



San Joaquin

Joint Powers Authority

July 22, 2016 Board Meeting



San Joaquin Joint Powers Authority

Item 1

Call to Order

Pledge of Allegiance

Roll Call



Item 2

Consent Calendar

- 2.1 Approve Minutes from May 27, 2016 Board Meeting
- 2.2 Approve Next Meeting Location (October 28, 2016): Merced | Time: 10am
- 2.3 SJJPA Operating Expense Report



San Joaquin Joint Powers Authority

Item 3

Public Comments

Proposed Oakley Station





San Joaquin Joint Powers Authority

Item 4

City of Antioch Presentation on their Rivertown Revitalization Project

Steve Duran & Lizeht Zepeda, City of Antioch

City of Antioch Welcomes you!





The City at a Glance

- **Second largest City in Contra Costa County**
- **112,968 population**
- **“Gateway to the Delta”**
- **“Business Friendly and Family Friendly - Come Grow with Us”**



Rivertown Revitalization

Concept Designs

Concept for Townhomes on Beede Site



Concept for Townhomes on Beede Site



Concept for Townhomes on Beede Site



Concept for Townhomes on Beede Site



Concept for Townhomes on Beede Site



Concept for Reinvigorated Waldie Plaza



Concept for Reinvigorated Waldie Plaza



Concept for Reinvigorated Waldie Plaza



Concept for Reinvigorated Waldie Plaza



Transportation Projects

- State Route 4 and I 60 improvements

widening of SR-4. Ribbon Cutting Event July 20th



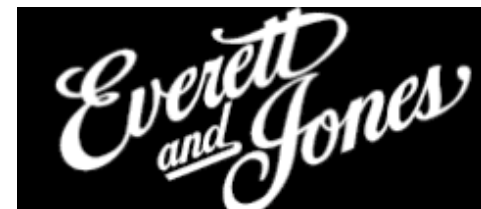
Transportation Projects

Antioch BART station at Hillcrest: Spring of 2018.



Economic Development Recent Highlights

- Restaurants renovations
- Over \$5 million invested and 150 local employees hired in the restaurant workforce
- Freshest Cargo mobile farmers market, looking for additional downtown stop
- Everett & Jones BBQ to lease Humphrey's Restaurant at the Marina.
- Commercial Market: shows upward activity
- Fastest growth in recovering housing markets
- Warehouse rental rates projected to rise another $\pm 5\%$ in 2016.
- Office space demand will be strongest in southeast Antioch, adjacent to the strongest population growth



Economic Development Recent Highlights

- Rivertown currently has over 80 active businesses.
- 2016 innovation award for Catalyst won by: Delta Diablo Sanitation District
- Eastern Contra Costa Transit Authority (Tri Delta Transit) increase service from Antioch to Concord.
- Somersville Town Center under new management
- G Street Mercantile was voted #1 Antique Store
- Strategic Threat, a security company patrols downtown.



Thank you!





San Joaquin Joint Powers Authority

Item 5

Bay Area Council's Recently Released “The Northern California Megaregion” report





Micah Weinberg, Bay Area Council

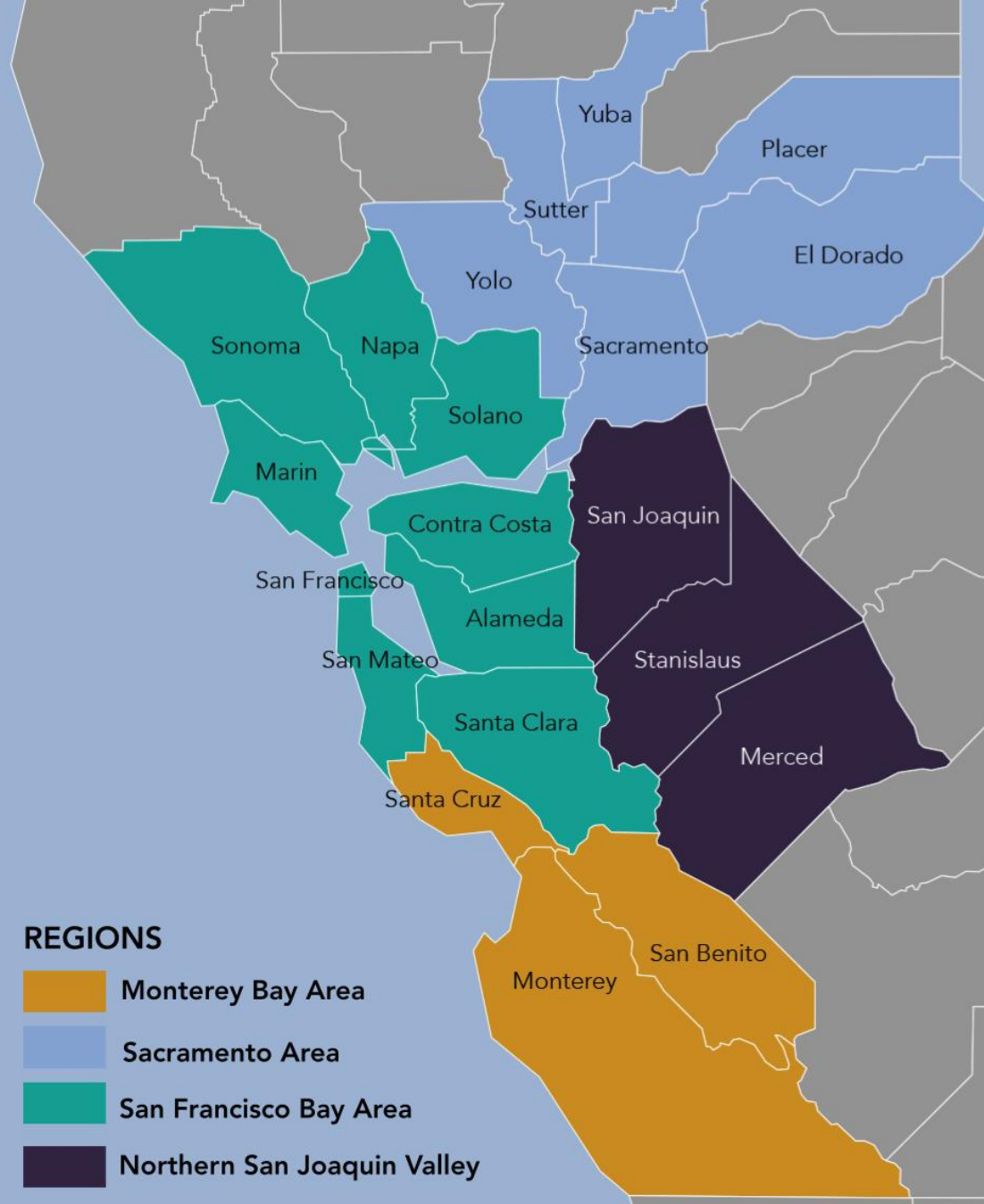
The Northern California Megaregion

July 22, 2016



REGIONS

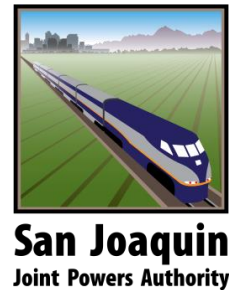
-  Monterey Bay Area
-  Sacramento Area
-  San Francisco Bay Area
-  Northern San Joaquin Valley

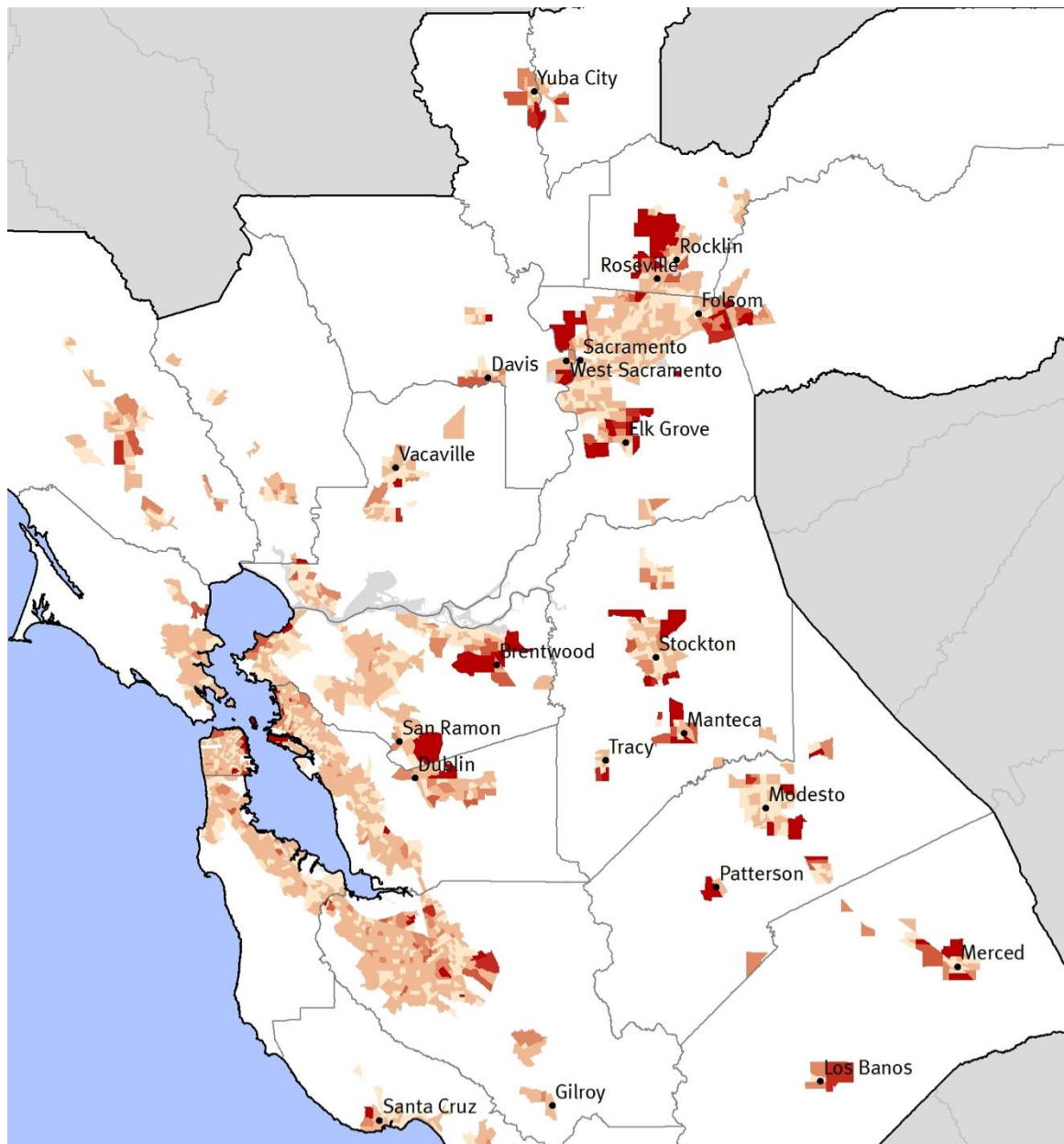


Megaregion Project Partners



THE CAMBAY GROUP INC.

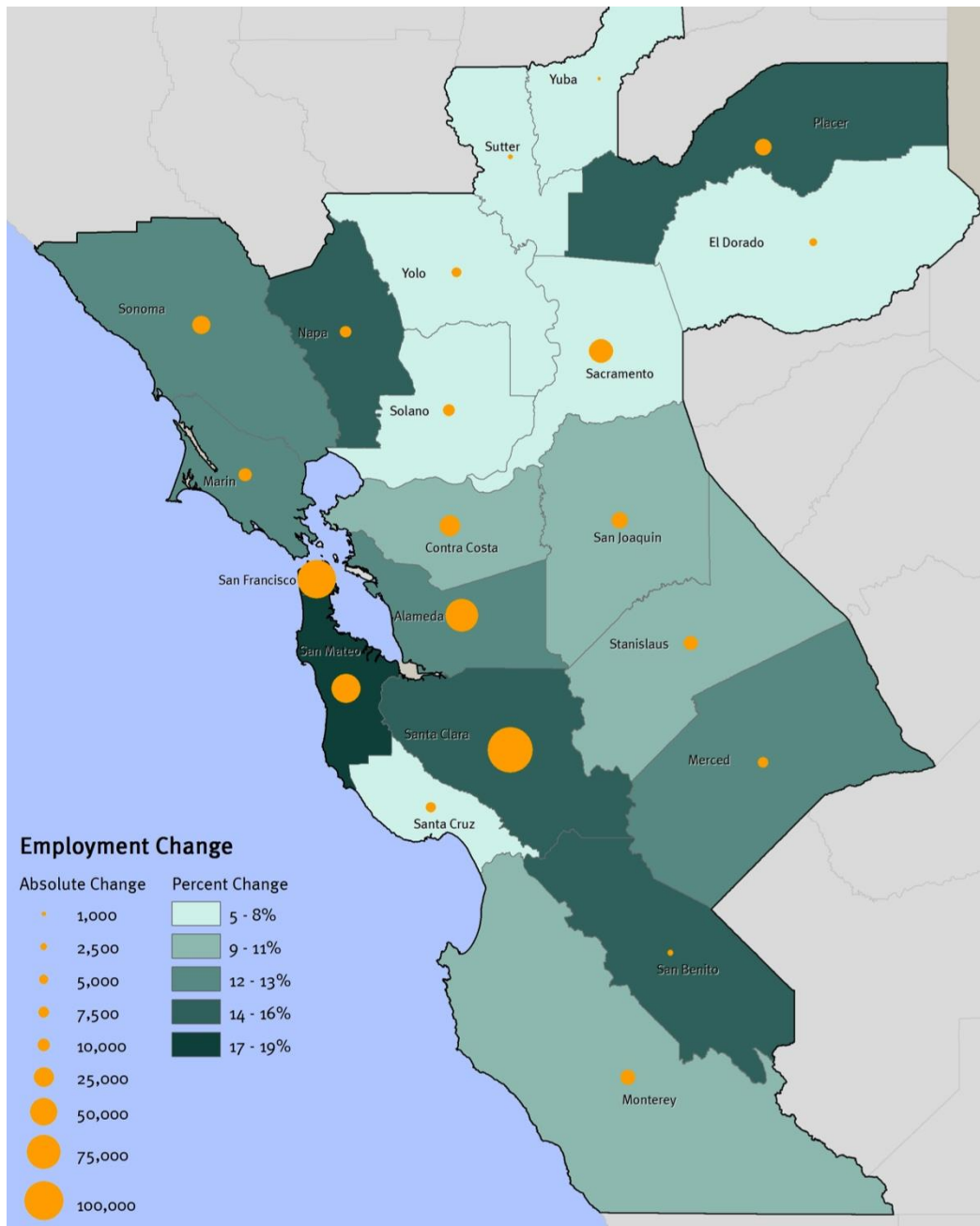




Relative Population Growth Since 2000 Concentrated outside of Bay Area

Twelve of the 16 fastest growing cities in the megaregion are located in the Sacramento area and the Northern San Joaquin Valley:

- Elk Grove
- Yuba City
- Rocklin
- Manteca
- Roseville
- Tracy



But Bay Area Leads Job Gains



75% of job growth
since '10 in Bay Area

+



Bay Area home
prices 3x NSJV

+



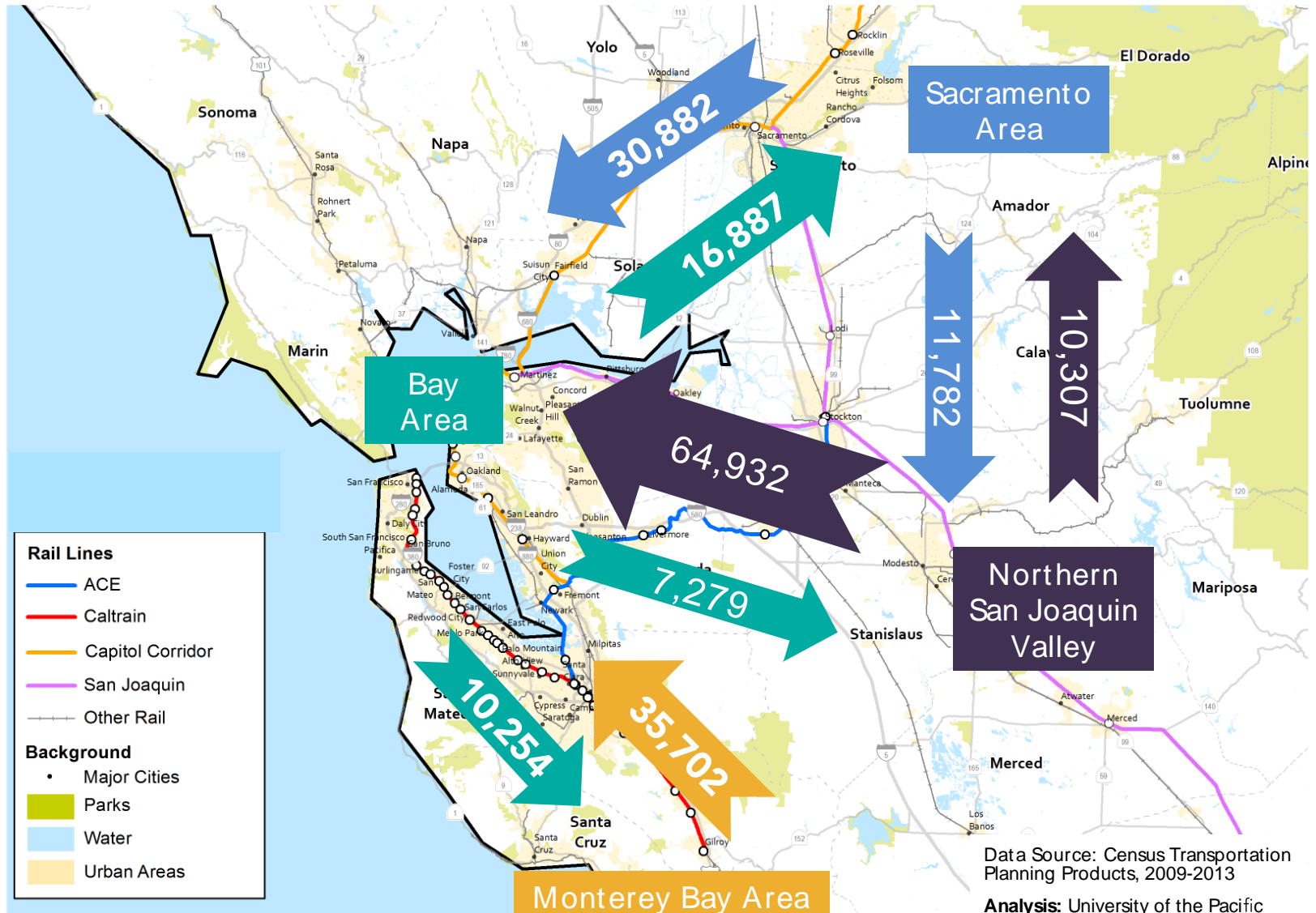
Truck trips converge
in Oakland and NSJV

=



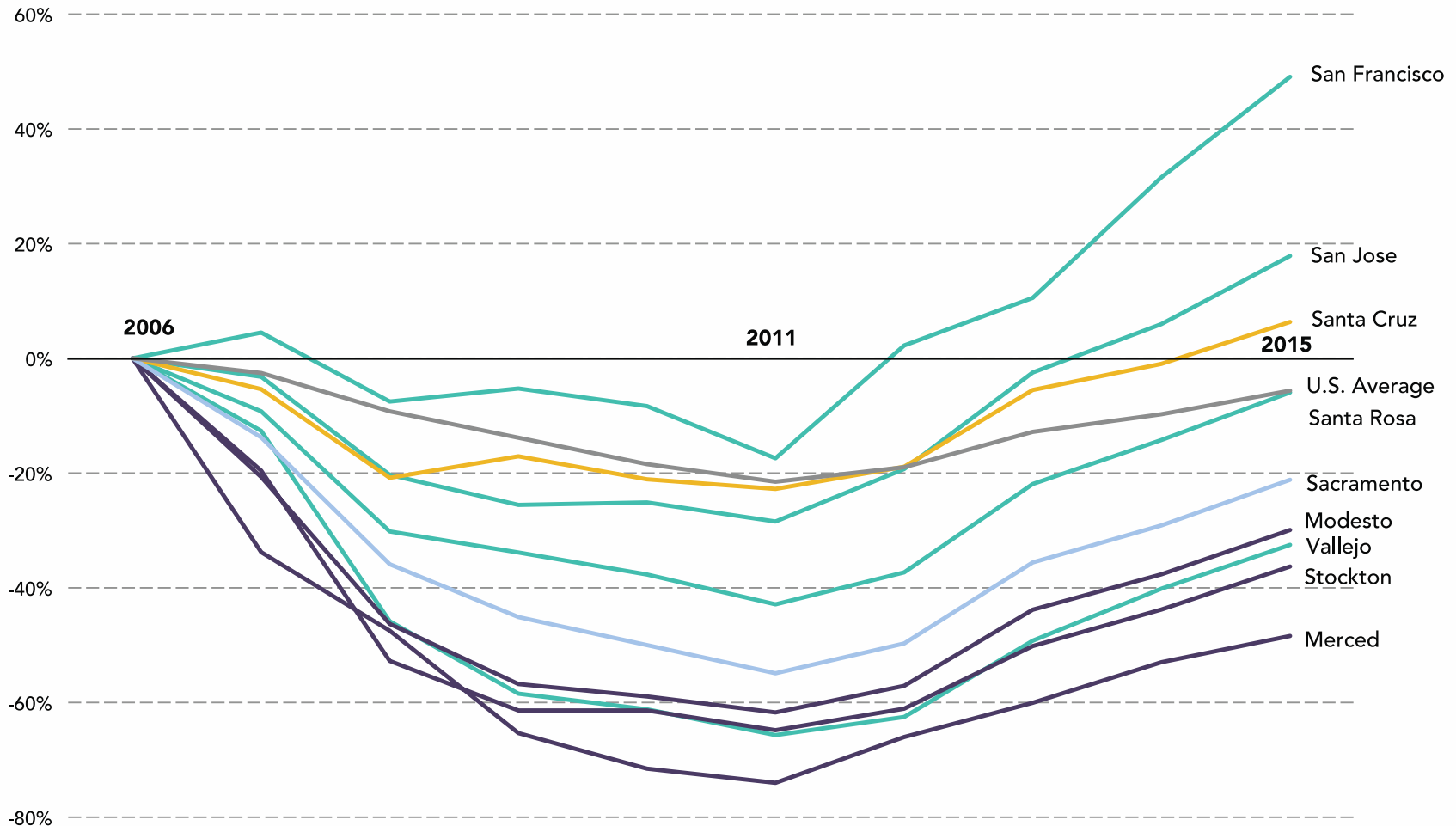
Largest % of mega-
commutes

More Commuters Making Megaregional Trips



Disparity in Home Prices Drives Migration

Change in Metro Area Median Home Values Since 2006



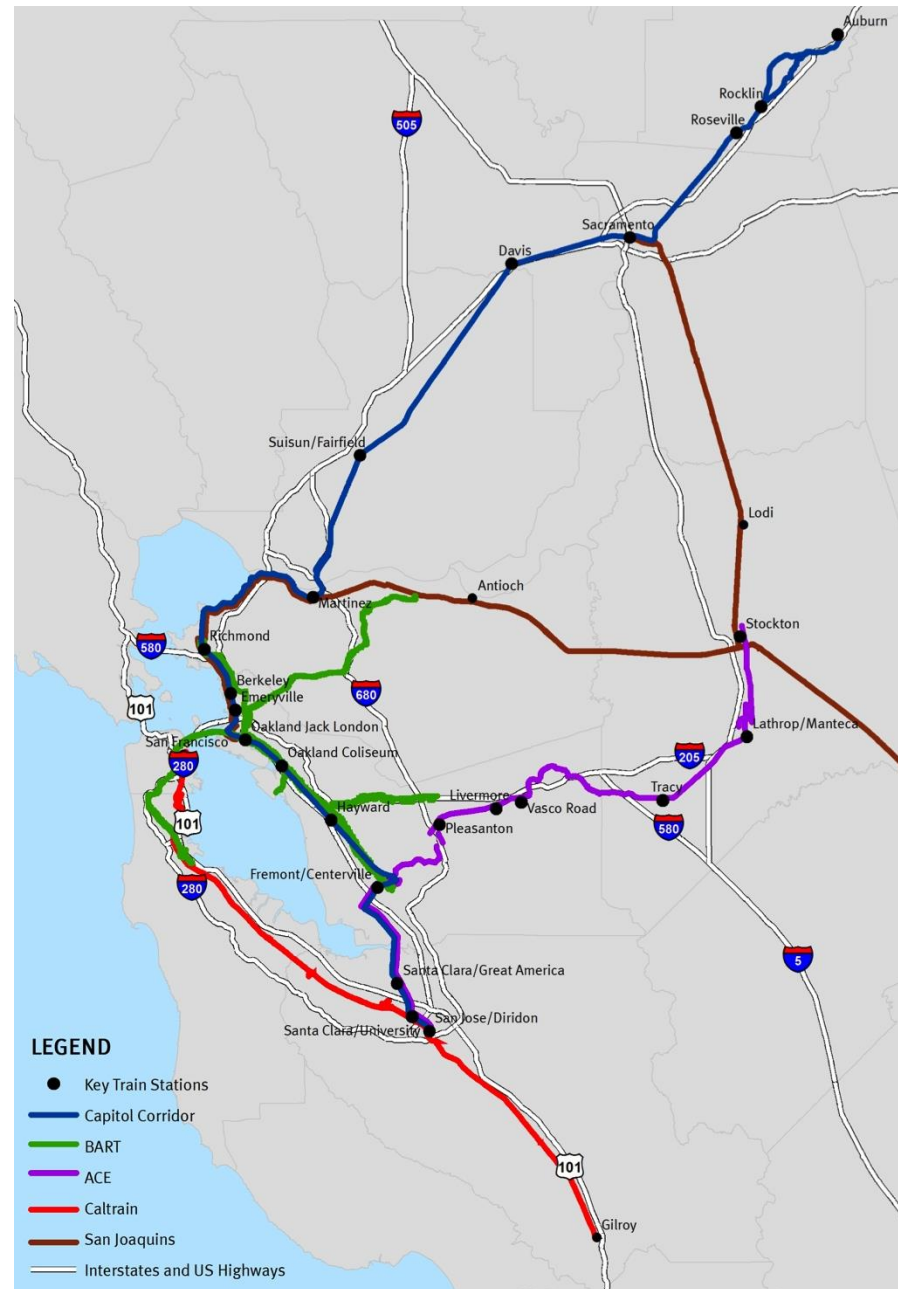
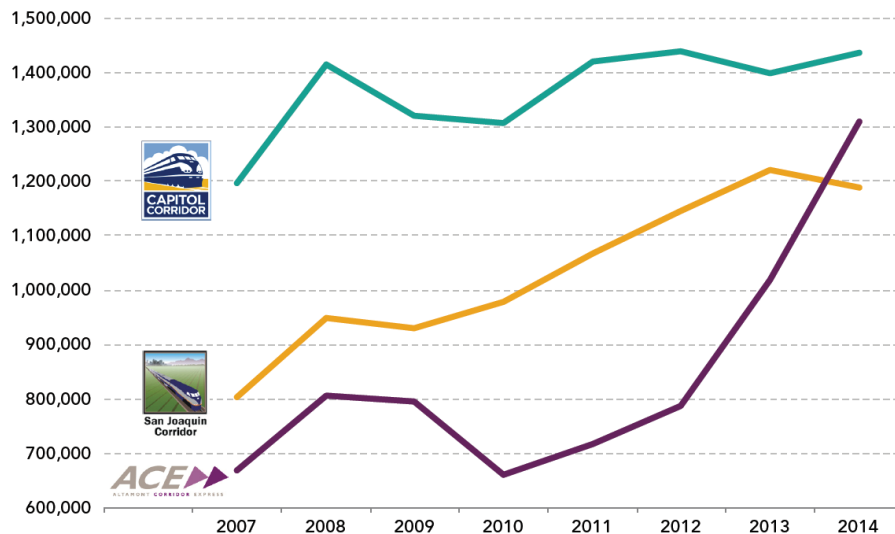
Data Source: Zillow.com

Analysis: Bay Area Council Economic Institute

Rail Lines Have Limited Options to Serve More Riders

- Altamont Corridor Express (ACE)
- Amtrak Capitol Corridor
- Amtrak San Joaquins

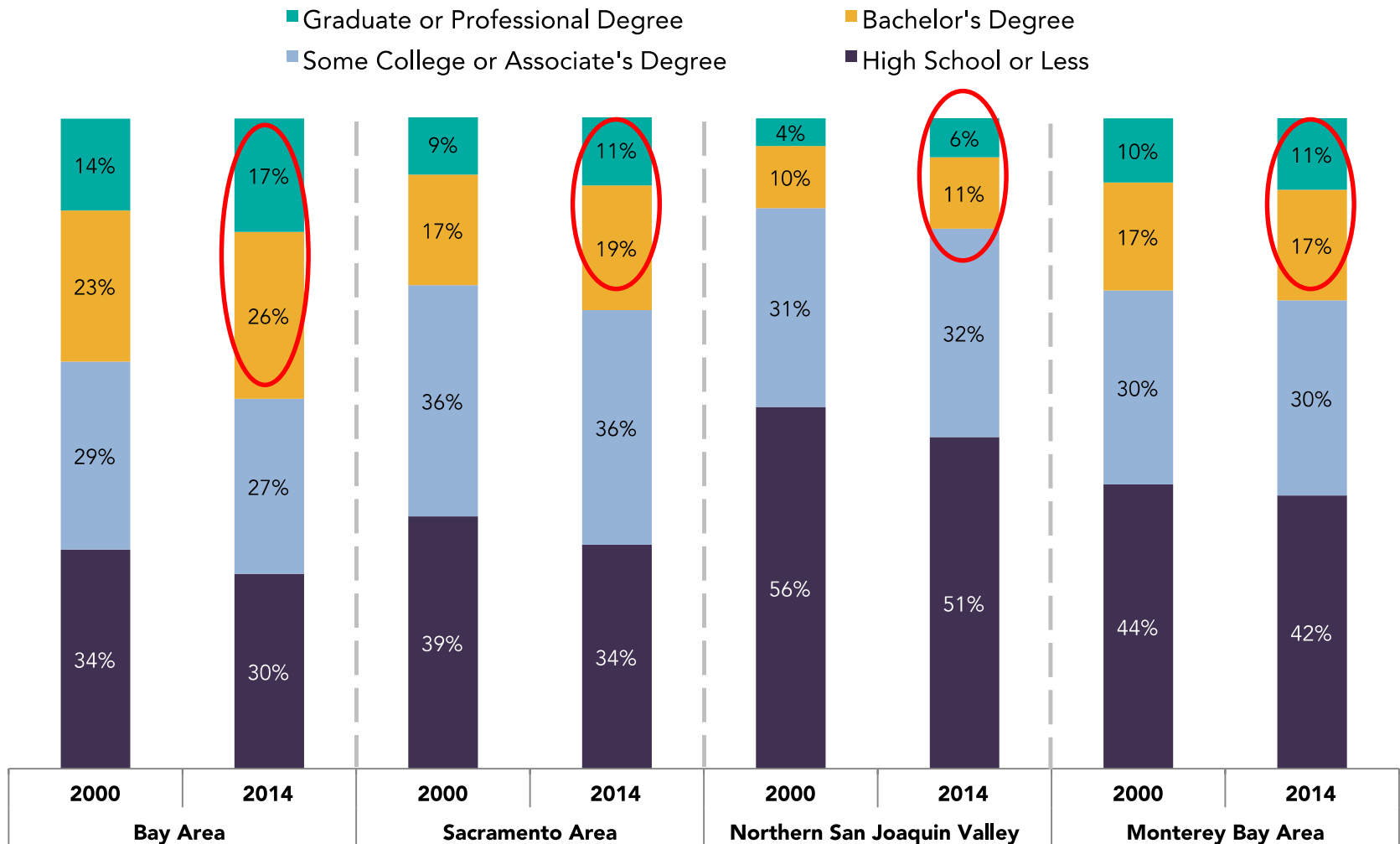
Megaregional Passenger Rail Ridership 2007-2014



Expanding Economic Prosperity in the Megaregion

1. Make substantial investments in career technical education
2. Re-envision economic development
3. Institute geographically-targeted tax credits
4. Create structures for collaboration amongst universities and industry

Educational Attainment Remains a Barrier



Note: Included population includes those 25 years old and older

Data Source: U.S. Census Bureau, 2014 five-year American Community Survey, and 2000 Decennial Census

Analysis: Bay Area Council Economic Institute

Investing in Megaregional Transportation Infrastructure

1. Improve and expand service on megaregional rail lines
2. Prioritize connectivity in State Rail Plan
3. Coordinate advocacy for dedicated sources of infrastructure finance
4. Support investments that limit the environmental impacts of goods movement



San Joaquin Joint Powers Authority

Item 6

Approve Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving the Minor Capital and Safety and Security Projects for Fiscal Year 2016/2017 and Authorizing and Directing the Executive Director to Execute all Documents and Agreements Related to the Projects

Brian Schmidt

Minor Capital and Safety & Security Projects

- At the March 25th, 2016 SJJPA meeting the Board approved the San Joaquin Joint Powers Authority Business Plan which included funding for \$1.8m in Minor Capital and Safety/Security Projects.
- At the May 27th, 2016 SJJPA meeting the Board approved a resolution authorizing and directing the Executive Director to execute the Minor Capital Fund Transfer agreement with the Caltrans and apply for Prop 1B Safety and Security funding for the San Joaquin Corridor

Minor Capital and Safety & Security Projects

- Staff has been working with Caltrans, Amtrak, BNSF and UPRR to identify projects on the San Joaquin Corridor.
- As a result of this work, all parties are in agreement with the projects proposed.
- The projects are identified in two categories: Minor Capital and Safety/Security.

Minor Capital and Safety & Security Projects

■ Proposed Minor Capital Projects:

Bakersfield

Repair Tactile and paint (approx. 800 ft)	\$50,000
Install electronic door access to baggage room	\$6,000
Police office mods. --install ceiling, lighting, and insulate walls	\$10,000
Lug. cart boundary system	\$20,000
Install ambient noise sensor for PA system-trackside	\$7,000
Install additional wayside power - 7th roundtrip	\$60,000

Corcoran

Repaint platform tactile & restore platform safety stripe and text to meet Federal ADA req.	\$7,500
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Fresno

Replace existing Station identifier signs with newer signs	\$60,000
Platform modification at south end for cart turnaround	\$25,000
Concrete pad near luggage counter is causing a tripping hazard.	\$2,500

Minor Capital and Safety & Security Projects

■ Proposed Minor Capital Projects Cont'd:

Madera	Install station identifier signs	\$30,000
Merced	Drought tolerant landscaping, redo sprinklers	\$30,000
Modesto	Install station identifier signs	\$50,000
	Const. Manager Office	\$25,000
Martinez	Repaint light posts, paint over graffiti, paint luggage carts	\$30,000
	Relocate gate to bottom of stairs	\$17,000
	Install station identifier signs	\$55,000
Oakland	Shelving units for baggage	\$20,000
	Repair broken platform tactile and repaint 1,500 ft	\$25,000
Sacramento	Pressure wash and repaint platform per PUC	\$55,000
San Francisco	Modify HVAC ductwork and vents	\$10,000
Stockton	Upgrade remainder of existing exterior lights located on station building and parking lot lights to L.E.D.	\$99,000
	Fill in asphalt at crossings	\$5,000
	Repair cracked sidewalk	\$5,000

Minor Capital and Safety & Security Projects

■ Proposed Minor Capital Projects Cont'd:

Turlock	Install concrete ramps on each side of platform--PUC	\$20,000
	Drought tolerant landscaping and modify sprinklers	\$30,000
Wasco	Improvements to the entrance from the parking lot, landscaping and sidewalks	\$30,000
	Remove cable hanging on side of building	\$1,500
Multiple Stations	Install No trespassing signs	\$10,000
	Replace existing A-10 signs	\$34,500
	Replace signage at Bus Stops	\$50,000
	Replace Defective VSS Workstations in 6 stations (BFD, HNF, MDR, MCD, MOD & SKN).	\$20,000
	Upgrade existing VSS Wireless Routers at 12 San Joaquin Stations.	\$100,000

Total \$1,000,000

Minor Capital and Safety & Security Projects

■ Proposed Safety and Security Projects:

Allensworth	Install 4' wide concrete strip, tactile, striping and text in existing platform. Overlay and bring 8" T.O.R. Furnish and install new handrail, wheel chair lift and enclosure.	\$300,000
Merced	Upgrade existing lighting to LED lighting: platform, parking, station and baggage room (flagging req'd)	\$105,000
Oakland	Upgrade lighting to LED on platform	\$55,000
Stockton	Install security fence with electronic gate at bus entrance. Security upgrade: access control, harden doors in Police Offices Upgrade remainder of existing exterior lights located on station building and parking lot lights to L.E.D.	\$220,000 \$99,000

Total \$779,000

Minor Capital and Safety & Security Projects

Fiscal Impact:

Funding for the Projects are in the Approved 2016 SJJPA Business Plan.

Recommendation:

Approve Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving the Minor Capital and Safety and Security Projects for Fiscal Year 2016/2017 and Authorizing and Directing the Executive Director to Execute all Documents and Agreements Related to the Projects



San Joaquin Joint Powers Authority

Item 7

Safety and Security Update, Including SJJPA Partnership with Operation Lifesaver

Brian Schmidt

Safety and Security Update

- Local Law Enforcement/Emergency Responders
 - Officer on a Train – extend this program to officers to ride the head end of a train to experience locomotive engineer's perspective and see the right of way from a new perspective
 - Law Enforcement Fare Exemption (LEFE) – fare exempt program for sworn LE officers willing to assist in an on-board incident is in discussion to expand to the San Joaquins (already in place on ACE, Capitol Corridor trains)
 - Staff is working with Federal Railroad Administration (FRA) - Using the FRA's Web-Based Accident Predictor System (WBAPS), SJJPA has begun to identify and analyze statistics for last 5 years involving trespassing and vehicle collision incidents

Safety and Security Update

- Local Law Enforcement/Emergency Responders
 - Data provided by CAOL for recent safety presentations in Fresno:

ACTIVITY DATE	HOST ORGANIZATION NAME	CITY	COUNTY	AUDIENCE TYPE
6/25/2016	Fresno Economic Opportunity Commission	Fresno	FRESNO	Professional Drivers
5/19/2016	Advanced Career Institute	Fresno	FRESNO	Professional Drivers
4/27/2016	Caltrans	Fresno	FRESNO	General Adult
4/19/2016	Advanced Career Institute	Fresno	FRESNO	Professional Drivers
3/30/2016	Advanced Career Institute	Fresno	FRESNO	Professional Drivers
3/24/2016	Central California Driving	Fresno	FRESNO	Driver Education
3/23/2016	Drive America	Fresno	FRESNO	Driver Education
3/12/2016	Drive America	Fresno	FRESNO	Driver Education
3/5/2016	Central California Driving	Fresno	FRESNO	Driver Education
2/23/2016	Advanced Career Institute	Fresno	FRESNO	Professional Drivers
2/21/2016	Central California Driving	Fresno	FRESNO	Driver Education
2/13/2016	Drive America	Fresno	FRESNO	Driver Education
2/6/2016	Central California Driving	Fresno	FRESNO	Driver Education
1/16/2016	Drive America	Fresno	FRESNO	Driver Education
1/8/2016	Drive America	Fresno	FRESNO	Driver Education
1/7/2016	Central California Driving	Fresno	FRESNO	Driver Education

Safety and Security Update

- Education and Engagement
 - Local Law Enforcement/Emergency Responders
 - Officer on a Train – extend this program to officers to ride the head end of a train to experience locomotive engineer's perspective and see the right of way from a new perspective
 - Law Enforcement Fare Exemption (LEFE) – fare exempt program for sworn LE officers willing to assist in an on-board incident is in discussion to expand to the San Joaquin's (already in place on ACE and Capitol Corridor trains)

Safety and Security Update

- Education and Engagement
 - Education outreach to the community – SJJPA volunteers, Outreach firms and other OL volunteers to conduct training in schools, adult groups, truck drivers, fairs and community events, etc. to consistently get the safety message out the new audiences
 - Education to ER/LE/Dispatchers - trained OL presenters to conduct rail safety training for targeted emergency responders, to include hands-on equipment training whenever possible. FRA has developed the following modules to be used in concert with classroom training: <https://www.fra.dot.gov/Page/P0001>. Additionally, OL has specially trained volunteers to conduct Rail Safety for Emergency Responder (RSER) and Grade Crossing Collision Investigation (GCCl) classes upon request.

Safety and Security Update

- Security - TSA/DHS
 - Staff met with Transportation Security Administration inspectors from the Oakland office.
 - TSA has provided SJJPA with a package of “station profiles” consisting of security data compilation of many of the stations on the SJ line. This material is marked Safety Sensitive Information (SSI).
 - TSA inspectors have offered security awareness training for SJJPA employees, Amtrak and stakeholders (such as First Observer) and will keep SJJPA apprised of other TSA-offered training opportunities.
 - TSA has offered to conduct a voluntary baseline security assessment (BASE) of the SJ corridor; SJJPA will work with Amtrak, BNSF to move this initiative forward.
 - Met with the TSA VIPR Liaison (Visible Intermodal Prevention & Response) to discuss future VIPR operations on the San Joaquins with Amtrak PD participation.

Safety and Security Update

- Security - Railroads
 - BNSF – Meetings are scheduled to meet with BNSF Field Safety Coordinator, Fred Payne, and BNSF Police for a briefing on safety and security efforts.
 - Union Pacific Railroad – Meetings are scheduled to meet with UP Manager of Public Safety, Terry Morris, and UP Police for a briefing on safety and security efforts, perhaps jointly with Amtrak PD.

Safety and Security Update

■ EMERGENCY MANAGEMENT

- Staff participated in an on-board service exercise May 23 at the Oakland Maintenance Facility that involved Oakland PD and Fire. The scenario involved the explosion of an IED that caused a derailment on the UP Martinez Subdivision. SJJPA participants provided feedback on the exercise on critique/debriefing sheets.
- A joint exercise is in discussion for 2017 with California Office of Emergency Services (OES), SJJPA, Amtrak, and BNSF / UP to be conducted on the San Joaquin service corridor



San Joaquin Joint Powers Authority

Item 8

Approve Resolution of the Governing Board of the San Joaquin Joint Powers Authority Supporting September as Rail Safety Month, Commending Efforts Being Made to Improve Railroad Crossing Safety, and Urging the Public to be Cautious and Safe Around Railroad Tracks and Property, and to Remember; “SEE TRACKS? THINK TRAIN!”

Brian Schmidt

Rail Safety Month Resolution

- In 2009, the State of California proclaimed September as Rail Safety Month.
- Each year, support is requested for California Rail Safety Month from California Operation Lifesaver (CAOL).
- During Rail Safety Month, CAOL and its partners conduct special educational events and activities to promote rail safety awareness, and urging the public to “See Tracks? Think Train!”

Rail Safety Month Resolution

CAOL partners include:

- ACE/SJRRC
- Amtrak
- BNSF
- Caltrain
- Caltrans
- CFNR
- Metrolink
- Modesto & Empire Traction Company
- North County Transit District (Coaster)
- OCTA (LOSSAN)
- Richmond Pacific Railroad, Santa Clara VTA
- SJJPA
- SJVR
- UP
- Veolia

Rail Safety Month Resolution

Fiscal Impact:

- There is no fiscal impact.

Recommendation:

- Approve resolution supporting September as Rail Safety Month, commending efforts being made to improve railroad crossing safety, and urging the public to be cautious and safe around railroad tracks and property and to remember; “SEE TRACKS? THINK TRAIN!”



San Joaquin Joint Powers Authority

Item 9

San Joaquins Operations Update

Brian Schmidt

San Joaquin Operations Update

- Main Reasons for Train Delays for May 1, 2016 through July 10, 2016

- ***Initial Terminal Delays - 14***

- *Delays increased by 3 over the prior Quarter*

- Mechanical Delays (Trains)***

- *May - 7 %*
 - *June - 6 %*
 - *July - 1 %*

San Joaquin Operations Update

- Delays for May 1, 2016 through July 10, 2016

- Late Bus Connections - 48

- No Increase over prior period

Bakersfield - 22 - 46%

Ave. Delay - 25 minutes

In Route Delays

- Stockton & Martinez - 22 - 46%

Ave. Delay - 13 minutes

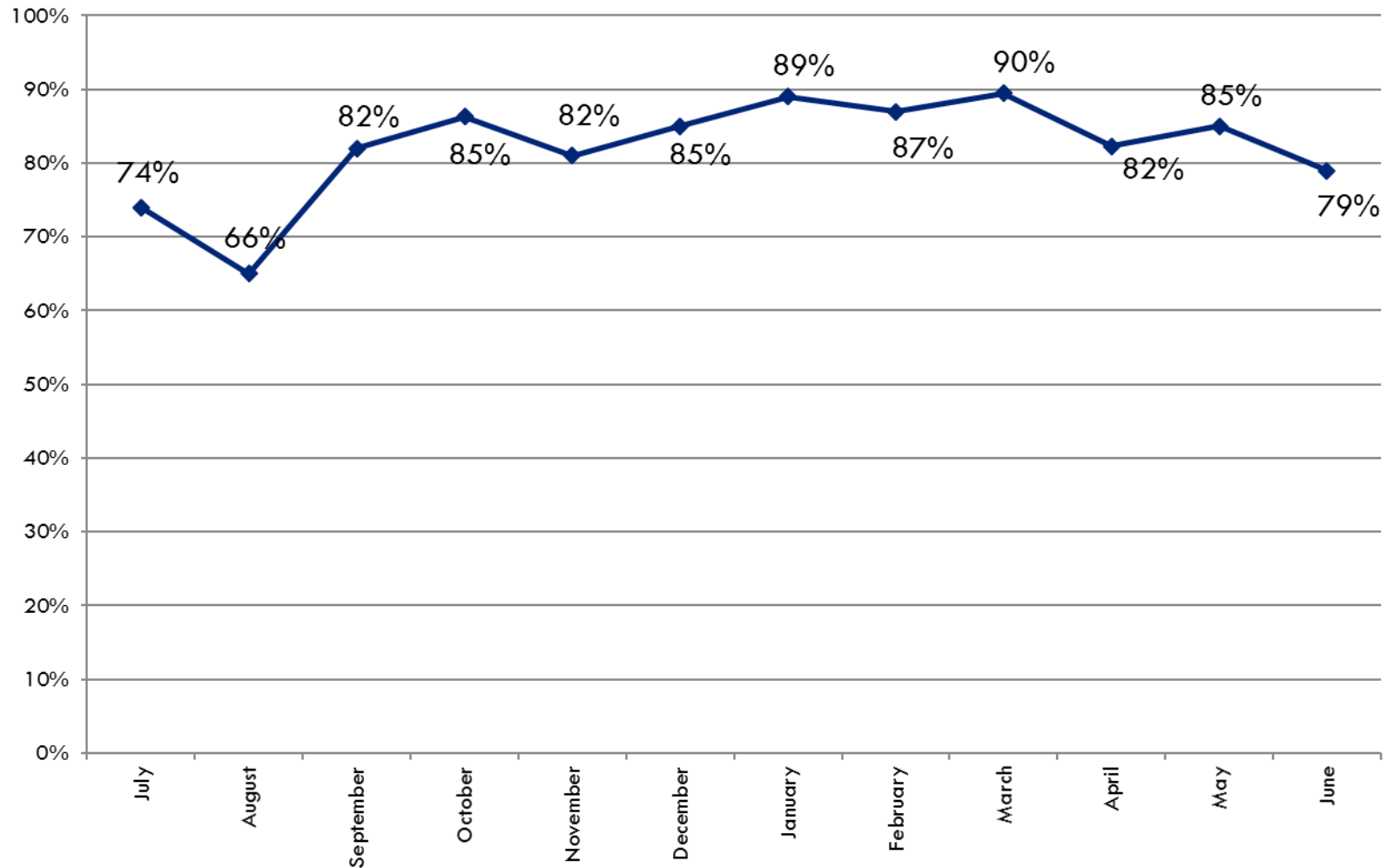
- Emeryville - 3 - 6%

Ave. Delay - 11 minutes

- Sacramento - 1 - 2%

Ave. Delay - 12 minutes

San Joaquin On Time Performance



San Joaquin On Time Performance

- San Joaquin OTP Oct. 1, 2015 thru July 17, 2016
 - Trains Operated - 3,543
 - Trains On-Time - 2,984
 - Trains Late - 559
 - FY Year OTP - 84.2%
 - July OTP - 82.4%

FY 2016 Ridership

- Oct. through June Ridership vs. Projected

	FY16	Projected	% Diff
San Joaquin	831,358	880,681	-5.6
Capitol Corridor	1,164,857	1,103,379	+5.6
Pacific Surfliner	2,098,678	2,059,117	+1.9



San Joaquin Joint Powers Authority

Item 10

**Approve a Resolution of the
Governing Board of the San Joaquin
Joint Powers Authority Selecting
Fresno as the Preferred Initial
Location for Mid-Corridor
Starts/Ends**

Dan Leavitt

Approval of Resolution for Mid-Corridor Starts/Ends

- The 2016 Business Plan identifies the SJJPA's strong interest in initiating the San Joaquins mid-corridor in order to enable the service to arrive at the end-points (Sacramento, Oakland, and Bakersfield) in the early morning hours.
- The 7th daily round-trip was selected as a full-corridor round trip in part since there was no layover facility to accommodate a mid-corridor start/end.

Approval of Resolution for Mid-Corridor Starts/Ends

- Having mid-corridor start/end for the San Joaquins will be investigated as part of the schedule optimization work that will be done working with the State, BNSF and SMA, similar to what was just done in the LOSSAN Corridor.
- It is possible that mid-corridor starts/ends could be part of a revised schedule to optimize the existing seven daily round-trips of the San Joaquins.

Approval of Resolution for Mid-Corridor Starts/Ends

- Merced and Fresno were identified in the 2016 Business Plan.
- Fresno is recommended as the preferred initial location for mid-corridor starts/ends.
 - Fresno is the largest market for ridership for the San Joaquins.
 - Fresno would enable a mid-corridor start/end to connect with HSR at the Madera station for service to Sacramento or to Oakland.
- This action would not preclude a future mid-corridor start or layover facility in Merced.

Approval of Resolution for Mid-Corridor Starts/Ends

Fiscal Impact:

- There is no fiscal impact of this action.

Recommendation:

- Approve the resolution of the Governing Board of the SJJPA selecting Fresno as the Preferred Initial Location for Mid-Corridor Starts/Ends.



San Joaquin Joint Powers Authority

Item 11

**Approve Letters Supporting
Transportation-Related Sales Tax
Measures in Contra Costa,
Stanislaus, and Merced
Counties.**

Dan Leavitt

Approval of Letters of Support

- The Contra Costa Transportation Authority, Stanislaus Council of Governments, and Merced County Association of Governments are each trying to pass transportation sales tax measures November 2016.
- Each of these measures would have a component for rail/transit which could be used to enhance San Joaquins stations, station areas, and connectivity to local and regional transit.

Approval of Letters of Support

Fiscal Impact:

- There is no fiscal impact.

Recommendation:

- Approve letters supporting transportation-related sales tax measures in Contra Costa, Stanislaus, and Merced Counties.



San Joaquin Joint Powers Authority

Item 12

Approval Revisions to SJJPA Marketing and Outreach Plan for Fiscal Year 2016/17

Dan Leavitt

Approval Revisions to FY 16-17 Marketing Plan

- SJJPA adopted its “Marketing and Outreach Plan” at the November 20, 2015 Board Meeting.
- Contracts for grassroots marketing and outreach, advertising and graphics identified in the Marketing and Outreach Plan were approved at the January 29, 2016 and March 25, 2016 Board Meetings and the work for FY 2016/17 has been initiated.

Approval Revisions to FY 16-17 Marketing Plan

- Recommended changes do not substantially change the plan, but are a more effective and efficient way to carry out the work than had been originally planned.
- The major change would be to move resources currently allocated to “Social Media” an existing Marketing and Outreach Contract.
- The changes are consistent with changes approved on May 27, 2016 for FY 15/16.

Approval Revisions to FY 16-17 Marketing Plan

Recommended Revised FY 2016/17:

- Bay Area at \$12,000/month = \$144,000 + \$12,000 (from advertising)
- Sac. Area & Northern CA at \$10,000/month = \$120,000
- Northern San Joaquin Valley at \$12,000/month = \$144,000
- Central San Joaquin Valley at \$17,000/month = \$204,000 + \$60,000 (social media)

Approval Revisions to FY 16-17 Marketing Plan

- Kern County at \$5,000 + \$1,000/month = \$60,000 + \$12,000 (from promotional items) = \$72,000
- Promotional Items = \$50,000 - \$12,000 = \$38,000
- SJJPA Administrative Support = \$66,000
- Advertising: \$62,000 - \$12,000 = \$50,000
- ~~Social Media: \$60,000~~
- Graphics + Materials: \$80,000
- Website: \$10,000

Approval Revisions to FY 15-16 Marketing Plan

Fiscal Impact:

- There is no fiscal impact to the SJJPA. This action would enable a more efficient use of resources utilizing existing consulting teams and would enable SJJPA to fully utilize the resources allocated to SJJPA for marketing and outreach for FY 2016/17.

Recommendation:

- Approve the Revised SJJPA Marketing and Outreach Plan Budget for FY 2016/17



Item 13

Update on Marketing and Outreach Associated with 7th Daily Round Trip

Dan Leavitt

Update on Marketing and Outreach

Bakersfield 7th Daily Round-Trip Press Conference



Update on Marketing and Outreach

Merced 7th Daily Round-Trip Press Conference



Update on Marketing and Outreach

Merced 7th Daily Round-Trip Press Conference



Update on Marketing and Outreach

Fresno 7th Daily Round-Trip Press Conference



Update on Marketing and Outreach

Merced 7th Daily Round-Trip Press Conference



Update on Marketing and Outreach

Oakland 7th Daily Round-Trip Press Conference



San Joaquin Joint Powers Authority

Sagent Media Campaign Results



Target Audiences

- Adults 18+
 - Drivers, Leisure travelers, business travelers, seniors
- Languages: English, Spanish, Hmong, Russian
- Geo-targeted around San Joaquin stations from Bakersfield to Sacramento

Media Budget

- \$379,493

Timing

- May – June 2016

RESULTS – print ads

San Joaquin Magazine

- Reached 80,000 readers
- Run dates:
 - 1 year-long ad from June 2016 – May 2017

City Guide

- Reached 100,000 readers
- Run date:
 - 1 month-long ad in June 2016

The collage features four distinct advertisements. The top-left ad, titled 'Escape', shows a vibrant cityscape at night with the headline 'Escape' and a photo of colorful houses. The top-right ad, titled 'SAN JOAQUIN'S Connecting you to California', shows a family sitting at a table. The bottom-left ad, titled 'PHILZ COFFEE', shows a man in a hat. The bottom-right ad, titled 'Click to read' and 'BUY 1 TICKET AND FAMILY & FRIENDS RIDE FOR 1/2 OFF', shows a train. The bottom-right ad also includes the text 'The Amtrak® Friends and Family Discount lets you save money on a day combined. Buy 1 ticket and get one for 5 more riders for 1/2 off riding on the San Joaquin train. You'll save the train as you travel together through the valley to the Bay Area, Yosemite, SoCal and beyond.' and 'Follow the link San Joaquin's'.

RESULTS – print ads

Vida en el Valle

- Reached 25,850 readers
- Run dates:
 - 6 weekly ads from May–June 2016



RESULTS – print ads

Fresno Bee

- Reached 210,149 readers
- 100,000 impressions from online banner ads
- Run dates:
 - 3 weekly ads in June 2016



Bakersfield Californian

- 



RESULTS – print ads

Central Valley Business Journal

- Reached 19,000 readers
- 40,000 impressions from online banner ads
- Run date:
 - 1 month-long ad in June 2016



RESULTS – Outdoor

Billboards

- 5 boards
- 3,427,960 impressions



Video Commercial

7th Daily Round-Trip Pre-Roll



Video Commercial

Friends & Family Pre-Roll

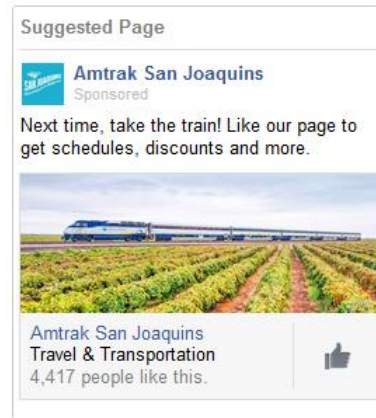
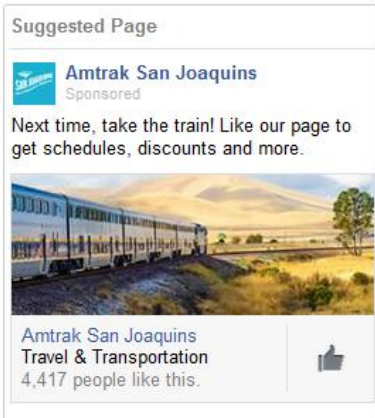
AMTRAK
SAN JOAQUINSSM
Connecting you to California



RESULTS – Digital

Facebook Likes

- 1,292% increase in page likes
 - 2,829 New Likes
- Reached 90,092 users
 - Desktop, Mobile, and Right Column ads




RESULTS – Digital

Facebook Website Clicks Ad

- 7th roundtrip focus
- 337,867 reached
- 12,621 engagements
 - 11,570 clicks to AmtrakSanJoaquins.com
 - 870 post likes
 - 124 shares
 - 57 comments


Amtrak San Joaquins
Written by Rebecca A. G. Almanza · June 17 at 12:10pm ·

Next time, take the train!



Relax & Enjoy the Ride
Amtrak San Joaquins

[Book Now](#)



Skip Traffic As You Travel Together
Amtrak San Joaquins

[Book Now](#)

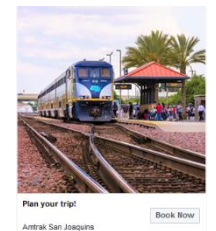
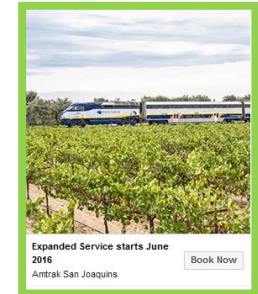
337,867 people reached

[Boost Post](#)

Like Comment Share

Josefina Broder, Hedy Balzouman Yamashita and 868 others · Chronological ·

124 shares 57 Comments




RESULTS – Digital

Facebook Website Clicks Ad

- Discounts focus
- 318,074 reached
- 12,148 engagements
 - 11,146 clicks to AmtrakSanJoaquins.com
 - 817 post likes
 - 124 shares
 - 61 comments


Amtrak San Joaquins
Written by Rebecca A. G. Almanza | June 17 at 12:30pm

Next time, take the train!



Relax & Enjoy The Ride
Amtrak San Joaquins

[Book Now](#)



Skip Traffic As You Travel Together
Amtrak San Joaquins

[Book Now](#)


318,074 people reached

[Boost Post](#)

[Like](#) [Comment](#) [Share](#)

[Teresa Wilson, Jane Ivey and 815 others](#) [Chronological](#)

124 shares 61 Comments




Ticket deals available
Amtrak San Joaquins

[Book Now](#)



Staying Connected is Easier Than Ever!
Amtrak San Joaquins

[Book Now](#)



Plan your trip!
Amtrak San Joaquins

[Book Now](#)

RESULTS – Digital

Facebook promoted post (7th roundtrip)

- 99,586 users reached
- 6,513 Engagements
 - 3,237 post likes
 - 1,072 photo clicks
 - 1,120 link clicks
 - 482 shares
 - 458 page likes
 - 144 comments

Amtrak San Joaquins
Published by Rebecca A. G. Almanza · June 20 at 6:00am · 🌐

Starting this month, Amtrak San Joaquins is adding a new train - its 7th daily round trip - giving you more options to travel to San Joaquin Valley cities, the Bay Area, Sacramento, Yosemite, SoCal and beyond! Plan your trip at www.AmtrakSanJoaquins.com



**OUR EXPANDED
SERVICE
NOW MATCHES YOUR LIFE**

102,852 people reached

View Results

Like Comment Share

Denise Reaves, See Lee and 3.3K others

537 shares 113 Comments

RESULTS – Digital

Facebook promoted post (General)

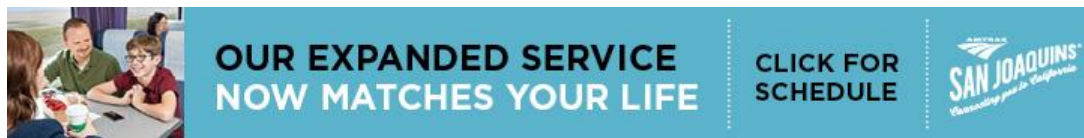
- 63,304 users reached
- 4,350 Engagements
 - 3,012 post likes
 - 619 photo clicks
 - 202 link clicks
 - 234 shares
 - 207 page likes
 - 76 comments



RESULTS – Digital

Display and Banner ads

- 5,041,824 impressions
- 3,336 website clicks
 - 0.09% click through rate to AmtrakSanJoaquins.com (Exceeded average. Average is 0.02%-0.04%)



RESULTS – Digital

Search

- 141,388 impressions
- 9,848 website clicks (6.97%) from computer, mobile and tablet users (see chart below)
- Served to searches related to travel, transportation, and trains

Device	Impr.	Clicks
Computers	66,681	2,113
Mobile devices with full browsers	64,967	7,144
Tablets with full browsers	9,740	591
	141,388	9,848

RESULTS – Audio

Pandora Online Radio

- 8,812,882 million impressions
 - 15-second audio + web banners
- 24,901 clicks to website
- Geo-targeted San Joaquin route/stations



RESULTS – Audio

Broadcast Radio

- 9,600+ spots
 - 15- and 30-second messages
- 29+ million impressions
- Reached 42.7% of SJJPA audience
 - 31.4 times on average

RESULTS SUMMARY

- 42,523,212 impressions
- 1,305,141 reached
- 38,461 engagements on social media
- 53,326 clicks to website
- 3,494 new Facebook likes

Update on Marketing and Outreach

Social Media Stats

Facebook Activity Overview



1,443,029

IMPRESSIONS



15,457

POST ENGAGEMENTS



19,509

LINK CLICKS

Update on Marketing and Outreach

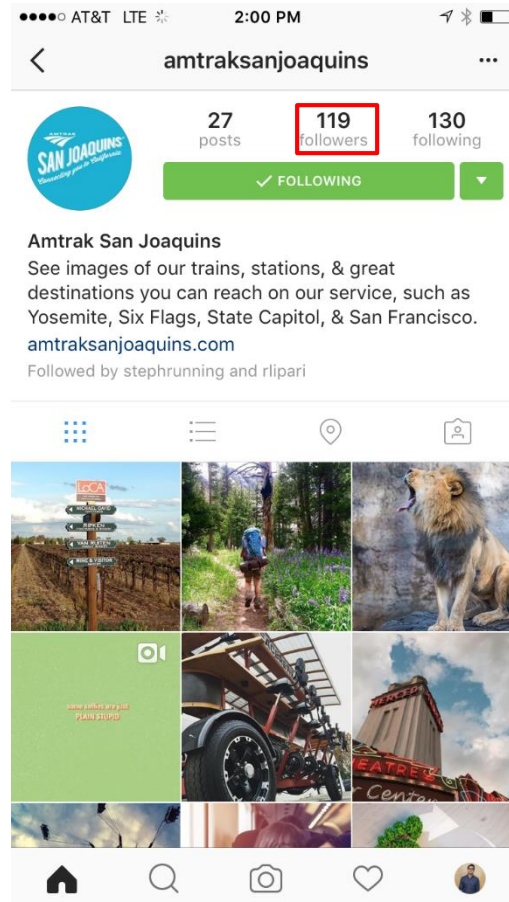
Social Media Stats

Top Performing Posts

- Yosemite
- Student Discount
- 7th Daily Announcement with Video

Update on Marketing and Outreach

Social Media Stats



138%
Increase

Update on Marketing and Outreach

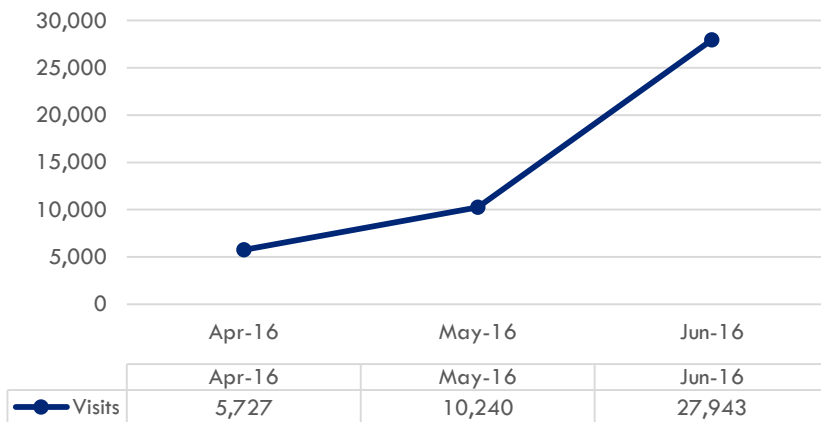
Social Media Stats

- Demographics
- Women between ages of 35 – 44
 - Largest in Our Following Base
- Women between ages 55 – 64
 - Largest Content Viewers and Page Visitors
- Women between ages 55 – 64
 - Most Likely to Engage

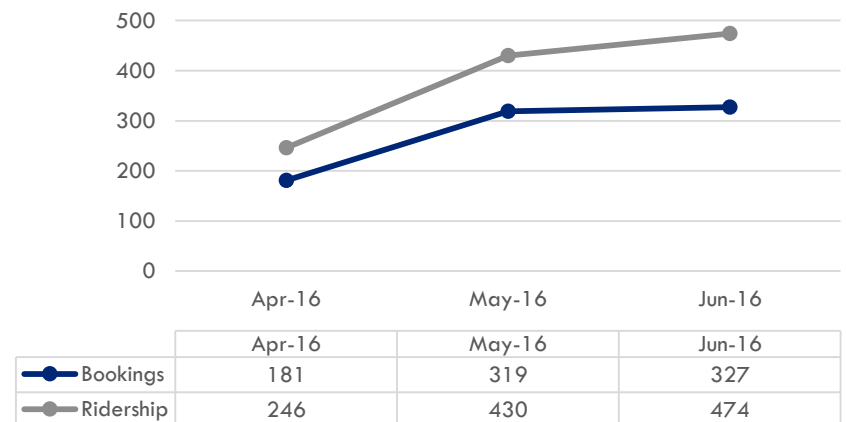
Update on Marketing and Outreach

Web Stats for (AmtrakSanJoaquins.com Only)

Visits



Bookings & Ridership



Update on Marketing and Outreach

Friends and Family Discount Stats

May 2016

91 riders, \$1197 revenue

June 2016

544 riders, \$9343 revenue



Update on Marketing and Outreach

New Advertising

- ❑ Online Banner Ads with Univision
- ❑ Pandora Digital Radio Advertising
- ❑ Google Ads and
- ❑ Online Display Ads
- ❑ Movie Theatre Advertising
 - 15 Theatres
 - 3 Weeks
 - Summer Movie Blockbusters – Star Trek: Beyond, Jason Bourne, Suicide Squad




San Joaquin Joint Powers Authority

Item 14

Update from Bay Area Region Marketing and Outreach Team

Chris Colwick, Circlepoint



Update from the Bay Area Region Marketing & Outreach Team

July 22, 2016

Chris Colwick, Circlepoint



Chris Colwick
Senior Project Manager



Sarah Seward
Art Director



Sabrina Morales
Outreach Project Coordinator



Miles Neil
Outreach Project Coordinator



Emily Castellanos
Communications Intern



Carlos Quiroz
Principal/Multicultural Outreach Manager -
Quiroz Communications

Cities that include Amtrak Stations

Oakland – Jack London Square



Emeryville



Richmond



Martinez



And Antioch – just one block away!



Strategic Approach

A background image showing a blue and white Amtrak train, specifically a locomotive with the number 2010, stopped at a station platform. The train is facing left. In the background, there are tall buildings and a clear sky. The platform has a yellow safety line and some people are visible in the distance.

Key Goals:

- Expand awareness
- Grow ridership
- Build support for future investment

Near-Term Focus:

- New 7th daily roundtrip and Friends & Family Discount
- Summer travel destinations
- Back-to-School and Amtrak Student Discount

Areas of Focus

- Collateral development
- Recent outreach events
- Upcoming outreach events
- Destination activities
- Partnerships and stakeholders
- Earned and paid media
- Advertisements




Target Audiences

- General public
- Families and youth/students
- Seniors/group travel
- Recreation groups
- Current transit riders
- Transit and environmental advocates
- Communities with Amtrak San Joaquins stations



Collateral

Friends & Family Discount




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

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

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

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




Please visit AmtrakSanJoaquins.com to get information on other great discount programs, including:

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


ABOUT AMTRAK SAN JOAQUINS

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




Plan your Trip
AmtrakSanJoaquins.com
1-800-USA-RAIL

Follow us on social media




“Ride Green”



RIDE GREEN
ON AMTRAK®
SAN JOAQUINS™

YOUR NEXT TRIP THROUGH CALIFORNIA IS A TRAIN RIDE AWAY!

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




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

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



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

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



Learn more at: AmtrakSanJoaquins.com

Follow us on social media




Student Discount



SAVINGS 101: STUDENTS NOW SAVE 15% ON ALL AMTRAK® TRAVEL
LEARN MORE ABOUT THE AMTRAK STUDENT DISCOUNT



Enjoying your college experience but still want to travel back home or explore some new turf away from campus? Now you can – for less – with the Amtrak Student Discount. If you're age 17-25 with a valid student ID, then you're eligible for 15% off the lowest Value or Flexible Fare when you book your travel at least 3 days in advance.

Now students receive a 15% discount off the ticket price!
Take Amtrak San Joaquins® anywhere you want to go:

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

Learn more at: AmtrakSanJoaquins.com

Follow us on social media




A photograph of an Amtrak California train, specifically a blue and white locomotive with the number 2010, stopped at a station platform. The train is pulling several passenger cars. In the background, there are tall buildings and palm trees. The text "Past Outreach Events" is overlaid in a large, bold, blue font across the middle of the image.

Past Outreach Events



UC Berkeley Transit Fair

April 21, 2016

- Over 10 transit agencies and companies
- About 800 UC Berkeley students attended
- Over 100 pieces of Amtrak San Joaquins collateral handed out
- Engaged about 20 students in conversation about the service.

John Muir Historical Site/Earth Day Festival

April 23, 2016

- Over 50 public agencies and organizations
- About 5,000 attendees
- Over 500 pieces of Amtrak San Joaquins collateral handed out
- Engaged over 50 attendees in conversation about the



City of Berkeley Transit Fair

May 4, 2016

- Over 20 transit agencies and companies
- About 500 Berkeley employees attended
- Over 200 pieces of Amtrak San Joaquins collateral handed out
- Engaged over 30 employees in conversation about the service.



7th Daily Roundtrip Press Conference

June 20, 2016

- Estimated 35 attendees
- Over 10 media outlets attended
- Covered by five media news outlets
- Shared by at least five partner agencies on social media, event calendars, and websites including:
 - ❖ Oakland Metropolitan Chamber of Commerce
 - ❖ Metropolitan Transportation Commission
 - ❖ Jack London Square
 - ❖ Bay Area Council



SF Sunday Streets Tenderloin Neighborhood

July 10, 2016

- 100 public agencies and community organizations
- Over 450 attendees
- Covered by StreetsBlog SF's Roger Rudick:

"In fact, there was no shortage of transit information. Even Amtrak had a booth. Emily Castellanos, below, was there to promote the addition of a seventh daily "San Joaquins" trip between the Bay Area and the Central Valley."



Upcoming Outreach Events

- **Oakland Triathlon**
 - Largest west coast urban triathlon
 - Approximately 5,000 attendees including athletes and spectators
 - Target audiences: general public, recreation groups
- **UC Berkeley's Caltopia**
 - Recognized as the largest experiential college lifestyle festival in the nation
 - Estimated 30,000 Cal students and campus supporters
 - Target audiences: Students and families
- **Richmond Farmer's Market**
 - Close to Richmond Amtrak Station
 - Estimated 500 attendees
 - Target audiences: General public, families, transit and environmental advocates
- **Emeryville Farmer's Market**
 - Close to Emeryville Amtrak Station
 - Approximately 350 attendees
 - Target audiences: General public, families, transit and environmental advocates
- **University of San Francisco's Resource Fair**
 - Resources for incoming freshman and returning students alike
 - Approximately over 2,500 students and families
 - Target audiences: Students and families

Summer/Fall 2016

Destinations and Promotions

- AT&T Park – SF Giants
- Oakland Coliseum – Oakland A's
- Healdsburg
- John Muir Park and Mansion
- Oakland's Jack London Square
- Napa Valley
- San Francisco's Pier 39
- San Francisco and Oakland Zoo
- San Francisco's Bay Cruise
- Six Flags Discovery Kingdom
- San Francisco's Chinatown



Growing Partnerships



City of Antioch - City Hall shared Amtrak San Joaquin's video.

June 27 at 3:05pm · 🌐

Good news, #AntiochCA residents!! #AmtrakSanJoaquins recently added a 7th daily train that allows for more round trip options between Oakland and Bakersfield! For those of you that don't know, the closest Amtrak station is located here in #downtown #Antioch at 100 I Street near the #AntiochMarina 🍷



4,327 Views

Amtrak San Joaquin

June 26 at 3:58pm · 🌐

Have you heard about our additional round-trip? The 7th Daily Train gives you even more options to travel to places like the Bay Area and SoCal. Visit amtraksanjoaquins.com to plan your trip!



Bay Area Council

June 27 at 3:23pm · 🌐

<http://www.eastbaytimes.com/.../central-valley-population-soa...>

EAST BAY TIMES

With Central Valley population soaring, Amtrak adds expanded service to East Bay

With increasing housing prices pushing job seekers farther from the Bay Area's booming economy, Amtrak San Joaquin's added an additional daily round trip...

EASTBAYTIMES.COM

👍 Like 💬 Comment ➦ Share

👍 2

1 share



Write a comment...



MTC BATA: Metropolitan Transportation Commission and Bay Area Toll Authority

June 18 at 11:45am · 🌐

Amtrak is announcing a new daily round-trip train service between Oakland and the Central Valley. Celebrate the growing connection between Amtrak San Joaquin, Jack London Square, the City of Oakland and the Bay Area as we commemorate the first new daily round trip service to the San Joaquin Valley corridor in over 14 years! <http://www.sjtpa.com/>

What: Amtrak San Joaquin's 7th Daily Round-Trip Train Press Conference & Celebration

Where: Oakland-Jack London Square Amtrak Station... [See More](#)



👍 Like 💬 Comment ➦ Share

👍 You and 3 others

Chronological



Terry Smith YIPPEE! Finally!



Earned Media

7th Daily Roundtrip Press Conference at Jack London Square Amtrak Station

- “With Central Valley population soaring, Amtrak adds expanded service to East Bay,” by Erin Baldassari – East Bay Times
- “Amtrak boosts daily service to Central Valley,” by Jade Atkins – Bay City News
- “CA: Amtrak Adds Seventh Train Trough Fresno, Valley,” by Tim Sheehan – Mass Transit
- “Amtrak Oakland to celebrate the opening of the valley plus shuttle,” by Cathy Zhang - Sound of Hope Radio FM96.1, AM140, FM96.9, and Bayvoice.net

Outreach Events

- “Eyes on the Street: Tenderloin Sunday Streets,” by Roger Rudick - Streets Blog SF

Advertisements

East Bay Express

Promotion: Friends & Family Discount



\$69 Receive up to 4 visits per month. Additional visits only \$10 each.

LOWER YOUR BACK PAIN. RAISE YOUR GAME.

Let our licensed chiropractors relieve your everyday aches and pains in a way that works for everyday life.

NO APPOINTMENTS NO INSURANCE OPEN EVENINGS AND WEEKENDS

Berkeley
2526 Telegraph Avenue
Berkeley, CA 94704
(510) 845-6453

Monday - Sunday: 10:00am - 2:00am 3:00pm - 7:00pm

RELIEF. ON SO MANY LEVELS.™





AMTRAK® SAN JOAQUINS™
Connecting you to California

NEXT TIME, TAKE THE TRAIN!

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

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

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

Plan your Trip
AmtrakSanJoaquins.com or
Call 1-800-USA-RAIL and use promo code V665.

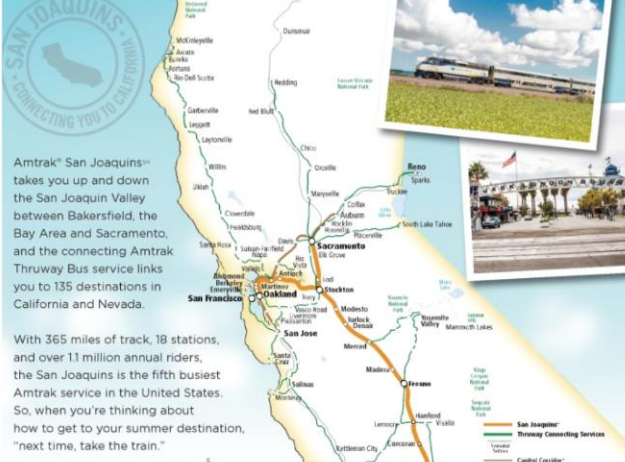
Follow Amtrak San Joaquins




Oakland Business Review

Promotion: Travel article and ad

NEXT TIME, TAKE THE TRAIN




Amtrak® San Joaquins™ takes you up and down the San Joaquin Valley between Bakersfield, the Bay Area and Sacramento, and the connecting Amtrak Thruway Bus service links you to 135 destinations in California and Nevada.

With 365 miles of track, 18 stations, and over 11 million annual riders, the San Joaquins is the fifth busiest Amtrak service in the United States. So, when you're thinking about how to get to your summer destination, "next time, take the train."

San Joaquins™ Thruway Connecting Services

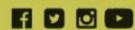
- Capitol Corridor™
- Pacific Surfliner™
- Other Amtrak Train Routes



AMTRAK® SAN JOAQUINS™
Connecting you to California

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

Follow Amtrak San Joaquins



From: Joe Cariffe
 Phone: (415) 546-8610
 Email: jcariffe@entercom.com
 6/29/2016 6:10 PM

96.5 FM KOIT

1- Week Radio Ad Campaign

Flight Dates: 07/04/2016 - 07/08/2016

Demo: P 18+

Radio Market: SAN FRANCISCO

Survey: MAY16 / APR16 / MAR16

Geography: Metro

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Radio Total			25		\$240.00	\$6,000.00	0.4%	\$526.32	11.4	100%	100%	7.3%	439,400	1.5	673,400
KOIT-FM			25		\$240.00	\$6,000.00	0.4%	\$526.32	11.4	100%	100%	7.3%	439,400	1.5	673,400
Flight A - 1 wk (07/04)															
			25		\$240.00	\$6,000.00	0.4%	\$526.32	11.4	100%	100%	7.3%	439,400	1.5	673,400
One Week Total			25		\$240.00	\$6,000.00	0.4%	\$526.32	11.4	100%	100%	7.3%	439,400	1.5	673,400
	M-F 6A-7P	PROT	14	30	\$350.00	\$4,900.00	0.5%	\$700.00	7.0	61%	82%	5.1%	308,300	1.3	411,600
	M-F 6A-12M	MFROT	11	30	\$100.00	\$1,100.00	0.4%	\$250.00	4.4	39%	18%	3.6%	218,700	1.2	261,800

To kick-off our advertising campaign, we secured a radio spot with KOIT FM 96.5 from July 4-8, 2016. This one-week campaign resulted in the following impressions:

- **Radio total: 673,400**
- **KOIT-FM: 673,400**
- **Monday-Friday from 6 a.m. – 7 p.m.: 411,600**
- **Monday-Friday from 6 a.m. – 12:00 a.m.: 261,800**

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: SAN FRANCISCO; MAY16 / APR16 / MAR16; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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Upcoming Advertising

- **Oakland Business Review**
 - Focus: Bay Area Transportation
 - ½ page article + ½ advertisement
- **Sound of Hope Chinese Radio**
 - Focus: 7th Daily Roundtrip advertised to Bay Area Chinese population
 - 1-week 30-second ad spot + website banner
- **Facebook**
 - Focus: 7th Daily Roundtrip and Friends & Family Discount
 - 4-week campaign extended over two months
- **Pandora**
 - Focus: 7th Daily Roundtrip
 - 1-week 30-second ad spot + website banner

THANK YOU!



circlepoint®



San Joaquin Joint Powers Authority

Item 15

Food Service Update

Daniel Krause

Food Service Update

- New menu for the San Joaquins scheduled for completion August 15th.
- Exact date when new menus will be aboard trains is still being determined.
- New menu will offer added variety while maintaining the basic menu of standard items on existing menu.



Food Service Update

- Recent custom surveys indicate overall satisfaction of café service is very high on the San Joaquins. Largest challenge is the variety of food, which many passengers feel needs improvement.
- To improve this in near-term, key changes for August Menu being considered:
 - Adding new beer & wine selections locally sourced
 - Adjustments to combo meals
 - Addition of a breakfast combo.
- Longer-term, staff will pursue a customized menu with a greater focus on local food to provide increased variety.

Food Service Update

Opportunity to Consider Custom Food Menu

- Currently one food menu is shared by both the San Joaquins and the Capitol Corridor services.
- Trainsets utilized by the Capitol Corridor are now separated from the San Joaquins trainsets, creating an opportunity to explore customizing the menu for the San Joaquins.
- Staff is working with Amtrak on a custom menu for the San Joaquins.



Food Service Update

Highlighting San Joaquin Valley Food/Agriculture

- There has been a desire to highlight local foods from the San Joaquin Valley by both staff and the SJJPA board. A custom menu would allow for additional local foods to be included in the menu.
- Staff will attend the Fresno Food Expo next week to develop relationships with San Joaquin Valley based food producers.

Food Service Update

- Getting more local food on our menu can help emphasize the SJJPA as a partner in promoting the San Joaquin Valley economy. Also, this opens up the possibility of using food as a way to promote Agri-tourism in the San Joaquin Valley.

Food Service Update


Improving Onboard Café Marketing/Announcements

- Staff and Amtrak are working to improve sales with additional marketing of the café on trains.
- Amtrak is planning to display the menu digitally as part of the forthcoming On-Board Information System (OBIS). Staff is also reaching out to Amtrak to explore having general café car announcements automated at predictable intervals.

Food Service Update

Improving Onboard Café Marketing/Announcements

- Amtrak/Staff seeking to encourage additional announcements regarding special food items, discounts, etc.
- Looking into a tri-fold brochure version of the menu that can be handed out to passengers.




Beer & Wine
Pairing with food is encouraged. Please be 21 or older to purchase or consume alcohol. Please provide identification required for all alcoholic beverage purchases.

Private Label Wine (12x 11.5 fl. oz.)	\$18.00
Sparkling Wine (12x 11.5 fl. oz.)	\$20.00
Cocktails (served 12x 11.5 fl. oz.)	\$18.00
Craft Beer (12x 11.5 fl. oz.)	\$18.00
Import and Craft Beer (12x 11.5 fl. oz.)	\$18.00
Domestic Beer (12x 11.5 fl. oz.)	\$18.00

Beverages

Private Label Juice/Smoothie™	\$3.50
Starbucks® Frappuccino™ Iced Coffee	\$3.50
First Brew® Energy Drink	\$3.50
Private Label™ Iced Tea	\$2.50
Orange or Cranberry Juice	\$2.50
Hot/iced Spring Water	\$2.50
Private Label™ Sparkling Water	\$2.50
Cold Drink	\$2.00
Coffee, Tea or Hot Chocolate	\$2.00
Milk (12x 11.5 fl. oz.)	\$2.50




Sea View CAFE
Treat yourself to delicious options from our Café Car menu featuring sustainably sourced, organic ingredients and craft beer from local breweries. Then sit back, relax, and enjoy the beautiful views from the train.

Sundries

Amtrak Commemorative Playing Cards	\$4.00
Barbecue	\$5.00
LA Metro Blue Hat One-Day Pass	\$2.00
San Diego MTS Blue Hat One-Day Pass	\$5.00

Pacific Surfliner Menu



Premium Sandwiches
Ask the Café Car attendant for today's selections. • featuring antibiotic-free chicken and grass-fed beef •


Hot or Cold Sandwich (served cold)	\$8.50
Sandwich Combo (served with a 12 oz. can of soda and your choice of chips)	\$9.50

Breakfast Fare

Breakfast Burrito	\$3.50
Sausage & Egg Breakfast Sandwich	\$4.50
Dannon® Yogurt Parfait	\$3.75
Blueberry Muffin	\$2.75
Cinnamon Roll	\$2.75
Mini Donut Holder	\$2.50
Bagel & Cream Cheese	\$2.50
Cake Cereal (served, includes milk)	\$2.50
Quaker® Oatmeal Cup (includes milk)	\$2.50

Snacks & Sweets

Cheese & Cracker Tray	\$5.99
Trail Mix™	\$4.00
Hummus with Pretzels™	\$5.00
Giant Chocolate Chip Cookie	\$3.50
Candy Assortment	\$2.25
Chips Assortment	\$2.00
Tray Treats™ (served cold)	\$2.00
Jumbo Cheese-Flavored Pretzel	\$2.00




Santo Fi Chicken Sandwich

Hot Fare

Angus® Cheeseburger	\$6.75
Jalapeno Cheeseburger	\$6.75
Angus or Jalapeno Combo	\$6.75
Hot or Cold Sandwich (served cold)	\$8.50
Hebrew National® Kosher Beef Hot Dog	\$4.50
Hebrew National® Kosher Beef Hot Dog Combo (served with a 12 oz. can of soda and your choice of chips)	\$7.50
Oldemark® Pizza (served cold)	\$5.00
Manichew® Chicken Flavor Ramen Noodle Cup	\$2.00

Visit the Café Car in Car 2



Food Service Update

- Staff working with Amtrak on improved on-board signage that advertises the café.
- Other promotional strategies being pursued include daily specials, and providing paper menu with tickets, at brochure racks, and on buses.

Increase Food Sales & Reducing Spoilage

- Staff is looking into offer discounts of soon-to-expire food, and aggressively announcing these discounts.

Food Service Update

Special Food Events/Activities On-Board

- Staff is exploring wine and food tastings on-board to not only highlight our menu of local foods and wine, but also to get new people to try our trains.



Food Service Update

Optimizing Food Service Efficiency

- Staff is reviewing recent data regarding food sales, spoilage rates, etc. to determine how to reduce losses and how to get closer to breaking even on food service.
- The goal is to optimize what is offered by determining the top selling and most profitable items, as well as identifying items that are not selling well or ones with high spoilage rates.



San Joaquin Joint Powers Authority

Item 16

Executive Director's Report

Stacey Mortensen



Item 17

Administrative Matters or Announcements

- Correspondence

Dan Leavitt

Correspondence

- SJJPA staff participated in press conferences held on June 17 in Merced and Bakersfield on June 20 in Fresno and Oakland to celebrate the deployment of the San Joaquins 7th daily round trip.
 - Press releases and related media stories were included.
- SJJPA staff participated in events held on June 28 & June 30 to announce the release of the Northern CA MegaRegion Study.
 - Press releases and related media stories were included.

Correspondence

- Facebook correspondence between Melissa Moore Shank (beginning 6/29/2016) and SJJPA regarding misinformation about Café Car availability from call center (1-800-USA-RAIL).



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Item 18

Board Members Comments



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Item 19

Adjournment



San Joaquin

Joint Powers Authority

July 22, 2016 Board Meeting