

**San Joaquin Regional Rail JPA Board Meeting
Minutes of March 2016 Meeting
March 25, 2016**

The San Joaquin Regional Rail JPA Board met in Sacramento, CA on March 25, 2016 from 1:30 PM to 3:45 PM. The following transpired:

1. **Attendees** – Chair Pedrozo (Merced Co.), Vice-Chair Perea (Fresno Co.), Tatzin (Contra Costa Co.), Hume (Elk Grove/RT), New Board Member (Stanislaus Co.), Haggerty (Alameda Co./BART), Ishida (Tulare Co.), Maciel (Tracy), Verboon (Kings Co.), and Rogers (Madera Co.)
2. **Consent Calendar** – Next SJJPA Board Meeting scheduled for May 27, 2106 will be in Merced.
3. **Public Comments** – Public comments expressed were concerns regarding the delays on existing services (1 occurrence); support for the upcoming 7th train service (starting in June); and concerns on the use of the Comet Cars for passengers with physical challenges boarding/deboarding trains.
4. **Approve Discount Program Changes for San Joaquins** -- Staff discussed the Discount Program (10 Tickets reduced pricing) and noted that other rail providers in CA were utilizing a “Group Pricing” ticketing successfully in terms of encouraging group usage to compete with reduced gas prices, etc. The Board approved a new Discount Ticket Program to take effect in the summer.
5. **Adopt 2016 Business Plan for SJJPA** – Staff discussed the required update of the Business Plan. No significant changes from the previous Business Plan were made. The 7th train beginning the first week of June between Bakersfield and Oakland with connecting bus service to Sacramento (and other destinations) was discussed. Comments were received from several Agencies, including RT, and incorporated. The Plan was adopted.
6. **Authorize TIRCP Grant Submittals** – Staff provided an overview of the Transit and Intercity Rail Capital Program (Cap & Trade) grants that will be submitted on April 5, 2016. The grants are focused on operational analyses/strategy development to improve service, reduce operating costs and identify physical operational improvements. The Board approved submittal of the TIRCP grants.
7. **Authorize 2-Year and 3-Month for Graphic and Printing Services for \$230,000 from 4/1/16 to 6/30/18** – Staff reviewed the process for selection of the Graphic and Printing Services. These services will be used to support the various marketing efforts that will be on-going along the corridor in terms of consistent printing formats and production services. The Michael Beemer firm was selected as the most responsive and qualified firm. Board approved the selection.

- 8. Authorize 2-Year and 3-Month Marketing and Outreach Services for Central San Joaquin Valley for \$474,000 from 4/1/16 to 6/30/18** – As follow-up to the previous Board meeting when the response was limited. Staff re-bid the Service Contract and received multiple bids. Staff selected Jeffrey Scott Associates as the most responsive and qualified firm. The Board approved the selection.
- 9. Approve Branding for San Joaquin Service and Overview of Advertising Plan for FY2015/16** – Staff led a discussion and provided examples of re-branding of the service. Key to the rebranding was the goal of using the phrase “The San Joaquins” to refer to the service. Staff also presented several examples of logos and “swag” (e.g., T-Shirts) that will be utilized in the future. After some discussion, the Board adopted the branding for the service.
- 10. Approve Resolution Adopting the San Joaquin Valley Rail Committee Travel Reimbursement Policy** – The San Joaquin Valley Rail Committee (SJVRC) was reconfigured following the formation of the JPA as required in the enabling legislation. The SJVRC is now comprised of non-SJJPA agencies and public members (RT’s membership includes representatives of Elk Grove and SACOG, as well as a public at-large member). The travel reimbursement policy is intended to cover travel costs of members as the quarterly meeting location will vary around the San Joaquin service area. Up to 20 members could attend the meetings with travel costs varying by location. Staff has estimated that the maximum out-of-pocket travel cost annually would not exceed \$1,200 and noted that most members’ costs would be less. After some discussion, the Board approved the resolution.
- 11. Approve Comment Letter on the California High-Speed Rail Authority (CHSRA) Draft 2016 Business Plan** – As required by law every two years, the CHSRA has released the 2016 Draft Business Plan. The Plan changes the focus of the Initial Operating Segment (IOS) from the Bay Area to Los Angeles with San Jose to 20 miles north of Bakersfield terminating in a rural agricultural area. The Plan also re-focuses up to \$4B in funding on the Burbank to Anaheim segment of the corridor. Staff noted the inconsistencies of this Draft Plan with the previously adopted plans that focused on serving Merced in particular and had “blended Service” investments in the ACE, Capitol Corridor and San Joaquins services. It is unclear if these investments would continue. Moreover, it was noted that the funding shortfall of the IOS may require eventual usage of the TIRCP Cap & Trade funding – which would put at risk or eliminate this funding for San Joaquin rail improvements. Staff noted that there were upcoming Assembly (March 28) and Senate (April 4) hearings on the 2016 Draft Business Plan, as well as a CTC hearing (April 12 in Anaheim) and a CTC action (April 21) in San Jose. Comment letters on the Draft Business Plan are due April 18, 2016. After much discussion, the Board authorized Staff to prepare a letter stating concerns about the proposed re-focus of the Business Plan.
- 12. Update on 7th Daily Round Trip Deployment** – The 7th daily round trip operating between Bakersfield and Oakland with connecting bus services to various communities including Sacramento is now scheduled to begin in early June. There remain several operational and scheduling issues still being worked out between the SJJPA, Amtrak and the UPRR/BNSF railroads. An update at the next Board meeting will be provided.

13. San Joaquin Rail Operations Update – An update of the services was provided.

Ridership has increased in the last quarter, but remains down 4% from the forecasted growth for year-to-date. Issues such as on-time performance, ticket pricing strategies, and gas prices were noted.

On-time performance has improved significantly and increased from the low 70% earlier in the year due to track construction to now almost 90% of the time.

14. Update from Sacramento Region Marketing and Outreach Team – The Sacramento Marketing Team gave a brief presentation on start-up efforts for the corridor including identifying potential partners and marketing events.

15. Administrative Matters/Correspondence – It was noted the Executive Director was not in attendance at the Board Meeting as she was attending a meeting with the Federal RR Administration, Caltrans and Congressional representatives over funding and operational matters.

16. Board Member Comments -- As time was getting short, member comments were limited to concerns over the Draft Business Plan and continued support for the San Joaquins.

17. Adjournment -- The SJJPA Board meeting adjourned at approximately 3:45 pm.

18. The next SJJPA Board meeting is scheduled for Friday, May 27, 2016 in Merced at the Board of Supervisors meeting location.