

CUSTOMER ADVISORY COMMITTEE

SYSTEM UPDATE
APRIL 2, 2020



Attendees: Chair James Grzesik, Member Liz Sturgeon, Member John Foster, Member Catherine Sterba, Charles M. Heffinger, Trish Ruffino, Libertad Acosta-Anderson, Mike Carman, Sandra Gutierrez, Steve Olson, George Gault, Linda Nesbit, Regina Cargill, Bruce Detweiler and Frank Alvarez

Minutes

Meeting called to order by CAC Chair James Grzesik at 5:02 P.M.

Pledge of Allegiance

Action Item:

- A majority of the members shall constitute a quorum. A quorum was met for this meeting.
- Adoption of the meeting minutes from October 9, 2019

Agenda Item: Chair's Report

Presenter: James Grzesik

- Mr. Grzesik shared the CFCRC summary from the October 30, 2019 Board meeting with a few points noted below.
 - Update on \$34 million flex funds status for extension to DeLand with funds allocation on hold.
 - SunRail's Agency Report showed ridership is up, increased SunCard usage and promoted connectivity with marketing ads. FDOT introduced the "Let's Go For Zero" campaign during Train Safety Week. Lastly, Max Fare policy was implemented, and the Department is looking into alternate fare collection vendors.
- Mr. Grzesik pointed out crowded rush hour trains in the downtown area (mostly Southbound trains).
 - Shared pictures taken with individuals standing in aisles. Requested more cars be added to address the overcrowding primarily during evening peak times.
 - Mike Carman, Director of Operations, added the schedule and the overall ridership at those locations would need to be reviewed to determine if adding another car would be feasible at specified times, but we would have to have a justification. However, this cannot be done for all trains due to the limited number of vehicles. The bicycles are also being investigated as an overall issue due to the numbers climbing. Currently, the Department is looking into possibly redesigning the bottom level seats to add additional bike space on the trains.
- Mr. Grzesik brought up concerns about the Max Fare policy when dealing with individuals who have a long history of responsible use. TVUs not always working properly which negatively impacts the SunCard holders. Suggested isolating the "tap on/tap off" issue at specific TVUs to determine which units are not properly functioning.
- Linda Nesbitt, SunRail Customer Service Manager and Trish Ruffino, SunRail Financial Operations Manager, both discussed that the team is doing their part to complete thorough investigations on the TVUs. Additionally, all feedback received through the Call Center and the Ambassadors is being taken into serious consideration. All customers are encouraged to continue reporting difficulties with using any of the equipment through the Call Center.
 - Passholders in good standing should not be getting declined.

Public Comment:

- 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 service at Country Club Road.
- David Porter promoted his blog, Sunrailriders.com that includes input from the riders. Mr. Porter mentioned Mayor Demmings of Orange County and his initiative to add a penny sales tax. He acknowledges the need for funds going beyond 2021.
 - Encouraged the CAC board to seek the transit service wanted by the general public.
 - Encouraged SunRail and LYNX to combine their system and supply a Fare Card that links them together.

- Luis Nieves-Ruiz of Winter Park shared his dissatisfaction with the fare collection system due to his monthly pass being hot listed. Luis has maintained the same travel pattern for three years. In addition, he was out of state for a weeks' time when his card was Hot Listed. Trish Ruffino offered to research this further and would follow-up directly with Luis.
 - He continued with informing the board of the malfunctions with the TVU's because he always taps on and off. He later was able to determine the problematic machine being on the north side of Winter Park.

Agency Update:

Presenter: Charles M. Heffinger

- Mr. Heffinger announced the resignation of District Secretary Shannon and introduced Interim District Secretary Jared Perdue.
- 2019 Recap
 - Thanks A Million (and a half!) to the SunRail users for helping to achieve the goal 1.5 million riders in 2019.
 - SunCard use is up approximately 55% over 2018.
 - Introduced a Pilot Program (P341), with a goal to put out an extra 31 trains to accommodate 31 Orlando Magic home games.
 - SunRail launched a new safety program and installed "211 Crisis" signs along the corridor to connect people in need with vital resources.
 - Connectivity expanded with programs like the Kissimmee Connector and Lime Bike
 - UCF/Valencia Downtown Campus opened and along with FAMU, SunRail was introduced to a new universe of riders.
 - SunRail app was launched and in just over 7 months, have had more than 18,000 downloads.
 - Benefits of the app is that we were able to convert our text alert service to push notifications, saving us thousands of dollars in fees.
 - Will investigate the possibility of maintaining past alerts for review instead of auto delete.
 - The Gingerbread Express sponsored by Orlando Health was a special holiday event that took place next to the Winter Park station on December 13.
 - Over 8,000 riders and nearly 2,000 attended the event.
 - In terms of lessons learned, SunRail will explore a bigger and better event next year including offering additional train times with perhaps an adjustment to the schedule
 - One Clean Ride. SunRail is pleased to display some early results of a deep clean initiative based on the input received from this group. Bombardier has committed to deep cleaning two cars each weekend through the end of March to ensure the entire fleet is completed.
- Grade Crossing
 - Safety Outreach:
 - State Secretary Thibault announced the launch of a new Safety Initiative with efforts directed to Florida's railroad grade crossings which will include dynamic envelopes being applied at each.
 - There are 4,887 grade crossings of which 1,740 do not have gates. Eventually, they will all have dynamic envelopes. He explained however, that funding will be an issue since the asphalt has not been well maintained in some areas.
 - Partnering with State and local Law Enforcement to assist in enforcing our rail safety laws.
- Max Fare
 - The program included an educational campaign before the software was installed.
 - There has been significant improvement in riders tapping on and off.
 - It has resulted in an increase of 4.2% in prepaid storage value, 5.1% for passholders, and 4.7 % for daily tickets.
- Marketing Plan 2020
 - In the works to be finalized.
 - Key elements focusing on safety enhancements, ridership growth, improved technologies and improved connectivity to and from stations.
- Operational Performance
 - Boardings By Station
 - Church St. and Lynx Stations with surpassing numbers.
 - Meadow Woods Station and the last four Southern Stations have more than doubled their ridership. Parking lots at or nearing capacity.

<ul style="list-style-type: none"> ○ Average Daily Ridership <ul style="list-style-type: none"> ▪ Average ridership per day is 5,900, slowing down possibly due to the Holiday Season. ○ Onboard Statistics <ul style="list-style-type: none"> ▪ Average number of daily ADA riders had a spike at 26 by month from September through November. ▪ Bicycle riders averaging 228 per day. Options are being explored for additional storage space. A few days were reported to have close to 300 bicycles. ○ Boardings & Alightings by AM, PM, and Off Peak (July 1, 2019 - November 30, 2019) <ul style="list-style-type: none"> ▪ AM alightings (5:45 AM - 8:45 AM) are especially high in Downtown and Meadow Woods Stations ▪ PM boardings (3:15 PM - 6:25 PM) are the strongest ▪ Off peak times (10:45 AM - 2:45 PM and 7:25 PM - 9:55 PM) strongest at destination areas. • On-Time Performance <ul style="list-style-type: none"> ○ The actual average through November 2019 was 97.9%. Looking at the report, the blue bars provide the average on-time performance for the calendar years since inception and the orange provides the most recent month. ○ Our goal is to maintain a 95 percent on-time performance. Contractual on-time performance excludes events that are beyond the control of our operator, Bombardier. ○ This reliability is vital to our riders and something they have come to expect. • Customer Service <ul style="list-style-type: none"> ○ Total Calls, July 2019 through November 2019, were at 13,098 ○ Complaints are at 0.5%. ○ The largest number of calls are centered on fare collection calls, with about 47.7% which includes Max Fare and equipment issues. 	
LYNX Bus Connectivity: <ul style="list-style-type: none"> • Ridership report: <ul style="list-style-type: none"> ○ Decrease in November due to Holiday Season ○ Tupperware and Poinciana Stations, no transfer information collected. ○ Funds were allocated to equip all buses with automatic passenger counters. 	Presenter: Bruce Detweiler
Votran Bus Connectivity: <ul style="list-style-type: none"> • Ridership report: <ul style="list-style-type: none"> ○ DeBary Station for November showed a decrease, which is based on 20 days of operations and ridership went down to 48, again perhaps due to the Holiday Season. ○ Historically, December and January show an uptick. 	Presenter: Frank Alvarez
Next meeting is scheduled for April 02, 2020 at 5:00 p.m. at LYNX Central Station	
Meeting adjourned at 6:00 P.M.	

MODIFIED SCHEDULE

Effective 3/31/2020, SunRail is operating a modified schedule until further notice.

- Running peak morning and afternoon trains
- Schedule is when majority of riders travel including hospital employees
- Riders may contact Customer Service to extend their travel pass if affected by COVID-19 work restrictions



SAFETY IS OUR TOP PRIORITY



- ✓ Ambassadors have sanitizing supplies for TVM/TVU and common areas
- ✓ Extra staff mobilized to disinfect trains mid-day and evening
- ✓ Installed Department of Health signs at stations and onboard



IMPROVING CONVENIENCE

- An additional TVU has been installed at DeBary
- Meets rider demand
- Promotes tapping on/off

Another CAC-Promoted Improvement!





NEW SUNCARD SUPPORT

Exciting enhancements to customer service.

- Supervisor callbacks
- More online resources
- New equipment stickers provide QR code with automatic call feature to report issues and reduce downtime



Trouble with this Machine?
Call Customer Service at
855-RAIL-411
Report Machine - TVM #80

TRAIN WRAP

- Exciting new advertisement placed on two Coach passenger vehicles



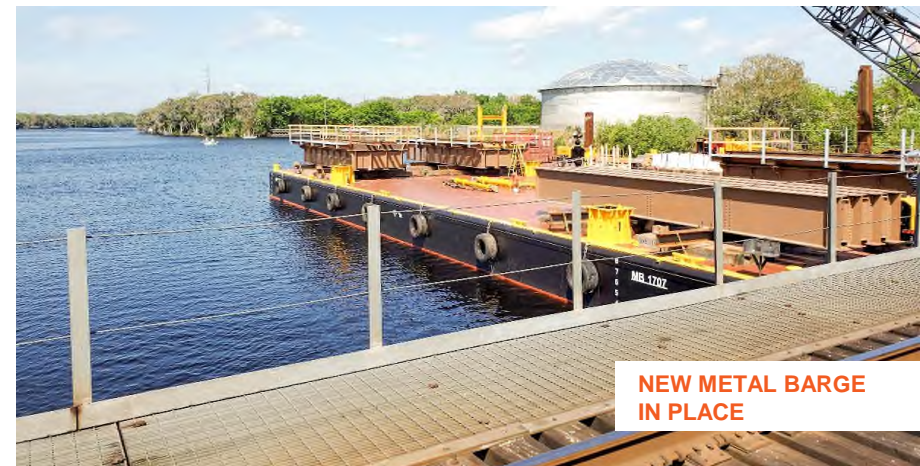
CORRIDOR MAINTENANCE

Planned work on the Lake Monroe Draw Bridge

- Includes replacement of four spans and steel repairs to lift span truss
- Barge crane used to expedite construction, improve safety and reduce impact to train operations

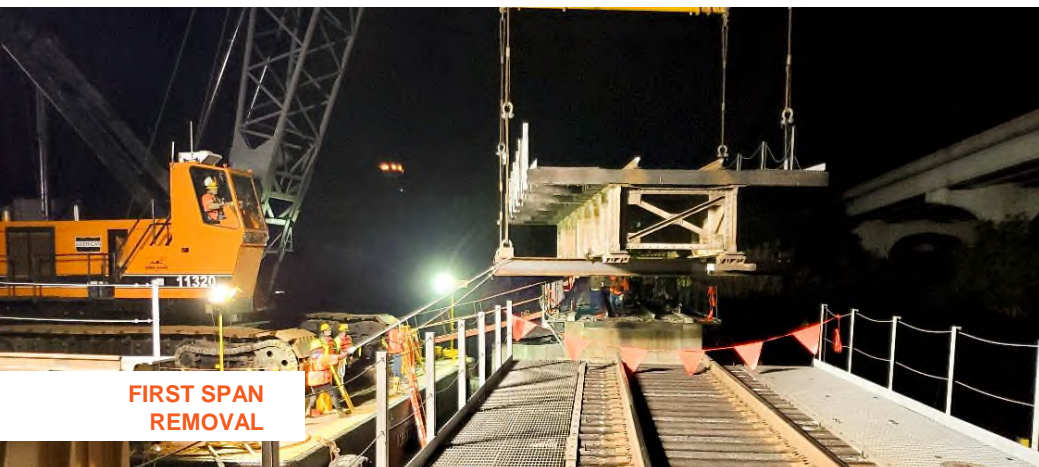
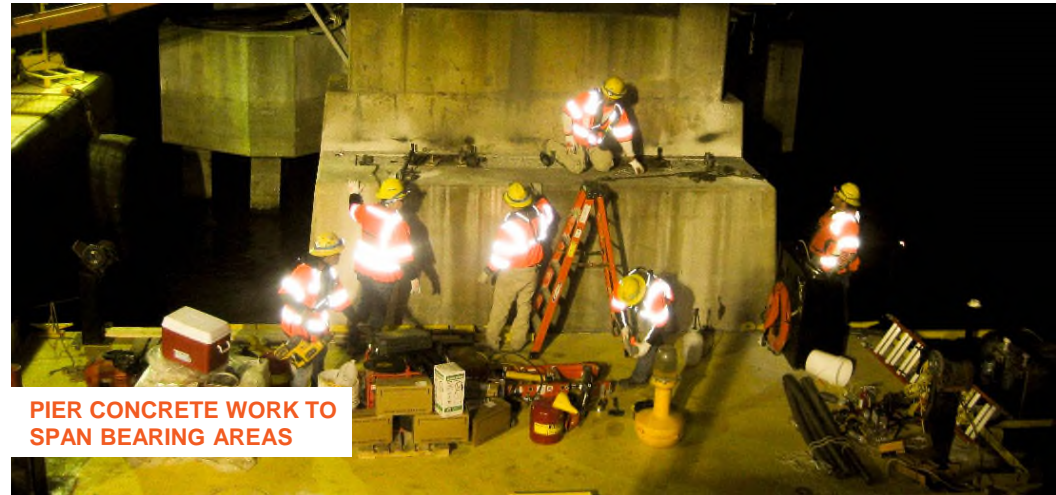


**BARGE CRANE
MOBILIZED TO LMDB**



**NEW METAL BARGE
IN PLACE**

CORRIDOR MAINTENANCE



POSITIVE TRAIN CONTROL

Program is proceeding with confidence.

- PTC Initiated on entire corridor 1/13/20
- Currently running 100% PTC-enabled SunRail trains daily
- Average PTC success rate 81% (4/2019 to 1/2020)
- Completed CSX interoperability testing 2/23/20
- Expect to complete Amtrak interoperability testing late 5/2020



QUIET ZONES

- **Orange County** – Four new crossings have active Quiet Zones
- **Maitland** – Notice of Establishment (NOE) development in progress
- **Seminole County** – Civil Upgrades Supplemental Safety Measures (SSM) pending for SR 434 and SR 436
- **City of Orlando** – Additional 7 crossings (SSM) construction in progress
- **Kissimmee** – Civil Upgrades (SSM) pending for Donegan Avenue
- NOE is responsibility of the local jurisdiction



The background is a solid orange color. There are two thin white diagonal lines: one starting from the bottom-left corner and extending towards the center, and another starting from the top-right corner and extending towards the center.

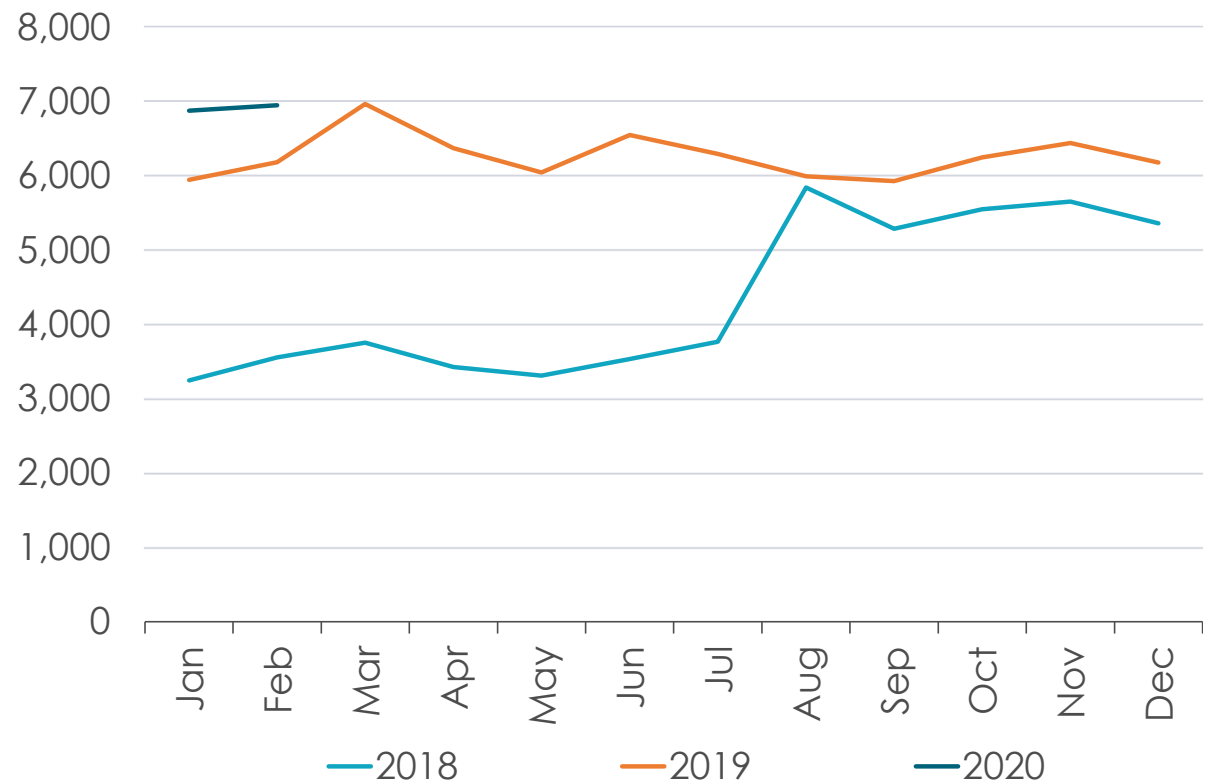
OPERATIONAL & FINANCIAL CHARTS

HIGHLIGHTS

- ✓ Jan ridership up 16% over 2019
- ✓ Feb ridership up 13% over 2019
- ✓ Many local events in March/April canceled or rescheduled due to health concerns

Average Daily Ridership

Dec - 6,176 | Jan - 6,875 | Feb - 6,950



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

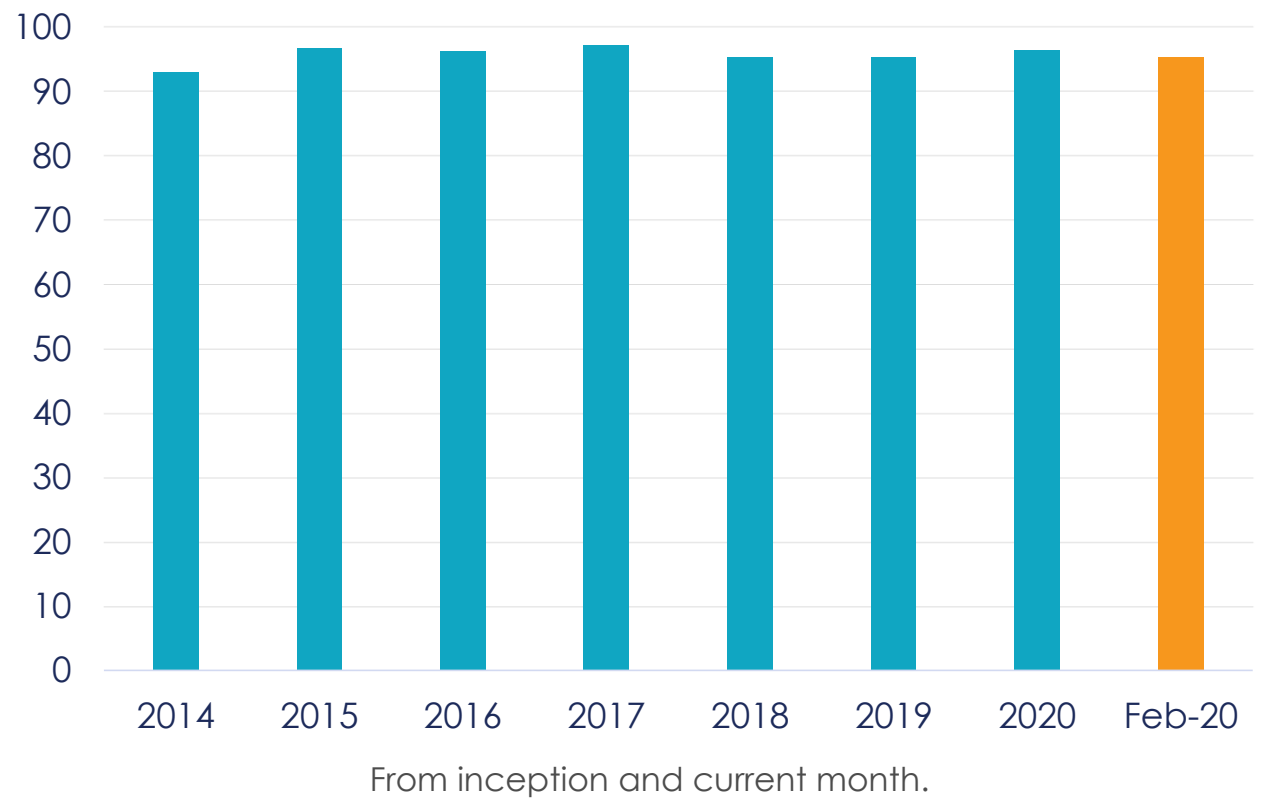
ABOVE AVERAGE

- ✓ On-Time 54 Days
- ✓ 62 Operating Days
- ✓ Ran 2,480 Trains

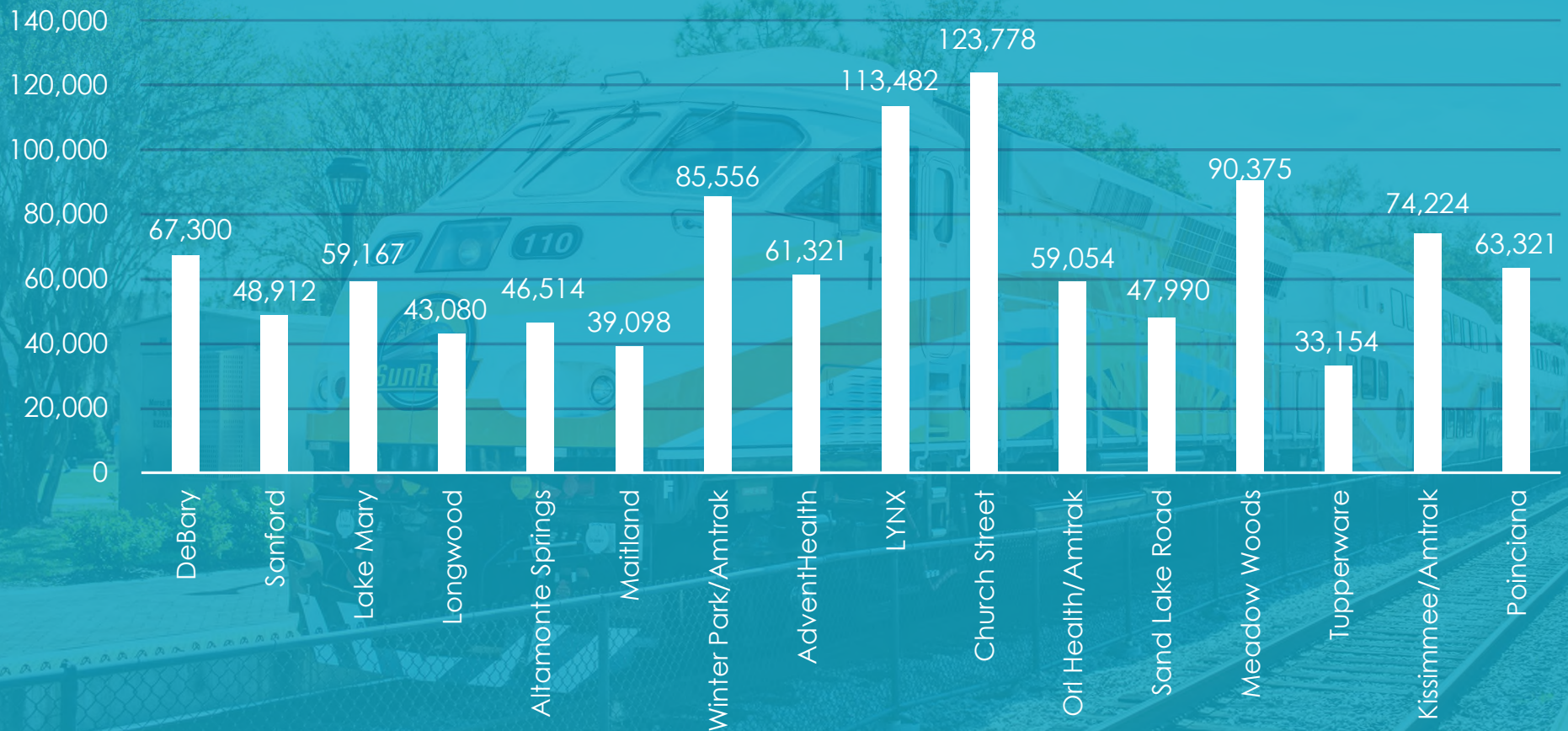
ON-TIME PERFORMANCE AVERAGE

December 2019 – February 2020

Goal = 95% Actual = 96.7% Contract = 99.1%



BOARDINGS BY STATION



Ridership July 2019 through February 2020

ONBOARD STATS

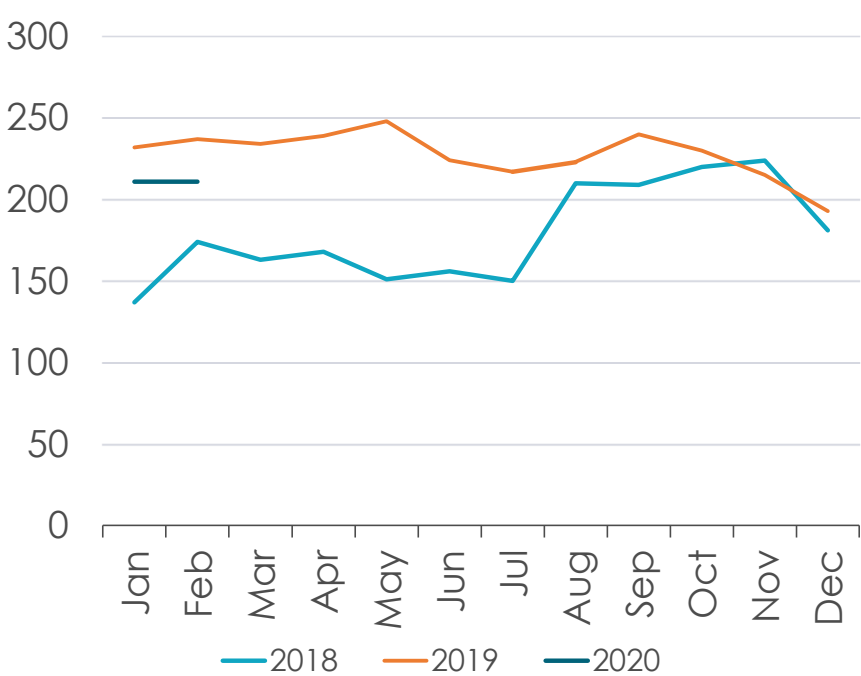
ADA

Dec – Feb Average: 29



BICYCLE

Dec – Feb Average: 205

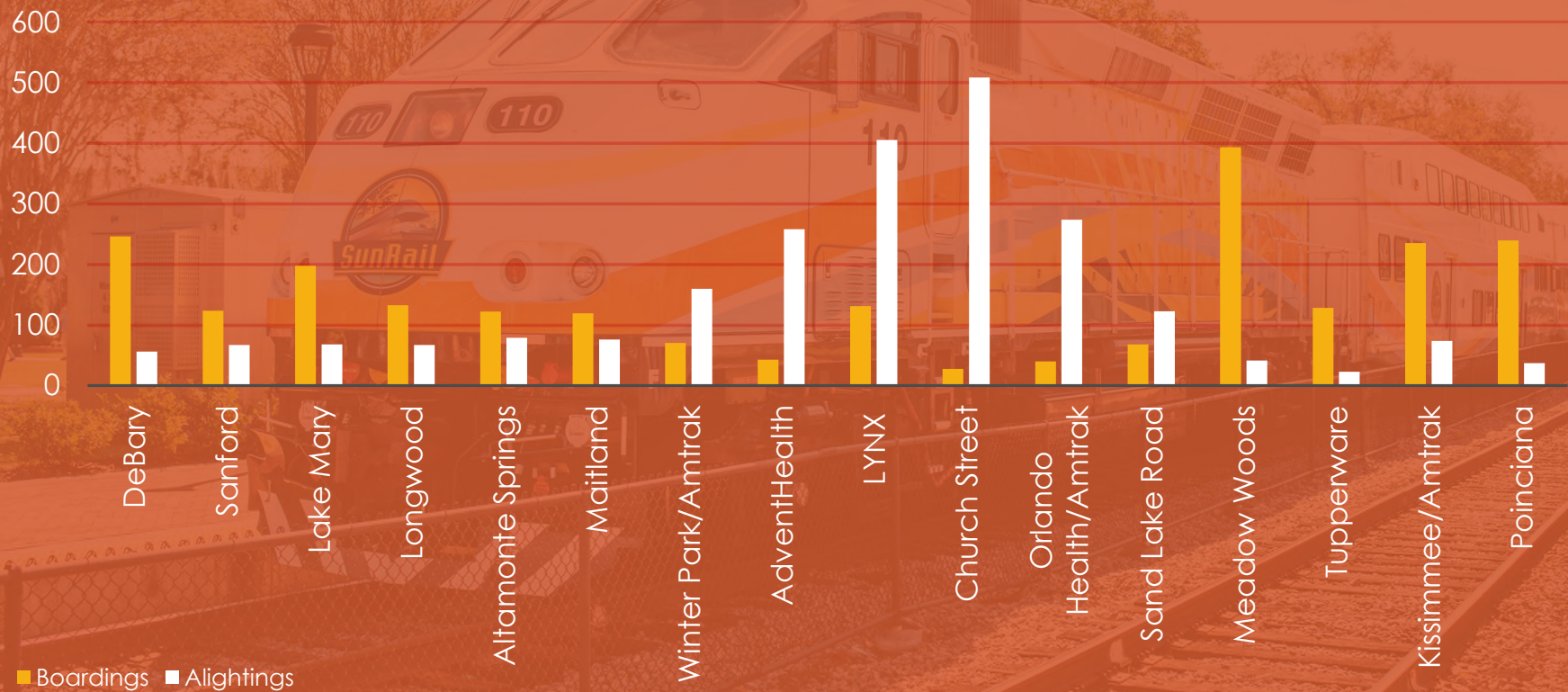


BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2019 – February 29, 2020

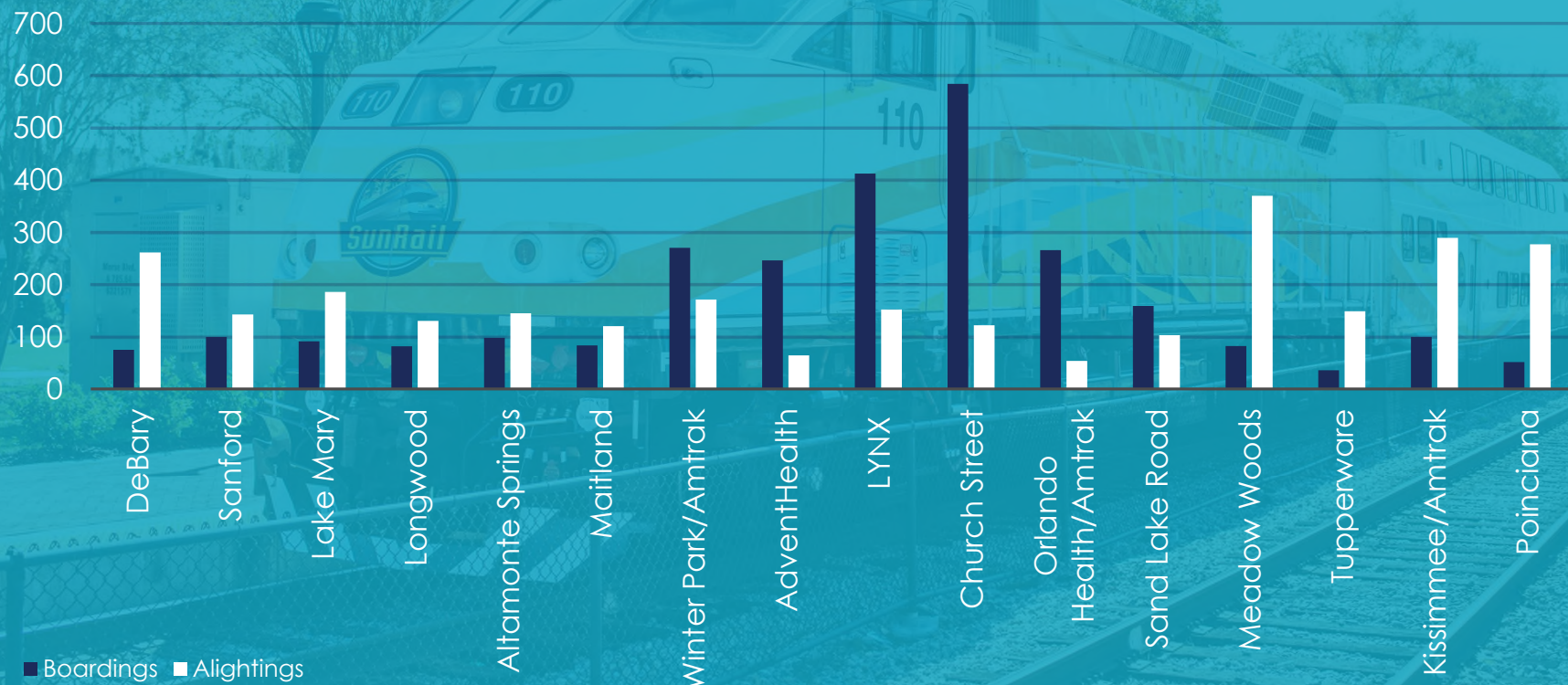


BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2019 – February 29, 2020

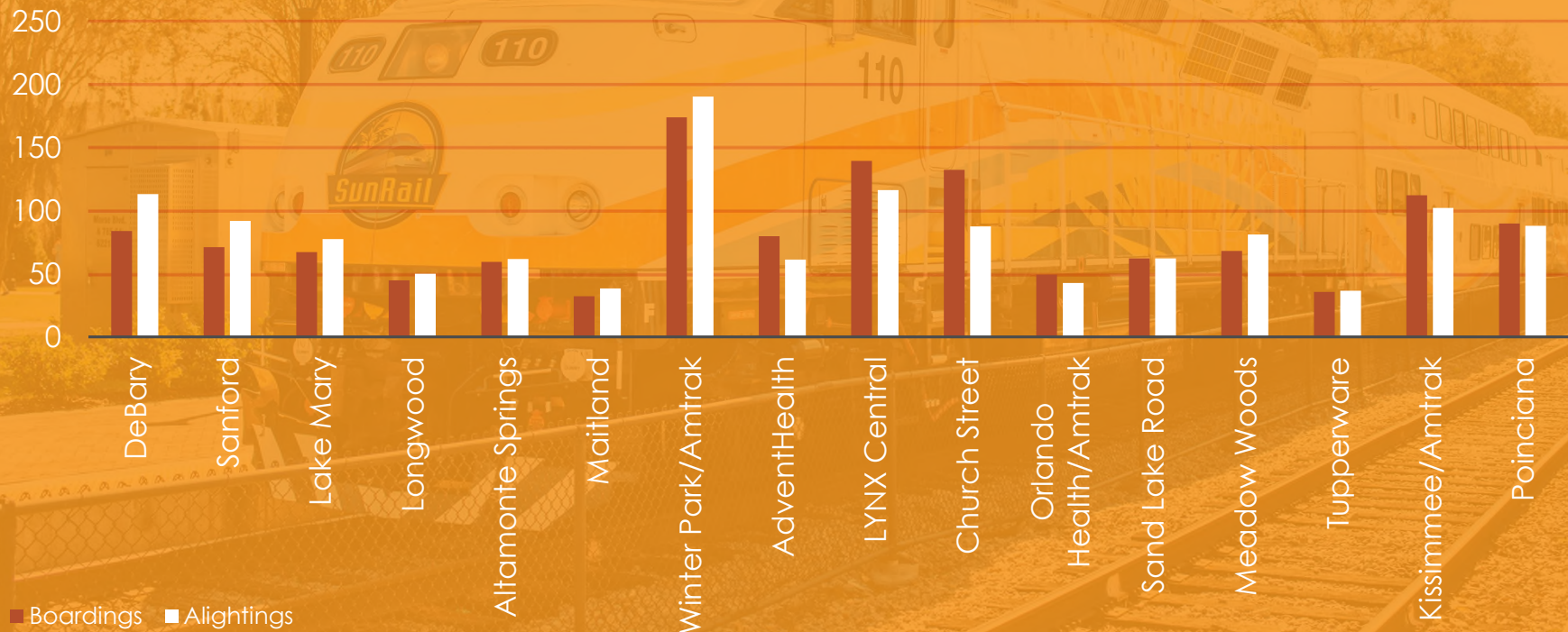


BOARDINGS & ALIGHTINGS

OFF PEAK

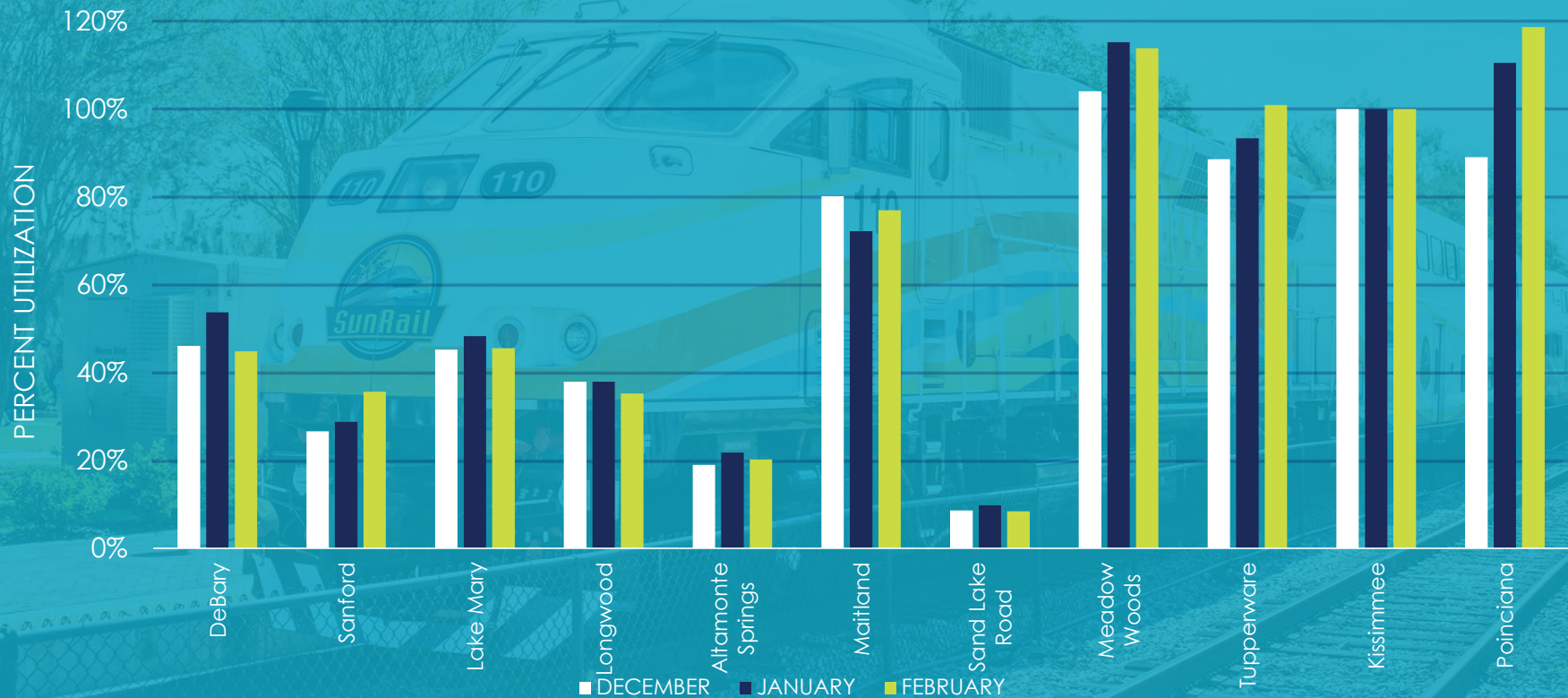
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)

July 1, 2019 – February 29, 2020



STATION PARKING

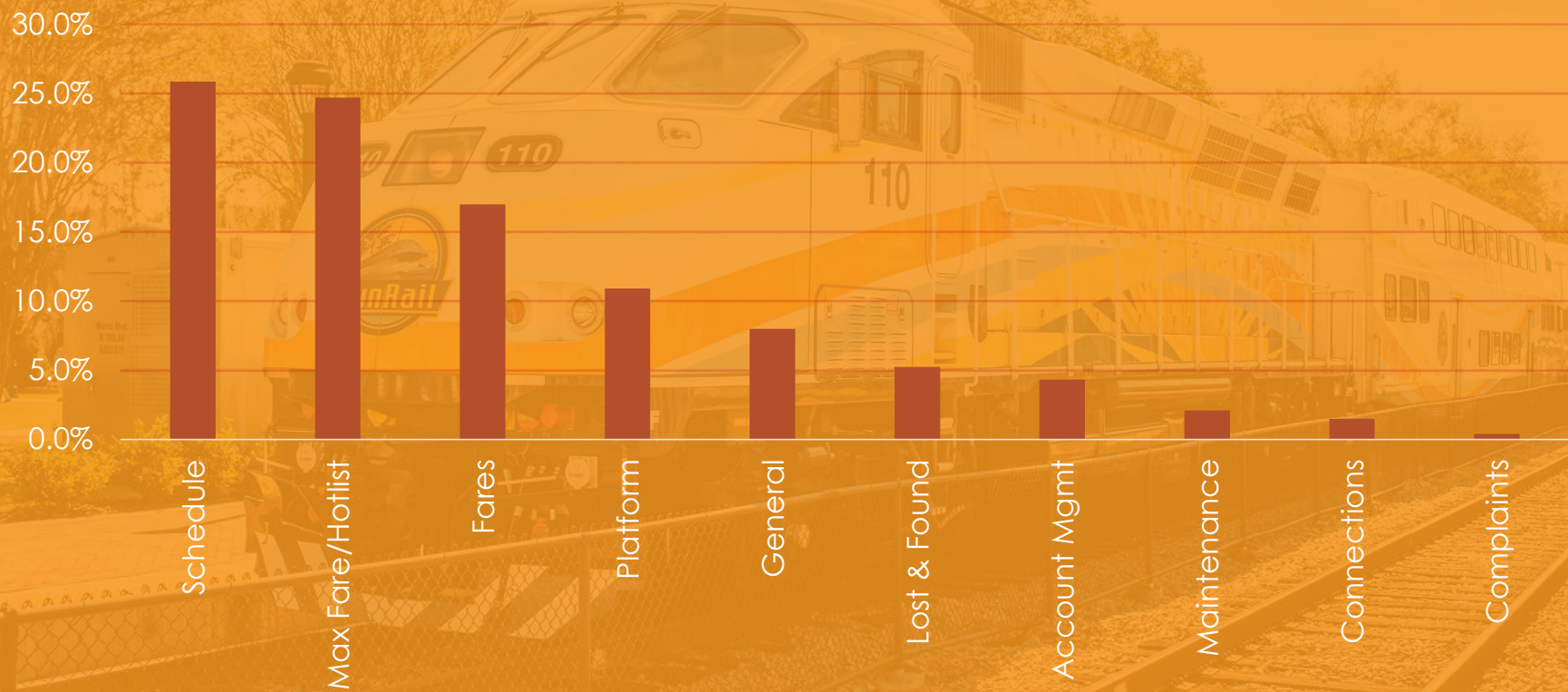
December 2019 – February 2020



SunRail and local governing partners are looking into options to help with parking capacity.

CALL CENTER

December 2019 – February 2020



LYNX CONNECTIVITY

LYNX Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area													
SUNRAIL STATION	Fiscal Year 2019												ANNUAL DAILY AVERAGE
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Sanford	151	336	339	100	302	358	390	412	409	461	374	449	340
Lake Mary	58	15	62	80	74	116	124	117	98	105	116	96	88
Longwood	40	51	73	53	54	90	102	82	72	119	136	68	78
Altamonte Springs	225	195	192	205	240	171	38	230	91	191	166	223	181
Maitland	27	30	29	12	18	18	26	22	28	24	36	12	24
Winter Park	212	273	286	187	206	269	255	316	310	338	501	303	288
AdventHealth	359	399	380	314	327	266	322	326	362	337	448	326	347
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	27	34	28	35	26	35	27	22	10	17	27	12	25
Sand Lake Road	248	255	209	193	201	62	54	78	86	86	72	134	140
Meadow Woods	130	120	116	120	115	63	107	167	103	80	128	112	113
Tupperware	23	18	9	N/A	N/A	N/A	N/A	N/A	4	40	42	16	22
Kissimmee Intermodal													-
Poinciana	3	6	5	6	N/A	3	1	N/A	N/A	4	4	1	4
Total - All Stations	1,503	1,732	1,728	1,305	1,563	1,451	1,446	1,772	1,573	1,802	2,050	1,752	1,650



LYNX CONNECTIVITY

LYNX Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area						
SUNRAIL STATION	Fiscal Year 2020					ANNUAL DAILY AVERAGE
	Oct	Nov	Dec	Jan	Feb	
Days of Operation						
Sanford	472	464	429	429	475	454
Lake Mary	103	99	96	105	121	105
Longwood	80	86	80	87	61	79
Altamonte Springs	207	174	129	90	153	151
Maitland	23	22	18	20	21	21
Winter Park	414	417	314	368	369	376
AdventHealth	335	220	166	299	361	276
LYNX Central Station						
Church Street Station						
Orlando Health/Amtrak	14	26	15	20	19	19
Sand Lake Road	96	95	76	70	130	93
Meadow Woods	133	127	99	87	142	118
Tupperware	17	N/A	N/A	27	29	24
Kissimmee Intermodal						
Poinciana	1	N/A	N/A	4	6	4
Total - All Stations	1,895	1,730	1,422	1,606	1,887	1,719
Percent change from FY 19 to FY 20	26%	-0.1%	-18%	23%	21%	4%

N/A – Ridership was not collected due to bus not having Automatic Passenger Counter (APC)

LYNX CONNECTIVITY

LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	February		Change	% Change
	FY19	FY20		
18	28,416	26,581	-1835	-6%
418	5,040	5,208	168	3%
155	965	827	-138	-14%
306	2,452	2,241	-211	-9%
604	389	354	-35	-9%
631	732	724	-8	-1%
632	312	273	-39	-13%
709	202	1,554	1352	669%

VOTRAN CONNECTIVITY

February 2020

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	22	20								106
Avg Daily Ridership	65	48	74	63	52								61

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.

THANK YOU

NEXT MEETING:
Thursday, July 2nd at 5PM

