



San Joaquin
Joint Powers Authority



October 20, 2017 Meeting



San Joaquin Valley Rail Committee

1. Introductions

Steve Cohn, Chair



San Joaquin Valley Rail Committee

2. Public Comment

Steve Cohn, Chair

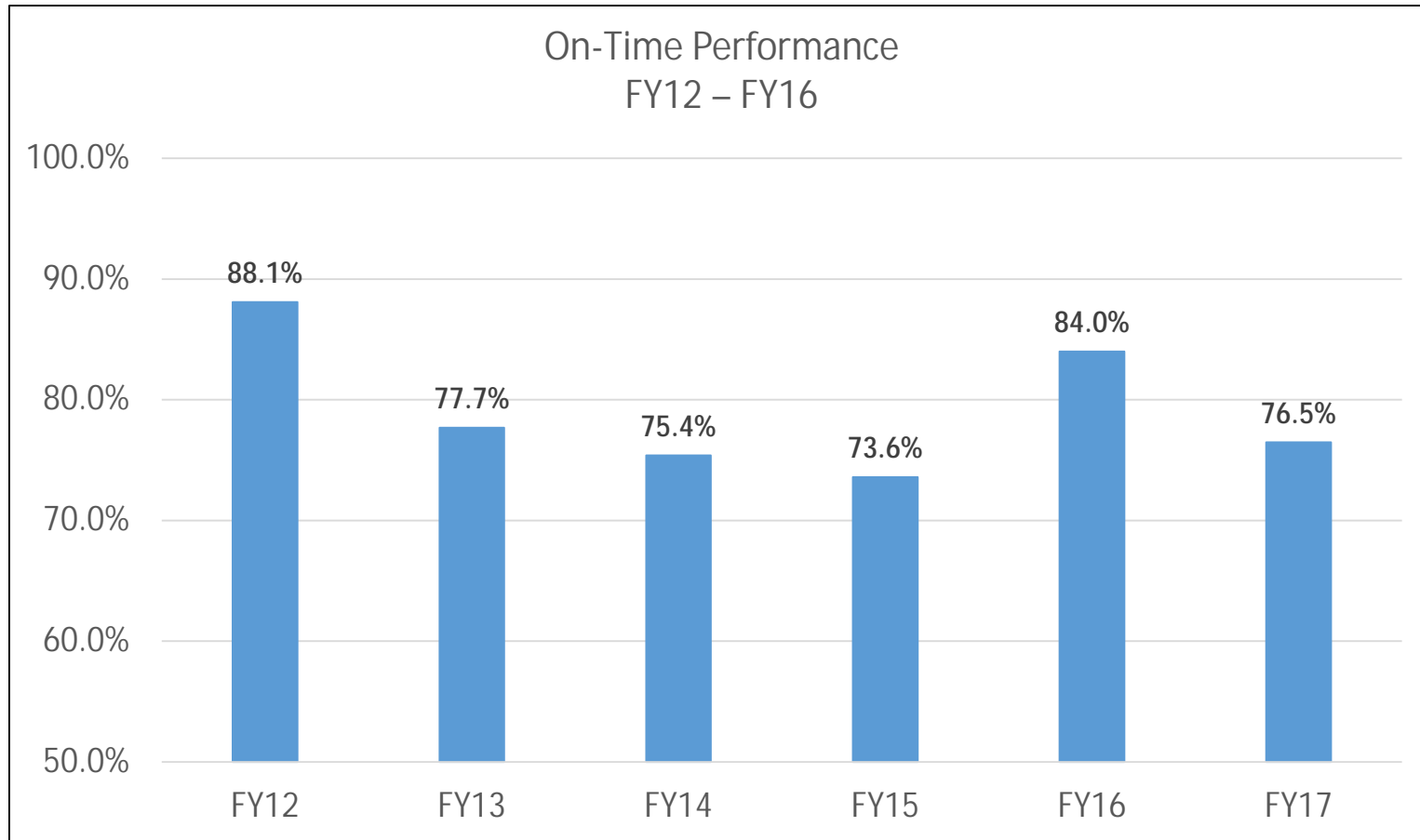


San Joaquin Valley Rail Committee

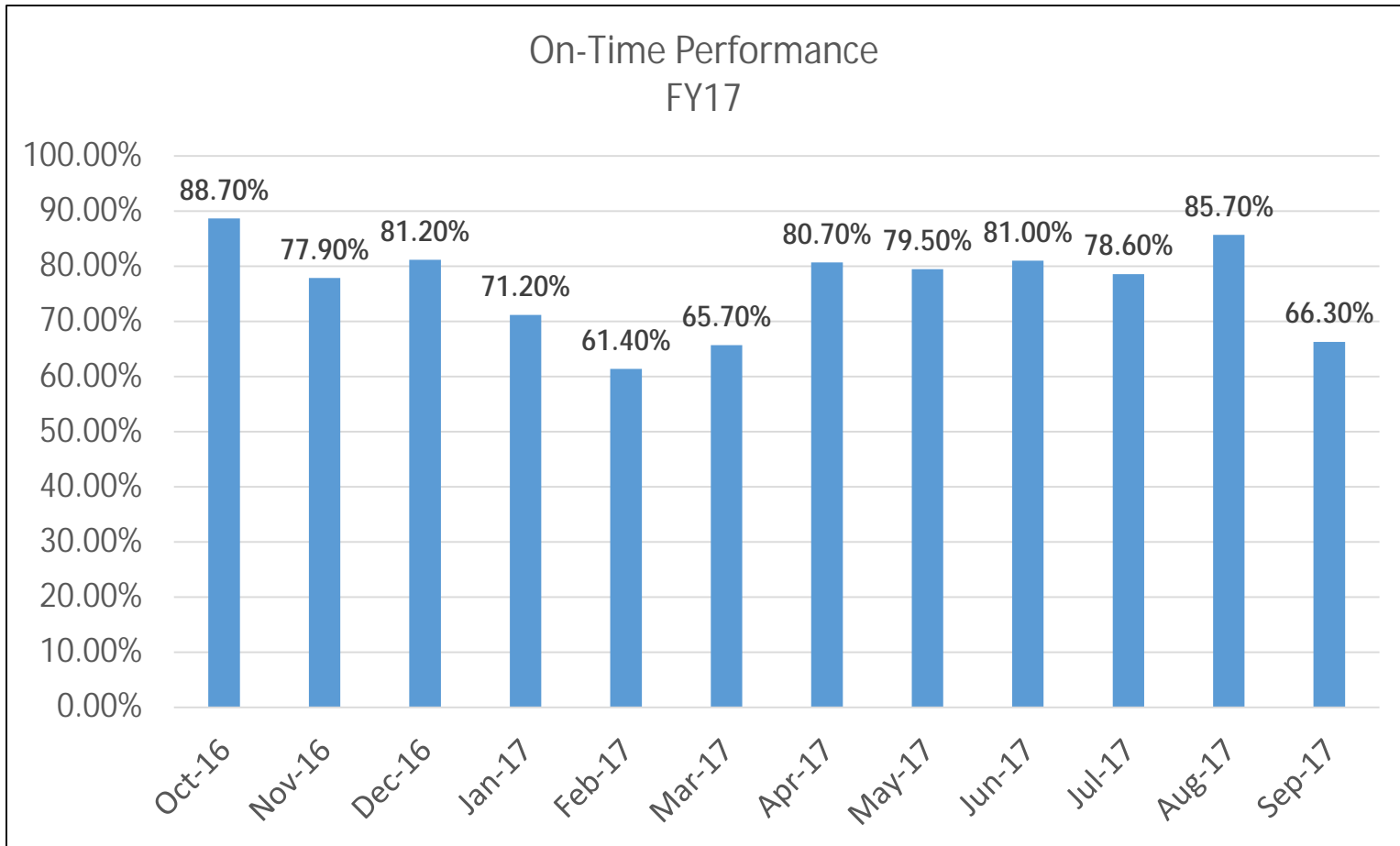
3. Amtrak San Joaquins Operations Update

Daniel Krause

SAN JOAQUINS ON-TIME PERFORMANCE



SAN JOAQUINS ON-TIME PERFORMANCE

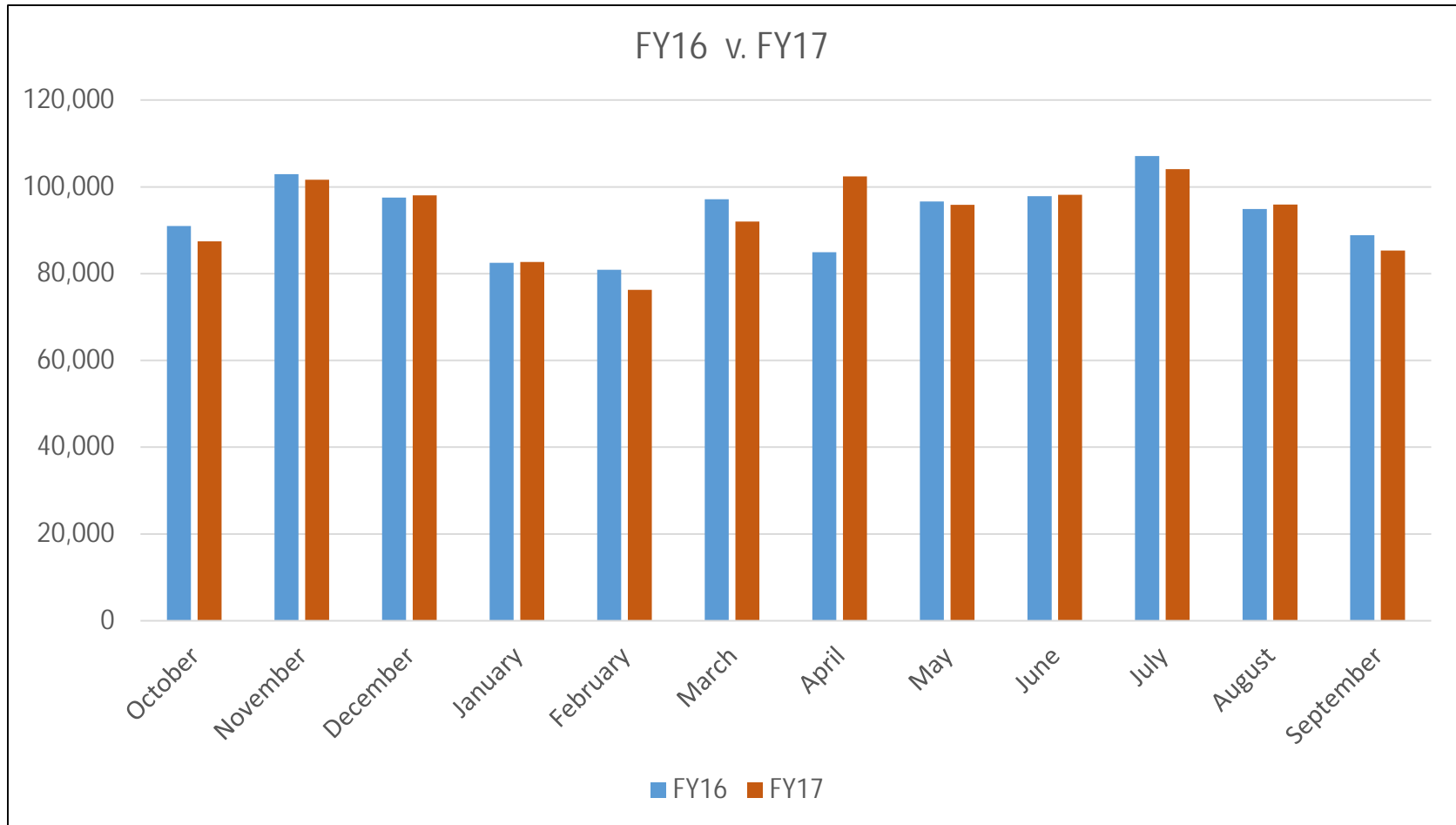


SAN JOAQUINS RIDERSHIP

	Ridership			Ticket Revenue		
Month	FY17	FY16	% Chg.	FY17	FY16	% Chg.
Oct	87,454	90,961	-3.9	\$2,769,402	\$2,756,890	+0.5
Nov	101,672	102,915	-1.2	\$3,538,396	\$3,609,485	-2.0
Dec	98,053	97,530	+0.5	\$3,378,587	\$3,415,503	-1.1
Jan	82,707	82,475	+0.3	\$2,608,201	\$2,643,805	-1.3
Feb	76,288	80,868	-5.7	\$2,253,335	\$2,424,039	-7.0
Mar	92,019	97,167	-5.3	\$2,906,099	\$3,118,374	-6.8
Apr	102,440	84,968	+20.6	\$3,097,819	\$2,529,587	+22.5
May	95,894	96,630	-0.8	\$2,961,079	\$2,904,982	+1.9
Jun	98,158	97,844	+0.3	\$3,088,761	\$3,032,447	+1.9
Jul	104,088	107,120	-2.8	\$3,317,878	\$3,327,313	-0.3
Aug	95,909	94,932	+1.0	\$3,050,003	\$3,004,462	+1.5
Sep	85,355	88,891	-4.0	\$2,733,361	\$2,818,684	-3.0
YTD	1,120,037	1,122,301	-0.2	\$35,702,920	\$35,585,570	+0.3



SAN JOAQUINS RIDERSHIP



STATUS OF POSITIVE TRAIN CONTROL

- Positive Train Control (PTC) is nearing the testing phase for Amtrak trains (freight trains are already in testing).
- Amtrak is planning to begin running a test train along BNSF-owned tracks in March 2018 and UP-owned tracks in the Summer of 2018.
- It is anticipated PTC will be fully implemented by the due date of December 31, 2018.



STATUS OF COMET CARS

- Currently the San Joaquins utilize two Comet Car trainsets.
- Comet Cars will continue to be utilized until new rail cars can be procured.
- The State of California is currently working to procure new rail cars. New cars are still at least a couple years off, as the procurement process had to be restarted due to problems with the original procurement.





San Joaquin Valley Rail Committee

4a. Morning Express Service Update

**Dan Leavitt
Daniel Krause**

MORNING EXPRESS SERVICE

Date of Service Initiation: January 8th, 2018

Schedule

- The Morning Express train will depart Fresno 4:25am and arrive in Sacramento at 7:41am.
- Return train will leave Sacramento at 5:30 pm and arriving in Fresno at 8:40pm and continue onto Bakersfield, arriving at 10:45pm.
- Train 718 will leave Oakland at 5:55pm and terminate in Fresno at 9:52pm. This train will then layover in Fresno and be the Morning Express train to Sacramento the next morning.



MORNING EXPRESS SERVICE

Adopted Full San Joaquins Schedule (January 8th, 2018)

San Joaquins Service																
SOUTHWARD / EASTWARD -- READ DOWN:								STATIONS	NORTHWARD / WESTWARD -- READ UP:							
	710	712	714	702	716	704	718			701	711	703	713	715	717	719
Dp				12:41 PM		5:30 PM		Sacramento	Ar	7:41 AM		11:15 AM				
Dp				1:19 PM		6:08 PM		Lodi	Dp	6:44 AM		10:23 AM				
Dp				1:37 PM		6:26 PM		Stockton (SKT)	Dp	6:30 AM		10:09 AM				
Dp	5:35 AM	7:35 AM	9:35 AM		2:35 PM		5:55 PM	Oakland	Ar		10:21 AM		3:10 PM	6:05 PM	9:08 PM	
Dp	5:45 AM	7:45 AM	9:45 AM		2:45 PM		6:05 PM	Emeryville	Dp		10:04 AM		2:58 PM	5:53 PM	8:54 PM	
Dp	5:54 AM	7:54 AM	9:54 AM		2:54 PM		6:14 PM	Richmond	Dp		9:49 AM		2:38 PM	5:34 PM	8:34 PM	
Dp	6:24 AM	8:24 AM	10:24 AM		3:24 PM		6:44 PM	Martinez	Dp		9:24 AM		2:13 PM	5:09 PM	8:09 PM	
Dp	6:47 AM	8:44 AM	10:44 AM		3:46 PM		7:04 PM	Antioch-Pittsburg	Dp		8:56 AM		1:47 PM	4:46 PM	7:45 PM	
Dp	7:28 AM	9:25 AM	11:22 AM		4:22 PM		7:39 PM	Stockton (SKN)	Dp		8:28 AM		1:17 PM	4:15 PM	7:11 PM	
Dp	7:59 AM	9:58 AM	11:52 AM	2:10 PM	4:50 PM	6:59 PM	8:11 PM	Modesto	Dp	5:57 AM	7:48 AM	9:36 AM	12:42 PM	3:41 PM	6:35 PM	
Dp	8:12 AM	10:11 AM	12:06 PM	2:28 PM	5:04 PM	7:12 PM	8:24 PM	Turlock-Denair	Dp	5:42 AM	7:35 AM	9:22 AM	12:29 PM	3:28 PM	6:22 PM	
Dp	8:40 AM	10:42 AM	12:39 PM	2:53 PM	5:35 PM	7:36 PM	8:51 PM	Merced	Dp	5:20 AM	7:13 AM	8:58 AM	12:05 PM	3:06 PM	6:00 PM	
Dp	9:08 AM	11:10 AM	1:09 PM	3:21 PM	6:08 PM	8:07 PM	9:24 PM	Madera	Dp	4:50 AM	6:38 AM	8:21 AM	11:32 AM	2:27 PM	5:26 PM	
Dp	9:43 AM	11:39 AM	1:40 PM	3:53 PM	6:45 PM	8:40 PM	Ar 9:52 PM	Fresno	Dp	4:25 AM	6:13 AM	7:53 AM	11:04 AM	2:02 PM	5:01 PM	
Dp	10:18 AM	12:14 PM	2:12 PM	4:27 PM	7:20 PM	9:16 PM		Hanford	Dp		5:38 AM	7:17 AM	10:24 AM	1:22 PM	4:22 PM	
Dp	10:34 AM	12:30 PM	2:31 PM	4:43 PM	7:36 PM	9:32 PM		Corcoran	Dp		5:19 AM	6:58 AM	10:01 AM	1:02 PM	4:02 PM	
Dp	11:07 AM	1:01 PM	3:03 PM	5:20 PM	8:07 PM	10:05 PM		Wasco	Dp		4:46 AM	6:26 AM	9:29 AM	12:26 PM	3:26 PM	
Ar	11:52 AM	1:44 PM	3:49 PM	6:06 PM	8:53 PM	10:45 PM		Bakersfield	Dp		4:20 AM	6:00 AM	9:00 AM	12:00 PM	3:00 PM	



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MORNING EXPRESS SERVICE

Temporary Layover Facility

- Project will be able accommodate mid-corridor storage of two trainsets.
- Located southeast of Fresno on track owned by BNSF.
- Will be used for Morning Express Service to Sacramento initially until a permanent layover facility is completed.



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MORNING EXPRESS SERVICE

Parking Improvements

- Stockton Downtown/ACE Station:
 - 42 temporary parking spaces completed.
 - Design work proceeding for 200+ space permanent parking lot (funding already obtained)



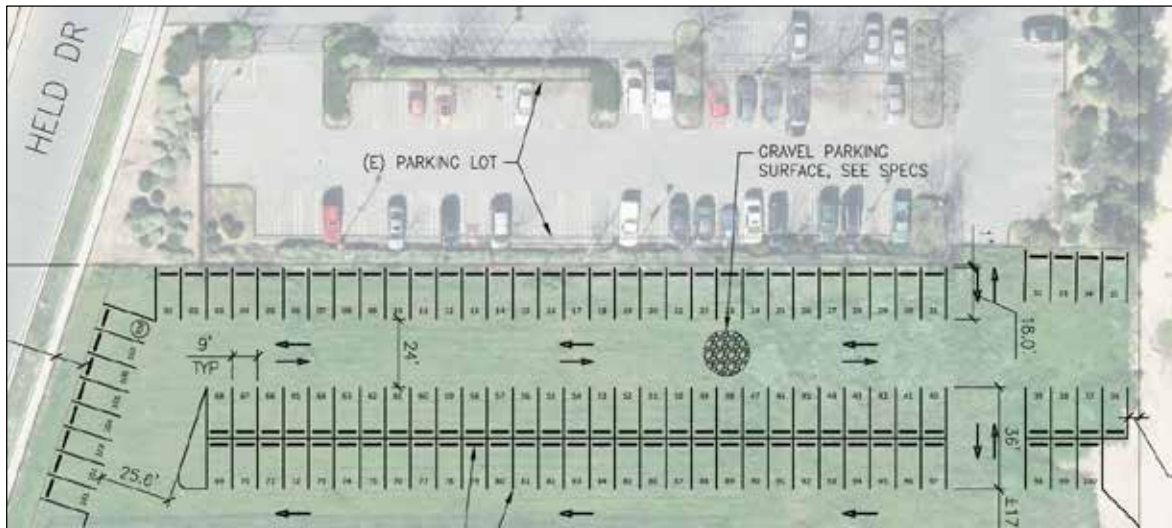
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MORNING EXPRESS SERVICE

Parking Improvements

- Modesto Station:

- 100+ temporary/overflow parking spaces currently under construction.



- Design work underway for permanent parking lot (number of spaces still being evaluated).



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MORNING EXPRESS SERVICE

Parking Improvements

- Turlock-Denair Station:
 - Design for new permanent parking lot for in progress. This project will replace the existing 10-space parking lot and additional spaces.
- Merced Station:
 - SJJPA working with the City of Merced to add 10-15 long-term parking spaces within the existing station site.



MORNING EXPRESS SERVICE

Parking Improvements

- Fresno Station:
 - SJJPA working with the City of Fresno to lease additional parking spaces near the station.
 - SJJPA also working with Amtrak to strengthen and simplify the parking permit system, which will free some parking capacity and increasing convenience.



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MORNING EXPRESS SERVICE

Station Enhancements

- Lighting Improvements:
 - Increase lighting key to increasing safety and security.
 - Amtrak currently upgrading lighting at the Merced, Stockton, and Fresno Stations. These projects will be completed by the end of 2017.
- Upgrade of Station Monitoring Systems:
 - Routers and workstations for monitoring station cameras underway at numerous stations.



MORNING EXPRESS SERVICE

Other Station Enhancements

- Numerous signage improvement projects
- Landscaping improvements
- Misc. needed repairs



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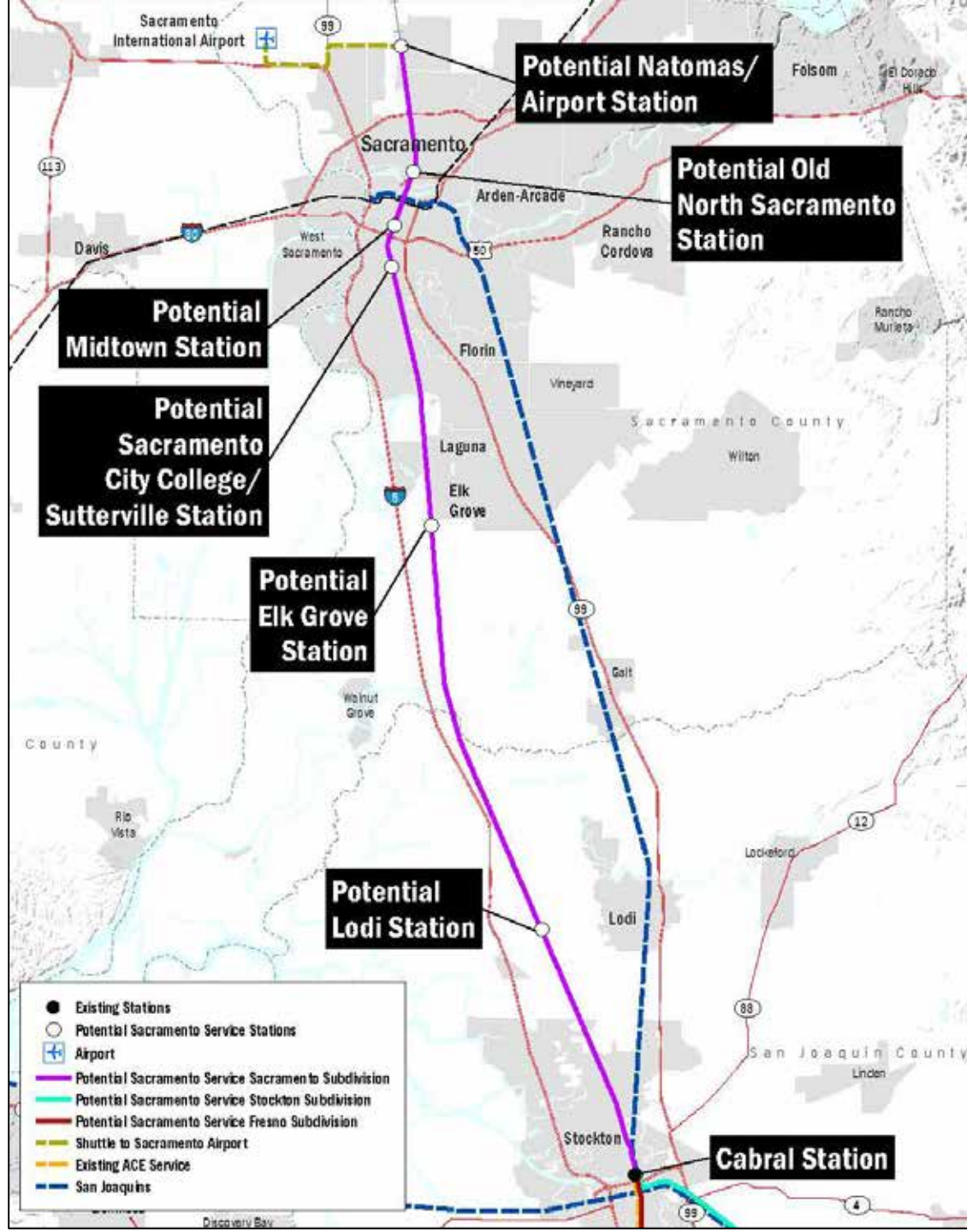




San Joaquin Valley Rail Committee

4b. 8th Daily Round Trip / Sacramento Expansion / TIRCP Application

Dan Leavitt



Sacramento Subdivision

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

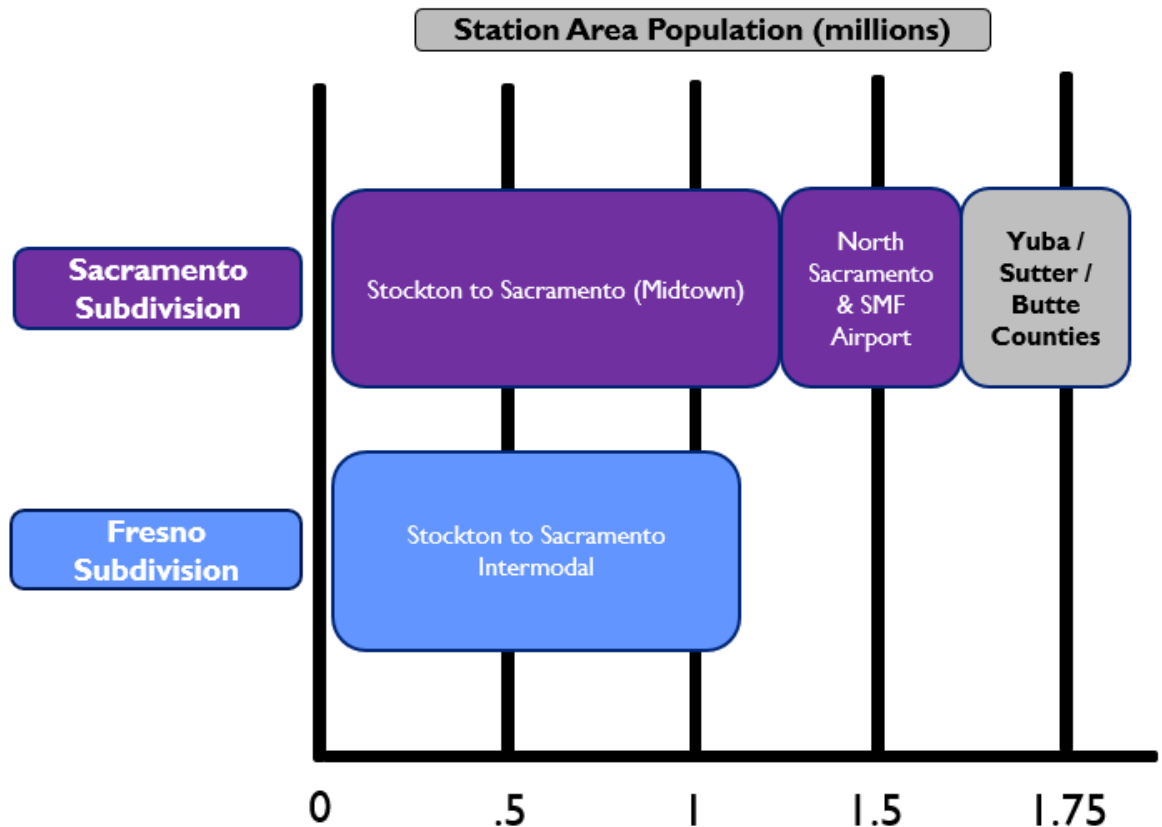
Comparison of Subdivisions

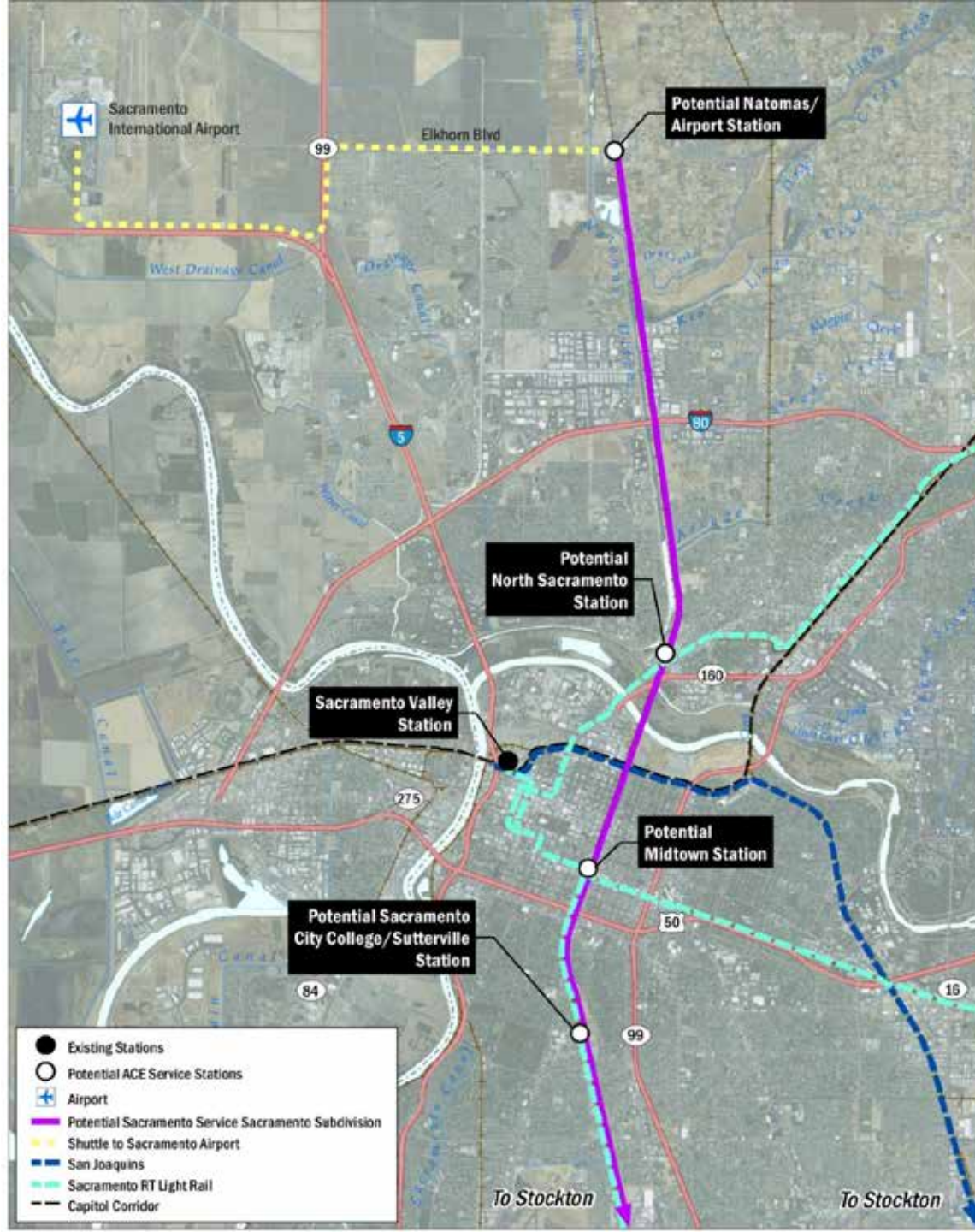
Population Center Comparison

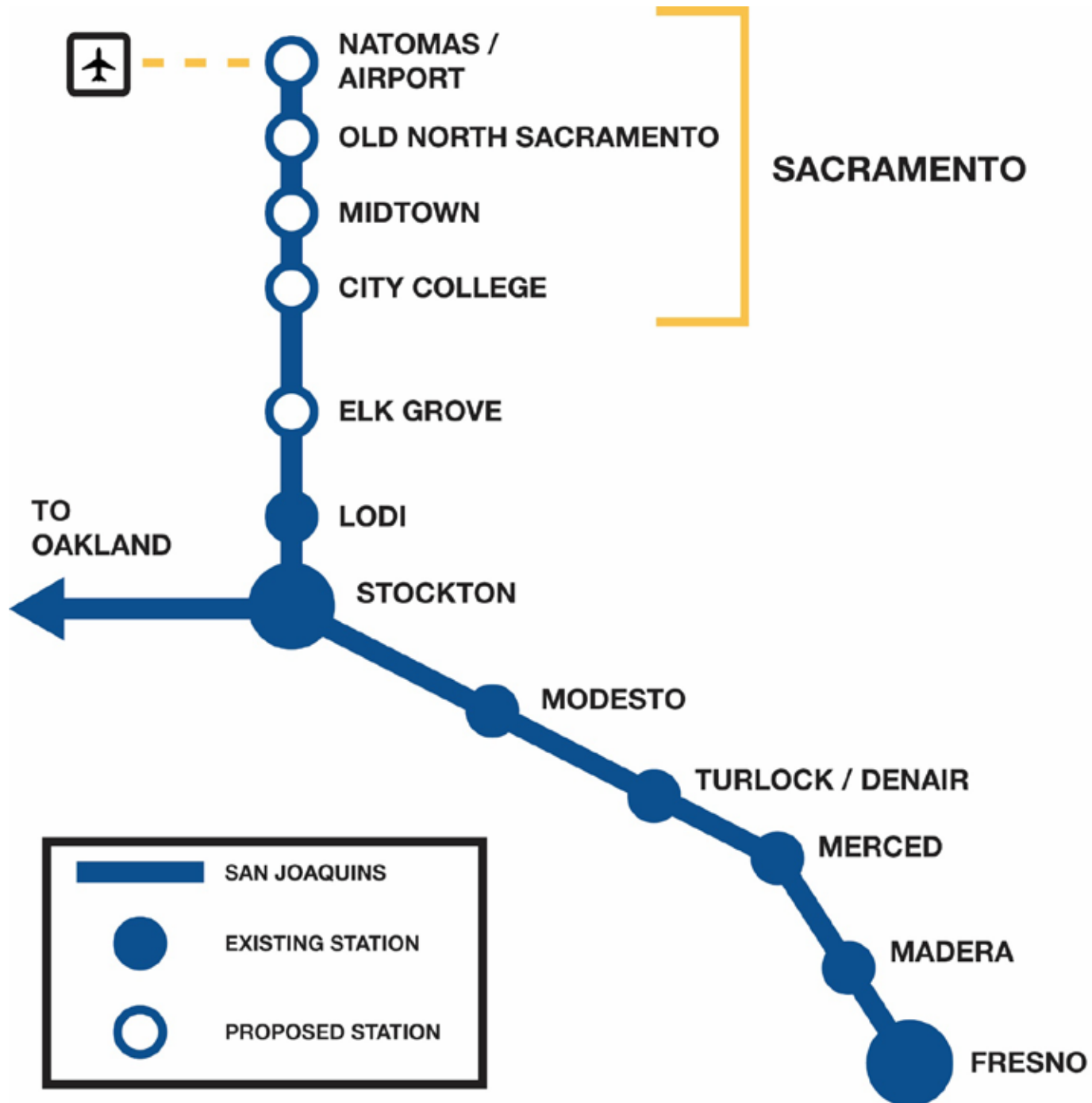
Comparison of population within 5 miles of station areas by corridor alignment

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

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







Outreach Efforts

.. Sacramento Region Outreach:

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

.. Outreach in Other Regions:

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

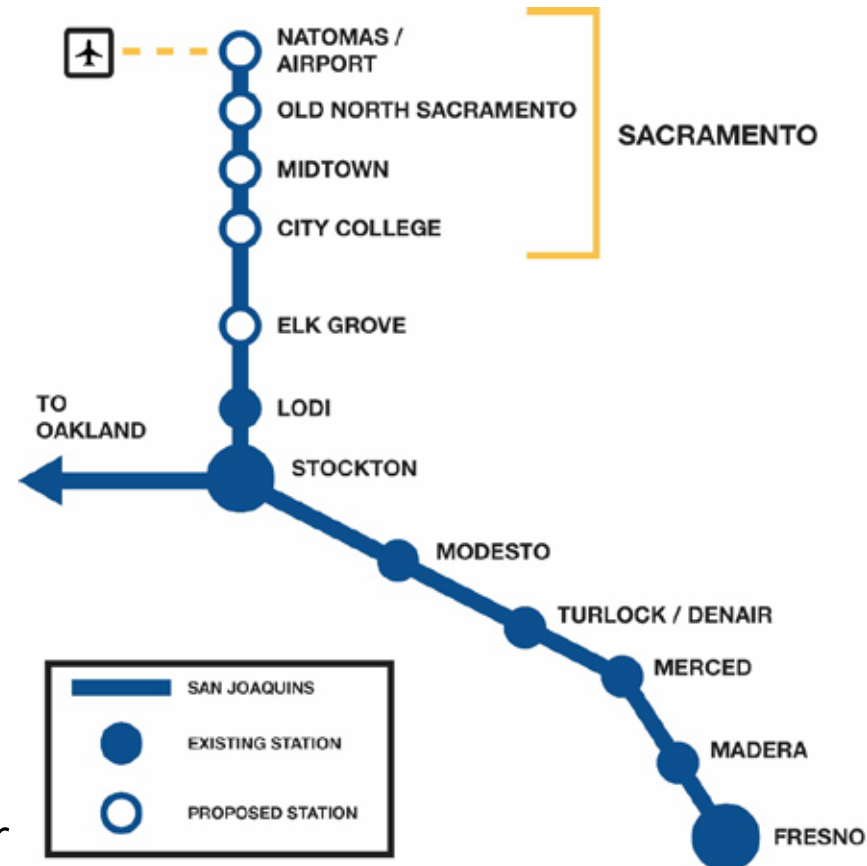
SJJPA/SJRRC TIRCP Application Summary

- .. 2017 Transit and Intercity Rail Capital Program (TIRCP) grant application are expected to be awarded by spring 2018.
 - ⌘ 5-year program; \$2 – 2.5 billion in funding expected
 - n **SB 1** - \$245M/YR + \$5 million/yr for San Joaquins
 - n **Cap and Trade** – 10% of All Funds Generated
- .. The application will include utilizing UPRR's Sacramento Subdivision from Stockton to Sacramento. The San Joaquins would continue to use the BNSF line south of Stockton.
- .. To strengthen the application, it is proposed that SJJPA partner with San Joaquin Regional Rail Commission (SJRRRC) to submit an application that also incorporates an extension of the Altamont Corridor Express (ACE) to Sacramento.

Sacramento Service Expansion Elements of TIRCP Application

San Joaquins

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



Sacramento Service Expansion Elements of TIRCP Application

Altamont Corridor Express

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



Sacramento Service Expansion Elements of TIRCP Application

Layover Facilities

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

Parking Expansions

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

Other Elements of TIRCP Application

Other Station Projects - Madera

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

Other Station Projects - Oakley

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

Other Elements of TIRCP Application



Other Elements of TIRCP Application

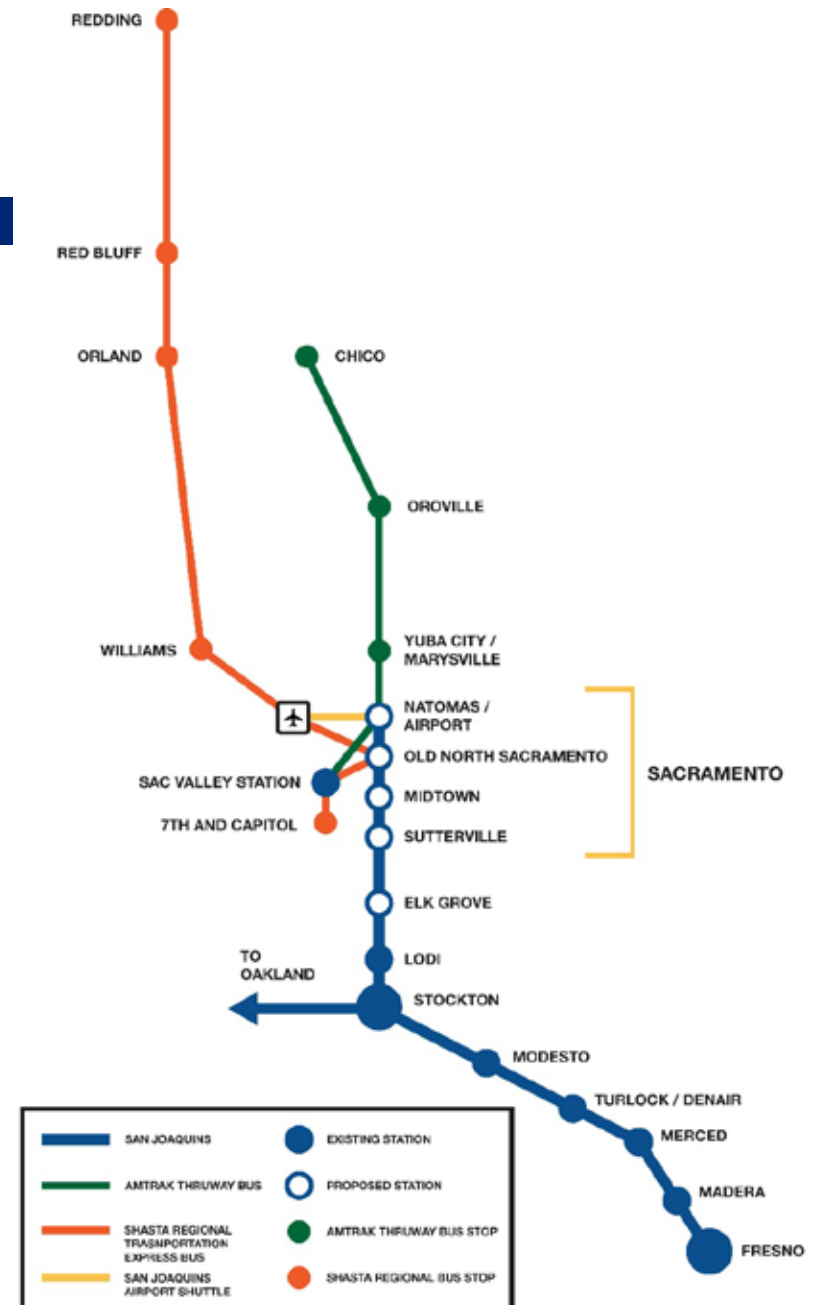
Transit Transfer Program

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

Other Elements Related to TIRCP Application

Thruway Bus Network

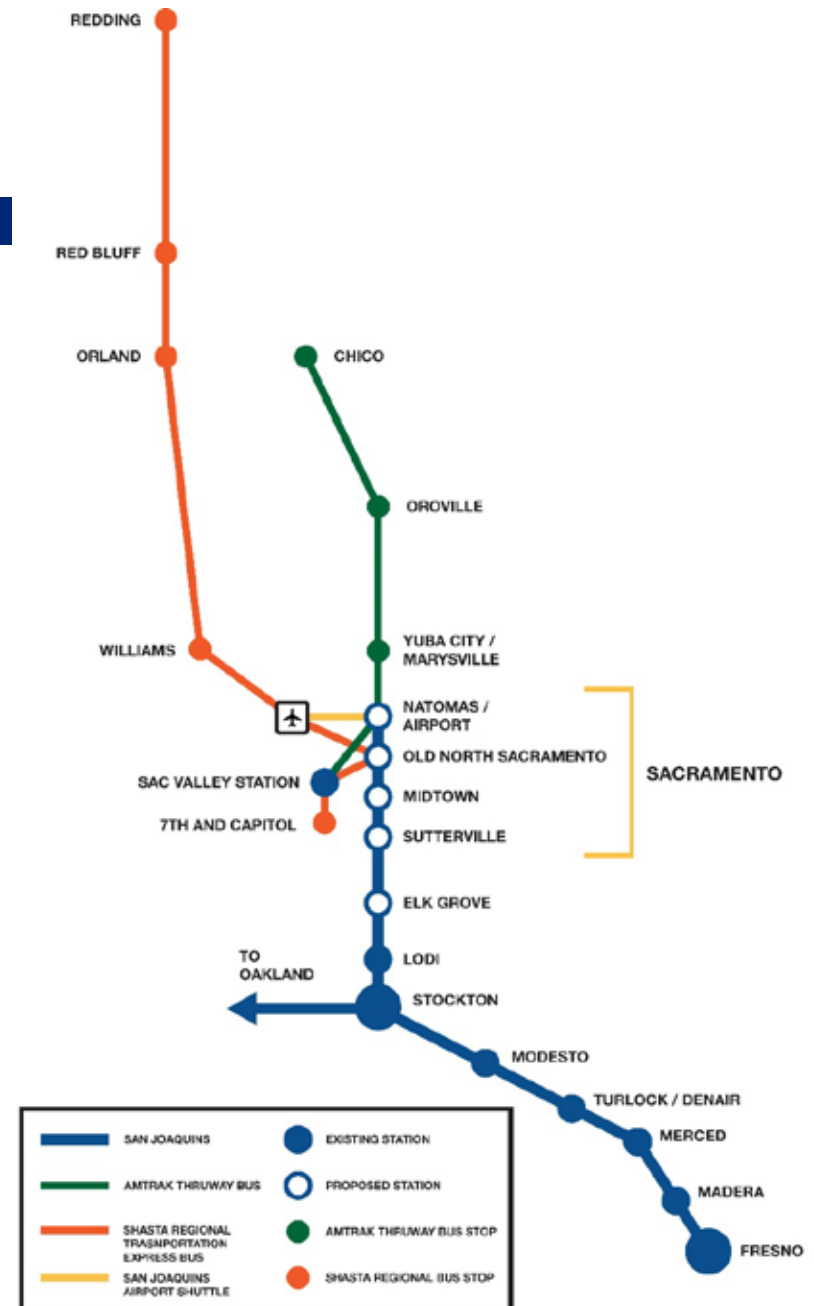
- .. SJJPA will support Shasta Regional Transportation Agency's (SRTA) TIRCP application for a new express bus service from Redding to Sacramento.
- .. After this new service is initiated, SJJPA could terminate Thruway Bus Route 3 at Chico to save operational costs.
 - ❖ Savings could be used to financially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



Other Elements Related to TIRCP Application

Thruway Bus Network (cont.)

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





San Joaquin Valley Rail Committee

5. Coordination of the San Joaquins and High-Speed Rail

Dan Leavitt

Shared Regional Goals

Better, Faster, More Frequent

Improve regional and intercity rail options for communities in the northern San Joaquin Valley and Capitol Region;

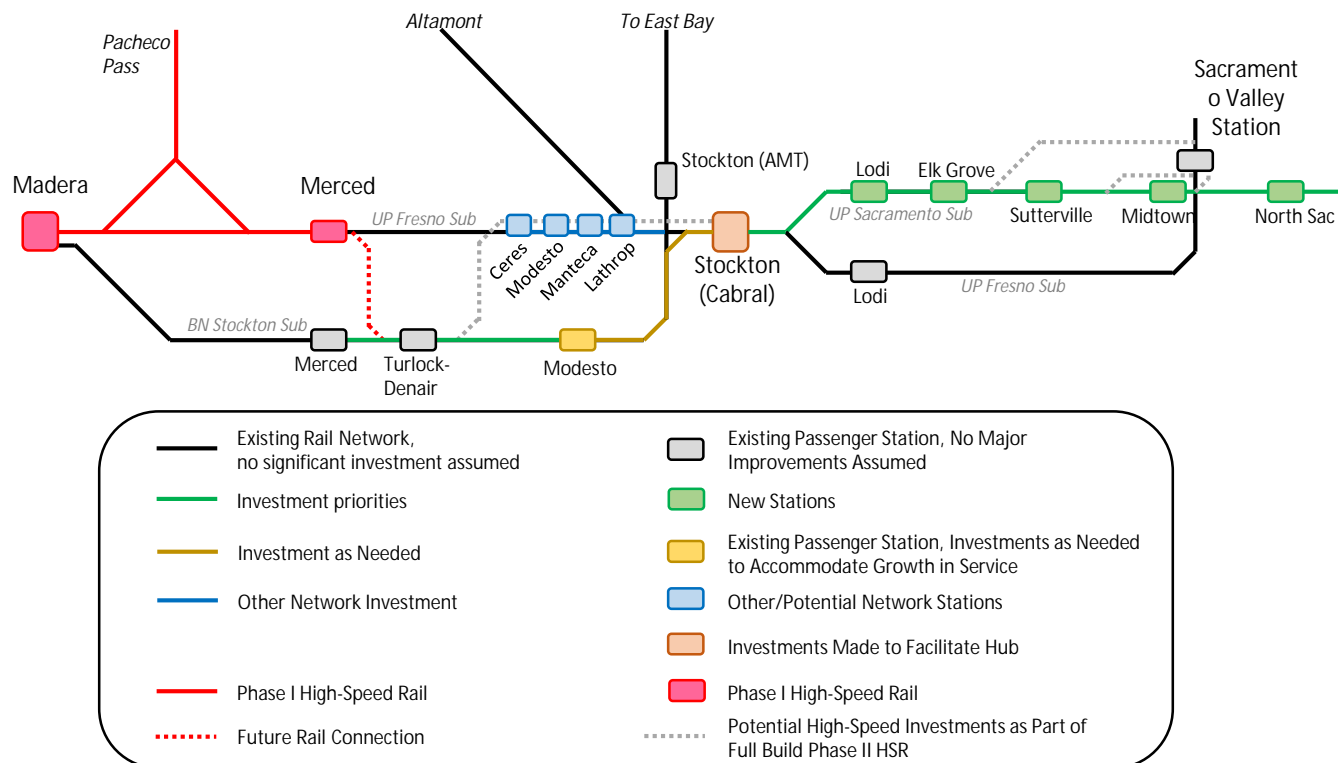
Maximize the utility of capital investment across the full range of potential markets and passenger types;

Increase network capacity in the near term, while laying the foundation for significant service growth through 2040;

Enable future growth of passenger rail service beyond 2040.



Integrated Regional Plan: Investment Priorities





San Joaquin Valley Rail Committee

6. 2018 Business Plan Update

Daniel Krause

2018 SJJPA Business Plan Update

- Primary Purposes of the Annual Business Plan
 - Identify SJJPA's intentions for the next two State Fiscal Years (FY 2018/19 and FY 2019/20 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.



2018 SJJPA Business Plan Update

- Submittal Schedule of 2018 SJJPA Business Plan Update
 - Draft Due April 1st, 2018
 - Final Due June 15th, 2018 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 weeks and months.
 - Public review draft Business Plan will be available in early February 2018.
 - Comments will be due in early- to mid-March.
 - E-mail Comments to Daniel Krause at Daniel@sjjpa.com



2018 SJJPA Business Plan Update

- Minor Update

- The 2017 Business Plan was a major overhaul, which reflected new planning initiatives such as the Morning Express Service.
- The 2108 Plan reflect similar content with a heavier emphasis on implementation.

- New Concepts Explored

- Based on community input and requests, SJJPA will examine the following in the 2018 Business Plan:
 - Limited-Stop Service between Bakersfield and Sacramento
 - New Thruway bus line between Bakersfield and Silicon Valley.



2018 SJJPA Business Plan Update

Committee Member Discussion / Input





San Joaquin Valley Rail Committee

7. Marketing and Outreach Update

David Lipari

SACRAMENTO MORNING EXPRESS

LAUNCH CAMPAIGN

- Two Prong Approach
 - Public Relations and Grassroots
 - Beginning Nov. 1
 - Advertising and Social Media
 - Beginning Dec. 1



SACRAMENTO MORNING EXPRESS

PR CAMPAIGN

- Build Support in Media
 - Targeted Opinion Editorials
 - Pre-Familiarization Meetings with Key Reporters
- Build Local Support and Ridership Interest
 - Boots on the ground business, agency, organization, and neighborhood outreach
- Morning Express Stakeholder Invites
 - Targeting Invites for First Trip
- Sacramento Valley Station Press Event



SACRAMENTO MORNING EXPRESS

PR CAMPAIGN

- How can Rail Committee Help?
 - Distribute PR “Tool Kit” materials to your organization and contacts
 - E-Blasts
 - Videos
 - Flyers
 - Be a part of the first trip!



SACRAMENTO MORNING EXPRESS

ADVERTISING CAMPAIGN

- Approved 2017 SJJPA Business Plan Update outlines a key to the success of the Sacramento Morning Express Service is the ability to market and advertise the new service.
- Sacramento Morning Express seeks to:
 - Increase business traveler ridership
 - Increase same-day leisure trips to Sacramento
- SJJPA requested \$500,000 in the 2017 SJJPA Business Plan Update to engage in this activity.



SACRAMENTO MORNING EXPRESS

ADVERTISING CAMPAIGN

- The Advertising Campaign for the Sacramento Morning Express contract is designed in three phases:
 - **Phase #1: Pre-Campaign Data Gathering:**
 - Data analysis, new data acquisition, and benchmark development to prepare an effective and measurable advertising campaign.
 - Goal: Acquire and organize effective pre-campaign data that can be re-measured and analyzed post campaign.
 - **Phase #2: Advertising Campaign:**
 - Component #1: Business travelers both daily travelers and frequent business travelers
 - Component #2: Leisure profile targeted at same-day trips
 - **Phase #3: Post-Campaign Evaluation:**
 - Based on the Pre-Campaign evaluation and benchmark exercise, post-campaign data will be gathered and analyzed to evaluate both the effectiveness of the “Advertising Campaign” and the service itself.



SACRAMENTO MORNING EXPRESS

ADVERTISING CAMPAIGN

- Phase #1
 - Analysis of SJPA Provided Data
 - Components of Survey Capture
 - 600-750 Phone Interview Results
 - Geographic Quotas for Survey Capture
 - Fresno/Madera – 250
 - Merced – 100
 - Stockton/Modesto – 250
 - 2,000 Digital Survey Results
 - Geographic Quotas for Survey Capture
 - Fresno/Madera – 1,000
 - Merced – 500
 - Stockton/Modesto – 500
 - Focus Groups
 - 2 – Fresno
 - 2 – Modesto / Stockton
 - Diverse Methodology for Choosing Survey Lists
 - Ethnicity, Age, Business and Leisure Travelers
 - Duplicate for Phase #3 and Create Analysis Report



SACRAMENTO MORNING EXPRESS

ADVERTISING CAMPAIGN

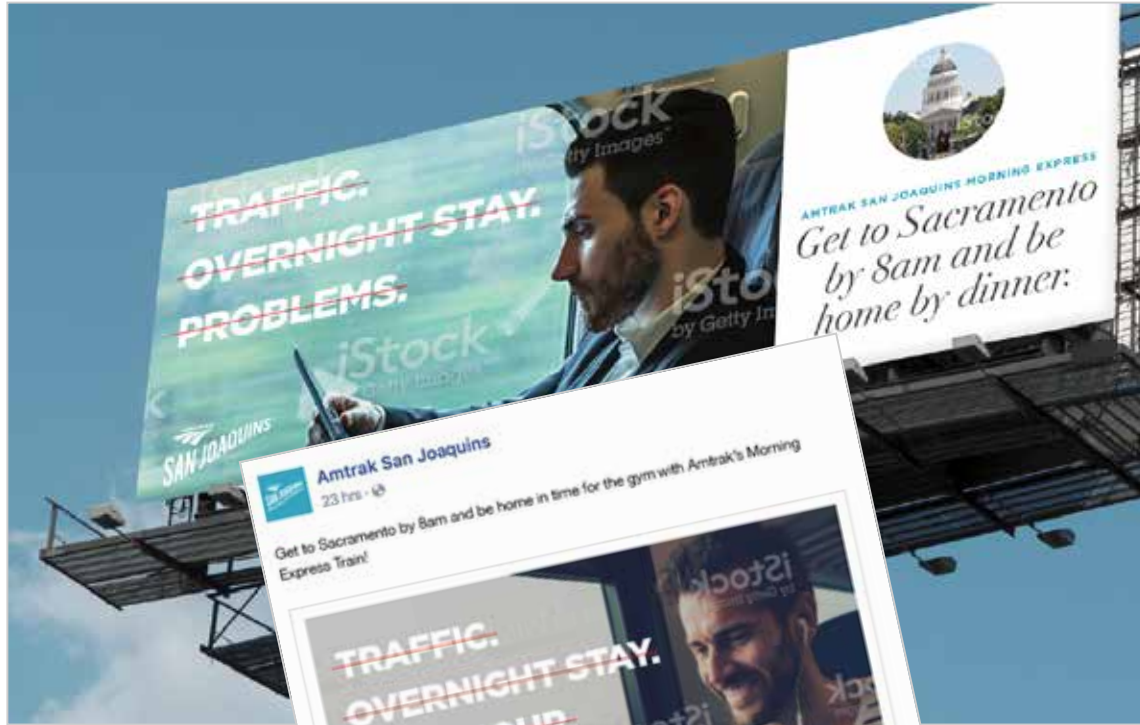
- Phase #2

- Campaign Budget that Includes over \$360,000 in Media Buys
 - Recommended channel distribution took into account geography per channel as well as a diversity of channels
 - Digital, Search Engine, YouTube, Radio (Traffic and Streaming), TV, Outdoor, Social, and Print
- Media Campaign Lasting Over 4 months



SACRAMENTO MORNING EXPRESS

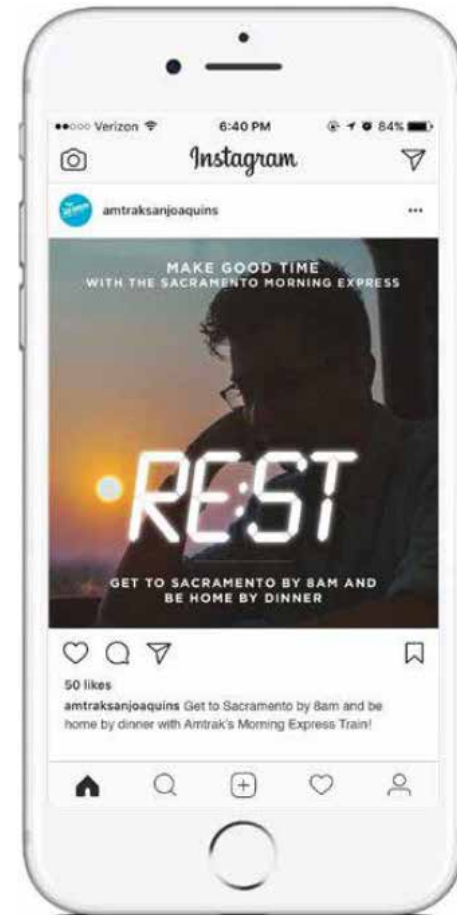
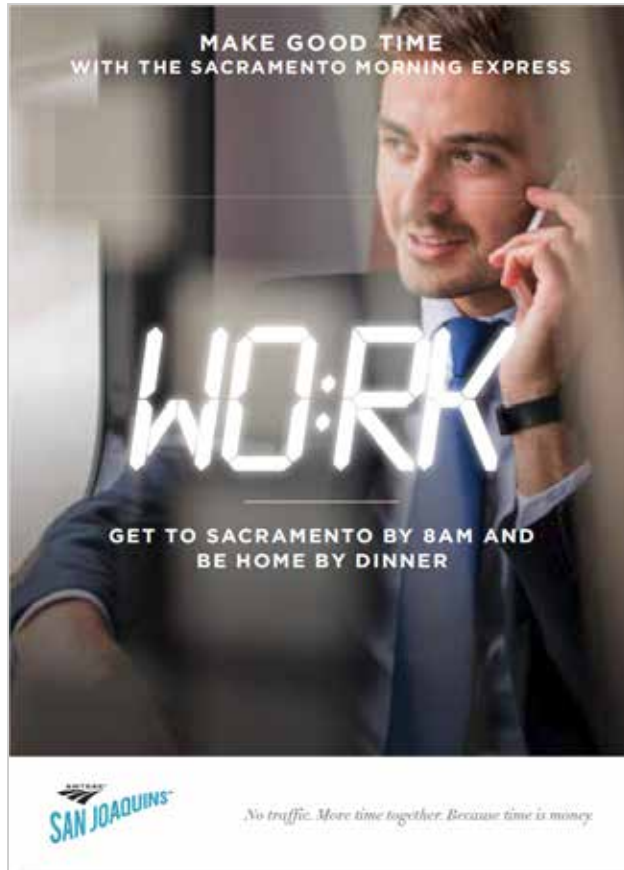
ADVERTISING CAMPAIGN



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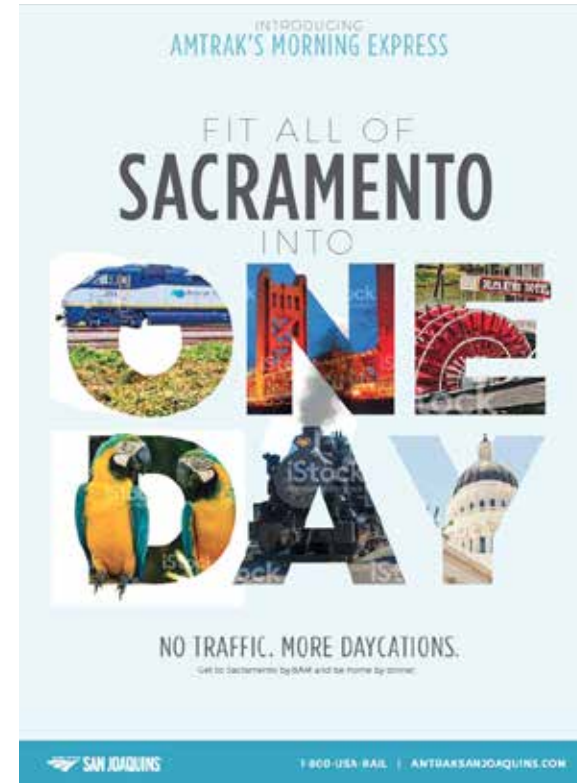
ADVERTISING CAMPAIGN



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SACRAMENTO MORNING EXPRESS

ADVERTISING CAMPAIGN



SACRAMENTO MORNING EXPRESS

ADVERTISING CAMPAIGN

- How Can the Rail Committee Help
 - Multiply the social message by sharing “Tool Kit” social posts as well as sharing San Joaquins’ posts
 - Let agency staff know when and where you see/hear content





San Joaquin Valley Rail Committee

8. Committee Member General Discussion and Comments

Steve Cohn



San Joaquin Valley Rail Committee

9. Adjournment