Subcategory: Partnership

Entry Title: Pulse



OVERVIEW:

Immediately following the Pulse tragedy, LYNX partnered with several public agencies to assist Central Florida. Public transportation plays such a heavy role in our community and LYNX, along with the City of Orlando, Orange County and countless other community partners rallied together to assist the needs of the community. Our agency responded with detours, temporary stops, signage, social media posts and more. We also staffed bilingual representatives at the family assistance center and provided 1,180 passenger trips to the vigil.

LYNX Pulse Bus in Front of Pulse Nightclub Memorial



Subcategory: Partnership

Entry Title: Pulse



TRANSPORTATION ASSISTANCE:

Requests immediately poured in for LYNX to aid Central Floridians and their families with transportation. Examples include a cooling bus for first responders shortly after the suspect was taken down, transporting nightclub patrons from Pulse to the Orlando Police Department Headquarters after the incident, transportation to and from area hotels, the family assistance centers and Orlando International Airport.

Seven LYNX buses provided transportation for President Obama's visit. ACCESSLYNX vehicles transported people from the hospital to the Amway Center to meet with the President. An additional bus transported surgeons from Orlando Regional Medical center to the Emergency Operations Center.

LYNX Buses in Front of the Amway Center for President Obama's visit.





Entry Title: Pulse



DETOURS:

LYNX operates four routes along Orange Avenue in the area of the Pulse Nightclub. Combined daily ridership of Links 7, 11, 18 and 40 is approximately 4,610 people per weekday. Detours were put into place shortly after the incident occurred. The city's Emergency Operations center was also staffed with LYNX personnel.

LYNX Detour Sign for Rerouted Buses



Effective June 13, 2016 UNTIL FURTHER NOTICE **Detour Links 7, 11,18 & 40**

- NO service on Orange Ave. between Gore St. & Michigan St.
- ☆ We encourage you to use Link 3 via Delaney Ave. 1/4 mile east. ->
- NO service on Columbia St., Sligh Blvd. & Lucerne Terrace.
- Stop CLOSED S. Orange Ave. @ Walmart & PNC Bank.
- TEMPORARY stop Michigan St. @ Taylor Ave. near McCov Federal Credit Union.
- TEMPORARY stop S. Orange Ave. @ W. Pineloch Ave.
- TEMPORARY stop southbound S. Orange Ave. @ Gore St.
- OTEMPORARY stop on Gore St. @ Lucerne Terrace.
- DETOUR AREA NO SERVICE AREA CLOSED BUS STOPS **O TEMPORARY BUS STOPS**

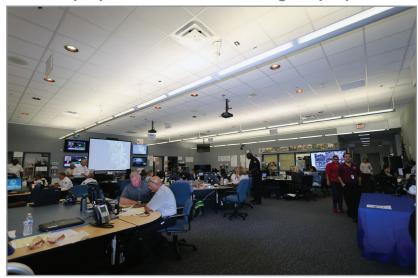
OPEN BUS STOPS

- F Like us: facebook.com/golynx @ Watch us: channelLYNX ▼ Tweet us: @lynxbusorlando
 ▼ Follow us: instagram.com/golynx
- Visit us: golynx.com Call us: 407-841-LYNX (5969

LYNX Detour Sign for Rerouted Buses



LYNX Employees at Orlando's Emergency Operations Center



Subcategory: Partnership

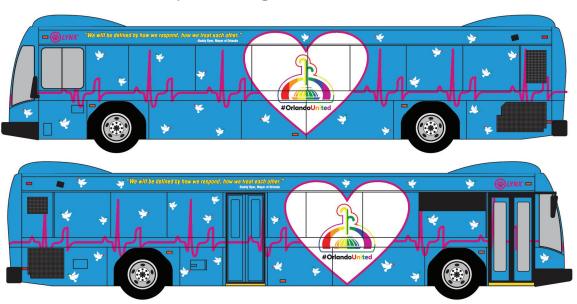
Entry Title: Pulse

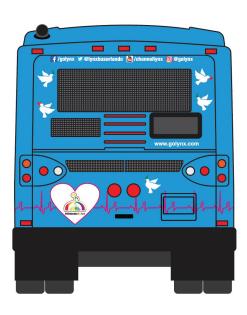


PULSE BUS WRAP:

A dedicated Pulse bus wrap was designed and hit the streets just three days after the incident. It was truly a group effort between several departments. Direct Media USA, LYNX' advertising contractor, partnered with the agency to fund an additional wrap.

LYNX Pulse Bus Wrap Rendering





LYNX Pulse Bus Wrap Photo



Subcategory: Partnership

Entry Title: Pulse



PULSE VIGIL:

Several departments pulled together a transit plan to run shuttles for the vigil. As a result, we provided 1,180 passenger trips with a two-day turn around.

LYNX provided eight buses from three locations scattered throughout our service area to assist the community in attending the event. Orange County Public Schools partnered with LYNX to provide three additional buses. The Pulse Vigil held at Lake Eola in downtown Orlando drew more than 50,000 people.

LYNX Pulse Vigil Flyer



Photos of People using LYNX transporation to get to the vigil.





Orange County Schools & LYNX buses transporting people.





LYNX Signage used to Label each Bus transport location.



Entry Title: Pulse



COMMUNICATIONS: (Website, Social Media and Media coverage)

On Thursday, Lynx unveiled a new bus design

emorating the victims of the Orlando

In order to communicate to the public, the Marketing Communications department created passenger information while Customer Service staffed the Family Assistance Center with bilingual representatives. Social media was an excellent way for us to communicate our messaging as well. We set record numbers of shares, likes, retweets, impressions and reach.

Orlando Business Journal Article

Lynx unveils new bus wrap commemorating Orlando shooting victims

Jun 16, 2016, 3:41pm EDT

On Thursday, Lynx unveiled a new bus wrap to commemorate the victims of the Pulse nightclub mass shooting in Orlando.

"We touch just about every aspect of this community, and we needed to show our support," said Lynx CEO Edward Johnson. "We wanted to come up with a way to show that we stand as part of the OneOrlando mindset."

The bus features Orlando's Lake Eola fountain surrounded by a heart, a pulse and 49 doves representing the 49 victims of the tragedy.

"We tried to think of a way not only to honor the victims, but also to bring Orlando together," said lead creative designer Jessica Casa, "It seemed like the perfect thing to have [the fountain] in the heart and have a pulse entering it the pulse of the city of Orlando."

The bus wrap was produced rapidly. Once the design team began, it was only a matter of hours until they put the finishing touches on the final product. After that, the installation company stepped in, Although the print and installation process typically takes three to four days, employees worked through the night to get the bus ready as

"We're all very proud of the final product." Johnson said

Although the bus is not running any routes yet, Johnson hopes it will run along Orange Avenue as a tribute to where

The bus will remain in the fleet for some time to come

"We don't want to put any timetable on this because we know that this event is going to be with us for a while," said Johnson. "There are a lot of things we have to go through as far as the healing process."

The company's Boston-based advertising contractor, Direct Media USA, is donating a second commemorative bus due to arrive in the uncoming week.

"They understand OneOrlando [because] they understand Boston Strong," said Matthew Friedman, director of

"My hope for this design is that it will help the community heal," Casa said. "It's a tough time, and we want people to know we're all in this together.'

Lynx has also started an internal company website to collect money that will be donated to the OneOrlando fund.

"This was such a small token of what we could do to show our spirit as well as get the message out to our entire community: We are a unified Orlando," Johnson said.

Emma Skeels



Web Link

http://www.bizjournals.com/orlando/blog/2016/06/lynx-unveils-new-bus-wrap-commemorating-orlando.html

Orlando Sentinel Article

Lynx, SunRail, JetBlue, extend or shift service in wake of Pulse shooting



around Sunday's mass-shooting site south of downtown.

he region's public transportation shifted to reach the needs of a city that's working

Lynx public bus transit system shifted four routes - lines 7, 11, 18 and 40 - diverting more than a thousand people that usually ride through Orange Avenue to the adjacent Delaney Avenue between Michigan Street and Gore Street, about 1.3 miles.

"We're going to continue to detour [these] routes ... as long as necessary," said Lynx CEO Edward L. Johnson.

"Lynx is proud to be part of this effort ... but ultimately we are providing support to the city of Orlando and following their direction." Johnson said.

SunRail offered extended service Monday night for the vigil at the Dr. Phillips Center for the Performing Arts.

Jet Blue, which has thousands of flights to Puerto Rico from Orlando International Airport. offered free flights for victims' next of kin and domestic partners to Orlando. Ten of the victims from the mass shooting Sunday are reported to be from Puerto Rico.

Orlando nightclub shooting: Read about the

As of 4 p.m. Tuesday, about 12 blocks of Orange Avenue were still closed.

The FBI Tampa Twitter account tweeted Tuesday afternoon that it was helping Orlando Police Department in reopening some businesses and streets

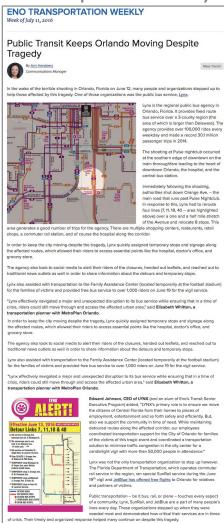
#orlandostrong"

jruiter@orlandosentinel.com or

Web link

http://www.orlandosentinel.com/news/sunrail/os-lynx-sun-https://www.enotrans.org/article/public-tranrail-jetblue-mass-shooting-20160614-story.html

ENO Transportation Weekly Article



Web Link

sit-keeps-orlando-moving-despite-tragedy/

Entry Title: Pulse



COMMUNICATIONS: (Website, Social Media and Media coverage)

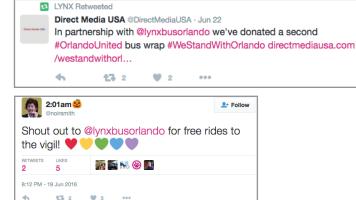
Orlando Sentinel Article



LYNX Website Posting



Tweets



Facebook Post (765 Shares & 792 Reactions)



Web Link

bring flowers, candles and messages of peace.

Entry Title: Pulse



COMMUNICATIONS: (Website, Social Media and Media coverage)

Facebook Post (146 Shares & 200 reactions)



Facebook Post



Entry Title: Pulse

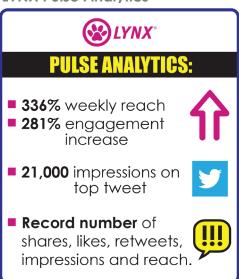


COMMUNICATIONS: (Website, Social Media and Media coverage)

Facebook Post



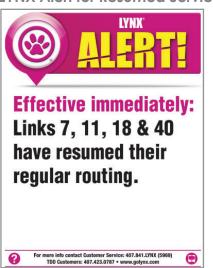
LYNX Pulse Analytics



NORMAL OPERATIONS RESUMED:

10 days later, detours were lifted and the agency restored normal service. While the community continues to mourn the Pulse Nightclub tragedy, we continue to partner together to keep our community #OrlandoUnited.

LYNX Alert for Resumed Service



Tweet

