



Transportation Oriented Development (TOD) Video:

- Worked with all of our major stakeholders to ensure their inclusion in a video series exploring the growth of transit-oriented development around SunRail's station stops
- Video interviews will take place in late May and June and highlight specific projects as well as the overall economic impact of SunRail-connected TOD in Central Florida

UCF Downtown and Valencia College Downtown Campus:

- Developed fall ridership program with these education institutions to promote ridership to new students and staff
- Education campaign will begin in early summer
- The program will also be offered to the FAMU College of Law

Sanford Trolley:

- After a hiatus for 8 weeks due to COVID-19, worked with the Sanford CRA to return to a modified service schedule, one week after SunRail returned to regular service
- The Trolley now runs from noon – 5:00pm, Monday – Friday, between the Sanford station and Historic Downtown Sanford
- The modified schedule will remain until further notice

Suspension of Orlando Magic Game Night Service:

- Due to COVID-19, the P341, 10:30PM southbound train was cancelled

Last Mile Service – Downtown Orlando

- Continually coordinating with the City of Orlando on the updates to scooters and bike-share service amid changes due to new contracts and COVID-19 restrictions



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
- One 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

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



2020 MEDIA KIT: AVAILABLE NOW

The current Media Kit is being distributed through the ad sales team and is available upon request by emailing ads@SunRail.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

TRAVEL GUIDE ADVERTISING: SOLD OUT THROUGH JULY 1, 2020

A new combined Train Schedule and Travel Guide was developed in February, 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

WINTER PARK, 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:

15,877 Facebook

17,341 Twitter

4,953 Instagram

Total Social Media Followers – 38,171

SUNRAIL APP DOWNLOADS

Over 24,000 people have downloaded the SunRail App and the number continues to climb every day.

NEW SUNRAIL MARKETING INITIATIVES

I-4 Construction Alternative Campaign

With the accelerated construction work being initiated on I-4 around downtown Orlando, SunRail has activated a “Ride SunRail” campaign through paid, earned and social media to help bust daily ridership.

SunRail Wraps its First Train

In a continuous effort to drive incremental revenue streams to the system, SunRail has wrapped its first coach vehicle with an Orlando Health custom message. Additional trains are available for advertising use and more information can be found at SunRail.com.

Group Sales Technology Activated

The SunRail Marketing team has developed and deployed a user-friendly mobile application that allows organizations to pre-purchase group e-tickets at any amount. This process reduces manpower, eliminates the need for hard tickets and allows conductors to quickly verify the group pass with the use of their cell phones.

Ride SunRail Safely Campaign

SunRail is currently developing a new marketing campaign that focuses on the extensive steps taken to clean the trains and promote a safe commuting environment. This is a critical first step as they work towards building ridership back to pre-Covid-19 periods.

Daily Train Audits

SunRail has conducted a series of audits that focus on such items as: the cleanliness of the trains and stations, rider habits as it relates to social distancing and mask use, staff engagement with riders and additional opportunities to provide a clean and safe rider experience. These insights form the basis for ongoing marketing and operational planning.

Tupperware Station Bus Wraps

LYNX Route 155 which travels along the Osceola Parkway is wrapped with a SunRail message promoting the close proximity and time-saving benefits of the Tupperware station to daily commuters.



OVERVIEW

- It is estimated that SunRail has contributed a cumulative \$2.4 billion in property value growth across the original phase one, 12-station area
- Property tax revenue impacts, as the cumulative tax revenue of all twelve stations increased by \$18 million across the original phase one, 12-station area
- Analysis of property growth for the four phase 2, Southern Expansion stations, which opened in July, 2018, has not been factored to date (1)

SNAPSHOT OF KNOWN TOD PROJECTS BY COUNTY:

VOLUSIA COUNTY

DeBary Station:

- An estimated \$55 million, 289-unit Integra 289 Exchange community is scheduled to open in summer, 2020

SEMINOLE COUNTY

Sanford Station:

- Approval for a 316 apartment unit development was approved by the Sanford City Council in October, 2019 at 2901 W. 1st Street

Lake Mary Station

- Station House Apartments, opened in 2015, and are adjacent to the station

Longwood Station

- Weston Park Apartments opened in 2016, and are adjacent to the station

ORANGE COUNTY

Maitland Station

- The Parker at Maitland North, formerly "Maitland Station" opened in 2017 and is adjacent to the station
- Uptown Maitland Senior Apartments opened in 2016
- 400 North Apartments opened in 2019

Church Street Station:

- In 2020, class 1 space opened on the corner of South Street and S. Garland Avenue. This is the new home of SunTrust Bank

LYNX Central Station:

- Central Station, a mixed-use building, opened in 2015 and is adjacent to the station

OSCEOLA COUNTY

Tupperware Station:

- The Tupperware Corporation has a master development plan, which includes:
 - An Orlando Health ER facility across the street from the station was completed in 2018. Six additional acres of expansion of this medical complex are in the early stages of development
 - The 352-unit San Mateo Crossings multi-family residential rental project began leasing in 2019
 - A new Marriott dual-brand hotel is in early phases of development
 - A 3-acre retail parcel, next to San Mateo, will include a 7-11 in early phases of development
 - Parkway Crossings - a 384-unit luxury rental multi-family project is in the early phases of development (2)

Kissimmee Station:

- Weston 400, a residential development is slated to begin construction in 2020
- Another development is in the planning phase, and will back up to the SunRail parking garage on the west side of Drury Avenue (3)

Poinciana Station:

- In January, 2020, Osceola County purchased 82 acres of land adjacent to the Poinciana SunRail station, and intends to create a master plan to include affordable housing and mixed-use property

Sources: (1) Assessing the Impacts of SunRail Stations and Property Values and Development, Phase 2 Value Analysis, prepared by Florida State University for The Florida Department of Transportation, Freight Logistics and Passenger Operations, Transit Office, February, 2020. (2) Tupperware Corporation (3) The City of Kissimmee



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 content, 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.

COVID-19 has impacted traditional outreach efforts and overall reach has been consequentially reduced, yet dynamic tactics outlined below continue to deliver impactful safety messaging strategically to our communities and community leaders.

Specific highlights:

January 2020:

- Safety presentations to eight group rides, totaling 405 riders

February 2020:

- Conducted Rollins Transit for Life safety presentation to 30+ senior citizens
- Safety presentations to six group rides, and three safety tablings, totaling 322 people
- Partnership with Orange County Public Schools developed to mitigate safety concerns for bus drivers launched site visits and in-depth investigations of each Orange County railroad & bus route crossings
- Workshop and report data expected

March 2020:

- Safety presentations to five group rides, totaling 190 riders
- Quiet Zone Outreach conducted to schools, HOA's and businesses surrounding newly implemented quiet zones

April 2020:

- Trespassing data (since service inception) and community partner compilations underwent collection and analysis for strategic outreach development as certain tactics become safe once again
- Quiet Zone Outreach conducted to schools, HOA's and businesses surrounding newly implemented quiet zones

May 2020:

- Safety Awareness Campaign being developed to ensure safe rider habits and promote ethical rider behavior
- Commercial Driver Digital Safety Presentation being developed for distribution
- Dynamic Envelope Safety Campaign being developed for launch surrounding newly completed dynamic envelopes in Altamonte Springs/Maitland areas