



# CUSTOMER ADVISORY COMMITTEE

*July 1, 2021*





# Central Florida Commuter Rail Commission

## Customer Advisory Committee

**Date:** July 1, 2021  
**Time:** 5:00 p.m.  
**Location:** FDOT/GoToWebinar Host

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***PLEASE SILENCE CELL PHONES***

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- I. Roll Call**
- II. Call to Order and Pledge of Allegiance**
- III. Confirmation of Quorum**
- IV. Chairman Remarks**
- V. Introductions**
  - a. Re-Appointment – Liz Strugeon, CAC Volusia Representative
  - b. Appointment – Luis Nieves-Ruiz, CAC Orange Representative
- VI. Information Items**
  - a. April 1, 2021 Meeting Minutes
- VII. Chairman's Report – Mr. Grzesik**
- VIII. Public Comments**
  - o *Nadia will read into the record any received prior to the meeting start.*



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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- *Those joining in person will be permitted to approach the podium in the LYNX Board Room.*
- Each speaker is limited to three minutes.

### **IX. Discussion Items**

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

### **X. Transition Consultant Update**

- a. Transition Update – Alan Danaher

### **XI. Committee Member Comments**

### **IX. Next Meeting - Proposed**

- a. Next Meeting – September 30, 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](mailto:roger.masten@dot.state.fl.us) at least three business days prior to the event.*

# Customer Advisory Committee

April 1, 2021

5:00 p.m.

GoToWebinar Hosted by FDOT

LYNX Central Station

2<sup>nd</sup> Floor Multi-Purpose Room

**Attendees:** Chair James Grzesik, Member Edward Richter, Member Joseph Hinely, Member Dorothy O'Brien, Member Marie Ann Regan, Member Marianna Epright, Charles M. Heffinger, Lorie Matthews, Mike Carman, Sandra Gutierrez, Patricia Ruffino, Bruce Detweiler, Ralf Heseler, George Gault, Bill Land, Linda Nesbitt, Regina Cargill, Michael DePallo, Alan Danaher, Michelle Kendall and Tawny Olore.

## Minutes

**Virtual Meeting called to order by CAC Chair James Grzesik at 5:00 P.M.**

### **Pledge of Allegiance**

### **Announcements:** Chairman's Remarks

- Governors Order allows for in person meetings but since this meeting is held virtually, it will be a workshop style meeting, and therefore, no action items/minutes approval will be handled.

### **Action Item:**

- Most of the members shall constitute a quorum. A quorum was eventually met.

### **Agenda Item:** Chair's Report

**Presenter:** James Grzesik

- Mr. Grzesik attended the CFCRC Meeting on February 4, 2021. He mentioned the meeting had a full agenda with exciting discussions. Some items worth mentioning are as follows:
  - Mr. Charles Heffinger provided updates on the performance of SunRail, and mentioned PTC was fully implemented December 31, 2020. He also covered topics such as the Citrus Connection and the DeBary canopy construction update.
  - LYNX and Votran both provided updates as well.
  - WSP was selected as the Transition Consultant and will provide updates at upcoming meetings.
  - The new transition date was discussed and FDOT stated they are fully committed to operating SunRail until the completion of the extension from DeBary to DeLand, known as Phase 2 North.
  - Four options for the extension to DeLand were presented but no vote took place.
  - New ticketing system coming soon.
  - Brightline representative presented a request to perform a feasibility study for Phase 3. Phase 3 is the extension to the Orlando International Airport. Brightline is currently constructing tracks from Miami to Orlando with plans for the next phase to extend from Orlando International Airport (OIA) to Tampa. There is potential for SunRail to extend to OIA utilizing a portion of shared track.
  - Election of Officers for 2021-2022 occurred during the CFCRC meeting.
    - Mayor Demings was elected as Chairman.
    - Commissioner Janer was elected as Vice Chairwoman.
    - Mayor Dyer was elected as Secretary.
  - The next CFCRC meeting will be held on April 29, 2021, and a brief recap of this CAC meeting will be presented.

### **Public Comment:**

- No Public comments were made.

### **Agency Update:**

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

- SunRail is going to DeLand!
  - Plan was approved on February 4, 2021.
  - Six of the twelve-mile extension will be double tracked. Four miles going south from DeLand station will be double tracked and approximately two miles heading north from the DeBary station.
  - Innovative design reduced the overall scope and cost of the project from \$75 Million down to \$44.1 Million.

- This option meets the expectations and contractual commitments of the Interlocal Agreements and allows to run a full service.
- Design work is currently underway and FDOT is working diligently to meet the procurement advertisement goal of June 28, 2021.
- Anticipates beginning construction by January or February of 2022.
- Explore Central Florida
  - SunRail offered a Spring Break promotion from March 15-26, 2021.
  - Featured unique medallions at the stations, large medallions on the ground and small magnets as take aways. Riders who took a picture with these medallions and posted to social media were entered into a daily giveaway of a \$25 promotional credit to ride SunRail.
    - Averaged about 23 entries a day.
    - Awarded 10 people with \$25 promotional credit towards SunRail.
  - Featured unique destination suggestions. Posters were displayed to promote SunRail's microsite which presents areas of interest around each station.
  - Ridership peak of 3,814 which occurred the first Friday of spring break. This is the highest ridership recorded since March of 2020.
    - Have seen slight uptick in ridership since Spring Break with about 2,700 – 2,800 riders a day.
- Ride & Shine
  - The website features about a 30-second video as a wakeup call for Central Florida to reimagine SunRail and incredible opportunities that it creates.
- Mr. Heffinger mentioned if you went on the website on April 1, 2021, you would have noticed it introduced MoonRail instead of SunRail. This created 38,000 impressions from Facebook and social media. Turned out to be a good April fool's joke.
- On-Time Performance Average
  - Contractual on-time performance from December 2020 – February 2021 was 99.3%.
    - Mr. Heffinger explained the contractual On-Time Performance does not include strikes or locomotive breakdowns.
  - Previous performance was at 99.7%. This means if it takes 82 minutes to run from DeBary to Poinciana you will make it on time within plus or minus 14 seconds 99.7% of the time.
  - SunRail wants to ensure reliability and the last thing we want is for passengers to be late to their destinations.
- Positive Train Control (PTC) is Positively Successful
  - As of February, PTC operations were at 99%. When Amtrak was on the corridor, they operated at 99.1% and CSX operated at 100%.
  - Everyday SunRail runs 40 trains through the entire corridor. Out of 23 days there was only a day or two where PTC was not working at that time. It was engaged but not performing correctly.
  - It is believed the next highest percentage in the nation for one month was 96%. TriRail down south is running about 80-85%.
  - FRA is allowing a one-year grace period to work out PTC issues but in 2022 fines and penalties will be handed out for violations regarding running along the corridor without PTC.
- Operation S.T.R.I.D.E.
  - Roadway markings increase safe stopping distance from tracks.
  - Proven successful and installing statewide. Studies have shown the Dynamic Envelopes have reduced stopping on the tracks by up to 40% in some areas.
  - Three crossings along the corridor have not been fully completed due to Brightline construction but temporary markings are in place. Once Brightline finishes construction, the permanent Dynamic Envelope markings will be completed.
  - There are 172 crossings in District 5, which consists of nine counties, and 169 crossings have been completed.
- DeBary canopy construction is complete and has been fully refurbished.

- The CAC Board has brought up concerns at their meetings and this has allowed the Department to address those concerns and improve the SunRail experience. An example of addressing concerns was a TVM at a station was not being utilized so the Department moved it to a better location.
- Mr. Heffinger stated the CAC Board makes a positive difference along the SunRail corridor.
- TSA has a mandatory mask requirement while riding the trains and extends to the platform as well.
  - Security on board to aid in enforcement. A few incidents where a passenger had to be escorted off for not following the mandatory mask requirement.
  - TSA signage is displayed to provide information regarding the mask requirements.
- Rider surveys will be conducted in the coming weeks to collect feedback on service and other areas of opportunity for improvement. Two major focus areas are Advent Health and Orlando Regional Medical Center.
- The CFCRC Board agreed to move forward with the Brightline resolution supporting a feasibility study to explore the possibility of a connection to the Orlando International Airport (OIA).
  - The main goal for Brightline is to get from OIA to Tampa but there is discussion of possibly going to Disney and making it more of a transportation hub.
  - Ms. Tawny Olore has attended Brightline meetings as a representative for the CFCRC to answer questions.
  - Work with Brightline to make the OIA connection happen is coming along; however, the goal of the Department is to protect the SunRail corridor with regards to capacity. Mr. Heffinger explained because FDOT operates the dispatch center, SunRail will have priority. For example, if a SunRail train and an Amtrak train are both coming at the same time, SunRail takes priority.
  - Brightline is performing a ridership study to see what ridership will be in the projected years. They are working with SunRail's technical group to determine if a third track is needed.
  - Currently there is a spur that runs just south of the Bee Line Expressway to the airport. The goal is to utilize that spur and determine how many tracks are needed. That could be a solution for Brightline to move forward to the airport.
  - Brightline's goal is to complete the stretch from the Airport to Tampa and there are no current plans for a station near Meadow Woods.
  - There may be a way to run a shuttle service that would operate from the LYNX or Church Street Station and travel south to the airport on the current corridor.
  - A 1.7-mile area in Kissimmee is being double tracked and once that is complete there may be potential to run from the Kissimmee Station to the airport with the opportunity to run on the weekends.
  - Mr. Heffinger explained these ideas are not currently in the works and reminded we are not planning for today but rather FDOT is planning.

#### **LYNX Bus Connectivity:**

**Presenter:** Bruce Detweiler

- Mr. Bruce Detweiler introduced himself as the Interim Director of Planning for LYNX.
- Ridership for fixed route service is down approximately 45% February 2021 compared to February 2020 primarily due to the COVID-19 pandemic.
- The three stations with the highest ridership for fixed route are Advent Health, Winter Park, and Sanford.
- Feeder Bus service is down about 51% from last year primarily due to the pandemic as well.
- Decrease is right in line with the overall decline in LYNX ridership which is at about 50%

#### **Votran Bus Connectivity:**

**Presenter:** Ralf Heseler

- Ridership activity report for DeBary station:
  - Ridership is currently holding steady but there is still a decline from last year.
  - Votran ridership is down about 50% largely due to the COVID-19 pandemic.

#### **Transition Consultant Update:**

**Presenter:** Michael DePallo

- Mr. Michael DePallo introduced himself. He is happy to hear how well SunRail is doing in the commuter rail industry.
- Mr. DePallo stated over the last seven years, SunRail operated under the jurisdiction of FDOT and continues to. The purpose of this project is to transition to a new entity.
- Consultant Project Team
  - WSP is the prime firm.

- WSP is a large consulting firm with over 200 offices throughout the United States including one in Orlando.
  - Toole Design Group is a sub-consultant.
    - The lead is Andrea Ostrodka. She led the Phase 1 Transition Analysis in May of 2019 and is familiar with SunRail.
  - Texas Transportation Institute (TTI) is another sub-consultant.
    - TTI lead is Alan Rudder who is a former FRA Administrator. They produce the National Guidebook on Contracting Commuter Rail Services.
  - HHCP is another sub-consultant.
    - Designed most of the existing SunRail Stations.
- WSP Key Team Members
  - Mike DePallo is the Project Manager
    - He has over 40 years-experience in the transportation business. He has worked for five of the largest transit systems in the United States with the last two assignments as Director and General Manager of the Port Authority Trans-Hudson (PATH) Commuter Railroad in New York and the CEO of Metrolink Commuter Railroad in Los Angeles.
  - Alan Danaher is the Deputy Project Manager
    - He has many years working on projects just like this one out of the Orlando office
  - Michelle Kendall is the Public Involvement Task Lead
  - Dan Mazza is the Facilities Assessment Task Lead
  - Nick Amrhein is the Strategic Planning Task Lead
- Transition Study Process
  - Tasks are made up of:
    - Data Collection
    - Strategic Planning
    - Facilities Assessment
    - Risk Management
    - Transition Plan
  - Deliverables consist of:
    - Existing Conditions Report
    - Transition Analysis Report
    - Financial Memorandum
    - Risk Management Report
    - Transition Plan Report
    - Comments and Coordination Report
  - Agency Involvement
    - Steering Group
    - CFCRC Board and Committees - CFCRC, TAC, CAC
    - Steering Group
    - MetroPlan Orlando and River to Sea TPO
    - FDOT
    - Additional Stakeholders
    - Local Funding Partners' Commissions/Councils
- Data Collection Task – Key Elements
  - Mr. DePallo stated an enormous amount of data has been collected and FDOT has been great at supplying the data.
    - Contracts and Agreements
      - Various vendors such as Amtrak, Herzog, and Bombardier
      - Agreements such as the Interlocal Agreement

- Plans
    - Asset management
    - CIP
    - Emergency Preparedness Plan
    - Safety and Security Plan
  - Staffing
    - Detailed Organizational Charts
  - Operational Data
    - Incidents
    - Accidents
    - Inspections
    - Operating rules
  - Initial Transition Analysis Report
- Facilities Assessment – Key Elements
  - Field Review of the entire system
    - Tracks
    - 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 FFGA Items
- Strategic Planning Task – Key Elements
  - Analysis of Contracts and Agreements
  - Staffing
  - Committees
  - Agency Process
  - Existing Plans
    - Asset Management
    - Capital Improvement Program (CIP)
    - Safety, Security and Emergency Management
    - Fare Collection and Evasion
  - Financial Assessment
    - Validation of Financial Condition
    - Revenue Options
    - Benchmarking Analysis
- Transition Plan: Bringing it All Together
  - Provides recommendations for any organizational changes that may be necessary.
  - Contract and Agreement Structure
  - Capital Improvement Needs
  - Risk Management Plan
  - Implementation Schedule
- Deliverables



- Existing Conditions Report
- Transition Analysis Report
- Financial Memorandum
- Risk Management Report
- Transition Plan Report
- Comments and Coordination Report
- Schedule
  - 18-month target
  - Existing Conditions Report due June 2021.
  - Transition Analysis Report due December 2021
  - Transition Plan due July 2022
  - Agency Involvement
    - Meetings to occur quarterly with the CFCRC Board and Committees (TAC and CAC)
      - January, April, July, and October
    - Meetings to occur every 6 months with the four County Commissions, Orlando City Council, and two MPO's (MetroPlan Orlando and River to Sea TPO)
- CAC Involvement – What is your role?
  - The CAC consists of people that ride the train, so your perspective is very important. 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?

**Committee Member Comments:**

**Presenter:** James Grzesik

- Mr. Grzesik has seen a lot of positive changes for SunRail and appreciates Mr. Heffinger's involvement in all facets of SunRail operations.
- He also appreciates LYNX and Votran for getting passengers to their destination.
- He noted how well SunRail's ridership was prior to the pandemic and the discussions about adding a third train because of overcrowding. It all took a fall when the pandemic hit but he believes we are coming out of it.
- Mr. Grzesik looks forward to the extension to DeLand in the future.
- Member Ed Richter addressed one of the reports that mentioned a ridership peak at 3,814. Prior to the pandemic, ridership was around 7,000. He asked Mr. Heffinger if he was satisfied with the results that have transpired since the pandemic.
  - Mr. Heffinger replied stating ridership was down to 800 back in April 2020. There have been spikes on holidays and certain peak days. He mentioned the 3,814-ridership number did fall on a Friday. One thing to look at as an improvement is the fact that the Governor is pushing to open businesses up.
    - He is happy to see a continual progression. Just a few months ago ridership was around 1800 and it appears every month the ridership increases by a couple hundred. He believes as more people transition from teleworking to going back to the office, ridership will continue to increase.
    - The goal is to get back to where we were. It may take a little longer than projected but we will get there especially when the Brightline extension is complete.
- Mr. Richter reported an increase in air traffic where he believes it is probably due to consumer confidence with the availability of the vaccine. He questioned how it will affect SunRail.
  - Mr. Heffinger noted LYNX has a 3-bus route from Sand Lake Road Station to the airport every hour. As we see the economy expand with tourism, we can expect more people coming in from the airport as SunRail gets bigger.
- Member Marie Ann Regan questioned if SunRail was looking to change the schedule to include weekends and evenings to include more of a social and commuter rail experience given more people are working from home. She believes SunRail is missing out on a big chunk of users on the weekends and evenings.

- Mr. Heffinger stated there are no current plans to run weekend services. SunRail was meant as a means for commuters to get to work. It is an additional expense that ultimately has a 100% increase in cost to run an additional two days. SunRail is looking at shuttle service options on the weekends to run to the airport. A possible option would have a shuttle service run south from the LYNX station to the airport and a shuttle to run north from the Kissimmee Station to the airport.
- Ms. Dorothy O'Brien is currently working from the office and has been since June, but she is surprised at how many people she knows that are going into the office and would use SunRail but are hesitant to do so because they did not realize there were any safety protocols in place other than wearing masks. She has asked if anything has been done to promote the safety precautions in place. She believes it would elevate some people's comfort level to going back to riding the train rather than driving.
  - Mr. Heffinger replied stating the safety measures are on the website and social media sites listing the numerous steps taken to ensure the trains are clean and safe to ride. SunRail has received many compliments as to how clean the trains are.
  - There is an individual on every train that wipes down all touch surfaces. There are security guards present on every train to enforce mask requirements. Trains are fogged nightly Monday through Friday. Directional signage to promote one-way traffic throughout the trains are posted. Sanitizing stations are located at every entrance and exit.
  - For two weeks, six billboards promoting SunRail messaging were in place in downtown Orlando.
  - Mr. Heffinger encourages everyone to help spread the word about SunRail's protocols regarding COVID safety precautions.
- Mr. Grzesik commented he has ridden the train since the pandemic and agrees the trains are much cleaner. He has seen the signs on the websites and billboards but believes it will take some time for people to become comfortable in large group gatherings.
  - Mr. Heffinger stated one thing to consider is that if you have 2,500 riders spread apart on 40 different trains at 16 different stops, the trains are not running very full right now so social distancing is possible on SunRail.

Next meeting is scheduled for Thursday, July 1, 2021, at 5:00 p.m., final location - TBD

**Meeting adjourned at 6:03 P.M.**

# PLEDGE OF ALLEGIANCE

(Please Stand)

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





# TITLE VI

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

**ROGER MASTEN**

SunRail Title VI Coordinator

801 SunRail Drive

Sanford, Florida 32771

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

**JACQUELINE PARAMORE**

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

A blue-tinted photograph of a SunRail train stopped at a railroad crossing. The train is white with yellow and blue stripes. In the background, there are multi-story apartment buildings. A crossing sign with the number '2' and the word 'TRACKS' is visible. The word 'WELCOME' is overlaid in large white letters, flanked by yellow brackets.

# [ WELCOME ]





# CHAIRMAN REMARKS INTRODUCTIONS

**Re-Appointment: Liz Sturgeon**



**Appointment: Luis Nieves-Ruiz**





# CHAIR'S REPORT

James Grzesik



# PUBLIC COMMENTS





# AGENCY UPDATE

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





# ALL NEW MARKETING CAMPAIGNS



- Multi-layered campaigns to boost ridership
- Prominent billboards on I-4
- Behavioral targeting for paid & social media
- Google search PPC in targeted areas
- Innovative social media strategies
- New email marketing
- Partnerships with local chambers
- Special events planning with local communities



# CAMPAIGN SNAPSHOT

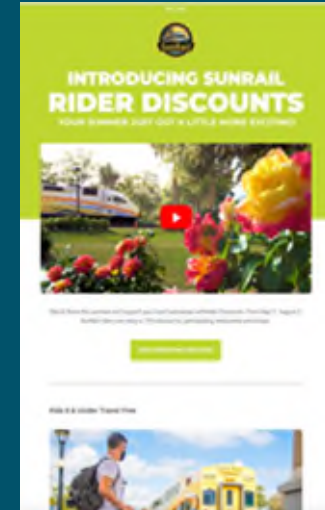


**TRAVEL SUNRAIL  
SAFE & SOUND**  
Plan Your Next Adventure with SunRail.



**WELCOME BACK,  
RIDERS!**

See You On Board • SunRail.com







# ALL NEW RIDER DISCOUNTS!

- 15% discount at participating businesses with your SunCard or SunRail ticket
- Promotion ends August 2, 2021
- Window decals in shops and restaurants promote program in Winter Park, Sanford & Kissimmee







# ALL NEW SUNRAIL MERCHANDISE!

- Created to meet rider demand
- Next opportunity to purchase is at Kissimmee Farmer's Market 7/2
- More designs and options are in development



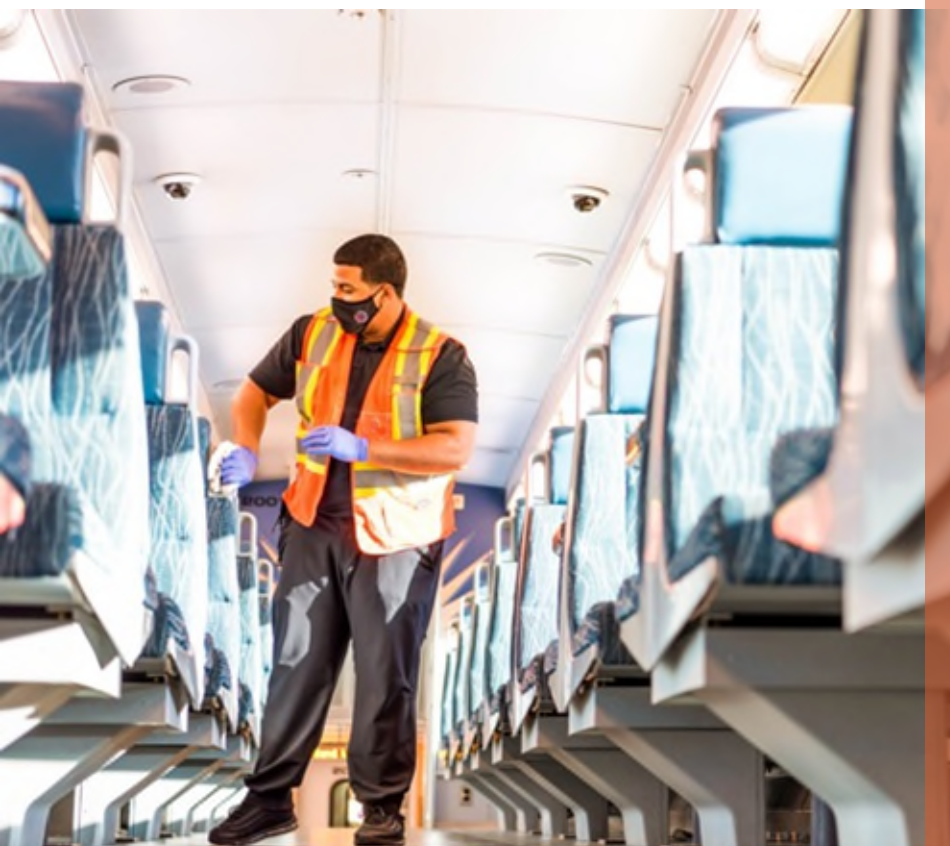


# [ REWARDING RIDERS ]

- We have been surprising and delighting riders with giveaways onboard
- We appreciate you!







# WE ARE STILL KEEPING YOU SAFE

- Trains are fogged nightly
- Continual cleaning throughout day
- Onboard security
- Hand disinfectant at all entrances/exits
- TSA Mandate – masks required onboard through 9/13; not required on station platforms





# [ WE'RE GOING TO DELAND! ]

- On schedule for procurement on 6/28/2021
- Rail on the ground February 2022
- Opening mid 2024!







# HURRICANE SEASON

- Did you know?
  - Service may be suspended 24 hours before 39mph sustained winds or flooding expected
  - We must remove gates and store equipment before storm
  - Corridor must be inspected and gates reinstalled before service can begin again



# ABOVE AVERAGE

- On-Time 58 Days
- 65 Operating Days
- Ran 2,600 Trains

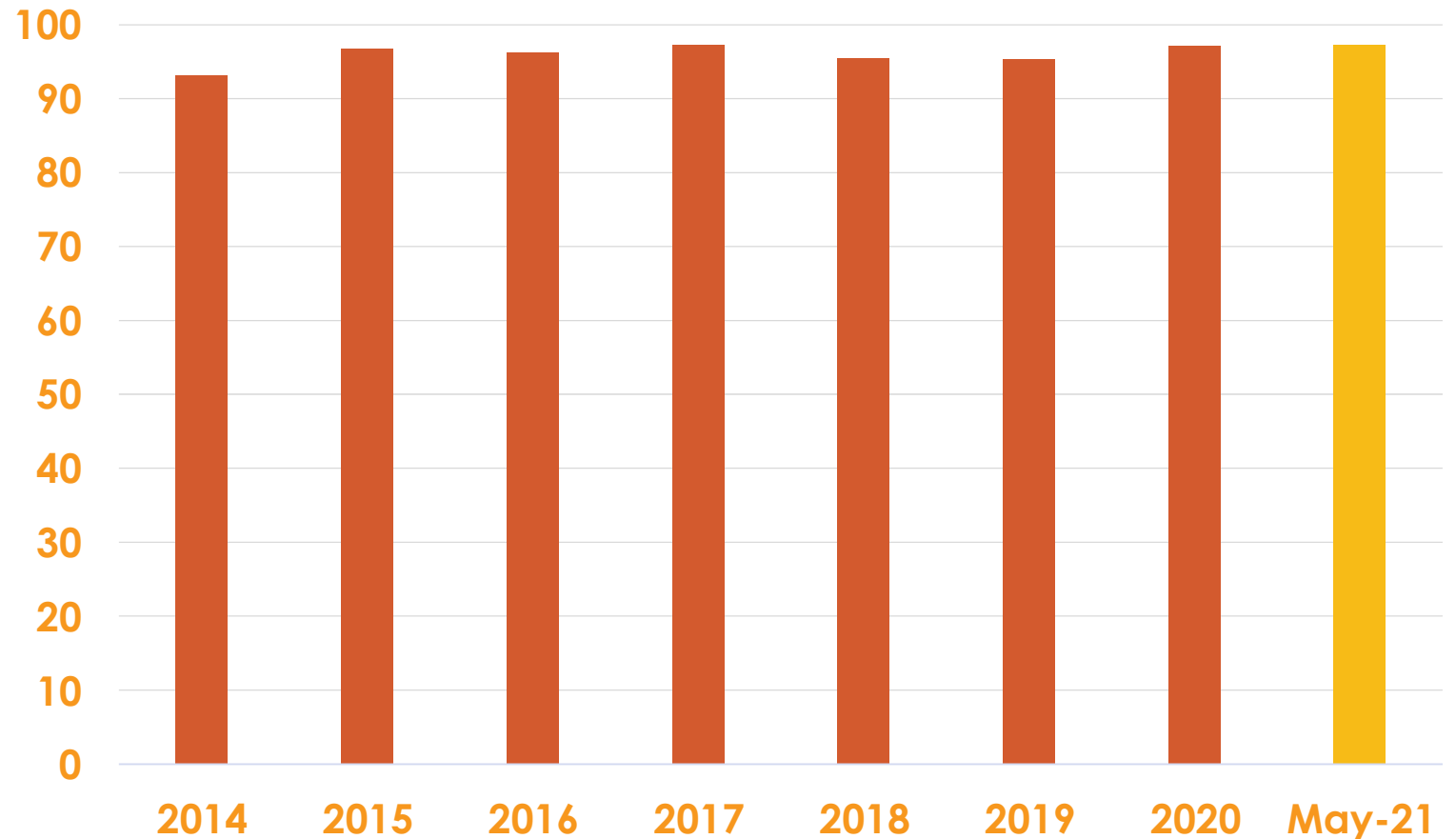
## ON-TIME PERFORMANCE AVERAGE

March 2021 – May 2021

Goal = 95%

Actual = 97.2%

Contract = 99.4%





# [ PTC SUCCESS ]

- Year to Date PTC Active Operating Percentage:
  - SunRail 99.5%
  - CSX 99.3 %
  - AMTRAK 98.1%



# [LYNX CONNECTIVITY]

## LYNX Fixed-Route Average Daily Boardings Alightings

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	
<b>Days of Operation</b>	<b>22</b>	<b>19</b>	<b>22</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>20</b>					<b>167</b>
Sanford	112	279	266	219	211	228	146	271					217
Lake Mary	42	49	56	49	51	57	74	64					55
Longwood	39	57	50	65	62	66	69	66					59
Altamonte Springs	40	101	80	112	30	55	13	38					59
Maitland	15	12	14	12	11	10	15	14					13
Winter Park	201	227	255	236	234	241	227	226					231
AdventHealth	246	255	248	245	265	260	280	210					251
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	17	20	20	12	13	17	18	17					17
Sand Lake Road	71	87	73	79	82	112	91	111					88
Meadow Woods	77	80	76	80	55	65	71	85					74
Tupperware	7	11	11	10	10	12	8	10					10
Kissimmee Intermodal													-
Poinciana	4	4	3	3	5	4	5	5					4
<b>Total - All Stations</b>	<b>871</b>	<b>1,182</b>	<b>1,152</b>	<b>1,122</b>	<b>1,029</b>	<b>1,127</b>	<b>1,017</b>	<b>1,117</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,077</b>
Percent change from FY 20 to FY 21	54%	-32%	-19%	-30%	-45%	-34%	733.6%	35%					-26%

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	May		Change	% Change
	FY20	FY21		
18	11,288	15,052	3,764	33%
418	2,402	3,607	1,205	50%
155	163	446	283	174%
306	71	1344	1,273	1793%
604	84	95	11	13%
631	266	338	72	27%
632	202	129	(73)	-36%
709	592	802	210	35%

# [VOTRAN CONNECTIVITY]

June 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	20	22	20					166
Total Monthly Ridership	827	616	664	478	561	542	753	788					5,229
Avg Daily Ridership	38	31	30	24	28	27	34	39					31

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

# TRANSITION UPDATE

Mike DePallo





# Project Status Update

July 1, 2021  
5:00pm

Customer  
Advisory Committee  
Meeting

## SunRail Transition Plan Consulting Services



## Today's Discussion Items

- Key Interview Insights
- Field Review Observations
- Status of Existing Conditions Report
- Initial Risk Assessment Workshop
- Schedule Update

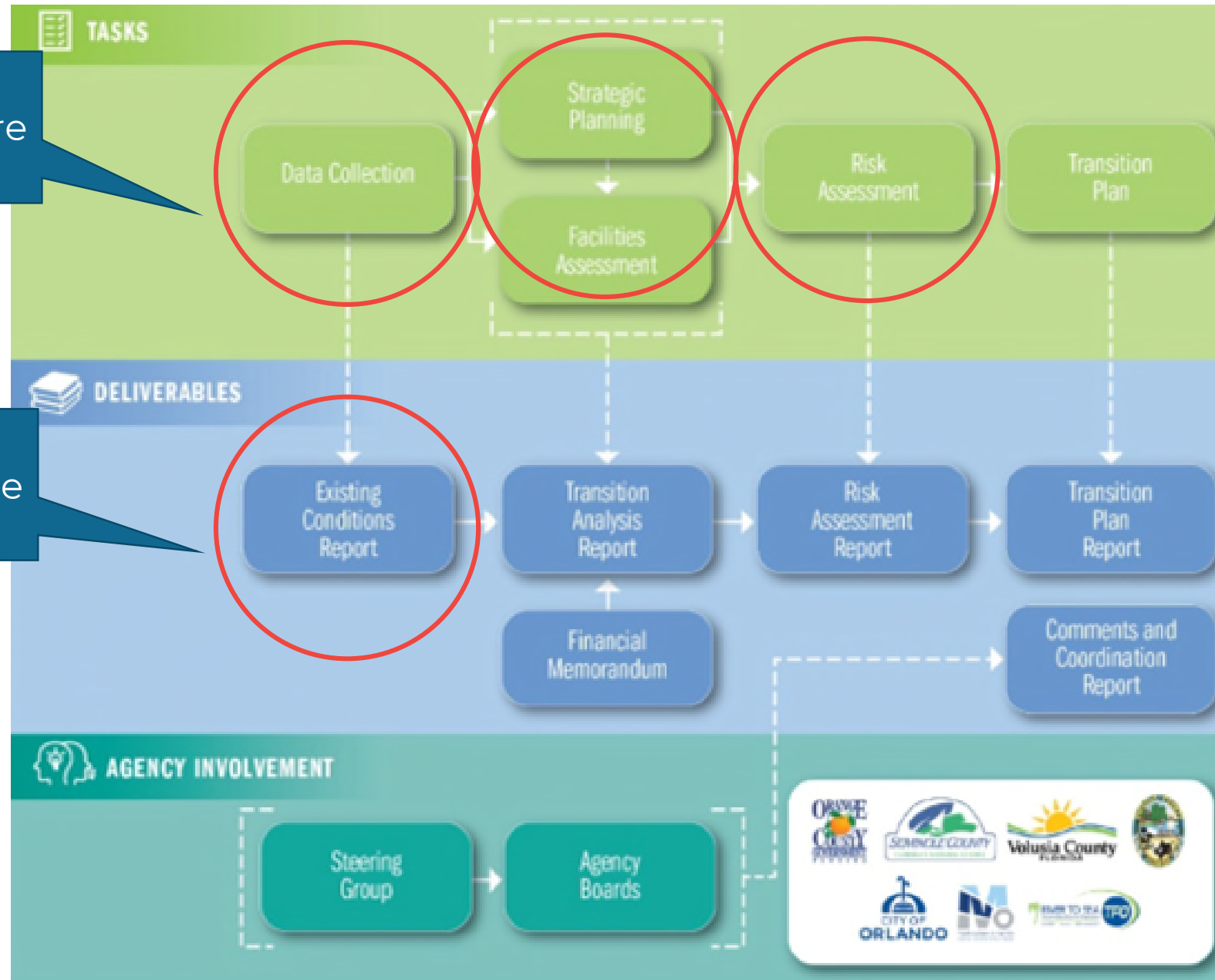


# Transition Study Process – Current Status

Project Update

We are here

We are here



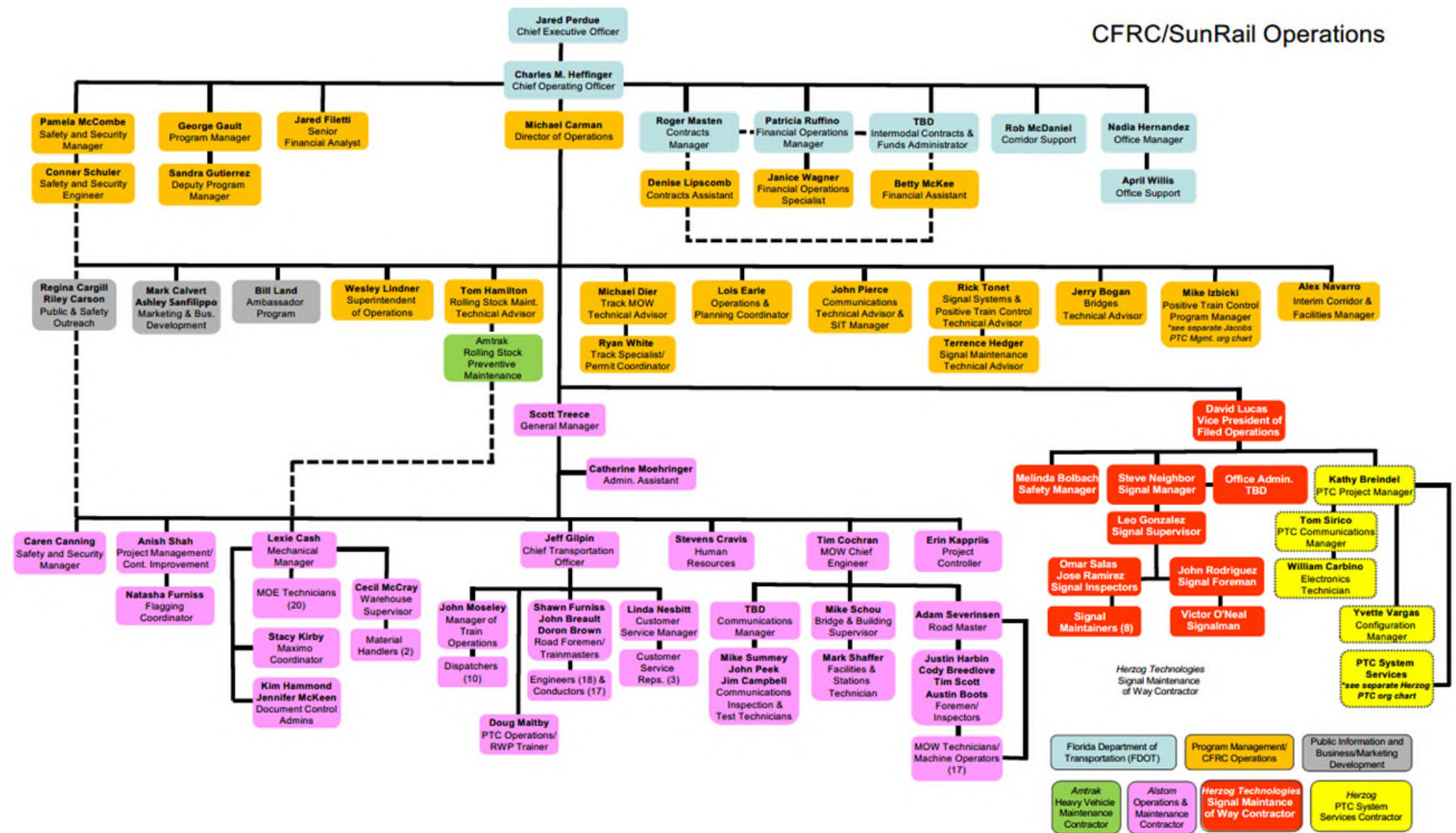


## Completed Tasks

- Data Collection
- SunRail Staff Interviews
  - *Leadership*
  - *Technical Rail*
- Field Review
- Existing Conditions Report Draft
- Initial CFCRC Board/CAC/TAC Briefings
- Risk Assessment Workshop



# Latest SunRail Organization Chart



## Leadership Interviews

- Chief Administrative Officer (Jared Perdue)
- Chief Operating Officer (Mike Heffinger)
- Director of Operations (Mike Carman)
- Program Manager (George Gault)
- Contracts Manager (Roger Masten)
- Financial Operations Manager (Patricia Ruffino)
- Safety and Security Manager (Pam McCombe)
- Interim Corridor and Facility Operations Manager (Alex Navarro)
- Customer Service Manager (Linda Nesbitt)
- Office Manager (Nadia Hernandez)





## Leadership Interviews – Current Experience

- General satisfaction with how things are organized and operate; no significant changes identified
- View SunRail as high-performing, quality operation
- Excellent safety record
- FDOT provides support through other departments and individuals who periodically devote some time to SunRail
- Multiple contractors – each responsible for a different element of the service – is viewed positively
  - Allows for multiple viewpoints on an issue
  - Deep experience in each specific operating element
- FDOT managers share space with contractors allowing for frequent interaction and problem-solving
- Relations with CFCRC have improved greatly
- Pride in SunRail; high morale



## Leadership Interviews – Thinking to the Future

- Develop Vision – what should SunRail should aspire to?
- Operations Staff - long-time railroad experience is crucial
- Potential loss of support from FDOT is a major concern
  - Particularly legal, grants, financial and budget support
- Interlocal agreements - may need updating as some aspects of the service were never addressed (e.g. PTC)
- FDOT Role – what will be the role of FDOT in successor organization?



## Leadership Interviews – Thinking to the Future

- Leadership and Senior positions – consider being in-house rather than consultants
- Additional and/or Dedicated Staff - may be necessary in finance, legal, assessment of new Information Technology (IT)
- New Operating Contract - revisit incentives and penalties to assure they are effective
- Staff Transition - assure overlap from when current staff/consultants leave and new teams take over
- New Ancillary Services - consider new service offerings onboard and in stations
- View SunRail as a business dependent on customers rather than a government service





## Technical Rail Staff Interviews

- Track/Grade Crossings
  - *Meeting held on 5/04/2021 to acquire additional information on MOW after conducting hi-rail trip on 5/01/2021*
- Signals/PTC
  - *Meetings held on 5/06/2021 and 5/07/2021 to acquire information on system prior to field visit*
- Dispatch
  - *Meeting held on 5/05/2021 to acquire information on dispatch system prior to field visit*
- Communications
  - *Meeting held on 5/06/2021 to acquire information on communication system and network, along with any future upgrades/modifications prior to field visit*
- Vehicles
  - *Meeting held on 5/04/2021 to acquire information on rolling stock and maintenance prior to field visit*



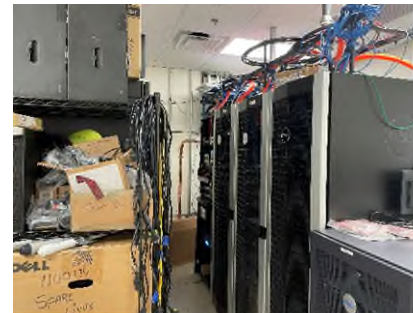
## Field Review Initial Findings – Track & Grade Xings

- Track/Grade Crossings
  - Hi-Rail of entire CFRC, completed on 5/01/2021
  - Well-Maintained corridor
  - Mainline track, all on timber ties
  - CWR strings staged for installation
  - Some grade crossings were either asphalt/rubber insert or rubber panels, which are scheduled to be upgraded to concrete surface per capital plan
  - Only one “mud spot” near downtown Orlando. Scheduled for vacuum truck (ballast cleaning and replacement) per capital plan
  - Bridges and culverts appeared to be in good condition, with exception of slow ordered bridge during hi-rail



## Field Review Initial Findings - Communications

- Communications
  - Field Review held on 5/21/2021
  - South 49 miles of track has 96-strand fiber installed and utilizes 8 strands of an FDOT fiber for redundant fiber path
  - New 96-strand fiber installed along north 11 miles of track, cutover to begin June 2021. No redundant fiber path, leased lines and cellular modems will provide redundancy
  - Public Address system needs an upgrade or replacement due to aging software
  - Telephone system needs to be replaced due to end of life for service and support
  - Station CCTV cameras are failing and in the process of being replaced; replacement approximately 75% complete





## Field Review Initial Findings - Dispatch

- Dispatch
  - Field Review held on 5/21/2021
  - Dispatch System updated to new Wabtec product in 2018
  - Two (2) dispatchers on duty 24/7, one (1) for territory, one (1) for Safety & Security communications
  - Two (2) back-up workstations
  - One (1) workstation for Supervisor (Manager of Train Operations)
  - Overview monitors for CCTVs at stations
  - Back-up Dispatch System with two (2) dispatcher workstations located at Poinciana, 65 miles south of OCC



## Field Review Initial Findings – Signal/PTC

- Signal/Grade Crossings/PTC
  - Field Visit Completed on 5/25 - 5/26/21
  - Significant updates to Signal Infrastructure have been made in past 5 years. Wayside, Grade Crossings, and PTC.
  - Power trenched in from CR 415 (Highbanks Rd.) north towards Deland. Power previously on pole Line and caused power issues.
  - Older Gate Mechanisms and M23 Switch machines in service at some locations that will need replacement in the future
  - PTC Issue – Issue with Wayside Interface Unit (WIU) may cause PTC WIU program to be lost. SunRail working with Hitachi to resolve
  - Lake Mary Drawbridge - Signal Controls updated and location of Proximity Switches have reduced trouble calls.
  - Island Radar Pilot at Colonial Dr. should be assessed for effectiveness before further implementation



## Field Review Initial Findings – Rolling Stock

- Rolling Stock
  - Field Review held on 5/25 – 5/26/2021
  - 11 Locomotives remanufactured by Motive Power, all are recently refurbished with less than 10 service years. Equipment includes EMD Prime Mover (PM) and CAT Head End Power (HEP) Unit.
  - 22 Bi-Level Coaches manufactured by Bombardier. 13 Cab Cars and 9 Trailers. Two trailers are delivered awaiting commissioning (3007 & 3008), these coaches have newer subsystems such as doors and HVAC that will require additional parts storage.
  - As the fleet approaches 10 years of age additional maintenance concerns such as truck overhauls shall be required.





## Field Review Initial Findings – O&M Facilities

- Operation
  - SunRail Sanford Facility has limited maintenance capability. Considerable time is required to cycle railcars to Amtrak.
  - SunRail Sanford Facility maintenance capability would greatly improve through the addition of servicing crane and larger capacity forklift.
  - SunRail Sanford Facility is well-equipped for train storage and daily servicing.
  - Amtrak Persimmon Facility outsources wheel and axle work.
  - SunRail Poinciana has minor maintenance capability. No train inspection pit is provided.



## Field Review Initial Findings – O&M Facilities

- Condition
  - Field Review – Week of May 17
  - Generally good condition
  - Carpet wear
  - Drywall dings and scratches at corners and near furniture
  - Some spaces have changed purpose
  - Vehicle Inspection Pit well-maintained
  - Additional storage containers in use



## Field Review Initial Findings – Stations

- Field Review – Week of May 17
- Generally good condition for age – most stations
- Concrete cracks, typical at ADA mini-high ramps
- Paint deterioration on ceilings and light fixtures
- Cover plates to water and electric access boxes
- Rust, deterioration on speaker face plates and brackets



## Existing Conditions Report

- Key Focal Points
  - *What's New from Data Collection*
  - *Applicability into Future*
- Report Content
  - *Initial Legal Findings*
    - *Contracts and Agreements*
  - *Organization and Committees*
  - *Plans and Programs*
  - *Financial Condition*
  - *State of Good Repair*
- Draft Report being Completed





## Risk Assessment Workshop

- June 16 – 2-5 pm (Virtual)
- Focus on SunRail Working Group Participation
- Objectives

(1)

Define challenges to the transition

(2)

Identify risks based on the challenges

(3)

Discuss risk outcomes and impacts

(4)

Assess risk probability/likelihood

(5)

Determine risk level of impact

(6)

Identify risk responses



## Schedule Update

- On-track for 18 month completion – July 2022
- Existing Conditions Report and Risk Assessment Workshop – June 2021
- Transition Analysis Report – December 2021
- Transition Plan – July 2022
- Upcoming Briefings
  - *CAC Meeting – July 1*
  - *Steering Group Meeting – July 7*
  - *TAC Meeting – July 14*
  - *CFCRC Board Meeting – Aug 12*
  - *Meetings with County Commissions, Orlando City Council, and two MPOs (MetroPlan Orlando and River to Sea TPO) to be determined – possible briefings of County/TPO Chairs and Orlando Mayor initially*



# Thank you!

*wsp.com*



# COMMITTEE MEMBER COMMENTS





# THANK YOU

Next Meeting September 30, 5pm



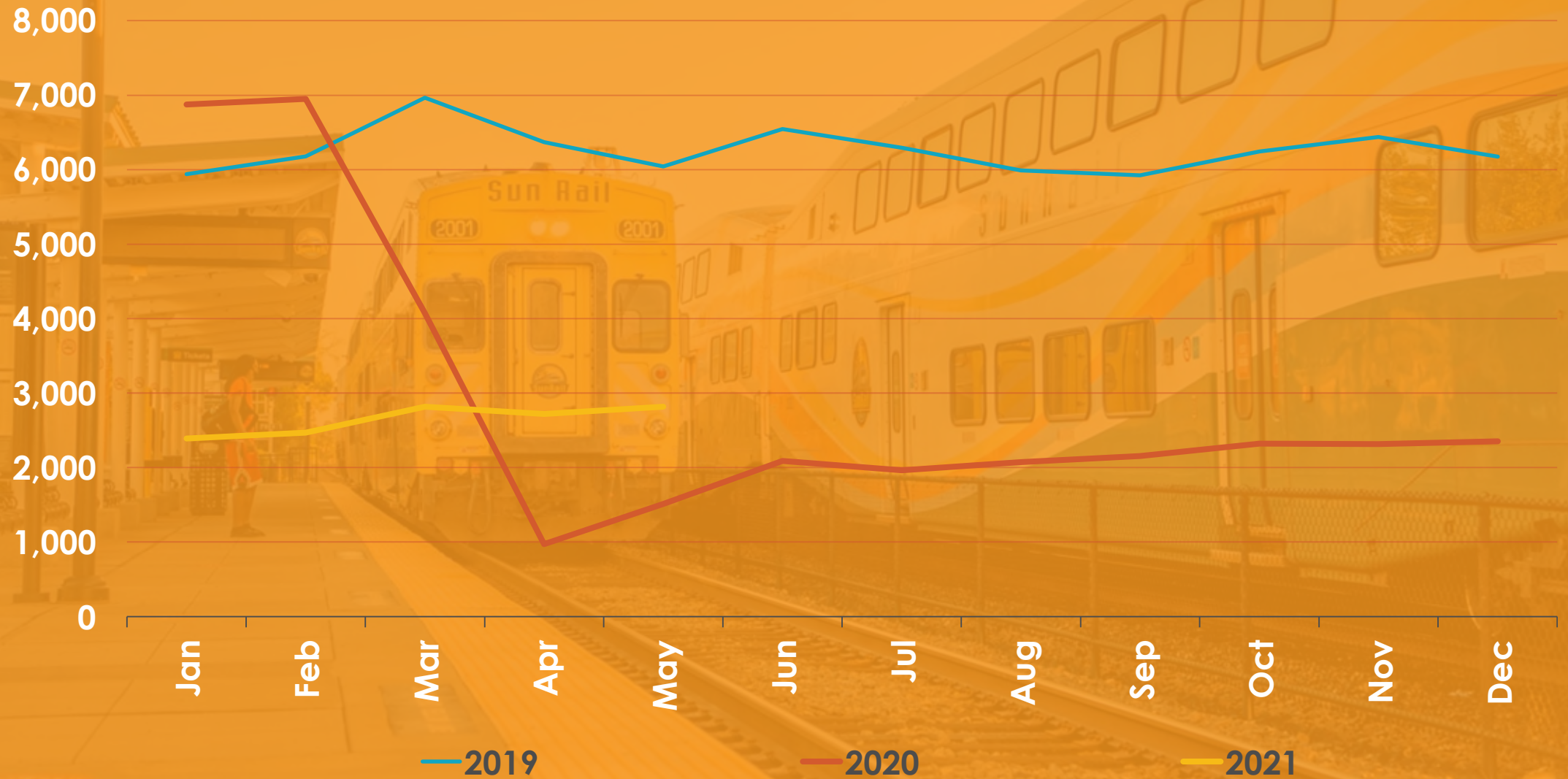
# SUPPORTING CHARTS AND DATA





# AVERAGE DAILY RIDERSHIP

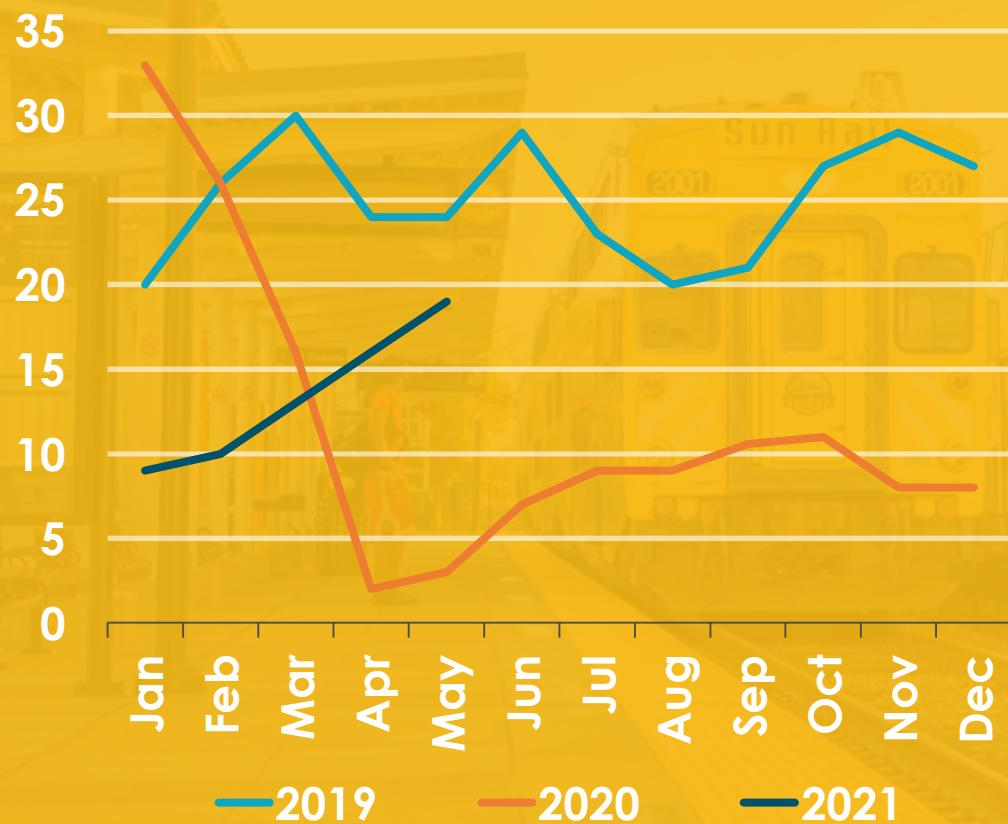
Mar – 2,816 | Apr – 2,721 | May – 2,818



# ONBOARD STATS

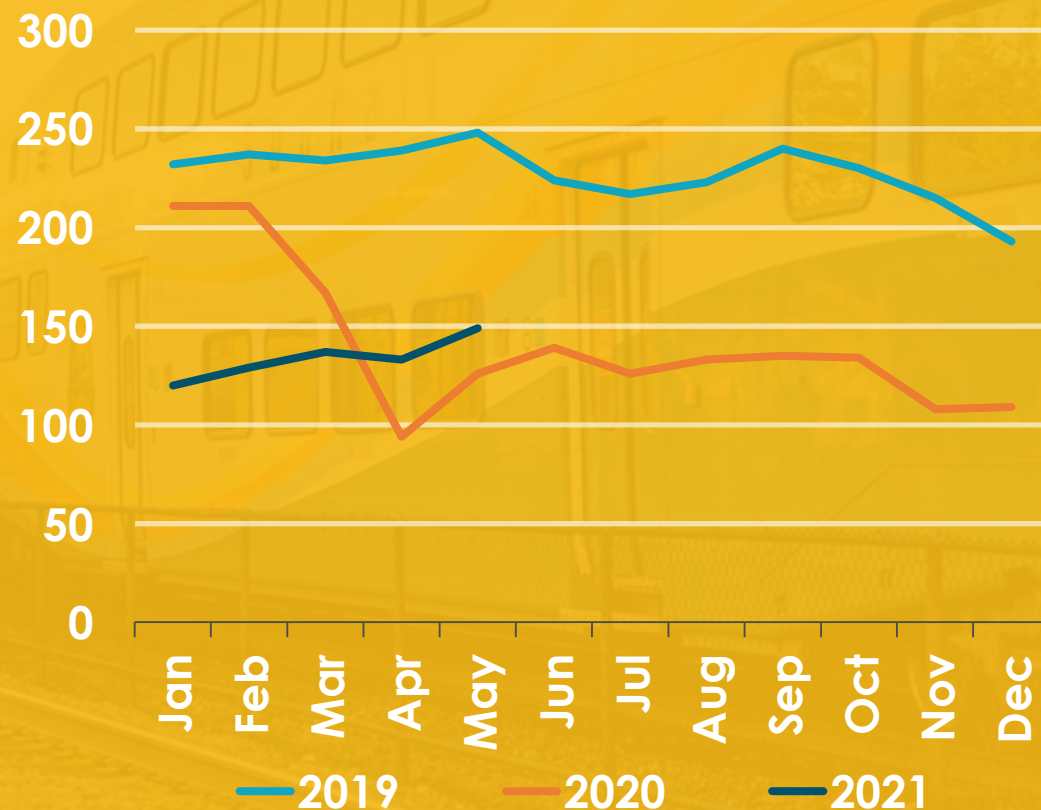
## ADA

Mar – May Average: 16



## BICYCLE

Mar – May Average: 140





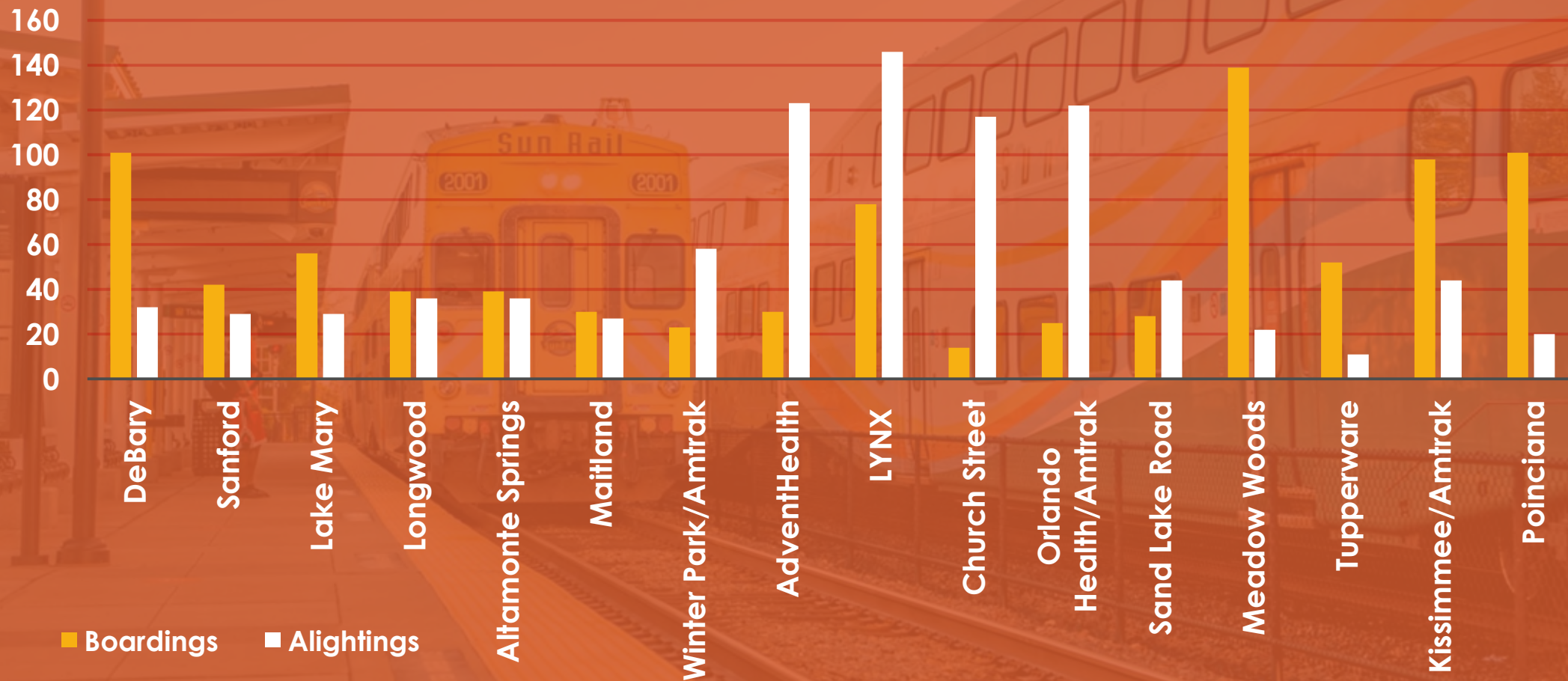
# [ BOARDINGS BY STATION ]

Ridership March – May 2021



# [BOARDINGS & ALIGHTINGS]

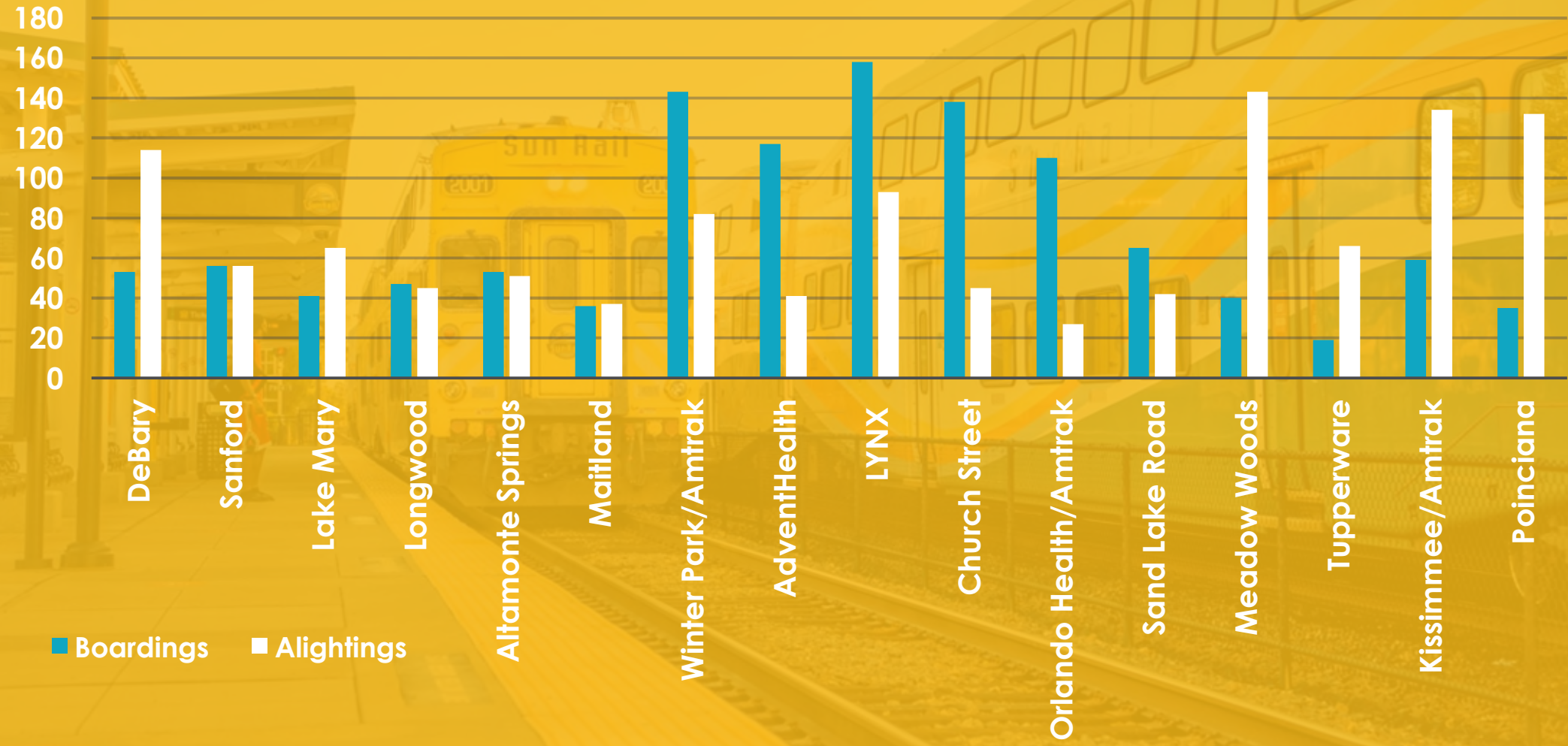
AM PEAK  
5:45 AM – 8:45AM (NB from Poinciana)  
March – May 2021





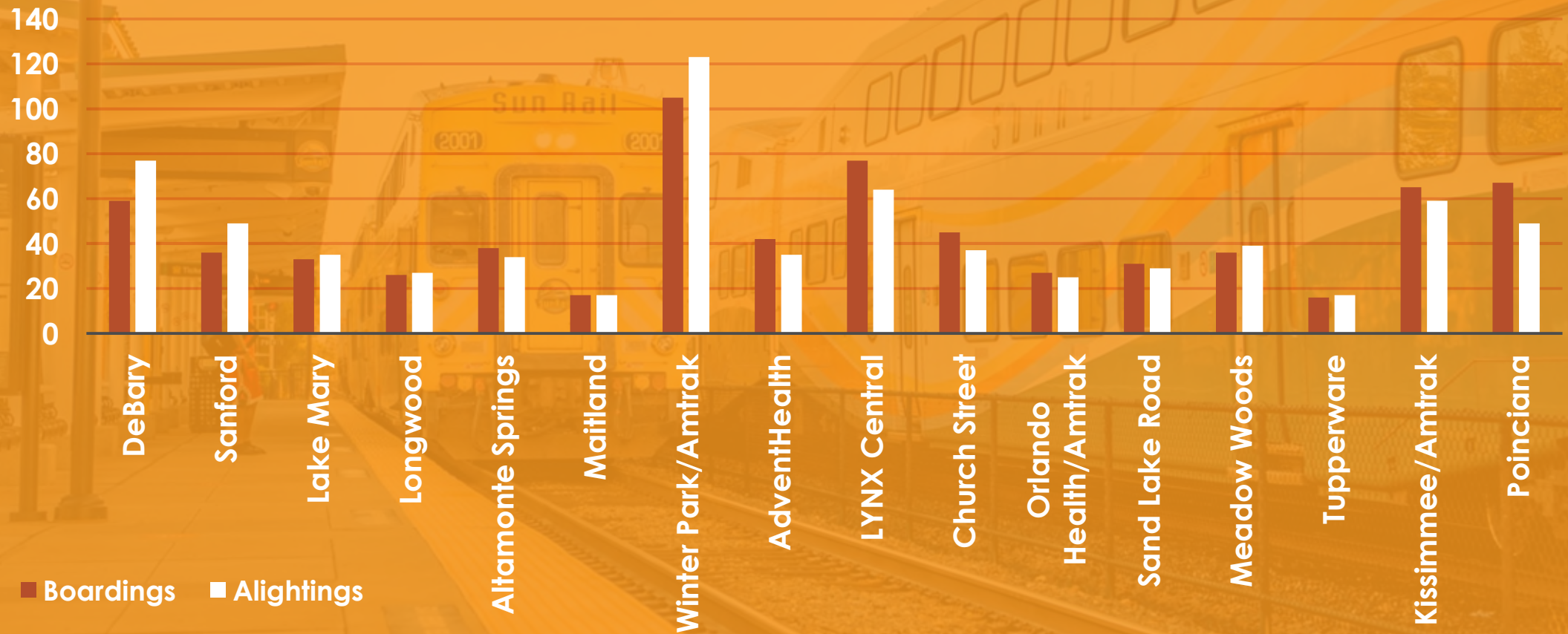
# [BOARDINGS & ALIGHTINGS]

PM PEAK  
3:15 PM – 6:25 PM (NB from Poinciana)  
March – May 2021



# BOARDINGS & ALIGHTINGS

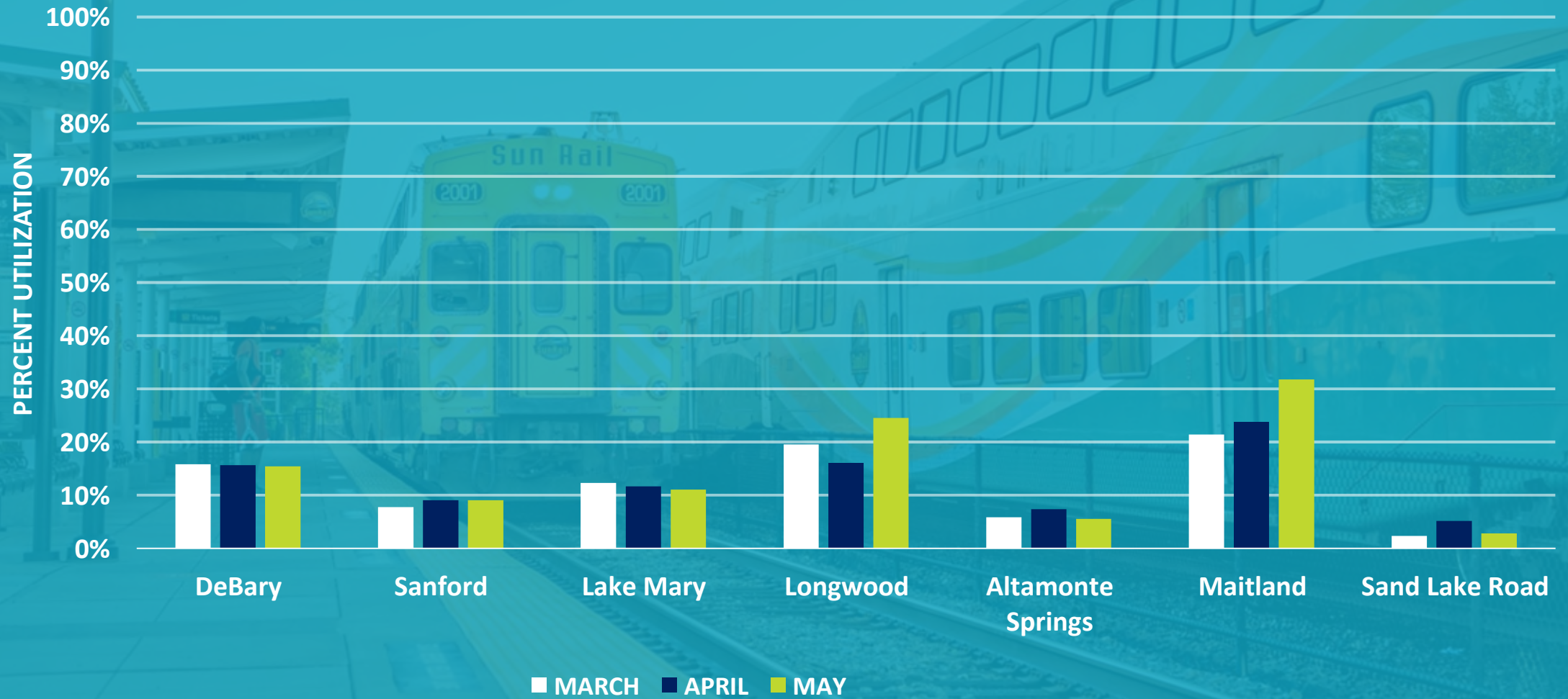
OFF PEAK  
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)  
March – May 2021





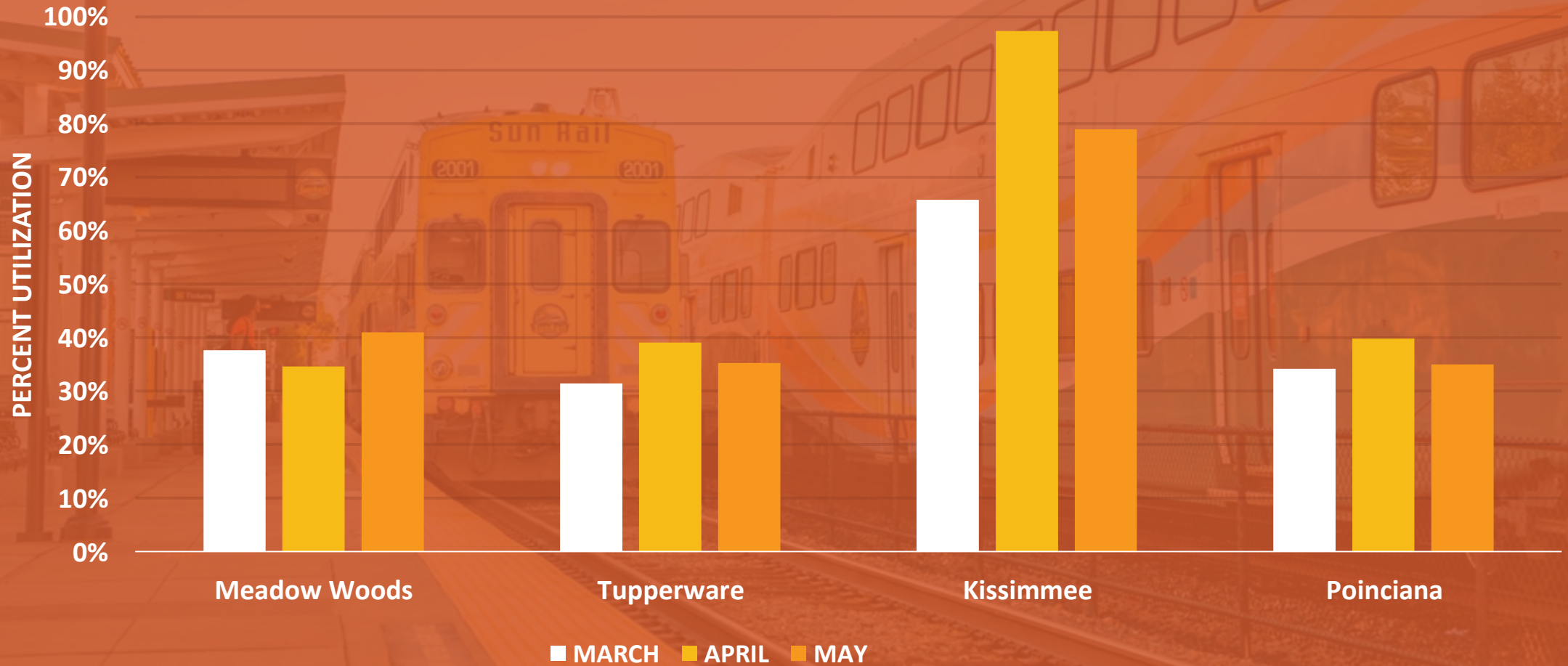
# IOS STATION PARKING

March 2021 – May 2021



# SOUTHERN EXPANSION STATION PARKING

March 2021 – May 2021





# CUSTOMER SERVICE CALLS

March – May 2021



# TRAIN PERFORMANCE DETAIL

MARCH 2021 – MAY 2021

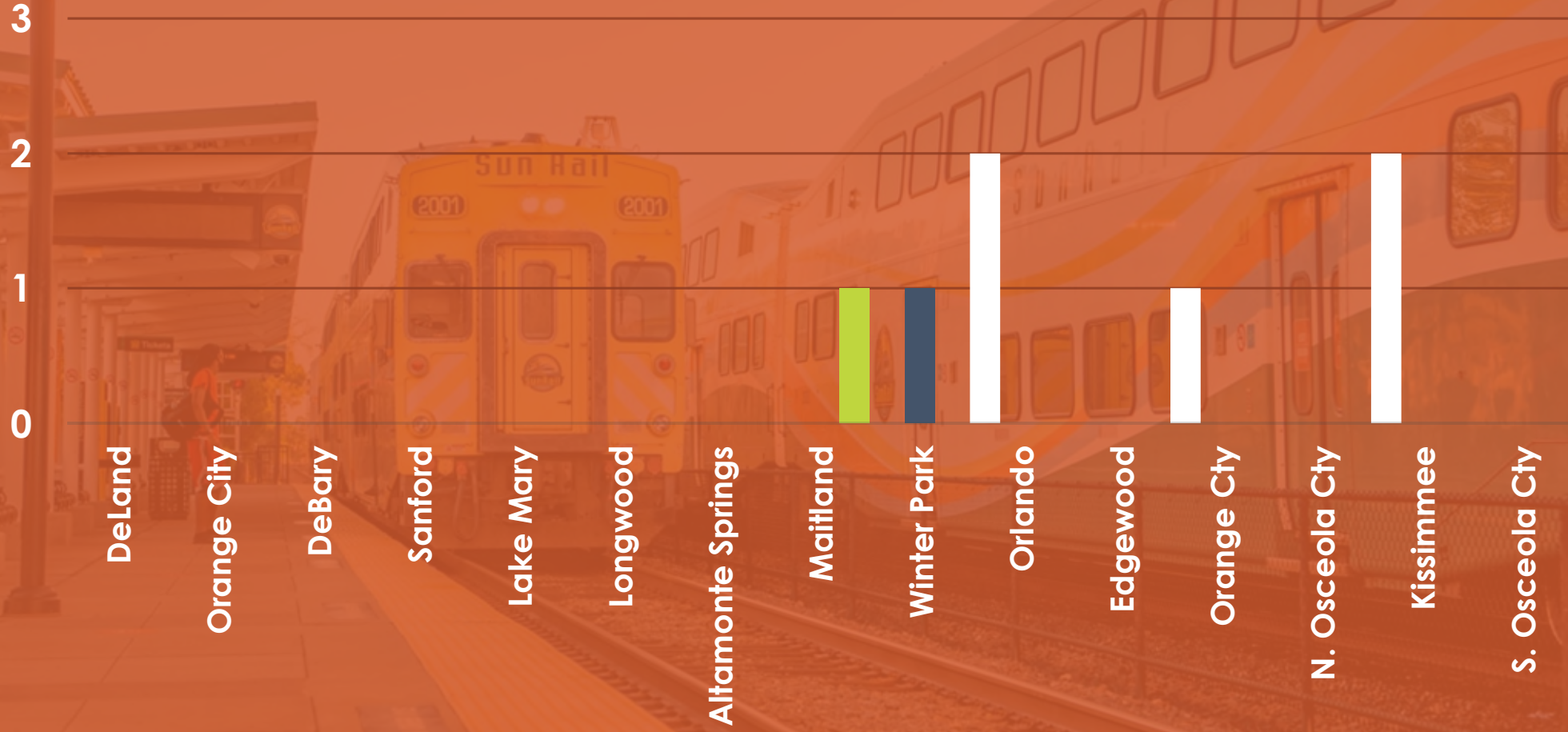
Train Performance Overview		Trains	Percentage
On-Time		2525	97.1%
Late		64	2.5%
Annulled		11	0.4%
Total Trains Operated		2600	100.0%
Performance Detail	Days	Trains	Percentage
Injuries/Illnesses	1	1	0.0%
Maintenance of Way	2	2	0.1%
Mechanical	9	12	0.5%
Other	7	18	0.7%
Police Activity	6	7	0.3%
Signals & Components	6	9	0.3%
Train Interference	5	5	0.2%
Trespasser/Grade Crossing/Near Misses	4	21	0.8%
<b>Total (Rounded)</b>		<b>75</b>	<b>2.9%</b>





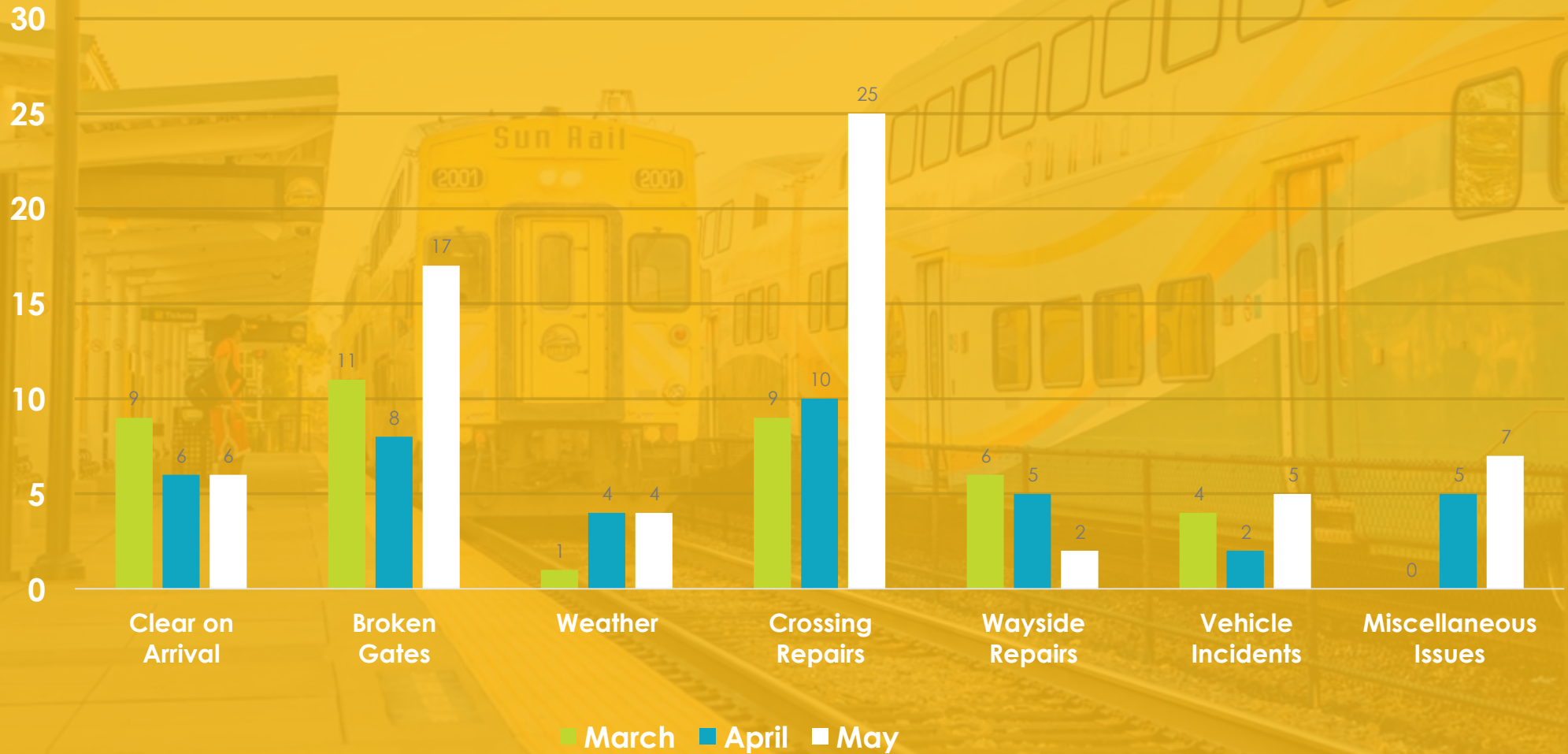
# REVENUE INCIDENTS BY CITY/COUNTY

March 2021 – May 2021



# CFRC SIGNAL SYSTEM INCIDENTS

MARCH 2021 – MAY 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](http://SunRail.com)





# FY20/21 OPERATING BUDGET UPDATE

## OPERATING REVENUE

## ANNUAL BUDGET

## YEAR TO DATE MAY 31, 2021

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

\$ 1,016,712	\$ 938,009
\$ 3,447,086	\$ 3,094,051
\$ 985,779	\$ 730,598
\$ 26,733	\$ 27,151
\$ 94,631	\$ 89,589
\$ 325,386	\$ 402,172
\$ 5,896,325	\$ 5,281,569

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**

<b>\$ 28,928,751</b>	<b>\$ 28,313,995</b>
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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&amp;M Costs</i>

Feeder Bus Expenses
Capital Maintenance
Consultant Support

<b>TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT</b>
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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

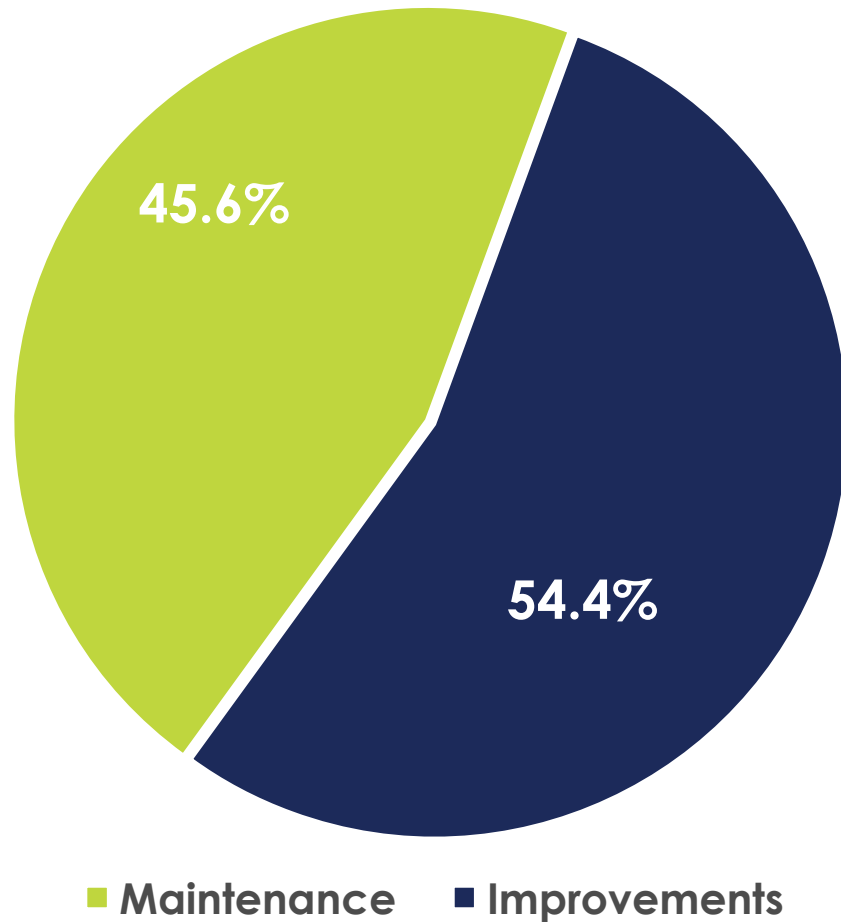
\$ 71,064,081
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YEAR TO DATE MAY 31, 2021	
BUDGET	ACTUAL
\$ 9,827,965	\$ 10,421,928
\$ 15,054,857	\$ 14,488,061
\$ 1,244,141	\$ 1,209,914
\$ 881,214	\$ 830,632
\$ 2,090,941	\$ 1,937,680
\$ 2,998,895	\$ 2,813,182
\$ 1,847,149	\$ 1,271,018
\$ 2,153,781	\$ 4,907,565
\$ 1,279,142	\$ 877,128
\$ 4,610	\$ 3,530
\$ 88,770	\$ 32,343
\$ 41,605	\$ 23,400
\$ 32,324	\$ 10,037
\$ 28,551	\$ 33,978
\$ 408,697	\$ 202,200
\$ 4,583,333	\$ 4,609,348
\$ 4,106,034	\$ 2,707,617
\$ 46,672,008	\$ 46,379,562

\$ 1,859,241	\$ 2,746,206
\$ 8,169,333	\$ 8,385,203
\$ 8,621,119	\$ 7,006,410

\$ 65,321,702	\$ 64,517,381
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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



**April 2021**

**Data: April 1 – April 30, 2021**

# **SunRail Hardware Maintenance**

**Management Review**

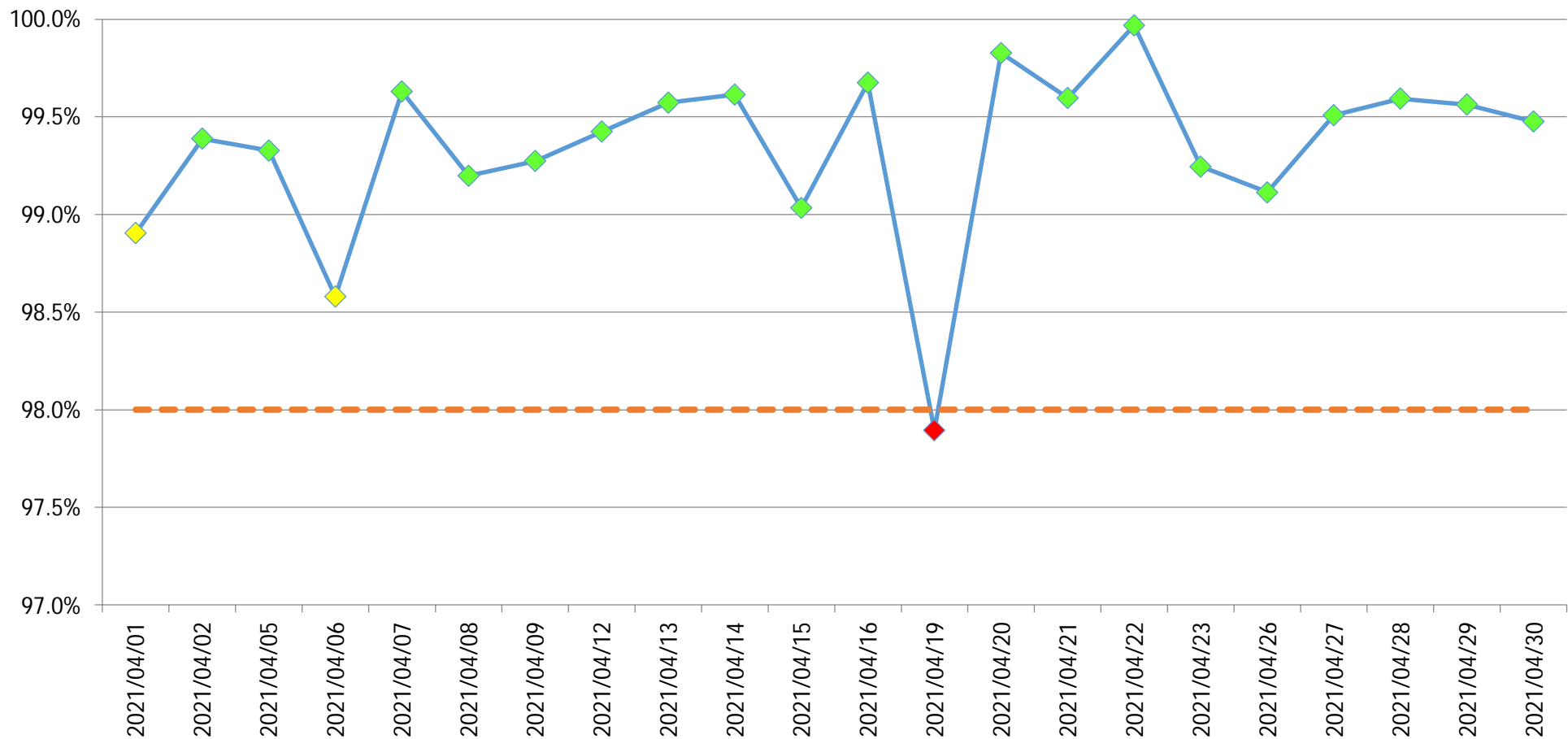
# Device Availability (TVM)

Operation Hours = 18 hours, Mon-Fri

TVMs – 64

Target SLA – 98%

## TVM Availability - April 2021



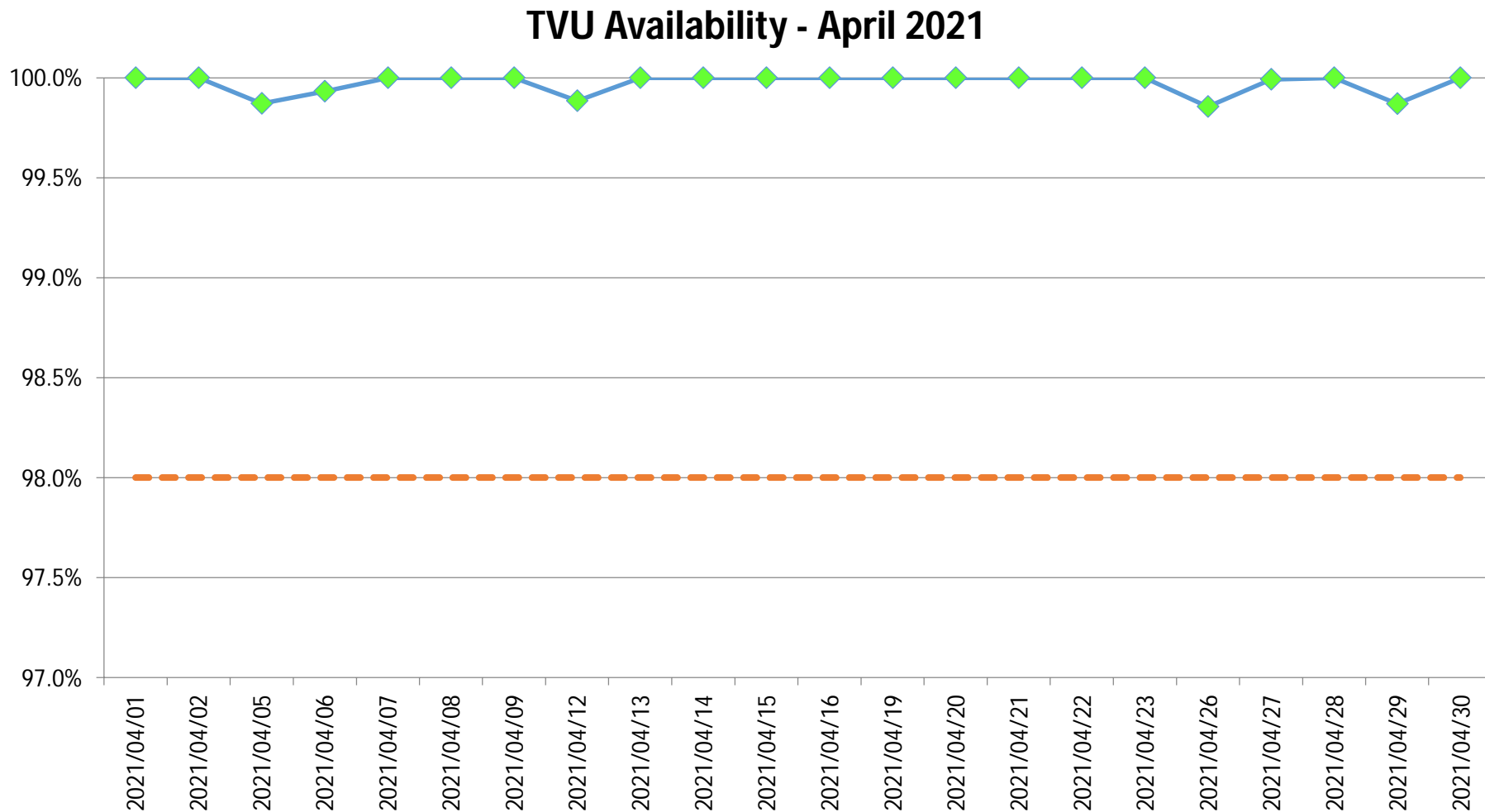
Availability target met daily this month, except for 4/19/2021 due to TVM component replacements that caused longer response times.

# Device Availability (TVU)

Operation Hours = 18 hours, Mon-Fri

TVUs – 96

Target SLA – 98%

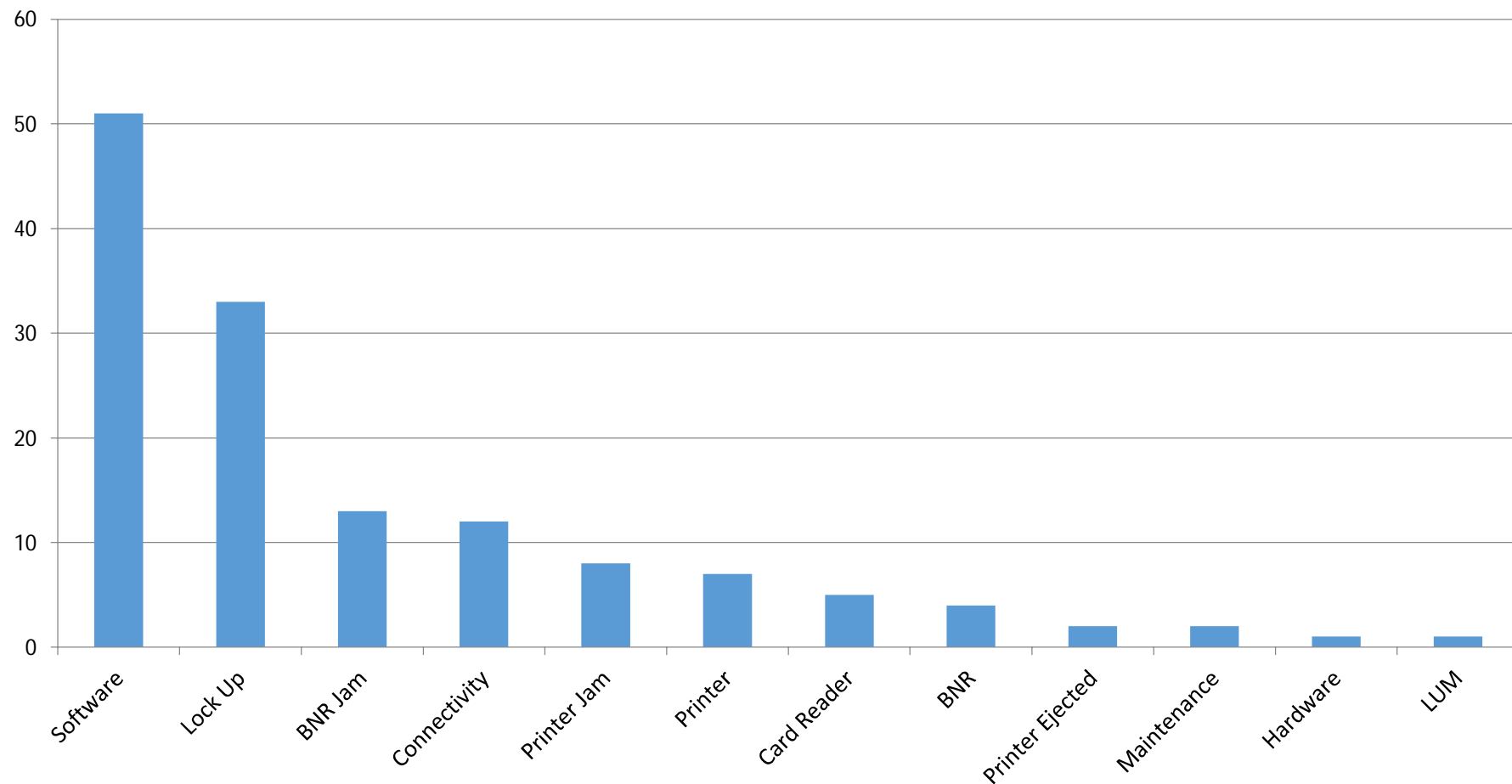


Availability target met daily this month.



# Errors Found – Technical in Nature

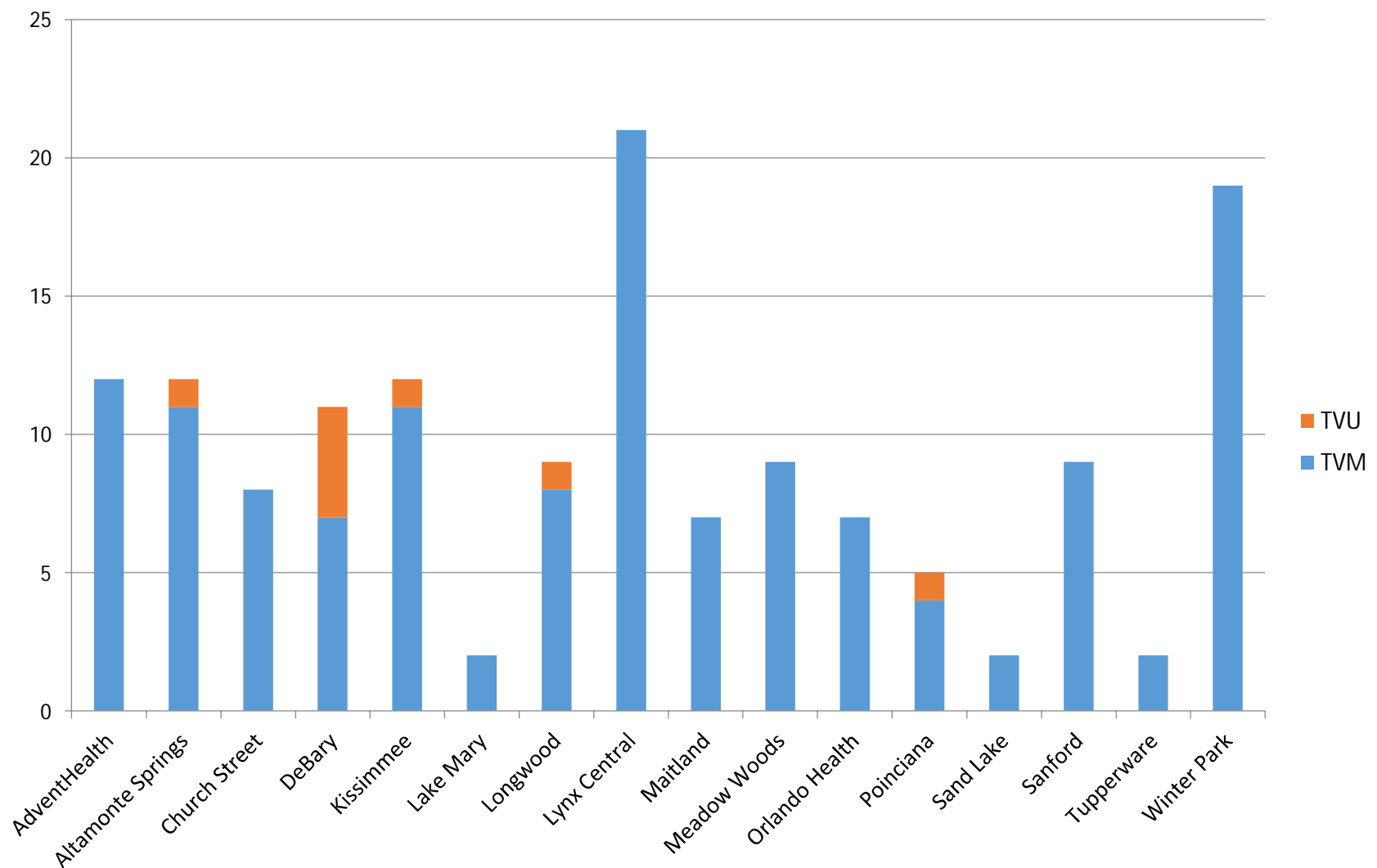
TVM Events - April 2021



Number of technical issues by key issue types.

# Errors per Station

Chargeable Events by Station - April 2021



Number of TVM and TVU issues by station.



**May 2021**

**Data: May 1 – May 31, 2021**

# **SunRail Hardware Maintenance**

**Management Review**



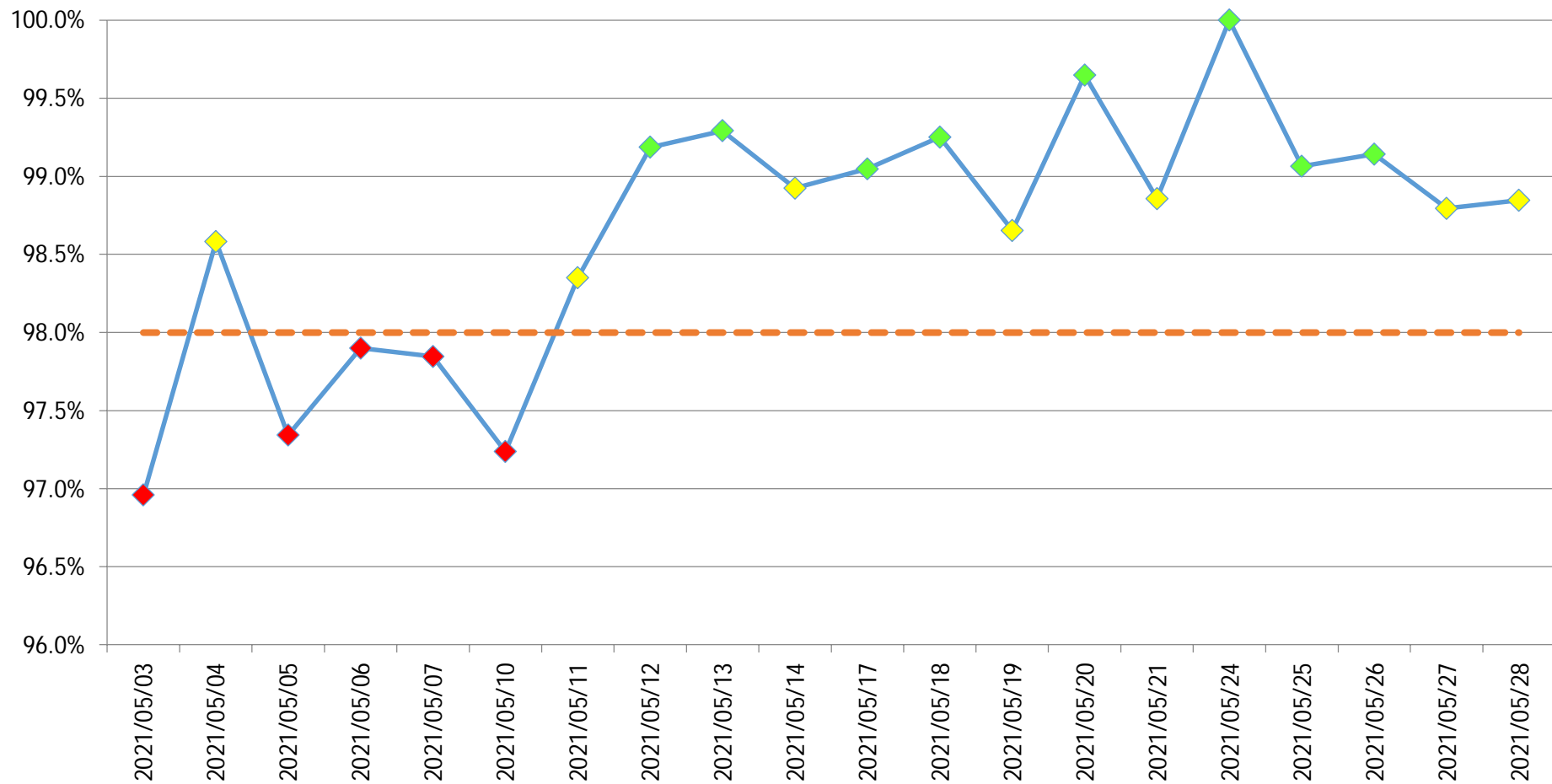
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## TVM Availability - May 2021



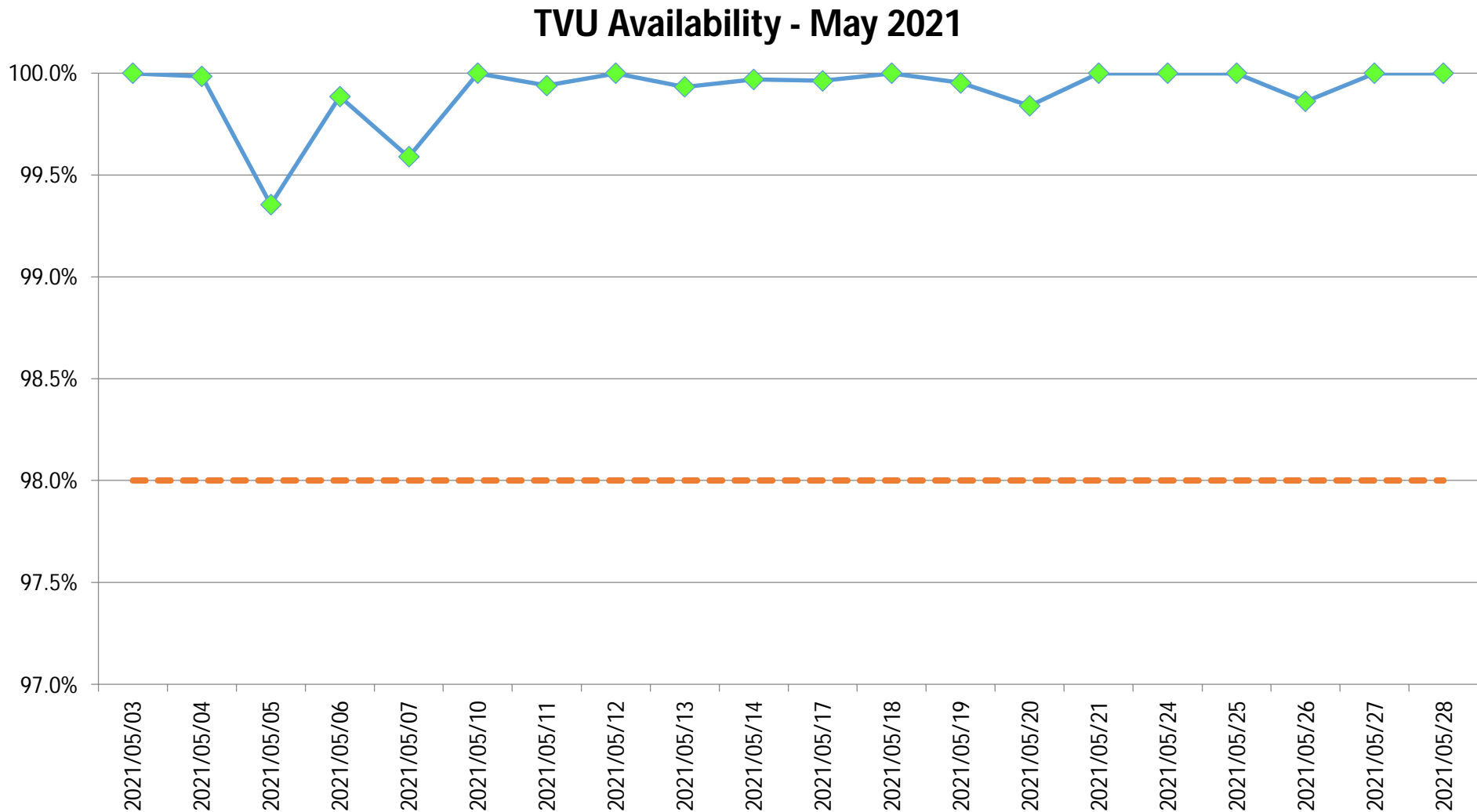
Availability target was not met five days this month due to Europay Master Card Visa (EMV) Implementation on May 1 which resulted in software issues at TVMs.

# Device Availability (TVU)

Operation Hours = 18 hours, Mon-Fri

TVUs – 96

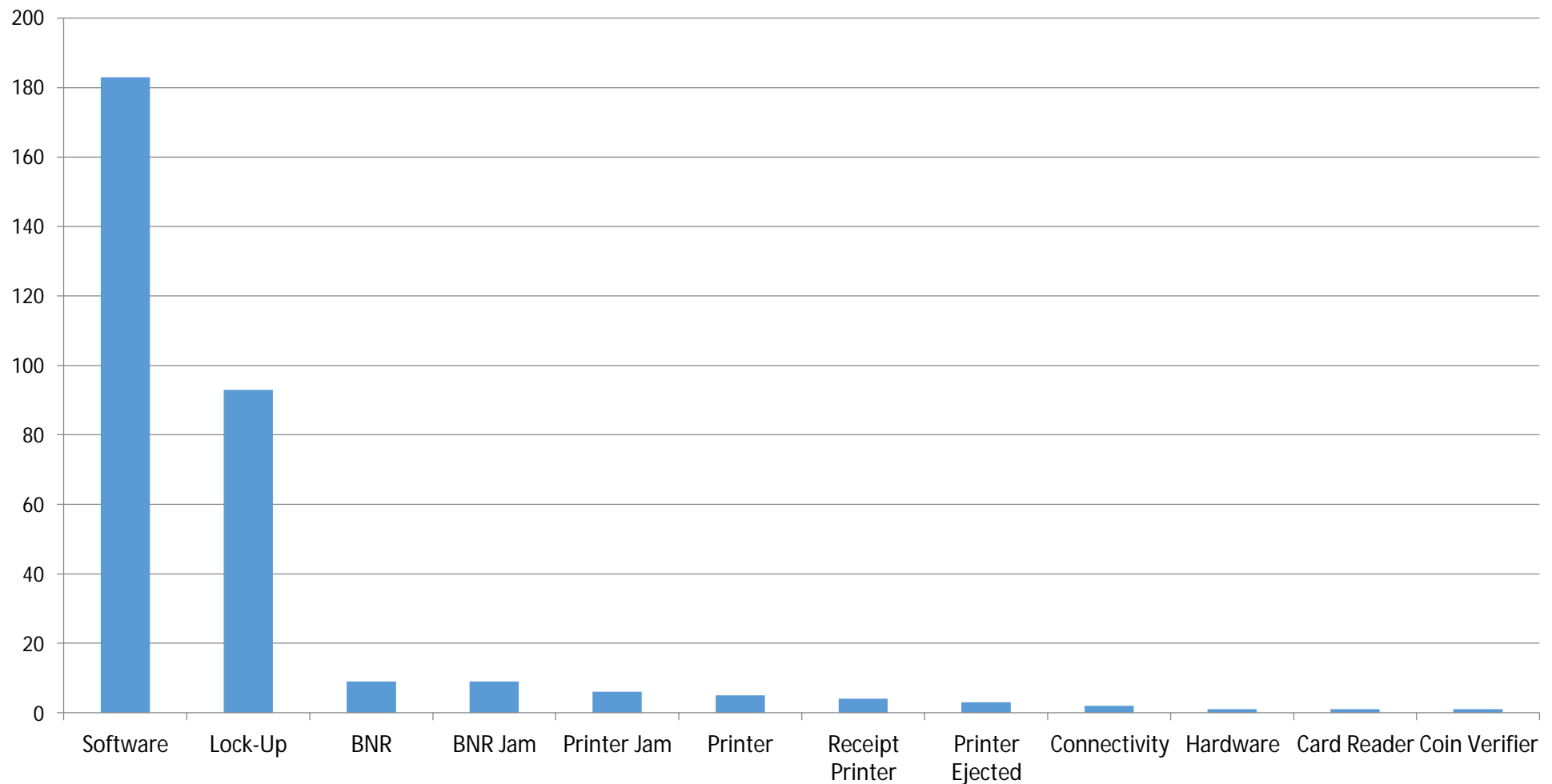
Target SLA – 98%



Availability target met daily this month.

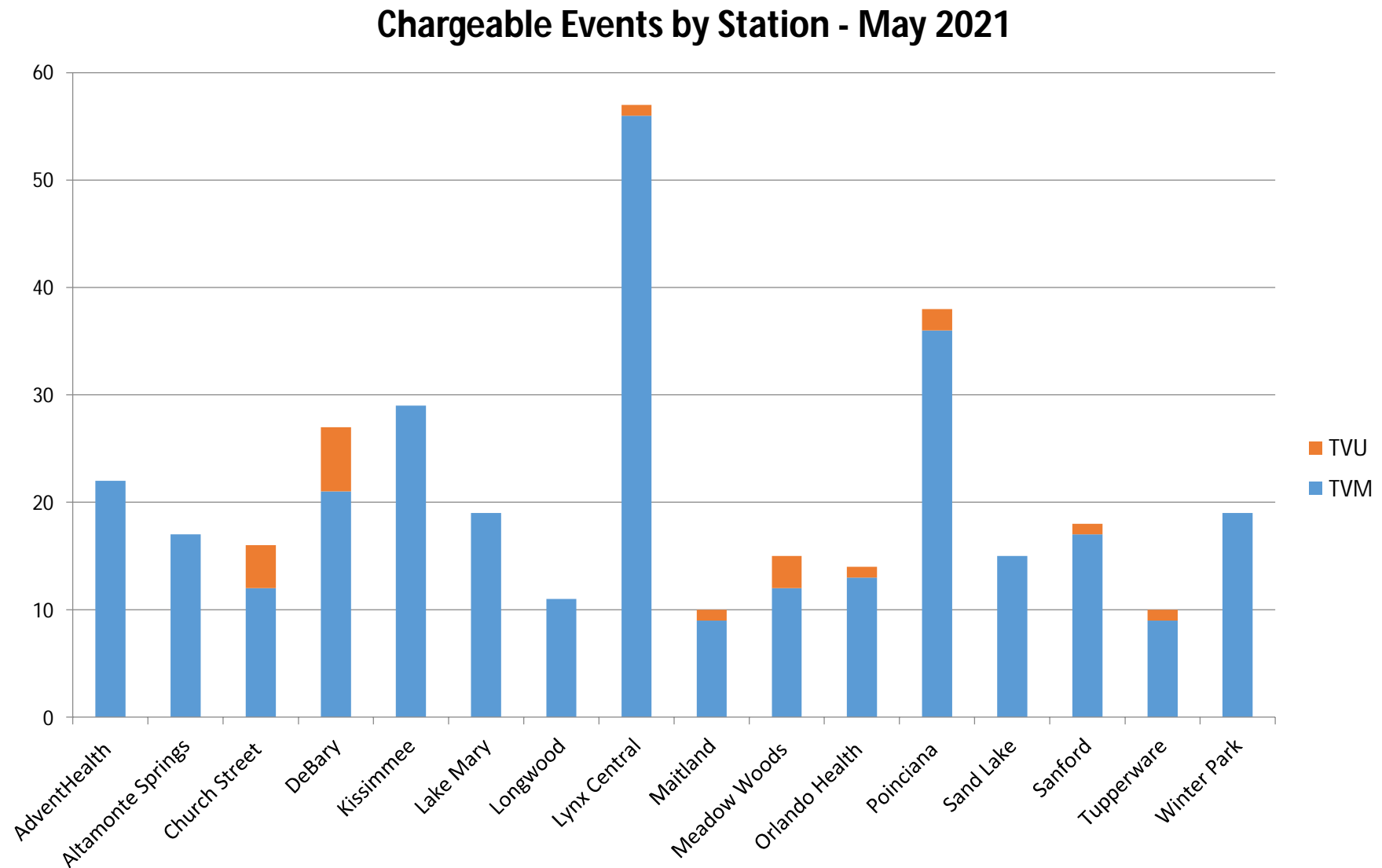
# Errors Found – Technical in Nature

TVM Events - May 2021



Number of technical issues by key issue types.

# Errors per Station



Number of TVM and TVU issues by station.







## 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. Safety content includes trespassing prevention, promotion of reporting unusual activity, community support, escape lanes and dynamic envelope education, and other focus areas.

### 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 installed 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.

### SunRail Library Safety Display

SunRail created safety-related assets to be displayed at 22 libraries in every county along the corridor. These assets engage children and their families while they learn about railroad and train safety and include coloring activities and at home science experiments. Each display is up for one month per library. Hart Memorial Library has requested to keep the display up through the end of summer, due to their close proximity to the tracks and the Kissimmee SunRail Station.

### Bridge Maintenance Safety Dissemination

On May 11, 2021, SunRail & FDOT began working on a maintenance project for the Southbound U.S. 17-92 railroad bridge. This initial work consisted of an inspection that took place between 10:30AM and 2:30PM. With corresponding northbound and southbound lane closures required to perform the inspection, notice was disseminated to the community through:

- social media (with 2,880 total impressions)
- a press release (cited in "Press Releases")
- on the ground outreach to businesses within ¼ mile

### Operation STRIDE Updates

Operation STRIDE messaging continues to be an integral component of social media outreach. SunRail continues to keep live update pages, detailing upcoming construction and completed progress statistics, accurate and accessible.

For the latest statistics, visit <https://sunrail.com/operation-stride/>.



## NEW SUNRAIL MARKETING INITIATIVES

### **Ride & Shine Summer Ridership Campaign launched Monday, May 3rd.**

#### **Components include:**

- Themed email blasts — distributed weekly initially, then monthly
- SunRail.com tracking pixels embedded on all pages
- Behavioral targeting digital campaign for paid media
- Behavioral targeting digital campaign for social media
- Google Search PPC for transit keywords in target regions
- Website themed takeover
- Onboard rider appreciation days

### **Ridership Campaign Summary (May 4 – June 11)**

- 500+ promotional giveaways were distributed during the first two customer appreciation day (a biweekly event)
- SunRail website traffic increased by 106% new users from 30,134 to 62,178 new users
- Ridership increased an average of 1,000 per week (considered for spring break)
- SunRail traffic directed from social media included 1.12M impressions, 15,476 conversions (landed and spent time on site) and a 1.7% click thru rate
- Social media traffic spiked:
  - ▶ Facebook engagement increased by 30%
  - ▶ Post reach increased by 14.3%
  - ▶ Page likes increased by 1,104% (22 likes vs. 265 likes during campaign)
  - ▶ Gained 298 Facebook followers during campaign period

### **Additional Marketing Initiatives**

- SunRail officially launched its first retail store pilot program consisted of a pop-up retail booth on Friday, May 14th at the Winter Park Station during the first day of the Arts Festival. SunRail sold multiple SKUs including t-shirts, coffee mugs, bandanas and more
- SunRail continues to work with the downtown UCF/Valencia and FAMU campuses to deliver the most engaging staff/student ridership promotion possible
- Merchant Discount Program was launched and offers SunRail riders a discount of 15% at station-area stores
- Launched the Volusia County Bike Trail initiatives featuring the DeBary Station's new wayfinding kiosk
- Launched a new Health & Safety Campaign
- Developed additional station-dedicated shuttle service concept at select locations
- Continued new SunRail train wrap for the Florida Department of Health
- Communicated 17-92 SunRail bridge construction updates on lane closures
- Finalized all SunRail advertising partnerships for 2021 fiscal year
- Developed media and law enforcement response outreach program development



## RESEARCH/ANALYTICS AROUND POTENTIAL NEW LAST-MILE CIRCULATORS

Conducted research into the need-demand/potential ridership for a circulator at the Orlando Health Campus/SODO area. This type of circulator would replicate the successful model at the Kissimmee station stop.

## WEEKEND SERVICE

Conducted extensive research and development work into the potential costs of adding weekend service – and developed new ideas for funding models for weekend service.

## 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 an option in the evolving commuting environment. This work includes:

- Downtown Orlando Employer Re-education
- Working Commercial Real Estate Professionals to Educate New Tenants
- Targeting Shared Workspaces/SunRail Education
- Research and Development of Leisure Opportunities
- New Businesses Outreach
- Developing Partnerships with TOD Centers

## 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

JULY 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

- Integra 289 Exchange luxury apartments, opened 2020, ½ mile from station

### 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

JULY 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](mailto: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