



CENTRAL FLORIDA COMMUTER RAIL COMMISSION

AUGUST 4, 2022



Central Florida Commuter Rail Commission

Date: August 4, 2022

Time: 10:00 a.m.

Location: LYNX Central Station
455 N. Garland Ave., 2nd Floor Board Room
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
- II. Announcements/Recognition**
- III. Confirmation of Quorum**
- IV. Approvals**
 - Adoption of June 27, 2022 CFCRC Board Meeting Minutes
- V. Public Comments**
 - *Nadia will read into the record any comments received prior to the start of the meeting.*
 - *Those joining in person will be permitted to approach the podium in the LYNX Board Room and speak for up to 3 minutes.*
- VI. Reports**
 - SunRail Customer Advisory Committee (CAC) Update – James Grzesik, Chair
 - SunRail Technical Advisory Committee (TAC) Update – Tawny Olore, Chair
 - Agency Update - SunRail Chief Operating Officer – Charles M. Heffinger Jr., P.E.
 - Connectivity
 - LYNX Update – Bruce Detweiler
 - Votran Update – Kelvin Miller
- VII. Action Item**
 - A. SunRail Governance Structure Transition



Central Florida Commuter Rail Commission

VIII. Discussion Item

- A. Expanded SunRail Service and Opportunity for Infrastructure Funding Update

IX. Board Member Comments

X. Other Business

- Next Meeting – September 22, 2022

XI. Adjournment

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

Central Florida Commuter Rail Commission Meeting

June 27, 2022

10:00 a.m.

MetroPlan Orlando

250 S. Orange Ave. Suite 200

Orlando, Florida 32801

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

Minutes

Meeting was called to order by Chairman Dyer at 10:00 a.m.	
Pledge of Allegiance and Confirmation of Quorum	
Commission Chair's Announcements	Chairman Dyer
<ul style="list-style-type: none">An item for Expanded SunRail Service and opportunity for Infrastructure Funding will be included in future agendas to relay the information from the Working Group to the public.	
Approval:	Chairman Dyer
<ul style="list-style-type: none">Adoption of the meeting minutes from May 5, 2022. Motion to adopt minutes passed unanimously.	
Public Comments:	
<ul style="list-style-type: none">Ms. Maria Triscari introduced herself as the President at the International Drive Resort Area Chamber of Commerce and Representative of Orlando's Right Rail Coalition, which represents the major stakeholders on the International Drive (I-Drive) Corridor, including Universal, SeaWorld, Rosen Hotels and Resorts, among others. She has been president of the Chamber for over 30 years, and they have been planning for a long time a mass transit system that would extend from the Orlando International Airport (OIA) to I-Drive, to serve the I-Drive corridor, with 75K employees and 25K residents. With Brightline, SunRail, and all elected officials, community leaders, and leaders from the private sector, they are confident they can achieve this monumental goal. They believe this will be greatly beneficial for Central Florida since it will connect SunRail to the I-Drive corridor, one of the fastest growing corridors and employment bases in the southwest region. I-Drive has over 135 hotels, 350 restaurants, 35 attractions, six major theme parks, and the Orange County Convention Center. It has more residential and affordable housing units being developed. They are confident in the success of the proposed Sunshine Corridor. Orlando's Right Rail Coalition, through their partnership with Universal Orlando, collectively guarantee \$13M in annual ticket sales for the Sunshine Corridor through the dedicated public entity. This is a current estimated amount of cost for a seven-day and 365 days per year operation along the corridor. They believe this is the right time to make this goal a reality.Ms. Christine Kefauver, Senior Vice President of Corporate Development at Brightline Trains, introduced herself and explained that their job is to connect the State with intercity passenger rail. She explained that when they began to pivot and look at different alignments, they did not see that these opportunities precluded one another, but rather enhanced one another. They received a CRISI grant from the Federal Railroad Administration (FRA) earlier in the month for \$31.75M, through unified bipartisan support from the congressional members. This would allow them to move forward with the design to connect Orlando to Tampa. They are trying to get Brightline set to go for more funding, counting with support from the FRA Administrator. It is their goal to eliminate any local funding share for the Brightline connection to Tampa, while still working with the local governments, communities, and FDOT to implement the program.<ul style="list-style-type: none">Chairman Dyer inquired if they receive this first round of funding and do the work as planned, would it be likely that they get that second round of funding.	

- Ms. Kefauver responded that she believes that the FRA Administrator laid that out for them as an aspirational goal and it is what they intend to do. Additionally, they are a proven technology and project. They will be opening operations around this time next year to OIA with 80% of construction completed as of today.
- Mr. John McReynolds introduced himself as the Senior Vice President External Affairs for the Universal Orlando Theme Parks. John expressed his full commitment including that of the parent company, Comcast-NBC Universal. They have known that rail is a critical component of the mass transit solution for the community, compelling them to protect the corridor along the beachline for over 20 years, in an environmentally sensitive way, so they can take it to the Shingle Creek Basin. They did this intentionally knowing that transit and rail would be one of the answers for the community, including getting to and from their jobs. Universal will be adding 14K new employees within the next 24 months with the addition of Epic Universal. This creates a need for better transportation for these future employees of Universal and the employees for the jobs that are thus indirectly created by the raise in workforce to over 100,000 jobs. The I-Drive community is coming forward with a ridership guarantee and his company is offering an investment to back \$125M in bonds and take on the operating costs of one of the major stations, because they believe in the project. He expressed that this is the moment in time for them to help offset the costs, help subsidize the rest of the system and providing a more cost-effective transit solution to Central Floridians. He believes this will transform Central Florida.

Agenda Item: Reports – Customer Advisory Committee (CAC) **Presenter:** James Grzesik

- Mr. Grzesik noted their last meeting was in April and the next one is scheduled for Thursday, June 30th. It will be the first in-person meeting in over two years. He expressed that they have done a good job with the virtual meetings, but he looks forward to having more public comments and community involvement.

Agenda Item: Reports – Technical Advisory Committee (TAC) **Presenter:** Tawny Olore, P.E.

- Ms. Olore stated that the TAC also met virtually in April. The next TAC meeting will be in-person on July 13th.

Agenda Item: Reports – Agency Update **Presenter:** Charles M. Heffinger

- Choo-Choo to the Zoo
 - This event consisted of a free trolley service from the Sanford Station to and from the zoo, from June 6th to July 29th. People that had a train ticket received a 20% discount on their ticket to the zoo.
- Northern Expansion
 - The groundbreaking plans are in progress. The first day of contract on the Phase 2 North expansion was on June 13th. There are plans to have an unveiling of the logo in July and are currently discussing the possibility of a groundbreaking ceremony possibly in September. As the details are finalized, more information will be provided to the public.
- All Aboard the Foodie Tour
 - Riders are being enticed to keep it local and try something new. Eight stations will be showcasing restaurants within walking distance. There will be a social media campaign in July with a short video.
- Commuter Campaign
 - It will be a joint effort with the downtown partners, highlighting SunRail’s value and ability to save employers money by reducing parking and travel costs. The campaign includes eblasts, website banners, social media, commuter rider stories, blog posts, and billboard support along the I-4 corridor.
- Simply IOA Corporate 5K Partnership
 - Experienced the highest ridership day on April 21st, and SunRail ran extra trains for this event. There were free rides offered to and from Church Street Station for the race that took place at Lake Eola. Partnered with Track Shack and ReThink Your Commute for this event.

They are looking into upcoming big events to make people’s commute easier.

- Total Monthly Riders (January – May)
 - There was a 39% increase in ridership as compared to 2021. There was a spike in May and there will possibly be another possible spike in June, especially now that schools are out for the summer. There has been an average of about 4,000 daily riders.

- On-Time Performance Average (April 2022 – May 2022)
 - Goal 95%; Actual 97.3%, Contract 99.23%
 - The trains were on time 50 days during 63 operating days and ran 2,520 trains.
 - Storms slowed down the system some days, but they are keeping up with the schedule overall.
- Boardings by Stations
 - Riders are coming from the outskirts into Winter Park and Downtown Orlando. Winter Park and LYNX Stations continue to have the highest numbers, followed by Kissimmee, Poinciana, and DeBary.
- Commissioner Dallari inquired if the ridership has increased with the elevated fuel costs.
 - Mr. Heffinger said schools were out during June which was the month when gas prices started going up, but he will provide more information on this at the next meeting.

Agenda Item: Connectivity: LYNX Update

Presenter: Bruce Detweiler

- Ridership decreased 27% during FY21 compared to FY20. This was mainly due to the COVID-19 pandemic.
- There has been an increase in ridership during FY22 with a 31% increase in May and a 24% in total for the year.
- Feeder bus routes for Phase II service have also seen an increase in ridership. However, route 831 had a slight decrease due to a service change made in April. LYNX anticipates ridership increasing for this route in the coming months.

Agenda Item: Connectivity: Votran Update

Presenter: Ralf Heseler

- Ridership at the DeBary Station and the connectivity report shows steady numbers.
- Ridership has gone down 3% compared to the same period last year (April – May 2022). This is mainly attributed to having less people going to work.
- There has not been a noticeable increase in ridership due to higher gas prices. Campaigns like “Dump the Pump” have been done but have not impacted the numbers as of yet.

Agenda Item: Sunshine Corridor Update

Presenter: Brian Stanger

- Chairman Dyer expressed that many things are converging at this point with the bipartisan infrastructure bill that has provided a large amount of funding for transportation, Brightline moving forward with plans to go to Tampa, and Right Rail providing private funds. It has been requested that FDOT take the lead in conversing with the partners at the federal government level and to facilitate the conversation between the local government funding partners and other stakeholders. An effort will be made to keep everyone informed of these communications. Brian Stanger from FDOT has been assigned this effort.
- Mr. Brian Stanger introduced himself as the Modal Development Administrator for FDOT District 5, and presented the next slides:
 - Objective – The overview of the alignment is to identify and evaluate topics that require decisions by the CFCRC, FDOT or any of the key partners to successfully advance the Sunshine Corridor through acceptance as a federally funded project.
 - Organization – Consists of a steering committee group to represent Local Partners and FDOT, a policy group to work with project details and policy decisions discussed by local, regional and private partners, and a technical group to work with topics of engineering and design.
 - Progress –
 - Organized groups have been established and initial meetings of Policy and Technical groups were held.
 - A Steering Committee was established and already held initial meetings.
 - A call was conducted with FTA and a whitepaper is being developed in response to FTA’s request.
 - A draft workgroup charter was developed for review
 - Developed tools to support workgroup members, Story Map, glossary, and a grant summary
 - Moving Forward – Some items will include reaching a consensus on the project description, updating FRA, completing the whitepaper, and submitting it to FTA, and completing the ridership study.
- Mr. Brad Thoburn, Assistant Secretary for Strategic Development at FDOT, introduced himself and provided a summary of the conversations with FTA and FRA and the feedback received.
 - FDOT had a meeting with FRA and two meetings with FTA. The focus is on the commuter rail part, FDOT is concentrating more on the relationship with FTA. There has been interest and positive comments on the federal level. One of the key conversation points was determining what the path

forward is from a project development standpoint. One of the reasons to provide the whitepaper to FTA is to help them provide guidance on the implications of various approaches of project development. In general, the approaches consist of three different commuter rail projects: OIA Shuttles, the East/West Corridor Commuter Rail, and the InIntercity Passenger Rail. When discussing the commuter rail part, they discussed having two separate projects that travel and go through project development separately. One option is combining the shuttles with the East/West Corridor Commuter Rail or move the East/West Corridor project forward with the Intercity Passenger Rail, while pulling back or pausing the shuttles. Each option has different implications and funding opportunities. The whitepaper will be provided to FTA for additional feedback which will then be reported to FRA. This will help provide guidance to the partners to make an informed decision about the right path forward for project development.

- FRA requested to be provided with multiple alternatives to fund. The main focus is on the Federal State and Partnership Program, but other funding opportunities are also being considered. The partners have agreed on being flexible in regard to funding opportunities.
 - Chairman Dyer inquired about FRA and FTA understanding of the significance of bringing Brightline and the I-Drive community together on selecting a single route that the entire community support.
 - Mr. Thoburn confirmed that they did, and they also recognize that this might not fit the typical project they are used to, but they can see unique opportunities in the convergence of interests. He explained that FRA and FTA do not always work together like they do in Virginia. The Deputy Administrator from FRA comes from Virginia, where they integrated commuter and intercity rail, which he considers a positive experience to bring forward.
 - Chairman Dyer commented that he likes the approach in looking at all the possible ways to deliver the project, but he would also like to be mindful of the fact that there was a similar experience with SunRail with a 61-mile corridor that was eligible for funding as a whole project which FTA requested to break it into pieces. This made getting funding for Phase 2 problematic, since it could not rely on the ridership from the other phases.
 - Mr. Thoburn responded that this is part of the conversation, and they are receiving feedback on whether a part of the project will be difficult to get funded if they cannot fund everything. We must figure out our properties.
 - Chairman Dyer asked about the resolution passed last year in support of Brightline and the route that they are taking to Tampa which is only from Disney to Tampa and if it would be helpful to have a resolution to support the route from the Airport to I-Drive, then to south I-Drive Disney, and back to Tampa.
 - Mr. Thoburn noted that at the Partner level there has not been a consensus. He considers that support for a combined unified corridor would be helpful at the right time.
 - Mayor Demings requested clarification on what the right time to advance a resolution would be.
 - Mr. Thoburn explained that they are still trying to figure this out, but it is all positioning for this to happen. More clarity will be provided in future conversations with FRA in terms of the timing for a resolution and what type of public support needs to be shown.
- Mr. Brian Stanger wrapped up the presentation expressing that FDOT will continue the communication and collaboration between all stakeholders, they would document official actions and identify issues, concerns and research topics.
- Secretary John Tyler thanked Mr. Stanger and Mr. Thoburn. He noted that during the last meeting, the Commission challenged them to take on the Working Group and they did. The amount of communication and collaboration that has occurred since the last meeting is not evident in the update. He believes there is a tremendous opportunity, and he wants to make sure they are doing everything possible, so the community and the partners want to advance it together. He also thanked the members of the Steering Group and recognized their collaboration as vital.
 - Chairman Dyer responded with thanks to FDOT regarding the project collaboration with all the partners. It is often difficult to coordinate with several entities especially given the current state Orange County is in, divided by political affiliations across the local, state, and federal government levels.
- Commissioner Dallari commented that there has been a lot of hard work done on many different layers. He impressed upon not losing focus on the 61-mile mission. Mr. Dallari inquired when they could see a list of identified issues and concerns.

- Secretary Tyler responded that the Working Charter will be the best way to capture this information. The draft is already developed, and the Steering Group met to review and incorporate the concerns and feedback of the Local Partners. The working charter will be circulated to the Technical Working Group, the Policy Working Group, and the board members as well.
- Chairman Dyer noted that since he brought up the potential of amending the resolution, he requested his staff to work on a draft proposal to start modifying and getting comments so that it is available at the appropriate time.

Agenda Item: SunRail Transition Consultant Update – CFCRC Workshop

Presenter: Alan Danaher

- Transition Study Process – Current Status
 - Deliverables: WSP is in the process of finalizing the Financial Analysis Memorandum that forms part of the Transition Analysis Report.
 - Existing Conditions Report (completed)
 - Transition Analysis Report (in progress)
 - Financial Memorandum (in progress)
 - Risk Assessment Report (in progress)
 - Transition Plan Report (draft scheduled for September for formal adoption by the Board during the November meeting)
- Financial Analysis Update – Presented by Simon Mosbah
 - Edits based on Steering Group comments on draft Financial Analysis Memo
 - Continued coordination with FDOT
 - Other refinements
 - Vehicle rehabilitation costs
 - Parts inventory for Option 1
 - Inclusion of just published Federal Transit Administration 5337 Formula funds
- Three Potential Governance Options
 - Option 1: CFCRC recruits comprehensive, in-house staff to provide all management, administration, and operating functions.
 - Option 2: CFCRC recruits in-house staff to provide management and administration functions while contracting out all operating services, like current FDOT organization.
 - Option 3: CFCRC recruits no staff and contracts all functions (management, administration, and operations) to another agency which may subcontract operating functions as indicated in Option 2.
- Total Cost Comparison between Three Governance Options:

Governance Options	(Q4 only) FY24 Total Costs*	FY25 Total Costs	FY26 Total Costs	FY27 Total Costs	FY28 Total Costs	FY29 Total Costs
Option 1	\$16.4	\$64.2	\$66.4	\$79.8	\$62.9	\$65.2
Option 2	\$15.8	\$61.8	\$58.1	\$60.2	\$61.3	\$63.6
Option 3	\$13.8	\$53.9	\$49.9	\$51.3	\$52.2	\$54.2

*Total costs: Net of all revenues which includes operations, capital maintenance, and insurance.

- The Total Cost Comparison graph showed a significant spike in FY27 with Option 1 due to the capital investment costs for maintenance of the system when CFCRC takes over. The costs for the other two options show more stability as they continue to rely on the contractors.
- LFP Allocations for each Option
 - This chart shows the costs net of all revenues for each LFP for each of the FYs through 2029.
 - These costs do not include PTC costs.
- Future Decisions the Commission needs to make:
 - \$22.1M to be provided by FDOT in FY23 for Capital Rolling Stock Maintenance and Rehabilitation
 - Federal Transit Administration 5307 and 5337 formula grants
 - Commission will need to decide how the monies are flowed through the 5-year budget

- Transition Analysis Framework
 - The Transition Analysis Framework include lessons learned, contracts & agreements, staffing, committees, a financial assessment, operational assessment, and agency analysis.
- Primary Operating Contracts to be transitioned include:
 - Amtrak Vehicle Heavy Maintenance
 - Execute assignment & extension of term by June 30, 2024
 - Herzog Signal Maintenance
 - Execute assignment by June 30, 2024
 - Alstom Rail Operations and Maintenance
 - The contracts have been extended through 2024 by FDOT. WSP recommends working with FDOT on contract dates to extend them to 2027 and possibly involving a third-party legal staff to help manage the work effort. At the time of transition, the Commission would decide whether to bundle them into a single contract or keep them separated.
 - Ms. Olore commented that they met with a representative from each Local Funding Partner to discuss the next steps for the contracts. She explained that the interlocal agreements say that the contracts will be assigned for a period of three years if CFCRC chooses. The legal staff will get together to review the list of contracts. They are concerned about the amount of work and will be meeting regularly. It will be important for the Commission to decide on the governance structure since it affects the amount of time to get contracts in place.
 - Commissioner Dallari highlighted the important of focusing on getting legal representation for SunRail, instead of five different entities. He suggested attaining this legal representation soon.
 - Ms. Olore noted that this was discussed in the meeting as well.
 - Commissioner Janer agrees on attaining legal representation for SunRail and inquired when the list of contracts the legal is working on would be ready.
 - Ms. Olore responded that she will reach out to the consultant to provide more information about the date. She hopes they can receive it within the next two weeks.
 - Chairman Dyer considers it to be premature to receive legal counsel before they have reached a decision on the governance structure but agrees that it will be important once they have reached that step.
- Committee Recommendations
 - Committee recommendations include maintaining the existing TAC and CAC meetings, which is consistent with the interlocal agreements. New committees may need to be established after the transition to advise the Commission on specialized governance and oversight matters such as: Oversight Committee, Finance and Audit Committee, and a Risk Management Committee.
- Fare System Assessment
 - New fare system in early design stages
 - Project risks should be monitored:
 - New team collaboration
 - Project Schedule should enable proper project management and oversight
 - Transition to new fare system will be complex
 - Operations & Maintenance (O&M) services not fully defined
 - Monitor Risk Register to ensure proper identification of risks
 - Mr. Heffinger expressed his agreement that this is a complicated contract. Although they have extensive experience, FDOT welcomes any type of assistance to advance and help the work with moovel.
 - Recommendation: hire independent third-party oversight to monitor implementation of new fare system which is anticipated in 2023
- Operational Analysis
 - SunRail infrastructure is in a State of Good Repair (SGR).
 - A review of the past 3 years of Federal Railroad Administration (FRA) inspection findings and/or violations have not shown any systemic issues.
 - The FRA is confident in and comfortable with the SunRail operation. Minimal updates to plans.

- Recommendation: Prior to transition, conduct review to ensure SunRail maintenance and Capital Improvement Plan (CIP) has progressed and not deferred.
- Three Governance Options
 - Option 1: Commission hires all staff as direct employees
 - The Commission serves as Board/governing body
 - Most expensive
 - Creates new agency and must develop administrative process – HR, procurement, etc.
 - Requires approximately 200 employees
 - Requires rental/purchase of office space
 - Highest level of liability without contractors to share risk
 - Efficient execution of policy, decision-making, actions
 - High cost, long interval to recruit in FL market
 - Potential FRA concern over new operating team
 - Option 2: Commission hires leadership, admin staff, while all operating personnel provided through contracts
 - Commission serves as board/governing body
 - Second most expensive
 - Create new agency; must develop administrative process - HR, procurement, etc.
 - Requires approximately 50 employees (15 might be contracted)
 - Requires rental/purchase of office space
 - Sheds risk from Commission to operating contractors
 - Efficient execution of policy, decision-making actions
 - Medium cost and time to recruit in FL market
 - Likely FRA confidence with continuing operations with existing contractors
 - Option 3: Commission contracts entire organization/operating to existing agency – LYNX
 - Commission serves as board/governing body
 - Least expensive option
 - Leverages experience, assets, services of existing agency
 - Requires approximately nine additional LYNX employees
 - Utilizes existing LYNX office space
 - Sheds risk from Commission to LYNX and contractors
 - Commission policy and decision-making execution through LYNX CEO
 - Requires agreement between Commission and LYNX
 - SunRail and LYNX’s reputation are connected
 - Likely FRA confidence with continuing operations with existing contractors
- Proposed Next Steps
 - Finalize Financial Analysis Memo – June 2022
 - Finalize Transition Analysis Report – June 2022
 - Jurisdiction Board Briefings – June/July 2022
 - CFCRC Adoption of Governance Structure – August 2022
 - Develop a Transition Plan – August - November 2022
 - **CFCRC Adoption of Transition Plan – November 2022**
- Questions
 - Council Chairman Brower inquired if the current fare system accurately tracks ridership, and if the new system would improve the tracking. He also asked if embarkments and disembarkments are being tracked. He noted that accurate numbers are important for each Partner to look at.

- Mr. Heffinger confirmed that they are able to track embarkments and disembarkments to a certain level. When a ticket is scheduled to tap off at a station, the ticket is invalidated so the rider has to call to fix it. This system will be improved in the future. They will have an electronic people counter system to count riders when they walk in and out of the train.

Agenda Item: Board Member Comments

Chairman Dyer

- Council Chairman Brower asked the Board where they stand on the 3 options.
 - Chair Dyer responded that we would need to vote in August.
 - Council Chairman Brower brought costs to the Volusia County taxpayers so is leaning towards option 3. He believes the agreements between the Commission and LYNX is important but is concerned that Volusia County will be left out of the conversations. They want to be good Partners and be included.
 - Chair Dyer assured Volusia County Council Chair Brower that the LYNX Board cannot make decisions based on the policy and the approval of the SunRail Board which includes Volusia County. He understands Brower’s concerns and asks that any uncertainties/comments are brought up and together as a Board they will meet the challenges that may come up.
- Commissioner Dallari mentioned a question he asked weeks ago which has yet to be answered by the Transition Consultant. With this transition, LYNX is going to be absorbing an estimated 27 positions.
 - Mr. Danaher responded the intent is that currently there would be a total of nine new rail operations positions. Management positions would be addressed with the existing LYNX employees.
 - Commissioner Dallari stated in absorbing those positions, if not a full but a partial full time equivalent (FTE). With the counties funding LYNX, FTEs are being absorbed by the BCC of that county, not SunRail. He would like to see the dollar figure for the partial FTE that would be absorbed by LYNX.
 - Chairman Dyer stated, are we going to make use of the existing HR department in that SunRail piece?
 - Ms. Olore clarified that the consultant identified positions for a potential agency. The tables are a bit misleading, however FDOT has a contract administrator to a marketing contract. There are not 27 FTE’s being absorbed by LYNX, but potential FTEs such as HR will be needed.
 - Commissioner Dallari asked for the list of FTEs needed being the first time hearing this explanation.
 - Commissioner Janer is leaning towards option 3 with the efficacies and cost savings, but still needs to be taken to the Osceola Board.
 - Mayor Demings believes option 3 is the most viable option but would like a better understanding on potential challenges with option 3.
 - Mr. Danaher read off challenges which would be provided to the Board to review and discuss.
 - Additionally, asked Mr. Harrison of LYNX if he believes all issues can be adequately addressed.
 - Mr. Harrison responded that integrating some key activities with existing functions of LYNX can be effectively integrated. However, there will be a need for additional staff to be added that has the rail expertise that LYNX currently does not have.
 - Chairman Dyer added that he is for option 3 with it being the most viable. He requested that Mr. Harrison provide the Board with the visions in terms of hiring employees with rail expertise and how would he envision the sharing of administrative costs.
 - Commissioner Dallari believes that the consultant should be earmarking what that FTE is.

Agenda Item: Action Items

Chairman Dyer

- No action items.

Next Meeting: August 4, 2022, at 10:00 AM

Adjournment: Meeting adjourned at 11:39 a.m.

PLEDGE OF ALLEGIANCE

(Please Stand)

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





TITLE VI

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

ROGER MASTEN

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WELCOME





APPROVAL

ADOPTION OF JUNE 27, 2022
MEETING MINUTES

PUBLIC COMMENTS



REPORTS

A. CUSTOMER ADVISORY COMMITTEE

James Grzesik, Chair

B. TECHNICAL ADVISORY COMMITTEE

Tawny Olore, P.E., Chair

C. AGENCY UPDATE

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

D. CONNECTIVITY

LYNX Update – Bruce Detweiler

Votran Update – Kevin Miller



CHAIR'S REPORT

JAMES GRZESIK





CHAIR'S REPORT

TAWNY OLORE, P.E.

AGENCY UPDATE

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





CHOO-CHOO TO THE ZOO

- Special shuttle service concluded July 29, 2022
- Exceptional community ridership
- Exploring future programs to grow ridership






FOODIE TOUR

- Campaign is going strong to encourage community to visit local restaurants near stations
- Engaging videos resulted in record number of likes on Instagram
- Earned media coverage on local networks expanded reach to new audiences

FOX 35 ORLANDO Live News Weather Good Day We Love Florida Contests More

List: Central Florida restaurants that are walking distance from SunRail train stations

By FOX 35 News Staff | Published July 18, 2022 8:49AM | We Love Florida | FOX 35 Orlando

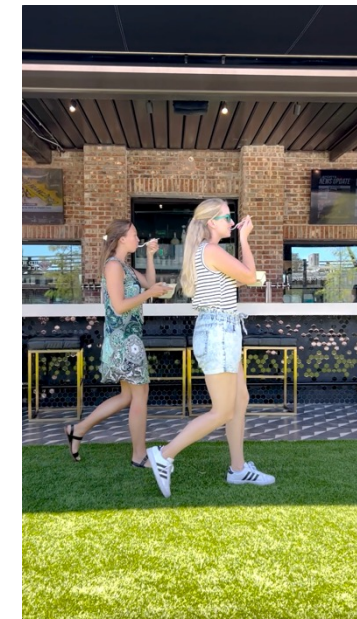


(File photo)

Save money at the pump by catching a ride on the SunRail. There are several

Latest News

- Florida deputies take down drug-trafficking ring allegedly run by former correctional officer
- Kaitlin Armstrong, Texas love triangle murder suspect, makes first court appearance
- Visit Orlando's Magical Dining returns in August: See restaurants, menus
- Seminole County firefighters to give out free smoke alarms to residents
- Orlando FreeFall death: Florida lawmakers to introduce new rider safety





COLLEGE WEEK

- Popular program will return this fall
- Expanding reach to include Rollins College
- Invites students, faculty, and staff to ride to campus and explore all of Central Florida

UCF DOWNTOWN

VALENCIA COLLEGE

FAMU

**FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY**

Rollins
— EST. 1885 —



PHASE 2 NORTH

- Project started on June 13, 2022
- Currently in design and material procurement phases (survey and geotechnical field investigations)
- Project is on schedule, and anticipated to be completed by Summer 2024
- Design-build is also in coordination with the signal design and construction work





FARE COLLECTION

- Moovel has ordered new ticket vending machines, validators, and handheld fare validator equipment
- FDOT's team is fully engaged with Moovel personnel in the system design and implementation plan
- Recently experienced a great demo of the mobile application and e-ticketing
- Project is making progress and is on track -
 - Go-Live deadline: February 2023
 - Final Acceptance: August 2023





COMING SOON

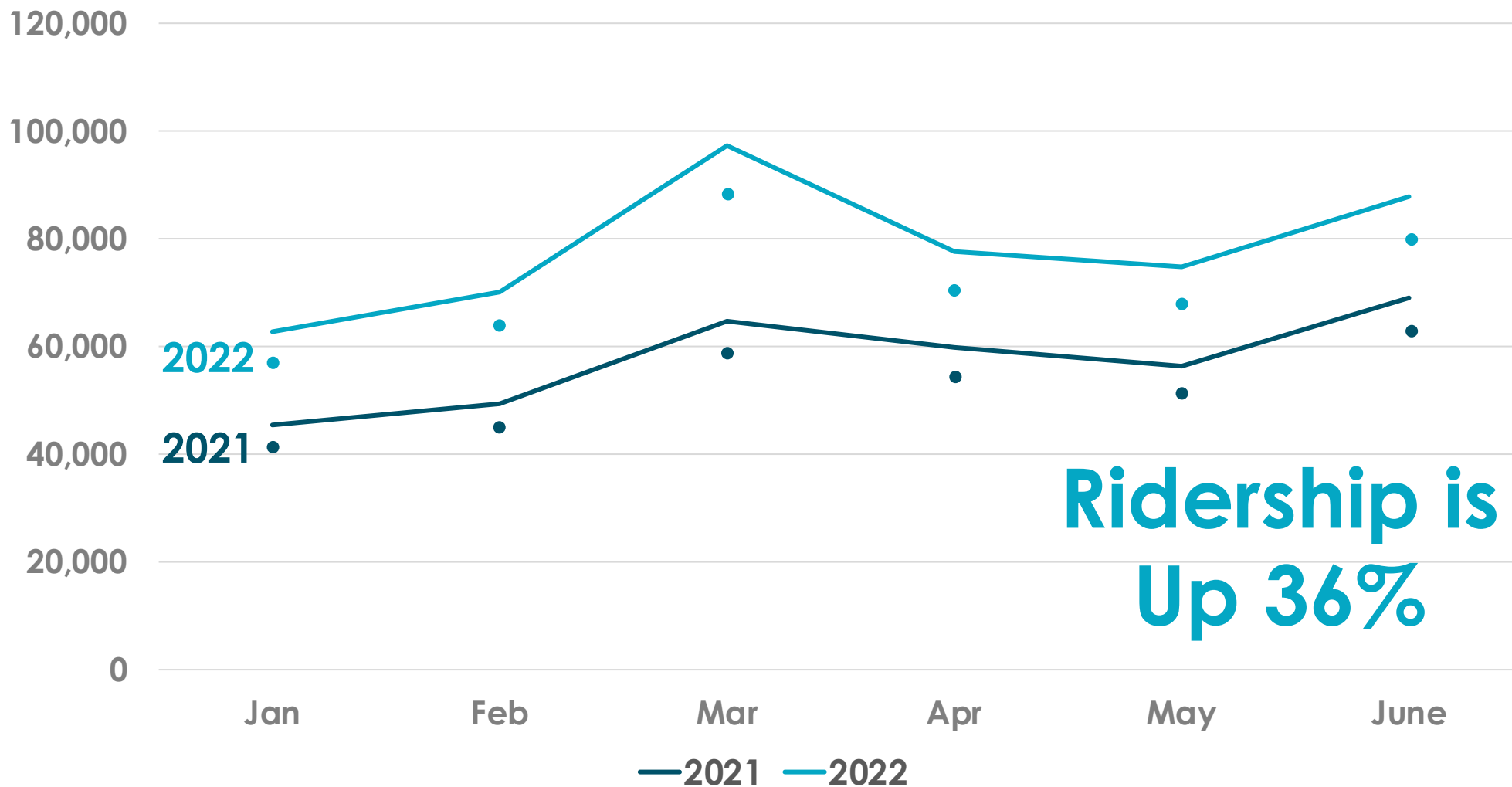
- Rail Safety Week: Sept 19 – 23
- Mobility Week: Oct 21 – 28
- Exciting coordination with local communities to promote rail safety and public transportation



INCREASE IN RIDERSHIP



TOTAL MONTHLY RIDERS

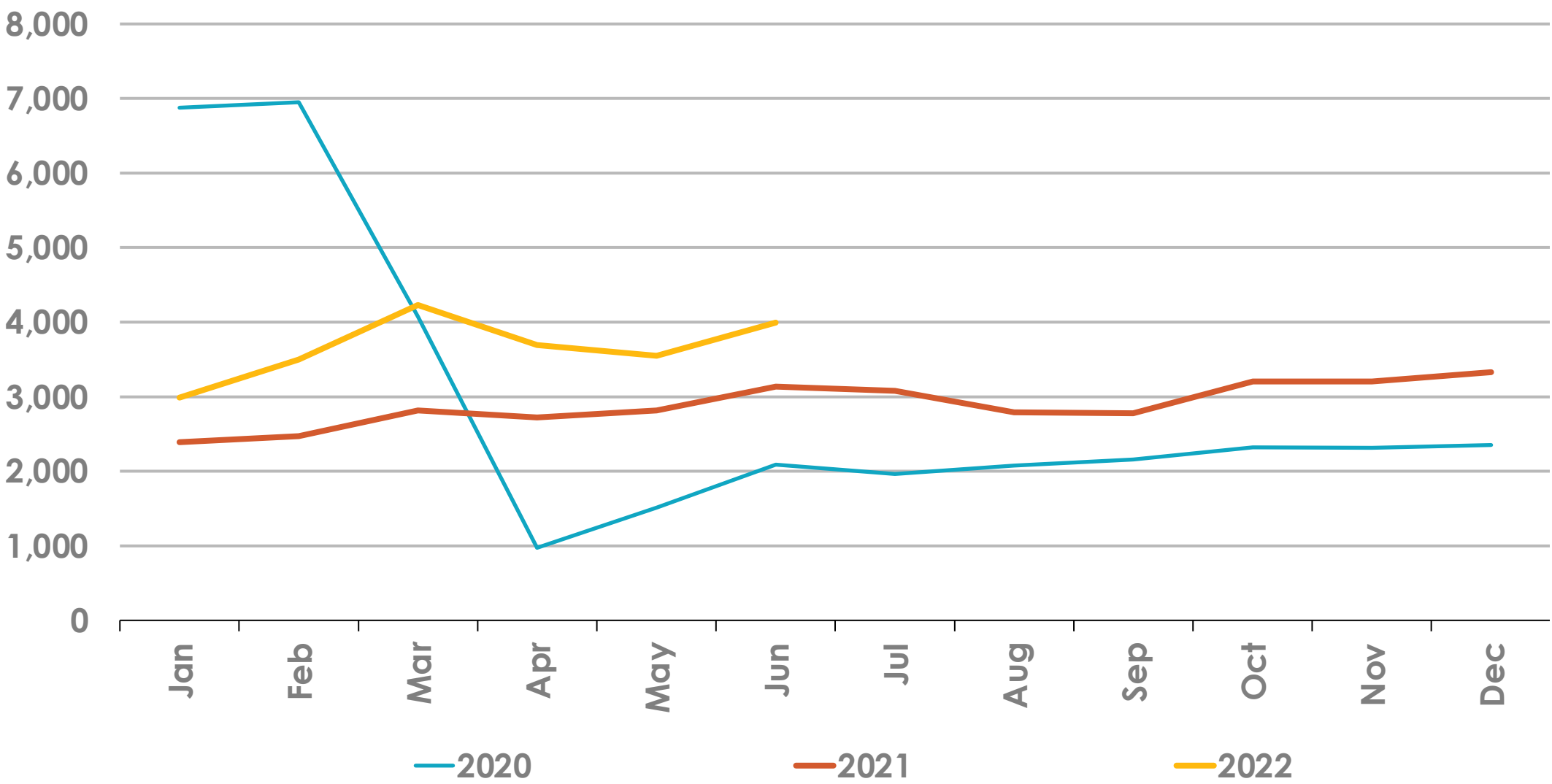


Ridership is
Up 36%

AVERAGE DAILY RIDERSHIP



Apr – 3,696 | May – 3,552 | Jun – 3992





PTC SUCCESS

- Year to Date PTC Active Operating Percentage:
 - SunRail 99.9%
 - CSX 99.5 %
 - AMTRAK 99.6%

Through July 1, 2022

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
<i>OPERATING COSTS SUBTOTAL</i>

Feeder Bus Expenses
Capital Maintenance
Consultant Support

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

YEAR TO DATE JUNE 30, 2022	
BUDGET	ACTUAL
\$ 10,745,000	\$ 10,573,356
\$ 16,255,000	\$ 16,170,783
\$ 1,350,000	\$ 1,234,913
\$ 1,000,000	\$ 912,644
\$ 2,200,000	\$ 3,819,797
\$ 3,500,000	\$ 3,296,375
\$ 2,500,000	\$ 2,756,729
\$ 5,000,000	\$ 3,842,500
\$ 2,136,000	\$ 1,638,029
\$ 6,000	\$ 3,592
\$ 100,000	\$ 56,317
\$ 30,000	\$ 23,760
\$ 40,000	\$ 33,288
\$ 10,000	\$ -
\$ 300,000	\$ -
\$ 10,000,000	\$ 9,793,198
\$ 3,506,560	\$ 3,754,854
\$ 58,678,560	\$ 57,910,136

\$ 2,000,000	\$ 1,376,036
\$ 10,620,000	\$ 4,063,645
\$ 12,200,000	\$ 10,393,262

\$ 83,498,560	\$ 73,743,080
----------------------	----------------------



OPERATING REVENUE

**YEAR TO DATE
JUNE 30, 2022**

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	\$ 1,875,737
\$ 3,698,671	\$ 3,804,220
\$ 1,012,971	\$ 899,645
\$ 28,416	\$ 20,677
\$ 123,442	\$ 114,341
\$ 444,792	\$ 579,716
\$ 7,616,391	\$ 7,294,335

FTA 5307 - Urbanized Area Grant Funds
CRRSAA Grant Funds

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

TOTAL OPERATING REVENUE

\$ 31,341,011	\$ 31,018,955
----------------------	----------------------

**Sunshine Corridor
CFCRC Update
08.04.2022**



Organization

Steering Committee Group

Policy Group

Technical Group



Organization

Steering Committee Group

Policy Group

Technical Group

Progress

Continued
to discuss
impacts of
Sunshine
Corridor
on CFCRC
members

Attempted
to resolve
challenges
with the
workgroup
charter



Organization

Steering Committee Group

Policy Group

Technical Group

Progress

Conducted second update call with FTA. Submitted whitepaper in response to FTA's request

Continued discussions on rolls and expected contributions

Relationship Building



Organization

Steering Committee Group

Policy Group

Technical Group

Progress

Continued
work on the
ridership
study

Began to
receive data
from private
partners to
support the
ridership
study

Planned
technical
tour of
corridor

Moving Forward

Continue to collect
inputs from
private partners
on ridership study

Conduct Corridor
Tour

Complete
Ridership Study

Wait on FTA's
recommendations
on White Paper

FTA Update Call





Caution

- Need to ensure understanding of PD&E roles and responsibilities
- Continue to document official actions
- Keep technical conversations simple enough for board understanding of implications

QUESTIONS





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	
<i>Days of Operation</i>	21	21	23	21	20	23	21	21	22				193
Sanford	233	237	258	225	259	246	289	261	258				252
Lake Mary	61	59	63	64	63	70	59	71	77				65
Longwood	60	63	58	53	53	61	65	61	58				59
Altamonte Springs	108	100	92	103	109	123	105	132	123				111
Maitland	12	13	14	15	13	19	21	17	17				16
Winter Park	233	236	260	231	240	256	225	234	256				241
AdventHealth	285	270	288	243	286	313	324	347	321				297
LYNX Central Station													-
Church Street Station													-
Orlando Health/Amtrak	24	19	25	25	23	24	25	28	26				24
Sand Lake Road	157	181	167	150	162	183	192	183	184				173
Meadow Woods	92	86	81	49	104	100	99	110	115				93
Tupperware	12	14	12	17	16	17	14	16	18				15
Kissimmee Intermodal													-
Poinciana	6	4	4	6	5	8	5	6	6				6
Total - All Stations	1,283	1,282	1,322	1,181	1,333	1,420	1,423	1,466	1,459	-	-	-	1,352
Percent change from FY 21 to FY 22	47%	8%	15%	5%	30%	26%	40%	31%	49%				25%





LYNX CONNECTIVITY

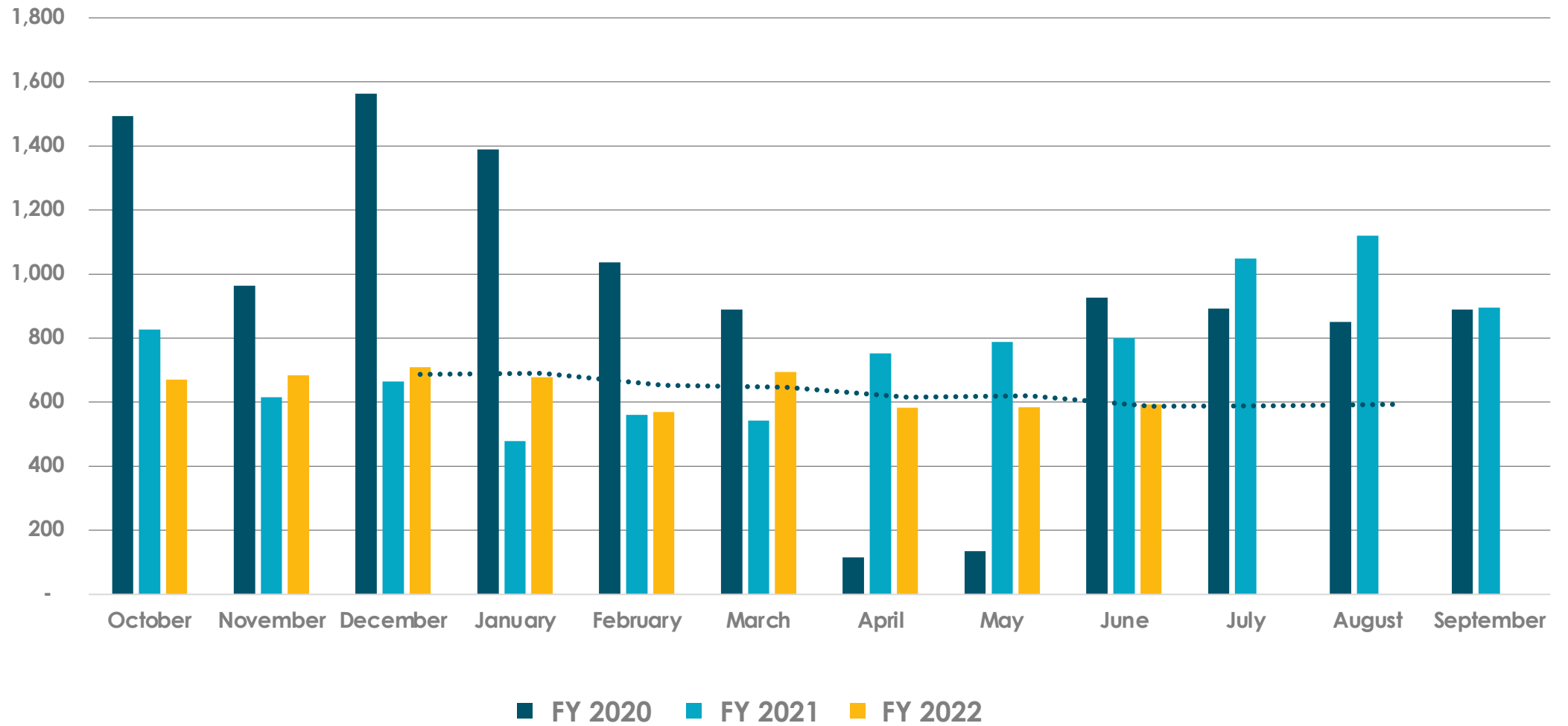
LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	June		Change	% Change
	FY21	FY22		
18	14,911	19,477	4,566	31%
418	3,698	5,166	1,468	40%
155	413	908	495	120%
306	1,256	1,780	524	42%
604	132	256	124	94%
631*	409	N/A	N/A	N/A
632*	195	N/A	N/A	N/A
709	916	1,358	442	48%
831*	N/A	602	(2)	0%

* - 631 and 632 were combined to form 831 in April 2022.



VOTRAN SUNRAIL CONNECTIVITY





VOTRAN CONNECTIVITY

June 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	23	21	21	22				193
Total Monthly Ridership	670	684	709	678	570	694	583	585	594				5,767
Avg Daily Ridership	32	33	31	32	29	30	28	28	27				30

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





ACTION ITEMS

SUNRAIL GOVERNANCE STRUCTURE

Project Status Update

August 4, 2022
10:00 am

CFCRC Board
Meeting

SunRail

Transition Plan

Consulting

Services



Today's Agenda

Status
Update:
Financial
Analysis

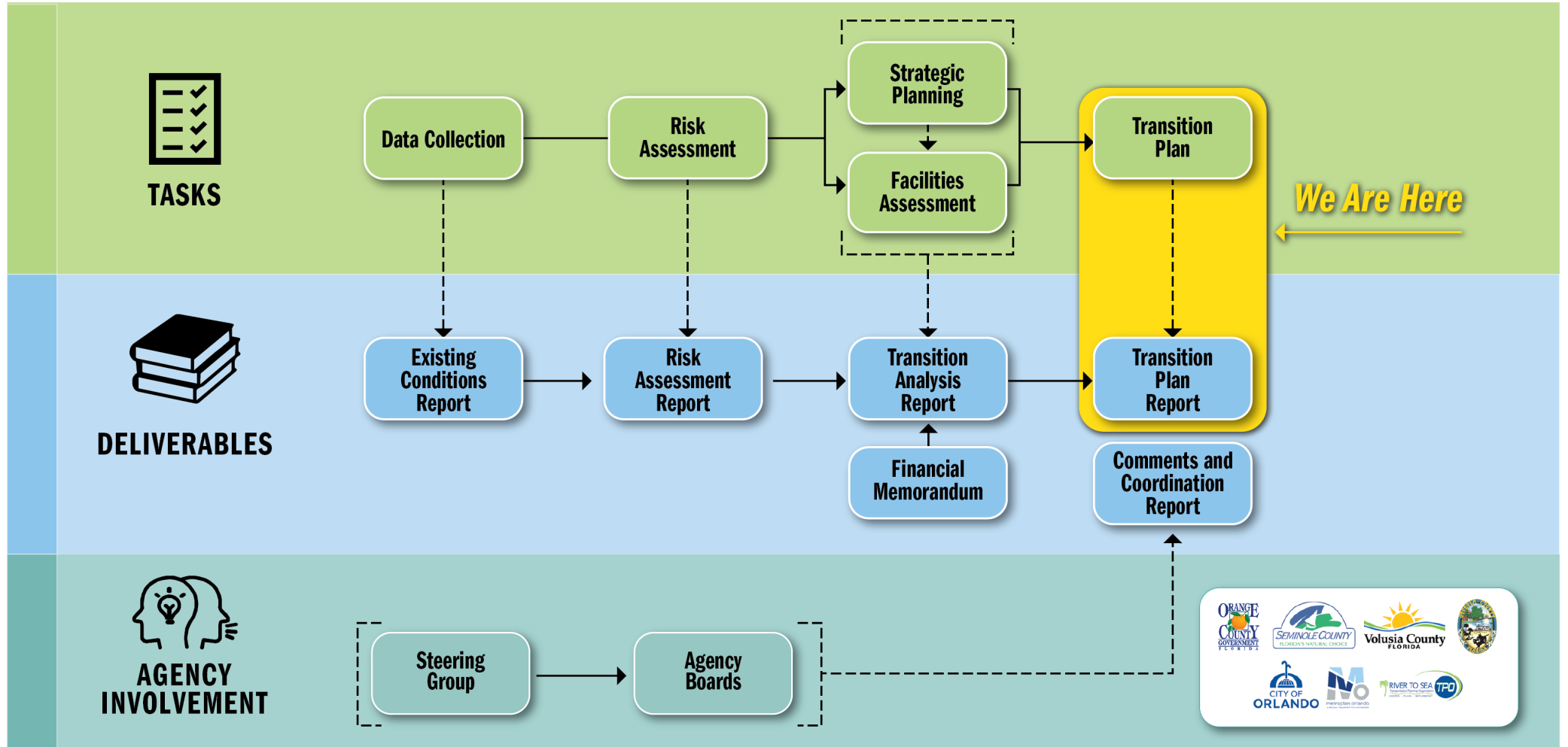
Decision
Point:
Governance
Structure

Upcoming:
Transition
Plan and Key
Activities

Informational:
Next Steps



Transition Study Process – Current Status



Financial Analysis Status Update

Financial
Analysis Memo
Edits based on
Steering Group
and Board
comments

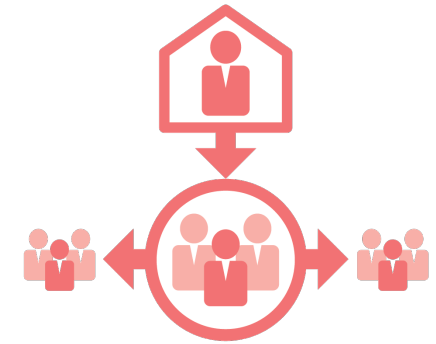
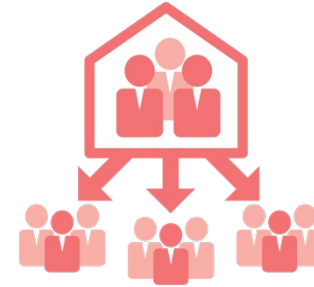
Coordination
with FDOT
All Options:
Capital Costs

Coordination
with LYNX
Option 3:
Staffing Costs

Note: Final determination on PTC costs
needed to finalize the analysis.



Three Potential Governance Options



Option 1

CFCRC recruits comprehensive, in-house staff to provide all management, administration, and operating functions.

Option 2

CFCRC recruits in-house staff to provide management and administration functions while contracting out all operating services, like current FDOT organization.

Option 3

CFCRC recruits no staff and contracts all functions (management, administration, and operations) to another agency which may subcontract operating functions as indicated in Option 2.

Option 1 – Commission hires all staff as direct employees



Commission serves as Board/governing body.



Most expensive.



Creates new agency; must develop administrative processes – HR, procurement, etc.



Requires approximately 200 employees.



Requires rental/purchase of office space.



Highest level of liability without contractors to share risk.



Efficient execution of policy, decision-making, actions.



High cost, long interval to recruit in FL market.



Potential FRA concern over new operating team.



Option 2 – Commission hires leadership, administrative staff while all operating personnel provided through contracts



Commission serves as Board/governing body.



Second most expensive.



Creates new agency; must develop administrative processes – HR, procurement, etc.



Requires approximately 50 employees. (est. 15 contract)



Requires rental/purchase of office space.



Sheds risk from Commission to operating contractors.



Efficient execution of policy, decision-making actions.



Medium cost and time to recruit in FL market.



Likely FRA confidence with continuing contractors.

Option 3 – Commission contracts entire organization/ operating to existing agency - LYNX



Commission serves as Board/governing body.



Least expensive option all years.



Leverages experience, assets, services of existing agency.



Requires approximately 9 additional LYNX employees.



Utilizes existing LYNX office space.



Sheds risk from Commission to LYNX, contractors.



Commission policy and decision-making execution through LYNX CEO.



Requires agreement between Commission and LYNX.



SunRail and LYNX's reputations are connected.



Likely FRA confidence with continuing contractors.



Activities Necessary for Implementation

GOVERNANCE

Staffing

Financial

Administration
& Support

Contracts
& Agreements

Capital Delivery

Service Delivery

Transition
Implementation
Program

Transition
Implementation
Schedule



Underway/Completed and Next Steps



Discussion/Questions

DISCUSSION ITEMS

EXPANDED SERVICE AND
FUNDING OPPORTUNITY



BOARD MEMBER COMMENTS



THANK YOU



NEXT MEETING

September 22, 2022

2:30 PM

LYNX Central Station

Administration Building



SUPPORTING CHARTS AND DATA



ON-TIME PERFORMANCE AVERAGE

April 2022 – June 2022

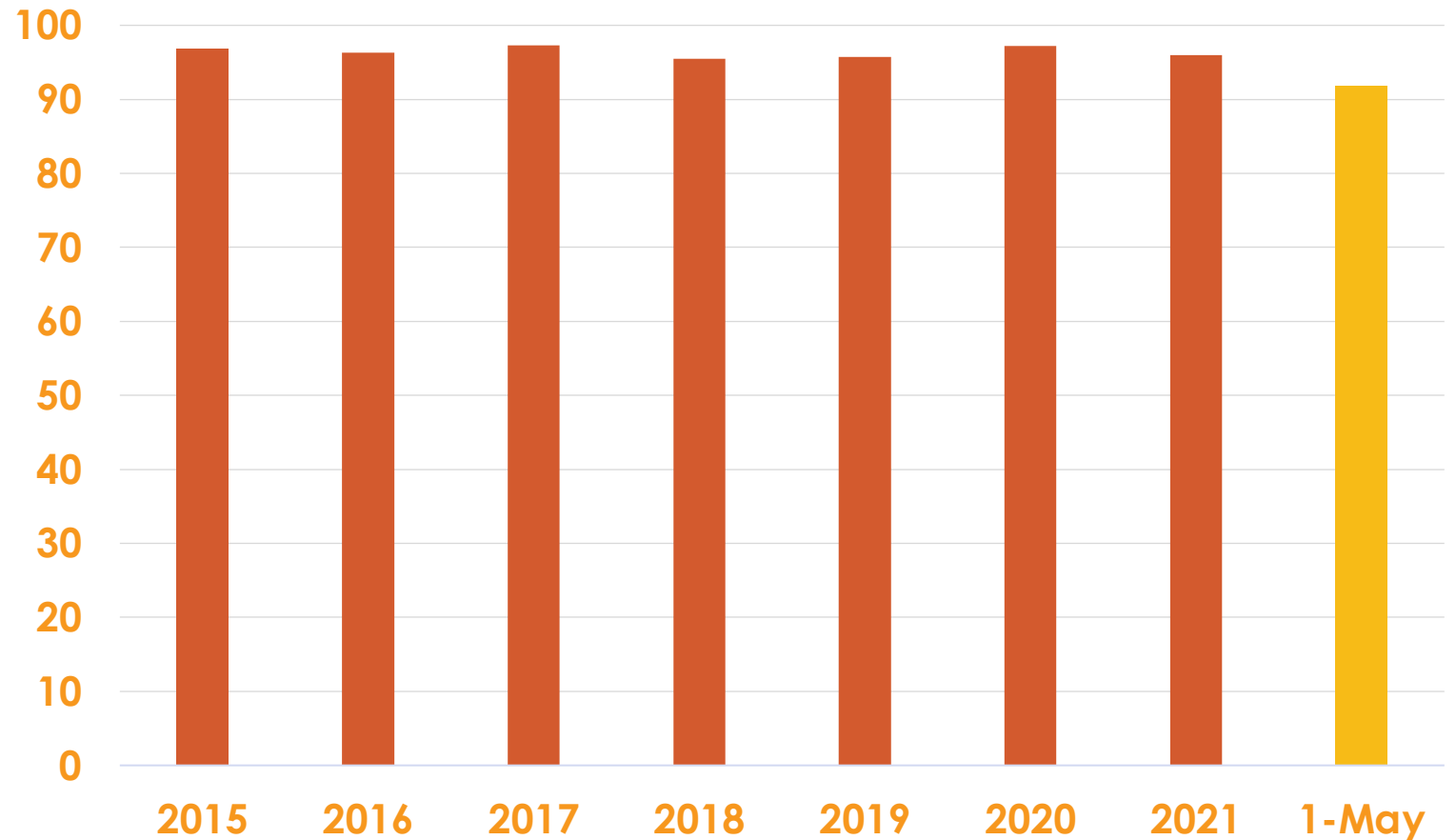
Goal = 95%

Actual = 95.5%

Contract = 98.99%

ABOVE AVERAGE

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

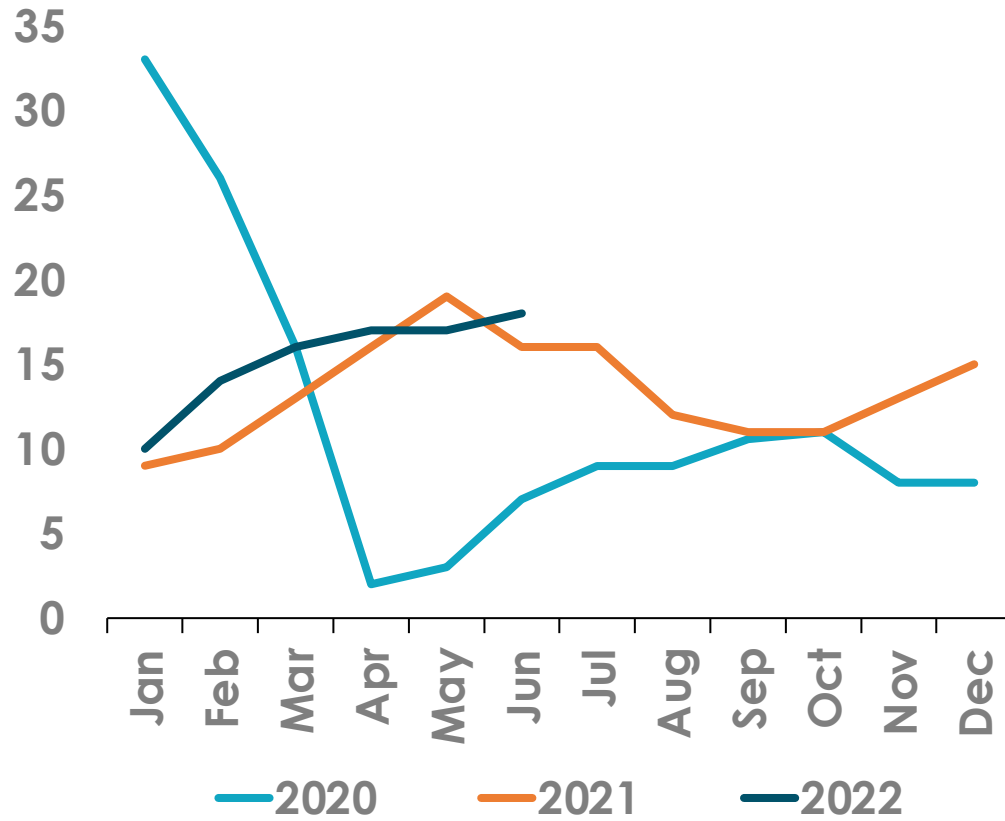


From inception and current month.



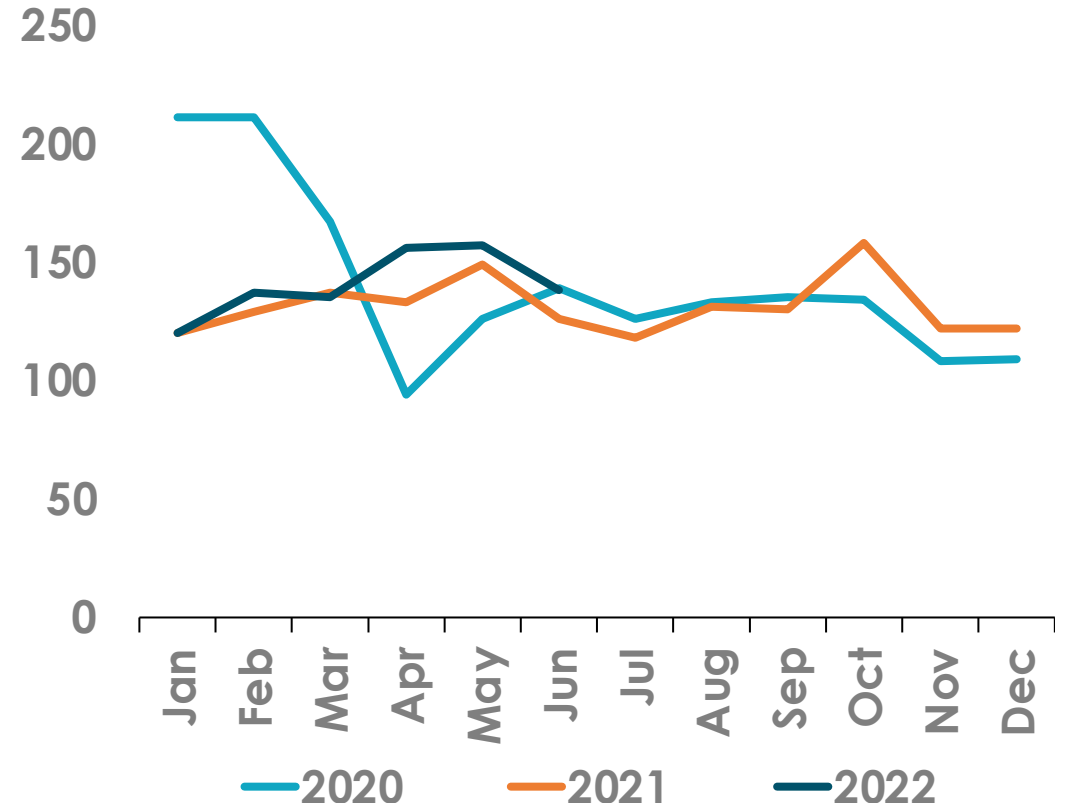
ADA

Apr-June Average: 17



BICYCLE

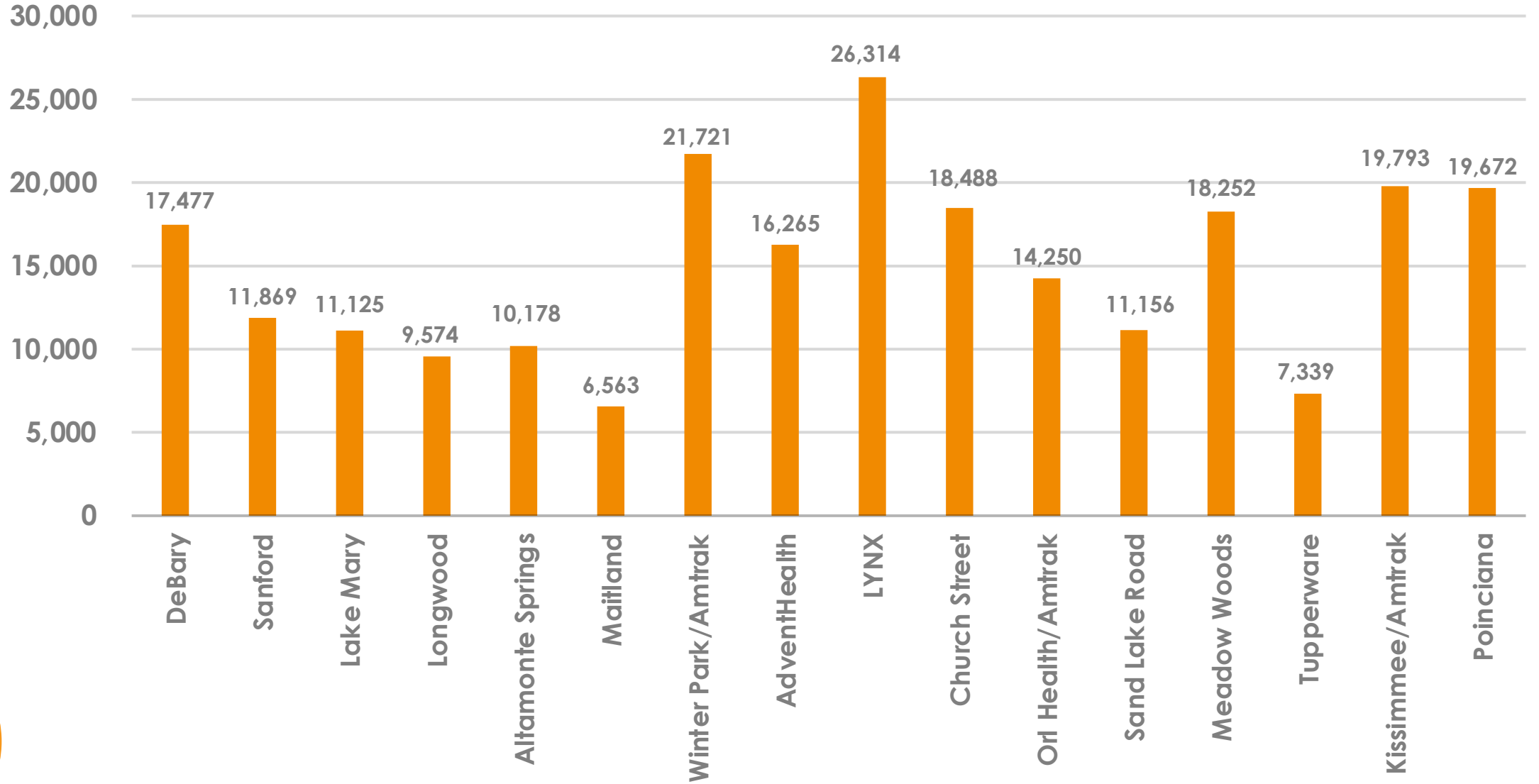
Apr-June Average: 150



BOARDINGS BY STATION



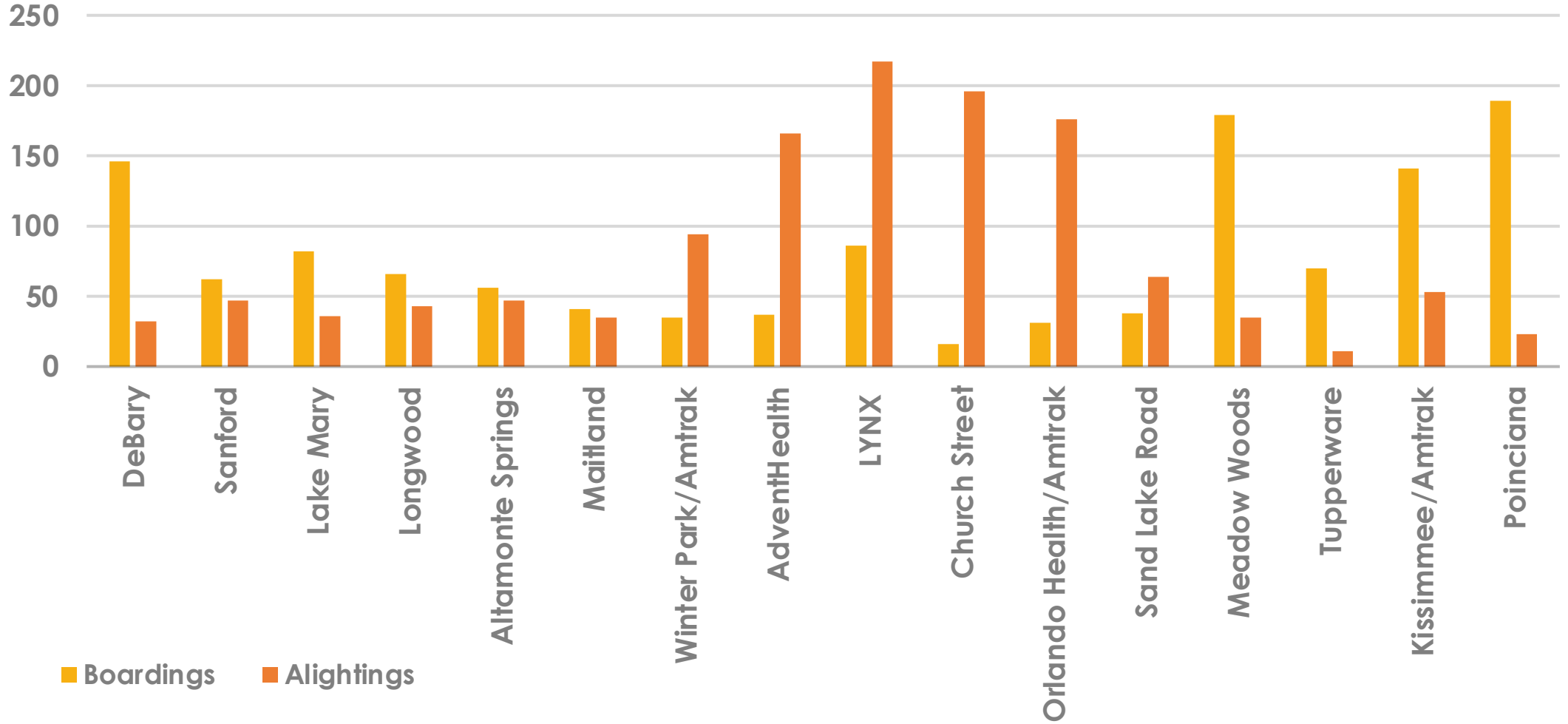
Ridership April – June 2022



BOARDINGS & ALIGHTINGS



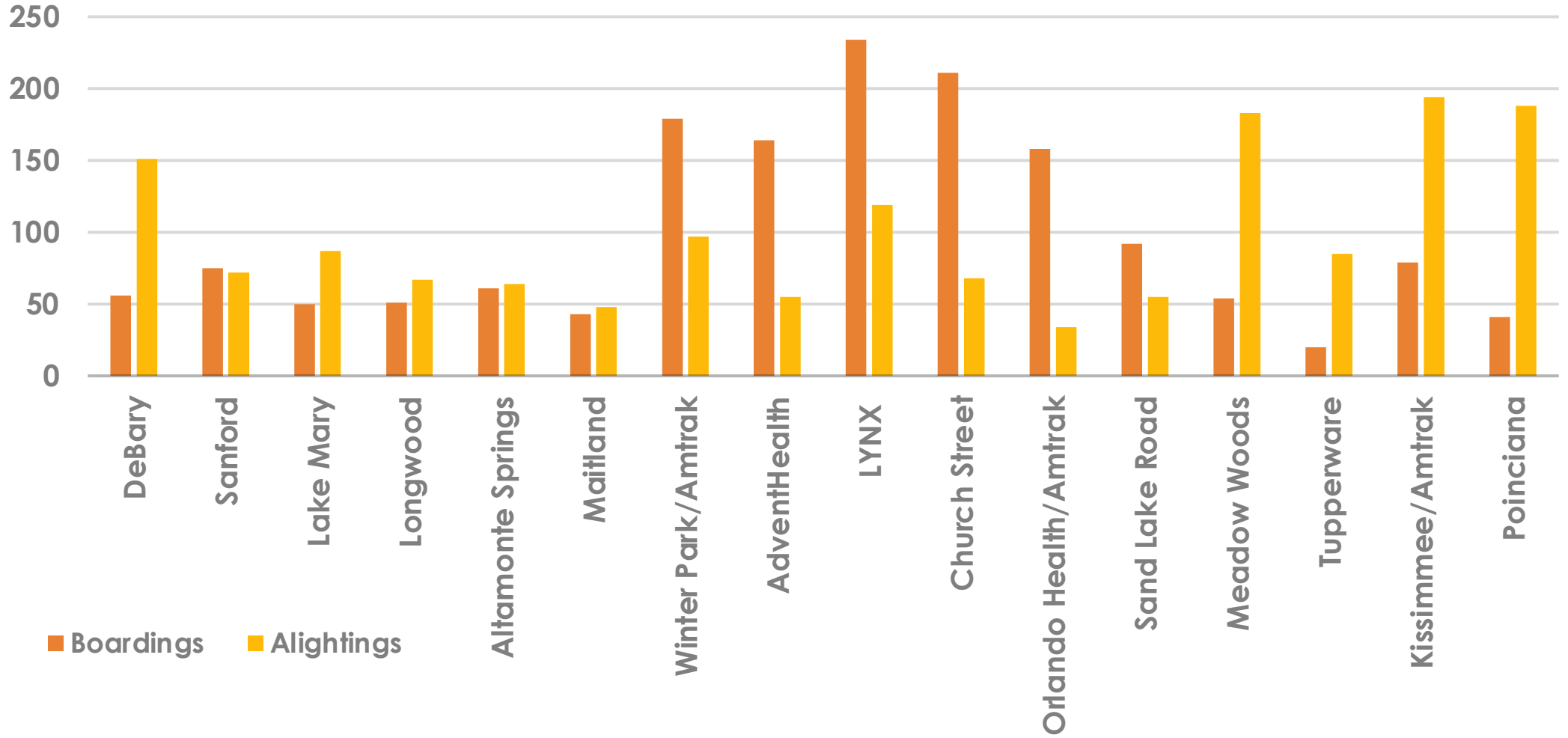
AM PEAK 5:45 AM – 8:45 AM (NB from Poinciana) April – June 2022



BOARDINGS & ALIGHTINGS



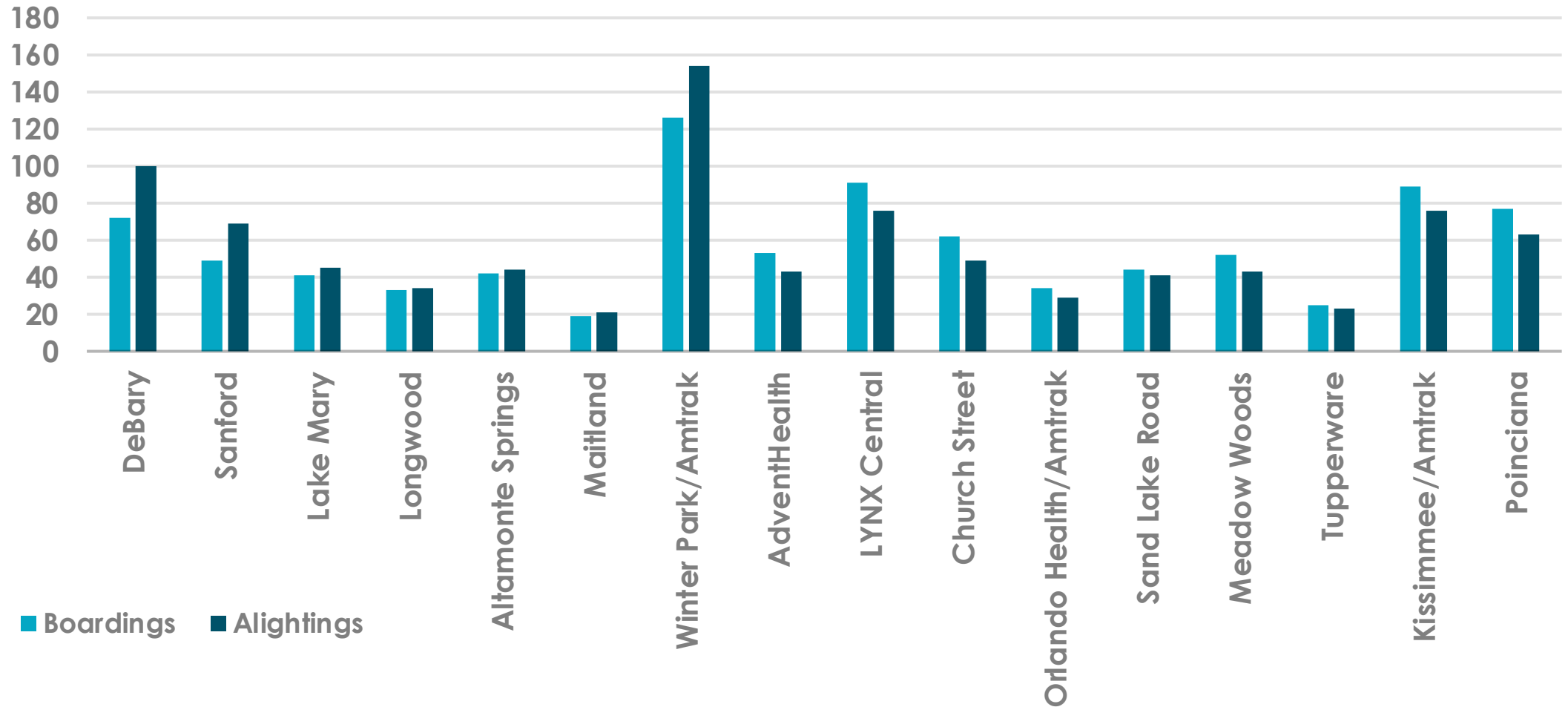
PM PEAK 3:15 PM – 6:25 PM (NB from Poinciana) April - June 2022



BOARDINGS & ALIGHTINGS



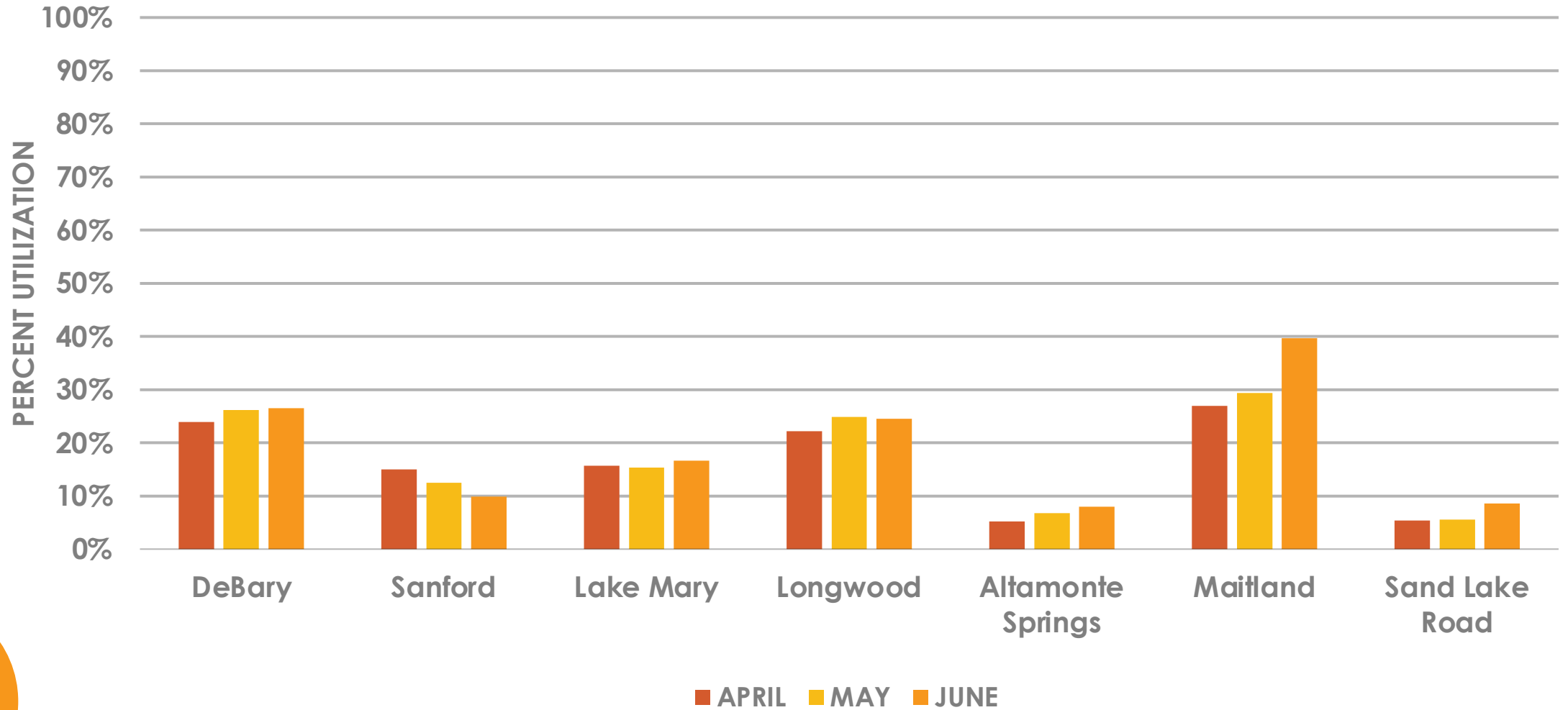
OFF PEAK
10:45 AM – 2:45 PM; 7:25 PM – 9:55 PM (NB from Poinciana)
April - June 2022



IOS STATION PARKING



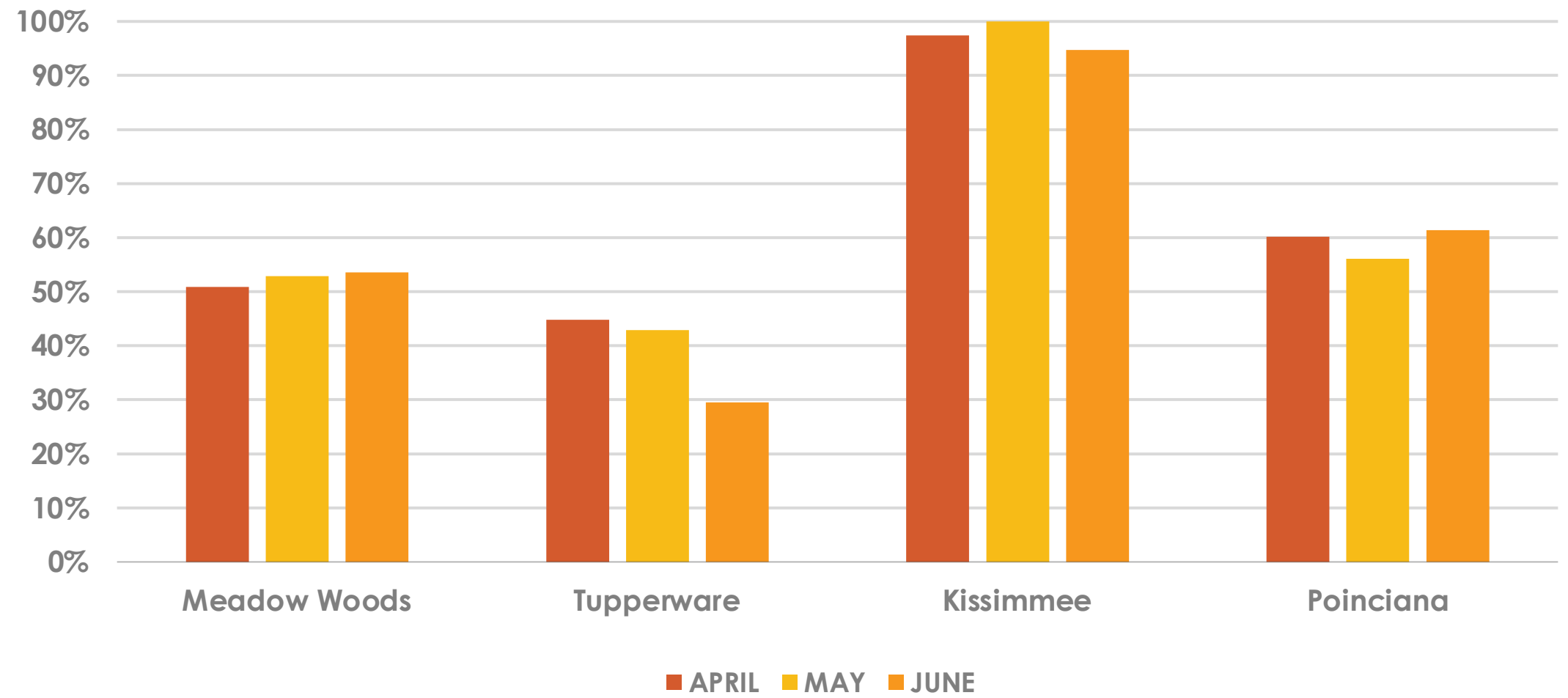
April 2022 – June 2022



SOUTHERN EXPANSION
STATION PARKING



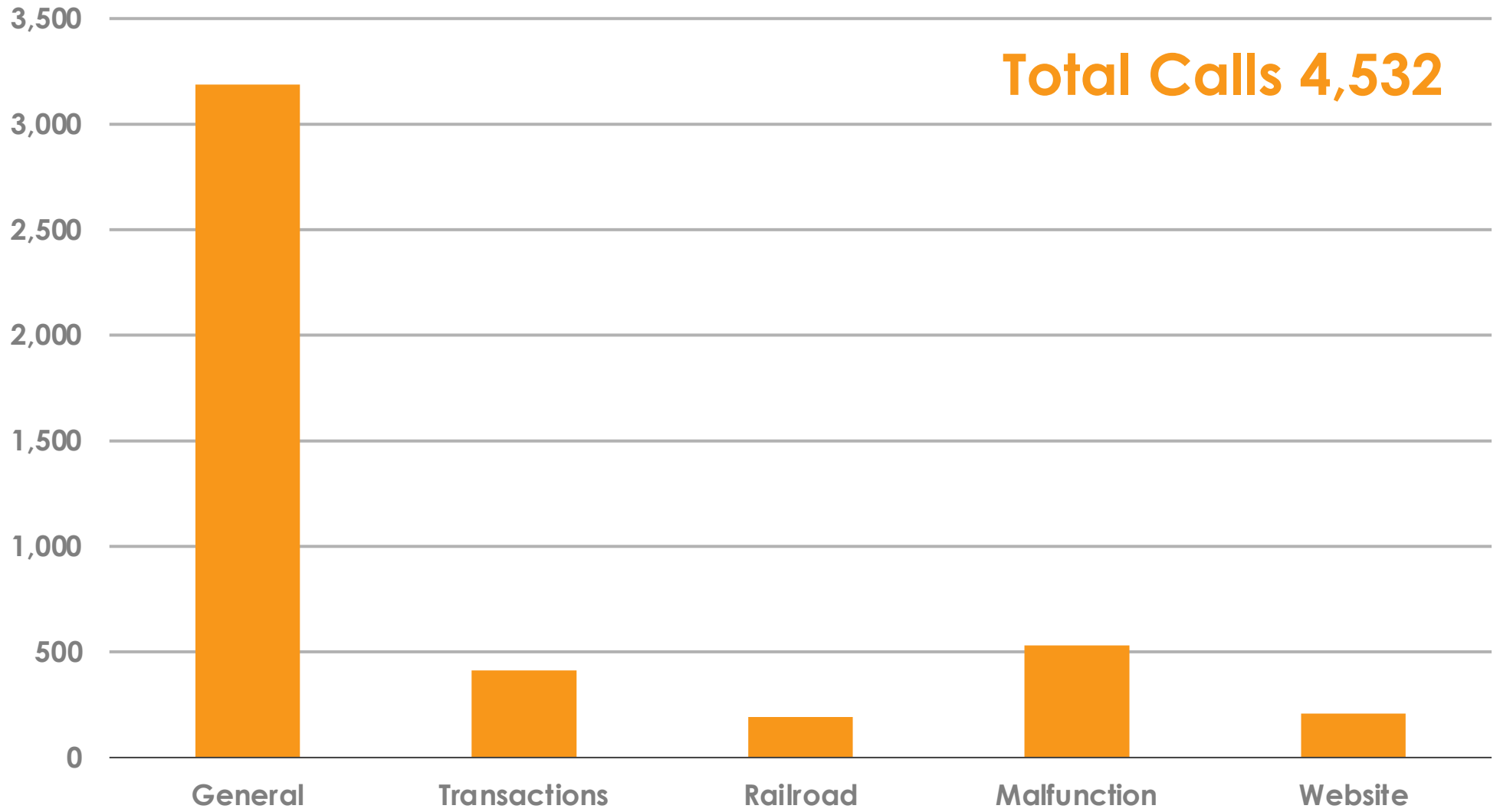
April 2022 – June 2022



CUSTOMER SERVICE CALLS



April – June 2022





TRAIN PERFORMANCE DETAIL

April 2022 – June 2022

Train Performance Overview		Trains	Percentage	
On-Time		2444	95.5%	
Late		108	4.2%	
Annulled		8	0.3%	
Total Trains Operated		2560	100.0%	
Performance Detail		Days	Trains	Percentage
Efficiency Testing		2	2	0.1%
Maintenance of Way		3	4	0.2%
Mechanical		12	18	0.7%
Other		9	17	0.7%
Passengers		10	10	0.4%
Police Activity		5	21	0.8%
Signals & Components		10	22	0.9%
Trespasser/Grade Crossing/Near Misses		4	4	0.2%
Weather		2	17	0.7%
Total (Rounded)			116	4.5%

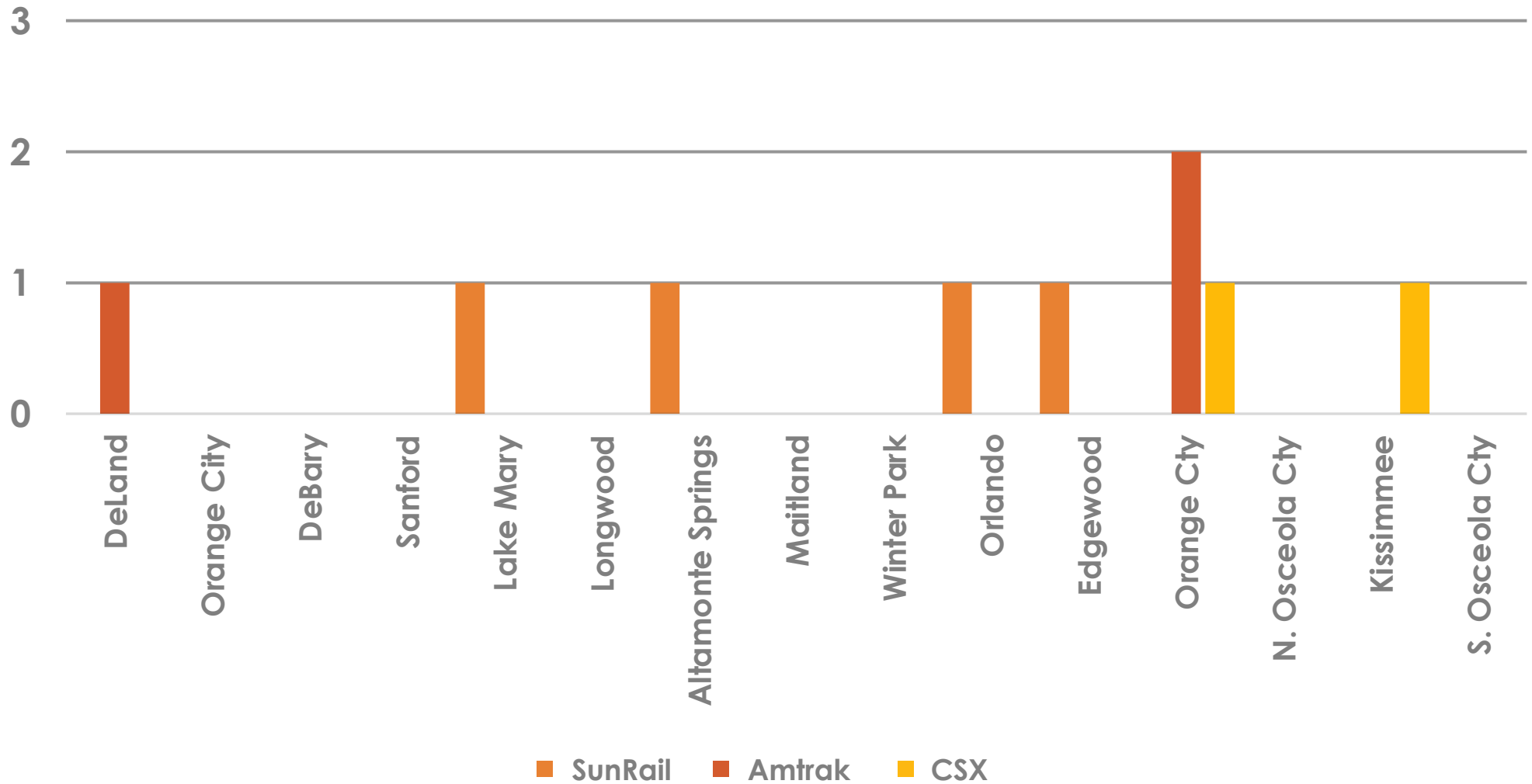
Note: Only categories with a value greater than zero are displayed and rounded to one decimal.



REVENUE INCIDENTS BY CITY/COUNTY



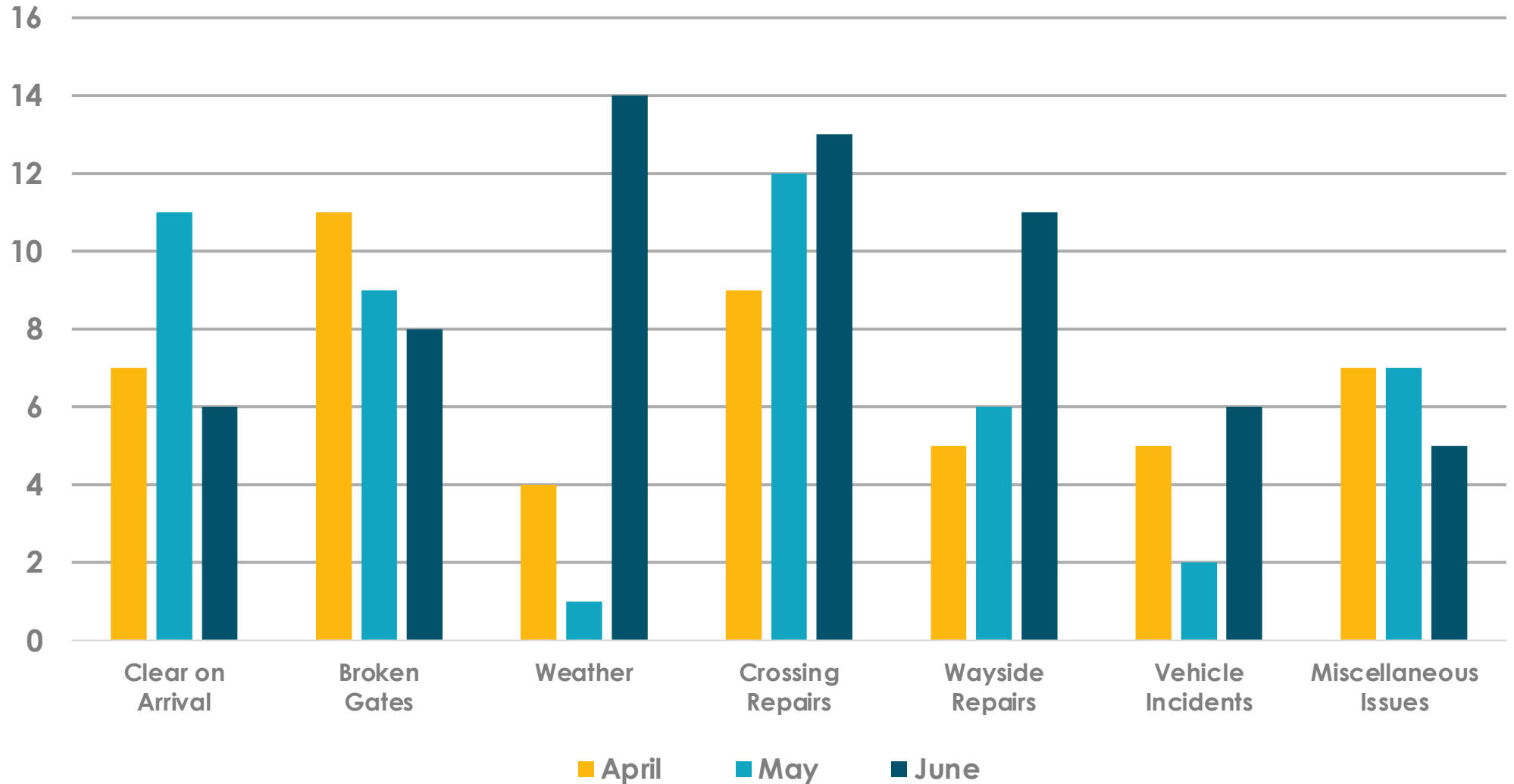
April 2022 – June 2022



CFRC SIGNAL SYSTEM INCIDENTS



APRIL 2022 – JUNE 2022



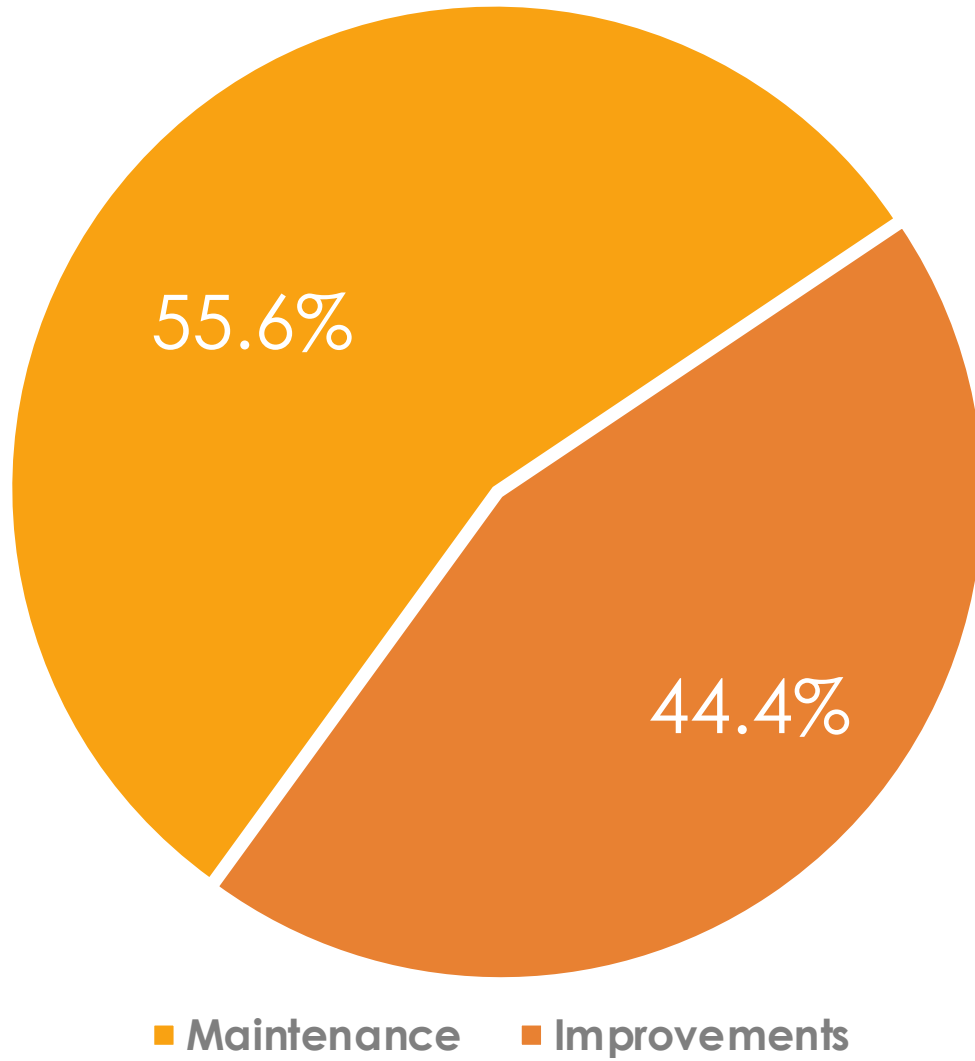


QUIET ZONES

Jurisdiction	Status
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established – Working with Orange County to fund additional crossings
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established
Seminole County	Notice of Establishment – working with Seminole County to fund additional crossing to qualify for QZ
City of Orlando	Quiet Zone Established
City of Kissimmee	Quiet Zone Established

Local communities may apply for quiet zones and information is available on the “About” page at SunRail.com





- **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.

Girl Scouts of Citrus

Redesigned a new SunRail Train Safety patch for the girls to earn doing various tasks related to SunRail. They will also be promoting group rides on their website to spread awareness of SunRail.

Orlando Bike Coalition

Met with a board member to discuss possible partnerships regarding bike storage on the train as well as general bicycle safety outreach.

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.



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 – 17,787

Twitter – 17,771

Instagram – 6,413

Total social media followers – 41,971

SUNRAIL APP DOWNLOADS

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

RIDERSHIP IS GROWING

Total ridership Jan – June is up 36% versus 2021. July average ridership is just over 4,000, our highest average daily ridership since March 2022.

All Aboard the Foodie Tour

The Foodie Tour will be promoted on social media and SunRail.com throughout July. This summer promotion is designed to highlight delicious restaurants near the stations to promote leisure ridership.

COMMUNITY PARTNERSHIPS BUILD RIDERSHIP

The SimplyIOA Corporate 5k was Thursday, April 21 in downtown Orlando and a collective cheer could be heard from 7,300 athletes representing 336 local corporations and non-profits. SunRail partnered with race organizers to promote riding SunRail to and from Church Street station at no cost by showing race numbers to the conductors. A special northbound train provided northbound riders with a 9:00 p.m. return trip. Raceday ridership was 4,587 which was a 25% increase over this month's average daily ridership.

CHOO-CHOO TO THE ZOO EXCITES LEISURE RIDERS

SunRail and Central Florida Zoo & Botanical Gardens have partnered to bring the community a fun summer adventure. Over 1,500 people have already taken the free trolley from the Sanford station to the Zoo during the first three weeks, boosting summer ridership. The promotion has received an enthusiastic response from the media including a 3-minute segment featuring an interview by SunRail's Chief Operating Officer, Mr. Mike Heffinger, Jr., PE. Ongoing marketing to support the themed trolley has been planned to include social media videos, email newsletters, and community outreach. The free trolley experience has been especially popular for group rides.

CHOICE RIDERS JUMP ONBOARD

As the community looks for ways to save money due to gas prices and inflation, marketing messages have highlighted SunRail's value. A recent Facebook post with the copy, "I don't know who needs to hear this right now, but SunRail's fares start at just \$2." reached our highest number of impressions since the account's inception with over 105,000 Facebook users seeing our message. It was also the highest performing post on Twitter with 15,700 impressions. This reaction led to over 500 new social media followers for the month, also a record high for @RideSunRail.

COMMUNITY PARTNERSHIPS

Plans are underway for the UCF Downtown Campus promotion offering students and faculty the opportunity to ride SunRail free during a designated time frame. SunRail's LYNX Station is a short walk to campus and the promotion will entice students to "Try the Train" for their commute. The UCF Downtown marketing team will promote SunRail on campus monitors, social media, and newsletters to students and faculty.



NEW WEEKLY RIDERSHIP AND COMMUTER TRENDS UPDATE

For 2022, all business development activity is in service to the established goal of increasing ridership by 25%. As part of this effort, the Business Development team began delivering a weekly update for SunRail leadership on ridership, commuter numbers, events throughout the SunRail corridor and an evolving snapshot of ridership data and rider increase strategies related to similar commuter rail systems around the country. *Total ridership from January through June 2022 is up 36% versus 2021.*

LEISURE RIDERSHIP EFFORT

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 in Downtown Orlando in 2022.

Q2 MAJOR DOWNTOWN ORLANDO EVENTS

Conducted outreach to key stakeholders to help promote SunRail as ideal method of transit to/from the large-scale Downtown events. Examples in the second quarter of 2022 include large high school graduations at the Amway Center, sporting events and a number of major concerts and arts events at the Amway Center, Camping World Stadium and Dr. Phillips Center, etc.

CHOO-CHOO TO THE ZOO

Developed and launched a revamped "Choo-Choo to the Zoo" 2022 partnership with the Central Florida Zoo and Botanical Gardens that allows SunRail riders to access the zoo via a branded shuttle/trolley. This partnership will run from June through the end of July and is designed to help boost leisure ridership among students and families, along with many summer camps in Central Florida. In the month of June, more than 1,200 people utilized the SunRail/Zoo Trolley connection.

TRANSIT-ORIENTED DEVELOPMENT (TOD) UPDATE

The last update to SunRail's economic impact via transit-oriented development (TOD) took place in 2020. The Business Development team is conducting a comprehensive update to these numbers for 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, 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.



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: 2 POSITIONS AVAILABLE NOW

All are sold as one-year contracts.

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

SUNRAIL.COM ONLINE & MOBILE ADVERTISING: AVAILABLE NOW

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

COACH SPONSORSHIPS: 6 AVAILABLE NOW

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

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