



DATE: November 9, 2018

FROM: David B. Kutrosky, Managing Director

A handwritten signature in blue ink, appearing to read "D. B. Kutrosky".

TO: CCJPA Board of Directors

SUBJECT: Supplemental Materials for the CCJPA Board Meeting -
November 14, 2018

Please find attached the following supplemental materials for your review:

- Capitol Corridor Annual Performance Report FY 18 – Item V.1
- Managing Director’s Report – Item V.7
- FY18 Performance Charts - Item V.7
- Marketing and Communications Activities Report – Item V.8d

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

Attachments

CCJPA Annual Performance Report – 2018

DRAFT content

Overview

Based upon the positive response to the “Fast Facts” section included in last year’s Performance Report, staff has opted to shift this year’s report from a narrative format to an infographic-based approach. Shifting to infographics will allow us to highlight the achievements from the past year, in an easily digestible format, that will facilitate sharing across mediums, and better capture the attention of readers.

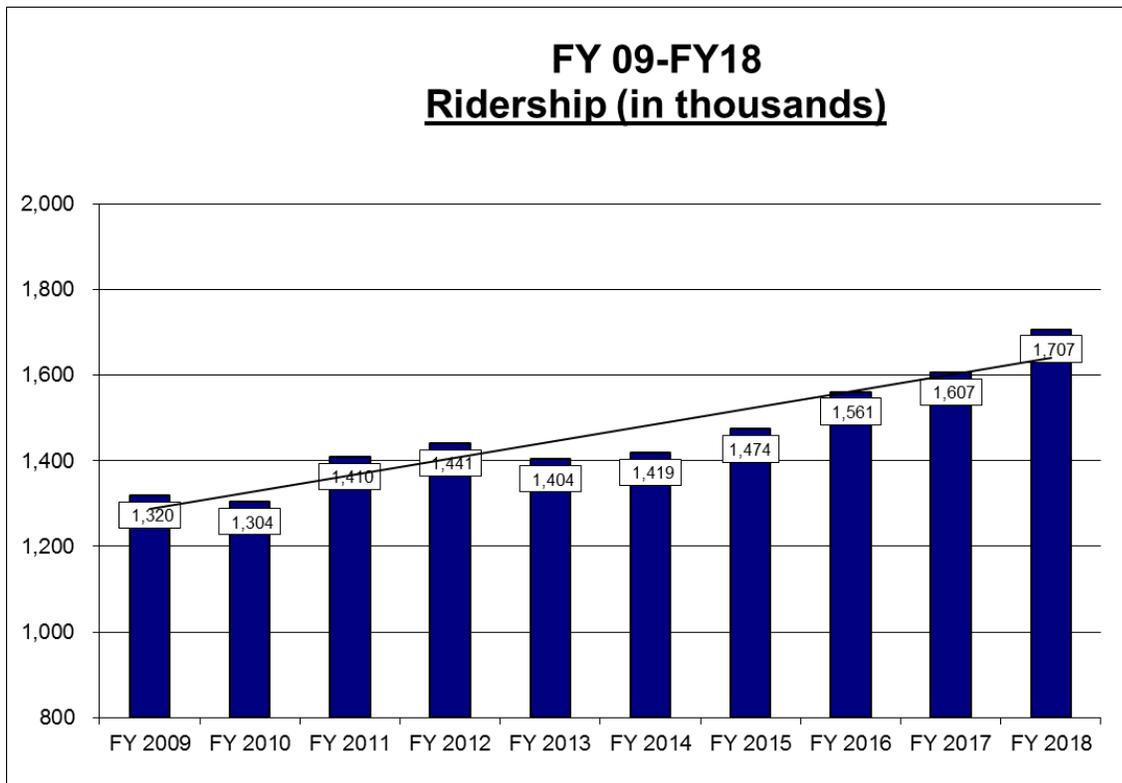
The standard KPI data shown in the charts below will remain in this year’s report, though the visual style may differ for select charts in the final publication. In addition to the KPI’s, this format will allow us to feature additional information about Capitol Corridor customers, ridership trends, and impact of projects on service performance.

Instead of a costly-to-print booklet, this year’s Performance Report will be printed in a newspaper-style, which will allow for larger graphics. When fully expanded, the report will measure 17”w x 22”h, and 8.5”w x 11”h when folded.

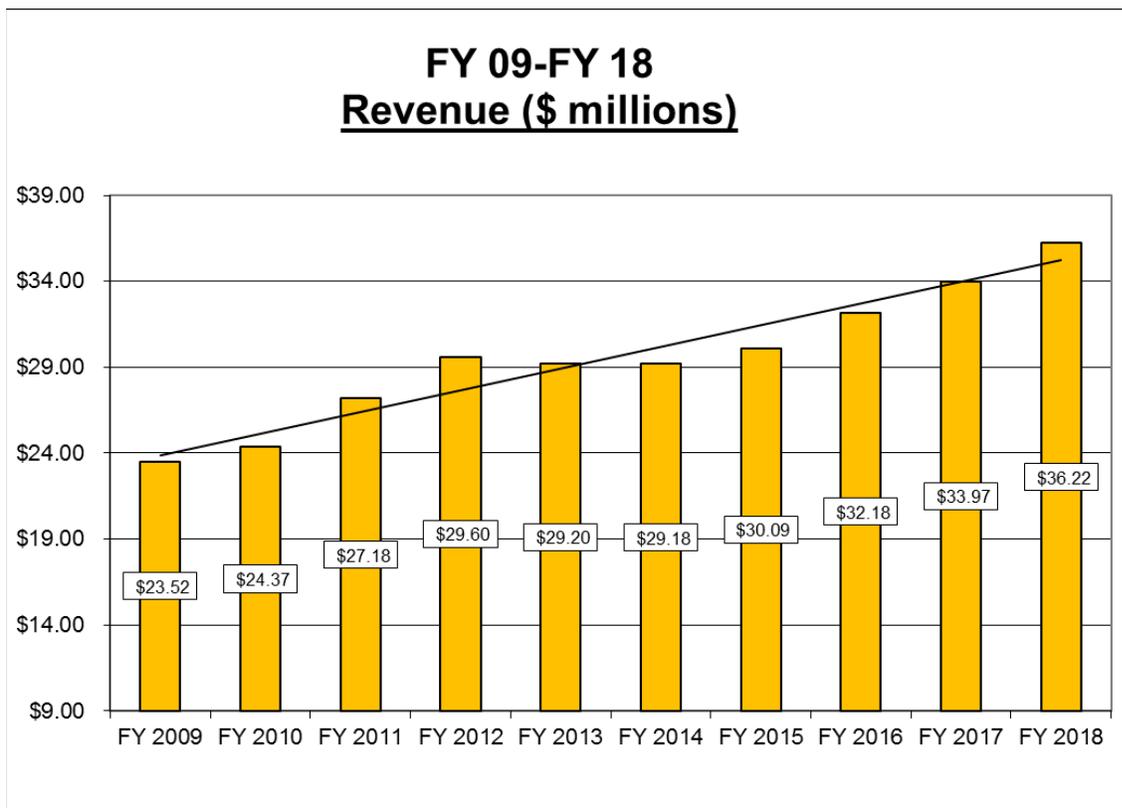
Overall Performance Summary

Twenty Years of CCJPA Management Capitol Corridor Performance Summary					
Period	Service Level	Ridership	Revenue (in millions)	Revenue-to-Cost Ratio	
FY 2018	30 daily trains	1,706,827	\$	36.22	59%
FY 1998 (pre-CCJPA)	8 daily trains	463,000	\$	6.25	30%
FY 1998 - 2018 (20 year improvement)	275%	269%		480%	97%

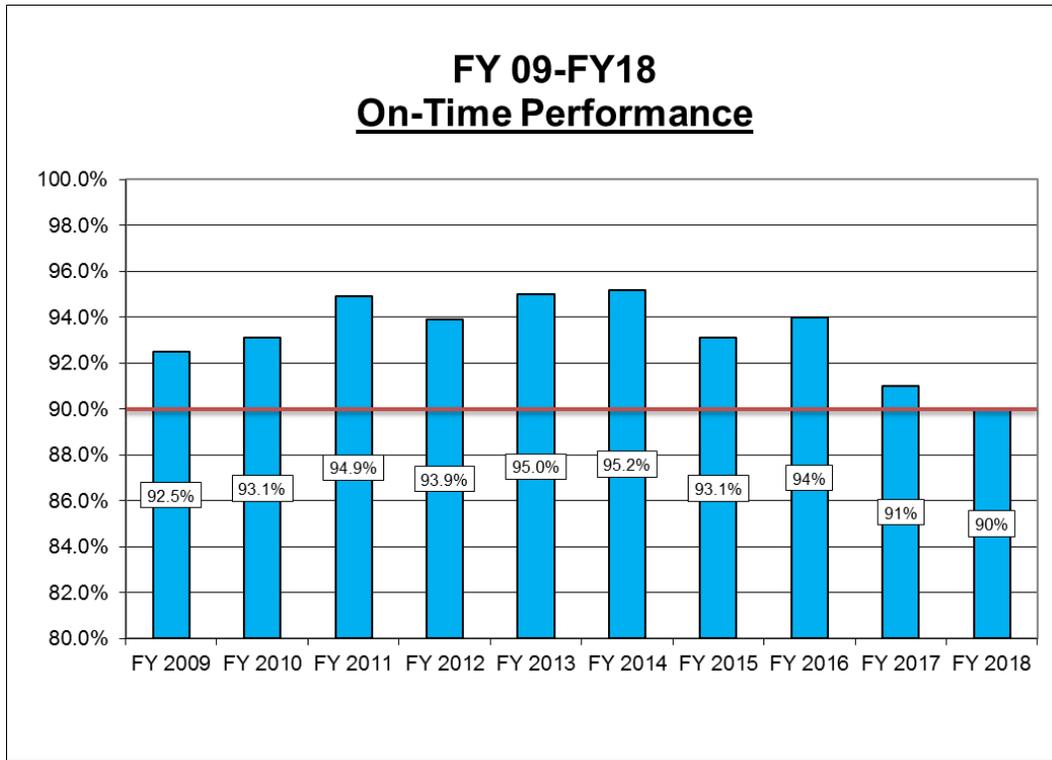
Ridership



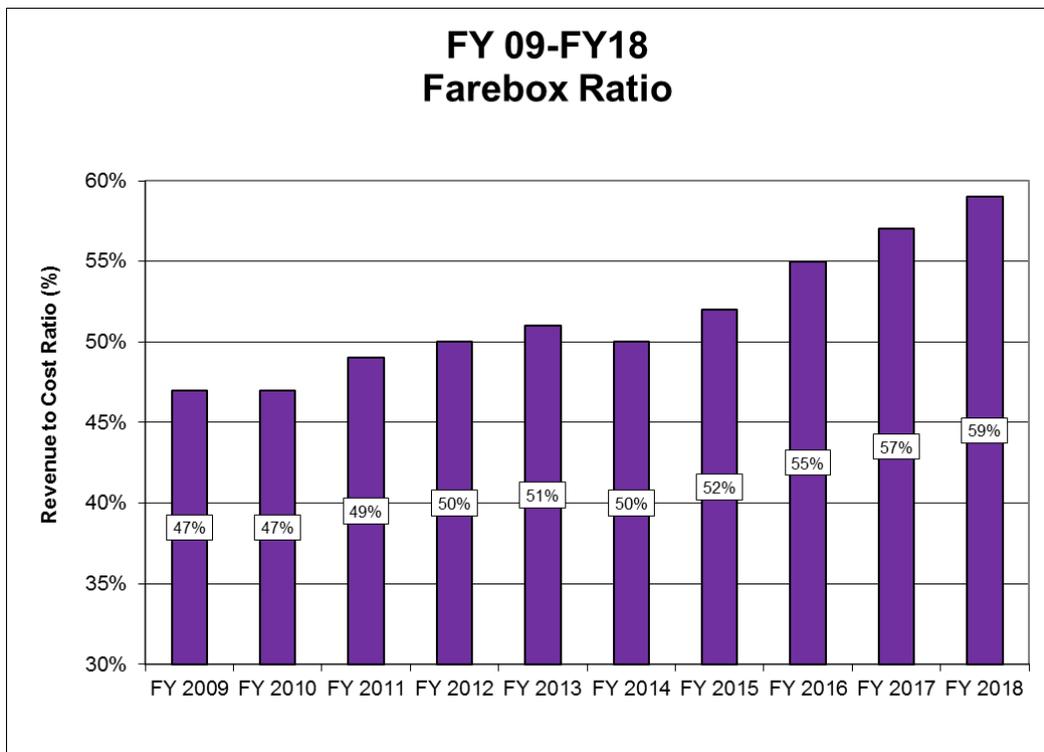
Revenue



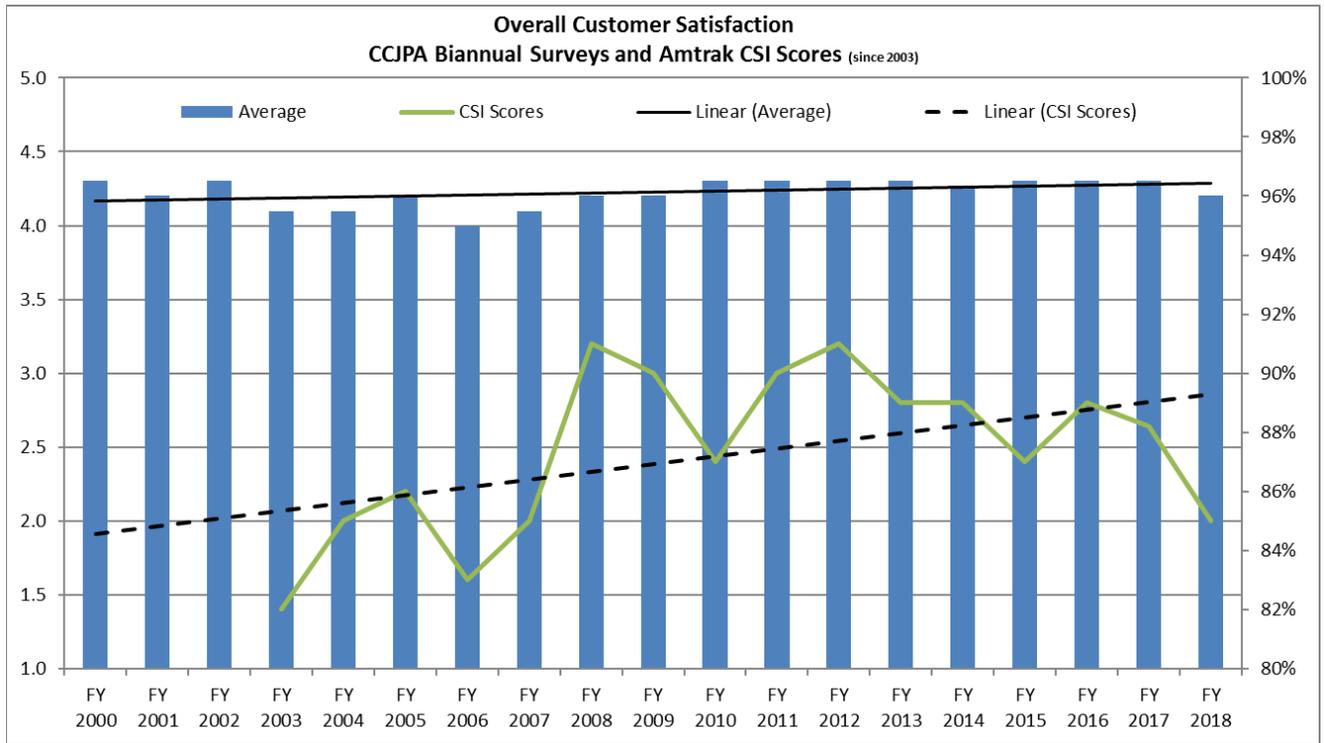
On Time Performance



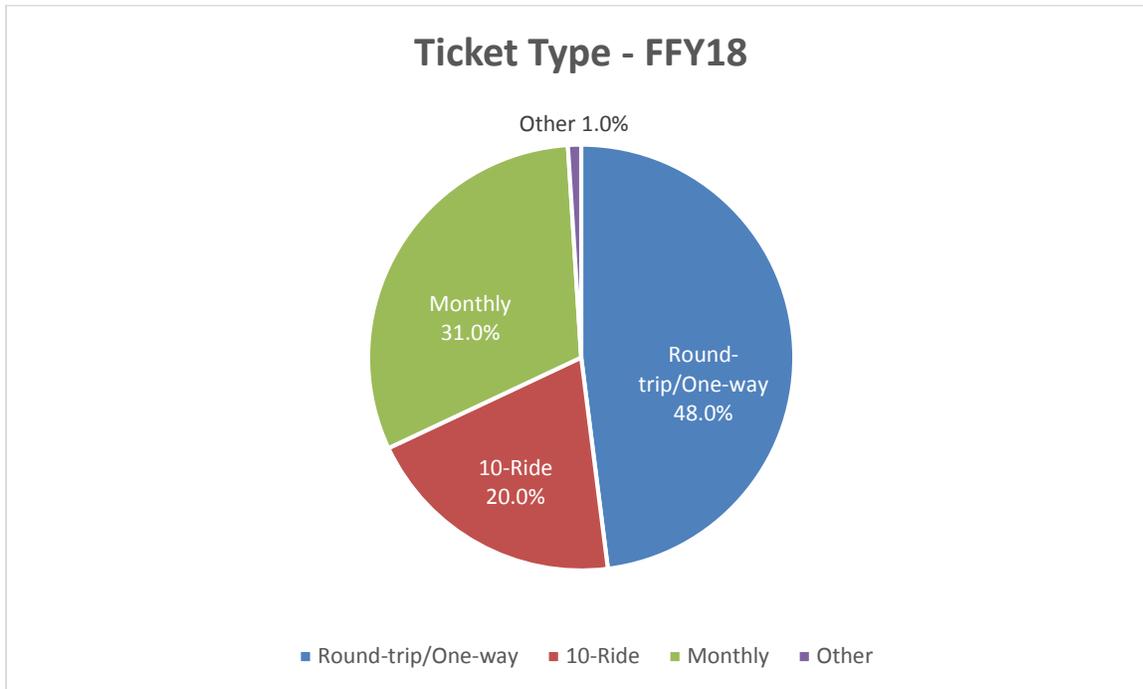
Farebox



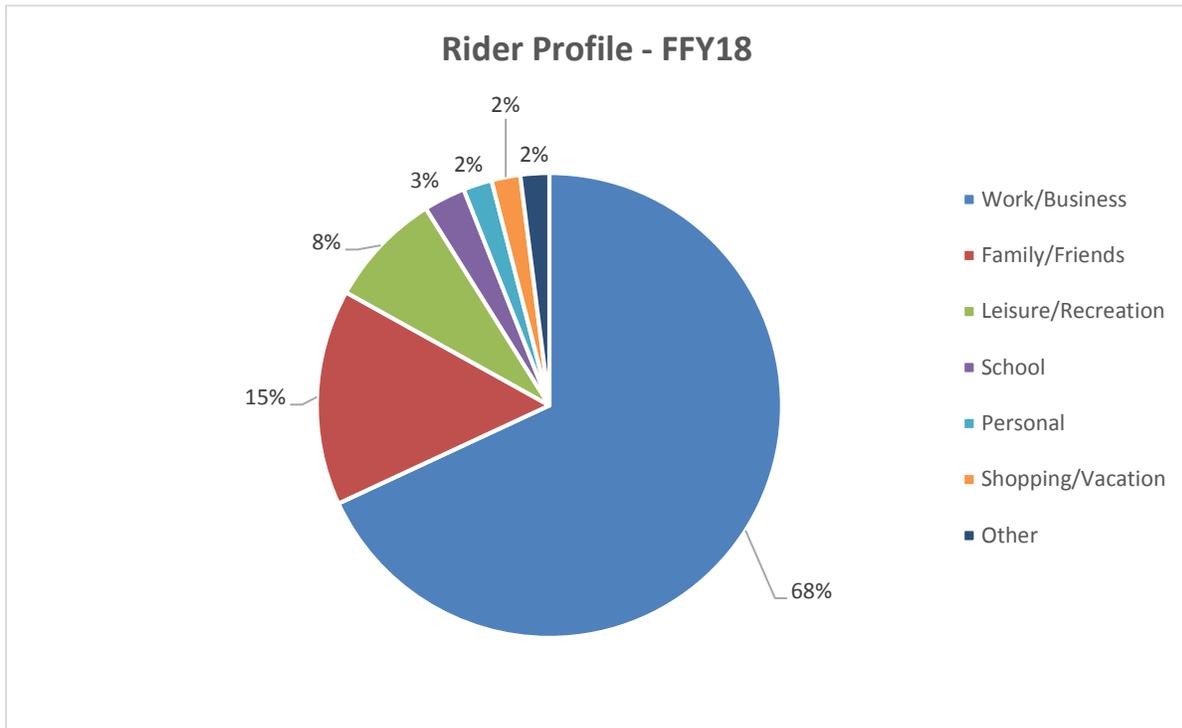
Customer Satisfaction



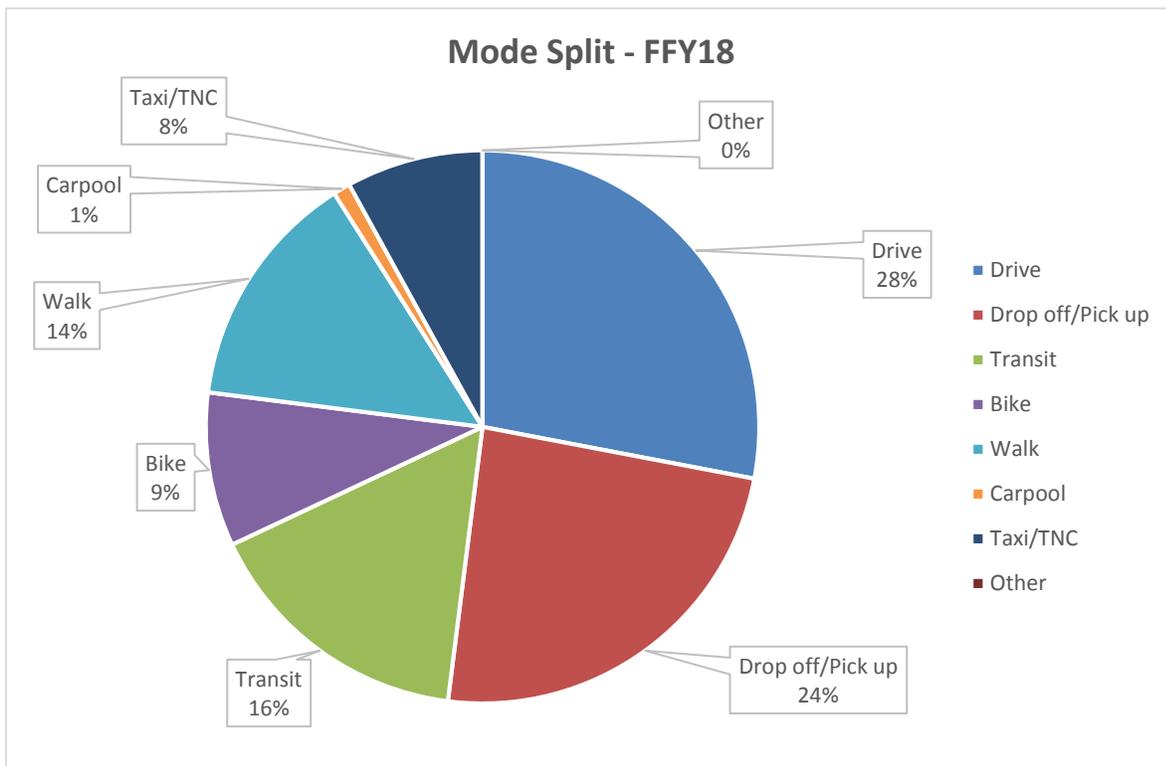
Ticket Type



Rider Profile



Mode Split





Date: November 9, 2018
From: David B. Kutrosky
To: CCJPA Board of Directors
Subject: Managing Director's Report – November 2018

Service Performance Overview

The service performance for the Capitol Corridor in October 2018 mirrors the strong results from last month's close-out of FY 18. A total of 162,458 passengers rode the Capitol Corridor trains in October 2018, a remarkable increase of 9.6% compared to October 2017, breaking the record for the highest ridership in a month. Revenues were up a solid 5.9% over October 2017, which pushed the System Operating Ratio to 66%, significantly above the FY 19 standard of 52%.

Starting in FY 19, the Capitol Corridor Joint Powers Authority (CCJPA) will be tracking two measurements of On-Time Performance (OTP): (1) the reliability of trains arriving at their final destination station (End-point OTP); and (2) the timeliness of passengers arriving at their destination station (Passenger OTP). For October 2018, Capitol Corridor End-point OTP was 91% (#1 in the Amtrak national system) and Passenger OTP was 91% (#2 in the Amtrak national system), the FY 19 standard for both OTP measurements is 90%. Customer Satisfaction scores are not yet available for October 2018.

Standard	Oct. 2018	Oct. 2017	YTD	vs. Prior YTD	vs. FY19 Plan
Ridership	162,458	9.6%	162,458	9.6%	13.8%
Revenue	\$3,233,147	5.9%	\$3,233,147	5.9%	7.1%
Operating Ratio	66%	62%	66%	11.5%	26.0%
End-point OTP	91%	91%	91%	1%	1.4%
Passenger OTP	91%	95%	91%	-4.3%	0.8%
Customer Satisfaction	n/a	85	n/a	0%	n/a

The following are ridership highlights for October 2018:

- Average weekend ridership for October grew by 2.3% compared to October 2017, in large part due to exceptional ridership to/from Raider and 49er football games.
- Average weekday ridership for October was a stellar 9.1% Year-Over-Year (YOY) increase attributed by strong growth on morning and late afternoon/early evening trains. To address this growth the CCJPA is working with Amtrak to add one coach car [80-85 seats per car] to these trains to address crowding conditions.

State and Federal Legislation and Funding

November 6, 2018 Ballot Measure

State Proposition (Prop) 6 – Repeal of the Road Repair and Accountability Act: On Tuesday, November 6, 2018, California voters rejected Prop 6 which would have repealed a gasoline tax increase that went into effect in November 2017 through the enactment of the Road Repair and Accountability Act, or Senate Bill 1 (SB 1), in April 2017. The proceeds from SB1 provide approximately \$5 billion a year for road and transportation projects. The defeat of Prop 6 will allow the proceeds from SB1 to continue to be allocated to various projects across the California transportation network, including the Capitol Corridor train route.

Currently, the CCJPA has several projects underway or in the planning phases that are financed with SB 1 funding. Taken together, these projects are designed to improve reliability, enhance safety, expand service, and reduce greenhouse gas emissions. Into the future, the CCJPA will receive a direct appropriation of approximately \$5 million every year, and every two years, is eligible to compete for awards of up to \$250 million. This is on top of the \$93 million that has already been received by the CCJPA over the past year to implement projects such as signal replacements, safety and security improvements, and expanded service to Silicon Valley and between Sacramento and Roseville.

Federal Legislation

Notice of Funding Opportunity - FY 18 Consolidated Rail Infrastructure and Safety Improvements (CRISI)

The Federal Rail Administration (FRA), as the grantor of the federal FAST Act Rail Title funds, recently released a Notice of Funding Opportunity (NOFO) for \$318 million in competitive grants to fund improvements to safety, efficiency, and reliability for passenger and freight rail services. A 20% match is required, with 50% encouraged. Grant applications were due on October 12, 2018. The CCJPA submitted an application to support the environmental documentation and preliminary engineering for the shift in service to the Coast Subdivision between Oakland and Newark and is awaiting a decision. With the recent allocations of new SB 1 revenues, the CA IPR services are strongly positioned to secure federal program funds.

Proposed Federal FY 19 Budget

On September 25, 2018, a Continuing Resolution (CR) was enacted until December 6, 2018. After the 2018 Mid-term elections, it is anticipated meetings will occur continue between the two Appropriations Committees to develop a compromise “conference” report for an approved FY 19 budget (see table below).

Passenger Rail Programs (in millions)	FY 2018 Appropriation	FY2018 vs FY 2017 Approps	FY 2019 FAST ACT Authorized	FY 2019 Proposed House Approps	FY 2019 Proposed Senate Approps	House vs Senate FY 2019 Proposed Approps
Northeast Corridor	\$ 650	+ 322	\$ 557	\$ 650	\$ 650	0
Routes)	\$ 1,292	+ 133	\$ 1,143	\$ 1,292	\$ 1,292 (\$50*)	0
Amtrak Total:	\$ 1,942	+ 455	\$ 1,700	\$ 1,942	\$ 1,940	0.00
CRISI Grants	\$ 593	+ 525	\$ 255	\$ 300	\$ 255	45.00
SOGR Grants	\$ 250	+ 225	\$ 300	\$ 500	\$ 300	200.00
R&E Grants	\$ 20	+ 15	\$ 22	\$ -	\$ 10	-10.00
Maglev	-		-	\$ 150	\$ -	150.00
Total Passenger Rail	\$ 2,805	+ 1,220	\$ 2,275	\$ 2,892	\$ 2,505	385.00
*Denotes funding for State Supported Route Safety Technology						

Customer Service Program Upgrades

Bike Access Program: New angled bike racks that increase onboard bike storage capacity have been installed on select train cars, and staff are working with the bike rack supplier to improve the design of a small component that will improve the usability and service life of the racks. Staff is also working with a vendor to finalize the design for a Superliner bike storage rack.

Marketing & Communications

Advertising/Offers: Capitol Corridor’s Friends & Family will be renewed for 2019 and Take 5 for \$5 will return in December. Another discount offer is planned for January through March of 2019 to promote off-peak ridership to San Francisco. Advertising will support these offers throughout our key markets through a comprehensive media mix of digital, social, out-of-home, email, and radio.

Social Engagement/Partnerships/Events: With football season underway, staff has been busy with activation of partnerships with the Raiders and 49ers (Levi’s Stadium), including the 25% travel discount for home Raiders games, plus late-train service for several Raiders and 49ers games that are scheduled to end after Capitol Corridor’s last return trains. Capitol Corridor is also engaged with SHN Orpheum Theatre on a number of fall/winter productions, including Phantom of the Opera and Miss Saigon. On October 30, the Capitol Corridor hosted a Halloween-themed Cappy Hour on board trains, featuring new food options on the menu, plus sampling of cold brew coffee.

Other: Staff is involved in developing signage for stations to assist passengers with wayfinding and general service information. Staff also continues to work on communications related to upcoming projects including Positive Train Control, SB 1 projects, and On-Board Information System (OBIS) Project.

Safety and Service Reliability Initiatives

Station Safety Upgrades: Amtrak has continued installation of security cameras at the Auburn, Rocklin, Roseville and Suisun stations. In addition, Amtrak has continued installation of lighting and a wayside power system at the Auburn layover site. Completion of these projects is expected in the first quarter 2019.

Positive Train Control (PTC) Update: While an initial launch of PTC on select Capitol Corridor trains was scheduled in late September, Union Pacific Railroad (UPRR) encountered internal server software issues that prevented the PTC launch. After several weeks of investigations and upgrades to various software systems, during the week of October 8, 2018, PTC was launched on four weekday Capitol Corridor trains to determine if these upgrades and repairs were working as intended. Over two weeks, only one train incurred a 15-minute initial terminal delay due to PTC. Amtrak and the CCJPA then decided to launch the rollout of PTC on all Capitol Corridor trains with qualified train crews starting on October 24. Up to this launch, Amtrak commissioned and tested all basic systems to ensure performance met specifications. Amtrak also ensured that trained supervisors were at the initial terminal stations to assist in the initialization process when trains began a run with the PTC system activated.

Discussions continue with Caltrain on their installation plans and subsequent launch of PTC along the Caltrain corridor (SF-San Jose).

State Rail Assistance (SRA) Funded Projects: Using the funds provided by the State of California under SB 1, Capitol Corridor has begun several improvement projects. Two projects being executed by UPRR are underway, the first of which is a series of signal upgrades to improve the reliability of the railroad and help avoid episodic delays. The initial set of improvements was completed in July of 2018. CCJPA is working with UPRR to finalize an agreed upon set of additional improvements to the railroad signal system using this same funding source in late 2018 and early 2019. The second UPRR project has established a permanent right-of-way (ROW) abatement crew to improve safety and security along the route. This crew removes debris and temporary shelters, installs and repairs security fencing, and constructs access deterrents to help reduce trespassing and related incidents. This work, which commenced in July 2018, is expected to improve Capitol Corridor's On-Time Performance (OTP). In addition to these two projects, the SRA program is funding an initiative to replace and upgrade the current California Passenger Information Display System (CalPIDS) and to support the rail relocation and service improvement project between Oakland and San Jose.

Project Updates

Travel Time Savings Project: The UPRR has completed all rail infrastructure work that was identified to be completed in the Travel Time Savings project. Once UPRR has published the higher speeds, the CCJPA, Amtrak, and UPRR will conduct ride studies to verify the time savings and produce an updated public timetable (train schedule). The intent is to reduce run times by up to 10 minutes for Capitol Corridor trains traveling between Sacramento and San Jose. The expectation is that schedule changes will be implemented in the Spring of 2019.

Sacramento-Roseville 3rd Track/Phase 1 Project: The design consultant has begun work on the final design of this Phase I project, with the 10% design plans submitted and under review by Union Pacific and Capitol Corridor. Meanwhile, the design consultant has continued detailed site investigations including surveying, aerial mapping and geotechnical testing which will support the next phase of the design effort. The UPRR has begun providing design support and will also complete the railroad signal design plans later in the design phase. At present, the design is expected to be completed in late 2020. Following the completion of the design and then construction of the improvements, this Phase I project will permit the addition of two round trips daily between Sacramento and Roseville.

Renewable Diesel Pilot Program Status Report: Staff, in partnership with Amtrak, has completed the testing of renewable diesel fuels on our test locomotive (California F-59 Locomotive # 2005). This pilot program included

coordination with the California Air Resources Board (CARB). Testing began in early September 2017, with a companion locomotive to protect service, and in late October 2017, the locomotive operated as the sole power unit on the weekday test trains (#529/#536 Auburn-Oakland run). During the testing period, there have been no noticeable changes in the performance of the locomotive, nor has there been any significant loss of power or equipment damage.

On December 29, 2017, California Air Resources Board (CARB) personnel completed their emissions testing of Locomotive #2005. Staff has received the results from CARB's lab-based tests on September 24, 2018. The report showed lower emission rates as compared to the typical petrol-based diesel fuels. However, the report showed some anomalies that may be contributed to fueling/emissions testing procedures. The CCJPA and Caltrans are in discussions with Cummins (the manufacturer of the Charger locomotive engines) to determine if testing renewable diesel will have no impact on the Charger warranty. CCJPA and Caltrans are expecting to select one Charger locomotive and begin testing renewable diesel fuel in early 2019. The CCJPA will also work with CARB to perform its lab-based tests on one California F-59, preferably Locomotive 2005, in parallel to the Charger testing to verify the initial lab-based tests on Locomotive 2005. If all tests show that renewable diesel is operationally suitable, the CCJPA will shift towards the use of renewable diesel for normal operations.

Outlook – Closing

The Capitol Corridor performance continues to build upon the impressive results of FY 18 with record ridership and revenue in October 2018. These early results show sustained growth in reliability, ridership and revenues that exceed budget projections and set the stage for solid performance results in FY 19. The implementation of PTC on Capitol Corridor trains in October 2018 will only bolster the strong safety record of the service. And with the defeat of Prop 6, the CCJPA will continue to receive and compete for a sustainable, predictable source of funds that will allow the CCJPA to invest in programs and projects that expand and enhance the Capitol Corridor train service.

FY 2018 Performance Measures

Oct 2017 - Sept 2018	Ridership	Revenues	On Time Performance	System Operating Ratio	Customer Satisfaction
Actual	1,706,829	\$ 36,305,769	90%	59%	85.5
Business Plan	1,612,000	\$ 33,159,000	90%	52%	89.7
Actual vs Businss Plan % Diff	+5.9%	+9.5%	0%	+13.5%	-4.7%
Previous YTD % Diff	+6.2%	+6.9%	-1.0%	+6.8%	-3.1%

How's Business?

Ridership



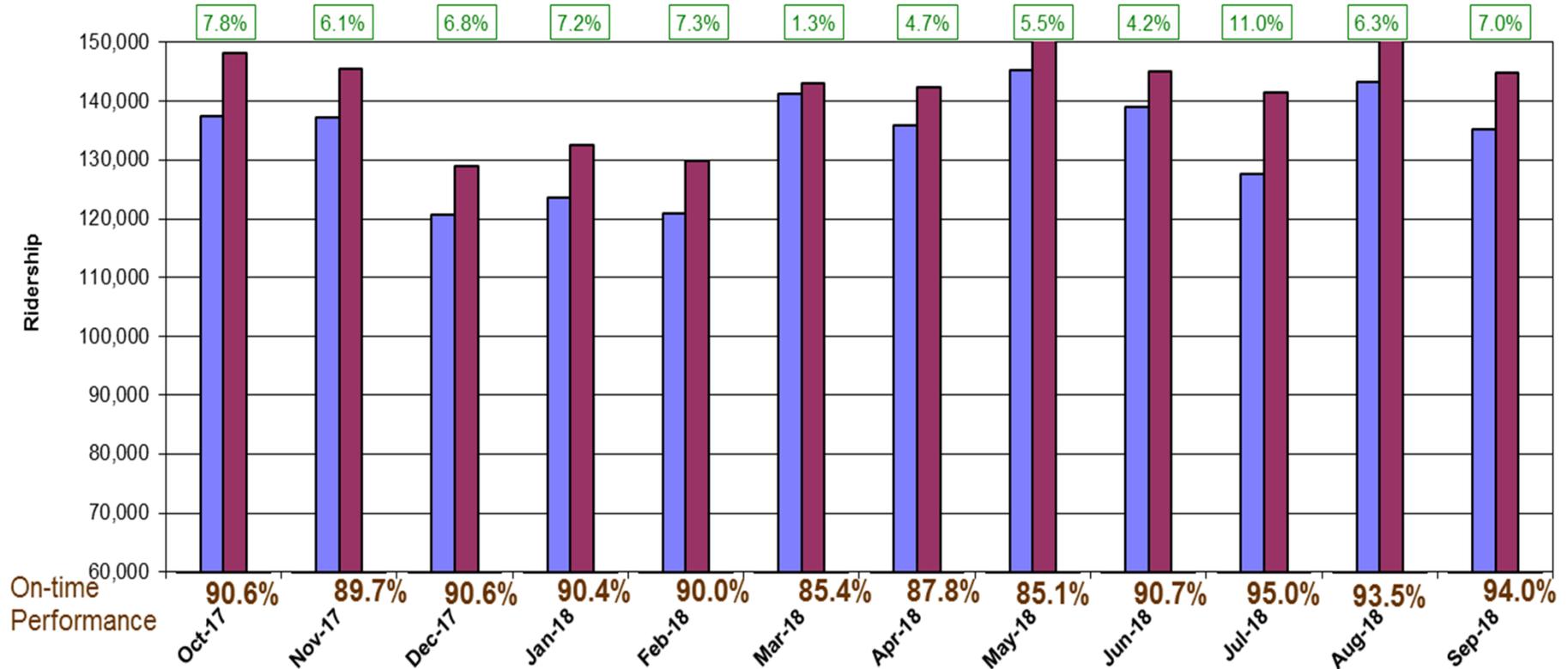
■ Prior 12 Months ■ Current 12 Months

6.19% Overall 12-Month Growth

Ridership Last 12 Months=1,706,829

Ridership Prior 12 Months=1,607,277

% difference current month to prior year's month



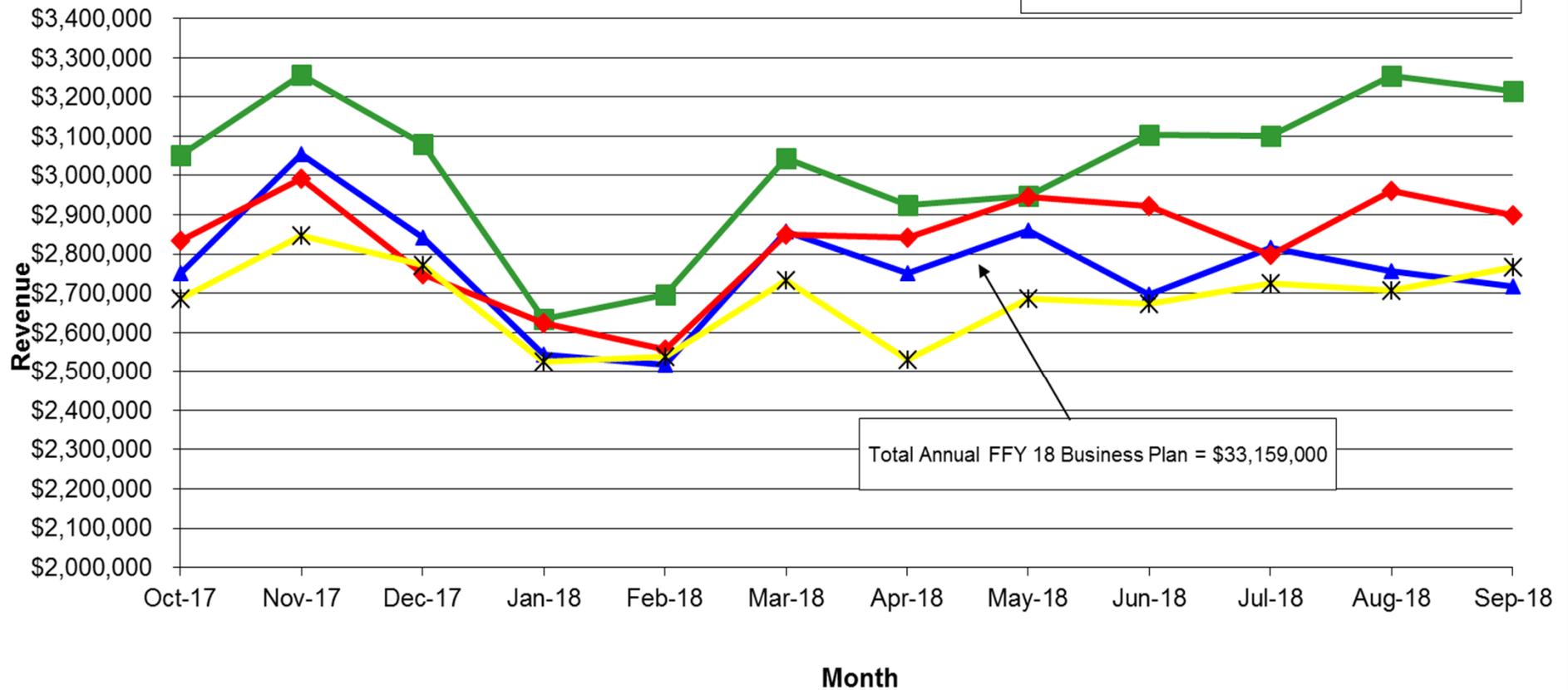
How's Business?: Revenue

9.5% vs. FFY 18 Business Plan YTD

6.9% vs. Prior FFY 17 YTD

12.8% vs. Prior FFY 16 YTD

Capitol Corridor Performance FFY 2017-18 Monthly Revenues Actual vs Business Plan





Marketing Partnerships: Sep-Oct 2018

Sports Partnerships:



Destination Partnerships:



**Phantom of the Opera
tickets giveaway (8/31- 9/10)**

**Miss Saigon tickets
giveaway (10/8- 10/17)**



**Jay-Z & Beyoncé
tickets giveaway
(9/12- 9/18) and
rescheduled
train (9/29)**

OTR II
SATURDAY,
SEPTEMBER 29TH
LEVI'S® STADIUM
SPECIAL
CONCERT TRAIN



Public Relations & Rider Experience: September- October 2018

Rail Safety Month kickoff media event (9/7)



CHP Transportation & Wellness Fair (9/12)



Richmond Shelter Safety Outreach (9/27)



San Carlos Elementary Transportation Fair 10/14



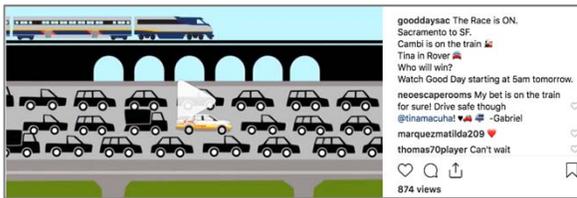
"Celebrate Sustainability" Greenbiz event 10/24



"Cappy Hour" Rider Appreciation (10/31)



Good Day Sacramento "Train vs. Car to SF" (10/25)



Courtesy Campaign: On- Board Signage (ongoing)



Communications: Social Media, Service Alerts, CC Rail Mail and Blog

Followers as of 11/8/18



14,195



5,443



2,163

September 1- October 31, 2018

	New Subscribers	Total Subscribers	Avg. Open Rate
CC Rail Mail	237	4,839	19%
Service Alerts	334	4,295	13%
Get on Board	463	1,487	22%

Get on Board Blog Posts

September 1 – October 31, 2018

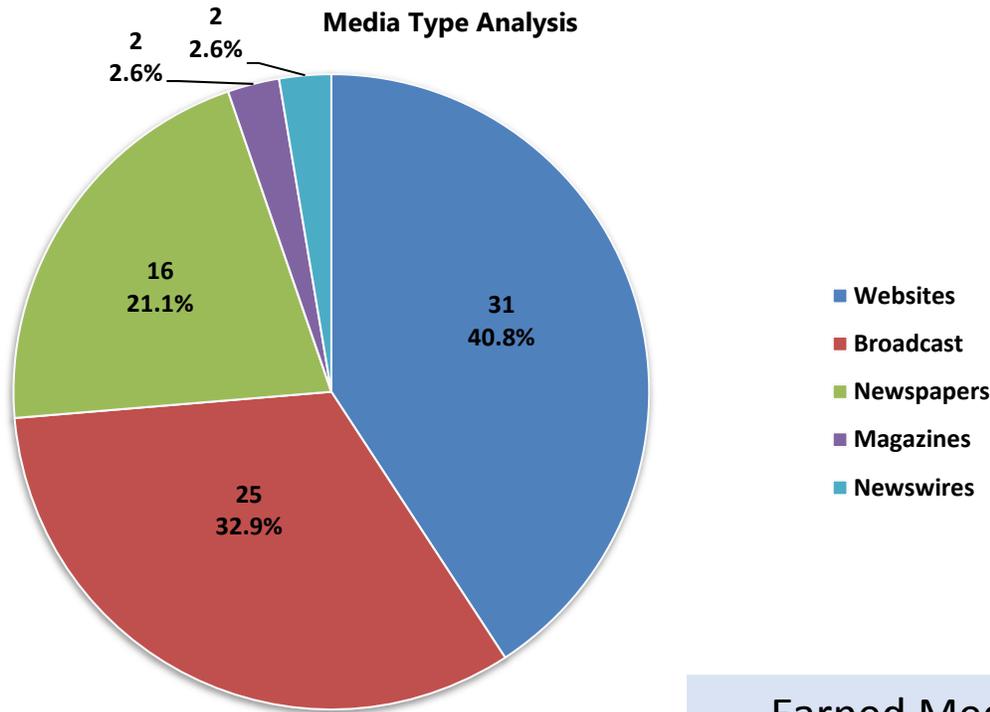
Total page views: **9,276**

Top 3 Blog Posts

1. “Three Ways to Get to San Francisco on the Capitol Corridor”: **1,879**
2. “Enter to Win Tickets to the Phantom of the Opera in San Francisco” : **747**
3. “Enter for a Chance to See Jay-z & Beyoncé at Levi’s® Stadium on Sept. 29”: **709**



Earned Media Reporting – October 2018



Earned Media Value for
October 2018:

\$763,961

Media Type Analysis

Capitol Corridor generated **76** articles in October 2018.

Websites contributed **31** articles (40.8%). The most prominent website by impression was *SFGate.com*.

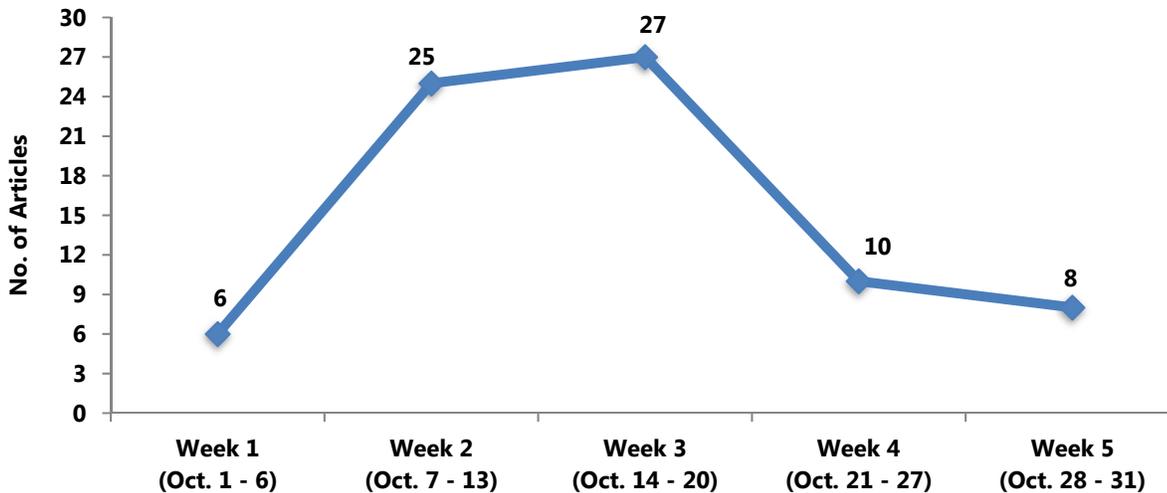
Online version of Newspapers published **16** articles (21%). The most prominent newspapers by volume were the *Mercury News*, *East Bay Times*, and the *Kane Republican*.

Newswires contributed **two** articles (2.6 percent). The prominent newswires were *EIN News* and *EIN Presswire*.

Magazines earned **two** articles (2.6 percent) from *Firehouse* and *Mass Transit*.

Earned Media Reporting – October 2018

Trend of Coverage - Capitol Corridor



Week 1 had **one** article. News included:

- An article from *KXTV* citing Capitol Corridor's BOGO offer for people to get to the 'Summit Beer Festival' at Downtown Sacramento

Week 2 had **three** articles. Topics included:

- San Jose's Diridon Station transit hub serving Capitol Corridor line and buses.

Week 3 had **14** articles. Major themes included:

- Amtrak planning to add extra trains to the Capitol Corridor route during the week of Thanksgiving
- Capitol Corridor Joint Powers Authority committing to the Bay area's goal to become diesel-free by 2033

Week 4 contributed **14** articles. Highlights included:

- Capitol Corridor trains being expected to run in tandem with BART across San Francisco Bay in the second tube which BART is planning to build



Website - Oct 2018

CCJPA Dashboard

Oct 1, 2018 - Oct 31, 2018

+ Add Widget | Share | Email | Export

Customize Dashboard | Delete Dashboard

All Users
100.00% Sessions

+ Add Segment

Visits



Avg. Visit Duration

00:02:03

Avg for View: 00:02:03 (0.00%)

% New Visits

61.53%

Avg for View: 61.53% (0.00%)

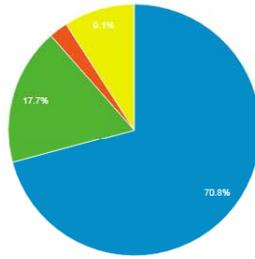
Unique Visitors

39,399

% of Total: 100.00% (39,399)

Visits by Source

google (direct) bing Other



Pageviews by Page path level 1

Page path level 1	Pageviews
/	20,074
/schedules/	17,636
/stations/	15,991
/tickets/	6,757
/route-map/	5,029

Bounce Rate

60.75%

Avg for View: 60.75% (0.00%)

Pageviews

95,032

% of Total: 100.00% (95,032)

Pages/Visit

1.71

Avg for View: 1.71 (0.00%)



FY19 Marketing and Communications Overview

July	August	September
<ul style="list-style-type: none"> ✓ Café Car menu ✓ Annual Report ✓ Zoho Desk Implementation ✓ BART weekend ticket giveaway and on board Cappy Hour ✓ Great America ticket giveaway ✓ San Jose Jazz Summerfest ticket giveaway 	<ul style="list-style-type: none"> ✓ Group Travel Planning for FY18 ✓ Veteran’s Discount (TBD) ✓ Safety Train Event – Stockton ✓ Yolo 150th Anniversary ✓ Rail Safety Month kickoff event ✓ Oakland Raiders Promotion Begins ✓ CA Craft Bee Summit promotion ✓ Courtesy On board Signage ✓ Eat Real Food Festival ticket giveaway 	<ul style="list-style-type: none"> ✓ 2018 Transit Transfers, Placer Step-Up Coupons ✓ Rail Safety Month ✓ Eat Real Food Festival ✓ Raiders/KHTK radio ticket contest ✓ Raiders game train on 9/10 ✓ Jay-Z/Beyoncé concert train ✓ SHN Phantom of the Opera ticket giveaway ✓ CHP Wellness and Transportation Fair
<p style="text-align: center;">October</p> <ul style="list-style-type: none"> ✓ Begin design/production of Annual report ✓ SHN Miss Saigon ticket giveaway ✓ Cal State Rail Plan (TBD) ✓ Updated Ride Guide (planned) ✓ Cappy Hour – “Cappy Halloween” ✓ Café Car Menu update (Pot Roast Sandwich and new Turkey Sandwich) ✓ SB 1 project outreach ✓ PTC outreach and PR 	<p style="text-align: center;">November</p> <ul style="list-style-type: none"> ✓ Thanksgiving service communications • 49ers/Raiders Nov. 1 & 12 game trains • Ticket giveaway for 49ers v Broncos game on 12/9 • San Jose and Sacramento Holiday Ice Rink Partnerships • California Everyday Discounts (Renew) • Veterans Discount, Active-Duty Military Discount for 2019 + Amtrak Flash Sale participation • Last-mile transit partnerships (e.g. Jump, Gig)and website updates • Safety Outreach plan for 2018-19 • Blog/News content refresh • Airport connections website update and outreach 	<p style="text-align: center;">December</p> <ul style="list-style-type: none"> • Take 5 for \$5 offer on wknds • Holiday card & communications • Harlem Globetrotters promo • SF 49ers ticket giveaway for 12/9 • Holiday travel tips/service communications • Rail safety messaging/PR for holiday season • SHN partnership renewal for 2019 show season (specific shows and dates TBD) • Lake Tahoe ski promotion
<p style="text-align: center;">January</p> <ul style="list-style-type: none"> • Visit SF fares start • Visit Oakland Restaurant Week promotion + influencer collaboration • Business Plan– draft and Public Workshops • College Football Championships promotion • Friends & Family fare discount renewal for 2019 (TBD) 	<p style="text-align: center;">February</p> <ul style="list-style-type: none"> • Stitch ‘n’ Ride Discount (TBD) 	<p style="text-align: center;">March</p> <ul style="list-style-type: none"> • Oakland A’s (TBD) • Oakland Running Festival partnership
<p style="text-align: center;">April</p> <ul style="list-style-type: none"> • Earth Day events and promotions 	<p style="text-align: center;">May</p> <ul style="list-style-type: none"> • Bike to Work outreach 	<p style="text-align: center;">June</p> <ul style="list-style-type: none"> • Contract/Vendor planning for FY19