



**CENTRAL FLORIDA
COMMUTER RAIL
COMMISSION**

August 12, 2021



Central Florida
Commuter Rail Commission

Date: August 12, 2021
Time: 1:00 p.m.
Location: LYNX
455 N. Garland Ave., 2nd Floor Board Room
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
 - II. Announcements/Recognition**
 - A. Chairman's Remarks
 - III. Confirmation of Quorum**
 - IV. Approvals**
 - A. Adoption of April 29, 2021 CFCRC Board Meeting Minutes
 - V. Public Comments**
 - VI. Reports**
 - A. SunRail Customer Advisory Committee (CAC) Update – James Grzesik, Chair
 - B. SunRail Technical Advisory Committee (TAC) Update – Tawny Olore, Chair
 - C. Agency Update -SunRail Chief Operating officer – Charles M. Heffinger Jr., P.E.
 - D. Connectivity
 - i. LYNX Update – Bruce Detweiler
 - ii. Votran Update –Kelvin Miller
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Central Florida
Commuter Rail Commission

VII. Discussion Items

- A. Transition Update – Mike DePallo
- B. Brightline Update – Mike Cegelis

VIII. Other Business

- A. Next Meeting – November 4, 2021 10:00 a.m. LYNX

IX. 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 Mr. Roger Masten, FDOT/SunRail Title VI Coordinator, 801 SunRail Drive, 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.

Central Florida Commuter Rail Commission Meeting

April 29, 2021
10:00 a.m.
LYNX, 2nd Floor Board Room
455 North Garland Ave
Orlando, Florida 32801

Attendees: Chair Orange County Mayor Jerry Demings, Vice Chair Osceola County Commissioner Viviana Janer, Secretary City of Orlando Mayor Buddy Dyer, Board Member Seminole County Commissioner Bob Dallari, Board Member Volusia County Councilman Jeff Brower

Minutes

Meeting was called to order by Chairman Demings at 10:00 a.m.	
Pledge of Allegiance and Confirmation of Quorum	
Commission Chair’s Announcements:	Chairman Demings
<ul style="list-style-type: none">Chairman Demings stated this is his first opportunity to serve as Chair for the Central Florida Commuter Rail Commission and thanked Commissioner Dallari for serving as Chairman over the last year. It was a challenging year for all with the associated restrictions put in place during the pandemic and impacts it had on the local communities including SunRail.	
Approvals:	
<ul style="list-style-type: none">Motion to approve the February 04, 2021, CFCRC Board Meeting Minutes was made and passed unanimously.	
Public Comments:	
<ul style="list-style-type: none">Ms. Anna Perea, Orlando resident, asked the Board to consider a summer program with SunRail to establish more community outreach and help high schoolers transition into the community. She expressed the importance of families coming together and for parents to transition their children to ride the train by themselves. She suggested developing a marketing plan that would account for providing incentives such as free bus passes for high schoolers to get acclimated to museums and other events Orlando area has to offer. Reintegrating into the community is important and she believes SunRail plays a huge part.Mr. Nick McMullen representing Orlando YIMBY, a local Pro-housing Advocacy Group, expressed the idea of promoting infill station studies to generate even more ridership for SunRail. He visits the SoDo Development area often and stated the SunRail connections near the SoDo development are inadequate. For example, the only station in that area is the Orlando Amtrak station which is too far from Orange Avenue and there are no local bus connections. He believes the SoDo area has high housing growth opportunities and needs better SunRail service. He believes adding an infill station to Michigan and Orange Ave would be a great addition to serving the local community.<ul style="list-style-type: none">➤ Lastly, he suggested adding an infill station in Orange City to the Phase 2 North extension that would generate value to the project and overall would increase ridership.Mr. John Carlos Rodriguez, Orlando resident and student attending UF, has lived in the Orlando area all his life. He has seen the area expand and grow, especially the highways. He explained Orlando is one of the fastest growing cities and with that comes more vehicles on the roads. He believes one way to alleviate traffic is to have a full comprehensive rail system for the Central	

Florida area. While having LYNX is good, it still is subject to the volatility of the roads and the potential to be stuck in traffic.

- Mr. Rodriguez believes expanding SunRail and creating more rail systems would be a great benefit to the community, especially with Brightline going to the airport. He believes it would be great to have a line to connect SunRail to Brightline and the airport and supports the SunRail expansion to other areas such as Apopka, Ocoee, Dr. Phillips area, and UCF. He added, you only get to see the area if you have a car but having rail transportation could help with independence and provide a sense of community.

Agenda Item: Customer Advisory Committee (CAC) Update

Presenter: Dorothy O'Brien

- Ms. Dorothy O'Brien stated the second CAC meeting of 2021 took place virtually on April 1, 2021. Five of the eight members were in attendance.
- No public comments were announced.
- Mr. Mike Heffinger briefed the Committee on the status of Phase 2 North, the expansion of SunRail from DeBary to DeLand.
- During the first quarter of 2021, SunRail achieved their highest ridership since first quarter of 2020.
- SunRail Agency Update presented by Mr. Heffinger discussed on-time performance, PTC success, operation STRIDE is 98% complete, the status of the DeBary Canopy re-construction, and Brightline's resolution study.
- LYNX and Votran provided their boarding metrics.
- Mr. Mike DePallo from WSP provided a status of SunRail's Transition Plan.
- Three Committee comments were raised:
 - Ridership status and whether SunRail is happy with the recent increase in ridership.
 - SunRail weekend service status.
 - Recommends SunRail promote to the public the cleaning protocols of the trains during COVID

Agenda Item: Technical Advisory Committee (TAC) Update

Presenter: Tawny Olore

- Ms. Tawny Olore stated the TAC meeting was held on April 14, 2021, virtually and has a similar briefing as the CAC meeting.
- No action items were approved due to the virtual forum.
- A few highlights to point out include:
 - Ridership continues to make a slow but steady upward climb.
 - Marketing plans and moving forward to get riders back on the SunRail system. Working with LYNX and Votran to coordinate plans so that the transit system for the region works together on an "after-pandemic" marketing plan.
 - Most Quiet Zones have been implemented for Phase 1 however there have been some complaints because of the horn still sounding while in a Quiet Zone. Mr. Heffinger explained that even though there is a Quiet Zone, engineers will still sound their horn if there is a safety issue.
 - A decrease in revenue was shown in the SunRail budget, but most transit systems in the area are experiencing the same.
 - Phase 2 North was discussed.
 - An update from the SunRail Transition Consultant was presented.

Agenda Item: Agency Update

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

- Explore Central Florida
 - Ridership peak of over 3,800 for two days straight occurred over Spring Break. This is the highest ridership since March of 2020.
 - SunRail held a Spring Break promotion March 15-26, 2021.
 - Promotion featured large unique medallions at various 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.
- Ride & Shine
 - The website features a 30 second motivational video as a wakeup call for Central Florida to reimagine SunRail and the incredible opportunities that it creates.
 - Upcoming themed destinations and events.
 - Collaboration with Local Leaders, businesses, use of Transit Orientated Development (TOD) and more to come.
- Introducing Build Your Business
 - Partnership with Local Chambers, Main Streets and Cities
 - Invites businesses to attract riders by offering discounts.
 - Window decals provided at no additional cost to businesses.
- We've Landed on the Moon
 - If you went on the website or social media on April 1, 2021, you would have noticed it introduced MoonRail instead of SunRail.
 - This created 65,000 different impressions across various social media platforms.
 - 297 total shares and 1,750 different reactions on social media.
 - SunRail is selling merchandise at the upcoming Winter Park Art Festival and one of the items is a "MoonRail" coffee cup.
- 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.
 - Proud to say April's percentage was 100% with no PTC issues. The nearest percent in the nation is at 93%.
 - Starting January 1, 2022, trains will not be able to operate without PTC engaged or there will be fines and penalties.
- Operation S.T.R.I.D.E.
 - Roadway markings increase safe stopping distance from the tracks.
 - All Dynamic Envelopes for SunRail crossings have been completed however, there are a few to go back and look at for various concerns.
 - All crossings in District 5, which consists of 9 counties, and 169 crossings have been completed.
 - Before and after studies took place at the Fairbanks crossing and has proven to reduce cars stopping on the tracks by as much as 46%.
- Other Updates
 - The DeBary station is fully refurbished. Concerns regarding rust on the canopy brought forth by the CAC Board initiated the refurbishment project. Inspection at all 16 stations concluded DeBary with the only station with a rust issue.
 - The TSA mask requirement continues for SunRail with positive results. Masks are required on the trains as well as the platforms. Masks are available at no cost should a customer arrive and need one to ride the train.

- Rider Surveys have been sent out to collect feedback on service and opportunities to improve. You are encouraged to fill it out, every comment matters.
- Planning to resume fare checks in May to help offset fare evasion
- We have received many compliments on the cleanliness of the trains. Personnel onboard every train wipe off surfaces continually and security is present to enforce masks, remains in effect. We are continuing to fog every train nightly and provide hand sanitizer at entry and exit points. SunRail is focused on providing clean and safe trains for the patrons which is believed to influence the ridership increase.
- On-Time Performance (OTP) Average
 - Contractual On-Time Performance (OTP) between January 2021-March 2021 was 99.6%. Actual OTP was 95.8%. Goal is 95%.
 - Mr. Heffinger explained the actual OTP percentage relates to issues not necessarily at fault by the contractor rather it is attributed to other factors such as vehicle 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 is at almost 3,000 riders a day.
- Onboard Stats
 - Bicycle riders are coming back and gradually climbing from the decrease experienced during the pandemic.
 - ADA ridership plummeted during the pandemic but with COVID-19 safety measures in place, ADA riders are starting to come back.
- Station Parking
 - Due to COVID and the reduction of ridership, parking lot utilization has decreased.
 - IOS Station Parking
 - Longwood and Maitland are at 20% capacity for January through March.
 - Southern Expansion Station Parking
 - Kissimmee had the highest utilization reported at almost 70% capacity.
- Customer Service Calls
 - The majority of Customer Service calls from January through March are categorized as General.
- Revenue Incidents by City/County
 - Six incidents occurred between January and March of 2021.

Three total incidents involved pedestrians which unfortunately resulted in fatalities. One involved a SunRail train hitting a car, another involved a vehicle strike with a SunRail train in Osceola County; and the last incident involved a piece of metal being run over.

- 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 with train wraps. There is another potential candidate for train wrap advertisement currently in the works.
 - Contractor budget is very close to projected quarterly budget.
- Mr. Dallari asked Mr. Heffinger to send over explanation as to why the actual expense for the Feeder Bus Service is higher than what was budgeted.

Agenda Item: LYNX Bus Connectivity

- There was no representative from LYNX present to provide an update. Status report can be found at the SunRail Corporate site.

Agenda Item: Votran Bus Connectivity

Presenter: Kelvin Miller

- Mr. Kelvin Miller presented ridership numbers for the DeBary station.

- 478 passenger trips were made in January 2021.
- 561 passenger trips were made in February 2021.
- 542 passenger trips were made in March 2021.
- Votran ridership is still down about 48% in Fiscal Year 2021 as compared to Fiscal Year 2020
- Average daily ridership has been about 30 passengers a day.

Agenda Item: SunRail Transition Consultant Update

Presenter: Michael DePallo

- Mr. Mike DePallo started off by commenting on how clean SunRail trains are. He mentioned he was on one of the trains the day before and it was spotless.
- 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.
 - Toole Design Group a sub-consultant.
 - The lead is Andrea Ostrodka. Andrea led the Phase 1 Transition Analysis in May of 2019 and is familiar with SunRail.
 - Texas Transportation Institute (TTI) a sub-consultant.
 - TTI's lead is Alan Rudder who is a former FRA Administrator. They produce the National Guidebook on Contracting Commuter Rail Services. This is a TCRP report that analyzes the jurisdiction and organizational structure of every commuter railroad in the United States.
 - HHCP a sub-consultant.
 - Designed all the existing SunRail Stations.
- WSP Key Team Members
 - Mike DePallo is the Project Manager
 - Has over 40 years' experience in the transportation business. He has worked for five of the largest transit systems in the United States. Titles include- Director of Surface Transportation for SEPTA in Philadelphia. Deputy Chief Mechanical Officer for MBTA in Boston. Executive Manager of Budget and Project Management with BART in San Francisco. His last two assignments were 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

- Jurisdictional Involvement for this project
 - CFCRC/TAC/CAC Meetings
 - Steering Group Meetings
 - MetroPlan Orlando and River to Sea TPO
 - FDOT
 - Additional Stakeholders
 - Local Funding Partners' Commissions/Councils
- Data Collection Task – Key Elements
 - Plans and data provided by FDOT.
 - Currently reviewing
 - 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)
 - Past and recent financial history
 - Facility asset inventory and conditions
 - Characteristics of other systems (TCRP study)
 - Building on 2019 Transition Analysis Report
 - Planned Task Completion – April 2021
- Existing Conditions Report
 - Key Focal Points
 - Data collection Analysis/Changes over Time/ Projection into Future
 - Report Content
 - Initial legal findings
 - Contracts and agreements (Gaps, future applicability)
 - Organization and Committees/ Plans and Programs/Financial Condition/State of Good Repair
 - Current activities
 - Field review/FDOT Staff interviews
 - Planned existing conditions report completion – June 2021.
- FDOT Staff Interview Process
 - Outreach to Key FDOT staff underway
 - Interview Focus Areas
 - Rationale for current organizational structure
 - Operating practices, performance, and customer service
 - Performance of contracted services
 - Financial conditions – operating and capital.
 - Safety and security provisions
 - Thoughts on organizational/operational changes
- Key Staff to be Interviewed.
 - Admin staff

- Chief Executive Officer
 - Chief Operating Officer
 - Director of Operations
 - Program Manager
 - Safety and Security Manager
 - Contracts Manager
 - Financial Operations Manager
 - Corridor and Facilities Manager
- Technical Rail Staff
 - Track/Grade Crossings/Signals/Dispatch/Communications/Rolling Stock
- Anticipated Task Completion – May 2021
- Field Review
 - Potential Field Review Dates – Early May
 - Railroad Worker Protection Training
 - Hi-Rail trips along corridor.
 - Comprehensive assessment includes:
 - Tracks/ Signal/Communications System/Equipment/Dispatch System/Grade Crossings/Stations/Administration and O&M
 - Anticipated Task Completion – May 2021
- Risk Assessment
 - Comprehensive assessment of risks with transition
 - Operations/Maintenance/Funding/Contracts/Agreements/Future expansion/Oversight during transition
 - Initial Risk Assessment Workshop – June 2021
 - Second workshop during Transition Plan development stage
- 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
 - Agency Involvement
 - Monthly meetings with Steering Group
 - Meetings every three months with CFCRC Board and Committees
 - Meetings every 6 months with four County Commissions, Orlando City Council, and two MPOs (MetroPlan Orlando and River to Sea TPO)
- Commissioner Janer questioned when the meetings with the County Commissions start?
 - Ms. Olore responded that there have not been dates set yet, but the transition scope allows time for the transition team to go to the individual County Commission meetings if desired. There may not be a desire at this stage and the Commissions may want it at a later date.
- Council Chairman Brower would like to know the feeling on the anticipated May completion dates for key staff interviews.
 - Mr. DePalo stated they are right on schedule.
- Commissioner Dallari mentioned the importance of having enough information to brief each County Commissioners at this stage which is still early in the process. He also brought up part of the Data Collection effort is currently reviewing other systems. He would like a comparison to other systems to see the data points.

- Mr. DePalo replied and said they will be doing a TCRP study of all commuter railroad systems.

Agenda Item: Brightline Update

Presenter: Tawny Olore

- Since the last CFCRC meeting in February where the Board approved the Brightline Resolution, staff have been meeting with Brightline representatives every two weeks. Concentration in a number of areas include:
 - Brightline’s proposal is to access the CFRC corridor at the OUC Y Track, stay on the corridor for 1.1 miles and exit south of the Meadow Woods Station.
 - Brightline has modeled what adding 30 trains a day to that 1.1-mile area would look like in terms of all trains traversing that corridor.
 - Additional models include increasing the number of North and Southbound SunRail trains during peak and non-peak times as well adding SunRail trains to the airport. These models also include Amtrak and CSX trains.
 - Current infrastructure was put in place for SunRail. FDOT and Brightline are looking at all models to see if additional infrastructure will be needed to accommodate all the trains.
 - Brightline has hired a ridership consultant to look at how the proposed ridership could impact SunRail going to the airport. This is important because it will tell the need for extra trains, headway, capital, and operating costs.
- Another area of topic that will come forth to the Board at the next CFCRC meeting is regarding a letter FDOT sent to Brightline requesting to enter into an agreement with the stakeholders.
 - The group has been working with FDOT on a draft term sheet. The term sheet is a list of requirements that need to be in place before Brightline can use the corridor.
 - The term sheet will be sent to the local government partners to review before the next CFCRC meeting.
 - If the term sheet is approved, an operating agreement will be established with Brightline.
 - This is similar to what FDOT did for CSX and Amtrak.
- Chairman Demings states Brightline has an ambitious goal to meet, and he believes there is need for additional community engagement regarding Brightline’s public relations.
- Commissioner Janer thanked Ms. Olore for her efforts and dedication to get the Board to this point. She believes the term sheet is a good idea and will clearly outline requirements before entering into an operating agreement. She mentioned Tawny had been with SunRail since the beginning and does not think there is a better person more capable to lead the Board into a possible transition with Brightline.
- Commissioner Dallari stated he had the opportunity to tour the Brightline Corridor from Cocoa to the Airport. He thought it was impressive and they have done a phenomenal job. One thing he will be looking for on the term sheet is the present-day value as well as the future value and what that means. He wants to make sure it is looked at not only from an operational standpoint but a financial aspect as well. He wants to make sure it is valued correctly for Central Florida because it is an asset to the citizens of the community.
- Mayor Dyer said Brightline is anticipating 30 trains a day that would need access to the A line. His understanding is they were looking at hourly services. He asked Ms. Olore if there was a particular way, they were looking at to go to the airport in regard to the ridership study?
 - Ms. Olore answered yes, the understanding for hourly services is correct. She explained they will be looking at several different options to go to the airport. The ridership study is important because it will dictate where transfer stations will need to be and where most of the on/offers are.
 - There are two types of riders that will utilize SunRail to the airport: business people that will fly in and go to Downtown businesses and workers in the Osceola County area and

along SR 436. A scenario they are currently looking at with FDOT is having dedicated trains to the airport. They are looking at having a dedicated train from the airport to the Downtown area and another train dedicated from the airport to Kissimmee/Amtrak station.

- Commissioner Dallari asked if projections of ridership will be based on station, county, or region?
 - Ms. Olore stated yes, it will be based on all options mentioned

Agenda Item: Phase Two North Update

Presenter: Ashraf Elmaghraby

- Mr. Ashraf Elmaghraby announced himself as FDOT's District 5 Project Manager for Phase 2 North extension from DeBary to DeLand.
- Phase 2 North will be delivered in two contracts. The reason for two contracts is risk management.
 - Adjusted Score Design-Build Contract # 1
 - Tracks, Station, and Civil Works
 - FPID # 423446-1-52-01
 - Contract # E59A1
 - Adjusted Score Design-Build Contract # 2
 - Wayside Signals, Grade Crossing Warning Systems, Communications
 - FPID # 423446-1-52-03
 - Contract # E59A2
- Phase 2 North Project Schedule
 - Prepare Requests for Proposals & Concept Plans
 - February 2021
 - Advertise Design-Build Contracts
 - June 2021
 - Shortlist Design-Build Teams
 - August 2021
 - Bid Opening
 - November 2021
 - Execute Design-Build Contracts
 - December 2021
 - Begin Construction
 - January 2022
 - End Construction
 - December 2023
- Phase 2 North Project Estimate
 - \$1.8M – Project Engineering, Project Management and Design-Build Stipends
 - \$0.3M – Station Right of Way Acquisition
 - \$22.8M – Tracks, DeLand Station – Platform and Amenities, Utilities, Drainage & Civil Works
 - \$12M – Train Control Signals and Grade Crossing Warning Signal Systems, Communications
 - \$3M – Construction Engineering Inspection
 - \$5M – Contingency
 - \$44.9M – Total Estimate
- Chairman Demings asked how many people will be employed between the two contracts?
 - Mr. Elmaghraby said they will work on providing a number.

Agenda Item: Board Member Comments

Presenter: Chairman Demings

- Commissioner Dallari addressed the additional funding that may be coming. He asked the technical staff, including FDOT staff, what should they be working towards for the future of SunRail. He reminded everyone they should capitalize on any additional money coming to the Local Funding Partners.
- Councilman Brower wants the Board to know that Volusia County is a serious Partner supporting SunRail. He wants other County residents to ride the train to DeBary and hopefully soon to DeLand to explore what Volusia County has to offer. He believes to build ridership it should go both ways.

- DeBary is currently working on a downtown area across from the station and DeLand is excited to make SunRail work in DeLand.

Next Meeting: Thursday, April 29, 2021 @ 10:00 a.m. at the LYNX Administration Building

Adjournment: Meeting adjourned at 11:07 a.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

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JACQUELINE PARAMORE

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

[WELCOME]



APPROVAL

Adoption of April 29, 2021 meeting minutes





PUBLIC COMMENTS



REPORTS

A. CUSTOMER ADVISORY COMMITTEE

James Grzesik, Chair

B. TECHNICAL ADVISORY COMMITTEE

Tawny Olore, P.E., Chair

C. AGENCY UPDATE

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

D. BUS CONNECTIVITY

LYNX – Bruce Detweiler

VOTRAN – Kelvin Miller



COMMITTEE UPDATES

James Grzesik – CAC
Tawny Olore, P.E. – TAC





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



**STATION DESTINATION
KISSIMMEE**

LEARN MORE



**STATION DESTINATION
CHURCH STREET**

LEARN MORE



**RIDE TO LOCAL
EVENTS**

SunRail.com/events



Family Date Kissimmee



WE ARE ONE COMMUNITY



TRAVEL SUNRAIL
SAFE & SOUND

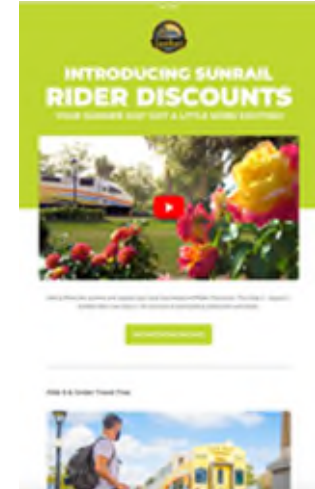
Plan Your Next Adventure with SunRail.



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**WELCOME BACK,
RIDERS!**

See You On Board • SunRail.com



**INTRODUCING SUNRAIL
RIDER DISCOUNTS**

YOUR SUMMER GET-TOGETHERS GET A LITTLE MORE EXCITING!

15% OFF AT PARTICIPATING MERCHANTS

LEARN MORE



**RIDER
DISCOUNTS**

15% OFF AT PARTICIPATING MERCHANTS

LEARN MORE

ANNOUNCING SPECIAL SERVICE!

P341 SERVICE ON SELECT DAYS!

Departing 10:30 PM Southbound
from Church Street

7/22 7/30 8/4 8/12

8/27* 9/15 10/20 10/29

*11:30pm departure for later game





ALL NEW EXCITING EVENTS

LITTLE RIDER'S MARKET

- Held Friday, 7/16 at Kissimmee Station
- 300+ families attended
- Shared safety tips and distributed safety literature



**2nd highest
ridership in
2021**



ALL NEW EXCITING EVENTS

TEDDY BEAR STATION PARTY

- Hosted on Tuesday, 7/20 at AdventHealth Station
- 100+ families attended
- Geared toward children 7 and under
- Shared safety tips and distributed safety literature



ALL NEW RIDER DISCOUNTS!

- 15% discount at participating businesses with your SunCard or SunRail ticket
- Ran 3 months through 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
- We appreciate you!





WELCOME BACK, STUDENTS

- Campus Connection program returning downtown for the fall
- Offers students, faculty and staff introduction to riding SunRail
- August 16 – September 30, 2021

UCF DOWNTOWN

VALENCIA COLLEGE

FAMU
FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

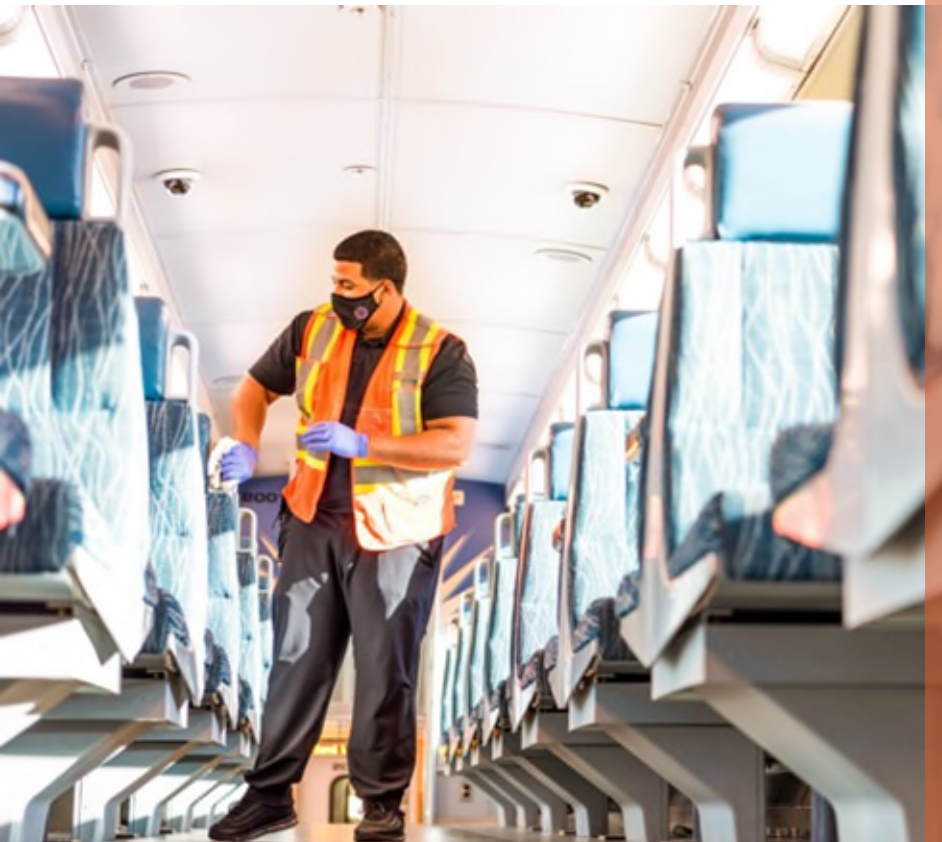




DELAND UPDATE

- Procurement initiated on 6/28/2021
- Rail on the ground February 2022
- Revenue Service - Early 2024!





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





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 resume





COMING SOON!

- Rail Safety Week: Sep 20 – 24
- Mobility Week: Oct 29 – Nov 5
- Look for exciting opportunities to partner and share SunRail throughout Central Florida



POSITIVE TRAIN CONTROL

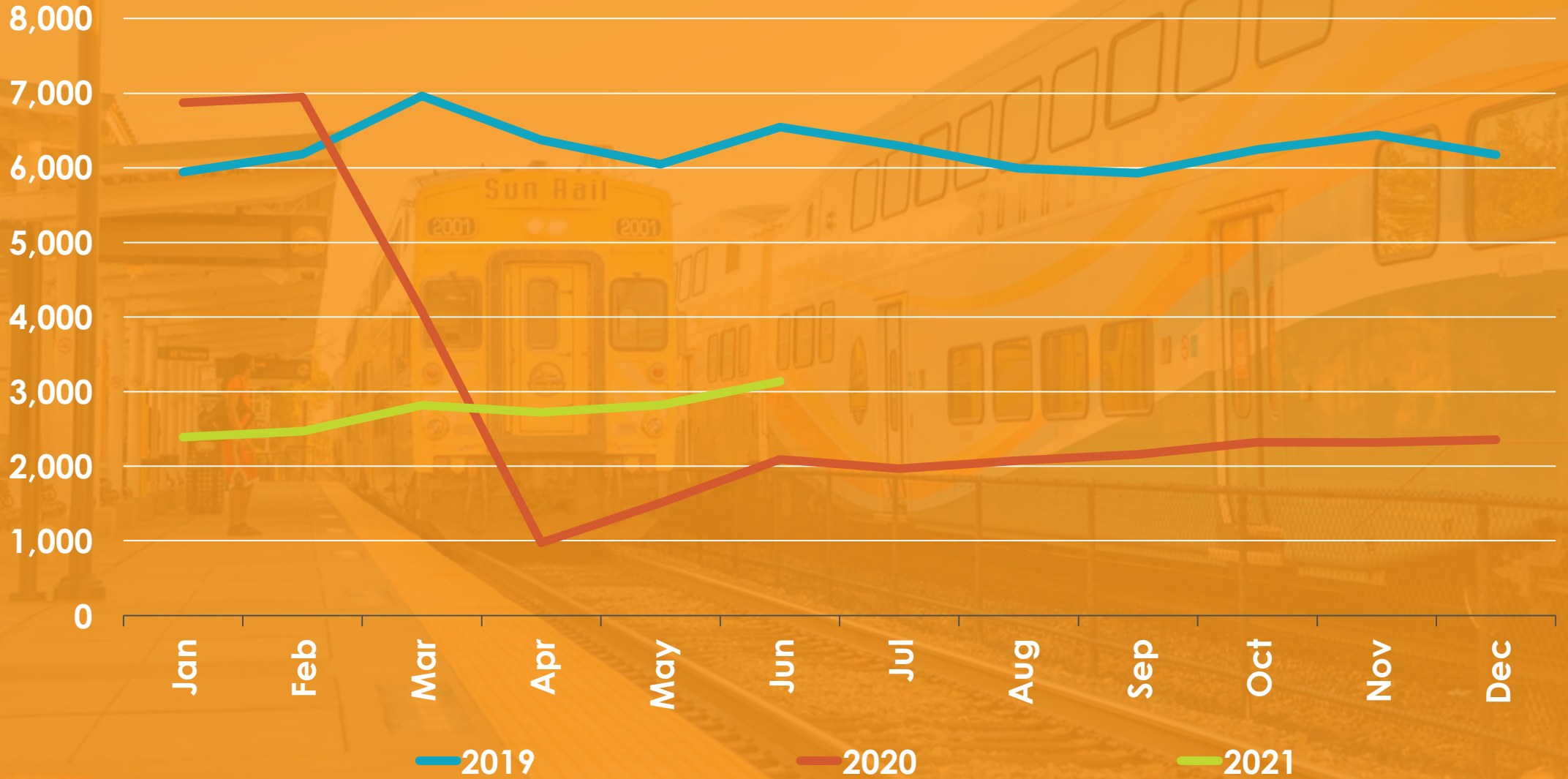
Positive Train Control (PTC) has been fully implemented in compliance with the Federal Railroad Administration's regulations.

- SunRail, CSX & Amtrak are operating with a near 99% success rate – continuing in April, May and June
- 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



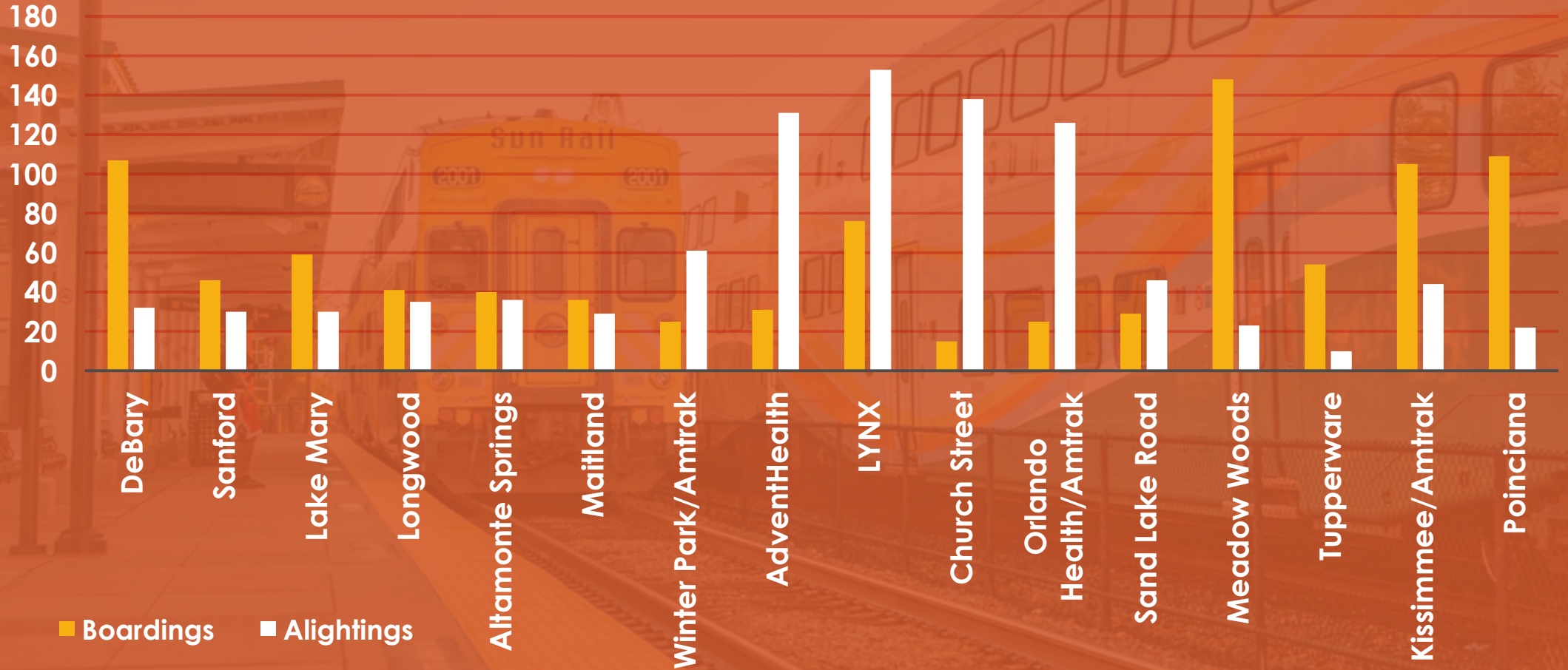
BOARDINGS BY STATION

Ridership April - June 2021



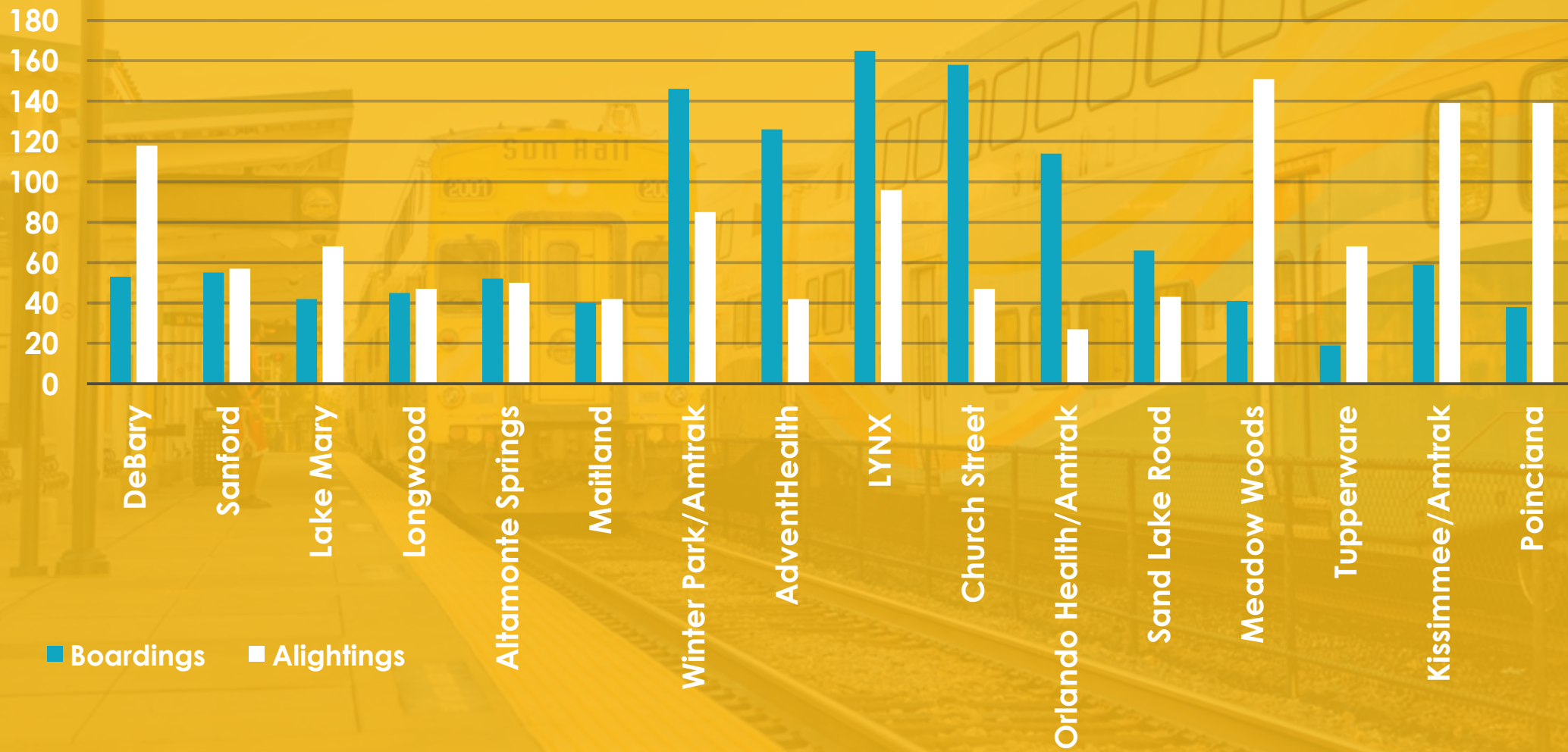
BOARDINGS & ALIGHTINGS

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



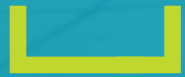
BOARDINGS & ALIGHTINGS

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

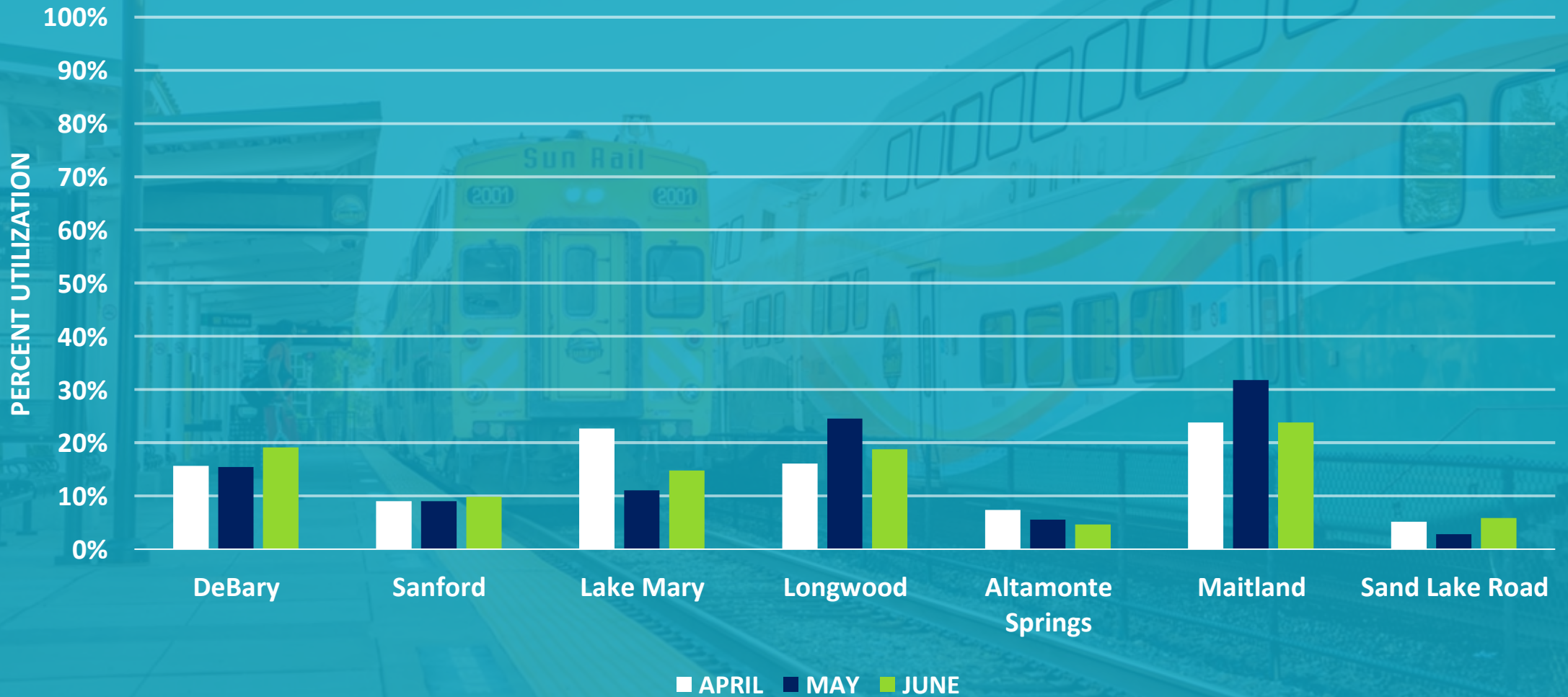




IOS STATION PARKING

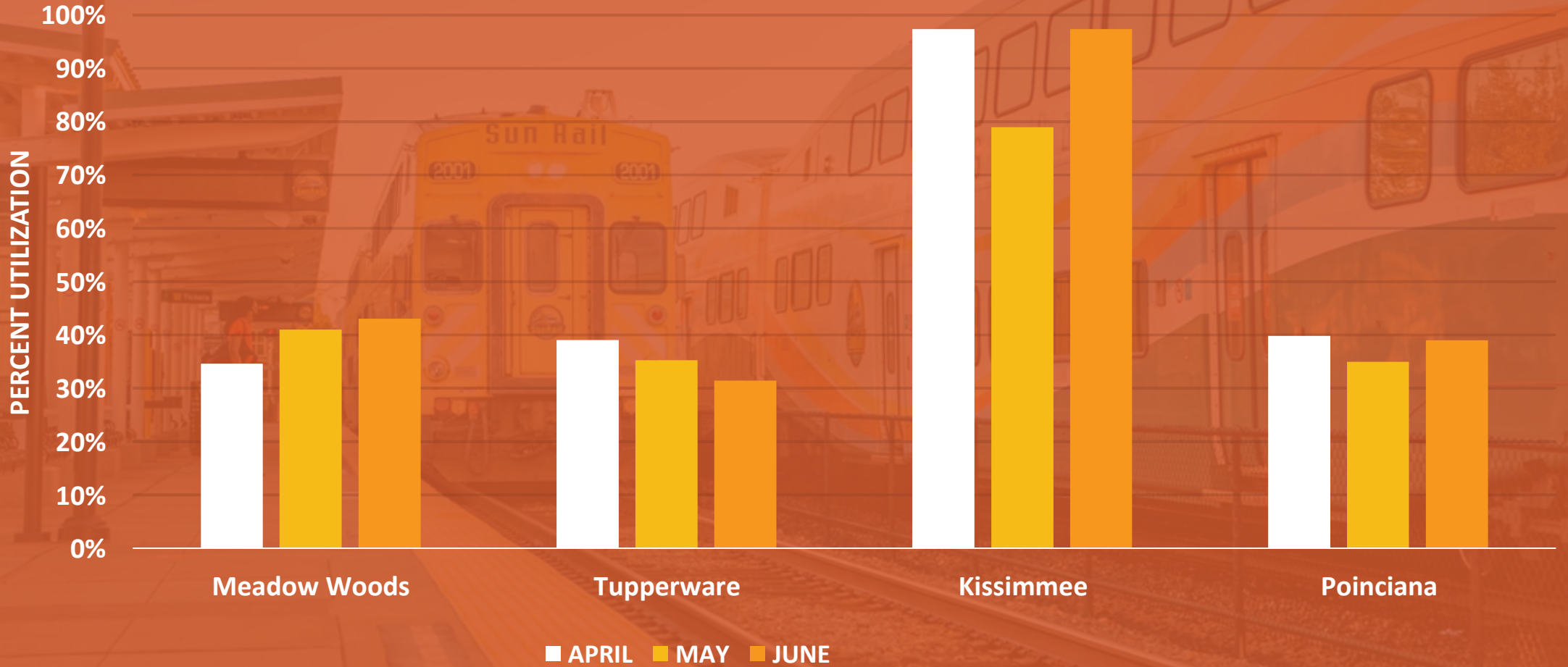


APRIL 2021 – JUNE 2021



SOUTHERN EXPANSION STATION PARKING

APRIL 2021 – JUNE 2021



ABOVE AVERAGE

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

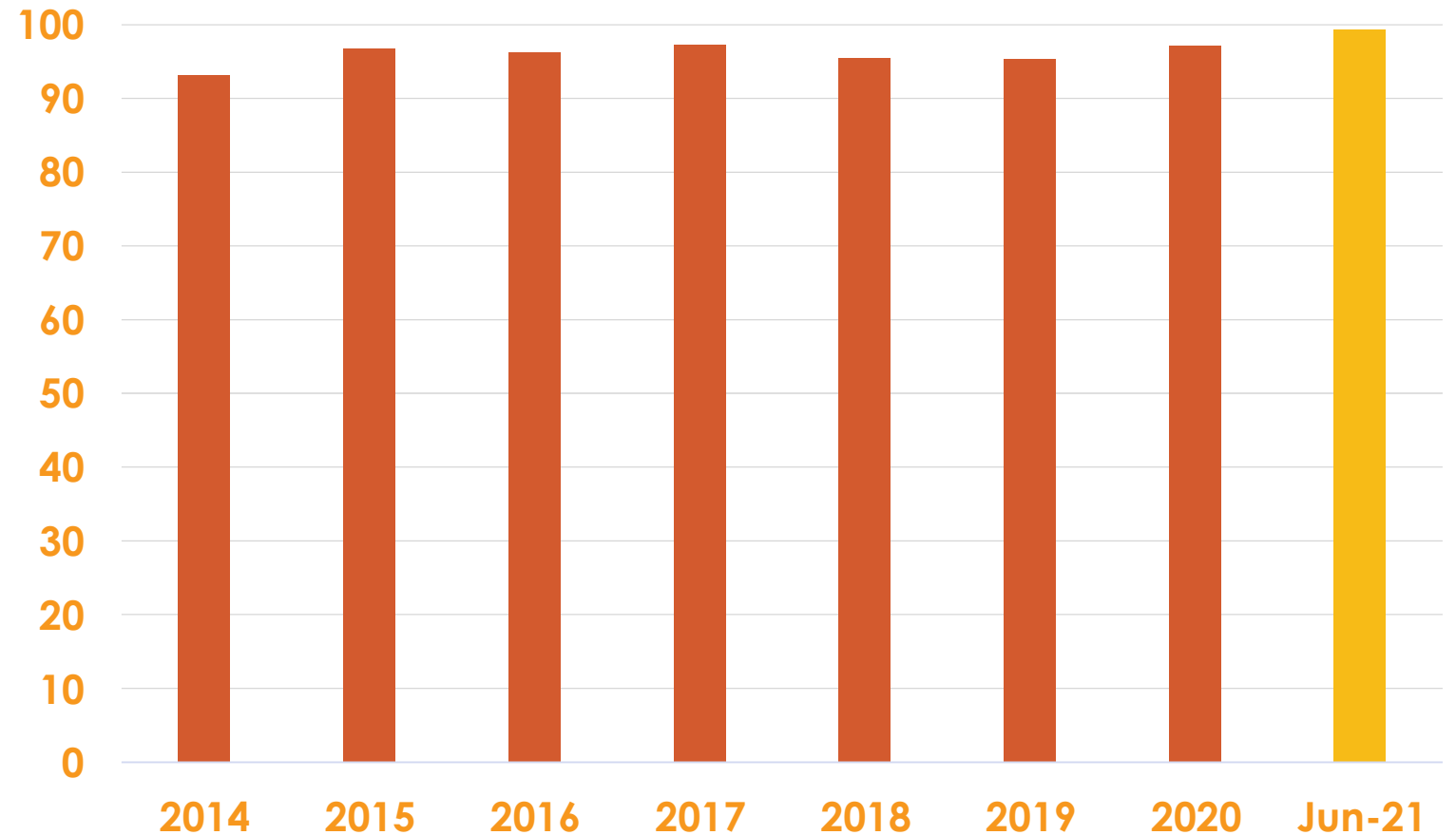
ON-TIME PERFORMANCE AVERAGE

April 2021 – June 2021

Goal = 95%

Actual = 97.5%

Contract = 99.3%



**FY20/21 OPERATING
BUDGET UPDATE**

OPERATING REVENUE

**ANNUAL
BUDGET**

**YEAR TO DATE
JUNE 30, 2021**

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

Farebox revenue	\$ 1,109,140	\$ 1,109,140	\$ 1,072,432
CSX usage fees	\$ 3,760,457	\$ 3,760,457	\$ 3,198,217
Amtrak usage fees	\$ 1,075,395	\$ 1,075,395	\$ 792,270
FCEN usage fees	\$ 29,163	\$ 29,163	\$ 27,151
Right-of-way lease revenue	\$ 103,234	\$ 103,234	\$ 118,089
Ancillary revenue	\$ 354,966	\$ 354,966	\$ 431,642
<i>Subtotal - System revenue</i>	\$ 6,432,355	\$ 6,432,355	\$ 5,639,801

\$ 1,109,140	\$ 1,109,140
\$ 3,760,457	\$ 3,760,457
\$ 1,075,395	\$ 1,075,395
\$ 29,163	\$ 29,163
\$ 103,234	\$ 103,234
\$ 354,966	\$ 354,966
\$ 6,432,355	\$ 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	\$ 10,416,581	\$ 10,416,581	\$ 10,416,581
2020 CARES Grant Funds	\$ 12,615,845	\$ 12,615,845	\$ 12,615,845

\$ 10,416,581	\$ 10,416,581
\$ 12,615,845	\$ 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
BTNA – COVID Decontamination Services
SUBTOTAL – OPERATIONS

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

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

Feeder Bus Expenses
Capital Maintenance
Consultant Support

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

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

TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND CONSULTANT SUPPORT
--

\$ 71,064,081

\$ 71,064,081	\$ 70,368,077
---------------	---------------



DISCUSSION FROM AGENCY UPDATE



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

June 2021

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



DISCUSSION ITEM

A. Transition Update – Mike DePallo



Project Status Update

August 12, 2021
1:00pm

CFCRC Board Meeting

SunRail Transition Plan Consulting Services



Today's Discussion Items

Key SunRail Staff Interview Insights

Field Review Observations

Initial Risk Assessment Workshop

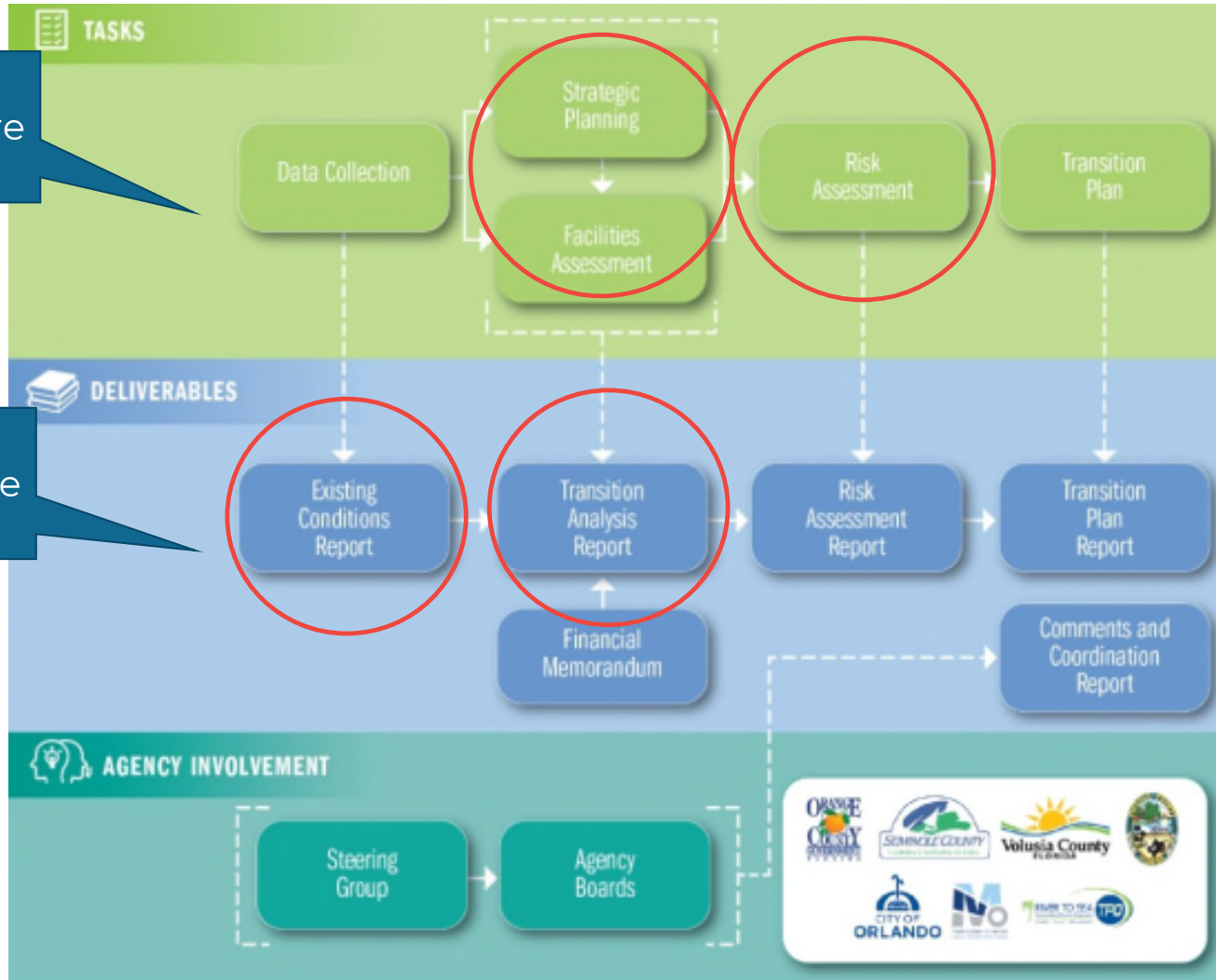
Schedule Update



Transition Study Process – Current Status

We are here

We are here



Completed Tasks

Data Collection

SunRail Staff Interviews

Field Review

Existing Conditions Report

Risk Assessment Workshop



STAFF INTERVIEWS



Leadership Interviews



Leadership Interviews – Current Experience

General satisfaction with how things are organized and operate; no significant changes identified

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

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 Completed

Track/Grade
Crossings

Signals/PTC

Dispatch

Communications

Vehicles



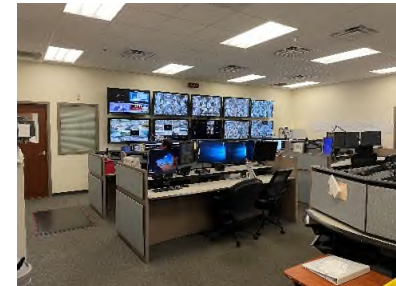
FIELD REVIEWS



Field Review Initial Findings

Well-Maintained corridor

Some grade crossings are either asphalt/rubber insert or rubber panels, which are scheduled to be upgraded to concrete surface per capital plan



Bridges and culverts appeared to be in good condition

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 (Cont.)

Significant updates to Signal Infrastructure have been made in past 5 years. Wayside, Grade Crossings, and PTC.

Some older crossing gates and switches in service at some locations will need replacement in the future

As the fleet approaches 10 years of age additional maintenance concerns such as truck overhauls shall be required.

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.

Most stations in good condition for age.



RISK ASSESSMENT WORKSHOP



Risk Assessment Workshop – June 16, 2021

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



Risk Assessment Workshop - Outcomes and Follow-Up

25 Risks Identified in Five Categories

- Operations
- Financial
- Asset and Data Management
- Legal/Contracts/Agreements
- Staffing

Additional Input from Working Group

- Confirm risks identified during the workshop
- Assess Consequence of Impact
- Assess Likelihood of Occurrence
- Determine Potential Risk Response
- Identify any Additional Risks

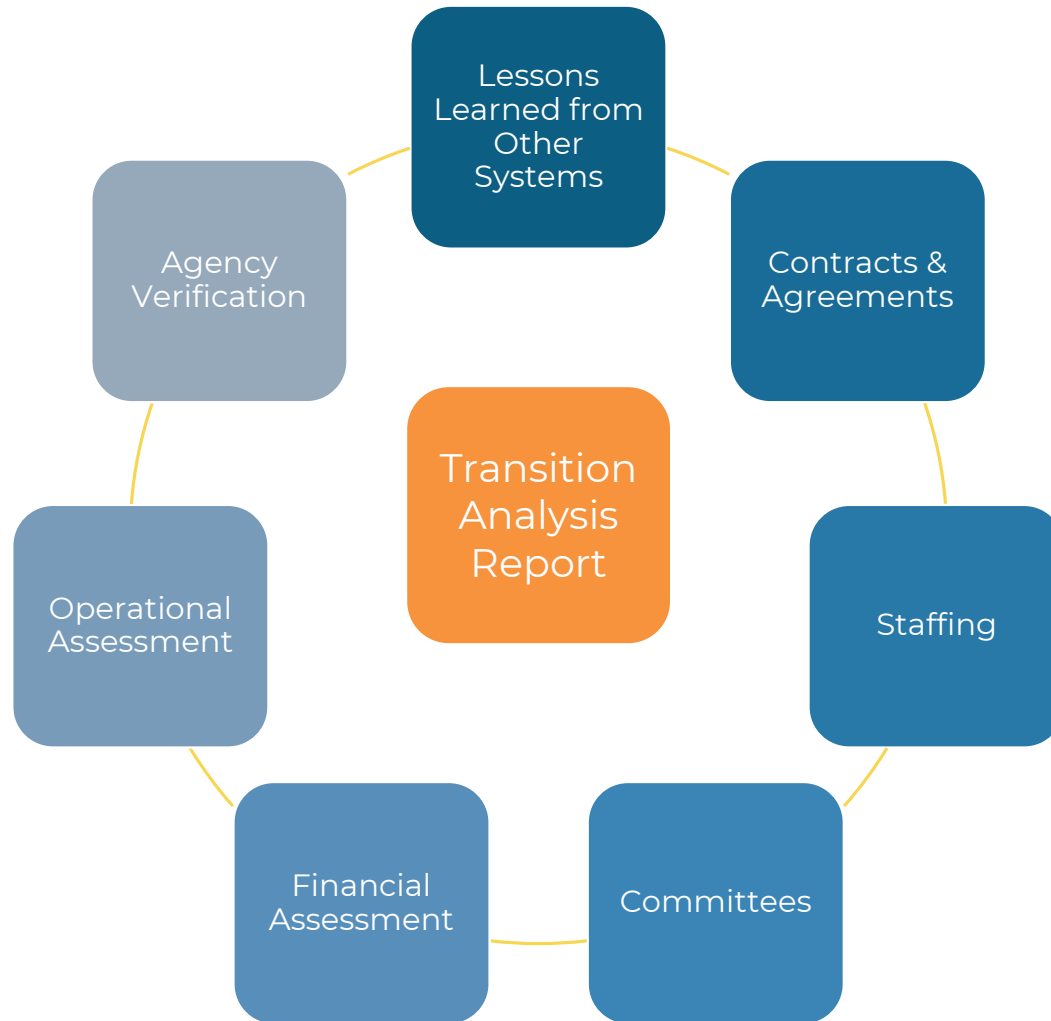
Web Survey to Obtain Input (*August 6*)



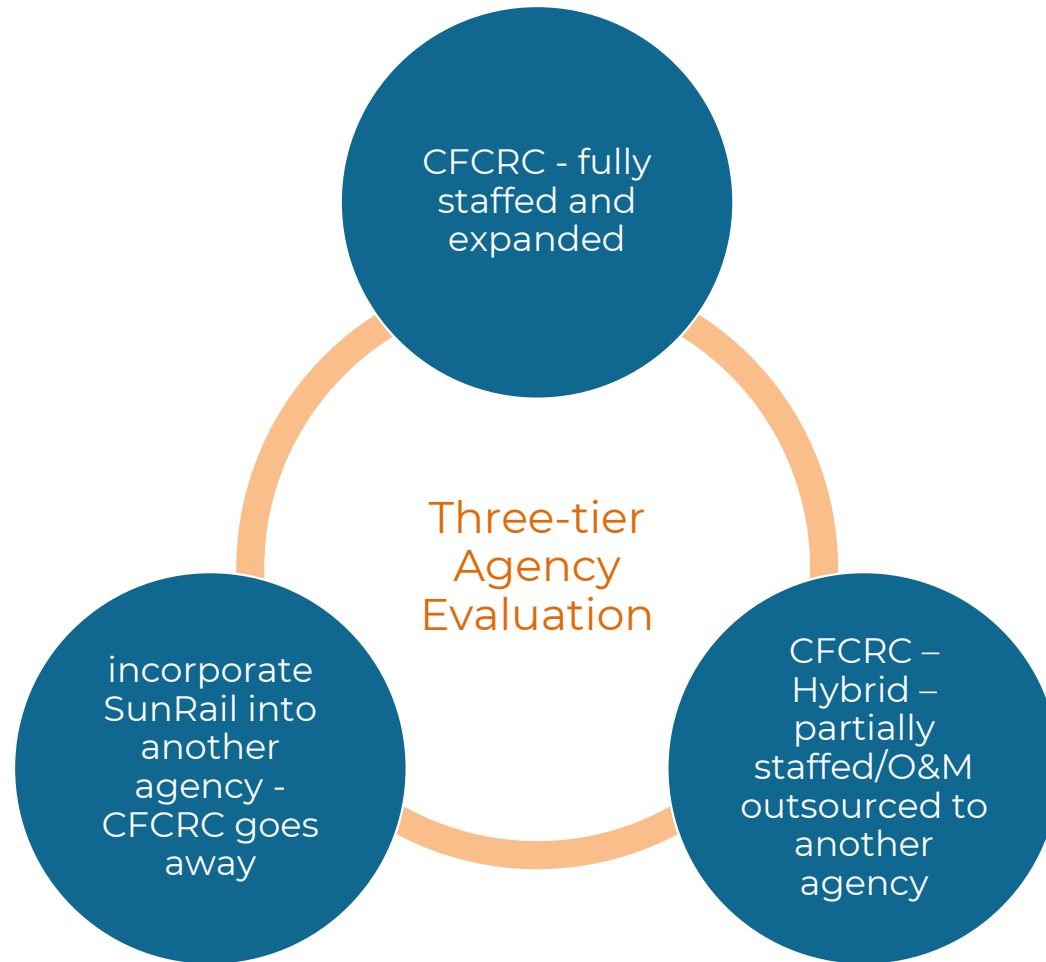
TRANSITION ANALYSIS



Transition Analysis Framework



Agency Options to be Evaluated



SCHEDULE UPDATE



Schedule Update

On-track for 18 month completion – July 2022

Risk Register Web Survey Responses - August 18, 2021

Transition Analysis Report – December 2021

Transition Plan – July 2022

Upcoming Briefings

- Steering Group Meeting – September 1
- *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

wsp



DISCUSSION ITEM

B. Brightline Update – Mike Cegelis



brightline[®]

Brightline Update
CFCRC

Mike Cegelis
August 12, 2021

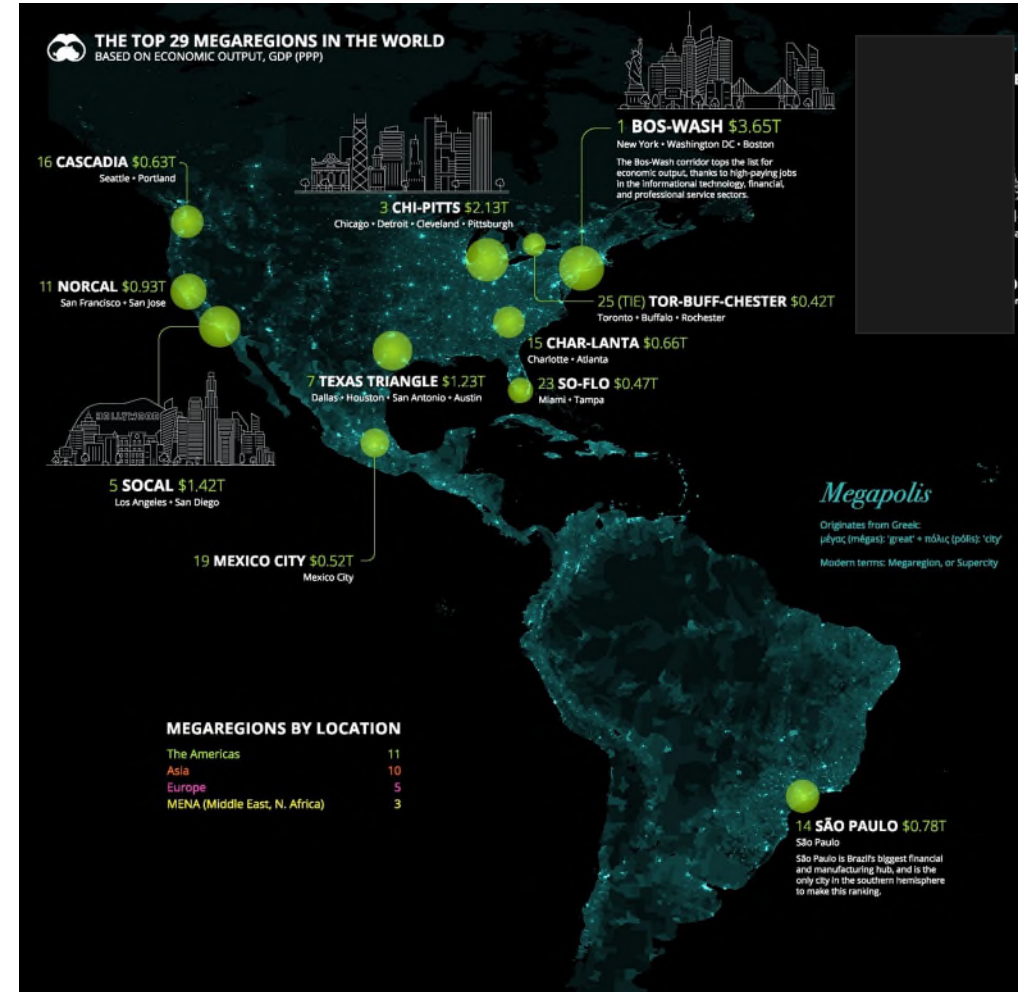


**We are here to challenge
the transportation status quo and
reimagine what it means to travel
by train in America.**



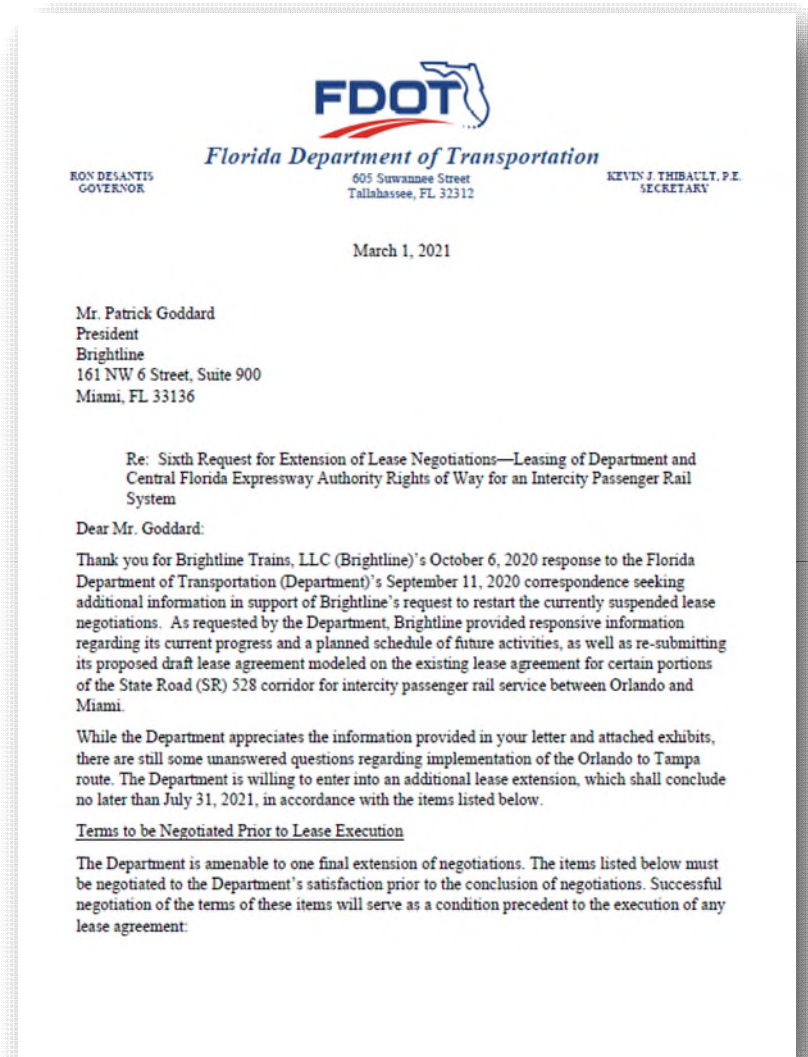
Setting the Stage

- Florida Population
 - 22 M today
 - 26 M by 2030
- 900 people moving in per day
- 131+ M Visitors to Florida (2019)
 - 75 M to Orlando (2018)
- Miami – Orlando – Tampa
 - \$0.47 T in GDP
 - 23rd largest MegaRegion in the World
 - 10th largest MegaRegion in the Western Hemisphere
- MetroPlan Orlando's LRTP = \$20+ B unfunded needs over 25 years



FDOT March 1 Letter - Agreements/Resolutions

- Establish toll diversion / recovery methods
 - CFX
 - FDOT
- Establish lease valuation protocol FDOT
- Execute agreement for use of FDOT and SunRail corridor
- Resolution of Support from GOAA
- Written statement from FRA outlining NEPA Class of Action
- Approval from CFX and FDOT on the location and dimensions for use of their corridors (from 15% design)
- Commit to 30/60/90% design reviews with CFX and FDOT



Activities to date

- Ridership and Toll Diversion Scope agreed upon
- 60% Phase 2 Construction Complete
- GOAA – Signed Lease!
- 15% Plans Submitted
- 30% Plans Complete – for review
- Agreement in Concept with OUC
- CFX Unanimous Vote – Resolution of Support

Orlando Sentinel

TRANSPORTATION NEWS

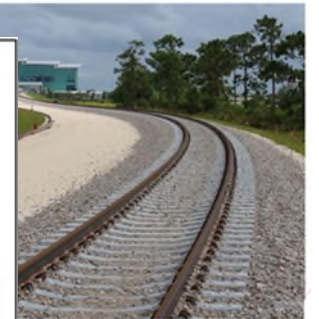
Brightline to set up local rides to and from its Orlando station

By KEVIN SPEAR
ORLANDO SENTINEL
AUG 10, 2021 AT 12:50 PM



Next step approved for Brightline's plan to extend high-speed rail to Tampa

On July 20, the Central Florida Expressway Authority unanimously approved a resolution to support Brightline's planned expansion between Orlando and Tampa.





Florida Department of Transportation

RON DESANTIS
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

KEVIN J. THIBAUT, P.E.
SECRETARY

July 23, 2021

Mr. Patrick Goddard, President
Brightline
161 NW 6th Street, Suite 900
Miami, FL 33136

Dear Mr. Goddard:

As you know, the Florida Department of Transportation (Department) and Brightline, LLC have been working diligently to execute a phased lease agreement that would provide intercity passenger rail from Tampa to Orlando. Our letter dated March 1, 2021, set a target of July 31, 2021, to execute this initial phased lease agreement. The July 31st target for completing negotiations signaled our commitment to dedicating the needed resources to negotiations and ensure the project was proceeding to accommodate Brightline's schedule. Setting this target has helped bring resolution to some key issues. I hope you concur that our collective teams and partner agencies have made excellent progress toward this goal.

Recently, the Federal Railroad Administration indicated Brightline will need to prepare a supplemental environmental impact statement (SEIS) for the proposed project from Orlando to Tampa. This change in the environmental document will result in additional time needed to complete the National Environmental Policy Act process and will include additional hearings to address potential public concerns. Time is also required to reach resolution on some final agreement issues and for the Federal Highway Administration to review and approve the agreement language prior to execution. Therefore, the Department is extending lease negotiations through September 30, 2021, to allow us to address any unresolved matters and conduct final reviews before executing the initial phased lease agreement.

With this short extension, the Department leadership also requests we meet as soon as possible with Brightline leadership as we finalize the agreement and chart out our path forward. We believe this short extension should strengthen our agreement, maintain momentum for the project and allow us to focus on key next steps.

Sincerely,

Brad Thoburn
Assistant Secretary
Strategic Development

BT/th

CC: Laura Kelley, Executive Director, CFX

Improve Safety, Enhance Mobility, Inspire Innovation
www.fdot.gov

- This change in the environmental document will result in additional time needed to complete the **National Environmental Policy Act** process and will include additional hearings to address potential public concerns.
- The new date to execute a lease agreement is set for September 30, 2021.
- "With this short extension, the Department leadership also requests we meet as soon as possible with Brightline leadership as we finalize the agreement and chart out our path forward.
- **We believe this short extension should strengthen our agreement, maintain momentum for the project and allow us to focus on key next steps"**

Supplemental Environmental Impact Study Analysis Timeline

		2021				2022				2023			
		1	2	3	4	1	2	3	4	1	2	3	4
NEPA SEIS			█			█		█		█			
	Scope		█										
	Public Workshops				█								
	Public Hearings					█	█						
	Alternate Public Hearing Dates									█			
Brightline Operations													
	Miami-WPB				█	█				█			
	WPB-OIA									Substantial Completion/Revenue Service			
Agreements													
	FDOT ROW			█									
	CFCRC						█			█			
	CFX									█			

The purpose and need of Brightline Phase III is consistent with previous efforts:

- Reduction in congestion
- Alleviate travel demands on the interstate system
- Enhanced safety
- Supporting current and future projected population and employment growth
- Improve air quality
- Connecting City Pairs



NEPA Resource Assessments – Supplemental Environmental Impact Statement

- Noise and Vibration
- Air Quality
- Natural Resources/Impacts to Wetlands, Habitat & Species
- Cultural Resources Assessment
- Location and Land Use
- Parks and Recreation
- Transportation
- Haz Materials/Contaminated Sites
- Property Acquisition
- Community Impacts/Environmental Justice
- Floodplain Impacts
- Water Quality
- Navigable Waterways
- Coastal Zone
- Prime/Unique Farmlands
- Public Safety



Regional Rail Connections to Brightline

- Brightline and SunRail Platforms – OIA Intermodal Terminal Facility
- Hourly Brightline Service
- Brightline tracks can be used for future SunRail service
 - Regional Priority
 - Facilitates SunRail service to OIA and beyond – up to 15-minute service
 - Access to 18,000 Jobs at OIA
 - OIA Non-Stop Service to 96 US and 28 International destinations
- Vehicle Maintenance Facility can maintain SunRail/Amtrak
- Connecting Brightline to Regional Transportation Solutions is critical in every market we serve



- Weekly Construction Updates
 - Website: www.gobrightline.com
 - Twitter @GoBrightline
- Social Media: Twitter, Instagram, Linked In
- Christine.Kefauver@GoBrightline.com
- Questions/Comments NEPA@GoBrightline.com

brightline

ABOUT PRESS ROOM EXPANSION PLANS OUR EXPERIENCE

Railroad Construction

We're on the move.
Brightline is laying down tracks and upgrading existing crossings to meet the highest standards throughout the counties we serve, and plan to. During construction, there will be temporary street closures, sorry for any hassles that might cause you.
Please know if active construction is taking place or if there is an emergency, per the federal train horn rule, the locomotive engineer will follow the law and sound the horns, even in established quiet zones.
Learn more about our expansion plans.

After-Hours Emergency Hotline Numbers
Brightline Public Affairs
(407) 502-5587
Report railroad emergencies on Florida East Coast Railway Tracks
(904) 538-6100 - press 1

For construction, lane closure & work zone info, please choose your state:

Florida

Florida

- Phase II Construction
- Weekly Construction Advisory Orlando to West Palm Beach
- BI Crossing Closures

Brightline
4,579 Tweets

brightline

Brightline
@GoBrightline

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📍 161 NW 6th Street, Suite 900, Miami, FL 33136.
Ph: 305-521-4800
📅 Joined August 2015

856 Following 9,824 Followers

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Your guide to a car-free, care-free lifestyle. Serving Miami, Fort Lauderdale, West Palm and #OnTrackToOrlando.
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Ali & 53 other connections work here · 118 employees

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COMMITTEE MEMBER COMMENTS



THANK YOU

Next Meeting November 4, 2021



A photograph of a SunRail train at a station platform, overlaid with a semi-transparent orange filter. The train is white with blue and orange accents, featuring the SunRail logo and the number 107. The platform has a modern design with a large overhang and a sign for 'Upperware'.

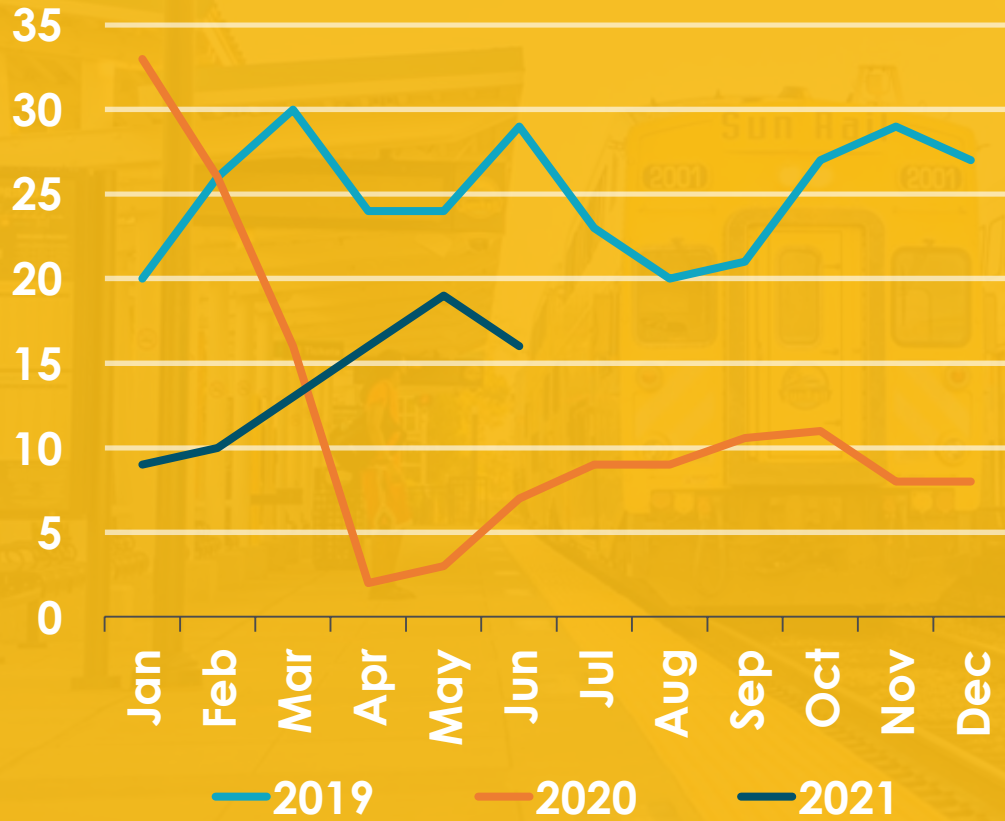
SUPPORTING CHARTS AND DATA



ONBOARD STATS

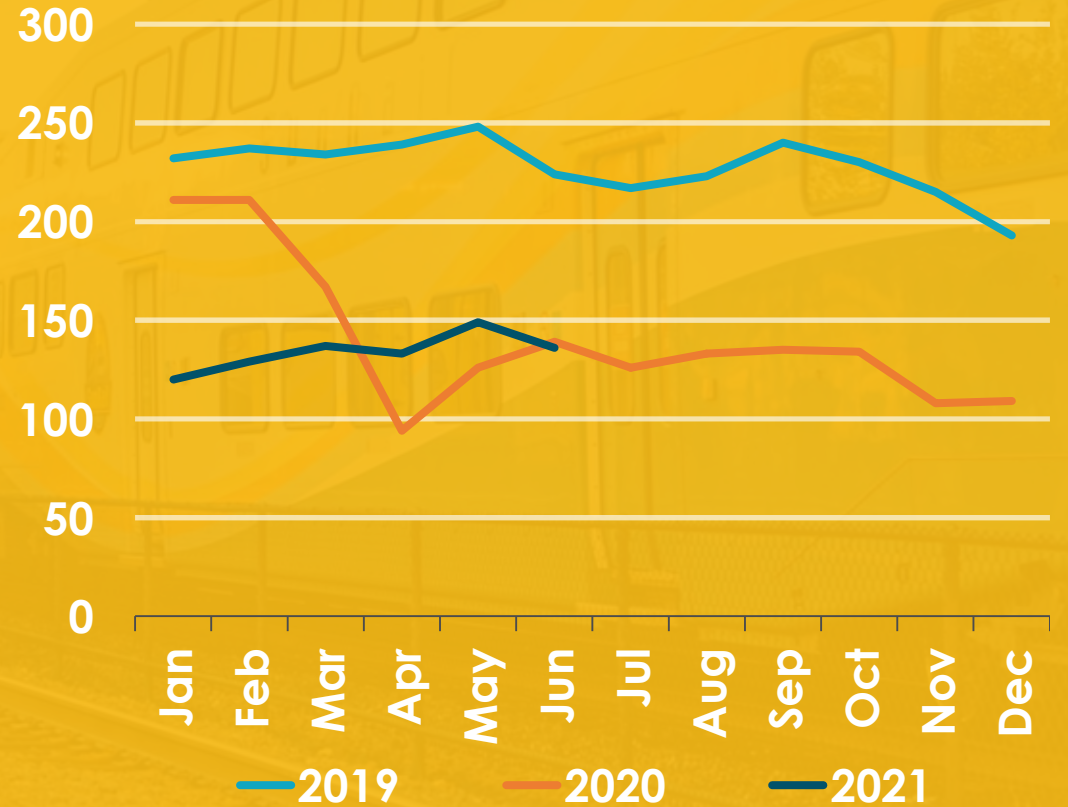
ADA

Apr – Jun Average: 17



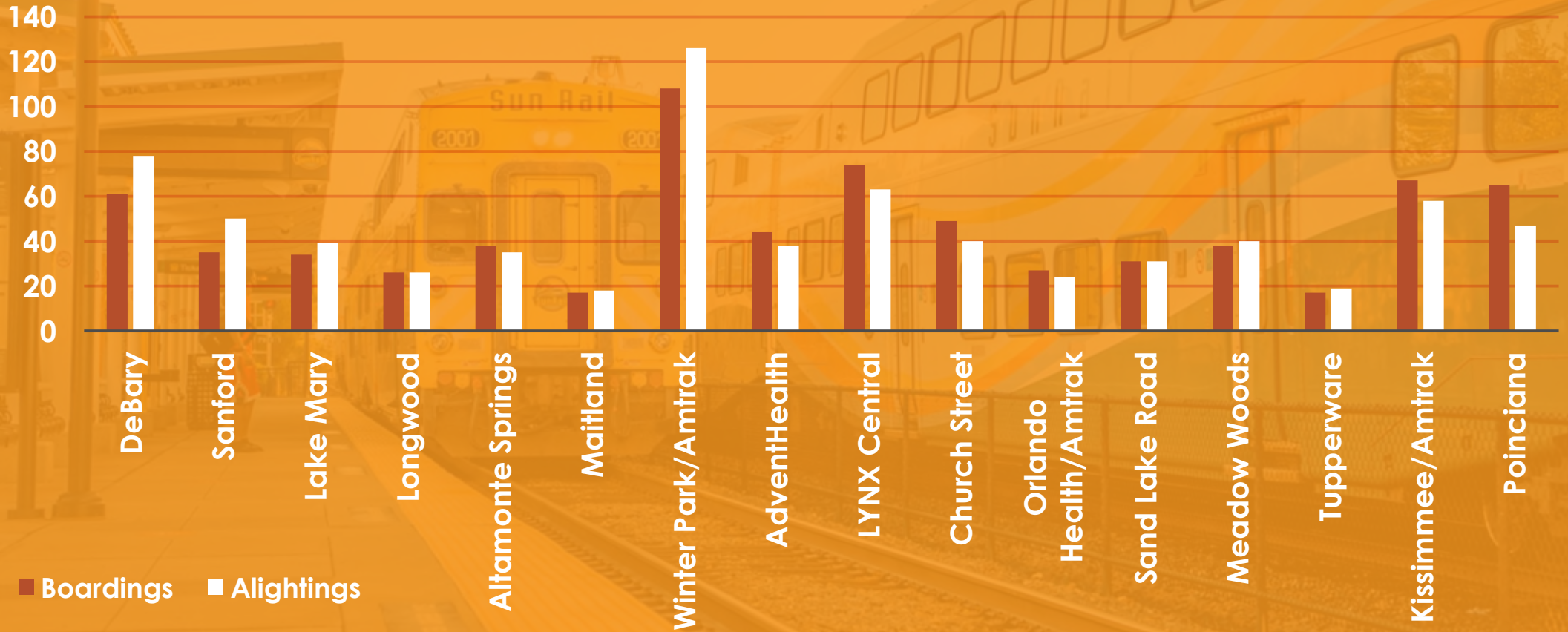
BICYCLE

Apr – Jun Average: 136



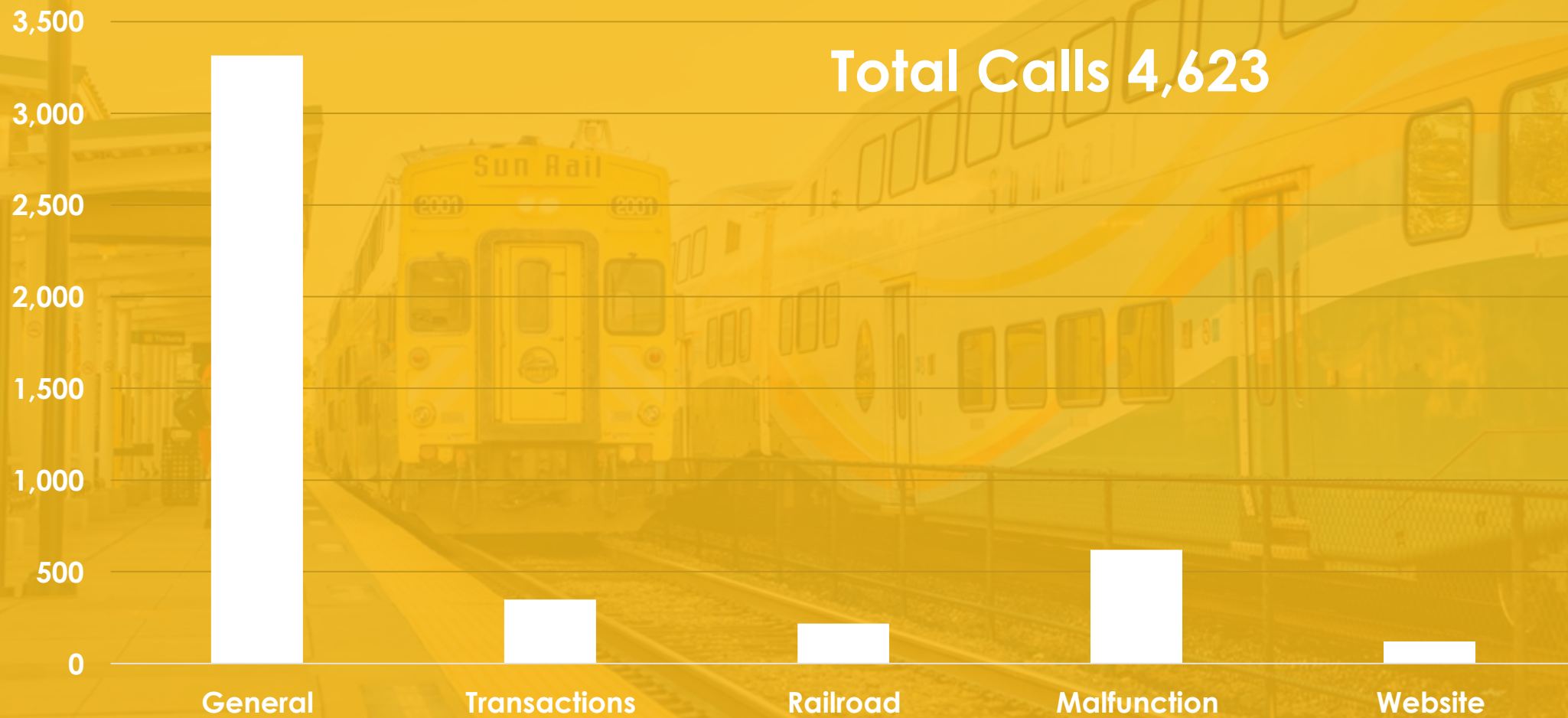
BOARDINGS & ALIGHTINGS

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



CUSTOMER SERVICE CALLS

APRIL – JUNE 2021



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.



REVENUE INCIDENTS BY CITY/COUNTY

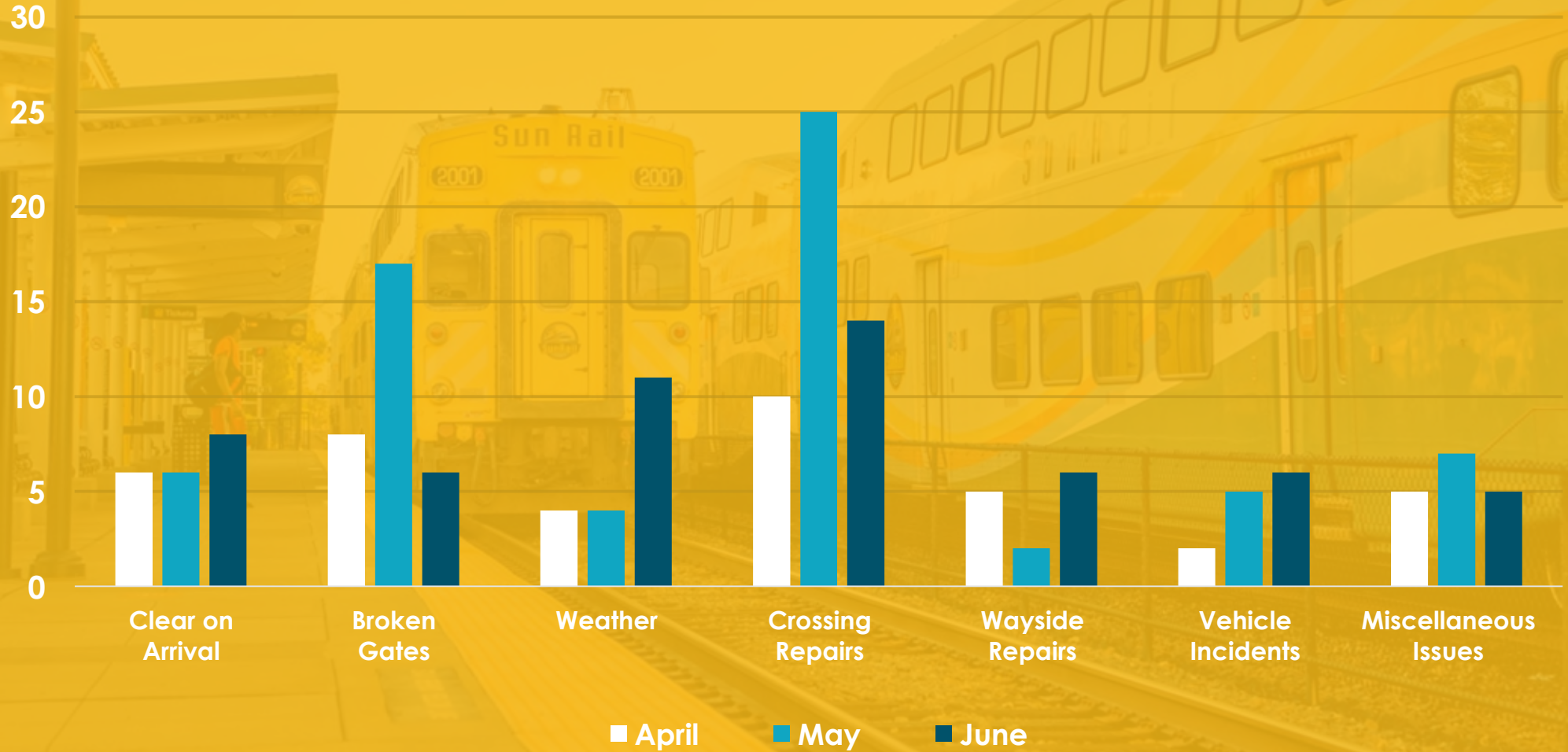
April 2021 – June 2021

■ SunRail ■ Amtrak ■ CSX



CFRC SIGNAL SYSTEM INCIDENTS

APRIL 2021 – JUNE 2021



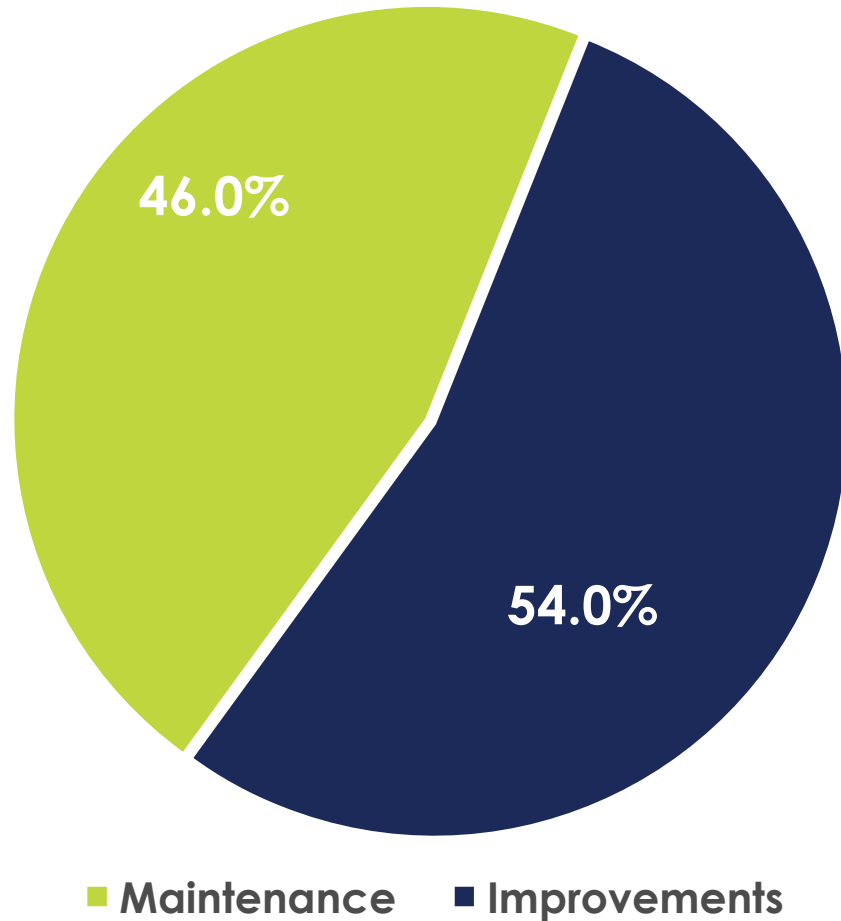
[QUIET ZONES]

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



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.



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



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