



LOSSAN RAIL CORRIDOR AGENCY BOARD of DIRECTORS MEETING

**Monday, August 21, 2017
12:30 p.m. to 2:30 p.m.**

Los Angeles County Metropolitan Transportation Authority
Board Room - Third Floor
One Gateway Plaza
Los Angeles, California

Teleconference Sites

Cathedral City Civic Center
2nd Floor, Mayor Pro Tem Offices
68-700 Avenida Lalo Guerrero
Cathedral City, CA

Orange County Transportation Authority – Headquarters
Conference Room 1234 – 12th Floor
600 South Main Street
Orange, CA

San Diego Metropolitan Transit System
1255 Imperial Avenue, 10th Floor
Executive Committee Room
San Diego, CA

Ventura County
Criminal Justice Training Center
Camarillo Airport
106 Durley Avenue
Camarillo, CA

Any person with a disability who requires a modification, accommodation or agenda materials in an alternative format in order to participate in the meeting should contact the LOSSAN Clerk of the Board, telephone 714-560-5676, no less than two (2) business days prior to this meeting to enable LOSSAN to make reasonable arrangements to assure accessibility to this meeting.

Agenda Descriptions

The agenda descriptions are intended to give members of the public a general summary of items of business to be transacted or discussed. The posting of the recommended actions does not indicate what action will be taken. The Board of Directors may take any action which it deems to be appropriate on the agenda item and is not limited in any way by the notice of the recommended action.

Public Comments on Agenda Items

Members of the public may address the Board of Directors regarding any item. Please complete a speaker's card and submit it to the Clerk of the Board or notify the Clerk of the Board the item number on which you wish to speak. Speakers will be recognized by the Chairman at the time the agenda item is to be considered. A speaker's comments shall be limited to three (3) minutes.

Public Availability of Agenda Materials

All documents relative to the items referenced in this agenda are available for public inspection at www.lossan.org or through the LOSSAN Clerk of the Board's office at the OCTA Headquarters, 600 South Main Street, Orange, California.

2017 BOARD OF DIRECTORS

(revision as of 08-10-17)

County	Members	Alternates
San Luis Obispo: 1 vote	Fred Strong Council Member, City of Paso Robles San Luis Obispo Council of Governments	John Shoals Mayor, City of Grover Beach San Luis Obispo Council of Governments
Santa Barbara: 1 vote	Helene Schneider Mayor, City of Santa Barbara Member, Santa Barbara County Association of Governments	Michael T. Bennett Council Member, City of Goleta Member, Santa Barbara County Association of Governments
Ventura: 1 vote	Bryan MacDonald (Vice Chairman) Council Member, City of Oxnard Member, Ventura County Transportation Commission	Jim White Representative, Ventura County Transportation Commission
Los Angeles: 2 votes	(Vacant) John Fasana Council Member, City of Duarte Member, Los Angeles County Metropolitan Transportation Authority	David Perry Representative, Los Angeles County Metropolitan Transportation Authority Mary Lou Echternach Representative, Los Angeles County Metropolitan Transportation Authority
Orange: 2 votes	Al Murray Mayor Pro Tem, City of Tustin Member, Orange County Transportation Authority Tim Shaw Mayor Pro Tem, City of La Habra Member, Orange County Transportation Authority	Lisa A. Bartlett Supervisor, 5 th District Orange County Board of Supervisors Member, Orange County Transportation Authority Mark A. Murphy Mayor Pro Tem, City of Orange Member, Orange County Transportation Authority

BOARD OF DIRECTORS AGENDA

County	Members	Alternates
Riverside: 1 vote	Greg Pettis Mayor Pro Tem, City of Cathedral City Member, Riverside County Transportation Commission	Dana Reed Council Member, City of Indian Wells Member, Riverside County Transportation Commission
San Diego: 2 votes	Tony Kranz (Chairman) Council Member, City of Encinitas Member, North County Transit District Lorie Bragg Council Member, City of Imperial Beach Member, San Diego Metropolitan Transit System Terry Sinnott Mayor, Representative, San Diego Association of Governments	Ed Gallo Council Member, City of Escondido Member, North County Transit District Harry Mathis Chairman of the Board for San Diego Metropolitan Transit System Ron Morrison Mayor, City of National City Member, San Diego Association of Governments
Ex-Officio Members: Amtrak	Jeff Snowden Representative, Amtrak	
Caltrans	Kyle Gradinger Representative, California Department of Transportation	
California High-Speed Rail Authority	Michelle Boehm California High-Speed Rail Authority	
Southern California Association of Governments	Art Brown Council Member, City of Buena Park Member, Southern California Association of Governments	

Call to Order

Pledge of Allegiance

1. Public Comments

At this time, members of the public may address the Board of Directors regarding any items within the subject matter jurisdiction of the Board of Directors, but no action may be taken on off-agenda items unless authorized by law. Comments shall be limited to three (3) minutes per speaker, unless different time limits are set by the Chairman subject to the approval of the Board of Directors.

Special Calendar

There are no Special Calendar Matters.

Consent Calendar (Items 2 through 6)

All items on the Consent Calendar are to be approved in one motion unless a Board Member or a member of the public requests separate action or discussion on a specific item.

2. Approval of Minutes

Approval of the minutes of the LOSSAN Board of Directors meeting of June 19, 2017.

3. Minor Capital Improvement Projects - Fiscal Year 2015-16 Priority Projects List Roger M. Lopez

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency receives funding for minor capital improvement projects on an annual basis. A priority list of minor capital improvement projects to utilize these funds has been developed in coordination with the California Department of Transportation, Division of Rail and Mass Transportation and Amtrak Engineering personnel. The priority list of minor capital improvement projects for fiscal year 2015-16 funding is presented for Board of Directors review and approval.

Recommendations

- A. Review and approve the proposed projects for the fiscal year 2015-16 minor capital improvement projects program.
- B. Authorize the Managing Director to negotiate and execute a cooperative agreement between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Amtrak to implement the minor capital improvement projects program.

4. Agreements for Pacific Surfliner Marketing Services

Emilia Doerr

Overview

On April 17, 2017, the Board of Directors approved the release of a request for proposals for consultant services to assist the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency in strategic, creative, and technical aspects of marketing the Pacific Surfliner service. Proposals have been received and evaluated in accordance with the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute agreements for these services.

Recommendations

- A. Approve the selection of Webb & Duffy's, doing business as Truth and Advertising, to provide consultant services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0003 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$300,000, to provide consulting services for brand development and outreach services for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.
- C. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0004 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$250,000, to provide consulting services for integrated advertising and direct response marketing for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.

5. Technical Advisory Committee Membership Update

Michael Litschi

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Technical Advisory Committee provides feedback on technical issues associated with improvements in passenger rail service and related facilities on the Los Angeles - San Diego - San Luis Obispo rail corridor. On June 19, 2017, the Board of Directors adopted a formal membership roster for the Technical Advisory Committee. The roster has been updated to include newly appointed representatives from two member agencies and is presented for Board of Directors confirmation.

5. (Continued)

Recommendation

Confirm the revised Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Technical Advisory Committee membership roster.

6. Los Angeles - San Diego - San Luis Obispo Rail Corridor Trends for the Second Quarter of Federal Fiscal Year 2016-17

Roger M. Lopez

Overview

A report on ridership, revenue, and on-time performance trends for passenger rail services on the Los Angeles - San Diego - San Luis Obispo rail corridor, including the Pacific Surfliner, Metrolink, and COASTER, covering the second quarter of federal fiscal year 2016-17, is presented for consideration.

Recommendation

Receive and file as an information item.

Regular Calendar

7. Fare Policy Restructuring - Implementation

Roger M. Lopez

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency has concluded a restructuring of the Pacific Surfliner fares to address the inconsistencies that exist in the current pricing and discount methodologies. Staff has finalized the revised fare tables and worked with Amtrak to model the impacts of the proposed fare restructuring. The revised fare tables as well as an overview of the modeling results and implementation plan are presented for Board of Directors review and approval.

Recommendations

- A. Review and approve the proposed fare tables developed as part of the 2017 Pacific Surfliner fare restructuring effort.
- B. Direct staff to begin a 60-day public outreach campaign regarding the proposed fare restructuring, and to return to the Board of Directors with a summary of comments received.

8. Federal Fiscal Year 2017-18 and 2018-19 Operating Agreement with Amtrak for Pacific Surfliner Intercity Rail Service

Jennifer L. Bergener

Overview

In order to provide continued operation of the Pacific Surfliner intercity passenger rail service as included in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal years 2017-18 and 2018-19, an agreement must be negotiated with Amtrak. Consistent with prior Board of Directors approval and direction, staff has negotiated an operating agreement with Amtrak for federal fiscal years 2017-18 and 2018-19.

Recommendation

Authorize the Managing Director to negotiate and execute an agreement with Amtrak to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a term of two years, in an amount not to exceed \$33,006,040, for federal fiscal year 2017-18, and in an amount not to exceed \$32,325,567, for federal fiscal year 2018-19, subject to future funding approvals by the State of California.

Discussion Items

9. Peak Period Retiming Effort Update

Jennifer L. Bergener

Staff will provide an update on the efforts to develop an operating plan to provide peak period service to Ventura and Santa Barbara Counties.

10. Marketing Update

Kriss Garbowski

Staff will provide an overview of recent marketing activities including Del Mar Opening Day and Comic-Con, as well as performance of ongoing marketing initiatives.

11. Managing Director's Report

12. Board Members' Report

13. Closed Session

There is no Closed Session scheduled.

14. Adjournment

The next regularly scheduled meeting of this Board will be held at **12:30 p.m. on Monday, September 18, 2017**, at the Los Angeles County Metropolitan Transportation Authority, Board Room – Third Floor, One Gateway Plaza, Los Angeles, California.



MINUTES

Board of Directors' Meeting

Call to Order

The June 19, 2017 Board of Directors (Board) meeting of the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) was called to order by Chairman Kranz at 12:30 p.m., at the Santa Barbara City Hall, City of Santa Barbara Council Chambers, 735 Anacapa Street - 2nd Floor, Santa Barbara, California.

Chairman Kranz announced that several of the Directors would participate in today's meeting via teleconference, and all votes would be taken by roll call.

Directors Present: Tony Kranz, Chairman
 Bryan MacDonald, Vice Chairman
 Fred Strong, SLOCOG (teleconference)
 Helene Schneider, SBCAG
 John Fasana, Metro (teleconference)
 David Golonski, Metro
 Al Murray, OCTA (teleconference)
 Tim Shaw, OCTA (teleconference)
 Dana Reed, (Alternate), RCTC
 Terry Sinnott, SANDAG
 Art Brown, SCAG, Ex-Officio
 Michelle Boehm, CHSRA, Ex-Officio (teleconference)

Directors Absent: Greg Pettis, RCTC
 Lorie Bragg, SDMTS
 Jeff Snowden, Amtrak, Ex-Officio
 Kyle Gradinger, Caltrans, Ex-Officio

Staff Present: Jennifer L. Bergener, Managing Director
 Michael Litschi, Deputy Managing Director
 Olga Prado, LOSSAN Agency Clerk of the Board
 Cassie Trapesonian, Associate General Counsel

Pledge of Allegiance

The pledge of allegiance was led by Chairman Kranz.

1. Public Comments

There were no public comments received.

Special Calendar

There were no Special Calendar matters.

Consent Calendar (Items 2 through 6)

2. Approval of Minutes

A motion was made by Director Murray, seconded by Director Schneider, and following a roll call vote, declared passed 9-0, to approve the minutes of the LOSSAN Agency's regular Board of Directors meeting of April 17, 2017.

Director Fasana was not present to vote on this item.

3. State and Federal Legislative Status Report

A motion was made by Director Murray, seconded by Director Schneider, and following a roll call vote, declared passed 9-0, to receive and file as an information item.

Director Fasana was not present to vote on this item.

4. Release of Request for Proposals for State Legislative Support

A motion was made by Director Murray, seconded by Director Schneider, and following a roll call vote, declared passed 9-0, to direct staff to release the Request for Proposals for State Legislative Advocacy and Support Services.

Director Fasana was not present to vote on this item.

5. Fiscal Year 2016-17 Third Quarter Budget Status Report

Director Golonski pulled this item and asked staff to provide additional information about federal funding as a future agenda item or Board memorandum.

A motion was made by Director Murray, seconded by Director Schneider, and following a roll call vote, declared passed 9-0, to receive and file as an information item.

Director Fasana was not present to vote on this item.

6. Technical Advisory Committee Membership

A motion was made by Director Murray, seconded by Director Schneider, and following a roll call vote, declared passed 9-0, to confirm the proposed Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Technical Advisory Committee membership roster.

Director Fasana was not present to vote on this item.

Regular Calendar

7. Fiscal Year 2017-18 Budget Amendment and Fiscal Years 2017-18 and 2018-19 Business Plan Amendment

Jennifer Bergener, Managing Director, provided opening remarks and reported that Director Golonski had previously requested that staff pursue options to identify strategies for fuel hedging. Ms. Bergener reported that the only agency in the region that will be pursuing fuel hedging in the coming fiscal year is Metrolink. Ms. Bergener added that Amtrak is simultaneously developing a national policy on fuel hedging, and staff is monitoring those discussions for future presentation to the Board.

Jason Jewell, LOSSAN Chief Financial Officer, provided an overview of the LOSSAN Agency's Fiscal Year (FY) 2017-18 budget, as well as the FYs 2017-18 and 2018-19 business plan. Mr. Jewell reported that the business plan was submitted to the Secretary of the California State Transportation Agency (CalSTA), and that CalSTA has allowed for a revised budget and resubmittal of the business plan by June 20, 2017 for final approval.

Mr. Jewell provided a summary of the following:

- Proposed amendments incorporate the following key adjustments to the Federal FY 2017 Amtrak forecast:
 - Implementation of a 13th roundtrip between San Diego and Goleta during FY 2018-19.
 - Adjustment to the price per gallon for diesel fuel of \$2.06 (versus Amtrak's \$2.36 per gallon), and adjustment to the total gallons consumed of slightly over 4.2 million (versus Amtrak's projection at slightly under 3.5 million gallons).
 - Adjusted operating expense estimate includes funding for two additional police officers and one additional assistant superintendent or road foreman of engines level position.

7. (Continued)

- No recommended changes in the administrative, marketing, minor projects, or grant-related line items.
- Attachment B provides the summary of the proposed FY 2017-18 and FY 2018-19 business plan amendment.

A discussion ensued regarding:

- Savings achieved through management operations/decisions can be retained for specific purposes.
- When expenses come in significantly less than what was budgeted, there has to be a specific management action tied to it in order to take credit and retain revenue.
- The LOSSAN Agency has reached the maximum funding level for contingency. Staff can set up a surplus reserve plan and is allowed to keep up to 12.5 percent of that surplus for the given FY. That amount has to be used first for any cost fluctuations in the specific normal operating cost before staff can request additional money from the State.
- Credit received for revenue increases as a result of marketing efforts has to be quantified for and submitted to the State for approval to retain and use.

A motion was made by Vice Chairman MacDonald, seconded by Director Golonski, and following a roll call vote, declared passed 10-0 to:

- A. Amend the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's Fiscal Year 2017-18 operating revenue and expense budget.
- B. Amend the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's business plan for fiscal years 2017-18 and 2018-19; to reflect the revised budget.
- C. Direct staff to submit the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency revised business plan for fiscal years 2017-18 and 2018-19 to the Secretary of the California State Transportation Agency for approval.
- D. Authorize the Managing Director to execute Master Fund Transfer Agreement annual supplements for federal fiscal year 2017-18 operating funds and fiscal year 2017-18 administrative and marketing funds.

8. Cooperative Agreement for Continuance of the Rail 2 Rail Program with North County Transit District

Jennifer Bergener, Managing Director, provided background information on the continuance of the Rail 2 Rail (R2R) program with the North County Transit District (NCTD). Ms. Bergener reported that a slight adjustment to the reimbursement rate per boarding was made in the renegotiations from \$4.51 to \$4.42, beginning August 1, 2017. She added that staff worked very closely with NCTD, and the agencies have jointly agreed to eliminate two stops from the program as a result of low ridership and to help improve operational efficiency and on-time performance.

A motion was made by Director Murray, seconded by Director Golonski, and following a roll call vote, declared passed 9-0 to authorize the Managing Director to negotiate and execute a cooperative agreement between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, North County Transit District, and Amtrak to continue the Rail 2 Rail program for a term of one year.

Director Fasana was not present to vote on this item.

9. Continuance of the Rail 2 Rail Program with Metrolink

Jennifer Bergener, Managing Director, reported that on November 30, 2016, the LOSSAN Agency Board considered options for the immediate and long-term continuance of the R2R program with Metrolink. During the past several months, staff has attempted to negotiate with Metrolink for the continuance of this program and at present, there is not consensus between the LOSSAN Agency and Metrolink.

Director Golonski proposed that Recommendation B be amended to allow the LOSSAN Managing Director the flexibility to negotiate alternative terms to continue the R2R program, and return to the Board with a report.

Various Board Members echoed Director Golonski's comments.

Director Reed added that he would prefer to continue to amend the agreement as needed in additional 60-day increments in order to arrive at a friendly agreement between the agencies. He also stated that he would like staff to have the authority to include Board Members and General Counsel when needed to continue negotiations.

9. (Continued)

A motion was made by Director Golonski, seconded by Vice Chairman MacDonald, and following a roll call vote, declared passed 10-0 to:

- A. Authorize the Managing Director to negotiate and execute a Cooperative Agreement between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, Metrolink, and Amtrak for the contract term of one year, at a reimbursement rate of \$7.00 per boarding, for a total contract value not to exceed \$2,144,000.
- B. Authorize the Managing Director flexibility to negotiate revised, reasonable terms for the continuance of the Rail 2 Rail Program, and return to the Board of Directors with a report, and to execute Amendment No. 2 to Agreement No. L-6-0003 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, Metrolink, and Amtrak to extend the contract term for a period of sixty days, to allow for contract close-out billing.

10. Continuance of the Administrative Support Agreement with the Orange County Transportation Authority

Jennifer Bergener, Managing Director, reported that in March 2017, the LOSSAN Agency Board directed staff to reach out to the Member Agencies regarding the Board's intent to continue the agreement with the Orange County Transportation Authority's (OCTA) to serve as managing agency for the LOSSAN Agency. Ms. Bergener reported that staff sent a letter to each Member Agency, signed by Chairman Kranz, and received several positive confirmations for OCTA to continue to serve in this capacity. Ms. Bergener also noted that this will be a no cost agreement for the LOSSAN Agency, special general counsel would be needed for the negotiations with OCTA, and the item would return the Board for final approval.

A short discussion ensued regarding:

- Possibility of using San Luis Obispo Council of Governments' general counsel as an impartial third party for the negotiations.

10. (Continued)

A motion was made by Vice Chairman MacDonald, seconded by Director Schneider, and following a roll call vote, declared passed 10-0 to:

- A. Direct staff to initiate negotiations with the Orange County Transportation Authority for the continuance of the administrative support agreement.
- B. Direct staff to secure special counsel to negotiate on behalf of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.

Discussion Items

11. Quarterly Marketing Update

Jennifer Bergener, Managing Director, provided opening remarks and introduced Emilia Doerr, Marketing & Communications Officer, and Kriss Garbowski, Senior Marketing Specialist, who provided a PowerPoint presentation as follows:

- Performance Summary;
- Expanding Pacific Surfliner.com;
- Enhanced Accessibility to Alerts;
- Out-of-Home Advertising;
- “Take the Scenic Route” Campaign;
- Targeted Digital Advertising;
- Broadcast Commercial (30 second commercial was shown);
- Origin-Specific Web Pages;
- Expanded Partnerships;
- San Diego Padres Sponsorship (video was shown); and
- Looking Ahead.

A discussion ensued regarding:

- Coordination for large events such as graduation weekends.
- Pacific Surfliner website has excellent pop-up ads.
- A lot of activity is happening with the Ventura County Fairgrounds, and the Board asked that staff provide specific outreach.
- Oxnard Convention & Visitors Bureau will be reaching out to the LOSSAN Agency to develop synergistic relationships for more visits to Oxnard, Ventura, Camarillo, and key destinations.

11. (Continued)

- Board inquired if it is possible to identify from passengers attending the San Diego Padres games if their ticket purchase was the result of the advertising.
- Suggestion for staff to work with the Member Agencies on cross-promotion ideas on events to target additional service.

No action was taken on this discussion item.

12. 2017 Board of Directors Initiatives Status Report

Jennifer Bergener, Managing Director, offered that the report could be received without presentation, and suggested future Board initiatives quarterly reports be included as “receive and file information” items on the agendas or that a memorandum be transmitted to the Board if preferred.

No action was taken on this discussion item, and it was received and filed as an information item.

13. Managing Director’s Update

Jennifer Bergener, Managing Director, reported that:

- Staff continues its robust effort to provide peak-period service into Ventura and Santa Barbara counties, known as retiming. Staff’s goal is to have the service implemented by April 2018, and provide an update to the Board in August.
- The Comic-Con San Diego and Del Mar summer race season is soon approaching and Amtrak has implemented a bi-weekly call for operations planning and is working with LOSSAN Agency staff to coordinate for the events. She noted that additional capacity will be offered on key trains and an extra roundtrip will operate during the opening week when both events overlap.
- Staff is continuing efforts on the fare restructuring, and a full report will be provided to the Board in August.

14. Board Members' Report

Chairman Kranz encouraged the Board Members to attend as many future Board and Committee meetings in person as possible, or have their Alternate Board Members attend in their absence. He also asked that the Board Members ensure that they coordinate with the Clerk of the Board for teleconferencing sites as early as possible in order to eliminate the need to reissue agendas.

Director Strong apologized for not attending today's meeting as he had a last minute meeting conflict.

Director Sinnott reported that the San Diego Association of Governments has opened a new third platform at the Oceanside Transit Center, and has temporarily closed Platform 1 for reconstruction. All three platforms are anticipated to be open for service in September.

15. Closed Session

There was no Closed Session scheduled.

16. Adjournment

The meeting of the LOSSAN Board adjourned at 1:38 p.m. The next regularly scheduled meeting of this Board will be held:

Monday, July 17, 2017

12:30 p.m. to 2:30 p.m.

Orange County Transportation Authority Headquarters

Board Room – Conference Room 07

550 South Main Street

Orange, California

ATTEST


Tony Kranz
LOSSAN Chairman

Olga Prado
Clerk of the Board



August 21, 2017

To: Members of the Board of Directors

From: Jennifer L. Bergener, Managing Director 

Subject: Minor Capital Improvement Projects – Fiscal Year 2015-16 Priority Projects List

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency receives funding for minor capital improvement projects on an annual basis. A priority list of minor capital improvement projects to utilize these funds has been developed in coordination with the California Department of Transportation, Division of Rail and Mass Transportation and Amtrak Engineering personnel. The priority list of minor capital improvement projects for fiscal year 2015-16 funding is presented for Board of Directors review and approval.

Recommendations

- A. Review and approve the proposed projects for the fiscal year 2015-16 minor capital improvement projects program.
- B. Authorize the Managing Director to negotiate and execute a cooperative agreement between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Amtrak to implement the minor capital improvement projects program.

Background

The California Department of Transportation (Caltrans) Division of Rail and Mass Transportation (DRMT) annually allocates approximately \$500,000 for the delivery of minor capital improvement projects to passenger rail facilities on the Los Angeles – San Diego – San Luis Obispo (LOSSAN) rail corridor. Projects funded through this program include station and track improvements, informational signage, and minor safety and security enhancements. The LOSSAN Rail Corridor Agency (Agency) has developed a priority list of projects for utilization of available fiscal year 2015-16 funds.

Discussion

Minor capital improvement projects must follow the approval process outlined by Caltrans DRMT. In general, the program guidelines require eligible projects to involve the construction, installation, alteration, or repair of a physical improvement to rail facilities, such as stations, maintenance yards, or tracks. Projects submitted for funding under the program must also be under the cost limit established by the California Public Contract Code for a “minor” capital improvement (currently set at \$291,000).

The LOSSAN Agency has worked with member agencies, station owners, and personnel from Amtrak engineering to develop a prioritized list of projects for this state-funded program. As part of that effort, the LOSSAN Agency has worked to maximize the minor capital improvement funding available for customer service-focused improvements that enhance the passenger experience. This has been accomplished by utilizing other sources, such as grants provided via the California Governor’s Office of Emergency Services, to fill immediate safety and security needs. The proposed program of projects are detailed in Attachment A. The list was developed in an effort to maintain geographic equity, while giving attention to specific needs that have been identified as part of station and facilities audits.

Next Steps

Upon Board approval of the proposed program of projects, LOSSAN Agency staff will submit the projects for approval by Caltrans DRMT. Depending on feedback received during the approval process, projects and/or scopes of work may be adjusted as needed to receive approval. Once the project implementation process begins, LOSSAN Agency staff will return to the Board with semi-annual status updates on all minor capital improvement projects.

Summary

Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency staff has developed a priority list of projects to utilize fiscal year 2015-16 minor capital improvement project funds. The priority list of projects is presented for Board of Directors review and approval.

Attachment

- A. LOSSAN Minor Capital Improvement Projects - FY 2015-16 Funding Allocations

Prepared by:

A handwritten signature in black ink, appearing to read 'R. Lopez', with a long horizontal stroke extending to the right.

Roger M. Lopez
Principal Transportation Analyst
(714) 560-5438

LOSSAN MINOR CAPITAL IMPROVEMENT PROJECTS - FY 2015-16 FUNDING ALLOCATIONS

Project	Description	Funding Amount
Minor Capital Funding		
Van Nuys Air Conditioning	Repair and/or replace malfunctioning air conditioning unit at Van Nuys station	\$ 26,703
Goleta Trainwash Design	Design new trainwash for Goleta to include dual chemical spray arches, new rack with brushes and air blowers.	\$ 111,989
San Luis Obispo Restroom Upgrades	Purchase and install three hand dryers for restrooms	\$ 13,179
Carpinteria Exterior Canopy Maintenance	Pressure wash, paint, repair downspout and seal joints on existing canopy	\$ 14,203
Solana Beach Restroom Upgrades	Purchase and install three hand dryers for restrooms	\$ 9,423
Van Nuys Stairwell Lighting Improvements	Install new additional lighting in stairwell	\$ 4,985
Oceanside Door Replacement	Repair and replace sliding door closet in ticket agent office	\$ 4,985
Los Angeles Security Monitoring Facility	Construction of a centralized security monitoring facility at Los Angeles Union Station <i>(also funded via California Office of Emergency Services (CalOES))</i>	\$ 23,658
Video Surveillance System Upgrade	San Luis Obispo, Van Nuys, Santa Ana, Anaheim, Solana Beach, and Oceanside: Surveillance Equipment upgrade <i>(also funded via CalOES)</i>	\$ 51,396
Video Surveillance System New	Carpinteria, Guadalupe, Grover Beach, Lompoc-Surf, Santa Barbara, and Goleta: Surveillance Equipment new installation <i>(also funded via CalOES)</i>	\$ 51,935
Sante Fe Depot Security Upgrades	Installation of safety and security upgrades <i>(also funded via CalOES)</i>	\$ 17,501
Santa Barbara Queing System	Installation of director queing system with 32" monitor	\$ 12,701
Oxnard Public Address System Upgrade	Upgrade existing public address system	\$ 30,660
San Juan Capistrano Passenger Information Display System upgrade	Purchase and install four passenger information displays on the platforms (two on the North and two on the South)	\$ 80,065
San Diego Power Stand Repair and Reconfiguration	Purchase and install (1) 800A, (2) 600A breaker, reconfigure panel and load test. To allow two Surfliner trainsets to be powered on one track and repair 480V ground damage.	\$ 46,503
	Cumulative Program Total	\$ 499,886



August 21, 2017

To: Members of the Board of Directors
From: Jennifer L. Bergener, Managing Director
Subject: Agreements for Pacific Surfliner Marketing Services

Overview

On April 17, 2017, the Board of Directors approved the release of a request for proposals for consultant services to assist the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency in strategic, creative, and technical aspects of marketing the Pacific Surfliner service. Proposals have been received and evaluated in accordance with the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute agreements for these services.

Recommendations

- A. Approve the selection of Webb & Duffy's, doing business as Truth and Advertising, to provide consultant services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0003 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$300,000, to provide consulting services for brand development and outreach services for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.
- C. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0004 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$250,000, to provide consulting services for integrated advertising and direct response marketing for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.

Discussion

An overview of the proposed Pacific Surfliner marketing program was provided in the fiscal year (FY) 2017-18 and 2018-19 Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Business Plan (Plan), which was approved by the LOSSAN Agency Board of Directors (Board) on March 20, 2017. The Plan includes strategies for optimizing existing marketing efforts while building a framework to support future Pacific Surfliner marketing initiatives designed to grow awareness, ridership, and revenue. Marketing activities will utilize cost-effective, data-driven tactics that demonstrate return on marketing investments.

Procurement Approach

The procurement was handled in accordance with the LOSSAN Agency's procedures for professional and technical services. In addition to cost, many other factors are considered in an award for professional and technical services. Award is recommended to the firm offering the most comprehensive overall proposal considering such factors as staffing and project organization, prior experience with similar projects, work plan, and a fair and reasonable price structure.

On April 17, 2017, the Board authorized the release of Request for Proposals (RFP) 7-1687, which was issued and sent electronically on CAMM NET. The project was advertised in newspapers of general circulation, the Orange County Register and the Los Angeles Times, on April 17 and 24, 2017. A pre-proposal conference was held on April 24, 2017, with nine attendees representing nine firms. Two addenda were issued to provide a copy of the pre-proposal registration sheet and presentation, as well as to respond to questions related to the RFP.

In order to streamline the procurement process, RFP 7-1687 included two complementary scopes of work related to marketing services, which allowed firms to propose on one or both scopes of work. The two scopes of work are outlined as follows:

Brand Development and Outreach Services (Project A)

Develop the Pacific Surfliner identity and provide creative services as needed for the purpose of:

- Developing collateral and digital assets that create a memorable brand experience and advance business objectives to increase awareness, revenue, and ridership
- Planning and implementing short- and long-term advertising and outreach campaigns to increase market share and strengthen customer relationships

- Expanding destination-based marketing efforts through content that captures the engaging experiences, unique rider perspectives, and memorable events surrounding the Pacific Surfliner service

Integrated Advertising and Direct Response Marketing (Project B)

Provide media buying services and strategic consultation as needed for the purpose of:

- Implementing data-driven, multi-channel ridership campaigns that target specific audience segments and optimize direct response rates
- Utilizing data to create actionable insight and deliver pre- and post-campaign analysis to drive measurable marketing outcomes that advance business objectives to increase awareness, revenue, and ridership
- Developing new systems and approaches for capturing and leveraging audience insight that personalizes the Pacific Surfliner user experience and build long-term customer relationships

On May 15, 2017, proposals were received from eight firms. One of the eight firms only proposed on Project A. The others proposed on both Projects A and B. An evaluation committee consisting of Orange County Transportation Authority staff from Contracts Administration and Materials Management, as well as LOSSAN Agency staff, met to review all proposals received. The proposals were evaluated based on the following Board approved evaluation criteria and weights:

- | | |
|-------------------------------------|------------|
| • Qualifications of the Firm | 25 percent |
| • Staffing and Project Organization | 25 percent |
| • Work Plan | 30 percent |
| • Cost and Price | 20 percent |

Several factors were considered in developing the criteria weights. Work plan was weighted at 30 percent to emphasize the importance of the firm demonstrating its ability to provide solutions specific to the LOSSAN Agency's marketing needs and opportunities. Qualifications of the firm were weighted at 25 percent due to the breadth and depth of the requested services. The successful firm was required to demonstrate a proven track record for meeting the requirements included in the scope of work. Staffing and project organization was also weighted at 25 percent and required the firm's proposed project team to demonstrate familiarity with required marketing specializations in terms of knowledge, skills, and experience. Cost and price was weighted at 20 percent to ensure the LOSSAN Agency receives the best value for the requested services.

On May 30, 2017, the evaluation committee reviewed all proposals received based on the evaluation criteria and short-listed two firms for Project A and three firms for Project B. However, one of the short-listed firms for Project B withdrew its proposal

as the firm felt it was not advantageous to only be considered for Project B. The remaining three short-listed firms are listed below in alphabetical order:

Firm and Location

Civilian, Inc. (Civilian) – Project B
San Diego, California

PRR, Inc. (PRR) – Project A
Seattle, Washington

Webb & Duffy's, doing business as Truth and Advertising (Truth)
Project A and Project B
Santa Ana, California

The interviews took place on June 6 and 7, 2017, and consisted of a presentation to demonstrate the firms' understanding of the LOSSAN Agency's requirements for marketing the Pacific Surfliner. The firms' project managers and key team members had an opportunity to present qualifications and respond to the evaluation committee's questions. Questions were asked relative to the firms' strategic approach and process, measuring success of a campaign, working with and managing subcontractors, as well as specific clarification questions related to each firm's proposal. After the interviews, the evaluation committee met to complete the evaluation.

After considering the responses to the questions asked during the interviews, the evaluation committee reviewed the preliminary ranking and made adjustments to individual scores. As a result, the ranking of the firms remained unchanged. Based on the evaluation of the written proposals and information obtained from the interviews, the evaluation committee recommends Truth for consideration of award for both Projects A and B. The following is a brief summary of the proposal evaluation results.

Qualifications of the Firm

The short-listed firms were qualified and demonstrated experience in providing marketing services.

Truth has been providing marketing services since 1996, is located in Santa Ana, California, and has 20 employees. The firm demonstrated relevant experience by discussing the approach used and results of past campaigns. Truth's past work with the Discovery Science Center, Bosch, the City of Santa Ana, Auction.com, and Samsung highlighted the firm's experience in brand development, advertising, direct response, as well as media planning and buying. The firm proposed to utilize subcontractors it has worked with in the past to provide support in media, direct response, research, videography, photography, and

translations services. In addition, Truth meets the Google Certified Partner requirement.

PRR is a full-service marketing firm with 90 employees. The firm is headquartered in Seattle, Washington and has seven locations. PRR has been in business for 35 years and has worked with many transportation agencies, including the Washington Department of Transportation (WSDOT), King County Metro Transit, and the Seattle Department of Transportation. PRR discussed relevant experience related to brand development and outreach services, such as providing marketing and outreach support to WSDOT for the Amtrak Cascades service. The firm proposed subcontractors to provide project management, media buying, and strategic resource support.

Founded in 1999, Civilian is a marketing communications firm with 30 employees located in San Diego, California. The firm's advertising and direct response marketing experience includes working with the City of Carlsbad, North County Transit District, the California Earthquake Authority, and the Los Angeles County Metropolitan Transportation Authority. The firm handles all printing and media buying in-house, which provides for a quicker turnaround and cost savings.

Staffing and Project Organization

Truth proposed a qualified project team with relevant experience. The proposed project team has previously worked together on the past projects identified in the firm's proposal. Most of the team members are tenured, having been with Truth for over 10 years. In addition, the proposed staffing plan clearly demonstrated an effective project management approach to ensure sufficient availability of resources to meet the LOSSAN Agency's marketing needs. During the interview, the project team demonstrated team cohesiveness and provided concise and thorough responses, which assured the evaluation committee of the project team's knowledge and expertise.

PRR proposed an experienced project team with good availability. Although the project manager has many years of experience, the individual's experience is more public relations and outreach-related rather than marketing. In addition, the proposed project manager is proposed as a subcontractor and has not previously worked in a prime-subcontractor basis with PRR. The firm's project team presented well and provided thorough responses during the interview.

Civilian proposed a mix of senior and junior level staff in order to be cost-effective. The project organization chart demonstrated a well-managed project team, as well as a deep bench of resources. The project team provided a good presentation and was responsive to the interview questions.

Work Plan

Truth presented a comprehensive work plan that addressed all of the elements of both scopes of work. The firm demonstrated a clear understanding of the project requirements and discussed its approach to meeting those objectives. The firm detailed its process of defining and analyzing the target audiences, identifying trends, developing the brand, creating a marketing plan, and measuring campaign effectiveness. Truth discussed developing the Pacific Surfliner brand and creating visuals to communicate the brand identity. In addition, the firm detailed how market research and metric tools aid in developing effective, integrated advertising and direct response marketing strategies. The firm also included examples of its branding and marketing ideas for the Pacific Surfliner with three campaigns and a video. The firm's campaign concepts presented during the interview confirmed Truth's understanding of the project goals and application of its strategic approach through creative designs.

PRR provided a detailed work plan that was responsive to the scope of work for Project A. The firm demonstrated an understanding of the target markets and market opportunities for the Pacific Surfliner. PRR described its brand development strategies and research ideas. While the firm presented good campaign concepts, PRR did not detail how its strategic approach tied into the development of its creative designs.

Civilian discussed its approach for meeting the requirements specified in the scope of work for Project B. Although the firm discussed the activities involved and the metrics to be used, Civilian did not elaborate on how its approach applied to the Pacific Surfliner. In addition, the firm demonstrated a lack of overall understanding of the marketing goals of the Pacific Surfliner. This was also apparent when the firm presented its campaign concepts.

Cost and Price

Pricing scores were based on a formula which assigns the highest score to the firm with the lowest weighted average hourly rate, and scores the other proposals' weighted average hourly rates based on their relation to the lowest weighted average hourly rate. Truth proposed a lower weighted average hourly rate and scored higher than the other short-listed firms.

Procurement Summary

Based on the evaluation of the written proposals, the firms' qualifications, and the information obtained from the interviews, the evaluation committee recommends the selection of Truth as the top-ranked firm to provide consultant services to support the Pacific Surfliner marketing program in the areas of brand development and outreach, as well as integrated advertising and direct response marketing.

Truth delivered a comprehensive proposal and an interview that was responsive to the requirements of the RFP.

Fiscal Impact

Funding for this project was approved by the LOSSAN Board in the LOSSAN Agency's FY 2017-18 and FY 2018-19 Plan, and is contingent on approval of the Plan by the California State Transportation Agency. The project will be funded through the \$2 million annual marketing budget provided by the State of California.

Summary

Based on the information provided, staff recommends the Board authorize the Managing Director to negotiate and execute Agreement No. L-7-0003 with Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$300,000, and Agreement No. L-7-0004 with Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$250,000, for a one-year initial term with two, one-year option terms, for consultant services to support the Pacific Surfliner marketing program in the areas of brand development and outreach, as well as integrated advertising and direct response marketing.

Attachments

- A. Review of Proposals, RFP 7-1687 Pacific Surfliner Marketing Services (Project A)
- B. Review of Proposals, RFP 7-1687 Pacific Surfliner Marketing Services (Project B)
- C. Proposal Evaluation Criteria Matrix (Short-listed Firms), Request for Proposals 7-1687 Pacific Surfliner Marketing Services (Project A)
- D. Proposal Evaluation Criteria Matrix (Short-listed Firms), Request for Proposals 7-1687 Pacific Surfliner Marketing Services (Project B)
- E. Contract History for the Past Two Years, RFP 7-1687 Pacific Surfliner Marketing Services

Prepared by:



Emilia Doerr
Marketing & Communications Officer
(714) 560-5370

Review of Proposals
RFP 7-1687 Pacific Surfliner Marketing Services (Project A)
Presented to LOSSAN Board of Directors - August 21, 2017
8 firms proposed, 2 firms were short-listed, 1 firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	80.3	Webb & Duff's, doing business as Truth and Advertising Santa Ana, California	U. S. International Media NRS Marketing Solutions Geo Commerce Sontes Insight LLC Akorn Entertainment Campsite Media House HannaRose Productions An Ideal World Lyon Studios Walter Urie Photography Scott Montgomery Photography Don Bonsey Photography The ACE Agency Bumpercar, Inc. The LanguageWorks, Inc.	Highest-ranked firm overall. Strong proposal. Excellent qualifications and extensive applicable marketing experience. Proposed a knowledgeable and experienced project team. Proposed good and sufficient availability. Detailed approach for brand development and outreach services. Provided campaign concepts to demonstrate how its approach would be applied. Demonstrated a clear understanding of the project requirements. Presented well and answered questions thoroughly during the interview. Positive feedback from references. Proposed lower weighted average hourly rate.	\$94.57
2	72.9	PRR, Inc. Seattle, Washington	Kit Cole Consulting, LLC Mediability Venture Strategic, Inc.	Good proposal. Excellent qualifications and extensive applicable marketing experience. Transportation-related experience, including experience with the Amtrak Cascades service. Proposed a knowledgeable and experienced project team. Understood project objectives and discussed approach. Positive feedback from reference. Proposed higher weighted average hourly rate.	\$144.00

Evaluation Panel:

Contracts Administration and Materials Management (1)
LOSSAN (3)

Proposal Criteria

Qualifications of the Firm
Staffing and Project Organization
Work Plan
Cost and Price

Weight Factors

25%
25%
30%
20%

Review of Proposals
RFP 7-1687 Pacific Surfliner Marketing Services (Project B)
Presented to LOSSAN Board of Directors - August 21, 2017
7 firms proposed, 2 firms were short-listed, 1 firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	80.3	Webb & Duff's, doing business as Truth and Advertising Santa Ana, California	U. S. International Media NRS Marketing Solutions Geo Commerce Sontes Insight LLC Akorn Entertainment Campsite Media House HannaRose Productions An Ideal World Lyon Studios Walter Urie Photography Scott Montgomery Photography Don Bonsey Photography The ACE Agency Bumpercar, Inc. The LanguageWorks, Inc.	Highest-ranked firm overall. Strong proposal. Excellent qualifications and extensive applicable marketing experience. Proposed a knowledgeable and experienced project team. Proposed good and sufficient availability. Detailed approach for integrated advertising and direct response marketing. Provided campaign concepts to demonstrate how its approach would be applied. Demonstrated a clear understanding of the project requirements. Good use of research and metric tools for media buy strategies. Presented well and answered questions thoroughly during the interview. Positive feedback from references. Proposed lower weighted average hourly rate.	\$94.57
2	69.0	Civilian, Inc. San Diego, California	None	Good proposal. Relevant advertising and direct response marketing experience. Handles all printing and media buying in-house. Project team consists of senior and junior level staff. Discussed approach such as activities involved and metrics to be used. Proposed higher weighted average hourly rate.	\$152.18

Evaluation Panel:

Contracts Administration and Materials Management (1)
LOSSAN (3)

Proposal Criteria

Qualifications of the Firm
Staffing and Project Organization
Work Plan
Cost and Price

Weight Factors

25%
25%
30%
20%

PROPOSAL EVALUATION CRITERIA MATRIX (Short-listed Firms)
Request for Proposals 7-1687 Pacific Surfliner Marketing Services (Project A)

Webb & Duffy's, doing business as Truth and Advertising					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	4.0	4.0	4.0	3.5	5	19.4
Staffing/Project Organization	3.5	4.0	4.0	3.0	5	18.1
Work Plan	4.0	4.5	4.0	4.0	6	24.8
Cost and Price	4.5	4.5	4.5	4.5	4	18.0
Overall Score	79.5	85.0	82.0	74.5		80.3

PRR, Inc.					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	4.0	4.0	4.0	4.0	5	20.0
Staffing/Project Organization	3.5	3.5	3.0	3.5	5	16.9
Work Plan	4.0	4.0	4.0	4.0	6	24.0
Cost and Price	3.0	3.0	3.0	3.0	4	12.0
Overall Score	73.5	73.5	71.0	73.5		72.9

Range of scores of non-short-listed firms is 55 to 68.

PROPOSAL EVALUATION CRITERIA MATRIX (Short-listed Firms)
Request for Proposals 7-1687 Pacific Surfliner Marketing Services (Project B)

Webb & Duffy's, doing business as Truth and Advertising					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	4.0	4.0	4.0	3.5	5	19.4
Staffing/Project Organization	3.5	4.0	4.0	3.0	5	18.1
Work Plan	4.0	4.5	4.0	4.0	6	24.8
Cost and Price	4.5	4.5	4.5	4.5	4	18.0
Overall Score	79.5	85.0	82.0	74.5		80.3

Civilian, Inc.					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	4.0	4.0	4.0	3.5	5	19.4
Staffing/Project Organization	3.5	4.0	3.5	3.5	5	18.1
Work Plan	3.5	3.0	3.5	3.5	6	20.3
Cost and Price	2.8	2.8	2.8	2.8	4	11.2
Overall Score	69.7	69.2	69.7	67.2		69.0

Range of scores of non-short-listed firms is 55 to 60.

CONTRACT HISTORY FOR THE PAST TWO YEARS
RFP 7-1687 Pacific Surfliner Marketing Services

Prime and Subconsultants	Contract No.	Description	Contract Start Date	Contract End Date	Subconsultant Amount	Total Contract Amount
Webb & Duffy's, doing business as Truth and Advertising						
Contract Type: Time-and-Expense	L-7-0002	Pacific Surfliner Creative Design Services	May 23, 2017	May 31, 2018		\$ 49,000
<i>Subconsultants:</i>						
Walter Urie Photography						
Scott Montgomery Photography						
The ACE Agency						
Bumpercar, Inc.						
Pace Lithographers, Inc.						
Akorn Entertainment						
Campsite Media House						
NRS Marketing Solutions						
Sub Total					\$	49,000
PPR, Inc.						
	None	N/A	N/A	N/A	N/A	
<i>Subconsultants: N/A</i>						
Sub Total					\$	-
KOA Corporation						
	None	N/A	N/A	N/A	N/A	
<i>Subconsultants: N/A</i>						
Sub Total					\$	-



August 21, 2017

To: Members of the Board of Directors
From: Jennifer L. Bergener, Managing Director
Subject: Technical Advisory Committee Membership Update

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Technical Advisory Committee provides feedback on technical issues associated with improvements in passenger rail service and related facilities on the Los Angeles – San Diego – San Luis Obispo rail corridor. On June 19, 2017, the Board of Directors adopted a formal membership roster for the Technical Advisory Committee. The roster has been updated to include newly appointed representatives from two member agencies and is presented for Board of Directors confirmation.

Recommendation

Confirm the revised Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Technical Advisory Committee membership roster.

Background

The Joint Powers Agreement (JPA) that governs the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) stipulates that the LOSSAN Agency Board of Directors (Board) will utilize a Technical Advisory Committee (TAC) to provide technical input on issues related to improvements to passenger rail service on the LOSSAN rail corridor. Per the LOSSAN Agency Bylaws, the TAC is to be comprised of representatives from all voting member agencies, as well as representatives from a number of non-voting ex-officio agencies, with the Board providing final confirmation of the membership roster for the TAC. As a standing committee of the LOSSAN Agency Board, the TAC is subject to the provisions of the Ralph M. Brown (Brown) Act.

In order to ensure compliance with the Brown Act as well as the LOSSAN Agency Bylaws, staff developed a set of policies and procedures for the administration of the TAC, which were adopted by the LOSSAN Board on

April 17, 2017. On June 19, 2017, the Board adopted a formal membership roster for the Technical Advisory Committee.

Discussion

The TAC consists of nine voting members and nine non-voting, ex-officio members, including representation from each of the four geographic regions along the LOSSAN rail corridor. The membership roster previously adopted by the Board did not include named representatives from the Los Angeles County Metropolitan Transportation Authority or the San Diego Metropolitan Transit System. Representatives from each of those agencies have now been appointed, and the revised TAC membership roster is presented for Board review and confirmation (Attachment A).

Bi-annually, the LOSSAN Agency will submit a report to the Board providing notification that TAC positions are up for renewal, as well as the schedule for the selection process. If a position becomes vacant at any point, a member agency can designate an interim replacement via letter.

Summary

Based on designations received from member agencies, staff has developed a revised membership roster for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Technical Advisory Committee. The membership roster is presented for Board of Directors confirmation.

Attachment

A. Technical Advisory Committee - Membership Roster

Prepared by:

Michael Litschi
Deputy Managing Director
(714) 560-5581

Technical Advisory Committee - Membership Roster


	Member Agencies	Appointee	Alternate
North	San Luis Obispo Council of Governments	Peter Rodgers	Tim Gillham
	Santa Barbara County Association of Governments	Scott Spaulding	Vacant
	Ventura County Transportation Commission	Heather Miller	Martin Erickson
Central	Los Angeles County Metropolitan Transportation Authority	Jay Fuhrman	Jeanet Owens
South Central	Orange County Transportation Authority	Rosa Guillen-Sanchez	Megan LeMaster
	Riverside County Transportation Commission	Sheldon Peterson	Vacant
South	San Diego Metropolitan Transit System	Sharon Cooney	Julia Tuer
	North County Transit District	Damon Blythe	Don Filippi
	San Diego Association of Governments	Danny Veeh	Linda Culp

Updated August 2017



April 21, 2017

To: Members of the Board of Directors

From: Jennifer L. Bergener, Managing Director 

Subject: Los Angeles – San Diego – San Luis Obispo Rail Corridor Trends for the Second Quarter of Federal Fiscal Year 2016-17

Overview

A report on ridership, revenue, and on-time performance trends for passenger rail services on the Los Angeles – San Diego – San Luis Obispo rail corridor, including the Pacific Surfliner, Metrolink, and COASTER, covering the second quarter of federal fiscal year 2016-17, is presented for consideration.

Recommendation

Receive and file as an information item.

Background

The 351-mile Los Angeles – San Diego – San Luis Obispo (LOSSAN) rail corridor travels through a six-county coastal region in Southern California and is the busiest state-supported intercity passenger rail corridor in the United States. The LOSSAN rail corridor includes 41 stations and more than 150 daily passenger trains, with an annual ridership of more than 2.9 million on Pacific Surfliner intercity trains and 4.5 million on Metrolink and COASTER commuter trains (Attachment A).

Discussion

This report provides an update on the performance of the passenger rail services on the LOSSAN rail corridor by presenting the current trends of the service in three specific areas: usage (ridership and passenger miles), efficiency (revenue and farebox recovery), and quality (on-time performance and customer satisfaction). The report includes the Pacific Surfliner intercity passenger rail service, as well as commuter rail service on Metrolink's Ventura County Line (VCL) and Orange County Line (OCL), and the North County Transit District's COASTER system. Amtrak national data is included for comparative purposes. The reporting

period is the second quarter of federal fiscal year (FFY) 2016-17, covering the months of January, February, and March 2017.

Usage

For the second quarter of FFY 2016-17, total LOSSAN rail corridor ridership on the three services was 1,745,328, a 1.3 percent decrease compared to the same period the previous year. A 24 month ridership chart for the corridor can be found in Figure 1.1.

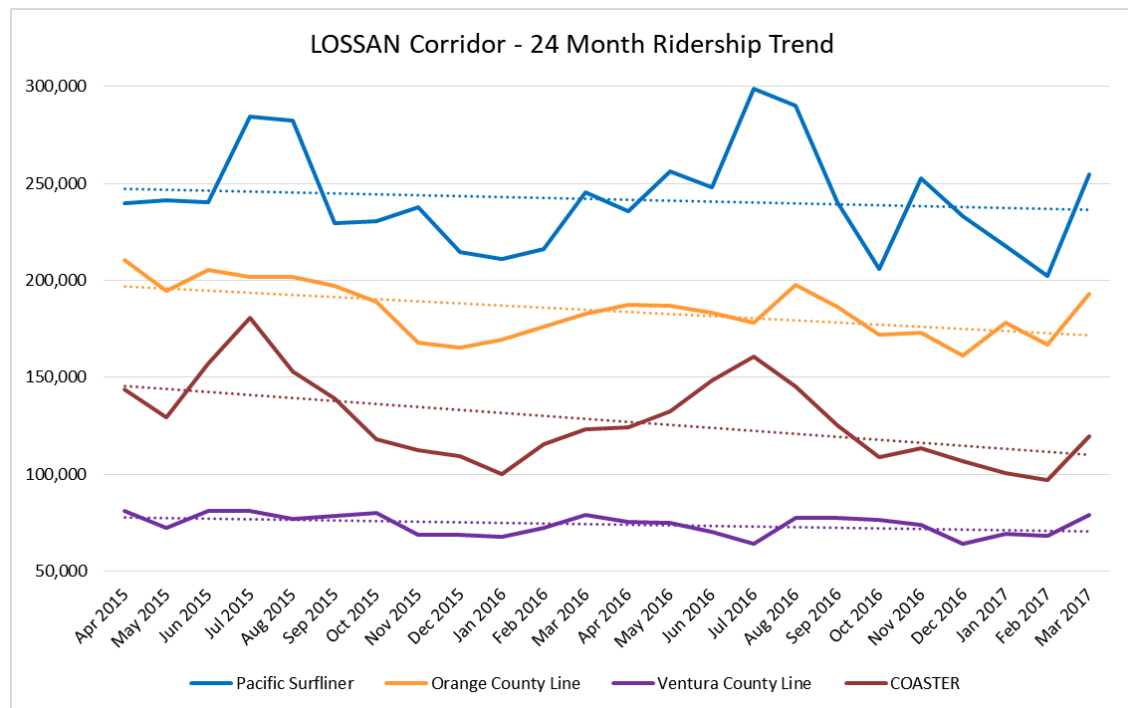


Figure 1.1

In Figure 1.1, 24 months of ridership data is included to provide a more accurate indicator of the overall growth along the corridor. Due to the seasonal variances, a complete ridership trend is difficult to discern from a single 12 month period. Including 24 months of data accounts for the seasonal variation and provides sufficient information to allow for the development of a linear trendline for each service. In addition to this overall corridor data, details on the performance of each service are provided below.

Pacific Surfliner

Despite the overall LOSSAN rail corridor ridership decrease, Pacific Surfliner (San Luis Obispo to San Diego) intercity rail ridership *increased* during the second quarter of FFY 2016-17 by 0.4 percent when compared to the same period last year. This continues the year-over-year trend of ridership increase as demonstrated in Figure 1.2. The minimal increase during the second quarter was a

result of the unprecedented service disruptions that took place in the month of February due to significant weather related closures. Unseasonably severe rain events led to a number of track closures and train annulments over several days of an already short month.

Pacific Surfliner ridership in this report includes Metrolink and COASTER pass holders utilizing the Rail 2 Rail (R2R) Program, which allows Metrolink monthly pass holders and COASTER passengers to ride Pacific Surfliner trains within the stations identified on their valid fare media, subject to certain restrictions.

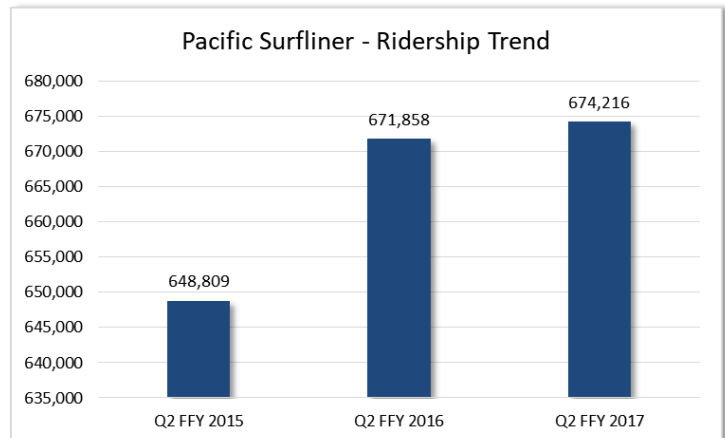


Figure 1.2

Metrolink

Overall corridor ridership continues to be impacted by the current Metrolink ridership trend on the VCL as demonstrated in Figure 1.3. The VCL, which serves East Ventura to Los Angeles, had a 1.2 percent ridership decrease in the second quarter compared to the same period last year. The OCL, which serves Los Angeles to Oceanside, saw a 1.8 percent increase in ridership over the same report period in the prior year.

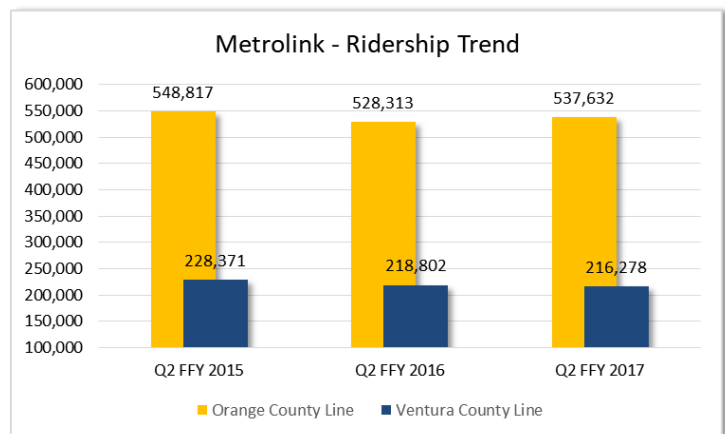


Figure 1.3

Overall system ridership for Metrolink was down by 4 percent in the second quarter of FFY 2016-17 when compared to the same period in FFY 2015-16. This also continues the year over year trend of ridership decreases.

Metrolink pass holders riding Pacific Surfliner trains, utilizing R2R, averaged a total of 1,393 per weekday for the second quarter of FFY 2016-17, which is an increase of 11.5 percent compared to the same period last year.

COASTER

COASTER (serving Oceanside to San Diego) ridership saw a decrease of 6.3 percent during the second quarter of FFY 2016-17, when compared to the same period the prior year as shown in Figure 1.4.

The second quarter of FFY 2016-17, saw an average of 279 total COASTER pass holders per day on Pacific Surfliner trains, utilizing the R2R program. This was an *increase* of 4.3 percent when compared to last year.

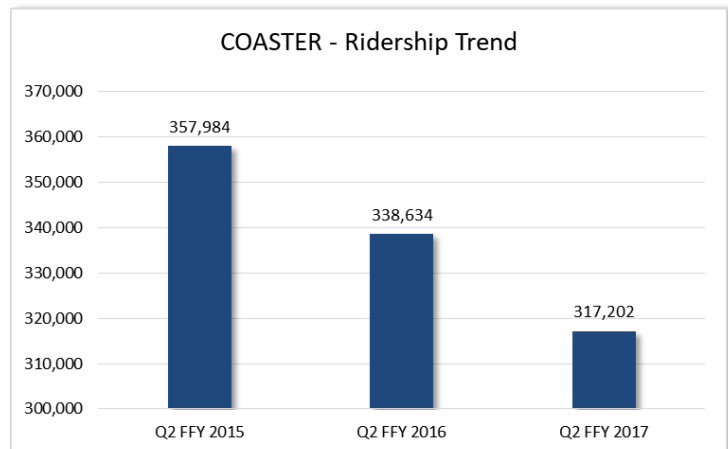


Figure 1.4

Amtrak System

Amtrak service nationwide had a cumulative ridership increase of 0.2 percent for the second quarter of FFY 2016-17 compared with the prior year, as demonstrated in Figure 1.5.

Amtrak's Coast Starlight (Seattle to Los Angeles) saw ridership decrease by 6.0 percent over the second quarter of FFY 2016-17 compared with the same period last year.

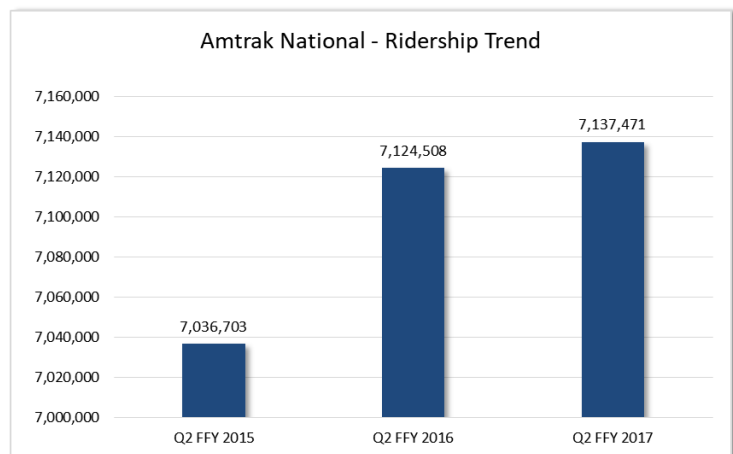


Figure 1.5

The Capitol Corridor (Auburn/Sacramento to Oakland and San Jose) and the San Joaquin Corridor (Sacramento/Oakland to Bakersfield) are the other two California intercity passenger rail services operated by Amtrak, and although serving significantly different markets, do provide a comparison to the Pacific Surfliner service. Ridership on the Capitol Corridor increased by 1.3 percent and San Joaquin ridership decreased by 3.6 percent in the second quarter compared to the same period last year.

Passenger Miles

A passenger mile is defined as one passenger traveling one mile. As an example, 10 passengers, each traveling 100 miles, would then generate 1,000 passenger miles. This metric depicts the growth in passenger usage and distance traveled.

The Pacific Surfliner generated over 55.2 million passenger miles during the second quarter of FFY 2016-17, which is a 1.6 percent decrease compared to the same period in the prior year. Overall passenger miles were impacted by the weather related train annulments that occurred during the month of February. Factoring in the average pounds of CO² emissions per passenger mile in a private automobile versus riding on passenger rail, those 61.6 million passenger miles resulted in a reduction of nearly 20,000 tons of greenhouse gases. That is the CO² emission equivalent to 41,700 barrels of oil.

Efficiency

Revenue

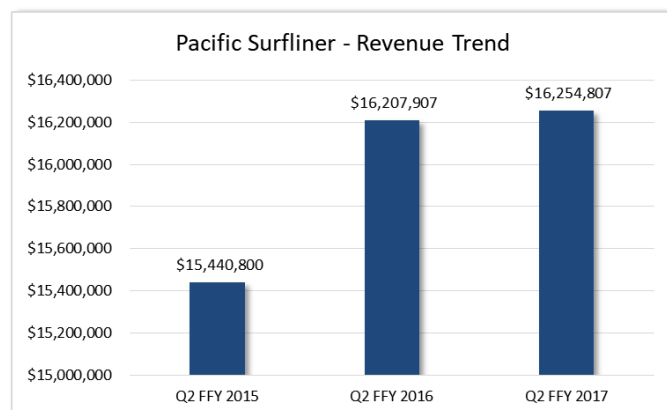


Figure 1.6

Pacific Surfliner ticket revenue increased by 0.3 percent for the second quarter of FFY 2016-17 when compared with the same period in the prior year. This continues the trend of year over year increase as shown in Figure 1.6.

For the Capitol Corridor, total revenue increased by 2.6 percent for the second quarter, whereas the San Joaquin corridor saw a decrease of 5.4 percent, and the Coast Starlight decreased by 4.4 percent. As indicated in previous reports, relatively lower automobile fuel prices continue to impact certain markets across the nation, which may be responsible for the lower revenue on some corridors.

Farebox Recovery

The Pacific Surfliner is legislatively required to achieve a minimum of 55 percent farebox recovery. As a performance measure, farebox recovery is normally calculated on an annual basis. Expenses throughout the year are not linear, and can cause significant fluctuations in the farebox recovery ratio from quarter to quarter.

The California Department of Transportation (Caltrans) Division of Rail and Mass Transportation (DRMT) reports quarterly to the California Transportation Commission (CTC) on all state-supported corridors via the *California Department of Transportation's Intercity Passenger Rail Operations Report*. On June 28, 2017, Caltrans DRMT reported to the CTC on the second quarter of FFY 2016-17 (third quarter of state fiscal year 2016-17) and indicated the Pacific Surfliner realized a 68.2 percent farebox ratio. This represents a 2.2 percent increase over the same period the prior year.

Quality

On-Time Performance

The methodologies for calculating on-time performance (OTP) vary significantly between intercity and commuter rail services. Commuter trains are considered late if trains arrive six or more minutes late to the terminal location. Pacific Surfliner trains operating between the cities of Goleta and San Diego are considered late if trains arrive 10 or more minutes after scheduled arrival times, and 20 minutes or more for trains operating between the cities of San Luis Obispo and San Diego. There also are different practices as to whether annulled trains are included in OTP calculations.

In the second quarter of FFY 2016-17, average endpoint Pacific Surfliner OTP was 70.3 percent, whereas all-station OTP, which is calculated by combining and averaging OTP at each station, averaged 82.5 percent. By comparison, the endpoint OTP on the Capitol Corridor averaged 88.9 percent, and the San Joaquin Corridor averaged 66.2 percent during the report period. Amtrak system wide averaged 77.1 percent for the fourth quarter.

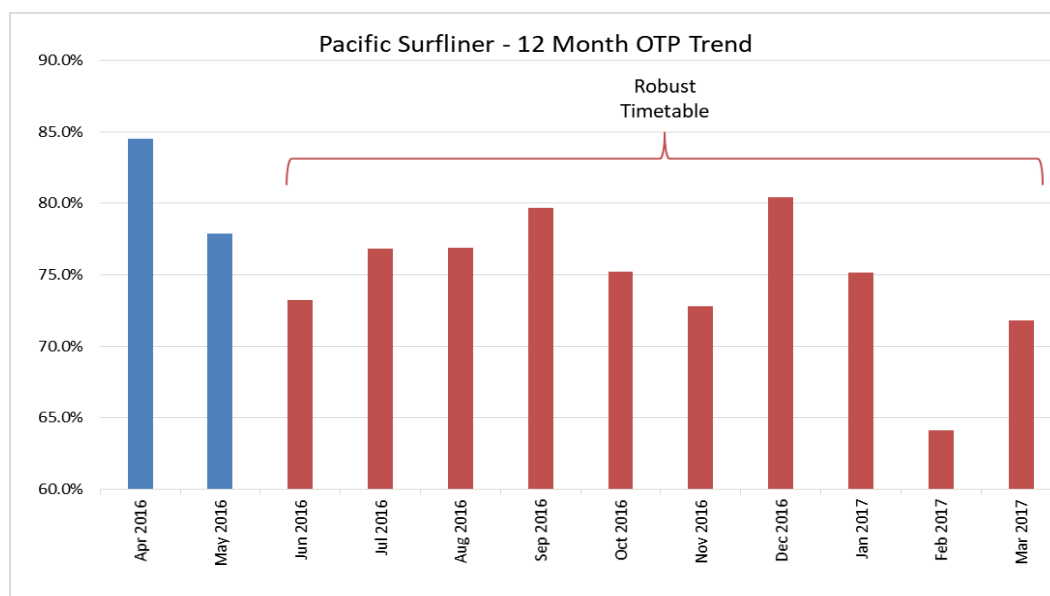


Figure 1.7

The 12-month on-time performance trend for the Pacific Surfliner can be seen in Figure 1.7. Special attention is drawn to the implementation of the robust timetable in June 2016.

As demonstrated in Figure 1.7, OTP continues to be an area of concern. February 2017 saw a significant decrease in overall OTP as a result of the number of weather related incidents that occurred. Analysis is ongoing to determine how the implementation of the robust timetable has impacted the OTP of the service as well as the overall performance of the corridor. The LOSSAN Rail Corridor Agency (Agency) continues to work collaboratively with Amtrak and the host railroads to address the ongoing OTP issues.

Customer Satisfaction

Amtrak reports an Electronic Customer Service Index (eCSI) score monthly for all routes, in which a 'very satisfied' percentage is calculated out of 100 passengers via surveying. For the second quarter of FFY 2016-17, the Pacific Surfliner scored an average eCSI of 85.3 percent, which was a slight decrease when compared with the eCSI score reported for the same period in the prior year. By comparison, the Amtrak nationwide average eCSI score was 85.6 for the same reporting period.

Additional Performance Indicators

Food and Beverage Sales

The LOSSAN Agency's focus on improving service quality and the customer experience has prompted additional attention to the food and beverage selections offered in the Pacific Surfliner Café cars. LOSSAN Agency staff continues to closely monitor food and beverage sales in an effort to gauge the success of menu refreshes and new items provided as part of this focus.

Sales Category	Quarter 2	Quarter 2	Increase
	FFY 2015-16	FFY 2016-17	
Baked Goods	\$71,047	\$77,155	8.6%
Beer	\$225,130	\$231,414	2.8%
Beverages	\$239,727	\$240,580	0.4%
Dairy Products	\$4,834	\$3,118	-35.5%
Packaged Snack Foods	\$488,071	\$532,684	9.1%
Fresh Prepared Foods	\$171,061	\$161,418	-5.6%
Liquor	\$68,107	\$87,737	28.8%
Miscellaneous Merchandise	\$3,689	\$6,016	63.1%
Salads	\$17,042	\$18,772	10.2%
Wine	\$272,347	\$309,883	13.8%
	\$1,561,054	\$1,668,776	6.9%

Figure 1.8

For the second quarter of FFY 2016-17, food and beverage sales increased 6.9 percent when compared to the same quarter in the prior year. Details on the performance of each specific sales category are included in Figure 1.8.

Amtrak Thruway Bus Service

A request was made by the LOSSAN Technical Advisory Committee to provide additional analysis and trends on Amtrak's Thruway Bus ridership. The detailed ridership data associated with this service is being supplied by Amtrak as of January 2017 and has been incorporated into the standard monthly ridership reports. Efforts are still underway to access historical data to allow for a trends analysis.

Additional Metrics

A summary table of the ridership, revenue, and OTP for the LOSSAN rail corridor can be found in Attachment B. There are additional performance indicators that, while not necessarily beneficial in trend analysis, are helpful in calculating the value and efficiency of the service and its associated facilities. These indicators, such as boardings/alightings by station and ridership/revenue by station pair, are included in Attachment C.

Summary

This report provides an update of trends for the usage, efficiency, and quality of the passenger rail services on the Los Angeles – San Diego – San Luis Obispo rail corridor, including the Pacific Surfliner, Metrolink, and COASTER for the second quarter of federal fiscal year 2016-17. During the second quarter, total Los Angeles – San Diego – San Luis Obispo rail corridor ridership decreased by 1.3 percent compared to the same period last year; however, ridership and revenue for the Pacific Surfliner continued a growth trend, increasing ridership by 0.4 percent, and revenue by 0.3 percent, when compared to the same period last year.

Attachments

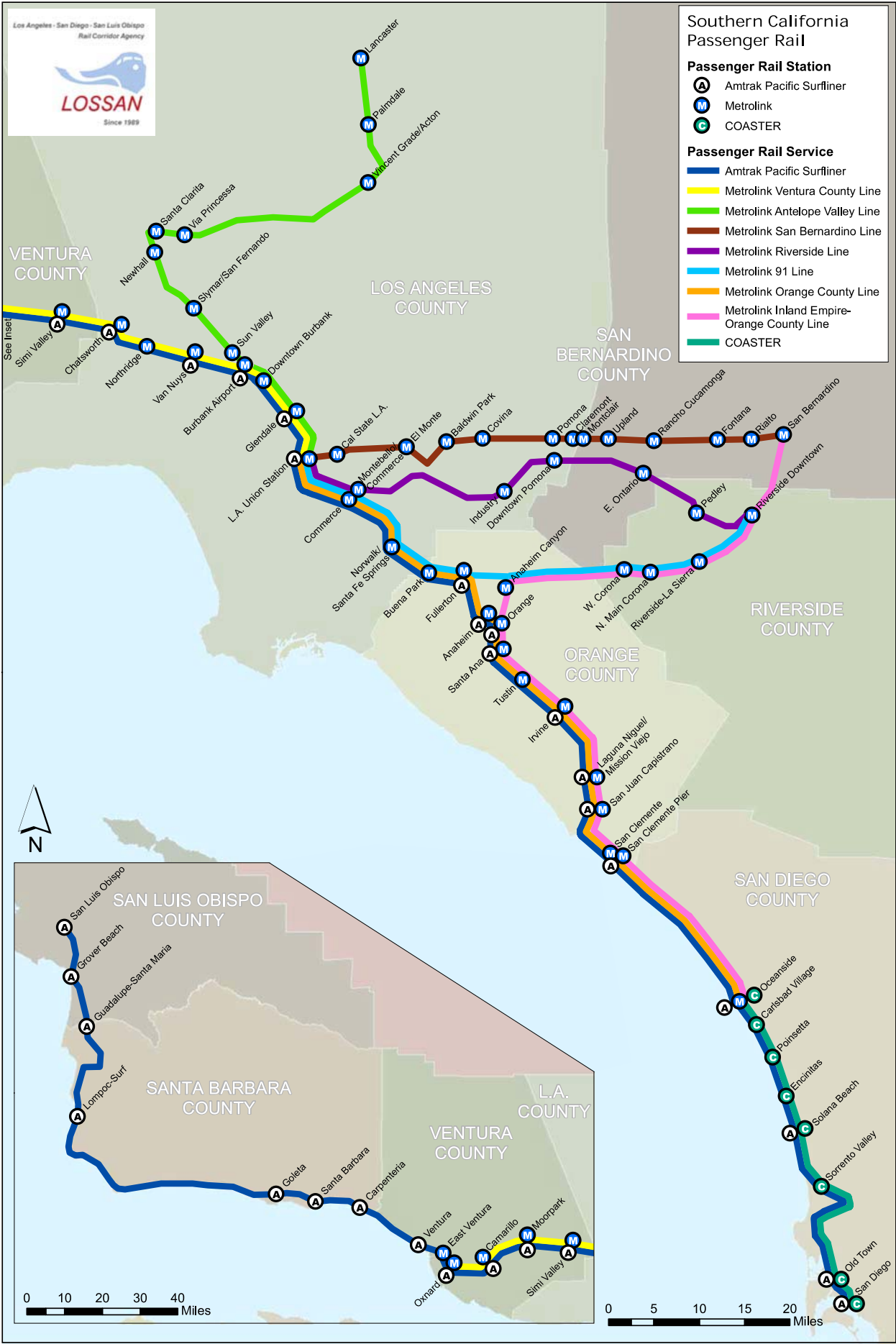
- A. Los Angeles – San Diego – San Luis Obispo Rail Corridor Map
- B. Los Angeles – San Diego – San Luis Obispo Rail Corridor Performance Summary, Second Quarter Federal Fiscal Year 2016-17
- C. Los Angeles – San Diego – San Luis Obispo Rail Corridor Additional Performance Indicators

Prepared by:



Roger M. Lopez
Principal Transportation Analyst
(714) 560-5438

Los Angeles – San Diego – San Luis Obispo Rail Corridor Map



Los Angeles – San Diego – San Luis Obispo Rail Corridor Performance Summary
Second Quarter Federal Fiscal Year 2016-17
(January, February, and March)

<u>Service</u>	<u>Ridership (total)</u>	<u>Ridership - Growth Over Same Quarter Previous Year</u>	<u>Revenue (total)</u>	<u>Revenue - Growth Over Same Quarter Previous Year</u>	<u>Endpoint OTP (3 mo. avg)</u>
Pacific Surfliner	674,216	0.4%	\$ 16,254,807	0.3%	70.3%
Metrolink Ventura County Line	216,278	-1.2%	---	---	96.9%
Metrolink Orange County Line	537,632	1.8%	---	---	91.5%
COASTER	317,202	-6.3%	---	---	88.8%
LOSSAN Total/Average	1,745,328	-1.3%			86.9%

Amtrak Nationwide	7,137,471	0.2%	\$ 489,776,288	2.4%	77.1%
Capitol Corridor	385,830	1.3%	\$ -	2.6%	88.9%
San Joaquin	251,012	-3.6%	\$ -	-5.4%	66.2%
Coast Starlight	85,639	-6.0%	\$ -	-4.4%	46.4%

Los Angeles – San Diego – San Luis Obispo Rail Corridor Additional Performance Indicators

Station Pair Ridership/Revenue - Federal Fiscal Year 2016-17 - Year to Date Total

<u>Station Pair by Ridership</u>	<u>Ridership</u>	<u>Rank</u>	<u>Station Pair by Revenue</u>	<u>Revenue</u>
Los Angeles - San Diego	128,136	1	Los Angeles - San Diego	\$4,969,444
Los Angeles - Solana Beach	64,324	2	Los Angeles - Solana Beach	\$2,097,560
Los Angeles - Oceanside	58,833	3	Los Angeles - Old Town San Diego	\$2,063,879
Los Angeles - Old Town San Diego	53,011	4	Los Angeles - Oceanside	\$1,613,822
Irvine - Los Angeles	38,613	5	Los Angeles - Santa Barbara	\$966,215
Fullerton - Los Angeles	34,692	6	Irvine - San Diego	\$740,102
Los Angeles - Santa Barbara	33,602	7	Anaheim - San Diego	\$724,804
Irvine - San Diego	30,042	8	Irvine - Los Angeles	\$673,647
Anaheim - Los Angeles	26,845	9	Fullerton - San Diego	\$606,212
Irvine - Solana Beach	26,655	10	San Diego - Santa Barbara	\$450,946
Anaheim - San Diego	25,103	11	Irvine - Solana Beach	\$435,069
Fullerton - San Diego	20,584	12	Fullerton - Los Angeles	\$398,624
Los Angeles - San Juan Capistrano	20,172	13	Los Angeles - San Juan Capistrano	\$395,735
Los Angeles - Santa Ana	18,767	14	San Diego - San Juan Capistrano	\$376,470
San Diego - San Juan Capistrano	18,155	15	San Diego - Santa Ana	\$376,010
Irvine - Old Town San Diego	15,412	16	Irvine - Old Town San Diego	\$368,460
San Diego - Santa Ana	14,108	17	Anaheim - Los Angeles	\$365,441
Anaheim - Old Town San Diego	12,359	18	Anaheim - Old Town San Diego	\$359,402
Anaheim - Solana Beach	12,342	19	Goleta - Los Angeles	\$305,036
San Diego - Santa Barbara	10,323	20	Los Angeles - San Luis Obispo	\$304,568
Fullerton - Old Town San Diego	10,041	21	Fullerton - Old Town San Diego	\$297,773
Fullerton - Solana Beach	10,004	22	Los Angeles - Santa Ana	\$297,106
Goleta - Los Angeles	9,380	23	Anaheim - Solana Beach	\$258,199
Los Angeles - San Luis Obispo	7,481	24	Oceanside - Santa Barbara	\$240,896
Oceanside - Santa Barbara	5,949	25	Fullerton - Solana Beach	\$231,694
<i>All other markets</i>	660,590		<i>All other markets</i>	\$14,844,190
	1,365,523			\$34,761,303

Note : due to forced ticket lifts total station pair data may vary slightly from total annual ridership.

Los Angeles – San Diego – San Luis Obispo Rail Corridor Additional Performance Indicators

Boardings/Alightings by Station - Federal Fiscal Year 2016-17 - Year to Date Total

		Oct - Mar FFY 2016-17	Oct - Mar FFY 2015-16	% Change
Code	Station Name	Total Riders	Total Riders	Total
LAX	Los Angeles, CA	679,486	636,312	+6.8
SAN	San Diego, CA	337,981	342,076	-1.2
IRV	Irvine, CA	204,609	213,023	-3.9
OSD	Oceanside, CA	196,404	217,017	-9.5
FUL	Fullerton, CA	176,775	169,819	+4.1
SOL	Solana Beach, CA	169,752	173,246	-2.0
OLT	San Diego, CA - Old Town	134,427	121,488	+10.7
SBA	Santa Barbara, CA	128,164	135,857	-5.7
ANA	Anaheim, CA	126,918	125,745	+0.9
SNC	San Juan Capistrano, CA	99,759	102,020	-2.2
SNA	Santa Ana, CA	92,013	89,125	+3.2
GTA	Goleta, CA	39,885	40,914	-2.5
OXN	Oxnard, CA	37,063	37,596	-1.4
VNC	Van Nuys, CA	34,660	34,944	-0.8
CWT	Chatsworth, CA	32,451	33,170	-2.2
SLO	San Luis Obispo, CA	32,283	35,290	-8.5
BUR	Burbank, CA	31,931	29,881	+6.9
VEC	Ventura, CA	28,610	28,597	+0.0
CML	Camarillo, CA	25,289	24,531	+3.1
GDL	Glendale, CA	25,252	24,761	+2.0
SIM	Simi Valley, CA	21,731	21,521	+1.0
CPN	Carpinteria, CA	14,067	13,523	+4.0
SRB	San Diego, CA - SV	11,945	9,180	+30.1
MPK	Moorpark, CA	9,898	10,418	-5.0
GVB	Grover Beach, CA	8,170	9,138	-10.6
CBV	Carlsbad, CA - Village	6,375	5,931	+7.5
ENC	Encinitas, CA	5,994	5,381	+11.4
GUA	Guadalupe, CA	5,590	5,751	-2.8
SNP	San Clemente, CA - Pier	5,470	5,949	-8.1
POI	Carlsbad, CA - Poinsettia	4,569	4,150	+10.1
LPS	Surf, CA	3,525	3,788	-6.9
Total				+0.8



August 21, 2017

To: Members of the Board of Directors
From: Jennifer L. Bergener, Managing Director
Subject: Fare Policy Restructuring – Implementation

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency has concluded a restructuring of the Pacific Surfliner fares to address the inconsistencies that exist in the current pricing and discount methodologies. Staff has finalized the revised fare tables and worked with Amtrak to model the impacts of the proposed fare restructuring. The revised fare tables as well as an overview of the modeling results and implementation plan are presented for Board of Directors review and approval.

Recommendations

- A. Review and approve the proposed fare tables developed as part of the 2017 Pacific Surfliner fare restructuring effort.
- B. Direct staff to begin a 60-day public outreach campaign regarding the proposed fare restructuring, and to return to the Board of Directors with a summary of comments received.

Background

The current fare structure for the Pacific Surfliner has remained largely unchanged since 2013 when a 2 percent increase to the base fare was implemented. Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) staff completed an analysis of the current fare structure and identified areas of inconsistent pricing and discount methodologies that merited adjustment. The principles that guided the restructuring effort were approved by the LOSSAN Board of Directors (Board) on September 19, 2016. On January 30, 2017, the Board subsequently approved the basic fare assumptions and directed staff to return with finalized fare tables.

Discussion

The revised fare structure is based on the Board-approved assumptions below, and was developed in coordination with Amtrak subject-matter experts with extensive experience in this process. The basic assumptions on which the revised fare structure is built are as follows:

- Fares are developed using a consistent distance-based formula, with the cost per mile of travel decreasing as the distance increases.
- Base fares will be calculated and then rounded to the nearest five cents. Currently, base fares are rounded to the nearest whole dollar.
- Discounts for 10-trip tickets are consistent across all station pairs at a static 40 percent. A proposal to limit the use of the 10-trip ticket to a single named passenger, with the period of use being extended to 60 days, is included.
- Monthly pass fares are calculated based on the current zone-based fare structure with minor modifications. Monthly passes on the north end of the LOSSAN rail corridor (station pairs between San Luis Obispo and Camarillo) are calculated based on the single ride base fare multiplied by a factor of 11. Monthly passes for station pairs on the south end of the LOSSAN rail corridor (station pairs between Moorpark and San Diego) are calculated based on a factor of 18, which is in line with Amtrak national practice. This includes where station pairs overlap with Metrolink service. Additionally, in an effort to incentivize travel between underutilized station pairs, the reduced zone for the north end of the corridor was extended further south to include the Camarillo station, whereas previously it stopped in Oxnard.

Utilizing these assumptions, staff has developed the revised fare tables as shown in Attachment A. The fare tables show the revised fare for each station pair under the proposed restructuring. Also included in the table with each fare is the net increase or decrease (in dollars) of the proposal over the current fares.

Aggregate Impact to Fares

As previously discussed with the Board, the process undertaken has been an adjustment to the methodology for the calculation of fares, as well as standardization of the discounts offered. What has been accomplished is a normalization, as some fares within each fare type increased while others decreased. The proposed restructuring does not result in an across-the-board fare increase. The percentage change indicated for each of the fare types below

represent the aggregate impact when all adjustments (both plus and minus) are accounted for.

Base fares: Base single-ride fares will increase by approximately 1.76 percent. This is in line with the previously Board-approved guiding principles and basic assumptions which indicated that the aggregate increase to base fares should be no more than 2 percent.

10-Trip tickets: The impact to 10-trip tickets is slightly more significant as this fare type sees a 2.76 percent increase in aggregate. This is primarily due to decreasing the disproportionate discounts previously offered on some station pairs. The inconsistent discounts offered on the 10-Trip ticket fares were one of the first areas of concern raised during staff's analysis of the fare structure. Previous discounts ranged from 18 to 56 percent depending on the origin station. Now a standard 40 percent discount is applied. This does result in a slight aggregated increase, but the standard discount used still exceeds Amtrak's national standard of 30 percent. The reduction to a standard 30 percent discount will be phased in over multiple years to lessen the impact to Pacific Surfliner passengers.

Monthly Passes: Monthly passes see an aggregate *decrease* of 1.48 percent. Efforts were made to incentivize monthly pass usage on both the northern portion of the corridor as well as the longer distance station pairs.

Modeling Results

As part of the development of the revised fare structure, LOSSAN Agency staff worked with staff in Amtrak's demand forecasting department to model the proposed adjustments. Based on this effort, Amtrak estimates that the proposed modifications would result in a loss of approximately 30,000 riders (from a forecasted 3.12 million) and would increase annual revenue by 1 percent.

Public Outreach Effort

Although the Pacific Surfliner is not subject to the requirements of Title VI when it comes to the implementation of fare adjustments, LOSSAN Agency staff intends to engage in a comprehensive public outreach campaign to educate and inform passengers and the public about the proposed fare adjustments. The goal is to foster an understanding of the overall goals of the restructuring efforts, as well as clearly show any possible impacts this will have on Pacific Surfliner riders. Efforts will be made to engage community members and allow them to voice their opinions and concerns.

Upon Board approval of the proposed fare tables, staff will begin a 60-day communication and outreach program. This effort will provide information online

and through various social media channels, as well as through printed materials at stations and onboard trains. Additional details regarding the key elements of this campaign can be found in Attachment B.

Additional Considerations

Additional modifications to existing discount programs are also proposed. The large group discount will increase from 15 to 20 percent. A previously discussed small group discount (groups of 5 or more) met with issues as the Amtrak ticketing system could not implement that type of discount structure. In an effort to provide incentives for small group travel, staff is working with Amtrak to develop targeted discounts, such as a reduced cost fifth ticket when four regularly priced tickets are purchased, or some other type of companion fare discount. As part of the public outreach process, staff will continue to engage our partners and member agencies for recommendations on ways to incentivize small group travel.

Next Steps

With Board approval of the revised fare tables, staff will begin the 60-day public outreach process to inform, educate, and seek the input of Pacific Surfliner riders and the public. Following the outreach period, staff will return to the Board with any significant findings as well as an implementation schedule for the restructuring, which is currently anticipated to occur during the first quarter of calendar year 2018.

Summary

Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency staff has developed a revised fare structure for the Pacific Surfliner service. The revised fare tables as well as an overview of the modeling results and implementation plan are presented for Board of Directors review and approval.

Attachments

- A. Pacific Surfliner 2017 Proposed Fare Structure
- B. Pacific Surfliner Fare Restructuring, Public Outreach Strategy

Prepared by:



Roger M. Lopez
Principal Transportation Analyst
(714) 560-5438

Pacific Surfliner 2017 Proposed Fare Structure

	SLO	GVB	GUA	LPS	GTA	SBA	CPN	VEC	OXN	CML	MPK	SIM	CWT	VNC	BUR	GDL	LAX	FUL	ANA	SNA	IRV	SNC	SNP	OSD	CBV	SOL	SRB	OLT
GVB	-0.20 8.80																											
GUA	0.60 13.60	0.80 9.30																										
LPS	0.35 18.35	1.55 17.55	0.95 13.95																									
GTA	1.20 32.20	1.65 30.65	2.70 27.70	1.75 20.75																								
SBA	-1.00 34.00	0.60 31.60	1.80 29.80	1.30 23.30	-1.30 7.20																							
CPN	-0.20 35.80	-0.40 33.60	0.95 30.95	1.95 25.95	-1.50 11.50	-0.75 7.75																						
VEC	1.40 38.40	0.50 36.50	-0.80 34.20	3.80 29.80	0.70 16.70	-1.05 13.95	-0.45 10.55																					
OXN	-0.75 38.25	1.10 38.10	1.00 36.00	1.95 30.95	0.45 18.45	-0.10 16.90	1.95 13.95	-2.25 7.75																				
CML	0.40 39.40	0.00 38.00	-0.35 37.65	4.00 33.00	1.60 19.60	1.55 18.55	1.90 16.90	-0.25 11.75	-2.25 7.75																			
MPK	0.40 40.40	0.20 39.20	1.10 39.10	0.90 34.90	0.50 22.50	0.90 19.90	1.55 18.55	1.30 15.30	-1.25 11.75	-3.25 7.75																		
SIM	1.30 41.30	1.30 40.30	-0.05 38.95	1.85 36.85	2.45 25.45	2.05 23.05	1.20 20.20	0.90 17.90	-0.40 15.60	-2.05 11.95	-2.75 8.25																	
CWT	1.85 41.85	2.00 41.00	0.80 39.80	2.10 38.10	2.45 27.45	2.20 25.20	0.50 22.50	0.80 18.80	0.55 17.55	0.00 15.00	-0.50 11.50	-2.40 6.60																
VNC	2.40 42.40	1.65 41.65	1.65 40.65	-1.10 37.90	1.55 29.55	3.45 27.45	1.95 24.95	1.45 20.45	-0.30 18.70	0.35 17.35	0.65 14.65	-1.10 10.90	-2.80 7.20															
BUR	1.90 42.90	2.00 42.00	2.15 41.15	-0.40 38.60	1.90 30.90	-0.10 28.90	2.50 26.50	0.20 22.20	0.30 19.30	1.35 18.35	1.45 16.45	0.80 12.80	-0.85 10.15	-3.25 5.25														
GDL	2.40 43.40	2.45 42.45	2.65 41.65	0.40 39.40	0.40 31.40	1.45 30.45	2.20 28.20	1.15 24.15	-1.65 21.35	-0.65 18.35	0.90 17.90	0.30 15.30	-1.60 12.40	-0.70 9.30	-2.05 5.95													
LAX	2.80 43.80	1.95 42.95	2.00 42.00	1.00 40.00	0.60 32.60	-0.25 30.75	0.55 29.55	1.70 25.70	0.05 23.05	-0.80 20.20	0.65 18.65	0.90 16.90	-0.35 14.65	0.50 11.50	0.30 9.30	-2.75 5.25												
FUL	0.10 45.10	1.60 44.60	2.90 43.90	3.00 42.00	2.30 37.30	1.80 35.80	0.00 34.00	1.75 30.75	1.55 29.55	2.20 27.20	1.65 24.65	0.65 21.65	0.30 19.30	0.45 18.45	2.55 17.55	3.90 15.90	1.95 13.95											
ANA	-1.50 45.50	0.85 44.85	2.20 44.20	2.30 42.30	2.10 38.10	0.65 36.65	-0.10 34.90	0.80 31.80	1.65 30.65	0.40 28.40	0.95 25.95	0.05 23.05	-0.25 20.75	-0.15 18.85	1.35 18.35	1.15 17.15	0.60 15.60	-4.50 4.50										
SNA	-0.75 46.25	0.00 45.00	1.45 44.45	2.70 42.70	0.85 38.85	0.45 37.45	0.80 35.80	0.80 32.80	0.75 30.75	0.55 29.55	-0.80 27.20	0.40 24.40	-0.80 22.20	-1.40 19.60	-0.20 18.80	0.05 18.05	-0.10 16.90	-2.25 7.75	-4.50 4.50									
IRV	-1.20 47.80	-1.05 45.95	0.90 44.90	3.50 43.50	-0.40 38.60	1.00 39.00	0.45 37.45	-0.25 34.75	0.80 32.80	0.75 30.75	0.55 29.55	2.00 27.00	-0.05 24.95	-0.50 22.50	-0.25 20.75	-0.35 18.65	0.55 18.55	0.75 11.75	0.15 10.15	-1.25 7.75								
SNC	-1.40 49.60	-1.20 47.80	-1.20 45.80	2.25 44.25	0.90 39.90	-0.05 38.95	-1.25 37.75	-0.15 36.85	0.10 35.10	-0.80 33.20	1.15 31.15	0.80 29.80	-0.05 27.95	0.70 25.70	0.15 24.15	0.20 22.20	-0.55 20.45	0.90 15.90	-0.70 14.30	1.40 12.40	-1.20 8.80							
SNP	-1.25 50.75	-1.00 49.00	-1.00 47.00	1.65 44.65	1.65 40.65	0.80 39.80	-0.25 38.75	0.10 38.10	0.50 36.50	-1.25 34.75	0.80 32.80	0.50 30.50	0.80 29.80	-0.30 27.70	1.25 26.25	0.40 24.40	-0.25 22.75	-0.25 17.75	-0.30 16.70	0.30 15.30	-0.25 11.75	-2.90 6.60						
OSD	-0.95 54.05	-1.90 52.10	-1.80 50.20	1.25 46.25	3.10 42.10	2.55 41.55	1.80 40.80	0.30 39.30	-0.85 38.15	0.25 38.25	-0.35 36.65	-0.25 34.75	1.20 33.20	0.40 31.40	1.10 31.10	1.55 29.55	0.20 28.20	0.35 21.35	-0.10 19.90	-0.65 18.35	-0.10 17.90	0.00 15.00	0.95 11.95					
CBV	-0.40 54.60	-0.45 52.55	-0.35 50.65	0.70 46.70	3.30 42.30	3.75 41.75	3.05 41.05	1.60 39.60	0.50 38.50	0.70 38.70	1.15 37.15	1.30 35.30	0.80 33.80	0.00 32.00	0.75 30.75	1.25 30.25	0.90 28.90	1.20 22.20	0.75 20.75	0.30 19.30	0.35 18.35	0.90 15.90	-1.80 13.20	-6.15 2.85				
SOL	-0.15 56.85	-0.20 54.80	-0.45 52.55	-0.30 48.70	2.35 43.35	2.65 42.65	2.95 41.95	1.80 40.80	0.90 39.90	-0.15 38.85	1.10 39.10	1.45 37.45	0.15 36.15	-0.45 34.55	0.40 33.40	1.00 32.00	0.75 30.75	2.70 25.70	3.40 24.40	2.05 23.05	0.20 20.20	1.45 18.45	0.15 17.15	0.55 10.55	0.30 9.30			
SRB	0.10 58.10	0.00 56.00	-0.30 53.70	-0.25 49.75	1.80 43.80	3.20 43.20	4.40 42.40	3.35 41.35	2.55 40.55	1.60 39.60	0.50 38.50	1.55 38.55	0.30 37.30	-1.20 35.80	-0.25 34.75	-0.60 33.40	-0.80 32.20	2.45 27.45	2.25 26.25	1.95 24.95	1.20 22.20	-0.35 18.65	0.00 18.35	-0.20 12.80	-1.25 11.75	-6.05 5.95		
OLT	-0.30 60.70	-1.40 58.60	-0.65 56.35	-1.05 51.95	1.65 44.65	2.20 44.20	3.55 43.55	2.30 42.30	1.70 41.70	1.00 41.00	0.10 40.10	-1.05 38.95	-2.00 38.00	-1.75 38.25	-0.70 37.30	-1.85 36.15	-1.90 35.10	1.90 30.90	1.80 29.80	2.65 28.65	2.25 26.25	1.05 23.05	-0.25 20.75	-0.65 17.35	0.70 16.70	0.40 12.40	0.15 10.15	
SAN	0.25 61.25	-0.85 59.15	-0.15 56.85	-0.60 52.40	1.80 44.80	2.35 44.35	3.75 43.75	2.55 42.55	1.90 41.90	1.20 41.20	0.40 40.40	-0.70 39.30	-1.60 38.40	-1.30 38.70	-0.20 37.80	-1.35 36.65	-1.35 35.65	1.50 30.50	2.45 30.45	3.35 29.35	3.00 27.00	1.85 23.85	0.65 21.65	-0.10 17.90	1.35 17.35	1.60 13.60	1.25 11.25	-5.65 2.85

Base Fares

Pacific Surfliner 2017 Proposed Fare Structure

	SLO	GVB	GUA	LPS	GTA	SBA	CPN	VEC	OXN	CML	MPK	SIM	CWT	VNC	BUR	GDL	LAX	FUL	ANA	SNA	IRV	SNC	SNP	OSD	CBV	SOL	SRB	OLT
GVB	13																											
	53																											
GUA	22	16																										
	82	56																										
LPS	26	31	24																									
	110	105	84																									
GTA	49	49	54	37																								
	193	184	166	125																								
SBA	46	46	49	42	3																							
	204	190	179	140	43																							
CPN	52	49	46	49	9	10																						
	215	202	186	156	69	47																						
VEC	63	56	47	63	26	19	12																					
	230	219	205	179	100	84	63																					
OXN	53	62	58	51	27	22	28	3																				
	230	229	216	186	111	101	84	47																				
CML	8	6	4	24	10	9	11	12	-18																			
	236	228	226	198	118	111	101	71	47																			
MPK	8	7	13	11	9	5	9	16	-14	-25																		
	242	235	235	209	135	119	111	92	71	47																		
SIM	14	14	6	17	21	12	7	7	-10	-19	-22																	
	248	242	234	221	153	138	121	107	94	72	50																	
CWT	17	18	11	19	21	19	9	8	-6	-8	-9	-19																
	251	246	239	229	165	151	135	113	105	90	69	40																
VNC	20	16	16	-1	9	21	18	14	-12	-7	-3	-13	-22															
	254	250	244	227	177	165	150	123	112	104	88	65	43															
BUR	17	18	19	4	11	5	21	25	-8	-1	1	-1	-11	-20														
	257	252	247	232	185	173	159	133	116	110	99	77	61	32														
GDL	20	21	22	8	2	9	19	22	-15	-14	-4	-6	-17	-9	-29													
	260	255	250	236	188	183	169	145	128	110	107	92	74	56	36													
LAX	23	18	18	12	4	5	3	23	-12	-9	-5	-3	-10	-3	-16	-17												
	263	258	252	240	196	185	177	154	138	121	112	101	88	69	56	32												
FUL	1	16	23	24	20	17	6	1	-5	7	5	0	-8	0	-6	17	6											
	271	268	263	252	224	215	204	185	177	163	148	130	116	111	105	95	84											
ANA	-3	5	19	20	19	10	5	-4	-5	-12	0	-5	-5	-4	-7	5	3	-28										
	273	269	265	254	229	220	209	191	184	170	156	138	125	113	110	103	94	27										
SNA	2	0	15	22	11	9	11	20	-10	-12	-19	-4	-10	-12	-17	-3	-3	-18	-28									
	278	270	267	256	233	225	215	197	185	177	163	146	133	118	113	108	101	47	27									
IRV	-1	0	5	27	4	12	9	12	-11	-10	-12	6	-6	-8	-18	-5	0	-1	-4	-8								
	287	276	269	261	232	234	225	209	197	185	177	162	150	135	125	112	111	71	61	47								
SNC	-2	-1	-1	20	11	6	-1	4	-10	-16	-8	-10	-14	-2	-11	-4	-7	4	-5	2	-12							
	298	287	275	266	239	234	227	221	211	199	187	179	168	154	145	133	123	95	86	74	53							
SNP	-1	0	0	16	16	11	5	6	-9	-19	-11	-12	-10	-16	-18	-4	-6	-4	-4	1	-7	-19						
	305	294	282	268	244	239	233	229	219	209	197	183	179	166	158	146	137	107	100	92	71	40						
OSD	5	-5	-5	8	6	2	-2	-13	-18	-11	-14	-12	-9	-14	-8	-5	-13	-9	-11	-7	-4	-1	0					
	324	313	301	278	253	249	245	236	229	230	220	209	199	188	187	177	169	128	119	110	107	90	72					
CBV	9	-4	-14	-8	7	4	-1	-13	-16	-9	-11	-9	-7	-18	-19	-4	-9	-4	-5	-4	-4	-1	-17					
	328	315	304	280	254	251	246	238	231	232	223	212	203	192	185	182	173	133	125	116	110	95	79					
SOL	22	10	-3	4	13	9	5	-8	-8	-8	1	4	7	-3	-4	6	3	17	16	18	7	15	7	3				
	341	329	315	292	260	256	252	245	239	233	235	225	217	207	200	192	185	154	146	138	121	111	103	63				
SRB	30	17	3	-7	11	12	7	-8	-4	-3	-3	3	-4	-13	-7	-10	-11	9	14	12	7	4	2			-36		
	349	336	322	299	263	259	254	248	243	238	231	231	224	215	209	200	193	165	158	150	133	112	110			36		
OLT	45	33	19	0	16	18	14	2	3	5	7	0	-6	-4	-4	-11	-11	11	11	16	20	12	5	2				
	364	352	338	312	268	265	261	254	250	246	241	234	228	230	224	217	211	185	179	172	158	138	125	104		74		
SAN	49	36	22	2	17	19	16	9	4	6	8	2	-4	-2	-1	-8	-8	9	15	20	24	17	10	5		82		-31
	368	355	341	314	269	266	263	255	251	247	242	236	230	232	227	220	214	183	183	176	162	143	130	107				17

Pacific Surfliner 2017 Proposed Fare Structure

	SLO	GVB	GUA	LPS	GTA	SBA	CPN	VEC	OXN	CML	MPK	SIM	CWT	VNC	BUR	GDL	LAX	FUL	ANA	SNA	IRV	SNC	SNP	OSD	CBV	SOL	SRB	OLT
GVB	-2																											
	97																											
GUA	7	8																										
	150	102																										
LPS	4	17	10																									
	202	193	153																									
GTA	13	18	30	19																								
	354	337	305	228																								
SBA	-11	7	20	14	-15																							
	374	348	328	256	79																							
CPN	-2	-4	10	21	-16	-9																						
	394	370	340	285	127	85																						
VEC	15	6	-9	42	8	-12	-5																					
	422	402	376	328	184	153	116																					
OXN	-8	12	11	21	5	-1	21	-25																				
	421	419	396	340	203	186	153	85																				
CML	-157	-172	-176	-159	-108	-102	-84	-87	-100																			
	433	418	414	363	216	204	186	129	85																			
MPK	-10	-10	-10	-10	9	16	28	23	-29	-64																		
	580	580	580	580	405	358	334	275	212	140																		
SIM	-10	-10	-10	-10	44	37	22	16	-15	-44	-55																	
	580	580	580	580	458	415	364	322	281	215	149																	
CWT	-10	-10	-10	-10	44	40	9	14	1	-8	-15	-48																
	580	580	580	580	494	454	405	338	316	270	207	119																
VNC	-10	-10	-10	-10	28	62	35	16	-15	-3	5	-26	-55															
	580	580	580	580	532	494	449	368	337	312	264	196	130															
BUR	-10	-10	-10	-10	34	-2	45	4	-5	15	18	8	-21	-62														
	580	580	580	580	556	520	477	400	347	330	296	230	183	95														
GDL	-10	-10	-10	-10	7	26	40	9	-42	-22	7	-3	-36	-18	-41													
	580	580	580	580	565	548	508	435	384	330	322	275	223	167	107													
LAX	-10	-10	-10	-10	4	-4	10	31	-11	-25	3	8	-14	3	0	-53												
	580	580	580	580	580	554	532	463	415	364	336	304	264	207	167	95												
FUL	-10	-10	-10	-10	-10	-10	-10	32	-3	27	18	1	-5	-1	38	64	29											
	580	580	580	580	580	580	580	554	515	490	444	390	347	332	316	286	251											
ANA	-10	-10	-10	-10	-10	-10	-10	14	-4	-7	4	-11	-15	-13	15	13	3	-86										
	580	580	580	580	580	580	580	572	515	511	467	415	374	339	330	309	281	81										
SNA	-10	-10	-10	-10	-10	-10	-10	4	-4	-4	-28	-5	-26	-36	-14	-8	-11	-45	-86									
	580	580	580	580	580	580	580	580	515	515	490	439	400	353	338	325	304	140	81									
IRV	-10	-10	-10	-10	-10	-10	-10	-10	-4	-4	-4	-4	-14	-21	-15	-16	1	8	-2	-27								
	580	580	580	580	580	580	580	580	515	515	515	486	449	405	374	336	334	212	183	140								
SNC	-10	-10	-10	-10	-10	-10	-10	-10	-4	-4	-4	-4	-15	0	-9	-7	-21	8	-21	19	-27							
	580	580	580	580	580	580	580	580	515	515	515	515	503	463	435	400	368	286	257	223	158							
SNP	-10	-10	-10	-10	-10	-10	-10	-10	-4	-4	-4	-4	-4	-19	10	-5	-16	-13	-14	-3	-10	-57						
	580	580	580	580	580	580	580	580	515	515	515	515	515	515	499	473	439	410	320	301	275	212	119					
OSD	-10	-10	-10	-10	-10	-10	-10	-10	-4	-4	-4	-4	-4	-4	-4	-3	-10	-5	-31	-22	-11	-8	11					
	580	580	580	580	580	580	580	580	515	515	515	515	515	515	515	515	508	384	358	330	322	270	215					
CBV	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-14	-36	-13	-20	-14	-15	-5	-3	8	22					
	580	580	580	580	580	580	580	580	580	580	580	580	580	576	554	545	520	400	374	347	330	286	238					
SOL	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	18	14	49	50	37	4	26	3	10				
	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	576	554	463	439	415	364	332	309	190				
SRB	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	26	41	35	22	12	6			-109		
	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	494	473	449	400	336	330			107		
OLT	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	34	32	48	41	19	-4	-12				
	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	556	536	516	473	415	374	312			223	
SAN	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	-10	27	44	60	54	33	12	-2				
	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	580	549	548	528	486	429	390	322			245	-102
																												51

Monthly Fares

Pacific Surfliner 2017 Proposed Fare Structure

Station Code	Station Name
SLO	San Luis Obispo
GVB	Grover Beach
GUA	Guadalupe
LPS	Lompoc - Surf
GTA	Goleta
SBA	Santa Barbara
CPN	Carpinteria
VEC	Ventura
OXN	Oxnard
CML	Camarillo
MPK	Moorpark
SIM	Simi Valley
CWT	Chatsworth
VNC	Van Nuys
BUR	Burbank - Bob Hope Airport
GDL	Glendale
LAX	Los Angeles Union Station
FUL	Fullerton
ANA	Anaheim
SNA	Santa Ana
IRV	Irvine
SNC	San Juan Capistrano
SNP	San Clemente Pier
OSD	Oceanside
CBV	Carlsbad - Village
SOL	Solana Beach
SRB	Sorrento Valley
OLT	Old Town
SAN	San Diego

Pacific Surfliner Fare Restructuring Public Outreach Strategy

Objective: Engage and inform passengers and the public about the proposed fare adjustments to foster an understanding of the impacts and overall goals of the restructuring efforts. Implement a process to solicit passenger and community input and allow them to voice their opinions and concerns.

Timeline: 60-day period beginning late August 2017


Key tactics: Staff will utilize a variety of methods to inform as well as solicit input. These methods include:

- Website: A landing page on PacificSurfliner.com will provide background regarding the fare restructuring as well as the proposed fare tables.
- Online survey: An online survey will allow the public to provide input on the proposed fare changes and collect demographic data about respondents (station pair, frequency of use, ticket type used).
- Social media: Social media posts will be shared on Pacific Surfliner accounts that link back to the landing page and survey; Twitter will be the primary focus, as it has the largest following of regular riders.
- Rack card: A rack card with basic information about the proposed fare restructuring will be placed on Pacific Surfliner trains and at stations, and will provide a link to the survey as well as an address to provide written comments, if desired.
- Email: Work with Amtrak to determine the feasibility of sending an email notification to passengers who rode the Pacific Surfliner within the past six months, focused on multi-ride users.
- WiFi landing page: A notice about the proposed restructuring will be placed on the Amtrak Connect onboard WiFi landing page with a link to PacificSurfliner.com landing page and survey.



August 21, 2017

To: Members of the Board of Directors

From: Jennifer L. Bergener, Managing Director 

Subject: Federal Fiscal Year 2017-18 and 2018-19 Operating Agreement with Amtrak for Pacific Surfliner Intercity Rail Service

Overview

In order to provide continued operation of the Pacific Surfliner intercity passenger rail service as included in the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency business plan for fiscal years 2017-18 and 2018-19, an agreement must be negotiated with Amtrak. Consistent with prior Board of Directors approval and direction, staff has negotiated an operating agreement with Amtrak for federal fiscal years 2017-18 and 2018-19.

Recommendation

Authorize the Managing Director to negotiate and execute an agreement with Amtrak to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a term of two years, in an amount not to exceed \$33,006,040, for federal fiscal year 2017-18, and in an amount not to exceed \$32,325,567, for federal fiscal year 2018-19, subject to future funding approvals by the State of California.

Background

On March 20, 2017, the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Board of Directors (Board) approved the LOSSAN Agency business plan for federal fiscal years (FFY) 2017-18 and FFY 2018-19 (Business Plan). California State Transportation Agency (CalSTA) approval of the Business Plan is anticipated in late August 2017. The Business Plan outlines the budget and major goals and objectives necessary to provide and administer the Pacific Surfliner Intercity Rail Service (Service).

The current operating agreement between the LOSSAN Agency and Amtrak, is set to expire on September 30, 2017. In order to continue to provide safe, reliable, and efficient intercity passenger rail service on the LOSSAN rail corridor,

a new operating agreement between the LOSSAN Agency and Amtrak is necessary.

Discussion

The LOSSAN Agency Business Plan outlined operational assumptions for FFYs 2017-18 and 2018-19, including the addition of a 13th roundtrip. These assumptions were consistent with historical performance of the service, the prior LOSSAN Agency Business Plan for FFY 2016-17 and FFY 2017-18, as well as the LOSSAN agency Strategic Implementation Plan and California State Rail Plan. The assumptions include the following key provisions:

- Modest growth in base ridership and revenue of 3 percent;
- Increase in base operating cost of 2 percent over the FY 2016-17 budget;
- Additional revenue and expense estimate to commence 13th round trip in FY 2018-19;
- No major capital projects or extraordinary vehicle maintenance would be necessary;
- Minor changes to fleet composition in anticipation of the new deployment of Siemens Charger locomotives
- No increases to base fares

Amtrak developed and submitted a detailed preliminary operating cost estimate for FFY 2017-18 and a projection for FFY 2018-19 on March 30, 2017.

The initial projection for operating costs was \$109,868,614, which does not include minor projects expenses of \$500,000. Once fare revenues of \$83,677,000 were deducted, the estimated net state subsidy for FFY 2017-18 was to be \$26,009,614. This was significantly less than the amount included in the approved LOSSAN Agency Business Plan and did not include the increase to operating costs associated with the addition of a 13th roundtrip between San Diego and Goleta.

The LOSSAN Board approved an amendment to the FFY 2017-18 and 2018-19 Business Plan and the LOSSAN Agency's FY 2017-18 annual budget on June 19, 2017. This amendment included an increase in the revenue and expenses associated with the 13th roundtrip, which is estimated to have a net cost of \$5,672,618. This estimate is based off of the 12th roundtrip cost projection. The amendment also included adjustments to the diesel fuel cost per gallon, and an increase to the overall diesel fuel allocation. The revised fuel assumptions are consistent with the current average fuel price of \$2.06 and consumption levels of 4,223,285 gallons per year. The net cost increase for fuel is estimated at \$493,967. Finally, the amendment also included cost estimates

for two additional police officers and either one assistant superintendent or road foreman of engines level position, including increases in the associated additive costs, which is estimated at \$363,563.

The amended revenue and expense amounts result in a projected FFY 2017-18 operating cost of \$119,038,762. Once the revised fare revenues \$86,499,000 are deducted, the revised net state subsidy is estimated at \$32,539,762, excluding minor projects funding.

Consistent with the revised projections noted above, LOSSAN Agency staff has worked to negotiate an operating agreement for FFYs 2017-18 and 2018-19. The base contract terms and budget were approved by the Board as part of the LOSSAN Agency Business Plan on March 20, 2017, and amended on June 19, 2017. Staff is recommending a two-year operating agreement be negotiated and executed in order to allow efficiency in the negotiations and a more focused effort over the next two years on improving the service and implementing planned service changes. There are no significant changes anticipated that would require the renegotiation of a new agreement, and a two-year agreement would allow for continued focus efforts and continuity of operations. The cost estimates and budget for the first year of the contract, FFY 2017-18, have been presented in detail and approved by the Board with anticipated approval from the State in late August 2017. Preliminary cost estimates for FFY 2018-19 have also been approved by the Board as part of the two-year business plan. However staff will return to the Board consistent with current practices to present a detailed operating budget for Board consideration prior to commencing the second year of the operating agreement. The funding necessary for the second year would also be subject to future approval by CalSTA through the annual business plan.

LOSSAN Agency staff is seeking Board approval to execute a two-year operating agreement with Amtrak for FFY 2017-18 and 2018-19 with Amtrak, in an amount not to exceed \$33,006,040, for FFY 2017-18 and in an amount not to exceed \$32,325,567, for FFY 2018-19, subject to future funding approvals by the State of California and the Board of Directors.

Summary

The current operating agreement to provide the existing Pacific Surfliner intercity rail service is set to expire September 30, 2017. In order to continue to provide safe, reliable, and efficient Service on the Los Angeles – San Diego – San Luis Obispo rail corridor, a new operating agreement with Amtrak is necessary. Staff is recommending a two-year agreement be negotiated and executed with Amtrak.

Attachment

None.



Peak Period Retiming Effort Update

Board of Directors
August 21, 2017

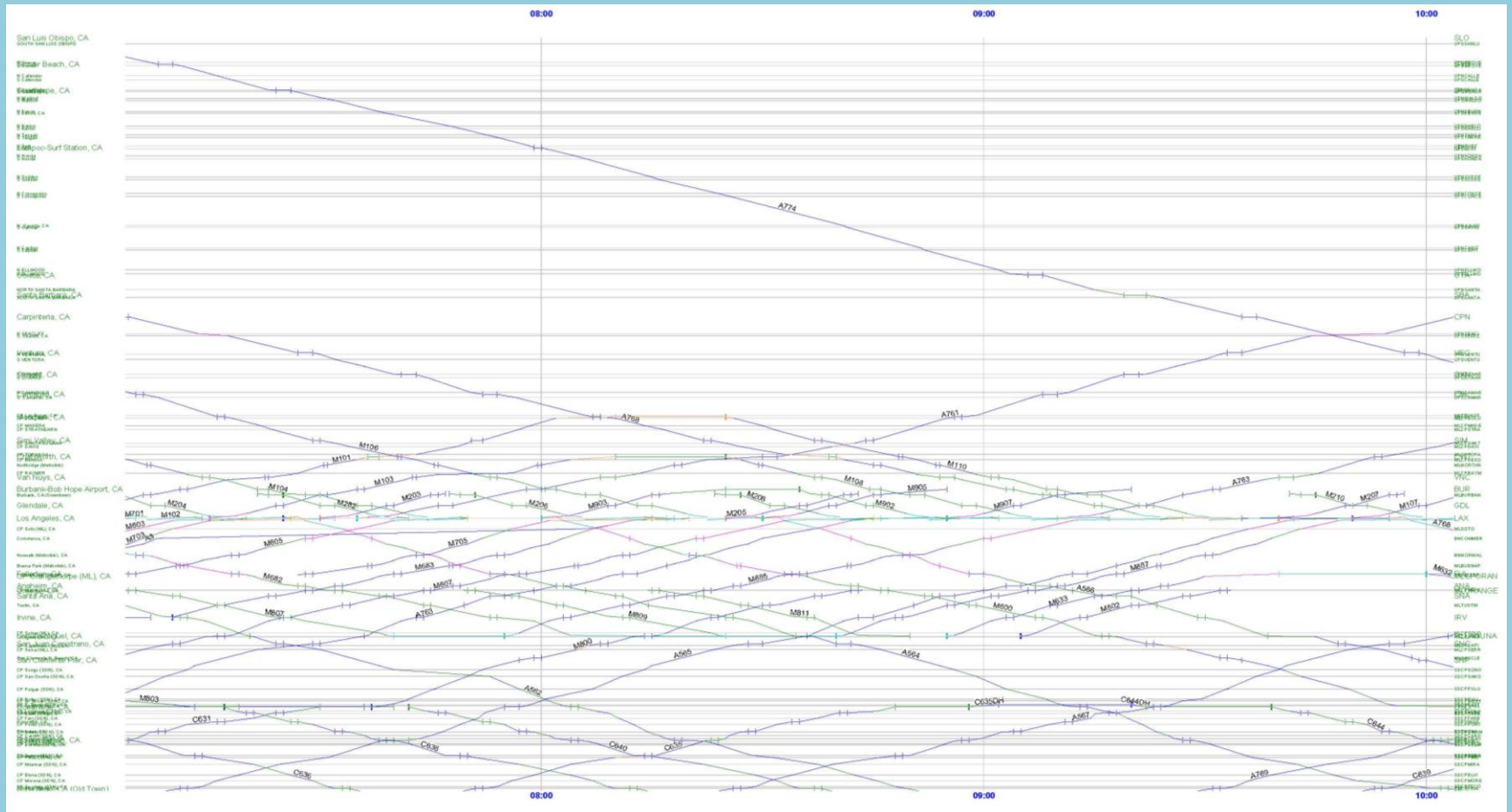
Peak Period Service Goal

Provide peak period service to
Ventura and Santa Barbara Counties
as a viable option for travel to work

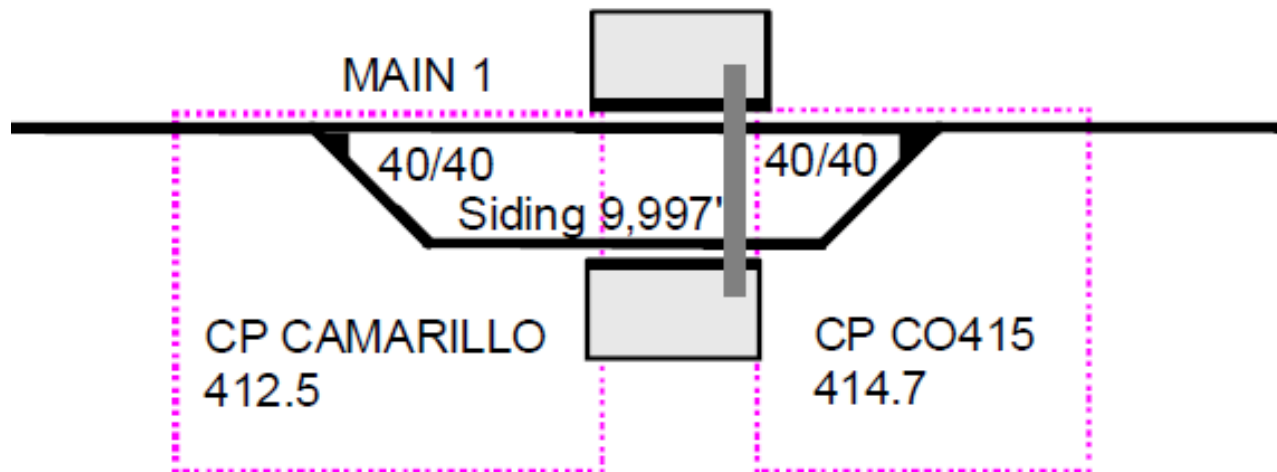
Peak Period Service: Efforts to Date

- Evaluated the market demand
 - Cost and revenue with modified service (State)
- Explored options for additional operating slots – increased service levels
- Evaluated use of existing facilities: Moorpark
- Evaluated equipment needs
- Analyzed retiming of Pacific Surfliner trains
 - Ridership and revenue analysis
 - Operational analysis

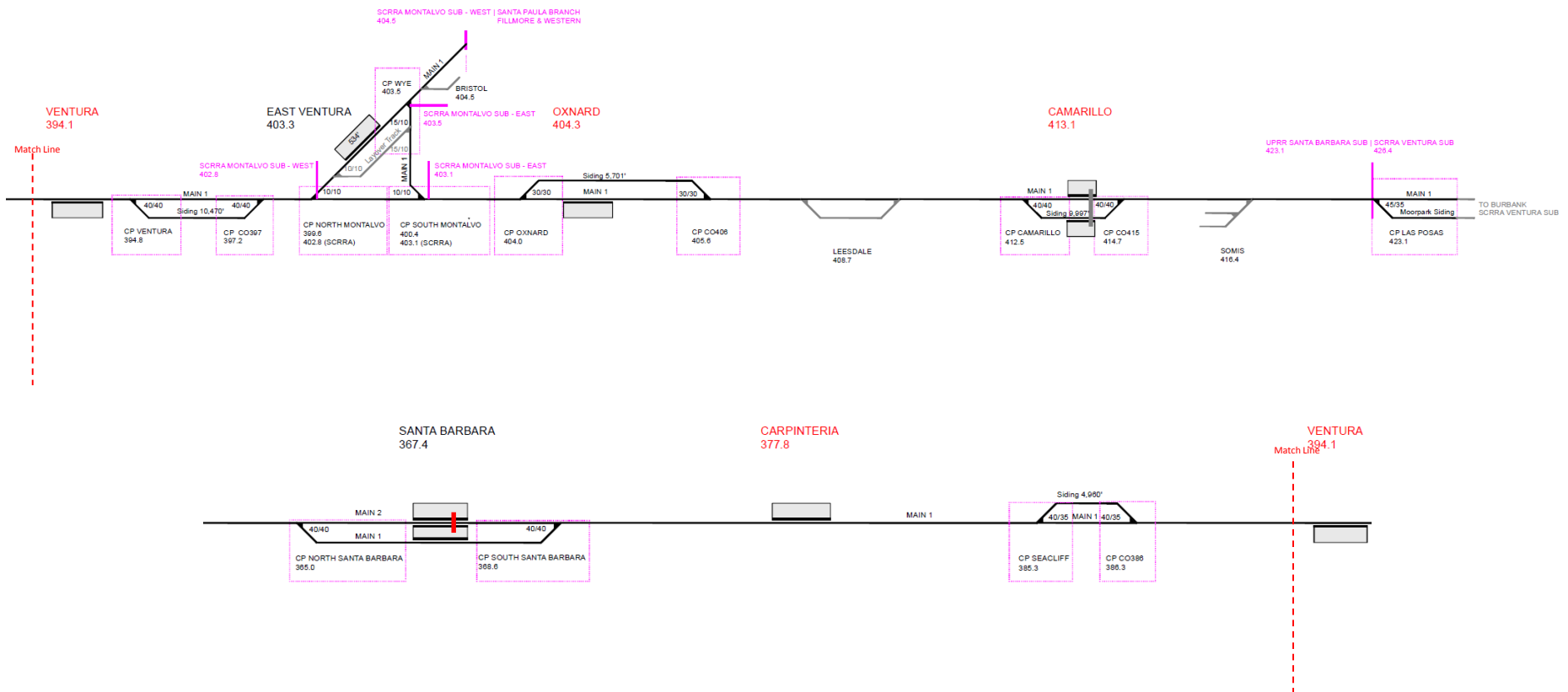
Train "Meets"



Camarillo Station



Santa Barbara Subdivision



Current Efforts

- Joint effort with Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, Amtrak and the State and in coordination with Metrolink have developed schedules, through the retiming of existing trains, to provide peak period service
 - Provide 7:30 ~ 7:45 a.m. arrival into Santa Barbara from the south
 - Provide 4:30 ~ 5:15 p.m. southbound departure from Santa Barbara
 - Hold Metrolink schedule and ridership harmless
 - Minimize unfavorable impacts to existing Pacific Surfliner service
- Work with the Union Pacific Railroad (UPRR) to secure an additional operating slot

Necessary Actions for Retiming

- Secure additional equipment
- Complete corridor wide schedule analysis
- Amtrak review of draft schedule: operational feasibility, cost, and revenue
- Metrolink review and approval
- LOSSAN Board of Directors review and approval
- UPRR and BNSF operational plan review and approval
- Public outreach and messaging



Marketing Update

Board of Directors
August 21, 2017

Performance Summary

Month	Unique Visits to PacificSurfliner.com	Referral Traffic to Amtrak's	Bookings on Amtrak.com	Revenue
January-April	161,140	56,774	5,321	\$329,798
May 2017	77,970	24,333	2,343	\$160,795
June 2017	131,434	49,307	3,958	\$269,837
TOTAL	370,544	130,414	11,622	\$760,430

- Launched multi-channel “Take the Scenic Route” campaign
- Bookings generated as a direct result of visiting PacificSurfliner.com



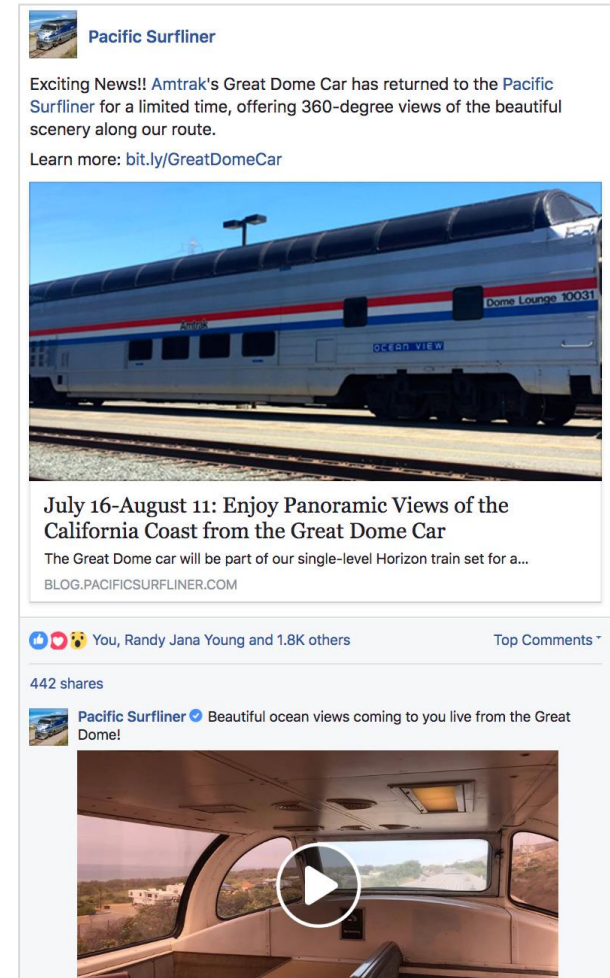
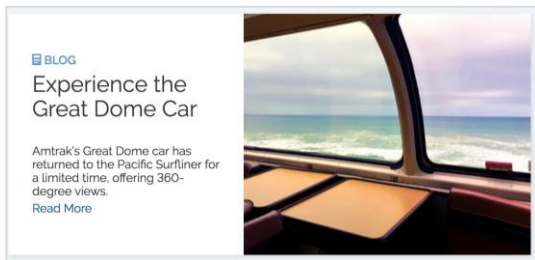
Promotional Opportunities

- **Great Dome Car:** Generate excitement, establish relationships with most loyal fans, and encourage Business Class sales
- **Comic-Con:** Proactively manage the surge in ridership by providing timely updates and helpful tips
- **Del Mar:** Sustain high ridership throughout the season by attracting individuals with a large social media following and engaging partners

Great Dome Car

July 16 – August 7, 2017

- 6,615 blog views to date
- Customer Engagement:
 - 14 posts generated
 - 155,541 impressions
 - 6,817 interactions



Comic-Con & Del Mar Racing

July 19 – July 23, 2017

- Provide timely updates online to manage demand and enhance the customer experience
- Create relevant content to increase engagement and attract influencers
- Utilize social media to establish relationships and connect with new audiences



Web Presence

*Comic-Con and
Del Mar Racing*

- Communicate important service information at various touch-points

The screenshot shows the Amtrak website interface. At the top, there's a navigation bar with links like 'Log In or Join', 'Need help? Ask me', 'Ask Julie', 'English', and 'Amtrak Guest Rewards'. Below this is a secondary navigation bar with 'DESTINATIONS', 'EXPERIENCE', 'SCHEDULES', and 'DEALS'. The main content area features a 'TICKETS' section on the left with options to 'Buy Tickets', 'CHECK STATUS', and 'MODIFY TRIP'. The 'Buy Tickets' section includes fields for 'From', 'To', 'Departs', and 'Time', along with a 'FIND TRAINS' button. The main content area displays the 'Pacific Surfliner' route from San Luis Obispo to Santa Barbara, Los Angeles, and San Diego. A 'Service Notice' is prominently displayed, stating: 'Pacific Surfliner Service: Extra Round Trip Added for Comic-Con and Del Mar Racing Effective July 19 - 23, 2017'. The notice includes a map of the route and a photo of a train at night.

The screenshot shows the Pacific Surfliner blog post. The header includes the 'AMTRAK PACIFIC SURFLINER' logo and the tagline 'The Official Blog of the Pacific Surfliner'. The navigation bar has links for 'HOME', 'TRAVEL TIPS', 'NEWS', 'TRIP IDEAS', 'ABOUT', and 'SUBMIT CONTENT IDEAS'. The main content area features a large image of a train at sunset. Below the image is the title 'EXTRA PACIFIC SURFLINER SERVICE AND CAPACITY ADDED FOR COMIC-CON'. The text of the post states: 'More than 160,000 people are expected to visit San Diego this week for Comic-Con International. The four-day convention has grown to be the largest of its kind in the world, with a 460,000 square foot exhibit hall and more than 700 events, including workshops, panels, film screenings and competitions.' A photo of the convention venue is included. The post concludes with: 'This year, the convention falls on the same weekend as the start of the summer racing season at the Del Mar Thoroughbred Club, so trains are expected to be even busier between Los Angeles and San Diego from July 19 to 23, 2017.' The right sidebar contains a 'SEARCH' box, a 'YOU ARE FOLLOWING THIS BLOG' section, a 'CONNECT WITH US' section with social media icons, and a 'CATEGORIES' section with links to 'News', 'Travel Tips', and 'Trip Ideas'.

Partner Activation

*Comic-Con and
Del Mar Racing*

- Collaborate with Comic-Con and the San Diego Tourism Authority to extend reach of messages about the service

The screenshot shows the Comic-Con International: San Diego 2017 website. The header includes navigation links for Comic-Con, WonderCon, Toucan, and Comic-Con HQ, along with a sign-up/login link. The main banner features the event logo, dates (July 20-23), and a preview night on July 19 at the San Diego Convention Center. Below the banner, there are tabs for 'Attending the Show', 'Exhibit Hall', 'Programs and Guests', 'Getting Here', and 'Publications'. The 'Getting Here' tab is selected, leading to a 'Transportation' page. This page provides information about the free Comic-Con Shuttle Buses and other transportation options like Amtrak Pacific Surfliner and MTS Trolley Service. A section titled 'Amtrak Pacific Surfliner' describes the train service between San Diego, Orange County, Los Angeles, Santa Barbara, and San Luis Obispo. A link is provided for Amtrak Pacific Surfliner reservations, accompanied by social media sharing buttons for Pin it, Tweet, Share, G+, and Email.

The screenshot shows the San Diego Tourism Authority website. The header includes the San Diego logo and a 'VIEW AS WEBSITE' link. The main banner features a man in a superhero costume (Iron Man) standing in front of a cityscape. Below the banner, there is a section titled 'TOP THINGS TO DO - JULY 18-23, 2017' which lists 'Comic-Con' and 'Del Mar Racing' as top things to do. Another section titled 'RIDE TO SAN DIEGO IN STYLE' features a photo of a train and mentions 'EXTRA PACIFIC SURFLINER SERVICE'. The bottom of the page has a section for 'UPCOMING EVENTS' and a link to 'SEE ALL TOP THINGS TO DO'.

Comment Trends

*Comic-Con and
Del Mar Racing*

- **Compliments**

- Beautiful Views
- Helpful / Funny Crew
- Good Alternative to Driving (traffic)
- Business Class (snacks, seat)

- **Complaints**

- Trains Too Crowded
- Delays
- Rail 2 Rail Blackout
- Lines at stations

Facebook


Comic-Con and Del Mar Racing

- 116,033 impressions, 1,801 interactions and 1,238 resulting views on the blog articles

Pacific Surfliner

Heading to Comic-Con International this week?

Check out our blog for helpful tips to avoid the most crowded trains on your way to enjoy the exhibits, panels, competitions and more: bit.ly/ComicConTrain17



Extra Pacific Surfliner Service and Capacity Added for Comic-Con

To help accommodate the surge in travelers, heading to Comic-Con Amtrak has added extra Pacific Surfliner trains between Los Angeles and San Diego.

BLOG.PACIFICSURLINER.COM

1K 158 shares Top Comments

Pacific Surfliner

Comic-Con International starts tomorrow! Last year, more than 47,000 passengers rode with us down to San Diego for the exhibits, panels and more at the popular convention.

Check out our helpful tips for traveling during this busy time: bit.ly/ComicConTrain17




Marina Gonzalez, Joseph Hernandez and 149 others 14 shares Top Comments

Pacific Surfliner with Del Mar Racing.

Grab a big hat, ride the Pacific Surfliner to Solana Beach, and catch the free shuttle to the Del Mar Race Track! 🐎

Learn more on our blog: bit.ly/RideToDelMar



A Day of Fun at the Del Mar Race Track

The summer Del Mar Racing season is underway, and it's easy to get to the... BLOG.PACIFICSURLINER.COM

Linda Garbowski and 229 others 47 shares Most Recent

Susan Pinski Lisa Schultz let's go !!
Like · Reply · 1 · July 30 at 2:45pm
3 Replies · July 30 at 5:44pm

Ginger Wilson Pamela Keely
Like · Reply · July 29 at 2:43pm

Jon A Hartz Sr. Hello,,,Neighhhbhor!
Like · Reply · July 29 at 12:52pm

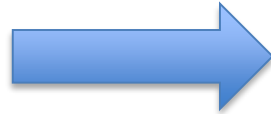
Vic Stryker OK... stop horsing around...
Like · Reply · July 28 at 8:37pm

Pacific Surfliner Hay, we see what you did there! 🐎🤔

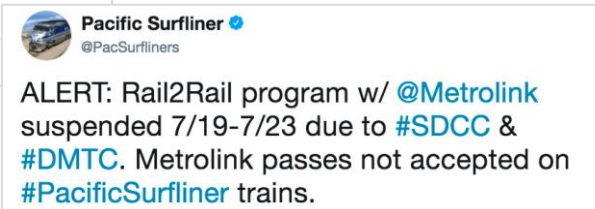
Twitter

*Comic-Con and
Del Mar Racing*

- 22 alerts
- 13 tips
- 60 replies



- 72,641 impressions
- 1,706 interactions



Promotional Video

