

STAFF REPORT

DATE: June 12, 2023
TO: Sacramento Regional Transit Board of Directors
FROM: Kevin Schroder, Senior Planner
SUBJ: SAN JOAQUIN JOINT POWERS AUTHORITY MEETING
SUMMARY OF MAY 19TH, 2023

RECOMMENDATION

No Recommendation - For Information Only.

SacRT Board members present:

Chair Pat Hume was not present for the regular meeting of the San Joaquin Joint Powers Authority on May 19, 2023.

Meeting Notes

Item 1. Call to Order, Pledge of Allegiance, Roll Call

Item 2. Public Comments

- A citizen talked about the soon to be rail connections in Elk Grove and Elkhorn Blvd roadway connection into the airport.

Item 3. Consent Calendar

- All comments were approved.

Item 4. Rail Safety Presentation.

- This item was pulled by the board.

Item 5. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving the Final 2023 San Joaquin Joint Powers Authority Business Plan Update and Authorizing and Directing the Executive Director to Execute Any and All Documents Associated with the Master Fund Transfer Agreement Supplements for Operations, Administration, and Marketing Budgets for Fiscal Year 2023/2024.

Staff Comments:

The Draft 2023 SJJPA Business Plan was released on March 3rd, 2023. Staff has provided the bullet point changes to the plan below:

- Updated ridership and financial numbers.
- Discussed impacts related to COVID-19 and plans to reintroduce the 7th daily round trip.
- Proposed deployment of new Thruway Bus Route 40 between Merced and San Jose.
- Support the development of the Cross Valley Corridor.

- Annual maintenance of State-owned Venture Cars.
- Details of the expanded Valley Rail Program.
- Details of the Federal Railroad Administration Corridor ID Program and SJJPA intention to partner with Caltrans.
- Several of the strategies for reducing San Joaquin’s travel times between Northern California and Bakersfield to under six hours were eliminated in the 2023 Draft Business Plan.
- The “Studies of New Proposals” was deleted from the 2023 Draft Business Plan.
- Proposed and encouraged café car service on the new Venture Car equipment.
- Martinez transfer station should be only considered for additional San Joaquin’s service and not affect the current and planned through running service to Oakland.
- Encourage acquiring more rolling stock equipment.
- Encourage “First/Last Mile” connectivity solutions be incorporated into future SJJPA grant applications.
- Raised rolling stock equipment ADA concerns and suggested improved flat surface entry from the Station platform onto the train.

Draft review provided a request for additional 1.2-million-dollar Stockton EV study.

Board Comments:

- N/A

Public comments:

- Question about communication and new train cars.

Board Vote:

- All approved.

Item 6. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving an Agreement with RailPros, Inc. for Environmental Review, Planning, and Preliminary Engineering Services for the Madera High-Speed Rail Station Full Build Project for an Amount Not-To-Exceed \$1,987,380 and Authorizing the Executive Director to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project including Any and All Amendments thereto within Her Spending Authority.

Staff Comments:

- Efforts to relocate the existing San Joaquin Madera Station.
- The relocation would allow for future expansion of the Station including the expected 18 service roundtrips a day.
- The effort would implement the “Silicon Valley to Central Valley” service which would extend into the Bay Area.
- The efforts will require CEQA review.
- RFP on February 24, 2023.
- 7 interested parties.
- 1 proposal was received.

Board Comments:

- N/A

Public comments:

- N/A

Board Vote:

- All approved.

Item 7. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Authorizing the Executive Director to Submit and Execute Any and All Grant Applications, Agreements, Certifications, and Assurances and Any Other Documents Necessary to the California State Transportation Agency to obtain State Rail Assistance (SRA) Funding in the Amount of \$3,200,000 for the Burlington Northern Santa Fe (BNSF) 100% design of Lake to West Escalon Track Improvements.

Staff Comments:

- Senate Bill 1 created the State Rail Assistance (SRA) Program by directing a portion of new revenue specifically to intercity rail and commuter rail (0.5% new diesel sales).
- This fiscal year’s budget is expected to be \$6.1 million.

Intercity Rail Agency	Estimated Distribution				
	2020-21	2021-22	2022-23	2023-24	2024-25
Capitol Corridor Joint Powers Authority	\$5.7M	\$5.8M	\$5.9M	\$6.1M	\$6.3M
LOSSAN Rail Corridor Agency (Pacific Surfliner)	\$5.7M	\$5.8M	\$5.9M	\$6.1M	\$6.3M
San Joaquin Joint Powers Authority	\$5.7M	\$5.8M	\$5.9M	\$6.1M	\$6.3M
Flexible for intercity rail agencies, public agencies authorized to plan an/or manage intercity rail operations for aspiring corridors, and Caltrans	\$5.7M	\$5.8M	\$5.9M	\$6.1M	\$6.3M

- Total available SRA funding is \$11,783,036.

Staff requests the following:

- \$2,400,000 for the design of the double main track sections between Stockton and Merced.
- \$800,000 for Federal match towards construction of the Lake to Escalon double main track.

Board Comments:

- Request for clarification of funding.

Public comments:

- N/A

Board Vote:

- All approved.

Item 8. Marketing Program Overview.

Staff Comments:

- The marketing and outreach goal: Grow awareness, lower barriers, and increase service performance for the San Joaquins.

San Joaquins Geographic Scale

- **Train Corridor 365 mi.**
 - 6 Round-Trips
 - 11 Counties
 - 17 Station Cities
- **Bus Routes**
 - 9 Bus Routes
 - 55+% of Passengers Utilize Thruway Bus
 - 70+ Buses per Day
 - 22 Counties
 - 80+ Bus Stop Cities
- **Designated Marketing Areas**
 - 10 DMAs

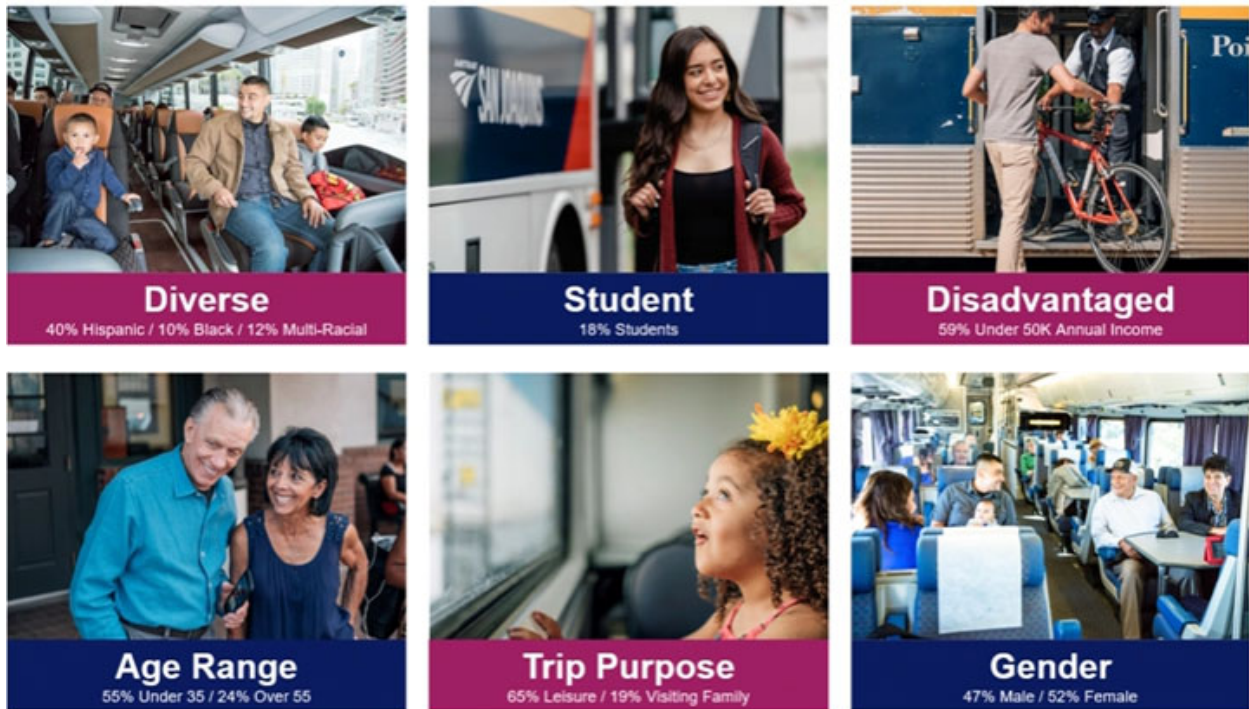


San Joaquins Market Segments

MARKET	RIDERS	%
San Joaquin Valley	353,348	48.5%
Bay Area/Silicon Valley	100,969	13.9%
Los Angeles Area	74,496	10.2%
Sacramento Area	48,611	6.7%
Inland Empire/High Desert	20,888	2.9%
North Coast	17,626	2.4%
San Diego Area	12,290	1.7%
Central Coast	11,716	1.6%
Northern CA	6,494	0.9%
Other	83,583	11.2%
Total	728,016	100.0%



Demographic scale of service (following slides):



Specifics about marketing outreach:

- Five full time staff members
- Consultant teams (Covers all of California)

Strategy Highlights

ADVERTISING

- iHeart Radio
- Thruway Bus
- Visit California

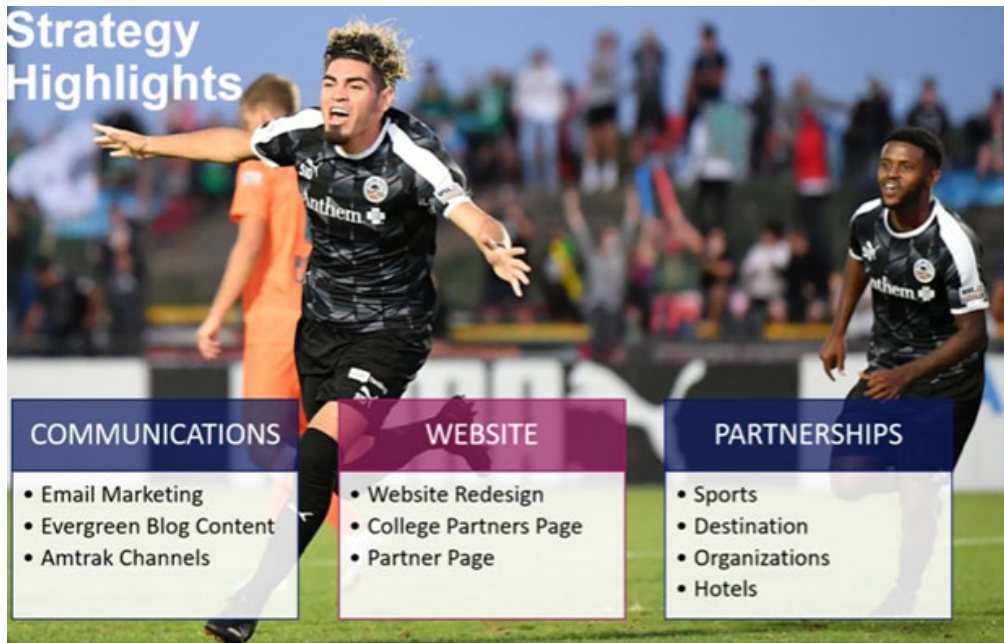
SOCIAL MEDIA

- Ambassadors
- Influencers
- TikTok

PROMOTIONS

- Allensworth
- Battle of the Bay
- Senior Midweek





Board Comments:

- N/A

Public comments:

- N/A

Board Vote:

- All approved.

Item 9. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving an Agreement with Jeffrey Scott Agency for Advertising and Creative Services for an Amount Not-To-Exceed \$4,005,000 and Authorizing the Executive Director to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project including Any and All Amendments thereto within Her Spending Authority.

Staff Comments:

- RFP on January 4, 2023.
- 84 interested parties
- 7 proposals were received.
- 2 firms were invited for interviews.

Background

- As part of the San Joaquin Joint Powers Authority (Authority) Marketing Department's effort to support corridor-wide advertising to promote service, and increase ridership and revenue for the San Joaquins, the Authority solicited to retain the services of a creative, out-of-the-box thinking team.
- The consultant will work in tandem with staff and consultants to perform the following services for the entire San Joaquins train and Thruway Bus corridors:
 - Advertising
 - Social media
 - Creative services



Board Comments:

- N/A

Public comments:

- N/A

Board Vote:

- All approved.

Item 10. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving an Agreement with Winter Consulting Group, LLC for Bay Area Region Marketing and Outreach Services for an Amount Not-To-Exceed \$843,782 and Authorizing the Executive Director to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project including Any and All Amendments thereto within Her Spending Authority.

Staff Comments:

- RFP on January 12, 2023.
- 77 interested parties
- 4 proposals were received.
- 2 firms were invited for interviews.

Background

- Since the inception of the San Joaquin Joint Powers Authority (Authority), an important aspect of marketing and outreach efforts has been grassroots community outreach and stakeholder engagement.
- Bay Area Outreach Team will perform the following activities:
 - Stakeholder engagement
 - Community event tabling
 - Partnership acquisition
 - Destination marketing
 - Earned media



Board Comments:

- N/A

Public comments:

- N/A

Board Vote:

- All approved.

Item 11. Approve a Resolution of the Governing Board of the San Joaquin Joint Powers Authority Approving an Agreement with KP Public Affairs for Central Valley Region Marketing and Outreach Services for an Amount Not-To-Exceed \$1,379,967 and Authorizing the Executive Director to Negotiate, Award, and Execute Any and All Agreements and Documents Related to the Project including Any and All Amendments thereto within Her Spending Authority.

Staff Comments:

- RFP on January 20, 2023.
- 61 interested parties
- 4 proposals were received.
- 2 firms were invited for interviews.



Background

- ❑ Since the inception of the San Joaquin Joint Powers Authority (Authority), an important aspect of marketing and outreach efforts has been grassroots community outreach and stakeholder engagement.
- ❑ Central Valley Outreach Team will perform the following activities:
 - ❑ Stakeholder engagement
 - ❑ Community event tabling
 - ❑ Partnership acquisition
 - ❑ Destination marketing
 - ❑ Earned media
 - ❑ Technical Writing
 - ❑ Thruway Bus Outreach Administration



Board Comments:

- Asked about bus advertisements.

Public comments:

- Question about Route 3 to the north

Board Vote:

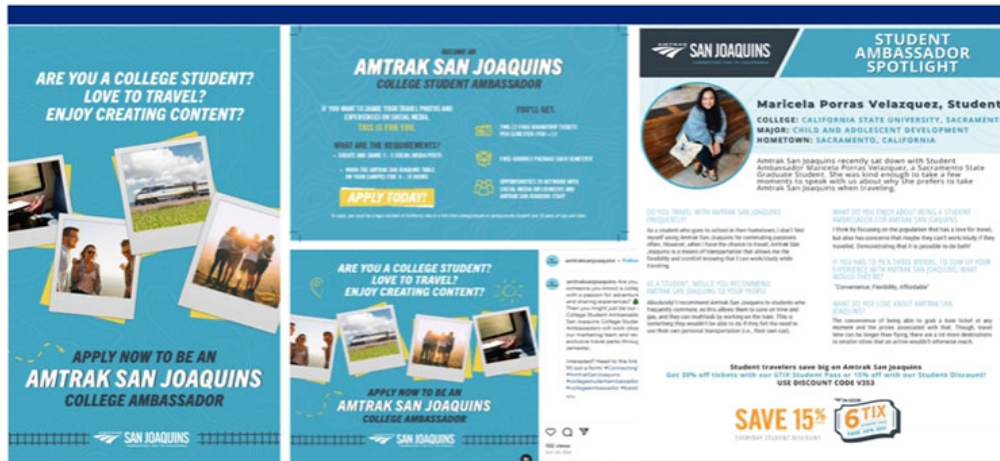
- All approved

Item 12. Amtrak San Joaquins Student Ambassador Program

Staff Comments:

- 7 current student ambassadors

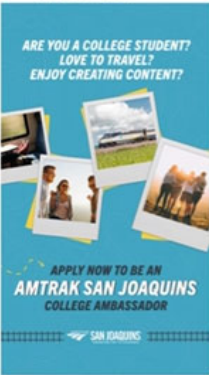
Print and Digital Recruitment Materials



Student Ambassador Program Process

STEP ONE:

Click link in social media post/bio and fill out application



STEP TWO:

Application approval and Welcome aboard letter



STEP THREE:

Post welcome box and introduce yourself on social media



Board Comments:

Public comments:

- N/A

Board Vote:

- N/A

Item 13. Board Member Comments

- N/A

Item 14. Executive Director's Report Adjournment

- N/A