

**San Joaquin Regional Rail JPA Board Meeting  
Minutes of January 29, 2016 Meeting**

The San Joaquin Regional Rail JPA met in Modesto, CA on January 29, 2016 from 1:00 PM to 3:10 PM. The following transpired:

1. **Attendees** – Chair Pedrozo (Merced Co.), Vice-Chair Perea (Fresno Co.), Tatzin (Contra Costa Co.), Hume (RT/Elk Grove), Chisea, (Stanislaus Co.), Blalock (Alameda Co./BART), Ishida (Tulare Co.), Johnson (San Joaquin Co.), and Verboon (Kings Co.),
2. **Consent Calendar** – Key Item: a) Next SJJPA Board Meeting on March 25, 2016 in Sacramento.
3. **Public Comments** – Mike Barnbaum gave an update on his experiences with the SJJPA service.
4. **Intercity Passenger Rail Service Operations Contract with Amtrak** – Negotiations continue (since July 2015) with Amtrak and are “very close” to completion. The six roundtrip trains are carrying 1.18M passengers generating \$37.32M in fares at a cost of \$79.2M and requiring a subsidy of \$38.87M. Projected costs are increasing by 7.12% from 2014 levels of which labor costs are increasing by 3.68% and other costs are increasing by 9.0%. The goal is to switch to performance based costing. After some discussion, the SJJPA Board voted 9-0 to allow the Chair to execute a negotiated agreement for Amtrak provision of service when staff has concluded negotiations.
5. **Approve 7<sup>th</sup> Round Trip Service for San Joaquins** – SJJPA staff has been working since August on a 7<sup>th</sup> round-trip. Service is expected to begin in April and this will be an early AM start from Bakersfield to the Bay Area. Cost of this service will be \$3.7M for six months. The SJJPA Board approved the expansion of service.
6. **Approve 5-Month Agreement for Advertising to ProPose for Not-to-Exceed (NTE) \$465K** – SJJPA staff provided an overview of the advertising campaign to be undertaken for the San Joaquins with a focus on improved and expanded service, multi-lingual outreach and benefits. Staff received 10 submittals and ultimately selected ProPose as the most responsive bidder. The contract will extend from 2/1/16 to 6/30/16. The SJJPA Board approved award of the contract 9-0.
7. **Approve 2-Year & 5-Month Agreement for Marketing & Outreach in Bay Area with Circlepoint for NTE \$355.5K** – Staff explained that multiple geographic-based marketing and outreach contracts had been advertised in the late fall 2015. The contracts would extend from 2/1/2016 through 6/30/2018; funding for these services coming from the CalSTA. For the Bay Area-based effort, four proposals were received and three firms were interviewed. Circlepoint was selected and affirmed by the SJJPA Board on a 9-0 vote.

- 8. Approve 2-Year & 5-Month Agreement for Marketing & Outreach in Northern CA/Sacramento with KP Public Affairs for NTE \$294K** – For the Northern CA/Sacramento region, six responsive proposals were received and four firms were interviewed. The contracts would extend from 2/1/2016 through 6/30/2018; funding for these services coming from the CalSTA. KP Public Affairs was selected and the most responsive bidder. The SJJPA Board affirmed the selection 9-0.
- 9. Approve 2-Year & 5-Month Agreement for Marketing & Outreach in Northern San Joaquin Valley with California Strategic Solutions for NTE \$355.5K** – For the Northern San Joaquin Valley region, three responsive proposals were received and interviewed. California Strategic Solutions was determined to be the most responsive. The contracts would extend from 2/1/2016 through 6/30/2018; funding for these services coming from the CalSTA. The SJJPA Board affirmed the selection 9-0.
- 10. Approve 2-Year & 5-Month Agreement for Marketing & Outreach in Central San Joaquin Valley with America Hispanic Consulting Group for NTE \$355.5K** – For the Central San Joaquin Valley region, two responsive submittals were received. After much discussion the SJJPA Board rejected this selection and requested staff to broaden the solicitation and re-bid the project.
- 11. Approve 2-Year & 5-Month Agreement for Marketing & Outreach in Kings & Tulare Counties with Southwest Strategies for NTE \$151K** – For the Kings and Tulare Counties region, one responsive submittal was received. After much discussion the SJJPA Board rejected this selection and requested staff to broaden the solicitation and re-bid the project.
- 12. Approve 2-Year & 5-Month Agreement for Marketing & Outreach in Kern County with Providence Strategic Consulting for NTE \$151K** – For the Kern County region, three proposals were received and interviewed. Providence Strategic Consulting was determined to be the most responsive and selected. The contracts would extend from 2/1/2016 through 6/30/2018; funding for these services coming from the CalSTA. The SJJPA Board affirmed the selection 9-0.
- 13. San Joaquin Valley Rail Committee Update** – The San Joaquin Valley Rail Committee was reconfigured with member agency staff replaced with local representatives (Sacramento area reps are Mike Costa from Elk Grove, Steve Cohn from Sacramento and Matt Carpenter from SACOG as the Alternate). The kickoff meeting of this group is being scheduled for early March 2016.
- 14. Potential Transit and Intercity Passenger Rail Capital Program (TIRCP) Applications for April 2016** – Staff noted that the upcoming round of TIRCP (Cap & Trade) funding is approaching with applications due April 5, 2016. Staff noted that applications need to demonstrate Green House Gas reductions and be “scalable” to be competitive. Staff is assessing whether to propose an 8<sup>th</sup> roundtrip to/from Oakland and Fresno or Merced and/or equipment needs as candidates. Staff will come back to the SJJPA Board in March with details.

## **15. San Joaquin Rail Operations Update –**

Staff provided an update to the operations of the San Joaquins:

- Ridership is down 4% compared to the previous year (ACE is up 7%; Capitol Corridor is up 4.5% and Pacific Surfliner is up 4.5%); the rationale provided is that on-time performance in 2015 sunk to 66%.
- On-time performance since July 2015 has improved to 90% and the number of “terminal delays” has dropped significantly.
- Positive train control (PTC) hardware is being installed on-board and will be completed in 2016. However, software issues will delay full implementation.
- Quiet Zone implementation strategies were discussed and the Board directed staff to return with implementation strategies that are cost-effective.

## **16. Administrative Matters/Correspondence –**

Staff noted that a 2016 Business Plan was being prepared. It is a modest update to the previously approved Business Plan and will be reviewed with the Board on March 25<sup>th</sup> and then submitted to CalSTA by April 1, 2016 as required.

## **17. Board Member Comments –** The following comments were made:

- Member Chisea noted that Stanislaus County was moving forward with a ½-cent transportation sales tax in November; and
- Member Chisea noted that upcoming visits by the Central Valley delegation to Sacramento to lobby for funding to study the Stockton to Sacramento corridor would be occurring in the spring.

**18.** The SJJPA Board meeting adjourned at approximately 3:10 pm.

**19.** The next Board meeting is scheduled for March 25<sup>th</sup> beginning at 1:30 PM in Sacramento (location TBD).