



TECHNICAL ADVISORY COMMITTEE

July 14, 2021



Central Florida Commuter Rail Commission

Technical Advisory Committee

Date: July 14, 2021
Time: 2:00 p.m.
Location: FDOT/GoToWebinar Host

PLEASE SILENCE CELL PHONES

- I. Roll Call**
- II. Call to Order and Pledge of Allegiance**
- III. Confirmation of Quorum**
- IV. Chair's Remarks**
- V. Information Items**
 - a. April 14, 2021 Meeting Minutes
- VI. Chair's Report – Ms. Tawny Olore**
- VII. Public Comments**
 - *Nadia will read into the record any received prior to the meeting start.*
 - *Those joining in person will be permitted to approach the podium in the LYNX Board Room.*
 - Each speaker is limited to three minutes.



Central Florida Commuter Rail Commission

Technical Advisory Committee

VIII. 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 – Kelvin Miller, General Manager

IX. Transition Consultant Update

- a. Transition Update – Michael DePallo

X. Committee Member Comments

IX. Next Meeting - Proposed

- a. Next Meeting – October 13, 2021, 2:00 p.m. LYNX Open Space 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.

Technical Advisory Committee Meeting

April 14, 2021

2:00 p.m.

GoToWebinar Hosted by FDOT
LYNX Central Station
2nd Floor Multi-Purpose Room

Attendees

Tawny Olore, Osceola County
Shad Smith, City of Longwood
Alisha Maraviglia, City of Altamonte Springs
Krystal Clem, City of Lake Mary
Rick Werbiskis, City of DeLand
Jon Cheney, Volusia County
Renzo Nastasi, Orange County
F.J. Flynn, City of Orlando
Nick Lepp, MetroPlan Orlando
Don Marcotte, City of Winter Park
Bill Wharton, Seminole County
Nabil Muhaisen, City of Kissimmee
Michael DePallo, WSP

Alan Danaher, WSP
Myles O'Keefe, LYNX
Kelvin Miller, Votran
Charles M. Heffinger, FDOT
Lorie Matthews, FDOT
Nadia Hernandez, FDOT
Patricia Ruffino, FDOT
Jessica Ottaviano, FDOT
Mike Carman, SunRail
Sandra Gutierrez, SunRail
George Gault, SunRail
Linda Nesbitt, SunRail
Regina Marini Cargill, Evolve Today

Minutes

Meeting was called to order by TAC Chair, Tawny Olore, at 2:00 p.m.

Pledge of Allegiance

Quorum was met

Introductions

Announcements:

Presenter: Tawny Olore

- Chair's Report
 - Ms. Tawny Olore stated the Steering Group has been working with FDOT on outstanding issues associated with the agreements.
 - SunRail Transition Consultant will provide an update later in the presentation. They will be attending all future meetings to provide updates.
 - At the February 4, 2021 CFCRF meeting, the Board voted for a resolution of support working with Brightline and the utilization of the corridor as well as getting SunRail to the airport. Groups have been working diligently with Brightline and meetings are occurring every two weeks. A Term Sheet will go before the CFCRC Board in July in response to a letter FDOT sent regarding utilizing various corridors that FDOT owns including I-4, the CFCRC rail corridor, 417 (owned by the Turnpike), as well as CFX.

Information Items:

Presenter: Tawny Olore

- Meeting Minutes: January 7, 2021, Meeting Minutes are available to view. A motion to adopt the meeting minutes will take place at the next in-person meeting.

Public Comments:

No public comments.

Agenda Item: Agency Update

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

- Mr. Heffinger announced SunRail will be going to DeLand.
 - Plan was presented and approved by the CFCRC Board on February 4, 2021.
 - Innovative Design reduced the price from \$75 Million down to \$44.1 Million.
 - Looking at an opening date in late 2023 - early 2024.
- Explore Central Florida
 - SunRail held a Spring Break promotion March 15-26, 2021.
 - Promotion featured large unique medallions at the stations and smaller magnets to take home. Riders who took a picture with these medallions and posted to social media were entered into daily giveaway of a \$25 credit to ride SunRail.
 - Averaged about 23 entries a day.
 - Awarded 10 people with \$25 credit towards SunRail
 - Ridership peak of 3,814 which occurred the first Friday of spring break. This is the highest ridership since April 5, of 2020.
 - Uptick in ridership since spring break with about 2,700 – 2,800 riders a day.
- Ride & Shine
 - The website features a 30 second video as a wakeup call for Central Florida to reimagine SunRail and incredible opportunities that it creates.
 - Features exciting giveaways and new rider perks. SunRail is currently working with local restaurants to promote discounts between 10-20% by presenting your SunRail ticket or card.
 - Themed destinations and events, such as Choo Choo to the Zoo, are coming up.
 - Collaboration with local leaders, businesses, TOD and more to come.
- We've Landed on the Moon

- If you went on the website or social media on April 1, 2021, you would have noticed SunRail debuted MoonRail.
 - This created 65,000 different impressions across various social media platforms.
 - 297 total shares and 1,750 different reactions on social media.
 - City of DeLand commented with “Imagine that, SunRail went to the moon before it made it to DeLand.”
 - Turned out to be a good April Fool’s joke.
- On-Time Performance Average
 - Contractual on time performance between January 2021-March 2021 was 99.6%. Actual on-time performance was 95.8%. Goal is 95%.
 - Mr. Heffinger explained the actual on time performance percentage relate to issues not at fault by the contractor such as strikes or PTC issues.
- Average Daily Ridership
 - Ridership between February, March, and April of 2020 declined due to the pandemic and ridership reached a low of 800 passengers a day.
 - Ridership is continuing to gradually increase and currently at almost 3,000 riders a day.
 - The ultimate goal is to get back to 7,000 riders pre-pandemic numbers.
- Onboard Stats
 - Bicycle riders are coming back with an average of about 50% of where it was prior to the pandemic and is gradually climbing.
 - ADA ridership plummeted during the pandemic but with all the Covid-19 safety measures in place, ADA riders are coming back. Safety measures include:
 - Nightly fogging of every train
 - Personnel continuously wiping down surfaces throughout the train
 - Hand sanitizers at every entrance and exit door.
 - Security to enforce mask wearing. In February 2021 TSA mandated mask wearing while on the trains and platforms.
- Station Parking
 - Due to Covid-19 and the reduction of ridership, parking lot utilization has decreased.
 - IOS Station Parking
 - Longwood and Maitland had the highest parking utilization January through March.
 - Southern Expansion Station Parking
 - Kissimmee was the highest utilization at almost 70% capacity.
- Customer Service Calls
 - The majority of Customer Service calls from January through March are categorized as “General” including fare collection, destinations, and schedule questions. A little over 5,000 calls during that period.
 - Around 1,000 calls were related to transactions. There have been a few instances where cards have been hot listed.
- Revenue Incidents by City/County
 - Six incidents occurred between January and March of 2021.
 - Three incidents involved trespassers which unfortunately resulted in fatalities.
 - One involved a SunRail Train hitting a car. That driver did not have to go to the hospital.
 - A vehicle struck a SunRail train going 70-90 mph in the Kissimmee area.
 - One incident involved a piece of metal being run over.
 - Two incidents involved a CSX train.
- CFRC Signal System Incidents

- Approximately 40 incidents reported monthly.
- Broken Gates – Approximately 25% of incidents
- Clear on Arrival – Approximately 20% of incidents are reported by the public as crossing failures which are found not failing upon arrival of the maintainer.
- Maintenance Response / Repair time - Approximately 75% of incidents are repaired in less than 3 hours (Clear on Arrival incidents generally take longer due to investigation and testing procedures)
- Quiet Zones
 - Quiet Zones established in City of Kissimmee, Edgewood, Orange County, Maitland, and Winter Park.
 - Working with City of Orlando to establish Quiet Zones at 3 additional intersections.
 - Mr. Heffinger reiterated that just because it is a Quiet Zone does not mean a train horn will not be blown.
 - Federal law mandates a train horn be blown at least once when entering and exiting a station.
- FY 20/21 Operating Budget Update
 - Farebox Revenue is down as well as CSX, Amtrak, and FCEN usage.
 - Ancillary Revenue is positive with the advertising using train wraps, with another potential candidate for train wrap advertisement in the works.
 - \$29 M in 2020 CARES Grant funds was received about a year ago and another \$3.5 Million was awarded recently. This will go towards funding for cleaning the trains and operating expenses.
 - Contractor budget is very close to projected quarterly budget
 - One thing to notice is the Consultant Support is below budget. With the PTC resolution we were able to pull back and reduce efforts and oversight.
- Positive Train Control (PTC) is Positively Successful
 - Since the launch, SunRail, Amtrak and CSX have operated at 99% or greater.
 - We are leading the nation in PTC percentage with regards to small transit operations.
 - SunRail's January Operating percentage was at 99.2%, February was 99.1%, March was 99.4%, and as of this meeting, April's percentage was 100%.
 - PTC was mandated back in 2015 because of a train on train collision which unfortunately resulted in fatalities.
 - Starting January 1, 2022, trains will not be able to operate without PTC engaged.
- Operation S.T.R.I.D.E.
 - All Dynamic Envelopes for SunRail crossings have been completed however, there are a few to go back and look at due to on-going construction in the area.
 - There are 172 crossings in District 5, which consists of nine counties, and 169 crossings have been completed.
 - Actively working with Brightline and Florida Central to have Dynamic Envelopes put in place by the end of April.
 - Before studies took place and showed the distance vehicles stopped from or on the tracks. After studies will be conducted on 14 crossings to compare results to evaluate success.
 - After studies that have already taken place have proven Dynamic Envelopes reduce vehicles stopping on the tracks by 20-40%
- Other Updates
 - The DeBary station is fully refurbished. Concerns regarding rust on the canopy brought forth by the CAC Board initiated the refurbishment. Inspection at all 16 stations concluded DeBary with the only issue of rust.
 - The TSA mask requirement continues for SunRail with positive results. Masks are available at no cost should a customer arrive and be in need of one to ride.
 - Rider surveys collected for feedback on service and opportunities to improve have been sent out. You are encouraged to fill it out, every comment matters.
 - At the last Central Florida Commuter Rail Commission meeting, the Commission agreed to a Resolution of Support in favor of Brightline completing a study and exploring the possibility of enabling a SunRail connection to the airport.
- Ms. Tawny Olore stated additional supporting information was included in the packets and can be found online as well.
 - Mr. Nabil Muhaisen from the City of Kissimmee asked what capacity the train is running in comparison to the period prior to the pandemic. He mentioned ridership was at 3,000 and the Kissimmee parking lot is full.

- Mr. Heffinger responded Kissimmee parking is at about 65% capacity right now however there could be others parking that are not riding the train. A comparison of the number of riders who get on and off at Kissimmee and the parking percentage will be completed and released to Mr. Muhaisen.
- Mr. Muhaisen said the reason he was asking is because of an event on the 4th of July at Lakefront Park and they anticipate people utilizing the train so it would be helpful to know the capacity of the train. He also wanted to know if there was any chance of increasing the capacity that day?
- Mr. Heffinger stated we can look at the capacity of the trains for that period and other holidays coming up. SunRail also has the option of adding an additional cab car if needed.
- Ms. Olore added by stating July 4th falls on a Sunday this year.
- Ms. Olore pointed out the Kissimmee parking capacity is for surface lots. Typically, before the pandemic FDOT was showing 100% capacity for surface lots, not necessarily including the garage lots.
- Ms. Olore also mentioned MetroPlan Orlando kicked off a Feasibility study for increasing the parking with the exception of Kissimmee Amtrak since there is a parking garage.
- Rick Werbiskis asked who to contact for regular updates on the status of draft plans for the DeLand Station?
 - Mr. Heffinger said to send any requests to him directly and he would forward the information.
- Mr. Renzo Nastasi of Orange County asked for the Boarding and Alightings statistics for the two stations in Orange County- Meadow Woods and Sand Lake.
- Ms. Olore brought up the Ride & Shine plan and working with the local businesses and asked if SunRail is putting together a Marketing Plan for after COVID to reengage and get people back on the train.
 - Mr. Heffinger stated Evolve is working on a plan that includes a number of items. He will check the status and see if he can get it out for review.
 - Ms. Olore said it may be beneficial to work with local governments and get help with marketing through social media, local businesses, and chambers. Osceola County would like to help.
- Ms. Olore referenced the Budget slide and asked if the PTC O&M annual budget of \$5 Million was correct? She thought there was discussion to increase that number.
 - Mr. Heffinger agreed and stated that number is incorrect and has not been updated. The number shown on was budgeted funding. Actual cost is projected to be around \$8-9 Million. The working group has put together some key negotiation items for discussion.

Agenda Item: LYNX Connectivity

Presenter: Myles O'Keefe

- LYNX Fixed Route Average Daily Boardings and Alightings by SunRail Station Areas
 - Ridership in February 2021 is about 45% lower than February 2020 primarily because of the pandemic.
 - Three stations with the highest connectivity activity from bus to rail is at the Advent Health, Winter Park, and Sanford Stations.
- LYNX Feeder Bus Route Analysis (Phase 2 Routes)
 - Ridership has had anywhere between a 9%-38% decrease depending on the station between February 2020 and February 2021. Again, primarily due to the pandemic.
- Ms. Olore asked if LYNX has a marketing plan in the works for after COVID?
 - Mr. O'Keefe will check with the Director of Marketing for LYNX to make sure they are working on a plan to reengage their customers.

Agenda Item: Votran Bus Connectivity

Presenter: Kelvin Miller

- Boardings and Alightings for the DeBary Station:
 - 478 passenger trips were made for January 2021. There was about a 60% decrease in ridership from January 2020.
 - 561 passenger trips were made for February 2021. There was about 46% decrease in ridership from January 2020.
 - Annual ridership to date for 2021 is 3,688 with an average daily ridership of 30 passengers.
 - Votran ridership is down about 51% in Fiscal Year 21 compared to Fiscal Year 20.
- Ms. Olore asked if there will be coordination as Phase 2 North moves forward, with feeder bus connectivity at the DeLand Station.
 - Mr. Miller stated Votran is exploring a feeder bus system to the proposed DeLand SunRail Station.

Agenda Item: SunRail Transition Consultant Update**Presenter: Michael DePallo**

- Mr. Michael DePallo stated Mr. Alan Danaher was in attendance on the virtual meeting.
- Mr. DePallo stated over the last 7 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 international consulting firm with over 200 offices throughout the United States including one in Orlando.
 - WSP has a great deal of experience in commuter railroad. Provides services on 21 of the 31 commuter railroads throughout the United States.
 - Toole Design Group is a Sub Firm.
 - The lead is Andrea Ostrodka. She oversaw the SunRail Phase 1 Transition Analysis Final Report in May of 2019 and is familiar with SunRail.
 - Texas Transportation Institute (TTI) is another sub firm.
 - TTI Lead is Alan Rudder who is a former FRA administrator. They produce the National Guidebook on Contracting Commuter Rail Services. This is a CRP project that analyzes the jurisdictions and organizational structure of every commuter railroad in the United States.
 - HHCP is another sub firm.
 - Designed the majority of the existing SunRail Stations.
- WSP Key Team Members
 - Mike DePallo is the Project Manager
 - Has over 40 years-experience in the transportation business. He had five of the largest transit systems in the United States with the last two assignments as Director and General Manager of 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 45 years' experience working on all types of transportation projects just like this one out of the Orlando office.
 - Michelle Kendall is the Public Involvement Task Lead. She is from the Orlando office.
 - 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 Assessment
 - 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
 - Agency Boards
- Agency Involvement for this project

- CFCRC
 - TAC
 - CAC
 - Steering Group Meetings
 - MetroPlan Orlando and River to Sea TPO
 - FDOT
 - Additional Stakeholders
 - Local Funding Partners' Commissions/Councils
- Data Collection Task – Key Elements
 - Mr. DePallo notated 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 every 3 months with CFCRC Board and Committees
 - TAC April, July, October, January, April, July
 - Meetings every 6 months with 4 County Commissions, Orlando City Council, and two MPO's (MetroPlan Orlando and River to Sea TPO)
- TAC Involvement – What is your role.
 - The TAC consists of people who are key transportation experts. You can provide feedback as analysis is completed and deliverables are developed throughout study.
 - Ask questions. From a TAC perspective, what key issues should the Transition Plan address?

Committee Member Comments:

- Mr. Shad Smith of Longwood addressed the Quiet Zone Notice of Establishment for Seminole County and wants to know when does it start, or has it already?
 - Mr. Heffinger stated he would check on it but reiterated that trains will still blow their horns for safety. If a pedestrian or vehicle are within 10 feet of the track, then the engineer will blow their horn. He also reminded everyone of the federal law that requires a train to blow their horn when arriving and departing a station regardless of a Quiet Zone.

Meeting adjourned: 2:54 p.m.

Next meeting: Next meeting is scheduled for Thursday, July 14, 2021, at 2:00 p.m., final location - TBD

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 signal light pole with a flashing red light and a '2 TRACKS' sign is visible. A crossing gate with 'CENTRAL STATION' and 'TR FLOOR TRAIL' signs is in the foreground. The word 'WELCOME' is overlaid in large white letters with yellow brackets.

[WELCOME]



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

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JACQUELINE PARAMORE

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

CHAIR'S REPORT

Tawny Olore, P.E.



PUBLIC COMMENTS





AGENCY UPDATE

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



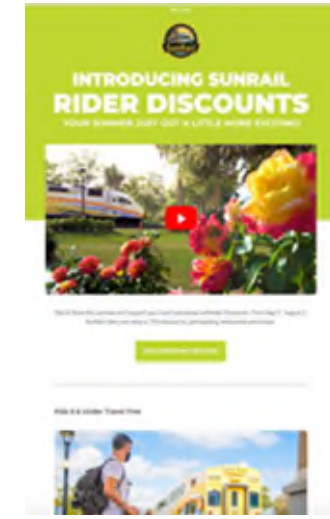
ALL NEW MARKETING CAMPAIGNS



- 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 -



ANNOUNCING SPECIAL SERVICE!

P341 SERVICE ON SELECT DAYS!

*Departing 10:30 PM Southbound
from Church Street*

- 7/22: Orlando City vs Philadelphia Union
- 7/30: Orlando City vs Atlanta United
- 9/15: Orlando City vs CF Montreal
- 10/20: Orlando City vs CF Montreal





ALL NEW EXCITING EVENTS

- 7/16: Kissimmee Little Riders Market
- 7/20: Teddy Bear Station Party with Orlando Rep





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
- More designs and options are in development
- Merchandise available to purchase at select pop-up shops posted on our social media





[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!]

- Procurement initiated 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



POSITIVE TRAIN CONTROL

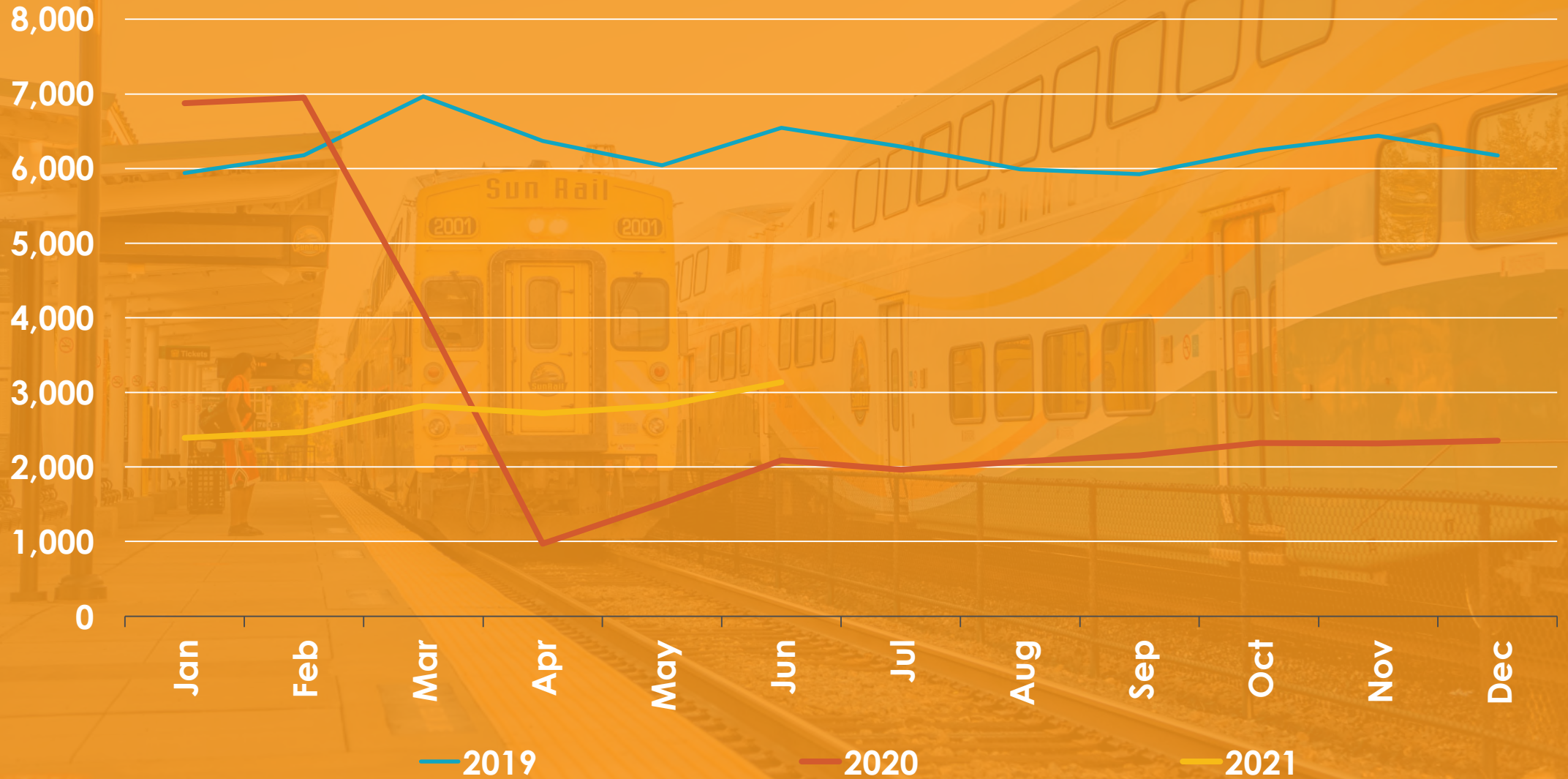
Positive Train Control (PTC) has been fully implemented in compliance with the Federal Railroad Administration's regulations.

- All SunRail, CSX and Amtrak are operating with PTC enabled
- SunRail, CSX and Amtrak are all operating with a near 99% success rate – continuing in April, May and June with near 99% - no issues with PTC Operations
- June PTC Success Rates:
 - SunRail 99.9%
 - CSX 99.4%
 - Amtrak 98.6%



AVERAGE DAILY RIDERSHIP

Apr – 2,721 | May – 2,818 | Jun – 3,137



BOARDINGS BY STATION

Ridership April through June 2021



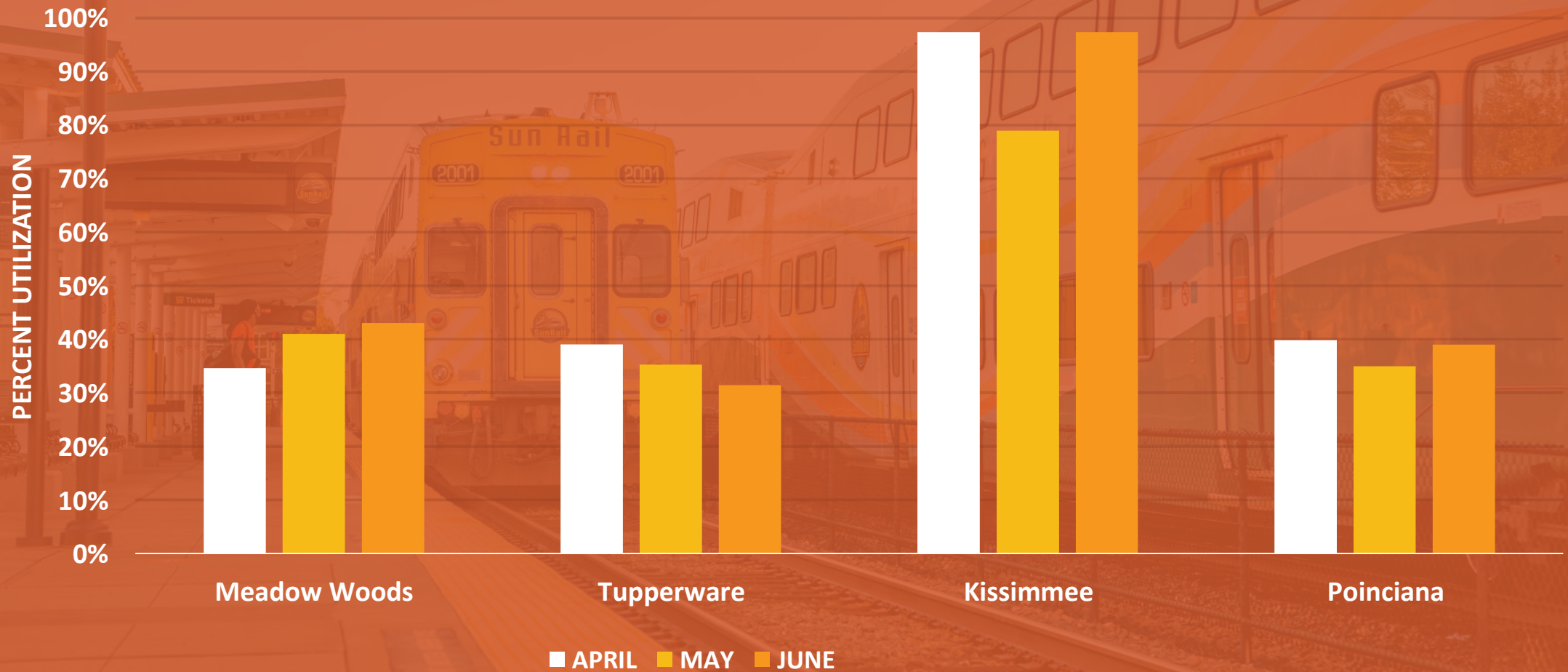
IOS STATION PARKING

APRIL 2021 – JUNE 2021



SOUTHERN EXPANSION STATION PARKING

APRIL 2021 – JUNE 2021



ABOVE AVERAGE

- On-Time 58 Days
- 64 Operating Days
- Ran 2,560 Trains

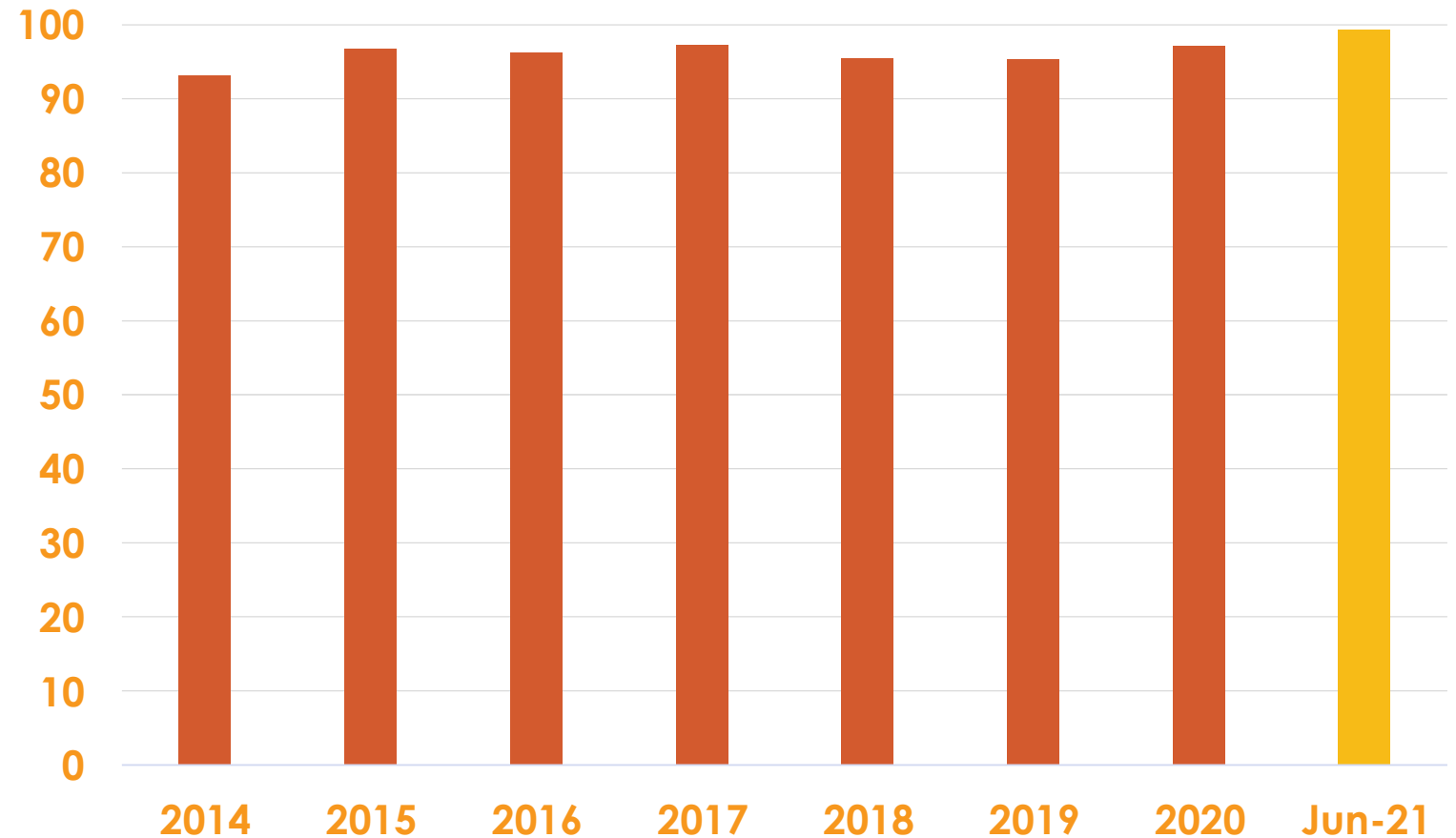
ON-TIME PERFORMANCE AVERAGE

April 2021 – June 2021

Goal = 95%

Actual = 97.5%

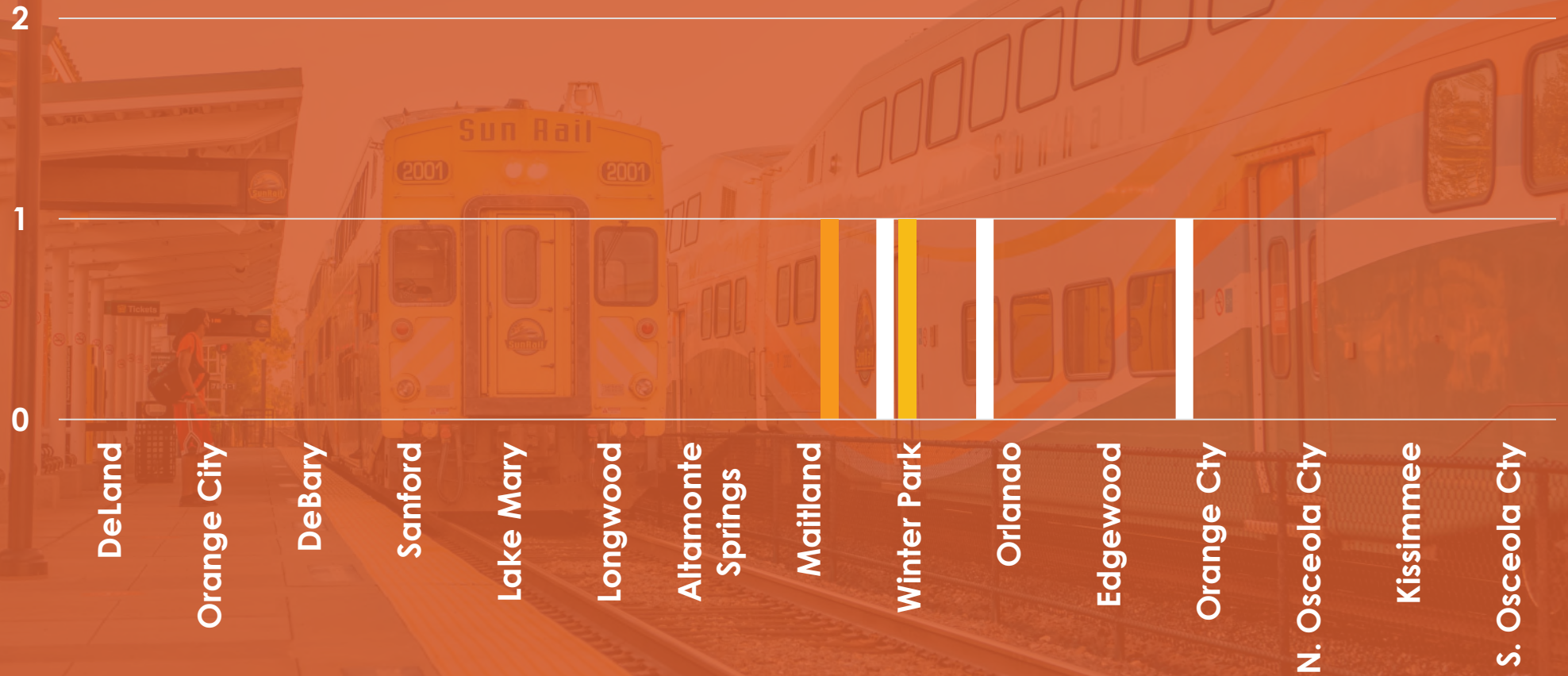
Contract = 99.3%



REVENUE INCIDENTS BY CITY/COUNTY

April 2021 – June 2021

■ SunRail ■ Amtrak ■ CSX



FY20/21 OPERATING BUDGET UPDATE

OPERATING REVENUE

ANNUAL BUDGET

YEAR TO DATE JUNE 30, 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

\$ 1,109,140	\$ 1,072,432
\$ 3,760,457	\$ 3,198,217
\$ 1,075,395	\$ 792,270
\$ 29,163	\$ 27,151
\$ 103,234	\$ 118,089
\$ 354,966	\$ 431,642
\$ 6,432,355	\$ 5,639,801

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

\$ 29,464,781 \$ 28,672,227

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
--

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 JUNE 30, 2021	
BUDGET	ACTUAL
\$ 10,721,416	\$ 11,303,041
\$ 16,423,480	\$ 15,827,277
\$ 1,357,245	\$ 1,320,830
\$ 961,324	\$ 906,144
\$ 2,281,026	\$ 2,103,573
\$ 3,271,522	\$ 3,357,683
\$ 2,015,072	\$ 1,412,818
\$ 2,153,781	\$ 4,907,565
\$ 1,395,428	\$ 1,130,141
\$ 5,029	\$ 3,817
\$ 96,840	\$ 35,946
\$ 45,387	\$ 25,380
\$ 35,262	\$ 12,810
\$ 31,147	\$ 33,978
\$ 445,851	\$ 202,200
\$ 5,000,000	\$ 5,386,412
\$ 4,479,310	\$ 3,026,829
\$ 50,719,120	\$ 50,996,444

\$ 2,028,263	\$ 3,087,407
\$ 8,912,000	\$ 8,692,108
\$ 9,404,698	\$ 7,592,118

\$ 71,064,081	\$ 70,368,077
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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	23	22	20					167
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
Florida Hospital/Health Village	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
Total - All Stations	871	1,182	1,152	1,122	1,029	1,127	1,017	1,117					1,077
Percent change from FY 19 to FY 20	-54%	-32%	-19%	-30%	-45%	-34%	733.6%	35%					-26%

[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]

December 2020

Activity at DeBary Station	Fiscal year 2019												Annual Daily Average
	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	
Days of Operation	23	21	20	22	20	21	22	22	20	22	22	19	254
Avg Daily Ridership	98	66	85	89	64	76	66	61	59	57	69	63	71

Activity at DeBary Station	Fiscal year 2020												Annual Daily Average
	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	
Days of Operation	23	20	21	22	20	22	22	20	22	23	21	21	257
Avg Daily Ridership	65	48	74	63	52	44	25	7	42	38	40	42	45

Activity at DeBary Station	Fiscal year 2021												Annual Daily Average
	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	
Days of Operation	22	20	22	20	20	20	22	20	22				188
Avg Daily Ridership	37	30	30	24	28	27	34	39	36				32

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 14, 2021
2:00pm

Technical
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

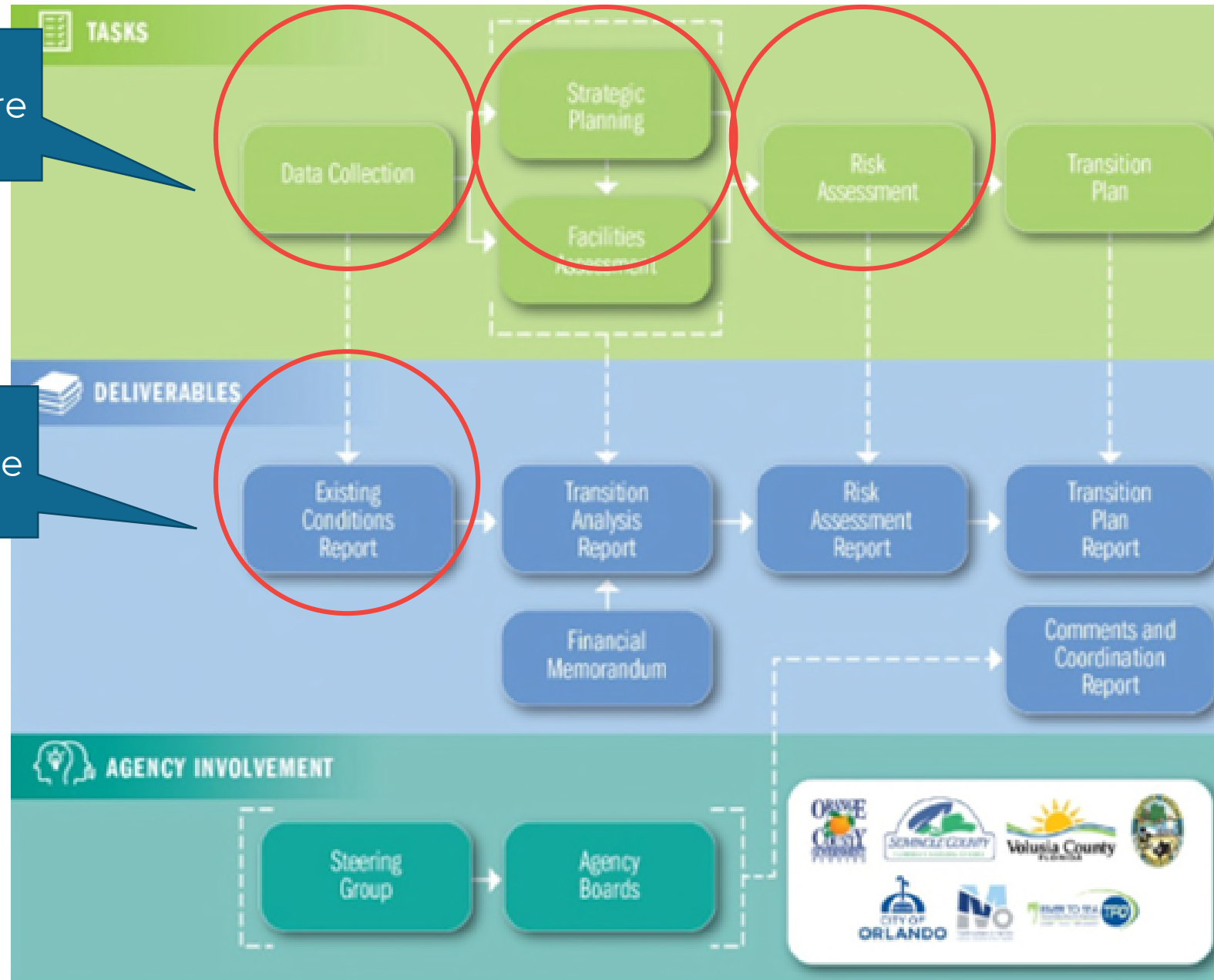


Transition Study Process – Current Status

Project Update

We are here

We are here

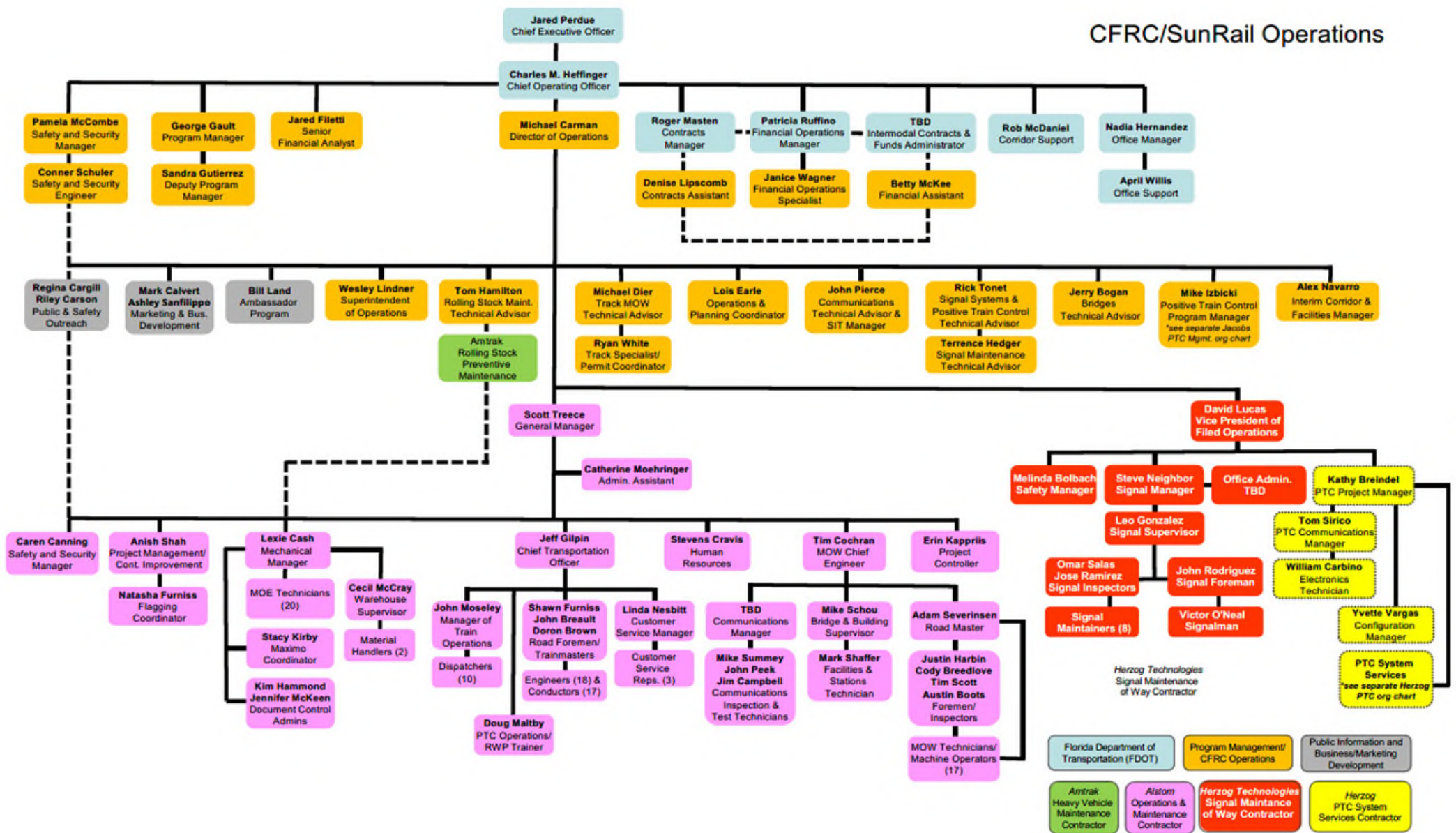


Completed Tasks

- 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*



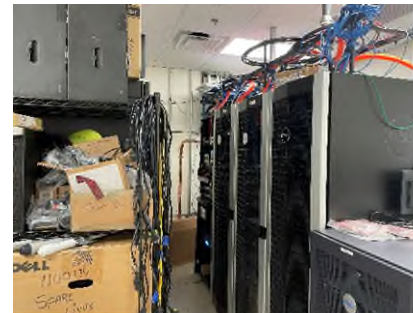
Field Review Initial Findings – Track & Grade Xings

- 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 Completed – Under Review



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
 - *Steering Group Meeting – July 14*
 - *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 October 13, 2021



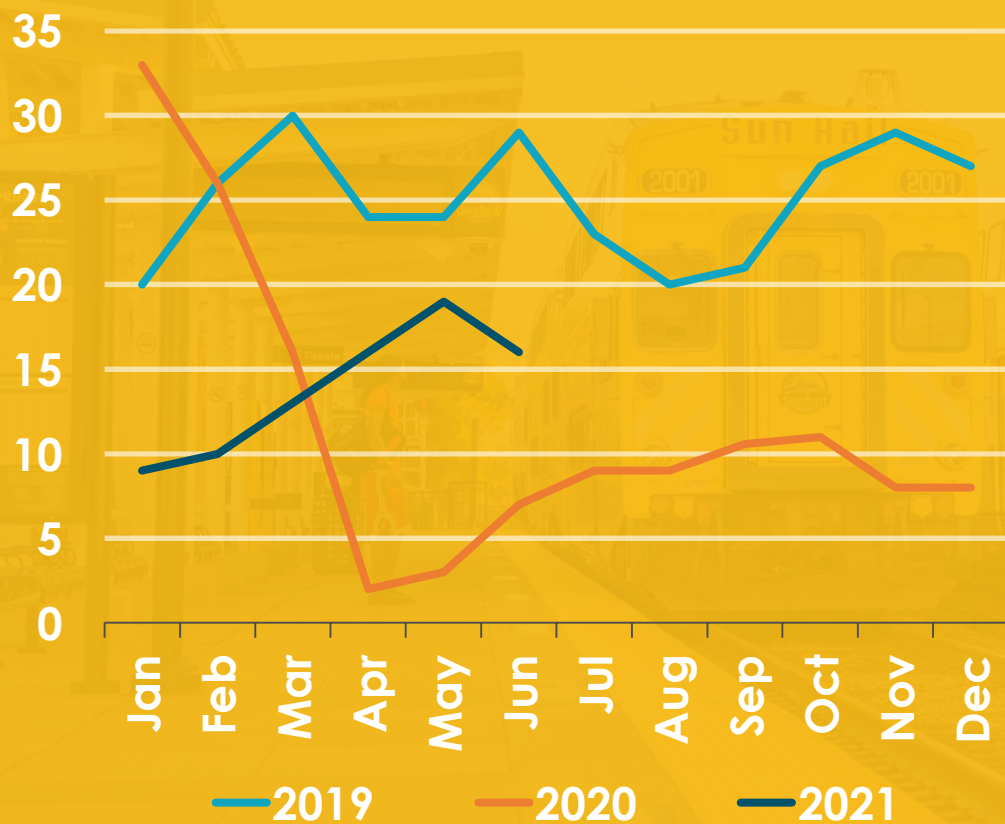
SUPPORTING CHARTS AND DATA



ONBOARD STATS

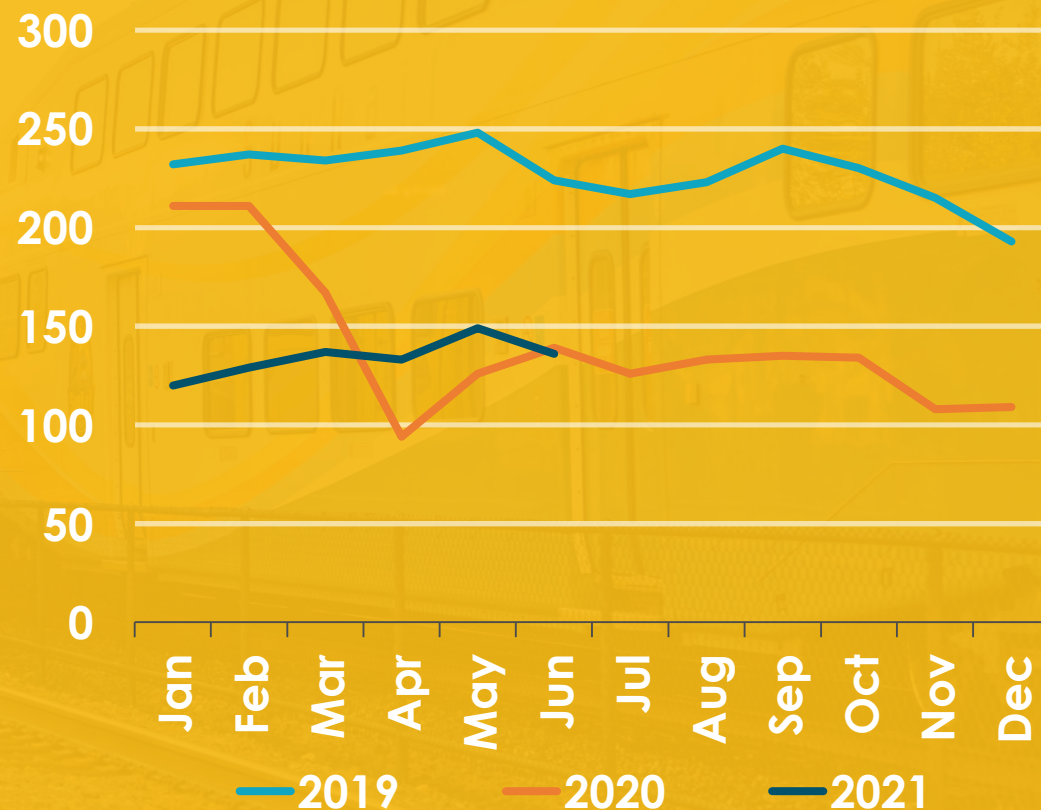
ADA

Apr - Jun Average: 17



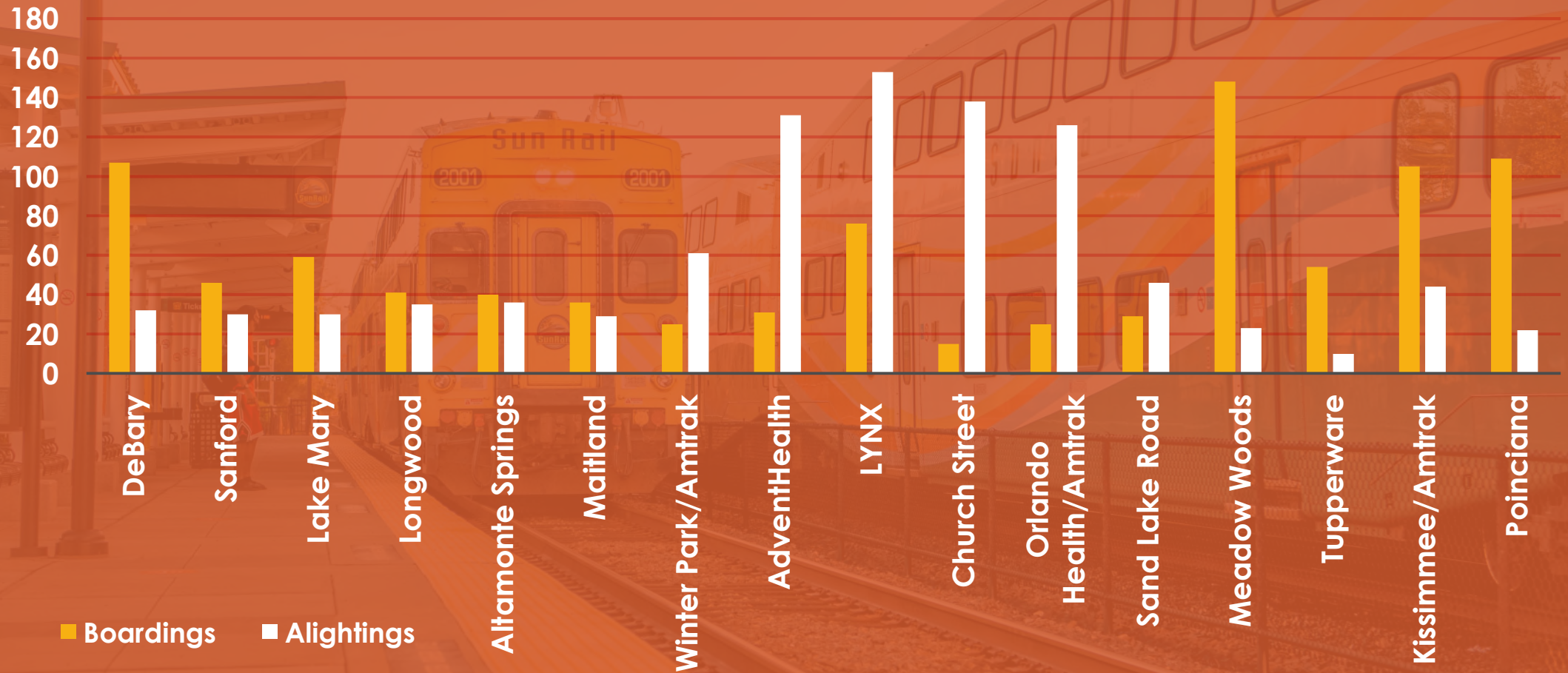
BICYCLE

Apr - Jun Average: 136



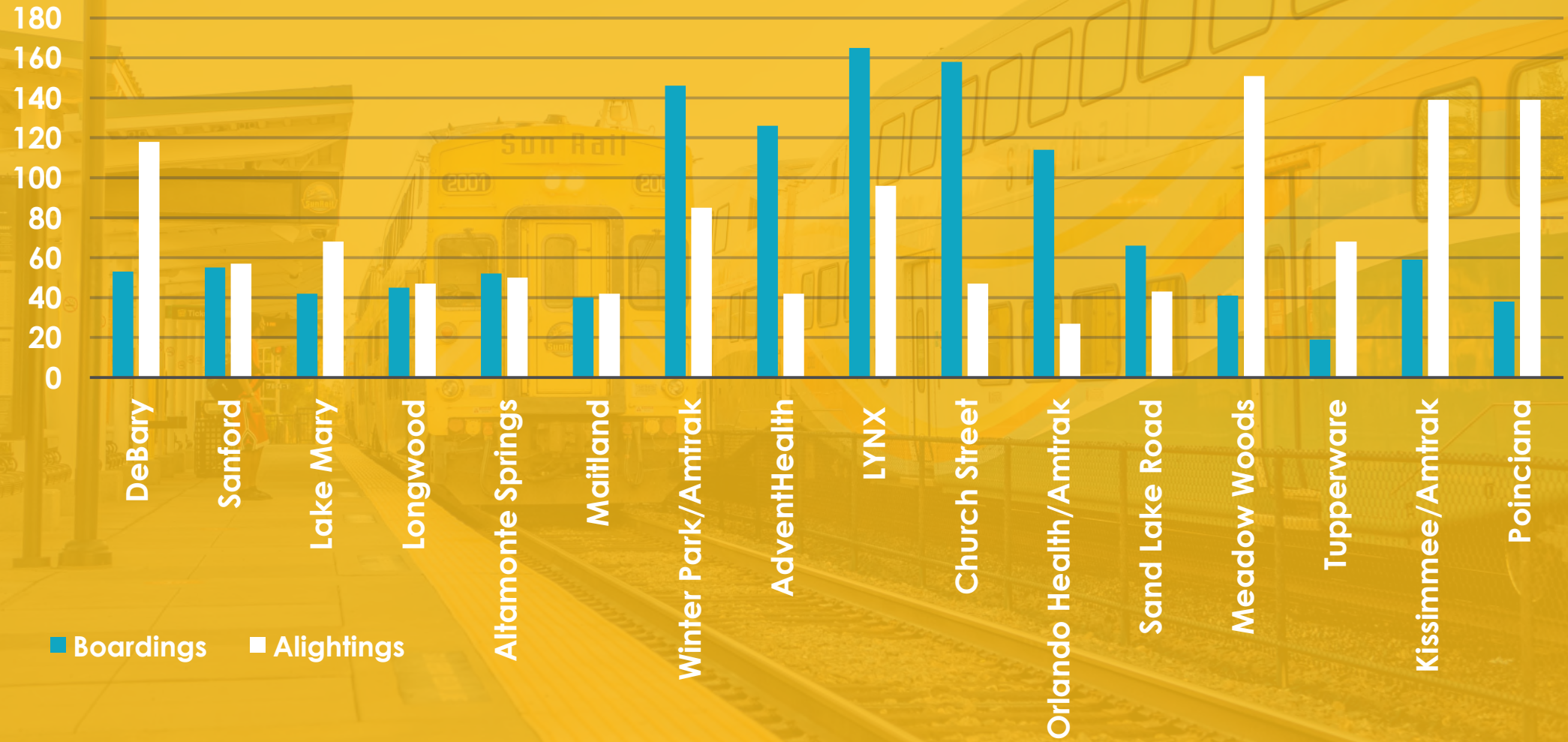
[BOARDINGS & ALIGHTINGS]

AM PEAK
5:45 AM – 8:45 AM (NB from Poinciana)
April - June 2021



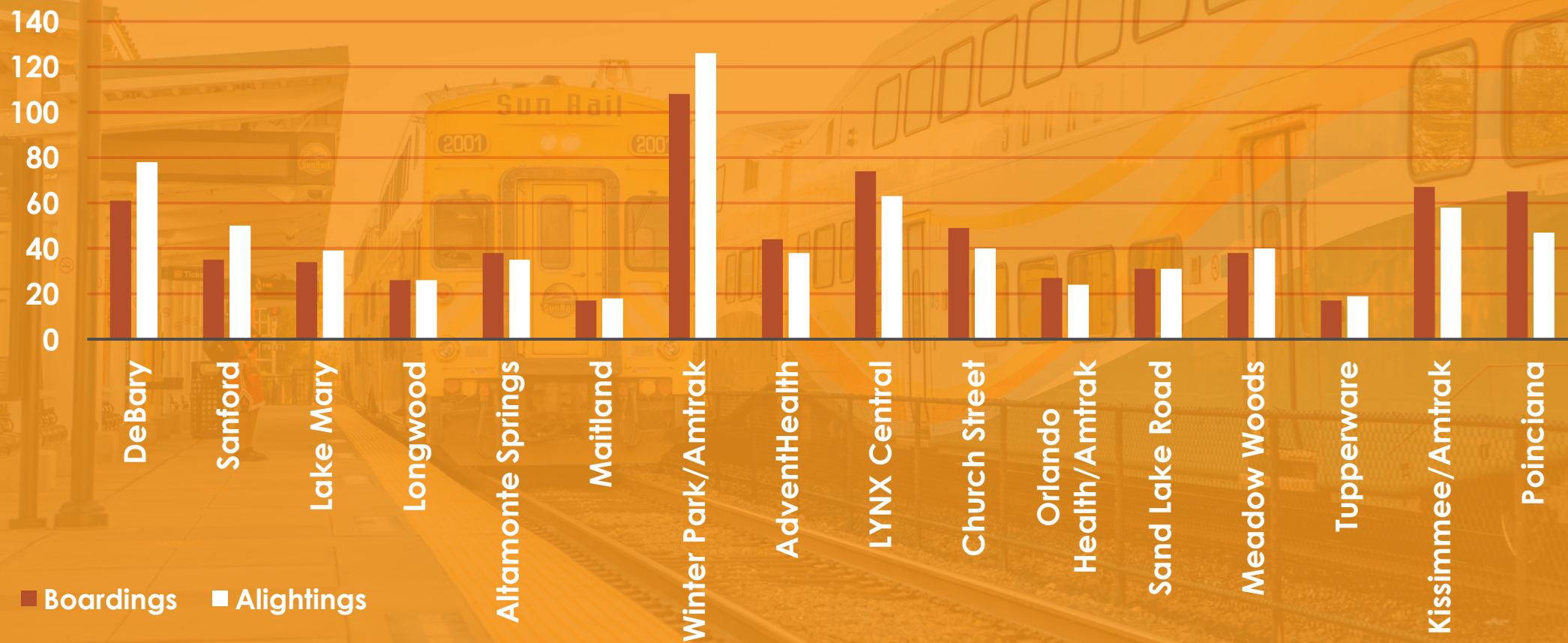
[BOARDINGS & ALIGHTINGS]

PM PEAK
3:15 PM – 6:25 PM (NB from Poinciana)
April – June 2021



BOARDINGS & ALIGHTINGS

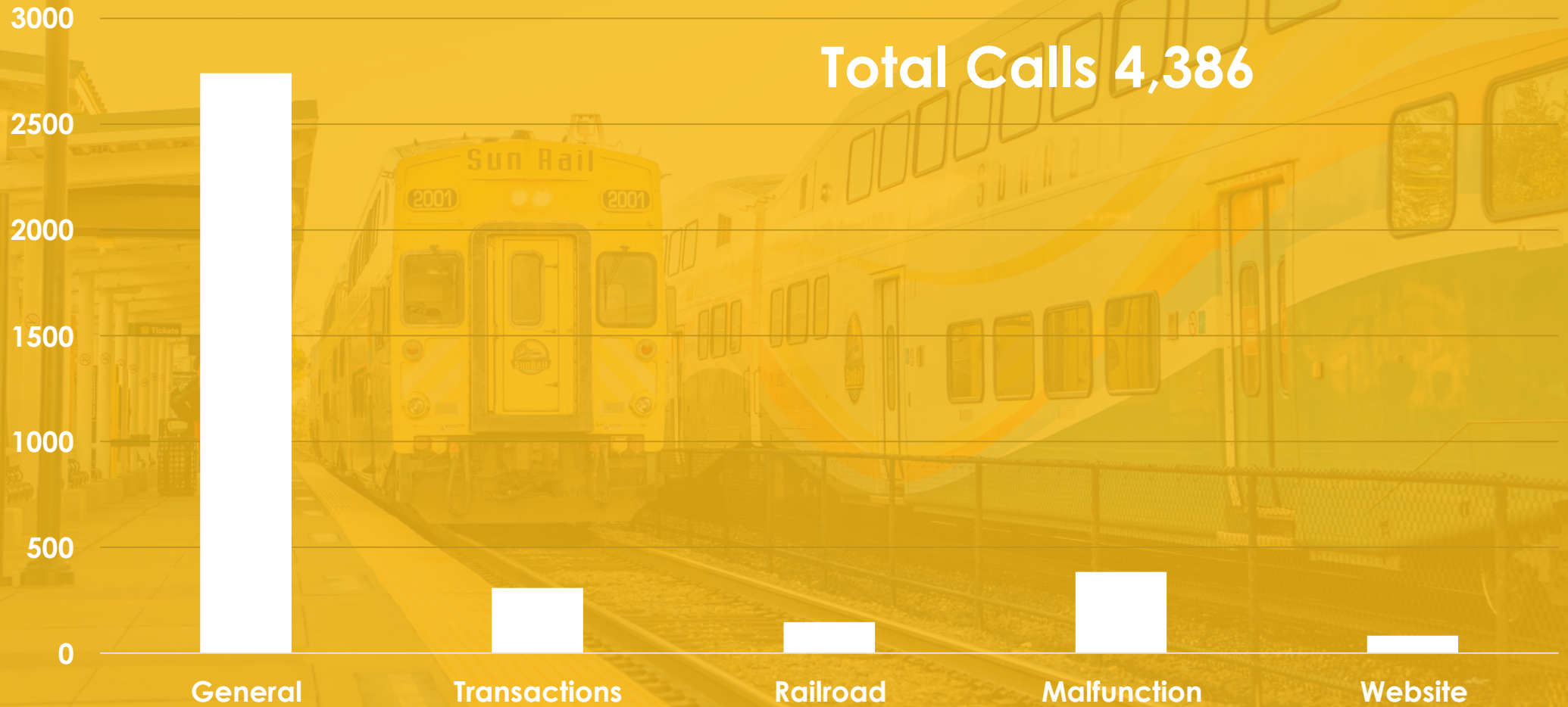
OFF PEAK
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)
April - June 2021



CUSTOMER SERVICE CALLS

MARCH – MAY 2021

Total Calls 4,386



TRAIN PERFORMANCE DETAIL

April 2021 – June 2021

Train Performance Overview	Trains	Percentage
On-Time	2496	97.5%
Late	62	2.4%
Annulled	2	0.1%
Total Trains Operated	2560	100.0%

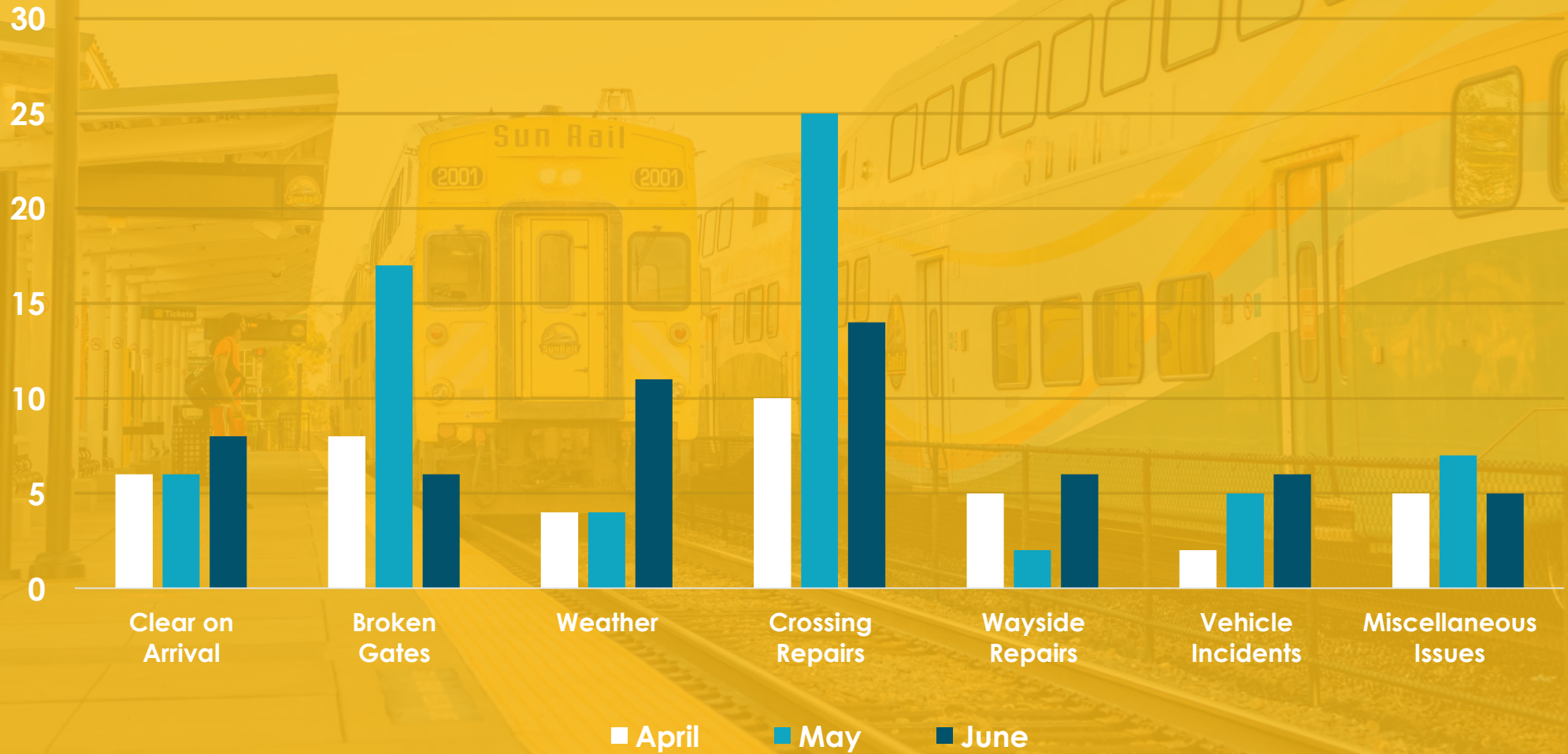
Performance Detail	Days	Trains	Percentage
Communications	1	1	0.0%
Maintenance of Way	2	2	0.1%
Mechanical	9	12	0.5%
Other	6	8	0.3%
Passengers	1	1	0.0%
Police Activity	8	9	0.4%
Signals & Components	6	9	0.4%
Train Interference	5	5	0.2%
Trespasser/Grade Crossing/Near Misses	2	4	0.2%
Weather	3	13	0.5%
Total (Rounded)		64	2.5%

Note: Only categories with a value greater than zero are displayed and rounded to one decimal.



CFRC SIGNAL SYSTEM INCIDENTS

APRIL 2021 – JUNE 2021



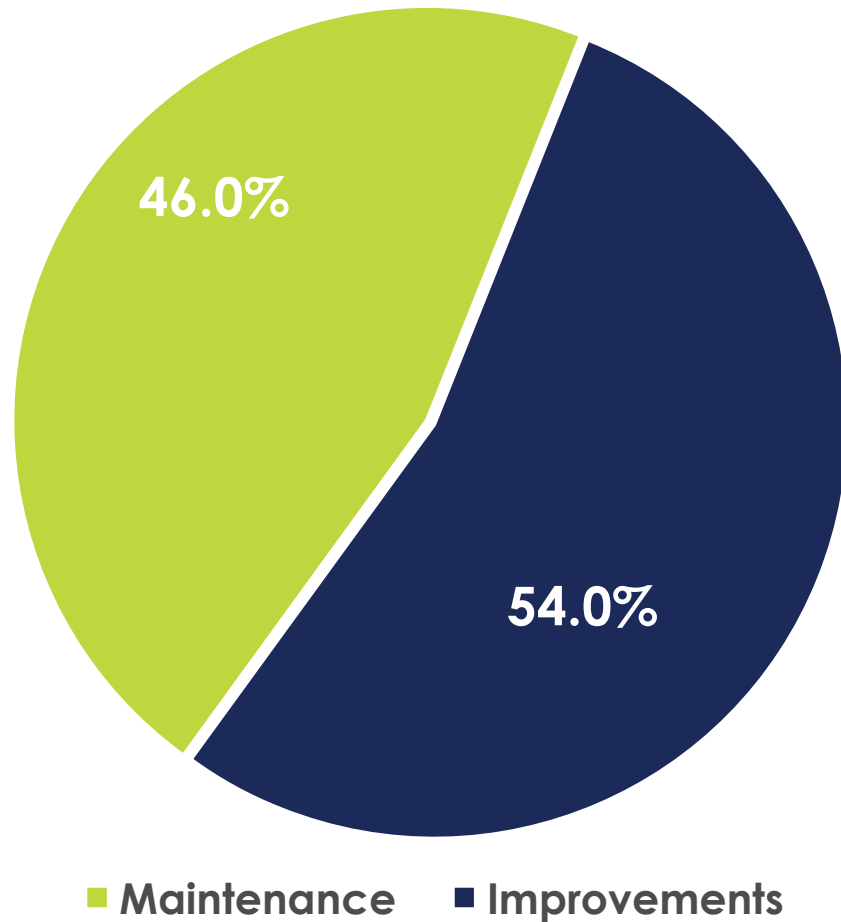
[QUIET ZONES]

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established
Seminole County	Coordinating with FRA
City of Orlando	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



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

May 2021

Data: May 1 – May 31, 2021

SunRail Hardware Maintenance

Management Review

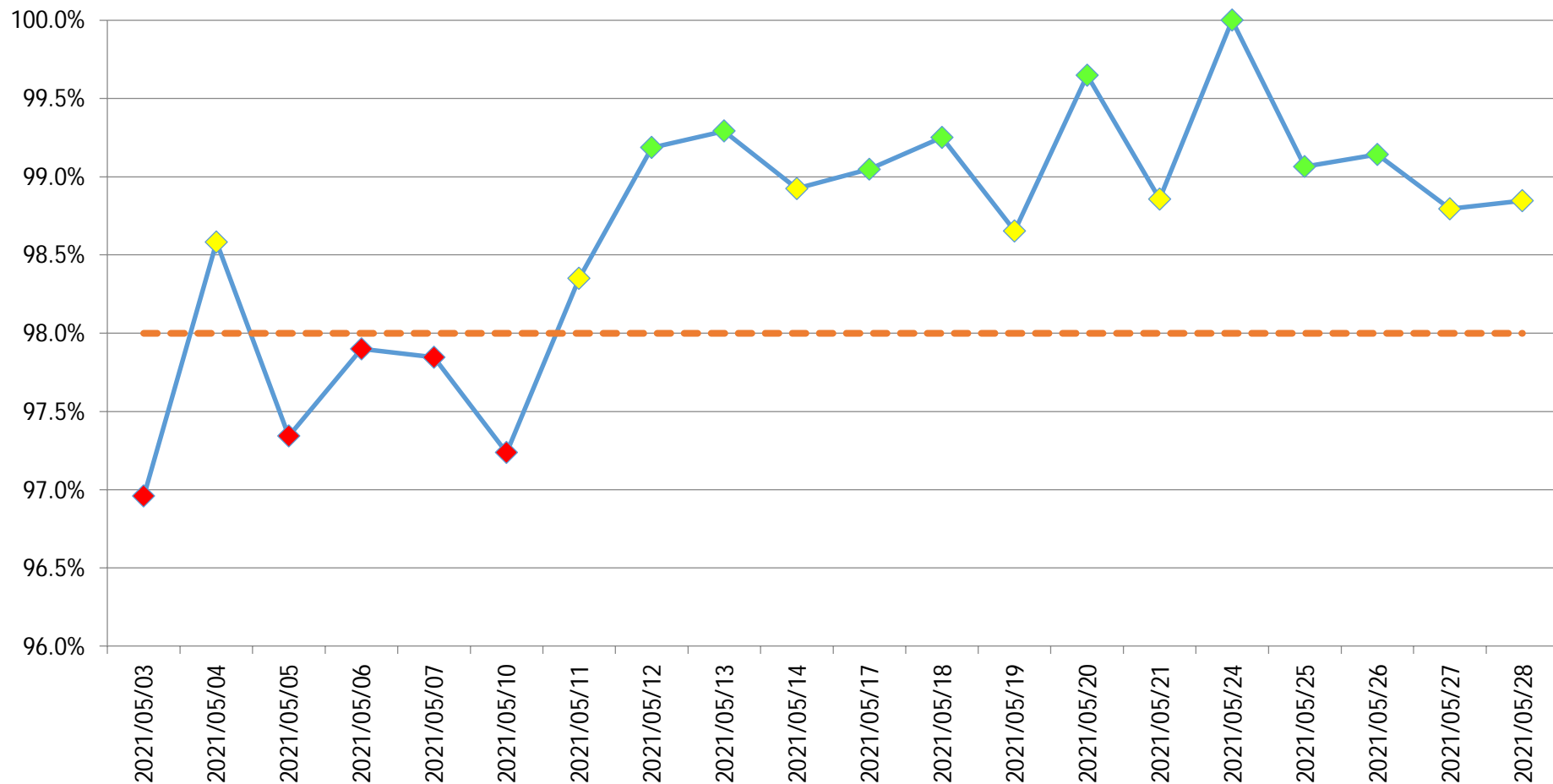
Device Availability (TVM)

Operation Hours = 18 hours, Mon-Fri

TVMs – 64

Target SLA – 98%

TVM Availability - May 2021



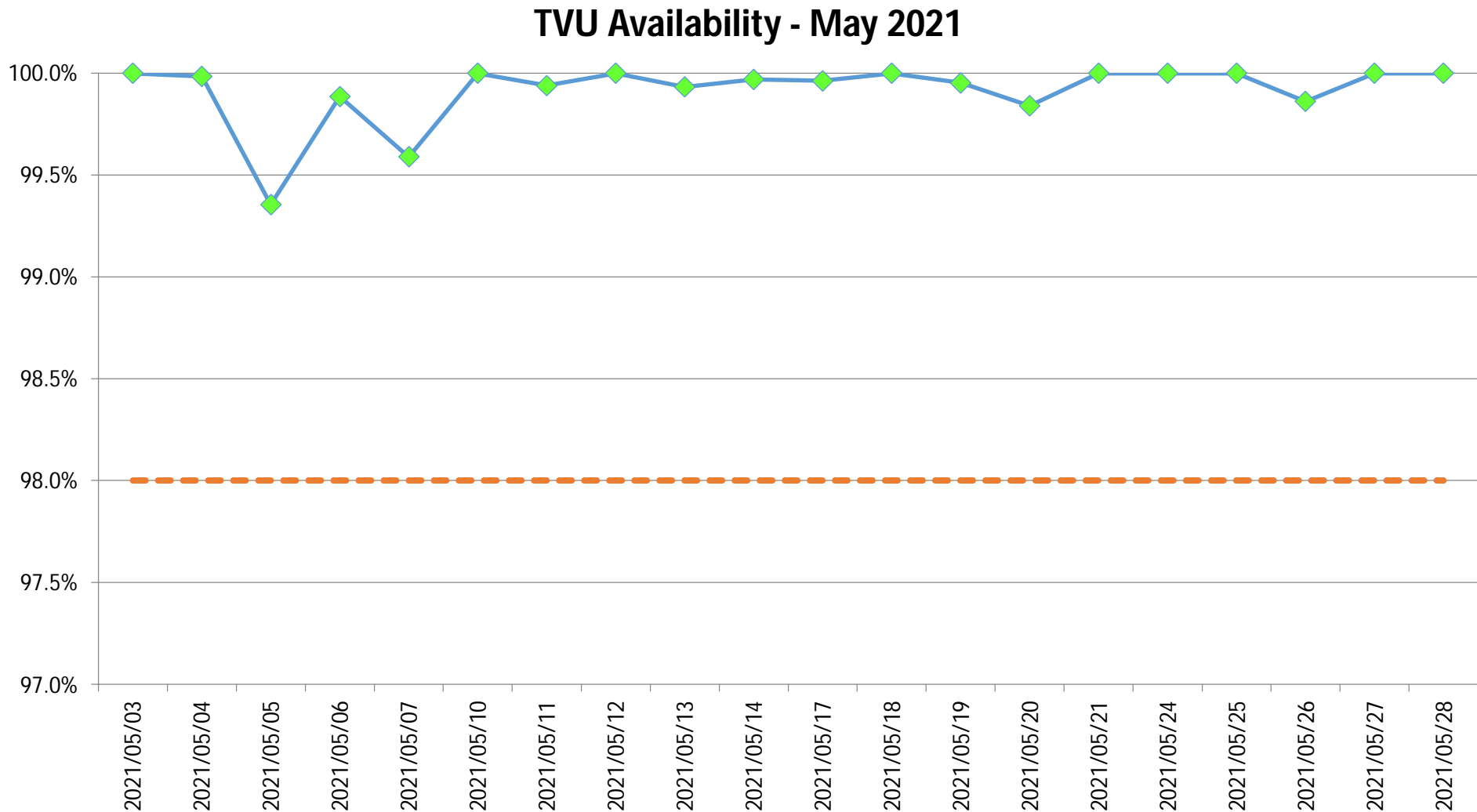
Availability target was not met five days this month due to Europay Master Card Visa (EMV) Implementation on May 1 which resulted in software issues at TVMs.

Device Availability (TVU)

Operation Hours = 18 hours, Mon-Fri

TVUs – 96

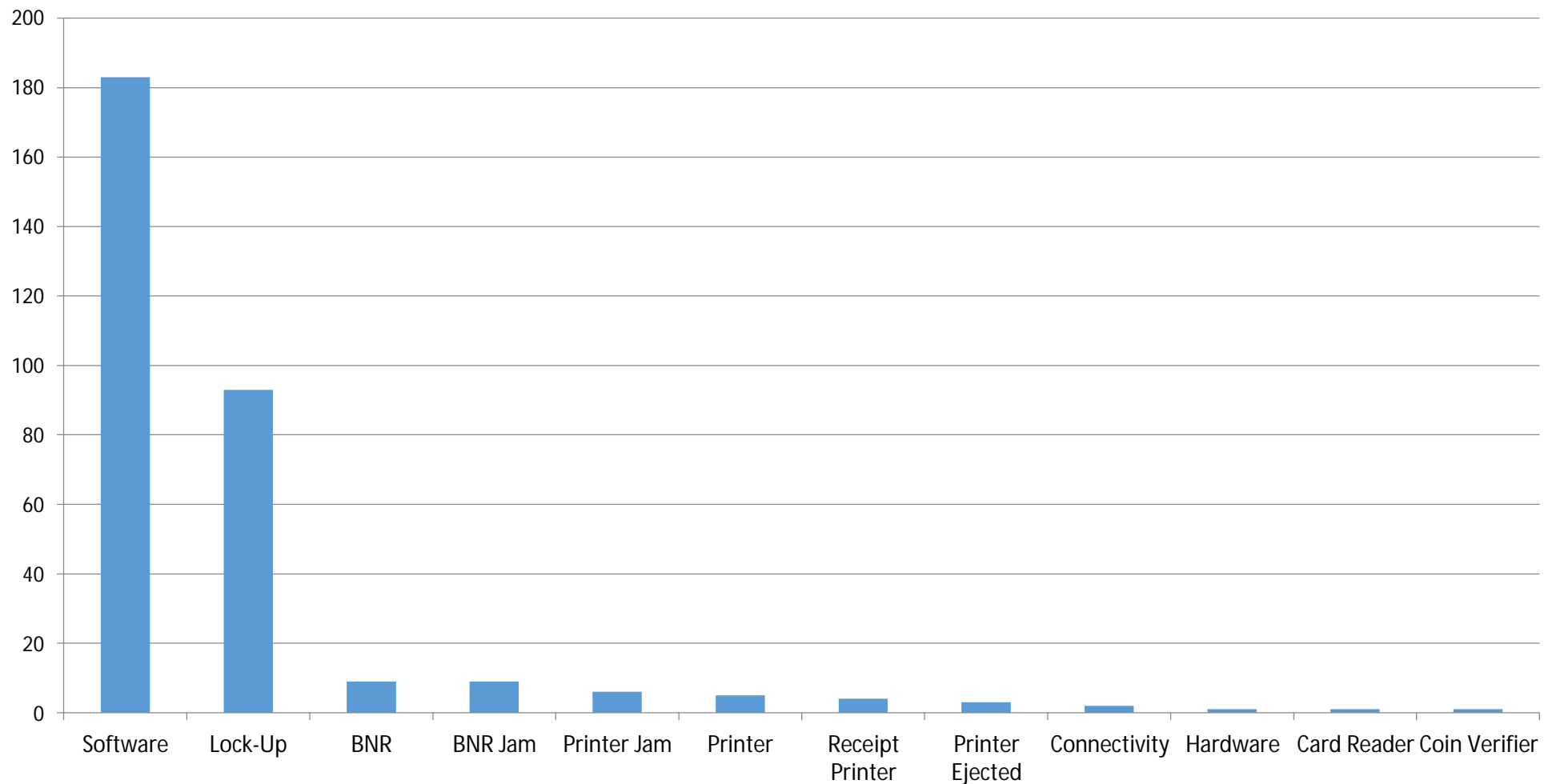
Target SLA – 98%



Availability target met daily this month.

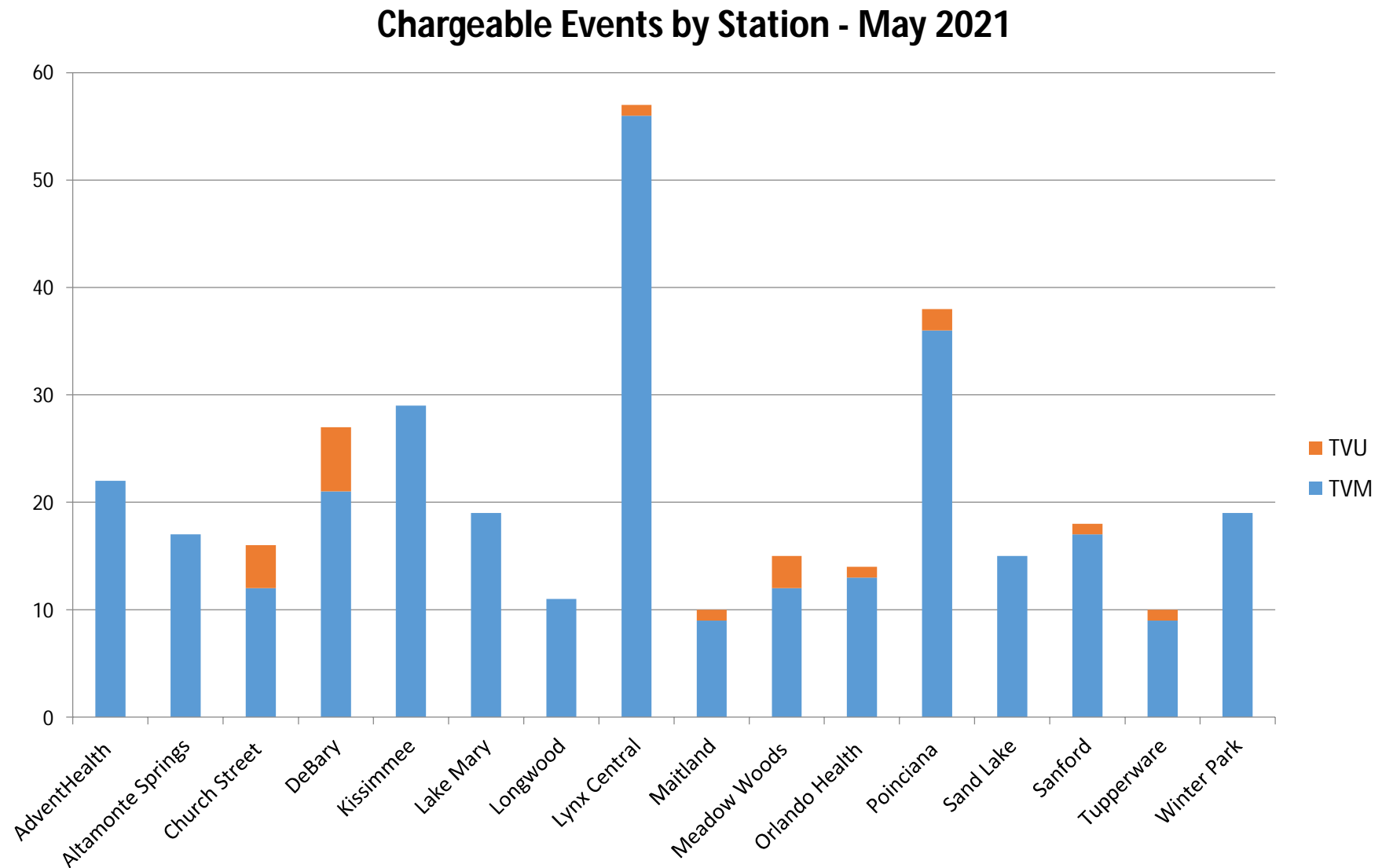
Errors Found – Technical in Nature

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 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