



San Joaquin

Joint Powers Authority

November 20, 2015 Board Meeting



San Joaquin Joint Powers Authority

Item 1

Call to Order

Pledge of Allegiance

Roll Call



Item 2

Consent Calendar

- 2.1 Approve Minutes from September 18, 2015 Board Meeting
- 2.2 Discuss and Approve Format for Future Board Meeting Minutes
- 2.3 Approve 2016 SJJPA Board Meeting Calendar



Item 2

Consent Calendar

- 2.4 Approve next SJJPA Board Meeting and Time (January 29, 2016 at Modesto at 1:00 pm)
- 2.5 Approve that the Finance and Audit Subcommittee reviewed the Accounting Manual, Procurement Manual, and Investment Policy and concur with these being used for SJJPA with the understanding that once the Amtrak agreement is signed adjustments may be needed based on contract requirements.



San Joaquin Joint Powers Authority

Item 3

Public Comments



San Joaquin Joint Powers Authority

Item 4

**Approve a Resolution of the
Governing Board of the SJJPA,
Authorizing the Chair to Execute the
2015-16 San Joaquin Intercity
Passenger Rail Service Operating
Agreement with AMTRAK**

Stacey Mortensen

2015-16 Operating Agreement

Staff Recommendation:

- Establish a special meeting date to further review the FY16 Amtrak Agreement, either in person, or via conference call, whichever ensures a quorum in order to take action before the January 29, 2016 Board Meeting.



Item 5

Approval of the elimination of the Finance and Audit Subcommittee, and assign Board Members to the Executive Director's Ad Hoc Working Group

Stacey Mortensen

Executive Director's Ad Hoc Working Group

Staff Recommendation:

- Approve the elimination of the Finance and Audit Subcommittee, and assign Board Members to the Executive Director's Ad Hoc Working Group.



San Joaquin Joint Powers Authority

Item 6

Approval of SJJPA Marketing and Outreach Plan

Dan Leavitt

Caltrans San Joaquin Marketing and Outreach

- Caltrans has been working with SJJPA staff to coordinate \$435,000 in TV ads promoting the San Joaquin Amtrak service to run between Sacramento and Bakersfield in November 2015 and December 2015.
- Also in coordination with SJJPA staff, the social media done through the TMD Group contract, Amtrak California website updates, and monthly e-blasts are continuing through the end of March 2016.

Approval of SJJPA Marketing and Outreach Plan

- The marketing and outreach budget for the SJJPA has been established at \$1,000,000 per year.
- The Draft Plan outlines how these funds will be expended under the following five categories:
 - **Grassroots, Community Based Marketing and Outreach**
 - **Social Media**
 - **Graphics, Newsletters, & Materials**
 - **Website**
 - **Advertising**

Grassroots Marketing and Outreach

- SJJPA will retain small businesses and/or individuals who are active in community issues to act as a direct conduit between SJJPA and the various communities within the corridor.
- Local outreach representatives will be selected that are passionate about their communities and ensure the San Joaquin service information gets to the right stakeholders and that critical feedback gets to SJJPA.

Grassroots Marketing and Outreach

- The scope-of-work for the requests for proposals (RFPs) for local outreach representatives will require applicants to include specific strategies for reaching out to minority, non-English-speaking, and low income constituencies in their proposals.
 - A concerted effort will be made in the San Joaquin Valley to hire bi-lingual (English/Spanish) local outreach representatives
- Proposals for SJJPA's local outreach representatives will be required to identify how they partner with "Operation Lifesaver" regarding safety.

Grassroots Marketing and Outreach

- SJJPA Member Agencies, local and regional agencies, visitor bureaus, business organizations, social services providers and non-profit groups involved in transportation, environmental or livability issues will be enlisted to support the distribution of information and generate support for the San Joaquin service.
- Local outreach representatives will also promote the San Joaquin service by making presentations to agencies, organizations, and by being a vendor at events and at public places where large audiences can be reached.

Grassroots Marketing and Outreach Contracts

- Recommend dividing the San Joaquin Corridor into contracts for the following six areas:
 - Bay Area (Alameda County, Contra Costa County, SF, & Northern Bay Area)
 - Sacramento Area & Northern CA
 - Northern San Joaquin Valley (San Joaquin, Stanislaus, & Merced Counties)
 - Central San Joaquin Valley (Fresno & Madera Counties)
 - Kings & Tulare Counties
 - Kern County

Grassroots Marketing and Outreach Contracts

- Local outreach representatives will be hired through a competitive bid process.
- The contracts will be for nearly 2.5 years (spanning three fiscal years).
- Dependent on continued funding by the State.
- SJJPA will have the ability to terminate the contracts.

Social Media

- Social media marketing will be done through relevant platforms such as Facebook and Twitter to engage customers, increase communication and ensure brand visibility.
- Digital marketing campaigns will be employed to target specific demographic areas.
 - This will be achieved through direct advertising, as well as qualified, reputable digital media agency partners.
- Marketing events will be captured in brief video format and uploaded to social media platforms.

Graphics, Newsletters, and Materials

- A consultant will be hired through a competitive process to be responsible for producing SJJPA's graphics, newsletters, and materials.
- Communications and marketing to current and potential riders will be enhanced through bulletins, newsletters, informational brochures and timetables of connecting services, and special ridership promotions.

Graphics, Newsletters, and Materials

- The marketing materials will be developed to assist the local outreach representatives, partner agencies, transit providers and community stakeholders in how best to communicate the rail services to various audiences.
- A concerted effort will be made to tailor promotional materials in Spanish.
- Formatting for SJJPA Business Plan & fact sheets

Website

- Amtrak is in the process of developing a focused San Joaquin landing page for the Amtrak.com website.
 - This landing page under development by Amtrak will far exceed the capabilities of the current Amtrak California website.
 - Passengers will be able to purchase tickets, learn about special fare promotions, interesting locations they can visit using the service, and special events that they can attend.

Website

- The SJJPA webpage currently resides within the www.acerail.com website for the San Joaquin Regional Rail Commission (SJRRC).
- This webpage currently can be reached at www.sjjpa.com.
- By January 2016, the content of the SJJPA webpage will be moved to its own website which will be linked to the Amtrak San Joaquin webpage.

Advertising

- SJJPA FY 2015/16 advertising will focus on a marketing campaign around the initiation of the new 7th Daily Round Trip for the San Joaquin service.
 - Staff will bring on a consultant to carry out this effort through a competitive process.
 - The advertising campaign would likely be focused on either television or radio ads (or a combination).
 - More details regarding the proposed FY 2015/16 advertising campaign will be presented to the Board at future Board Meetings.

Advertising

- SJJPA will coordinate with the State, host railroads, Amtrak, and local/regional agencies to ensure effective coverage of information through various media venues and create joint media and promotion opportunities to achieve cost-efficiencies in marketing the San Joaquin system.
- SJJPA will contract with an e-blast service to continue to provide monthly electronic updates regarding special promotions and events that can be easily reached using the San Joaquin service.

Schedule

- Release Request-for-Proposals (RFPs) for Grassroots contracts (all regions) and Advertising contract: November 24, 2015
- Receive Bids for contracts: December 23, 2015
- Oral Interviews: January 13, 2016 – January 19, 2016
- SJJPA Board Approval: January 29, 2016
- Begin Work: February 2016

Schedule

- Grassroots Marketing: February – June 2016
- Amtrak San Joaquin Website Landing Page: March 2016
- San Joaquin Social Media: December 2015 – June 2016
- Campaign to Promote 7th Daily Round Trip: March 2016 – June 2016

Budget: FY 2015/16

- Grassroots Marketing and Outreach Contracts (4.5 months) = \$434,500
 - Bay Area at \$15,000/month = \$67,500
 - Sacramento Area & Northern CA at \$12,000/month = \$54,000
 - Northern San Joaquin Valley at \$15,000/month = \$67,500
 - Central San Joaquin Valley at \$15,000/month = \$67,500
 - Kings & Tulare Counties at \$7,000/month = \$31,500
 - Kern County at \$7,000/month = \$31,500
 - Promotional Items = \$25,000

Budget: FY 2015/16

- Grassroots (continued)
 - Booths & Banners = \$40,000
 - Materials = \$20,000
 - SJJPA Administrative Support = \$30,000
- Advertising: \$465,500
- Social Media: \$40,000
- Graphics: \$50,000
- Website: \$10,000
- **TOTAL = \$1,000,000**

Budget: FY 2016/17

- Grassroots Marketing and Outreach Contracts (12 months) = \$828,000
 - Bay Area at \$12,000/month = \$144,000
 - Sacramento Area & Northern CA at \$10,000/month = \$120,000
 - Northern San Joaquin Valley at \$12,000/month = \$144,000
 - Central San Joaquin Valley at \$12,000/month = \$144,000
 - Kings & Tulare Counties at \$5,000/month = \$60,000
 - Kern County at \$5,000/month = \$60,000

Budget: FY 2016/17

- Grassroots (Continued):
 - Promotional Items = \$50,000
 - Materials = \$40,000
 - SJPA Administrative Support = \$66,000
- Advertising: \$62,000
- Social Media: \$60,000
- Graphics: \$40,000
- Website: \$10,000
- **TOTAL = \$1,000,000**

Retooling

- SJJPA staff and the SJJPA's local outreach representatives will solicit feedback from existing passengers, and stakeholders throughout the San Joaquin Corridor about the San Joaquin service, and about the future of the San Joaquin service.
- SJJPA staff will also solicit feedback from Member Agencies, and SJJPA Board Members.

Retooling

- SJJPA staff will report findings to the SJJPA Board, and will also provide recommendations to the SJJPA Board to retool the programs as necessary.
- At the end of the fiscal year, staff will compile an annual report summarizing the marketing and outreach done, feedback received, and recommended changes for the program.

Approval of SJJPA Marketing and Outreach Plan

Fiscal Impact:

- Board Action enables moving forward with spending the marketing and outreach budget allocated for FY 2015/16.

Recommendation:

- Approve the SJJPA Marketing and Outreach Plan and Scope of Work for Local Outreach Representatives Contracts.



San Joaquin Joint Powers Authority

Item 7

Approval of New San Joaquin Valley Rail Committee Members

Dan Leavitt

San Joaquin Valley Rail Committee

- SJVRC met on October 9, 2015 at 1:30 pm.
 - There was a quorum.
 - SJVRC unanimously approved the changes to their By Laws adopted by the SJJPA.
- This meeting was a conference call meeting held in multiple locations.

San Joaquin Valley Rail Committee

- Staff recommends approving the recommendations being presented and continuing to work with Alameda County, Contra Costa TA, Merced CAG, Tulare CAG, Mariposa County, and Los Angeles County to bring the remaining recommendations for approval at the next SJJPA Board Meeting.

Recommended New Members For SJVRC

Alameda County:

- Yelda Bartlett (Member) – Lawyer, resides in Berkeley
- Tim Sbranti (Member) – Deputy Chief of Staff, Congressman Eric Swalwell, 15th District

Recommended New Members For SJVRC

Contra Costa County:

- Vincent Rover (Member) – Real Estate Development Company Owner

Recommended New Members For SJVRC

Fresno County:

- Ana Medina (Member) – Community Development, Hispanic Chamber Member
- Austin Hall (Alternate) – Fresno Partnership, Rail Advocate

Recommended New Members For SJVRC

Madera County:

- Jerome Jackson (Member) – Program Manager, Madera County Public Works Department
- Chris DaSilva (Member) – Century 21 Realtor, Madera Chamber of Commerce
- Yolanda Shepard (Alternate) – Community Action Partnership of Madera County

Recommended New Members For SJVRC

Merced County:

- Robin Adam (Member) – Assemblymember Gray's Office
- Julio Valdez (Member) – Knights of Columbus Real Estate

Recommended New Members For SJVRC

Sacramento County:

- Steve Cohn (Member) – Former Sacramento City Councilmember, Former SJJPA Vice-Chair
- Mike Costa (Member) – City of Elk Grove
- Matt Carpenter (Alternate) – Sacramento Area Council of Governments

Recommended New Members For SJVRC

Stanislaus County

- Elizabeth Claes (Alternate) – Stanislaus COG
Citizen Advisory Committee Member

Recommended New Members For SJVRC

San Joaquin County

- David Ripperda (Alternate) – San Joaquin Council of Governments

Recommended New Members For SJVRC

Tulare County:

- Bill Whitlatch (Member) – Tulare County Planning Committee, Real Estate Broker/Business Owner
- Walter Stammer Jr. (Alternate) – Member-at-large Tulare CAG Governing Board

Recommended New Members For SJVRC

- Staff also recommends that Samuel Daly be appointed by the SJJPA as a representative of San Francisco City/County.
 - Mr. Daly is an software designer/entrepreneur.
 - Mr. Daly is an advocate of rail and public transportation and is an frequent rider of the San Joaquin service.

San Joaquin Valley Rail Committee

Fiscal Impact:

- There is no fiscal impact.

Recommendation:

- Approve the staff recommendations for new San Joaquin Valley Rail Committee Members and Alternates.



Item 8

Approval for Oakley to be Studied as a Potential New San Joaquin Valley Station and Identified as a Potential Station in the 2016 SJJPA Business Plan

Dan Leavitt

Approval for Oakley Station to be Studied

- At the September 18, 2015 SJJPA Board Meeting, Oakley City Manager Bryan Montgomery along with Mayor Doug Hardcastle and Vice Mayor Kevin Romick made a presentation regarding the City of Oakley's efforts to implement an Intermodal Station which could be used by the San Joaquin service.

Approval for Oakley Station to be Studied

- The SJJPA 2015 Business Plan identifies Hercules, Berkeley, 65th Street Sacramento, Elk Grove, North Fresno, and North/West Bakersfield as potential new stations.
- It also states, “Contra Costa representatives have also suggested that another station in Eastern Contra Costa be evaluated in coordination with a mid-corridor start”.

Approval for Oakley Station to be Studied

- The City of Oakley has requested for Oakley to be studied as a potential new San Joaquin station and identified as a potential new station in the 2016 SJJPA Business Plan.
- Contra Costa Transportation Authority has submitted a letter in support of the City of Oakley's request.

Approval for Oakley Station to be Studied

Fiscal Impact:

- There is no fiscal impact since it has been assumed that a station in Eastern Contra Costa would be studied.

Recommendation:

- Approve for Oakley to be studied as a potential new San Joaquin station and be identified as a potential new station in the 2016 SJJPA Business Plan.



San Joaquin Joint Powers Authority

Item 9

CIPR Leadership Coalition Update

Dan Leavitt

CA Intercity Passenger Rail Leadership Coalition



San Joaquin
Joint Powers Authority



CIPR Leadership Coalition

- The CIPR Leadership Coalition submitted a letter to United States Senator Thune, Chair of the Committee on Commerce, Science, and Transportation requesting an extension of the deadline for Positive Train Control (PTC).
- Focused on working with Legislature to increase TIRCP program to 20% of ongoing Cap & Trade funding.
- Next TIRCP applications are expected to be out in February 4, 2016 and due April 5, 2016.



Item 10

San Joaquin Operations Update

- **Positive Train Control (PTC)**
- **Critical Path for Deployment of the 7th Daily Round Trip**
- **Ridership, On-Time Performance & Train Delay Information**

Brian Schmidt

Positive Train Control

- Positive Train Control:
 - An Extension to the Deadline was approved on Oct. 27th by the House and on Oct. 28th by the Senate:
 - The extension is for a 3 year period, until December 31, 2018.
 - Railroads must provide a written progress report to the Secretary of Transportation by March 31, 2016, and every year thereafter until PTC is fully implemented.
 - The Secretary of Transportation is responsible for conducting annual reviews to ensure railroads are complying with the updated PTC plan.

7th Daily Roundtrip – Critical Path

- August 2015 – Develop draft schedules for with Caltrans and Amtrak for:
 - Full Roundtrip - Bakersfield to Oakland - Complete
 - Mid-Corridor Start (Merced to Oakland) – Complete
 - Investigate layover site in Merced to accommodate a Mid-Corridor Start. – Complete
 - Develop an Equipment deployment Plan for the 7th daily roundtrip with CCJPA, Amtrak and Caltrans - Complete

7th Daily Roundtrip – Critical Path

- September 2015 – Draft Schedules:
 - Provide Draft Schedules to Amtrak for Ridership and Revenue Analysis – Submitted and being Analyzed
 - Provide Draft Schedules to BNSF and UPRR for Analysis and Approval – Submitted and being Analyzed
- December 2015:
 - Evaluation and Negotiation of Potential additional Thruway Connections.

7th Daily Roundtrip – Critical Path

- January 2016:
 - SJJPA Board item on 7th Daily Roundtrip Schedule for Discussion and Approval
 - Begin Negotiations with Amtrak on the 7th Daily Roundtrip staffing and Fleet Deployment Plan

- February 2016:
 - Initiate Marketing Campaign for the 7th Daily roundtrip

- April 2016
 - Initiate 7th Daily Roundtrip

7th Daily Roundtrip

- Draft Full-Roundtrip Schedule:
 - Bakersfield to Oakland:
 - Depart Bakersfield at 7:30 am
 - Arrive Oakland at 1:35 pm
 - Oakland to Bakersfield
 - Depart Oakland at 3:41 pm
 - Arrive Bakersfield at 10:07 pm

7th Daily Roundtrip

- Draft Mid-Corridor Start Schedule:
 - Merced to Oakland:
 - Depart Merced at 5:00 am
 - Arrive Oakland at 8:10 am
 - Oakland to Bakersfield
 - Depart Oakland at 3:41 pm
 - Arrive Merced at 6:50 pm

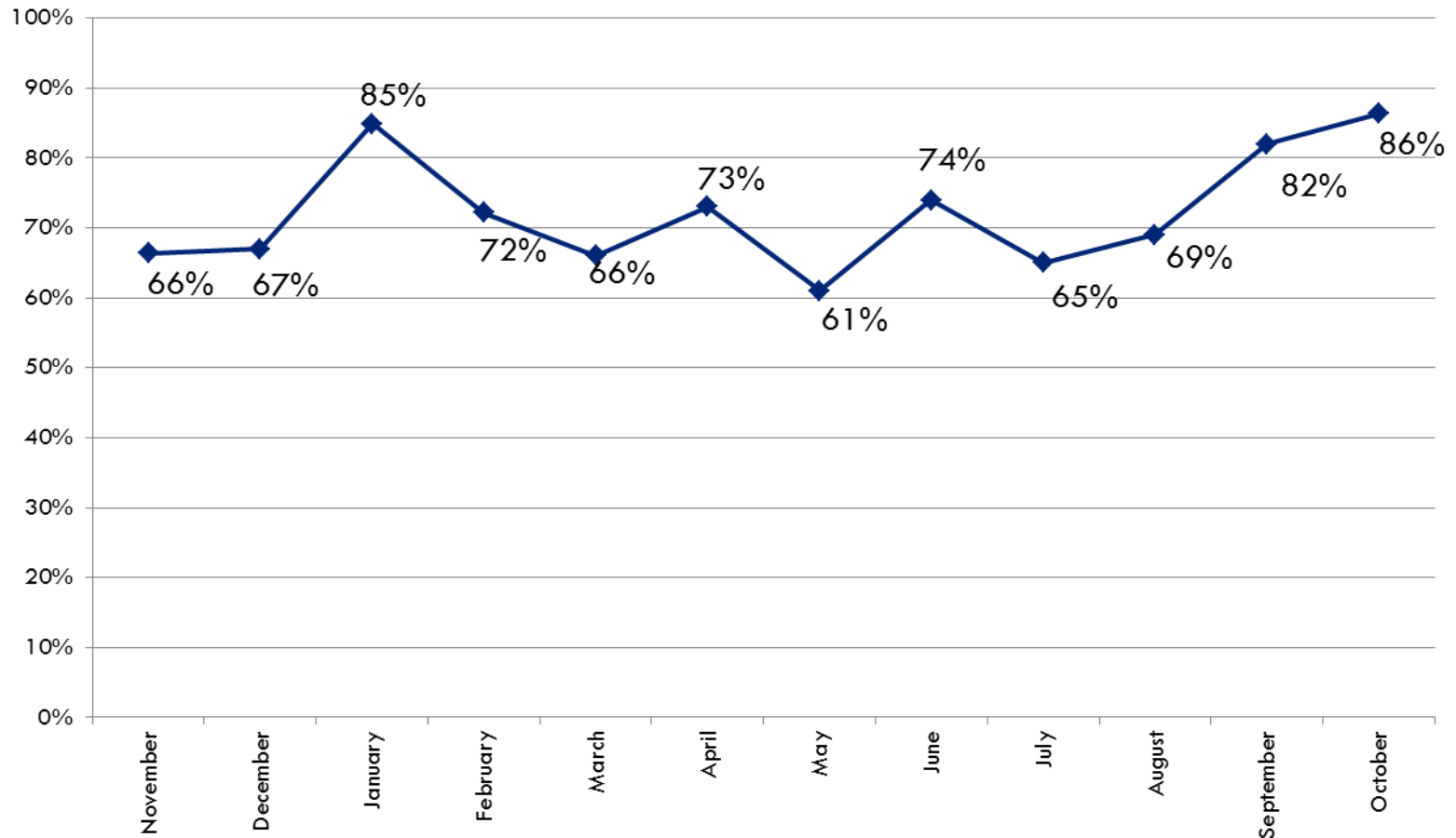
San Joaquin Operations Update

- Train Delays for Sept. 2014 through Sept. 2015
 - Near Miss Incidents - 43
 - Vehicle on Tracks - 54
 - San Joaquin Incidents - 15
 - Other Train Incidents - 12

(BNSF, UPRR & CCJPA)

San Joaquin On Time Performance

AMTRAK San Joaquin Corridor Monthly OTP



San Joaquin On Time Performance

- San Joaquin OTP Oct. 1 thru Nov. 18, 2015
 - Trains Operated - 588
 - Trains On-Time - 507
 - Trains Late - 81
 - FY Year OTP - 86.2%
 - Nov. OTP - 86.1%

FY 2015 Ridership

- Ridership Year-to-date vs. Projected

	FY15	Projected	% Diff
San Joaquin	90,961	94,393	-3.6
Capitol Corridor	134,233	128,141	+4.8
Pacific Surfliner	231,367	223,424	+3.6



Item 11

Administrative Matters or Announcements

- **Correspondence**

Stacey Mortensen

Correspondence

- E-mails were received from Gary Rucker on September 30, 2015 and on September 21, 2015 in regards to interest in pursuing a quiet zone through Merced and any help the SJJPA can provide to reduce freight noise through Merced.
- Additional e-mails were included in briefing materials from Samuel Daly, Bob Snoddy, Jason Helton, and Paul Dyson.
- A letter was received on behalf of the SJV Regional Policy Council in appreciation of the SJJPA's participation in the Fall Policy Conference (Oct 7th & 8th)



San Joaquin Joint Powers Authority

Item 12

Board Members Comments



San Joaquin Joint Powers Authority

Item 13

Adjournment



San Joaquin

Joint Powers Authority

November 20, 2015 Board Meeting