

PRESS RELEASE

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Central Florida Community Celebrates *SunRail!*

Orlando, FL - About 200 people gathered at the Hyatt Regency Orlando International Airport today to celebrate the unveiling of the official logo and website of *SunRail*, Central Florida's planned 61.5-mile commuter rail project linking Volusia, Seminole, Orange and Osceola counties.

The celebration culminated more than three months of research and community outreach conducted by *myregion.org** to lay the foundation for selection of a name and logo for the project – the region's top transportation priority.

"This is a true, community-led effort that will provide Central Floridians with a badly needed mass transit alternative to their cars and help stimulate our local economy," said Orlando Mayor Buddy Dyer, Chairman of the Central Florida Commuter Rail Commission.

At the event, FDOT District 5 Secretary Noranne Downs presented plaques to two Florida Department of Transportation workers, Megan Reinhart and Larry Wynn, and to Micki Meyer, Leadership Orlando Class 67 graduate and Director of Community Engagement at Rollins College. The three submitted the *SunRail* name or iterations thereof, for community consideration.

"*SunRail* is quintessential Florida," said Secretary Downs. "The name and logo highlight our great outdoors, our wonderful weather and our environmental conscience."

Mayor Dyer and Secretary Downs were joined at the celebration by members of the Central Florida Commuter Rail Commission, as well as government, business and civic leaders and citizens from throughout the region who participated in community outreach efforts.

In all, more than 3,000 residents in the seven-county Central Florida region took part in development of the *SunRail* name and logo. Additionally, more than 400 unique names were submitted via a series of community meetings, Florida Department of Transportation employee outreach, the project website and the *myregion.org* group on *Facebook*. *SunRail* emerged overwhelmingly as the "people's choice." The name and logo were ratified by the Central Florida Commuter Rail Commission at a meeting Dec. 19, 2008.

The *SunRail* logo, designed by Jim Bockstall of Bockstall Design Associates in Lake Mary, will be incorporated into station designs and public involvement materials, as well as serve as the basis for eventual color schemes on the trains.

Additionally, a new website, www.sunrail.com, was launched to provide the latest information available about *SunRail* – from station designs to project timetables to potential economic development opportunities. Visitors to the previous project website, www.cfrail.com, will automatically be redirected to the new site.

Following the celebration, a group of more than 100 Central Florida government, business and civic leaders, as well as more than 70 members of Leadership Orlando Class 76, traveled to Charlotte, North Carolina, on a leadership mission hosted and funded by the Central Florida Partnership**. The group rode the city's new 9.6-mile light rail train, the Lynx Blue Line, which has proven to be an important stimulus to their regional economy, generating \$1.86 billion in private investment along its corridor.

While in Charlotte, the delegation also met with the Honorable Patrick McCrory, Mayor of the City of Charlotte, and heard a panel discussion about Charlotte's "success story" featuring Debra Campbell, Director of Planning, City of Charlotte; Danny Pleasant, Interim Director, City of Charlotte Department of Transportation; Keith Parker, CEO, Charlotte Area Transit System and Bob Morgan, President, Charlotte Chamber of Commerce.

"The development of an integrated, multi-modal transportation system is essential to the future economic well being of Central Florida and the entire state," said Jacob V. Stuart, President and CEO of the Central Florida Partnership. "*SunRail* is a critical first step for our region, and the Central Florida Partnership is working diligently with other regions in Florida and in Tallahassee to make absolutely sure that this dream becomes a reality for our residents and visitors."

"This has been an exciting time in the history of our region", said Shelley Lauten, President of *myregion.org*. "In coming months, *myregion.org* will continue to conduct additional outreach efforts to help educate the community about *SunRail* and generate an understanding of the positive impact of its anticipated debut in 2011."

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** myregion.org is one of four "Lines of Business" by which the Central Florida Partnership focuses on "Regional Research and Resolves." By identifying and examining the changing demographics and powerful trends that are shaping the Central Florida Region – myregion.org is helping to identify the issues and challenges that affect our future. myregion.org does not advocate; its mission is to convene, educate and inform. Working together with the Orlando Regional Chamber of Commerce (Regional Entrepreneurship), BusinessForce (Public Policy Advocacy), and Leadership Orlando (Regional Leadership), the Central Florida Partnership is moving "Ideas to Results."*

*** The Central Florida Partnership is moving Ideas To Results, advancing key strategies on behalf of the Central Florida Region. A world-class region requires a world-class transportation system. The Central Florida Partnership has formed special task forces outside of its core business units to elevate and bring business focus to bear on this important issue.*

These "Task Forces" include: Central Florida Transportation Corridors "Task Force," the Core Strategy Team (CST) for Commuter Rail, the Council of "Great Thinkers," and the Super Regional Strategy Team (SRST), hosted by the Central Florida Partnership and the Tampa Bay Partnership, all working in concert to advocate for a Regional Transportation System and collaborate with other parts of the region and throughout the state to move this issue forward.

The Central Florida Partnership is taking the lead to advance Commuter Rail at the state level during the 2009 Legislative Session, with President & CEO, Jacob V. Stuart and other Regional Leaders "on the ground" in Tallahassee during the current "Special Session" and during the 2009 Legislative Session.