



San Joaquin

Joint Powers Authority

May 25, 2018 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 March 23, 2018 Board Meeting
- 2.2 Next Board Meeting Location (July 27, 2018 Meeting) – Sacramento
- 2.3 SJJPA Operating Expense Report
- 2.4 San Joaquins Operations Update
- 2.5 Administrative Items



San Joaquin Joint Powers Authority

Item 3

Public Comments



San Joaquin Joint Powers Authority

Item 4

**Presentation by Tulare County
Association of Governments
(TCAG) on the Cross Valley
Corridor Plan Report**

Ben Kimball / Paul Herman

SJIPA Board Meeting

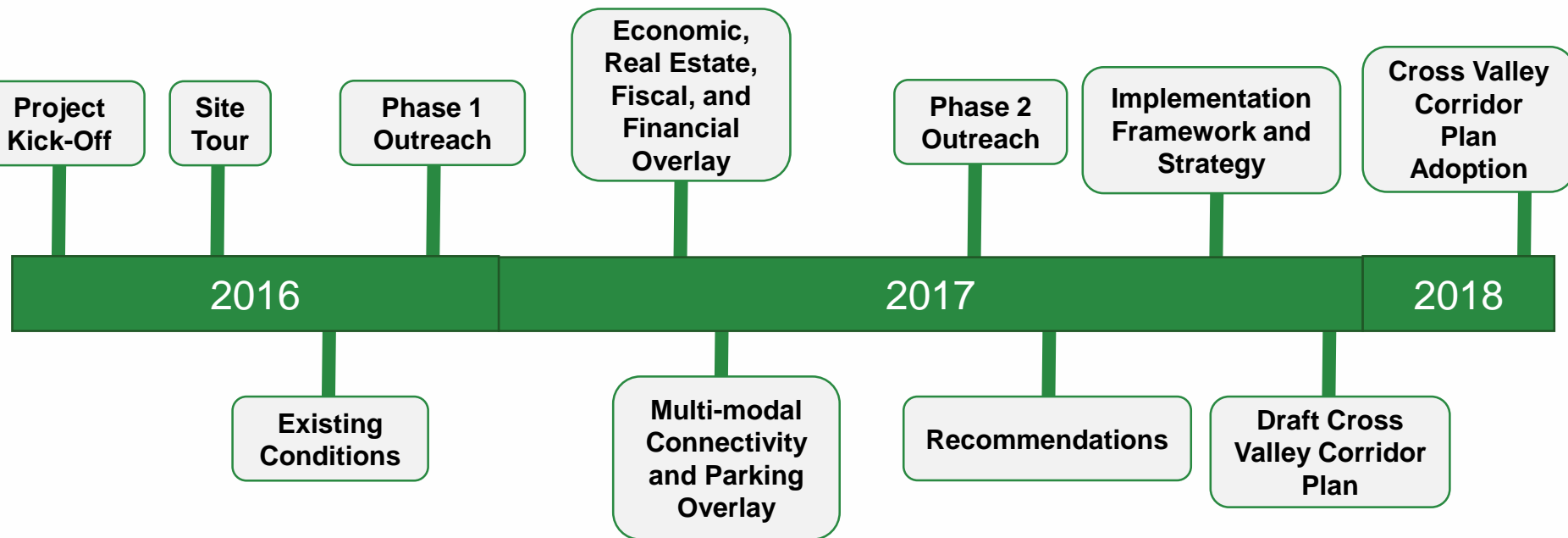
Friday, May 25, 2018



CROSS VALLEY CORRIDOR PLAN



Project Timeline



Project Purpose



In cooperation with the Kings County Association of Governments (KCAG), the Tulare County Association of Governments (TCAG) initiated the Cross Valley Corridor Plan (Plan) in 2016 to study connectivity and mobility improvements in the Central San Joaquin Valley.

The project aims to increase transit service efficiency, enable communities and cities in the CVC to promote developments that support transit usage, encourage revitalization and economic development, and facilitate growth in support of the HSR investment.

Cross Valley Corridor



Cross Valley Corridor Plan

Vision



As developed through stakeholder and public input, the Vision for the project study is to:

“Promote a safe, affordable, and efficient system that increases transportation options while utilizing existing infrastructure, enhances the environment and livability of the region, and promotes economic development through a well-integrated corridor.”

Existing Conditions



- The Corridor Cities and Communities
- History
- Railroad Infrastructure Conditions
- Transit Services
- Land Uses
- Traffic Conditions
- Demographics and Economic Trends
- Current Plans and Policies
- Future Access to High-Speed Rail



California High-Speed Rail

- Central Valley civil construction completion in 2022
- Track and systems in the Central Valley segment are funded
- Earliest operations potentially in 2027 of 2 segments:
 1. Madera to Bakersfield
 2. San Francisco to Gilroy

EXHIBIT 2.1 SILICON VALLEY TO CENTRAL VALLEY



Economic Analysis



99% of the region's office real estate is located in cities along the Cross Valley Corridor



96% of the region's retail real estate is located in cities along the Cross Valley Corridor



92% of the region's industrial real estate is located in cities along the Cross Valley Corridor

- Regional Economic Impacts
- Case Studies of Existing and Proposed Rail Transit Services
- Transit-Oriented Development and Tools for Incentivizing TOD
- Financing and Phasing Best Practices
 - State and Federal Sources
 - Value Capture
 - Local Sources Requiring City-wide Voter Approval

Multi-Modal and Circulation



- Complete Streets Analysis
- Parking Management
- Future Needs and Improvements
- Mode Alternative Considerations



Bus Rapid Transit



Light Rail Transit



Heavy Rail



**Diesel Multiple
Unit**



Commuter Rail

Community Involvement



- Community Engagement Plan
- Work Planning Team Meetings
- Stakeholder Meetings
- Phase I – November/December 2016
 - More than half of all workshop attendees were in favor of connecting the Valley cities from Huron to Porterville via a rail transit line on the existing route. Other attendees were unsure of connecting the Valley cities until they know what the costs and benefits are.
- Phase II – September 2017
 - 71% of the respondents liked the proposed rail station area plan(s) depicted at the event where they participated.



Recommendations

- **Common Station Area Planning Strategies**
 - Right-of-Way and Site Protection
 - Land Use
 - Multi-Modal, Parking Policy, and Circulation
 - Public Space
 - Urban Design
 - Public Outreach
 - Economic Development
 - Sustainability
- **Station Area Plans and Station Conceptual Layouts for each of the 9 Station Cities**

Station Cities

Huron
Lemoore
NAS Lemoore
Hanford
Visalia
Exeter
Farmersville
Lindsay
Porterville

Off-Corridor Transit

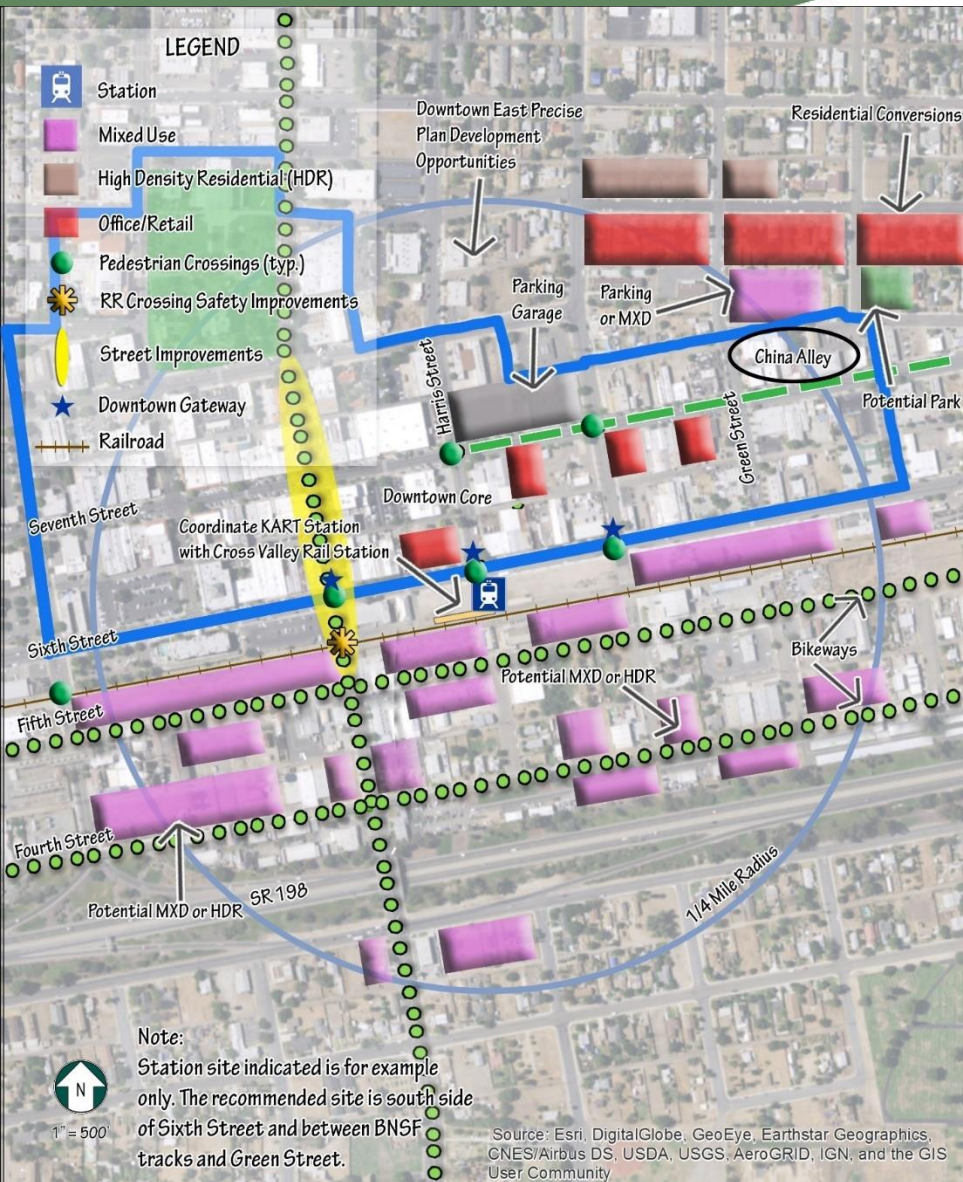
Centers

Dinuba
Woodlake
Tulare

Future Station Cities

Armona
Goshen
Strathmore

Hanford Station Area Plan

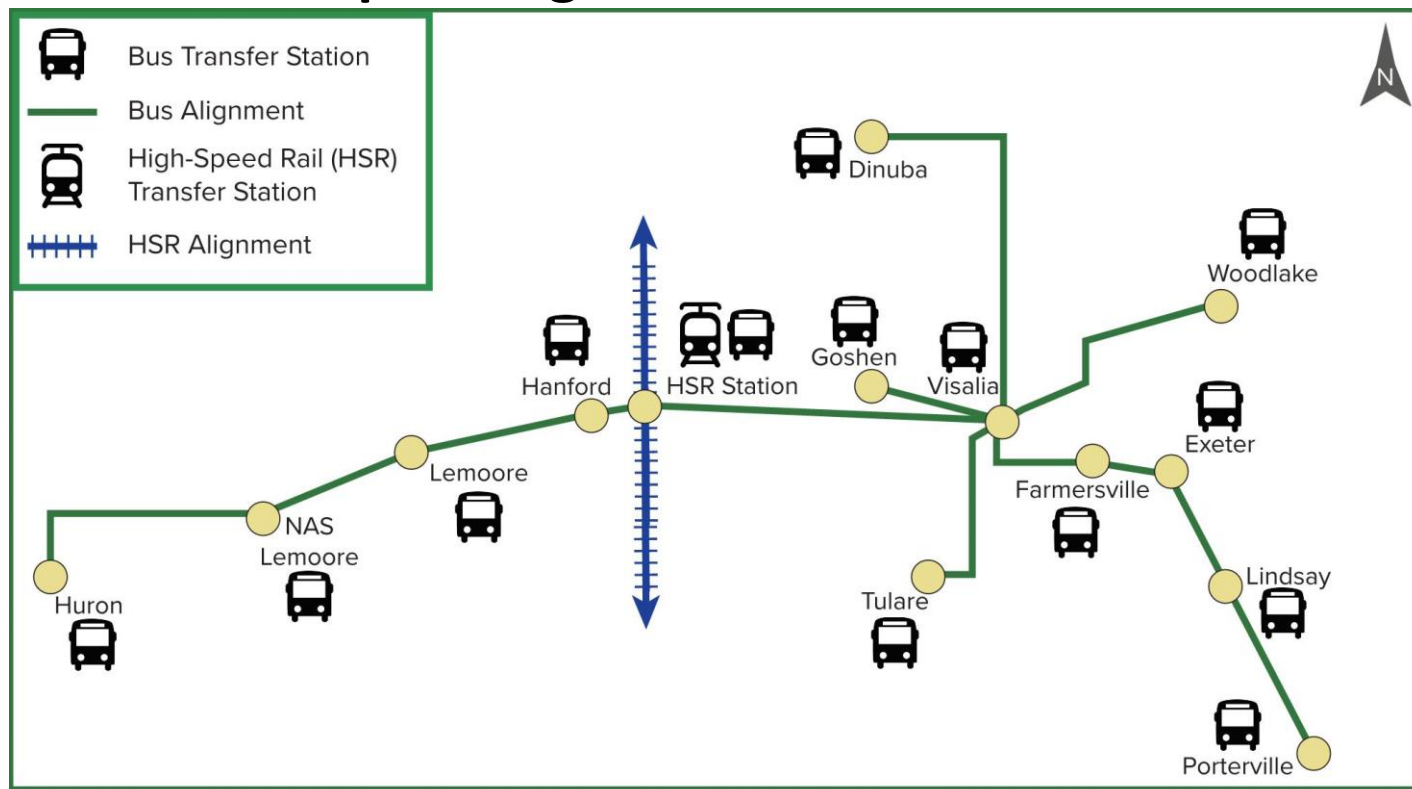


Lemoore Station Conceptual Plan



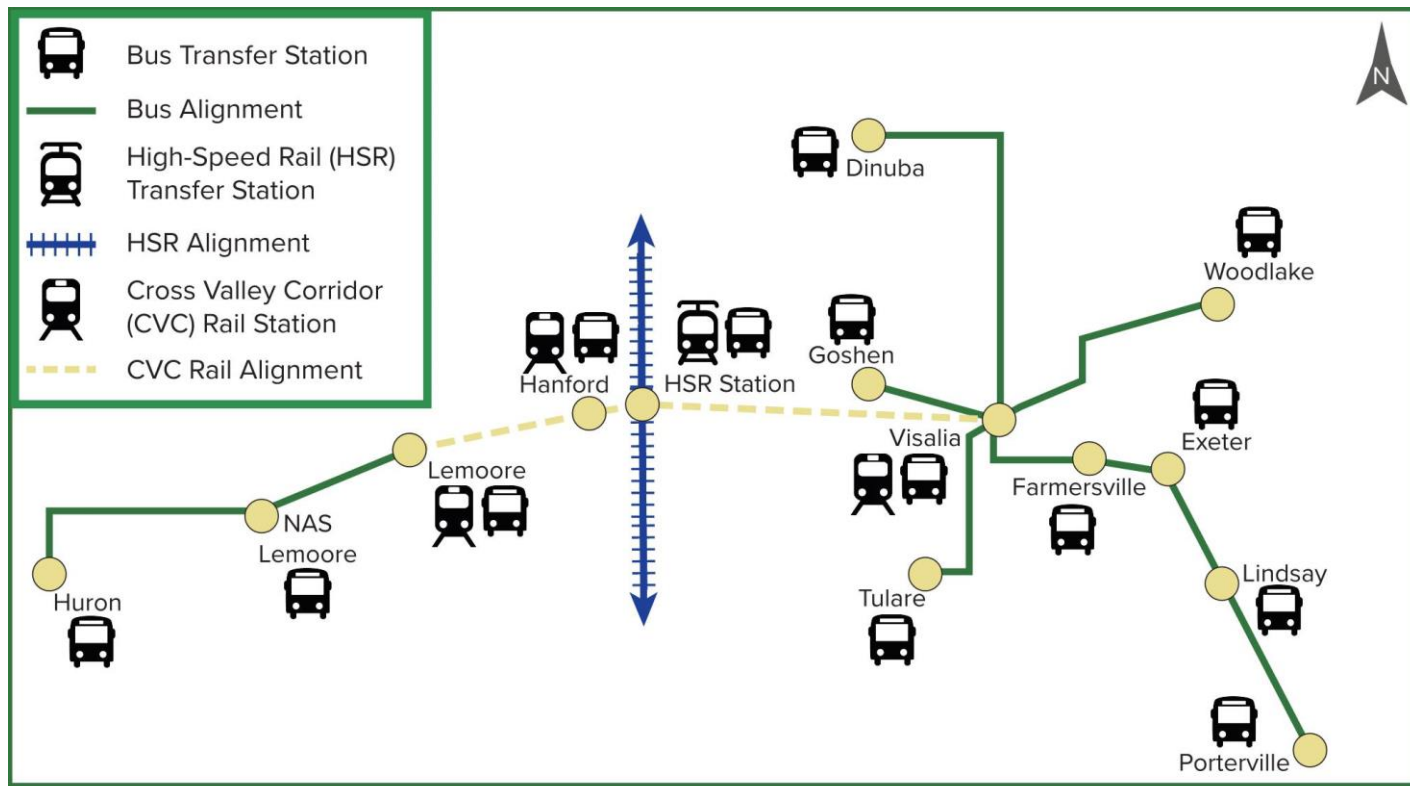
Implementation Plan

Short-Term Phase 1 (2018-2028): Coordinated Bus Service
Capital Cost Estimate: \$8.4M - \$12M
Annual Operating Cost Estimate: \$5M



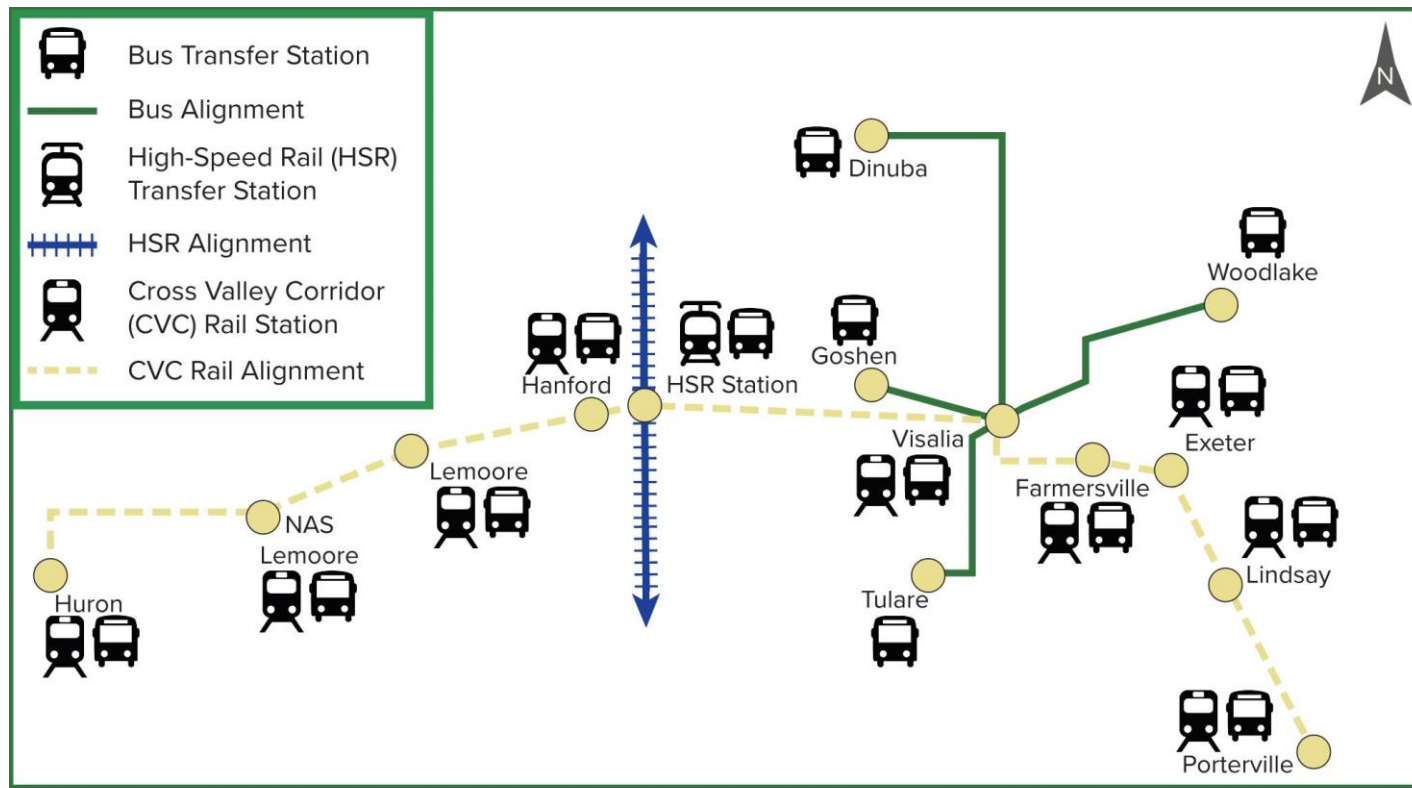
Implementation Plan

Mid-Term Phase 2 (2028-2038): Initial DMU Segment
Capital Cost Estimate: \$162M - \$225M
Annual Operating Cost Estimate: \$16M



Implementation Plan

Long-Term Phase 3 (2038 and later): Full Build Out
Capital Cost Estimate: \$179M - \$252M
Annual Operating Cost Estimate: \$20M



Next Steps

- **Public Review Period – 30 Days**
- **Plan Adoption by TCAG**



SJIPA Board Meeting

Friday, May 25, 2018



CROSS VALLEY CORRIDOR PLAN





San Joaquin Joint Powers Authority

Item 5

Presentation on Safety and Security Initiatives and Updates

Steve Walker

First Responder Training



California Operation Lifesaver Merced County





San Joaquin Joint Powers Authority

Item 6

Presentation by California Operation Lifesaver

Nancy Sheehan-McCulloh

California Operation Lifesaver



A non-profit safety education and awareness program dedicated to ending collisions, fatalities and injuries at highway-rail grade crossings and on railroad rights of way

Nancy Sheehan, Executive Director

nsheehan@operationlifesaver.org

530-832-0683



THANK YOU SJJPA AND SJRRC

Thank you SJJPA for the opportunity to speak today

California Operation Lifesaver greatly appreciates the SJJPA and the SJRRC partnership and their support of our joint efforts to raise rail safety awareness and save lives



WHY THE NEED?

Raising Rail Safety Awareness – providing Rail Safety Education is Critical in California

- **California ranks Number 1 in Trespass Casualties**
- **California ranks Number 2 in Grade Crossing Incidents**
- **California ranks Number 1 in Fatalities in both Trespass and Grade Cross**



California Safety Education Results

Past 4 Years California Operation Lifesaver volunteer outreach:
4893 Presentations participating in City, County,
Special Events statewide

Combined educational presentations and events
reached **505,054 Californians**

In 2017, **over 16 million people in California** were
personally exposed to the California Operation Lifesaver
Rail Safety message via:

- Digital Advertising Campaign
- TV PSA Campaign



2017 CAOL GEO-FENCING DIGITAL AD CAMPAIGNS

Focused on top counties where casualties increased 100% since 2015
Ads ran in a mix of venues statewide in these high incident counties.

SJJPA: Fresno – Kern – Merced – Sacramento - San Joaquin - Stanislaus

	OL/FRA Grant	End of Year
Advertising Impressions:	5,763, 187	6,867,511
Ad Click Throughs:	25,050	32,308
PSA View Completes:	438,368	580,801
SJJPA Ad Impressions:	1,260,512	1,865,308
PSA View Completes	133,239	181,096



Grand Total Both Digital Ad Campaigns

2017 Grand Totals Both Campaigns

Total Impressions both campaigns: 12,630,698

Video Completes both campaigns: 1,019,169

Total Impressions SJJPA Corridor: 3,125,820

Video Completes SJJPA Corridor: 649,464

2018

- CAOL will be running digital ad campaigns – Sept. Rail Safety Month & Rail Safety Week and a June/July Campaign
- Thank you to our partners in 2017 and 2018 for matching contributions

BNSF

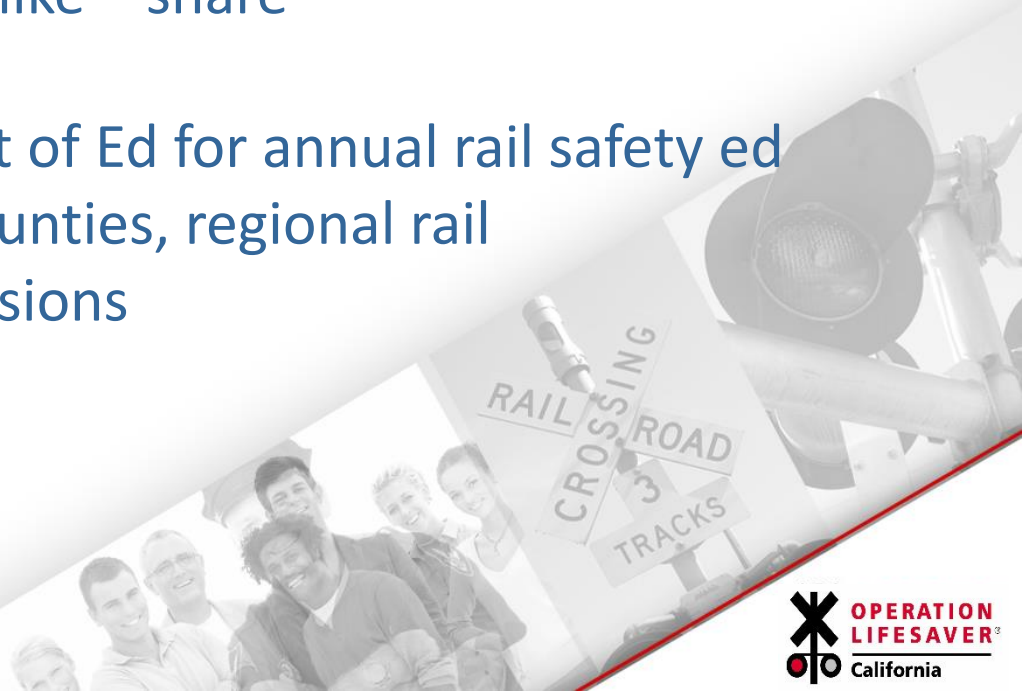
CCJPA

Metrolink



CAOL VARIETY OF OUTREACH

- ✓ See Tracks Think Train Campaign
- ✓ Safety Blitzes
- ✓ September Rail Safety Month
- ✓ Rail Safety Week
- ✓ Enforcement Exercises
- ✓ Safety Trains
- ✓ OL Presentations and participation at events
- ✓ Social Media – follow – like – share
- ✓ Digital Advertising
- ✓ School Resolutions Dept of Ed for annual rail safety ed
- ✓ Proclamations cities, counties, regional rail authorities and commissions



Raising Awareness – Changing the Numbers

- Identify the areas and demographics in need of the message
- Create rail safety campaigns to reach those communities
- Create partnerships to encourage proactive participation from all sectors of the community
- Create a “rail safe” community educated and aware
- Proactive vs Reactive
- Grow the effort together
- Sustain the message



Our Goal Grow and Sustain the Message

- Community involvement is key
- Rail Safety Partnerships are key
- Every Community has its own unique needs
- Work together to identify and target the message to educate the community
- Create varied and specific campaigns to reach those community groups



Why Partner?

- Every 3 hours a vehicle or a person is hit by a train in the U.S.
- There are more than 10,000 highway rail-grade crossings located within 52 Counties and more than 400 cities in California.
- Train Traffic is increasing – California's population is on the rise –
We live in a distracted society
Number of new drivers needing rail safety ed. is growing
- CAOL needs strong rail safety officials like you to partner with us to enhance and grow the message



CAOL 2018 – Rail Safety Awareness – Save Lives at the Forefront

Even with our vast efforts we remain # 1 in Trespass Casualties
#2 in Grade Crossing Incidents

Partners like SJJPA and SJRRC are a critical component to increasing rail safety awareness. Through your rail safety partnership, dedication, support, and efforts we can continue to grow our message.

CAOL would like to do all we can to grow our partnership with you via joint outreach opportunities, PSA's, and more

Partnership Efforts that will help us change the numbers in our mutual efforts to save lives



Save Lives Tell 5

#SaveLivesTell5



**OPERATION
LIFESAVER®**

California



San Joaquin Joint Powers Authority

Item 7

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Adopting the Final 2018 San Joaquin Joint Powers Authority Business Plan Update and Authorizing and Directing the Executive Director to Execute Any and All Documents Associated with the Master Fund Transfer Agreement Supplements for Operations, Administration, and Marketing Budgets for Fiscal Year 2018/2019

Dan Leavitt

Adopt 2018 SJJPA Final Business Plan

- ❑ The Annual Business Plan must be submitted to the Secretary of CalSTA in draft form by April 1 of each year, and final form by June 15 of each year.
- ❑ The purpose of establishing the later date for the final version is to allow Amtrak time to finalize operating cost estimates.
- ❑ The final version of the Annual Business Plan is used to develop an annual appropriation request to the State Legislature.



SAN JOAQUIN JOINT POWERS AUTHORITY DRAFT 2018 BUSINESS PLAN UPDATE

PREPARED FOR CALIFORNIA STATE TRANSPORTATION AGENCY
UPDATED FOR FISCAL YEARS 2018/19 & 2019/20

Adopt 2018 SJJPA Final Business Plan

- The Draft 2018 SJJPA Business Plan was unanimously approved at the March 23, 2018 SJJPA Board Meeting and submitted to CalSTA on April 1, 2018.
- Final 2018 SJJPA Business Plan includes revised Amtrak contact amount (Draft = \$46.6 million Final = \$45.4 million).
- A track changes version of the Final 2018 SJJPA Business Plan and a clean version were included in briefing materials. These are available on the SJJPA website: www.sjjpa.com

Adopt 2018 SJJPA Final Business Plan

Key Changes from the Draft 2018 SJJPA Business Plan:

- Language and tables now reflect \$500.5 million awarded from the Transit and Intercity Rail Capital Program (TIRCP) for the Valley Rail Project
- Updated to reflect May 7, 2018 SJJPA initiation of Sacramento Morning Express service.
- Minor corrections to tables and language in regards to an updated Amtrak Operations Contract estimate.

Adopt 2018 SJJPA Final Business Plan

Key Changes from the Draft 2018 SJJPA Business Plan:

- Correction to the SJJPA State Funding Request Table.
- Minor grammar and spelling corrections throughout the plan.
- This plan now incorporates information from the recently released California High-Speed Rail Authority 2018 Draft Business Plan.

Adopt 2018 SJJPA Final Business Plan

Fiscal Impact:

- Adoption of the Final 2018 SJJPA Business Plan is required for the SJJPA to continue managing the San Joaquins and receive funding from the State for the administration, marketing, and operations for the San Joaquins.

Recommendation:

- Approve a Resolution of the Governing Board of the SJJPA Adopting the Final 2018 SJJPA Business Plan Update and Authorizing and Directing the Executive Director to Execute Any and All Documents Associated with the Master Fund Transfer Agreement Supplements for Operations, Administration, and Marketing Budgets for Fiscal Year 2018/2019.



San Joaquin Joint Powers Authority

Item 8

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing a Three-Year Contract with Two One-Year Options to Renew for Website Design, Hosting, & Maintenance Services to American Eagle Computer Products, Inc. (dba Americaneagle.com) in the Amount Not-to-Exceed \$115,000 from July 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement

David Lipari / Manny Caluya

Marketing and Outreach Strategy

- At the November 2015 Board Meeting, a marketing plan was adopted by SJJPA that included two primary components:
 - ▣ Grassroots Outreach
 - ▣ Social Media
- A key component of this strategy was regular assessment and, if necessary, optimization based on feedback and data.
- At the March 2017 Board Meeting, staff recommended an alteration to the marketing plan to include regular advertising as a component to the plan.
 - ▣ The recommendation was made due to early data from advertising campaigns performed on social media and digital channels that showed increased web traffic due to advertising.
 - ▣ The recommendation was also in line with recommendations from the Amtrak Marketing Team.
 - ▣ The board approved a contract to engage in regular advertising on behalf of Amtrak San Joaquins.

Marketing and Outreach Strategy



- At the March 2018 Board Meeting, staff presented findings from the deployment of the marketing plan with recommended changes.
- Following is a summary of that presentation along with an introduction to the following items on today's agenda:

Marketing and Outreach Update

Website

- Website usability and effectiveness is a key component to the marketing plan.
- The majority of the marketing messages deployed in grassroots, social media, and advertising strategies “push” people to visit the website for more information or to book a ticket.
- With a complex transportation system like the San Joaquins with 7 daily round-trips, 18 stations, and 135+ destinations by thruway bus, a robust information portal is needed for new/potential passengers.

Marketing and Outreach Update

Website

- SJJPA has been utilizing an amtrak.com hosted solution for its passenger-facing website / site-let.
- This solution has shown to be a significant challenge.
 - Amtrak staff have not prioritized state supported service site-lets leading to long lead times.
 - Amtrak has made changes without notice.
 - The site-let is limited in its functionality and offers no solution for SJJPA to edit directly leaving the agency no alternative but to wait in the Amtrak web team queue.
 - Amtrak has been resistant to state partners placing retargeting pixels on site-lets which reduces the effectiveness of advertising campaigns.

Marketing and Outreach Update

Website

- Staff has recommended and “Item 8” is a contract to develop and launch an SJJPA controlled website for the San Joaquins.
- The new website will allow better passenger communication on a whole host of items including but not limited to:
 - ▣ Destinations
 - ▣ Discounts
 - ▣ Stations
 - ▣ Trip itineraries
 - ▣ Local partner information
 - ▣ Thruway bus information
 - ▣ How to use the service
 - ▣ Begin ticket purchasing journey with Amtrak widget (similar to capitolcorridor.com and pacificsurfliner.com)

Marketing and Outreach Update

Website

- The development of an SJJPA controlled website for Amtrak San Joaquins will aid the agency in the following ways:
 - ▣ The ability for advertising campaigns to retarget visitors and track campaign success.
 - ▣ Allow for “on-the-fly” changes.
 - ▣ Control of Search Engine Optimization (SEO).
 - ▣ Robust tracking and optimization of content.
 - ▣ Growing of SJJPA owned email marketing lists.

Marketing and Outreach Update

Website

- The procurement process for this contract was detailed in the specifications as well as the desire for SJJPA to partner with a content organization expert.
 - With such a complex system, it is necessary for a contractor to be selected that is a subject matter expert to guide staff through a process to organize the wealth of content in a usable interface for users.
 - An expert in responsive design, as well as, tracking goals to improve and optimize the website.
 - A contractor able to provide security and ADA compliance for the website.

Marketing and Outreach Update

Advertising

- As previously indicated, advertising has been a key component to the marketing plan for the last year.
- Advertising efforts have utilized digital, social media, television (broadcast and OnDemand), radio (traditional and digital), and print.
- Advertising efforts have been optimized per market to maximize budget per market based on impression rate.
 - In higher cost markets, lower cost channels are used to still deliver a high impression rate.
- Advertising efforts have been optimized by current ridership numbers per station city and by ridership trends to optimize spend in the most effective way to the maximize opportunity.

Marketing and Outreach Update

Advertising

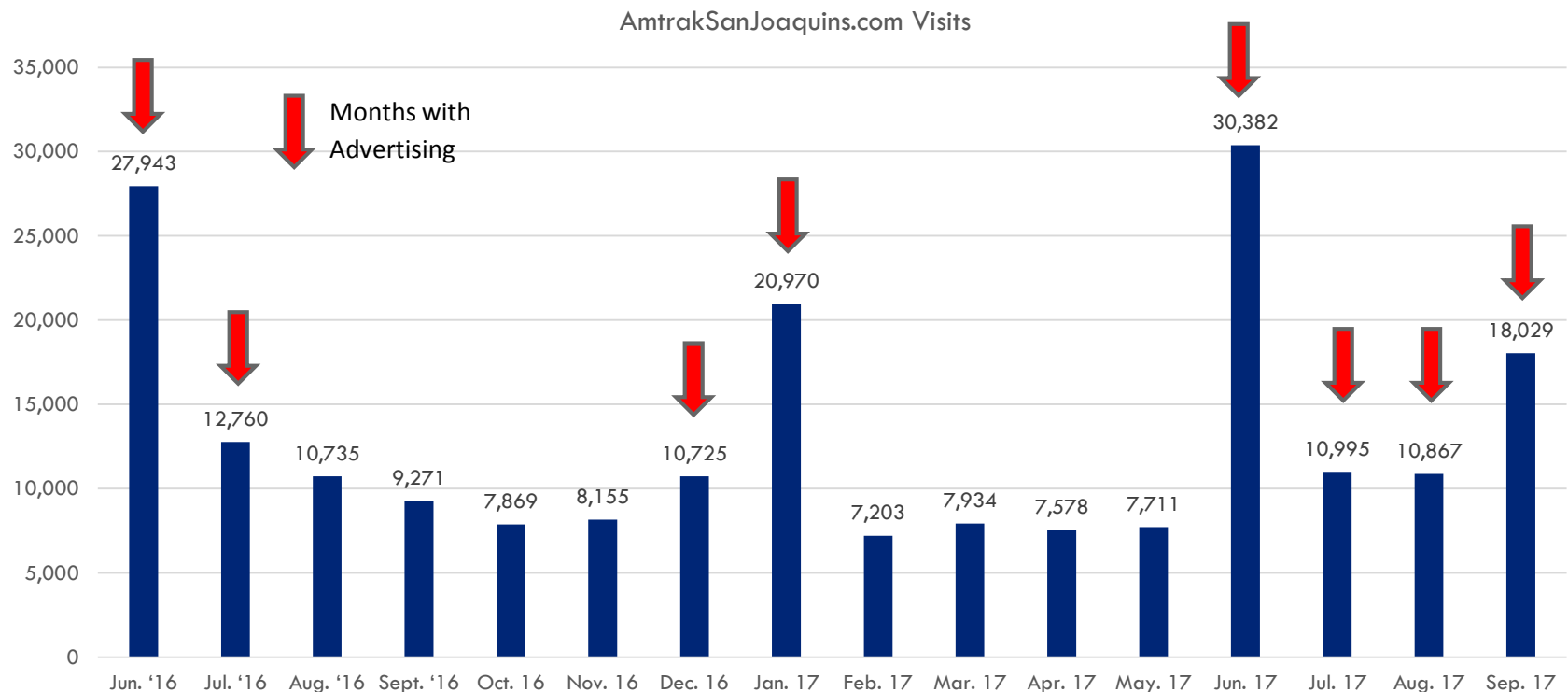
- With approximately 55% of passengers purchasing their tickets online via AmtrakSanJoaquins.com, Amtrak.com, or the 'Amtrak Mobile App', driving traffic to the website/app is a key component of driving ridership and revenue.
- Overall Digital Advertising Performance FY17/18 thru February:

17,304,003	40,356	2,979,527
Impressions	Link Clicks	Video Completes

Marketing and Outreach Update

Advertising

- Data shows a significant increase in web traffic during periods of advertising. This shows the importance of corridor-wide advertising to the effort of increasing ridership and revenue.



Marketing and Outreach Update

Advertising

- A key component to advertising and digital messaging initiatives is social media.
- Amtrak San Joaquins social media channels have been a focus of the Marketing Plan and have been a cost-effective channel.
- Targets are set for increasing the audience numbers and new advertising campaigns are deployed on social media channels to garner increased engagement.

4,080,134	56,189	16,821	496,000	102,358
Impressions	Engagements	Link Clicks	Facebook Video Views	Youtube Video Views

Marketing and Outreach Update

Advertising

- To continue and expand the successes in these initiatives, staff has recommended that SJJPA continue to advertise and prioritize additional funds to its advertising and social media campaigns. This will allow the following:
 - ▣ Greater utilization of marketing dollars in thruway corridors.
 - Over 60% of passengers take a thruway bus on at least one leg of their trip.
 - ▣ Utilization of the broader channel sets for additional campaigns.
 - ▣ With the launch of the website, allocated a budget to retargeting.
 - ▣ Expand number of smaller more targeted campaigns to rider profiles, destinations, and discounts.
 - ▣ Expand social media platform to include station pages for growing passenger interaction and engagement.

Marketing and Outreach Update

Public Relations and Grassroots

- A key component of the Marketing Plan has been the Public Relations and Grassroots Outreach Teams.
- These Outreach consulting teams have engaged in several different activity types including but not limited to:
 - ▣ Stakeholder engagement
 - ▣ Media relations
 - ▣ Strategic partnership acquisition
 - ▣ Group trip organization
 - ▣ Event tabling
 - ▣ Small group presentations

Marketing and Outreach Update

Public Relations and Grassroots

- The overall marketing and outreach goal is raising ridership and revenue
- Strategies that are helping meet this goal:
 - ▣ Stakeholder engagement
 - Stakeholder Group Trips
 - Presentations at Stakeholder Events
 - Morning Express Social Posting, E-Blasting, and May 7th Ride.
 - ▣ Media relations
 - Earned Media Opportunities from Local Relationships
 - ▣ Strategic partnership acquisition – Amtrak Consultant's Top Recommendation in Recent Nationwide Data Gathering Project for Customer Experience
 - Trade advertising to audiences
 - Social contests
 - Trade E-blast Content
 - ▣ Group trip organization
 - ▣ Large event tabling

Marketing and Outreach Update

Public Relations and Grassroots

- As SJJPA continues to engage in public relations and grassroots activities, staff will ensure that tactics of greatest benefit are prioritized.
- Due to the approval of the 2017 SJJPA Business Plan Update, an additional staff member has been added to the marketing and outreach team.
- Staff has recommended it take a greater role in this activity as it is more cost effective and will free up resources for other marketing initiatives.
- The contracting of local public relations firms is still recommended to enhance staff's capabilities and contacts.
 - It is recommended to contract two firms for public relations: Central Valley and Bay Area.

Approve Website Design Hosting and Maintenance

- On February 28, 2018, SJJPA released a Request for Proposal (RFP) for the solicitation of Website Design, Hosting, & Maintenance Services with the proposals due on April 5, 2018. As a result of the solicitation, SJJPA received ten proposals from the following firms:
 - Agency ETA
 - American Eagle Computer Products, Inc. (dba Americaneagle.com)
 - CirclePoint
 - Hackling Solutions
 - Infojini, Inc.

Approve Website Design Hosting and Maintenance

- Multimedia Solutions
 - Planeteria Media
 - RG Pacific, LLC
 - Three29 Media, LLC
 - Tuleburg, LLC
-
- The proposals were evaluated by a panel consisting of the Marketing Manager (SJJPA), Marketing Specialist (SJPPA), and the I.T. Director of Interwest Consulting Group, I.T. Consultant for SJRRC.

Approve Website Design Hosting and Maintenance

- After the initial evaluation of the written proposals, two (2) proposals were deemed non-responsive and the following three (3) firms were invited for oral presentations and interviews:
 - American Eagle Computer Products, Inc. (dba Americaneagle.com)
 - CirclePoint
 - Planeteria Media
- After combining the scores of the initial evaluation and the interviews, staff deemed Americaneagle.com as the most responsive and responsible proposer.

Approve Website Design Hosting and Maintenance

- The contract is to be awarded is for an amount not-to-exceed \$115,000 total for the initial three-year term.

Fiscal Year	Contract Amount
18/19	\$75,000
19/20	\$20,000
20/21	\$20,000
- The two one-year options are at the sole discretion of SJJPA and the cost for the option-years will be negotiated in advance.

Approve Website Design Hosting and Maintenance

Fiscal Impact:

- Costs associated with the first year of this Agreement are identified in the 2018 SJJPA Business Plan Update as part of the Marketing Budget. Future year's costs will be brought before the Board as part of the annual SJJPA Business Plan Update approval process.

Recommendation:

- Approve a Resolution of the Governing Board of the SJJPA Authorizing a Three-Year Contract with Two One-Year Options for Website Design, Hosting, & Maintenance Services to American Eagle Computer Products, Inc. for an Amount Not-to-Exceed \$115,000 from July 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement



San Joaquin Joint Powers Authority

Item 9

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing a Three-Year Contract with Two One-Year Options for Advertising and Creative Services to Jeffrey Scott Agency (JSA) for an Amount Not-to-Exceed \$1,656,000 from July 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement

Manny Caluya

Approve Advertising and Creative Services Contract

- On February 23, 2018, SJJPA released a Request for Proposal (RFP) for the solicitation of Advertising and Creative Services with the proposals due on April 5, 2018. As a result of the solicitation, SJJPA received four proposals from the following firms:
 - Hill & Company Communications
 - Jeffrey Scott Agency (JSA)
 - Nemoi Advertising and Design
 - Swirl, Inc. (dba Sidecar)

Approve Advertising and Creative Services Contract

- The proposals were evaluated by a panel consisting of the Marketing Manager (SJJPA), Community Outreach Coordinator (SJJPA), and Associate Program Specialist (SJCOG).
- After the initial evaluation of the written proposals, one (1) proposal was deemed non-responsive.
- With JSA and a clear distinction of the evaluation scores between the three proposers, staff unanimously waived the interview process.
- Staff deemed JSA as the most responsive and responsible proposer. SJJPA currently is in contract with JSA with multiple services.

Approve Advertising and Creative Services Contract

- The contract is to be awarded is for an amount not-to-exceed \$1,656,000 total for the initial three-year term.

Fiscal Year	Contract Amount
18/19	\$512,000
19/20	\$572,000
20/21	\$572,000
- The two one-year options are at the sole discretion of SJJPA and the cost for the option-years will be negotiated in advance.

Approve Advertising and Creative Services Contract

Fiscal Impact:

- Costs associated with the first year of this Agreement are identified in the 2018 SJJPA Business Plan Update as part of the Marketing Budget. Future year's costs will be brought before the Board as part of the annual SJJPA Business Plan Update approval process.

Recommendation:

- Approve a Resolution of the Governing Board of the SJJPA Authorizing a Three-Year Contract with Two One-Year Options for Advertising and Creative Services to Jeffrey Scott Agency (JSA) for an Amount Not-to-Exceed \$1,656,000 from July 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement.



San Joaquin Joint Powers Authority

Item 10

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing a Three-Year Contract with Two One-Year Options for Central San Joaquin Region Marketing & Outreach Services to KP Public Affairs for an Amount Not-to-Exceed \$612,000 from July 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement

Manny Caluya

Approve Central SJ Marketing and Outreach Contract

- On February 23, 2018, SJJPA released a Request for Proposal (RFP) for the solicitation of Central San Joaquin Region Marketing & Outreach Services with the proposals due on April 5, 2018.
- As a result of the solicitation, SJJPA received two (2) proposals from the following firms:
 - KP Public Affairs
 - Rethought Reborn Media

Approve Central SJ Marketing and Outreach Contract

- The proposals were evaluated by a panel consisting of the Marketing Manager (SJJPA), Marketing Specialist (SJJPA), and Associate Program Specialist (SJCOG).
- After the initial evaluation of the written proposals, staff deemed KP Public Affairs as the most responsive and responsible proposer.
 - With a clear distinction of the evaluation scores between the two proposers, staff unanimously waived the interview process.
- KP Public Affairs is the currently in contract with the SJJPA for the Marketing & Outreach Services for San Joaquin Rail Service in the Sacramento Area and Northern California Region.

Approve Central SJ Marketing and Outreach Contract

- The contract is to be awarded is for an amount not-to-exceed \$612,000 total for the initial three-year term.

Fiscal Year	Contract Amount
18/19	\$204,000
19/20	\$204,000
20/21	\$204,000
- The two one-year options are at the sole discretion of SJJPA and the cost for the option-years will be negotiated in advance.

Approve Central SJ Marketing & Outreach Contract

Fiscal Impact:

- Costs associated with the first year of this Agreement are identified in the 2018 SJJPA Business Plan Update as part of the Marketing Budget. Future year's costs will be brought before the Board as part of the annual SJJPA Business Plan Update approval process.

Recommendation:

- Approve a Resolution of the Governing Board of the SJJPA Authorizing a Three-Year Contract with Two One-Year Options for Central San Joaquin Region Marketing & Outreach Services to KP Public Affairs for an Amount Not-to-Exceed \$612,000 from July 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement



San Joaquin Joint Powers Authority

Item 11

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing a Three-Year Contract and one month contract with two one-year options for On-Call Planning Consulting Services to DB Engineering & Consulting USA, Inc. in the Amount Not-to-Exceed \$450,000 from June 1, 2018 to June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement

Dan Leavitt/Manny Caluya

Approve On Call Planning Contract

Background:

- In the SJJPA 2017 Business Plan Update, SJJPA received a one-time increase of \$150,000 to the Administrative Budget for FY 2017/18 for professional planning consulting services to be utilized on an on-call basis for planning work related to SJJPA's service expansion plans.
- With funding secured, Staff developed a Request for Proposals (RFP) for On-Call Planning Services.

Approve On Call Planning Contract

Background:

- The on-call planning consultant will provide support for the SJJPA's service expansion program, including but not limited to activities such as, planning initiating documents, cost estimating, ridership forecasting, GHG/VMT calculations, connectivity studies, data analysis, Thruway Bus performance, scheduling of service changes, etc.

Approve On Call Planning Contract

Near-term Tasks Include:

- Review and analyze ridership and revenue forecasts produced by the State.
- Evaluate the ridership potential and operating impacts of a proposed express rail service between Bakersfield and Sacramento
- Evaluate options for reducing travel times to under six hours between Bakersfield and the Bay Area.
- Estimate GHG, air quality, and other benefits.
- Assist in service planning for both bus routes.

Approve On-Call Planning Contract

- On February 7, 2018, SJJPA released a Request for Proposal (RFP) for the solicitation of an On-Call Planning Consultant with the proposals due on March 8, 2018.
- As a result of the solicitation, thirty-one (31) firms requested the RFP and SJJPA received one responsive proposal from the following firm:
 - DB Engineering & Consulting USA, Inc. (Sub-consultants firms in proposal: AECOM, Pennino Management Group, and SMA Rail Consulting + IT Corporation)

Approve On-Call Planning Contract

- SJJPA staff reached out to the firms that did not submit a proposal requesting feedback on why they did not submit a proposal.
- Twelve (12) firms responded as of March 14, 2018, with a majority citing other obligations and insufficient resources to perform the required services.
- A panel consisting of SJJPA staff reviewed and evaluated the proposal. Based on the proposers' responsiveness to the scope of work, DB Engineering & Consulting USA, Inc. was selected as a responsive proposer.

Approve On-Call Planning Contract

- The contract total not-to-exceed amount (\$450,000) is spread over the remainder of the current fiscal year and the following three fiscal years.
- Funding for the total contract amount is reliant upon the State's annual allocation. SJJPA staff anticipates that the funding will continue to be made available at \$150,000 per year.
- SJJPA staff is requesting the Board to authorize the Executive Director to immediately negotiate and enter into contract for \$150,000 with the option to renew the contract annually until FY 20/21

Approve On-Call Planning Contract

- The annual renewal will be based on the State's funding and the consultant's contract performance.

▪ Fiscal Year(s)	Contract Amount
▪ 17/18 & 18/19	\$150,000
▪ 19/20	\$150,000
▪ 20/21	\$150,000

Approve On-Call Planning Contract

Fiscal Impact:

- Costs associated with the first year of this Agreement are identified in the approved 2017 SJJPA Business Plan Update. The funds have been approved by the State as part of the SJJPA's annual Administrative budget. Future year's costs will be brought before the Board as part of the annual SJJPA Business Plan Update approval process for consideration.

Approve On-Call Planning Contract

Recommendation:

- Approve a Resolution of the Governing Board of the SJJPA Authorizing a Three-Year and One-Month Contract with Two One-Year Options for On-Call Planning Consulting Services to DB Engineering & Consulting USA, Inc. for an Amount Not-to-Exceed \$450,000 from June 1, 2018 through June 30, 2021, and Authorizing and Directing the Executive Director to Execute the Agreement and subsequent annual amendments.



San Joaquin Joint Powers Authority

Item 12

Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Joining the Coalition to Protect Local Transportation Improvements to Support Proposition 69 Which Protects Transportation Funds From Being Diverted and to Oppose the November 2018 Measure That Would Repeal Senate Bill 1

Dan Leavitt

Approve Support for Proposition 69 and Oppose the Repeal of SB 1

- In April 2017, California passed Senate Bill 1 (SB 1) which provides more than \$5 billion annually to make road safety improvements, fill potholes, repair local streets, freeways, tunnels, bridges and overpasses and invest in public transportation throughout California.
- The **Coalition to Protect Local Transportation Improvements** was formed to support Proposition 69 which protects transportation funds from being diverted and to oppose the November 2018 measure that would repeal SB 1.

Approve Support for Proposition 69 and Oppose the Repeal of SB 1

- Proposition 69 on California's June 2018 primary election ballot ensures transportation revenues can only be used for road and transportation improvement projects.
- Proposition 69 prohibits the Legislature from diverting SB1 revenues for non-transportation purposes. It constitutionally protects the portion of SB1 revenues that aren't already protected.

Approve Support of Proposition 69 and Oppose the Repeal of SB 1

Fiscal Impact:

- SJJPA relies on SB 1 funding for improving the San Joaquins, its repeal would impact the San Joaquins improvement projects.

Recommendation:

- Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Joining the Coalition to Protect Local Transportation Improvements to Support Proposition 69 Which Protects Transportation Funds From Being Diverted and to Oppose the November 2018 Measure That Would Repeal Senate Bill 1.



San Joaquin Joint Powers Authority

Item 13

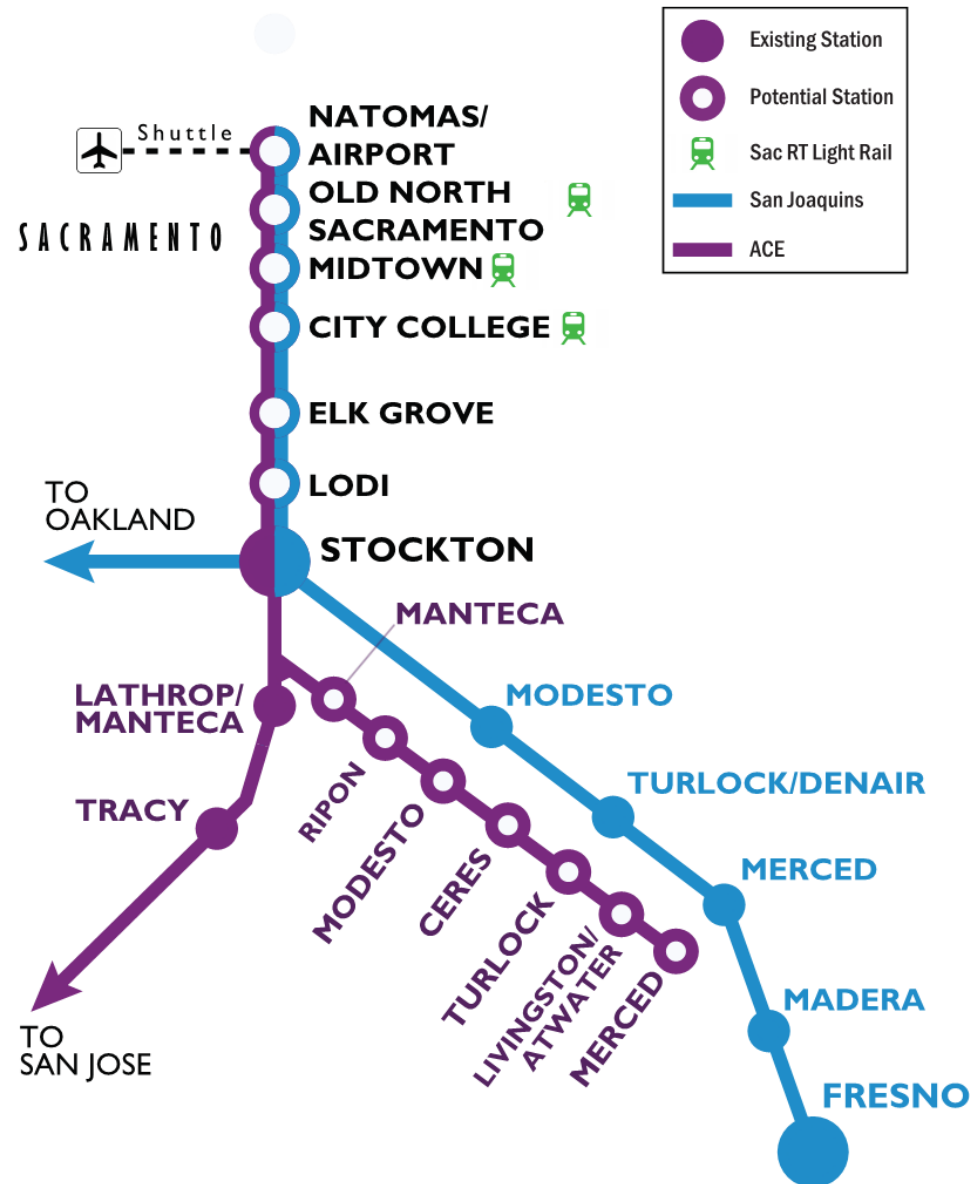
Update on the 2018 SJJPA/SJRRC Transit and Intercity Rail Capital Program (TIRCP) Application

Dan Leavitt

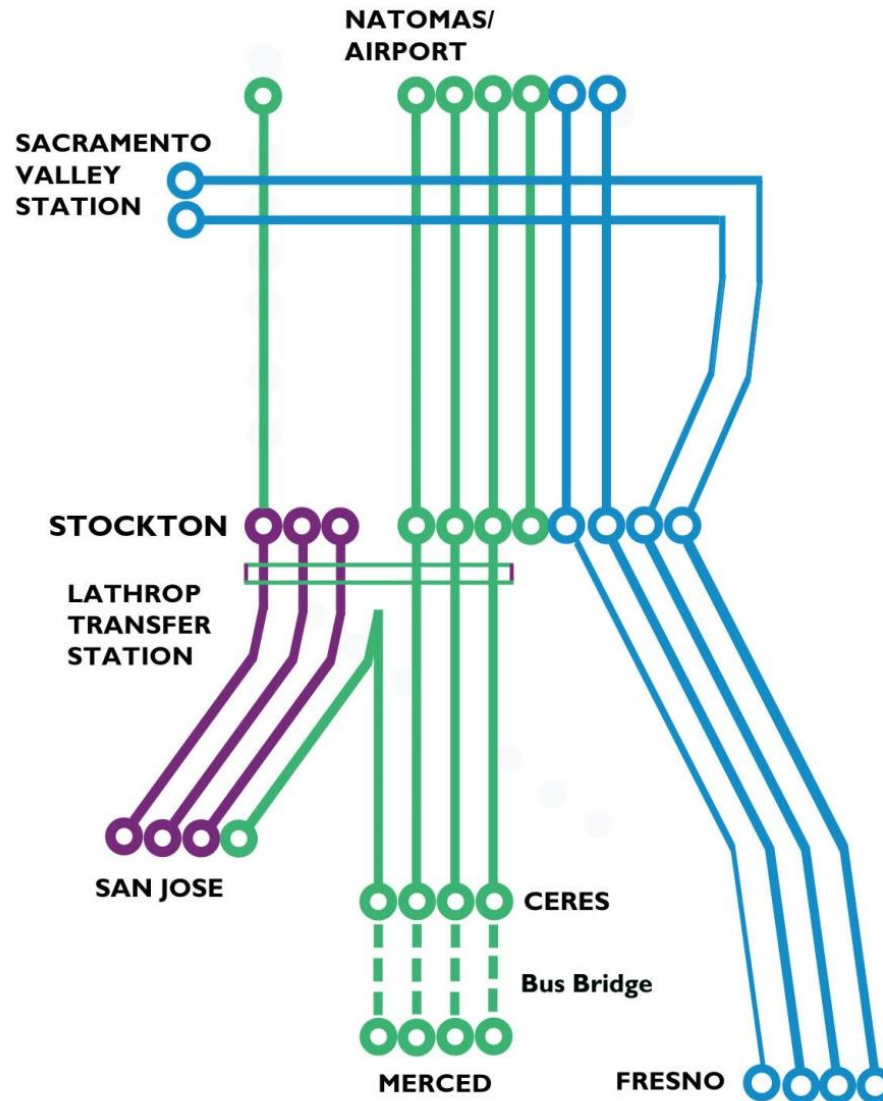
Update on 2018 SJJPA/SJRRC TIRCP Application

- On April 26, 2018 CalSTA announced the SJJPA's/SJRRC's "Valley Rail" as a major awardee under TIRCP, **\$500.5 million** to fund a series of new stations, track improvements, and equipment to increase connectivity and frequency of service to the Sacramento region.
- The SJJPA/SJRRC press release from April 26, 2018 and the attached CalSTA press release and summary of TIRCP awards was provided in briefing materials.

Update on 2018 SJJPA/SJRRC TIRCP Application



Update on 2018 SJJPA/SJRRC TIRCP Application





San Joaquin Joint Powers Authority

Item 14

Sacramento Morning Express Marketing and Advertising Update

David Lipari

May 7th Morning Express Launch

- On Monday, May 7, 2018 over 150 dignitaries, media, passengers and partners gathered to celebrate the launch of Amtrak San Joaquins Morning Express service.
- Passengers from Fresno, Madera, Merced, Turlock-Denair, Modesto, Stockton, and Lodi boarded the inaugural train to Sacramento Valley Station where they were joined by a local delegation of elected and business leaders.



May 7th Morning Express Launch

- A press conference with remarks from a distinguished panel of speakers including:
 - ▣ San Joaquin Joint Powers Authority Chair Vito Chiesa
 - ▣ Sacramento Vice Mayor Steve Hansen
 - ▣ Assemblyman Adam Gray
 - ▣ CalSTA Secretary Brian Annis
 - ▣ Assemblyman Joaquin Arambula
 - ▣ Sacramento County Supervisor and California Air Resources Board Member Phil Serna
 - ▣ Assemblyman Kevin McCarty
 - ▣ Fresno EDC President Lee Ann Eager



May 7th Morning Express Launch

- A small informational fair was provided outside the press conference which featured the following information:
 - ▣ Morning Express
 - ▣ Valley Rail Plan
 - ▣ Siemens
 - ▣ Last-mile solutions:
 - Sacramento Regional Transit
 - Lyft
- Many attendees also participated in tours after the event of Sac Valley Station, Golden One Center, and the State Capitol.





Morning Express Media Engagement

Date	Outlet	Author	Link
4/6	Modesto Bee	Vito Chiesa	http://www.modbee.com/opinion/state-issues/article208102009.html
4/24	Fresno Bee	Dr. Joaquin Arambula	http://www.fresnobee.com/opinion/readers-opinion/article209736259.html
5/7	Modesto Bee / Merced Sun-Star	John Holland	http://www.modbee.com/news/article210426554.html http://www.mercedsunstar.com/news/article210710144.html
5/7	ABC 30	N/A	http://abc30.com/travel/morning-express-rolls-out-of-fresno-helping-valley-passengers-get-to-sacramento/3438392/
5/7	Fox 40	N/A	http://fox40.com/2018/05/07/new-train-line-gets-central-valley-commuters-to-sacramento-earlier/
5/7	580 KMJ	Dominic McAndrew	http://www.kmjnow.com/2018/05/07/game-changer-early-morning-train-to-sacramento-now-in-operation/
5/7	Stockton Record	Roger Phillips	http://www.recordnet.com/news/20180507/amtraks-early-morning-train-service-from-central-valley-to-sacramento-debuted-monday
5/7	CBS Sacramento	N/A	http://sacramento.cbslocal.com/video/3859031-new-train-service-to-sacramento-from-central-valley/
5/7	KCRA 3	N/A	Broadcast
5/7	KFBK-AM	N/A	Broadcast
5/8	Streets Blog California	Minerva Perez	https://cal.streetsblog.org/2018/05/08/new-sacramento-morning-express-delivers-early-morning-travelers-to-the-capital/

Morning Express Advertising



Morning Express Outreach



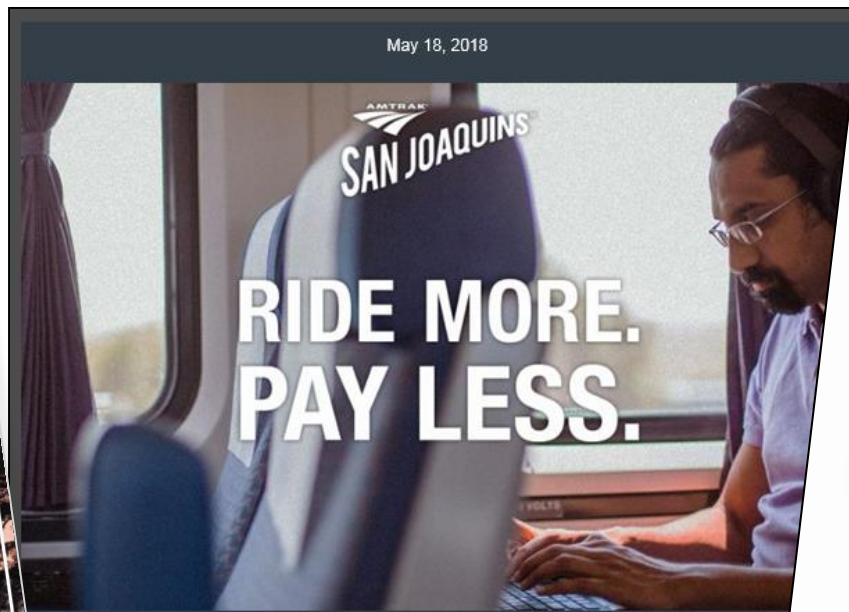
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May 18, 2018



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MODESTO SCHEDULE

NORTHBOUND:			
Train #	Departure MOD	Arrival SAC	
701 (Mon-Fri)	5:57AM	7:46AM	• Free Wi-Fi work or travel
(SasHo)	6:47AM	8:36AM	
703	9:36AM	11:15AM	• No Midday and enjoy

SOUTHBOUND:			
Train #	Departure SAC	Arrival MOD	
702	12:41PM	2:10PM	• Café Car selection of sandwiches, snacks and beverages
704	5:30PM	6:59PM	

• Spacious Stretch out, visit with your family

• Free Onboard Racks—Bring that last mile

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Rosa De León Park, Executive Director
StanCOG

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San Joaquin Joint Powers Authority

Item 15

Executive Director's Report

Stacey Mortensen



San Joaquin

Joint Powers Authority

May 25, 2018 Board Meeting