



CUSTOMER ADVISORY COMMITTEE

☆☆☆ APRIL 2, 2026





Central Florida Commuter Rail Commission
Customer Advisory Committee

Date: April 2, 2026
Time: 5:00 p.m.
Location: LYNX Central Station
2nd Floor Open Space Room
455 North Garland Avenue
Orlando, Florida 32801

PLEASE SILENCE CELL PHONES

- I. Call to Order and Pledge of Allegiance**
 - II. Confirmation of Quorum**
 - III. Chairman Remarks** – Luis Nieves-Ruiz
 - IV. Action Items**
 - a. Meeting Minutes Approval: January 15, 2026
 - V. Public Comments**
 - VI. Discussion Items**
 - a. Agency Update – David Cooke FDOT/SunRail, Rail Administration Manager
 - b. Bus Connectivity
 - i. LYNX – Bruce Detweiler
 - ii. Votran – Siva Persad
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Central Florida Commuter Rail Commission

Customer Advisory Committee

VII. Informational Items

- a. Marketing Updates – Mark Calvert, Evolve

VIII. Committee Member Comments

IX. Next Meeting

- a. Next Meeting – July 2, 2026, 5:00 p.m. LYNX Admin. Building, Open Space Room

X. 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 15, 2026
5:00 p.m.
Hosted by FDOT
LYNX Central Station

Attendees: Paul Satchfield, Anne Thomas, Carlos Perez Rivera, Jarod Ruiz, Dorothy O'Brien, Luis Nieves-Ruiz, Gordon Spears, David Cooke, Sandra Gutierrez, Kim Hymes, Siva Persad, Bruce Detweiler, Linda Nesbitt, Bill Land, Mark Calvert

Minutes

Meeting called to order by Chair Luis Nieves-Ruiz at 5:00 p.m.

Pledge of Allegiance

Meeting did have a quorum.

Announcements: Chairman's Remarks

- Thank you, Dorothy, for leading the last meeting. I got caught in horrible traffic and was late getting here.
- I want to be transparent. Orange County has already reached out to me to do scoping on the cost to pursue another penny sales tax referendum economic analysis. It might be coming again, but I'm not sure. It might be an item of discussion.
- I wanted to announce that I received the 2025 Transportation Advocate Award from the Women's Transportation Seminar (WTS) this past November.
- Anything we can do to support SunRail, let's just try to do it again next year.

Action Items – Meeting Minutes:

- Motion to adopt October 2, 2025, meeting minutes and seconded. Motion passed unanimously.

Public Comment:

- No public comments received.
- **Chair Luis Nieves-Ruiz:** This year, I plan to start advertising the meetings myself and try to do the same on social media. If we can get a couple of supporters, especially if there's more people who will be talking about SunRail. We always want to have at least one person show up who is supporting the train.

Agency Update:**Presenter:** David Cooke

- September through November, our average daily ridership was at 4,950. I know you guys ride all the time, so it has gone up in December as you're not missing anything. We look for it to peak usually in March. Over the next couple of months, you're going to see ridership continue to increase. Right now, we're seeing over 5,000 a day. Those trains are crowded.
- For our on-time performance, we're about 91%. The actual performance, we're still meeting our contract performance, still having some delays in the corridor related to vehicles, incidents, and vehicles hitting gates in the corridor. Overall, I think usually when that happens, it affects multiple trains. I think we're doing well on our on-time performance.
- LYNX, our leading station, has over 36,000 riders. Kissimmee and Winter Park are also pulling high numbers as well. As we get into spring, you'll see that ridership again continues to increase, especially at Winter Park station. That's pretty typical.
- Our total ridership for the year was 1,322,000. So, a big year over 1,300,000 and the year before we were at 1,200,000. We're seeing those increases year over year, which is what we want to see.
- Our average ADA and bicycles were 26 ADA riders as well as 241 bicycles. We're consistently seeing between 250 to 275 on the bicycles on the trains. You'll probably see some of those ADA's increase into the spring.

LYNX Connectivity:**Presenter:** Bruce Detweiler

- For the month of October, we saw a 2% increase compared to last year, and in November we saw a 1% increase.
- October marks the beginning of our fiscal year. So far this year, we're showing a 4% increase in ridership compared to last year.
- For the feeder service in October, we showed a 6% decrease overall for fixed route and a 49% increase in Neighbor Link service with a 13% increase in the corridor between Sand Lake's Station and the airport.
- For November, fixed route showed a 13% decrease and Neighbor Link had a 25% increase for feeder service. For the Sand Lake Corridor, we saw a 14% increase in ridership.

Votran Connectivity:**Presenter:** Siva Persad

- For the month of November, we stayed steady replicating ridership connectivity for October.
- Same thing with November stayed steady. This is our VoRide connectivity. Both stations took a little bit of a decrease with the buses running but still stayed steady between October and November.
- Same with DeLand, just the difference of four passengers. Still remained within the same number we're expecting. One of the things I wanted to announce with connectivity at DeLand is we're no longer running a fixed route service to DeLand; we've gone 100% with VoRide, the micro transit program we have on the west side of the county, which eventually will be spreading to the entire county in March. We're expecting VoRide's number to go up. We've already seen an increase at the end of December and throughout January as well. The feedback's been pretty good. We also removed one of the fixed routes out of the DeBary station. We have Route 31 currently serving that station, but also VoRide will be serving as the primary as well.
- **Chair Luis Nieves-Ruiz:** I want to go to DeLand, how do I download the app?
- **Siva Persad:** Because we don't have any more fixed route service in DeLand, one of the features we added to the VoRide app is now riders can pre-book 24 hours in advance. Perfect example. There's a group of five that utilize SunRail every day, Monday to Friday, and then they work at the administration building in downtown DeLand. Because of this new feature, that group of five, they pre-booked 24 hours in advance and the expectation is when they get to DeLand their vehicle is they're waiting for them to get them to their destination. VoRide app is available for

download. It is in the App Store. We'll be introducing a new VoRide app in March for the east side of the county since the pre-booking option only applies to DeLand, it won't apply anywhere else in the county. There'll be a separate app for that.

- **Chair Luis Nieves-Ruiz:** It's a great time because if they are going to be running SunRail, we don't run on holidays often. So right now, if you want to ride a train you can go to Sanford, DeLand, Kissimmee and Winter Park and have a very nice time for \$4.00.
- **Siva Persad:** The connections to and from VoRide are free. If you ride SunRail to DeLand and connect to VoRide, it's a free connection. If you're in DeLand and you're going to SunRail it's a free connection to SunRail as well.
- **Chair Luis Nieves-Ruiz:** That's fantastic. You gave me some food for thought.
- **Siva Persad:** The benefit above VoRide as well is that they're able to go to areas that a fixed route bus wouldn't be able to fit (closest curb or little neighborhoods it's on). It's been well received in the west side of the county so far.

Informational Items – Marketing Update:

Presenter: Mark Calvert (Evolve)

- We're going to start off by closing the circle on the whole BOGO promotion, buy one, give one. This was an action item voted on at CFCRC because it did impact fares for the day and it took place on Black Friday right after Thanksgiving. What you have in front of you is a summary, and this was the result of the surveys and the analytics we pulled from the day of the event. We utilized our ambassadors, who are an incredible asset, and a web-based platform to collect answers to find out who was riding. The results of those are in front of you. You'll see on that day, 88% were leisure riders as we expected. It's a high retail day and most commuters have that day off. What I do think is most exciting was at the very bottom on the consumer type, you'll see that this promotion attracted 36% first time riders. I can't say enough about the operations team. As you all know, if we can get you on SunRail once, we'll have you back without a doubt. So, mission accomplished. At the very bottom, total ridership for the day was just north of 5,400. For perspective, you could look at Christmas Eve as another similar day. A low commuter and very high retail day and that was a non-promotional day. We did just over 3,400. A significant lift between promotional and non-promotional day. Before we can move on any questions about the BOGO effect?
- The extended service, which brought from 40 trains per day to 42, was voted on and approved unanimously. This began on Monday, December 2, 2025. It was a concentrated effort, but the weekend before we were out there as soon as the BOGO promotion finished, we switched over all the digital platforms on board signage. So, it was a great lift, but it was a great opportunity to expand our base, I think what's most important about this is and very relevant to this audience is we used to run the train to the game. We still run it currently. Before that, the northbound final train didn't exist, so part of the promotion was the Orlando Magic paid for not only the tickets, but they paid for the service as well. Which was kind of restricted because we don't have a lot of teams with those types of budgets. Well now they don't have to pay for the service, but they do still buy the tickets, which allows them to promote, take SunRail, show your ticket, ride for free, assist them with the parking and essentially they'll make pre purchasing large group sales for all of their weekday home games, which is fantastic (37 home games to be exact) at a cost of \$250 per game, which is incredibly attractive now to other audiences that may not be at that top tier. The Orlando Solar Bears are very interested. Dr. Phillips Performing Arts Center is going to be a little bit tricky, perhaps a Broadway series, but there's certain limitations there. Orlando City as well.
- Because of the added late-night service, it really opens a whole new audience, and we've been tracking it on game nights. People are using it. Ridership for the P341 and P342 is four times what it is on non-game nights. It's something we're really excited about and we're very thankful for the Operations Team to give us the opportunity. It's part of our 2026 plan to really push this hard.
- If we arm ambassadors with the opportunities to engage people beyond just “where are you

going today?” and “can I help you with your transfer?” it really creates that special bond. We created these little booklets. If you have time, it is worth it. It is so clever. It is so cute. There is a level of engagement. These are all custom stickers that go along if you could figure out and crack the code to the different stations. A wonderful opportunity to get families on board. This started on December 15, 2025. We did a week of customer service appreciation days. We were giving out tickets at a partnership with the Cure Bowl, handing these out and a bunch of other promotions just to say thank you for riding. Check it out. We're going to probably bring this campaign back in March hopefully. It was so popular, that we would like to tie it in with our spring break partners. Be on the lookout for that.

- Cure Bowl and the Cheez It Bowl were all fantastic games, and fortunately those two bowls did fit our schedule and were played on weekdays.
- Our on-demand connectivity, we've been talking about VoRide for quite some time and Scout with the transition in Seminole County has been in the media quite a bit, but Ride DTO and Freebie has been rocking and rolling in it. It's very interesting. This is a trend. On demand connectivity across North America. We were out with Scout and the Seminole stations early Monday and we've been out there all week really understanding what the biggest challenges are as we go through this transition with our riders. The only way we can do that is get out there and talk to them face to face. That's been incredibly helpful. You'll notice we're adding some additional signage just to help direct people where to go and what to do. There'll be QR code so people can download the app. We're paying a lot of attention to it because if you can't get to the station, you certainly can't ride. We want to make sure everybody is crystal clear about the new processes in place.
- **Chair Luis Nieves-Ruiz:** Can you go back to the first slide that showed the 88%? Were most of the people we engaged leisure travelers? Is that what happened?
- **Mark Calvert:** Our objective was to get surveys from 500 travelers. If you look at the top in the program overview, we reached a total of 530. Approximately 10% of your projected audience is usually a fair representation. So that's where we came up with the 500. The ambassadors are overachievers, but I'm not going to fault them, so 530. Unfortunately, I don't know if they were a leisure traveler or a commuter. We just engage people in general. They were instructed, let's go for a mix. If it looks like it's an older group, maybe a young family or people that are on their way to work kind of mix it up a little bit and they did a wonderful job with it.
- **Chair Luis Nieves-Ruiz:** At the July CFCRC meeting, that's the board with the Commissioners who end up voting, Mayor Dyer asked me if he thought it would be a good idea to have weekend and night service. I told him yes, it's great, but you'll have to pay for it and it's roughly \$26 million. There's definitely a demand for leisure. I personally take the train from the arena. I wouldn't have it any other way. If we had it available for everything (i.e. performances and concerts), I would certainly be using it. The expense of \$20 for parking or even taking an Uber, it's well worth it. The last time I was there to attend a concert, the traffic was so bad I couldn't even get all the way to the arena. I walked two or three blocks because the traffic was so bad. If you can just take the train to go down there and walk a couple of blocks, it saves you money, time, and aggravation.
- **Mark Calvert:** I'm so glad you said that because we're limited in resources and as a public entity, as what we can do from a marketing standpoint, but the strength is in those marketing alliances. If we have a partnership with the Orlando Magic, they feel the same way you do. SunRail is an opportunity for their fans, who they care most about, to get to and from the game safely and efficiently. So that partnership isn't just about ridership. We get to tap into their marketing engine to promote SunRail and that's why I'm so excited to see the results of those extra P341 and P342 trains as we engage with the other entertainment venues.
- **Siva Persad:** The marketing is incredible. Weekend service, I know that's been a hot topic for a long time. Has there been any discussion about running a marketing campaign or maybe doing a BOGO on a weekend just to see what that audience would be like?
- **David Cooke:** We've done surveys before and certainly we get a lot of requests about nights and

weekends. It really comes down to the cost of running the service and certainly having additional trains. We would have to purchase more trains as well as have additional crew members. That's what drives that cost up into that \$26,000,000 range you heard mentioned before.

- **Chair Luis Nieves-Ruiz:** Mike Heffinger presented that and was very thorough and showed several models. He basically went for all services, not for limited services. We offer limited service, maybe it will go down. As we have discussions, you don't see that so much here but you see that in the CFCRC, is that as we are thinking about the Sunshine Corridor the Commissioners already understand this is going to have to at some point become 24-hour service. Especially coming from the airport. They were not happy with numbers, but they understood that. We're going to have to be very creative about how we basically market. Mike is just bringing the whole scenario to light and maybe we just do transit-oriented development (TOD). That was the model Brightline was supposed to have, and they have the ridership. You're going to have to identify creative ways to how we're going to fund this. The penny sales tax is an idea. Like I said, it might come up again, but it will only cover Orange County right now. Seminole County already raised their taxes again, so I don't think they're going to raise them for rail anymore and the referendums that we had in Volusia and Osceola have not been successful so far. It's going to take some time to educate the public. There are a lot of groups that I talked to just try to like getting their idea of how we get from where we are to get to the train we want. In the next 10 years, that's all we're really going to have to do.
- **Carlos Perez Rivera:** I do love when we have the events going on and we can take SunRail up here. I know we're working on some specifically, but have we attempted to look at any of the other events that might be going on as well. I'm speaking from my experience. A lot of them do happen on the weekends, so you can't take it then, at least right now. I did attend Warped Tour with some friends. I took SunRail on Friday because one of the events was on Friday and I was able to get there easily, I didn't have to park, and I didn't have to deal with anything. I went on the second day on Saturday, and I was in 40 minutes of traffic just trying to park. It worked when I went on Friday; it was great because I got to avoid that traffic. I think that style of things that go on here, at the Kia Center, or anything like that are all really great opportunities for riding SunRail.
- **Mark Calvert:** We have been actively engaging with different organizations. We should have a solid calendar by mid-February. The biggest challenge is just the weekday events. Fortunately, the relationship we have and the strength behind the CFCRC members is incredibly strong. If there's an opportunity on the public and the private side.
- **Gordon Spears:** I think the extra train at night is a huge improvement that's going to really make the system overall more functional for a lot of people, so I'm happy to see that. We here have access to you, so we have the ability to have our questions about SunRail answered, but when we go back out into the community there's a lot of misinformation or misunderstanding about future plans. I know the plans for the Airport to Convention Center connection are well along the way and I had responded to your e-mail, Kimberly, asking for some more information about that. I've mentioned that at previous meetings as well. I hear from the public and they don't really understand what's going on. They hear other rumors like that there's going to be a line going to Mount Dora on that rail. I know that's been looked at, but not in a very serious way. Certainly not anything to the level of detail as the new Airport to Convention Center line. We can serve as good ambassadors to the public when we go back out into the community, but we must be kept up to date with what's happening in these things. With that in mind, I really would like for you guys to give us a presentation about what's going on with the new East-West line from the Airport to the Convention Center. How it interacts with the existing North-South line is going to be key to whether it succeeds or fails. As has already been noted, the airport is a 24/7 destination and we're going to have to start getting more serious about providing 24/7 service to the whole SunRail system and not just to the one. My request is that we get an actual presentation, not the one-page cartoon one, but some real nuts and bolts about what we can expect and what's being talked about as far as the financing and the connectivity.

- **David Cooke:** I think everyone recalls that we completed the TCAR, the Transit Corridor and Alternatives Review Report. The next steps have been moving into the PD&E (Project Development & Environment) Study and part of that is the NEPA evaluation. That is currently underway. It's getting started and what we're looking at is sometime this calendar year there will be some public meetings on that and some presentations that are brought to the public. That effort is being handled by a separate team. It's not this particular team that's doing that study, but we do have a different team doing that and it will be coming forward. The first part of that is the NEPA evaluation before we investigate going into a Full Funding Grant Agreement (FFGA) with FTA. We do keep FTA apprised, usually every few months and they're always asking about the status. We completed the TCAR. I understand, it's taking a little while to get going with the environmental portion of NEPA, the National Environmental Policy Act. Part of that is to look at that evaluation and what those potential impacts would be. That's forthcoming. I agree with you, Gordon. Those public meetings will most likely occur this summer, but that depends on when everything is ready to go. I hope that answers it, at least for now. Once we get through the NEPA documentation and get a Class of Action Determination from FTA, that's where it moves further into the PD phase and that time frame usually is two years to complete a PD&E study and then moves into potential FFGA with FTA. Along the way, we're also working with Brightline and how that occurs as we go forward. With their status, it'll be a joint use facility. They're looking forward to going to Tampa with connectivity from the Orlando station to Tampa. So right now, they connect from Miami up to Orlando. The continuation would be to get out to the I-4 corridor and then head west to Tampa. That's with the Brightline facilities. It'll work jointly. It'll have both SunRail trains as well as those Brightline intercity trains on the same corridor, shared lines for their services. That is forthcoming.

Election of Officers:

Presenter: Luis Nieves-Ruiz

- The chair is an easy job when you come here; they're nice people and you facilitate the meeting. The chair is tasked to go to two other meetings. You don't have to go monthly, but the CFCRC expects you to give the report at least every quarter, and they like to see you attend in person. The meetings are done here at LYNX in the other conference room. That's the meeting where all the Commissioners who are part of the Commission talk about the train. Mayor Dyer's part of that. They're interesting meetings if you are curious about it, and they're usually full. Everybody's there and it's interesting because that's where the decisions are really made. We have a position with the Transportation Disadvantaged Local Coordinating Board for Metroplan Orlando. That's the group that looks at the transportation for disadvantaged people in the region. That's another responsibility. That's a quarterly meeting. I wanted to say that before anybody decides and says I'm just going to go in name because I can't go every quarter and talk for about 20 minutes. I don't mind filling the position of chair for another year. I have the advantage since I'm located upstairs; doesn't work all the time as they know. If somebody feels they really want to do the job, we can go for a vote. I think it's important. This board has done great things for me. I don't want to prevent anyone from having those opportunities, but at the same time, I want you to understand the commitment. I probably can give it another year. One more year and then somebody must step up. I was in the year when we didn't ever have a quorum, and we've been very consistent with attendance lately. That's been an event. You'll have something to report at the other meetings. I'll run again. I don't know if anybody else wants to run for chair, and I need somebody to decide if they want to run for vice chair who would replace me if I cannot be in attendance.
- The chair for this board must attend at least two more meetings. The CFCRC (Central Florida Commuter Rail Commission) is comprised of elected officials, and they're the ones making the decision. Our meetings are quarterly, and their meetings are monthly (most of the months), so sometimes you're not going to have anything to say, and you won't be on the agenda. At least every quarter they would like to see we have the CAC Meeting and what is discussed. The

second one is a completely different board. It's a transportation board who looks at Access LYNX. Since a lot of people with disabilities also take the train, they want to have the chair as a representative. I can ask Virginia Whittington, but I don't think the way it's written in their bylaws is the same as the CAC chair. It's not like any SunRail member. They need you to have a quorum. Those meetings easily can take the whole morning, and they are quarterly meetings. I'm transparent because nobody told me this information when I ran.

- **Jarod Ruiz:** I am open to either chair or vice chair, but I know you said you are good for another year.
- **Chair Luis Nieves-Ruiz:** This is a democracy. I'm not going to hold positions. We don't need anything qualified. You're just a member. You're all appointed like I was.
- **David Cooke:** What Luis is saying is the chair typically attends and reports on the meeting like today. We have a CFCRC meeting next week. If something happens, the vice chair could attend in Luis' place to give the report for the CAC. If something happens and no one attends the CFCRC meeting, it's not the end of the world, but the intent is to report on the CAC meetings.
- **Chair Luis Nieves-Ruiz:** I'm being very honest with all of you; I learn a lot by going to those meetings. I only go two floors down. It's not like I'm coming all the way from another office. For me, I learn a lot, and you learn how the system works. At the July meeting Mayor Dyer asked me about that weekend service, and I told him, "We need to do it, but we have to pay it." The press was there, and I was quoted in the Orlando Sentinel, the Bungalower and the July 28th Florida Train of the Day paper. Those things can happen.
- **Luis Nieves-Ruiz:** I would like to nominate myself. Any more nominations for chair?
- **David Cooke:** We have a nomination for Jarod Ruiz. Are there any other nominees?
- **Luis Nieves-Ruiz:** Four votes for Luis and three votes for Jarod. So, Jarod, would you like to run for vice chair? Jarod Ruiz nominated himself for vice chair and seconded by Gordon Spears. Jarod received four votes and motion passed. Anne Thomas nominated herself for vice chair and seconded by Paul Satchfield.
- **Luis Nieves-Ruiz:** Jarod, will you be the vice chair this time? I don't mind training the vice chair at some point if he wants to run for chair next year and leave it like that when we get a new vice chair. Jarod Ruiz seconded that idea.
- **Luis Nieves-Ruiz:** I don't think it needs to be voted on, but it needs to be fair.

Committee Member Comments:

- **Paul Satchfield:** I want to say the America 250 train is great. People love that. It's nice and has clean seats. It's a big hit amongst us who ride the train every day.
- **David Cooke:** Paul is referring to the Americas 250 train that's out there. I hope you've seen it and hopefully you've had a chance to ride on it.
- **Dorothy O'Brien:** I assume it's a wrap. Is there some reason why they can't do that with all the trains? Is it cost prohibitive?
- **David Cooke:** It could be done right now, but there's no plan now to do any more trains just that one. The Department paid for that wrap. It wasn't the Commission members or the local government partners.
- **Chair Luis Nieves-Ruiz:** This morning I got to see Leadership Winter Park was taking the train from Winter Park to Orlando Health, so that was cool. There were about 20 people on my train. I always tell people that our role is to be ambassadors, so we can say good things about the train. Hopefully we'll get more people to ride it and increase the demand.
- **Jarod Ruiz:** Is there any thought on bringing the live status of the train on the app? I remember when I used to click, and you used to see the live status of five minutes away from the station. I don't see that anymore. I don't know if there's a thought on bringing them back into the app.
- **Chair Luis Nieves-Ruiz:** I had issues with the app this week too.
- **David Cooke:** Mark can speak to some of that right now.
- **Mark Calvert:** We officially sunset the legacy app where you used to see it, but the train tracker

technology was updated not too long ago, and it is reflective on the website. If you downloaded the mobile version of the website, you would be able to physically track that. With the new mobile ticketing platform, we've just officially switched over. We're really encouraging everybody out there to make the switch and delete the old legacy to the new one because that has the new alerts.

- **Chair Luis Nieves-Ruiz:** That's not an app. That's the website, right?
- **Mark Calvert:** The new app has the alerts. If you want to see the physical train moving up and down the line, that's only on the website currently.
- **Jarod Ruiz:** My other comment was about group events. I brought a group of leaders from Advent for the holidays to the Winter Park station. Walking to the boat tour they have in the Winter Park. We had a great event, but there was not a good way for me to buy all the tickets in advance, get a group discount. I had to go and buy individual tickets for everybody instead of having the ability to just purchase for a group.
- **Mark Calvert:** If you're up to it, I'll show you exactly how to do that. Group sales is a huge part of what we do every day. There is a mechanism where you can buy 10, you could buy 150. Unfortunately, we don't offer group discounts. It's the same price. If you bought one or 100. There is a digital group pass for any number. It's incredibly user friendly and I can walk you through it.
- **Jarod Ruiz:** It sounds good. Thank you.
- **Chair Luis Nieves-Ruiz:** Are there any other comments or questions?
- **Chair Luis Nieves-Ruiz:** I would like to thank you all for showing up. The last three to four meetings we've had a quorum. We have a great year ahead of us, three more meetings. I'm going to do what Gordon said. I'm going to try to do a better job at getting some notes at those meetings so when I give my report, they know what I did for each meeting that I attended. I think that will be much better for the group.

Next meeting is scheduled for Thursday, April 2, 2026, at 5:00 p.m. at LYNX Central Station Admin. Building, 2nd Floor, Open Space.

Meeting adjourned at 5:49 p.m.

sc 3/19/2026



WELCOME





PLEDGE OF ALLEGIANCE

(Please Stand)

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

TITLE VI



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

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CAC CHAIR'S REPORT

LUIS NIEVES-RUIZ





APPROVAL

ADOPTION OF JANUARY 15, 2026
MEETING MINUTES





PUBLIC COMMENTS





AGENCY UPDATE

DAVID COOKE



SUNRAIL MARKETING

Engaging Campaigns to Promote Ridership



- ✓ Valentine's Day themed promotion event attracted **over 5,300 riders.**
- ✓ **Presidents' Day Campaign** with interactive activity sheet and limited-edition commemorative stickers attracting **more than 6,300 riders.**
- ✓ **Developed Regional Partnerships** to promote Spring Break ridership
 - Created dedicated landing pages
 - School outreach programs
 - Group Sales promotions
 - Social media blitzes



LATE NIGHT SERVICE HIGHLIGHTS

Growing Ridership with Expanded Service



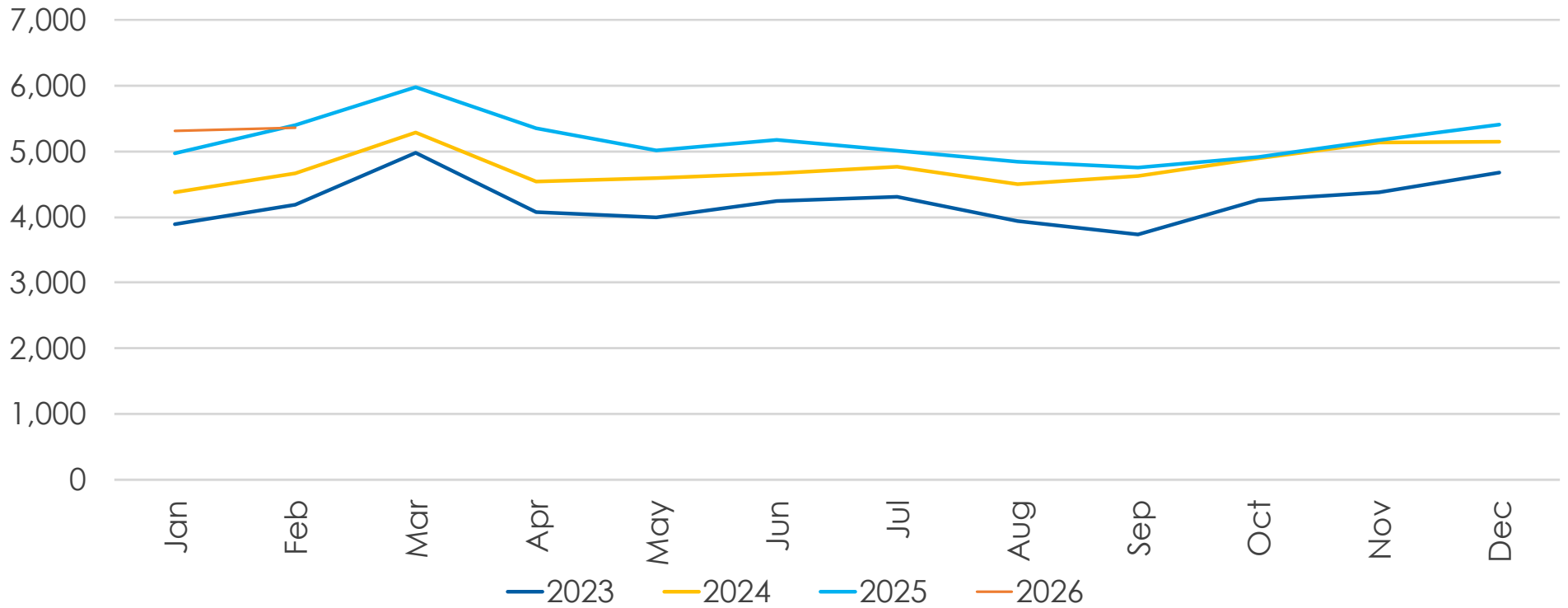
- ✓ Magic game night trains P341 and P342 is **114% higher** compared to non-game nights.
- ✓ Over **3,400 additional riders** on the P341 and P342 trains year-to-date.
- ✓ Social media top performing post - late night service for Orlando Magic home game.
 - Impressions - **257% increase**
 - Engagement - **307% increase**
 - Engagement rate - **14% increase**



AVERAGE DAILY RIDERSHIP



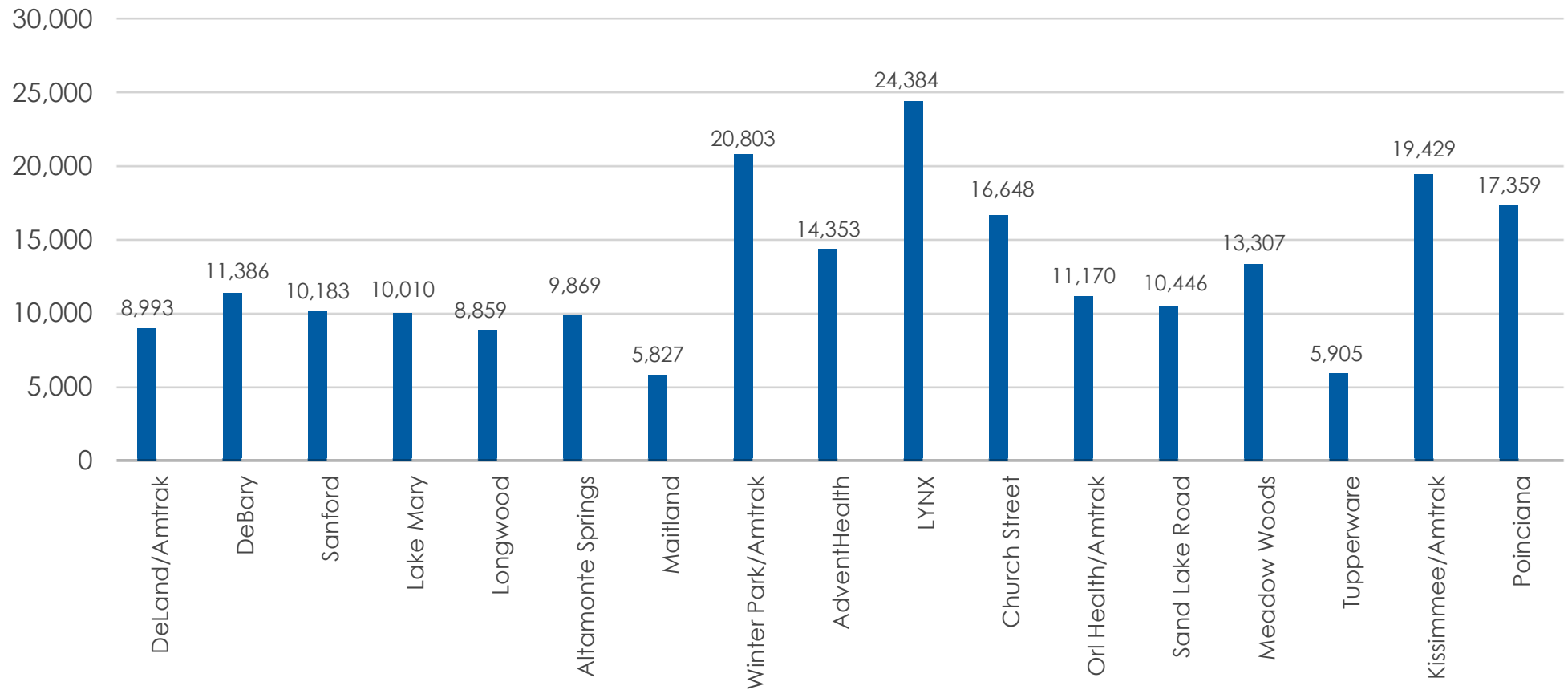
January - February 2026 Average – 5,341



BOARDING BY STATION

RIDERSHIP JANUARY - FEBRUARY 2026

Total Ridership = 218,931



ON-TIME PERFORMANCE

FEBRUARY 2026

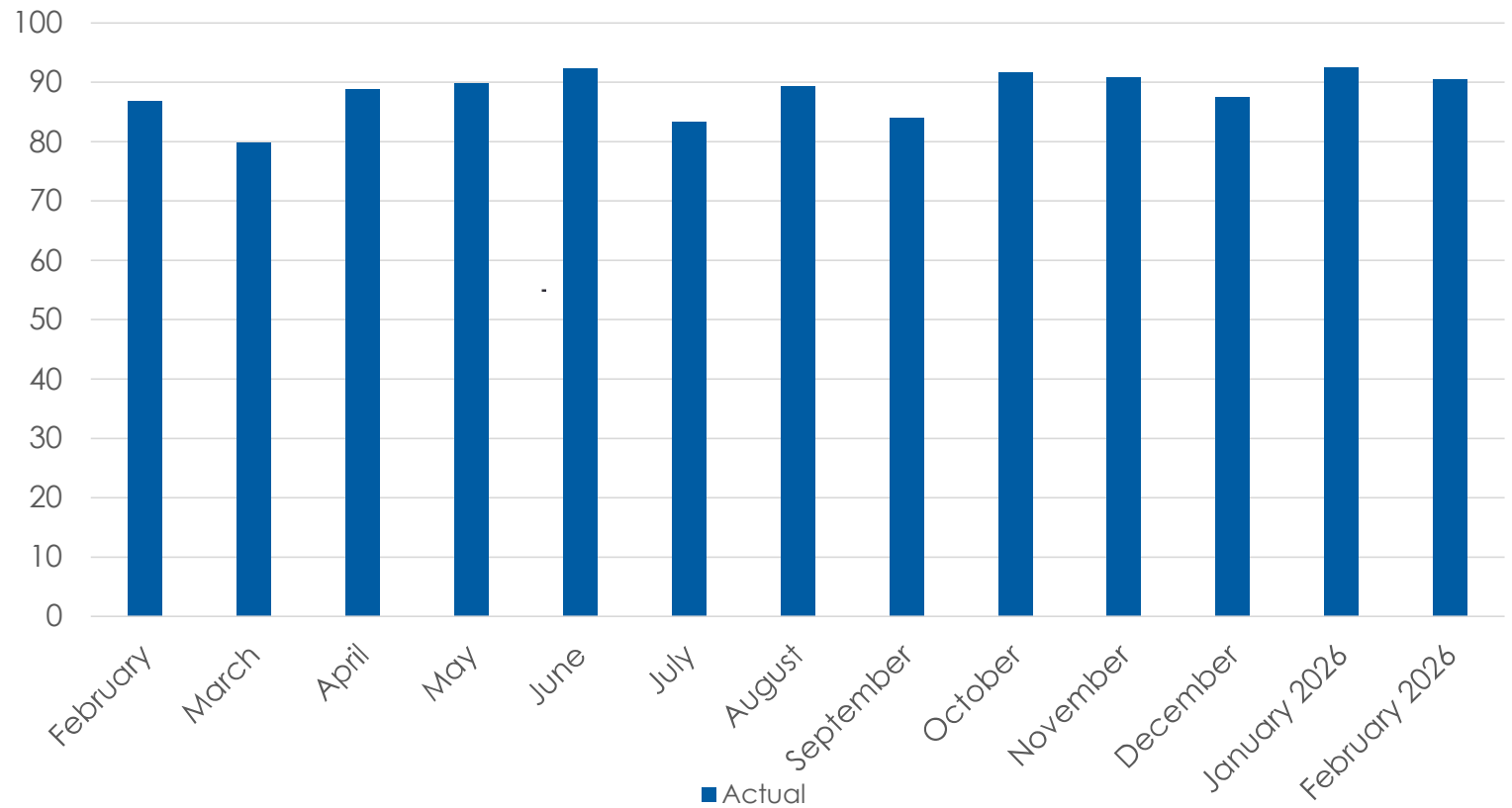
CONTRACT GOAL = 95%

CONTRACT = 98.45%

ACTUAL = 90.48%



- ✓ 20 Operating Days
- ✓ Ran 840 Trains





LYNX CONNECTIVITY

BRUCE DETWEILER - LYNX



LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	January		Change	% Change
	FY25	FY26**		
18	19,325	17,073	(2,252)	-12%
418	4,394	5,408	1,014	23%
306	1,930	2,239	309	16%
804	298	530	232	78%
831	1,036	1,041	5	0%

* Link 604 was renumbered to Link 804 in December 2024. ** Fiscal Year 2026 Ridership is Unaudited.

LYNX Sand Lake SunRail to Airport Average Daily Ridership

LINK	Average Daily Boardings		Change	% Change
	Jan-25	Jan-26		
11, 42, 111/311	108	122	14	13%



LYNX Feeder Bus Route Analysis (Phase II Routes)

LINK	February		Change	% Change
	FY25	FY26*		
18	19,179	17,086	(2,093)	-11%
418	5,633	5,457	(176)	-3%
306	2,236	2,315	79	4%
804	467	440	(27)	-6%
831	1,153	1,188	35	3%

* Fiscal Year 2026 Ridership is Unaudited.

LYNX Sand Lake SunRail to Airport Average Daily Ridership

LINK	Average Daily Boardings		Change	% Change
	Feb-25	Feb-26		
11, 42, 311	103	95	(8)	-8%



VOTRAN CONNECTIVITY

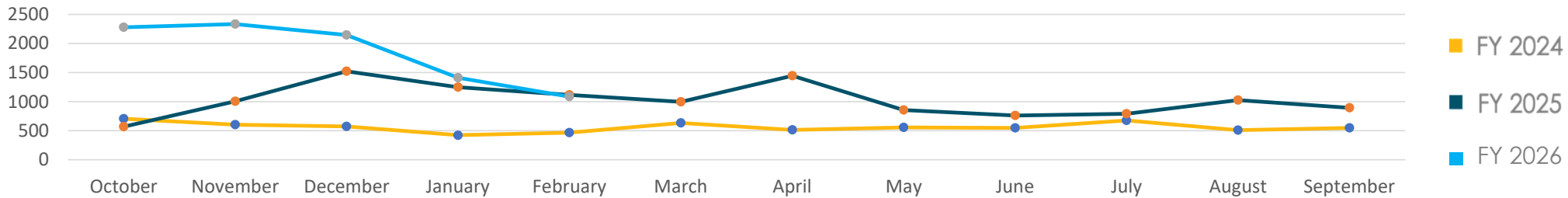
SIVA PERSAD - VOLUSIA COUNTY



VOTRAN CONNECTIVITY - DEBARY



Activity at DeBary Station	Fiscal year 2025												Annual Daily Average
	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	
Days of Operation	22	20	21	22	20	21	22	21	21	23	21	22	256
Total Monthly Ridership	568	1,005	1,521	1,250	1,116	995	1,445	856	761	790	1,027	892	12,226
Avg Daily Ridership	26	50	72	57	56	47	66	41	36	35	49	41	48
Activity at DeBary Station	Fiscal year 2026												Annual Daily Average
	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	
Days of Operation	23	19	22	22	20								64
Total Monthly Ridership	2,278	2,332	2,145	1,410	1,087								5,635
Avg Daily Ridership	99	123	98	64	54								269



VORIDE - SUNRAIL CONNECTIVITY



VoRide On-Demand Service - Average Daily Boardings & Alightings at Volusia County Stations

Activity at Stations	Fiscal year 2025												Annual Daily Average
	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	
Days of Operation	22	20	21	22	20	21	22	21	21	23	21	22	256
Total Monthly Ridership- DeBary	11	13	21	20	17	8	20	28	46	86	99	131	500
Total Monthly Ridership- DeLand	93	166	249	204	198	180	133	168	235	203	168	187	2,184
Total Monthly Ridership- Both Stations	104	179	270	224	215	188	153	196	281	289	267	318	2,684
Avg Daily Ridership	5	9	13	10	11	9	7	9	13	13	13	15	11

Activity at Stations	Fiscal year 2026												Annual Daily Average
	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	
Days of Operation	23	19	22	22	20								106
Total Monthly Ridership- DeBary	93	81	92	115	92								473
Total Monthly Ridership- DeLand	166	68	210	247	334								1,025
Total Monthly Ridership- Both Stations	259	149	302	362	426								1,498
Avg Daily Ridership	12	8	14	17	21								14

Note: Despite VoRide operating on Saturdays, Days of Operation only includes weekdays as the train only operates weekdays.



INFORMATIONAL ITEMS





2026 MARKETING INITIATIVES

MARK CALVERT – EVOLVE





**OVER 1.3 MILLION
RIDERSHIP**



**EXPANDED SERVICE
TO 42 TRAINS DAILY**



**KICKED OFF THE
AMERICA 250
CELEBRATION**



**TRANSITIONED LEGACY
ALERTS SYSTEM TO
MOBILE APP**



**WON STATEWIDE AWARD
FOR SAFETY CAMPAIGN**

- EXECUTED 20 MARKETING CAMPAIGNS
- 85 GROUP RIDES SOLD
- 63 SAFETY PRESENTATIONS
- 12 BUSINESS COMMUTER PRESENTATIONS

2026 MARKETING OBJECTIVES





**CELEBRATE
AMERICA 250**



**EXPANDED SAFETY CAMPAIGNS
TO QUARTERLY INITIATIVES**



**SELL 125
GROUP RIDES**



**CREATE 24 MARKETING
CAMPAIGNS**



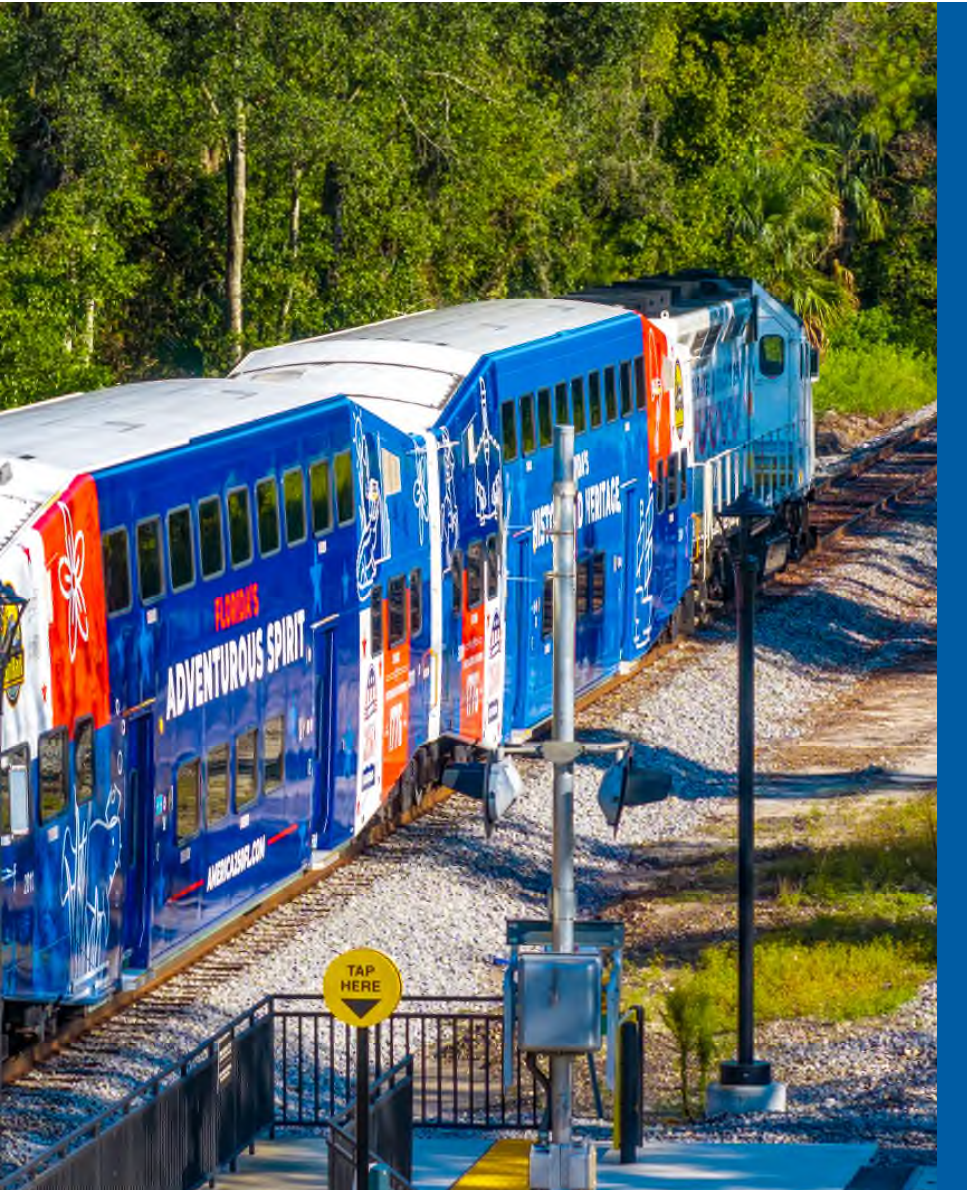
**TARGET NEW TOD
OPPORTUNITIES**

**SEE YOU
ON BOARD!**



COMMITTEE MEMBER COMMENTS





NEXT MEETING

JULY 2, 2026, 5:00 PM
LYNX CENTRAL STATION
ADMINISTRATION BUILDING





SUPPORTING CHARTS AND DATA

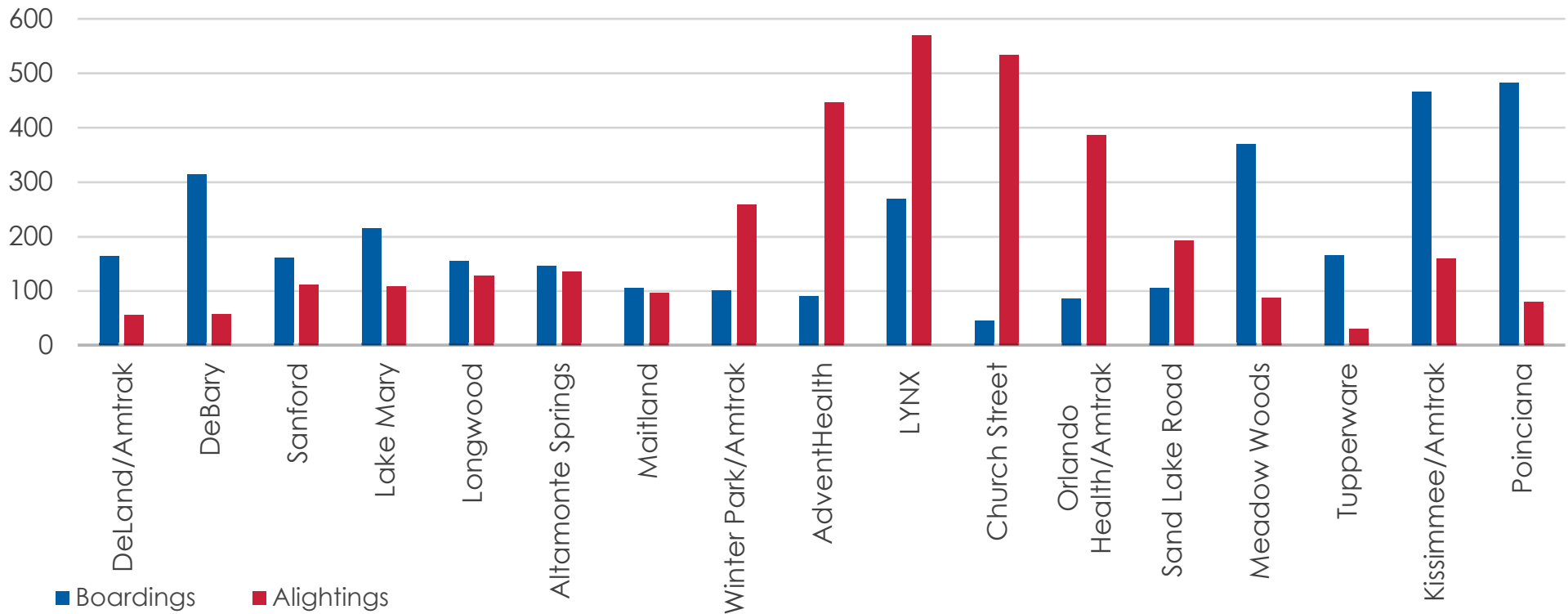


BOARDINGS & ALIGHTINGS

JANUARY - FEBRUARY 2026



AM PEAK
5:45AM - 8:45AM (NB FROM POINCIANA)

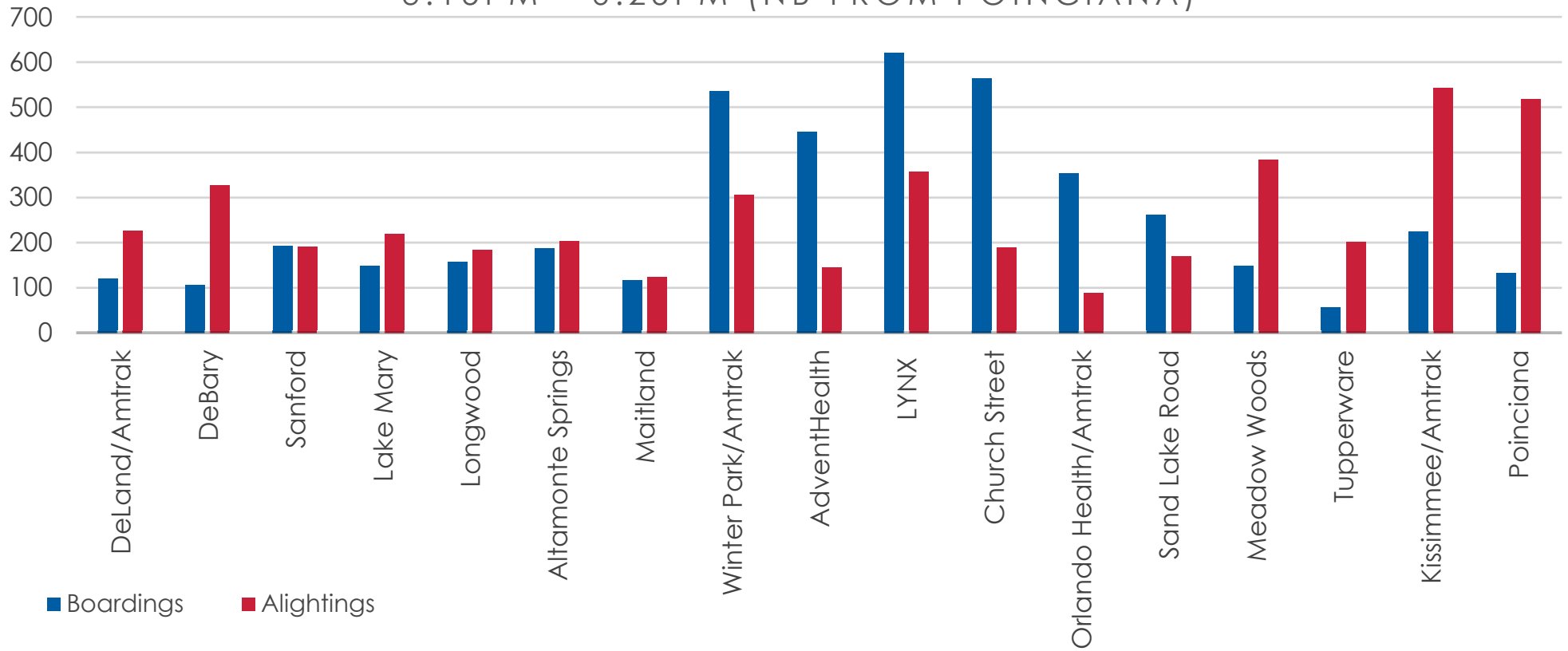


BOARDINGS & ALIGHTINGS

JANUARY - FEBRUARY 2026



PM PEAK
3:15PM - 6:25PM (NB FROM POINCIANA)

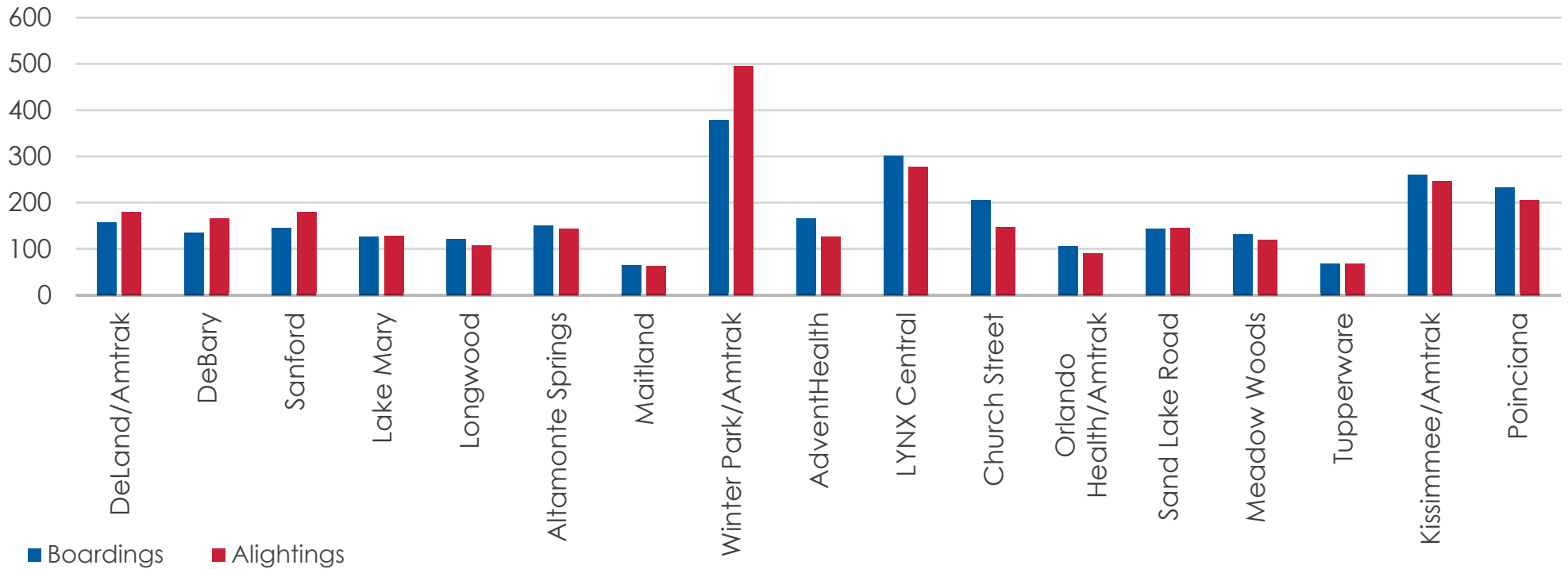


BOARDINGS & ALIGHTINGS

JANUARY - FEBRUARY 2026

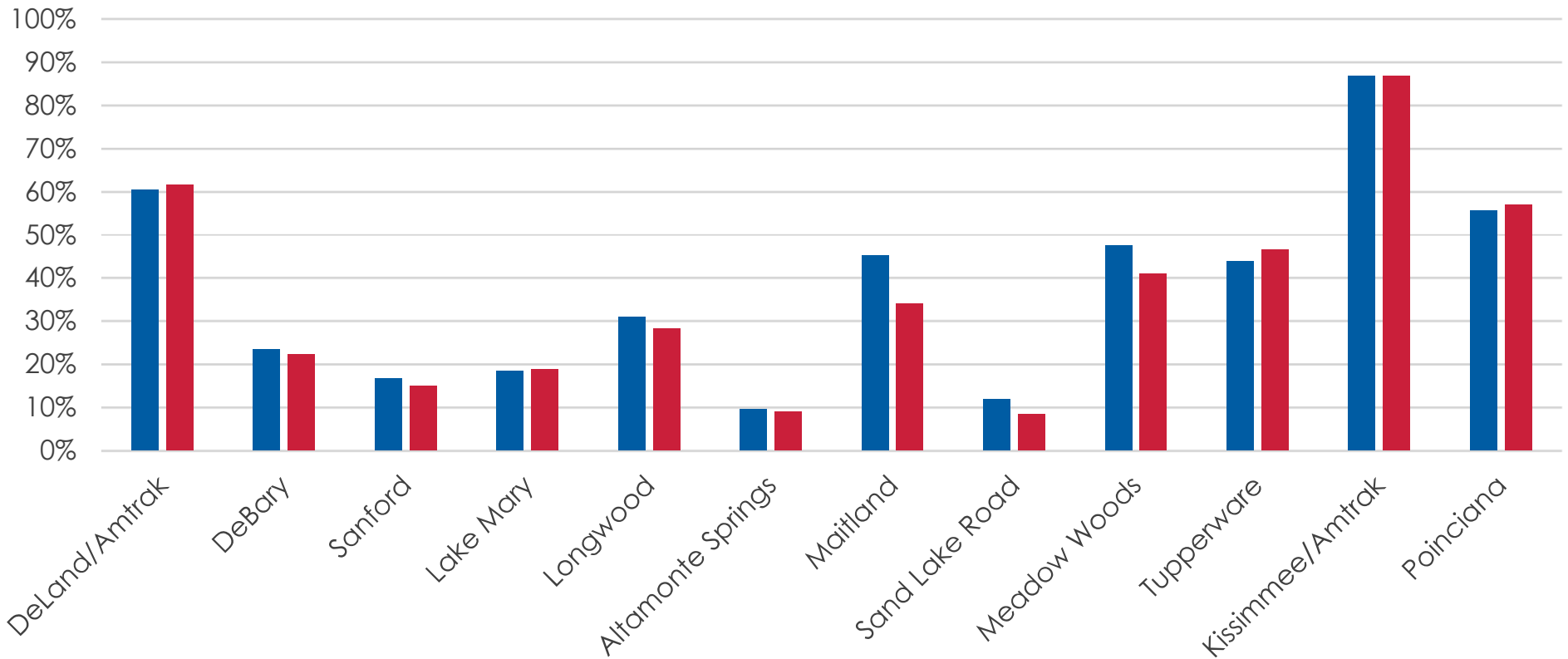


OFF PEAK
10:45AM – 2:45PM; 7:25PM – 9:55PM (NB FROM POINCIANA)



STATION PARKING

JANUARY - FEBRUARY 2026

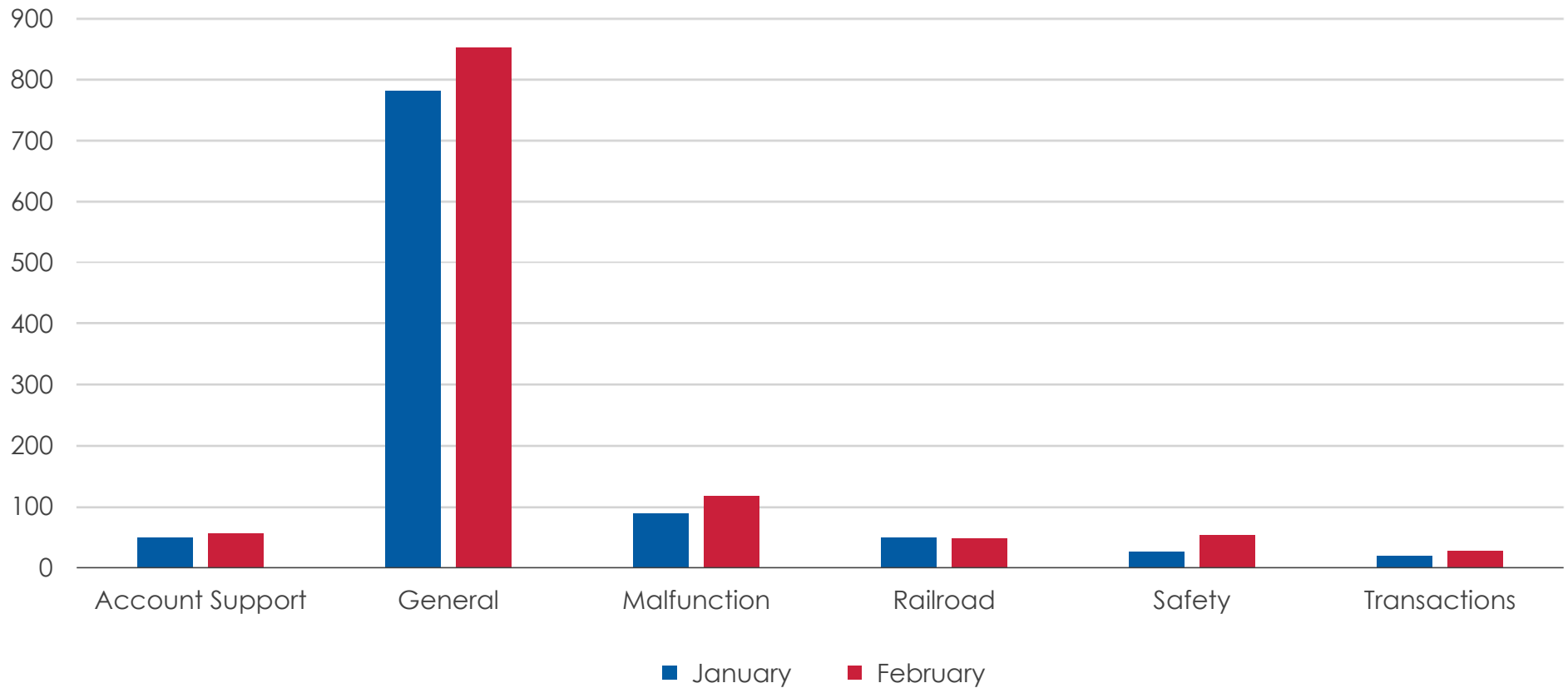


CUSTOMER SERVICE CALLS

JANUARY - FEBRUARY 2026



TOTAL CALLS 2,175



TRAIN PERFORMANCE DETAIL

JANUARY - FEBRUARY 2026



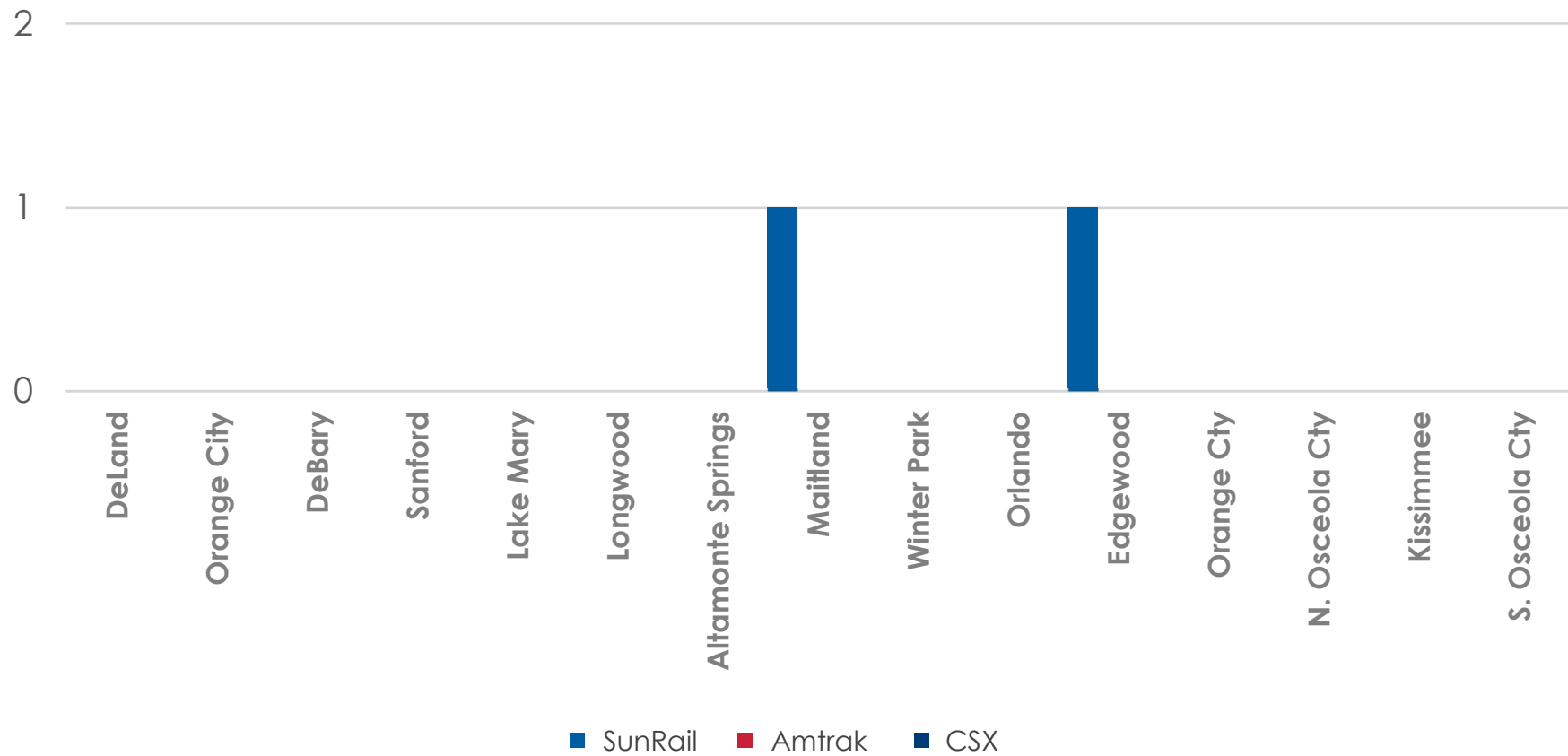
TRAIN PERFORMANCE OVERVIEW	Trains	Percentage
On-Time	1,576	91.5%
Late	139	8.1%
Annulled	7	0.4%
Total Trains Operated	1,722	100.0%

PERFORMANCE DETAIL	Days	Trains	Percentage
Dispatching	1	1	0.06%
Efficiency Testing	1	4	0.2%
Injuries/Illnesses	1	1	0.06%
Maintenance of Way	11	25	1.5%
Mechanical	12	17	1.0%
Other	7	12	0.7%
Passengers	5	7	0.4%
Police Activity	1	1	0.06%
Signals & Components	9	40	2.3%
Trespasser/Grade Crossing/Near Misses	7	21	1.2%
Train Interference	10	13	0.8%
Weather	2	4	0.2%
Total (Rounded)		146	8.5%

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

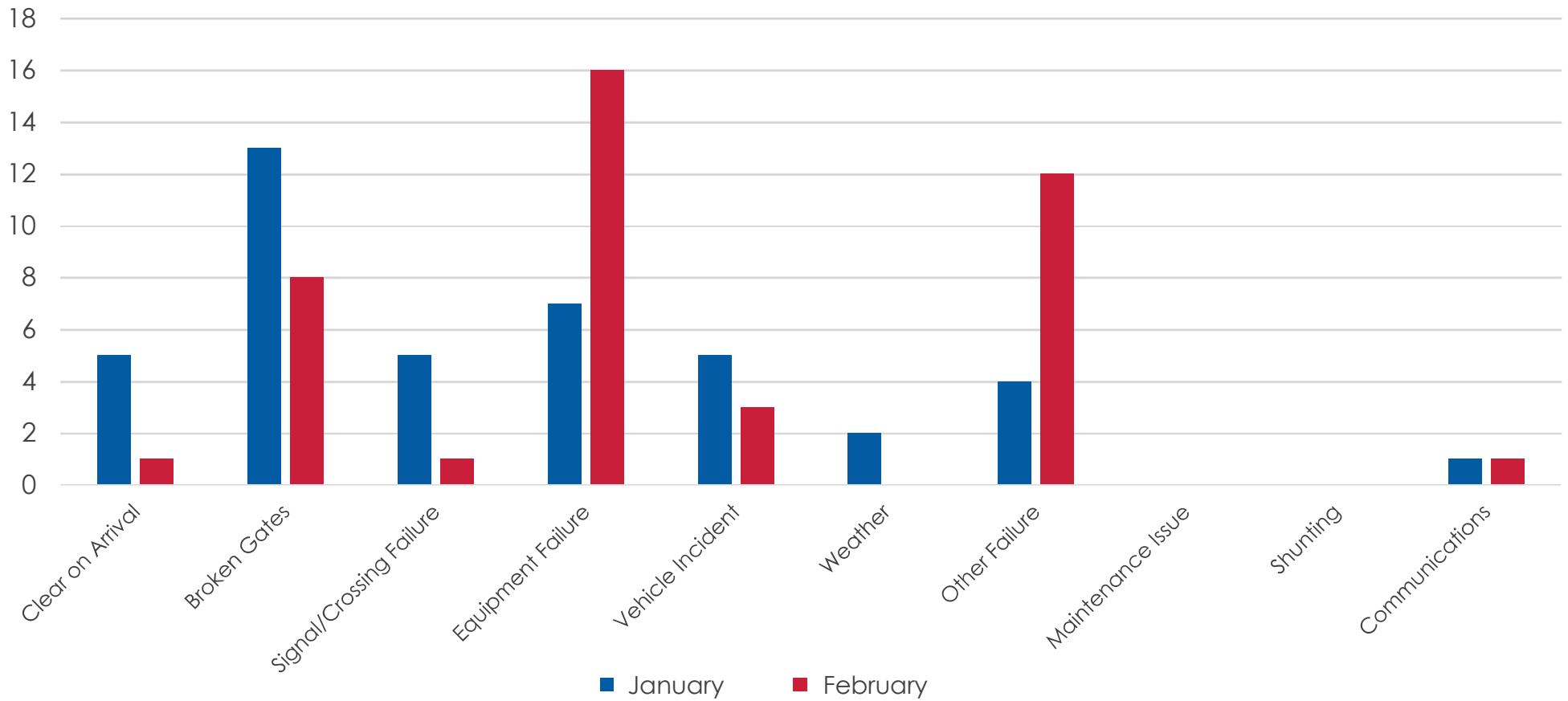
REVENUE INCIDENTS BY CITY/COUNTY

JANUARY - FEBRUARY 2026



CFCRC SIGNAL SYSTEM INCIDENTS

JANUARY - FEBRUARY 2026



QUIET ZONES



JURISDICTION	STATUS
Edgewood	Quiet Zone Established
Orange County	Quiet Zone Established Additional Quiet Zone Locations – Awaiting establishment
Maitland	Quiet Zone Established
Winter Park	Quiet Zone Established
Seminole County	Quiet Zone Established
City of Orlando	Quiet Zone Established
City of Kissimmee	Quiet Zone Established
Volusia County	Awaiting Establishment
City of DeBary	Awaiting Establishment

Local communities may apply for quiet zones and information is available on the "Rail Safety" page at SunRail.com

QUIET ZONES Periodic Updates



Quiet Zone Periodic Updates Required every 2.5 to 3 years					
Location			Next Notification dates		
Seminole County	NOE	April 23, 2023	October 21, 2025	to	October 21, 2025
Maitland	NOE	March 10, 2025	September 8, 2027	to	March 9, 2028
Winter Park	NOE	January 6, 2023	July 6, 2025	to	January 5, 2026
Kissimmee	NOE	February 4, 2021	August 5, 2023	to	February 4, 2024
Orlando	NOE	June 14, 2021	December 13, 2023	to	June 13, 2024
Quiet Zone Periodic Updates Required every 4.5 to 5 years					
Location			Next Notification dates		
Edgewood	NOE	October 9, 2019	April 7, 2024	to	October 7, 2024
Orange County	NOE	March 27, 2020	September 24, 2024	to	March 26, 2025

FY 25/26 OPERATING BUDGET UPDATE



FDOT Fiscal Year July 25- Jun 26

OPERATING COSTS, AND CONSULTANT SUPPORT	ANNUAL BUDGET	FISCAL 25/26 YTD Jan 31 st , 2026	
		BUDGET	ACTUAL
Alstom - Operations	\$14,218,190	\$8,293,944	\$8,719,086
Alstom - Maintenance	\$17,239,721	\$10,056,504	\$9,820,964
Alstom - Incentive / Disincentive	\$1,572,896	\$917,523	\$706,282
moovel Fare Collection O&M	\$1,200,000	\$700,000	\$103,068
Herzog - Signal Maintenance of Way	\$4,353,384	\$2,539,474	\$3,216,497
WiFi and APC O&M, Cellular for Comms	\$285,000	\$166,250	\$165,081
LFA Marketing DTS Technology, Witronix	\$105,000	\$61,250	\$371,883
Greens Energy - Fuel	\$3,800,000	\$2,216,667	\$2,038,166
Gallagher - Insurance	\$5,100,000	\$5,100,000	\$4,439,866
Amtrak/Alstom/Herzog - Preventative Maintenance	\$4,500,000	\$2,625,000	\$1,002,041
Amtrak/Alstom/Herzog - Heavy Maintenance	\$3,360,000	\$1,960,000	\$803,822
Banking, Merchant, and Armored Car Services	\$230,000	\$134,167	\$48,854
Station and Onboard Security	\$1,540,000	\$898,333	\$754,259
PTC O&M (Herzog & Alstom)	\$11,000,000	\$6,416,667	\$5,908,379
Subtotal - System operating costs	\$68,504,191	\$42,085,778	\$38,098,247
Consultant Support	\$11,000,000	\$6,416,667	\$5,960,067
TOTAL OPERATING COSTS, AND CONSULTANT SUPPORT	\$81,504,191	\$48,502,445	\$44,058,314

FY 25/26 OPERATING BUDGET UPDATE



FDOT Fiscal Year July 25- Jun 26

OPERATING REVENUE

ANNUAL BUDGET

FISCAL 25/26 YTD Jan 31 , 2026

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>	

\$2,028,122
\$3,043,040
\$1,359,847
\$25,996
\$159,600
\$614,947
\$7,231,553

\$1,183,071	\$1,306,713
\$1,775,107	\$1,694,186
\$793,244	\$935,826
\$15,164	\$22,481
\$93,100	\$119,156
\$358,719	\$145,254
\$4,218,406	\$4,223,616

FTA §5307 - Urbanized Area Grant Funds
FDOT PTC Contribution
FTA 5337 - State of Good Repair

\$7,145,970
\$4,600,000
\$4,755,500

\$7,145,970	\$7,145,970
\$4,600,000	\$4,600,000
\$4,755,500	\$4,755,500

TOTAL OPERATING REVENUE

\$23,733,023

\$20,719,876	\$20,725,085
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FY 25/26 OPERATING BUDGET UPDATE



FDOT Fiscal Year July 25- Jun 26

OPERATING COSTS, AND CONSULTANT SUPPORT	ANNUAL BUDGET	FISCAL 25/26 YTD Feb 28th, 2026	
		BUDGET	ACTUAL
Alstom - Operations	\$14,218,190	\$9,478,793	\$10,022,382
Alstom - Maintenance	\$17,239,721	\$11,493,147	\$11,265,255
Alstom - Incentive / Disincentive	\$1,572,896	\$1,048,597	\$808,003
moovel Fare Collection O&M	\$1,200,000	\$800,000	\$111,436
Herzog - Signal Maintenance of Way	\$4,353,384	\$2,902,256	\$2,839,167
WiFi and APC O&M, Cellular for Comms	\$285,000	\$190,000	\$161,712
LFA Marketing DTS Technology, Witronix	\$105,000	\$70,000	\$397,631
Greens Energy - Fuel	\$3,800,000	\$2,533,333	\$2,214,175
Gallagher - Insurance	\$5,100,000	\$5,100,000	\$4,439,866
Amtrak/Alstom/Herzog - Preventative Maintenance	\$4,500,000	\$3,000,000	\$1,119,026
Amtrak/Alstom/Herzog - Heavy Maintenance	\$3,360,000	\$2,240,000	\$1,493,862
Banking, Merchant, and Armored Car Services	\$230,000	\$153,333	\$56,231
Station and Onboard Security	\$1,540,000	\$1,026,667	\$864,809
PTC O&M (Herzog & Alstom)	\$11,000,000	\$7,333,333	\$6,828,095
Subtotal - System operating costs	\$68,504,191	\$47,369,461	\$42,621,649
Consultant Support	\$11,000,000	\$7,333,333	\$6,580,494
TOTAL OPERATING COSTS, AND CONSULTANT SUPPORT	\$81,504,191	\$54,702,794	\$49,202,143

FY 25/26 OPERATING BUDGET UPDATE



FDOT Fiscal Year July 25- Jun 26

OPERATING REVENUE

ANNUAL BUDGET

FISCAL 25/26 YTD Feb 28th, 2026

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>	

\$2,028,122
\$3,043,040
\$1,359,847
\$25,996
\$159,600
\$614,947
\$7,231,553

\$1,352,081	\$1,510,971
\$2,028,694	\$2,188,926
\$906,565	\$1,075,194
\$17,331	\$22,481
\$106,400	\$159,200
\$409,965	\$151,716
\$4,821,036	\$5,108,489

FTA §5307 - Urbanized Area Grant Funds
FDOT PTC Contribution
FTA 5337 - State of Good Repair

\$7,145,970
\$4,600,000
\$4,755,500

\$7,145,970	\$7,145,970
\$4,600,000	\$4,600,000
\$4,755,500	\$4,755,500

TOTAL OPERATING REVENUE

\$23,733,023

\$21,322,505	\$21,609,958
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