



# **San Joaquin**

## **Joint Powers Authority**

March 25, 2016 Board Meeting



# San Joaquin Joint Powers Authority

---

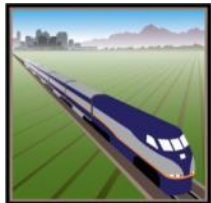
## Item 1

**Call to Order**

**Pledge of Allegiance**

**Roll Call**

**Oath of Office**



## Item 2

### **Consent Calendar**

- 2.1 Approve Minutes from January 29, 2016 Board Meeting
- 2.2 Approve Next Meeting Location/Time (May 27, 2016): Merced Board of Supervisors at 1:30 pm
- 2.3 SJJPA Operating Expense Report



San Joaquin Joint Powers Authority

## Item 3

# Public Comments



# San Joaquin Joint Powers Authority

## Item 4

### **Approve Discount Program Changes for San Joaquin Service.**

Dan Leavitt

# Approve Discount Program Changes

- 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.

# Approve Discount Program Changes

- Low gas prices particularly impact those who would be traveling in a group and could save cost by carpooling.
- 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.

# Approve Discount Program Changes



TRAFFIC FREE. HANDS FREE. STRESS FREE.

[Tickets](#) [Train Status](#) [Route and Schedules](#) [Stations](#) [Connections](#) [Special Offers](#) [On Board](#)

[Subscribe to E-Updates](#)



**FIND FARES  
BUY TICKETS**



**VIEW  
ROUTE MAP**

[Ticket Types](#)

[Train Status](#)


[Schedules](#)

[Special Offers](#)

[Service Alerts](#)

[Group Travel](#)

[News](#)



**NEXT STOP: FRIENDS & FAMILY**  
**1/2 OFF COMPANION FARES EVERYDAY UP TO 6 PEOPLE**



**Record Ridership  
For Super Bowl 50**  
[READ MORE](#)

**Recent News**

CC Rail Mail: St. Patrick's Day Cappy Hour, San Jose Sharks Gameday Deals, Oakland A's Baseball, Friends & Family, Oakland Running Festival

Daylight Savings Time begins on Sunday, 3/13

Your Input Invited on the 2018 California State Rail Plan

[News](#) [About CCJPA](#) [Rail Advocacy](#) [Get On Board Blog](#) [Store](#) [Contact](#) [FAQ](#)



# Approve Discount Program Changes

- “Friends and Family” – 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.

# Approve Discount Program Changes

- 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.
- Also recommending:
  - 15% student discount as opposed to a 10% discount offered on the San Joaquin.
  - Group Discount (20 or more people) at 30% off the full ticket price.
- It should be easy for Amtrak to deploy these program changes for the San Joaquin service.

# Approve Discount Program Changes

## 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).

▪

# Approve Discount Program Changes

## Recommendation:

- 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.



San Joaquin Joint Powers Authority

## Item 5

**Approve a Resolution of the  
Governing Board of the SJJPA  
Adopting the 2016 SJJPA  
Business Plan.**

Dan Leavitt

# Approve 2016 SJJPA Business Plan

- SJJPA must develop and approve a Business Plan to be submitted to the Secretary of 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.
  - Updates portions of the 2015 Business Plan Update which were out-of-date.

# Approve 2016 SJJPA Business Plan

- 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.
- Track-change version of Draft 2016 Business Plan included in Board Briefing Materials.
  - Some key edits were made and the Executive Summary was edited to reflect these changes.

# Approve 2016 SJJPA Business Plan

---

## 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).



# Approve 2016 SJJPA Business Plan

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.

# Approve 2016 SJJPA Business Plan

Chapters 6 (Operating Plan and Strategies) and 15 (Consideration of Other Service Expansion and Enhancements):

- An operations optimization study was (which is part of the Cap & Trade grant application) was highlighted.

# Approve 2016 SJJPA Business Plan

---

## 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.

# Approve 2016 SJJPA Business Plan

## 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 7<sup>th</sup> daily round trip. For FY 2017/18 the San Joaquin operating subsidy is estimated to be \$46.2 million.

# Approve 2016 SJJPA Business Plan

## Chapter 13 (Annual Funding Requirement):

- 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.

# Approve 2016 SJJPA Business Plan

---

## Chapter 13 (Annual Funding Requirement):

- 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.

# Approve 2016 SJJPA Business Plan

## Chapter 13 (Annual Funding Requirement):

- 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
  - 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.

# Approve 2016 SJJPA Business Plan

## 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 7<sup>th</sup> daily round trip selected by SJJPA was the “early morning” schedule.



# Approve 2016 SJJPA Business Plan

---

## 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.

# Approve 2016 SJJPA Business Plan

## 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



San Joaquin Joint Powers Authority

## Item 6

# **Approval of Resolution Authorizing the Executive Director to Submit SJJPA Cap & Trade Application**

Dan Leavitt

# Approval of Resolution for Cap & Trade

- 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.

# Approval of Resolution for Cap & Trade

- It is a goal of this program to provide at least 25 percent of available funding to projects that provide benefits to disadvantaged communities.
- TIRCP has an existing continuous appropriation of approximately \$440 million - \$1.24 billion through 2017/2018 for this program.
- Project applications will be selected through a competitive process based on evaluation criteria outlined in the Program Guidelines.

# Approval of Resolution for Cap & Trade

## 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 8<sup>th</sup> 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.

# Approval of Resolution for Cap & Trade

---

## Optimization Study

- The second phase of work will include development of several deployment and scheduling scenarios, all of which will be modeled for increased utilization of existing rolling stock for both the San Joaquin and Capitol Corridor passenger rail services.

# Approval of Resolution for Cap & Trade

## Capacity Improvement Projects

- The following projects have been identified as potential projects to enable an 8<sup>th</sup> Daily Round Trip Between the Bay Area and SJV:
  - Gregg Double Track
  - Oakley to Port Chicago Segments 2
  - Mid-Corridor Layover Facility
  - Denair Station Second Platform
  - Merced Station Second Platform



# Approval of Resolution for Cap & Trade

## *Capacity Improvement Projects*

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

# Approval of Resolution for Cap & Trade

---

## *Additional Parking*

- Due to the increased ridership, additional parking will be required at various stations throughout the corridor. Currently the following stations appear to be good candidates for parking expansions:
  - Fresno
  - Merced
  - Turlock
  - Modesto
  - Stockton

# Approval of Resolution for Cap & Trade

## 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.

# Approval of Resolution for Cap & Trade

## Equipment

- In order to add the 8<sup>th</sup> Daily Round Trip, additional rolling stock will be required.
  - Currently the San Joaquin Service maintains enough rolling stock to supply seven daily round trips with few spares.
- The purchase of rolling stock as part of this grant application will allow the San Joaquin Service to operate up to eight daily round trips.

# Approval of Resolution for Cap & Trade

---

## Fiscal Impact:

- No Fiscal Impact at this time.
- The TIRCP Program is the only major source of capital funding available to the California Intercity Passenger Rail Program.
- SJJPA must apply in order for San Joaquins to be granted funding.

# Approval of Resolution for Cap & Trade

---

## 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.



San Joaquin Joint Powers Authority

## Item 7

# **Approval of Graphics Design and Printing Services Agreement.**

Dan Leavitt

# Approval of Graphics Design & Printing Services

- Staff released Request for Proposals (RFPs) for this work on January 7, 2016.
- The SJJPA received seven responsive proposals for the Bay Area Region 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 held on March 10, 2016.



# Approval of Graphics Design & Printing Services

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. Michael Beener Designs technical proposal was included in the briefing materials.

# Approval of Graphics Design & Printing Services

## Fiscal Impact:

- As established in the approved SJJPA Graphics Design and Printing Services, 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.

# Approval of Graphics Design & Printing Services

## 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, 2018, and Authorizing and Directing the Executive Director to Execute the Agreement.



San Joaquin Joint Powers Authority

## Item 8

# **Approval for Marketing and Outreach Agreement for Central San Joaquin Valley Region**

Dan Leavitt

# Approval of Outreach Agreement for Central SJV

- Staff released Request for Proposals (RFPs) for this work on February 2, 2016.
- The SJJPA received nine responsive proposals for the Bay Area 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 held on March 9, 2016.

# Approval of Outreach Agreement for Central SJV

The top-ranked proposers were:

- Jeffrey Scott Agency (JSA)
  - JP Marketing
  - Providence Strategic Consulting, Inc. (PSCI)
  - The Rios Company
  - Southwest Strategies
  - VSCE Inc.
- 
- JSAs' proposal received the highest score from the SJJPA staff evaluation team. JSAs' technical proposal was included in the briefing materials.

# Approval of Outreach Agreement for Central SJV

## 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.

# Approval of Outreach Agreement for Central SJV

## 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.





## Item 9

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

Dan Leavitt

Anne Staines, Sagent Marketing

# Approval of Branding for San Joaquin Service

- The 7<sup>th</sup> 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 7<sup>th</sup> daily round trip, grassroots marketing, social media and Amtrak San Joaquin webpage.

# Approval of Branding for San Joaquin Service

- Amtrak suggested to SJJPA staff the benefits of using “Amtrak” as a key part of the branding for the San Joaquin service.
  - 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 logo enables the SJJPA to take advantage of the national advertising campaigns done by Amtrak in promoting the San Joaquins.

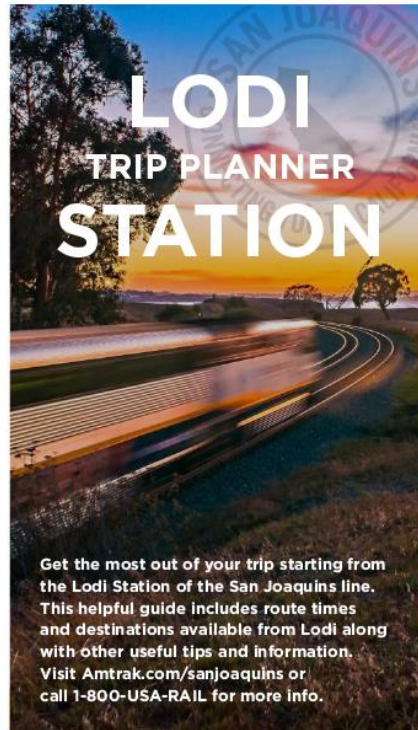
# Approval of Branding for San Joaquin Service

- 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).
  - “San Joaquins” can much more clearly be identified with the actual rail service.

# Approval of Branding for San Joaquin Service

PRIMARY LOGO

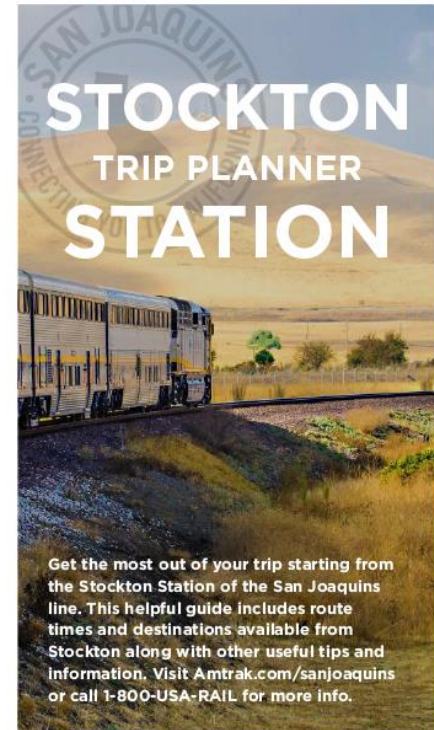
TRIP PLANNER



TRIP PLANNERS  
ARE AVAILABLE FOR:  
Sacramento, CA  
Stockton, CA / ACE Station  
Oakland, CA / Jack London Square  
Richmond, CA  
Stockton, CA / San Joaquin Street Station  
Merced, CA  
Fresno, CA  
Bakersfield, CA



TRIP PLANNERS  
ARE AVAILABLE FOR:  
Sacramento, CA  
Stockton, CA / ACE Station  
Oakland, CA / Jack London Square  
Richmond, CA  
Stockton, CA / San Joaquin Street Station  
Merced, CA  
Fresno, CA  
Bakersfield, CA



TRIP PLANNERS  
ARE AVAILABLE FOR:  
Sacramento, CA  
Stockton, CA / ACE Station  
Oakland, CA / Jack London Square  
Richmond, CA  
Stockton, CA / San Joaquin Street Station  
Merced, CA  
Fresno, CA  
Bakersfield, CA

# Approval of Branding for San Joaquin Service

## TSHIRT OPTIONS





# Approval of Branding for San Joaquin Service

SECOND OPTION



# Approval of Branding for San Joaquin Service

## Fiscal Impact

- The approval of the Branding is necessary for advertising, and outreach to promote the 7<sup>th</sup> daily round trip which is expected to be deployed by May, 2016.

## Recommendation:

- Approve Branding for San Joaquins



# San Joaquin Joint Power Authority:

## San Joaquin Line 2016 Media Campaign Board Presentation

Presented March 25, 2016



# Target Audiences:

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

## Media Budget: \$362,493

- Maximizes efficiency to reach our target audiences
- Bonus media value
- Analytics to measure results

## Timing:

Media will run approx. 4 months

# Media Mix:

## 1. Radio Traffic Report sponsorships

- 15-second messages in English and Spanish
- Central Valley (Bakersfield, Visalia/Tulare, Fresno, Merced, Modesto, Stockton)
- Over 11,400 spots
- Over 34 million impressions
- Reaches 42.7% of SJPA audience; 31.4 times on average

## 2. Pandora

- 30-second audio spots + Web banners
- Targets English & Spanish speakers, African Americans, Business travelers
- Geo-targets San Joaquin route/stations
- Delivers over 7.4 million targeted impressions

# Media Mix continued:

## 3. Digital ads:

Targeted by: demographics, geography, behavior, search history

Delivers 6.2 million targeted impressions

Includes:

- **Search ads** targeting those who searched relevant key words
  - Searches on mobile and desktop
  - Key words: Travel-related, Destinations, Other transportation options
- **Behaviorally targeted** video pre-roll and display ads
  - English, Spanish, Russian, Hmong, Tagalog
- **Retargeting**
  - Banner ads served to SJJPA's website visitors

# Media Mix continued:

## 4. Facebook promoted posts

## 5. Newspaper ads:

Targets seniors, business travelers, Spanish speakers

- Bakersfield Californian
- Fresno Bee
- Vida en la Valle
- Merced Sun Star
- Central Valley Business Journal

## Bonus Media:

- More than 44% donated media delivered
- = More than \$523,000 in total media value.



San Joaquin Joint Powers Authority

## Item 10

# **Approve a Resolution of the Governing Board of the SJJPA Adopting the SJVRC Travel Reimbursement Policy**

Daniel Krause



# Approve SJVRC Travel Reimbursement Policy

- The SJVRC which is managed by the SJJPA, will hold in-person meetings at least twice a year at the SJJPA offices (Stockton).
- The first meeting was held Friday, March 11<sup>th</sup>. Turn out was great and we received great feed back at the meeting and in several follow-up communications.



# Approve SJVRC Travel Reimbursement Policy

---

- Most SJVRC Members will likely not be able to seek reimbursement for travel expenses to attend meetings from employers.
- Given the large geographic area of the San Joaquin Corridor, travel expenses can be significant.

# Approve SJVRC Travel Reimbursement Policy

- The SJJPA Board directed staff at their January 29, 2016 board meeting to create a travel reimbursement policy for SJVRC members.
- SJJPA staff developed a policy that is based on travel to the meetings via the San Joaquins.
- 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.

# Approve SJVRC Travel Reimbursement Policy

## Fiscal Impact:

- Approval of the policy could lead to a maximum expense of \$1,561 per meeting at current reimbursement levels.
  - 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.

# Approve SJVRC Travel Reimbursement Policy



## 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.



San Joaquin Joint Powers Authority

## Item 11

# **Approve SJJPA Comment Letter on CHSRA Draft 2016 Business Plan**

Dan Leavitt

# Approve Comment Letter on CHSRA Draft BP

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

# Approve Comment Letter on CHSRA Draft BP

- The CHSRA Draft 2016 Business Plan presents a significant change for where high-speed rail (HSR) service will be initiated.
  - 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.



# Approve Comment Letter on CHSRA Draft BP

## Key Points from Draft Letter:

- 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.

# Approve Comment Letter on CHSRA Draft BP

## Key Points from Draft Letter:

- SJJPA 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.

# Approve Comment Letter on CHSRA Draft BP

## Key Points from Draft Letter:

- 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.

# Approve Comment Letter on CHSRA Draft BP

## 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.

# Approve Comment Letter on CHSRA Draft BP

---

## Recommendation:

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



San Joaquin Joint Powers Authority

## Item 12

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

Stacey Mortensen

# 7<sup>th</sup> Daily Round Trip Schedule

## □ Early Morning Schedule

Train 709

Departs:

Bakersfield	4:00 am
Wasco	4:26 am
Corcoran	4:59 am
Hanford	5:18 am
Fresno	5:53 am
Madera	6:18 am
Merced	6:51 am
Denair	7:13 am
Modesto	7:26 am
Stockton	8:03 am
Antioch-Pittsburg	8:31 am
Martinez	8:57 am
Richmond	9:22 am
Emeryville	9:41 am
Oakland	9:53 am

Train 708

Departs:

Oakland	3:55 pm
Emeryville	4:05 pm
Richmond	4:14 pm
Martinez	4:44 pm
Antioch-Pittsburg	5:04 pm
Stockton	5:39 pm
Modesto	6:09 pm
Denair	6:24 pm
Merced	6:58 pm
Madera	7:28 pm
Fresno	8:03 pm
Hanford	8:38 pm
Corcoran	8:54 pm
Wasco	9:27 pm
Bakersfield	10:04 pm



San Joaquin Joint Powers Authority

## Item 13

# San Joaquin Operations Update

- **Positive Train Control (PTC)**
- **Ridership, On-Time Performance & Train Delay Information**

Brian Schmidt



# Positive Train Control

- Positive Train Control:
  - Amtrak is on schedule to have on-board PTC equipment installed by mid-2016 and begin static testing of the equipment.
  - BNSF and UPRR are schedules are to validate the track configuration portion of PTC in 2016.

# San Joaquin Operations Update

- Main Reasons for Train Delays for January 1, 2016 through March 19, 2016

- Initial Terminal Delays - 11

- Decrease in delays of 58% from prior Quarter

## Mechanical Delays (Trains)

Ave Delay – minutes

- January - 4 - 36%
- February - 7 - 63%
- March - 1 - 1%

# San Joaquin Operations Update

- Delays for January 1, 2016 through March 19, 2016

- Late Bus Connections - 48
  - Delays down 46% over prior Quarter

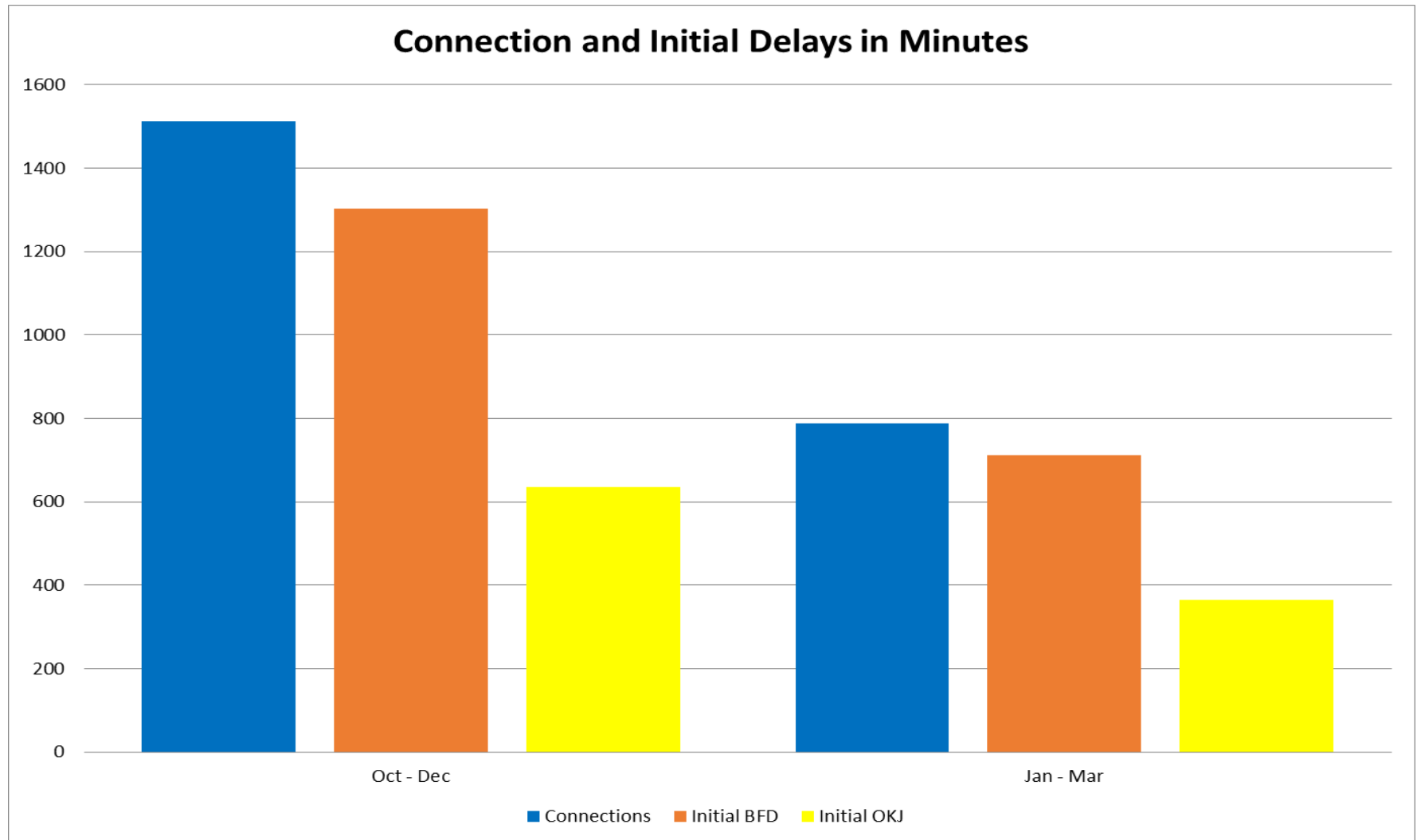
Bakersfield - 27 – 57%

Ave. Delay – 14 minutes

## In Route Delays

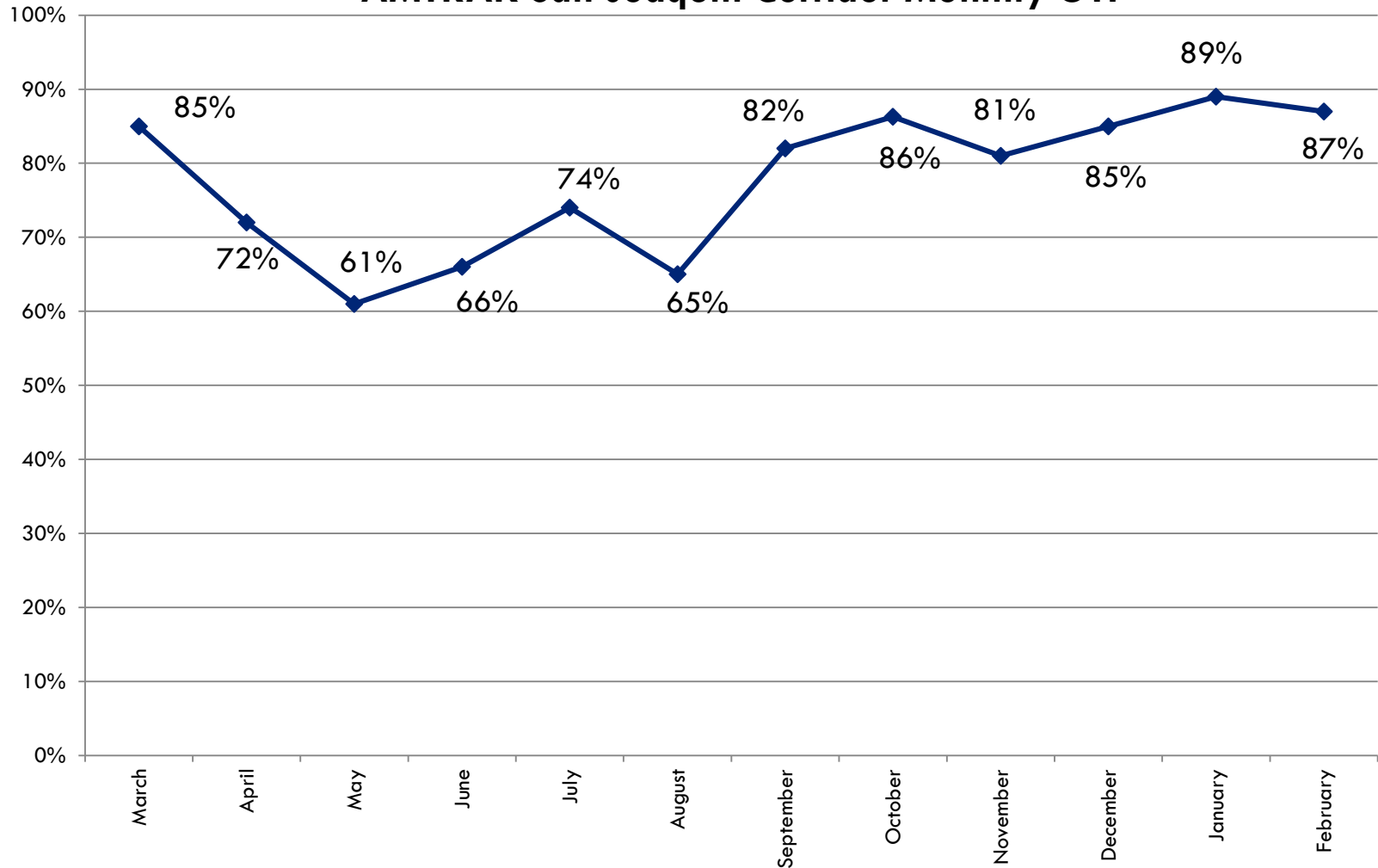
- Stockton & Martinez - 16 – 33%
- Emeryville - 3 – 6%
- Other Central Valley - 2 – 4%

# San Joaquin Operations Update



# San Joaquin On Time Performance

**AMTRAK San Joaquin Corridor Monthly OTP**



# San Joaquin On Time Performance

- San Joaquin OTP Oct. 1, 2015 thru March 21, 2016
  - Trains Operated - 2,075
  - Trains On-Time - 1,759
  - Trains Late - 316
  - FY Year OTP - 84.8%
  - Mar. OTP - 77.5%

# FY 2016 Ridership

- Oct. through Feb. Ridership vs. Projected

	FY16	Projected	% Diff
San Joaquin	454,749	477,538	-4.8
Capitol Corridor	627,920	594,486	+5.6
Pacific Surfliner	1,113,020	1,077,026	+3.3



San Joaquin Joint Powers Authority

## **Item 14**

# **Update from Sacramento Region Marketing and Outreach Team**

Dan Leavitt

Alison MacLeod, KP Public Affairs



# Update from Sacramento Region Marketing Team

- 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.

# A Team Approach to Meet SJJPA's Goals

SJJPA has the opportunity to **position its rail service as the best transportation option, grow its visibility and increase ridership numbers.**

To do this, SJJPA needs a program that will:

- 1) Share information with potential riders from different backgrounds
- 2) Create a network of strategic messengers and partnerships
- 3) Increase the visibility of rail service in the media

Our team will bring you **exceptional expertise** in grassroots outreach and public relations and will create meaningful connections with your key audiences in Sacramento and the Northern California region.

**KP**  
**PUBLIC**  
**AFFAIRS**



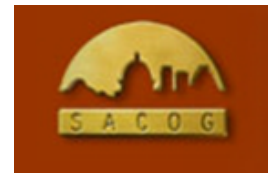
**IMPRENTA**  
COMMUNICATIONS GROUP

# Here's What We Will Do For You

- ✧ Design **persuasive messages**
- ✧ Raise the **visibility** of SJJPA rail services
- ✧ Enlist partners and **third party messengers**
- ✧ Amplify messages through **media and online platforms**
- ✧ Implement **sustained communication** program

# Stakeholder Outreach

- ☞ Reinforce your existing supporter base
- ☞ Reach new audiences through business, hotel, tourism interests
- ☞ Establish partnerships
- ☞ Implement tailored communications



# Focus on Minority Audiences

- ✂ Develop a dedicated media relations campaign for Spanish-speaking outlets
- ✂ Work with third party validators who are credible in minority communities
- ✂ Educate and engage local community based organizations (CBOs) and faith based organizations (FBOs)
- ✂ Ensure key messages are conveyed appropriately in culturally and linguistically relevant collateral materials

# Earned Media Outreach

- Share background information with reporters
- Pitch stories about new developments, service changes, promotions, etc.
- Identify news hooks and create editorial calendar
- Respond to inquiries

Mainstream Newspapers	Ethnic Outlets	Broadcast – TV/Radio	Community Papers
			

# Print, Social and Online Communications

- ✎ Suggest social media content
- ✎ Provide feedback/material for new website
- ✎ Draft content for stakeholder outreach
- ✎ Craft materials as needed for third party messengers

*Tell the SJJPA story*

*Share news*

*Enlist followers*

*Create connections with stakeholders*

*Put a face on rail ridership*

*Bring events to life*

# Early Outreach and Activity

## ☞ Content development :

- Materials and messaging
- Information for Amtrak website on Sacramento destinations and events

## ☞ Development of stakeholder database:

- Business groups
- Local officials
- Local universities and colleges
- Transportation and environmental advocacy groups
- Hotels and tourism interests
- Minority and community organizations
- Media contacts

## ☞ Research on area events

- Opportunities for tabling and promotion



# Early Feedback and Engagement

## Our pitch in meetings:

- Rail as a great alternative mode of transportation
- The train travel “experience” – amenities and enjoyment
- A great way to get from Sacramento to destinations throughout the Valley, into SoCal, Vegas, and many other thruway bus connection

## Secured opportunities:

- Newsletter content
- Promotion via social media
- Display opportunities (window and brochure)
- Invitations to events
- Cross promotion discounts
- Swap sponsorship



# Thank You!

- ✪ We're confident that our strategic, team-based approach will promote awareness and excitement about San Joaquin rail service to encourage increased ridership.

Questions?



# San Joaquin Joint Powers Authority

## Item 15

# **Administrative Matters or Announcements**

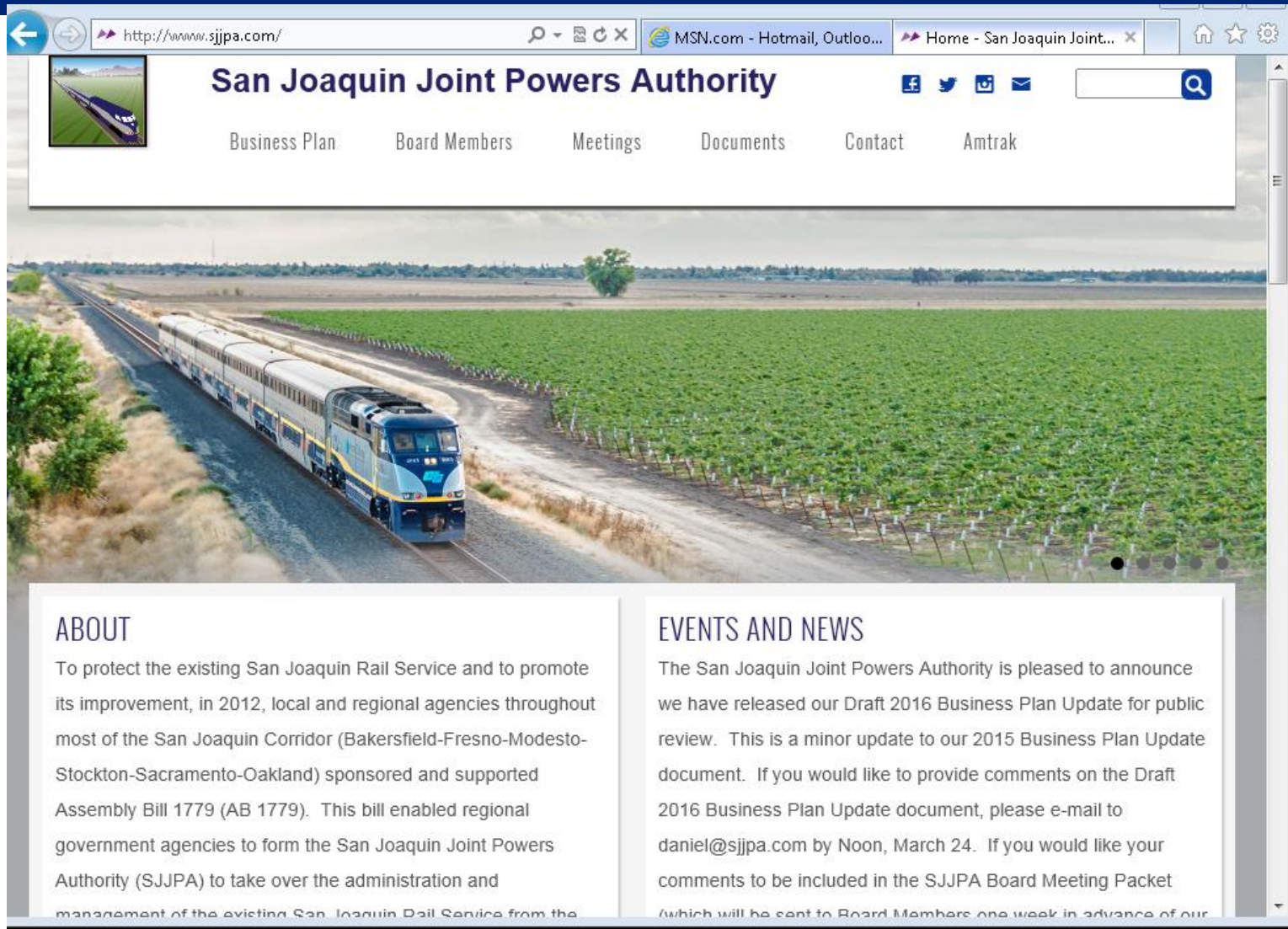
- **Correspondence**

Stacey Mortensen

# Correspondence

- The SJJPA website has been completed and is now completely separated from the ACErail website. The SJJPA website is at: [www.sjjpa.com](http://www.sjjpa.com).
- 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.

# Correspondence



The screenshot shows a web browser window with the address bar displaying <http://www.sjpa.com/>. The browser's tab bar shows three tabs: "MSN.com - Hotmail, Outloo...", "Home - San Joaquin Joint...", and a third partially visible tab. The website header features a small image of a train on the left, the title "San Joaquin Joint Powers Authority" in the center, and a navigation menu on the right with links for "Business Plan", "Board Members", "Meetings", "Documents", "Contact", and "Amtrak". Social media icons for Facebook, Twitter, LinkedIn, and Email are also present. A search bar is located to the right of the navigation menu. The main content area is dominated by a large photograph of a blue and white Amtrak train traveling through a green agricultural field. Below the photograph, the page is divided into two columns. The left column is titled "ABOUT" and contains text about the authority's formation in 2012. The right column is titled "EVENTS AND NEWS" and contains text about a draft 2016 Business Plan Update for public review.

<http://www.sjpa.com/>

MSN.com - Hotmail, Outloo... Home - San Joaquin Joint...

**San Joaquin Joint Powers Authority**

Business Plan Board Members Meetings Documents Contact Amtrak

**ABOUT**

To protect the existing San Joaquin Rail Service and to promote its improvement, in 2012, 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 Rail Service from the

**EVENTS AND NEWS**


The San Joaquin Joint Powers Authority is pleased to announce we have released our Draft 2016 Business Plan Update for public review. This is a minor update to our 2015 Business Plan Update document. If you would like to provide comments on the Draft 2016 Business Plan Update document, please e-mail to [daniel@sjpa.com](mailto:daniel@sjpa.com) by Noon, March 24. If you would like your comments to be included in the SJJPA Board Meeting Packet (which will be sent to Board Members one week in advance of our

# Correspondence

- SJJPA now has social media accounts on Facebook, Twitter, Instagram, and YouTube.
  - These sites will be updated with approved branding.
- These accounts will be used as a key component of the marketing campaign for the 7<sup>th</sup> 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.



# SJIPA Facebook Page



**Amtrak San Joaquin**  
Transportation Service

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

[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More](#)

70 people like this  
Ace Train and 2 other friends

5.0 of 5 stars · 2 reviews  
See Lee reviewed this

[Invite friends to like this Page](#)

**ABOUT**

Amtrak-Stockton  
Downtown-ACE Stn

949 E Channel St  
Stockton, California

(800) 411-7845


[Ask for Amtrak San Joaquin's hours](#)

[Status](#) [Photo / Video](#)

Write something on this Page...

**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




[Create Page](#)

Recent  
2016

Sponsored



Download this guide today  
[www.GovDelivery.com](http://www.GovDelivery.com)  
Learn to design your emails better to increase open rates & more!


 Get a DEAL on GREEN this St. Patrick's Day!  
**15% OFF** all GREEN items


**Jelly Belly Candy Company**  
[www.jellybelly.com](http://www.jellybelly.com)  
Celebrate St. Patrick's Day with 15% Off all Green Jelly Belly Candy. Ends 3/17/16.

# SJIPA Twitter Page

The screenshot shows the Twitter profile of the San Joaquin Train (@SanJoaquinTrain). The header includes navigation links for Home, Moments, Notifications, and Messages, along with a search bar and a Tweet button. The profile picture is a blue and white Amtrak California train engine. The bio identifies the account as the San Joaquin Train, joined in January 2010, with links to photos and videos. The main content area displays three tweets from March 4th, each featuring a video of the train and a link to a YouTube video. The right sidebar shows 'Your Tweet activity' with 2,650 impressions and a 'Who to follow' section with recommendations like Stockton Kiwanis, #Comfy Season 1/4, and Haggin Museum.

Home Moments Notifications Messages Search Twitter Tweet







**San Joaquin Train**  
@SanJoaquinTrain  
Joined January 2010  
Photos and videos

TWEETS 8 FOLLOWERS 734 LIKES 3 Edit profile

Tweets Tweets & replies Photos & videos


 San Joaquin Train @SanJoaquinTrain · Mar 4  
Amtrak San Joaquin / Cabral Station Grand Entrance:  
[youtu.be/bHvY1R6d-qc?a](https://youtu.be/bHvY1R6d-qc?a) via @YouTube  
View media


 San Joaquin Train @SanJoaquinTrain · Mar 4  
Amtrak San Joaquin / Cabral Station Platform:  
[youtu.be/bCYaH7M7vso?a](https://youtu.be/bCYaH7M7vso?a) via @YouTube  
View media


 San Joaquin Train @SanJoaquinTrain · Mar 1  
visitor.r20.constantcontact.com/d.jsp?llr=ynlr... Stay in touch with us!  
1 1  
You Retweeted  
Ride Downtown 946 @RideDowntown946 · Mar 1

Your Tweet activity  
Your Tweets earned 2,650 impressions over the last 28 days  
View your top Tweets

Who to follow · Refresh · View all

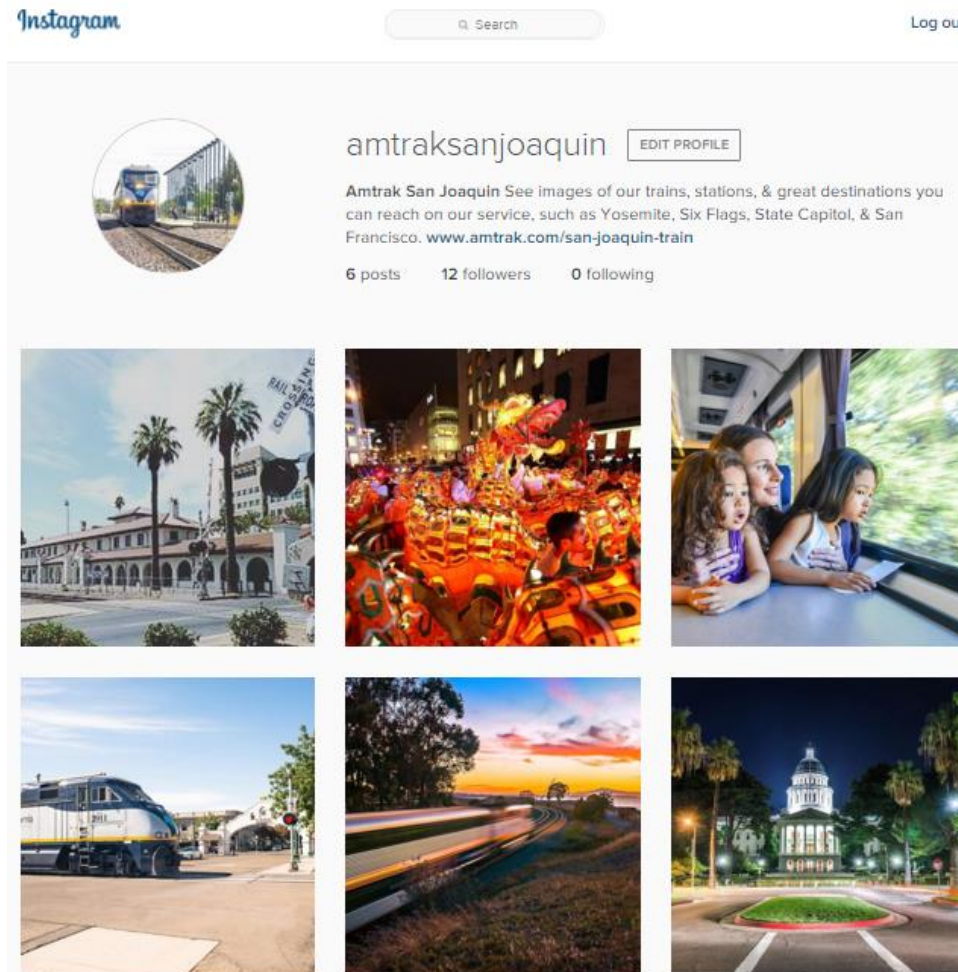
 Stockton Kiwanis @Stockto...  
Followed by supportstocktonpd  
Follow

 #Comfy Season 1/4 @Real...  
Follow

 Haggin Museum @Suziatth...  
Followed by supportstocktonpd



# SJJPA Instagram Page



# SJJPB YouTube Page



Upload

Sign in



## Amtrak San Joaquin

Subscribe 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

# Correspondence

- E-mails were received from Ms. Jacoby and Mr. Spitze (March 8, 2016).
- Ms. Jacoby is a frequent San Joaquin rider. She didn't understand the new parking policy and is concerned about impacts from Greyhound at the station.
- Mr. Spitze takes the San Joaquin #712 from Richmond to Fresno. He has submitted numerous e-mails opposing the use of the COMET cars. He has issue with "the steep stairs, the manual doors ... both between the cars and the entrance/exit doors".



# San Joaquin Joint Powers Authority

## Item 16

## **Board Members Comments**



# San Joaquin Photo



# San Joaquin Photo





# San Joaquin Joint Powers Authority

## Item 17

# Adjournment



# **San Joaquin**

## **Joint Powers Authority**

March 25, 2016 Board Meeting