

GROUP 3
MARKETING AND COMMUNICATIONS
TO HIGHLIGHT TRANSIT NEEDS/FUNDING
PARTNERSHIP

SITUATION OVERVIEW

In 2018 the City of Orlando created a community action plan to transition the city's fleet vehicles to alternative fuels by 2030 and to increase the use of electric vehicles throughout the city by 2040.

To achieve this vision, the City of Orlando, Orlando Utilities Commission (OUC) and Central Florida Regional Transportation Authority (LYNX) have partnered with the support of the Federal Transit Administration (FTA) to develop a program to begin transitioning the city's successful LYMMO bus rapid transit service to battery-electric buses during the next two years.



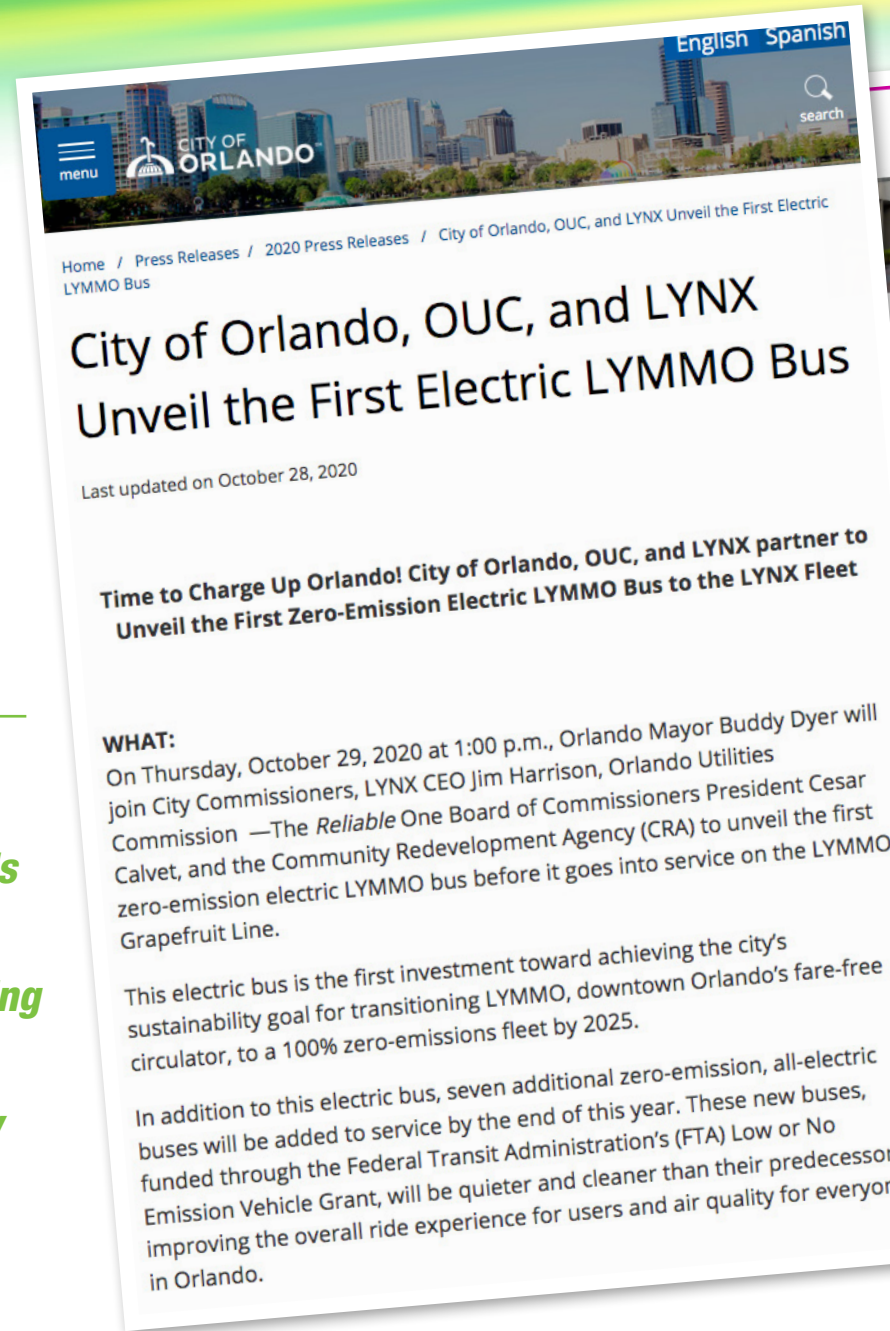
PARTNERSHIP + FUNDING

Partnering with the City of Orlando and OUC from the start was instrumental in LYNX receiving the FTA funding needed to transition the city's bus fleet to electric bus within the coming years.

The first investment to begin this initiative was made by LYNX through LYMMO expansion funding.

“LYNX’s mission with this initiative is to support the goals and strategic direction of our funding partners. We are investing in the latest technology to continue to improve efficiency and reduce fleet emissions.”

— Jim Harrison, LYNX CEO.



English Spanish

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City of Orlando, OUC, and LYNX Unveil the First Electric LYMMO Bus

Last updated on October 28, 2020

Time to Charge Up Orlando! City of Orlando, OUC, and LYNX partner to Unveil the First Zero-Emission Electric LYMMO Bus to the LYNX Fleet

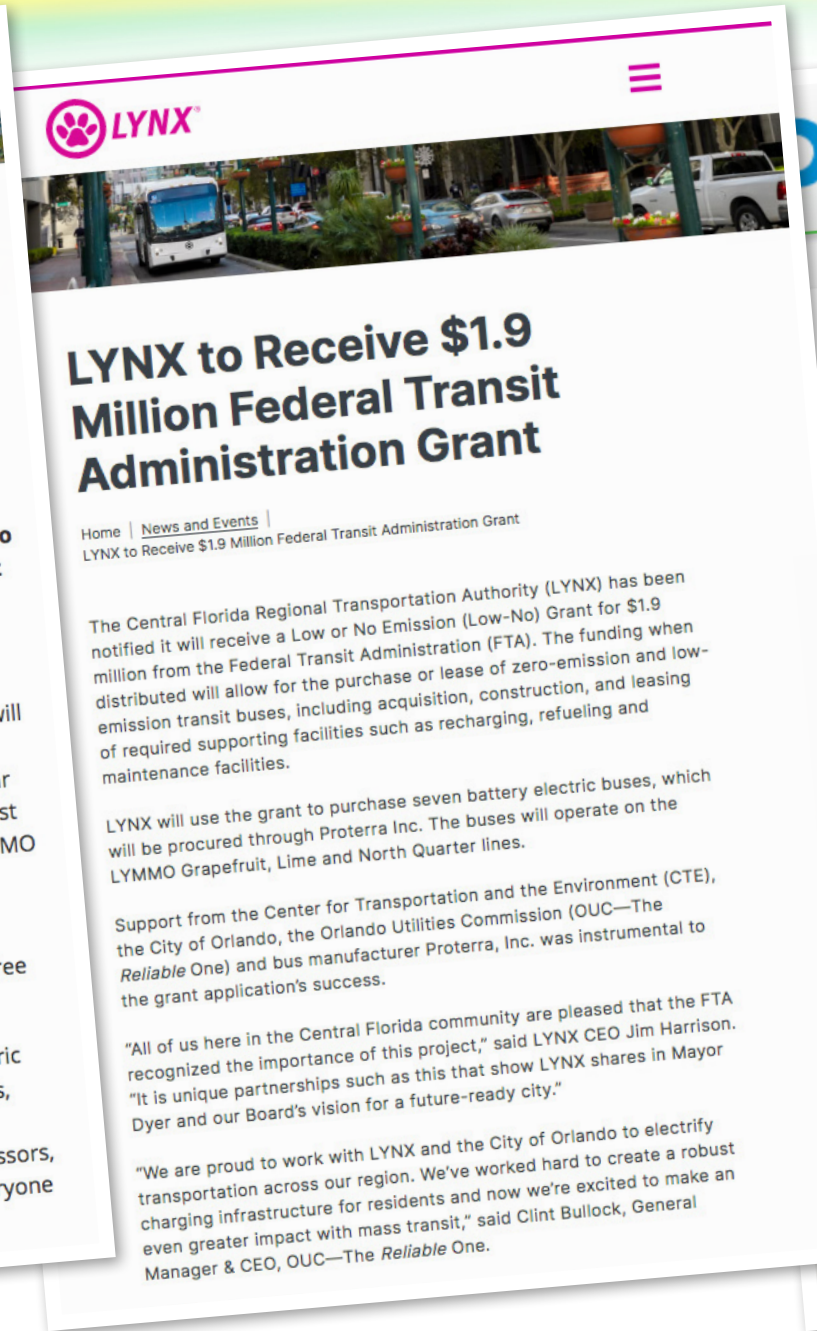
WHAT:
On Thursday, October 29, 2020 at 1:00 p.m., Orlando Mayor Buddy Dyer will join City Commissioners, LYNX CEO Jim Harrison, Orlando Utilities Commission —The *Reliable One* Board of Commissioners President Cesar Calvet, and the Community Redevelopment Agency (CRA) to unveil the first zero-emission electric LYMMO bus before it goes into service on the LYMMO Grapefruit Line.

This electric bus is the first investment toward achieving the city's sustainability goal for transitioning LYMMO, downtown Orlando's fare-free circulator, to a 100% zero-emissions fleet by 2025.

In addition to this electric bus, seven additional zero-emission, all-electric buses will be added to service by the end of this year. These new buses, funded through the Federal Transit Administration's (FTA) Low or No Emission Vehicle Grant, will be quieter and cleaner than their predecessors, improving the overall ride experience for users and air quality for everyone in Orlando.

CITY OF ORLANDO OFFICIAL PRESS RELEASE.

<https://www.orlando.gov/News/Press-Releases/2020-Press-Releases/Time-to-Charge-Up-Orlando-City-of-Orlando-OUC-and-LYNX-partner-to-Unveil-the-First-Zero-Emission-Electric-LYMMO-Bus-to-the-LYNX-Fleet>



LYNX

LYNX to Receive \$1.9 Million Federal Transit Administration Grant

Home | News and Events | LYNX to Receive \$1.9 Million Federal Transit Administration Grant

The Central Florida Regional Transportation Authority (LYNX) has been notified it will receive a Low or No Emission (Low-No) Grant for \$1.9 million from the Federal Transit Administration (FTA). The funding when distributed will allow for the purchase or lease of zero-emission and low-emission transit buses, including acquisition, construction, and leasing of required supporting facilities such as recharging, refueling and maintenance facilities.

LYNX will use the grant to purchase seven battery electric buses, which will be procured through Proterra Inc. The buses will operate on the LYMMO Grapefruit, Lime and North Quarter lines.

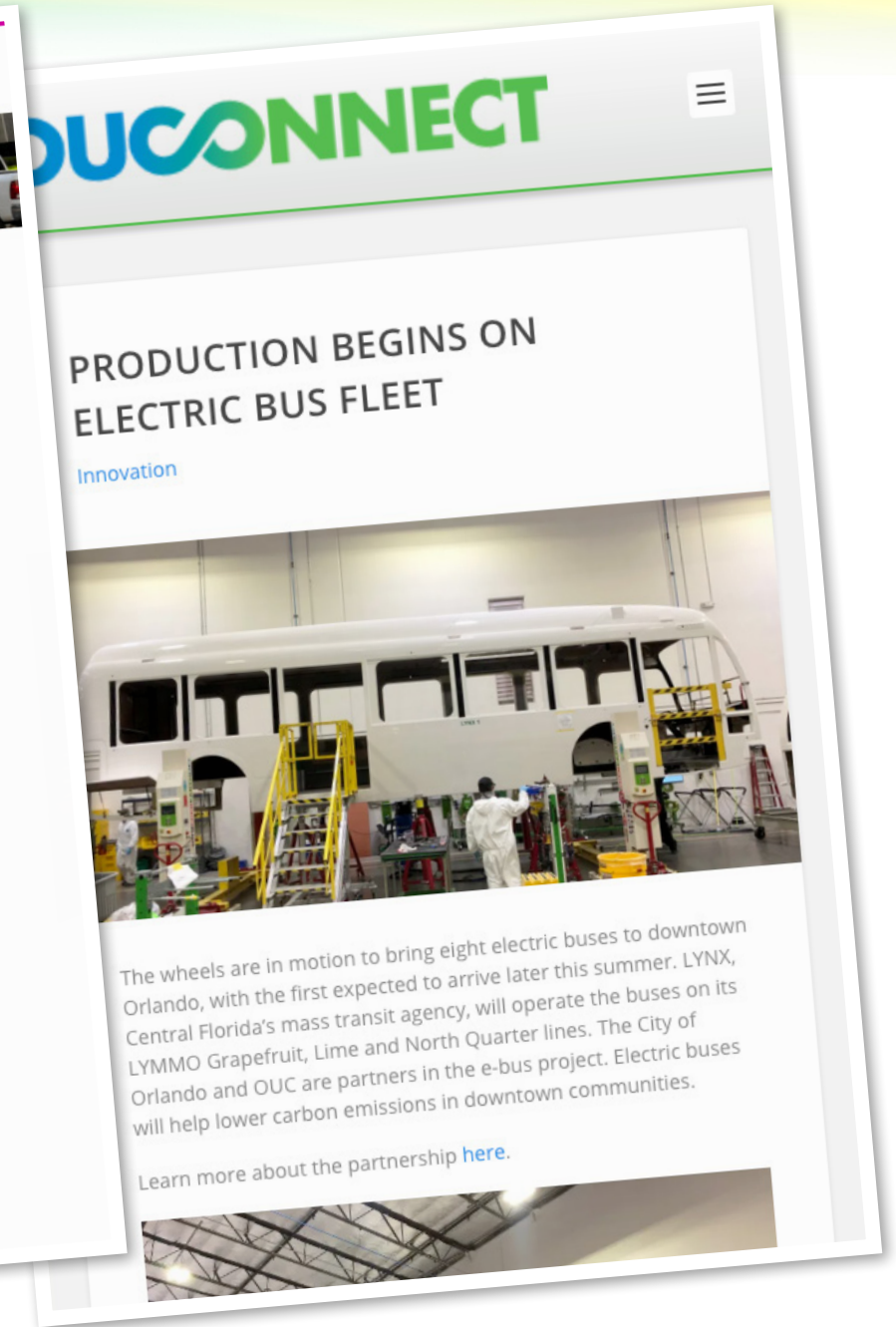
Support from the Center for Transportation and the Environment (CTE), the City of Orlando, the Orlando Utilities Commission (OUC—The *Reliable One*) and bus manufacturer Proterra, Inc. was instrumental to the grant application's success.

"All of us here in the Central Florida community are pleased that the FTA recognized the importance of this project," said LYNX CEO Jim Harrison. "It is unique partnerships such as this that show LYNX shares in Mayor Dyer and our Board's vision for a future-ready city."

"We are proud to work with LYNX and the City of Orlando to electrify transportation across our region. We've worked hard to create a robust charging infrastructure for residents and now we're excited to make an even greater impact with mass transit," said Clint Bullock, General Manager & CEO, OUC—The *Reliable One*.

LYNX NEWS AND EVENTS.


<https://www.golynx.com/news-events/lynx-to-receive-1.9-million-federal-transit-administration-grant.html>



OUCCONNECT

PRODUCTION BEGINS ON ELECTRIC BUS FLEET

Innovation



The wheels are in motion to bring eight electric buses to downtown Orlando, with the first expected to arrive later this summer. LYNX, Central Florida's mass transit agency, will operate the buses on its LYMMO Grapefruit, Lime and North Quarter lines. The City of Orlando and OUC are partners in the e-bus project. Electric buses will help lower carbon emissions in downtown communities.

Learn more about the partnership [here](#).

ORLANDO UTILITIES COMMISSION BLOG.

<https://oucblog.com/first-of-14-e-buses-arrives-in-orlando/>

CITY DEBUTS FIRST ELECTRIC BUS DESIGN

On Oct. 29, to kick off the FDOT Mobility Week, a wrapped bus highlighting the partnership was unveiled. The media along with community partners received a tour of the newly electric bus during the unveiling.



Photo rendering of the LYMMO Electric Bus

“Our goal is to transform Orlando into one of the greenest cities in the nation, and to kick-start a local clean energy economy that would take us into the 21st century as a sustainability leader.”

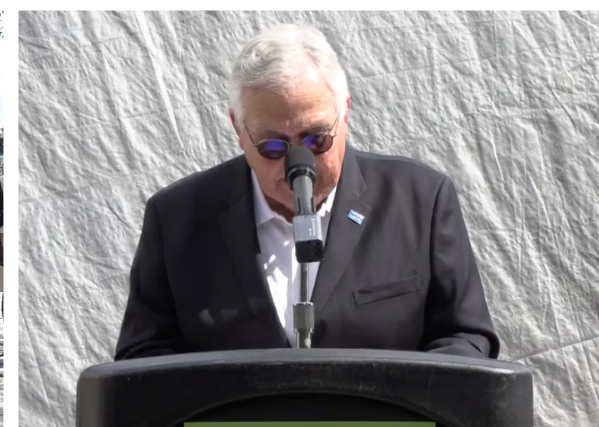
— Buddy Dyer,
Orlando Mayor/LYNX Chairman.



LYNX Chief Executive Officer Jim Harrison opening remarks.



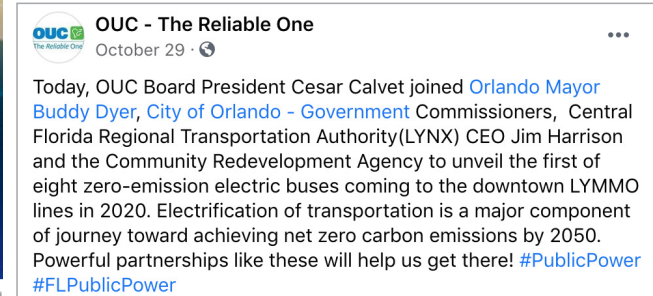
Orlando Mayor/LYNX Chairman Buddy Dyer.



OUC Commission President Cesar Calvet.



Social media coverage of the first LYMMO Electric Bus.



Public unveiling of the first LYMMO Electric Bus.

NEWS COVERAGE

As a result of this partnership we have received coverage from more than 10+ news outlets which ranged from TV to Digital Media. (sample coverage included).

WESH TV NEWS ELECTRIC BUS SEGMENT

LINK: https://youtu.be/XV9_OZD6WdU



NEWS COVERAGE

WFTV NEWS ELECTRIC BUS SEGMENT

LINK: <https://youtu.be/JJldbH3Y0sk>



NEWS COVERAGE

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First fully electric Lynx bus comes to downtown Orlando

Posted By [Matthew Moyer](#) on Thu, Oct 8, 2020 at 1:04 pm



Photo courtesy LYNX

Orlando bus service **Lynx** is set to deploy the first zero-emission electric bus to the streets of downtown, part of a long-term project that will eventually see 14 electric buses added to Lynx's fleet to lower emissions and (hopefully) slow the ever-accelerating climate crisis.

A partnership between Orlando city government, the Orlando Utilities Commission and Lynx, these battery-fueled electric buses will be partially funded by a "Low or No Emission Grant" **grant of \$1.9 million** from the Federal Transit Administration.



College Park | Downtown Orlando | Ivanhoe | Milk District | Mills 50 | SODO | Thornton Park

Friday, December 18, 2020

News College Park North Downtown Downtown Orlando South

School News Pick-up Locations

Orlando gets first electric bus

November 29, 2020

By [Annabelle Sikes](#)

f t e m s +



The City of Orlando and LYNX unveiled their first electric bus, which will run on the free LYMMO line downtown. (COURTESY OF CITY OF ORLANDO)

On Thursday, Oct. 29, the City of Orlando unveiled its first electric LYMMO bus.

The bus is not only an investment toward achieving the City's sustainability goal but also reflects an immense partnership, which includes Orlando Mayor Buddy Dyer, several city commissioners, LYNX CEO Jim Harrison, OUC Board of Commissioners President Cesar Calvet and the Community Redevelopment Agency.

ORLANDO WEEKLY NEWS COVERAGE


<https://www.orlandoweekly.com/Blogs/archives/2020/10/08/first-fully-electric-lynx-bus-comes-to-downtown-orlando>

THE COMMUNITY PAPER NEWS COVERAGE

<https://www.yourcommunitypaper.com/articles/orlando-getting-first-electric-bus/>

LYNX bus system to receive \$2.8 million in upgrades, purchase electric buses

Federal funding will go toward modernizing LYNX fleet



ORLANDO, Fla. – Central Florida's bus system, LYNX, will receive \$2.8 million in federal funding to replace buses and update the public transportation system that services three counties.

U.S. Reps. Stephanie Murphy, Val Demings and Darren Soto said in a news release that the Central Florida Regional Transportation Authority, or LYNX, will receive a grant from the U.S. Department of Transportation.


LYNX will use the funding to modernize its fleet including purchasing electric buses for the bus lines that circulate in downtown Orlando. According to a news release, electric buses are less costly to operate and create less noise.

The LYNX system provides public transport to Orange, Seminole and Oseola counties, about 2,500 miles of territory.

Orange County Mayor Jerry Demings had been advocating for a transportation tax to make it on the November ballot this year **but the coronavirus put those plans on hold**. The tax would have helped fund improvements to Central Florida's public transportation, according to the mayor.

WKMG NEWS COVERAGE

<https://www.clickorlando.com/news/local/2020/08/07/lynx-bus-system-to-receive-28-million-in-upgrades-purchase-electric-buses/>



NEWS ADVERTISE OUR PRODUCTS + EVENTS

Mark Baratelli, Editor · Aug 2 · 1 min read

First of 7 Electric Buses Coming This Summer to Orlando


The first of seven electric buses currently in production will arrive later this summer in Orlando thanks to the work of LYNX, OUC, and the City of Orlando.

"All of us here in the Central Florida community are pleased that the FTA recognized the importance of this project," said LYNX CEO Jim Harrison. "It is unique partnerships such as this that show LYNX shares in Mayor Dyer and our Board's vision for a future-ready city."

The buses will operate on the LYMMO Grapefruit, Lime and North Quarter lines.

LYNX [received](#) a Low or No Emission (Low-No) Grant for \$1.9 million from the Federal Transit Administration (FTA) allowing for the purchase or lease of zero-emission and low-emission transit buses, including acquisition, construction, and leasing of required supporting facilities such as recharging, refueling and maintenance facilities.

They used the grant to purchase seven battery electric buses procured through Proterra Inc.



THE DAILY CITY NEWS COVERAGE

<https://www.thedailycity.com/post/orlando-electric-buses>

WHAT'S NEXT?

Leveraging this investment of the first pilot bus, LYNX earlier this year received a Low-No Emissions grant for seven (7) buses and a Section 5339 grant for six (6) additional buses that covers the incremental cost of purchasing Battery Electric Buses (BEB) over equivalent diesel buses. Together the partnership is exploring funding for the final two buses.

“We know that electrifying transportation will be pivotal to meeting our strategic goal of achieving net-zero carbon emissions by 2050, with interim goals of 50% by 2030 and 75% by 2040. And that’s no easy feat. But powerful partnerships like this one will be key to our success, and we’ve been preparing for some time.”

— Cesar Calvet, OUC Commission President.



2021 GOAL

By the end of 2021, the full LYMMO fleet of 16 buses is expected to be battery-electric.



The city's first electric bus made its route debut on Dec. 28 and will serve the developing north and west sections of the City of Orlando including the new University of Central Florida and Valencia College campuses in Creative Village.