

# **Review of CY2017 Goals/Accomplishments and Proposed CY2018 Goals**

**Edward L. Johnson  
Chief Executive Officer**

# 2017 Major Emphasis



1. Enhance Communications
2. Improve Service Efficiency
3. Establish More Partnerships
4. Improve Customer Confidence in System
5. Increase Brand Recognition and Community Involvement





ENHANCE COMMUNICATIONS

# Enhance Communications



## “Telling the LYNX Story”

- Semi-Annual briefings to the funding partners
- Updates to community stakeholders and other local governments
- Significant public engagement opportunities for LYNX Forward
- Instituted employee townhall meetings
- Improved media engagement
  - Central Florida Spotlight with Greg Warmoth
  - Radio and print interviews
- Panel Discussions
  - OBJ Business of Transportation Panel
  - OBJ Business of Technology Panel
  - Orlando Economic Partnership Transportation Summit







IMPROVE SERVICE EFFICIENCY

# Improve Efficiencies

## “How do we make LYNX Better”

- Avoided \$1.7M of paratransit contractor cost through negotiations
- Implementation of Mobility Management Service Delivery Model:
  - ✓ Changes to call center – combining fixed route and paratransit for cross training opportunities
  - ✓ Added private providers to the paratransit system
  - ✓ Potential Savings of \$2M for FY18





# Improve Efficiencies



## “How do we make LYNX Better”

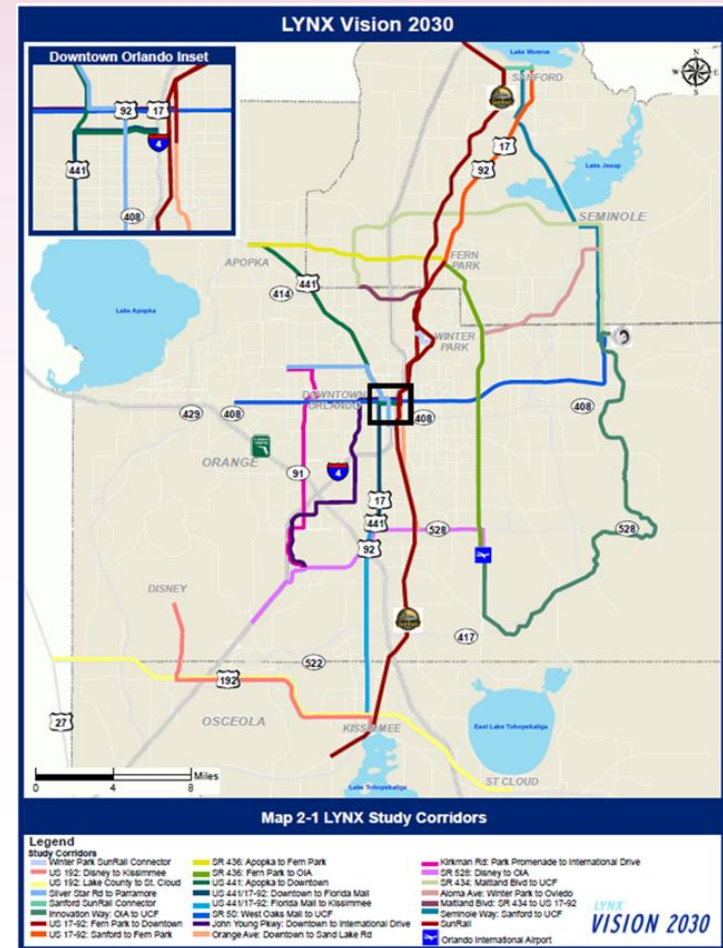
- Restructured leadership team for better administrative efficiency
- Increased pharmacy rebates going forward (\$400,000)
- Saved \$160K in healthcare cost by eliminating broker fee
- Maintained 3.5% increase to funding partners without raising passenger fares



# Improve Efficiencies

## “How do we make LYNX Better”

- LYNX Forward: Reimagining the LYNX system
- Continuous route improvements
- Began LOC expansion design to consolidate operations and save on expenses
  - ✓ Purchased remaining NoPetro property to eventually eliminate \$250K annual lease





## **“How do we make LYNX Better”**

- **Avoided \$8M dollar expenditure for Intelligent Transportation System equipment**
- **Established a bus mirror rebuild station saving \$510 per mirror (new mirrors cost \$660 each)**
- **Save \$500K annually through contract change for tire leasing**
- **Changed investment strategy to increase income by \$200K for FY2017 (Anticipating \$400K in FY2018)**



ESTABLISH MORE PARTNERSHIPS

# Establish More Partnerships



## “LYNX is better together”

- Valencia College - \$70K annual revenue
- UCF
  - \$220K annual revenue to LYNX
  - Bus wrap promoting downtown campus
- Seminole State - \$24K annual revenue
- Orlando City Soccer
  - Bus wrap to market transit stadium grand opening
- CareerSource
  - Job placement for bus operators & technician
- Central Florida Commission on Homelessness
- Autonomous Vehicles Concept of Operations with City of Orlando and MetroPlan Orlando





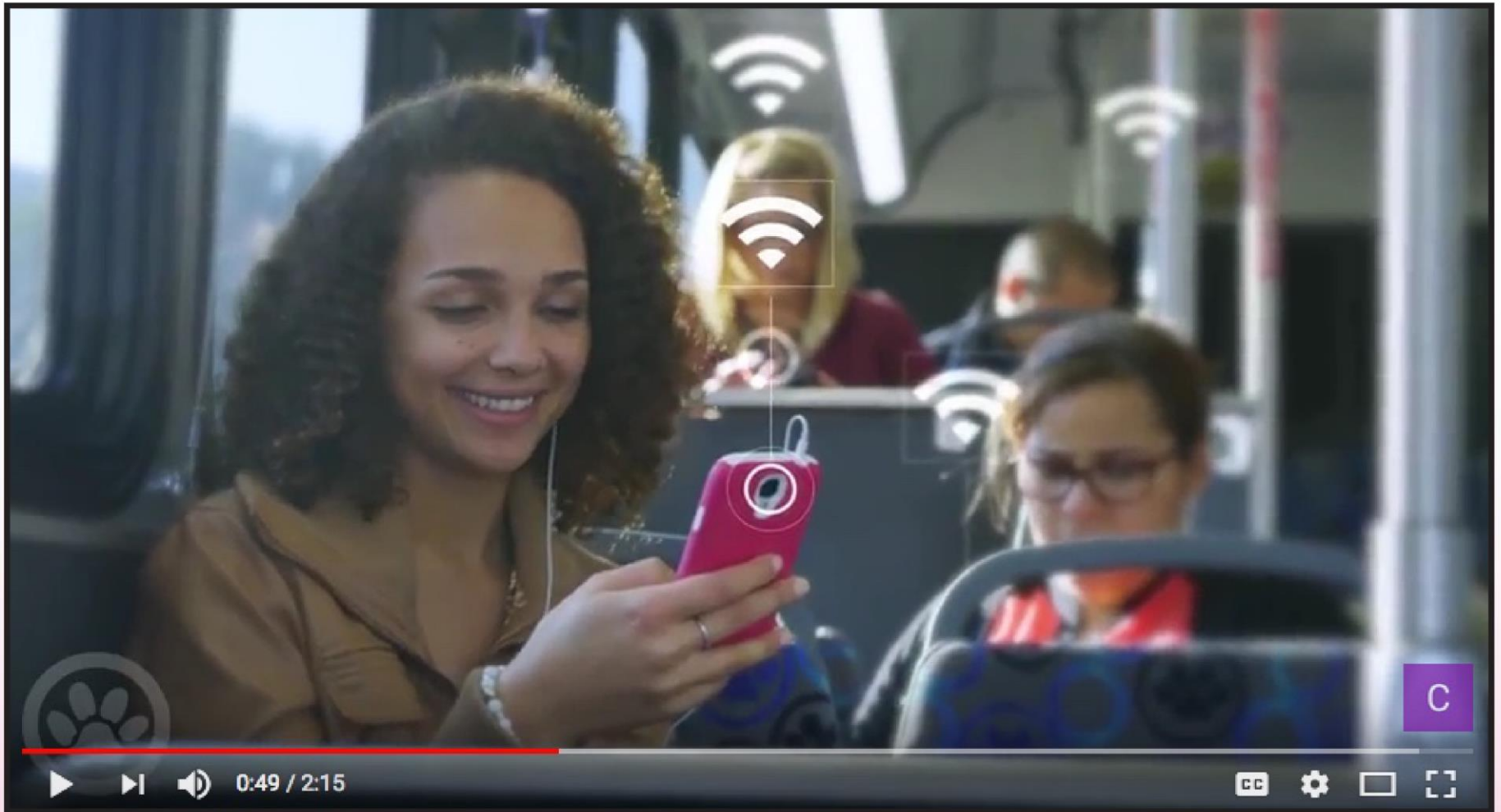
# Establish More Partnerships



## “LYNX is better together”

- Orlando Economic Partnership
  - Amazon HQ2 RFP
  - Bus wrap “Orlando. You don’t know the half of it.”
- OUC
  - 2,831 trips for lineman responding to Hurricane Irma
- GOAA
  - SunRail Train to Plane
  - Offered fuel during Hurricane Irma
- Victim Service Center
  - Participating in “Denim Day” & training for bus operators
- Hosting OBJ CEO Roundtables
- Peer Transit Agencies – asset transfers





IMPROVE CUSTOMER  
CONFIDENCE IN SYSTEM

# Improve Customer Confidence



## “I ride LYNX because...”

- WiFi on fixed route buses
- Mobile Applications
  - LYNX Bus Tracker
  - PawPass - Mobile Fare Payment
    - Revised procurement method saving \$6M
  - NeighborLink Reservation
  - See & Say – Security App
- OBJ Innovations in Technology Award







INCREASE BRAND RECOGNITION  
AND COMMUNITY INVOLVEMENT

# Increase Brand Recognition & Community Involvement



**“LYNX is a part of the community”**

- Executive Team Community Board Participation
- Emergency Response
  - SunRail bus bridges
  - Hurricane Irma
  - Hurricane Maria – Disaster Relief Centers
- FPTA Marketing Awards
- APTA AdWheel Awards
- Special shuttles
  - Pulse Memorial





# Other 2017 Major Emphasis Areas

## **“Because LYNX wants to”**

- Instituted safety awards program for vehicle operators
- Negotiated the ATU 1596 and 1749 Union contracts
- Safety & Courtesy training for all employees
- De-Escalation training for bus operators
- Instituted department of the year award





# 2018 Major Emphasis Areas



- **Continue with 2017 Major Emphasis Areas**
- **Establish CyberSecurity Program and Oversight Position**
- **Create an Innovation and Sustainability Program**
- **Develop an Autonomous Vehicle Program Strategic Plan**
- **Establish Central Florida's Transit Vision (High Level)**
- **Seek Funding for Vision 2030 Corridors**
- **Purchase Off-board Payment Systems for Key Areas**
- **Host a Board Retreat**



# Other 2018 Major Emphasis Areas



- **Facilities**
  - **LCS TOD (New Acquisition and Construction)**
  - **Southern Operations Base (New Acquisition and Construction)**
  - **LOC (New Construction)**
- **Establish a Research and Analysis Section**
- **Economic Impact Analysis**
- **Vehicle Procurements**
  - **Electric**
  - **Articulated**
  - **Paratransit**



## Edward L. Johnson

Chief Executive Officer  
Central Florida Regional Transportation Authority

Direct: (407) 254-6017

Cell: (407) 463-6346

Text: (407) 955-1839

Fax: (407) 254-6280

Email: [eljohnson@golynx.com](mailto:eljohnson@golynx.com)

455 N. Garland Avenue  
Orlando, FL 32801



[facebook.com/golynx](https://facebook.com/golynx)



[@lynxbusorlando](https://twitter.com/lynxbusorlando)  
[@eljohnsongolynx](https://twitter.com/eljohnsongolynx)



[golynx.com](https://golynx.com)