



San Joaquin

Joint Powers Authority

July 28, 2017 Board Meeting



San Joaquin Joint Powers Authority

Item 1

Call to Order

Pledge of Allegiance

Roll Call



San Joaquin Joint Powers Authority

Item 2

Consent Calendar

- 2.1 Approve Minutes from May 26, 2017 Board Meeting
- 2.2 Next Board Meeting Location (September 22, 2017 Meeting) – Stockton
- 2.3 SJJPA Operating Expense Report
- 2.4 San Joaquins Operations Update



San Joaquin Joint Powers Authority

Item 2

Consent Calendar

2.5 Safety and Security Update

2.6 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!”

2.7 Administrative Items



San Joaquin Joint Powers Authority

Item 3

Public Comments



San Joaquin Joint Powers Authority

Item 4

Recognition of Former SJJPA Vice-Chair Steve Cohn

Stacey Mortensen

Dan Leavitt



San Joaquin Joint Powers Authority

Item 5

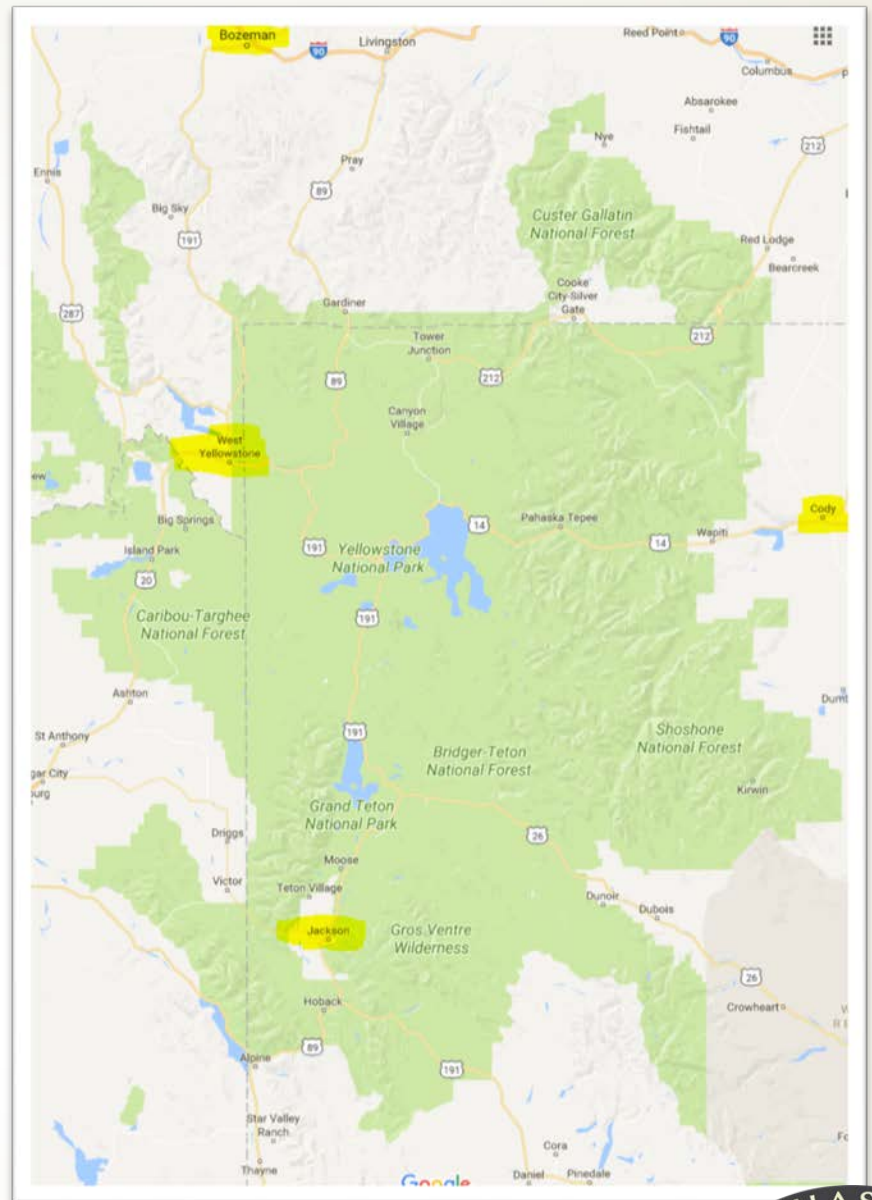
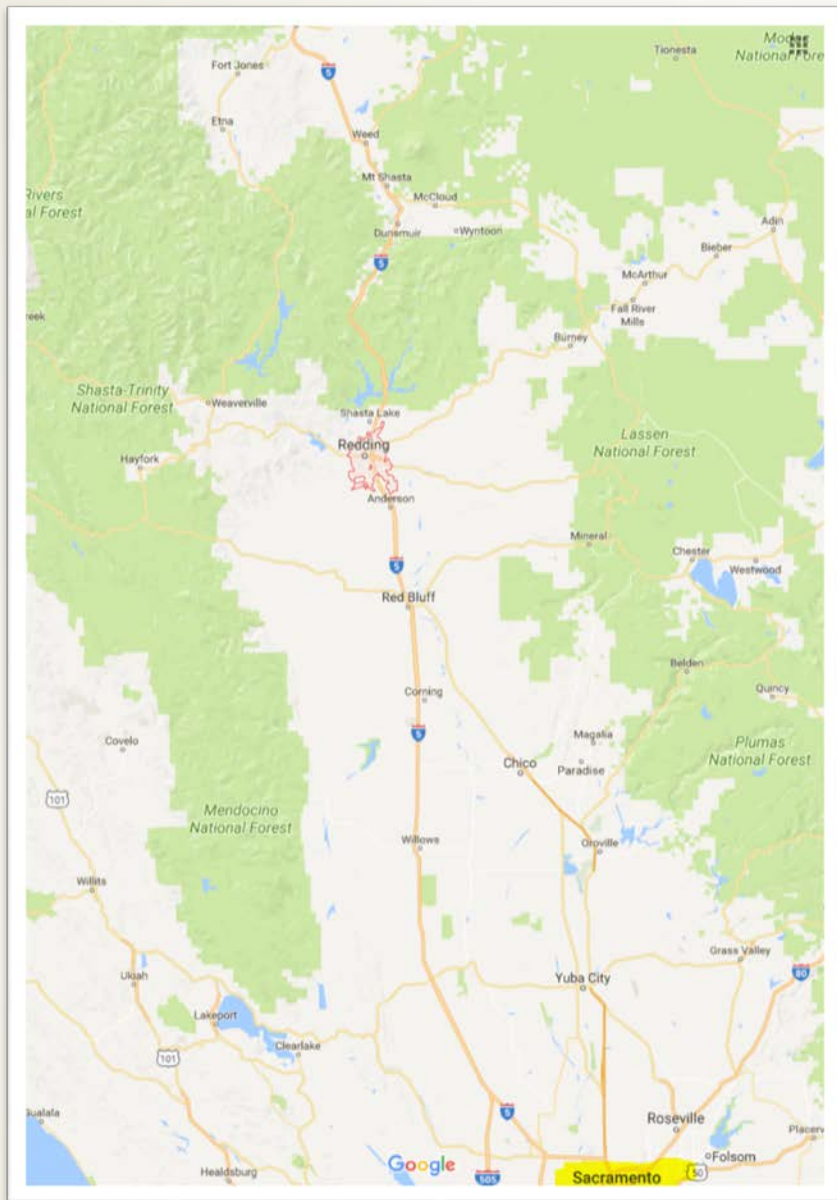
Presentation by Shasta Regional Transportation Agency on Plans for a New Bus Service from Redding to Sacramento

Daniel Krause / Jennifer Pollom



Express Intercity Bus Service Redding \leftrightarrow Sacramento

Jennifer Pollom
Senior Transportation Planner





Historic Northern CA Air Service

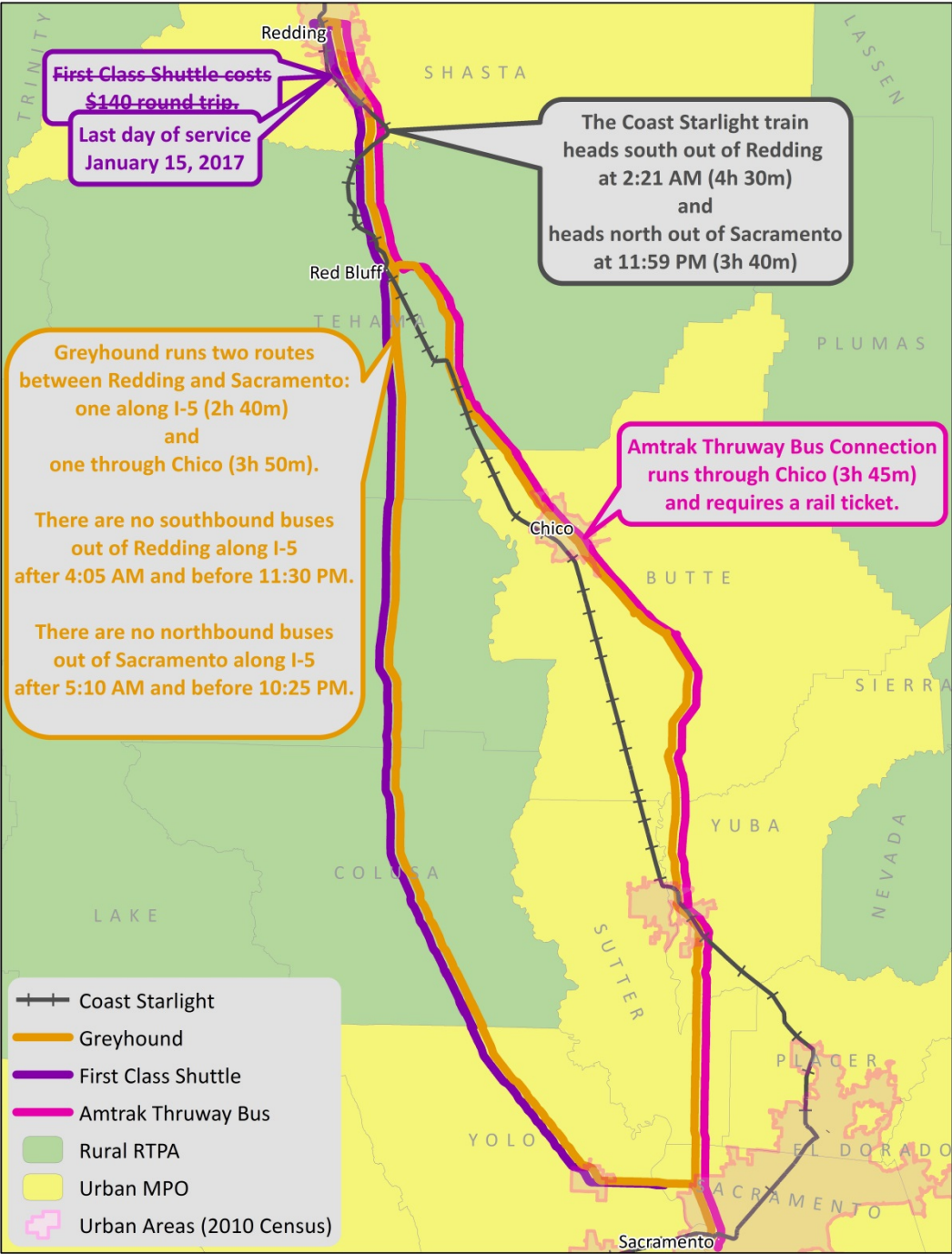


2014 Northern CA Air Service

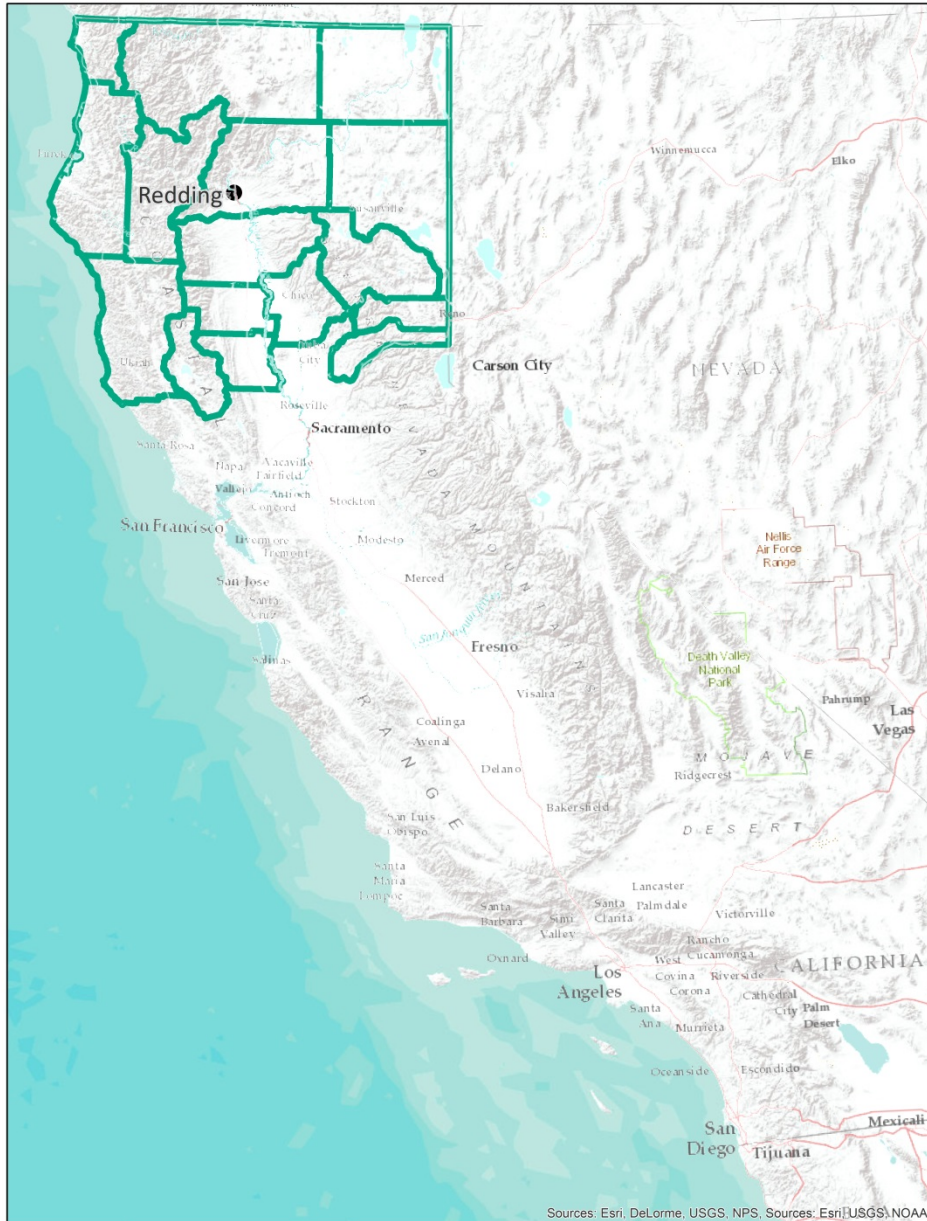


Redding to Sacramento
 Car Travel Times

2hr 10m to airport
 2hr 30m to downtown



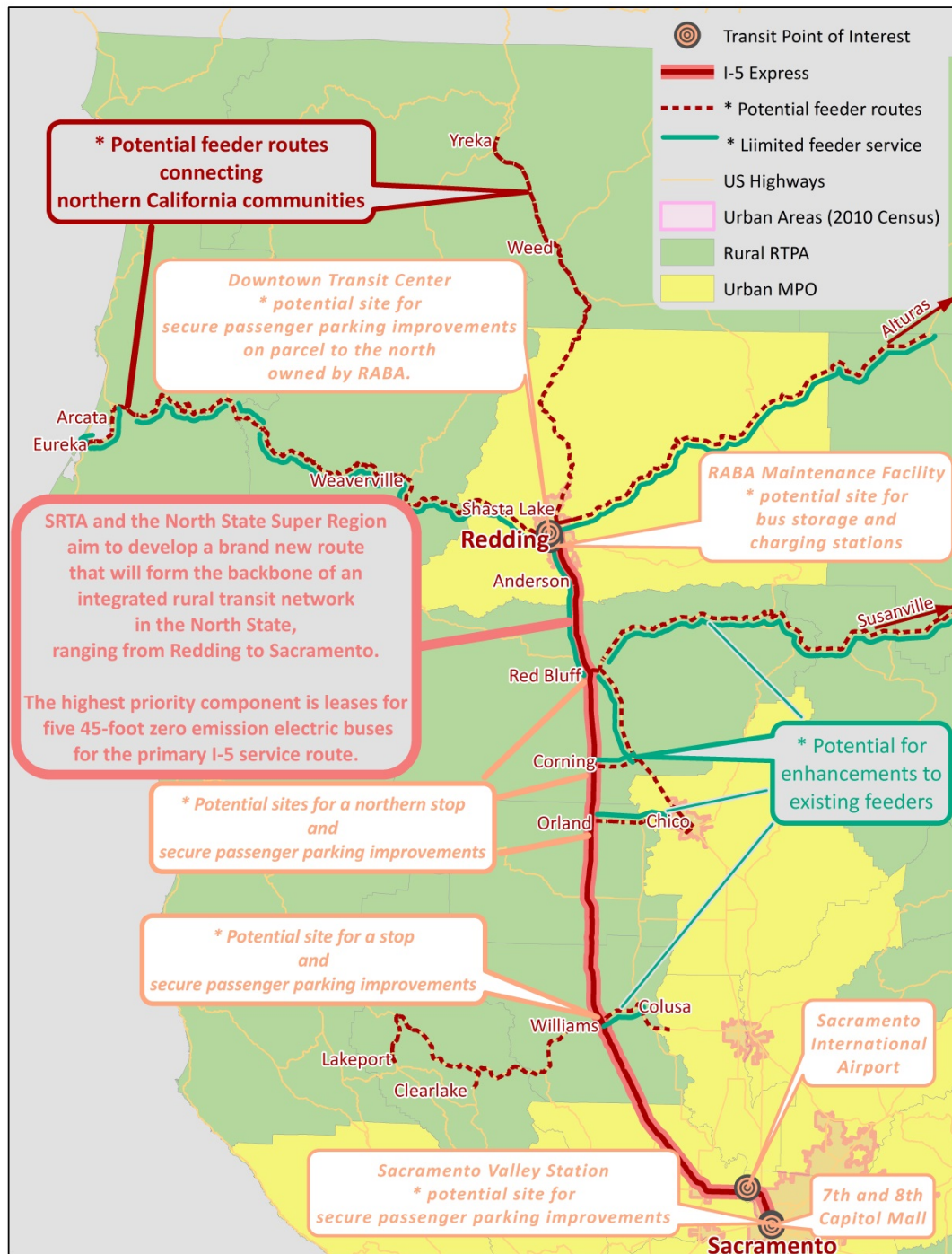
Project Development



- **2017 (on-going)** – Coordination with the SJJPA
- **November 2016 to present** – Business Plan grant application, request for proposals, consultant contract
- **December 2016** – SRTA Board of Directors accepted the Shasta Intercity Transportation to Sacramento and the Bay Area Study
- **August 2016** – Battery Electric Bus Demonstration event
- **April 2016** – Transit and Intercity Rail Capital Program grant application was well received by CalSTA, but not awarded



North State Express Connect
 – a conceptual intercity bus network with a backbone service along I-5 between Redding and Sacramento and feeder services linking other North State communities



Next...

Consulting Team

GreenDOT Transportation Solutions

- CALSTART, Nelson\Nygaard, GMA

To develop a business plan for **intercity express bus service** that is **innovative, environmentally friendly, secure, and technology-enabled**. It is envisioned that the service will have **four daily round-trips on all-electric buses** between Redding and Sacramento along an Interstate 5 backbone service. **Connections** will also be offered from other North State regions. To attract choice riders, passengers will be provided **comfortable armchair seating, work surfaces, and free Wi-Fi service**.





Questions / Comments

Jennifer Pollom
Senior Transportation Planner



San Joaquin Joint Powers Authority

Item 6

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Selecting the Sacramento Subdivision as the Option for Environmental Review to Provide Additional Service to/from Sacramento

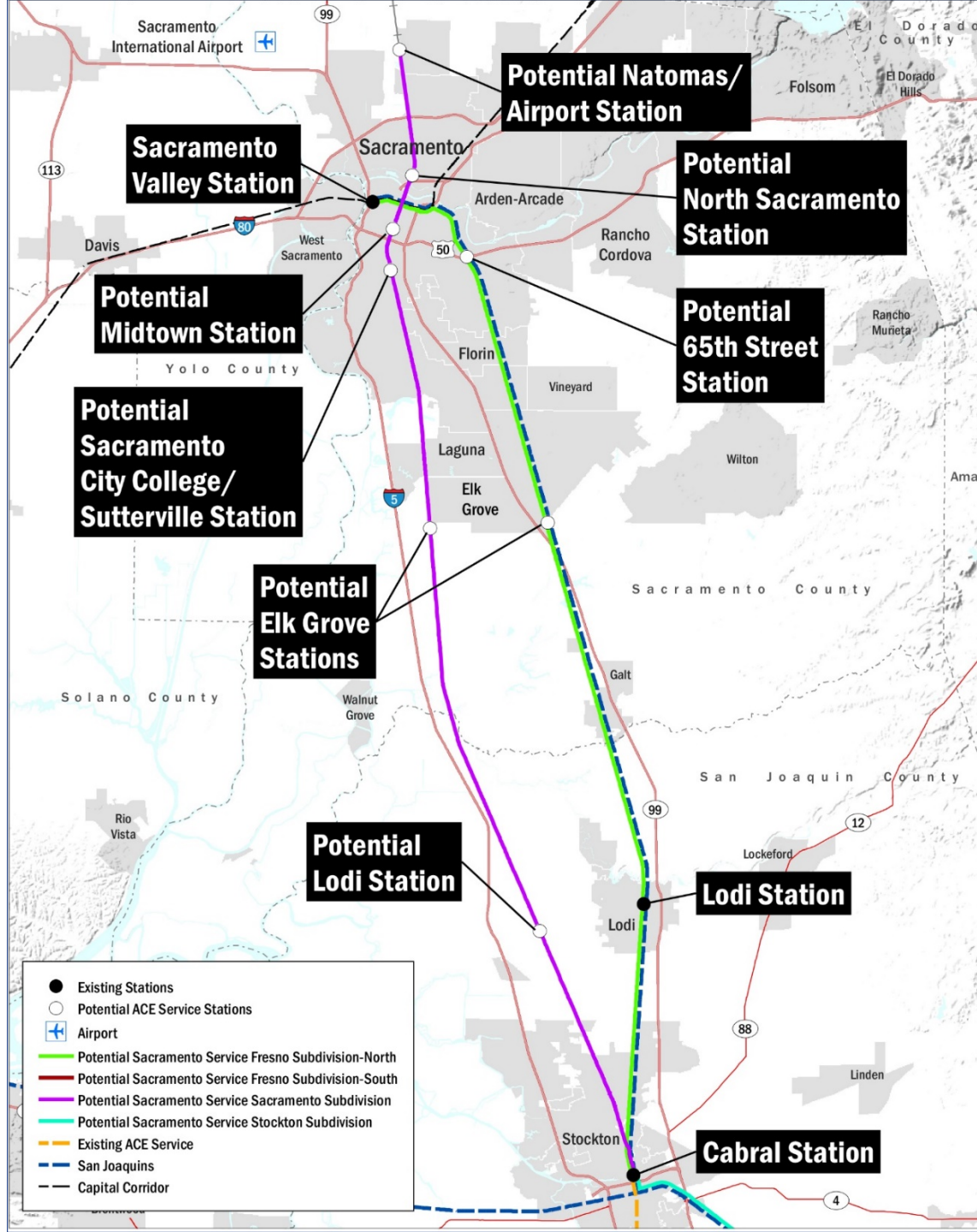
Dan Leavitt

Sacramento Service Alignment Study

- A key focus of the SJJPA's 2017 Business Plan is increasing the frequency of San Joaquins service to/from Sacramento.
- Alignment study for additional San Joaquins service to Sacramento has been completed.
 - Coordination/partnership with the California High-Speed Rail Authority (Northern Connecting Corridors Study) and San Joaquin Regional Rail Commission (ACEforward planning).
- The primary goal of this study effort has been to identify the best alignment to enable the SJJPA to submit a successful TIRCP application at the end of 2017 for more service to/from Sacramento.

Sacramento Service Alignment Study

- Staff produced a review of the major rail corridors (including the congested UPRR Fresno Subdivision) between Stockton and Sacramento.
- Each option was evaluated and scored in the following Project Elements:
 - ▣ Right of Way Impacts
 - ▣ Environmental Concerns
 - ▣ Track Construction Requirements
 - ▣ Operational Aspects
 - ▣ Station Locations
 - ▣ Construction Cost



Sacramento Service Alignment Study

- The inside the Right-Of-Way (ROW) operating on the Sacramento Subdivision is recommended as the best option.

Project Element	Fresno Sub. Outside ROW	Fresno Sub. Inside ROW	Sacramento Sub. Inside ROW
Right of Way	1.0	2.8	2.6
Environmental Concerns	1.0	2.0	2.5
Track Construction	1.0	1.0	3.0
Operations	2.0	1.3	2.6
Station Locations	2.6	2.6	2.8
Construction Cost	1.4	1.9	2.6

Sacramento Subdivision

- Providing expanded service via the Sacramento Subdivision has two primary drawbacks:
 - ▣ Sacramento Subdivision does not serve downtown Lodi
 - ▣ Sacramento Subdivision does not serve the Sacramento Valley Station
- Addressing two drawbacks:
 - ▣ Provide a new Lodi station on the Sacramento Subdivision (west of Lodi)
 - ▣ Extend service beyond downtown Sacramento to Natomas (providing a possible Sacramento International Airport connection via local transit)

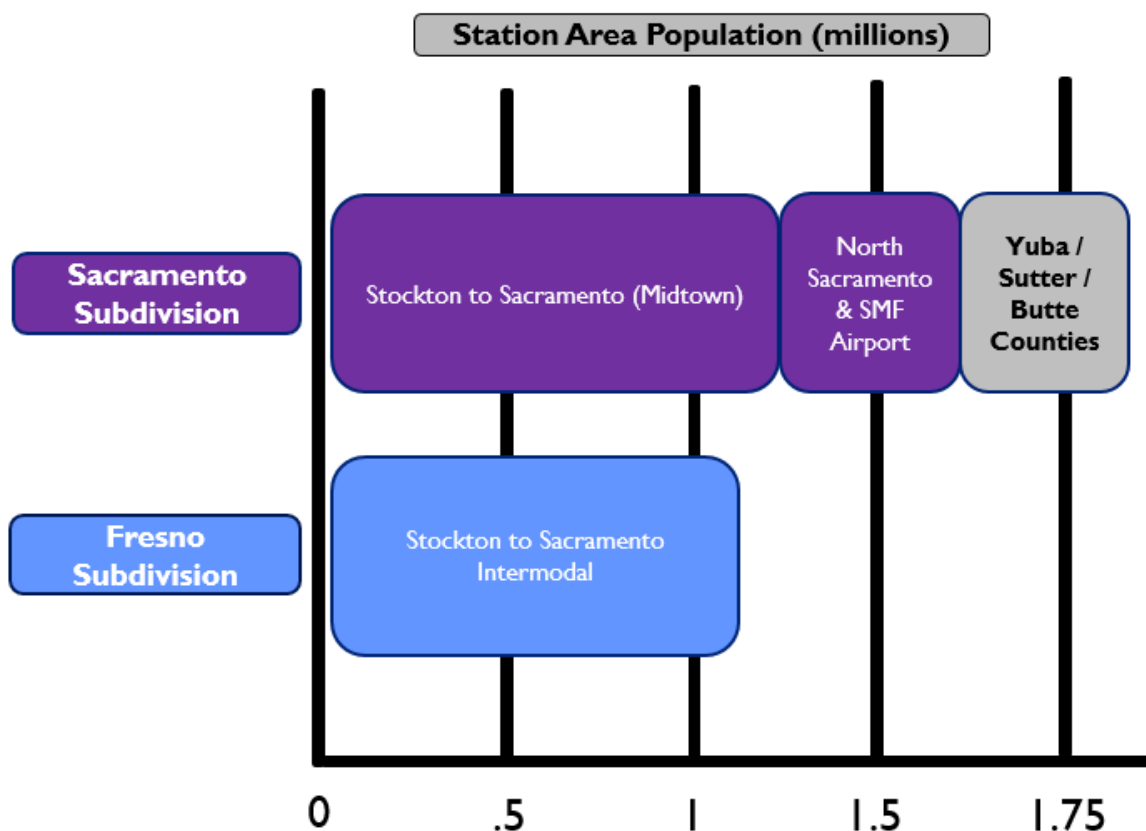
Comparison of Subdivisions

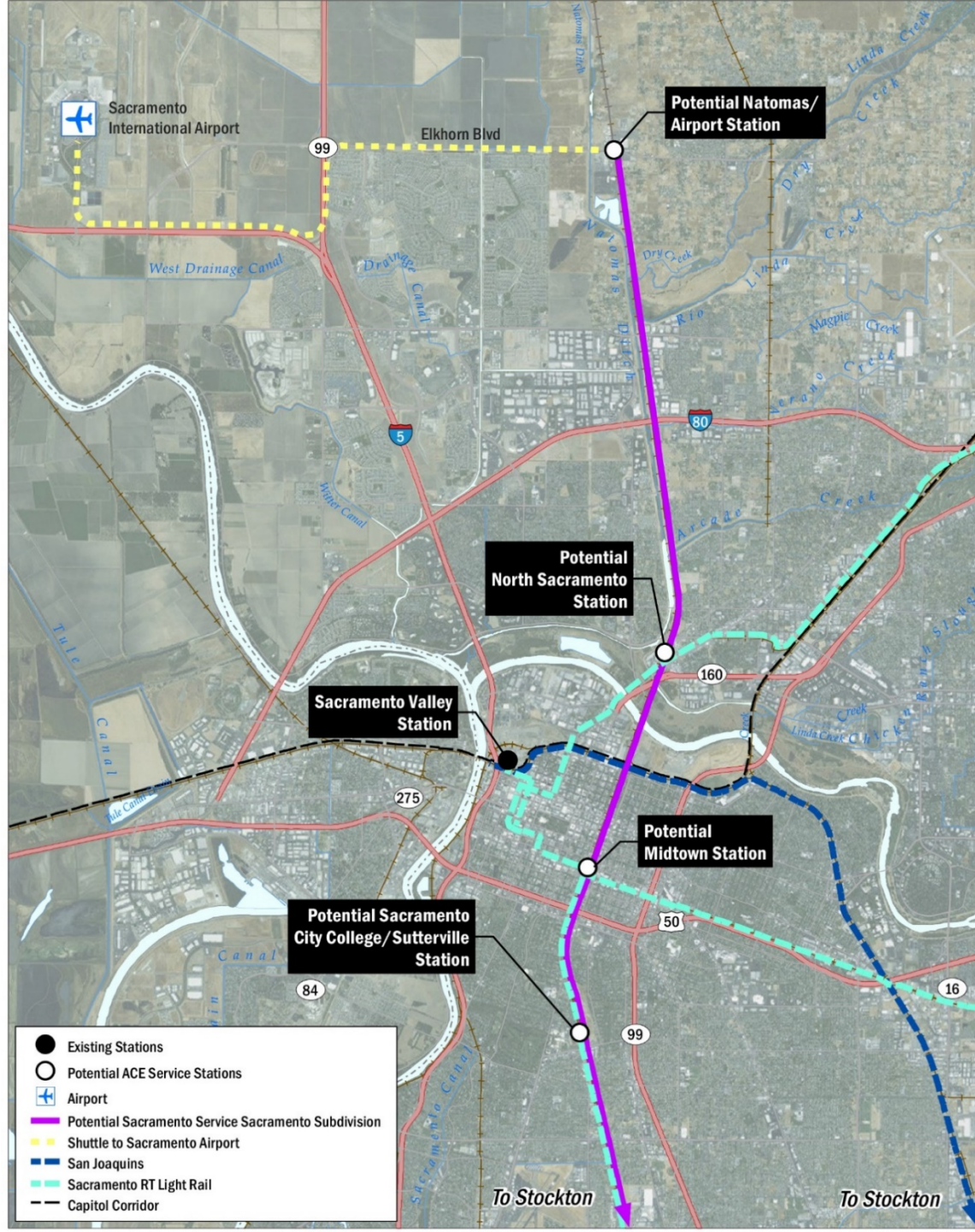
Population Center Comparison

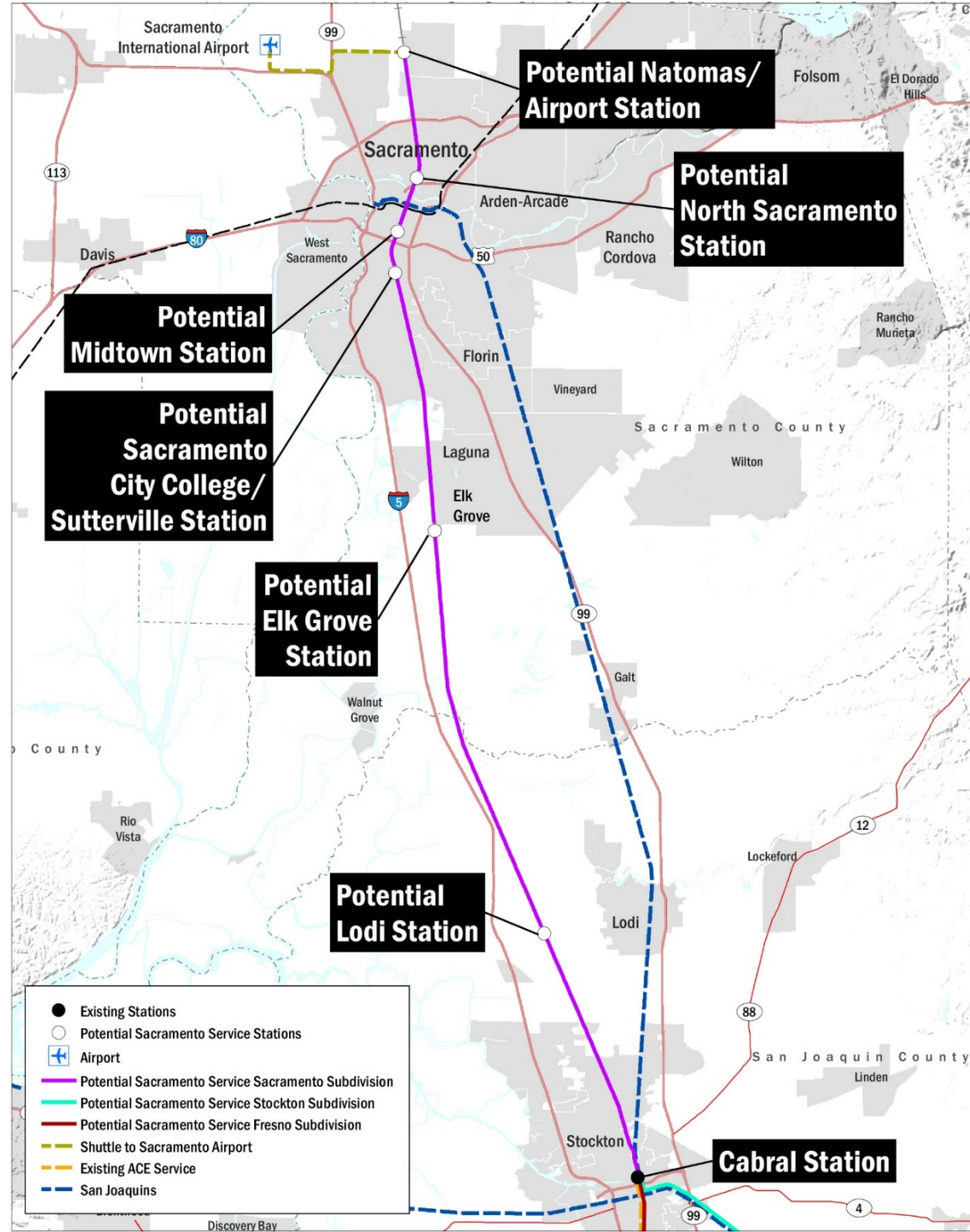
Comparison of population within 5 miles of station areas by corridor alignment

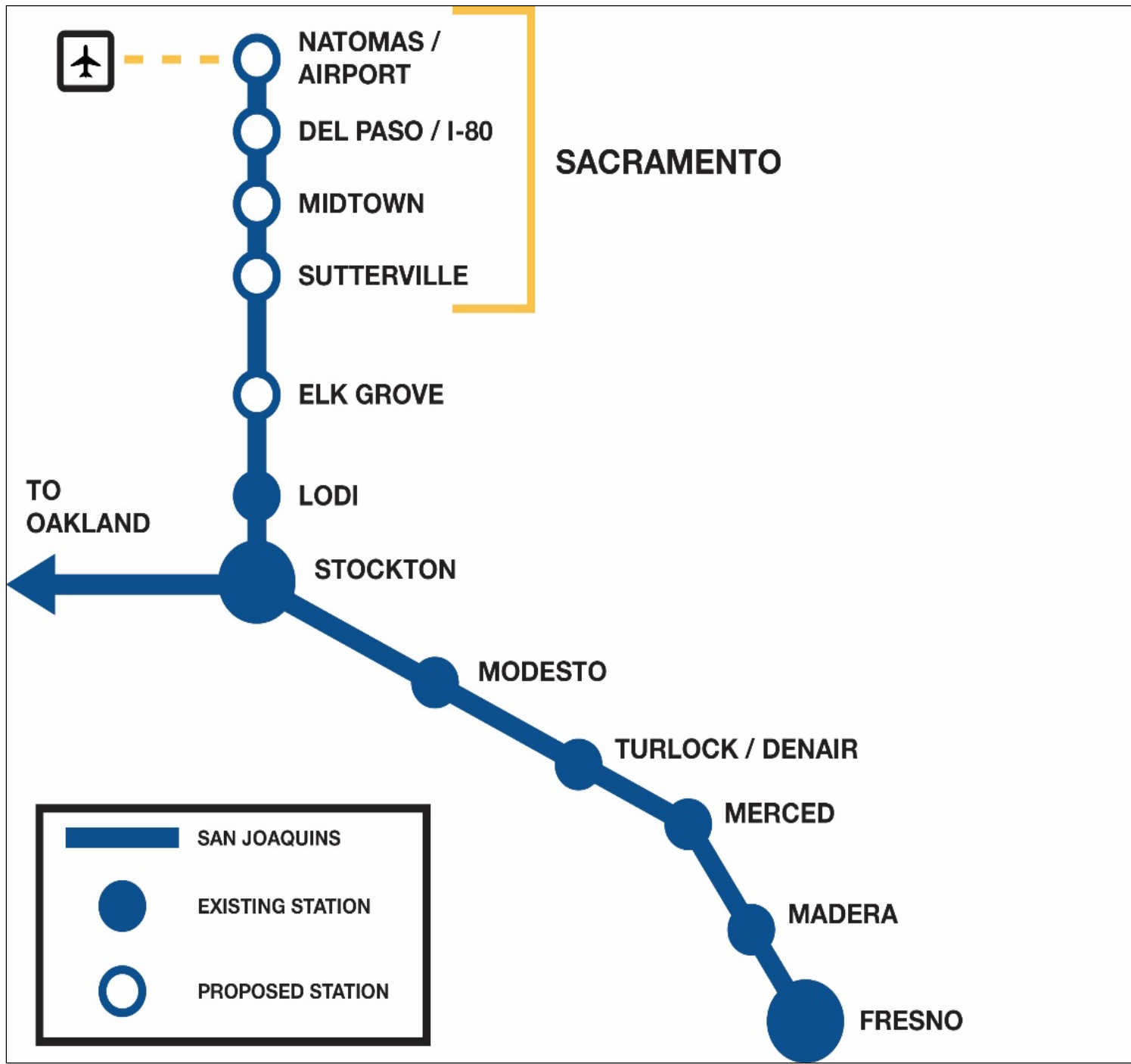
Sacramento Subdivision	
Station Area (5 miles)	Population
Airport / Natomas	118,977
North Sacramento	307,274
Sacramento (Midtown)	344,461
Sacramento City College / Sutterville	283,379
Elk Grove	134,597
Lodi	114,605
Stockton – Cabral	346,372

Fresno Subdivision	
Station Area (5 miles)	Population
Sacramento Intermodal	234,364
65th Street	280,265
Elk Grove	96,902
Lodi	154,801
Stockton - Cabral	346,372









Outreach Efforts

□ Sacramento Region Outreach:

- ▣ Elected Officials
- ▣ Sacramento Regional Transit
- ▣ Cities of Sacramento, Elk Grove, Yuba City, & Marysville
- ▣ SACOG
- ▣ Sac. Regional Rail Working Group
- ▣ Sac. Metro Chamber of Commerce
- ▣ Capitol Area Development Authority
- ▣ Downtown Sacramento Partnership
- ▣ Valley Voice, Valley Vision
- ▣ Greater Sacramento Economic Council
- ▣ Midtown Business Association

□ Outreach in Other Regions:

- ▣ Elected Officials
- ▣ Central Valley Rail Working Group
- ▣ Cities of Lodi, Modesto, Merced, Fresno & Madera
- ▣ CA Partnership for the San Joaquin Valley
- ▣ Caltrans and CalSTA
- ▣ California High Speed Rail Authority
- ▣ Bay Area Council
- ▣ Transportation California

Sacramento Subdivision Option for Environmental Review

Fiscal Impact:

There is no fiscal impact.

Recommendation:

Approve a resolution of the Governing Board of the San Joaquin Joint Powers Authority selecting the Sacramento Subdivision as the option for environmental review to provide additional service to/from Sacramento.



San Joaquin Joint Powers Authority

Item 7

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, Assurances and any Other Documents Necessary to Obtain Financial Assistance Provided by the California State Transportation Agency Under the Transit and Intercity Rail Capital Program

Dan Leavitt

SJIPA/SJRRC TIRCP Application Summary

- 2017 Transit and Intercity Rail Capital Program (TIRCP) grant application are expected to be awarded by spring 2018.
 - 5-year program; \$1 - \$2 billion in funding
- Based on SJIPA 2017 Business Plan, staff is requesting authorization to submit a grant application for service expansion to/from Sacramento.
- The application would include utilizing UPRR's Sacramento Subdivision from Stockton to Sacramento. The San Joaquins would continue to use the BNSF line south of Stockton.
- To strengthen the application, it is proposed that SJIPA partner with San Joaquin Regional Rail Commission (SJRRC) to submit an application that also incorporates an extension of the Altamont Corridor Express (ACE) to Sacramento.

Sacramento Service Expansion Elements of TIRCP Application

San Joaquins

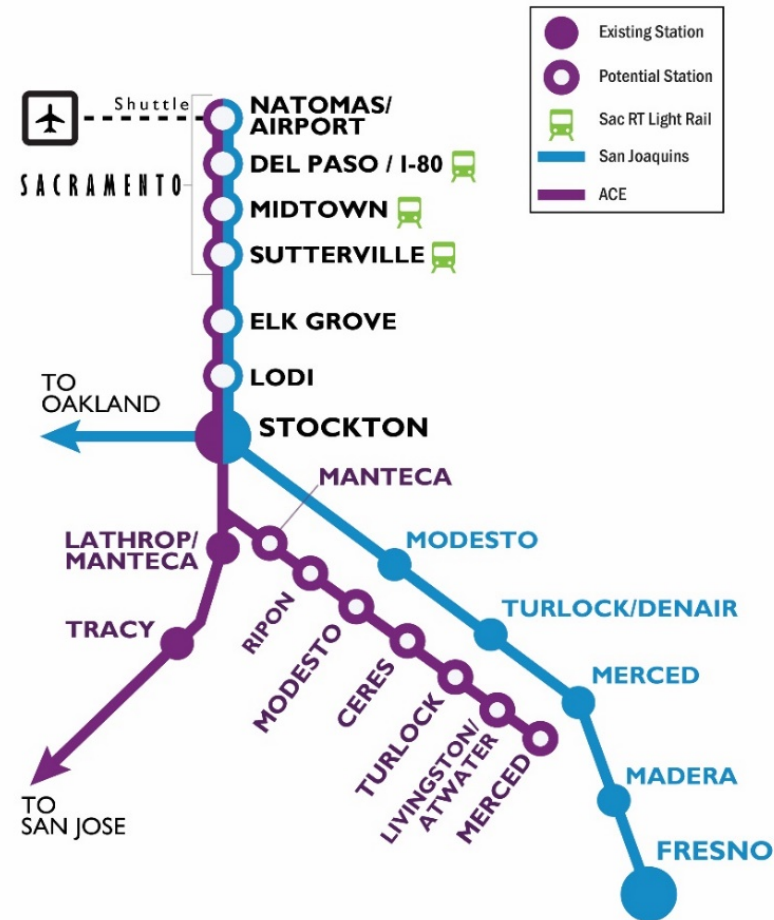
- ❑ Extension of service to Natomas (Sacramento International Airport Connection).
- ❑ Necessary upgrades to the Sacramento Subdivision corridor.
- ❑ Increase of service frequency from 7 to 9 daily round-trips.
 - ▣ 2 additional trips between Fresno and Sacramento (Natomas)
- ❑ Implementation of a “pulse” scenario in which train arrivals and departures occur at set intervals.



Sacramento Service Expansion Elements of TIRCP Application

Altamont Corridor Express

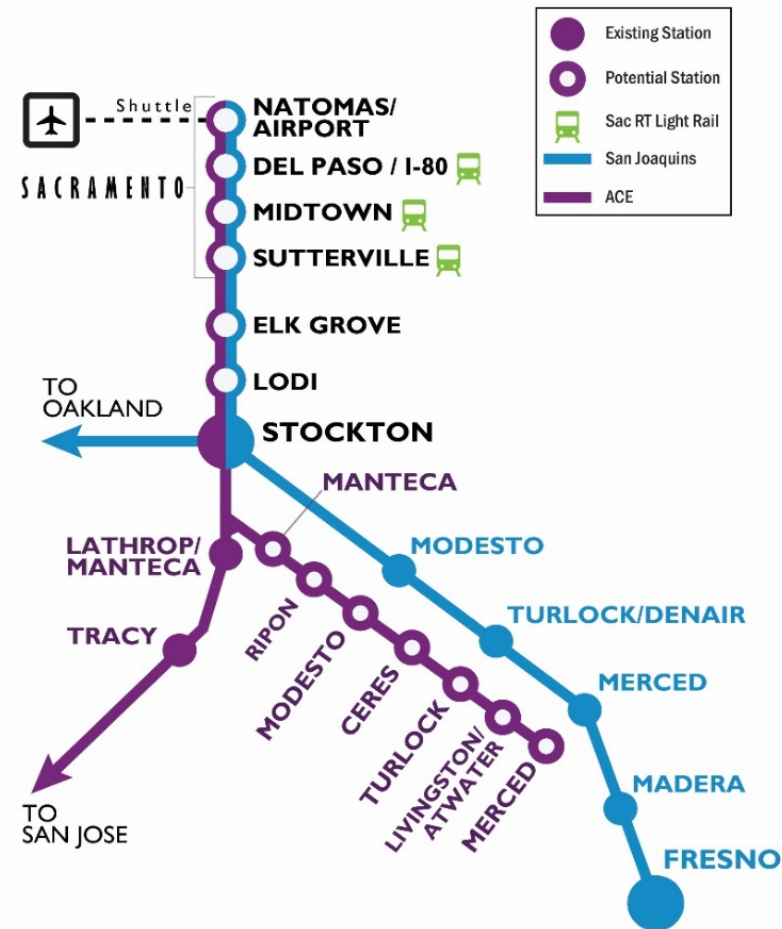
- Extension of service from Stockton to Natomas via the Sacramento Subdivision (would share the corridor with the San Joaquins).
- The last ACE train in the morning would depart from Natomas and operate to the Stockton ACE Station, and then on to San Jose along its existing alignment.



Sacramento Service Expansion Elements of TIRCP Application

Additional Rail Service

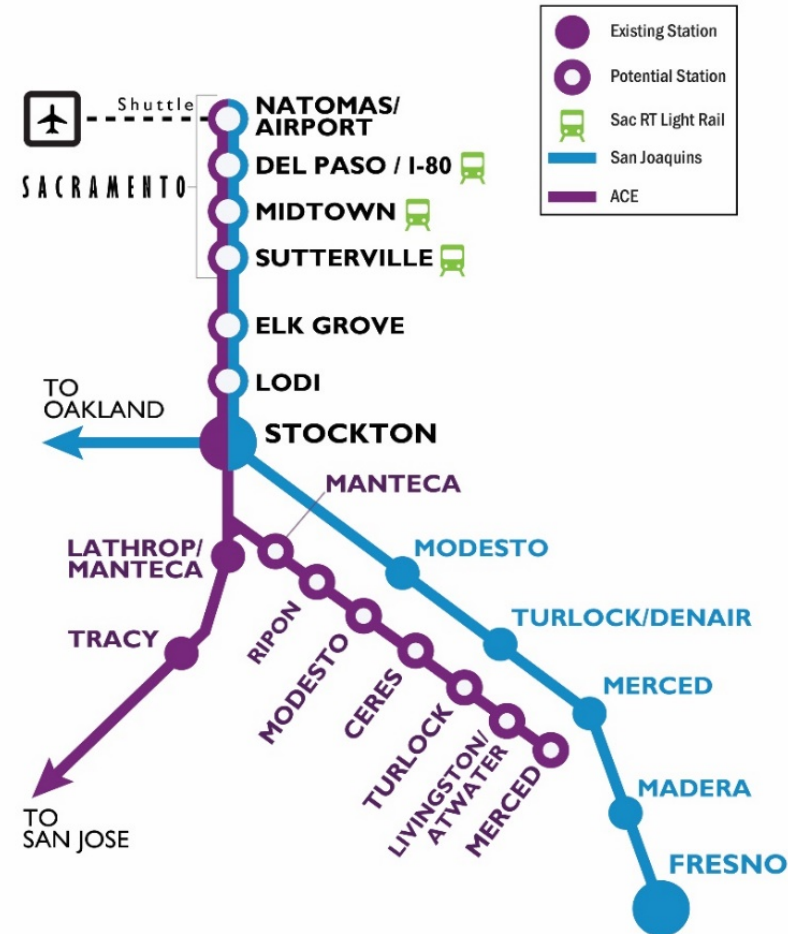
- A rail “Shuttle” between the Natomas and the Stockton ACE Station is being considered to further increase service to Sacramento.
- Service could utilize Diesel Multiple Units (DMU) equipment.
- This service could operate additional daily round-trips servicing communities along the Sacramento Subdivision alignment in between the times when the San Joaquins and ACE services operate through these cities.



Sacramento Service Expansion Elements of TIRCP Application

New Sacramento Expansion Stations:

- ☐ **Lodi (relocated)**
- ☐ **Elk Grove**
- ☐ **Sutterville/Sacramento City College**
- ☐ **Midtown Sacramento** – instead of adding parking, application would include off-street bicycle, pedestrian, and safety improvements
- ☐ **Del Paso / I-80**
- ☐ **Natomas / Airport**



Sacramento Service Expansion Elements of TIRCP Application

Layover Facilities

- Layover facilities are required in Natomas and Fresno to layover three to four train consists during non-operating hours.

Parking Expansions

- In addition to parking projects already underway in Stockton, Modesto, and Turlock-Denair Stations with other funds, SJJPA is projecting additional parking expansion will be necessary in Fresno and Merced.

Other Elements of TIRCP Application

Other Station Projects - Madera

- ❑ Construction of a relocated Madera station in the vicinity of Avenue 12, which would provide increased connectivity to transit, better access to SR-99, have more transit-oriented development potential, higher ridership potential, and fit better with the near-term and long-term plans for the region.
- ❑ This relocated station would also better serve the Clovis, and northern Fresno population.

Other Station Projects - Oakley

- ❑ Construction of a new station in Oakley coincides with the Oakley transit center and Transit Oriented Development underway in Oakley.
- ❑ A new station at Oakley will promote increased ridership between Oakley and Oakland and other Bay Area stations for Morning Express Service.

Other Elements of TIRCP Application

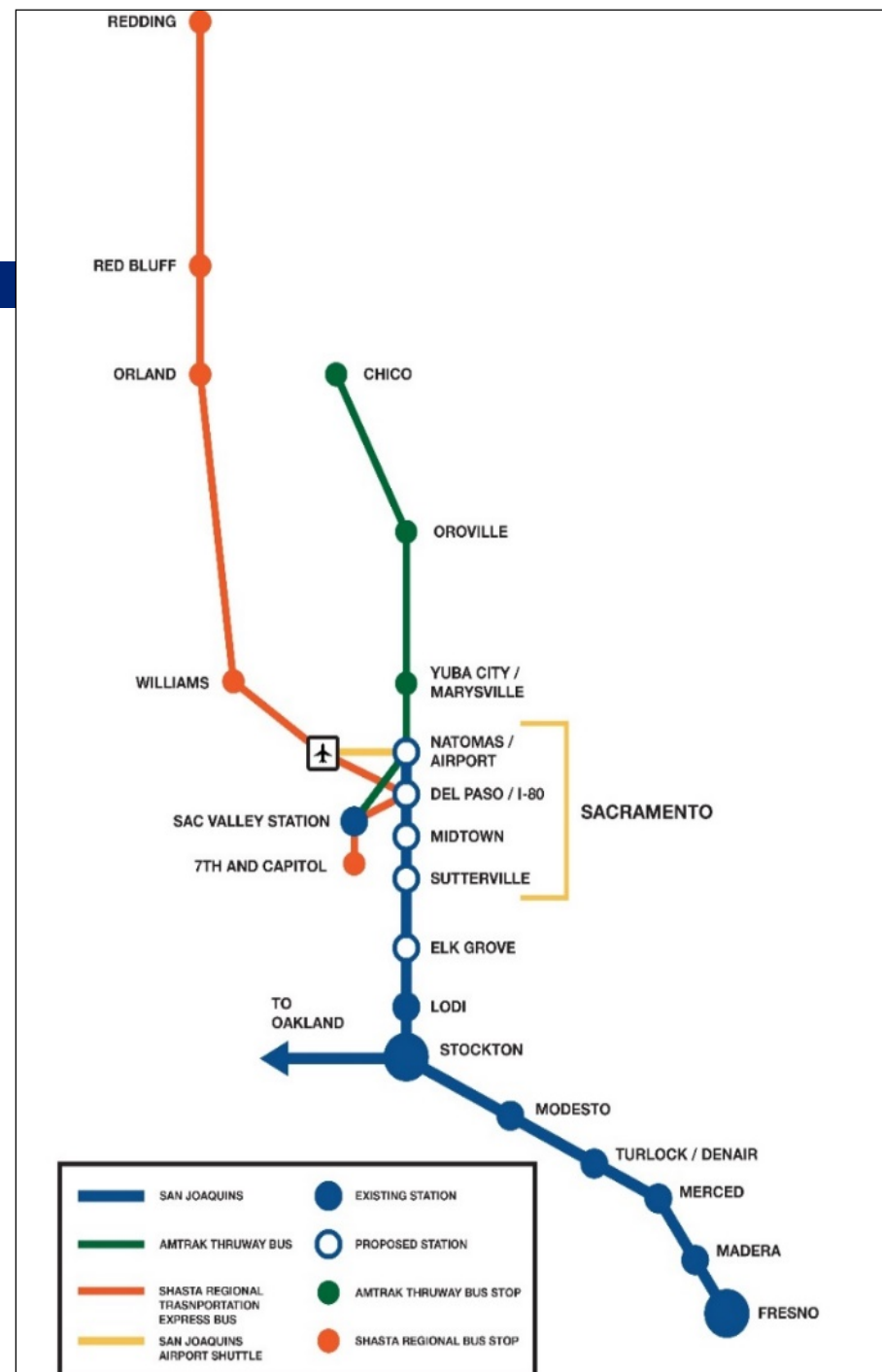
Transit Transfer Program

- ❑ SJJPA is looking into obtaining funding for a pilot of the Transit Transfer Program.
- ❑ Implementing a Transit Transfer Program for the San Joaquins would allow passengers to connect to a number of local transit services for free.
- ❑ A similar program is in place for Capitol Corridor at many shared stations, including Oakland, Emeryville, Richmond, Martinez, and Sacramento.
- ❑ This would help to reduce the number of passengers utilizing single-occupancy vehicles to travel to and from a San Joaquins station, a significant contributor to greenhouse gas emissions.

Other Elements Related to TIRCP Application

Thruway Bus Network

- SJJPA should support Shasta Regional Transportation Agency's (SRTA) TIRCP application for a new express bus service from Redding to Sacramento.
- After this new service is initiated, SJJPA could terminate Thruway Bus Route 3 at Chico to save operational costs.
 - Savings could be used to financially support SRTA's proposed express bus service. SJJPA financial support would greatly assist SRTA on its TIRCP application.



Other Elements Related to TIRCP Application

Thruway Bus Network (cont.)

- New SRTA's new bus service could allow San Joaquins passengers to book tickets on through Amtrak.
- This service envisions much faster travel times between Sacramento and Redding (than the current Route 3 Thruway service).
- Thruway Bus Route 3 should continue on to Sacramento Valley Station to service riders making a connection to Capitol Corridor trains.



SSJPA/SJRRC TIRCP Application Summary

Fiscal Impact:

There is no fiscal impact.

Recommendation:

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, Assurances and any Other Documents Necessary to Obtain Financial Assistance Provided by the California State Transportation Agency Under the Transit and Intercity Rail Capital Program



San Joaquin Joint Powers Authority

Item 8

Marketing and Outreach Update

David Lipari

Ridership and Revenue Report

Marketing and Outreach Update

	Ridership			Ticket Revenue		
Month	FY17	FY16	% Chg.	FY17	FY16	% Chg.
Oct	87,454	90,961	-3.9	\$2,769,402	\$2,756,890	+0.5
Nov	101,672	102,915	-1.2	\$3,538,396	\$3,609,485	-2.0
Dec	98,053	97,530	+0.5	\$3,378,587	\$3,415,503	-1.1
Jan	82,707	82,475	+0.3	\$2,608,201	\$2,643,805	-1.3
Feb	76,288	80,868	-5.7	\$2,253,335	\$2,424,039	-7.0
Mar	92,019	97,167	-5.3	\$2,906,099	\$3,118,374	-6.8
Apr	102,440	84,968	+20.6	\$3,097,819	\$2,529,587	+22.5
May	95,894	96,630	-0.8	\$2,961,079	\$2,904,982	+1.9
Jun	98,158	97,844	+0.3	\$3,088,761	\$3,032,447	+1.9
YTD	834,685	831,358	+0.4	\$26,601,678	\$26,435,112	+0.6

FY 16/17 Social Media - Overview

Marketing and Outreach Update

❑ **Social Media Focus**

- ❑ Social Media has been a focus of the Marketing Campaign due to its ability to reach passengers and potential passengers in a targeted and meaningful way through engagement at a relatively low cost

❑ **Goal**

- ❑ Create robust social channels that deliver Amtrak San Joaquins messaging in a variety of forms to reach targeted audiences by region and demographics

❑ **Methodology**

- ❑ Grow Audiences (i.e. Likes and Followers)
- ❑ Program content that delivers engagement
- ❑ Paid Promotion and Advertising to reach new audiences, drive website traffic, and grow engagement

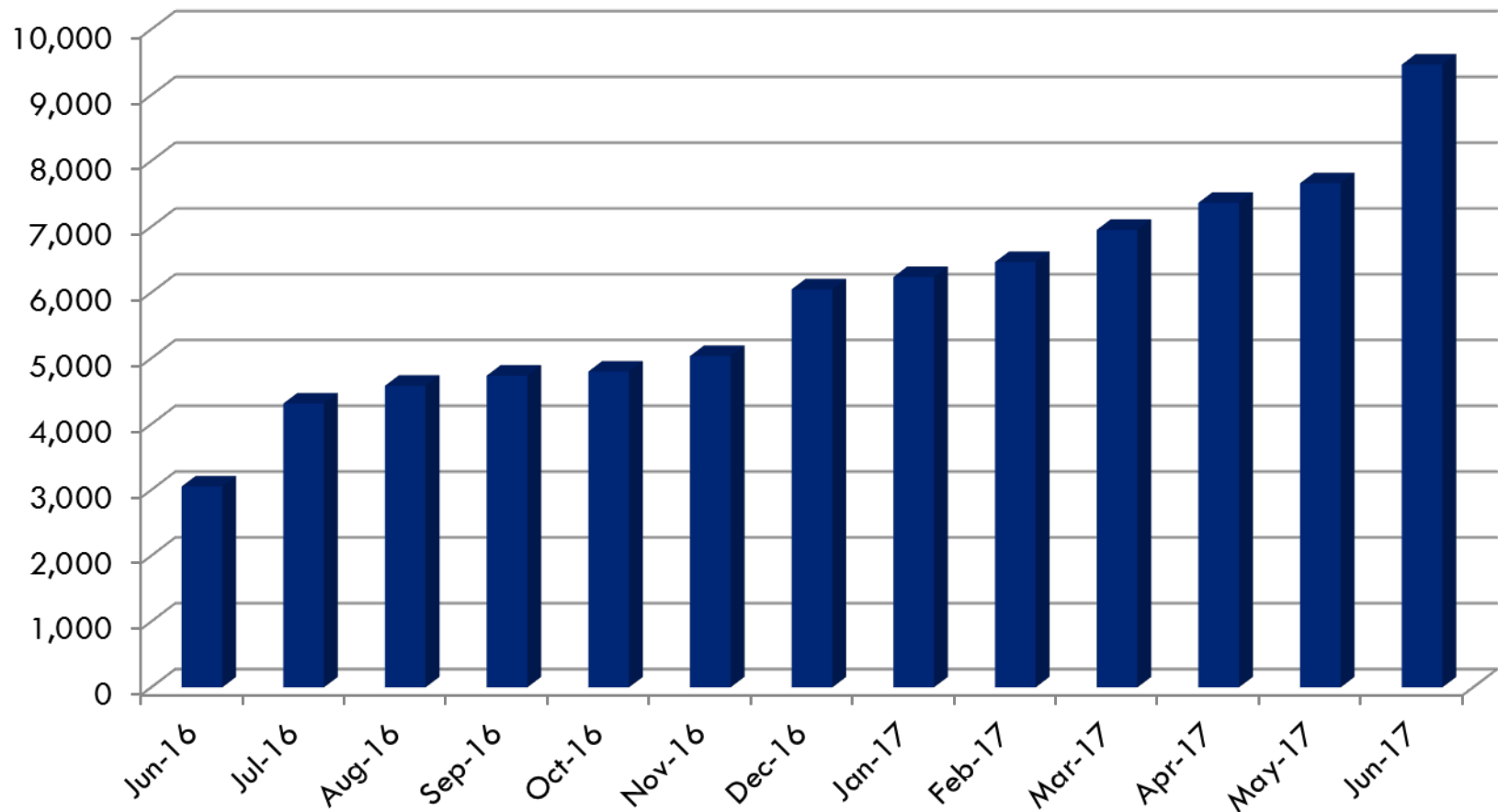
FY 16/17 Social Media – Growth Goals

Marketing and Outreach Update

Platform	July 1, 2016 Audience	Goal	June 30, 2017 Audience
Facebook	4,314	7,000	9,465
Instagram	82	500	739
Twitter	790	1,200	1,171
YouTube	1	100	66

FY 16/17 Social Media – Facebook Growth

Marketing and Outreach Update



FY 16/17 Social Media – Facebook Audience

Marketing and Outreach Update

□ Demographics

■ 75% Women:

■ 3% (18-24); 9% (25-34); 16% (35-44); 17% (45-54);
18% (55-64); 13% (65+)

■ 25% Men

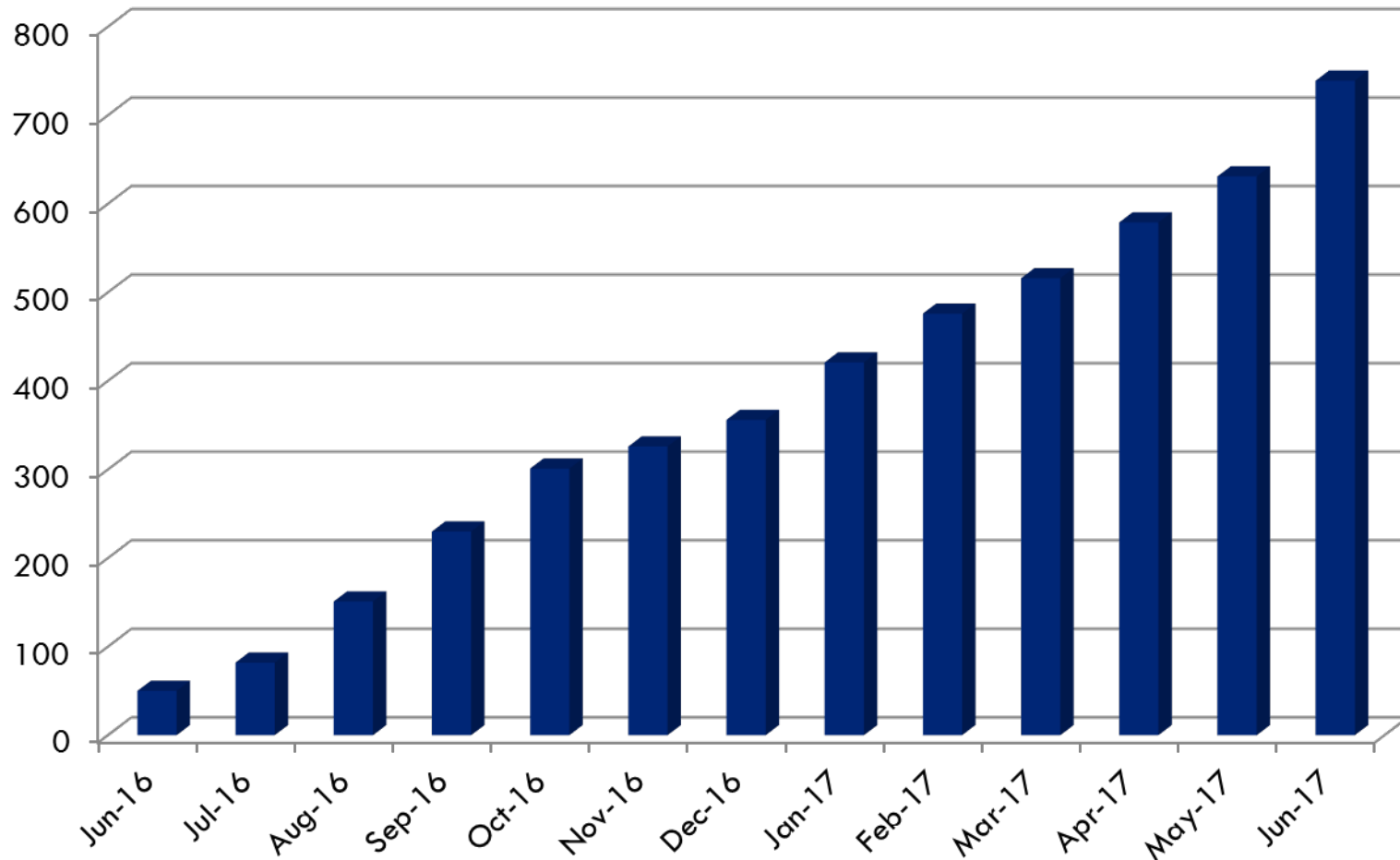
■ 2% (18-24); 4% (25-34); 6% (35-44); 5% (45-54); 4% (55-64); 3% (65+)

□ Geography

■ 2,040 Fresno; 1,418 Bakersfield; 437 Sacramento;
425 San Francisco; 323 Stockton, 291 Modesto

FY 16/17 Social Media – Instagram Growth

Marketing and Outreach Update



FY 16/17 Social Media – Instagram Audience

Marketing and Outreach Update

□ Demographics

■ 53% Women:

■ 1% (13-17); 11% (18-24); 36% (25-34); 25% (35-44);
14% (45-54); 8% (55-64) 5% (65+)

■ 47% Men:

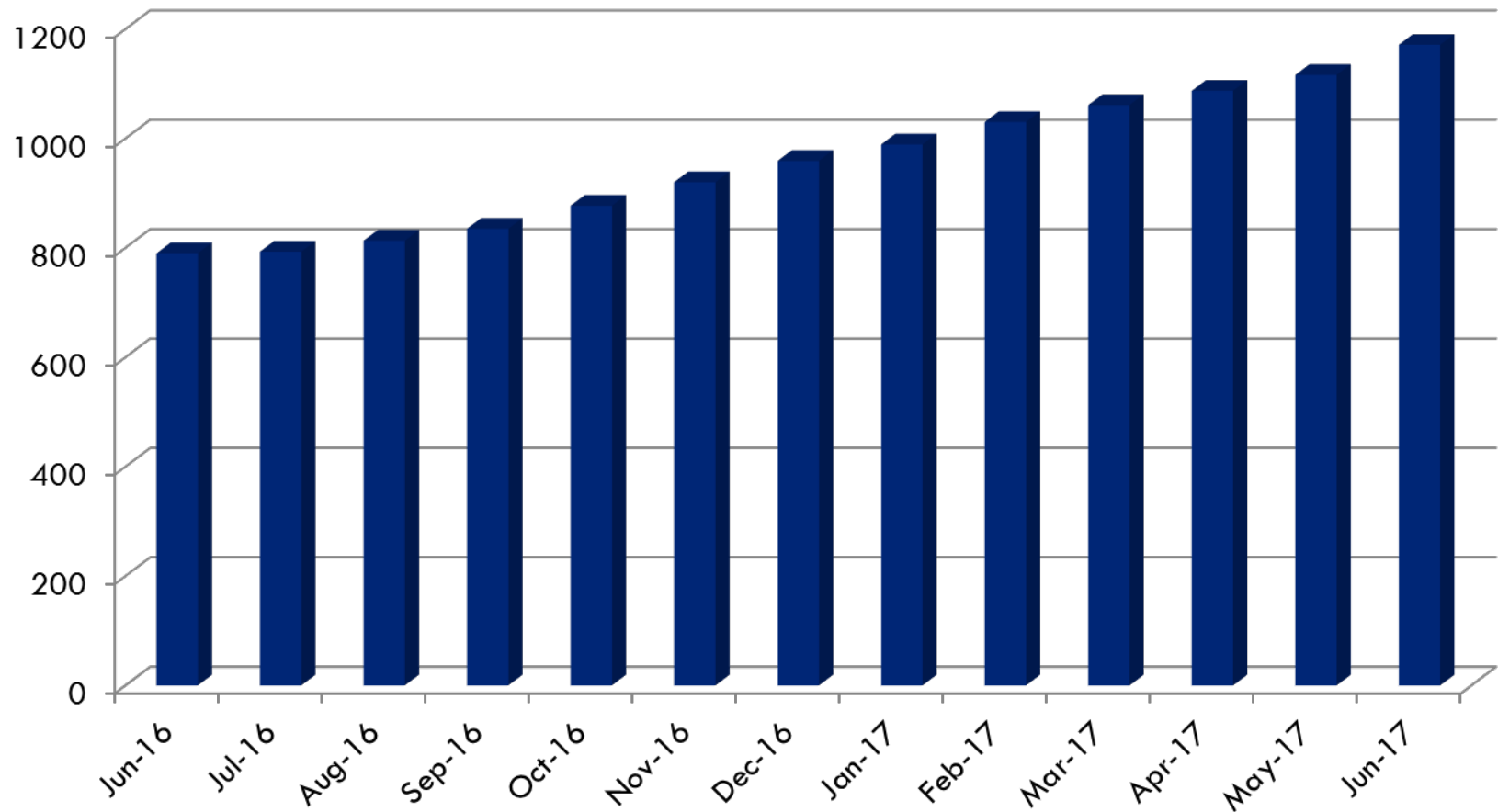
■ 4% (13-17); 19% (18-24); 37% (25-34); 19% (35-44);
12% (45-54); 6% (55-64); 3% (65+)

□ Geography

■ 31% Fresno; 10% Bakersfield; 7% Stockton; 6%
Sacramento; 5% Clovis

FY 16/17 Social Media – Twitter Growth

Marketing and Outreach Update



FY 16/17 Social Media – Twitter Audience

Marketing and Outreach Update

- Demographics

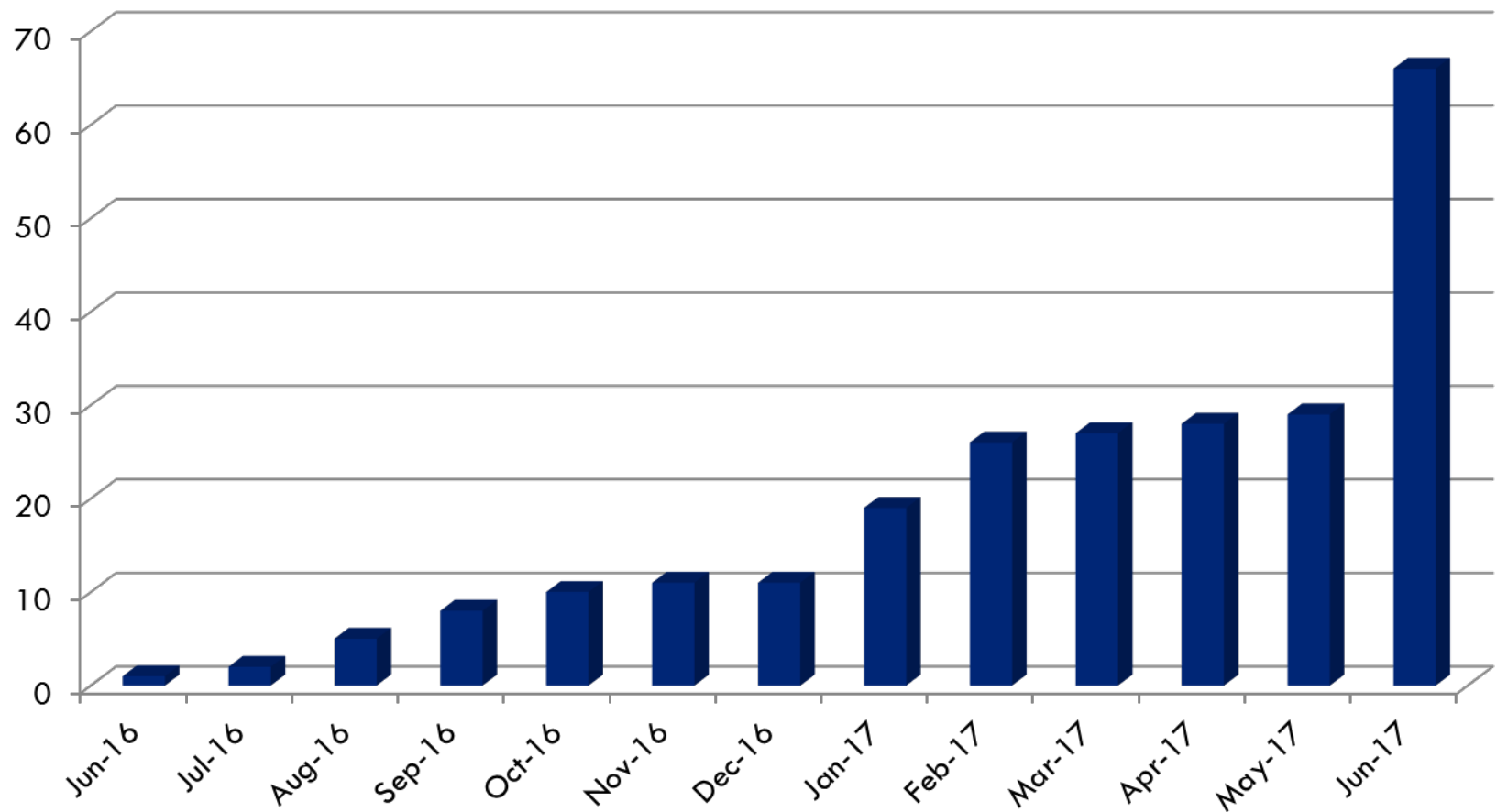
- ▣ 45% Women

- ▣ 55% Men

- ▣ Men between the ages of 25-34 appear to be the leading force among recent followers

FY 16/17 Social Media – YouTube Growth

Marketing and Outreach Update



Social Media – YouTube Viewers

Marketing and Outreach Update

- Account Lifetime Activity
 - 8.1% Ages 13-17 – 54% Male; 46% Female
 - 33% Ages 18-24 – 71% Male; 29% Female
 - 22% Ages 25-34 – 74% Male; 26% Female
 - 14% Ages 35-44 – 74% Male; 26% Female
 - 8.6% Ages 45-54 – 73% Male; 27% Female
 - 7.3% Ages 55-64 – 60% Male; 40% Female
 - 6.3% Ages 65+ - 60%; 40% Female

Social Media – Engagement FY16/17

Marketing and Outreach Update

- 5,638,412 Impressions
- 93,301 Engagements
 - ▣ 76,338 Facebook
 - ▣ 5,137 Twitter
 - ▣ 11,826 Instagram
- 37,135 Facebook and Twitter Link Clicks
- 205,000 Total Facebook Video Views
- 150,148 YouTube Views

Summer Digital Campaign – May 25 – June 30, 2017

Marketing and Outreach Update

❑ Goal

- ❑ Promote Summer Travel on Amtrak San Joaquins with Friends and Family

❑ Methodology

- ❑ Digital Display
- ❑ Pre-Roll Video Ads
- ❑ Optimize campaign multiple times per week to meet performance goals

❑ Audience

- ❑ All Users in Train Markets
- ❑ Select Thruway Cities
 - ❑ Arcata, Chico, San Luis Obispo



Summer Digital Campaign – Digital Display

Marketing and Outreach Update



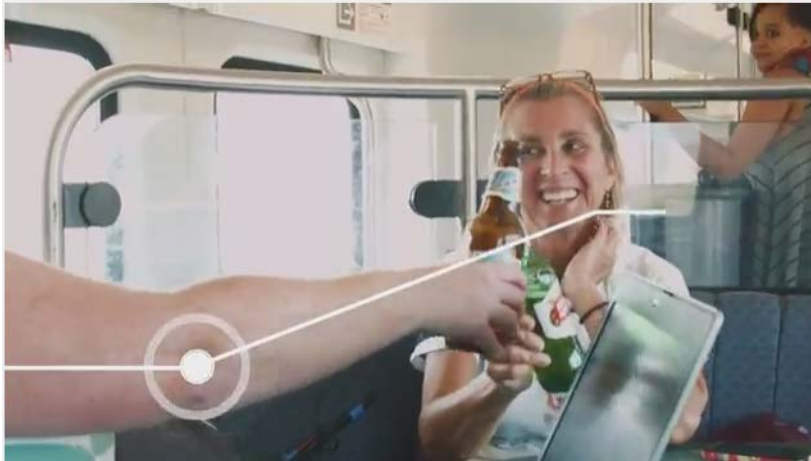
Summer Travel Campaign – Digital Display Data

Marketing and Outreach Update

	Geo	Impressions	Clicks	CTR
	Fresno	517,754	661	.13%
	Stockton	269,713	264	.10%
	East Bay	431,772	390	.09%
	Modesto	268,761	236	.09%
	Bakersfield	325,014	283	.09%
	Sacramento	360,828	311	.09%
Thruway Cities	Chico	131,039	112	.09%
	Arcata	62,078	52	.08%
	SLO	128,439	76	.06%
Display Total		2,495,348	2,385	.10%

Summer Travel Campaign – Pre-Roll

Marketing and Outreach Update



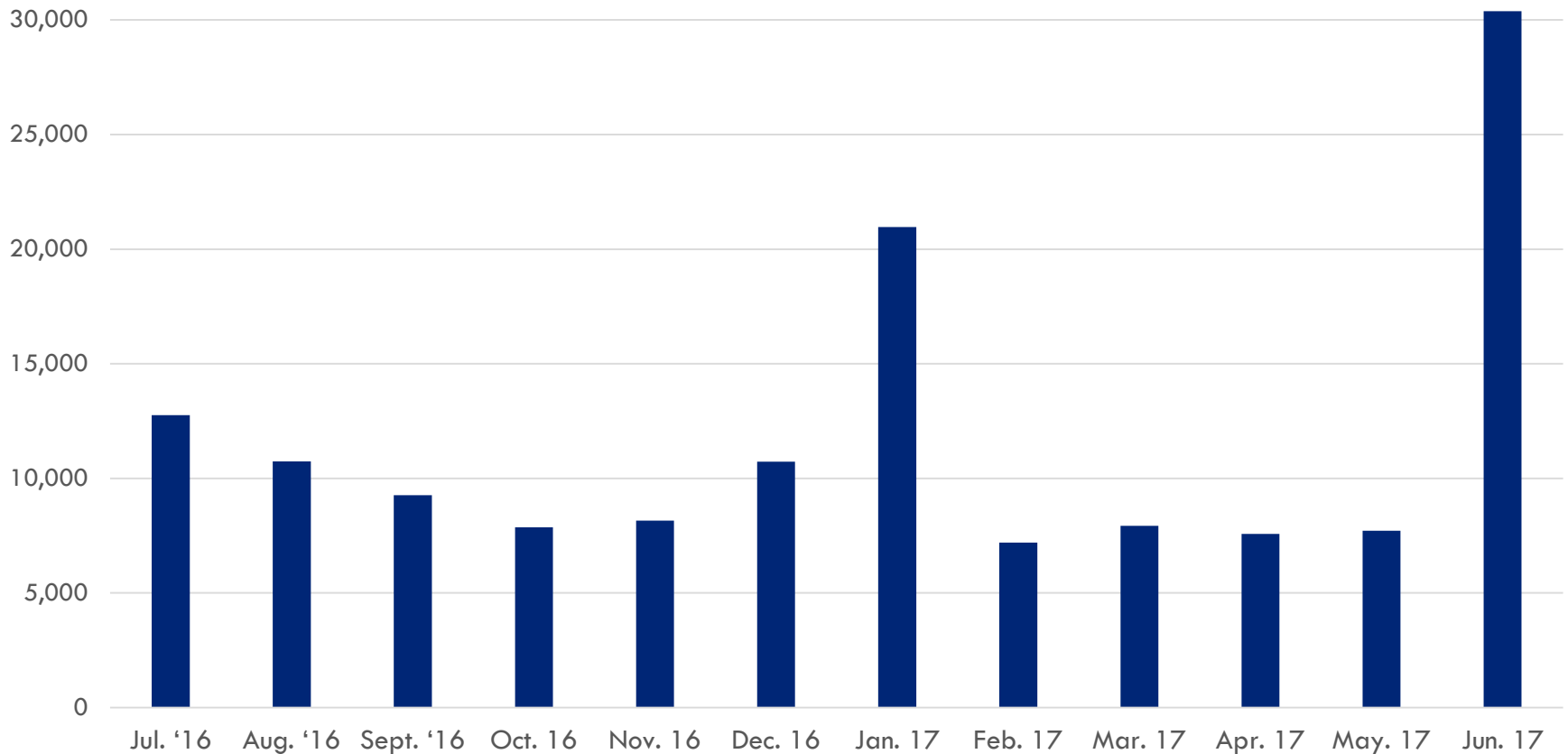
Summer Travel Campaign – Pre-Roll Data

Marketing and Outreach Update

	Geo	Impressions	Clicks	CTR	Completes	Completion Rate
	Bakersfield	67,913	323	.48%	44,030	68.53%
	Modesto	57,356	265	.46%	36,932	68.02%
	Fresno	162,499	737	.45%	103,931	67.34%
	Sacramento	96,629	371	.38%	61,708	67.86%
	Stockton	69,995	234	.33%	46,149	69.94%
	East Bay	121,255	338	.28%	79,726	69.76%
Thruway Cities	Chico	50,122	195	.39%	32,217	68.36%
	SLO	42,663	99	.23%	26,616	66.01
	Arcata	17,787	40	.22%	10,942	66.16%
Pre-Roll Total		686,179	2,602	.38%	442,251	68.00%

AmtrakSanJoaquins.com – Visits

Marketing and Outreach Update



Sacramento Morning Express Advertising RFP

Marketing and Outreach Update

- On July 18, 2017 a Request for Proposal (RFP) was released by SJJPA for Advertising Services related to the launch of Sacramento Morning Express Service
- The RFP has been designed for work to be performed in three phases:
 - ▣ Phase 1: Pre-Campaign Data Gathering and Analysis
 - ▣ Phase 2: Campaign Implementation and Advertising
 - ▣ Phase 3: Post-Campaign Data Gathering and Analysis
- Staff will be prepared with the recommended contractor by the next board meeting (September 22).



San Joaquin Joint Powers Authority

Item 9

Executive Director's Report

Stacey Mortensen



San Joaquin Joint Powers Authority

Item 10

Board Member Comments

Chair Chiesa



San Joaquin Joint Powers Authority

Item 11

Adjournment

Chair Chiesa



San Joaquin

Joint Powers Authority

July 28, 2017 Board Meeting