San Joaquin
Joint Powers Authority

SAN JOAQUIN JOINT POWERS AUTHORITY
BOARD MEETING

Friday, September 19, 2025 – 11:00 am

Robert J. Cabral Station
Board Room
949 E. Channel Street
Stockton, CA 95202

Teleconference Locations

1010 10th Street
Suite 6709
Modesto, CA 95354

200 W 4th Street
Government Center
Madera, CA 93637

3361 Walnut Blvd.
District Office, Suite 140
Brentwood, CA 94513

1476 Morris Kyle Dr.
Firebaugh, CA 93622

8401 Laguna Palms Way
Elk Grove City Hall
Elk Grove, CA 95758

Members of the public may attend the meeting at the above addresses, or may observe the meeting by using the link or dial-in information below:

Join Zoom Meeting
https://us06web.zoom.us/j/82917192369
Or Telephone: +1 669 444 9171 US

Persons wishing to address the Authority on any item of interest to the public regarding SJJPA and the San Joaquins Rail Service shall state their names and address and make their presentation. The Authority cannot take action on matters not on the agenda unless the action is authorized by Section 54954.2 of the Government Code. If a member of the public wishes to make a public comment:

1. **Submit written comments to SJJPA staff via email at clerk@sjrrc.com, in which staff will read the comment aloud during the public comment period.**
2. **Complete a Request to Speak form (available at the entrance to the meeting room) and give it to the SJJPA Board Clerk before the Item is considered by the Board.**
3. **Join from the Zoom meeting link and notify staff by alerting them via the "Raise hand" or "Chat" function; call +1 669 444 9171, dial *9 to raise your hand when you wish to speak, and dial *6 to unmute when you are requested to speak. Please note that if participating using Zoom, all members of the public will be placed on mute until such times allow for public comments to be made.**

Public comments should be limited to three (3) minutes per comment.

This Agenda shall be made available upon request in alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability-related modification or accommodation in order to participate in the meeting should contact San Joaquin Regional Rail Commission staff, at 209-944-6220, during regular business hours, at least twenty-four hours prior to the time of the meeting.

All proceedings before the Authority are conducted in English. Any writings or documents provided to a majority of the Authority regarding any item on this agenda will be made available for public inspection at the offices of the San Joaquin Regional Rail Commission located at 949 E. Channel Street, Stockton, California, 95202 during normal business hours or by calling (209) 944-6220. The Agenda and meeting materials are also available on the San Joaquin Joint Powers Authority Website: http://www.sjjpa.com/Home.

***Disclosures:** Directors shall disclose any agenda item in which they have a conflict of interest under State law and acknowledge whether they will recuse from hearing that item. Among other State laws, the Levine Act (Gov. C. §84308) may require recusal on agenda items involving a contract or entitlement before the Authority where a campaign donor is a participant, and the campaign contribution totals more than $250 within the 12-month period before the decision on the item.*

1. Call to Order, Pledge of Allegiance — **Chair Verboon**

2. Roll Call

3. Public Comment

Persons wishing to address the Authority on any item of interest to the public regarding SJJPA and the San Joaquins Rail Service shall state their names and address and make their presentation. The Authority cannot take action on matters not on the agenda unless the action is authorized by Section 54954.2 of the Government Code. Materials related to an item on the Agenda submitted to the Board of Directors after distribution of the agenda packet are available for public inspection in the Commission Office at 949 E. Channel Street during normal business hours. These documents are also available on the San Joaquin Joint Powers Authority website at https://sjjpa.com/events/ subject to staff's ability to post the documents prior to the meeting.

Public comments should be limited to three (3) minutes per comment.

4. Consent Calendar

4.1	Approve Minutes of July 18, 2025 Board Meeting	**ACTION**
4.2	Adopt a Resolution Authorizing the Governing Board to Execute Amendment 04 to the FFY 2024 San Joaquin Intercity Passenger Rail Service Operating Agreement with Amtrak to Extend the Term of the Continuation Period through November 30, 2025, and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Amendments and Documents Related to Extending the Continuation Period	**ACTION**
4.3	Ad Hoc Antioch Station Working Group Update	**INFORMATION**
4.4	Operating Expense Report	**INFORMATION**
4.5	Capital Programs Expense Report	**INFORMATION**
4.6	Announcement of Appointment of David Lipari as San Joaquin Regional Rail Commission Interim Executive Director	**INFORMATION**

4.7 Washington Update **INFORMATION**

5. Rail Safety Month Presentation **INFORMATION**
(Cameron Paler)

6. Adopt a Resolution Approving an Agreement with Jeffrey Scott Advertising, Inc. for the San Joaquins Rebranding for an Amount Not-to-Exceed $414,993 and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project, Including Approving Any and All Amendments thereto within Their Spending Authority **ACTION**
(Marques Cook/Autumn Gowan)

7. San Joaquins' Service Disruptions **INFORMATION**
(Nathan Alastra)

8. San Joaquins Service Update **INFORMATION**
(David Lipari)

9. San Joaquins Passenger and Market Survey Update **INFORMATION**
(David Lipari)

10. Progress Update on New Thruway Bus Route 40 **INFORMATION**
(Teri Hayes)

11. Recognition of San Joaquin Joint Powers Authority Executive Director's Service **PRESENTATION**
(Chair Verboon)

12. Board Member Comments

13. Executive Director's Report

14. CLOSED SESSION
Public Employment - Recruitment
One Position: Executive Director/Chief Executive Officer
Conference with General Counsel Janice D. Magdich and Recruiter Gregg Mosser
Pursuant to Government Code Section 54957

15. Return to Open Session
Janice D. Magdich

16. Adjournment
The next regular meeting is scheduled for November 21, 2025 – Time/Location TBD

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

Item 4.1 **ACTION**

Minutes of San Joaquin Joint Powers Authority July 18, 2025 Board Meeting

The regular meeting of the San Joaquin Joint Powers Authority (Authority) was held at 10:00 am on July 18, 2025. Board Members attended this meeting in person and via videoconference.

1. Call to Order, Pledge of Allegiance **Chair Verboon**

Chair Verboon called the meeting to order at 10:02 am and led the audience in the Pledge of Allegiance.

2. Roll Call

Directors Present: Alternate Zuber, Gonzalez, Alternate Valero, Pedrozo, Vice-Chair Burgis, Chair Verboon

Directors Absent: Chiesa, Haubert, Valdez, Vice-Chair Hume

3. Public Comment

Ryan Snow, a member of the public, asked for an update on the San Joaquins' food service.

Anyssa Mendoza, a member of the public, asked why the café has been removed, as it helped with the comfort of traveling.

4. Consent Calendar

4.1 Approve Minutes of May 16, 2025 Board Meeting **ACTION**

4.2 San Joaquin Joint Powers Authority Operating Expense Report **INFORMATION**

4.3 Washington Update **INFORMATION**

There were no comments on this item.

M/S/C (Zuber/Pedrozo) to approve Items 4.1-4.3 of the Consent Calendar.

Passed and Adopted by the Authority Board on July 18, 2025, by the following vote to wit:

AYES:	6	Alternate Zuber, Gonzalez, Alternate Valero, Pedrozo, Vice-Chair Burgis, Chair Verboon
NOES:	0	
ABSTAIN:	0	
ABSENT:	4	Chiesa, Haubert, Valdez, Vice-Chair Hume

5. Adopt a Resolution Approving an Agreement with DB E.C.O. North America Inc. for the San Joaquins Business Class Study for an Amount Not-to-Exceed $524,677 and Authorizing the Executive Director or Designee to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project Including Any and All Amendments thereto within Her Spending Authority **ACTION**

Nathan Alastra and Autumn Gowan gave a presentation on this item.

Chair Verboon asked what specific changes would be included for the business class option.

Mr. Alastra explained that the consulting group will determine what passengers will expect out of a business class option.

There were no public comments on this item.

M/S/C (Zuber/Burgis) to Approve an Agreement with DB E.C.O. North America Inc. for the San Joaquins Business Class Study for an Amount Not-to-Exceed $524,677 and Authorizing the Executive Director or Designee to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project Including Any and All Amendments thereto within Her Spending Authority.

Passed and Adopted by the Authority Board on July 18, 2025, by the following vote to wit:

AYES:	6	Alternate Zuber, Gonzalez, Alternate Valero, Pedrozo, Vice-Chair Burgis, Chair Verboon
NOES:	0	
ABSTAIN:	0	
ABSENT:	4	Chiesa, Haubert, Valdez, Vice-Chair Hume

6. Adopt a Resolution Authorizing the Executive Director or Designee to Submit and Execute Any and All Agreements, Certifications, and Assurances and Any Other Documents Necessary to Work with the California State Transportation Agency to Re-Purpose $250,000 of State Rail Assistance (SRA) Funding that had been Allocated by the San Joaquin Joint Powers Authority for the Union City Intermodal Station Phase 3 Project **ACTION**

Dan Leavitt gave a presentation on this item.

There were no comments on this item.

M/S/C (Valero/Zuber) to Authorize the Executive Director or Designee to Submit and Execute Any and All Agreements, Certifications, and Assurances and Any Other Documents Necessary to Work with the California State Transportation Agency to Re-Purpose $250,000 of State Rail Assistance (SRA) Funding that had been Allocated by the San Joaquin Joint Powers Authority for the Union City Intermodal Station Phase 3 Project.

Passed and Adopted by the Authority Board on July 18, 2025, by the following vote to wit:

AYES:	6	Alternate Zuber, Gonzalez, Alternate Valero, Pedrozo, Vice-Chair Burgis, Chair Verboon
NOES:	0	
ABSTAIN:	0	
ABSENT:	4	Chiesa, Haubert, Valdez, Vice-Chair Hume

7. Adopt a Resolution Adopting a Fare Increase of 7.5% for the San Joaquins Intercity Passenger Rail Service, Effective October 1, 2025, and Provide Direction on Future Bi-Annual Fare Increases **ACTION**

Director Chiesa joined the meeting at 10:20 am.

Marques Cook gave a presentation on this item.

There were no comments on this item.

M/S/C (Gonzalez/Chiesa) to Adopt a Fare Increase of 7.5% for the San Joaquins Intercity Passenger Rail Service, Effective October 1, 2025, and Provide Direction on Future Bi-Annual Fare Increases.

Passed and Adopted by the Authority Board on July 18, 2025, by the following vote to wit:

AYES:	7	Chiesa, Alternate Zuber, Gonzalez, Alternate Valero, Pedrozo, Vice-Chair Burgis, Chair Verboon
NOES:	0	
ABSTAIN:	0	
ABSENT:	3	Haubert, Valdez, Vice-Chair Hume

8. Adopt a Resolution Authorizing the Executive Director or Designee to Negotiate, Award, and Execute a Ground Lease with California High Speed Rail Authority for the Madera Station Relocation Project Subject to Final Approval of the Ground Lease as to Form by General Counsel **ACTION**

Collin Kemp gave a presentation on this item.

There were no comments on this item.

M/S/C (Gonzalez/Valero) to Authorize the Executive Director or Designee to Negotiate, Award, and Execute a Ground Lease with California High Speed Rail Authority for the Madera Station Relocation Project Subject to Final Approval of the Ground Lease as to Form by General Counsel.

Passed and Adopted by the Authority Board on July 18, 2025, by the following vote to wit:

AYES:	7	Chiesa, Alternate Zuber, Gonzalez, Alternate Valero, Pedrozo, Vice-Chair Burgis, Chair Verboon
NOES:	0	
ABSTAIN:	0	
ABSENT:	3	Haubert, Valdez, Vice-Chair Hume

9. Update and Discussion of Marketing and Outreach Efforts in Southern California for Amtrak San Joaquins **INFORMATION**

Mr. Cook and Gabby Rodriguez gave a presentation on this item.

There were no comments on this item.

Written public comments were received stating that colleges and universities are a great group to market towards.

Stacey Mortensen commended Amtrak on their partnership with the thruway bus connections and complimented the Modern Times Inc. team for the support they provide in marketing in Southern California.

This was an information item only.

8. Board Member Comments

There were no board member comments.

9. Executive Director's Report

Ms. Mortensen invited Chair Verboon to speak about the recent Rail Maintenance Facility tour/visit with the Japanese General Consulate.

Chair Verboon recounted the visit and stressed the importance of building relationships.

Ms. Mortensen also announced the third TRACC cohort's graduation event scheduled for July 27 at 4:00 pm in which various elected officials will be in attendance.

10. Adjournment

Chair Verboon adjourned the meeting at 10:49 am.

The next San Joaquin Joint Powers Authority regular meeting is scheduled for:
September 19, 2025 – 10:00 am

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 4.2 **ACTION**

Adopt a Resolution Authorizing the Governing Board to Execute Amendment 04 to the FFY 2024 San Joaquin Intercity Passenger Rail Service Operating Agreement with Amtrak to Extend the Term of the Continuation Period through November 30, 2025, and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Amendments and Documents Related to Extending the Continuation Period

Background:
Since 2016, Operating Agreements have typically been negotiated annually with Amtrak following the Federal Fiscal Year (FFY) which runs October – September. In March of 2024, the San Joaquin Joint Powers Authority (Authority) Board approved the FFY 2024 (ending September 2024) San Joaquin Intercity Passenger Rail Service Operating Agreement (Agreement) with Amtrak.

Negotiations with Amtrak for the FFY 2025 (October 2024 – September 2025) Agreement have been underway since Summer 2024. In September 2024, the first amendment was executed to include repairs needed at the Merced Amtrak Station for the HVAC system as Extra Work.

In September 2024, the Authority Board approved Amendment 02, effective October 1, 2024, to utilize the Continuation Period provision extending the Agreement through March 31, 2025, for an amount not to exceed $24,199,769.

In June 2025, Amendment 03 was executed to transfer custody and control of the Legacy Equipment to the Authority for the administration, routine and scheduled maintenance, and cleaning of such State-Owned Legacy Equipment operated in the San Joaquin Corridor and Capitol Corridor.

In addition to the negotiations with Amtrak to clarify agreement provisions and update the cost methodology policy for State Supported Routes under Section 209 of the Passenger Rail Investment and Improvement Act of 2008 (i.e., PRIIA Section 209), discussions have also covered the food and beverage program, and other service initiatives. At this time the FFY 2026 PRIIA 209 Operating Cost Forecast has been delayed due to changes in underlying cost rates and operating statistics. Currently, the Authority seeks to extend the current Operating Agreement (FFY2024) in accordance with the Agreement’s Continuation Period provision, and with agreement from Amtrak for contractual continuity.

The Agreement is based upon forecasted funding levels approved by the California State Transportation Agency (CalSTA) in the Annual Business Plan. The FY26 Rate Schedule and Cost Estimate outlining the service's monthly costs is based on requested funding. The annual cost estimate for the San Joaquins service ($75,783,929) and the forecasted FFY 2026 State/Authority contribution ($44,296,498) will not exceed the funding levels identified in the Business Plan Approval Letter.

Proposed Amendment 04 will fund Operations from October 1, 2025, to November 30, 2025, for an amount not to exceed $7,382,750. Efforts will continue with Amtrak to identify cost controls and other strategies to reduce costs to the approved funding level and develop custom rates where applicable. In the event Amtrak's actual costs exceed the state cost model, the Authority will utilize State Rail Assistance funds, as needed.

Proposed Amendment 04 will negate the need for the FFY 2025 operating agreement. The various parties will continue negotiations for the FFY 2026 (December 1, 2025 – September 30, 2026) operating agreement and the FFY 2026 operating agreement will be brought to the Authority Board prior to the end of the Continuation Period ending on November 30, 2025.

Procurement Approach:
This amendment was handled in accordance with the Rail Commission's Procurement Manual, as the Rail Commission is the managing agency for the Authority. Procurement and Contracts staff determined the price to be fair and reasonable.

This Amendment 04 to the operating agreement with Amtrak will increase the FFY 2024 contract amount of $7,382,750 by for a new Not-to-Exceed Amount of $116,918,744 for the FFY 2024, FFY 2025 operating year and partial FFY 2026 operating years.

This Amendment's commencement date is October 1, 2025, with an end date of November 30, 2025, unless mutually agreed to and extended in writing signed by the Authority and Amtrak.

Fiscal Impact:
State funding for the San Joaquins Operating Agreements was requested in the FY 25/26 Annual Business Plan submitted to California State Transportation Agency (CalSTA) and with State Rail Assistance (SRA).

Recommendation:
Adopt a Resolution Authorizing the Governing Board to Execute Amendment 04 to the FFY 2024 San Joaquin Intercity Passenger Rail Service Operating Agreement with Amtrak to Extend the Term of the Continuation Period through November 30, 2025, and Authorizing the Executive Director, or Designee to Negotiate, Award, and Execute Any and All Amendments and Documents Related to Extending the Continuation Period.

SJJPA RESOLUTION 25/26 –

RESOLUTION AUTHORIZING THE GOVERNING BOARD TO EXECUTE AMENDMENT 04 TO THE FFY 2024 SAN JOAQUIN INTERCITY PASSENGER RAIL SERVICE OPERATING AGREEMENT WITH AMTRAK TO EXTEND THE TERM OF THE CONTINUATION PERIOD THROUGH NOVEMBER 30, 2025, AND AUTHORIZING THE EXECUTIVE DIRECTOR, OR DESIGNEE, TO NEGOTIATE, AWARD, AND EXECUTE ANY AND ALL AMENDMENTS AND DOCUMENTS RELATED TO EXTENDING THE CONTINUATION PERIOD

WHEREAS, since 2016, Operating Agreements have typically been negotiated annually with Amtrak following the Federal Fiscal Year (FFY) which runs October – September; and

WHEREAS, in March of 2024, the San Joaquin Joint Powers Authority (Authority) Board approved the FFY 2024 (ending September 2024) San Joaquin Intercity Passenger Rail Service Operating Agreement (Agreement) with Amtrak; and

WHEREAS, negotiations with Amtrak for the FFY 2025 (October 2024 – September 2025) Agreement have been underway since Summer 2024; and

WHEREAS, in September 2024, the first amendment was executed to include repairs needed at the Merced Amtrak Station for the HVAC system as Extra Work; and

WHEREAS, in September 2024, the Authority Board approved Amendment 02, effective October 1, 2024, to utilize the Continuation Period provision extending the Agreement through March 31, 2025, for an amount not to exceed $24,199,769, and

WHEREAS, in June 2025, Amendment 03 was executed to transfer custody and control of the Legacy Equipment to the Authority for the administration, routine and scheduled maintenance, and cleaning of such State-Owned Legacy Equipment operated in the San Joaquin Corridor and Capitol Corridor; and

WHEREAS, at this time the FFY26 PRIIA 209 Operating Cost Forecast has been delayed due to changes in underlying cost rates and operating statistics; and

WHEREAS, the Authority seeks to extend the current Operating Agreement (FFY2024) in accordance with the Agreement's Continuation Period provision, and with agreement from Amtrak for contractual continuity; and

WHEREAS, the Agreement is based upon forecasted funding levels approved by the California State Transportation Agency (CalSTA) in the Annual Business Plan; and

WHEREAS, Proposed Amendment 04 will fund Operations from October 1, 2025, to November 30, 2025, for an amount not to exceed $ 7,382,750; and

WHEREAS, Proposed Amendment 04 will negate the need for the FFY 2025 operating agreement; and

WHEREAS, Procurement and Contracts staff determined the price to be fair and reasonable.

NOW, THEREFORE, BE IT RESOLVED that the Governing Board of the San Joaquin Joint Powers Authority hereby Authorizes the Governing Board to Execute Amendment 04 to the FFY 2024 San Joaquin Intercity Passenger Rail Service Operating Agreement with Amtrak to Extend the Term of the Continuation Period through November 30, 2025, and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Amendments and Documents Related to Extending the Continuation Period.

PASSED AND ADOPTED, by the San Joaquin Joint Powers Authority this 19th day of September 2025, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

SAN JOAQUIN JOINT POWERS AUTHORITY

STACEY MORTENSEN, Secretary

DOUG VERBOON, Chair

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 4.3 **INFORMATION**

Ad Hoc Antioch Station Working Group Update

Background:
At the September 20, 2024, Board meeting, the San Joaquin Joint Powers Authority (Authority) received an informational report regarding the Antioch-Pittsburg Station. During the discussion, Directors Burgis and Young recommended forming an Ad Hoc Antioch Station Working Group (ASWG) to engage the public and agency stakeholders in addressing safety and security challenges at the station.

Working Group Meetings

The ASWG has convened three (3) times since its formation. All meetings were facilitated by Winters Consulting.

- **February 18, 2025 (Zoom):** Vice-Chair Burgis, Antioch Mayor Ron Bernal, City Manager Bessie Marie Scott, Authority staff, Amtrak, and Antioch staff participated. No community representatives were available for this meeting.
- **April 17, 2025 (Antioch City Hall):** Vice-Chair Burgis, Antioch Mayor Ron Bernal, City Manager Bessie Marie Scott, Authority staff, Amtrak, Antioch staff, and both community representatives participated.
- **July 9, 2025 (Zoom):** Staff on behalf of Vice-Chair Burgis, City Manager Bessie Marie Scott, Authority staff, Amtrak, Antioch City staff, and one community representative participated.

Key Issues and Outcomes

- **Station Decommissioning**
  - At the second ASWG meeting, a community member expressed uncertainty about whether the station had been decommissioned.
  - Vice-Chair Burgis and Authority staff confirmed Authority's March 2023 vote to decommission the Antioch Train Station and Authority staff provided the Authority resolution for reference.

- **Beautification and Security Investments**
  - Antioch City Council approved $375,000 for station beautification and upgrades.
  - An additional $75,000 was appropriated for security services, with implementation expected within weeks of the April meeting.
  - City staff conducted a site walk with ASWG members to review planned improvements.

- **Media and Communications**
  - At the City Manager's request, ASWG members agreed that no media messaging would be released without consensus of the full group.

- **Security Coordination**
  - At the April 17, 2025, meeting, City leadership stated in addition to police presence 20 minutes before and after the San Joaquins arrival, private security funds have been added to the City budget. The private security team will be dispatched to the station on days when Antioch Police are not there. Security will be uniformed, armed, and patrol the station and platform areas.
  - Antioch Police Chief described ongoing efforts to coordinate security but cited inconsistent engagement from the contracted security staff.
  - Authority staff relayed passenger and Amtrak crew concerns regarding a lack of security and recommended the Amtrak mobile app for real-time train tracking. As of September 2025, there has not been a consistent law enforcement or security presence at Antioch-Pittsburg Station.

- **Host Railroad Requirements**
  - Community members requested clarification on BNSF's mile spacing requirements between stations.
  - Authority staff explained the differences in requirements between BNSF and UPRR.

Next Steps
The Antioch City Manager will provide an update to the Board at the November 21, 2025 meeting.

<u>Fiscal Impact:</u>
There is no fiscal impact.

<u>Recommendation:</u>
This is an informational item. There is no action requested.

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 4.4 **INFORMATION**

Operating Expense Report

Please see the attached San Joaquin Joint Powers Authority Operating Expense Report for the following period:

- Fiscal Year 2024/2025 (July 1, 2024 – June 30, 2025)

Fiscal Impact:
There is no fiscal impact.

Recommendation:
This is an informational item. There is no action requested.

San Joaquin Joint Powers Authority
Operating Expense Report
JUNE 2025
100% of Budget Year Elapsed

OPERATING EXPENSES	SJJPA FY 24/25 ALLOCATION	EXPENSE THRU JUNE 2025	YTD PERCENT EXPENDED
Administrative Expenses			
Salaries/Benefits/Contract Help	3,777,610	3,208,391	85%
Office Expense	16,980	6,845	40%
Subscriptions/Periodicals/Memberships	15,590	3,870	25%
Office Equipment Lease	16,765	9,257	55%
Computer Systems	5,250	4,534	86%
Communications	33,376	22,071	66%
Motor Pool	38,300	12,003	31%
Transportation/Travel	39,750	32,626	82%
Training	6,402	5,995	94%
Audits Regulatory Reporting	45,750	18,465	40%
Professional Services Legislative	260,000	208,812	80%
Professional Services Legal	272,000	270,520	99%
Professional Services General	1,034,170	950,220	92%
Professional Services Grants	145,000	145,000	100%
Publications/Legal Notices	12,500	1,125	9%
Professional Services Operations	-	-	0%
Communications, Operations	21,105	20,648	98%
Maintenance of Headquarters Structures/Grounds	195,047	141,730	73%
Insurance	184,000	181,671	99%
Insurance Management Fees	11,250	10,542	94%
Security Services/Safety Program	94,697	58,707	62%
Administrative Expenses Subtotal	6,225,542	5,313,033	85%
Marketing Expense			
Marketing & Outreach	2,400,000	2,309,342	96%
Marketing Expenses Subtotal	2,400,000	2,309,342	96%
Contract Expense			
San Joaquin Intercity Rail Operations (All Contracts)	107,148,797	68,266,506	64%
Contract Expense Subtotal	107,148,797	68,266,506	64%
TOTAL OPERATING EXPENSES	**115,774,339**	**75,888,881**	66%

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 4.5 **INFORMATION**

Capital Expense Report

Please see the attached San Joaquin Joint Powers Authority Capital Programs Expense Report for the following period:

- Fiscal Year 2024/2025 (July 1, 2024 – June 30, 2025)

Fiscal Impact:
There is no fiscal impact.

Recommendation:
This is an informational item. There is no action requested.

San Joaquin Joint Powers Authority
Capital Expense Report
June 2025

		PROJECT PHASE							
		PA&ED	PS&E	ROW	CON	OTHER	24/25 CAPITAL BUDGET	YTD EXPENSE THROUGH JUNE 2025	% OF PLANNED EXPENDITURES
SAN JOAQUIN JOINT POWERS AUTHORITY MINOR PROGRAM (WORK PROGRAM TABLE 6)									
1	SJ Station Signage Project (Phase 1 Design) & (Phase 2 Production and Installati					X	417,219	216,575	52%
3	Public Information Display System (PIDS)				X	X	350,000	-	0%
4	Facility & Station Improvements					X	250,000	-	0%
5	San Joaquins Minor Capital Program					X	148,344	2,100	1%
TOTAL SJJPA MINOR CAPITAL PROJECTS							**$ 1,165,563**	**$ 218,675**	**19%**
SAN JOAQUIN JOINT POWERS AUTHORITY MAJOR PROGRAM (WORK PROGRAM TABLE 7)									
1	BNSF 2nd Main Track Capital Improvements	X					1,369,919	-	0%
2	BNSF CP Lake to CP Escalon				X		8,700,000	3,714,585	43%
3	Cabral Annex Building Expansion			X	X		2,646,488	167,141	6%
4	Hanford Station Community Safety and Accessibility Enhan		X				576,236	37,165	6%
5	High-Speed Rail/Early Train Operator Coordination Support					X	3,385,000	1,088,836	32%
6	Madera Station Relocation				X		14,794,000	471,683	3%
7	Madera High Speed Rail Station Early Operating Segment		X				478,400	-	0%
8	Madera High Speed Rail Station Full Build	X					1,004,352	1,014,886	101%
9	Merced Integrated Track Connector (MITC) Environ	X					2,970,890	1,178,944	40%
10	Oakley Station & Track Improvements		X		X		3,443,393	227,674	7%
11	Rail Maintenance Facility (RMF) Expansion				X		1,000,000	1,451,041	145%
12	Stockton Wye		X		X		8,517,631	3,889,245	46%
13	Union City Intermodal Station Phase 3 Environment	X					250,000	6,092	2%
TOTAL SJJPA MAJOR CAPITAL PROGRAM							**$ 49,136,309**	**$ 13,247,292**	**27%**
TOTAL CAPITAL PROJECTS SJJPA							**$ 50,301,872**	**$ 13,465,967**	**27%**

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 4.6 **INFORMATION**

Announcement of Appointment of David Lipari as San Joaquin Regional Rail Commission Interim Executive Director

Background:
The San Joaquin Regional Rail Commission (Rail Commission), by unanimous vote of the regular voting members, appointed David Lipari, currently the Rail Commission Interim Deputy Executive and formerly the Rail Commission Deputy Director of Passenger Experience & Communications, to serve as the Rail Commission's Interim Executive Director during a closed session meeting held on September 6, 2025. Mr. Lipari's appointment was announced when the Rail Commission returned to open session. Mr. Lipari will serve as the Interim Executive Director during the Rail Commission's recruitment for a Chief Executive Officer necessitated by the announcement of the retirement of Executive Director, Stacey Mortensen. Mr. Lipari's appointment as Interim Executive Director will be effective October 3, 2025, at 5:00 pm and continue for a period of four (4) months under terms and conditions to be approved by the Rail Commission at its October 3, 2025, regular meeting. Mr. Lipari will also serve as Interim Executive Director of the San Joaquin Joint Powers Authority (Authority) under the terms of the Managing Agency Agreement between the Authority and the Rail Commission.

Fiscal Impact:
There is no fiscal impact.

Recommendation:
This item is information only and requires no action by the Authority.

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 4.7 **INFORMATION**

Washington Update

Background:
Please see the attached Washington Update Report provided for September 2025.

Fiscal Impact:
There is no fiscal impact.

Recommendation:
This is an informational item. There is no action requested.

TG | &A

PREPARED BY TAI GINSBERG & ASSOCIATES, LLC

AUGUST 2025 REPORT

MONTHLY REPORT

LATEST LEGISLATIVE & REGULATORY UPDATES

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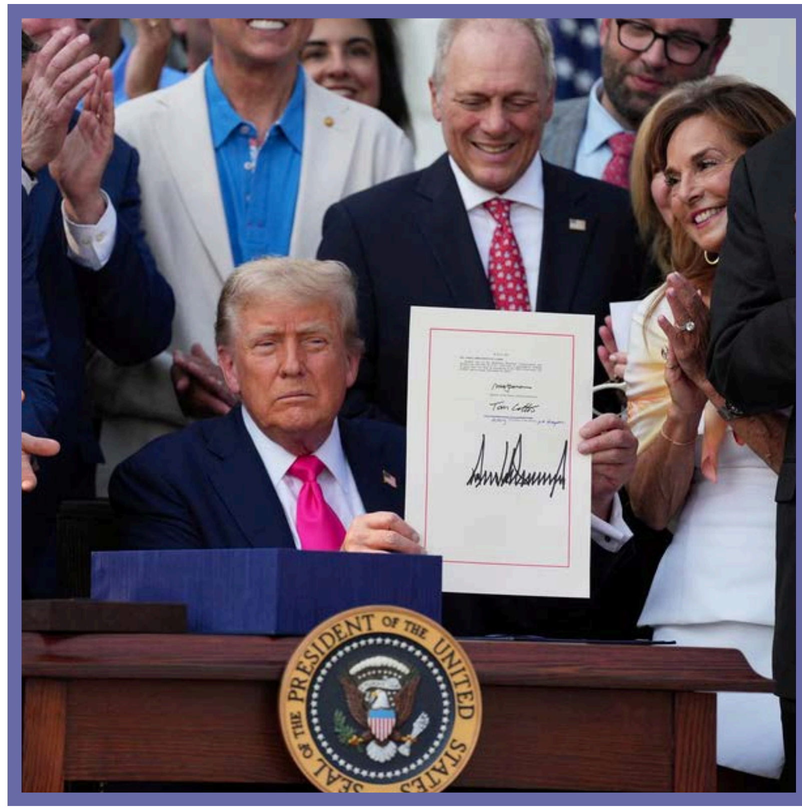
EXECUTIVE SUMMARY



ABC News, 7/4/25

AUGUST RECESS OUTLOOK

Following the August recess, Congress will look to advance FY26 appropriations bills this fall. Respective committees are working to hit their targeted deadline of passing a budget before the end of the year. There could be a Continuing Resolution (CR) as Congress hashes out the final agreement for the budget.

JULY SESSION RECAP

During the July session, significant developments occurred in U.S. federal transportation policymaking. The "One Big Beautiful Bill" (H.R. 1), a major legislative initiative that included a heavy focus on infrastructure programs, received notable attention during appropriations discussions, highlighting the allocation of funds to support nationwide transportation projects.

Concurrently, Transportation Secretary Sean Duffy testified before the House Transportation and Infrastructure Committee, emphasizing the importance of infrastructure investments and advocating for policies to improve transportation safety and efficiency. Additionally, the Senate Environment and Public Works Committee conducted a hearing on the Surface Transportation Reauthorization, which is set to expire in 2026, aimed at modernizing surface transportation infrastructure, securing federal funding, and addressing long-term infrastructure resilience and sustainability.

APPROPRIATIONS & BUDGET UPDATES

	FY2024			FY2025			FY 2026			
	IIJA Advance Approps	Final Approps bill	Total Funding	IIJA Advance Approps	Final Approps bill	Total Funding	IIJA Advance Approps	President request	House	Senate
USDOT BUILD	$1.5b	$345m	$1.8b	$1.5b	$345m	$1.8b	$1.5b	$0	$0	$250m
USDOT MEGA	$1b	$0	$1b	$1b	$0	$1b	$1b	$0	$0	$0
Amtrak NEC	$1.2b	$1.14b	$2.3b	$1.2b	$1.14b	$2.3b	$1.2b	$850m	$925m	$850m
Amtrak National Network	$3.2b	$1.29b	$4.5b	$3.2b	$1.29b	$4.5b	$3.2b	$1.58b	$1.388b	$1.58b
FRA CRISI	$1b	$199m	$1.2b	$1b	$100m	$1.1b	$1b	$500m	$538m	$151.5m
FRA Fed-State Partnership	$7.2b	$75m	$7.3b	$7.2b	$75m	$7.3b	$7.2b	$0	($75m)	$75m
FRA Rail Restoration & Enhancement	$50m	$0	$50m	$50m	$0	$50m	$50m	$0	$0	$0
FRA Rail Crossing Elimination	$600m	$0	$600m	$600m	$0	$600m	$600m	$0	$0	$0

HOUSE UPDATES

- On July 14, 2025, the House Appropriations Subcommittee on Transportation, Housing, and Urban Development (THUD) held a markup of the Fiscal Year 2026 THUD appropriations bill, advancing it by a party-line vote of 9–7.

- The $89.9 billion proposal, $6 billion below current levels, prioritizes infrastructure modernization, including $5 billion for FAA upgrades and funding for 2,500 new air traffic controllers, while reducing federal housing outlays. No amendments were adopted.

- The House THUD bill for FY 2026 utilizes Infrastructure Investment and Jobs Act (IIJA) advanced appropriations to fund programs like CRISI and Amtrak in FY26. The bill proposes funding for Amtrak and CRISI by transferring unobligated FY 2026 funding from the Federal-State Partnership for Intercity Passenger Rail Program, which was initially provided through advance appropriations in the IIJA.

- The bill reduces the General Fund appropriation for Amtrak compared to FY 2025 enacted levels, while significantly increasing funding for CRISI Grants.

SENATE UPDATES

On July 24, 2025, the Senate Appropriations Committee approved FY26 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Act. The measure, which was advanced by a vote of 27-1, provides $400 million in defense funding and $99.8 billion in nondefense funding.

The bill includes $26.5 billion in discretionary budget authority for DOT, including:

- Office of the Secretary: $1.1 billion, including $250 million for the BUILD grant program and $513.6 million for the Essential Air Service program.

- Federal Aviation Administration: $22 billion, including $13.8 billion for Operations, $4 billion for Facilities and Equipment, $290 million for Research and Development, and $4 billion for Grants-in-Aid for Airports. This funding provides for an additional 2,500 new air traffic controllers and prioritizes investments to modernize outdated systems in our National Airspace.

- Federal Highway Administration: $63.3 billion, including $350 million for a competitive Rural Bridge Repair and Rehabilitation program, $25 million for high priority Tribal transportation projects, and $10 million for the National Scenic Byways Program.

- Federal Railroad Administration (FRA): $2.9 billion, including $2.4 billion for Amtrak, of which $1.6 billion is for the National Network, as well as $100 million is for the Consolidated Rail Infrastructure and Safety Improvements grant program (CRISI). Additionally, $4.8 million is provided for FRA’s Close Call Reporting System, as well as funding for railroad trespass prevention and positive train control support.

- Federal Transit Administration: $16.8 billion, including $1.9 billion for the Capital Investment Grants program, $1.1 billion for the bus and bus facilities program, and $55 million for the ferry program, which includes rural ferries.

The bill also includes $29.2 million for the Amtrak Inspector General, $145 million for the National Transportation Safety Board, and $40.8 million for the Surface Transportation Board.

H.R. 1 OVERVIEW RELEVANT TO T&I PRIORITIES

SUMMARY

On July 3, 2025, the House passed the Senate-approved H.R.1, One Big Beautiful Bill Act via a party-line vote (218-214). This mirrors the party-line 51 to 50 vote in the Senate, with Vice President Vance casting the tie breaking vote. President Trump then signed this legislation into law on July 4th, meeting his original deadline.

RESCINDED GRANT PROGRAMS

OBBBA rescinds unobligated funding for a large swath of IRA programs, including:

- EPA's Greenhouse Gas Reduction Fund (GGRF);
- EPA's Environmental Justice Block Grants;
- EPA's Climate Pollution Reduction Grants;
- DOE's State-Based Home Energy Efficiency Contractor Training Grants; and
- DOT's Neighborhood Access and Equity Program

Link to final bill text

For several of these programs, unobligated balances are relatively low, consisting largely of administrative funds.

However, how these programs will continue to be administered in the absence of designated funds is an open question. It may become more difficult for local governments to communicate with agency contacts or certify compliance with grant terms. It is also unclear how funds that are currently obligated to awardees under these programs will be treated if the underlying grants are terminated.

The GGRF fares particularly badly: in addition to the rescission of unobligated balances, the Act repeals the underlying statutory authority for the program (i.e. it strikes the relevant section from Clean Air Act). The provisions of the OBBBA sit alongside EPA's efforts to terminate the National Clean Investment Fund and the Clean Communities Investment Accelerator, and the litigation surrounding these two GGRF programs.

U.S. DEPARTMENT OF ENERGY LOAN PROGRAMS RESCINDED AND REFOCUSED

OBBBA:

- Repeals several IRA loan authorities and rescinds billions in unobligated credit subsidy, including:
    - $3.6 billion for DOE's Title 17 loan guarantee program
    - $3 billion for the Advanced Technology Vehicles Manufacturing (ATVM) loan program
    - $5 billion for the Energy Infrastructure Reinvestment (EIR) program under Section 1706
- Revises and reauthorizes Section 1706 of the Energy Policy Act as a new Energy Dominance Financing authority; capitalized with $1 billion and enables DOE to guarantee loans that:
    - Repower, repurpose or expand existing energy infrastructure, including fossil, nuclear and critical minerals projects
    - Include projects that improve grid reliability or increase capacity and output, but explicitly bars support for projects receiving other forms of direct federal financial assistance

SURFACE TRANSPORTATION PROVISIONS

OBBBA will:

- Rescind unobligated funding from several IRA transportation programs, including Federal Highway Administration (FHWA) Neighborhood Access and Equity (NAE) Grants, Environmental Review Implementation Funds and Low-Carbon Transportation Materials Grants
- Eliminate the Corporate Average Fuel Economy (CAFE) civil penalties

REDUCTION IN TAX CREDITS FOR CONSUMERS

Previously, commuters could deduct up to $175 per month each for vanpool, transit pass, or a parking pass. This bill will mandate that commuters can only deduct up to $175 total per month for any combination of those services. The deduction for bicycle commuting has been eliminated entirely.

SF Bike Coalition, 6/23/24

EV AND GAS-POWERED CAR PROVISIONS

Since the passage of the IRA, local governments, nonprofits, and other eligible entities have been able to claim the value of certain clean vehicle and clean energy tax credits in cash, through a mechanism referred to as elective pay. Elective pay itself is untouched in the OBBBA, but the aggressive phase-out of and additional restrictions imposed upon the underlying tax credits severely impact eligible entities' ability to claim them via elective pay.

COMMERCIAL EVS

The OBBBA eliminates the Commercial Clean Vehicle Tax Credit under Section 45W of the Internal Revenue Code (IRC) for all vehicles acquired after September 30, 2025. This tax credit, which provides $7,500 back for qualified vehicles under 14,000 pounds and $40,000 back for vehicles over 14,000 pounds, has been used by cities across the country to support the electrification of their municipal fleets, from electric police cars to school buses to public works vehicles. Cities can still file for elective pay to offset the costs of commercial clean vehicles acquired before the September 30, 2025, cut-off; after that, the tax credit is repealed.

RMI, 8/20/2024

EV CHARGING

The Alternative Fuel Infrastructure Tax Credit under Section 30D of the IRC receives a marginally more generous phase-out than the EV tax credits. The 30D credits covers up to 30 percent of the costs of EV charging, hydrogen fueling, and other low emissions fueling installations in low-income areas and non-urban census tracts.

In addition to tax credits available directly to local governments through elective pay, the OBBBA repeals several incentives used by residents and businesses for investments that can help save money and reduce local building, transportation, and electricity sector emissions. The new and used clean vehicles tax credits for individuals – the Clean Vehicle Tax Credit under Section 30D of the IRC and the Used Clean Vehicle Credit under Section 25E of the IRC – will terminate on September 30, 2025, in line with the Commercial Clean Vehicle Tax Credit (discussed above).

It does **not include** the House-passed annual fee for electric and hybrid vehicles.

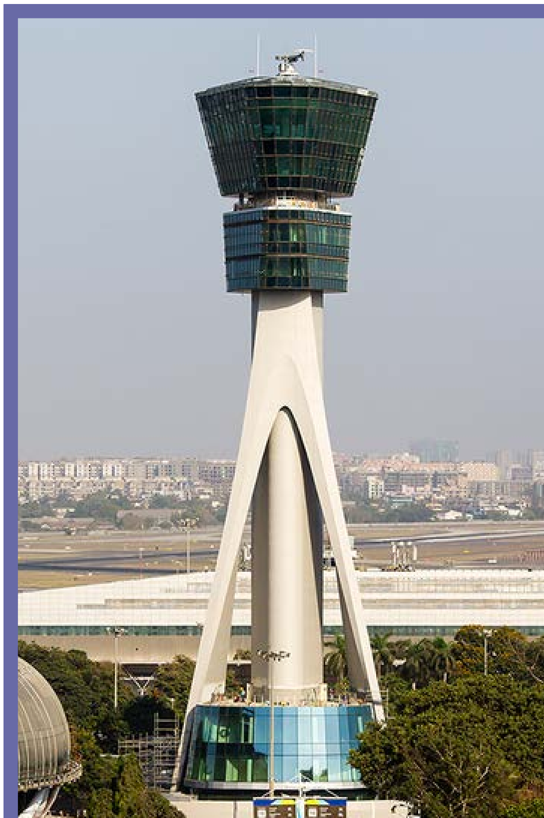
AVIATION & AIR TRAFFIC CONTROL

Flying Magazine, 2/28/2025

OBBBA invests $12.52 billion for federal air traffic control modernization, including radar replacement, telecommunications upgrades and new air traffic control centers, including:

- $4.75 billion for telecommunications infrastructure modernization and system upgrades
- $3 billion in radar systems replacement
- $1.9 billion for construction of a new Air Route Traffic Control Center (ARTCC)
- $1 billion for Terminal Radar Approach Control (TRACON) recapitalization
- $500 million for runway safety technologies and airport surface surveillance
- $100 million for advanced training technologies for air traffic controllers

It also rescinds unobligated funds for Federal Aviation Administration (FAA) alternative fuel and Low-Emission Aviation Technology programs authorized under Section 40007(A) of the IRA.



Wikipedia

NOTABLE JULY HEARINGS

JULY 16TH SENATE COMMERCE NOMINATIONS HEARING

TT News, 7/31/2025

- On July 16th, 2025, the Senate Committee on Commerce, Science, and Transportation held a nomination(s) hearing to consider President Trump's picks to lead FMCSA, NHTSA, and PHMSA: Derek Barrs, Jonathan Morrison, and Paul Roberti, respectively.

- Senators from both sides of the aisle raised concerns about declining enforcement, pointing to major drops in safety activity across all three agencies.

- Senators questioned the nominees on freight fraud, fake CDLs, and truck parking shortages to impaired driving prevention, pipeline cybersecurity, and unfinished mandates under the 2023 PIPES Act. Autonomous vehicles (AVs) were a significant focus, with multiple Senators urging NHTSA to lead with clear federal standards.
  - Morrison said AV regulation would be a top priority.

- Senators also voiced broader concerns around how DOT can modernize safety rules without driving up costs.

- All three nominees committed to rebuilding enforcement capacity, improving transparency, and working closely with Congress. They agreed to focus on overdue rulemaking, better coordination across agencies, and making sure DOT keeps pace with new safety risks.

JULY 16TH HOUSE T&I OVERSIGHT HEARING

AOL, 7/16/2025

- On July 16th, 2025, the House Transportation and Infrastructure Committee held an oversight hearing in which DOT Secretary Sean Duffy testified on the Department of Transportation's FY26 budget request and priorities.

- Much of the discussion focused on air traffic control modernization, especially in light of recent aviation safety incidents.
  - Secretary Duffy outlined a three- to four-year plan to overhaul the system.

- Members also raised concerns about proposed workforce cuts across DOT agencies and questioned the administration's plan to cancel $5.7 billion in EV charging infrastructure grants.

- Duffy said the Department is still reviewing over 1,300 competitive grant applications. Members from both sides emphasized the importance of reauthorizing surface transportation programs.

- While Republicans focused on regulatory reform and expanding state flexibility, Democrats called for continued investments in safety, equity, and implementation of the FAA Reauthorization Act of 2024.

- Members used the hearing to highlight a wide range of district-level priorities, from outdated airport towers and port expansion needs to rail safety and grant delivery delays.

- Several lawmakers pressed the Secretary on the Department's approach to autonomous vehicles.
  - Duffy expressed support for a cautious, data-driven approach and agreed that regulation must keep pace with innovation.

City of Phoenix, 7/18/25

JULY 16TH SENATE ENVIRONMENT AND PUBLIC WORKS HEARING ON SURFACE TRANSPORTATION

- This hearing was convened to discuss the upcoming surface transportation reauthorization bill and gather stakeholders' perspectives.

- Witnesses, including Kelly Armstrong and Austin Ramirez, highlighted the need to initiate permitting reform through an expedited the judicial review process and enforced deadlines in the regulatory process. These witnesses also emphasized the need to strengthen our supply chains and increase flexibility for localities through federal grants.

- All witnesses, Including Phoenix Mayor Kate Gallego, agreed on the importance of federal funding, although Armstrong argued that formula funding was more helpful than discretionary grants.

- Republican Members stressed the need to streamline regulations and advance projects more quickly, especially in rural communities. These Members made it clear that they will attempt to advance permitting reform this Congress.

- Democratic Members highlighted the importance of federal funding in improving the nation's infrastructure, pointing to the success of the PROTECT, Safe Streets for All, and Healthy Streets Initiatives. Democrats focused on building resilience in infrastructure that will withstand climate change and natural disasters, like extreme heat.

CONTACT US

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 5 **INFORMATION**

Rail Safety Month Presentation

Background:
The San Joaquin Joint Powers Authority (Authority) is excited to announce its Rail Safety Month campaign for 2025, which aims to promote a culture of safety and awareness within the community. Together, the Authority and California Operation Lifesaver are committed to enhancing safety awareness, strengthening community connections, and ensuring a safer environment for all residents and visitors throughout the corridor.

To kick off this campaign, the Authority will host an “Officer on the Train” event on September 17. This event will start at Madera station and travel to Fresno. During the journey, staff will conduct a focused, intensive effort to address a specific safety issue or set of safe work practices within a workplace or industry, otherwise known as a ‘safety blitz,’ at the Amtrak station in collaboration with California Operation Lifesaver, Amtrak, and other local law enforcement agencies. This initiative typically involves a coordinated team effort to observe, inspect, or educate, aiming to improve compliance and raise awareness. In this instance, the focus is on Rail Safety. An officer will ride on the locomotive to gain insight into the challenges faced by train operators on the main line. Furthermore, other law enforcement agencies and special guests will ride in Car #1, and staff will conclude the event with a joint safety blitz at the station.

Throughout September, Authority staff will use the San Joaquins social media channels to highlight the importance of rail safety by focusing on a new safety topic each week. Staff will actively engage with passengers using California Operation Lifesaver-approved hashtags and promote the campaign slogan, #RallyforRailSafety, to encourage support and participation. The ongoing collaboration between the Authority, the San Joaquin Regional Rail Commission, and California Operation Lifesaver will further enhance efforts to educate the public about respecting railroads and maintaining safety around this vital infrastructure. Additionally, staff will present a comprehensive overview of the agency’s social media efforts throughout the month, demonstrating our commitment to safety and community engagement.

Fiscal Impact:
There is no fiscal impact.

Recommendation:
This is an informational item. There is no action requested.

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 6 **ACTION**

Adopt a Resolution Approving an Agreement with Jeffrey Scott Advertising, Inc. for the San Joaquins Rebranding for an Amount Not-to-Exceed $414,993 and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project, Including Approving Any and All Amendments thereto within Their Spending Authority

Background:
On March 19, 2025, the San Joaquin Joint Powers Authority (Authority) was presented with the finalized brand name, design, and standards for the Gold Runner, which will replace the service's existing name, 'Amtrak® San Joaquins℠' Working in coordination with the State and Amtrak, staff have been able to plan for a rebranding launch date of November 3, 2025.

To successfully introduce the new Gold Runner brand to passengers, communities, and stakeholders, there will be a series of pre- and post-launch activities and efforts that will take place. Staff will need support in the planning, production, media placement, social engagement, and collateral development activities to reposition the Gold Runner brand and promote awareness across target demographics. Critical, strategic initiatives include:

- Development and production of advertising campaigns and marketing assets for the new brand.
- Digital updates for the websites managed by the Authority, as well as Amtrak.com.
- Update to communication channels for social media and email marketing.
- Outreach to stakeholders and community partners.
- Overhaul of signage at stations and bus stops along the route.
- Coordination of media events to promote the brand launch.
- Production and installation of exterior logos for train and bus liveries.

It is anticipated that completion of these initiatives will take several years and the support of different vendors to accomplish the entire effort. For example, the exterior work required for the train equipment will be done in parallel with other projects and be based on equipment availability. As an initial step, staff requests a budget allocation to bring the new brand into the market with advertising, marketing, and outreach material support as outlined in the FY25/26 and 26/27 Annual Business Plan.

Procurement Approach:
On July 17, 2025, the Authority released a Request for Proposals (RFP) via vendor portal PlanetBids. In addition to PlanetBids, a Notice Inviting Proposals was shared with surrounding Chambers of Commerce, certified Disadvantaged Business Enterprise (DBE) firms, and posted on TransitTalent.com, which directed interested proposers to PlanetBids. Seventy (70) firms showed interest by registering on PlanetBids and either viewing or downloading the RFP documents. On the due date of August 20, 2025, twelve (12) proposals were received from the following firms:

- BC Design Haus, Inc. – Pasadena, CA

- Celtis Ventures, Inc. – Newport Beach, CA
- Clever Creative, Inc. – Los Angeles, CA
- Contigo Communications – San Francisco, CA
- D2 Creative, LLC – Kirkland, WA
- Jeffrey Scott Advertising, Inc. – Fresno, CA
- Leap Five, LLC – Louisville, KY
- Mariposa Planning Solutions, LLC – San Jose, CA
- Nonpareil Ventures, LLC – San Rafael, CA
- Purple Group – Chicago, IL
- Sensis, Inc. – Glendale, CA
- Watson Creative – Bend, OR

The Procurement and Contracts Department reviewed the proposals for completeness and responsiveness, deeming eleven (11) of the twelve (12) proposals received as responsive in meeting the RFP requirements. The responsive proposals were evaluated by a panel consisting of Authority Staff.

Interviews were not held for this RFP. The written proposals were scored, and Jeffrey Scott Advertising, Inc. was determined to be the most responsive and responsible firm.

The Authority project manager reviewed the price, determining that the overall price to be fair, reasonable, and in line with the scope.

The agreement will be effective upon execution by both parties with a not-to-exceed amount of $414,993. The base contract is for one (1) year with no option to renew.

The Notice of Intent to Award was published on September 2, 2025. Pursuant to the approved and adopted protest procedure, the proposal protest period closed on September 17, 2025, at 2:00 P.M. PDT. No Proposal Protests were received.

<u>Fiscal Impact:</u>
Costs associated with the rebranding effort have been included in the 2025 SJJPA Business Plan.

<u>Recommendation:</u>
Adopt a Resolution Approving an Agreement with Jeffrey Scott Advertising, Inc. for the San Joaquins Rebranding for an Amount Not-to-Exceed $414,993 and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project Including Approving Any and All Amendments thereto within Their Spending Authority.

SJJPA RESOLUTION 25/26 –

RESOLUTION APPROVING AN AGREEMENT WITH JEFFREY SCOTT ADVERTISING, INC. FOR THE SAN JOAQUIN REBRANDING FOR AN AMOUNT NOT-TO-EXCEED $414,993 AND AUTHORIZING THE EXECUTIVE DIRECTOR, OR DESIGNEE, TO NEGOTIATE, AWARD, AND EXECUTE ANY AND ALL AGREEMENTS AND DOCUMENTS RELATED TO THE PROJECT, INCLUDING APPROVING ANY AND ALL AMENDMENTS THERETO WITHIN THEIR SPENDING AUTHORITY

WHEREAS, on March 19, 2025, the San Joaquins Joint Powers Authority (Authority) was presented with the finalized brand name, design, and standards for the Gold Runner, which will replace the service's existing name, 'Amtrak® San Joaquins℠; and'

WHEREAS, working in coordination with the State and Amtrak, staff have been able to plan for a rebranding launch date of November 3, 2025; and

WHEREAS, to successfully introduce the new Gold Runner brand to passengers, communities, and stakeholders, there will be a series of pre- and post-launch activities and efforts that will take place; and

WHEREAS, it is anticipated that completion of these initiatives will take several years and the support of different vendors to accomplish the entire effort; and

WHEREAS, staff requests a budget allocation to bring the new brand into the market with advertising, marketing, and outreach materials support as outlined in the FY25/26 and 26/27 Annual Business Plan; and

WHEREAS, the Authority project manager reviewed the price, determining that the overall price to be fair, reasonable, and in line with the scope.

NOW, THEREFORE, BE IT RESOLVED that the Governing Board of the San Joaquin Joint Powers Authority hereby Approves an Agreement with Jeffrey Scott Advertising, Inc. for the San Joaquin Rebranding for an Amount Not-to-Exceed $414,993 and Authorizing the Executive Director, or Designee, to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project Including Approving Any and All Amendments thereto within Their Spending Authority.

PASSED AND ADOPTED, by the San Joaquin Joint Powers Authority this 19th day of September 2025, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

SAN JOAQUIN JOINT POWERS AUTHORITY

____
STACEY MORTENSEN, Secretary

____
DOUG VERBOON, Chair

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 7 **INFORMATION**

San Joaquins' Service Disruptions

Background:
Safety and service reliability are critical in the management and planning for the San Joaquins service. To ensure continuity, scheduled maintenance, inspections, and repairs are performed on equipment under a mechanical agreement. Additionally, host railroads perform track maintenance throughout the year. The San Joaquin Joint Powers Authority (Authority) collaborates with its mechanical vendor and host railroads to coordinate and prioritize the schedule of activities with a focus on minimizing the impact to riders. However, currently there are several unrelated but critical initiatives that are occurring in parallel, requiring significant, temporary adjustments to both the San Joaquins and Capitol Corridor services. The San Joaquin Joint Powers Authority (Authority) and Capitol Corridor Joint Powers Authority (CCJPA) have agreed to temporary service modifications to accommodate the mechanical transition from Amtrak to TASI, including inspections and repairs of shared equipment. Additionally, the Authority has implemented further adjustments to address track maintenance along its corridor. These concurrent initiatives, spanning equipment transitions and track work, create a rare convergence of disruptions, necessitating coordinated adjustments to maintain long-term service quality.

The following is an overview of the schedule of activities and estimated timelines for completion:

Date Range	Disruption	Affected Services/Train	Mitigation	Est. Completion
Sept 3–Oct 3, 2025	Equipment inspections/repairs (Amtrak to TASI transition)	San Joaquins: 714, 717 suspended Capitol Corridor: 520, 534, 535, 549 suspended	Prioritized inspections/repairs to minimize service cancellations and ensure equipment reliability	Oct 3
Sept 14–Oct 9, 2025	BNSF track maintenance (Fresno–Bakersfield)	711,718 (Sun-Thursday) All trains face speed restrictions (15–25 mph) in affected areas daily	Bus bridge for 711, 718 Fresno-Bakersfield (Sun–Thu) to maintain service continuity 711,718 to operate as normal Friday-Saturday	Oct 9

Sept 14–Oct 9, 2025	Speed restrictions impact	Train 715: 1-hour later departure	Adjusted schedule to ensure connections despite delays from speed restrictions	Oct 9
Sept 19–21, 2025	Richmond platform closure (ADA upgrades)	San Joaquins & Capitol Corridor at Richmond	Bus bridge to/from Martinez to maintain access during platform closure	Sept 21

Temporarily Suspended Trains – September 3 through October 3, 2025
The maintenance of the Northern California train equipment has changed hands from Amtrak to TASI. As part of this transition, TASI is conducting inspections and repairs on all the legacy, bi-level equipment and locomotives. This process lowers equipment availability and could cause unplanned cancellations. To expedite the work and maintain reliability, the Authority and CCJPA have both agreed to temporarily suspend service on select trains: 714 and 717 for the San Joaquins; 520, 534, 535, and 549 for Capitol Corridor. It is anticipated that full service will be reinstated for both routes by October 3, 2025.

Bus Bridge and BNSF Track Work – September 14 through October 9, 2025
BNSF Railway will perform track maintenance in areas between Fresno and Bakersfield. To expand their work window and accelerate completion, a bus bridge will replace trains 711 and 718 between Bakersfield and Fresno from Sunday to Thursday each week, September 14–October 9, 2025. On Fridays and Saturdays, trains 711 and 718 will operate their normal route. All trains will face several speed restrictions of 15–25 mph along the affected areas between Fresno and Bakersfield during this period.

Later Departure for 715 – September 14 through October 3, 2025
With the imposed speed restrictions between Fresno and Bakersfield, 715 will operate one hour later than the published schedule to ensure train meets. This adjusted schedule will remain in place while 714 and 717 are suspended.

Richmond Station Platform Closure – September 19 through September 21, 2025
As part of Amtrak's ADA station improvement plans, the shared Richmond platform for the San Joaquins and Capitol Corridor will be closed between September 19 and September 21, 2025. A bus bridge will be implemented between Richmond and Martinez stations for passengers who require travel to or from Richmond Station.

Staff recognizes the challenges these modifications may have on passengers and has provided regular updates to help with trip planning. Ultimately, the Authority looks forward to the ability to provide a safe, reliable service and equipment for years to come.

<u>Fiscal Impact:</u>
There is no fiscal impact.

<u>Recommendation:</u>
This is an informational item. There is no action requested.

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 8 **INFORMATION**

San Joaquins Service Update

San Joaquins Ridership and Revenue:
The San Joaquins service has shown a slight increase in year-over-year revenue and ridership performance for FY24/25. During the year, with authorization from the San Joaquin Joint Powers Authority (Authority), staff have implemented operational changes and fare strategies to help contain expenses while at the same time increasing revenue. The food and beverage program transitioned away from a hybrid state with bi-level equipment offering traditional Cafe Car service and Venture Cars offering complimentary service to a model where the entire service was offered complimentary in September 2025. Additionally, staff began working with a third-party for inventory management and fulfillment, which began in May 2025. These program changes were implemented to help contain escalating Amtrak costs, while also providing an equitable experience for passengers. As a result of this transition, less revenue would be collected due to the elimination of onboard sales. The Authority also approved a revenue-management pilot program, which ultimately did not meet the projected revenue targets as forecasted by Amtrak and ended in January 2025.

Presently, ridership and revenue stand at approximately 84% and 89%, respectively, of their pre-pandemic levels, signaling a strong recovery while highlighting opportunities for continued growth. The table below provides an overview of the month-over-month and year-over-year performance between FY23/24 and FY24/25.

San Joaquins Ridership and Revenue

(Jul – Jun) FY 23/24 vs FY 24/25

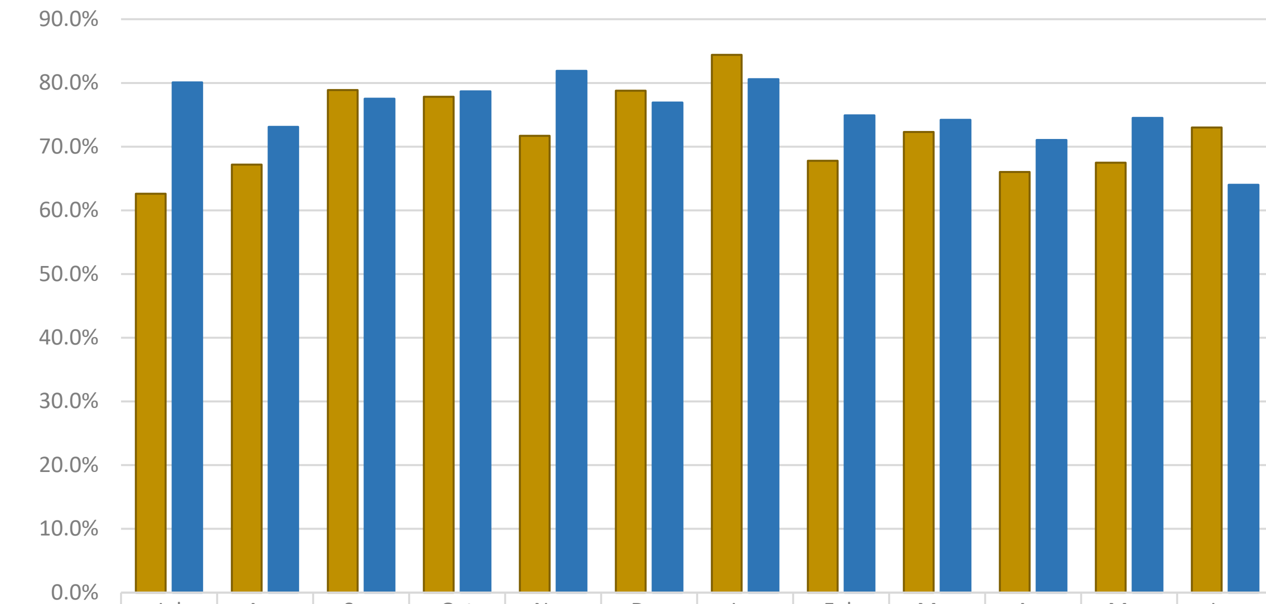
Month	**Ridership**			**Revenue**		
	FY23/24	**FY24/25**	**% Change**	**FY23/24**	**FY24/25**	**% Change**
JUL	78,234	78,594	0.46%	$2,716,014	$2,809,744	3.45%
AUG	70,576	76,503	8.40%	$2,438,759	$2,571,377	5.44%
SEP	72,362	73,338	1.35%	$2,473,575	$2,399,988	-2.97%
OCT	76,770	75,466	-1.70%	$2,577,106	$2,461,961	-4.47%
NOV	84,689	81,899	-3.29%	$3,168,298	$2,990,092	-5.62%
DEC	81,245	84,312	3.78%	$2,904,766	$3,250,431	11.90%
JAN	65,677	67,408	2.64%	$2,224,149	$2,301,567	3.48%
FEB	64,845	63,854	-1.53%	$2,247,418	$2,208,875	-1.72%
MAR	79,039	77,396	-2.08%	$2,663,328	$2,649,278	-0.53%
APR	71,669	76,426	6.64%	$2,363,733	$2,661,569	12.60%
MAY	78,550	76,743	-2.30%	$2,637,449	$2,693,340	2.12%
JUN	78,636	77,004	-2.08%	$2,593,471	$2,586,463	-0.27%
Total	**902,292**	**908,943**	**0.74%**	**$31,008,066**	**$31,584,682**	**1.86%**

On-Time Performance (OTP):

The San Joaquins Service has demonstrated steady improvement in On-Time Performance (OTP) during FY24/25, achieving a 12-month average OTP of 75.6%, up from 72.3% in FY23/24 – a 3.3 percentage point increase year-over-year.

It is important to note that the majority of delay minutes contributing to OTP challenges have been attributed to Freight Train Interference (FTI) and Passenger Train Interference (PTI), underscoring ongoing operational constraints outside direct control of the service.

This positive trend reflects focused efforts to enhance schedule reliability, though continued collaboration with freight partners remains critical to further improving OTP.



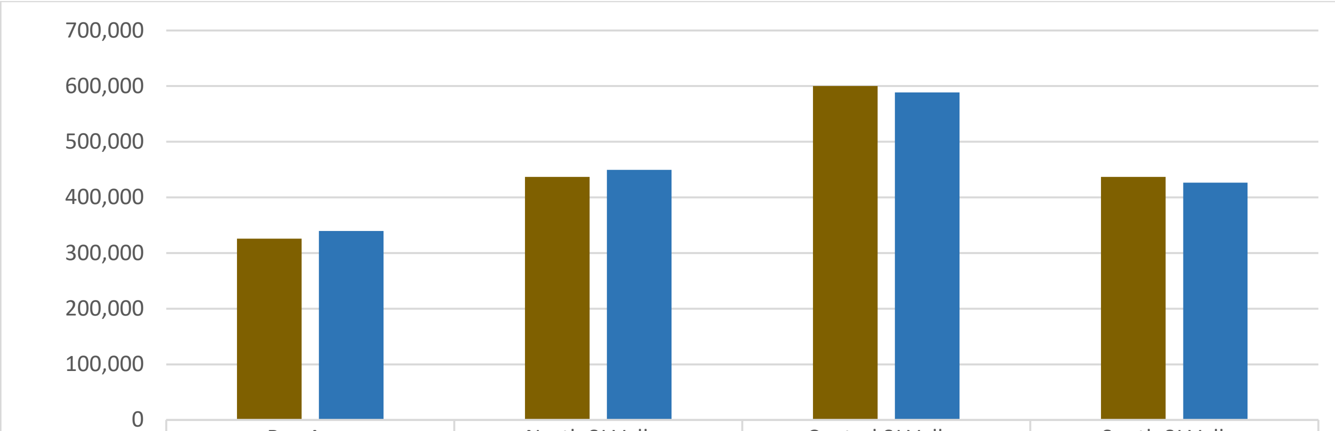
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 23/24	62.6%	67.2%	78.9%	77.8%	71.7%	78.8%	84.4%	67.8%	72.3%	66.0%	67.5%	73.0%
FY 24/25	80.1%	73.1%	77.5%	78.7%	81.9%	76.9%	80.6%	74.9%	74.2%	71.0%	74.5%	64.0%

Ridership and Revenue Growth Strategies

Throughout the year, marketing and outreach efforts have been focused on relationship development with destination partners, community events, college and university partnerships, strategic promotional offers, and stakeholder engagement along the train and Thruway Bus corridors to further drive incremental ridership and revenue. Geographically, the majority of stations along the corridor report increased utilization year-over-year. However, when looking at specific market segments, there was a decline for Central and Southern San Joaquin Valley stations (Merced to Bakersfield). These markets are experiencing growth constraints as they typically rely on Thruway Bus connections, some of which are at capacity. Additional analysis and research are being conducted by staff to work towards optimizing the Thruway network. Improvements are anticipated during FY25/26 with the implementation of an updated schedule that will include the return of a seventh-round trip, as well as focused efforts to onboard new destination partners.

Staff will provide an update regarding the above performance metrics.

Amtrak San Joaquins Station Utilization by Market



	Bay Area	North SJ Valley	Central SJ Valley	South SJ Valley
FY 23/24	325,589	436,949	599,901	436,669
FY 24/25	339,748	449,757	588,729	426,532

<u>Fiscal Impact:</u>
There is no fiscal impact.

<u>Recommendation:</u>
This is an informational item. There is no action requested.

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 9 **INFORMATION**

San Joaquins Passenger and Market Survey Updates

Background:
In Winter 2025, the San Joaquins team, in coordination with consultants, conducted an onboard survey to gather detailed insights directly from current riders. The survey was administered using tablets and postcards distributed onboard across 20 San Joaquins trains over ten (10) non-consecutive days, resulting in 1,937 valid and complete responses. Riders were invited to participate using tablets provided on the train or via a postcard with a link to complete the survey on their personal device.

This self-administered, intercept-style survey was designed to capture a comprehensive view of rider travel behavior, satisfaction with the service, preferences related to train schedules, and key demographic information. The findings offer valuable insights into who is currently riding the San Joaquins, why they choose the service, and how they perceive various aspects of the rider experience.

Additionally, the data enables the Authority to identify trends and differences in ridership patterns and satisfaction across demographic and geographic segments. These insights will be critical in shaping service planning, customer experience improvements, and targeted marketing strategies moving forward.

More than half of the riders surveyed (56%) identified as being under the age of 35, while 20% were over the age of 55. With regards to gender, 54% of respondents identified as female, and the largest racial group represented was white (44%). In addition, 46% of participants identified as being of Spanish, Hispanic, or Latino origin (Table 2).

Educational and employment data show that 30% of respondents were either currently enrolled in college or had completed some college coursework, and 40% reported full-time employment. Household composition was relatively balanced: 22% lived alone, and 18% resided in households of five or more individuals. Notably, most respondents (58%) reported living in households without children.

Regarding household income and resources, 38% reported living in single-income households, and 31% had access to only one vehicle. Two-thirds (66%) indicated annual household incomes below $75,000. Technology access was high, with 87% owning a smartphone and 58% owning a laptop or tablet.

Table 1: Sampled Trains with Ridership and Completed Surveys

TRAIN NUMBER	DATE SURVEYED	ACTUAL RIDERSHIP	DEPARTURE TIME	COMPLETED SURVEYS	% RIDERS SURVEYED
716	Feb 19 (Wed)	93	OAK 1:36 PM	81	87%
718	Feb 19 (Wed)	127	OAK 5:36 PM	79	62%
715	Feb 20 (Thu)	215	BFD 12:12 PM	127	59%
719	Feb 20 (Thu)	233	BFD 4:12 PM	120	52%
710	Feb 21 (Fri)	209	OAK 7:36 AM	104	50%

712	Feb 21 (Fri)	201	OAK 9:36 AM	111	55%
711	Feb 22 (Sat)	207	BFD 4:12 AM	123	59%
713	Feb 22 (Sat)	209	BFD 8:12 AM	104	50%
714	Feb 23 (Sun)	153	OAK 11:36 AM	85	50%
716	Feb 23 (Sun)	225	OAK 1:36 PM	113	44%
715	Feb 24 (Mon)	231	BFD 12:12 PM	101	59%
717	Feb 24 (Mon)	152	BFD 2:12 PM	89	55%
710	Feb 27 (Thu)	157	OAK 7:36 AM	87	70%
712	Feb 27 (Thu)	118	OAK 9:36 AM	83	50%
703	Feb 28 (Fri)	136	BFD 6:12 PM	68	37%
713	Feb 28 (Fri)	270	BFD 8:12 AM	101	56%
702	Mar 1 (Sat)	166	SAC 6:26 AM	93	43%
714	Mar 1 (Sat)	134	OAK 11:36 AM	57	38%
713	Mar 2 (Sun)	240	BFD 8:12 AM	90	44%
715	Mar 2 (Sun)	276	BFD 12:12 PM	122	87%

TABLE 2: ONBOARD SURVEY DEMOGRAPHICS

Demographic	
Age	
Under 25	35%
25 – 34	21%
35 – 44	13%
45 – 54	10%
55 – 61	7%
62+	13%
Gender	
Female	54%
Male	43%
Non-Binary	3%
Other/Prefer not to answer	1%
Race	
White	44%
African American / Black	19%
American Indian / Alaskan Native	8%
South Asian	4%
Pacific Islander	3%
Other Asian	9%
Other	21%
Are you of Spanish, Hispanic, or Latino origin?	
Yes	46%
No	54%
Income (<50k and >50k)	
Less than $25,000	27%

$25,000 - $74,999	39%
$75,000 - $99,999	11%
$100,000 - $199,999	17%
More than $200,000	6%
*** Income refers to Household Income** ***(Respondents did not have to answer income question)***	

In addition to the Onboard Survey, an online Market Survey targeting residents within the San Joaquins' primary geographic markets was administered. The purpose of the survey was to evaluate public awareness and perceptions of the San Joaquins route and its connections, and to better understand regional travel behavior—regardless of transportation mode.

Insights gained will assist staff in identifying opportunities to enhance service offerings and to develop more effective, data-driven marketing and outreach strategies aimed at both attracting new riders and increasing ridership among current users. When combined with findings from additional surveys, the Market Survey results offer a comprehensive picture of current and potential riders—highlighting who is using the service, who is not, and the underlying reasons. Furthermore, the data reveals important demographic and geographic variations in how the San Joaquins service is perceived and utilized, helping guide future planning and investment decisions.

Staff will present a summary of the findings. The full Onboard Survey and Market Survey reports are attached.

Fiscal Impact:
There is no fiscal impact.

Recommendation:
There is no action requested. This is an informational item.

RSG
the science of insight

San Joaquins Joint Powers Authority

SJJPA PASSENGER SURVEY REPORT

June 5, 2025

AMTRAK SAN JOAQUINS
CONNECTING YOU TO CALIFORNIA

San Joaquin Joint Powers Authority

55 Railroad Row
White River Junction, VT 05001
802.295.4999
www.rsginc.com

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1.0 EXECUTIVE SUMMARY

In the spring of 2025, RSG conducted an onboard survey on behalf of the San Joaquin Joint Powers Authority (SJJPA). The survey was administered via tablets and postcards to San Joaquins riders while on the train and collected a total of 1,937 valid complete responses from twenty total trains.

Respondent Profiles

The demographics of intercepted riders can be found in Table 1. Over half of riders are under the age of 35 (56%) and the majority identify as female (54%). Forty-four percent of riders identify as White, and 46% are of Hispanic or Latino origin. Just over half (56%) reported an annual household income of less than $50,000 before taxes.

TABLE 1: ONBOARD SURVEY DEMOGRAPHICS

DEMOGRAPHICS	ONBOARD SURVEY
Age	
Under 25	35%
25 - 34	21%
35 - 44	13%
45 - 54	10%
55 - 61	7%
62+	13%
Gender	
Female	54%
Male	43%
Non-binary	3%
Other/Prefer to self-describe	1%
Race	
White	44%
African American / Black	19%
Other Asian	9%
American Indian / Alaskan Native	8%
South Asian	4%
Pacific Islander	3%
Other	21%
Are you of Spanish, Hispanic, or Latino origin?	
Yes	46%

No	54%
Income (<50k and >50k)	
Less than $25,000	27%
$25,000 - $74,999	39%
$75,000 - $99,999	11%
$100,000 - $199,999	17%
$200,000 or more	6%

n = 1,845 - 1,937 (Respondents did not have to answer income.)

Intercepted Trip

The most frequently used San Joaquins stations were Bakersfield, Fresno, and Stockton – San Joaquin Street, which together accounted for half of all boardings and 52% of all alightings. The primary purpose of travel among riders was to visit family or friends (57%), followed by leisure or vacation (15%) and work or business (14%). Most riders (59%) reported making a round trip, and a majority (52%) included an overnight stay as part of their travel. Among those who stayed overnight, most stayed one or two nights, though a notable share stayed three nights or longer.

Solo travel was common, with 78% of riders riding alone. The most frequently selected ticket type was a one-way fare (57%), while 38% used round-trip tickets and only a small fraction used multi-ride or pass options. Most riders purchased their tickets online or through the Amtrak mobile app, with mobile purchases showing strong uptake. Credit and debit cards were the dominant forms of payment, while a small share used mobile wallets or other alternative methods.

When asked what they would do if San Joaquins service were unavailable, the majority of riders said they would travel by personal vehicle. However, a significant number stated they would not have made the trip at all, underscoring the importance of the service for maintaining regional connectivity.

San Joaquins Travel and Satisfaction

Most San Joaquins riders used the service occasionally, with 31% riding a few times per month and 32% a few times per year. Riders most commonly planned their trips using smartphone apps (30%) or the train’s website (29%), while others relied on word of mouth, personal routines, or tools like Google Maps.

If San Joaquins service were unavailable, 49% of riders said they would have used a personal vehicle, while 18% reported they would not have made the trip at all. Riders chose San Joaquins for several reasons, including a more relaxing travel experience (44%), convenience (38%), and lower cost (38%). Other benefits cited included scenic views, the ability to avoid traffic, and the option to work while traveling. To encourage more frequent ridership, riders pointed to cheaper tickets (43%), faster trips (41%), more convenient departure times, and better on-time performance.

Overall satisfaction with the San Joaquins remains high, with 87% of riders reporting a positive experience. Riders gave the highest marks to staff courtesy (88%), train safety (86%), ease of boarding (85%), and cleanliness (81%). Satisfaction with amenities like Wi-Fi and train schedules also remained strong, while food service was the lowest-rated aspect at 63%.

2.0 BACKGROUND AND PURPOSE

In spring 2025, Resource Systems Group (RSG) conducted an onboard survey on behalf of the San Joaquin Joint Powers Authority (SJJPA) to better understand current riders' travel behavior, recent trip characteristics, satisfaction with service, and demographic profile. The survey was administered over ten non-consecutive days across 20 San Joaquins trains, using an intercept approach. Riders could complete the survey on a tablet as a self-guided online questionnaire. Those with limited time were given a postcard with a QR code, survey link, and unique password to complete the survey later. The results provide insight into the travel patterns and preferences of San Joaquins riders, as well as how perceptions of the service may vary by demographic and geographic factors.

This survey builds on a prior onboard survey conducted by RSG in spring 2023, which collected 1,401 valid responses and offered key insights into ridership trends in the wake of the COVID-19 pandemic. Most riders were traveling to visit family or friends and chose the service for its relaxing experience. However, many expressed interest in lower fares, faster trips, and improved on-time performance, highlighting both strong demand and opportunities to enhance service and grow ridership.

3.0 ONBOARD SURVEY

3.1 METHODOLOGY

Questionnaire Design

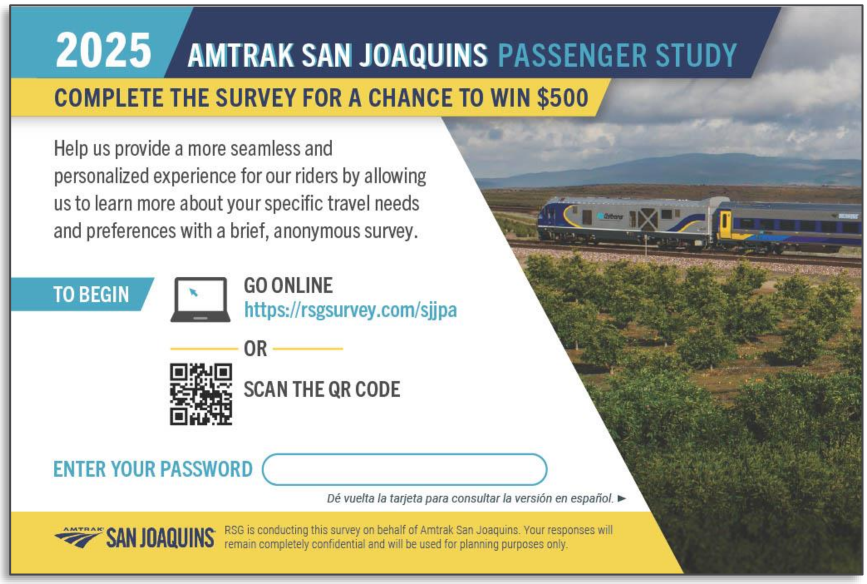
The 2025 SJJPA Onboard Survey was designed to develop a detailed profile of current San Joaquins riders and was based on the previous 2023 and 2019 surveys to allow for comparisons over time. Some adjustments were made to reflect current events. For instance, questions about San Joaquins usage in relation to the COVID-19 pandemic were removed from the travel behavior section. The survey covered the following topics:

1. **Trip details**: The first questions were used to determine where the rider lives and what stations in the San Joaquin corridor their trip started and ended at, as well as their origin and destination. Subsequent questions examined other aspects of the respondent's trip, such as how the respondent got to their train, their traveling party size, trip purpose, and nights away.
2. **Ticketing**: Riders were asked what kind of ticket they purchased, where (Amtrak app, travel agent, etc.), and how (cash, credit card, etc.) they purchased the ticket, and if a discount was applied.
3. **Travel behavior**: These questions examined how often the respondent utilized the San Joaquins in 2025, their participation in Amtrak Guest Rewards, use of onboard Wi-Fi, and how they planned their trips. Riders were also asked about how interested they would be in potential additions to current services, such as a new business class service.
4. **Satisfaction**: These questions examined the respondent's attitudes about services aboard the train (e.g., Wi-Fi and the route's travel time), reasons for riding, and their likelihood of recommending the service to others.
5. **Snack Station**: Since the San Joaquins recently replaced their former Café Car with grab-and-go snack options, a small section of questions queried riders use of and opinions regarding the new Snack Station.
6. **Demographics**: Riders were asked to provide demographic information including household income, household size, race, ethnicity, employment, and income.

Survey Programming

The survey was administered online and could be accessed in two ways: via tablets used by surveyors onboard the trains or through a QR code printed on postcards distributed to riders. To ensure each rider completed the survey only once, each postcard featured a unique password. Staff tracked which password ranges were distributed on each train. Both the postcard and the online survey were available in English and Spanish to ensure accessibility. An example of the postcard is shown in Figure 1.

FIGURE 1: POSTCARD FOR SAN JOAQUINS ONBOARD STUDY



Branching techniques were employed to present only relevant questions to respondents, avoiding unnecessary inquiries. For example, questions about Amtrak Thruway buses or connecting trains were only shown to respondents who selected those as their access mode. Logic checks were also built into the survey. For example, if a respondent indicated they were the only member of their household, they were prevented from reporting that multiple household members were employed.

Survey Administration

Surveying was conducted over ten non-consecutive days between February 19 and March 2, 2025. Fieldwork was jointly supervised by a Field Site Manager from RSG and a Field Site Manager from Ebony Marketing Systems, working alongside three local surveyors provided by Ebony. Each day, two trains were surveyed with one Field Manager paired with one surveyor, and the other with two. In total, 20 trains were covered.

At the start of each shift, surveyors met the Field Managers at the scheduled station, verified the functionality of the tablets, and reviewed best practices for rider intercepts. Survey teams boarded their assigned trains with 3 to 4 tablets and a stack of postcards. Those unable to complete the survey onboard were given a postcard with information to complete it later online. A schedule of the surveyed trains is shown in Table 3.

Sampling

Over the ten days of surveying, RSG collected 1,939 complete surveys. Two responses were removed during data cleaning. Details of the overall sampling effort are shown in Table 2. A detailed breakdown of which specific trains were sampled is shown in Table 3, including the ridership of each train and the number of complete surveys collected.

TABLE 2: SAMPLE DETAILS

DESCRIPTION	COUNT
Total Complete Questionnaires	1,939
Complete Questionnaires Discarded During Data Processing	2
Valid Questionnaires	1,937
Total Ridership on Sampled Trains	3,752
Participation Rate (valid questionnaires / total ridership)	51.6%

TABLE 3: SAMPLED TRAINS WITH RIDERSHIP AND COMPLETED SURVEYS

TRAIN NUMBER	DATE SURVEYED	ACTUAL RIDERSHIP	DEPARTURE TIME	VALID SURVEY COMPLETES	% RIDERS SURVEYED
716	Feb 19 (Wed)	93	OAK 1:36 PM	81	87%
718	Feb 19 (Wed)	127	OAK 5:36 PM	79	62%
715	Feb 20 (Thu)	215	BFD 12:12 PM	127	59%
719	Feb 20 (Thu)	233	BFD 4:12 PM	120	52%
710	Feb 21 (Fri)	209	OAK 7:36 AM	104	50%
712	Feb 21 (Fri)	201	OAK 9:36 AM	111	55%
711	Feb 22 (Sat)	207	BFD 4:12 AM	123	59%
713	Feb 22 (Sat)	209	BFD 8:12 AM	104	50%
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710	Feb 27 (Thu)	157	OAK 7:36 AM	87	70%
712	Feb 27 (Thu)	118	OAK 9:36 AM	83	50%
703	Feb 28 (Fri)	136	BFD 6:12 PM	68	37%
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702	Mar 1 (Sat)	166	SAC 6:26 AM	93	43%
714	Mar 1 (Sat)	134	OAK 11:36 AM	57	38%
713	Mar 2 (Sun)	240	BFD 8:12 AM	90	44%
715	Mar 2 (Sun)	276	BFD 12:12 PM	122	87%

Data Cleaning and Processing

The validity of origin and destination data was verified by cross-checking each respondent's reported direction of travel with their corresponding board and alight stops. Access modes were reviewed in relation to the origin and board stop, while egress modes were assessed against the destination and alight stop to identify any inconsistencies. As a result of this validation process, two responses were removed from the dataset due to irreconcilable discrepancies.

3.2 WEIGHTING

Data weighting was applied to ensure the sample accurately represents the San Joaquins traveling population. Each record was weighted according to the average daily ridership for the corresponding train, using the most detailed level of disaggregation available. Weights were calculated using February 2024 ridership data, by dividing each train's share of total average daily ridership by its share of the survey sample. Table 4 shows the weight assigned to each train number.

TABLE 4: WEIGHT BY TRAIN NUMBER

TRAIN NUMBER	WEIGHT
702	1.46
703	0.89
710	1.08
711	0.78
712	1.17
713	1.51
714	1.06
715	1.41
716	1.17
717	0.62
718	0.42
719	0.79

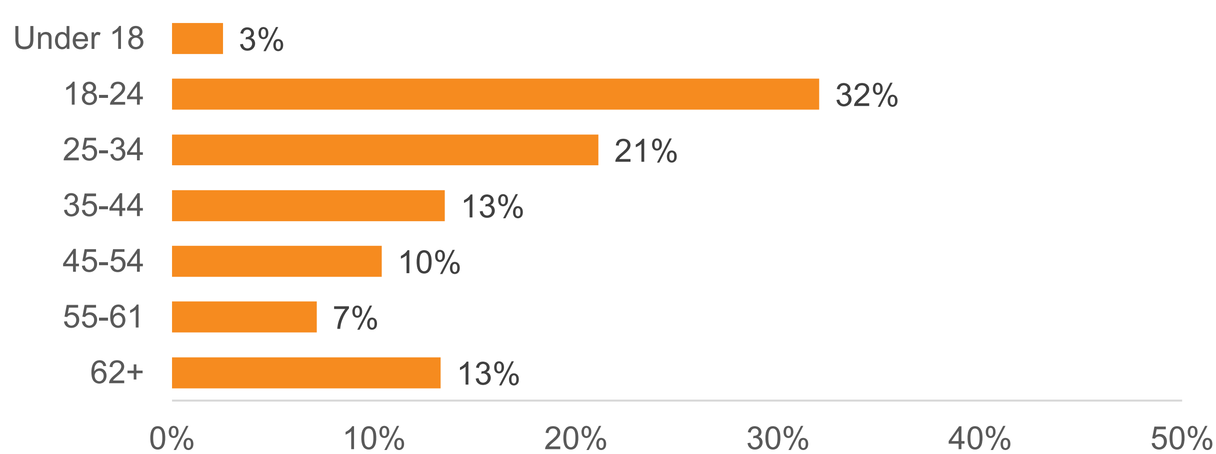
3.3 RESULTS

The following section presents results on the 2025 ACE Onboard Survey. Unless otherwise specified, all results that are presented as part of this report are shown with weighted data.

Surveyed Riders (Respondent) Profile

The section below details the demographics of San Joaquins riders. Most riders are younger, with 32% between 18 and 24 years old and 21% between 25 to 34. Interest tapers off among older age groups, with 13% aged 35 to 44, 10% aged 45 to 54, and smaller shares in the 55 to 61 (7%) and 62 or older (13%) brackets. A small portion (3%) are under 18 (Figure 2).

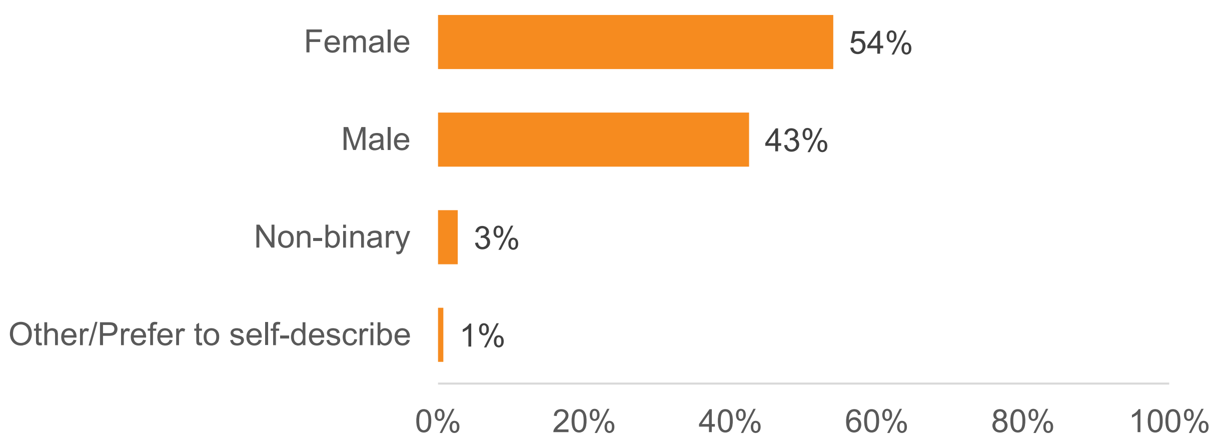
FIGURE 2. AGE



n = 1,937

The majority of riders identify as female (54%), followed by male (43%). A small portion of riders identify as non-binary (3%) or chose to self-describe (1%; Figure 3).

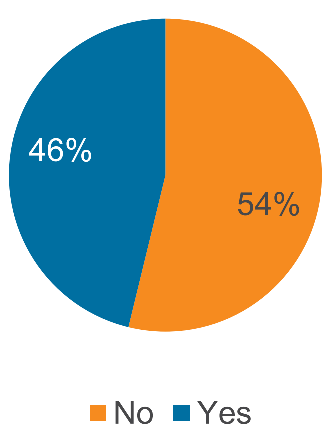
FIGURE 3. GENDER



n = 1,937

Just under half of riders (46%) identify as being of Hispanic, Latino, or Spanish origin, while 54% do not (Figure 4).

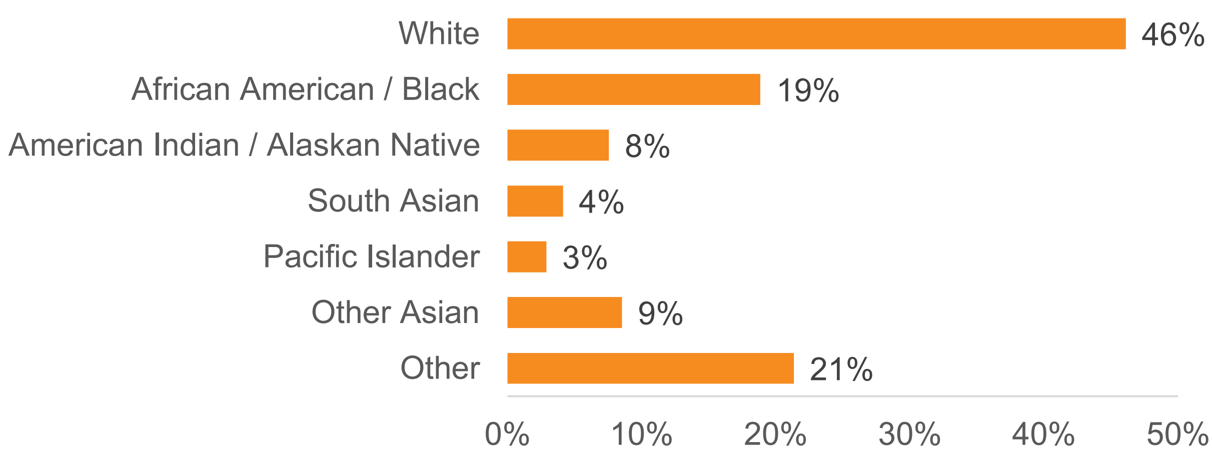
FIGURE 4: HISPANIC OR LATIN ORIGIN



n = 1,937

Riders represent a range of racial backgrounds. Nearly half (46%) identify as White, followed by 19% who identify as African American or Black. Eight percent identify as American Indian or Alaskan Native. Among Asian riders, 4% identify as South Asian and 9% as another Asian background. An additional 21% selected that they identify as a race not listed (Figure 5).

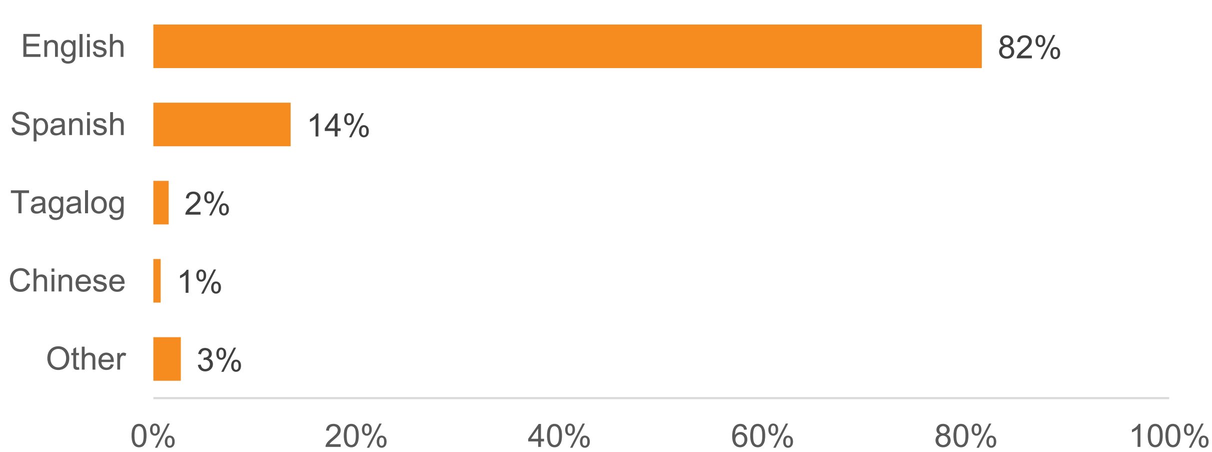
FIGURE 5. RACE



n = 1,937

The vast majority of riders (82%) report English as the primary language spoken in their household. Spanish is the next most common, spoken by 14% of riders. Less riders speak Tagalog (2%), Chinese (1%), or another language not listed in their home (3%; Figure 6).

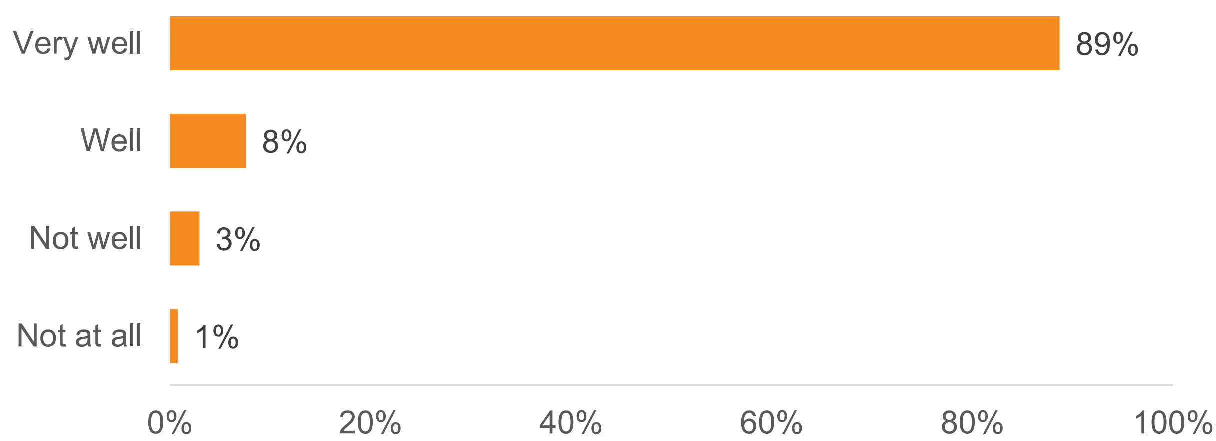
FIGURE 6: PRIMARY LANGUAGE SPOKEN IN HOUSEHOLD



n = 1,937

Figure 7 shows English speaking ability among riders. Most riders (89%) report that they speak English very well, with an additional 8% saying they speak it well. A small portion of riders say they speak English not well (3%) or not at all (1%).

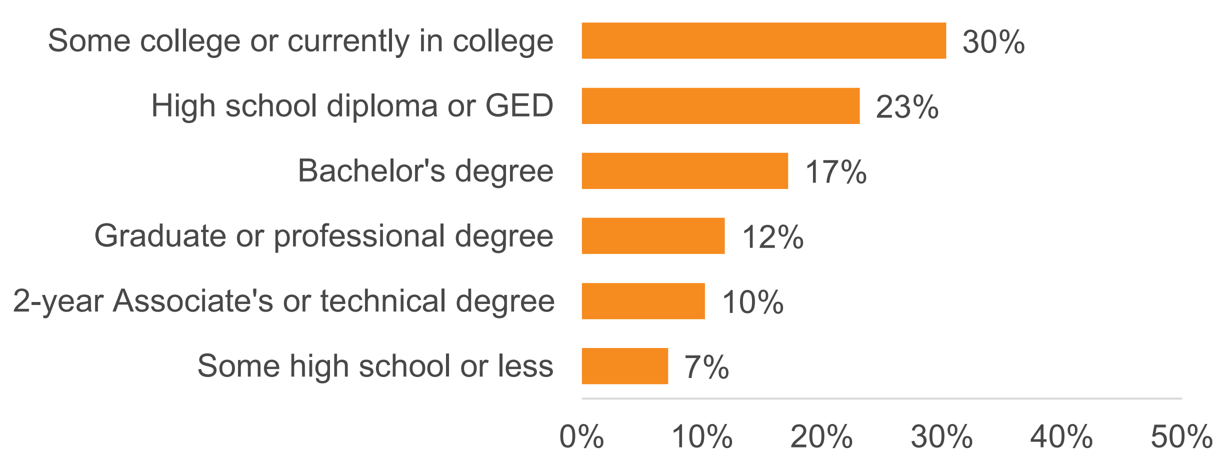
FIGURE 7: ENGLISH ABILITY



n = 1,937

Thirty percent of riders report having some college experience or currently being enrolled, while 23% have a high school diploma or GED. Seventeen percent hold a bachelor's degree, 12% have a graduate or professional degree, 10% have a 2-year associate's or technical degree, and 7% report completing some high school or less (Figure 8).

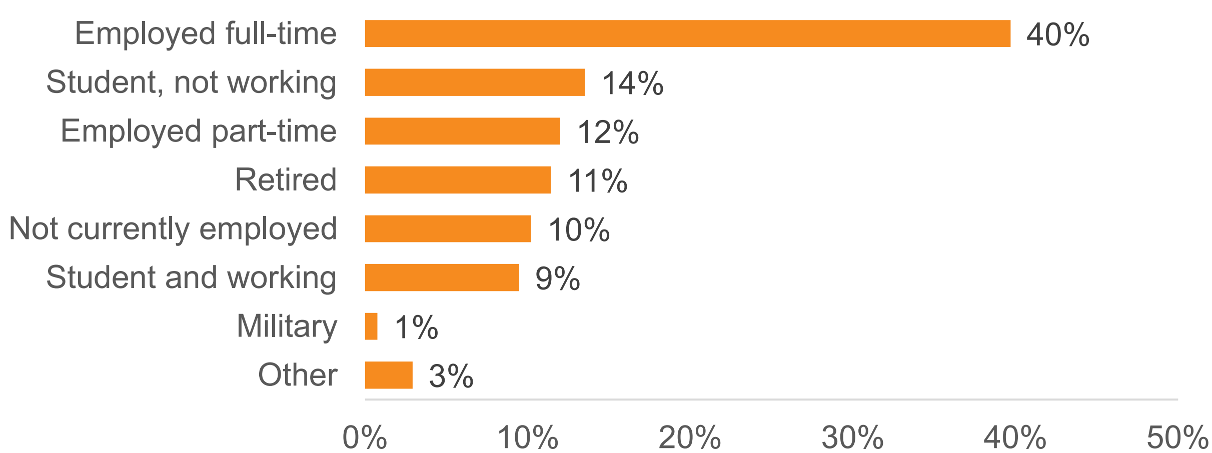
FIGURE 8: EDUCATION



n = 1,937

Full-time employment is the most common status among riders, reported by 40%. Others include students not working (14%), part-time workers (12%), and retirees (11%). An additional 10% are not currently employed, 9% are students who also work, and smaller proportions report military service (1%) or another status (3%; Figure 10).

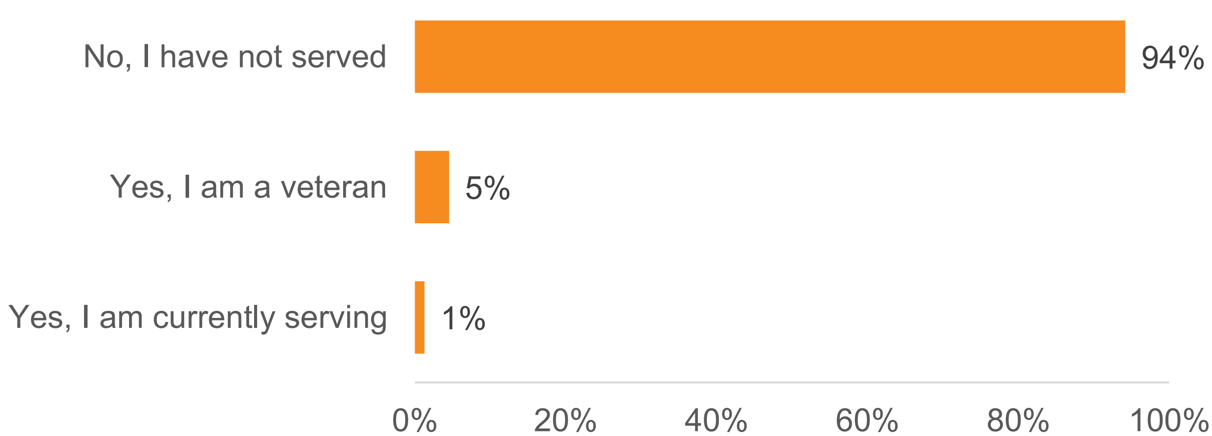
FIGURE 9. EMPLOYMENT STATUS



n = 1,937

Most riders (94%) have never served in the U.S. Armed Forces, Reserves, or National Guard. Five percent identify as veterans, and 1% are currently serving (Figure 10).

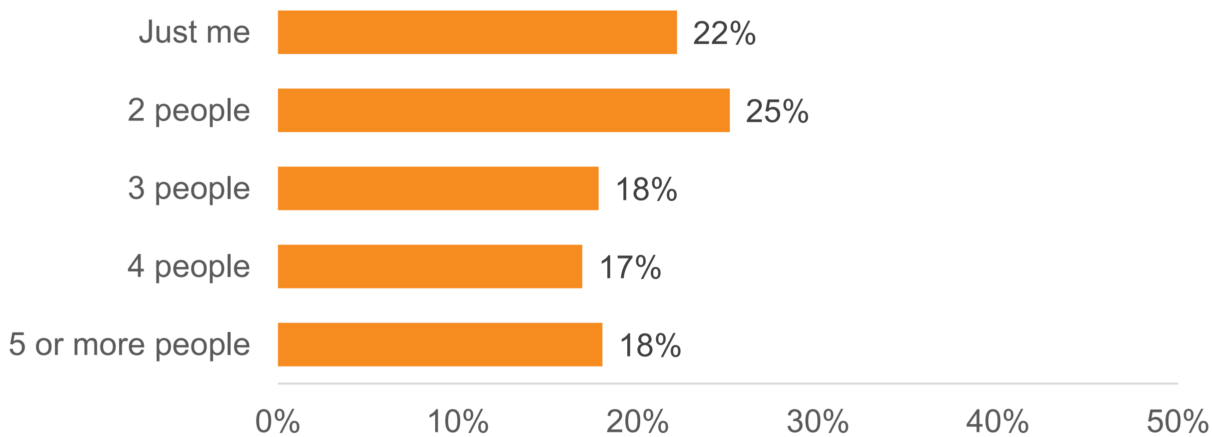
FIGURE 10. VETERAN STATUS



n = 1,937

Household sizes among riders vary, with 25% living in two-person households and 22% living alone. Eighteen percent live in households of three people or five or more people, and 17% in four-person households (Figure 11).

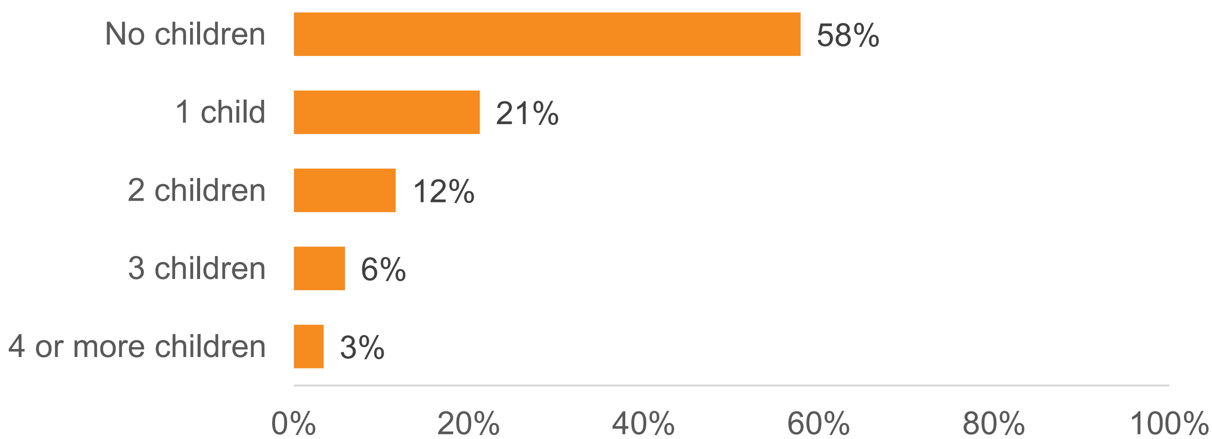
FIGURE 11. HOUSEHOLD SIZE



n = 1,937

Most riders (58%) reported having no children in their household. Among those with children, 21% have one child, 12% have two, 6% have three, and 3% have four or more (Figure 12).

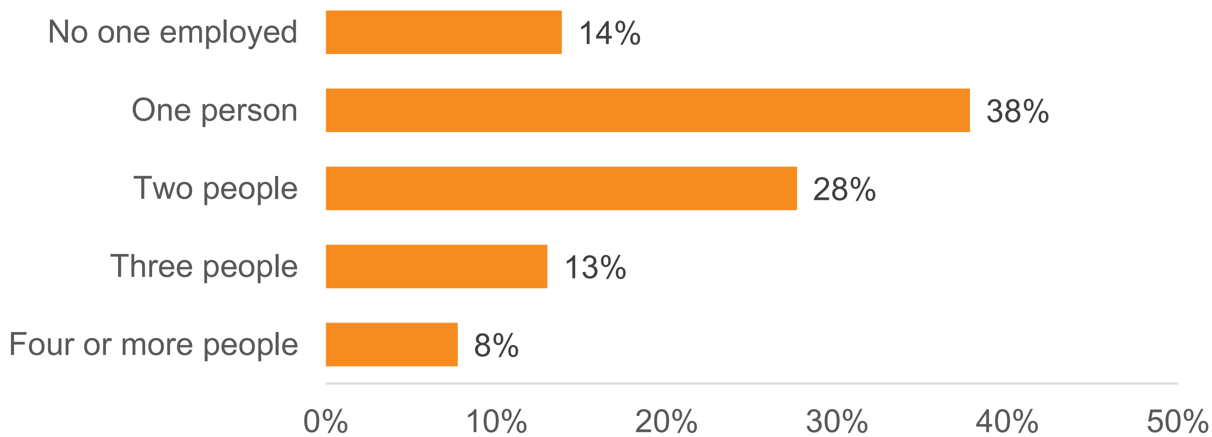
FIGURE 12. CHILDREN IN HOUSEHOLD



n = 1,937

In most households, one person (38%) or two people (28%) are employed. Fourteen percent reported no employed individuals in the household, while 13% reported three, and 8% reported four or more (Figure 13).

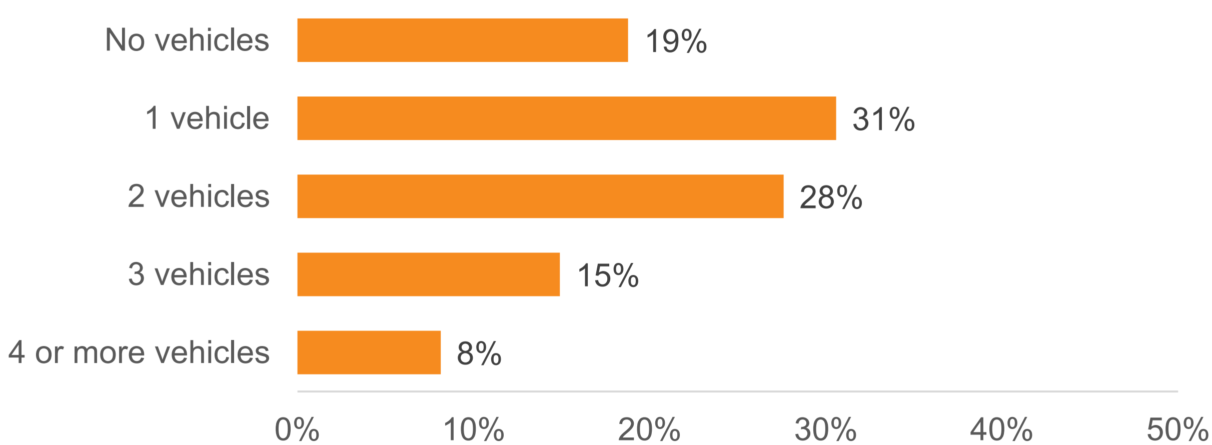
FIGURE 13. HOUSEHOLD EMPLOYED



n = 1,937

The majority of riders live in households with one (31%) or two vehicles (28%). Nineteen percent reported having no vehicles, while smaller proportions reported owning three vehicles (15%) or four or more (8%; Figure 13).

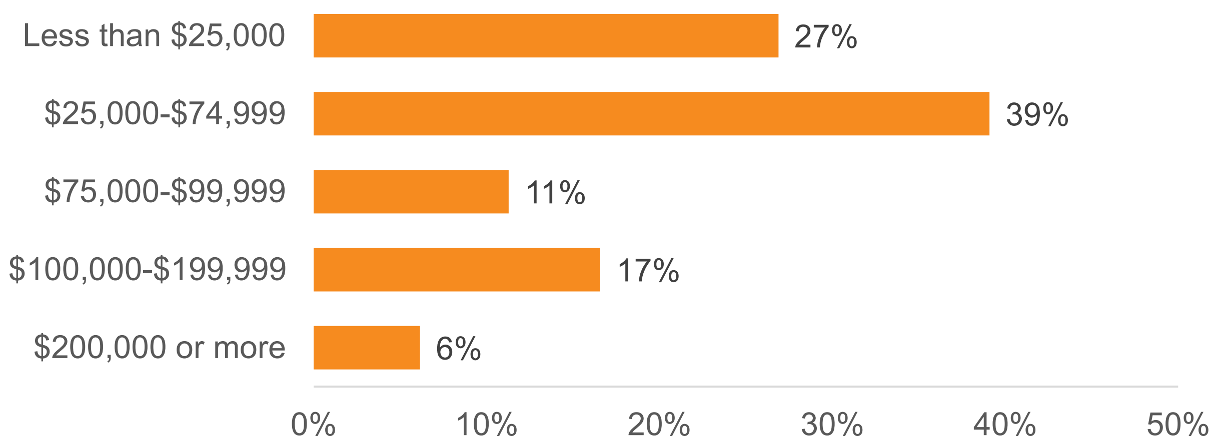
FIGURE 14. HOUSEHOLD VEHICLES



n = 1,937

The majority of riders reported moderate household incomes, with 39% earning between $25,000 and $74,999 annually. An additional 27% reported incomes of less than $25,000, meaning that two-thirds of riders (66%) have household incomes below $75,000. Meanwhile, 17% reported earning between $100,000 and $199,999, 11% fall within the $75,000–$99,999 range, and 6% reported total household incomes of $200,000 or more. (Figure 15).

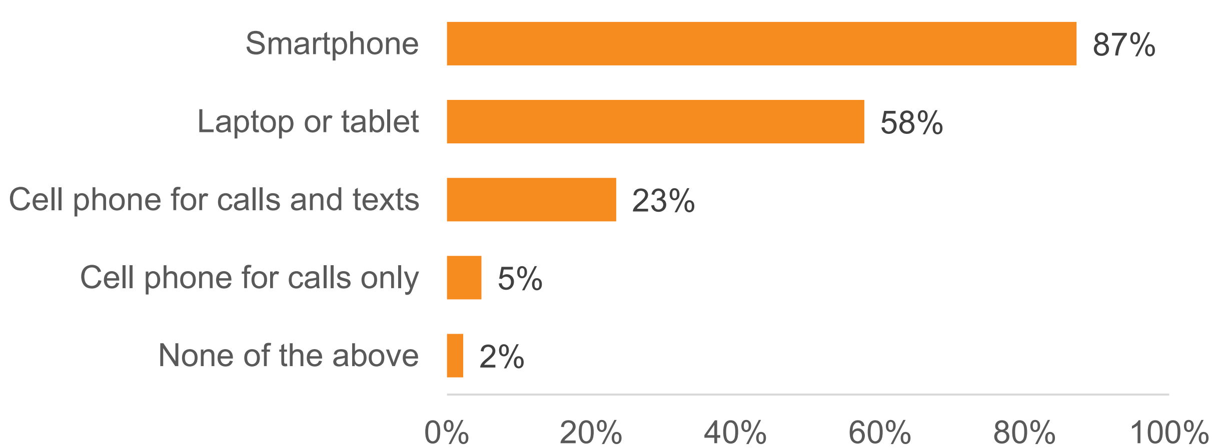
FIGURE 15. HOUSEHOLD INCOME



n = 1,845 (Respondents did not have to answer this question.)

The majority of riders (87%) reported owning a smartphone, and 58% have a laptop or tablet. Nearly a quarter (23%) use a basic cell phone for calls and texts, while a smaller number use phones for calls only (5%) or reported not using any of the listed devices (2%; Figure 16).

FIGURE 16. WHAT DEVICES DO YOU OWN?



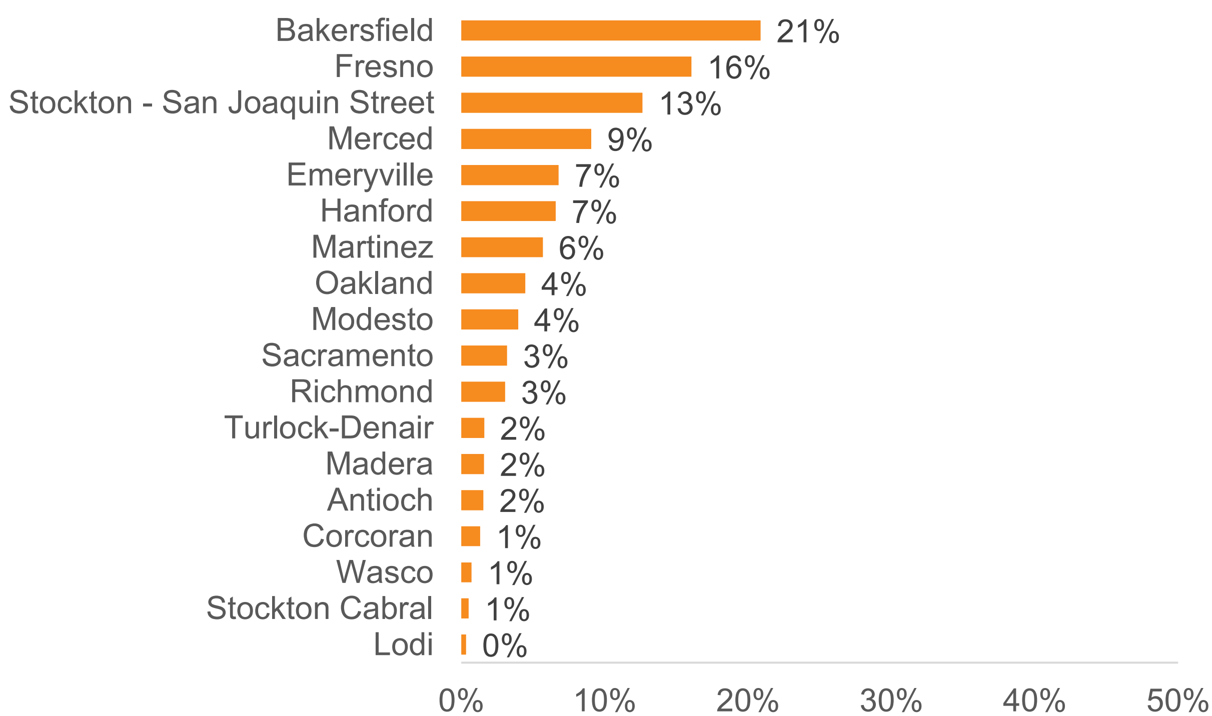
n = 1,937 (Respondents select all that apply.)

Intercepted Trip

BOARDING, ALIGHTING, ACCESS, AND EGRESS

Bakersfield is the most frequently cited boarding location, accounting for 21% of responses. This is followed by Fresno at 16% and Stockton – San Joaquin Street at 13%, rounding out the top three stations. Merced also shows notable usage at 9%, while both Emeryville and Hanford account for 7% each. Martinez follows with 6%, and Oakland and Modesto each contribute 4%. A smaller share of respondents boarded in Sacramento and Richmond, both at 3%. Several other stations, including Turlock-Denair, Madera, and Antioch, show modest boarding rates of 2%, while Corcoran, Wasco, Stockton Cabral, and Lodi each represent 1% or less (Figure 17).

FIGURE 17: SAN JOAQUINS BOARDING STATIONS

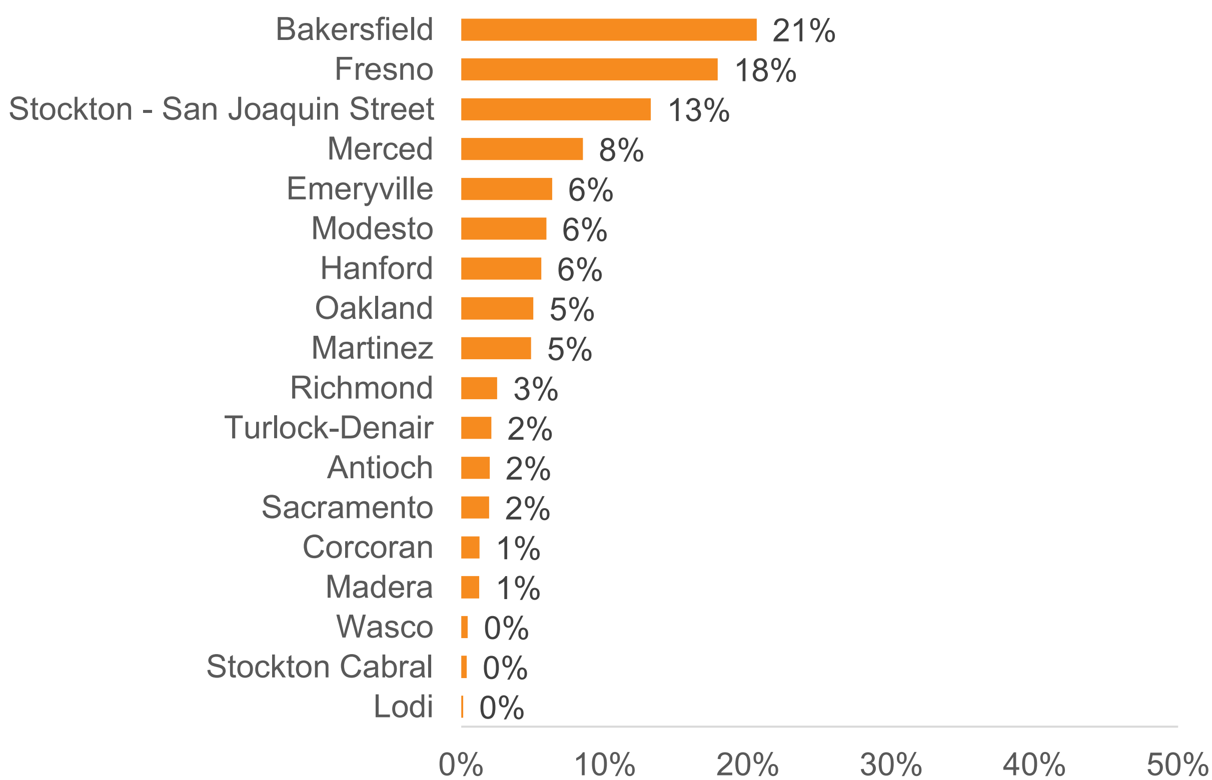


n = 1,908

Note: Boarding stations only include train stations along the SJJPA train route and exclude stops on the Amtrak Thruway Bus system.

Bakersfield is also the most common alighting station, with 21% of riders ending their trip there. This is followed by Fresno at 18% and Stockton – San Joaquin Street at 13%. Merced accounts for 8% of alightings, while Emeryville, Modesto, and Hanford each represent 6%. Other notable destinations include Oakland and Martinez, both at 5%, and Richmond at 3%. Smaller shares of riders reported alighting at Turlock-Denair, Antioch, and Sacramento (each at 2%), and Corcoran and Madera (each at 1%; Figure 18).

FIGURE 18. SAN JOAQUINS ALIGHTING STATIONS

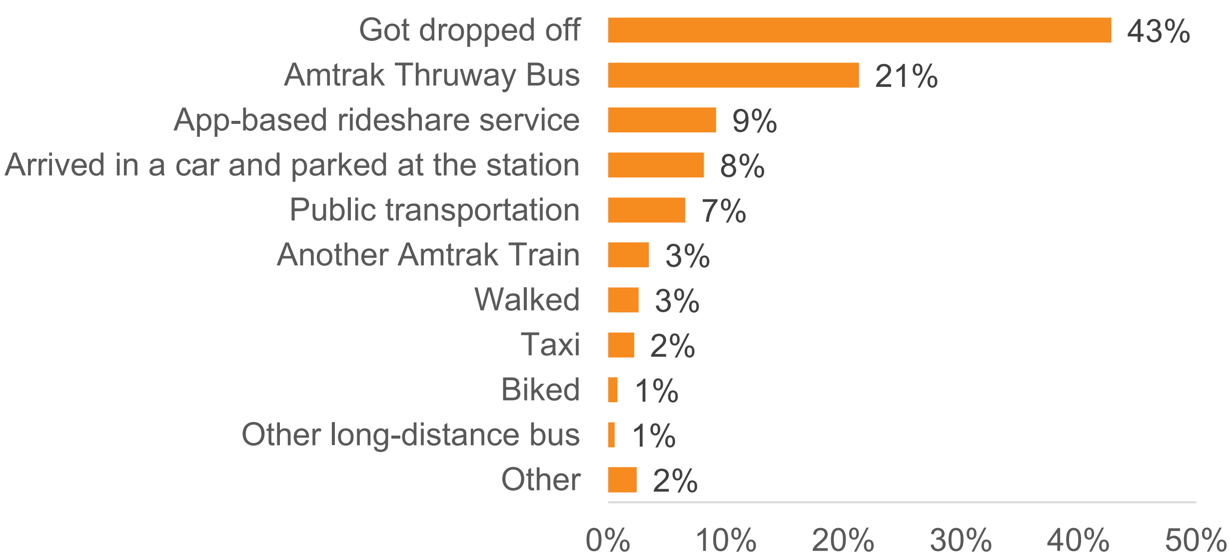


n = 1,861

Note: Alighting stations only include train stations along the SJJPA train route and exclude stops on the Amtrak Thruway Bus system.

Most riders (43%) got to their San Joaquins boarding station by being dropped off by a family member or friend. About one in five (21%) arrived using the Amtrak Thruway Bus, while 9% used an app-based rideshare service like Uber or Lyft. Fewer drove and parked at the station (8%) or used public transportation (7%). Smaller shares walked (3%), transferred from another Amtrak train (3%), took a taxi (2%), biked (1%), or arrived by another long-distance bus (1%; Figure 19).

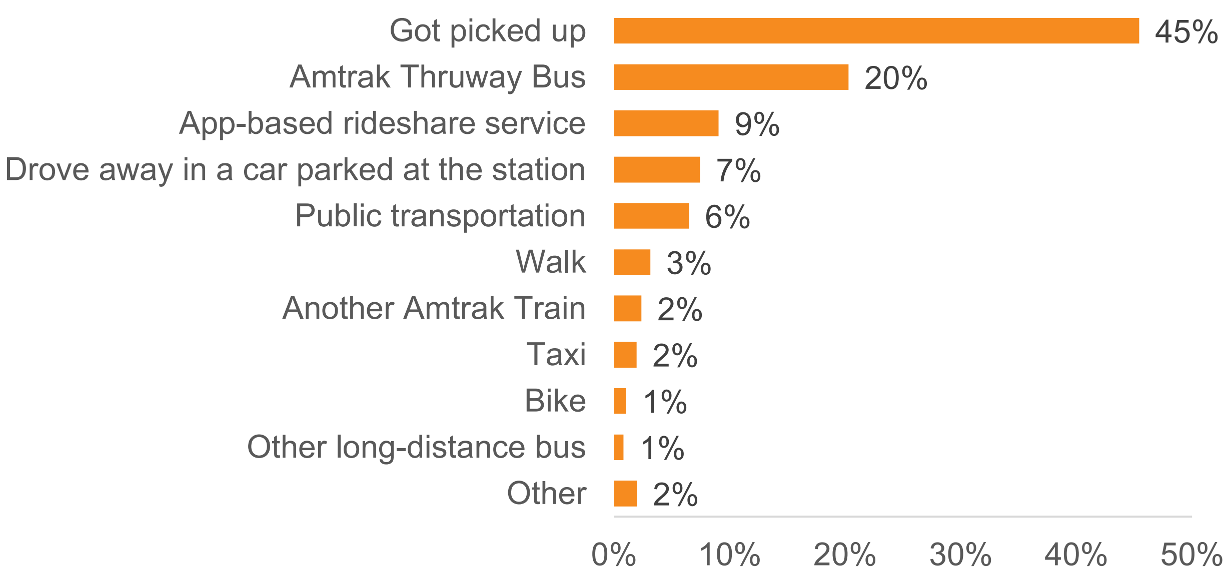
FIGURE 19. ACCESS MODE TO SAN JOAQUINS BOARDING STATION



n = 1,887

Nearly half of riders (45%) reported being picked up by a family member or friend after their San Joaquins train trip. One in five (20%) used the Amtrak Thruway Bus to reach their final destination, while 9% opted for an app-based rideshare service. Smaller shares drove away in a car they had parked at the station (7%) or used public transportation (6%). Other less common egress modes included walking (3%), transferring to another Amtrak train (2%), taking a taxi (2%), biking (1%), or boarding another long-distance bus (1%; Figure 20).

FIGURE 20. EGRESS MODE FROM SAN JOAQUINS STATION

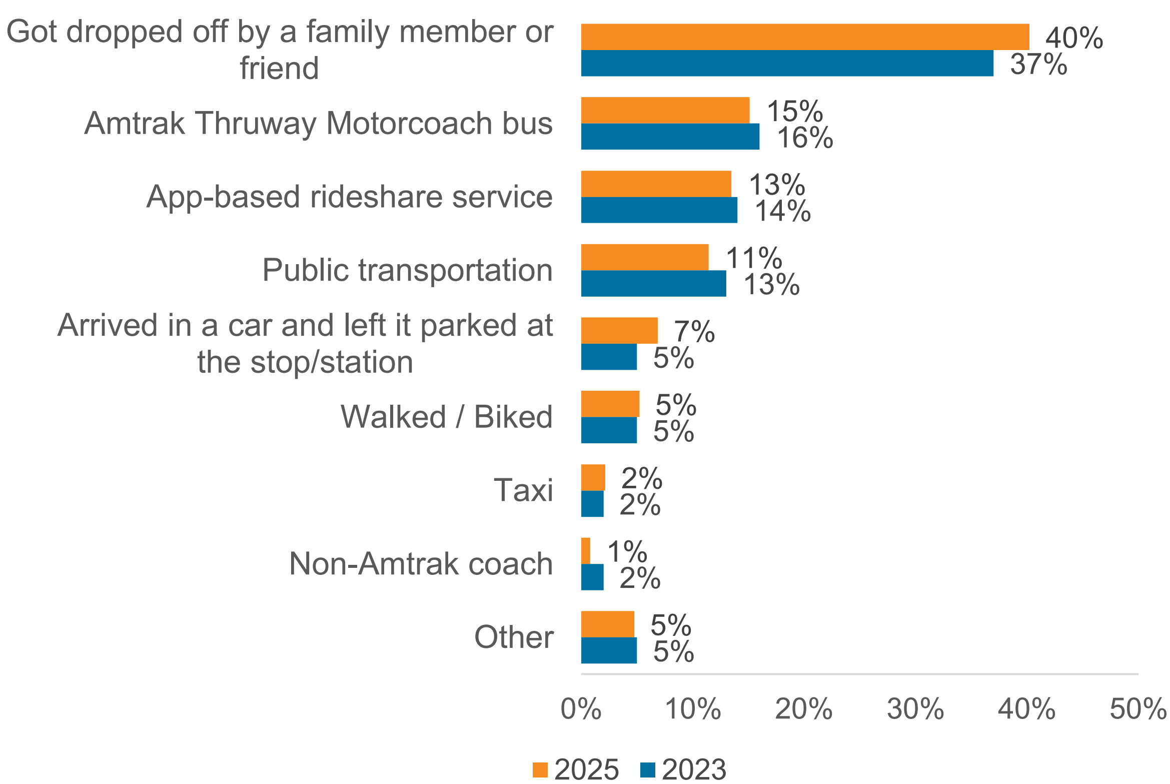


n = 1,846

In 2025, most riders (40%) accessed their Amtrak Thruway bus or train connection by getting dropped off by a family member or friend. This was up slightly from 37% in 2023. The Amtrak Thruway Motorcoach bus itself served as the access mode for 15% in 2025 and 16% in 2023. App-based rideshare services were used by 13% in 2025 and 14% in 2023, showing consistent usage across both years. Public transportation was the access mode for 11% in 2025, compared to 13% in 2023.

Smaller shares arrived by car and parked at the station (5% in 2025; 7% in 2023), walked or biked (5% in both years), took a taxi (2% each year), or used a non-Amtrak coach (1% in 2025; 2% in 2023). Another 5% said they accessed their connecting stop/station via another method in both 2023 and 2025 (Figure 21).

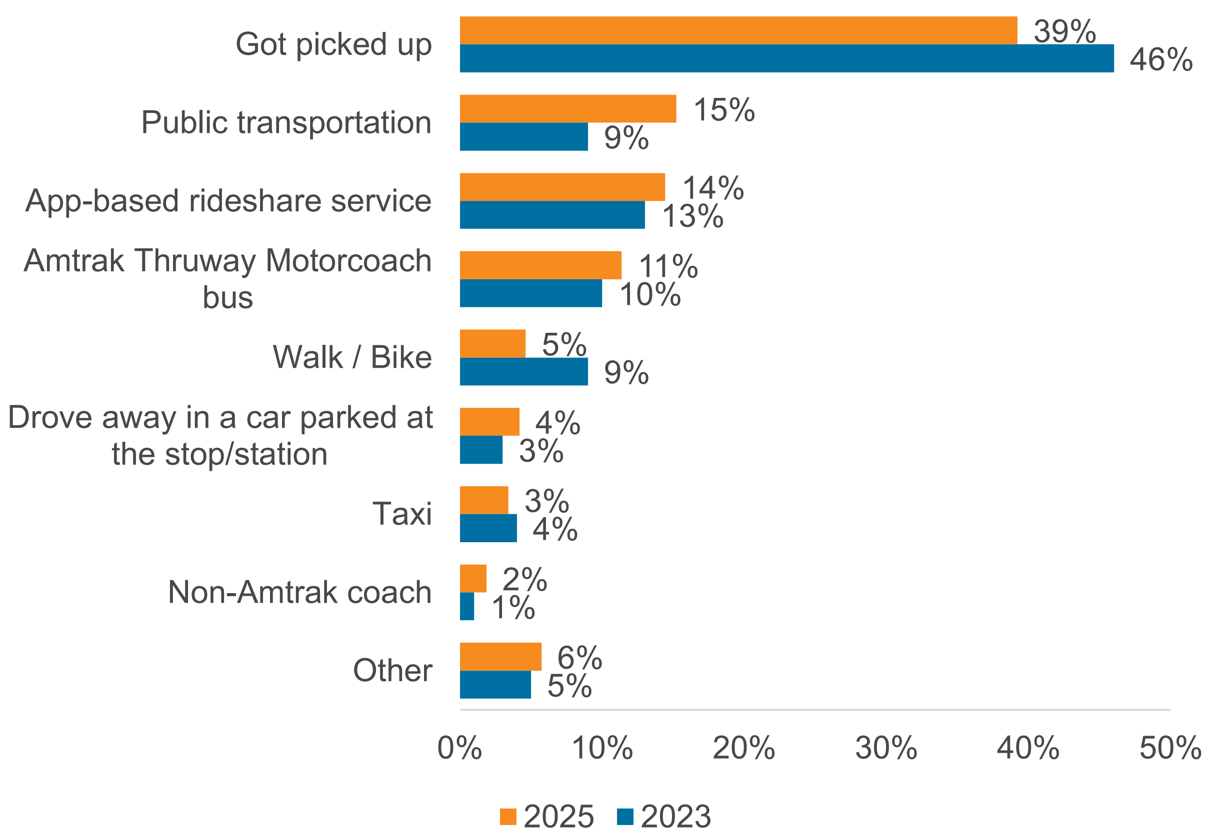
FIGURE 21. ACCESS MODE TO CONNECTING STOP/STATION FOR AMTRAK THRUWAY BUS OR TRAIN



2025: n = 481, *2023*: n = 370 (Respondents that connected to Amtrak Thruway bus or train.)

Figure 22 shows egress mode from connecting stop/stations. In 2025, 39% of riders reported getting picked up by a family member or friend after arriving at their Amtrak Thruway bus or train connection, a slight decline from 46% in 2023. Public transportation use increased notably, with 15% in 2025 compared to 9% in 2023. App-based rideshare services remained steady, used by 14% in 2025 and 13% in 2023. Other egress modes included the Amtrak Thruway Motorcoach bus (11% in 2025; 10% in 2023), walking or biking (5% in 2025; 9% in 2023), and driving away in a car parked at the station (4% in 2025; 3% in 2023). Smaller shares used a taxi (3% in 2025; 4% in 2023).

FIGURE 22. EGRESS MODE FROM CONNECTING STOP/STATION FOR AMTRAK THRUWAY BUS OR TRAIN

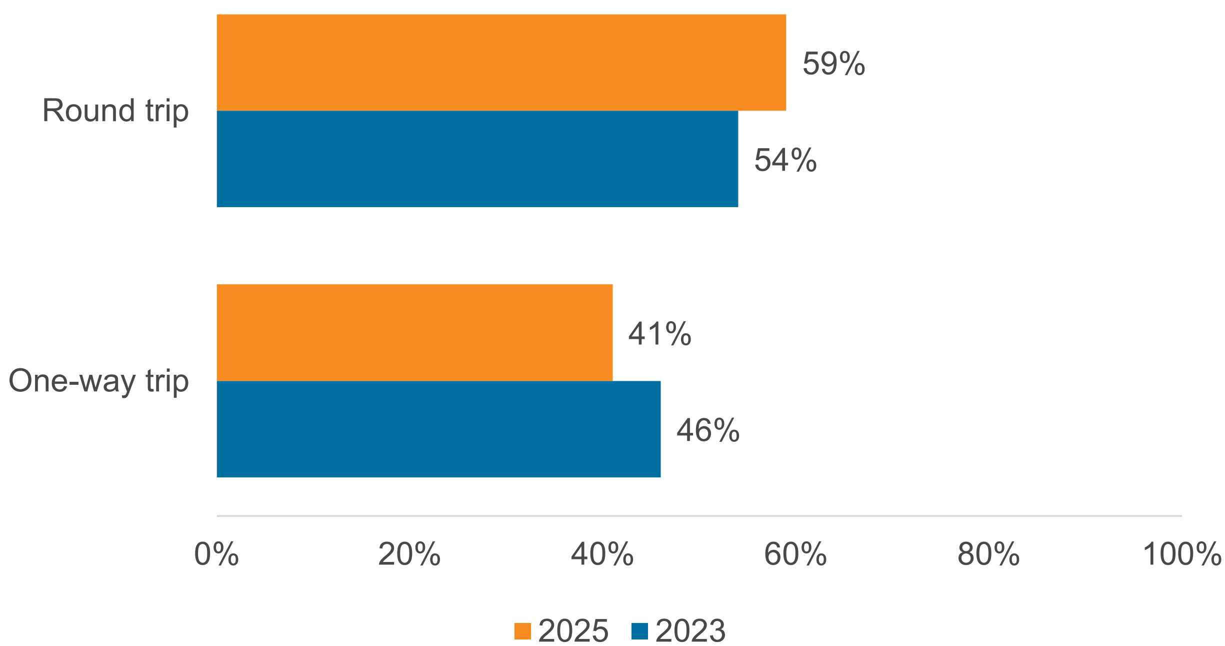


2025: n = 420, *2023*: n = 377 (Respondents that connected to Amtrak Thruway bus or train.)

Trip Purpose and Details

In 2025, 59% of riders reported making a round trip, compared to 54% in 2023, an increase of 5 percentage points (Figure 23).

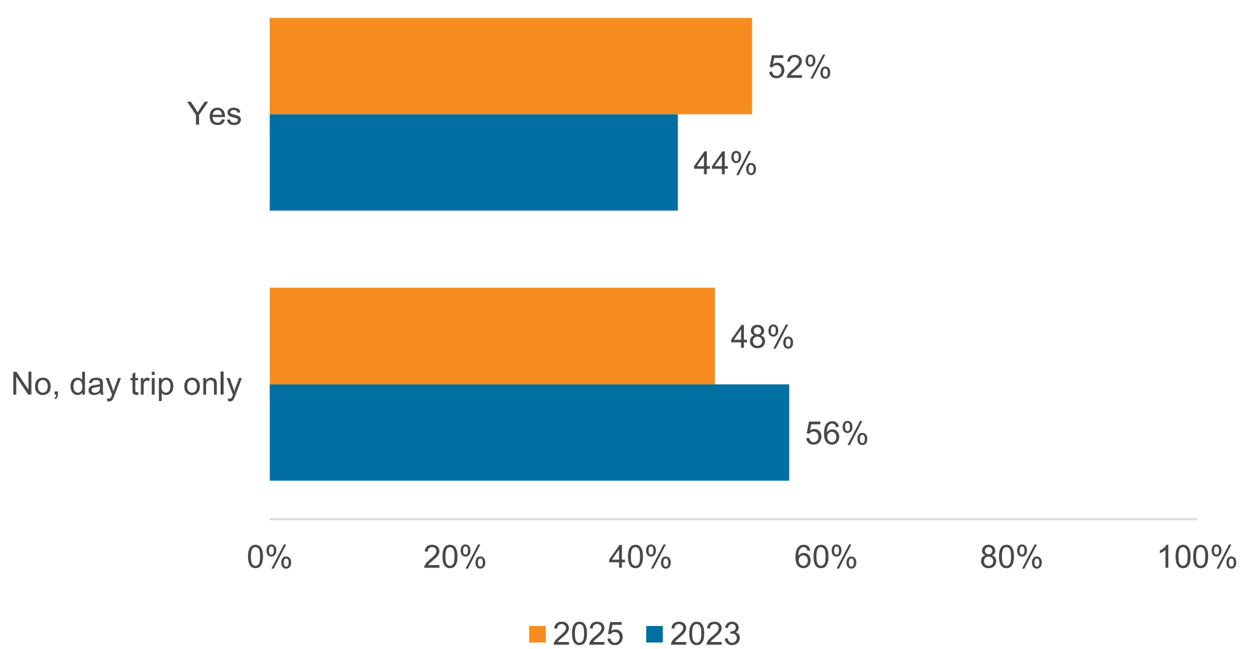
FIGURE 23. ONE WAY VS. ROUND TRIP TRAVEL ON SAN JOAQUINS



2025: n = 1,937, *2023*: n = 1,406

In 2025, 52% of riders reported that their trip included an overnight stay, compared to 44% in 2023 (Figure 24).

FIGURE 24. TRIP INCLUDES AN OVERNIGHT STAY

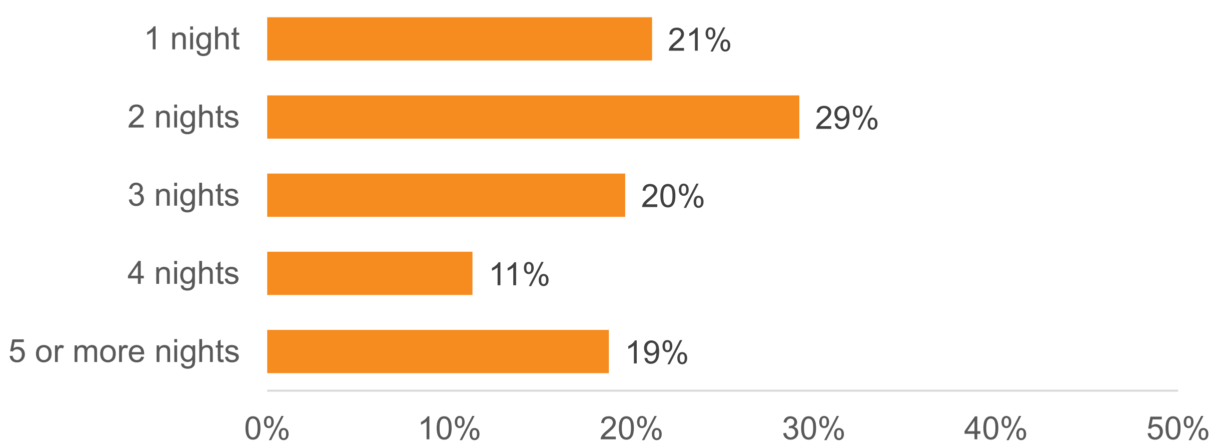


2025: n = 1,937, *2023*: n = 1,406

Among riders whose trip included an overnight stay, most stayed for one or two nights (21% and 29%, respectively). However, a notable share reported longer trips, with 20% staying three nights, 11% staying four nights, and 19% staying five or more nights (

Figure **25**).

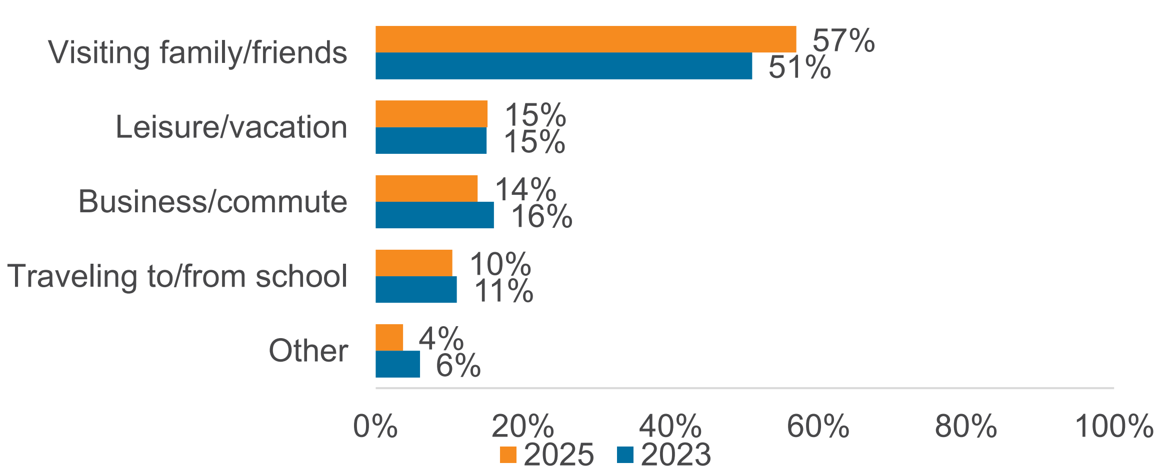
FIGURE 25. NUMBER OF NIGHTS AWAY



n = 1,032

The primary purpose of trips on the San Joaquins in 2025 was visiting family or friends, reported by 57% of riders, an increase of 6-percentage points from 2023 (51%). Leisure/vacation travel held steady at 15%, while business or commute-related travel declined slightly to 14%. School-related travel and “other” purposes also saw modest decreases compared to the previous year (Figure 26).

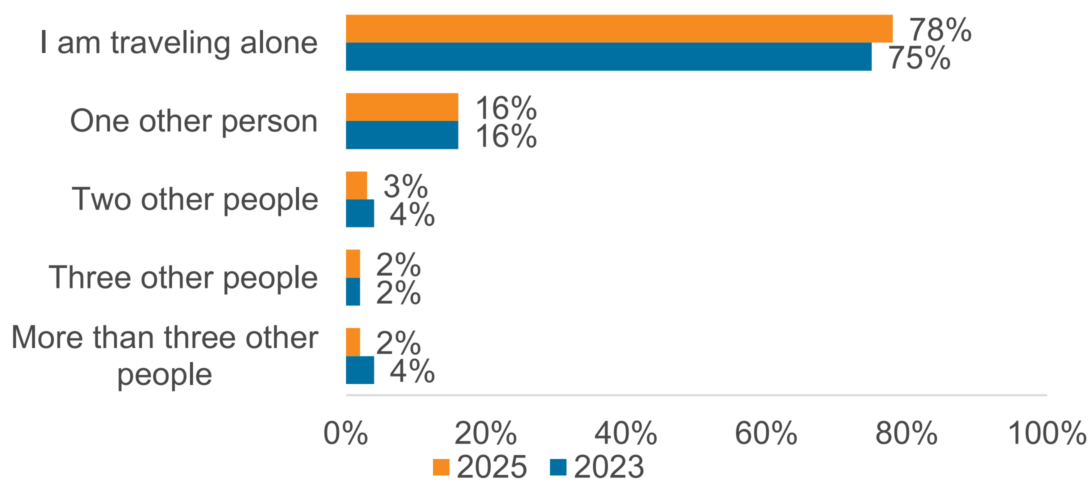
FIGURE 26. TRIP PURPOSE



2025: n = 1,937, *2023*: n = 1,406

The majority of riders continue to travel alone, 78% in 2025, up slightly from 75% in 2023. Traveling with one other person remained steady at 16% across both years. Very few respondents reported traveling with two or more people, and these shares either remained stable or declined slightly (Figure 27).

FIGURE 27. PARTY SIZE

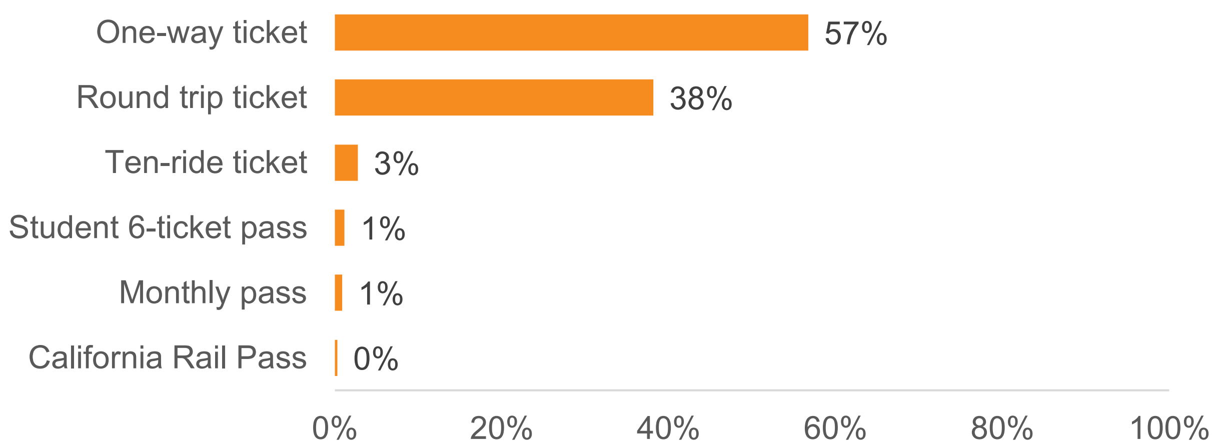


2025: n = 1,937, *2023*: n = 1,406

Ticketing

The most common ticket type selected by riders was a one-way ticket (57%), followed by round trip tickets (38%). A small share reported using a ten-ride ticket (3%), student 6-ticket pass (1%), or monthly pass (1%). Less than 1% of riders reported using the California Rail Pass (Figure 28).

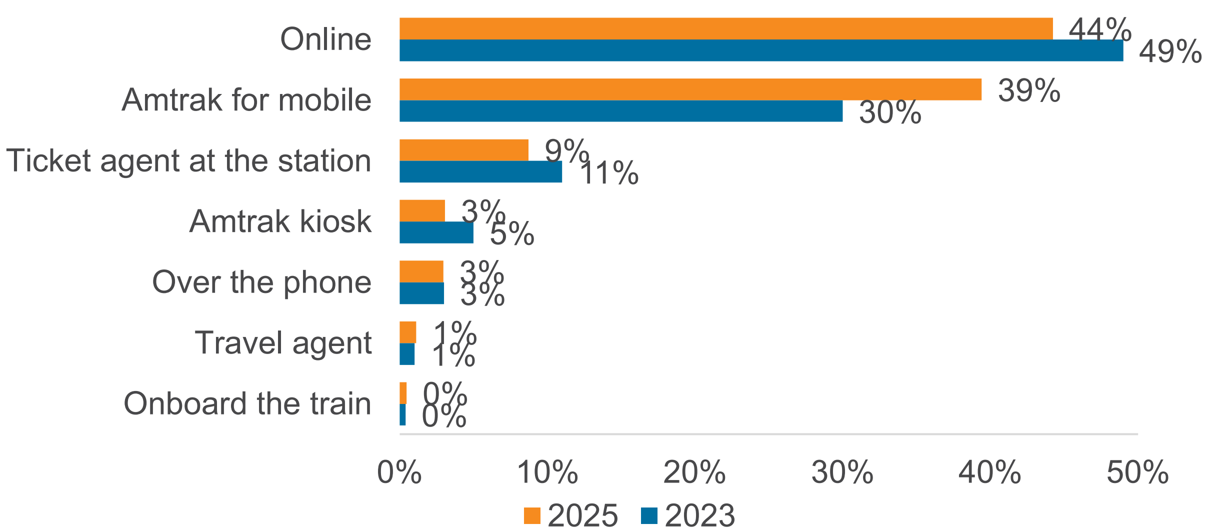
FIGURE 28. TICKET TYPE



n = 1,937

Compared to 2023, a slightly smaller share of riders in 2025 purchased their tickets online (44% vs. 49%), while use of the Amtrak mobile app increased notably (39% vs. 30%). Fewer riders used ticket agents at stations (9% vs. 11%) or bought tickets over the phone (3% vs. 5%). Use of Amtrak kiosks remained consistent (3% in both years), and use of travel agents and onboard purchases stayed minimal in both years (Figure 29).

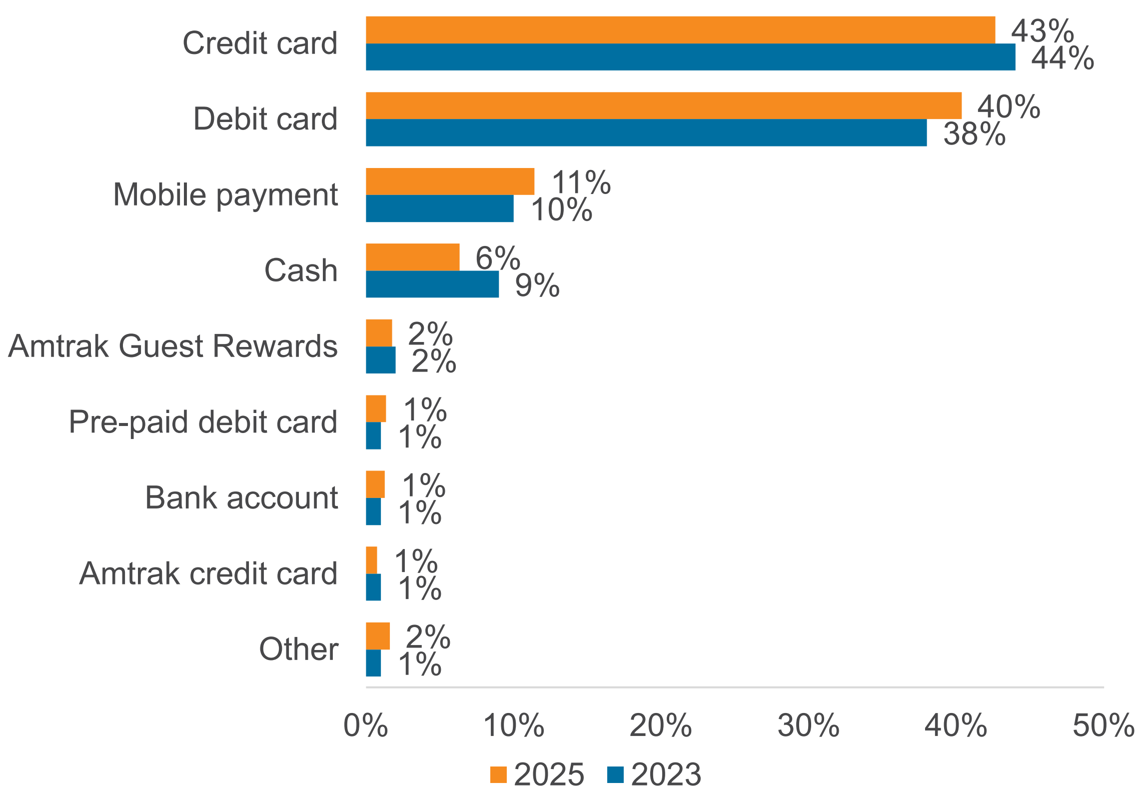
FIGURE 29. TICKET PURCHASE LOCATION



2025: n = 1,937, *2023*: n = 1,406

Credit and debit cards remained the most common payment methods, with 43% using a credit card and 40% using a debit card in 2025, similar to 44% and 38% in 2023, respectively. Mobile payments saw a slight uptick from 10% to 11%, while cash usage declined from 9% to 6%. Other payment methods, such as Amtrak Guest Rewards, pre-paid debit cards, and bank accounts, remained minimal and largely unchanged (Figure 30).

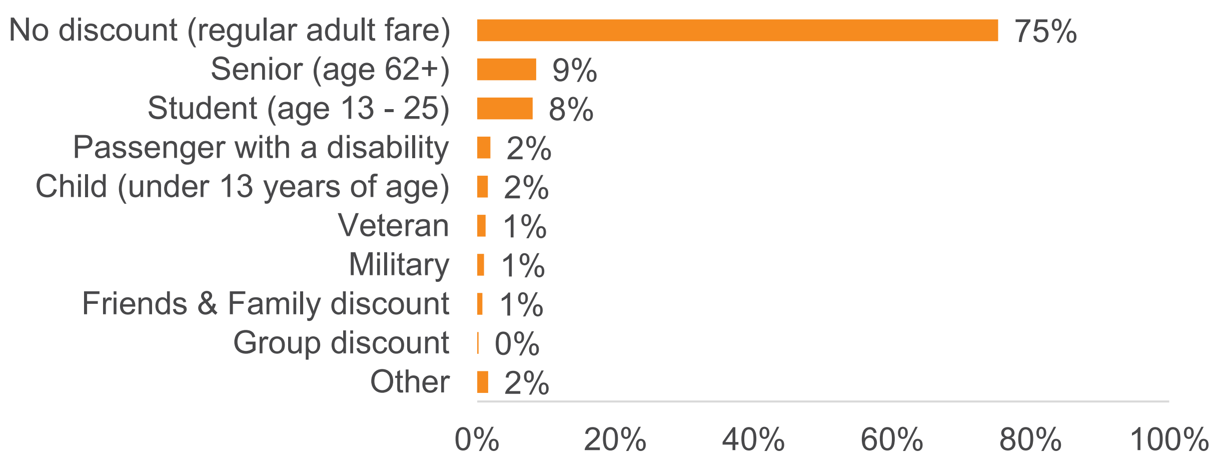
FIGURE 30. HOW TICKET WAS PURCHASED



n = 1,937 (Respondents select all that apply.)

Three-quarters (75%) of riders reported paying the regular adult fare without any discount. The most commonly used discounts were for seniors (9%) and students ages 13 to 25 (8%). All other discounts, such as those for passengers with disabilities, young children, veterans, military, or group travel, were each used by only 1 to 2% of riders (Figure 31).

FIGURE 31. FARE DISCOUNT USED

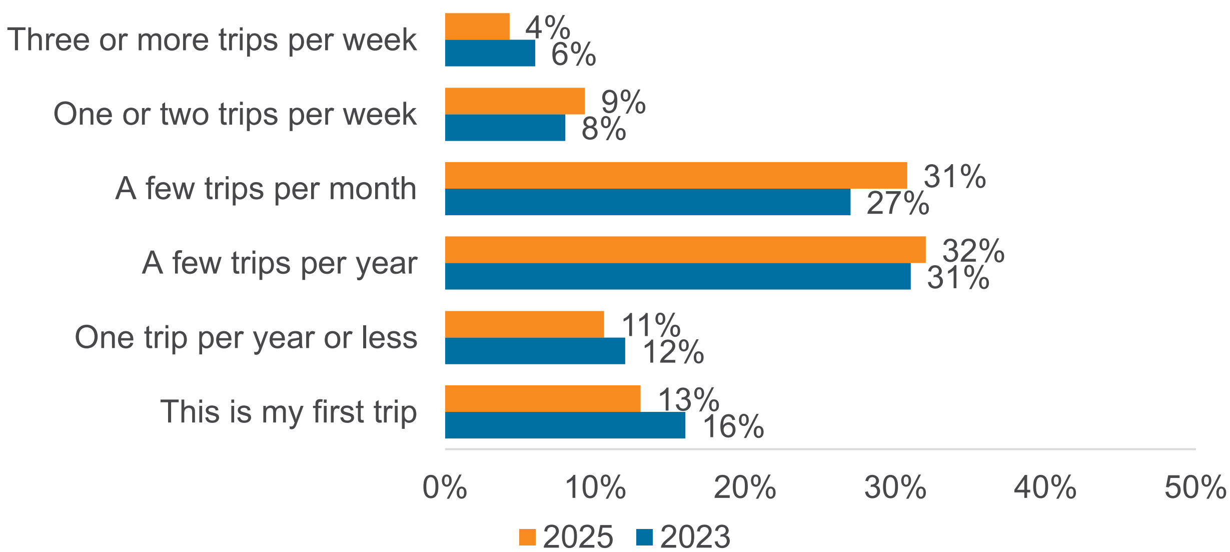


n = 1,937

San Joaquins Travel

Figure 32 compares how often riders ride the San Joaquins in 2025 and 2023. The overall distribution remains consistent, with most riders taking the train occasionally. In 2025, 31% reported riding a few times per month and 32% a few times per year, both nearly unchanged from 2023.

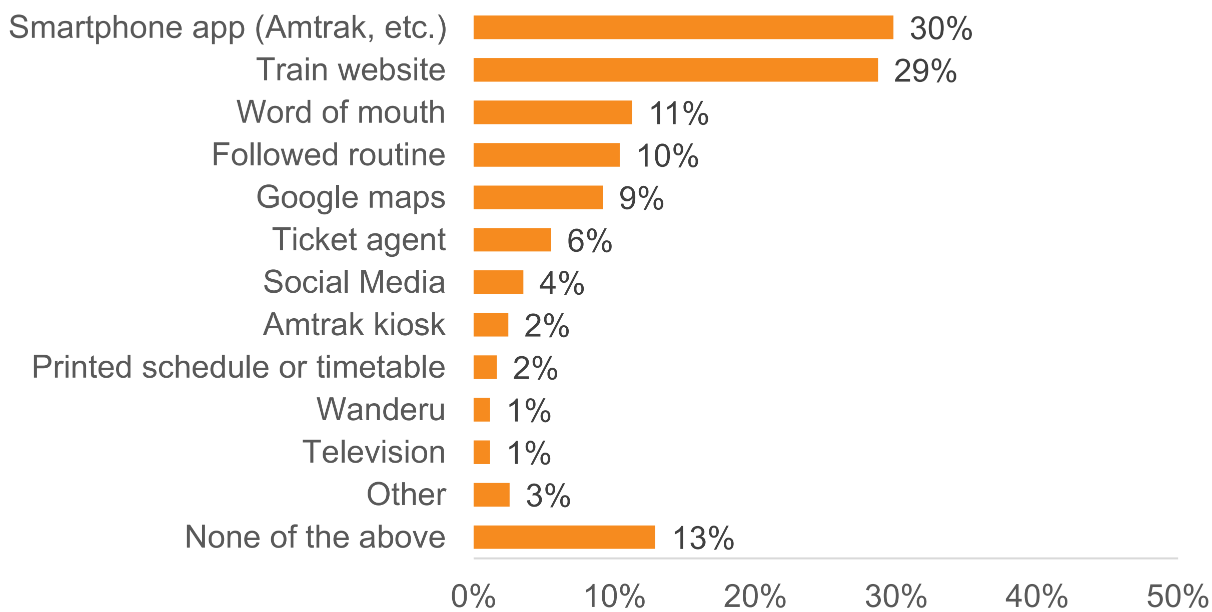
FIGURE 32. FREQUENCY OF TRAVEL ON SAN JOAQUINS



2025: n = 1,937, *2023*: n = 1,406

Figure 33 displays how riders planned their San Joaquins trips. The most commonly used sources were smartphone apps (30%) and the train website (29%). Other riders relied on word of mouth (11%), personal routine (10%), or Google Maps (9%). Just over one in ten (13%) said they didn't use any of the listed sources to plan their trip.

FIGURE 33. INFORMATION SOURCE TO PLAN TRIP ON SAN JOAQUINS

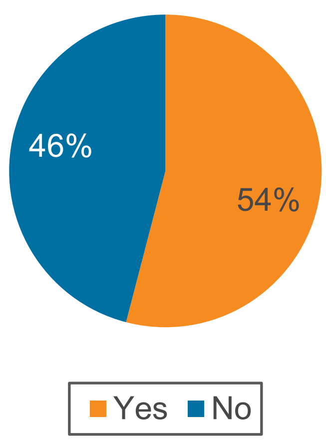


n = 1,937 (Respondents select all that apply.)

Rewards Members and Business Class

Over half of rider (54%) reported being members of Amtrak Guest Rewards, while 46% said they were not (Figure 34).

FIGURE 34. IS AN AMTRAK GUEST REWARDS MEMBER

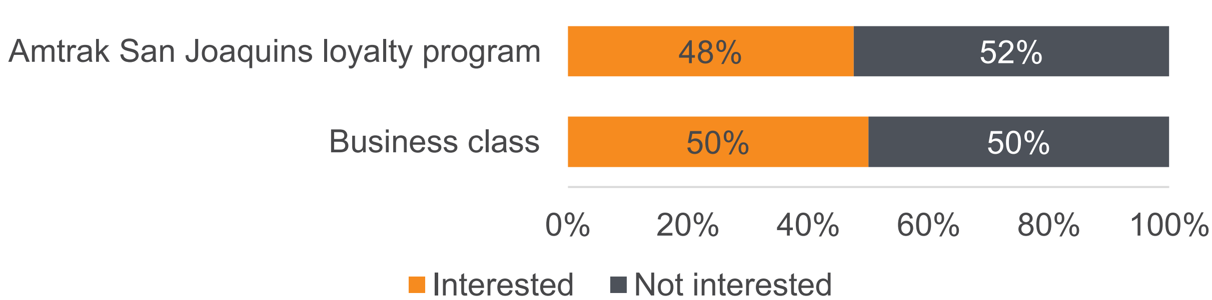


n = 1,937

The following figures detail interest in business class, desired features, and the optimal price. Interest is strongest among younger adults, particularly those under 35, and those with some college experience. It also tends to be higher among frequent riders, especially those traveling a few times per month (see Table 13, Table 14, and Table 15 for more details).

Interest in potential service enhancements was evenly split among riders. Half (50%) expressed interest in a business class option on Amtrak San Joaquins, while the other half (50%) were not interested. Similarly, 48% said they would be interested in an Amtrak San Joaquins-specific loyalty program, compared to 52% who were not (Figure 35).

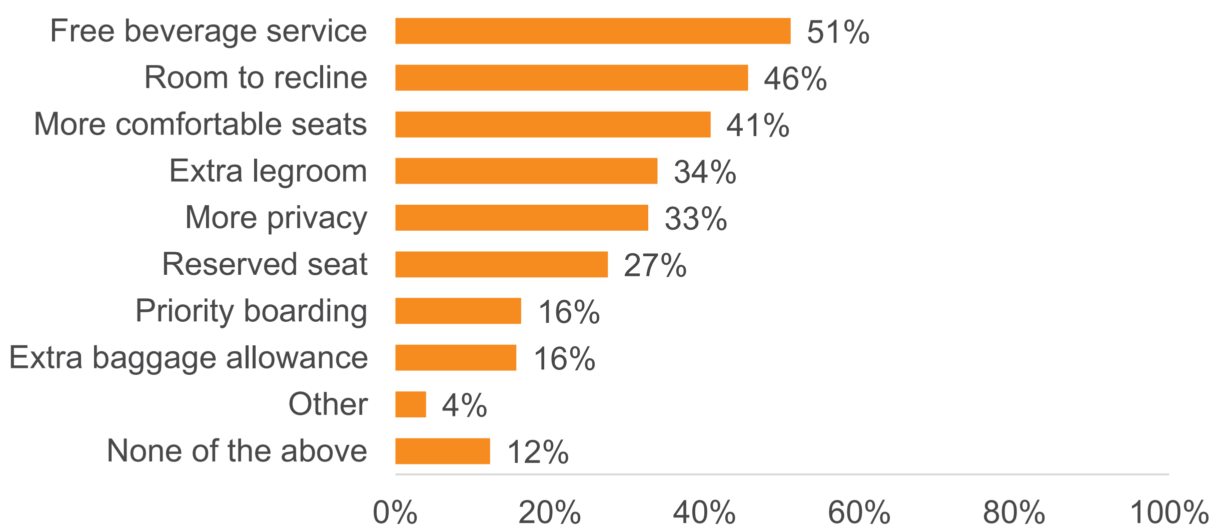
FIGURE 35. INTEREST IN…



n = 1,937

Free beverage service (51%), room to recline (46%), and more comfortable seats (41%) are the most frequently selected desired business class features, followed by extra legroom (34%) and more privacy (33%). Over a quarter (27%) would like reserved seats (Figure 36).

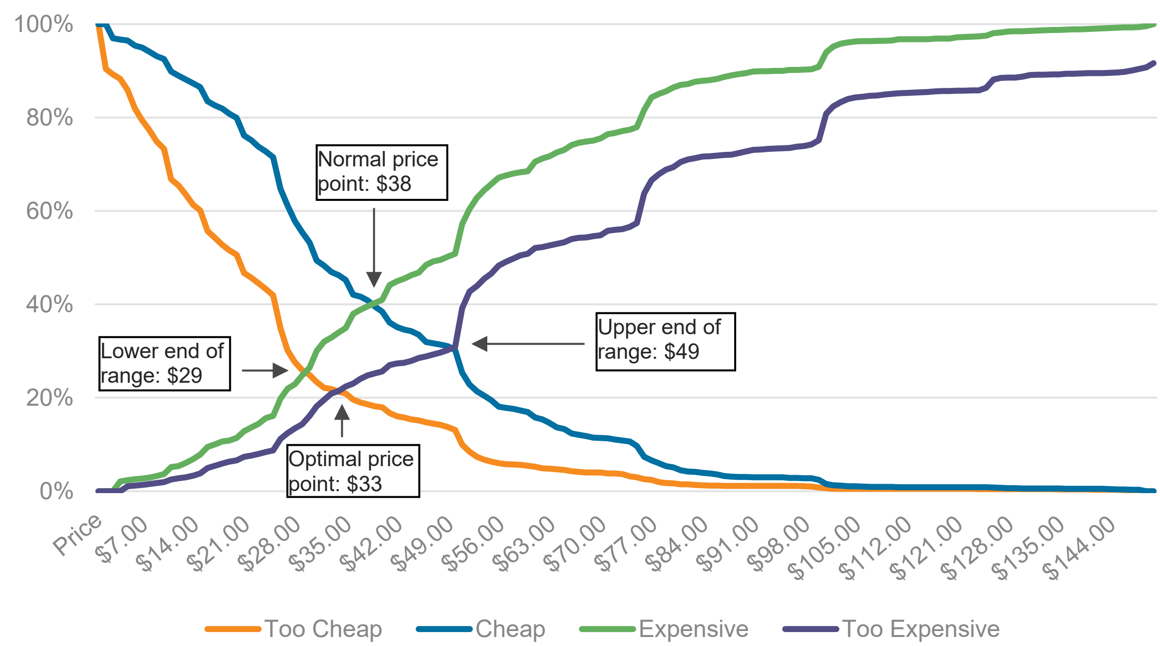
FIGURE 36. DESIRED FEATURES IN BUSINESS CLASS



n = 1,533 (Respondents who were interested in or neutral towards business class. Respondents select all that apply.)

Figure 37 presents the results of a Van Westendorp Price Sensitivity analysis, in which riders evaluated potential price points for a business class add-on to their existing San Joaquins fare. Riders were asked to indicate at what price the option would be considered too cheap, cheap, expensive, or too expensive. The analysis identifies several key pricing thresholds: the optimal price point is $33, where the percentage of riders who view the option as “too expensive” intersects with those who view it as “too cheap.” The normal price point, or the price most commonly perceived as acceptable, is $38, where the “cheap” and “expensive” curves cross. The acceptable price range spans from $29 to $49, representing the lower and upper bounds where rider perceptions shift from acceptable to extreme. Prices below $29 may raise concerns about quality, while those above $49 are seen as prohibitively expensive by most riders.

FIGURE 37. OPTIMAL PRICE OF BUSINESS CLASS

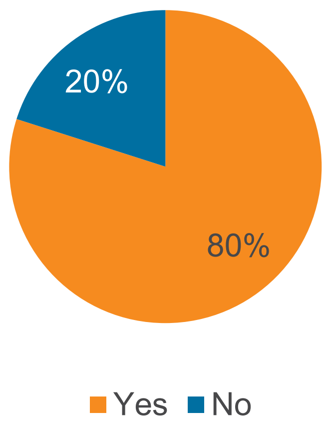


n = 1,533 (Respondents who were interested in or neutral towards business class.)

Onboard Amenities

Figure 38 shows that 80% of riders were aware that Wi-Fi is available onboard San Joaquins trains, while 20% were not.

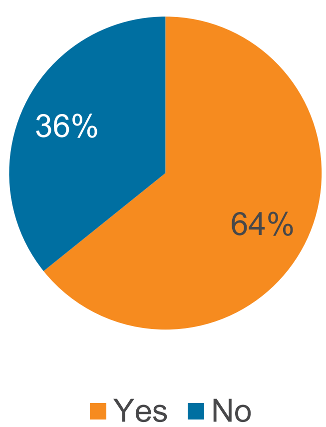
FIGURE 38. WI-FI AWARENESS



n = 1,937

Nearly two-thirds of riders (64%) said they used the Wi-Fi on board San Joaquins trains, while just over a third (36%) did not (Figure 39).

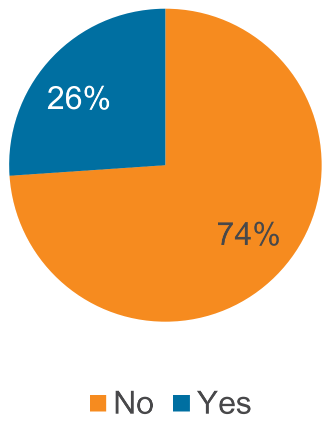
FIGURE 39. USE WI-FI DURING THIS TRIP



n = 1,544 (Respondents who were aware of Wi-Fi onboard.)

Three-quarters of riders (74%) did not use the free onboard content like movies or audiobooks, while 26% took advantage of the entertainment options available (Figure 40).

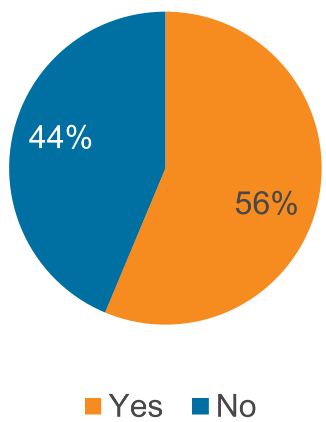
FIGURE 40. USED FREE CONTENT INCLUDED WITH WI-FI



n = 979 (Respondents who used Wi-Fi onboard.)

More than half of riders (56%) have tried the new onboard Snack Station that offers complimentary snacks. The remaining 44% have not yet experienced the new onboard Snack Station (Figure 41).

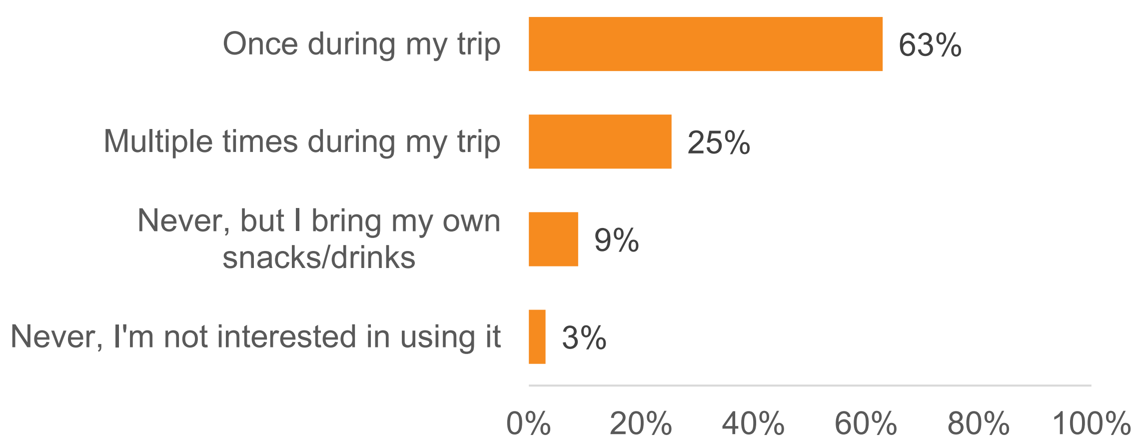
FIGURE 41. EXPERIENCED NEW SNACK STATION



n = 1,937

Among those who have experienced the new onboard Snack Station, most (63%) visited once during their trip, while 25% stopped by multiple times. A smaller share (9%) said they didn't use the Snack Station because they brought their own snacks or drinks, and 3% said they weren't interested in using it at all (Figure 42).

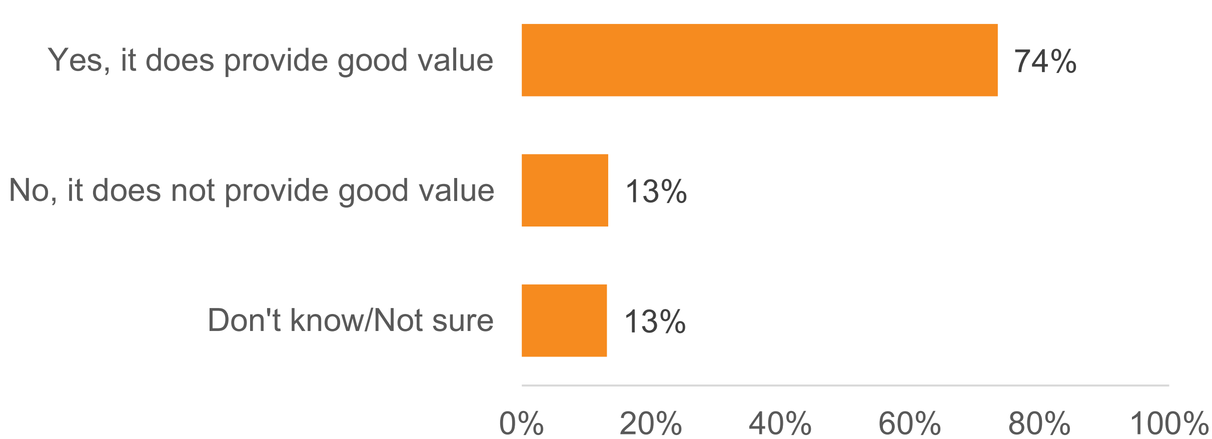
FIGURE 42. NUMBER OF VISITS TO SNACK STATION



n = 1,091 (Respondents who experienced the new onboard snack station.)

Among riders who have experienced the new onboard Snack Station, nearly three-quarters (74%) felt it provides good value. Thirteen percent said it does not offer good value, while another 13% were unsure (Figure 43).

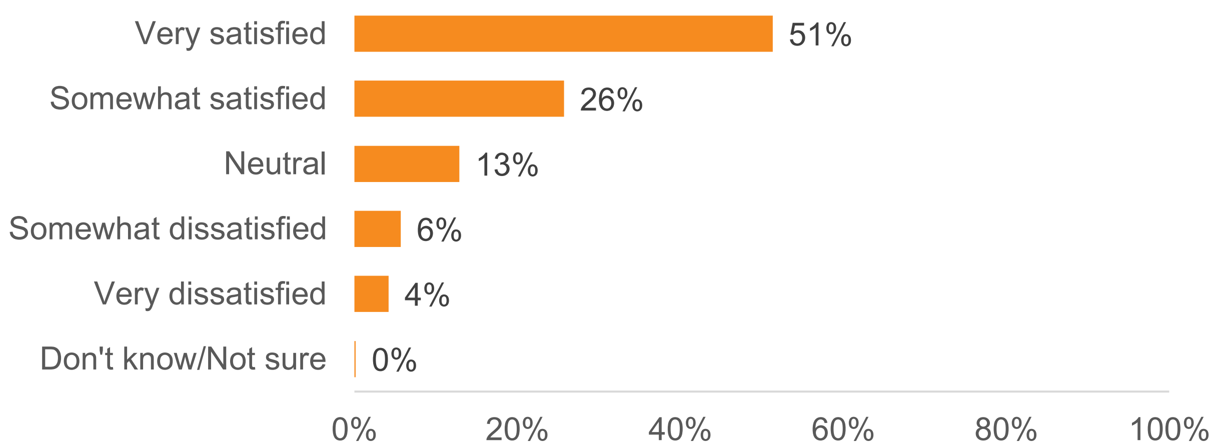
FIGURE 43. PERCEIVED VALUE OF SNACK STATION



n = 1,091 (Respondents who experienced the new onboard snack station.)

Among riders who were aware of the new onboard snack station, the majority reported positive experiences. Over half (51%) said they were very satisfied, while an additional 26% were somewhat satisfied. Thirteen percent felt neutral about the offering, and a smaller share were somewhat dissatisfied (6%) or very dissatisfied (4%; Figure 44).

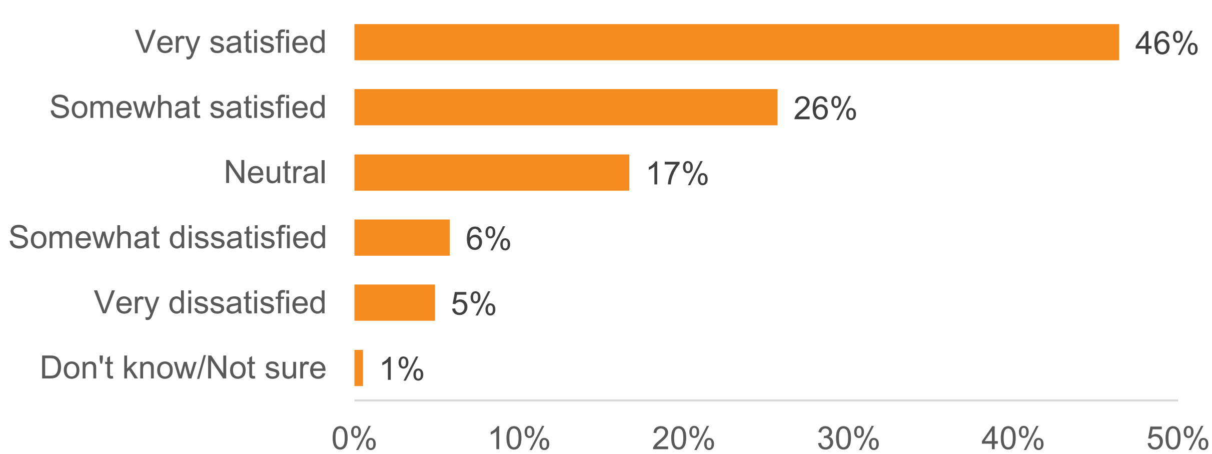
FIGURE 44. SATISFACTION WITH SNACK STATION



n = 1,091 (Respondents who experienced the new onboard snack station.)

Satisfaction with the variety of snacks offered onboard was generally positive among riders. Nearly half (46%) said they were very satisfied, and another 26% were somewhat satisfied. Seventeen percent felt neutral, while smaller shares were somewhat dissatisfied (6%) or very dissatisfied (5%; Figure 45).

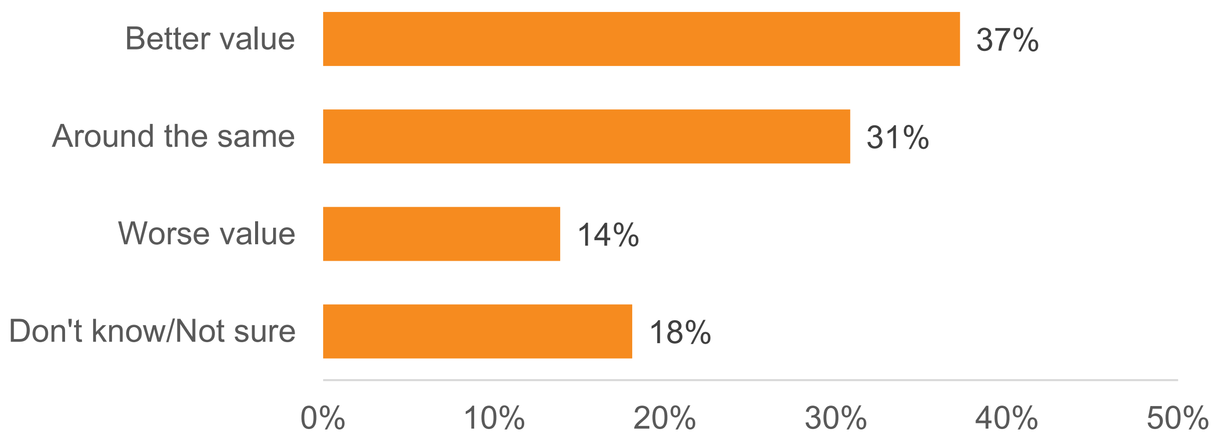
FIGURE 45. SATISFACTION WITH VARIETY OF SNACKS



n = 1,091 (Respondents who experienced the new onboard snack station.)

Among riders who had used the Snack Station, 37% felt it offered better value than the previous café car service, while 31% said the value was about the same. Fourteen percent rated it as worse value, and 18% were unsure or did not know (Figure 46).

FIGURE 46. COMPARISON OF SNACK STATION TO CAFÉ CAR

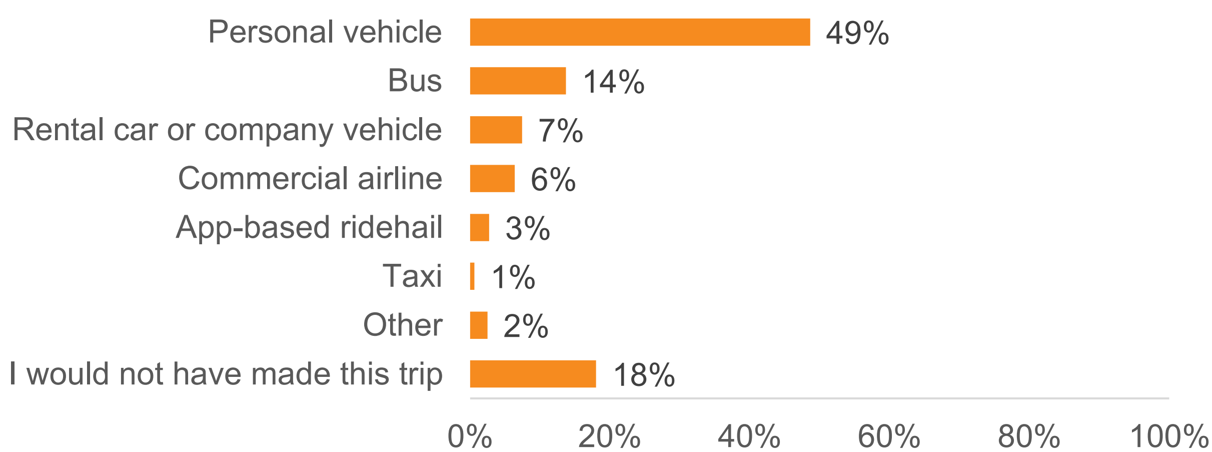


n = 1,091 (Respondents who experienced the new onboard snack station.)

Reasons for Riding and Preferred Alternatives

If San Joaquins service had not been available, nearly half of riders (49%) said they would have used a personal vehicle instead. Fourteen percent would have taken the bus, and 7% would have used a rental or company car. Smaller shares said they would have flown (6%), used a rideshare service (3%), taken a taxi (1%), or selected “Other” (2%). Notably, 18% reported they would not have made the trip at all (Figure 47).

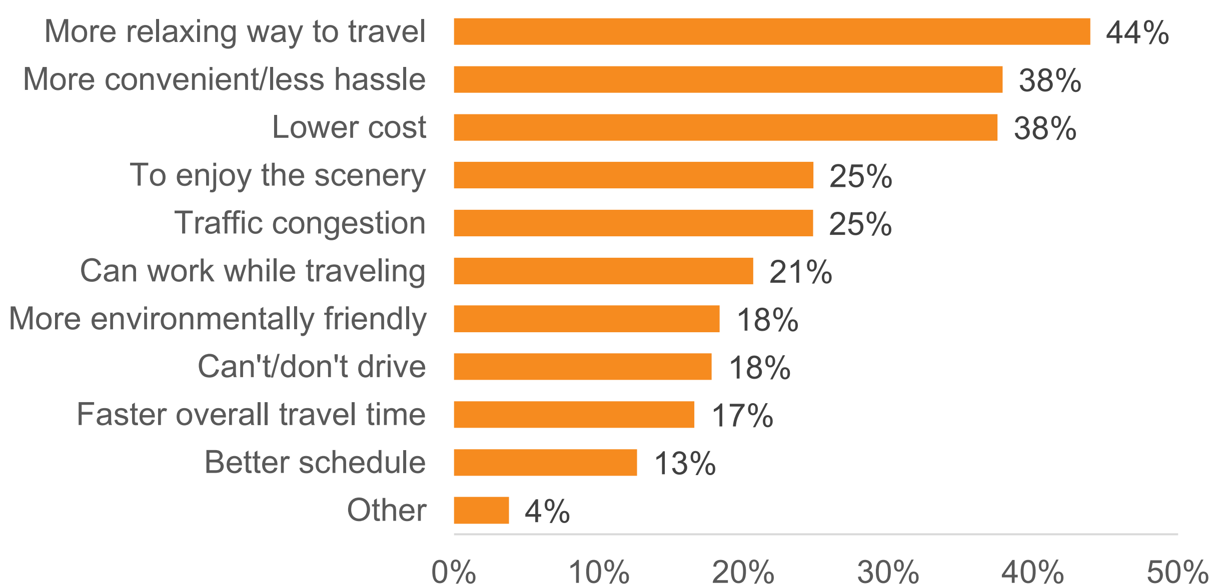
FIGURE 47. ALTERNATIVE MODE OF TRAVEL IF SAN JOAQUINS NOT AVAILABLE FOR TRIP



n = 1,937

The top reasons riders chose to ride the San Joaquins instead of other travel options were comfort and ease. Forty-four percent said it was a more relaxing way to travel, and 38% cited convenience or less hassle. Cost was also a key factor, with 38% selecting lower cost. Others valued the ability to enjoy the scenery (25%), avoid traffic congestion (25%), or work while traveling (21%). Environmental friendliness (18%), inability or preference not to drive (18%), and faster travel time (17%) were also noted (Figure 48).

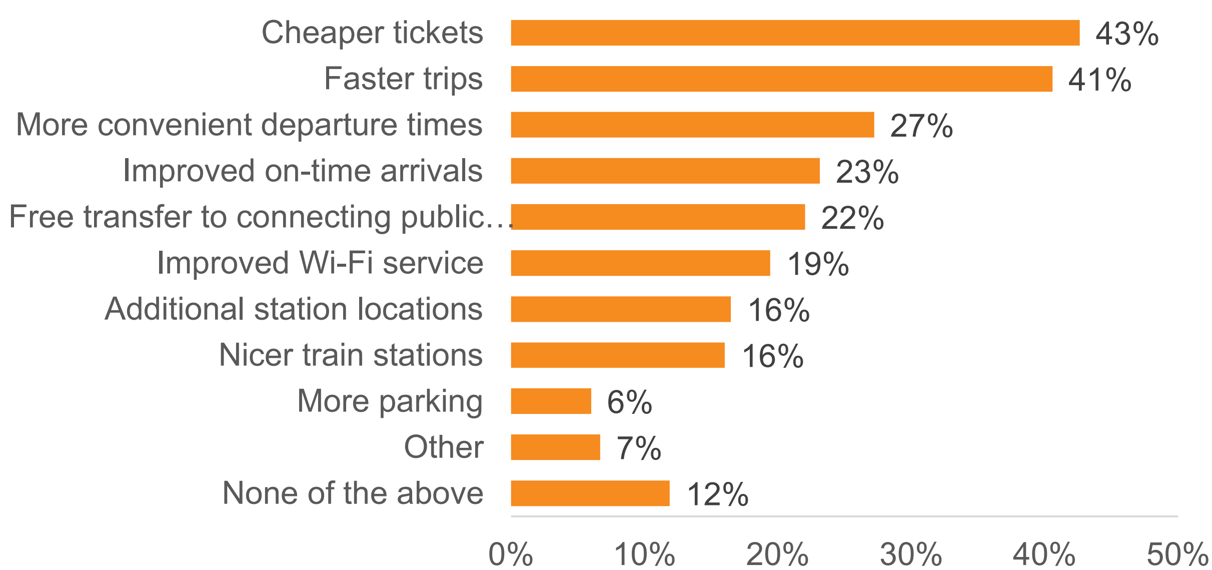
FIGURE 48. REASON FOR CHOOSING SAN JOAQUINS OVER OTHER OPTIONS



n= 1,096 to 1,585 (Respondents who had an alternative mode of travel for their trip. Traffic congestion was only shown to respondents who selected their alternative travel mode would be “personal vehicle” or “rental vehicle.”)

The most frequently cited motivators for riding the San Joaquins more often were cheaper tickets (43%) and faster trips (41%). Other improvements that could encourage greater usage include more convenient departure times (27%), improved on-time arrivals (23%), and free transfers to connecting public transit services (22%). Riders also expressed interest in improved Wi-Fi (19%), more station locations (16%), and nicer train stations (16%). Twelve percent of riders indicated that none of the listed improvements would influence their decision to ride more frequently (Figure 49).

FIGURE 49. MOTIVATION TO RIDE SAN JOAQUINS MORE OFTEN

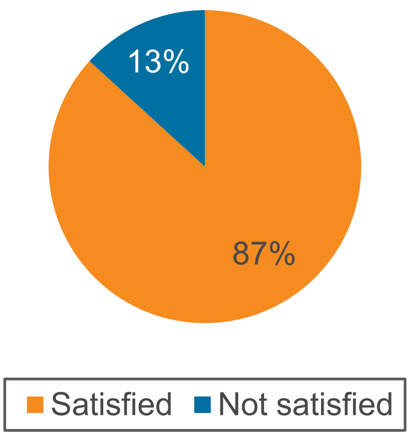


n = 1,937 (Respondents select all that apply.)

San Joaquins Experience

The vast majority of San Joaquins riders, 87%, reported being satisfied with their overall experience, while only 13% indicated dissatisfaction (Figure 50).

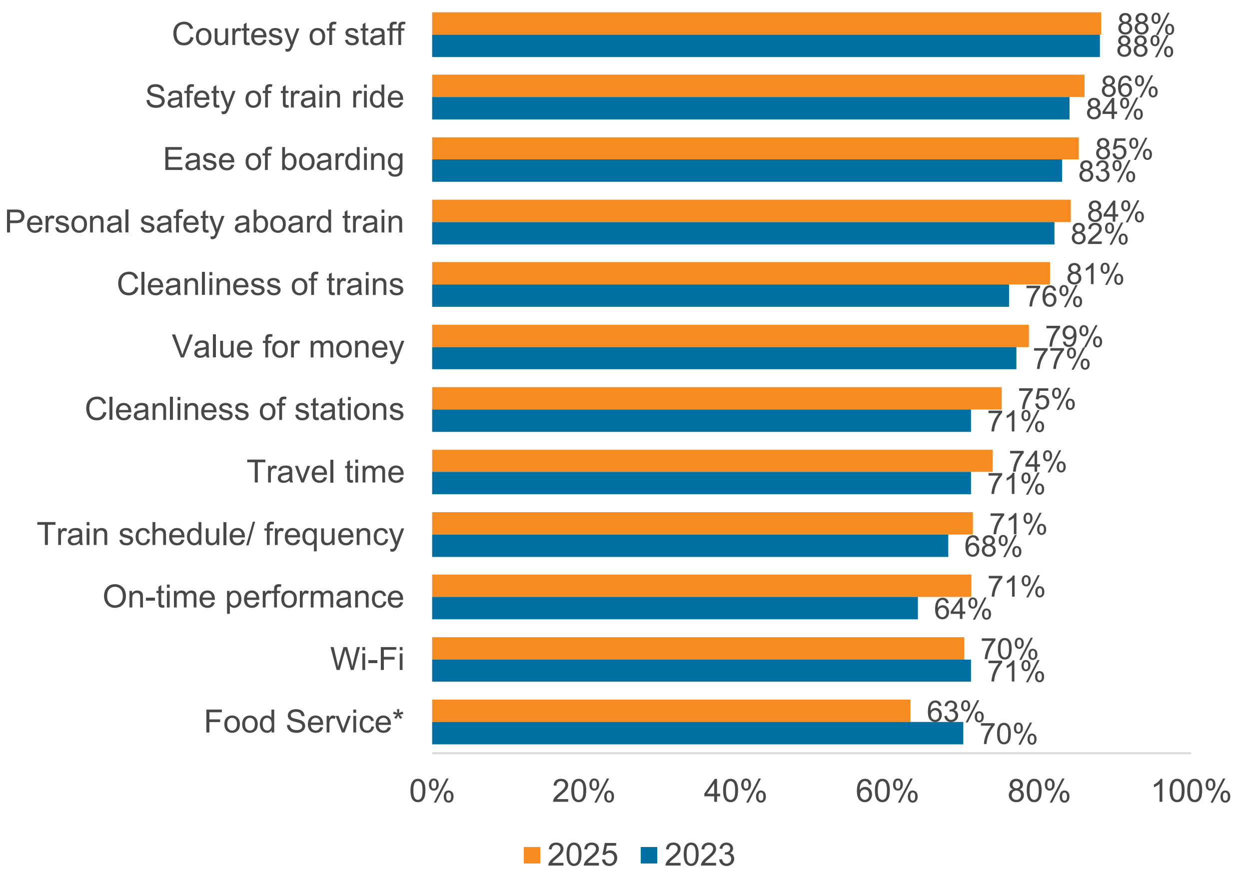
FIGURE 50. OVERALL SATISFACTION WITH SAN JOAQUINS SERVICE



n = 1,937

Overall satisfaction remains strong across most categories. Riders continued to give the highest marks to courtesy of staff (88% both years) and safety of the train ride (86% in 2025, 84% in 2023). Areas such as cleanliness of trains, value for money, and cleanliness of stations saw small improvements from 2023 to 2025. Notably, satisfaction with on-time performance rose from 64% to 71%, while Wi-Fi and food service experienced slight declines, particularly food service, which dropped from 70% to 63% (Figure 51).

FIGURE 51. SATISFACTION WITH SERVICE ATTRIBUTES (TOP 2) "VERY SATISFIED" AND "SOMEWHAT SATISFIED"



2025: n = 1,306 to 1,918 , *2023*: n = 1,003 to 1,386 *(*Note: In 2023, the food service category was labeled as "Café Car." In 2025, the "Food Service" category includes both the Café Car and new snack stations available on select trains.)*

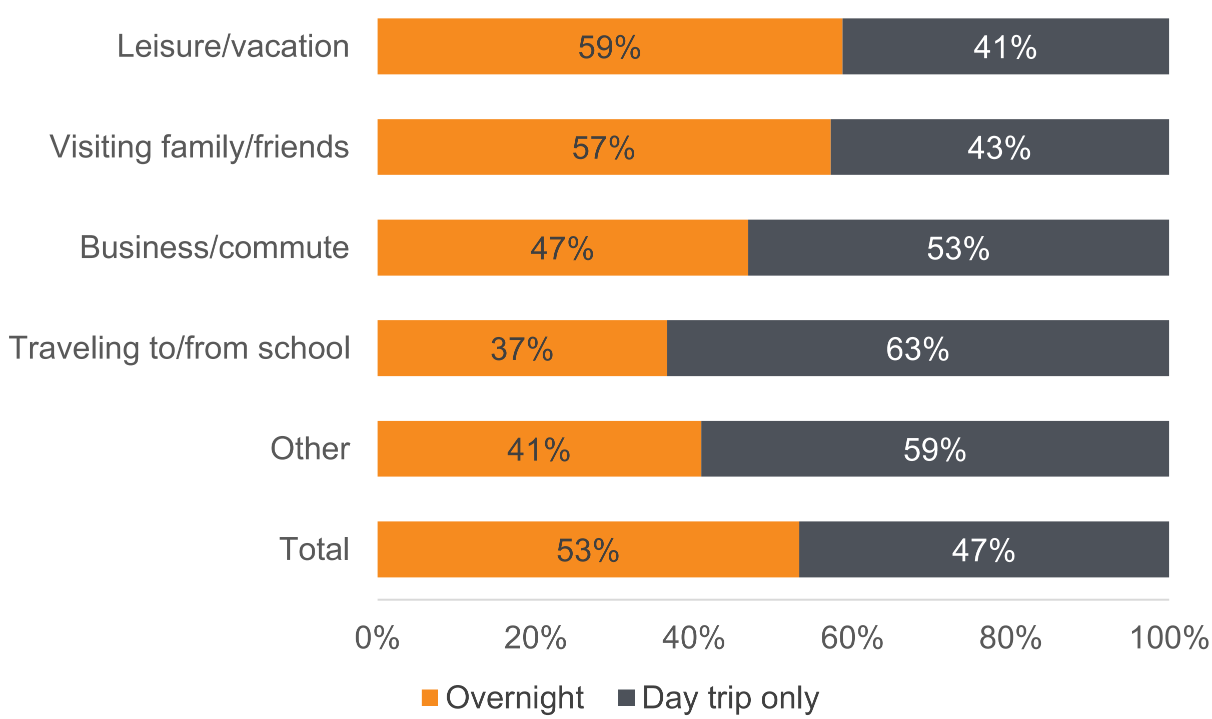
Select Crosstabs

The following section shows a selection of crosstabs.

By Trip Purpose

Overall, a slight majority of riders (53%) reported overnight travel. Riders traveling for leisure (59%) or to visit family and friends (57%) were the most likely to stay overnight, suggesting these trips often involve longer distances or multi-day plans. In contrast, trips for school (63%) and business or commuting (53%) were more commonly completed as day trips (Figure 52).

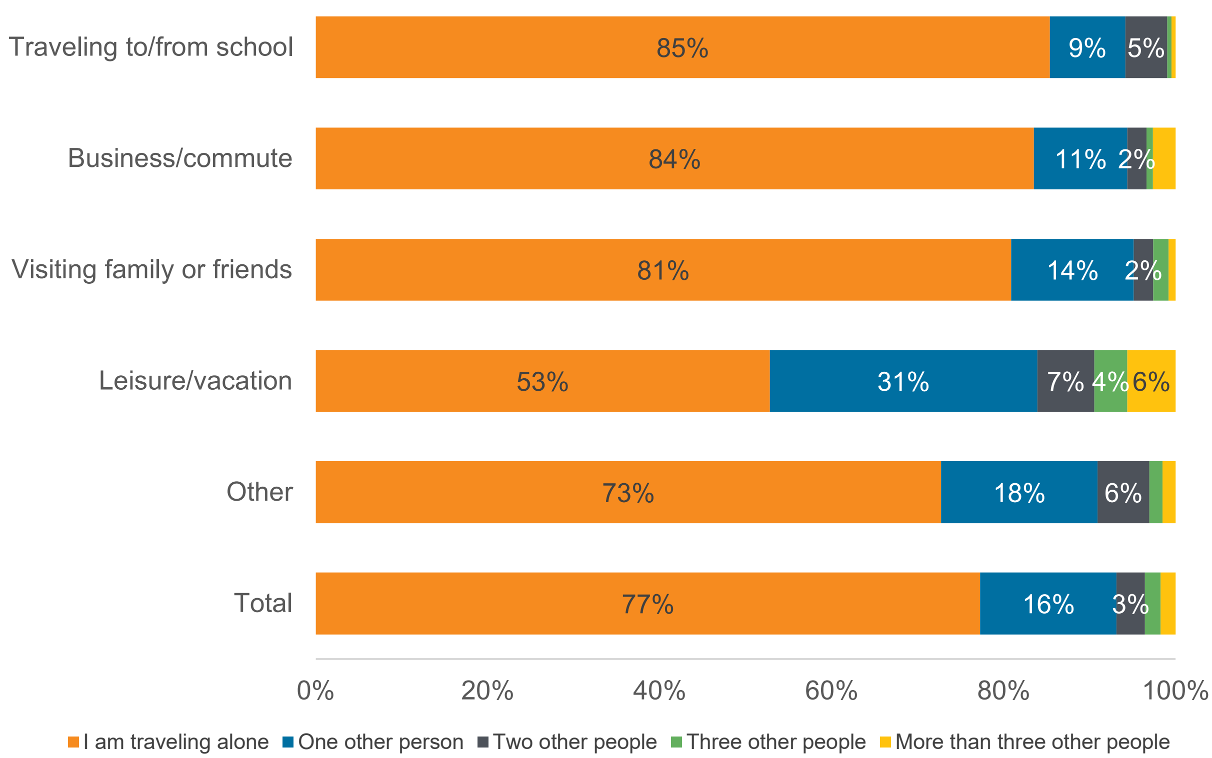
FIGURE 52: TRIP LENGTH BY TRIP PURPOSE



n = 1,937

Solo travel is most common among riders traveling for school, with 85% riding alone. Similarly, 84% of those commuting or traveling for business and 81% of those visiting family or friends also traveled alone. In contrast, leisure and vacation trips are more likely to involve companions, only 53% of leisure travelers rode alone, while 31% traveled with one other person and 16% traveled with two or more companions. Riders traveling for other reasons also showed more variation, with 73% traveling alone and 27% accompanied by at least one other person (Figure 53).

FIGURE 53: TRAVEL GROUP SIZE BY TRIP PURPOSE



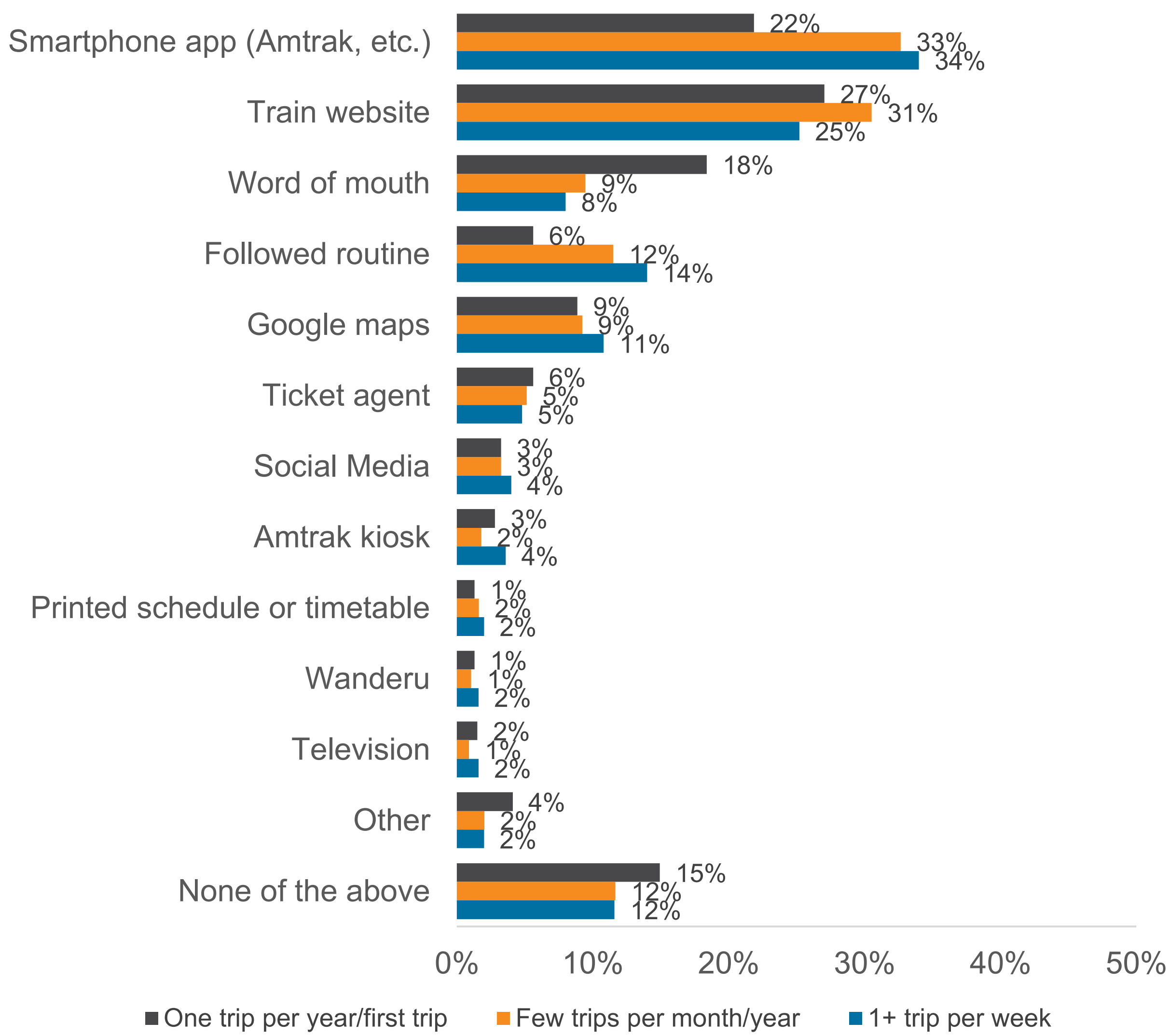
n = 1,937

By Frequency of Ridership

Most riders planned their San Joaquins trip using digital tools, with the smartphone app (Amtrak, etc.) and the train website as the top sources. Among weekly riders, 34% used the app and 25% used the website. Monthly or yearly riders leaned slightly more on the website (31%) than the app (33%), while 22% of infrequent/first-time riders used the app and 27% used the website.

Other sources like word of mouth (9%–18%) and Google Maps (9%–11%) were more popular among less frequent travelers. A notable 15% of first-time or annual riders didn't use any of the listed resources, compared to just 12% among more frequent riders (Figure 54).

FIGURE 54: HOW TRIP WAS PLANNED BY FREQUENCY OF RIDERSHIP



n = 1,937 (Respondents select all that apply.)

By Age

Across all age groups, most riders traveled alone, with 77% overall reporting solo travel. This pattern was especially strong among those under 25 (80%), while riders aged 35 to 44 were slightly more likely to travel with others (71% traveled alone). Traveling with one other person was the next most common response (16% overall), consistent across age groups. Traveling with three or more people was rare across all demographics, with just 2% overall doing so (Table 5).

TABLE 5: PARTY SIZE BY AGE

PARTY SIZE	UNDER 25	25-34	35-44	45-54	55-61	62+	TOTAL
I traveled alone	80%	77%	71%	77%	77%	78%	77%
One other person	15%	13%	18%	18%	18%	17%	16%
Two other people	2%	6%	5%	2%	1%	3%	3%
Three other people	2%	1%	4%	1%	1%	1%	2%
Four or more people	1%	2%	2%	3%	3%	1%	2%
N	***665***	***409***	***254***	***197***	***144***	***268***	***1,937***

n = 1,937

Younger riders are most motivated by cheaper tickets and faster trips, with 55% of those under 25 selected lower fares as a top motivator, and 50% prioritized faster service. Interest in improved amenities such as Wi-Fi and on-time arrivals is also strongest among riders under 35. In contrast, older riders, especially those 62 and up, are less likely to be influenced by service enhancements and more likely to say none of the listed changes would increase their ridership (26%; Table 6).

TABLE 6: MOTIVATION TO RIDE SAN JOAQUINS MORE OFTEN BY AGE

MOTIVATOR	UNDER 25	25-34	35-44	45-54	55-61	62+	TOTAL
Cheaper tickets	55%	47%	33%	34%	33%	26%	43%
Faster trips	50%	44%	36%	35%	34%	24%	41%
More convenient departure times	32%	27%	22%	25%	22%	26%	27%
Improved on-time arrivals	30%	23%	18%	20%	17%	17%	23%
Free transfer to connecting public transit service	24%	23%	20%	25%	26%	13%	22%
Improved Wi-Fi service	27%	20%	16%	14%	10%	11%	19%
Additional station locations	17%	21%	19%	13%	13%	11%	16%
Nicer train stations	18%	22%	10%	13%	15%	11%	16%
More parking	6%	7%	5%	5%	7%	5%	6%
Other	3%	3%	9%	8%	15%	14%	7%
None of the above	6%	12%	12%	14%	11%	26%	12%
N	***665***	***409***	***254***	***197***	***144***	***268***	***1,937***

n = 1,937 (Respondents select all that apply.)

When asked about potential features that would interest them in a business class offering, riders across all age groups prioritized comfort and convenience. Free beverage service was the most commonly selected feature overall (51%), especially among younger riders under 35 (57–58%). Other widely desired amenities included room to recline (46%), more comfortable seats (41%), extra legroom (34%), and greater privacy (33%), with interest in these features generally decreasing with age. Older riders were more likely to indicate no interest in any listed upgrades, 17% of riders 62 and older selected “none of the above,” compared to just 10% of those under 25 (

Table 7).

TABLE 7: DESIRED FEATURES IN BUSINESS CLASS BY AGE

FEATURES	UNDER 25	25-34	35-44	45-54	55-61	62+	TOTAL
Free beverage service	57%	58%	43%	48%	41%	39%	51%
Room to recline	47%	50%	43%	45%	44%	36%	46%
More comfortable seats	46%	44%	32%	37%	43%	31%	41%
Extra legroom	37%	40%	30%	31%	26%	22%	34%
More privacy	37%	40%	30%	31%	22%	17%	33%
Reserved seat	27%	35%	21%	27%	24%	26%	27%
Priority boarding	15%	19%	13%	25%	14%	13%	16%
Extra baggage allowance	20%	20%	10%	14%	10%	7%	16%
Other	1%	5%	5%	5%	5%	7%	4%
None of the above	10%	11%	11%	13%	18%	17%	12%
N	***554***	***329***	***215***	***159***	***110***	***176***	***1,533***

n = 1,937 (Respondents select all that apply.)

By Income

Across all income groups, the most commonly cited alternative mode of travel was personal vehicle, selected by 48% of riders overall. Use of a personal vehicle increased with income, from 39% among those earning less than $25,000 to 59% among those earning $100,000 or more. Bus usage showed the opposite trend, decreasing from 19% in the lowest income group to just 6% in the highest. A notable share of riders, 18% overall, said they would not have made the trip if the current option were unavailable, with this response more common among lower-income riders (24% of those earning less than $25,000). Other modes such as rental or company vehicles (8%), commercial airlines (6%), and app-based ridehail services (3%) were cited by smaller shares across all income groups (Table 9).

TABLE 8: ALTERNATIVE MODE OF TRAVEL FOR TRIP BY INCOME

ALTERNATIVE MODE	LESS THAN $25,000	$25,000-$99,999	$100,000 OR MORE	TOTAL
Personal vehicle	39%	48%	59%	48%
Bus	19%	14%	6%	14%
Rental car or company vehicle	7%	8%	8%	8%
Commercial airline	3%	7%	8%	6%
App-based ridehail	4%	3%	3%	3%
Taxi	2%	0%	0%	1%
Other	3%	2%	3%	2%
I would not have made this trip	24%	17%	13%	18%
N	***490***	***928***	***427***	***1,845***

n = 1,845 (Respondents did not have to answer income.)

Riders across all income levels selected multiple benefits of train travel, with the most common reasons being that it is a more relaxing way to travel (44%), offers a lower cost (38%), and is more convenient or less hassle (38%). These top reasons were consistent across income brackets, though higher-income riders were most likely to cite relaxation (52%) and the ability to work while traveling (31%). In contrast, lower-income riders were more likely to mention not driving (24%) or faster overall travel time (24%) as key reasons why they chose to ride the San Joaquins. Concerns about traffic congestion were more common among middle- and higher-income groups, while environmental benefits were cited by 25% of those earning $100,000 or more, compared to just 16% in the lowest income group. Scenic views, better schedules, and other factors played a smaller role overall (Table 9).

TABLE 9: REASON FOR CHOOSING SAN JOAQUINS OVER OTHER OPTIONS BY INCOME

REASONS	LESS THAN $25,000	$25,000-$99,999	$100,000 OR MORE	TOTAL
More relaxing way to travel	35%	44%	52%	44%
Lower cost	38%	40%	33%	38%
More convenient/less hassle	36%	38%	39%	38%
To enjoy the scenery	24%	27%	24%	25%
Traffic congestion	15%	29%	27%	25%
Can work while traveling	15%	19%	31%	21%
More environmentally friendly	16%	17%	25%	19%
Can't/don't drive	24%	17%	13%	18%
Faster overall travel time	24%	15%	13%	17%
Better schedule	15%	13%	9%	13%
Other	3%	3%	5%	4%
N	***490***	***928***	***427***	***1,845***

n = 1,845 (Respondents did not have to answer income.)

By Frequency of Ridership

San Joaquins riders skew younger overall, with 35% under age 25, including 36% of monthly users and 38% of yearly users. The 25 to 34 age group makes up 21% overall, with relatively even representation across usage levels. Older riders (62+) account for 13% of the total but are more prominent among weekly users (18%). Riders aged 35 to 54 make up a consistent minority across groups (10–16%), while those 55 to 61 represent just 7% overall (Table 10).

TABLE 10: AGE BY FREQUENCY OF RIDERSHIP

AGE	FIRST TRIP	WEEKLY USER	MONTHLY USER	YEARLY USER	TOTAL
Under 25	32%	22%	36%	38%	35%
25-34	23%	25%	21%	17%	21%
35-44	15%	16%	12%	16%	13%
45-54	11%	12%	10%	11%	10%
55-61	8%	7%	7%	9%	7%
62+	11%	18%	14%	9%	13%
N	***258***	***204***	***1,225***	***250***	***1,937***

n = 1,937

Female riders make up the majority overall (54%) and are especially prominent among monthly (57%) and yearly users (54%), while weekly users are more likely to be male (54%). Male riders account for 43% of all riders, but represent the majority among the most frequent users. Non-binary riders make up 3% overall, with slightly higher representation among yearly users (5%; Figure 55).

FIGURE 55: GENDER BY FREQUENCY OF RIDERSHIP

GENDER	FIRST TRIP	YEARLY USER	MONTHLY USER	WEEKLY USER	TOTAL
Female	51%	54%	57%	42%	54%
Male	45%	41%	40%	54%	43%
Non-binary	3%	5%	2%	3%	3%
Other/Prefer to self-describe	1%	0%	1%	1%	1%
N	***258***	***204***	***1,225***	***250***	***1,937***

n = 1,937

White riders make up the largest share across all groups, particularly among yearly users (53%) and monthly users (47%), while comprising 38% of weekly riders. African American or Black riders represent 19% overall, with higher representation among weekly (24%) and yearly users (23%). Riders identifying as Other make up 21% of the total, with similar proportions across most frequency groups. Smaller segments of the rider base identify as American Indian or Alaskan Native (8%), Other Asian (9%), Pacific Islander (3%), and South Asian (4%), with only minor variation by usage frequency (Table 11).

TABLE 11: RACE BY FREQUENCY OF RIDERSHIP

RACE	FIRST TRIP	YEARLY USER	MONTHLY USER	WEEKLY USER	TOTAL
White	46%	53%	47%	38%	46%
African American / Black	16%	23%	18%	24%	19%
American Indian / Alaskan Native	8%	8%	8%	7%	8%
South Asian	7%	5%	3%	6%	4%
Pacific Islander	3%	1%	3%	4%	3%
Other Asian	13%	6%	8%	8%	9%
Other	19%	16%	23%	19%	21%
N	***258***	***204***	***1,225***	***250***	***1,937***

n = 1,937

Motivators for riding the San Joaquins more often vary by travel frequency. Cheaper tickets were the top motivator overall (43%), especially among monthly users (48%), while less important to weekly users (28%). Faster trips ranked consistently high across all rider types. Interest in improved on-time performance and more convenient departure times increased with less frequent use, 33% of yearly riders cited on-time performance as a motivator, compared to just 13% of weekly riders. Features like Wi-Fi improvements and free transfers to public transit were more appealing to infrequent riders as well. Notably, weekly riders were the most likely to say “none of the above” (17%), suggesting they may already feel well served by current offerings (Table 12).

TABLE 12: MOTIVATORS BY FREQUENCY OF RIDERSHIP

MOTIVATOR	FIRST TRIP	WEEKLY USER	MONTHLY USER	YEARLY USER	TOTAL
Cheaper tickets	37%	28%	48%	36%	43%
Faster trips	36%	35%	43%	39%	41%
More convenient departure times	19%	20%	29%	32%	27%
Improved on-time arrivals	19%	13%	24%	33%	23%
Free transfer to connecting public transit service	17%	23%	23%	20%	22%
Improved Wi-Fi service	12%	13%	21%	26%	19%
Additional station locations	17%	16%	17%	12%	16%
Nicer train stations	13%	15%	17%	16%	16%
More parking	4%	6%	6%	8%	6%
Other	7%	10%	6%	9%	7%
None of the above	15%	17%	11%	8%	12%
N	***258***	***204***	***1,225***	***250***	***1,937***

n = 1,937

By Interest in Business Class

Interest in business class is highest among younger respondents, with those under 25 making up 32% of the interested group, despite also having the highest share among those not interested. Interest steadily declines with age, with only 6% of interested respondents aged 55 to 61 and 12% aged 62 and older (Table 13).

TABLE 13: AGE BY INTEREST IN BUSINESS CLASS

AGE	INTERESTED	NOT INTERESTED	TOTAL
Under 25	32%	37%	35%
25-34	23%	19%	21%
35-44	15%	12%	13%
45-54	12%	8%	10%
55-61	6%	8%	7%
62+	12%	15%	13%
N	***967***	***970***	***1,937***

n = 1,937

Interest in business class is highest among those with some college experience or who are currently in college, accounting for 32% of interested respondents. Those with a high school diploma or GED also represent a notable share (20%) of the interested group but make up an even larger share (27%) of those not interested. Respondents with a graduate or professional degree make up 14% of the interested group (Table 14).

TABLE 14: EDUCATION BY INTEREST IN BUSINESS CLASS

EDUCATION	INTERESTED	NOT INTERESTED	TOTAL
High school diploma or GED	20%	27%	23%
Some high school or less	7%	8%	7%
Some college or currently in college	32%	29%	30%
2-year Associate's or technical degree	9%	11%	10%
Bachelor's degree	18%	16%	17%
Graduate or professional degree	14%	10%	12%
N	***967***	***970***	***1,937***

n = 1,937

Interest in business class is highest among more frequent riders. Those who take a few trips per month make up 35% of the interested group, compared to just 26% of those not interested. In contrast, first-time riders and infrequent travelers are more likely to be uninterested, 16% of the not interested group are first-time riders, versus only 10% among those interested (Table 15).

TABLE 15: FREQUENCY OF RIDERSHIP BY INTEREST IN BUSINESS CLASS

FREQUENCY	INTERESTED	NOT INTERESTED	TOTAL
This is my first trip	10%	16%	13%
One trip per year or less	8%	13%	11%
A few trips per year	31%	33%	32%
A few trips per month	35%	26%	31%
One or two trips per week	11%	8%	9%
Three or more trips per week	5%	4%	4%
N	***967***	***970***	***1,937***

n = 1,937

4.0 CONCLUSION

The 2025 San Joaquins onboard survey provides a detailed look at current rider behavior, preferences, and priorities. Most riders were traveling to visit family or friends, with solo travel and occasional ridership being the most common patterns. Riders primarily chose the San Joaquins for its comfort, convenience, and affordability, and many indicated they would ride more often if tickets were cheaper or trips were faster. Interest in enhanced service options remains strong, with half of riders expressing interest in business class—especially features like free beverage service and reclining seats. While overall satisfaction with the service remains high, improvements to food service and on-time performance could further strengthen the rider experience. These findings underscore the continued importance of the San Joaquins in providing reliable, comfortable travel options and point to opportunities for sustaining and growing ridership.

San Joaquins Joint Powers Authority

SJJPA MARKET SURVEY REPORT

June 18, 2025

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1.0 EXECUTIVE SUMMARY

In the fall of 2024, RSG conducted a Market Survey on behalf of the San Joaquin Joint Powers Authority (SJJPA). The market survey was distributed entirely online to residents in San Joaquins' key market regions and collected 609 valid responses.

Respondent Profile

The demographic profile of survey respondents can be found in Table 1. After weighting, half of respondents identify as female, 49% as female, and the remainder as some other gender identity. Over half of respondents are White (61%), and 43% have Hispanic or Latino origin. Half of respondents (50%) have annual household incomes that exceed $75,000 before taxes.

TABLE 1. MARKET SURVEY DEMOGRAPHICS

Demographics	
Age	
Under 25	16%
25 – 34	19%
35 – 44	19%
45 – 54	18%
55 – 61	13%
62+	16%
Gender	
Female	50%
Male	49%
Other	1%
Race	
White	61%
Asian	12%
African American / Black	9%
American Indian / Alaskan Native	3%
Pacific Islander	2%
Other	14%
Are you of Spanish, Hispanic, or Latino origin?	
Yes	43%
No	57%

Income	
Less than $25,000	16%
$25,000 - $74,999	33%
$75,000 - $99,999	12%
$100,000 - $199,999	27%
$200,000 or more	11%

n = 609

San Joaquins Awareness and Experience

Nearly two-thirds (63%) of respondents report being aware of the San Joaquins route, and more than a third (36%) of respondents report having ridden the San Joaquins route in the past. When asked what improvements could be made to the San Joaquins that would make them ride more frequently, respondents' more common responses are lower fares (37%) and faster travel (32%). Among respondents who have used the San Joaquins, 78% report being satisfied with the service overall. Respondents report being able to avoid driving and the relaxation offered by riding as the primary advantages of train travel, despite 66% of them using a personal vehicle to travel on their most recent interregional trip. Notably, the top reason respondents did not take Amtrak on that trip did not know it was a possibility (28%). Nearly half of respondents (47%) say they are likely to use Amtrak for their next trip, but only 21% would if the trip required transferring to a bus.

2.0 BACKGROUND AND PURPOSE

In the fall of 2024, RSG conducted an online Market Survey on behalf of the San Joaquin Joint Powers Authority (SJJPA) to residents in San Joaquins' primary geographical markets. This survey expanded on the previous version carried out by RSG in 2023, building upon the insights gained from that iteration. The survey aimed to assess awareness, perceptions, travel patterns, and needs (independent of mode) of those in the San Joaquins' target markets. The survey results can be used by SJJPA to identify opportunities for improving service, enhance marketing and outreach strategies, attract new riders, and increase trip-making by current riders. The data obtained from the Market Survey identifies reasons for non-ridership, provides a comprehensive understanding of San Joaquins' ridership, highlights differences in demographic and geographic characteristics, as well in terms of travel needs, usage and perceptions.

3.0 SJJPA MARKET SURVEY

3.1 METHODOLOGY

Recruitment

RSG worked with an online sample provider, Dynata, to collect 618 valid surveys from the California regions where residents are most likely to ride the San Joaquins. Targets, shown in Table 2 were based on the share of October 2023 to September 2024 riders living in the San Joaquins's target markets, shown in Table 3. Only a subset of markets were selected to be surveyed due to the likely low incidence of responses from regions not already well-represented among riders. Dynata uses an "e-rewards" program that provides small incentives to survey respondents. Survey invitations were sent daily and targeted to meet these regional quotas. Recruitment took place from November 11th, 2024, to December 6th, 2024.

TABLE 2. SAMPLING QUOTAS BY MARKET

Market	Quota	Percent (%)
San Joaquin Valley	300	50%
Bay Area/Silicon Valley	120	20%
Los Angeles Area	120	20%
Sacramento Area	60	10%
Total	**600**	**100%**

TABLE 3. RIDERSHIP BY MARKET

Market	Number of Riders	Percent (%)
San Joaquin Valley	344,385	49.5%
Bay Area/Silicon Valley	101,203	14.6%
Los Angeles Area	64,479	9.3%
Sacramento Area	48,554	7.0%
Inland Empire/High Desert	17,205	2.5%
North Coast	15,330	2.2%
San Diego Area	8,706	1.3%
Central Coast	9,212	1.3%
Northern CA (Butte, Shasta, and Tehama counties)	5,714	0.8%
Other	80,269	11.5%
Total	**695,057**	**100%**

Questionnaire Design

The SJJPA Market Survey questionnaire was designed to develop a detailed understanding of the perception and travel needs of residents in relevant SJJPA market regions. Sections of the questionnaire included:

1. **Screening questions:** The first several questions were used to determine whether a respondent was eligible to take the survey, by confirming if the respondent lived in the target market based on ZIP Code. The following were terminated: respondents who did not live in the San Joaquin Valley corridor, nor took a trip to the San Joaquin Valley corridor, nor live in the Bay Area, Sacramento, or Los Angeles corridors and took a trip that could pass through the San Joaquin Valley corridor.
2. **Awareness and perception:** Once eligible, a respondent was asked a series of questions about their awareness of San Joaquins' rail services and Amtrak Thruway Bus service. The respondent was then asked detailed questions about their usage of the San Joaquins and Thruway and open-ended questions about perceptions of the two of them.
3. **Interregional Travel:** These questions focused on travel to regions throughout California, followed by more detailed questions on a specific recent trip along the San Joaquins' corridor. The specific trip selected for additional focus was based on how often the respondent traveled to the destination and the likelihood of using the San Joaquins for future trips.
4. **Intra-Valley Travel:** San Joaquin Valley residents received additional questions about recent trips within the Valley.
5. **Reasons to Ride:** All respondents were asked a set of questions about their opinions of train travel and asked about the factors that might motivate them to ride the San Joaquins.
6. **Satisfaction with San Joaquins:** Respondents that did travel on the San Joaquins were asked an additional set of questions about their overall satisfaction specific service attributes.
7. **Demographics:** Respondents were asked to provide demographic information including household income, household size, race, ethnicity (Spanish, Hispanic, Latino origin or not), and employment.

Sampling

RSG first defined regional markets for the San Joaquins, each region a collection of counties in California, shown in Figure 1.

FIGURE 1: SAN JOAQUINS MARKET MAP

The 2024 sampling market map remained unchanged from 2023. However, the 2023 map was adapted from the 2019 SJJPA Market Survey, with minor updates made. In 2019, parts of Solano County, located at the intersection of the North Coast, Sacramento, and Bay Area/Silicon Valley regions, were excluded. Additionally, for the 2023 survey, Solano County was included in the Bay Area/Silicon Valley market. The market survey was conducted online, and potential respondents were invited to participate based on their home ZIP Code.

Data Processing

In total, 618 complete surveys were collected. Write-in responses were evaluated for incoherent or inappropriate responses. Respondents with incoherent responses were removed from the dataset. For example, incoherent responses included comments that contained random strings of letters or random phrases that were entirely unrelated to the question, transportation, transit, or San Joaquins' service. Respondents' completion times were also evaluated. Respondents who took the survey in less than five minutes were reviewed thoroughly. In total, 9 records were removed from the dataset based on these criteria, leaving 609 valid surveys as part of the analysis.

Weighting

Weighting targets were created using 2023 census demographics for each region: gender, ethnicity, and household income. An iterative proportional fit (IPF) algorithm was applied to generate weights that aligned with the desired demographic targets.

Following the IPF algorithm, a factor was applied to the resulting weights. These factors were created using the sampling quotas defined in the Sampling Plan created by analyzing a report of ZIP Codes of riders on the San Joaquins from October 2023 to November 2024. By incorporating this factor, the weights aligned with the original sampling quotas.

3.2 RESULTS

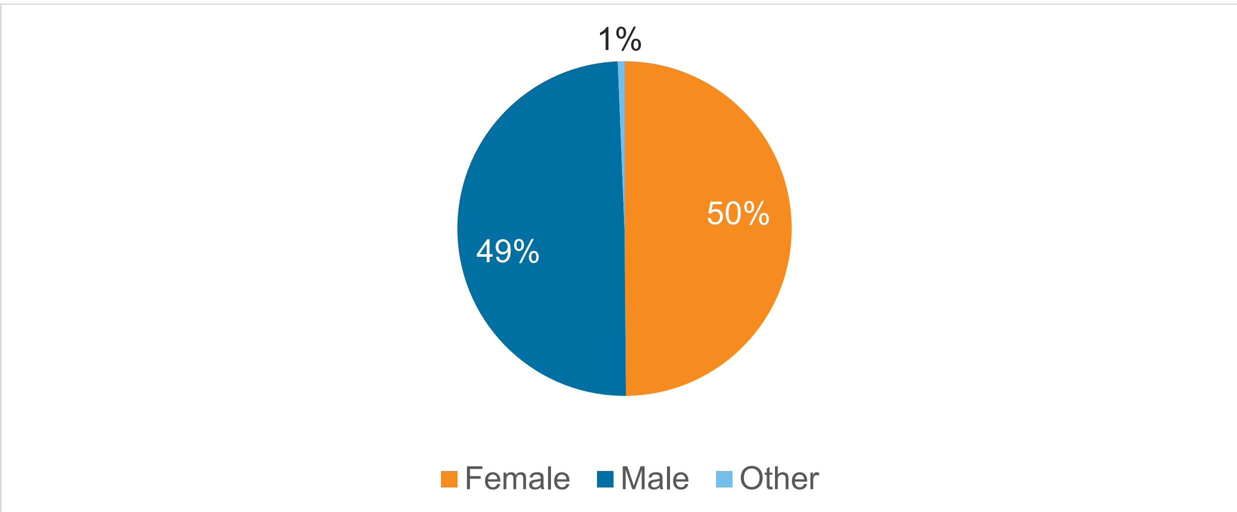
This section presents key findings from the survey, with all data weighted to ensure a representative sample. Results are organized into the following areas:

- Respondent Profile: Demographic and socioeconomic characteristics of survey participants.
- San Joaquin Experience: Respondents' familiarity with and use of the San Joaquin service.
- Interregional Travel Within California: Travel patterns between regions in the state.
- Interregional Trip Details: Characteristics of interregional trips, including purpose, mode choice, and frequency.
- Intra-Valley Travel: Travel behavior within the San Joaquin Valley.
- Select Crosstabs: Key comparisons across demographic and travel behavior groups.

Respondent Profile

Figure 2 shows half of respondents (50%) identified as female, 49% of respondents identified as male, and 1% of respondents identify as a different gender.

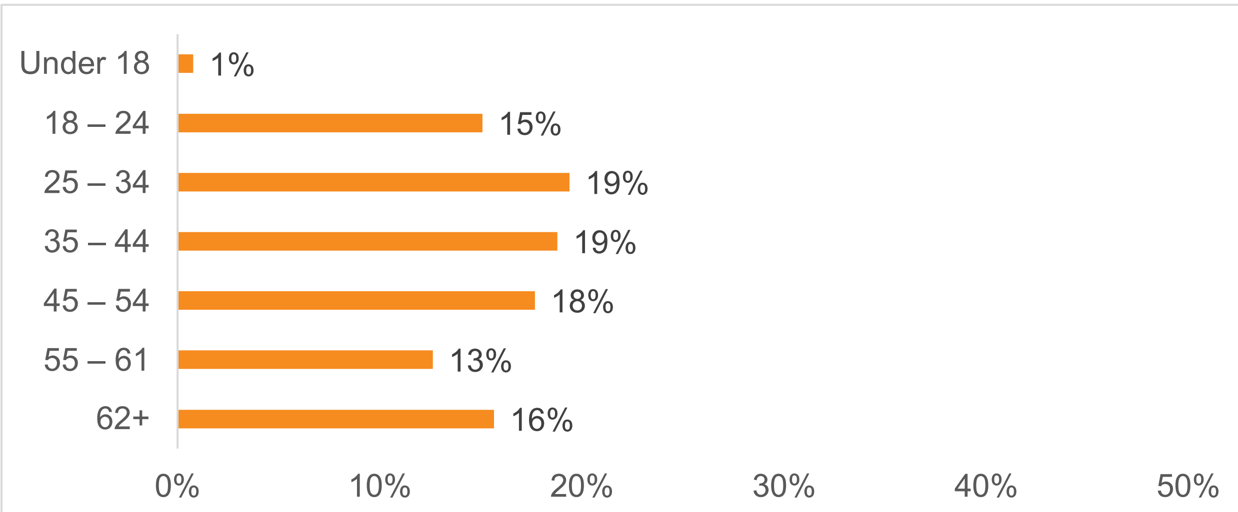
FIGURE 2. GENDER



n = 609

Figure 3 shows the age distribution of survey respondents. The largest age groups are 25–34 and 35–44, each making up 19% of respondents. The distribution is relatively even across most age groups, with 18% in the 45–54 range and 16% aged 62 or older. The smallest segments include those under 18 (1%) and those aged 55–61 (13%). Overall, respondents represent a diverse mix of age groups.

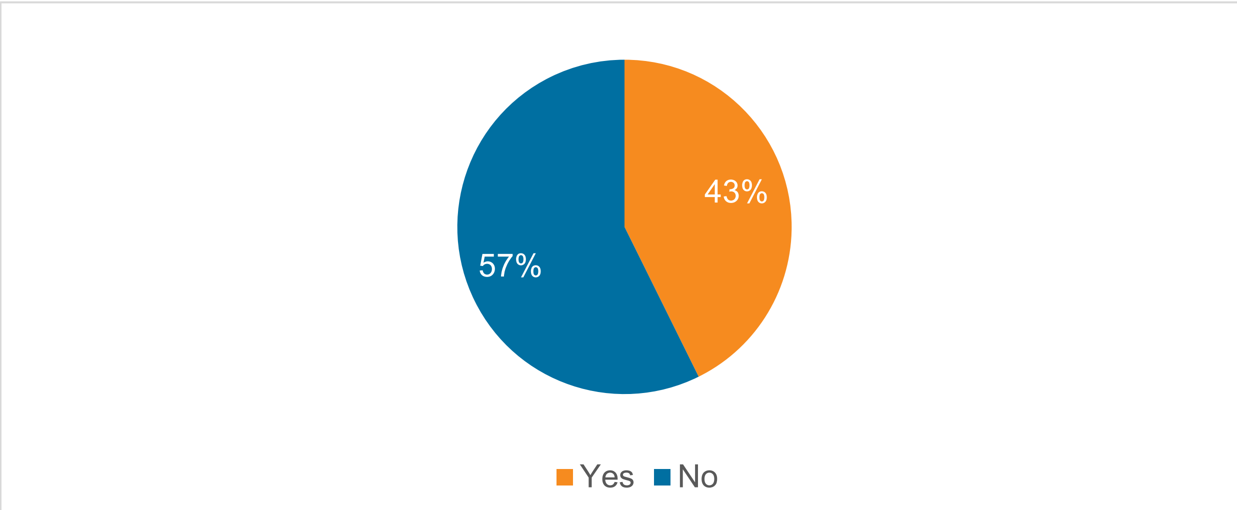
FIGURE 3. AGE



n = 609

Figure 4 shows the percentage of respondents who are Hispanic or Latino. It indicates that 43% of respondents are Hispanic or Latino, while 57% are not.

FIGURE 4. HISPANIC OR LATINO ORIGIN

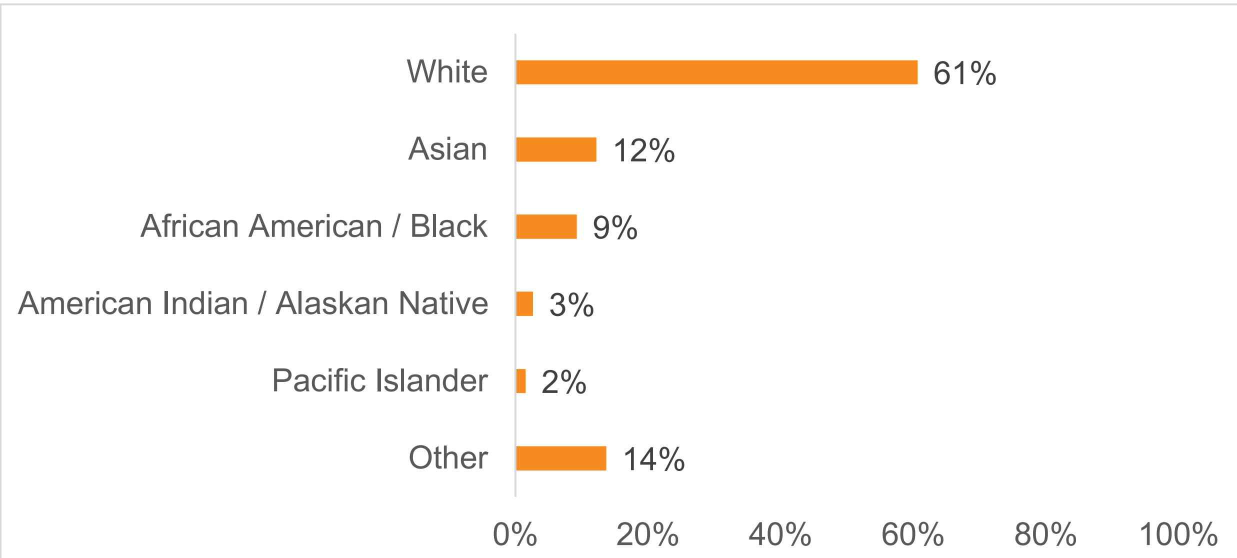


n = 609

Figure 5 displays the racial distribution of respondents. The results show that 61% of respondents identified as White, 12% as Asian, 9% as African American or Black, 3% as American Indian or Alaskan Native, 2% as Pacific Islander, and 14% as Other.

Additionally, three respondents took the survey in Spanish, highlighting the presence of Spanish-speaking participants in the dataset.

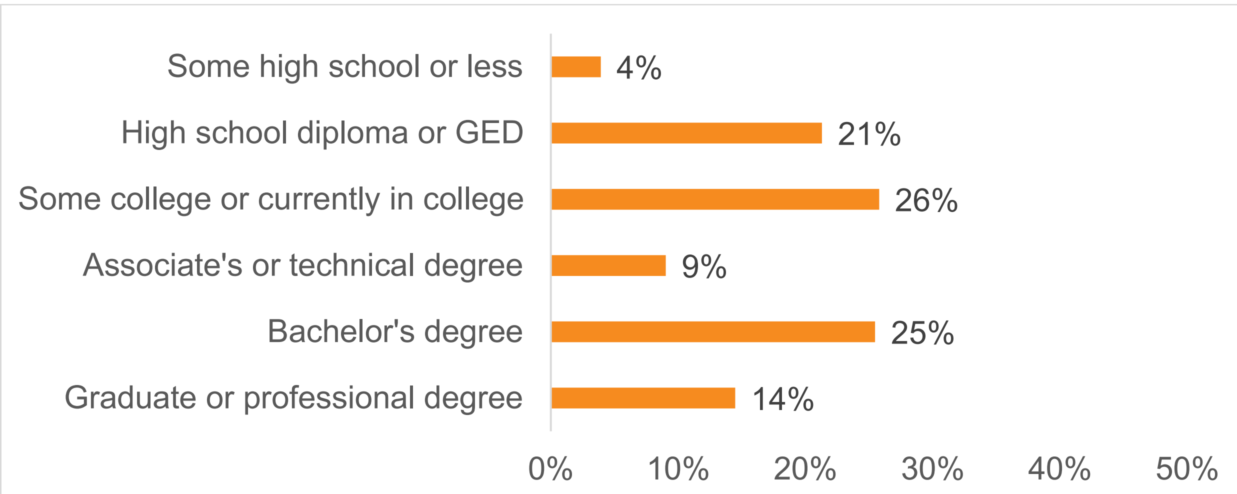
FIGURE 5. RACE



n = 609 (Respondents could select multiple categories.)

Figure 6 displays the highest level of education completed by respondents, 4% of respondents have completed some high school or less, 21% have a high school diploma or GED, and 26% have completed some college or are currently in college. Additionally, 9% have an associate's or technical degree, 25% have a bachelor's degree, and 14% have a graduate or professional degree.

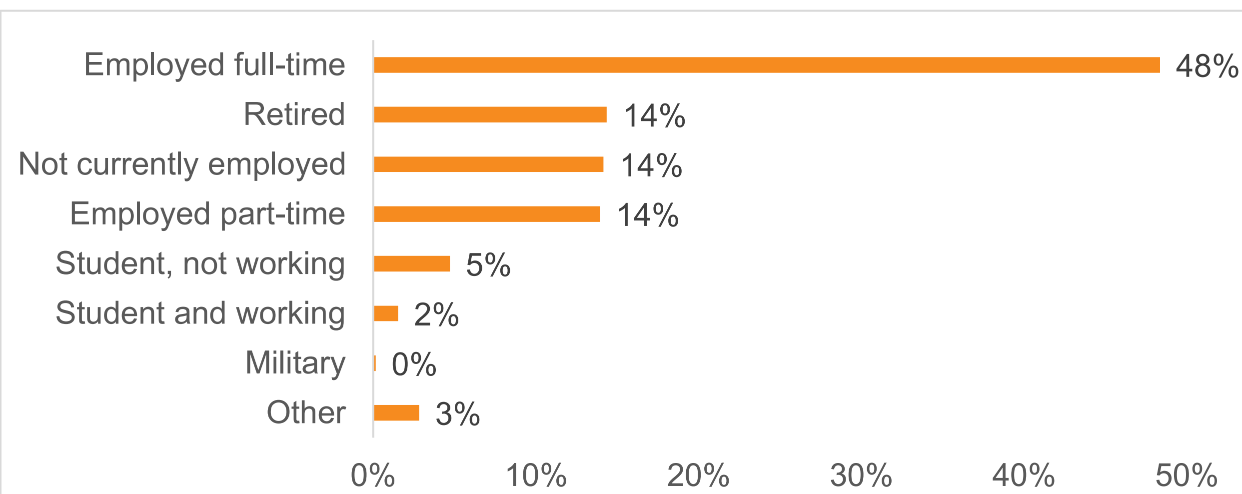
FIGURE 6. EDUCATION



n = 609

Figure 7 shows the employment status of respondents, about half (48%) of respondents are currently employed full-time, 7% of respondents are students, 14% of respondents are not currently employed and 14% are retired.

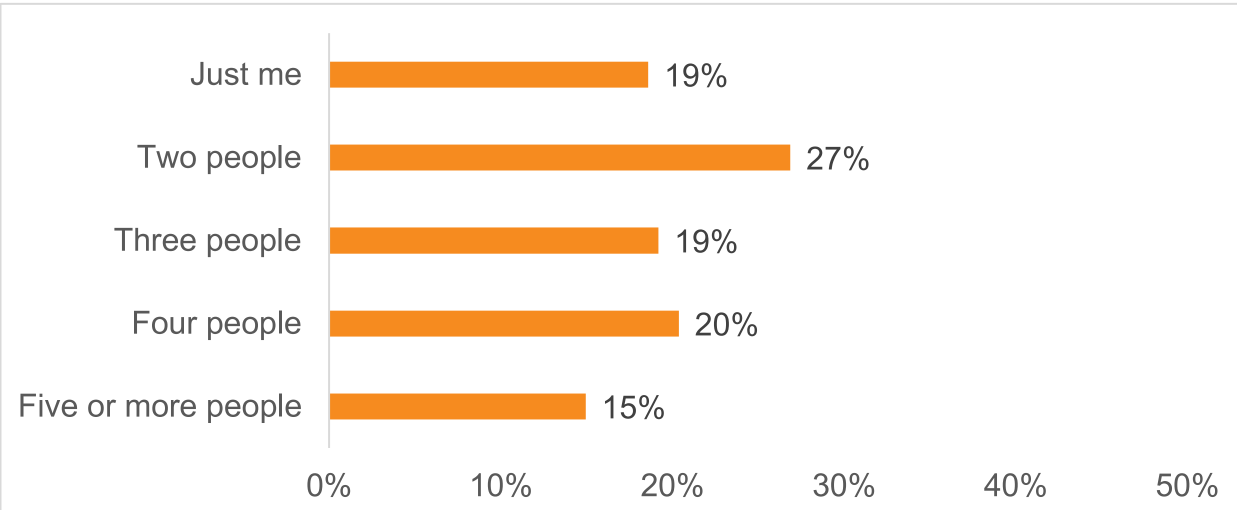
FIGURE 7. EMPLOYMENT STATUS



n = 609

Figure 8 illustrates the household size of respondents. The most common household size is two people, making up 27% of respondents. Single-person and three-person households are equally common, each accounting for 19% of respondents. Four-person households make up 20% of the sample, while the smallest group, at 15%, consists of households with five or more people.

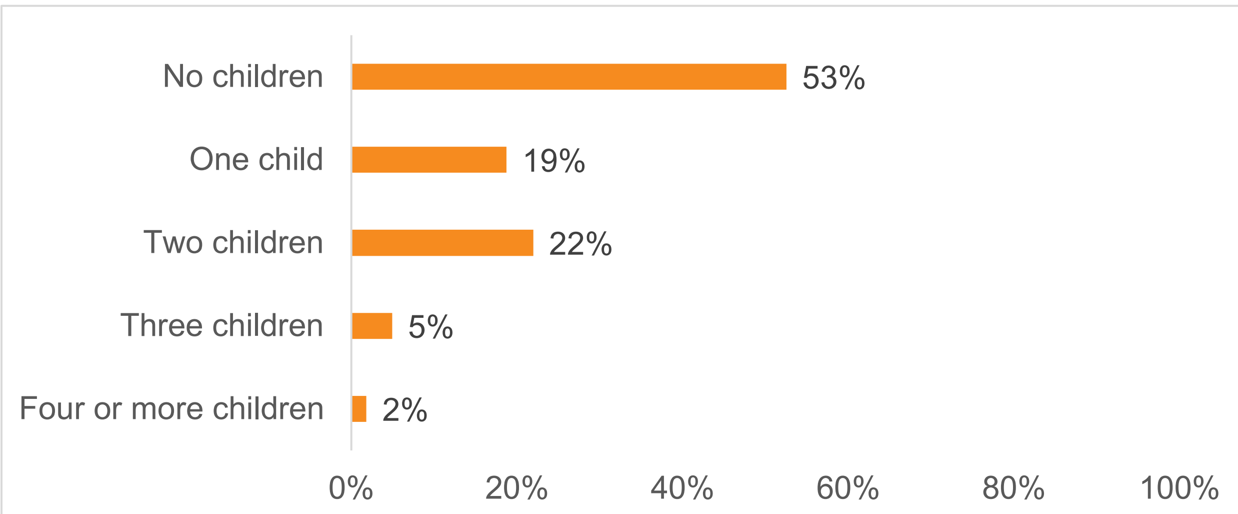
FIGURE 8. HOUSEHOLD SIZE



n = 608

Figure 9 is the distribution of children in the household for respondents that indicated two or more people living in the household. Over half (53%) of respondents have no children in the household, 19% of the respondents have one child in the household, 22% of respondents have two children in the household and 7% of respondents have three or more children in the household.

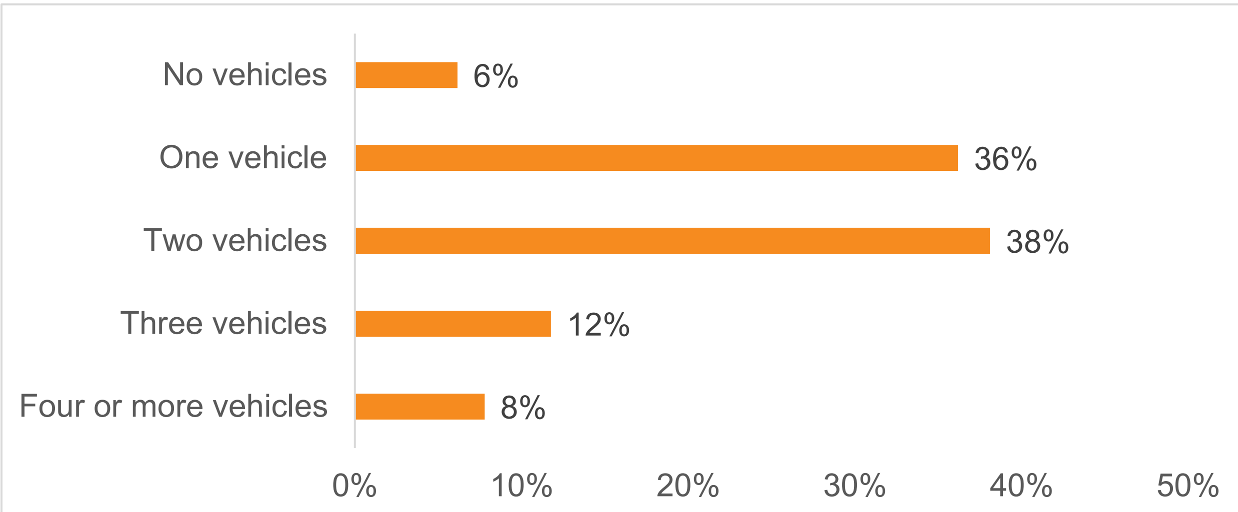
FIGURE 9. CHILDREN IN HOUSEHOLD



n = 489 (households with more than one person)

Figure 10 illustrates the distribution of household vehicles in the household. About three quarters (74%) of respondents have one or two cars in their household and only 6% of respondents indicated that they have no household vehicles.

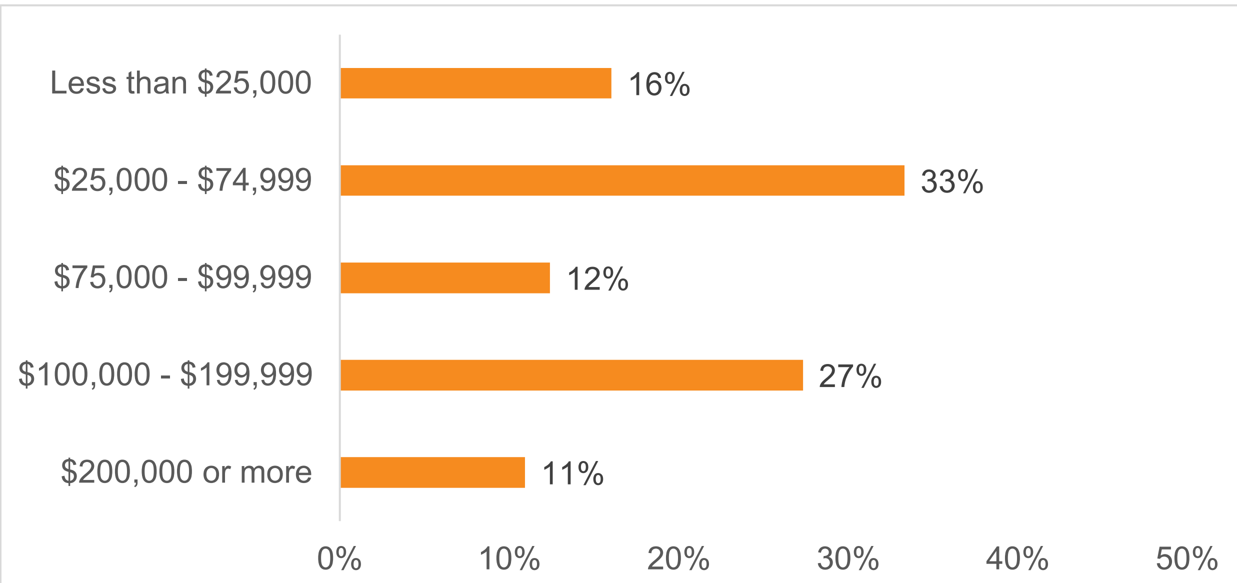
FIGURE 10. HOUSEHOLD VEHICLE(S)



n = 609

As displayed in Figure 11, household income among survey respondents varied widely. About one in six respondents (16%) reported earning less than $25,000 annually, while 33% had incomes between $25,000 and $74,999. An additional 12% reported household incomes between $75,000 and $99,999. Higher-income households made up a significant portion of respondents, with 27% earning between $100,000 and $199,999, and 11% reporting incomes of $200,000 or more.

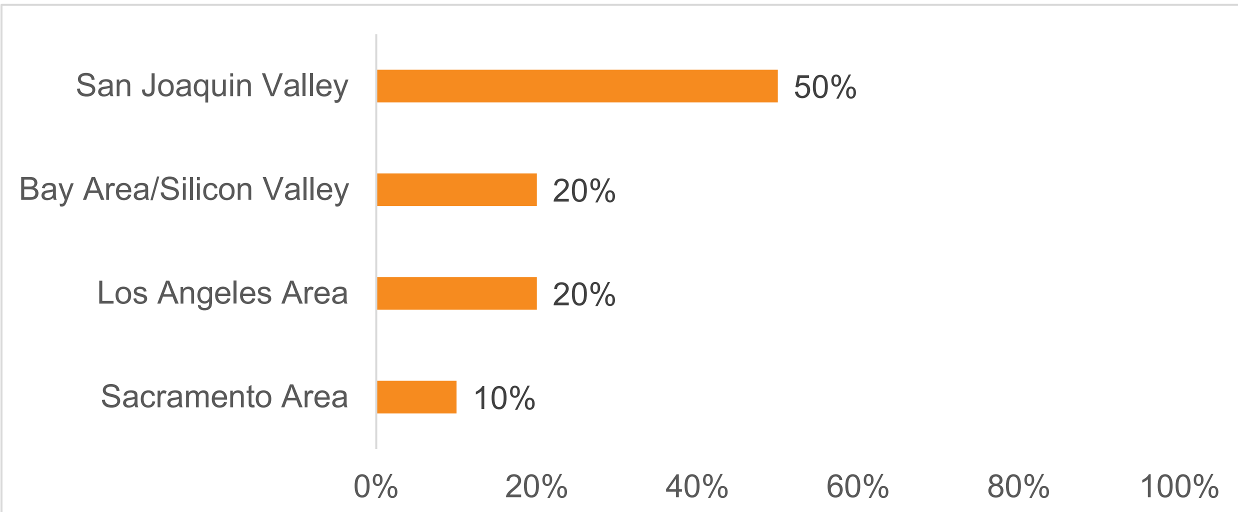
FIGURE 11. YEARLY HOUSEHOLD INCOME



n = 609

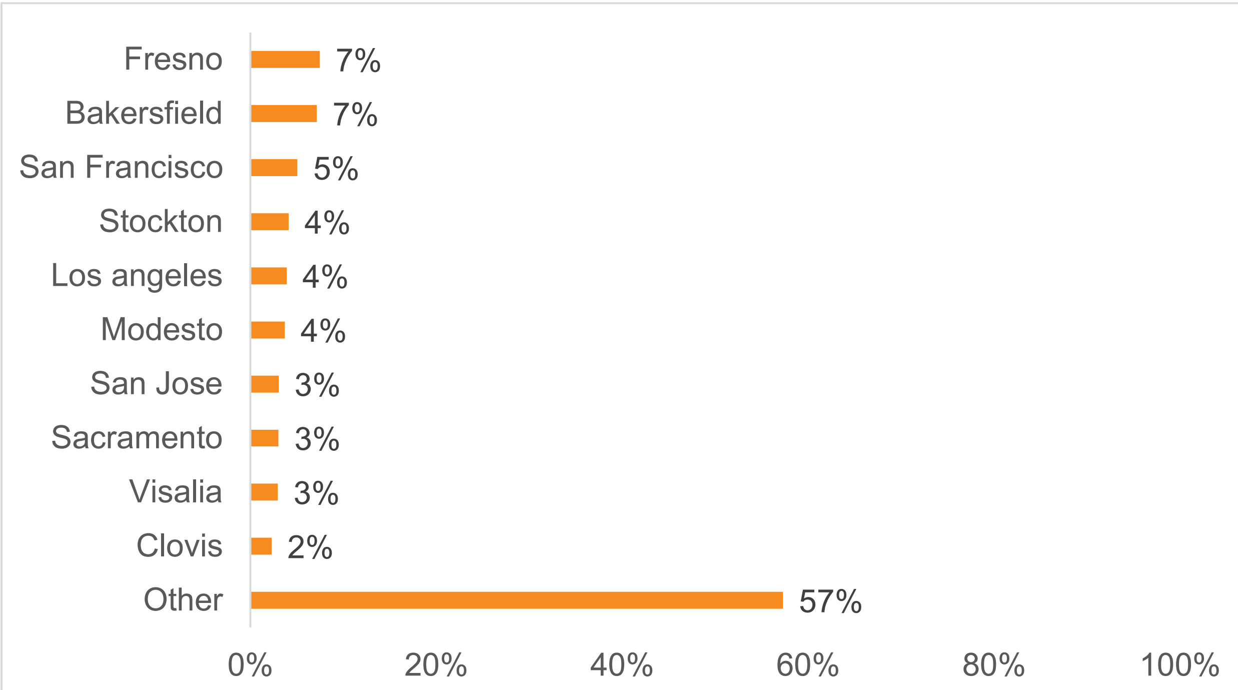
Most respondents live in the San Joaquin Valley (50%); of the remainder, equal shares live in the Bay Area/Silicon Valley and the Los Angeles Area (20% each) and 10% live in the Sacramento Area (Figure 12). The most common home cities for respondents are Fresno (7%), Bakersfield (7%), and San Francisco (5%; Figure 13).

FIGURE 12. RESPONDENT HOME REGIONS



n = 609

FIGURE 13. RESPONDENT HOME CITIES

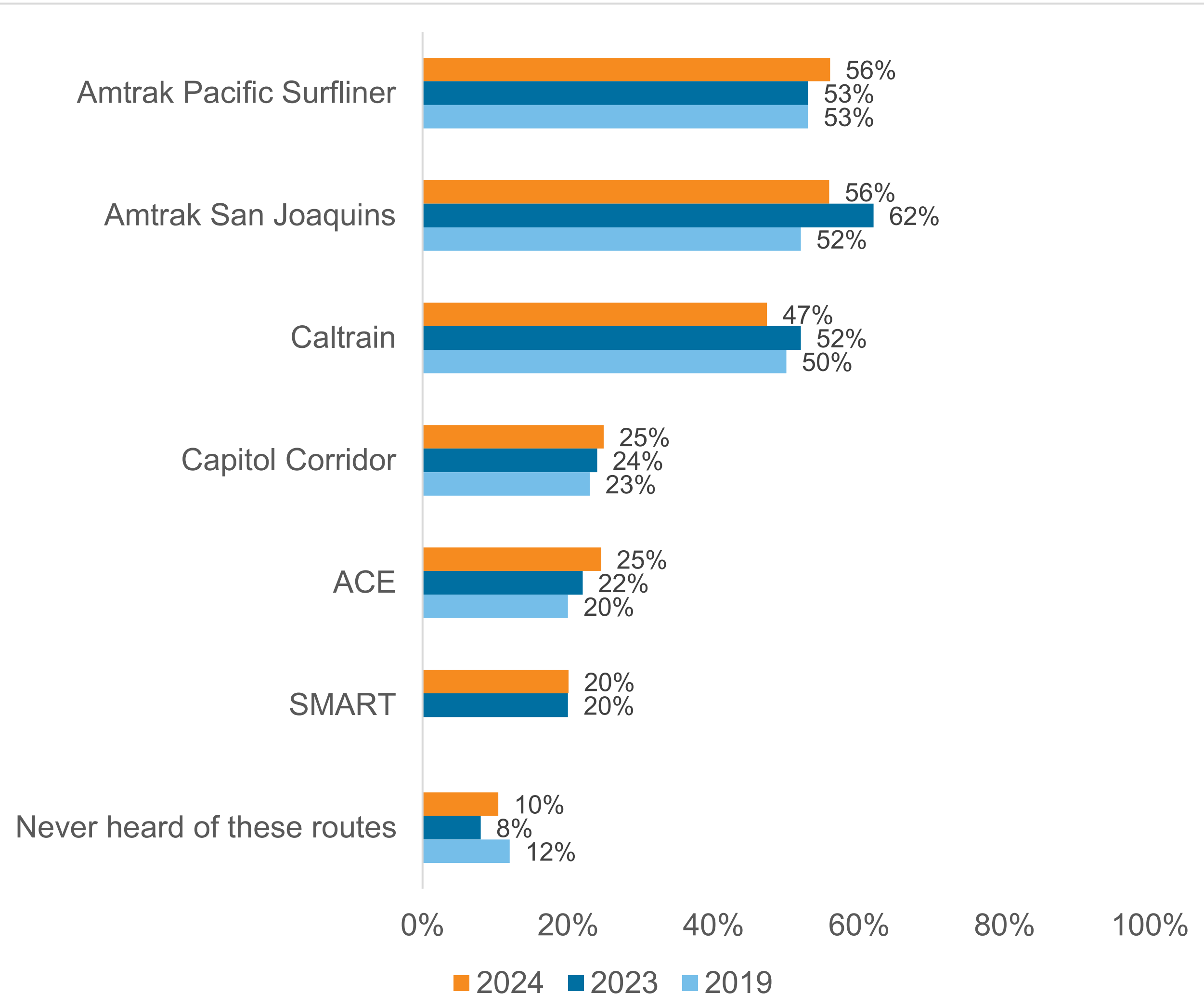


n = 609

San Joaquins Experience

Respondents reported their awareness of San Joaquins service by responding to three questions. First, the survey presented the name “Amtrak San Joaquins” alongside the names of other Amtrak services in California, and respondents selected all of the services they are aware of. Figure 14 shows that 56% of respondents report awareness of Amtrak San Joaquins, a decrease of six percentage points since the 2023 SJJPA Market Survey.

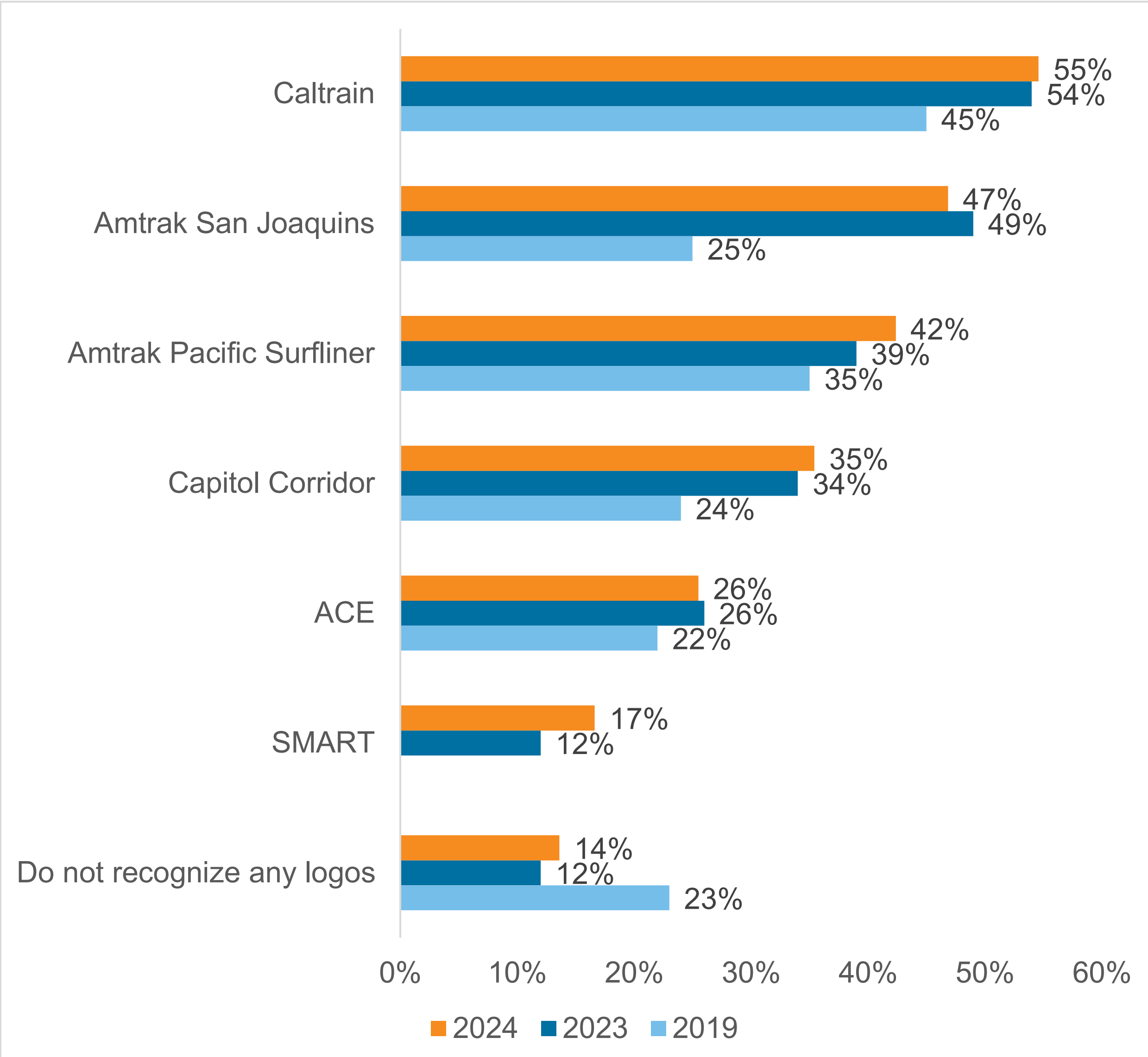
FIGURE 14: NAME AWARENESS OF LOCAL RAIL SERVICES BY YEAR



2024: n = 609, *2023:* n = 608, *2019:* n = 499 (Respondents could select multiple categories.)

The second question asked about awareness of the same train services but only displayed brand logos. Figure 15 shows that similar to 2023, in the 2024 Market Survey respondents are more aware of Caltrain (54%) than the San Joaquins (49%). Awareness of all services' logos has increased since 2019.

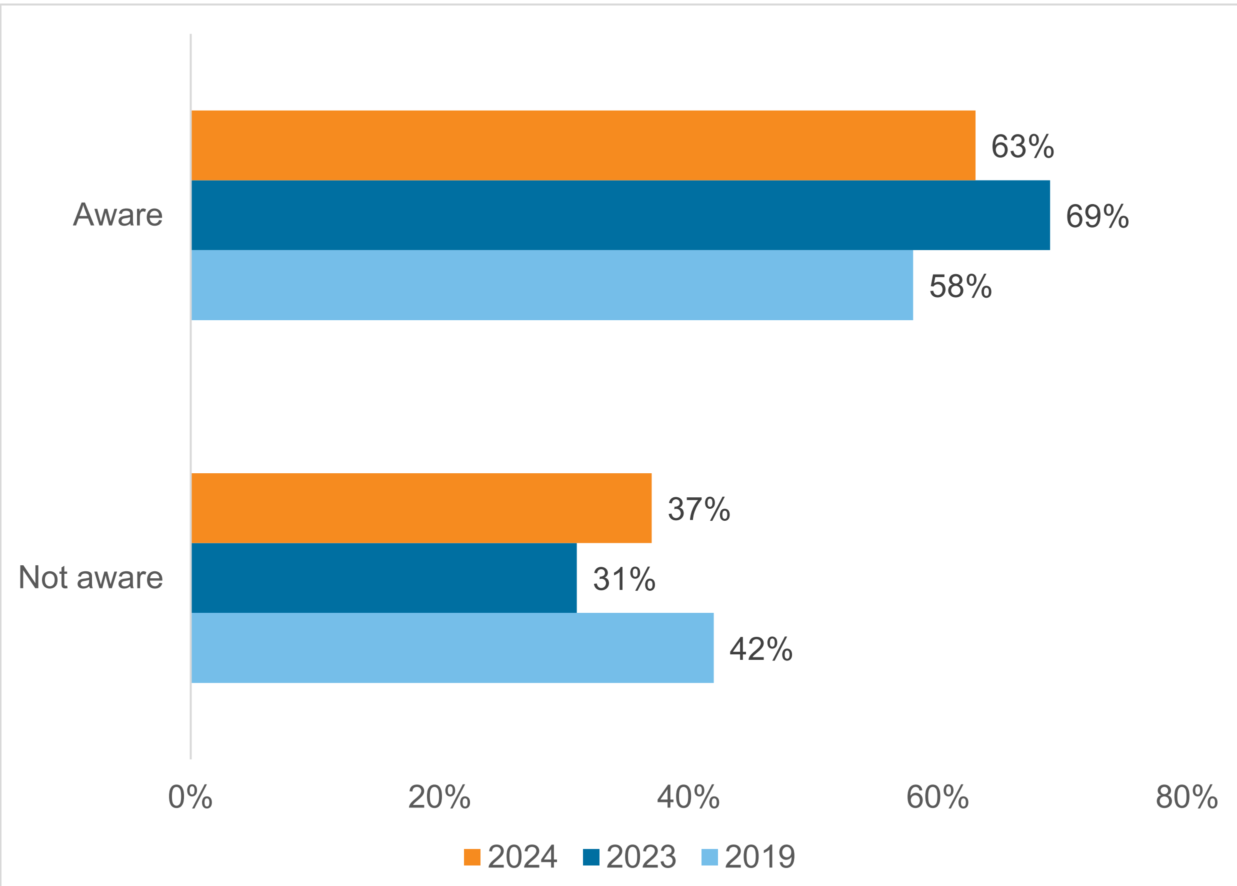
FIGURE 15: FAMILIARITY WITH LOGOS BY YEAR



2024: n = 609, *2023:* n = 608, *2019:* n = 499 (Respondents could select multiple categories.)

Finally, respondents were asked if they were aware that train service is offered between the San Francisco Bay Area or Sacramento and Bakersfield without reference to the name "San Joaquins" or showing the SJJPA logo. Figure 16 shows that nearly two thirds (63%) of respondents report being aware of the San Joaquins route, a decrease of six percentage points from the 2023 SJJPA Market Survey, but an increase of five percentage points still compared to 2019.

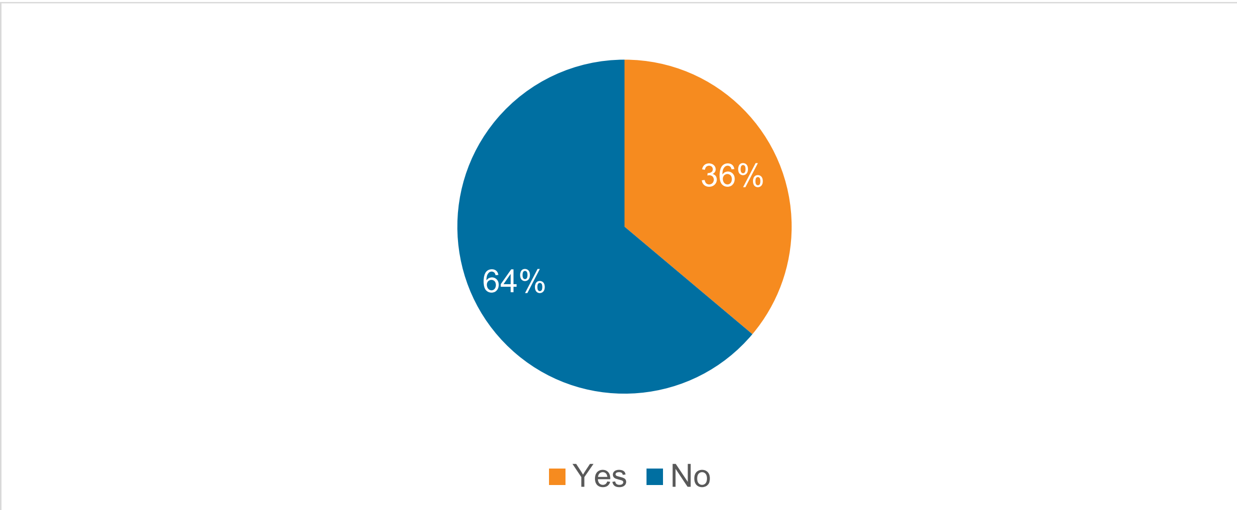
FIGURE 16. AWARENESS OF RAIL SERVICE BETWEEN BAY AREA (SACRAMENTO) AND BAKERSFIELD BY YEAR



2024: n = 609, *2023:* n = 608, *2019:* n = 499 (

Figure 17 indicates that just over a third of respondents (36%) report having ridden the San Joaquins" route.

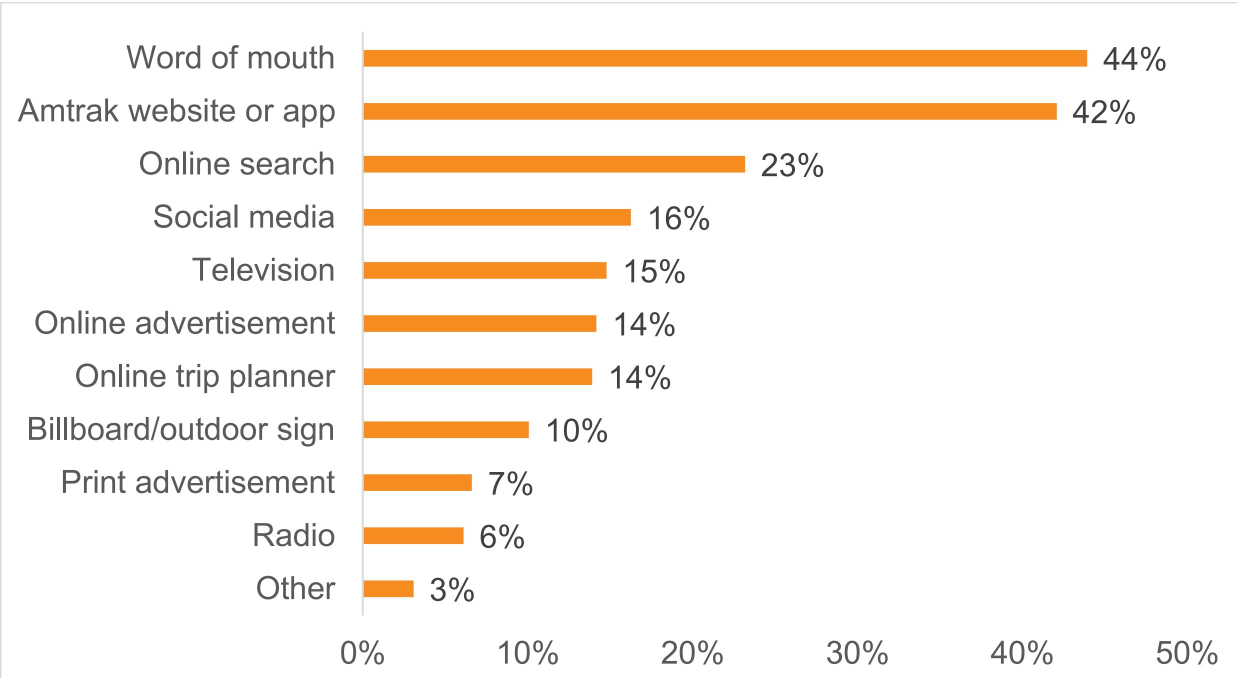
FIGURE 17. USE OF AMTRAK SAN JOAQUINS



n = 609

Word of mouth and the Amtrak website or app are the most common methods of exposure to the San Joaquins route (44% and 42%, respectively; Figure 18).

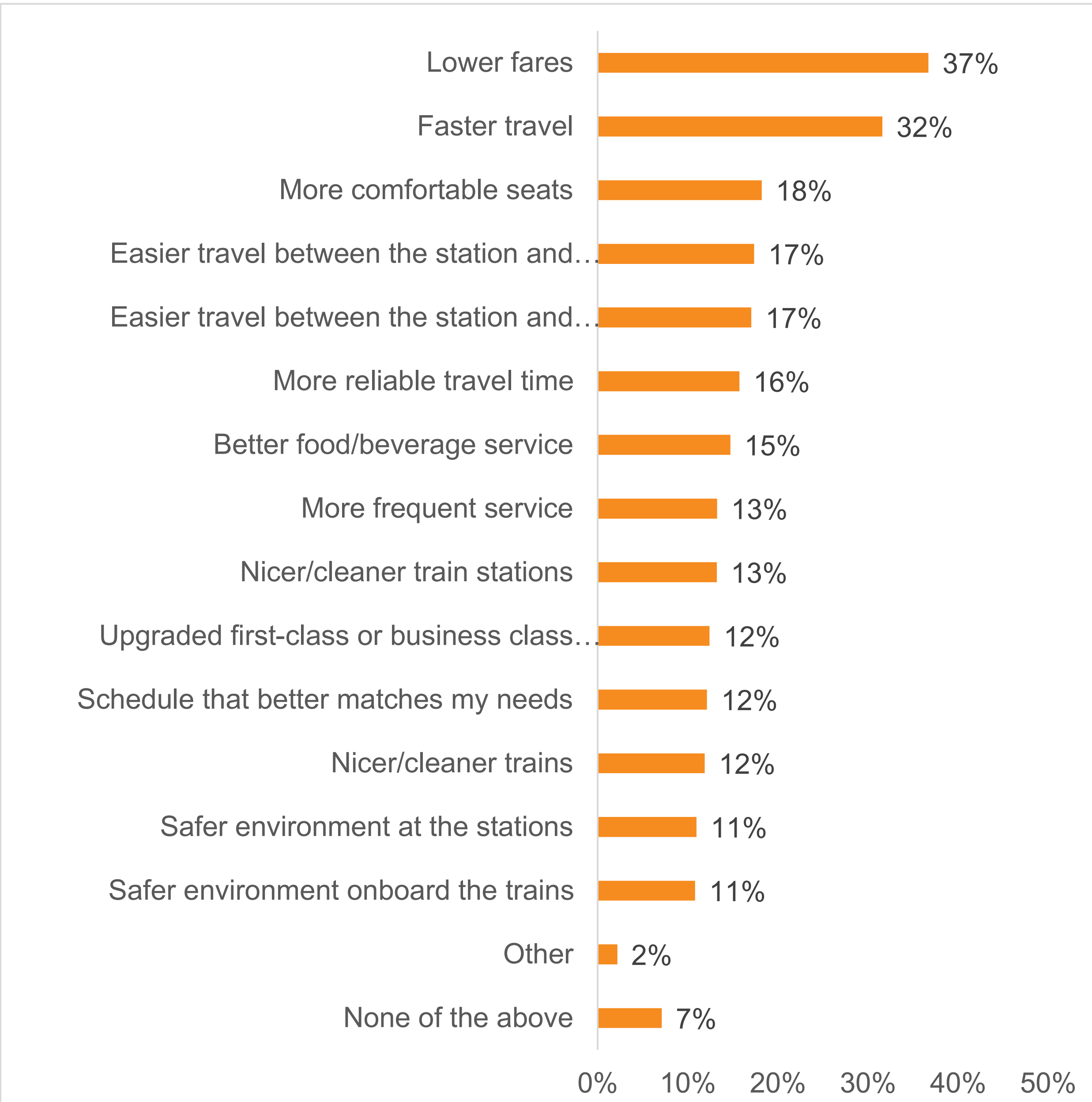
FIGURE 18. METHOD OF EXPOSURE TO AMTRAK SAN JOAQUINS



n = 382 (Respondents who are aware of Amtrak San Joaquins; Respondents could select multiple categories.)

When asked what improvements could be made to the San Joaquins that would make respondents ride more frequently, respondents' more common responses are lower fares (37%) and faster travel (32%; Figure 19).

FIGURE 19. MOTIVATION TO START TO USE/USING THE SAN JOAQUINS MORE

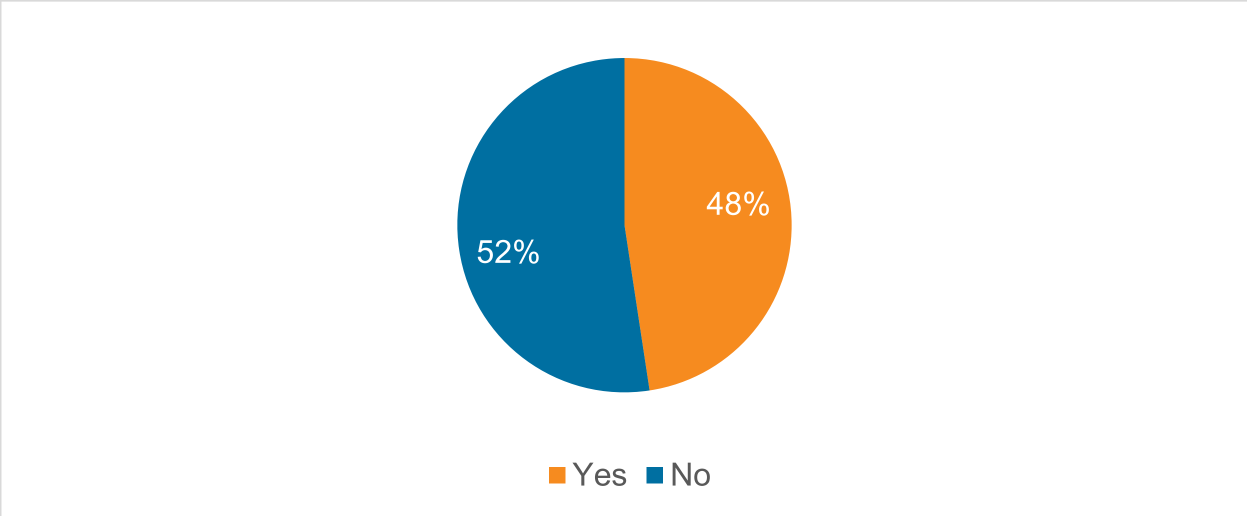


n = 382 (Respondents who are aware of Amtrak San Joaquins; Respondents could select between one to three categories.)

Amtrak Thruway Bus Experience

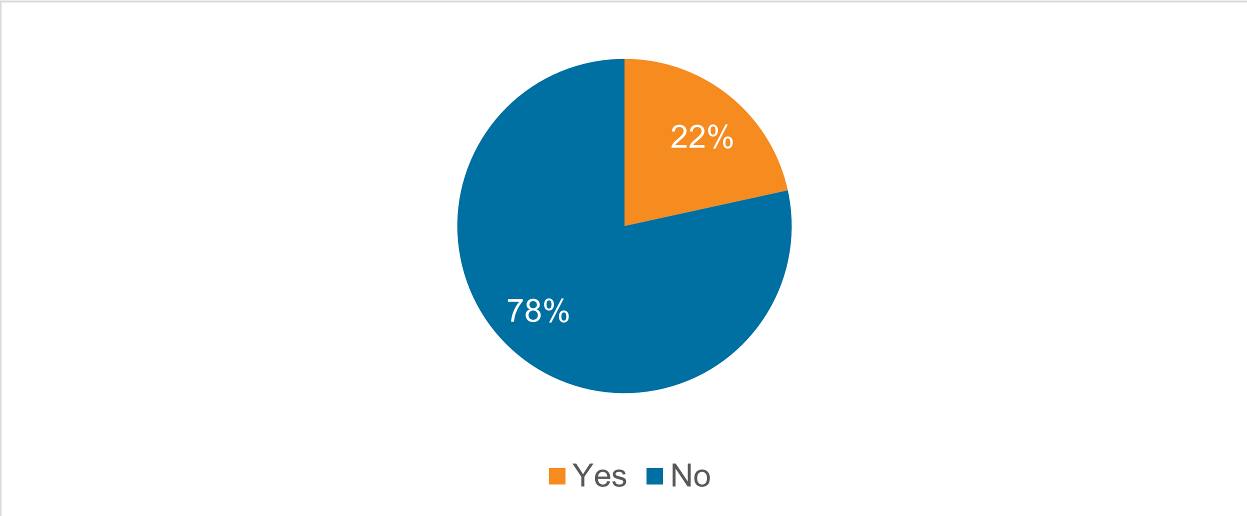
Just under half of respondents (48%) report being aware of the Amtrak Thruway Bus service (Figure 20), and about two in ten (22%) have used the Thruway Bus (Figure 21).

FIGURE 20. AWARENESS OF AMTRAK THRUWAY BUS SERVICE



n = 609

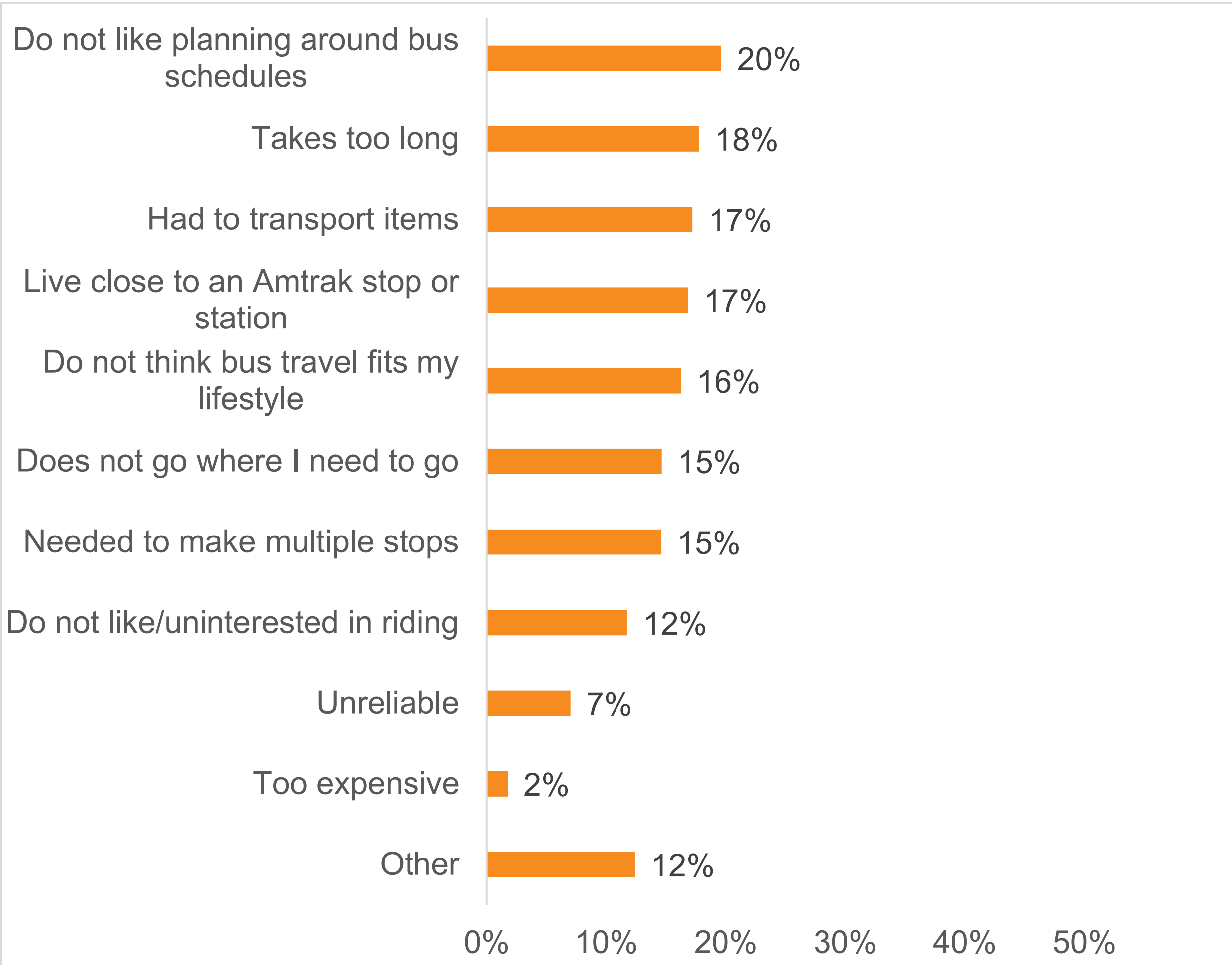
FIGURE 21. PAST USE OF AMTRAK THRUWAY BUS



n = 609

Among the respondents who have heard of but not used the Thruway Bus, 20% say that they do not like planning around bus schedules and 18% say that bus trips take too long (Figure 22).

FIGURE 22. REASONS FOR NOT CONSIDERING AMTRAK THRUWAY BUSES FOR TRIP

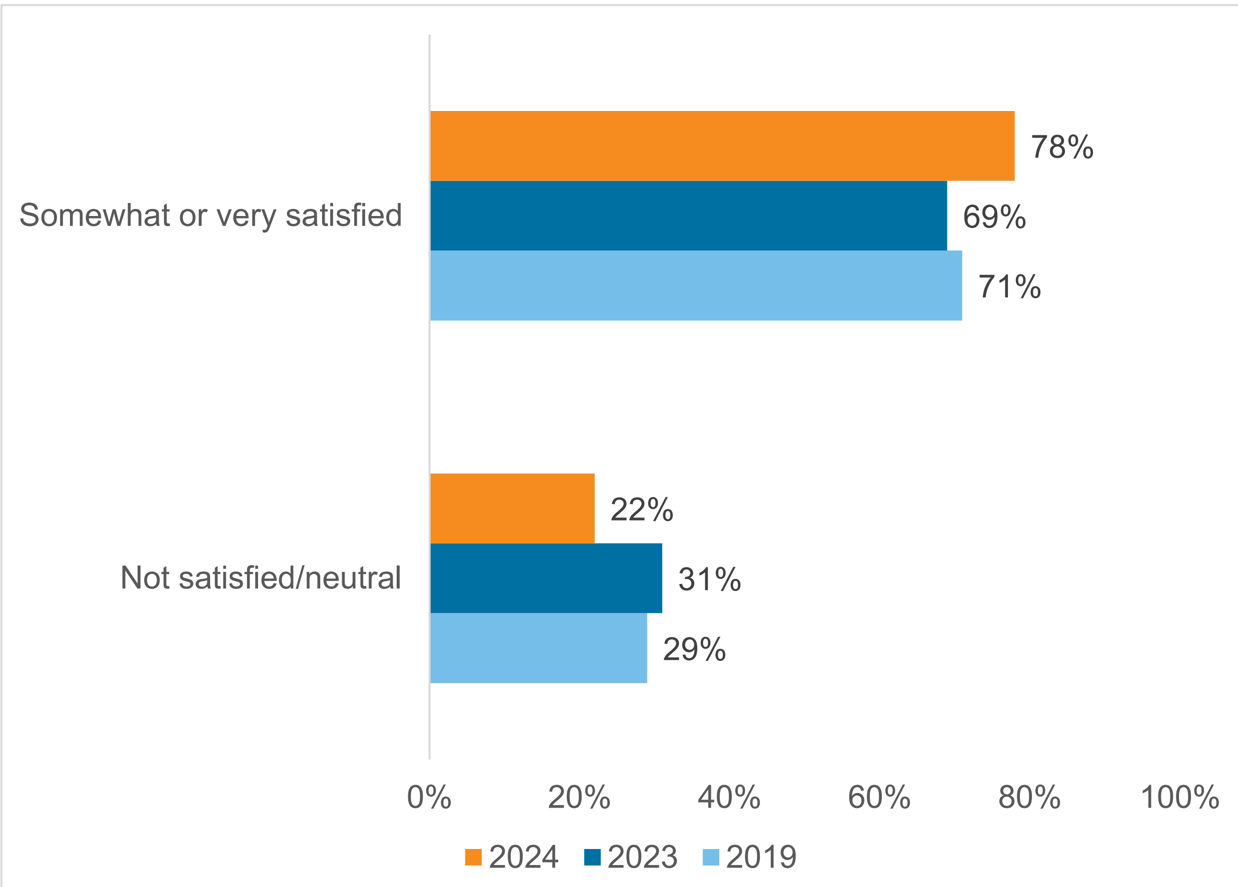


n = 44 (Respondents who have heard of but have not used Thruway Bus and have ridden Amtrak San Joaquins; Respondents could select multiple categories.)

Satisfaction

Among respondents who have used the San Joaquins, 78% report being either "very satisfied" or "somewhat satisfied" with the service, up nine percentage points from 2023 and seven from 2019 (Figure 23).

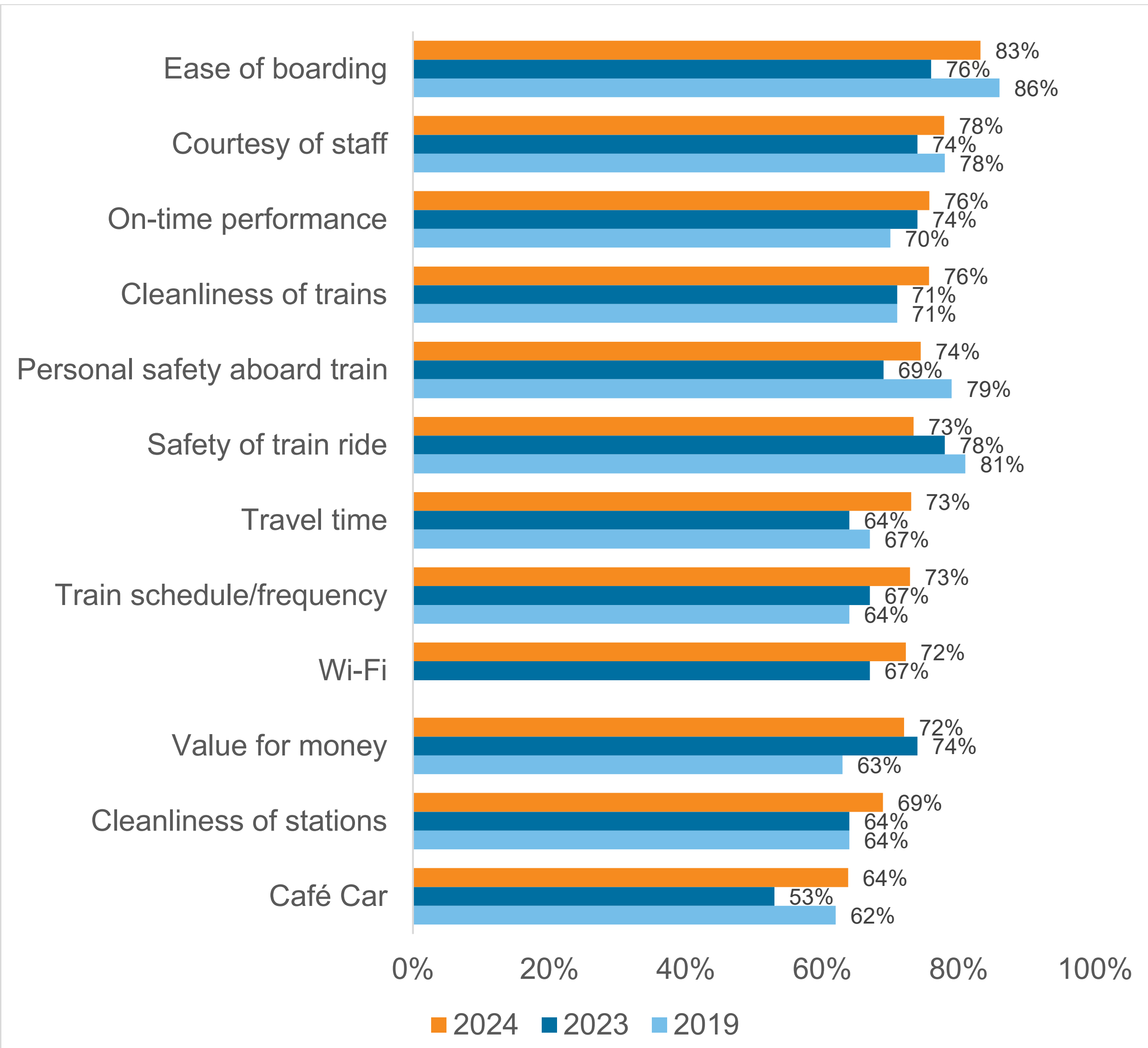
FIGURE 23. OVERALL SATISFACTION WITH SAN JOAQUINS SERVICE



2024: n = 217, *2023:* n = 226, *2019:* n = 112 (Respondents who have ridden Amtrak San Joaquins.)

Respondents report being most satisfied with the ease of boarding (83%), the courtesy of Amtrak staff (78%), and the route's on-time performance (76%). The attributes of the San Joaquins which respondents are least satisfied include the value provided by the fare, the cleanliness of the stations, and the Café Car (Figure 24). The level of satisfaction with the value provided decreased by two percentage points between 2023 and 2024, but satisfaction with both the cleanliness of stations and with the Café Car increased by nine and eleven percentage points, respectively, over the same period.

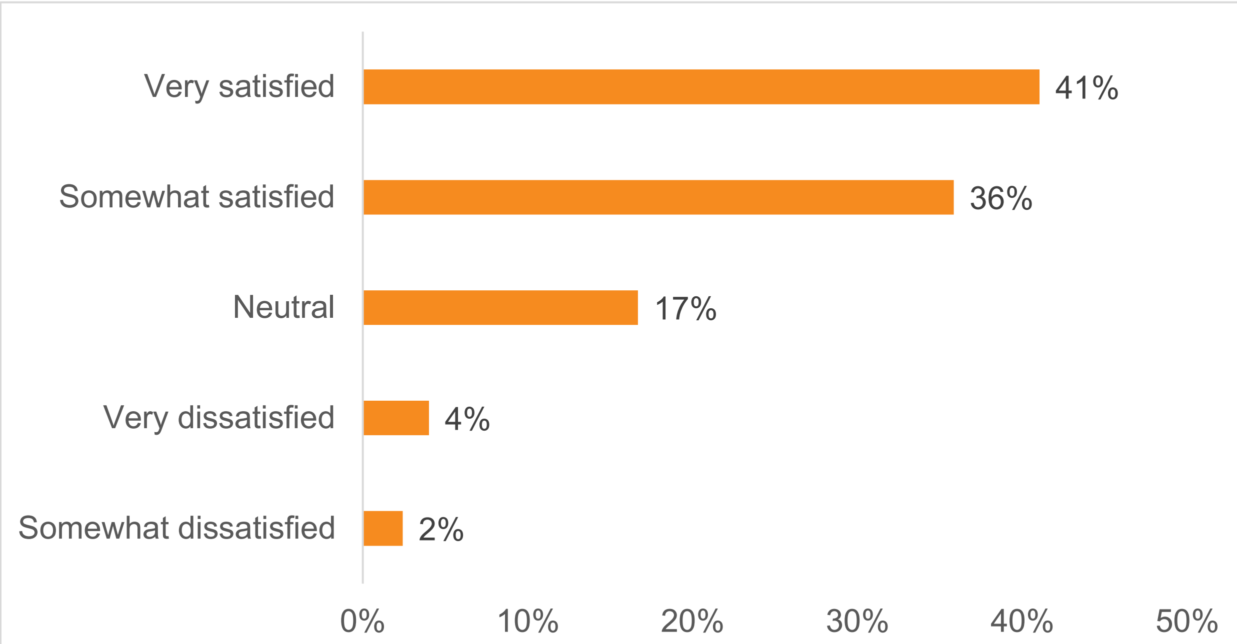
FIGURE 24. "VERY SATISFIED" AND "SOMEWHAT SATISFIED" (TOP 2) WITH SERVICE ATTRIBUTES



2025: n = 194 – 215, *2023:* n = 197 – 222 (Respondents who have ridden Amtrak San Joaquins and had an opinion.)

Of those who had ridden an Amtrak Thruway Bus before, 77% said they were either somewhat or very satisfied. Of the remainder, 17% held neutral opinions, and only 6% indicated they were dissatisfied (Figure 25).

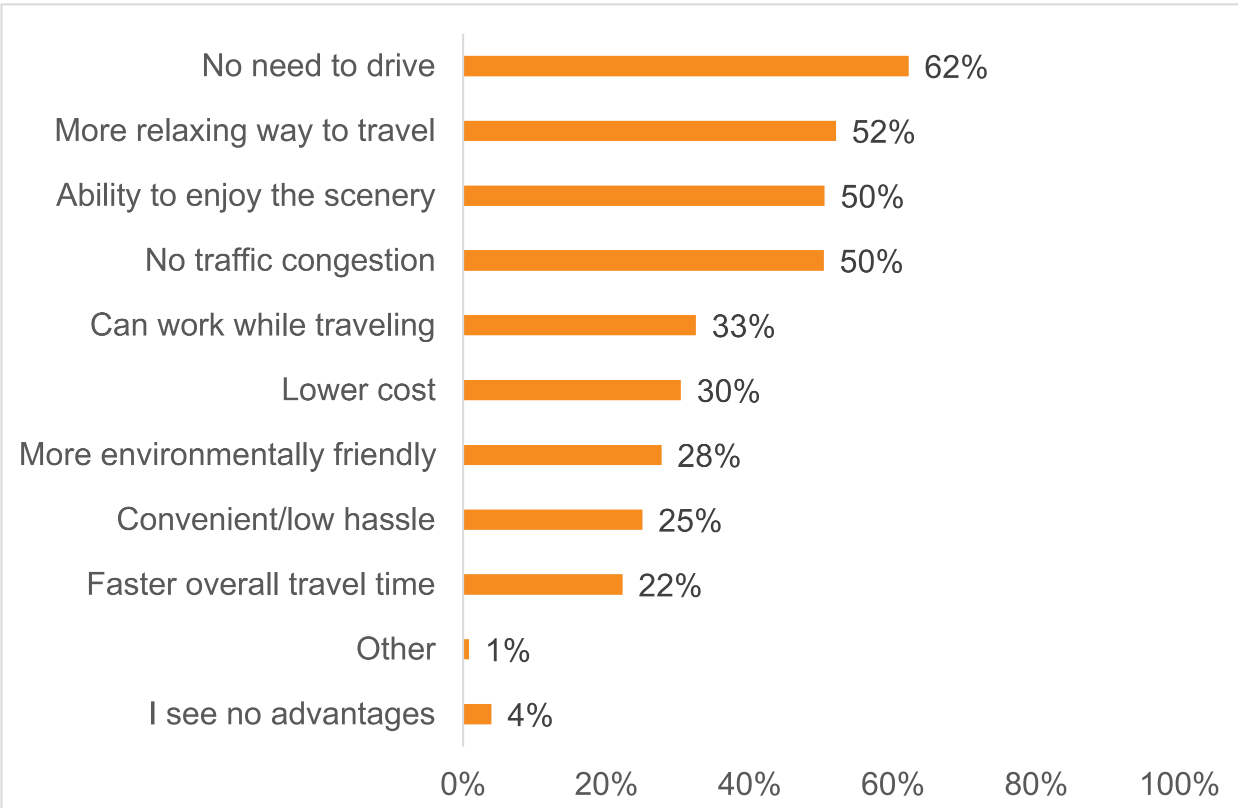
FIGURE 25. SATISFACTION WITH AMTRAK THRUWAY BUSE SERVICE



n = 125 (Respondents who have taken an Amtrak Thruway Bus.)

Figure 26 displays the perceived advantages of train travel, respondents report being able to avoid driving (62%) and the relaxation allowed by riding (52%) as the primary advantages of train travel.

FIGURE 26. PERCEIVED ADVANTAGES OF TRAIN TRAVEL

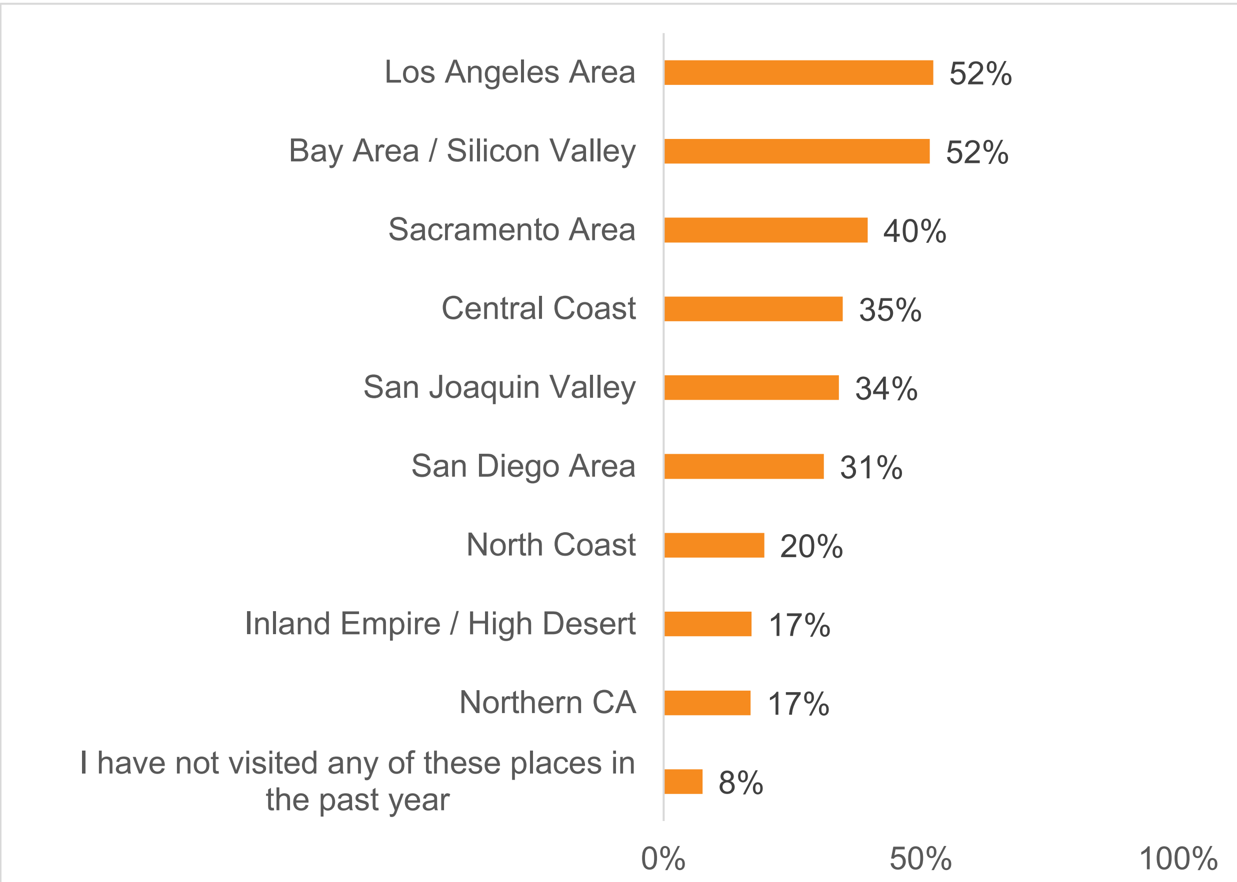


n = 608 (Respondents could select multiple categories.)

Interregional Travel within California

Over half of respondents reported visiting the Los Angeles Area or Bay Area /Silicon Valley the past year. Sacramento was the next most popular destination with 40% of respondents saying they have visited in the past year (Figure 27).

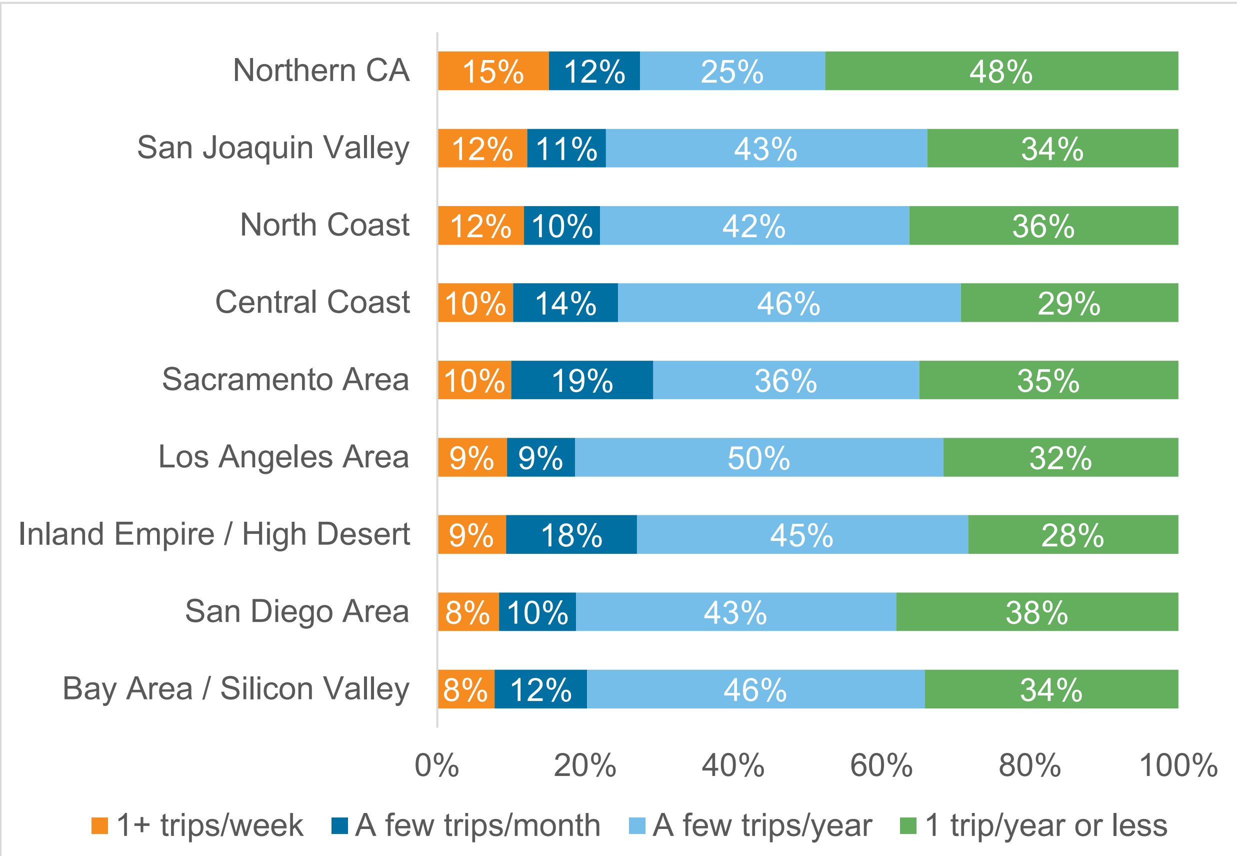
FIGURE 27. REGIONS VISITED IN THE PAST YEAR



n = 609 (Respondents could select multiple categories.)

Figure 28 shows how frequently respondents visit areas outside their home region.

FIGURE 28. FREQUENCY OF TRIPS TO SELECT CALIFORNIA REGIONS

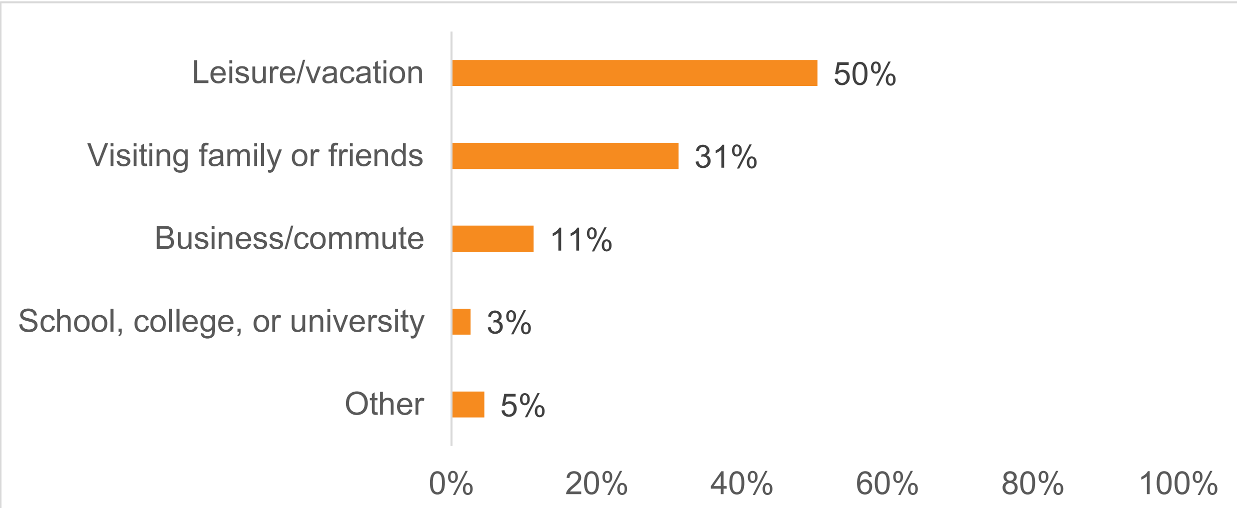


n = 98 – 254 (Respondents who recently took a trip to another California region.)

Interregional Trip Details

Among respondents who made a recent trip to a region other than their home region, 50% say their travel was for leisure and 11% say it was for business (Figure 29).

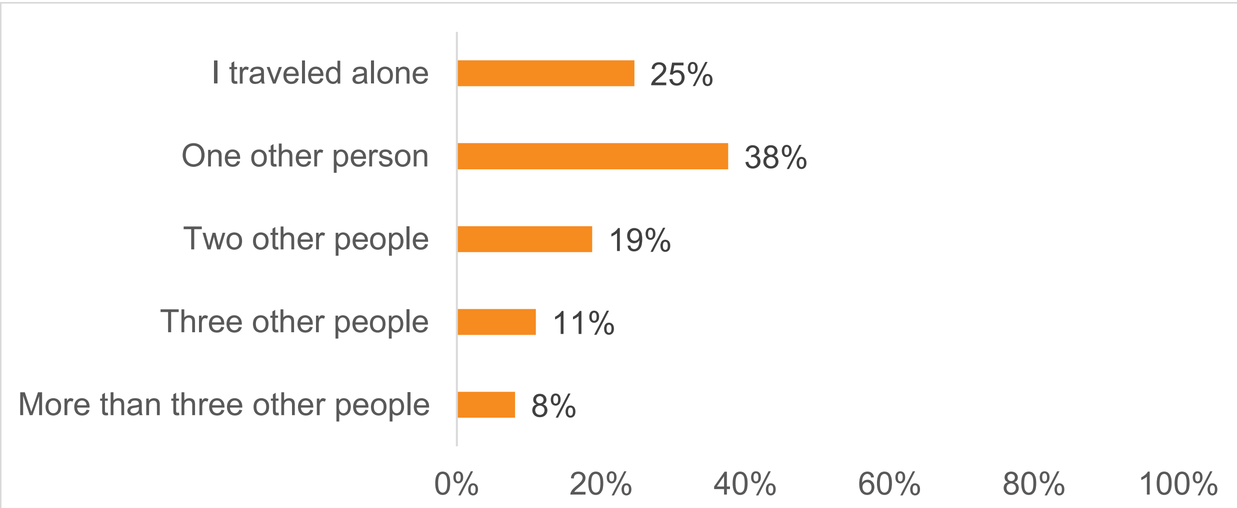
FIGURE 29. PURPOSES FOR TRIPS TO OTHER CALIFORNIA REGIONS



n = 559 (Respondents who recently took a trip to another California region.)

Traveling with one other individual was the most common response among respondents (38%). A quarter (25%) of respondents reported traveling alone (Figure 30).

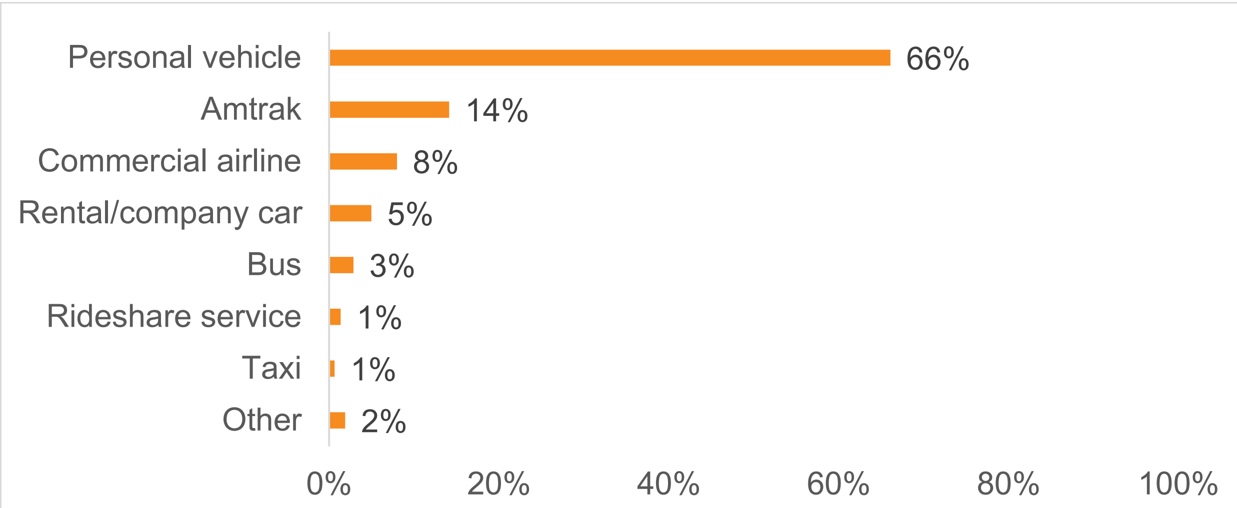
FIGURE 30: PARTY SIZE OF TRIPS TO OTHER CALIFORNIA REGIONS



n = 559 (Respondents who recently took a trip to another California region.)

Respondents' recent trips were primarily made using personal vehicles (Figure 3166%). Amtrak was the second most popular primary mode to other California regions among respondents (14%; Figure 31).

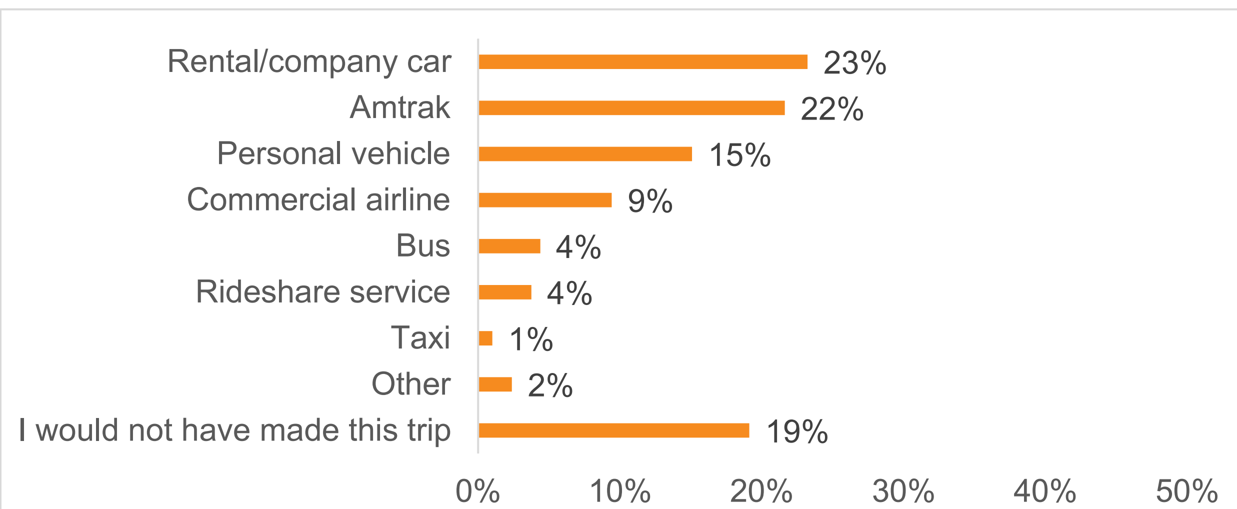
FIGURE 31: PRIMARY MODE FOR TRIP TO OTHER CALIFORNIA REGIONS



n = 559 (Respondents who recently took a trip to another California region)

If the mode a respondent used to make their trip were unavailable, 19% of respondents say they would not have made their trip; Amtrak was an alternative mode of travel for 22% of respondents, just slightly behind a rental or company car (23%; Figure 32).

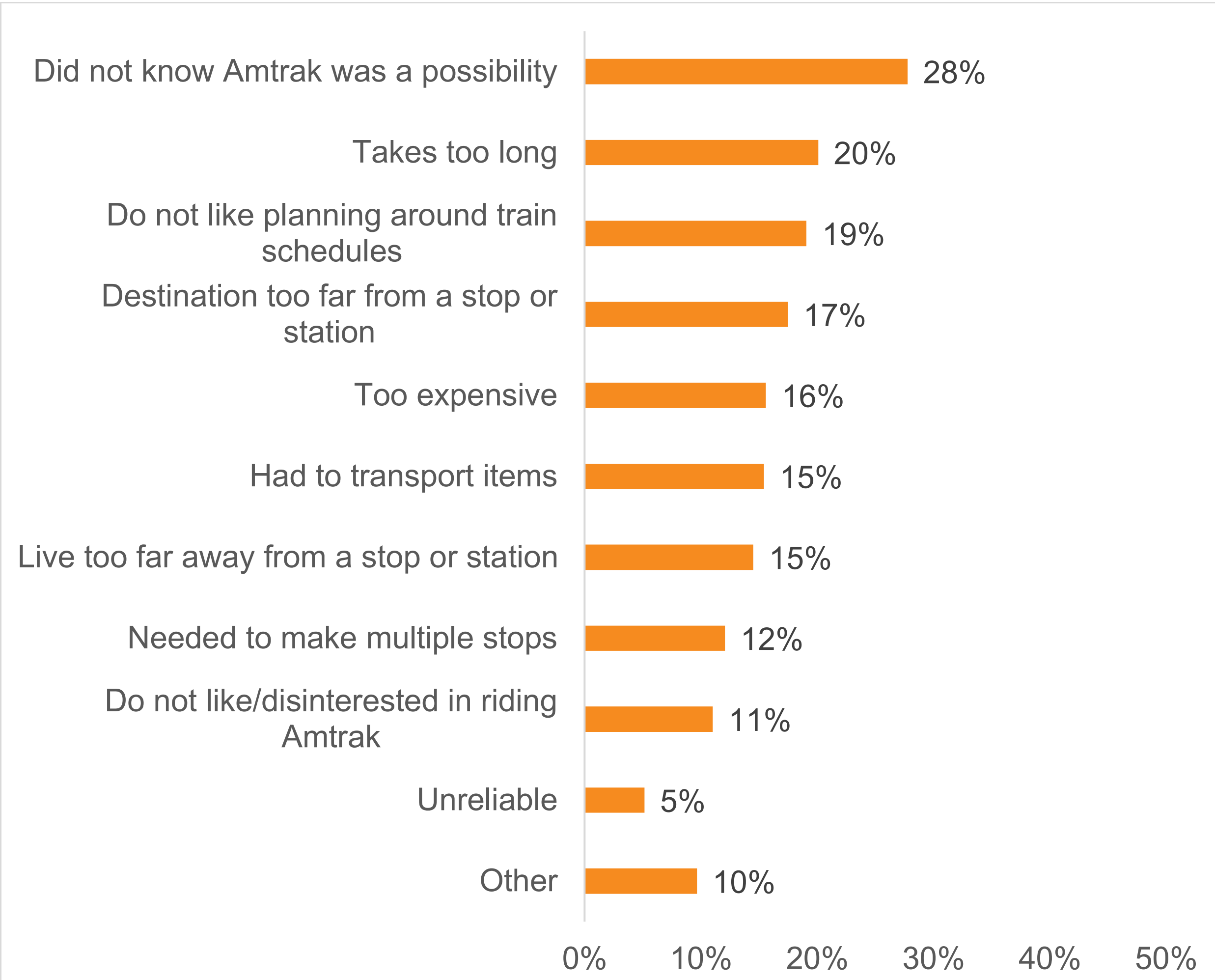
FIGURE 32. ALTERNATE TRAVEL MODES FOR TRIPS TO OTHER CALIFORNIA REGIONS



n = 559 (Respondents who recently took a trip to another California region.)

Among respondents who did not take their trip on the San Joaquins, 28% say they did not know that Amtrak was an option for their trip (Figure 33).

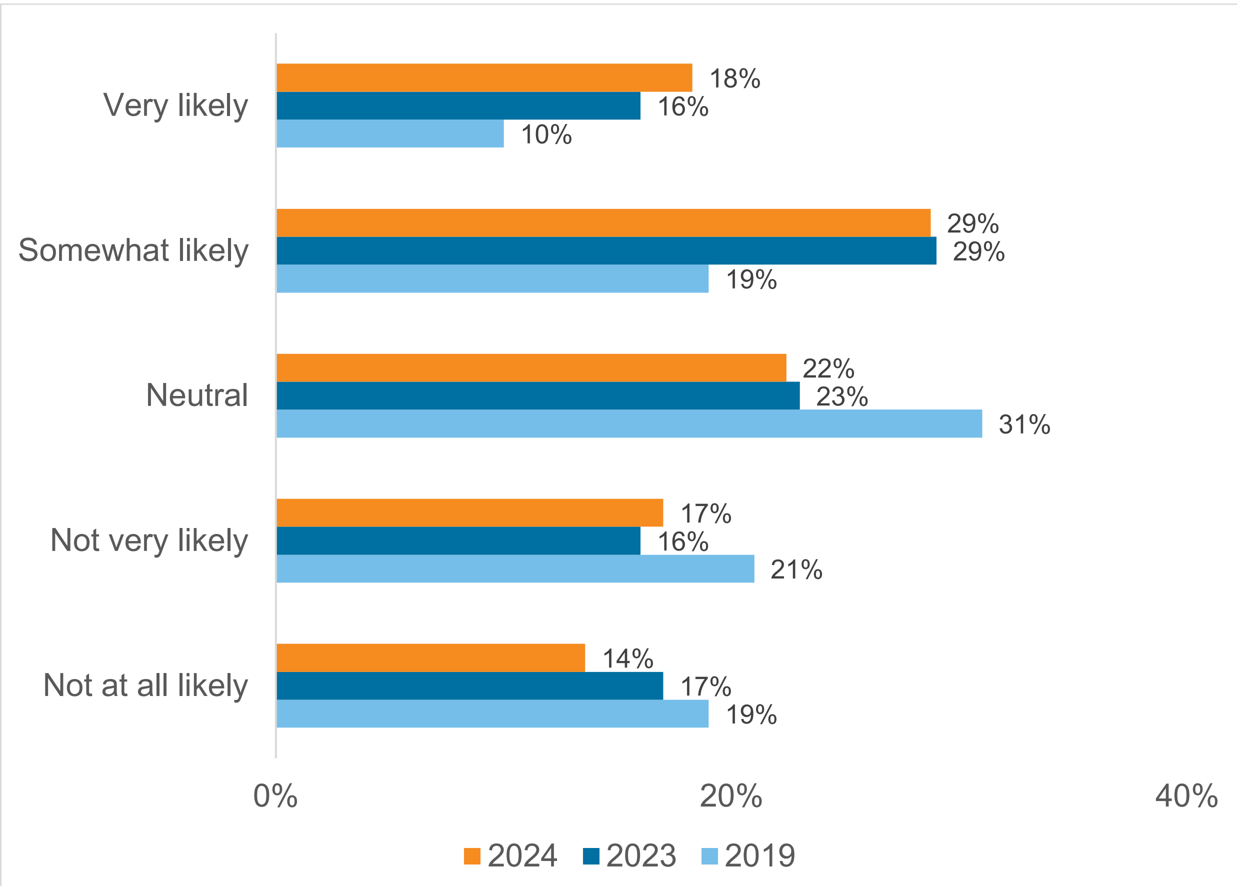
FIGURE 33. REASONS FOR NOT CONSIDERING AMTRAK FOR THEIR TRIP



n = 364 (Respondents who recently took a trip to another California region and did not use Amtrak. Respondents could select multiple categories.)

Nearly half of respondents (47%) say they are "very likely" or "likely" to use Amtrak for their next trip, which is up two percentage points since the 2023 Market Survey and eighteen since 2019 (Figure 34).

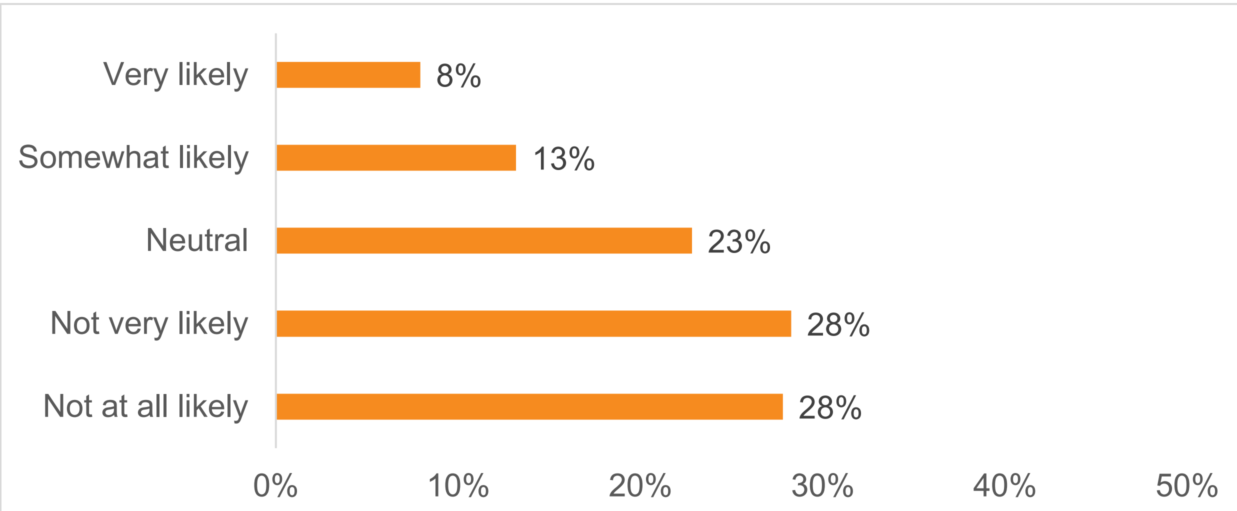
FIGURE 34. STATED LIKELIHOOD OF TAKING THE TRAIN ON A FUTURE TRIP



n = 559 (Respondents who recently took a trip to another California region.)

Only 21% of respondents reported they are “very likely” or “likely” to use Amtrak if the trip were to require a transfer to a bus. This implies that the requirement of a transfer to a bus could serve as a barrier for some individuals when considering the use of Amtrak San Joaquins (Figure 35).

FIGURE 35. STATED LIKELIHOOD OF TAKING THE TRAIN ON A FUTURE TRIP IF A BUS TRANSFER IS REQUIRED

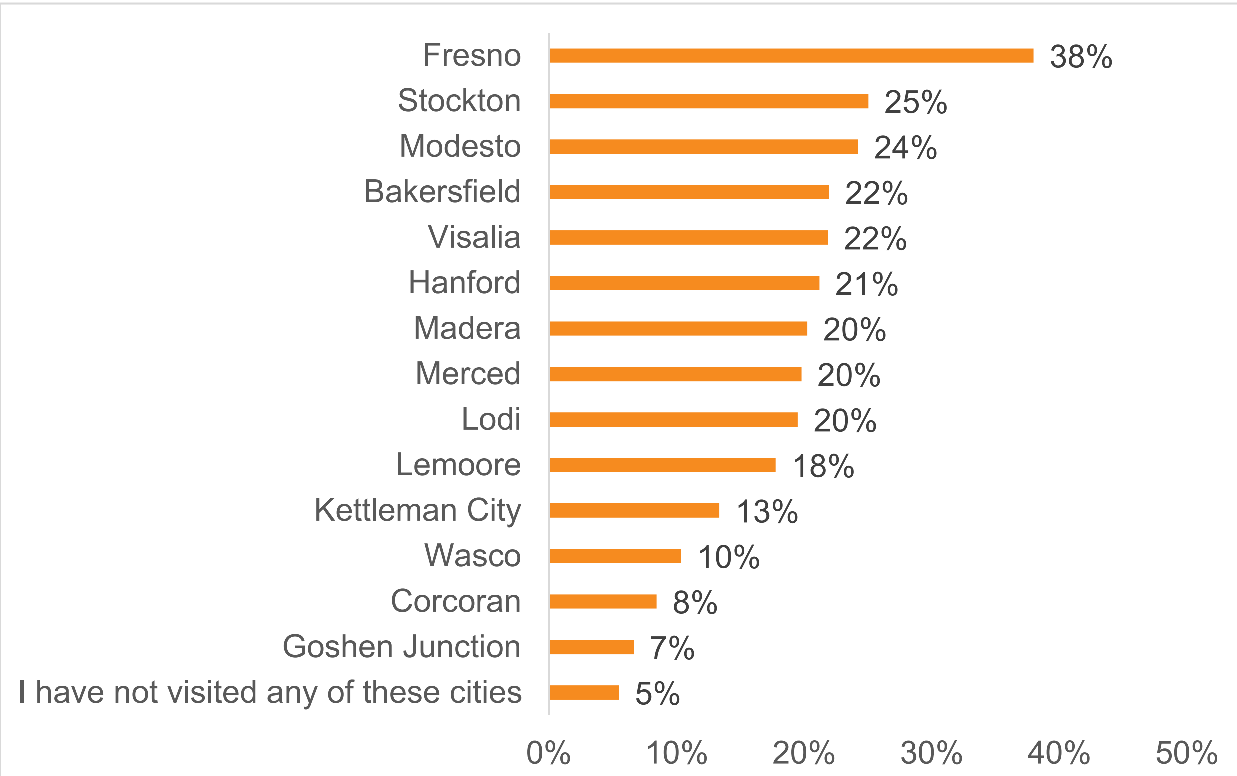


n = 364 (Respondents who recently took a trip to another California region and did not take Amtrak or would have considered Amtrak as an alternative mode of transportation.)

Intra-Valley Travel (within San Joaquins Valley)

Among respondents that live in the San Joaquin Valley and visited cities other than their own in the past year, Fresno was the most popular destination (38%; Figure 36).

FIGURE 36. CITIES IN SAN JOAQUIN VALLEY VISITED



n = 301 (Respondents who live in the San Joaquin Valley; Respondents could select multiple categories.)

Table 4 shows the percentage of respondents who live in a San Joaquins city (column headers) who travelled to various San Joaquins Valley cities (rows). Only select home cities are shown because some home cities had too few respondents and sample sizes are too small. Among respondents who live in Bakersfield, half (50%) have made a trip to Fresno and nearly half (45%) have made a trip to Wasco in the past year. The most popular destinations in the past year among those who live in Fresno are Madera (47%), Hanford (38%), Merced (37%), and Visalia (32%). Stockton and Fresno are the most popular destinations among those who live in Modesto. On the other hand, Modesto is a popular destination among Stockton residents with 49% reporting a trip in the past year. The majority (60%) of Stockton residents have also visited Lodi in the past year (Table 5).

TABLE 4: CITIES TRAVELED TO IN THE PAST YEAR BY HOME CITY

	From Home City…				
… To Destination City	**Bakersfield**	**Fresno**	**Modesto**	**Stockton**	**Overall**
Fresno	50%	0%	38%	19%	38%
Stockton	19%	23%	60%	0%	25%
Modesto	23%	22%	0%	49%	24%
Bakersfield	0%	26%	29%	15%	22%
Visalia	27%	32%	9%	5%	22%
Hanford	16%	38%	9%	3%	21%
Madera	17%	47%	24%	10%	20%
Merced	15%	37%	26%	17%	20%
Lodi	7%	11%	25%	60%	20%
Lemoore	17%	23%	9%	3%	18%
Kettleman City	10%	16%	14%	5%	13%
Wasco	45%	4%	14%	3%	10%
Corcoran	6%	10%	9%	0%	8%
Goshen Junction	0%	6%	9%	0%	7%
None of the above	6%	9%	7%	9%	5%
N	***41***	***48***	***21***	***25***	***301***

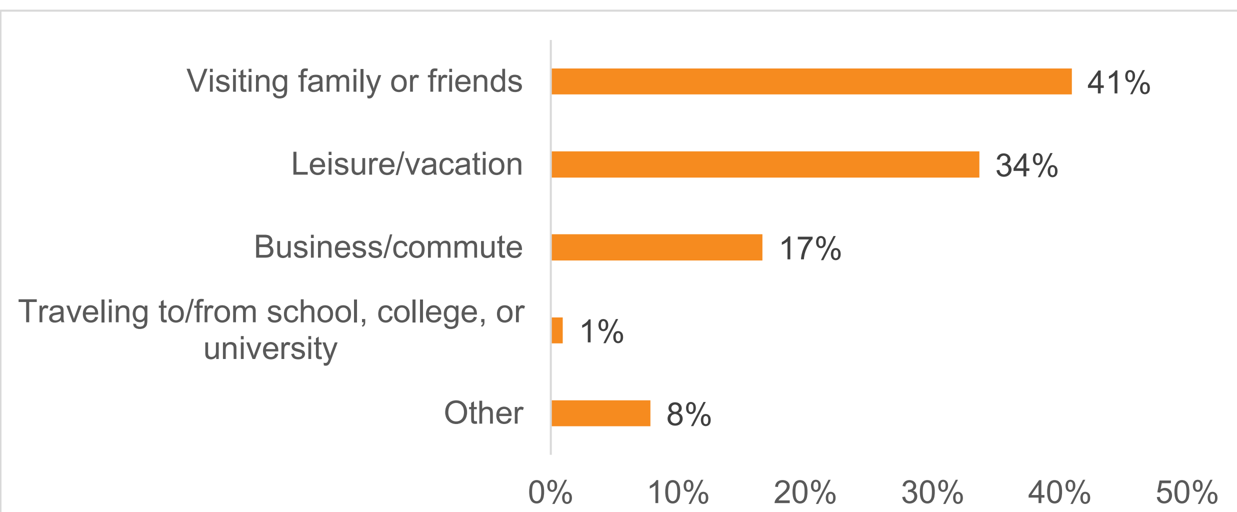
TABLE 5: TOP 10 HOME CITY-DESTINATION PAIRS

City Pair (Home – Destination)	%
Stockton - Lodi	60%
Modesto - Stockton	60%
Bakersfield - Fresno	50%
Stockton - Modesto	49%
Fresno - Madera	47%
Bakersfield - Wasco	45%
Fresno - Hanford	38%
Modesto - Fresno	38%
Fresno - Merced	37%
Fresno - Visalia	32%

n = 301 (Respondents who live in the San Joaquin Valley; Respondents could select multiple categories.)

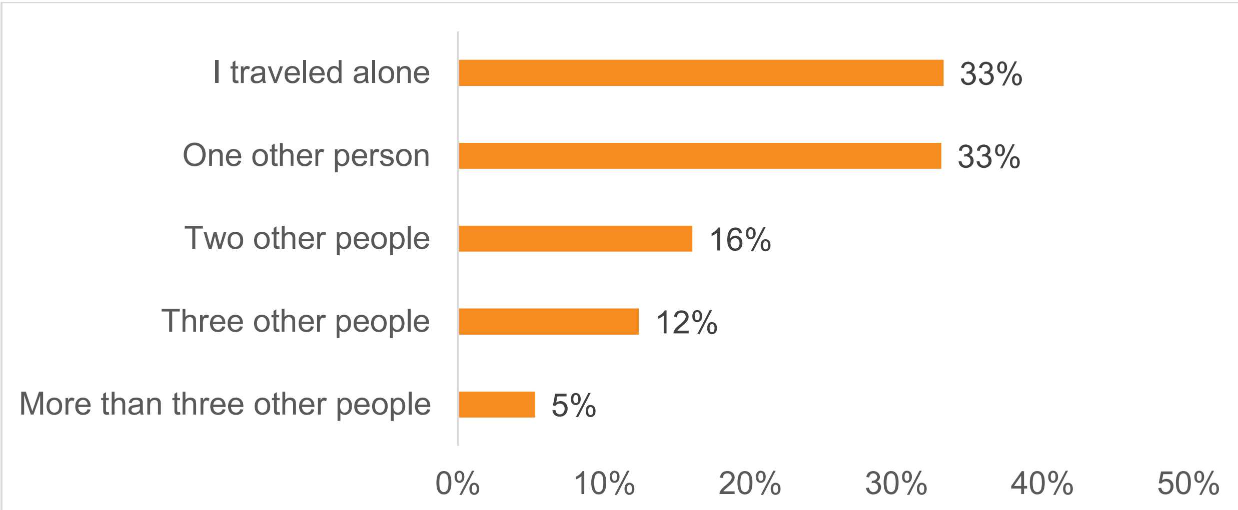
A plurality (41%) of respondents made a trip to another city in the region for the purpose of visiting family or friends, and just over a third (34%) made their trip for leisure or vacation, with only 17% making a trip for business (Figure 37). One third of respondents each traveled alone or with one other person (Figure 38).

FIGURE 37: REASONS FOR TRIPS WITHIN THE SAN JOAQUIN VALLEY



n = 85 (Respondents who live in the San Joaquin Valley and took a recent trip to a city other than their own in San Joaquin Valley.)

FIGURE 38: PARTY SIZE OF TRIPS WITHIN THE SAN JOAQUIN VALLEY



n = 85 (Respondents who live in the San Joaquin Valley and took a recent trip to a city other than their own in San Joaquin Valley.)

Select Crosstabs

By Income

Although awareness of other train services varies significantly by income— with higher-income respondents demonstrating greater awareness—there is little difference in awareness of the San Joaquins specifically (Table 6). Regardless of household income level, around 56% of respondents overall are aware of the San Joaquins service, with 53% awareness among those earning under $75,000 and 59% among those earning above that threshold. This suggests that, unlike other train services, awareness of the San Joaquins remains relatively consistent across different income groups.

When asked why they did not take the San Joaquins on their most recent trip, respondents with higher incomes reported that the train takes too long as one of their primary reasons (27% and 12% for higher vs. lower income respondents, respectively), whereas lower-income respondents were more likely to report they did not because they had to make multiple stops (17% compared to 8%). Across both groups, over a quarter did not take it because they were not aware it was an option (29% and 27% for lower vs. higher income respondents, respectively; Table 7).

Regardless of income, respondents would ride more for lower fares (37%); while faster trips were the second biggest motivator for both groups, higher-income respondents were more likely to report this as a motivator (35% compared to 28%). While there are some differences between lower and higher income groups in other motivators (e.g., easier travel between station and destination) these tend to be small (Table 8).

TABLE 6. AWARENESS OF TRAIN SERVICES BY HOUSEHOLD INCOME

Service	Less than $75,000	$75,000 or More	Total
Amtrak Pacific Surfliner	51%	61%	56%
Amtrak San Joaquins	53%	59%	56%
Caltrain	38%	56%	47%
Capitol Corridor	19%	31%	25%
ACE	17%	32%	25%
SMART	14%	26%	20%
Never heard of these routes	15%	6%	10%
N	***333***	***276***	***609***

Note: Respondents could select multiple categories.

TABLE 7. REASONS FOR NOT CONSIDERING THE SAN JOAQUINS BY HOUSEHOLD INCOME

Reason	Less than $75,000	$75,000 or More	Total
Did not know Amtrak was a possibility	29%	27%	28%
Takes too long	12%	27%	20%
Do not like planning around train schedules	15%	23%	19%
Destination too far from a stop or station	18%	17%	17%
Too expensive	16%	16%	16%
Had to transport items	16%	15%	15%
Live too far away from a stop or station	13%	16%	15%
Needed to make multiple stops	17%	8%	12%
Do not like/disinterested in riding Amtrak	9%	13%	11%
Unreliable	3%	7%	5%
Another reason	10%	9%	10%
N	***189***	***175***	***364***

Note: Respondents could select multiple categories.

TABLE 8: MOTIVATORS FOR STARTING TO USE/USING THE SAN JOAQUINS MORE BY HOUSEHOLD INCOME

Feature	Less than $75,000	$75,000 or More	Total
Lower fares	37%	37%	37%
Faster travel	28%	35%	32%
More comfortable seats	18%	19%	18%
Easier travel between the station and my destination	17%	17%	17%
Easier travel between the station and home	14%	19%	17%
More reliable travel time	17%	15%	16%
Better food/beverage service	13%	16%	15%
More frequent service	14%	13%	13%
Nicer/cleaner train stations	13%	14%	13%
Upgraded first-class or business class service	11%	14%	12%
Schedule that better matches my needs	13%	12%	12%
Nicer/cleaner trains	12%	12%	12%
Safer environment at the stations	9%	12%	11%
Safer environment onboard the trains	10%	11%	11%
Other	0%	4%	2%
None of the above	9%	6%	7%
N	***200***	***182***	***382***

Note: Respondents could select multiple categories.

By Home Region

Respondents living in Los Angeles and the surrounding area used Amtrak more on their most recent trip (19%) and their personal vehicle less (52%) compared to respondents in other regions. Just over three-quarters of respondents living in the San Joaquin Valley (76%) reported using their personal vehicle for the trip, more than respondents from any other region (Table 9).

TABLE 9. PRIMARY MODE OF TRAVEL DURING MOST RECENT INTERREGIONAL TRIP BY HOME REGION

Mode	San Joaquin Valley	Los Angeles Area	Bay Area/Silicon Valley	Sacramento Area	Total
Personal vehicle	76%	52%	62%	62%	66%
Amtrak	15%	19%	11%	10%	14%
Plane	0%	14%	16%	11%	8%
Rental/company car	3%	4%	8%	7%	5%
Bus	2%	4%	2%	4%	3%
Other	4%	6%	1%	6%	4%
N	***251***	***125***	***121***	***62***	***560***

By Prior SJJPA Usage

Regardless of whether respondents have taken the San Joaquins in the past, the most common mode of travel on respondents' most recent trip is personal vehicle (66%). Nearly a third of respondents who had used San Joaquins in the past used it again on their most recent trip (31%; Table 10).

A majority of respondents who have not used the San Joaquins in the past went on their most recent trip for the purpose of leisure or vacation (54%). Respondents who have used the San Joaquins in the past and respondents who have not used the San Joaquins in the past were about as likely to report traveling to visit family or friends (33% and 30%, respectively) or travel to/from a school college, or university (3% and 2%). Those that have used the San Joaquins had more variety in the purpose of their most recent trip, with 44% traveling for leisure/vacation and 17% traveling for business or to commute. Just 8% of those that have never used San Joaquins traveled for business on their most recent trip (Table 11).

Of respondents who had taken the San Joaquins in the past, significantly more report that upgraded first-class service would make them ride more often (18%), compared to those that had not (6%). They also perceive easier travel to their destination as a greater motivator (20% vs. 13%; Table 12).

Of respondents who had taken the San Joaquins in the past, but not on their most recent trip, or respondents who have never used Amtrak, almost a third said they did not know Amtrak was a possibility for their trip (31%). Respondents who have not used San Joaquins in the past were more likely to say they live too far from a stop or station (16%) or do not like / are disinterested in riding Amtrak (14%), compared to respondents who have taken it in the past but not during their most recent trip. Conversely, respondents who have used the San Joaquins in the past, but not for their most recent trip, cited the distance between the station and their destination (25%) and unreliability (10%) more often than those who have never used the San Joaquins as a reason for not riding (Table 13).

TABLE 10. PRIMARY MODE OF TRAVEL DURING MOST RECENT INTERREGIONAL TRIP BY PAST USAGE OF THE SAN JOAQUINS

Mode	Used SJ Train	Not Used SJ Train	Total
Personal vehicle	52%	74%	66%
Amtrak	31%	4%	14%
Plane	5%	10%	8%
Rental/company car	5%	5%	5%
Bus	3%	3%	3%
Other	3%	4%	4%
N	***202***	***357***	***559***

TABLE 11. PURPOSE OF MOST RECENT INTERREGIONAL TRIP BY PAST USAGE OF THE SAN JOAQUINS

Purpose	Used SJ Train	Not Used SJ Train	Total
Leisure/vacation	44%	54%	50%
Visiting family or friends	33%	30%	31%
Business/commute	17%	8%	11%
School, college, or university	3%	2%	3%
Other	3%	5%	5%
N	***202***	***357***	***559***

TABLE 12: MOTIVATORS FOR STARTING TO USE/USING THE SAN JOAQUINS MORE BY PAST USAGE OF SAN JOAQUINS

Feature	Used SJ Train	Not Used SJ Train	Total
Lower fares	35%	39%	37%
Faster travel	31%	32%	32%
More comfortable seats	18%	18%	18%
Easier travel between the station and my destination	20%	13%	17%
Easier travel between the station and home	17%	18%	17%
More reliable travel time	13%	19%	16%
Better food/beverage service	16%	13%	15%
More frequent service	13%	13%	13%
Nicer/cleaner train stations	15%	11%	13%
Upgraded first-class or business class service	18%	6%	12%
Schedule that better matches my needs	15%	8%	12%
Nicer/cleaner trains	10%	14%	12%
Safer environment at the stations	12%	9%	11%
Safer environment onboard the trains	11%	11%	11%
Other	2%	2%	2%
None of the above	5%	9%	7%
N	***217***	***165***	***382***

Note: Respondents could select multiple categories.

TABLE 13. REASONS FOR NOT CONSIDERING THE SAN JOAQUINS BY PAST USAGE OF SAN JOAQUINS

Reason	Used SJ Train	Not Used SJ Train	Total
Did not know Amtrak was a possibility	16%	31%	28%
Takes too long	18%	21%	20%
Do not like planning around train schedules	21%	19%	19%
Destination too far from a stop or station	25%	15%	17%
Too expensive	20%	14%	16%
Had to transport items	19%	14%	15%
Live too far away from a stop or station	10%	16%	15%
Needed to make multiple stops	16%	11%	12%
Do not like/disinterested in riding Amtrak	2%	14%	11%
Unreliable	10%	4%	5%
Another reason	12%	9%	10%
N	***85***	***279***	***364***

Note: Respondents could select multiple categories.

By Trip Purpose

Respondents traveling for leisure or vacation were more likely to use a personal vehicle (67%) compared to those traveling for other reasons. Those traveling for work purposes or to visit family or friends were most likely to take Amtrak (21% and 19%, respectively; Table 14).

TABLE 14. PRIMARY MODE OF TRAVEL DURING MOST RECENT INTERREGIONAL TRIP BY PURPOSE OF MOST RECENT INTERREGIONAL TRIP

Mode	Leisure / Vacation	Visiting Family / Friends	Business / Commute	School/ College	Other	Total
Personal vehicle	67%	63%	63%	64%	81%	66%
Amtrak	10%	19%	21%	14%	8%	14%
Plane	11%	4%	8%	14%	0%	8%
Rental/company car	6%	4%	8%	0%	0%	5%
Bus	3%	4%	0%	0%	0%	3%
Other	3%	6%	0%	8%	11%	4%
N	***285***	***178***	***58***	***13***	***25***	***559***

By Age

The use of a personal vehicle is most prevalent among those 55 and above (75%, compared to 66% overall), while Amtrak use is least common among this group (8%, compared to 14% overall). Those under 35 and those between the ages of 35 and 54 used personal vehicles and Amtrak in roughly equal proportions to each other, but those under 35 were less likely to have flown (5% compared to 10%; Table 15).

Respondents over 55 heard about the San Joaquins through online searches (18%) or online trip planners (7%) significantly less than younger respondents. Those under 35, on the other hand were much more likely to have heard about the San Joaquins through either online advertisements (21%) or trip planners (24%; Table 16).

TABLE 15. PRIMARY MODE OF TRAVEL DURING MOST RECENT INTERREGIONAL TRIP BY AGE

Mode	Under 35	35 – 54	55+	Total
Personal vehicle	64%	61%	75%	66%
Amtrak	15%	18%	8%	14%
Plane	5%	10%	9%	8%
Rental/company car	6%	6%	3%	5%
Bus	4%	2%	2%	3%
Other	7%	2%	3%	4%
N	***188***	***202***	***169***	***559***

TABLE 16. HOW RESPONDENTS HEARD ABOUT THE SAN JOAQUINS BY AGE

Source	Under 35	35 – 54	55+	Total
Word of mouth	38%	48%	45%	44%
Amtrak website or app	43%	40%	44%	42%
Online search	30%	22%	18%	23%
Social media	21%	19%	7%	16%
Television	12%	14%	19%	15%
Online advertisement	21%	14%	7%	14%
Online trip planner	24%	11%	7%	14%
Billboard/outdoor sign	8%	16%	5%	10%
Print advertisement	5%	5%	11%	7%
Radio	9%	5%	5%	6%
Other	1%	4%	4%	3%
N	***116***	***150***	***116***	***382***

Note: Respondents could select multiple categories.

4.0 CONCLUSION

Results from this survey can be used to gain a comprehensive understanding of San Joaquins ridership, highlight differences in demographic and geographic characteristics, and identify opportunities for San Joaquins service improvement and expansion. The majority of respondents are aware of the San Joaquins, and about one third have used the service. More than three quarters (78%) of respondents that have ridden the San Joaquins are satisfied with the service overall, but when asked about specific attributes, only about two thirds of respondents are satisfied with the Café Car. Despite this dissatisfaction, very few respondents say they would ride more if this specific aspect of service were improved. Lower fares, faster trips, and more comfortable seating are important to respondents in terms of what they would start riding/ride more for. Half of respondents travel for leisure or vacation, and the majority drove a personal vehicle during their last interregional trip. However, when asked about advantages of train travel, over half of respondents report not having to drive and being able to relax. Taking this into consideration, respondents could be motivated to use the San Joaquins for their travel purposes. In fact, nearly a quarter of respondents said they would have used the San Joaquins for their most recent trip if the way they traveled was not available. The top reason respondents did not consider the San Joaquins for their trip was due to not knowing it was a possibility. Further increasing awareness of San Joaquins service may be one way to increase ridership. Overall, this report provides a number of insights into the travel needs and habits of residents in San Joaquins' primary geographical markets.

SAN JOAQUIN JOINT POWERS AUTHORITY
Meeting of September 19, 2025

STAFF REPORT

Item 10 **INFORMATION**

Progress Update on New Thruway Bus Route 40

Background:
The Amtrak Thruway Bus network plays a vital role in the success of the San Joaquins service. While Bakersfield serves as the primary hub, additional Thruway connections are available in Sacramento, Stockton, Lodi, Oakland, Emeryville, Martinez, Merced, Hanford, and Fresno. Approximately 55% of San Joaquins passengers rely on a Thruway bus for at least one segment of their journey. Riders traveling from Los Angeles will always utilize a Thruway bus for at least one portion of their trip.

Route 40, connecting Merced, Los Banos, and San Jose, was originally approved for deployment in 2019 (see Figure 1). However, deployment was delayed due to the COVID-19 pandemic and resulting service disruptions. It [Route 40] was created to serve as a transitional connection between Merced and the Southern Bay Area until the California High-Speed Rail system is fully built out. The route enhances connectivity for underserved communities like Los Banos and Gilroy, linking them to major rail and transit hubs. It also supports the Valley Rail Program, which expands ACE commuter rail and San Joaquins services—creating a more integrated multimodal network across the Central Valley and Bay Area.

Figure 1: Route 40

Currently, San Joaquin passengers traveling from Southern California to the Bay Area currently must connect through Stockton or Sacramento, increasing travel time and adding complexity. Route 40 will reduce travel times by approximately 1.5 hours for passengers continuing to San Jose or other Southern Bay Area destinations. In addition to being a vital transitional connection until the HSR is complete.

Following the passage of Senate Bill 742, which took effect on January 1, 2020, Amtrak Thruway buses were authorized to carry bus-only passengers, meaning a connecting train ticket is no longer required. As a result, the San Joaquin Joint Powers Authority (Authority) Board approved bus-only ticketing on several routes at its March 2020 meeting, including Route 40.

Update

Route 40 was reaffirmed in the Authority's 2023, 2024, and 2025 Business Plans, reflecting continued support for this critical corridor. As part of the reintroduction of the 7th daily round-trip on the San Joaquins, the Authority is also moving forward with implementation of Route 40. The target launch date for Route 40 is December 15, 2025. Figure 2 shows the current draft schedule for Route 40.

Figure 2: Route 40 Draft Schedule

THRUWAY BUS CONNECTIONS

Route 40 SAN JOSE • GILROY • LOS BANOS • MERCED

704	702		CONNECTING TRAIN #		701	719
4104	4102		THRUWAY NUMBER		4101	4119
3:50 PM	6:30 AM	Depart	SAN JOSE, CA Amtrak Station	Arrive	12:45 PM	9:55 PM
4:55 PM	7:05 AM	↓	GILROY TRANSIT CENTER, CA TBD	↑	12:10 PM	9:20 PM
5:50 PM	8:00 AM		LOS BANOS, CA TBD		11:15 AM	8:25 PM
7:00 PM	9:10 AM	Arrive	MERCED, CA Amtrak Station	Depart	10:15 AM	7:25 PM
7:24 PM	9:23 AM	Depart	MERCED, CA Amtrak Station	Arrive	10:05 AM	7:12 PM
10:39 PM	2:39 PM	Arrive	BAKERSFIELD, CA Amtrak Station	Depart	8:54 AM	4:54 PM

Launching Route 40 marks a significant milestone for the Authority. In collaboration with the Merced County Association of Governments (MCAG), the Authority is also exploring a potential commuter-focused service connecting Merced to Los Banos, Gilroy, and San Jose/Silicon Valley to complement Route 40. Merced has access to SB 125 funding to support this effort.

As Route 40 is launched, staff will also evaluate the future of Route 6, which has been shown to be one of the systems' more cost-effective Thruway services. Since Route 6 is now in its final contract year, ridership on both routes will be closely monitored to determine whether Route 40 can fully replace Route 6 or if both can serve distinct markets that coexist. This evaluation will be incorporated into the upcoming Thruway Study.

Because this type of service is new for the San Joaquins network, Authority staff are taking a thoughtful, phased approach. The current focus is on successfully launching Route 40, with planning for the commuter service expected to follow in 2026. The shared goal is to deliver a high-quality, reliable option that addresses real commuter needs and has a strong foundation for long-term success. Transit options from Los Banos to the Bay Area are extremely limited, despite roughly 40% of the community commuting to that region.

Staff believe this has the potential to be a great story, with a meaningful expansion of connectivity that's unique from anything the Authority has previously done. We're excited to partner with MCAG as this develops and look forward to the collaboration ahead.

Fiscal Impact:

The Authority's FY25/26 Annual Business Plan and Operations Budget includes an estimated $1,582,713 in operating costs for Route 40.

Recommendation:

This is an information item. There is no action requested.