



Board Date: 1/29/2014
Time: 10:30 A.M.

Central Florida Regional Transportation Authority
455 N. Garland Ave.
2nd Floor Conference Room
Orlando, FL 32801











As a courtesy to others, please silence all electronic devices during the meeting.

1. Call to Order

2. Approval of Minutes

-  Minutes from the December 4, 2013 Audit Committee Meeting Pg 2

3. Audit Agenda Items

- A.  FY2015 Proposed Budget Development Assumptions Pg 7
 - Attachment 
- B.  Compressed Natural Gas (CNG) Unsolicited Proposal Financial Analysis Update Pg 17
- C.  Review of Proposed Service Guidelines Pg 19
 - Attachment  
- D.  Discussion of Passenger Wayfinding Redesign Pg 39
 - Attachment 
- E.  Discussion of LYNX' Administrative Rule Relating to the Advertising Policy Pg 53
 - Attachment 

LYNX
Central Florida Regional Transportation Authority
Audit Committee Meeting Minutes

PLACE: **LYNX Central Station**
 455 N. Garland Avenue
 Conference Room, 2nd Floor
 Orlando, FL 32801

DATE: **December 4, 2013**

TIME: **9:31 a.m.**

Members in Attendance:

Seminole County Commissioner, Carlton Henley, Chairman
Orange County, Assistant County Administrator, Jim Harrison
City of Orlando, Transportation Policy Advisor, Christine Kefauver
FDOT District 5 Secretary, Noranne Downs
Osceola County, Transportation Planning, Tiffany Homler

Members Absent:

Osceola County Commissioner, Frank Attkisson

1. Call to Order

The Chairman, Commissioner Carlton Henley, called the meeting to order at 9:31 a.m.

2. Approval of Minutes

The Chairman asked the Committee if there were any additions or deletions to the September 19, 2013 Minutes as presented.

Motion was made and seconded to approve the Minutes of the September 19, 2013 Audit Committee meeting. The motion passed unanimously.

3. Audit Agenda Items

A. Discussion of LYNX' Administrative Rule Relating to the Advertising Policy

The Chairman recognized Pat Christiansen, LYNX' General Counsel, to make the presentation.

Mr. Christiansen stated that in a previous meeting of the Committee, Jim Goldsmith, discussed amended LYNX' Advertising Policy. While it is not on the Boards' meeting

agenda, based on comments of the Committee, staff will bring a recommendation for adopting an amended policy to a future meeting.

Mr. Christiansen provided that there has been over the last year increased legal activity across the United States on advertising policies, principally by some groups that desire to put advertising on buses. The activity has resulted in legal action in Detroit while other cities have redone their advertising policies.

Mr. Christiansen provided the members a copy of LYNX' current advertising policy Section 4.4.6 C, Limitations on Advertising Content". In comparing the current policy with the proposed recommendations attached to the Committee Agenda Item, he pointed out the recommended policy is more detailed and includes the area of Non-Public Forum Status. By incorporating the recommendations, LYNX will have more specificity in order to sustain the advertising guidelines

Mr. Christiansen discussed the recommendation of "Prohibited Advertising". Prohibited Advertising would include two types of advertising content: Political and Public Issue. The recommendations also include Prohibited Products, Services or Activities. Based on comments the Committee provided at its last discussion, the recommendations do not include a prohibition against advertising relating to gambling.

He noted that an "Additional Requirement" is being recommended which provides for sponsor attribution and contact information.

Discussion ensued regarding prohibiting gambling and revenue from that type of advertising.

Mr. Christiansen suggested staff would bring the matter back to the Committee.

B. Overview of Proposed Service Standards

The Chairman recognized Andrea Ostrodka, Manager of Strategic Planning, to make the presentation.

Ms. Ostrodka noted that LYNX contracted with VHB to undertake a Comprehensive Operational Analysis (COA) of LYNX transit operations. The consultant analyzed LYNX' route network to identify and recommend short and long term modifications that would improve system efficiencies. As part of that effort, the consultant worked with the agency's planning staff to develop service standards and associated measures that would be used in the development of new routes as well as the evaluation of existing routes to enhance their operational efficiencies.

Ms. Ostrodka provided an overview of LYNX 2013 Comprehensive Operations Analysis and Proposed Service Standards:

COA Goals

- Establish a framework for decision making
- Evaluate current operational investments
- Identify efficiency opportunities
- Strengthen the system
- Better serve partners and customers

COA Overall Recommendations

- Implement System Improvements
- Adopt Service Standards
- Use Performance Measures
- Improve Comprehensibility

Proposed Service Standards

- Based on a thorough review of the LYNX system
- Based on national best practices
- Provides a framework for predictable data collection and analysis
- Allows LYNX to react more nimbly to grant opportunities
- Function as a tool for decision-making
- Would be used to evaluate services prior to the next bid

Discussion ensued regarding the term “Standards” and suggestion for utilizing the term “Guidelines” or “Goals”.

The Committee further discussed the cost for establishing Service Guidelines and requested staff to provide additional information.

The Committee asked staff to review the Service Guidelines with the SunRail transit team and Partners’ staff.

Discussion ensued regarding the mandates of MAP 21.

The Committee discussed recommending the Board delay adoption until staff has provided the additional information requested.

Without objection, the Committee’s recommendation to the Board will be to delay action on the matter until staff provides the cost information to the Committee at its next meeting.

C. Follow-Up to Overview of the 2013 Performance Management and Compensation Study

The Chairman recognized Debbie Toler, Human Resource Generalist, to make the presentation.

Ms. Toler stated that In November 2012, Cody & Associates, Inc. was awarded a contract to conduct a Classification and Pay Study for all non-bargaining unit positions.

On July 25, 2013, staff presented the Committee an overview of Cody & Associates, Inc. analysis. At that time, staff was asked to provide the Audit Committee with the following additional information:

1. Clarification of how LYNX' positions were compared with equivalent jobs at our funding partners
2. Compare costs of LYNX' healthcare and pension to the healthcare and pension costs of our funding partners
3. Present the total taxpayer cost of a LYNX employee

Staff provided information in response to each request for additional information in the power point presentation included in the Audit Committee Agenda package.

Without objection, the Audit Committee recommended the Board's authorization to implement recommendations made as a result of the compensation study.

4. Review of Board Package

Mr. Lewis noted that staff has three Blue Sheet items that will come before the Board.

- 1) Action Item 8.I: Adoption of Resolution #13-015 authorizing the CEO to adopt and implement the new Defined Contribution Plan for Collective Bargaining Employees in accordance with the Collective Bargaining Agreement (CBA) entered into with ATU 1596 November 8, 2012 is not recommending changes to the Board of Directors' Agenda.
- 2) Consent Agenda Item 7.A.i: Authorization to Release a RFP for Workers' Comp and Tort Legal Services. This will replace the item currently on the Consent Agenda which includes General Liability Legal Services. The addition of General Liability Legal Services was a clerical error.
- 3) Action Agenda Item 8.J: Authorization for CEO to Negotiate and Execute the Sale Agreement with the City of Orlando for 1200 West South Street.

Mr. Lewis called on Pat Christiansen, LYNX General Counsel to provide a brief overview of the Sale Agreement with the City of Orlando.

Mr. Christiansen stated that staff is requesting Board authorization to negotiate and execute a purchase and sale agreement with the City of Orlando for their purchase of the South Street facility (1200 West South Street) at a minimum price of the appraised value of the property which is \$3.35 million. This agreement will be contingent upon Lynx reaching an acceptable purchase agreement with the City, on terms acceptable to the CEO and Lynx General Counsel, which would include, among other matters, matters as to the timing for delivery of the site as it relates to the present occupancy by MV, the timing for the destruction of buildings on the site, and the approval of the Federal Transit Administration (FTA). It is noted that the site has environmental contamination with the contamination to be cleaned up at the cost of Lynx.

Mr. Lewis provided that discussions have been held with the Partners concerning changing the frequency of Audit Committee meetings to a monthly basis. If the Committee is in agreement, Mr. Lewis stated that he would work with Mr. Christiansen on any requirements.

The Committee agreed for Mr. Lewis to work with Mr. Christiansen on the details and requested that dates selected be structured to ensure each members ability to participate.

The meeting adjourned at 10:46 a.m.

Audit Committee Agenda Item #3.A

To: LYNX Board of Directors

From: Blanche Sherman
DIRECTOR OF FINANCE
Leonard ANTMANN
(Technical Contact)

Phone: 407.841.2279 ext: 6100

Item Name: FY2015 Proposed Budget Development Assumptions

Date: 1/29/2014

Staff is in the process of developing the FY2015 Operating and Capital Budgets. The key assumptions that LYNX' budget team will use in the preparation of these budgets will be presented. This item gives the Audit Committee an opportunity to provide direction and feedback to management at the beginning of the budget development process. Staff will also present the budget calendar for the FY2015 budget.

The key overall budget assumptions are as follows:

- FY2015 Funding based on LYNX Adopted Funding Model
- Maintain current Preventative Maintenance funding level
- Maximize current service levels through efficiencies
- Apply additional NeighborLink services, where appropriate (?)
- Apply impacts of legislative changes to Medicaid (?)

FY2015 Budget Development Assumptions

Presented to LYNX Audit Committee
January 29, 2014

Key Budget Assumptions – Overall

- ▶ FY2015 Funding based on LYNX adopted Funding Model
- ▶ Maintain current Preventative Maintenance funding level
- ▶ Maximize current service levels through efficiencies
- ▶ Apply additional Flex (NeighborLink) services, where appropriate
- ▶ Apply impacts of legislative changes to Medicaid (?)

Key Budget Assumptions – Revenue

- ▶ Maximize use of Anticipated Advertising Revenue
- ▶ Apply \$1.2 million in savings included in Contingency

Key Budget Assumptions – Expenses

- ▶ Salary increases consistent with Funding Partners
- ▶ Anticipated impact of year three Union wage re-opener
- ▶ Full year impact of pension reform contribution rates

Key Budget Assumptions – Expenses

- ▶ Continuation of Fuel Hedging Program, as appropriate
- ▶ Continued application of reductions based on LYNX ownership of paratransit vehicles
- ▶ Continuation of Bio-diesel Program, as appropriate
- ▶ Full year impact of SunRail

Pending Items

- ▶ Fare increase in FY2015(?)
- ▶ Assess potential for other alternative fuel types (CNG)
- ▶ Toll Revenue Credits (?)
- ▶ Funding Partner approved COA Recommendations

Future Items

- ▶ Continue to review the type of fixed route vehicles used in future operations
- ▶ Consideration of public/private partnership (satellite facilities/BRT)

Budget Calendar

Key Budget Assumptions Presentation to Audit Committee	January 29
Preliminary Budget Presentation	March 27
Funding Request Letters Submitted to Funding Partners	May
Budget Presentation Osceola & Orange Counties	June/July
Budget Presentation Seminole County	August
Final Board Action	September 25
Budget Year 14– 15 Commences	October 1

Board Action Requested

LYNX staff will be seeking direction from the Board regarding the FY2015 Operating budget. After Board direction, the proposed budget will be submitted to the funding partners for their consideration.

Audit Committee Agenda Item #3.B

To: LYNX Board of Directors

From: John Lewis
CHIEF EXECUTIVE OFFICER
Blanche Sherman
(Technical Contact)

Phone: 407.841.2279 ext: 6017

Item Name: Compressed Natural Gas (CNG) Unsolicited Proposal Financial Analysis Update

Date: 1/29/2014

LYNX received an Unsolicited Proposal from NoPetro dated September 13, 2013.

Actions Taken:

- ✓ Within sixty (60) days of receipt of the Unsolicited Proposal, the Chief Executive Officer (CEO) determined the following:
 1. It is valid.
 2. It is essential to the Authority.
 3. It contains sufficient technical and cost information.
 4. It has been approved by the proposer's responsible official capable of entering into a contract.
- ✓ A letter signed by the CEO acknowledging the above determinations was sent to NoPetro on November 1, 2013.
- ✓ Advertising was posted in the Orlando Sentinel from November 9 to December 9, 2013.

Pending Actions:

- ✓ Within ninety days after the close of the advertising period, LYNX is to complete a comprehensive evaluation and provide a recommendation to the LYNX Board of Directors. The deadline for this action is March 10, 2014.
- ✓ If there is a favorable comprehensive review and the requirements of Sole Source have been met per LYNX' Administrative Rule 4, LYNX can begin negotiations with the Proposer.

LYNX Bard Agenda

- ✓ A public Notice of Intent to Award must be placed prior to a contract award by the LYNX Board of Directors.

LYNX staff and the project financial advisor will give an update on the Compressed Natural Gas (CNG) unsolicited proposal financial analysis.

Audit Committee Agenda Item #3.C

To: LYNX Board of Directors

From: **Stuart Boggs**
DIRECTOR OF PLANNING & DEVELOPMENT
Andrea Ostrodka
(Technical Contact)

Phone: 407.841.2279 ext: 6009

Item Name: Review of Proposed Service Guidelines

Date: 1/29/2014

ACTION REQUESTED:

Staff is requesting the Audit Committee recommendation to adopt the Comprehensive Operational Analysis (COA) Service Guidelines.

BACKGROUND:

LYNX contracted with VHB to undertake a Comprehensive Operational Analysis (COA) of LYNX transit operations. The consultant analyzed LYNX' route network to identify and recommend short and long term modifications that would improve system efficiencies. As part of that effort, the consultant worked with the agency's planning staff to develop service guidelines and associated measures that would be used in the development of new routes as well as the evaluation of existing routes to enhance their operational efficiencies.

PROPOSED SERVICE GUIDELINES:

Service guidelines are regularly employed by transit agencies across the country as a way to measure the performance of transit service in order to document the efficiency of service in operation, and to identify opportunities for improvements or savings. Service guidelines can also serve as a framework for evaluating the potential success of new services and/or the modification of existing services. Assessments are data-driven. Service guidelines balance the competing goals of maximizing potential ridership, providing transportation services to those without the ability to drive or who do not own a vehicle, and minimizing overall operating costs.

The proposed service guidelines are based on best practices from across the nation.

Adoption of the proposed service guidelines would serve to provide LYNX' staff and partners a framework for analysis and decision-making on operational and transit planning issues. LYNX

LYNX Board Agenda

staff will work in collaboration with regional partners to prioritize implementation of recommended changes or improvements based on available financial resources.

FISCAL IMPACT:

There is no direct fiscal impact of adopting the proposed service guidelines. LYNX staff will work in collaboration with regional partners to prioritize implementation of recommended changes or improvements based on available financial resources. The guidelines will serve as a framework for decision making going forward.



Table 2-5: Summary of LYNX Service Guidelines

Guideline		Metric																									
Route Design Guidelines	Fixed Route Network Spacing In Residential Areas	<ul style="list-style-type: none"> Routes should be spaced between ¼ and 1 mile apart, based on population density and percent of households without automobiles When planning for service, every attempt should be made to locate routes on roads that are appropriate for reliable operations. These include roads with TSP and/or synchronized signal progression based on posted speed limits. When planning for service, every attempt should be made to locate routes on roads with appropriate amenities (sidewalks/crosswalks/ pedestrian signals). <table border="1"> <thead> <tr> <th>Percent of Households without Autos</th> <th>Over 10 (Urban)</th> <th>7 to 10 (High Density Suburban)</th> <th>4 to 6.9 (Low Density Suburban)</th> <th>Under 4 (Rural)</th> </tr> </thead> <tbody> <tr> <td>Over 15.0</td> <td>1,300 Feet (1/4 Mile)</td> <td>1,300 Feet (1/4 Mile)</td> <td>1,300 Feet (1/4 Mile)</td> <td>2,600 Feet (1/2 Mile)</td> </tr> <tr> <td>10.0 to 15.0</td> <td>1,300 Feet (1/4 Mile)</td> <td>1,300 Feet (1/4 Mile)</td> <td>2,600 Feet (1/2 Mile)</td> <td>5,280 Feet (1 Mile)</td> </tr> <tr> <td>5.0 to 9.9</td> <td>1,300 Feet (1/4 Mile)</td> <td>2,600 Feet (1/2 Mile)</td> <td>5,280 Feet (1 Mile)</td> <td>*</td> </tr> <tr> <td>Below 5.0</td> <td>2,600 Feet (1/2 Mile)</td> <td>5,280 Feet (1 Mile)</td> <td>*</td> <td>*</td> </tr> </tbody> </table> <p>* These areas should be served with NeighborLink</p>	Percent of Households without Autos	Over 10 (Urban)	7 to 10 (High Density Suburban)	4 to 6.9 (Low Density Suburban)	Under 4 (Rural)	Over 15.0	1,300 Feet (1/4 Mile)	1,300 Feet (1/4 Mile)	1,300 Feet (1/4 Mile)	2,600 Feet (1/2 Mile)	10.0 to 15.0	1,300 Feet (1/4 Mile)	1,300 Feet (1/4 Mile)	2,600 Feet (1/2 Mile)	5,280 Feet (1 Mile)	5.0 to 9.9	1,300 Feet (1/4 Mile)	2,600 Feet (1/2 Mile)	5,280 Feet (1 Mile)	*	Below 5.0	2,600 Feet (1/2 Mile)	5,280 Feet (1 Mile)	*	*
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Fixed Route Network Spacing In Commercial and Other Areas	Criteria for extending or adding transit service to major commercial and institutional uses based on overall square footage and/or number of employees.																										
Bus Stop Spacing Guidelines	<ul style="list-style-type: none"> There should be an average of 4 bus stops per mile when population density is over 10 households per acre. There should be an average of 2 bus stops per mile when population density is from 4 to 9.9 households per acre. There should be an average of 1 bus stop (as needed) per mile when population density is 4 households per acre. FastLink service should have an average of 1 bus stop per mile where the route overlays with local service. 																										
Guideline for Serving a Park and Ride Directly	<ul style="list-style-type: none"> Direct service should be provided to park and rides that attract over 150 daily passengers (weekday). Park-and-ride facilities should be provided at appropriate stops on rapid and express services to serve transit users from Low and High density residential areas. 																										
Overall Directness of Route Guideline	Fixed Route diversions should be allowed only when they are less than 10-15 percent of the overall route length.																										
Bus Rapid Transit Design Guideline	Bus Rapid Transit (BRT) routes should be designed consistent with the Federal Transit Administration’s guidelines on the development of BRT routes. These guidelines include defined stations, traffic signal priority for public transportation vehicles, short headway bidirectional services for a substantial part of weekday and weekend days.																										

Table 2-5: Summary of LYNX Service Guidelines

	Guideline	Metric
Schedule Design Guidelines	Frequency of Service	<ul style="list-style-type: none"> Bus service should be scheduled to allow for loading on the vehicle with no standees during the off-peak and to allow for 1.25 passengers per seat during the peak hour. Routes which are experiencing capacity issues for a single trip should be candidates for articulated buses rather than increased frequency. NeighborLink service should operate at a minimum headway of one hour. XpressLink bus service should be scheduled to allow for no standees at all times. FastLink service should be scheduled based on the demand of a FastLink route or the combined FastLink and local bus service demand.
	Policy Headway Guideline	<ul style="list-style-type: none"> Local Service should be scheduled at a policy headway of 30 minutes or better. BRT service should be scheduled at a policy headway of 15 minutes or better. FastLink service should be scheduled at a policy headway of 15 minutes or better.
	Guideline for enhancing headway on routes with “Plug Buses”	If plug buses are used more than twice in one week or more than three times in one month to address crowding, a route should be examined for enhanced headways.
Schedule Design Guidelines	Guideline for Span of Service	<ul style="list-style-type: none"> Base hours of service should be between 6:00 AM and 10:00 PM on weekdays. Expansion of the span of service should occur when ridership is such that it begins to exceed the off-peak service guideline in the first or last hours of service.
	Guideline wait time for transferring between services	Routes should be scheduled so that the wait time for transferring passengers is no more than ½ the headway of the connecting service.
Economic and Productivity Guidelines	Guideline for Route Investigation based on Farebox Recovery	Routes that are in the lowest quartile (25%) of farebox recovery for their route type should be examined for improvements that might increase ridership or lower costs.
	Guideline for Route Investigation based on Passengers per Vehicle Hour and Vehicle Mile	Routes that are in the lowest quartile (25%) for all routes ranked by passengers per vehicle hour and/or passengers per vehicle mile should be examined for potential operating improvements.
	Guideline for Route Investigation based on Ratio of Non-Revenue to Revenue Miles	Routes that are in the lowest quartile for all routes as ranked by the ratio of non-revenue to revenue miles should be examined for potential operating improvements including interlining and utilizing satellite operating centers to reduce non-revenue miles.



Table 2-5: Summary of LYNX Service Guidelines

	Guideline	Metric
Service Delivery Guidelines	Guideline for Route Investigation based on On-Time Performance	Routes which are in the bottom ten percent for this metric (buses arriving earlier than scheduled or over five minutes after schedule) should be examined further for potential improvements.
	Guideline for Route Investigation based on Average Speed	Routes with runtime more than twice the runtime for a single occupancy vehicle should be examined for potential speed improvements.
	Guideline for Route Investigation based on Trips Operated and Trips Completed	<ul style="list-style-type: none"> Any route that has a missed trip average 20 percent or greater than the system average should be investigated for potential improvements. Maintenance staff should be alerted during any month where the mean distance between failures is below 19,000 miles to identify potential causes of breakdowns.
	Guideline for Route Investigation based on Passenger Complaints	Routes that are in the top quartile (25%) for all routes ranked by number of passenger complaints should be examined for potential operating improvements.
	Guideline for Amenities at Bus Stops	<ul style="list-style-type: none"> Bus stops with 25 average daily boardings should be prioritized for shelters and benches. Bus stops with 15 average daily boardings should be prioritized benches. Facilities should follow applicable codes of governing jurisdictions. Co-location of non-LYNX facilities should be avoided unless expressly requested by governing jurisdiction or partner.

- The purpose of the service guidelines is to provide LYNX with a framework for continuous improvement. They are not ranked, and one guideline is not more important than any other. They have been designed to balance the competing needs of the LYNX system, which seeks to optimize network coverage, financial efficiency and customer mobility. These guidelines provide LYNX staff and the community targets which to work toward over time.
- The guidelines may be modified from time to time at the discretion of the LYNX Board of Directors.
- These guidelines will be used by the transit agency to conduct an annual overall performance assessment of existing routes and anticipated performance of proposed routes. LYNX staff will work in collaboration with regional partners to prioritize implementation of recommended changes or improvements based on available financial resources.
- Guidelines apply to fixed route service only.
- The service guidelines can be divided into two categories: fixed and rolling. Fixed service guidelines have a definite pass/fail metric. Routes that fail can be improved, however improvements are subject to funding availability and consideration of other system needs. Rolling guidelines rank each route relative to each other. There will always be routes at the bottom of the list.
- LYNX staff and regional partners must use professional judgment how best to invest limited resources to work toward the goals outlined in the service guidelines.
- The 30 minute policy headway is a guideline for new routes only, and will be applied to existing routes as resources are available.

**LYNX 2013
Comprehensive Operations
Analysis
Proposed Service Guidelines**



COA Goals

1. Establish a framework for decision-making
2. Evaluate current operational investments
3. Identify efficiency opportunities
4. Strengthen the system
5. Better serve partners and customers

Comprehensive Operations Analysis (COA)

- Needs-based/Not fiscally constrained
- System-wide, data-driven analysis
- Products:
 - Service Guidelines
 - Short and Long Term Service Recommendations
- Implementation (short and long term)
- Considered TDP, Vision 2030, 2006 COA, stakeholder input

COA Overall Recommendations

⦿ Implement System Improvements

- Focus on system's prime routes first
- Improve reliability by increasing frequencies, span of service
- Match service types with markets
- Expand network to strong markets only

⦿ Adopt Service Guidelines

⦿ Use Performance Measures

⦿ Improve Comprehensibility

Proposed Service Guidelines

- Based on a thorough **review of the LYNX system**
- Based on national **best practices**
- Provides a framework for **predictable** data collection and analysis
 - Allows for data-driven performance assessments
 - Provides a guide for route modifications and system expansion
- Allows LYNX to react more **nimbly** to grant opportunities
- Function as a **tool** for decision-making

Proposed Service Guidelines

LYNX Service Guidelines are a set of **operational targets**. They generally cover four areas:

- Route design
- Schedule design
- Economic/productivity, and
- Service delivery

By definition, “guidelines” are **not mandatory**. However, these guidelines reflect generally accepted industry standards based upon a review of over 60 transit agencies across north America.

Proposed Service Guidelines

Service guidelines are a **tool**. They are needed:

- To provide LYNX and partner staff a framework within which to evaluate the performance of existing service in order to determine how to most effectively utilize limited resources;
- To provide LYNX and partner staff a framework within which to evaluate requests for new service; and
- To position LYNX meet federal requirements under MAP-21

Some service guidelines are fixed and some are rolling. Fixed service guidelines have a definite pass/fail metric. Routes that fail can be improved, however **improvements are subject to funding availability and consideration of other system needs**. Rolling guidelines rank each route relative to each other. There will always be routes at the bottom of the list.

LYNX staff and regional partners must use professional judgment in how best to invest limited resources to work toward the goals outlined in the service guidelines.

Proposed Service Guidelines

	Standard	Metric
Route Design Guidelines	Fixed Route Network Spacing In Residential Areas	<ul style="list-style-type: none"> Routes should be spaced between ¼ and 1 mile apart, based on population density and percent of households without automobiles When planning for service, every attempt should be made to locate routes on roads that are appropriate for reliable operations. These include roads with TSP and/or synchronized signal progression based on posted speed limits. When planning for service, every attempt should be made to locate routes on roads with appropriate amenities (sidewalks/crosswalks/ pedestrian signals).
	Fixed Route Network Spacing In Commercial and Other Areas	Criteria for extending or adding transit service to major commercial and institutional uses based on overall square footage and/or number of employees.
	Bus Stop Spacing Guidelines	<ul style="list-style-type: none"> There should be an average of 4 bus stops per mile when population density is over 10 households per acre. There should be an average of 2 bus stops per mile when population density is from 4 to 9.9 households per acre. There should be an average of 1 bus stop (as needed) per mile when population density is 4 households per acre. FastLink service should have an average of 1 bus stop per mile where the route overlays with local service.
	Guidelines for Serving a Park and Ride Directly	<ul style="list-style-type: none"> Direct service should be provided to park and rides that attract over 150 daily passengers (weekday). Park-and-ride facilities should be provided at appropriate stops on rapid and express services to serve transit users from Low and High density residential areas.
	Overall Directness of Route Guideline	<ul style="list-style-type: none"> Fixed Route diversions should be allowed only when they are less than 10-15 percent of the overall route length.
Schedule Design Standards	Frequency of Service	<ul style="list-style-type: none"> Bus service should be scheduled to allow for loading on the vehicle with no standees during the off-peak and to allow for 1.25 passengers per seat during the peak hour. Routes which are experiencing capacity issues for a single trip should be candidates for articulated buses rather than increased frequency. NeighborLink service should operate at a minimum headway of one hour. XpressLink bus service should be scheduled to allow for no standees at all times. FastLink service should be scheduled based on the demand of a FastLink route or the combined FastLink and local bus service demand.
	Policy Headway Guideline	<ul style="list-style-type: none"> Local Service should be scheduled at a policy headway of 30 minutes or better. BRT service should be scheduled at a policy headway of 15 minutes or better. FastLink service should be scheduled at a policy headway of 15 minutes or better.
	Guideline for enhancing headway on routes with “Plug Buses”	If plug buses are used more than twice in one week or more than three times in one month to address crowding, a route should be examined for enhanced headways.
	Guideline for Span of Service	<ul style="list-style-type: none"> Base hours of service should be between 6:00 AM and 10:00 PM on weekdays. Expansion of the span of service should occur when ridership is such that it begins to exceed the off-peak service standard in the first or last hours of service.

Percent of Households without Autos	Over 10 (Urban)	7 to 10 (High Density Suburban)	4 to 6.9 (Low Density Suburban)	Under 4 (Rural)
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Below 5.0	2,600 Feet (1/2 Mile)	5,280 Feet (1 Mile)	*	*

* These areas should be served with NeighborLink

Proposed Service Guidelines

	Standard	Metric
Schedule Design Guidelines	Guideline for wait time for transferring between services	Routes should be scheduled so that the wait time for transferring passengers is no more than ½ the headway of the connecting service.
Economic and Productivity Guidelines	Guideline for Route Investigation based on Farebox Recovery	Routes that are in the lowest quartile (25%) of farebox recovery for their route type should be examined for improvements that might increase ridership or lower costs.
	Guideline for Route Investigation based on Passengers per Vehicle Hour and Vehicle Mile	Routes that are in the lowest quartile (25%) for all routes ranked by passengers per vehicle hour and/or passengers per vehicle mile should be examined for potential operating improvements.
	Guideline for Route Investigation based on Ratio of Non-Revenue to Revenue Miles	Routes that are in the lowest quartile for all routes as ranked by the ratio of non-revenue to revenue miles should be examined for potential operating improvements including interlining and utilizing satellite operating centers to reduce non-revenue miles.
Service Delivery Guidelines	Guideline for Route Investigation based on On-Time Performance	Routes which are in the bottom ten percent for this metric (buses arriving earlier than scheduled or over five minutes after schedule) should be examined further for potential improvements.
	Guideline for Route Investigation based on Average Speed	Routes with runtime more than twice the runtime for a single occupancy vehicle should be examined for potential speed improvements.
	Guideline for Route Investigation based on Trips Operated and Trips Completed	<ul style="list-style-type: none"> Any route that has a missed trip average 20 percent or greater than the system average should be investigated for potential improvements. Maintenance staff should be alerted during any month where the mean distance between failures is below 19,000 miles to identify potential causes of breakdowns.
	Guideline for Route Investigation based on Passenger Complaints	Routes that are in the top quartile (25%) for all routes ranked by number of passenger complaints should be examined for potential operating improvements.
	Guideline for Amenities at Bus Stops	<ul style="list-style-type: none"> Bus stops with 25 average daily boardings should be prioritized for shelters and benches. Bus stops with 15 average daily boardings should be prioritized benches. Facilities should follow applicable codes of governing jurisdictions. Co-location of non-LYNX facilities should be avoided unless expressly requested by governing jurisdiction or partner.

How the Service Guidelines Will Be Used

January - March	<ul style="list-style-type: none">• Concurrent with LYNX's annual update of its Transit Development Plan, LYNX planning staff will evaluate each route against the service guidelines to determine how each route has performed during the previous 12-month period.
April - May	<ul style="list-style-type: none">• LYNX planning staff will present the results of the analysis to the Regional Working Group.• LYNX planning staff will meet with funding partner staff to discuss jurisdiction-specific issues.• LYNX planning staff will incorporate pertinent information in its annual update of the Transit Development Plan consistent with state requirements.
June - July	<ul style="list-style-type: none">• LYNX planning and finance staff will work with funding partner staff to identify new services and modifications to existing services to budget for implementation in the next fiscal year (LYNX fiscal year is Oct. 1 – Sept. 30).

Potential Costs of Service Changes Related to Service Guidelines – Orange County

Link	Description	1st Year of Modification	Short Term Cost 2014 - 2018 (5 yrs.)		Long Term Cost 2019 - 2030 (12 yrs.)		Cummulative Total Cost (17 yrs.)
			Annual Cost (Year of Implementation)	Cummulative Cost (5 yrs.)	Annual Cost (Year of Implementation)	Cummulative Cost (12 yrs.)	
9	Pine Hills Re-Route	2014	\$ 261,610	\$ 1,365,392	N/A	\$ 2,504,545	\$ 3,869,937
18	Expand AM span of service	2014	\$ 21,116	\$ 110,539	N/A	\$ 213,607	\$ 324,145
37	Restructure route as part of Pine Hills Plan	2014	\$ 680,164	\$ 3,568,603	N/A	\$ 6,786,896	\$ 10,355,499
41	Expand morning span of service	2014	\$ 119,266	\$ 624,330	N/A	\$ 1,206,468	\$ 1,830,798
44	Restructure route as part of Pine Hills Plan	2014	\$ (8,646)	\$ (8,646)	N/A	\$ -	\$ (8,646)
48	Reduce evening span of service	2014	\$ (18,427)	\$ (18,427)	N/A	\$ -	\$ (18,427)
48	Restructure route as part of Pine Hills Plan	2014	\$ 444,536	\$ 2,328,357	N/A	\$ 4,440,293	\$ 6,768,650
49	Restructure route as part of Pine Hills Plan	2014	\$ 229,884	\$ 1,204,562	N/A	\$ 2,299,915	\$ 3,504,476
51	Expand the morning span of service	2014	\$ 62,022	\$ 324,670	N/A	\$ 627,398	\$ 952,067
54	Eliminate Saturday service	2014	\$ (87,065)	\$ (87,065)	N/A	\$ -	\$ (87,065)
56	Expand morning span of service	2014	\$ 3,081	\$ (227,879)	N/A	\$ -	\$ (227,879)
58	Proposed for elimination; more discussion required	2014	\$ (272,031)	\$ (272,031)	N/A	\$ -	\$ (272,031)
319	Reduce evening span of service	2014	\$ (20,547)	\$ (20,547)	N/A	\$ -	\$ (20,547)
405	Eliminate Route	2014	\$ (418,333)	\$ (418,333)	N/A	\$ -	\$ (418,333)
443	Reroute for Pine Hills	2014	\$ 801,250	\$ 4,211,300	N/A	\$ 8,074,536	\$ 12,285,837
1	Extend route to LCS (part of the restructuring of Link 125)	2015	\$ 202,849	\$ 839,023	N/A	\$ 1,984,478	\$ 2,823,501
4	Restructure Route as Park of KIF Plan	2015	\$ (897,822)	\$ (897,822)	N/A	\$ -	\$ (897,822)
13	Reduce morning span of service	2015	\$ (37,608)	\$ (37,608)	N/A	\$ -	\$ (37,608)
13	Increase headway between 6AM and 12:00PM in the outbound direct	2015	\$ 273,288	\$ 1,129,086	N/A	\$ 2,697,095	\$ 3,826,181
14	Extend to LOC as part of Link 125 Restructuring	2015	\$ 152,445	\$ 639,181	N/A	\$ 1,495,569	\$ 2,134,750
18	Restructure route as part of KIF plan	2015	\$ 8,242	\$ 41,604	N/A	\$ 967,957	\$ 1,009,562
28	Reduce evening span of service	2015	\$ (21,395)	\$ (21,395)	N/A	\$ -	\$ (21,395)
29	Reduce evening span of service	2015	\$ (21,395)	\$ (21,395)	N/A	\$ -	\$ (21,395)
36	Reduce evening span of service	2015	\$ (17,049)	\$ (17,049)	N/A	\$ -	\$ (17,049)
40	Expand morning span of service	2015	\$ 36,773	\$ 151,926	N/A	\$ 362,912	\$ 514,838
41	Increase headway around 3PM in the westbound direction	2015	\$ 177,635	\$ 733,898	N/A	\$ 1,753,091	\$ 2,486,989
42	Increase headway between 10AM and 5PM in the eastbound directio	2015	\$ 293,680	\$ 1,213,336	N/A	\$ 2,898,346	\$ 4,111,682
42	Increase headway between 6AM and 3PM in the westbound directio	2015	\$ 377,589	\$ 1,560,004	N/A	\$ 3,726,445	\$ 5,286,449
55	Restructure route as part of the KIF plan	2015	\$ 26,189	\$ 108,752	N/A	\$ 1,245,991	\$ 1,354,743
56	Restructure route as part of the KIF plan	2015	\$ 125,648	\$ 521,757	N/A	\$ 1,211,633	\$ 1,733,390
104	Increase headway to 15 minutes throughout the day	2015	\$ 1,412,407	\$ 5,835,340	N/A	\$ 13,939,113	\$ 19,774,453
125	Restructure route to serve downtown Orlando	2015	\$ (409,018)	\$ (409,018)	N/A	\$ -	\$ (409,018)

Potential Costs of Service Changes Related to Service Guidelines – Orange County

Link	Description	1st Year of Modification	Short Term Cost 2014 - 2018 (5 yrs.)		Long Term Cost 2019 - 2030 (12 yrs.)		Cummulative Total Cost (17 yrs.)
			Annual Cost (Year of Implementation)	Cummulative Cost (5 yrs.)	Annual Cost (Year of Implementation)	Cummulative Cost (12 yrs.)	
301	Restructure route as part of 3-D Restructuring	2015	\$ (8,438)	\$ (8,438)	N/A	\$ -	\$ (8,438)
302	Restructure route as part of 3-D Restructuring	2015	\$ (8,438)	\$ (8,438)	N/A	\$ -	\$ (8,438)
304	Restructure route as part of 3-D Restructuring	2015	\$ 2,344	\$ 9,857	N/A	\$ 22,981	\$ 32,838
305	Restructure route as part of 3-D Restructuring	2015	\$ (13,830)	\$ (13,830)	N/A	\$ -	\$ (13,830)
441	Expand span of service	2015	\$ 63,958	\$ 264,241	N/A	\$ 631,204	\$ 895,446
441	Restructure route as part of KIF plan	2015	\$ (33,021)	\$ (33,021)	N/A	\$ -	\$ (33,021)
	Create a new 3-D route to Buena Ventura Lakes	2015	\$ 31,152	\$ 131,000	N/A	\$ 305,418	\$ 436,418
	Create a new 3-D route in Pine Hills	2015	\$ 164,783	\$ 692,947	N/A	\$ 1,615,568	\$ 2,308,516
9	Add seven minutes of running time to existing route to improve reliability	2016	\$ 71,207	\$ 216,698	N/A	\$ 682,934	\$ 899,632
36	Remove running time from schedule	2016	\$ (306,154)	\$ (306,154)	N/A	\$ -	\$ (306,154)
37	Increase headway between 5AM and 9AM in the southbound direction	2016	\$ 204,103	\$ 621,130	N/A	\$ 1,957,524	\$ 2,578,654
37	Increase headway between 4AM and 8AM in the northbound direction	2016	\$ 204,103	\$ 621,130	N/A	\$ 1,957,524	\$ 2,578,654
41	Split Route to improve reliability	2016	\$ 224,297	\$ 687,254	N/A	\$ 2,125,806	\$ 2,813,060
48	Increase headway between 6AM and 10AM in the eastbound direction	2016	\$ 209,836	\$ 638,577	N/A	\$ 2,012,511	\$ 2,651,088
3	Truncate route at Social Security Administration	2017	\$ (496,739)	\$ (496,739)	N/A	\$ -	\$ (496,739)
6	Extend route to LCS (part of the restructuring of Link 3/6)	2017	\$ 830,589	\$ 1,676,397	N/A	\$ 7,772,458	\$ 9,448,855
8	Double headway between 7AM and 11 AM in the outbound direction	2017	\$ 1,116,522	\$ 2,251,946	N/A	\$ 10,570,632	\$ 12,822,577
8	Double headway between 1PM and 5PM in the inbound direction	2017	\$ 1,116,522	\$ 2,251,946	N/A	\$ 10,570,632	\$ 12,822,577
15	Consolidate service on S. Goldenrod Road (eliminate service on Egan Road)	2017	\$ (5,602)	\$ (5,602)	N/A	\$ -	\$ (5,602)
29	Restructure route to remove Goldenrod Section (part of Goldenrod Package)	2017	\$ (381,287)	\$ (381,287)	N/A	\$ -	\$ (381,287)
	Create new LCS - Universal/SeaWorld Route	2017	\$ 86,883	\$ 175,937	N/A	\$ 797,443	\$ 973,380
	Create new Kissimmee to International Drive route	2017	\$ 1,319,790	\$ 2,670,771	N/A	\$ 12,162,014	\$ 14,832,785
	Create new Goldenrod Route	2017	\$ 1,939,212	\$ 3,926,905	N/A	\$ 17,798,829	\$ 21,725,734
	Create new KIF to Lake Nona and OIA Route	2017	\$ 2,132,695	\$ 4,318,707	N/A	\$ 19,574,689	\$ 23,893,396
	Convert new Downtown Orlando to Lake Nona route (Service Grant)	2017	\$ 2,433,467	\$ 4,927,771	N/A	\$ 22,335,290	\$ 27,263,061
8	Truncate route at Destination Parkway (part of Link 8/42 swap)	2018	\$ (1,719,973)	\$ (1,719,973)	N/A	\$ -	\$ (1,719,973)
21	Extend route to Walt Disney World	2018	\$ 1,168,997	\$ 1,168,997	N/A	\$ 10,680,469	\$ 11,849,466

Potential Costs of Service Changes Related to Service Guidelines – Orange County

Link	Description	1st Year of Modification	Short Term Cost 2014 - 2018 (5 yrs.)		Long Term Cost 2019 - 2030 (12 yrs.)		Cummulative Total Cost (17 yrs.)
			Annual Cost (Year of Implementation)	Cummulative Cost (5 yrs.)	Annual Cost (Year of Implementation)	Cummulative Cost (12 yrs.)	
38	Increase span of service to all day	2018	\$ 2,866,234	\$ 2,866,234	N/A	\$ 25,405,842	\$ 28,272,077
42	Extend route to Premium Outlets (part of Link 8/42 swap)	2018	\$ 555,792	\$ 555,792	N/A	\$ 5,071,642	\$ 5,627,434
50	Remove route from SeaWorld	2018	\$ (161,941)	\$ (161,941)	N/A	\$ -	\$ (161,941)
111	Extend to Walt Disney World	2018	\$ 2,112,012	\$ 2,112,012	N/A	\$ 18,905,591	\$ 21,017,602
	Create new Baldwin Park Circulator	2018	\$ 297,124	\$ 297,124	N/A	\$ 2,674,680	\$ 2,971,804
	Create new BRT along US 192 from Disney to Kissimmee	2018	\$ 1,164,128	\$ 1,164,128	N/A	\$ 10,424,208	\$ 11,588,336
	Create new XpressLink from Oviedo to Downtown	2019	N/A	N/A	\$ 46,268	\$ 404,203	\$ 404,203
	Create new Xpress Link from Sanford to Oveido to UCF	2019	N/A	N/A	\$ 71,766	\$ 626,953	\$ 626,953
	Create new Xpress Link along SR 423 from Downtown to I-Drive	2019	N/A	N/A	\$ 305,717	\$ 2,670,780	\$ 2,670,780
	Create new Xpresslink from UCF to Innovation Way	2019	N/A	N/A	\$ 305,717	\$ 2,670,780	\$ 2,670,780
	Create New XpressLink from UCF to Downtown	2019	N/A	N/A	\$ 520,368	\$ 4,545,999	\$ 4,545,999
	Create new XpressLink from Apopka to Altamonte SunRail Station	2019	N/A	N/A	\$ 628,192	\$ 5,487,956	\$ 5,487,956
	Create new West Town Center to Maitland SunRail Local Route	2019	N/A	N/A	\$ 791,917	\$ 6,918,281	\$ 6,918,281
	Create new XpressLink along SR 50 between West Oaks and UCF	2019	N/A	N/A	\$ 944,219	\$ 8,248,808	\$ 8,248,808
	Create new John Young Parkway Circulator Route	2020	N/A	N/A	\$ 294,606	\$ 2,223,520	\$ 2,223,520
	Create new Orlovista Circulator Route	2021	N/A	N/A	\$ 300,247	\$ 1,917,901	\$ 1,917,901
	Create new FastLink from Fern Park to OIA	2022	N/A	N/A	\$ 233,768	\$ 1,228,762	\$ 1,228,762
	TOTAL		\$ 20,660,667	\$ 55,166,522	\$ 4,442,786	\$281,436,119	\$ 336,602,641

Potential Costs of Service Changes Related to Service Guidelines – Osceola County

Link	Description	1st Year of Modification	Short Term Cost 2014 - 2018 (5 yrs.)		Long Term Cost 2019 - 2030 (12 yrs.)		Cumulative Total Cost (17 yrs.)
			Annual Cost (Year of Implementation)	Cummulative Cost (5 yrs.) with Inflation	Annual Cost (Year of Implementation)	Cummulative Cost (12 yrs.)	
10	Add service on Sunday	2014	\$ 136,700	\$ 718,792	N/A	\$ 1,211,385	\$ 1,930,177
18	Expand AM span of service	2014	\$ 55,854	\$ 292,382	N/A	\$ 565,004	\$ 857,386
56	Expand morning span of service	2014	\$ 9,203	\$ 1,020,305	N/A	\$ 4,323,341	\$ 5,343,646
426	Expand morning span of service	2014	\$ 8,099	\$ 42,398	N/A	\$ 81,930	\$ 124,328
4	Restructure Route as Park of KIF Plan	2015	\$ (1,034,640)	\$ (1,034,640)	N/A	\$ -	\$ (1,034,640)
441	Restructure route as part of KIF plan	2015	\$ (12,285)	\$ (12,285)	N/A	\$ -	\$ (12,285)
10	Restructure route as part of KIF plan	2015	\$ (94,824)	\$ (94,824)	N/A	\$ -	\$ (94,824)
18	Restructure route as part of KIF plan	2015	\$ 1,316,804	\$ 5,460,670	N/A	\$ 11,809,511	\$ 17,270,181
26	Restructure route as part of KIF plan	2015	\$ 925,243	\$ 3,822,896	N/A	\$ 9,037,650	\$ 12,860,547
55	Restructure route as part of the KIF plan	2015	\$ 481,665	\$ 2,000,123	N/A	\$ 4,644,718	\$ 6,644,841
56	Restructure route as part of the KIF plan	2015	\$ 375,295	\$ 1,558,419	N/A	\$ 3,618,986	\$ 5,177,405
441	Expand span of service	2016	\$ 24,485	\$ 74,514	N/A	\$ 234,835	\$ 309,350
	Create a new 3-D route to Buena Ventura Lakes	2016	\$ 75,750	\$ 232,978	N/A	\$ 712,643	\$ 945,621
10	Increase headway to 30 minutes throughout the day	2017	\$ 763,166	\$ 1,539,251	N/A	\$ 7,225,245	\$ 8,764,496
10	Add non-stop route	2017	\$ 763,166	\$ 1,539,251	N/A	\$ 7,225,245	\$ 8,764,496
	Create new KIF to Lake Nona and OIA Route	2018	\$ 739,707	\$ 739,707	N/A	\$ 6,623,717	\$ 7,363,423
	Create new Kissimmee to International Drive route	2018	\$ 968,515	\$ 968,515	N/A	\$ 8,718,915	\$ 9,687,430
	Create new Celebration circulator	2018	\$ 511,004	\$ 511,004	N/A	\$ 4,603,500	\$ 5,114,503
	Create new Kissimmee circulator	2018	\$ 519,713	\$ 519,713	N/A	\$ 4,680,472	\$ 5,200,185
	Create new BRT along US 192 from Disney to Kissimmee	2018	\$ 5,303,251	\$ 5,303,251	N/A	\$ 47,488,057	\$ 52,791,308
	Create new John Young Parkway Circulator Route	2021	N/A	N/A	\$ 157,535	\$ 1,006,295	\$ 1,006,295
	TOTAL		\$ 11,835,869	25,202,418	157,535	123,811,448	149,013,866

Potential Costs of Service Changes Related to Service Guidelines – Seminole County

Link	Description	1st Year of Modification	Short Term Cost 2014 - 2018 (5 yrs.)		Long Term Cost 2019 - 2030 (12 yrs.)		Cummulative Total Cost (17 yrs.)
			Annual Cost (Year of Implementation)	Cummulative Cost (5 yrs.)	Annual Cost (Year of Implementation)	Cummulative Cost (12 yrs.)	
34	Restructure route to serve French Ave. and Central Florida Regional Hospital and remove from Airport Blvd.	2014	\$ 242,261	1,266,236	N/A	2,270,850	3,537,086
41	Expand morning span of service	2014	\$ 96,206	503,619	N/A	973,203	1,476,822
45	Extend route on the east to Central Florida Greenway, and on the west to International Parkway and C.R. 46A.	2014	\$ 176,870	930,057	N/A	1,781,584	2,711,641
46-E	Extend route to Central Florida Greenway via Melonville and Sanford Ave. Remove from French Avenue	2014	\$ (78,627)	(78,627)	N/A	-	(78,627)
46-W	Extend route to Sand Pond Road, remove from French Avenue	2014	\$ 35,843	188,996	N/A	355,862	544,859
	Add new neighborlink on Celery Ave	2014	\$ 191,506	1,006,616	N/A	1,892,863	2,899,479
	Create New Circulator/Neighborlink in Lake Mary	2014	\$ 191,506	1,006,616	N/A	1,892,863	2,899,479
1	Extend route to LCS (part of the restructuring of Link 125)	2015	\$ (14,228)	(14,228)	N/A	-	(14,228)
41	Increase headway around 3PM in the westbound direction	2015	\$ 143,290	592,002	N/A	1,414,139	2,006,141
41	Split Route to improve reliability	2016	\$ 180,930	554,377	N/A	1,714,791	2,269,168
103	Increase headway around between 6AM and 10AM in the northbound direction	2016	\$ 378,393	1,151,533	N/A	3,490,602	4,642,135
	Create new Sanford SunRail Airport Blvd Route	2018	\$ 588,383	588,383	N/A	5,429,364	6,017,747
	Connects Oviedo and Altamonte Springs via Red Bug Lake Road and Semoran Blvd.	2018	\$ 1,914,614	1,914,614	N/A	17,144,443	19,059,057
	Create new XpressLink from Oviedo to Downtown	2019	N/A	N/A	11,370	99,326	99,326
	Create new West Town Center to Maitland SunRail Local Route	2019	N/A	N/A	438,590	3,831,569	3,831,569
	Create new XpressLink from Apopka to Altamonte SunRail Station	2019	N/A	N/A	762,225	6,658,887	6,658,887
	Create new Xpress Link from Sanford to Oviedo to UCF	2019	N/A	N/A	1,960,621	17,128,212	17,128,212
	Create new FastLink from Fern Park to OIA	2022	N/A	N/A	95,385	501,377	501,377
TOTAL			\$ 4,046,946	9,610,194	3,268,191	66,579,936	76,190,130

Audit Committee Agenda Item #3.D

To: LYNX Board of Directors

From: Matthew Friedman
DIRECTOR OF MARKETING COMM
Matthew Friedman
(Technical Contact)

Phone: 407.841.2279 ext: 6206

Item Name: Discussion of Passenger Wayfinding Redesign

Date: 1/29/2014

ACTION REQUESTED:

Staff is requesting the Audit Committee's recommendation to adopt new wayfinding passenger information.

BACKGROUND:

LYNX contracted with CHK to undertake a comprehensive redesign in communicating passenger route information. CHK is the international industry leader in enhancing the customer experience through wayfinding. Other agencies they are working with include Washington D.C., Los Angeles, Dallas, Chicago and London. The initial element of the project will be to update the maps and timetables with a fresh look, easier to comprehend layout and printed in 22 regional leaflets instead of 80 single schedules. Future components will include tiered information kiosks based upon passenger count, bus stop flag and blade enhancements, and a new system map.

FISCAL IMPACT:

LYNX' staff included \$3,856,416 in the FY2014 Capital Budget to support this project.

Passenger Wayfinding Redesign

Audit Committee

January 29, 2013



What Classifies a Tier

Classification	Tier 1	Tier 2	Tier 3
What	<ul style="list-style-type: none"> • Transit SuperStop 	<ul style="list-style-type: none"> • Bus stop with 3 or more routes 	<ul style="list-style-type: none"> • Bus stop with 1-2 routes
Locations	<ul style="list-style-type: none"> • LCS • Florida Mall • Seminole Centre • LYNX Kissimmee Intermodal Station 	<ul style="list-style-type: none"> • Kirkman Rd. & Valencia College Ln. • Denning Dr. & Morse Blvd. Blvd. • U.S. 17-92 & West Fulton St. 	<ul style="list-style-type: none"> • Colonial Dr. & Thornton Ave. • Vineland Rd. & Lake Crane Dr. • Semoran Blvd. & Pershing Ave.
Number	<ul style="list-style-type: none"> • 20 	<ul style="list-style-type: none"> • 400 	<ul style="list-style-type: none"> • 4,100
Timeline	<ul style="list-style-type: none"> • 1 year 	<ul style="list-style-type: none"> • 1-2 years 	<ul style="list-style-type: none"> • 2-3 years
Estimated Cost	<ul style="list-style-type: none"> • \$117,202 	<ul style="list-style-type: none"> • \$387,080 	<ul style="list-style-type: none"> • \$2,661,676



Where We Are...And Where We Are Going

Current Tier 1 Component Kiosk...



Future Tier 1 Component Kiosk...



Where We Are...And Where We Are Going

Current Tier 1 Component Kiosk...

Future Tier 1 Component Kiosk...



Where We Are...And Where We Are Going

Current Tier 1 Component Kiosk...

LINKX
ORLANDO INTERNATIONAL AIRPORT
PUBLIC BUS SCHEDULES
 EFFECTIVE AUGUST 11, 2013

Link 11
 To Downtown Orlando

Link 41
 To Apopka Via SR 436

Link 42
 To International Drive

Link 51
 To Downtown Orlando

Link 111
 To SeaWorld

Passion • Pride • Performance

Future Tier 1 Component Kiosk...

INFORMATION

Places to go from FLORIDA MALL

LEGEND

- Regular Links
- FastLinks
- Transfer Routes

LINKX

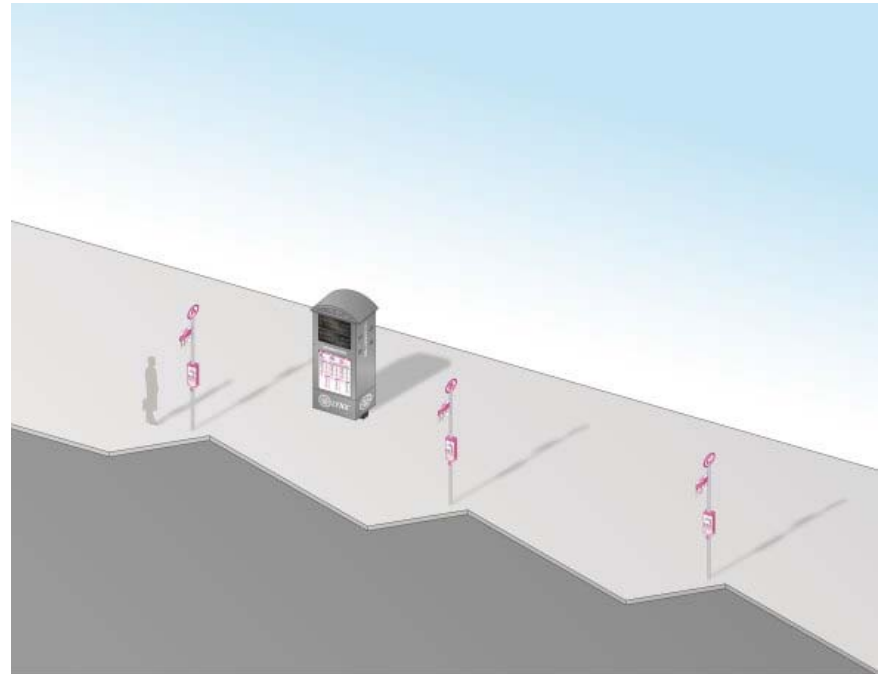


Where We Are...And Where We Are Going

Current Tier 1 Component Display...

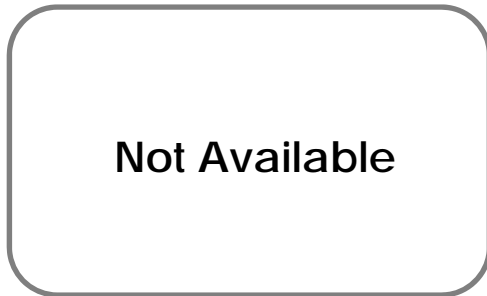
Not Available

Future Tier 1 Component Display...



Where We Are...And Where We Are Going

Current Tier 1 Component Display...



Future Tier 1 Component Display...

At-Stop Information Display

At-Stop Information Panel

5400 W. Colonial Dr

YOU ARE HERE

48 **105**

DOWNTOWN ORLANDO

- LYNX Central Station
- Colonial Dr & Orange Blossom Trail
- Colonial Dr & John Young Pkwy
- Colonial Dr & Mercy Dr
- Colonial Dr & Pine Hills Rd

5400 W. Colonial Dr

SOUTHWEST ORLANDO

- Kirkman Rd & Raleigh St
- Conroy Rd & Vineland Rd
- Downtown Disney SuperStop
- Epcot Center Cast Bus Entrance
- Pop Century Resort Cast Building
- Animal Kingdom Lodge
- Animal Kingdom

301

NORTHWEST ORLANDO

- Silver Star Rd & Pine Hills Rd
- Powers Dr & Balboa Dr

OCOCEE

- Colonial Dr & Hiawasse Rd
- West Oaks Mall

WINTER GARDEN

- Silver Star Rd & Hiawasse Rd
- 301
- 48
- 105

DISNEY WORLD

48 **105** **301**

48 W. Colonial Dr/ Direct Pine Hills
Westbound to Pine Hills

WEEKDAY	SATURDAY
ARRIVE	ARRIVE
4:26:55	4:59
5:26:54	6:01
6:27:57	7:04
7:27:57	8:04
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03

105 West Colonial
Westbound to West Oaks Mall

WEEKDAY	SATURDAY
ARRIVE	ARRIVE
4:26:55	4:59
5:26:54	6:01
6:27:57	7:04
7:27:57	8:04
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03

301 Downtown Disney Direct
Southbound to Animal Kingdom

WEEKDAY	SATURDAY
ARRIVE	ARRIVE
4:26:55	4:59
5:26:54	6:01
6:27:57	7:04
7:27:57	8:04
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03
1:27:57	2:03
2:27:57	3:03
3:27:57	4:03
4:27:57	5:03
5:27:57	6:03
6:27:57	7:03
7:27:57	8:03
8:27:57	9:03
9:27:57	10:03
10:27:57	11:03
11:27:57	12:03
12:27:57	1:03

KNOW YOUR LINKS...

- Route operates every 30 mins or less
- Route operates every 60 mins or less
- FastLink
- Express route
- Special service route
- Circulator/Reader/community routes

STOP# 1820
For text bus arrival, scan QR code with your smartphone's QR code reader or call 407.841.LYNX

golynx.com
407.841.LYNX

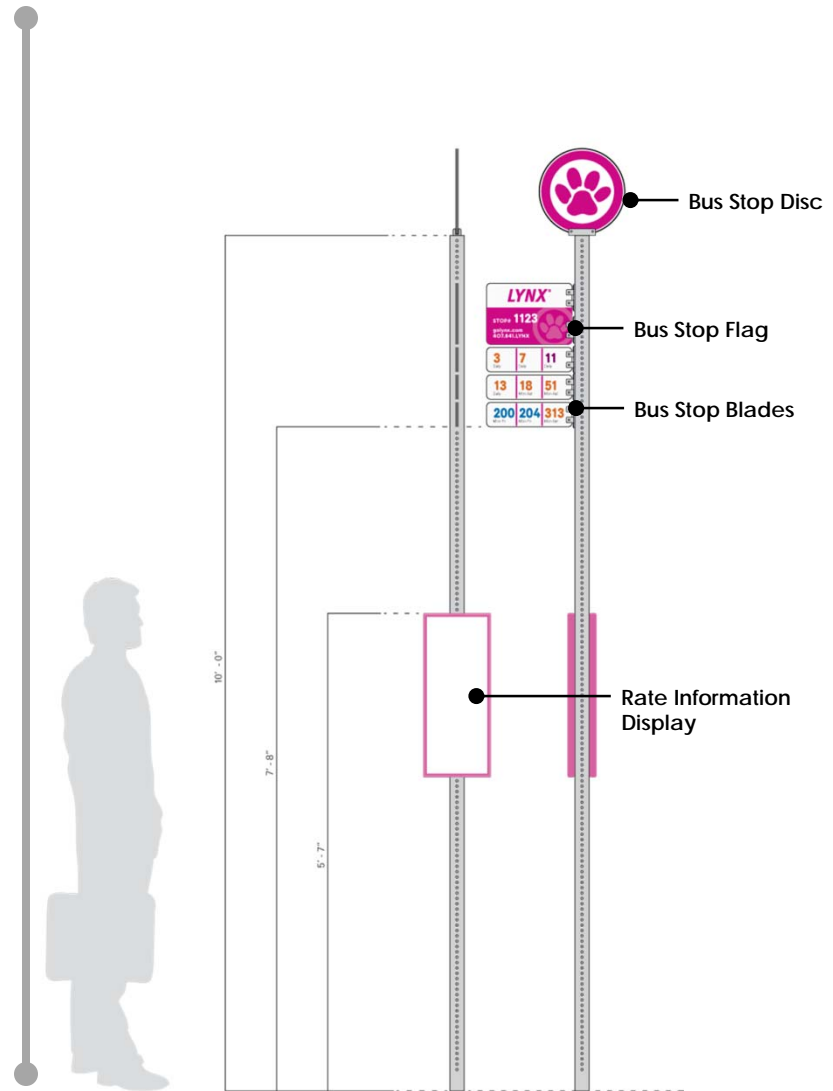


Where We Are...And Where We Are Going

Current Bus Stop Configuration Display...



Future Bus Stop Configuration Display (Tiers 2 & 3)

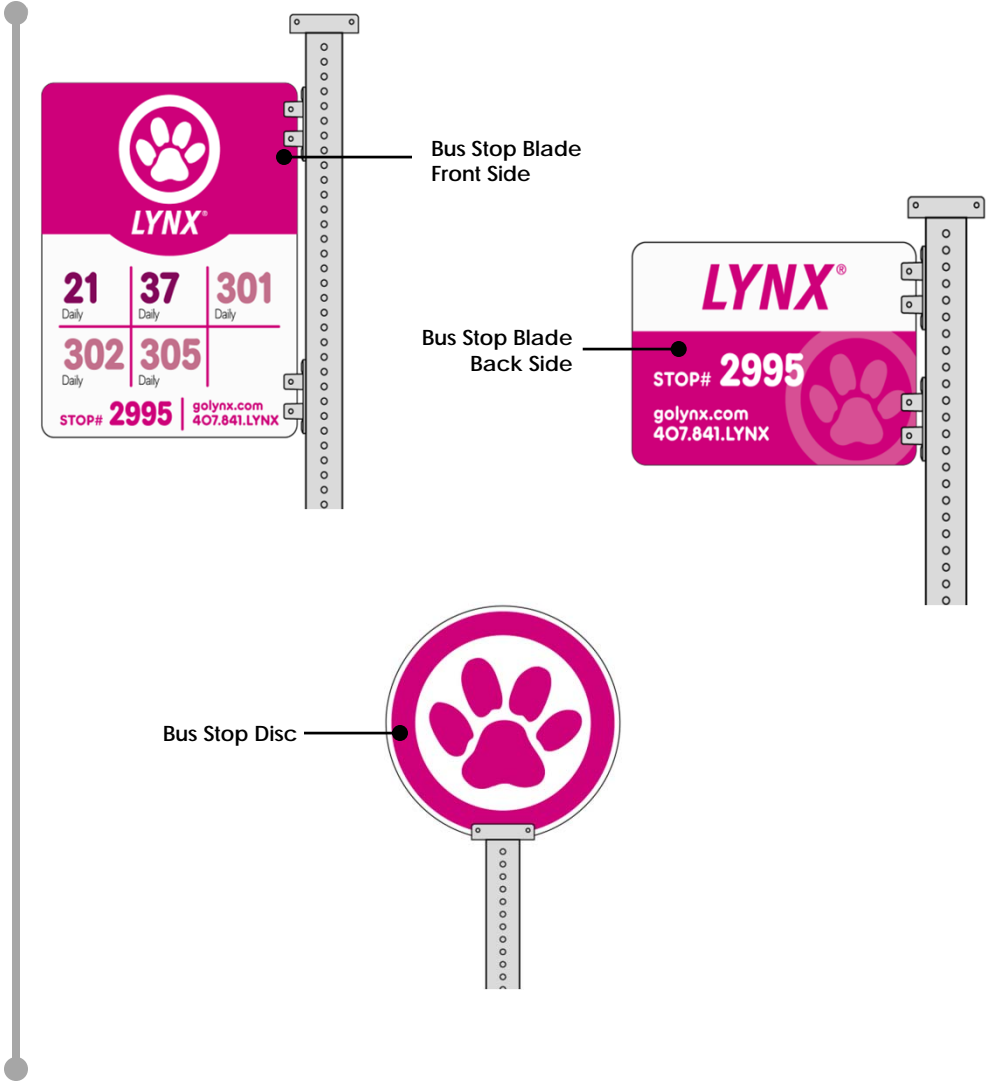


Stop Information

Current Bus Stop Blade Display...



Future Bus Stop Blade Display...



Where We Are...And Where We Are Going

Sample CHK Map List Total 22 Including SunRail & LYMMO

<ul style="list-style-type: none"> • Apopka SuperStop (44, 106, 113, 405, 445) 	<ul style="list-style-type: none"> • LYNX Central Station (3, 7, 8, 11, 13, 15, 17, 18, 20, 21, 25, 28, 29, 36, 38, 40, 48, 49, 50, 51, 54, 102, 104, 105, 106, 107, 125, 204, 300, 304, 313, 319, FL 17-92, FL 441)
<ul style="list-style-type: none"> • Colonial Plaza SuperStop (6, 13, 51, 313) 	<ul style="list-style-type: none"> • Orlando International Airport (11, 42, 51, 111, 112)
<ul style="list-style-type: none"> • Colonial Drive East (28, 29, 104, 112, 125) 	<ul style="list-style-type: none"> • LYNX Kissimmee Intermodal Station (10, 18, 26, 55, 56, 57, 108, FL 441)
<ul style="list-style-type: none"> • Colonial Drive West (37, 48, 49, 54, 105) 	<ul style="list-style-type: none"> • Poinciana Walmart Center (26, 416, 426, NL 601, NL 603)
<ul style="list-style-type: none"> • Destination Parkway (8, 38, 42, 58, 111, NL 641) 	<ul style="list-style-type: none"> • Rosemont Transfer Center (9, 17, 23, 443)
<ul style="list-style-type: none"> • Dixie Belle Dr. & Gatlin Ave. (3, 6, 15, 51, 112) 	<ul style="list-style-type: none"> • Sanford Seminole Centre (34, 45, 46E, 46W, 103, FL 17-92)
<ul style="list-style-type: none"> • FastLink (17-92, 441) 	<ul style="list-style-type: none"> • UCF SuperStop (13, 104, 434, NL 621, NL 622)
<ul style="list-style-type: none"> • Fern Park (102, 103, 112, FL 17-92) 	<ul style="list-style-type: none"> • Walt Disney Westside Transfer Center (50, 300, 301, 302, 303, 304, 305, 306)
<ul style="list-style-type: none"> • Florida Mall (7, 37, 42, 107, 108, 111) 	<ul style="list-style-type: none"> • Washington Shore SuperStop (20, 21, 24, 57, 303, 319)
<ul style="list-style-type: none"> • Haines City (15, 416, 427) 	<ul style="list-style-type: none"> • Winter Park Village (1, 9, 14, 23, 102, 443)



Where We Are...And Where We Are Going

Current Single Schedule Display (exterior)... 80

Future Leaflet Display (exterior)... 22

Fare Options Effective January 12, 2014.

Please have exact fare ready - no change can be returned. Only one-dollar and five-dollar bills are accepted.

Single Ride/FastLink	\$2.00
Discount* Fare	\$1.00
Transfer	FREE

Ask the Operator for a transfer when boarding. Transfers are limited to 90 minutes. Transfers are not valid on the same link or for round trip purposes. Transfers to LYNX fixed routes from Polk County Links 416 and 427 are available upon request from the operator. Transfers to Polk County Links 416 and 427 from LYNX fixed routes are available upon request from the operator of LYNX fixed routes.

Xpress Link 200 Single Ride	\$3.50
Xpress Link 200 Discount* Single Ride	\$1.75
NeighborLink	\$2.00
NeighborLink Discount* Fare	\$1.00
Polk County Links 416 & 427 Single Ride	\$1.50
Polk County Links 416 & 427 Students	\$1.25
Polk County Links 416 & 427 Seniors/Disabled	\$1.75

All-Day Passes are valid from 4:00 a.m. on the date issued until 3:00 a.m. on the following day. This pass is only available by request from the Operator when boarding. IMPORTANT! TELL THE OPERATOR THAT YOU WANT AN ALL-DAY PASS BEFORE YOU PUT MONEY INTO THE FAREBOX.

All-Day Pass	\$4.50
All-Day Discount* Pass	\$2.25

7-Day Passes are activated upon first use and valid for 7 days (ends at midnight of the seventh day).

7-Day Pass	\$16.00
7-Day Discount* Pass	\$8.00

30-Day Passes are activated upon first use and valid for 30 days (ends at midnight of the thirtieth day).

30-Day Pass	\$50.00
30-Day Discount* Pass	\$25.00

Xpress Link 200 Monthly Pass	\$80.00
Xpress Link 200 Monthly Discount* Pass	\$40.00

NOTICE OF TITLE VI RIGHTS:
It is LYNX policy that we do not discriminate based on race, color, religion, gender, age, national origin, disability, or family status. Any inquiries or complaints related to Title VI may be sent in writing to LYNX Title VI Officer Debra Huitt, 455 N. Garland Avenue, Orlando, Florida 32801 or by calling (407) 841-2279.

See your MasterCard and Visa to buy our 7-Day & 30-Day Pass!

Services
PUBLIC BUS SERVICE
Traveling throughout Central Florida
LYMCO
Free Downtown Orlando Circulator
ACCESS LYNX
Transportation for customers who cannot access a fixed route bus
NEIGHBORLINK
Call-First Bus Service
ROAD RANGERS
Interstate Roadside Assistance
COMMUTER ASSISTANCE
Vanpool * Tax Savings

Contact Information
LYNX CENTRAL STATION
455 North Garland Avenue
Orlando, FL 32801
Customer Service and the LYNX Central Station ticket window will be closed on New Year's Day, Easter Sunday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.
LYNX FIXED ROUTE CUSTOMER SERVICE
• 407-841-5969 Listen carefully to the options.
TDD available for our customers with hearing impairments
• 407-423-0787
COMMUTER SERVICES • 407-843-POOL (7665)
ACCESS LYNX • 407-423-TRIP (8747)
Listen carefully to the options.
LYNX NeighborLink • 407-244-0808
TDD available for ACCESS LYNX and NeighborLink customers with hearing impairments • 407-851-8594
JOBLINK Employment Opportunities with LYNX
• 407-841-2279 (Option 8)
www.golynx.com

All links are wheelchair accessible.

Other accessible forms available upon request.
*Discount fares: LYNX discount fares are available to eligible riders in two categories: Youth or AdvantAge. Anyone using a discount fare must present a valid LYNX ID when boarding the bus or pay full fare. LYNX IDs are available at the Lott and Found departments in LYNX Central Station.
The Youth fare applies to riders between the ages of 7 and 18. The Youth fare is extended to anyone 18 or older who can prove they are still in high school. To obtain a valid LYNX ID for Youth fare, eligible riders must fill out an application form and show proof of age by presenting either a birth certificate or government issued ID (school registration packet, driver's license, state ID, or passport). Children age 6 and under ride free (link 3) when accompanied by a passenger age 18 or older.
The AdvantAge fare applies to riders 65 and older or any person with a certified medical disability. To obtain a valid LYNX ID for AdvantAge fare, eligible riders must present either a Medicare Card, birth certificate or government issued ID (driver's license, state ID, military ID, or passport). People with medical disabilities must go through an application and certification process to qualify for a LYNX ID.
Youth and AdvantAge fares are available seven days a week with no time restrictions and are non-transferable. For help, please contact LYNX Customer Service at 407-841-LYNX (5969) or download an application off the website at golynx.com.

Link 26
Kissimmee/Poinciana
Monday - Saturday service

SERVING:
LYNX Kissimmee Intermodal Station
Osceola Regional Medical Center
Thacker Avenue
Osceola High School
Good Samaritan Village
NeighborLink 601
NeighborLink 603
NeighborLink 604
Walwart Poinciana

Printed on Recycled Paper
32824001214

START AT

FLORIDA MALL

AND YOU'RE JUST ONE LINK AWAY FROM:

Downtown Orlando
Kissimmee
Orlando International Airport
Osceola Square Mall
Pine Castle
Sea World
Universal Studios
Valencia College West
and lots of other great places!

MAPS AND SCHEDULES INSIDE

(Front Side Option 1)

(Front Side Option 2)

LYNX FROM

FLORIDA MALL

DIRECT SERVICE TO:

Downtown Orlando
Kissimmee
Orlando Int'l Airport
Sea World
Universal Studios
Valencia College West
and lots of other great places!

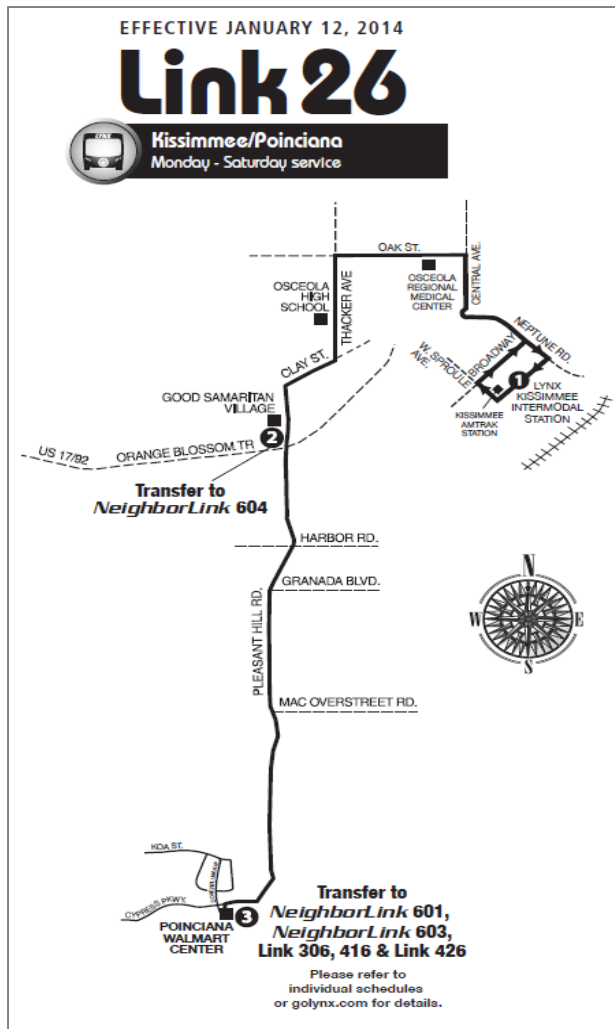
Featuring route and schedule info for:

Link 4
Link 7
Link 37
Link 42
Link 107
Link 111
FastLink 441

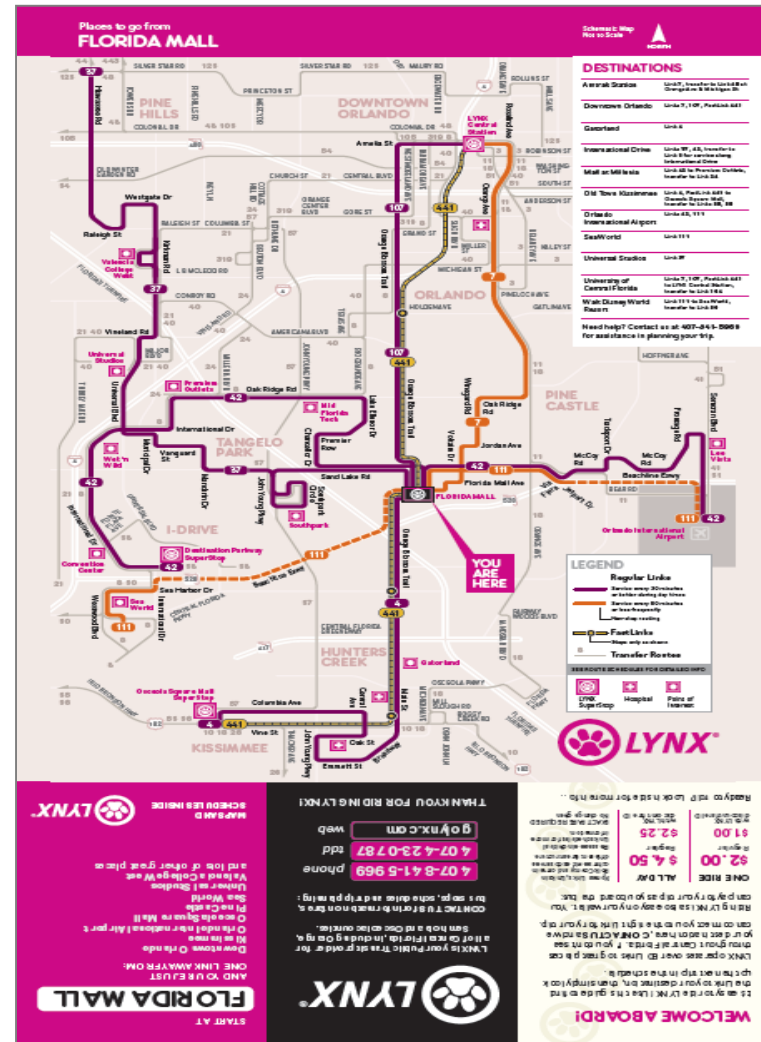


Where We Are...And Where We Are Going

Current Single Schedule Display (interior map)...



Future Leaflet Display (interior map)...



Where We Are...And Where We Are Going

Current Single Schedule Display (interior time-table)...

No Sunday/Holiday service

Monday - Friday			Saturday		
KISSIMMEE TO POINCIANA		POINCIANA TO KISSIMMEE	KISSIMMEE TO POINCIANA		POINCIANA TO KISSIMMEE
LYNX KISSIMMEE INTERMODAL STATION	O.B.T. & PLEASANT HILL R.D.	WALMART	LYNX KISSIMMEE INTERMODAL STATION	O.B.T. & PLEASANT HILL R.D.	WALMART
1	2	3	1	2	3
5:00	5:18	5:43	6:10	6:35	6:52
6:00	6:20	6:47	6:40	7:05	7:22
7:00	7:20	7:47	7:10	7:35	7:52
8:00	8:20	8:47	7:40	8:05	8:24
9:00	9:20	9:47	8:10	8:35	8:54
10:00	10:20	10:47	8:40	9:06	9:25
11:00	11:20	11:47	9:10	9:36	9:55
12:00	12:20	12:47	9:40	10:06	10:25
1:00	1:20	1:47	10:10	10:36	10:55
2:00	2:20	2:47	1:10	1:36	1:55
2:30	2:50	3:17	12:10	12:36	12:55
3:00	3:20	3:47	1:10	1:36	1:55
3:30	3:50	4:17	2:10	2:36	2:55
4:00	4:20	4:47	3:10	3:36	3:55
4:30	4:50	5:17	4:10	4:36	4:55
5:00	5:20	5:47	5:10	5:36	5:55
5:30	5:50	6:17	6:10	6:36	6:53
6:00	6:20	6:47	7:10	7:35	7:52
6:30	6:50	7:17	8:10	8:35	8:52
7:00	7:18	7:43	9:10	9:35	9:52
8:00	8:18	8:43			

P.M. Times are shown in bold

Future Leaflet Display (interior time-table)...

Departure Times from **FLORIDA MALL**

1 Find your Link 2 Find your day of travel 3 Look down for a list of trip times

EFFECTIVE AUGUST 2013 - ALL TIMES ARE APPROXIMATE AND SUBJECT TO CHANGE
Diagrams show major points on each Link - buses make additional local stops along the way

Light Numbers are AM Times
Bold Numbers are PM Times

4 KISSIMMEE Southbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
4:50	5:20	5:20
5:20	5:50	5:50
5:50	6:20	6:20
6:20	6:50	6:50
6:50	7:20	7:20
7:20	7:50	7:50
7:50	8:20	8:20
8:20	8:50	8:50
8:50	9:20	9:20
9:20	9:50	9:50
9:50	10:20	10:20
10:20	10:50	10:50
10:50	11:20	11:20
11:20	11:50	11:50
11:50	12:20	12:20
12:20	12:50	12:50
1:20	1:50	1:50
1:50	2:20	2:20
2:20	2:50	2:50
2:50	3:20	3:20
3:20	3:50	3:50
3:50	4:20	4:20
4:20	4:50	4:50
4:50	5:20	5:20
5:20	5:50	5:50
5:50	6:20	6:20
6:20	6:50	6:50
6:50	7:20	7:20
7:20	7:50	7:50
7:50	8:20	8:20
8:20	8:50	8:50
8:50	9:20	9:20
9:20	9:50	9:50
9:50	10:20	10:20
10:20	10:50	10:50
10:50	11:20	11:20
11:20	11:50	11:50
11:50	12:20	12:20
12:20	12:50	12:50

7 LYNX CENTRAL STA Southbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
5:14	5:14	5:58
5:14	5:14	5:58
5:58	5:58	6:42
5:58	5:58	6:42
6:42	6:42	7:26
6:42	6:42	7:26
7:26	7:26	8:10
7:26	7:26	8:10
8:10	8:10	8:54
8:10	8:10	8:54
8:54	8:54	9:38
8:54	8:54	9:38
9:38	9:38	10:22
9:38	9:38	10:22
10:22	10:22	11:06
10:22	10:22	11:06
11:06	11:06	11:50
11:06	11:06	11:50
11:50	11:50	12:34
11:50	11:50	12:34
12:34	12:34	13:18
12:34	12:34	13:18
13:18	13:18	14:02
13:18	13:18	14:02
14:02	14:02	14:46
14:02	14:02	14:46
14:46	14:46	15:30
14:46	14:46	15:30
15:30	15:30	16:14
15:30	15:30	16:14
16:14	16:14	16:58
16:14	16:14	16:58
16:58	16:58	17:42
16:58	16:58	17:42
17:42	17:42	18:26
17:42	17:42	18:26
18:26	18:26	19:10
18:26	18:26	19:10
19:10	19:10	19:54
19:10	19:10	19:54
19:54	19:54	20:38
19:54	19:54	20:38
20:38	20:38	21:22
20:38	20:38	21:22
21:22	21:22	22:06
21:22	21:22	22:06

37 PINE HILLS Northbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
5:00	5:50	6:40
5:00	5:50	6:40
6:40	7:30	8:20
6:40	7:30	8:20
8:20	9:10	10:00
8:20	9:10	10:00
10:00	10:50	11:40
10:00	10:50	11:40
11:40	12:30	13:20
11:40	12:30	13:20
13:20	14:10	15:00
13:20	14:10	15:00
15:00	15:50	16:40
15:00	15:50	16:40
16:40	17:30	18:20
16:40	17:30	18:20
18:20	19:10	20:00
18:20	19:10	20:00
20:00	20:50	21:40
20:00	20:50	21:40
21:40	22:30	23:20
21:40	22:30	23:20
23:20	24:10	25:00
23:20	24:10	25:00

42 ORLANDO AIRPORT Eastbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
5:00	5:00	5:50
5:00	5:00	5:50
5:50	5:50	6:40
5:50	5:50	6:40
6:40	6:40	7:30
6:40	6:40	7:30
7:30	7:30	8:20
7:30	7:30	8:20
8:20	8:20	9:10
8:20	8:20	9:10
9:10	9:10	10:00
9:10	9:10	10:00
10:00	10:00	10:50
10:00	10:00	10:50
10:50	10:50	11:40
10:50	10:50	11:40
11:40	11:40	12:30
11:40	11:40	12:30
12:30	12:30	13:20
12:30	12:30	13:20
13:20	13:20	14:10
13:20	13:20	14:10
14:10	14:10	15:00
14:10	14:10	15:00
15:00	15:00	15:50
15:00	15:00	15:50
15:50	15:50	16:40
15:50	15:50	16:40
16:40	16:40	17:30
16:40	16:40	17:30
17:30	17:30	18:20
17:30	17:30	18:20
18:20	18:20	19:10
18:20	18:20	19:10
19:10	19:10	20:00
19:10	19:10	20:00
20:00	20:00	20:50
20:00	20:00	20:50
20:50	20:50	21:40
20:50	20:50	21:40
21:40	21:40	22:30
21:40	21:40	22:30
22:30	22:30	23:20
22:30	22:30	23:20
23:20	23:20	24:10
23:20	23:20	24:10

111 ORLANDO AIRPORT Eastbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
5:55	5:55	5:55
5:55	5:55	5:55
6:40	6:40	6:40
6:40	6:40	6:40
7:25	7:25	7:25
7:25	7:25	7:25
8:10	8:10	8:10
8:10	8:10	8:10
8:55	8:55	8:55
8:55	8:55	8:55
9:40	9:40	9:40
9:40	9:40	9:40
10:25	10:25	10:25
10:25	10:25	10:25
11:10	11:10	11:10
11:10	11:10	11:10
11:55	11:55	11:55
11:55	11:55	11:55
12:40	12:40	12:40
12:40	12:40	12:40
13:25	13:25	13:25
13:25	13:25	13:25
14:10	14:10	14:10
14:10	14:10	14:10
14:55	14:55	14:55
14:55	14:55	14:55
15:40	15:40	15:40
15:40	15:40	15:40
16:25	16:25	16:25
16:25	16:25	16:25
17:10	17:10	17:10
17:10	17:10	17:10
17:55	17:55	17:55
17:55	17:55	17:55
18:40	18:40	18:40
18:40	18:40	18:40
19:25	19:25	19:25
19:25	19:25	19:25
20:10	20:10	20:10
20:10	20:10	20:10

107 LYNX CENTRAL STA Northbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
4:58	4:58	5:29
4:58	4:58	5:29
5:29	5:29	5:59
5:29	5:29	5:59
5:59	5:59	6:29
5:59	5:59	6:29
6:29	6:29	6:59
6:29	6:29	6:59
6:59	6:59	7:29
6:59	6:59	7:29
7:29	7:29	7:59
7:29	7:29	7:59
7:59	7:59	8:29
7:59	7:59	8:29
8:29	8:29	8:59
8:29	8:29	8:59
8:59	8:59	9:29
8:59	8:59	9:29
9:29	9:29	9:59
9:29	9:29	9:59
9:59	9:59	10:29
9:59	9:59	10:29
10:29	10:29	10:59
10:29	10:29	10:59
10:59	10:59	11:29
10:59	10:59	11:29
11:29	11:29	11:59
11:29	11:29	11:59
11:59	11:59	12:29
11:59	11:59	12:29
12:29	12:29	12:59
12:29	12:29	12:59
12:59	12:59	1:29
12:59	12:59	1:29
1:29	1:29	1:59
1:29	1:29	1:59
1:59	1:59	2:29
1:59	1:59	2:29
2:29	2:29	2:59
2:29	2:29	2:59
2:59	2:59	3:29
2:59	2:59	3:29
3:29	3:29	3:59
3:29	3:29	3:59
3:59	3:59	4:29
3:59	3:59	4:29
4:29	4:29	4:59
4:29	4:29	4:59
4:59	4:59	5:29
4:59	4:59	5:29
5:29	5:29	5:59
5:29	5:29	5:59
5:59	5:59	6:29
5:59	5:59	6:29
6:29	6:29	6:59
6:29	6:29	6:59
6:59	6:59	7:29
6:59	6:59	7:29
7:29	7:29	7:59
7:29	7:29	7:59
7:59	7:59	8:29
7:59	7:59	8:29
8:29	8:29	8:59
8:29	8:29	8:59
8:59	8:59	9:29
8:59	8:59	9:29
9:29	9:29	9:59
9:29	9:29	9:59
9:59	9:59	10:29
9:59	9:59	10:29
10:29	10:29	10:59
10:29	10:29	10:59
10:59	10:59	11:29
10:59	10:59	11:29
11:29	11:29	11:59
11:29	11:29	11:59
11:59	11:59	12:29
11:59	11:59	12:29
12:29	12:29	12:59
12:29	12:29	12:59

441 LYNX CENTRAL STA Northbound

MONDAY-FRIDAY	SATURDAY	SUNDAY/HOLIDAY
5:02	no service	no service
5:02	no service	no service
5:32	no service	no service
5:32	no service	no service
6:02	no service	no service
6:02	no service	no service
6:32	no service	no service
6:32	no service	no service
7:02	no service	no service
7:02	no service	no service
7:32	no service	no service
7:32	no service	no service
8:02	no service	no service
8:02	no service	no service
8:32	no service	no service
8:32		

Audit Committee Agenda Item #3.E

To: LYNX Board of Directors

From: Kathy Clary
BUSINESS DEVELOPMENT OFFICER
John Lewis
(Technical Contact)

Phone: 407.841.2279 ext: 6161

Item Name: Discussion of LYNX' Administrative Rule Relating to the Advertising Policy

Date: 1/29/2014

LYNX' Legal Counsel will lead a follow-up discussion of LYNX' Administrative Rule relating to the Advertising Policy.

ADMINISTRATIVE RULE ~~11~~12

SUBJECT: ADVERTISING

EFFECTIVE DATE: ~~1/1/2013~~, 2013 JANUARY 29, 2014

SCOPE:

This Administrative Rule has been established to address the placement of advertising on the Authority's transit vehicles, facilities, ~~and~~ shelters and other property.

AUTHORITY:

Authority for the establishment of this Administrative Rule is as follows:
Part II, Chapter 343, Florida Statutes

I. PURPOSE:

A. This Administrative Rule applies to the posting of all new advertisements on Authority's transit vehicles, facilities ~~and~~, shelters and other property on or after the effective date hereof.

1. Advertising as Revenue Source. The Authority's transit operations are funded by a combination of federal, state and local funds, including grants and taxes, as well as fare box revenue. Advertising revenues are an important additional source of revenue that supports transit operations. The Authority's fundamental purpose in accepting transit advertising is to generate revenue to augment the Authority's operating budget.
2. Primary Purpose of Authority's Transit System. The primary purpose of the Authority's transit system is to provide safe and efficient public transportation within its service area. Consistent with this purpose, the Authority places great importance on maintaining secure, safe, comfortable and convenient transit facilities and transit vehicles in order to, among other things consistent with the provision of effective and reliable public transportation, retain existing riders and attract new users of public transit services. To generate additional revenue while also accomplishing the primary objectives of transit operations, the Authority will accept advertising on its transit facilities and vehicles only if such advertising complies with this Administrative Rule.
3. Non-Public Forum Status. The advertising space on the Authority's transit vehicles, facilities, and shelters constitutes a non-public forum. The Authority's acceptance of transit advertising will not provide or create a general public forum for expressive activities. In keeping with its proprietary function as a provider of public transportation, the Authority

does not intend its acceptance of transit advertising to permit its transit vehicles, facilities or shelters to be used as open public forums for public discourse and debate. Rather, the Authority's fundamental purpose and intent is to accept advertising as an additional means of generating revenue to support its transit operations. In furtherance of that discreet and limited objective, the Authority will retain strict control over the nature of the advertisements accepted for posting on or in its transit vehicles, facilities and shelters and will maintain its advertising space as a non-public forum.

4. Policy Advances Revenue Objective. In the Authority's experience, certain types of advertisements interfere with the program's primary purpose of generating revenue to benefit the transit system. This Administrative Rule advances the advertising program's revenue-generating objective by prohibiting advertisements that could detract from that goal by creating substantial controversy, interfering with and diverting resources from transit operations, and/or posing significant risks of harm, inconvenience, or annoyance to transit passengers, operators and vehicles. Such advertisements create an environment that is not conducive to achieving revenue for the benefit of the transit system or to preserving and enhancing the security, safety, comfort and convenience of its operations. The viewpoint neutral restrictions in this Administrative Rule foster the maintenance of a professional advertising environment that maximizes advertising revenue.

This Administrative Rule is intended to provide clear guidance as to the types of advertisements that will allow the Authority to generate revenue and enhance transit operations by:

- Increasing and maximizing revenue;
- Preventing the appearance of favoritism by the Authority;
- Preventing the risk of imposing views on a captive audience;
- Maintaining a position of neutrality on controversial issues;
- Preserving the marketing potential of the advertising space by avoiding content that the community could view as offensive, inappropriate or harmful to the public;
- Maximizing ridership;
- Avoiding claims of discrimination and maintaining a nondiscriminatory environment for riders;
- Preventing any harm or abuse that may result from running controversial or offensive advertisements; and
- Reducing the diversion of resources from transit operations that are caused by controversial or offensive advertisements.

5. Application of Policy. This Administrative Rule applies to the posting of all new advertisements on the Authority's transit vehicles, facilities, and shelters on or after the effective date hereof. The Authority's transit vehicles, facilities and shelters are a non-public forum and, as such, the

Authority will accept only that advertising that falls within the categories of acceptable advertising specified in this viewpoint neutral policy and that satisfies all other access requirements and restrictions provided herein.

II. ADVERTISING POLICY:

A. Permitted Advertising Content – The following classes of advertising are authorized on transit vehicles, facilities and shelters if the advertising does not include any material that qualifies as Prohibited Advertising under Section II(B) of this Administrative Rule:

1. Commercial and Promotional Advertising. Commercial and promotional advertising that promotes or solicits the sale, rental, distribution or availability of goods, services, food, entertainment, events, programs, transactions, donations, products or property (real or personal) for commercial or noncommercial purposes or more generally promotes an entity that engages in such activities.
2. Governmental Advertising. Governmental entities, meaning public entities specifically created by government action, may purchase advertising space for messages that advance specific government purposes.
3. Public Service Announcements. The Authority recognizes that its advertising program and its overall public transportation mission are promoted by allowing for public service announcements. Such announcements engender goodwill with the public because the transit system is seen as a caring and active participant in the community. The sponsor of a public service announcement must be a government entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

B. Prohibited Advertising Content. Advertising is prohibited on transit vehicles, facilities and shelters if it includes any of the following content (such content, “**Prohibited Advertising**”):

1. Political. Advertisements promoting or opposing a political party, or promoting or opposing the election of any candidate or group of candidates for federal, state, judicial or local government offices are prohibited. In addition, advertisements that are political in nature or contain political messages, including advertisements involving political or judicial figures and/or advertisements involving an issue that is political in nature in that it directly or indirectly implicates the action, inaction, prospective action or policies of a governmental entity are prohibited.
2. Religious. Advertisements that contain any direct or indirect reference to religion, or to any religion, or to any deity or deities, or which includes the existence, nonexistence or other characteristics of any deity or deities, or to any religious creed, denomination, belief, tenet, cause or issue relating to

(including opposing or questioning) any religion. In addition, advertisements that include the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities, or any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion.

3. ~~2.~~ Public Issue. Advertisements expressing or advocating an opinion, position or viewpoint on matters of public debate about economic, political, religious or social issues are prohibited.

4. ~~3.~~ Prohibited Products, Services or Activities. Any advertising that promotes or depicts the sale, rental, or use of, or participation in, the following products, services or activities; or that uses brand names, trademarks, slogans or other material that are identifiable with such products, services or activities:

a. Tobacco: Tobacco products, tobacco-related products, and products that simulate smoking or are modeled on the tobacco products, including but not limited to cigarettes, cigars, and smokeless (e.g., chewing) tobacco, and electronic cigarettes;

b. Alcohol: Alcohol, products containing alcohol and alcohol-related products;

c. Gambling: Any of: (i) gambling or (ii) the services or products of any business or establishment whose primary business or primary income is derived from the conduct of gambling;

d. ~~e.~~ Adult/Mature Rated Films, Television or Video Games: Adult films rated “X” or “NC-17”, television rated “MA” or video games rated “A” or “M”;

e. ~~d.~~ Adult Entertainment Facilities: Adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments;

f. ~~e.~~ Other Adult Services: Adult telephone services, adult internet sites and escort services;

g. Other Mature Products and Services: Products or services that may not be purchased by persons seventeen (17) years of age or younger pursuant to state or federal law;

h. ~~f.~~ Nudity, Sexual and/or Excretory Subject Matter: Advertising depicting nudity, sexual conduct or sexual excitement is not permitted. The terms “nudity,” “sexual conduct,” and “sexual excitement” have the same meanings herein as in Fla. Stat. §§

847.001(9), (16), and (17) (2013), as such law may be amended, modified or supplemented. Works of art are excluded;

- i. ~~g.~~ False or Misleading: Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy;
- j. ~~h.~~ Copyright, Trademark or Otherwise Unlawful: Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal;
- k. ~~i.~~ Illegal Activity: Advertising that promotes any activity or product that is illegal under federal, state or local law;
- l. ~~j.~~ Profanity and Violence: Advertising that contains any profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals, the act of killing, mutilating or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal, or that depicts weapons or devices that appear to be aimed or pointed at the viewer or observer in a menacing manner;
- m. ~~k.~~ Firearms: Advertising that promotes or solicits the sale, rental, distribution or availability of firearms or firearms-related products;
- n. ~~l.~~ Disparaging: Advertising that is intended to be (or reasonably could be interpreted as being) disparaging, disreputable, or disrespectful to persons, groups, businesses or organizations, including advertising that portrays individuals as inferior, evil or contemptible;
- o. ~~m.~~ Adverse to the Authority: Advertising, or any material contained in it, that is directly adverse to the commercial or administrative interests of the Authority, or that tends to disparage the quality of service provided by the Authority, or that tends to disparage public transportation generally;
- p. ~~n.~~ Authority Graphics and References: Advertising that contains Authority graphics, logos, representations without the express written consent of the Authority;
- q. ~~o.~~ Insulting, Degrading or Offensive: Any material directed at a person or group that is so insulting, degrading or offensive as to be reasonably foreseeable that it will incite or produce lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order;

- r. ~~p.~~ Harmful or Disruptive to Transit System: Any material that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of or interference with the transportation system; and
- s. ~~q.~~ Unsafe Transit Behavior: Any advertisement that encourages or depicts unsafe behavior with respect to transit-related activities, such as non-use of normal safety precautions in awaiting, boarding, riding upon or debarking from transit vehicles.

C. Additional Requirements.

1. Sponsor Attribution and Contact Information. Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters (no smaller than 72 point type for exteriors and 24 point type for interiors): Advertisement paid for by _____.
2. “Teaser ads” that do not identify the sponsor will, however, be allowed so long as a similar number of follow up advertisements are posted within eight weeks of the initial teaser ads that do identify the sponsor of those initial ads.

III. PROCEDURES:

- A. All proposed transit advertising must be submitted to the Authority vendor responsible for marketing the Authority's advertising space and for contracting with advertisers on behalf of the Authority (the “**Advertising Vendor**”) for initial compliance review. The Advertising Vendor will ~~perform a preliminary evaluation of the submission to assess its compliance with~~ submit the advertising to the Business Development Officer to determine whether the proposed advertising complies with guidelines set forth in this Administrative Rule. ~~If For the avoidance of doubt, the Advertising Vendor determines that a proposed advertisement does not comply with this Administrative Rule or is unable to make a compliance determination, it will forward the submission to the Authority's will defer to any determinations made by the Business Development Officer for further evaluation, the Chief Executive Officer or the Governing Board as to whether~~ advertising complies with this Administrative Rule. The Advertising Vendor may (but need not) at any time discuss with the entity proposing the advertisement one or more revisions to an advertisement, which, if undertaken, would bring the advertisement into conformity with this Administrative Rule.
- B. In the event ~~the Advertising Vendor determines that a proposed advertisement does not comply with this Administrative Rule or is unable to make a compliance determination, the Business Development Officer will review the proposed advertisement for compliance with the~~ guidelines set forth in this Administrative

~~Rule and will direct the Advertising Vendor as to whether the proposed advertisement will be accepted.~~

- ~~C.~~ ~~In the event that a proposed advertisement~~ that a proposed advertising is rejected, such rejection may be appealed by the party seeking to advertise to the Authority's Chief Executive Officer within thirty (30) days of such rejection. ~~Any~~After such date no appeal will be permitted. Any such appeal shall be in writing~~.~~ The Chief Executive Officer will review the proposed ~~advertisement~~advertising for compliance with the guidelines set forth in this Administrative Rule. The Chief Executive Officer may review any appeal *de novo*.
- C. ~~D.~~ In the event that the Chief Executive Officer affirms the decision to reject any advertising, the decision of the Chief Executive Officer may be appealed to the Governing Board within thirty (30) days of the date that the Chief Executive Officer informs the party seeking to advertise of his or her decision. After such date no appeal will be permitted. Any such appeal shall be in writing and shall be accompanied by the fee described below. The Governing Board may review any appeal *de novo*. The decision of the Governing Board to approve or reject any proposed advertising shall be final. The Chairman may, in his or her sole discretion, elect to conduct a hearing to evaluate an appeal. In the event that the Chairman elects to conduct a hearing, the Chairman shall have the discretion to adopt procedures under which the hearing will be conducted. Due to the cost incurred by the Authority in conducting an appeal before the Governing Board and the fact that the evaluation of an advertisement is a benefit to a particular individual not shared by others in the public, the Authority shall collect a fee in the amount of \$1,000 from the appellant at the time that the appellant files its appeal pursuant to Section III(C) of this Administrative Rule. Appealing a decision of the Chief Executive Officer to the Governing Board is not necessary for an appellant to be deemed to have exhausted all administrative remedies of the Authority.
- D. ~~E.~~ The Business Development Officer, the Chief Executive Officer and the Governing Board, may consult with the Authority's legal counsel at any time during the review/appeal process.
- E. ~~F.~~ In the event that either the Business Development Officer or the Chief Executive Officer is unable to make a compliance determination or otherwise deems it appropriate, such officer may refer the matter directly to the Chief Executive Officer or the Governing Board, as the case may be.
- F. ~~G.~~ The Advertising Vendor will, if directed by the Authority, immediately remove (or cause to be removed) any ~~advertisement~~advertising that violates this Administrative Rule, ~~as determined by the Business Development Officer, the Chief Executive Officer or the Governing Board.~~