



# CENTRAL FLORIDA COMMUTER RAIL COMMISSION

*November 4, 2021*



Central Florida  
Commuter Rail Commission

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**Date:** November 4, 2021  
**Time:** 10:00 a.m.  
**Location:** LYNX  
455 N. Garland Ave., 2nd Floor Board Room  
Orlando, Florida 32801

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***PLEASE SILENCE CELL PHONES***

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- I. Call to Order and Pledge of Allegiance**
  
- II. Announcements/Recognition**
  - A. Chairman's Remarks
  
- III. Confirmation of Quorum**
  
- IV. Approvals**
  - A. Adoption of August 12, 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



# Central Florida Commuter Rail Commission

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## **VII. Discussion Item**

- A. Transition Update – Mike DePallo

## **VIII. Action Items**

- A. 2022 Proposed Meeting Dates
- B. Ratification of the City of Orlando CAC Member
  - a) Re-Appointment of Edward Richter
- C. Ratification of the Orange County CAC Members
  - a) Appointment of J. Gordon Spears
  - b) Appointment of Luis Nieves-Ruiz
- D. Ratification of the Seminole County CAC Members
  - a) Re-Appointment of James Grzesik
  - b) Re-Appointment of Dorothy O'Brien

## **IX. Board Member Comments**

## **X. Other Business**

- A. Next Meeting – Proposed February 3, 2022 10:00 a.m. LYNX

## **XI. 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](mailto:roger.masten@dot.state.fl.us) at least three business days prior to the event.*

**Central Florida  
Commuter Rail  
Commission Meeting**

**August 12, 2021**

**10:00 a.m.**

**LYNX, 2<sup>nd</sup> Floor Board Room**

**455 North Garland Ave**

**Orlando, Florida 32801**

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**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

<b>Meeting was called to order by Chairman Demings at 10:00 a.m.</b>	
<b>Pledge of Allegiance and Confirmation of Quorum</b>	
<b>Commission Chair’s Announcements:</b>	<b>Chairman Demings</b>
<ul style="list-style-type: none"> <li>• Chairman Demings stated the Board will be receiving an update from Brightline for its plans to expand service from Orlando to Tampa later today.</li> </ul>	
<b>Approvals:</b>	
<ul style="list-style-type: none"> <li>• Motion to adopt the CFCRC Board Meeting Minutes from August 12, 2021 was made and passed unanimously.</li> </ul>	
<b>Public Comments:</b>	
<ul style="list-style-type: none"> <li>• Mr. David Bottomley heard about this meeting at the CFX Board Meeting and decided to take SunRail to get to this meeting. In doing so, the mechanical lift aboard the train was not working. Mr. Bottomley commended SunRail and its train crew aboard P316 today for the awesome work of dealing with a failure of the mechanical lift. The crew was able to back up the train so that he could board and deboard the vehicle in a timely manner. Mr. Bottomley is still very much in favor of having 7-days a week service on SunRail and looks forward to that possibility in the future.</li> </ul>	
<b>Agenda Item: Customer Advisory Committee (CAC) Update</b>	<b>Presenter: James Grzesik</b>
<ul style="list-style-type: none"> <li>• Mr. Grzesik gave a brief overview of the previous CAC meeting held virtually on July 1, 2021. <ul style="list-style-type: none"> <li>➢ Liz Sturgeon, Volusia County representative was re-appointed and Luis Nieves, Orange County rep was newly appointed.</li> <li>➢ Received an agency update from SunRail as well as a transition update from the Transition Consultant.</li> <li>➢ Next meeting is scheduled for September 30, 2021 and hope for it to be a face-to-face meeting so we can work together and discuss things as a group.</li> </ul> </li> </ul>	
<b>Agenda Item: Technical Advisory Committee (TAC) Update</b>	<b>Presenter: Tawny Olore</b>
<ul style="list-style-type: none"> <li>• Ms. Olore gave a brief overview of the previous TAC Meeting held on July 14<sup>th</sup>, which was held virtually. Received a great agency update from SunRail, LYNX and Votran. Also received an update on the transition analysis which focused primarily on the work that the Transition Consultant has been doing. Ms. Olore indicated that WSP is on target to complete the transition analysis report by year’s end.</li> </ul>	
<b>Agenda Item: Agency Update</b>	<b>Presenter: Charles M. Heffinger, Jr., P.E.</b>
<ul style="list-style-type: none"> <li>• New Marketing Campaigns <ul style="list-style-type: none"> <li>➢ Multi-layered campaigns to help boost ridership <ul style="list-style-type: none"> <li>▪ Prominent billboards on I-4</li> <li>▪ Behavioral targeting for paid social media</li> </ul> </li> </ul> </li> </ul>	

- Google search - Pay per Click (PPC) advertising in targeted areas
  - Innovative social media strategies
  - New email marketing
  - Partnerships with Local Chambers
  - Special events planning with local communities
- Announcing Special Service
  - We are excited to share that SunRail will be running later service (P341) departing southbound on weeknight games with the Orlando City and Orlando Pride this season
    - 7/22, 7/30, 8/04, 8/12, 8/27, 9/15, 10/20 and 10/29/21
    - 11:30 p.m. Departure for Late Game
    - SunRail riders can enjoy a free roundtrip with proof of purchase of an Orlando City or Pride match ticket. This program has been highly successful in the past.
- All New Events
  - Little Rider's Market
    - 7/16/21 Kissimmee Little Riders Market WAS a fun and free event in the grassy area between the station and the Kissimmee parking garage. Participants included Kissimmee Police Department, Love Makes Me Grow gardening group, the public library and more.
    - Ridership was 3,693 -- the 2nd highest ridership recorded this year.
  - Teddy Bear Station Party
    - 7/20/21 Teddy Bear Station Party: Sponsored by Orlando Repertory Theatre, kids traveled with their stuffed animals to the AdventHealth Station where they enjoyed fun activities for kids 7 and under including photo ops with dress up outfits for their stuffed animals; a SunRail safety station was set up with fun activities and snacks were provided by the Orlando Repertory.
- New Rider Discounts
  - We've partnered with local chambers of commerce to invite their businesses to extend a 15% discount to customers when they show their SunCard or SunRail ticket
    - Ran campaign for 3 months through August 2, 2021
    - Window decals have been placed in shops and restaurants to promote their program in Winter Park, Sanford & Kissimmee
- SunRail Merchandise now for Sale
  - We are excited to introduce that SunRail merchandise is now available for purchase!
    - Riders have been demanding this since before service even started.
    - Sales are made in person as we test out merchandise designs and options. Merchandise available to purchase at select pop-up shops posted on our social media.
    - More designs and options coming soon.
- Rewarding Riders
  - We continue to welcome new faces and long-time friends onboard as ridership grows everyday
  - 500+ promotional giveaways were distributed at Meadow Woods Station during recent rider appreciation days - if you're on board, YOU ARE A FAN!
- Campus Connection Program
  - We are excited to welcome back students, faculty, and staff back to downtown campuses this fall
    - Once again SunRail will be offering a try the train ridership promotion
    - Registration is now open at SunRail.com. Sign up between 8/16 – 9/30/21

- DeLand Update (Phase 2 North)
  - Procurement phase was initiated on 6/28/2021
  - Plan to have rail on the ground by February 2022
  - Targeting Revenue Service - Early 2024!
- Still Keeping You Safe
  - Trains are fogged nightly
  - Continual cleaning throughout the day
  - Onboard security
  - Hand disinfectant at all entrances/exits
  - TSA Mandate – masks must be worn onboard through 9/13; however, not required on station platforms
- Hurricane Season
  - Service may be suspended 24 hours before 39 mph sustained winds/flooding expected.
  - We must remove gates and store equipment before storm
  - Corridor must be inspected, and gates reinstalled before service can resume.
- Coming Soon
  - We have two exciting new endeavors on the way coming this fall!
    - National Rail Safety Week Sep 20-24, 2021 and Mobility Week Oct 29-Nov 5, 2021
    - Both programs bring excitement and much needed attention for rail safety and public transportation options
    - Keep an eye out for ways to participate through your local communities
- Positive Train Control (PTC)
  - PTC has been fully implemented and 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 Ridership
  - Slight uptick from April to June
- Station Ridership
  - Mr. Heffinger shared most popular stations where the highest ridership has been exhibited - LYNX, Winter Park, Kissimmee, Meadow Woods, and DeBary.
- Boardings and Alightings
  - Mr. Heffinger shared 5:45 AM – 8:45 AM Boarding and Alighting Peaks
  - Shared 3:15 PM – 6:25 PM Boarding and Alighting Peaks
- Station Parking
  - Parking utilization from station to station shows decrease due to COVID-19 pandemic.
  - Southern station parking utilization is still our busiest. Kissimmee is at 90-100% capacity in the station surface lot. It should be noted though, that there is still plenty of parking available behind the station in the Kissimmee Parking Garage.
- On-Time Performance Average

- On-time 58 of 64 operating days. We ran 2,560 trains from April to June.
  - Some delays are due to riders refusing to wear face masks and waiting on police to escort them off.
- Goal = 95% / Actual = 97.5% / Contract = 99.3%
- Revenue Incidents by City/County
  - Maitland: CSX struck vehicle near Greenwood Dr
  - Winter Park: SunRail and Amtrak struck a tree that had fallen close to the tracks
  - Orlando: SunRail struck a piece of concrete that was close to the tracks
  - Orange County: SunRail struck what appeared to be a cinder block close to the tracks
- FY20/21 Operating Budget Update
  - We forecasted \$1.1M coming in.
  - Ancillary revenue involves marketing due to train wraps that were introduced earlier this year.
  - Operating expenses were affected by the insurance premium where we experienced an increase from \$2M to \$4M.
    - Issues involving COVID and the FRA mandate that went in effect in February of this year
    - Feeder buses were budgeted for \$2M but came in higher at \$3M which included bills that were invoiced late from 2019 and 2020.
- Questions
  - Mayor Dyer asked how long it takes to put up the crossing barrier and take down?
    - Mr. Heffinger responded that securing them takes about 14-15 hours. Following storms and with zip ties in use, we can take them down quickly. This can be accomplished in about 8-hours but then we must run a test train up and down the track, basically about 2-days. One day to take it down and one to place it back in service.

**Agenda Item:** Transition Consultant Group

**Presenter:** Mike DePallo

- Transition Plan Quarterly Update
  - Transition Study Process
    - Tasks: Currently at the Strategic Planning/Facilities and Initial Risk Analysis completed.
    - Deliverables: Existing Conditions and Transition Analysis Report, Risk Assessment Report and Transition Plan Report
  - Completed Tasks
    - Leadership Interviews: Chief Executive Officer/Chief Operating Officer, Director of Operations, Program Manager, Contracts Manger, Financial Operations Manager, Safety and Security Manager, Corridor Manager, and other key staff positions.
    - 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 and deep experience in each specific operating position.
    - FDOT managers share space with contractors allowing for frequent interaction and problem-solving and share high morale among all employees.
    - Thinking to the Future. What should SunRail look like?
    - 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 and Senior positions consider being in-house rather than consultants.
- Additional and/or Dedicated Staff - may be necessary in finance, legal and 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 business dependent on customers rather than providing a government service
- Technical Staff Interviews covered: Track & Grade Crossings/Signals & PTC/Dispatch/Communications/Vehicles
- Field Reviews 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.
  - 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, June 16, 2021
  - 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-based survey link distributed on August 6<sup>th</sup> to obtain input
- Transition Analysis Plan Report - Framework
  - Lessons Learned from Other Systems/Contracts & Agreements/Staffing/Committees/Financial Assessment/Operational Assessment/Agency Verification
  - Three-tier Agency Evaluation. CFCRC - owner of organization fully staffed and expanded; CFCRC–Hybrid–partially staffed with O&M outsourced to another agency; and 3<sup>rd</sup> is to incorporate SunRail into another agency - CFCRC relinquishes all control and may require changes to Interlocal Agreements.
- Schedule Update
  - On-track for 18-month completion – July 2022
  - Risk Register Web Survey Responses due - August 18, 2021

- Transition Analysis Report – December 2021
  - Transition Plan – July 2022
  - Upcoming Briefings. Steering Group Meeting scheduled on September 1 and other meetings with County Commissions, Orlando City Council, and two MPOs (MetroPlan Orlando and River to Sea TPO) to be determined.
- Questions/Comments:
- Commissioner Dallari asked whether they were meeting with all county commissions. Mr. DePallo responded with that yes that was the plan.
  - Commissioner Janer suggested that WSP rephrase the statement that “SunRail should be treated as business and not a government service” and mentioned that Public Transit does not pay for itself. Technically, it is a government service, so we need to be careful how this message is relayed. Mr. DePallo responded saying he referenced a comment from a staff member and the context was meant to relate to pleasing the customers and providing the best customer service possible.
  - Commissioner Dallari requested that that statement be reworded because it sounds like then the government is not subsidizing it. Need to be clear to the public.
  - Ms. Olore mentioned that the survey and the importance to receive the information to move forward. It was sent out to each organization’s staff and is due on August 18, 2021. Need to ensure we receive as much feedback as possible.

**Agenda Item:** Brightline Phase III Update

**Presenter:** Mike Cegelis

- Setting the Stage
  - Opportunity to introduce a way to travel by train across the state that is new and clean
  - Florida Population - 22 M residents today, 26 M expected by 2030
    - 131+ M Visitors to Florida (2019) with 75 M coming to Central Florida - Orlando (2018)
    - Miami – Orlando – Tampa with \$0.47 T in GDP, 23rd largest MegaRegion in the World and 10th largest MegaRegion in the Western Hemisphere.
- FDOT March 1 Letter - Agreements/Resolutions
  - Received extension from FDOT until September 30 to get to a resolution on getting esoultion the remaining items:
    - Establish toll diversion/recovery methods - CFX and FDOT
    - Establish lease valuation - FDOT
    - Resolution of Support from GOAA
    - Written Statement from FRA outlining the National Environmental Policy Act (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 Completed
  - Completed ridership and toll diversion scope and agreed to by all parties (FDOT, CFX, Brightline)
  - 60% complete with Phase 2 construction (West Palm Beach to Orlando)
  - Lease has been signed with GOAA and City of Orlando for occupation of lands needed to extend rail service
  - Submitted 15% design plans to FDOT, CFX, and OUC
  - Completed 30% design for 1st leg of train and going through process of distributing plans to partner agencies/stakeholders for review

- Agreement in concept with OUC on a few different alignment options
- Received resolution of support from CFX
- Next Step - NEPA Activities
  - FRA as the lead federal agency, has determined that instead of doing a Re-Evaluation Environmental Impact Statement (EIS), Brightline must undergo completing a Supplemental EIS which will require additional time needed to conduct a thorough public outreach program. This will extend the timeline to achieve NEPA approval by 6 to 12 months.
  - The schedule to complete the Supplemental EIS is anticipated to occur in late 2nd Quarter 2022. This will also involve Section 106 consultation in accordance with the National Historic Preservation Act (NHPA) due to the route terminating in Ybor City which is a historic district. As a result, the NEPA process could extend into 1st Quarter 2023. Following that, design and permitting could then proceed followed by construction.
- Purpose and Need
  - This project is consistent with previous efforts - reduction in congestion, alleviate travel demands on the interstate system, enhanced safety, supporting current and projected future population and employment growth, improving air quality, etc.
- NEPA Resource Assessments
  - Extensive evaluations will be conducted ranging from noise and vibration, floodplain, wetlands, air quality, property acquisition, and extensive public outreach.
- Regional Rail Connections to Brightline
  - Brightline and SunRail platforms - OIA Intermodal Terminal Facility has accommodations for both systems
  - Brightline tracks can be used for future SunRail service with east-west connection to the airport with scalable opportunities
  - Brightline's new Vehicle Maintenance Facility has capability of handling SunRail rolling stock
  - Weekly construction updates will be made available via [www.gobrightline.com](http://www.gobrightline.com)
- Questions/Comments
  - Chairman Demings asked Mr. Cegelis assuming everything goes well, when would we expect beginning service to Tampa? Mr. Cegelis responded we are about 6 to 7 years away, with service starting possibly in 2027 or 2028.
  - Commissioner Dallari commented he thought it was important to spend time on the NEPA process and have detailed community outreach with an opportunity to vet the costs. Commissioner Dallari asked to be kept up to date regularly.

**Agenda Item: LYNX Bus Connectivity**

**Presenter: Bruce Detweiler**

- Mr. Detweiler reported that there has been a decrease in ridership about 35% as compared to May of last year. Contributed decreases to the continuing effects from COVID-19 pandemic as well as LYNX was not charging fares this time last year. Stations with most ridership - Sanford, Winter Park, Sand Lake Road and Advent Health.
- Have seen an increase in June of 2021 to 66% from last year. Overall LYNX ridership is still down in ridership due to pandemic.

**Agenda Item: Votran Bus Connectivity**

**Presenter: Kelvin Miller**

- Mr. Miller stated that feeder bus service to the DeBary Station shows actual ridership has started to increase over the months of April, May, and June with a high in June of 800 riders. This represents a 29% decrease over same time last year.

**Agenda Item:** Board Member Comments

**Presenter:** Chairman Demings

- Commissioner Dallari mentioned that he would like to see if SunRail can wrap two coaches in recognition of the upcoming Special Olympics set to take place in Orlando in Summer 2022.
- Secretary Perdue stated that this is a great opportunity to discuss with our local partners and will be taken into consideration.
- Chairman Demings said that they will wait to see what the costs come in at for this event.
- Mr. Heffinger stated that SunRail recently wrapped two coaches and have a competitive bid process and should be able to provide some numbers to the Board very soon.

**Next Meeting:** Thursday, November 4, 2021 at 10:00 AM at LYNX

**Ome**

**Adjournment:** Meeting adjourned 2:03 PM

# PLEDGE OF ALLEGIANCE

(Please Stand)

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



# TITLE VI

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

**ROGER MASTEN**

SunRail Title VI Coordinator

801 SunRail Drive

Sanford, Florida 32771

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

**JACQUELINE PARAMORE**

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

[ WELCOME ]



# APPROVAL

Adoption of August 12, 2021  
meeting minutes





A photograph of a SunRail train, featuring a white and yellow color scheme with the word "SunRail" on the side. The train is on tracks with trees in the background. The image is overlaid with a semi-transparent orange filter. A white bracket-like graphic is positioned above the text.

# 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.

## **D. CONNECTIVITY**

LYNX Update – Bruce Detweiler

Votran Update – Kelvin Miller



# CHAIR'S REPORT

James Grzesik



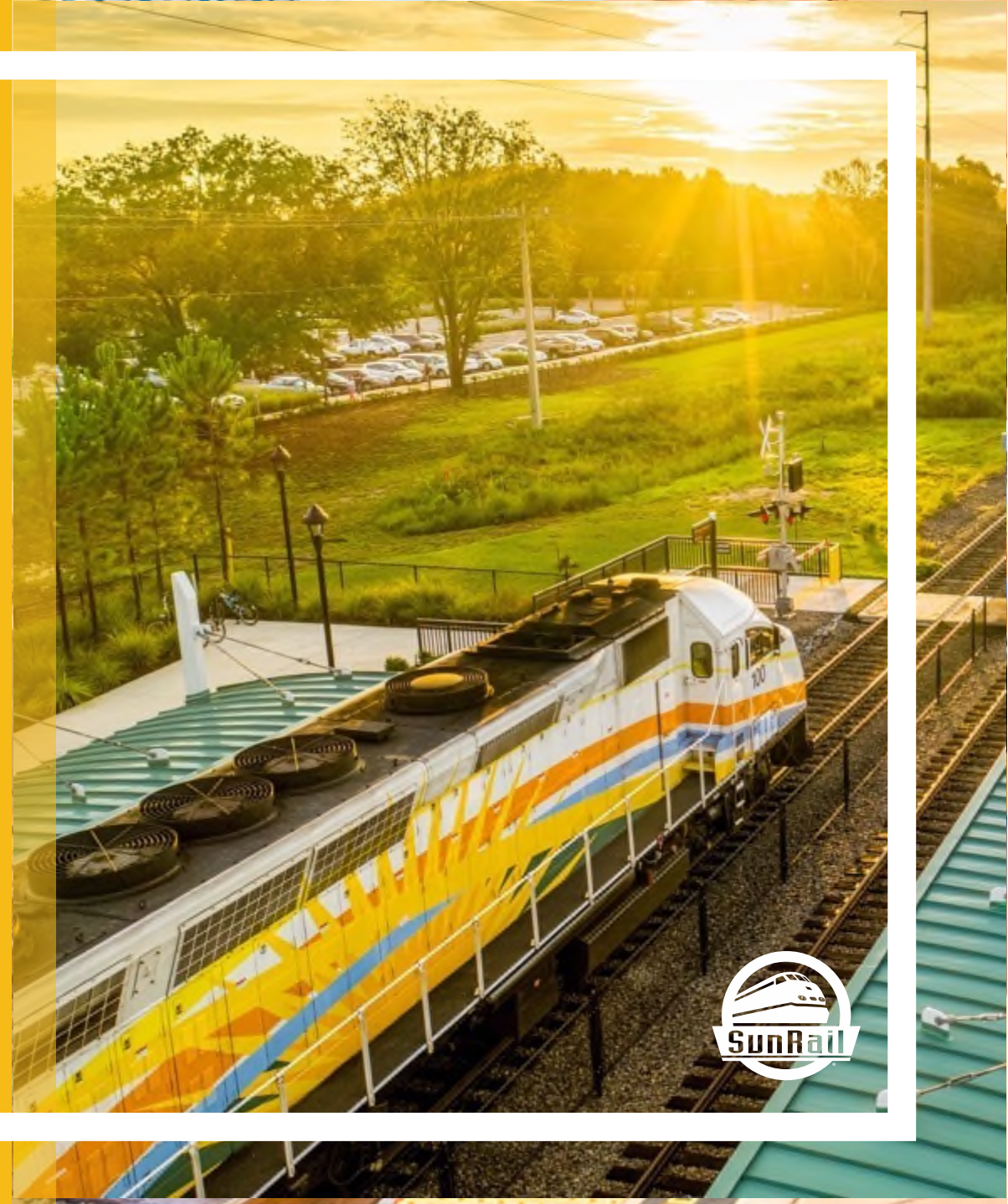
# CHAIR'S REPORT

Tawny Olore



# AGENCY'S REPORT

Charles Heffinger





# 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!





**Ride SunRail Free With City Ticket**

**MATCH TICKET**  
FREE SUNRAIL ROUNDTRIP

ORLANDO CITY  
FREE SUNRAIL ROUNDTRIP  
WITH THE PURCHASE  
OF A MATCH TICKET

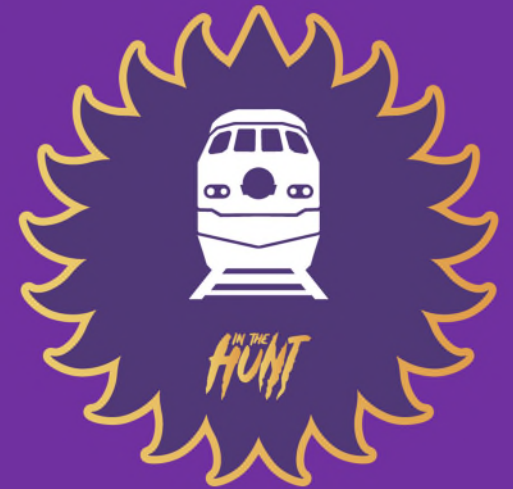
Orlando City and SunRail have teamed up to provide fans a complimentary ride to and from Exploria Stadium. Come out to Wednesday's match, and any home weeknight match the remainder of this season, and ride SunRail free of charge.

[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
  - Kingston photoshoot
  - "In the Hunt" patch for fans





**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

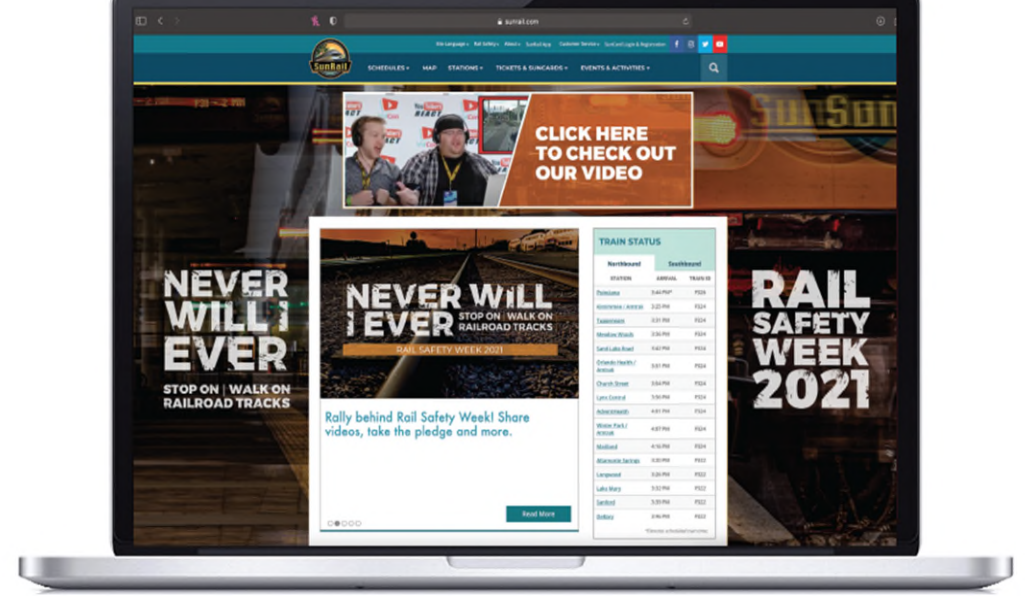
### Key Features

- 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

# FARE COLLECTION SYSTEM STATUS

- Selected vendor moovel North America to replace the current fare collection system
- Executed Agreement: October 19, 2021
- Hit the ground running: Week of October 25
- Expect Go-Live: First Quarter of 2023

## moovel's mission

Our purpose is to give transit agencies the tools to grow and retain ridership.



# DELAND UPDATE

- Civil contractors/consultants took train ride
- Final date – 12/03/2021
- Signals – 1/20/2022



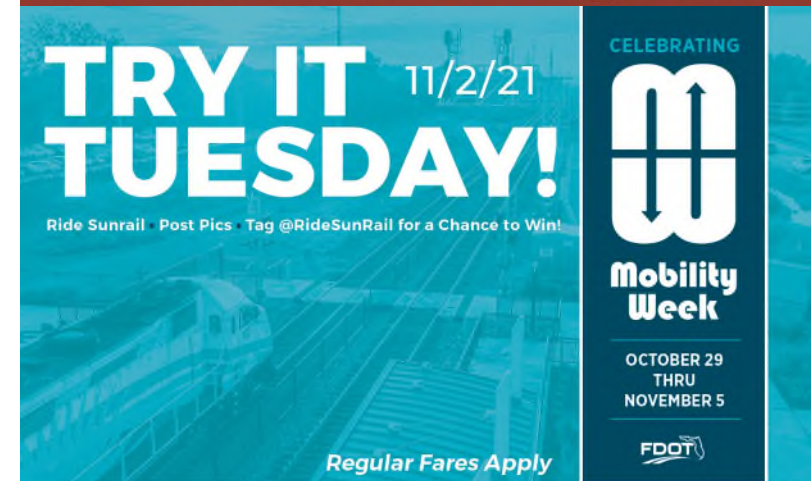
# NEW SUNRAIL MERCH!

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



# MOBILITY WEEK 2021

- SunRail celebrates this statewide initiative October 29 – November 5
  - FREEky Friday 10/29: Free rides all day in partnership with Lynx
  - Try it Tuesday 11/2: SunRail merchandise giveaway to encourage commuters to try the train



# NEW TRAIN WRAP!

- The Florida Department of Health will be the second regional partner to wrap a train
- Look for the new wrap on the train soon!
- Visit [SunRail.com](http://SunRail.com) to learn more about advertising opportunities





# 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 51 Days
- 65 Operating Days
- Ran 2,600 Trains

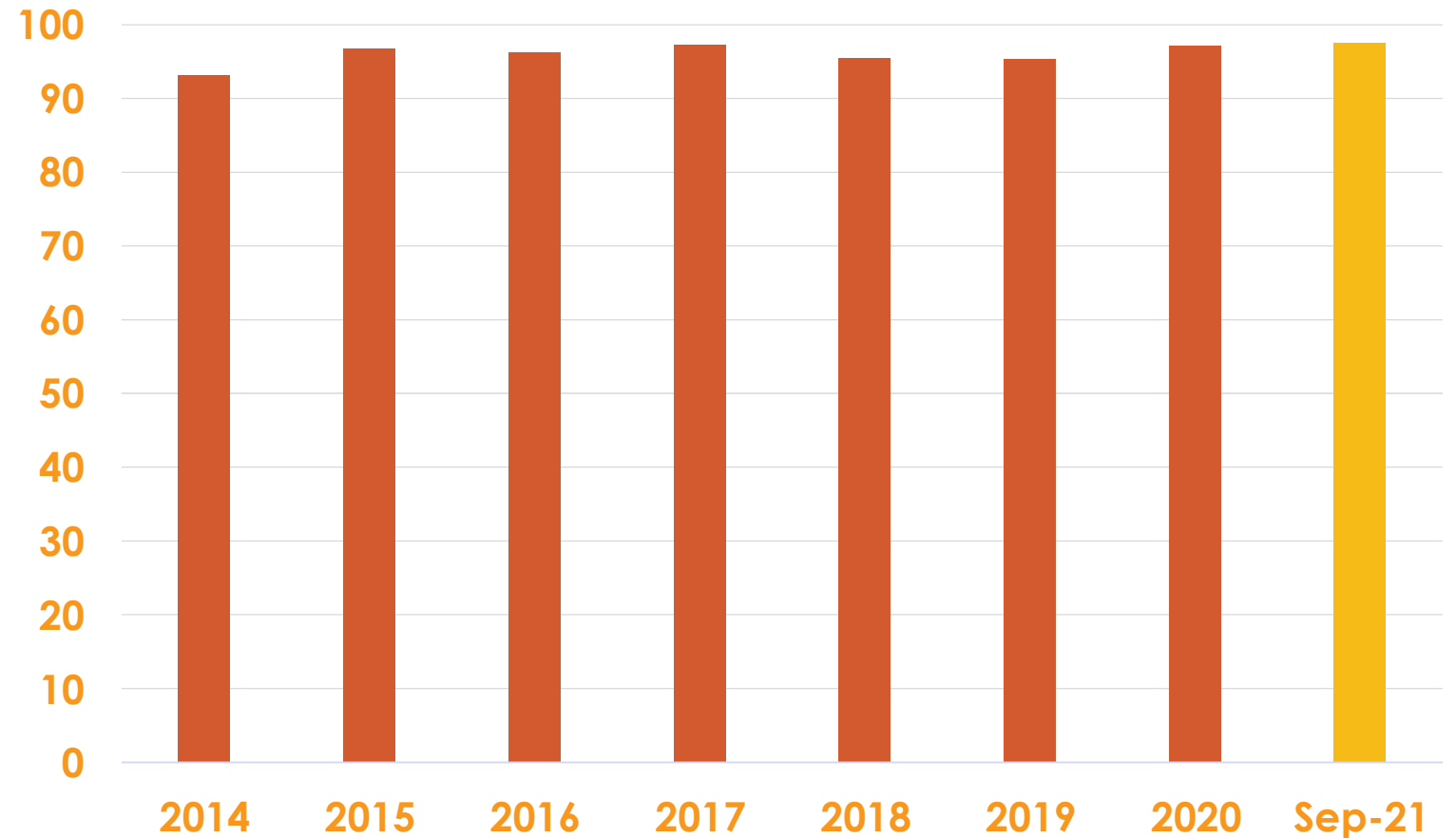
## ON-TIME PERFORMANCE AVERAGE

July 2021 – September 2021

Goal = 95%

Actual = 93.9%

Contract = 98.6%







# PTC SUCCESS

- Year to Date\* PTC Active Operating Percentage:
  - SunRail 99.5%
  - CSX 99.1 %
  - Amtrak 98.5%

\*As of September 30, 2021

# BOARDINGS BY STATION

## Ridership July - September 2021

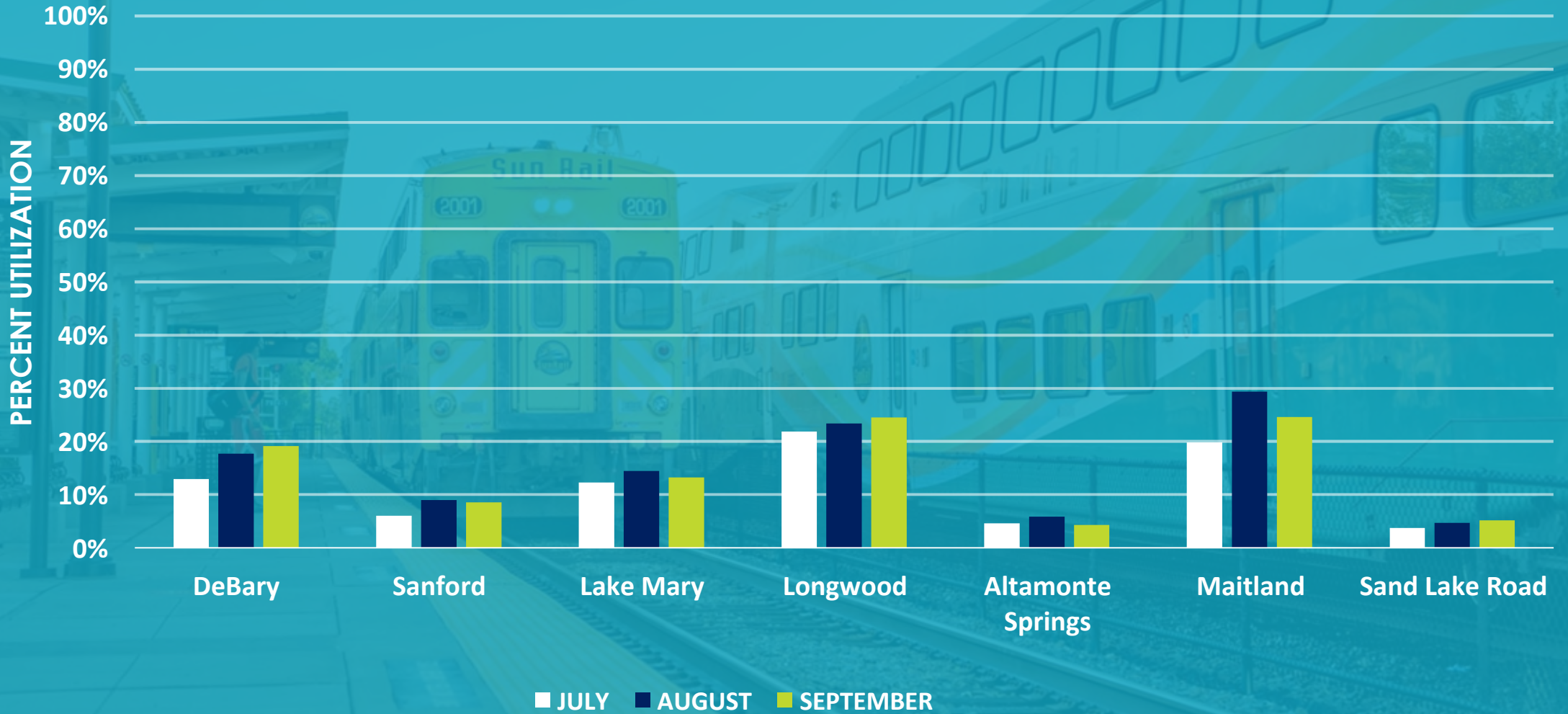




# IOS STATION PARKING

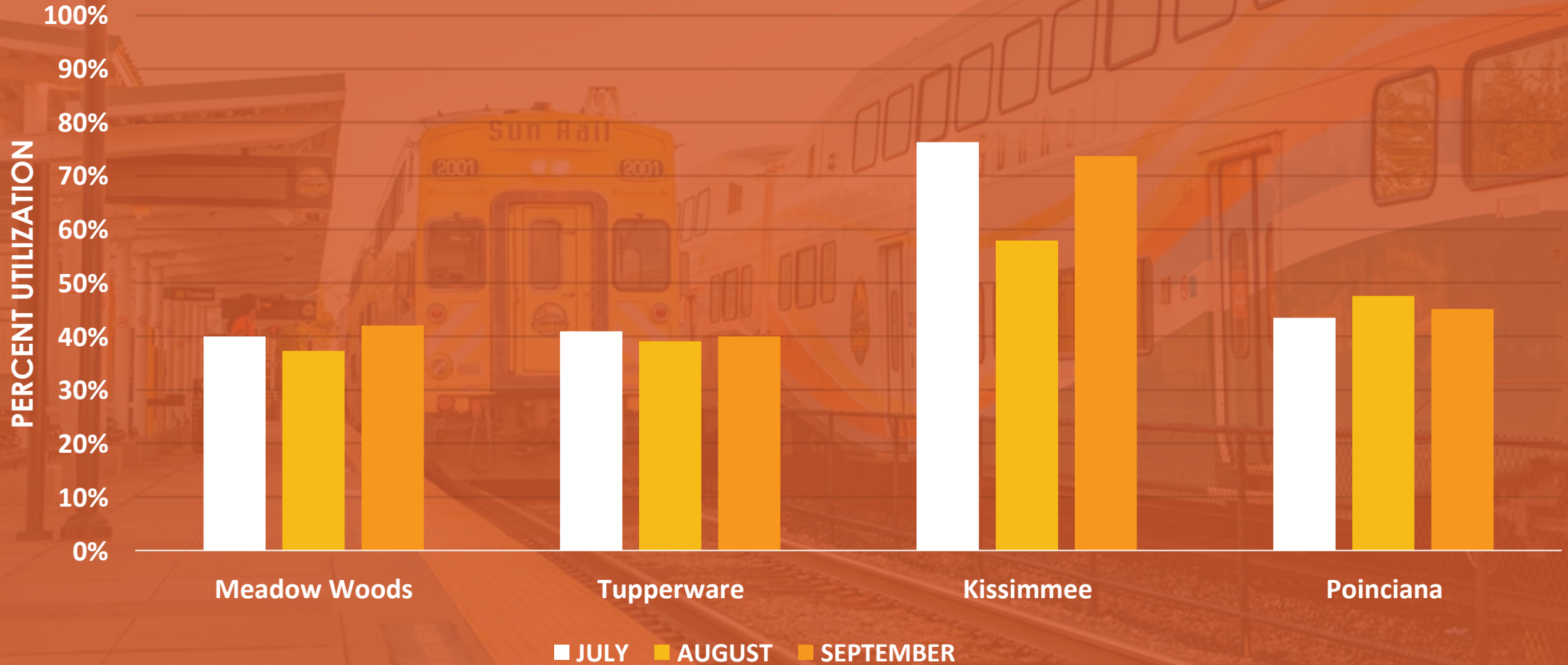


July 2021 – September 2021



# SOUTHERN EXPANSION STATION PARKING

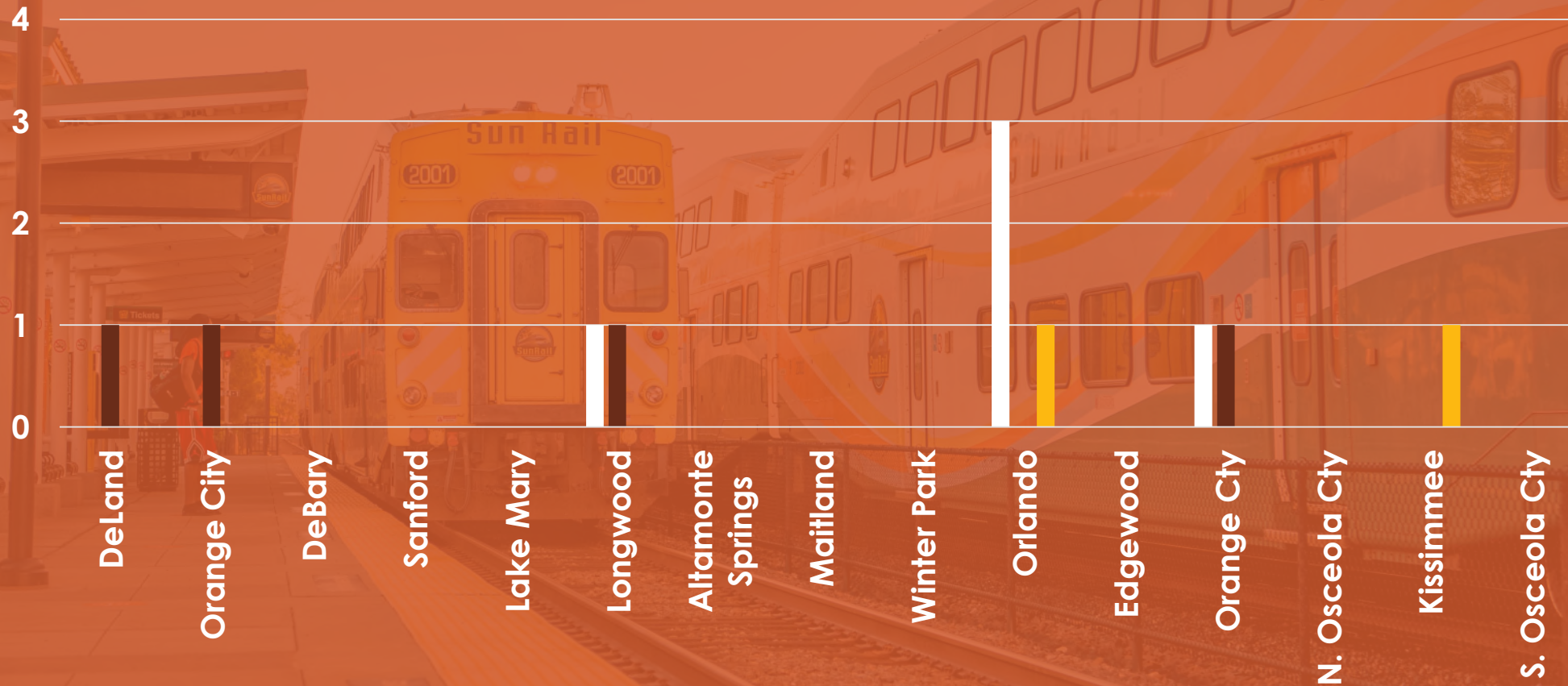
July 2021 – September 2021



# REVENUE INCIDENTS BY CITY/COUNTY

July 2021 – September 2021

■ SunRail ■ Amtrak ■ CSX



**FY20/21 OPERATING  
BUDGET UPDATE**

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

<b>ANNUAL BUDGET</b>
\$ 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**

<b>YEAR TO DATE SEPTEMBER 30, 2021</b>	
<b>BUDGET</b>	<b>ACTUAL</b>
\$ 2,686,250	\$ 2,643,339
\$ 4,063,750	\$ 4,017,647
\$ 337,500	\$ 309,646
\$ 250,000	\$ 82,012
\$ 550,000	\$ -
\$ 875,000	\$ 863,514
\$ 625,000	\$ 564,104
\$ 1,250,000	\$ -
\$ 534,000	\$ 427,659
\$ 1,500	\$ 887
\$ 25,000	\$ 12,631
\$ 7,500	\$ 5,940
\$ 10,000	\$ 8,322
\$ 2,500	\$ -
\$ 75,000	\$ -
\$ 2,500,000	\$ 2,331,191
\$ 876,640	\$ 1,274,861
\$ 14,669,640	\$ 12,541,753

\$ 500,000	\$ 16,191
\$ 2,655,000	\$ 2,001,756
\$ 3,050,000	\$ 2,320,284

**\$ 20,874,640      \$ 16,879,985**

**FY20/21 OPERATING  
BUDGET UPDATE**

**OPERATING REVENUE**

**ANNUAL  
BUDGET**

**YEAR TO DATE  
SEPTEMBER 30, 2021**

<b>BUDGET</b>	<b>ACTUAL</b>
---------------	---------------

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

\$ 577,025	\$ 386,254
\$ 924,668	\$ 950,544
\$ 253,243	\$ 148,825
\$ 7,104	\$ 6,831
\$ 30,860	\$ 12,398
\$ 111,198	\$ 135,518
\$ 1,904,098	\$ 1,640,371

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**

**\$ 25,628,718    \$ 25,364,991**

[ THANK YOU ]





# 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>23</b>	<b>256</b>
Sanford	112	279	266	219	211	228	146	271	256	196	173	222	215
Lake Mary	42	49	56	49	51	57	74	64	51	51	60	65	56
Longwood	39	57	50	65	62	66	69	66	40	51	51	53	56
Altamonte Springs	40	101	80	112	30	55	13	38	37	81	111	108	67
Maitland	15	12	14	12	11	10	15	14	12	10	15	10	13
Winter Park	201	227	255	236	234	241	227	226	168	216	227	217	223
Florida Hospital/Health Village	246	255	248	245	265	260	280	210	261	181	282	275	251
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	17	20	20	12	13	17	18	17	21	18	17	17	17
Sand Lake Road	71	87	73	79	82	112	91	111	84	148	151	151	103
Meadow Woods	77	80	76	80	55	65	71	85	38	53	49	49	69
Tupperware	7	11	11	10	10	12	8	10	6	12	10	10	10
Kissimmee Intermodal													
Poinciana	4	4	3	3	5	4	5	5	2	5	4	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>1,150</b>	<b>1,083</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%	-21%	-27%

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

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

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

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



# [ LYNX CONNECTIVITY ]

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

LINK	September		Change	% Change
	FY20	FY21		
18	14,239	16,441	2,202	15%
418	2,622	3,417	795	30%
155	434	736	302	70%
306	766	1,448	682	89%
604	209	160	(49)	-23%
631	282	409	127	45%
632	275	191	(84)	-31%
709	1,119	879	(240)	-21%

# VOTRAN CONNECTIVITY

Sept 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
<b>Total Monthly Ridership</b>	1,493	964	1563	1563	1036	889	115	135	926	892	851	889	11,142
<b>Avg Daily Ridership</b>	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	21	253
<b>Total Monthly Ridership</b>	827	616	664	478	561	542	753	788	800	1,049	1,120	896	9,094
<b>Avg Daily Ridership</b>	38	31	30	24	28	27	34	39	36	48	51	43	36

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



# DISCUSSION ITEMS

TRANSITION UPDATE

Mike DePallo



# Project Status Update

November 4, 2021  
10:00 am

CFCRC Board  
Meeting

SunRail

Transition Plan

Consulting

Services



# Today's Discussion Items



UPDATE ON TRANSITION  
ANALYSIS



REVIEW OTHER AGENCY  
EVALUATION PROCESS



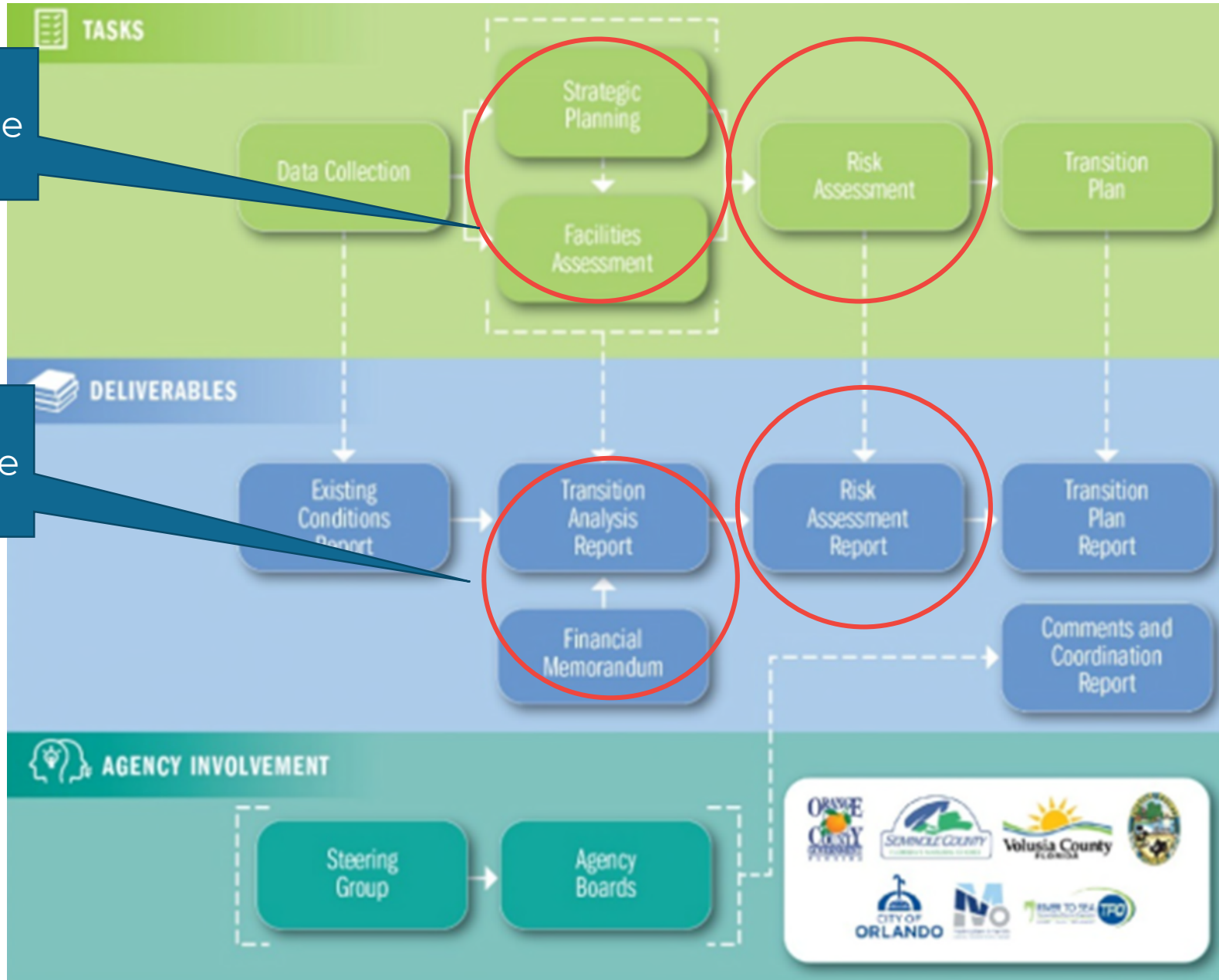
RISK ASSESSMENT AND  
SCHEDULE UPDATE



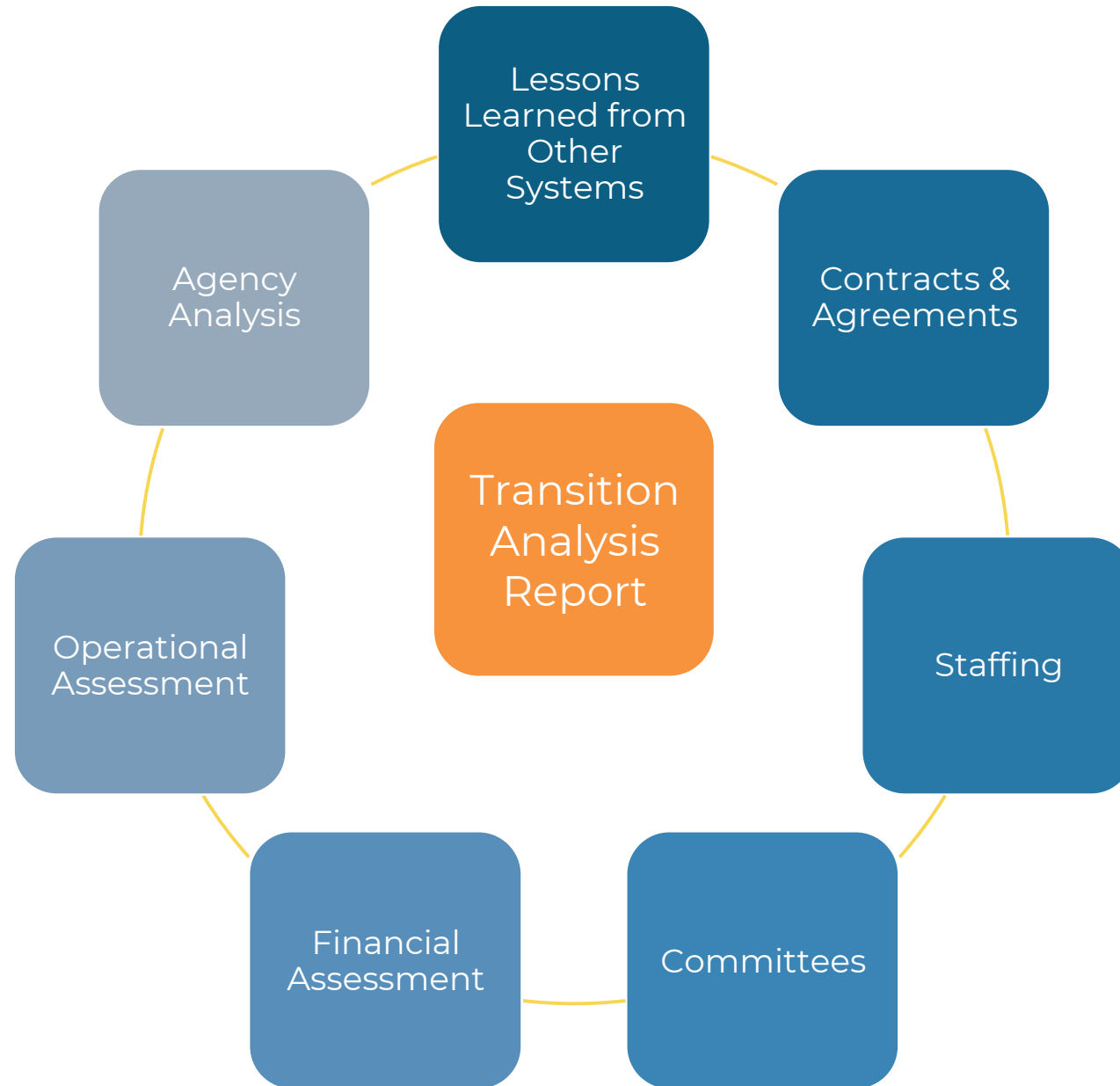
# Transition Study Process – Current Status

We are here

We are here



# Transition Analysis Framework





# Lessons Learned Analysis

**Ongoing:** Review TCRP research on contracting of commuter rail services to identify important issues/options to address in an agency transfer situation (Texas Transportation Institute leads)

- Management structure/staffing
- Operating policies/practices
- Vendor contracting
- Financial resources/funding
- Fare policy and enforcement
- Structure of Capital Improvement Program, Asset Management Plan, and other

**Ongoing:** Follow up with selected commuter rail properties as needed for supplemental information on applicable practices

**Upcoming:** Best practices for inclusion into the SunRail Transition Analysis and Plan



# Staffing/Committees Analysis

## STAFFING

- **Completed:** Review of existing staffing for Operations and Program Management
- **Ongoing:** Review of services and responsibilities handled by non-SunRail FDOT staff
- **Ongoing:** Staffing plans under development
  - Staffing plan scenarios will vary by governance scenarios

## COMMITTEES

- **Completed:** Identified and reviewed role, membership, and operation of existing SunRail committees
- **Ongoing:** Determining which committees and functions should continue after transition, and if new committees or functions are necessary. Variance based on governance scenarios will be highlighted.



# Financial Analysis

**Completed:** Information received from FDOT regarding the procedures for obtaining revenue and National Transit Database reporting to the FDOT staff

- Will clarify the staffing needs, staffing hours, and identify the need for additional resources to carry on the workload after the transition.

**Ongoing:** Working with the governance modeling team to determine the operating scenarios to be estimated in 5-year budget

- Governance and operating scenarios will have implications on staffing levels and thus on operating costs shared by local partners.

**Upcoming:** Revising the financial analysis model structure and results from the governance modeling

**Upcoming:** Further discussion with FDOT related to level of ancillary staff support to SunRail outside of SunRail organizational structure



# Fare System Analysis

**Ongoing:** Review current fare collection environment, systems, devices and processes

- Current software system
- Hardware components
- Business practices
- Fare structure/tariffs
- Effectiveness of fare enforcement program

**Upcoming:** Overview of new fare system contract (DBOM)

- Currently in negotiations
- Input to Transition Plan

**Future:** During Transition Period

- Concept of Operations
- Fare policy and Title VI analysis
- Implementation support



# Operational Analysis

## **Ongoing:** Assessment of State of Good Repair (SOGR)

- Requested from FDOT latest Transit Asset Management data to further assess the latest SOGR of SunRail system.

## **Ongoing:** Operating Rules Review and Assessment

- Continue to review latest version of SunRail Operating Rules to evaluate if any changes are needed for transitioning to new operating agency.

## **Ongoing:** Operational Issues with FRA

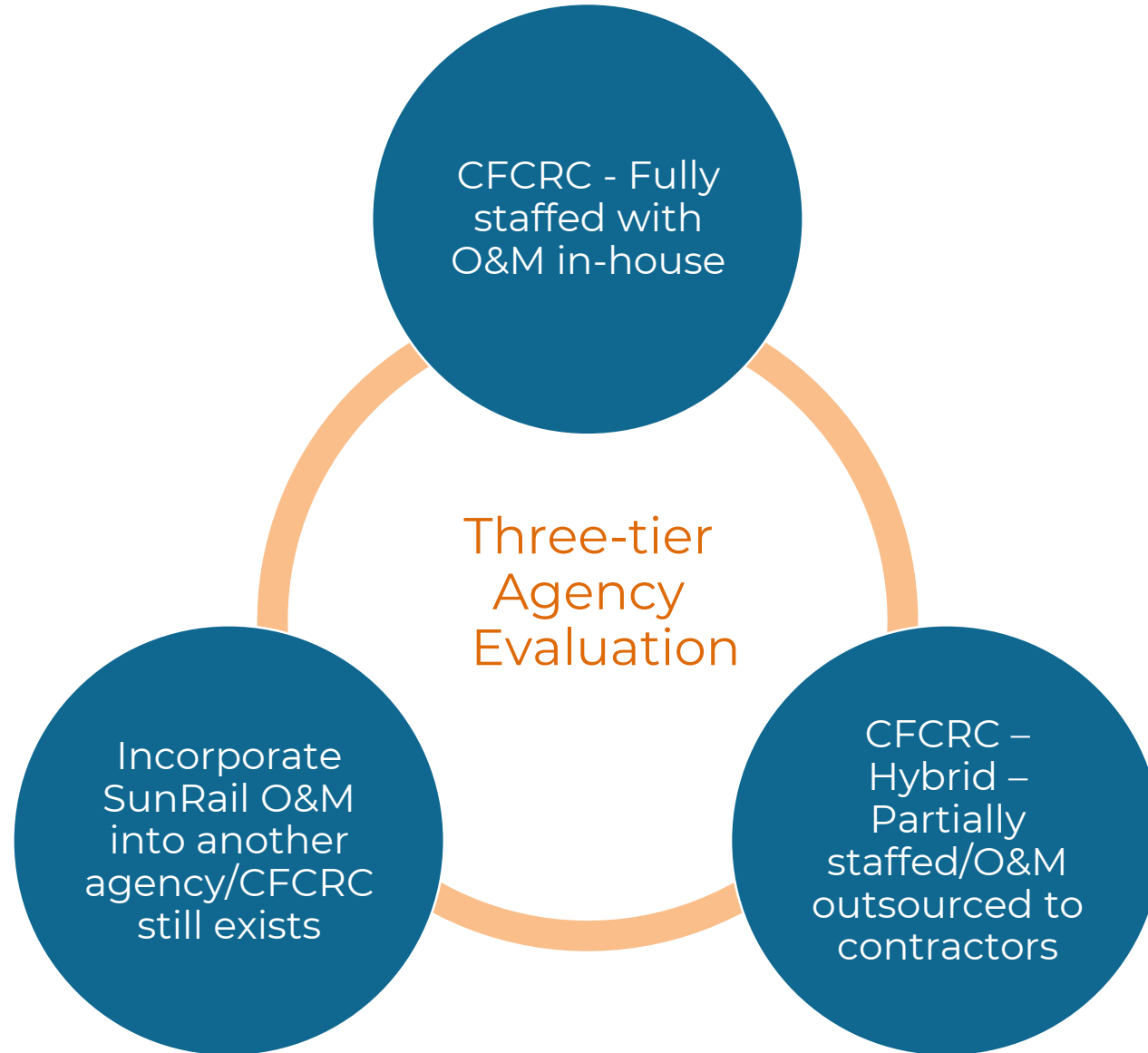
- Requested from FDOT last 2 years of FRA reports/violations and contractor compliance to determine if any operational issues exist which would impact new operating agency.

## **Upcoming:** FRA New Starts Requirements

- Reviewing FRA New Starts Master List to determine which items may require action by new operating agency and associated timeframe for FRA review and approval which could impact transition.



# Three Agency Options to be Evaluated



# Other Agency Evaluation Criteria

- Legal
- Governance
- Financial
- Organizational



# 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





# Current Risk Register Snapshot

ID	Risk Title	Impact	Likelihood	Risk Rating	Response
<b>Operations</b>					
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
<b>Financial</b>					
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
<b>Legal/Contracts/Agreements</b>					
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
<b>Staffing</b>					
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
<b>Asset and Data Management</b>					
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. Not Finding Staff with Rail-Specific Experience



# Risk Assessment Status

## Closeout Initial Risk Assessment (Oct)

- Finalize review of the risk assessment survey
- Develop risk response strategies for each risk
- Submit risk assessment report, risk register, and risk survey results

## Monitor Risks During Transition Analysis/Plan Development (Oct-Apr)

- Use identified risks to guide transition plan development (based on risk rating)
- Define “risk triggers” and strategies to monitor risks through transition

## Ready Risk Register for Transition Implementation (Apr-July)

- Update and complete risk register based on transition plan development
- Conduct follow-on risk management workshop with SunRail, to review risks and discuss risk management in conjunction with the transition plan



# Schedule Update

Risk Assessment Report – October 2021

Financial Analysis Memorandum – December 2021

Transition Analysis Report – December 2021

Draft Transition Plan – April 2022

Final Policy Board Briefings – July/Sept 2022

Final Transition Plan – Fall 2022



Thank you!

*wsp.com*

wsp

# ACTION ITEMS

## A. 2022 Proposed Meeting Dates

**\*February 3rd, May 5th, August 4th, and November 3rd**

## B. Ratification of the City of Orlando CAC Member

A. Re-Appointment of Edward Richter

## C. Ratification of the Orange County CAC Members

A. Appointment of J. Gordon Spears

B. Appointment of Luis Nieves-Ruiz

## D. Ratification of the Seminole County CAC Members

A. Re-Appointment of James Grzesik

B. Re-Appointment of Dorothy O'Brien





# BOARD MEMBER COMMENTS



# THANK YOU

Next Meeting Proposed  
February 3, 2022  
10 a.m. LYNX





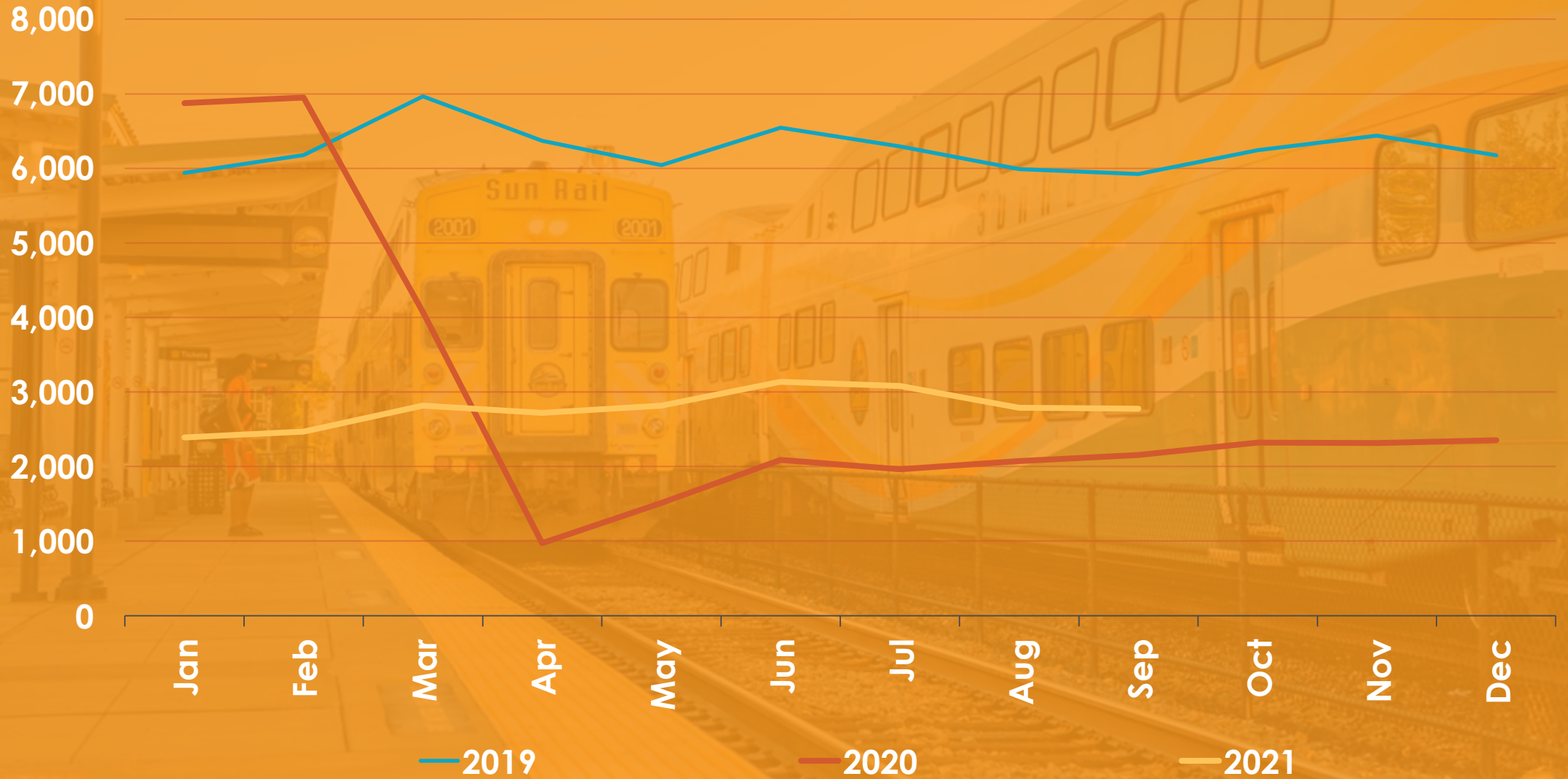
A photograph of a SunRail train at a station platform, overlaid with a semi-transparent orange filter. The train is white with blue and yellow accents, featuring the SunRail logo and the number 107. The platform has a modern design with a large overhang and a sign for Tupperware. The text "SUPPORTING CHARTS AND DATA" is centered over the image in a bold, sans-serif font, with a white bracket above and below it.

# SUPPORTING CHARTS AND DATA



# AVERAGE DAILY RIDERSHIP

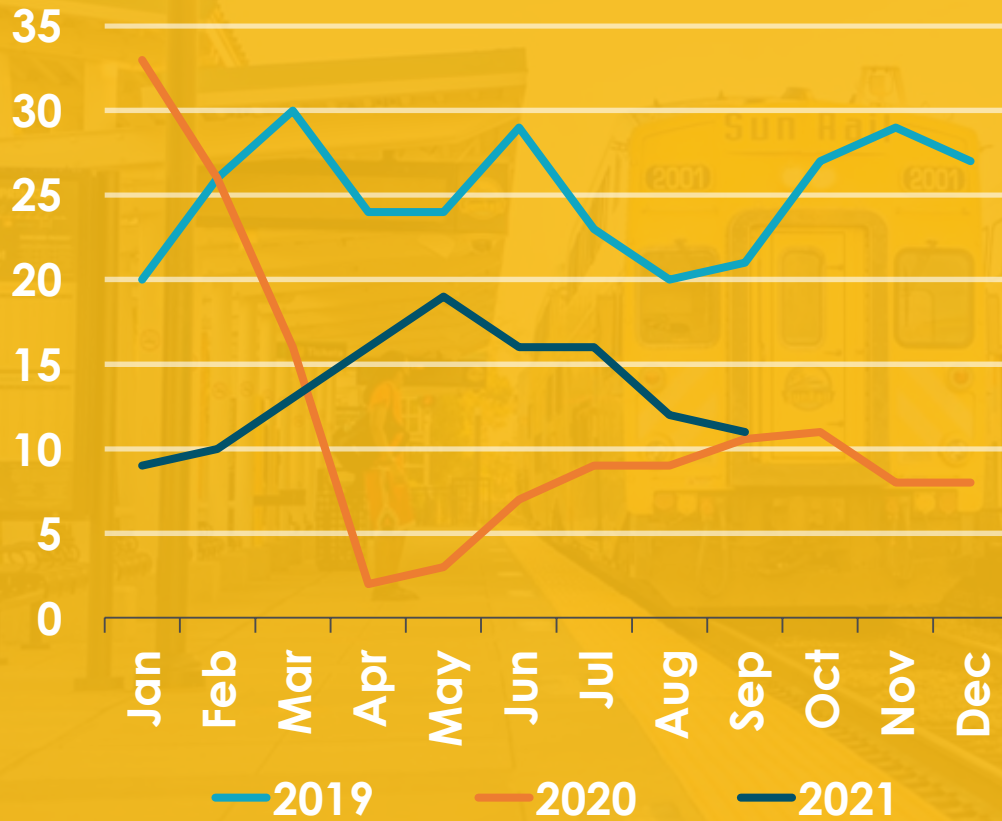
Jul – 3,080 | Aug – 2,788 | Sep – 2,778



# ONBOARD STATS

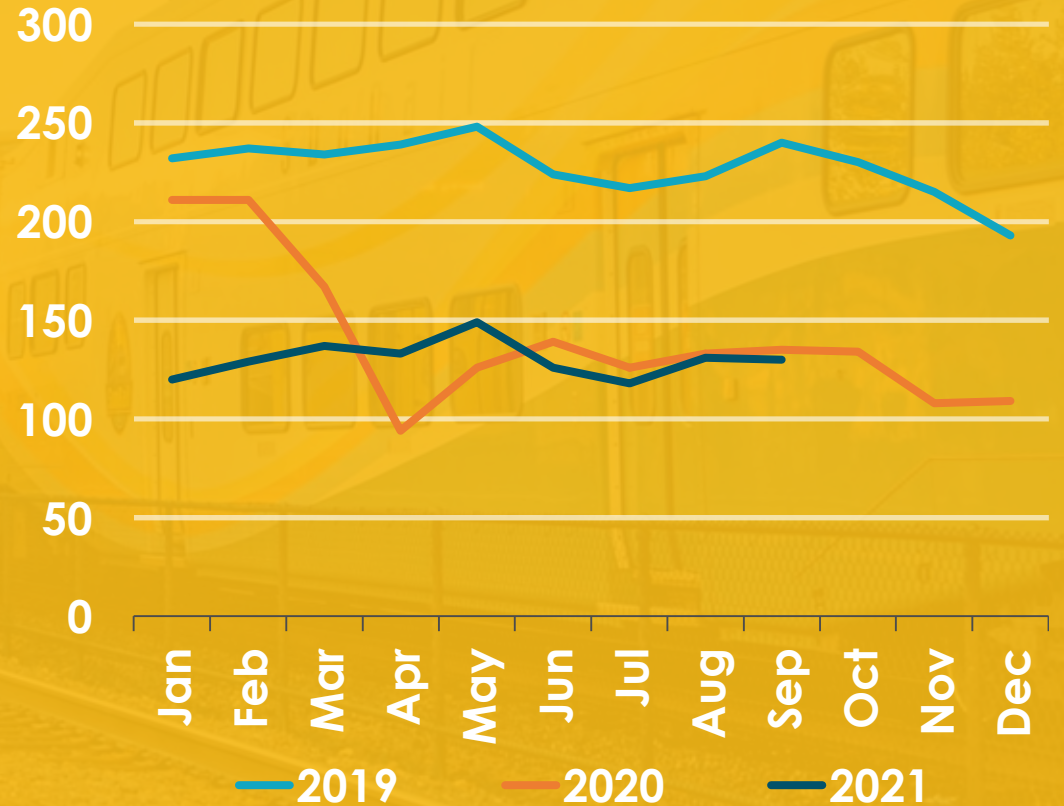
## ADA

Jul - Sep Average: 13



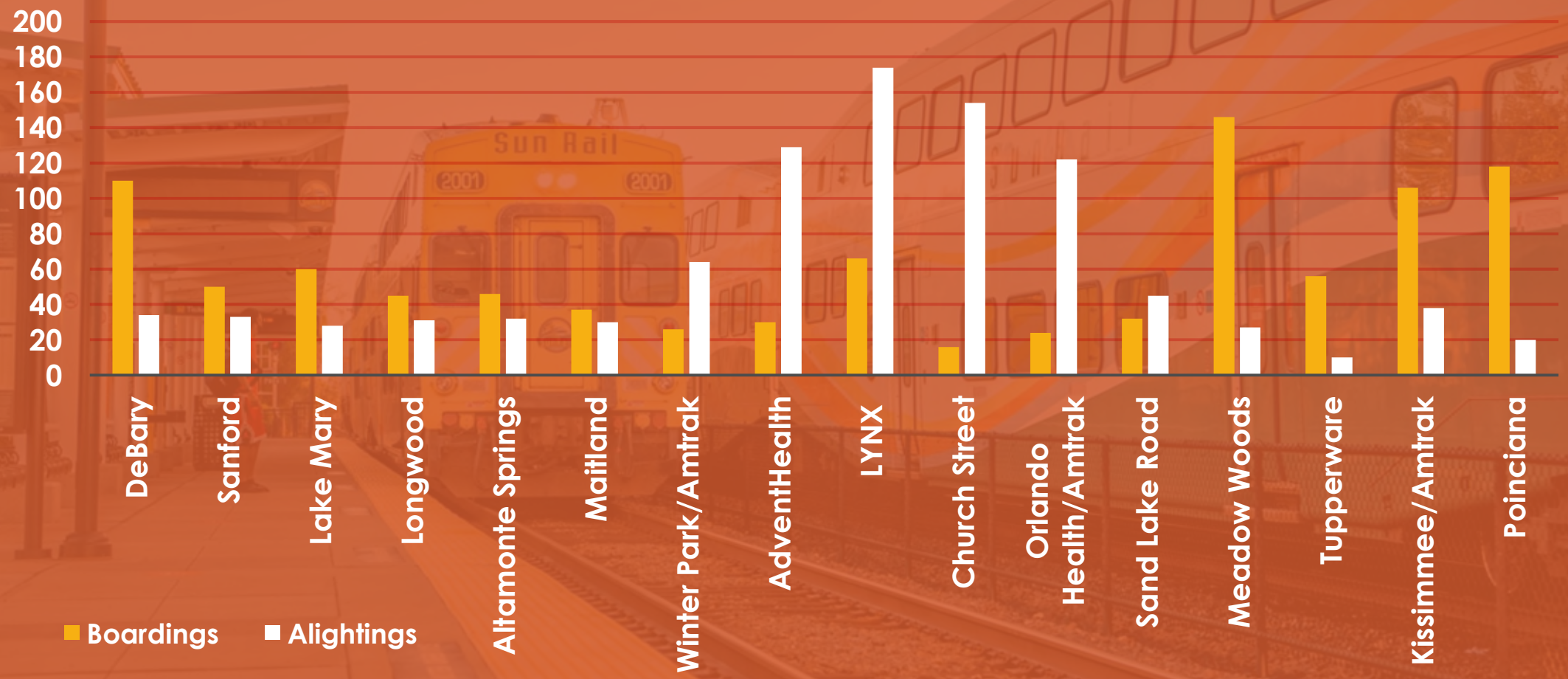
## BICYCLE

Jul - Sep Average: 126



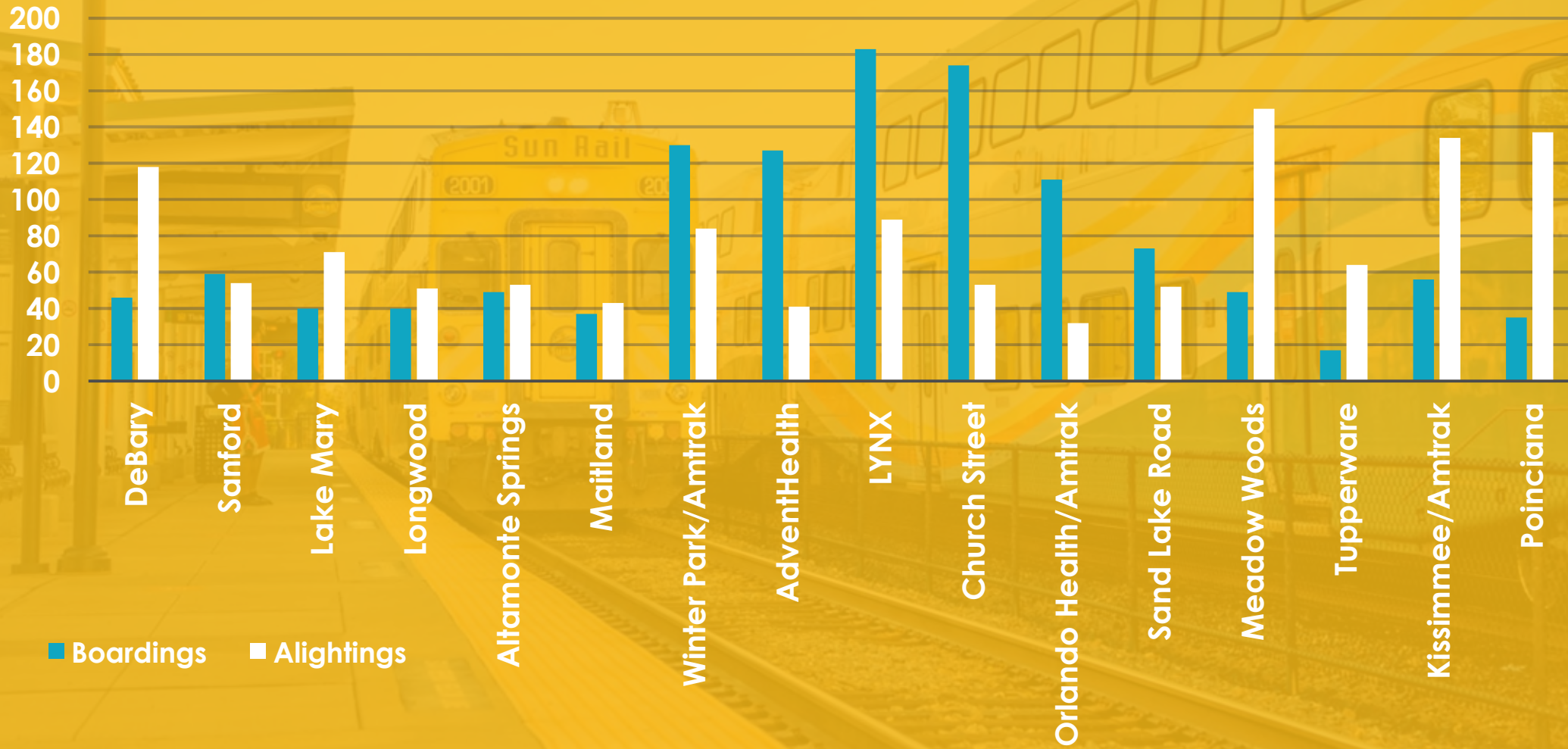
# BOARDINGS & ALIGHTINGS

AM PEAK  
5:45 AM – 8:45AM (NB from Poinciana)  
July – September 2021



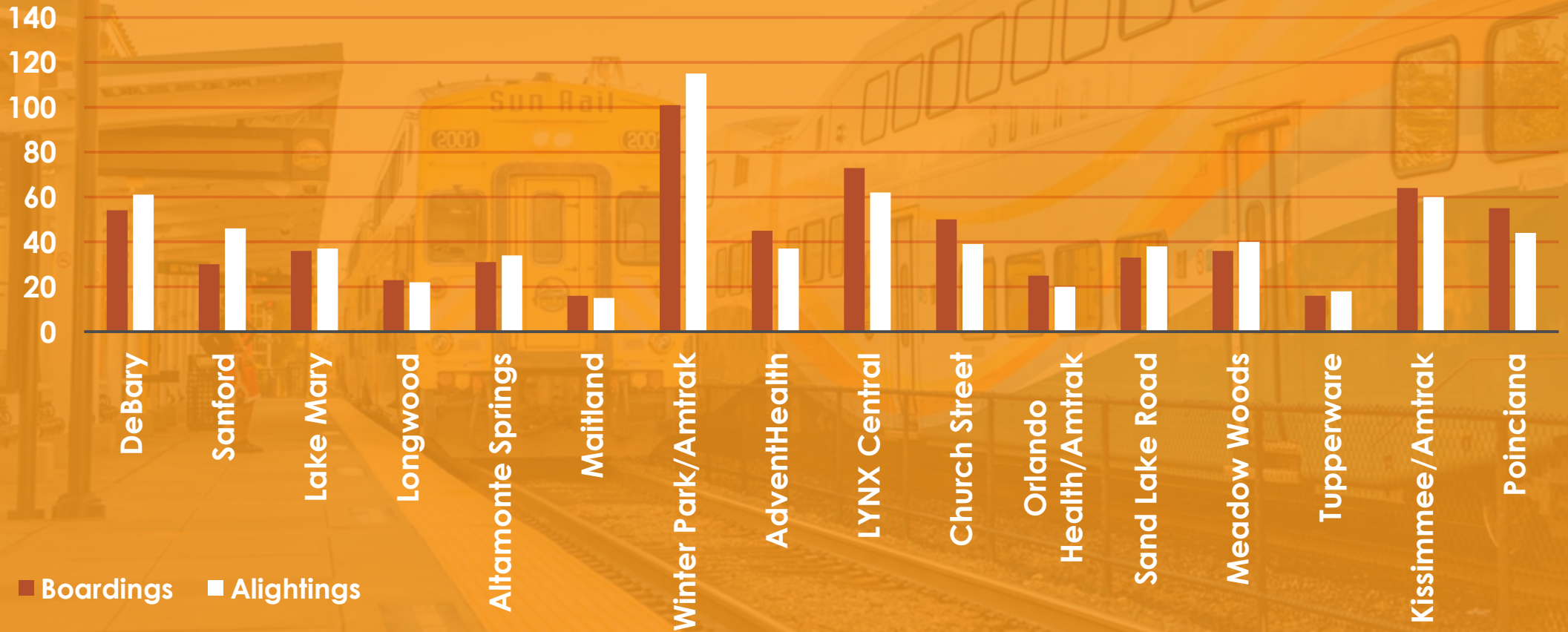
# BOARDINGS & ALIGHTINGS

PM PEAK  
3:15 PM – 6:25 PM (NB from Poinciana)  
July – September 2021



# BOARDINGS & ALIGHTINGS

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



# CUSTOMER SERVICE CALLS

July – September 2021



# TRAIN PERFORMANCE DETAIL

July 2021 – September 2021

Train Performance Overview	Trains	Percentage
On-Time	2,442	93.9%
Late	113	4.3%
Annulled	45	1.7%
<b>Total Trains Operated</b>	<b>2,600</b>	<b>100.0%</b>

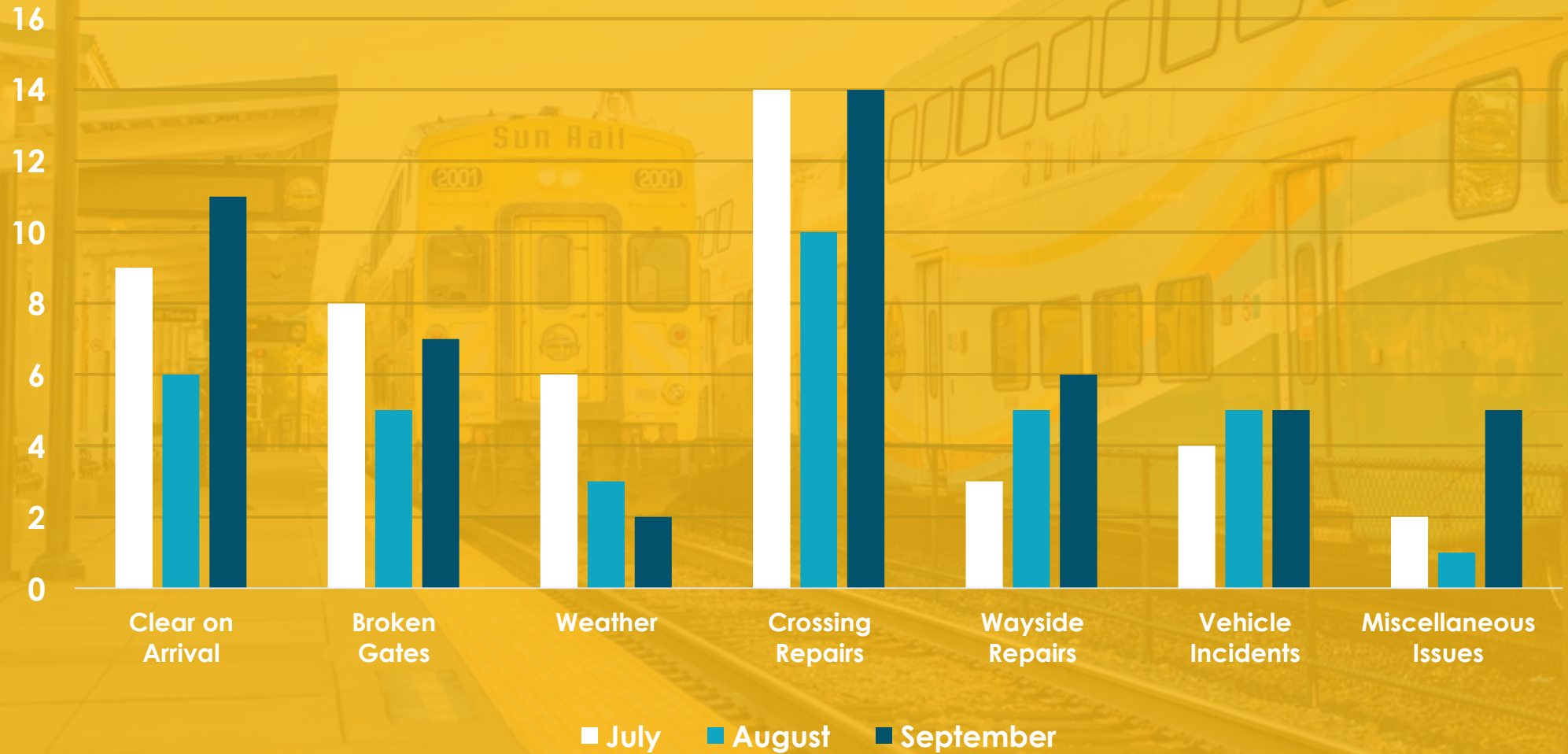
Performance Detail	Days	Trains	Percentage
CFRC Rule Compliance	1	2	0.1%
Maintenance of Way	2	2	0.1%
Mechanical	8	24	0.9%
Other	15	21	0.8%
Passengers	2	2	0.1%
Police Activity	16	72	2.8%
Signals & Components	4	14	0.5%
Train Interference	3	5	0.2%
Trespasser/Grade Crossing/Near Misses	4	16	0.6%
<b>Total (Rounded)</b>		<b>158</b>	<b>6.1%</b>

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



# CFRC SIGNAL SYSTEM INCIDENTS

JULY 2021 – SEPTEMBER 2021



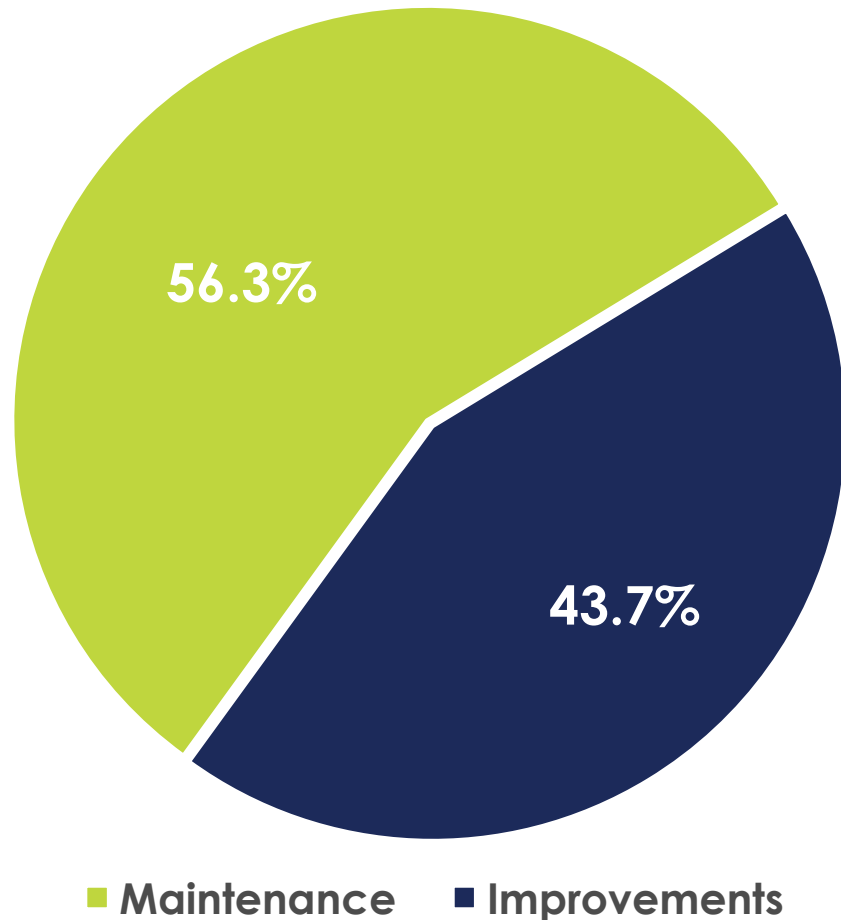
# QUIET ZONES

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established <ul style="list-style-type: none"> <li>• Reviewing additional crossings for new Quiet Zone</li> </ul>
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established
Seminole County	Coordinating with FRA FRA reviewed – CFRC and Seminole County are addressing comments
City of Orlando	Two additional crossings upgrades in progress. (South St./Washington St.) Scheduled for completion Nov. 2021
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

**September 2021**

**Data: September – September 30, 2021**

# **SunRail Hardware Maintenance**

**Management Review**

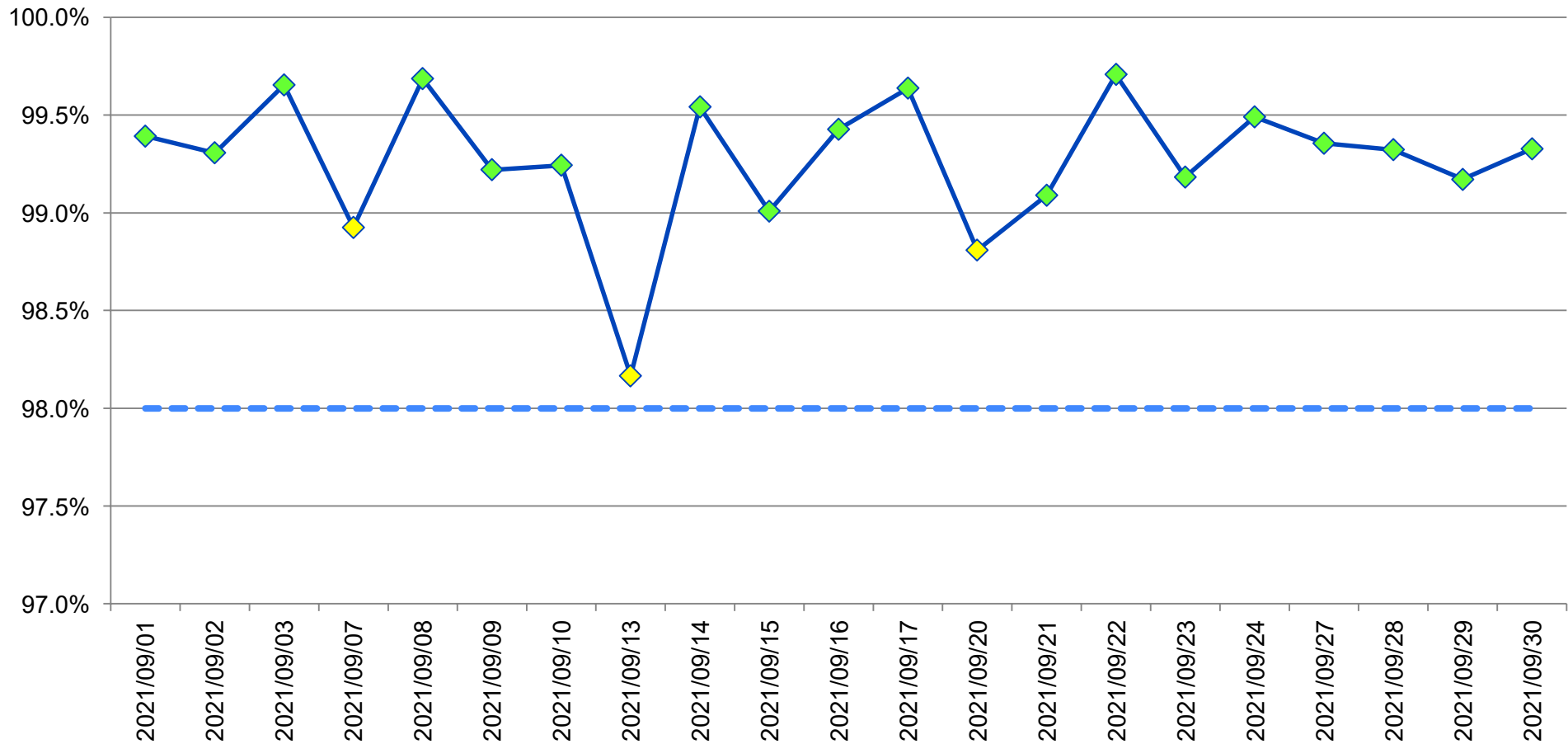
# Device Availability (TVM)

Operation Hours = 18 hours, Mon-Fri

TVMs – 64

Target SLA – 98%

### TVM Availability - September 2021

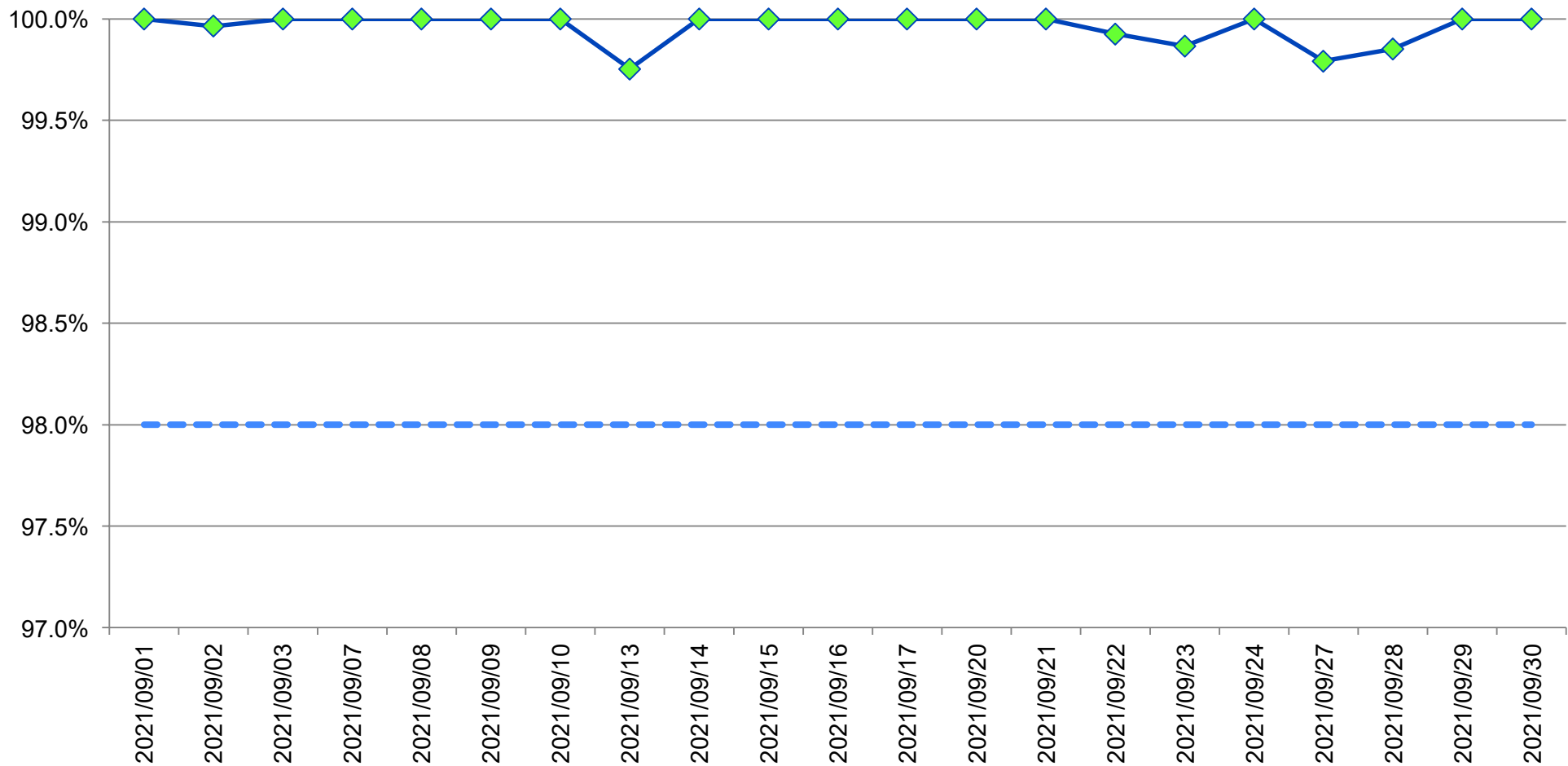


Availability target was met daily this month.

# Device Availability (TVU)

Operation Hours = 18 hours, Mon-Fri  
TVUs – 96  
Target SLA – 98%

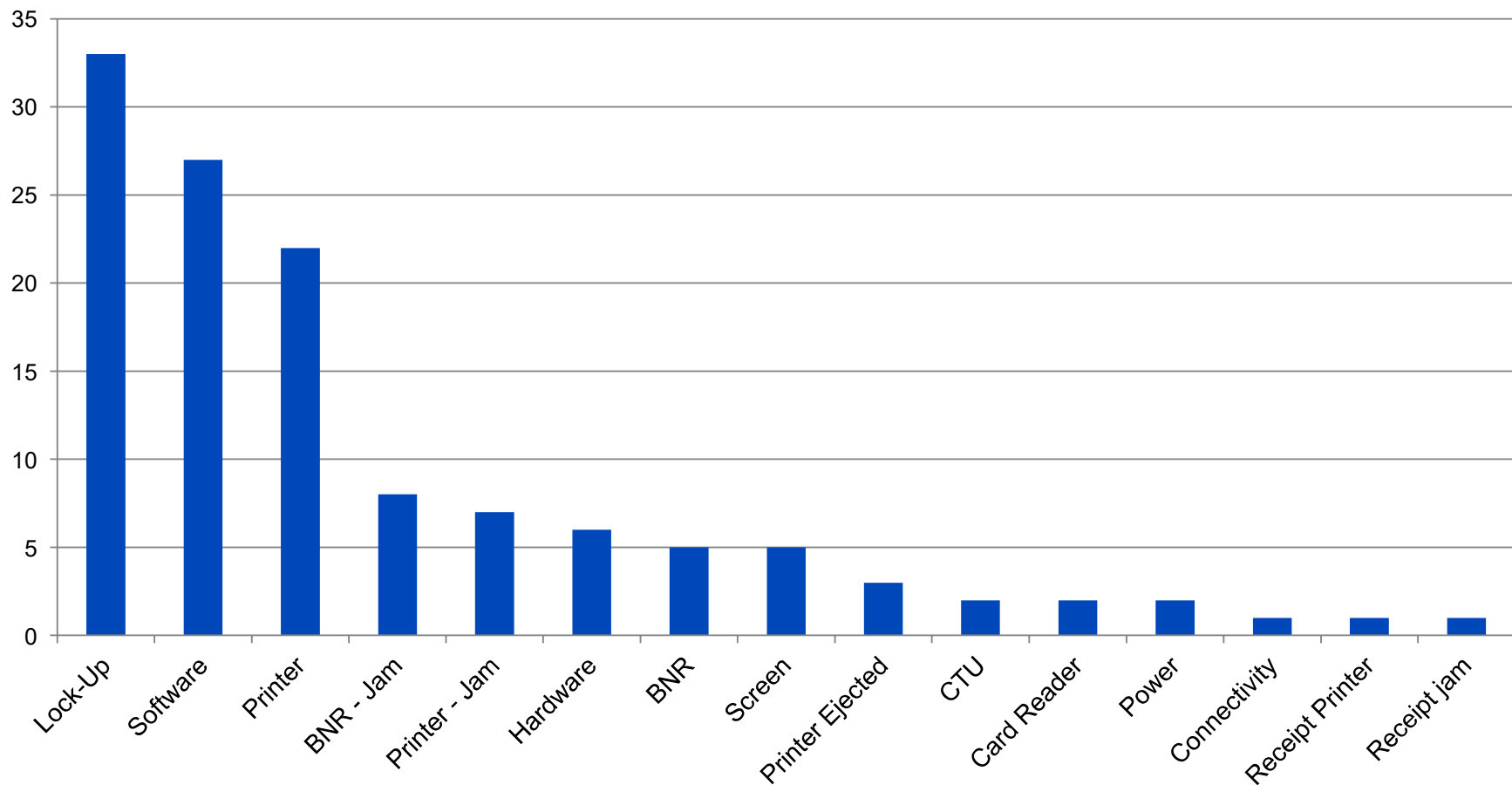
### TVU Availability - September 2021



Availability target met daily this month.

# Errors Found – Technical in Nature

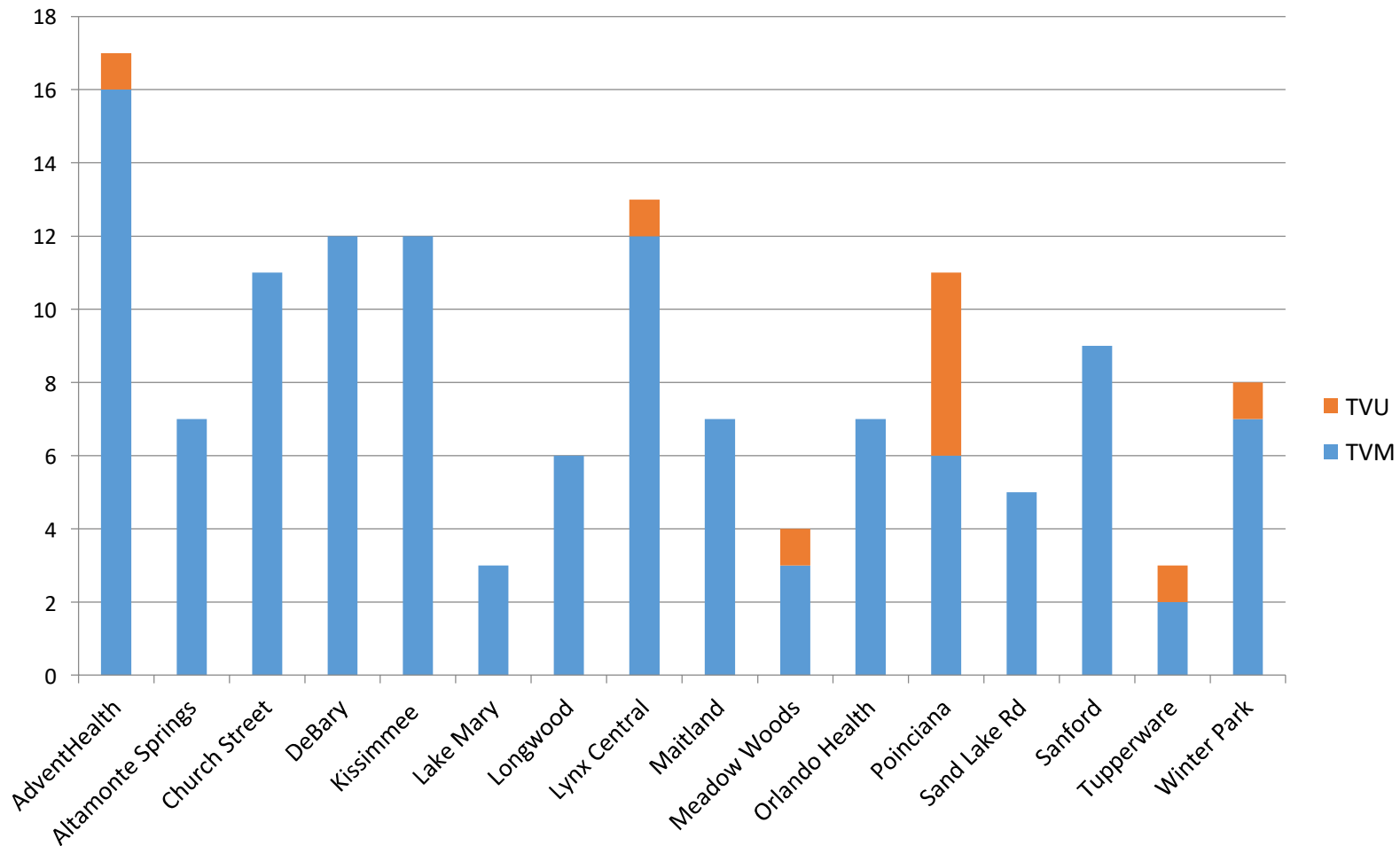
TVM Events - September 2021



Number of technical issues by key issue types.

# Errors per Station

### Chargeable Events by Station - September 2021



Number of TVM and TVU issues by station.







## ONGOING OUTREACH

As part of the ongoing strategy for SunRail public safety outreach, SunRail connects to the community through a variety of efforts including but not limited to: direct outreach to residents and businesses near tracks, presentations in schools, community centers, at SunRail stations and onboard trains, direct mail, community events, coordination with law enforcement agencies and first responders, featured media buys in high-visibility areas, inclusion of safety messaging in business development and marketing programs, social media content, training with public and school transportation groups and coordination with FRA, TSA, and Operation Lifesaver.

A strong emphasis has been placed on leveraging digital communications to connect with the community and regional partners, assuring that rail safety continues to have a strong presence along the corridor.

## SAFETY OUTREACH INITIATIVES

### Online Outreach

Robust safety messaging is strategically distributed through SunRail's social media channels, reaching nearly 40,000 followers weekly. Safety messaging includes the promotion of safe behavior around railroad tracks and crossings, and reiteration of the safety that is prioritized with the latest procedural cleaning updates. Safety content includes trespassing prevention, promotion of reporting unusual activity, community support, escape lanes and dynamic envelope education, and other focus areas.

### 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.



## 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