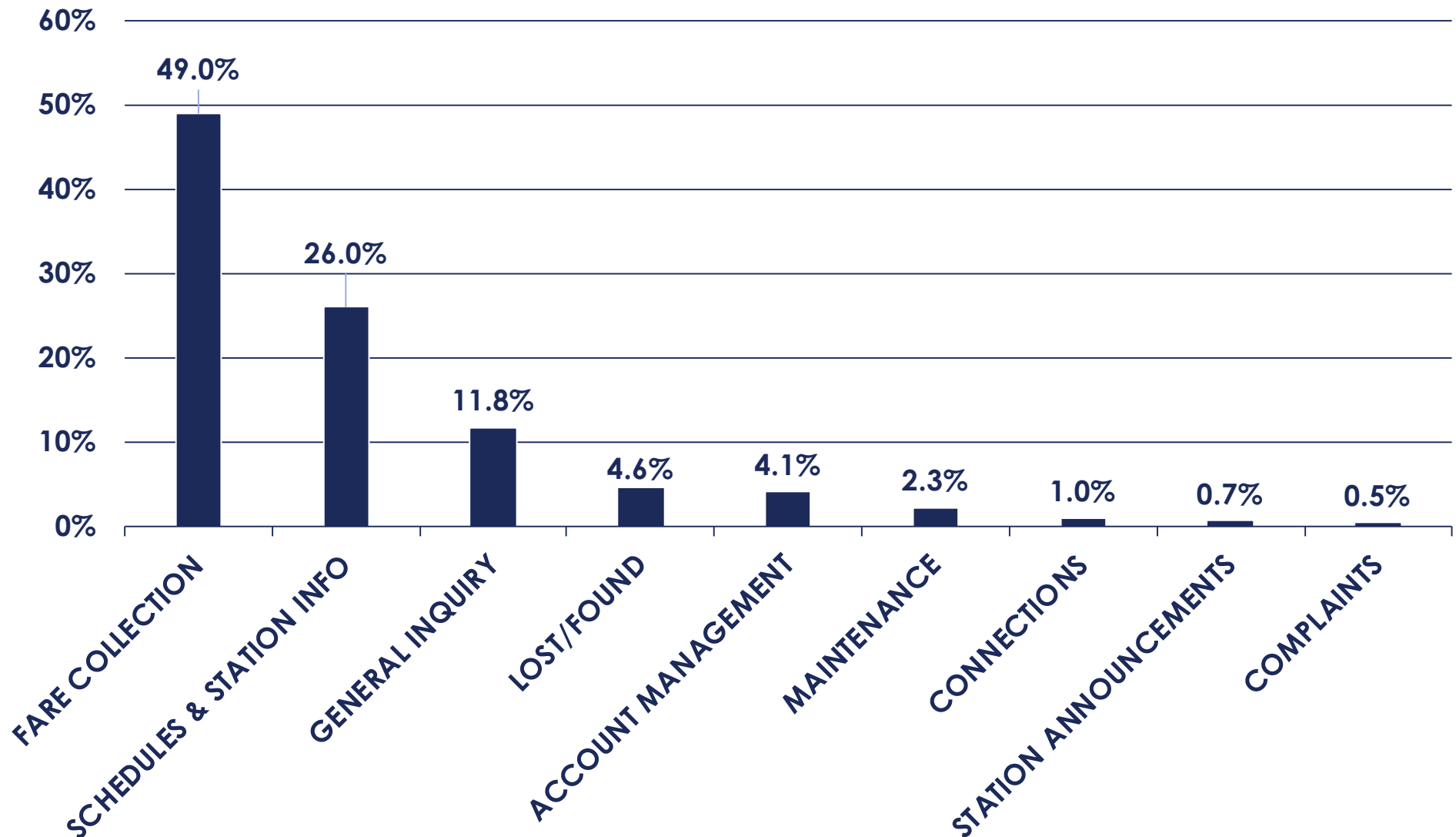
GRADE CROSSINGS

Grade Crossing Incidents by City/County September - December 2019



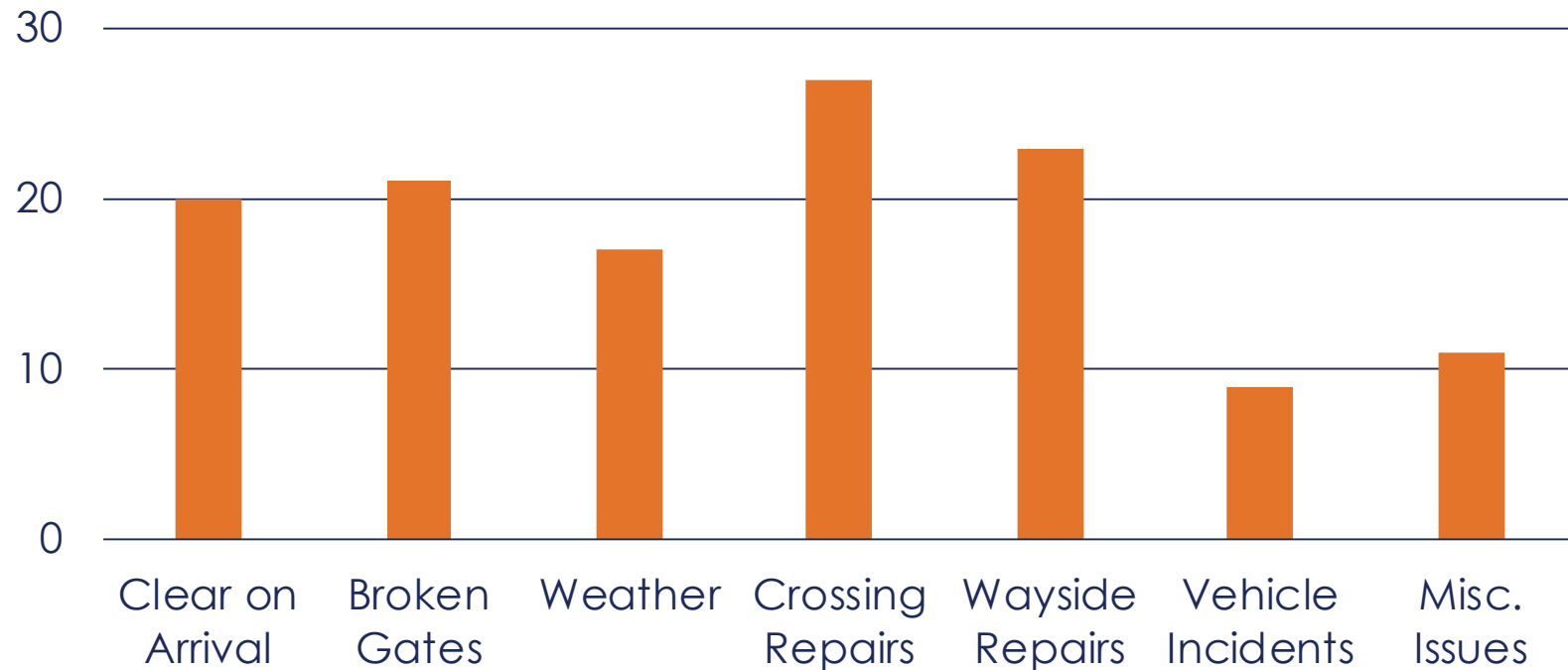
CUSTOMER SERVICE

Total Calls July 2019 through December 2019: 16,121



SIGNALS

October – December Calls



- Clear on Arrival = Incident reported but was not failing upon maintainer arrival
- Crossing/Wayside Repair = Incident reported and maintainer was required to repair and clear incident
- Misc = Incidents related to train operations, track work, defect detector alarms, etc.



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



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



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!



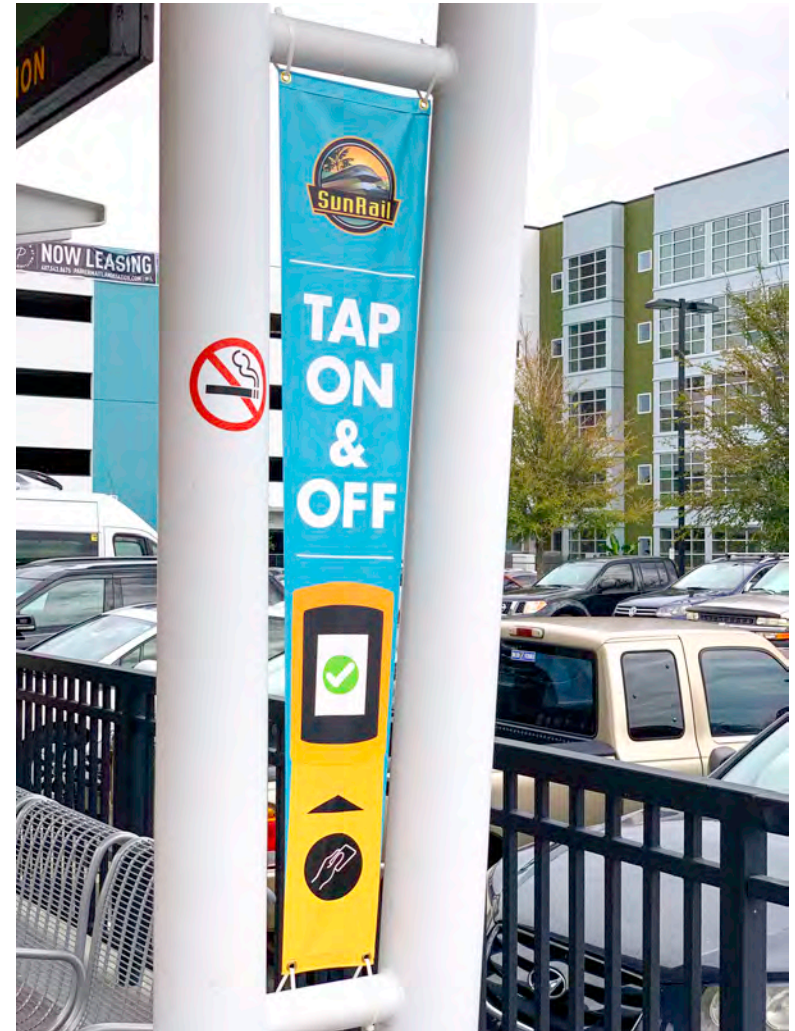
GINGERBREAD EXPRESS

- 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!



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



ONE CLEAN RIDE!

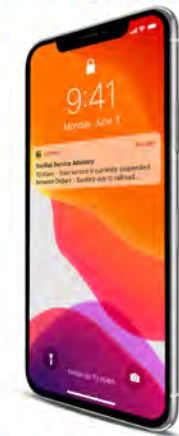
All passenger vehicles are going through a deep clean



2019 YEAR IN REVIEW



THE NEW SUNRAIL APP
NOW PUSHES
SERVICE ALERTS



2020 MARKETING

Key Elements

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



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

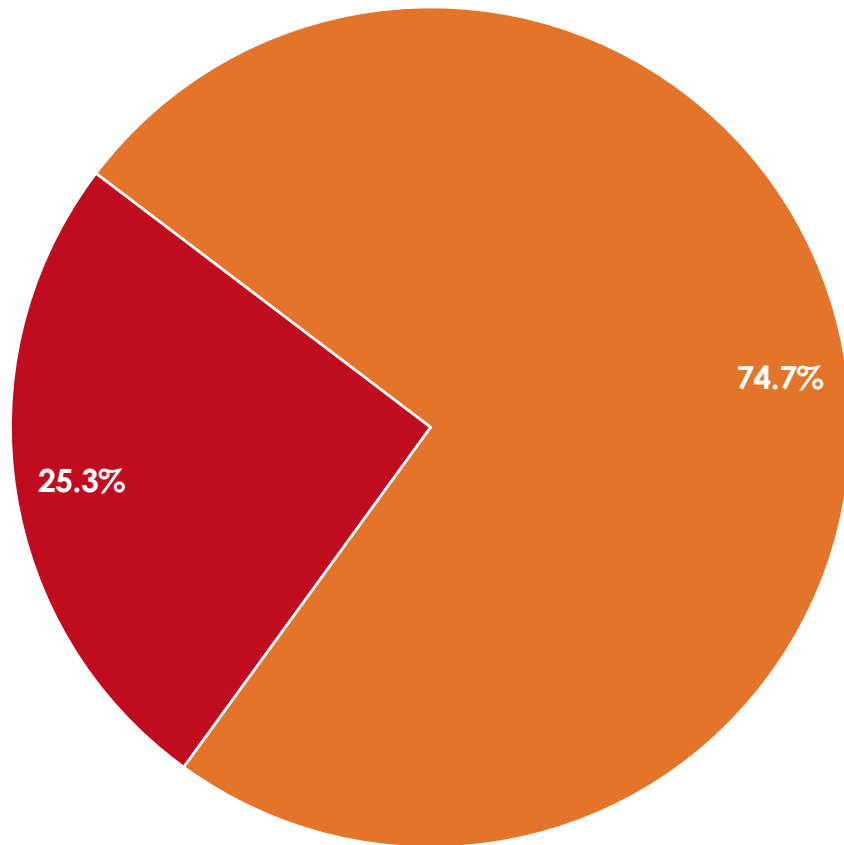
OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT	ANNUAL BUDGET	YEAR TO DATE 12/31/2019	
		BUDGET	ACTUAL
Bombardier - Operations	\$10,511,193	\$5,255,597	\$5,207,685
Bombardier - Maintenance	\$16,101,451	\$8,050,726	\$7,959,135
Bombardier - Incentive/Disincentive	\$1,330,632	\$665,316	\$653,051
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



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

SunRail Station	Fiscal Year 2020		
	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



COMMITTEE MEMBER COMMENTS





NEXT MEETING:
April 15 at 2 PM

THANK YOU

   **@RideSunRail | SunRail.com**

UPCOMING MEETINGS

Commission Meetings (MetroPlan Boardroom)

Thursday	January 30	10:00 am – 12:00 noon
Thursday	April 30	10:00 am – 12:00 noon
Thursday	July 30	10:00 am – 12:00 noon
Thursday	October 29	10:00 am – 12:00 noon

Technical Advisory (LYNX Open Space – 2nd Floor)

Wednesday	April 15	2:00 pm – 3:00 pm
Wednesday	July 15	2:00 pm – 3:00 pm
Wednesday	October 14	2:00 pm – 3:00 pm

Customer Advisory (LYNX Open Space – 2nd Floor)

Thursday	April 2	5:00 pm – 6:00 pm
Thursday	July 2	5:00 pm – 6:00 pm
Thursday	October 1	5:00 pm – 6:00 pm



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