

CUSTOMER ADVISORY COMMITTEE

MARCH 31, 2022





Central Florida Commuter Rail Commission

Customer Advisory Committee

Date: March 31, 2022
Time: 5:00 p.m.
Location: FDOT/GoToWebinar Host

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
- II. Welcome/Confirmation of Quorum**
 - a. Nadia - Teleconference Roll
- III. Chairman Remarks – James Grzesik**
- IV. Information Items**
 - a. January 6, 2022, Meeting Minutes Posted Online
- V. Public Comments**
- VI. Discussion Items**
 - a. Agency Update – Charles M. Heffinger, Jr., P.E. FDOT/SunRail, Chief Operating Officer
 - b. Bus Connectivity
 - i. LYNX – Bruce Detweiler, Interim Director of Planning & Development
 - ii. Votran – Ralf Heseler, Senior Planner



Central Florida Commuter Rail Commission

Customer Advisory Committee

VII. Transition Consultant Update

- a. Transition Update – Mike DePallo

VIII. Committee Member Comments

IX. Next Meeting - Proposed

- a. Next Meeting – June 30, 2022, 5:00 p.m. Location 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.

Customer Advisory Committee

January 6, 2022

5:00 p.m.

GoToWebinar Hosted by FDOT
LYNX Central Station

Attendees: Chair James Grzesik, Member Dorothy O'Brien, Member Luis Nieves-Ruiz, Member J. Gordon Spears, Member Edward Richter, Member Clark Quackenbush, Charles M. Heffinger, Nadia Hernandez, Mike Carman, Sandra Gutierrez, Patricia Ruffino, Bruce Detweiler, Ralf Heseler, George Gault, Bill Land, Linda Nesbitt, Regina Cargill, Michael DePallo, Dan Mazza, Alan Danaher, Ron Hartman and Tawny Olore.

Minutes

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

Pledge of Allegiance

Announcements: Chairman's Remarks

- This meeting being held virtually will be a workshop style meeting, and therefore, no action items/minutes approval will be handled.
- There has been a lot of activity in SunRail. It is still operating during Covid from DeBary to Poinciana and back. Future expansion to DeLand is being discussed, the community is taking over the operation of SunRail and there are ongoing discussions of future expansion to include nights, weekends and providing service to Orlando International Airport.

Action Item:

- No action items taken.

Agenda Item: Information Items

Presenter: James Grzesik

- September 30, 2021, Meeting Minutes are posted online.

Public Comment:

- No Public comments were made.

Agency Update:

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

- General Updates
 - Phase II North was advertised on June 29th and the civil works contract was awarded to Herzog Contracting Corp. for \$35M (originally estimated at \$22.9M).
 - The contractor had some increases in pricing due to a number of factors including the rise in gas prices in the last six months that has affected manufacturing, the rail has almost doubled, steel mills did not get started back up due to COVID, and supply chain issues.
 - Another contractor that bid on the project is protesting the contract awarding. A hearing will be held to discuss their concerns. It is not an anomaly to have a contractor protest. A contractor was chosen from four firms that turned in proposals.
 - The signal contract could not be awarded since it has a stipulation that states that the signal contractor must be a member of the Brotherhood of Railroad Signalmen, a union representing rail signal employees. To be a member, the contractor must be running a railroad. The only contractor with these requirements is Herzog. After advertising and putting it out for bidding twice, it was determined to enter into an agreement directly with Herzog. Since there is actual current to-date pricing available, this presents a good opportunity for negotiation.
- Special Service on MLK Day
 - SunRail will run on MLK Day for the first time since operations began 7 years ago.
 - SunRail entered into an agreement with the Orlando Magic. In the past, SunRail supplied the funding to run an extra Southbound train at 10:30 pm. The last train goes out at 9:06 pm now. This extra train will start running again on January 17th and will cover the last 15 home games. The Orlando Magic has agreed to supply the funding this year. SunRail is working proactively with the Magic in the

hopes to run the Southbound train for all the 41 home games next year.

- **Group Rides**
 - There have been a lot of group rides including a recent one with 137 people. Group rides receive a single ticket for the group, reducing the confusion of each individual having to tap on and off. It has worked well for school field trips and groups from retirement homes.
- **Mobility Week**
 - Mobility Week in 2021 ran from October 29th – November 5th. FREEky Friday was held on October 29th and had the highest ridership since February 2020, with 4,614 riders.
 - SunRail merchandise was sold on November 2nd in Winter Park. They have also been selling it at the Kissimmee Farmer's Market and other locations along the corridor.
- **Black Friday Sale**
 - SunRail ran on Black Friday with a BOGO promotion available, encouraging people to bring a companion to ride for free. The destination ideas supported local businesses and they were promoted in social media.
- **Celebrating with SunRail**
 - During the month of December, the trains were decorated with festive train graphics in celebration of the holidays. They also had "Traindeer Games" and special merchandise available for purchase.
- **National Grant Winner**
 - Pam McCombe, who heads up the Safety Team and has 40 years of experience in rail safety, helped to secure the Operation Lifesaver Safety Education Grant for \$20K. These funds have been used for life savers safety education and trespassers. SunRail has been successful in obtaining this grant for the last three years.
- **Social Media**
 - People can follow SunRail in Facebook (now Meta), Instagram, and Twitter to stay updated about train trivia, fun trips, community happenings near the stations, safety tips, and more. They can use the tag @RideSunRail. Influencers, local news anchors, and bloggers are following as well.
 - Mr. Heffinger proceeded to show a video with pictures that people take and tag SunRail.
- **Capital Projects**
 - Work on the Lake Monroe Drawbridge is in progress with a three-phase power installation near completion. Signal upgrades have been done at the Tender House. Pile cutoffs, debris removal and lightning protection systems have been completed. Water removal and fender pile repairs are in progress.
 - The installation of handrails and a new walkway was completed at MP 809.7 bridge and new walkways and structural repairs will be done at MP 784.3 CFRC bridge over US 17/92, during the first quarter of 2022.
- **On-Time Performance (OTP) Average**
 - Actual OTP for the months, September through November 2021, was 96.1%. Contractual OTP was 99.2%. Goal is 95%.
 - There were six incidents with trains that occurred during this period. They have had several incidents where people, most likely using navigation instructions, turn right and continue to drive onto the train tracks by accident.
- **Fare Collection System**
 - Moovel is the new contractor. A smooth transition to the new system is expected. The systems will work side by side simultaneously until the transition to the new system is completed.
- **PTC Success**
 - Year to Date PTC Active Operating Percentage:
 - SunRail – 99.5%
 - CSX – 99.3%
 - Amtrak – 98.4%
 - With PTC, each train has a GPS and is tracked and followed with a computer. If the system detects that the trains will collide, it stops the trains and prevents the collision. It also computes the stopping distance and stops the train if it detects that it is going over the speed limit when it's about to go around a curve. PTC takes the human error out when operating a train.
- **Revenue Incidents by City: Six major incidents**
 - September 7th: Amtrak hit an empty vehicle at Georgia Ave.
 - September 13th: CSX hit a trespasser near Magnolia St. A passenger riding the Amtrak train jumped off between the vehicles and was run over multiple times, near the Sand Lake Road Station.

- September 29th: SunRail hit a forklift when they made a right turn, but the road was backed up due to traffic. This resulted in significant damages of about \$45K.
- November 12th: SunRail hit an empty vehicle in Lake Mary.
- November 22nd: SunRail hit a truck at Lake Mary, although this resulted in minimal damage.
- There was a fatality 2 weeks ago when a trespasser jumped in front of the train in Downtown Orlando at Jefferson St.
- Operating Budget
 - Mr. Heffinger stated that we are about halfway through our budget. We had a settlement agreement with Conduent, for fare equipment maintenance. They claimed to have done work based on the last 7 years of work, but were unable to prove it. The ticket boxes were running, which confirms they did the work, but they were not able to prove it.
 - As a result of COVID, insurance has gone down from a forecasted \$5M to \$3.8M due to the reduction in ridership that has been experienced industry wide.
 - The operating revenue was forecasted to be much higher with the possibility of COVID being over. With the recent outbreak of new COVID variants, the actual operating revenue has been lower. However, CSX and Amtrak were close to the forecasted budgets.
- Mr. Grzesik asked about funding expectations from the infrastructure plan approved by the Federal Government to expand quicker and provide more services.
 - Mr. Heffinger responded that since a route is not determined, it is not possible to apply for funding. There are a lot of suggestions for opportunities for growth and expansion. They need to prioritize these opportunities, so they are ready to apply for funding. They had \$33M in funding put aside by the Federal Transit Administration, but only \$22.5M were used. There is approximately \$25M that can be used for Capital Improvements projects.
- Mr. Spears asked about the Farebox revenue compared to the overall operating cost and how SunRail compares to other commuter rail systems across the country. He explained that this is an area that many people complain about, not realizing that this is a small fraction of the total operating cost.
 - Mr. Heffinger explained that the average fare price used to be \$2.19 for the rider, but it cost them \$35. They generate the funding due to the unintended benefits of rail at the 16 stations, and transit-oriented developments at these stations. He used the Tupperware and DeBary Stations as examples. They estimate there are around three billion dollars' worth of developments that have been generated due to these stations. All the taxes generated by these developments are much higher than the mere cost to operate SunRail.
 - Mr. Spears clarified what his question was and requested more information for the next meeting. Mr. Heffinger will find these numbers and report back.

LYNX Bus Connectivity:

Presenter: Bruce Detweiler

- Mr. Detweiler introduced himself as the Interim Director of Planning for LYNX.
- Ridership was down 27% compared to 2020, primarily because there were a few months of pre-COVID ridership.
- Ridership during October was 47% higher than the previous year and there was an increase of 8% in November, compared to last year. There has been a general increase in ridership in 2021.
- The stations that are the busiest continue to be Sanford, Winter Park, Advent Health, and Sand Lake Rd.
- There has also been an increase in usage for the fixed route services for the Feeder Bus (Phase 2 South routes). Route 155 had a 102% increase. Others have seen a decline, and they are looking into this to determine how best to optimize feeder bus services.
- Mr. Spears commented that the LYNX drivers are ignorant of the fact that transfers from the SunRail station are free. Some drivers have requested for him to pay the fare, and he has had to explain that the transfer is supposed to be free.
 - Mr. Detweiler said that he would reach out to their training department and suggested should this happened again to note the driver's badge number, time and route number, and report it to customer service so the driver can receive additional training.

Votran Bus Connectivity:

Presenter: Ralf Heseler

- Mr. Heseler introduced himself as Senior Planner for Votran.
- Votran's average daily ridership has decreased during October and November by two riders per day (about six percent). COVID might be part of the reason for the decrease.
- They will continue with their outreach efforts to educate people about the value of riding the train and using their services to connect to the train.

Transition Consultant Update:**Presenter:** Mike DePallo

- Transition Study Process
 - A flow chart was presented showing the current status in the process for tasks, deliverables, and agency involvement.
 - WSP completed the data collection task and is currently working on strategic planning, facilities assessment, risk analysis, and transition plan analysis.
 - The Existing Conditions Report deliverable has been completed and WSP is working on the Transition Analysis Report and Risk Assessment Report. The initial Risk Assessment Report has been completed and posted and will be followed by the Final Transition Plan Report.
- Mr. DePallo talked about the 7 components of the Transition Analysis Framework. It starts with lessons learned from all the commuter rail systems in North America and ends with the agency analysis.
 - Lessons Learned included:
 - Most commuter rail operations involving multiple jurisdictions designate a single entity to be in charge, like Caltrain in California and Trinity Railway Express in Texas.
 - Many agencies transitioned from existing commuter rail operations, like SEPTA in Philadelphia.
 - Public track ownership offers flexibility for non-legacy commuter rail agencies.
 - Transit operation makes sense due to the familiarity with FTA and FRA.
 - Many agencies shifted governance structures after service initiation, like Cal Train and MARC in Maryland.
 - When existing commuter rail is integrated into another agency, great care was taken to consider the culture blend and staff cohesion.
 - Budgets need to be firmly established and provisions made for equitable and consistent sharing unanticipated costs among the sponsoring agencies.
- Contracts/Agreements Analysis
 - Operating Contracts
 - FDOT has extended most operating contracts to mid-2024 or later.
 - If the funding period ends in 2024, some critical contracts should be either re-procured by FDOT prior to transition or CFCRC should commence procurement one year prior
 - Scope of operating contracts are being reviewed for the potential to bundle work packages under fewer contracts to ease CFCRC's administrative cost.
 - WSP is reviewing several contractors' recent monthly reports, on-time performance reports, and inspection reports to look for repetitive failures or weaknesses.
 - Conduent contract has been terminated and FDOT has awarded a new contract to moovel. Conduent will maintain the software and hardware and provide hosting through the transition period.
 - Several operating contracts are "state participation contracts" or piggyback contracts. Whether CFCRC can participate in such contracts needs to be determined in the future.
 - Interlocal Agreements
 - The current intergovernmental agreements do not address the transfer of lease revenues and may need to be amended if FDOT agrees to transfer the funds to CFCRC.
 - CSX post-closing documents were obtained and are under review. These include the survey of the corridor, deed, and Joint Use Agreement.
- Staffing
 - A review of existing staffing for Operations and Program Management and the initial meetings with candidate outside agencies (CFX, LYNX, and Brightline) was completed.
 - Work to refine and update staffing profile for the following three options is ongoing. 1) CFCRC all internal; 2) CFCRC with contracted Operations; 3) CFCRC contracts with another agency to operate.
 - The completion of agency options and recommendations will be done in the future.
- Committee Structure
 - Completed: Identify and review role, membership, and operation of existing SunRail committees
 - Ongoing: Determining which committees and functions should continue after the transition and if new ones are necessary.
- Financial Assessment

- Completed: Overview of existing procedures to obtain revenue, National Transit Database reporting, and considerations for the transition of the fare system.
 - Ongoing: Finalizing the operating scenarios and costs of the staffing positions to be included in the five-year budget and assessing the costs and benefits to the finalized staffing options for the three potential operating scenarios.
 - Upcoming: Revising the financial analysis model and incorporating results from the governance scenarios.
- Fare System Analysis
 - Completed: Initial review of the conformed moovel contract.
 - Ongoing: Review of the current fare collection environment, systems, devices, and processes.
 - Upcoming: Identifying the schedule and implementation risks, moovel contract options assessments, and input for the Transition Plan.
 - Future: Development of a Concept of Operations, Fare policy and Title VI analysis, and implementation support during the transition.
- The Operational Analysis
 - Completed: Assessment of the State of Good Repair, Operating Rules review and assessment, Operational issues with FRA, and reviewed the FRA New Starts Requirements.
- Mr. Hartman, WSP Lead for the Governance and Agency Analysis Component of the Transition Analysis Framework, continued the presentation with the three agency options being evaluated:
 1. CFCRC - Fully staffed with O&M in-house
 2. CFCRC – Hybrid partially staffed with O&M outsourced to contractors.
 3. Incorporate SunRail O&M into another agency, CFCRC still existing.
 - The third option had other agency evaluation criteria that investigated different areas that include: legal, governance, financial, and organizational structure.
 - Each of the criteria was assigned points by the funding partners depending on the level of importance: one point for the lowest, two for average, and three for higher than average.
 - LYNX had the most points, making it the most aligned with the criteria. LYNX had 52.4, CFX had 47.8, and Brightline 49.4.
 - Mr. Hartman discussed the pros and cons for each agency and their staffing profiles that estimated the amount of people each agency would need to hire.
- Mr. Spears commented that he would like to see the LYNX and SunRail’s schedule more closely coordinated so the LYNX routes feed more effectively into the SunRail routes. Additionally, he would prefer LYNX to be the agency that SunRail moves forward with.
- Mr. Grzesik asked if the other two agencies would be evaluated in a similar way to LYNX and if they would be submitting similar proposals.
 - WSP clarified that they did have meetings with all three agencies. Since LYNX had a higher point score, the process went further, and they are focused on them.
- Mr. Grzesik also asked when they would see how the new fare collection system will look and work and will it be aligned with LYNX options.
 - Mr. Heffinger specified that one of the proposal requirements was that the systems would need to have interconnectivity between LYNX and SunRail to have a smooth transition. The goal is to have an App where people can have their tickets on their phones and the trains would have Wi-Fi and Bluetooth receptors to scan the tickets on the phones as people walk on the train. Getting the infrastructure would be the hard part.
- Mr. Quackenbush asked if Amtrak was a viable candidate agency for the transition. He also recommended to keep Votran in mind for the plans to continue expansion North into Volusia County.
 - Mr. Alan Danaher spoke on LYNX management there would have to be a service agreement similar to what they have had in the past with Volusia County to operate SunRail in that County. They are already having discussions about feeder bus improvements with the City of DeLand, DeBary, and local Stakeholders, particularly in DeLand. They understand the importance of Volusia County being provided the same level of service as the rest of the SunRail corridor.
 - Mr. Mike Carman explained that Amtrak is an inner-city rail of medium and long haul, so he does not think they would be interested in operating the SunRail corridor. It was added that they do operate some commuter rail and they could possibly act as a contractor for some functions.
- Mr. DePallo continued the presentation with the schedule update.
 - Financial Analysis Memorandum

<ul style="list-style-type: none"> ▪ Transition Analysis Report - January 2022 ○ Draft Transition Plan - May 2022 ○ Final Policy Board Briefings – July/September 2022 ○ Final Transition Plan – Fall 2022 	
Committee Member Comments: <ul style="list-style-type: none"> • Mr. Heseler thanked the Committee for thinking about them being on the front end of future plans, since it results in a very cohesive partnership for them. • Mr. Grzesik mentioned he saw the layout of the DeLand Station, and a bus loop will be built so busses can go in and out of the station with ease. It was also increased from 50 to 102 spaces. • Mr. Heffinger thanked everyone for taking the time to be part of the meeting. 	Presenter: James Grzesik
Next meeting is scheduled for Thursday, March 31, 2022, at 5:00 p.m., final location - TBD	
Meeting adjourned at 6:21 p.m.	

PLEDGE OF ALLEGIANCE (Please Stand)

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





TITLE VI

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

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605 Suwannee Street, Mail Station 65
Tallahassee, Florida 32399

WELCOME





CHAIR'S REPORT

JAMES GRZESIK

INFORMATION ITEMS

JANUARY 6, 2022, MEETING
MINUTES POSTED ONLINE





PUBLIC COMMENTS

AGENCY UPDATE

CHARLES M. HEFFINGER, JR., P.E.





SCHOOL IS OUT, SPIRIT IS IN

- **Presidents' Day Promotion**
- February 21, 2022
- Students and faculty ride FREE when they wear school merch
- High ridership day - 4,516





ORLANDO MAGIC TRAIN-TO-GAME

- Fans ride SunRail FREE to and from home games
 - Later southbound train for home games funded by Orlando Magic
 - Game nights are our top ridership days
-



SPRING BREAK SUCCESS

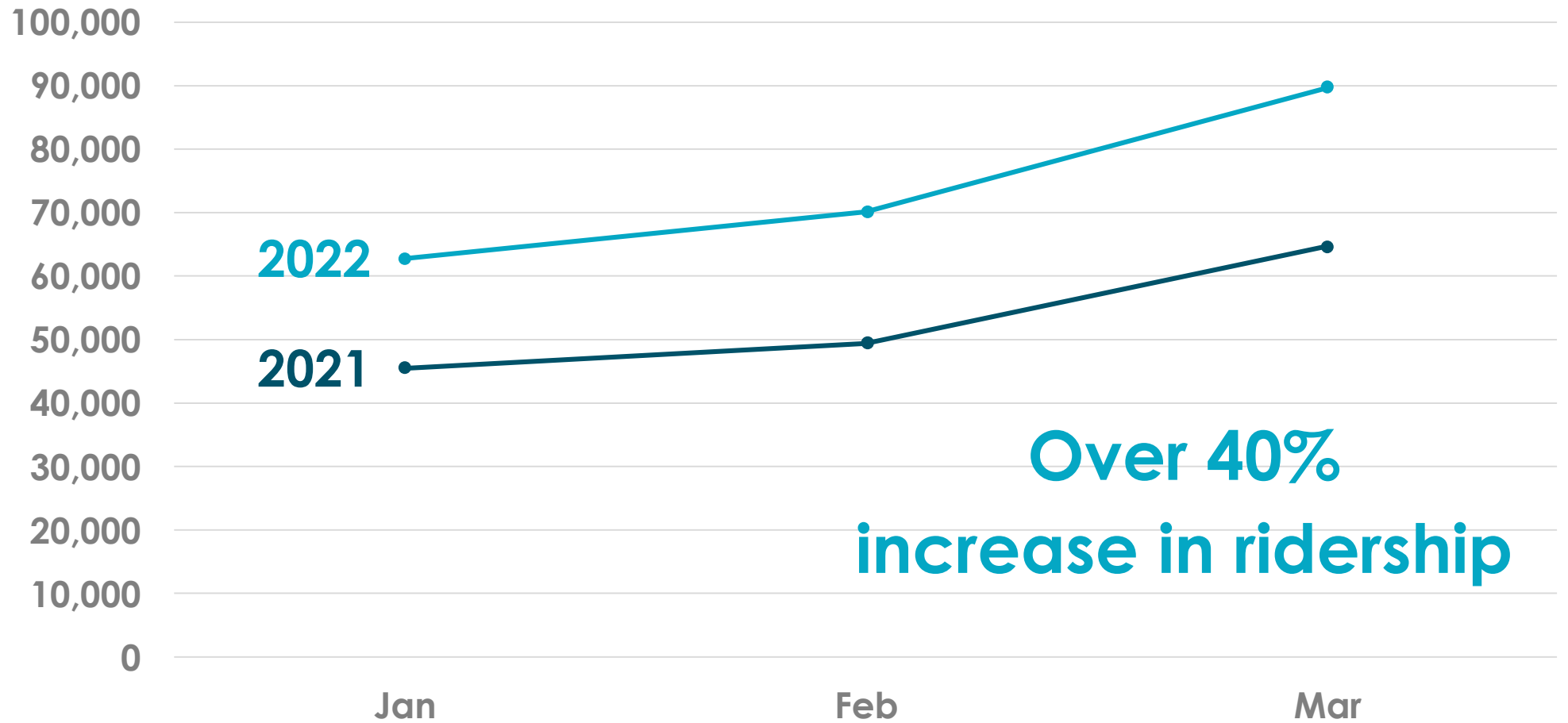
- Later southbound train service all week
- Friday's Winter Park Art Festival highest ridership since Feb. 2020
 - March 18 = 7,742
- 28,585 riders for the week, a **49%** increase over the week prior



INCREASE IN RIDERSHIP



TOTAL MONTHLY RIDERS



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 – ordering machines, designing system
- Expect Go-Live: First Quarter of 2023



ABOVE AVERAGE

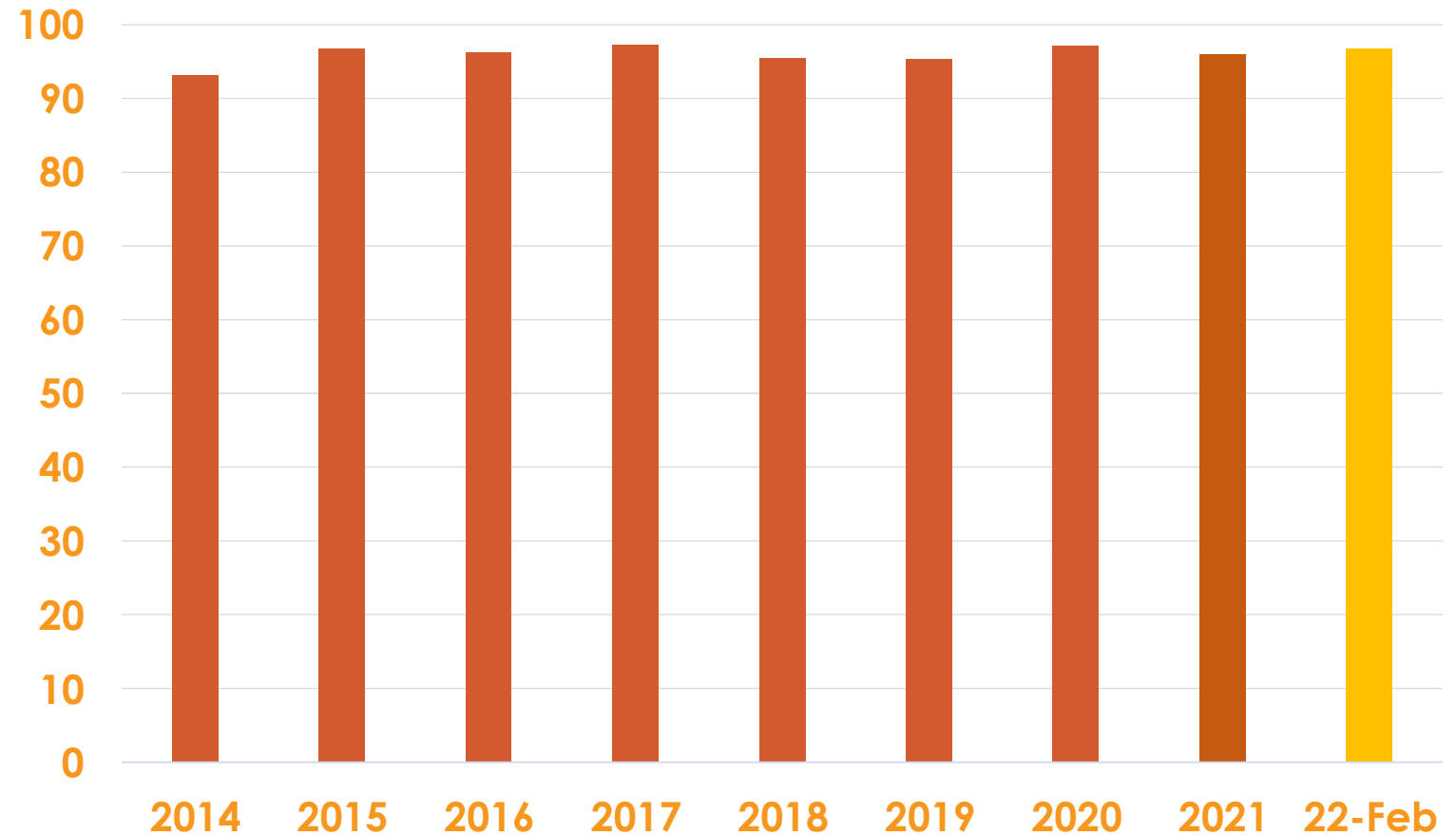
- On-Time 50 Days
- 64 Operating Days
- Ran 2,560 Trains



ON-TIME PERFORMANCE AVERAGE

December 2021 – February 2022

Goal = 95% Actual = 96.4% Contract = 99.0%

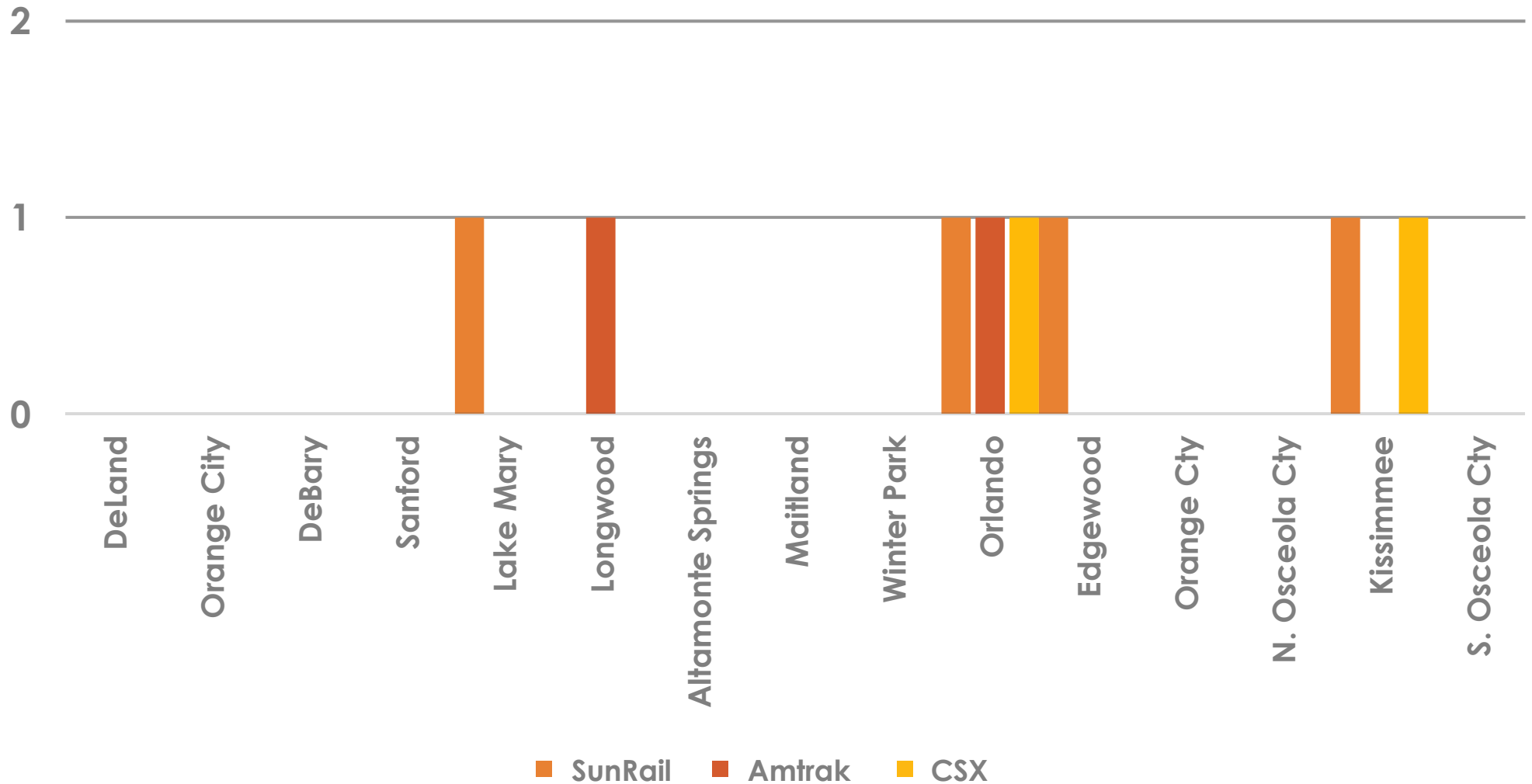


From inception and current month.

REVENUE INCIDENTS BY CITY/COUNTY

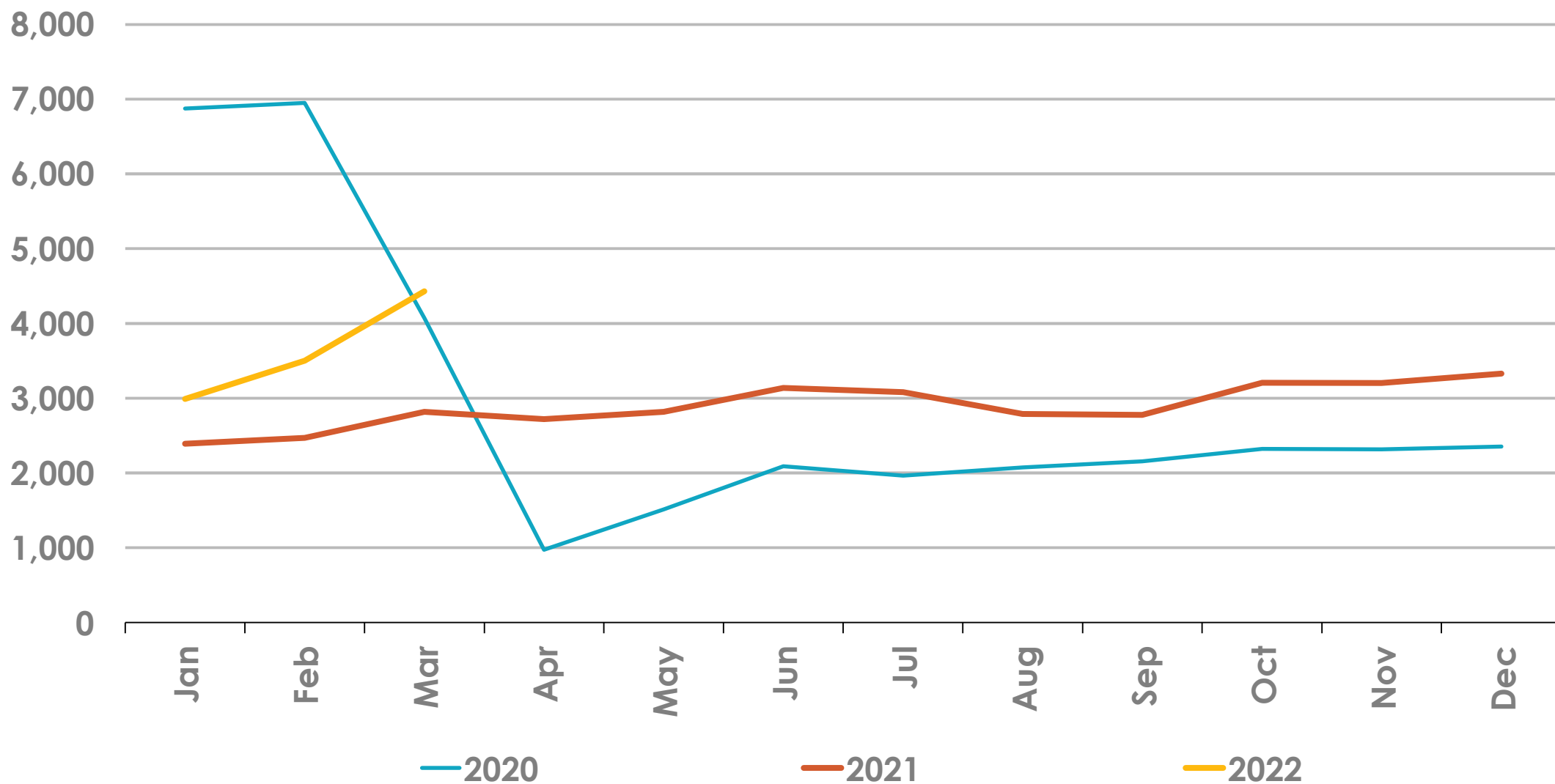


December 2021 – February 2022



AVERAGE DAILY RIDERSHIP

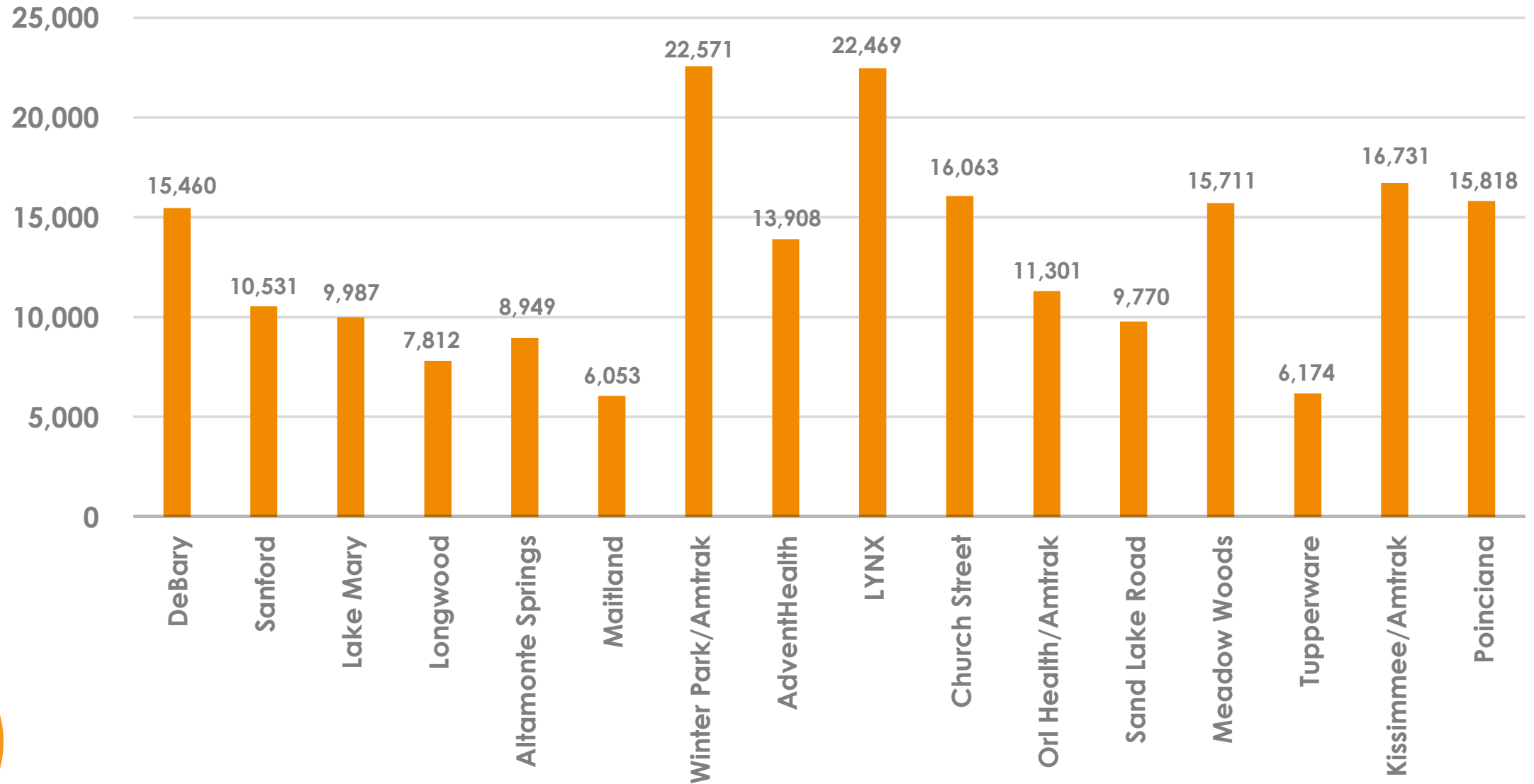
Dec – 3,329 | Jan – 2,988 | Feb – 3,500



BOARDINGS BY STATION



Ridership December 2021 – February 2022





PTC SUCCESS

- Year to Date PTC Active Operating Percentage:
 - SunRail 99.8%
 - CSX 99.5 %
 - AMTRAK 99.0%

Through February 28, 2022

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	
<i>Days of Operation</i>	22	19	22	19	20	23	22	20	22	22	22	23	256
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	18	17
Sand Lake Road	71	87	73	79	82	112	91	111	84	148	151	146	103
Meadow Woods	77	80	76	80	55	65	71	85	38	53	49	96	69
Tupperware	7	11	11	10	10	12	8	10	6	12	10	12	10
Kissimmee Intermodal													-
Poinciana	4	4	3	3	5	4	5	5	2	5	4	6	4
Total - All Stations	871	1,182	1,152	1,122	1,029	1,127	1,017	1,117	976	1,022	1,150	1,228	1,083
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%	-7%	-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 Fixed-Route Average Daily Boardings & Alightings by SunRail Station Area													
SUNRAIL STATION	Fiscal Year 2022												ANNUAL DAILY AVERAGE
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Days of Operation	21	21	23	21	20								106
Sanford	233	237	258	225	259								242
Lake Mary	61	59	63	64	63								62
Longwood	60	63	58	53	53								57
Altamonte Springs	108	100	92	103	109								102
Maitland	12	13	14	15	13								13
Winter Park	233	236	260	231	240								240
AdventHealth	285	270	288	243	286								274
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	24	19	25	25	23								23
Sand Lake Road	157	181	167	150	162								163
Meadow Woods	92	86	81	49	104								82
Tupperware	12	14	12	17	16								14
Kissimmee Intermodal													-
Poinciana	6	4	4	6	5								5
Total - All Stations	1,283	1,282	1,322	1,181	1,333	-	-	-	-	-	-	-	1,280
Percent change from FY 21 to FY 22	47%	8%	15%	5%	30%								18%

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LYNX CONNECTIVITY

LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	February		Change	% Change
	FY21	FY22		
18	14,393	16,794	2,401	17%
418	3,080	3,773	693	23%
155	332	628	296	89%
306	1,017	1,567	550	54%
604	87	95	8	9%
631	358	427	69	19%
632	199	212	13	7%
709	707	994	287	41%



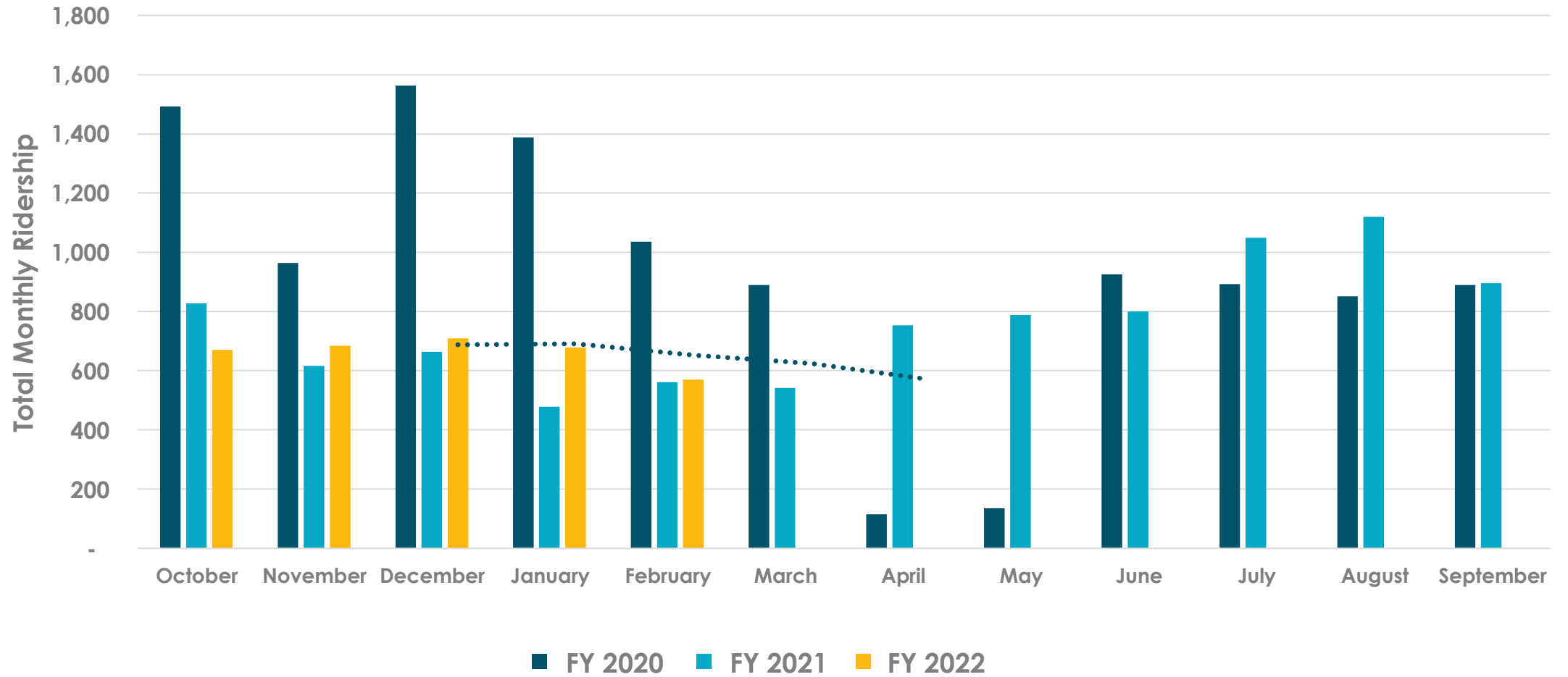
VOTRAN CONNECTIVITY

February 2022

Activity at DeBary Station	Fiscal year 2021												Annual Daily Average
	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	
Days of Operation	22	20	22	20	20	20	22	20	22	22	22		232
Total Monthly Ridership	827	616	664	478	561	542	753	788	800	1,049	1,120	896	9,094
Avg Daily Ridership	38	31	30	24	28	27	34	39	36	48	51	43	36
Activity at DeBary Station	Fiscal year 2022												Annual Daily Average
	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	
Days of Operation	21	21	23	21	20								106
Total Monthly Ridership	670	684	709	678	570								3,311
Avg Daily Ridership	32	33	31	32	29								31

NOTES: April and May of 2020 ridership decreased due to COVID-19, May 2020 ridership was not accurately counted due to fare suspension.

VOTRAN SUNRAIL CONNECTIVITY





VOTRAN CONNECTIVITY

February 2022

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	1,563	1,389	1,036	889	115	135	926	892	851	889	11,142
Avg Daily Ridership	65	48	74	63	52	40	5	7	42	39	41	42	43
Activity at DeBary Station	Fiscal year 2021												Annual Daily Average
	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	
Days of Operation	22	20	22	20	20	20	22	20	22	22	22		232
Total Monthly Ridership	827	616	664	478	561	542	753	788	800	1,049	1,120	896	9,094
Avg Daily Ridership	38	31	30	24	28	27	34	39	36	48	51	43	36
Activity at DeBary Station	Fiscal year 2022												Annual Daily Average
	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	
Days of Operation	21	21	23	21	20								
Total Monthly Ridership	670	684	709	678	570								
Avg Daily Ridership	32	33	31	32	29								

NOTES: April and May of 2020 ridership decreased due to COVID-19, May 2020 ridership was not accurately counted due to fare suspension.



TRANSITION UPDATE

MIKE DEPALLO



Project Status Update

March 31, 2022
5 pm

Customer Advisory
Committee
Meeting



SunRail Transition Plan Consulting Services



Today's Discussion Items



UPDATE ON TRANSITION
ANALYSIS



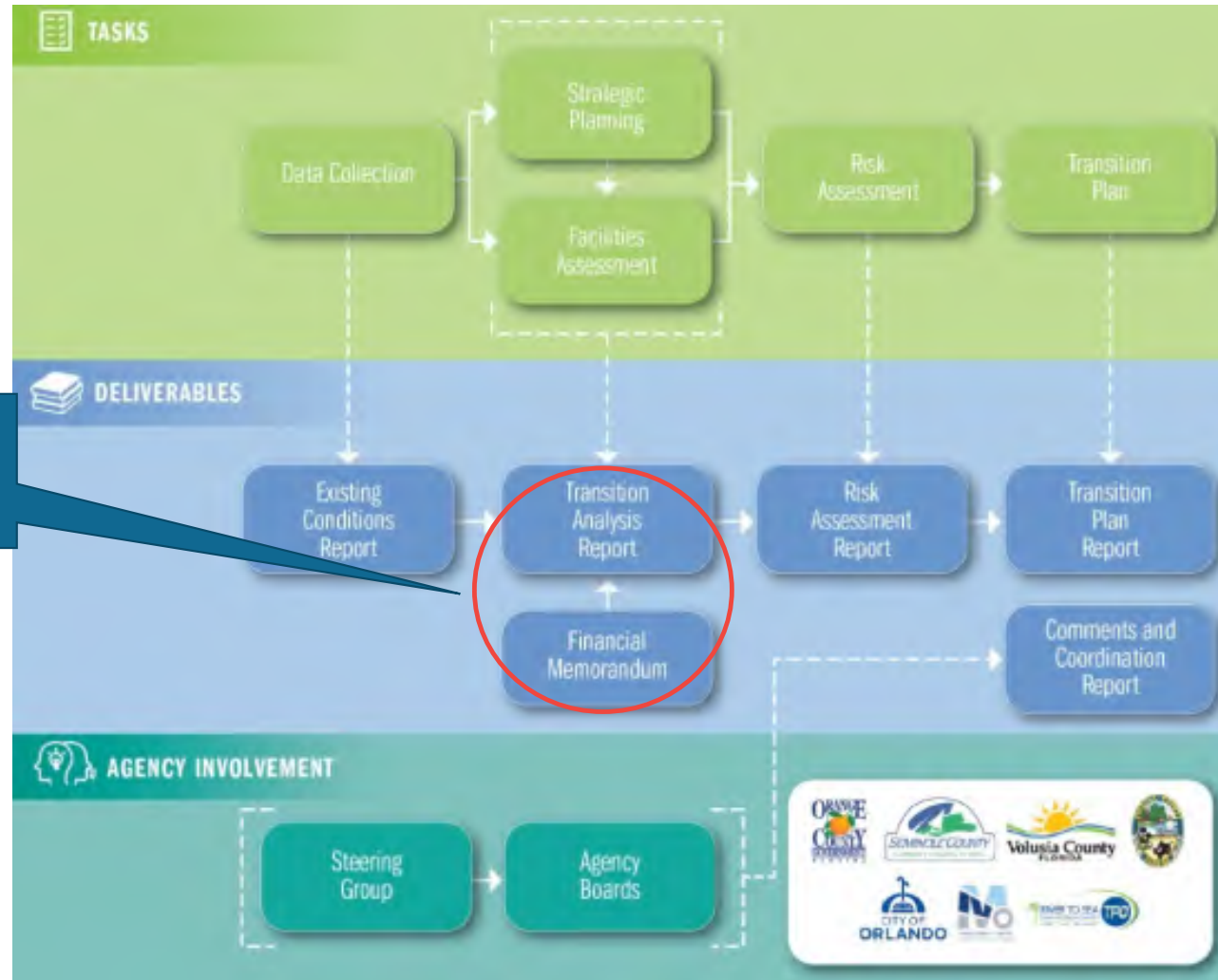
REFINED GOVERNANCE
ALTERNATIVES
ANALYSIS



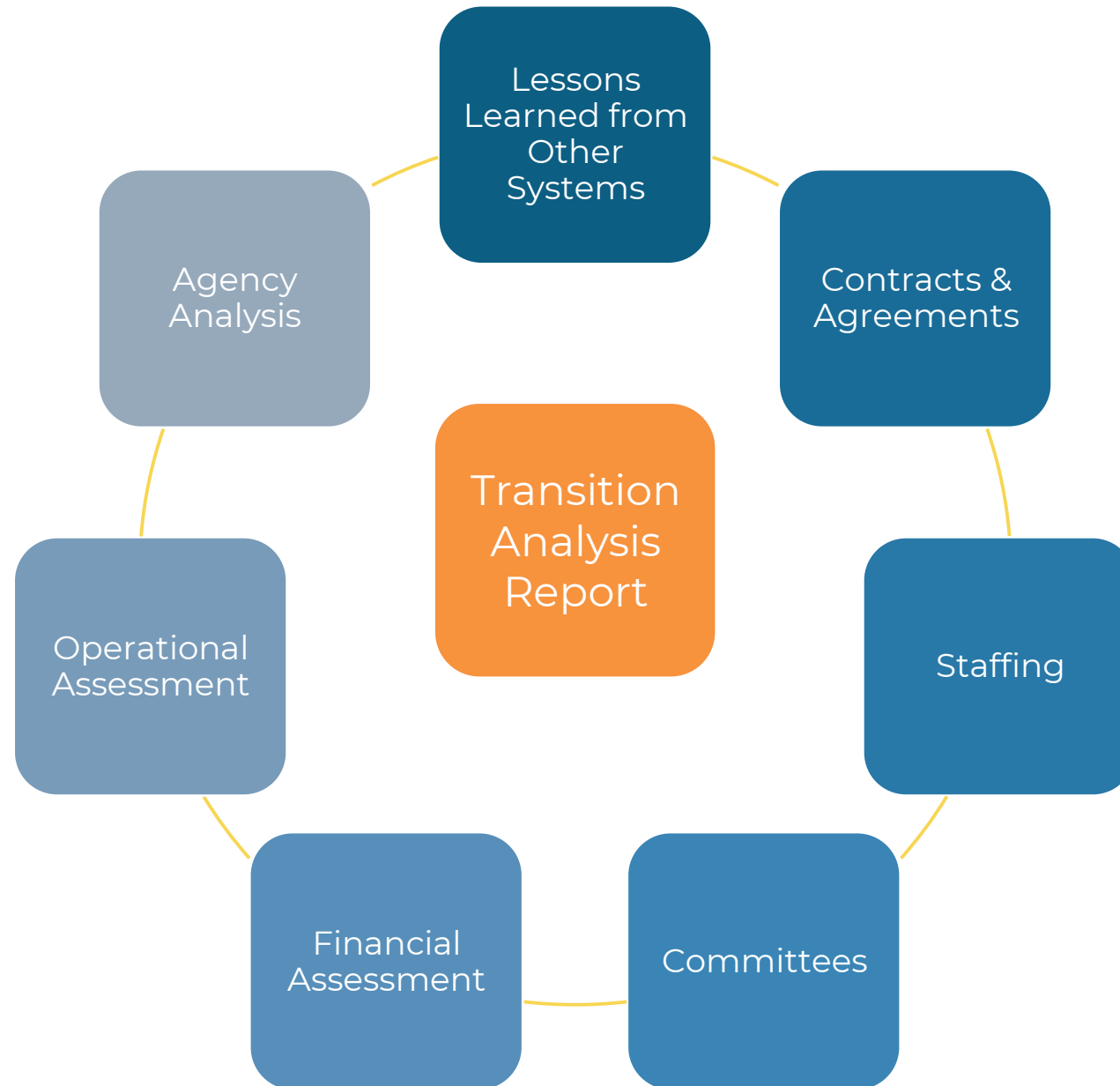
SCHEDULE UPDATE

Transition Study Process – Current Status

We are here



Transition Analysis Framework



How Operating Contracts Will Transition

Operating Contracts Next Steps

- Green's Energy - Reprocure by June 30, 2024
- Wells Fargo – Reprocure by March 27, 2024
- Bombardier – Assume no later than May 4, 2024
- Gallagher - Assume no later than May 31, 2024
- Wabtec – Assume no later than May 30, 2024
- Herzog - Assume no later than June 30, 2024
- Bank of America – FDOT to extend; CFCRC to assume
- NIC – Explore assumption; reprocure by Oct 4, 2025
- AT&T – Assume; reprocure by July 14, 2025
- MidFlorida – Explore assumption; reprocure by July 31, 2024
- moovel – Assume
- CH2M Hill GEC – Assume new FDOT contracts
- CH2M Hill PMC- Do not assume (Expires Dec. 6, 2022)
- Verizon - Assume
- American Express – Assume; reprocure by March 3, 2026
- Amtrak – Assume no later than June 30, 2024, or seek FDOT's extension for up to 3 years



Staffing/Committees Analysis

STAFFING

- **Completed:** Review of existing staffing for Operations and Program Management.
- **Completed:** Initial meetings with candidate outside agencies to review potential interest.
- **Completed:** Refined and updated staffing profiles for three options—1 CFCRC (all internal), 2 CFCRC (operations contracted), 3 CFCRC contracts with other agency to operate.
- **Ongoing:** Completion of agency options and recommendations.

COMMITTEES

- **Completed:** Identify and review role, membership, and operation of existing and suggested new SunRail committees.
- Committees are recommended to continue.
- If SunRail continues in a partnership with LYNX, board meetings are suggested to be held monthly in tandem starting 12 months before transition; a companion audit committee is recommended to be established for SunRail.



Internal Committees and Standing Meetings

Committee	Purpose	Recommendation
Executive Safety and Security Committee	Address long-term and pop-up safety issues	Maintain
Configuration Control Advisory Committee	Compliance, LAP projects, D5 coordination	Maintain*
FTA Coordination	Compliance and issues related to grants, projects, PTC	Maintain
FRA Coordination	Compliance and issues related to safety, signals, maintenance of way, contractors	Maintain
Operations Staff Meeting	For SunRail staff to identify and discuss O&M issues and status for subsequent coordination with contractors	Maintain, increase frequency to monthly
PTC	Compliance and coordination with FRA	Maintain
Customer Service/Marketing	Addressing CS issues, increasing ridership	Maintain*
Small Group Budget Review	Budget status, grant opportunities, long-term needs	Maintain*

**May integrate/combine with LYNX in Governance Option 3*



Required Coordination Committees

Committee	Purpose	Recommendation
Customer Advisory Committee (CAC)	Advises FDOT and CFCRC on all aspects of operations	Maintain
Technical Advisory Committee (TAC)	Provides technical assistance on various matters to the CFCRC and FDOT	To Be Determined



Potential New Committees

Committee	Purpose
SunRail Station Area Advisory Committee <i>(Advisory to CFCRC)</i>	<ul style="list-style-type: none"> Evaluate and advise on capital and operations issues relating to SunRail stations/areas on function, safety, access, condition, amenities, etc. Determine a consistent approach to issues regardless of station location
SunRail Oversight Committee <i>(Advisory to CFCRC)</i>	<ul style="list-style-type: none"> Review and discuss various matters prior to the CFCRC taking official action Oversee the Finance and Audit Committee and the Risk Management Committee
SunRail Finance and Audit Committee <i>(Advisory to Oversight Committee)</i>	<ul style="list-style-type: none"> Discuss and recommend to the Oversight Committee and SunRail staff financial policies, goals, and budgets Oversee the annual audit Determine and make recommendations re whether the agency is in compliance
SunRail Risk Management Committee <i>(Advisory to Oversight Committee)</i>	<ul style="list-style-type: none"> Reviews and provides recommendations to the Oversight Committee on matters related to the agency's safety, insurance and risk management programs



Fare Systems

- Project Risks:
 1. *New contractor (moovel) experienced with mobile ticketing, but lacks experience with equipment-based system*
 2. *moovel and their equipment subcontractor (Flowbird) must develop interfaces between equipment and back office*
 3. *Project schedule has questions to be resolved*
- Operations:
 - *moovel's plan to staff O&M services unclear*
 - *Addition of DeLand station may require additional O&M staff due to distance*



Fare Systems

- Business rules and fare policies unchanged since SunRail started service. A thorough review is prudent prior to deploying the new system to consider (for example):
 - *Zones vs. distance-based fares*
 - *Fare capping*
 - *Price increase*
 - *Transfers to/from LYNX and Votran*
 - *Fare media (e.g., migrate Limited Use Media to barcode?)*
- Fare inspection and citation policies not fully defined
 - *Who will perform inspections?*
 - *Will SunRail issue citations? If so:*
 - What are the citation policies?
 - Inspectors must be deputized to issue criminal citations
 - Operational considerations include equipment (printer), offender database, adjudication process, collections process



Fare Systems

- Transition
 - New SunRail operator may be inexperienced with fare systems and associated operations, customer support, etc.
 - New fare system will employ different fare media, requiring:
 - Detailed plan to replace existing SunCards
 - Transfer management of existing accounts to new system
 - Customer outreach program
 - Installation of new system will take time - old and new systems will be operational simultaneously for several weeks
 - Complex transition / deployment planning scheduled to begin next month
 - Pace of new system installation must be coordinated with new fare media distribution and usage
 - Independent third-party oversight essential:
 - Fare collection systems highly visible to the public
 - Transitioning SunRail to new operator while also transitioning to new fare system heightens public awareness, complexity, and risk



Refined Governance Organizational Options

Option	Estimated Staff Positions
Option 1 – CFCRC recruits comprehensive, in-house staff to provide all management, administration, and operating functions.	222.5
Option 2 – CFCRC recruits in-house staff to provide management and administration functions while contracting out all operating services, similar to current FDOT organization.	52.5 Approximately 15 could be further contracted out
Option 3 – CFCRC recruits no staff and contracts all functions (management, administration, and operations) to another agency (LYNX) which may subcontract operating functions as indicated in Option 2.	9 Additional positions to cover added workload in areas such as accounting and procurement as well as rail safety
CFCRC remains in place as governing body in all options	



Potential Business Model Options

Option	Business Model Options Related to Each Governance Option
1	All positions are in-house except heavy maintenance/locomotive maintenance (Amtrak contract)
2	Bundled. Single contractor provides all operating functions other than heavy maintenance/locomotive maintenance contract which remains in place with Amtrak.
3	



Potential Transition Timeline

Transition on
6/30/2024

Option 1																								
Start of Fiscal Year Quarters	7/1/2023	10/1/2023	1/1/2024	4/1/2024	7/1/2024	10/1/2024	1/1/2025	4/1/2025	7/1/2025	10/1/2025	1/1/2026	4/1/2026	7/1/2026	10/1/2026	1/1/2027	4/1/2027	7/1/2027	10/1/2027	1/1/2028	4/1/2028	7/1/2028	10/1/2028	1/1/2029	4/1/2029
FDOT Fiscal Year	2024				2025				2026				2027				2028				2029			
CFCRC Fiscal Year	2023	2024			2025				2026				2027				2028				2029			
Existing Operating Contracts																								
GEC Contract (Rail Oversight)																								
Rail Operations SunRail Staff																								
Administrative SunRail Staff																								
Option 2																								
Start of Fiscal Year Quarters	7/1/2023	10/1/2023	1/1/2024	4/1/2024	7/1/2024	10/1/2024	1/1/2025	4/1/2025	7/1/2025	10/1/2025	1/1/2026	4/1/2026	7/1/2026	10/1/2026	1/1/2027	4/1/2027	7/1/2027	10/1/2027	1/1/2028	4/1/2028	7/1/2028	10/1/2028	1/1/2029	4/1/2029
FDOT Fiscal Year	2024				2025				2026				2027				2028				2029			
CFCRC Fiscal Year	2023	2024			2025				2026				2027				2028				2029			
Existing Operating Contracts																								
New Bundled Contracts																								
GEC Contract (Rail Oversight)																								
Rail Oversight SunRail Staff																								
Administrative SunRail Staff																								
Option 3																								
Start of Fiscal Year Quarters	7/1/2023	10/1/2023	1/1/2024	4/1/2024	7/1/2024	10/1/2024	1/1/2025	4/1/2025	7/1/2025	10/1/2025	1/1/2026	4/1/2026	7/1/2026	10/1/2026	1/1/2027	4/1/2027	7/1/2027	10/1/2027	1/1/2028	4/1/2028	7/1/2028	10/1/2028	1/1/2029	4/1/2029
FDOT Fiscal Year	2024				2025				2026				2027				2028				2029			
CFCRC Fiscal Year	2023	2024			2025				2026				2027				2028				2029			
Existing Operating Contracts																								
New Bundled Contracts																								
GEC Contract (Rail Oversight)																								
Administrative SunRail Staff																								



- Existing operating contracts include Herzog and Bombardier/Alstom.
- Three months overlap between GEC contract for rail operations staff in Option 1 and rail oversight staff in Option 2 (assumed for training).

Governance Analysis – Ranking Options

GOVERNANCE ORGANIZATIONAL OPTION RANKINGS						
SCORING	3 points -- Option fully meets criteria.					
	2 points -- Option partially meets criteria.					
	1 point -- Option does not meet criteria.					
	0 points -- No difference among options.					
WEIGHTED (Wtd) - Key criteria scores doubled				Option 1	Option 2	Option 3
KEY CRITERIA	Lowest annual operating cost			6	2	4
	Shortest time to transition to a new governance model			2	6	6
	Efficient execution of policy, decision-making			6	6	2
	FRA satisfaction with governance model			2	6	6
	Lowest level of risk/liability for the Commission			2	6	6
OTHER CRITERIA	Compliant with inter-local agreements; no changes required			0	0	0
	Ability to be Railroad Retirement-exempt			0	0	0
	Lowest cost and least effort for transition effort			1	2	2
	Facilitates exercise of management control			3	2	1
	Enhances SR image, reputation			3	3	1
	Shortest time to fully staff (sub-set of second key criteria)			1	2	3
	TOTAL SCORE			17	22	19
				26	35	31



Financial Analysis

- Ongoing – Currently being reviewed with Steering Group
 - *Workshop on 3/29*
- Components
 - *Estimated operating costs – FY 2025 through FY 2029*
 - *Estimate revenues over same period*
 - *Fare revenue*
 - *Rail track usage*
 - *Advertising*
 - *Federal grants*
 - *Operating deficit*
 - *Local funding share*
- Assumption: extend contracts as long as possible to make transition more gradual / easier to manage
 - *Extension based on end of funding period (6/30/24)*
 - *Extension will also give future organization time to reprocure contracts and/or change the model to a bundled approach to save costs*



Operational Analysis

- A review of the past 3 years of FRA inspection findings and/or violations have not shown any systemic maintenance, operations, or safety issues, and compare favorably with other peer commuter rail systems.
 - *Regional FRA safety inspector took no significant exception to SunRail's CFR regulatory compliance.*
 - *In the 2019 – September 2021 data provided, SunRail did not have a single on-duty employee reportable injury.*
- The Federal Railroad Administration (FRA) is confident in and comfortable with the SunRail operation and has indicated that a change in oversight by another agency would only require minimal updates to existing plans and documentation in-place if there are no changes to the existing contractors.



Operational Analysis

- SunRail infrastructure is in a State of Good Repair (SGR)
- *Field reviews and analysis of the current 5-Year Capital Plan (2021-2025) show that FDOT has funded and maintained the CFRC adequately, and any remaining SGR items are scheduled to be complete in first 2-3 years of the current 5-Year capital plan.*
- There are no existing Operational or Maintenance issues that would require any modifications to the current Operating Rules or Timetable
- *There were no findings that would indicate that a change to the current Operating Rules or Timetable would be needed as part of the transition.*



Schedule Update

- Transition Analysis
 - *Draft Financial Analysis Memo – March*
 - *Steering Group Workshop on Memo – March 29*
 - *Draft Transition Analysis Report – Early April*
 - *Steering Group Review of Report – Late April*
 - *Presentation to CFCRC Board – May 5*
- Transition Plan
 - *Draft Plan – June*
 - *Steering Group Review - July*
 - *Presentation to CFCRC Board and Committees – August*
 - *Agency Board Briefings – September/October*
 - *Final Plan - November*



Thank you!

wsp.com





COMMITTEE MEMBER COMMENTS

NEXT MEETING:

June 30, 2022

5:00 PM

Location TBD



THANK YOU



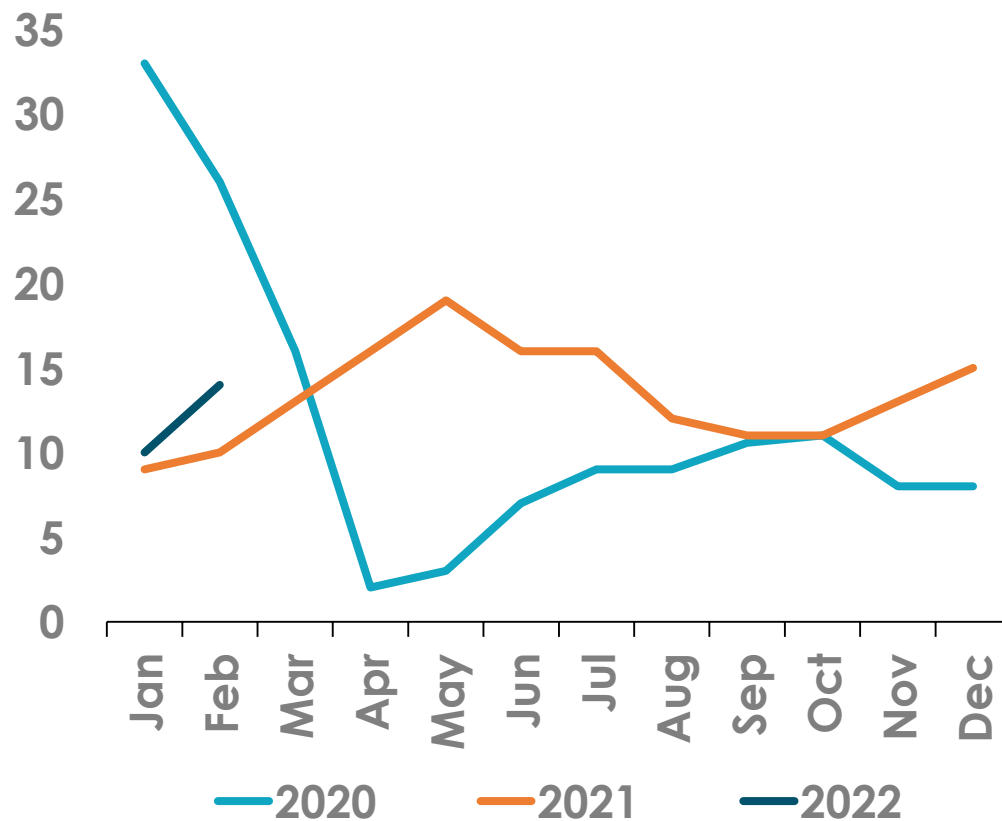
SUPPORTING CHARTS AND DATA





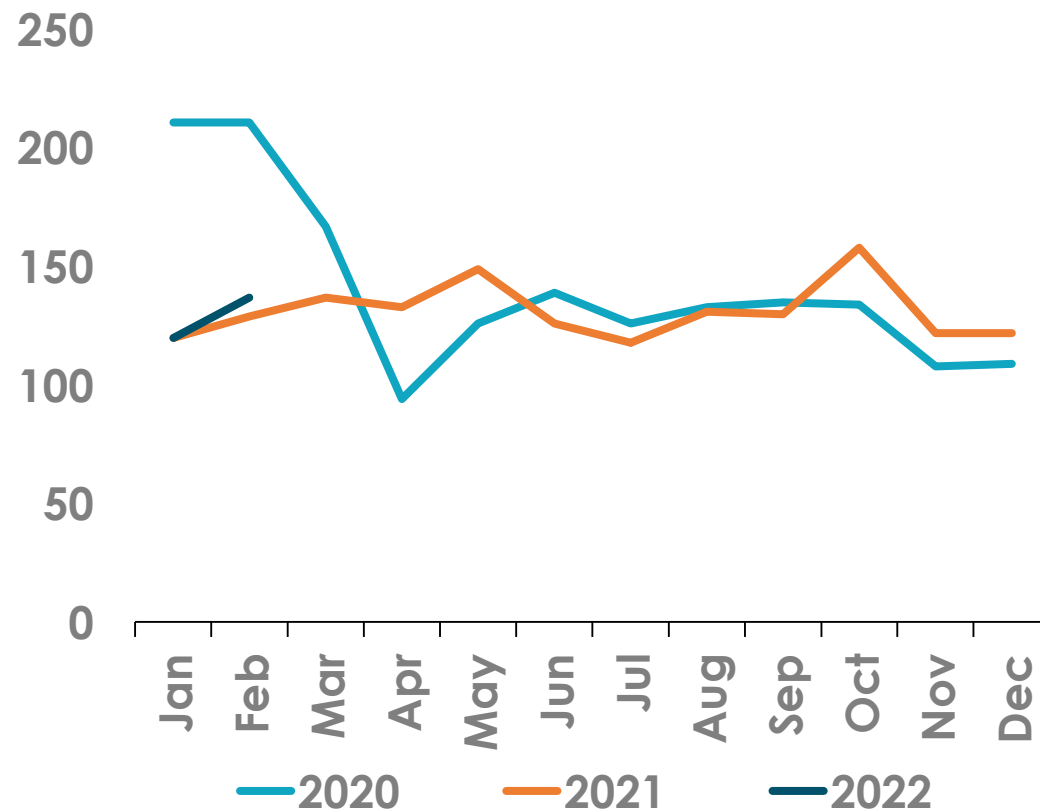
ADA

Dec-Feb Average: 13



BICYCLE

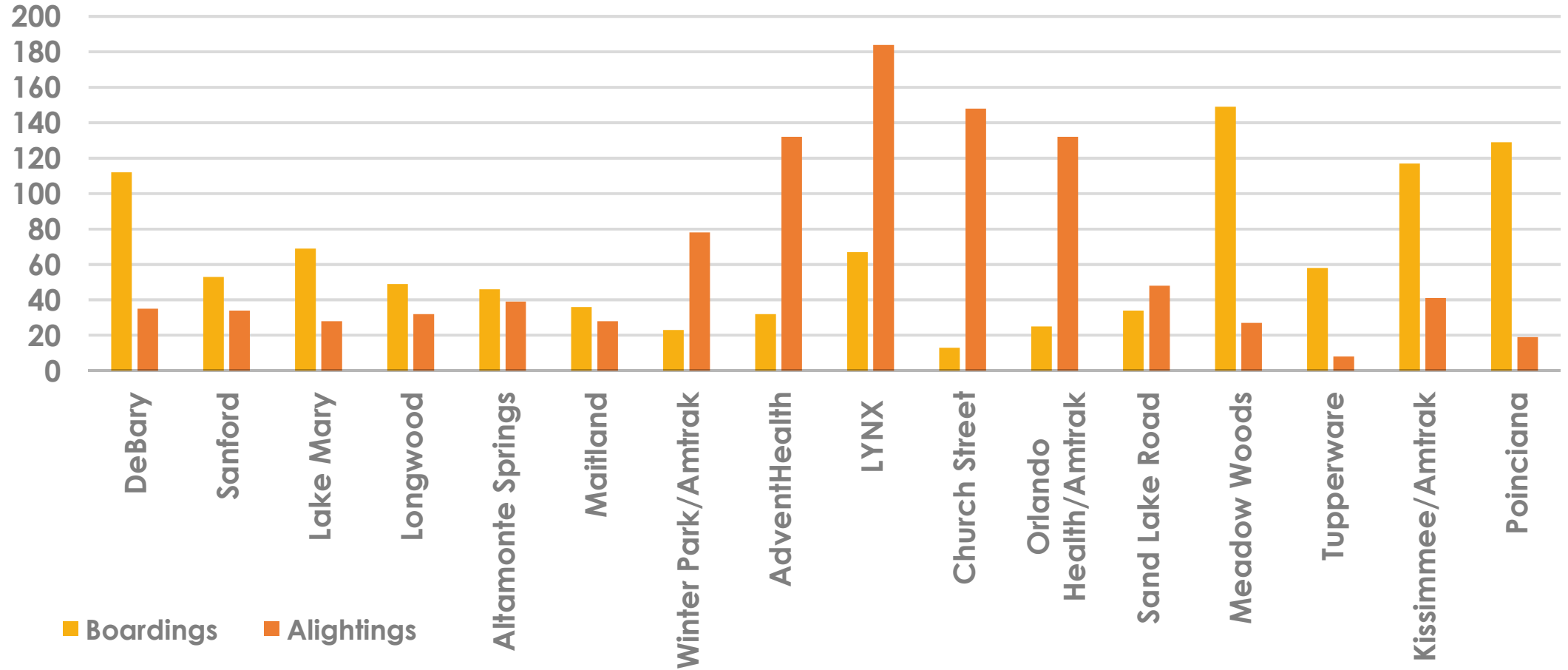
Dec-Feb Average: 126



BOARDINGS & ALIGHTINGS



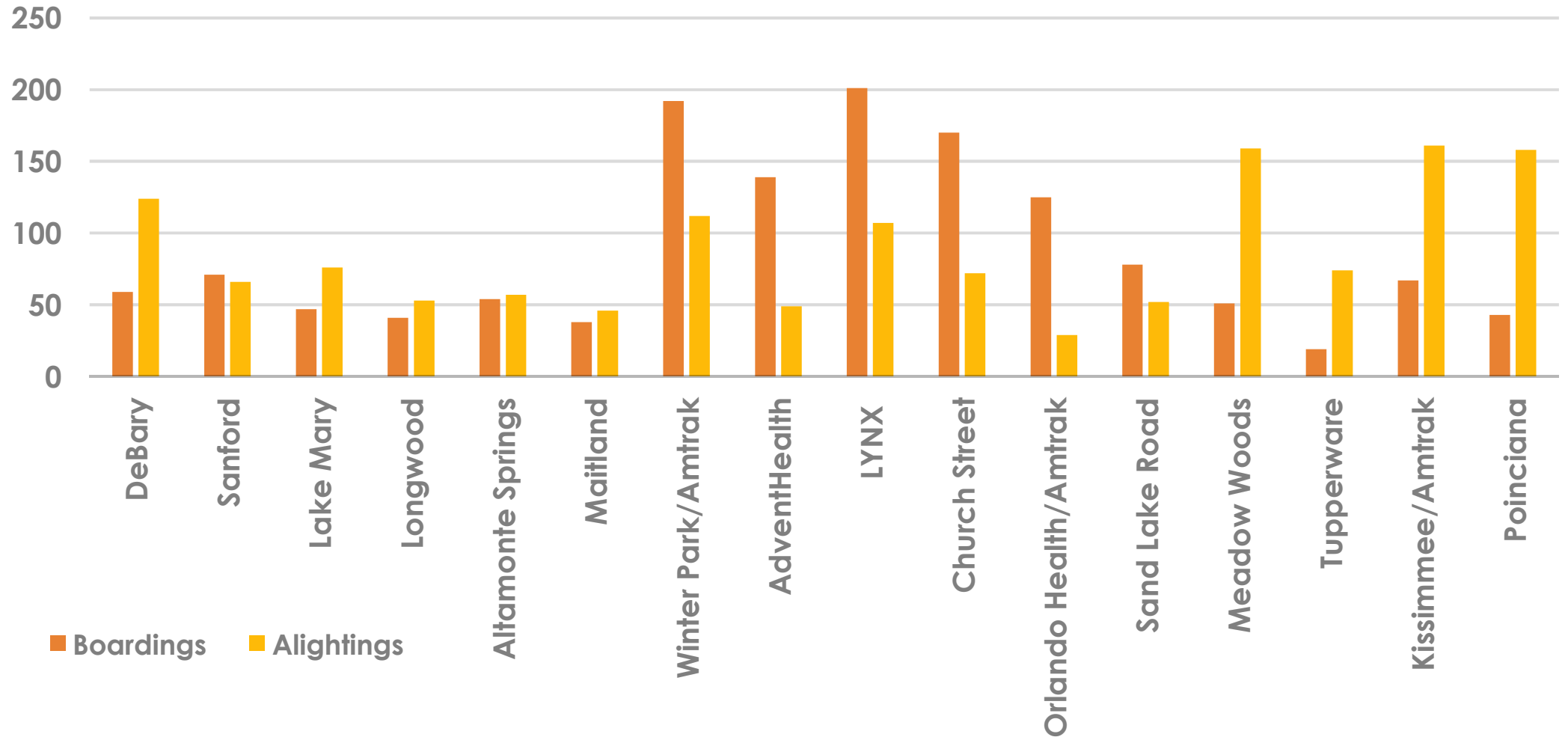
AM PEAK 5:45 AM – 8:45AM (NB from Poinciana) December 2021 – February 2022



BOARDINGS & ALIGHTINGS



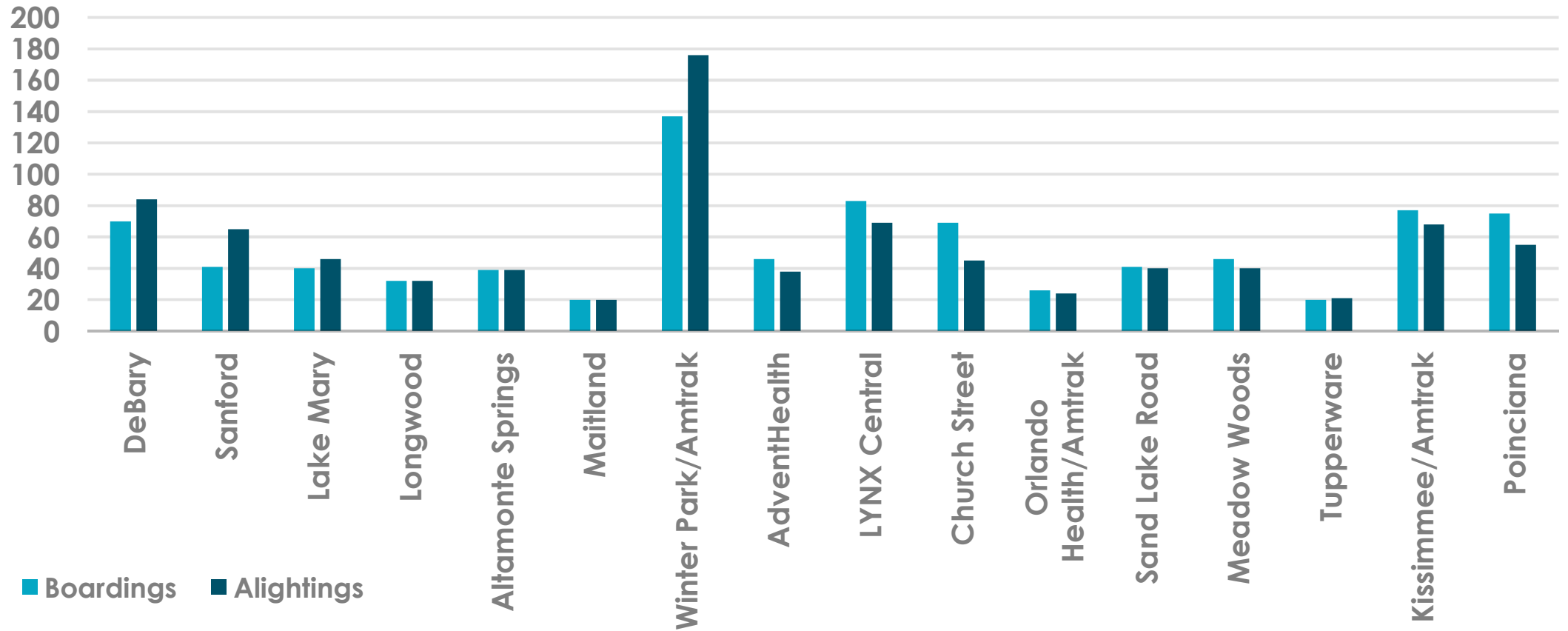
PM PEAK
3:15 PM – 6:25 PM (NB from Poinciana)
December 2021 – February 2022



BOARDINGS & ALIGHTINGS



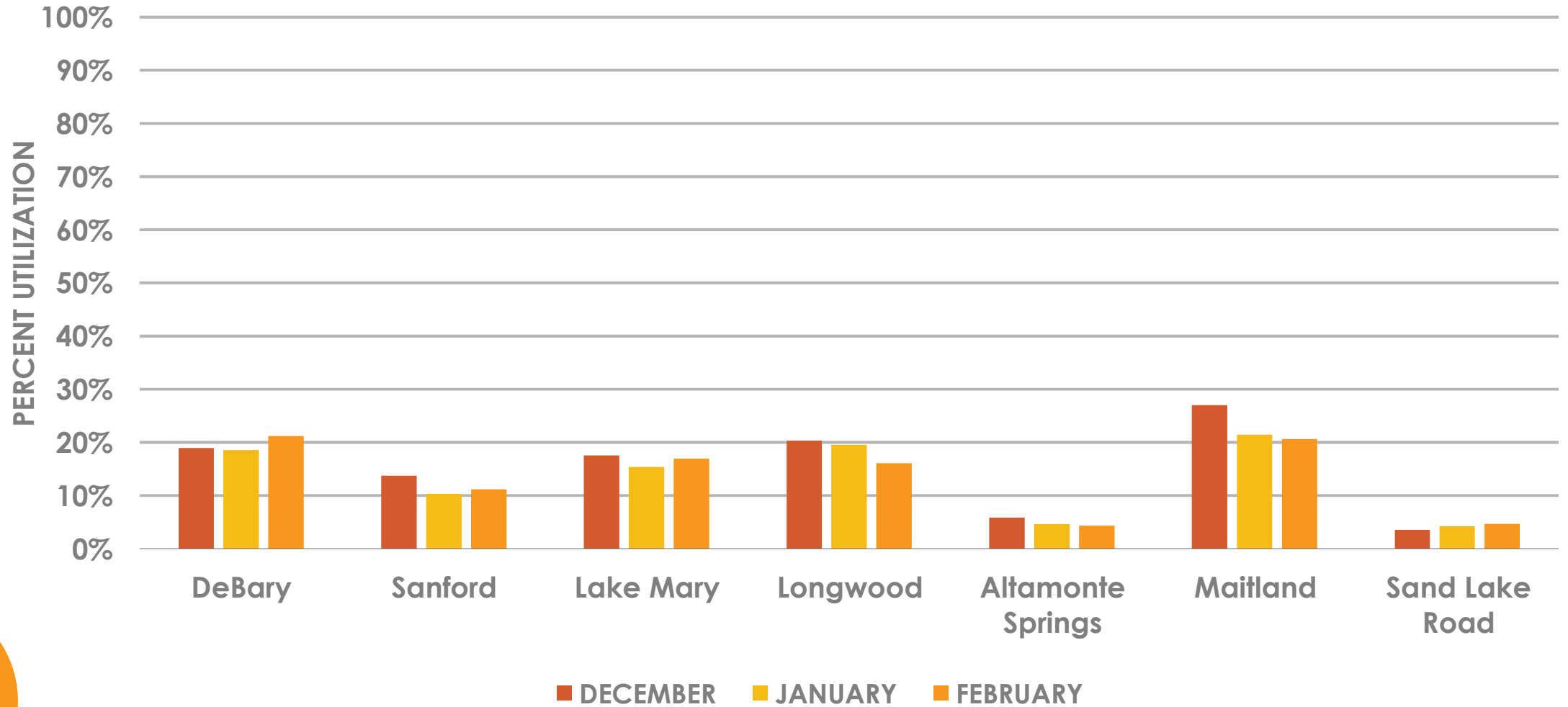
OFF PEAK
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)
December 2021 – February 2022



IOS STATION PARKING



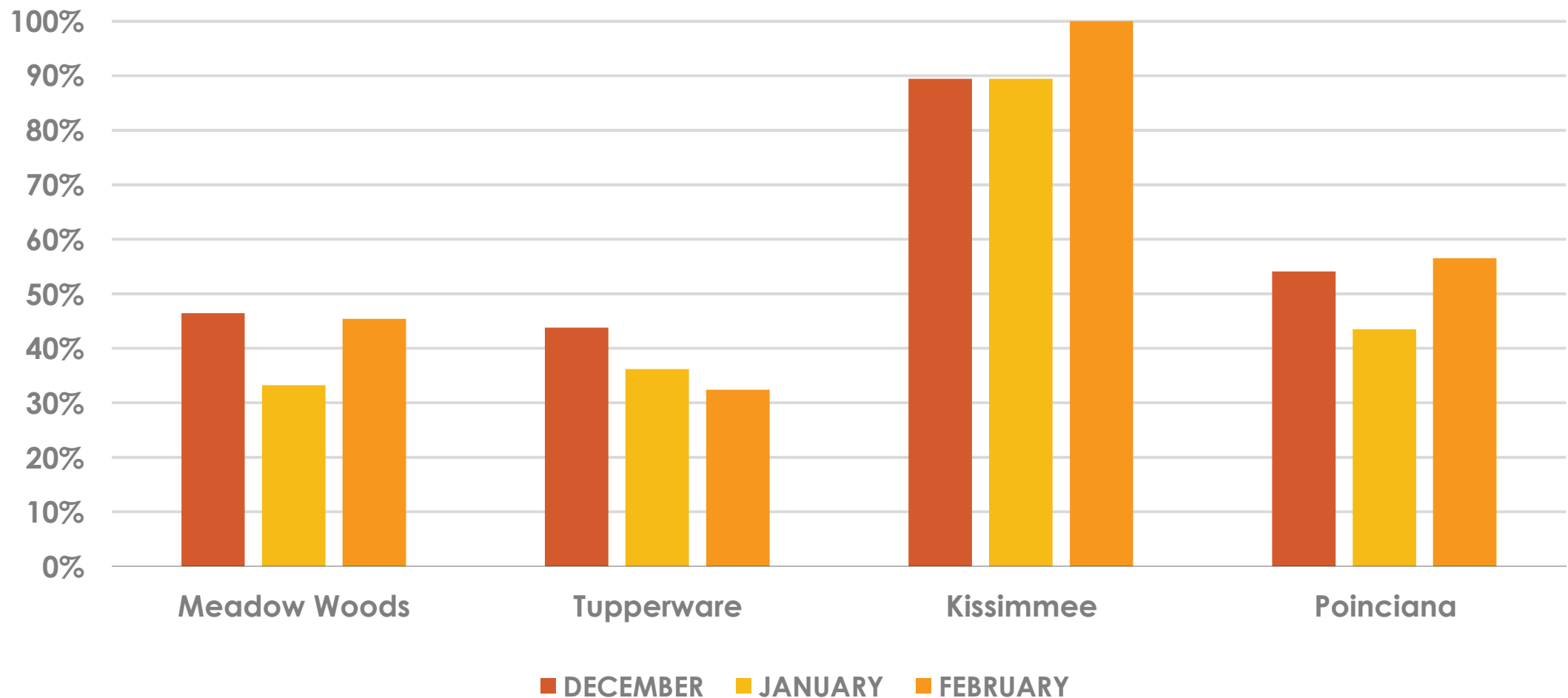
December 2021 – February 2022



SOUTHERN EXPANSION STATION PARKING



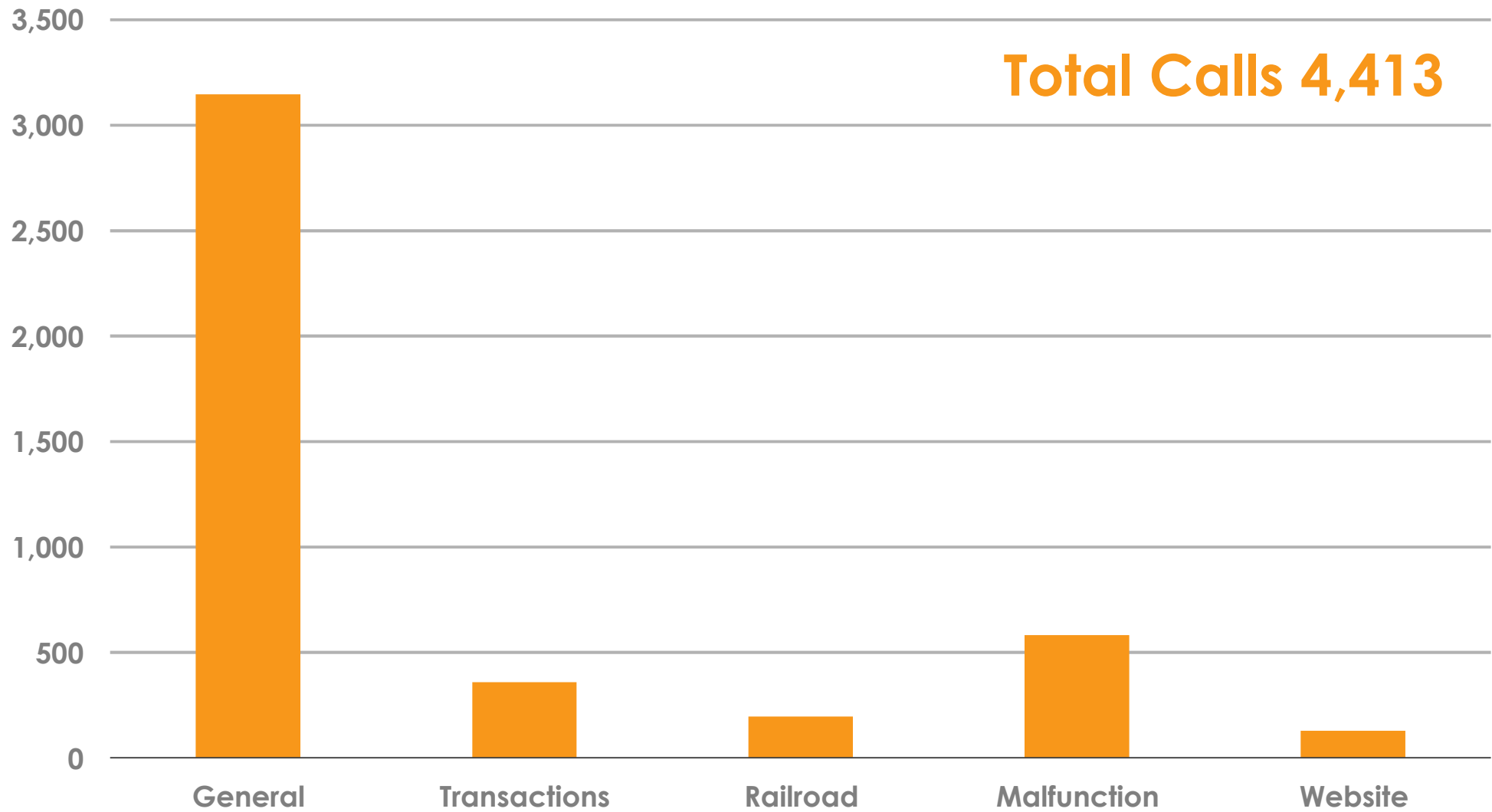
December 2021 – February 2022



CUSTOMER SERVICE CALLS



December 2021 – February 2022





TRAIN PERFORMANCE DETAIL

December 2021 – February 2022

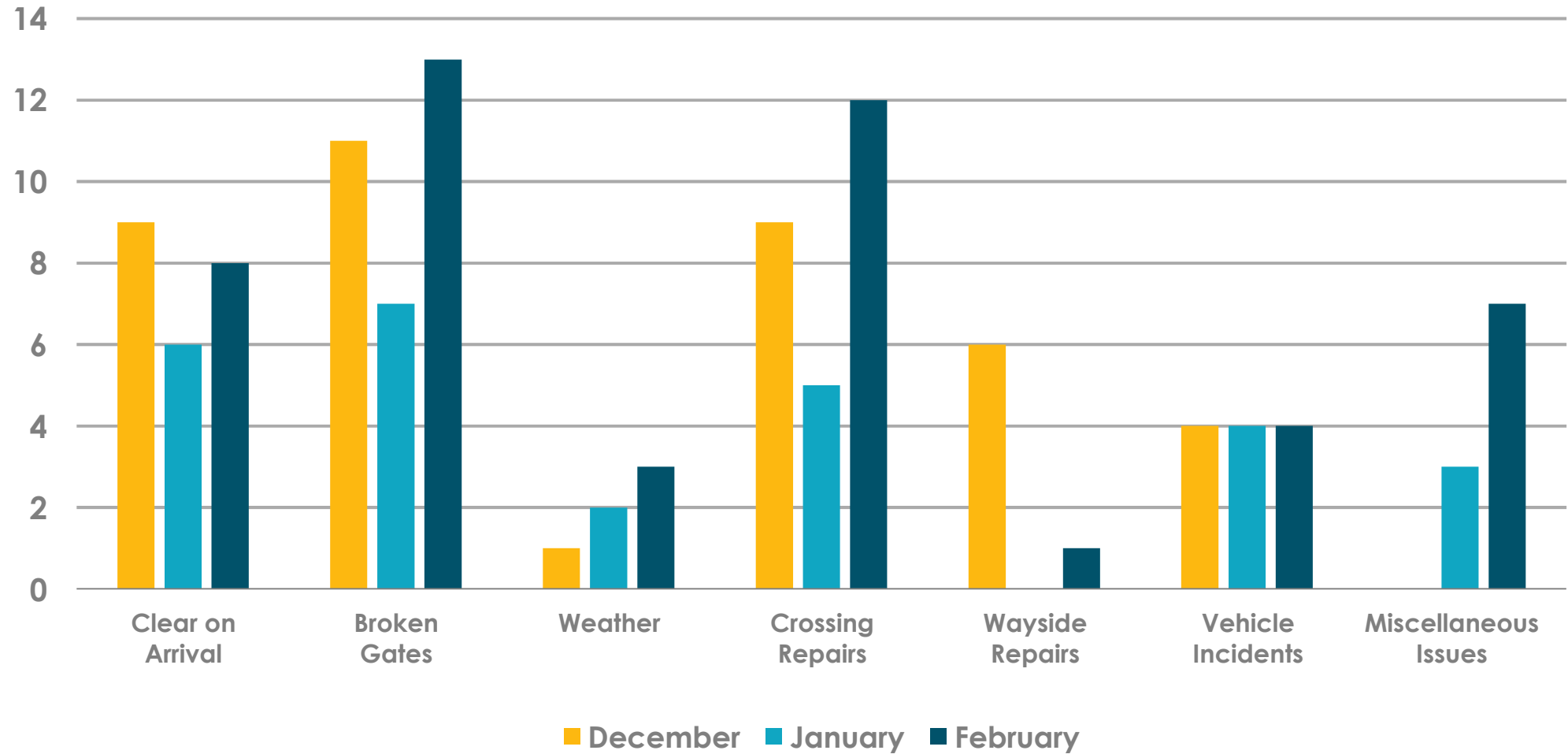
Train Performance Overview		Trains	Percentage
On-Time		2,467	96.4%
Late		84	3.3%
Annulled		9	0.4%
Total Trains Operated		2,560	100.0%
Performance Detail	Days	Trains	Percentage
CFRC Rule Compliance	1	4	0.2%
Mechanical	12	18	0.7%
Other	10	13	0.5%
Passengers	7	7	0.3%
Police Activity	15	40	1.6%
Signals & Components	4	5	0.2%
Train Interference	3	3	0.1%
Total (Rounded)		93	3.6%

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





DECEMBER 2021 – FEBRUARY 2021





QUIET ZONES

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established – Working with Orange County for Funding New Crossings
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established
Seminole County	Notice of Establishment – Planning to Send in March
City of Orlando	Quiet Zone Established January 31, 2022
City of Kissimmee	Quiet Zone Established



FY 21/22 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
OPERATING COSTS SUBTOTAL

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 FEBRUARY 28, 2022	
BUDGET	ACTUAL
\$ 7,163,333	\$ 7,048,904
\$ 10,836,667	\$ 10,711,926
\$ 900,000	\$ 826,323
\$ 666,667	\$ 610,596
\$ 1,466,667	\$ 3,297,607
\$ 2,333,333	\$ 2,346,586
\$ 1,666,667	\$ 1,467,807
\$ 5,000,000	\$ 3,842,500
\$ 1,424,000	\$ 1,171,762
\$ 4,000	\$ 2,364
\$ 66,667	\$ 34,791
\$ 20,000	\$ 13,860
\$ 26,667	\$ 22,193
\$ 6,667	\$ -
\$ 200,000	\$ -
\$ 6,666,667	\$ 6,393,360
\$ 2,337,707	\$ 2,527,707
\$ 40,785,707	\$ 40,318,286

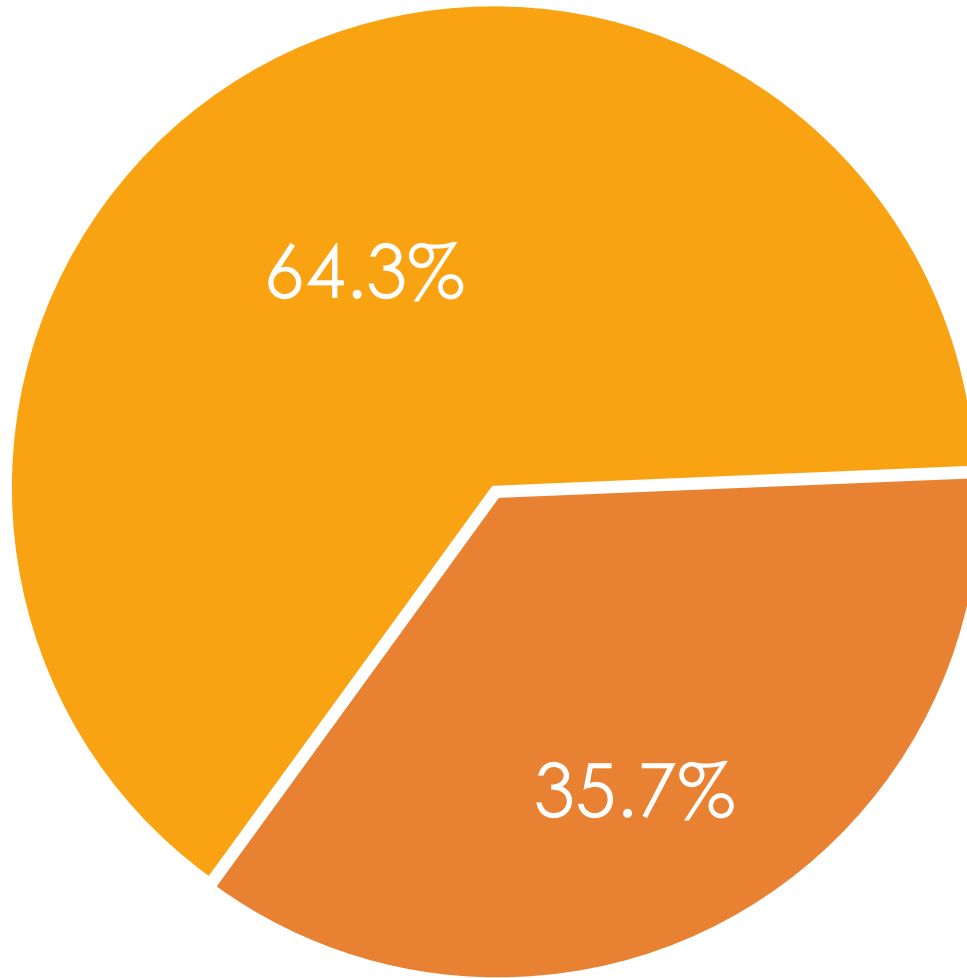
\$ 1,333,333	\$ 922,598
\$ 7,080,000	\$ 2,725,112
\$ 8,133,333	\$ 6,345,058

\$ 57,332,373	\$ 50,311,053
----------------------	----------------------

FY 21/22 OPERATING BUDGET UPDATE



OPERATING REVENUE	ANNUAL BUDGET	YEAR TO DATE FEBRUARY 28, 2022	
		BUDGET	ACTUAL
Farebox revenue	\$ 2,308,100	\$ 1,538,733	\$ 1,152,442
CSX usage fees	\$ 3,698,671	\$ 2,465,780	\$ 2,729,707
Amtrak usage fees	\$ 1,012,971	\$ 675,314	\$ 581,121
FCEN usage fees	\$ 28,416	\$ 18,944	\$ 20,408
Right-of-way lease revenue	\$ 123,442	\$ 82,294	\$ 74,401
Ancillary revenue	\$ 444,792	\$ 296,528	\$ 207,661
<i>Subtotal - System revenue</i>	<i>\$ 7,616,391</i>	<i>\$ 5,077,594</i>	<i>\$ 4,765,740</i>
FTA §5307 - Urbanized Area Grant Funds	\$ 20,218,060	\$ 20,218,060	\$ 20,218,060
CRRSAA Grant Funds	\$ 3,506,560	\$ 3,506,560	\$ 3,506,560
TOTAL OPERATING REVENUE	\$ 31,341,011	\$ 28,802,214	\$ 28,490,360



■ Maintenance ■ Improvements

■ Maintenance

Non-recurring corrective or preventive maintenance or in-kind replacement

■ Improvements

Extend the useful life, increase the value or add new uses





ONGOING OUTREACH

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

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

SAFETY OUTREACH INITIATIVES

Operation Lifesaver, Inc. Safety Grant Underway

The "Safety is For Everyone" campaign is being funded by this grant and will create specialized safety presentations for the visually impaired, hearing impaired, and people with cognitive disabilities.

Cypress High School Outreach

Safety flyer is being created to send out to students and faculty about being safe around the Fairway Woods grade crossing near the Meadow Woods Station to ensure safer driving and pedestrian habits of daily before and after school travels for themselves and others.

Quiet Zones

City of Orlando Quiet Zones went active on January 31, 2022. The marketing team created an Informational flyer which was sent out to schools, businesses, and municipalities in the area. The map on the Quiet Zones page on SunRail.com was updated to reflect new quiet zone areas. The page delivers helpful information about the safety features at Quiet Zone crossings as well as a map of their locations along the Central Florida Rail Corridor.

Online Outreach

Robust safety messaging is strategically distributed through SunRail's social media channels, reaching more than 40,000 followers weekly. Safety messaging includes the promotion of safe behavior around railroad tracks and 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 STRIDE Updates

Operation STRIDE messaging continues to be an integral component of safety outreach. For the latest statistics, visit <https://sunrail.com/operation-stride/>.

GROUP RIDES

There have been seven group rides from multiple schools and organizations, totaling 400+ people. All groups received a safety presentation and train trivia. SunRail's group travel pass makes traveling in groups of 20 or more hassle free. All group ride participants receive safety messaging, and a tour guide is available upon request.



SOCIAL MEDIA

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

Summary of followers:

Facebook – 17,201

Twitter – 17,534

Instagram – 5,957

Total social media followers – 40,692

SUNRAIL APP DOWNLOADS

40,600 people have downloaded the SunRail app and the number continues to climb every day.

PROMOTIONS HELP TO REBUILD RIDERSHIP

December Promotions Result in Highest Ridership Numbers in 2021

This holiday season, SunRail invited the community to Ride Like a Reindeer aboard specially decorated trains! Throughout December, trains were adorned with red noses and antlers to encourage the community to choose the train and ride in style.

Martin Luther King, Jr. Day Service Results in Strong Ridership Numbers

On January 17, Martin Luther King, Jr. Day, SunRail operated regular service for the first time. Opening on a holiday proved successful based on ridership numbers on par with the average daily ridership in January.

- Website communication & social media mastheads
- Interstate 4 outdoor digital billboards: Wednesday 1/12 – Monday 1/17
- Social media posts
- Eblast to SunRail riders

School is Out – and Spirit Is In!

On Monday, February 21 SunRail invited students throughout Central Florida to show their school pride during the Presidents' Day school holiday. Students and faculty wearing their school merchandise were able to ride SunRail at no cost. The campaign resulted in one of the highest ridership numbers this year of 4,516, a 42% increase over SunRail's average daily riders.

COMMUNITY OUTREACH AND ADVERTISING

SunRail participated in the Orange County Mayor's Transportation Open Houses located in each voting district. A mobile display highlighted the northern expansion plans and SunRail merchandise was given out to open house attendees.

CONNECTIVITY IS KEY

The Business Development Team actively seeks opportunities to improve last-mile connectivity, making access to SunRail stations easier for the community. A plan was recently presented to Orlando Health and discussions with leadership continue to evolve as we look for new opportunities to increase ridership.

ADVERTISING WITH SUNRAIL

Orlando Health recently renewed its two-year advertising contract. Discussions with Orlando International Airport and the Special Olympics for a train wrap are underway, generating more income for the system.



ORLANDO MAGIC PARTNERSHIP FOR EXTENDED EVENING SERVICE

The Marketing and Business Development Team successfully executed a partnership with the Orlando Magic to fund extended service for all weekday home Magic games in the remaining 2021/2022 season as well as the 2022/2023 season. This partnership also provides free SunRail transportation for all Magic ticket holders for these games.

ORLANDO CITY SOCCER PARTNERSHIP FOR EXTENDED EVENING SERVICE

Following SunRail's partnership with Orlando City Soccer that delivered extended service for the 2021 season, the Marketing and Business Development Team is working to finalize an expanded program for the 2022 season.

LEISURE RIDERSHIP GROWTH

As part of SunRail's larger effort to increase ridership by 25% in 2022, the Business Development team is focusing on expanding leisure ridership opportunities. Work includes: Going back to groups that previously did large leisure trips with the goal of replicating that program in 2022, identifying and conducting outreach to new groups and organizations to develop new group rides, and promotion of service around major events with an expected increase in events near stations in 2022.

COMMUTING TRENDS & OUTREACH STRATEGIES

With the traditional commuting environment remaining in an altered state 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 employers, working with commercial real estate professionals to educate new tenants about SunRail, targeting shared workspaces, and developing partnerships with TOD centers.

SUNRAIL/ORLANDO HEALTH STATION STOP RIDERSHIP EFFORT

Plans continue to develop for comprehensive program to increase SunRail ridership and awareness at Orlando Health's organization's main campus.

COVID-19 SUNRAIL SAFETY CAMPAIGN AMPLIFICATION WITH STAKEHOLDERS

The Marketing and Business Development Team continued to work with partners and stakeholders to provide information and give them tools to promote the SunRail Safety Campaign to the public.



TOD METRICS SUMMARY SCORECARD

MARCH 2022

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

- Lockheed Martin is still operational.
- 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

MARCH 2022

2022 MEDIA KIT: AVAILABLE NOW

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

ON BOARD ADVERTISING: 1 POSITION AVAILABLE NOW

All are sold as one-year contracts.

Total Placements Available:	12
Placement Fee:	\$7,600 plus production per year

SUNRAIL.COM ONLINE & MOBILE ADVERTISING: AVAILABLE NOW

Total Placements Available:	78
Placement Fee Range:	\$350 - \$5,000

STATION KIOSK ADVERTISING: AVAILABLE NOW AT MOST STATIONS LAKE MARY STATION IS SOLD OUT

All contracts are sold on an annual basis.

Partners may purchase multiple or individual stations.

Total Placements Available:	66
Placement Fee:	\$3,300 per placement

COACH SPONSORSHIPS: AVAILABLE NOW

All contracts are sold as one-year, with a 2-year maximum.

Total Placements Available:	9
Placement Fee:	\$60,000

TRAVEL GUIDE ADVERTISING: SUSPENDED DUE TO COVID-19