



San Joaquin
Joint Powers Authority



November 1st, 2019 Meeting



San Joaquin Valley Rail Committee

Item 1

Call to Order

Pledge of Allegiance

Roll Call

Introductions/New Members



San Joaquin Valley Rail Committee

Item 2

Public Comment



San Joaquin Valley Rail Committee

Item 3

SB 742 Update

Dan Leavitt/ Paul Herman

SB 742 Update

- The purpose of SB 742 is to remove portions of Section 14035.55 of the CA Government Code which require state supported Amtrak Thruway bus passengers to have a rail trip as part of their ticket.
- Authored by Senator Allen.
- Senator Galgiani and Assemblymembers Gray, Flora and Fong co-authored this bill.
- Passed Legislature without a single “no” vote, and signed by Governor on October 8, 2019.

SB 742 Update

- Amending Section 14035.55 provisions would enable the JPAs to pick up and drop off passengers on their Amtrak intercity thruway bus routes without requiring them to have a train ticket as part of their trip.
- Amending Section 14035.55 provisions would:
 - ▣ Increase revenues for the state at virtually no additional cost
 - ▣ Provide improved access to priority and underserved communities
 - ▣ Reduce the amount of greenhouse gases and air pollution emissions, better utilize infrastructure and reduce congestion.

SB 742 Update

- Staff worked with Assembly Transportation Committee staff, Senator Allen's office, Greyhound, California Bus Association, and California Transit Association on amendments to SB 742 that were accepted by Senator Allen and amended into SB 742 before it was voted on by the Assembly Transportation Committee.
- As a result of this cooperative effort, Greyhound and the California Bus Association rescinded their opposition to SB 742 and now have a “neutral” position to the bill.

SB 742 Update

- The New Amendments:
 - ▣ Improve some of the previous language
 - ▣ Require the JPAs to do additional consultation with public and private bus operators before entering into contracts
 - ▣ Requires a JPA to submit a report to the Legislature on or before January 1, 2023 documenting the impacts of SB 742.
- The intent of SB 742 was not changed.

SB 742 Update

- SB 742 passed on the Senate Floor with a **37-0** vote on May 20, 2019.
- SB 742 passed in Assembly Transportation on July 8 with a **15-0** vote.
- SB 742 passed in Assembly Appropriations Committee (**17 – 0**)
- SB 742 passed in the Assembly Floor (**76 – 0**)
- SB 742 passed in the Senate Concurrence (**40 – 0**)
- **Approved by Governor on October 8, 2019**

SB 742 Update

- Next Steps: Implementation
 - ▣ Bill goes into effect January 1, 2020
 - ▣ Staff are working with Amtrak
 - ▣ Routes will be phased in.
 - ▣ Will be working with local, & regional transit providers in the corridors
 - ▣ Will be working with private intercity bus operators
 - ▣ Board Action/Meeting Item prior to opening up new ticketing options for bus only passengers.



San Joaquin Joint Powers Authority

Item 4

Valley Rail Update and Network Integration

Dan Leavitt/Paul Herman



Valley Rail: ACE and San Joaquins Expansion



Valley Rail

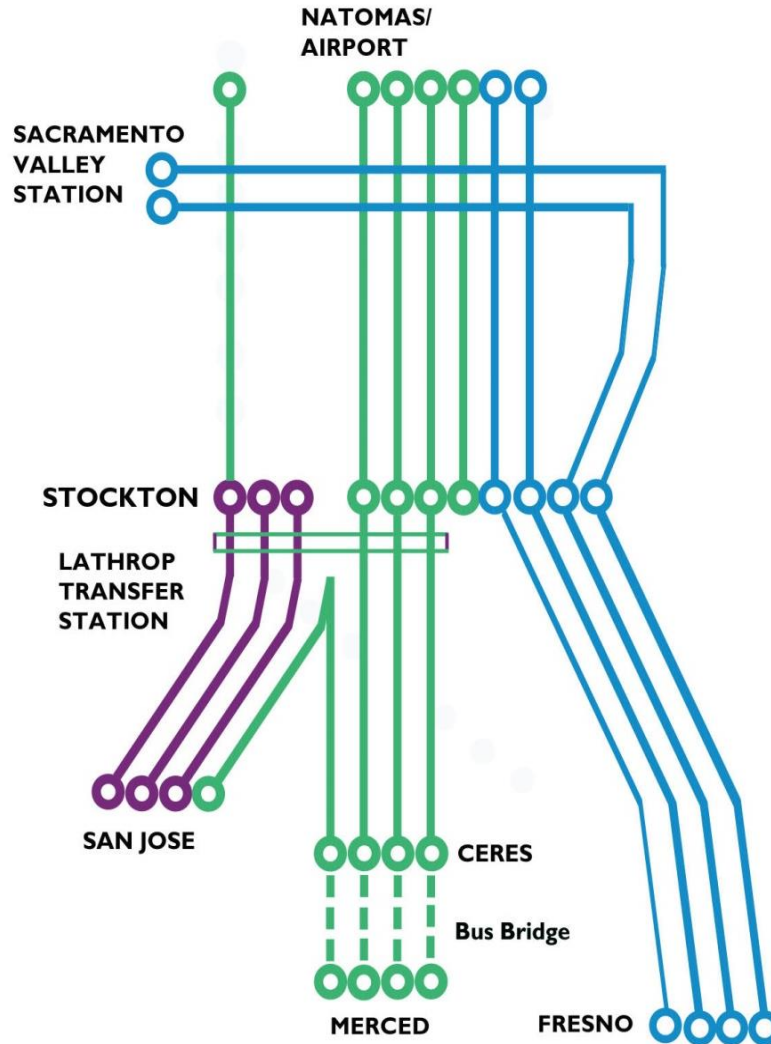
❖ACE and Amtrak service being expanded to Ceres, Merced, and Sacramento

- ❖\$1 billion in improvements underway
- ❖New Stations in Ripon, Downtown Manteca, and North Lathrop
- ❖New station locations in Elk Grove, Midtown Sacramento, and Natomas with shuttle connection to Sacramento International Airport

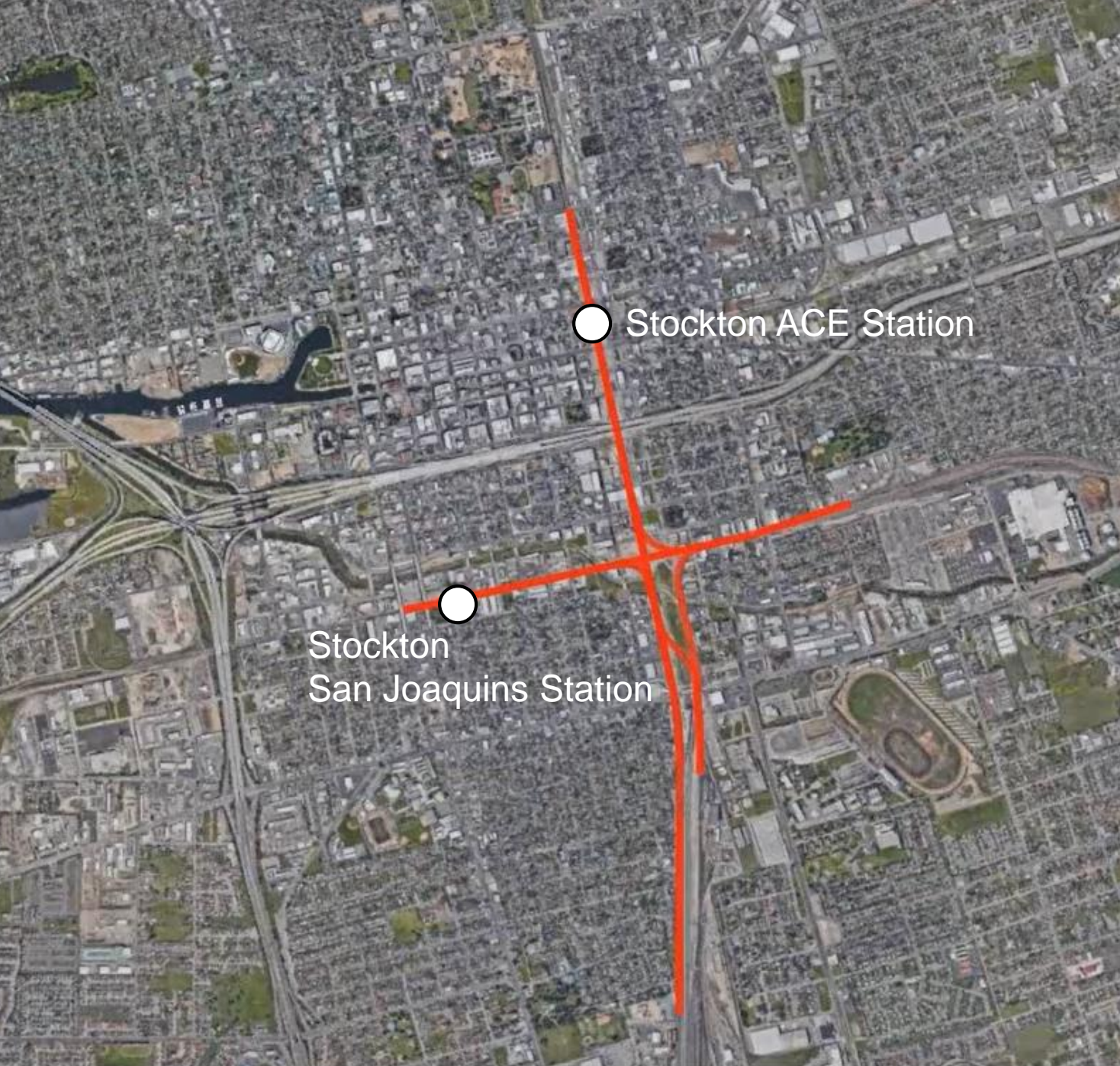


Valley Rail

Daily Round-trips



Stockton Diamond Grade Separation Project



Stockton ACE Station

Stockton
San Joaquins Station

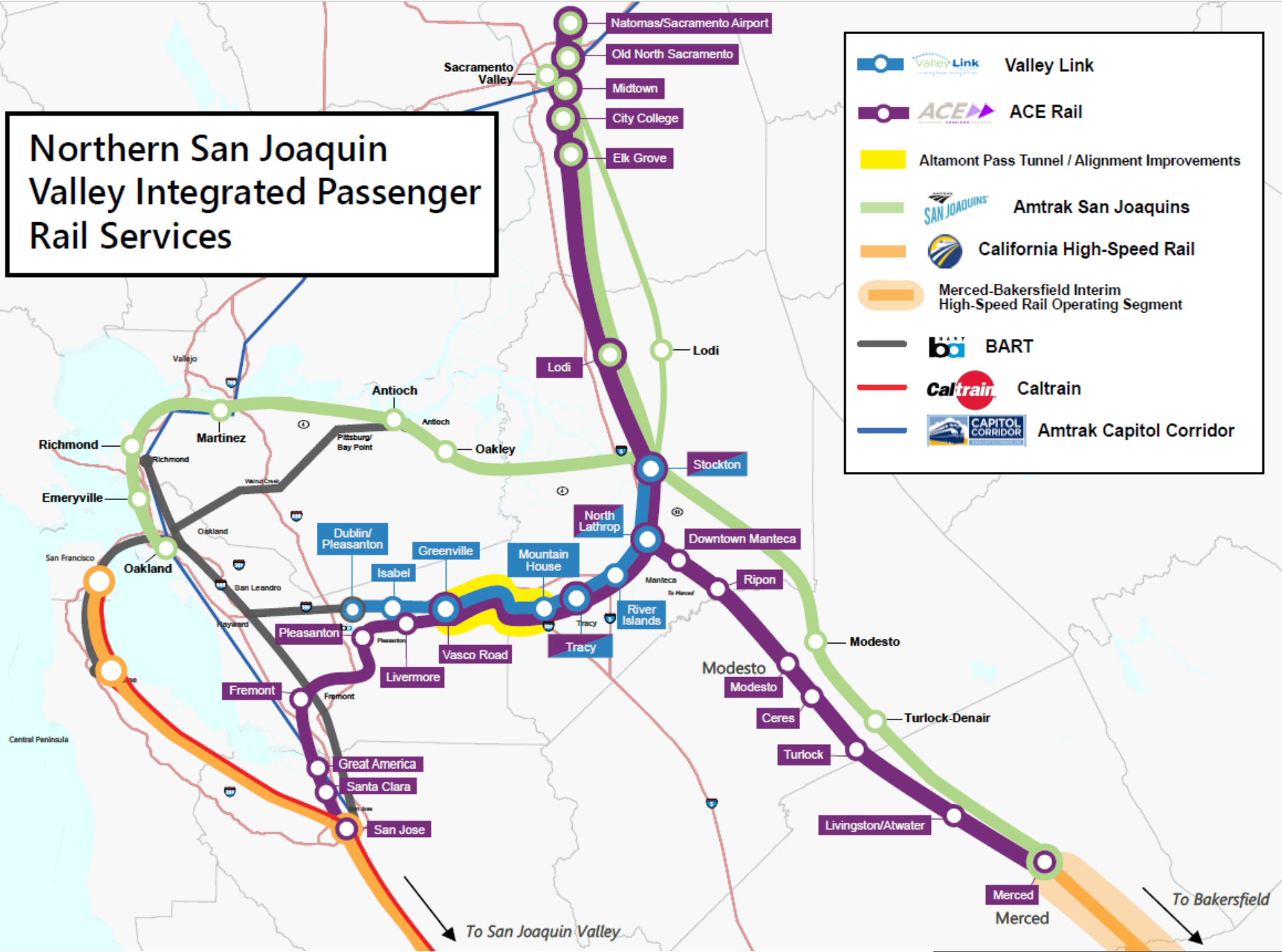
ACE 
ALTA MONT CORRIDOR EXPRESS

 **SAN JOAQUINS**

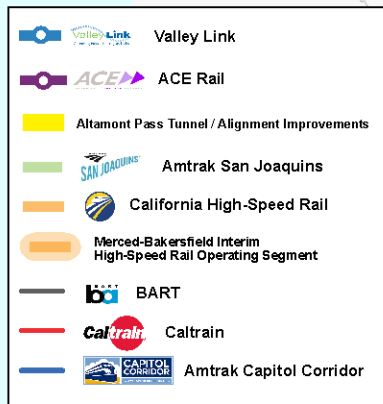
Network Integration Contract:

- **Altamont Corridor Vision**
- **CHSRA 2020 Business Plan Support**
- **Madera Station Relocation Planning & Outreach Support**
- **Merced Intermodal Track Connection (MITC)**
- **Infrastructure Needs Analysis**
- South of Merced Integration
- Valley Rail North Extension
- Connections to Sacramento
- Subsidized Fares/Priority Populations
- First and Last Mile Connections
- Hybrid Equipment Study

Northern San Joaquin Valley Integrated Passenger Rail Services



San Joaquin Valley Integrated Passenger Rail Services





San Joaquin Valley Rail Committee

Item 5

Altamont Corridor Vision Phase 1 Improvement Update

Dan Leavitt

Altamont Corridor Vision Phase 1



SAN JOAQUIN
REGIONAL
RAIL COMMISSION

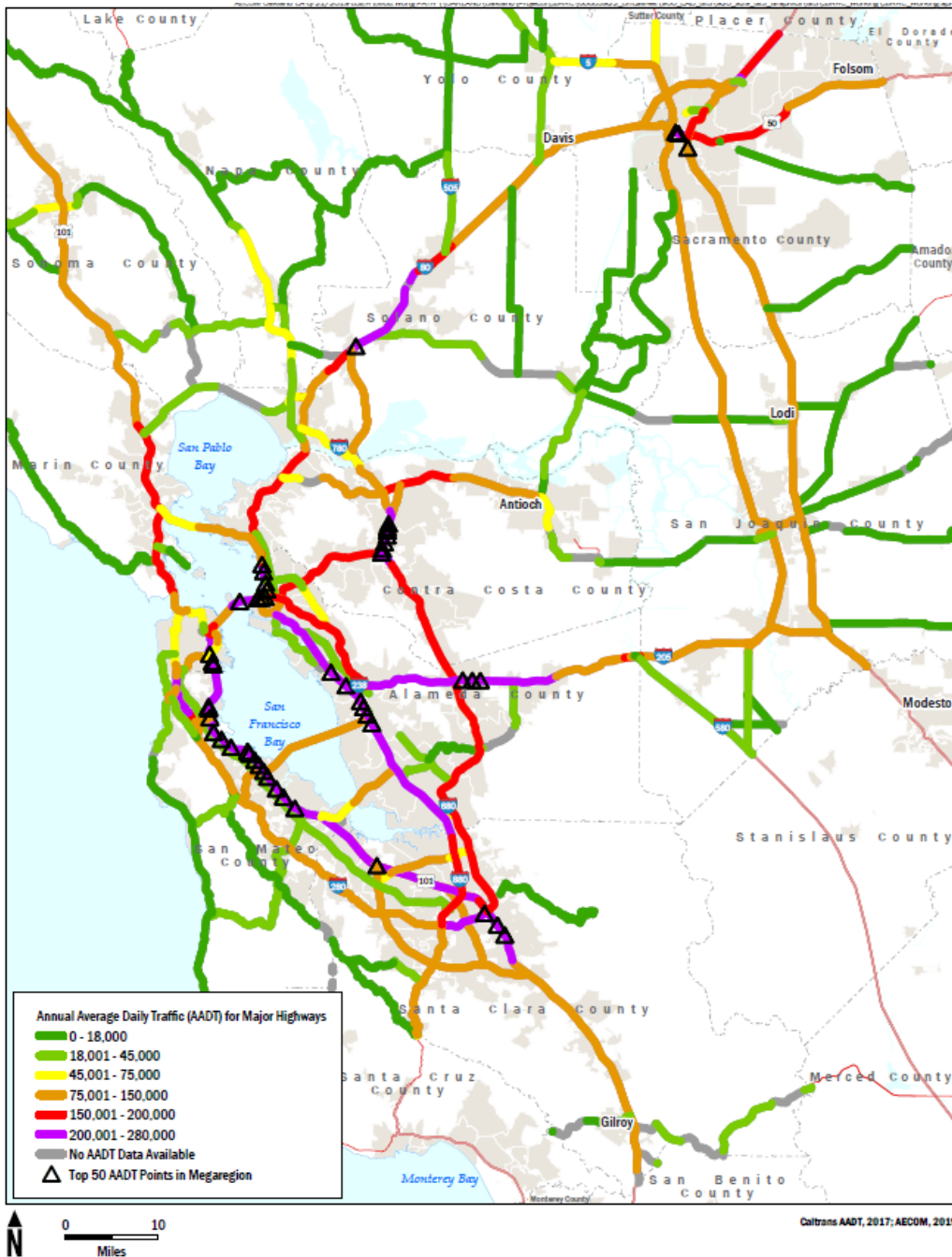


San Joaquin
Joint Powers Authority

StanCOG – September 18, 2019



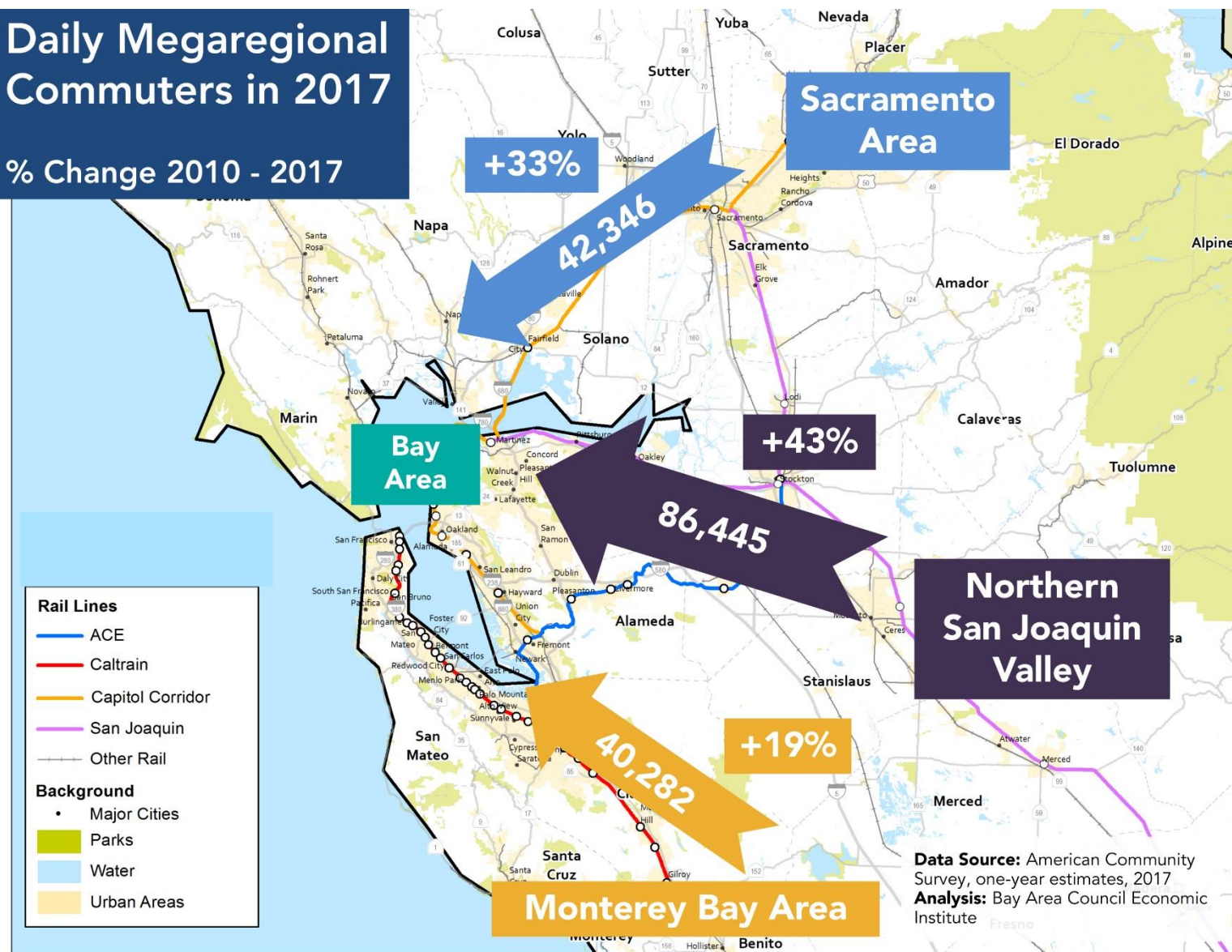
Annual Average Daily Traffic



More Commuters Making Megaregional Trips

Daily Megaregional Commuters in 2017

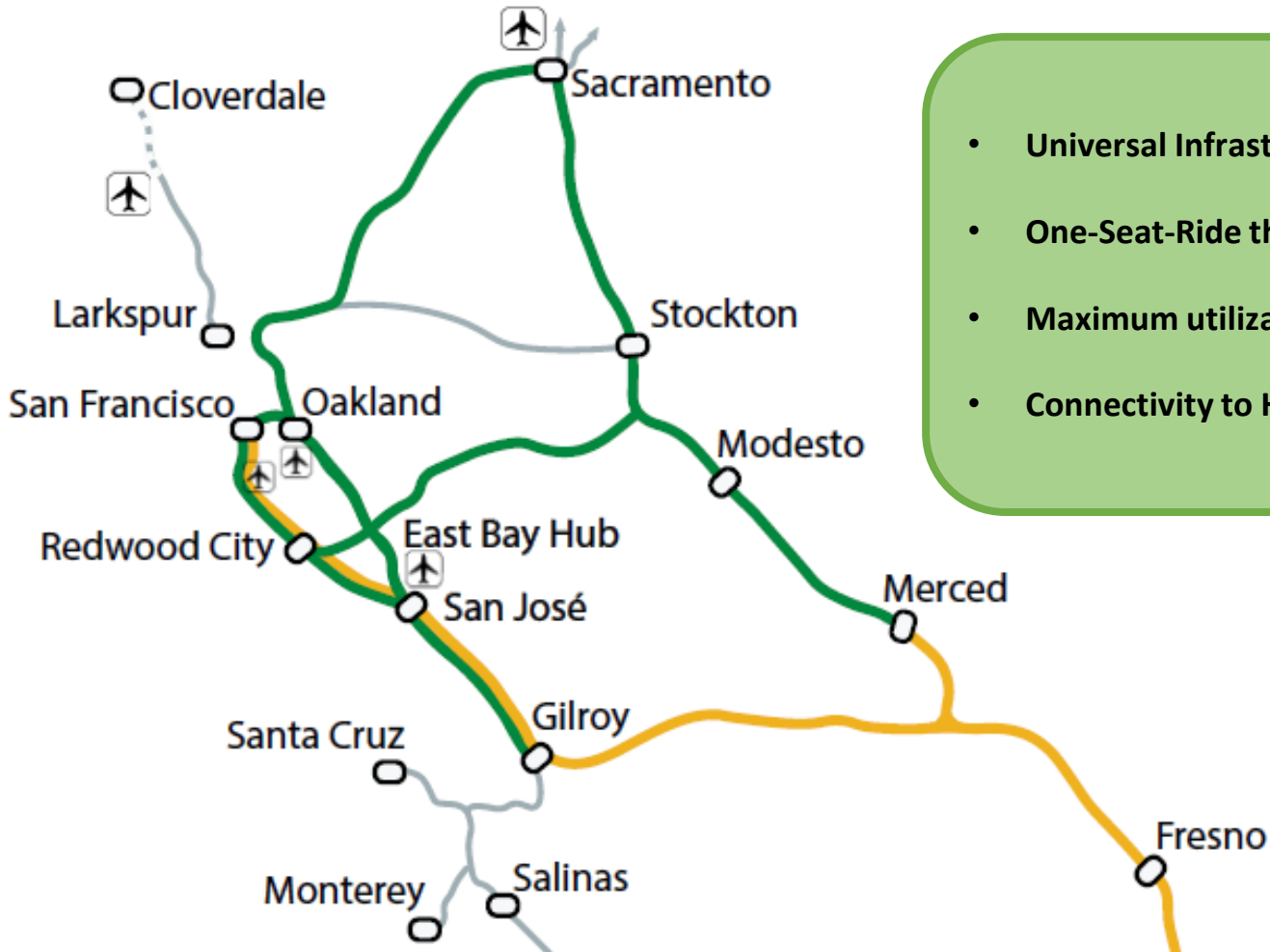
% Change 2010 - 2017



2040 Vision: Northern California



Megaregional Network Integration

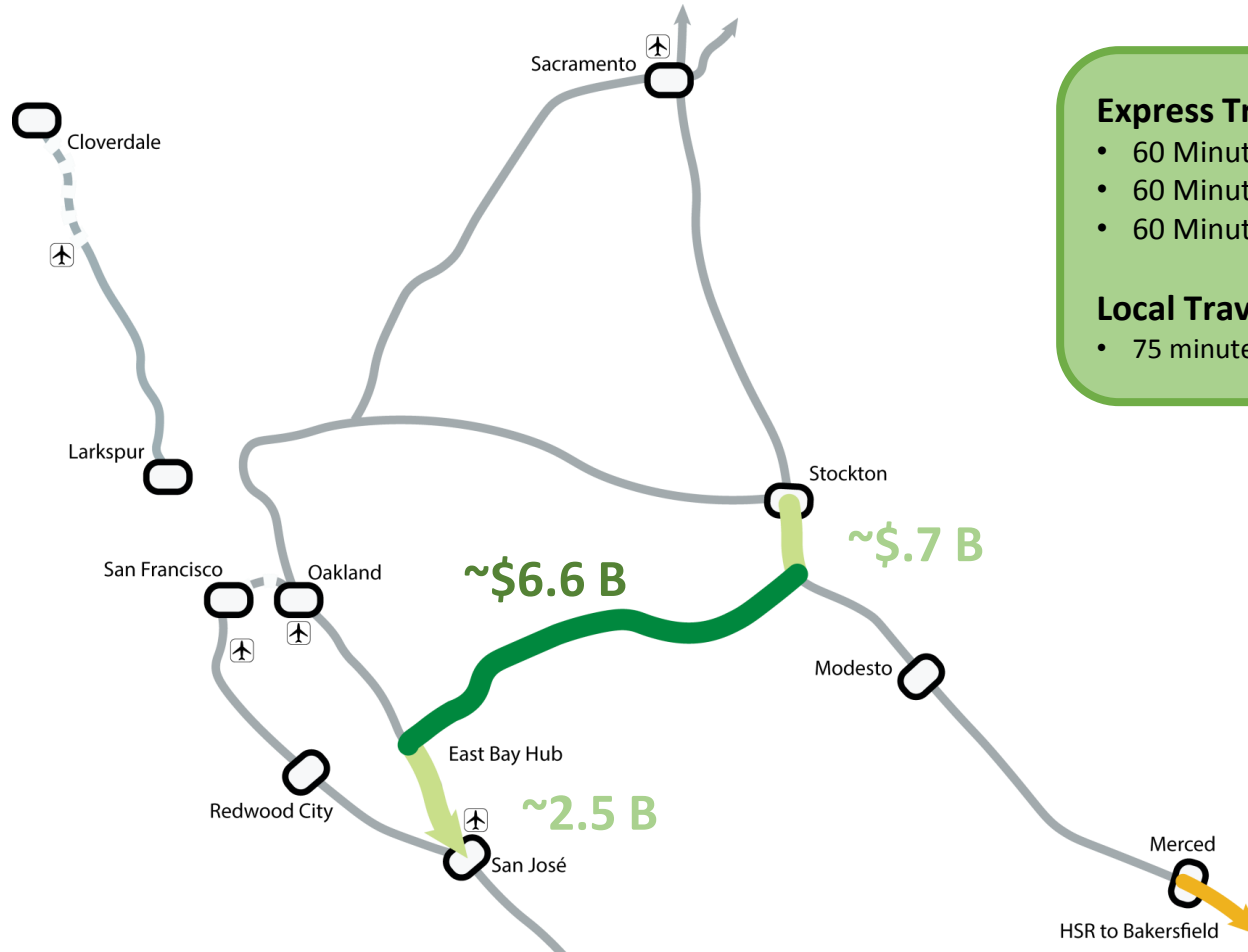


- Universal Infrastructure
- One-Seat-Ride throughout the Megaregion
- Maximum utilization of new Bay Crossings
- Connectivity to High Speed Rail

Altamont Corridor Vision



Universal corridors, shared facilities



Express Travel Times – One seat ride

- 60 Minutes Stockton to San Jose
- 60 Minutes Stockton to Oakland
- 60 Minutes Stockton to Redwood City

Local Travel Times

- 75 minutes Stockton to San Jose



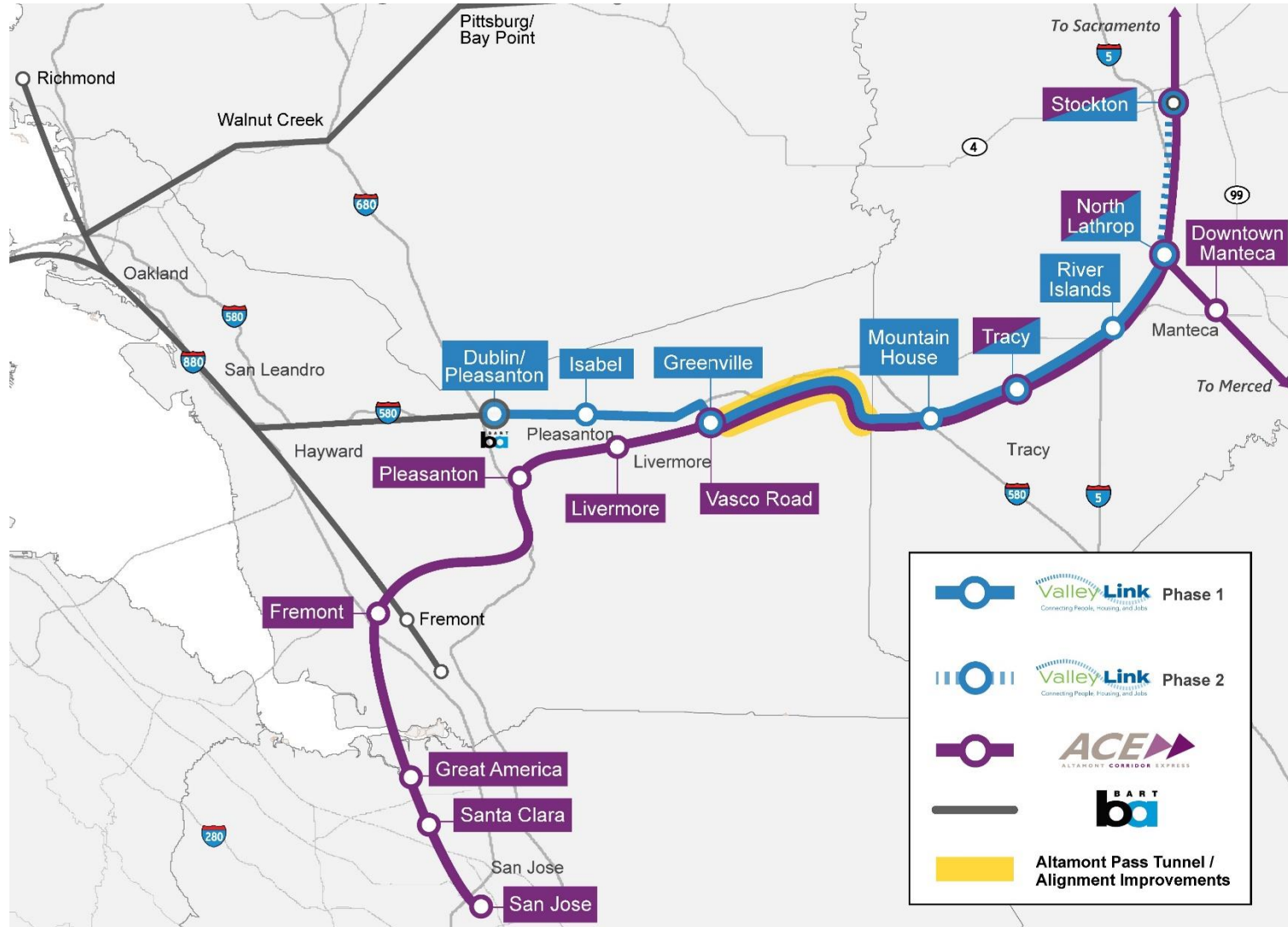
Altamont Corridor Programs

- **Near-term / Phase 1 Priority Improvements:**
 - 2 additional round-trips between SJV and San Jose via Altamont Pass & weekend service (6 daily round trips week days)
 - Valley Link initiated: Dublin/Pleasanton to North Lathrop (25 daily round trips)
 - Altamont Pass Tunnel/Alignment Improvements
- **Mid-term:**
 - 4 more round-trips between SJV and San Jose via Altamont Pass & weekend service (10 daily round trips week days)
 - Newark to Alviso improvements: capacity and resiliency
 - Valley Link extended to Stockton (30 daily round trips)
- **Longer-term “Vision”:**
 - 15 minute to ½ hour frequency during peak periods;
 - Dedicated Track – “Universal Corridor”
 - One seat ride SJV – San Jose/Oakland/SF/Peninsula

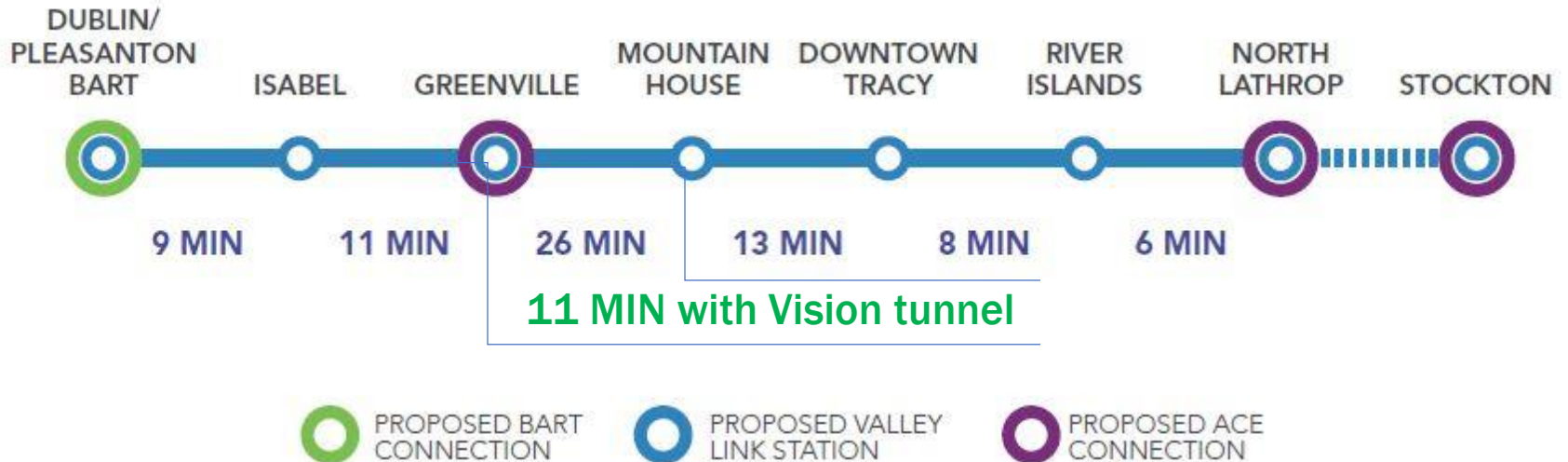




Altamont Corridor Vision Phase 1



Travel Times



Total Travel Time Valley Link: 73 MIN

Total Travel Time Altamont Vision: 58 MIN

- With Vision Mountain House to BART: 31 MIN

30%
savings

Bay Area Improvements

Phasing / Priorities – Phase 1

Element	Cost
Valley Link: BART to Livermore	\$0.6 billion
Altamont Pass Tunnel / Alignment (for ACE & Valley Link)	\$1.1 billion
ACE Station Improvements / Equipment / Infrastructure	\$0.2 billion
TOTAL \$1.9 billion	

✓ **Travel time savings:
11 to 15 minutes**

San Joaquin Valley Letters of Support

- **Tri-Valley –San Joaquin Valley Regional Rail Authority**
- **SJRRC**
- **SJJPA**
- **Congressman Harder**
- **Congressman Swalwell**
- **Central Valley Rail Working Group**
- **CA Partnership for the San Joaquin Valley**
- **San Joaquin COG**
- **Cities of Stockton, Modesto, Tracy, Lathrop, Ripon, Ceres, Riverbank, and Merced**
- **TenSpace**
- **Visionary Homebuilders**
- **Tracy City Center Association**
- **Supervisors**
- **Stan. County Public Works**
- **StanCOG**
- **Downtown Stockton Alliance**
- **San Joaquin Partnership**
- **Senator Galgiani**
- **Senator Caballero**
- **Assemblymember Gray**
- **Assemblymember Eggman**
- **SJV Regional Planning Agencies' Directors' Committee**
- **Greater Stockton Chamber of Commerce**
- **Caltrans District 10**





San Joaquin Valley Rail Committee

Item 6

Merced to San Jose Thruway Bus Pilot Update

Paul Herman

Merced to San Jose Thruway Bus Pilot

- As part of the 2018 SJJPA Business Plan, SJJPA committed to “conduct preliminary market analysis for an additional Thruway Bus route to serve the travel market between the Southern San Joaquin Valley and Silicon Valley.”
- For several years Kern COG has requested that SJJPA initiate a new Thruway Bus service between the Central Valley and the Silicon Valley. Staff looked further into this specific proposal, including performing an initial ridership analysis to test its viability.

Merced to San Jose Thruway Bus Pilot

- The Merced to San Jose travel times are expected to be competitive with alternative modes to produce significant additional ridership for the San Joaquins.
- In the ridership forecast that staff has conducted for this pilot service, analysis showed substantial ridership gains in Southern California, Fresno and Bakersfield, as well as more modest increases in ridership in Madera, Hanford, Corcoran and Wasco.

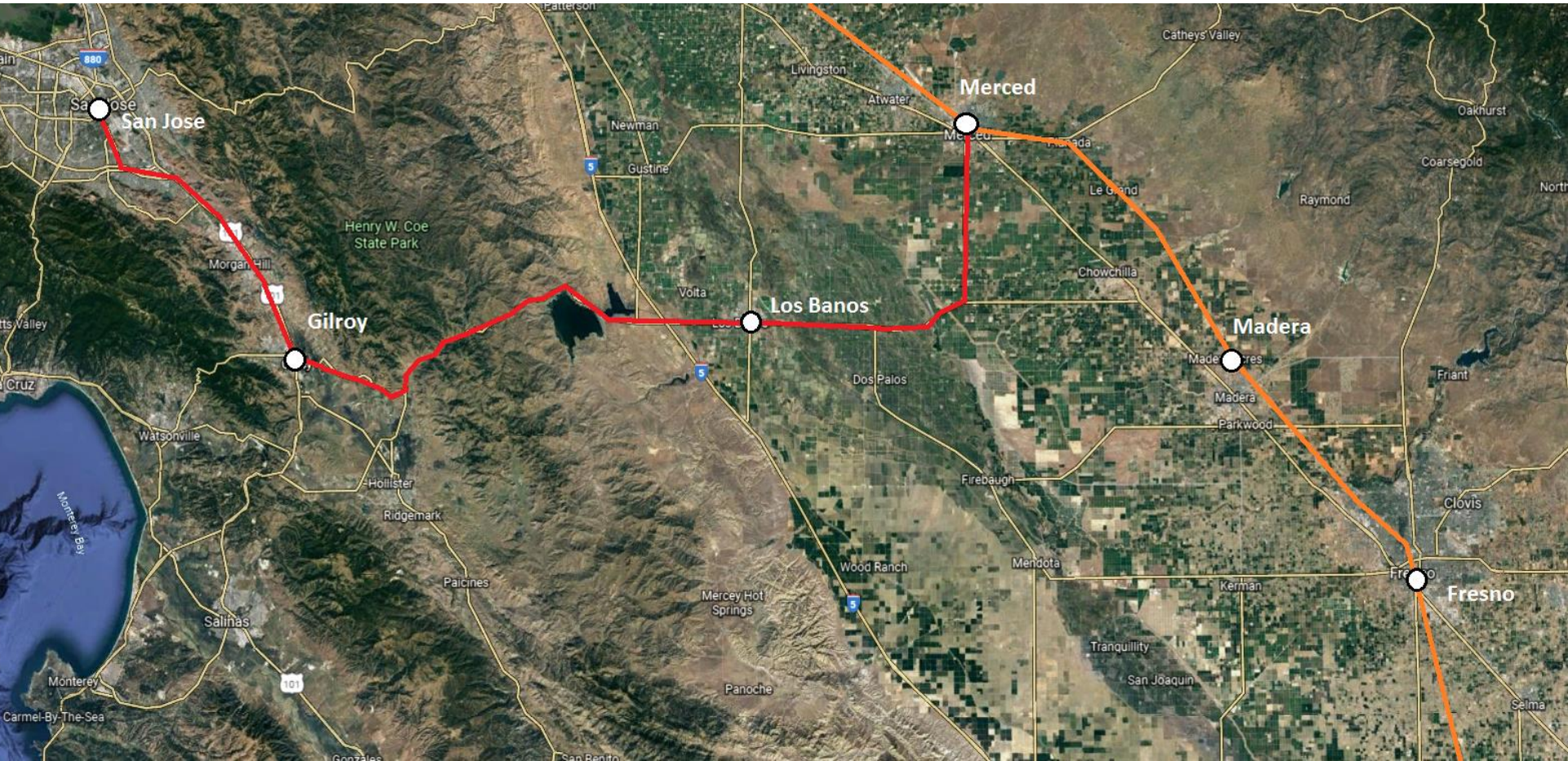
Merced to San Jose Thruway Bus Pilot

- Originally this bus pilot was considered to be between Madera and San Jose, but after careful consideration and in consultation with our operating partner Amtrak, Staff recommended that this pilot service make its San Joaquins connection at Merced.
- The main factor that led to this decision was the cost of operations would have been significantly more in Madera because the train meets would have required a longer layover for the bus and its driver, which over a year would have resulted in an increased costs to run this pilot service.

Merced to San Jose Thruway Bus Pilot

- Other benefits of running this pilot service from Merced include:
 - An additional, larger market served in Merced with connections to Yosemite National Park.
 - Merced Station has a waiting room with ticket agents, and provides checked baggage services.
 - With the connection in Merced, one bus will be able to provide both southbound and northbound connections for passengers, while Madera would have had a considerable layover or additional buses needed to operate the same level of service.

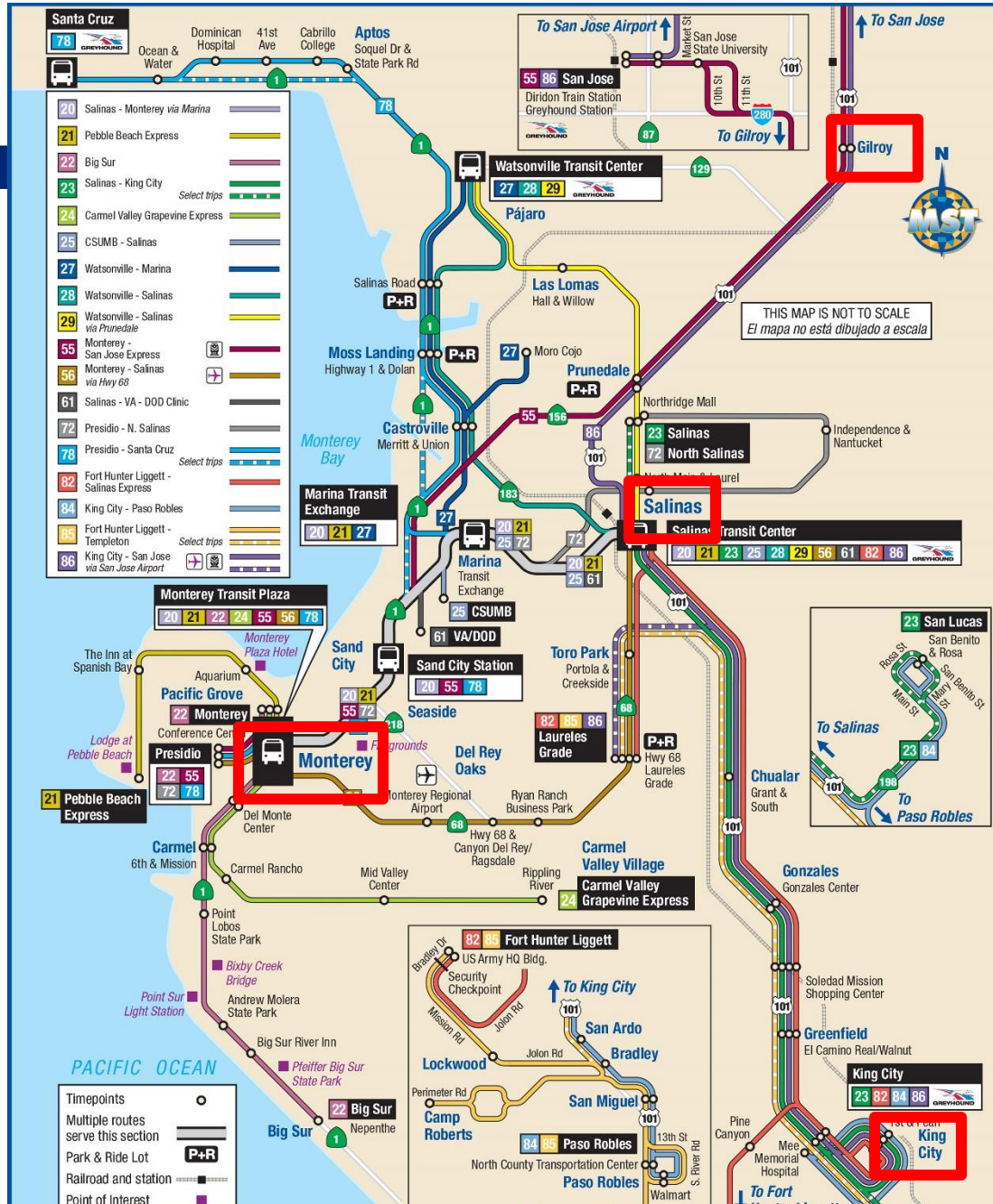
Merced to San Jose Thruway Bus Pilot



Connections in San Jose



Connections to Monterey Bay



Conceptual Merced – San Jose Thruway Bus Schedule

Merced-San Jose - Southbound		
Train #	710	704
San Jose Bus Dep.	8:00 AM	4:00 PM
Gilroy	8:50 AM	4:50 PM
Los Banos	9:45 AM	5:45 PM
Merced Bus Arr.	10:30 AM	6:30 PM
Merced Train Dep.	10:45 AM	6:45 PM
Madera	11:19 AM	7:19 PM
Fresno	11:49 AM	7:49 PM
Hanford	12:24 PM	8:24 PM
Corcoran	12:40 PM	8:40 PM
Wasco	1:17 PM	9:12 PM
Bakersfield	1:57 PM	9:57 PM
Los Angeles	4:35 PM	12:20 AM

Merced-San Jose - Northbound		
Train #	713	719
Los Angeles	5:10 AM	1:05 PM
Bakersfield	8:12 AM	4:12 PM
Wasco	8:39 AM	4:39 PM
Corcoran	9:19 AM	5:19 PM
Hanford	9:39 AM	5:39 PM
Fresno	10:16 AM	6:16 PM
Madera	10:42 AM	6:42 PM
Merced Train Arr.	11:23 AM	7:23 PM
Merced Bus Dep.	11:30 AM	7:30 PM
Los Banos	12:15 PM	8:15 PM
Gilroy	1:10 PM	9:10 PM
San Jose Bus Arr.	1:50 PM	9:50 PM

Merced to San Jose Thruway Bus Pilot

- SJJPA anticipates the start of the Merced-San Jose Thruway Bus Pilot to begin service with the Spring 2020 San Joaquins Schedule Change, which will take place in April or May before Memorial Day Weekend.
- Staff will have further updates as we get closer to the launch of the service, including the final schedule. We will have those updates at SJJPA Board Meetings and future SJVRC Meetings.



San Joaquin Valley Rail Committee

Item 7

2020 SJJPA Business Plan Update

Dan Leavitt/ Paul Herman

2020 SJJPA 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

2020 SJJPA Business Plan

- Primary Purposes of the Annual Business Plan
 - Identify SJJPA's intentions for the next two State Fiscal Years (FY 2020/21 and FY 21/22 in its proposed management of the San Joaquins.
 - Request annual funds from the State for operating, administering, and marketing the San Joaquins.
 - Operating and action plans.
 - Outline short-term and longer-term capital plans.

2020 SJJPA Business Plan

■ **Minor Update**

- The 2019 Business Plan reflected similar content to the prior year plan with a heavier emphasis on implementation.
- The 2020 Business Plan will be a minor update with emphasis on upcoming near-term initiatives and partnerships with rail and transportation agencies.

2020 SJJPA Business Plan

Key Initiatives of the Draft 2020 SJJPA Business Plan:

- Integration with High-Speed Rail
- 8th and 9th Daily Round-Trips
- Thruway Bus Partnerships and SB 742 Implementation
- Relocation of Madera Station
- MITC Connection at Merced
- Reduction of San Joaquins Running Time between Bakersfield and the Bay Area & Improved OTP
- South of Merced Integration

2020 SJJPA Business Plan

- Submittal Schedule of 2020 SJJPA Business Plan Update
 - Draft Due April 1st, 2020
 - Final Due June 15th, 2020 to account for more current projections from Amtrak for the operating budget in next Fiscal Year.
- Public Review Process
 - This meeting is the kick-off of our public outreach. We will be reaching out to other stakeholders in the coming months.
 - Public review draft Business Plan is expected to be available in early February 2020.
 - Comments are expected to be due in early- to mid-March.
 - E-mail Comments to Paul Herman at Paul@SJJPA.com

2020 SJJPA Business Plan



Committee Member Discussion / Input



San Joaquin Valley Rail Committee

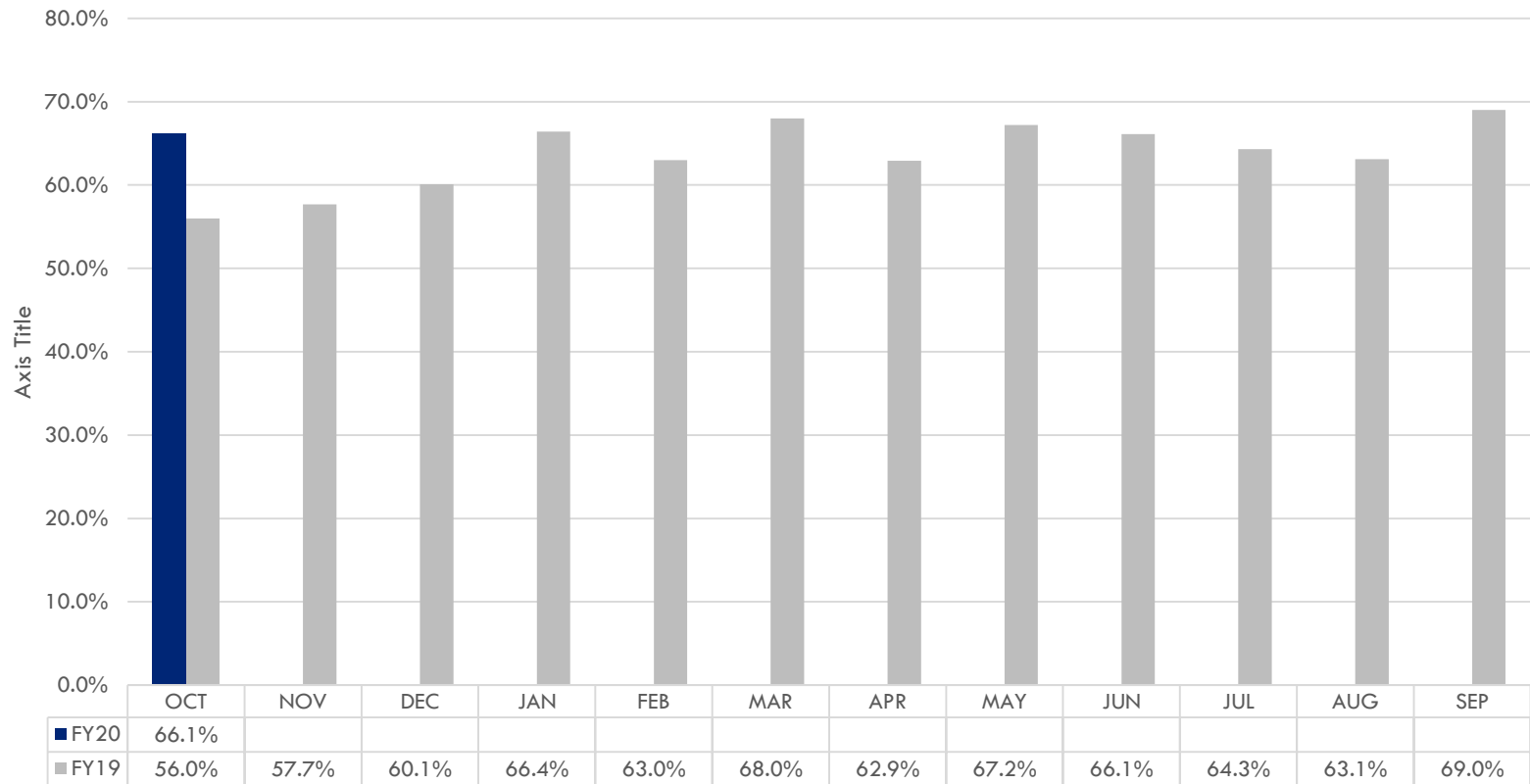
Item 8

Amtrak San Joaquins Operations Update

Anthony Chapa

SAN JOAQUINS ON-TIME PERFORMANCE

FY20 vs. FY19



SAN JOAQUINS ON-TIME PERFORMANCE

- San Joaquins Customer On-Time Performance (OTP)
 - A measure that tracks what percentage of all San Joaquins train passengers arrive at their destination stations on-time.
- San Joaquins YTD Customer OTP is 66.1% for FYTD.
 - The chart below provides an overview of the San Joaquin's OTP compared to the two other State supported services for FY20 & FY19.
- The Capitol Corridor runs entirely on the Union Pacific Railroad.
- Pacific Surfliner runs primarily on the BNSF with a small segment on the Union Pacific.
- The San Joaquins are handed off between the BNSF and Union Pacific at Stockton for the Sacramento bound trains and at Port Chicago for the Oakland bound trains.

SAN JOAQUINS ON-TIME PERFORMANCE

Service	FYTD20	FY19
San Joaquins	66.0%	61%
Capitol Corridor	86.0%	88%
Pacific Surfliner	74.0%	71%

Data through October 28, 2019

SAN JOAQUINS RIDERSHIP

The San Joaquin Service finished FY19 with 1,071,190 passengers carried. Our ridership was slightly down from FY18 (-0.70%).

Month	Ridership			Ticket Revenue		
	FY19	FY18	% change	FY19	FY18	% change
Oct-18	84,802	87,391	-2.96%	\$2,480,787	\$2,751,127	-9.83%
Nov-18	101,070	99,022	2.07%	\$3,253,885	\$3,535,278	-7.96%
Dec-18	93,180	98,862	-5.75%	\$2,949,028	\$3,224,751	-8.55%
Jan-19	76,154	78,979	-3.58%	\$2,312,775	\$2,501,689	-7.55%
Feb-19	70,735	74,579	-5.15%	\$2,072,049	\$2,168,482	-4.45%
Mar-19	91,820	93,163	-1.44%	\$2,658,760	\$2,786,939	-4.60%
Apr-19	95,631	89,612	6.72%	\$2,712,873	\$2,562,566	5.87%
May-19	95,569	91,440	4.52%	\$2,788,542	\$2,589,689	7.68%
Jun-19	93,739	91,905	2.00%	\$2,737,033	\$2,680,052	2.13%
Jul-19	96,240	98,035	-1.83%	\$2,893,422	\$2,916,418	-0.79%
Aug-19	89,863	89,853	0.01%	\$2,635,214	\$2,703,236	-2.52%
Sep-19	82,387	85,866	-4.05%	\$2,390,215	\$2,503,399	-4.52%
Total YTD	1,071,190	1,078,707	-0.70%	\$31,884,583	\$32,923,626	-3.16%



San Joaquin Valley Rail Committee

Item 9

Marketing and Outreach Update

Kevin Lee/ Rene Gutierrez

SJPA Marketing & Outreach

- New Programs
 - ▣ 6Tix
 - ▣ New Amtrak San Joaquins Website
- Advertising Update
 - ▣ Holiday Campaign
 - Saver Fare
 - Share Fare
- Continuing Efforts
 - ▣ Onboard Survey / Market Research
 - ▣ Hispanic Outreach



Passenger and Market Research

San Joaquin Joint Powers Authority (SJJPA)

Board Presentation

September 27, 2019

Study Overview

In the summer of 2019, RSG conducted a Market Survey and an Onboard Survey on behalf of SJJPA.

Market Survey

- Administered online
- Targeted San Joaquins' core geographical markets (riders and non-riders)



499 respondents successfully completed the survey



Respondents reside in four regions that account for ~75% of San Joaquins ridership

Onboard Survey

- Administered aboard trains
- Targeted San Joaquins' riders



1,131 riders successfully completed the survey

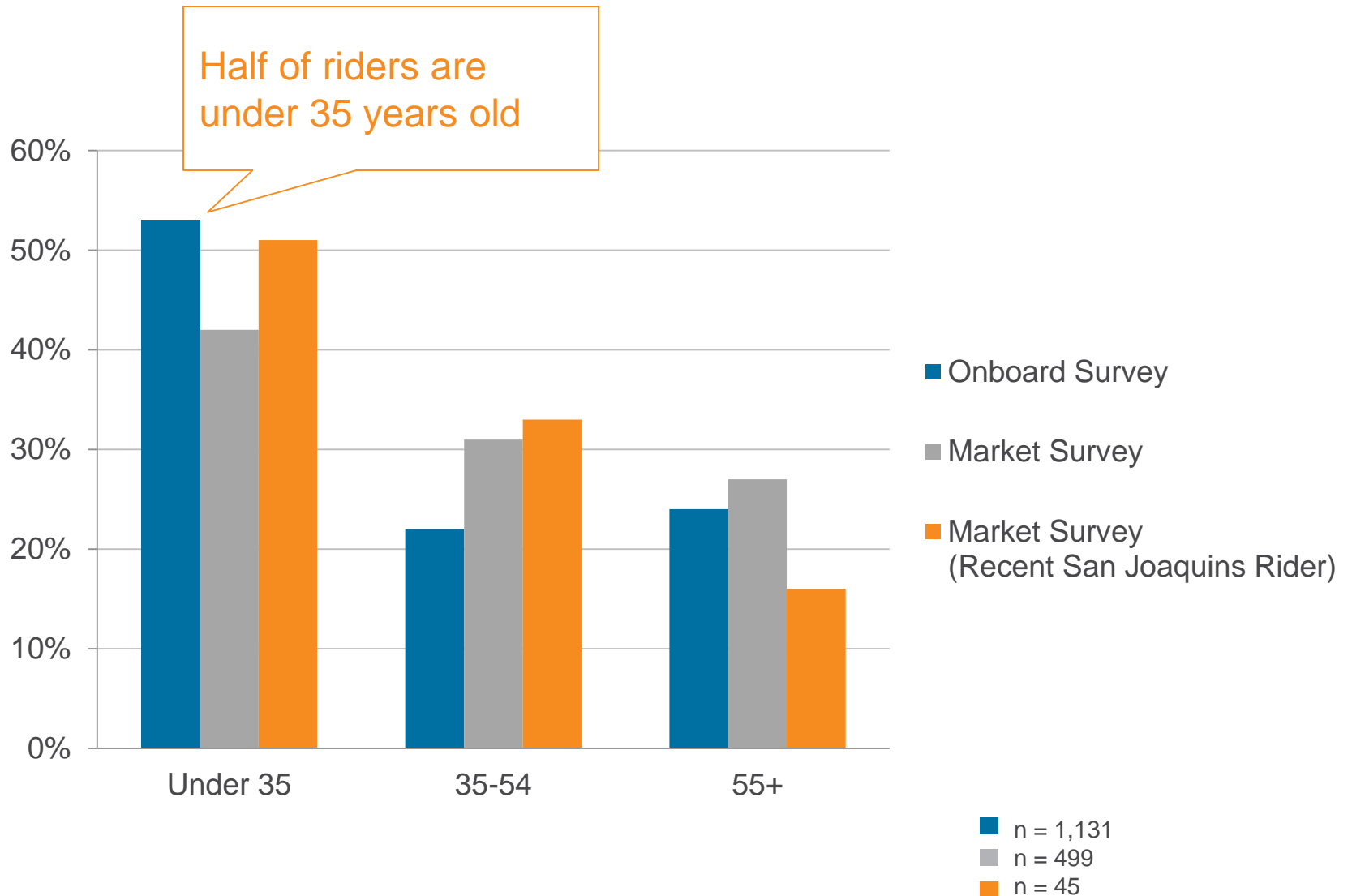


Riders were recruited for 6 consecutive days in June 2019 on 12 trains, 6 northbound and 6 southbound

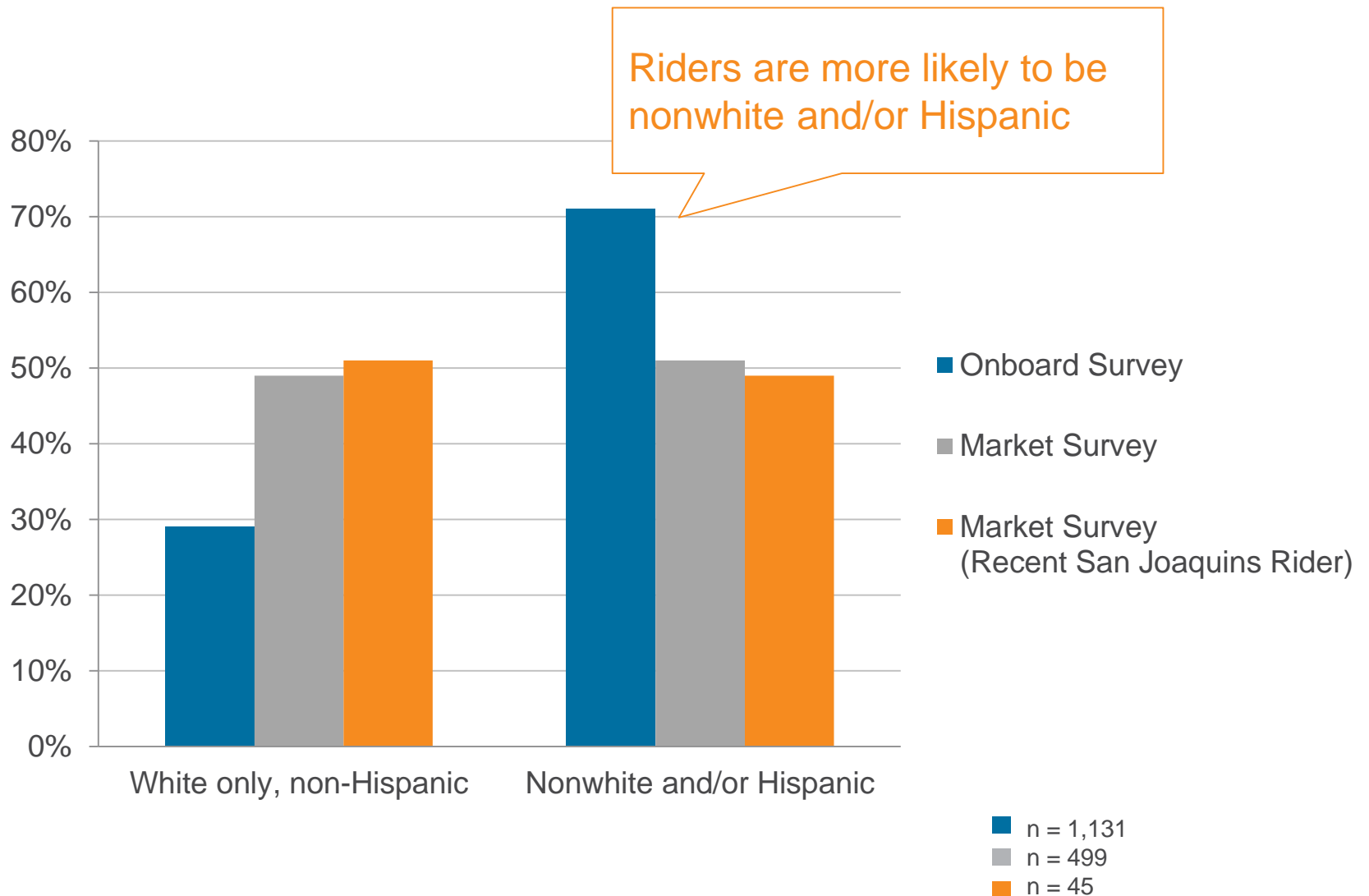


Respondent Profile

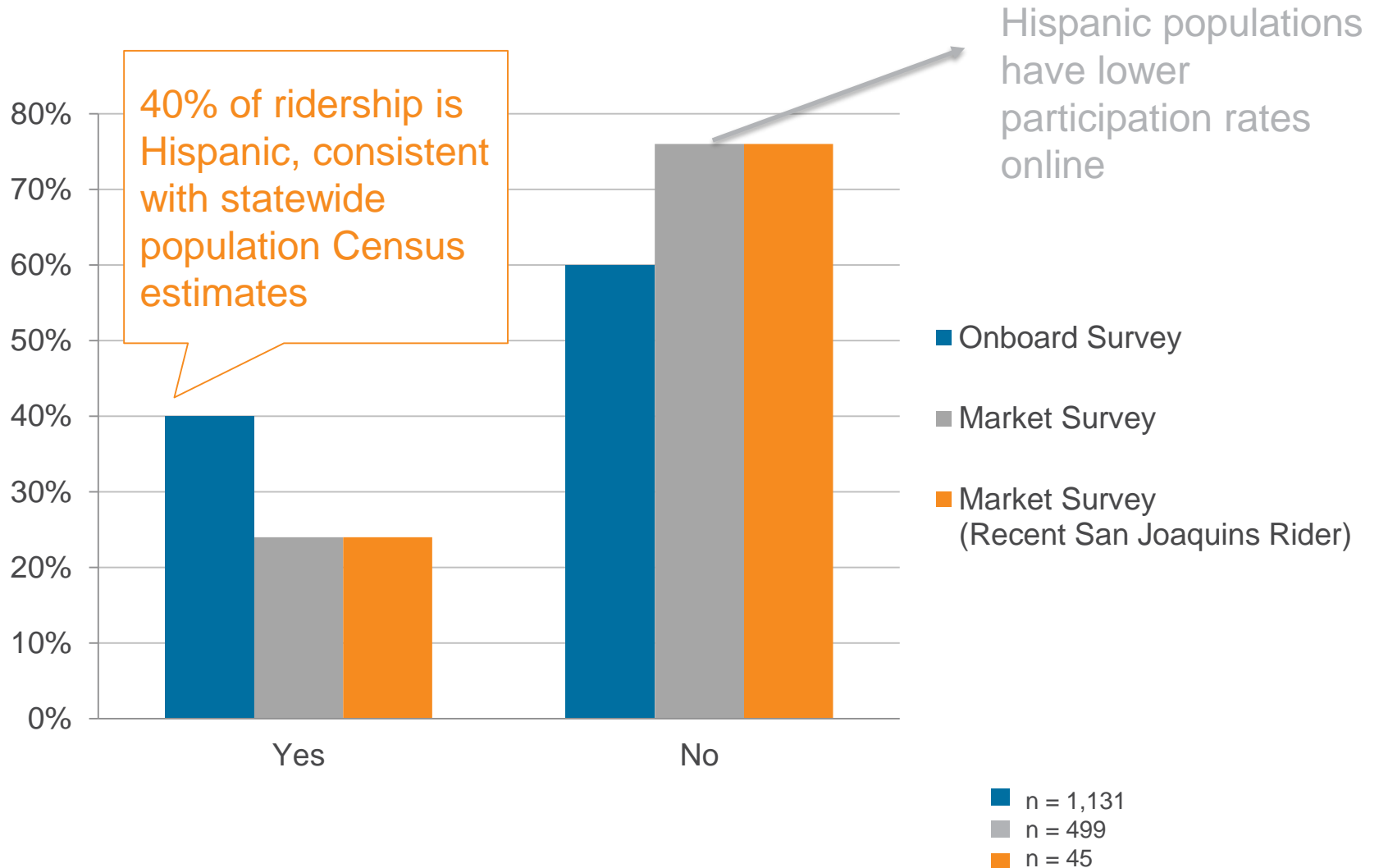
Age



Race



Of Spanish, Hispanic or Latino Origin





San Joaquins Trip Details

Trip Details



Riders are generally satisfied

- 85% of riders report being “very satisfied” or “somewhat satisfied” with San Joaquins service overall



Riders travel by themselves

- 72% of riders report traveling alone



Riders take San Joaquins infrequently

- 11% of riders report riding on a weekly basis
- 21% of riders report riding on a monthly basis
- 17% of riders were riding the San Joaquins for the first time

Riders take trips primarily for family events and for leisure



- 47% of trips were made to attend a family or personal event



- 29% of trips were made for leisure/vacation



- 15% of trips were made for business

Reasons for Riding



Riders find the San Joaquins relaxing

- 42% of riders chose to ride the San Joaquins because it is a more relaxing way to travel



Riders find the San Joaquins convenient

- 35% of riders chose to ride the San Joaquins because it is more convenient



Riders find the San Joaquins economical

- 33% of riders chose to ride the San Joaquins because it is a cheaper travel alternative

While the San Joaquins is viewed as a relaxing alternative, those who can afford to, often trade away that relaxation for greater speed and convenience.

n = 1,131





Regional Analysis

Regions



Ticket Sales, Riders by Region

Region	Home Region of Ticket Purchasers*	Home Region of Riders
SAN JOAQUIN VALLEY	49%	54%
Bay Area/Silicon Valley	14%	11%
Los Angeles Area	9%	6%
Sacramento Area	7%	7%
Inland Empire/High Desert	3%	3%
North Coast	3%	2%
Central Coast	2%	2%
San Diego Area	2%	1%
Northern CA (Butte, Shasta, and Tehama counties)	1%	0%
All Other Markets	11%	15%
Total	100%	100%

The Onboard Survey captured riders from all regions, in proportion to the trends observed in historical Amtrak.com ticket sales data



*The home region of ticket purchasers was determined using historic Amtrak.com ticket sales data, October 2016 through February 2019



Awareness

Awareness of San Joaquins

Half of respondents are aware of *Amtrak San Joaquins*

- 52% of respondents had heard of *Amtrak San Joaquins*
- Respondents that reside in the San Joaquin Valley are the most likely to report awareness (62%)

1 in 4 respondents is aware of the logo

- 25% of respondents had seen the logo previously

Half of respondents are aware of the route

- 58% of respondents were aware that Amtrak offered a train route between the San Francisco Bay Area (or Sacramento) and Bakersfield





Alternative Transportation

Alternative Transportation Options

The San Joaquins' principal competition is the private automobile.

Onboard Survey Findings



Half of riders would drive if the San Joaquins were unavailable

- 50% of riders would have used a personal vehicle to make the trip
- 16% of riders would not have made the trip

n = 1,131

Market Survey Findings



Most respondents used a personal vehicle for a recent inter-regional trip

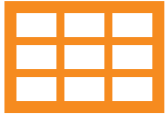
- 69% of respondents used a personal vehicle
- 10% of respondents used Amtrak

n = 458
(respondents who took a recent inter-regional trip)



Reasons for Not Choosing Amtrak

For those who chose not to take Amtrak for their recent inter-regional trip, their reasons varied.



Timetables are limiting

- 25% of respondents do not like having to plan around train schedules



Stations are not convenient

- For 24% of respondents, their destination was too far from an Amtrak stop or station



Travel time

- For 23% of respondents, Amtrak takes too long



Unaware

- 20% of respondents did not know Amtrak was a possibility for their inter-regional trip

n = 333
(respondents who did not take
Amtrak for their selected trip)

Marketing and Outreach Update

Hispanic Outreach

□ New and Continuing Strategies:

- ▣ Large Event Tabling

- ▣ Postcard Program

- ▣ Stakeholder Engagement

- ▣ Advertising and Social Media

- ▣ Education and Awareness

Marketing and Outreach Update

Hispanic Outreach: Large Event Tabling



Marketing and Outreach Update

Hispanic Outreach: Large Event Tabling



Marketing and Outreach Update

Hispanic Outreach: Large Event Tabling



Marketing and Outreach Update

Hispanic Outreach: Post Card Program

RESERVE CON ANTICIPACIÓN PARA AHORRAR EN
ESPANOL.AMTRAK.COM



¡VIVA LA EXPERIENCIA!

SU CONEXIÓN A MÁS DE 135 CONEXIONES
 EN EL TREN AMTRAK SAN JOAQUINS

VISITE ESPANOL.AMTRAK.COM PARA AHORRAR HASTA 50% EN SU PRÓXIMO VIAJE

1-800-872-7245 @AMTRAKSANJOAQUINS @SANJOAQUINS
 #AMTRAKSANJOAQUINS #CONNECTINGCA

Se aplican algunas restricciones, las políticas, tarifas, horarios y cargos de Amtrak están sujetos a cambio sin previo aviso. *Esta oferta está disponible exclusivamente para los pasajeros que viajan con niños de entre 2 y 12 años, y pueden maximizar el ahorro familiar reservando en línea con Amigos y Familiares, disponible todos los días de la semana al comprar con un día de anticipación.

RESERVE CON ANTICIPACIÓN PARA AHORRAR EN
ESPANOL.AMTRAK.COM



VIAJAR DEBE SER FÁCIL!

- Carro cafetería
- Wi-Fi Gratuito
- Asientos Cómodos
- Vagones de Tren Espaciosos

Disfrute de descuentos
 en Español.
amtrak.com

NIÑOS Viajan al 50% de descuento (2-12 años) niños 2 años o menores gratis

ADULTOS MAYORES Descuento del 15% usando el código promocional: **V282**

AMIGOS Y FAMILIARES Compre un boleto y obtenga cinco más al 50% de descuento

SPANOL.AMTRAK.COM PARA AHORRAR HASTA 50% EN SU PRÓXIMO VIAJE

1-872-7245 @AMTRAKSANJOAQUINS @SANJOAQUINS
 #AMTRAKSANJOAQUINS #CONNECTINGCA

Amtrak, las políticas, tarifas, horarios y cargos de Amtrak están sujetos a cambio sin previo aviso. *Esta oferta está disponible exclusivamente para los pasajeros que viajan con niños de entre 2 y 12 años, y pueden maximizar el ahorro familiar reservando en línea con Amigos y Familiares, disponible todos los días de la semana al comprar con un día de anticipación.

Marketing and Outreach Update

Hispanic Outreach: Post Card Program



RED INTERURBANA DE FERROCARRILES Y AUTOBUSES DE CALIFORNIA

PARADAS DE TREN:

- SACRAMENTO
- Lodi
- STOCKTON
- OAKLAND
- EMERYVILLE

- RICHMOND
- MARTINEZ
- ANTIOCH-PITTSBURG
- MODESTO
- MERCED

- MADERA
- FRESNO
- HANFORD
- CORCORAN
- WASCO
- BAKERSFIELD

CONEXIONES A:

- LOS ANGELES
- SAN FRANCISCO
- SAN DIEGO
- INDIO
- REDDING

VISITE ESPAÑOL.AMTRAK.COM PARA
AHORRAR HASTA 50% EN SU PRÓXIMO VIAJE

RED INTERURBANA DE FERROCARRILES Y AUTOBUSES DE CALIFORNIA



AMTRAK SAN JOAQUINS

VISITE ESPAÑOL.AMTRAK.COM PARA
AHORRAR HASTA 50% EN SU PRÓXIMO VIAJE

Marketing and Outreach Update

Hispanic Outreach: Stakeholder Engagement



San Joaquin
Joint Powers Authority

AGENCY



ELCONCILIO
BUILDING STRONGER COMMUNITIES TOGETHER

CBO PARTNER

Transit and Intercity Rail Capital Program Technical Assistance Pilot was created to enhance priority populations' access to rail and transit improvements throughout the implementation of TIRCP-funded projects.



TULARE KINGS
HISPANIC
CHAMBER OF COMMERCE

Merced County
Hispanic
CHAMBER OF COMMERCE

SAN JOAQUIN COUNTY

HISPANIC
CHAMBER
OF COMMERCE

FAHF



SAN JOAQUINS

50% off

**BOOK NOW FOR
2019 EVENTS!**



CALIFORNIA
HISPANIC
CHAMBER OF COMMERCE

Marketing and Outreach Update

Hispanic Outreach: Advertising and Social Media



Fresno Area Hispanic Foundation

1.1K like this · Fresno, California · Nonprofit Organization

Jun 20, 2016 · ... Today Amtrak San Joaquins announced their 7th daily train that will offer round trip options between Oakland and Bakersfield. Fresnans will now be able to enjoy visits to the bay area in a day through comfort and convenience!



Suzanna Aguilera-Marrero and 3 others



California Hispanic Chambers of Commerce

shared California Hispanic Chambers of Commerce's post

27K like this · Sacramento, California · Nonprofit Organization

Mar 5 · ... Summit in Sacramento get 50% off Amtrak San Joaquins tickets. Skip the traffic and parking hassle and enjoy a relaxing ride aboard the San Joaquins. Reserve your tickets now for March 12 – 14, 2019. Purchase your ticket at <https://www.amtrak.com/san-joaquins-train> using...



2

2 Shares



Amtrak San Joaquins

Page · 20K like this · Train Station

May 2 · ... De Mayo events you can get to via Amtrak San Joaquins: Head to the Cinco de Mayo Festival on Valencia Street in San Francisco, Saturday, May 4, from 10:00am-6:00pm for a day filled with Mexican and Latin cuisine, music, kids' zone, and the very best of Mexican and Latin...



10

1 Share



Merced County Hispanic Chamber of Commerce

shared Amtrak San Joaquins's post

2.1K like this · Merced, California · Nonprofit Organization

Dec 14, 2018 · ... the Holidays. We love Supporting our MCHCC Member Amtrak San Joaquins!! #MCHCC



3

Marketing and Outreach Update

Hispanic Outreach: Advertising and Social Media

 **Central Valley Hispanic Chamber of Commerce shared Amtrak San Joaquins's post**
1.9K like this · Modesto, California · Nonprofit Organization

Dec 3, 2018 · ...a mile away. Show them your same-day Amtrak San Joaquins train ticket at the Downtown Sacramento Ice Rink from 12pm to 4pm on the dates above and you'll get free skate tickets while supplies last! Visit amtraksanjoaquins.com to book your ride. #VisitSacramento

 2 1 Share

 **Merced County Hispanic Chamber of Commerce shared Amtrak San Joaquins's post**
2.1K like this · Merced, California · Nonprofit Organization


Jul 10, 2018 · ...amazing destinations (more than 135 to be exact!) with Amtrak San Joaquins.

 Alicia Rodriguez and 1 other 1 Share

 **Hispanic Chamber of Commerce Contra Costa**
2K like this · Oakland, California · Community Organization

Jan 14 · Hispanic Chamber Member, Amtrak, wants you to know that getting to Yosemite by train is a great experience. Find out more at <https://www.amtrak.com/san-joaquins-train>



 **Amtrak San Joaquins**
March 14 ·

"I love this new experience on the Amtrak train! I'm riding for the first time to connect to a CalPACE meeting and to the Capitol. This allows me time to work while I travel!" - Yamilet Valladolid, President of HLC Hispanic Leadership Council of Stanislaus County, Board member of the Latino Business Association a Non-Profit Foundation and the Government Affairs Manager for Golden Valley Health Centers.
#LookWhosRiding #AmtrakSanJoaquins #ConnectingCalifornia

Let us know what you do with the extra time created by train travel!



 **San Joaquin County Hispanic Chamber of Commerce**
July 24 ·

#Repost @cahispanic
Save time and money by booking your trip with @amtraksanjoaquins to the 2019 Annual Convention in Stockton and save 50% on your Amtrak San Joaquins ticket by booking now. Purchase your ticket at <https://www.amtrak.com/san-joaquins-train> using the promo code V784 when booking.

 **SAN JOAQUINS™**

50% off

BOOK NOW FOR 2019 EVENTS!

 **CALIFORNIA HISPANIC CHAMBERS OF COMMERCE**

 cahispanic

Marketing and Outreach Update

Hispanic Outreach: Education and Awareness



Descuentos diarios en California
para Personas Mayores,
Veteranos, Pasajeros con
Discapacidades y Estudiantes

¡EXPLORA CALIFORNIA CON ESTOS GRANDES DESCUENTOS!

enero de 2018, Amtrak® San Joaquins™ lanzó nuevos códigos promocionales de "Descuentos Diarios de California" para que las personas mayores, los pasajeros con discapacidades y los estudiantes puedan seguir teniendo acceso a importantes ahorros. Este programa fue desarrollado por Amtrak San Joaquins en coordinación con otros dos servicios ferroviarios interurbanos de California, el Capitol Corridor y Pacific Surfliner.

Cuando haga su próxima reservación en AmtrakSanJoaquins.com, use estos códigos:

15% DE DESCUENTO PARA PERSONAS MAYORES	15% DE DESCUENTO PARA PASAJEROS DISCAPACITADOS	15% DE DESCUENTO PARA ESTUDIANTES	15% DE DESCUENTO PARA VETERANOS
Seleccione "Adulto" para su tipo de pasajero	Seleccione "Adulto" para su tipo de pasajero	Seleccione "Adulto" para su tipo de pasajero	Seleccione "Adulto" para su tipo de pasajero
Teclee el Código V282 en el espacio del Código promocional	Teclee el Código V577 en el espacio del Código promocional	Teclee el Código V353 en el espacio del Código promocional	Teclee el Código V430 en el espacio del Código promocional

También puede usar estos códigos para recibir su descuento al reservar a través de 1-800-USA-RAIL, en una estación con personal o en un quiosco de Quik-Trak.

Otros descuentos siguen siendo los mismos en el SJP:

AMIGOS Y FAMILIARES	DESCUENTOS DE GRUPO	OTROS DESCUENTOS DISPONIBLES
Compre un boleto y ahorre un 50% en hasta cinco pasajes para acompañantes	Los grupos pueden ser elegibles para recibir descuentos para cada pasajero al comprar grupos pequeños de 20 pasajeros	Los niños de 2 a 12 años de edad viajan a mitad de precio; los bebés viajan gratis. Limitado a un niño por adulto.
Disponibles todos los días comprando con un día de anticipación	Los descuentos para niños a mitad de precio se pueden aplicar a los miembros elegibles del grupo	Personal military y familias ahorran un 10%
Teclee el Código V302 en el espacio del Código promocional	Reserve con tiempo llamando 1-800-USA-RAIL o enviando un correo electrónico gruposales@amtrak.com .	Miembros de NARP ahorran un 10%
		No se necesitan códigos

También puede usar estos códigos para recibir su descuento al reservar a través de 1-800-USA-RAIL, en una estación con personal o en un quiosco de Quik-Trak.
Más información en <https://www.amtrak.com/california-everyday-discounts>



1. PLANIFIQUE SU VIAJE

Cada viaje tiene un principio y un final, y viajar en el tren no es diferente. Por lo tanto, el primer paso es decidir el punto de partida, el destino y el día y la hora en que desea viajar.

Estaciones en Stockton *:
Estación Robert Cabral (SKT)
949 East Channel Street
Stockton, CA, 95202

(Nota: la estación sirve a los trenes de la bahía y los trenes del sur de California; los boletos deben comprarse con anticipación; el horario de la sala de espera de la estación de lunes a viernes de 4:00 a.m. a 9:00 p.m., cerrado sábados y domingos)

Estación de la calle San Joaquín (SKN)
735 S San Joaquin Street
Stockton, CA, 95203

(Nota: la estación sirve a los trenes del área de la bahía y los trenes del sur de California; disponible para comprar boletos en el mostrador; horario de la sala de espera de la estación todos los días de 6:45 a.m. a 9:45 p.m.)

* Los pasajeros de Amtrak deben tener cuidado al revisar sus boletos para asegurarse de que están abordando en la estación correcta. Las tarifas reducidas están disponibles para grupos pequeños, adultos mayores, estudiantes y pasajeros discapacitados con prueba de estado válida. Los niños menores de 2 años pueden viajar gratis con cada adulto que pague la tarifa. Un niño de 2 a 12 años puede viajar con la tarifa de mitad de precio con cada adulto que pague tarifa (mayores de 18 años).

2. Cómo Comprar Entradas

1. Compre Boletos

En cualquier momento en AmtrakSanJoaquins.com o en la Aplicación Amtrak.

2. En la Estación

Tarjetas de crédito y débito, efectivo aceptado para el pago de boletos en la estación de la calle San Joaquín (SKN). Como alternativa, puede comprar sus boletos en un quiosco Quik-Trak en la estación.

3. Sobre el Teléfono

Puede obtener información y comprar boletos las 24 horas del día llamando al 1-800-USA-RAIL (1-800-872-7243). Agentes de habla hispana disponibles

3. Subir a Bordo

¡Felicidades, estás en tu camino! Sin tráfico, sin problemas de estacionamiento, es hora de disfrutar del viaje. Wi-Fi Gratuito, Café car, amplios vagones de tren, no hay asiento intermedio, estantes de bicicletas a bordo gratis y 4 maletas gratuitas (personal y 2 equipaje de mano)

SAN JOAQUINS

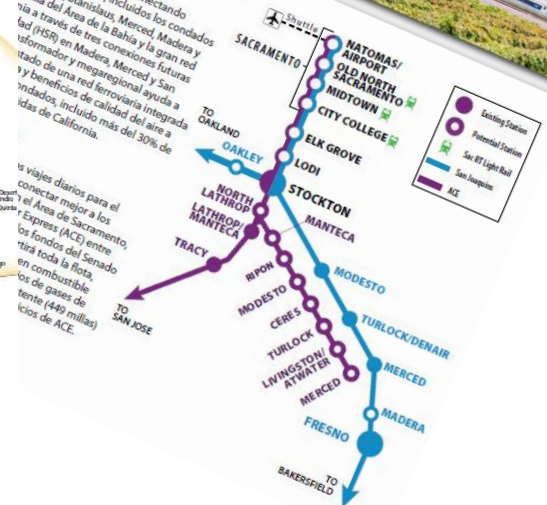
RESERVE AHORA: ESPAÑOL.AMTRAK.COM O 1-800-USA-RAIL

Valley Rail

Brindar a las comunidades del Valle Central opciones de transporte sostenibles y confiables para el futuro.

- 16 destacados del Proyecto
- 7 nuevas estaciones
- Sirven más del 30% del Comunidades desfavorecidas en California
- Reducción de GEI de 5.6 millones de toneladas métricas de CO2 para 2027
- Mejore la salud pública y reduzca las muertes / lesiones
- Nuevos trenes para San Joaquins y ACE

¿Por qué Valley Rail es importante para la equidad geográfica conectando en el Valle Central, incluidos los condados de San Joaquin, Stanislaus, Merced, Madera y Sutter, a través de tres conexiones futuras (HSR) en Madera, Merced y San Joaquin, y beneficios de una red ferroviaria integrada y de beneficios de calidad del aire a los condados, incluido más del 30% de los viajes diarios para el conectar mejor a los Express (ACE) entre el Área de Sacramento, entre toda la flota, los de gases de efecto invernadero (449 millones) de ACE.





San Joaquin Valley Rail Committee

Item 10

New ACE Saturday Service Update

David Lipari



SATURDAY SERVICE OVERVIEW

- Launched September 7, 2019
- 2 Round-Trips
- Funded by SB1 through the State Rail Assistance Program (SRA) for a one-year pilot





SATURDAY SERVICE

Westbound AM Trains			Eastbound PM Trains		
Station	ACE101	ACE103	Station	ACE104	ACE106
Stockton	7:25 AM	8:40 AM	San Jose	3:50 PM	5:00 PM
Lathrop/Manteca	7:44 AM	8:59 AM	Santa Clara	3:55 PM	5:05 PM
Tracy	7:56 AM	9:11 AM	Great America	4:02 PM	5:12 PM
Vasco Road	8:25 AM	9:40 AM	Fremont	4:18 PM	5:28 PM
Livermore	8:30 AM	9:45 AM	Pleasanton	4:41 PM	5:51 PM
Pleasanton	8:38 AM	9:53 AM	Livermore	4:50 PM	6:00 PM
Fremont	9:00 AM	10:15 AM	Vasco Road	4:55 PM	6:05 PM
Great America	9:18 AM	10:35 AM	Tracy	5:24 PM	6:34 PM
Santa Clara	9:25 AM	10:42 AM	Lathrop/Manteca	5:36 PM	6:46 PM
San Jose	9:37 AM	10:54 AM	Stockton	6:07 PM	7:17 PM



SATURDAY SERVICE

- Wheels Bus 53 to BART
- All Wheels/Rapid Bus connections through LAVTA
- VTA Transfers at Santa Clara and San Jose
- San Joaquins 702 Connection for Davis, Sacramento, and Lodi





SATURDAY SERVICE

- Two Primary Rider Profiles
 - Saturday Commuters
 - Leisure Travelers
- Multi-Channel / Multi-Discipline Approach
 - Current Riders
 - Stakeholders / Media
 - Advertising
 - Social Media
 - Radio
 - Print
 - Digital





SATURDAY SERVICE

- Current Riders
 - Targeted E-Blast
 - Social Media Posts
 - Saturday Service Landing Page
 - Updated Schedule Rack Cards
 - Onboard Posters
 - Station Signage





SATURDAY SERVICE

■ Stakeholders Hits

- City of Stockton
- Livermore Valley Chamber
- San Joaquin Hispanic Chamber
- Modesto Chamber
- Pleasanton Chamber
- San Jose Downtown Association
- Bay Area Council (Scheduled)
- Stockton Chamber (In Progress)
- Fremont Chamber (In Progress)
- San Jose Hispanic Chamber (In Progress)

■ Media Hits

- Pleasanton Weekley
- The Record
- Silicon Valley Business Journal
- Livermore Independent
- Tracy Press
- Manteca Bulletin
- Caravan News
- Modesto Bee
- Riverbank News
- Oakdale Leader
- Progressive Railroading





San Joaquin Valley Rail Committee

Item 11

Input to SJJPA: Committee Member Discussion / Comments

Steve Cohn



San Joaquin Valley Rail Committee

Item 12

Adjournment