



# CUSTOMER ADVISORY COMMITTEE

*September 30, 2021*



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

**Date:** September 30, 2021  
**Time:** 5:00 p.m.  
**Location:** FDOT/GoToWebinar Host

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***PLEASE SILENCE CELL PHONES***

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- I. Roll Call**
- II. Call to Order and Pledge of Allegiance**
- III. Confirmation of Quorum**
- IV. SunRail COO Remarks**
- V. Information Items**
  - a. July 1, 2021, Meeting Minutes Posted Online
  - b. Proposed 2022 Meeting Schedule
- VI. Public Comments**
  - *Nadia will read into the record any received prior to the meeting start.*
  - *Those joining in person will be permitted to approach the podium in the LYNX Board Room.*
  - Each speaker is limited to three minutes.



# Central Florida Commuter Rail Commission

## Customer Advisory Committee

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### **VII. Discussion Items**

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

### **VIII. Transition Consultant Update**

- a. Transition Update – Alan Danaher

### **IX. Committee Member Comments**

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

- a. Next Meeting – January 6, 2022, 5:00 p.m. Location TBD (Webinar Platform TBD)

### **XII. Adjournment**

*Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status. Persons who require accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact Roger Masten, FDOT/SunRail Title VI Coordinator 801 SunRail Dr. Sanford, FL 32771, or by phone at 321-257-7161, or by email at [roger.masten@dot.state.fl.us](mailto:roger.masten@dot.state.fl.us) at least three business days prior to the event.*

# Customer Advisory Committee

July 1, 2021

5:00 p.m.

GoToWebinar Hosted by FDOT

LYNX Central Station

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

**Attendees:** Chair James Grzesik, Member Edward Richter, Member Joseph Hinely, Member Marie Ann Regan, Charles M. Heffinger, Nadia Hernandez, Mike Carman, Sandra Gutierrez, Patricia Ruffino, Bruce Detweiler, Ralf Heseler, George Gault, Bill Land, Linda Nesbitt, Regina Cargill, Michael DePallo, Dan Mazza, Alan Danaher, Andrea Ostrodka, Michelle Kendall and Tawny Olore.

## Minutes

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

**Pledge of Allegiance**

**Announcements:** Chairman's Remarks

- This meeting being held virtually will be a workshop style meeting, and therefore, no action items/minutes approval will be handled.
  - April 1, 2021, Meeting minutes available online.
- Re-Appointment – Liz Sturgeon, CAC Volusia Representative
- Appointment – Luis Nieves-Ruiz, CAC Orange Representative

**Action Item:**

- No action items taken.

**Agenda Item:** Chair's Report

**Presenter:** James Grzesik

- Ms. Dorothy O'Brien attended the CFCRC Meeting on April 29, 2021, in Mr. James Grzesik's absence. Some highlights worth mentioning are:
  - Three public comments presented:
    - Ms. Anna Perea suggested the CFCRC Board provide a budget for free passes an incentive for High Schoolers to use SunRail and Bus transit systems. The idea for this incentive program is to encourage younger individuals to use public transportation.
    - Mr. McMullen would like to see additional rail service around Michigan and Orange Ave. in the Downtown Orlando area near a growing apartment development. A spur line around the new development would encourage additional ridership on SunRail.
    - Mr. Rodriguez requested a full comprehensive expansion of SunRail to help reduce road traffic in the expanding Orlando region. He would like to see SunRail service Apopka, Ocoee, Dr. Philips, and UCF.
  - Mr. Charles Heffinger provided an Agency update for SunRail.
    - Ridership peaked over the Spring Break period to 3,800 which is the highest ridership seen since March 2020.
    - SunRail Marketing Plans
    - Overall performance metrics including On-Time Performance and Average Daily Ridership.
  - Presentation from SunRail's Transition Consultant, WSP provided status of studies being conducted.
  - Brightline's expansion from Orlando International Airport to Tampa:
    - Discussed proposal to use 1.1 miles of track along the corridor as part of their expansion to Tampa.
    - Discussed the possibility of SunRail utilizing Brightline's track to go to the airport.
    - Trade study status update and discussion for future agreements.
  - Phase 2 North extension from DeBary to DeLand construction scheduled to begin in January 2022 and an estimated completion date of December 2023.



**Public Comment:**

- No Public comments were made.

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

- SunRail's All New Marketing Campaigns
  - Multi-layered campaigns to boost ridership
  - Prominent billboards on I-4
    - Billboards featured in three different areas along I-4 on a weekly rotating schedule
  - Behavioral targeting for paid and social media
  - Google search PPC in targeted areas
  - Innovative social media strategies
  - New email marketing
  - Partnerships with local chambers
    - Show your SunCard card to participating businesses to receive up to 15% discount
  - Special events planning with local communities
    - SunRail merchandise will be sold at the Kissimmee Farmers Market
- 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, and Kissimmee
- SunRail Merchandise
  - Created to meet rider demand
  - Next opportunity to purchase is at Kissimmee Farmer's Market July 2, 2021
  - More designs and options are in development
  - Sales are made in person as we test out merchandise designs and options but ultimately would like to have a website to purchase merchandise
- Rewarding Riders
  - We have been surprising and delighting riders with giveaways onboard
    - 500+ promotional giveaways were distributed during recent rider appreciation days including items such as sunscreen lotion, jump drives, coffee mugs, and water bottles.
    - Flags were given out on Flag Day, June 14<sup>th</sup>.
- 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
    - A few riders have been removed from the train for refusal to wear a mask which resulted in train delays up to 22 minutes
- We're Going to DeLand
  - Met schedule deadline for procurement on June 28, 2021.
  - Rail on the ground February 2022
  - Opening mid 2024!
- Hurricane Season
  - 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
- On-Time Performance (OTP) Average
  - Actual OTP for the months March through May 2021 was 97.2%. Contractual OTP was 99.4%. Goal is 95%
  - Contractual OTP is calculated based on performance outside of the contractor's control.

<ul style="list-style-type: none"> <li>▪ A lightning strike in the Longwood area caused gates to go down. The equipment is all connected resulting the need for 78 individual fuses to be replaced between the gates, arms, signals, and cabinets. It took a total of five hours to find and replace all the fuses.</li> <li>• PTC Success <ul style="list-style-type: none"> <li>○ In 2008 there was an incident where cell phone distraction caused two trains to collide resulting in 18 fatalities. A Federal mandate required PTC to implemented. PTC is a GPS based safety technology that is designed to safety stop a train before certain accidents related to human error occur.</li> <li>○ Starting January 1, 2022, if PTC is not fully engaged it will result in significant fines from the FRA.</li> <li>○ Year to Date PTC Active Operating Percentage: <ul style="list-style-type: none"> <li>▪ SunRail - 99.5%</li> <li>▪ CSX – 99.3%</li> <li>▪ Amtrak – 98.1%</li> </ul> </li> </ul> </li> <li>• A question presented asked what measure is SunRail conducting to take advantage of the proposed increased Federal funding for rail projects which include railroad grade separation, increase surface area, increase surface span, and additional vehicle procurement? <ul style="list-style-type: none"> <li>○ Mr. Heffinger responded at this time we are exploring areas to move forward with. As a State Agency we are linked to Tri-Rail in Miami and want to have a consistent approach. At the next meeting SunRail can provide more information.</li> </ul> </li> </ul>	<p><b>LYNX Bus Connectivity:</b> <span style="float: right;"><b>Presenter:</b> Bruce Detweiler</span></p> <ul style="list-style-type: none"> <li>• Mr. Bruce Detweiler introduced himself as the Interim Director of Planning for LYNX.</li> <li>• 35% increase in overall connectivity ridership when compared to May 2020. This is due primarily to the recovery of the Pandemic which started last year- 2020.</li> <li>• During March through May 2020 LYNX suspended service on a number of routes as well as fare collection.</li> <li>• Highest transfer activity by SunRail Stations for the month of March 2021 are Sanford, Winter Park, and Advent Health.</li> <li>• 45% increase in ridership among the Phase 2 Feeder Bus Route. Several routes were not running during the reduced service period last year.</li> </ul>
<p><b>Votran Bus Connectivity:</b></p> <ul style="list-style-type: none"> <li>• Mr. Ralf Heseler introduced himself as Senior Planner for Votran.</li> <li>• Covid-19 pandemic caused a significant decrease in ridership the past year, but Votran is starting to recover.</li> <li>• 32.5% decrease for year-to-date percentage compared to last year-to-date.</li> <li>• April to May 2021 showed ridership increase for DeBary Station.</li> <li>• Ridership for all Votran routes is coming back across the board.</li> </ul>	<p style="text-align: right;"><b>Presenter:</b> Ralf Heseler</p>
<p><b>Transition Consultant Update:</b></p> <ul style="list-style-type: none"> <li>• Transition Study Process – WSP provided an update on the transition plan process and gave a broad overview of all activities conducted to date.</li> <li>• Latest SunRail Organization Chart helped determine who to interview. Leadership/Staff interviews were conducted during May and June to get a better understanding of how positions, and responsibilities associated with those positions are defined at SunRail. As well as how roles relate to one another and how decisions are made. <ul style="list-style-type: none"> <li>○ The Commission will have to decide on how to staff SunRail with these interview assessments. Agency organizational structure and industry best practices will lead WSP to provide recommendations to the Commission for their consideration.</li> </ul> </li> <li>• Leadership Interviews – Current Experience <ul style="list-style-type: none"> <li>○ General satisfaction with how things are organized and operate; no significant changes identified</li> <li>○ View SunRail as a high-performing, quality operation</li> <li>○ Excellent safety record</li> <li>○ FDOT provides support through other departments and individuals who periodically devote some time to SunRail</li> <li>○ Multiple contractors – each responsible for a different element of the service – is viewed positively <ul style="list-style-type: none"> <li>▪ Allows for multiple viewpoints on an issue</li> <li>▪ Deep experience in each specific operating element</li> </ul> </li> <li>○ FDOT manages share space with contractors allowing for frequent interaction and problem-solving</li> <li>○ Relations with CFCRC have improved greatly</li> <li>○ Pride in SunRail; high morale</li> </ul> </li> </ul>	<p style="text-align: right;"><b>Presenter:</b> Michael DePallo</p>

- Leadership Interviews – Thinking to the Future
  - Develop Vision – what should SunRail aspire to?
  - Operations Staff – longtime 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 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 5/4/2021 to acquire additional information on MOW after conducting hi-rail trip on 5/1/2021
  - Signals/PTC
    - Meetings held on 5/6/2021 and 5/7/2021 to acquire information on system prior to field visit
  - Dispatch
    - Meeting held on 5/5/2021 to acquire information on dispatch system prior to field visit
  - Communications
    - Meeting held on 5/6/2021 to acquire information on communication system and network, along with any future upgrades/modifications prior to field visit
- Field Review Initial Findings – Track & Grade Crossings
  - Track/Grade Crossings
    - Hi-Rail of entire CFRC, completed on 5/1/2021
    - Well-maintained corridor
    - Mainline track, all on timber ties
    - Continuous Welded Rail (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 awareness 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 dispatchers on duty 24/7, one for territory, one for safety and security communications
  - Two back-up workstations
  - One workstation for Supervisor (Manager of Train Operations)
  - Overview of monitors for CCTVs at stations
  - Back-up Dispatch system with two dispatcher workstations located at Poinciana, 65 miles south of OCC
- Field Review Initial Findings – Signal/PTC
  - Signal/Grade Crossing/PTC
    - Field visit completed on 5/25/2021 and 5/26/2021
    - 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 issues – issue with Wayside Interface Unit (WIU) may cause PTC WIU program to be lost. SunRail working with Hitachi to resolve
    - Lake Monroe 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 5/25/2021 and 5/26/2021
    - 11 Locomotives remanufactured by Motive Power; all are recently refurbished with less than 10 service years. Equipment includes Electro-Motive Diesel (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
  - Conditions of OCC and VSMF facilities
    - 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
  - Draft report being completed
- Assessment Workshop Risk
  - June 16, 2021, from 2-5 pm (virtual)
  - Focus on SunRail Working Group Participation
  - Objectives
    - Define challenges to the transition
    - Identify risks based on the challenges
    - Discuss risk outcomes and impacts
    - Assess risk probability/ likelihood
    - Determine risk level of impact
    - Identify risk responses
- Schedule Update
  - On-track for 18-month completion – July 2022
  - Existing Conditions Report and Risk Assessment Workshop – June 2021
  - Transition Analysis Report – December 2021
  - Transition Plan – July 2022
  - Upcoming Briefings
    - CAC Meeting – July 1
    - Steering Group Meeting – July 7
    - TAC Meeting – July 14
    - CFCRC Board Meeting – Aug 12
    - Meetings with County Commissions, Orlando City Council, and two MPOs (MetroPlan Orlando and River to Sea TPO) to be determined – possible briefings of County/TPO Chairs and Orlando Mayor initially
- Mr. Grzesik asked for a date when the transition will occur.
  - Mr. DePallo stated after Phase 2 North, the extension from DeBary to DeLand is completed is when the actual transition will occur. The transition plan will be ready by July 2022.
  - Mr. Heffinger said the overall goal is to hand over a complete working system. FDOT would like the revenue service to be in effect for about 6 months after Phase 2 North extension is complete. Phase 2 North is set to be completed December 2023/January 2024 with a tentative transition date late June 2024.

**Committee Member Comments:**

**Presenter:** James Grzesik

- Member Luis Nieves-Ruiz asked when in person meetings will start.
  - Ms. Nadia Hernandez responded LYNX and MetroPlan facilities have social distancing protocols in place due to COVID-19 and have limited capacity. Arrangements are in discussion for the 4<sup>th</sup> quarter meeting.
- Member Joseph Hinely has talked to riders in different areas and brought forth a few concerns.
  - Sightings of Security Guards assisting passengers who are smoking on the platform. Are Security Guards being held responsible for the enforcement of regulations?
    - Mr. Heffinger stated no smoking on the platforms should be enforced at all the stations. He will talk to the General Manager of Bombardier/Alstom (O&M Contractor) to ensure there is more awareness with the no smoking on the platforms rule.
  - As Conductors are starting to scan fare tickets there are complaints regarding the time of system

application for scanning.

- Mr. Heffinger replied it is another reason for the replacement of the Fare Collection System. When scanning tickets restarted it was taking around 45 seconds to process. Since then, Conduent issued a new software update, and it should help resolve the issue.
- Customer Service doesn't open until 5:30AM but trains start running around 5:00AM, is there a possibility of scheduling managers earlier?
  - SunRail will look into that possibility.

Next meeting is scheduled for Thursday, September 30, 2021, at 5:00p.m., final location - TBD

**Meeting adjourned at 6:09 p.m.**

# PLEDGE OF ALLEGIANCE

(Please Stand)

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





# TITLE VI

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

**ROGER MASTEN**

SunRail Title VI Coordinator

801 SunRail Drive

Sanford, Florida 32771

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

**JACQUELINE PARAMORE**

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

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

[ WELCOME ]







# PROPOSED 2022 MEETING DATES

- THURSDAY, JANUARY 06
- THURSDAY, MARCH 31
- THURSDAY, JUNE 30
- THURSDAY, SEPTMEBER 29
  - 5:00 PM



# PUBLIC COMMENTS





# AGENCY UPDATE

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





# BACK BY POPULAR DEMAND

- Partnership with UCF & Valencia Downtown campus and FAMU College of Law
- Try SunRail during a limited trial period
- Co-branded marketing with colleges:
  - Student & faculty newsletters
  - Digital signage throughout campus
  - Tabling events for sign up and giveaways
  - Social media push on FB, IG and TW
  - After promotion, SunCard is ready to load!









**MATCH TICKET**  
+ FREE SUNRAIL ROUNDTRIP

RIDE SUNRAIL TO AND FROM CITY'S WEEKEND MATCHES. IT'S FREE WITH THE PURCHASE OF A MATCH TICKET.

**Ride SunRail Free With City Ticket**

Orlando City and SunRail have teamed up to provide fans a complimentary ride to and from Exploria Stadium. Come out to Wednesday's match, and any home weeknight match the remainder of this season, and ride SunRail free of charge.

[LEARN MORE >](#)



# ORLANDO CITY PARTNERSHIP

- Partnership with OCSC: special 10:30 southbound train for eight home weeknight matches
- Fans ride free to and from Church Street Station, a short walk to the stadium, with match ticket
- Strong visibility in the community
  - Dedicated landing page
  - Paid social media support
  - Eblast to ticket holders
  - Onboard posters
  - Kingston photoshoot

20%  
Increase in  
ridership  
P341





# NEVER WILL I EVER

**STOP ON | WALK ON  
RAILROAD TRACKS**

**TAKE THE PLEDGE AT [SUNRAIL.COM](https://www.sunrail.com)**

## **RAIL SAFETY WEEK 2021**

**SEPTEMBER 20 - 24**

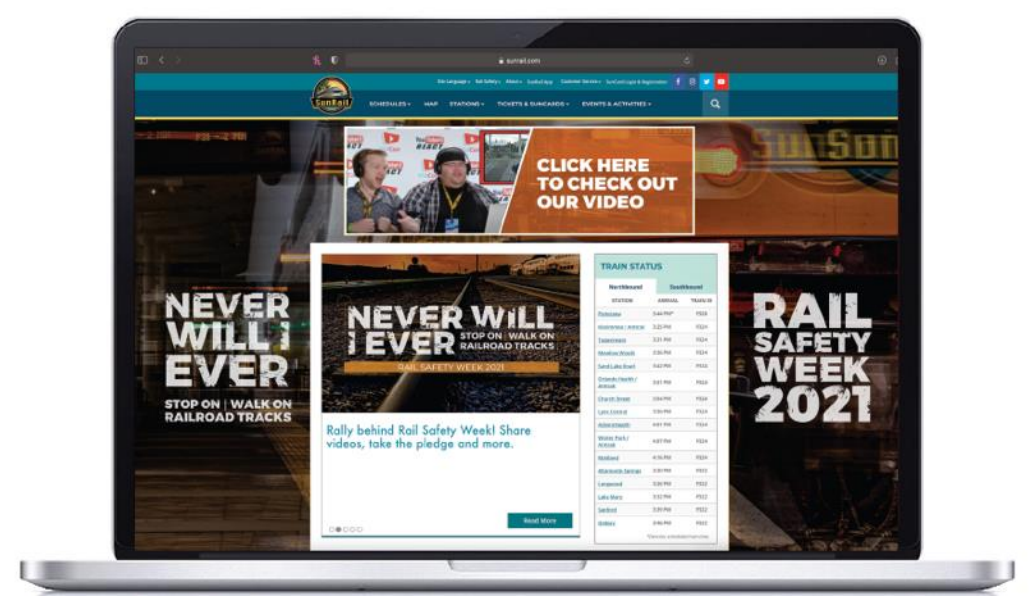
### **Key Features**

- **Bold and direct message**
- **Exciting reaction videography**
- **New railway media training**
- **Promoting community partnerships**
- **Coordinated enforcement days**





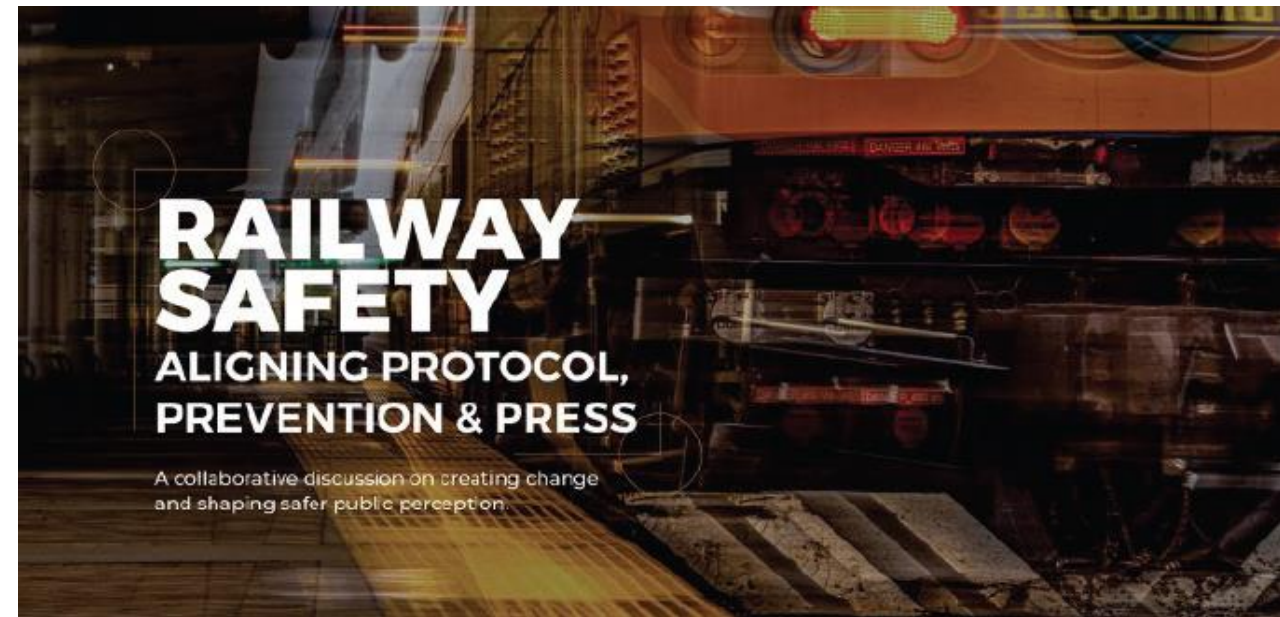
## Digital Billboards



## Website Takeover



## Real Reaction Social Media Videos



## NEW! Railway Media Training

**DELAND UPDATE**

**CIVIL**

**CONTRACTORS/CONSULTANTS  
TOOK TRAIN RIDE**

**FINAL DATE – 12/03/2021**

**SIGNALS – 1/20/2022**





# [NEW SUNRAIL MERCH!]

- Successful pop-up shop at Winter Park Station on 9/22
- Holiday promotions coming soon!
- Follow us for more opportunities to purchase





# GROUP RIDES ARE BACK!

- Group travel is more fun when SunRail gets you there!
- Advance fare payment & ticket-free travel at [SunRail.com/tickets-suncards/group-travel-pass](https://SunRail.com/tickets-suncards/group-travel-pass)
- Keeping you safe! FRA mask mandate for onboard travel extended to January 18, 2022





# ABOVE AVERAGE

- On-Time 55 Days
- 66 Operating Days
- Ran 2,640 Trains

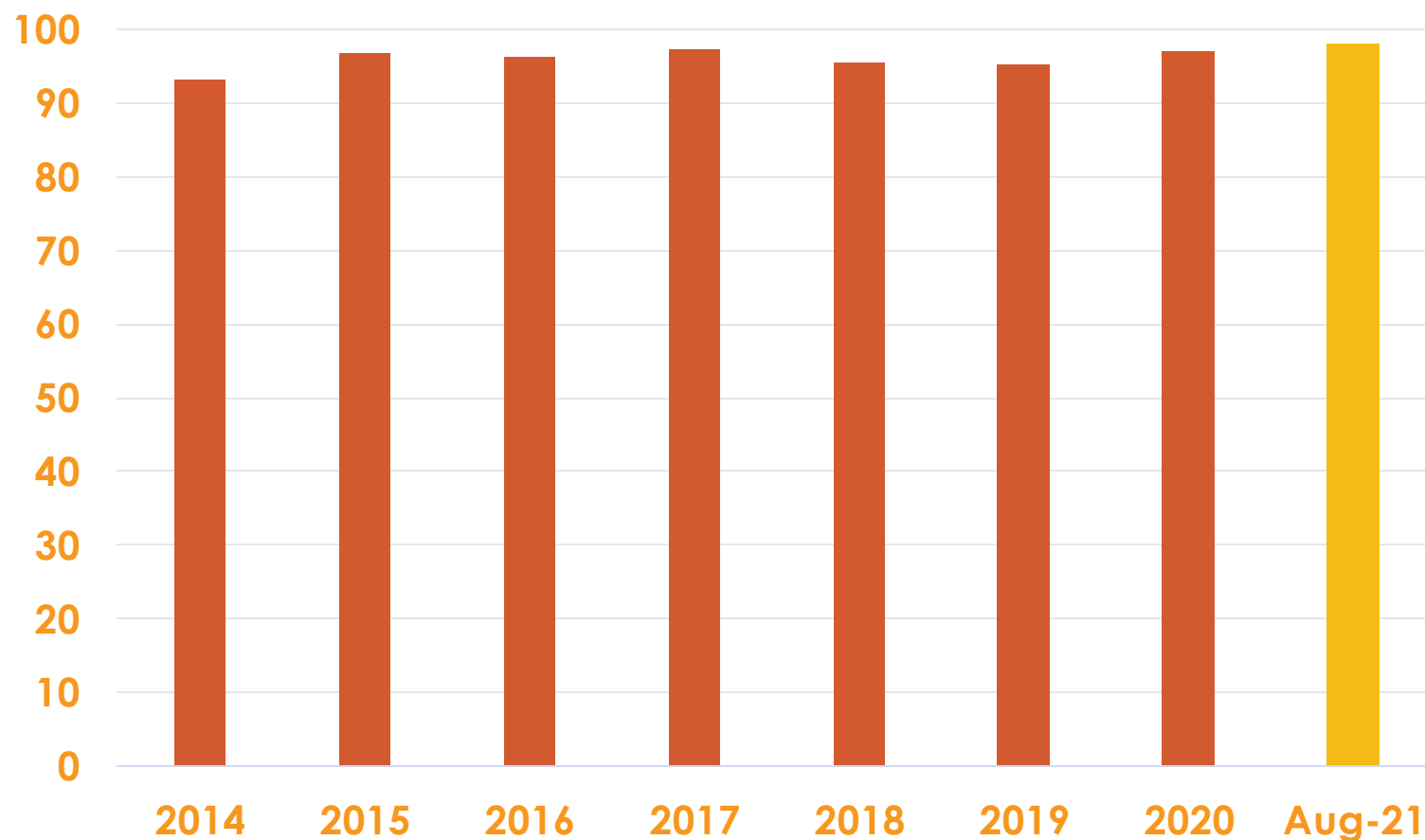
## ON-TIME PERFORMANCE AVERAGE

June 2021 – August 2021

Goal = 95%

Actual = 96.1%

Contract = 99.2%





# [ PTC SUCCESS ]

- Year to Date PTC Active Operating Percentage:
  - SunRail 99.5%
  - CSX 99.1 %
  - Amtrak 98.6%

# BOARDINGS BY STATION

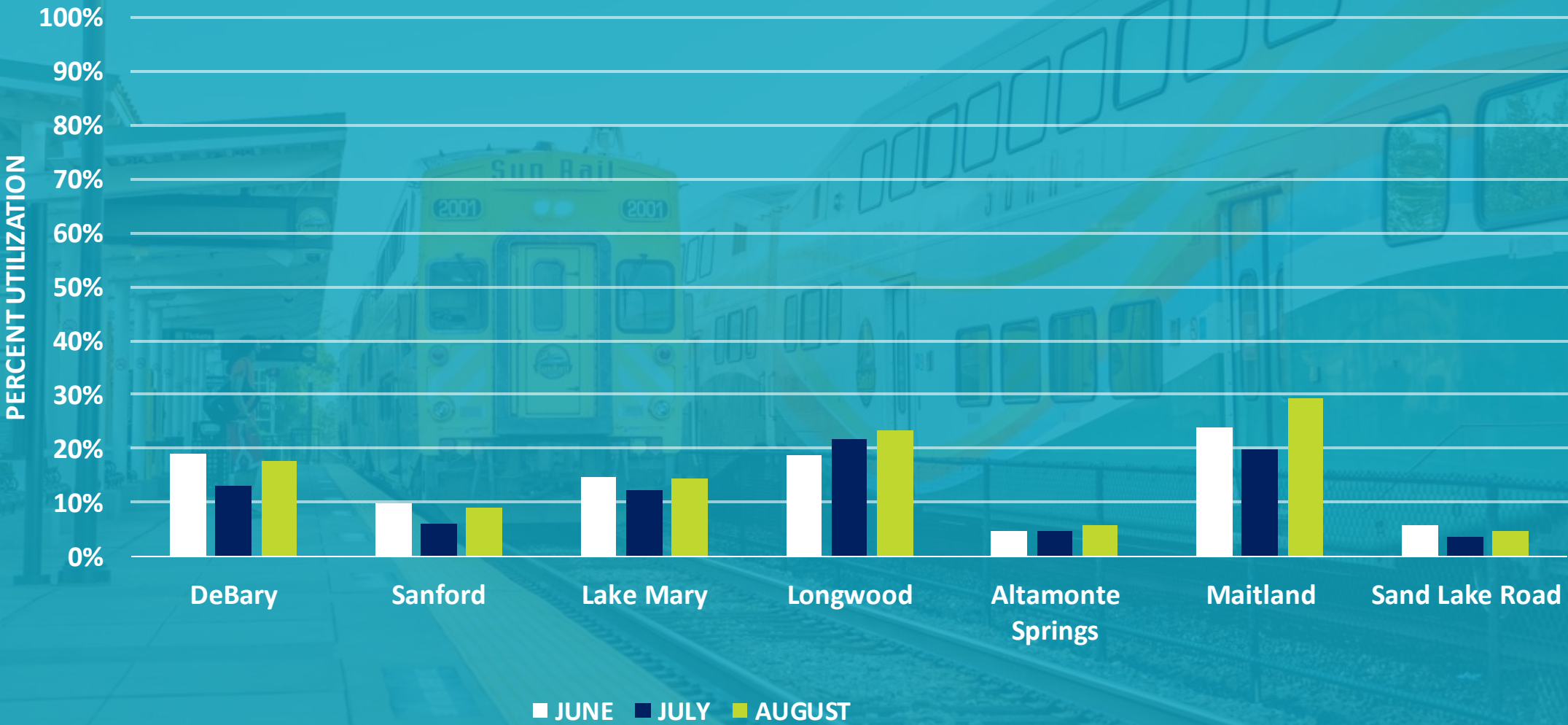
Ridership June – August 2021





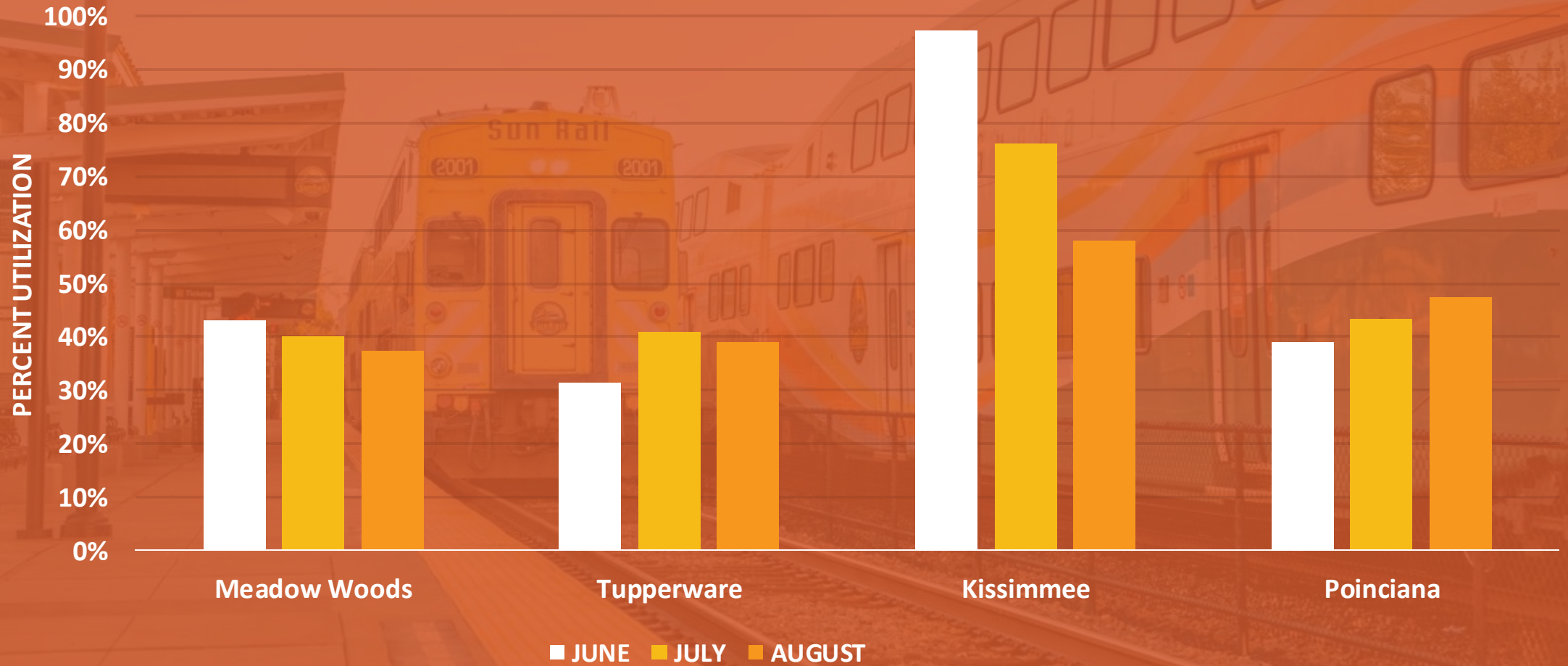
# IOS STATION PARKING

June 2021 – August 2021



# SOUTHERN EXPANSION STATION PARKING

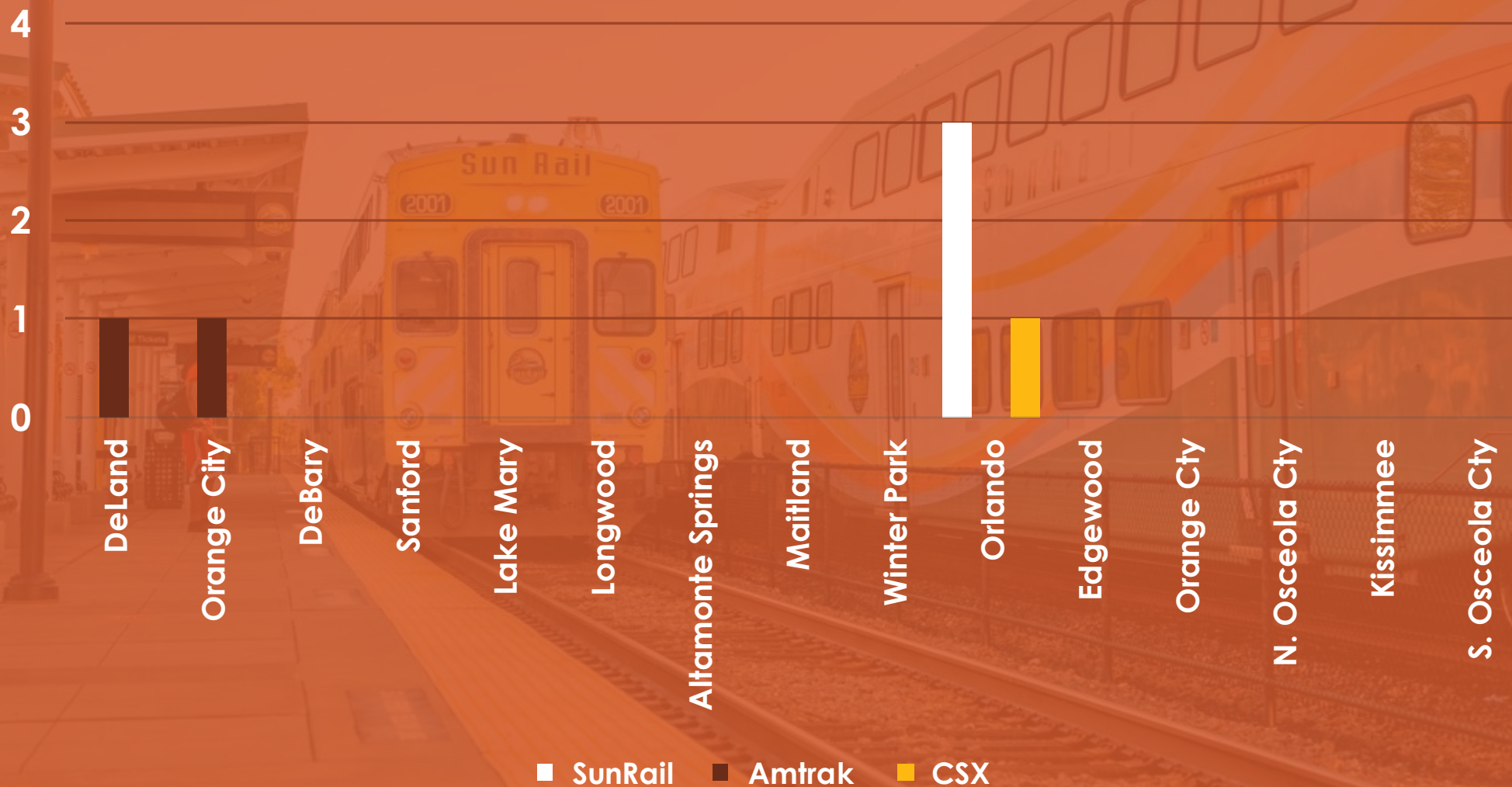
June 2021 – August 2021





# REVENUE INCIDENTS BY CITY/COUNTY

June 2021 – August 2021



# 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	
<b>Days of Operation</b>	<b>22</b>	<b>19</b>	<b>22</b>	<b>19</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>20</b>	<b>22</b>	<b>22</b>	<b>22</b>		<b>233</b>
Sanford	112	279	266	219	211	228	146	271	256	196	173		214
Lake Mary	42	49	56	49	51	57	74	64	51	51	60		55
Longwood	39	57	50	65	62	66	69	66	40	51	51		56
Altamonte Springs	40	101	80	112	30	55	13	38	37	81	111		63
Maitland	15	12	14	12	11	10	15	14	12	10	15		13
Winter Park	201	227	255	236	234	241	227	226	168	216	227		223
Florida Hospital/Health Village	246	255	248	245	265	260	280	210	261	181	282		248
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	17	20	20	12	13	17	18	17	21	18	17		17
Sand Lake Road	71	87	73	79	82	112	91	111	84	148	151		99
Meadow Woods	77	80	76	80	55	65	71	85	38	53	49		66
Tupperware	7	11	11	10	10	12	8	10	6	12	10		10
Kissimmee Intermodal													
Poinciana	4	4	3	3	5	4	5	5	2	5	4		4
<b>Total - All Stations</b>	<b>871</b>	<b>1,182</b>	<b>1,152</b>	<b>1,122</b>	<b>1,029</b>	<b>1,127</b>	<b>1,017</b>	<b>1,117</b>	<b>976</b>	<b>1,022</b>	<b>1,150</b>		<b>1,070</b>
Percent change from FY 20 to FY 21	-54%	-32%	-19%	-30%	-45%	-34.3%	733.6%	34.6%	10.3%	4.7%	-21.2%		-28%

N/A – Ridership was not collected due to bus not having Automatic Passenger Counter (APC); as of August 2020 all LYNX vehicles are equipped with APC's.

\* Due to COVID-19, Orange & Osceola Counties instituted a stay-at-home order on March 26 and bus service was reduced on March 30, 2020. This caused a drop in ridership.

\*\* Bus service was re-instated on May 11, 2020.

\*\* Bus service was not provided to this station during the reduced schedule that took place on March 30 and ended on May 9, 2020.



# [LYNX CONNECTIVITY]

## LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	July		Change	% Change
	FY20	FY21		
18	17,114	15,479	-1635	-9.6%
418	3,286	3,704	418	12.7%
155	544	396	-148	-27.2%
306	799	1,349	550	68.8%
604	137	115	-22	-16.1%
631	267	413	146	54.7%
632	240	182	-58	-24.2%
709	1,032	758	-274	-26.6%

# [VOTRAN CONNECTIVITY]

August 2021

Activity at DeBary Station	Fiscal year 2020												Annual Daily Average
	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	
Days of Operation	23	20	21	22	20	22	22	20	22	23	21	21	257
Total Monthly Ridership	1,493	964	1563	1563	1036	889	115	135	926	892	851	889	11,142
Avg Daily Ridership	65	48	74	63	52	40	5	7	42	39	41	42	43

Activity at DeBary Station	Fiscal year 2021												Annual Daily Average
	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	
Days of Operation	22	20	22	20	20	20	22	20	22	22	22		232
Total Monthly Ridership	827	616	664	478	561	542	753	788	800	1,049	1,120		8,198
Avg Daily Ridership	38	31	30	24	28	27	34	39	36	48	51		35

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. No SunRail service on Thanksgiving, Christmas, New Year's Day, Independence Day, Labor Day, Memorial Day and Martin Luther King Jr. Day





# Transition Update

Alan Danaher



# Project Status Update

September 30, 2021  
5 pm

Customer Advisory  
Committee Meeting



## SunRail Transition Plan Consulting Services



# Today's Discussion Items



UPDATE ON TRANSITION  
ANALYSIS



REVIEW RISK REGISTER  
SURVEY AND ASSESSMENT



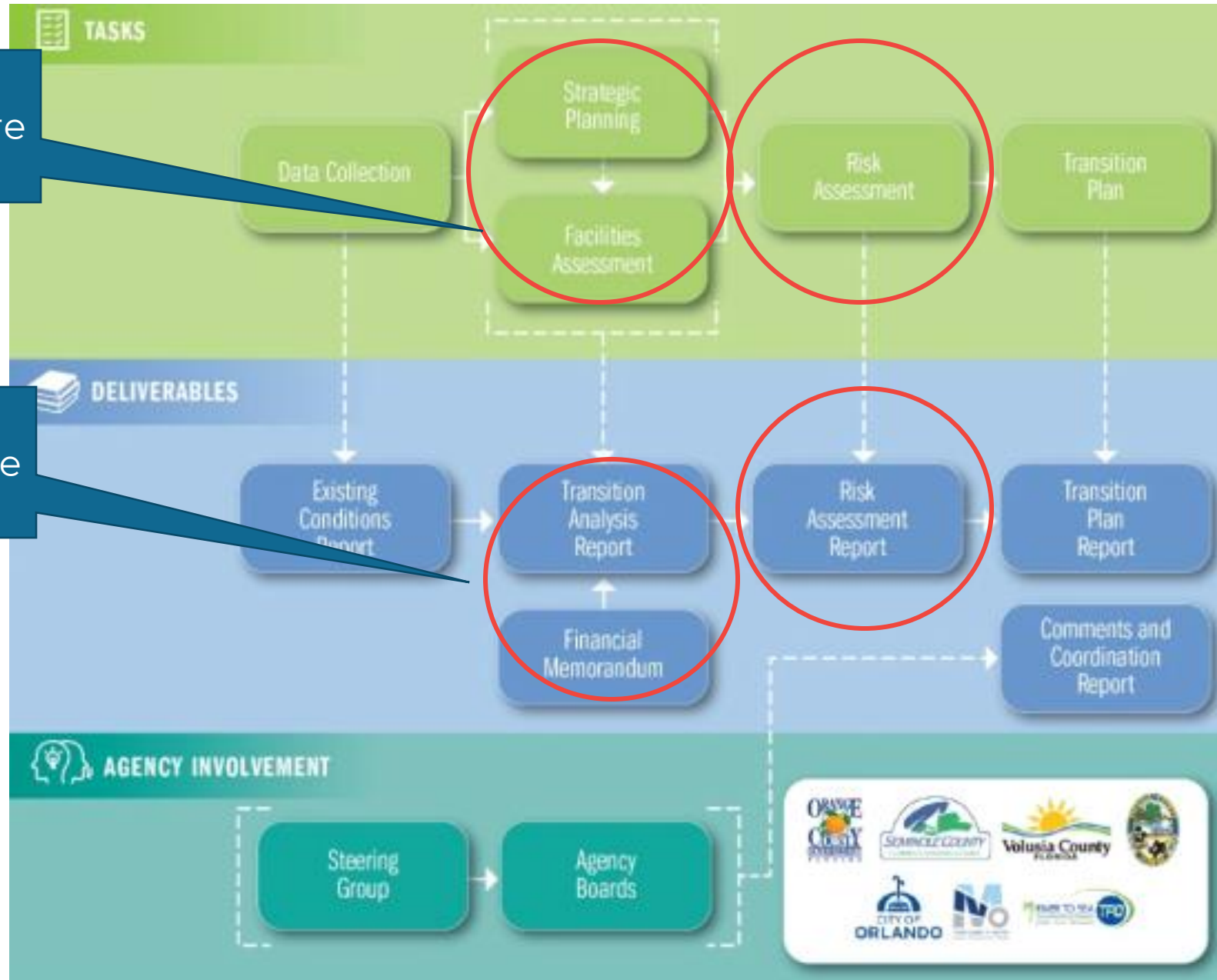
SCHEDULE UPDATE



# Transition Study Process – Current Status

We are here

We are here



# Transition Analysis Framework



# Lessons Learned from Other Commuter Rail Systems

Transit  
Cooperative  
Research  
Program (TCRP)  
Report 200 –  
Contracting  
Commuter Rail  
Services

Evaluation of All  
(31) Commuter  
Rail Systems in  
North America

Guidebook

Profiles

Overview of Key  
Conclusions from  
TCRP Research

Organization

Types/Packaging of  
Contracts

Staffing/Committees

Asset Management

Funding Sources and  
Strategies

**TCRP**  
RESEARCH REPORT 200

**Contracting Commuter  
Rail Services,  
Volume 1: Guidebook**



The National Academies of  
SCIENCES • ENGINEERING • MEDICINE  
TRANSPORTATION RESEARCH BOARD

TRANSIT  
COOPERATIVE  
RESEARCH  
PROGRAM

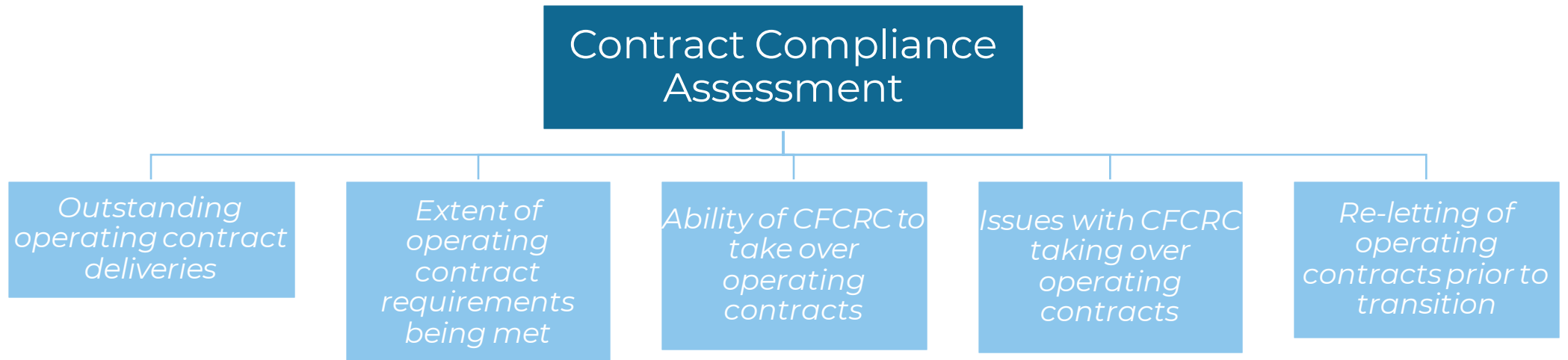
Sponsored by  
the Federal  
Transit Administration

Added input from WSP rail system management experts

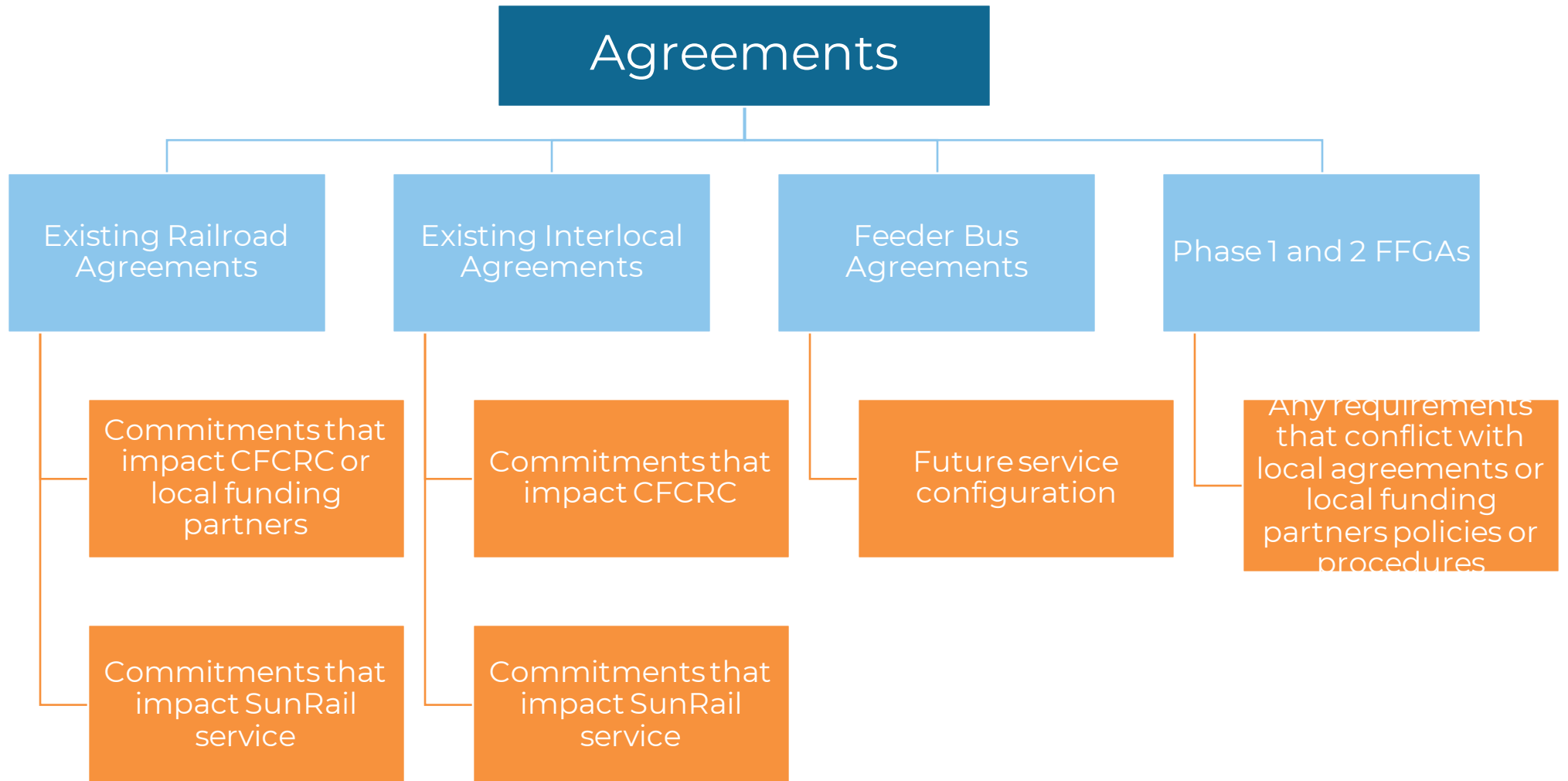




# Contracts and Agreements



# Contracts and Agreements



# Staffing

## SunRail Staff Interview Process

Who we interviewed

What did we hear

## Staffing Plan Analysis

Overall organization review

Adequacy of existing staff

Need for added staff

Agency vs. contractor staffing

Ability of contractors to fulfill  
contracts





# Committees

Function of Existing  
Committees

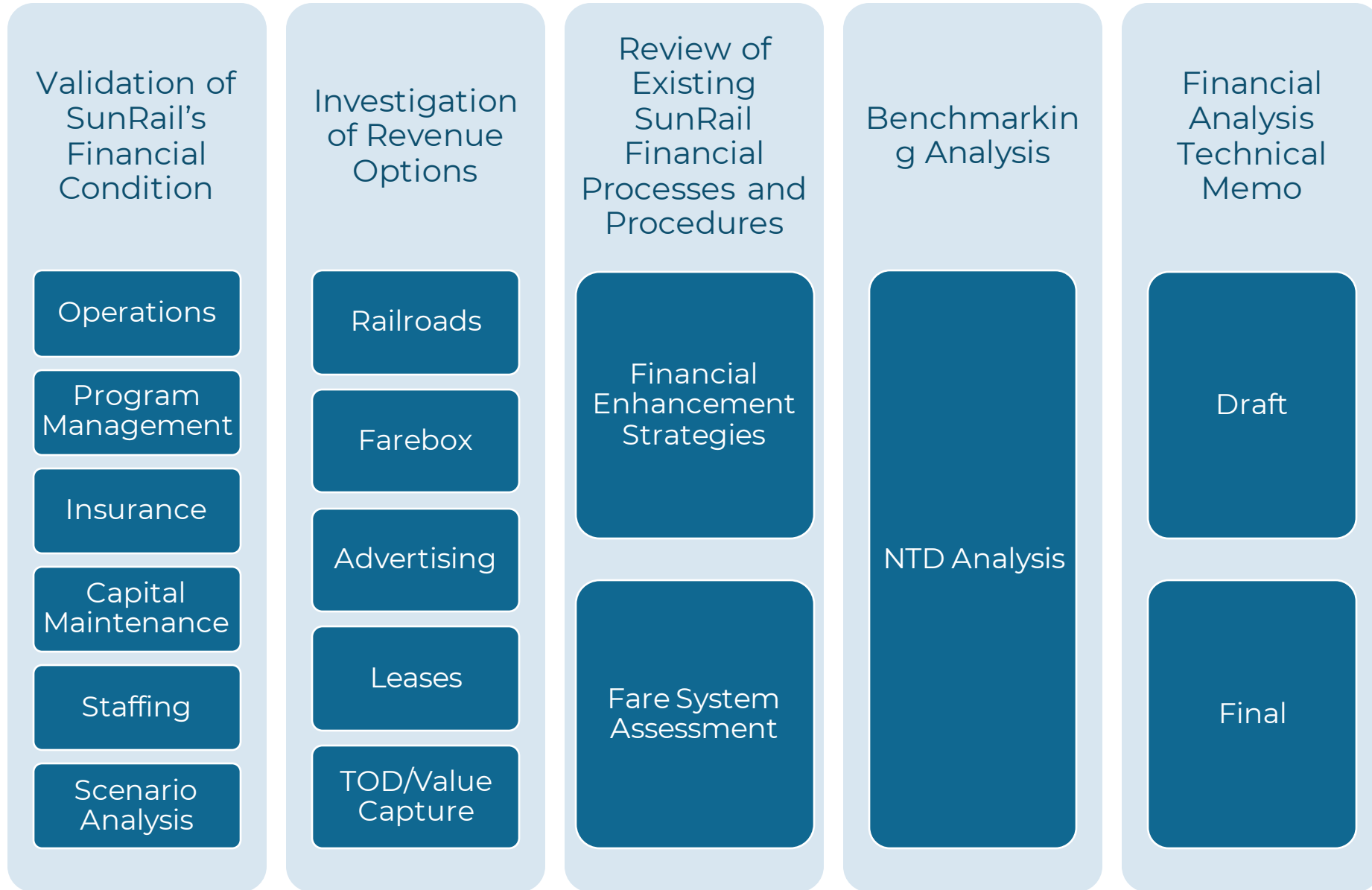
Transition or  
Discontinuance of  
Existing Committees

Any New Committees

Changes in Procedural  
Policies



# Financial Assessment



# Operational Assessment

State of Good  
Repair  
Documentation

Operating Rules  
Assessment

Operational  
Issues with FRA

Outstanding  
FFGA Items





# Governance Analysis

## Three Basic Governance Options

1. CFCRC managements and operates SunRail
2. CFCRC manages and contracts operations and maintenance
3. Other Agency assumes control

## High-level Screening of Other Agency Options

- LYNX, Brightline, Others
- Preferred Other Agency option



# Follow-up to Risk Assessment Workshop

## 25 Risks Identified in Five Categories

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

## Web Survey to Complete Risk Register

- Confirmed risks identified during the workshop
- Assessed Consequence of Impact
- Assessed Likelihood of Occurrence
- Determined Potential Risk Response
- Identified any additional risks

## How Will We Use the Results?



# Current Risk Register Snapshot

ID	Risk Title	Impact	Likelihood	Risk Rating	Response
Operations					
1	Transition Date Not Determined	Moderate	Possible	Medium	Mitigate
2	Phase 2 Northern Extension Project Delay	Moderate	Unlikely	Low	Accept
3	SunRail Expansion During Transition	Moderate	Possible	Medium	Mitigate
4	Ridership Instability	Moderate	Possible	Medium	Mitigate
5	Organizational Structure Not In Place	Major	Possible	High	Avoid
6	Trespassing Resulting in Injuries, Fatalities, and Damages	Moderate	Possible	Medium	Mitigate
7	Encroachment Resulting in Injuries, Fatalities, and Damages	Moderate	Possible	Medium	Accept
8	Feeder Bus Service Access	Moderate	Possible	Medium	Avoid
Financial					
9	Transition Budget Not Sufficient	Major	Possible	High	Mitigate
10	New Ticketing / Fare System Delay	Major	Possible	High	Mitigate
11	Financial Management and Accounting System	Major	Possible	High	Avoid
12	Reducing/Eliminating Fare Evasion	Moderate	Likely	High	Mitigate
13	Capital Program Deficit	Major	Possible	High	Mitigate
14	Mid-Life Overhaul and Major Maintenance Funding	Major	Possible	High	Avoid
Legal/Contracts/Agreements					
15	Interlocal Funding Agreement Update	Moderate	Possible	Medium	Mitigate
16	Vendor Contracts that are No Longer Covered by FDOT	Major	Possible	High	Mitigate
17	Vendor Contracts and Operating Agreements Compliance	Moderate	Possible	Medium	Mitigate
Staffing					
18	Staffing In Place Prior to Transition	Major	Possible	High	Mitigate
19	Retention of Current Staff	Moderate	Possible	Medium	Mitigate
20	Staffing Levels Under-Budget	Moderate	Possible	Medium	Avoid
21	Finding Staff with Rail-Specific Experience	Major	Possible	High	Avoid
Asset and Data Management					
22	Asset Data Transfer Integrity	Moderate	Possible	Medium	Mitigate
23	Data Security	Moderate	Possible	Medium	Mitigate
24	Asset Ownership and Maintenance Responsibility	Moderate	Possible	Medium	Mitigate
25	FTA TAMP Update	Moderate	Possible	Medium	Avoid





# Key Risks to Avoid

1. Organizational Structure Not in Place
2. Financial Management and Accounting System
3. Mid-Life Overhaul and Major Maintenance Funding
4. Finding Staff with Rail-Specific Experience



# Risk Assessment – Next Steps

Closeout Initial Risk Assessment (Sept)

Monitor Risks During Transition Plan Development (Sept-Feb)

Ready Risk Register for Transition Implementation (Feb-Apr)



# Schedule Update

Risk Assessment Report – October 2021

Financial Analysis Memorandum – December 2021

Transition Analysis Report – December 2021

Transition Plan – April 2022 (Draft); July 2022 (Final)

Final Policy Board Briefings – August/Sept 2022





# Thank you!

*wsp.com*



# COMMITTEE MEMBER COMMENTS



THANK YOU



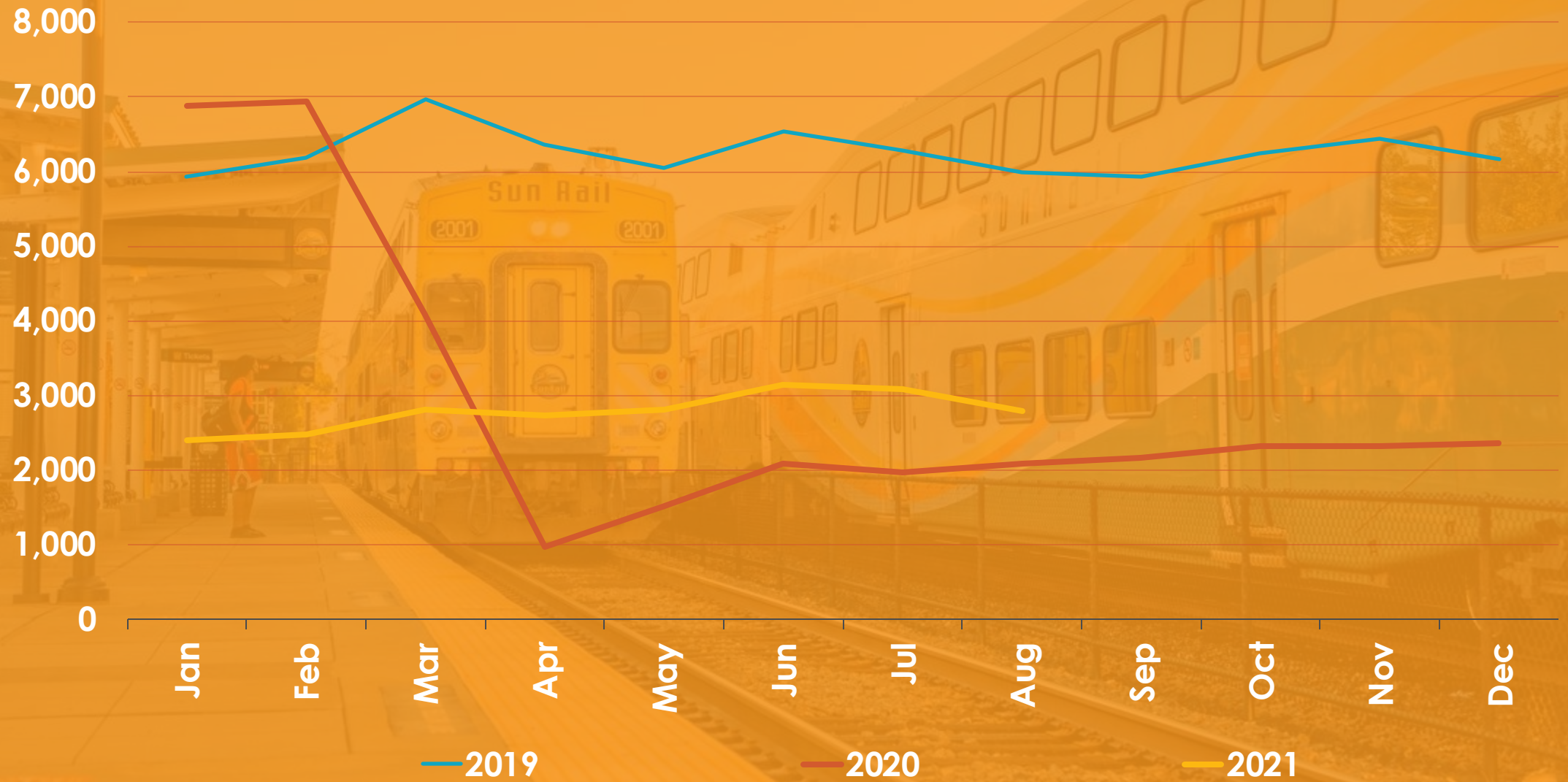
# SUPPORTING CHARTS AND DATA





# AVERAGE DAILY RIDERSHIP

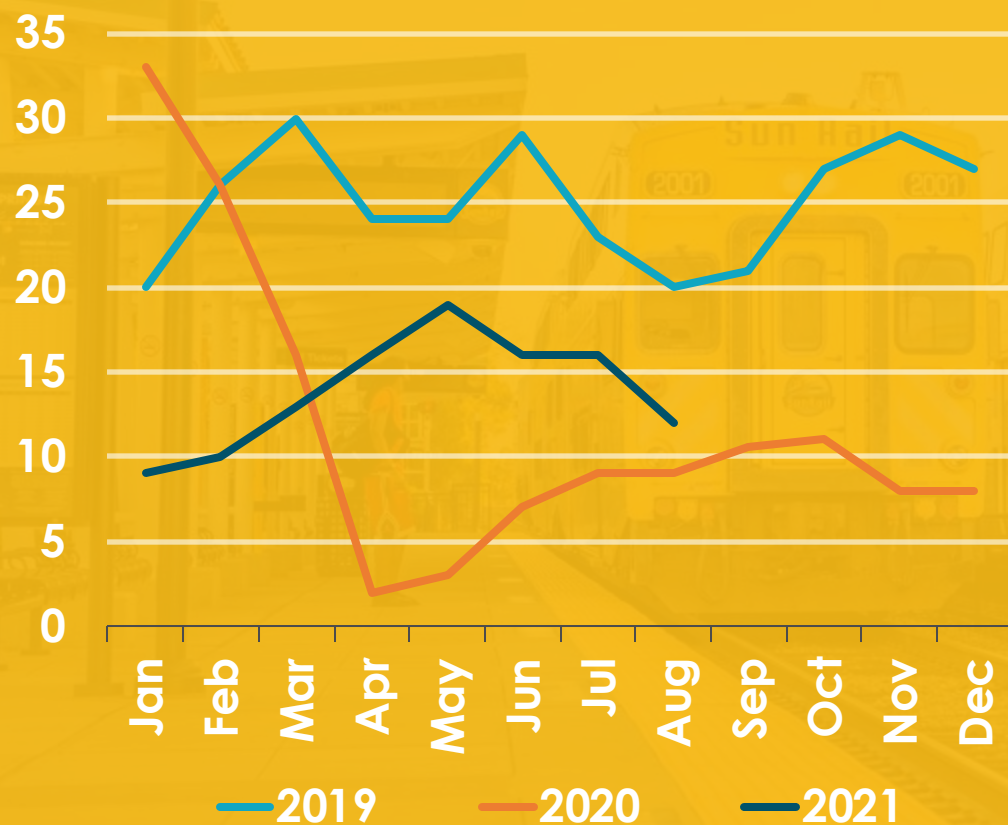
Jun – 3,137 | Jul – 3,080 | Aug – 2,788



# ONBOARD STATS

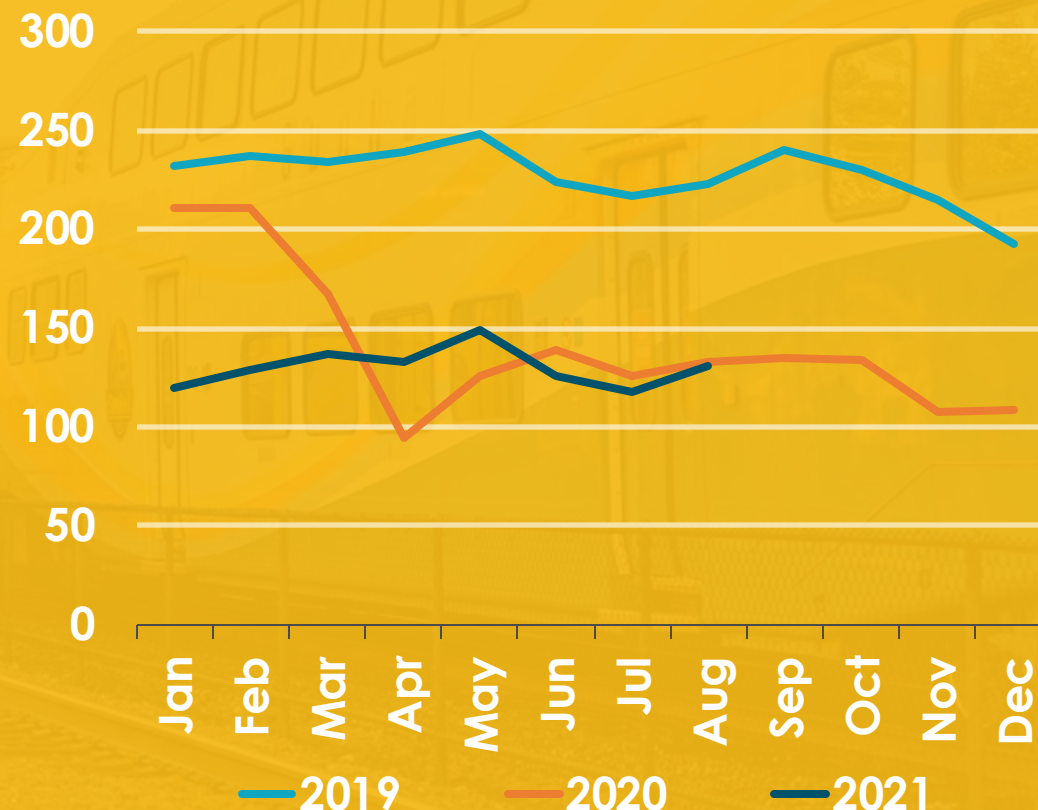
## ADA

Jun – Aug Average: 15



## BICYCLE

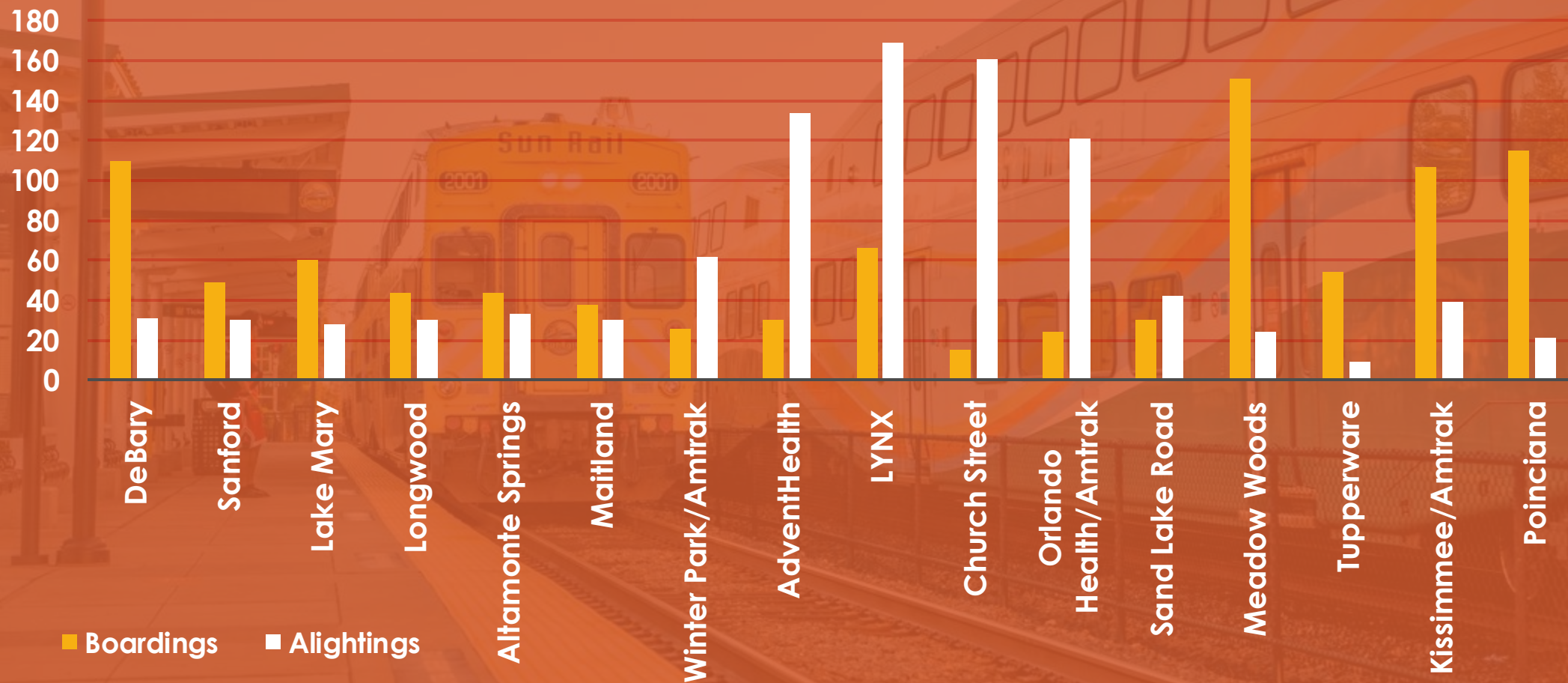
Jun – Aug Average: 125





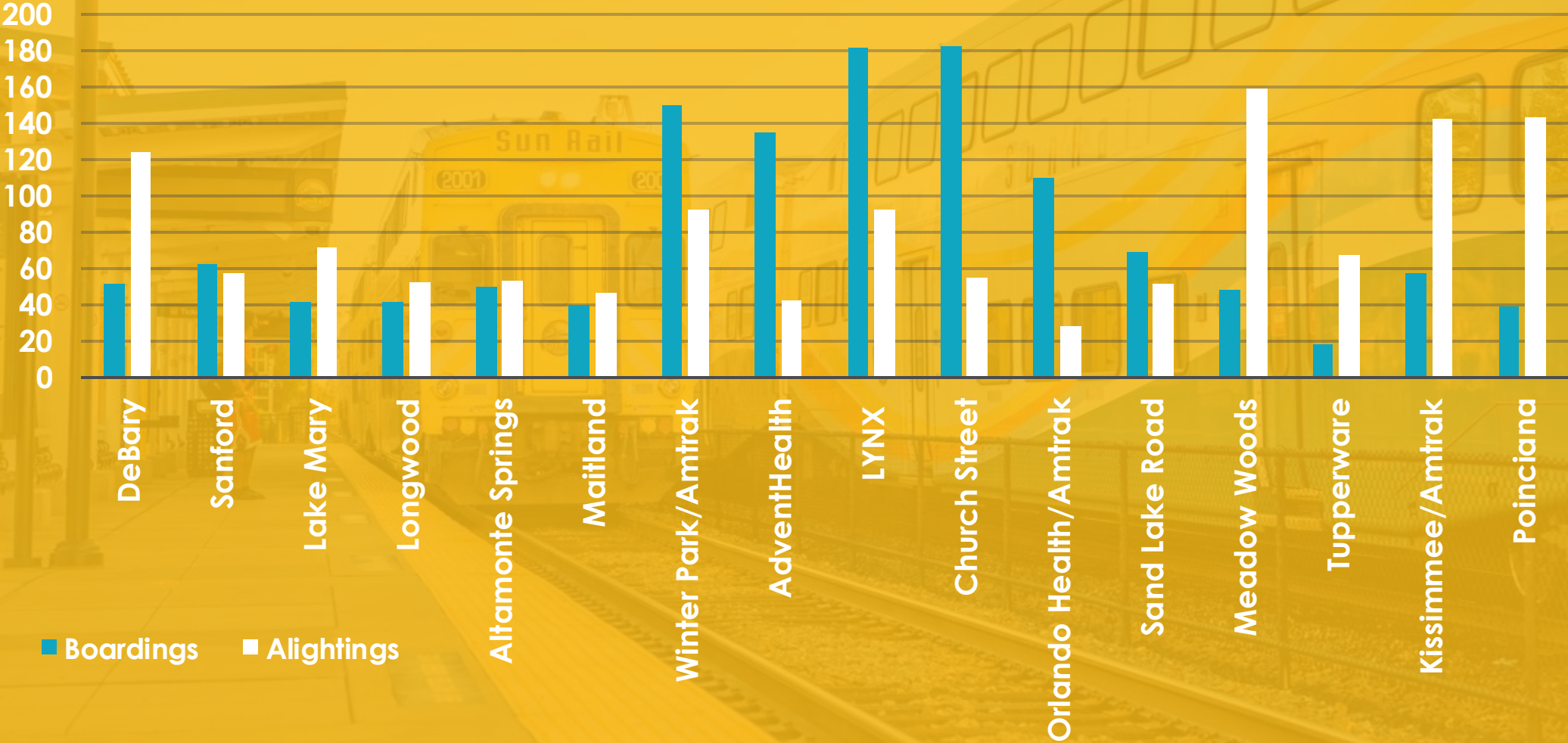
# [BOARDINGS & ALIGHTINGS]

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



# [BOARDINGS & ALIGHTINGS]

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



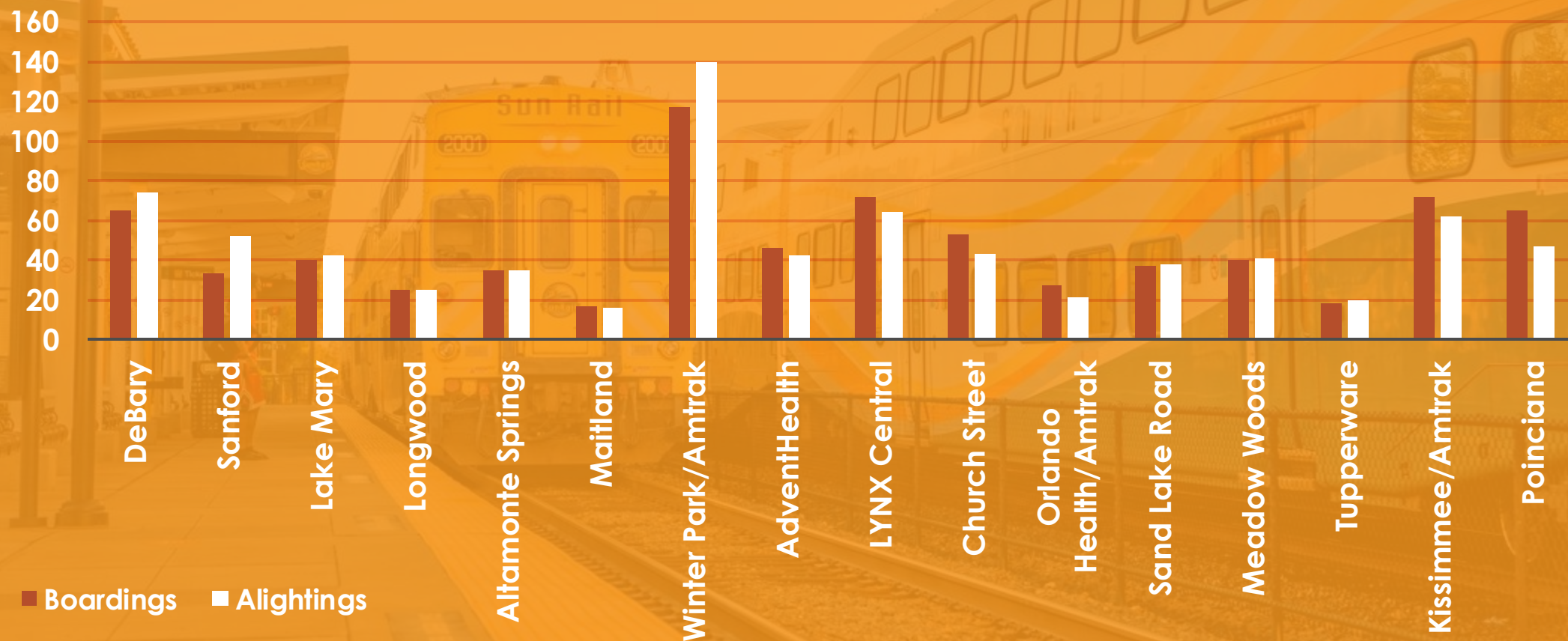


# BOARDINGS & ALIGHTINGS

OFF PEAK

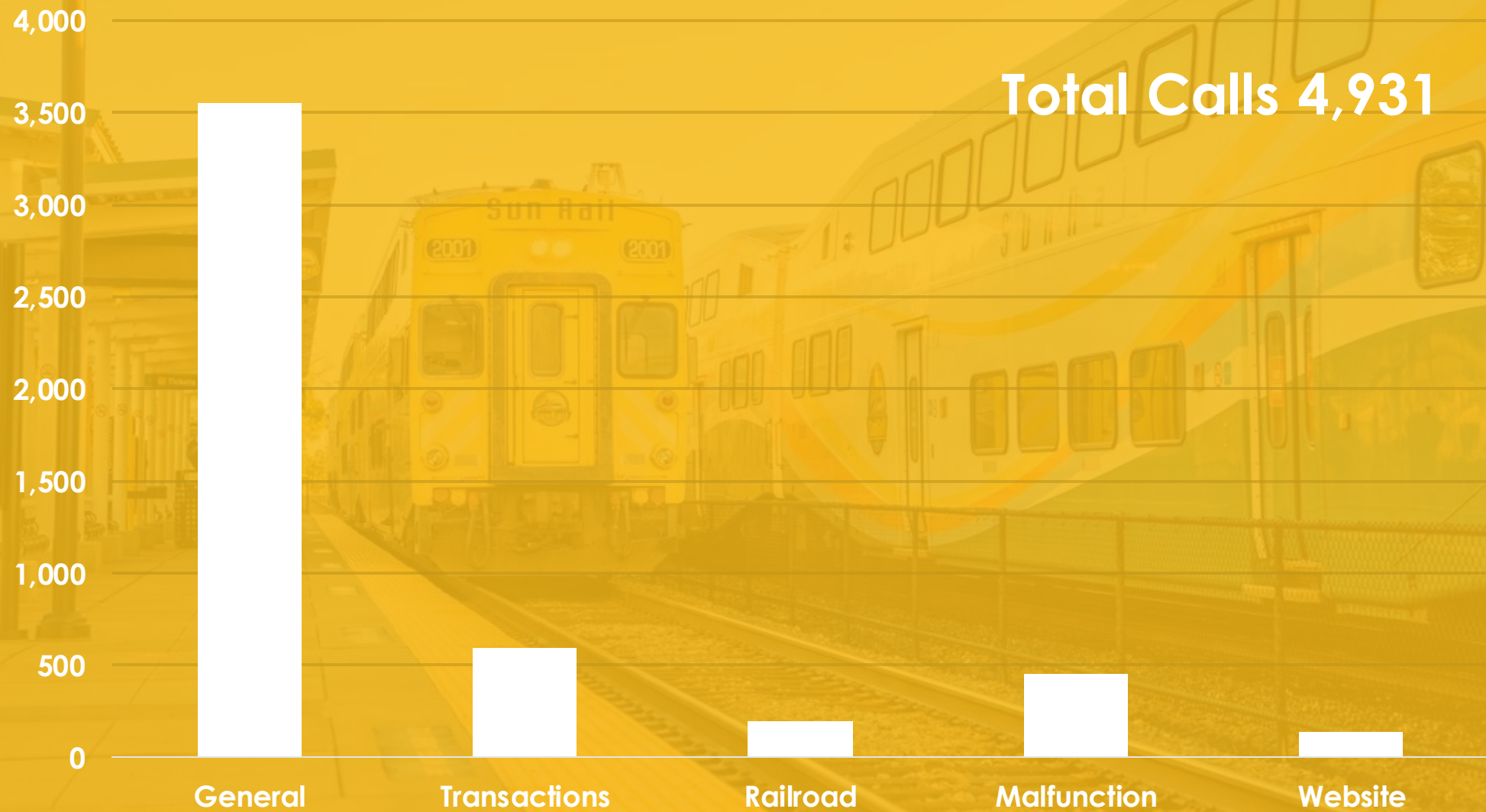
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)

June - August 2021



# [CUSTOMER SERVICE CALLS]

June – August 2021



# TRAIN PERFORMANCE DETAIL

June 2021 – August 2021

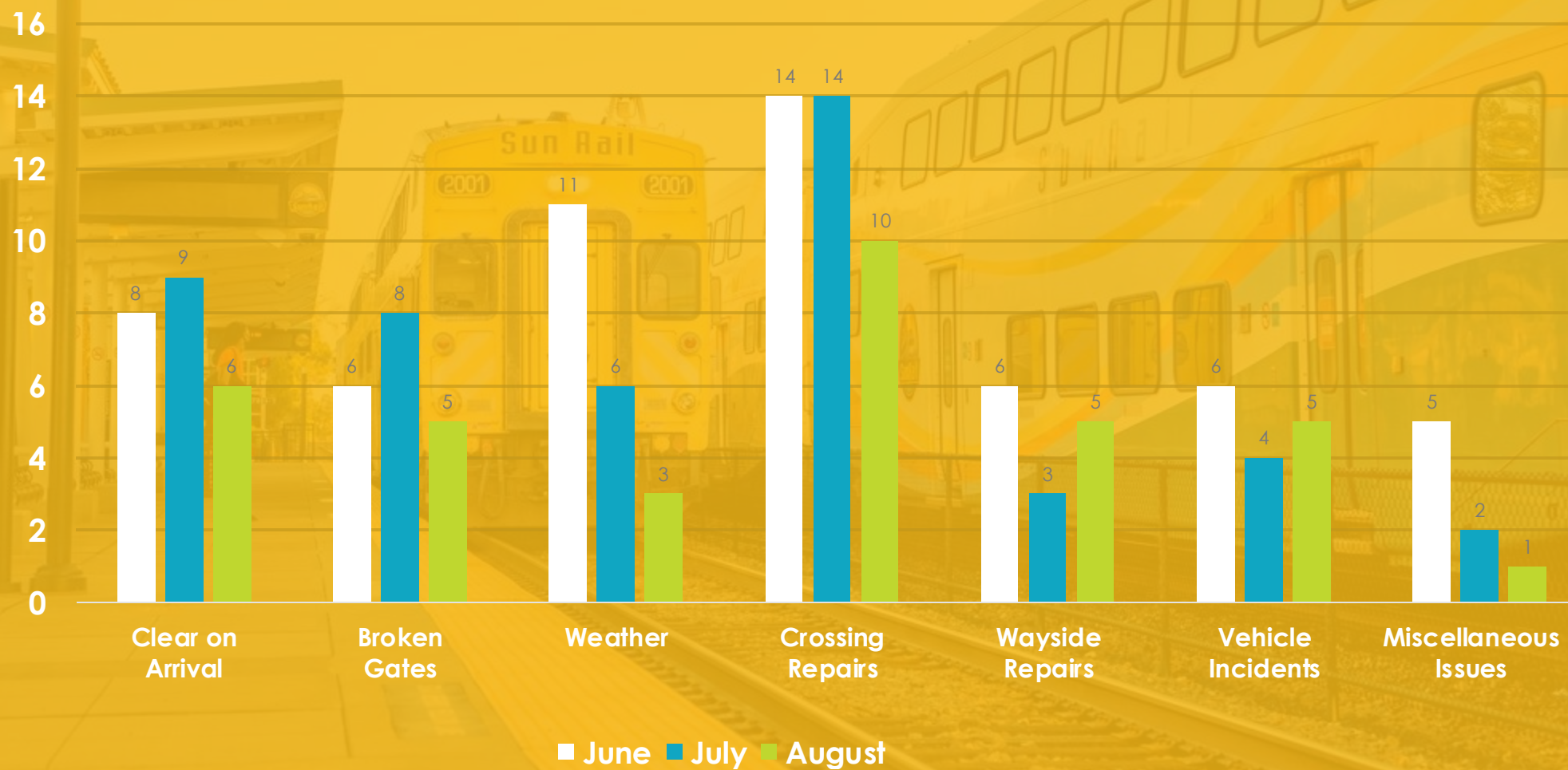
Train Performance Overview	Trains	Percentage
On-Time	2,536	96.1%
Late	95	3.6%
Annulled	9	0.3%
Total Trains Operated	2,640	100.0%

Performance Detail	Days	Trains	Percentage
CFRC Rule Compliance	1	2	0.1%
Communications	1	1	0.0%
Maintenance of Way	1	1	0.0%
Mechanical	7	13	0.5%
Other	15	20	0.8%
Police Activity	14	15	0.6%
Signals & Components	2	12	0.5%
Train Interference	3	5	0.2%
Trespasser/Grade Crossing/Near Misses	5	19	0.7%
Weather	3	13	0.55
Total (Rounded)		104	3.9%



# CFRC SIGNAL SYSTEM INCIDENTS

JUNE 2021 – AUGUST 2021





# [ QUIET ZONES ]

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

Local communities may apply for quiet zones and information is available on the “About” page at [SunRail.com](http://SunRail.com)



# FY20/21 OPERATING BUDGET UPDATE

OPERATING 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
<i>OPERATING COSTS SUBTOTAL</i>

Feeder Bus Expenses
Capital Maintenance
Consultant Support

**TOTAL OPERATING COSTS, CAPITAL MAINTENANCE AND  
CONSULTANT SUPPORT**

ANNUAL BUDGET
\$ 10,745,000
\$ 16,255,000
\$ 1,350,000
\$ 1,000,000
\$ 2,200,000
\$ 3,500,000
\$ 2,500,000
\$ 5,000,000
\$ 2,136,000
\$ 6,000
\$ 100,000
\$ 30,000
\$ 40,000
\$ 10,000
\$ 300,000
\$ 10,000,000
\$ 3,506,560
\$ 58,678,560

\$ 2,000,000
\$ 10,620,000
\$ 12,200,000

**\$ 83,498,560**

YEAR TO DATE AUGUST 31, 2021	
BUDGET	ACTUAL
\$ 1,790,833	\$ 1,762,226
\$ 2,709,167	\$ 2,678,432
\$ 225,000	\$ 199,230
\$ 166,667	\$ 75,512
\$ 366,667	\$ -
\$ 583,333	\$ 588,862
\$ 416,667	\$ 392,499
\$ 833,333	\$ -
\$ 356,000	\$ 302,210
\$ 1,000	\$ 586
\$ 16,667	\$ 8,646
\$ 5,000	\$ 3,960
\$ 6,667	\$ 5,548
\$ 1,667	\$ -
\$ 50,000	\$ -
\$ 1,666,667	\$ 1,554,127
\$ 584,427	\$ 956,813
\$ 9,779,760	\$ 8,528,650

\$ 333,333	\$ 16,191
\$ 1,770,000	\$ 1,632,599
\$ 2,033,333	\$ 1,647,605

**\$ 13,916,427      \$ 11,825,045**

# FY20/21 OPERATING BUDGET UPDATE

## OPERATING REVENUE

## ANNUAL BUDGET

## YEAR TO DATE AUGUST 31, 2021

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

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

\$ 2,308,100
\$ 3,698,671
\$ 1,012,971
\$ 28,416
\$ 123,442
\$ 444,792
\$ 7,616,391

\$ 384,683	\$ 278,563
\$ 616,445	\$ 846,377
\$ 168,829	\$ 61,106
\$ 4,736	\$ 6,831
\$ 20,574	\$ 2,808
\$ 74,132	\$ 95,960
\$ 1,269,398	\$ 1,291,645

FTA §5307 - Urbanized Area Grant Funds
CRRSAA Grant Funds

\$ 20,218,060
\$ 3,506,560

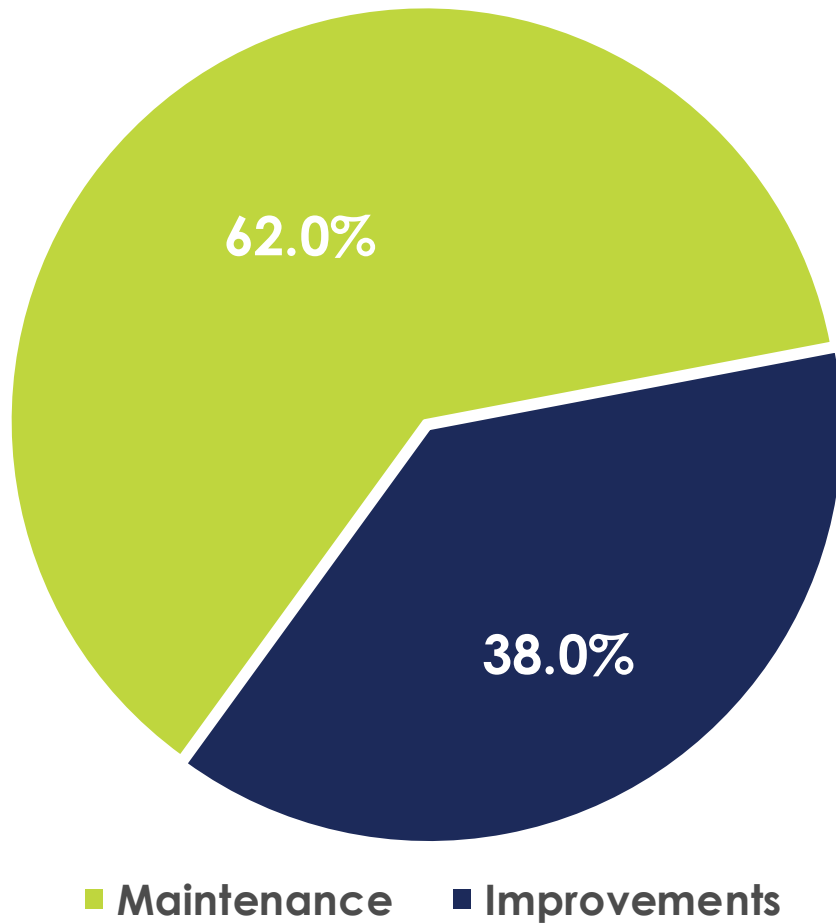
\$ 20,218,060	\$ 20,218,060
\$ 3,506,560	\$ 3,506,560

## TOTAL OPERATING REVENUE

\$ 31,341,011

\$ 24,994,018	\$ 25,016,265
---------------	---------------

# 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.

### Operation Lifesaver, Inc. Safety Grant

SunRail developed a winning grant proposal, outlining the 'Safety is For Everyone' project, that extends rail safety awareness by directly communicating with individuals with developmental disabilities, vision difficulties, and hearing difficulties through specialized rail safety education materials and messaging. The program, set to launch in early 2022, will be designed specifically for inclusive comprehension through comfort, accessibility, and special attention.

### Rail Safety Week 2021

In support of National Rail Safety Week, SunRail has developed the 'Never Will I Ever' Safety Campaign that brings a new and refreshing strategy to railway safety in our Central Florida communities. Innovative attributes include the following:

- Bold and direct tone of this year's campaign calls upon the community to rally behind rail safety, prompting them to take a pledge and share messaging on social media.
- Reaction videography that engages our viewing audiences. 'Reaction', a method of vicarious experience, has become an increasingly popular engagement tactic used by influencers, youtubers, and other content creators over the past decade. When non-spokesperson community members carry safety messaging through their reactions, such as shock and disapproval of unsafe behavior, CTA's are seen as credible, more relatable, and genuine.
- Railway media training aims to create a safer public perception of railroad tracks. This presentation aligns protocol, prevention, and press education to promote necessary public information and address the importance of tactful messaging.
- Community partnerships, including law enforcement blitzes, act as the strength behind the safety messaging.

### Operation STRIDE Updates

Operation STRIDE messaging continues to be an integral component of safety outreach.

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



## SOCIAL MEDIA

The SunRail social media team gains new followers each week across Facebook, Twitter, and Instagram with relevant and timely content.

Summary of followers:

Facebook – 16,795

Twitter – 17,400

Instagram – 5,554

Total social media followers – 39,749

## SUNRAIL APP DOWNLOADS

33,930 people have downloaded the SunRail app and the number continues to climb every day.

## PARTNER PROGRAMS GROW

### Orlando City Soccer Club

A special late-night southbound train provides soccer fans the opportunity for round trip travel to weeknight matches. SunRail's Church Street Station is a short walk to Exploria Stadium and fans ride free with their match day ticket. The partnership is heavily promoted through OCSC and SunRail marketing including:

- Dedicated landing page
- Organic & paid social media efforts
- Eblast to ticket holders
- Onboard posters
- Kingston photoshoot

### UCF Downtown, Valencia Downtown and FAMU Law

Students and faculty at UCF Downtown, Valencia Downtown and FAMU Law can register to ride SunRail for free to and from campus during a limited trial period this fall. Over 400 students have already registered for the program which runs through September 30. On August 26, SunRail participated in UCF Downtown Marketplace event registering students on site. The promotion has been featured in the student and faculty newsletters, on campus digital signage, and social media.

### New Fall Leisure Rider Program

A new fall rider program targeting the non-peak train schedule is in its final stages of preparation as SunRail looks to roll out the series in late October. Be sure to join the SunRail social media family for the latest updates in new events, service, and onboard programs.

## GROUP RIDES AND EVENTS

### Arbor Ridge School Faculty & Staff

All participants (100 in total) were provided a safety presentation and engaged in 'Safety Trivia'.

### Winter Park July 4th Celebration

SunRail promoted the event on social media, hosted a popular safety activity tent and created live social media stores during the event.

### SunRail Teddy Bear Station Party

All participants (50+ in total) were provided rail safety information and took a pledge to stay safe while near railroad tracks.

### Kissimmee Little Rider's Market

All participants (120+ in total) were provided rail safety information, enjoyed children's train conductor hats with safety information, along with safety-branded coloring materials.

## ADDITIONAL MARKETING INITIATIVES

- SunRail merchandise line has expanded! Special pop-up shops provide opportunities for the community to purchase multiple SKUs including t-shirts, coffee mugs, bandanas, and more.
- The Florida Department of Health became the second regional partner to wrap a train.
- Health and safety onboard the trains continue to be communicated through social media, SunRail.com, and eblasts to over 25,000 people.
- Rider appreciation promotional giveaways were distributed onboard SunRail this summer.



## **SUNRAIL/ORLANDO HEALTH STATION RIDERSHIP EFFORT**

Worked with partners at Orlando Health to develop a comprehensive program to increase SunRail ridership and awareness at the organization's main campus. Elements of this reimagined partnership include: new co-branded SunRail wraps on all shuttles used for Orlando Health's 27-stop campus circulator that connects with SunRail; educational materials/dedicated web page for new and existing employees who may be reevaluating their commutes in the COVID-19 environment; free "Try The Train" passes and associated promotion (similar to what we have done with the UCF/Valencia campus and other large-scale employer sites); and a kickoff event slated for October 2021.

## **ORLANDO CITY SOCCER PARTNERSHIP FOR EXTENDED EVENING SERVICE**

Worked with the Orlando City Soccer Club's new ownership and the City of Orlando to fund and execute extended train service for OC fans and others in Downtown Orlando for weeknight games. This partnership also includes free SunRail service for all fans attending these weeknight Orlando City soccer games.

## **RIDER RESTORATION AND RECRUITMENT EFFORT**

With the traditional commuting environment having been altered dramatically because of the COVID-19 pandemic, the SunRail Business Development team continues working to identify new potential "buckets" of riders and encourage those individuals and groups to utilize SunRail. This work includes ongoing outreach and partnerships with:

- Downtown Orlando employer outreach & reeducation
- 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

SEPTEMBER 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

- Construction began in August on "The Henry," a \$60 million dollar, 300-unit apartment complex adjacent to the Sanford station stop. (2)

#### 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
- In September, Dallas-based Lincoln Property Co. revealed plans to kick off construction on a 35-story, mixed-use project by late fourth-quarter 2021 on the property formerly known as the Church Street Ballroom. The new project will feature 200,000 square feet of office space, 230 residential units and 4,000 square feet of retail space. (3)

#### LYNX Central Station

- Central Station, a mixed-use building, opened in 2015 and is adjacent to the station
- In August, plans were announced for "Society Orlando," a 26-story mixed-use multifamily and retail development in Orlando, Florida. The \$120 million dollar complex, which will sit next to the LYNX Central Station SunRail stop, features 462 residential units in its first phase. Society Orlando is currently under construction and anticipated to open in 2023. (4)

#### Meadow Woods Station

- In June, Altamonte Springs-based LeCesse Development Corp. sought approvals to build 280 apartments at South Orange Avenue and West Wetherbee Road on 14.5 acres near the Meadow Woods SunRail station. The \$54 million dollar project is slated to break ground in 2022. (2)

### 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 (5)

#### 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 (6)

#### 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) Orlando Business Journal (3) Growth Spotter (4) Business Wire (5) Tupperware Corporation (6) 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 with 22 stops throughout their downtown campus

### FROM THE SAND LAKE ROAD STATION

- One employer-funded car shuttling employees to ABC Fine Wine & Spirits
- One employee-funded vanpool for Lockheed Martin employees

### 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.



# ADVERTISING REVENUE SCORECARD

SEPTEMBER 2021

## 2021 MEDIA KIT: AVAILABLE NOW

The current Media Kit is being distributed through the ad sales team and is available upon request by emailing [ads@SunRail.com](mailto:ads@SunRail.com) or online <http://corporate.sunrail.com/doing-business-with-sunrail/advertising/>

## ON BOARD ADVERTISING: 4 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:	4
Placement Fee:	\$60,000

## TRAVEL GUIDE ADVERTISING: SUSPENDED DUE TO COVID-19