

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

### AGENDA

**May 27, 2016 – 1:30 PM**

Merced County Board of Supervisors Chambers (3<sup>rd</sup> Floor)  
 2222 M Street, Merced CA

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 **Justin Mendes**, City of Hanford  
 Alternate **Andrew Madellin**, City of Madera

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*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/SJIPA.aspx>,*

- |     |  |               |                    |
|-----|--|---------------|--------------------|
| 1   | <b>Call to Order, Pledge of Allegiance, Roll Call</b>  | Chair Pedrozo |                    |
| 2   | <b>Consent Calendar</b>  | Chair Pedrozo |                    |
| 2.1 | Approve Minutes from March 25, 2016 Board Meeting  |               | <b>ACTION</b>      |
| 2.2 | Approve Next Board Meeting Location and Time   |               | <b>ACTION</b>      |
| 2.3 | SJIPA Operating Expense Report   |               | <b>INFORMATION</b> |
| 3   | <b>Public Comment</b>  | Chair Pedrozo | <b>ACTION</b>      |
|     | Persons wishing to address the Authority on any item of interest to the public regarding SJIPA 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   | <b>Direct Chair to Negotiate and Extend the Agreement Between SJIPA and SJRRC for Managing Agency Services to Provide Support for SJIPA and the Management and Oversight of the San Joaquins or to Work with Staff of Member Agencies to Initiate a Request for Proposals Process for Managing Agency Services</b>   | John Pedrozo  | <b>ACTION</b>      |

#### 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

5	<b>Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing and Directing the Executive Director to Execute Any and All Documents Associated with the Master Fund Transfer Agreement – Annual Supplement for Minor Capital Improvement Project Funds</b>	Brian Schmidt	<b>ACTION</b>
6	<b>Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing and Directing the Executive Director to Execute Any and All Grant Applications, Agreements, Certifications and Assurances and Any Other Documents Necessary to Obtain Financial Assistance Provided by the State of California under the FY 13-14, FY 14-15, and FY 15-16 California Transit Security Grant Program for the San Joaquin Amtrak Safety and Security projects</b>	Brian Schmidt	<b>ACTION</b>
7	<b>Approve SJJPA Letter to CHSRA and CalSTA Regarding CHSRA 2016 Business Plan</b>	Dan Leavitt	<b>ACTION</b>
8	<b>Approve Revisions to SJJPA Marketing and Outreach Plan for 2015/16</b>	Dan Leavitt	<b>ACTION</b>
9	<b>Update on Amtrak Contract</b>	Stacey Mortensen	<b>INFORMATION</b>
10	<b>Update on 7<sup>th</sup> Daily Round Trip</b>	Stacey Mortensen	<b>INFORMATION</b>
11	<b>Marketing and Outreach Materials and Advertising</b>	Dan Leavitt Daniel Krause	<b>INFORMATION</b>
12	<b>Update from Northern San Joaquin Valley Region Marketing and Outreach Team</b>	Dan Leavitt Elaine Trevino	<b>INFORMATION</b>
13	<b>Update from Central San Joaquin Valley Region Marketing and Outreach Team</b>	Dan Leavitt Bruce Batti	<b>INFORMATION</b>
14	<b>Update from Kern County Marketing and Outreach Team</b>	Dan Leavitt Tracy Leach	<b>INFORMATION</b>
15	<b>Amtrak San Joaquins Social Media</b>	Daniel Krause	<b>INFORMATION</b>
16	<b>San Joaquins Operations Update</b>	Brian Schmidt	<b>INFORMATION</b>
17	<b>Administrative Items</b>	Stacey Mortensen	<b>INFORMATION</b>
18	<b>Board Member Comments</b>	Chair Pedrozo	<b>INFORMATION</b>
19	<b>Adjournment</b>	Chair Pedrozo	

# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

### **Item 2.1**

**ACTION**

#### **March 25, 2016 SJJPA Board Meeting Minutes**

The regular meeting of the San Joaquin Joint Powers Authority (SJJPA) was held at 1:30 PM, March 25, 2016 at Sacramento Historic City Hall.

#### **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 1:00 PM. The Pledge of Allegiance was led by Chairperson Pedrozo.

Board Members Present: Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Rogers, Maciel, O'Brien, Verboon, Hume, and Blalock.

#### **2. Consent Calendar**

2.1 Approve Minutes from January 29, 2016 Board Meeting

2.2 Approve Next SJJPA Board Meeting Location and Time

2.3 SJJPA Operating Expense Report

**ACTION**

**ACTION**

**INFORMATIONAL**

M/S/C (Perea/Verboon) to approve Items 2.1 and 2.2. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

#### **12. Update on the 7<sup>th</sup> Daily Round Trip Deployment**

This item was listed as Item 12 on the agenda, but was moved up due to the schedule of the presenter.

Bruce Roberts, Chief of Caltrans' Division of Rail, gave a presentation on Caltrans' involvement in the implementation of the 7<sup>th</sup> Daily Round Trip implementation. Mr. Roberts expressed Caltrans' support for the SJJPA's implementation and scheduling plans which includes the early morning service and that his agency was advocating for the success of the 7<sup>th</sup> Daily Round Trip. Mr. Roberts also mentioned that Caltrans' letter to the SJJPA may have been too wordy.

Vice Chair Perea asked if the start date would be in May or June. Brian Schmidt, SJJPA's Director of Operations, stated that June 1<sup>st</sup> was the current anticipated start date. Anthony Chapa, Superintendent Bay Sub Division at Amtrak, mentioned that details were still being worked out with the host railroads, and that June was possible if everything goes well.

Member Tatzin commented that the SJJPA Board supports an early morning service.

### **3. Public Comment**

Mike Barnbaum with Ride Downtown 916 expressed his desire for an April start date for the 7<sup>th</sup> Daily Round Trip.

Nate Knodt of San Joaquin Regional Transit District RTD mentioned that previously Amtrak had a discount program for roundtrip tickets and asked that this discount be considered again. He also commented that stations west of the Mississippi generally don't have many amenities (i.e. no snack bars, etc.).

Philip Rudnick, an attorney from Bakersfield, brought up illegal aliens as passengers. He also mentioned that the Perata Law is not being followed properly and that he wanted to obtain a formal opinion on whether someone must just buy a ticket only or must physically be present on a train. Chair Pedrozo stated that staff is to be directed to look into this. Mr. Rudnick then mentioned that foreign ownership of buses was an issue given the service is subsidized.

Jeffrey Tardagea then spoke, saying that Amtrak has been selling more handicap seats recently on buses and that this was causing some non-handicap passengers to get bumped off the Thruway buses (when buses are booked full), requiring them to wait a long time for the next bus. This is due to the fact several seats must be removed to accommodate handicap passengers.

Steve Roberts of RailPac spoke next, informing the board that Amtrak was no longer organizing National Train Day. He then said RailPac is planning a California Rail Day, with the first one in May of 2017. He mentioned Metrolink, LA Metro, the Coaster, and CHSRA are all indicating support, and he would like the SJJPA to also support the idea.

There were no additional public comments.

### **4. Approve Discount Program Changes for the San Joaquin Service. ACTION**

Dan Leavitt, Manager of Regional Initiatives for the SJJPA, began the item with a presentation on proposed changes to the discount program for the San Joaquin Service. The content of Mr. Leavitt's presentation is summarized in the Board Briefing



Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Member Tatzin asked what percentage of current passengers would qualify for the discount programs. He wanted to make sure revenue wouldn't be hit too much. Mr. Leavitt said that 72% travel alone. He also said the plan was to market aggressively to increase ridership and revenue.

Member O'Brien asked about how this relates to the overall marketing program. Mr. Leavitt responded that given the delay in the 7<sup>th</sup> Daily Round Trip, the plan is to focus on marketing the discount program more.

Member Verboon asked if we could develop a ticket that lets passengers get on and off the train multiple times.

M/S/C (Verboon/Blalock) to approve discount program changes for the San Joaquin Service. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

##### **5. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Adopting the 2016 San Joaquin Joint Powers Authority Business Plan**

Mr. Leavitt began the item with a presentation which reviewed the contents of 2016 SJJPA Business Plan. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Mr. Schmidt added on that many of the numbers in the Business Plan would be updated shortly.

Member Tatzin suggested adding reference to PTC in Chapter 17.

Member O'Brien brought up the fact we were asking the California High-Speed Rail Authority (CHSRA) for \$1 billion but then the Business Plan shows a 10-year \$1.5 billion program. He then asked why don't we ask CHSRA for \$1.5 billion. Mr. Leavitt responded that is something we can consider.

Member Blalock then referred to the safety and security chapter, and mentioned that BART has taken a lot of flack for not having video cameras on all trains. He asked if we

have cameras at stations and whether we are going to have cameras onboard. Mr. Leavitt responded that the first part of our safety and security program in the 2016 Business Plan is to evaluate what we have, and then to get cameras installed where needed. He also mentioned that there was some funding available to address these issues.

Chair Pedrozo also commented about the importance of security given the increasing threats around the world and that he was glad to see us focusing on it.

M/S/C (Verboon/Tatzin) to approve a resolution of the Governing Board of the San Joaquin Joint Powers Authority adopting the 2016 San Joaquin Joint Powers Authority Business Plan. Resolution Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

**6. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing the Executive Director to Submit and Execute any and all Grant Applications, Agreements, Certifications, and Assurances and any Other Documents Necessary to Obtain Financial Assistance Provided by the California State Transportation Agency Under the Cap & Trade Program ACTION**

Mr. Leavitt began the item with a presentation regarding the SJJPA's efforts to submit a grant application to the California State Transportation Agency under the Cap and Trade grant program. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Vice Chair Perea asked what the timeline is for all the projects in the application. Mr. Leavitt said they could be done in 2-3 years. Mr. Leavitt noted that the state had the option of funding only some of the projects. Vice Chair Perea asked if the SJJPA was doing critical path planning for all the projects and Mr. Leavitt affirmed and added that all projects have independent utility.

M/S/C (Tatzin/Perea) to approve a resolution of the Governing Board of the San Joaquin Joint Powers Authority authorizing the Executive Director to submit and execute any and all grant applications, agreements, certifications, and assurances and any other documents necessary to obtain financial assistance provided by the California State Transportation Agency under the Cap & Trade Program. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

**7. Approve Agreement 16-J-13-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Three-Month Agreement for Graphic Design and Printing Services to Michael Beener Designs for an Amount Not-To-Exceed \$230,000 from April 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement. ACTION**

Mr. Leavitt began the item with a presentation regarding the selection of a graphic design and printing services firm for entire San Joaquin Corridor. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Vice Chair Perea asked how the graphics integrate with all the marketing companies. Mr. Leavitt explained that SJJPA staff will develop materials with Michael Beener designs. Also, the marketing and outreach teams will let staff know what they need and staff and Michael Beener designs will work to produce materials as necessary. Vice Chair Perea also asked why the Fresno team would not just produce their own materials. Mr. Leavitt responded that it is important that we keep some consistency in the look and feel of marketing materials.

M/S/C (Hume/Blalock) to approve Agreement 16-J-13-00 of the San Joaquin Joint Powers Authority authorizing a two-year and three-month agreement for graphic design and printing services to Michael Beener Designs for an amount not-to-exceed \$230,000 from April 1, 2016 – June 30, 2018, and authorizing and directing the Executive Director to execute the Agreement. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

**8. Approve Agreement 16-J-33-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Three-Month Agreement for Marketing and Outreach Services in the Central San Joaquin Valley Region to Jeffrey Scott Agency for an Amount Not-To-Exceed \$474,000 from April 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement. ACTION**

Mr. Leavitt began the item with a presentation regarding the selection of a marketing and outreach firm for the Central San Joaquin Valley Region. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Vice Chair Perea commented that he appreciated staff's efforts to open up the process again and he was satisfied with the result.

M/S/C (Perea/Verboon) to approve Agreement 16-J-33-00 of the San Joaquin Joint Powers Authority Authorizing a two year and three-month agreement for marketing and outreach services in the Central San Joaquin Valley Region to Jeffrey Scott Agency for an amount not-to-exceed \$474,000 from April 1, 2016 – June 30, 2018, and authorizing and directing the Executive Director to execute the Agreement. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

**9. Approve Branding for the San Joaquin Service and Overview of the Advertising Plan for FY 2015/16. ACTION**

Mr. Leavitt began the item with a presentation regarding the branding work done recently by the SJJPA for the San Joaquin Service. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Member Rogers asked Mr. Leavitt if he thinks that by adding the "s", it adds a connotation of the Valley. Mr. Leavitt affirmed and then expressed that historically the line was referred to as "The San Joaquins" and that it differentiates the service from many other things that use San Joaquin.

Member Hume asked why we dropped the logo on a couple of the T-shirt designs. Mr. Leavitt responded that designers were just experimenting. Member Hume also asked why we didn't use "The San Joaquins." He expressed the would strengthen the identity that it is a service, and not just indicate a plural.

Member Tatzin expressed support for including Amtrak in the logo as in the Bay Area, "San Joaquins" is not as well known. He also mentioned the "Connecting you to California is useful as the "San Joaquins" alone doesn't indicate that the train services travelers between the Bay Area and the San Joaquin Valley.

Member Maciel asked if we could do other colors for the logo on the T-Shirts. Mr. Leavitt affirmed this.

Vice Chair Perea asked if we sought the input of the marketing and outreach teams on the branding. Mr. Leavitt mentioned that given the timeframe of the marketing and outreach program, we had to move forward quickly. He continued that Staff did do outreach to all the teams on the logo designs to get input but we did not seek their approval of the look and feel of the logo. That said, the teams were all supportive of including “Amtrak”, “San Joaquins” (except some didn’t support the adding the “s”), and the “Connecting you to California” tagline. Vice Chair Perea said he understood and that we cautioned us to ensure that the marketing and outreach efforts don’t become too top-down.

Mike Barnbaum with Ride Downtown 916 expressed that including Amtrak in the branding is great. He then related some marketing strategies associated with the Golden One Center that could be used as examples. He encouraged emphasizing the connectivity messaging. He also said he would bring some T-shirts done by Amtrak and Capital Corridor at the May board meeting.

M/S/C (Perea/Tatzin) to approve banding for the San Joaquin Service. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	9	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O’Brien, Rogers, Hume, Verboon, and Blalock
Noes:	0	
Abstain:	0	
Absent:	1	Ishida

Following the vote, Mr. Leavitt introduced Anne Staines, President of Sagent. Ms. Staines then gave a presentation to update the Board on the SJJPA’s advertising efforts. The content of Ms. Staines’ presentation is summarized in Ms. Staines’ PowerPoint slides for this agenda item (available on the website).

Member Rogers asked how effective pre-roll videos are, and he mentioned that many people just skip the ads. He asked several additional questions to understand the pre-roll and other advertising strategies, including if print ads were still valuable. Ms. Staines responded by giving a thorough explanation how pre-roll videos are used to drive people to the website and social media, and that how these ads are viewed can be measured in detail. She also said print ads are still useful.

Member Tatzin asked what message will be conveyed in the ads.

Member Hume mentioned that Spotify should be considered in addition to Pandora. Ms. Staines responded that Pandora was much larger and gives more options for targeting users.

Vice Chair Perea asked Ms. Staines if her firm was working with all the marketing and outreach teams. Ms. Staines affirmed this. Mr. Leavitt added that Sagent was working

primarily on the 7<sup>th</sup> Daily Round Trip campaign and also to help develop the look and feel of the branding and materials, and that this was all being coordinated with the marketing and outreach teams. Vice Chair Perea then asked Ms. Staines if they were advertising on Twitter and Instagram. Ms. Staines said it was possible to purchase advertising on these. She then mentioned that promoted posts were very effective as they don't appear to be advertising. Vice Chair Perea then ask how to measure success. Ms. Staines said they could track how posts are shared, liked, and interacted with.

Member Rogers then mentioned how he was using Facebook quite effectively in his current campaign, and said they were targeting certain messages to specific groups on Facebook. He asked if Sagent was also doing that and Ms. Staines affirmed that.

Member Blalock asked about doing advertising in the Bay Area and to more ethnic communities and to students. Ms. Staines mentioned due to a limited budget they were focusing the advertising in the San Joaquin Valley. She also mentioned that Amtrak is doing advertising in the Bay Area already. She continued that strategically it is better to work to increase ridership by generating riders from the Central Valley to the Bay Area. Member Blalock suggested joint advertising.

Peter W. spoke as part of public comment on the item. He began by discussing trainweb.com and how it is a good promotional tool. He also mentioned the need to update schedules and have better timing for connections in Martinez. He then said something needs to be done to keep trespassers off the tracks. He also suggested creating a business class to increase revenue and that it is very successful on Pacific Surfliner, Cascades and Coast Starlight.

**10. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Adopting the San Joaquin Valley Rail Committee Travel Reimbursement Policy.** **ACTION**

Daniel Krause, Senior Planner, gave a presentation that summarized the San Joaquin Valley Rail Committee (SJVRC) recent meeting on March 11, 2016, and provided an overview of a new travel reimbursement policy for SJVRC members. The content of Mr. Krause's presentation is summarized in the Board Briefing Materials, and in Mr. Krause's PowerPoint slides for this agenda item (available on the website).

M/S/C (Hume/Rogers) to approve a resolution of the Governing Board of the San Joaquin Joint Powers Authority adopting the San Joaquin Valley Rail Committee travel reimbursement policy.

Ayes:	8	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, O'Brien, Rogers, Hume, and Verboon.
Noes:	0	
Abstain:	0	
Absent:	2	Ishida, Blalock

After the vote, Mr. Leavitt added that we plan to really engage our rail committee members as part of our overall grassroots efforts, and that we plan to get a lot of value out of the committee.

**11. Approve San Joaquin Joint Powers Authority Comment Letter on California High-Speed Rail Authority Draft 2016 Business Plan. ACTION**

Mr. Leavitt made a presentation regarding the comment letter submitted by the San Joaquin Joint Powers Authority to the California High-Speed Rail Authority's Draft 2016 Business Plan. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials, and in Mr. Leavitt's PowerPoint slides for this agenda item (available on the website).

Member Hume thanked Mr. Leavitt for the tone of the letter but said he felt this was a bait and switch by the High-Speed Rail Authority. He then said he felt the letter should be worded more strongly and that we cannot support their plan, and that what they are proposing is not acceptable to this body.

Member Rogers described how he had helped to develop a less costly route that the Authority said was a good plan but it was too late. He continued that now they are changing their plan much later.

Member Verboon said he would feel more comfortable with a letter from them asking to work with us since our rail line is already operating while they are still just planning. He said he is not ready to get hooked into a letter offering to work with them.

Mr. Leavitt stated members were correct that the letter indicates a desire to work with High Speed Rail Authority, as we are a recipient of state funds and the High Speed Rail Authority are partners. He acknowledged the letter tries to walk a fine line. He referred to Member Verboon's point and advised the board that they could choose not to send a letter and instead submit comments through their individual agencies.

Vice Chair Perea suggested the board consider giving staff direction to have board members share their concerns to the High Speed Rail Authority before sending a letter. Mr. Leavitt then mentioned there is an additional avenue, including working with Central Valley Rail Working Group, and he invited Vice Chair Perea to participate.

Member Rogers then said the suggestion that we don't send a letter is probably best given the diverse opinion on the board. Mr. Leavitt responded that if the board decides not to take action, then SJJPA staff will not be able to take a position in upcoming hearings.

Member Hume stated he believed it was important that the board go on record. He continued that whether the letter is strongly or softly worded, the board must state that we feel abandoned by this new business plan and that they have not held up to what we understood to be the playing field. He also mentioned that since \$2 billion of Cap and Trade money was going to the Burbank-Anaheim section, the only way this is equitable

is if they make a commensurate investment in the north San Joaquin Valley. Mr. Leavitt affirmed this and then related several separate efforts in the northern San Joaquin Valley to advocate for more investment by the California High-Speed Rail Authority.

Vice Chair Perea then express that the letter is okay, and that we really need to be at the table for the upcoming hearings.

Chair Pedrozo echoed Member Hume's early comments that whatever tone of the letter, we need to let them know our frustration is starting to rise. He continued that his main concern is what is going to happen to the northern part of the Valley.

Vice Chair Perea asked if we could send these comments to staff today to know what we want to express at the table. Mr. Leavitt said that there were all kinds of diverging comments. Vice Chair Perea said that staff knows all our comments, and Mr. Leavitt agreed and said he can express to the High-Speed Rail Authority that many on the board wanted a strong letter and this was the softest message we could get approval on.

Member O'Brien reminded the board that all members could express their individual opinions at the upcoming High-Speed Rail Authority board meeting in Anaheim. He then stated that if they can't coordinate with current plans, then we cannot support high-speed rail.

Member Maciel expressed his concern that the Authority sees itself as an 800lb gorilla. He said there needs to be more respect, and that he would be favor of a stronger response at some point.

M/S/C (Hume/Maciel) to approve San Joaquin Joint Powers Authority comment letter on California High-Speed Rail Authority Draft 2016 Business Plan. Passed and Adopted by the San Joaquin Joint Powers Authority on March 25, 2016, by the following vote to wit:

Ayes:	6	Chairperson Pedrozo, Vice Chair Perea, Vice Chair Tatzin, Maciel, Rogers, and Hume.
Noes:	2	O'Brien, Verboon
Abstain:	0	
Absent:	2	Ishida, Blalock

Following the vote, Chair Pedrozo stated that after a meeting he had with Mr. Morales, his sense was the more letters the better.

## **12. Update on the 7<sup>th</sup> Daily Round Trip Deployment**

This item was moved up in the agenda, just after the consent calendar. Minutes for this item can be found immediately after Item 2.3.

## **13. San Joaquin Operations Update**



Brian Schmidt, Director of Operations for the SJJPA, made a presentation to update the board on San Joaquin Service operations. The content of Mr. Schmidt's presentation is summarized in the Board Briefing Materials, and in Mr. Schmidt's PowerPoint slides for this agenda item (available on the website).

No member comments.

#### **14. Update from the Sacramento Region Marketing and Outreach Team**

Mr. Leavitt introduced Alison MacLeod of KP Public Affairs. Ms. MacLeod introduced her colleague Joe Zago of Imprenta Communications. Then Ms. MacLeod and Mr. Zago gave a presentation to update the Board on KP Public Affairs marketing and outreach efforts in the Sacramento region. The content of their presentation is summarized in their PowerPoint slides for this agenda item (available on the SJJPA website).

Member Tatzin asked how well the branding presented earlier in the meeting will work in Sacramento. Ms. MacLeod responded that the emphasis on the Amtrak brand and linking it to the "Connecting you to California" was a good strategy.

Vice Chair Perea asked if a visual of a train should be connected with the logo somehow given a lot of people in the Valley are unaware of the service. Ms. MacLeod deferred to the logo design experts but did mention that images of the train are likely to be used in the marketing materials. Mr. Leavitt added we will be using actual photos of the San Joaquin trains.

#### **15. Administrative Matters**

Mr. Leavitt, filling in for the SJJPA Executive Director, gave a presentation. The content of Mr. Leavitt's presentation is summarized in the Board Briefing Materials (also available on the website).

#### **16. Board Member Comments**

Member Verboon mentioned the exterior of the train he rode was beat up. He suggested that we could do an advertising wrap for these trains.

#### **17. Adjournment**

Chairman Pedrozo adjourned the meeting.

**SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

**STAFF REPORT**

**Item 2.2**

**ACTION**

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**Approve next SJJPA Board Meeting Location and Start Time**

Background:

Staff proposes a Bay Area meeting for the July 22, 2016 SJJPA Board Meeting.

The meeting time will be coordinated with the San Joaquin schedules.

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve Next SJJPA Board Meeting Location/Time.

**SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

**STAFF REPORT**

**Item 2.3**

**INFORMATION**

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**SJJPA Operating Expense Report**

Please see the attached SJJPA Operating Expense Report for the 9 months (July 1, 2015 – March 31, 2016).

**San Joaquin Joint Powers Authority**  
**Operating Expense Report**  
**For The Nine Months Ended March 31, 2016**  
**75% of Budget Year Elapsed**

OPERATING EXPENSES	SJPA FY 15-16 ALLOCATION	EXPENSE TO DATE	YTD PERCENT EXPENDED
<b>Project Management, Services &amp; Supplies</b>			
Salaries/Benefits/Contract Help	1,278,549	737,276	57.7%
Office Expense	5,125	2,186	42.7%
Subscriptions/Periodicals/Memberships	3,690	-	
Office Equipment Lease	13,885	7,101	51.1%
Computer Systems	10,000	-	
Communications	6,379	-	
Motor Pool	9,611	3,873	40.3%
Transportation/Travel	30,000	6,957	23.2%
Training	2,500	382	15.3%
Audits Regulatory Reporting	15,000	-	
Professional Services Legislative	15,000	-	
Professional Services Legal	50,000	27,639	55.3%
Professional Services General	70,255	10,297	14.7%
Publications/Legal Notices	5,258	-	
Indirect Overhead Applied	-	98,749	
<b>Project Management, Services &amp; Supplies Subtotal</b>	<b>1,515,252</b>	<b>894,459</b>	<b>59.0%</b>
<b>Contracted Services</b>			
Maintenance of Headquarters Structures/Grounds	19,009	-	
Insurance *	20,000	19,388	96.9%
Insurance Management Fees	5,000	-	
Security Services/Safety Program	25,000	-	
Community Engagement & Marketing	1,000,000	93,075	9.3%
Professional Services Operations	50,000	8,213	16.4%
Communications, Operations	20,000	218	1.1%
San Joaquin Intercity Rail Operations **	-	-	
<b>Contracted Services Subtotal</b>	<b>1,139,009</b>	<b>120,895</b>	<b>10.6%</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>2,654,261</b>	<b>1,015,353</b>	<b>38.3%</b>

\* Budget reduced by \$2,680,000 to \$20,000. Balance of insurance costs paid directly by CalTrans.

\*\* Budget reduced from \$40,897,063 to -0-. Total FY15-16 operating costs paid directly by CalTrans.

## SAN JOAQUIN JOINT POWES AUTHORITY

May 27, 2016

### STAFF REPORT

#### Item 4

#### ACTION

**Direct Chair to Negotiate and Extend the Agreement between SJJPA and SJRRC for Managing Agency Services to Provide Support for SJJPA and the Management and Oversight of the San Joaquins or to Work with Staff of Member Agencies to Initiate a Request for Proposals Process for Managing Agency Services**

#### Background

The San Joaquin Joint Powers Authority (SJJPA) issued a Request for Proposals on May 31, 2013 for Managing Agency services to support SJJPA and the day to day oversight of the San Joaquins. SJJPA established a Selection Committee consisting of Rosa Park (StanCOG), Ross Chittenden (Contra Costa County Transportation Agency), Tony Boren (Fresno COG) and Marjie Kirn (Merced CAG). Bay Area Rapid Transit (BART) and San Joaquin Regional Rail Commission (SJRRC) submitted proposals and were interviewed by the Selection Committee.

Based upon the proposals and the interviews, SJRRC was recommended by the Selection Committee to serve as the Managing Agency and the SJJPA Board unanimously approved the Selection Committee recommendation at the July 26<sup>th</sup> SJJPA Board Meeting.

The Selection Committee was directed by the SJJPA Board to negotiate a Managing Agency Agreement between SJJPA and SJRRC. At the Board's request, Mike Wiley (Sacramento Regional Transit) was added to the Selection Committee to assist in negotiating the Managing Agency Agreement. In addition, the Board directed the Selection Committee to work with a SJJPA Board Subcommittee consisting of Chairperson Pedrozo, Vice-Chair Perea and Vice Chair Cohn in developing the Managing Agency Agreement for SJJPA Board Approval. The Selection Committee and SJRRC staff developed a draft Agreement (which utilized the existing Capitol Corridor Joint Powers Authority Managing Agency Agreement as a template). SJJPA Chairperson and Vice Chairs, along with members of the Selection Committee, met with SJRRC Chair Johnson and SJRRC staff on August 30<sup>th</sup> to finalize the draft agreement. The initial term of the Managing Agency Agreement, consistent with the RFP was set at 3-years. The SJJPA approved the Managing Agency Agreement with SJRRC at the September 27, 2013 Board Meeting.

The SJJPA contract with SJRRC will expire at the end of September 2016. The SJJPA could choose to negotiate and extend the SJRRC contract for another 3-year term. The other alternative for the SJJPA would be initiate a Request for Proposal Process for the Managing Agency Services. If the SJJPA were to decide to initiate a Request for Proposal Process, this effort would need to start as soon as possible,

#### Fiscal Impact

There is no fiscal impact to the SJJPA.

Funding for SJJPA Managing Agency support is included in the adopted SJJPA 2016 Business Plan as just over \$1.73M for Fiscal Year 2016/17, which would be funded through the State Budget process.

#### Recommendation

Direct Chair to negotiate and extend the Agreement between SJJPA and SJRRC for Managing Agency Services to provide support for SJJPA and the management and oversight of the San Joaquins or to work with staff of Member Agencies to initiate a Request for Proposals process for Managing Agency Services

# SAN JOAQUIN JOINT POWES AUTHORITY

May 27, 2016

## STAFF REPORT

### Item 5

### ACTION

#### **Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing and Directing the Executive Director to Execute Any and All Documents Associated with the Master Fund Transfer Agreement – Annual Supplement for Minor Capital Improvement Project Funds**

##### Background

Annually the State of California budgets \$500,000 for each State supported Intercity Corridors to complete minor capital projects. These funds are made available for intercity rail and bus operations, and may be used for maintenance of capital facilities related to rail or bus services provided, or for minor capital improvement projects related to rail and bus services provided, and can be used to improve the operation of a service.

As part of the Interagency Transfer Agreement (ITA), the responsibility to maintain stations and complete small capital projects along the San Joaquin Corridor and at maintenance and layover facilities was transferred to the SJJPA, however, with shared facilities improvement expenses are shared with the CCJPA.

The Minor Capital Improvement Project Fund – Master Fund Transfer Agreement – Annual Supplement (MFTA) is a three-year agreement, for Minor Capital Project Funding totaling \$1.5M (\$500k annually). The agreement if approved will be effective from July 1, 2015 through June 30, 2018. The reason for a July 1, 2015 is effective date to allow the fiscal year 2015 funds to be encumbered and used in fiscal year 2016.

The MFTA is attached for reference.

##### Fiscal Impact

Funds associated with the Master Fund Transfer Agreement – Annual Supplement for Minor Capital Improvements Projects is included in the adopted SJJPA 2016 Business Plan

Funding for Minor Capital Improvement Projects in Fiscal Year 2016/2017 is estimated at \$1,000,000, which would be funded through the State Budget process.

##### Recommendation

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing and Directing the Executive Director to Execute Any and All Documents Associated with the Master Fund Transfer Agreement – Annual Supplement for Minor Capital Improvement Project Funds

**STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION**

**MASTER FUND TRANSFER AGREEMENT - ANNUAL SUPPLEMENT**

**Minor Capital Improvement Project Funds**

**Recipient:** San Joaquin Joint Powers Authority

**Contract Number:** 75R0004

**Effective Date of this Agreement:** July 1, 2015

**Termination Date of this Agreement:** June 30, 2018

1. The undersigned signatory, the San Joaquin Joint Powers Authority (SJPA) hereby commits to deliver the Service in accordance with the deliverables set forth in the Initial Business Plan (IBP), which was approved by the California State Transportation Agency (CalSTA) on June 19, 2015, and is attached as part of this Master Fund Transfer Agreement Supplement (MFTA Supplement), numbered 75R0004.
2. The terms used in this MFTA Supplement but not defined herein shall have the meanings ascribed thereto in the Interagency Transfer Agreement between the State of California, Department of Transportation (Department) and the SJPA executed on June 29, 2015.
3. All of the obligations, duties, terms and conditions set forth in the Master Fund Transfer Agreement (MFTA), numbered 75RSJPA2015MFTA, and executed with effective dates of July 1, 2015 through July 1, 2018 between the SJPA and the Department, are incorporated herein by this reference as part of this MFTA Supplement.
4. This MFTA Supplement is for the reimbursement of actual project costs associated with approved Minor Capital Improvement Projects (MCIP). Authorization by the Department of a proposed MCIP must be obtained prior to the SJPA incurring expenses. The process for requesting authorization is outlined in Subsection 6 below.



5. This MFTA Supplement numbered 75A0004 obligates, encumbers, and pre-encumbers only the following funds:

FY 2015-16 MCIP FUNDS					
UNIT	PROJECT ID	PHASE	FUND SOURCE	AMOUNT	FISCAL YEAR
3817	0015000333	SE4	PTA	\$500,000	2015/2016
BUDGET ITEM		CHAPTER	STATUTES		BUDGET YEAR
2660-001-0046		10	2015		2015
FY 2016-17 MCIP FUNDS					
UNIT	PROJECT ID	PHASE	FUND SOURCE	AMOUNT	FISCAL YEAR
3817	0015000333	SE4	PTA	\$500,000	2016/2017
BUDGET ITEM		CHAPTER	STATUTES		BUDGET YEAR
2660-001-0046		TBD	2016		2016
FY 2017-18 MCIP FUNDS					
UNIT	PROJECT ID	PHASE	FUND SOURCE	AMOUNT	FISCAL YEAR
3817	0015000333	SE4	PTA	\$500,000	2017/2018
BUDGET ITEM		CHAPTER	STATUTES		BUDGET YEAR
2660-001-0046		TBD	2017		2017
FUNDS CERTIFIED BY:			I hereby certify upon my own personal knowledge that budgeted funds are available for the period and purpose of the expenditure stated above.		
NAME AND TITLE OF AUTHORIZED OFFICIAL Nancy Young, Resource Manager Division of Rail and Mass Transportation			SIGNATURE OF AUTHORIZED OFFICIAL		DATE:

6. **Request for Authorization:** The SJPA shall submit a written Request for Authorization along with a budget, scope, and schedule for the proposed MCIP.

The SJPA may elect to submit a “Minor Capital Improvement Project Authorization Checklist,” attached hereto as Attachment D, when submitting its Request for Authorization. The Department will use this checklist to guide its review and document its approval. This checklist may be revised during the term of this MFTA Supplement, and the SJPA will be provided with a copy of the revised checklist. The SJPA is not obligated to use this checklist when requesting authorization, and may submit other documentation that shows that the project is eligible for MCIP funds.

7. **Department’s Review and Approval of Requests for Authorization:** The Department will evaluate MCIP proposals in accordance with California Government Code §14037 which states:

*Funds which are available to the department for rail and bus operations may be used by the department for maintenance of capital facilities related to rail or bus services provided, or for minor capital improvement projects related to rail and bus services provided, if the department determines that this use of funds would*

*improve the operation of a service. For the purposes of this section, a project shall be determined to be a “minor capital improvement project” on the same basis that a project is determined to be a “minor highway project” by the commission.*

Under California Public Contract Code §10105(b), the cost limit for a MCIP is adjusted every two years by the Director of Finance. As of February 16, 2016, the cost limit for a MCIP is \$291,000 (Budget Letter No. 16-03).

8. **Invoicing:** The SJJPA shall submit invoices at least quarterly, but no more than monthly, for quarters or months in which expenditures were made. Project expenses must be incurred prior to the expiration of this MFTA Supplement. Final invoices must be received by the Department within 180 days of expiration of this MFTA Supplement.
9. Attachments listed below are incorporated by reference to this MFTA Supplement.
  - A. Approved FY15/16 Initial Business Plan
  - B. Approved FY16/17 and FY17/18 Business Plans
  - C. Board Resolution or Certified Minutes Approving MFTA Supplement for MCIP Funds
  - D. MCIP Authorization Checklist

**[signature page immediately follows]**

IN WITNESS WHEREOF, the parties hereto have executed this MFTA Supplement by their duly authorized officers.

**STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION**

**SAN JOAQUIN JOINT POWERS AUTHORITY**

\_\_\_\_\_  
BRUCE ROBERTS  
Chief  
Division of Rail and Mass Transportation

\_\_\_\_\_

**APPROVED AS TO FORM AND EXECUTION:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**APPROVED AS TO FORM AND EXECUTION:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

SJJPA RESOLUTION NO. \_\_\_\_\_

**Resolution of the Governing Board of the San Joaquin Joint Powers Authority  
Authorizing and Directing the Executive Director to Execute Any and All  
Documents Associated with the Master Fund Transfer Agreement – Annual  
Supplement for Minor Capital Improvement Project Funds**

WHEREAS, Caltrans Division of Rail annually budgets \$500,000 for each of the three State supported Intercity Rail corridors to complete Minor Capital projects to support the operation of the Service, and

WHEREAS, The San Joaquin Joint Powers Authority (SJJPA) is the recipient of the Minor Capital funds as prescribed in the Interagency Transfer Agreement, and

WHEREAS, the Caltrans has developed a process and procedures through the Master Fund Transfer Agreement – Annual Supplement which allows the SJJPA to access the funds to complete capital project, and

WHEREAS, the Master Fund Transfer Agreement – Annual Supplement for Minor Capital Projects is for three year and provide the SJJPA with \$1.5 million in funding to complete capital improvements on the San Joaquin Corridor to improve operations of the service;

NOW, THEREFORE, BE IT RESOVLED by the Governing Board of the San Joaquin Joint Powers Authority the Executive Director is hereby authorized Execute Any and All Documents Associated with the Master Fund Transfer Agreement – Annual Supplement for Minor Capital Improvement Projects

PASSED AND ADOPTED by the SJJPA on this 27th, day of May 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

SAN JOAQUIN JOINT  
POWERS AUTHORITY

\_\_\_\_\_  
STACEY MORTENSEN  
Executive Director

\_\_\_\_\_  
JOHN PEDROZO, Chair

## SAN JOAQUIN JOINT POWES AUTHORITY

May 27, 2016

### STAFF REPORT

#### Item 6

#### ACTION

**Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing and Directing the Executive Director to Execute Any and All Grant Applications, Agreements, Certifications and Assurances and Any Other Documents Necessary to Obtain Financial Assistance Provided by the State of California under the FY 13-14, FY 14-15, and FY 15-16 California Transit Security Grant Program for the San Joaquin Amtrak Safety and Security projects**

#### Background:

As part of the Proposition 1B approved by California voters in November 2006, \$1B was included for the California Ports Infrastructure, Security and Air Quality Improvement Act. Of that amount, \$100 million was allocated to the three California Amtrak Intercity Services, Metrolink, and ACE for safety and security capital projects. The split between these five passenger train services was based on the established State Transit Assistance (STA) formula.

Staff received notification from Caltrans, the San Joaquin Corridor has unexpended Prop 1B funding from fiscal year's 2013-2014, 2014-2015 and 2015-2016 totaling \$6,425,205. These funds were previously administrated by Caltrans Division of Rail. However, with the execution of the interagency transfer agreement the SJJPA is now the recipient of this funding.

Staff has been working with Amtrak, BNSF and UPRR to identify safety and security projects for this funding. Proposed projects include Security Cameras at Stations (including improved cameras), Accessibility Safety Improvements, Security Lighting, Positive Train Control, and Security Fencing at San Joaquin Amtrak stations and along the Railroad Right of Way.

Staff anticipates bringing a list of projects with cost estimates to the Board at the next board meeting for consideration.

#### Fiscal Impact:

No Fiscal Impact at this time.

#### Recommendation:

Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing and Directing the Executive Director to Execute Any and All Grant Applications, Agreements, Certifications and Assurances and Any Other Documents Necessary to Obtain Financial Assistance Provided by the State of California under the FY 13-14, FY 14-15, and FY 15-16 California Transit Security Grant Program for the San Joaquin Amtrak Safety and Security projects

**RESOLUTION NO. SJJPA-R-15/16-\_\_**

**Resolution of the Governing Board of the San Joaquin Joint Powers Authority  
Authorizing and Directing the Executive Director Any and All Grant  
Applications, Agreements, Certifications and Assurances and Any Other  
Documents Necessary to Obtain Financial Assistance Provided by the State of  
California under the FY 13-14, FY 14-15, and FY 15-16 California Transit Security  
Grant Program for the San Joaquin Amtrak Safety and Security projects**

WHEREAS, the State of California provides state financial assistance to eligible grantees for transportation security projects, and

WHEREAS, the California Governor's Office of Homeland Security (OHS) is the grantee for state funds;

WHEREAS, The San Joaquin Regional Joint Powers Authority (SJJPA) is an eligible sub grantee for state funding;

WHEREAS, the State of California requires a resolution from the governing board in order to receive the funds and that SJJPA will abide by the terms that go with this grant;

NOW, THEREFORE, BE IT RESOVLED by the Board of Directors of the San Joaquin Joint Powers Authority that the Executive Director is hereby authorized to file and execute grant applications, grant agreements, certifications, assurances and other documents as may be necessary for obtaining state financial assistance provided by the State of California Governor's OHS following all required rules and terms.

PASSED AND ADOPTED by the San Joaquin Joint Powers Authority this 27<sup>th</sup>, day of May 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

SAN JOAQUIN JOINT POWERS  
AUTHORITY

\_\_\_\_\_  
STACEY MORTENSEN  
Executive Director

\_\_\_\_\_  
JOHN PEDROZO, Chair

## SAN JOAQUIN JOINT POWERS AUTHORITY

May 27, 2016

### STAFF REPORT

#### Item 7

#### ACTION

#### **Approve San Joaquin Joint Powers Authority Letter to California High-Speed Rail Authority (CHSRA) and CalSTA regarding CHSRA 2016 Business Plan**

##### Background:

The California High-Speed Rail Authority (CHSRA) 2016 Business Plan was approved on April 28, 2016. The full CHSRA 2016 Business Plan is available on the CHSRA website ([www.hsr.ca.gov](http://www.hsr.ca.gov)).

The CHSRA 2016 Business Plan presents a significant change for where high-speed rail (HSR) service will be initiated. This new plan focuses on delivering a HSR line connecting the Silicon Valley to the Central Valley (north of Bakersfield) in 2025 instead of between Merced and the San Fernando Valley in 2022. Substantial edits were made to the Draft CHSRA 2016 Business Plan which greatly increased the emphasis on “blended” service improvements in the CHSRA 2016 Business Plan. The CHSRA 2016 Business Plan also includes Merced as part of the Initial Operating Segment, and identifies Madera as a new high-speed rail station to provide connectivity with the San Joaquins. In addition, under “Section 4: Implementation Strategy” the CHSRA commits to working with SJJPA and other regional partners to “pursuing Phase 2 and Altamont Corridor planning efforts, as addressed through spending appropriations for these corridor segments as identified in SB 1029” (page 60) and that this planning work will include near-term San Joaquins service improvements that provide connectivity to HSR.

Please see the attached draft SJJPA letter for submittal to CHSRA and CalSTA which is recommended for Board approval.

SJJPA staff participated in press conferences held on April 22 in Merced and on May 2 in Madera in support of the changes made to the CHSRA Business Plan. Press releases and related media stories are included as part of Agenda Item 17 (Administrative Items).

##### Fiscal Impact

There is no fiscal impact on the SJJPA.

##### Recommendation:

Approve attached draft SJJPA letter to CHSRA and have Chair sign and submit this letter to CHSRA with copies sent to CalSTA.

# DRAFT

May \_\_, 2016

Mr. Dan Richard

Chairperson, California High-Speed Rail Authority

770 L Street, Suite 800

Sacramento, CA 95814

RE: California High-Speed Rail Authority (CHSRA) 2016 Business Plan

Dear Chairperson Richard,

San Joaquin Joint Powers Authority (SJJPA) greatly appreciates the edits made as part of the approved CHSRA 2016 Business Plan in response to comments from San Joaquin Valley and Sacramento region agencies, organizations, and elected officials, SJJPA, and other stakeholders.

In particular, SJJPA is very pleased that the CHSRA 2016 Business Plan includes Merced as part of the HSR Initial Operating Segment, identifies of Madera as a new HSR station to provide connectivity with the San Joaquins, and emphasizes “blended” service and connectivity improvements. SJJPA also appreciates the CHSRA’s commitment to utilize funding allocated in SB 1029 to work with SJJPA and other regional partners to pursue Phase 2 and San Joaquins connectivity planning efforts and to identify corridor improvements that might be made in anticipation of further HSR service.

As part of our Joint Policy Statement signed in 2013, SJJPA agreed to work with CHSRA and Caltrans to “protect the state investment in the San Joaquin Corridor, and work together to develop viable strategies and solutions to meet the needs of the high-speed rail system, the San Joaquin Rail Service and the stakeholder community.” SJJPA is committed to working with CHSRA, CalSTA, and Caltrans to determine how the San Joaquin service can best support the phased implementation of HSR.

The SJJPA looks forward to working with CHSRA to implement a coordinated, complementary, and integrated intercity rail network which will help California’s economy and will enable our State to grow in a more sustainable manner which protects the environment.

Sincerely,

John Pedrozo, Chair

San Joaquin Joint Powers Authority

cc Chad Edison, CalSTA, Jeff Morales, CHSRA, Ben Tripousis, CHSRA



# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

### **Item 8**

### **INFORMATION**

#### **Approve Revisions to SJJPA Marketing and Outreach Plan for Fiscal Year 2015/16**

##### Background:

SJJPA adopted its "Marketing and Outreach Plan" at the November 20, 2015 Board Meeting. Contracts for grassroots marketing and outreach, advertising and graphics identified in the Marketing and Outreach Plan were approved at the January 29, 2016 and March 25, 2016 Board Meetings and the work for FY 2015/16 is well underway.

Please see the attached recommended "SJJPA Marketing and Outreach Plan Revisions for FY 2015-16". These changes do not substantially change the plan, but are a more effective and efficient way to carry out the work than had been originally planned. The major change would be to move resources currently allocated to "Promotional Items", "Booths & Banners", "SJJPA Administrative Support", and "Social Media" to the existing Marketing and Outreach Contracts and the Advertising Contract. In addition, these recommended changes would enable the SJJPA to utilize \$33,000 in resources allocated for SJJPA Marketing and Outreach that are available since it took longer than expected to complete a Central SJV (which includes Kings and Tulare) RFP process.

- The SJJPA is still working with Caltrans and CalSTA to get approval to be able to use State funds for "Promotional Items" to be given away (primarily at events). If SJJPA is able to get approval, promotional items would be purchased through the Marketing and Outreach contracts. If we do not get approval, then these resources will be utilized for additional marketing, outreach, and advertising.
- "Booths and Banners" for the SJJPA have been and will continue to be purchased through the Graphics and Printing Contract. The amount estimated for these items was higher than staff now believe is necessary.
- "SJJPA Administrative Support" costs are being fully covered by the "Project Management, Services, & Supplies" allocation of the SJJPA Operating Expenses under the "Salaries/Benefits/Contract Help" line item.
- The Advertising Team and each of the Marketing and Outreach teams have excellent talent and experience with social media. Staff has been using the Marketing and Outreach teams and Advertising Team to assist with Amtrak San Joaquins social media. Rather than hire an additional firm to assist with social media and purchase advertising and social media, staff propose to use the existing contract for this purpose.

Fiscal Impact:

There is no fiscal impact to the SJJPA. This action would enable a more efficient use of resources utilizing existing consulting teams and would enable SJJPA to fully utilize the resources allocated to SJJPA for marketing and outreach for FY 2015/16.

Recommendation:

Approve the attached SJJPA Marketing and Outreach Plan Budget for FY 2015/16:  
Recommended Revised FY 2015/16.

# SJIPA Marketing and Outreach Plan Revisions

## For FY 2015-16

### Marketing and Outreach Plan Budget for FY 2015/16

#### Current FY 2015/16:

Grassroots Marketing and Outreach Contracts = \$381,500

- Bay Area at \$15,000/month \* 4.5 months = \$67,500
- Sacramento Area & Northern CA at \$12,000/month \* 4.5 months = \$54,000
- Northern San Joaquin Valley at \$15,000/month \* 4.5 months = \$67,500
- Central San Joaquin Valley at \$22,000/month \* 3 months = \$66,000
- Kern County at \$7,000/month \* 4.5 months = \$31,500
- Promotional Items = \$25,000
- Booths & Banners = \$40,000
- SJIPA Administrative Support = \$30,000

Advertising: \$465,500

Social Media: \$40,000

Graphics + Materials: \$70,000

Website: \$10,000

TOTAL = \$967,000 (note: \$33,000 under budget because of delay getting Central SJV team under contract)

#### Recommended Revised FY 2015/16:

Grassroots Marketing and Outreach Contracts = \$416,500

- Bay Area at \$15,000/month \* 4.5 months = \$67,500 + \$30,000
- Sac. Area & Northern CA at \$12,000/month \* 4.5 months = \$54,000 + \$20,000
- Northern San Joaquin Valley at \$15,000/month \* 4.5 months = \$67,500 + \$25,000
- Central San Joaquin Valley at \$22,000/month \* 3 months = \$66,000 + \$40,000
- Kern County at \$7,000/month \* 4.5 months = \$31,500 + \$15,000
- ~~Promotional Items = \$25,000~~
- ~~Booths & Banners = \$40,000~~
- ~~SJIPA Administrative Support = \$30,000~~

Advertising: \$465,500 + \$38,000 = \$503,500

Social Media: \$40,000

Graphics + Materials: \$70,000

Website: \$10,000

TOTAL = \$1,000,000

**SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

**STAFF REPORT**

**Item 9**

**INFORMATION**

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**Update on Amtrak Contract**

Staff will present an update on the Amtrak Contract for San Joaquins Operations at the Board Meeting.

**SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

**STAFF REPORT**

**Item 10**

**INFORMATION**

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**Update on 7<sup>th</sup> Daily Round Trip Deployment**

Staff will present an update on the 7<sup>th</sup> Daily Round Trip Deployment at the Board Meeting.

## **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

### **STAFF REPORT**

#### **Item 11**

#### **INFORMATION**

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##### **Marketing and Outreach Material and Advertising**

Staff will present an update on the development of Marketing and Outreach Materials and Advertising efforts underway.

Each of the Marketing and Outreach Teams began doing events in late April and in early May. Most of the teams worked at least one Cinco de Mayo event. In advance of these events, banners, tablecloths, and T-shirts were developed and provided to each of the teams so they would be able to promote the Amtrak San Joaquins at events. Amtrak San Joaquin Brochures were also created as well as station specific handouts and handouts for specific promotions (Friends & Family Discount, Earth Day, Bike-to-Work, Student Discount, etc.). Please see the attachment for this item for examples of some of the key materials developed to assist with the Amtrak San Joaquins marketing and outreach efforts. Copies of some of these will be brought to the May 27 Board Meeting.

The advertising campaign for the "Friends and Family Discount" described at the March 25, 2016 Board Meeting by Sagent will run from May 23<sup>rd</sup> until June 13<sup>th</sup>. The advertising campaign for the 7<sup>th</sup> Daily Round Trip will run from June 13<sup>th</sup> through June 30<sup>th</sup>.

### Images of SJJPA Key Marketing and Outreach Materials

## Amtrak San Joaquins Banner #1



## Amtrak San Joaquins Banner #2





### Booth Display – Stockton Cinco de Mayo Event



### Booth Display – Sacramento Cinco de Mayo Event





## Amtrak San Joaquins Brochure – Side A

## AN AFFORDABLE WAY TO TRAVEL

Take advantage of great promotions and savings!

- **Friends & Family** - 50% discount off full-fare price (after purchase of one full-fare adult ticket). Please note that when booking, you must select "Adult" as the Passenger Type for all passengers, including Children and Seniors. In order to receive the discount fare, Also bookings must take place directly through [AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com).
- **Seniors** - Ages 62+ receive a 15% discount
- **Kids** - Ages 2-12 travel for 50% off the adult fare
- **AAA Members** - 10% discount off full-fare tickets (3-day advance purchase required)
- **Visit [AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com)** for information about other discount programs for Military Personnel, Veterans, Students, Groups, and NARP members, as well as the California Rail Pass and Amtrak Guest Rewards Program.

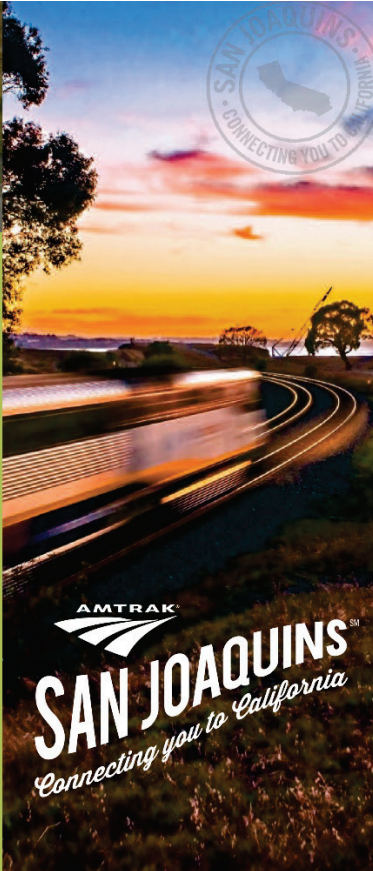


**PLAN YOUR NEXT ADVENTURE  
WITH THE SAN JOAQUINS!  
WHERE WILL YOU GO?**

Riding the San Joaquins isn't just about getting to your destination; it's also a fun and convenient way to travel where riders can truly experience their trip.



*Plan your Trip*  
AmtrakSanJoaquins.com or  
Call 1-800-USA-RAIL

[illegible]

## Amtrak San Joaquins Brochure – Side B



## CONVENIENT AND MODERN TRAIN AMENITIES

The San Joaquins offer a wide selection of amenities and services that will make your travel experience easy and enjoyable.

- **Café Car** - Feeling hungry? The on-board café offers a selection of snacks, sandwiches, small meals, and beverages.
- **Wi-Fi\*** - Catch up on email, browse the web or chat with friends with free Wi-Fi.
- **Comfortable Seating** - Catch a nap or simply enjoy the Central Valley scenery through the large picture windows.
- **Spacious Train Cars** - Stretch your legs and walk around during your trip, or visit with your friends and family.
- **Onboard Bicycle Racks** - Traveling with your bicycle? The San Joaquins feature bike racks on most cars.

Amtrak® San Joaquins<sup>SM</sup> take you up and down the Central Valley between Bakersfield, the Bay Area and Sacramento. With 365 miles of track, 18 stations, and 1.1 million annual riders, the San Joaquins are the sixth busiest Amtrak service in the United States.

This summer, an additional daily round-trip frequency will be added to the route. This brings the total to seven daily round-trips - five between Oakland and Bakersfield, and two between Sacramento and Bakersfield. Plus, connecting Thruway Bus service connects you to 135 destinations in California and Nevada.

Best of all, taking the train helps reduce air pollution and greenhouse gas emissions. Amtrak San Joaquins service helps improve our environment and gives us cleaner air to breathe.

## YOUR CONNECTION TO 135 DESTINATIONS





## Friends & Family Discount Postcard – Side A



### SAVE BIG ON AMTRAK SAN JOAQUINS WITH THE NEW “FRIENDS & FAMILY” DISCOUNT PROGRAM!

#### Save 50% on Up to Five Companion Tickets with Purchase of One Full-Fair Ticket

To book, please select “Adult” in the Passenger Type for all passengers to receive the fare (including Seniors and Children). Use discount code V665 and click the “Book Now” button to receive this discount. The discount will be automatically applied to the appropriate fare when qualifying travel is selected.

Book online at least 48 hours in advance to get this great discount. Valid for travel through January 2, 2017.



## Friends & Family Discount Postcard – Side B

Please visit [AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com) to get information on other great discount programs, including

- Seniors age 62+
- Children ages 2-12
- Students ages 17-25
- Veterans
- Active-Duty Military Personnel & Family
- AAA Members
- 10-Ride Tickets
- California Rail Pass
- Amtrak Guest Rewards
- Large Group Discount for groups of 20 or more
- Kids 'n' Trains for school & youth groups, grades K-12 or ages 5-18
- National Association of Railroad Passengers (NARP) Members

### ABOUT AMTRAK SAN JOAQUINS

In addition to offering big savings, riding the Amtrak San Joaquins is a safe, comfortable, affordable, and convenient way to travel. Trains feature spacious seating, Wi-Fi, and a Café Car. Six daily round trip trains and connecting Thruway buses bring riders to more than 135 exciting destinations throughout California and Nevada. From sightseeing to camping to visiting friends and family throughout the state, Amtrak San Joaquins takes you there!



*Plan your Trip*

[AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com)  
1-800-USA-RAIL

Follow us on social media



Friends & Family: Advertising Terms and Conditions THIS OFFER IS VALID FOR SALE BETWEEN 01MAY16- 30APR17 AND VALID FOR TRAVEL BETWEEN 03MAY16- 02MAY17. BLACKOUT DATES APPLY: 27MAY16, 30MAY16, 01JUL16, 04JUL16, 02SEP16, 05SEP16, 22-23NOV16, 26-28NOV16, 21-24DEC16, 26-30DEC16, 01-02JAN17, 17FEB17, 20FEB17, 13-14APR17, AND 17APR17. ADVANCE RESERVATIONS ARE REQUIRED A MINIMUM OF TWO (2) DAYS PRIOR TO TRAVEL. THIS OFFER IS VALID FOR UP TO (5) 50PCT OFF COMPANIONS TRAVELING WITH A PAID REGULAR (FULL) FARE ADULT. THIS OFFER IS VALID FOR TRAVEL ON THE SAN JOAQUIN AND ASSOCIATED THRUWAYS; EXCEPT NOT VALID ON THE 7000-8999 THRUWAYS. OFFER IS VALID ON THRUWAYS BETWEEN MERCED, CA AND YOSEMITE NATIONAL PARK. ALSO, VALID ON THRUWAYS BETWEEN FRESNO, CA AND YOSEMITE NATIONAL PARK. UP TO 2 CHILDREN AGES (2-12) MAY ACCOMPANY EACH ADULT AT HALF THE REGULAR FULL ADULT RAIL FARE. THIS OFFER IS VALID FOR COACH SEATS. SEATING IS LIMITED; SEATS MAY NOT BE AVAILABLE ON ALL TRAINS AT ALL TIMES. FARES ARE SUBJECT TO AVAILABILITY. THE COMPANIONS AND REGULAR FULL FARE PASSENGER MUST TRAVEL TOGETHER ON THE SAME ITINERARY AND HAVE TICKETS ISSUED TOGETHER. THE COMPANIONS ARE SUBJECT TO THE SAME RESTRICTIONS AND CONDITIONS AS THE REGULAR FULL FARE PASSENGER. IN ADDITION TO THE DISCOUNT RESTRICTIONS; THIS OFFER IS ALSO SUBJECT TO ANY RESTRICTIONS, BLACKOUTS, AND REFUND RULES THAT APPLY TO THE TYPE OF FARE PURCHASED. FARES, ROUTES AND SCHEDULES ARE SUBJECT TO CHANGE WITHOUT NOTICE. ONCE TRAVEL HAS BEGUN; NO CHANGES TO THE ITINERARY ARE PERMITTED. THIS OFFER IS NOT COMBINABLE WITH ANY OTHER DISCOUNT OFFER. OTHER RESTRICTIONS MAY APPLY. PLEASE REFER TO DISCOUNT CODE V665. AMTRAK AND SAN JOAQUIN ARE REGISTERED SERVICE MARKS OF THE NATIONAL RAILROAD PASSENGER CORPORATION.



## Student Discount Flyer



**SAVINGS 101:**

# **STUDENTS NOW SAVE 15% ON ALL AMTRAK® TRAVEL**

**LEARN MORE ABOUT THE AMTRAK STUDENT DISCOUNT**



**Enjoying your college experience but still want to travel back home or explore some new turf away from campus?**

Now you can -- for less -- with the Amtrak Student Discount. If you're age 17-25 with a valid student ID, then you're eligible for 15% off the lowest Value or Flexible Fare when you book your travel at least 3 days in advance.

**Now students receive a 15% discount** off the ticket price!

**Take Amtrak San Joaquins<sup>SM</sup> anywhere you need to go:**

- » Up and down the Central Valley from Bakersfield to Sacramento
- » Bay Area and San Francisco
- » Los Angeles and 175 other destinations (via our Thruway buses)


**Learn more at:** [AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com)

**Follow us on  
social media**



THIS OFFER IS EXCLUSIVELY AVAILABLE AT [WWW.AMTRAK.COM/STUDENT](http://WWW.AMTRAK.COM/STUDENT). THIS OFFER IS VALID FOR 15PCT OFF VALUE AND FLEXIBLE RAIL FARES. ADVANCE RESERVATIONS ARE REQUIRED A MINIMUM OF (3) DAYS PRIOR TO TRAVEL (INCLUDING UNRESERVED SERVICE). THIS OFFER IS VALID FOR STUDENTS AGES 17-25 YEARS OF AGE. THIS OFFER IS VALID FOR TRAVEL ON ALL AMTRAK SERVICE EXCEPT THE FOLLOWING: WEEKDAY ACALA EXPRESS (EXCEPT SELECT HOLIDAYS), AMTRAK/VIA RAIL SERVICE OPERATED BY VIA RAIL, AND SELECT THRUWAY SERVICE. UPON REQUEST PASSENGERS MUST PRESENT A VALID STUDENT IDENTIFICATION CARD ONBOARD THE TRAIN. NO PHOTOCOPIES OR FACSIMILES WILL BE ACCEPTED. SEATING IS LIMITED; SEATS MAY NOT BE AVAILABLE ON ALL DAYS. FARES ARE SUBJECT TO AVAILABILITY. THIS OFFER IS VALID FOR COACH SEATS; UPGRADE TO BUSINESS CLASS, FIRST CLASS, OR SLEEPERS ARE AVAILABLE UPON FULL PAYMENT OF ACCOMMODATION CHARGES. THIS OFFER IS NOT AVAILABLE ON THE AMTRAK MOBILE APP, MOBILE PHONES, OR FOR ONBOARD SALES. IN ADDITION TO THE DISCOUNT RESTRICTIONS; THIS OFFER IS ALSO SUBJECT TO ANY RESTRICTIONS, BLACKOUTS, AND REFUND RULES THAT APPLY TO THE TYPE OF FARE PURCHASED. FARES, ROUTES AND SCHEDULES ARE SUBJECT TO CHANGE WITHOUT NOTICE. ONCE TRAVEL HAS BEGUN; NO CHANGES TO THE ITINERARY ARE PERMITTED. THIS OFFER IS NOT COMBINABLE WITH ANY OTHER DISCOUNT OFFER. OTHER RESTRICTIONS MAY APPLY. AMTRAK AND ACALA EXPRESS ARE REGISTERED SERVICE MARKS OF THE NATIONAL RAILROAD PASSENGER CORPORATION.


## Earth Day Postcard – Side A



# RIDE GREEN


ON AMTRAK®

## SAN JOAQUINS<sup>SM</sup>



**YOUR NEXT TRIP THROUGH CALIFORNIA  
IS A TRAIN RIDE AWAY!**

From wine tasting to hiking to visiting friends and family throughout the state, Amtrak San Joaquins can take you there!



### SAN JOAQUINS™

*Connecting you to California*

## Earth Day Postcard – Side B



Each year over 1.2 million passengers board the Amtrak San Joaquins for pleasure and business. With 6 daily round trip trains and thruway bus connections, passengers are able to reach hundreds of exciting destinations throughout California and Nevada.

Our 91% customer satisfaction rate proves traveling by rail is one of the safest and most comfortable ways to travel.





Riding the San Joaquins is one of the cleanest and greenest ways to travel around the region.

- « Over 24 million pounds of CO2 emissions kept out of the environment
- « 100 million fewer vehicle miles traveled



Learn more at:  
[AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com)

Follow us on social media



Fares, routes and schedules subject to change without notice. Amtrak and San Joaquins are registered service marks of the National Railroad Passenger Corporation.



## Station-Specific Rack Card – Side A



### SACRAMENTO STATION & BEYOND

#### TAKE A TRAIN RIDE ON THE AMTRAK® SAN JOAQUINS™.

The station is steps away from the California Railroad Museum, Old Town Sacramento and the Sacramento River. Downtown and the Capitol are also just minutes away.



##### STATION ADDRESS

401 I Street, Sacramento, CA 95814



##### STATION SERVICES

- Open from 4:00 a.m. to Midnight
- Staffed Station with Full Ticketing Services
- Checked Baggage
- Self-Serve Ticketing Kiosks



##### GETTING TO THE STATION

- Sacramento RT Buses: Lines 15 and 30
- Sacramento RT Light-Rail: Gold Line
- Parking Available at the Station

#### DOWNTOWN SACRAMENTO AREA MAP



## Station-Specific Rack Card – Side B



#### DEPARTING THE SACRAMENTO VALLEY STATION

Avoid a flight or a stressful long drive, and take a train ride on the Amtrak® San Joaquins™. Trains leave the Sacramento Valley Station for destinations throughout the San Joaquin Valley, with connecting Thruway buses reaching the Central Coast, Bay Area, Yosemite National Park, Southern California and Las Vegas.

#### SAMPLE ONE-WAY ADULT FARES AND TRAVEL TIMES

##### FRESNO

**\$27**

2 hours and 30 minutes

##### BAKERSFIELD

**\$45**

5 hours and 25 minutes

##### LOS ANGELES

**\$59**

8 hours  
(via Thruway Bus at Bakersfield)



#### Plan your Trip

AmtrakSanJoaquins.com or  
Call 1-800-USA-RAIL



Fares, routes, schedules, services and hours subject to change without notice. Amtrak and San Joaquins are registered service marks of the National Railroad Passenger Corporation.



## Advertisement for San Joaquin Magazine



# BUY 1 TICKET AND FAMILY & FRIENDS RIDE FOR 1/2 OFF

The Amtrak® Friends and Family Discount lets you save money and stay connected. Buy 1 ticket and get up to 5 more tickets for 1/2 off! Riding on the San Joaquins<sup>SM</sup>, you'll skip the traffic as you travel together through the Valley to the Bay Area, Yosemite, SoCal and beyond.

### *Plan your Trip*

AmtrakSanJoaquins.com  
Or call 1-800-USA-RAIL &  
use discount code V665.

Follow Amtrak San Joaquins



**Friends & Family:** Advertising Terms and Conditions. This offer is valid for sale between 01May16- 30Apr17 and valid for travel between 03May16- 02May17. Blackout dates apply: 27May16, 30May16, 01Jul16, 04Jul16, 02Sep16, 05Sep16, 22-23Nov16, 26-28Nov16, 21-24Dec16, 26-30Dec16, 01-02Jan17, 17Feb17, 20Feb17, 13-14Apr17, and 17Apr17. Advance reservations are required a minimum of two (2) days prior to travel. This offer is valid for up to (5) 50pct off companions traveling with a paid regular (full) fare adult. This offer is valid for travel on the San Joaquins and associated thruways; except not valid on the 7000-8999 thruways. Offer is valid on thruways between Merced, CA and Yosemite National Park. Also, valid on Thruways between Fresno, CA and Yosemite National Park. Up to 2 children ages (2-12) may accompany each adult at half the regular full adult rail fare. This offer is valid for coach seats. Seating is limited; seats may not be available on all trains at all times. Fares are subject to availability. The companions and regular full fare passenger must travel together on the same itinerary and have tickets issued together. The companions are subject to the same restrictions and conditions as the regular full fare passenger. In addition to the discount restrictions; this offer is also subject to any restrictions, blackouts, and refund rules that apply to the type of fare purchased. Fares, routes and schedules are subject to change without notice. Once travel has begun; no changes to the itinerary are permitted. This offer is not combinable with any other discount offer. Other restrictions may apply. Please refer to discount code V665. Amtrak and San Joaquins are registered service marks of the national railroad passenger corporation.



## Advertisement for East Bay Express



# NEXT TIME, TAKE THE TRAIN!

**BUY 1 TICKET AND  
FAMILY & FRIENDS  
RIDE FOR 1/2 OFF**

The "Friends and Family" Discount lets you save money and stay connected. Buy 1 ticket and get up to 5 more tickets for 1/2 off! Riding on the Amtrak® San Joaquins™, you'll skip the traffic as you travel together to San Joaquin Valley cities and to destinations including Yosemite National Park, Southern California and beyond.

To book, go to [AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com) and click on "Friends and Family." Book online at least 48 hours in advance to get this great discount. Valid for travel through January 2, 2017. This discount can also be booked through [Amtrak.com](http://Amtrak.com) using promo code V665.

### *Plan your Trip*

[AmtrakSanJoaquins.com](http://AmtrakSanJoaquins.com) or  
Call 1-800-USA-RAIL and  
use promo code V665.

Follow Amtrak San Joaquins

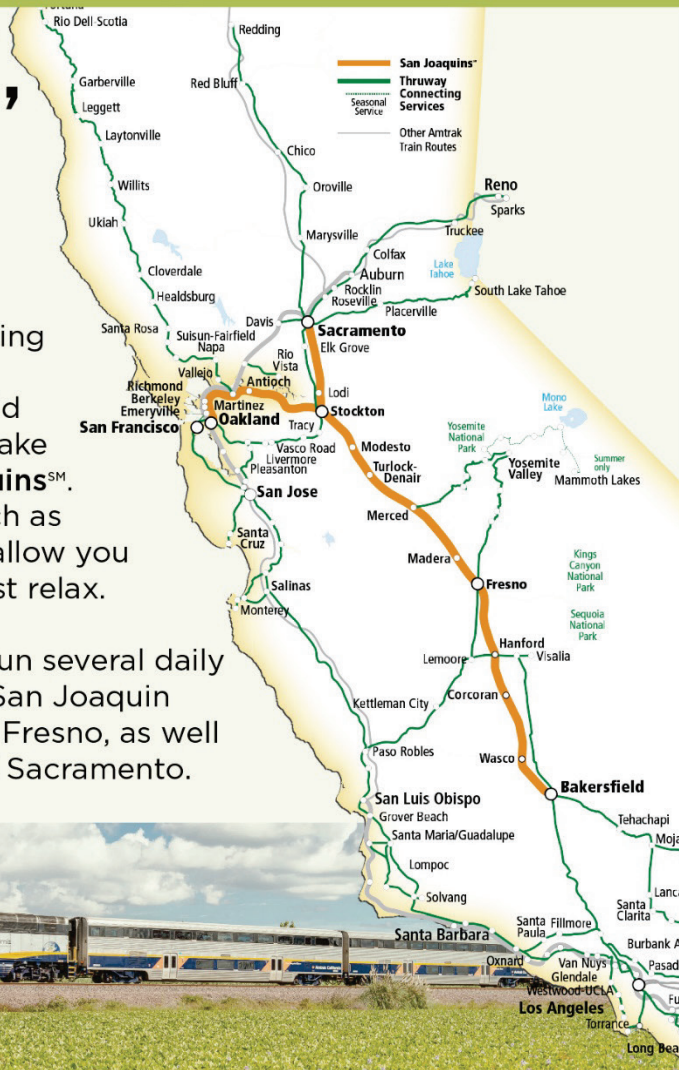


This offer is valid for sale between 01May16-30Apr17 and valid for travel between 03May16-02May17. Blackout dates apply: 27May16, 30May16, 01Jul16, 04Jul16, 02Sep16, 05Sep16, 22-23Nov16, 26-28Nov16, 21-24Dec16, 26-30Dec16, 01-02Jan17, 17Feb17, 20Feb17, 13-14Apr17, and 17Apr17. Advance reservations are required a minimum of two (2) days prior to travel. This offer is valid for up to (5) 50% off companions traveling with a paid regular (full) fare adult. This offer is valid for travel on the San Joaquins and associated thruways; except not valid on the 7000-8999 thruways. Offer is valid on thruways between Merced, CA and Yosemite National Park. Also, valid on Thruways between Fresno, CA and Yosemite National Park. Up to 2 children ages (2-12) may accompany each adult at half the regular full adult rail fare. This offer is valid for coach seats. Seating is limited; seats may not be available on all trains at all times. Fares are subject to availability. The companions and regular full fare passenger must travel together on the same itinerary and have tickets issued together. The companions are subject to the same restrictions and conditions as the regular full fare passenger. In addition to the discount restrictions, this offer is also subject to any restrictions, blackouts, and refund rules that apply to the type of fare purchased. Fares, routes and schedules are subject to change without notice. Once travel has begun, no changes to the itinerary are permitted. This offer is not combinable with any other discount offer. Other restrictions may apply. Please refer to discount code V665. Fares, routes and schedules subject to change without notice. Amtrak and San Joaquins are registered service marks of the National Railroad Passenger Corporation. Yosemite Falls in Spring - Photo: DNC Parks and Resorts at Yosemite

# NEXT TIME, TAKE THE TRAIN!

Whether you are traveling for business or just a weekend getaway, avoid frustrating traffic and take the **Amtrak® San Joaquins<sup>SM</sup>**. Onboard amenities such as Wi-Fi® and a Café Car allow you to get work done or just relax.

Amtrak San Joaquins run several daily round trips within the San Joaquin Valley to cities such as Fresno, as well as to the Bay Area and Sacramento.



**AMTRAK**  
**SAN JOAQUINS<sup>SM</sup>**  
*Connecting you to California*

*Plan your Trip*  
**AmtrakSanJoaquins.com or**  
**Call 1-800-USA-RAIL**



Fares, routes, schedules and services subject to change without notice. Wi-Fi® is a registered service mark of the Wi-Fi Alliance. Amtrak and San Joaquins are registered service marks of the National Railroad Passenger Corporation.



# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

### **Item 12**

### **INFORMATION**

---

#### **Update from Northern San Joaquin Valley Region Marketing and Outreach Team**

##### Background:

As identified in the SJJPA's approved Marketing and Outreach Plan, a key to the success of the SJJPA's marketing approach is 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. At the January 20, 2016 SJJPA Board Meeting the SJJPA approved the staff recommendation to select California Strategic Services (CSS) to carry out marketing and outreach activities in the Northern San Joaquin Valley Region.

CSS will introduce their team, describe their work program and highlight the work they have done to date and upcoming efforts.

##### Recommendation:

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

# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

### **Item 13**

### **INFORMATION**

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#### **Update from Central San Joaquin Valley Region Marketing and Outreach Team**

##### Background:

As identified in the SJJPA's approved Marketing and Outreach Plan, a key to the success of the SJJPA's marketing approach is 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. At the March 25, 2016 SJJPA Board Meeting the SJJPA approved the staff recommendation to select Jeffrey Scott Agency (JSA) to carry out marketing and outreach activities in the Central San Joaquin Valley Region.

JSA will introduce their team, describe their work program and highlight the work they have done to date and upcoming efforts.

##### Recommendation:

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

# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

**Item 14**

**INFORMATION**

---

### **Update from Kern County Marketing and Outreach Team**

#### Background:

As identified in the SJJPA's approved Marketing and Outreach Plan, a key to the success of the SJJPA's marketing approach is 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. At the January 29, 2016 SJJPA Board Meeting the SJJPA approved the staff recommendation to select Providence Strategic Consulting, Inc. (PSCI) to carry out marketing and outreach activities in Kern County.

PSCI will introduce their team, describe their work program and highlight the work they have done to date and upcoming efforts.

#### Recommendation:

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

# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

### **Item 15**

### **INFORMATION**

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#### **Social Media Update**

Staff will present an update of the social media efforts underway to help promote the Amtrak San Joaquins.

In April, SJJPA's four social media accounts – Facebook, Twitter, Instagram, and YouTube – were updated to reflect the new branding "Amtrak San Joaquins."

Currently, SJJPA staff is putting a high priority on Facebook, as this is seen as the most effective type of social media to reach most people. Daily posts are being implemented that focus on connecting our trains service to key events and destinations along the San Joaquin Corridor. See the attachment to this item, which contains several images of recent posts. Additionally, the SJJPA is soliciting content for inclusion into Facebook posts from all of our 5 marketing and outreach teams. To assist us in managing this effort, the SJJPA is currently working with Sagent, our advertising firm, to develop a long-range calendar for Facebook with the goal of mapping out several months of strategically-identified content. Finally, the SJJPA launched its paid advertising effort with Facebook earlier this month. This advertising campaign is designed to substantially increase "likes" of the SJJPA Facebook page, with a goal of netting approximately 1200 new followers over the next few weeks. Please see the attachment for this item for examples of our sponsored posts.

SJJPA's is also doing postings on Twitter, and we plan to increase the frequency significantly in the next few weeks. Additionally, we are currently working with Sagent on refining our content strategy for Twitter. Instagram and YouTube are also an important part of the overall social media plan, and we plan to utilize both Facebook and Twitter to point users to these sites.

Staff will be utilizing one of our teams to assist in the management of social media content. By centralizing the posting operation of all social media, the five marketing and outreach teams can focus on providing high quality social media content. Additionally, this will strengthen our ability to effectively monitor public comments and to develop appropriate responses, as well as conducting analytics to ensure our social media is effective and reaching intended target markets.

## Images of Amtrak San Joaquins Social Media

### Social Media Logo – Variations used for All Social Media Accounts



## Amtrak San Joaquins Facebook Page

Amtrak San Joaquins

Go to **Business Manager** to manage this Page.

[Create Page](#)

**SAN JOAQUINS**  
*Connecting you to California*

## Amtrak San Joaquins

Transportation Service

Timeline
About
Photos
Reviews
More ▾

Search for posts on this Page

---

582 people like this

Daniel Krause and 2 other friends

---

18 people have been here

---

Invite friends to like this Page

---

5.0 of 5 stars · 4 reviews  
[View Reviews](#)

---

ABOUT

Amtrak-Stockton Downtown-ACE Stn

949 E Channel St  
Stockton, CA

(800) 411-7845

Add Hours

Add Price Range

<https://www.amtrak.com/san-joaquin-train>

Impressum

Status
 Photo / Video

Write something on this Page...

**Amtrak San Joaquins** shared their event.

May 17 at 4:30pm · 🌐

Don't miss out on one of the biggest chocolate festivals in the west! Our Amtrak Modesto station is only 20 minutes away.

**PRE-SALE TICKETS**  
*Purchase before May 19th*

\$4.00

847-2244

\$6 at the gate

---

12 and under Free

Can be purchased at:


- Bank of the West - Oakdale
- Buckworth Western Wear
- Oak Valley Community Bank
- Oakdale Chamber of Commerce
- The Oakdale Leader

MAY 21

**Oakdale Chocolate Festival**  
 May 21 - May 22 · Oakdale, CA  
 3,597 people interested · 796 people going


Like
 Comment
 Share

## Sample Facebook Post – Event Related





**Amtrak San Joaquins**  
May 12 at 3:00pm · 🌐


#FresnoGrizzlies fans, knock it out of the ballpark - take the Amtrak San Joaquins to the next game!




<http://www.milb.com/schedule/index.jsp?sid=t259&m=5&y=2016>



**Team Schedule | Fresno Grizzlies**  
Schedule  
Team Schedule  
  
MILB.COM

 Like  Comment  Share 

 See Lee

 Write a comment...  

## Sample Facebook Post – Event Related + SJJPA Infographic

**Amtrak San Joaquins**  
May 10 at 1:26pm · 🌐

"We're proud to support this year's Bike to Work Day! Remember that your bike rides with you for free, every day, on Amtrak San Joaquins! #BTWD"



AMTRAK® SAN JOAQUINS™  
BIKE TO WORK DAY 2016  
Good for the Planet, Good for your Wallet!

AVERAGE COMMUTING COST:  
(PER MILE)

28.5¢ 10¢ 59.6¢

• One bike (up to 50 lbs.) rides free with each passenger!  
• Bike facilities available on all trains.

Book your ticket at  
AmtrakSanJoaquins.com

SAN JOAQUINS  
Serving the Central Valley

#AmtrakSanJoaquins  
#BTWD

Statistical data: [http://vault.sierrachub.org/jrjersonom/downloads/84646/Archives\\_0512.pdf](http://vault.sierrachub.org/jrjersonom/downloads/84646/Archives_0512.pdf)

 Like  Comment  Share 

 2

 Write a comment...  



## Sample Facebook Post – SJJPA-Attended Event

**Amtrak San Joaquins** shared See Lee's photo.  
May 1 at 2:09pm · 🌐

We'll be here until 6:00 pm - stop by!



See Lee added a new photo to Amtrak San Joaquins's timeline — at 📍 Weber Point Event Center.  
May 1 at 1:13pm · Stockton, CA · 🌐

We're here at the #EIconcilio #CincDeMayo festival at #WeberPoint in #Stockton.  
Stop by to learn more!

There's still time to hop on the #AmtrakSanJoaquins! LOTS of family fun festivities until 6pm!

 Like  Comment  Share 


 Elaine Trevino






## Sample Facebook Sponsored Post (for Desktops) – “Likes” Advertising Campaign


Suggested Page

**Amtrak San Joaquins**  
Sponsored

Next time, take the train! Like our page to get schedules, discounts and more.




**Amtrak San Joaquins**  
Transportation Service  
203 people like this.


 Like Page

## Sample Facebook Sponsored Post (for Mobile Devices) – “Likes” Advertising Campaign


Suggested Page

**Amtrak San Joaquins**  
Sponsored

Next time, take the train! Like our page to get schedules, discounts and more.



**Amtrak San Joaquins**  
Transportation Service  
203 people like this.



## Amtrak San Joaquins Twitter Page

[Home](#) [Moments](#) [Notifications](#) [Messages](#)    [Tweet](#)





**Amtrak San Joaquins**  
@SanJoaquins  
[AmtrakSanJoaquins.com](#)  
Joined January 2010

[Photos and videos](#)



TWEETS 14 FOLLOWING 1 FOLLOWERS 770 LIKES 5 [Edit profile](#)

Tweets Tweets & replies Media

**Amtrak San Joaquins** @SanJoaquins · 16m

Amtrak San Joaquins / Cabral Station Grand Entrance [youtu.be/bHvY1R6d-qc](https://youtu.be/bHvY1R6d-qc) via @YouTube



Amtrak San Joaquins / Cabral Station Grand Entrance  
[youtube.com](https://youtu.be/bHvY1R6d-qc)

[Retweet](#) [Like](#) [Reply](#) [More](#)

Your Tweet activity

Your Tweets earned **1,245 impressions** over the last **28 days**  
[View your top Tweets](#)


Who to follow · [Refresh](#) · [View all](#)

**Office Small Biz** @Office...  
[Follow](#) [Promoted](#)


**WB Tour Hollywood** @w...  
Followed by [Pacific Surfliner](#)  
[Follow](#)

54 of 84

Amtrak San Joaquins Instagram Page

 | **Instagram**

[Get the app](#) [Log in](#)





# amtraksanjoaquins


[Follow](#)


**Amtrak San Joaquins** See images of our trains, stations, & great destinations you can reach on our service, such as Yosemite, Six Flags, State Capitol, & San Francisco. [www.amtrak.com/san-joaquin-train](http://www.amtrak.com/san-joaquin-train)


7 posts   26 followers   1 following
















## Amtrak San Joaquins YouTube Page

[Home](#)
[Trending](#)

BEST OF YOUTUBE

Music
  Sports
  Gaming
  Movies
  TV Shows
  News
  Live
  Spotlight
  360° Video

[Browse channels](#)

Sign in now to see your channels and recommendations!

[Sign in](#)

YouTube Red

## Amtrak San Joaquin

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**SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

**STAFF REPORT**

**Item 16**

**INFORMATION**

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**San Joaquin Operations Update**

Operations/On-Time Performance:

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

# **SAN JOAQUIN JOINT POWERS AUTHORITY**

May 27, 2016

## **STAFF REPORT**

**Item 17**

**INFORMATION**

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### **Administrative Matters**

#### Correspondence and Announcements:

SJJPA staff participated in press conferences held on April 22 in Merced and on May 2 inference at Madera in support of the changes made to the CHSRA Business Plan. Press releases and related media stories are attached along with examples of media coverage from these events.

Please see the attached SJJPA press release for the report released by TRIP (a national transportation research group) which identifies Amtrak San Joaquins as a critical transportation priority for California. Also attached is an article by the Fresno Business Journal in response to the press release. The story was covered by several media outlets including KUZZ in Bakersfield (the top radio station in Bakersfield).

Please also see e-mails attached Mr. Spitze (May 13, 2016) and an e-mail (May 18, 2016) regarding calls from Fred and Shirley DelBarba concerning property impacts from a potential Oakley Station.

#### Recommendation:

There is no action being requested.

## Dan Leavitt

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**From:** Adam, Robin (ASM) <Robin.Adam@asm.ca.gov>  
**Sent:** Thursday, April 21, 2016 4:28 PM  
**To:** Dan Leavitt; Daniel Krause  
**Subject:** Media Advisory - Central Valley Officials Applaud Proposed Plan by High Speed Rail Authority to Construct Track Connecting Merced



**ASSEMBLYMEMBER ADAM C. GRAY  
21ST ASSEMBLY DISTRICT**

**For Immediate Release:** April 21, 2016

**Contact:** Trent Hager

**Phone:** (916) 319-2021

**\*\*\*Media Advisory\*\*\***

**Central Valley Officials Applaud Proposed Plan by High Speed Rail Authority to Construct  
Track Connecting Merced**

SACRAMENTO – Assemblymember Adam Gray, Congressman Jim Costa and Senators Anthony Cannella and Cathleen Galgiani will be holding a press conference including local officials to promote and discuss the revised High Speed Rail Authority staff recommendation presented to the Authority Board today.

Under the revised proposed plan, the Authority will construct track connecting Merced with the rest of the Initial Operating Segment (IOS), eliminating a proposed seven year delay to bring service to Merced. The new plan proposes bringing services online to Merced and Fresno simultaneously, connecting both to San Jose.

The proposed plan also includes support for connectivity planning and system improvements for ACE Rail and the San Joaquin JPA (Amtrak).

**WHAT:** Merced Connected to Valley High Speed Rail

**WHO:** Assemblymember Adam Gray  
Congressman Jim Costa  
Senator Anthony Cannella  
Senator Cathleen Galgiani

**WHEN:** Friday, April 22, 2016 at 1:30 pm

**WHERE:**     **Assemblymember Adam Gray's District Office**  
**690 W. 16<sup>th</sup> Street**  
**Merced, CA 95340**

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## **Media Advisory**

APRIL 29, 2016

Contact: Leticia Gonzalez  
(559) 662-6040  
[Leticia.gonzalez@co.madera.ca.gov](mailto:Leticia.gonzalez@co.madera.ca.gov)

### ***Community Leaders Applaud Approval of High-Speed Rail Stop at Madera Amtrak***

**What:** Local leaders from Madera County will announce their support for the California High-Speed Rail Authority's decision to locate a stop at the Madera Amtrak station. The California High-Speed Rail Authority Board of Directors authorized the stop at its meeting on Thursday, April 28, when they approved the 2016 Business Plan.

**When:** May 2, 2016 at 11 a.m.

**Where:** Madera Amtrak Station  
18770 Road 26  
Madera, CA 93638

**Who:** Max Rodriguez, Supervisor, District 4, Madera County Board of Supervisors  
Brett Frazier, Supervisor, District 1, Madera County Board of Supervisors  
Andy Medellin, Council Member, District 2, Madera City Council  
Will Oliver, Council Member, District 3, Madera City Council

**Why:** The Authority's decision will integrate the existing San Joaquin intercity rail service to high-speed rail at the Madera Amtrak station. This direct connection to the San Joaquins at Madera Amtrak will link the Phase 1 high-speed rail service to the Northern San Joaquin Valley, Sacramento and the East Bay Area. In addition to improving connectivity between the Central Valley and other parts of the state, this regional asset will enhance transportation options, create new economic opportunities and improve the quality of life for Madera County and Central Valley residents.

<http://www.mcmtvnews.com>

POSTED BY: MATTHEW GONZALES APRIL 22, 2016



MERCED, CA – At a news conference in Merced Assemblymember Adam C. Gray (D-Merced), Senator Cathleen Galgiani (D-Stockton), and Senator Anthony Cannella (R-Ceres) applauded the new recommendation by the California High-Speed Rail Authority to restore the Merced Station in the latest revision of the Authority's 2016 Business Plan. Under the recommendation, the Authority will construct track connecting Merced with the rest of the Initial Operating Segment, eliminating a proposed seven year delay.

"I was seriously dismayed by the Authority's earlier announcement to delay service to Merced," said Assemblymember Gray. "Our community has provided significant support to the High-Speed Rail project from its inception – always with the understanding that the Merced Station would be first in line. With this new commitment from the Authority, our region will be among the first to see tangible improvements, cutting commute times to San Jose to just 42 minutes by rail."

# High-speed rail leaders put Merced back on initial route

HSR board offers revised business plan

But it puts off voting to allow for more lobbying of critics

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The support structures are starting to be constructed on the new Tuolumne Street bridge in downtown Fresno that will make way for California's high-speed rail. The project is expected to take 10 to 12 months. Read more here: <http://www.fresnobee.com/news/local/high-speed-rail/article51703165.html> Craig Kohlruss  
ckohlruss@fresnobee.com

Bee staff and news services

California high-speed rail leaders proposed putting Merced back on the initial route but put off a vote Thursday on a revised business plan to give state officials more time to assuage lawmakers and citizens upset by the recent decision to first send the train to Northern California rather than the Los Angeles area.

Officials proposed changes at a [California High-Speed Rail Authority meeting in San Jose](#), where the board was expected to adopt the \$64 billion business plan. The plan calls for the bullet train to head from the San Joaquin Valley to San Jose rather than south to the San Fernando Valley as originally planned.



Frank Oliveira, photographed in 2012 on his farm near Hanford, said Thursday at the California High-Speed Rail Authority board meeting in San Jose, "Just like the past two business plans, which were deemed great ideas at the time, I expect this body will approve this business plan and we'll all be here again in four years with a different direction again." ERIC PAUL ZAMORA Fresno Bee file

In February, the board announced a revision to its business plan that would bypass Merced in the first part of the rail's construction. But at Thursday's meeting, the authority recommended a proposal that marked Merced as the starting point to the Valley section that would end in Wasco, instead of Shafter, in Kern County.

Part of the compromise to include Merced in the initial section is making the section a single rail instead of a double rail to save money, Assemblyman Adam Gray, D-Merced, said. "They publicly apologized," Gray said, calling the choice to leave out Merced "total mismanagement of their process."

The board still must officially vote on the plan, but Gray said he is confident it will be passed. If passed, the Merced high-speed rail station will open in 2025, putting it on the same timeline as the Fresno project.

Rail Authority Chairman Jeff Morales also told the board that the state will spend \$4 billion in Southern California to prepare for high-speed rail there, seeking to reassure worried officials that a recent change in plans calling for the train to head first to San Jose rather than south to Anaheim might mean the train never makes it to the Los Angeles area.

Rail officials have pitched the first segment between the Valley and San Jose for \$21 billion as the only way to ensure a usable segment gets built with the existing funding available.

"We need to look at this as a tool to help us rebuild many of these cities in the Central Valley," said board Chairman Dan Richard.

It also avoids the expensive and tricky engineering work required to tunnel through the Tehachapi mountains and delays those residents' complaints for a while.

The first stretch would begin operating in 2025, three years later and 50 miles shorter than the original planned route that would have first connected to the San Fernando Valley.

## Updates every two years

The authority is required by law to update its business plan every two years and proposals and funding projects for the system have frequently changed, leading to criticism that the latest proposal is no more likely to become reality than any of the others.

"Just like the past two business plans, which were deemed great ideas at the time, I expect this body will approve this business plan and we'll all be here again in four years with a different direction again," said Kings County farmer Frank Oliveira, a member of Citizens for High-Speed Rail Accountability, one of several groups that have sued over the project.

The revised business plan has generated renewed criticism from lawmakers and prompted a new wave of oversight legislation, including a bill approved unanimously by the Assembly Transportation Committee this

week. The bill would require the rail authority to offer projected financing costs for each segment of its business plan, something it has failed to do so far.

AB 2847 by Assemblyman Jim Patterson, R-Fresno, also would require rail officials to explain major changes to the business plan.

Still, Gov. Jerry Brown has remained a supporter of the project, which he maintains will help cut carbon emissions.

The project has about \$3.2 billion in federal stimulus funds and nearly \$10 billion in bond money approved by California voters in 2008. Lawmakers approved the first long-term funding source in the 2014-15 budget, giving the project about \$500 million a year from fees charged to polluters.

The state legislative analyst's office has noted that the rail line lacks a long-term funding source and that the cap-and-trade revenue may have already peaked.

*THE ASSOCIATED PRESS AND MERCED SUN-STAR CONTRIBUTED TO THIS REPORT*

*Read more here: <http://www.fresnobee.com/news/local/high-speed-rail/article73226152.html#storylink=cpy>*



# State officials make Merced high-speed rail stop official

State planners approved the new plan that includes Merced

The vote was expected, but is now officially part of the plans

Leaders say the station will have economic benefits in this region

April 28, 2016 3:49 PM

**Fresno Bee**

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Leaders from the California High-Speed Rail Authority have said they made a mistake in proposing to push Merced's stop back to 2029. They said they have corrected that mistake by pledging to open Merced's stop on the same day as Fresno's station in 2025. California High-Speed Rail Authority

By Thaddeus Miller

[tmiller@mercedsunstar.com](mailto:tmiller@mercedsunstar.com)

State high-speed rail planners made Merced's station official on Thursday, approving plans to send the train from the Bay Area to the Central Valley.

The latest plan for the \$64 billion project was approved by the California High-Speed Rail Authority without opposition. After proposing to take Merced's stop out of the initial operating plans, leaders added it back in with Thursday's vote.

Area elected officials celebrated last week during a news conference announcing the new plans, but they weren't official until Thursday's vote.

"This is a great day for the city of Merced and Merced County," Merced City Manager Steve Carrigan said Thursday.

The rail is a transportation investment for future generations, Carrigan said. "This isn't for us. I think we lose sight of that," he said.

Leaders from the authority have said they made a mistake in proposing to push Merced's stop back to 2029. After some prodding from elected officials from the San Joaquin Valley, the authority said it corrected that mistake by pledging to open Merced's stop on the same day as Fresno's station in 2025.

Rail board Chairman Dan Richard stressed that high-speed rail officials heard the complaints of Madera and Merced officials who were outraged when they learned plans called for their cities to be cut out of the first phase of work.

"What came out was a really vital sense of how important this connection was for including those regions," he said.

The plans detailed in February reflected the political realities, planners said, that have confronted the project in the years since 2008, when voters approved selling nearly \$10 billion in bonds for a high-speed rail network linking Northern and Southern California. The last business plan, approved in 2014, called for the entire 520-mile system to be finished in 2028 at a cost of \$68 billion.

Rail officials have pitched the first segment between the Central Valley and San Jose for \$21 billion as the only way to ensure a usable segment gets built with the existing funding available.

That's where elected officials stepped in and told the authority it was not coming through on its promise to deliver the train to Merced and improve the economy of the Central Valley.

With some engineering changes and cost savings, such as making the Merced section a single rail rather than a double, the authority and elected officials came to a compromise to bring the train to the area, officials said.

Read more here: <http://www.mercedsunstar.com/news/business/article74533067.html#storylink=cpy>



## CENTRAL VALLEY BUSINESS TIMES:

### Bullet train business plan approved

SACRAMENTO

April 28, 2016 9:03pm



- Would see Central Valley connected to Silicon Valley
- “Passenger service operations beginning in 2025”

A revised business plan for the proposed California high-speed passenger train system has been approved and sent to the Legislature.

“With existing funding and more than 119 miles of active construction in the Central Valley already underway, our 2016 Business Plan sets forth a plan to complete the construction of a high-speed rail line between Silicon Valley and Central Valley by 2024, with passenger service operations beginning in 2025,” says Board Chairman Dan Richard.

The revised plan ditches the previous effort to build tracks from the Central Valley to Southern California. That plan was scrapped because of the cost of getting over, around or through the Tehachapi and San Gabriel mountain ranges.

The new plan calls for “investments” in a Burbank to Los Angeles/Anaheim corridor; the addition of Merced to the initial route; improved connections to Amtrak via a connecting station in Madera; and a “more robust discussion” of the broader rail modernization effort in both Southern and Northern California, where high-speed rail will link to improved service provided by intercity, commuter and urban rail agencies.

The final plan includes a reduction in overall capital costs from \$67.6 billion to \$64.2 billion.

MAY 2, 2016 4:14 PM

# High-speed rail plans Madera stop

‘Connecting station’ will link Amtrak with high-speed train service

Madera leaders hope they also can land a jobs-laden maintenance facility



Madera County Supervisor Max Rodriguez talks at Madera’s Amtrak train station about a future high-speed rail stop for passengers connecting between the two systems. The state hopes to launch high-speed rail service in 2025 between San Jose and Kern County. TIM SHEEHAN [tsheehan@fresnobee.com](mailto:tsheehan@fresnobee.com)

By Tim Sheehan [tsheehan@fresnobee.com](mailto:tsheehan@fresnobee.com)

After the better part of a decade complaining about being a “fly-by” area on California’s proposed high-speed train system, Madera is poised to be another stop on the bullet-train line.

Madera city and county leaders gathered Monday at the [Madera Amtrak station](#) to hail as a victory the decision last week by the [California High-Speed Rail Authority](#) to include a “connecting station” there to link [Amtrak’s San Joaquin passenger rail service](#) with the state’s future high-speed train service.

The state rail agency’s board added the Madera stop as a component of its [2016 business plan](#) that was approved Thursday in Sacramento. It represents a departure from previous plans, which long omitted Madera from the list of prospective Valley stations for the 220-mph trains.

The \$64 billion system is planned to link San Francisco and Los Angeles by way of the San Joaquin Valley with stops in Merced, Fresno, Hanford and Bakersfield.

“Before this station, we were offered nothing but tracks” by the rail authority, Madera County Supervisor Max Rodriguez said Monday.

“I’m happy that the High-Speed Rail Authority finally started to look at Madera and put a stop here,” said Madera County Supervisor Brett Frazier. By connecting high-speed rail with [Amtrak](#) in Madera, local residents will “have new connections to educational institutions they didn’t have before, job opportunities elsewhere, and bringing that back here.”

Madera County leaders also expressed hope that having the Amtrak-HSR connection could bolster the county’s chances for being selected as a site for a heavy maintenance facility for the statewide high-speed rail system.

Valley counties from Merced to Kern have pitched locations for such a facility, which is eyed as a potential economic golden goose because of the estimated 1,500-plus jobs it could generate to service the trains.

“This stop also reinforces Madera County as the most operationally efficient place for the heavy maintenance facility ... for the region,” Frazier said. “From Merced County down to Fresno County, all of our workforces would be able to be pulled in here. Madera County is ready for not just a stop, but the heavy maintenance facility, as well.”

\$20.7 billion = Cost forecast for Central Valley – Silicon Valley high-speed rail segment

▪  
▪  
▪

„\$64.2 billion = Cost forecast for Phase 1, San Francisco to Los Angeles/Anaheim

The business plan adopted by the rail board calls for developing a \$20.7 billion segment from Kern County to San Jose. The first high-speed trains would become operational by 2025. That represents a change from earlier plans that proposed building the initial operational segment from Merced to the San Fernando Valley at an estimated cost of \$31 billion.

“Madera will be the terminus of the (Central Valley to Silicon Valley) route until we receive the remaining funding to get to Merced,” said Lisa Marie Alley, a spokeswoman for the rail authority.

Alley said the board’s decision last week to add Madera to the roster of stations was in part a reaction to comments received during a 60-day public review period.

It also aligns with a decision made by the board in February to extend the initial 29-mile construction contract northward by a couple of miles from Avenue 17 to the Amtrak station along the [BNSF Railway](#) tracks at Road 26 south of Avenue 19.

It’s also at the southern edge of the Central Valley Wye, a Y-shaped junction in the Chowchilla area where tracks will branch westward toward the Pacheco Pass, Gilroy and San Jose.

“It works from an operational perspective to have a station stop in Madera,” Alley added.

But unlike full-service passenger stations planned in other Valley cities, Madera is planned as a simple stop, Alley said.

“We will build something there to accommodate passengers” transferring between Amtrak and high-speed trains. The existing Amtrak station in Madera is merely a sheltered platform where passengers can board the trains, with no ticket office or enclosed waiting area.

Alley added that possible siting of the heavy maintenance facility played no role in the decision to add the Madera stop to the route.

“That will be selected for a place that meets our operational needs, and will be looked at and evaluated by a number of factors,” she said. “It was not part of this conversation.”

*Tim Sheehan: [559-441-6319](tel:559-441-6319), [@TimSheehanNews](#)*

*Read more here: <http://www.fresnobee.com/news/local/high-speed-rail/article75215522.html#storylink=cpy>*

May 11, 2016

**NATIONAL TRANSPORTATION RESEARCH GROUP, TRIP, RELEASES “PROJECT GREEN LIGHT” REPORT, IDENTIFYING AMTRAK SAN JOAQUINS AS CRITICAL TRANSPORTATION PROJECT IN CALIFORNIA**

*TRIP highlights essential transportation improvements that need additional funding and support*

A report released today by the non-profit organization TRIP, a national transportation research group founded in 1971, identifies the critical value the Amtrak San Joaquins line has for California’s residents and the state’s economy. TRIP provides data about transportation projects and policies that help to relieve traffic congestion, improve surface travel, road and bridge conditions, and reduce the impact on air quality, while also promoting economic development and quality of life for Californians.

Their new report, “Project Green Light: Moving California’s Critical Transportation Improvements Forward,” addresses 125 transportation improvements in California that are critically needed in the four major urban areas as well as projects across the state. The projects detailed in the report are those that are able to improve the quality of life for California residents, spur and enhance economic growth and competitiveness, and encourage job growth. Each project was rated as having a green, yellow or red light, to indicate whether the project has adequate funding, partial funding or limited or no funding available over the next five years.

In the “California Statewide” category, the report identifies enhanced service on the Amtrak San Joaquins passenger rail line as one of the top 20 most important priorities. The project is rated yellow because full funding is not yet available to meet the full need – it is listed as a critical project that aims to improve service between Bakersfield, Oakland, Stockton and Sacramento. The project would increase the number of daily round trips, implement track and signal improvements and improve stations along the route, and in turn, improve passenger train frequencies and reliability and passenger safety.

The State has acted on this need for increased service and frequency, and will begin operation this summer of a 7<sup>th</sup> daily round trip for the Amtrak San Joaquins between Oakland and Bakersfield. To increase frequency and operations along the line further, including new trips into Sacramento and the Bay Area, additional funding must be secured for capital improvements, equipment, and operating funds.

“We are pleased to see the TRIP report reinforces the importance of our rail service across the heart of California, and we appreciate its call for increased funding and support as a critical statewide priority,” said Merced County Supervisor John Pedrozo, Chairman of the San Joaquin Joint Powers Authority. “Our new 7<sup>th</sup> daily round-trip takes an important step in that direction of providing our riders with added frequency and convenience. The report emphasizes the value of the Amtrak San Joaquins line for the greater state economy and residents’ quality of life.”

California’s population has increased 16 percent since 2000, and vehicle miles traveled in the state increased by 9 percent from 2000 to 2014. Increased population and increased travel puts pressure on our state’s existing transportation infrastructure. It creates the urgent need for projects like enhancing the

Amtrak San Joaquins service to improve mobility and increase travel options. Station improvements will also help Amtrak San Joaquins better integrate with California's high speed rail line and local transit systems.

A copy of the report can be found here:

[California Project Green Light Report](#)

- [Appendix A \(Los Angeles\)](#)
- [Appendix B \(San Diego\)](#)
- [Appendix C \(San Francisco\)](#)
- [Appendix D \(Sacramento\)](#)
- [Appendix E \(Other Areas\)](#)

*The San Joaquin Rail line is Amtrak's 5<sup>th</sup> busiest route with 365 miles of track, 18 stations, and 1.1 million annual riders, and provides a safe, comfortable, reliable way to travel throughout California. The rail line connects California's San Joaquin Valley – from Sacramento to Bakersfield, and combines frequent thruway buses to seamlessly connect travelers to 135 destinations in California and Nevada.*

# # #



## **Report: Amtrak critical for California residents, economy**

Published on 05/12/2016 - 11:20 am

Written by Business Journal Staff

A report released today by the nonprofit organization TRIP, a national transportation research group founded in 1971, identifies the critical value the Amtrak San Joaquins line plays for California residents — and the state's economy.

TRIP provides data about transportation projects and policies that help to relieve traffic congestion, improve surface travel, road and bridge conditions, and reduce the impact on air quality, while also promoting economic development and quality of life for Californians.

Their new report, "Project Green Light: Moving California's Critical Transportation Improvements Forward," addresses 125 transportation improvements in California that are critically needed in the four major urban areas as well as projects across the state. The projects detailed in the report are those that are able to improve the quality of life for California residents, spur and enhance economic growth and competitiveness, and encourage job growth.

Each project was rated as having a green, yellow or red light, to indicate whether it has adequate funding, partial funding or limited or no funding available over the next five years.

In the "California Statewide" category, the report identifies enhanced service on the Amtrak San Joaquins passenger rail line as one of the top 20 most important priorities.

The project is rated yellow because full funding is not yet available to meet the full need to improve service between Bakersfield, Oakland, Stockton and Sacramento. The project would increase the number of daily round trips, implement track and signal improvements and improve stations along the route, and in turn, improve passenger train frequencies and reliability and passenger safety.

Amtrak officials have acted on this need for increased service and frequency, and will begin operation this summer of a seventh daily round trip for the Amtrak San Joaquins between Oakland and Bakersfield.

To increase frequency and operations along the line further, including new trips into Sacramento and the Bay Area, additional funding must be secured for capital improvements, equipment, and operating funds.

"We are pleased to see the TRIP report reinforces the importance of our rail service across the heart of California, and we appreciate its call for increased funding and support as a critical statewide priority," said Merced County Supervisor John Pedrozo, chairman of the San Joaquin Joint Powers Authority. "Our new seventh daily round-trip takes an important step in that direction of providing our riders with added

frequency and convenience. The report emphasizes the value of the Amtrak San Joaquins line for the greater state economy and residents' quality of life."

The report noted that California's population has increased 16 percent since 2000 — and vehicle miles traveled in the state increased by 9 percent from 2000 to 2014.

Increased population and increased travel puts pressure on our state's existing transportation infrastructure. It creates the urgent need for projects like enhancing the Amtrak San Joaquins service to improve mobility and increase travel options. Station improvements will also help Amtrak San Joaquins better integrate with California's high speed rail line and local transit systems.

## Central Valley Business Times

### Transportation lobby calls for rail, highway upgrades in Central Valley

WASHINGTON, D.C.

May 12, 2016 1:07pm

- **I-5 and Highway 99 of course, but also Amtrak, ACE Rail**
- **"The TRIP report reinforces the importance of our rail service across the heart of California"**

The Amtrak San Joaquin passenger train line is of critical value for California's residents and the state's economy, says a report Thursday from TRIP, also known as The Road Information Program, a group that lobbies for the road repair industry.

The goal is to increase the number of daily round trips between Stockton and Bakersfield and between Stockton and Sacramento. Track and signal improvements such as positive train control are needed along with station improvements to better integrate with California's High Speed Rail line and local transit systems, it says.

But while it puts the Amtrak line high on its list of projects, it's behind a number of highway improvements, foremost of which is Interstate 5 in San Joaquin County.

"There are ten capital improvement projects being proposed along I-5 from Eight Mile Road in Stockton to just north of I-205 in Lathrop, totaling \$888.6 million. Four of the projects are mainline improvement projects, which include highway widening and addition of HOV and auxiliary lanes, totaling \$624.4 million, and the other six projects are new interchange construction, or existing interchange improvements or reconstruction, which totals \$264.2 million," the report says.



Other Central Valley projects it would like to see include:

- Merced County – Highway 152. Improvements include a new alignment between U.S. 101 and Highway 156, new eastbound truck climbing lanes over Pacheco Pass, and possible toll facilities.
- Tulare, Madera and Merced counties – Highway 99. Highway 99, where construction never seems to stop, still needs widening from four to six lanes in these counties, the report says.
- San Joaquin and Stanislaus counties – ACE Rail. “The ACE expansion project consists of four vital capital projects components combining for a total of \$550 Million: (1) Purchase of additional rail equipment and upgrades to existing rolling stock and rail facilities to provide a 50 percent increase in services with two additional round trips; (2) Implement an improved safety program for the length of the route; (3) Extension of ACE services from Stockton to Modesto and (4) Lathrop/Tracy Corridor Relocation,” says the report.
- Fresno County – Highway 41. Would close the gap between the city of Fresno and the city of Lemoore, upgrading the last two-lane segment to a four-lane expressway.
- Kern County – Highway 14. This project would close the final two-lane gap on Highway 14 between Mojave and the junction with U.S. Route 395.
- Butte County – Highway 70. To provide continuous passing lane opportunities from just south of Palermo Road to just north of the Ophir Road/Pacific Heights intersection.
- Kern County – Highway 99. The project proposes to repaint the lane lines with high contrast striping and to install luminaires along the on and off ramps of each interchange within the project limits. If completed, TRIP says improving the night time visibility could reduce collisions when it’s dark by up to 15 percent.

Its new report, “Project Green Light: Moving California’s Critical Transportation Improvements Forward,” addresses 125 transportation improvements in California that it contends are critically needed. It contends the projects detailed in the report are those that are able to improve the quality of life for California residents, spur and enhance economic growth and competitiveness, and encourage job growth.

“We are pleased to see the TRIP report reinforces the importance of our rail service across the heart of California, and we appreciate its call for increased funding and support as a critical statewide priority,” says Merced County Supervisor John Pedrozo, Chairman of the San Joaquin Joint Powers Authority, which operates the Amtrak line.

TRIP says it is “sponsored by insurance companies, equipment manufacturers, distributors and suppliers; businesses involved in highway and transit engineering and construction; labor unions; and organizations concerned with efficient and safe surface transportation.”

## **Drilldown**

[Download the full report here \(TRIP report.pdf, 567 KB\)](#)

## Transportation report ranks California projects

May 12, 2016

Only 14 of California's 125 most needed transportation projects will have the funding they need by 2020, according to a report by the nonprofit transportation group TRIP.

The organization's report ranks transportation projects throughout the state.

Among the projects in the Central Valley, TRIP identified the Interstate 5 corridor through San Joaquin County, which it ranked third statewide in importance among areas outside big cities. It said 10 projects have been proposed between Eight Mile Road in Stockton and I-205 in Lathrop, totaling \$888.6 million.

Those projects include highway widening and addition of HOV and auxiliary lanes, new interchange construction, or existing interchange improvements or reconstruction.

"The North Stockton I-5 project will directly benefit the local, regional, and statewide economy by improving the flow of goods and services to and from major multi-modal facilities such as the Stockton Metropolitan Airport, the Port of Stockton and existing and future industrial, commercial, and public establishments," the report said.

The report also mentioned the SR 152 Trade Corridor Project, which involves Merced County. SR 152 Improvements include a new SR 152 alignment between US 101 and SR 156, new eastbound truck climbing lanes over Pacheco Pass, and possible toll facilities.

The report also looked at rail projects and ranked expansion of Altamont Corridor Express service from Stockton to Modesto 14th on its list.

"By providing these new services and an alternative operating nearly 3,000 passenger trips a day could be eliminated from the state and interstate highway system," the report said.

# Report: Valley Amtrak service needs upgrade

## San Joaquin Valley corridor improvements listed as a top transportation priority in the state

- [Seth Nidever Staff Reporter](#)  
May 17, 2016
- Hanford Sentinel



Passengers get on and off the 10:32 a.m. southbound Amtrak train in Hanford on Monday. A recent report found that making improvements to the San Joaquin corridor between Bakersfield and Oakland is one of the state's most critical infrastructure needs.

•

More double tracking, more trains and other infrastructure improvements to Amtrak's San Joaquin Valley are among the state's critical transportation needs, according to a recent report from national research group The Road Information Program (TRIP).

The 50-page report has priority lists for the Los Angeles metro area, the Bay Area, the Sacramento area and the San Diego area. The group lists the Valley Amtrak service as No. 11 on a list of the top-20 needed infrastructure improvements.

The group calls for increasing the number of daily round trips, implementing track and signal improvements and improving stations.

Local sources indicate that passengers coming off the train in Hanford are an important source of business revenue, especially downtown.

Nowhere is that more true than at Superior Dairy.

Superior leans heavily on a regular stream of visitors from other parts of the Valley who step off the train at the Hanford platform and make a beeline for the old-fashioned ice cream parlor.

Superior has the enviable position locally of being the first thing out-of-towners often think of when they think of Hanford.

"People who take the morning train [from Fresno], by the time they walk over here, we're still not open for another 20 minutes," said Susan Wing, co-owner of Superior Dairy. "Sometimes, there will be 30 people standing in line. You know they're from the train."

For day-trippers from Fresno — the most common source of tourism in Hanford — the first train of the day is scheduled to arrive in Hanford at 10:32 a.m.

Superior Dairy opens at 11 a.m.

Wing said the number of customers coming from Amtrak has "steadily increased over the years."

Currently, there are six daily round-trip trains operating on the San Joaquin line between Oakland and Bakersfield.

This summer, Amtrak is adding a seventh that will start from Bakersfield and arrive in Hanford about an hour earlier than the current earliest train.

That will benefit vacationers or travelers going from Hanford to Sacramento or the Bay Area, allowing them to comfortably complete the there-and-back-again journey in a day.

It won't help people use Amtrak to commute to work from Fresno to Hanford or vice-versa.

To do that, Amtrak would have to add another train to the line, this one starting from the middle — ideally, as far as Hanford residents are concerned, from Fresno.

"I believe that's going to be the eighth [train] added," said Kings County Supervisor Doug Verboon, who represents the county on the San Joaquin Joint Powers Authority that oversees Amtrak service in the Valley. "We're working on that right now."

"We all agree that we need to have a train that can start in the middle," Verboon said. "That way, people can utilize the route from the center-out, rather than from the ends in."

Verboon said one of the obstacles facing a start somewhere in the middle is the lack of sufficient double-tracking to let the train rest idle at night.

Verboon called the need for better service "really important" for Kings County residents, especially for people who need to get from Corcoran to Hanford.

“We don’t have enough KART buses to get people around and to get people from Corcoran into Hanford for medical care,” he said.

“If we had more routes and less time between trains, people would use it more,” he said. “If we could get two more routes, that would eliminate time between trains.”

Verboon said he he’d like to see funding approved for California’s high-speed rail project get shifted over to Amtrak to boost service in the Valley.

The TRIP report rates each project as having a green, yellow or red light to indicate whether the project has adequate funding, partial funding or little or no funding.

The Amtrak San Joaquin project received a yellow light rating, meaning it has some funding but not enough to complete all the recommended improvements.

The critical projects identified in the report are needed to “improve quality of life, spur and enhance economic growth and competitiveness and encourage job growth,” according to a press release accompanying the report.

E-mail from 5/13/2016:

Dan & Daniel -

I ride AMTRAK 712 from Richmond to Fresno about 45 times/year ... which means I am forced to ride your single-decker COMET cars ... hard to get on & off (actually DANGEROUS for the infirm), close to non-existent WIFI, and hard to open between-car doors.

YET .. I pay the same thing to ride on these lousy cars as I do to ride ... virtually every Monday on AMTRAK 713 from Fresno to Richmond ... on your newer, safer to board, etc double-decker cars. Therefore:

**I HEREWITH DEMAND THAT YOU CHANGE YOUR  
PRICING STRUCTURE AT  
ONCE AND CHARGE SIGNIFICANTLY  
LESS FOR TRAVEL ON YOUR ELDERLY AND  
AWKWARD COMET CARS.**

Cordially,

Jim Spitze, Executive Director  
Fisher CIO Leadership Program, Haas School of Business, UC-Berkeley  
Chairman, SCC Sequoia, [www.sccsequoia.com](http://www.sccsequoia.com)  
510-409-2888 Mobile

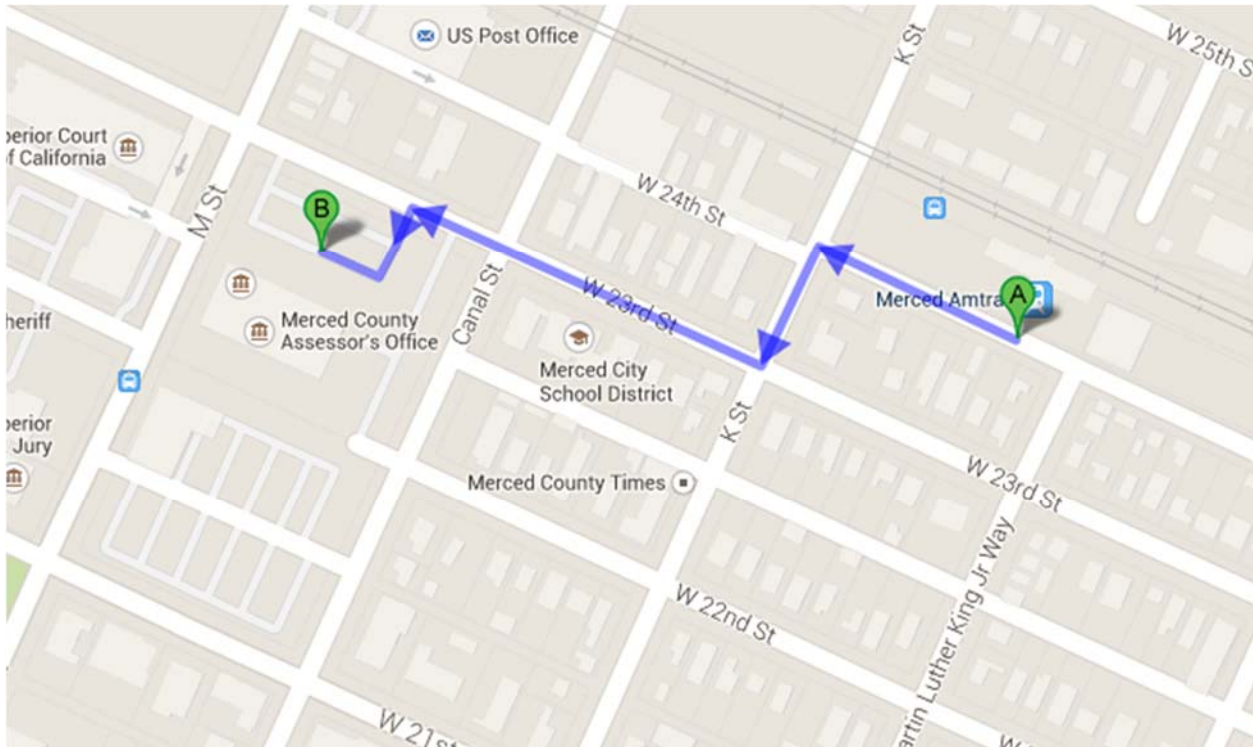
E-mail from 5/18/16: Regarding Potential Oakley San Joaquins Station

Hello Dan,

Please call Shirley DelBarba @ 925.625.2125. Shirley is Fred's wife. Fred is the gentleman with whom I spoke last week for approx. 20+ mins. concerning his family store of 100 yrs. losing its location due to potential train station construction by the city.

As always, please let me know if I can be of any assistance.

Anna K. Olide



**DIRECTIONS TO MAY 27, 2015 SJJPA BOARD MEETING**  
**AT MERCED COUNTY BOARD OF SUPERVISORS CHAMBERS**

2222 M Street, Merced at 1:30 pm

**Amtrak – San Joaquins**

Board Members, Working Group Members and members of the Public are strongly encouraged to use Amtrak to get to the SJJPA Board Meeting if possible. The time and location of the SJJPA Board Meeting is convenient for those who would like to take the San Joaquins to the meeting.

**Getting there:**

The San Joaquin Southbound 714 Daily (departing from Oakland at 10:05 am) arrives at Merced Amtrak Station at 1:01 pm. The San Joaquin Northbound 713 Daily (departing from Bakersfield at 10:05 am) arrives at the Merced Amtrak Station at 1:11 pm. The Merced Amtrak Station is about 0.25 miles from the Merced County Administration Building (see map above) it is about a 7 minute walk. Since the station is just a couple of blocks from the meeting location there will be no shuttle service provided.

**Getting home:**

The San Joaquins Northbound 715 Daily departs from Merced Amtrak Station at 4:30 pm. The San Joaquins Southbound 716 Daily departs from Merced Amtrak Station at 4:15 pm. The meeting will be adjourned by 3:30 pm.



## **Driving**

For those driving, 2222 M Street is located in downtown Merced. Merced is over 60 miles south of downtown Stockton along SR-99.

Coming from the north, take SR-99 (South). At Merced, take the Martin Luther King Jr. Way Exit toward downtown (turn left) for about 0.2 miles. Turn left on to W. 16<sup>th</sup> Street for about 0.3 miles. Turn right on M. Street (0.5 miles). The Merced County Administration Building is on the right (2222 M. Street). It takes about 2 hours to drive from downtown Sacramento to Merced. From Oakland it is also about a 2 hour drive.

Coming from the south, take SR-99 (North). At Merced, take the Martin Luther King Jr. Way Exit toward downtown (turn right) for about 0.2 miles. Turn left on to W. 16<sup>th</sup> Street for about 0.3 miles. Turn right on M. Street (0.5 miles). The Merced County Administration Building is on the right (2222 M. Street). Merced is about a 1 hour drive from Fresno.

The Merced County Administration Building has a large parking lot and there is no charge for parking, there should be plenty of available spots. There is also parking available along the nearby streets (see map above).

## **Driving from the North**

