



CUSTOMER ADVISORY COMMITTEE

January 7, 2021





Central Florida Commuter Rail Commission
Customer Advisory Committee

Date: January 7, 2021
Time: 5:00 p.m.
Location: FDOT/GoToWebinar Host

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**

- II. Confirmation of Quorum**

- III. Chairman Remarks**

- IV. Introductions**
 - a. Marianna Epright CAC Osceola Representative
 - b. Clark Quackenbush CAC Osceola Representative
 - c. Joesph Hinely CAC City of Orlando Representative

- V. Information Items**
 - a. October 1, 2020 Meeting Minutes

- VI. Chairman's Report – Mr. Grzesik**



Central Florida Commuter Rail Commission

Customer Advisory Committee

VII. Public Comments

- *Nadia will read into the record any received prior to the meeting start.*
- *Those joining in person will be permitted to approach the podium in the LYNX Board Room.*

VIII. Discussion Items

- a. Agency Update – Charles M. Heffinger, Jr., P.E. FDOT/SunRail, Chief Operating Officer
- b. Bus Connectivity
 - i. LYNX – Bruce Detweiler, Manager of Service Planning
 - ii. Votran – Ralf Heseler, Senior Planner

IX. Committee Member Comments

IX. Next Meeting - Proposed

- a. Next Meeting – April 1, 2021 5:00 p.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 at least three business days prior to the event.

Attendees: Chair James Grzesik, Member Edward Richter, Member Catherine Sterba, Member Dorothy O'Brian, Member Margaret Iglesias, Member Liz Sturgeon, Member Marie Ann Regan, Charles M. Heffinger, Lorie Matthews, Mike Carman, Sandra Gutierrez, Patricia Ruffino, Bruce Detweiler, Jacob Lunceford, George Gault, Bill Land, Linda Nesbitt, and Regina Cargill

Minutes

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

Pledge of Allegiance

Announcements: Chairman's Remarks

- This meeting of the Customer Advisory Committee is being held virtually by means of communications media technology pursuant to the Office of the Governor Executive Order #20-112 that extended Executive Order #20-69, which suspends the in-person quorum and specific public place requirements of "Florida's Government in the Sunshine Laws" and allows for telephonic and video conferencing as provided in Florida Statute. These steps are required to protect the health and safety of the public while still ensuring continuity of Commission business in view of the current Coronavirus (COVID-19) pandemic. The Governors' Executive Order still requires all other elements of Sunshine Laws, which we have adhered to for purposes of today's virtual meeting.
- Participants via video and tele-conferencing include the CAC members and certain staff. A direct video feed has been established in the LYNX Board room should anyone wish to deliver public comments in person, and public comments provided in advance will be read into the record by Florida Department of Transportation (FDOT) staff. Public involvement is further provided by the provision and posting of a conference phone number which allows for any member of the public to listen in audio only mode. The opportunity to provide in person comments is available during the Public Comment portion of the meeting, as well as until the Chairman closes an item for discussion.
- Introduction of new members: Dorothy O'Brian with Seminole County, Margaret Iglesias with Volusia County, Marie Ann Regan with Orange County, Edward Richter with City of Orlando.

Action Item:

- A majority of the members shall constitute a quorum. A quorum was met for this virtual meeting.
- Adoption of the meeting minutes from January 9, 2020
- Adoption of Proposed 2021 Meeting Dates and Times:
 - January 7, 2021 at 5:00 pm
 - April 1, 2021 at 5:00 pm
 - July 1, 2021 at 5:00 pm
 - September 30, 2021 at 5:00 pm

Agenda Item: Chair's Report

Presenter: James Grzesik

- Welcomed new CAC Members
 - Margaret Iglesias, Volusia County
 - Dorothy O'Brien, Seminole County
 - Marie Ann Regan, Orange County
 - Edward Richter, City of Orlando
- James Grzesik was re-elected and will continue serving as CAC Chairman in 2021
- Dorothy O'Brian was elected as Vice Chairwoman
- There were no CAC representatives in attendance from Osceola County.

Public Comment:

- No public comments received

Agency Update:

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

- Mr. Heffinger welcomed and thanked new CAC Members for joining the team.
- SunRail was awarded the Consolidated Rail Infrastructure and Safety Improvement (CRISI) Grant. This will allow a 1.7-mile section of track to be added to Phase 2 South. Benefits will include improved safety and efficiency. By having a second track, trains will no longer have to stop and wait for another train to pass.
 - FDOT will match the \$5,653,819 awarded totaling \$11,307,638 available for these improvements.
- Deep Cleaning Protocols Underway during the COVID-19 Pandemic
 - All touch surfaces are wiped down after use on trains as well as TVUs and TVMs at the station locations.
 - Social distancing graphics include directional arrows, red and green stickers to show entry and exit points, and reminders to stay 6 ft apart.
 - Every train is fogged and disinfected nightly.
 - Security guard presence on every train.
- State of Ridership
 - Before the COVID-19 pandemic, ridership was averaging 7,000 riders per day. At the beginning of the pandemic, ridership went down to about 800 riders per day but during the months of June to August, the average crept up to 2,044 riders per day.
 - Mr. Heffinger reported current ridership is around 2,400 riders.
 - Passes continue to be reactivated at about 100 per day which indicates ridership is continuing to increase.
 - LYNX has resumed Fare Collection on their buses as SunRail continues to collect fare. However, tickets are not being scanned by the conductors at this time due to social distancing precautions.
- The Campus Connection Program
 - UCF students received promotional passes to commute to downtown campuses. Over 200 passes were issued and SunRail is continuing to convert promotional passes to account passes. Overall, the program appears to be a success.
- New Citrus Connection
 - An open bus bay at the SunRail Poinciana Station is now being used by Polk County's Transit System to accommodate direct bus service via the Citrus Connection.
 - Citrus Connection travels between Posner Park in Polk County and the Poinciana Station nonstop.
 - Began on September 8, 2020 and operates Monday – Friday from 6:00AM until 6:55PM.
- Service Disruption
 - Hurricane Isaias closed SunRail service on Monday, August 3, 2020.
 - Mr. Heffinger stated in preparations for Hurricane Isaias that was projected to come through as a Category 2, a decision was made to secure and remove 127 gates to take the necessary safety precautions.
 - Monday after Hurricane Isaias passed, all gates were put back and test train runs were performed as a safety measure.
 - SunRail service resumed Tuesday, August 4, 2020.
- Rail Safety Week
 - SunRail was awarded the AASHTO Transportation Communications (TransComm) Award for the 2019 Rail Safety Week campaign.
 - “Let's Go For Zero” campaign featured a video which brought awareness to stopping on the tracks. The video had positive media response.
 - This year's Rail Safety Week took place September 21-27, 2020 and continued with the “Let's Go For Zero” Campaign. A couple highlights included a new virtual outreach and active law enforcement participation along the corridor.
- Operation S.T.R.I.D.E. (Statewide Traffic and Railroad Initiative using Dynamic Envelopes)
 - Mr. Heffinger explained the striping that is being applied (about 4-foot from the tracks and about 4-foot wide), to give the driver perception to how close they are to the railroad tracks.
 - Dynamic Envelopes have proven to reduce stopping on the tracks by about 46%.
 - CFRC/SunRail is leading the state with implementation of 65 of the 115 active crossings on the CFRC that are now featuring Dynamic Envelopes.

- There are plans for 174 crossings total within District 5 which encompass Marion County, Sumpter County, Lake County, Volusia County, Flagler Count, Brevard County, Orange County, Osceola County and Seminole County.
- DeBary Construction Updates
 - Mr. Heffinger brought up concerns from the last CAC meeting with regards to a TVM not being used at the far end of the DeBary station. The Department took action and relocated the TVM upon input received from this committee.
 - The DeBary station had rust problems with the awning on the platform. Construction and repairs are being done during the evenings and weekends to reduce interference with passengers and service. Construction is slated to be completed by February 2021.
- New SunCard Design
 - The inventory for the original cards was getting low so the Department took the opportunity to redesign the look,
 - New cards are available exclusively through the SunRail website and SunRail mobile app.
 - The new design showcases multimodal connectivity with hidden designs.
 - Offers the same great benefits
 - TVMs will be stocked when current inventory has been used.
- Quiet Zones
 - Seminole County and the City of Kissimmee are very close to being complete.
 - Mr. Heffinger explained that a train horn will not be blown the standard 3 times at crossings within the quiet zones. If a trespasser or vehicle is close to the tracks, the train horn will be blown as a warning.
- Average Daily Ridership
 - The graph shows ridership was around 7,000 between January and February (pre-COVID).
 - COVID-19 has impacted SunRail service and reduced our ridership to approximately 800 passengers in April. Due to the drastic drop in ridership demand, FDOT adjusted the train schedule and offered a reduced service through the month of April and early into May.
 - Full service (pre-COVID) resumed May 8th and currently ridership is around 2,400 per day.
 - FDOT is hopeful that by June of 2021 SunRail should be close to pre-COVID ridership.
- OnBoard Stats
 - ADA and Bicycle graph shows same decrease between January and April due to the pandemic.
- On-Time performance Average
 - On Time percentage had done very well. Contract percentage between June and August was 99.5% and Actual percentage was 97.3% with both percentages being above the goal of 95%.
 - Mr. Heffinger notated actual time had 9 incidents where trespassers or vehicles were struck, or the train had to stop for vehicles broken down on the tracks.
- Revenue Incidents by City/County
 - Reported SunRail and CSX had incidents that occurred in Sanford. SunRail had incidents in Altamonte Springs, Maitland, and Orlando. CSX had incidents in Winter Park and Orange City. Unfortunately, there were 2 fatalities involving a vehicle and 1 suicide. The Department has increased efforts regarding trespassers with installation of increased signage and a toll-free number to call for help.
- Transit-Oriented Development (TOD) Overview
 - Mr. Heffinger explained that most public transportation programs do not make a profit.
 - Since 2010, 29 projects have been completed around the SunRail Stations with a construction value at almost \$1 billion. There are 12 projects currently under construction and there are future plans for 31 new projects with an estimated value of \$1.11 billion.
 - Highlights of construction projects near stations starting with DeBary and going South:
 - DeBary: In Volusia County an apartment complex with 289 units was built directly east of the station with a value of \$55 million. DeBary is considering constructing a downtown area near the station in the next few years.
 - Lake Mary: There is a \$32 million property with 200 units that was built directly across from the station at Lake Mary in Seminole County. The property values in Lake Mary have increased 35.7% faster than any other station.

- Longwood: A \$30 million property with 208 units that was constructed and is open for business.
 - Maitland: Orange County, there is a five-story building that was recently constructed valued at \$47 million.
 - Church Street: There is a \$133 property with 28 stories built right in downtown Orlando with easy access to the station and the LYNX bus station.
 - Sand Lake Road: 20 acres were cleared across from the Sand Lake Road Station in preparations for the construction of an apartment complex.
 - Tupperware: Named for the location of the Tupperware World Headquarters, there is \$365 million TOD at the Tupperware Station. They have a master development plan and will build a multi-family residential rental project.
 - Poinciana: 82 acres were purchased for future commercial development and affordable housing.
- 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 economy in the form of property value growth.
 - SunRail's 16 station areas experienced \$2.4 billion dollars in cumulative property value growth, outpacing their control areas by 22.9%.
 - Tax revenue from Phase 1 stations is at \$18M with Phase 2 South stations contributing just as much to tax revenue.
 - Mr. Heffinger explained that the taxes that are generated from construction projects far exceed the deficit of operating SunRail. If Phase 2 North moves forward, it will facilitate access to Volusia County and Lake County.
- Member Catherine Sterba mentioned how great this TOD information is and thinks it needs to be disseminated to the press. Mr. Heffinger notated the presentation will be on the website.
- Member Edward Richter commented on the deep cleaning efforts SunRail has implemented. He was unaware of the extensive cleaning done nightly and believes the information needs to get out to the media to put the passengers at ease. Mr. Heffinger replied that the funds from the CARES Act are being used to do the cleaning and decontamination.
- Member Marie Ann Regan also mentioned she believes word needs to go out to the media regarding the cleaning protocols. It could encourage people to get back on the train sooner. Mr. Heffinger agreed and mentioned during the summer while I-4 was closed, billboards were put up to encourage riding the train since the interstate was closed.
- Member Liz Sturgeon asked who supervises the cleaning. She noticed that when she rides the train about once a week, sometimes cleaning is not done well. Mr. Heffinger encouraged that people report such incidences to an ambassador so that the information could be relayed to customer service. With a train number and time, the cleaning personnel can be contacted, and action will be taken. He thanked her for bringing this to SunRail's attention.
- Chairman James Grzesik also enjoyed the TOD presentation and has witnessed the growth in the 6 years SunRail has been running. He acknowledges how hard it is to get the information out to the public as many see SunRail as a financial drain as mentioned earlier in the presentation. He also commends the hard work and dedication for safety and congratulated SunRail on winning the safety awards. Mr. Heffinger thanked Mr. Grzesik and mentioned a pilot safety project is being used at State Road 50 due to multiple collisions and hopes the new safety device will cut down on future incidents.
- Member Margaret Iglesias takes SunRail from DeBary to the Lynx Station every day and asked if there is consideration for making crosswalks safer in the area at Livingston. She raised concerns about needing a safe way to cross the tracks. She also mentioned she loved taking the train and the engineers onboard are extremely friendly. She moved to Volusia County based on the fact she could take SunRail to work. Mr. Heffinger thanked her for the feedback and said that issue will be looked at.

LYNX Bus Connectivity:

Presenter: Bruce Detweiler

- Summer Project Update
 - Mr. Bruce Detweiler announced the completion of the installation of the Automatic Passenger Counters (APCs) on the entire LYNX fleet. This will help with the ridership reporting going forward with more accurate numbers.
 - He explained APCs are devices that are located at the front and back doors of the bus that count the passengers coming on and getting off.

- Ridership Report
 - COVID-19 impacted ridership and showed a significant decrease. A normal weekday before the pandemic, LYNX bus system was carrying up to 75,000 passengers a day for all routes. Currently the weekday ridership count is at 38,000.
 - A reduced schedule began March 30th but was able to continue the SunRail connections.
 - Full schedule resumed May 11th with the exception of a few Disney stops.
 - Ridership is starting to increase as everything starts to fully open.
 - The Feeder Bus Analysis Report for the Phase 2 South routes showed a decrease from last year due to the pandemic.

Votran Bus Connectivity:

Presenter: Jacob Lunceford

- Ridership report:
 - Ridership between March through May showed a significant decrease due to the COVID-19 pandemic. Mr. Jacob Lunceford notated April and May numbers on the chart are estimates due to the suspension of Fare Collection.
 - Votran reinstated Fare Collection on June 1st.
 - An increase in ridership has shown since the region is opening back up and is getting close to where they were before the pandemic.

Next meeting is scheduled for Thursday, January 7, 2021 at 5:00 p.m. at LYNX Central Station

Meeting adjourned at 6:07 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:

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State Title VI Coordinator

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Tallahassee, Florida 32399

[WELCOME]



WELCOME ABOARD NEW CAC MEMBERS



Joseph Hinley



Clark Quackenbush



Marianna Epright

CHAIR'S REPORT

James Grzesik





PUBLIC COMMENTS





AGENCY UPDATE

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





2020 RECAP

- Customer-First Programs
 - Health and Safety
 - Ambassador Support
 - Travel Plan Options
- S.T.R.I.D.E. Focus
- PTC on Schedule
- FRA Grant Awarded
- Campus Connection
- New Citrus Connection
- New Security at LYNX
- Improved Fare Collection
- DeBary Refurbishment
- Safety Award Recipient



[VISION FOR 2021]



SAFETY

- Health & Cleaning
- Positive Train Control
- S.T.R.I.D.E.



RIDERSHIP

- Growing Trends
- New Equipment
- Reasons to Ride



PROGRESS

- Phase 2 North
- Corridor Use
- Transit-Oriented Development



DEBARY UPDATES

- Construction progressing as expected
- Passengers boarding from one platform
- Ambassadors providing additional ticketing support



MOBILITY WEEK 2020 HIGHLIGHTS

SunRail
November 23 at 12:19 PM · 🌐

Get on board and win big 🎉! You have until November 30th to log your transportation rides for a chance to win some serious prizes, as part of the #LoveToRideFlorida challenge. Visit <https://www.LoveToRide.net/florida> to view available prizes and entry requirements 📄 #RideSunRail

LOVE TO RIDE FLORIDA

Log transportation rides to be entered to win!

Join at: lovetoride.net/florida

SunRail
November 3 · 🌐

Grab your bike 🚲 and join Mobility Week 2020's Love to Ride challenge now through Nov. 30. This challenge is free, fun to do with family and friends, and prizes are awarded to select participants. For more information, visit www.lovetoride.net/florida #MobilityWeek2020 #LoveToRideFlorida

LOVE TO RIDE FLORIDA
OCT 30 - NOV 30, 2020

lovetoride.net/florida

LOVETORIDE.NET
Love to Ride
Love to Ride is all about getting more people enjoying and discove...



CELEBRATING

Mobility Week

OCTOBER 30
THRU
NOVEMBER 6

FDOT

Social Media Announcements

SunRail Booth in Virtual Room

Mobility Week Slider on Website

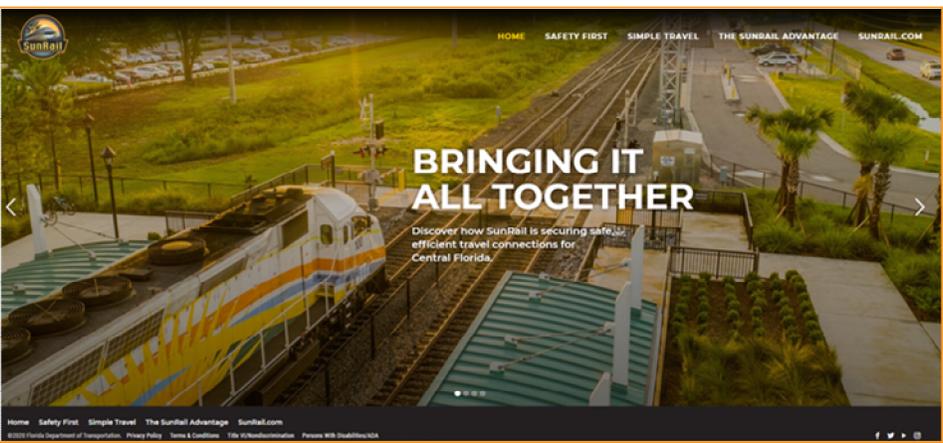
SunRail
October 28 · 🌐

Mobility Week 2020 begins this Friday. Get a sneak peek of SunRail's page at ExperienceSunRail.com. Discover how SunRail's bringing it all together with safe and efficient travel connections to Central Florida to make your commute faster and easier. #MobilityWeek2020 #RideSunRail

SunRail
November 2 · 🌐

Mobility Week 2020 is in full swing! This statewide celebration is about educating people on making smart, efficient, and safe transportation choices. Visit the SunRail conductor in the Virtual Conference Center, attend live meetings, and check out cool projects and programs from across the state. Learn more at <https://www.fdot.gov/projects/mobilityweek/virtualroom>. #MobilityWeek2020 #RideSunRail

Mobility Week
OCT 30 - NOV 6, 2020
www.MobilityWeekFL.com



SunRail
October 26 · 🌐

It's the last week to ride SunRail to vote early! Seminole, Orange, and Osceola County registered voters can skip the traffic and #RideSunRail to one of the convenient voting locations near the Sanford, Church Street, or Kissimmee/Amtrak stations weekdays through Oct. 30. For details, visit <https://SunRail.com/ride-to-vote/> #RideToVote

SunRail
October 29 · 🌐

Don't lose your chance to vote early! Tomorrow is the last day for registered voters in Seminole, Orange, and Osceola Counties to #RideSunRail to early voting locations. For details, visit <https://SunRail.com/ride-to-vote/> #RideSunRailToVote

Love to Ride Challenge Promotion

SunRail Microsite

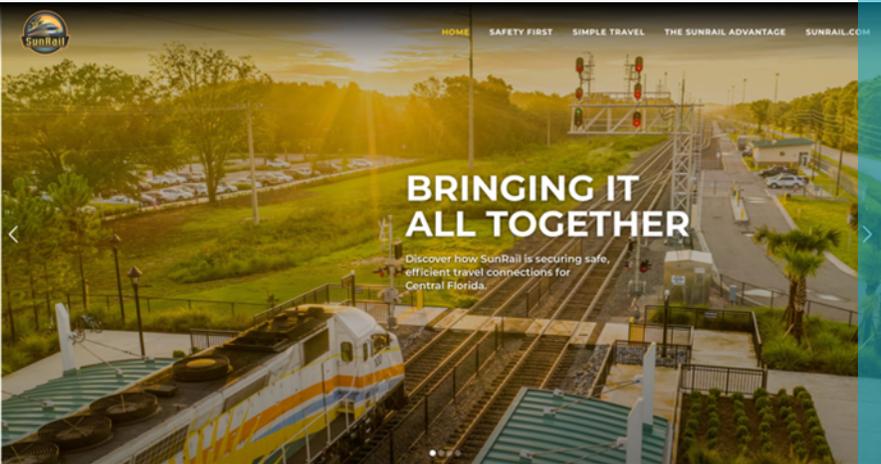
Early Voting Site Connections



SAFETY FIRST

SUNRAIL IS TAKING MEASURES TO PROVIDE YOU WITH A SAFE, CLEAN, AND COMFORTABLE RIDING ENVIRONMENT.

From the moment passengers arrive at the station they can experience the prevention and cleaning efforts made by the staff and SunRail ambassadors to ensure comfort and safety.



BRINGING IT ALL TOGETHER

Discover how SunRail is securing safe, efficient travel connections for Central Florida.



WHETHER YOU WORK DOWNTOWN OR ARE LOOKING FOR AN EASIER WAY TO GET AROUND CENTRAL FLORIDA, SUNRAIL IS "A BETTER WAY TO GO."

Using SunRail is a convenient and stress-free way to travel. If commuting for work or heading out for a day of fun in the sun, SunRail will not only save you money, but it will get you to your destination without the hassle of traffic congestion and long commute times.



Kissimmee Station

SUNRAIL

EXPERIENCE.SUNRAIL.COM

- Microsite launched during Mobility Week
- Offers fresh perspective for new and existing riders
- Features destination ideas
- Promotes safety and simplicity





NEW CITRUS CONNECTION

- Connects Central Florida to Polk County
- Ridership continues to grow
- Enhanced wayfinding is coming soon

**WELCOME
POLK COUNTY**



NOW SERVICING POINCIANA STATION



POSITIVE TRAIN CONTROL

- Full simulation commenced 12/14/20
- Tenant railroads (CSX and Amtrak) are PTC interoperable
- PTC Safety Plan resubmittal to FRA planned for 12/10/20
- Finalizing PTC operating and maintenance contract amendments
- Program implementation expected to be complete by December 2020



[QUIET ZONES]

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established
Seminole County	Notice of Establishment (NOE) complete.
City of Orlando	Assessing Quiet Zone qualifications. Two additional crossings upgrades in progress. (South St./Washington St.)
City of Kissimmee	NOE complete.

Local communities may apply for quiet zones and information is available on the "About" page at SunRail.com





PHASE 2 NORTH VE PROCESS

OPTION 1
\$14.1M

OPTION 2
\$41.95M

OPTION 3
Current Scope
\$74.7M

OPTION 4
No Build

OPTION 1 – \$14.1M



A. Operate a reduced service to DeLand

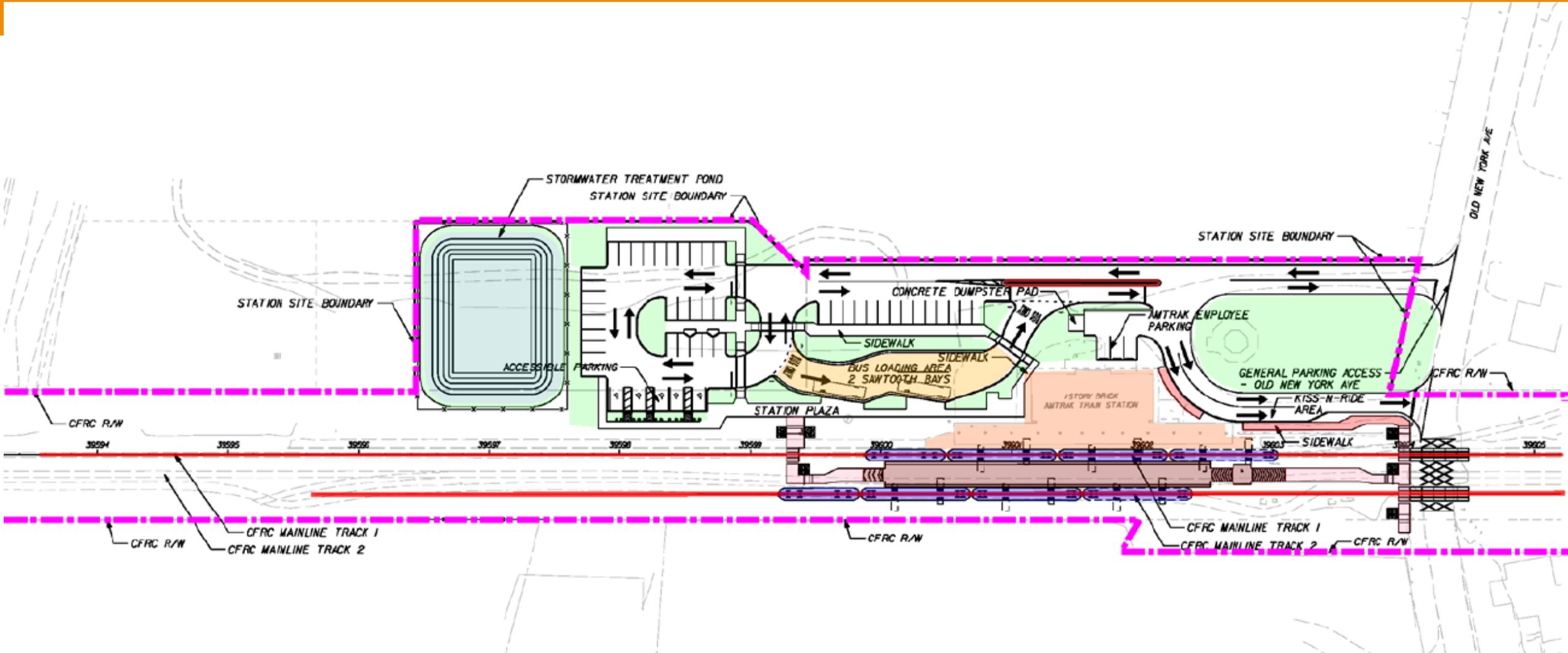
- Will not meet base service
- Accomplished by shuttle train

B. Build 2nd track stub/center platform SunRail station

C. Will use existing row: parking/pond – 40-50 spaces

SITE PROPOSAL

MODIFIED DELAND STATION CONCEPT



OPTION 2 – \$41.95M



A. Operate full service to DeLand

- Meets base rate of service requirements

B. Build 2nd track stub/center platform SunRail station

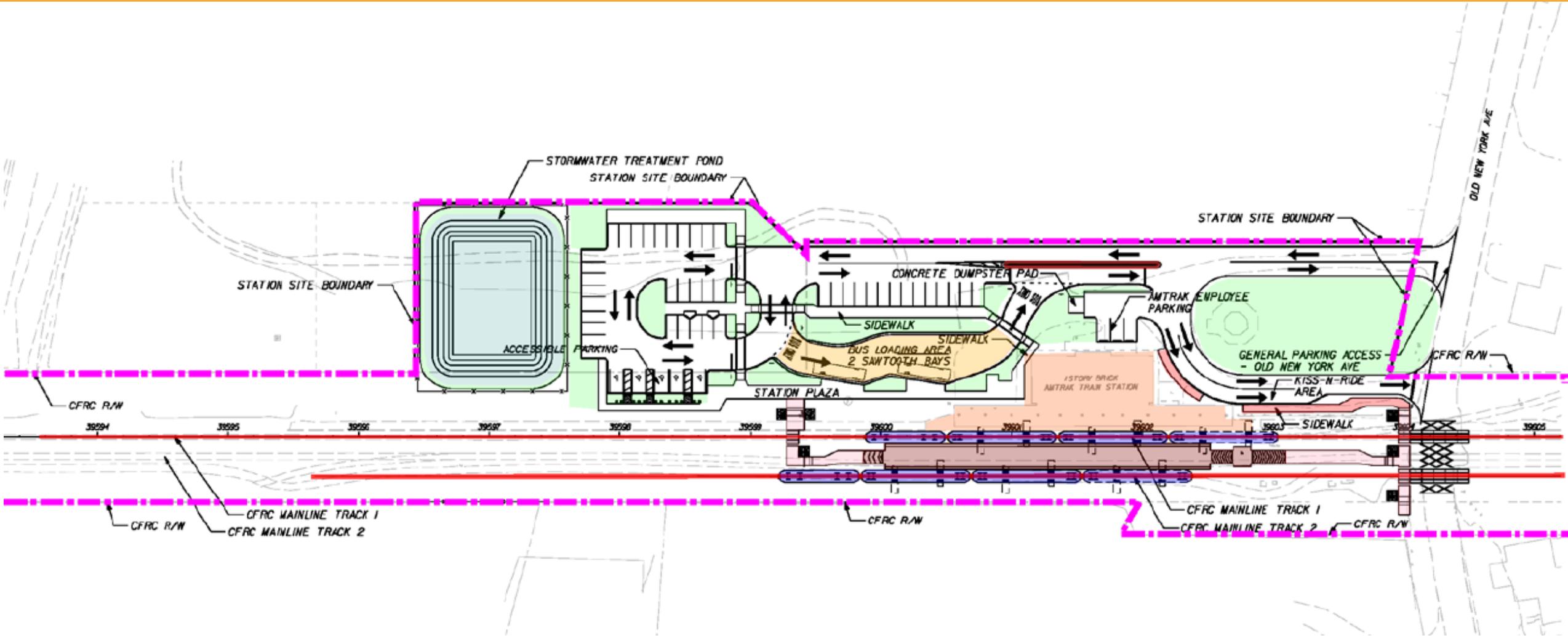
C. Will use existing row - parking/pond – 40-50 spaces

D. Additional infrastructure required

- Construct 6 miles of double track
- Upgrade Benson Junction track/grade crossing
- Construct signals to reflect corridor change

SITE PROPOSAL

MODIFIED DELAND STATION CONCEPT





OPTION 3 – Current Scope \$74.7M

A. Operate full service to DeLand

- Meets base service

B. Build new station/parking – 100 parking spaces

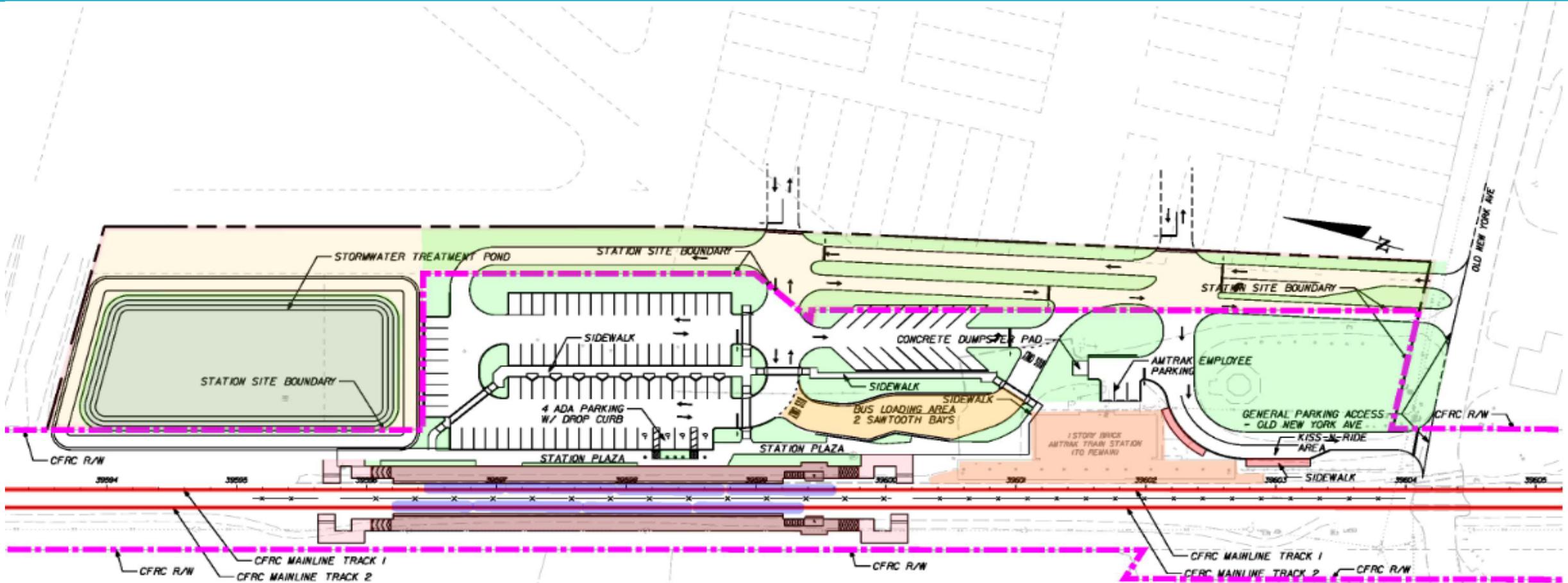
- Additional costs/row required - \$9M

C. Additional infrastructure required

- Construct 10 miles of double track
- Upgrade Benson Junction track/grade crossing
- Construct signals to reflect corridor changes

SITE PROPOSAL

\$74.7M DELAND STATION CONCEPT



OPTION 4 – No Build



- A. Interlocal funding agreement will need to be re-negotiated**
- B. Interlocal operating agreement will need to be re-negotiated**
- C. Interlocal governance agreement will need to be re-negotiated**

PHASE 2 NORTH OPTIONS COMPARISON (\$FY21)



	Item	Option 1 (Millions)	Option 2 (Millions)	Option 3 (Millions)
1	Station Platform and Amenities	\$4.27	\$4.27	\$6.08
2	Station Parking/Bus/Kiss n Ride/Circulation/Sidewalks/Drainage	\$4.83	\$4.83	\$6.90
3	Station Right of Way	\$0.00	\$0.00	\$5.11
4	Railroad Civil/Drainage/Track/Train Control/Grade Crossings	\$5.00	\$32.85	\$56.59
	Total	\$14.10	\$41.95	\$74.68

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		
Days of Operation	23	20	21	21	20	22	22	22	22	22	23	20	21	257
Sanford	472	464	429	429	475	424	N/A	278	327	352	348	303		391
Lake Mary	103	99	96	105	121	92	N/A	38	39	43	52	53		76
Longwood	80	86	80	87	61	73	12	39	67	53	69	47		63
Altamonte Springs	207	174	129	90	153	160	N/A	36	87	114	147	117		129
Maitland	23	22	18	20	21	27	N/A	10	13	17	17	10		18
Winter Park	414	417	314	368	369	308	47	157	276	309	301	298		298
Florida Hospital/Health Village	335	220	166	299	361	395	38	164	248	315	263	283		257
LYNX Central Station														
Church Street Station														
Orlando Health/Amtrak	14	26	15	20	19	13	10	11	22	18	19	18		17
Sand Lake Road	96	95	76	70	130	103	15	42	80	84	102	82		81
Meadow Woods	133	127	99	87	142	68	N/A	55	88	107	114	82		100
Tupperware	17	N/A	N/A	27	29	46	***	N/A	45	22	20	21		28
Kissimmee Intermodal														
Poinciana	1	N/A	N/A	4	6	6	***	N/A	7	8	8	5		6
Total - All Stations	1,895	1,730	1,422	1,606	1,887	1,715	122	830	1,299	1,442	1,460	1,319		1,465
Percent change from FY 19 to FY 20	26%	-0.1%	-18%	23%	21%	18%	-92%	-53%	-17%	-20%	-29%	-25%		-11%

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

SUNRAIL STATION	Fiscal Year 2021												ANNUAL DAILY AVERAGE
	Oct	Nov	Dec	Jan	Feb	Mar	Apr*	May**	Jun	Jul	Aug	Sep	
Days of Operation	22	19											41
Sanford	112												112
Lake Mary	42												42
Longwood	39												39
Altamonte Springs	40												40
Maitland	15												15
Winter Park	201												201
Florida Hospital/Health Village	246												246
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	17												17
Sand Lake Road	71												71
Meadow Woods	77												77
Tupperware	7												7
Kissimmee Intermodal													
Poinciana	4												4
Total - All Stations	871												871
Percent change from FY 19 to FY 20													-54%



[LYNX CONNECTIVITY]

LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	August		Change	% Change
	FY20	FY21		
18	26,418	14,528	(11,890)	-45%
418	4,957	2,783	(2,174)	-44%
155	830	360	(470)	-57%
306	2,089	982	(1,107)	-53%
604	294	127	(167)	-57%
631	572	263	(309)	-54%
632	267	193	(74)	-28%
709	1,450	811	(639)	-44%

VOTRAN CONNECTIVITY

November 2020

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	22	23	21	21	257
Avg Daily Ridership	65	48	74	63	52	44	25	7	42	38	40	42	45

Activity at DeBary Station	Fiscal year 2021												Annual Daily Average
	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	
Days of Operation	22	20											42
Avg Daily Ridership	37	30											34

NOTES: Beginning October 2016 driver keys count only boardings and alightings at DeBary Station. Fiscal years 2014, 2015, and 2016 data reported boardings along SunRail Routes. Hurricane Dorian in 2019 interrupted Votran service 9/2-9/4, SunRail service 9/3-9/5, SunRail service was closed 9/2 for Labor Day. No SunRail service on Thanksgiving, Christmas, New Year's Day, Independence Day, Labor Day, Memorial Day and Martin Luther King Jr. Day

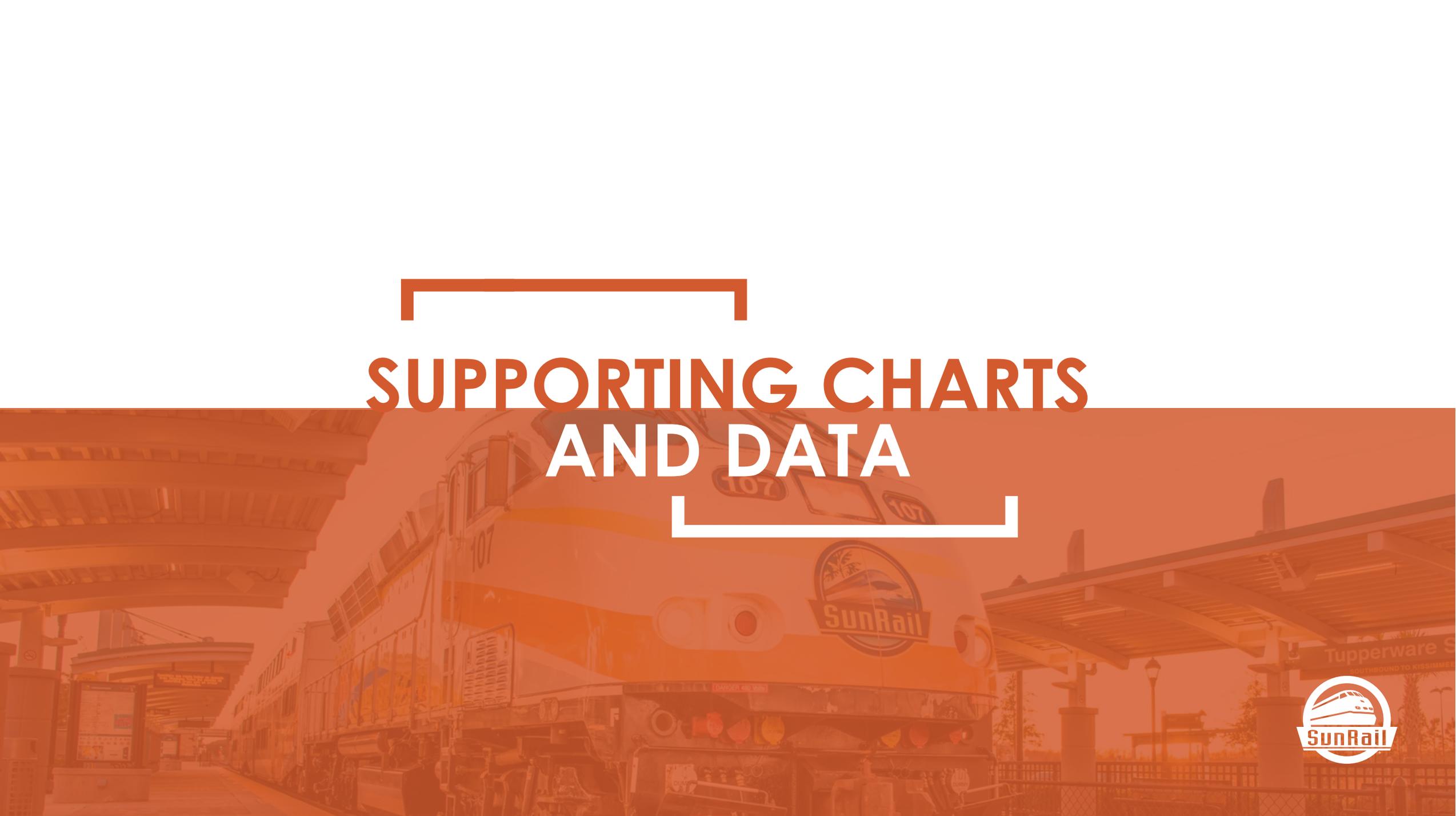


**COMMITTEE MEMBER
COMMENTS**



THANK YOU
Next Meeting April 1, 5pm



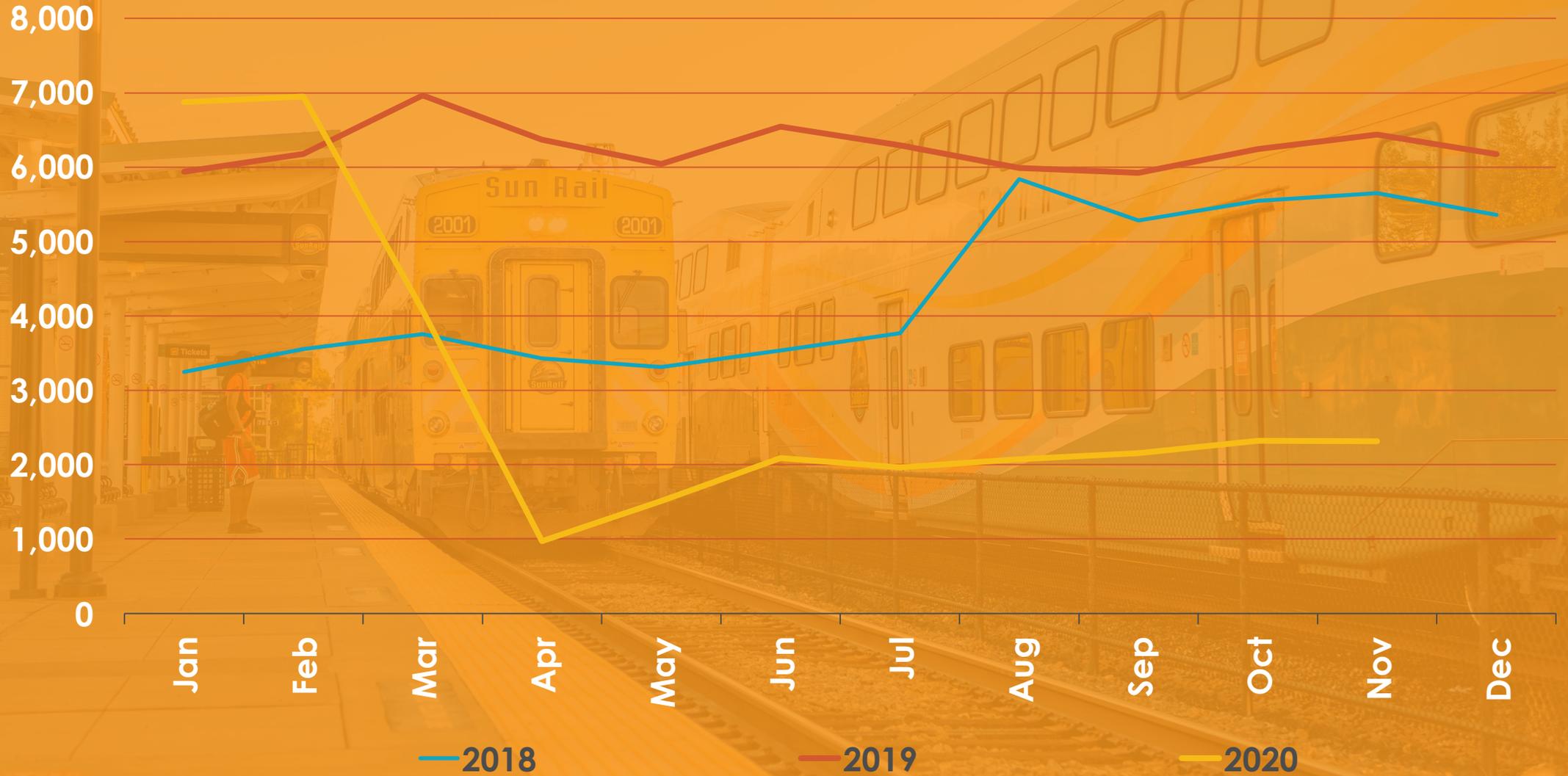
A photograph of a SunRail train at a station platform, overlaid with a semi-transparent orange filter. The train is white with blue and yellow accents, featuring the SunRail logo and the number 107. The platform has a modern design with a large overhang and a sign for Tupperware. The text "SUPPORTING CHARTS AND DATA" is centered over the image in a bold, sans-serif font, with a white bracket above and below it.

SUPPORTING CHARTS AND DATA



AVERAGE DAILY RIDERSHIP

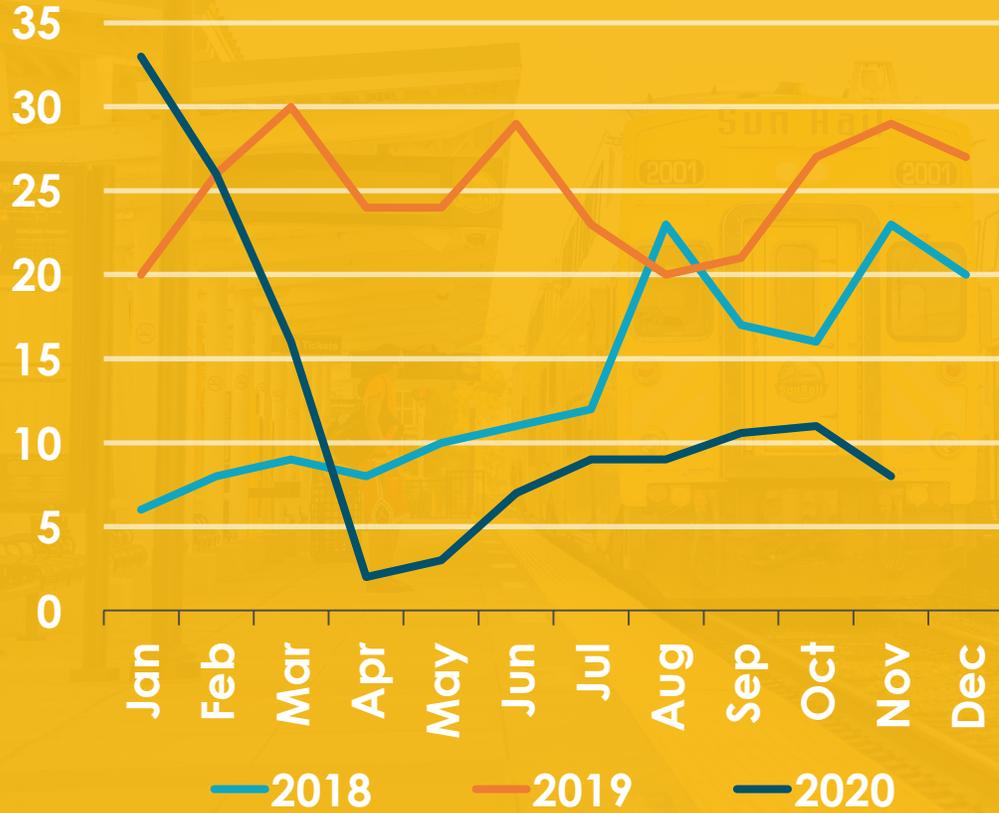
Sep – 2,157 | Oct – 2,322 | Nov – 2,317



ONBOARD STATS

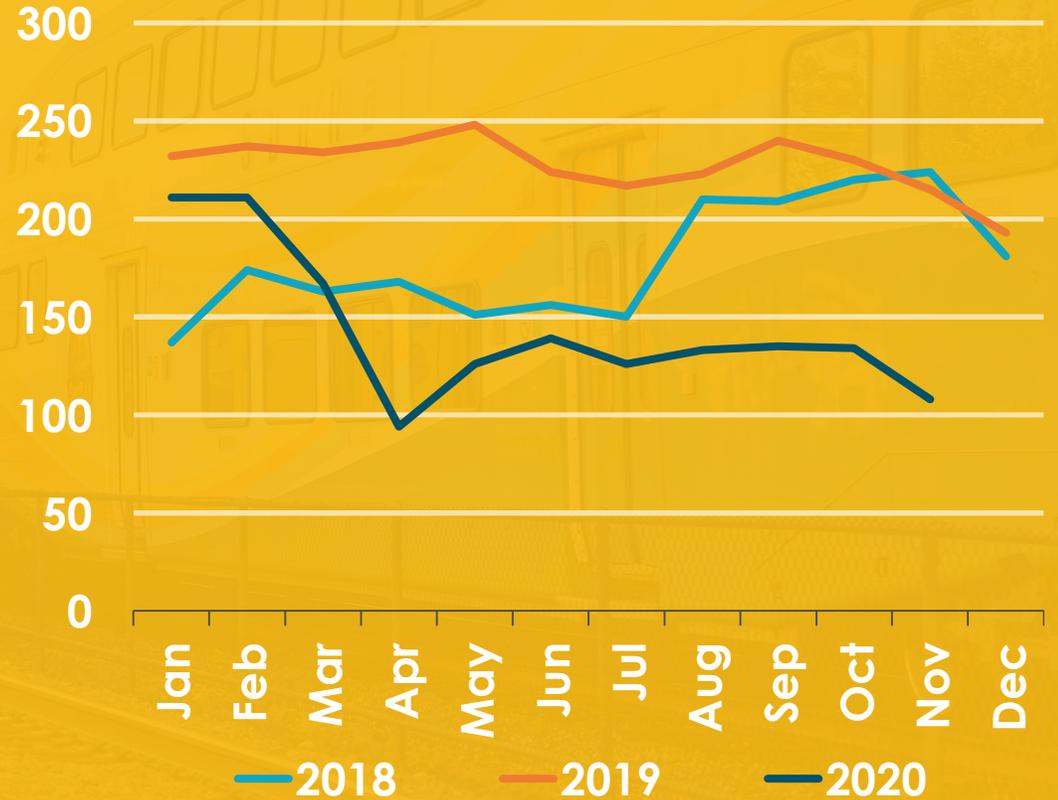
ADA

Sep – Nov Average: 10



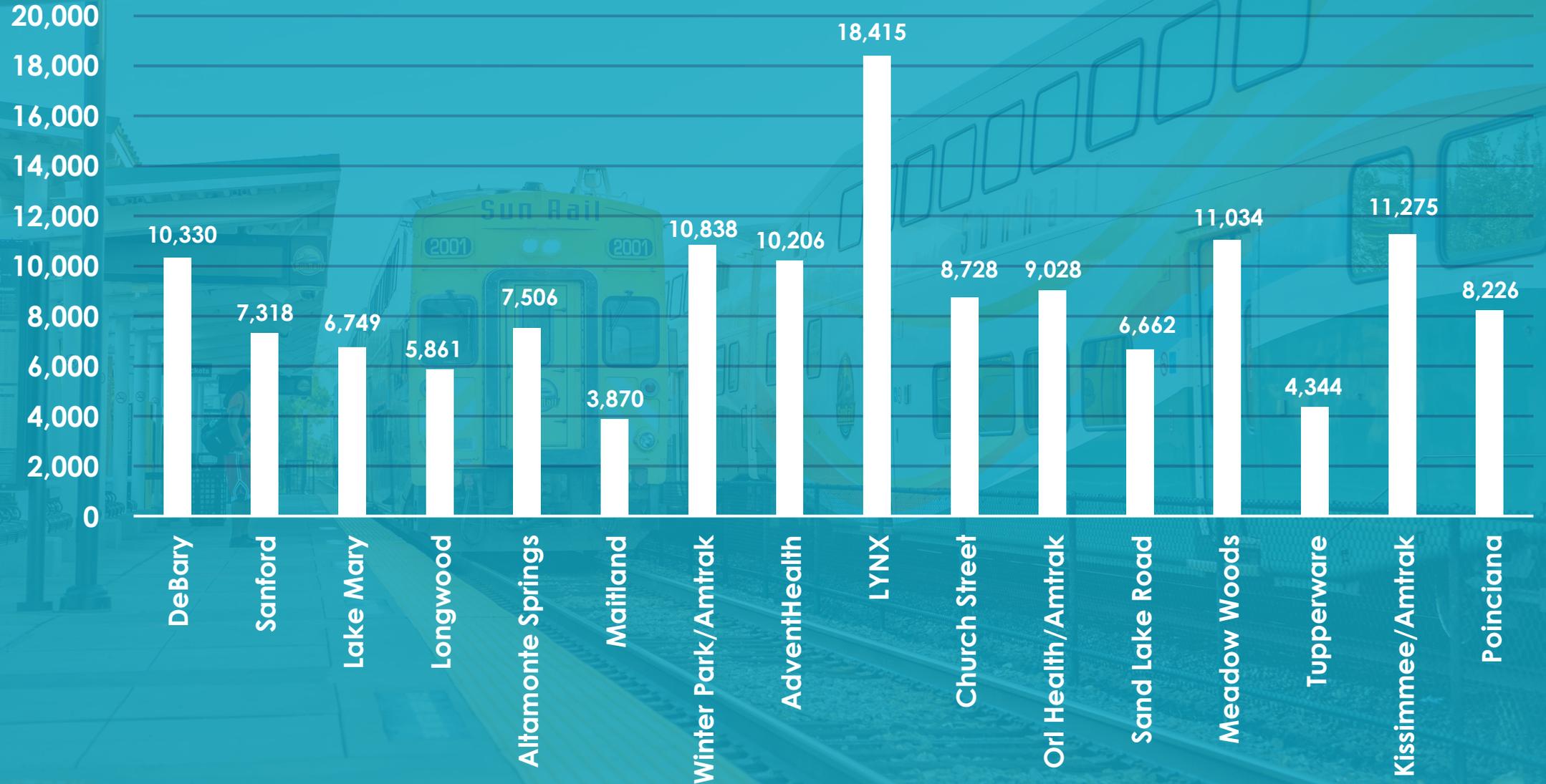
BICYCLE

Sep – Nov Average: 126



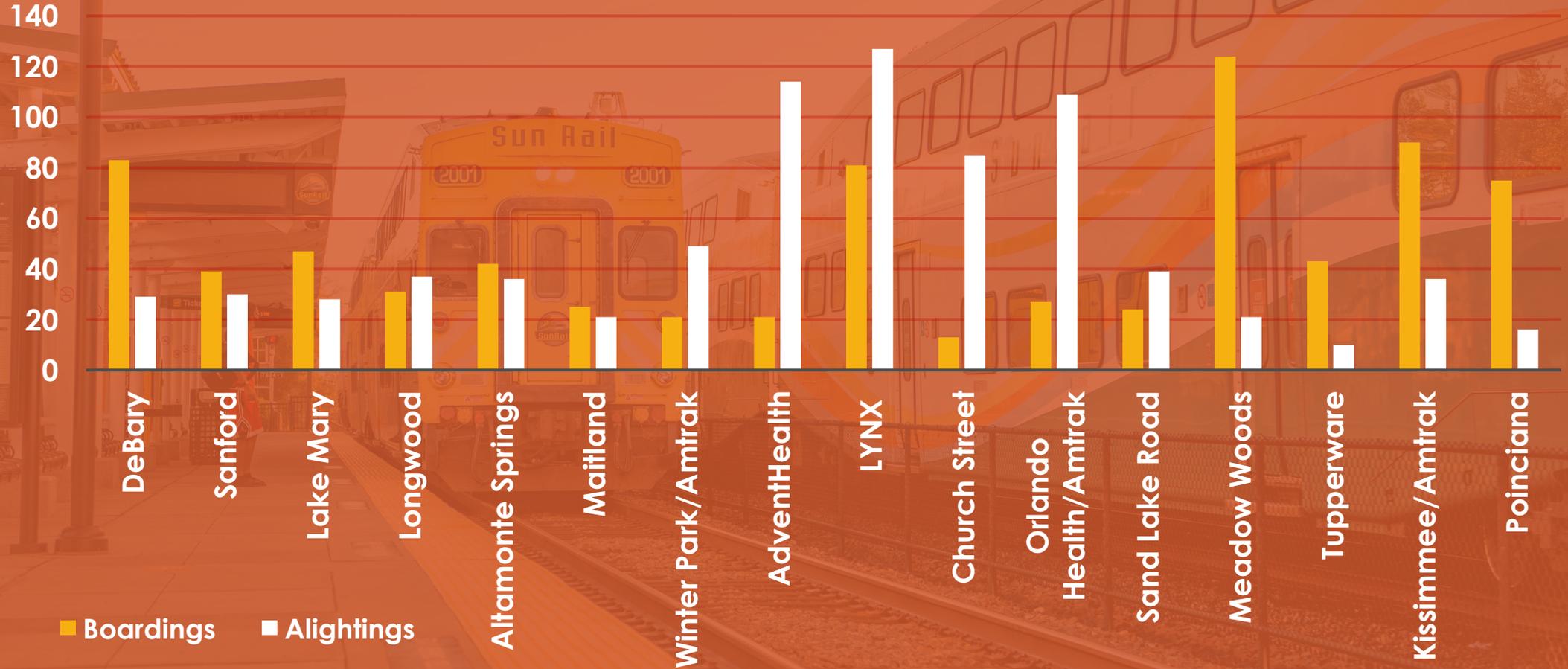
BOARDINGS BY STATION

Ridership September 2020 through November 2020



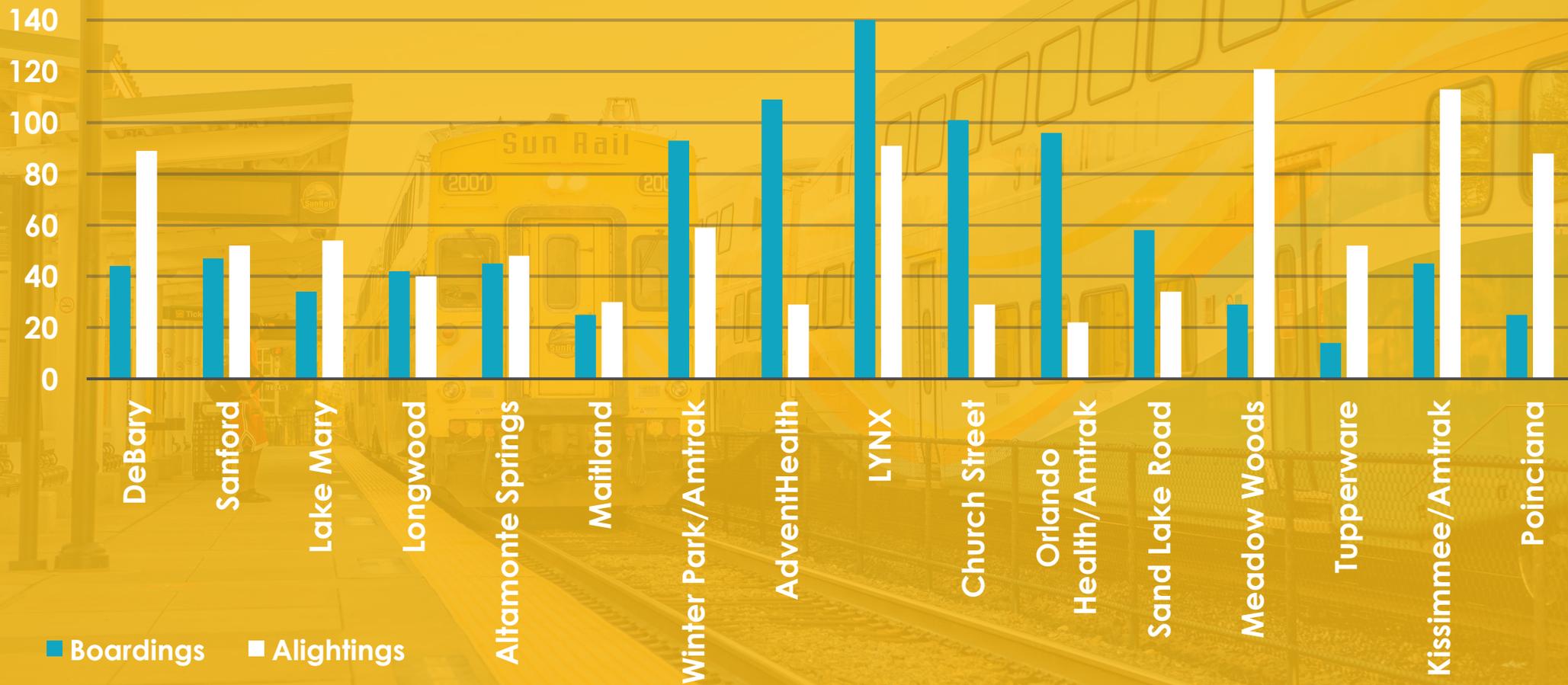
BOARDINGS & ALIGHTINGS

AM PEAK
5:45 AM – 8:45AM (NB from Poinciana)
September – November 2020



BOARDINGS & ALIGHTINGS

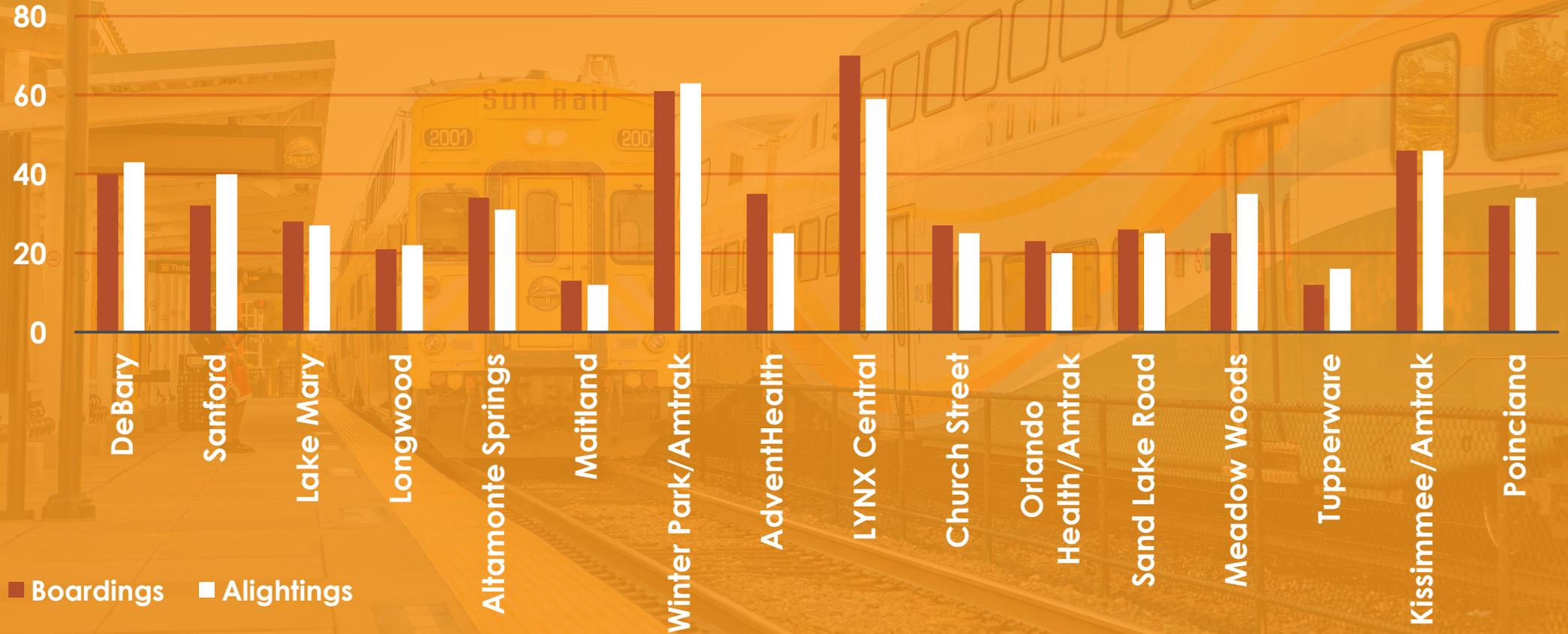
PM PEAK
3:15 PM – 6:25 PM (NB from Poinciana)
September – November 2020



BOARDINGS & ALIGHTINGS

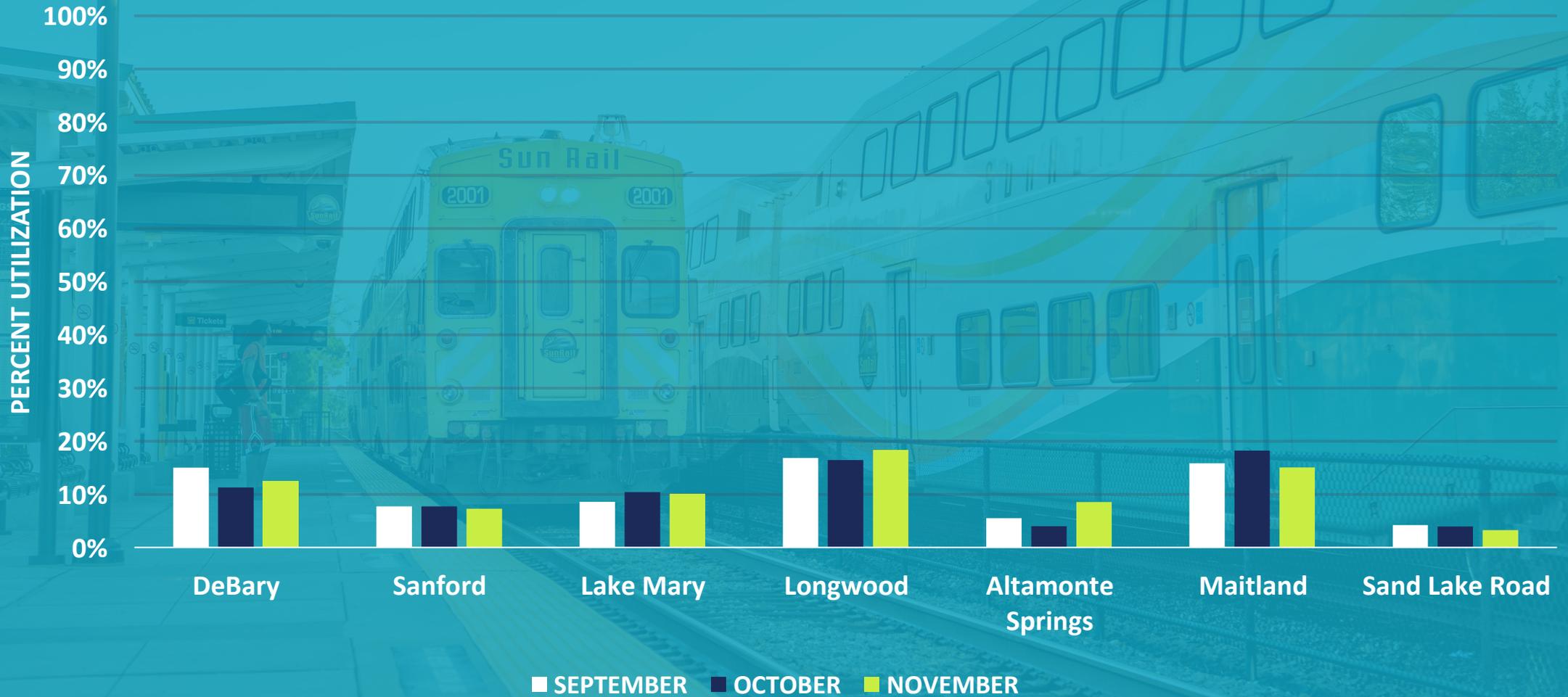
OFF PEAK

10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)
September – November 2020



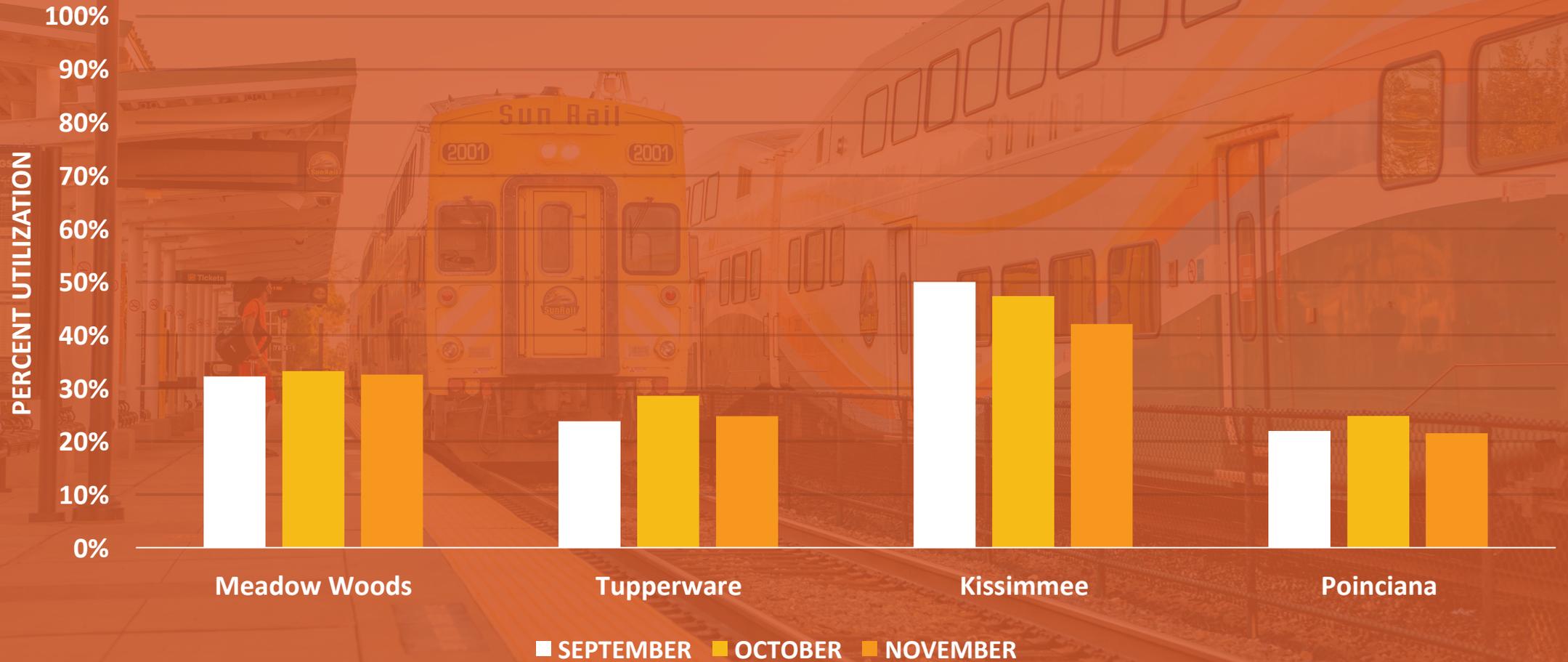
SEPTEMBER – NOVEMBER 2020

IOS STATION PARKING



SOUTHERN EXPANSION STATION PARKING

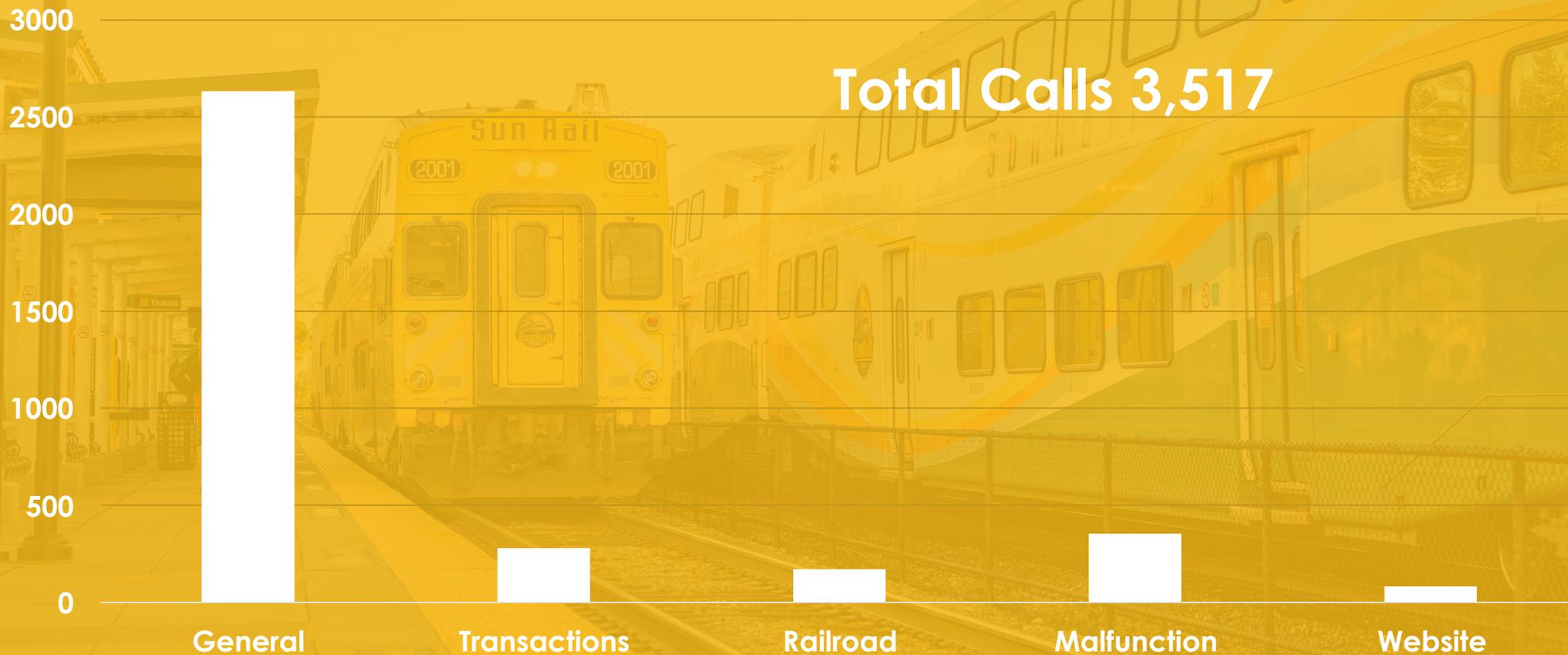
SEPTEMBER – NOVEMBER 2020



CUSTOMER SERVICE CALLS

SEPTEMBER – NOVEMBER 2020

Total Calls 3,517



ABOVE AVERAGE

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

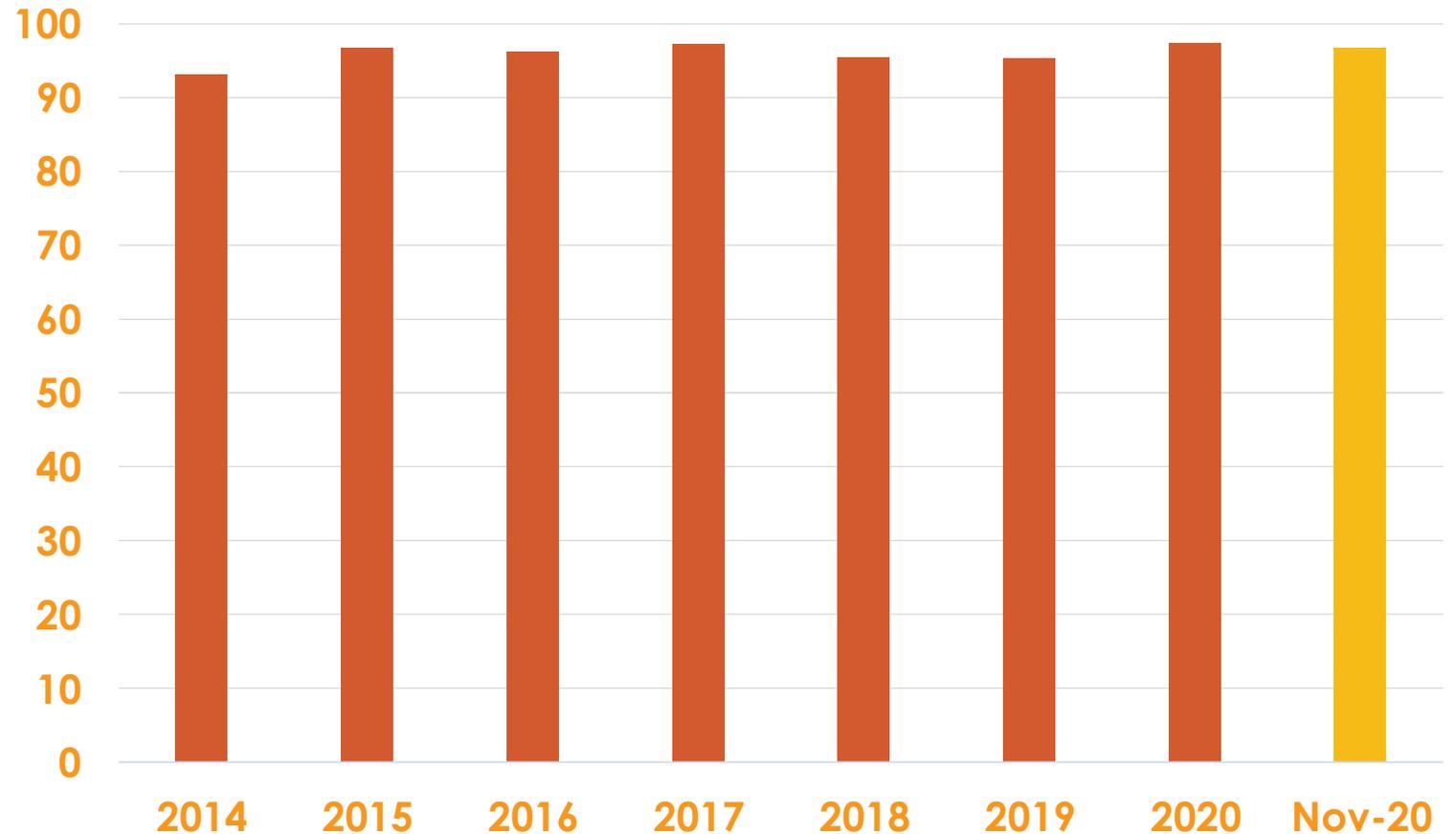
ON-TIME PERFORMANCE AVERAGE

September 2020 – November 2020

Goal = 95%

Actual = 96.9%

Contract = 99.2%



TRAIN PERFORMANCE DETAIL

SEPTEMBER – NOVEMBER 2020

Train Performance Overview	Trains	Percentage
On-Time	2,404	96.9%
Late	60	2.4%
Annulled	16	0.7%
Total Trains Operated	2,480	100.0%

Performance Detail	Days	Trains	Percentage
Mechanical	17	27	1.1%
Other	5	6	0.2%
Police Activity	6	7	0.3%
Signals & Components	8	9	0.4%
Train Interference	1	1	0.0%
Trespasser/Grade Crossing/Near Misses	8	26	1.0%
Total (Rounded)		76	3%



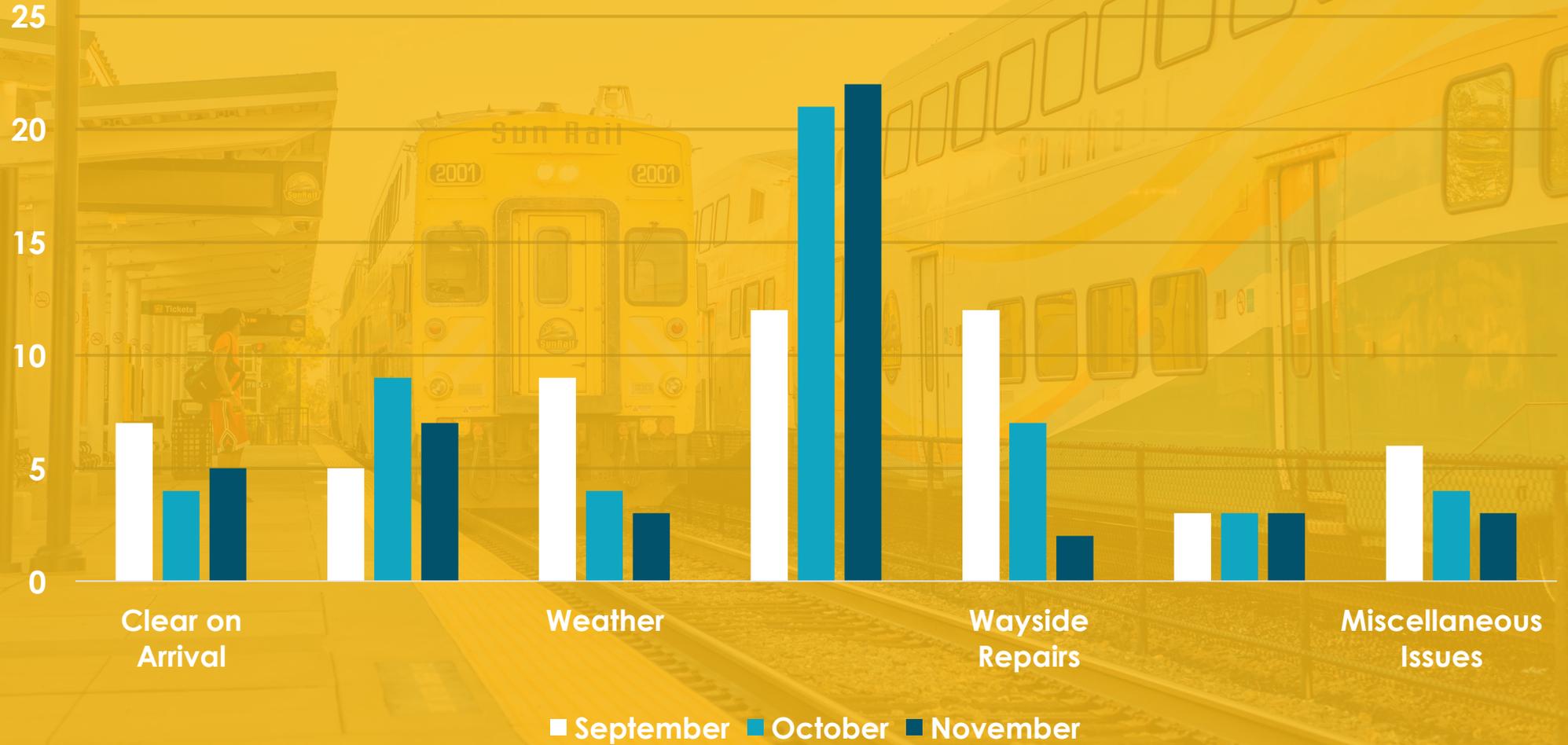
REVENUE INCIDENTS BY CITY/COUNTY

SEPTEMBER – NOVEMBER 2020



CFRC SIGNAL SYSTEM INCIDENTS

SEPTEMBER – NOVEMBER 2020



**FY20/21 OPERATING
BUDGET UPDATE**

OPERATING REVENUE

**ANNUAL
BUDGET**

**YEAR TO DATE
NOVEMBER 30, 2020**

BUDGET	ACTUAL
---------------	---------------

Farebox revenue	
CSX usage fees	
Amtrak usage fees	
FCEN usage fees	
Right-of-way lease revenue	
Ancillary revenue	
<i>Subtotal - System revenue</i>	

\$ 1,109,140
\$ 3,760,457
\$ 1,075,395
\$ 29,163
\$ 103,234
\$ 354,966
\$ 6,432,355

\$ 462,142	\$ 363,089
\$ 1,566,857	\$ 1,490,517
\$ 448,081	\$ 353,678
\$ 12,151	\$ 13,541
\$ 43,014	\$ 42,825
\$ 147,903	\$ 185,200
\$ 2,680,148	\$ 2,448,850

FTA §5307 - Urbanized Area Grant Funds
2020 CARES Grant Funds

\$ 10,416,581
\$ 12,615,845

\$ 10,416,581	\$ 10,416,581
\$ 12,615,845	\$ 12,615,845

TOTAL OPERATING REVENUE

\$ 29,464,781

\$ 25,712,574	\$ 25,481,276
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**FY20/21 OPERATING
BUDGET UPDATE**

OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT
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>

ANNUAL BUDGET
\$ 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

YEAR TO DATE NOVEMBER 30, 2020	
BUDGET	ACTUAL
\$ 4,467,257	\$ 4,181,725
\$ 6,843,117	\$ 7,049,933
\$ 565,519	\$ 550,083
\$ 400,552	\$ 377,560
\$ 950,428	\$ 767,172
\$ 1,363,134	\$ 1,376,425
\$ 839,613	\$ 492,717
\$ 2,153,781	\$ 4,646,454
\$ 581,428	\$ 335,946
\$ 2,095	\$ 1,782
\$ 40,350	\$ 12,118
\$ 18,911	\$ 10,440
\$ 14,693	\$ 8,330
\$ 12,978	\$ -
\$ 185,771	\$ -
\$ 2,083,333	\$ 1,265,444
\$ 19,266,588	\$ 21,076,129

Feeder Bus Expenses
Capital Maintenance
Consultant Support

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

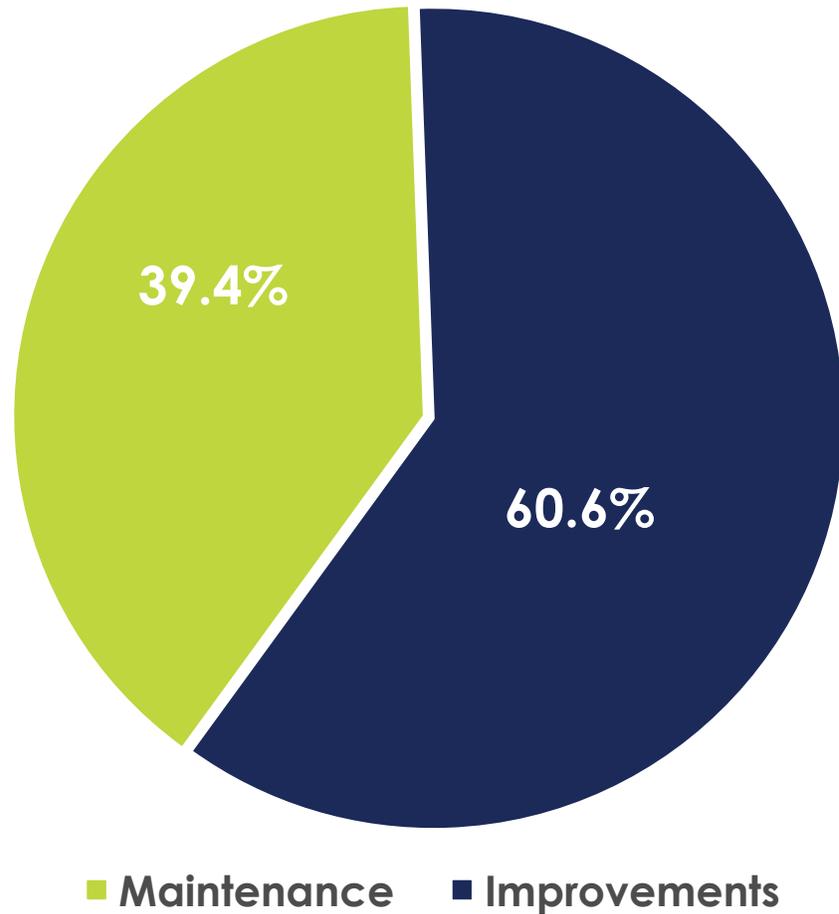
\$ 845,110	\$ 516,063
\$ 3,713,333	\$ 5,272,155
\$ 3,919,645	\$ 4,522,849

TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT
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\$ 66,584,771

\$ 27,744,676	\$ 31,387,196
---------------	---------------

CAPITAL MAINTENANCE



■ Maintenance

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

■ Improvements

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



ONGOING OUTREACH

As part of the ongoing strategy for SunRail public safety outreach, SunRail 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.

A strong emphasis has been placed on leveraging digital 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

Dynamic Envelope Construction

In preparation for dynamic envelope installation, a comprehensive campaign was developed to reach businesses potentially impacted by detours. Since September, 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/>.

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. In November, SunRail undertook a new series of safety videos, designed to educate the public on the following initiatives:

- Dynamic Envelopes
- Community Support (Mental Health Awareness)
- Trespassing Prevention
- Escape Lanes

These videos are in final rounds of revision.

GIF Development

Because conversation, 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. Since implementation, SunRail GIFs have secured almost **400,000 views** on social media. These can be seen on Instagram, Facebook, or SunRail.com.

DeBary Station Platform Refurbishment

As the DeBary Station continues its refurbishment, the SunRail safety team works with contractors to assure safety-related messaging is communicated at the stations and online. Signage has been developed and monitored to ensure public understanding and guarantee continued ease of operation, and continues to coordinate with changing construction environments.



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:

16,088 Facebook

17,422 Twitter

5,118 Instagram

Total Social Media Followers – 38,628

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

SunRail and Polk County continue to partner through the Citrus Connection 19X Posner Park/Poinciana Express connection to the SunRail Poinciana Station. Ridership numbers are growing and the marketing teams are working together to continue the trend.

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.

Holiday Promotions

Due to social gathering restriction, all planned holiday events such as the Gingerbread Express were canceled this year. SunRail is hopeful to bring back these community events in 2021.

DeBary Station Construction Communications

The SunRail Marketing team will continue regular communications to riders and the general public regarding the construction status of the DeBary Station.



TRANSIT-ORIENTED DEVELOPMENT (TOD) VIDEO

Completed video series exploring the growth of transit-oriented development around SunRail's station stops that features all of SunRail's major stakeholders. Additionally, developed plan for public rollout campaign of the series in early 2021.

EXTENDED SERVICE – “MAGIC GAME TRAIN”

Worked with all local partners to try to secure funding to replicate successful 2019/early 2020 extended service for Orlando Magic home games and Downtown events.

EARLY PLANNING – CITRUS CONNECTION

Began work with partners in Polk County around joint effort to promote and educate stakeholders about the SunRail/Citrus Connection option.

2021 PLANNING

Began mapping out potential Business Development strategies to grow ridership in 2021 with the understanding of different dynamics in play around Covid-19 recovery and regional vaccination planning. Examples include – restart of the monthly “On Track” newsletter, partnership with Downtown stakeholders and UCF/Valencia Downtown Campus, securing new “rider stories” to reflect post-pandemic changes in commuting, etc.

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 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: AVAILABLE NOW

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