

# CUSTOMER ADVISORY COMMITTEE

OCTOBER 1, 2020





Central Florida Commuter Rail Commission  
Customer Advisory Committee

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**Date:** October 1, 2020  
**Time:** 5:00 p.m.  
**Location:** LYNX (FDOT/GoToWebinar Host)  
455 N. Garland Ave., 2nd Floor Board Room  
Orlando, Florida 32801

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***PLEASE SILENCE CELL PHONES***

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- I. Call to Order and Pledge of Allegiance**
  - II. Announcements**
    - a. Chairman Remarks
  - III. Confirmation of Quorum**
  - IV. Introductions**
    - a. Dorothy O'Brien CAC Seminole County Representative
    - b. Margaret Iglesias CAC Volusia County Representative
    - c. Marie Ann Regan CAC Orange County Representative
  - V. Approvals**
    - a. Adoption of January 9, 2020 Meeting Minutes
    - b. Proposed 2021 Meeting Schedule
  - VI. Chairman's Report – Mr. Grzesik**
  - VII. Public Comments**
  - VIII. Election of Officers**
  - IX. Agency Update – Charles M. Heffinger, Jr., P.E. FDOT/SunRail, Chief Operating Officer**
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# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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### X. Committee Member Comments

### IX. Next Meeting - Proposed

- a. Next Meeting – January 07, 2021 10:00 a.m. LYNX Board Room (Webinar Platform TBD)

### XII. 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](mailto:roger.masten@dot.state.fl.us) at least three business days prior to the event.*

**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:**

- Most 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.

- Average Daily Ridership
  - Average ridership per day is 5,900, slowing down possibly due to the Holiday Season.
- Onboard Statistics
  - 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)
  - 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
  - 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
  - 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:**

**Presenter:** Bruce Detweiler

- Ridership report:
  - 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.

**Votran Bus Connectivity:**

**Presenter:** Frank Alvarez

- Ridership report:
  - 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.

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](mailto:Roger.Masten@dot.state.fl.us)

## **JACQUELINE PARAMORE**

State Title VI Coordinator  
605 Suwannee Street, Mail Station 65  
Tallahassee, Florida 32399





# CHAIR'S REPORT

James Grzesik



# PUBLIC COMMENTS



# AGENCY UPDATE

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



# WELCOME ABOARD NEW CAC MEMBERS!

Dorothy O'Brien



Margaret Iglesias



Marie Ann Regan



# FRA GRANT AWARDED!

## Consolidated Rail Infrastructure and Safety Improvement (CRISI)

Phase 2 South Capacity Improvements grant for \$5,653,819 to add 1.7-mile section of track between Donegan Ave and Neptune Rd

Key benefits:

- Reduced delays due to train meets, track maintenance, and incidents
- Signal and crossing improvements
- Improve future operations for more frequent service

***Total Investment: FDOT 50% + FRA 50% = \$11,307,638***

# STEADFAST CLEANING CONTINUES

WE ARE  
IN THIS  
TOGETHER

- Cleaning crews on all trains
- Nightly decontamination
- Stations cleaned throughout day
- And much more

[SunRail.com/health-and-safety](https://www.sunrail.com/health-and-safety)



# STATE OF RIDERSHIP

- Averaging 2,044 riders per day June – August
- Passes continue to be reactivated
- LYNX has resumed fare collection





## CAMPUS CONNECTION

- Program promotion has concluded
- Over 200 passes issued
- Actively converting promotional passes to account passes (adding value)





## NEW CITRUS CONNECTION

- Citrus Connection, the transit system for Polk County, now has a route connecting to the Poinciana SunRail Station
- Began on Tuesday, September 8, 2020
- Operates Monday – Friday between 6:00AM – 6:55PM
- Travels from Posner Park to Poinciana Station and back, nonstop

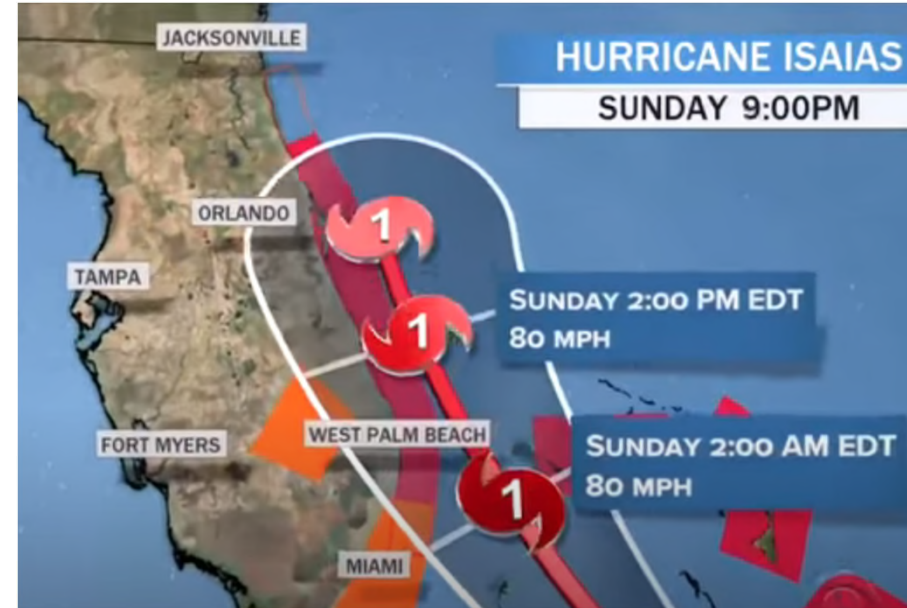
**WELCOME  
POLK COUNTY**



**NOW SERVICING POINCIANA STATION**

# SERVICE DISRUPTION

- Hurricane Isaias preparations closed service Monday, 8/3/2020
- Corridor preparation is vital:
  - Secure or remove gates at 127 crossings
  - Inspecting and storing train fleet
  - Securing all railroad equipment

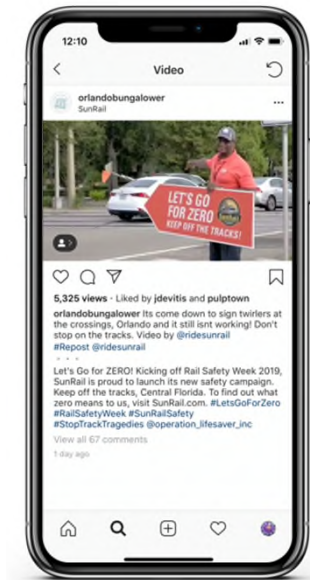


# WINNER!

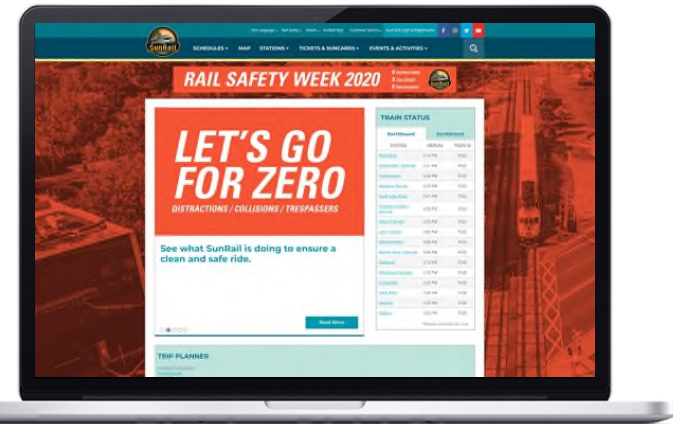
AASHTO Transportation Communications (TransComm) Award

2019 Rail Safety Week

**LET'S GO FOR ZERO**  
DISTRACTIONS / COLLISIONS / TRESPASSERS



# RAIL SAFETY WEEK – SEPTEMBER 21-27, 2020



LET'S



- New Virtual Outreach
- Community Support
- Law Enforcement Participation

# S.T.R.I.D.E. UPDATE

- Currently 57 crossings on CFRC feature dynamic envelopes
- Follow progress here: [SunRail.com/operation-stride](https://SunRail.com/operation-stride)
- Part of Operation S.T.R.I.D.E. Statewide Traffic and Railroad Initiative Using Dynamic Envelopes



# DEBARY CONSTRUCTION UPDATES



# NEW SUNCARD DESIGN

- Available exclusively through website and SunRail app
- New design showcases multimodal connectivity
- Offers same great benefits as previous design
- TVMs will be stocked when current inventory is used



# QUIET ZONES

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established – installation of signal warning upgrades now pending.
Seminole County	Notice of Establishment (NOE) complete. – All signal work is 100% complete.
City of Orlando	Civil work complete. Currently assessing Quiet Zone qualifications.
City of Kissimmee	All civil work is complete. NOE pending completion.

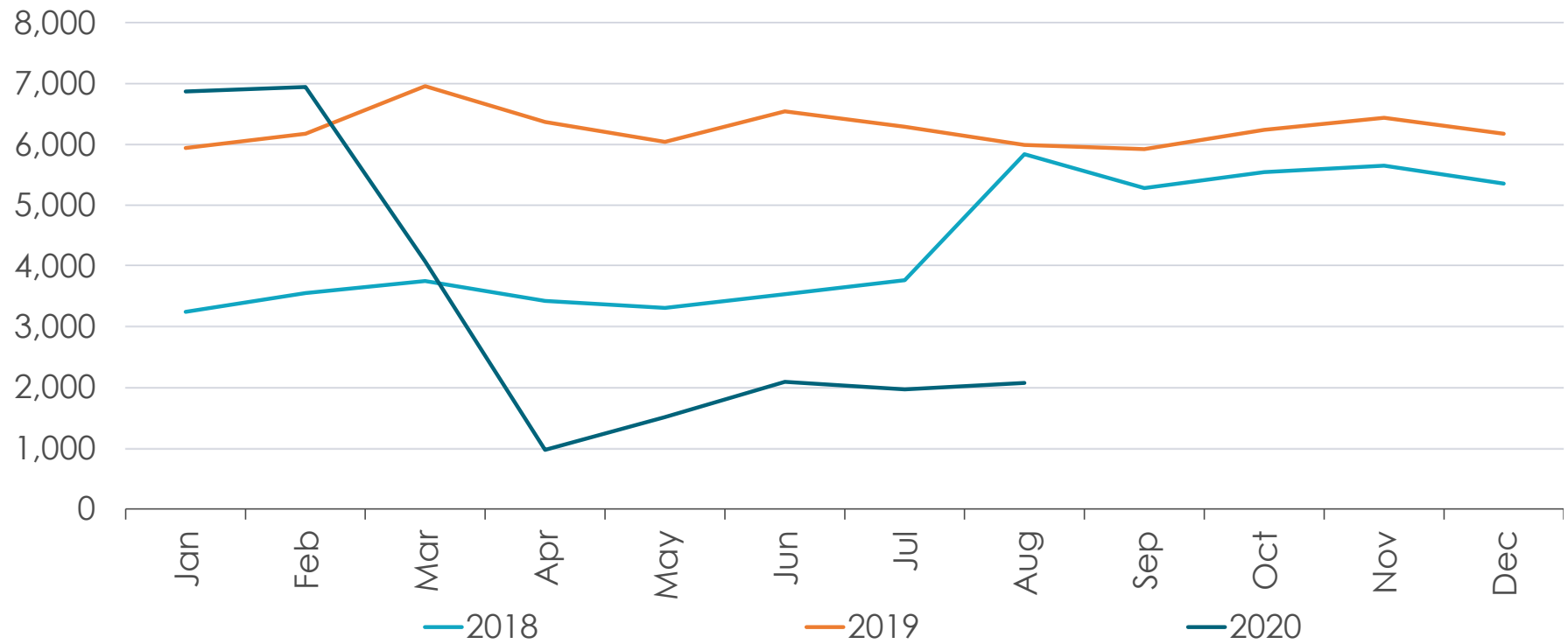


Local communities may apply for quiet zones and information is available on the “About” page at [SunRail.com](http://SunRail.com)



# AVERAGE DAILY RIDERSHIP

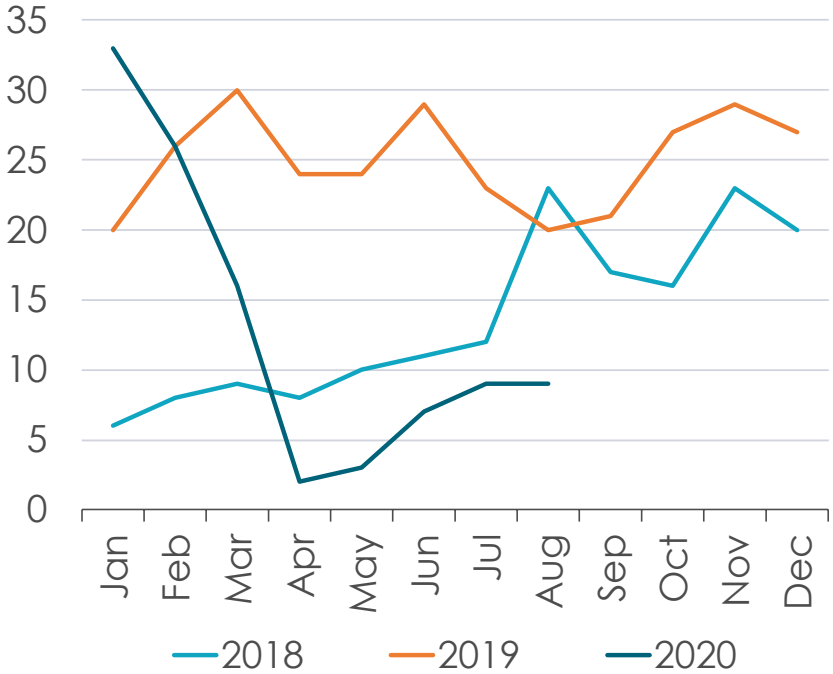
Jun - 2,091 | Jul - 1,966 | Aug - 2,075



# ONBOARD STATS

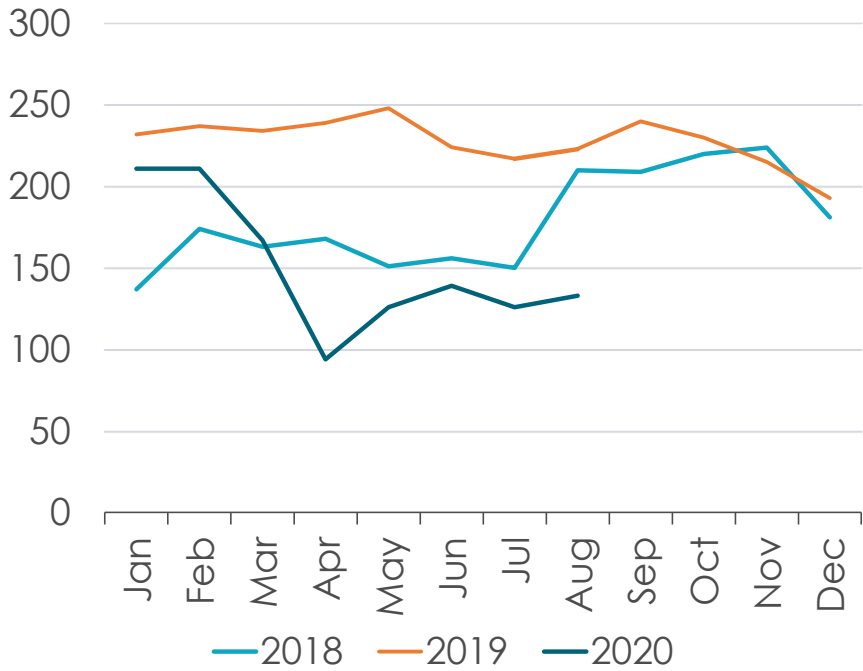
## ADA

Jan – Aug Average: 13



## BICYCLE

Jan – Aug Average: 150



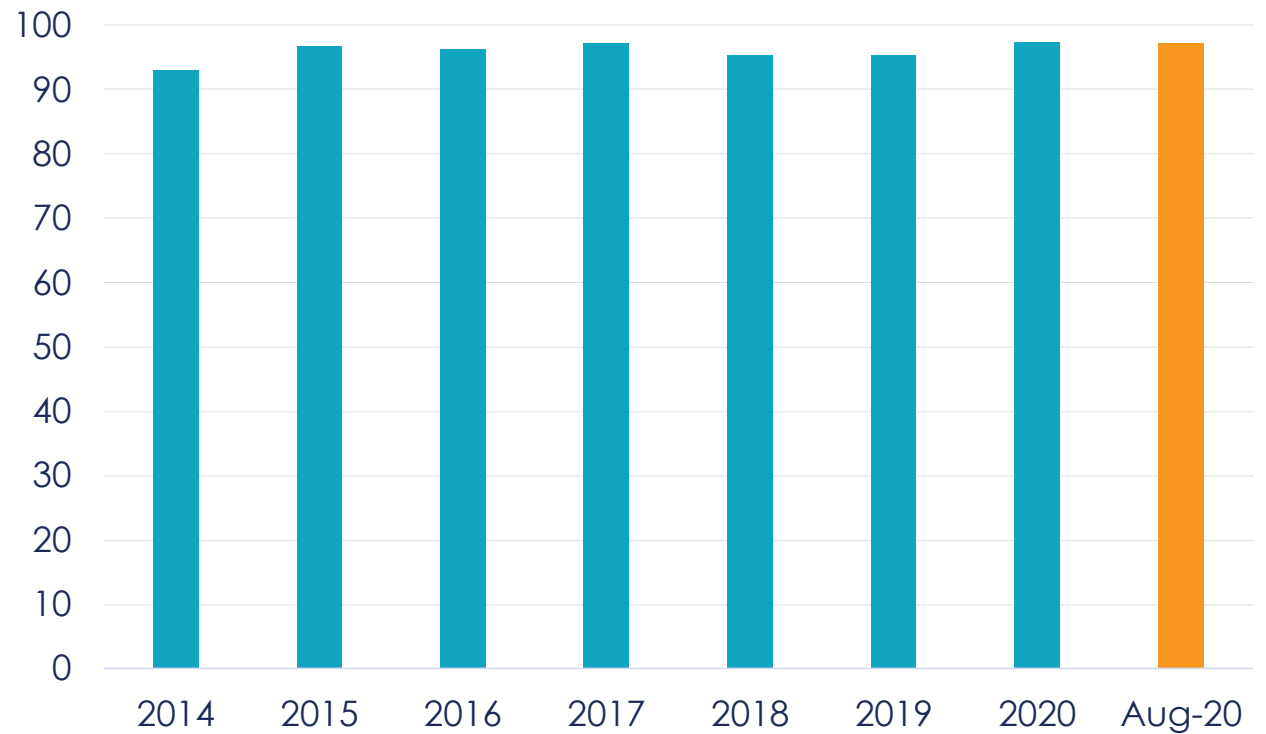
# ABOVE AVERAGE

- On-Time 57 Days
- 65 Operating Days
- Ran 2,600 Trains

## ON-TIME PERFORMANCE AVERAGE

June 2020 – August 2020

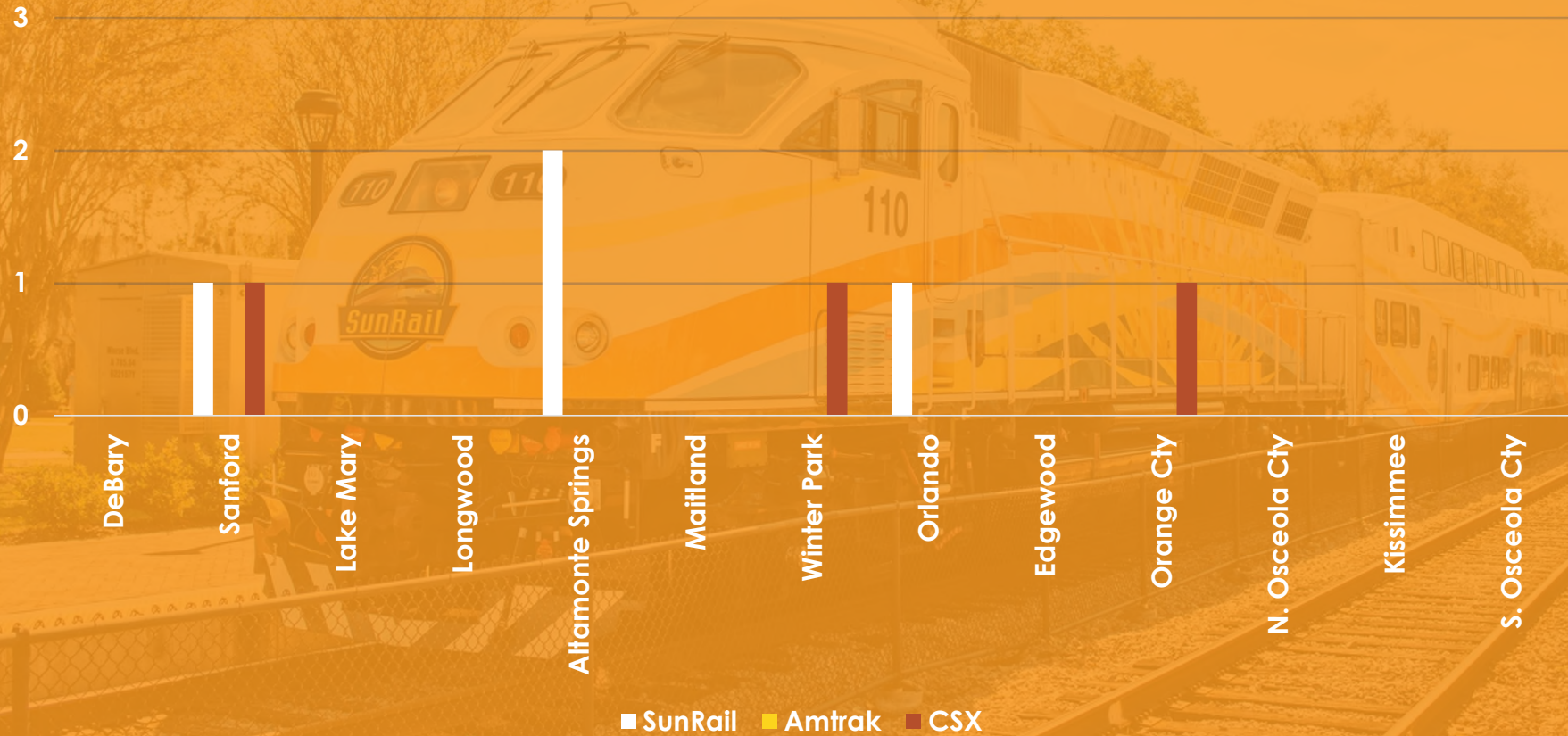
Goal = 95%    Actual = 97.3%    Contract = 99.5%



From inception and current month.

# REVENUE INCIDENTS BY CITY/COUNTY

JUNE 2020 – AUGUST 2020



# TRAIN PERFORMANCE DETAIL

JUNE – AUGUST 2020

Train Performance Overview	Trains	Percentage
On-Time	2529	97.3%
Late	55	2.1%
Annulled	16	0.6%
Total Trains Operated	2600	100.0%

Performance Detail	Days	Trains	Percentage
Injuries/Illnesses	2	2	0.1%
Mechanical	8	13	0.5%
Other	3	4	0.2%
Passengers	1	1	0.0%
Police Activity	1	1	0.0%
Signals & Components	7	15	0.6%
Train Interference	3	13	0.5%
Trespasser/Grade Crossing/Near Misses	4	22	0.8%
<b>Total (Rounded)</b>		<b>71</b>	<b>2.7%</b>

**FY20/21 OPERATING  
BUDGET UPDATE**

OPERATING REVENUE	ANNUAL BUDGET	YEAR TO DATE AUGUST 31, 2020	
		BUDGET	ACTUAL
Farebox revenue	\$ 1,109,140	\$ 184,857	\$ 127,520
CSX usage fees	\$ 3,760,457	\$ 626,743	\$ 636,884
Amtrak usage fees	\$ 1,075,395	\$ 179,233	\$ 163,556
FCEN usage fees	\$ 29,163	\$ 4,861	\$ 7,042
Right-of-way lease revenue	\$ 103,234	\$ 17,206	\$ 22,561
Ancillary revenue	\$ 354,966	\$ 59,161	\$ 67,300
<i>Subtotal - System revenue</i>	\$ 6,432,355	\$ 1,072,059	\$ 1,024,863
FTA §5307 - Urbanized Area Grant Funds	\$ 10,416,581	\$ -	\$ -
<b>TOTAL OPERATING REVENUE</b>	<b>\$ 16,848,936</b>	<b>\$ 1,072,059</b>	<b>\$ 1,024,863</b>

**FY20/21 OPERATING  
BUDGET UPDATE**

<b>OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT</b>
Bombardier - Operations
Bombardier - Maintenance
Bombardier - Incentive/Disincentive
Conduent - Back-of-the-House Hosting
Conduent - Fare Equipment Maintenance
Herzog - Signal Maintenance of Way
Green's Energy - Fuel
Gallagher - Insurance
Amtrak - Heavy Vehicle Maintenance
Wells Fargo - Banking Services
Bank of America - Merchant Services (Banking)
MidFlorida - Armored Car Service
AT&T/Verizon - Wi-Fi Service
Fare Media Smart Card
Limited Use Smart Card
PTC O&M Costs
<i>Subtotal - System operating costs</i>

<b>ANNUAL BUDGET</b>
\$ 10,721,416
\$ 16,423,480
\$ 1,357,245
\$ 961,324
\$ 2,281,026
\$ 3,271,522
\$ 2,015,072
\$ 2,153,781
\$ 1,395,428
\$ 5,029
\$ 96,840
\$ 45,387
\$ 35,262
\$ 31,147
\$ 445,851
\$ 5,000,000
\$ 46,239,810

<b>YEAR TO DATE AUGUST 31, 2020</b>	
<b>BUDGET</b>	<b>ACTUAL</b>
\$ 1,786,903	\$ 1,758,964
\$ 2,737,247	\$ 2,733,699
\$ 226,208	\$ 219,233
\$ 160,221	\$ 151,024
\$ 380,171	\$ 416,893
\$ 545,254	\$ 550,731
\$ 335,845	\$ 218,769
\$ 358,964	\$ -
\$ 232,571	\$ 166,325
\$ 838	\$ 703
\$ 16,140	\$ 4,515
\$ 7,565	\$ 3,960
\$ 5,877	\$ 5,554
\$ 5,191	\$ -
\$ 74,309	\$ -
\$ 833,333	\$ 614,720
\$ 7,706,635	\$ 6,845,088

Feeder Bus Expenses
Capital Maintenance
Consultant Support

\$ 2,028,263
\$ 8,912,000
\$ 9,404,698

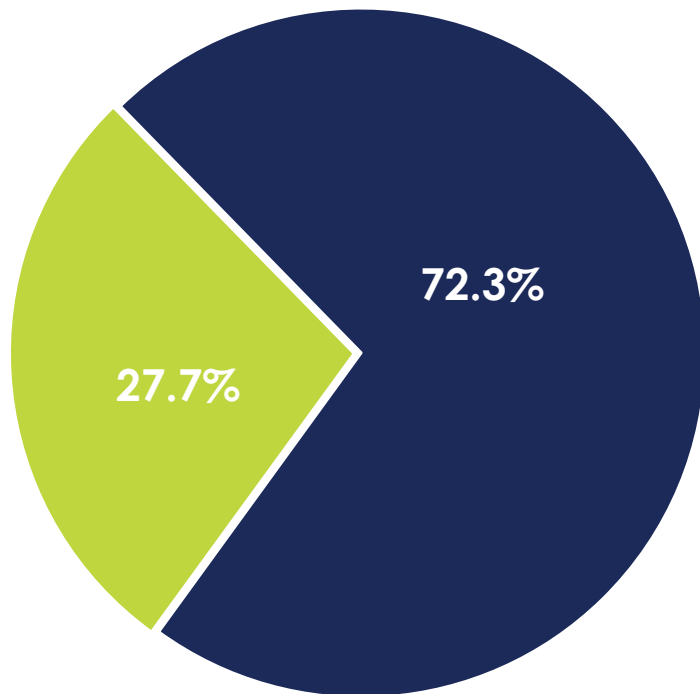
\$ 338,044	\$ -
\$ 1,485,333	\$ 1,511,063
\$ 1,568,908	\$ 1,900,482

<b>TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT</b>
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\$ 66,584,771
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\$ 11,098,920	\$ 10,256,633
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# CAPITAL MAINTENANCE



■ Maintenance ■ Improvements

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## ■ Maintenance

Non-recurring corrective or preventive maintenance or in-kind replacement

## ■ Improvements

Extend the useful life, increase the value or add new uses

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# TRANSIT-ORIENTED DEVELOPMENT OVERVIEW

July 30, 2020



# TOD CONSTRUCTION PROJECTS



## TOD Projects completed since 2010

NUMBER OF  
PROJECTS

**29**

CONSTRUCTION  
VALUE

**\$991**  
million

## Projects currently under construction

NUMBER OF  
PROJECTS

**12**

CONSTRUCTION  
VALUE

**\$774**  
million

## Projects currently in the pipeline

NUMBER OF  
PROJECTS

**31**

CONSTRUCTION  
VALUE

**\$1,116**  
million



# DEBARY Volusia County



**\$55 million property  
with 289 units**

# LAKE MARY Seminole County



**\$32 million property  
with 200 units**

**LONGWOOD** Seminole County



**\$30 million property  
with 208 units**

# MAITLAND Orange County



\$47 million property  
with 5 stories

# CHURCH STREET STATION Orange County



**\$133 million property  
with 28 stories**

# TUPPERWARE Osceola County



**\$365 million in  
TOD Projects**



**POINCIANA** Osceola County



82 acres purchased for commercial development & affordable housing

# PROPERTY VALUE GROWTH



SunRail has been in operation for six years. In that time, the state and federal partners have seen every dollar they invested to build the system return four dollars to the local economy in the form of property value growth.

**SunRail's sixteen station areas experienced**

**\$2.4 BILLION**  
dollars (or close to 63%)

**in cumulative property value growth, outpacing their control areas by 22.9%.**



# 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
<b>Total - All Stations</b>	<b>1,503</b>	<b>1,732</b>	<b>1,728</b>	<b>1,305</b>	<b>1,563</b>	<b>1,451</b>	<b>1,446</b>	<b>1,772</b>	<b>1,573</b>	<b>1,802</b>	<b>2,050</b>	<b>1,752</b>	<b>1,650</b>



# 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**	Jun	Jul	Aug	Sep	
<b>Days of Operation</b>	<b>23</b>	<b>20</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>23</b>	<b>20</b>	<b>236</b>
Sanford	472	464	429	429	475	424	N/A	278	327	352	348		400
Lake Mary	103	99	96	105	121	92	N/A	38	39	43	52		79
Longwood	80	86	80	87	61	73	12	39	67	53	69		64
Altamonte Springs	207	174	129	90	153	160	N/A	36	87	114	147		130
Maitland	23	22	18	20	21	27	N/A	10	13	17	17		19
Winter Park	414	417	314	368	369	308	47	157	276	309	301		298
Florida Hospital/Health Village	335	220	166	299	361	395	38	164	248	315	263		255
<b>LYNX Central Station</b>													
<b>Church Street Station</b>													
Orlando Health/Amtrak	14	26	15	20	19	13	10	11	22	18	19		17
Sand Lake Road	96	95	76	70	130	103	15	42	80	84	102		81
Meadow Woods	133	127	99	87	142	68	N/A	55	88	107	114		102
Tupperware	17	N/A	N/A	27	29	46	***	N/A	45	22	20		29
<b>Kissimmee Intermodal</b>													
Poinciana	1	N/A	N/A	4	6	6	***	N/A	7	8	8		6
<b>Total - All Stations</b>	<b>1,895</b>	<b>1,730</b>	<b>1,422</b>	<b>1,606</b>	<b>1,887</b>	<b>1,715</b>	<b>122</b>	<b>830</b>	<b>1,299</b>	<b>1,442</b>	<b>1,460</b>	<b>-</b>	<b>1,480</b>
Percent change from FY 19 to FY 20	26%	-0.1%	-18%	23%	21%	18%	-92%	-53%	-17%	-20%	-29%		10%

N/A – Ridership was not collected due to bus not having Automatic Passenger Counter (APC); as of August 2020 all LYNX vehicles are equipped with APC's.

\*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 re-instated on May 11, 2020.

\*\*\*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	August		Change	% Change
	FY19	FY20		
18	29,510	17,343	(12,167)	-41%
418	5,012	3,797	(1,215)	-24%
155	913	569	(344)	-38%
306	2,065	870	(1,195)	-58%
604	282	236	(46)	-16%
631	612	307	(305)	-50%
632	265	303	38	14%
709	1,622	849	(773)	-48%

# VOTRAN CONNECTIVITY

August 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
<b>Avg Daily Ridership</b>	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
<b>Avg Daily Ridership</b>	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	22	23	21		236
<b>Avg Daily Ridership</b>	65	48	74	63	52	44	25	7	42	38	40		45

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

## PROPOSED MEETING SCHEDULE 2021

Thursday, January 7

Thursday, April 1

Thursday, July 1

Thursday, September 30



# COMMITTEE MEMBER COMMENTS

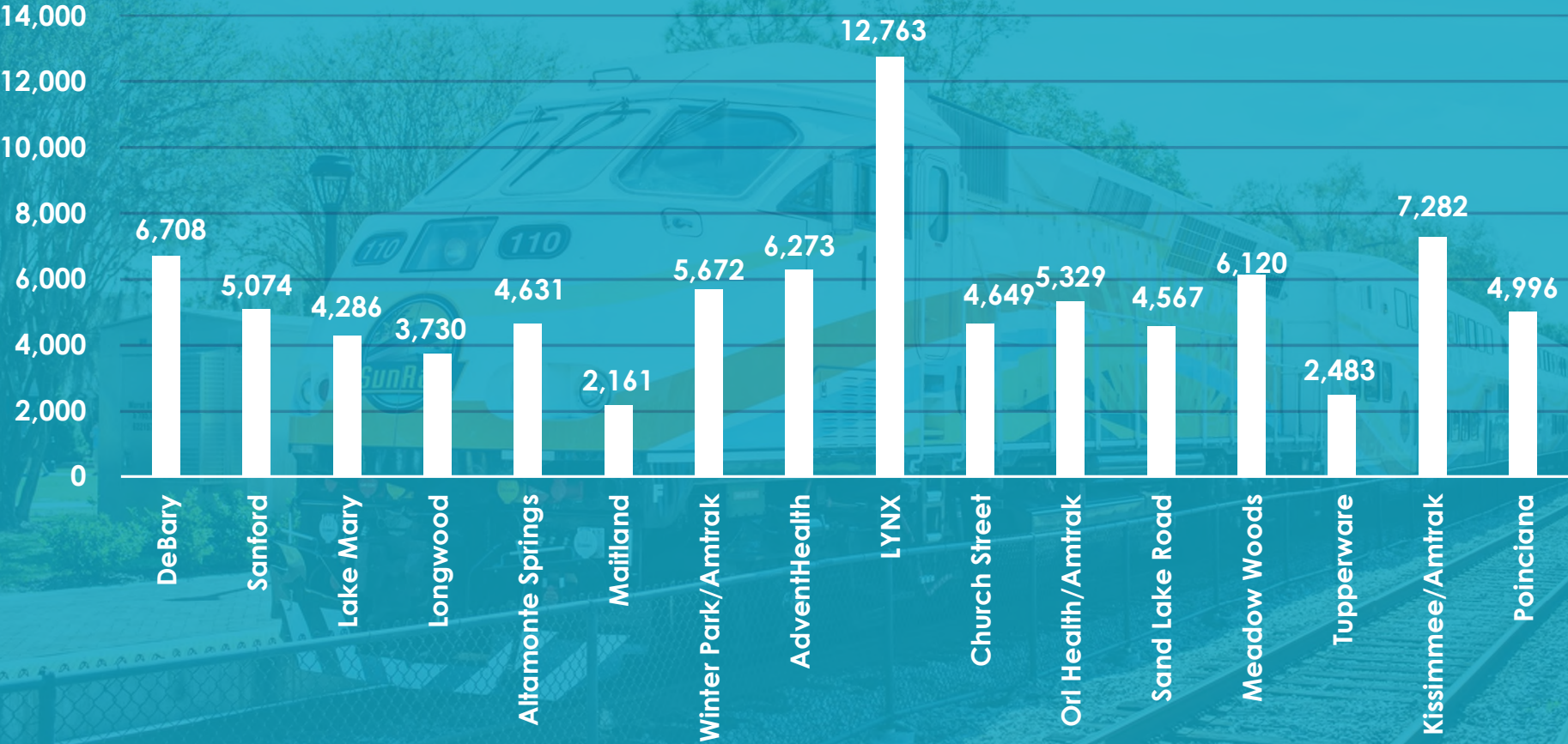




**THANK YOU**



# BOARDINGS BY STATION



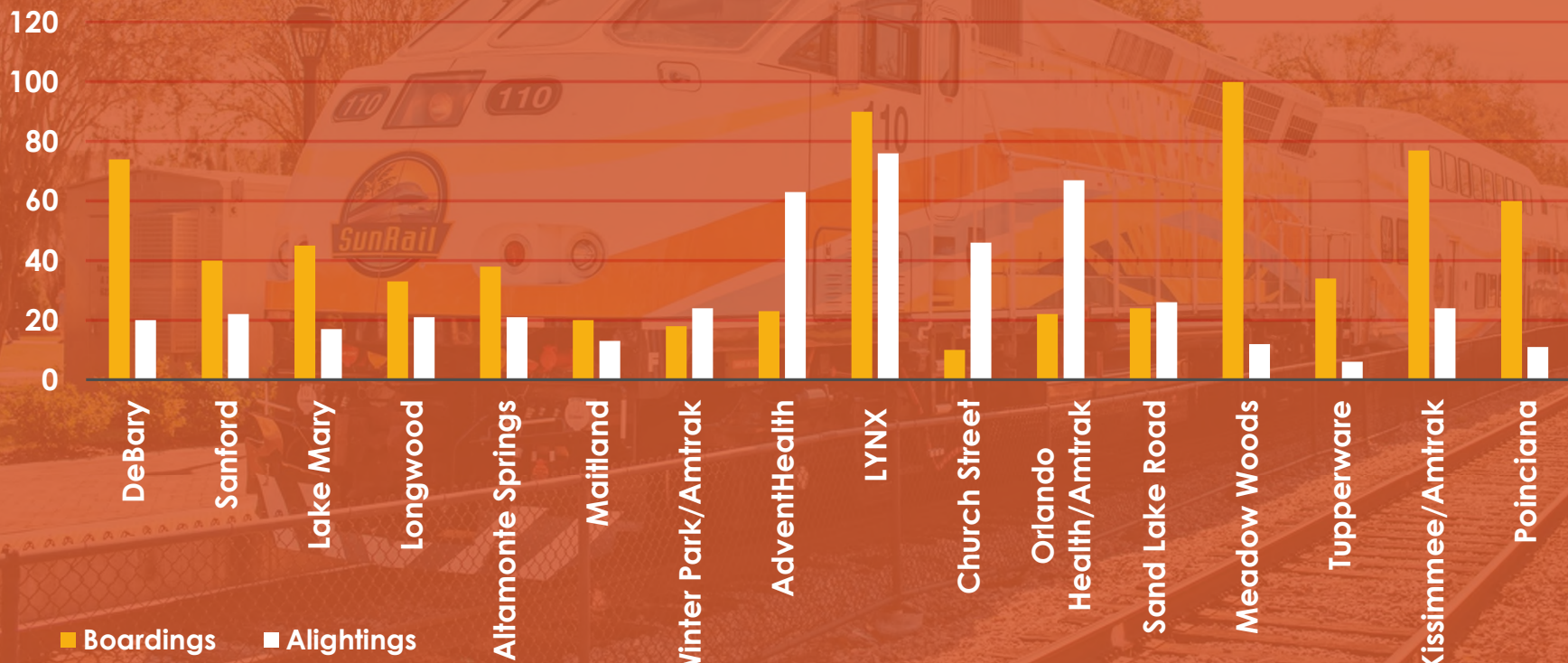
Ridership July 2020 through August 2020

# BOARDINGS & ALIGHTINGS

AM PEAK

5:45 AM – 8:45AM (NB from Poinciana)

July 1, 2020 – August 31, 2020

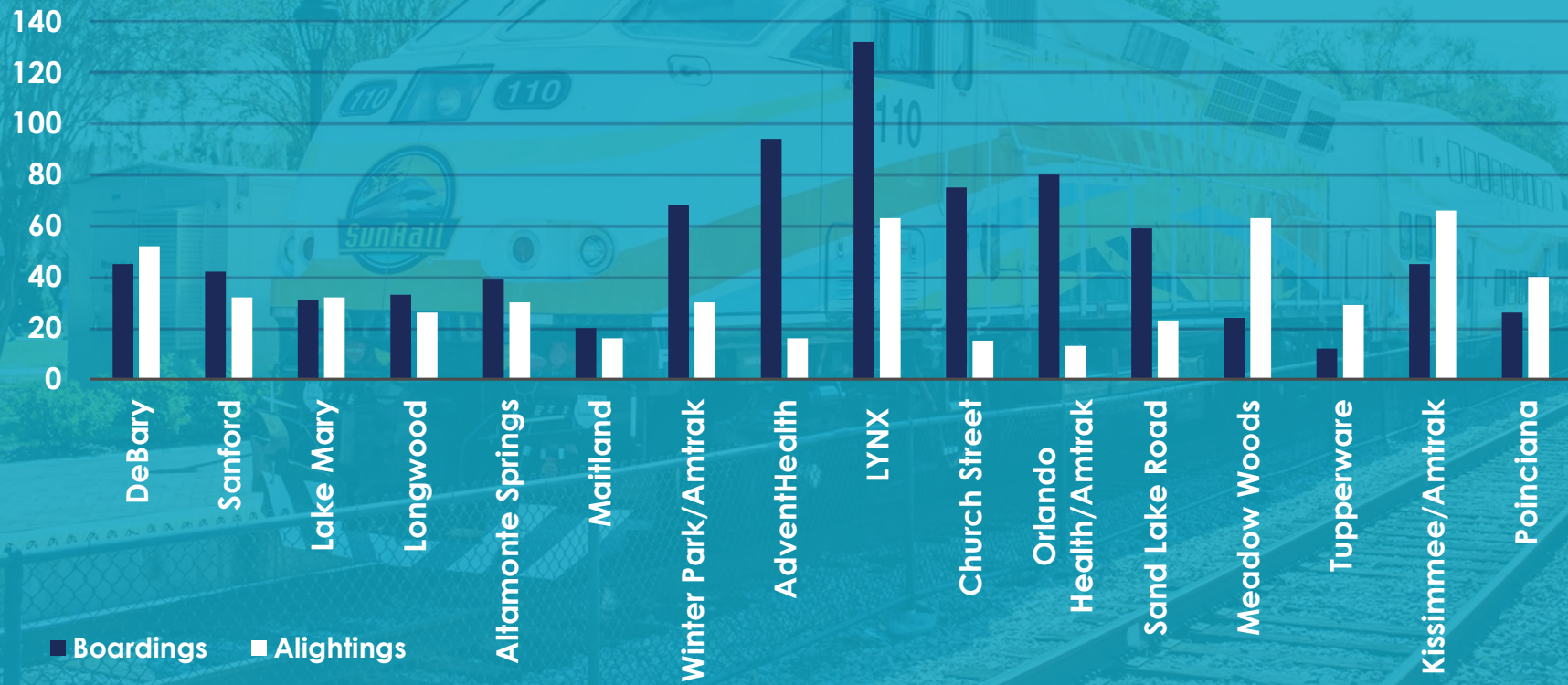


# BOARDINGS & ALIGHTINGS

PM PEAK

3:15 PM – 6:25 PM (NB from Poinciana)

July 1, 2020 – August 31, 2020

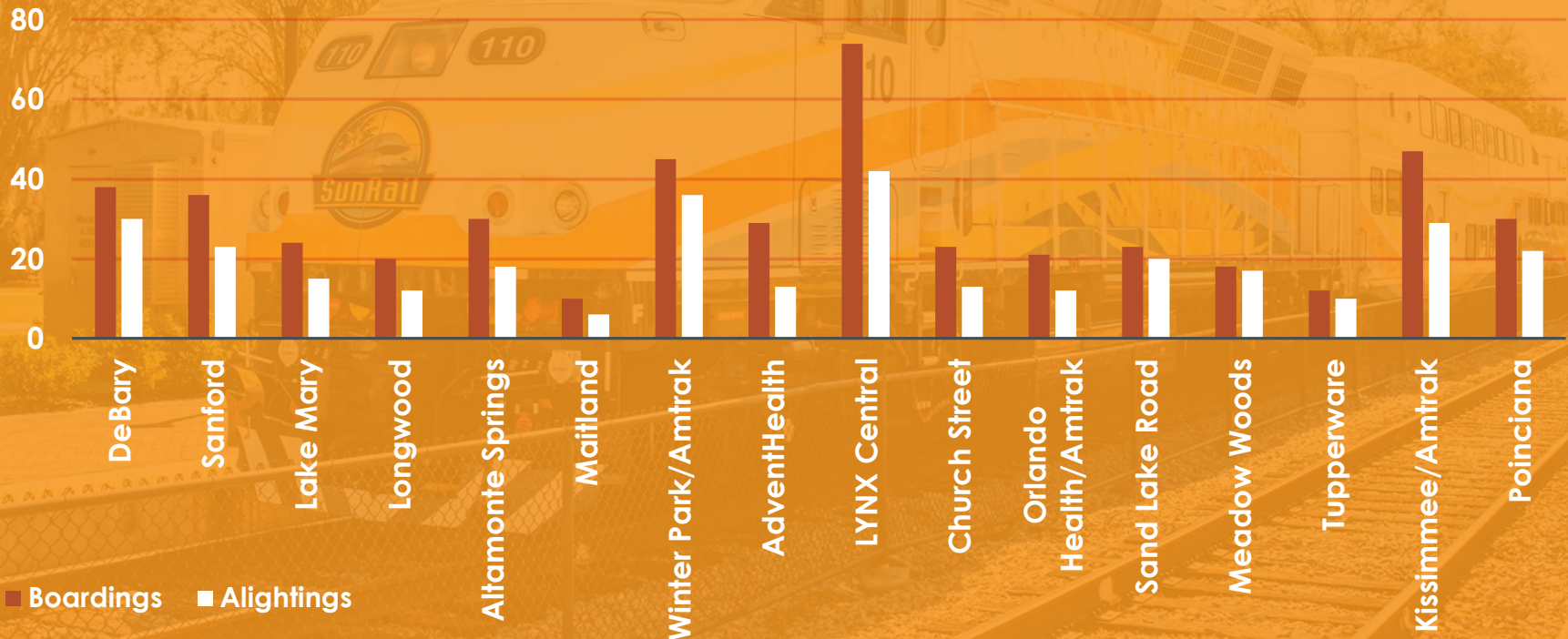


# BOARDINGS & ALIGHTINGS

OFF PEAK

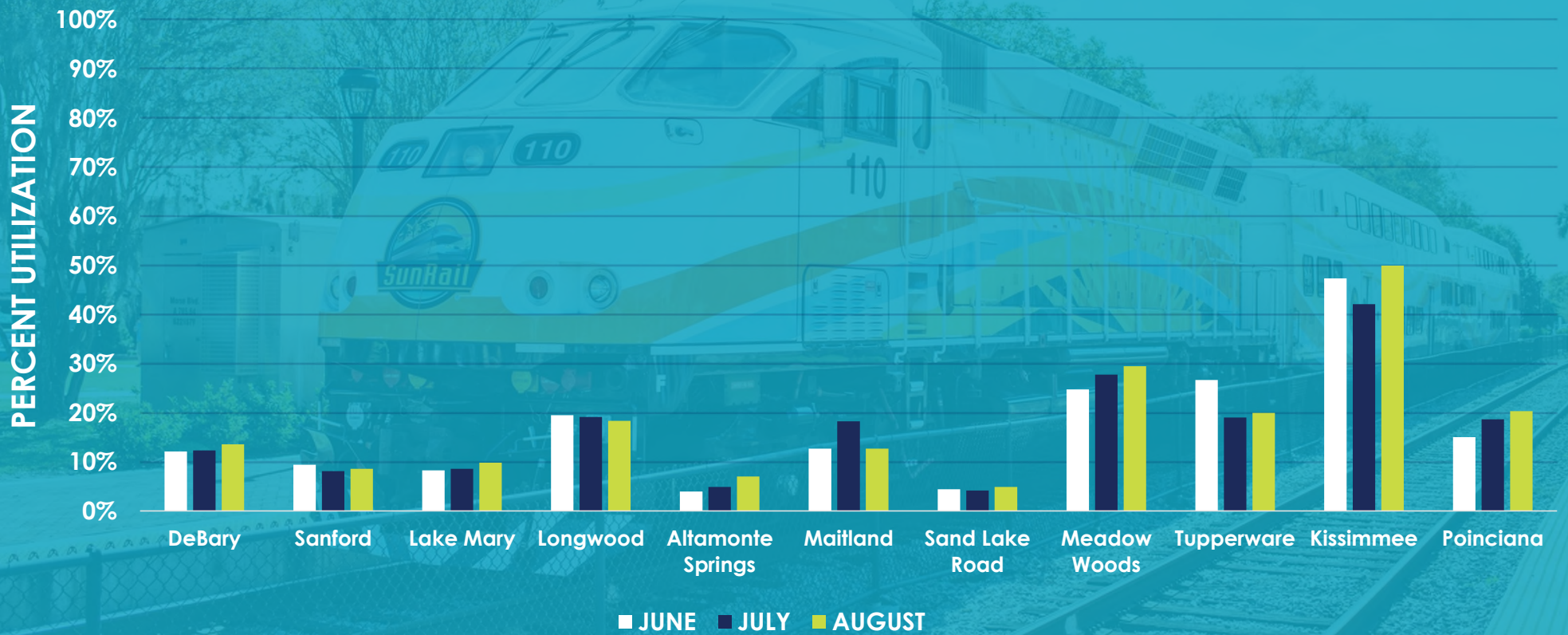
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)

July 1, 2020 – August 31, 2020



# STATION PARKING

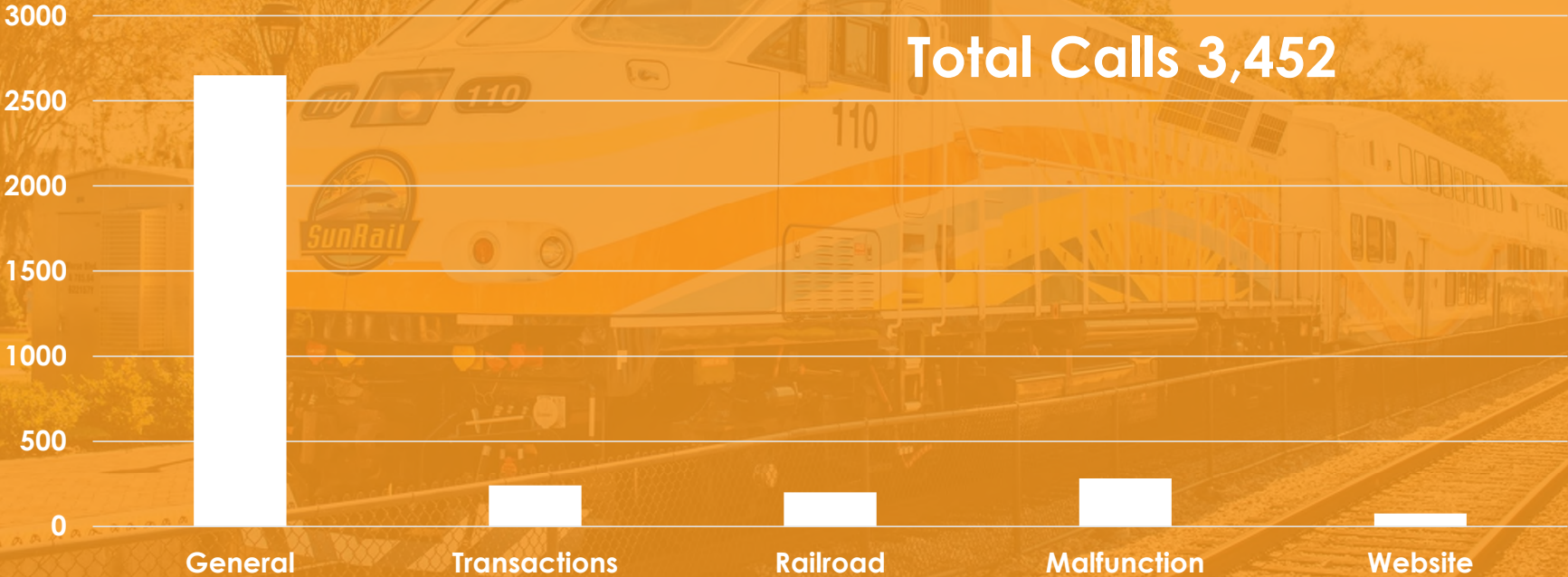
JUNE 2020 – AUGUST 2020



# CUSTOMER SERVICE CALLS

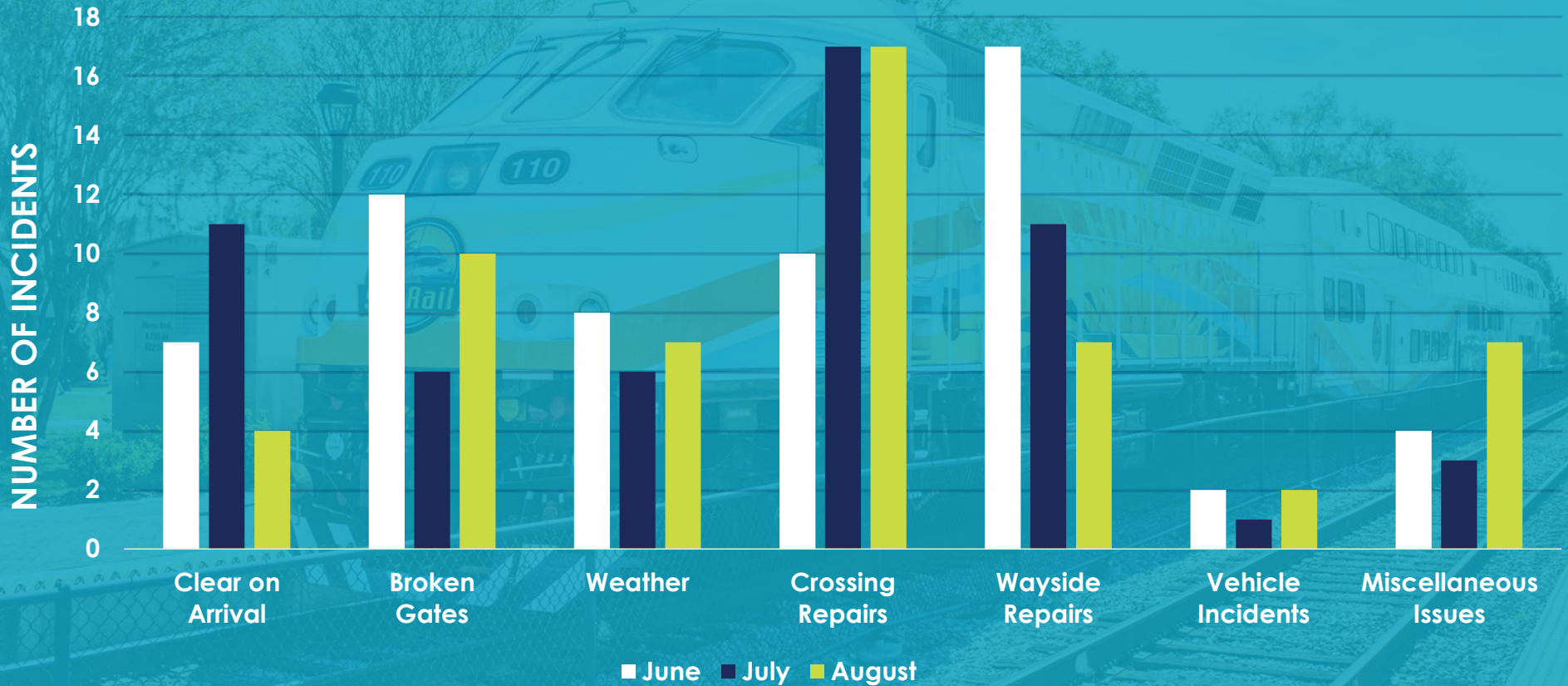
JUNE 2020 – AUGUST 2020

Total Calls 3,452



# CFRC SIGNAL SYSTEM INCIDENTS

JUNE 2020 – AUGUST 2020





# POSITIVE TRAIN CONTROL

- PTC initiated on entire corridor 1/13/20
- Currently running 100% PTC-enabled SunRail trains daily
- Interoperability testing completed with CSX and Amtrak
- Currently operating in RSD with CSX and Amtrak
- Program implementation expected to be complete by December 2020





## 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: direct 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.

Due to recent health concerns, a strong emphasis has been placed on leveraging digital and phone communications to connect with the community and regional partners, assuring that rail safety continues to have a strong presence along the corridor.

## SAFETY OUTREACH INITIATIVES

### Rail Safety Week 2020 (9/21 – 9/25, SunRail Calendar)

Highlighting recent advancements in rail safety, including Operation S.T.R.I.D.E. (Statewide Traffic and Railroad Initiative Using Dynamic Envelopes), LED Signage (Pilot Program in effect at Colonial Drive, Orlando crossing), fencing, and other additions, Rail Safety Week 2020 promotes awareness of safe behavior around railroad tracks and supports operational directives using virtual mediums. Law enforcement continues to be a steadfast partner during Rail Safety Week and always by supporting safety efforts through education and enforcement.

### GIF Development

Timed to launch during National Rail Safety Week 2020, SunRail has developed unique safety assets specifically for use on social media. Because interaction, and education are increasingly taking place on social media, these GIF's make train safety **conversational** and allow for a new dialogue to take place.

### What Would You Do? Social Media Campaign

The 'What Would You Do?' Campaign takes to social media and asks Central Florida what THEY would do in certain rail-related situations. SunRail spotlights the most difficult moments, where a different decision could save a life, and educates on correct protocol. This campaign also prompts the viewer for their response, making the story engaging and memorable, unlike most passive social media content. Results of the campaign are still being collected (not yet completed) and will be available soon for review.

What Would You Do? (WWYD?) social media stories include dynamic envelope education (Approaching a Busy Crossing?), and Trespasser/Suicide prevention (Spot a Trespasser?), empowering Central Florida to advocate for safety. These campaign topics will also be integrated into SunRail.com for ongoing reach.

### Dynamic Envelope Construction

In preparation for dynamic envelope installation, a comprehensive campaign was developed to reach businesses potentially impacted by detours. Since July, dozens of dynamic envelopes have been installed across Central Florida. We continue to update the public on completions and pending installations at: <https://sunrail.com/sunrail-safety-enhancements/>

### AASHTO Award Winner

SunRail won another AASHTO (The American Association of State Highway and Transportation Officials) Award for their innovative public awareness campaign entitled "Let's Go for Zero".

### DeBary Refurbishment

As the DeBary station will undergo refurbishment, the SunRail safety team will work with contractors to assure safety-related messaging is communicated at the stations and online.

### Online Outreach

Robust safety messaging is strategically distributed through SunRail's social media channels, reaching nearly 40,000 followers weekly. Messaging during this time includes the promotion of safe behavior around rail and crossings in addition to health and safety communications and videos.

### Incident Prevention

A comprehensive analysis of data related to pedestrian and vehicular incidents on the corridor is being cross referenced for strategic prevention initiatives. From this data, Sanford has been identified as SunRail's next location for trespassing path identification, partner selection, mitigation tactics.



## SOCIAL MEDIA

The SunRail social media team gains new followers each week across Facebook, Twitter, and Instagram with relevant and timely content.

### Summary of followers:

15,988 Facebook

17,392 Twitter

5,046 Instagram

Total Social Media Followers – 38,426

## SUNRAIL APP DOWNLOADS

Nearly 30,000 people have downloaded the SunRail app and the number continues to climb every day.

## NEW SUNRAIL MARKETING INITIATIVES

### Citrus Connection

On Tuesday, September 8, 2020, Polk County residents began having access to SunRail through the Citrus Connection. The Citrus Connection is Polk County's public transportation system which includes all public transportation within the county. The Citrus Connection's modified route, 19X Posner Park/Poinciana Express, will stop at the SunRail Poinciana Station and will operate Monday – Friday between 6 a.m. – 6:55 p.m. from Posner Park with direct service to the SunRail Poinciana Station.

### AASHTO Award Winner

SunRail won another AASHTO (The American Association of State Highway and Transportation Officials) Award for their innovative public awareness campaign entitled "Let's Go for Zero".

### SunRail App updates

The popular SunRail app is being updated to comply with all new iOS 14 and Android upgrades and will push to the public within the next few weeks.

### Dynamic Envelopes Public Awareness

SunRail is educating the public on the new Dynamic Envelopes that are being installed throughout Volusia, Seminole, Orange, and Osceola Counties. Dynamic Envelopes are painted roadway markings that increase safe stopping behavior and safety for both vehicular and pedestrian traffic at grade rail crossings. Drivers may notice these painted white stripes on both sides of grade crossings throughout the SunRail corridor as part of a phased approach to installation.

### UCF / Valencia Downtown Campus Connection

SunRail concluded their annual "back to class" promotion with UCF / Valencia downtown campus with over 200 new rider cards activated. Numbers were down from last year due to the drop in on-campus attendance as a result of COVID-19.

### Health & Safety Campaign

SunRail continues to promote their ongoing health and safety initiatives to demonstrate how secure SunRail is as a commuting solution during the COVID pandemic. Dedicated landing pages, videos, press releases, and social media postings provide detail accounts of the steps taken on a daily basis to keep our community safe.

### New SunCard "Community" Design now available

The all new SunCard design is available online and through the App for riders to show off their new "Community" card.



## TRANSIT-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. Also, produced questions and talking points for all participants that showcase specific projects as well as the overall economic impact of SunRail-connected TOD in Central Florida.

- Video Interviews completed
  - Orlando Mayor Buddy Dyer
  - Seminole County Commissioner Bob Dallari
  - Osceola County Commissioner Viviana Janer
  - MetroPlan Executive Director Gary Huttman
  - DeBary Mayor Karen Chase
  - Volusia County Chair Ed Kelley
  - Orange County Mayor Jerry Demings
  - FDOT leadership
  
- Video series will be completed and released in October.

## DOWNTOWN ORLANDO COMMUTER INFORMATION/CONVERSATION

Continued to work with the leadership at the City of Orlando and the Downtown Development Board (DDB) to understand the impact of COVID-19 on the Downtown Orlando worker/commuter population and its effects on mass transit.

## COVID-19 SUNRAIL SAFETY CAMPAIGN AMPLIFICATION WITH STAKEHOLDERS

Continued to work with our partners and stakeholders to provide information and give them tools to promote the SunRail Safety Campaign to the public.



## 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
- 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, 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 and 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 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



## 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](mailto: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 NOV 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