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**EXECUTIVE OFFICERS**

Grace Crunican  
Executive Director

David B. Kutrosky  
Managing Director

**DATE:** November 9, 2017

**TO:** Board of Directors  
Capitol Corridor Joint Powers Authority

**FROM:** David B. Kutrosky   
Managing Director

**SUBJECT:** Supplemental Materials for the CCJPA Board Meeting -  
November 15, 2017

Please find attached for your review:

- Edited minutes of the September 20, 2017 Meeting – [Item IV.1 (Consent)]
- Draft of the 2017 Performance Report
- Draft of the FY17 Performance Report Charts
- Marketing and Communications Activities Report
- Performance Charts

If you have any questions or comments, please do not hesitate to call me at (510) 464-6993.

Attachments

# CAPITOL CORRIDOR JOINT POWERS AUTHORITY

## Regular Board Meeting

### Capitol Corridor Joint Powers Authority Board of Directors Minutes of the 106<sup>th</sup> Meeting September 20, 2017

The 106th meeting of the Board of Directors of the Capitol Corridor Joint Powers Authority (CCJPA) was held at 10:00 a.m., Wednesday, September 20, 2017, via simultaneous teleconference at City Council Chambers, Suisun City Hall, 701 Civic Center Blvd., Suisun City, California; and County of Yolo, Davis Office Building, 600 A Street, Suite B, Davis, California. Chair Lucas Frerichs presided; Kenneth A. Duron, Recording Secretary.

**I. Call to Order.** Chair Frerichs called the meeting to order at 10:02 a.m.

**II. Roll Call and Pledge of Allegiance.** Directors present in Suisun City: Chair Lucas Frerichs, Yolo County Transportation District (YCTD); Jeff Harris, Sacramento Regional Transit District (SRTD); Jim Holmes, Placer County Transportation Planning Agency (PCTPA); Raul Peralez, Santa Clara County Transportation Authority (SCVTA); Teresa O'Neill, SCVTA; Nicholas Josefowitz, San Francisco Bay Area Rapid Transit District (BART); Joel Keller, BART; Robert Raburn, BART; Rebecca Saltzman, BART; Harry Price, Solano Transportation Authority (STA); and Bridget Powers, PCTPA (Alternate).

Present in Davis: Don Saylor, YCTD.

Absent: Directors Steve Miller, SRTD; Susan Rohan, PCTPA (Alternate in stead); Debora Allen, BART; Bevan Dufty, BART; and Jim Spering, STA.

**III. Report of the Chair.** Chair Frerichs introduced and welcomed Directors Powers, Peralez and O'Neill participating in person versus via teleconference. Chair Frerichs reported on the receipt of the allocation letter from the State authorizing expenditures for the Fiscal Year 2018 Budget; new funding opportunities included in the legislative update on the agenda; progress of introducing the new Tier IV Charger locomotives into revenue demonstration testing; and the success in advancing the NorCal Megaregional Rail Planning efforts.

**IV. Consent Calendar.** Chair Frerichs introduced the Consent Calendar. Director Raburn moved adoption of Item IV.1, Minutes of the June 21, 2017 Regular and Special Meetings; Item IV.2, Resolution No. 17-09, In the Matter of Approving an Update to the CCJPA FY17 Budget; Item IV.3, Resolution No. 17-10, In the Matter of Providing Authorization to Obtain FY16-17 Funds from the California Office of Emergency Management Services; and Item IV.4, Resolution No. 17-11, In the Matter of Approving a Budget for the Railroad Right-of -Way Aerial Imagery Project. Director Saltzman seconded the motions, which passed by roll call vote. Ayes: 11 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, and Powers. Noes: 0. Abstain: 1 - Price. Absent: 4 – Directors Miller, Allen, Dufty, and Spering.

## **V. Action and Discussion Items.**

1. CCJPA FY18 Budget. Mr. David Kutrosky, Managing Director, requested the Board adopt the CCJPA FY18 budget as previously presented and based upon enactment of the State Budget Act of 2017.

Director Raburn moved adoption of Resolution No. 17-12, In the Matter of Adopting the Capitol Corridor Joint Powers Authority Fiscal Year 18 Budget. Director Harris seconded the motion, which passed by unanimous roll call vote. Ayes: 12 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, Price, and Powers. Noes: 0. Abstain: 0. Absent: 4 – Directors Miller, Allen, Dufty, and Sperring.

2. CCJPA/Amtrak FY18 Operating Agreement. Mr. Kutrosky reviewed the proposed CCJPA/Amtrak FY18 Operating Agreement for Amtrak's operation of the Capitol Corridor Service (intercity train and feeder bus). The item was discussed.

Director Raburn moved adoption of Resolution No. 17-13, In the Matter of Approving the Agreement for the Provision of Rail Passenger Service ('FY18 Operating Agreement') between the National Railroad Passenger Corporation and the Capitol Corridor Joint Powers Authority. Director Saltzman seconded the motion, which passed by unanimous roll call vote. Ayes: 12 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, Price, and Powers. Noes: 0. Abstain: 0. Absent: 4 – Directors Miller, Allen, Dufty, and Sperring.

3. FY18 Marketing and Communications Program. Mr. Kutrosky introduced Ms. Priscilla Kalugdan, Marketing Manager, to present the planned FY18 Marketing and Communications Plan and to request activation of Year One of the three-year option with the current advertising agency for services to support the Plan.

Director Raburn moved adoption of Resolution No. 17-14, In the Matter of Authorizing a One-Year Option on the Contract for Advertising Services to Support the FY18 Advertising Campaign. Directors Harris and Price seconded the motion, which passed by unanimous roll call vote. Ayes: 12 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, Price, and Powers. Noes: 0. Abstain: 0. Absent: 4 – Directors Miller, Allen, Dufty, and Sperring.

4. Legislative Matters. Mr. Kutrosky reviewed proposed legislative matters affecting Capitol Corridor service, including Senate Bill 595 (Beall), the Metropolitan Transportation Commission sponsored Regional Measure 3 Bay Area Toll Expenditure Plan; FY2017 Federal Appropriations; and Proposed Federal Appropriations for FY18.

Director Holmes moved that the CCJPA Board authorize the CCJPA Executive Director to submit a letter addressing SB595 (Beall). Director Saltzman seconded the motion, which passed by unanimous roll call vote. Ayes: 12 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, Price, and Powers. Noes: 0. Abstain: 0. Absent: 4 – Directors Miller, Allen, Dufty, and Sperring.

5. CCJPA Project Applications for FY18 SB1 Funding Programs. Mr. Kutrosky updated the implementation of the new funding programs authorized with passage of Senate Bill 1 and requested authorization of the expenditure of CCJPA funds to enter into agreements that will assist in the CCJPA's preparation and submittal of grant applications.

Director Harris moved adoption of Resolution No. 17-15, In the Matter of Authorizing Funds to Support the Preparation of Project Applications Related to the FY18 SB1 Funding Programs. Director Holmes seconded the motion, which passed by unanimous roll call vote. Ayes: 12 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, Price, and Powers. Noes: 0. Abstain: 0. Absent: 4 – Directors Miller, Allen, Dufty, and Sperring.

6. On-Call Consultant Planning/Engineering Support Services (2017-2020). Mr. Kutrosky advised the Board of the need for the procurement of on-call consulting services to support planning and engineering/environmental activities.

Director Saltzman moved adoption of Resolution No. 17-16, In the Matter of Providing Authorization for the Procurement of On-Call Contracts for Service Planning and Engineering/Environmental Services (2017-2020). Director Holmes seconded the motion, which passed by unanimous roll call vote. Ayes: 12 – Directors Frerichs, Harris, Holmes, Saylor, Peralez, O'Neill, Josefowitz, Keller, Raburn, Saltzman, Price, and Powers. Noes: 0. Abstain: 0. Absent: 4 – Directors Miller, Allen, Dufty, and Spering.

7. Communications Protocols during Service Incidents (stations, trains, media, other). Mr. Kutrosky introduced Mr. Mike Henley, Transportation Services Manager, and Ms. Kalugdan to provide an overview of the communication processes and protocols during and after service incidents. The item was discussed.
8. Managing Director's Report including Results of Annual On-Board Surveys (May 2017). Mr. Kutrosky reviewed the recent system performance indicators, highlighting ridership, revenue, farebox ratio, and other service-related items. Mr. Kutrosky directed the Board's attention to several survey results including mode splits, types of fare media, and how long passengers have used the service. The report was discussed.

Mr. David Schonbrunn addressed the Board.

9. Overview of Hercules Intermodal Transit Center (by City of Hercules). Mr. Kutrosky introduced Mr. David Briggs, City Manager, City of Hercules, and Councilmember Dan Romero. Mr. Briggs updated the Board on the progress of the proposed Hercules Intermodal Transit Center. The item was discussed.

Ms. Janet Pygeorge and Mr. David Schonbrunn addressed the Board.

10. Work Completed and 11. Work in Progress. Chair Frerichs invited questions or comments from the Board on Items 10 and 11. None were received.

VI. Board Member Reports. Chair Frerichs invited Board member reports. Director Price reported on the planned opening ceremony of the Fairfield/Vacaville Station in April 2018. Director Peralez noted the progress of the BART Extension to Silicon Valley and discussions for the preferred method of tunneling through San Jose and encouraged continued focus on improved train schedule/start time coordination.

VII. Public Comments. Chair Frerichs invited comment from the public. None were received.

VIII. Adjournment. The Meeting adjourned at 11:47 a.m. Next Meeting Date: 10:00 a.m., November 15, 2017, at the City Council Chambers, Suisun City Hall, 701 Civic Center Blvd., Suisun City, California.

Motion: CCJPA Board adopts the minutes of the September 20, 2017 Board Meeting.

## 2017 Performance Report

### CAPITOL CORRIDOR JOINT POWERS AUTHORITY

#### Welcome Aboard!

In a megaregion plagued by congested highways, more and more travelers from Placer County to Santa Clara County are choosing to ride the Capitol Corridor instead of driving. In Fiscal Year 2017 (FY 2017), the Capitol Corridor continued its steady climb to smash ridership, revenue, and system operating (farebox) ratio records. Northern California's intercity passenger rail (IPR) service carried more than 1.6 million riders, bringing revenues up to \$32,065,000—a 3 percent increase in ridership and 5.3 percent growth in revenues over FY 2016. Capitol Corridor's FY 2017 farebox ratio shattered all previous records by achieving an all-time high of 57 percent. Its managers attribute this increase to reduced operating expenses, targeted marketing strategies and actual ridership and revenues that exceeded budget forecasts. The Capitol Corridor Joint Powers Authority (CCJPA) has steadily grown ridership while building a track record of financial and operational success. In FY 1998, when CCJPA took over managing the service, annual ridership was just 463,000; nearly 20 years later, ridership and revenue have more than tripled.

While On-Time Performance (OTP) slipped slightly below 90 percent standards in the beginning of FY 2017 (breaking the string of seven consecutive years as the most reliable service in the Amtrak system), Capitol Corridor finished the fiscal year as the second most reliable service. Fortunately, in the last six months of FY 2017, Capitol Corridor's OTP rose to 91-94 percent. The improved service reliability was the result of the commitment from the CCJPA's service partners—Amtrak and Union Pacific Railroad (UPRR)—to target underperforming segments of the operation thus minimizing passenger-delay minutes.

Customer satisfaction held steady at 89 percent of customers stating that they are “Highly Satisfied.” These results, rated through Amtrak's Customer Satisfaction Index, are collected via electronic surveys sent to riders in real-time after they finish their train trip.

For FY 2017, service levels remained at 30 weekday trains with 22 trains on weekends and holidays. This high frequency service level represents the most weekday trains for state-supported Amtrak routes in the nation and provides expanded choices to the traveling public along the route.

These achievements were made possible by Capitol Corridor's continued focus 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), 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 (Fairfield-Vacaville will open November 2017, bringing the total to 18 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, San Francisco Muni 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

### FY 2017 SERVICE PLAN HIGHLIGHTS

Despite limited state and local funding sources supporting IPR, the CCJPA has successfully moved forward with several capital improvement projects, which include:

- Securing funds to complete several state-of-good repair projects performed by UPRR that will help to maintain Capitol Corridor's reliability and OTP, as well as an award from the California Transportation Commission for the final design and right-of-way acquisition phases of the Sacramento-Roseville 3rd Track Phase 1 (SR3T Ph1) project;
- Working with Caltrans and Amtrak to complete the design phases of an On-Board Information System (OBIS) for deployment on all California intercity trains;
- Conducting a successful pilot test of a replacement in-car bicycle rack that increases on-train bicycle capacity; and
- Nearly completing the construction of the \$10 million FY 2015 Cap and Trade Travel Time Savings Project with Union Pacific. This project was funded in part by the 2015 Cap and Trade Transit/Intercity Rail Capital Program (TIRCP). Capitol Corridor trains traveling between Sacramento and San Jose will realize up to 10 minutes in reduced travel time due to this project.

## EQUIPMENT

Capitol Corridor reinvests in equipment aimed to enhance safety, security, maintain healthful air quality and reduce operation costs. Equipment changes in FY 2017 include:

- Installing Positive Train Control (PTC) Collision avoidance equipment on all 17 locomotives and all 19 cab cars; and
- Developing a plan to begin testing renewable diesel (RD) to fuel the legacy F-59 locomotive. RD provides roughly a 66% reduction in carbon lifecycle emissions over traditional petrol diesel, significantly reducing the greenhouse gas impact of locomotive emissions. The RD used in this pilot program is derived primarily from processed animal fat and is formulated to meet the same fuel standards as traditional petrol diesel, which is currently used by the locomotives assigned to the Capitol Corridor.

## SAFETY & STATION UPGRADES

Capitol Corridor considers safety and security to be a major priority.

- Passenger injuries decreased from five in FY 2016 to three in FY 2017. Trespasser fatalities went down from 22 to 16; however, trespasser non-fatalities rose from two to four, within the same time period.

Station upgrades launched in FY 2017 include:

- Security: Camera and surveillance equipment at the Auburn, Rocklin, Roseville, and Suisun-Fairfield stations. When complete, all unstaffed Capitol Corridor stations will be equipped with security cameras and surveillance equipment.
- Bicycle security: With the exception of Oakland Jack London and Santa Clara-Great America stations, BikeLink™ eLockers were installed and are fully operational at the stations that were scheduled for these upgrades.

## TECHNOLOGY IMPROVEMENTS

- Researched best policies and practices for integrated electronic ticketing in partnership with CalSTA and Caltrans; and
- Launched SMS service to enable riders to access train arrival times on their mobile devices.

## MARKETING & COMMUNICATIONS

CCJPA's FY 2017 marketing efforts focused on promoting off-peak ridership, primarily using social media and online channels to increase brand awareness of Capitol Corridor throughout the Northern California megaregion. In FY 2017 the Marketing and Communications team:

- Developed a new creative campaign called "Every Ride Has a Story" that features Capitol Corridor's many unique amenities for riders, and touts the service's convenience compared to congested freeways;
- Renewed the popular "Take 5 for \$5" offer for small groups on weekends, and the "Seniors Ride Half Off Midweek" program, and introduced a new "Buy-One/Get-One" on Saturdays offer, all aimed at boosting off-peak ridership;
- Carried over the "Friends and Family 50%" off discount every day, also targeted at small groups;



- Continued partnerships with the Oakland Raiders, Cal Football, Oakland Athletics, Sacramento River Cats, and other major sports and entertainment events. SHN/Disney's The Lion King promotion included a train wrap; and
- Promoted a special late-night train for the U2 concert, which resulted in high, one-day ridership results.

### Where We're Going

With limited new capital funds (and timely arrival of additional rolling stock delayed significantly due to factors beyond CCJPA's control), the CCJPA will focus on maintaining the 30-train weekday/22-train weekend service plan and reinvesting in the service to improve safety, service performance and reliability. Programs planned or underway will allow for the following improvements through FY 2018:

- OBIS system: Prototype installation and testing of this system is scheduled to begin by the end of FY 2017.
- Standby Power at Auburn layover site: Construction is underway of a standby power system that will allow shutdown of the locomotive's diesel engines during overnight layover servicing, saving diesel fuel and reducing diesel emissions and ambient noise levels. The system is expected to be completed in December 2017.
- Richmond Station Platform Improvements: Installation of a courtesy light to facilitate transfers of passengers connecting from BART to Capitol Corridor and a Clipper Card Parking Validation Machine, both to be completed by end of 2017.
- Fairfield-Vacaville Station (FFV): The City of Fairfield is nearing completion of Fairfield-Vacaville with a projected completion date in November 2017. Capitol Corridor's safety and information signage upgrade project will be launched at this new station.
- Bicycle access: BikeLink™ eLockers installations at Oakland Jack London and Santa Clara/Great America stations are expected by the end of December 2017. We are also working to advance partnerships to support the start-up of folding bicycle rentals at selected stations.
- Security Cameras: Complete installation of security cameras at Auburn, Rocklin, Roseville, and Suisun-Fairfield stations.
- RD fuel project: If the use of RD proves viable on Capitol Corridor's legacy locomotive, a second test will be performed on a new Charger locomotive. If all tests show that RD is operationally suitable, the CCJPA will shift towards the use of RD for normal operations. More importantly, if RD is deemed viable, results of the tests will determine the feasibility of using such alternative fuels on all State of California (State) owned locomotives with the intent to reduce greenhouse gas (GHG) emissions.
- Megaregional Rail Planning: Advocate planning and coordination in accordance to anticipated draft State Rail Plan objectives is underway. This endeavor began when the CCJPA hosted the June 21, 2017 workshop to facilitate laying the groundwork for linked service planning and integration across Northern California.
- Expansion: Staff will apply for SB 1 funding to complete future phases of service expansion between Oakland and San Jose, as well as the second phase of Sacramento-Roseville service expansion; and to initiate the design effort for the SR3T Ph1 project, which includes construction in Placer County.



- **Travel Time Savings Project improvements:** The TIRCP supported project to reduce travel time by up to 10 minutes for trains traveling between Sacramento and San Jose is expected to be complete by mid-2018.
- **Positive Train Control:** Software installation and testing of rail vehicles and implementation of a remote server to communicate the train's position to Union Pacific's dispatch center is expected to be completed in spring 2018—making way for PTC testing on Capitol Corridor trains to follow. By mid-2018, certain event recorders and modems will be updated to match the new technology. Final implementation of this control system will await final Union Pacific testing and coordination between both Union Pacific and Caltrain, who are both working hard to implement Positive Train Control. For Capitol Corridor, system demonstration testing is scheduled to begin in spring 2018.
- **Equipment:** Door overhaul and replacements in dining cars are scheduled to begin August 2018. CCJPA also expects to receive initial order of new Tier 4 locomotives that will reduce pollutants and improve fuel efficiency.
- **Technology:** Staff will work with CalSTA and Caltrans to develop the basis for statewide integrated electronic ticketing and trip planning.

## MARKETING & COMMUNICATIONS

The Marketing team will continue to build programs to increase brand awareness and ridership throughout the Northern California megaregion. Partnerships pairing digital (online, mobile, social media) and traditional (radio, print, television) media will promote the Capitol Corridor as a convenient travel option. This mix of digital and traditional media allows for a cost-effective and trackable means of increasing brand visibility and customer engagement. Promotional discounts will bolster ridership in key markets and during weekend/off-peak periods. Additional marketing strategies may include:

- Targeted promotions aimed to boost off-peak ridership to/from sports and entertainment centers e.g. Golden 1 Arena, Oakland Coliseum, and Levi's Stadium, and popular day-trip destinations;
- Explore new fare offers for niche markets to further boost off-peak ridership; and,
- Develop additional ways to communicate service alerts on our website and other channels.

## Legislative Agenda

### FY 2017 ACCOMPLISHMENTS

#### State

**Budget:** On June 27, 2017, Governor Brown enacted and signed into law the State Budget Act of 2017, which identifies the distribution of state funds to various departments and agencies and presents a set of policies for the use of these funds. Highlights of the budget that affect IPR are:

- Approximately \$130 million has been identified to support the operation of the state's three IPR routes (Capitol Corridor, San Joaquin, and Pacific Surfliner), as well as funds to continue the annual overhaul plan for the state's rail vehicles (locomotives and passenger cars).
- Approximately \$5M per year in dedicated funds (for operating and/or capital) from a portion of the 0.5% increase in state diesel sales tax.

- Senate Bill 595 (Beall) Regional Measure 3 Bay Area Toll Expenditure Plan: Senator Beall introduced SB 595, which would provide the authority to the Bay Area Metropolitan Transportation Commission to place a ballot measure (referred to as “Regional Measure 3”) in the nine Bay Area counties to increase tolls on the region’s bridges. On July 10, 2017, the CCJPA sent a letter supporting SB 595. The bill includes an expenditure plan of various projects with a nexus to the region’s bridges with the intent that these projects will bring much needed congestion relief along these corridors. The CCJPA has been involved in discussions and is included in the expenditure plan for the project list in SB 595, specifically the Oakland-San Jose Phase 2 Project, which has a nexus with the Dumbarton Bridge crossing.

## Federal

Federal FY 2017 Rail Title Appropriations. For the first time, federal funds have been made available for IPR services (Amtrak and state-supported routes) via the Rail Title in the FAST Act of 2015. The USDOT is currently developing guidelines for the grant applications, project uses and other requirements for the expenditure of these federal funds. The CCJPA is eligible for the following funding from the FY 2017 appropriations to the FAST Act Rail Title account:

- Consolidated Rail Infrastructure and Safety Improvements (CRISI): \$68 million. Competitive grants to finance improvements to passenger and freight rail services in terms of safety, efficiency, or reliability. PTC and other technology improvements and rail line relocation are also eligible for funding. A 50% match is required.
- State of Good Repair (SOG): \$25 million. Competitive grants for projects to improve qualified railroad assets. A 20% match is required.

## FY 2018 ACTION PLAN

The CCJPA will seek to leverage limited regional, 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 GHG emissions in the northern California megaregion. The CCJPA will work with legislative, air quality, transportation and finance officials on the following:

- State Opportunity(ies) to apply for \$0.5B in annual competitive grants, approximately:
  - o \$245M/year in Transit Intercity Rail Capital Program (TIRCP) funds (capital uses) through a portion of increased Vehicle License Fees (VLF), plus a one-time transfer of \$236 million in FY 2018 for a payback in General Funds to the TIRCP account.
  - o \$250M/year in Congested Corridors Program funds (capital uses) through a portion of increased VLF revenues for multimodal, multi-county solutions to address heavily congested travel corridors.
  - o \$5M/year in State Transportation Improvement Program (STIP) Interregional funds (fixed guideway capital uses; not operating or rolling stock) through a portion of increased gas excise tax revenues.
- 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;
- Apply for grants to enhance customer amenities such as bike access improvements; and,

- Seek funding to implement and complete projects to enhance system safety and security to protect employees, passengers and facilities, including PTC and right-of-way fencing.

## Closing Message

CCJPA will continue to work with its project partners to develop financing plans and grant applications to reinvest in the Capitol Corridor service and implement initiatives in line with its vision for the rail service. As we sustain Capitol Corridor's success and growth into the future we will continue to implement projects that will:

- advance the safety and security of our trains;
- meet changing demographics and demand for service in the Northern California megaregion;
- ensure that we meet the State's sustainability goals; and
- improve the quality of life for the diverse communities we serve.

## CAPITOL CORRIDOR JOINT POWERS AUTHORITY

### BOARD OF DIRECTORS

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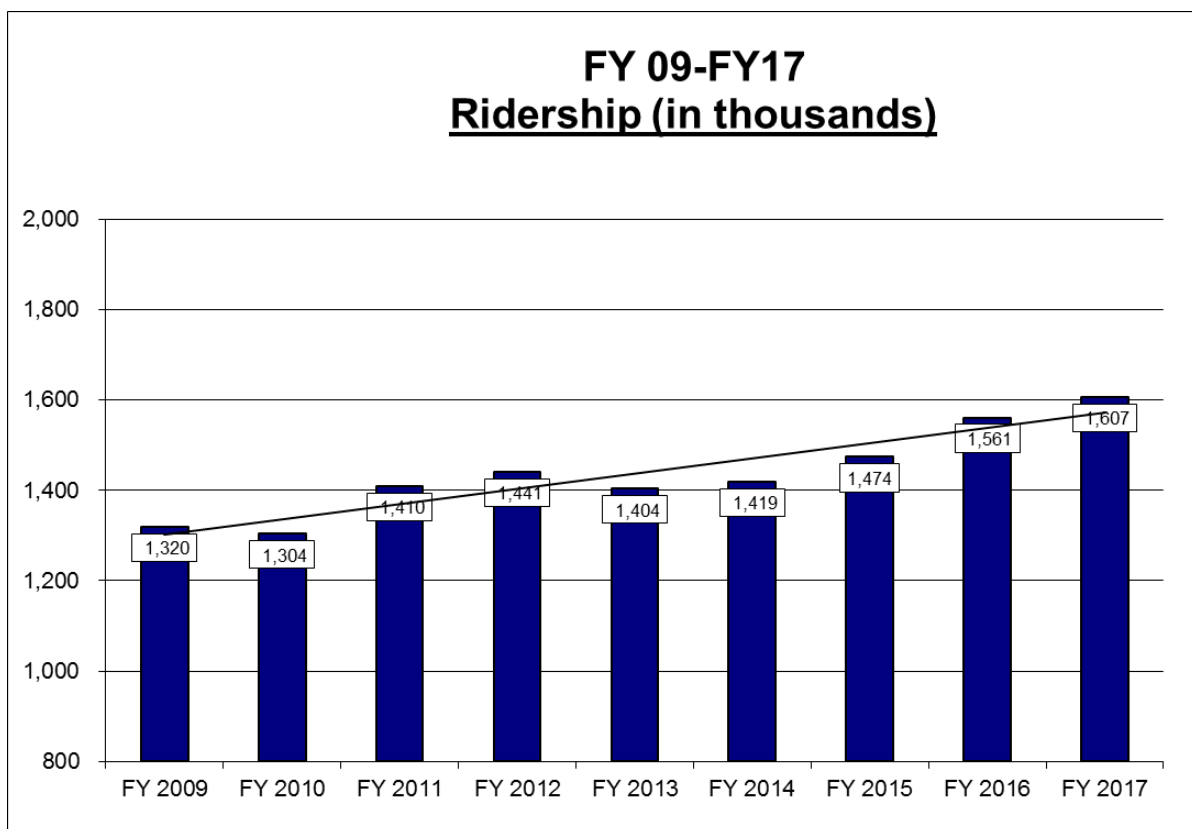
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**EXECUTIVE OFFICERS**

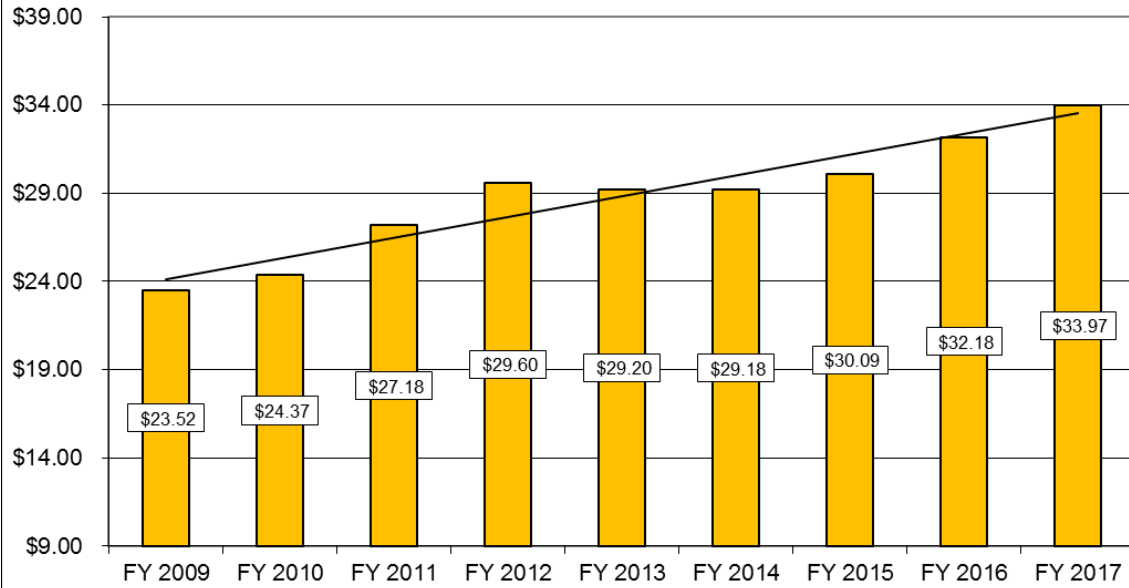
Grace Crunican, Executive Director  
David B. Kutrosky, Managing Director

## Nineteen Years of CCJPA Management Capitol Corridor Performance Summary

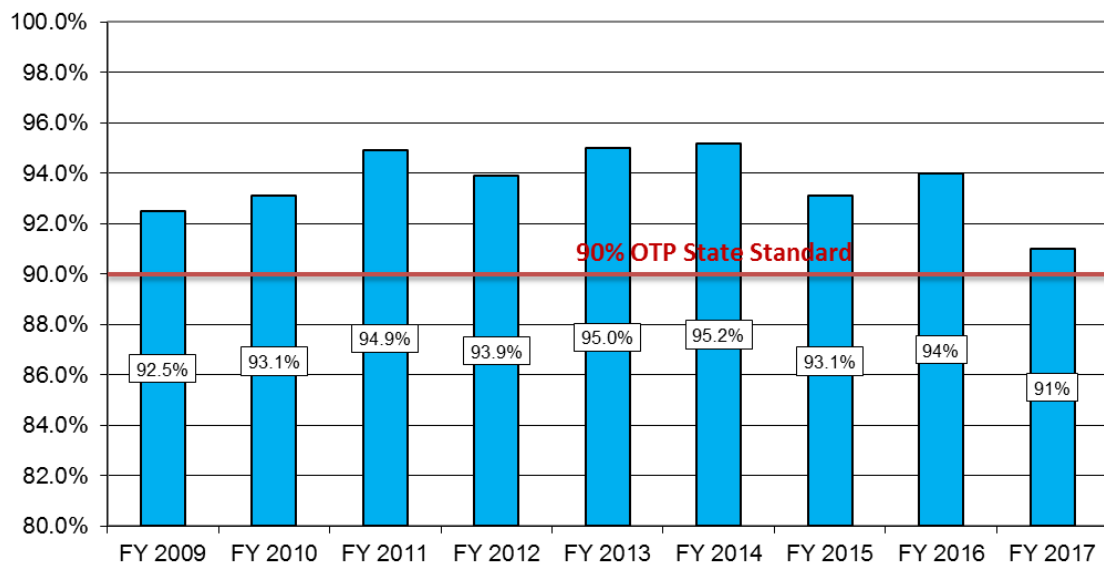
Period	Service Level	Ridership	Revenue (in millions)	Revenue-to- Cost Ratio
FY 2017	30 daily trains	1,607,277	\$ 33.97	57%
FY 1998 (pre-CCJPA)	8 daily trains	463,000	\$ 6.25	30%
<b>FY 1998 - 2017</b> (19 year improvement)		<b>275%</b>	<b>444%</b>	<b>90%</b>

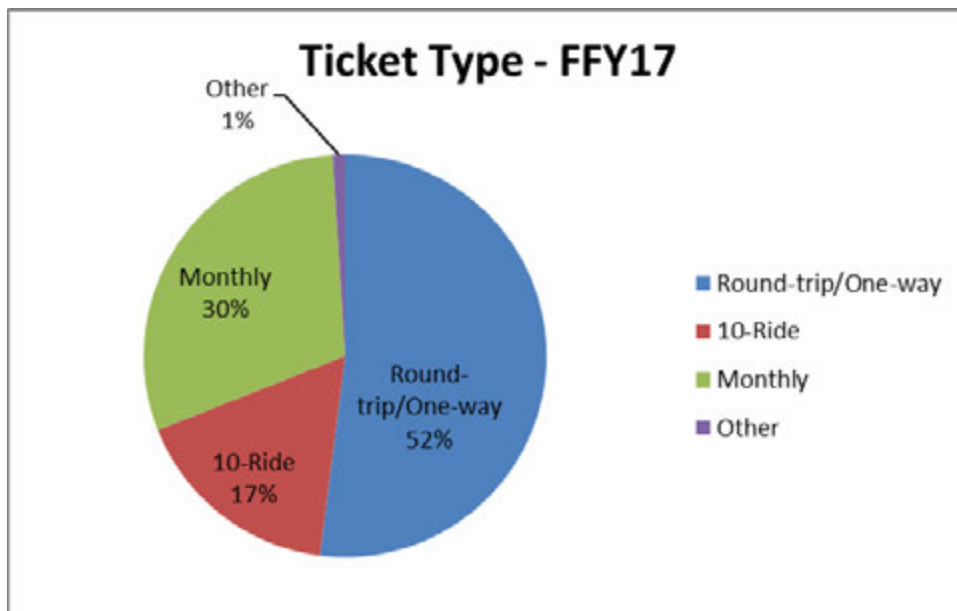
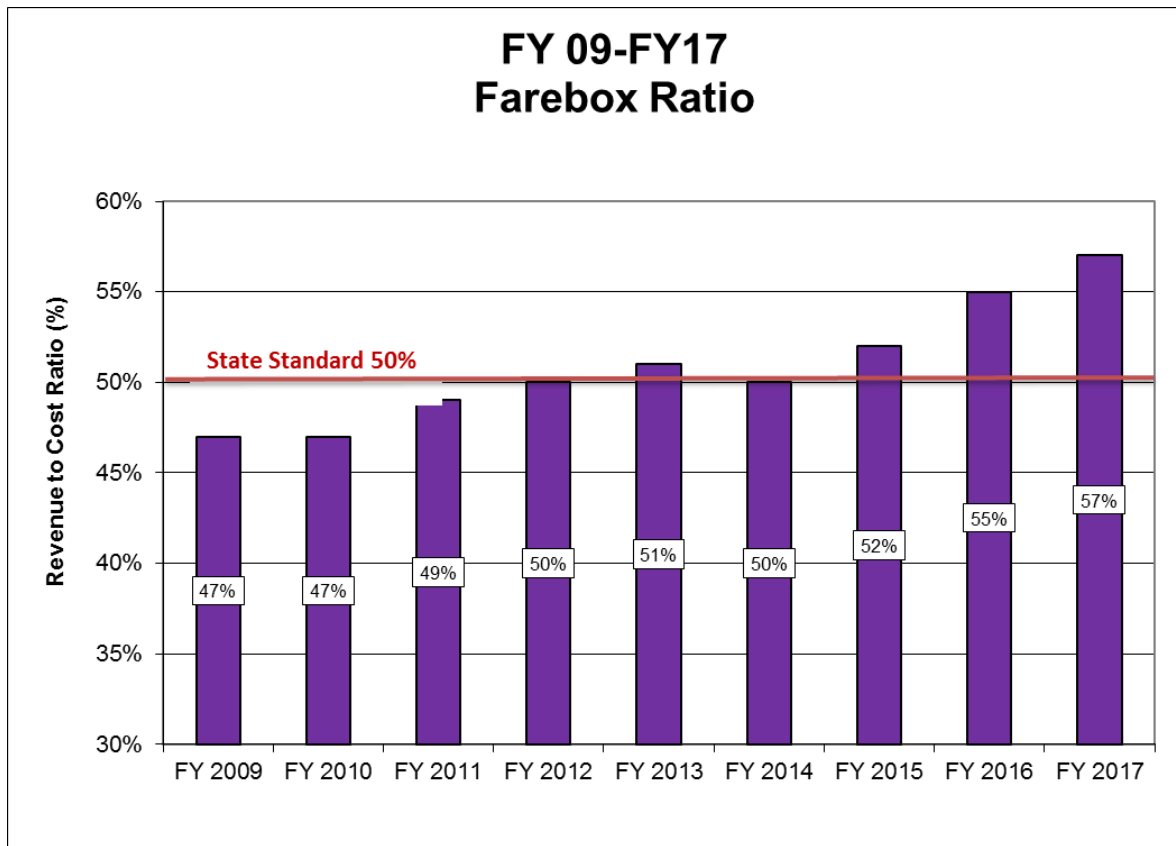


### **FY 09-FY 17** **Revenue (\$ millions)**



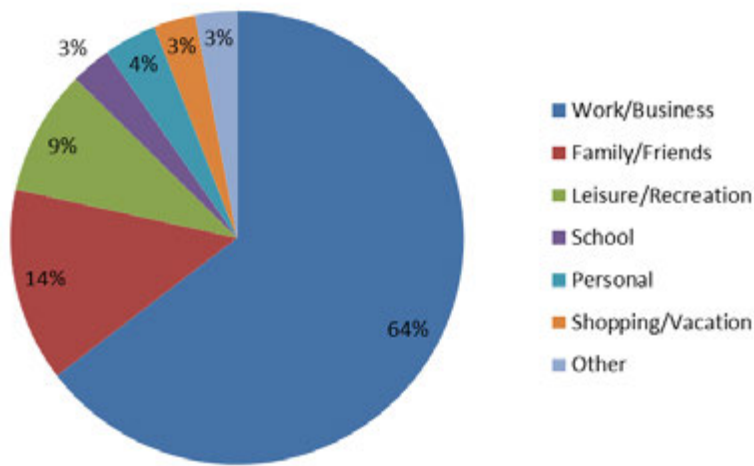
### **FY 09-FY17** **On-Time Performance**





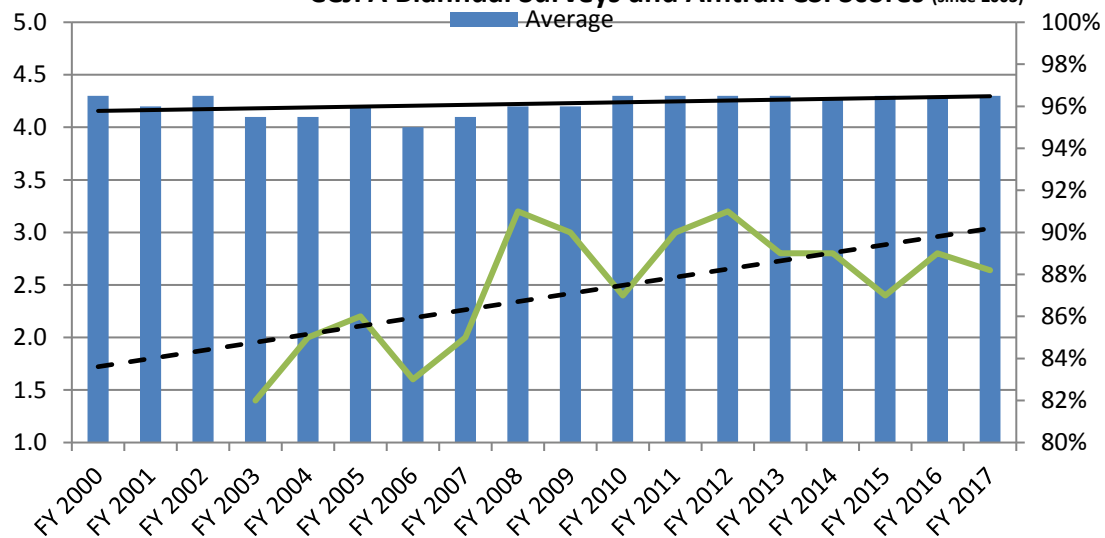


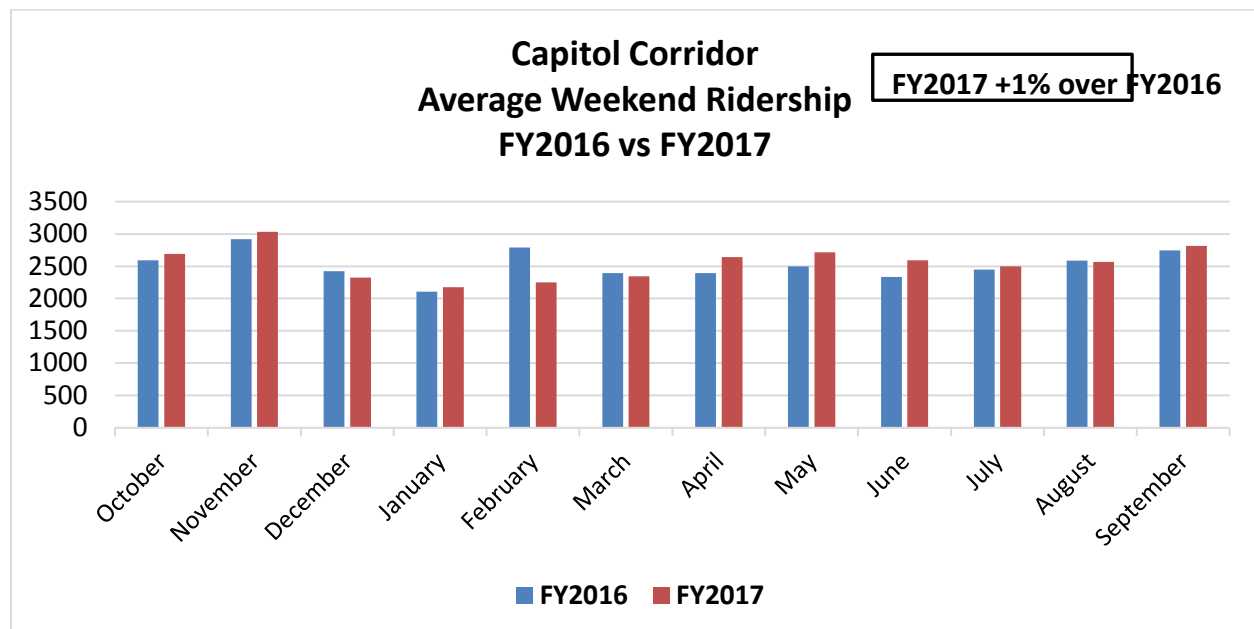
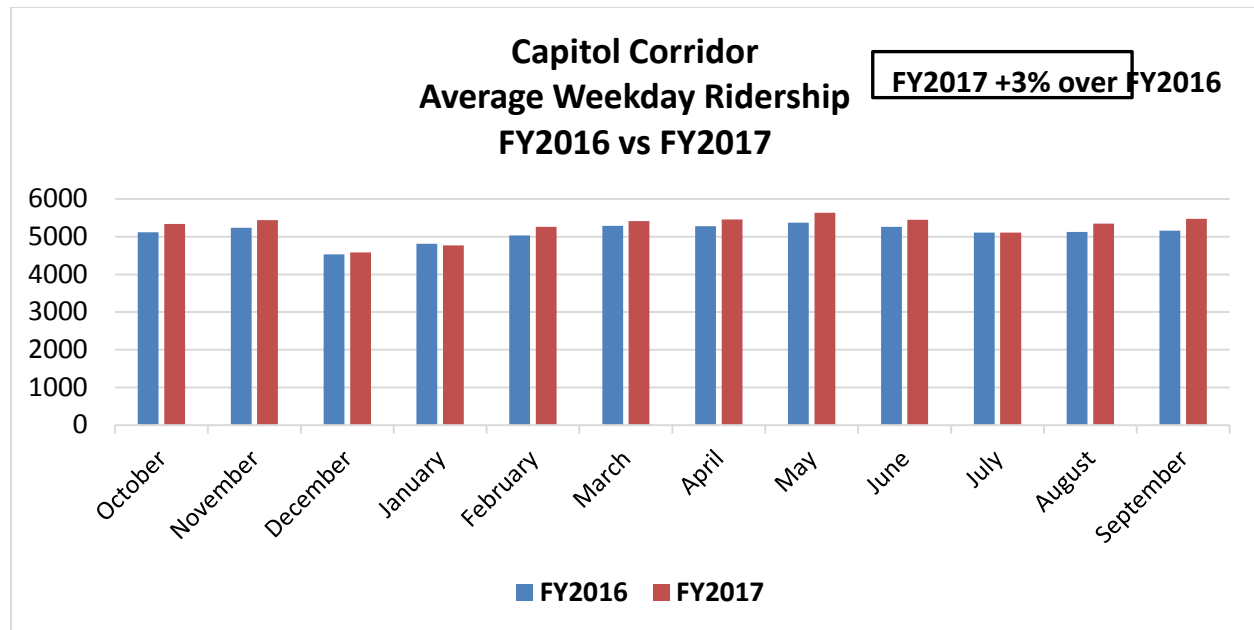
### Rider Profile - FFY17



Mode Split	FFY17	FFY16	% Change
Drive	26%	27%	-4
Drop off/Pick up	26%	25%	+4
Transit	17%	17%	--
Bike	11%	12%	-8
Walk	16%	12%	33
Carpool	2%	2%	--
Taxi/TNC	3%	4%	-25
Other	1%	1%	--

### Overall Customer Satisfaction CCJPA Biannual Surveys and Amtrak CSI Scores (since 2003)







# 2017-2018

## Capitol Corridor- Completed/Proposed Marketing & Communications Activities Calendar Modified 11/2/2017

### July

- ✓ Senior Midweek and Take 5 discounts
- ✓ Oakland A's discount continues
- ✓ Parenting magazine buys
- ✓ Partnerships: Great America, Tideline, BAAQMD, Giants Enterprises, Visit Oakland, A's, River Cats, San Jose Jazz Summer Fest
- ✓ Ride Guide revision
- ✓ Café Car menu
- ✓ Annual Report

### August

- ✓ Cappy Hour featuring onboard musician
- ✓ San Jose Jazz Summer Fest social media contest
- ✓ Group Travel Planning for FY18
- ✓ Oakland Raiders promotion begins
- ✓ Tideline Promotion
- ✓ Senior midweek promo ends
- ✓ Farm-to-For contest w/ BART and Visit Sacramento
- ✓ Parenting Magazine buys

### September

- ✓ Gold Rush Days event
- ✓ 2018 Transit Transfers, Placer Step-Up Coupons
- ✓ Oakland A's and River Cats promotions end
- ✓ Spare the Air/BAAQMD partnership
- ✓ Take 5 offer/advertising continues
- ✓ 49ers late train 9/21
- ✓ KHTK Oakland Raiders radio promotion begins
- ✓ Rail Safety Month: kickoff event at California State Railroad Museum (9/7), social media, California Operation Lifesaver coop ad buy
- ✓ Eat Real Food Festival promotion
- ✓ SHN/Aladdin partnership and train wrap
- ✓ Parenting Magazine buys

### October

- ✓ Coldplay concert, planning special late train from Levi's Stadium
- ✓ Begin design/production of Annual report
- ✓ Fleet Week promotion with Tideline

- ✓ City of Davis Car Free Month
- ✓ Aladdin contest and promotion
- ✓ Parenting magazine ads end
- ✓ Every Ride Has a Story Phase 2 begins
- ✓ Cal State Rail Plan promotion begins
- ✓ Updated Ride Guide

### November

- Raiders promo continues
- New schedule for Fairfield-Vacaville station
- Richmond BART beacon
- Thanksgiving service communications
- Redesign of CC Rail Mail template
- Walt Disney Museum promotion

### December

- Poss. Holiday Ice Rinks (Sacramento & San Jose)
- Friends & Family fare discount renewal for 2018
- Raiders promotion ends
- Holiday card & communications

### January

- New weekend offer to begin
- Business Plan— draft and Public Workshops

### February

- Stitch 'n' Ride Discount Offer

### March

- Oakland A's promo and discount starts

### April

- Earth Day events and promotions
- Baseball season promotion

### May

- Local Bike to Work Day events

### June

- Contract/Vendor planning for FY19

## Status Report – CCJPA Marketing: 11/2/2017

### ADVERTISING, PROMOTIONS & EVENTS

#### Advertising/Promotions

- Launched Summer/Fall advertising campaign including outdoor/digital/radio/mobile app (eg. Waze). Developing a microsite for “Every Ride has a Story” to build engagement with potential customers.

- Digital TV spots:**

Seniors - <https://youtu.be/V81366r9Hj4>



Take 5 for \$5 -

<https://youtu.be/0SFF6940EzU>



#### TAKE 5 FOR \$5 WEEKEND DEAL

Buy one full-fare train ticket and take up to 5 companions for \$5 per person, each way.



Turn Travel Time into “Me” Time -

<https://youtu.be/eVDsiXJPp-I>



Students Ride Hassle Free -

[https://youtu.be/XnIB4el\\_tgM](https://youtu.be/XnIB4el_tgM)



Take 5/Phoebe’s Story -

<https://youtu.be/5KNhONSVeC8>



#### Marketing Partnerships

- Sports Partnerships:** Raiders/KHTK
- Destination/Event Partnerships:** Great America; Giants Enterprises (AT&T Park); BAAQMD (Spare the Air train wrap), SHN Aladdin (train wrap), Coldplay Special train planning for October 4 show
- Other transit:** Tideline water ferry commuter discount and Fleet Week discount

#### Public/Media Relations, Announcements & Events:

- Car-Free Davis Event

#### WEBSITE/ E-MAIL/ BLOG/SOCIAL MEDIA/ ON BOARD WI-FI

- Capitol Corridor Communications: Service Alerts/CC Rail Mail/Blog/Wi-Fi Landing Page**

CC Rail Mail E-Newsletter	Service Alerts (Email and Text)	Get On Board Blog
4,292 subscribers (up 26 subscribers)	3,596 subscribers (up 60 subscribers)	845 subscribers (up 16 subscribers )

- Website Updates** – Staff made updates to reflect new fare offers, partnerships, and ongoing content edits.



- Get on Board Blog Activity for Oct 2017:** ([www.capitolcorridor.org/blogs/get\\_on\\_board](http://www.capitolcorridor.org/blogs/get_on_board))

- Blog posts: 10
- Blog page views: 2,591 (10/13 – 10/31/17 only)
- Top 3 blog posts:
  - The Ultimate Guide to Breweries Along the Capitol Corridor
  - Haunted Hallows and Halloween Fun Along the Capitol Corridor
  - Weekend Picks: October 20-22, 2017

- Onboard Wi-Fi Landing Page for Oct 2017:**

## Status Report – CCJPA Marketing: 11/2/2017

- 117,862 pageviews (34,698 unique sessions)
- Content updates include: Take 5, Coldplay late train, Oakland Raiders
- **Twitter, Facebook, Instagram (as of 11/1/17)**

 Facebook Fans = 12,906	 Twitter Followers = 4,922	Instagram Followers = 1,247
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### JOINT COMMUNITY/MEMBER AGENCY PROJECTS

- Collaborating with BART on Richmond flashing beacon video and promotion.
- City of Davis – Car Free October

### NEW/ONGOING OFFERS

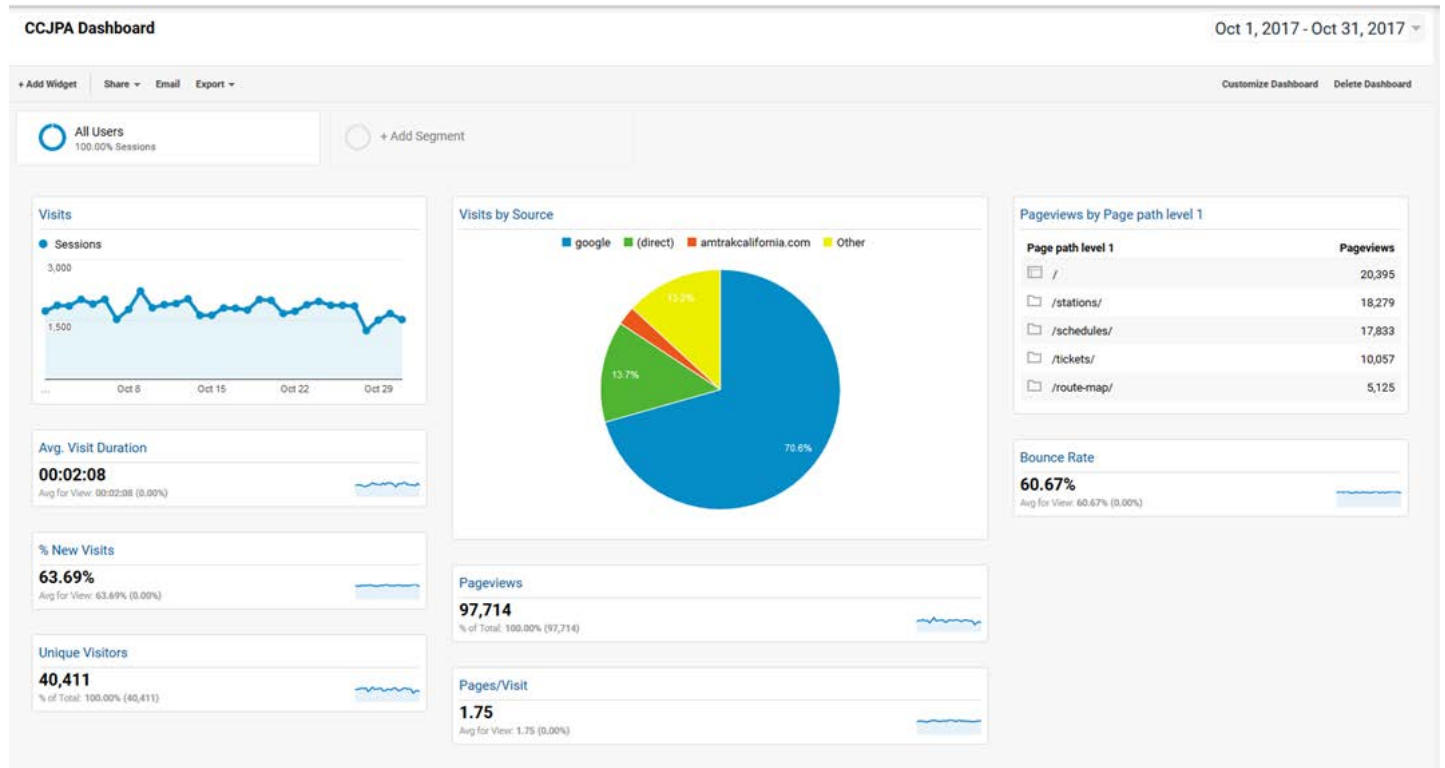
- **Take 5 on Weekends** – This popular small-group discount began on July 1 right after BOGO Saturdays ended. Passengers can buy one full-fare ticket and bring up to 5 companions for \$5 each person/each way, 1 day in advance. Now through 12/31.
- **Friends & Family 50% off** – This discount is for small groups of two to six passengers, offering 50% off up to 5 companion fares with the purchase of one full-fare ticket. Friends & Family tickets must be purchased online, 2 days in advance. The promotion officially ends January 2018; however, we will renew the offer, as it is now established as an ongoing, small-group fare offer.
- **20% coupon** – This coupon is used primarily to offer a discount to single travelers and/or assist with customer service, so this is not in major distribution.
- **Group Travel/Train Treks** – Discount of 30% for Social and Business Groups of 20 or more passengers. The Train Treks program which serve youth and student groups offers set, deeply-discounted fares for school and youth groups.
  - **FY 17: July 2016 – July 2017**
    - **Number of Groups Traveled:** 223
    - **Revenue from Groups:** \$131,581
    - **Number of passengers:** 10,159
    - **Top City Pairs:** Martinez to Sacramento and Sacramento to San Francisco
  - **July 2017 – October 2017**
    - **Number of Groups Traveled:** 37
    - **Revenue from Groups:** \$23,174
    - **Number of passengers:** 1,465
    - **Top City Pairs:** Sacramento to San Francisco Pier 39 and Oakland Jack London to Sacramento

Status Report – CCJPA Marketing: 11/2/2017  
PROMOTIONS REPORT

<b>BOGO Saturdays - Buy one, get one free</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Total YTD</b>		
Ridership	459	611	669	1,293	852	1,017	323	5,224		
Revenue	\$ 5,649	\$ 8,440	\$ 9,359	\$ 17,427	\$ 11,886	\$ 14,301	\$ 4,569	\$ 71,631		
<b>Senior 50% Midweek - T, W, Th</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Total YTD</b>				
Ridership	1,277	2,355	2,612	2,306	3,140	11,690				
Revenue	\$ 16,854	\$ 30,961	\$ 34,651	\$ 30,142	\$ 41,166	\$ 153,774				
<b>Friends &amp; Family - Buy one, take 5 for 50%</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total YTD</b>
Ridership	519	487	514	850	1,223	823	727	617	685	6,445
Revenue	\$ 10,046	\$ 9,172	\$ 9,137	\$ 16,173	\$ 21,648	\$ 14,920	\$ 13,478	\$ 11,816	\$ 12,976	\$ 119,366
<b>Oakland A's - 25% off</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total YTD</b>		
Ridership	20	336	512	547	517	431	282	2,645		
Revenue	\$ 384	\$ 6,186	\$ 10,138	\$ 10,635	\$ 10,013	\$ 8,351	\$ 5,125	\$ 50,832		
<b>Take 5 wknds - Buy one, take 5 for \$5</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total YTD</b>						
Ridership	1160	1090	2426	4,676						
Revenue	\$ 14,661	\$ 13,579	\$ 29,241	\$ 57,481						
<b>Oakland Raiders - 25% off</b>	<b>Aug</b>	<b>Sep</b>	<b>Total YTD</b>							
Ridership	145	423	568							
Revenue	\$ 3,053	\$ 8,614	\$ 11,667							

# Status Report – CCJPA Marketing: 11/2/2017

## WEBSITE STATISTICS – October 2017



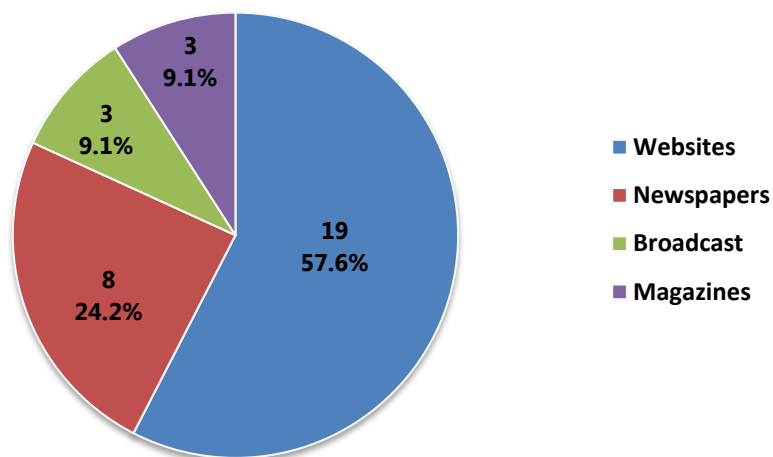


## Status Report – CCJPA Marketing: 11/2/2017

### EARNED MEDIA REPORTS – September 2017 (October not yet available)

September 2017	
TOTAL EARNED MEDIA VALUE	\$520,345

#### Media Type Analysis

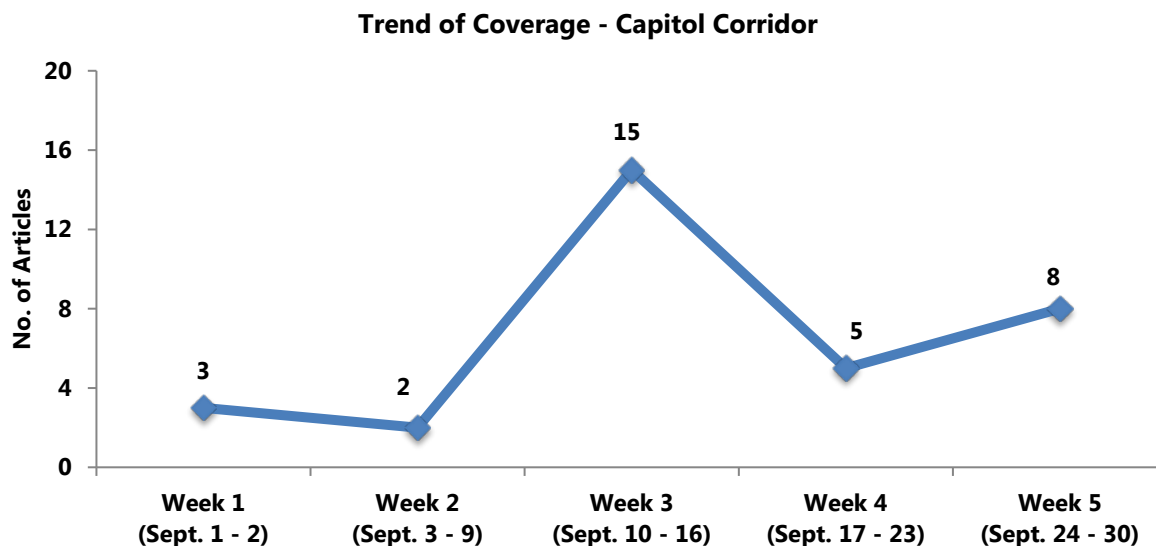


#### Media Type Analysis:

- **Capitol Corridor** generated **33** articles in September 2017
- **Websites** contributed **19** articles (57.6 percent). The most prominent website by impressions were *Martinez Patch* and *SFGate*.
- **Online version of Newspapers** published **eight** articles (24.2 percent). The most prominent newspapers by impressions were *USA Today* and *San Francisco Chronicle*.
- **Online version of Broadcast** generated **three** clips (9.1 percent) from *KPIX-TV*.
- Magazines published **three** articles (9.1 percent). The most prominent magazine by impression was *Progressive Railroading*.

## Status Report – CCJPA Marketing: 11/2/2017

### Trend of Coverage:



**Week 1** had **three** articles. News included:

- Capitol Corridor trains choosing cleaner-burning renewable diesel fuel to reduce particle emission

**Week 2** earned **two** articles. Major themes included:

- The Capitol Corridor Joint Powers Authority supporting September Rail Safety Month in California

**Week 3** contributed the highest volume of coverage with **15** articles. Major themes included:

- Dori Garner being killed by a Capitol Corridor train near Almar Marina, Martinez
- Capitol Corridor trains being expected to switch over to renewable diesel by next summer

**Week 4** saw **five** articles. Highlight included:

- Providing funding because of the Senate Bill 595 for the improvement of Capitol Corridor rail operations

**Week 5** had **eight** articles. News included:

- Caltrain leaders planning to extend their rail service across San Francisco Bay to connect ACE, Capitol Corridor and BART

# How's Business? Ridership

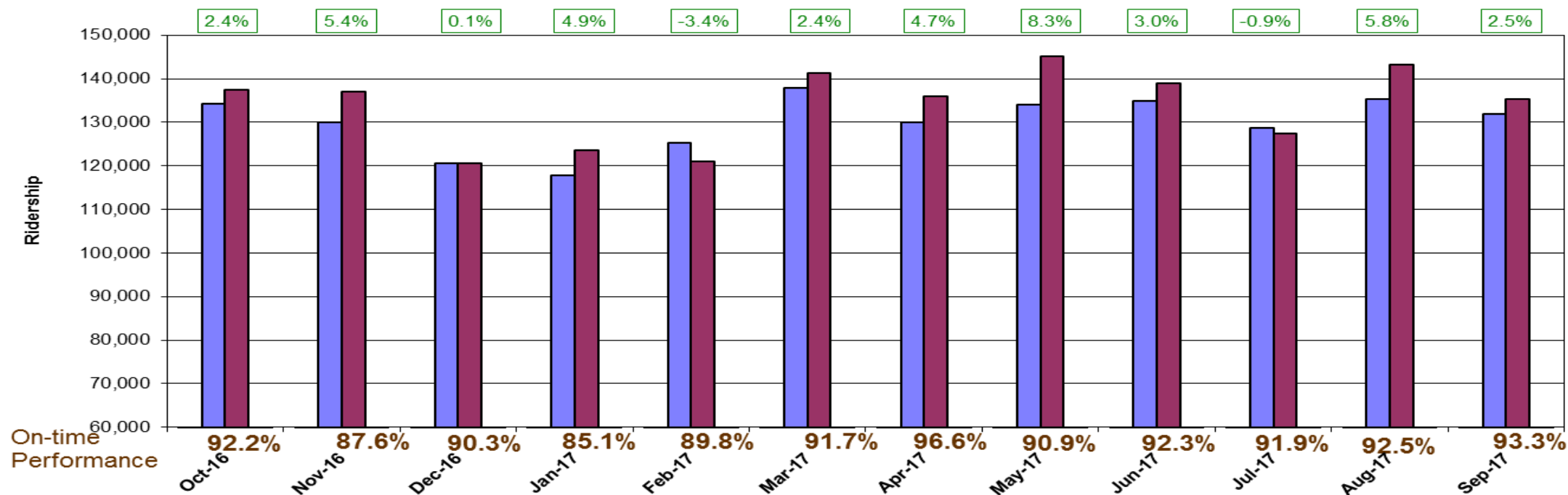


**CAPITOL  
CORRIDOR**

■ Prior 12 Months ■ Current 12 Months

2.98% Overall 12-Month Growth  
Ridership Last 12 Months=1,607,277  
Ridership Prior 12 Months=1,560,814

% difference current month to prior year's month



## How's Business?: Revenue

5.9% vs. FFY 17 Business Plan YTD

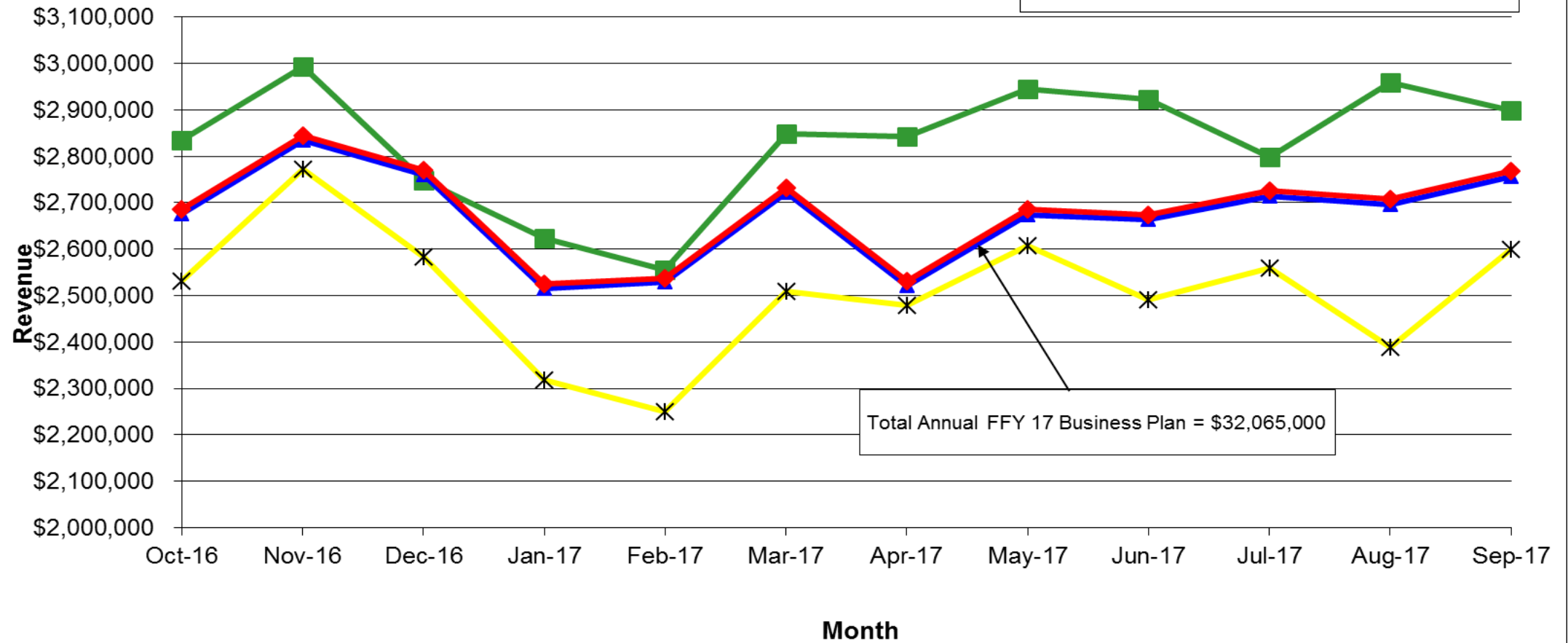
5.5% vs. Prior FFY 16 YTD

12.9% vs. Prior FFY 15 YTD

## Capitol Corridor Performance FFY 2016-17 Monthly Revenues Actual vs Business Plan



- Actual FY 17 Revenue YTD (through Sep-17)
- FFY 17 Business Plan
- Actual FY 16 Revenue
- Actual FY 15 Revenue





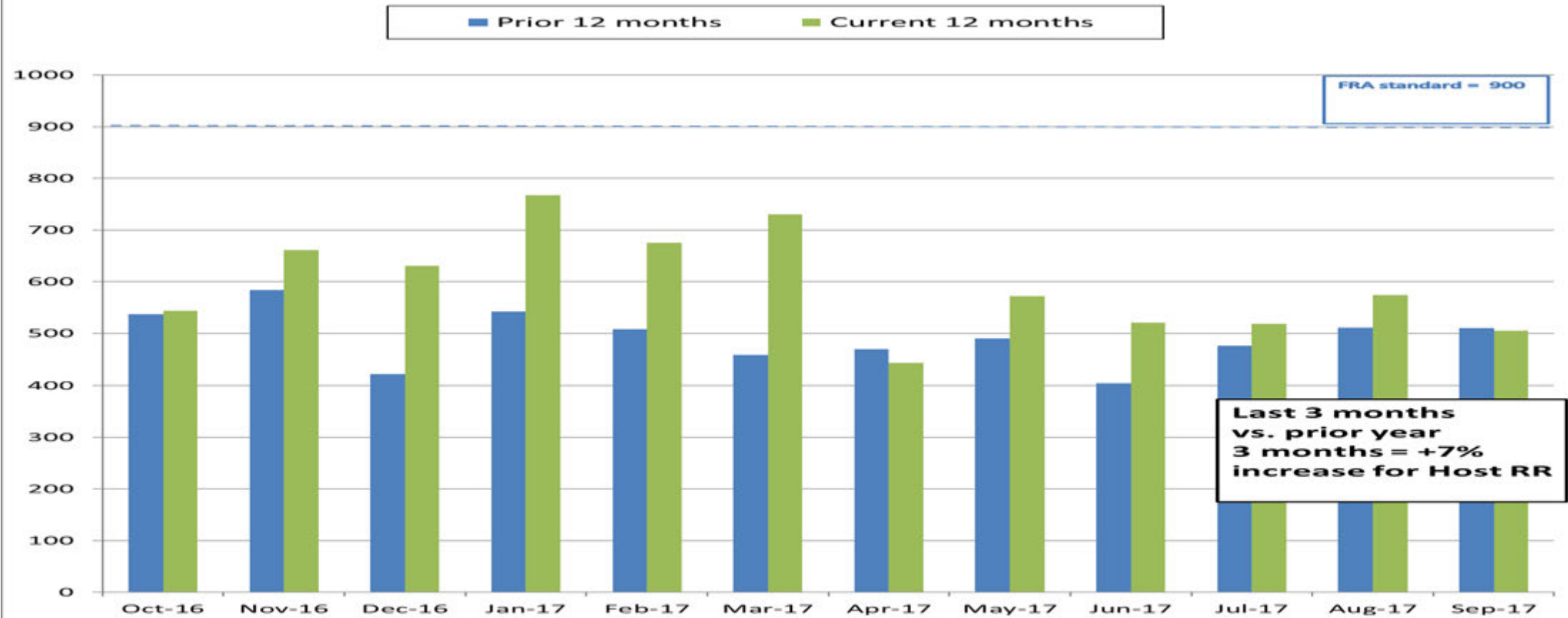
## FY 2017 Performance Measures

Month	State Performance Standards (a)				Other Performance Measures		
	Ridership		On-time Performance	System Operating Ratio (b)	Revenues		Customer Satisfaction
	Actual	Business Plan	Actual	Actual	Actual	Business Plan	Actual
October-16	137,413	130,723	92.2%	61.4%	\$2,834,325	\$2,675,927	88.0
November-16	137,118	126,644	87.6%	58.3%	\$2,993,001	\$2,834,653	84.3
December-16	120,672	117,446	90.3%	52.9%	\$2,748,706	\$2,759,900	87.4
January-17	123,616	114,728	85.1%	50.4%	\$2,623,174	\$2,514,660	88.2
February-17	120,962	121,958	89.8%	53.7%	\$2,555,209	\$2,528,430	88.8
March-17	141,252	134,321	91.7%	55.0%	\$2,848,352	\$2,722,281	90.1
April-17	135,950	126,497	96.6%	61.4%	\$2,842,127	\$2,521,935	90.2
May-17	145,230	130,628	90.9%	57.1%	\$2,944,044	\$2,674,760	83.8
June-17	139,047	131,449	92.3%	61.4%	\$2,922,908	\$2,663,780	90.0
July-17	127,505	125,291	91.9%	56.1%	\$2,797,540	\$2,714,973	90.6
August-17	143,230	131,840	92.5%	59.8%	\$2,959,707	\$2,696,930	87.7
September-17	135,282	128,472	93.3%	63.4%	\$2,899,742	\$2,756,771	89.8
<b>Total YTD</b>	<b>1,607,277</b>	<b>1,520,000</b>	<b>91%</b>	<b>57%</b>	<b>\$33,968,835</b>	<b>\$32,065,000</b>	<b>88.2</b>
<b>Previous YTD</b>	<b>1,560,814</b>	<b>- -</b>	<b>94%</b>	<b>55%</b>	<b>32,187,649</b>	<b>- -</b>	<b>88.8</b>
<b>YTD Change</b>	<b>3.0%</b>	<b>5.7%</b>	<b>-3.0%</b>	<b>3.8%</b>	<b>5.5%</b>	<b>5.9%</b>	<b>-0.7%</b>
<b>Annual Standard/Measure</b>		<b>1,520,000</b>	<b>90%</b>	<b>54%</b>		<b>\$32,065,000</b>	<b>89.7</b>

a) Standard developed by CCJPA in annual business plan update and approved by the California State Transportation Agency

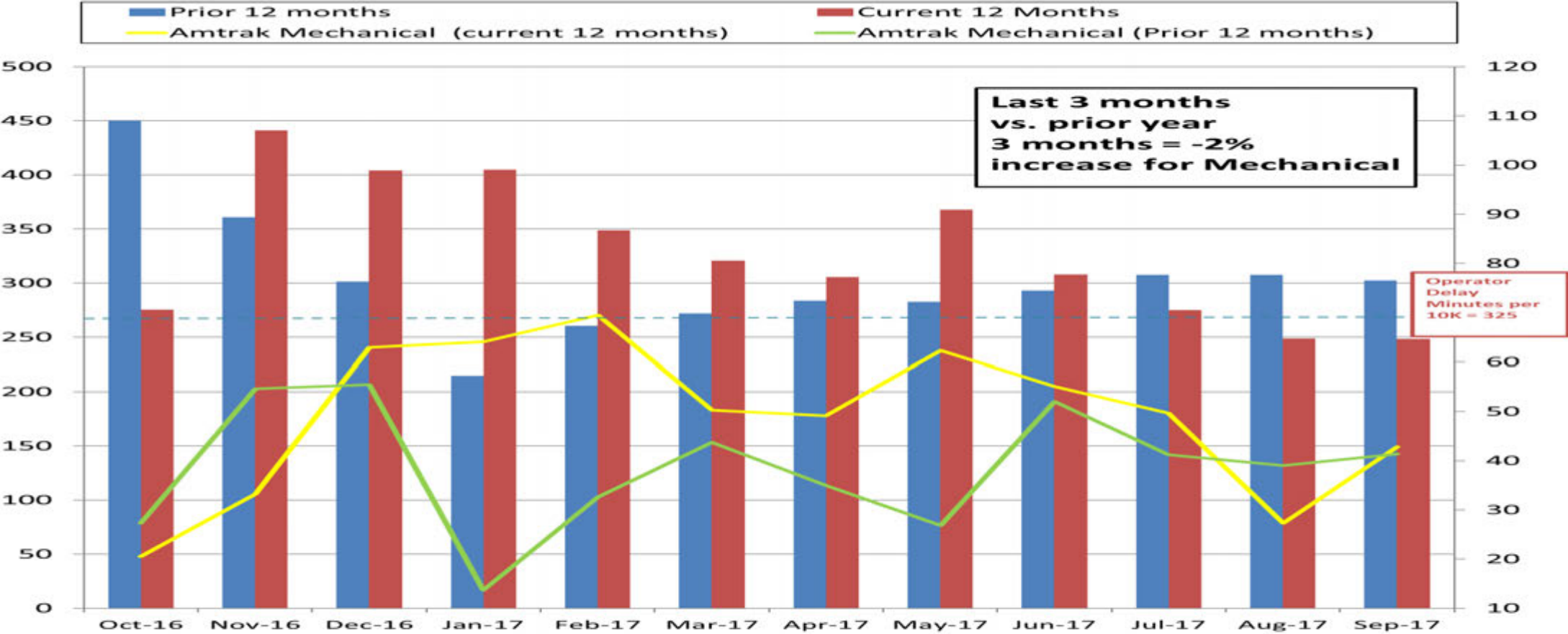
b) This standard measures total revenues (farebox and other operating credits) divided by total expenses (Amtrak operations + CCJPA Call Center)

## Capitol Corridor Host RR Delays per 10K Miles



<strong>Monthly Average</strong>	
-Current 12 months	595
-Prior 12 months	493
% Difference	+21%
<strong>FRA Standard</strong>	
-Current 3 months	532
-Prior 3 months	499
% Difference	+7%

**Capitol Corridor  
Amtrak Operator Delays per 10K Miles**



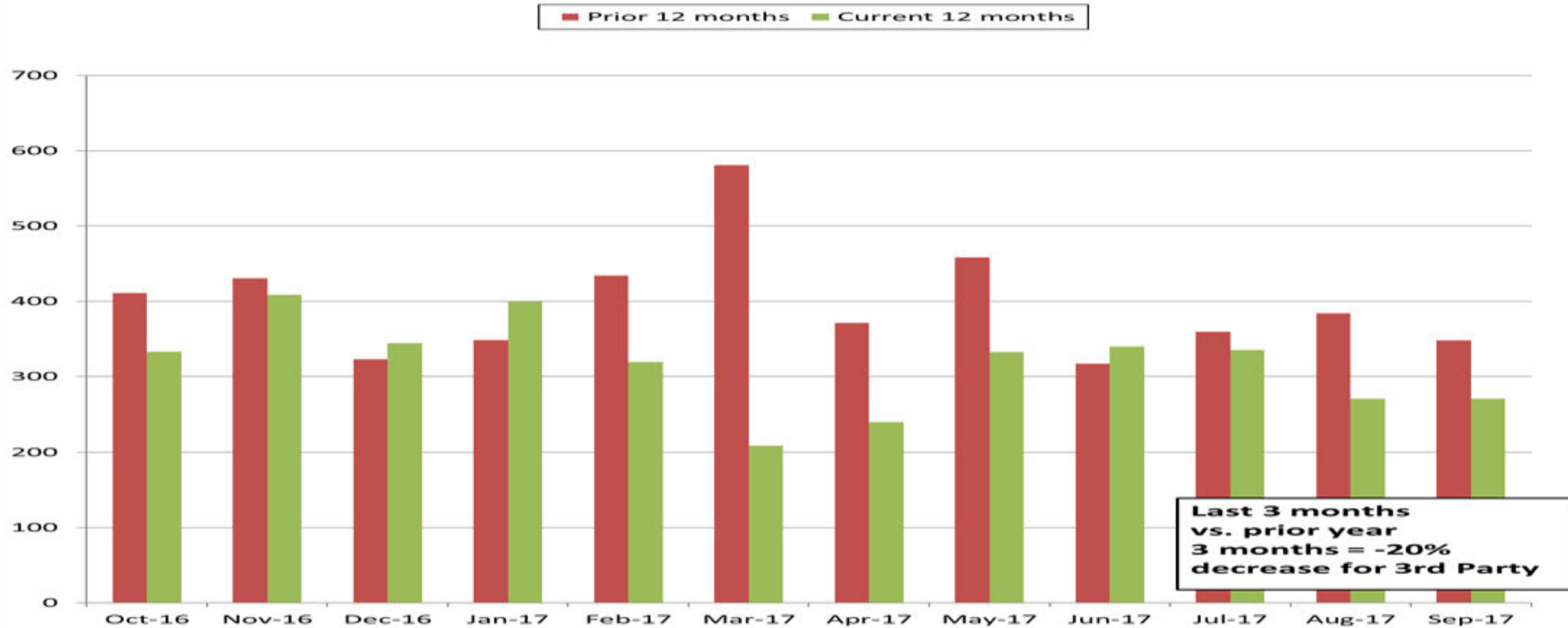
**Monthly Average**

-Current 12 months **329**  
-Prior 12 months **303**  
% Difference **+8%**  
-Avg Mechanical Delays = **49 mins**  
% Diff from prior 12 mos **+27%**

-Current 3 months **257**  
-Prior 3 months **305**  
% Difference **-16%**  
-Avg Mechanical Delays = **40 mins**  
% Diff from prior 3 mos **-2%**



### Capitol Corridor 3rd Party (Police, Trespasser, Bridge Lifts) Delays per 10K Miles

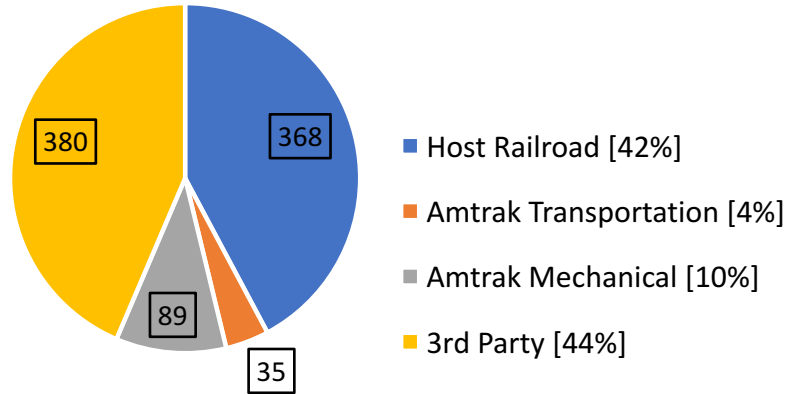


<b>Monthly Average</b>	
-Current 12 months	317
-Prior 12 months	397
% Difference	-20%
-Current 3 months	292
-Prior 3 months	364
% Difference	-20%

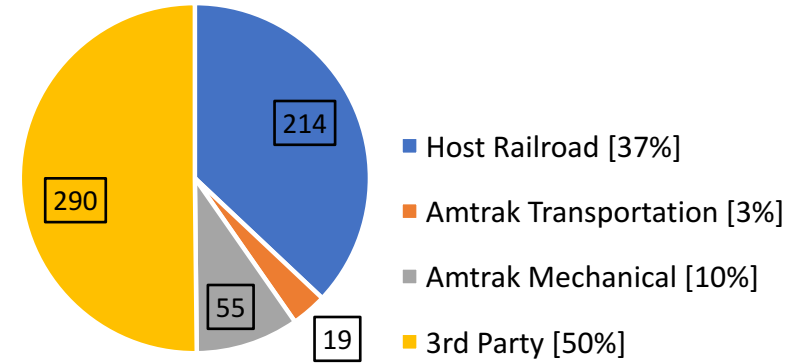
# Capitol Corridor

## Primary Reason for Late Trains

FY2017  
(October 2016 - September 2017)



FY2016  
(October 2015 - September 2016)



	<u>FY2017</u>	<u>FY2016</u>	<u>Diff</u>	<u>Diff %</u>
Host Railroad (a)	368	214	+154	+72%
Amtrak Transportation	35	19	+16	+84%
Amtrak Mechanical (b)	89	55	+34	+62%
3 <sup>rd</sup> Party (c)	380	290	+90	+31%
Total	872	578	+294	+51%
OTP	91%	94%	-3	-3%

### Notes:

(a) Track work in Santa Clara County during Oct 2016-Jan 2017, impacted trains going to/from San Jose.

(b) Increase in mechanical malfunctions.

(c) More bridge openings with increased delay times and record level trespasser incidents that take up to 2 hours to resolve, typically impacting 3-5 trains per incident.