

# CAPITOL CORRIDOR PERFORMANCE REPORT 2014

CAPITOL CORRIDOR  
JOINT POWERS AUTHORITY

# WELCOME ABOARD!

The Capitol Corridor finished the FY 2014 on a high note. In September 2014, a total of 119,034 passengers rode Capitol Corridor trains, an impressive increase of 7.6% compared to September 2013, representing six straight months of ridership increases for the service. We are pleased to present our FY2014 achievements for the Capitol Corridor. The Capitol Corridor Joint Powers Authority (CCJPA) has steadily grown ridership while building a solid record of financial and operational success. In FY1998, annual ridership was 463,000; 16 years later, ridership and revenue have tripled.

Service remained at 30 daily train trips in FY2014, which, compared to the initial eight daily train trips in FY1998, delivers an expanded level of choice to passengers along the route. These achievements were made possible by focusing on operational efficiency, safety and security; collaborative planning and partnerships; a commitment to superior customer service; and the adoption of new technologies to make the passenger experience safe, enjoyable and convenient.

## OUR VISION

The CCJPA's priorities and guiding values are described in our Vision Statement. We exist to:

- Provide high-quality passenger rail and connecting bus service that is safe, frequent, reliable and affordable;
- Develop rail service as the preferred means of travel connecting the three Northern California metropolitan regions (Sacramento-San

Francisco/Oakland-San Jose/Silicon Valley);

- Deliver cost-effective expansion of superior passenger rail service; and
- Build on constructive relationships with our partners: riders, local communities, National Railroad Passenger Corporation (Amtrak), Union Pacific Railroad (UPRR), Caltrain, and the State of California Department of Transportation (Caltrans).

## SERVICE OVERVIEW

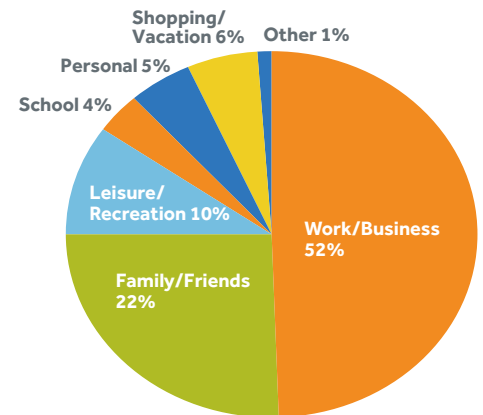
Capitol Corridor intercity trains operate along a 170-mile corridor between San Jose and Sacramento/Auburn with stops at 17 train stations and a bus connection to San Francisco. The Capitol Corridor route operates on tracks primarily owned and dispatched by UPRR, and a small two-mile segment in Silicon Valley owned by Caltrain. The CCJPA manages the service through an operating agreement with Amtrak.

Trains provide direct connections with 19 local public transit systems and five passenger rail or rail transit systems, including BART, VTA, ACE, Caltrain, Sacramento Regional Transit and Amtrak's national train network. To supplement the train service, dedicated feeder bus and local transit routes serve communities south of San Jose (Santa Cruz, Monterey, Salinas, San Luis Obispo, Santa Barbara); north of Martinez (Vallejo, Napa, Santa Rosa, Eureka); and east of Sacramento (Truckee, Colfax, Reno, South Lake Tahoe). Together, these transit systems serve the second largest urban area in the western United States.

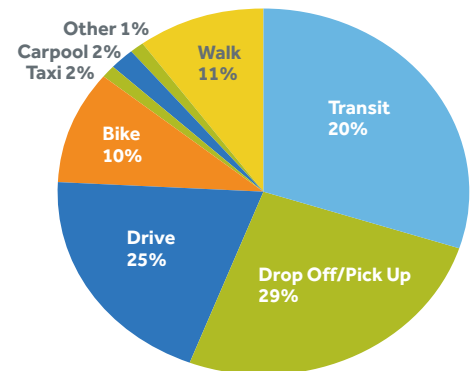
## Where We've Been

### FY2014 SERVICE PLAN HIGHLIGHTS

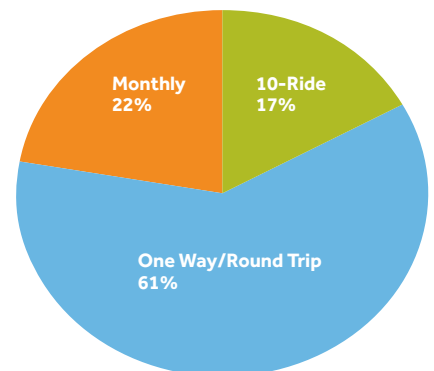
- Capitol Corridor captured first place in on-time performance at 95%, marking the fifth consecutive year that the Capitol Corridor was the most reliable service in the Amtrak system.



RIDER PROFILE FY2014



TRAVEL-TO-STATION MODE FY2014



TICKET TYPE FY2014

## Performance

Fiscal Year	Service Level	Ridership	Revenue	Revenue To Cost Ratio
FY 2014	30 Daily Trains*	1,419,084	\$29.0 Million	50%
FY 1998 (PRE CCJPA)	8 Daily Trains	381,975	\$6.25 Million	30%
16 Year Improvement	+275%	+272%	+364%	+67%

\*30 Daily Trains effective August 13, 2012



- Ridership grew 1.1% in FY2014
- The system operating (farebox) ratio increased slightly to 50%.
- Wayside power cabinets were added at the San Jose Diridon station which reduced local diesel engine emissions and reduced fuel use.
- On-board Wi-Fi service was upgraded and initiatives were implemented to improve eTicketing program.
- Key features of the adopted Bicycle Access Plan were advanced including the introduction of two passenger rail cars with expanded bicycle storage on selected trains and funding was secured for at-station bicycle parking (eLockers) and a folding bicycle rental system at select stations that will be implemented in FY2015.

#### **CAPITAL IMPROVEMENT PROGRAM (CIP)**

Despite limited state and local funding sources supporting intercity passenger rail, the CCJPA has successfully moved forward with several Capital Improvement Projects, including:

- Funded the completion of several state-of-good repair projects performed by Union Pacific Railroad that continued the high reliability of the Capitol Corridor trains
- Advanced the planning and initial design for capital improvements to the layover facility at the Auburn train station.
- Conducted stakeholder and public participation events and continued environmental documentation development for the proposed Sacramento-Roseville 3rd Track Project.
- Began the design and environmental process for a series of track capacity improvements between Oakland and San Jose to eventually increase service frequency.

#### **EQUIPMENT**

Positive Train Control (PTC) Collision avoidance signal system – PTC equipment is now installed on all 17 locomotives and all 19 cab cars.

- Next Generation Engine Upgrade: Continuation of project to replace older prime mover and head-end power

engines in the California locomotives with cleaner-burning, more fuel efficient engines.

#### **SAFETY & STATION UPGRADES**

- Safety continued to be a major priority; passenger and employee injuries remained the same – 11 and two respectively – while unfortunately trespasser fatalities increased from nine to 14.
- As of August 2014, the installation of 15,000 feet of fencing in several locations, including West Sacramento, Sacramento, Suisun, Oakland, and Hayward has been completed. Additional funding for more fencing along the right-of-way to prevent theft and trespasser incidents has been secured.
- Security Cameras at Capitol Corridor Stations: With initial engineering design complete, installation will begin for camera and surveillance equipment at the Auburn, Rocklin, Roseville, Suisun, Martinez, Emeryville, Oakland Jack London, and Fremont stations.
- Platform Safety Upgrades: Improvements were made to promote passenger safety at Fremont, Oakland Jack London, Emeryville, Berkeley, Martinez, Suisun, Davis and Roseville stations. Similar improvements are planned at the remainder of the Capitol Corridor stations to ensure the greatest passenger safety.

#### **TECHNOLOGICAL IMPROVEMENTS**

- Initiated the On-Board Information System (OBIS) with Amtrak and Caltrans Division of Rail, an ADA-compliant on-train video and audio message alert system that will be built upon the Wi-Fi communications system.
- eTicketing – A pilot program was evaluated on the Capitol Corridor route to test onboard printing of seat checks, tickets and receipts, laying the foundation for multi-ride sales and ticket validation in FY2015.

#### **MARKETING & COMMUNICATIONS**

In FY2014, the CCJPA's marketing activities centered on increasing brand

awareness of Capitol Corridor throughout the region, as well as encouraging off-peak ridership using discount offers and promotional partnerships.

- Travel discount to Great America/Santa Clara station, for Levi's Stadium events opened with strong results of 794 riders and \$15,049 in revenue for August 2014 alone.
- Continuation of the "Take 5" offer for small groups contributed to a gain of more than 7,100 riders and nearly \$85,000 in revenue.
- Greater social media engagement: Facebook fans and Twitter followers both posted double-digit percentage increases in FY2014.
- Continued collaboration with Caltrans and Amtrak on Rail Safety awareness efforts, including TV spots that ran in September 2013 during Rail Safety Month and in-station outreach pledge program conducted in 2014.

## **Where We're Going**

#### **FY2015 SERVICE PLAN HIGHLIGHTS**

With limited new capital funds—and additional rolling stock not expected to arrive until 2017—the CCJPA will focus on maintaining the 30-train weekday (and 22-train weekend) service plan and improving service performance and reliability. Programs planned or underway will allow for the following improvements in FY2015:

- Adoption of the 2014 CCJPA Vision Plan Update, which outlines short-, medium-, and long-term objectives for Capitol Corridor service through the next twenty years.
- Inclusion of eTicketing multi-ride (monthly, 10-ride) purchases via the Amtrak mobile app in early 2015, which will improve ticketing transactions for passengers;
- Installation of bicycle lockers at most stations and initiation of the process to get folding bicycle rentals at selected stations;
- Expand bicycle storage on selected passenger coach cars to replicate similar upgrades performed on cab cars;

- Install safety fence projects – 13,000 feet along right-of-way to prevent unauthorized access and deter trespassing;
- Continue project environmental review and design planning to support service expansions to San Jose/Silicon Valley and Roseville; and
- Begin developing Adapting to Rising Tides vulnerability analysis for the Capitol Corridor service which will help guide long term capital investment and measures to make Capitol Corridor a viable long-term service.

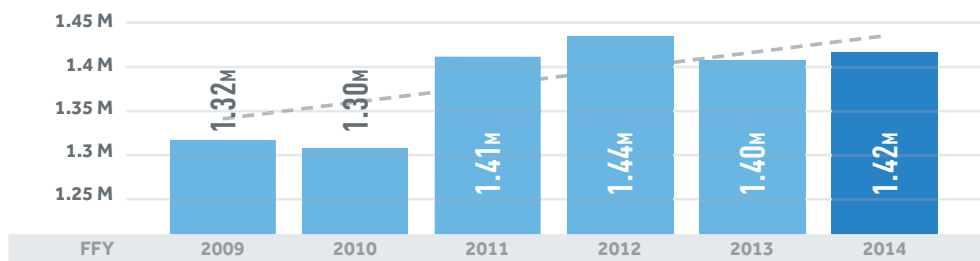
## MARKETING & COMMUNICATIONS

Marketing and advertising plans for FY2015 will continue to focus on social media marketing as a cost-effective and trackable means of increasing brand visibility and customer engagement. Traditional media such as radio and television will be used to further increase brand reach for our larger promotions. Promotional discounts will bolster ridership in key markets and during weekend/off-peak periods. Additional marketing endeavors may include:

- Targeted promotions to boost ridership on select segments with capacity, such as Auburn-Sacramento/Davis;
- Joint promotional campaigns with local and promotional partners to leverage exposure across a variety of advertising channels and social media;
- Improvements in delivery of train status information to customers through a variety of channels, and transmission of Service Alerts across Twitter and other media.
- Improvements in the overall call center experience and online user experience for Capitol Corridor customers.

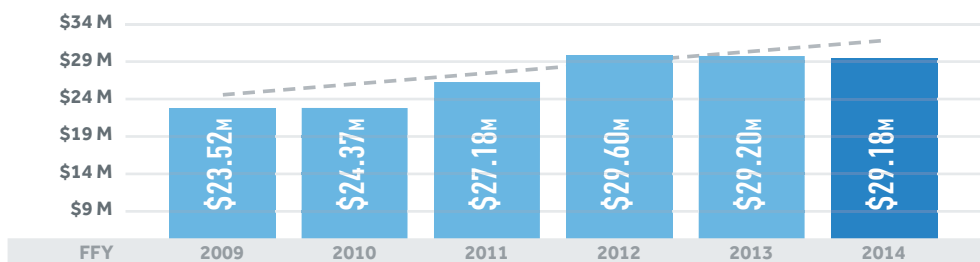
## Ridership

(IN MILLIONS) FY 09 and FY 12: Ridership adjusted to actual tickets collected based on e-ticketing reports

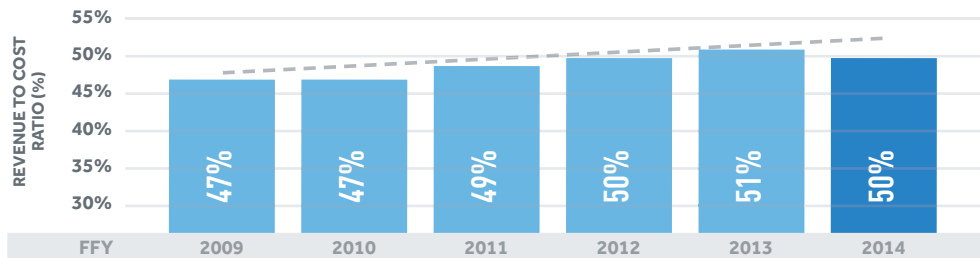


## Revenue

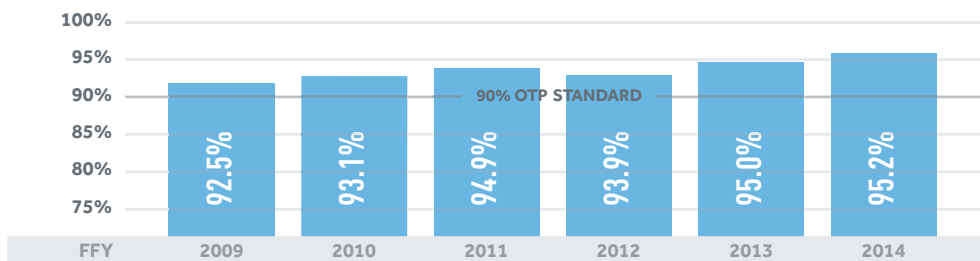
(IN MILLIONS)



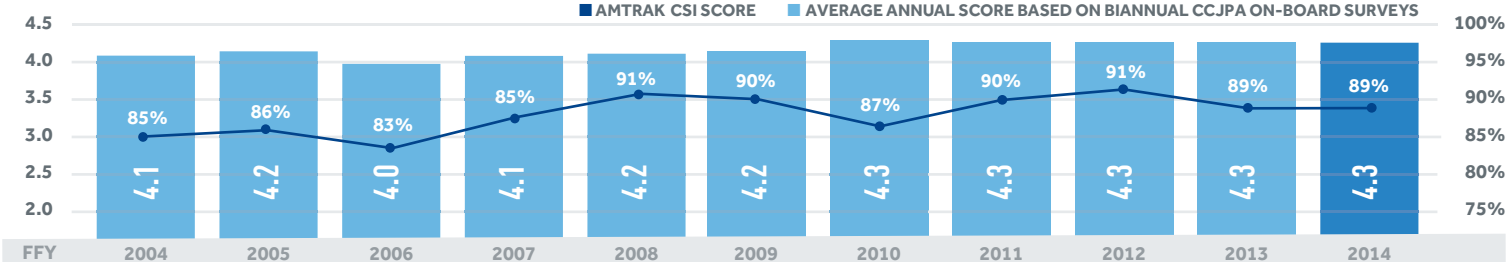
## Farebox



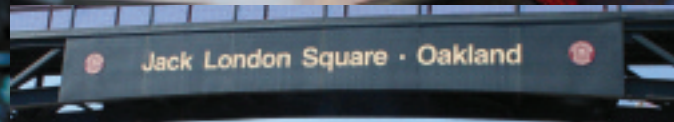
## On-Time Performance



## Overall Satisfaction



Respondents were asked the question, "Considering both your station and on-board experience, how would you rate your overall experience?" Mean score is based on number giving a rating, eliminating not applicable, and blanks. The higher the mean the more positive the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.



# FY2014 HIGHLIGHTS

For FY 2013-14, monthly ridership reports used real-time data captured from conductor hand-held mobile e-Ticketing readers rather than relying on estimated usage of multi-ride tickets (which comprise 55% of ridership). FY 2013-14 ridership increased by 1.1% compared to adjusted FY 2012-13 ridership when using actual e-Ticketing results and revenues for FY 2013-14 were even with FY 2012-13 results.

Fiscal Year	Service Level	Allocated Budget	Actual Costs	Improvement Reinvestment
<b>Operating Budget (MILLIONS)</b>				
FY 12-13	30 weekday 22 weekend	\$29.1	\$28.5 <sup>a</sup>	\$0.6 <sup>a</sup>
FY 13-14	30 weekday 22 weekend	\$28.4	\$27.4 <sup>a</sup>	\$1.0 <sup>a</sup>
<b>Marketing Budget (MILLIONS)</b>				
FY 12-13		\$1.1	\$1.1	n/a
FY 13-14		\$1.1	\$1.1	n/a

a. Projected.



## Itinerary – 2015 Legislative Agenda

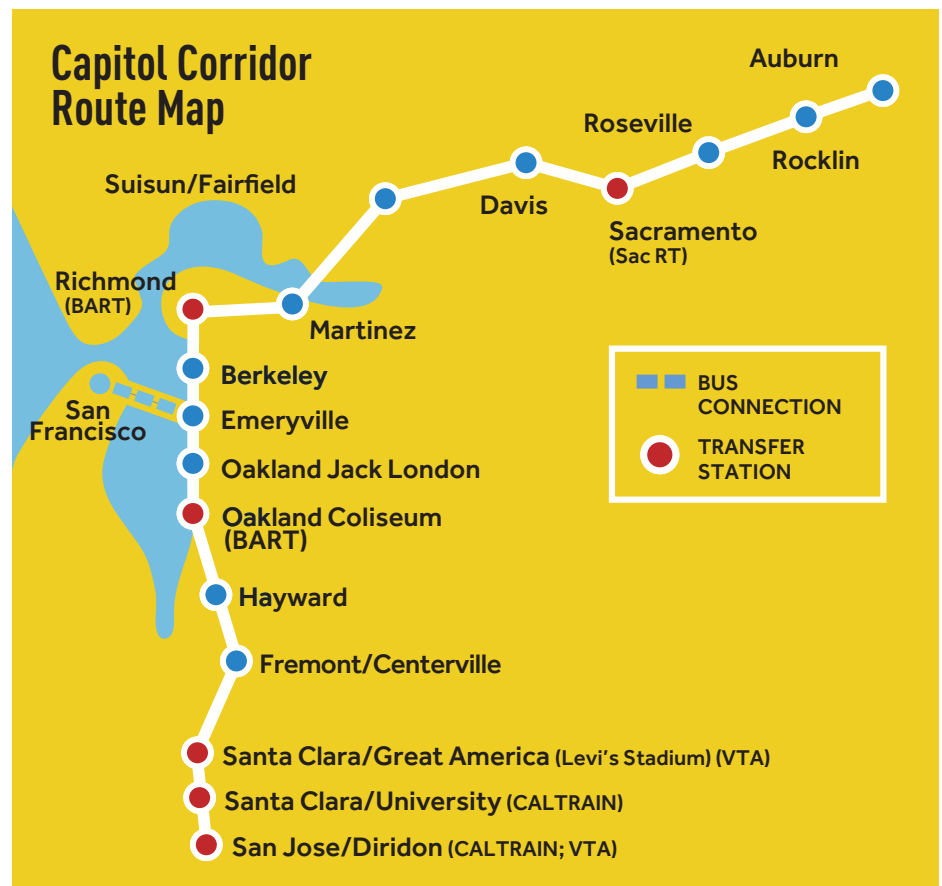
### FY2014 ACCOMPLISHMENTS

- The CCJPA has been working with the other California intercity passenger rail agencies to raise awareness for continued and sustained investment in the state's intercity passenger rail program.
- State Legislature approved and the Governor enacted a \$119 million budget, representing an increase in funding of \$10 million to support the current service levels for the three California intercity passenger corridor trains to meet the requirements of the PRIIA Section 209 Policy.
- Recently enacted state legislation in June 2014 (Senate Bill 862) establishes Cap and Trade revenues as a steady, on-going source of state capital funding to finance the projects necessary to support the CCJPA's service expansion plans to San Jose/Silicon Valley and Placer County while meeting the state's clean air goals and sustainable communities strategies.

### FY2015 ACTION PLAN

The CCJPA will seek to leverage limited State and federal funds to advance projects that will create jobs, and expand and improve service that in turn will reduce vehicular congestion and corresponding greenhouse gas (GHG) emissions in the Northern California mega-region. The CCJPA will work with legislative, transportation and finance officials to:

- Ensure that the State transit funding levels continue to support the operation of the three California IPR corridors that conform to the requirements of Amtrak pricing methodology set forth in the Passenger Rail Improvement and Investment ACT (PRIIA) Section 209 Policy;
- Pursue and secure federal, State and other funds to finance the capital infrastructure investments to meet the



CCJPA's goal for expanded train service to San Jose and Roseville/Auburn; and

- Seek funding to implement and complete projects to enhance system safety and security to protect employees, passengers and facilities, including Positive Train Control (PTC).

## Closing Message

The ongoing success of the Capitol Corridor service is demonstrated by a high level of customer satisfaction and consistent overall growth in ridership over the past sixteen years. A steady base of frequent weekday and weekend riders continues to keep the Capitol

Corridor as the third busiest route in the Amtrak system, thanks in large part to the high-quality, reliable, and customer-focused operation of the trains. We continue to work on projects that will further enhance the customer experience and ensure the growth in ridership and revenue that we have experienced in past years. Our goal remains to improve the quality of life in the communities we serve by providing safe, convenient, affordable, reliable, and environmentally friendly passenger rail service. We thank our partners, taxpayers and customers for the ongoing support of the Capitol Corridor intercity passenger rail service.



### Capitol Corridor Joint Powers Authority

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