

Supervisor **John Pedrozo**, Chair, Merced County
 Supervisor **Henry Perea**, Vice-Chair, Fresno County
 Councilmember **Don Tatzin**, Vice-Chair, City of Lafayette
 Councilmember **Patrick Hume**, City of Elk Grove
 Supervisor **Vito Chiesa**, Stanislaus County
 Supervisor **Scott Haggerty**, Alameda County
 Supervisor **Allen Ishida**, Tulare County
 Councilmember **Bob Johnson**, City of Lodi
 Supervisor **Doug Verboon**, Kings County
 Supervisor **David Rogers**, Madera County



San Joaquin
 Joint Powers Authority

Alternate **Rodrigo Espinoza**, City of Livingston
 Alternate **Nathan Magsig**, City of Clovis
 Alternate **Federal Glover**, Contra Costa County
 Alternate **Don Nottoli**, Sacramento County
 Alternate **Richard O'Brien**, City of Riverbank
 Alternate **Tom Blalock**, BART
 Alternate **Bob Link**, City of Visalia
 Alternate **Mike Maciel**, City of Tracy
 Alternate **Russ Curry**, City of Hanford
 Alternate **Andrew Madellin**, City of Madera

AGENDA

November 20, 2015 – 12:30 PM

San Joaquin Council of Governments Board Room
 555 E. Weber Street
 Stockton, CA

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 Regional Rail Commission Website: <http://www.acerail.com/Home/AboutUs/SJPA.aspx>,

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|-----|--|---------------|---------------|
| 1 | Call to Order, Pledge of Allegiance, Roll Call | Chair Pedrozo | |
| 2 | Consent Calendar | Chair Pedrozo | |
| 2.1 | Approve Minutes from Sept. 18, 2015 Board Meeting | | ACTION |
| 2.2 | Discuss and Approve Format for Future Board Meeting Minutes | | ACTION |
| 2.3 | Approve 2016 SJJPA Board Meeting Calendar | | ACTION |
| 2.4 | Approve Next SJJPA Board Meeting Location and Time | | ACTION |
| 2.5 | Approve that the Finance and Audit Subcommittee reviewed the Accounting Manual, Procurement Manual, and Investment Policy and concur with these being used for SJJPA with the understanding that once the Amtrak agreement is signed adjustments may be needed based on contract requirements. | | ACTION |

MEMBER AGENCIES

Alameda County - Contra Costa County Transportation Authority - Fresno Council of Governments - Kings County Association of Governments - Madera County Transportation Commission
 Merced County Association of Governments - Sacramento Regional Transit - San Joaquin Regional Rail Commission - Stanislaus Council of Governments - Tulare County Association of Governments

3 **Public Comment**

Persons wishing to address the Authority on any item of interest to the public regarding SJJPA and the San Joaquin Rail Service shall state their names and addresses and make their presentation. Please limit presentations to three minutes. The Authority cannot take action on matters not on the agenda unless the action is authorized by Section 54954.2 of the Government Code.

4	Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority (SJJPA), Authorizing the Chair to Execute the 2015-16 San Joaquin Intercity Passenger Rail Service Operations Contract with Amtrak	Stacey Mortensen	ACTION
5	Approve the Elimination of the Finance and Audit Subcommittee, and assign Board Members to the Executive Director’s Ad Hoc Working Group	Stacey Mortensen	ACTION
6	Approval of SJJPA Marketing and Outreach Plan	Dan Leavitt	ACTION
7	Approval of New San Joaquin Valley Rail Committee Members	Dan Leavitt	ACTION
8	Approval for Oakley to be Studied as a Potential New San Joaquin Valley Station and Identified as a Potential Station in the 2016 SJJPA Business Plan	Dan Leavitt	ACTION
9	California Intercity Passenger Rail Leadership Coalition Update	Dan Leavitt	INFORMATION
10	San Joaquin Operations Update	Brian Schmidt	INFORMATION
11	Administrative Matters or Announcements <ul style="list-style-type: none">• Correspondence	Stacey Mortensen	INFORMATION
12	Board Member Comments	Chair Pedrozo	INFORMATION
13	Adjournment	Chair Pedrozo	

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 2.1

ACTION

September 18, 2015 SJJPA Board Meeting Minutes

The regular meeting of the San Joaquin Joint Powers Authority (SJJPA) was held at 1:30 pm, September 18, 2015 at the Merced County Supervisors Board Room in Merced.

1. Call to Order, Pledge of Allegiance, Roll Call, Oath of Office

John Pedrozo, Chairperson of the San Joaquin Joint Powers Authority (SJJPA), called the meeting to order at 1:30 pm and had Assemblymember Gray lead the Pledge of Allegiance.

Board Members Present: Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Johnson, Hume, Rogers, Verboon, Ishida, and Blalock.

Assemblymember Gray welcomed the board to Merced. He said that improving rail service for the San Joaquin Valley was one of his favorite topics. He said that he appreciated the hard work that the SJJPA is doing to help improve the San Joaquin service. He told the Board to please call on him for any assistance that he could provide.

Chair Pedrozo thanked Assemblymember Gray for his attendance.

2. Presentation by City of Oakley – Bryan Montgomery, City Manager

Oakley City Manager Bryan Montgomery, along with Mayor Doug Hardcastle and Vice Mayor Kevin Romick made a presentation regarding the City of Oakley’s efforts to implement an Intermodal Station which could be used by the San Joaquin service. The powerpoint presentation made by the City of Oakley is available on the SJJPA webpage (www.sjjpa.com).

Vice Chair Tatzin said that Oakley is the most recently incorporated part of Contra Costa County and he noted that the Oakley City Council has done a great job of transforming the community. He said that Oakley has become a nice community where people want to live and that he agreed that it would be a great location for a San Joaquin stop particularly in association with an early morning train to Oakland. Vice Chair Tatzin thanked the City of Oakley representatives for coming and for their presentation.

Vice Chair Perea asked about the location of the City of Oakley. Mr. Montgomery explained that they are in the far eastern part of Contra Costa County, east of Antioch.

Member Blalock asked what is the nearest San Joaquin station to Oakley from the east. Mr. Montgomery responded that it is Stockton.

Member Rogers thanked the representatives for their presentation and complimented their city and their efforts to get a station.

3. Consent Calendar

ACTION

3.1 Approve Minutes from July 24, 2015 Board Meeting

3.2 Approve Next SJJPA Board Meeting Location and Time

ACTION

Member Blalock said he was fine with the content of the minutes, but noted that they were 12 pages in length. He asked if the SJJPA could look into using "Action Minutes" he said that they do video and recordings and that they might be able to save time for the Board and the staff by reducing the volume of the minutes. He said they could discuss it or put it on the agenda for an upcoming meeting.

Chair Pedrozo suggested that they put it on a future agenda.

M/S/C (Hume/Rogers) to approve Item 3.1 and 3.2. Passed and Adopted by the San Joaquin Joint Powers Authority on September 18, 2015, by the following vote to wit:

Ayes: 9 Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Johnson, Ishida, Hume, Rogers, Verboon, and Blalock.

Noes: 0

Abstain: 0

Absent: 1 Chiesa

4. Public Comment

Amy Day spoke representing the Northern California Chapter of the Construction Management Association of America. Ms. Day said that they had Mr. Leavitt give recent presentations at functions for their Association. She said that they were in attendance to show their support for the efforts of the SJJPA. She said that if there is anything that they can do to help move the San Joaquin rail improvement projects forward to please let them know, they are happy to help.

There were no additional public comments.

5. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority (SJJPA), Authorizing the Chair to Execute the 2015-16 San Joaquin Intercity Passenger Rail Service Operations Contract with Amtrak

Stacey Mortensen provided a status of the 2015-16 San Joaquin Intercity Passenger Rail Service Operations Contract with Amtrak. Ms. Mortensen said that the SJJPA is required to negotiate and sign a Operations contract with Amtrak to enable the SJJPA to fully manage the San Joaquin service. Ms. Mortensen noted that the negotiations with Amtrak for the 2015-16 contract did not really get underway until July, after the completion of the Interagency Transfer Agreement. She said that this has made a very tight timeline to complete the contract negotiations. She said that they have been coordinating with the State and with LOSSAN which has helped streamline the process. Ms. Mortensen said that the current agreement expires on September 30, 2015. She said that there is a continuation clause in the contract that allows the service to continue under basically the same terms and conditions along with some allowance for inflation. Ms. Mortensen said that the contract which is being negotiated is based upon actual costs. She said that historically, the contract between the State and Amtrak has been a fixed price contract. She said that this is new territory for Amtrak and this puts more work up front for agreeing upon costing for various components required for the service.

Ms. Mortensen said that the SJJPA is very focused on removing (mothballing) one Comet Car trainset. She said that they would continue to use one, have one as a working spare, and remove (mothball) one set of Comet Cars. She said this issue is one of the biggest factors on how quickly they can come to agreement with Amtrak.

Ms. Mortensen showed a number of slides with information regarding the elements of the draft operations contract with Amtrak. Ms. Mortensen's slides are available on the SJJPA webpage. Ms. Mortensen had Dan Schroeder, legal counsel for the SJJPA, discuss the key issues regarding indemnification and liability.

Ms. Mortensen provided several options to the board for their approval. She said that they do not have an exact dollar value at this time for the contract since Amtrak has not yet reduced the Comet Car trainset numbers. She provided the Board with three options. They could give the Chair the authority to sign the contract once it is completed, they could hold a special meeting on September 30 (which could be done in multiple locations via conference call) or they could wait until their October 23, 2015 meeting. She said the primary downside with waiting until October 23 was that it creates a reconciliation issue with the State which will require additional staff work.

Chair Pedrozo said that the uncertainty bothered him a bit. It seemed premature to be acting on the contract at this time.

Member Blalock asked about the importance of the September 30 deadline. Ms. Mortensen said that it is the expiration of the current agreement between Amtrak and the State for San Joaquin operations. She noted that San Joaquin service would continue as a result of the continuation clause if a new agreement was not signed by

October 1. He said he is in agreement with the Chair that it is premature to be acting on it at this time. He suggested that they wait and take action once the contract is ready to be signed.

Vice Chair Tatzin concurred that he was also uncomfortable taking action at this meeting. He asked if they had a meeting on September 30, when could they get the agreement to the Board for their review? He noted that they would need some time to review the contract. Ms. Mortensen said that she had heard that the completed contract might be available for their review as early as Tuesday (September 22). But that it would first have to be reviewed by staff again before it would be ready to send to the Board.

Member Johnson said he felt that they were trying to move this too quickly. He asked for further clarification of how much of a problem there would be if they did not approve the contract by September 30. Ms. Mortensen said that the San Joaquin service would continue and the passengers should not notice any difference in service. She said there is no increased liability to the SJJPA. She noted that the biggest issue for the SJJPA is that they will have the reconciliation issue to deal with once the new contract is signed.

Member Hume asked if there was any harm in setting a potential meeting for September 30 and if they did not have the contract to the board by the prior Friday (September 26), that they would cancel the meeting and it would then be taken up at the next meeting (October 23). Counsel responded that there was enough time for the Board to do this.

Member Blalock said that at BART if they have a conference call meeting there is a provision that they need to have at least half of the members at the primary location. He asked if the SJJPA has a similar provision. Counsel replied that the SJJPA did not have such a provision.

Vice Chair Perea commented that he felt they needed to take the time to do this right. He asked if the cost for determining the San Joaquin fare structure is part of these negotiations. Ms. Mortensen said that she felt that they were going to have to take that on as part of the negotiations for next fiscal year. She said that there is not enough current information provided in the contract for them to determine that issue. She did note that recent sampling of San Joaquin tickets has been showing that the issue raised has no longer been a major issue with the service and that staff would follow up with this and keep the Board informed on this issue.

Member Rogers said that it didn't seem like in the past that the contract structure gave Amtrak the proper incentives to improve what they were doing. He said as a contractor, he hoped that having a contract based on actual costs would enable them to get better value and performance. He said we might also want to build in a timeframe for the beginning of negotiations for the next round, to make sure we have more time to do this right next year.

Member Verboon agreed with Vice Chair Perea, and asked if the Comet Cars would be replaced within a year.

Ms. Mortensen responded to Member Rogers comment noting that information for the next year's contract will be coming from Amtrak in December and that will initiate negotiations. She said the problem for this year was that the SJJPA was not brought into the negotiations until July, after the ITA was signed. She said that normally the SJJPA will have about 9 months to negotiate with Amtrak.

Member Ishida noted that September 30 would be a travel day for many of the Supervisors and suggested a start time at 10 am.

Vice Chair Tatzin, moved that they schedule a September 30 Board meeting at 10 am which the Member could participate in by conference call, and that the Chair would have the authority to cancel the meeting if the Amtrak contract were not provided to them in time for their review.

Vice Chair Perea noted that he would not be available that day and asked staff to contact his Alternate to get them to participate.

Member Johnson asked if they needed to approve another meeting in case the September 30 meeting was cancelled. Ms. Mortensen responded that they took action (Item 3) for the following meeting to be October 23, 2015.

M/S/C (Tatzin/Blalock) to approve motion by Vice Chair Tatzin. Passed and Adopted by the San Joaquin Joint Powers Authority on September 18, 2015, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Johnson, Ishida, Hume, Rogers, Verboon, and Blalock.
Noes:	0	
Abstain:	0	
Absent:	1	Chiesa

6. San Joaquin Operations Update

Brian Schmidt, Director of Operations reported on three key areas: Positive Train Control; the critical path for the deployment of the 7th daily round trip for the San Joaquin service; and the performance of the San Joaquin service.

The content of Mr. Schmidt's presentation is summarized under Item 6 in the Board Briefing Materials and Mr. Schmidt's powerpoint slides for this agenda item. These are available on the SJJPA webpage.

Member Verboon noted that there is no “Positive Car Control” for the highways so that if the FRA actions result in passenger rail operations being shut down that this would have negative safety impacts. Mr. Schmidt agreed.

Vice Chair Perea asked Mr. Schmidt to remind the Board what has been established for PTC for the San Joaquin service. Mr. Schmidt said that while BNSF should be ready for PTC in Southern California, their CEO has formally stated in writing to the FRA that they will not meet the PTC deadline for the end of December 2015. Mr. Schmidt said they will not be ready for testing until at least June of 2016 in Southern California. He said that with the UPRR, that there is nothing ready for testing. Mr. Schmidt said the San Joaquin trains will be ready to go for PTC by mid October, 2015 and fully tested by the end of the year. Mr. Schmidt said that even though the San Joaquin trains will be ready, that PTC cannot be deployed until the freight railroad tracks and equipment are PTC ready.

Vice Chair Perea asked what the message should be to the public regarding PTC. Mr. Schmidt said that the message should be that there will be a delay in the implementation of PTC. It looks like worst case for a lot of railroads will be 2018. Vice Chair Perea said that the good news for us is that the San Joaquin trains are ready. Mr. Schmidt responded that yes, Amtrak has done a very good job to ensure that they are ready for PTC.

Member Johnson asked if the technology available today for PTC will still be the best technology by 2018. Mr. Schmidt responded that this was a concern; he noted technology has been rapidly changing since the law went into effect in 2008. Ms. Mortensen agreed with the concern that Member Johnson raised. She said they had to move forward with PTC, but they should plan that they will need to upgrade in the future.

Member Blalock asked if they would be able to have the end of the line in Oakland moved to the Coliseum BART Station/Airport Connector. Mr. Schmidt said they are working on that as part of the negotiations. They are seeing if they can extend all of the San Joaquin round trips.

7. Safety and Security Program

Ms. Mortensen reported that Mr. Walker could not be at the meeting. She said that she has loaned him to the Lake County fire effort. She wanted to make sure that the Board knew that they have a top notch person and that his talents are greatly respected in the field so that she was happy that the agency could help out by lending out Mr. Walker during this time of crisis. She said that Mr. Schmidt would be doing the presentation for Mr. Walker.

Chair Pedrozo asked if Mr. Walker could be scheduled for a future meeting.

The content of Mr. Schmidt's presentation is summarized under Item 7 in the Board Briefing Materials and Mr. Schmidt's powerpoint slides for this agenda item. These are available on the SJJPA webpage.

Chair Pedrozo asked if Operation Lifesaver has reached out to all of the counties. Mr. Schmidt responded that they have done so.

Member Blalock noted that the San Joaquin share part of the corridor with the Capitol Corridor and asked if they do some of the same ads. Mr. Schmidt responded that they do the same/similar ads and the efforts are coordinated.

Member Ishida commented that much of the incidents in the Valley are from trains hitting trucks which are carrying produce. He asked if these companies are ever sued for damages. Mr. Schmidt said that the railroads and State will go after insurance providers for damages in these incidents.

8. Approval of New San Joaquin Valley Rail Committee Members ACTION

Dan Leavitt, Manager of Regional Initiatives made a presentation regarding the approval of new members for the San Joaquin Valley Rail Committee. The content of Mr. Leavitt's presentation is summarized under Item 8 in the Board Briefing Materials and Mr. Leavitt's powerpoint slides for this agenda item. These are available on the SJJPA webpage.

Mr. Leavitt asked the Board to approve the following recommendations submitted for new San Joaquin Valley Rail Committee Members and Alternates:

- Alan Scott, Kings County Member
- William Munoz, Kings County Member
- Dustin Ference, Kings County Alternate
- Troy Hightower, Kern County Member
- Jim Hunter, Kern County Alternate
- Katelyn Roedner-Sutter, San Joaquin County Member
- Espe Vielma, San Joaquin County Member
- Constance Anderson, Stanislaus County Member
- Michael Snyder, Butte County Member

Chair Pedrozo asked for a motion.

M/S/C (Rogers/Verboon) to approve the recommended San Joaquin Valley Rail Committee Members and Alternates. Passed and Adopted by the San Joaquin Joint Powers Authority on July 24, 2015, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, O'Brien, Johnson, Ishida, Hume, Rogers, Verboon, and Blalock.
Noes:	0	
Abstain:	0	

Absent: 1 Chiesa

9. California Intercity Passenger Rail Leadership Coalition Update

Dan Leavitt provided an update regarding the work of the California Intercity Passenger Rail Leadership Coalition. Mr. Leavitt focused his report on the August 21, 2015 Assembly Select Committee Public Hearing held in Modesto. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and he showed numerous photographs from the event as part of the powerpoint presentation (available on the website).

10. Administrative Matters or Announcements

Ms. Mortensen made a presentation regarding administrative matters and correspondence. Please see the briefing materials for Item 10 for more information on the SJJPA webpage.

11. Board Member Comments

There were no additional comments from the Board.

12. Adjournment

Chairman Pedrozo adjourned meeting.

SAN JOAQUIN JOINT POWERS AUTHORITY

September 18, 2015

STAFF REPORT

Item 2.2

ACTION

Discuss and Approve SJJPA Board Meeting Minutes Format

Background:

At the September 18, 2015 Board Meeting a discussion of the format of the Board Meeting minutes was requested. Staff was asked to look into using "Action Minutes" as a possibility to save time for the Board and the staff and reduce the volume of the minutes.

SJJPA Board meeting minutes have focused on recording the questions and comments raised by the Board Members and the responses provided by staff for each agenda item. Summaries have also been provided of most of the agenda items and public comments. This has resulted in lengthy SJJPA Board Meeting minutes.

For the September 18th SJJPA Board Meeting minutes, the summaries for agenda items were eliminated (the briefing materials and/or presentation were referenced). However, since there were a considerable number of questions and comments raised by the Board, the minutes were still 8 pages long.

To reduce the length of the minutes, they could be more focused on recording the decisions reached by the Board and the actions to be taken (eliminating or reducing the discussion that went into making the decisions and other Board discussion which did not lead to an action).

Staff recommends eliminating summaries of agenda items from future Board Meeting minutes (as done for the September 18 Board Meeting). Staff would appreciate input from the Board as to whether they would like the minutes further reduced.

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Eliminate summaries from Board Meeting minutes. Board to provide direction if they want to continue to record Board discussions and responses from staff or focus more (or solely) on recording decisions reached by the Board and the actions to be taken.

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 2.3

ACTION

Approve 2016 SJJPA Board Meeting Calendar

Background:

Staff recommends the following schedule for SJJPA Board Meetings for 2016:

- January 29, 2016
- March 25, 2016
- May 27, 2016
- July 22, 2016
- October 28, 2016

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve 2016 Board Meeting Calendar

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 2.4

ACTION

Approve next SJJPA Board Meeting Location and Start Time

Background:

Staff proposes Modesto (1010 10th Street) at 1:00 pm for the January 29, 2016 SJJPA Board Meeting.

The meeting time is coordinated with the San Joaquin schedules. SJJPA staff will provide shuttle services between the Amtrak station and the meeting location.

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve Next SJJPA Board Meeting Location/Time.

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 2.5

ACTION

Approve that the Finance and Audit Subcommittee reviewed the Accounting Manual, Procurement Manual, and Investment Policy and concur with these being used for SJJPA with the understanding that once the Amtrak agreement is signed adjustments may be needed based on contract requirements

Background:

At the October 15, 2015 Finance and Audit Subcommittee meeting, Bob Schiffler, Controller, SJJPA/SJRRC, explained that the Accounting Manual and Procurement Manual that are being followed by the SJRRC are also being used for SJJPA. Mr. Schiffler explained SJJPA financial statements will be similar to the “ACE enterprise fund” contained in SJRRC annual report. Mr. Schiffler reviewed a sample expense report. After discussion, members agreed that these reports would be sufficient.

Finance and Audit Subcommittee Chair Tatzin asked that an item be placed on the consent calendar of the full SJJPA Board indicating that the Finance and Audit Subcommittee reviewed the Accounting Manual, Procurement Manual, and Investment Policy and concur with these being used for SJJPA and recognize that once the Amtrak agreement is signed adjustments may be needed based on contract requirements.

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve that the Finance and Audit Subcommittee reviewed the Accounting Manual, Procurement Manual, and Investment Policy and concur with these being used for SJJPA with the understanding that once the Amtrak agreement is signed adjustments may be needed based on contract requirements.

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 4

ACTION

APPROVE A RESOLUTION OF THE GOVERNING BOARD OF THE SAN JOAQUIN JOINT POWERS AUTHORITY (SJJPA), AUTHORIZING THE CHAIR TO EXECUTE THE 2015-16 SAN JOAQUIN INTERCITY PASSENGER RAIL SERVICE OPERATING AGREEMENT WITH AMTRAK

Background

In order to fully take over the management responsibilities of the San Joaquin intercity rail service, SJJPA must negotiate and sign an Operating Agreement with Amtrak. The negotiations for the 2015-16 San Joaquin Intercity Passenger Rail Service Operating Agreement (2015-16 Operating Agreement) with Amtrak have been underway since July 2015. The deadline for the agreement was October 1, 2015 (the beginning of the federal fiscal year). SJJPA and LOSSAN JPA have been coordinating the negotiation efforts to streamline the process with Caltrans and Amtrak.

The latest Draft 2015-16 Operating Agreement is being thoroughly reviewed by SJJPA staff, SJJPA counsel, Caltrans, and Amtrak. This agreement is based upon actual costs, rather than the historical fixed price structure, and it requires much more up-front costing detail. Based upon prior Board direction, particular attention is being paid to removing one Comet Car trainset from the fleet (at least until the initiation of the 7th train requires it) and ensuring a correlated cost reduction by Amtrak.

Staff will provide a summary of the progress that has been made to complete the Draft 2015-16 Operating Agreement and will also discuss the issues that remain.

The SJJPA Board may desire to hold a special meeting to review the Draft 2015-16 Amtrak Agreement and determine that a conference call may be the most efficient manner to reconvene in the interest of time prior to the January 2016 SJJPA Board Meeting.

Recommendation:

Establish a special meeting date to further review the FY16 Amtrak Agreement, either in person, or via conference call, whichever ensures a quorum in order to take action by the September 30th deadline.

SJJPA RESOLUTION NO. _____

RESOLUTION OF THE GOVERNING BOARD OF THE SAN JOAQUIN JOINT POWERS AUTHORITY (SJJPA), AUTHORIZING A SPECIAL MEETING VIA CONFERENCE CALL PRIOR TO THE JANUARY 2016 BOARD MEETING TO AUTHORIZE THE CHAIR TO EXECUTE THE 2015-16 SAN JOAQUIN INTERCITY PASSENGER RAIL SERVICE OPERATING AGREEMENT WITH AMTRAK

WHEREAS, the Intercity Passenger Rail Act of 2012 provides for the creation of a San Joaquin Joint Powers Authority (SJJPA) which, if certain requirements are met, will manage the San Joaquin Intercity Rail Service; and

WHEREAS, ten (10) Member Agencies have approved a Joint Exercise of Powers Agreement to form the SJJPA and have appointed Board Members and Alternates; and

WHEREAS, the Final Interagency Transfer Agreement (ITA) was signed by the Chair of the Governing Board on June 29, 2015; and

WHEREAS, in order to fully take over the management responsibilities of the San Joaquin rail service, SJJPA must approve and sign an Operating Agreement with Amtrak; and

WHEREAS, there may be changes to the 2015-16 San Joaquin Intercity Passenger Rail Service Operating Agreement recommended by the SJJPA Managing Director as part of her final review and it would be appropriate for the Chair and Counsel, to negotiate with Amtrak and agree to changes in the final 2015-16 San Joaquin Intercity Passenger Rail Service Operating Agreement language,

NOW THEREFOR BE IT RESOLVED, that the Governing Board of the San Joaquin Joint Powers Authority hereby Authorizes Special Meeting via Conference Call prior to the January 2016 SJJPA Board Meeting to Authorize the Chair to sign the 2015-16 San Joaquin Intercity Passenger Rail Service Operating Agreement and to negotiate any final changes to the 2015-16 San Joaquin Intercity Passenger Rail Service Operating Agreement proposed by Amtrak subject to concurrence of Counsel.

PASSED AND ADOPTED by the SJJPA on this 20th, day of November 2015, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

SAN JOAQUIN JOINT
POWERS AUTHORITY

STACEY MORTENSEN, Secretary

JOHN PEDROZO, Chair

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 5

ACTION

Approval of the elimination of the Finance and Audit Subcommittee Committee, and assign Board Members to the Executive Director's Ad Hoc Working Group

Background:

The Finance and Audit Subcommittee met on October 15, 2015. Please see the attached minutes from the Oct 15, 2015 Finance and Audit Subcommittee meeting. More information regarding this meeting is available on the SJJPA's webpage (www.sjjpa.com). Executive Director Mortensen will provide a summary of the meeting at the November 20, 2015 SJJPA Board Meeting.

The Finance and Audit Subcommittee voted unanimously to request that the SJJPA. (see agenda item 4 from the October 15 minutes). Executive Director Mortensen is creating an Ad Hoc Working Group to assist her in addressing a variety of finance and audit issues comprised of several individuals and is inviting the Board to assign some Board Members to her Group.

Staff recommends that SJJPA vote to eliminate the Finance and Audit Subcommittee, and then assign Board Members Vice Chair Tatzin, Member Johnson, and Member Ishida to the Executive Director's Ad Hoc Working Group.

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve the elimination of the Finance and Audit Subcommittee, and assign Board Members to the Executive Director's Ad Hoc Working Group.

**SAN JOAQUIN JOINT POWERS AUTHORITY
Finance and Audit Subcommittee**

Minutes of October 15, 2015

The meeting of the San Joaquin Joint Powers Authority (SJJPA) Finance and Audit Subcommittee was held at 10:40 am, October 15, 2015 at the Robert J. Cabral Station, 949 East Channel Street, Stockton, CA 95202.

1. Call to Order, Pledge of Allegiance, Roll Call

Don Tatzin, Chairperson of the SJJPA Finance and Audit Subcommittee, called the meeting to order at 10:40 am and waived the Pledge of Allegiance.

Commissioners Present: Ishida, Johnson, Chair Tatzin

2. Public Comments

None

3. Ratification and Approval of Telephonic Attendance in Accordance with the Brown Act. ACTION

Chair Tatzin read item and with no discussion was approved.

M/S/C (Johnson/Ishida) Approve Ratification and Approval of Telephonic Attendance in Accordance with the Brown Act on the 15th day of October, 2015 by the following vote to wit:

Ayes: Ishida, Johnson, Tatzin
Noes: 0
Abstain: 0
Absent: 0

4. Discussion and Possibly Approve Recommendation to SJJPA Board of Directors Changing the SJJPA Finance and Audit Subcommittee to an Ad-Hoc Working Group. DISCUSSION/ACTION

Chair Tatzin read item and with no discussion was approved.

M/S/C (Johnson/Ishida) Approve Recommendation to SJJPA Board of Directors to dissolve the SJJPA Finance and Audit Subcommittee to assign Board Members to the Executive Director's Ad-Hoc Committee on the 15th day of October, 2015 by the following vote to wit:

Ayes: Ishida, Johnson, Tatzin
Noes: 0
Abstain: 0
Absent: 0

5. Review of Financial Policies and Procedures Adopted by SJRRC that are now Applicable to the SJJPA Via the Managing Agency Agreement, Audit Requirements and Review of Sample Revenue and Expense Reports.

INFORMATION

Bob Schiffler, Controller, SJJPA/SJRRC, explained that the Accounting Manual and Procurement Manual that are being followed by the SJRRC are also being used for SJJPA. Mr. Schiffler explained SJJPA financial statements will be similar to the “ACE enterprise fund” contained in SJRRC annual report. Mr. Schiffler reviewed a sample expense report. After discussion, members agreed that these reports would be sufficient. Mr. Schiffler elaborated on audit requirements and the challenges of auditing Amtrak based on an actual cost contract. Mr. Schiffler explained that he reached out to the current SJRRC financial auditors for their input on how to approach SJJPA audit and language that the auditor may include to limit the scope. Director Johnson asked if the other two agencies, LOSSAN and Capitol Corridor, are in the same situation and if we are working with them to come up with a solution. Ms. Cordova noted that Stacey Mortensen, Executive Director and Brian Schmidt, Director of Operations are working with other agencies (LOSSAN and Capitol Corridor) to come up with a unified approach to audits. Director Tatzin inquired if after the agreement is signed if necessary changes to the accounting manual and procurement manual will be made. Mr. Schiffler confirmed that if changes are necessary they will be made.

Chair Tatzin asked that an item be placed on the consent calendar of the full SJJPA Board indicating that the Finance and Audit Subcommittee reviewed the Accounting Manual, Procurement Manual, and Investment Policy and concur with these being used for SJJPA and recognize that once the Amtrak agreement is signed adjustments may be needed based on contract requirements.

6. Adjournment

The meeting was adjourned at 11 am to the next regular meeting of the SJJPA Board.

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 6

ACTION

SJIPA Marketing and Outreach Plan

Background:

The Business Plan states that a “Marketing and Outreach Plan” will be developed to accomplish SJIPA Marketing and Outreach program objectives. The Business Plan identifies that the Marketing and Outreach Plan will focus on grassroots, community based outreach and marketing. Please see the attached Draft Marketing and Outreach Plan which was developed with input from the SJIPA Member Agencies and major stakeholders.

A key to the success of this marketing approach will be the hiring of small businesses and/or individuals who are active in community issues to carry out grassroots, community based outreach throughout the San Joaquin Corridor. After the approval of the Marketing and Outreach Plan, staff will release Request for Proposals (RFPs) to enable qualified firms/individuals to compete for this work. Please see the attached Draft Scope of Work for the Local Outreach Representatives contracts. It is expected that RFPs would be released by November 24, 2015 and that the contracts for grassroots marketing and outreach will be executed by February 2016.

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve the attached SJIPA Marketing and Outreach Plan and Scope of Work for Local Outreach Representatives Contracts.

DRAFT SJJPA Marketing and Outreach Plan

For FY 2015-16 & FY 2016-17

Introduction

The 2015 SJJPA Business Plan (Business Plan) identifies the following proposed goals and objectives of the SJJPA Marketing and Outreach Program:

- a) Ensure Member Agencies, Corridor Communities and Major Stakeholders Participate in the Development of the Marketing and Outreach Plan
- b) Ensure Retention of Existing Riders
- c) Ensure Adequate Education and Awareness about the San Joaquins in all Communities Served by the Trains and Thruway Buses
- d) Reach out to Minority, Non-English-Speaking Constituencies, Disadvantaged Communities, and Members of the Public along the Corridor who may not be familiar with the San Joaquin Service
- e) Utilize Community Advocates as Communication Channels for Information Flow and Leverage Information Distribution Through All Corridor Communities
- f) Showcase attractions and services provided in Communities Served by the Trains and Thruway Buses
- g) Increase Outreach Focus and Opportunities for School, Senior Group and other Special Group Trips
- h) Incorporate Regular Passenger and Community Appreciation Activities and Events to ensure current rider retention
- i) Solicit Feedback From Passengers and Communities on the Effectiveness of the Outreach Programs and the San Joaquin Service
- j) Retool Marketing and Outreach Programs in Response to Feedback
- k) Increase Ridership and Revenue to Ensure Future San Joaquin Service Sustainability

The Business Plan states that a “Marketing and Outreach Plan” would be developed to accomplish these SJJPA Marketing and Outreach Program objectives. The Business Plan further identifies that the Marketing and Outreach Plan would focus on grassroots, community based outreach and marketing and “will build upon Amtrak’s successful social media platform”.

The most recent marketing and outreach campaign by Caltrans for the San Joaquin service focused on television ads promoting Amtrak service shown in the Bakersfield to Sacramento portion of the San Joaquin Corridor. This Caltrans marketing program included social media (Facebook, and Twitter), monthly e-blasts to a stakeholder list, and updates to the “Amtrak California” website. The Caltrans marketing and outreach contract with “TMD Group” for the San Joaquin and Pacific Surfliner services will expire at the end of March 2016. Caltrans has been working with SJJPA and LOSSAN JPA

staff to coordinate the expenditure of the remaining state funds allocated to the TDM Group contract. Caltrans has been working with SJJPA staff to coordinate \$435,000 in TV ads promoting the San Joaquin Amtrak service to run between Sacramento and Bakersfield in November 2015 and December 2015. Also in coordination with SJJPA staff, the social media done through the TMD Group contract and monthly e-blasts are continuing through the end of March 2016. This work being done through Caltrans is in addition to the SJJPA marketing and outreach funding allocated for FY 15/16.

The marketing and outreach budget for the SJJPA has been established at \$1,000,000 per year. This plan outlines how these funds will be expended under the following five categories:

- Grassroots, Community Based Marketing and Outreach
- Social Media
- Graphics, Newsletters, & Materials
- Website
- Advertising

This plan includes a schedule for key milestones for FY 2015/16, and the proposed budget breakdowns for the Marketing and Outreach Program for FY 2015/16 and FY 2016/17. An annual SJJPA Marketing and Outreach report will be prepared at the end of each fiscal year to summarize the work that has been done, the feedback received, and make recommendations for any changes to the program.

Grassroots Community Based Marketing and Outreach

The focus of SJJPA Marketing and Outreach Program will be grassroots, community based outreach. SJJPA will retain small businesses and/or individuals who are active in community issues to act as a direct conduit between SJJPA and the various communities within the corridor. These representatives will report to the SJJPA's Manager of Regional Initiatives who will manage and oversee this program. Local outreach representatives will be selected that are passionate about their communities and ensure the San Joaquin service information gets to the right stakeholders and that critical feedback gets to SJJPA. This approach was adopted in the Business Plan as being more direct and more cost effective than traditional advertising. The grassroots strategy will help SJJPA identify and address markets throughout the San Joaquin Corridor that are underserved, or lacking information. SJJPA seeks to value all segments of people in the economic and social domains, and can achieve this by direct person-to-person contact through the utilization of outreach representatives that live in work in their region.

The scope-of-work for the requests for proposals (RFPs) for local outreach representatives will require applicants to include specific strategies for reaching out to minority, non-English-speaking, and low income constituencies in their proposals. With Hispanics comprising well over 50 percent of the San Joaquin Valley population, but only 30 percent of the San Joaquin ridership, a concerted effort will be made in the San

Joaquin Valley to hire bi-lingual (English/Spanish) local outreach representatives that know, understand, and respect Hispanic culture. The San Joaquin corridor also has many opportunities for group, senior and student travel. Proposals for SJJPA's local outreach representatives will be required to identify how they partner with "Operation Lifesaver" in schools regarding safety around the railroad tracks, will encourage travel among families, will partner with schools for field trips and presentations, and how they will provide focused outreach to senior organizations and communities.

SJJPA Member Agencies, local and regional agencies, visitor bureaus, business organizations, social services providers and non-profit groups involved in transportation, environmental or livability issues will be enlisted by the local outreach representatives hired to support the distribution of information and generate support for the San Joaquin service. These local groups will help highlight the mobility options available and planning processes underway aimed at creating better connections to work, family, and attractions. This effort will include coordination of joint promotions with businesses, tourist and recreation attractions, hotels and entertainment partners. Local outreach representatives will also promote the San Joaquin service by making presentations to agencies, organizations, and by being a vendor at events and at public places where large audiences can be reached.

Contracts for Local Outreach Representatives

The San Joaquin Corridor is 364-miles long and directly serves 11 counties. San Joaquin Thruway buses connect San Joaquin passengers to destinations throughout California and to Nevada. To most effectively provide grassroots outreach throughout the large service area of the San Joaquin Corridor, it is necessary to divide the corridor into manageable geographic areas. This Marketing and Outreach Plan proposes dividing the San Joaquin Corridor grassroots, community based marketing and outreach into contracts for the following six areas:

- 1) Bay Area (Alameda County, Contra Costa County, SF, & Northern Bay Area)
- 2) Sacramento Area & Northern CA
- 3) Northern San Joaquin Valley (San Joaquin, Stanislaus, & Merced Counties)
- 4) Central San Joaquin Valley (Fresno & Madera Counties)
- 5) Kings & Tulare Counties
- 6) Kern County

Local outreach representatives will be hired through a competitive bid process to carry out grassroots, community based marketing and outreach for SJJPA. The contracts will be for nearly 2.5 years (spanning three fiscal years), but will be dependent on continued funding by the State and the SJJPA will have the ability to terminate the contracts.

For Southern California, rather than having local outreach representatives, a more cost effective approach is to partner with the LOSSAN JPA. There are a number of San Joaquin residents that connect to the Pacific Surfliner service as part of their San Joaquin trip to Southern California. In the same manner, a number of Southern California residents use the Pacific Surfliner to connect to the San Joaquin service to

travel to the San Joaquin Valley, Sacramento, and the Bay Area. SJJPA staff will work with LOSSAN JPA staff to ensure that SJJPA messaging includes information regarding Southern California events and activities that are provided by the LOSSAN JPA, and will provide information to the LOSSAN JPA regarding San Joaquin Valley and Northern California events and activities.

Promotional Items for Grassroots Outreach

A key part of grassroots marketing and outreach is having a “San Joaquin” booth (manned by local outreach representatives and/or SJJPA staff) at community events throughout the San Joaquin Corridor. These events can draw anywhere from hundreds of community members to thousands of community members. To get community members to spend some time at the San Joaquin booth to learn more about the service and take home promotional written handouts (fact sheets, timetables, etc.) SJJPA needs to have attractive, professional looking booths. In addition, SJJPA needs to have promotional items (like key chains, note pads, refrigerator magnets, water bottles, thumb drives, etc.) to give away. These promotional items not only get people to come to the booth, but they also are direct advertising for the service (they would have “Amtrak San Joaquin” and the Amtrak.com website address printed on the promotional item).

Social Media

Building upon Amtrak’s successful social media platform, the SJJPA will seek to expand the use of social media marketing through relevant platforms such as Facebook and Twitter to engage customers, increase communication and ensure brand visibility.

Captivating digital marketing campaigns will be employed to target specific demographic areas. Resulting website commerce will be measured to secure return on investment. This will be achieved through direct advertising, as well as qualified, reputable digital media agency partners.

Grassroots marketing events will be captured in brief video format and uploaded to social media platforms like YouTube to create the sense of real time action and excitement. Amtrak San Joaquin will show that they are truly “on the move” in more ways than just on the railway.

Website

Caltrans will be maintaining their Amtrak California website until the end of March, 2016. Afterwards, Caltrans will continue the website, but it will primarily serve as landing page which will direct people to the Amtrak.com website and to the JPA websites.

Amtrak is in the process of developing a focused San Joaquin landing page for the Amtrak.com website. This landing page under development by Amtrak will far exceed the capabilities of the current Amtrak California website. In addition to being the most

convenient way to purchase tickets for the San Joaquin service, passengers will also be able to learn about special fare promotions, interesting locations they can visit using the service, and special events that they can attend via the San Joaquins. SJJPA will have the ability to make changes to the San Joaquin landing page and are working in collaboration with Amtrak on the San Joaquin landing page content. SJJPA staff and grassroots outreach local outreach representatives will provide Amtrak with information regarding events and locations to visit using the San Joaquin service for the San Joaquin landing page.

The SJJPA webpage currently resides within the www.acerail.com website for the San Joaquin Regional Rail Commission (SJRRRC). This webpage currently can be reached at www.sjjpa.com; however there are ACE related elements which appear on the webpage which cannot be removed from the webpage since it resides within the framework of the SJRRRC website. The content of the SJJPA webpage will be moved to its own website which will be linked to the Amtrak.com website.

Advertising

SJJPA FY 2015/16 advertising will focus on a marketing campaign around the initiation of the new 7th Daily Round Trip for the San Joaquin service. Staff will bring on a consultant to carry out this effort through a competitive process. The advertising campaign would be focused on either television or radio ads (or a combination). More details regarding the proposed FY 2015/16 advertising campaign will be presented to the Board after there is more clarity in regards to the details of the 7th daily round trip. Details for the 2016/17 advertising campaign would be presented at the beginning of the 2016 fiscal year.

SJJPA will coordinate with the State, host railroads, Amtrak, and local/regional agencies to ensure effective coverage of information through various media venues and create joint media and promotion opportunities to achieve cost-efficiencies in marketing the San Joaquin system.

SJJPA will contract with an e-blast service (either the same as used currently used by Caltrans or a similar provider) to continue to provide monthly electronic updates regarding special promotions and events that can be easily reached throughout California and Nevada using the San Joaquin service.

Graphics, Newsletters, & Materials

SJJPA can be effective in outreach to the public is by ensuring the messages and material it communicates are consistent, uniformed, and branded. The Marketing and Outreach team will work toward ensuring the themes associated with marketing efforts are consistent with the goals and objectives of the SJJPA board. A consultant will be hired through a competitive process to be responsible for producing SJJPA's graphics, newsletters, and materials.

Communications and marketing to current and potential riders will be enhanced through bulletins, newsletters, informational brochures and timetables of connecting services, and special ridership promotions. SJJPA will assist its grassroots local outreach representatives and partner agencies in creating graphical marketing and outreach material in an effort to creatively extend the message of the San Joaquin system. The marketing materials will be developed to assist the local outreach representatives, partner agencies, transit providers and community stakeholders in how best to communicate the rail services to various audiences. SJJPA can be effective in outreach to the public is by ensuring the messages and material it communicates are consistent, uniformed, and branded. SJJPA staff will ensure the themes associated with marketing efforts are consistent with the goals and objectives of the SJJPA board. A concerted effort will be made to tailor promotional materials in Spanish.

SJJPA is required to submit an updated Business Plan to the Secretary of the California State Transportation Agency by April 1 of each year. In addition to the development of a professionally formatted Business Plan, fact sheets highlighting key elements of the Business Plan and a standalone Executive Summary will be developed.

Schedule for Key Milestones for FY 2015/16

Approve Marketing and Outreach Plan on November 20, 2015

San Joaquin TV ads (Sacramento – Bakerfield) through Caltrans TMD Contract: November & December 2015

Grassroots Marketing and Outreach Contracts:

- Release Request-for-Proposals for all contracts: November 24, 2015
- Receive Bids for contracts: December 22, 2015
- Oral Interviews: January 13, 2016 – January 15, 2016
- SJJPA Board Approval: January 29, 2016
- Begin Work: February 2016
- Grassroots Marketing: February – June 2016

Amtrak San Joaquin Website Landing Page: March 2016

San Joaquin Social Media: March 2016

Campaign to Promote 7th Daily Round Trip: March 2016 – June 2016

Marketing and Outreach Plan Budgets for FY 2015/16 & FY 2016/17

FY 2015/16:

Grassroots Marketing and Outreach Contracts (4.5 months) = \$434,500

- Bay Area at \$15,000/month = \$67,500
- Sacramento Area & Northern CA at \$12,000/month = \$54,000

- Northern San Joaquin Valley at \$15,000/month = \$67,500
- Central San Joaquin Valley at \$15,000/month = \$67,500
- Kings & Tulare Counties at \$7,000/month = \$31,500
- Kern County at \$7,000/month = \$31,500
- Promotional Items = \$25,000
- Booths & Banners = \$40,000
- Materials = \$20,000
- SJJPA Administrative Support = \$30,000

Advertising: \$465,500

Social Media: \$40,000

Graphics: \$50,000

Website: \$10,000

TOTAL = \$1,000,000

FY 2016/17:

Grassroots Marketing and Outreach Contracts (12 months) = \$828,000

- Bay Area at \$12,000/month = \$144,000
- Sacramento Area & Northern CA at \$10,000/month = \$120,000
- Northern San Joaquin Valley at \$12,000/month = \$144,000
- Central San Joaquin Valley at \$12,000/month = \$144,000
- Kings & Tulare Counties at \$5,000/month = \$60,000
- Kern County at \$5,000/month = \$60,000
- Promotional Items = \$50,000
- Materials = \$40,000
- SJJPA Administrative Support = \$66,000

Advertising: \$62,000

Social Media: \$60,000

Graphics: \$40,000

Website: \$10,000

TOTAL = \$1,000,000

Retool Marketing and Outreach Programs in Response to Feedback

SJJPA staff and the SJJPA's local outreach representatives will solicit feedback from existing passengers, and stakeholders throughout the San Joaquin Corridor about the

San Joaquin service, and about the future of the San Joaquin service. SJJPA staff will also solicit feedback from Member Agencies, and SJJPA Board Members. SJJPA staff will report findings to the SJJPA Board, and will also provide recommendations to the SJJPA Board to retool the programs as necessary. At the end of the fiscal year, staff will compile an annual report summarizing the marketing and outreach done, feedback received, and recommended changes for the program.

SCOPE OF WORK

MARKETING AND OUTREACH SERVICES FOR THE SAN JOAQUIN RAIL SERVICE IN THE _____ REGION

Background

The Intercity Passenger Rail Act of 2012 (Assembly Bill 1779) signed by Governor Brown on September 29, 2012, permitted the establishment of the San Joaquin Joint Powers Authority (SJJPA), and enabled SJJPA to enter into an Interagency Transfer Agreement (ITA) with the State to transfer the administrative responsibilities of the San Joaquin Intercity Passenger Rail Service (San Joaquins) from the State to SJJPA. The ITA was signed on June 29, 2015. The governance/management of the San Joaquin Rail Service was transferred to the SJJPA on July 1, 2015.

AB 1779 requires the SJJPA to protect the existing San Joaquin Rail Service and facilities and seek to expand service as warranted by ridership and available revenue. Increases in the San Joaquin Rail Service and ridership will result in more jobs, improved air quality, and will help promote sustainable development in the San Joaquin Corridor. Under the provisions of AB 1779, the state will continue to provide the funding necessary for service operations, administration, and marketing.

SJJPA is governed by a Board of Directors comprised of a Board Member and an Alternate representing each of the 10 Member Agencies along the 365-mile San Joaquin route. The Member Agencies are:

- Alameda County
- Contra Costa Transportation Authority
- Sacramento Regional Transit District
- San Joaquin Regional Rail Commission
- Stanislaus Council of Governments
- Merced County Association of Governments
- Madera County Transportation Commission
- Fresno Council of Governments
- Kings County Association of Governments
- Tulare County Association of Governments

Introduction

The SJJPA has issued this request for proposal to solicit qualified proposers to perform marketing and outreach activities located in the _____ region (*one of the six regions*) to promote increased use of the San Joaquin Intercity Passenger Rail Service.

The 2015 SJJPA Business Plan (Business Plan) identifies the following goals and objectives for the SJJPA Marketing and Outreach program:

- a) Ensure Member Agencies, Corridor Communities and Major Stakeholders Participate in the Development of the Marketing and Outreach Plan
- b) Ensure Retention of Existing Riders
- c) Ensure Adequate Education and Awareness about the San Joaquins in all Communities Served by the Trains and Thruway Buses
- d) Reach out to Minority, Non-English-Speaking Constituencies, Disadvantaged Communities, and Members of the Public along the Corridor who may not be Familiar with the San Joaquin Service
- e) Utilize Community Advocates as Communication Channels for Information Flow and Leverage Information Distribution Through All Corridor Communities
- f) Showcase attractions and services provided in Communities Served by the Trains and Thruway Buses
- g) Increase Outreach Focus and Opportunities for School, Senior Group and other Special Group Trips
- h) Incorporate Regular Passenger and Community Appreciation Activities and Events to ensure Current Rider Retention
- i) Solicit Feedback From Passengers and Communities on the Effectiveness of the Outreach Programs and the San Joaquin Service
- j) Retool Marketing and Outreach Programs in Response to Feedback
- k) Increase Ridership and Revenue to Ensure Future San Joaquin Service Sustainability

To achieve the goals and objectives for marketing and outreach contained in the SJJPA's Business Plan, SJJPA is focusing on a grassroots, community-based approach to outreach and marketing.

SJJPA will retain small businesses and/or individuals who are active in community issues to act as a direct conduit between SJJPA and the various communities within the corridor. Local outreach representatives will be selected that are passionate about their communities to ensure that San Joaquin service information gets to the right stakeholders and that critical feedback gets back to SJJPA. This approach was adopted in the 2015 Business Plan as being more direct and cost effective than traditional advertising. Additionally, the grassroots focus will help SJJPA identify and address markets throughout the San Joaquin Corridor that are underserved, or lacking information. The agency seeks to value all segments of people in the economic and social domains, and can achieve this by direct person-to-person contact through the utilization of local outreach representatives that live and work in their region.

Scope of Work

SJJPA Local Outreach Representatives will be expected to:

- Lead agency outreach efforts in the _____ region to potential passengers of all types, community organizations, stakeholders, disadvantaged communities, minorities and non-English-speaking constituencies, agencies, businesses, associations, and elected officials through one-on-one meetings, meeting presentations, memberships in organizations and associations, and other activities.
- Maintain a contact database on excel of individuals from the groups listed above.

- Increase awareness in the _____ region of the San Joaquin intercity passenger rail service (San Joaquins) as a transportation provider for leisure travelers, business travelers, and groups taking trips throughout the San Joaquin Corridor, California, and to Nevada.
- Serve as the agency liaison to various stakeholder entities, such as Chambers of Commerce, Visitor's Bureau's, alliances, other government agencies, etc.
- Assist with the planning, budgeting, and executing of the agency's involvement in various community and transit events (i.e. sponsorships, tabling, vendor booths, etc.).
- Serve as the point of contact for all stakeholder communications, including timely responses to inquiries from stakeholders within the _____ region regarding agency interests.
- Collaborate with SJJPA staff on planning and designing a creative advertising program, which would include a social media component.
- Monitor local press, bloggers, and other outlets for articles and other media relevant to the agency's interests.
- Work with media within the region to get San Joaquin service mentions and stories.
- Spearhead the formation of mutually beneficial partnerships with local and regional agencies, organizations, and businesses.
- Form new and cultivate existing relationships with _____ region area elected officials, business groups, non-profits, organizations, and other stakeholders for the purpose of sharing the vision of the SJJPA's major capital initiatives.
- Create and execute presentations (Powerpoint and otherwise) in front of groups and governing bodies.
- Market the San Joaquin service at public events where large audiences can be reached.
- Assist with creation of e-newsletters/newsletters and work with other agencies and organizations to help distribute to existing and potential passengers.
- Review and potentially update various agency social media components. Provide content for social media outreach on a regular basis.
- Review and suggest content for Amtrak and SJJPA websites.
- Review advertising materials created by SJJPA and any partners.
- Perform other duties as required.

Deliverables

Submit by e-mail a progress report to SJJPA staff highlighting the meetings attended; meetings conducted; contacts made; research done; correspondence; where follow-up is needed; and goals for the next reporting cycle no less than once per month at the same time the invoice is submitted for payment.

Submit weekly updates of the contact list to SJJPA staff.

Package all relevant print media sourced chronologically into a PDF document. Include links to all online sources. Submit weekly to SJJPA staff.

Proposals

Proposers must include specific strategies for reaching out to minority, non-English-speaking, and low income constituencies in their proposals. With Hispanics comprising well over 50 percent of the San Joaquin Valley population, but only 30 percent of the San Joaquin ridership, a concerted effort will be made in the San Joaquin Valley to hire bi-lingual (English/Spanish) local outreach representatives that know, understand, and respect Hispanic culture. The San Joaquin corridor also has many opportunities for group, senior and student travel.

Proposals must identify how the proposer will partner with “Operation Lifesaver” in schools regarding safety around the railroad tracks, will encourage travel among families, will partner with schools for field trips and presentations, and how they will provide focused outreach to senior organizations and communities.

Proposals should include details on how local outreach representatives will enlist SJJPA Member Agencies, local and regional agencies, visitor bureaus, business organizations, social services providers and non-profit groups involved in transportation, environmental or livability issues to distribution of information and generate support for the San Joaquin service. The goal will be to activate these locally-based groups and businesses in helping to highlight the mobility options available and planning processes underway aimed at creating better connections to work, family, and attractions.

Proposals should also detail plans for coordinating joint promotions with a wide variety of businesses in the tourism and recreation industry, including hotels and entertainment partners.

Proposers should highlight existing relationships with organizations, agencies, community leaders, elected officials, media and other interested parties within the region.

Proposals should be limited to 20 single-spaced pages, including and tables or graphics. Proposals must articulate the proposer’s approach to carrying out the tasks identified in the “Scope of Work”, highlight their experience and expertise, and include a cost proposal (which includes billing rates, number of hours estimated for the local outreach representatives, costs for attending and exhibiting at events, memberships, printing, etc.). The cost and procurement of promotional items, booth displays for events, development of materials, and SJJPA graphics are

not part of this contract and should not be included in the cost proposal (these items will be provided to the local outreach representatives by SJJPA staff).

TIME FOR PERFORMANCE

- Estimated Start: February 2016
- End June 30, 2018
- 2 years, 4.5 months

EVALUATION CRITERIA

The local outreach representatives will be hired through a competitive process. The contracts will extend over a period that has three fiscal-years, but will be dependent on continued funding by the State and SJJPA will have the ability to terminate the contracts.

A Selection Panel consisting of SJJPA staff will evaluate responsive proposals. The evaluation will be based on the following criteria with 100 points possible:

- (40 points) Responsiveness to Agency's goals, interests, or objectives and approach to grassroots marketing and outreach
- (30 points) Expertise and experience
- (30 points) Value provided for the budget

The top 3 scoring proposers (which score above 75 points) will be invited to conduct an oral interview with SJJPA staff. The oral interview evaluation will be based on the following criteria with 100 points possible.

- (30 points) Responsiveness to Agency's goals, interests, or objectives and approach to grassroots marketing and outreach
- (20 points) Expertise and experience
- (20 points) Value provided for the budget
- (30 points) Carry-over score from the proposal (*Formula: Proposal Score/100*30*)

The proposer with the highest score from the oral interview will be recommended for selection by the SJJPA Board.

BUDGET BY REGION (FOR FY 2015/16 - 2017/18)

	Bay Area	Sacramento Area & Northern California	Northern San Joaquin Valley	Central San Joaquin Valley	Kings and Tulare Counties	Kern County
FY 2015/16 Budget	\$67,500 (\$15,000/mo)	\$54,000 (\$12,000/mo)	\$67,500 (\$15,000/mo)	\$67,500 (\$15,000/mo)	\$31,500 (\$7,000/mo)	\$31,500 (\$7,000/mo)
FY 2016/17 Budget	\$144,000 (\$12,000/mo)	\$120,000 (\$10,000/mo)	\$144,000 (\$12,000/mo)	\$144,000 (\$12,000/mo)	\$60,000 (\$5,000/mo)	\$60,000 (\$5,000/mo)
FY 2017/18 Budget	\$144,000 (\$12,000/mo)	\$120,000 (\$10,000/mo)	\$144,000 (\$12,000/mo)	\$144,000 (\$12,000/mo)	\$60,000 (\$5,000/mo)	\$60,000 (\$5,000/mo)
TOTAL:	\$355,500	\$294,000	\$355,500	\$355,500	\$151,500	\$151,500

SCHEDULE OF EVENTS

Release Request-for-Proposals / Public Notification	November 24, 2015
Questions and Clarification Due	December 8
Response to Questions/Clarifications Due	December 15
Proposals Due	December 22
Review Proposals and Select Firms for Interviews	December 22 – January 5, 2016
Notify Selected Firms/Individuals for Oral Interviews	January 6, 2016
Oral Interviews	January 13-15, 2016
Review Oral Interviews and Select Firms	January 15, 2016
Notice of Intent/Contract Negotiations	January 15, 2016
SJPA Board Approval of Contractors	January 29, 2016
Notice to Proceed	February 1, 2016
Kick-Off Meeting/Start Date	Mid-February 2016

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 7

ACTION

Approve New Members for the San Joaquin Valley Rail Committee

Background:

The San Joaquin Valley Rail Committee (SJVRC) was established in 1987. The SJVRC will report to the SJJPA and the SJVRC will be staffed by SJJPA staff. The purpose of the SJVRC is to discuss and formulate plans, suggestions, and ideas for changes and improvements to passenger trains service in the San Joaquin Rail Corridor and then pass these on to SJJPA.

Per the May 15, 2015 SJJPA Board action, the SJVRC shall not include any elected officials and the future SJVRC Members shall be appointed by the SJJPA. On October 9, 2015 the SJVRC convened and unanimously took action to change their By Laws. The previous By Laws of the SJVRC required that “at least one (1) of each County’s two (2) Regular Members must be an elected official of the County.” Additional changes to the SJVRC By Laws requested by the SJJPA at the July 24, 2015 SJJPA Board Meeting were also approved by the SJVRC. Please see the attached agenda for the October 9 meeting and the roll call from the meeting.

The openings for SJVRC Members and Alternates are shown below:

- Alameda County: 2 Members, Alternate
- Contra Costa County: 1 Member, Alternate
- Fresno County: 1 Member, Alternate
- Kern County: 0
- Kings County: 0
- Los Angeles County: Alternate
- Madera County: 2 Members, Alternate
- Mariposa County: 2 Members, Alternate
- Merced County: 2 Members, Alternate
- Sacramento County: 2 Members, Alternate
- San Joaquin County: Alternate
- Stanislaus County: Alternate
- Tulare County: 1 Member, Alternate

Per Board direction, SJJPA staff have been working with SJJPA Member Agencies, Los Angeles County, and Mariposa County to provide recommendations for new SJVRC Members and Alternates for SJJPA Board Approval.

On September 18, recommendations submitted by Kings CAG, Kern COG, San Joaquin Regional Rail Commission, and Stan COG were approved.

Recommendations have been submitted by Alameda County, Contra Costa TA, Fresno COG, Madera CTC, Merced CAG, Sacramento Regional Transit, San Joaquin Regional Rail Commission, StanCOG, and Tulare CAG as listed below. Staff recommends approving the recommendations submitted. Staff will continue to work with Alameda County, Contra Costa TA, Merced CAG, Mariposa County, and Los Angeles to bring the remaining recommendations for approval at the next SJJPA Board Meeting.

Staff also recommends that Samuel Daly, who is a public transportation user/San Joaquin rider and advocate be appointed by the SJJPA as a representative of San Francisco which is a key market for San Joaquin Thruway bus service. Mr. Daly is a former employee of Apple and is a software designer.

Staff expects to schedule a SJVRC meeting in early 2016. The meeting will be held in the San Joaquin Valley. It will be a public meeting and SJJPA Board Members will be welcome to attend.

Alameda County

Yelda Bartlett (Member) – Lawyer
Alice Chen (Member) – Transportation Consultant

Contra Costa County

Vincent Rover (Member) – Real Estate Development Company Owner

Fresno County

Ana Medina (Member) – Community Development, Hispanic Chamber Member
Austin Hall, Fresno County Alternate – Fresno Partnership, Rail Advocate

Madera County

Jerome Jackson (Member) – Program Manager, Madera County Public Works Department
Chris DaSilva (Member) – Century 21 Realtor, Madera Chamber of Commerce
Yolanda Shepard (Alternate) – Community Action Partnership of Madera County

Merced County

Robin Adam (Member) – Assemblymember Gray's Office

Julio Valdez (Member) – Knights of Columbus Real Estate

Sacramento County

Steve Cohn (Member) – Former City Councilmember, former SJJPA Vice Chair

Mike Costa (Member) – City of Elk Grove

Matt Carpenter (Alternate) – Sacramento Area Council of Governments

Stanislaus County

Elizabeth Claes (Alternate) – Stanislaus COG Citizen Advisory Committee Member

Tulare County

Bill Whitlatch (Member) – Tulare County Planning Commissioner, Real Estate Broker/Business Owner

Walter Stammer Jr. (Alternate) – Member-at-large Tulare CAG Governing Board

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve the following recommendations submitted for new San Joaquin Valley Rail Committee Members and Alternates:

Yelda Bartlett, Alameda County Member

Alice Chen, Alameda County Member

Vincent Rover, Contra Costa County Member

Ana Medina, Fresno County Member

Austin Hall, Fresno County Alternate

Jerome Jackson, Madera County Member

Chris DaSilva, Madera County Member

Yolanda Shepard, Madera County Alternate

Robin Adam, Merced County Member

Julio Valdez, Merced County Member

Steve Cohn, Sacramento County Member

Mike Costa, Sacramento County Member

Matt Carpenter, Sacramento County Alternate

Elizabeth Claes, Stanislaus County Alternate

Bill Whitlatch, Tulare County Member

Walter Stammer Jr., Tulare County Alternate

Samuel Daly, San Francisco County Member

SJVRC Roll Call: October 9 2015

First Name	Last Name	County	Status
Michael	Snyder	Alameda County	Present
Howard	Abelson	Contra Costa Co.	Present
Sup. Mary	Piepho	Contra Costa Co.	-----
Clark	Thompson	Fresno Co	Present
Tom	Bailey	Fresno Co	-----
Sup Mick	Gleason	Kern County	-----
Bob	Snoddy	Kern County	Present
Sup. Zack	Scrivner	Kern County - Alternate	Present
Sup. Richard	Valle	Kings County - Alternate	Present
Sup. Tony	Barba	Kings County - Member	-----
Sup. Michael	Antonovich	Los Angeles County	-----
Hank	Fung	Los Angeles County	Observing
Bruce	Heard	Los Angeles County	Present
Dylan	Stone	Madera County	Present
Max	Rodriguez	Madera County	Present
Rosemarie	Smallcombe	Mariposa County - Member	-----
John	Carrier	Mariposa County - Alternate	Present
Mayor Gary	Davis	Sacramento County	-----
Stacey	Mortensen	San Joaquin County	Present
Brian	Schmidt	San Joaquin County – Alt	-----
Sup. Kathy	Miller	San Joaquin County	Present
Sup. Terry	Withrow	Stanislaus County - Member	Present
Matt	Machado	Stanislaus County	Present
Sup William	O'Brien	Stanislaus County - Alternate	-----
Sup Phillip	Cox	Tulare County - Member	Present
Ty	Holschler	Tulare County	Present

16 out of 20 voting members in attendance for the October 9, 2015 San Joaquin Valley Rail Committee Meeting

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 8

ACTION

Approval for Oakley to be Studied as a Potential New San Joaquin Valley Station and Identified as a Potential New Station in the 2016 SJJPA Business Plan

Background:

At the September 18, 2015 SJJPA Board Meeting, Oakley City Manager Bryan Montgomery along with Mayor Doug Hardcastle and Vice Mayor Kevin Romick made a presentation regarding the City of Oakley's efforts to implement an Intermodal Station which could be used by the San Joaquin service.

The SJJPA 2015 Business Plan states that additional San Joaquin stations in key locations could improve access to the service and increase ridership. The Business Plan commits to working in partnership with local and regional agencies, to assess viable new station locations, and promote the funding, design, and initiation of construction for new stations within the next three fiscal years. The Business Plan identifies Hercules, Berkeley, 65th Street Sacramento, Elk Grove, North Fresno, and North/West Bakersfield as potential stations "discussed thus far". It also states, "Contra Costa representatives have also suggested that another station in Eastern Contra Costa be evaluated in coordination with a mid-corridor start".

The City of Oakley has requested for Oakley to be studied as a potential new San Joaquin Valley station and identified as a potential new station in the 2016 SJJPA Business Plan. Contra Costa Transportation Authority has submitted a letter in support of the City of Oakley's request (see attached).

Fiscal Impact:

There is no fiscal impact since it has been assumed that a station in Eastern Contra Costa would be investigated.

Recommendation:

Approve for Oakley to be studied as a potential new San Joaquin Valley station and be identified as a potential new station in the 2016 SJJPA Business Plan.



CONTRA COSTA
transportation
authority

COMMISSIONERS

November 3, 2015

Julie Pierce, Chair

Chairperson John Pedrozo
San Joaquin Joint Powers Authority
949 E. Channel Street
Stockton, CA 95202

Dave Hudson,
Vice Chair

Janet Abelson

Newell Americh

RE: Letter of Support for the City of Oakley Downtown Train Platform

Tom Butt

Dear Chairperson John Pedrozo,

David Durant

The Contra Costa Transportation Authority (CCTA) is pleased to support the efforts that you and the City of Oakley are making in regards to the development of the Oakley Downtown Priority Development Area (PDA) and the efforts to implement an Intermodal Station which could be used by the San Joaquin service. The recently completed Oakley Preferred Plan PDA study, through a grant from CCTA, provides a comprehensive plan that outlines the local and regional economic benefits of locating an Intermodal Station in Downtown Oakley. The Intermodal Station would, in part, support our region's efforts and specifically Oakley's effort to implement PDAs to provide housing, jobs, and alternative modes of transportation.

Federal Glover

Karen Mitchoff

Kevin Romick

Don Tatzin

Robert Taylor

Randell H. Iwasaki,
Executive Director

As you know, PDAs represent the foundation for the growth pattern envisioned in Plan Bay Area, and will play an important role in implementing Senate Bill 375. PDAs are locally designated and regionally adopted areas for accommodating more housing near transit to create complete communities that are healthy, sustainable and equitable.

We understand the City of Oakley has requested for Oakley to be investigated as a potential new San Joaquin Valley station and identified as a potential new station in the 2016 San Joaquin Joint Powers Authority (SJJPA) Business Plan. We are supportive of their request and look forward to hearing the outcome of the November 20th SJJPA Board Meeting.

Regards,

2999 Oak Road
Suite 100
Walnut Creek
CA 94597
PHONE: 925.256.4700
FAX: 925.256.4701
www.ccta.net

Julie K. Pierce
Chair

cc: Oakley Mayor and City Council
CCTA Commissioners

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 9

INFORMATION

California Intercity Passenger Rail (CIPR) Leadership Coalition Update

Background

Please see the attached letter from the CIPR Leadership Coalition to United States Senator Thune, Chair of the Committee on Commerce, Science, and Transportation regarding an extension of the deadline for Positive Train Control (PTC).

SJJPA staff continue to participate in the regular CIPR calls which are scheduled every other week to discuss issue related to the CIPR services.

Recommendation

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



October 23, 2015

The Honorable John Thune
United States Senate
Chair, Committee on Commerce, Science, and Transportation
Washington, DC 20010-6125

Dear Senator Thune:

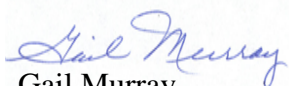
The California Intercity Passenger Rail (CIPR) leadership coalition appreciates the United States Senate's Committee on Commerce, Science, and Transportation's consideration of an extension to the Congressional deadline for the implementation of Positive Train Control (PTC). The CIPR coalition supports the full implementation of PTC as an imperative safety technology, but urges a reasonable extension of the deadline to allow rail owners and operators the necessary time to properly and safely implement PTC.

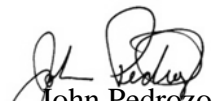
The CIPR coalition represents three of the five busiest intercity passenger rail corridors in the nation and two emerging corridors. These services include the Capitol Corridor, the San Joaquin Corridor, and the Los Angeles – San Diego – San Luis Obispo rail corridor, which collectively carry more than 5.4 million annual riders, representing nearly one in five Amtrak passengers nationwide.


Amtrak serves as the contract operator for these three vital services, supported with operating and capital funding from the State of California. In its October 5, 2015 letter, Amtrak indicated that if the host railroads, for which Amtrak operates the long distance and state-supported intercity passenger trains, cannot meet the current December 31, 2015 deadline, for implementation of PTC on routes where Amtrak serves only as an operator, then Amtrak will be forced to cease passenger operations. This would be a crippling blow to California's transportation system, displacing hundreds of thousands of daily passengers traveling to and from work and other destinations on California's passenger rail network.

The CIPR coalition remains committed to continuing our efforts with Amtrak, the host railroads, and the state of California to advance the implementation of PTC on each of our routes in a timely and reasonable manner. Thank you for your leadership on this critical safety-sensitive project for the nation's passenger and freight rail network.

Sincerely,


Gail Murray
Chair, CCJPA


John Pedrozo
Chair, SJJPA


David Golonski
Chair, LOSSAN


Dave Potter
Chair, CRCC

cc: CIPR Congressional and State Legislative Delegations
The Honorable Brian Kelly, Secretary – California State Transportation Agency

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 10

INFORMATION

San Joaquin Operations Update

Positive Train Control Deadline Extension:

On Oct. 27 by the House of Representatives and on Oct. 28 by the Senate passed legislation to extend the deadline for implementation of Positive Train Control from December 31, 2015, to December 31, 2018. The legislation has reporting requirements as part of the extension. This includes railroads having to submit progress reports no later than March 31, 2016, to the Secretary of Transportation and every year thereafter until PTC systems are fully implemented. Additionally, the Secretary of Transportation also would be tasked with conducting annual reviews to ensure railroads are complying with the updated plan.

Critical Path for the Deployment of the 7th Daily Round Trip

August 2015:

- a) Work with Caltrans and Amtrak to develop a Bakersfield to Oakland schedule and a mid-corridor (Merced to Oakland) schedule for the 7th daily roundtrip. - **Complete**
- b) Investigate layover site in Merced to accommodate a Mid-Corridor Start.
- **Complete**
- c) Equipment deployment plan for the 7th daily roundtrip. - **Complete**

September 2015 - Schedules to:

- a) Amtrak and Caltrans for completion of a Revenue and Ridership Analysis
- **In Progress**
- b) BNSF for analysis, comment and approval (Full Roundtrip and Mid- Corridor).
- **In Progress**

January 2016:

- a) SJJPA Board item on 7th Daily Roundtrip Schedule for Discussion and Approval
- b) Begin Negotiations with Amtrak on the 7th Daily Roundtrip staffing and Fleet Deployment Plan

February 2016:

Initiate Marketing Campaign for the 7th Daily roundtrip

April 2016:

Initiate 7th Daily Roundtrip

Operations:

Staff will present Ridership, On-Time Performance and Train delay information at the Board Meeting.

SAN JOAQUIN JOINT POWERS AUTHORITY

November 20, 2015

STAFF REPORT

Item 11

INFORMATION

Administrative Matters

Correspondence and Announcements:

E-mails were received from Gary Rucker on September 30, 2015 and on September 21, 2015 in regards to interest in pursuing a quiet zone through Merced and any help the SJJPA can provide to reduce freight noise through Merced.

Please see e-mails attached from Mr. Rucker as well as e-mails from Samuel Daly, Bob Snoddy, Jason Helton, and Paul Dyson.

Recommendation:

There is no action being requested.

E-mails from Gary Rucker (9/30/2015 & 9/21/2015)

9/30/2015:

Good Morning Dan, as I sit here trying to do business with a loud train roaring by, I'm reminded that nothing has been established for a "Quiet Zone" that I'm aware of, do you have anything new to share since our last communication? If there is another individual I should be talking to, please advise. Everyday that I come to work I am reminded that something needs to be done. I look forward to your reply. Thanks for your help. Sincerely, Gary T. Rucker

----- Original Message -----

Received: 04:48 PM PDT, 09/21/2015

From: "Gary Rucker" <grucker@farmersagent.com>

To: "Dan Leavitt" <dan@acerail.com>Cc: "Ryan Heller" <ryan.heller@asm.ca.gov>

Subject: September 18 Board Meeting Results

Good Afternoon Dan, just thought I'd drop you a line to see if you had a board meeting last Friday 9/18 as planned or was it postponed? If so, any discussion on Merced? Merced DNA is meeting day after tomorrow and have Merced's Quiet Zone on their agenda, anything you can share with me re: Merced's noisy BNSF/Amtrak line would be appreciated, or any suggestions you might have for me to go forward. Thanks for all your help, Gary T. Rucker

E-mail from Samuel Daly (10/2/2015):

Dear Mr. Leavit,

Love your train - thank you for your great work. As someone who has no desire to drive a car, your train is a ticket to freedom and explore our beautiful state of California.

Are you ever in San Francisco? Oakland? Would love to shake hands and grab a coffee/beer together. Next week? Wednesday or Thursday morning 9am? Ferry Building in San Francisco?

Simply put: I have a couple ideas to make things even better - largely with respect to connections to Yosemite, Kings Canyon, Sequoia and elsewhere in the Sierra Mountains.

I live in San Francisco and getting home from the Sierras via your service on Sunday evening is very easy, great bus and rail connection... but on Fridays (via the ferry) the 718 train is perfect for getting out of San Francisco but getting to the mountains is impossible from Merced/Fresno... why no late bus to any of the parks on Friday linked up with train? This would be a dream!

Hope we can discuss more in person.

Best,
Sam

E-mail from Bob Snoddy (11/10/2015)

Dan,

I'm curious, has UBER or LYFT contacted you about last mile transportation from Amtrak stations?

<https://nextcity.org/daily/entry/lyft-transit-agency-partnership-first-mile-last-mile-goals>

Bob

E-mail form Jason Helton (10/21/2015):

when is the new website going to be up and running ?

E-mailed by Paul Dyson, RailPAC (10/21/2015):

Don't scrap old diesel locomotives - New system gives tier 4 from old engines:

(See attached)



**DIRECTIONS TO NOVEMBER 20, 2015 SJJPA BOARD MEETING
AT SAN JOAQUIN COUNCIL OF GOVERNMENTS BOARD ROOM**

555 E. Weber Avenue, Stockton at 12:30 pm

Amtrak – San Joaquins

We strongly encourage Board Members, Working Group Members and members of the Public to use Amtrak to get to the SJJPA Board Meeting if possible.

Getting there:

The San Joaquin Northbound 701 Daily (departing from Bakersfield at 7:15 am) arrives at the Stockton “Downtown-Cabral” Amtrak Station at 11:20 am. The San Joaquin Southbound 714 Daily (departing from Oakland at 10:05 am) arrives at the Stockton “San Joaquin” Amtrak Station at 11:49 am. The Stockton “Downtown-Cabral” Amtrak Station is in downtown Stockton and is a relatively easy 0.3 mile (4 blocks) walk to San Joaquin COG. The Stockton “San Joaquin” Amtrak Station is more than a mile from San Joaquin COG. SJRRC will have shuttles waiting at the Stockton Amtrak Stations to take those who would like to take a shuttle for the 701 & 714 San Joaquin (one of the shuttles can accommodate a wheelchair). We especially recommend those coming from the Bay Area on Southbound 714 to use the SJRRC shuttles.

Getting home:

The San Joaquin Southbound 716 Daily (to Bakersfield) departs from Stockton “San Joaquin” Station at 3:03 pm. The San Joaquin Northbound 713 Daily (to Oakland) departs from Stockton “San Joaquin” Station at 2:18 pm. SJRRC will shuttle Amtrak passengers to the Stockton “San Joaquin” Amtrak Station after the SJJPA Board Meeting has concluded. We expect the meeting to be adjourned by 2 pm.

Please let us know if you will be traveling by train and would like a shuttle ride from the Stockton Amtrak Station to the SJJPA Board Meeting (and back to the station after the meeting). Contact: Dan Leavitt at dani@acerail.com or (530) 400-9475

Driving

For those driving, 555 E. Weber Avenue is located in downtown Stockton.

From I-5 (North or South) take I-5 to CA-4 Downtown Stockton exit. Take CA-4 east toward downtown Stockton to the Stanislaus Street Exit. Turn left on Stanislaus Street. Turn left on Weber Ave. (three blocks). San Joaquin COG is one block north on the right (NW corner of Weber Ave. and S. American Street). From the Bay Area take I-580 to I-205 to I-5 North or SR 4 to I-5 North.

From SR-99 (North or South) take SR-99 to CA-4 west Downtown Stockton (Exit 254A). Take CA-4 west toward downtown to the Stanislaus Street Exit. Turn right on Stanislaus Street. Turn left on Weber Ave. (three blocks). San Joaquin COG is one block north on the right (NW corner of Weber Ave. and S. American Street).

San Joaquin COG has some visitor parking in their lot, un-metered parking is also available along some of the nearby streets (American Street and Channel Street, see map attached).

