



**San Joaquin**  
Joint Powers Authority



August 10, 2018 Meeting



# San Joaquin Valley Rail Committee

## **1. Introductions**

**Steve Cohn, Chair**



# San Joaquin Valley Rail Committee

## **2. Public Comment**

**Steve Cohn, Chair**

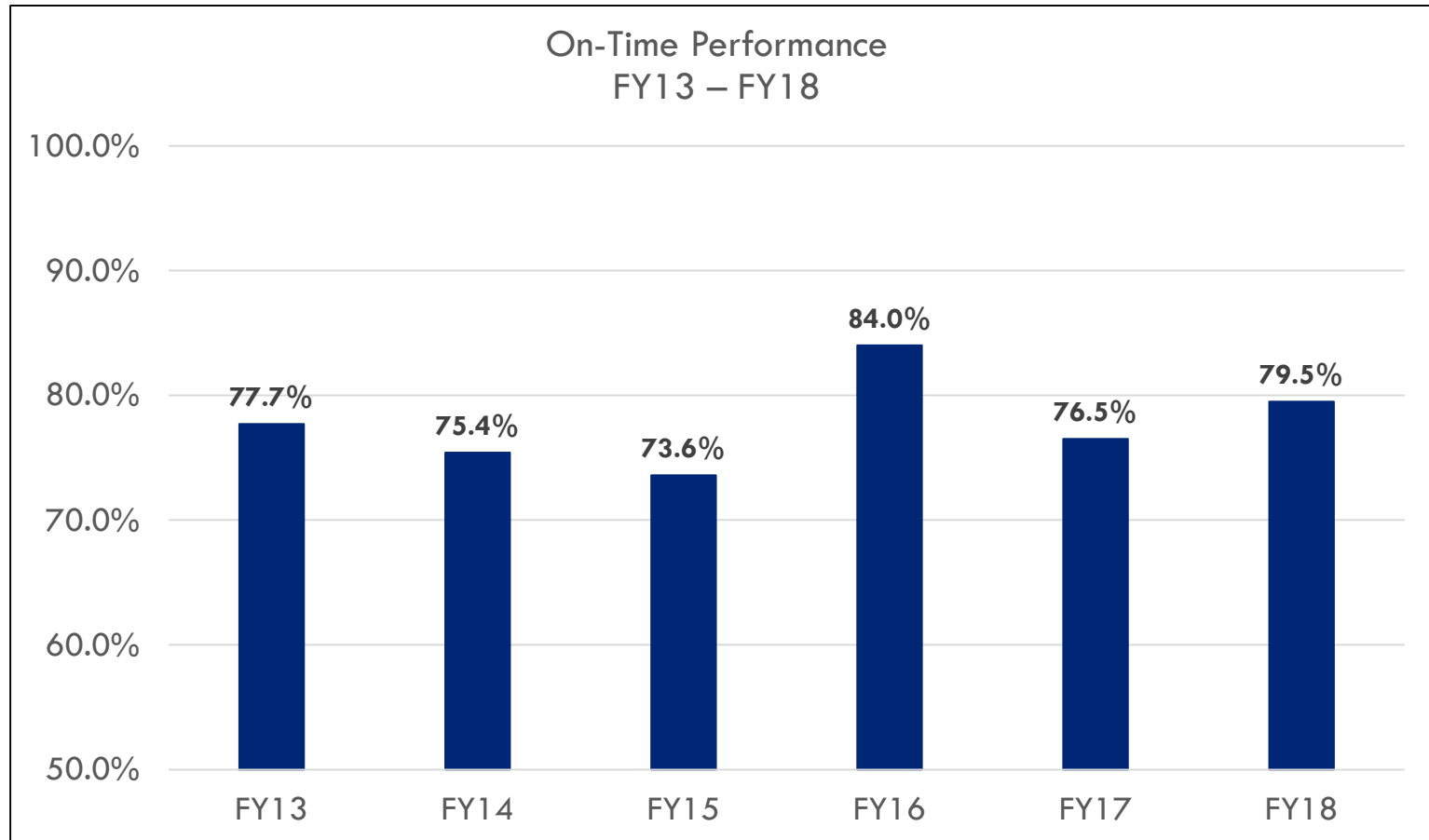


# San Joaquin Valley Rail Committee

## **3. Amtrak San Joaquins Operations Update**

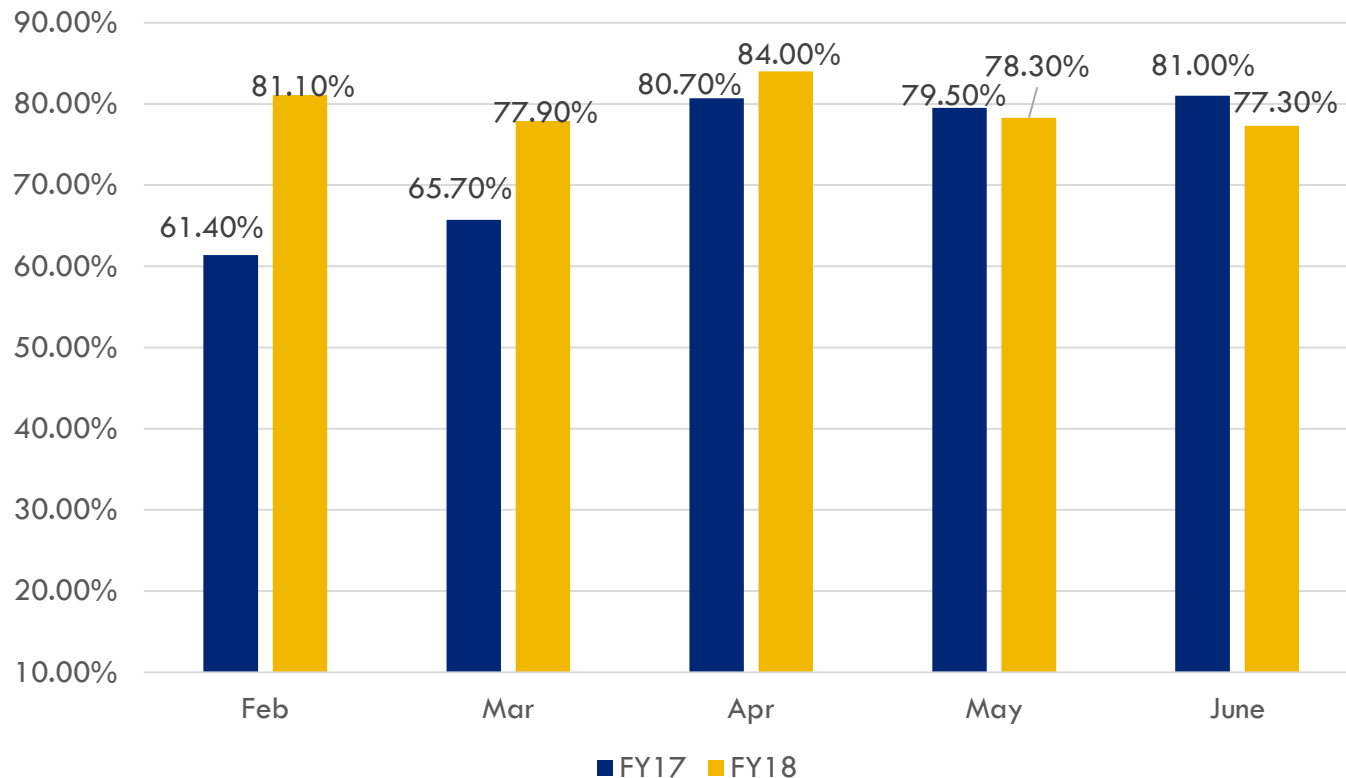
**Anthony Chapa**

# SAN JOAQUINS ON-TIME PERFORMANCE



# SAN JOAQUINS ON-TIME PERFORMANCE

San Joaquins On-Time Performance



# SAN JOAQUINS RIDERSHIP

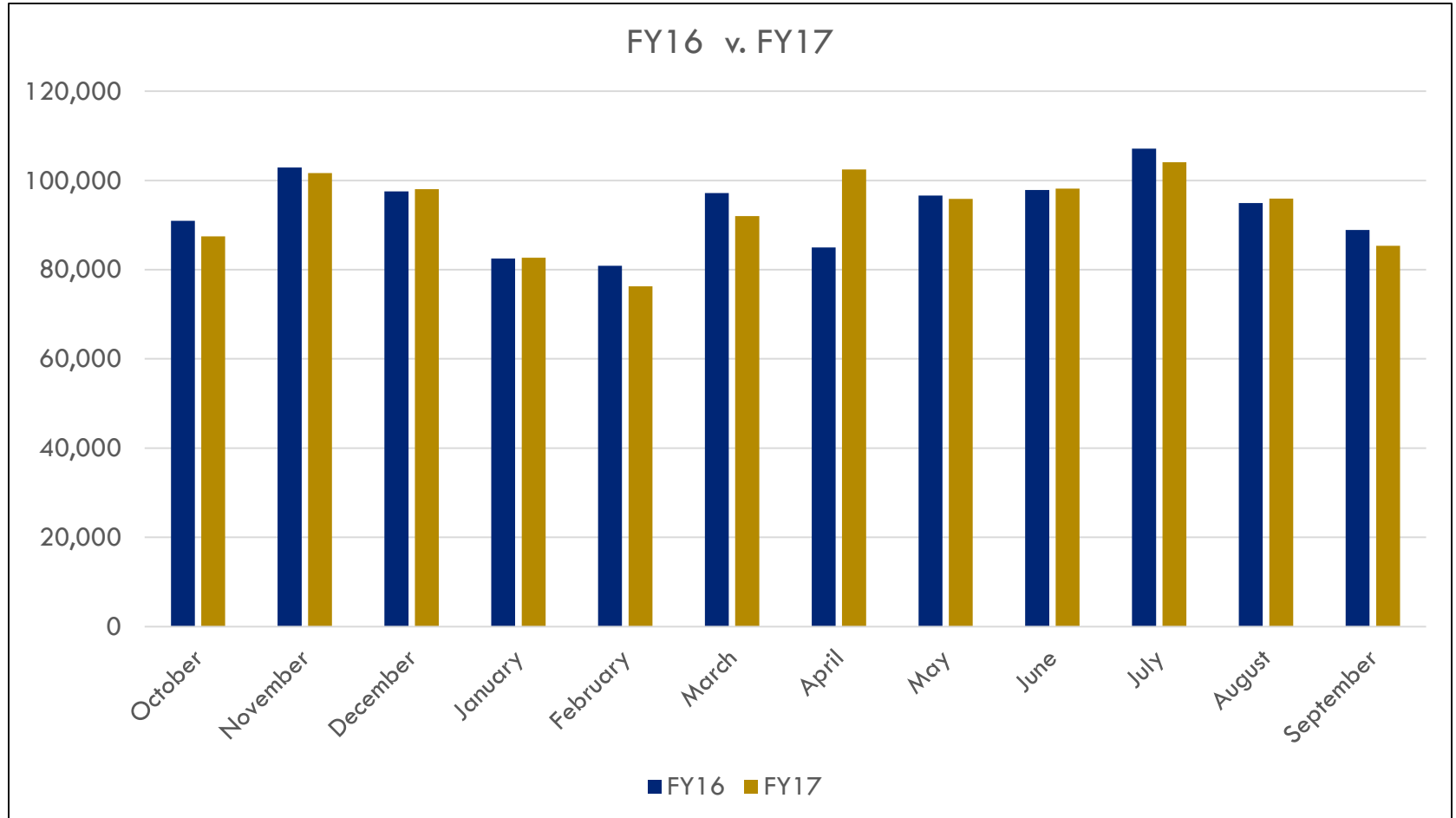
Month	Ridership			Ticket Revenue		
	FY17	FY16	% Chg.	FY17	FY16	% Chg.
Oct	87,454	90,961	-3.9	\$2,769,402	\$2,756,890	+0.5
Nov	101,672	102,915	-1.2	\$3,538,396	\$3,609,485	-2.0
Dec	98,053	97,530	+0.5	\$3,378,587	\$3,415,503	-1.1
Jan	82,707	82,475	+0.3	\$2,608,201	\$2,643,805	-1.3
Feb	76,288	80,868	-5.7	\$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

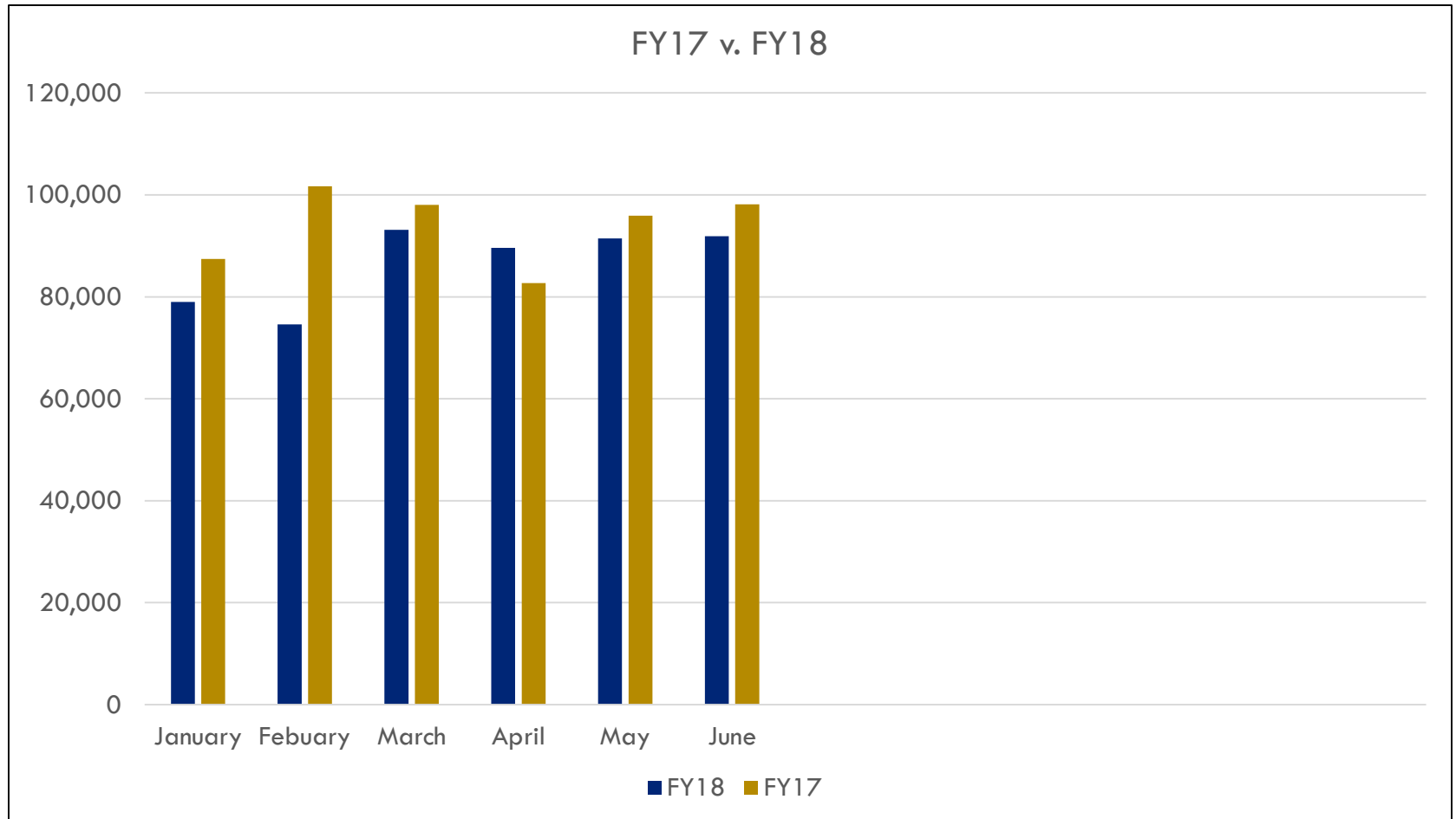
Month	Ridership			Ticket Revenue		
	FY17	FY18	% Chg.	FY17	FY18	% Chg.
Oct	87,454	87,434	0.0	\$2,775,445	\$2,775,445	+0.1
Nov	101,672	99,022	-2.6	\$3,562,864	\$3,562,864	+0.8
Dec	98,053	98,862	+0.8	\$3,205,733	\$3,205,733	-3.6
Jan	82,707	78,979	-4.7	\$2,603,482	\$2,509,845	-3.7
Feb	76,288	74,579	-2.3	\$2,269,524	\$2,171,003	-4.5
Mar	92,019	93,163	+1.2	\$2,925,528	\$2,798,904	-4.1
Apr	102,440	89,612	-12.5	\$3,120,249	\$2,577,561	-17.3
May	95,894	91,440	-4.6	\$2,970,047	2,589,689	-12.5
Jun	98,158	91,905	-6.8	\$3,112,095	2,680,052	-13.2
Jul	104,088	98,035	-5.8	\$3,295,454	2,884,441	-13.1
Aug	95,909			\$3,096,069		
Sep	85,355			\$2,756,808		
YTD	1,120,037	938,773	-3.8	\$35,693,298	\$27,685,047	-7.1



# SAN JOAQUINS RIDERSHIP



# SAN JOAQUINS RIDERSHIP



# STATUS OF POSITIVE TRAIN CONTROL



- Positive Train Control (PTC) has begun on the Amtrak service which includes the San Joaquin. The San Joaquins are currently running PTC on the BNSF lines. July 31<sup>st</sup> was the first day that PTC was turned on for revenue service. The San Joaquin service was the first service to run PTC in Northern California.



# San Joaquin Valley Rail Committee

## **4. Morning Express Service Update**

**Dan Leavitt**

# May 7<sup>th</sup> 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 7<sup>th</sup> 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





# Morning Express Media Engagement

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



# Morning Express Advertising



# Morning Express Outreach

INTRODUCING  
THE  
**MORNING EXPRESS**  
TRAIN  
TO SACRAMENTO

STARTING MAY 7, 2018  
ARRIVE IN SACRAMENTO BEFORE 8<sup>AM</sup>

AMTRAK  
**SAN JOAQUINS**

AMTRAKSANJOAQUINS.COM | 1-800-USA-RAIL

May 18, 2018

AMTRAK  
**SAN JOAQUINS**

**RIDE MORE.  
PAY LESS.**

## BIG DISCOUNTS WITH MULTI-RIDE TICKETS

Whether you travel to work by train or take frequent trips, Amtrak San Joaquins' **Multi-Ride Tickets** are an easy and affordable way to travel.

Our **10-Ride Tickets** (5 Round-Trips) are valid for 60 days and offer an average a **30% discount**. Our **Monthly Tickets** offer unlimited travel between the origin and destination station all month long and offer on average a **50% discount!**

**Get Your Multi-Ride Now!**

Multi-Ride Tickets are a perfect fit

INTRODUCING  
THE  
**MORNING EXPRESS**  
TRAIN  
TO SACRAMENTO

**NEW SACRAMENTO MORNING EXPRESS**  
GET TO SACRAMENTO BEFORE 8AM AND BE HOME BY DINNER

Skip the traffic. Enjoy the view. And get to Sacramento before 8AM with the new Morning Express train.

Work with free Wi-Fi, snooze in spacious seating or sit back, relax and enjoy the view from the capital city.

**FARES FROM MODESTO**

One-Way  
\$15

10-Ride  
(5 Round-Trips)  
\$109 **30% OFF**

Monthly Pass  
\$291 **50% OFF**

**MODESTO SCHEDULE**

**NORTHBOUND:**

Train #	Departure MOD	Arrival SAC
701 (Mon-Fri)	5:57AM	7:46AM
(SasHo)	6:47AM	8:36AM
703	9:36AM	11:15AM

**SOUTHBOUND:**

Train #	Departure SAC	Arrival MOD
702	12:41PM	2:10PM
704	5:30PM	6:59PM

- Free Work or Lunch
- No Middle Seats and enjoy
- Café Car selection of sandwiches, smoothies and beverages
- Spacious Stretch out, visit with your family
- Free Onboard Racks—Bring that last mile

AMTRAK  
**SAN JOAQUINS**

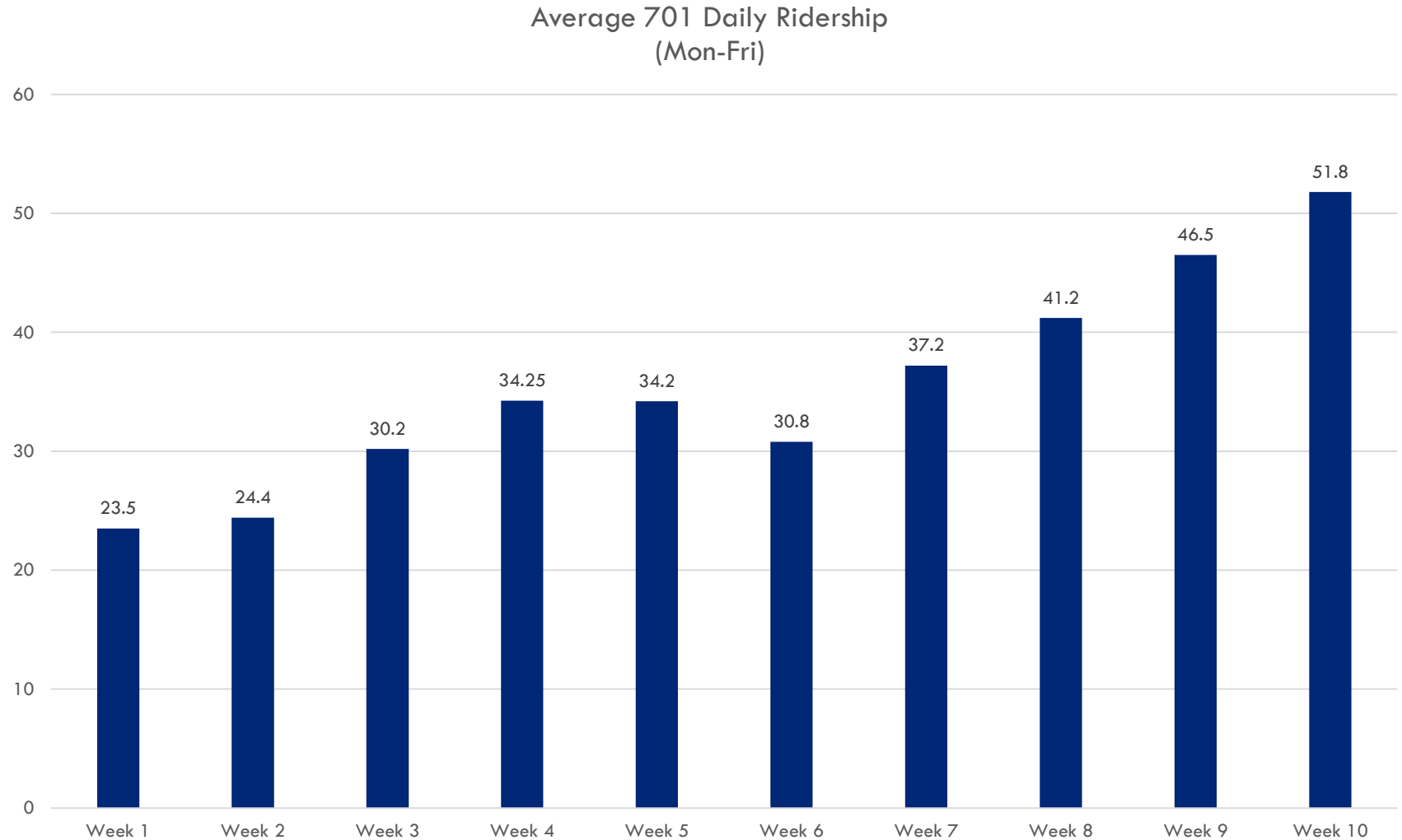
"The Morning Express is an answer to the congestion we all experience on the way up to Sacramento. Traveling frequently between Modesto and Sacramento is so much easier and more productive."  
Rosa De León Park, Executive Director  
StanCOG

**BOOK NOW: AMTRAKSANJOAQUINS.COM OR 1-800-**

# Approve a Resolution of the SJJPA Authorizing the Chair to Make Schedule Changes to Morning Express

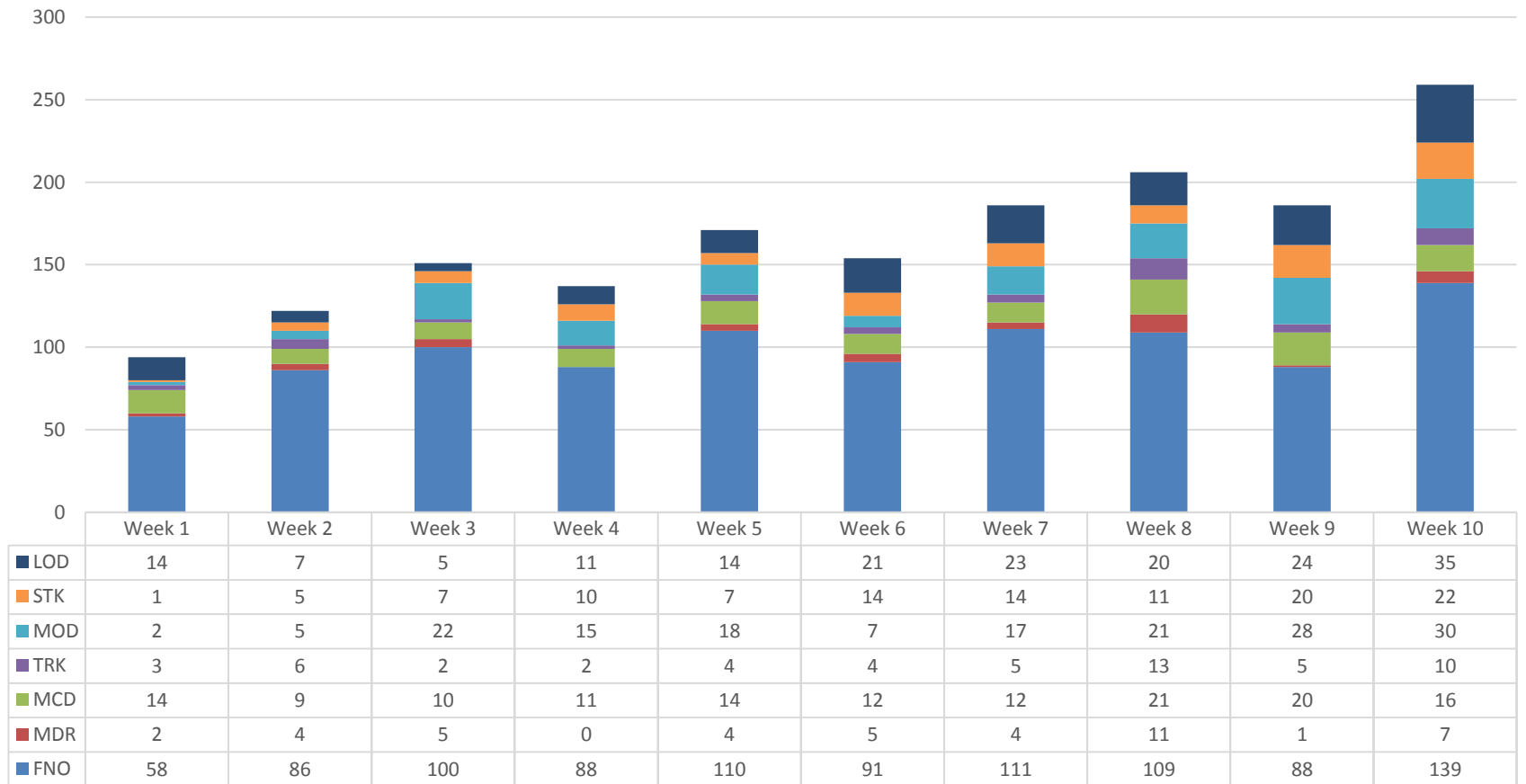
- Following the May 7<sup>th</sup> start of the Morning Express, BNSF had several significant freight train derailments and a higher frequency of locomotive failures than normal.
- Amtrak crews were delayed several times for the Morning Express departure out of Fresno because their train had come in late the night before and they did not have the mandatory rest period to operate the trains.

# Average 701 Daily Ridership (Monday –Friday)



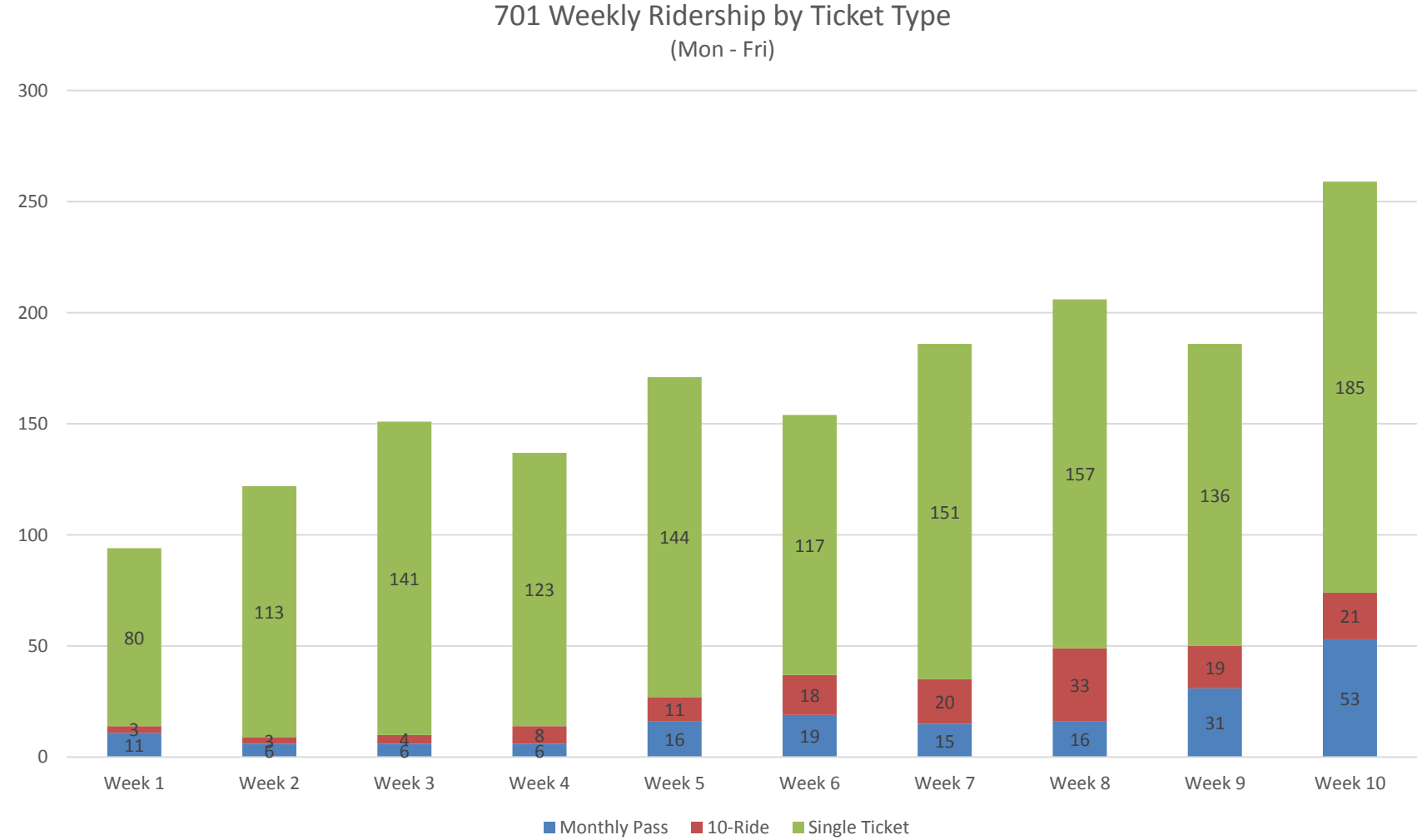
# 701 Weekly Ridership By Station (Monday – Friday)

701 Weekly Ridership by Station  
(Mon - Fri)

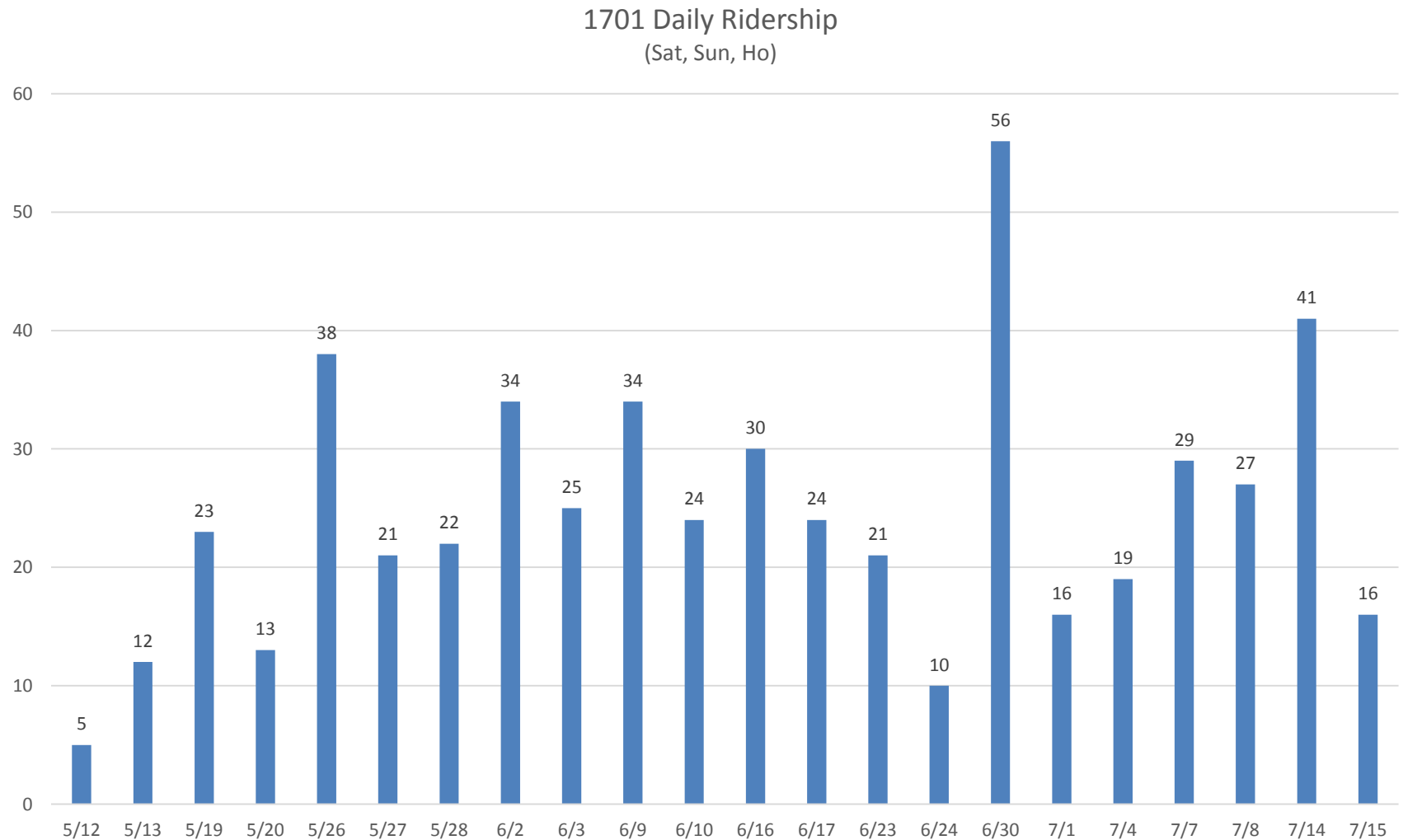


■ FNO 
 ■ MDR 
 ■ MCD 
 ■ TRK 
 ■ MOD 
 ■ STK 
 ■ LOD

# 701 Weekly Ridership by Ticket Type (Monday – Friday)



# 1701 Daily Ridership (Saturday, Sunday, Holidays)



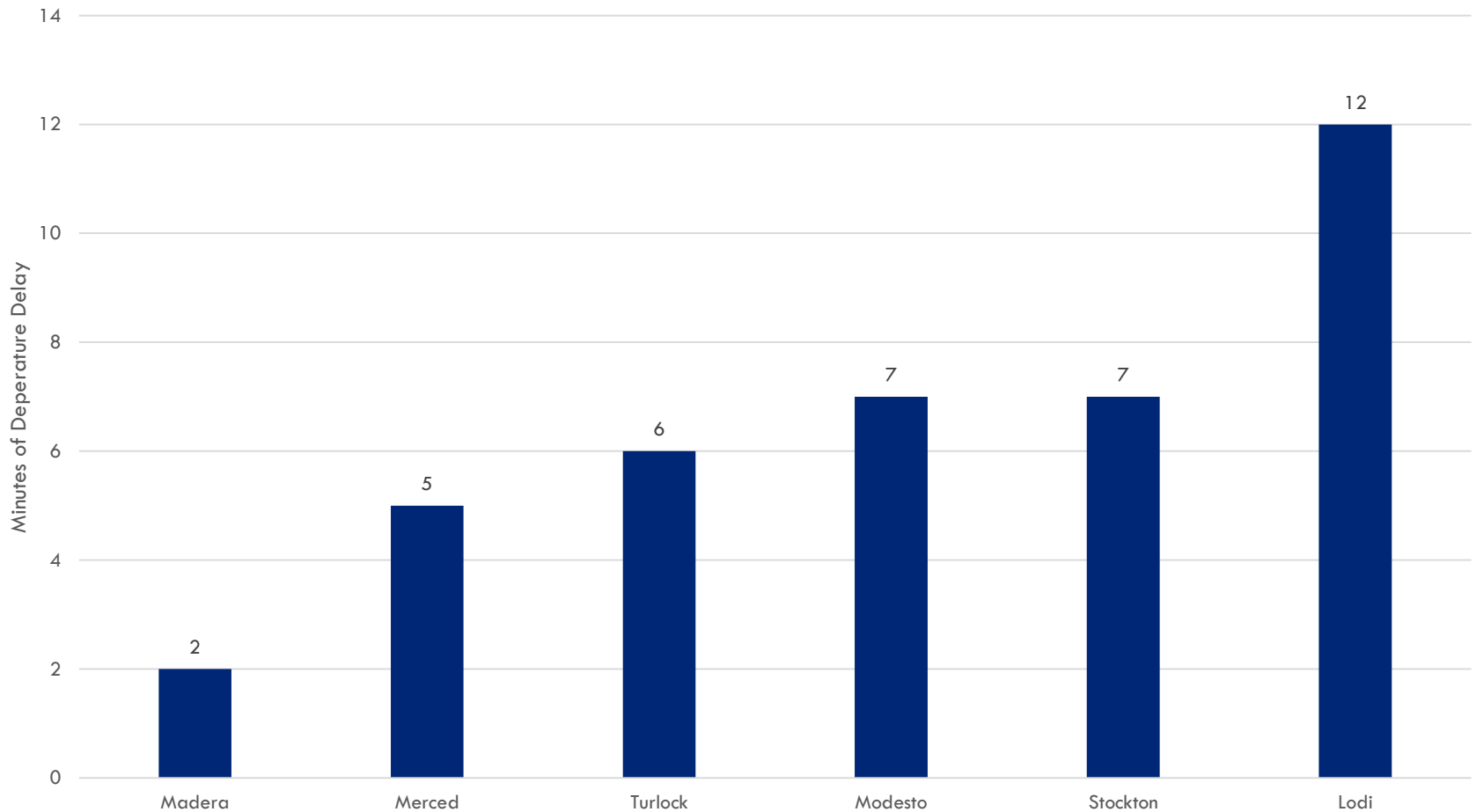
## Major Corridor Incidents Affecting Morning Express:

- On June 5<sup>th</sup> BNSF derailed 5 cars, 3 miles east of Stockton.
- On June 18<sup>th</sup> BNSF derailed 2 locomotives and one car, 5 miles east of Madera
- Due to the tight turn from 718 to 701 with crew rest, there have been two incidents where train 701 took a delay out of Fresno.
- From May 7<sup>th</sup> through July 16<sup>th</sup> there have been two vehicle strikes and five trespasser strikes by San Joaquins trains, and two vehicle strikes and two trespasser strikes by freight trains.



# By Station Ave. Departure Delay Train 701 (Mon – Fri)

By Station Average Departure Delay Train 701  
(Mon-Fri)



## Contributing Factors to On-Time Performance Issues:

- For the month of June, train 701 had 101 minutes of delays on UPRR and 252 minutes of delay in the same time period on the BNSF Railroad.
- During the month of June Passenger Train Interference (PTI) for train 701 had 145 minutes of delays due to Capitol Corridor Train 529 train meets coming into Sacramento.

## Contributing Factors to On-Time Performance Issues:

- The current schedule for the Morning Express train has a very high amount of “pad” time between Lodi and Sacramento.
- The trip time between Lodi and Sacramento on the Morning Express train 701 is currently 61 minutes, while the southbound trip time for trains 702 and 704 from Sacramento to Lodi is only 38 minutes.

# Adjustments Being Pursued:

## 1. Changes to Weekend Service:

- Go to a full corridor service (Bakersfield-Sacramento) with mid-morning departure time out of Bakersfield for a late afternoon arrival into Sacramento to better serve the weekend leisure travel ridership.
  - This change would best serve the long-distance leisure market during some of the busiest travel days for this market.
  - Would have a more favorable connection to the Southern California market.

# Adjustments Being Pursued:

## 2. Optimizing the Sacramento Morning Express:

- Trip time and on-time performance could be improved with a slightly later arrival time into Sacramento for train 701 that would still arrive in Sacramento before 8:00 am.
  - This change would allow for a reduction in train conflicts into Sacramento Valley Station with Capitol Corridor trains.
  - Could improve on-time performance and allow for a reduction in pad time between Lodi and Sacramento.
  - Provides later start time for passengers heading to Sacramento on Morning Express.

# Adjustments Being Pursued:

## 3. Changes for Train 718 and Train 704:

- Change train 704 to end in Fresno on Sunday through Thursday evenings to turn for train 701 on weekday mornings.
  - This change would improve on-time performance by allowing enough rest time for train crews of the *Morning Express* service.
  - Train 718 would run from Oakland to Bakersfield daily.

# Adjustments Being Pursued:

## 4. Changes for Train 702:

- Train 702, which currently departs daily from Sacramento at 12:41 pm and arrives into Bakersfield at 6:06 pm, would have its departure out of Sacramento pushed back about an hour later.
  - Better serves riders leaving Sacramento after lunch time.
  - Improves the Fresno-Hanford market with a departure time better suited for travelers that work in Fresno and reside in Hanford.
  - Eliminates the need to run a thruway bus (#5598) between Fresno and Hanford.
  - Better connection to the Pacific Surfliner service at LAUS.

# Adjustments Being Pursued:

## 5. Morning Express Schedule Changes:

- The Chair has been given the ability to make other minor schedule changes to help improve the poor on-time performance of the Morning Express Service, improve ridership, and reduce trip times.
- This will speed up the process when working with Amtrak and the two host railroads, UPRR and BNSF.





# San Joaquin Valley Rail Committee

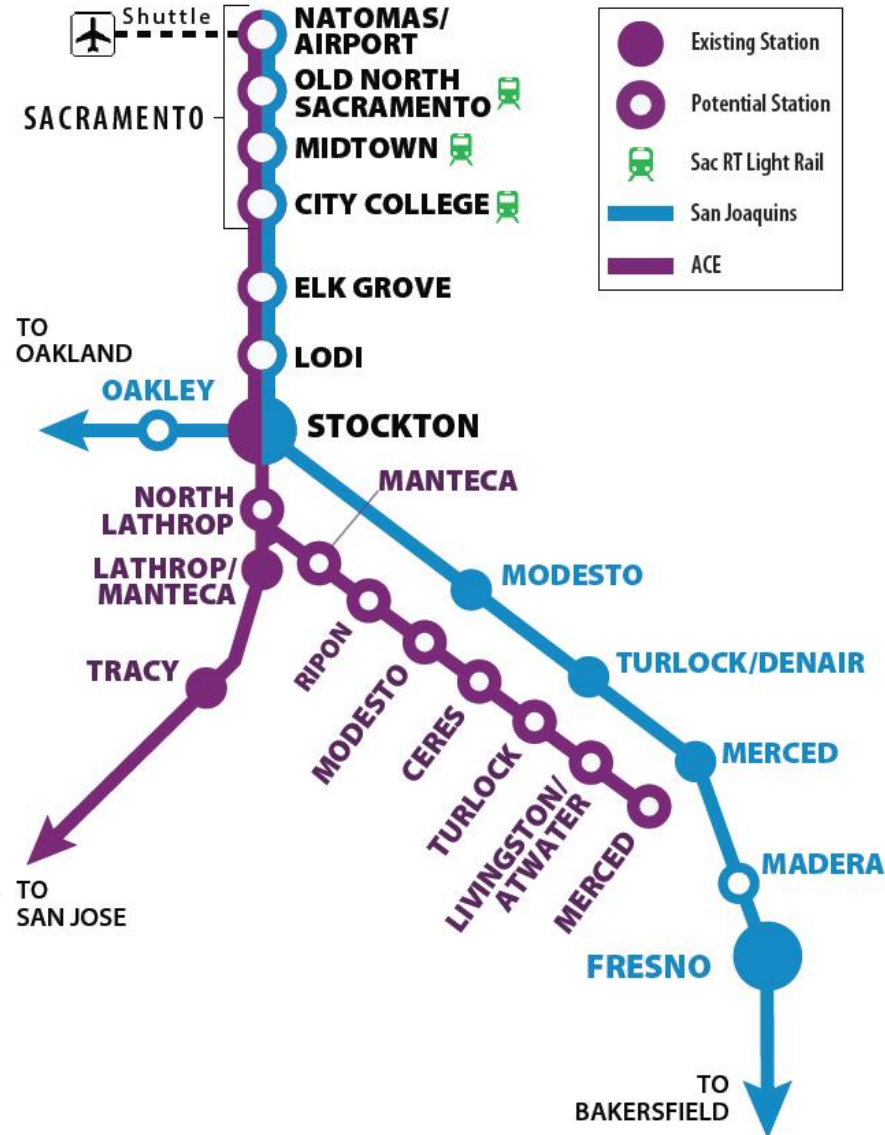
## **5. Valley Rail Program Update**

**Dan Leavitt**

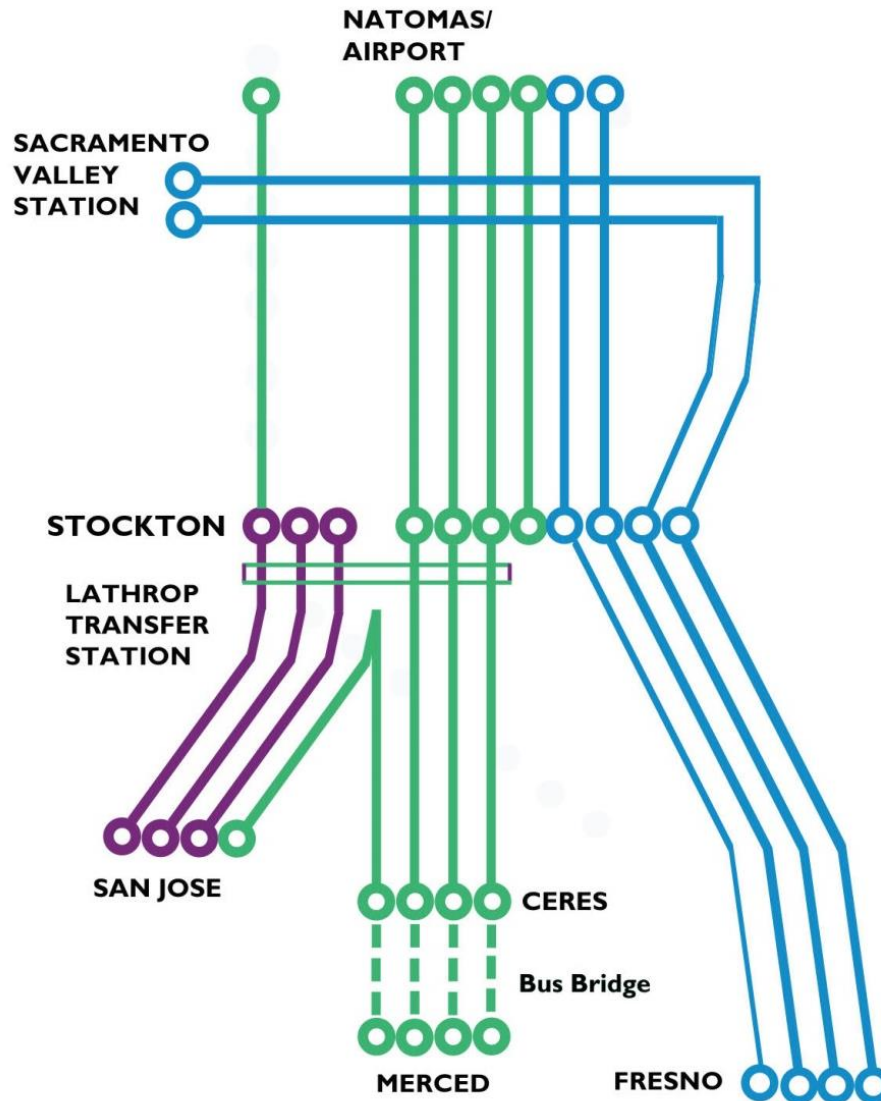
# Update on 2018 SJJPA/SJRRC TIRCP Application

- 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.
- See copies of the SJJPA/SJRRC press release from April 26, 2018.

# Update on 2018 SJJPA/SJRRC TIRCP Application



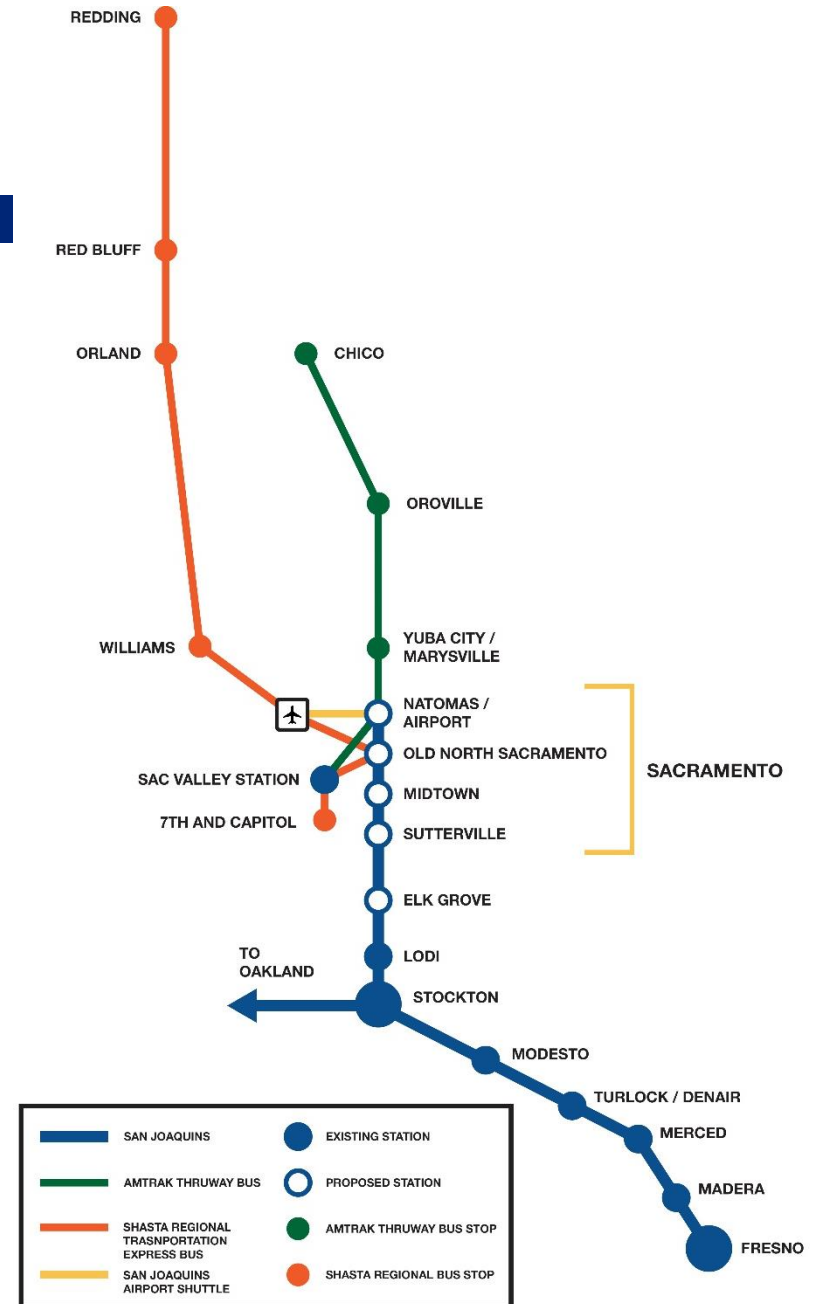
# Update on 2018 SJJPA/SJRRC TIRCP Application



# Thruway Bus Network Coordination

## 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 Station Location Improvements

## ***Madera***

- Construction of a relocated Madera station which will 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.

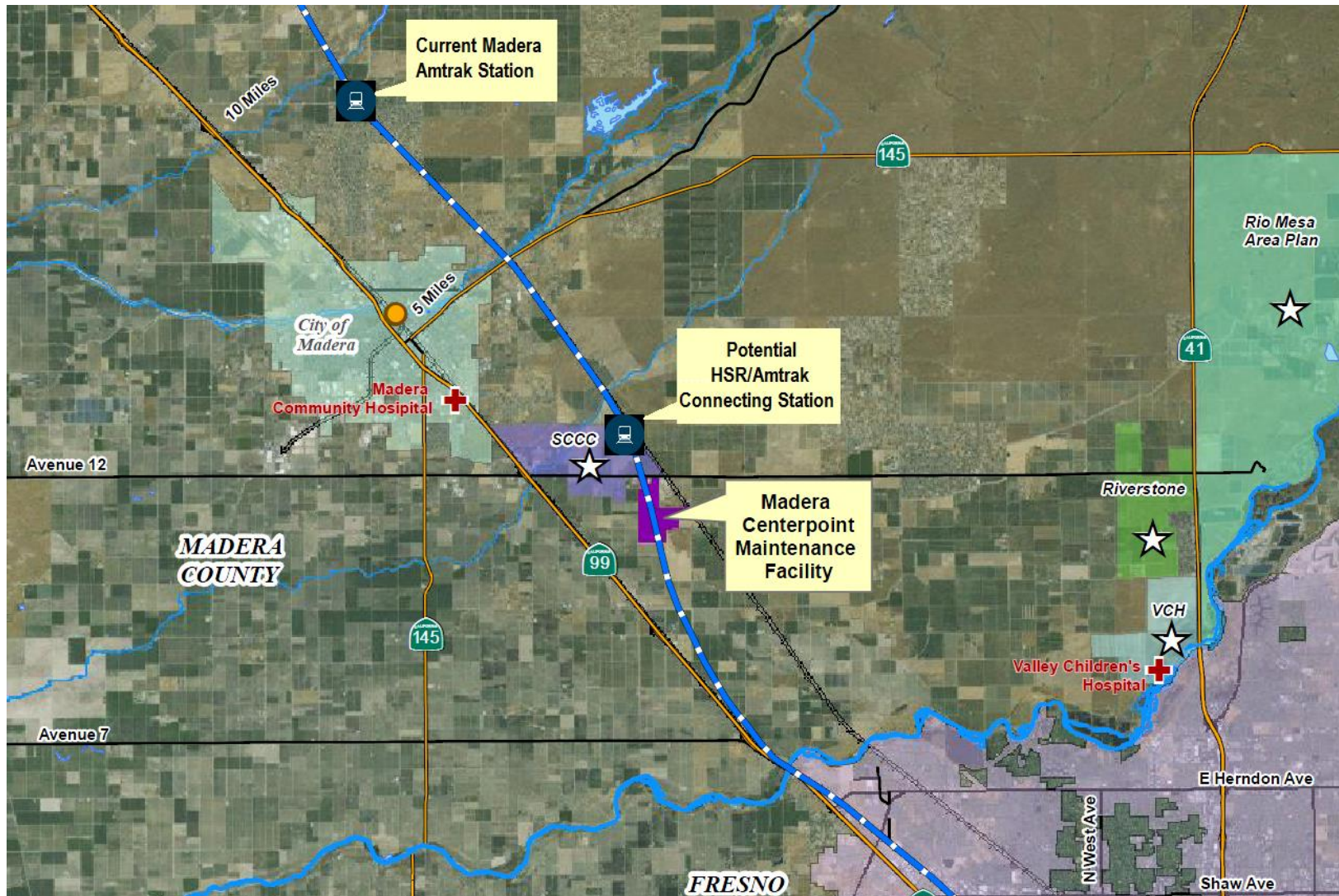
## ***Oakley***

- Construction of a new platform to coincide with Oakley Transit Center and TOD underway in Oakley.

## ***Merced***

- Acquire new R/W and construct new parking lot.

# Other Elements of TIRCP Application



# Project Schedule

■ Draft Environmental Document	November 2018
■ Environmental Document	March 2019
■ Final Design and Right of Way (varies)*	June 2019-21
■ Project Construction (varies)*	June 2019-22
■ Proposed Begin Baseline Service**	June 2021
■ All Stations full service	June 2023

\*Varies by project location, equipment, and track improvements

\*\*Projects to initiate service require key locations at Natomas Station/Layover Facility, Elk Grove, and College Ave (Sac).





## **6. Marketing and Outreach Update**

**David Lipari**

# Marketing and Outreach Update



- Morning Express Advertising Campaign
- General Outreach and Marketing Update
- Upcoming SJJPA Marketing Initiatives

# Marketing and Outreach Update

## *Morning Express Advertising Campaign*

- Three Phase Approach
  - ▣ Phase #1 – Pre-Launch Teaser
  - ▣ Phase #2 – Benefit Based
  - ▣ Phase #3 – Champion Spokespeople
  - ▣ Phase #4 – First Ride Free

# Marketing and Outreach Update

## *Morning Express Advertising Campaign*

- Phase #1 – Pre-Launch Teaser
  - ▣ Create an interesting/eye catching commercial that encouraged video finishes in the pre-roll environment.
  - ▣ 30 days out from service launch
  - ▣ Grow awareness of the service



# Marketing and Outreach Update

## *Morning Express Advertising Campaign*

- Phase #2 – Benefit Based
  - ▣ Create a fun commercial to message some of the benefits of riding the service
  - ▣ Creative that can hold up under both video and display environments
  - ▣ Driving click-thrus to more service info



# Marketing and Outreach Update

## *Morning Express Advertising Campaign*

- Phase #3 – Champion Spokespeople
  - ▣ Capture champion voices supporting the service
  - ▣ Geotarget voices by city/county
  - ▣ Driving click-thrus to more service info





# Marketing and Outreach Update

## *Morning Express Advertising Campaign*

- Advertising campaign ends in September
- Results data gathering will commence to learn about service awareness, impediments to riding, and service perception.

# Marketing and Outreach Update

## *General Outreach and Marketing Update*

- Fare Policy Change
  - ▣ Beginning April 23, 2018, the San Joaquins are unreserved and non-revenue managed.
- Reasons for the Change
  - ▣ Disproportionately impacts low-income and disadvantaged communities
  - ▣ Negatively affects riders purchasing tickets at stations
    - 20% of San Joaquins riders purchase tickets in the station
  - ▣ The San Joaquins is not “selling out” trains on a regular basis
  - ▣ San Joaquins are unique amongst CA Intercity Rail Corridors

# Marketing and Outreach Update

## *General Outreach and Marketing Update*

- Amtrak Discount Changes
  - At the beginning of 2018, Amtrak National eliminated the Student, AAA, and Veterans Discount, while reducing the Senior and Disable Discount
  - The 3 California JPAs have restored the Student and Senior Discounts and are in talks to restore AAA and Veterans Discount
- Ridership is projected to be negatively affected by these changes

# Marketing and Outreach Update

## *General Outreach and Marketing Update*

- Summer is a key season for travel on the San Joaquins.
- June – Mid-July promoting Friends and Family
- Mid-July – August promoting Mid-Week BOGO



# Marketing and Outreach Update

## *Upcoming SJJPA Marketing Initiatives*

- New Website for Amtrak San Joaquins
- Outreach and Promotion of Allensworth Annual Rededication Ceremony – October 13<sup>th</sup>
- Working with San Joaquin County CBOs on Low Income Fare Assistance Program
- College and University Outreach
- Hispanic and Asian Community Outreach



# San Joaquin Valley Rail Committee

## **7. 2019 Business Plan**

**Dan Leavitt**



# 2018 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

# 2018 SJJPA 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.

# 2019 SJJPA Business Plan

- Primary Purposes of the Annual Business Plan
  - Identify SJJPA's intentions for the next two State Fiscal Years (FY 2019/20 and FY 20/21 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.

# 2019 SJJPA Business Plan

- **Minor Update**

- The 2018 Business Plan was a major overhaul, which reflected new planning initiatives such as the Morning Express Service.
- The 2019 Plan reflect similar content with a heavier emphasis on implementation.

- **New Concepts Explored**

- Based on community input and requests, SJJPA are examining the following to potentially be included in the 2019 Business Plan:
  - Limited-Stop Service between Bakersfield and Sacramento
  - New Thruway bus line between Bakersfield and Silicon Valley.

# 2019 SJJPA Business Plan

- Submittal Schedule of 2018 SJJPA Business Plan Update
  - Draft Due April 1<sup>st</sup>, 2019
  - Final Due June 15<sup>th</sup>, 2019 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 2019.
  - Comments are expected to be due in early- to mid-March.
    - E-mail Comments to Paul Herman at [Paul@SJJPA.com](mailto:Paul@SJJPA.com)

# 2019 SJJPA Business Plan Update



## **Committee Member Discussion / Input**



# San Joaquin Valley Rail Committee

## **8. Committee Member General Discussion and Comments**

**Steve Cohn**



# San Joaquin Valley Rail Committee

## **9. Adjournment**