



TECHNICAL ADVISORY COMMITTEE

October 13, 2021



Central Florida Commuter Rail Commission

Technical Advisory Committee

Date: October 13, 2021
Time: 2:00 p.m.
Location: FDOT/GoToWebinar Host

PLEASE SILENCE CELL PHONES

- I. Welcome/Roll Call**
 - a. Call out each TAC member:**
- II. Call to Order and Pledge of Allegiance**
- III. Confirmation of Quorum**
- IV. Chair's Remarks**
- V. Information Items**
 - a. July 14, 2021 Meeting Minutes
 - b. New Member Introductions
 - i. Crissy L. Martin, City of Orlando
 - ii. Sarah Larsen, MetroPlan Orlando
 - iii. Stephan Harris, River to Sea TPO
 - c. 2022 Proposed Dates
- VI. Chair's Report – Ms. Tawny Olore**
- VII. Public Comments**
 - *Nadia will read into the record any received prior to the meeting start.*



Central Florida Commuter Rail Commission

Technical Advisory Committee

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

VIII. Discussion Items

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

IX. Transition Consultant Update

- a. Transition Update – Michael DePallo

X. Committee Member Comments

IX. Next Meeting - Proposed

- a. Next Meeting – Proposed, 2:00 p.m. LYNX Open Space Room (Webinar Platform TBD)

XII. Adjournment

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

Technical Advisory Committee Meeting

July 14, 2021

2:00 p.m.

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

Attendees

Tawny Olore, Osceola County
Shad Smith, City of Longwood
Alisha Maraviglia, City of Altamonte Springs
Krystal Clem, City of Lake Mary
Rick Werbiskis, City of DeLand
Jon Cheney, Volusia County
Renzo Nastasi, Orange County
Crissy Martin, City of Orlando
Nick Lepp, MetroPlan Orlando
Don Marcotte, City of Winter Park
Bill Wharton, Seminole County
Stephen Harris, River to Sea TPO
Alyssa Eide, City of Maitland

Sarah Larsen, MetroPlan Orlando
Nabel Muhaisen, Kissimmee
Bruce Detweiler, LYNX
Kelvin Miller, Votran
Charles M. Heffinger, FDOT
Nadia Hernandez, FDOT
Patricia Ruffino, FDOT
Jessica Ottaviano, FDOT
Mike Carman, SunRail
Sandra Gutierrez, SunRail
George Gault, SunRail
Linda Nesbitt, SunRail
Regina Marini Cargill, Evolve Today

Minutes

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

Pledge of Allegiance

Quorum was met

Announcements:

Presenter: Tawny Olore

- Chair's Report
 - Ms. Tawny Olore announced the SunRail Transition Consultant presentation update will take place before the Agency Update due to a schedule conflict.
 - At the February 4, 2021, CFCRF meeting the Board voted for a Resolution of Support working with Brightline and the utilization of SunRail's corridor. Going from Orlando to Tampa, the plan for Brightline is to utilize the OUC spur to enter the CFRC corridor and exit along I-4 and 417. Local Funding Partners have been working diligently with FDOT and Brightline to work through issues regarding utilizing various quarters that FDOT owns including I-4 and SR417. FDOT has determined the requirements have been met for what Brightline needs to accomplish.
 - The next step is to get into an Operating Agreement with Brightline on use of the corridor and what provisions are going to be within the Operating Agreement. The Local Government Partners are continuing to work on a Term Sheet to include dispatch protocol as well as the number of trains allowed on the corridor and what improvements are needed.

Information Items:

Presenter: Tawny Olore

- Meeting Minutes: April 14, 2021, Meeting Minutes are available to view online.

Public Comments:

No public comments.

Agenda Item: SunRail Transition Consultant Update

Presenter: Michael DePallo

- Transition Study Process – Current Status
 - Tasks
 - Data (completed)
 - Strategic Planning (completed)
 - Facilities Assessment (completed)
 - Risk Assessment (completed)
 - Transition Plan (will begin shortly)
 - Deliverables
 - Existing Conditions Report (completed)
 - Transition Analysis Report
 - Financial Memorandum
 - Risk Assessment Report
 - Transition Plan Report
 - Agency Involvement – Continued Communication Process
 - Steering Group
 - Agency Boards and other Stakeholders
- Completed Tasks
 - Data Collection
 - SunRail Staff Interviews

- Leadership
 - Technical Rail
- Field Review
- Existing Conditions Report Draft
- Initial CFCRC Board/CAC/TAC/ Briefings
- Risk Assessment Workshop – 1st complete and 2nd later in the year
- 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.
- Key Leadership Interviews – presented by Ron Hartman
 - Chief Administrative Officer, FDOT (Jared Perdue)
 - Chief Operating Officer, FDOT (Mike Heffinger)
 - Director of Operations, Consultant (Mike Carman)
 - Program Manager, Consultant (George Gault)
 - Contracts Manager, FDOT (Roger Masten)
 - Financial Operations Manager, FDOT (Patricia Ruffino)
 - Safety and Security Manager, Consultant (Pam McCombe)
 - Interim Corridor and Facility Operations Manager, Consultant (Alex Navarro)
 - Customer Service Manager, Contractor (Linda Nesbitt)
 - Office Manager, FDOT (Nadia Hernandez)
- Leadership Interviews – Current Experience
 - General satisfaction with how things are organized and operate; no significant changes identified
 - View SunRail as a high-performing, quality operation
 - Excellent safety record
 - FDOT provides support through other departments and individuals who periodically devote some time to SunRail
 - Multiple contractors – each responsible for a different element of the service – is viewed positively
 - Allows for multiple viewpoints on an issue
 - Deep experience in each specific operating element
 - FDOT manages share space with contractors allowing for frequent interaction and problem-solving
 - Relations with CFCRC have improved greatly
 - Pride in SunRail; high morale
- Leadership Interviews – Thinking to the Future
 - Develop Vision – what should SunRail 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
 - Vehicles
 - Meeting held on 5/04/2021 to acquire information on rolling stock and maintenance prior to field visit
- Field Review Initial Findings – presented by Dan Mazza
 - Track/Grade Crossings
 - Hi-Rail of entire CFRC, completed on 5/1/2021
 - Well-maintained corridor
 - Mainline track, all on timber ties
 - CWR strings staged for installation
 - Some grade crossings were either asphalt/rubber insert or rubber panels, which are scheduled to be upgraded to concrete surface per capital plan
 - Only one “mud spot” near downtown Orlando. Scheduled for vacuum truck (ballast cleaning and replacement) per capital plan
 - Bridges and culverts appeared to be in good condition, with exception of slow ordered bridge during hi-rail
- Field Review Initial Findings
 - 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 ageing 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
 - 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/Grade Crossings/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
 - 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 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
 - Condition of OCC and VSMF facilities
 - Field Review – Week of May 17
 - Generally good condition – Normal wear and tear
 - 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 – presented by Mike DePallo
 - Key Focal Points
 - What's New from Data Collection
 - Applicability into Future

- Report Content
 - Initial Legal Findings
 - Contracts and Agreements
 - Organization and Committees/ Plans and Programs/ Financial Condition
 - State of Good Repair
 - Draft Report being Completed – Under review
- Assessment Workshop Risk – presented by Mike DePallo
 - June 16, 2021, from 2-5 p.m. (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 – presented by Mike DePallo
 - On-track for 18-month completion – July 2022
 - Existing Conditions Report and Risk Assessment Workshop – June 2021
 - Transition Analysis Report – December 2021
 - Transition Plan – July 2022
 - Upcoming Briefings
 - Steering Group Meeting – July 14
 - TAC Meeting – July 14
 - CFCRC Board Meeting – Aug 12
 - Meetings with County Commissions, Orlando City Council, and two MPOs (MetroPlan Orlando and River to Sea TPO) to be determined – possible briefings of County/TPO Chairs and Orlando Mayor initially
- Mr. Heffinger thanked WSP and their transition group for their professionalism.

Agenda Item: 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
 - Special events planning with local communities
- Announcing Special Service
 - P341 Service on select days.
 - Departing 10:30 PM Southbound from Church Street

- Orlando City Soccer has agreed to fund
 - 7/22: Orlando City vs Philadelphia Union
 - 7/30: Orlando City vs Atlanta United
 - 9/15: Orlando City vs CF Montreal
 - 10/20: Orlando City vs CF Montreal
- All New Exciting Events
 - 7/16: Kissimmee Little Riders Market with lots of activities
 - Expecting 300-400 people
 - 7/20: Teddy Bear Station Party hosted by Orlando Repertory Theatre for children seven and under.
- 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
 - More designs and options are in development
 - Merchandise available to purchase at select pop-up shops posted on our social media
- Rewarding Riders
 - We have been surprising and delighting riders with giveaways onboard
 - 500+ promotional giveaways were distributed during recent rider appreciation days including items such as sunscreen lotion, jump drives, coffee mugs, and water bottles.
- 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
- 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
- Positive Train Control (PTC)
 - Positive Train Control (PTC) has been fully implemented in compliance with the Federal Railroad Administration's regulations.
 - All SunRail, CSX and Amtrak are operating with PTC enabled
 - SunRail, CSX and Amtrak are all operating with a near 99% success rate – continuing in April, May and June with near 99% - no issues with PTC Operations
 - June PTC Success Rates:
 - SunRail 99.9%
 - CSX 99.4%

- Amtrak 98.6%
 - SunRail is leading the nation in regards to small rail transit.
 - Starting January 1, 2022, if PTC is not fully engaged it will result in significant fines from the FRA.
- Average Daily Ridership
 - Ridership saw a sharp decline between February and April of 2020 due to the Covid-19 Pandemic.
 - 2021 shows an encouraging steady increase in ridership averaging between 2,900 and 3,200 riders a day.
- Boarding by Station
 - LYNX and Winter Part have the highest amount of boardings
 - Kissimmee, Poinciana, and Debary are very busy stations with high amount of boardings
- IOS Station Parking
 - Maitland Station parking is the busiest but has room to grow
- Southern Expansion Station Parking
 - Kissimmee station parking lot near full capacity
- On-Time Performance (OTP) Average
 - Actual OTP for the months April through June 2021 was 97.5%. Contractual OTP was 99.3%. Goal is 95%
 - On-time 58 days out of 64 operating days. There were 22,560 trains run between that period.
 - Contractual OTP is calculated based on performance outside of the contractor's control.
- Revenue Incidents by City/County
 - In the past three months there were no injuries to report
 - CSX hit a vehicle in Maitland
 - Amtrak struck a fallen tree
 - SunRail struck a fallen tree as well as a piece of concrete and a cinderblock; both were close to the tracks
- FY20/21 Operating Budget Update
 - Usage fees are slightly down with CSX, Amtrak, and FCEN
 - Increase in Ancillary Revenue. Coming soon is a train rap for Florida Department of Health
 - 2020 CARES funds helped offset operating expense shortfall
- Questions
 - Mr. Rick Werbiskis asked for clarification for when services would start at the DeLand station.
 - Mr. Heffinger stated revenue services expected to start December 2023/January 2024 with a transition date mid-2024.
 - Mr. Werbiskis also stated Amtrak is looking at upgrading their station in DeLand
 - Mr. Heffinger responded that they have met with Amtrak and showed them construction plans. Amtrak's construction will start after SunRail's construction is complete.
 - Mr. Werbiskis inquired about future discussion points on weekend limited service to Sanford and DeLand where tourists are frequent.
 - Mr. Heffinger mentioned funding is a major part and if Counties and/or Cities are willing to fund services, SunRail is willing to plan in the future.
 - Budget update showed Gallagher insurance increased its premiums from what was originally budgeted due to the federal mandate enacted by US DOT which raised the liability cap..
 - Mr. Muhaisen asked about weekend event service with standardize cost per station and readily available? Place this on the table for discussions for future planning.
 - Mr. Heffinger brought out we would need to look at miles and numbers of hours we would need to run the crew and trains. He is open to discuss further,

- Ridership overall increased 35% when comparing May of 2021 to May of 2020. The month of May 2020, ridership was reduced due to closures from the pandemic. March 2020 LYNX reduced regular bus service until May 11, 2020 and did not charge fare. Shortly after went to an approximate 90% schedule.
- Stations with most connectivity are Sanford, Winter Park and Aventura Health stations.
- Ridership on most LYNX routes that feed into SunRail stations on the Phase 2 alignment. Ridership on these routes was up about 45% total in May of 2021, compared to May of 2020.
 - Important to note, that comparing ridership with pre-COVID numbers there is overall decline. Overall ridership currently is down approximately 45%.

Agenda Item: Votran Bus Connectivity

Presenter: Kelvin Miller

- Ridership year to date is 6029 passengers which correlates to average of 32 passengers a day. This is an approximate 29% reduction of ridership over the same period last year.
- April, May, and June ridership have started to increase in comparison to the previous quarters. Hopeful this trend continues.
- Ms. Olore asked if Votran is also seeing an average of a 40% decrease.
 - Mr. Miller responded that fixed ridership is maintaining a downward average of approximately about 34%, and paratransit is down about 60% but these numbers are starting to come back.

Committee Member Comments:

- **No further comments.**

Meeting adjourned: 2:54 p.m.

Next meeting: Scheduled for Wednesday, July 14, 2021, at 2:00 p.m., Virtual Forum and at LYNX Central Station, Second Floor Open Space, 455 N. Garland Avenue, Orlando

A photograph of a SunRail train at a station, overlaid with a semi-transparent blue filter. The train is white with yellow and blue stripes. In the background, there are multi-story apartment buildings. A signal light and a track sign are visible in the foreground. The word "WELCOME" is written in large white letters, flanked by yellow brackets.

[WELCOME]



PLEDGE OF ALLEGIANCE

(Please Stand)

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



TITLE VI

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

ROGER MASTEN

SunRail Title VI Coordinator

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Sanford, Florida 32771

Roger.Masten@dot.state.fl.us

JACQUELINE PARAMORE

State Title VI Coordinator

605 Suwannee Street, Mail Station 65

Tallahassee, Florida 32399

CHAIR'S REPORT

Tawny Olore, P.E.



WELCOME ABOARD NEW TAC MEMBERS



Crissy L. Martin



Sarah Larsen



Stephan Harris



PROPOSED 2022 MEETING DATES

- DATE – Wednesday, January 12
- DATE – Wednesday, April 13
- DATE – Wednesday, July 13
- DATE – Wednesday, October 12
 - 2:00 p.m.



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

FREE SUNRAIL TO AND FROM CITY OF ORLANDO MATCHES
FOR FREE
Must be purchased for 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

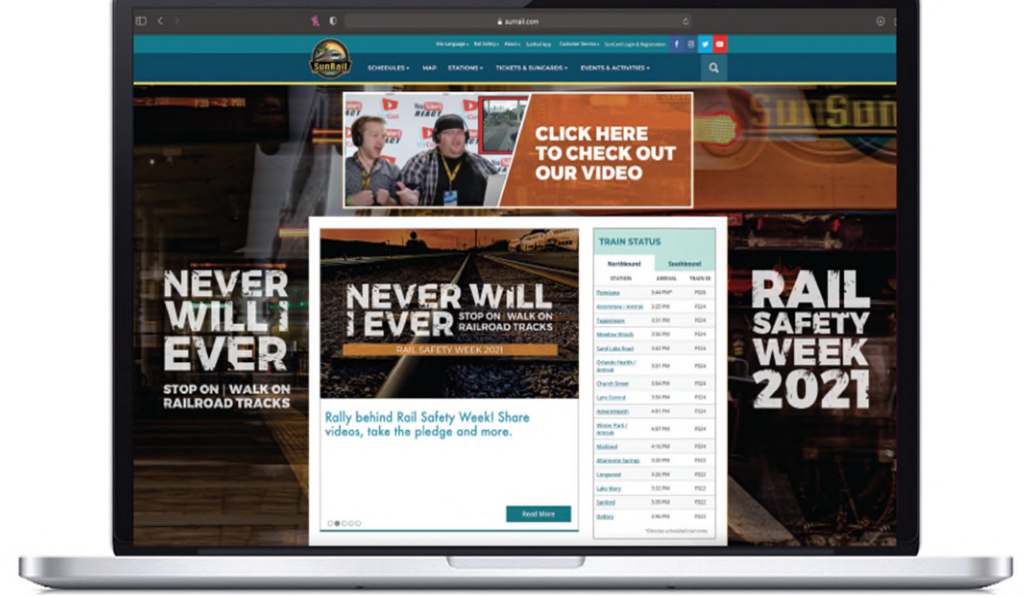
SEPTEMBER 20 - 24

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
- 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

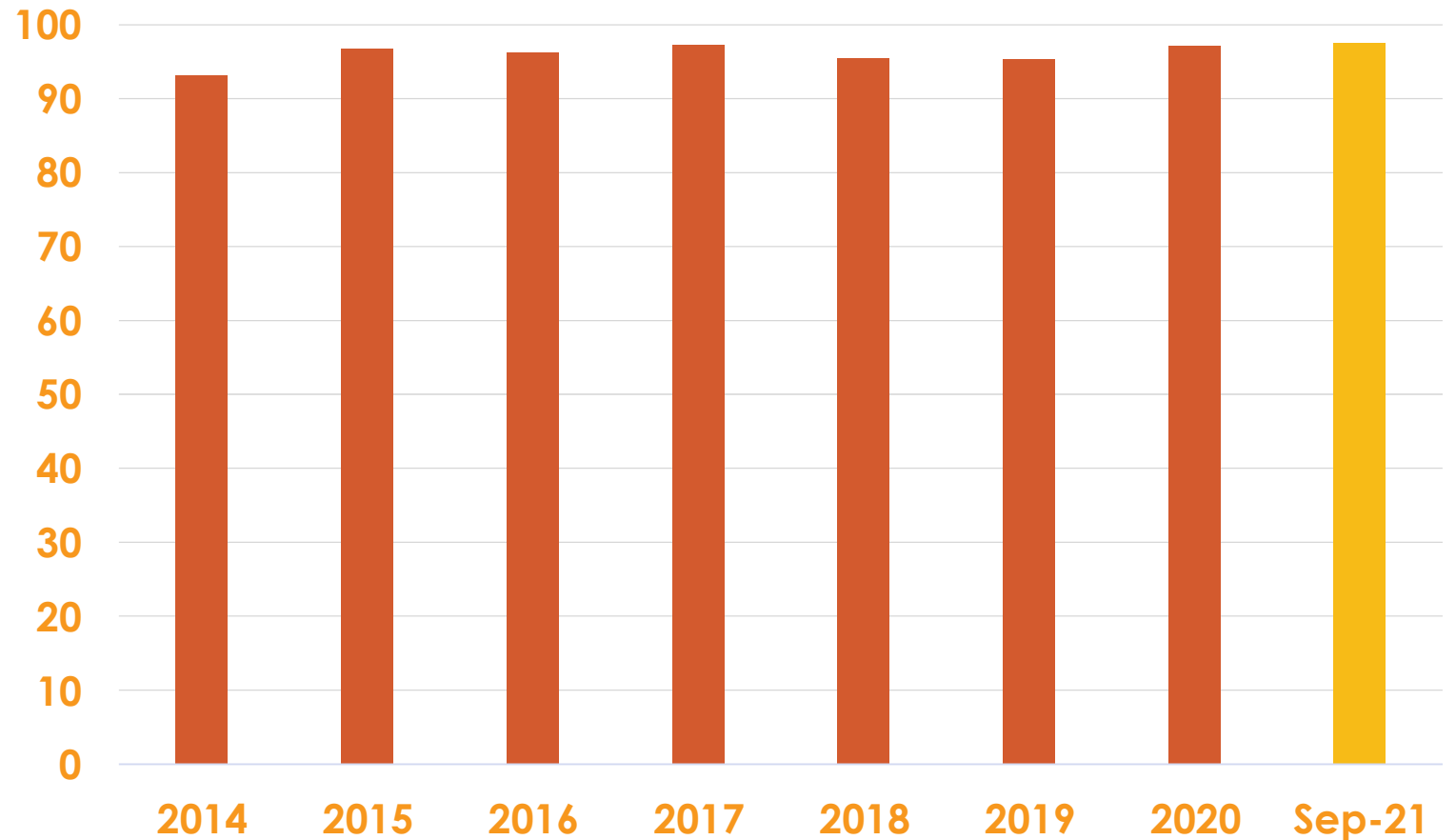
ON-TIME PERFORMANCE AVERAGE

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

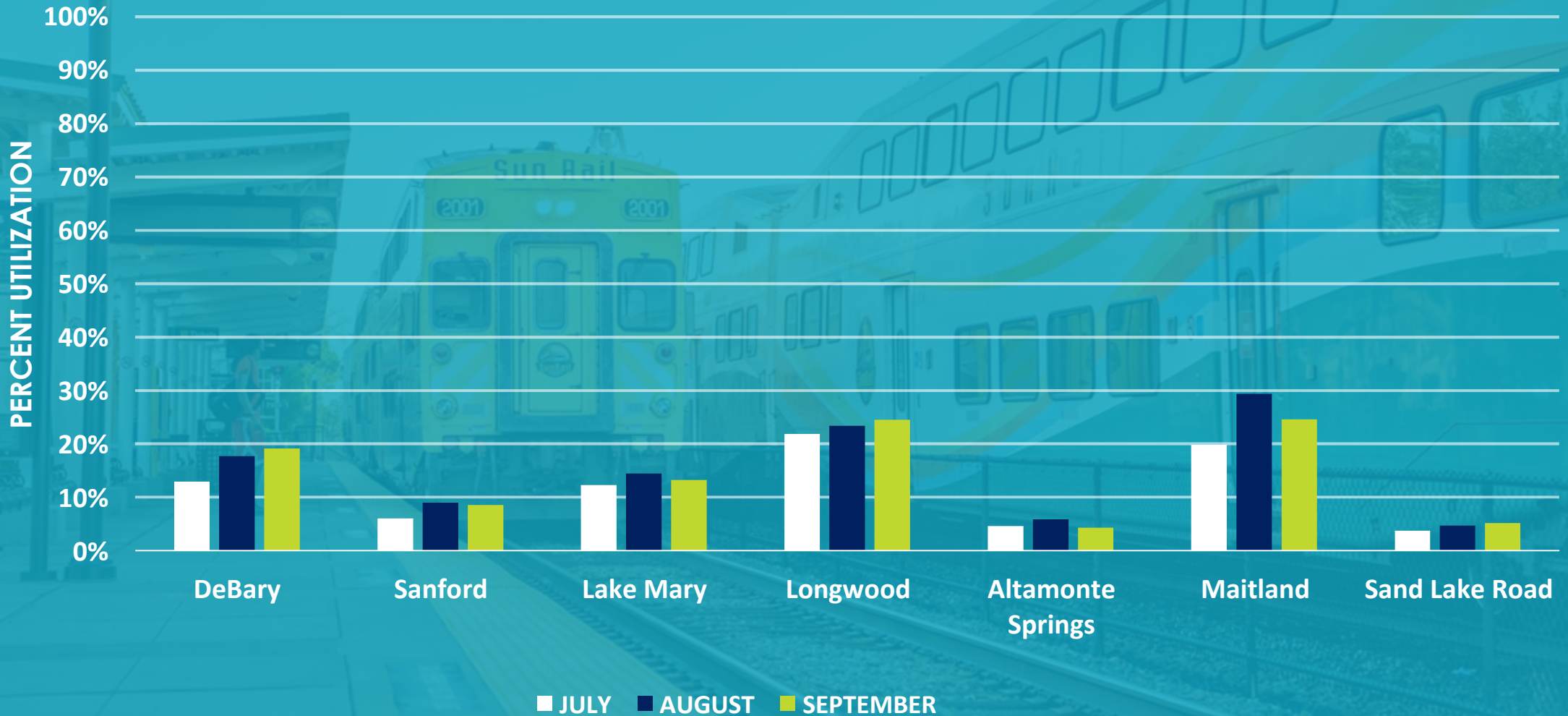
BOARDINGS BY STATION

Ridership July - September 2021



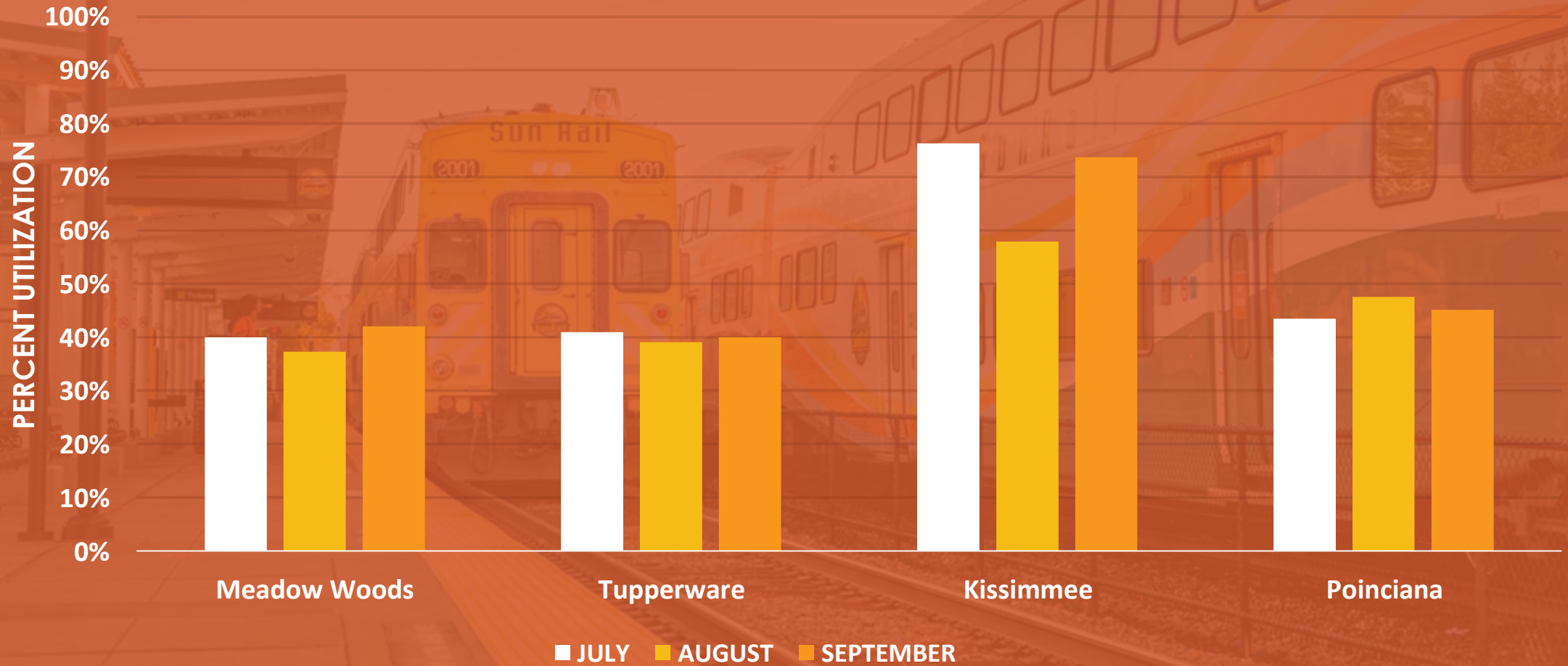
IOS STATION PARKING

July 2021 – September 2021



SOUTHERN EXPANSION STATION PARKING

July 2021 – September 2021



REVENUE INCIDENTS BY CITY/COUNTY

July 2021 – September 2021

■ SunRail ■ Amtrak ■ CSX



FY21/22 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 SEPTEMBER 30, 2021	
BUDGET	ACTUAL
\$ 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

FY21/22 OPERATING BUDGET UPDATE

OPERATING REVENUE

ANNUAL BUDGET

YEAR TO DATE SEPTEMBER 30, 2021	
BUDGET	ACTUAL

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

\$ 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
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LYNX CONNECTIVITY

LYNX Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area

SUNRAIL STATION	Fiscal Year 2021												ANNUAL DAILY AVERAGE
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Days of Operation	22	19	22	19	20	23	22	20	22	22	22		233
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
Total - All Stations	871	1,182	1,152	1,122	1,029	1,127	1,017	1,117	976	1,022	1,150		1,070
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]

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
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	21	253
Total Monthly Ridership	827	616	664	478	561	542	753	788	800	1,049	1,120	896	9,094
Avg Daily Ridership	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



Transition Update

Michael DePallo



Project Status Update

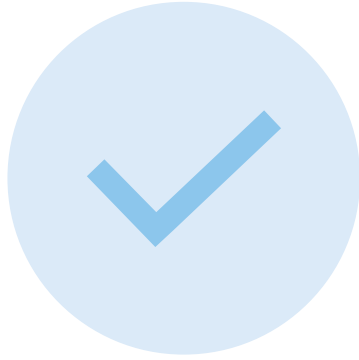
October 13, 2021
2 pm

Technical Advisory
Committee Meeting

SunRail Transition Plan Consulting Services



Today's Discussion Items



UPDATE ON TRANSITION
ANALYSIS



REVIEW RISK REGISTER
SURVEY AND ASSESSMENT

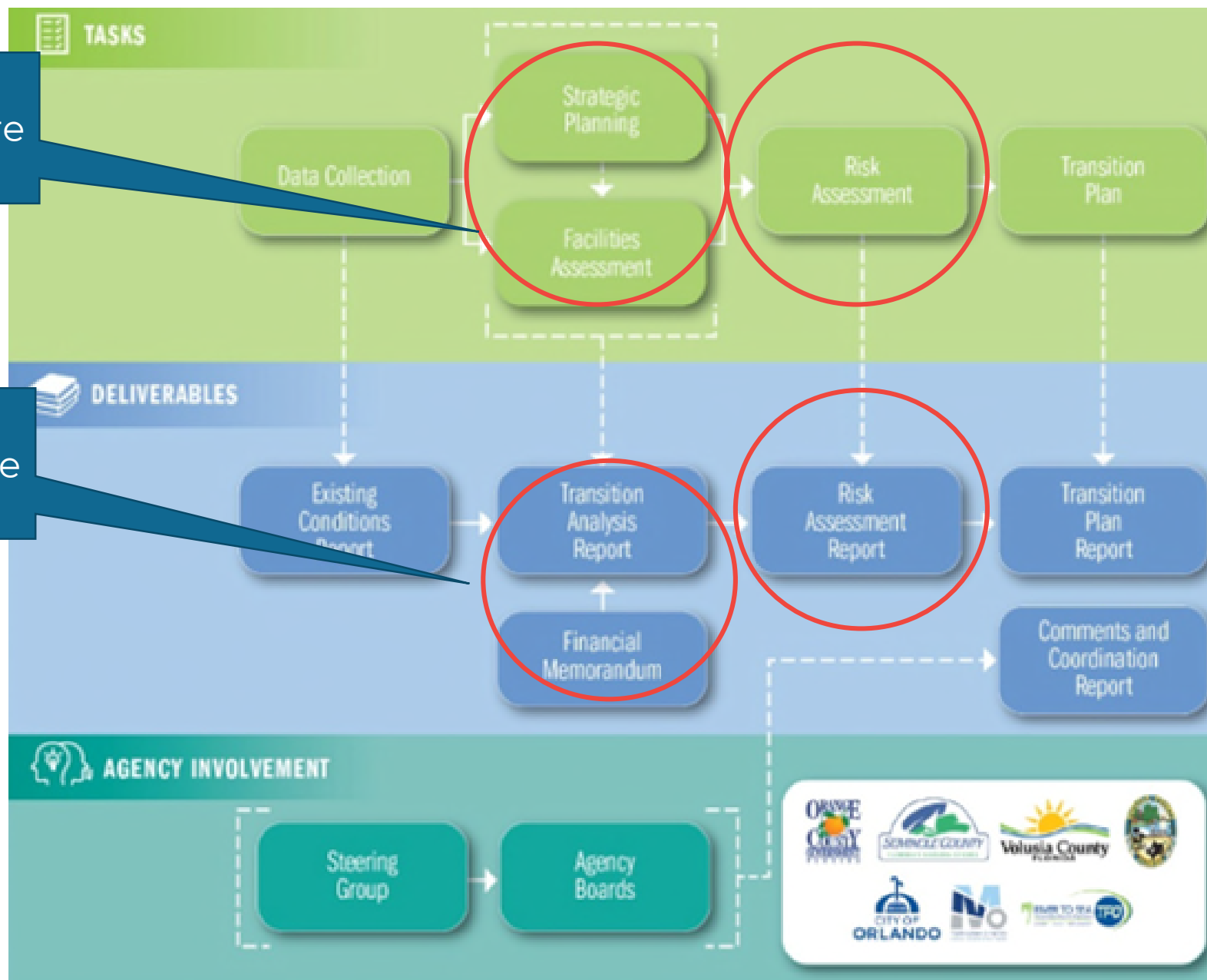


SCHEDULE UPDATE

Transition Study Process – Current Status

We are here

We are here



WSIP



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

TRANSIT
COOPERATIVE
RESEARCH
PROGRAM

Sponsored by
the Federal
Transit Administration

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

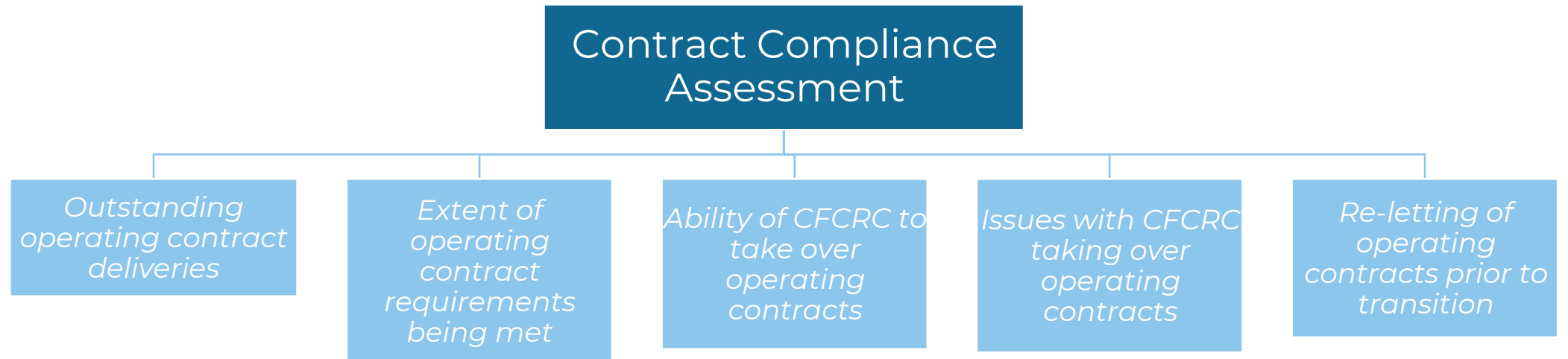


*The National Academies of
SCIENCES • ENGINEERING • MEDICINE*
TRANSPORTATION RESEARCH BOARD

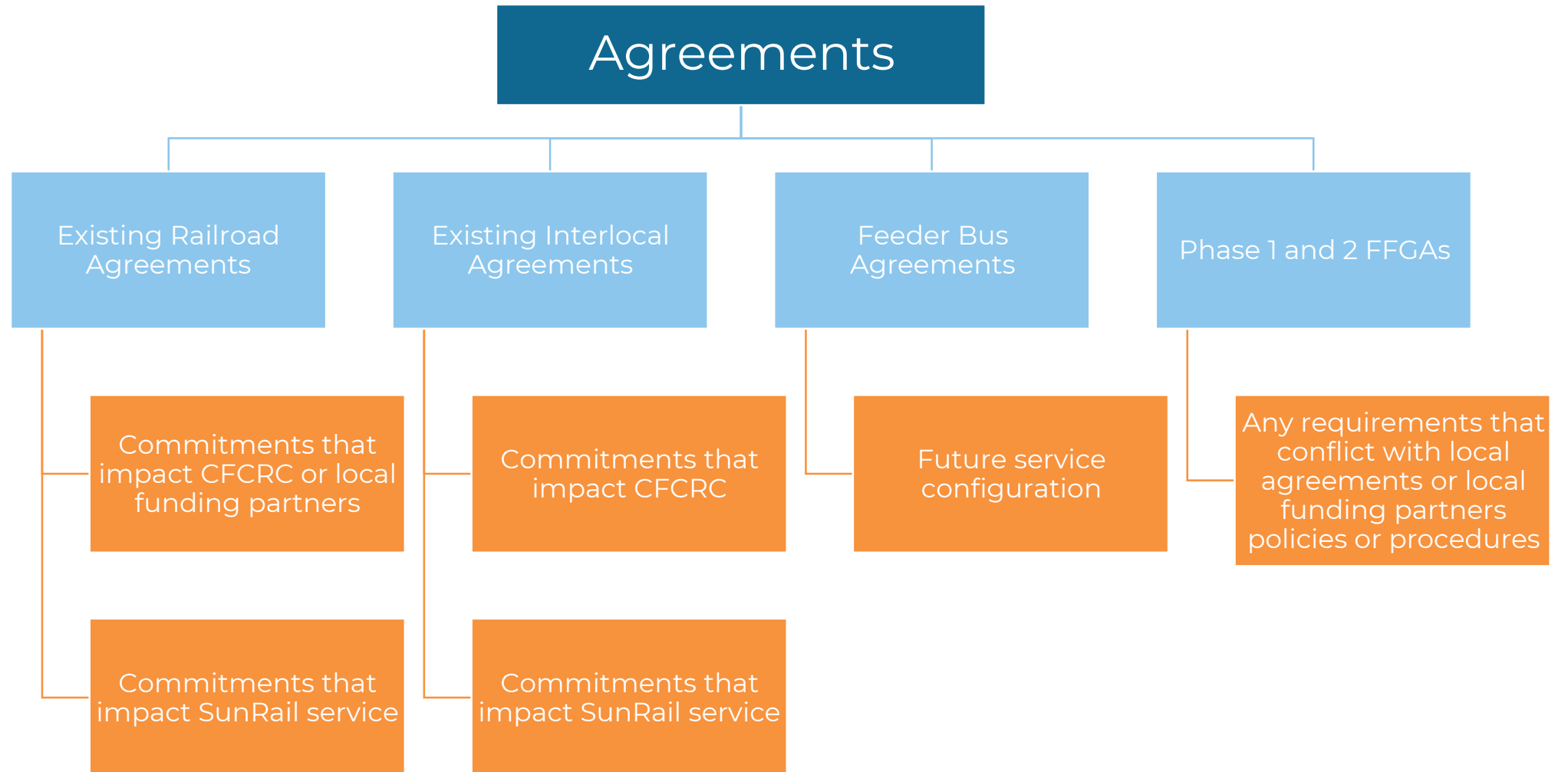
Added input from WSP rail system management experts



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

Validation of
SunRail's
Financial
Condition

Operations

Program
Management

Insurance

Capital
Maintenance

Staffing

Scenario
Analysis

Investigation of
Revenue
Options

Railroads

Farebox

Advertising

Leases

TOD/Value
Capture

Review of
Existing SunRail
Financial
Processes and
Procedures

Financial
Enhancement
Strategies

Fare System
Assessment

Benchmarking
Analysis

NTD Analysis

Financial
Analysis
Technical
Memo

Draft

Final



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, CFX
- 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



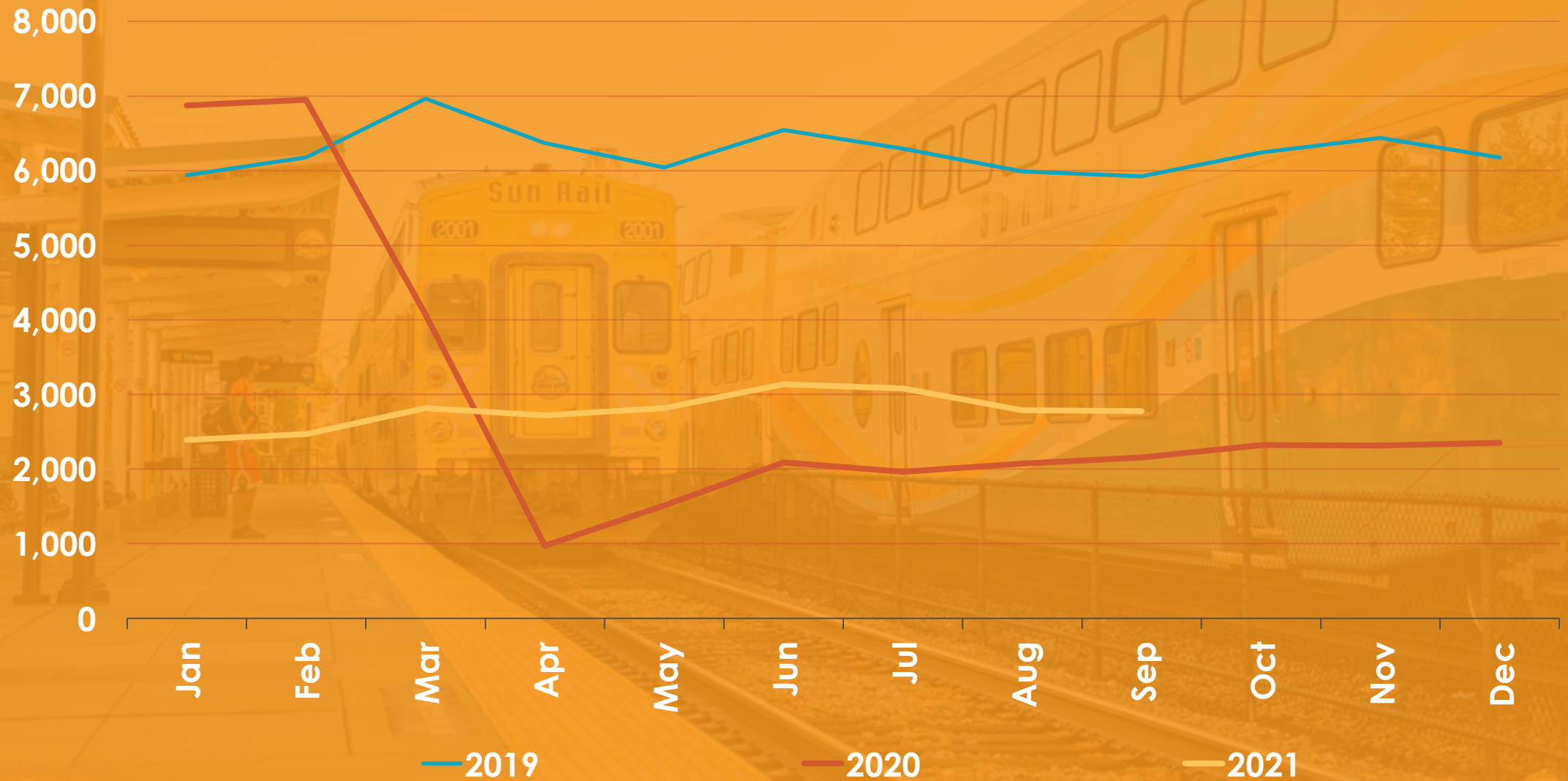
A photograph of a SunRail train stopped at a station platform, overlaid with a semi-transparent orange filter. The train is white with orange and blue accents, featuring the SunRail logo and the number 107. The platform has a modern design with a curved roof and a sign for 'Tupperware'.

SUPPORTING CHARTS AND DATA



AVERAGE DAILY RIDERSHIP

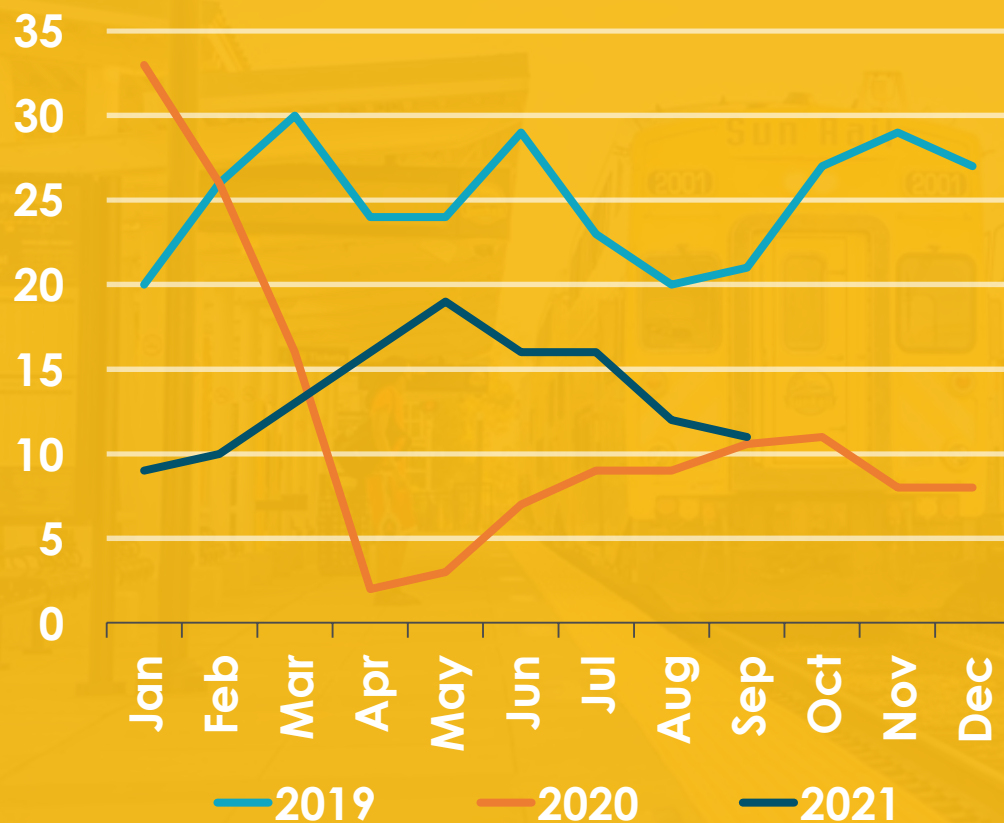
Jul – 3,080 | Aug – 2,788 | Sep – 2,788



ONBOARD STATS

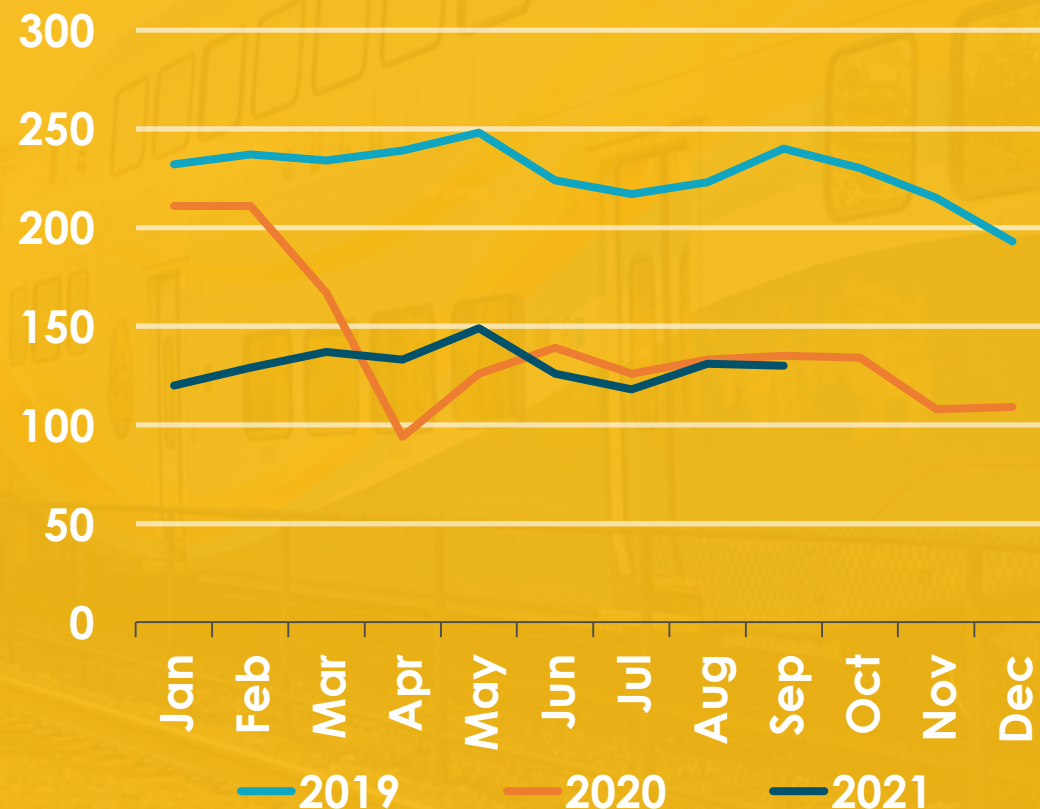
ADA

Jul - Sep Average: 13



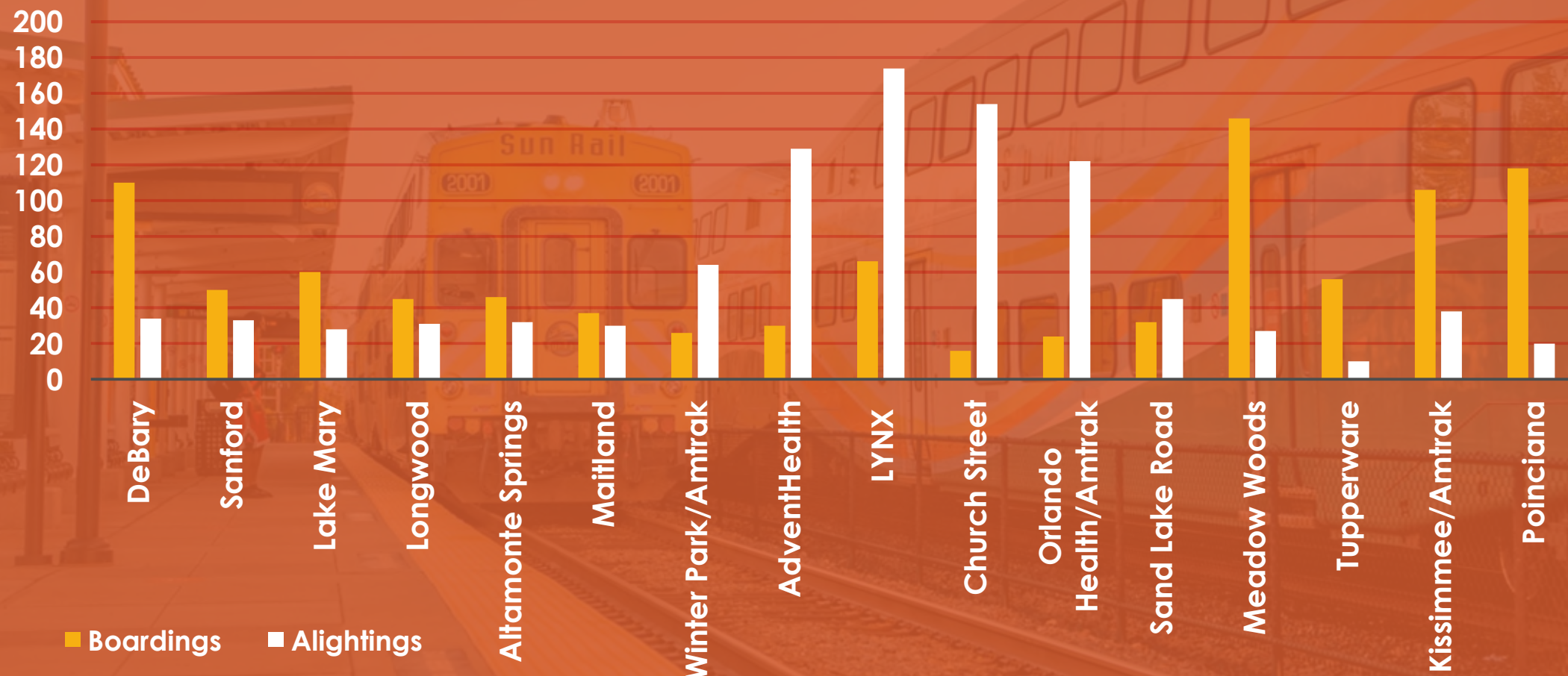
BICYCLE

Jul - Sep Average: 126



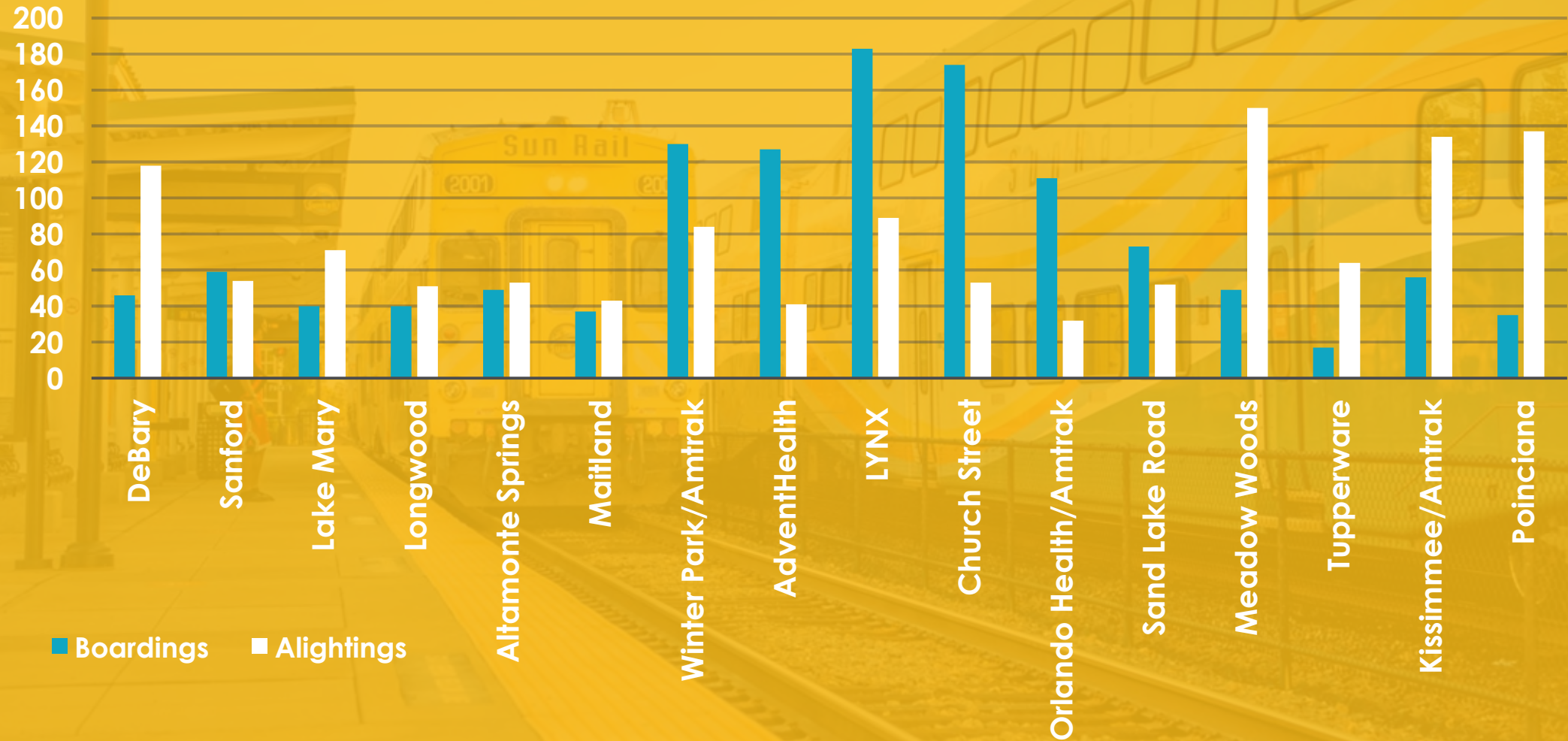
[BOARDINGS & ALIGHTINGS]

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



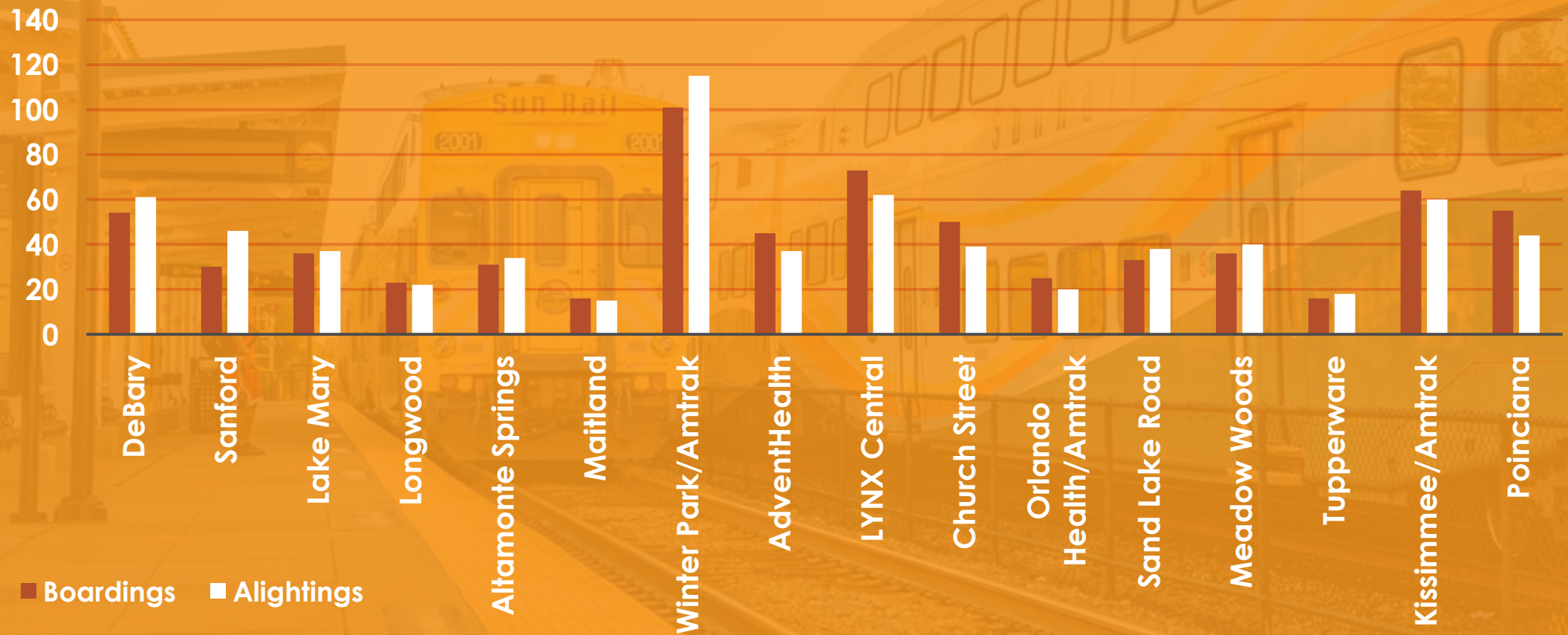
[BOARDINGS & ALIGHTINGS]

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



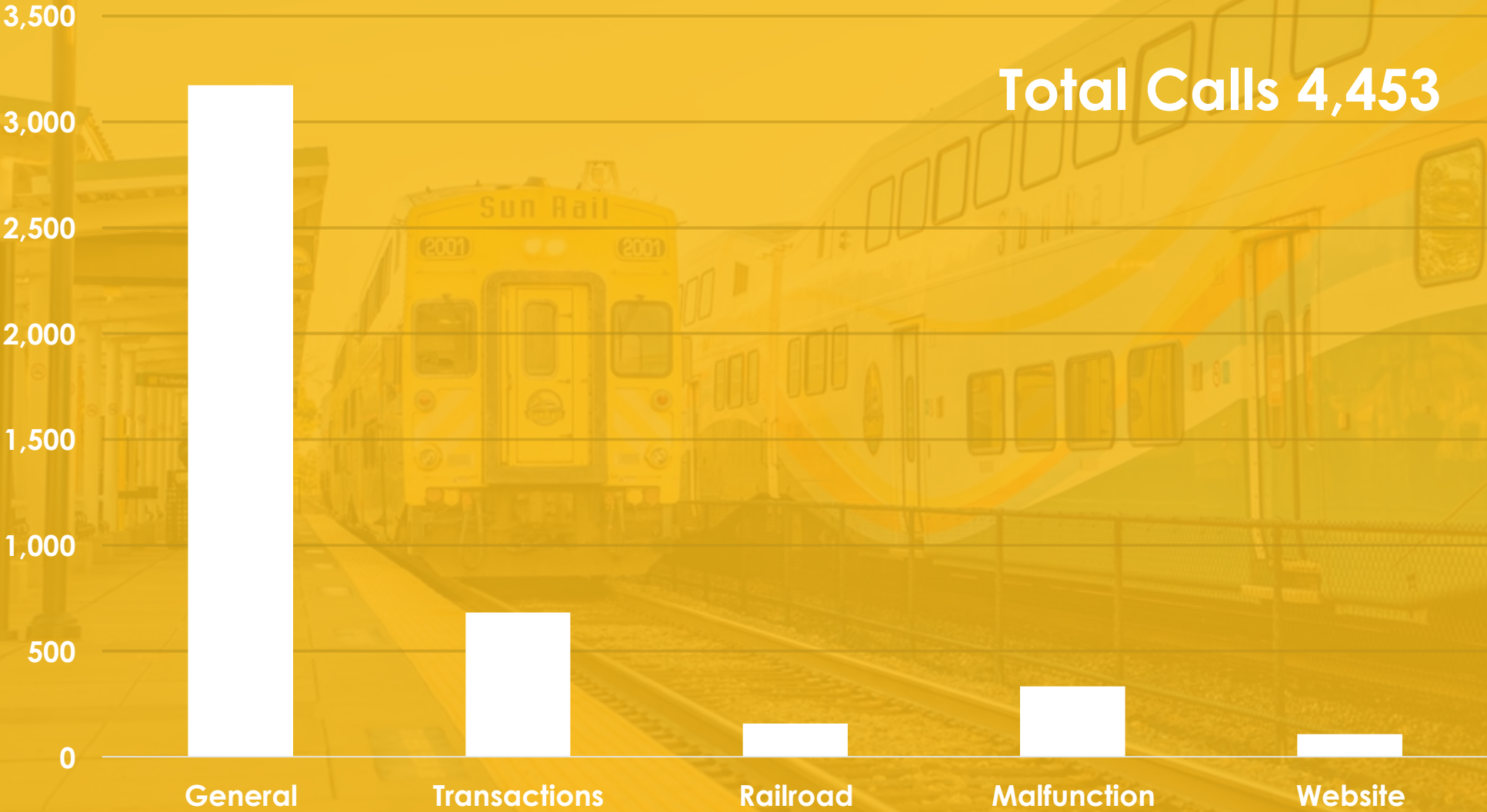
[BOARDINGS & ALIGHTINGS]

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

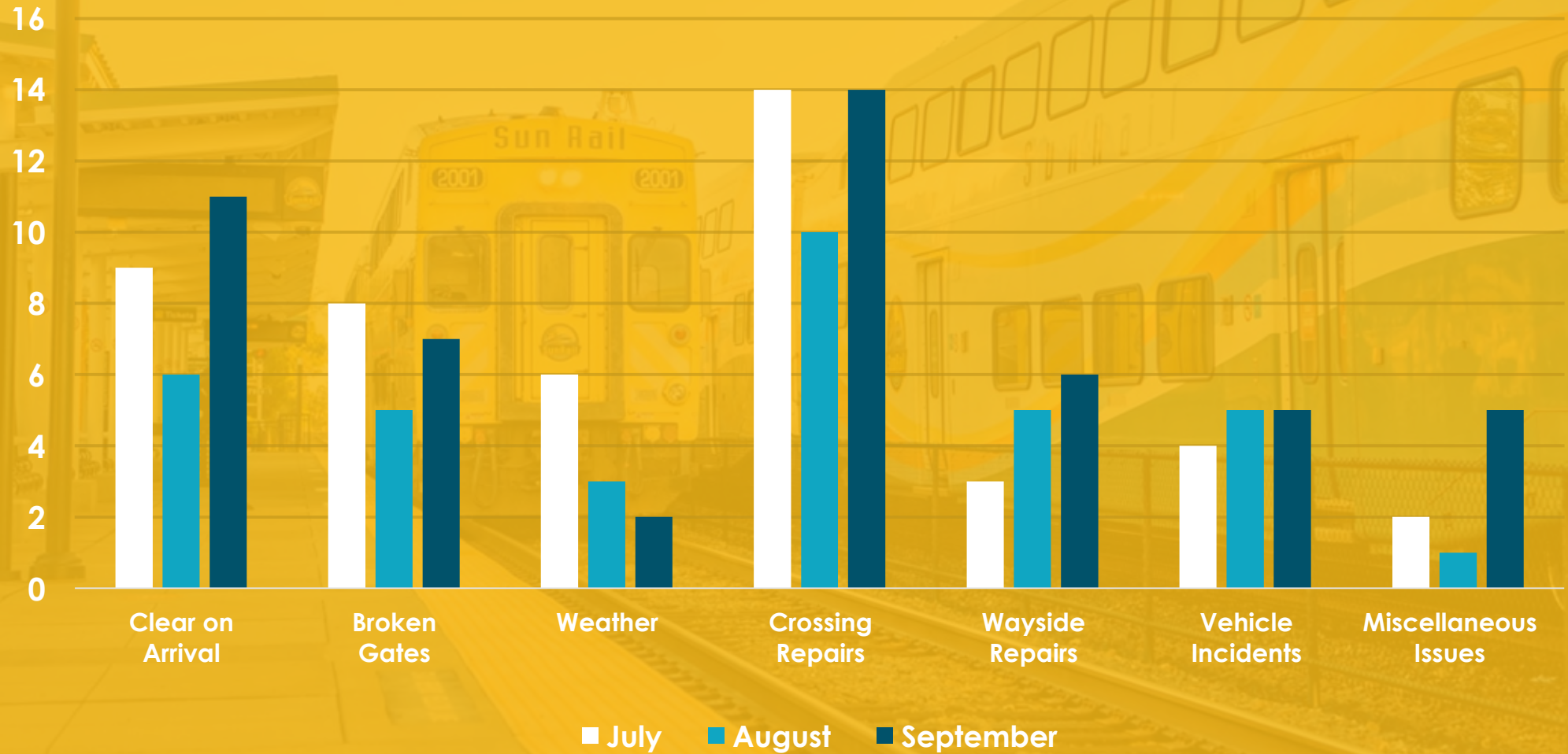
Train Performance Overview	Trains	Percentage
On-Time	2,442	93.9%
Late	113	4.3%
Annulled	45	1.7%
Total Trains Operated	2,600	100.0%

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%
Total (Rounded)		158	6.1%

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"> • Reviewing additional crossings for new Quiet Zone
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



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 SEPTEMBER 30, 2021	
BUDGET	ACTUAL
\$ 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

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

\$ 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

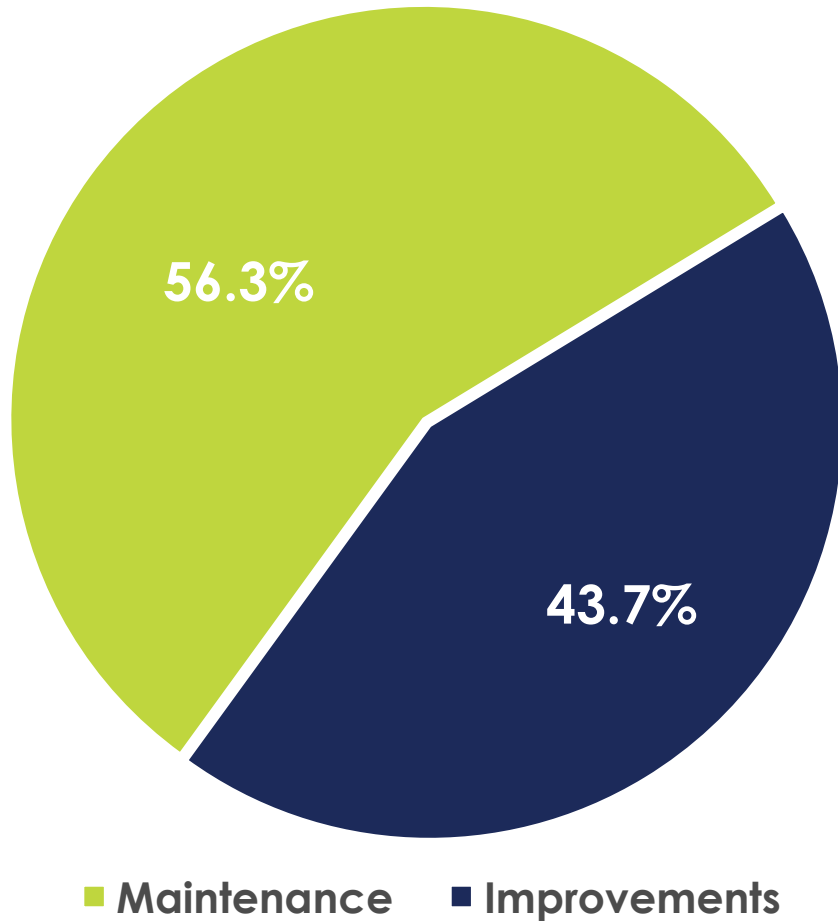
\$ 20,218,060	\$ 20,218,060
\$ 3,506,560	\$ 3,506,560

TOTAL OPERATING REVENUE

\$ 31,341,011

\$ 25,628,718	\$ 25,364,991
---------------	---------------

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

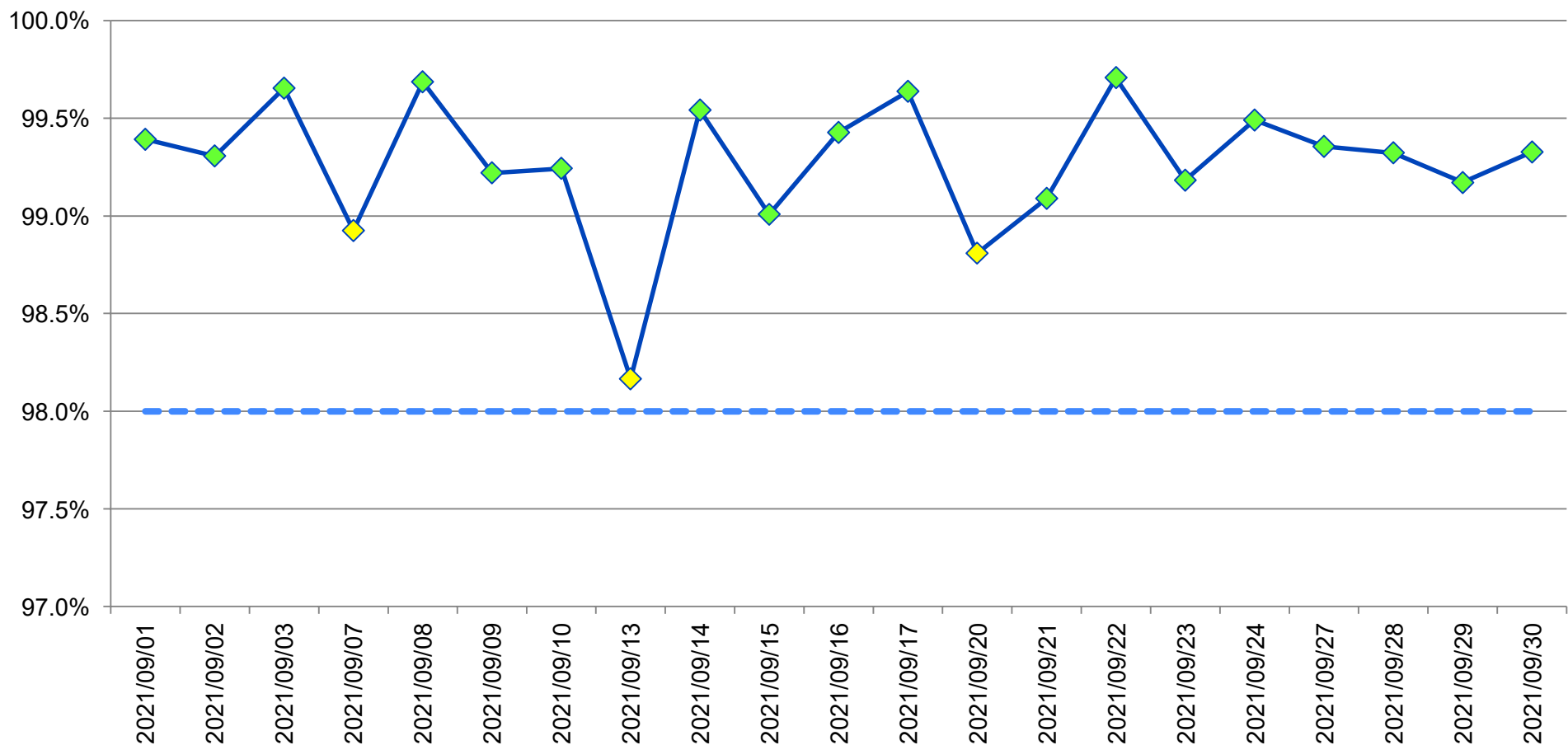
Device Availability (TVM)

Operation Hours = 18 hours, Mon-Fri

TVMs – 64

Target SLA – 98%

TVM Availability - September 2021



Availability target was met daily this month.

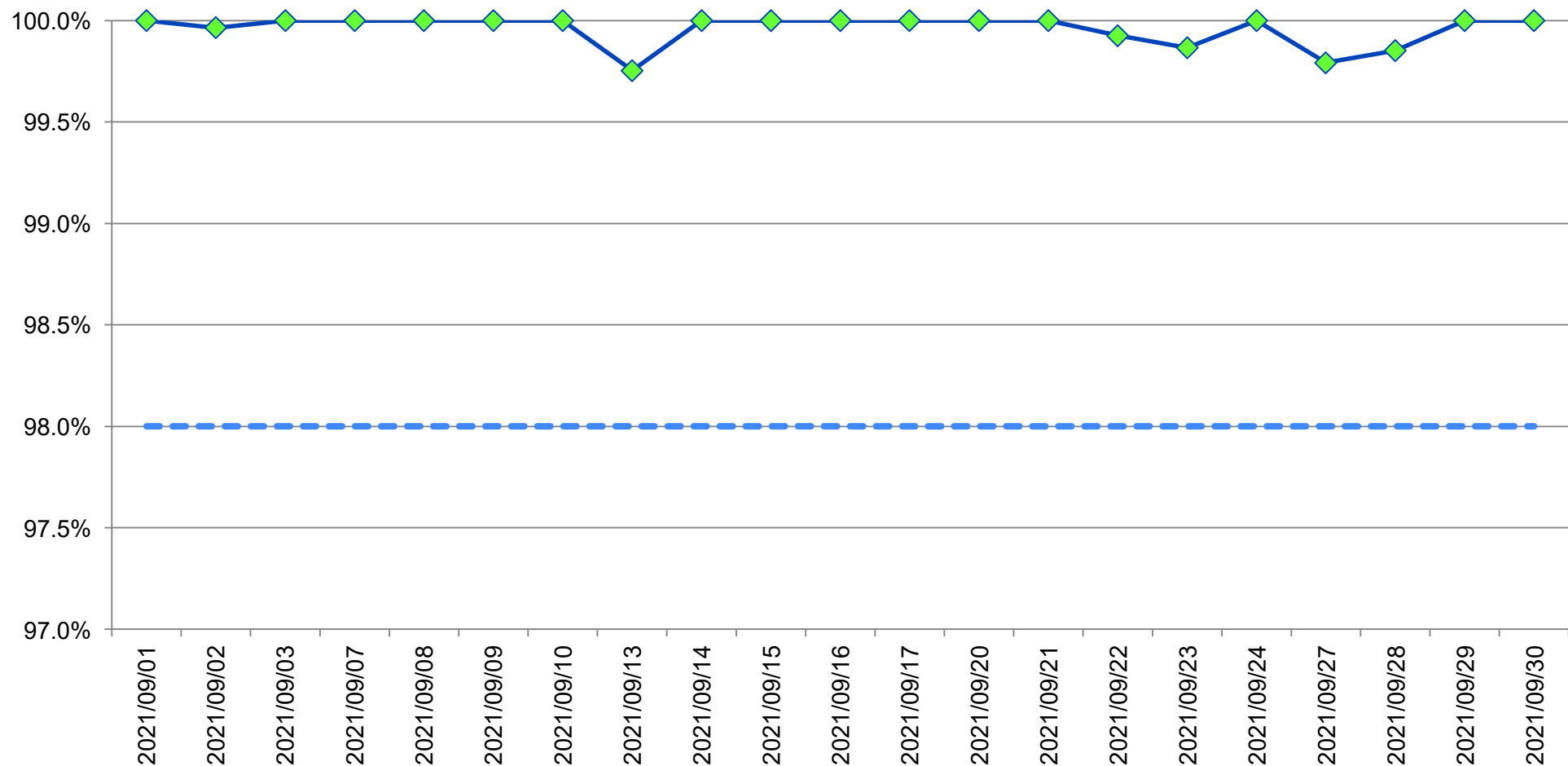
Device Availability (TVU)

Operation Hours = 18 hours, Mon-Fri

TVUs – 96

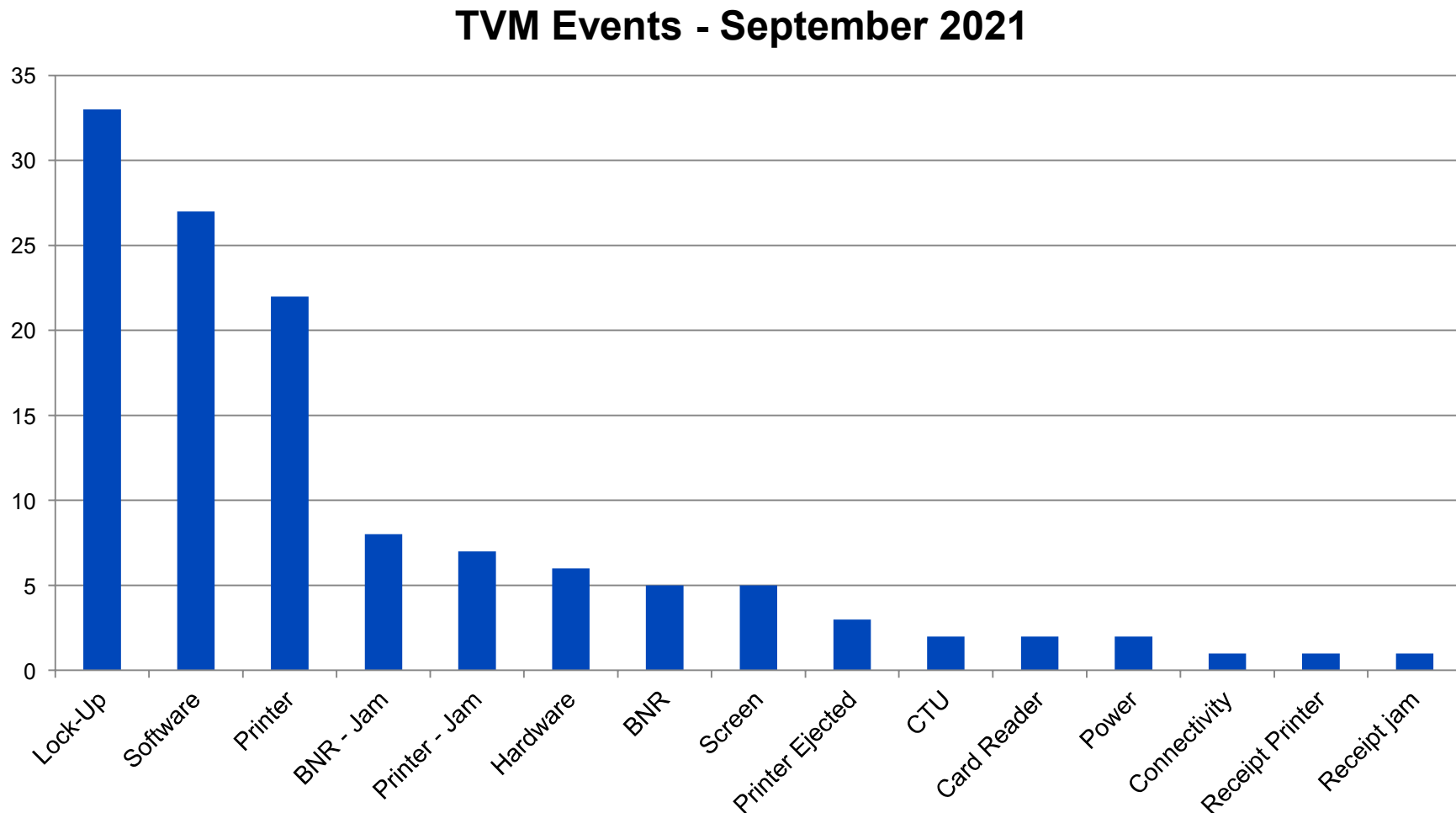
Target SLA – 98%

TVU Availability - September 2021



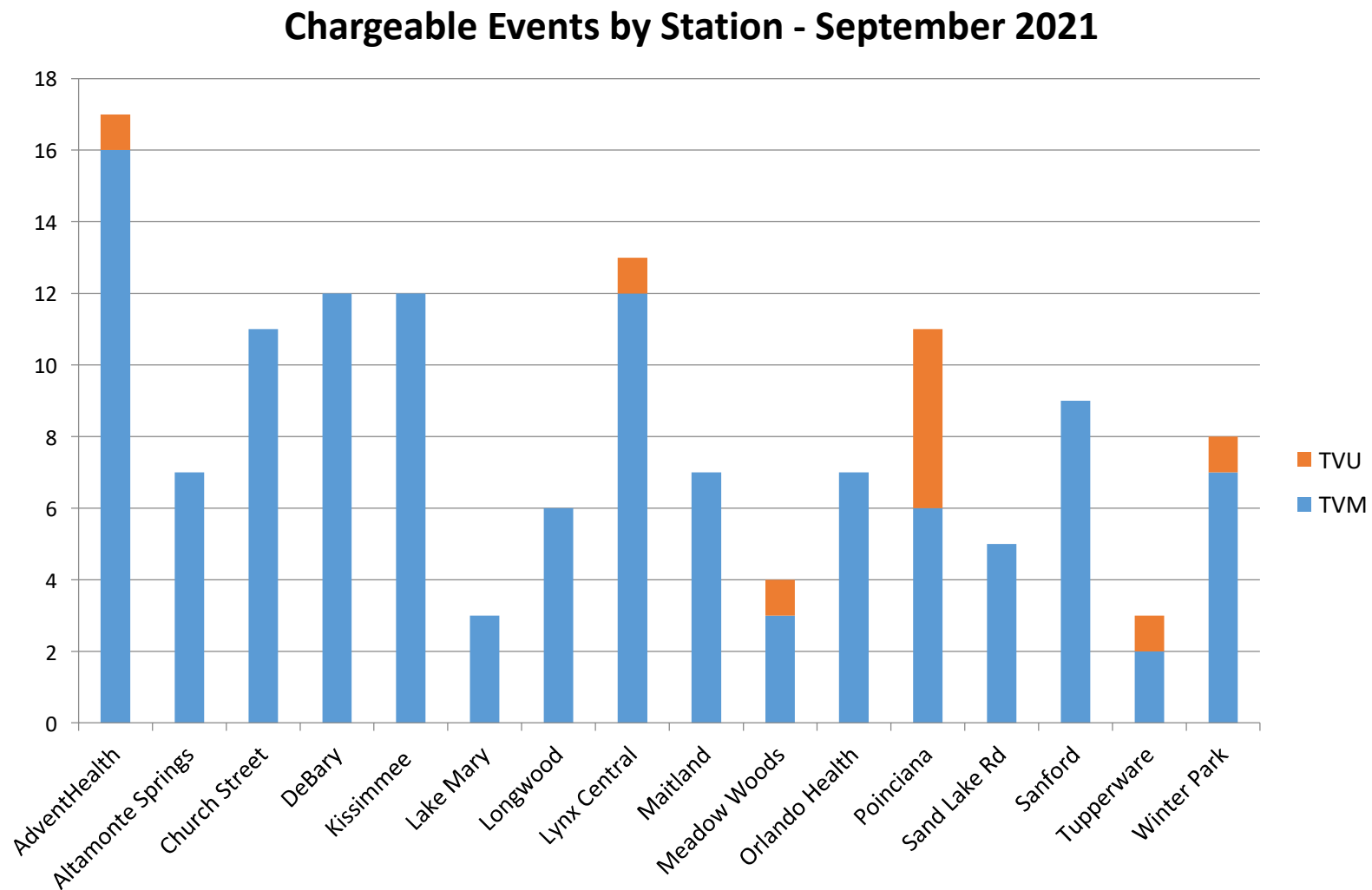
Availability target met daily this month.

Errors Found – Technical in Nature



Number of technical issues by key issue types.

Errors per Station



Number of TVM and TVU issues by station.





ONGOING OUTREACH

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

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

SAFETY OUTREACH INITIATIVES

Online Outreach

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

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 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