

Scout Micro-Transit Public Outreach Update

January 13, 2026

Agenda

- Purpose
- Background & Progress
- Next Steps



Purpose

- To update the Board on the public outreach that has been performed during the Scout implementation and LYNX overlap service.

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Background & Progress

- **June 12, 2025** – BCC contracted with Freebee for the provision of Scout micro-transit services
- **August 1, 2025** – BCC letter to LYNX advising of deletion and reductions of certain LYNX routes based upon joint discussions.
- **September 2025** – Scout micro-transit was soft-launched in select zones for testing
- **October 15, 2025** – Scout micro-transit was fully launched while maintaining LYNX routes, including those to be deleted or reduced.
- **January 10, 2026** – Last day of LYNX Service before January Service Changes

Background & Progress

LYNX January Service Changes Effective 1/11

DISCONTINUED ROUTES

Link 34 – N. U.S. 17-92/Sanford

Link 45 – Lake Mary

Link 46E – East first St./Downtown Sanford

Link 46W – West SR 46/Seminole Towne Center

Link 103 – N. U.S. 17-92/Seminole Center

Link 434 - S.R. 434

NL 822 – Oviedo

NL 851 – Sanford

Background & Progress

LYNX January Service Changes Effective 1/11

ROUTE/SCHEDULE CHANGES

Link 1 –Service north of Maitland Center will be discontinued.

Link 23 – Route will end at SR 436/SR 434. Daily schedule adjustments.

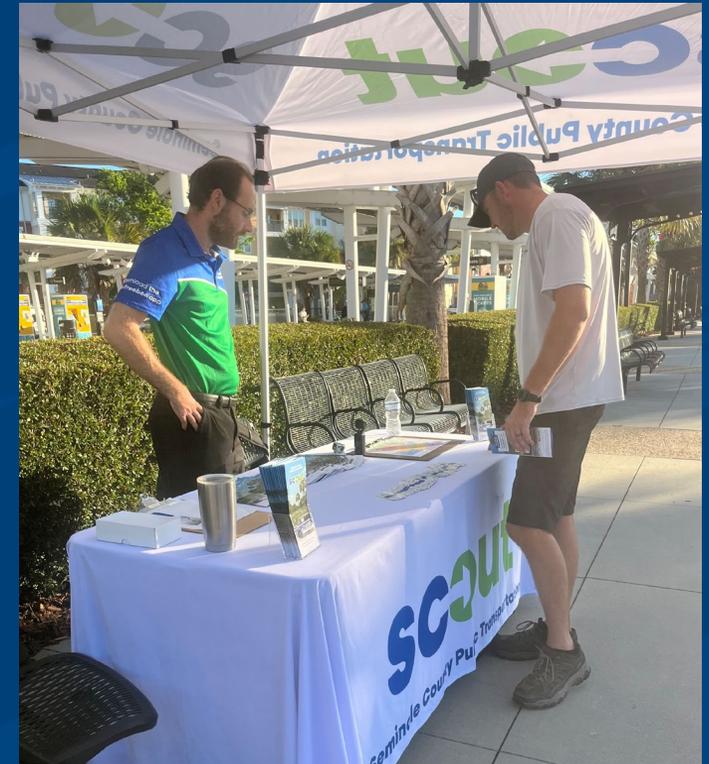
Link 102 – Discontinuing service on Fernwood Boulevard. Extending route to Altamonte Springs SunRail via Oxford Road, SR 436 and Ronald Reagan Boulevard.

Link 436N– Changing route to operate between Apopka SuperStop and Altamonte Springs SunRail. Daily schedule adjustments.

Link 436S – Discontinuing service on Fernwood Boulevard. Extending route to Altamonte Springs SunRail. Minor daily schedule adjustments.

Background & Progress

- Multiple methods used to communicate the creation of Scout and the reduction of the LYNX routes:
 - Community Outreach & Engagement
 - Digital & Online Outreach
 - LYNX Public Meetings
 - Media Mentions
 - Printed & In-Person Materials
 - Rider Surveys
 - Speaking Engagements/Collaboration Meetings



Background & Progress

Community Outreach & Engagement

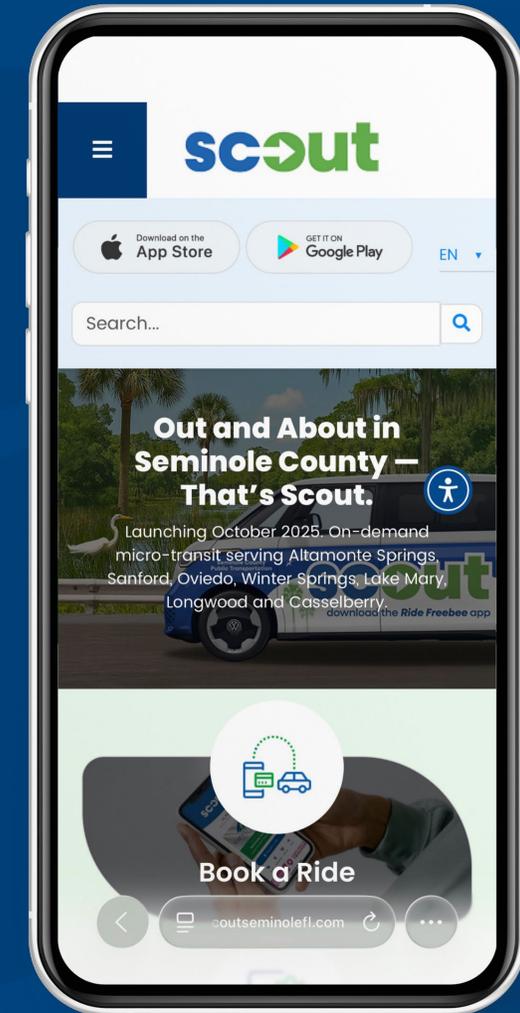
- Community tabling events (35)
- Targeted marketing emails to Scout riders and ACCESS LYNX customers (3)
- Sent digital Scout brochures to businesses and residential communities (60)
- Targeted outreach visits to apartment complexes and businesses (30)



Background & Progress

Digital & Online Outreach

- Launched the Scout website on September 24 (130,000 views)
- Social media outreach across Facebook, Instagram, and X (formerly Twitter) (24+ posts)
- Featured Scout prominently in County newsletters (11 dedicated articles)
- Full-page Scout advertisement in the Parks & Trails *Fall Leisure Guide*



Background & Progress

LYNX Public Meetings

- Attended and participated in service change public meetings hosted by LYNX as part of the January 2026 service proposal (9 meetings)

Background & Progress

Media Mentions

- Pre-launch/testing phase media event
- Launch day media event
- Over 150 media mentions across broadcast, print, and radio outlets from September 1 through December 18 alone

Background & Progress

Printed & In-Person Materials

- Produced and deployed a comprehensive suite of printed outreach materials, including:
- Banner stands (10)
- Posters (30)
- Scout brochures in English and Spanish (50,000)
- Tip cards to support early launch education (1,000)
- Informational signage at every bus stop being eliminated (LYNX)
- Signage to alert riders to the upcoming service change (100)

Background & Progress

Rider Surveys

- Conducted on-board rider surveys on 15 LYNX bus trips (230 Riders)



Background & Progress

Speaking Engagements/Collaboration Meetings

- Presented at and spoke to non-profits and civic groups (30 presentations)

Background & Progress

Other things done to prepare for the reduction of the LYNX routes:

- Added seven (7) additional Scout vans
- Hired additional drivers
- Continue to monitor service and times

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Next Steps

- Continue marketing and education
- Continue to monitor system usage and system performance
- Make adjustments as needed.

Questions?