

CUSTOMER ADVISORY COMMITTEE

JULY 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.	

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



SunRail.com

PUBLIC COMMENTS



CHAIR'S REPORT

James Grzesik

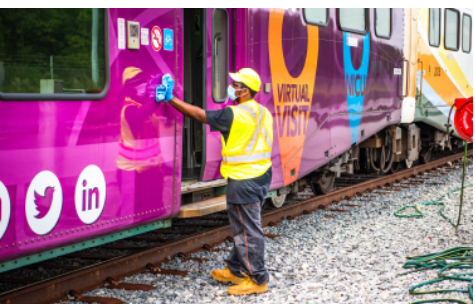


AGENCY UPDATE

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



SETTING A NEW STANDARD



WORKING HARD TO KEEP YOU SAFE – EVERY TRAIN. EVERY TRIP.

- Ambassadors, crew, security, and cleaning staff are required to wear a mask and practice social distancing
- Riders are encouraged to practice social distancing and wear masks.
- Protective film has been placed over station machines and all frequently touched surfaces are disinfected throughout day
- New security presence onboard **ALL** trains to promote social distancing, direct rider flow, and provide additional rider support
- **ALL** trains now have cleaning crews onboard sanitizing frequently touched surfaces while traveling
- 100% of trains have hand sanitizer dispensers and well-stocked restrooms
- New enter/exit signs and directional floor graphics have been installed on all trains
- Train interiors are being fogged and decontaminated nightly
- Department of Health guidelines to reduce the spread of germs has been installed onboard and at stations

INCREASE IN RIDERSHIP

May 2020



There was a **41%**
increase in ridership
from April to May 2020

LOOKING AHEAD



YOUR CAMPUS CONNECTION

STUDENTS & STAFF

Register to ride SunRail for **FREE** during a limited trial period this fall.

[REGISTER HERE](#)

- Building rider confidence
- Historically strong leisure ridership over summer
- New UCF Campus expansion



CAC SPOKE & FDOT DELIVERED

Based on CAC comments, rider convenience continues to improve!

- A third passenger car will be added soon to trains with higher ridership
- Two new Coach cars will be placed into service late 2020
- Allows room for existing and new riders

DEBARY ENHANCEMENTS

CAC championed for a new TVU and the results are strong!

- Promotes tapping on/off
- TVU use is increasing
- Allows for future growth

ALSO ON THE WAY...

- Repainting of DeBary station canopies this fall





SAFETY

New Fencing

- Added an additional 24,661 linear feet of fence to aid in trespass prevention
- Between Sanford and Edgewood

CORRIDOR MAINTENANCE

Work activities completed on the Lake Monroe Drawbridge

- Included the replacement of four spans and steel to repair drawbridge



QUIET ZONES

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established – also working on Orlando Avenue Supplemental Safety Measures (SSM)
Seminole County	Notice of Establishment (NOE) pending civil work in progress – All signal work is 100% complete.
City of Orlando	95% complete. City civil work ongoing and signal work to follow. SSM proposed at five additional crossings
City of Kissimmee	NOE pending completion of work on Vine Street – new curbs – Complete within 1 month.



Local communities may apply for quiet zones and information is available on the “About” page at [SunRail.com](https://www.sunrail.com)

DYNAMIC ENVELOPE

- Supporting statewide S.T.R.I.D.E. safety initiative
- Five new crossings completed in May
- Remaining construction will be phased along corridor and scheduled after hours and on weekends
- Public outreach underway



POSITIVE TRAIN CONTROL

- PTC initiated on entire corridor 1/13/20
- Currently running 100% PTC-enabled SunRail trains daily
- Interoperability testing complete with CSX and Amtrak projected November
- Program implementation expected to be complete by December 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	Mar	Apr*	May	
<i>Days of Operation</i>	23	20	21	21	20	22	22	22	171
Sanford	472	464	429	429	475	424	N/A	278	424
Lake Mary	103	99	96	105	121	92	N/A	38	93
Longwood	80	86	80	87	61	73	12	39	65
Altamonte Springs	207	174	129	90	153	160	N/A	36	136
Maitland	23	22	18	20	21	27	N/A	10	20
Winter Park	414	417	314	368	369	308	47	157	299
Florida Hospital/Health Village	335	220	166	299	361	395	38	164	247
LYNX Central Station									
Church Street Station									
Orlando Health/Amtrak	14	26	15	20	19	13	10	11	16
Sand Lake Road	96	95	76	70	130	103	15	42	78
Meadow Woods	133	127	99	87	142	68	N/A	55	102
Tupperware	17	N/A	N/A	27	29	46	**	N/A	30
Kissimmee Intermodal									
Poinciana	1	N/A	N/A	4	6	6	**	N/A	4
Total - All Stations	1,895	1,730	1,422	1,606	1,887	1,715	122	830	1,515
Percent change from FY 19 to FY 20	26%	-0.1%	-18%	23%	21%	18%	-92%	-53%	4%

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

*Due to COVID-19, Orange & Osceola Counties instituted a stay-at-home order on March 26 and bus service was reduced on March 30, 2020. This caused a drop in ridership.

**Bus service was not provided to this station during the reduced schedule that took place on March 30 and ended on May 9, 2020.

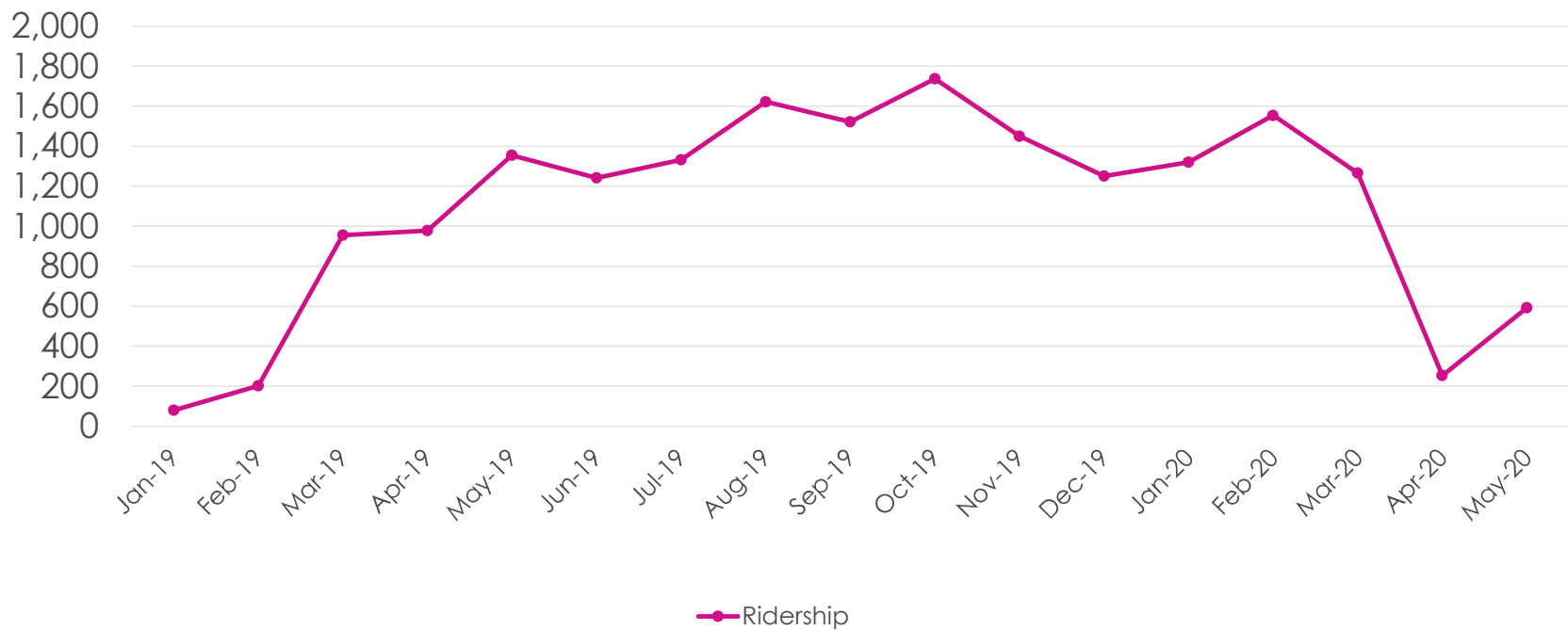
LYNX CONNECTIVITY

LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	May		Change	% Change
	FY19	FY20		
18	27,615	11,288	-16,327	-59%
418	4,859	2,402	-2457	-51%
155	1,063	163	-900	-85%
306	2,498	71	-2427	-97%
604	316	66	-250	-79%
631	668	230	-438	-66%
632	154	146	-8	-5%
709	1,355	592	-763	-56%

LINK 709 - KISSIMMEE CONNECTOR RIDERSHIP

Link 709 Ridership



LINK 709 - KISSIMMEE CONNECTOR RIDERSHIP

Month/Year	Ridership (month)	Difference in Ridership	Percent Difference	Total # service days	Avg. # riders per day	Avg. # riders per trip (27 trips)
01/2019	80	-	-	4	20	.7
02/19	202	122	153%	20	10	.4
03/19	955	753	373%	21	45	1.7
04/19	978	23	2%	22	44	1.6
05/19	1,355	377	38.5%	22	62	2.3
6/19	1,241	(114)	-8.41%	20	62	2.3
7/19	1,332	91	7%	22	60	2.2
8/19	1,622	304	21.8%	22	74	3.4
9/19	1,522	100	-6.2%	20	76	2.8
10/19	1,738	216	14.1%	23	75	2.7
11/19	1,450	(288)	-16.6%	20	72	2.7
12/19	1,251	(199)	-13.7%	21	59	2.2
1/20	1,320	69	5.5%	22	60	2.2
2/20	1,554	234	17.7%	20	77	2.8
3/20	1,266	288	-18.7%	22	58	2.1
4/20	253	(1013)	-80%	22	11	.4
5/20	592	339	74.6%	20	29	1.0

Created by LYNX Planning & Development Department

VOTRAN CONNECTIVITY

May 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	22	22	20					170
Avg Daily Ridership	65	48	74	63	52	44	25	7					48

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



COMMITTEE MEMBER COMMENTS



THANK YOU

NEXT MEETING:
Thursday, October 1 at 5PM



SUPPORTING CHARTS

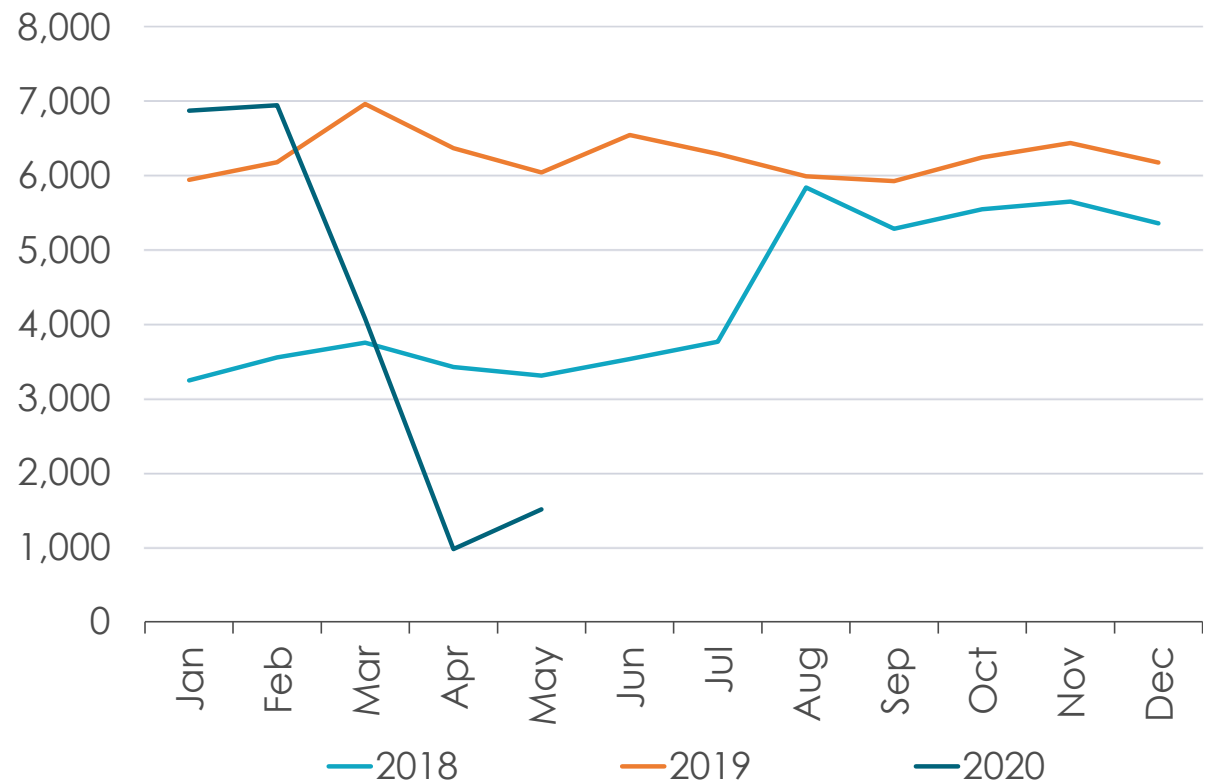


HIGHLIGHTS

- Modified schedule 3/31 – 5/8
- Ridership steadily increasing
- Summer break, Downtown Campus expansion and more coming soon

Average Daily Ridership

Feb – 6,950 | Mar – 4,074 | Apr – 974 | May – 1,510



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

ONBOARD STATS

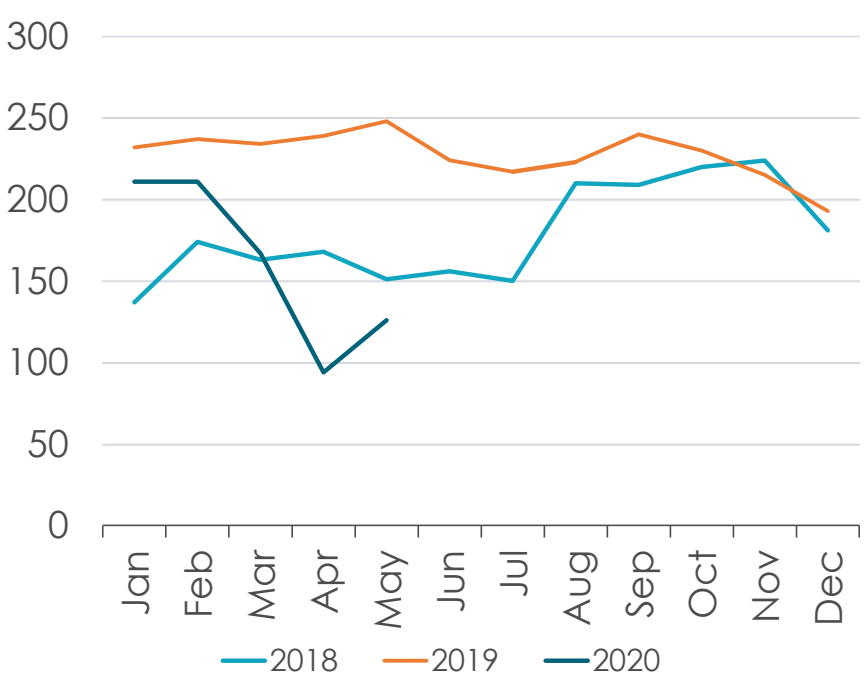
ADA

Jan – May Average: 16

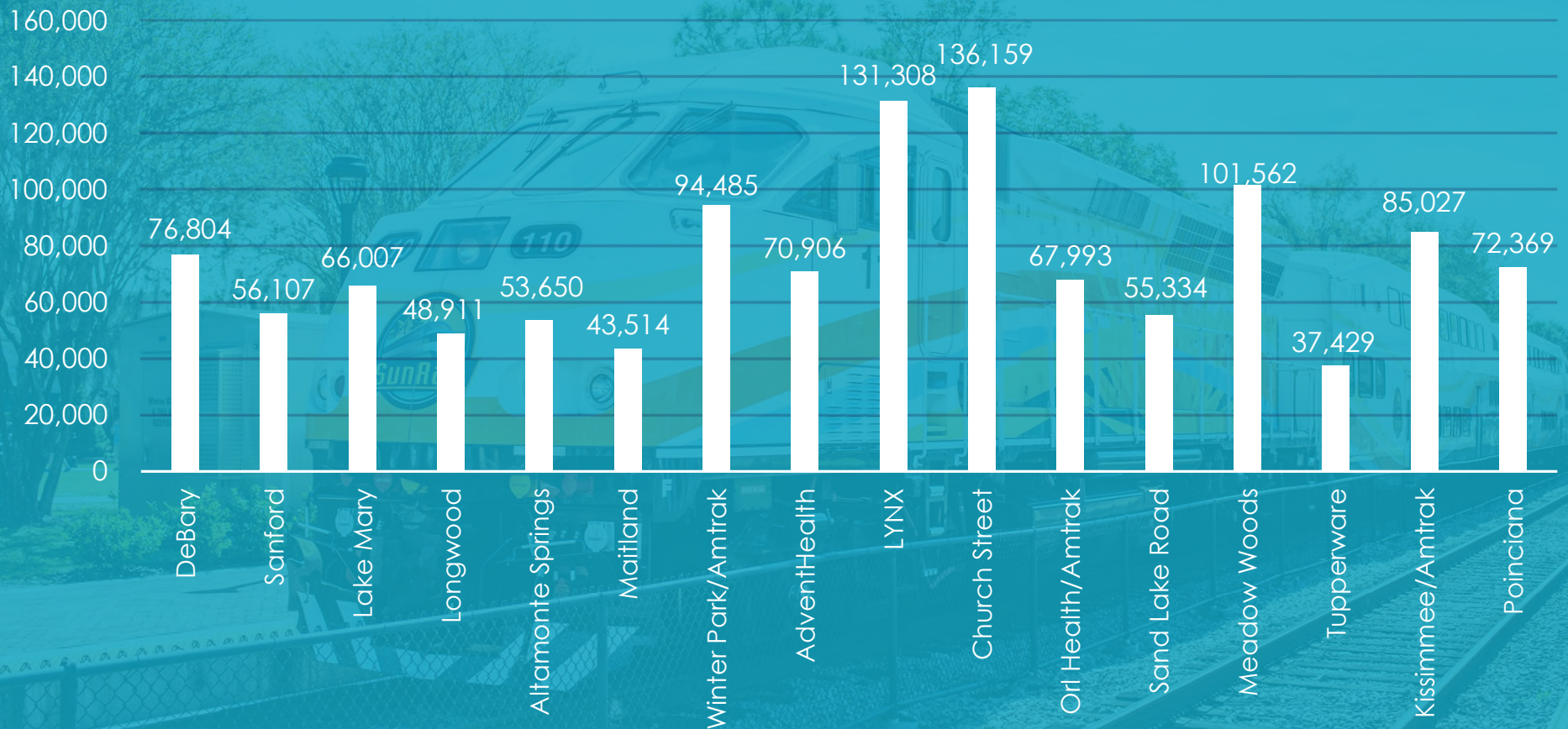


BICYCLE

Jan – May Average: 161



BOARDINGS BY STATION



Ridership July 2019 through May 2020

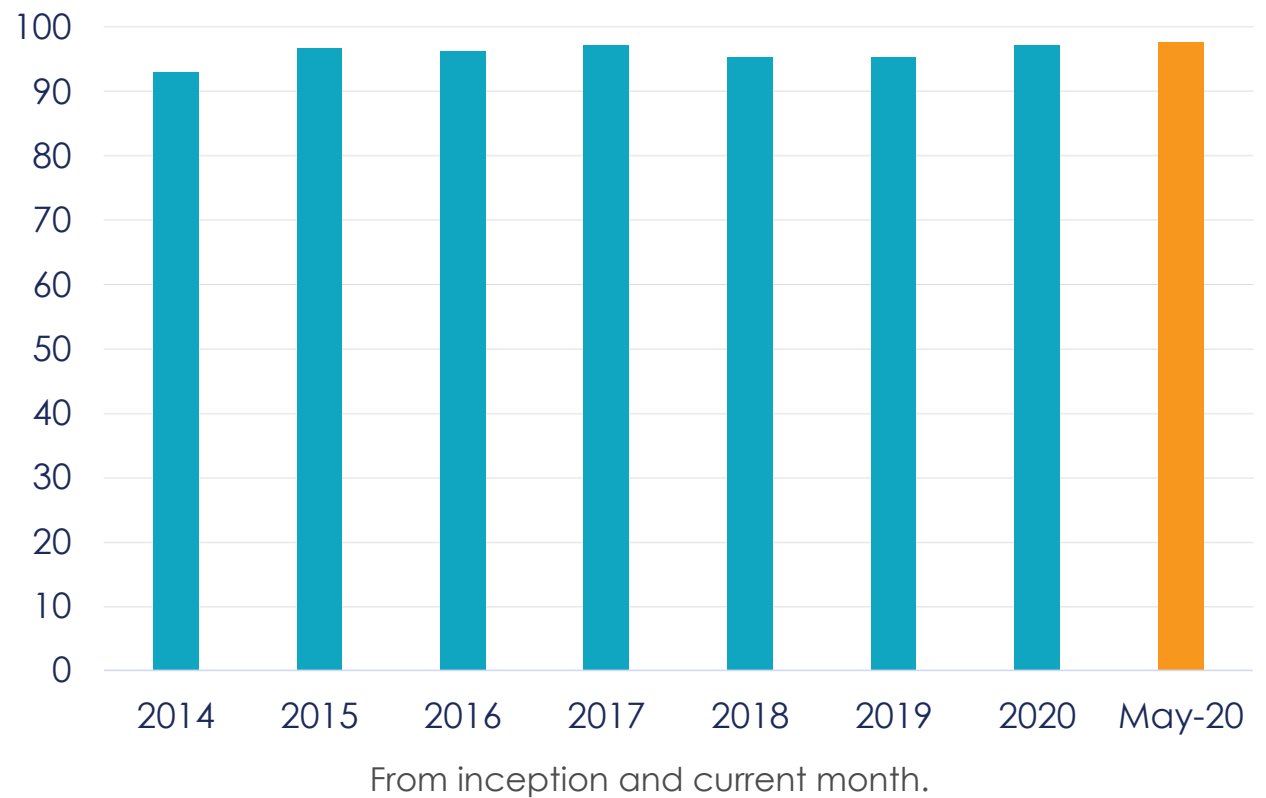
ABOVE AVERAGE

- ✓ On-Time 56 Days
- ✓ 64 Operating Days
- ✓ Ran 2,212 Trains

ON-TIME PERFORMANCE AVERAGE

March 2020 – May 2020

Goal = 95% Actual = 98.0% Contract = 99.7%



TRAIN PERFORMANCE DETAIL

MARCH 2020 – MAY 2020

Train Performance Overview	Trains	Percentage
On-Time	2167	98.0%
Late	39	1.8%
Annulled	6	0.3%
Total Trains Operated	2212	100.0%

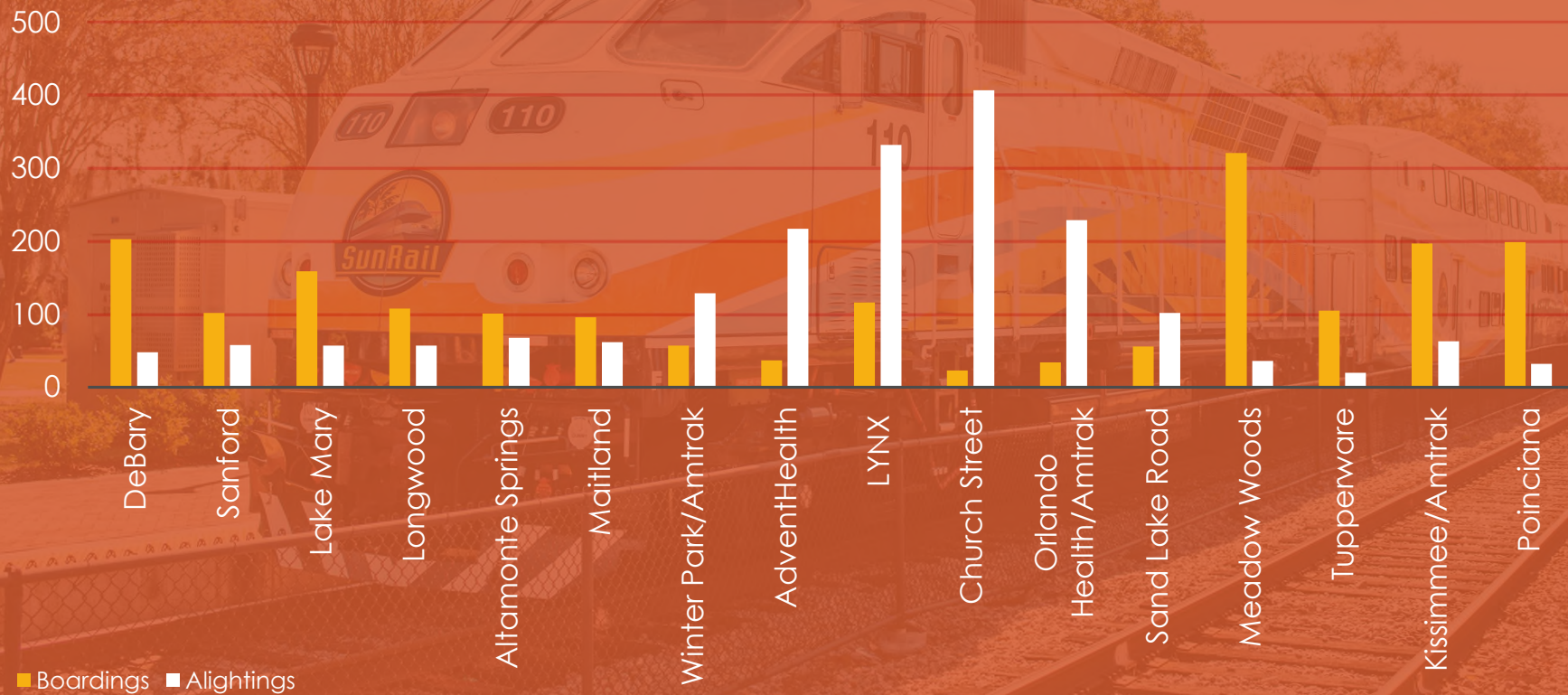
Performance Detail	Days	Trains	Percentage
Communications	1	1	0.0%
Efficiency Testing	1	1	0.0%
Injuries/Illnesses	1	1	0.0%
Maintenance of Way	1	1	0.0%
Mechanical	7	12	0.5%
Other	3	3	0.1%
Passengers	2	2	0.1%
Police Activity	1	1	0.0%
Signals & Components	3	5	0.2%
Train Interference	2	2	0.1%
Trespasser/Grade Crossing/Near Misses	6	16	0.7%
Total (Rounded)		45	2.0%

BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2019 – May 31, 2020

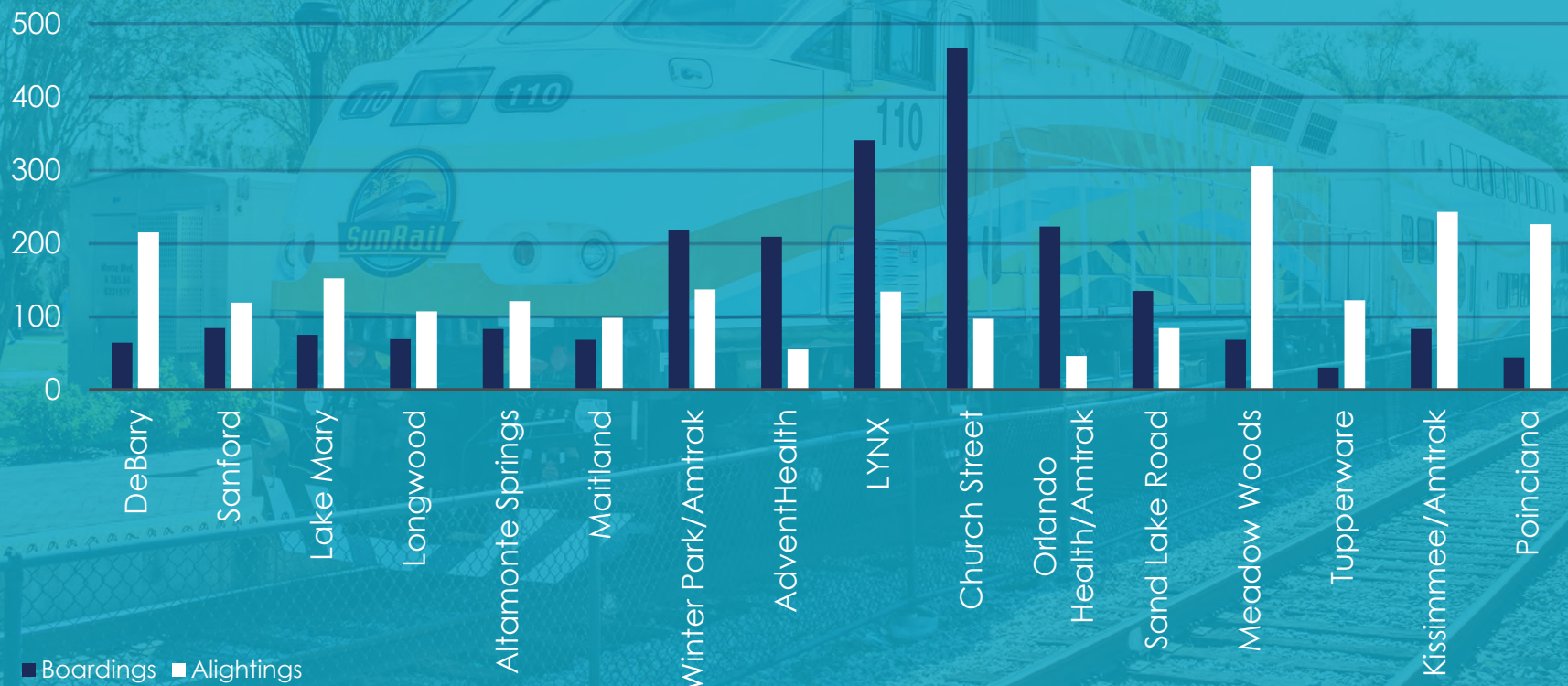


BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2019 – May 31, 2020

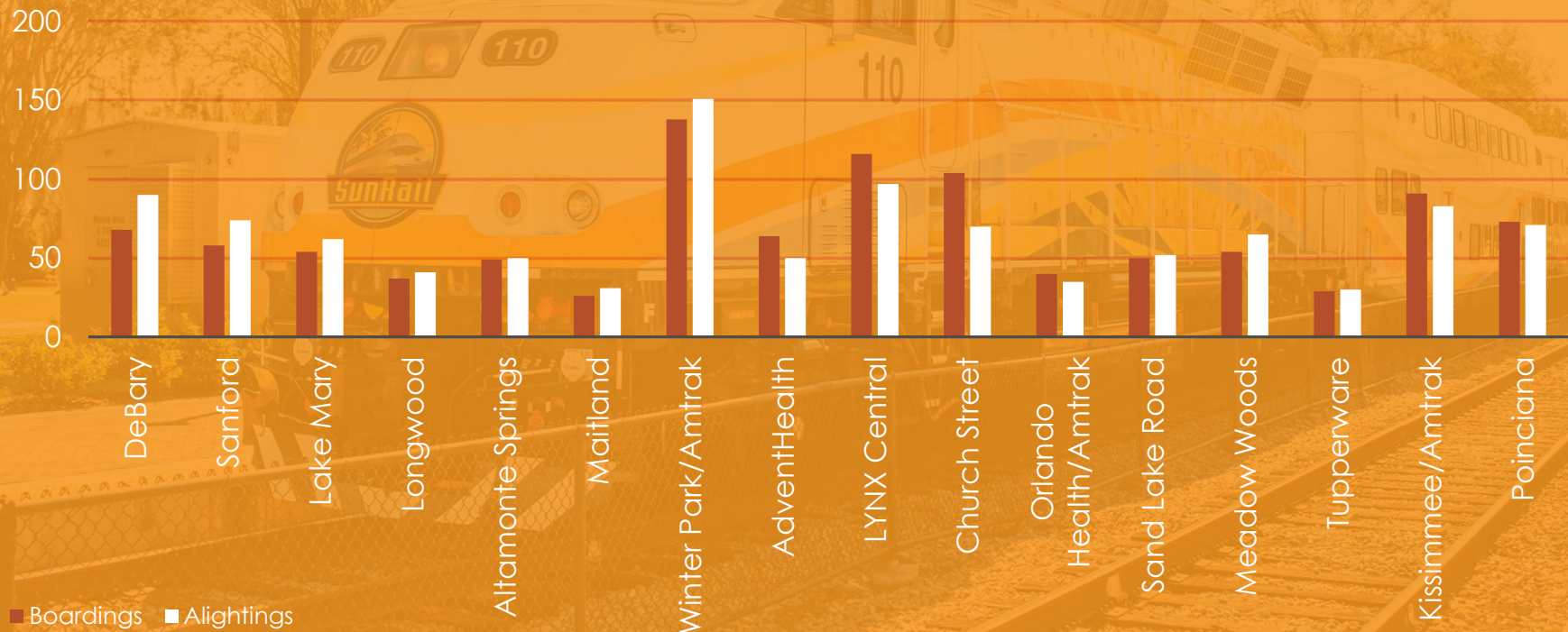


BOARDINGS & ALIGHTINGS

OFF PEAK

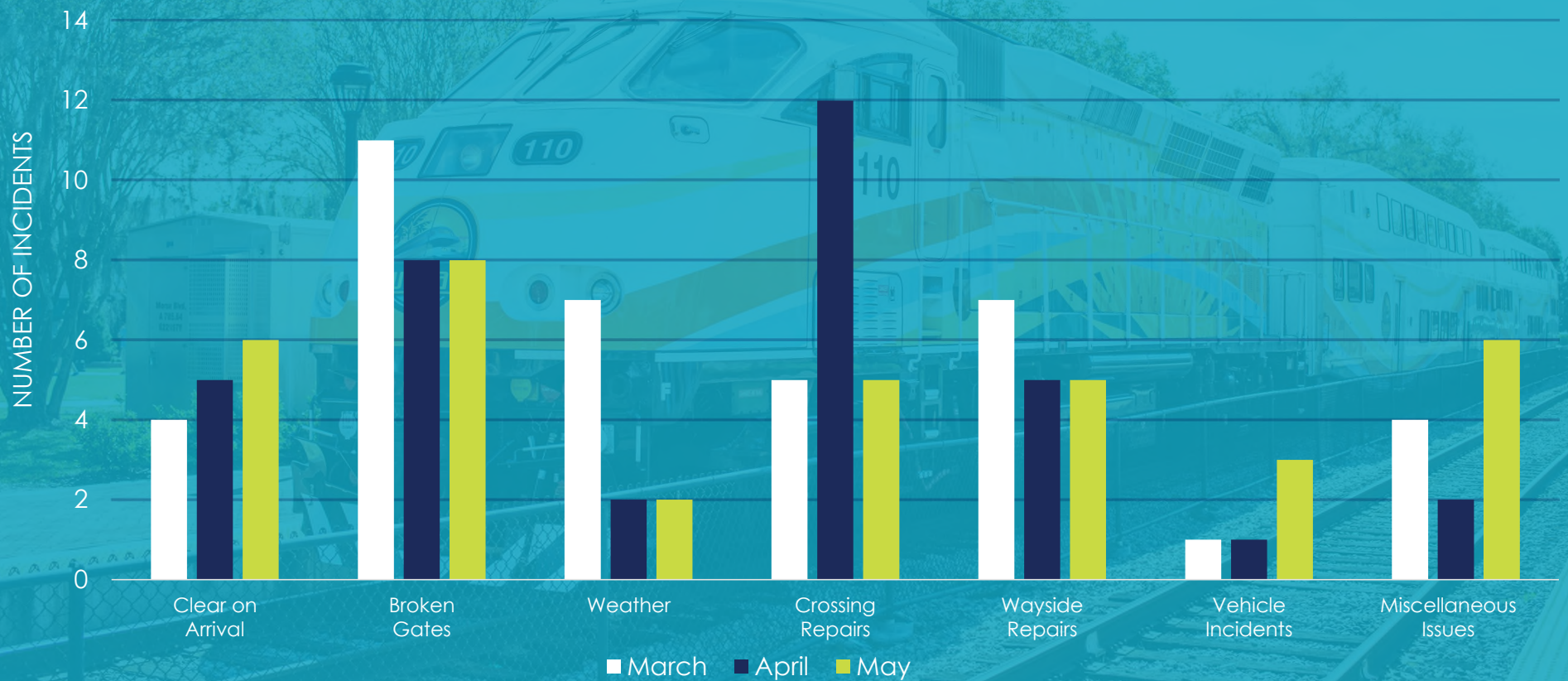
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)

July 1, 2019 – May 31, 2020



CFRC SIGNAL SYSTEM INCIDENTS

March 2020 – May 2020



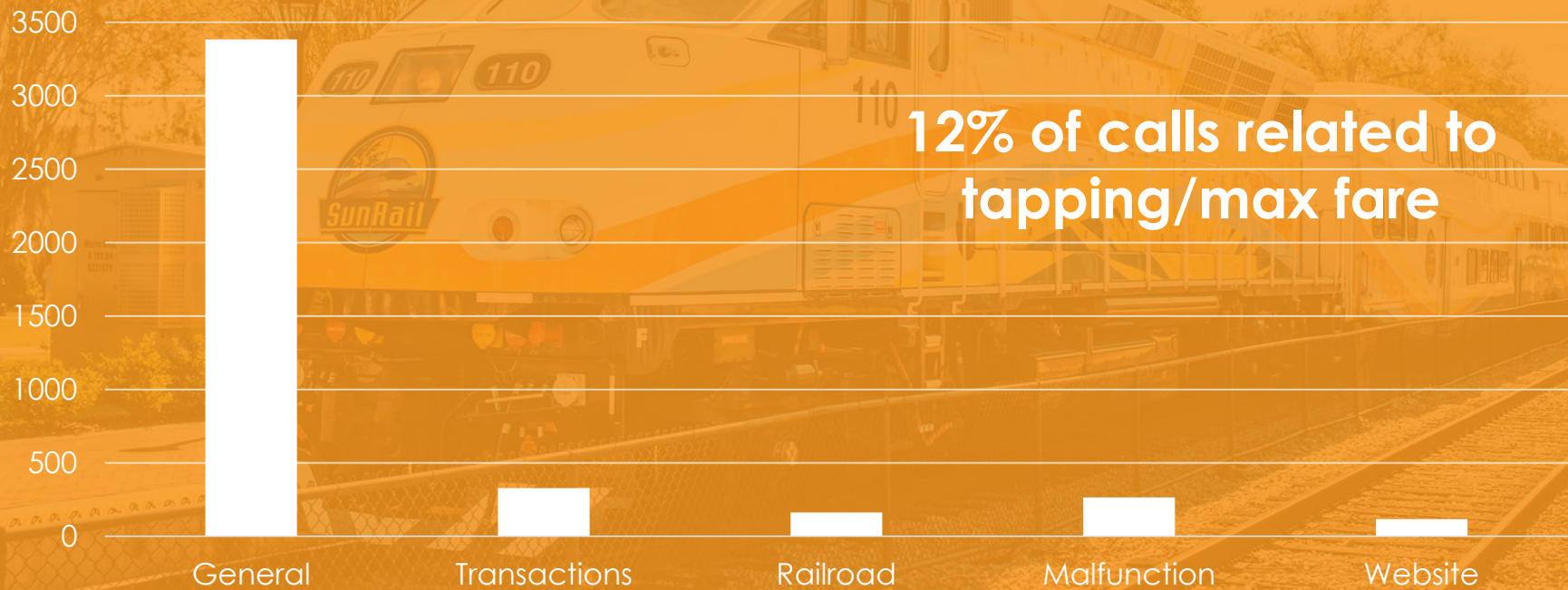
STATION PARKING

MARCH 2020 – MAY 2020



CUSTOMER SERVICE CALLS

MARCH – MAY 2020



END OF PRESENTATION

