



CUSTOMER ADVISORY COMMITTEE

April 1, 2021



Central Florida Commuter Rail Commission

Customer Advisory Committee

Date: April 1, 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. Information Items**
 - a. October 1, 2020 Meeting Minutes
- V. Chairman's Report – Mr. Grzesik**
- VI. 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.*
 - Each speaker is limited to three minutes.



Central Florida Commuter Rail Commission

Customer Advisory Committee

VII. 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

VIII. Transition Consultant Update

- a. Transition Update – Alan Danaher
- b. Follow Up Questions – Tawny Olore

IX. Committee Member Comments

IX. Next Meeting - Proposed

- a. Next Meeting – July 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'Brien, Member Margaret Iglesias, Member Marie Ann Regan, Member Joseph Hinely, Member Mariana Epright, Charles M. Heffinger, Lorie Matthews, Mike Carman, Patricia Ruffino, Bruce Detweiler, Jacob Lunceford, George Gault, Bill Land, Linda Nesbitt, and Regina Cargill

Minutes

Meeting called to order by CAC Chair James Grzesik at 5:02 PM

Pledge of Allegiance

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 October 1, 2020

Agenda Item: Chair's Report

Presenter: James Grzesik

- Mr. Grzesik welcomed new CAC Members.
 - Joseph Hinley, City of Orlando
 - Clark Quackenbush, Osceola County
 - Marianna Epright, Osceola County
- Mr. Grzesik attended the CFCRF Meeting on October 30, 2020 and notated the Phase 2 North extension from DeBary to DeLand was approved.
- Mr. Heffinger will provide a Phase 2 North update during his Agency Update.

Public Comment:

- Ms. Joanne Counelis would like SunRail to be available 24/7, holidays, nights, and weekends. In addition, she would like trains to run every ½ hour. Ms. Counelis also stated she would like to see bus services extend from Country Club Rd to Seminole State College as well as stops at Williams St. and Estella Rd.

Agency Update:

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

- Mr. Heffinger welcomed and thanked new CAC Members for joining the team.
- 2020 Recap
 - Customer-First Programs
 - Health and Safety
 - Ambassador Support
 - Travel Plan Options
 - S.T.R.I.D.E. Focus (Statewide Traffic and Railroad Initiative using Dynamic Envelopes)
 - Mr. Heffinger explained the striping that is being applied in front of the railroad tracks is to give the driver perception to how close they are to the tracks.
 - Dynamic Envelopes have proven to reduce stopping on the tracks by about 46%.
 - 85 crossings have been completed to date.
 - PTC (Positive Train Control) Implementation
 - PTC simulations started on December 14 and full implementation went into effect December 31, 2020. Currently riding nearly at 100% PTC enabled.
 - FRA CRISI Grant Awarded
 - CRISI Grant will allow 1.7-mile section of second track to be added in Kissimmee. Double track allows for a safer and more efficient service.

- Campus Connection
 - Decrease in participation this year due to COVID-19.
- New Citrus Connection
 - Bus stop at Poinciana Station now provides roundtrip bus service from Posner Park in Polk County.
- New Security Presence at LYNX Station
 - Security guard now present until last NB train leaves the station.
- Improved Fare Collection
 - Working on procuring a new ticketing and equipment system for the SunRail fare collection. This will replace the current ticketing system.
 - Anticipate being fully implemented within approximately two years.
- DeBary Canopy Refurbishment
 - Canopy has been replaced on one side of the platform and the other side is currently under construction.
 - Some TVMs not accessible due to construction therefore ambassadors are providing additional ticketing support. Extra security on site to assist ambassadors.
- Safety Award Recipient
 - Grant Awarded for Trespassing Prevention.
- Vision for 2021
 - Safety
 - Health and cleaning of trains with positive feedback
 - Positive Train Control (PTC) safety feature
 - S.T.R.I.D.E. and Dynamic Envelope will improve safety for motor vehicles.
 - Ridership
 - Growing Trends
 - Ridership prior to COVID-19 reported 7,000 passengers a day. Ridership last May (2020) during reduced service reported 800 passengers a day. Currently back to running full service with around 2,400 passengers a day and gradually climbing.
 - New Equipment
 - Reasons to Ride
 - Progress
 - Phase 2 North
 - Corridor Use
 - Transient-Oriented Development
 - If you build it – they will come.
 - Three developments planned near the future DeLand Station.
- DeBary Update
 - Construction progressing as expected.
 - Mr. Heffinger stated a delay resulting in some bushes accidentally being spray painted white.
 - Construction expected to be completed by late February 2021.
- Mobility Week 2020 Highlights
 - Social Media Announcements
 - SunRail Booth in Virtual Room
 - Mobility Week Slider on Website
 - Love to Ride Challenge Promotion working with Uber and Lift.
 - SunRail Microsite provides videos and tutorials.
 - Early Voting Site Connections with uptick in service.

- Experience.SunRail.com
 - Microsite launched during Mobility Week
 - Informative videos and tutorials
 - 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
 - Signage to promote visiting Polk County
- Positive Train Control
 - Full simulation commenced 12/14/2020
 - Tenant railroads (CSX and Amtrak) are PTC interoperable
 - PTC Safety Plan resubmittal to FRA on 12/8/2020
 - Finalizing PTC operating and maintenance contract amendments
 - Received approval letter from FRA to run Operational PTC.
 - FDOT/SunRail is making great strides and leading the way regarding both PTC and Dynamic Envelope
 - Began full PTC Service on 12/31/2020.
- Quiet Zones
 - Quiet Zones are established in Edgewood, Orange County, Maitland, and Winter Park.
 - Seminole County's Notice of Establishment (NOE) is complete with work pending.
 - City of Orlando is assessing Quiet Zone qualifications. Two additional crossings upgrade are in progress.
 - City of Kissimmee's NOE is complete.
 - Mr. Heffinger reminded and encouraged to educate others on the rules of Quiet Zones. Conductors will still blow the horn if trespassers, cars, or other dangers are present.
- Phase 2 North Valued Engineering (VE) Process
 - FDOT desires to meet the will and intention of the Commission. On October 29, 2020, the Commission voted to move forward with the extension to DeLand.
 - The Department has listened to the desires and concerns from some of the CFCRC Board members. The Department used the VE process to determine the project build that meets the goals and objectives of the project, and SunRail as a whole, and also gives residents of Central Florida and local communities the best return on their investment. FDOT proposed 4 different options.
 - Option 1 - \$14.1 Million
 - Operate a reduced service to DeLand. This will not meet base service and will be accomplished by shuttle train.
 - Base service in the agreement defines a train will run every 30-minutes at every station during AM/PM peak and at least every 2-hours during off peak times.
 - This option does not meet expectations of the contract.
 - Build second track stub/center platform SunRail station.
 - Will use existing Right of Way - Parking/Pond – 40-50 parking spaces.
 - Mr. Grzesik questioned if the shuttle train would be the same SunRail train that currently operated but only goes to DeLand certain hours.
 - Mr. Heffinger explained the shuttle train would be an additional train that runs solely from DeLand to DeBary. If you were to take the shuttle train from DeLand to DeBary, you would exit the shuttle train and board the SunRail train.

- Option 2 - \$41.95 Million
 - Operates full service to DeLand and will meet base rate of service requirements.
 - Build a second track stub/center platform SunRail Station.
 - Will use existing right of way – parking/pond – 40-50 spaces.
 - Additional infrastructure required.
 - Construct 6-miles of double track. This will allow trains to run concurrently and permits trains to pass each other.
 - Upgrade Benson Junction track/grade crossing
 - Construct signals to reflect corridor change
 - Mr. Grzesik asked if the second option will use a shuttle train as option 1, or does this option use the existing SunRail train?
 - Mr. Heffinger stated this option allows the existing trains to operate full service thus no need for shuttle train.
- Option 3 – Current Scope \$74.7 Million
 - Operate full service to Deland and meets the base service requirements.
 - Build new station/parking – 100 parking spaces
 - Additional costs required for ROW parcel
 - Additional infrastructure required
 - Construct 10-miles of double track.
 - Upgrade to track/grade crossing
 - Construct signals to reflect corridor changes
- Option 4 – No Build
 - This option would require previous agreements to be re-negotiated.
 - Interlocal Funding agreement will need to be re-negotiated.
 - Interlocal Operating agreement will need to be re-negotiated.
 - Interlocal Governance agreement will need to be re-negotiated.
- Phase 2 North Pricing Options
 - Cost and comparison of each option per station, such as platform/parking/bus, circulation/sidewalks/drainage, and the station Right of Way, lastly the railroad civil/drainage/track/train control and grade crossings.
- Ms. Margaret Iglesias questioned if there is a need for 100 parking spaces at the DeLand station when DeBary station parking is not full.
 - Mr. Heffinger agreed and stated ridership prior to the pandemic was at 7,000 riders a day and DeBary parking lot was close to being full, but some of the cars were riders coming from DeLand. New studies are being considered to ensure the needs of the community are met.
- Ms. Marie Ann Regan asked if there are proposals for bus or bicycle connections or other alternatives to cars to get to the DeLand station as an alternate to driving a vehicle.
 - Mr. Heffinger explained this project will take about 2.5 - 3 years to complete and during that time the Department will work with Votran and other services to explore options. DeLand has considered providing a trolley service much like Sanford provides. Mr. Heffinger went on to say that while 50 parking spots seem like an acceptable number of spaces currently, ridership will only increase over time.
 - Ms. Regan stated she would be ok riding a bicycle to the station if she knew it was a safe alternative and believes others would do the same which would alleviate the need for the allotted number of spaces.
 - Mr. Heffinger said she made good points and is the reason DOT is researching different options that would cover the needs.
- Mr. Grzesik sees no need for 100 spaces to begin with but acknowledges as service expands there may be a need for the 100 spaces at some point. He asked if there was a way to work

<p>Option 2 to start off with a small number of spaces with the option to build up to 100 spaces in the future when funding is available.</p> <ul style="list-style-type: none"> ➤ Mr. Heffinger responded that the plan is to continually upgrade the SunRail system based on the demands. The goal is to double track the whole length while working within budget constraints and to plan for the future needs of 100 parking spaces when the need arises. • Mr. Heffinger thanked everyone for their attentiveness. 	
<p>LYNX Bus Connectivity:</p> <ul style="list-style-type: none"> • Mr. Bruce Detweiler started off by notating the slides in the presentation only shows ridership numbers through the month of October 2020. He apologized and explained they do have November and December numbers however they did not come in on time to make the deadline for this presentation. They will be available at the next meeting. • Ridership Report <ul style="list-style-type: none"> ○ October 2020 had a large decrease in ridership than previous months with no specific reason. ○ Sanford, Altamonte Springs, and Winter Park had the largest drop in ridership during the month of October. ○ Not shown on the slides, November and December ridership did go back up to previous months. ○ Presuming October's decrease to be an anomaly. ○ Feeder Bus Route Analysis instituted for phase 2 shows about a 40-50% decrease from last year. It is to be expected due to the COVID pandemic which had an effect on all LYNX bus route service ridership. ○ LYNX total bus ridership is about 50% lower than pre-COVID ridership. 	<p>Presenter: Bruce Detweiler</p>
<p>Votran Bus Connectivity:</p> <ul style="list-style-type: none"> • Ridership report: <ul style="list-style-type: none"> ○ Not reflected on the slide in the presentation, ridership for December 2020 was 30. ○ October, November, and December ridership numbers reflect a 48% decrease for the same time last year. ○ Majority of decrease is due to the pandemic. 	<p>Presenter: Ralf Heseler</p>
<p>Committee Member Comments:</p> <ul style="list-style-type: none"> • Ms. Sterba was excited to hear that Phase 2 North was progressing but asked for an update to extend to the airport. <ul style="list-style-type: none"> ○ Mr. Heffinger stated there are no plans for SunRail to extend to the airport at this time. The extension from Meadow Woods to the airport is expected to be about \$270 million. He did mention Brightline is in active negotiations with the Department to extend from the airport to Tampa. A portion of the route Brightline would use would cross over the SunRail corridor in the Meadow Woods area for about 1.5 miles. ○ Brightline plans to build their route from the airport to Tampa with a stop at Disney. SunRail could potentially have the opportunity to utilize the second track being built by Brightline and start going to the airport and possibly have its own Hub once Brightline finalizes their negotiation plans. ○ Mr. Heffinger also pointed out the idea of boarding at the DeLand Station and being able to go to Disney. He said there are many grand ideas and plans in the works but with that comes the need for more locomotives and cab cars with a cost estimate of about \$80 million. ○ The transition date of May 2021 has been pushed back given the new Fare Collection system and extension to DeLand. The local funding partners will take over train operations and ultimately the decision will rest upon Volusia County, Orange County, Seminole County, Osceola County, and City of Orlando. ○ Mr. Heffinger pointed out the current option is to take a bus that does run every hour from the Sand Lake Station to the airport. There are positive stories about taking the bus to the train station but there are unfortunate mishaps that cause train delays which results in missing the bus. • Ms. Epright asked for more information regarding the Fare Collection. She asked for specifics on equipment and if Conductors will start actively checking cards. <ul style="list-style-type: none"> ○ Mr. Heffinger explained the only reason the conductors are not checking cards is because of social distancing practices to keep in line with the CDC guidelines. ○ Fare Collection is going to be similar to current Fare Collection practices. He explained further that the next step would be to make each station a single entrance to ensure every ticket is scanned. The plan is to have both systems to work side by side to allow time for a seamless transition. ○ Fare Collection is currently in the Procurement stage and will take about two years to construct and transfer out. Ultimately, the goal is to make the new system active by May 2023. 	<p>Presenter: James Grzesik</p>

- SunRail Financial Operations Manager, Patricia Ruffino, clarified the Request for Proposal (RFP) has been published and proposals from potential vendors are due February 11th. The process of reviewing proposals will start and selection for the best option will be picked.
 - Mr. Grzesik asked if one of the options included a touchless system that allows you to wave your phone over the device much like apple wallet.
 - Ms. Ruffino explained, we have not made the RFP too prescriptive to allow for potential vendors to submit their best possible option and solution. With the help of another team, the RFP leaves the option and possibility of a contactless or mobile app open.
 - Mr. Heffinger expanded on Ms. Ruffino's response and added the goal for the RFP is for the potential vendors to impress the Department. We look at the content, innovative ideas, previous contractor performance, and the involved staff. The awarded vendor is not always the lowest bid.
- Mr. Heffinger thanked everyone for their time they put in joining the Committee virtually. He mentioned the CFCRC Commission meeting will be having their first in-person meeting February 4th at the LYNX building.
- Encouraged comments and reminded all, if you see something of concern, please say something.
- Mr. Grzesik thanked Mr. Heffinger for the presentation and the time and effort put into the meetings. He appreciates the opportunity the CAC Board has in making inquiries and recommendations.

Next meeting is scheduled for Thursday, April 01, 2021 at 5:00 PM and hopefully in person at LYNX Central Station

Meeting adjourned at 6:05 PM

PLEDGE OF ALLEGIANCE

(Please Stand)

I pledge allegiance to the
Flag of the United States
of America, and to the
Republic for which it
stands, one Nation under
God, indivisible, with
liberty and justice for all.



TITLE VI

This meeting, project, or study is being conducted without regard to race, color, national origin, age, sex, religion, disability or family status. Persons wishing to express their concerns relative to FDOT compliance with Title VI may do so by contacting:

ROGER MASTEN

SunRail Title VI Coordinator

801 SunRail Drive

Sanford, Florida 32771

Roger.Masten@dot.state.fl.us

JACQUELINE PARAMORE

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

A photograph of a SunRail train at a station, overlaid with a semi-transparent blue filter. The train is white with yellow and blue stripes. In the background, there are multi-story apartment buildings. In the foreground, there are train tracks, a crossing gate, and a signal light. The word "WELCOME" is written in large white capital letters, flanked by large yellow brackets.

[WELCOME]



PUBLIC COMMENTS



CHAIR'S REPORT

James Grzesik





AGENCY UPDATE

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





[WE'RE GOING TO DELAND!]

- Plan approved on 2/4/21
- Innovative design for cost savings
- Opening in 2023!





EXPLORE CENTRAL FLORIDA!

- Spring break promotion 3/15 – 3/26
- Featured unique destination suggestions and giveaways
- Highest ridership since 3/2020





RIDE & SHINE



ABOVE AVERAGE

- On-Time 49 Days
- 61 Operating Days
- Ran 2,440 Trains

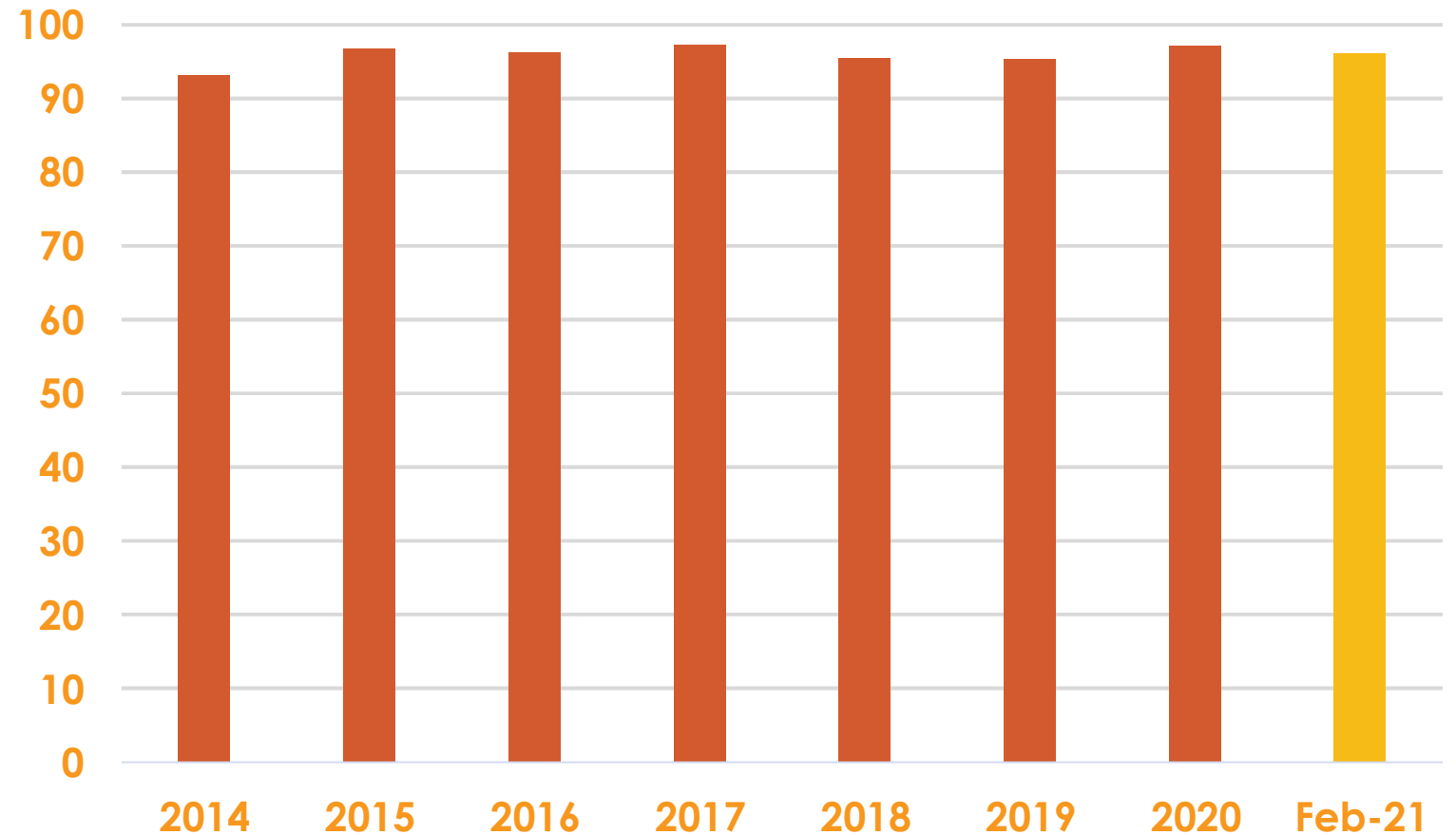
ON-TIME PERFORMANCE AVERAGE

December 2020 – February 2021

Goal = 95%

Actual = 96.5%

Contract = 99.3%





[POSITIVELY SUCCESSFUL!]

- SunRail launched Positive Train Control operations on 12/31/20
- Since launch, SunRail, Amtrak and CSX have operated at 99% or greater



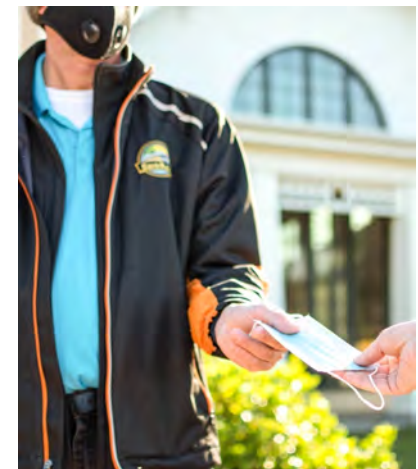
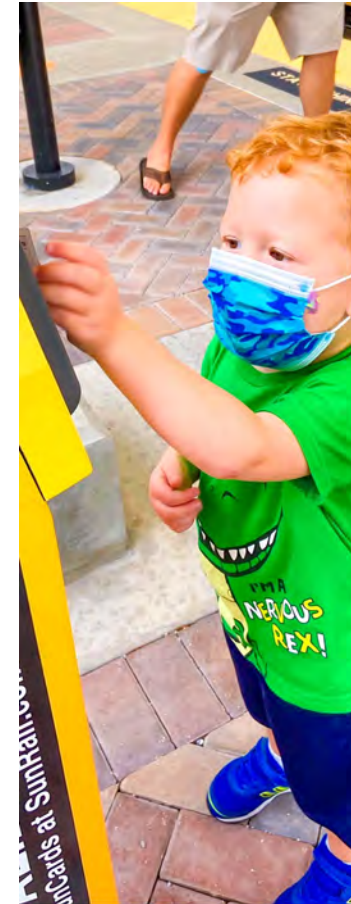
- Roadway markings increase safe stopping distance from tracks
- Proven successful and installing statewide
- **98% complete on our corridor**





[OTHER UPDATES]

- DeBary construction is complete
- TSA mask requirement
- Rider surveys
- Brightline resolution



[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	22	19	20								102
Sanford	112	279	266	219	211								217
Lake Mary	42	49	56	49	51								49
Longwood	39	57	50	65	62								55
Altamonte Springs	40	101	80	112	30								73
Maitland	15	12	14	12	11								13
Winter Park	201	227	255	236	234								231
Florida Hospital/Health Village	246	255	248	245	265								252
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	17	20	20	12	13								16
Sand Lake Road	71	87	73	79	82								78
Meadow Woods	77	80	76	80	55								74
Tupperware	7	11	11	10	10								10
Kissimmee Intermodal													
Poinciana	4	4	3	3	5								4
Total - All Stations	871	1,182	1,152	1,122	1,029								1,071
Percent change from FY 20 to FY 21	-54%	-32%	-19%	-30%	-45%								-27%

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	February		Change	% Change
	FY20	FY21		
18	26,581	14,393	(12,188)	-46%
418	5,208	3,080	(2,128)	-41%
155	827	332	(495)	-60%
306	2,241	1,017	(1,224)	-55%
604	354	87	(267)	-75%
631	724	358	(366)	-51%
632	275	199	(76)	-28%
709	1,554	707	(847)	-55%

[VOTRAN CONNECTIVITY]

March 2021

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
Total Monthly Ridership	1,493	964	1563	1563	1036	889	115	135	926	892	851	889	11,142
Avg Daily Ridership	65	48	74	63	52	40	5	7	42	39	41	42	43

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	22	20	20								104
Total Monthly Ridership	827	616	664	478	561								3,146
Avg Daily Ridership	38	31	30	24	28								30

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

Project Overview

April 1, 2021
5pm

Customer Advisory
Committee
Meeting

SunRail Transition Plan Consulting Services



Consultant Project Team



WSP

- Prime Firm



Toole Design Group

- Key Toole staff led Phase 1 Transition Analysis in 2019



Texas Transportation Institute

- National Guidebook on Contracting Commuter Rail Services



HHCP

- Design of existing SunRail stations



Key Team Members



Mike DePallo - Project Manager



Alan Danaher, PE, PTOE, AICP, PTP - Deputy Project Manager



Michelle Kendall, AICP - Public Involvement Task Lead



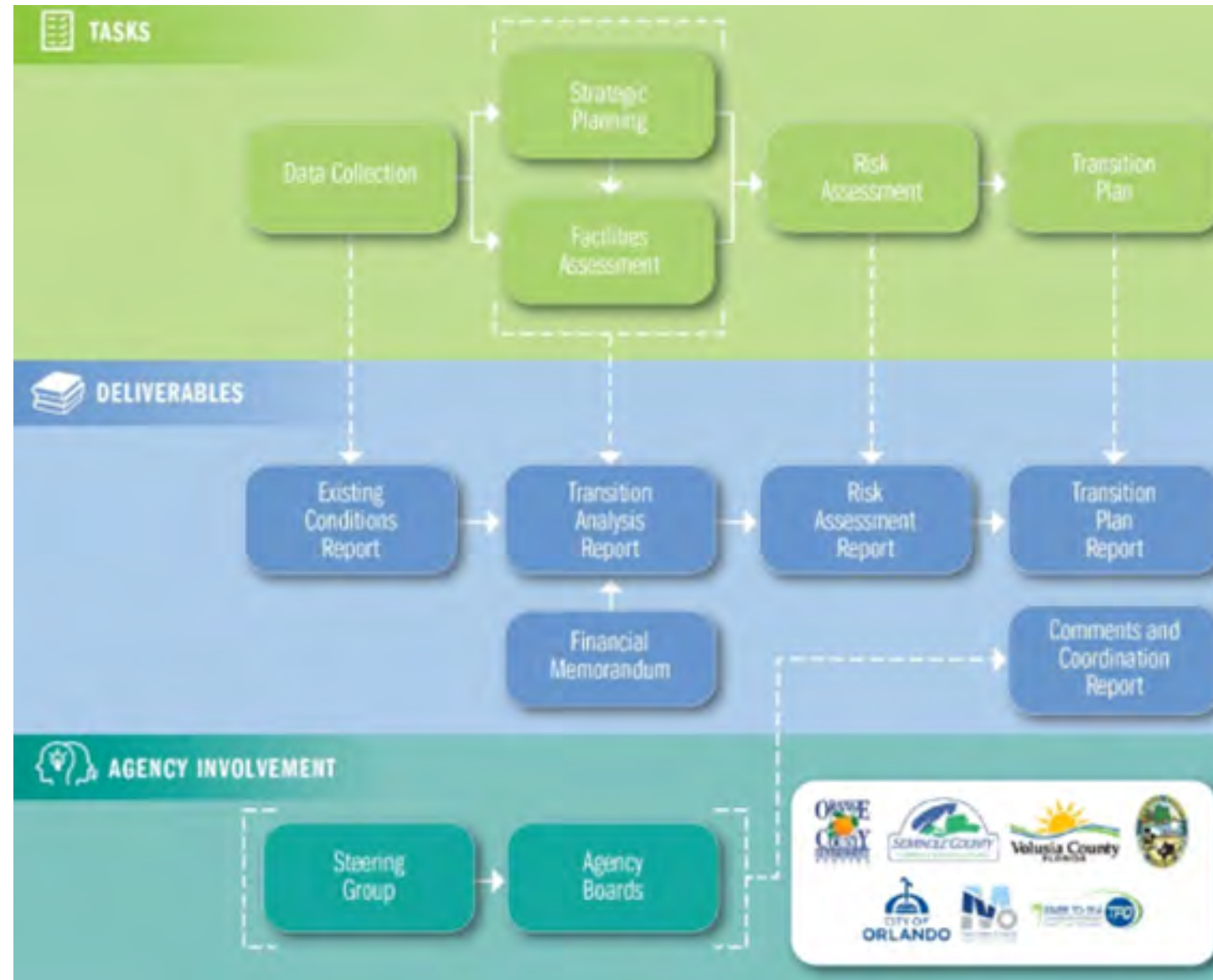
Dan Mazza - Facilities Assessment Task Lead



Nick Amrhein - Strategic Planning Task Lead



Transition Study Process



Agency Involvement



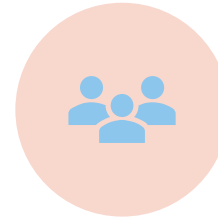
Data Collection Task – Key Elements



CONTRACTS AND
AGREEMENTS



PLANS



STAFFING



OPERATIONAL DATA



INITIAL TRANSITION
ANALYSIS REPORT

Facilities Assessment – Key Elements

- Field Review
 - Track
 - Signal/Communications System
 - Equipment
 - Dispatch System
 - Grade Crossings
 - Stations
 - Admin/O&M Facility
- State of Good Repair Analysis
- Operating Rules Review and Assessment
- Operational Issues with FRA
- Outstanding FFCA Items



Strategic Planning Task – Key Elements

- Contracts and Agreements
- Staffing
- Committees
- Agency Process
- Existing Plans
 - Asset Management
 - Capital Improvement Program (CIP)
 - Safety, Security and Emergency Management
 - Fare Policy and Evasion
- Financial Assessment
 - Validation of Financial Condition
 - Revenue Options
 - Benchmarking Analysis

Approach at a Glance

WSP will conduct a thorough assessment of SunRail's current financial structure through the following steps:

- Review of SunRail's Documentation
- Validation of SunRail's Financial Condition
- Investigation of Revenue Options
- Review of Existing SunRail Financial Processes and Procedures
- Benchmarking Analysis

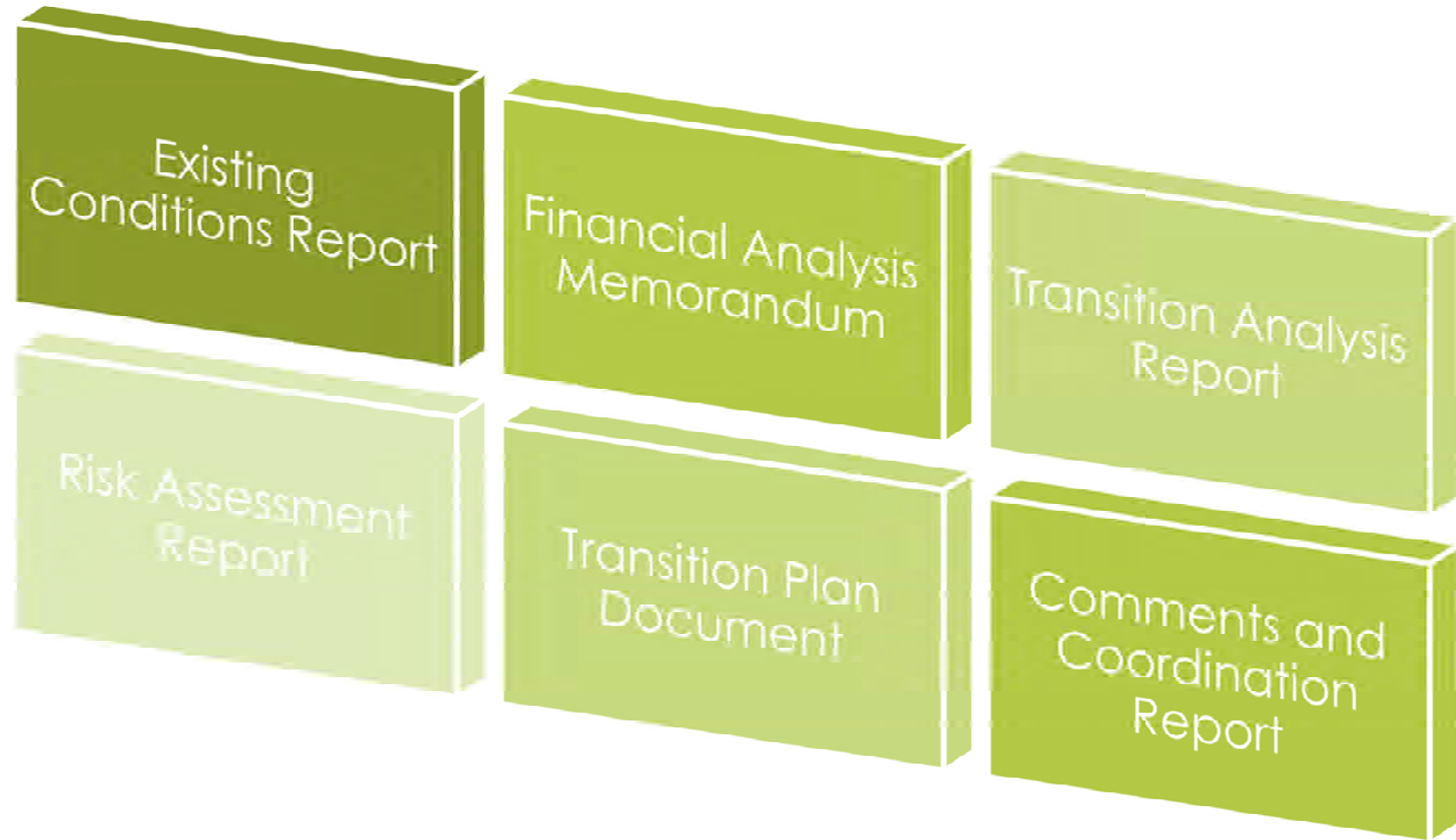
The findings will inform proposed recommendations for a seamless and transparent transition of financial systems.



Transition Plan: Bringing it All Together



Deliverables



Schedule

- 18 month target
- Existing Conditions Report – June 2021
- Transition Analysis Report – December 2021
- Transition Plan – July 2022
- Agency Involvement
 - Meetings every 3 months with CFCRC Board and Committees
 - CAC – April, July, October, January, April, July
 - Meetings every 6 months with 4 County Commissions, Orlando City Council, and two MPOs (MetroPlan Orlando and River to Sea TPO)

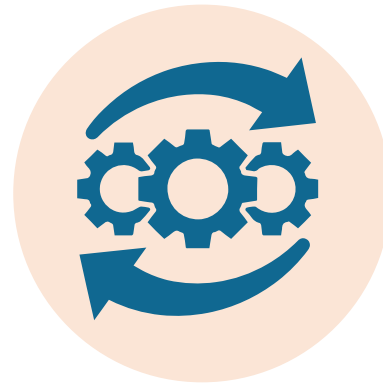


CAC Involvement – What's your role?

- Provide feedback as analysis is completed and deliverables are developed throughout study
- Ask questions – From a customer's perspective, what key issues should the Transition Plan address?



Management



Operational



Financial

What Questions Can we Answer?

Tawny Olore
CFCRC
TAC Chair

tawny.lore@OSCEOLA.ORG

407-742-0559

Mike DePallo
Consultant
Project Manager

michael.depallo@wsp.com

210-936-4298



Thank you!

wsp.com

COMMITTEE MEMBER COMMENTS



THANK YOU
Next Meeting July 1, 5pm

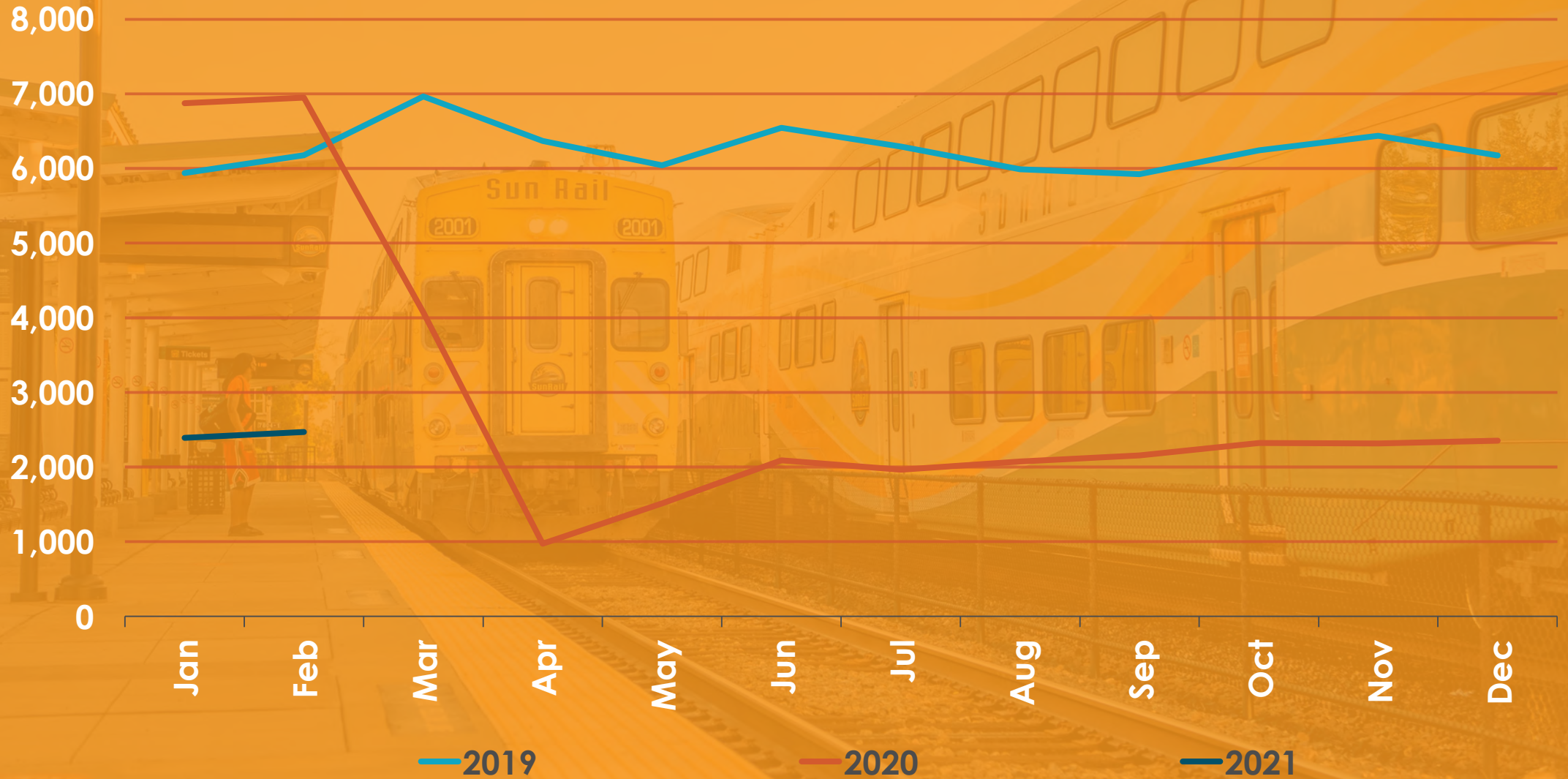


SUPPORTING CHARTS AND DATA



AVERAGE DAILY RIDERSHIP

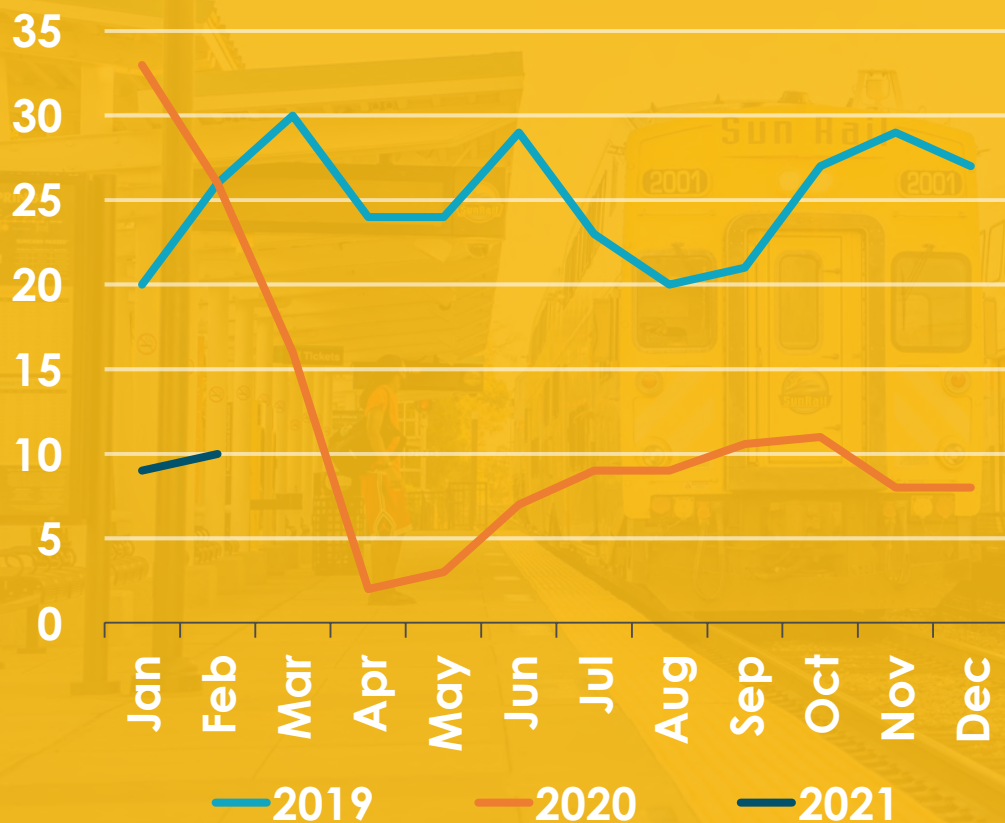
Dec – 2,355 | Jan – 2,390 | Feb – 2,468



ONBOARD STATS

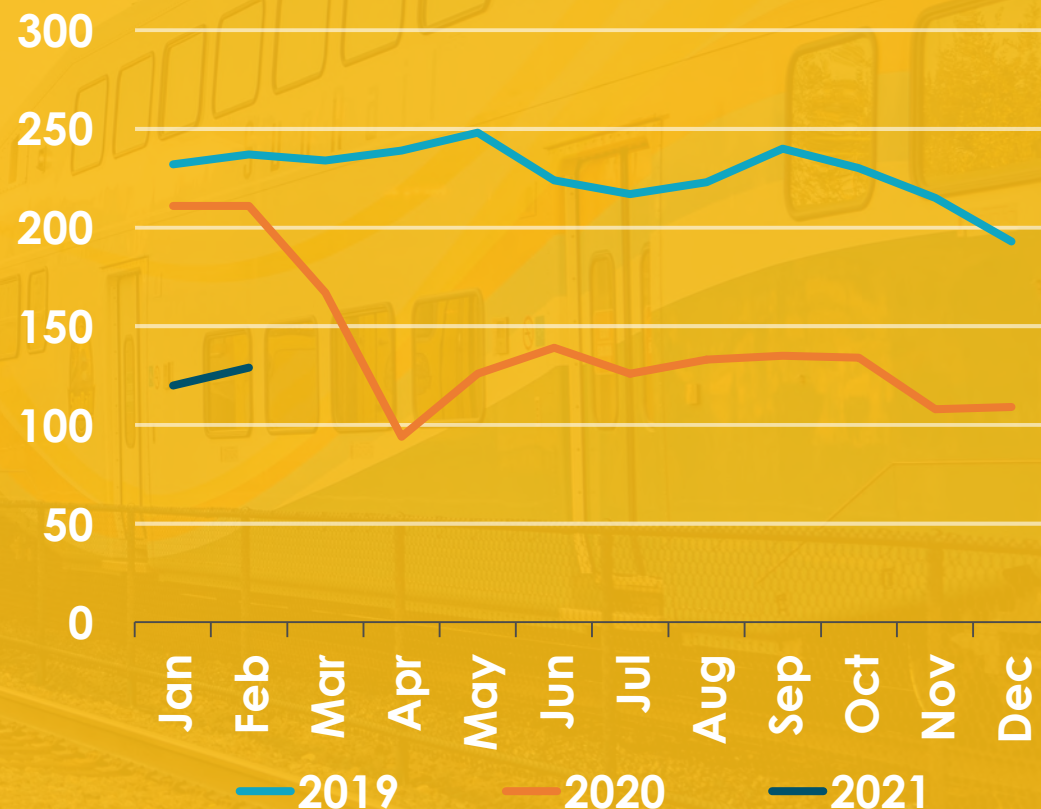
ADA

Dec – Feb Average: 9



BICYCLE

Dec – Feb Average: 119



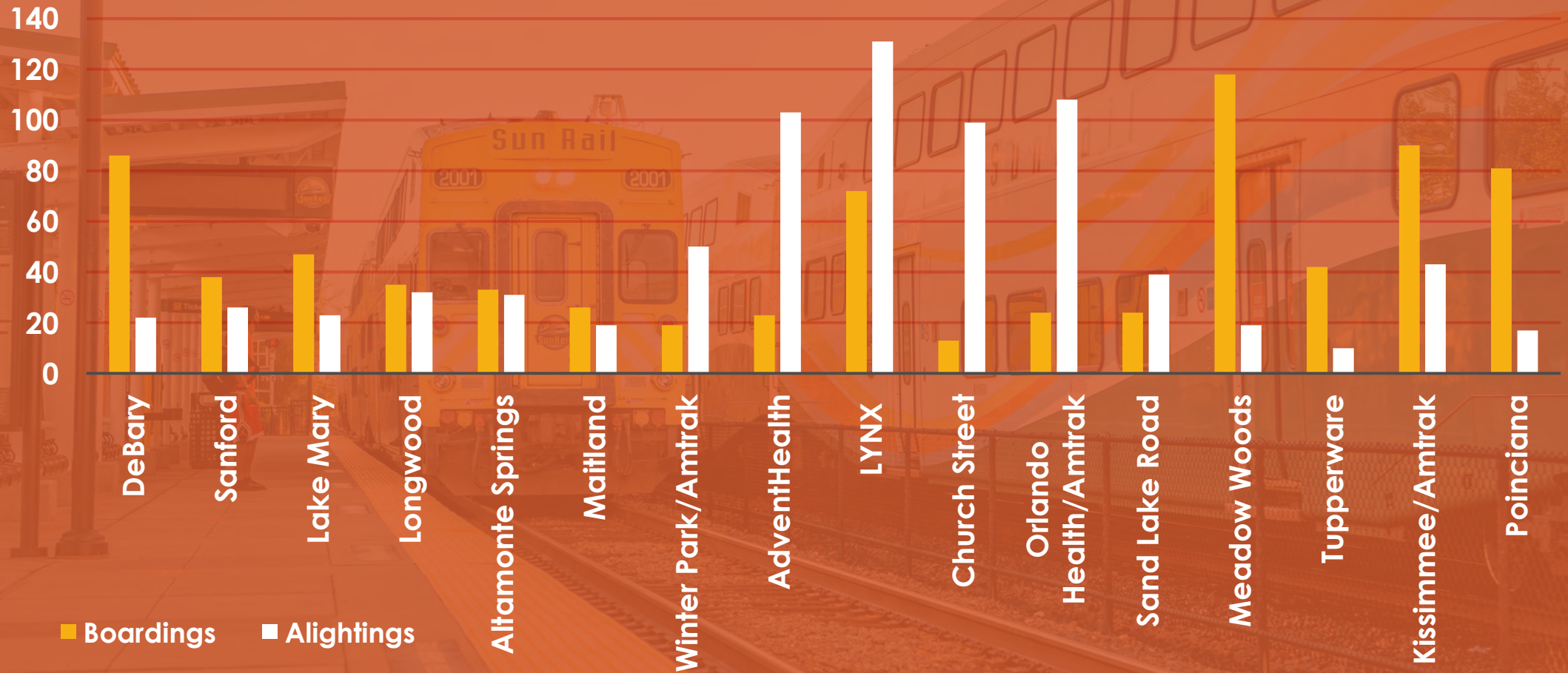
BOARDINGS BY STATION

Ridership December 2020 through February 2021



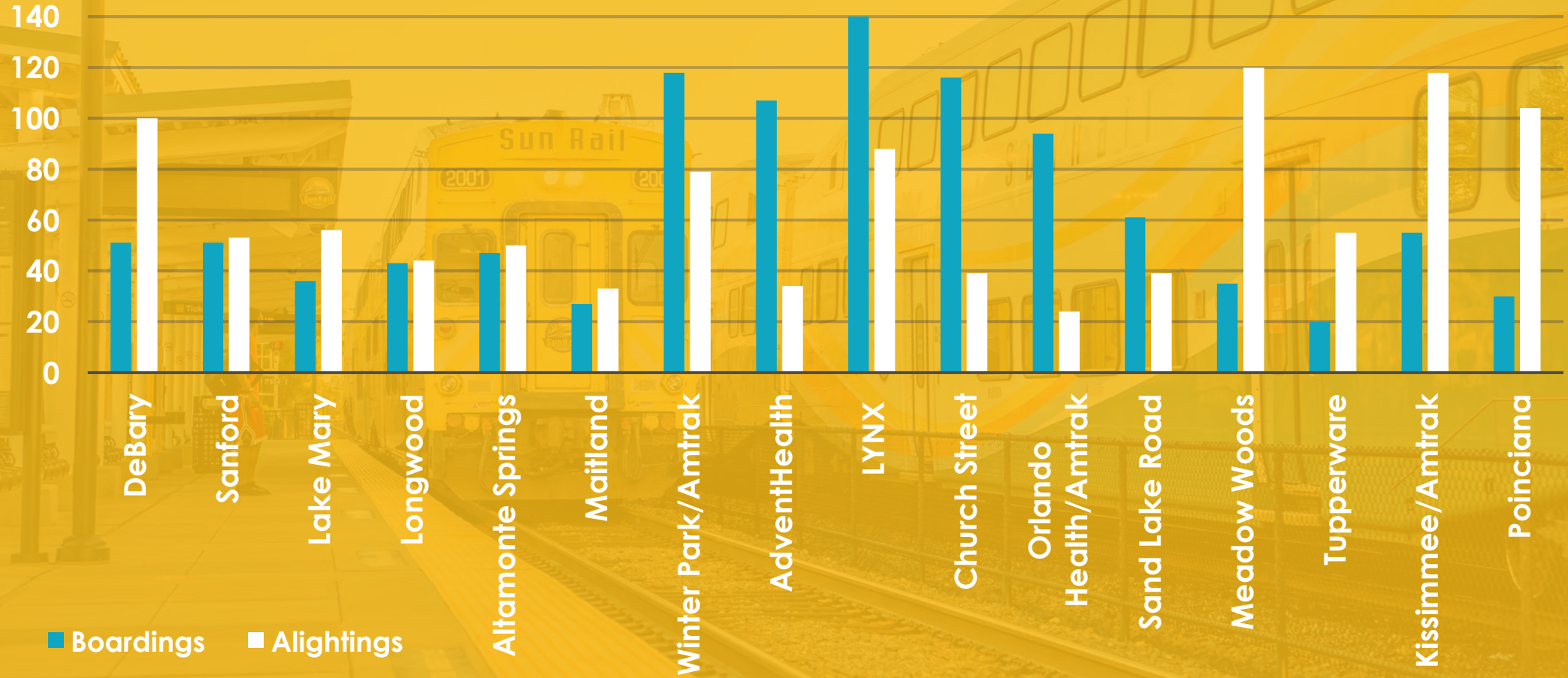
[BOARDINGS & ALIGHTINGS]

AM PEAK
5:45 AM – 8:45AM (NB from Poinciana)
December 2020 – February 2021



[BOARDINGS & ALIGHTINGS]

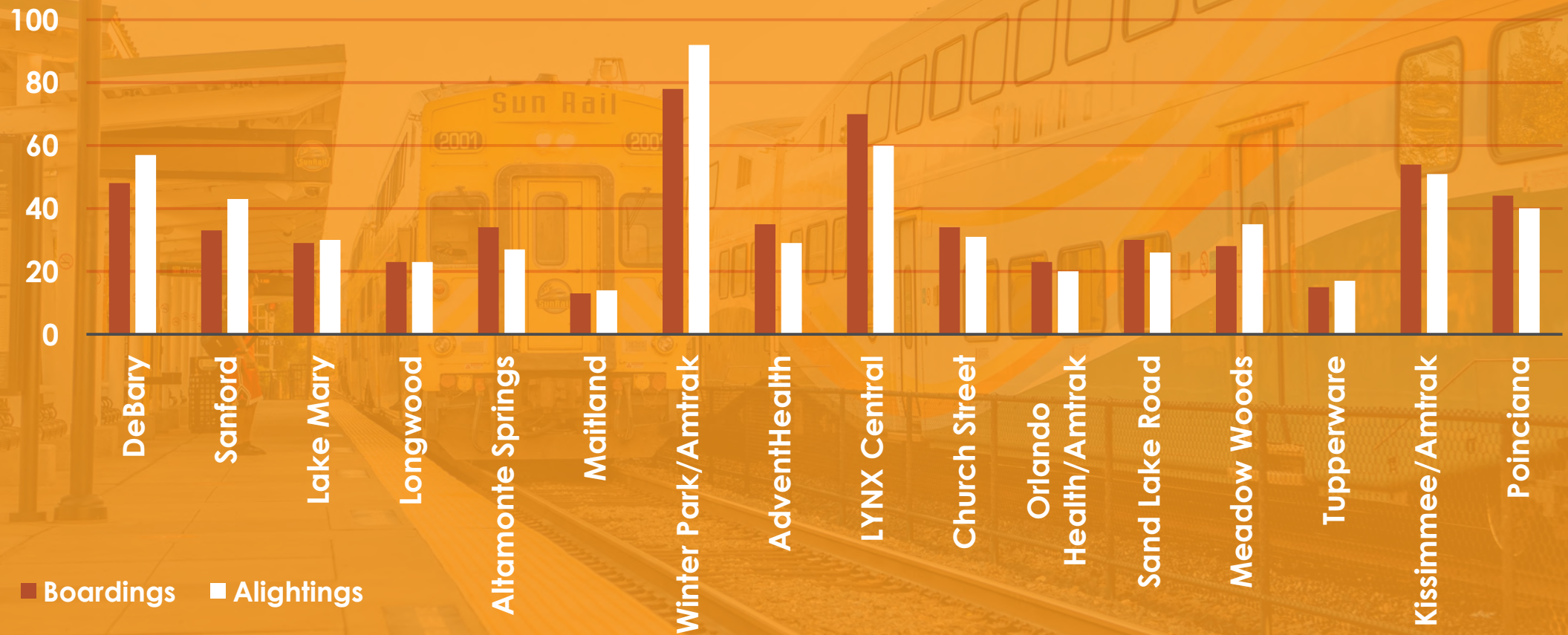
PM PEAK
3:15 PM – 6:25 PM (NB from Poinciana)
December 2020 – February 2021



BOARDINGS & ALIGHTINGS

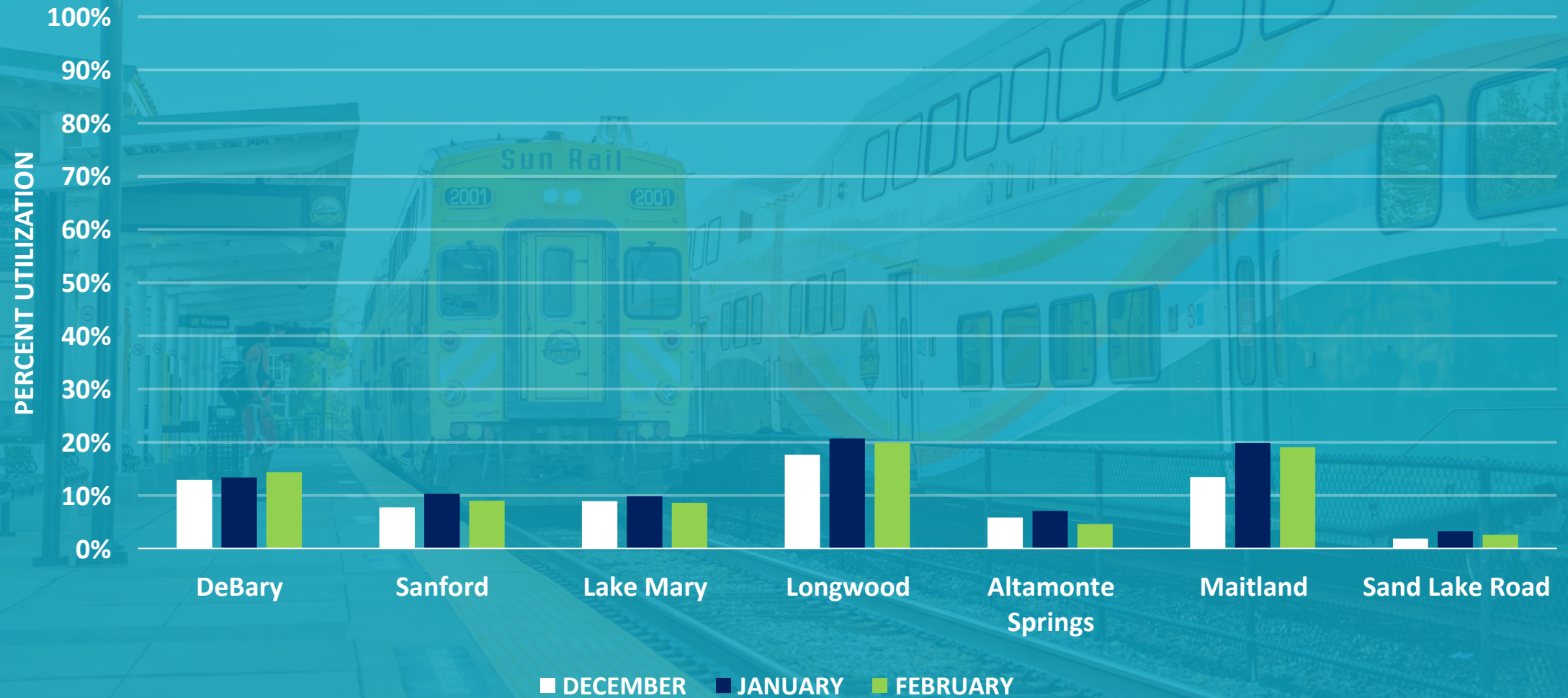
OFF PEAK

10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)
December 2020 – February 2021



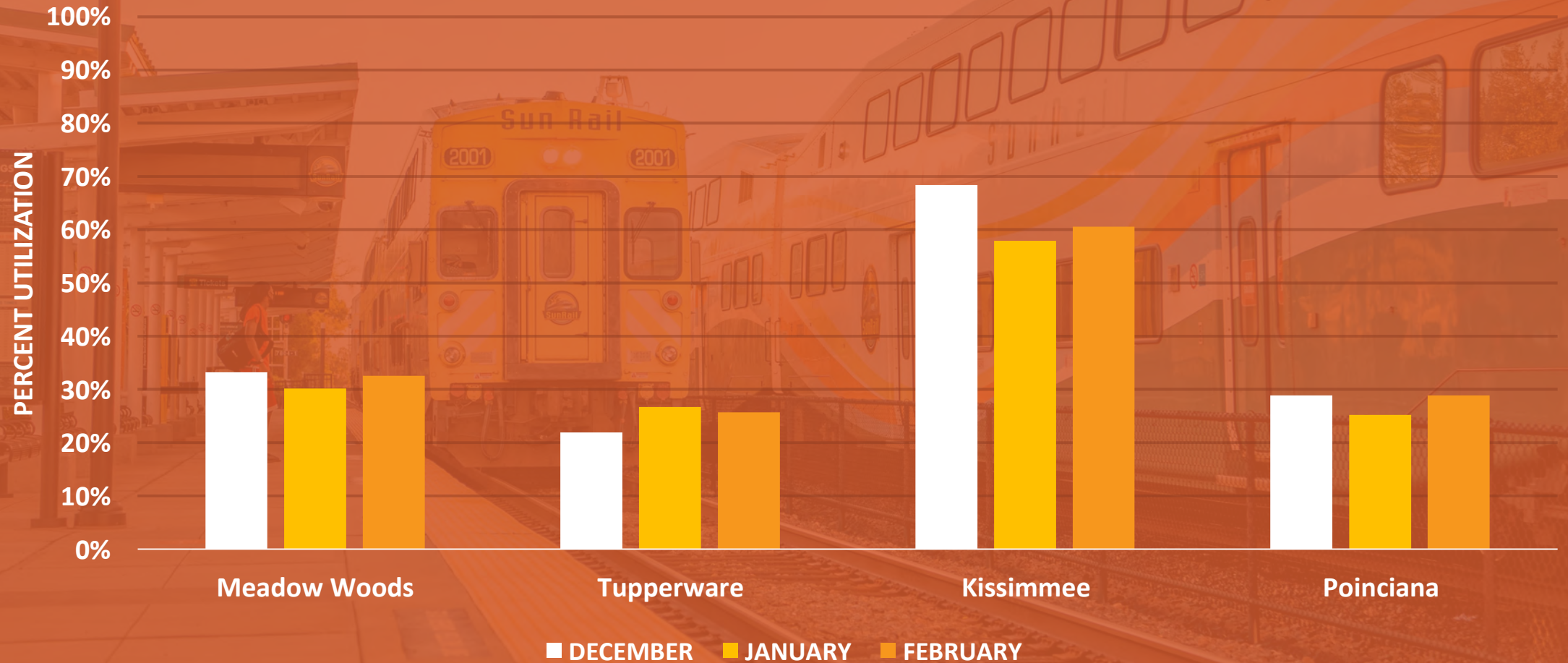
IOS STATION PARKING

DECEMBER 2020 – FEBRUARY 2021



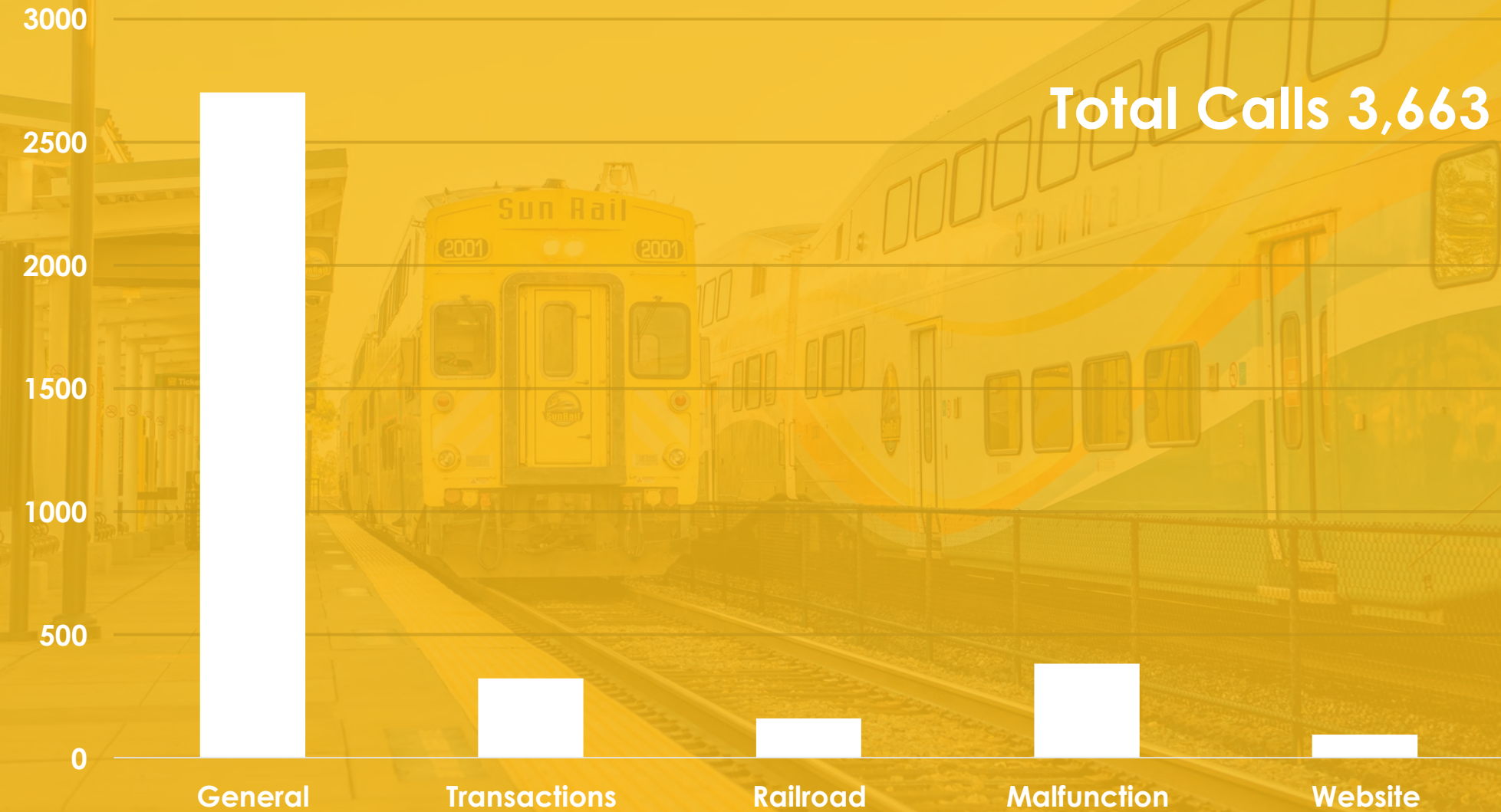
SOUTHERN EXPANSION STATION PARKING

DECEMBER 2020 – FEBRUARY 2021



CUSTOMER SERVICE CALLS

DECEMBER – FEBUARY 2021



TRAIN PERFORMANCE DETAIL

DECEMBER 2020 – FEBRUARY 2021

Train Performance Overview	Trains	Percentage
On-Time	2,355	96.5%
Late	70	2.9%
Annulled	15	0.6%
Total Trains Operated	2,440	100.0%

Performance Detail	Days	Trains	Percentage
Injuries/Illnesses	2	2	0.1%
Mechanical	9	14	0.6%
Other	12	29	1.2%
Passengers	1	1	0.0%
Police Activity	5	7	0.3%
Signals & Components	4	5	0.2%
Train Interference	2	3	0.1%
Trespasser/Grade Crossing/Near Misses	4	24	1.0%
Total (Rounded)		85	3.5%



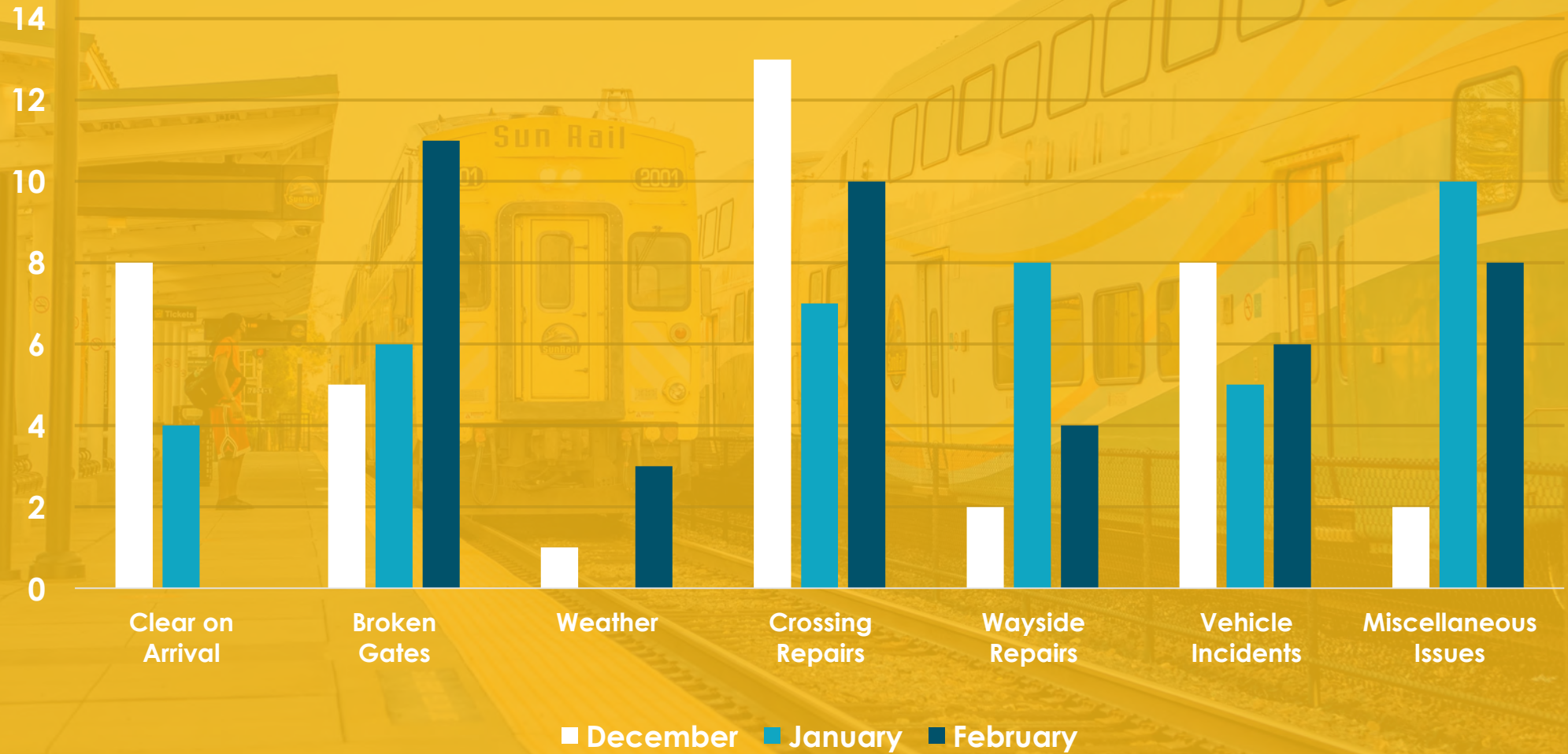
REVENUE INCIDENTS BY CITY/COUNTY

DECEMBER 2020 – FEBRUARY 2021



CFRC SIGNAL SYSTEM INCIDENTS

DECEMBER 2020 – FEBRUARY 2021



[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	Quiet Zone Established

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



FY20/21 OPERATING BUDGET UPDATE

OPERATING REVENUE

ANNUAL BUDGET

YEAR TO DATE FEBRUARY, 2021

BUDGET	ACTUAL
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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

\$ 739,427	\$ 603,169
\$ 2,506,971	\$ 2,282,252
\$ 716,930	\$ 541,581
\$ 19,442	\$ 20,410
\$ 68,823	\$ 70,417
\$ 236,644	\$ 341,902
\$ 4,288,237	\$ 3,859,730

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

\$ 27,320,663	\$ 26,892,156
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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>BTNA – COVID Decontamination Services</i>
<i>PTC O&M Costs</i>

Feeder Bus Expenses
Capital Maintenance
Consultant Support

TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT
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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
\$ 4,479,310
\$ 50,719,120

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

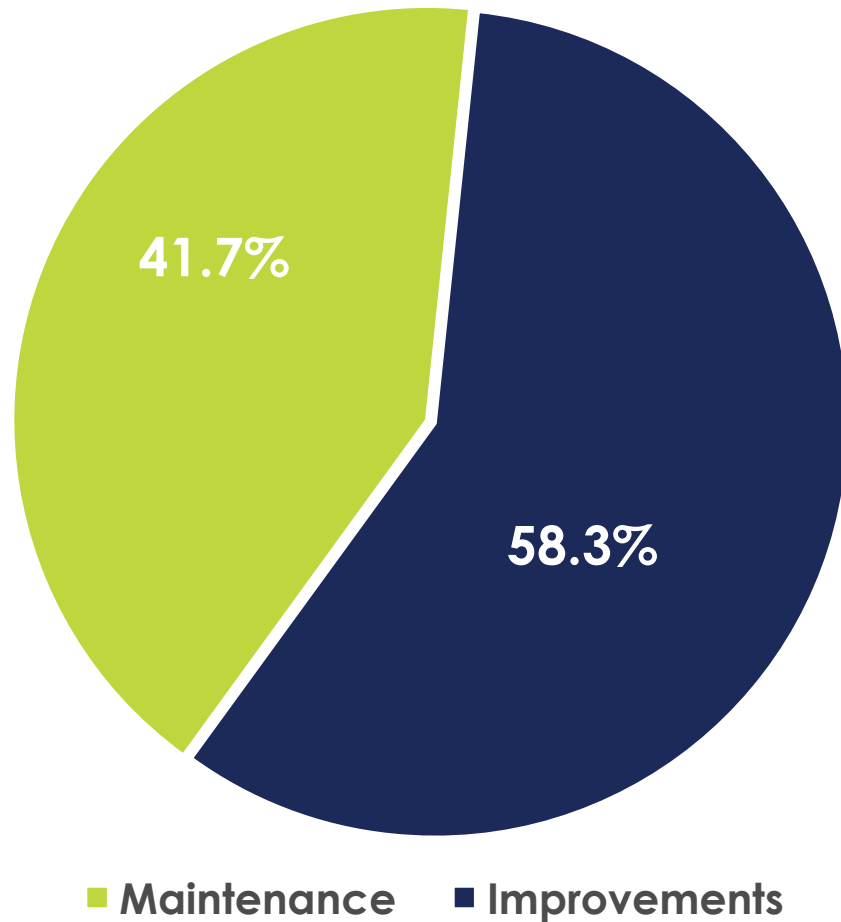
\$ 71,064,081

YEAR TO DATE FEBRUARY 28, 2021	
BUDGET	ACTUAL
\$ 7,147,611	\$ 7,762,392
\$ 10,948,987	\$ 10,150,700
\$ 904,830	\$ 878,593
\$ 640,883	\$ 528,584
\$ 1,520,684	\$ 1,414,429
\$ 2,181,015	\$ 2,263,468
\$ 1,343,381	\$ 834,591
\$ 2,153,781	\$ 4,646,454
\$ 930,285	\$ 758,693
\$ 3,353	\$ 2,639
\$ 64,560	\$ 20,976
\$ 30,258	\$ 16,110
\$ 23,508	\$ 8,330
\$ 20,765	\$ 33,978
\$ 297,234	\$ 202,200
\$ 3,333,333	\$ 2,480,082
\$ 2,986,207	\$ 2,147,345
\$ 34,530,674	\$ 34,149,565

\$ 1,352,175	\$ 1,562,081
\$ 5,941,333	\$ 6,830,425
\$ 6,270,382	\$ 4,791,449

\$ 48,094,564	\$ 47,333,520
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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

Online Outreach

Robust safety messaging is strategically distributed through SunRail's social media channels, reaching nearly 40,000 followers weekly. Safety messaging includes the promotion of safe behavior around railroad tracks and crossings, and reiteration of the safety that is prioritized with the latest procedural cleaning updates.

CDL Presentation

SunRail's virtual safety presentation, designed for CDL (Commercial Driver's License) professional drivers, recently reached final stages of approval and will be in market before April. This presentation will be distributed to over 200 businesses along the CFRC.

Anti-Human Trafficking Poster

SunRail is demonstrating support for anti-human trafficking efforts, brought to organizational attention through a regional transit & law enforcement partnership. SunRail is developing onboard signage, in step with suggested messaging, to educate riders on signs of potential human trafficking victims and proper actions to take. The signage bolsters safety knowledge that can save lives during encounters with trafficking circumstances. Signage is now in draft stages.

Quiet Zone Updates

As quiet zones continue to develop along the corridor, SunRail prioritizes the safety messaging responsible for awareness. Messaging is particularly important, as quiet zones are features new to many Central Florida communities. Eleven (11) new quiet zones were implemented in Kissimmee on February 4, 2021. Safety handouts were developed and sent out to schools and businesses located near each new quiet zone. SunRail continues to monitor and preemptively distribute safety material to upcoming quiet zone implementation areas.

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/>.

SunRail Library Safety Display

To bring rail safety to families, SunRail's safety team created NEW mobile safety displays for libraries. This free display features activity sheets, STEM lessons, photo props, and is supported by the library's own books about trains. The traveling displays are featured for one month at public libraries along the corridor.



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:

Facebook – 16,479

Twitter – 17,390

Instagram – 5,207

Total social media followers – 39,076

SUNRAIL APP DOWNLOADS

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

NEW SUNRAIL MARKETING INITIATIVES

School Pride Promotion

To grow ridership, SunRail launched a President's Day campaign inviting students throughout Central Florida to show their school pride on SunRail. Students wearing their school merchandise that day were able to do so at no cost. The campaign was a great success resulting in the third highest ridership day since March 2020!

EXPLORE CENTRAL FLORIDA!

Students, teachers, and families were invited to Explore Central Florida during spring break. This campaign launched on March 15 and concluded on March 26 in order to include Orange, Osceola, Seminole, and Volusia County students. Unique to this campaign were specially-themed destination ideas to encourage new and seasoned riders to rediscover all of the wonderful attractions along the corridor. Specialty giveaways included station-themed magnet giveaways and SunCards to encourage long-term ridership growth. Ridership was exceptional, reaching some of the highest numbers since March 2020.

Rebuilding Ridership

Exciting efforts are underway as the SunRail marketing and business development teams are working to rebuild ridership through leisure destination promotions, best commuting practices in an emerging post-pandemic work environment, meeting with healthcare organizations to provide additional solutions for these major employers, in addition to working with local businesses, Chambers of Commerce, commercial realtors, and TOD.

DeBary Station Construction

The SunRail marketing team worked diligently to keep riders informed of the refurbishment efforts at the DeBary station, which is now complete. Efforts included helpful signage, social media, and additional Ambassador support.

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.



RIDER RESTORATION AND RECRUITMENT EFFORT

With the traditional commuting environment having been altered dramatically because of the pandemic, the SunRail business development team developed and activated a strategy to identify new potential “buckets” of riders. The team further outlined a series of immediate actions we could take to educate those populations about SunRail and promote it as a solution in the evolving commuting environment. This work includes:

- **Downtown Orlando Employer Re-education:** Outreach to existing employer base in Downtown Orlando and other large commuting clusters to promote SunRail as a solution.
- **Commercial Real Estate:** Working with commercial real estate professionals in downtown Orlando and other areas to better understand the current office environment and promote SunRail as an option to businesses who are re-evaluating their physical footprint and the way they ask employees to work (ex — SunRail as an option for a Downtown Orlando worker who formally commuted by car five days per week but now is only required at the office two days per week).
- **Shared Workspace:** Identifying and working with new shared workspace establishments to promote SunRail to this evolving market of workers.
- **Leisure Opportunities:** Work with the marketing team to identify opportunities to promote SunRail as safe option to travel to the small (but growing) number of events.
- **Public-Private Partnerships:** Similar to work with the UCF/Valencia Downtown Campus, explore ideas and options to promote SunRail to large groups of potential commuters.
- **New Businesses:** Reach out to all new businesses that have been established during the pandemic to promote and educate.
- **TOD Centers:** Outreach to transit-oriented development centers that have opened since the pandemic started.

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.



TOD METRICS SUMMARY SCORECARD

APRIL 2021

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



ADVERTISING REVENUE SCORECARD

APRIL 2021

2021 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: 1 POSITION AVAILABLE NOW

All are 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

STATION KIOSK ADVERTISING: AVAILABLE NOW AT MOST STATIONS LAKE MARY STATION IS SOLD OUT

All contracts are sold on an annual basis.

Partners may purchase multiple or individual stations.

Total Placements Available:	66
Placement Fee:	\$3,300 per placement

COACH SPONSORSHIPS: AVAILABLE NOW

All contracts are sold as one-year, with a 2-year maximum.

Total Placements Available:	7
Placement Fee:	\$60,000

TRAVEL GUIDE ADVERTISING: SUSPENDED DUE TO COVID-19