



## PUBLIC INVOLVEMENT AND SAFETY SCORE CARD

The public involvement and safety team is focusing attention primarily on project funding partners in Phase 1 and Phase 2.

### RESULTS:

- Planning Phase 2 Public Information Meeting series with the Osceola Public Library to be conducted before and during construction of stations
- Scheduled Youth Safety Field Trip with the following stakeholder groups:
  - o Boy Scout Pack Altamonte Springs (Phase 1) April 3, 2015
  - o The Christ School (Phase 1) Scheduled March 6, 2015
  - o Cherokee School (Phase 1) Scheduled March 10, 2015
- Sold 170 Roundtrip tickets as a results of youth field trips in February 2015
- Sold over 1,400 roundtrip tickets as a result of youth field trips and the Read-In Program in 2014-2015
  - o Totals obtained from post event summaries, conductor ridership reports, one day event ticket sales, and grant documentation from Boys and Girls Clubs
- Developing safety-related utility bill inserts for distribution by funding partners and area utility companies
- Researched Phase 2 South employment centers, community organizations, and schools that may be interested in a SunRail Phase 2 South presentation and/or Lunch and Learn meeting
- Planning Phase 2 Public Information Meeting series with the Osceola Public Library to be conducted before and during construction of stations
- Working with rental car agencies to incorporate safety messaging into their Central Florida rental vehicles
- Coordinating with law enforcement agencies to continue trespass enforcement partnership and coverage around areas of concerns
- Preparing to distribute bi-weekly safety messaging package to be shared with municipalities and funding partners through social media, community outreach and digital lobby displays
  1. Downtown Orlando Distribution Center (Lobby)
  2. City of Orlando (City Hall)
  3. City of Sanford (City website)
  4. City of DeBary (City website)
  5. City of Altamonte Springs (City website)
- Distribution of SunRail brochures for display in Phase 2 South libraries within 2 miles of corridor
  - o Hart Memorial Central Library, 211 East Dakin Ave, Kissimmee, FL 34741
  - o Buenaventura Lakes Branch Library, 405 Buenaventura Blvd, Kissimmee, FL 34743
  - o Poinciana Branch Library, 101 North Doverplum Ave, Kissimmee, FL 34758
- Continue to attend Central Florida Community Traffic Safety Team (CTST) meetings to coordinate with local law enforcement agencies



## **EIGHT SHUTTLES RUNNING VARIOUS SUNRAIL STATIONS:**

### **FROM THE LAKE MARY STATION:**

- Seminole County is using a fleet vehicle as a shuttle to their Five Points Operations Complex

### **FROM THE WINTER PARK STATION:**

- Winter Park Memorial Hospital (Florida Hospital) funding and running an employee shuttle

### **FROM THE SAND LAKE ROAD STATION:**

- Two employee-funded shuttles for Darden employees
- One employee-funded shuttle for Lockheed Martin employees
- One employee-funded shuttle for employers of several worksites in the Southpark Center Loop office parks
- Two company-funded shuttles for employees of ABC Fine Wine and Spirits

## **ADDITIONAL FOLLOW-UP NEEDED FOR THE FOLLOWING PRIORITY AREAS:**

### **ALTAMONTE SPRINGS:**

- Communications with Florida Hospital Altamonte Springs are beginning in preparation for the Ultimate I-4 Project

### **VOLUSIA COUNTY:**

- Efforts to work with Volusia County Government in coordination with Votran on hold pending changes to their vanpool program

### **LAKE MARY:**

- Assist the City of Lake Mary in the promotion of their Vanpool Grant Program

### **MAITLAND:**

- Maitland Summit employers committed to privately-funded shuttle
- Coordinating with City of Maitland staff and property managers when requested
- Continue to work with employers west of I-4 that have expressed interest in connectivity options and solutions

### **SAND LAKE ROAD:**

- In coordination with Lockheed Martin's Human Resources and Communications department, continue to assist individual employee groups to form their own vanpools
- In coordination with Southpark Center Loop/Flagler Development Company, continue to assist individual employee groups to form their



## **ON BOARD ADVERTISING: INVENTORY SOLD OUT THROUGH 4/30/15**

All inventory was sold as one-year contracts.

Total Advertisers: 9  
Placements: 12  
Total Revenue: \$89,400

## **ONLINE & MOBILE ADVERTISING: INVENTORY SOLD OUT THROUGH 4/2/15**

Migration to an impression-based platform to increase banner inventory will go into affect on March 30, 2015.

Total Advertisers: 6  
Placements: 4  
Total Revenue: \$22,950

The next available dates for inventory placement are:

Online: April 2, 2015  
Mobile: February 2, 2015

## **TRAIN SCHEDULE ADVERTISING: INVENTORY SOLD OUT THROUGH 2/25/16**

SunRail has implemented a new display opportunity for businesses to purchase advertising space on the back panel of the train schedule cards .  
Program details include:

- Inventory - 3 placements
- Partners may purchase multiple or individual ads
- All contracts are on a 3-month basis
- Pricing is \$300 per location

## **STATION KIOSK ADVERTISING: LIMITED INVENTORY REMAINING**

New Platform Kiosks were installed on December 20, 2014.

- Inventory - 8 placements per station with the exception of Winter Park and DeBary, which has only 4 placements
- Partners may purchase multiple or individual stations
- All contracts are on an annual basis
- Space pricing is \$3,000/placement
- Total Revenue: \$132,000

## **STATION PROMOTIONAL ADVERTISING: ACCEPTING PROMOTIONAL DATES**

SunRail is currently accepting Station Promotional Program dates where partners can display and distribute approved items to riders as they enter and exit SunRail platforms. Partners must have their display off of the SunRail platform due to safety protocol.

## **NEXT STEPS:**

- Additional advertising programs are in development and will activate upon FDOT review/approval
- Follow through with leads generated as a result of our business development presentations and meetings to create additional SunCard purchases and develop additional Commuter Assistance programs



## SUNRAIL CONSUMER MARKETING PLAN

The SunRail Marketing team is working on multiple initiatives to increase ridership from the current 4,300 daily rider objective to 6,000 passengers per day. Initiatives will focus on a variety of identified opportunities including: working with under-performing stations, employing new rider technologies and exploring partnerships with local sports organizations.

## SUNRAIL.COM WEB TRAFFIC

2,710,582	Page views to date
738,272	Sessions
444,658	Unique visitors to date
3.67	Average number of pages visited per session to date
151,265	Page views in January 2015

## SOCIAL MEDIA

The SunRail Social Media team averages approximately 125 new followers per week by focusing on such value-notifications such as:

**I-4 Construction Education** - Pushes via Twitter and Facebook to TrainYourBrain.tips

**Extended Hours Events** - Community extended hours events that can be attended by riding SunRail

**Train delay/emergency status** - Pushes via Twitter and Facebook and SunRail.com

**Station Destinations** - Local business spotlight

**Station Spotlight** - An educational feature of a selected SunRail station

**In The News** - Direct links to SunRail news stories

**Social Media Followers:**

8,147 Facebook followers

5,903 Twitter followers

## NEW SUNRAIL MARKETING INITIATIVES

### Winter Park Arts Festival - FREE Service Partnership

Establish a sponsor-driven partnership to bring free SunRail limited-service to the Winter park Arts Festival on Saturday and Sunday, March 21-22, 2015. Partners include Florida Hospital, City of Winter Park and the Winter Park Chamber of Commerce. Weekend service schedule is in development.

### Extended Service Campaign

SunRail began marketing specific evening events that fit within the Extended Service Schedule. Partners include the Orlando Solar Bears, Orlando Magic and The Downtown Performing Arts Center. Outreach messaging includes:

I-4 Digital Billboards	SunRail Social Media Channels
:30 Partner Radio	Show Playbill inclusion
Amway digital signage	In-Game announcements

### I-4 Ultimate/SunRail Outreach

The SunRail, Ultimate I-4 and reThink teams continue to work together to engage regional businesses and organizations to provide commuting alternative education in preparation for I-4 construction.

### "Trains on Time" Consumer Confidence Marketing Campaign

SunRail continues to run their "Trains on Time" campaign to let I-4 commuters know that regardless of traffic delays, your SunRail system provides fast, safe and affordable service. Messaging runs during peak travel times and becomes modified should there ever be a train delay.

### Marketing Partnership Expansion

SunRail has experienced tremendous success marketing the system to senior programs, schools and public attractions located near the SunRail stations. The SunRail marketing team will continue to grow these programs to increase ridership during non-peak times.



# TOD METRICS SUMMARY SCORECARD

FEBRUARY 2015

## SUMMARY OF DEVELOPMENT WITHIN AN ACTUAL 10-MINUTE WALK OF STATIONS IN PHASE 1:

### PROJECTS COMPLETED SINCE 2010

Number of Projects: 18  
Construction Value: \$794 million  
Building Square Footage: 3,095,468 GSF  
Residential Units: 1,510  
Permanent Employment (jobs): 1,786  
Construction Employment (jobs): 2,669

### PROJECTS CURRENTLY UNDER CONSTRUCTION

Number of Projects: 9  
Construction Value: \$550 million  
Building Square Footage: 1,735,600 GSF  
Residential Units: 804  
Permanent Employment (jobs): 2,016  
Construction Employment (jobs): 2,273

### PROJECTS IN PIPELINE (ANNOUNCED OR UNDER REVIEW)

Number of Projects: 21  
Construction Value: \$1,866 million  
Building Square Footage: 8,401,637 GSF  
Residential Units: 4,550  
Permanent Employment (jobs): 13,272  
Construction Employment (jobs): 10,582