

## **SunRail Celebrates Southern Expansion Success, Looks Ahead to Serving New University of Central Florida / Valencia College Downtown Orlando Campus**

In July, SunRail celebrated one full year of service for its “Southern Expansion,” a project that added four new station stops and 17 additional miles of service area to Central Florida’s commuter rail system. SunRail’s Southern Expansion has been the driving force behind an 80% ridership increase over the past year. (July 2018 to July 2019)

“The growth in overall ridership and the response from commuters utilizing our new service area has been nothing short of remarkable,” said SunRail Chief Executive Officer (CEO) Nicola Liquori. “But, numbers alone don’t tell the whole story. We continue to hear incredible feedback from our customers about how SunRail has improved their lives, whether it’s drastically cutting down on their commute times, saving money, providing a reliable way to get to work or just reduce their commuting stress level.”

It’s an exciting time for SunRail as more opportunities to grow ridership are on the horizon. On August 23<sup>rd</sup>, the new University of Central Florida/Valencia College Downtown Orlando Campus will officially open, welcoming more than 8,000 students, faculty and staff. The vast majority of those studying and working at the new campus are new to Downtown Orlando. That’s why SunRail has been working with leaders at both schools and the City of Orlando since early 2019 to educate students, faculty and staff about the ability to use SunRail as an option to get to and from the new campus. Additionally, SunRail’s marketing and advertising team worked with the schools to develop a special “trial pass” for all UCF/Valencia commuters.

SunRail also continues to leverage technology to better serve its commuters, attract new riders and position the system as the spine of an evolving multimodal transit system that stretches across central Florida. This year, SunRail unveiled its first-ever app, which provides quick and easy access to everything SunRail, including schedules, trip planner, station information, SunCard account management, and more.

SunRail is working to develop meaningful partnerships with the goal of enhancing service and connectivity. “We call it smart travel,” added Liquori. “Our work with regional transportation partners, rideshare companies, buses, shuttles and other forms of transit is all about meeting the needs of our evolving workforce, making travel easy and convenient and making sure SunRail helps greater Orlando own the future.”

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