

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

March 25, 2016 – 1:30 PM

Sacramento Historic City Hall, Meeting Room (2nd Floor)
 915 I Street, Sacramento 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

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

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

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|-----|---|---------------|--------------------|
| 1 | Call to Order, Pledge of Allegiance, Roll Call | Chair Pedrozo | |
| 2 | Consent Calendar | Chair Pedrozo | |
| 2.1 | Approve Minutes from January 29, 2016 Board Meeting | | ACTION |
| 2.2 | Approve Next Board Meeting Location and Time | | ACTION |
| 2.3 | SJPA Operating Expense Report | | INFORMATION |
| 3 | Public Comment | Chair Pedrozo | ACTION |
| | Persons wishing to address the Authority on any item of interest to the public regarding SJPA and the San Joaquin Rail Service shall state their names and addresses and make their presentation. Please limit presentations to three minutes. The Authority cannot take action on matters not on the agenda unless the action is authorized by Section 54954.2 of the Government Code. | | |
| 4 | Approve Discount Program Changes for San Joaquin Service. | Dan Leavitt | ACTION |
| 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. | Dan Leavitt | ACTION |

MEMBER AGENCIES

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

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.	Dan Leavitt	ACTION
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, 2016, and Authorizing and Directing the Executive Director to Execute the Agreement.	Dan Leavitt	ACTION
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 America Jeffrey Scott Associates 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.	Dan Leavitt	ACTION
9	Approve Branding for San Joaquin Service and Overview of Advertising Plan for FY 2015/16.	Dan Leavitt Anne Staines	ACTION
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.	Daniel Krause	ACTION
11	Approve San Joaquin Joint Powers Authority Comment Letter on California High-Speed Rail Authority Draft 2016 Business Plan.	Dan Leavitt	ACTION
12	Update on 7th Daily Round Trip Deployment	Stacey Mortensen	INFORMATION
13	San Joaquin Operations Update	Brian Schmidt	INFORMATION
14	Update from Sacramento Region Marketing and Outreach Team	Dan Leavitt Alison MacLeod	INFORMATION
15	Administrative Matters	Stacey Mortensen	INFORMATION
16	Board Member Comments	Chair Pedrozo	INFORMATION
17	Adjournment	Chair Pedrozo	

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 2.1

ACTION

January 29, 2016 SJJPA Board Meeting Minutes

The regular meeting of the San Joaquin Joint Powers Authority (SJJPA) was held at 1:00 PM, January 29, 2016 at the Stanislaus County Board of Supervisors Chambers in Modesto.

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 Member Chiesa.

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

2. Consent Calendar

2.1 Approve Minutes from November 20, 2015 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 January 29, 2015, by the following vote to wit:

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

Noes: 0

Abstain: 0

Absent: 1 Rogers

3. Public Comment

Mike Barnbaum with Ride Downtown 916 discussed issues he had during a round trip he took on the Amtrak San Joaquin on the Martin Luther King weekend to downtown Los Angeles. He said all trains were on time. There were capacity issues with the bus connection at Bakersfield because providing access to a non-ambulatory passenger caused some ambulatory passengers to be bumped until the next buses were scheduled. He mentioned there was no warning from Amtrak staff.

There were no additional public comments.

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

Executive Director Stacey Mortensen provided an update of the 2015-16 San Joaquin Intercity Passenger Rail Service Operations Contract with Amtrak. She began by introducing local Amtrak staff in the audience to acknowledge them for their efforts in negotiating the contract. Ms. Mortensen said that they are getting very close to having an agreement. Ms. Mortensen followed this with a presentation. The content of Ms. Mortensen's presentation is summarized in the Board Briefing Materials, and in Ms. Mortensen's PowerPoint slides for this agenda item (available on the website).

Vice Chair Perea noted that at the last meeting, the question was asked how to bring that OTP to 95%. Mr. Schmidt mentioned that there were still several factors causing delays. Ms. Mortensen also mentioned due to the length of the corridor it is more of a challenge to maintain a high OTP and there are a lot of extra steps required to get a good OTP.

Member Verboon mentioned that we may be getting a bad rap because San Joaquin take on so many buses compared to LOSSAN - Confirm Ms. Mortensen mentioned that Caltrans is studying the bus system, which could result in some reallocation of buses amongst the three-state corridors.

Member Chiesa asked what was in the "stations and route" budget line item. Ms. Mortensen responded that it was purely non-shared San Joaquin station expenses.

Member Johnson commented that he was getting the impression that we might be trying to force the ridership/revenue numbers to come closer together with the Amtrak numbers. Ms. Mortensen answered that estimates should be based on past performance and that Amtrak allows SJJPA to suggest estimates to them. She continued until we are able to address the service issues, the estimates need to reflect the current conditions. Member Chiesa commented that this approach was a starting point and that we are expecting growth in the future.

Member Tatzin asked how the contract is different than the LOSSAN or Capitol Corridor contracts. Ms. Mortensen responded that our contract is almost identical to the LOSSAN contract, except for the pooled-fleet arrangement.

Vice Chair Perea asked if the "maintenance of the stations" item meant trains station and whether Amtrak was responsible for this. Ms. Mortensen responded in the affirmative, but mentioned some stations are owned by cities and the situation gets very complicated. Vice Chair Perea also mentioned that the Greyhound station had moved into the Fresno Amtrak Station, and commented it is creating some challenges. He

asked whether this was an SJJPA, Amtrak, or the City of Fresno issue. Ms. Mortensen committed to looking into it.

Member Verboon asked about ADA compliance, and whether the SJJPA is liable for non-compliant stations. Ms. Mortensen reiterated the San Joaquin stations are complicated and she offered to bring back a list of station ownership and maintenance contracts.

The SJJPA Board Members had a lengthy discussion regarding whether to approve the resolution as it is written, or to directly give the Chair the authority to sign the Operating Agreement. The Board Members agreed to approve the resolution as written because of the importance of the item and that they wanted to have a unanimous decision.

(31:45) M/S/C (Blalock/Perea) to approve Item 4. Resolution Passed and Adopted by the San Joaquin Joint Powers Authority on January 29, 2016, by the following vote to wit:

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

Noes: 0

Abstain: 0

Absent: 1 Rogers

5. Approve a Mid-Day and Early Morning Full Corridor Schedule and Authorize and Direct the Executive Director to Work with the Chair in Determining the Preferred Schedule and to Negotiate Staffing with Amtrak for the 7th Daily Roundtrip Train and Execute any and All Agreements Associated with the Implementation of the 7th Daily San Joaquin Service Roundtrip ACTION

Brian Schmidt, Director of Operations, gave a presentation on the planning for the inauguration of the 7th Daily Round Trip. 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).

Member Tatzin asked what criteria the Executive Director is going to use to determine the preferred schedule. Mr. Schmidt answered a lot of it will be based on which of the schedules are most cost-effective to operate. Ms. Mortensen added that we are also making a bit of a leap of faith to make this service more available. She said they could consider a special meeting to discuss further. She mentioned that we are not sure if it will model well, but it fits with what this board is trying to do with the communities, and having them buy into this service and support it. Mr. Leavitt also commented that if we are able to get OTP up to 90%, it helps market the service much better.

Member Chiesa stated this is a big decision for us. We need something that is sellable. He continued that we need another look to feel comfortable, so a special meeting is in order. Chair Pedrozo said we know we do need the 7th Round Trip.

During public comment for this item, Mike Barnbaum mentioned that an organization he is a member of supports the full-corridor, early morning train. He also mentioned this would help with rail connections and to move people off buses from San Diego on to trains.

Nate Knodt of RTD in San Joaquin County commented that frequency and convenience always drives ridership and revenues, and that we will get more revenues than the cost of the additional service, as well as get more equipment utilization, which will eventually drive the cost down per unit of service. The Capitol Corridor went from 8 to 16 round trips a day in the early 2000s, and this was accomplished without any additional subsidy. So it might actually be financially beneficial to do the 7th Daily Round Trip.

Steve Roberts of RailPac spoke that it is his assumption that the early morning option will be the lowest cost schedule to operate. He continued that the Amtrak model is rough around the edges in regards to the bus connections, so our leap of faith will be on the estimates of connecting passengers from Los Angeles. He believes we will get more ridership on these buses than the models forecast. He also suggested SJJPA look at adding a couple connecting bus routes in the Los Angeles area.

Member Chiesa asked if now is a good time to consider extending to the Coliseum Station. Ms. Mortensen responded that negotiations will need to take place with UP, and that it may be the case that not all trains can go there. Mr. Schmidt mentioned that to avoid delays, we are looking at running trains to meet sporting events initially. Ms. Mortensen said it might be worth the money to do some analysis to determine what trains would benefit most from the connection, with emphasis on the airport connection.

M/S/C (Verboon/Perea) to approve a mid-day and early morning, full corridor schedule and authorize and direct the Executive Director to work with the Chair in determining the preferred schedule and to negotiate staffing with Amtrak for the 7th Daily Roundtrip train and execute any and all agreements associated with the implementation of the 7th Daily San Joaquin Service Roundtrip. Passed and Adopted by the San Joaquin Joint Powers Authority on January 29, 2016, by the following vote to wit:

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

6. Approve Agreement 16-J-18-00 of the San Joaquin Joint Powers Authority Authorizing a Five-Month Agreement for Advertising Services to ProProse, LLC dba Sagent for an Amount Not-To-Exceed \$465,500 from February 1, 2016 – June

30, 2016, and Authorizing and Directing the Executive Director to Execute the Agreement. ACTION

Dan Leavitt, Manager of Regional Initiatives, began the item with several acknowledgements of SJJPA staff for their hard work in preparing so many contracts on a very tight schedule. He also reviewed the process the SJJPA undertook to prepare the seven contracts, including the evaluation criteria.

Mr. Leavitt then proceeded with his presentation regarding the selection of an advertising firm. 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. Leavitt mentioned that staff was still in negotiations with Sagent and he asked the board to consider authorizing staff to hire the second placed firm if negotiations fall through.

SJJPA Council Dan Schroeder gave remarks that the purpose was to avoid having to come back to the board if negotiations fall through. Mr. Schroeder recommended that if the board chose to move forward, that the motion be to approve the staff recommendation upon completion of successful negotiations, and then if negotiations are unsuccessful, authorize staff to enter into an agreement with the next ranked proposer per the SJJPA procurement manual.

Member Blalock questioned whether these contracts were extendable. Mr. Leavitt stated that all the contracts were for 2.5 years except the advertising contract. He explained that the reason for the short duration on the advertising contract was because it is for a focused campaign to promote the 7th Daily Round Trip. Member Blalock indicated he was satisfied with this.

M/S/C (Hume/Ishida) Approve Agreement 16-J-18-00 of the San Joaquin Joint Powers Authority authorizing a five-month agreement for advertising services to ProProse, LLC dba Sagent for an amount not-to-exceed \$465,500 from February 1, 2016 – June 30, 2016, and authorizing and directing the Executive Director to execute the agreement. If negotiations are unsuccessful, authorize SJJPA staff to enter into an agreement with the next ranked proposer. Passed and Adopted by the San Joaquin Joint Powers Authority on January 29, 2016, by the following vote to wit:

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

7. Approve Agreement 16-J-22-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Five-Month Agreement for Marketing and Outreach Services in the Bay Area Region to Circlepoint for an Amount Not-To-Exceed

\$355,500 from February 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement. ACTION

Mr. Leavitt, made a presentation regarding the selection of a marketing and outreach firm for the Bay Area 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).

Member Tatzin commented Contra Costa Transportation Authority has used CirclePoint on a variety of projects and were consistently happy with them. He commented that he recognized the differences in the markets of the regions, as well as differences in the firms. He asked how this related to the different proposals and capabilities of the firms. Mr. Leavitt responded it was a combination and that for the Central Valley contracts, there was more of a focus on reaching out to non-English speaking populations, though the CirclePoint proposal certainly emphasized multi-lingual capabilities. He mentioned that the rates vary between regions, and that generally we were able to get more hours for the Central Valley firms compared with the Bay Area and Sacramento firms.

M/S/C (Tatzin/Blalock) to approve Agreement 16-J-22-00 of the San Joaquin Joint Powers Authority Authorizing a two year and five-month agreement for marketing and outreach services in the Bay Area Region to Circlepoint for an amount not-to-exceed \$355,500 from February 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 January 29, 2016, by the following vote to wit:

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

8. Approve Agreement 16-J-23-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Five-Month Agreement for Marketing and Outreach Services in the Sacramento and Northern California Region to KP Public Affairs, LLC for an Amount Not-To-Exceed \$294,000 from February 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement. ACTION

Mr. Leavitt made a presentation regarding the selection of a marketing and outreach firm for the Sacramento and Northern California 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).

No board discussion.

M/S/C (Blalock/Hume) to approve Agreement 16-J-23-00 of the San Joaquin Joint Powers Authority authorizing a two-year and five-month agreement for marketing and outreach services in the Sacramento and Northern California Region to KP Public Affairs, LLC for an amount not-to-exceed \$294,000 from February 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 January 29, 2016, by the following vote to wit:

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

9. Approve Agreement 16-J-24-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Five-Month Agreement for Marketing and Outreach Services in the Northern San Joaquin Valley Region to California Strategic Solutions, Inc. for an Amount Not-To-Exceed \$355,500 from February 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement.

ACTION

Mr. Leavitt made a presentation regarding the selection of a marketing and outreach firm for the Northern 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).

No board discussion.

M/S/C (Tatzin/Blalock) to approve Agreement 16-J-24-00 of the San Joaquin Joint Powers Authority Authorizing a two-year and five-month agreement for marketing and outreach services in the Northern San Joaquin Valley Region to California Strategic Solutions, Inc. for an amount not-to-exceed \$355,500 from February 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 January 29, 2016, by the following vote to wit:

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

10. Approve Agreement 16-J-25-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Five-Month Agreement for Marketing and Outreach Services in the Central San Joaquin Valley Region to America Hispanic Consulting Group, Inc. for an Amount Not-To-Exceed \$355,500 from February 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement.

ACTION

Mr. Leavitt made 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).

There was a motion and a second. Vice Chair Perea asked the maker of the motion and of the second to hold. Mr. Perea commented that he was surprised that for an area as large as Fresno, there were only two proposals. He mentioned maybe this was because we didn't do the outreach that should have been done. He asked for one more month to consider the item with the commitment from the Fresno COG to conduct more extensive outreach to have the opportunity to solicit more vendors. At this time he introduced Tony Boren, Executive Director of the Fresno COG.

Mr. Leavitt noted that if this contract is rejected, there would need to be a rebid, and that if we brought it back next month, it would be a similar amount of time to solicit and there would be no guarantee we would get more proposals. Vice Chair Perea said that the Fresno COG does a lot of Fresno's outreach and that there may have been a disconnect. He continued that there are other firms who do this kind of work and that they didn't know about the RFP. He asked the maker and the second to reconsider the motion.

Member Hume indicated he was not comfortable with withdrawing the motion because he felt it put the recommended firm at a disadvantage, as the bid is now a matter of public record.

Member Johnson asked counsel if this would create any liability. Counsel Dan Schroeder responded that the board has two options. One is to accept the recommendation per the procurement manual. The other is to do what is being requested, and to reject all the bids and start the process over. There is no liability as it was very clear in the RFP that JPA reserves the right to reject any and all proposals.

Vice-Chair Tatzin noted in the jurisdictions he services, they periodically reject the bids. He felt the commissioners from each of the sponsoring agencies should be comfortable with firms appointed, and with the selection process, and therefore he supported Vice-Chair Perea.

Member Chiesa asked Vice-Chair Perea if there were more talented firms out there or if there was a cheaper bid to be had. Mr. Perea responded that he knew there were firms that do this work that just didn't know about the opportunity. Member Chiesa stated he was fine to defer.

Member Hume asked Vice-Chair Perea if he wanted to offer a substitute motion. Vice-Chair Perea affirmed and offered a motion to reject the bids and direct staff to go out to bid in the Central San Joaquin Valley and bring back next month. Mr. Leavitt clarified that it would need to be done at the next board meeting scheduled for March 25, and that this is the earliest we could be ready to bring back to the board anyway. Additionally, he mentioned that in order to get more bids we would absolutely need the help of the COG.

Vice-Chair Tatzin agreed to second the motion with the understanding that the two bidders we have could resubmit.

Member Johnson asked if there was a weakness in our process in seeking out applicants for the RFP. Mr. Leavitt responded he did not believe there was a weakness in the process except that if we had been able to focus on one RFP rather than seven, we could have given more attention to working with our partners in a given region. He continued that with the help of Fresno COG and the City of Fresno there is an opportunity to do a better job.

Ms. Mortensen then commented that Fresno is the center of the universe for the San Joaquins, and it was odd that there wasn't a comparable number of firms proposing. Whether that was a lack of attention by staff or the partners, it is something to look at.

Member Ishida, mentioned that maybe he was in the same boat, as the Kings/Tulare Counties Region only received one bid. He continued that maybe they didn't do enough locally as well. Vice-Chair Perea then suggested that maybe the motion could combine both regions. Mr. Leavitt responded that while staff was comfortable with proceeding with suggested contract for the Kings/Tulare Region, the board could consider combining the two regions, which would create a larger region and possibly attract more bids. Vice-Chair Perea mentioned he was fine with amending the motion.

Member Verboon noted that for his region, they rely a lot on Fresno for marketing, and it would be good to join in with them.

Chair Pedrozo clarified the motion to reject the bids for both Items 10 and 11.

M/S/C (Perea/Tatzin) to reject the marketing and outreach contracts for both the Central San Joaquin Valley Region and Kings/Tulare Counties Region, and to combine the two regions into one for the purposes of conducting a new RFP process to select a marketing and outreach firm.

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

11. Approve Agreement 16-J-26-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Five-Month Agreement for Marketing and Outreach Services in the Kings and Tulare Counties Region to Southwest Strategies for an Amount Not-To-Exceed \$151,500 from February 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement.
ACTION

This item was not presented at the board meeting as the contract was rejected during Item 10 in the same motion that also contained the rejection of the Central San Joaquin Valley Region contract.

12. Approve Agreement 16-J-27-00 of the San Joaquin Joint Powers Authority Authorizing a Two-Year and Five-Month Agreement for Marketing and Outreach Services in the Kern County Region to Providence Strategic Consulting, Inc. for an Amount Not-To-Exceed \$151,500 from February 1, 2016 – June 30, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement.
ACTION

Mr. Leavitt made a presentation regarding the selection of a marketing and outreach firm for the Kern County 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).

M/S/C (Tatzin/Blalock) to approve Agreement 16-J-27-00 of the San Joaquin Joint Powers Authority authorizing a two-year and five-month agreement for marketing and outreach services in the Kern County Region to Providence Strategic Consulting, Inc. for an amount not-to-exceed \$151,500 from February 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 January 29, 2016, by the following vote to wit:

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

Following the vote, member Johnson asked if there is enough staff to handle the management of all these teams and to monitor the effectiveness of these efforts, and how would we handle teams if they begin to lag. Mr. Leavitt responded that the board has the ability to get out of these contracts virtually at any time. Mr. Leavitt mentioned that the JPA is planning to bring on more staff. He also said he believes the teams brought on are good. He also said we have a good story, which will assist in the marketing efforts. He continued that we will also be tracking effectiveness.

Member Johnson then requested we come back with a simple flow chart that can show the performance and gauge where teams are behind, etc. Ms. Mortensen then said given the high dollar activity, that staff will give the board a report every meeting. Mr. Leavitt also said that he will have the consultants present at board meetings periodically.

Member Chiesa suggested staggering the contracts next time.

Chair Pedrozo mentioned that the board should meet with the consultants.

13. San Joaquin Valley Rail Committee Update

Daniel Krause, Senior Planner for the SJJPA, gave a presentation to update board members on the status of the recently reorganized San Joaquin Valley Rail Committee (SJVRC). 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).

Following the main presentation, Mr. Krause discussed the desire of the SJJPA to encourage participation at SJVRC meetings, and one way to do this is to develop a policy to reimburse the travel expenses of committee members. Mr. Krause asked for the board's direction, and board members indicated their support in having SJJPA staff develop this policy.

14. Potential Transit and Intercity Passenger Rail Capital Program SJJPA Applications for April 2016

Mr. Leavitt made a presentation regarding the status of SJJPA's application for a grant under the Transit and Intercity Passenger Rail Capital Program. Mr. Leavitt said the focus of the application for this year is the 8th Daily Round Trip as well as a component for equipment. He also mentioned that the 8th Daily Round Trip would be a mid-corridor start/end. 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 Ishida suggested that Fresno be the location for the mid-corridor start/end, as Fresno is the center of the non-attainment area for pollution in the Valley. Mr. Leavitt added that Fresno is the biggest market for the San Joaquins so it is important to serve that market while still making sure we have the train arrive by 8 am in Oakland.

15. San Joaquin Operations Update

Mr. Schmidt made a presentation to update the board on 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).

Chair Pedrozo remarked on a trip his wife recently made on the service on a Sunday evening. There was a delay and there was a lack of updates on what was happening in regards to the delay. He asked if there was a way to let passengers know. Mr. Schmidt responded that there was a failure of communication. It is Amtrak's intention to get this information out. Chair Pedrozo, said there needs to be better communication and more outreach to let passengers know. Mr. Schmidt committed to working with Amtrak staff to work to improve this.

Mr. Schmidt continued his presentation, focusing on the various causes of delays. In response to delays caused by late arriving connecting buses, Ms. Mortensen expressed anger about the situation and committed to solving this problem.

Vice-Chair Perea expressed thanks for the information. He expressed that Valley leaders meant it when they wanted to do something different, and acknowledge that SJJPA staff takes this seriously.

Chair Pedrozo asked about what the process of establishing a quiet zone on behalf of Mr. Rucker, a business owner from downtown Merced. Mr. Schmidt responded that a city would make a request for a quiet zone to the railroad, and then the railroad would come back with their requirements for the quiet zone and the costs to implement. Mr. Leavitt added he also had discussed this with Mr. Rucker. He then cautioned that quiet zones require cities to take on liability, whereas utilizing wayside horns instead removes the liability because they meet all the requirements of the railroad. He mentioned wayside horns can still greatly reduce the noise and that it was at least worth investigating, though he acknowledged the challenge is getting the resources to conduct this investigation. Mr. Leavitt did mention that the SJJPA is looking at identifying resources for that part to the corridor. He continued that ACE is implementing wayside horns in Sunol. He also mentioned that ACE is getting them up within a year and that a quiet zone can take years to accomplish. Chair Pedrozo mentioned that in addition to Mr. Rucker, other business owners are starting to complain. Mr. Leavitt then mentioned that community leaders could go visit Escalon to see how the wayside horns are working there and talk to officials and see how happy they are with them.

Member Verboon asked if there was a compliance department to make sure these concerns are legitimate. Mr. Leavitt responded that he believed the concerns are legitimate as trains are now being held downtown and they are blowing their horns through downtown. He also mentioned that this problem is not because of San Joaquin trains, but rather freight trains. Ms. Mortensen offered that the SJJPA can still help communities with rail issues. Chair Pedrozo added that it is becoming more and more of an issue.

Mr. Leavitt mentioned that he was setting up a meeting with City Manager of Merced and invited Chair Pedrozo and he agreed.

Member Blalock suggested the creation of an off-agenda memo to board members so they have a document in hand about how to deal with these noise issues and how to start the process to address them. Chair Pedrozo concurred.

Member Blalock then brought up the desire for new stations in Oakley and Hercules. He then suggested a future item to discuss developing standards that would help determine how long to operate a station, and for stations not performing well, when to shut them down. Mr. Leavitt added that as part of the cap and trade application, we will be looking at different stations, including ridership, parking issues, as well as potential new stations, and that we could do stations guidelines as part of that.

16. Administrative Matters or Announcements

Ms. Mortensen made a presentation regarding administrative matters with a focus on an update of the SJPA Business Plan she explained that the 2016 Business Plan would be a minor update of the 2015 Business Plan, and will be brought to the board at the March meeting. She also discussed the PTC extension, and that we want more of cap and trade funds to go to intercity rail. The content of Ms. Mortensen's presentation is summarized in the Board Briefing Materials (also available on the website).

17. Board Member Comments

Member Chiesa introduced several local officials and then he mentioned that Stanislaus County is going for a ½ cent sales tax this November. He mentioned they are an aspiring county. He said as a component of the measure, they have some money for rail. He continued that the rail component is not specific, so while they are trying to get ACE down to the County, the funds could also be applied for Amtrak. He then gave an account of a San Joaquin Partnership meeting that was organized at Cal State Stanislaus in Turlock, which is about 4 miles west of Turlock/Denair station. The Vice Mayor of Hanford rode the train to station from Hanford and then when he got there he tried Uber and there were none available. He finally had to get a Uber from Merced. He then commented that this really showed a connectivity problem.

Member Chiesa then described a recent trip to Sacramento and visit to several legislators to discuss why rail is important and why the 7th and 8th trips are important. He reported that they are looking at some funding options. It appears there is interest in improving rail service and capacity between Stockton and Sacramento since we only have two round trips a day and said there may be another corridor or increasing capacity on the existing corridor. He also said he and Ms. Mortensen met with high speed rail officials. He said there were some real positive interactions. He said he is trying to make the conversations as comprehensive as possible. He also believes HSR will never go north of Merced, and feels a JPA like this can do a good job in pursuing better rail service to Sacramento.

Member Ishida mentioned that he attend the California Sustainable Freight Action Plan webinar in Fresno. He said the group is a result of the Governor's executive order and this was the first time he had seen the ARB participating. He mentioned they are focusing on clean locomotives and clean transit, and he believes there is an opportunity for SJJPA to get involved. Mr. Ishida mentioned three groups all working on freight issues and expressed concern about how do we mesh the three together. He doesn't want to see the efforts diverge. Member Ishida sees opportunity to marry freight and passenger rail on capacity and he believes there money available.

Ms. Mortensen brought up the federal Fast Track legislations contains money for trade corridors. She believes California is good position to take advantage of this funding, especially if the freight and passenger lines are married up. And if those efforts are united, we will be in very good position to get some money, but if efforts are fragmented, it will not play well in DC. Member Ishida added that Dan and himself will have a better idea of what the rail advisory committee will need to do after the next meeting.

Member Chiesa noted that he had serviced on the San Joaquin Valley Rail Committee as Chair before. He said there is so much talent out there that knows about the rail system, and he glad it is active again. Ms. Mortensen mentioned she had been put on committee in 1994.

18. Adjournment

Chairman Pedrozo adjourned meeting.

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 2.2

ACTION

Approve next SJJPA Board Meeting Location and Start Time

Background:

Staff proposes Merced (Board of Supervisors Chambers) at 1:30 pm for the May 27, 2016 SJJPA Board Meeting.

The meeting time is 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

March 25, 2016

STAFF REPORT

Item 2.3

INFORMATION

SJJP Operating Expense Report

Please see the attached SJJP Operating Expense Report for the 6 months (July 1, 2015 – December 31, 2015).

San Joaquin Joint Powers Authority
Operating Expense Report
For The Six Months Ended December 31, 2015
50% of Budget Year Elapsed

OPERATING EXPENSES	SJJPA FY 15-16 ALLOCATION	EXPENSE TO DATE	YTD PERCENT EXPENDED
Project Management, Services & Supplies			
Salaries/Benefits/Contract Help	1,278,549	498,994	39.0%
Office Expense	5,125	1,434	28.0%
Subscriptions/Periodicals/Memberships	3,690	-	
Office Equipment Lease	13,885	4,789	34.5%
Computer Systems	10,000	-	
Communications	6,379	-	
Motor Pool	9,611	3,054	31.8%
Transportation/Travel	30,000	3,580	11.9%
Training	2,500	382	15.3%
Audits Regulatory Reporting	15,000	-	
Professional Services Legislative	75,000	-	
Professional Services Legal	50,000	15,160	30.3%
Professional Services General	10,255	162	1.6%
Publications/Legal Notices	5,258	-	
Indirect Overhead Applied	-	66,834	
Project Management, Services & Supplies Subtotal	1,515,252	594,390	39.2%
Contracted Services			
Maintenance of Headquarters Structures/Grounds	19,009	-	
Insurance	2,700,000	19,388	0.7%
Insurance Management Fees	5,000	-	
Security Services/Safety Program	25,000	-	
Strategic Development & Communication	1,000,000	28,241	2.8%
Professional Services Operations	50,000	4,324	8.6%
Communications, Operations	20,000	84	0.4%
San Joaquin Intercity Rail Operations	40,897,063	-	
		-	
Contracted Services Subtotal	44,716,072	52,037	0.1%
TOTAL OPERATING EXPENSES	46,231,324	646,427	1.4%

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 4

ACTION

Approve Discount Program Changes for the San Joaquin Service

Background

SJJPA will work with Amtrak and Caltrans to develop fares ensuring the service is attractive and competitive with other modes of transportation along the corridor. Available ticket types on the San Joaquins are: one-way, roundtrip, 10-ride tickets and monthly passes. The 10-trip ticket is valid for 45 days from date of first use and can be used by more than one person at a time. The multi-ride tickets, and tickets purchased by seniors, students, military personnel and children under age 15 are sold at a discounted rate. Additionally, Amtrak provides reduced fares for certain national partners, such as AAA members, and for groups of more than 20 people.

Amtrak has suggested that a likely factor in the decrease in San Joaquin ridership over the last two years has been the very low cost of gas. Low gas prices particularly impact those who would be traveling in a group and could save cost by carpooling. Survey data has shown that a very high percentage of San Joaquin passengers travel alone (Amtrak's 2013 passengers survey estimate 72%). In order to encourage more small group and large group travel, a focus of the SJJPA grassroots marketing, social media and the Amtrak San Joaquin webpage will be the promotion of the group discounts available to San Joaquin passengers.

The Capitol Corridor has a small group discount program they call "Friends and Family" – which is highly promoted by the Capitol Corridor JPA in their marketing efforts. This program enables small groups of 2 to 6 passengers to travel for less every day of the week. Passengers that buy one full fare ticket save 50% on up to five companion fares with the Friends and Family discount. Friends and Family ticket must be purchased at least two days in advance of travel and cannot be used during peak holiday travel periods. SJJPA staff, and the Marketing and Outreach teams are in agreement that the Friends and Family discount program would be preferable for the San Joaquin service over the current 10-trip ticket. It is much easier to understand and to market. It is also more flexible and a better discount for the passengers. The SJJPA Working Group and San Joaquin Valley Rail Committee both believe that this program would be helpful for increasing San Joaquin ridership. Full details of the Capitol Corridor Friends and Family Program are attached.

Following the model of the Capitol Corridor, a similar "Friends and Family" discount program is proposed to be established for the San Joaquins. 10-ride tickets would

continue to be offered, but would now be restricted for use by one person and valid for 60 days from the first use.

A couple of additional changes are also recommended for the San Joaquin service. With the exception of the Friends and Family Program, the San Joaquin has basically the same discount programs offered by the Capitol Corridor. However, the Capitol Corridor offers a 15% student discount as opposed to a 10% discount offered on the San Joaquin (and other Amtrak services). In addition, the Capitol Corridor "Group Rate" discount is clearly stated as 30% off the full ticket price (with the existing San Joaquin program it is unclear what the discount is). Staff recommends increasing the student discount to 15% and using a 30% group rate discount.

It should be relatively simple for Amtrak to deploy these program changes for the San Joaquin service since these are already in place for the Capitol Corridor.

Fiscal Impact:

There is no fiscal impact to the SJJPA. These discount program changes are expected to increase revenue and ridership for the San Joaquin service.

Recommendation:

Approve adopting a "Friends and Family" program enabling small groups of 2 to 6 passengers to travel for less every day of the week (except peak holiday periods). Passengers that buy one full fare ticket save 50% on up to five companion fares with the Friends and Family discount. 10-ride tickets would continue to be offered, but would now be restricted for use by one person and valid for 60 days from the first use. The student discount program will also be increased to a 15% discount and the discount for large groups (20 or more) will be set at 30% off the full ticket price.



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NEXT STOP: FRIENDS & FAMILY

1/2 OFF COMPANION FARES EVERYDAY UP TO 6 PEOPLE



**Record Ridership
For Super Bowl 50**
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For schedules, fares, trip-planning and train status call 1-877-9-RIDECC (1-877-974-3322)
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Stay Connected:

FRIENDS AND FAMILY

Special Offers

Promotions & Partners

Next Stop: Friends and Family Half-Price Fares

Buy one full fare ticket and save 50% on up to five companion fares, every day of the week!

For an unforgettable family or group outing, get onboard, sit back, and relax as you enjoy plenty of legroom and the incredible views on the Capitol Corridor. When you buy one full-fare ticket, up to five people can travel with you for 50% off. This online-only discount offer must be booked at least 48 hours in advance and is valid for travel through January 2, 2017.

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.

Book your Friends and Family getaway today!

One Way / Round Trip
BUY NOW

Offer Terms & Conditions

- Exclusively available at CapitolCorridor.org.
- Valid for sale December 31, 2015 - December 31, 2016.
- Valid for travel January 2, 2016 - January 2, 2017.
- Blackout dates: February 7, 2016; November 22-23 and 26-28, 2016.
- Advance reservations are required a minimum of two (2) days prior to travel.
- Valid for travel on the Capitol Corridor and associated Thruways; except not valid on the 7000-8999 Thruways series; offer is not valid on trains #523 and #542.
- This offer is valid for travel on Thruways that serve the following cities only: San Francisco, Auburn, Rocklin, Roseville, and Colfax, California.
- Travel is prohibited on all additional Thruways that serve the Capitol Corridor route.
- Valid for coach seats only; no upgrades permitted.
- Seating is limited; seats may not be available on all trains at all times.
- Companions and regular (full) fare passenger must travel together on the same itinerary and have tickets issued together.
- 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 are subject to availability.
- Fares, routes, and schedules are subject to change without notice.
- Once travel has begun, no changes to the itinerary are permitted.
- Not combinable with any other discount offer.
- Other restrictions may apply.

NEXT STOP: FRIENDS & FAMILY

1/2 OFF COMPANION FARES EVERYDAY UP TO 6 PEOPLE



This online-only discount offer is valid for travel now through January 2, 2017. Passengers purchasing one regular (full), adult train fare can bring up to five companions for 50% off. This deal can only be booked through December 31, 2016.

One Way / Round Trip
BUY NOW

Friends and Family Discount

Small groups of 2 to 6 passengers can travel for less every day of the week. Buy one full fare ticket and save 50% on up to five companion fares with the [Friends and Family](#) discount.

AAA Discount

If you are an American Automobile Association (AAA) member with a membership card, you are eligible for a 10% discount on your ticket.

- When purchasing tickets online or from a Quik-Trak machine, you will be prompted to enter your AAA membership number.
- When purchasing tickets from a staffed station, you must show your membership card to the agent.
- Tickets must be purchased at least 3 days in advance of travel.

Child Discount

Kids ages 2-12 ride 1/2 price everyday when traveling with an adult. Passengers age 13-15 will be required to pay the adult fare on all trains.

- When purchasing tickets, please must indicate that you are traveling with a child/children.
- Up to two (2) children, ages 2-12, may accompany each paying adult 18 or older.

Senior Discount

Seniors 62 years of age and older are eligible for a 15% discount on their ticket. Passengers must show proof of age when purchasing tickets.

Disabled Passenger Discount

Capitol Corridor offers a 15% discount to persons with a physical or mental disability.

- Discounted tickets can only be booked from a ticket counter at a staffed station.
- Passengers must provide written documentation of disability at ticket counter and when boarding train.
- Acceptable documentation includes: transit system ID card. Membership card from disabilities organization, or letter from physician.
- This discount cannot be combined with any other discount programs.

Find

Student Discount

Students with a valid [Student Advantage Card](#) are eligible for a 15% discount on their tickets.

- When purchasing tickets online or from a Quik-Trak machine, members will be prompted to enter their membership number.
- When purchasing tickets from a staffed station, members must show their card to the agent.
- Tickets must be purchased at least 3 days in advance of travel.

Veteran's Discount

Veterans with a valid Veterans Advantage Members Card are eligible for a 15% discount on their tickets.

- When purchasing tickets online or from a Quik-Trak machine, members will be prompted to enter their membership number.
- When purchasing tickets from a staffed station, members must show their card to the agent.

Military (Active-Duty) Discount

Active-duty US Military Personnel along with their spouses and their dependents eligible for a 10% discount.

- A valid active-duty United States Armed Forces identification card is required.
- Tickets must be picked up at a staffed station.

NARP Discount

National Association of Railroad Passengers (NARP) members are eligible for a 10% discount on their ticket.

- When purchasing tickets online or from a Quik-Trak machine, you will be prompted to enter your membership number.
- When purchasing tickets from a staffed station, members must show their card to the agent.
- Tickets must be purchased at least 3 days in advance of travel.

Group Travel Discount

The Capitol Corridor offers group travel discounts and benefits to parties of 20 or more traveling together between the same origin and destination.

[Visit Group Travel >](#)

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Buy Tickets

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Promotions

Group Travel

• Train Treks

• Reservation Form

Ticket Policies

eTicketing

Group Travel In Northern California

Schools, community groups, senior centers, alumni groups and service clubs are all discovering that we offer a fast, convenient way to travel in Northern California.

Groups of 20 Passengers or More

If you are planning to travel with a group of 20 or more passengers, you are eligible for a group discount of 30% off the full fare ticket price. Due to space restrictions, groups of 20 or more traveling together must make an advance reservation with the Capitol Corridor Group Desk. You must make your reservation request **at least 21 days in advance** of your travel date by completing the [Online Group Travel Reservation Request Form](#).

Teachers, please refer to our [Train Treks for Kids](#) program for your classroom field trip.

Complete the Online Group Travel Reservation Request Form

[Complete the form](#) and if your travel is approved for the requested date, you will receive a reservation number and confirmation letter via fax or email within 6-8 business days. Please provide an alternate date on the Group Reservation Request Form in case your first choice is denied. After submitting the request form, adjustments cannot be made; a new request must be submitted in order to make changes to your itinerary.

Confirmed Travel - Next Steps

If your trip request is approved, you'll receive a confirmation packet via email. Along with your confirmation documents, you will be sent a blank Passenger Name List, which we must receive at least **10 days** prior to your trip. Your Passenger Name List must be received before you can pick up your ticket. Tickets may then be purchased at any staffed station, at least **seven** days prior to your date of travel.

[Get Started Today - Online Group Travel Reservation Request Form](#)

2016 Blackout Dates:

January 2-3

February 12

February 15

March 24-25

March 28

Valid for sale May 1, 2015 - April 9, 2016

Valid for travel May 24, 2015 - April 30, 2016

Group Travel Changes for 2015-2016:

In July 2015, Capitol Corridor reduced the number of cars on certain trains with lower ridership to improve operational and cost efficiencies (see [News story](#)). Due to this change, Group Travel space limits on some trains were reduced, to ensure a comfortable ride for regular riders as well as groups. Under the new group travel space limits, most trains are unable to carry groups larger than 60-75 passengers.

We will continue to review reservation requests individually to determine whether or not there is space available for your group, based upon the latest ridership data. However, please note that if you have traveled with a large group in past years, you may need to do one of the following: reduce your group size, break the group into two separate days, or find alternative transportation.

Travel on bus connections between Emeryville and San Francisco is typically limited to groups of 40 or fewer passengers. We recommend connecting to BART at Richmond or Oakland.

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 5

ACTION

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

Background

In order to continue the administrative responsibilities of the San Joaquin rail service, the San Joaquin Joint Powers Authority (SJJPA) must develop and approve a Business Plan to be submitted to the Secretary of the California State Transportation Agency (CalSTA) by April 1 each year.

The 2016 SJJPA Business Plan is a minor update of the 2015 SJJPA Business Plan. The 2016 SJJPA Business Plan is for fiscal years 16/17 and 17/18, includes the updated numbers for the Amtrak budget and the SJJPA administrative costs, and updates portions of the 2015 Business Plan Update which were out-of-date. The 2016 SJJPA Business Plan was reviewed by the SJJPA Working Group and the San Joaquin Valley Rail Committee and was made available to the public on the SJJPA website.

Key edits were made to the following Chapters and the Executive Summary was edited to reflect these changes:

Chapter 5 (Existing Trainsets & New Equipment): A paragraph was added at the end of the chapter to report that the expected delivery of the new bi-level equipment has been delayed until sometime in late 2017 (they were scheduled for delivery in mid-2016).

Chapters 6 (Operating Plan and Strategies) and 15 (Consideration of Other Service Expansion and Enhancements): Oakley has been added as a potential new San Joaquin Station to be investigated. Study of the potential to shift service from the Stockton "San Joaquin Street" station to the Robert Cabral (ACE) Station in downtown Stockton was also added. An operations optimization study was (which is part of the Cap & Trade grant application) was highlighted.

Chapter 9 (Establishment of Fares): Added information regarding changes to San Joaquin discount program to include a "Friends and Family" group rate (along with a change in the 10-ticket multi-ticket policy).

Chapter 11 (Marketing and Outreach): Added information about the marketing and outreach teams which have been brought on to do grassroots marketing.

Chapter 13 (Annual Funding Requirement):

- FY 2016/17 the "operating shortfall" for the San Joaquin service estimate is \$46.0 million this is a 3.0% increase from FY 2015/16. The increase includes an

estimated \$7.4 million for the operation of the 7th daily round trip. For FY 2017/18 the San Joaquin operating subsidy is estimated to be \$46.2 million.

- Amtrak is projecting San Joaquin FY 16 ridership at 1.18 million passengers and ticket revenue at \$40.4 million. For FY 17 (October 2016 – September 2017) Amtrak is projecting San Joaquin ridership at 1.25 million and ticket revenue at \$41 million. Amtrak does not yet have San Joaquin ridership and revenue forecasts for FY 18.
- SJJPA administrative costs for FY 2016/17 are estimated at \$1,730,160 (they were previously estimated at \$1,669,120), for FY 2017/18 these costs are estimated at \$1,821,668.
- A revised org chart (Table 13.1) reflecting an updated staffing plan for the SJJPA. The staffing plan moves Marketing and Outreach responsibilities under the Manager of Regional Initiatives, and adds a “Planning Analyst” under the direction of the Manager of Regional Initiatives to assist with connectivity to other modes, stations (facilities and parking), station area development, food services, analyzing service data and other planning activities. The Planning Analyst position is shared between the ACE service and the SJJPA.

Chapter 15 (Consideration of Other Service Expansions and Enhancements): The table showing the SJJPA’s 10-year capital improvement program was added. It was reported that the 7th daily round trip selected by SJJPA was the “early morning” schedule.

Chapter 17 (Safety and Security): This chapter was edited so that it includes focus on passenger safety onboard San Joaquin trains and at San Joaquin station areas.

Please refer to the 2016 SJJPA Business Plan attached. This is a “track-change” version. Once the 2016 Business Plan is approved, a final (clean version, with any changes from the Board) will be produced and will be submitted to CalSTA and it will be uploaded to the SJJPA webpage. This action requires a 2/3 majority vote of the SJJPA.

Fiscal Impact:

Approval of the 2016 Business Plan is required for the SJJPA to continue managing the San Joaquin Service and receive funding from the State for the administration, marketing, and operations for the San Joaquin service.

Recommendation:

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

SJJPA RESOLUTION NO. _____

**RESOLUTION OF THE GOVERNING BOARD OF THE SAN JOAQUIN JOINT
POWERS AUTHORITY ADOPTING THE 2016 SAN JOAQUIN JOINT POWERS
AUTHORITY BUSINESS PLAN**

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

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

WHEREAS, in order to continue with the administrative responsibilities of the San Joaquin rail service, the SJJPA must develop and approve a Business Plan to be submitted to the Secretary of the California State Transportation Agency by April 1 each year.

NOW THEREFOR BE IT RESOLVED, that the Governing Board of the San Joaquin Joint Powers Authority hereby adopts the 2016 SJJPA Business Plan.

PASSED AND ADOPTED, by the SJJPA this 25th day of March, 2015, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

SAN JOAQUIN JOINT
POWERS AUTHORITY

Stacey Mortensen, Executive Director

John Pedrozo, Chair

2016

BUSINESS PLAN

UPDATE



SAN JOAQUIN JOINT POWERS AUTHORITY



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EXECUTIVE SUMMARY

The Intercity Passenger Rail Act of 2012 (Assembly Bill 1779) signed by Governor Brown on September 29, 2012, permitted the establishment of the San Joaquin Joint Powers Authority (SJJPA), and enables SJJPA to enter into an Interagency Transfer Agreement (ITA) with the State to transfer the administrative responsibilities of the San Joaquin Intercity Passenger Rail Service (“San Joaquin service” or “San Joaquins”) from the State to SJJPA. The ITA ~~wasis expected to be~~ signed ~~onby~~ June 29, 2015.

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

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

The primary purpose of this Business Plan Update is to identify SJJPA’s intentions for State Fiscal Year (FY) 201~~65~~/176 and FY 201~~76~~/187 in its proposed management of the San Joaquin service (Bakersfield-Fresno-Stockton-Sacramento-Oakland). This Business Plan Update summarizes the service and capital improvements that have contributed to the success of the San Joaquin service and identifies improvements to sustain its growth. This SJJPA Business Plan Update will be submitted to the Secretary of the California State Transportation Agency (CalSTA).

History of San Joaquin Service

The San Joaquin service began March 5, 1974 with one round-trip between Oakland and Bakersfield and a bus connection to Los Angeles. Under the management and administration of Caltrans Division of Rail, it has grown to the fifth busiest intercity passenger rail service in the nation carrying ~~nearly~~about 1.2 million passengers a year with six daily round trips (four between Oakland and Bakersfield and two between

Sacramento and Bakersfield). While San Joaquin ridership and revenue had steadily increased over a number of years, there had~~s~~ been no additional frequency of service added since 2002, and no new service between Oakland and Bakersfield added in over 20 years (since 1993). Amtrak operates all three state-supported intercity rail services under contracts with the State and the Capitol Corridor Joint Powers Authority (CCJPA).

The extensive network of dedicated Amtrak Thruway buses connecting with the San Joaquin is critical to the performance of this service. Amtrak Thruway bus service connections are provided at Sacramento, Stockton, Oakland, Emeryville, Martinez, Merced, Hanford and Bakersfield – taking passengers to and from destinations throughout California and to Las Vegas and Reno. In 2012, nearly 45% of San Joaquin passengers used an Amtrak Thruway bus on at least one end of their trip.

Operating Plan and Service Expansion

For FY 2015/16 SJJPA plans to deploy an additional daily round trip between Oakland and Bakersfield – bringing the total San Joaquin service to 7 daily round trips. For FY 2016/17 and FY 2017/18 San Joaquin's operating plan will maintain the same level of service as at the end of FY 2015/16: 2 daily roundtrips between Sacramento and Bakersfield, and 5 daily round trips between Oakland and Bakersfield.

The San Joaquins have great potential for increased ridership, revenue, service coordination and performance. SJJPA will implement a number of strategies to improve the San Joaquins. Some of the strategies can be implemented with little or no additional resources, including improved train monitoring, train and connecting bus schedule adjustments, and improved service coordination.

~~Deployment of the~~ The 7th Daily Round Trip ~~has been~~ is the highest priority for service expansion, with deployment scheduled to take place in May of 2016. In coordination with the Statewide Working Group, SJJPA is deploying the "Early Morning" schedule for the 7th Daily Round Trip between Oakland and Bakersfield, and SJJPA will focused advocacy efforts on securing the required increase in state operating funds. It is will also ~~be a high priority for~~

To improve operating performance with existing resources, SJJPA in coordination with Caltrans and Capitol Corridor, will conduct an Optimization Study that is focused on examining strategies to increase capacity for rail service and freeing up equipment.

SJJPA ~~is now to working~~ is now working with the State to secure the funding necessary for the capital improvements, equipment, and the additional operating funds to enable the deployment of the 8th Daily Round Trip. Initiating early San Joaquin trains mid-corridor and having the last San Joaquin trains end mid-corridor may result in substantial increases in ridership and revenue. Merced and or Fresno appears to be well suited as ~~the locations~~ to initiate mid-corridor starts. ~~Fresno will also be evaluated as a potential location for mid-corridor starts.~~ SJJPA will work with Amtrak, Caltrans, BNSF Railway Company (BNSF) and Union Pacific Railroad (UPRR) ~~to evaluate the possibility of having the 7th~~

~~and~~ 8th Daily Round Trip be used by San Joaquin trains which start and end mid-corridor.

There is a great potential market for the San Joaquin service to Sacramento if the frequency of service can be increased and offered at the right time of day. SJJPA will work with California High-Speed Rail Authority (CHSRA), CalSTA, Caltrans and the Central Valley Rail Working Group (CVRWG) to pursue improvements of the San Joaquin service to Sacramento.

Additional San Joaquin stations in key locations could improve access to the service and increase ridership. Working in partnership with local and regional agencies, SJJPA will assess viable new station locations, and promote the funding, design, and initiation of construction for new stations within the next three fiscal years. Additional potential stations discussed thus far include, Oakley, Hercules, Berkeley, Oakland Coliseum, 65th Street Sacramento, Elk Grove, North Fresno, and North/West Bakersfield. ~~Contra Costa representatives have also suggested that another station in Eastern Contra Costa be evaluated in coordination with a mid-corridor start.~~

In addition to increasing the frequency of the San Joaquin service, SJJPA will plan for 90 mph maximum speed operations in key locations and other projects which can reduce travel times. SJJPA will also identify and work to implement at-grade crossing improvements and grade separations to improve safety and reliability and consider deployment of at-grade crossing “wayside horns” to reduce community impacts.

Integration with High-Speed Rail

Like other high-speed rail (HSR) services throughout the world, California will need to have extensive networks of conventional intercity and commuter rail networks that complement and provide “feeder” service to the proposed HSR system for it to be successful. SJJPA believes the San Joaquin service is the conventional passenger rail service that is most critical to the phased implementation of HSR in California. The Joint Policy Statement, which was adopted by CHSRA, SJJPA and Caltrans on July 26, 2013, is intended to ensure cooperation and input of local communities on all decisions related to any changes in the San Joaquin service and consistent planning between these agencies.

Comet Car Trainsets

On October 21, 2013, Caltrans Division of Rail introduced a trainset of refurbished Comet Cars into service on the San Joaquin route to provide additional seating capacity and increase revenue through the running of longer train sets on the service. Caltrans stated to SJJPA that the use of the Comet Car trainsets is a short-term solution to add capacity to the San Joaquin service until the new bi-level equipment purchased by the State is delivered by the State.

Performance Standards

Pursuant to AB 1779, the Secretary of CalSTA submitted a set of uniform performance standards on June 30, 2014 for all state-supported intercity passenger rail corridors. These standards will allow the administrators and operators of these intercity services to control cost and improve efficiency. ~~If necessary, the Secretary may modify these standards not later than July 30, 2015, or the effective date of the ITA, whichever comes first.~~ The three primary uniform performance standard measures used for the State supported intercity passenger rail services are: usage, cost efficiency, and service quality. SJJPA has adopted the CalSTA performance standards, and will continue to develop strategies to maintain the successful performance of the San Joaquin service.

In addition to meeting CalSTA's performance standards, SJJPA has also focused on considering the environmental impact of the San Joaquin service and its role in helping to create a more sustainable California. Increases in San Joaquin ridership benefit the environment by reducing air pollution and greenhouse gas emissions and help to encourage sustainable, transit-oriented development. It is estimated that in FY 2012, the San Joaquin service (including Thruway buses) reduced well over 100 million miles of automobile vehicle-miles traveled and as a result had a net reduction of CO2 emissions of over 24 million pounds.¹

Capital Improvement Program and Future Extensions

The State has invested ~~over~~almost \$460 million since 1976 to increase and improve the San Joaquin service.² There have been more than \$240 million in San Joaquin Corridor improvements over the last 20 years. Caltrans ~~is currently working to completed~~ed the improvements needed to enable the deployment of an additional daily round trip between Oakland and Bakersfield and ~~has~~ds initiated planning for up to 11 daily round trips.

SJJPA strongly supporteds the completion of those capital projects that ~~are currently underway to~~enabled the deployment of an additional daily round trip between Oakland and Bakersfield (7th San Joaquin daily round trip). These capital projects ~~wereare expected to be completed by~~are mid to late 2015. SJJPA will ~~also~~also work with the State to secure funding and expedite the implementation of the projects needed to implement an 8th daily round trip (about \$99.6 million needed) and mid-corridor start/ends. SJJPA will develop a comprehensive program of improvements to reduce travel time, increase ridership, reduce impacts, improve service reliability, and increase the frequency along the existing San Joaquin intercity rail corridor. Potential future extensions of San Joaquin service to be investigated include:

- Extending rail service north 160 miles along the UPRR rail line from Sacramento to Redding to directly serve Yuba/Sutter, Butte, Tehama and Shasta counties.

¹ California Intercity Passenger Rail (CIPR) Brochure, April 2013

² Caltrans, 2013 State Rail Plan, May 2013 (page 225)

- Extending San Joaquin trains 5 more miles past the Oakland Station to serve the existing Oakland Coliseum/BART (Oakland Airport).
- Utilization of the Altamont Corridor to bring San Joaquin service to additional Bay Area markets.

Based upon the planned service expansions and enhancements, a ten-year capital program, estimated at \$1.5 billion, was developed and presented to the legislature (see Table 15.1). Providing frequent service to Sacramento is the greatest focus of SJJPA 10-year capital program.

Marketing Strategies

For FY 201~~65~~/1~~76~~ and FY 201~~76~~/1~~87~~, SJJPA assumes \$1.0 million each fiscal year for “Marketing Expenses.” The SJJPA Marketing and Outreach Plan ~~will retain~~s the successful elements of the existing San Joaquin marketing effort and introduces a more grassroots approach for the San Joaquin Corridor and potential passengers. SJJPA ~~has~~will retained small businesses ~~or individuals~~ who are active in community issues to act as a direct conduit between SJJPA and the various communities within the corridor. These team members ~~are~~will be passionate about their communities and ~~will work to ensure dissemination information about~~ the San Joaquin service ~~information gets~~ to the right stakeholders and critical feedback gets to the agency. This approach is more direct and more cost effective than traditional advertising.

SJJPA will include specific strategies for reaching out to minority, non-English-speaking constituencies, and disadvantaged communities along the San Joaquin corridor. With Hispanics comprising well over 50% of the San Joaquin Valley population, but only 30% of the Amtrak ridership, a concerted effort will be made to tailor promotional materials in Spanish and utilize informational outlets that are more effective. The grass roots strategy will help SJJPA identify and address other markets throughout the San Joaquin Corridor that are underserved, or lacking information. SJJPA seeks to value all segments of people in the economic and social domains, and can achieve this by direct person-to-person contact through the utilization of outreach representatives – team members who live and work in the very communities through which the train travels.

Visitor bureaus, business organizations, social services providers and non-profit groups involved in transportation, environmental or livability issues will be enlisted to support the distribution of information and generate support for the San Joaquin service. These local groups will help highlight the mobility options available and planning processes underway aimed at creating better connections to work, family, and attractions.

SJJPA will coordinate with the State, host railroads, Amtrak, and local/regional agencies to ensure effective coverage of information through various media venues and create joint media and promotion opportunities to achieve cost-efficiencies in marketing the San Joaquin system. Communications and marketing to current and potential riders will be enhanced through bulletins, newsletters, informational brochures and timetables of connecting services, and special ridership promotions.

Advocacy

Major improvement or expansion of the San Joaquin will require additional funding. There currently is no ongoing, stable capital funding source for the California Intercity Passenger Rail Program (CIPRP). To increase the frequency of the San Joaquin service and improve travel times, a significant investment in the existing freight infrastructure will be required. A key to funding the future growth of the San Joaquin service is developing a much stronger political base of support. This needed advocacy was one of the key reasons for AB 1779 and for establishing SJJPA. One of the primary advantages of a regional governance, or Joint Powers Authority (JPA) model, is the ability for active advocacy at the local, regional, state and federal levels in support of the service.

While the ITA ~~was~~ not ~~expected to be~~ signed until June 29, 2015, SJJPA and affiliated agencies ~~have been~~ worked hard to advocate for increased funding, improvements, and support for the overall state intercity rail program. SJJPA has already elevated the improvement of the San Joaquin service as an issue of importance in the San Joaquin Corridor. Through the SJJPA's efforts, nearly 60 agencies, and organizations throughout the San Joaquin Corridor have already signed on as supporters for the San Joaquin service and the CIPRP – and this number will continue to grow. In 2014, the SJJPA and partnering agencies worked hard to successfully ensure that intercity rail was included as an important component of Cap & Trade allocations and are currently working to increase the amount of ongoing Cap & Trade funding eligible for the CIPRP.

Administrative Role and Action Plan

The primary role of the SJJPA will be the day-to-day management of the San Joaquin service. SJJPA selected the San Joaquin Regional Rail Commission (SJRRRC) as their Managing Agency for an initial three-year term. SJRRRC's consolidated agency approach results in the most efficient and cost-effective management of the San Joaquin Valley's two passenger rail services. SJJPA administrative costs for FY 20165/176 are estimated at \$~~1,595,606~~1,730,160 and for FY 20176/187 are estimated at \$~~1,669,120~~1,821,668.

The San Joaquin service, as administered by the SJJPA, will remain a part of the State's intercity rail system and continue to be funded by the State. SJJPA will provide the level of service consistent with funding appropriated by the State and any cost savings identified by SJJPA or revenues in excess of the Business Plan ~~Update~~ projections during the term of the ITA may be used by SJJPA for service improvements in the San Joaquin Corridor.

In addition to the day-to-day management of the service, SJJPA's FY 20165/176 and FY 20176/187 "Action Plan" includes:

- Negotiating revisions to Amtrak operating agreement to improve performance reporting and decrease costs for operating.

- Developing schedules and a service plan for implementing for 7th and 8th round-trip trains in conjunction with Union Pacific Railroad (UPRR), BNSF Railway Company (BNSF), Amtrak and the State and work to improve the existing 6 round-trip schedule.
- Identifying improvements and costs needed for mid-corridor starts/ends.
- Assist CalSTA in the development of its “Network Integration Strategic Service Plan for the California Passenger Rail Network.”
- Evaluate measures to improve train and Thruway bus performance, including modifications to the service.
- Work with UPRR, BNSF, Amtrak and State to continue ridership and revenue growth by improving reliability, adjusting the service plan, and/or implementing projects that add capacity and reduce travel times.

Annual Funding Requirement

A primary purpose of this Business Plan ~~Update~~ is to request the annual funds required by the SJJPA to operate, administer, and market the San Joaquin service for agreed-upon service levels. ~~The ITA will set forth the fund request for FY 2015/16 to identify the maximum amount of funds to be transferred to the SJJPA for FY 2015/16 which will be incorporated into the FY 2015/16 Legislative Budget process.~~

~~Based on current San Joaquin operations, Amtrak is negotiating the operating costs for the San Joaquin Service for FY 2014/15 with Caltrans Division of Rail and Mass Transit. The administrative responsibility of the San Joaquin service remains with the State until there is a signed ITA. These negotiations are ongoing and the costs for the San Joaquin rail and Thruway bus services are currently not fully known. The San Joaquin Operating Costs for FY 2014/15 will be the number that is agreed upon between Amtrak and the State. On October 8, 2015⁴ the CTC approved an allocation request of \$42.604 million for San Joaquin operations for FY 2015⁴/16⁵. The operational shortfall for FY 2015/2016 is \$44.6 million. Based on the CTC allocation for FY 2015⁴/16⁵, and discussions with Caltrans and Amtrak, the current estimate for the operating deficit for FY 2016⁵/17⁶ is \$46.047.3 million. This represents an 311% increase from FY 2015⁴/16⁵. Most of the increase is from The increase includes an estimated \$7.43.7 million for the operation of the 7th Ddaily rRound Ttrip between Oakland and Bakersfield (for half of the fiscal year). For FY 2017⁶/18⁷ the San Joaquin operating subsidy is estimated to be \$46.248.3 million (which includes \$7.4 million for the 7th daily round trip).~~

For Federal FY 15⁴ (October 2014 – September 2015) actual San Joaquin ticket revenue was about 78.54% less than was forecast by Amtrak (\$378.44 million actual vs. \$401.46 million forecast) and about 13.93% less than the ticket revenue for FY 14³ (\$378.44 million actual vs. \$389.14 million actual). ~~In Federal FY 14, the San Joaquin farebox ratio dropped significantly as a result of decreased revenue and increased~~

~~erational costs. Cost increases due to the introduction of the Comet Car trainsets, and continuing PRIIA Section 209 Amtrak charges are seen as the primary reasons for the reduction in farebox ratio.~~

Safety and Security

SJIPA Safety and Security activities include working with the various stakeholders, including the State, SJIPA member agencies, Amtrak, UPRR, BNSF, Operation Lifesaver, Department of Homeland Security (DHS), Bus Operators and First Responders along the San Joaquin Corridor on assessing current Operation Lifesaver, Emergency Preparedness and Security training efforts. ~~The safety program is will be focused on areas around stations, and at railroad crossings (with an emphasis on rural areas having private crossings in the Central Valley).~~

The focus of the SJIPA Safety and Security program is to develop and implement a grassroots program to increase the public's awareness of safety and security for passengers using the San Joaquin service and for the safety of the community at large in relation to ~~of~~ railroad tracks. This safety and security program will be conducted in close coordination with Amtrak and their current efforts along the San Joaquin Rail Corridor. The program will be focused on areas around stations, inside stations, and aboard trains, as well as around ~~stations, and at~~ railroad crossings, with an Special emphasis will be given to ~~on~~ rural areas that have ~~ing~~ private crossings in the San Joaquin Central Valley, including emergency preparedness drills in coordination with Amtrak.

The FY 201~~65~~¹⁷ and 201~~76~~¹⁸ Safety and Security Program will use a network of rail safety education volunteers and free DHS security training resources along with safety and security grant programs to coordinate, develop new programs, and build upon and enhance programs currently undertaken by Amtrak. SJIPA recently furthered implementation of this effort by hiring local outreach representatives, who will integrate education about safety at the tracks in their outreach activities.

SJIPA will undertake a systematic evaluation of current safety and security practices at and around our stations as well as onboard trains. SJIPA will then produce an internal report containing recommendations on how to enhance safety and security throughout the system.

Station Area Development

There are great benefits to enhancing development patterns and increasing development densities near San Joaquin stations. In addition to potential benefits from minimizing land consumption needs for new growth, increased dense development near San Joaquin stations concentrates activity conveniently located to these stations. This promotes increased use of the San Joaquins, generating additional ridership and revenue to benefit the State. A dense development pattern can better support a comprehensive and extensive local transit and shuttle system, bicycle and pedestrian

paths, and related amenities that can serve the local communities as well as provide access to and egress from San Joaquin stations.

The responsibility and powers needed to focus growth and station area development guidelines in the areas around San Joaquin stations reside primarily with local government. To help ensure that the San Joaquins become an instrument for encouraging maximizing implementation of station area development principles the SJJPA will:

1. Encourage local governments to prepare/update and adopt station area plans, amend city and county general plans, and promote transit-oriented development (TOD) in the vicinity of San Joaquin stations.
2. Assist local governments in securing grants/funding for planning and implementing TOD around San Joaquin stations.
3. Require any new San Joaquin station location to be a multi-modal transportation hub with a preference for traditional city centers and will have TOD in the station area.
4. Work with communities and organizations to support TOD and with developers to implement TOD.

1. INTRODUCTION

The primary purpose of this Business Plan Update is to identify the San Joaquin Joint Powers Authority's (SJJPA) intentions for State Fiscal Year (FY) 201~~6~~⁵/1~~7~~⁶ and FY 201~~7~~⁶/1~~8~~⁷ in its proposed management of the San Joaquin Intercity Passenger Rail Service ("San Joaquin service" or "San Joaquins") which directly serves the San Joaquin Corridor (Bakersfield-Fresno-Stockton-Sacramento-Oakland). The Intercity Passenger Rail Act of 2012 (Assembly Bill 1779) signed by Governor Brown on September 29, 2012, permitted the establishment of the SJJPA, and enables the SJJPA to enter into an Interagency Transfer Agreement (ITA) with the State to transfer the administrative responsibilities of the San Joaquin service to the SJJPA and develop and implement a program of improvements.

The SJJPA Board is the governing body of the SJJPA. The Board includes elected representatives of ten Member Agencies (Alameda County, Contra Costa 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, and Tulare County Association of Governments). Nine of these Member Agencies executed the SJJPA Joint Exercise of Powers Agreement (JEPA) by the end of February 2013, and the SJJPA held its first Board Meeting on March 22, 2013. Kings County Association of Governments joined the SJJPA after executing the SJJPA JEPA on April 24, 2013.

An ITA between the SJJPA and the State ~~must be was~~ signed by both parties, ~~in order to transferring~~ administrative responsibilities of the San Joaquin service to the SJJPA. The ITA ~~is expected to be was~~ signed on by June June 29, 2015. ~~After the signing of the ITA, by July 1, 2015 The is now~~ SJJPA ~~is now will become~~ responsible for many some of the duties ~~previously performed now undertaken by the California State's~~ Department of Transportation (Caltrans). These duties include the following:

- Oversight of the day-to-day San Joaquin service operations by entering into an operating agreement with the current contract operator, the National Railroad Passenger Corporation (Amtrak);
- Negotiating changes to the current contract or select another qualified operator;
- Advising the Capitol Corridor Joint Powers Authority (CCJPA) on the management and administration of the State-owned and other rolling stock (passenger cars and locomotives) assigned to the San Joaquin service, maintenance of the rolling stock assigned to the Capitol Corridor and San Joaquin Corridor, and Amtrak's fleet maintenance functions performed on this entire fleet;
- Overseeing the portion of the dedicated feeder bus system for the San Joaquin service which is subcontracted to private bus operators through the Amtrak contract;

- Planning for future service improvements;
- Coordinating with CCJPA and Los Angeles-San Diego-San Luis Obispo (LOSSAN) JPA and the State on issues such as scheduling, connecting buses and ticketing;
- Marketing for the San Joaquin service.

As required by AB 1779, during the term of the ITA, the SJJPA is to submit an annual Business Plan by April 1 of each year to the Secretary of the Business, Transportation and Housing Agency – which is now the Secretary of the California State Transportation Agency (CalSTA). The Business Plan (or Business Plan Update) will be reviewed and approved by the State and used to develop annual appropriation request to the State Legislature.

Regional Governance of the San Joaquin Service

In 1996, the Capitol Corridor Joint Powers Authority (CCJPA) was created to oversee the administration of the Capitol Corridor service under the provisions of Senate Bill 457 (SB 457). SB 457 authorized the State to enter into interagency transfer agreements with specified joint exercise of powers entities to assume responsibility for intercity passenger rail services and be allocated funds for that purpose. The local/regional agencies along the Pacific Surfliner and San Joaquin corridors chose not to take advantage of SB 457, and therefore the administrative responsibility for the San Joaquin and Pacific Surfliner services has remained with Caltrans Division of Rail. The deadline for forming a new joint powers authority (JPA) under SB 457 was the end of 1996.

Over the last 17 years, without direct financial contribution by member agencies, the CCJPA has successfully managed the Capitol Corridor between Auburn and San Jose. Capital investments, cooperation with the Union Pacific freight railroad, and state support have allowed for dramatic increases in the frequency of service, and the Capitol Corridor intercity passenger rail service has the best on-time performance in the nation for intercity service. In addition to more cost effective administration and operations, the CCJPA has shown that there are several other potential benefits to local authority administration of intercity passenger service including:

- The ability to have a stronger voice in advocating for service improvements and expansions;
- Local decision-making that is more responsive and adaptive to passenger issues;
- The ability to take better advantage of joint marketing and partnerships with local agencies; and
- More engagement by local communities to support the service.

In 2012, transportation planning agencies throughout the San Joaquin Valley worked together in order to set up a regional Joint Powers Authority and to support legislation that would enable regional governance of the San Joaquin intercity rail service. To protect the existing San Joaquin service and to promote its improvement, local and regional agencies throughout most of the San Joaquin Corridor (Bakersfield-Fresno-Modesto-Stockton-Sacramento-Oakland) sponsored and supported Assembly Bill 1779 (AB 1779). This bill enabled regional government agencies to form the San Joaquin Joint Powers Authority (SJJPA) to take over the administration and management of the existing San Joaquin service from the State.

AB 1779 was passed by the Legislature on August 30, 2012 with bi-partisan support, and was signed by Governor Brown on September 29, 2012. The first SJJPA Board meeting was held on March 22, 2013 in Merced. A similar bill (SB 1225), which was sponsored and supported by local and regional agencies in the LOSSAN (Los Angeles-San Diego-San Luis Obispo) Corridor, was also passed and signed by the Governor on September 29, 2012 enabling regional governance of the Pacific Surfliner service. These two initiatives were coordinated efforts and the SJJPA and the LOSSAN JPA continue to work in coordination for regional governance of both corridors and to advocate for the California Intercity Passenger Rail Program.

AB 1779 defines the composition of the SJJPA, ~~and extends the time for executing an interagency transfer agreement with the Department of Transportation to June 30, 2015. The earliest the governance/management of the San Joaquin service could be transferred to the SJJPA was June 30, 2014, and AB 1779 as well as~~ requiringes that the interagency transfer must result in administrative or operating cost reductions. AB 1779 also requires the SJJPA to protect the existing San Joaquin service and facilities and seek to expand service as warranted by ridership and available revenue. Increases in the San Joaquin service and ridership will result in more jobs, improved air quality, and will help promote sustainable development in the San Joaquin Corridor.

Under the provisions of AB 1779, the State will continue to provide the funding necessary for service operations, administration and marketing. Furthermore, Caltrans Division of Rail will remain responsible for the development of the Statewide Rail Plan and the coordination and integration between the three state-supported intercity passenger rail services. AB 1779 was sponsored by the San Joaquin Regional Rail Commission (SJRRRC), Sacramento Regional Transit, the Central Valley Rail Working Group, and the San Joaquin Valley Regional Policy Council.

In addition to more cost effective administration and operations, there will be many benefits to regional governance of San Joaquin Rail service. Train riders and San Joaquin Valley residents will have a stronger voice in deciding what happens with the service since local decision-making is more responsive and adaptive to passenger issues. The SJJPA, which is made up of elected officials throughout the San Joaquin Corridor, will be a strong voice in advocating for service improvements and expansions – particularly in Washington D.C. and in Sacramento. The SJJPA will take advantage of joint marketing and partnerships with local agencies throughout the San Joaquin Valley. Since the SJJPA's board members are part of the communities in the San Joaquin

Corridor, it will also be better able to engage local communities throughout the corridor to use and support the San Joaquin service.

The SJRRC, the managing body for the Altamont Corridor Express (ACE) service between Stockton and San Jose, was selected by the SJJPA Board to be the Managing Agency at the July 26, 2013 SJJPA Board Meeting in Fresno. As Managing Agency of the SJJPA, the SJRRC ~~will provides~~ the all necessary administrative support for the SJJPA. ~~The SJJPA along with its supporters and sponsors are working with other partner agencies to advocate for conventional intercity rail service improvements throughout California.~~

Business Plan Requirements

As specified in AB 1779, this Business Plan Update includes a report on the recent as well as historical performance of the corridor service, an overall operating plan including proposed service enhancements to increase ridership and provide for increased traveler demands in the corridor for the upcoming year, short-term and long-term capital improvement programs, funding requirements for the upcoming fiscal year, and an action plan with specific performance goals and objectives. It documents service improvements (rail and thruway/connecting bus) to provide the planned level of service, inclusion of operating plans to serve peak period work trips, and consideration of other service expansions and enhancements. This Business Plan Update is consistent with the 2013 State Rail Plan developed by Caltrans Division of Rail (DOR) pursuant to Section 14036 and the 2014 Business Plan adopted by the California High-Speed Rail Authority (CHSRA) Board in April 2014, pursuant to Section 185033 of the Public Utilities Code.

This Business Plan Update clearly delineates how proposals to expand or modify service, including funding and accounting, for state-sponsored intercity rail passenger services are separate from locally sponsored services in the corridor. These proposals are accompanied by the identification of all associated costs and ridership projections and specific performance measures. This Business Plan Update establishes, among other things: fares, operating strategies, capital improvements needed, and marketing and operational strategies designed to meet performance standards established in partnership with Caltrans DOR and California State Transportation Agency (CalSTA).

2. PUBLIC OUTREACH AND APPROVAL PROCESS

This chapter summarizes public outreach for the SJJPA Business Plan. It provides an overview of the methods used to engage agencies, organizations, and interested and affected stakeholders. This chapter also describes the process for formal adoption of the 2016 SJJPA Business Plan by the SJJPA Board. Since the 2016 Business Plan is an update of the 2015 SJJPA Business Plan, outreach focused primarily on getting input on the proposed changes.

Public Outreach Goals for the SJJPA Business Plan

The overall goals for the public outreach program for the 2016 SJJPA Business Plan include:

- Conducting inclusive public outreach that facilitates agency and public involvement and input towards the ~~edits~~development of the 2015 SJJPA Business Plan;
- Providing easily understood, concise, and multilingual project information that fosters project education and garners public input;
- Ensuring historically underrepresented groups are part of the public outreach process;
- Creating opportunity for the public and agencies to provide valuable input that will assist in decision-making;
- Ensuring that the San Joaquin Corridor agencies, organizations, state and federal agencies, interest groups, and stakeholders are aware of and understand the SJJPA's role in San Joaquin service planning and its vision for the San Joaquin service.

Public Outreach Support Activities for the SJJPA Business Plan

A number of activities are being used to support public involvement and stakeholder outreach efforts, including:

Stakeholder list development: A stakeholder contact list was created for use in outreach activities ~~during the SJJPA Business Plan development process and for future~~ SJJPA activities/board meetings.

~~**Collateral materials:** The collateral materials will include SJJPA Business Plan Executive Summary brochure, electronic newsletter, and frequently asked questions (FAQ) document.~~

Web page development and management: The SJJPA web page serves as an information portal for 2016 SJJPA Business Plan content and meeting information, and as a means to receive information from the public. The site

(www.acerail.com/sjjpa.com) is also linked to social media sites for distribution and receipt of public information. SJJPA Board Meeting agenda information and ~~the~~ Draft 2016 Business Plan ~~Chapters~~ are provided in both English and Spanish.

Graphics and media: Printed and electronic materials will be developed in English and in Spanish to explain the key 2016 SJJPA Business Plan content to the general public and stakeholders. Interaction with traditional and print media organizations and with social media platforms will further enhance outreach efforts.

Meetings and Coordination

The following briefings and meetings are took place during development of the Draft 2016 SJJPA Business Plan:

SJJPA Board Meetings: Publicly noticed board meeting on January 29, 2016 enabled SJJPA Board, agencies, organizations, and the public to know that the 2016 SJJPA Business Plan would be an action item for approval and the March 25, 2015 SJJPA Board Meeting and would be an update of the 2015 SJJPA Business Plan.~~have early input on Draft SJJPA Business Plan chapters as they were being developed. Six draft chapters were presented in November 2013, seven were presented in January 2014, and the remaining six chapters and the Executive Summary were presented in March 2014.~~

SJJPA Ad Hoc Staff Working Group internal coordination: Staff representatives from each of the SJJPA Member Agencies, Kern COG, San Joaquin COG, and Sacramento Area COG were provided draft edits to the 2015 SJJPA Business Plan and met on March 4, 2016 to discuss their input.~~met regularly to review draft materials prior to submittal to the SJJPA Board and to participate in the development of the SJJPA Board meeting agendas. SJJPA Member Agencies were asked to provide information regarding the SJJPA, the Draft SJJPA Business Plan and its availability to their constituents.~~

CalSTA/Caltrans/CHSRA briefings: Briefings ensure that information is shared with CalSTA, Caltrans, and the California High Speed Rail Authority (CHSRA) for review and dissemination. Meetings with staff contacts occur regularly.

Federal Railroad Administration (FRA): The FRA was briefed regarding the SJJPA and the development and review of the 2016Draft SJJPA Business Plan. Meetings with staff contacts occur regularly.

San Joaquin Corridor Cities: Briefings with all the cities along the San Joaquin Corridor that either have or are interested in having a potential future San Joaquin station. Cities are encouraged to pursue station area

development grants and participate in the SJJPA Business Plan processes.

~~SB 391 state and regional agencies and related organizations:~~ ~~SB 391 requires Caltrans to address how the State will attain a reduction of Greenhouse Gas (GHG) emissions to 1990 levels by 2020, and 80 percent below 1990 levels by 2050. To this end, the SJJPA Business Plan includes an assessment of GHG emissions for the existing and future rail system. The following state and regional agencies and related organizations were briefed:~~

- ~~○ California Air Resources Board (ARB);~~
- ~~○ California Energy Commission (CEC);~~
- ~~○ California Transportation Commission (CTC);~~
- ~~○ Strategic Growth Council (SGC).~~
- ~~○ Active Transportation and Livable Communities (ATLC);~~
- ~~○ California Association of Councils of Governments (CALCOG);~~
- ~~○ Metropolitan Planning Organizations (MPO);~~
- ~~○ San Joaquin Valley Air Pollution Control District (SJV APCD);~~
- ~~○ Bay Area Air Quality Management District (BAAQMD); and~~
- ~~○ Sacramento Metropolitan Air Quality Management District (SMAQMD).~~

Rail corridor partners and passenger rail owners/operators: The regional and local organizations/agencies responsible for advising (and in some cases, administering) intercity passenger rail operations and organizations that fund and/or operate intercity and commuter passenger rail services throughout California were briefed regarding~~participated in~~ the 2016 SJJPA Business Plan process ~~and provided valuable input and feedback:~~

- Capitol Corridor JPA;
- Coast Rail Coordinating Council (CRCC);
- LOSSAN JPA;
- Peninsula Corridor Joint Powers Board (PCJPB);
- San Joaquin Valley Rail Committee (SJVRC);
- San Joaquin Regional Rail Commission (SJRRC); and
- Amtrak.

Freight railroads: SJJPA staff held individual briefings with the railroad companies whose infrastructure/track is used by the San Joaquin to obtain a more detailed review of freight-related issues in the 2016 SJJPA Business Plan:

- BNSF Railway Company (BNSF); and
- Union Pacific Railroad (UPRR).

Minority, Non-English-Speaking Constituencies: With Hispanics comprising well over 50 percent of the San Joaquin Valley population a special effort is being made to reach out to the Hispanic community. The following minority and/or non-English-Speaking constituencies and related organizations were briefed:

- CA Hispanic Chamber of Commerce
- Hispanic Chamber of Commerce Branches: Alameda County, Contra Costa County, Sacramento, San Joaquin County, Central Valley, Central California, Fresno Area, Kern County;
- Latino Coalition for a Healthy California;
- Valley Latino Environmental Advancement Project (LEAP);
- United Farm Workers of America;
- Labor Council for Latin America Advancement;
- MANA: A National Latina Organization;
- Latino Business Association;
- Latino Water Coalition;
- League of United Latin American Citizens (LULAC);
- Vida en el Valle San Joaquin (bi-lingual newspaper);
- Central Valley Asian-American Chamber of Commerce;
- Central CA Asian Pacific Women;
- Cal Asian Chamber of Commerce;
- Sac-Asian Pacific Chamber of Commerce;
- Vietnamese American Chamber of Commerce;
- Cambodia Chamber of Commerce'
- National Hmong American Farmers (CA office);
- CA Black Chamber of Commerce;
- CA Black Chamber of Commerce Branches: Sacramento, Oakland, Contra Costa, San Joaquin, Fresno, Kern;
- National Society of Black Engineers (Region VI);
- CA Alliance of African American Educators;
- National Urban League (Greater Sacramento);
- Center for Race, Poverty, and Justice;
- Fresno Metro Ministries; and
- GI Forum.

Agricultural groups: The San Joaquin Valley is one of the most productive agricultural areas in the world. With the San Joaquin route traversing the entire San Joaquin Valley (from north to south), a focused effort is being made to reach out to agricultural groups. The following agriculture groups and agricultural related organizations were briefed:

- County Farm Bureaus: Alameda, Contra Costa, Sacramento, San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, and Kern;
- American Farmland Trust;
- Groundswell San Joaquin Valley;
- Farmland Working Group;
- Valley Land Alliance;
- CA Farm Bureau Federation;
- Ag Innovations Network;
- Fresno Food System Alliance; and
- CA Roundtable on Agriculture and the Environment.

Tribal consultation: Tribal input is important ~~for in the development of~~ the 2016 SJJPA Business Plan. Federally recognized tribes, non-recognized tribes, and tribal organizations can help determine policies and practices that will ensure that tribal transportation needs are considered and addressed.

San Joaquin Valley Rail Committee (SJVRC): SJJPA staff received input from presented to the SJVRC regarding the proposed edits to the 2015 SJJPA Business Plan at the March 11, 2016 SJVRC meeting. ~~progress of the SJJPA at their December 5 meeting and encouraged active participation by the SJVRC in the development of the SJJPA Business Plan. SJJPA staff will be available to present to the SJVRC at their future meetings prior to the signing of the Interagency Transfer Agreement (ITA).~~

Other stakeholder groups: SJJPA sought input from other agencies and organizations that have an interest in intercity passenger rail, such as the Central Valley Rail Working Group, the San Joaquin Valley Regional Policy Council, California Transit Association, Local Government Commission, California Partnership for the San Joaquin Valley, Transform, the Sierra Club, RailPAC, TRAC, Climateplan, NRDC, the Planning and Conservation League, CALPIRG, the California Labor Federation, Operating Engineers Local Union #3, San Joaquin Partnership, and East Bay Leadership Council. ~~These agencies and organizations were asked to help distribute information regarding the SJJPA, and the Draft SJJPA Business Plan and its availability to their constituents.~~

Public meetings: ~~Five public meetings were held after the Draft SJJPA Business Plan was released at the end of March 2014. These meetings allowed review of draft findings and provided stakeholder input. The meetings included non-English participation options. Meetings were held in the following locations:~~

~~Fresno (May 27, 2014 at Fresno COG);~~

~~Bakersfield (May 22, 2014 at Kern COG);~~

~~Sacramento (May 29, 2014 at Historic City Hall);~~

~~Modesto (May 28, 2014 at StanCOG); and~~

~~San Francisco Bay Area (Walnut Creek, May 14, 2014 at Contra Costa TA).~~

SJJPA Business Plan Approval Process

~~The Draft SJJPA Business Plan was completed and presented for release at the March 28, 2014 SJJPA Board Meeting. Initial draft chapters were presented and made available for public and agency review at the November 22, 2013 and January 24, 2014 SJJPA Board Meetings. After the release of the complete Draft SJJPA Business Plan, there was a review period of nearly two months. Written comments submitted to the SJJPA on the Draft SJJPA Business Plan, or specific draft chapters were provided to the SJJPA Board in advance of the June 27, 2014 SJJPA Board Meeting.~~

The SJJPA Board discussed the 2016 SJJPA Business Plan at its January 29, 2016 Board Meeting (Agenda Item 16) and it took action to ~~unanimously approve the SJJPA Business Plan~~. Prior to taking action on the Business Plan there was opportunity for public comment on the SJJPA Business Plan. ~~The 2014 Business Plan Update was approved at the January 23, SJJPA Board Meeting in Merced. The approved of the 2016 SJJPA Business Plan is to be submitted to CalSTA by April 1, 2016. This SJJPA Business Plan Update will be very similar to the SJJPA 2015 Business Plan. The changes will primarily focus on providing current numbers for the San Joaquin operating expenses and bringing the plan up-to-date. Suggested revisions have been reviewed by the SJJPA Working Group and the SJVRC and were uploaded to the SJJPA website for public review prior to the March 25, 2016 Board Meeting.~~

The 2016⁶⁵ SJJPA Business Plan Update is being presented at the March 25, 2016 SJJPA Board Meeting in Sacramento for approval. ~~At the request of CalSTA, the 2015 Business Plan Update incorporates FY 2016/17 throughout this revised Business Plan. Prior to taking action on the 2016 SJJPA Business Plan there will be an opportunity for public comment on the 2016 SJJPA Business Plan.~~

3. HISTORICAL PERFORMANCE OF THE SERVICE

California has three state-supported intercity passenger rail routes: the Pacific Surfliner, Capitol Corridor, and the San Joaquin (see Figure 3.1). Each of these intercity services were initiated and/or expanded largely as a result of the voter-approved bond measures passed in 1990. As a result, this financial support helped transform these services into some of the most successful intercity passenger rail services in the nation. With over 5.6 million annual passengers for fiscal year 2012/13, California had more than 20 percent of all the nation's intercity riders. Since 1990, the State has invested more than \$1.3 billion in infrastructure and equipment for intercity passenger rail and about \$1 billion in operating support.³

Beginning with the introduction of the Amtrak national network in the late 1970s, passenger train service has been expanding in California. The State initiated, co-funded and operated intercity rail service under the authority of Section 403(b) of the Federal Rail Passenger Services Act. Amtrak has operated all three state-supported intercity rail services under contracts with the State and the Capitol Corridor Joint Powers Authority (CCJPA).

The annual state budget includes a line item for the operating costs of the three state-supported intercity rail services. For each service, the state budget provides funding for intercity train operations, a marketing budget, certain capitalized maintenance projects/equipment overhauls, and the administrative staff budgets. State transportation funds have provided the full annual operating financial support for the San Joaquin and Capitol Corridor.

The 2012/13 state costs for state-supported intercity rail services was just over \$90 million (\$29.4 million for Pacific Surfliner, \$31.8 million for San Joaquin, and \$29.1 million for Capitol Corridor).⁴ However, it should be noted that historically (until FY 2013/14) Amtrak paid 30% of the Pacific Surfliner total service cost as part of Amtrak's basic system.⁵ By comparison, in 1997/98, the total state costs for the state supported intercity rail services was \$48.4 million (\$20.4 million for the Pacific Surfliner, \$17.2 million for the San Joaquin, and \$10.8 million for the Capitol Corridor).⁶

³ Amtrak California (<http://amtrakcalifornia.com/index.cfm/news/press-releases/record-ridership-for-californias-san-joaquin-trains>&<http://amtrakcalifornia.com/index.cfm/news/press-releases/amtrak-californias-san-joaquin-corridor-reaches-more-than-a-million-riders/>)

⁴ Caltrans, Oct 2013; Memo from William Bronte to CTC (Financial Allocation for FY 2013-14)

⁵ Under Section 209 of PRIIA, state is required to pay 100 percent by 2013/14. Based upon input from Caltrans and Amtrak, the LOSSAN Agency estimated that maintaining the Pacific Surfliner service would cost the state an additional \$25 million annually for 2013/14 (for operations and maintenance and leasing Amtrak rolling stock).

⁶ Caltrans, California State Rail Plan 2007-08 to 2017-18

Figure 3.1: California Intercity Passenger Rail Routes



Source: California Department of Transportation, 2012

Section 209 of the Passenger Rail Investment and Improvement Act (PRIIA) of 2008 required~~s~~ that all Amtrak service on routes of 750 miles or less in length become the funding responsibility of the individual states by FY 2013/14. As shown on Table 3.1, the 2013/14 state subsidy for state-supported intercity rail services ~~was is estimated at~~ \$108.95 million (\$36.8 million for Pacific Surfliner, \$42.4 million for San Joaquin, and \$29.7 million for Capitol Corridor). This represent~~ed~~s an \$18.6 million increase (20%) over FY 2012/13 for the same amount of service. The San Joaquin service ~~is shown as~~ ha~~ving~~d a \$10.633 million cost increase which represent~~ed~~s a 33.4% increase in state subsidy for the San Joaquin service from FY 2012/13. In its October 8, 2013 memo to the California Transportation Commission, the California Department of Transportation explains the increase in cost as follows:

“For previous years the Pacific Surfliner corridor had been 30 percent funded by National Railroad Passenger Corporation (Amtrak). With PRIIA Section 209 becoming law the Department is now responsible for 100 percent of the Pacific Surfliner corridor funding. Also included with this are additional expenses; Capital Equipment Costs for both the Pacific Surfliner and San Joaquin corridors.”

Table 3.1: State Costs for State Supported Intercity Rail Routes

FY 2011-12 through FY 2013-14 State Costs for the State Supported Intercity Rail Routes (\$ in thousands)			
Route	FY 2011-12 (Allocation)	FY 2012-13 (Allocation)	FY 2013-14 (Current request)
Pacific Surfliner	\$28,953	\$29,423	\$36,819
San Joaquin	<u>\$31,788</u>	<u>\$31,814</u>	<u>\$42,447</u>
State-Administered Routes - Totals	\$60,741	\$61,237	\$79,266
Capitol Corridor	<u>\$29,606</u>	<u>\$29,110</u>	<u>\$29,681</u>
All Routes - Totals	\$90,347	\$90,347	\$108,947

Source: Department of California, Oct 8, 2013 Memo to CTC (Financial Allocation for FY 2013-14)

San Joaquin Service

The State and Amtrak shared operating responsibility for the San Joaquin service. The State funds the route's operation, Amtrak operates the trains, and Caltrans had been responsible for the oversight of the San Joaquin service through its operating contract with Amtrak. Caltrans coordinated functions such as marketing, scheduling, and on board services with Amtrak. Until Caltrans began operating a Comet Car trainset on the San Joaquin route (initiated on October 21, 2013), the San Joaquin service had been operated mostly with state-owned rolling stock.⁷ Amtrak maintains the San Joaquin

⁷ While the Comet Cars are owned by the state, the single-level café car and baggage car (which are part of the Comet Car trainset) are leased from Amtrak.

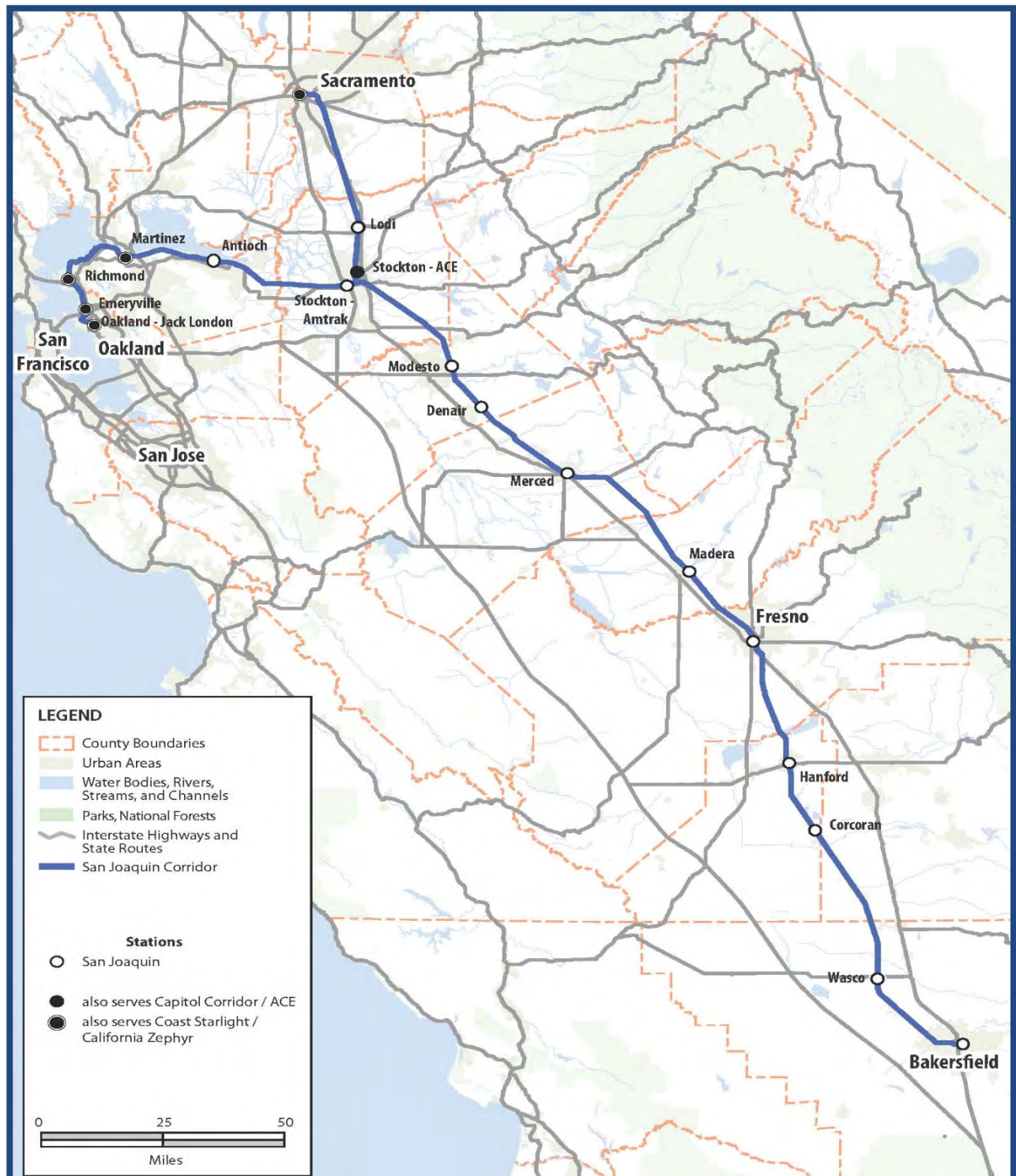
equipment; however the maintenance of San Joaquin equipment is overseen by the Capitol Corridor Joint Powers Authority which manages the maintenance of both the Capitol Corridor and San Joaquin services through their ITA with the State, and their operating agreement with Amtrak.

The San Joaquin service extends 364 miles and provides direct rail service to 11 counties: Sacramento, Contra Costa, Alameda, San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, and Kern (see Figure 3.2). These counties have a current total population of more than 8 million residents. Nearly 50% of the corridor population resides in the eight San Joaquin Valley counties (just over 4 million), with little over 32% of the population in the two Bay Area counties (2.6 million), and about 18% in Sacramento County (1.44 million). For more than 283 miles, the route traverses the entire San Joaquin Valley from north to south accounting for about 78% of the total route miles.

Between Oakland and Bakersfield the San Joaquin route is 315 miles long and has 13 intermediate stops. The San Joaquin route is 49 miles between Sacramento and Stockton with one additional intermediate stop. The San Joaquin has six daily round-trip trains (four between Oakland and Bakersfield and two between Sacramento and Bakersfield). A seventh daily round trip from Oakland to Bakersfield, is scheduled to commence service in April or May of 2016 (4th Quarter of the State's Fiscal Year). The current minimum scheduled San Joaquin running time between Oakland and Bakersfield is 6 hour 5 minutes, averaging 52 mph. Between Sacramento and Bakersfield, the San Joaquin service has a minimum 5 hour 10 minute running time, and an average speed of over 55 mph. Maximum speed for the San Joaquin service is 79 mph.

Amtrak operates the state-supported San Joaquin intercity service on track owned by the UPRR and the BNSF through operating agreements with the UPRR and BNSF. UPRR owns the 49 miles of track used by the San Joaquin service between Stockton and Sacramento, and 39 miles between Oakland and Port Chicago, whereas the remaining 276 miles (between Port Chicago and Bakersfield) are owned by BNSF (see Table 3.2). The BNSF line and the UP line between Stockton and Sacramento are primarily single track (the BNSF line has about 26 miles of double-track divided among five segments).

Figure 3.2: San Joaquin Route



Source: California Department of Transportation, 2012

Caltrans estimated that ~~in 2013~~current freight operations averaged 24 to 26 daily trains on the BNSF between Stockton and Bakersfield and 10 trains on the BNSF between Port Chicago and Stockton. They estimated that the UPRR operates 24 daily trains between Oakland and Martinez; and 40 daily trains on the UPRR Fresno Subdivision between Sacramento and Stockton. Some BNSF freight traffic with trackage rights over UPRR is routed via the Sacramento Subdivision between Sacramento and Stockton along with a limited number of UPRR freights.

The financial performance of the San Joaquin service is dependent on several institutional arrangements. The most important arrangement is the ~~State's~~ contract with Amtrak to operate the service and maintain any assigned equipment and facilities.

San Joaquin operating expenses include:

- Onboard labor, equipment maintenance;
- Railroad performance permits;
- Train fuel and power;
- Property insurance for state-owned rolling stock operated and maintained by Amtrak;
- Commissary and station costs;
- Support of Amtrak's national and local operation (e.g. phone information and reservations system); and
- Connecting bus service and other operating expenses.

In 1979-80 the San Joaquin service only had two daily round trips between Oakland and Bakersfield and annual ridership was a little over 123,000. Ridership has steadily increased over the years and in FY 2012/13 it reached a record 1.2 million passengers. The San Joaquin service is currently the fifth most used intercity service within the Amtrak system. Table 3.3 presents historical annual operating performance of the San Joaquin service between FY 1973/74 through FY 2011/12. This table also shows that San Joaquin revenue had increased since FY 1994/95 and the farebox ratio had increased since FY 2002/03. The farebox ratio in FY 2011/12 had risen to 55%, whereas it was only 40% in FY 2002/03.

Table 3.2: San Joaquin Ownership and Track Characteristics

San Joaquin Route Ownership and Track Characteristics								
Between	Mile Post	And	Mile Post	Route Miles	Owner of Track	*No. of Tracks	Max Speed	Signal System
Oakland Jack London Square	7.0	Oakland 10th Street	4.2	2.8	UP	2	50	CTC
Oakland 10th St.	2.2	Martinez	31.7	29.5	UP	2	79	CTC
Martinez	34.7	Port Chicago	41.3	6.6	UP	1	79	CTC
Port Chicago	1163.5	Stockton	1120.7	42.8	BNSF	1-2	79	CTC
Sacramento	89.0	Elvas	91.8	2.8	UP	2	35	CTC
Elvas	38.8	Stockton	84.7	45.9	UP	1	60	CTC
Stockton	1120.7	Bakersfield	886.9	233.8	BNSF	1	79	CTC
TOTAL				364.2				
* General Number of Mainline Tracks			Signal Systems:					
Owners:			CTC - Centralized Traffic Control - Wayside signals protect possession of blocks.					
BNSF - BNSF Railway Company			Signals and powered switches are also remotely controlled from the dispatching center to direct the movement of trains.					
UP - Union Pacific Railroad Company								

Source: California Department of Transportation, 2012

As shown on Table 3.3, service on the San Joaquin has increased from the original single round trip to the current six daily round trips as follows:

- Second round trip added between Oakland and Bakersfield on 2/3/80;
- Third round trip added between Oakland and Bakersfield on 12/17/89;
- Fourth round trip added between Oakland and Bakersfield on 10/25/92;
- Fifth round trip added, first round trip between Sacramento and Bakersfield on 2/21/99; and
- Sixth round trip added, second between Sacramento and Bakersfield on 3/18/02.

While San Joaquin ridership and revenue had been steadily increasing, there have been no additional frequency of service added since 2002, and no new service between Oakland and Bakersfield added in over 20 years (since 1993).

Table 3.3: San Joaquin Historic Operating Performance

San Joaquin Route Annual Operating Performance – State Fiscal Years									
State Fiscal Year	Ridership Data		Financial Data for Operations						
	Ridership	PM/TM	Revenue	Expense	Loss	State	Amtrak	Train Loss per PM	Farebox Ratio
						Calculated	Service Costs		
Notes		(F1)		(F2)		(F3)	(F4)	(F5)	(F6)
1973-74 (S1)	38,770	83.6							
1974-75	66,990	44.2							
1975-76	66,530	43.8							
1976-77	87,642	56.0							
1977-78	80,611	52.7							
1978-79	87,645	60.2							
1979-80 (S2)	123,275	63.6	\$1,174,065	\$3,975,185	\$2,801,120	\$518,206		18.4¢	29.5%
1980-81	159,498	55.3	\$2,224,137	\$6,940,934	\$4,716,797	\$1,360,391		18.4¢	32.0%
1981-82	189,479	65.3	\$3,115,710	\$7,774,029	\$4,658,319	\$2,228,585		14.0¢	40.1%
1982-83	186,121	62.9	\$3,342,137	\$7,991,697	\$4,649,560	\$2,490,275		14.6¢	41.8%
1983-84	248,275	85.3	\$4,730,431	\$8,094,789	\$3,364,358	\$2,518,066		7.3¢	58.4%
1984-85	269,837	94.6	\$5,210,951	\$8,641,293	\$3,430,342	\$2,802,955		7.7¢	60.3%
1985-86	280,798	101.1	\$5,425,329	\$8,610,554	\$3,185,225	\$2,658,895		6.8¢	63.0%
1986-87	304,668	106.1	\$6,084,677	\$9,179,133	\$3,094,456	\$2,929,148		5.1¢	66.3%
1987-88	340,573	121.1	\$7,457,686	\$9,633,659	\$2,175,973	\$2,605,572		2.2¢	77.4%
1988-89	370,190	133.7	\$9,527,268	\$10,968,216	\$1,440,948	\$1,887,450		1.3¢	86.9%
1989-90 (S3)	418,768	116.9	\$11,845,743	\$15,286,520	\$3,440,777	\$3,544,332		3.2¢	77.5%
1990-91	463,906	104.1	\$12,691,986	\$18,456,785	\$5,764,799	\$5,803,565		4.9¢	68.8%
1991-92	483,593	104.3	\$12,369,805	\$18,633,777	\$6,263,972	\$6,472,598		4.3¢	66.4%
1992-93 (S4)	516,113	109.6	\$12,628,496	\$22,227,149	\$9,598,653	\$10,789,651		6.5¢	56.8%
1993-94	558,569	94.6	\$13,894,624	\$26,678,861	\$12,784,237	\$12,335,021	\$3,937,150	8.3¢	52.1%
1994-95	524,680	88.8	\$12,244,668	\$25,077,153	\$12,832,485	\$12,668,018	\$3,705,069	9.7¢	48.8%
1995-96	526,088	86.6	\$12,477,497	\$25,386,099	\$12,908,602	\$14,483,048	\$1,360,327	11.8¢	49.2%
1996-97	652,544	106.1	\$13,817,681	\$34,528,165	\$20,710,484	\$16,265,387	\$5,672,236	18.6¢	40.0%
1997-98	702,178	118.0	\$15,230,966	\$36,517,290	\$21,286,324	\$17,190,515	\$4,493,597	17.7¢	41.7%
1998-99 (S5)	680,687	102.8	\$16,496,457	\$37,269,835	\$20,773,378	\$19,938,254	\$1,712,168	17.6¢	44.3%
1999-00	671,295	92.7	\$18,061,512	\$41,791,782	\$23,730,270	\$24,232,326	\$652,236	19.0¢	43.2%
2000-01	710,833	97.9	\$19,667,681	\$43,404,325	\$23,736,644	\$24,350,127	\$540,809	18.2¢	45.3%
2001-02 (S6)	733,152	96.9	\$20,114,693	\$46,503,548	\$26,388,855	\$26,281,035	\$396,392	20.0¢	43.3%
2002-03	769,708	89.9	\$20,318,564	\$50,552,529	\$30,233,965	\$29,729,650	\$504,315	21.7¢	40.2%
2003-04	752,227	87.2	\$22,100,796	\$50,061,460	\$27,960,664	\$27,960,664	\$89,345	20.5¢	44.1%
2004-05	743,245	85.1	\$22,590,880	\$49,883,689	\$27,292,809	\$27,292,808		19.6¢	45.3%
2005-06	801,242	91.1	\$25,869,979	\$55,226,742	\$29,356,763	\$29,356,763		19.0¢	46.8%
2006-07	789,641	88.8	\$26,862,994	\$61,188,078	\$34,325,084	\$34,325,084		28.8¢	43.9%
2007-08	894,346	88.2	\$28,945,651	\$65,474,253	\$36,528,602	\$36,528,602		21.4¢	44.2%
2008-09	958,946	90.0	\$30,671,510	\$68,232,766	\$37,561,256	\$37,561,256		21.2¢	45.0%
2009-10	967,437	103.7	\$32,117,615	\$62,689,957	\$30,572,342	\$30,572,342		22.2¢	51.2%
2010-11	1,032,579	112.9	\$36,571,173	\$69,578,077	\$33,006,904	\$33,006,904		21.9¢	52.6%
2011-12	1,133,654	124.0	\$40,865,063	\$74,323,829	\$33,458,766	\$33,458,766		20.2¢	55.0%
TOTAL	19,386,333		\$526,748,425	\$1,080,782,158	\$554,033,733	\$536,146,259			

Table 3.3: San Joaquin Historic Operating Performance (continued)

TABLE 3.3 Notes

- (S1) Service started 3/6/74 with one round-trip between Oakland and Bakersfield Data is for four months only.
(S2) State support started 10/1/79. Data is for nine months, during which time ridership totaled 93,206.
(S3) Third round-trip added 12/17/89 between Oakland and Bakersfield.
(S4) Fourth round-trip added 10/25/92 between Oakland and Bakersfield.
(S5) Fifth round-trip added 2/21/99 between Sacramento and Bakersfield.
(S6) Sixth round-trip added 3/18/02 between Sacramento and Bakersfield.
(F1) Passenger-miles per train mile (PM/TM), a measure of the average load on a train over its entire route.
(F2) Prior to October 1983, all trains billed on solely related cost basis. From October 1983 through September 1995, all trains billed on short term avoidable cost basis. Effective October 1996, all trains billed on Full Cost (Train, Route and System) Basis. Includes cost of connecting buses. Depreciation and interest (equipment capital cost) included in operating cost under solely-related cost basis but excluded and charged separately under short-term, long-term avoidable and full cost bases.
(F3) **Calculated service costs shown here may not reflect actual State contract cost.**
From October 1979 through September 1983, State cost increased in stages from 18.5 to 48.5 percent of operating loss (including equipment costs). Between October 1983 and September 1995, State cost was 65 percent of train operating loss for first three round trips, plus 50 percent of depreciation and interest (equipment capital cost). For the fourth round trip, State cost was 70 percent of train operating loss plus equipment capital cost. Between October 1995 and September 1996, State cost was 100 percent of train operating loss and 60 percent of equipment capital cost. Between October 1996 and September 1997, State cost was 65 percent of train operating loss. Effective October 1997, State is billed contractually specified percentages of most individual cost elements, plus a fixed amount for certain other cost elements. Also includes State payment of costs of special agreements with Amtrak for use of equipment, and State payment of entire net cost of all connecting bus routes.
(F4) Between State Fiscal Years 1993-94 and 2003-04, Amtrak cost is based on billings submitted and reflects cost basis and Amtrak shares as stated in notes (F2) and (F3) above. However, Amtrak does not include the unbilled Amtrak share of fixed cost elements. Prior to FY 1993-94, data to calculate Amtrak cost is not available/ beginning in FY 2004-05, no Amtrak share is billed.
(F5) Train loss (deficit) per train passenger-mile. Connecting buses not included in loss per passenger mile data.
(F6) Farebox Ratio, the ratio of Revenue to Expense.

Source: California Department of Transportation, 2012

Table 3.4 shows Amtrak boardings and alightings at San Joaquin stations for FY 12. These numbers include trips with a Thruway bus connection (which comprise a considerable number of the trips at Bakersfield, Stockton-San Joaquin St, Hanford and Emeryville). For example, Bakersfield is shown as having the most (507,058) passengers (Ons/Offs) in FY 12, however over 62% of these passengers took a connecting bus to Southern California. The number of San Joaquin passengers who actually traveled to/from Bakersfield was about 190,000. Stockton (San Joaquin Street) Station is shown as having the third highest ridership at over 277,926 passengers, but about 47% of these passengers took a connecting Thruway bus at Stockton. The number of passengers who actually traveled to/from Stockton (San Joaquin Street) was closer to 145,000. Many of those taking a Thruway bus at Stockton were traveling to or from Sacramento (over 51,000 passengers). For Sacramento Station the total number of passengers (rail + Thruway bus) actually traveling to or from Sacramento would be over 167,000 passengers. The Thruway bus station with the greatest number of riders is by far Los Angeles Union Station with nearly 161,200 passengers in FY 2012.

Table 3.5 provides FY 2012 ridership for the 20 highest San Joaquin “city pairs” (including trips with an Amtrak Thruway bus connection). This table shows that the Bakersfield-Fresno station pair had the highest “city-pair” ridership for FY 2012 with 104,689 passengers. Of these riders, 74,856 (71.5%) used a connecting Thruway bus to Southern California. Of the Bakersfield-Fresno passengers who took a connecting

Thruway bus, 39,715 (53%) were traveling between Fresno and Los Angeles Union Station. The second highest station pair shown on Table 3.5 is Bakersfield to Stockton with 85,602 passengers. Both the Bakersfield and Stockton stations are major hub stations for the connecting Thruway bus services. Over 85% of the riders between Bakersfield and Stockton took a connecting Thruway bus on at least one end of their trip (72,776) in FY 2012. Only 12,826 San Joaquin passengers travelled between Bakersfield and Stockton without a Thruway bus connection in FY 2012. While Table 3.4 and 3.5 highlight that the most heavily used rail stations are within the San Joaquin Valley, ridership at Bakersfield, Hanford, and Stockton is dominated by passengers connecting to/from the San Joaquin's extensive Amtrak Thruway bus services.

Table 3.4: San Joaquin Ridership Report

Station Ridership Report San Joaquin – FY 12			
	Station	Passenger ons/off	% Chg. vs FY 11
1	Bakersfield	507,058	6.5
2	Fresno	394,074	5.9
3	Stockton (San Joaquin St.)	277,926	6.8
4	Hanford	210,682	5.7
5	Sacramento	130,933	6.6
6	Merced	125,316	9.5
7	Modesto	118,226	13.0
8	Emeryville	115,775	6.7
9	Martinez	108,761	8.0
10	Oakland	63,467	7.6
11	Richmond	49,251	6.9
12	Stockton (Downtown)	40,056	4.3
13	Antioch	39,001	12.1
14	Corcoran	29,072	6.0
15	Denair	25,308	7.9
16	Madera	24,770	13.9
17	Wasco	21,117	16.0
18	Lodi	8,439	13.7
TOTAL PAX ON/OFFS		2,289,232	7.2%
TOTAL RIDERSHIP		1,144,616	7.2%
<i>The above figures are total boardings and alightings at each station. Since each trip contains two endpoints, total ridership is equal to half of total boardings and alightings. Source: Amtrak, 2013</i>			

Table 3.5: San Joaquin City Pair Ridership

San Joaquin City Pair Ridership FY 12	
City Pair	Ridership
Bakersfield - Fresno	104,689
Bakersfield - Stockton	85,602
Fresno - Hanford	77,157
Bakersfield - Hanford	45,224
Fresno - Stockton	43,995
Bakersfield - Sacramento	38,735
Bakersfield - Modesto	38,570
Bakersfield - Martinez	36,905
Fresno - Sacramento	36,147
Bakersfield - Merced	35,533
Emeryville - Fresno	29,093
Bakersfield - Emeryville	25,670
Emeryville - Stockton	22,469
Fresno - Martinez	22,060
Oakland - Stockton	20,249
Richmond - Stockton	17,375
Hanford - Stockton	17,135
Merced - Stockton	16,728
Modesto - Stockton	16,374
Hanford - Sacramento	15,360
Source: Amtrak, May 2013	

San Joaquin Amtrak Thruway Bus Service

The extensive network of dedicated Amtrak Thruway buses connecting with the San Joaquin is critical to the performance of this service. In addition to the Thruway bus service connections in Bakersfield, other Amtrak Thruway bus service connections are provided at Sacramento, Stockton, Oakland, Emeryville, Martinez, Merced, and Hanford (see Figure 3.3). In 2012, nearly 45 percent (510,793) of San Joaquin passengers used an Amtrak Thruway bus on at least one end of their trip⁸.

All trains either initiating or terminating at Bakersfield are met by Amtrak Thruway buses connecting south to Southern California. In FY 2012, over 317,000 San Joaquin passengers used an Amtrak Thruway bus between Bakersfield and Southern California, with over half of these passengers traveling to or from Los Angeles Union Station (nearly 161,200 passengers). All trains at Stockton are met by a Thruway bus continuing either to Oakland or Sacramento, whichever terminus the train does not serve. The Thruway bus system extends north to Redding, east to Reno and Las Vegas, Nevada; south to Indio; and all along the California coast from Arcata to San Diego.

Caltrans contracted with Amtrak for dedicated feeder bus services, and Amtrak then contracts with bus operators. The bus routes function as part of the San Joaquin service, with coordinated connections, guaranteed seating, integrated fares and ticketing procedures, and inclusion in Amtrak's central information and reservation system in the same manner as the trains. The current San Joaquin bus routes and their origins/destinations⁹ are as follows:

Route 1 Network—Los Angeles Basin¹⁰;

- 1a—*Bakersfield*-Los Angeles-San Diego*;
- 1b—*Bakersfield*-Los Angeles-Long Beach*/San Pedro*;
- 1c—*Bakersfield*-Van Nuys-Torrance;

Route 3—Sacramento Valley, *Stockton**-Sacramento-Marysville-Chico-Redding;

Route 6—South Bay, *Stockton*-San Jose;

Route 7—North Bay/Redwood Empire, *Martinez*-Vallejo-Napa-Santa Rosa-Eureka*-McKinleyville*;

Route 9—High Desert-Las Vegas, Bakersfield-Las Vegas;

Route 10—Valley-South Coast, *Bakersfield*-Oxnard-Santa Barbara;

Route 12—Antelope Valley, *Bakersfield*-Victorville;

Route 15—Yosemite, *Merced*-Yosemite National Park;

Route 18—Valley-Central Coast;

- 18a—*Hanford*-San Luis Obispo-Santa Maria;
- 18b—*Hanford*-Visalia;

⁸ California Department of Transportation, 2013

⁹ Connecting stations for *San Joaquin* trains are shown in *italics*. Cities designated with asterisks (*) are not served by all schedules on the route.

¹⁰ Route 1 serves the *Pacific Surfliner* and *San Joaquin* routes.

Route 19–Inland Empire–Coachella Valley;
 ○ 19a–*Bakersfield-Riverside-San Bernardino-Hemet**;
 ○ 19b–*Bakersfield-Riverside-San Bernardino-Palm Springs-Indio*;
 Route 34–Bay Area – Stockton, *Stockton-Oakland-San Francisco*;
 Route 20a–Sierra Foothills/High Sierra, *Sacramento-Auburn/Reno/Sparks*;
 Route 20c–Lake Tahoe, *Sacramento-South Lake Tahoe/Stateline*;
 Route 99-Trans Bay, *Emeryville-San Francisco*; and
 Route 395-Eastern Sierra (summer only). *Merced-Yosemite-Mammoth Lakes*.

Source: California Department of Transportation, 2012

Figure 3.3: San Joaquin and Connecting Thruway Bus and Rail Services



Source California Department of Transportation, 2013

4. INTEGRATION OF SAN JOAQUIN SERVICE WITH HIGH-SPEED RAIL

The San Joaquin service has the 5th highest intercity passenger rail service ridership in the nation and in 2013 was the top ranked system in the nation for increased ridership. This success has been dependent upon several subset markets within the overall corridor that meet the travel demands of the various communities, and has been realized through considerable state investment. SJJPA believes any integration of the San Joaquin service with the proposed High-Speed Rail service, must build upon that success, rather than just co-opt the San Joaquin ridership into the new HSR system; otherwise the State will have invested in two systems aimed at similar ridership markets.

Successful HSR services throughout the world have extensive networks of conventional intercity and commuter rail networks that complement and provide critical “feeder” service to the HSR services at shared multimodal “hub” stations. To operate at a surplus, HSR services are focused on express, longer distance travel markets that include a large share of business travelers willing to pay for the shortened travel times which high-speed travel makes possible. Conventional rail services play an important role in providing a more local, multi-stop intercity service, serving shorter trips with additional stations in smaller markets and providing a lower cost transportation alternative for families and travelers who do not need or cannot afford the higher fares that are associated HSR.

With California’s phased approach to implementing HSR, the conventional rail services are particularly critical to the success of the initial operating segment (IOS) of the proposed HSR system. The San Joaquin service (including the Thruway buses), with its desirable rail connectivity to the Bay Area, Sacramento, and the northern San Joaquin Valley, provides the best initial support for the proposed HSR IOS. With billions of dollars being investing in the California HSR project, the improvement and expansion of the San Joaquin service as a feeder network should be a very high priority for SJJPA, CHSRA, the State, the regions, and the FRA, in consultation with the BNSF and UPRR.

The enabling legislation for SJJPA requires that the SJJPA Business Plan shall be consistent with the most recent California State Rail Plan (CSRP) pursuant to Section 14036 and the CHSRA’s 2014 Business Plan pursuant to Section 185033 of the Public Utilities Code. To use the most recent and relevant source of information in the State’s planning for high-speed rail, the SJJPA Business Plan Update is consistent with the High-Speed Rail Business Plan that was adopted by the CHSRA Board in April, 2014. The Joint Policy Statement adopted by CHSRA, SJJPA and Caltrans, is intended to ensure cooperation and input of local communities on all decisions related to any changes in the San Joaquin service and consistent planning between these agencies.

Joint Policy Statement between CHSRA, Caltrans and SJJPA

To coordinate the efforts to integrate the San Joaquin service with the HSR program, the SJJPA Board Officers met with CHSRA Board Member Tom Richards, CEO Jeff Morales, and Regional Directors Diana Gomez and Ben Tripousis on June 27, 2013.

As a result of this meeting, there was agreement the San Joaquin service would likely evolve over time (but not diminish) to provide complementary feeder service to the proposed high-speed rail system. It was also determined that coordinating planning efforts in the San Joaquin Corridor and signing a “Joint Policy Statement” would be in the best interest of all of the rail parties, and promote a clearer understanding of how decisions regarding the San Joaquin service would be made in the future.

After much consultation with the affected partners and local communities, SJJPA adopted the Joint Policy Statement on July 26, 2013 that was also adopted and signed by the CHSRA and Caltrans (shown as Figure 4.1). The Joint Policy Statement ensures SJJPA and the affected communities will be actively involved in any coordination, decisions, and/or service adjustments between the San Joaquins and the proposed HSR service. The continued coordination with CHSRA and Caltrans is a high priority for SJJPA as part of its advocacy efforts to protect and improve the entire San Joaquin service.

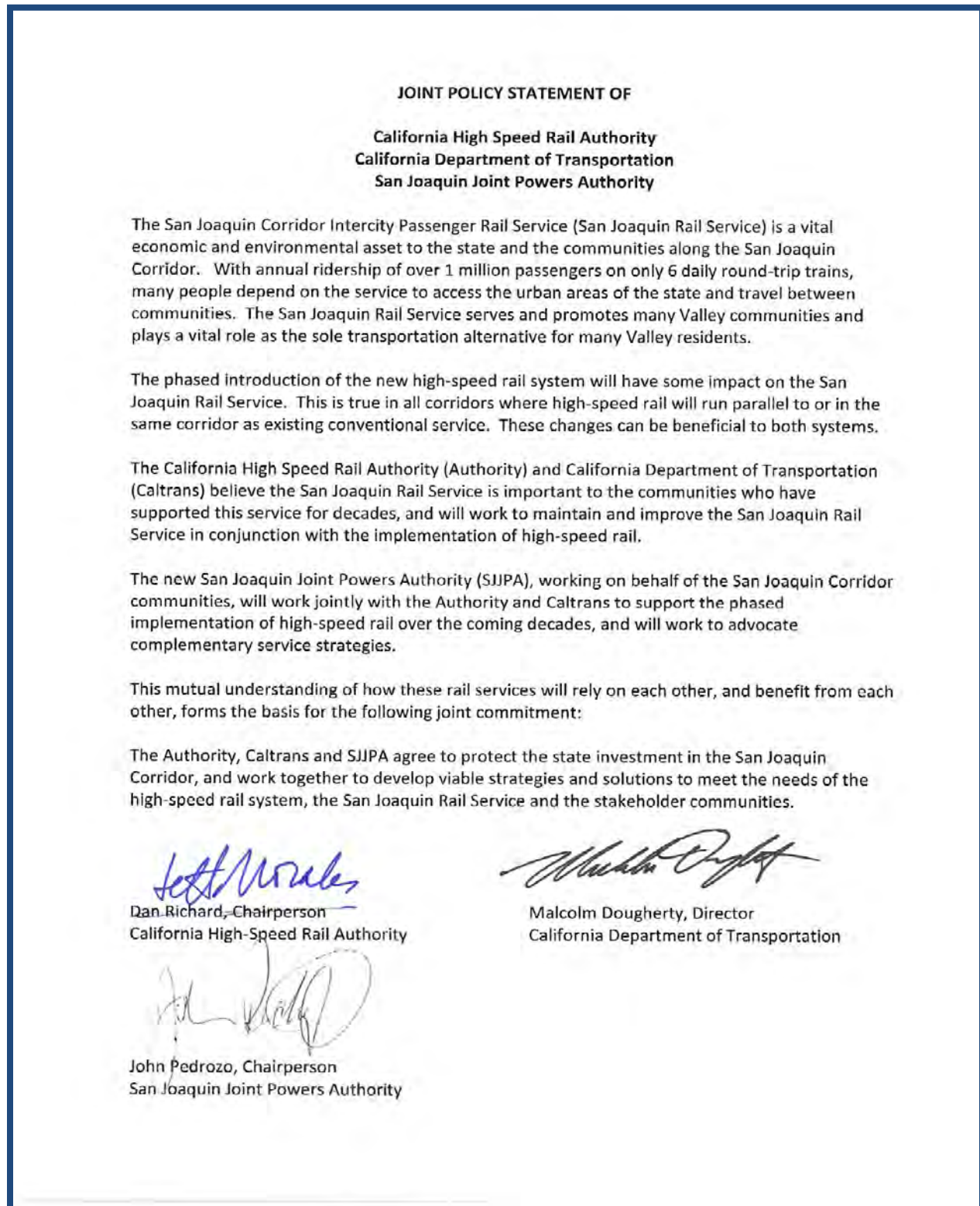
Coordination with ~~2014~~ CHSRA Business Plans

AB 528 (Lowenthal) passed by the Legislature and signed by the Governor on September 6, 2013 changed the due date of the CHSRA Business Plan from January 1, to May 1 every two years. As required by law, the CHSRA released a draft 2014 Business Plan at least 60 days before the publication of their Business Plan. A copy of the draft 2014 CHSRA Business Plan was furnished to the SJJPA at that time. SJJPA closely coordinated with CHSRA, CalSTA, and Caltrans Division of Rail during development of the draft 2014 CHSRA Business Plan and subsequent review before the plan was accepted. The 2014 CHSRA Business Plan was adopted by the CHSRA Board in April and was submitted to the State Legislature on May 1, 2014.

The CHSRA's priority and focus is on the phased implementation of state-of-the-art, electrified high-speed train service for California that would be capable of operating at speeds up to 220 mph. The SJJPA worked with the CHSRA within the framework of the Joint Policy Statement to ensure that the SJJPA's Business Plan was consistent with the 2014 CHSRA Business Plan as it relates to the San Joaquin service.

SJJPA continues to work with the CHSRA to coordinate updates to SJJPA business plans, including this 2016 Business Plan. On March 25, 2016, SJJPA is expected to approve a comment letter for the 2016 CHSRA Draft Business Plan, which was released February 18, 2016.

Figure 4.1



CHSRA and FRA Grant Agreement

The FRA required that the grant application for construction funding for the first construction section have “independent utility”, meaning if there were no additional federal funds available (or other future funding sources) for a significant period of time, that the construction segment built using the federal grant funds would have an intercity passenger rail operational use.¹¹ The CHSRA continues to work with CalSTA and the FRA, “to evaluate the potential for interim service...consistent with the principle that each program phase can stand alone and have independent utility.”¹²

CHSRA has publicly stated, and SJJPA is in agreement, that it is preferable the San Joaquin service never has to utilize the first construction section of the HSR system. However, should it become a necessity due to a significant delay of the HSR program, SJJPA will work through the framework of the Joint Policy Statement to develop an appropriate contingency plan for interim use of the first construction section by the San Joaquin service. SJJPA and the local communities along the corridor believe that any potential interim use of the first construction section must not be to the detriment of continuing San Joaquin service from Merced to Bakersfield along the existing BNSF alignment and continuing through service along the entire existing BNSF alignment.

¹¹ CHSRA and FRA Grant Agreement, signed Dec 5, 2012, Attachment 3A page 81

¹² 2014 California High-Speed Rail Authority Business Plan, page 22

5. ~~COMET CAR EXISTING~~ TRAINSETS, ~~BI-LEVEL~~ & NEW EQUIPMENT

Comet Car Trainsets

On October 21, 2013, Caltrans Division of Rail introduced a trainset of refurbished Comet Cars into service on the San Joaquin route. Caltrans' decision to purchase and use Comet Car trainsets on the San Joaquin route was intended to provide additional seating capacity through the running of longer train sets on the service. Caltrans has clearly stated to SJJPA that the use of the Comet Car trainset is a short-term solution to add capacity to the San Joaquin service until the new bi-level equipment purchased by the State are delivered, and that the deployment of the Comet Car trainset is to increase the ridership and revenue of the San Joaquin service.

While use of the Comet Car trainset ~~could potentially~~ increases the seating capacity of the San Joaquin service, there are some ~~potential~~ negative aspects to having single-level Comet Car trainsets deployed, including; high-level boarding (which requires all passengers to climb a steep set of stairs), narrow doors that are manually opened, use of a manually cranked wheelchair lift at all stations, bike storage and large luggage stored in separate baggage cars, and costs associated with additional train attendants and maintenance. SJJPA ~~has previously~~ submitted formal comments to Caltrans, raising concerns regarding these aspects of the Comet Car trainsets, ~~as the SJJPA believes they could threaten the future success of the San Joaquin service. However, with a lack of additional available bi-level equipment, the Comet Car trainsets are proving to be a valuable resource for the San Joaquin service and the State.~~

California Cars

~~In addition to the Comet Cars, the~~ The San Joaquin service ~~primarily utilizes~~ ~~uses the~~ Bi-level California Cars, ~~which are~~ owned by the State of California. The bi-level equipment was purchased in the 1990's for use on the three California Intercity Passenger Rail Corridors. The California Car fleet in Northern California is shared between the San Joaquin and Capitol Corridor services to allow for maximum flexibility in seating capacity. ~~The San Joaquin service currently runs seven trainsets for its six daily round trips.~~ Bi-level equipment assignments for the Northern California fleet will be studied to see if there can be further optimization of equipment based upon peak loads of paired trains.

New Equipment

With the increase in ridership on the State supported services, Caltrans, owner of the rolling stock, recognized the need for additional passenger cars to expand seating capacity and continue to meet the growing demand of the State's intercity rail services. To meet the demand, Caltrans worked with the Federal Railroad Administration and States for Passenger Rail Coalition to develop a program to procure additional passenger rail cars. As a result of these efforts, Caltrans was successful in bringing together federal High Speed Intercity Passenger Rail (HSIPR) program funding of \$168 million. In December 2011, the California Transportation Commission (CTC) approved

matching funds of \$42 million in Prop 1B funds to complete the funding to acquire additional rolling stock. ~~The first of the new Bi-levels for California are scheduled to begin arriving in mid2016; however most of the Bi-level cars are not expected to be delivered until after September 2017.~~ Caltrans' Division of Rail leadership in procuring the funding to order these new cars will directly benefit SJJPA. It is anticipated at this time that twelve new passenger cars and three new locomotives will be assigned to the San Joaquin Corridor, with the possibility of being able to place orders for additional equipment if train frequencies are increased.

In December 2014, the CTC approved allocation of \$108 million in Prop 1B funding for additional passenger rail cars and locomotives. This will result in additional new equipment for the California fleet. The exact breakdown between locomotives and railcars is still under negotiations. The option locomotives will cost about \$6.5 million and the option railcars will be approximately \$3.2 million each. The State expects to focus on purchasing new locomotives which will mostly be used to replace locomotives being leased from Amtrak. About 10% of this allocation will be utilized for an "On-board Information System (OBIS)". The OBIS is an integrated video and audio communications system for on-train travel and service messages as well as potential advertising messages.

While the funding is in place, delays in the manufacturing the new bi-level equipment have occurred. Originally, the first of the bi-levels for California were scheduled to begin arriving in mid-2016, with most of the bi-level cars expected to be delivered sometime in late 2017. Currently, it is not clear how long it will take to resolve the manufacturing issues and when the new equipment will be delivered.

6. OPERATING PLAN AND STRATEGIES

FY 201~~65~~/1~~67~~ and 201~~67~~/1~~78~~ Operating Plan

In Federal FY 14 (October 2013 – September 2014) San Joaquin ridership dropped (by 1.3%) for the first time since FY 2007 and revenue dropped (by 3.3%) for the first time since FY 1994. This decline continued in Federal FY 15, with ridership declining another 0.9% and revenue dropping an additional 1.9 %. SJJPA will continue to work with the State and Amtrak to determine the cause of the decrease and suggest potential remedies. Potential reasons for the decrease include poor on-time performance and it appears that very low gas prices experienced over the last year~~capacity for the San Joaquin service was reduced with the introduction of the Comet Car trainset(s). Since the San Joaquins use reserved ticketing, any decrease in capacity would be likely to result in a decrease in ridership.~~ Despite a disappointing FY 14 and FY 15, with a strong statewide economy and a growing San Joaquin Corridor, the San Joaquins should return to a pattern of increased ridership and revenue in future years. FY 15 and beyond.

The San Joaquin's operating plan for FY 201~~65~~/1~~76~~ assumes that an additional daily round trip will be added in the San Joaquin Corridor between Oakland and Bakersfield half-way through the fiscal year. For FY 201~~76~~/1~~87~~ San Joaquin's operating plan will maintain the same level of service as FY 201~~65~~/1~~76~~: 2 daily roundtrips between Sacramento and Bakersfield, and 5 daily round trips between Oakland and Bakersfield. Based upon historical ridership growth, increasing the frequency of the San Joaquin service is a key objective. SJJPA will evaluate and pursue cost effective service expansion opportunities in consultation with the host railroads as capital and operational funding is made available. SJJPA will work with Caltrans to identify future equipment needs, funding sources and delivery schedules for service improvements.

To improve operating performance with existing resources, SJJPA in coordination with Caltrans and Capitol Corridor, will conduct an Optimization Study that is focused on examining strategies to increase capacity for rail service and freeing up equipment. The first phase of work will examine adding the 8th Daily Round Trip into the San Joaquin service, optimizing the schedule to reduce train "meets" while increasing ridership, reducing freight interferences and reducing the overall run-time. The second phase of work will examine current practices to identify what is working and to identify areas for improvement in terms of deployment and scheduling efficiencies. This will be followed by the development of several deployment and scheduling scenarios, all of which will be modeled for increased optimization so as to free up more capacity and allow the increased utilization of existing rolling stock for both the San Joaquin and Capitol Corridor passenger rail services.

To enhance the current San Joaquin service, SJJPA is committed to working with Caltrans Division of Rail, Capitol Corridor, Pacific Surfliner, Altamont Corridor Express (ACE), Amtrak, BNSF, UPRR, and ~~r~~Regional and ~~L~~ocal ~~T~~ransit providers to improve connecting transit service to the trains and connecting bus service along the San

Joaquin corridor. To help achieve this, SJJPA will utilize its Member Agencies to assist in coordinating improved communications and connectivity.

Operating Strategies

The San Joaquins have great potential for increased ridership, revenue, service coordination and performance. SJJPA is implementing a number of strategies to improve the San Joaquins. Some of the strategies listed are being implemented with little or no additional resources.

Train Monitoring - On Time Performance (OTP):

1. Coordinate with the Host Railroads and Amtrak to provide computer displays with real-time viewing of all train movement (freight and passenger) on the San Joaquin corridor.
2. ~~Conduct~~ Initiate weekly conference calls with the Host Railroads and Amtrak to discuss the prior weeks On-Time Performance. Discussions ~~will~~ include the types of delays, the reasons for the delays and identify potential solutions so future delays can be prevented.
3. Coordinate with the Host Railroads to bring Dispatchers out to tour the San Joaquin Corridor and ride the trains to develop an understanding of the territory being dispatched.
4. Work with the Host Railroads and Amtrak to identify capital and/or system improvements to improve On-Time Performance. This includes annual hy-rail or train trips over the corridor with the Host Railroad's and Amtrak's operating and passenger rail personal. This will allow for a prioritized list of projects agreed to by all parties which can be either on, or off the corridor which will increase capacity and velocity of the overall system.

Train and Connecting Bus Schedule Adjustments:

1. The SJJPA will ~~make an early~~ continue to evaluate existing train and connecting bus schedules and determine if there are potential changes which could improve ridership, revenue and cost effectiveness. Schedule adjustments have the potential to improve the San Joaquin performance without additional resources.
2. Closely review of the bus routes to determine if the routes are operated as efficient as possible.
3. Assess operational impacts and potential schedule changes from the implementation of potential new station locations (including Oakley, Hercules Berkeley, Oakland Coliseum, Elk Grove, and 65th Street Sacramento, as well as additional stations in the Fresno and Bakersfield metropolitan areas). Additionally, operational impacts of shifting service from the Stockton "San

Joaquin Street” station location to the Robert Cabral (ACE) Station in downtown will be considered.

Service Coordination:

1. Represents the San Joaquins at monthly Capital Improvement Team (CIT) meetings with the Union Pacific Railroad (UPRR). ~~The meetings to discuss~~ Operational issues encountered over prior month and any upcoming capital and system projects that could affect train performance are discussed at these meetings.
2. ~~Participate in~~Initiate quarterly monthly CIT meetings with the BNSF and UPRR to discuss operational issues encountered over prior months and any upcoming capital and system projects that could affect train performance.
3. Work with the Capitol Corridor JPA, LOSSAN JPA, and Caltrans to provide improved connections to the Capitol Corridor and Pacific Surfliner.
4. Participate in the Bi-Monthly Construction meetings with LOSSAN and Caltrans to identify potential maintenance projects and projects required to increase service to 8 daily round trips, as well as to monitor progress on projects in construction.
5. Work with the Federal Railroad Administration on regulatory requirements associated with the San Joaquin service, i.e. Positive Train Control.

Near-term Operating Improvements:

1. Continue to w~~Work~~ with the State to ~~continue secure the construction and identification of the~~ capital and operational funding for projects to increase the San Joaquin service ~~up to eight (8) daily round-trips between Oakland and Bakersfield.~~
2. Plan for required improvements and seek capital and operational funding to increase the San Joaquin service to Sacramento.
3. ~~The SJJPA will w~~Work with Amtrak and the Host Railroads (BNSF and UPRR) to evaluate the feasibility of initiating increased service mid-corridor as part of service expansion plans. SJJPA will evaluate the estimated costs of mid-corridor train starts along with the compatibility of cycling the equipment for maintenance, and the feasibility of mid-point crewing locations, as well as increased parking at stations.
4. Work with Caltrans Division of Rail, Amtrak, BNSF and UPRR to develop potential train schedules to better serve the morning markets in Bakersfield, Oakland and Sacramento through a mid-point start in Merced and/or Fresno.

Operating trains from Merced and/or Fresno in the morning heading south to Bakersfield and north to Oakland and Sacramento will be investigated.

5. Work with Amtrak and the Host Railroads on developing a grass roots Safety and Security Program targeting the communities along the San Joaquin Corridor Farming Community and First Responder's.— This includes presentations at schools, fairs, festivals, and to other special groups, such as farm workers and First Responders. SJJPA has recently brought on several Local Outreach Representatives that will assist in promoting safety by working with Operation Lifesaver (OL) and other organizations. A special effort will be made to reach out to schools, which may include field trips on ~~For example, having all student groups taking the San Joaquins to learn about safety around the tracks. attend an OL presentation prior to taking the trip, allowing~~ Transportation Security Administration (TSA) uniformed Visible Intermodal Prevention and Response (VIPR)'s teams will be invited to ride the trains as well. VIPR teams are a no-cost resource for expanding and enhancing security through random and unpredictable deployments.

7. SHORT-TERM AND LONGER-TERM CAPITAL IMPROVEMENT PROGRAMS

The State has invested ~~overall~~^{most} \$460 million since 1976 to increase and improve the San Joaquin service.¹³ There have been more than \$240 million in San Joaquin Corridor improvements over the last 20 years. Table 7.1 shows the major investments that were programmed for the San Joaquin Corridor between 1993 and 2012. Caltrans ~~recently is currently working~~ to complete ~~the~~ improvements needed to enable the deployment of an additional daily round trip between Oakland and Bakersfield ~~and did planning - and has initiated planning~~ for up to 11 daily round trips.

Table 7.1: San Joaquin Capital Projects 1993 – 2012 (\$ Millions)

San Joaquin Capital Projects 1993 - 2012 (\$ Millions)			
Project	Cost	Track Miles	Benefit
4 to 6 Train	\$53.8	21.5	Two Round Trips
Oakley to Pt Chicago CTC	\$21.5	2	Capacity, OTP
Shirley to Hanford	\$22.0	5	Capacity, OTP
Kings Park			
Dbl Track	\$18.5	4.5	Capacity, OTP
Calwa to Bowles	\$26.7	8.5	Capacity, OTP
Stockton Dbl Track	\$10.0	6	Capacity, OTP
Empire	\$11.0	8.2	Capacity, OTP
Keddie Xover	\$0.8		Capacity, OTP
Escalon Siding Ext	\$10.0	2.5	Capacity, OTP
Merced Xover	\$2.1		Capacity, OTP
Sac-Stockton Upgrade	\$39.0	16.6	Two Trains Sac to Stockton
Mococco Upgrade	\$9.0	6.2	Two Trains Oak to PC
Cap Maintenance	\$1.7		Ride Quality, OTP
Design and Engineering	\$14.4		Eng, Modeling, Environmental
TOTAL	\$240.5	81	
Source: CalTrans Department of Rail, 2012			

¹³ Caltrans, 2013 State Rail Plan, May 2013 (page 225)

A key goal of SJJPA is to build upon the State's efforts to improve the performance and increase the frequency of the San Joaquin service and expand ridership through increased awareness of the service and the development of new ridership markets. In coordination with the State, the SJJPA will identify, evaluate, and implement capital improvements for the San Joaquin service to enable increased frequency, reliability, and safety, and to reduce travel times and operating costs.

Initial "Short-Term Improvements" presented below represent Caltrans' and SJJPA's current program for the capital investments needed to provide additional frequencies for the San Joaquin service. The Longer-Term Improvements represents an initial list of improvements highlighting possible future capital improvement projects for the San Joaquin service in the coming years. In subsequent years, With the ITA complete, the SJJPA will establish an annual capital program in consultation with the State and the SJJPA constituents.

Short-term Capital Improvements

With the improvements recently completed to enable initiation of a 7th Daily Round Trip, SJJPA is focused on working with Caltrans to implement further improvements to allow for implementation of the 8th Daily Round Trip. increased service. strongly supports the completion of those capital projects that are currently underway to enable the deployment of an additional daily round trip between Oakland and Bakersfield (7th San Joaquin daily round trip). These eCapital projects recently completedcurrently underway are listed in Table 7.2, are expected to be completed by mid to late 2015.

Table 7.2: San Joaquin Capital Projects – Recently CompletedUnderway (\$ Millions)

San Joaquin Capital Projects - Recently Completed (\$ Millions)			
Project	Cost	Track Miles	Benefits
Oakley to Pt Chicago Segment 3	\$26.5	3.5	Capacity
Stockton to Escalon Segment 1	\$8.4	2.5	Capacity
TOTAL	\$34.9	6.0	
Source: CalTrans Department of Rail, 2016			

Table 7.3 identifies the list of projects in the San Joaquin Corridor that Caltrans and BNSF have identified as necessary to enable an additional daily round trip on the San Joaquin route between Oakland and Bakersfield (8th Daily Round Trip at 79 mph). The “Merced-LeGrand Segment 1” and “Stockton-Escalon Segment 3” are fully funded and construction is underway. Caltrans expects construction of these two sections ~~will take about three years~~ to be completed within the next two years. This table also identifies \$15 million for a layover facility in Merced or Fresno to enable mid-corridor starts/ends. SJJPA will work with the State to secure funding and expedite the implementation of the projects needed to implement an 8th daily round trip and mid-corridor start/ends.

SJJPA will also coordinate with CHSRA regarding grade separations or improvements being done to the BNSF track as a result of the implementation of the initial construction of the HSR system. -During FY 2015/2016, SJJPA ~~is will~~ identifying any additional short-term projects which should be implemented to help improve the San Joaquin service including the identification of additional rolling stock needed to increase service levels.

SJJPA will work with the State to:

- Secure funding for the projects
- Ensure that the projects meet the project delivery schedule
- Minimize the construction impacts of these projects
- Maximize the benefits of these projects on overall service performance

Longer-term Capital Improvements

SJJPA will develop a comprehensive program of improvements to reduce travel time, increase ridership, and improve service reliability of the San Joaquin service. An initial list of preliminary long-term improvements is identified below, which requires further review by SJJPA and is subject to approval from the State, Union Pacific, BNSF, local and regional agencies, and other interested parties. This list demonstrates some of the possibilities for the future of the San Joaquin service.

- Additional bi-level trainsets to achieve at least an eleven (11) round-trip schedule.
- Construction of a new maintenance facility.
- Track and signal improvements between Sacramento and Stockton on UPRR ~~r/w Fresno Subdivision~~ or new track on r/w adjacent to UPRR Fresno Subdivision to enable increasing frequency, speed, and safety of service to Sacramento.
- Improvements to increase service, speed, and safety between Oakland and Port Chicago

- Improvements from Port Chicago to Bakersfield (see Table 7.3, “11 Daily Trains at 79 mph”) to increase frequency, speed, and safety.
- Improvements to enable 90 mph operations where cost effective. This work would focus on key locations to reduce travel time and improve reliability.

Table 7.3: San Joaquin Capital Projects ~~for 8th—11th Daily Round Trips~~ (\$ Millions)

San Joaquin Capital Projects (\$ Millions)						
Projects - 8th Daily Round Trip (2-5 Year Horizon)	Segment	Milepost	Miles	Cost	Env	Funding
Gregg Double Track	----	1008.9 - 1013.8	5	\$23.4	CEQA	----
Merced-LeGrand	1	1041.7 - 1050.1	8.4	\$40.4	CEQA	\$40.8
Stockton-Escalon	3	1106.8 - 1110.6	3.8	\$20.5	CEQA	\$20.5
Stockton-Escalon	4	1110.6 - 1116.3	5.7	\$21.5	CEQA	\$21.5
Oakley-Port Chicago	2	1152.7 - 1155.8	3.1	\$55.0	CEQA	----
Total 8 Trains at 79 mph			26	\$160.8		
Remaining			13.8	\$99.5		
Projects - 9-11th Daily Round Trips	Segment	Milepost	Miles	Cost		
Una to Shafter*	2	899.4 - 902.9	3.5	\$22.0	***PEIR	----
Angiola to Corcoran Double track	----	943.0 - 953.8	22.4	\$63.0	***PEIR	----
Figarden Double Track	----	1004.1 - 1008.6	4.5	\$27.0	***PEIR	----
Gregg to Madera Double track	----	1013.9 - 1020.5	6.6	\$40.0	***PEIR	----
Oakley-Port Chicago	1 & 4	1157.9 - 1163.8	3.5	\$37.6	CEQA	----
Total 11 Trains at 79 mph			40.5	\$189.6		
Projects - Not Engineered	Segment	Milepost	Miles	Cost		
Merced or Fresno Layover Facility **	----	----	----	\$15.0	***PEIR	----
Stockton Station Track	----	1120 - 1120 (vicinity)	0.2	\$20.0	***PEIR	----
Estimated Total				\$35.0	***PEIR	
Projects - Other						
Positive Train Control	Entire Corridor	----	----	\$10.0	----	----
Capitalized Maintenance	Entire Corridor	----	----	\$1.0	----	----
Estimated Total				\$11.0		
<i>* Project not previously segmented</i> <i>** Project may be necessary for 8 train schedule</i> <i>*** Project identified in SJ Corridor PEIR - 7/2014 Release</i>						
Source: CalTrans Department of Rail, 2016						

8. ACTION PLAN AND PERFORMANCE STANDARDS

Pursuant to AB 1779, the Secretary of CalSTA submitted a set of uniform performance standards on June 30, 2014 for all state-supported intercity passenger rail corridors. These standards require the administrators and operators of these intercity services to control cost and improve efficiency. ~~If necessary, the Secretary may modify the above standards not later than July 30, 2015, or the effective date of the ITA, whichever comes first.~~ SJJPA adopted the CalSTA performance standards on September 27, 2014.

CalSTA identified three uniform performance standards measures to be used for the State supported intercity passenger rail services: usage, cost efficiency, and service quality.

- **Usage** – measured by passenger miles and ridership.
- **Cost Efficiency** – measured by farebox recovery and total operating cost per passenger mile.
- **Service Quality** – measured by endpoint on-time performance, all-station on-time performance, and operator responsible delays per 10,000 train miles.

In support of the State's performance standards, ~~upon the transfer of service, SJJPA has developed will develop various~~ measures to continuously monitor the financial, operational, ridership performance and outreach effectiveness of the San Joaquin Service. Additionally, SJJPA already has, and will continue to develop strategies to maintain successful performance of the San Joaquin service.

In addition to the CalSTA performance standards, the SJJPA has focused on also considering the environmental impact of the San Joaquin service and its role in helping to create a more sustainable California. Increases in San Joaquin ridership benefit the environment by reducing air pollution and greenhouse gas emissions and help to encourage sustainable, transit-oriented development. It is estimated that in FY 2012, the San Joaquin service (including Thruway buses) reduced well over 100 million miles of automobile vehicle-miles traveled and as a result had a net reduction of CO2 emissions of over 24 million pounds.¹⁴ The deployment of the 7th and 8th daily round trips could reduce an additional 44 million vehicle-miles traveled and 10.4 million pounds of CO2 reduced annually.¹⁵

FY 201~~65~~/1~~76~~ and 201~~76~~/1~~78~~ Action Plan

For FY 201~~65~~/1~~76~~ and FY 201~~76~~/1~~87~~, SJJPA will continuously develop action plans with service criteria and objectives to increase ridership, control costs, improve quality, increase the benefits of the San Joaquin Corridor and better integrate all corridor public transit systems with the San Joaquin service (including dedicated Thruway bus

¹⁴ California Intercity Passenger Rail (CIPR) Brochure, April 2013

¹⁵Based upon an increase of 260,000 riders/year for each additional round trip.

services). Each action will be part of SJJPA's overall management of the San Joaquin service as a transportation product in a highly competitive travel market. The following is a list of areas to be covered:

- Negotiate revisions to Amtrak operating agreement to improve performance reporting and decrease costs for operating.
- Develop schedules and a service plan for implementing for a 7th and 8th round-trip train in conjunction with UPRR, BNSF, Amtrak and the State and also work on improvements to the existing 6 round-trip schedule.
- Conduct an Optimization Study that examines ways to maximize deployment and scheduling efficiencies along the San Joaquin Corridor that would allow for increased capacity for rail service and more efficient utilization of equipment. As part of this study, include planning for the integration of an 8th Daily Round Trip as a mid-corridor start/end.
- Identify improvements and costs needed for mid-corridor starts/ends.
- Develop SJJPA policy for service standards (service levels and extensions, new station stops, train running times, station design criteria, etc.).
- ~~Prepare and implement~~ SJJPA's Marketing and Outreach Program ~~Public Communications and Information Program and Marketing Program.~~
- Develop FY 2016~~7~~/18~~7~~ Business Plan.
- Assist CalSTA in the development of its "Network Integration Strategic Service Plan for the California Passenger Rail Network."
- Provide input on Caltrans' Draft Program EIR for the San Joaquin Corridor and assist Caltrans with agency, organization, and public outreach and coordination.
- Continue daily ~~Develop monthly and timely~~ performance reporting ~~procedures.~~
- Work jointly with the CHSRA and Caltrans to develop viable strategies and solutions to support phased implementation of high-speed rail and to meet the needs of the San Joaquin service and the stakeholder communities of the San Joaquin Corridor.
- Continue to ~~Establish operating~~ coordinate with UPRR, BNSF and Amtrak on schedule and train performance.
- Conduct a market research program.
- Monitor and report on status of Business Plan commitments.
- Refine consolidated Capital Improvement Program.

- Coordinate fares and service schedules with connecting transport systems.
- ~~Refine marketing program.~~
- Obtain more ridership and origin/destination data for Thruway buses connecting to the San Joaquin service.
- Review and monitor Thruway bus performance.
- Identify any Thruway bus routes not served by competing bus services, and promote use of excess bus capacity on those routes.
- Identify future infrastructure (track, signal, and bridge) and facility projects to support increased service levels and extensions and improve performance of service.
- Monitor and expand the programs with transit agencies to improve and promote connectivity between the trains and local transit services.
- Evaluate measures to improve train and Thruway bus performance, including modifications to the service.
- Work with Amtrak to increase performance tracking through detailed monthly reports on ticketing (including e-Ticketing), delay, and food service.
- Work with UPRR, BNSF, Amtrak and State to continue ridership and revenue growth by improving reliability, adjusting the service plan, and/or implementing projects that add capacity and reduce travel times.
- Work with Amtrak to secure additional cost efficiencies to be reinvested in service enhancements.
- Initiate planning for additional service to Sacramento in coordination with BNSF, UPRR, the State and the Central Valley Rail Working Group.
- Continue to wWork with Amtrak, CCJPA, and Caltrans on identifying additional minimum standards for equipment reliability and availability, maintenance of minimum trainset capacity, service performance, and crew size.
- Work with Amtrak, CCJPA, Caltrans, UPRR, and BNSF on identifying variables that affect on-time performance.
- Coordinate with Caltrans to identify and implement equipment modifications to increase reliability, improve passenger amenities and improve service.
- Coordinate with Caltrans to identify rolling stock needed for increased service levels.

- ~~• Investigate the installation of shore power cabinets⁴⁶ at stations and locations where trainsets will experience substantial dwell times (including potential mid-corridor starts/ends).~~
- Coordinate with the California Freight Advisory Committee and provide input on the California Freight Mobility Plan.
- Develop and work to establish a program to provide subsidies for residents within the San Joaquin Corridor who cannot afford the regular fares.

~~⁴⁶ Shore power cabinets enable trainsets to idle with power without running their diesel locomotives, saving fuel costs and reducing CO2 emissions.~~

9. ESTABLISHMENT OF FARES

SJJPA, ~~upon assuming oversight of the San Joaquin Service~~ will work with Caltrans and Amtrak to develop fares ensuring the service is attractive and competitive with other modes of transportation along the corridor. Available ticket types on the San Joaquins are: one-way, roundtrip, 10-ride tickets and monthly passes. ~~The 10-trip ticket is valid for 45 days from date of first use and can be used by more than one person at a time.~~ The multi-ride tickets, and tickets purchased by seniors, students, military personnel and children under age 15 are sold at a discounted rate. Additionally, Amtrak provides reduced fares for certain national partners, such as AAA members, and for groups of more than 20 people. Following the model of the Capitol Corridor, a “Friends and Family” discount program is being established for the San Joaquins. This enables small groups of 2 to 6 passengers to travel for less every day of the week. Passengers that buy one full fare ticket save 50% on up to five companion fares with the Friends and Family discount. 10-ride tickets will now be restricted for use by one person and will be valid for 60 days from the first use.

The San Joaquin service is on a reservation system with tickets sold in advance providing a limited ability to sell tickets on the train thus turning potential passengers away. The current fare management policy on the San Joaquins is to increase the standard “value” fares as the San Joaquin trains start to reach capacity. ~~The highest level of increase can be about twice as much as the initial fare offered.~~

FY 201~~65-176~~ and FY 201~~76-187~~ Fares

The projected fare structure for FY 201~~65-176~~ and FY 201~~76-187~~ is dependent upon the implementation of revised Amtrak operating pricing policies for FY 201~~65-176~~ and FY 201~~76-187~~. If operating expenses are stabilized or reduced a fare increase may not be necessary for these fiscal years. The SJJPA will work with Caltrans and Amtrak on the impacts of a revised pricing policy and determine if a fare increase will be required. Additionally, SJJPA will look into other opportunities to increase fare revenue without raising fares, these include but are not limited to:

- Explore smart-card fare collection technology or other current best-fit technology provided it can be incorporated into the Amtrak ticketing structure;
- Continue and expand the transit connectivity programs such as the Transit Transfer Program, joint ticketing, and transfer of motorcoach bus routes to parallel local transit services;
- Increase public awareness of the Service to increase ridership and revenue.
- To encourage new riders, ~~promote~~consider discounts for group travel and families.

- Explore with Amtrak moving the San Joaquin service back to unreserved ticketing, like the Capitol Corridor and Pacific Surfliner. Any determination will need to include data on the tradeoffs between reserved and unreserved ticketing, including if the benefits outweigh the impacts.
- Investigate changes to the existing fare policy of increasing fares as trains begin to reach capacity.
- As identified in the previous chapter, SJJPA will work to establish a program to subsidize tickets for residents within the San Joaquin Corridor who cannot afford to pay regular San Joaquin fares.

10. SERVICE AMENITIES, FOOD SERVICES, AND EQUIPMENT

Service Amenities

Accessibility: The SJJPA supports the State's ~~current~~ goal to provide total accessibility to the State-owned equipment including all its features and amenities. No person shall be denied access on the basis of physical ability. Accessibility features for bi-level coaches include onboard wheelchair lifts, two designated spaces per train car for passengers in wheelchairs, and one wheelchair-accessible lavatory on the lower level of each train car. On a temporary basis, the State has deployed a Comet Car trainset on the San Joaquin service. Since the Comet Car trainset has higher access points and does not have onboard wheelchair lifts, hand-cranked mobile wheelchair lifts are required at all San Joaquin stations. Each single-level Comet Car coach has one wheelchair-accessible lavatory. The SJJPA ~~will have requested that Caltrans~~ closely monitor the performance of the Comet Car trainset.

Door Control: An essential feature of the bi-level coaches is the ability for doors to be operated remotely on either side of the train from a single point of control. This feature allows the operator to maximize passenger flow in boarding and alighting operations, and thereby minimize station dwell time. Comet Car coach doors are all manually operated requiring additional Assistant Conductors to be onboard and prevents some Comet Car trainset doors from being used when the trains are at stations.

Information Displays: Each coach is equipped with electronic passenger information displays that provide the train numbers and destination, plus any public information.

Lavatories: Lavatories in coaches feature electric hand dryers, soap dispensers, and infant diaper-changing tables.

Telecommunications: All coaches in the fleet have Wi-Fi service. This service is free to the customer and permits e-mail and webpage viewing. Amtrak's Wi-Fi service prohibits streaming services which would use up large amounts of bandwidth. Power plug access is available at each seat and can power and charge passengers' various electronic devices.

Bicycle Access: Bi-level coaches have bicycle storage units that hold three bicycles on the lower level of the car. In addition, 14 first generation California Cab Cars (8300-series) have undergone a retrofit to hold 13 bicycles as opposed to 7 bicycles. The five Surfliner Cab Cars (6000-series) have storage space for up to 13 bicycles in the lower baggage area. Comet Car coaches have no bicycle storage. For the Comet Car trainset, there are 4 bicycle storage units in the "Cabbage" car which also is used for baggage. It is important to note that on the Comet Car trainset bicycles are only accommodated at manned Stations.

Food and Beverage Services: Each San Joaquin train has a café car which offers food and beverage service throughout most of the end-to-end the trip. A wide variety of entrees, snacks, and beverages are provided. ~~After the SJJPA assumes responsibility~~

~~for the San Joaquin service, the existing food and beverage service will be continued as it is. However, after assuming responsibility, t~~The SJJPA will evaluate the existing food and beverage service to provide high quality options in the most efficient and cost effective manner. -Topics to be evaluated include: menu; inventory and storage; increasing the capacity and usefulness of the space in the cars; patron flow; signage and information; securing and accounting for stock and materials; mid-trip restocking; and hours of operation. -The SJJPA will investigate increasing the sale of and promotional opportunities for products from the San Joaquin Corridor. The San Joaquin service offers a very unique opportunity to highlight and promote food and beverage products from the San Joaquin Corridor and can help market the service and the corridor.

Equipment Acquisition, Maintenance, and Renovation

The CCJPA is responsible for the administration and maintenance supervision of the State-owned fleet of rail cars and locomotives assigned to Northern California. In accordance with the ITA between the CCJPA and the State, the CCJPA is entrusted with ensuring the Capitol Corridor and San Joaquin rail fleet is operated and maintained to the high standards of reliability, cleanliness, and safety set by Amtrak, the State, and the CCJPA.

The SJJPA will work closely with Caltrans, Amtrak and the CCJPA to refine the maintenance and operations programs to improve the reliability, safety, and cost-effectiveness of the rail fleet. The San Joaquin and Capitol Corridor routes now share a combined fleet of 15 F59PHI locomotives, 2 DASH-8 locomotives, and 85 bi-level passenger coaches and food service cars which include three upgraded Amtrak-owned Superliner Coach Cars.¹⁷ The California fleet also has 14 Comet Car coaches, 3 leased Horizon Café cars and 3 leased F40 Cabbage cars. New fleet acquisitions will substantially increase San Joaquin service capacity. During FY 2012-13, Caltrans secured funding earmarked for 42 new bi-level coaches and 12 cleaner burning locomotives for the California fleet. In December 2014 Caltrans secured an additional \$108 million for more new equipment and for an On-board Information System.

Caltrans, Amtrak and the CCJPA have created a program of periodic overhauls to the existing train fleet that will improve the fleet performance. The main propulsion engines of the original fleet of locomotives are being rebuilt, exceeding current EPA TIER II emissions standards. Starting in 2013, the HVAC units, ducting and control systems are being renewed, providing better air quality and climate control. All passenger coaches and locomotives are now equipped with a digital security camera system to improved safety and security. In addition, fourteen California Cab cars have been converted to Cab/Baggage/Bike cars similar to the five newer Surfliner Cabs, to provide greater baggage storage and 13 more bike racks.¹⁸

¹⁷ CCJPA FY 2013—14 – FY 2014-15 Business Plan Update – March 2013

¹⁸ Ibid.

11. MARKETING AND OUTREACH

The San Joaquin trains serve markets from Bakersfield to Sacramento via the San Joaquin Valley and branch off from Stockton through the East Bay Area to Oakland. The San Joaquins are unique in the State, with a vast network of Thruway bus services that provide convenient connections for services between northern and southern California. Between the trains and connecting buses, the San Joaquins provide easy access to many of California's popular destinations, including: cultural attractions; museums; amusement parks; entertainment and music venues; national, state, regional, and local parks; state and county fairs and festivals; seasonal cuisine and artisan foods; the State Capitol; and major population centers.

Based on previous business plans that called for the development of a new grassroots approach to marketing and outreach within the San Joaquin Corridor, SJJPA staff developed the SJJPA Marketing and Outreach Plan. On November 20, 2015, SJJPA Board adopted the plan. To implement the plan, SJJPA hired five firms to conduct marketing and outreach services at the grassroots level, with each one assigned to one of five geographic regions within the San Joaquin Corridor.

The five geographic regions are as follows:

- 1) Bay Area (Alameda, Contra Costa, and San Francisco Counties, as well the Northern Bay Area)
- 2) Sacramento Area and Northern California
- 3) Northern San Joaquin Valley (San Joaquin, Stanislaus, & Merced Counties)
- 4) Central San Joaquin Valley (Fresno, Madera, Kings & Tulare Counties)
- 5) Kern County

~~The proposed goals~~The Goals and eObjectives of the SJJPA Marketing and Outreach Program are:

- a) Ensure Member Agencies, Corridor Communities and Major Stakeholders Participate in the Development of the Marketing and Outreach Plan
- b) Ensure Retention of Existing Riders
- c) Ensure Adequate Education and Awareness about the San Joaquins in all Communities Served by the Trains and Thruway Buses
- d) Reach out to Minority, Non-English-Speaking Constituencies, Disadvantaged Communities, and Members of the Public along the Corridor who may not be familiar with the San Joaquin Service
- e) Utilize Community Advocates as Communication Channels for Information Flow and Leverage Information Distribution Through All Corridor Communities
- f) Showcase attractions and services provided in Communities Served by the Trains and Thruway Buses

- g) Increase Outreach Focus and Opportunities for School, Senior Group and other Special Group Trips
- h) Incorporate Regular Passenger and Community Appreciation Activities and Events to ensure current rider retention
- i) Solicit Feedback From Passengers and Communities on the Effectiveness of the Outreach Programs and the San Joaquin Service
- j) Retool Marketing and Outreach Programs in Response to Feedback
- k) Increase Ridership and Revenue to Ensure Future San Joaquin Service Sustainability

Ensure Member Agencies, Corridor Communities and Major Stakeholders Participate in the Development of the Marketing and Outreach Plan

Along the San Joaquin Corridor, many of the regional planning agencies and members agencies to the SJJPA are in the process of updating Regional Transportation Plans, Sustainable Communities Strategies programs, and other planning efforts. As part of these efforts, most partner agencies have created outstanding Public Participation Plans, and it is desirous of the SJJPA to become involved in the public participation efforts so as to create a uniformed message of transit planning.

Given the far-reaching nature of the Thruway bus services within the State, many other communities and agencies have also outlined a plan for engaging the public, and it will be of importance to partner with these agencies to ensure consistency of message.

Reach out to Minority, Non-English-Speaking Constituencies, Disadvantaged Communities, and Members of the Public along the Corridor who may not be familiar with the San Joaquin Service

As the consistently growing ridership shown in previous Chapters would indicate, the traditional marketing strategies for the San Joaquin appear to have been relatively successful. However, service data over the years indicates those traditional marketing strategies have not been as effective as possible with the majority demographics within the San Joaquin Valley.

Of the 364 train miles on the San Joaquin route, about 284 miles (78%) pass through the San Joaquin Valley. The San Joaquin Valley is one of the largest rural and agricultural areas in the nation. It is also culturally diverse with more than 70 ethnicities and 105 languages spoken. Overall, nearly half of the entire constituency speaks Spanish as the primary language. Valley counties along the San Joaquin rail corridor share common issues such as large rural areas, agricultural industries, a rapidly growing and highly diverse population, and a lack of effective information about transportation alternatives.

The Plan ~~will include~~ emphasizes the need to focus on specific strategies for reaching out to minority, non-English-speaking constituencies along the San Joaquin corridor. With Hispanics comprising well over 50 percent of the San Joaquin Valley population, but only 30 percent of the Amtrak ridership, a concerted effort will be made to tailor promotional materials in Spanish and utilize informational outlets that are more effective. The grass roots approach of the Plan strategy will help SJJPA identify and address other markets throughout the San Joaquin Corridor that are underserved, or lacking information. The agency seeks to value all segments of people in the economic and social domains, and can achieve this by direct person-to-person contact through the utilization of outreach representatives – team members who live and breathe the very communities through which the train travels.

Utilize Community Advocates as Communication Channels for Information Flow and Leverage Information Distribution through All Corridor Communities

The SJJPA Marketing and Outreach Plan ~~will~~ retains the successful elements of the existing San Joaquin marketing effort ~~and~~ while introducing a more grass roots approach for the San Joaquin Corridor and potential passengers. An approach that has worked throughout the ACE service area has been to retain small businesses or individuals who are active in community issues to act as a direct conduit between the SJRRC and the various communities within the corridor. These team members are passionate about their communities and ensure the ACE service information gets to the right stakeholders and critical feedback gets to the agency. This approach has been more direct and more cost effective than traditional advertising. A similar strategy is ~~being deployed~~ proposed along the San Joaquin service area.

Showcase Attractions and Services Provided in Communities Served by the Trains and Thruway Buses

Visitor bureaus, business organizations, social services providers and non-profit groups involved in transportation, environmental or livability issues will be enlisted to support the distribution of information and generate support for the San Joaquin service. These local groups will help highlight the mobility options available and planning processes underway aimed at creating better connections to work, family, and attractions. This effort would include coordination of joint promotions with businesses, tourist and recreation attractions, hotels and entertainment partners.

Increase Outreach Focus and Opportunities for School, Senior Group and other Special Group Trips

The San Joaquin corridor also has many opportunities for group, senior and student travel. SJJPA will partner with Operation Lifesaver to present engaging discussions with young people in schools on how to be safe around the railroad tracks and the benefits of traveling by train, will encourage travel among families with programs like “Kids on Trains,” partner with schools for field trips via the San Joaquins, and provide focused outreach to senior organizations and communities.

Retool Marketing and Outreach Programs in Response to Feedback

As SJJPA seeks to solicit feedback from existing passengers about the San Joaquin service, and from stakeholders about the future of the San Joaquin service, the marketing and outreach team will not only report findings to the SJJPA board and stakeholders, but will also retool the programs as necessary.

General Partnerships and Communication Tools

SJJPA will coordinate with the State, host railroads, Amtrak, and local/regional agencies to ensure effective coverage of information through various media venues and create joint media and promotion opportunities to achieve cost-efficiencies in marketing the San Joaquin system. Communications and marketing to current and potential riders will be enhanced through bulletins, newsletters, informational brochures and timetables of connecting services, and special ridership promotions. SJJPA will assist its partner agencies in creating graphical marketing and outreach material in an effort to creatively extend the message of the San Joaquin system. The marketing and outreach team will develop a guidance package to assist the transit providers and community stakeholders in how best to communicate the rail services to various audiences.

The SJJPA can be effective in outreach to the public is by ensuring the messages and material it communicates are consistent, uniformed, and branded. The Marketing and Outreach team will work toward ensuring the themes associated with marketing efforts are consistent with the goals and objectives of the SJJPA board.

Building upon Amtrak's successful social media platform, the SJJPA will seek to expand the use of social media marketing through networks such as Facebook, ~~and~~ Twitter, Instagram, and Youtube to engage customers, enhance communications, and increase brand visibility.

12. ADVOCACY

Major improvement or expansion of the San Joaquin will require additional funding. There currently is no ongoing, stable capital funding source for the California Intercity Passenger Rail Program (CIPRP). To increase the frequency of the San Joaquin service and improve travel times, a significant investment in the existing freight infrastructure will be required. A key to funding the future growth of the San Joaquin service is developing a much stronger political base of support. This needed advocacy was one of the key reasons for AB 1799 and for establishing the SJJPA. One of the primary advantages of a regional governance, or Joint Powers Authority (JPA) model, is the ability for active advocacy at the local, regional, state and federal levels. Where state agencies are often limited in terms of advocacy, SJJPA can bring the full collective power of the Member Agencies and communities served by the San Joaquin in support of the service.

~~While the ITA is not expected to be signed until June 2015, t~~The SJJPA and affiliated agencies have been working hard to advocate for increased funding, improvements, and support for the overall state intercity rail program. The SJJPA has already elevated the improvement of the San Joaquin service as an issue of importance in the San Joaquin Corridor. Through the SJJPA's efforts, more than 60 agencies, and organizations throughout the San Joaquin Corridor have already signed on as supporters for the San Joaquin service and the CIPRP – and this number will continue to grow.

A key role of the SJJPA is its active participation in the “CIPRP Leadership Coalition.” The SJJPA, CCJPA, LOSSAN JPA, the Coast Rail Coordinating Council and the ~~San Joaquin Valley Rail Committee~~Banning Pass-Coachella Valley Corridor Rail Service comprise the CIPRP Leadership Coalition. This coalition works together for the purpose of jointly advocating for the improvement of the CIPRP. Staff from each agency participates in bi-weekly conference calls, with in-person meetings held with the Chairs, Vice Chairs and staff quarterly. The coalition organizes annual lobby days in ~~both Sacramento and Washington D.C.~~, and an annual Rail Advocacy Forum in support of the CIPRP. The coalition also works in coordination to educate elected officials, agencies, organizations and the public about the CIPRP and in an effort to gain widespread support for the program. The CIPRP Leadership Coalition worked with members of the Legislature to organize a “Select Committee” for rail support in the CA Senate and in the CA Assembly in 2015.— The purpose of the Select Committees is best described in the Mission Statement below, which was developed by the CIPRP Leadership Coalition with input from members of the Legislature:

“California’s State Legislative Passenger Select Committee promotes policies to ensure a premier, customer-focused conventional rail system that successfully moves people and goods in a manner that is cost-efficient, maximizes public benefits, and protects the environment. The Select Committee works to engage decision makers and to protect and grow the investment in the state’s conventional passenger rail network that will ensure its continued utilization and success. The Select Committee

will work to increase state funding to improve and expand the program and to leverage these investments by advocating for additional federal rail funds.”

The CIPRP Leadership Coalition has also developed statewide “California Passenger Rail Program Guiding Principles” (Guiding Principles) that have been adopted by the SJJPA, the CCJPA, the LOSSAN JPA, the Coast Rail Coordination Council as well as several other agencies and organizations. These Guiding Principles are being used for joint efforts to gain support for rail programs and improvements at the local, regional, state, and federal levels. The Guiding Principles are:

- *Protect and enhance California’s investment in the existing successful passenger rail system, including sustainable and recurring sources of funds at both the state and federal levels.*

Specifically support:

- a. A new recurring state source of capital, equipment, and operations funds to cover the existing passenger rail corridors and emerging corridors throughout the state.*
 - b. A new program for state of good repair improvements to existing rail corridors that facilitate the movement of passengers and freight.*
 - c. Allocations of State Propositions 1A, 1B, and other current and future funds to transit services, including commuter and state-supported intercity passenger rail, that connect with the state’s planned high-speed train system.*
 - d. “High-Speed and Intercity Passenger Rail (HSIPR)” programs title in federal surface transportation reauthorization, funded by other than the current Highway Trust Fund revenues.*
 - e. The American Public Transportation Association’s (APTA’s) recommendation for \$50 billion in federal funding over an initial six year period for the development of a nationwide HSIPR network.*
- *Support priority investments in integrated passenger rail networks that connect both existing services and future high-speed service which can in turn influence mode shift to be more sustainable and efficient and have positive impacts on the environment.*
 - *Procure a fleet of state-owned, standardized, bi-level rolling stock to support existing and future intercity passenger service.*
 - *Continue partnerships at the federal, state, regional and local levels in support of future passenger rail investments which support safety, reliability, goods movement, job creation, sustainability, economic development, and quality of life.*

- *Support lowering voter approval thresholds at the regional level in order to create new sources for passenger rail investments.*
- *Support state efforts to dedicate a portion of cap and trade funds for public transportation systems and specifically for the development and improvement of an integrated passenger rail network.*
- *Support streamlining of existing programs and policies to expedite efficient development of passenger rail improvements (e.g. RRIF, TIFIA).*

The CIPRP Leadership Coalition worked hard to successfully ensure that intercity rail was included as an important component of Cap & Trade allocations. Intercity passenger rail's inclusion in Cap & Trade is a critical milestone for the CIPRP since this ~~will provide~~ a much needed stable and ongoing source of capital funding for the CIPRP. The CIPRP Leadership Coalition worked with Members of the Legislature and their staff and the Administration in support the Cap & Trade allocation program that was approved by the Legislature on June 15, 2014. The CIPRP is now working increase the dedicated 10% of Cap & Trade allocations to intercity rail to 20% so many needed projects can be accelerated

While SJJPA was established to manage the San Joaquins, many San Joaquin passengers utilize multiple rail and bus services in their travels throughout the State and a focus on coordination between the systems is critical for the success of all services. Coordination of schedules, fares, ticketing, trip planning and connecting buses will be a focus of future advocacy efforts and complement the intent of the statewide Guiding Principles.

The San Joaquins are in a unique position related to the proposed CA High Speed Rail (HSR) program. With the First Construction Segment ~~slated for~~ under construction in the Central Valley, there have been many differing opinions on the potential impacts to the San Joaquins. After much consultation with the affected communities and the CA High Speed Rail Authority (CHSRA), SJJPA adopted and signed the "Joint Policy Statement" between SJJPA, CHSRA and Caltrans (shown as Figure 4.1). This agreement ensures SJJPA and the affected communities will be actively involved in any coordination, decisions, and/or service adjustments between the San Joaquins and the proposed HSR service. In addition, the CHSRA and Caltrans have acknowledged the importance of the San Joaquin service to the communities it services and have committed to working to "maintain and improve the San Joaquin service in conjunction with the implementation of high-speed rail." The continued coordination with CHSRA and Caltrans is a high priority for SJJPA as part of its efforts to advocate protecting and improving the entire San Joaquin service.

Although, SJJPA has made significant progress in its efforts to advocate for the San Joaquin service since its formation in March of 2013, this work has just begun and will be an ongoing priority for SJJPA. The San Joaquins have been one of the most consistent and fastest growing corridors in the nation, and yet the frequency of service has not increased in over a decade (it has not increased for over twenty years between

Oakland and Bakersfield). Advocacy for the San Joaquins and the CIPRP is critical for developing the much stronger political base of support needed to fund the future growth of the San Joaquin service.

13. ANNUAL FUNDING REQUIREMENT

The primary purpose of this Business Plan Update is to request the annual funds required by the SJJPA to operate, administer, and market the San Joaquin service for agreed-upon service levels. Previous chapters describe the proposed operating plan and strategies, planned service improvements, and capital improvements for FY 201~~65~~/1~~76~~ and FY 201~~67~~/1~~87~~. ~~This chapter The ITA will documents set forth the fund request of SJJPA for FY 201~~65~~/1~~76~~ and FY 201~~76~~/1~~87~~ to the State. identify the maximum amount of funds to be transferred to the SJJPA for FY 2015/16 and FY 2016/17 which will be incorporated into the FY 2015/16 and FY 2016/17 Legislative Budget process.~~

FY 201~~65~~/1~~76~~ and FY 201~~7~~/1~~8~~ Operating Shortfall Costs

~~Based on the current San Joaquin operations (which are consistent with the Overall Operating Plan and Operating Strategies presented in Chapter 6), Amtrak is negotiating the operating costs for the San Joaquin Service for FY 2014/15 with the Caltrans Division of Rail. The administrative responsibility of the San Joaquin service remains with the State until there is a signed ITA. FY 2014/15 negotiations are ongoing and the costs for the San Joaquin rail and Thruway bus services are currently not fully known. The San Joaquin Operating Costs for FY 2014/15 will be the number that is agreed upon between Amtrak and the State. On , 2015, October 8, 2014 the CTC approved an allocation request of \$42.604 million for San Joaquin operations for FY 201~~54~~/1~~65~~. This amount represents the “operating loss” (total expenses minus passenger revenue) subtracted by a \$2.263 million “Amtrak Credit”.¹⁹The operational shortfall for FY 2015/2016 is \$44.6 million. This includes the entire Thruway bus network associated with the San Joaquin service. Based on the CTC allocation for FY 201~~54~~/1~~65~~, and discussions with Caltrans and Amtrak, the current estimate of the Operating shortfall Costs for FY 201~~65~~/1~~76~~ is \$46.047.3 million. This represents a n113% increase from FY 201~~54~~/1~~65~~. The increase includes an estimated \$3.77.4 million for the operation of the 7th daily round trip between Oakland and Bakersfield for half of the full fiscal year. For FY 201~~76~~/1~~87~~ the San Joaquin operating subsidy is estimated to be \$48.346.2 million. (which includes \$7.4 million for the 7th daily round trip).~~

Ridership and Revenue Projections

Ridership projections by Amtrak for Federal FY 1~~54~~ (October 201~~43~~ – September 201~~54~~) for the San Joaquin service anticipated nearly a modest 1.554.0% increase from FY 1~~43~~ (increasing from 1.1~~922~~ million in FY 1~~43~~ to 1.2~~364~~ million in FY 1~~54~~).²⁰ Amtrak forecasted an increase in ticket revenue of 35.148% (from \$3~~89.140~~ million to \$3~~941.2956~~ million). Amtrak’s FY 1~~54~~ ridership and revenue forecasts were based upon current San Joaquin operations. Federal FY 1~~54~~ actual San Joaquin ridership was about 64.34% less than was forecasted by Amtrak (1.1~~89~~ million actual vs. 1.2~~426~~ million forecast) and about 04.93% less than the ridership for FY 1~~43~~ (1.1~~89~~ million

¹⁹ Total San Joaquin Expenses are reported at \$87.1 million and Passenger Revenue \$42.23 million for FY 2014/15

²⁰ Amtrak Ridership Forecasts for San Joaquin service, Sept 2013 (provided by Caltrans DOR)

actual vs. 1.192 million actual ~~adjusted~~.²¹ FY 154 actual San Joaquin ticket revenue was about 78.54% less than was forecasted by Amtrak (\$378.41 million actual vs. \$401.46 million forecast) and about 13.93% less than the ticket revenue for FY 143 (\$378.41 million actual vs. \$389.14 million actual). ~~For FY 154, the San Joaquin farebox ratio dropped significantly as a result of decreased revenue and increased operational costs.~~²² ~~Cost increases due to the introduction of the Comet Car trainsets, and continuing PRIIA Section 209 Amtrak charges are seen as the primary reasons for the reduction in farebox ratio.~~

Amtrak's Federal FY 165 (October 20154 – September 20165) forecast for San Joaquin ridership is 1.18236 million. This represents ~~noa 04.0%~~ increase from actual FY 154 ridership. Ticket revenue for Federal FY 165 is estimated at \$40.440.374 million (an increase of 7.53.4% from actual FY 154 ticket revenues). Amtrak is projecting San Joaquin FY 176 (October 20165 – September 20176) ridership at 1.243.1.25 million passengers and ticket revenue at \$40.374.41.0 million. Amtrak does not yet have San Joaquin ridership and revenue forecasts for FY 187.

FY 20165/176 and 20176/187 Marketing Expenses

For FY 20165/176, SJJPA assumes \$1.0 million for "Marketing Expenses." SJJPA ~~will develop various~~~~has developed a~~ Marketing ~~and Outreach Plan~~~~programs and a detailed Marketing Plan~~. The marketing expenses represent only those direct expenses attributed to the SJJPA and do not include any costs for marketing programs provided solely by Amtrak or the State. ~~The~~ SJJPA also assumes \$1.0 million for Marketing Expenses for FY 20176/187.

FY 20156/167 and FY 20176/187 Administrative Expenses

SJJPA administrative costs for FY 20165/176 are estimated at \$1,595,6061,730,160. For FY 20167/187, SJJPA administrative costs are estimated at \$1,669,4201,821,668. SJJPA is estimating a 4.65% increase for cost escalation and additional operational oversight. Funds are required for the SJJPA to provide administrative support for the San Joaquin service. The primary role of the SJJPA will be the day-to-day management of the San Joaquin service. As directed by the SJJPA, the Managing Agency staff will perform the following general functions:

- Plan, supervise, and implement (through contracted operators) San Joaquin train and Thruway bus services and related capital projects/programs;
- Coordinate the daily activities with and monitor the performance of the contract operator and other contracted entities;

²¹In FY 14, Amtrak began counting actual lifted ridership for multi-ride tickets (due to eTicketing), rather than the estimated multi-ride ridership previously used. The "actual-adjusted" number for FY 13 uses the same method as FY 14.

²²From over 55% in FY13 to less than 50% in FY14

- Work with BNSF and UPRR in the oversight of train dispatching and railroad related issues;
- Develop and implement marketing, public information, communications, and advocacy programs;
- Coordinate the planning and implementation of the San Joaquin service with the State as part of the statewide intercity rail system;
- Coordinate with the State and CCJPA for the allocation of rolling stock for the San Joaquin service; and
- Coordinate with local, regional, state, and federal agencies and organizations to promote improved connectivity and accessibility, integration with other modes, and sustainable development. Address connectivity and integration with the rest of the intercity rail network, both state rail corridors and long distance trains.

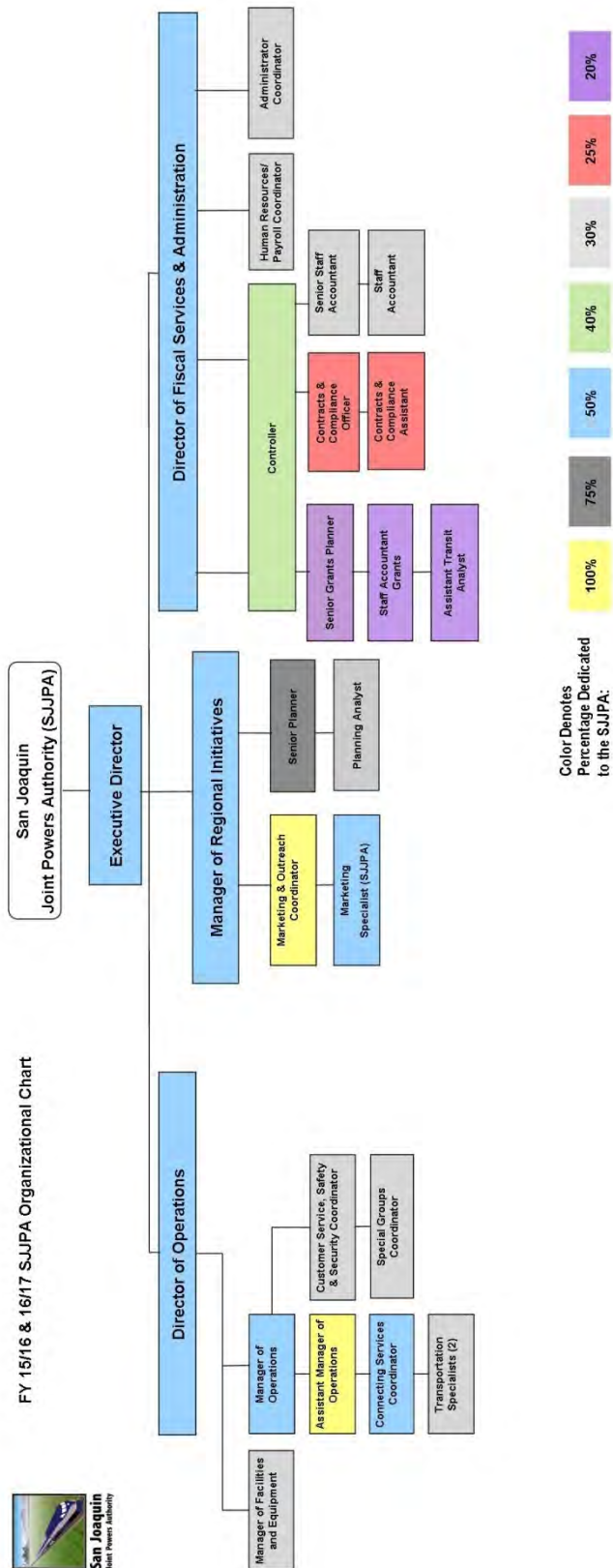
SJJPA selected the San Joaquin Regional Rail Commission (SJRRRC) as their Managing Agency for an initial three-year term. SJRRRC is the owner/operator of the Altamont Corridor Express (ACE) rail service between Stockton and San Jose. SJRRRC's proposed shared and dedicated Managing Agency staffing for SJJPA for FY 201~~6~~⁵/1~~7~~⁶ and 201~~7~~⁶/1~~8~~⁷ is shown on Table 13.2. SJRRRC's consolidated agency approach results in the most efficient and cost-effective management of the San Joaquin Valley's two passenger rail services.

The San Joaquin service, as administered by the SJJPA, will remain a part of the State's intercity rail system and continue to be funded by the State. SJJPA will provide the level of service consistent with funding appropriated by the State and any cost savings identified by SJJPA or revenues in excess of the Business Plan projections during the term of the ITA may be used by SJJPA for service improvements in the San Joaquin Corridor.

Table 13.1: San Joaquin Passenger Rail Service – Itemized State Funding Needs

San Joaquin Passenger Rail Service Itemized State Funding Needs (\$ Millions)		
Expense Category	FY 2016/17 (Projected)	FY 2017/18 (Projected)
Operating	\$46.0	\$46.2
Marketing	\$1.0	\$1.0
Administrative	\$1.7	\$1.8
Total	\$48.7	\$49.0

Table 13.2: Detailed SJJPA Staffing Plan for FY 2015/16 and FY 2016/17



14. SEPARATION OF FUNDING

As identified in the Joint Exercise of Powers Agreement (JEPA) for the SJJPA, the Controller of the Managing Agency of the SJJPA shall perform the functions of Auditor and Controller of the SJJPA, and the Treasurer of the Managing Agency of the SJJPA shall perform the functions of Treasurer of the SJJPA. SJJPA has selected SJRRC as the Managing Agency for the SJJPA during the term of the ITA. SJRRC utilizes the Auditor-Controller and the Treasurer of the County of San Joaquin. SJRRC ~~has~~shall ~~establish~~ed the appropriate accounting and financial procedures to insure that the funds appropriated and otherwise secured during FY 201~~65~~/176 and FY 201~~76~~/187 for SJJPA to support the San Joaquin service are solely expended to operate, administer, and market the San Joaquin service.

The ITA ~~will~~ includes language confirming that the State shall perform audits and reviews of financial statements of the SJJPA with respect to the San Joaquin service. In addition, per the Managing Agency Services Agreement between the SJJPA and the SJRRC, SJJPA will require that the Auditor-Controller shall provide for an annual independent audit of the accounts of SJJPA (pursuant to Section 6506 of the Government Code) within six (6) months of the close of the applicable fiscal years.

The County of San Joaquin Auditor Controller and Treasurer are the official Auditor Controller and Treasurer of SJJPA. The County of San Joaquin maintains a separate fund for all financial activities of SJJPA and provide monthly reports to SJJPA. Day-to-day accounting transactions are performed by the SJRRC Fiscal Department under the direction of the Controller and Director of Fiscal Services. The SJRRC/SJJPA Controller will provide for an annual independent audit of the accounts of SJJPA (pursuant to Section 6506 of the Government Code) within six (6) months of the close of the applicable fiscal years.

15. CONSIDERATION OF OTHER SERVICE EXPANSIONS AND ENHANCEMENTS

Planning and potential implementation for service expansion and enhancement beyond the state funding requirement for FY 201~~6~~⁵/1~~7~~⁶, FY 201~~7~~⁶/1~~8~~⁷ and ~~the existing 76~~ San Joaquin daily round-trips will require securing capital improvements, additional operating funding and institutional agreements.

Although San Joaquin ridership and revenue has steadily increased over the years, there ha~~d~~^s been no additional frequency of service added between Oakland and Bakersfield in over two decades, and there has been no additional trains added between Sacramento and Bakersfield in more than twelve years. As compared to the Capitol Corridor (15 daily round trips between Oakland and Sacramento) and the Pacific Surfliner (11 daily round trips between Los Angeles and San Diego), the potential ridership for the San Joaquin service is particularly constrained by its much more limited frequency of service. San Joaquin's ridership to/from Sacramento is most severely constrained with only two daily round trips between Sacramento and Bakersfield, with one of those trips arriving in Sacramento at 11:30 pm. Planning for the enhancement and expansion of the San Joaquin service is essential to ensure continued growth and increased benefits to the corridor and to the State.

Based upon the service expansions and enhancements presented in this chapter, a ten-year capital program, estimated at \$1.5 billion, was developed and presented to the legislature (see Table 15.1 below).

Table 15.1: Estimated Ten-Year Capital Program

Estimated Ten-Year Capital Program (\$ Millions)	
Project	Cost
8th Daily Round Trip (Martinez-Bakersfield - 79 mph)	\$100
9th-11th Daily Round Trips (Martinez - Fresno - 79 mph)	\$100
Expansion of Service to Sacramento (Stockton-Sacramento UPRR)	\$600
Capacity Enhancements - Sacramento Expansion (Stockton-Fresno - 90 mph)	\$80
Layover Facility for Mid-Corridor Starts/Ends (Merced or Fresno)	\$30
Safety Improvements (Grade Separations/Crossings Improvements/ Road Closures)	\$100
Capacity Enhancements/Track Improvements (Martinez-Oakland Coliseum)	\$190
New Stations	\$120
New Equipment	\$180
TOTAL:	\$1.5 Billion

7th and 8th Daily Round Trips

Caltrans Division of Rail ~~is currently working to complete~~ the improvements needed for a 5th daily round trip between Oakland and Bakersfield (the 7th total San Joaquin daily round trip – with two between Sacramento and Bakersfield). The capital improvements needed for this 7th daily round trip ~~were are fully funded, underway, and expected to be completed in by mid to late~~ 2015. SJJPA ~~is will~~ working with Caltrans to ensure that the 7th train is deployed ~~by the end of May 2015 within the next three years~~. In coordination with the Statewide Working Group, SJJPA is deploying the “Early Morning” schedule for the 7th Daily Round Trip between Oakland and Bakersfield (Train 709 is expected to depart Bakersfield at 3:45 am and arrive at Oakland at 9:50 am and Train 708 is expected to depart Oakland at 3:55 pm and arrive at Bakersfield at 10:16 pm). This schedule was determined to best protect on-time performance, minimize impacts on equipment, least impact the existing schedule, and enables passengers to arrive in the Bay Area at an earlier time.

Providing increased frequency of service is essential to the continued growth of ridership and revenue for the San Joaquins. Deployment of the 7th daily round trip ~~has been~~ is the highest priority for service expansion, and SJJPA ~~will~~ focused advocacy efforts on securing the required increase in state operating funds. Caltrans ~~is~~ also planning for and ~~has~~ identified the improvements needed for an 8th daily round trip (between Oakland and Bakersfield). It ~~is will~~ also ~~be~~ a high priority for SJJPA to work with the State to secure the funding necessary for the capital improvements and the additional operating funds to enable the deployment of the 8th daily round trip within the next three years.

Mid-Corridor Starts/Ends

Initiating early San Joaquin trains mid-corridor and having the last San Joaquin trains end mid-corridor may result in substantial increases in ridership and revenue. Historically all San Joaquin trains have run from one end of the corridor to the other. Currently, the first San Joaquin northbound train leaves Bakersfield at 4:50~~5~~ am and arrives at Oakland (Jack London Square) at 1~~40:55~~~~00~~ am. The first northbound train to Sacramento leaves Bakersfield at 7:15 am and arrives at Sacramento at 12:30 pm. The first southbound train leaves Sacramento at 6:40 am and arrives in Bakersfield at 12:02 pm. SJJPA will evaluate the estimated costs of mid-corridor train starts along with the compatibility of cycling the equipment for maintenance.

Based upon the current San Joaquin run times, Merced appears to be one possible a logical location to initiate mid-corridor service. Amtrak already uses Merced as a mid-point crewing location. A Merced start point enables trains to begin at around 5:00 am and arrive at Oakland, and Bakersfield by 8:00 am. A 5:38 start from Merced would enable a train to arrive in Sacramento by 8:00 am. Merced is also the northern terminus of the initial operating section (IOS) for the proposed California high-speed rail system. Additionally, Fresno is by far the most heavily used San Joaquin station (for origins and destinations) and should also be evaluated as a potential location for mid-corridor starts/ends. Start times from a Fresno location could be planned for similar arrival times

to Oakland, Sacramento, and Bakersfield as with a Merced starting point. SJJPA will work with Amtrak, Caltrans, BNSF and UPRR to determine how best to ensure evaluate the possibility of having that the 7th and 8th Daily Round Trip can be configured be used by San Joaquin trains which start and end as a mid-corridor service.

Additional Service to Sacramento

There is a great potential market for the San Joaquin service to Sacramento if the frequency of service can be increased and offered at the right time of day. Currently there are only two daily round trips between Bakersfield and Sacramento. The northbound San Joaquin trains arrive in Sacramento at 12:30 pm and 11:30 pm. Nevertheless, Sacramento station has the fourth highest San Joaquin ridership with about 110,000 rail passenger/year and another 57,000 using the Thruway buses from Stockton to the Sacramento area. SJJPA will work with the State to evaluate ridership potential to Sacramento with more optimal rail service. Additionally, the more than \$50 million in Prop 1A funding (high-speed rail) allocated to the Sacramento to Merced corridor in SB 1029 could be a funding source for CHSRA planning work for providing additional San Joaquin service to Sacramento and potentially some San Joaquin improvements associated with supporting the phased implementation of the high-speed rail system. SJJPA is will working with CHSRA, CalSTA, Caltrans and the Central Valley Rail Working Group (CVRWG) to pursue improvements of the San Joaquin service to Sacramento. Providing frequent service to Sacramento is the greatest focus of the SJJPA 10-year capital program.

Potential Additional Station Improvements

Additional San Joaquin stations in key locations could improve access to the service and increase ridership. Working in partnership with local and regional agencies, SJJPA will assess viable new station locations, and promote the funding, design, and initiation of construction for new stations within the next three 2-3 fiscal years. Additional potential stations discussed thus far include, Oakley, Hercules, Berkeley, Oakland Coliseum, 65th Street Sacramento, Elk Grove, North Fresno, and North/West Bakersfield. Contra Costa representatives have also suggested that another station in Eastern Contra Costa be evaluated in coordination with a mid-corridor start. Investigating potential additional stations in the San Joaquin Valley is particularly important to the future of the San Joaquin service considering the State's plans for implementing HSR through the San Joaquin Valley. With the implementation of HSR, the San Joaquin service should stop at additional communities not directly served by HSR to better complement HSR and become an important feeder service.

SJJPA is investigating the potential to relocate the station location for the Bay Area-bound trains from Stockton's San Joaquin Street Station to the Robert Cabral Station in downtown, which would enable Stockton to be served by a single downtown station, providing a safer environment for passengers, more secure parking, direct connection to where ACE commuter trains, and promote transit-oriented development. SJJPA is also evaluating the need for parking at all existing and potential San Joaquin stations, which should increase significantly with additional service.

Planning for 90 mph maximum speed operations and other projects which can reduce travel times.

Increasing the maximum operating speed of the San Joaquin service in key locations could reduce travel times and improve reliability. In coordination with BNSF, UPRR and Caltrans, SJJPA will work to identify cost effective locations where the San Joaquin maximum speeds could be increased to 90 mph and the associated capital improvements which would be needed. Working with BNSF, UPRR, and Caltrans, SJJPA will also identify locations along the San Joaquin alignment where key track improvements (such as curve realignments) could increase speed and reduce travel times.

At-Grade Crossing Improvements, Grade Separations, and Wayside Horns

Accidents between intercity passenger rail services and vehicles predominately occur where the railroad track and a road cross at the same level. These are called “at-grade” crossings. There are hundreds of at-grade crossings along the San Joaquin route. SJJPA will work with BNSF, UPRR, CCJPA (where the route is shared), and Caltrans to develop a plan and prioritization for at-grade crossing improvements. This ~~will~~ **would** include an inventory of all previous at-grade crossing incidents along the route, potential improvements and ~~would~~ identification of key crossings which should be prioritized for future grade separation. Grade crossing improvements will increase safety and will also improve the performance of the San Joaquin and freight operations.

Wayside Horns are mounted on poles at an at-grade crossing and emit a sound which is directed at approaching motorists, pedestrians and bicycles on the roadway. Where these are deployed, they eliminate the need for trains to use their horns through at-grade crossings. It is estimated that the area of noise impact is about 10% of the area compared to a train mounted horn. Wayside horns have already been successfully deployed on the San Joaquin alignment in the City of Escalon (at four at-grade crossings). The deployment of Wayside horns at other locations along the San Joaquin route will be evaluated as a way of reducing community impacts from both the San Joaquin and freight operations.

Planning for additional service between Oakland and Bakersfield

Initiation of mid-corridor starts could greatly increase the viability for providing additional service between Merced ~~or Fresno~~ and Oakland and Merced ~~or Fresno~~ and Bakersfield. In addition, the San Joaquin service will play an important role in providing rail connectivity to the Bay Area and Sacramento to the IOS of HSR. In coordination with BNSF, Caltrans has identified the capital improvements needed to deploy up to nine daily round trips between Bakersfield and Port Chicago (just east of Martinez). Building upon the 2013 State Rail Plan and the San Joaquin Corridor Service Development Plan, additional planning is needed to determine the improvements needed to increase San Joaquin service between Port Chicago and Oakland.

Network Integration Planning

CalSTA in coordination with rail transportation providers throughout California ~~is~~will be developing a “Network Integration Strategic Service Plan for the California Passenger Rail Network” throughout FY 2015-16 and FY 2016-17. This statewide planning effort will include ridership and revenue forecasts, operations and services planning, capital improvement planning as well as network integration elements (fare integration, ticketing, joint timetables, etc.). The future improvement of the San Joaquin service will be a key element of this planning process. SJJPA ~~is~~will ~~working~~ closely with CalSTA throughout this planning effort which will provide key planning information for enhancing and expanding San Joaquin service.

Extension of San Joaquin Service

The 2013 State Rail Plan identifies a “San Joaquin Extension to Redding” as a potential expansion of the San Joaquin service. Extending rail service north from Sacramento to Redding would extend the San Joaquin 160 miles along the UPRR rail line serving Yuba/Sutter, Butte, Tehama and Shasta counties. This route is currently served by San Joaquin thruway buses with four daily round trips with stops at: Marysville, Oroville, Chico, Red Bluff, and Redding. In FY 2012 it is estimated that only 18,510 San Joaquin passengers used this thruway bus connection. The current population of the five counties is around ~~640,000~~550,000. Redding ~~is~~ has the largest population of the cities potentially served with ~~over about~~ 910,000, ~~while the combined~~ Marysville/Yuba City’s population is ~~just over at~~ about ~~787,000~~. Chico (~~which is~~ home to Chico State University) has about ~~886,000~~ people, and Red Bluff ~~has just over about~~ 154,000.

The *Coast Starlight* has one daily round trip along the UP rail line (with stations at Chico and Redding), however the southbound Coast Starlight train arrives at Redding at 2:21 am and the northbound train leaves Redding at 3:14 am – providing for inconvenient access for travelers from this region. The 2013 State Rail Plan identifies that this corridor was studied in the 1995 “*Northern Sacramento Valley Intercity Feasibility Study, Interim Findings Report*” but is not included in SACOG’s regional transportation plan. Furthermore Caltrans notes that “UPRR—the owner/operator of this rail ROW—declined to consider additional passenger rail operations in this corridor beyond the daily *Coast Starlight*.”

SJJPA proposes to work with the State to develop new ridership and revenue forecasts for a potential extension of the San Joaquin service to Redding and to develop preliminary cost estimates. If the findings are encouraging, SJJPA will begin discussions with the local and regional agencies and elected officials within the Redding – Sacramento Corridor as well as their representatives in the State Legislature to determine the level of interest in pursuing the extension of the San Joaquin service to Redding.

In addition to the potential extension of the San Joaquin service to Redding, SJJPA ~~proposes to~~is ~~investigating~~ continuing San Joaquin trains to serve the existing Oakland Coliseum/BART (Oakland Airport) station served by the Capitol Corridor. Extending the

service just 5 more miles to this station would provide another direct link to BART, the Coliseum complex, and the new Oakland Airport Connector Automated Guideway Transit service which began operations on November 22, 2014 (see Figure 15.1). SJJPA will work with the State and CCJPA to develop initial cost and ridership projections. SJJPA also will ~~begin to~~ explore the possibility of having some San Joaquin service in the future utilize the Altamont Corridor to bring San Joaquin service to additional Bay Area markets.

Figure 15.1 Oakland Airport Connector



Source: BART website, 2014

16. ROLES AND RESPONSIBILITIES: CALTRANS AND SJJPA

Under the provisions of AB 1779, the State ~~would~~ continues to have prominent and very important roles with the San Joaquin service, even ~~with after the day-to-day~~ administrative responsibility ~~is~~ turned over to SJJPA. The State ~~will~~ continues to provide the funding necessary for service operations, administration and marketing. Furthermore, the State ~~would~~ remains responsible for the development of the Statewide Rail Plan; the coordination and integration between the three state-supported intercity passenger rail services; the preparation of grant applications to the federal government; and the development of state budget requests – consistent with their role for the Capitol Corridor under the CCJPA agreement.

The State also remains the owner of the trainsets used for the San Joaquin and Capitol Corridor services and ~~will~~ continues to be responsible for the procurement of new equipment for the state-supported intercity passenger rail services. The ITA ~~will~~ describes the terms of use by SJJPA of car and locomotive trainsets and other equipment, as well as ~~and~~ property owned by the State ~~that is and~~ required for the San Joaquin service. The ITA also specifies the ~~including the~~ number of units to be provided, liability coverage, maintenance and warranty responsibilities, and indemnification issues.

SJJPA ~~will~~ worked with CalSTA and Caltrans Division of Rail to reach agreement and fully define the roles and responsibilities of SJJPA and the State towards the operation, maintenance, planning, and improvement of the San Joaquin service. The agreed upon roles and responsibilities ~~were~~ will be included as a key part of the ITA.

17. SAFETY AND SECURITY

Safety and Security Leadership

One of the most important single elements in developing improvement in safety and security is effective leadership from the most senior levels of the organization. A strong commitment from the very top is a given, but the purpose of further developing safety leadership for the San Joaquin service is to:

- Strengthen the message of the importance of safety and security across all key managers;
- Secure a common understanding of safety and security objectives, targets and goals of the Service;
- Communicate the safety and security strategies and policies to managers; and
- Share best practices in leadership behavior that creates and sustains a strong safety and security culture.

The focus of the SJJPA Safety and Security program is to develop and implement a grass roots program to increase the public's awareness of safety and security for passengers using the San Joaquin service and for the safety of the community at large in relation to ~~of~~ railroad tracks. This safety and security program will be conducted in close coordination with Amtrak and their current efforts along the San Joaquin Rail Corridor. The program will be focused on areas around stations, inside stations, and aboard trains, as well as around ~~stations, and at~~ railroad crossings, with an ~~Special~~ emphasis will be given to ~~on~~ rural areas that have ~~ing~~ private crossings in the San Joaquin Valley, including emergency preparedness drills in coordination with Amtrak.

SJJPA Safety and Security activities include working with the various stakeholders, including the State, SJJPA member agencies, Amtrak, UPRR, BNSF, Operation Lifesaver, Department of Homeland Security (DHS), local police departments, Bus Operators and First Responders along the San Joaquin Corridor on assessing current Operation Lifesaver, Emergency Preparedness and Security training efforts. SJJPA recently furthered implementation of this effort by hiring local outreach representatives, who will integrate education about safety at the tracks in their outreach activities.

Developing a baseline of the training completed along the corridor and associated outreach efforts allow for the development of grass roots programs working with Amtrak on how to best utilize secured grant funds by both the SJJPA and Amtrak. This also provides a guide for the ability to leverage new grant funding and resources for updating programs and exercises. All program updates will include incorporating connecting bus routes and other rail services which connect with the San Joaquins.

Safety and Security Program FY 20165/20176 and 20176/20187

The FY 20165/176 and 20176/187 Safety and Security Program will use a network of rail safety education volunteers and free DHS security training resources along with safety and security grant programs to coordinate, develop new programs, and build upon and enhance programs currently undertaken by Amtrak. The local outreach representatives will help coordinate these activities. The primary objective is to increase rail safety and security awareness by targeting the existing base of employees, service corridor stakeholders and others including non-English speaking populations, agriculture and seasonal employees, school groups, driver education classes, community audiences, professional drivers, law enforcement officers and emergency responders.

Components of the program include but are not limited to:

1. Coordination of rail safety outreach to specific communities/populations based on safety data.
2. Coordination of Emergency Preparedness Training for corridor first responders.
3. Coordination of rail security awareness training for train crews, maintenance staff, bus operators and station agents.
4. Assist with coordination and monitoring of disaster simulations to ensure state and federal requirements are met.
5. Coordination of Emergency Preparedness Training for Passenger Operations that connect to the San Joaquin Service.

Additionally, an ongoing component of the SJJPA Safety and Security Programs are regular meetings and coordination with the various stakeholders, including the State, SJJPA member agencies, Amtrak, UPRR, BNSF, Operation Lifesaver, Department of Homeland Security (DHS), Bus Operators and First Responders along the San Joaquin Corridor to assess and increase public rail safety and security awareness efforts.

Now that SJJPA has assumed responsibility of the management of the San Joaquins, SJJPA will undertake a systematic evaluation of current safety and security practices at and around San Joaquins stations (including parking lots), as well as onboard trains. This process will begin with research on the safety record of all San Joaquins stations and train operations. SJJPA will also identify the parties responsible for security at each station. Following this initial research, an evaluation will be conducted to determine areas where safety and security practices are strong, as well as where they are deficient. Also, specific hotspots for safety and security issues will be identified. SJJPA will then produce an internal report containing recommendations on how to enhance safety and security throughout the system.

Elements for improving safety and security ~~awareness~~ are to:

- Assess current rail safety and security ~~awareness~~ efforts;
- Develop strategies for increasing safety and security ~~awareness~~;
- Identify “hot spots” along the Corridor, including in stations, at areas around stations, and onboard trains;
- Develop a targeted approach to rail safety and security training; and
- Develop outreach programs that meet the needs of the public, as well as stakeholders.

Safety and Security Programs are ever evolving. As conditions changes so must the programs. The objective of the SJJPA Safety and Security Program is to instill a comprehensive safety culture that will govern all of the activities associated with the operations and maintenance of the service. This can be achieved through the implementation of a detailed system safety and security program that plays a key role the overall effort to ensure maximum safety and security for passengers, employees and the communities served.

18. STATION AREA DEVELOPMENT

There are great benefits to enhancing development patterns and increasing development densities near San Joaquin stations. In addition to potential benefits from minimizing land consumption needs for new growth, increased dense development near San Joaquin stations concentrates activity conveniently located to these stations. This promotes increased use of the San Joaquins, generating additional ridership and revenue to benefit the State. It also accommodates new growth on a smaller footprint. Reducing the land needed for new growth should reduce pressure for new development on nearby habitat areas, in environmentally fragile or hazardous areas, and on agricultural lands. A dense development pattern can better support a comprehensive and extensive local transit and shuttle system, bicycle and pedestrian paths, and related amenities that can serve the local communities as well as provide access to and egress from San Joaquin stations. Benefits could also include relief from traffic congestion, improved air quality, more affordable housing, promotion of job opportunities, reduction in energy consumption, and better use of public infrastructure. Local governments will determine which mechanisms best suit each community and could be implemented to enhance the benefits possible from potential San Joaquin station area development.

Significant growth is expected in large areas of California. Increased development around San Joaquin stations, however, is consistent with and promotes the State's adopted smart growth principles and could be a catalyst for wider adoption of smart growth principles in communities near San Joaquin stations. San Joaquin stations are integrated into their communities and connected by local and regional transit can help the State realize some of the principles of AB 32 and SB 375. With strong companion policies and good planning, San Joaquin stations should encourage infill development, help protect environmental and agricultural resources by encouraging more efficient land use, and minimize ongoing cost to taxpayers by making better use of existing infrastructure. The SJJPA is committed to cooperating with local communities to encourage development around San Joaquin stations appropriate to the scale and needs of each community directly served by the San Joaquins.

General Principles for Station Area Development

Applying transit-oriented development (TOD) measures around rail stations is a strategy that works for large, dense urban areas, as well as smaller central cities and suburban areas. TOD can produce a variety of other local and regional benefits by encouraging walkable, bikable compact and infill development. Local governments play a significant role in implementing station area development by adopting plans, policies, zoning provisions, and incentives for higher densities, and by approving a mix of urban land uses. TOD measures for major facilities are generally applied to areas within about one-half mile of stations.

Station area development principles include the following features:

- Higher density development in relation to the existing pattern of development in the surrounding area, along with minimum requirements for density.

- A mix of land uses (e.g., retail, office, hotels, entertainment, residential) and a mix of housing types to meet the needs of the local community. Different styles of TOD will be appropriate for different station areas.
- A grid street pattern and compact pedestrian-oriented design that promotes walking, bicycle, and transit access with streetscapes that include landscaping, small parks, pedestrian spaces, bus shelters, lighting, wayfinding signs, bike lanes, and bike racks.
- Building design that considers the continuity of the building sizes and that coordinates the street-level and upper-level architecture.
- TOD areas typically have reduced parking requirements for retail, office, and residential uses due to their transit access and walkability. Sufficient train passenger parking is essential to the system viability, but the use of access by transit and other modes is encouraged.

Implementation of TOD at San Joaquin Stations

The responsibility and powers needed to focus growth and station area development guidelines in the areas around San Joaquin stations reside primarily with local government. Key ways in which the SJJPA can help ensure that the San Joaquins become an instrument for encouraging maximizing implementation of station area development principles include:

1. Encourage local governments to prepare/update and adopt station area plans, amend city and county general plans, and promote TOD in the vicinity of San Joaquin stations.

Local governments can use a number of mechanisms to encourage higher density TOD in and around San Joaquin stations and to minimize undesirable growth effects. These include developing plans (such as specific plans, transit village plans, regional plans, and greenbelts), development agreements, zoning overlays, and, in some cases, use of redevelopment authority. Most successful contemporary examples of urban development are the product of long-term strategic planning. Local governments typically prepare long-term plans that focus growth at station areas. Regional plans are also typically used to coordinate station area development with existing urban areas and reserves for parks, agriculture, and natural habitat.

2. Assist local governments in securing grants/funding for planning and implementing TOD around San Joaquin stations.

The SJJPA will use its influence to help local and regional governments in securing grants/funding for planning and implementing TOD around San Joaquin stations. The SJJPA will lobby the State and federal government to create and maintain grant programs to provide financial assistance to cities and regions for TOD planning and implementation. The SJJPA will also support grant applications for TOD planning and implementation for San Joaquin stations. The SJJPA will provide assistance to cities

and regional governments to increase awareness of existing and potential grant programs. SJJPA is committed to working with host cities and other local agencies, in a cooperative manner, sharing data and information to enable each station area to benefit from the efforts and successes at other stations.

3. Require any new San Joaquin station location to be a multi-modal transportation hub with a preference for traditional city centers and will have TOD in the station area.

~~With After the ITA in place, is signed and administrative responsibility of the San Joaquin is transferred to SJJPA, it will determine~~ where any new San Joaquin stations ~~are to may~~ be located. To be considered for a station, the proposed site must have the potential to promote higher density, mixed-use, pedestrian accessible development around the station or be within an existing traditional city center or TOD area. Local governments ~~would are be~~ expected to promote TOD and to help finance and maintain station amenities and the public spaces needed to create an attractive pedestrian/bicycle environment.

4. Work with communities and organizations to support TOD and with developers to implement TOD.

The SJJPA will help educate communities throughout the San Joaquin Corridor about the benefits of TOD and improved San Joaquin service for helping to meet regional and statewide sustainability goals. The SJJPA will partner with organizations and local and regional agencies to encourage developers to implement TOD throughout the San Joaquin corridor.

San Joaquin Stations

The San Joaquin service has 18 rail stations. ~~All~~Most of the San Joaquin stations are multi-modal transportation hubs and most of the stations are located in traditional city centers. Table 18.1 presents the existing amenities and services at San Joaquin stations, as well as a preliminary assessment of their potential for new TOD. TOD opportunities are considered low at San Joaquin stations that are located in outlying areas away from the city centers/downtowns. The highest potential for new TOD at San Joaquin stations is likely to be in the major cities.

Table 18.1: San Joaquin Stations and TOD Potential

Station	Existing Amenities/Transit Connectivity	Within City Center	New TOD Potential
Sacramento	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, ATM, 165 overnight parking spaces, Amtrak, Thruway Bus, Local and Regional Bus Services and Light Rail	Yes	High
Lodi	Enclosed waiting room, ticket machine, phone, 380 parking spaces, Local and Regional Bus Services	Yes	Medium
Stockton–ACE	Enclosed waiting room, ticket machine, phone, 143 parking spaces, Thruway Bus, ACE Commuter Rail and Bus Service	Yes	Medium
Oakland–Jack London Square	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, ATM, 500 short-term and 500 long-term parking spaces, Amtrak, Thruway Bus, Bus Service	Yes	High
Emeryville	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, ATM, 220 parking spaces, Amtrak, Thruway Bus, Bus Service	Yes	Medium
Richmond	Platform with shelter, ticket machine, phone, 400 parking spaces, Amtrak, BART, Bus Service	Yes	Medium
Martinez	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, 220 parking spaces, Amtrak, Thruway Bus, Local and Regional Bus Services	Yes	Medium
Antioch	Platform with shelter, ticket machine, 43 parking spaces, Bus Service	Yes	Medium
Stockton–Amtrak	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, 24 parking spaces	No	Low
Modesto	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, 122 parking spaces, Bus Service	No	Low
Denair/Turlock	Platform with shelter, ticket machine, 8 parking spaces, Dial-a-Ride	No	Low
Merced	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, 46 parking places, Thruway Bus, Local and Regional Bus Service	Yes	Medium
Madera	Platform only, ticket machine, 19 parking spaces, Dial-a-Ride	No	Low
Fresno	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, 109 parking spaces, Bus Service	Yes	High
Hanford	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, 47 parking spaces, Thruway Bus, Bus Service	Yes	Medium
Corcoran	Enclosed waiting room, ticket machine, restrooms, phone, 90 parking spaces, Bus Services	Yes	Medium
Wasco	Platform with shelter, ticket machine, 35 parking spaces, Bus Services	Yes	Medium
Bakersfield	Enclosed waiting room, ticket office, ticket machine, restrooms, phone, ATM, 206 parking spaces, Thruway Bus Services, Bus Services	Yes	High



949 East Channel Street Stockton, California 95202

www.sjjpa.com



San Joaquin
Joint Powers Authority

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 6

ACTION

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.

The Transit and Intercity Rail Capital Program (TIRCP) was created by Senate Bill 862 (Chapter 36, Statutes of 2014) to provide grants from the Greenhouse Gas Reduction Fund to fund capital improvements and operational investments that will modernize California's transit systems and intercity, commuter, and urban rail systems to reduce emissions of greenhouse gases by reducing vehicle miles traveled throughout California. The goals of the TIRCP are revenue to fund capital improvements and operational investments that will reduce greenhouse gas emissions, modernize California's intercity rail, and bus and rail transit systems to achieve the following objectives:

- Reduction in greenhouse gas emissions;
- Expand and improve rail service to increase ridership;
- Integrate the rail service of the state's various rail operations, including integration with the high-speed rail system; and
- Improve safety

Additionally, it is a goal of this program to provide at least 25 percent of available funding to projects that provide a direct, meaningful, and assured benefit to disadvantaged communities, consistent with the objectives of Senate Bill 535. It is the intent of the California State Transportation Agency (CalSTA) to adopt an initial multi-year program of projects covering a minimum of two years of estimated funding. The California Department of Transportation in collaboration with CalSTA is responsible for administering this program.

TIRCP has an existing continuous appropriation of approximately \$440 million through 2017/2018. Additional funding proposed as part of the Administrations Transportation Funding Plan would include \$800 million in appropriations in 2016/2017 and 2017/2018. This brings the potential appropriations between \$440 million and \$1.24 billion.

Project applications will be selected through a competitive process~~ed~~ based on evaluation criteria outlined in the Program Guidelines. Over the past eight (8) weeks, staff has developed a potential list of projects for inclusion into the application. Staff proposes to include the following projects within this TIRCP Application:

Optimization Study

The Optimization Study is focused on examining ways to increase capacity for rail service and freeing up equipment. The first phase of work will examine adding the 8th Daily Round Trip into the San Joaquin service, optimizing the schedule to reduce train “meets” while increasing ridership, reducing freight interferences and reducing the overall run-time. The second phase of work will examine current practices to identify what is working and to identify areas for improvement in terms of deployment and scheduling efficiencies. This will be followed by the development of several deployment and scheduling scenarios, all of which will be modeled for increased optimization so as to free up more capacity and allow the increased utilization of existing rolling stock for both the San Joaquin and Capitol Corridor passenger rail services.

Capacity Improvement Projects

Based on coordination between the stakeholders, in addition to the Optimization Study listed above, capacity improvement projects will be required in order to maintain the existing capacity of the host railroads while adding frequencies to the San Joaquin Service. At this time the following projects have been identified as potential projects:

- Gregg Double Track
- Merced to LeGrand Segment 1 (already funding, identified as a match)
- Stockton to Escalon Segment 3 (already funding, identified as a match)
- Stockton to Escalon Segment 4 (already funding, identified as a match)
- Oakley to Port Chicago Segments 2
- Mid-Corridor Layover Facility
- Denair Station Second Platform
- Merced Station Second Platform

It is assumed that the actual capital projects required for the addition of an 8th Daily Round Trip will likely change as the capacity modeling for the host railroad and schedules for the San Joaquin Service are further refined.

Additional Parking

Due to the increased ridership, additional parking will be required at various stations throughout the corridor. Based on the Optimization Study and further refinement of the ridership forecast, targeted parking expansions will be constructed throughout the Corridor. Currently the following stations appear to be good candidates for parking expansions:

- Fresno
- Merced

- Turlock
- Modesto
- Stockton

Potential New Station at Oakley

Construction of a new station in Oakley, CA which coincides with a current Transit Oriented Development underway. Based on ridership forecasts, a new station at Oakley will promote increased ridership between Oakley and Oakland. Agreements would be needed with Amtrak and BNSF in order to implement this new station stop.

By completing the Optimization Study, constructing the capacity improvements project and providing additional parking, and a potential new station in Oakley, the Authority expects to obtain the following benefits:

Optimization Study:

- Schedule Optimization with a focus on adding the 8th Daily Round Trip, while reducing train “meets”, reducing freight conflicts, reducing run-time, and refining capital projects necessary to support the added frequency.
- Fleet-wide analysis of condition and assignment of the state-owned locomotives and coaches assigned to the two Northern California services.
- Review of Amtrak administered Maintenance of Equipment (MOE) program with an aim at improving equipment availability, reliability, and functionality.
- Analysis of the overall condition and capabilities of the state-owned equipment maintenance facility in Oakland, to determine suitability for carrying out the MOE program and the potential needs for facility improvements.
- Review of the capabilities and functionality of state-owned overnight equipment layover facilities in Bakersfield and Sacramento to determine what components of the overall MOE program could be carried out at these locations.
- Based on recent and current service performance, reliability and on-time performance, conduct an analysis of the past, current and planned state investment program in the rail infrastructure over which the Capitol Corridor and the San Joaquin services operate, to determine if the investment program is properly targeted to maximize service performance and/or if adjustments needed.
- Review current Capitol Corridor and San Joaquin train schedules to determine any possible synergies between the two services that could help optimize equipment and rail infrastructure utilization and service appeal.

- Analyze the significance of revising certain train schedules based on customer's travel within the Northern California service area, with a focus on the San Joaquin Rail Service and its expansion plans.
- Gather the existing safety data of the two rail services and determine what additional data is needed for the planning of future safety improvements.

Capacity Improvement Projects, Parking and Potential Oakley Station

- Enable and support the deployment of the 8th daily trip between the Bay Area and San Joaquin Valley. The 8th daily round trip will result in increased ridership and revenue for the San Joaquin service, reduce greenhouse gases, benefit disadvantaged communities, provide future connectivity to high-speed rail, promote more sustainable growth and reduce automobile vehicle miles traveled.

If approved, Staff will finalize the development of this application for submission prior to the April 5th, 2016 deadline. This includes producing the required ridership forecasts and Greenhouse Gas Reduction calculations required by the Program Guidelines.

If successful, these funds will be amended in to the Capital Budget.

Fiscal Impact:

No Fiscal Impact at this time.

Recommendation:

Approve a Resolution of the Governing Board of the SJJPA 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 CalSTA Under the Cap & Trade Program.

SJJPA RESOLUTION NO. _____

**RESOLUTION 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 AND TRADE
PROGRAM.**

WHEREAS, the California State Transportation Agency (CalSTA) will administer the Transit and Intercity Rail Capital Program to eligible grantees for transportation improvement and greenhouse gas reduction projects, and

WHEREAS, The San Joaquin Joint Powers Authority (SJJPA) is an eligible grantee for Cap and Trade funding;

WHEREAS, the CalSTA 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 SJJPA 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 federal financial assistance provided by the CalSTA following all required rules and terms.

PASSED AND ADOPTED by the SJJPA on this 25th, day of March 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

March 25, 2016

STAFF REPORT

Item 7

ACTION

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.

Background:

As identified in the SJJPA Marketing and Outreach Plan (approved November 20, 2015), the grassroots marketing and outreach efforts will be supported by a “Graphics and Printing” contract. Staff has carried out a competitive process to bring on a consultant to carry out this effort.

A request for proposals (RFP) was released on January 7, 2016 for SJJPA Graphics and Printing services. SJJPA received 7 responsive proposals by the February 18, 2016 deadline. These proposals were reviewed by the SJJPA staff evaluation team and the top-ranked proposers were invited to oral interviews that were held on March 10, 2016. The top-ranked proposers were:

- Cummings
- Worldwide Media
- Circlepoint
- Port City
- Michael Beener Designs

Michael Beener Designs proposal received the highest score from the SJJPA staff evaluation team. Based on this scoring, SJJPA staff recommends selecting Michael Beener Designs for the SJJPA Graphics and Printing Services. Please see the Michael Beener Designs technical proposal attached.

Fiscal Impact:

As established in the approved SJJPA Marketing and Outreach Plan, the Agreement is for \$230,000 with \$50,000 of these funds for FY 2015-16. The funds for FY 2015-16 have been provided to the SJJPA by the State as part of the SJJPA's annual marketing and outreach budget.

Recommendation:

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, 2016, and Authorizing and Directing the Executive Director to Execute the Agreement.

BACKGROUND

Michael Beener Designs (MBD) first started in 1999 with one client and has continued to grow since then. MBD has worked with various groups including: Amtrak, Amtrak California, Fullerton College, Radisson Hotel, San Jose's Shasta-Hanchett Park Neighborhood Association, University of California - Berkeley, Washington State Department of Transportation and the Yorba Linda Public Library.

MBD's offers a wide range of services including business management (recruiting and managing designers), design services (from creative concept through delivery), brand development.



PROJECT TEAM

MICHAEL BEENER, DESIGNER

Michael is an award-winning and published designer with 15+ years of experience in the advertising and graphic design fields. Michael has had the opportunity to work on and lead an array of projects, from extensive to straightforward, and on teams of many to working independently.

Michael has a strong knowledge of the education, library, not-for-profit and transportation fields and has worked with a variety of clients including Amtrak, Fullerton College and the Golden Gate Railroad Museum.

Michael has served as chair of the Marketing and Public Relations committee and the PR Awards committee for the California Library Association. He is a member of the American Institute of Graphic Arts (AIGA) and is the recipient of the American Library Association - Marketing Awards - Best in Show-Teens (2014), American In-House Designer Award from Graphic Design USA (2008, 2010) and the American Graphic Design Award from Graphic Design USA (2015).

Michael holds a Bachelor's Degree of Art in Advertising from Southern New Hampshire University and will be pursuing his Master's of Communication in New Media and Design later this year.

Lastly, Michael is a keen cyclist, amateur photographer, worldwide traveler and has a strong interest in the outdoors (running, hiking) and transportation (railroading and airlines).

Client List

Amtrak
 Amtrak California (Caltrans)
 California Library Association
 Capital Corridor Joint Powers Authority
 City of Yorba Linda
 Destination Embarcadero
 Fullerton College
 Go Jetting
 Golden Gate Railroad Museum
 Huntington Beach Public Library
 Luminosity Entertainment
 Oregon Department of Transportation
 Purple Dot
 Radisson Hotel
 Razor's Edge (San Francisco softball team)
 Rockstars (San Francisco softball team)
 San Jose's Shasta-Hanchett Park
 Neighborhood Association
 University of California - Berkeley
 Washington State
 Department of Transportation
 William Schneider Designs
 Yorba Linda Public Library

PROJECT EXPERIENCE

The experience of Michael Beener Designs ranges from transportation and local government agencies to museums and refined interior design firms. We will highlight five clients in this section.

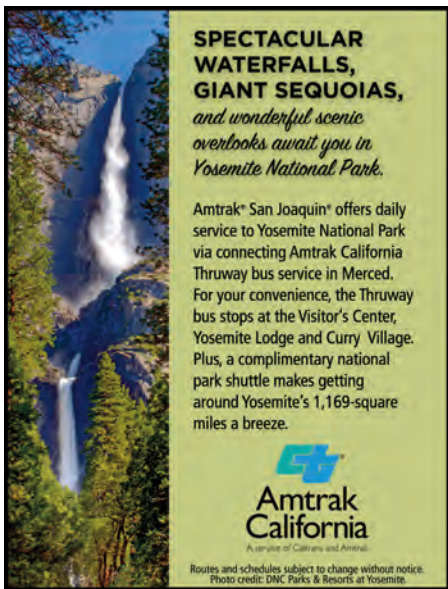
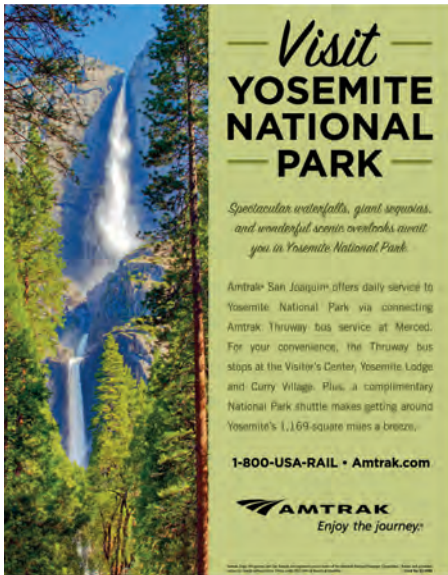
AMTRAK

Amtrak has been a client of Michael Beener Designs for over 15 years and over the years, MBD has produced variety of materials including rack cards and brochures, schedules and timetable advertisements, station and on-board posters, social media graphics and ads, on-board food service menus and much more.



AMTRAK AND CALIFORNIA ACADEMY OF SCIENCES CO-BRANDED BROCHURE

Amtrak and California Academy of Sciences partnered together to promote both the Academy and using Amtrak as a better way to get to the Academy both by leaving their cars behind and being green as well. This brochure merged both brand's into one solid look that reflected the look and feel of each group. This brochure was available at Amtrak stations throughout the west coast (Washington, Oregon and California). **Role:** Entire creative process (initial design concept through delivery)



YOSEMITE NATIONAL PARK STATION POSTER AND TIMETABLE AD

To encourage use of the *San Joaquin* train and connecting Thruway Motorcoach service, station posters and a timetable ad was produced. In fact, the timetable ad can currently be found in both the National Timetable and San Joaquin rack schedule.

Role: Entire creative process (initial design concept through delivery)



JUST-FOR-YOU MENUS

The long-distance routes based in Los Angeles are presently working on ways to increase food service revenue. The Just-for-You program, which launched last July, is a unique menu offering that is only available for take-out for Coach Class passengers. **Role:** Entire creative process (initial design concept through delivery)

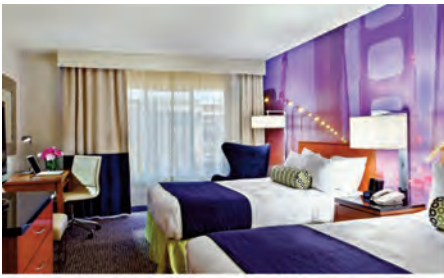


SAN FRANCISCO FERRY BUILDING WALL SCHEDULES

Until recently, as an alternative to a traditional schedule board in the ticket office at the Ferry Building in San Francisco, Michael Beener Designs created a large format poster for weekday and weekend departures. The schedules were updated with each timetable change. **Role:** Entire creative process (initial design concept through delivery)

Weekday Departures - San Francisco					
Departure	Bus Route	Bus Destination	Connecting to Train	Destination	
4:50A	3402	Stockton	702 - San Joaquin	Merced, Fresno, Bakersfield	1
5:20A	6420	Emeryville	520 - Capital Corridor	Martinez, Davis, Sacramento	
6:10A	6422	Emeryville	522 - Capital Corridor	Martinez, Davis, Sacramento	
6:35A	4784	Santa Barbara	784 - Pacific Surfliner	Los Angeles, Orange County, San Diego	
7:05A	6462	Emeryville	712 - San Joaquin	Stockton, Fresno, Bakersfield	1
7:10A	6424	Emeryville	524 - Capital Corridor	Martinez, Davis, Sacramento	
7:40A	4790	San Luis Obispo	790 - Pacific Surfliner	Santa Barbara, Los Angeles, San Diego	
7:45A	8011	Oakland	11 - Coast Starlight	San Luis Obispo, Santa Barbara, Los Angeles	
7:55A	5006	Emeryville	6 - California Zephyr	Reno, Denver, Omaha, Chicago	
8:45A	6426	Emeryville	526 - Capital Corridor	Martinez, Davis, Sacramento	
8:55A	6418	Emeryville	714 - San Joaquin	Stockton, Fresno, Bakersfield	1
9:45A	6428	Emeryville	528 - Capital Corridor	Martinez, Davis, Sacramento	
10:35A	4796	Santa Barbara	796 - Pacific Surfliner	Los Angeles, Orange County, San Diego	
11:45A	6430	Emeryville	530 - Capital Corridor	Martinez, Davis, Sacramento	
12:45P	6416	Emeryville	716 - San Joaquin	Stockton, Fresno, Bakersfield	1
12:55P	6432	Emeryville	532 - Capital Corridor	Martinez, Davis, Sacramento	
2:20P	6434	Emeryville	534 - Capital Corridor	Martinez, Davis, Sacramento	
2:35P	3404	Stockton	704 - San Joaquin	Merced, Fresno, Bakersfield	1
3:00P	6416	Emeryville	536 - Capital Corridor	Davis, Sacramento, Auburn	
3:40P	6438	Emeryville	538 - Capital Corridor	Martinez, Davis, Sacramento	
4:20P	6440	Emeryville	540 - Capital Corridor	Martinez, Davis, Sacramento	1
4:55P	6442	Emeryville	542 - Capital Corridor	Martinez, Davis, Sacramento	1
5:30P	6418	Emeryville	718 - San Joaquin	Stockton, Fresno, Bakersfield	1
6:15P	6444	Emeryville	544 - Capital Corridor	Martinez, Davis, Sacramento	1
7:55P	6446	Emeryville	546 - Capital Corridor	Martinez, Davis, Sacramento	
9:00P	6448	Emeryville	548 - Capital Corridor	Martinez, Davis, Sacramento	
9:20P	3014	Emeryville	14 - Coast Starlight	Klamath Falls, Eugene, Portland, Seattle	
10:45P	4768	Santa Barbara	768 - Pacific Surfliner	Los Angeles, Orange County, San Diego	

1 Amtrak Thruway Bus Connections at Bakersfield for Los Angeles and other Southern California Destinations.
 2 Amtrak Thruway Bus Connections at Sacramento for Roseville, Auburn, Colusa, Truckee, Reno.
 3 Amtrak Thruway Bus Connections at Sacramento for Roseville, Auburn.



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Take the train to San Francisco



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Radisson

AMTRAK®

AMTRAK AND RADISSON CO-BRANDED BROCHURE

Amtrak and the Radisson Hotel at San Francisco's Fisherman's Wharf partnered annually to offer Amtrak passengers a discounted hotel stay when they traveled to San Francisco. The rack card was available at staffed Amtrak stations throughout the western United States as it featured route information for all trains that serviced the Bay Area. **Role:** Entire creative process (initial concept through delivery)

CAPITOL CORRIDOR

In Northern California (San Jose-Sacramento), Amtrak and the Capitol Corridor Joint Powers Authority partner together to operate 32 daily trains. Their marketing team works with many local groups along the route to promote the train service.

Michael Beener Designs served as an interim designer to the *Capitol Corridor* as they transitioned between advertising agencies. MBD created a selection of materials including timetable ads and rack cards.

Experience traffic free travel

Arrive relaxed, refreshed and ready to go.

Amtrak® Capitol Corridor is the best way to travel to and from the Bay Area. With up to 32 daily trains between Sacramento and San Jose, it's easy to find a train that fits your schedule. Capitol Corridor also connects to BART at the Richmond and Oakland Coliseum stations.

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NEXT STOP: FAMILY FUN



Take the train to family fun and leave the traffic behind. Go grab your family and head out for an adventure at California's Great America theme park.

When you take the train to Santa Clara and stay at the Biltmore Hotel and Suites, Santa Clara, in the heart of Silicon Valley. Featuring superior accommodations and executive-style amenities such as free Wi-Fi, our hotel is located just minutes from leading downtown San Jose businesses. The perfect address for business and pleasure, we invite you to enjoy our signature style of unsurpassed luxury and value. Catching a train or flight, the Biltmore also offers convenient shuttle service.

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GET ON BOARD!

NEXT STOP: WORK SMART



Delight in a welcoming array of luxurious comforts from the Biltmore Hotel and Suites, Santa Clara, in the heart of Silicon Valley. Featuring superior accommodations and executive-style amenities such as free Wi-Fi, our hotel is located just minutes from leading downtown San Jose businesses. The perfect address for business and pleasure, we invite you to enjoy our signature style of unsurpassed luxury and value. Catching a train or flight, the Biltmore also offers convenient shuttle service.

When booking your stay, ask about the special nightly Amtrak rate from \$65.00. To book your stay or for additional information, call 1-866-469-9845 or visit www.hotelbiltmore.com.



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Sweet way to travel.

The traffic in California is legendary, but there's no reason to sit idle on the freeway when Amtrak® can do the driving.

Mark your calendars and make sure to take the train when you travel to the heart of the East Bay. Party sponsored by the East Bay Express.

Amtrak Capitol Corridor® is a great way to go. With up to 32 daily trains between Sacramento and San Jose, it's easy to find a train that fits your schedule.

Plus, you can save 20% off adult Coach fares when you mention discount code V345.

For additional details on the Best of the East Bay Party, visit www.eastbayexpress.com. For more information on Capitol Corridor services, visit capitolcorridor.org.

Up to 32 daily trains

Arrive relaxed, refreshed and ready to go.

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CAPITOL CORRIDOR JOINT POWERS AUTHORITY MATERIALS

Service advertisement for Amtrak's bi-annual National Timetable (top). Print ad that ran in the East Bay Express (bottom right). A brochure featuring the Capitol Corridor's newest visual identity for both print and online materials. This brochure showcases a partnership with the Biltmore Hotel in Santa Clara, CA and California's Great America theme park (bottom left). **Role:** Entire creative process (initial concept through delivery)

TECHNICAL PROPOSAL/SCOPE OF WORK

As outlined in the On-Call Graphic Design and Printing Services proposal (16-J-13-00), the Scope of Work is expected to include a variety of services including, but not limited to, San Joaquin route information (schedules, posters, rack cards), social media graphics and other graphic design materials to enhance increased ridership and revenue.

PROJECT UNDERSTANDING/APPROACH

We understand the need to fulfill the requests of the Local Outreach Representatives and will support those needs in a variety of ways.

Through the work that MBD has created for Amtrak, Amtrak California and the Capitol Corridor Joint Powers Authority, we have a strong understanding of the procedures and requirements already set in place by these agencies. Because of this understanding, the learning curve will be quite short when starting with the San Joaquin Joint Powers Authority.

MBD has been an approved contractor with Amtrak for over 15 years and has worked with various routes and departments to create a selection of materials to fit each group's needs. Because MBD is an approved contractor, we have access to a variety of brand-related materials such as graphic elements (images, artwork, fonts), branding guidelines and are familiar with the requirements in place for marketing materials that are created (terms and conditions, required copy).

MBD will support the six Local Outreach Representatives through the avenues that best suit them and will tailor materials to best suit the needs of the markets that they represent all while maintaining the San Joaquin brand consistency.

PROJECT MANAGEMENT

Cost Control

As you will read Cost Proposal, we approach each project/proposal with our clients in mind and that is why we use the same all-inclusive hourly rate for all services rendered. We understand that each project will range in billable hours, but in the end, we have found that a single billable rate worked best.

Schedule Control

As requested in the proposal and following our own requirements, we will provide weekly updates to where each project is in the timeline and work queue.

Added San Joaquin Service

We understand the needs that will be necessary to fulfill the implementation of the seventh frequency on the route. MBD was active through the development and launch of the *Pacific Surfliner* service in Southern California and provided similar services that are presenting being requested by the San Joaquin Joint Powers Authority.

Staffing

Michael Beener will be the staff member assigned to work with SJJPA for the duration of the contract. It is expected that he will be available for 30-40 hours per week, but specifics can be discussed for increased needs, such as the seventh train launch.

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 8

ACTION

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.

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. Staff released Request for Proposals (RFPs) to enable qualified firms/individuals to compete for this work on February 2, 2016.

The SJJPA received nine responsive proposals for the Marketing and Outreach Agreement for the Central San Joaquin Valley Region by the February 29, 2016 deadline. These proposals were reviewed by the SJJPA staff evaluation team and the top-ranked proposers were invited to oral interviews that were held on March 9, 2016. The top-ranked proposers were:

- Jeffrey Scott Agency
- JP Marketing
- Providence Strategic Consulting, Inc. (PSCI)
- The Rios Company
- Southwest Strategies
- VSCE Inc.

JSA's proposal received the highest score from the SJJPA staff evaluation team. Based on this scoring, SJJPA staff recommends selecting JSA for the SJJPA Marketing and Outreach Agreement for the Central San Joaquin Valley Region. This agreement will be for 2 years and 3 months, covering three fiscal years. Please see the JSA's technical proposal attached.

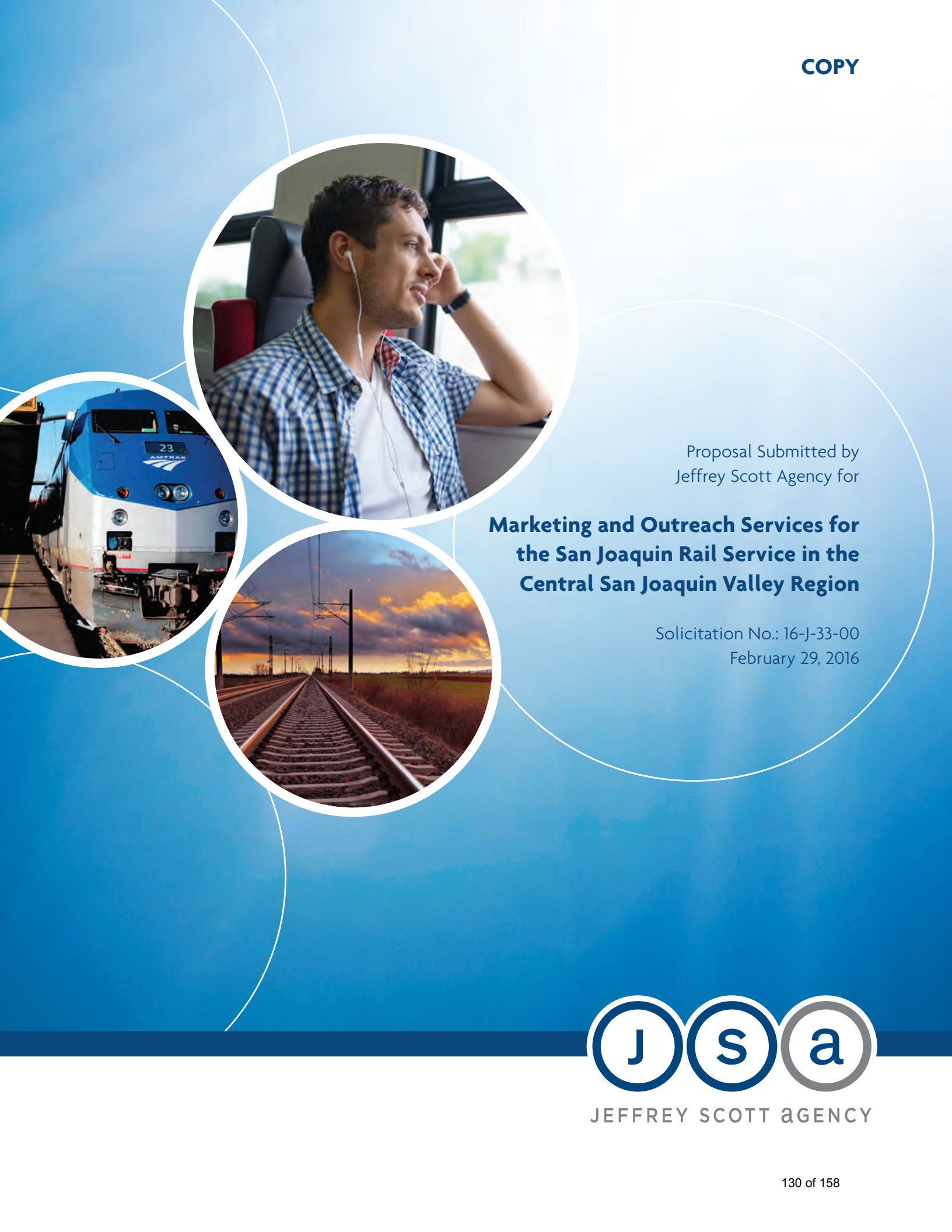
Fiscal Impact:

As established in the approved SJJPA Marketing and Outreach Plan, the Agreement is for \$474,000 with \$66,000 of these funds for FY 2015-16. The funds for FY 2015-16

have been provided to the SJJPA by the State as part of the SJJPA's annual marketing and outreach budget.

Recommendation:

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.



Proposal Submitted by
Jeffrey Scott Agency for

**Marketing and Outreach Services for
the San Joaquin Rail Service in the
Central San Joaquin Valley Region**

Solicitation No.: 16-J-33-00
February 29, 2016



JEFFREY SCOTT aGENCY

PROPOSAL IN RESPONSE TO SCOPE OF WORK



The following outlines how JSA will approach the marketing and outreach scope of work described by SJJPA for the San Joaquin Rail Service in the Central San Joaquin Valley.

DISCOVERY KICK-OFF / GARNERING INFORMATION FROM GOVERNING BOARD

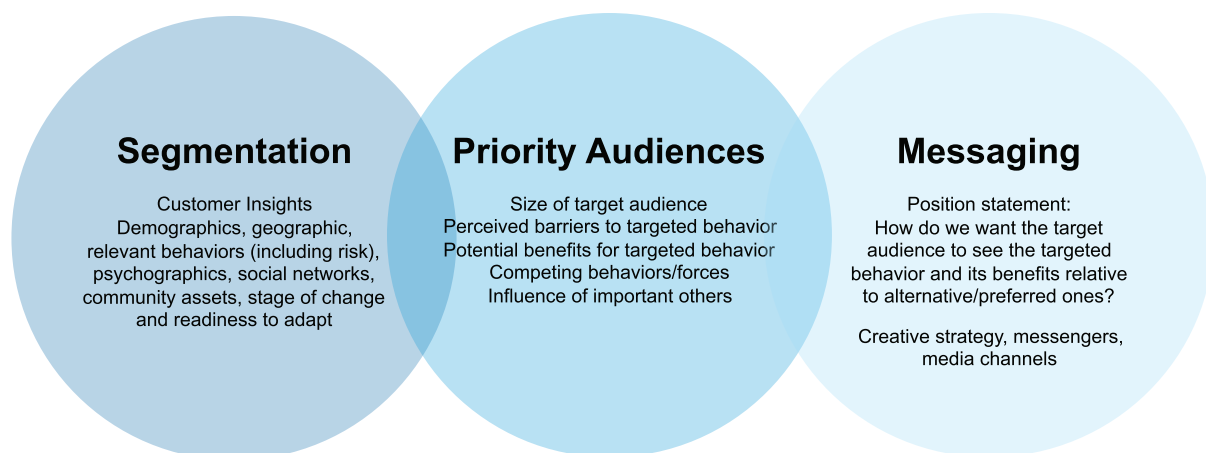
JSA suggests holding a kick-off meeting with key SJJPA staff and its board members. Invited guests may also include major stakeholders and community leaders from the Corridor. The first phase will be one of discovery that provides the opportunity for the team to reaffirm goals, provide clarity, review timelines and discuss target groups, stakeholders, media outlets and messaging components.

This process will foster a team approach and provide the opportunity for member agencies to have an equal voice at the table as we discuss objectives, prioritize groups and discuss tactics for community engagement. By the end of phase one, JSA will have the information needed to finalize a formal proposed marketing and communications plan. Based on the scope of work provided in the SJJPA RFP, JSA has prepared the following to show our overall approach with preliminary strategy and recommendations to promote increased use of the San Joaquin Service in the Central San Joaquin Valley Region (Fresno, Madera, Kings and Tulare Counties).

STRATEGIC APPROACH

Information is power, and with it we hold more opportunities to increase community acceptance by taking a comprehensive approach to your brand, service and appeal to the targeted communities. JSA will utilize existing data provided by SJJPA, but if needed, can augment with qualitative or quantitative research methodologies. While not always necessary, these methods can aide in our efforts to create a grass-roots marketing and outreach plan that feels organic, is authentic to our region and tailors a natural fit for our audiences. The following outlines our overall approach in three phases: 1). Identify and segment the San Joaquin Rail Service target markets; 2). Prioritize its audiences, and 3). Create opportunities to engage and solicit feedback.

1. We will segment the market into sub-sets based on the most valuable points of differentiation. The process could include demographics, aspects of socioeconomic status, geography, language or more may be found in the groupings of qualities (clusters). Based on our existing knowledge of the market, the Hispanic community will definitely be a highly prioritized audience for outreach. Additional audiences will include minority groups, non-English-speaking constituencies, disadvantaged communities, community leaders, passengers, business organizations, schools, special advocacy groups, associations, key stakeholders, seniors, elected officials, news outlets and members of the public along the Corridor who may not be familiar with the San Joaquin Rail Service.
2. Knowing we will have numerous target groups, JSA suggests prioritizing and applying resources against the greatest opportunities.
3. We will then develop the most effective means to present the San Joaquin Rail Service brand and messaging to our target groups through grass-root efforts. The feedback gleaned from these groups will be captured, maintained and reviewed for opportunities to improve and retool marketing and outreach programs to increase ridership, revenue and sustainability.



RESEARCH: DISCUSSION GROUPS

To help determine the most effective messaging, it's important to have a clear understanding of the current brand perception, along with potential challenges and opportunities. JSA would like to facilitate group discussions, similar to a focus group setting with Spanish-language-only and bi-lingual (English and Spanish-speaking respondent who have Hispanic surnames) in Fresno, Madera, Kings and Tulare Counties.

SJJPA and JSA will work closely to recruit the right target groups for these groups, focusing on those who use the San Joaquin Rail Service and those who do not.

JSA suggests conducting 8-10 group discussions, 2-3 per county. Each group will be comprised of eight to ten homogenous individuals who have demographic commonalities, such as shared interests, education, income, age, geography, language and more. The group discussion will provide the opportunity for feedback as we test perceptions, values, visuals, spokespeople, creative concepts and messaging for the campaign.

JSA will work with the SJJPA throughout the entire recruitment process and as we develop a moderator's guide. All materials will be approved by SJJPA prior to execution. Below is an outline of how JSA suggests conducting each group:

Group Format

- Our questions will be worded so that respondent cannot simply answer "yes" or "no," but must discuss the topics presented.
- A semi-structured format will be used with pre-planned questions to ask during the session. However, we will also allow conversation to flow naturally, based on information provided by the respondents. We will not insist upon asking specific questions in a specific order. The flow of the conversation dictates the questions asked and those omitted, as well as the order of the questions.
- To garner understanding and interpretation, we will seek clarity and a deeper understanding from the respondents throughout the interview.
- The process will be conversational, our role is primarily that of a listener. The design will allow for smooth transitions from one topic to the next.
- The responses will be recorded, with audio and written notes (i.e. field notes).
- We will observe and record non-verbal behaviors on the field notes as they occur.
- We will record our views and findings after the sessions with a focus group report.

The study will primarily focus on the attributes of the rail service and effective messaging in terms of overall branding for the goals by SJJPA – specifically when it comes to identifying the best way to increase ridership and build brand equity through messaging, media distribution, outreach, and end-user consumption.

Messaging and materials will be presented based on transportation-related benefits and challenges through different media, like: web, social media, billboards, outreach materials, print, collateral and more.

JSA will present a written strategy and focus group report to serve as a guide for the campaign from which we will measure and evaluate progress and success. Specific to the focus group studies, the report will include an overview of the research process, such as demographics information, key findings, tested messaging, visuals, along with suggested next steps. Beyond the deliverables of the campaign, the insight will continue to serve the Department as a reference point that could help uncover new opportunities in the future.

OUTREACH METHODS FOR ENGAGEMENT

Hispanic Community

Even though a third of JSA's staff is Hispanic and speaks fluent Spanish, we often partner with advocacy and mobile marketing groups to help saturate the market and leave an even stronger impact. Essentially, this collaboration offers our clients more man- or woman-power that capitalizes on accessibility and increased resources. For SJJPA, JSA proposes we partner with our friends at Road Finch to assist in the planning and execution of our marketing and outreach plan.

Road Finch offers bike billboard trailers, equipped with trained brand ambassadors. The bicycles have speakers installed to broadcast audio messages in English and Spanish at various community events. To create maximum exposure in the communities along the Corridor, we suggest targeting locations where our priority audiences congregate frequently. JSA will work with Road Finch to identify these gatherings to develop a calendar of event, including local flea markets, farmers markets, festivals, parades and more. These events are often held at large fairgrounds with residents from surrounding areas who attend during the weekend. And attendance can draw up to 2,000 visitors and residents.

Road Finch's unique boots-on-the-street, multi-lingual (Spanish and English-language) style of outreach is designed to be noticed and engage audiences on a personal level. By deploying its mobile (bicycle) billboards and brand ambassadors to create exposure opportunities at existing events and community gatherings, ambassadors will be able to hand-out multi-lingual flyers, San Joaquin Rail Service messaging, branded giveaways, incentives and obtain feedback that will help improve programs and services.

Road Finch values qualitative data, i.e., testimonial feedback from customer interactions. With tablet support, we will collect data from quick surveys on the road. A simple Likert scale questionnaire can provide five to seven pre-coded responses to gauge customer feedback about a service or product. Likert scale surveys are easy to use, simple for customers to understand, and offer quantitative data for companies. Road Finch Brand Ambassadors can access the survey on their tablet during the campaign to gain additional feedback from customers, as well as qualitative data from customer interaction.

NOTE: While SJJPA has identified the gap between Valley Hispanics and current ridership, JSA would like to fully explore the region's cultural diversity and perhaps suggest outreach strategies specific to relevant ethnicities that will help bridge additional gaps to improve overall rail usage.

SCHOOL, FAMILY & SENIOR OUTREACH

In an effort to infuse SJJPA and the San Joaquin Rail Service into existing efforts and educational outreach groups, JSA will work in conjunction with "Operation Lifesaver" as the group's mission is to prevent accidents around California's railroad tracks. This natural connection will allow JSA to identify, utilize and share SJJPA messaging to the Operation Lifesaver organization and its California volunteer representatives. We will focus on targeting groups along the corridor that support substance abuse, mental health, professional and student driving education, the biking and photography communities, as well as youth groups, schools and other community youth organizations.

To promote ridership among these groups, JSA will identify and categorize educational landmarks along the San Joaquin Corridor and partner with the necessary agencies/establishments to promote group or fieldtrip packages. As an added component of this group package, an Operation Lifesaver Presentation will be recommended before their trip to go over safety and to learn more about "The Three E's". This is a great way to get excited about their trip, reinforce safety precautions and create the opportunity for a unique user experience. A representative can be present to help capture these trips with photos for postings and web updates, surveys and information-gathering.

To target university students who are often looking for an inexpensive form of transportation, Road Finch has the ability to enter into the heart of a college campus with its bike trailers to interact with college students and raise brand awareness for rail transportation as an alternative to vehicle and air transportation.

JSA will also identify, prioritize and engage senior living centers along the corridor to coordinate "Grandparents Day" promotions at the facilities, giving a discount or special incentive to riders going to and from these facilities on certain days. We believe this is a great way to connect families that might not otherwise have reliable transportation to one another. Promotional flyers, senior group newsletter ads, digital promotion and social media is recommended for this effort.

Understanding local cities in the Central San Joaquin Valley host a number of outdoor parades that are frequented by senior citizens, we suggest Road Finch ride with the parade procession with multiple bicycle units and engage parade- and festival-goers with messaging materials during these major events.

STAKEHOLDER GROUPS, CIVIC ENTITIES, ELECTED OFFICIALS AND SPECIAL INTEREST GROUP OUTREACH

JSA's relationships with local and regional agencies throughout the San Joaquin Valley will be utilized to schedule one-on-one meetings and presentations with business groups, elected officials, civic entities and special interest groups. We will work with SJJPA to create clear and concise messaging materials that have a simple ask. Content presented will tout assets of the San Joaquin Rail Service as they relate to the economy, environment, opportunity, quality of life, upcoming developments and services. Garnering feedback and suggestions from these target groups for how SJJPA and the San Joaquin Rail Service can better serve the communities along the Corridor, will be an important portion of the meeting as we work to improve future programs and services. By the end of each meeting and presentation, JSA will have, at the least:

1. Worked to create SJJPA champions who can carry our message forward to other businesses, customers, constituents, visitors, schools and more;
2. Obtain valuable information on how we can further engage and better serve our target markets; and
3. Serve as a representative of SJJPA, its rails services, and log valuable face-time with leaders in our communities who are now more engaged and informed about your successes stories, upcoming developments and overall brand.

As a way to ensure we create an opportunity to reach those who are in, or affected by these individuals' sphere of influence, JSA will also ask each guest to provide at least one opportunity for further engagement. Whether it's a contact to submit content for chamber newsletters, creating e-blasts for distribution, sending brand ambassadors to an event or hosting a booth at a civic group's breakfast gathering, we will work hard to tie-in with existing opportunities and efforts to engage our target markets. By building these connections, a more robust database will be built for ongoing outreach and communication materials.

JSA's dove-tailed approach of partnering with locally-based groups and businesses that share SJJPA's service values will be a natural connection for us. For example, JSA has served as the San Joaquin Valley Air Pollution Control District's advertising and marketing representative for its eight-county comprehensive, multilingual public outreach campaigns since 2008. With the shared goal of cleaner air and more efficient connections to work, family, school and attractions, JSA will utilize our existing relationship with the Air District to discuss potential partnership possibilities through scheduled outreach events, mobile marketing, outbound communication efforts, school programs and more.

Measure C is another JSA client we would engage as we continue working on promoting carpool programs and implementing educational outreach opportunities through sponsorships, social media campaigns and outreach events. JSA will reach out to SJJPA's 10-member agencies as well as our client list, specifically policy agencies, transportation entities and environmental groups such as the Fresno Council of Governments, Tulare County Association of Governments, the city of Clovis, First 5 Fresno County, Measure C, Operation Clean Air, the San Joaquin Valley Air Pollution Control District, VRPA Technologies, High Speed Rail Authority, AECOM and more.

As another conduit, Bruce Batti, SJJPA account supervisor and president of JSA, is a past board president of the Greater Fresno Area Chamber of Commerce. He can easily call upon his professional, personal and Chamber connections throughout the community to engage fellow businesses, elected officials, media, community stakeholders, civic, business and advocacy groups for outreach opportunities, partnerships and round-table discussions. And having worked closely with the Central California Hispanic Chamber of Commerce and the Fresno Metro Black Chamber of Commerce, JSA will engage several multi-cultural business groups throughout the service Corridor.

EARNED MEDIA / NEWS STORIES / CRISIS COMMUNICATIONS

As a key component to our overall marketing and outreach strategies, JSA will create a public relations plan that includes earned media opportunities. Good media relations are rooted in relationships. JSA will utilize its existing relationships and create new connections with traditional and new media reporters to garner exposure for the San Joaquin Rail Service. With SJJPA having recently assumed management control of the San Joaquin Rail Service, interest will be elevated for developments, improvements and changes. JSA will work with SJJPA to identify how these developments can be presented as news stories for English and Spanish media.

JSA's public relations department will work with SJJPA to write and distribute news advisories, press releases, media briefings and coordinate press conferences, as needed. Every aspect of the rail service and experience will be explored for potential news opportunities, with a suggestion of generating at least one press release/materials per month and advisories for special service announcements, outreach events, staffing, promotions and more. JSA will utilize its relationships and Valley-wide distribution list to ensure the San Joaquin Rail Service stories are well received. In good practice, JSA's PR department follows-up with all media outreach to ensure receipt and encourage coverage.

Special story ideas will be identified with niche reporters and online bloggers. Those with large social and personal blog followings will be approached to experience the rail service and all it has to offer. We will ask they document their experience and share it with their fans and followers. For example, we could invite a mom-blogger to take her family to Superior Dairy in Hanford for the day and in exchange, write about her experience. Lifestyle, real estate and entertainment companies, publications and websites will be targeted to explore opportunities to engrain the benefits of the San Joaquin Rail Service to those looking to move to the area, purchase tickets to an event or just experience something new.

JSA will serve as the Central San Joaquin Valley region's media liaison for SJJPA, with media trained bi-lingual staff members available for interview. Coverage received will be collected by JSA digitally to populate on the SJJPA/ACE website, which will then be shared via social media outlets and reported back to SJJPA as frequently as needed. Should circumstances arise and SJJPA is in need of crisis communications services, JSA will be readily available to assess the situation, strategize, prepare talking points and serve as a local representative for media inquiries. All information shared will be kept confidential and any materials distributed or released by JSA will be approved by the SJJPA staff.

In addition to media coverage being added to the SJJPA/ACE website, JSA's content manager, copywriter and social media manager will work collaboratively to recommend relevant travel and other public content additions to the SJJPA/ACE website. The JSA digital team can assist SJJPA staff with linking social feeds directly into the website using a social wall plugin, such as BuddyPress, if needed. This service offers both public and private forums to help SJJPA staff communicate with contributors (rail customers), in a controlled environment that can be easily monitored and allows for direct customer feedback.

SOCIAL MEDIA APPROACH

Social media is the perfect avenue to create opportunities for connections with existing riders as well as reaching out to those who may or may not be familiar with the travel service. Social media has become a universal language, a way for people from every background to connect with each other and the experiences we share.

JSA's approach will connect an online and visible presence in the communities along the Corridor. Social media platforms will connect to existing riders and target non-riders through specific messaging, with both organic and paid-for content. Tangible messaging in the community will provide opportunities to bring this real-life experience online to create a cohesive and all-encompassing campaign suitable to multiple audiences and objectives, including creating better connections to work, family and attractions.

SOCIAL MEDIA STRATEGY & CONTENT

- **Facebook**

Targeted messaging will entice audiences, both existing and potential riders, to utilize the rail service through both organic and paid-for reach accordingly. By inviting audiences to ride through Facebook, we also invite them to share their real life experience to the online world. This will create online word of mouth that will also connect our messaging to rider online connections, otherwise known as their Facebook friends. In turn, this will further increase our reach and bring our messaging to more potential riders of different backgrounds.

- **Organic Content**

Organic content will be developed and posted to the Facebook timeline. Content will include but not be limited to travel deals, travel tips, nature shots, vacation inspiration, photo contests, upcoming events in nearby cities, inspirational quotes and more. Organic reach is on the decline because more and more content is being created and shared every day. On average, there are 1,500 stories that could appear in a person's News Feed each time they log onto Facebook. So how do we come up at the top? Paid-for content is the answer.

- **Paid-For Content**

Our organic posts would reach only those already connected to our page, who are perhaps the existing riders. So, how do we reach additional audiences, specifically potential riders? Facebook paid-for content allows us to target by age, city, gender and interests, which means we could create multiple ads to reach a plethora of potential riders, whether we're targeting non-English speaking persons or parents, for example. With paid-for content, we can target any and all potential riders and make them aware of the opportunities to ride. Putting just \$5 toward boosting one post a week helps drive up organic reach on "regular," posts, like the content above. \$5 goes a long way, reaching a minimum of 1,000 to 6,000 people.

- **Instagram**

Instagram is a visual platform. This is where we would share rider experiences through his or her point of view. Photographs are also a universal language, which means we can invite all of our riders to join-in. All we have to do is give them the tools to want to post their pictures, which will not only generate content for our social media, but also generate curiosity in the community. A picture speaks a thousand words and when an Instagram user posts with a hashtag, curiosity is sparked.

- **Tangible Grassroots Messaging**

Now that we know which platforms we're using, how do we inspire our audiences to bring their experience online? We target our audience in real life. This messaging will be posted in the "real world," to drive our audiences, both existing riders and potential riders of all backgrounds, to social media.

To connect the online presence and visible presence in the community and to create a cohesive campaign suitable to multiple audiences, we will develop a series of social media campaigns that create curiosity with the universal language of emojis and a hashtag. To reach the existing riders, we put the messaging in front of them on the train with collateral campaign materials, graphics and more. Because we already have this individual's attention, we can give them a reason or incentive to post a picture.

To reach potential riders using a similar concept, we can post the hashtag and emojis on outdoor billboards, in local businesses and on promotional materials distributed by Road Finch at various events. We will use ONE hashtag and MULTIPLE emojis per campaign. We can adjust the emoji to fit our objective and audience for each campaign.

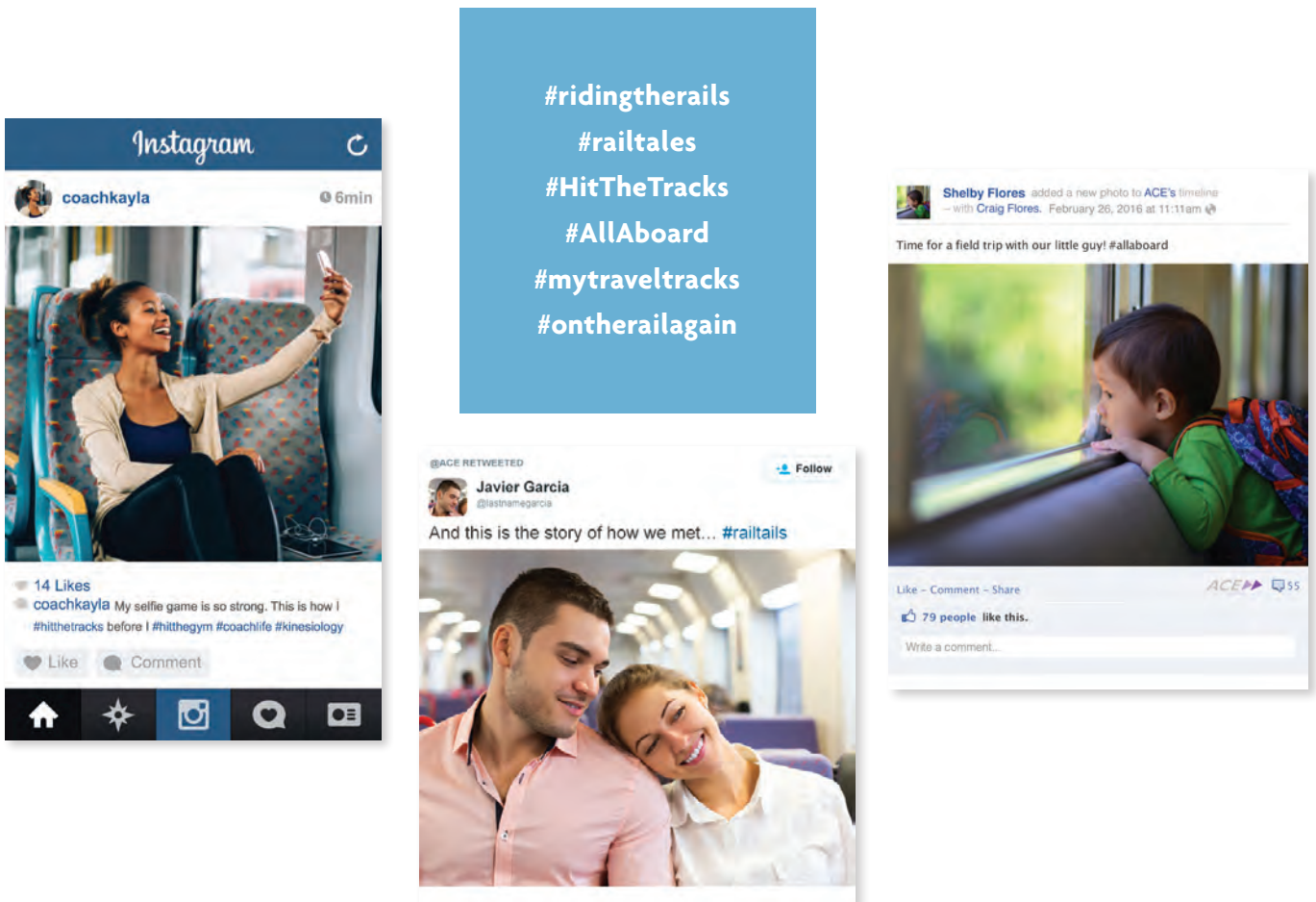
Promoting the hashtag will create a curiosity and once the audience looks up the hashtag on Facebook or Instagram, we will have pre-existing content uploaded from our official social media accounts. The kick-off would be a contest or incentive to ride the train. For example, \$5 off your first train ride when you post a picture of your adventure to #hashtag. The messaging will be in both English and non-English languages.

Because we will be using a hashtag to entice riders, we should cover all social media platforms that can use a hashtag. We have Facebook and Instagram covered, and we will also make sure Twitter is kept up to date. This platform will not need as much attention, but it will need some original content and monitoring for entries. We will be able to keep this updated by retweeting rider mentions and posts to the hashtag.

- **Tracking Results**

Tracking results will be crucial to help ensure we reach our goals. We will provide Facebook insights that showcase exactly who we are reaching, like the percentage of women, men, which cities they live in and which language they speak.

Additionally, we will keep track of the amount of photo entries that come in to the hashtag per month. We can keep track of this with free services like #tagboard.



SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 9

ACTION

Approve Branding for San Joaquin Service and Overview of Advertising Plan for FY 2015/16

Background:

As identified in the SJJPA Marketing and Outreach Plan (approved November 20, 2015), FY 2015/16 advertising will focus on a marketing campaign around the initiation of the new 7th Daily Round Trip for the San Joaquin service. Staff carried out a competitive process to bring on a consultant to carry out this effort and at the January 29, 2016 SJJPA Board Meeting, Sagent was approved for SJJPA Advertising Services for FY 2015/16.

The 7th daily round trip is expected to be deployed by May, 2016. The Branding of the San Joaquin Service is critical to enable its use in the advertising campaign for the 7th daily round trip, grassroots marketing, social media and Amtrak San Joaquin webpage.

Amtrak suggested to SJJPA staff the benefits of using “Amtrak” as a key part of the branding for the San Joaquin service. Staff discussed branding the Sagent and with the various Marketing and Outreach Teams hired to do grassroots marketing. Sagent and the Marketing and Outreach Teams agreed that using the Amtrak logo as part of the San Joaquin brand would be the best way to take advantage of the limited advertising, marketing and outreach funding made available to the SJJPA. Amtrak is widely known in the San Joaquin Corridor and using Amtrak also enables the SJJPA to take advantage of the national advertising campaigns done by Amtrak in helping to promote the San Joaquin service. The proposed Amtrak San Joaquin brand developed by the Sagent team to be used to promote the 7th daily round trip and the San Joaquin Service will be sent separately in advance of the Board Meeting.

As part of this new branding for the service, staff is recommending calling the service “San Joaquins” rather than “San Joaquin”. This was the original name of the service and was used for a number of years. “San Joaquin” represents a number of different things (a city, county, geographical area, and used by a number of agencies and organizations). Staff prefers “San Joaquins” since it can much more clearly be identified with the actual rail service. SJJPA has used the term San Joaquins in many documents since it is much simpler to write than “San Joaquin Rail Service”. It is a small change, but one that could be quite important over the years to come.

Sagent will introduce their team to the SJJPA, their work program and the work they have done to date.

Fiscal Impact

The approval of the Branding is necessary for advertising, and outreach to promoted the 7th daily round trip which is expected to be deployed by May, 2016.

Recommendation:

Approve Branding for San Joaquins

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 10

ACTION

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

Background

The San Joaquin Valley Rail Committee (SJVRC), which is managed by the San Joaquin Joint Powers Authority (SJJPA), will hold in-person meetings at least twice a year at the SJJPA offices, which are located in Stockton, California.

Due to the fact the SJVRC consists entirely of members from the community, most of them will likely not be able to seek reimbursement for travel expenses to attend meetings from employers. Additionally, given the large geographic area of the San Joaquin Corridor, travel expenses can be significant.

To encourage attendance at committee meetings by as many members as possible, the SJJPA board directed staff at their January 29, 2016 board meeting to create a travel reimbursement policy for SJVRC members to help them defray travel expenses. SJJPA staff has completed development of a policy that is based on travel to the meetings via the San Joaquin Rail Service. Reimbursement levels were developed for each county or region and are based on the cost of San Joaquin Rail Service tickets, plus an additional \$15 contingency to allow for unforeseen price fluctuations.

Fiscal Impact:

Approval of the policy could lead to a maximum expense of \$1,561 per meeting at current reimbursement levels, if all eligible members were to attend. However, usually there are several members who do not attend, lowering this amount. Based on changes to ticket prices, there is potential for this amount to go higher in the future.

Recommendation:

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

SJJPA RESOLUTION NO. _____

**RESOLUTION OF THE GOVERNING BOARD OF THE SAN JOAQUIN JOINT
POWERS AUTHORITY ADOPTING THE SAN JOAQUIN VALLEY RAIL COMMITTEE
TRAVEL REIMBURSEMENT POLICY**

WHEREAS, the San Joaquin Valley Rail Committee (SJVRC) has recently been reorganized under the management of the San Joaquin Joint Powers Authority (SJJPA);

WHEREAS, the new bylaws of the SJVRC call for 2-4 meetings annually;

WHEREAS, the new bylaws specify that no elected officials shall be members of the SJVRC;

WHEREAS, that many of the community members serving on the SJVRC as members will likely not be able to receive reimbursement from another entity to attend SJVRC meetings;

WHEREAS, given the large geographic area of the San Joaquin Rail Corridor, members of the SJVRC must often travel long distances to attend Committee meetings;

WHEREAS, the amount of reimbursement will be reviewed annually and adjusted accordingly.

NOW THEREFOR BE IT RESOLVED, that the Governing Board of the San Joaquin Joint Powers Authority hereby adopts the "San Joaquin Valley Rail Committee Travel Reimbursement Policy."

PASSED AND ADOPTED, by the SJJPA this 25th day of March, 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

San Joaquin Valley Rail Committee Travel Reimbursement Policy

Background

The San Joaquin Valley Rail Committee (SJVRC), which is managed by the San Joaquin Joint Powers Authority (SJJPA), will hold in-person meetings at least twice a year at the SJJPA offices, which are located in Stockton, California. Given the long distances some may have to travel and to encourage attendance at SJVRC meetings, the SJJPA is providing reimbursement for travel costs.

Reimbursement Policy

The SJJPA shall reimbursement regular members of the San Joaquin Valley Rail Committee and alternates who are replacing regular members for their travel expenses related to attending in-person committee meetings. The level of reimbursement is based on the cost to take a roundtrip on the San Joaquin Passenger Rail Service to/from Stockton from the counties where SJVRC members reside, plus a \$15 contingency to accommodate price changes. The amount of reimbursement will be reviewed annually and adjusted accordingly.

The level of reimbursement for each committee member per meeting is as follows and is to be applied retroactive to the March 11, 2016 meeting of the SJVRC:

Alameda County – \$35

Contra Costa County – \$28

Fresno County – \$62

Kern County – \$89

Kings County – \$65

Los Angeles County – \$119

Madera County – \$53

Mariposa County – \$45

Merced County – \$45

Northern California Region – \$71

Sacramento County – \$45

San Francisco County – \$36

San Joaquin County – \$39

Stanislaus County – \$37

Tulare County – \$65

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 11

ACTION

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

Background:

The California High-Speed Rail Authority (CHSRA) Draft 2016 Business Plan was released on February 18, 2016. Please see the attached CHSRA press release. The full CHSRA Draft 2016 Business Plan is available on the CHSRA website (www.hsr.ca.gov). Comments on this draft Business Plan are due to CHSRA no later than April 18, 2016.

The CHSRA Draft 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. With the exception of the Burbank to Anaheim improvements, the CHSRA Draft 2016 Business Plan places much less emphasis on “blended” service improvements than CHSRA’s 2014 and 2012 Business Plans.

Please see the attached draft SJJPA comment letter which is recommended for Board approval.

Fiscal Impact

There is no direct fiscal impact on the SJJPA. However, the draft letter requests that CHSRA use planning resources allocated to it in SB 1029 (2012 budget act) and partner with SJJPA in carrying out planning studies for near-term improvements for the San Joaquin service to provide connectivity to Sacramento.

Recommendation:

Approve attached draft SJJPA comment letter to CHSRA and have Chair sign and submit this letter to CHSRA before April 18, 2016.



Press Release

CONTACT: Annie Parker
(916) 403-6931 (w)
(916) 203-2960 (c)
Annie.Parker@hsr.ca.gov



DATE: February 18, 2016

High-Speed Rail Authority Releases Draft 2016 Business Plan, Solicits Public Comments

SACRAMENTO, Calif. – The California High-Speed Rail Authority (Authority) today released the Draft 2016 Business Plan, a foundational document for implementing the California High-Speed Rail program that reflects the transition from planning to construction to providing passenger service. Overall capital costs are reduced from \$67.6 billion to \$64.2 billion. The plan also provides the path forward for the construction and operation of a section of the high-speed rail program, using existing funds, which will generate revenue within the next decade.

“This Draft Business Plan presents a clear path forward within available funding to deliver the system as approved by California voters in 2008,” said the Authority’s Chief Executive Officer Jeff Morales. “By constructing the line between the Silicon Valley and the Central Valley, while also making significant investments in Southern California’s passenger rail systems, high-speed rail service will become a reality in this state in the next 10 years at a lower cost than previously estimated.”

This draft plan, which is required by Assembly Bill 528 (Lowenthal, Chapter 237, Statutes of 2013), summarizes the progress made over the last two years, updates available funding and financing, forecasts ridership, and updates risk management information. In this plan, the Authority highlights three objectives to move the high-speed rail program forward.

The first objective is to initiate high-speed rail passenger service as soon as possible in order to bring benefits to California and generate revenues to attract private sector participation. With existing funding and more than 100 miles of active construction in the Central Valley already underway, the Authority will complete the construction of the high-speed rail line between Silicon Valley and Central Valley by 2024, with operations beginning in 2025.

The second objective is to make strategic, concurrent investments throughout the system that will be linked together over time. Investments that connect state, regional and local rail systems, will provide immediate mobility, environmental, economic and community benefits. For example, the Burbank to Anaheim corridor is of regional and statewide significance and is critical to supporting the economy of Southern California. Today’s plan proposes join with local partners to improve this corridor, including the highest priority grade separations in the state (Rosecrans Avenue/Marquardt Avenue, the Southern California Regional Interconnection Project) and improvements at Los Angeles Union Station. These and other investments identified in this Draft 2016 Business Plan will increase capacity, improve safety in this highly-congested travel corridor, and improve air quality.

The third objective is to construct additional segments as funding becomes available. This requires completing the environmental analyses for every mile of the program and securing environmental approvals. The Authority will continue to move forward with clearing all project sections between San Francisco and the Los Angeles/Anaheim area by 2017.

With the release of today’s draft plan, the Authority is now seeking public comment as part of a 60-day public comment period that will close on April 18, 2016. Comments may be made online, via USPS, and at regularly scheduled board meetings in March and April 2016. Timely comments become a permanent element of the published plan. The Authority



is required by Public Utilities Code Section 185033 to prepare, publish, adopt and submit an updated Business Plan to the Legislature on May 1, 2016.

The Authority is providing five methods for submitting comments on this draft plan:

1. Online comment form through the Draft 2016 Business Plan website at:
https://www.hsr.ca.gov/About/Business_Plans/Draft_2016_Business_Plan_Comments.html
2. By email at: 2016businessplancomments@hsr.ca.gov
3. By U.S. mail to the Authority:
California High-Speed Rail Authority
Attn: Draft 2016 Business Plan
770 L Street, Suite 620 MS-1, Sacramento, CA 95814
4. Voice mail comment at: (916) 384-9516
5. Provide public comment at the Authority's Board of Directors Meeting on March 8 and April 12.

The Draft 2016 Business Plan can be found online at:
www.hsr.ca.gov/About/Business_Plans/Draft_2016_Business_Plan.html

#####



DRAFT

March __, 2016

Mr. Dan Richard

Chairperson, California High-Speed Rail Authority

770 L Street, Suite 800

Sacramento, CA 95814

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

Dear Chairperson Richard,

SJIPA appreciates the opportunity to comment on the CHSRA Draft 2016 Business Plan.

The CHSRA Draft 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. While this is a major change for the phasing of HSR, it does not change the need for coordination and integration between the San Joaquin Rail Service and the HSR system.

With the exception of the Burbank to Anaheim improvements, the CHSRA Draft 2016 Business Plan places much less emphasis on “blended” service improvements than CHSRA’s 2014 and 2012 Business Plans. Throughout the CHSRA’s 2012 Revised Business Plan the importance of early investments to conventional services (including the San Joaquin Rail Service) which would connect to the HSR system was strongly emphasized. For example, page ES-6 of that document states, “Bringing high-speed rail to Sacramento, San Diego, and the Inland Empire through the blended approach to Phase 1. These areas will see improvements in rail service and access to high-speed rail service far earlier than previously planned.” Page 2-1 of the CHSRA 2012 Business Plan states, “Making **early investments** in the “bookends,” or Bay Area and Los Angeles Basin regions, and north from the San Joaquin Valley, to upgrade existing services, increase regional connectivity, improve safety, build ridership, and lay the foundation for expansion of the high-speed rail system.” Having near-term improvement of the San Joaquin Rail Service between Fresno and Sacramento/Oakland should continue to be identified as an important for increased regional connectivity and as a “feeder” service to HSR in the CHSRA Final 2016 Business Plan.

There has been no state funding made available to enable the planning, environmental, and engineering work needed to provide improved passenger rail service between the future Phase 1 HSR service and Sacramento. Without any funding, there has been no real progress in the planning for improved early investment for connecting the San Joaquin Rail Service from Sacramento through the San Joaquin Valley to the proposed HSR service. SJIPA is ready to work in partnership with CHSRA to best utilize the Prop 1A funding allocated for planning in

this region through SB 1029 in 2012 for determining how best to provide near-term improvements to the San Joaquin service to improve connectivity to HSR.

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 remains committed to working with CHSRA, CalSTA, and Caltrans to determine how the San Joaquin service can best support the phased implementation of HSR. This would include how best to connect the San Joaquin service and Thruway bus network to HSR at a temporary station north of Bakersfield and at the ultimate Bakersfield station.

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

March 25, 2016

STAFF REPORT

Item 12

INFORMATION

Update on 7th Daily Round Trip Deployment

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

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 13

INFORMATION

San Joaquin Operations Update

Positive Train Control (PTC):

Amtrak continues to be on schedule to have on-board PTC equipment installed by mid-2016 with static testing taking place this summer and fall. It is anticipated the UPRR and BNSF will be validating the track configuration portion of PTC this year.

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

March 25, 2016

STAFF REPORT

Item 14

ACTION

Update from Sacramento 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 KP Public Affairs to carry out marketing and outreach activities in the Sacramento Region.

KP Public Affairs will introduce their team, describe their work program and highlight the work they have done to date.

Recommendation:

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

SAN JOAQUIN JOINT POWERS AUTHORITY

March 25, 2016

STAFF REPORT

Item 15

INFORMATION

Administrative Matters

Correspondence and Announcements:

The SJJPA website has been completed and is now completely separated from the ACErail website. The SJJPA website is at: www.sjjpa.com. Please go online to view the site. A screenshot of the homepage is attached. This site will link to the Amtrak San Joaquin landing page which will be launched by the end of this month. The Amtrak Landing Page will also link to the SJJPA website.

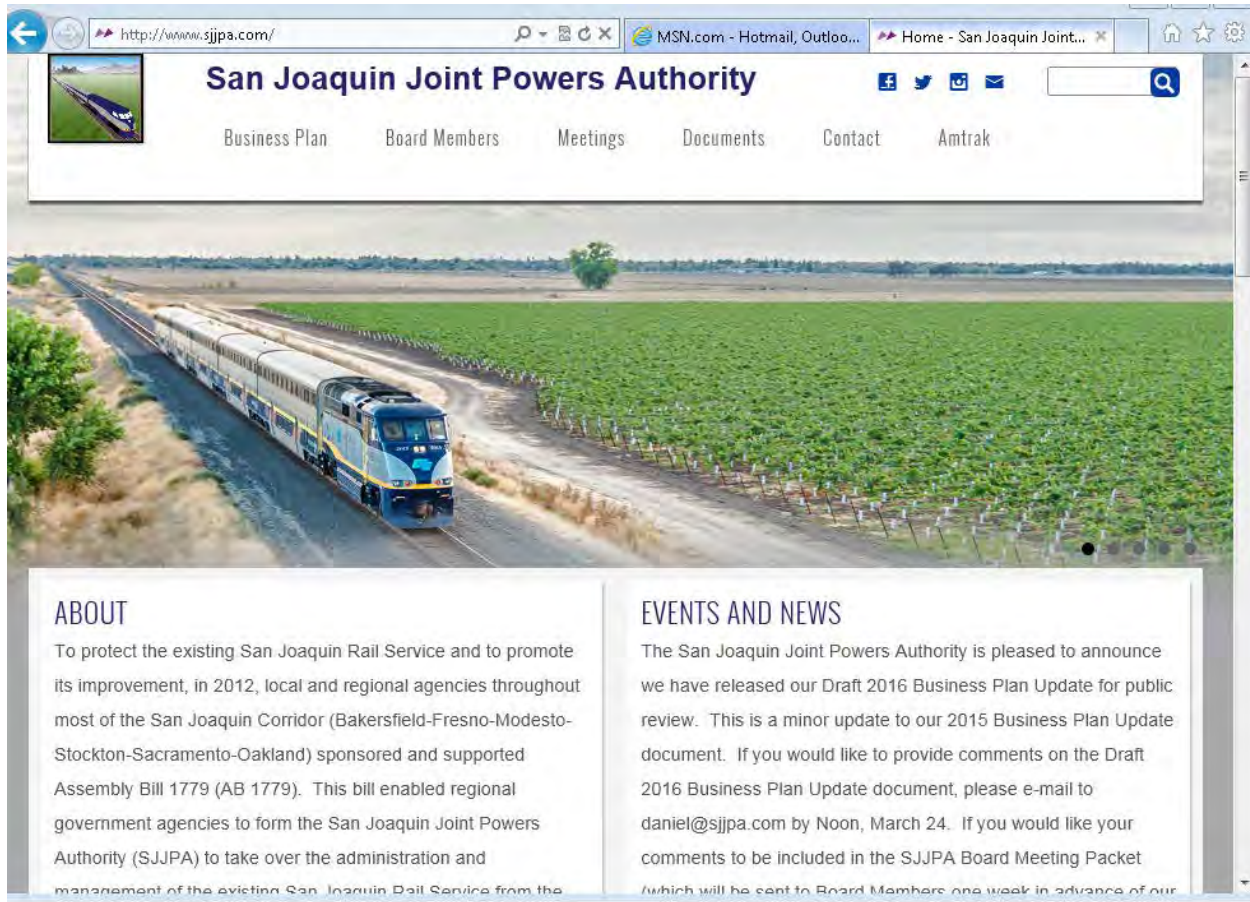
SJJPA now has social media accounts on Facebook, Twitter, Instagram, and YouTube. These sites will be updated once the SJJPA adopts its “branding” for the San Joaquin service. These accounts will be used as a key component of the marketing campaign for the 7th daily round trip and to promote the San Joaquin discount program. A detailed presentation regarding San Joaquin social media will be on the agenda for the next SJJPA Board Meeting.

Please also see e-mails attached from Ms. Jacoby and Mr. Spitze (December 4, 2015).

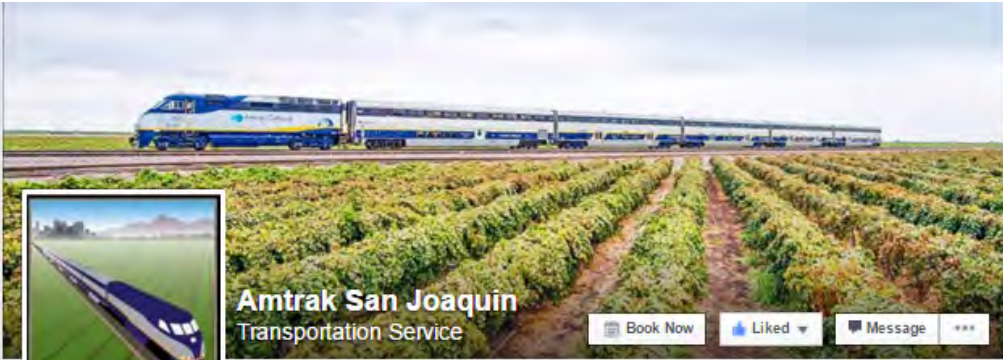
Recommendation:


There is no action being requested.

San Joaquin Joint Powers Authority Website: www.sjjpa.com



San Joaquin Joint Powers Authority Facebook Page: <https://www.facebook.com/Amtrak-San-Joaquin-1695983330622640/?ref=hl>





Amtrak San Joaquin

Transportation Service

[Book Now](#) [Liked](#) [Message](#)

70 people like this


Ace Train and 2 other friends

5.0 of 5 stars · 2 reviews

See Lee reviewed this

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ABOUT



Amtrak-Stockton
Downtown-ACE Stn

949 E Channel St
Stockton, California


(800) 411-7845


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Amtrak San Joaquin
12 hrs · 

Featured school for the week: University of the Pacific. California's first chartered institution of higher learning boasts famous alumni such as Jamie Lee Curtis and Dave Brubeck. Pacific students, what is it that you love most about attending Pacific?
#universityofthepacific, #UOPacific, #StocktonCA




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San Joaquin Joint Powers Authority Twitter Page: <https://twitter.com/sanjoaquintrain>

Twitter interface showing the profile of San Joaquin Train (@SanJoaquinTrain).

San Joaquin Train
@SanJoaquinTrain
Joined January 2010

Tweets | Tweets & replies | Photos & videos

Tweets:

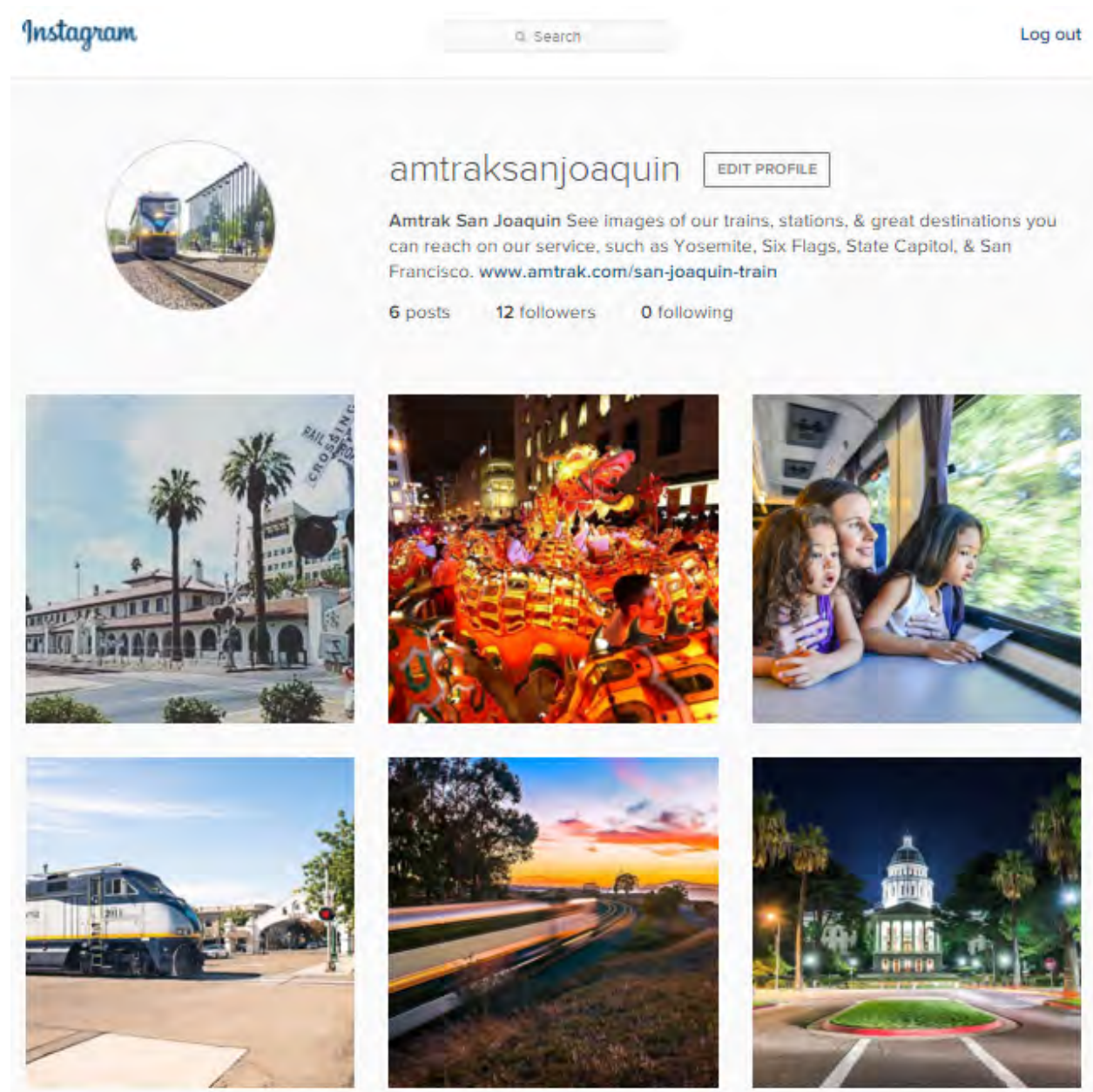
- San Joaquin Train @SanJoaquinTrain · Mar 4
Amtrak San Joaquin / Cabral Station Grand Entrance:
youtu.be/bHvY1R6d-qc?ia via @YouTube
- San Joaquin Train @SanJoaquinTrain · Mar 4
Amtrak San Joaquin / Cabral Station Platform:
youtu.be/bCYaH7M7vso?ia via @YouTube
- San Joaquin Train @SanJoaquinTrain · Mar 1
visitor.r20.constantcontact.com/d.jsp?llr=ynlr... Stay in touch with us!

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Your Tweets earned 2,650 impressions over the last 28 days
[View your top Tweets](#)



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San Joaquin Joint Powers Authority Instagram Page:
<https://www.instagram.com/amtraksanjoaquin/>




San Joaquin Joint Powers Authority YouTube Page:
https://www.youtube.com/channel/UCXqtWYMZNnbhULIdT3_6u_A






Amtrak San Joaquin

1


Welcome to the Amtrak San Joaquin YouTube channel! Please stay tune as we will be adding numerous videos of our trains and stations, as ... [Show more](#)

Uploads



Amtrak San Joaquin / Cabral Station Platform

9 views • 1 week ago



Amtrak San Joaquin / Cabral Station Grand Entrance

8 views • 1 week ago

155 of 158

E-mails:

Hi Brian,

I got a call from Susan Jacoby. She is a frequent Amtrak rider. She lives in Clovis and uses the Fresno Station. She said that they have a new policy where you need a permit to park at the station. She says she doesn't know how to get a permit and has tried calling and looking on-line but can't get any information. She is traveling tomorrow so needs to know today.

She also said parking has been a problem at the station for a number of years. Not enough parking places. Sometimes she has gotten in very early to make sure she gets a place.

I told her at other locations where they require a permit that you park your car and then get a permit from the Amtrak agent at the station and then you put it on your dash. But I told her I would get confirmation and we would get back to her today.

3/8/2016

Dan -

Every Friday I take the San Joaquin #712 from Richmond to Fresno ... in one of your so-called COMET cars. It is a form of TORTURE ... the steep stairs, the manual doors ... both between the cars and the entrance/exit doors. Whoever bought these pieces of junk should be sentenced to ride in them daily for 3-4 hours as I now do but, happily just once a week.

. **GET RID OF THEM!**
.
. **THEY ARE**
DANGEROUS!

JAMES M. SPITZE
CO-OWNER, PALM LANE FARMS
SANGER, CA.

DIRECTIONS TO MARCH 25, 2016 SJJPA BOARD MEETING
AT SACRAMENTO HISTORIC CITY HALL COUNCIL CHAMBERS (2ND Floor)

915 I Street, Sacramento at 1:30 pm

Amtrak – San Joaquins

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

Getting there:

The San Joaquin Northbound 701 Daily (departing from Bakersfield at 7:15 am) arrives at the Sacramento Amtrak Station at 12:30 pm. The Capitol Corridor Eastbound 528 Daily (departing from Oakland at 10:15 am) arrives at the Sacramento Amtrak Station at 12:18 pm. The Sacramento Amtrak Station is in downtown Sacramento and is a relatively easy 0.4 mile (5 blocks) walk to Historic City Hall (915 I Street). Please see attached map.

Getting home:

The San Joaquin Southbound 704 Daily (to Bakersfield) departs from the Sacramento Station at 4:55 pm. The Capitol Corridor Westbound 543 Daily (to Oakland/San Jose) departs from the Sacramento Station at 3:35 pm the next Capitol Corridor departure is the Westbound 545 (Oakland) leaving Sacramento at 4:40 pm. We expect the meeting to be adjourned before 3:30 pm.

Driving

For those driving, 915 I Street is located in downtown Sacramento.

From the San Joaquin Valley, take I-5 (North) to Downtown Sacramento J Street exit. Take J Street east for seven blocks. Turn left on 10th Street (one block). Historic City Hall is located on I Street between 9th and 10thstreets.

From Oakland take I-80 (North) to Sacramento. From Contra Costa, take I-680 to I-80 (North) to Sacramento. Take the Downtown Sacramento Exit (Jefferson Blvd. Exit #3), east to cross the Tower Bridge and proceed east until 10th Street. Turn left on 10th Street (4 blocks). Historic City Hall is located on I Street between 9th and 10thstreets.

There is no free parking at Sacramento City Hall. There is a public (pay) parking garage on 10th Street (East side) between J and I Streets. If this lot is full, there is another lot on 10th Street between Land K Streets (and numerous other public pay lots nearby).

If you have any questions please contact: Dan Leavitt at dan@sijpa.com or (530) 400-9475

