

PRESS RELEASE

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The Central Florida Commuter Rail Commission Welcomes *SunRail* !

Orlando, FL – The Central Florida Commuter Rail Commission today selected *SunRail* as the new name for the proposed 61.5 – mile Central Florida Commuter Rail project, which will link Volusia, Seminole, Orange, and Osceola counties with a new mass transit option beginning in 2011.

In the past two months, more than 2,000 residents in the Central Florida region participated in community outreach efforts organized by *myregion.org* – *A Regional Development Program*, in partnership with the Florida Department of Transportation, to help brand the Central Florida Commuter Rail System.

And the results were clear. From hundreds of names originally submitted, citizens overwhelmingly preferred *SunRail*, with *SunTrax* a close second. With a unanimous vote Friday, the Central Florida Commuter Rail Commission concurred: *SunRail* is coming to Central Florida.

"This is a terrific step forward in bringing the Commuter Rail project to life," said Orlando Mayor Buddy Dyer, chairman of the Central Florida Commuter Rail Commission. "*SunRail* will change the way this community travels, providing the spine of a rail system that we can build upon in the future."

"*SunRail* will not only provide new travel options to our road network, it will be an important economic engine for the Central Florida community for years to come," said FDOT District 5 Secretary Noranne Downs.

Micki Meyer, Director of Community Engagement at Rollins College, as well as Megan Reinhart and Larry Wynn, Florida Department of Transportation employees, were among those who submitted the *SunRail* name, or variations thereof, for consideration by the commission. In addition, the overwhelming majority of those surveyed in focus groups agreed the name *SunRail* was evocative of Florida.

More than 400 unique names for the rail project also were submitted via a series of community meetings, as well as through Florida Department of Transportation employee outreach, the project web site – www.cfrail.com, and the *myregion.org* group on *Facebook*. Most suggestions featured an environmental theme, such as *SunStar* and *Central Florida Breeze*, while others related more to speed, such as *Fastrax* and *Greenspeed*.

In addition to selecting the *SunRail* name, Commission members also chose a logo concept for the *SunRail* system. The logo, designed by Jim Bockstall of Bockstall Design Associates, was developed based on community input and research by *myregion.org*. The train illustrates motion and speed, which were attributes reflected in many aspects of community research. It will be incorporated into all public involvement materials and serve as the basis for eventual color schemes on the trains.

Preliminary research also conducted by *myregion.org*, including a scientific survey and qualitative questionnaire, revealed that citizens want a modern look, a train that is speedy, sleek, and high-tech. Getting to work on time, safely, dependably and comfortably also ranked high in importance. Citizens also expressed they want the train to have an environmental look – representative of our physical environment, blue skies, green forests and sunny, warm climate – and be illustrative of our “environmental lifestyle” with regard to energy, pollution, congestion and safety.

Drawing from the results of initial community surveys, Mr. Bockstall designed eight original logo concepts. Mr. Bockstall then further refined the concepts, based on input from an additional six focus groups throughout the region. A final set of four design concepts were developed for consideration by the Central Florida Commuter Rail Commission.

Orlando Mayor Buddy Dyer will rollout the final logo design to the community on Wednesday, January 14, 2008, at the Orlando International Airport, as he leads a group of civic, business and government leaders in a Regional Leadership Mission to Charlotte, North Carolina, to ride the city’s new train, the LYNX Blue Line, a 9.6-mile light rail project which has already generated \$1.86 billion in private investment along its corridor.

In coming months, *myregion.org* will conduct an additional community outreach effort to help spread the word about *SunRail* and generate community enthusiasm for *SunRail’s* anticipated debut in 2011.

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