



MEETING NOTICE AND AGENDA

LOSSAN RAIL CORRIDOR AGENCY BOARD MEETING

**Wednesday, January 15, 2014
11:00 a.m. – 1:00 p.m.**

Orange County Transportation Authority - Headquarters
600 South Main Street, Board Room - First Floor
Orange, California

Teleconferencing Site

City of Santa Barbara – City Hall
Mayor's Office – Second Floor
735 Anacapa Street
Santa Barbara, California 93101

Any person with a disability who requires a modification or accommodation in order to participate in this meeting should contact the OCTA Clerk of the Board, telephone (714) 560-5676, no less than two (2) business days prior to this meeting to enable OCTA 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.octa.net or through the Clerk of the Board's office at the OCTA Headquarters, 600 South Main Street, Orange, California.

MEMBER AGENCIES
Los Angeles County Metropolitan
Transportation Authority
North San Diego County
Transit District
Orange County
Transportation Authority
Riverside County
Transportation Commission
San Diego
Association of Governments
San Diego Metropolitan
Transit System
San Luis Obispo
Council of Governments
Santa Barbara County
Association of Governments
Ventura County
Transportation Commission

EX-OFFICIO MEMBERS
Amtrak

California Department of
Transportation
California High-Speed Rail Authority
Southern California
Association of Governments

ADDITIONAL TECHNICAL ADVISORY
COMMITTEE MEMBERS

BNSF Railway
California Public Utilities Commission
Southern California
Regional Rail Authority
Union Pacific

**2014 BOARD OF DIRECTORS**

County	Members	Alternates
San Luis Obispo: 1 vote	Fred Strong (Chair) Council Member, City of Paso Robles Member, San Luis Obispo Council of Governments	Jan Howell Marx Mayor, City of San Luis Obispo Member, San Luis Obispo Council of Governments
Santa Barbara: 1 vote	Salud Carbajal Supervisor, County of Santa Barbara Member, Santa Barbara County Association of Governments	Helene Schneider Mayor, City of Santa Barbara Member, Santa Barbara County Association of Governments
Ventura: 1 vote	Keith Millhouse Councilmember, City of Moorpark Member, Ventura County Transportation Commission	Brian Humphrey Member, Ventura County Transportation Commission
Los Angeles: 2 votes	David Golonski Representative, Los Angeles County Metropolitan Transportation Authority Diane DuBois Mayor, City of Lakewood Member, Los Angeles County Metropolitan Transportation Authority	Karen Heit Representative, Los Angeles County Metropolitan Transportation Authority Beatrice Proo Representative, Los Angeles County Metropolitan Transportation Authority
Orange: 2 votes	Bill Campbell Representative, Orange County Transportation Authority Patricia Bates Supervisor, County of Orange Member, Orange County Transportation Authority	

BOARD AGENDA

County	Members	Alternates
Riverside: 1 vote	Greg Pettis Council Member, City of Cathedral City Member, Riverside County Transportation Commission	Karen Spiegel Mayor Pro Tem, City of Corona Chair, Riverside County Transportation Commission
San Diego: 2 votes	Chris Orlando Councilmember, City of San Marcos Alternate, North County Transit District Ernest Ewin Vice Mayor, City of La Mesa Member, San Diego Metropolitan Transit System Jim Janney Mayor, City of Imperial Beach First Vice Chair, San Diego Association of Governments	Tony Kranz Councilmember, City of Encinitas Member, North County Transit District Harry Mathis Chair, San Diego Metropolitan Transit System Lesa Heebner Councilmember, City of Solana Beach Member, San Diego Association of Governments
Ex-Officio Members:		
Amtrak	Jonathan Hutchison Amtrak	
Caltrans	Bruce Roberts Division of Rail, California Department of Transportation	
California High-Speed Rail Authority	Michelle Boehm California High-Speed Rail Authority	
Southern California Association of Governments	Art Brown Councilmember, City of Buena Park Member, Southern California Association of Governments	

Call to Order

Pledge of Allegiance

1. Public Comments

Special Calendar

- 2. Election of Los Angeles – San Diego – San Luis Obispo Rail Corridor Chairman for 2014**
- 3. Election of Los Angeles – San Diego – San Luis Obispo Rail Corridor Vice Chairman for 2014**
- 4. Approval of Appointments to Los Angeles – San Diego – San Luis Obispo Rail Corridor Executive Committee**
Jennifer Bergener

Overview

In accordance with the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency bylaws, appointments must be made to the Executive Committee of the Board of Directors.

Recommendation

Approve appointments to the Executive Committee of the Board of Directors.

Consent Calendar (Items 5 and 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.

5. Approval of Minutes

Approval of minutes of the LOSSAN Board meeting of November 20, 2013.

6. Los Angeles – San Diego – San Luis Obispo Rail Corridor Trends for November 2013

Megan Taylor/Jennifer Bergener

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency is a joint powers authority originally formed in 1989 that works to increase ridership, revenue, capacity, reliability, coordination, and safety on the coastal rail line between San Diego, Los Angeles, and San Luis Obispo. A report on ridership, revenue, on-time performance, and customer satisfaction index for the passenger rail services on the Los Angeles – San Diego – San Luis Obispo rail corridor, including the Amtrak Pacific Surfliner and Coast Starlight, Metrolink, and COASTER, covering November 2013, is provided for review by the Board of Directors.

Recommendation

Receive and file as an information item.

Regular Calendar**7. Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Interim Work Plan**

Michael Litschi/Jennifer Bergener

Overview

The Orange County Transportation Authority has prepared a draft Interim Work Plan that provides a detailed scope of work, including budget and schedule, for planned Managing Agency activities during the 12- to 18-month Start-Up Term during which an Interagency Transfer Agreement will be negotiated between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the State of California for the administration of state-funded Pacific Surfliner intercity passenger rail service.

Recommendations

- A. Approve the draft Interim Work Plan, and direct Managing Agency staff to incorporate comments received from the Technical Advisory Committee and Board of Directors into the final document.
 - B. Direct Managing Agency staff to return to the Board of Directors with a monthly progress report, including budget expenditures and tasks completed, as outlined in the Interim Work Plan.
-

8. Authorization of Los Angeles – San Diego – San Luis Obispo Rail Corridor Executive Staff to Open and Manage Bank Accounts

Michael Litschi/Jennifer Bergener

Overview

In response to federal legislation, banks have implemented new policies and procedures to verify the identity of persons authorized to open and manage banking deposit accounts. Before a bank will permit Managing Agency staff to open a new banking account on behalf Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, the Board of Directors must approve a resolution identifying the positions authorized to open and manage deposit accounts.

Recommendations

- A. Approve Resolution No. 2014-001 authorizing the Managing Director, Deputy Managing Director, Finance and Administration Officer, and Treasurer of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency to open deposit accounts, manage or provide instruction regarding each account, and contract for other banking services as deemed necessary to manage the deposit accounts.
- B. Direct staff to work with Bank of the West to establish a new banking deposit account for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.

Discussion Items**9. Summer 2013 Pacific Surfliner Ridership Profile Survey Results**

Michael Litschi/Jennifer Bergener

Amtrak staff will present the results of the winter 2013 ridership profiles conducted for the Pacific Surfliner corridor.

10. Managing Agency Update

Michael Litschi/Jennifer Bergener

Managing Agency staff will provide an update on recent activities, including coordination with the San Joaquin Joint Powers Authority, discussions with Amtrak and the State of California regarding Pacific Surfliner operating costs for federal fiscal year 2013-14, and planning for the transition of administrative duties from the San Diego Association of Governments to the Orange County Transportation Authority.

11. Managing Director's Update

12. Board Members' Update

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. to 2:30 p.m. on Wednesday, February 19, 2014**, at the Los Angeles Metro, Board Room – 3th Floor, One Gateway Plaza, Los Angeles, California.

JOINT POWERS BOARD

Item 5

NOVEMBER 20, 2013, LOSSAN BOARD MEETING MINUTES

The LOSSAN Rail Corridor Agency Board of Directors met on November 20, 2013, at the Los Angeles County Metropolitan Transit Authority (Metro). Members present were:

Fred Strong, SLOCOG, Chair
Jerry Rindone, SDMTS, Vice Chair
Salud Carbajal, SBCAG
Brian Humphrey, VCTC
Diane DuBois, Metro
David Golonski, Metro
Karen Heit, Metro
Beatrice Proo, Metro
Patricia Bates, OCTA
Bill Campbell, OCTA

Greg Pettis, RCTC
Chris Orlando, NCTD
Art Brown, SCAG
Michelle Boehm, CHSRA
Via Teleconference:
Jonathan Hutchison, Amtrak

Staff
Tim McNulty, Counsel
Linda Culp, LOSSAN Staff

CHAIRS REPORT

Chair Strong (SLOCOG) reported on the recent joint rail board leadership meeting, items covered include discussions with Caltrans regarding Section 209 cost increases and a briefing paper on the statewide intercity rail program. Chair Strong also represented LOSSAN at the annual TRAC meeting where they agreed to support the passenger rail guiding principles, which the Board approved on September 25, 2013. Also, formation of the State Senate Select Committee on Rail is moving forward. The December Board meeting has no action items and Chair Strong requested that the meeting be canceled. Board Member Carbajal (SBCAG) was appointed to report on a local government task force on climate.

PUBLIC COMMENT AND COMMUNICATIONS

Bob Manning (Southwest Rail) summarized the purpose of the upcoming California Passenger Rail Summit. This event will bring together rail policy makers, consultants, and advocates regarding the modernization and integration of passenger rail service in California. The summit is planned for April 2 and 3, 2014 at Metro in Los Angeles.

OCTOBER 16, 2013, MEETING MINUTES

The minutes were approved.

CHANGES TO BOARD POLICY NOS. 01 AND 02 BASED ON THE AMENDED JOINT POWERS AGREEMENT AND BYLAWS

Changes to Board Policy Nos. 01 and 02 were approved.

CORRIDOR TRENDS

Board Member Campbell (OCTA) asked about the disparity between Amtrak South on time performance (OTP) and Metrolink OTP. Jonathon Hutchinson (Amtrak) mentioned that there is more congestion due to construction in the southern part of the corridor; there are also different measures that are used to determine OTP. The criteria used to determine OTP differs based on the distance traveled by train. Jay Fountain (Amtrak) further explained the difference between Metrolink and Amtrak and some of the unique challenges that Amtrak faces. Work windows also create a challenge to maintaining OTP. Paul Dyson (RailPAC) encouraged the Board to look at different alternatives to the current work window structure, and to weigh the full cost and benefits of construction.

CORRIDOR MARKETING UPDATE

Mr. Dyson mentioned a new commuter bus service would potentially be in competition with the Pacific Surfliner service, this should be considered in future marketing efforts.

FINAL ADMINISTRATIVE SUPPORT AGREEMENT (ASA) WITH THE LOSSAN MANAGING AGENCY

Linda Culp (SANDAG) reviewed comments received on the draft agreement and directed the Board's attention to the specific provisions in the revised document. One of the comments was regarding the separation of LOSSAN and Managing Agency funds, language was added in the Treasurer section. Additional language was added to address what would happen with the agency if negotiations on the Interagency Transfer Agreement (ITA) with the State were unsuccessful. Ms. Culp also noted that each member agency will be invoiced for their respective shares of start-up costs in January 2014 for the remainder of Fiscal Year (FY) 2014 and in July 2014 for FY 2015. The interim work plan will be reviewed by the TAC on January 9, 2104 and be considered for approval by the Board on January 15, 2014. The Board unanimously approved the final Administrative Support Agreement.

MANAGING AGENCY STATUS REPORT

Jennifer Bergener (OCTA) thanked the Board for approving the ASA and thanked staff member that were involved in this effort. In the past month OCTA combined efforts with the San Joaquin Joint Powers Authority (SJJPA) and have already begun communications with the Capitol Corridor Joint Powers Authority in order to learn from their past experience with this process. Discussions with Caltrans and Amtrak regarding budgeting and contracting questions have been initiated. OCTA will take responsibility for LOSSAN meetings starting in December. OCTA will also host the LOSSAN website including meeting agendas, minutes and recordings, LOSSAN documents and fact sheets. There will also be further discussion as to whether the Executive Committee or Ad Hoc Committee will assist OCTA with the ITA negotiations. Ms. Bergener introduced additional staff members from OCTA who will be assisting as a part of the new Managing Agency.

Chair Strong announced that because the Executive Committee was appointed by the Board, it is subject to the Brown Act and since negotiations are private it will be necessary to appoint an Ad Hoc Committee.

Board Member Golonski suggested establishing the finance and marketing committees sooner rather than later in order to be involved with negotiations. Ms. Bergener announced that there will be a discussion regarding this in January.

2014 LOSSAN LEGISLATIVE PROGRAM

Ms. Culp presented changes to the legislative program proposed by the Technical Advisory Committee (TAC). These policy goals are used by staff to weigh in on specific legislation or to bring recommendations forward for the TAC and Board as needed. This policy framework is also helpful in joint advocacy efforts. Board Member Dubois suggested adding language to the 2014 program to further collaborate and coordinate with all other modes of transportation. Board Member Golonski suggested specifically mentioning airports. Additional language was approved.

Board Member Golonski suggested that there be a discussion to approve a process as to how LOSSAN will advocate. There was further discussion on how LOSSAN currently takes positions as well how the LOSSAN will take a position in the future. Ms. Culp mentioned that there have been no specific positions taken by the boards since Senate Bill 1225. The 2014 LOSSAN Legislative Program was approved.

2014 LOSSAN MEETING SCHEDULE

Michael Litschi (OCTA) shared the revised meeting schedule with the Board. The 2014 meeting scheduled was approved.

BOARD MEMBER UPDATES

Board Member Orlando (NCTD) shared that NCTD has received conceptual approval from the Department of Defense to building a COASTER Station at Camp Pendleton.

Board Member Campbell shared with the Board his recent experience with high speed rail in Europe.

Board Member Rindone (MTS) reflected on his time on the LOSSAN Board and expressed his confidence in the accomplishments the Board will make in the future.

NEXT MEETING


The next LOSSAN Board of Directors meeting is scheduled for **Wednesday, January 15, 2014, from 11:00 a.m. to 1:00 p.m.**, at the Orange County Transportation Authority – Headquarters, 600 South Main Street, Board Room – First Floor, Orange California.

Key Staff Contact: Linda Culp, (619) 699-6957, linda.culp@sandag.org



January 15, 2014

To: Members of the Board of Directors

From: Jennifer Bergener, Managing Director 

Subject: Los Angeles – San Diego – San Luis Obispo Rail Corridor Trends for November 2013

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency is a joint powers authority originally formed in 1989 that works to increase ridership, revenue, capacity, reliability, coordination, and safety on the coastal rail line between San Diego, Los Angeles, and San Luis Obispo. A report on ridership, revenue, on-time performance, and customer satisfaction index for the passenger rail services on the Los Angeles – San Diego – San Luis Obispo rail corridor, including the Amtrak Pacific Surfliner and Coast Starlight, Metrolink, and COASTER, covering November 2013, is provided for review by the Board of Directors.

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 second busiest 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 2.7 million on Amtrak Pacific Surfliner intercity trains and 4.5 million on Metrolink and COASTER commuter trains.

Discussion

This report provides an update on ridership, revenue, on-time performance (OTP), and customer satisfaction index (CSI) for the passenger rail services on the LOSSAN rail corridor, including the Pacific Surfliner, Metrolink, and COASTER for November 2013. The Coast Starlight, Capitol Corridor, San Joaquin, and

Amtrak systemwide overall figures for the nation are included for comparison. Attachment A to the staff report details the corridor trends.

Ridership

LOSSAN rail corridor passenger rail service includes Amtrak Pacific Surfliner intercity service, as well as commuter rail service on Metrolink's Ventura County and Orange County lines, and the North County Transit District's (NCTD) COASTER system. For November 2013, total LOSSAN rail corridor ridership was 562,757, a 5 percent decrease from November 2012, and a 9.3 percent decline compared to October 2013.

LOSSAN Service

Amtrak Pacific Surfliner (San Luis Obispo to San Diego) ridership decreased in November 2013 by 4.3 percent compared to the same period last year.

Metrolink systemwide ridership is down 6.6 percent compared to the same period last year, with a decrease of 12.6 percent on the Ventura County Line (serving East Ventura to Los Angeles) and 3.4 percent on the Orange County Line (serving Los Angeles to Oceanside). COASTER (serving Oceanside to San Diego) ridership decreased slightly by 2 percent in November 2013, compared to the same period last year.

Factors contributing to the ridership decline on the LOSSAN rail corridor could include a work window for the Santa Margarita River Bridge project on the weekend of November 16, 2013, which annulled all train service south of San Clemente, or 34 trains each day. Metrolink and COASTER also had one less operating weekday compared to November 2012.

Amtrak System

Nationwide Amtrak service had a cumulative ridership decline of 0.3 percent for November 2013. Amtrak's Coast Starlight (Seattle to Los Angeles) service saw a decline of 9.8 percent for the same period last year, marking a third consecutive month of declining ridership.

The Capitol Corridor (Auburn to San Jose) and the San Joaquin (Sacramento/San Francisco to Bakersfield) are Amtrak intercity rail service, and serve as a comparison to the LOSSAN rail corridor. Ridership decreased in November 2013 by 8.2 percent on the Capitol Corridor and 6.5 percent on the San Joaquin, compared to the same period last year.

October 2013 was the first month in which Amtrak began reporting ridership for Amtrak-issued multi-ride passes based on eTicketing rather than the previous methodology which utilized monthly estimates. As such, some routes will see a decline in reported ridership, especially those with a large proportion of riders using monthly passes. Ticket revenue is not impacted.

Revenue

Corresponding with the drop in ridership, Pacific Surfliner ticket revenue was down for the third consecutive month with a 3.7 percent decline in November 2013 compared to the prior year. The Capitol Corridor revenue was down 8.4 percent, the San Joaquin was down 14.4 percent, and the Coast Starlight decreased by 11 percent. Amtrak revenue was up slightly across the nation increasing 2.2 percent despite the revenue declines in California.

OTP

The methodologies for calculating OTP for intercity and commuter services are different. 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 ten or more minutes after its scheduled 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.

The Pacific Surfliner OTP was up at 80.1 percent in November 2013, compared to October 2013. The LOSSAN north segment OTP was 94.2 percent, and LOSSAN south segment OTP was 67.1 percent. The COASTER OTP was down slightly to 95.8 percent in November 2013, compared to the previous month. Metrolink OTP was up to 95.1 percent for all lines, the highest since February 2013, with the Ventura County Line at 95.5 percent and the Orange County Line at 93.1 percent in November 2013.

One significant change was the addition of four additional COASTER stops on six Pacific Surfliner trains as part of the Amtrak/California Department of Transportation (Caltrans)/NCTD Rail2Rail agreement. The schedules were adjusted in April 2013 to accommodate the additional time needed to make these stops; therefore, no additional time was added to these trains in October 2013. It is too soon to draw any conclusions on potential impacts to ridership or OTP with the preliminary data that has been collected to date. Staff will monitor any impact to OTP related to the additional COASTER stops.

CSI

Amtrak reported that CSI scores for October 2013 are not currently available due to a delay in compiling the data.

Pacific Surfliner Bike Reservations

Amtrak and Caltrans Division of Rail initiated a bike reservation system to manage the limited bike storage capacity onboard Pacific Surfliner trains. The reservation system went into effect on June 1, 2013. There is no cost for a reservation; however, Rail2Rail passengers must purchase an Amtrak ticket to bring bikes on the Pacific Surfliner. The total number of bike reservations decreased slightly with 2,355 reservations in November 2013 (8.8 percent), compared to October 2013.

Summary

This report provides an update for November 2013 on ridership, revenue, on-time performance, and CSI for the passenger rail services on the LOSSAN rail corridor, including the Pacific Surfliner, Coast Starlight, Metrolink, and COASTER. Total LOSSAN rail corridor ridership decreased by 5 percent compared to November 2012. Revenue for Amtrak service on the rail corridor was down an average of 7.3 percent. OTP remains low on the Pacific Surfliner south of Los Angeles.

Attachment

- A. Los Angeles – San Diego – San Luis Obispo Rail Corridor Trends, November 2013

Prepared by:

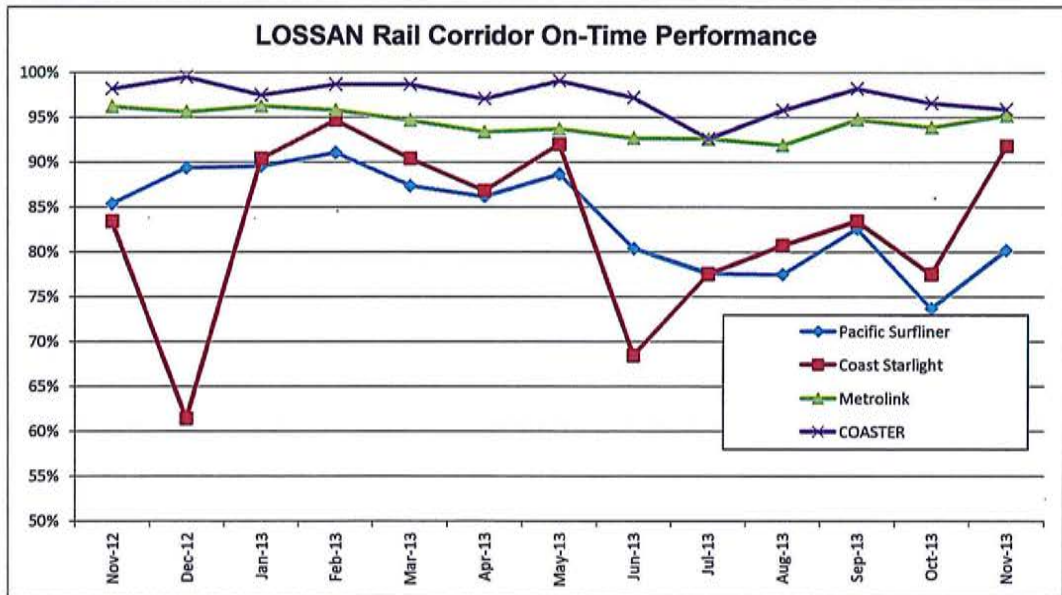
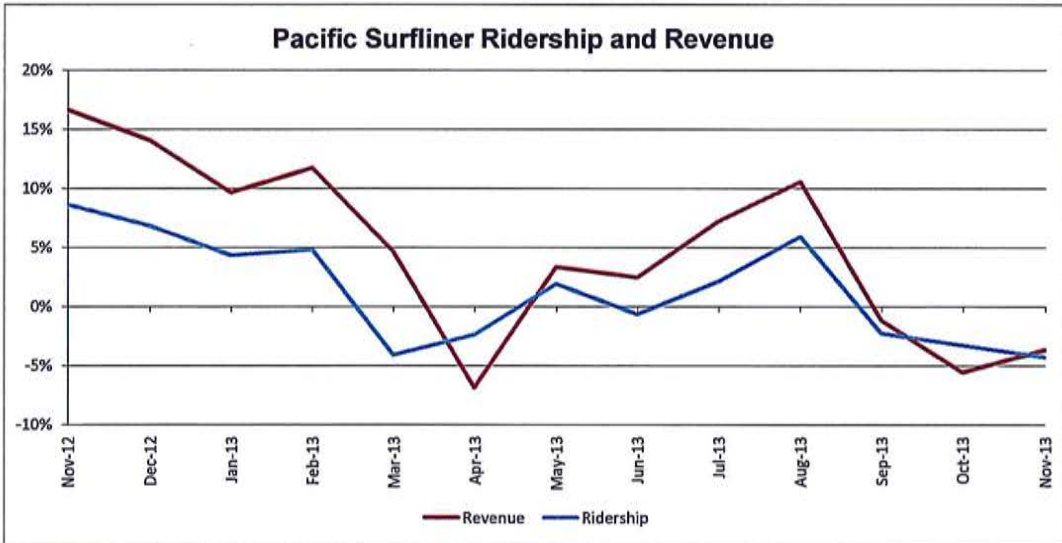
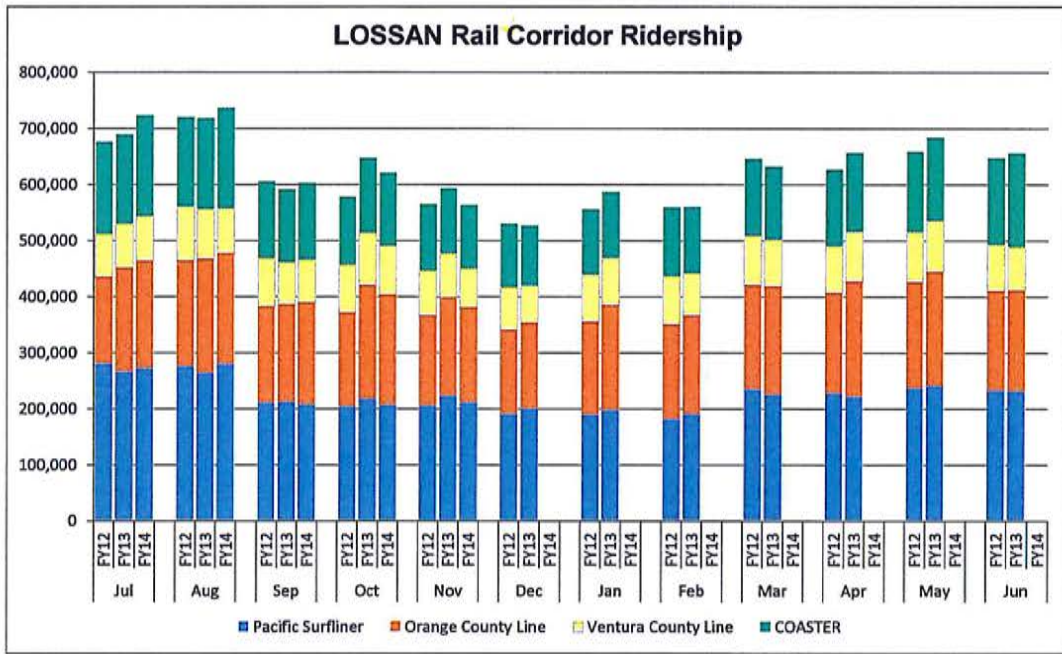


Megan Taylor
Senior Transportation Analyst
(714) 560-5601

Approved by:




Michael Litschi
Deputy Managing Director
(714) 560-5581





January 15, 2014

To: Members of the Board of Directors

From: Jennifer Bergener, Managing Director 

Subject: Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Interim Work Plan

Overview

The Orange County Transportation Authority has prepared a draft Interim Work Plan that provides a detailed scope of work, including budget and schedule, for planned Managing Agency activities during the 12- to 18-month Start-Up Term during which an Interagency Transfer Agreement will be negotiated between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the State of California for the administration of state-funded Pacific Surfliner intercity passenger rail service.

Recommendations

- A. Approve the draft Interim Work Plan, and direct Managing Agency staff to incorporate comments received from the Technical Advisory Committee and Board of Directors into the final document.
- B. Direct Managing Agency staff to return to the Board of Directors with a monthly progress report, including budget expenditures and tasks completed, as outlined in the Interim Work Plan.

Background

Senate Bill 1225 (SB 1225) approved in September 2012, authorizes the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) to assume administrative responsibility for state-supported intercity passenger rail service, commonly referred to as Pacific Surfliner, operating on the LOSSAN rail corridor.

Following the passage of SB 1225, the LOSSAN Board of Directors (Board) conducted a competitive process to select a Managing Agency to support LOSSAN Agency activities, which ultimately led to the Orange County Transportation Authority (OCTA) being recommended to serve as the Managing

Agency. In November 2013, an Administrative Support Agreement (Agreement) between the LOSSAN Agency and OCTA was approved by the LOSSAN Board and formally executed. This agreement has allowed OCTA to assume responsibility for the administrative duties previously performed by staff from the San Diego Association of Governments (SANDAG), as well as the additional responsibilities outlined in the Agreement.

One of OCTA's first tasks as the Managing Agency is to submit an Interim Work Plan (Plan) that details planned activities during what is defined as the Start-Up Term, covering a 12- to 18-month period from December 2013 to June 2015.

Discussion

The Plan is intended to provide an overview of the Managing Agency's major activities and objectives during the Start-Up Term between December 2013 and June 2015, or execution of the Interagency Transfer Agreement (ITA) with the State of California, whichever comes first. Consistent with the Agreement, an updated work plan will be submitted by June 1, 2014, for work to be completed through the end of the Start-Up Term in June 2015, if the ITA is not executed before that time.

During the Start-Up Term, the administrative duties previously performed by SANDAG will become the responsibility of OCTA, including providing staff support for the LOSSAN Board and Technical Advisory Committee (TAC) meetings, filing all legally required notices and reports, and coordinating with railroad owners and operators along the 351-mile LOSSAN rail corridor. During this period, the LOSSAN Agency's role will remain primarily advisory as it continues to work with the California State Transportation Agency, the California Department of Transportation's Division of Rail, and Amtrak to improve Pacific Surfliner intercity passenger rail service, while laying the groundwork for the LOSSAN Agency to assume full administrative responsibility for Pacific Surfliner service after the ITA is executed.

The Plan expands upon the scope of work included in OCTA's original proposal and addresses the additional requests made by the LOSSAN Board since the proposal was submitted. The proposal and associated budget focus on the scope of work outlined in the request for proposals and correspond with two primary goals during the Start-Up Term:

1. Administration of the LOSSAN Agency as it currently exists and preparing the LOSSAN Agency to assume its new role post ITA; and

2. Timely and successful negotiation of the ITA for the LOSSAN Agency to assume full administrative and oversight responsibility for the state-supported Pacific Surfliner intercity passenger rail service, including identification of more cost-effective strategies for the administration and operations of the Pacific Surfliner service.

The Plan outlines a roadmap and vision for Managing Agency activities during the Start-Up Term with the primary goal of successfully negotiating the ITA. However, the Plan will be subject to further updates and refinements as discussions continue with the State and consensus is reached on a schedule for the ITA and transition of administrative responsibilities. Managing Agency staff will provide monthly reports to the LOSSAN Board to update them on the progress of these activities, as well as budget expenditures to date.

The draft Plan was presented to the TAC on January 9, 2014, and Managing Agency staff received a number of constructive comments and suggestions. Comments provided by TAC members, as well as any additional comments received from the LOSSAN Board, will be incorporated into the final version of the Plan.

Summary

Staff has prepared a draft Plan outlining key tasks to be performed by the Managing Agency during the 12- to 18-month Start-Up Term, during which an ITA will be negotiated with the State of California. Managing Agency staff will return to the LOSSAN Board with monthly progress reports and budget updates, as outlined in the Plan.

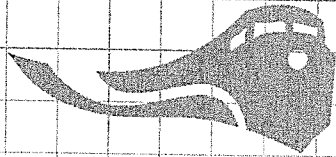
Attachment

- A. LOSSAN Rail Corridor Agency Interim Work Plan, January 2014

Prepared by:



Michael Litschi
Deputy Managing Director
(714) 560-5581



LOSSAN

LOSSAN

RAIL CORRIDOR AGENCY

INTERIM WORK PLAN



JANUARY 2014

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1.0 INTRODUCTION

The following Interim Work Plan is intended to provide an overview of the Managing Agency's major activities and objectives for the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) during the Start-Up Term between December 2013 and June 2015, or execution of the Interagency Transfer Agreement (ITA) with the State of California, whichever comes first. Consistent with the Administrative Support Agreement executed in November 2013, an updated work plan will be submitted by June 1, 2014, for work to be completed through the end of the Start-Up Term in June 2015, if the ITA is not executed before that time.

During the Start-Up Term, the administrative duties previously performed by the San Diego Association of Governments (SANDAG) will become the responsibility of OCTA as the LOSSAN managing agency. The vision of the LOSSAN Agency will be maintained and Managing Agency staff will strive to implement the goals outlined in the LOSSAN Strategic Implementation Plan. This will require the full coordination and collaboration of all members. During this time, the LOSSAN Agency's role remains primarily advisory, and Managing Agency staff will continue to work with the California State Transportation Agency, the California Department of Transportation (Caltrans) Division of Rail, and Amtrak to improve the Pacific Surfliner passenger rail service, while laying the groundwork for when the Agency assumes full administrative responsibility for Pacific Surfliner operations after the ITA is executed.

The Interim Work Plan expands upon the scope of work included in OCTA's original proposal and addresses the additional requests made since the time the proposal was submitted. The proposal and associated budget focus on the scope of work outlined in the request for proposals and correspond with two primary goals during the Start-Up Term:

Administration of the LOSSAN Agency as it currently exists and preparing the Agency to assume its new role post ITA; and

Timely and successful negotiation of the ITA to allow the LOSSAN Agency to assume full administrative and oversight responsibility for the state-supported Pacific Surfliner passenger rail service, including identification of more cost-effective strategies for the administration and operations of the Pacific Surfliner intercity passenger rail service.

2.0 OVERVIEW AND BACKGROUND

Senate Bill 1225 (SB 1225) approved in September 2012, authorizes the LOSSAN Joint Powers Authority to oversee the state-supported intercity passenger rail service, commonly referred to as Pacific Surfliner, operating on the LOSSAN rail corridor. The LOSSAN Agency, has been laying the groundwork to assume these responsibilities for several years. The most recent effort began with the Strategic Assessment in 2010, followed by the Strategic Implementation Plan in 2012. These plans lay out the overall vision for the rail corridor both in the short and long term, and also include several major goals and initiatives to improve the customer experience, as noted below:

- Collectively provide the infrastructure to allow more peak period trains, faster through-express trains and additional service improvements that meet current and future conventional and high-speed intercity, commuter, and freight demands both north and south of Los Angeles Union Station
- Integrate regional fare policy and develop common fare media that are based in part on early implementation lessons in the rail corridor as appropriate (electronic revenue collection)
- Integrate and/or coordinate operations and develop more efficient operating schedules and dispatching for rail corridor services
- Implement a strategy for seamless rail travel in the corridor
- Collaborate to identify and establish new services for un-served and underserved markets
- Integrate and improve traveler information, standardized to the extent possible
- Coordinate with Long-Distance Passenger Rail and connecting Motorcoach Services.

Following the passage of SB 1225, the LOSSAN Board of Directors (Board) in November 2013 approved an Administrative Support Agreement between the LOSSAN Agency and OCTA. This agreement has allowed OCTA to assume responsibility as the managing agency for the LOSSAN Agency during what is defined as the Start-Up Term, covering a 12- to 18-month period from December 2013 to June 2015.

Agency Roles and Responsibilities:

It is necessary to understand the agencies involved in providing passenger rail service along the rail corridor and those that will be involved in the LOSSAN Agency's goal of assuming full administrative and oversight responsibility for state-supported intercity rail service in the LOSSAN rail corridor. The list below provides a summary of the agencies that will be directly and actively involved, and what their respective roles currently are and will be through the Start-Up Term.

LOSSAN Rail Corridor Agency: Joint Powers Authority legislatively permitted to assume administrative and oversight responsibility of the state-supported Pacific Surfliner intercity passenger rail service on the LOSSAN rail corridor. Currently serves in an advisory and planning role for the rail corridor.

LOSSAN Member Agencies: The nine voting LOSSAN member agencies are providing financial support to cover Managing Agency costs during the Start-Up Term. They are key partners that will provide important technical and policy input at both the Technical Advisory Committee (TAC) and Board of Directors level throughout the Start-Up Term and beyond.

California State Transportation Agency: State office responsible for the funding and oversight of California's three intercity rail corridors, and **Caltrans Division of Rail**, which is currently responsible for day-to-day management of the Pacific Surfliner and San Joaquin intercity rail service.

Amtrak: The current contracted operator of the state-supported intercity passenger rail service on the LOSSAN rail corridor and owner of 40 of the rail cars and all locomotives utilized in providing this service. Previously a funding partner in this service.

Capitol Corridor Joint Powers Authority (CCJPA): Agency responsible for the operations and oversight of the Capitol Corridor passenger rail service between San Jose, Oakland, Sacramento, and Auburn. It was the first non-state agency to assume responsibility and oversight for state-supported passenger rail service in California in 1998.

San Joaquin Joint Powers Authority (SJJPA): Agency legislatively permitted to assume administrative and oversight responsibility of the state-supported intercity passenger rail service along the San Joaquin rail corridor between Bakersfield, Stockton, Oakland, and Sacramento. The San Joaquin Regional Rail Commission has been selected as the managing agency for this rail corridor to act on behalf of the SJJPA, similar to OCTA's role on behalf of LOSSAN.

OCTA: Selected by the LOSSAN Board as the LOSSAN Managing Agency during the Start-Up Term, and for an initial three-year term beginning after execution of the ITA. OCTA serves as the LOSSAN Agency's staff, and will be primarily responsible for the development and negotiation of the ITA between the LOSSAN Agency and the State of California. Also referred to in the Plan as "Managing Agency".

In addition to the agencies that will be actively participating in the development and negotiation of the ITA, there are a number of stakeholders who will be engaged throughout the process. These stakeholders include rail operators such as Metrolink, COASTER, and the freight railroads, as well as right-of-way owners along the rail corridor and the California High-Speed Rail Authority. A listing of those stakeholders is below:

Rail Operators

Southern California Regional Rail Authority

North County Transit District

BNSF Railway

Union Pacific Railroad

Amtrak

Right-of-Way Owners

BNSF Railway

Union Pacific Railroad

North County Transit District

Los Angeles County Metropolitan Transportation Authority

OCTA

Ventura County Transportation Commission

San Diego Metropolitan Transit System

The successful transfer of responsibility from the State to the LOSSAN Agency will be wholly dependent on the full engagement and coordination of all the agencies noted in this section. To ensure this engagement, the Managing Agency has already commenced regular coordination meetings with those agencies directly involved in the ITA negotiation process and is working now to set regular coordination meetings with each of the additional stakeholders identified. Updates on the ITA negotiation process and these meetings will be reported out to the TAC and Board as part of the normal course of business.

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3.0 TRANSFER OF ADMINISTRATIVE DUTIES

The first task the Managing Agency has undertaken is to assume all administrative duties for the LOSSAN Agency. This task has in large part been completed at the time this Interim Work Plan was developed. The core administrative duties include but are not limited to:

- Prepare agendas and provide staff support for all meetings of the LOSSAN Board, Executive Committee, ad hoc committees, and other meetings as needed, including meeting arrangements, teleconferencing, general correspondence and administrative support
- Coordinate and facilitate the TAC to review, on behalf of the LOSSAN Board, technical issues associated with intercity passenger rail operations and related services in the LOSSAN rail corridor
- Maintain public information, including LOSSAN Web Site (www.lossan.org), fact sheets, and other public documents and collateral material
- Coordinate with the California State Transportation Agency, Caltrans Division of Rail, and Amtrak on the day-to-day management of State-funded intercity rail service
- Coordinate with other rail agencies and organizations for joint advocacy at the state and federal levels.
- Budget for meeting costs and staff travel to and from LOSSAN meetings and Chairman and Vice Chairman travel to and from advocacy meetings in Sacramento and Washington (2-3 per year) and periodic joint leadership meetings (up to quarterly)
- Coordinate on the continued development and planning of capital projects on the rail corridor
- Report regularly to the LOSSAN Board regarding LOSSAN rail corridor issues
- Facilitate interaction with other entities involved in operation, construction, renovation and marketing of the rail corridor intercity service
- Provide legal counsel to advise and represent the LOSSAN Agency
- Prepare and file all legally required notices and reports, including Form 700s and State Controller's Report, and all other state and federal reporting requirements

SANDAG staff developed and provided a comprehensive overview and guidance document regarding the duties performed in the past in the role of staff support to the LOSSAN Agency. This document has served as the primary basis for transferring the LOSSAN administrative functions from SANDAG to the new Managing Agency. Staff from the Managing Agency and SANDAG also has participated in weekly coordination calls in the months leading up to the formal transfer of responsibilities in December 2013.

As of January 2014, the Managing Agency has assumed full responsibility for the duties/functions outlined above. A further discussion of these duties is included in the Agency Administration section below.

4.0 INTERAGENCY TRANSFER AGREEMENT

The successful negotiation and execution of the ITA is the primary goal during the Start-Up Term. The ITA will include the following major elements:

- Date and conditions for transfer of service and expected funding levels for the first three years; this funding is to be sufficient to sustain existing service levels for rail and thruway bus as well as of administrative and marketing expenses transferred from the Caltrans Division of Rail
- Level of service to be provided and coordination with the feeder bus and connecting passenger rail service
- Commitment of annual funding levels to sustain the existing levels of service
- Invoicing schedule and reimbursement provisions
- Performance standards and reporting, as required by SB 1225 to ensure a cost effective and operationally efficient service
- Financial reporting, accounting, and auditing responsibilities
- Terms for the assumption of the operating contract with Amtrak and the lease terms for the 10 railcars owned by the State

In addition to these major elements, the ITA will include a number of subtopics that are further outlined below.

A major aspect of the transfer of responsibility centers around performance measures to ensure that the service maintains a basic standard of performance both in terms of operations and cost under control of the JPA. To that end, there is also a requirement to show cost effectiveness or cost savings by transferring the service from the state to the JPA. To ensure that requirement is met, the Managing Agency will throughout the process be seeking opportunities to improve the performance and cost recovery of the system, through service changes, contract modifications, and other opportunities to economize. In addition, the Managing Agency will continue to work with the California State Transportation Agency, Caltrans Division of Rail, and Amtrak to accurately document existing costs and procedures prior to the transfer in order to provide a benchmark for the service post-ITA.

The approach to negotiating the ITA will be consensus building across the multiple and sometimes competing agency interests. Managing Agency staff began laying the ground work for developing the ITA prior to the Administrative Support Agreement being executed, by beginning regular coordination meetings with the SJJPA. This coordination will allow the LOSSAN Agency and SJJPA to combine efforts to include a united and uniform approach with the State. These efforts have included and will continue to include regular coordination meetings, as well as unified data and information requests to the State and Amtrak.

The Managing Agency is also utilizing the work of the CCJPA on the Capital Corridor service, and has completed an analysis of their guiding documents and agreements. The interagency transfer agreement that exists between the State and the CCJPA, will

serve as the starting point for developing the ITA for the LOSSAN rail corridor. We have broken that agreement down into logical sections to develop and negotiate. A sample of those sections is below:

1. Levels of Service
 - a. Existing Levels
 - b. Planned Growth (included in adopted plans)
 - c. Changes to Service
 - d. Connections and Connecting Services
2. Annual Funding Levels
 - a. Cash Flow
 - b. Payment Process
 - c. Annual Certification/Commitment
 - d. Funding for Changes in Service
 - e. "Surplus Funds"
3. Feeder – Bus Service
 - a. Service Levels
 - b. Changes to Route(s) and Frequency(ies)
 - c. Cost Sharing
4. Liability Insurance and Indemnification
5. General Provisions
 - a. Parties
 - b. Transfer of Responsibility
 - i. Retained State Positions (if any)
 - c. Approval Processes (ITA, Business Plan, Budget, etc)
 - d. Assumption of Existing Agreements
 - i. Lease for Equipment
 - ii. Operating Contract
 - iii. Use agreements with Host Railroads/Stations
 - iv. Maintenance Agreement
 - v. Are these existing contracts sufficient for the intent (ie: right amount of equipment, operators, contingencies, etc)
6. Roles and Responsibilities
 - a. Service Changes
 - b. Vehicle Maintenance
 - c. Annual Reports and Approvals
 - i. Business Plan
 - ii. Budget
 - iii. Cash Flow
7. Performance Standards
 - a. Submittals
 - b. Review and Approvals
8. Capital Projects
 - a. Existing Assets (if any)
 - b. Responsible Parties for Maintenance and New Construction
 - c. Funding

The State has restructured its transportation agency and as of January 2014 has appointed Chad Edison as the deputy secretary for transportation at the California State Transportation Agency, overseeing rail. The State had previously indicated that it was not comfortable opening formal discussions on the ITA process and schedule until this position was filled. The Managing Agency has outlined a baseline schedule for the negotiation and execution of the ITA with a goal of completion by or before June 2015. However, this will be subject to change based on conversations with Deputy Secretary Edison. An initial meeting with Deputy Secretary Edison is planned for late January.

A proposed schedule for the ITA negotiation process is included as Appendix A, though it should be noted that this schedule will likely need to be updated based on the timeliness of the State's responses to LOSSAN Agency information requests and its willingness to begin formal negotiations. The Board and TAC will be provided regular and consistent updates on the schedule at each meeting and in the interim as necessary.

The schedule outlines the timeframes for key components of the ITA to be developed and requires coordination with the member agencies and cooperation from the State. There will be multiple opportunities for review by the TAC and Board throughout the process. The Managing Agency's two strategic advisers – Dennis Kuklis and Darrell Johnson – will also play an important role in review of the proposed ITA given their extensive work experience and previous management roles at Amtrak.

The key milestones in the ITA development process include:

- Review and analyze the existing agreement between the State and CCJPA
- Budget development and adoption
- Business plan
- Draft ITA submitted for review
- Draft ITA approved by LOSSAN Board

As part of the final ITA, the LOSSAN Agency must provide a business plan. The Managing Agency will simultaneously draft an initial three-year business plan to be submitted for approval concurrently with ITA that includes strategic initiatives referenced in the Administrative Support Agreement approved by the LOSSAN Board in November 2013.

5.0 LOSSAN AGENCY ADMINISTRATION

As the Managing Agency, OCTA's approach to staffing remains providing maximum benefit to the member agencies while minimizing costs. This is achieved by utilizing a streamlined approach with minimal dedicated staffing, including only four positions during the Start-Up Term, supported by OCTA's vast array of supporting services. The supporting services, such as accounting, clerk of the board, etc., are captured through the overhead rate and as such are only attributable to hours spent by the dedicated staff. A detailed organization chart is included as Appendix B.

There are both general and specific administrative duties that will occur simultaneously with the development of the ITA. These duties have been outlined below under their respective functional areas. These represent the regular and ongoing duties the Managing Agency will perform through the Start-Up Term. The list below includes not only duties previously overseen by SANDAG staff, but also the additional tasks that the Managing Agency will assume responsibility for during the Start-Up Term which are specific to the LOSSAN Agency's expanded role under SB 1225.

5.1 General Administrative Services

- Prepare agendas and minutes for monthly LOSSAN TAC and Board meetings
- Establish new subcommittees of the LOSSAN Board (Planning & Operations, and Finance & Administration), proposed to meet quarterly to review and provide guidance to the full LOSSAN Board prior to execution of the ITA
- Fulfill all state and federal reporting requirements (Form 700, State Controllers Report, etc.)
- Maintain updated www.lossan.org web site now hosted at octa.net
- Post archived audio of Board meetings
- Maintenance and update of collateral materials and all public documents (fact sheets, joint corridor timetable, etc.)
- Negotiate, recommend the award of, and manage all necessary agreements for the LOSSAN Agency, including but not limited to the ITA, agreements for the provision of passenger rail services, and use of tracks and other facilities, subject to approval by the LOSSAN Board
- Seek, obtain, and administer grants, subject to the provisions of the LOSSAN Joint Powers Agreement
- Provide a risk management program to cover the LOSSAN Board and each of the agencies in the performance of their duties pursuant to the JPA, and obtain appropriate insurance coverage to implement said risk management program
- Provide legal counsel to advise and represent LOSSAN Agency
- Coordinate comments from LOSSAN member agencies on planning and environmental documents impacting service in the LOSSAN rail corridor
- Facilitate the development of, update, and review prioritized capital plan and identify potential funding strategies
- Prepare a matrix of strategic initiatives and track progress toward implementation
- Develop policies and procedures for implementation post ITA

- Prepare a monthly progress report in writing to the LOSSAN Board outlining administrative activities, including ITA negotiations, overall coordination activities, and budget tracking
- Prepare an annual business plan for approval by the LOSSAN Board, including provisions for the implementation of the goals outlined in the LOSSAN Corridorwide Strategic Implementation Plan (2012) and the appropriate Strategic Initiatives. The first business plan will be developed during the Start-Up Term and will cover the Initial Term. Each subsequent annual business plan will be submitted to the California State Transportation Agency by April 1 for review and recommendation. The business plan will include the following key elements:
 - Report on recent and historical performance (ridership, revenue, farebox recovery, on-time performance)
 - Operating plan including proposed service enhancements
 - Short- and long-term capital improvement programs
 - Funding requirements for the upcoming fiscal year (FY) to maintain at least specified minimum levels of service
 - Action plan with specific performance goals and objectives
 - Discussion of how funding and accounting for state-funded intercity rail service will be separate from locally funded services
 - Identification of any proposed changes in fares, schedules, capital improvements, or marketing and operational strategies to meet performance standards established in ITA
 - Proposed changes in service amenities, or food and beverage services
 - Identification of performance standards
 - Verify reasonableness of ridership and revenue projections and funding request
 - Route and schedule coordination with Amtrak Thruway bus services and other intercity rail corridors or passenger rail services

5.2 Legislative Advocacy

- Implement legislative platform approved by LOSSAN Board on November 20, 2013 – suggest changes as necessary
- Provide legislative updates and bill analysis to LOSSAN Board as appropriate, but not less than quarterly
- Organize annual advocacy trips to Washington, D.C. and Sacramento
- Participate in planning and implementation of a State Rail Caucus/Committees (Senate and Assembly)
- Assist with and participate in quarterly California Intercity Passenger Rail Chairman and Vice Chairman meetings
- Assist with review and preparation of California Intercity Passenger Rail report to the California State Legislature and United States Congress
- Coordinate with other existing and developing California Intercity Passenger Rail corridors for joint advocacy at state and federal levels

5.3 Financial Management and Budget

- Develop and prepare standardized reports for review and presentation to the LOSSAN Board, including (example template included as Appendix C):
 - Monthly budget updates and progress on key tasks
 - Comparison of budget to actual with variance
 - Funds expended and remaining
 - Non budgeted items
- Establish bank accounts for LOSSAN Agency funds separate from OCTA accounts (requires LOSSAN Board resolution)
- Establish time sheet codes to track dedicated and shared staff time (complete)
- Establish budgeting and accounting systems to track revenue and expenditures
- Invoice LOSSAN member agencies for shares of Start-Up Term budget in January 2014 and July 2014
- Ensure that a Certified Public Accountant prepares and submits to the LOSSAN Agency as soon as practical after the end of each FY, a post audit of the financial transactions and records of the LOSSAN Agency for the preceding year
- Prepare and submit to the LOSSAN Board on or before the last meeting of March of each year a proposed budget for the succeeding fiscal year. As part of the annual budget process, recommend the annual budget and staffing resources and support functions for the LOSSAN Agency, including job classifications, salary ranges and organizational functions and duties
- Prepare and submit all required financial reports

Start-Up Term Budget

At the October 16, 2013 meeting, the LOSSAN Board approved Resolution No. 2013-12, which authorized an estimated Managing Agency budget for the Start-Up Term of \$1,030,888. This budget is consistent with OCTA's budget proposal for the Start-Up Term. The budget is intended to cover roughly an 18-month period between signing the Administrative Support Agreement with OCTA and the execution of the ITA with the State of California. Imbedded in that budget is staff time associated with facilitating the two major goals of the Start-Up Term:

- Administration of the LOSSAN Agency as it currently exists and preparing the Agency to assume its new role post ITA
- Timely and successful negotiation of the ITA

As noted in the earlier Agency Administration section, the Managing Agency's approach to staffing utilizes a streamlined approach with minimal dedicated staff supported by OCTA's vast array of support services. The Managing Agency is committed to delivering on the goals of the Start-Up Term by executing the ITA on or before the June 2015 deadline, and seeking every opportunity to maximize the Start-Up Term budget. To the extent that the ITA can be delivered ahead of schedule, this will afford opportunities to

utilize staff time towards developing and implementing other strategic goals and key initiatives.

The Managing Agency will provide a detailed monthly report to the LOSSAN Board that includes the current status, a 30-day look ahead, and any issues and resolutions associated with each task in the scope of work, as well as an expenditure report that includes the budget, expenses, and balance remaining. This will provide for regular and consistent reporting to the LOSSAN Board and ensure complete transparency in the process. A draft template for this report is included as Appendix C.

Consistent with the LOSSAN chief executive officers group recommendation and LOSSAN Board approval, the budget shares have been divided among the LOSSAN member agencies based 75 percent on the county's share of corridor ridership and 25 percent on the number of votes on the LOSSAN Board. Applying this formula to the estimated Start-Up Term budget resulted in the following regional shares: (1) LOSSAN North – 15 percent; (2) LOSSAN Central – 25 percent; (3) LOSSAN South Central – 32 percent; and (4) LOSSAN South – 27 percent. Member agencies in each region then determined how regional shares would be divided via separate agreements. A detailed matrix of agency shares divided by FY is provided in Table 1 below.

Per the Administrative Support Agreement, the Managing Agency will invoice LOSSAN member agencies for their respective shares of the FY 2013-14 Start-Up Term budget in January 2014, and for the FY 2014-15 share between July 1 and July 30, 2014. Shared staff in OCTA's accounting department has already prepared invoices for FY 2013-14, and will issue them in mid-January, pending the LOSSAN Board's approval of a resolution permitting managing agency to open a new bank account on behalf of the LOSSAN Agency.

A summary of the Managing Agency's proposed expenditures for the Start-Up Term that is consistent with the budget and scope of work presented in OCTA's proposal dated June 14, 2013, is included as Appendix D.

Table 1			
REVENUE SHARING BETWEEN LOSSAN MEMBER AGENCIES FOR MANAGING AGENCY START-UP TERM			
Region	Total for 18 months	FY 2013-14 Share	FY 2014-15 Share
<i>South</i>	\$283,494	\$110,248	\$173,246
SDMTS	\$94,498	\$36,749	\$57,749
NCTD	\$94,498	\$36,749	\$57,749
SANDAG	\$94,498	\$36,749	\$57,749
<i>South Central</i>	\$332,461	\$129,290	\$203,171
OCTA	\$221,641	\$86,194	\$135,447
RCTC	\$110,820	\$43,097	\$67,724
<i>Central</i>	\$260,299	\$101,227	\$159,072
Metro	\$260,299	\$101,227	\$159,072
<i>North</i>	\$154,633	\$60,135	\$94,498
VCTC	\$51,544	\$20,045	\$31,499
SBCAG	\$51,544	\$20,045	\$31,499
SLOCOG	\$51,544	\$20,045	\$31,499
	\$1,030,888	\$400,901	\$629,987

- SDMTS – San Diego Metropolitan Transit System
- NCTD – North County Transportation District
- SANDAG - San Diego Association of Governments
- OCTA – Orange County Transportation Authority
- RCTC – Riverside County Transportation Commission
- Metro – Los Angeles Metropolitan Transportation Authority
- VCTC – Ventura County Transportation Commission
- SBCAG – Santa Barbara County Association of Governments
- SLOCOG – San Luis Obispo Council of Governments

5.4 Operations

- Service initiatives and improvements - Work with Amtrak, Metrolink and COASTER to improve schedule coordination in advance of the transition of administrative responsibility for Pacific Surfliner intercity rail service
- Request and analyze detailed operating and cost information from Caltrans Division of Rail/Amtrak for Pacific Surfliner service, as well as all applicable contracts and agreements
- Coordinate with Caltrans Division of Rail on day-to-day management of Pacific Surfliner and Amtrak Thruway bus service prior to transfer of management responsibility
- Continue regular reporting to LOSSAN Board on corridor trends, issues, and opportunities
- Develop an action plan to assess feasibility of implementing service initiatives outlined in LOSSAN Strategic Implementation Plan and Attachment B of the Administrative Support Agreement. The initiatives focus on enhancing ridership, revenue and on-time performance, and managing costs. Some of the initiatives can be further explored and developed during the Start-Up Term as schedule and budget permit. OCTA will include these initiatives in the initial three-year business plan. The initiatives are summarized below:
 - **Operations**
 - Cost-effective equipment and crew utilization, improved on-time performance, increased farebox recovery, differentiation of service, response to service disruptions, special event service, rail safety
 - **Customer Experience**
 - Bike storage, real-time train status, Rail 2 Rail, station improvements, food and beverage service
 - **Connectivity**
 - Transit connectivity and on-board pass sales, statewide connectivity, schedule coordination
 - **Marketing**
 - Market research, joint marketing, social media, newsletter, school groups, new corridors
 - **Board of Directors Involvement**
 - Ride with managing director and LOSSAN Board members, LOSSAN Board member rail pass

5.5 Marketing

- Facilitate bimonthly LOSSAN rail corridor marketing calls and begin shifting the focus of the calls from solely information sharing to coordination on joint marketing opportunities
- Update the LOSSAN Board annually on efforts to institutionalize a LOSSAN rail corridor corporate identity, including but not limited to the establishment and maintenance of branding (logo, public communication, marketing), web site,

employee workspace design, and distinct corporate identity (domain, e-mail, business cards, letterhead, etc.)

- Develop a comprehensive interim LOSSAN marketing plan that outlines work required to generate the market intelligence needed to develop a strategic and effective business and marketing plan for intercity rail service in the LOSSAN rail corridor (proposed work effort outlined in Appendix E)

5.6 Stakeholder Outreach

- Arrange meetings with LOSSAN Board members and key staff at all LOSSAN member agencies
- Meet with host railroads and operators (Amtrak, BNSF, UP, Metrolink, COASTER)
- Meet with Chad Edison, newly appointed deputy secretary for transportation at the California State Transportation Agency
- Meet with key staff at Caltrans Division of Rail
- Meet with frontline Amtrak employees currently working to deliver Pacific Surfliner intercity rail service (train and engine crews, on-board services, station staff, mechanical, etc)

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6.0 PROGRESS ON 100-DAY ACTION PLAN

At the September 25, 2013 LOSSAN Board meeting, OCTA staff presented a proposed 100-day action plan that provided an overview of major activities OCTA intended to undertake during its first 100 days as the LOSSAN Managing Agency. The matrix below provides a summary of progress made to date on each of the items included in the 100-day plan since the Administrative Support Agreement was fully executed on November 21, 2013.

Item #	Task	Progress to Date
1.	Execute administrative support agreement	Complete. Agreement executed on November 21, 2013
2.	Consider forming ad-hoc LOSSAN Board committee to provide guidance on the ITA	This was discussed at November 2013 LOSSAN Board meeting; ITA matters will either flow through ad hoc committee or Executive Committee – to be discussed further in January 2014
3.	Meet with Caltrans Director, State Secretary of Transportation, and Amtrak leadership to discuss transition process and ITA	<ul style="list-style-type: none"> • Staff participated in several conference calls with Brian Kelly, Secretary of the new California State Transportation Agency (CalSTA) to discuss approach to negotiating the ITA and process for information requests from the State • Staff and as well as the Managing Agency's strategic advisor have had multiple calls and meetings Amtrak leadership to discuss information requests and the eventual transition of administration responsibilities for Pacific Surfliner service • Staff has had several calls and meetings with Caltrans Division of Rail staff • A meeting will be scheduled with Chad Edison, the newly appointed deputy secretary for transportation at CalSTA

Item #	Task	Progress to Date
4.	Coordinate with SJJPA and CCJPA on ITA	<ul style="list-style-type: none"> • Staff has been working closely with the SJJPA since October 2013, including standing coordination calls with SJJPA staff • Worked with SJJPA staff to review CCJPA ITA and applicability as a starting point for Pacific Surfliner and SJJPA ITAs • Submitted a joint information request to Caltrans Division of Rail and Amtrak in early November 2013 and held a follow up call with SJJPA, Amtrak, and Caltrans Division of Rail staff in late November 2013 • Hosted Intercity Passenger Rail (IPR) Chairs/Vice Chairs meeting at OCTA in October 2013 and participated in biweekly IPR staff calls • Working with both SJJPA and CCJPA staff to establish Senate and Assembly committees on intercity passenger rail
5.	Meet and coordinate with railroad owners (public and private)	Meetings to be scheduled beginning in January 2014
6.	One-on-one meetings with LOSSAN agencies	Meetings to be scheduled beginning in January 2014
7.	Finalize interim work plan; present to LOSSAN TAC and Board	Draft plan presented to LOSSAN TAC on January 9, 2014, Board on January 15, 2014
8.	Seek LOSSAN Board approval for Start-Up Term budget; provide regular updates to LOSSAN TAC and Board on expenditures and ITA status	<ul style="list-style-type: none"> • LOSSAN Board approved Start-Up Term budget of \$1,030,888 at October 16, 2013 meeting • Monthly budget and status reports will be presented to LOSSAN TAC and Board beginning in February 2014 (reporting on the prior month)
9.	Develop requirements for contracted services (mechanical, etc.)	<ul style="list-style-type: none"> • Pending receipt of information on current budget/staffing from Caltrans Division of Rail and Amtrak, as requested in November 2013

Item #	Task	Progress to Date
10.	Review legislative platform	<ul style="list-style-type: none"> • Staff worked with SANDAG staff to refine the 2013 legislative platform before it was reviewed by LOSSAN TAC and approved by the Board at its November 20, 2013 meeting • OCTA legislative staff will suggest edits to the platform as needed and begin providing legislative updates and bill analyses to LOSSAN TAC and Board as appropriate
11.	Update fact sheets, Web site, collateral material	<ul style="list-style-type: none"> • Managing agency staff worked with SANDAG to successfully transfer the LOSSAN web site (www.lossan.org) to OCTA's network in December 2014 • The LOSSAN web site has been redesigned to refresh its appearance, improve functionality, and allow for new features, such as posting of archived audio from LOSSAN Board meetings • All existing collateral materials were updated by SANDAG before it was transferred to new web site; OCTA will continue to update fact sheets and collateral material as needed, including LOSSAN rail corridor joint timetable
12.	Review and prioritize proposed service initiatives and capital plan	<ul style="list-style-type: none"> • Key service initiatives for Initial Term included as attachment to Administrative Support Agreement • Staff will begin reviewing capital plan in late January 2014

7.0 NEXT STEPS

Using the Interim Work Plan as a guide, the Managing Agency will continue to focus its efforts on accomplishing the two major goals identified for the Start-Up Term over the next 12 to 18 months:

- Providing cost-effective administrative services to the LOSSAN Agency in its current advisory role while preparing the agency and Board of Directors to assume the expanded role it will take on after execution of the ITA; and
- Timely and successful negotiation of the ITA with the State of California to assume oversight responsibility for the state-funded Pacific Surfliner intercity rail service.

The Managing Agency will provide monthly reports to the TAC and Board on the progress made toward achieving these goals, along with reports on any challenges encountered along the way that could impact budget or schedule, and proposed remedies. With the full coordination and involvement from the member agencies and stakeholders, the Managing Agency looks forward to bringing Pacific Surfliner service to the next level of success under local management, while providing for a better and more cost-effective service that enhances the passenger experience, provides better connections and offers additional transportation options.

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APPENDIX A

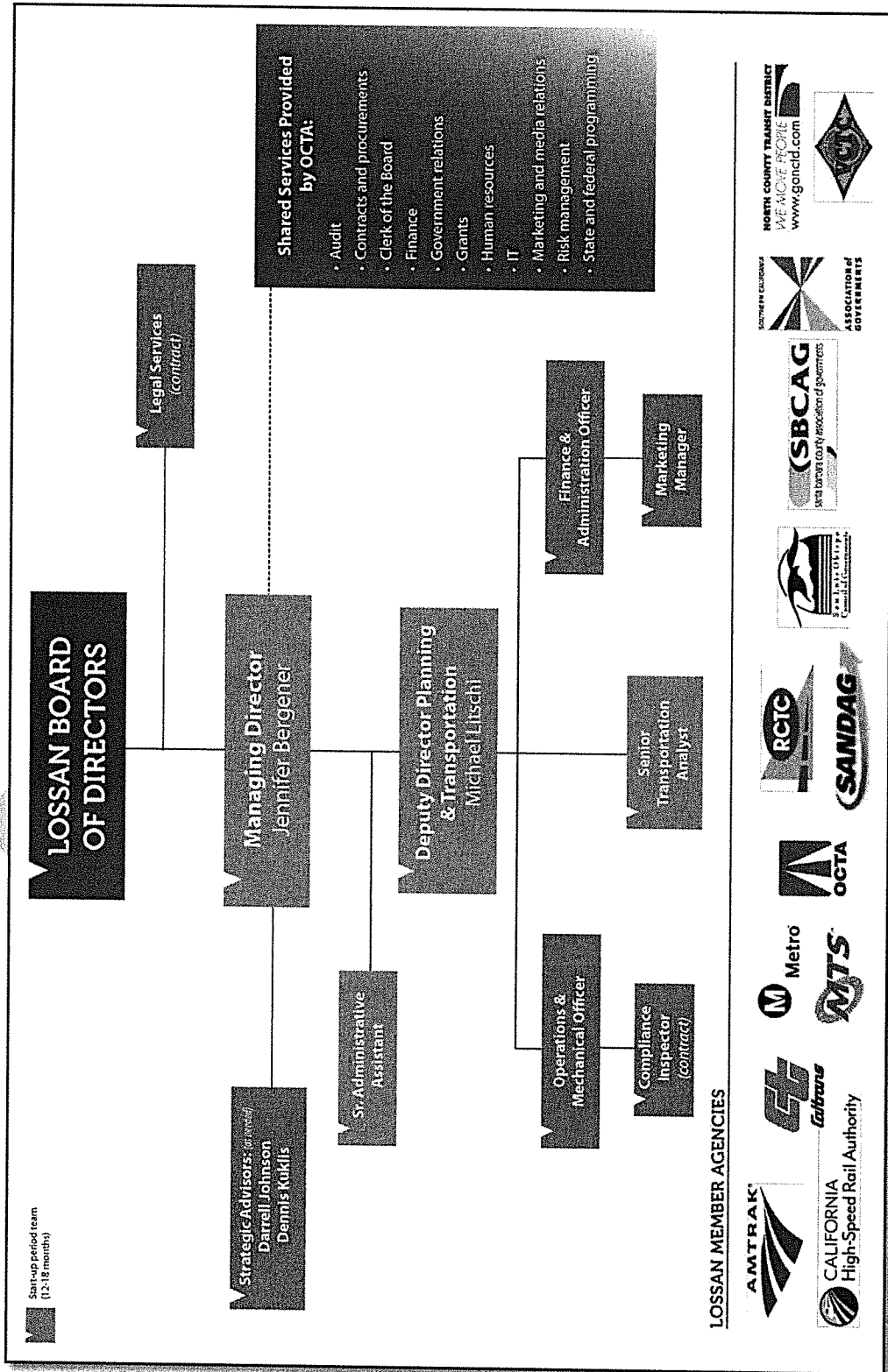
PROPOSED START-UP TERM SCHEDULE

**A COPY OF THE REVISED START-UP TERM SCHEDULE INCORPORATING
TAC COMMENTS ON 1/9/14 WILL BE PROVIDED AT THE LOSSAN BOARD
MEETING ON 1/15/14.**

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APPENDIX B

LOSSAN MANAGING AGENCY ORGANIZATION CHART



APPENDIX C

MONTHLY STATUS AND EXPENDITURE REPORT TEMPLATE

**START-UP TERM MONTHLY STATUS AND EXPENDITURE REPORT
December 1, 2013 to December 31, 2013**

Task	Work Completed This Period	30-Day Look Ahead	% Complete	Outstanding Issues and Resolution
Task 1: Administrative Support Agreement	Task complete. Agreement approved by LOSSAN Board and fully executed on 11/21/13	None.	100	None.
Task 2: Staff Transition Plan/Interim Work Plan	<ul style="list-style-type: none"> Continued coordination calls with SANDAG staff Launched new www.lossan.org Set up LOSSAN budget and invoicing procedures 	<ul style="list-style-type: none"> Submit draft Plan in Jan. 	85	<ul style="list-style-type: none"> Need Board resolution to open bank acct.
Task 3: Interagency Transfer Agreement	<ul style="list-style-type: none"> Continued coordination calls with SJJPA Submitted data request to Caltrans/Amtrak 	<ul style="list-style-type: none"> Follow-up on data request Analyze data received 	5	<ul style="list-style-type: none"> Caltrans/ Amtrak ability to provide data in timely manner
Task 4: Managing Agency Facilities and Staffing				
Task 5: Agency Budget				
Task 6: Key LOSSAN Initiatives				



APPENDIX C

LOSSAN RAIL AGENCY
MONTHLY EXPENDITURE REPORT

	Budget (FY 14)	Actual	Year to Date	Variance	Balance Remaining
BUDGETED EXPENSES:					
Dedicated Staff	\$310,901				
Legal Counsel	\$68,000				
Travel (mileage, train, other)	\$12,000				
Consultant Services	\$10,000				
Overhead					
SUBTOTAL					
NON-BUDGETED EXPENSES:					
Business cards					
Pins					
Additional Insurance					
TOTAL					

APPENDIX D

START-UP TERM BUDGET SUMMARY

Category	FY 14 Budget	FY 15 Budget	Total
Managing Agency Staff Time*	\$310,901	\$479,987	\$790,888
Legal Services	\$68,000	\$120,000	\$188,000
Travel (mileage, airfare, train, etc)	\$12,000	\$20,000	\$32,000
Consultant Services	\$10,000	\$10,000	\$20,000
Total	\$400,901	\$629,987	\$1,030,888

*Includes use of Managing Agency shared staff for functions outlined in organization chart in Appendix B, with costs captured utilizing an overhead rate of 142 percent applied to dedicated staff hours. Office space and other direct costs also built into overhead rate.

DRAFT

APPENDIX E**LOSSAN MARKETING ASSESSMENT AND PLAN OUTLINE****1. Brand Assessment**

A brand is the idea and image connected with the name, logo, slogan, or design of a specific product or service.

Branding is fundamental and is invaluable in fostering any business growth. To uncover the current brand image that exists in the minds of our customers and the public, we will study and analyze the various existing brand identities for the Pacific Surfliner intercity rail service. This will include names, logos, slogans, marketing and communication campaign materials, digital appearance, etc. In addition to reviewing previous study findings provided by Caltrans and Amtrak, new surveys may be conducted. The results from the assessment will be essential in developing impactful branding that effectively conveys the unique personality, core values and strategic objectives of the Pacific Surfliner intercity rail service.

2. Marketing and Communications Audit

To develop and implement an effective marketing communications strategy, the OCTA Marketing Department will conduct a marketing and communications audit of the Pacific Surfliner service. An audit is a review of all current marketing and other communications vehicles to answer some basic questions:

- What are we saying about our company/brand/service?
- Is the message consistent across formats and audiences?
- How are we presenting the information?
- Who are we talking to?

Staff will begin by gathering all existing materials including service and corporate brochures, timetable/schedules, customer survey reports, business cards and letterhead, annual reports, advertisements, direct mail pieces, signage, website/social media, press releases and promotional items, etc. The results of the audit will help clarify the communications strategy and provide a framework for future plan development.

3. Ridership/Revenue Trending Analysis

Staff will conduct an analysis of past ridership and ticket sales to identify key factors, such as operational, seasonal, policy, environmental, fare, promotion strategy, technology etc., that impact ridership and ticket sales. The insights from

this analysis will help benchmark future marketing efforts and develop a program to repeat successes while avoiding known pitfalls.

4. Market Study and Development

A close study of the market along the LOSSAN rail corridor will be conducted to define target markets and gauge ridership potential based on existing customer surveys and profiles previously prepared by Amtrak and Caltrans Division of Rail. The study will use this information to develop a market profile for each individual station and identify any gaps in data, including:

- Destination trip generators
- Origin trip generators
- Demographics
- Psychographics
- Existing and potential station connections

In addition, OCTA will work with marketing, communications, and rail staff at Amtrak, Caltrans Division of Rail, and LOSSAN member agencies to explore partnership opportunities that could help expand market reach for intercity rail service on the LOSSAN rail corridor.

5. Marketing and Communication Plan and Budget Development


This effort will lay the groundwork for a comprehensive marketing and communications plan that can be implemented concurrent with approval of the ITA and transfer of administrative responsibility for the Pacific Surfliner service to the LOSSAN Agency.

The plan will outline LOSSAN's market/SWOT analysis and future marketing/communications efforts including marketing management process, market segmentation, branding, marketing campaigns, promotional/special events, media relations and public outreach tactics, customer communication mechanisms and budgeting.



January 15, 2014

To: Members of the Board of Directors

From: Jennifer Bergener, Managing Director 

Subject: Authorization for Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Executive Staff to Open and Manage Bank Accounts

Overview

In response to federal legislation, banks have implemented new policies and procedures to verify the identity of persons authorized to open and manage banking deposit accounts. Before a bank will permit Managing Agency staff to open a new banking account on behalf Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, the Board of Directors must approve a resolution identifying the positions authorized to open and manage deposit accounts.

Recommendations

- A. Approve Resolution No. 2014-001 authorizing the Managing Director, Deputy Managing Director, Finance and Administration Officer, and Treasurer of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency to open deposit accounts, manage or provide instruction regarding each account, and contract for other banking services as deemed necessary to manage the deposit accounts.
- B. Direct staff to work with Bank of the West to establish a new banking deposit account for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.

Background

On November 23, 2013, the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Board of Directors (Board) approved an Administrative Support Agreement with the Orange County Transportation Authority (OCTA), to serve as its Managing Agency. In its role as the LOSSAN Managing Agency, OCTA is charged with depositing and maintaining all LOSSAN Agency funds in accounts separate from OCTA funds.

The Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001 (Patriot Act) was signed into law by President George W. Bush on October 26, 2001. As a response to the terrorist attacks of September 11, 2001, the Patriot Act significantly strengthened law enforcement agencies' gathering of intelligence within the United States; expanded the Secretary of the Treasury's authority to regulate financial transactions, particularly those involving foreign individuals and entities; and broadened the discretion of law enforcement and immigration authorities in detaining and deporting immigrants suspected of terrorism-related acts.

In response to the Patriot Act, most banks have implemented policies and procedures designed to verify the identity of persons seeking to open accounts, manage or provide instructions regarding each account, and contracting for other banking services deemed necessary to manage the accounts.

Discussion

OCTA currently has a contract in place with Bank of the West to provide commercial banking service through August 31, 2016. Before staff can establish a new bank account for the LOSSAN Agency, the LOSSAN Board must approve a resolution identifying the executive positions at the LOSSAN Agency that are authorized to open and manage deposit accounts.

The resolution will allow banks to comply with provisions of the Patriot Act that require banks to verify the identity of persons opening and managing deposit accounts. The resolution would require two of the designated employees to act together to open and manage bank deposit accounts on behalf of the LOSSAN Agency.

Summary

In order to comply with provisions of the Patriot Act, the LOSSAN Board must approve a resolution to authorize designated positions at the LOSSAN Agency to open and manage bank accounts.

Attachment

- A. Resolution Number 2014-001 of the LOSSAN Rail Corridor Agency

Prepared by:



Michael Litschi
Deputy Managing Director
(714) 560-5581

RESOLUTION NUMBER 2014-001
OF THE LOSSAN RAIL CORRIDOR AGENCY

WHEREAS, Section 326 of the Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001 (referred to as the USA PATRIOT Act) requires that all financial institutions obtain, verify and record information that identifies any person seeking to open an account with a banking institution; and

WHEREAS, banks require a Board of Directors' resolution identifying representatives of the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency authorized to open deposit accounts, manage or provide instructions regarding each account and contract for other banking services deemed necessary to manage the deposit accounts;

BE IT RESOLVED that the Board of Directors of the LOSSAN Rail Corridor Agency authorizes any two persons holding any of the following positions:

- Managing Director
- Deputy Managing Director
- Finance and Administration Officer
- Treasurer

acting together, to: (1) establish one or more deposit accounts and from time to time additional accounts; (2) to designate from time to time persons to manage, operate or otherwise provide instructions regarding each account, including the designation of authorized signers; and (3) contract for such other banking services as any two authorized representatives deem necessary or appropriate to manage this Organization's deposit accounts.

ADOPTED, SIGNED, AND APPROVED this ____ day of _____, 2014.

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Laurena Weinert
Clerk of the Board

Fred Strong
Chairman of the Board

PowerPoint

Presentation



Summer 2013 Pacific Surfliner Ridership Profile Survey Results



**Amtrak
California**

A service of Caltrans and Amtrak

CONFIDENTIAL & PROPRIETARY

PROJECT OVERVIEW

- In August 2013, market research was conducted onboard Pacific Surfliner trains to obtain a demographic, behavioral, and attitudinal profile of Summer 2013 ridership.
- Over 5,800 surveys were completed.

METHODOLOGY

- Onboard surveys conducted August 14-18, 2013
- Surveys were distributed to customers across the full service area of each individual train
- A total of 46 trains were surveyed twice (23 trains surveyed once on weekday, 23 surveyed once on weekend)
- On average, about 127 surveys were completed per train
- Surveys distributed in English and, for the first time in Summer 2013, Spanish



SURVEY ASKED ABOUT...

- Satisfaction with the Pacific Surfliner experience (in stations and on trains)
- Demographics
- Overall travel behavior

ONBOARD SATISFACTION LEVELS

Winter 2013	Summer 2013	
94%	93%	•Overall satisfaction with the onboard experience
93%	93%	•Safety and security
94%	92%▼	•Conductors (courteous and helpful)
90%	90%	•Interior cleanliness
88%	86%▼	•Announcements (delays, stops)
86%	85%	•Seat comfort
84%	84%	•Exterior cleanliness
86%	82%▼	•Clarity of announcements
77%	78%	•Cleanliness of windows
78%	77%	•Availability of schedules
96%	94%▼	•Would recommend Amtrak California

Reflects customers who rate their experience as very/somewhat satisfied.
Red triangles reflect a significant decline from Winter 2013 to Summer 2013.

STATION SATISFACTION LEVELS

Winter 2013	Summer 2013	
87%	87%	•Overall satisfaction with the station experience
91%	91%	•Reservations and ticketing
88%	89%	•Sense of safety and security
88%	88%	•Functioning lights at the station
87%	86%	•Boarding process
87%	86%	•Friendliness and helpfulness of staff
84%	84%	•Cleanliness of the station
81%	80%	•Seamlessness of transfers
80%	79%	•Availability of printed materials
74%	74%	•Information about delays
67%	68%	•Cleanliness of restrooms

Reflects customers who rate their experience as very/somewhat satisfied.

SUMMER 2013 TRIP PURPOSE

Trip purpose among Summer 2013 customers...

TOTAL CUSTOMERS

11% BUSINESS TRIPS

8% COMMUTER TRIPS

81% LEISURE TRIPS

- 42% Vacation/recreation
- 29% Visit family/friends
- 7% Personal/family reason
- 2% School
- 2% Some other purpose

FIRST TIME CUSTOMERS (30% OF TOTAL REPORTED TRIPS)

6% BUSINESS TRIPS

1% COMMUTER TRIPS

92% LEISURE TRIPS

- 58% Vacation/recreation
- 23% Visit family/friends
- 6% Personal/family reason
- 2% School
- 3% Some other purpose

REPEAT CUSTOMERS (70% OF TOTAL REPORTED TRIPS)

13% BUSINESS TRIPS

11% COMMUTER TRIPS

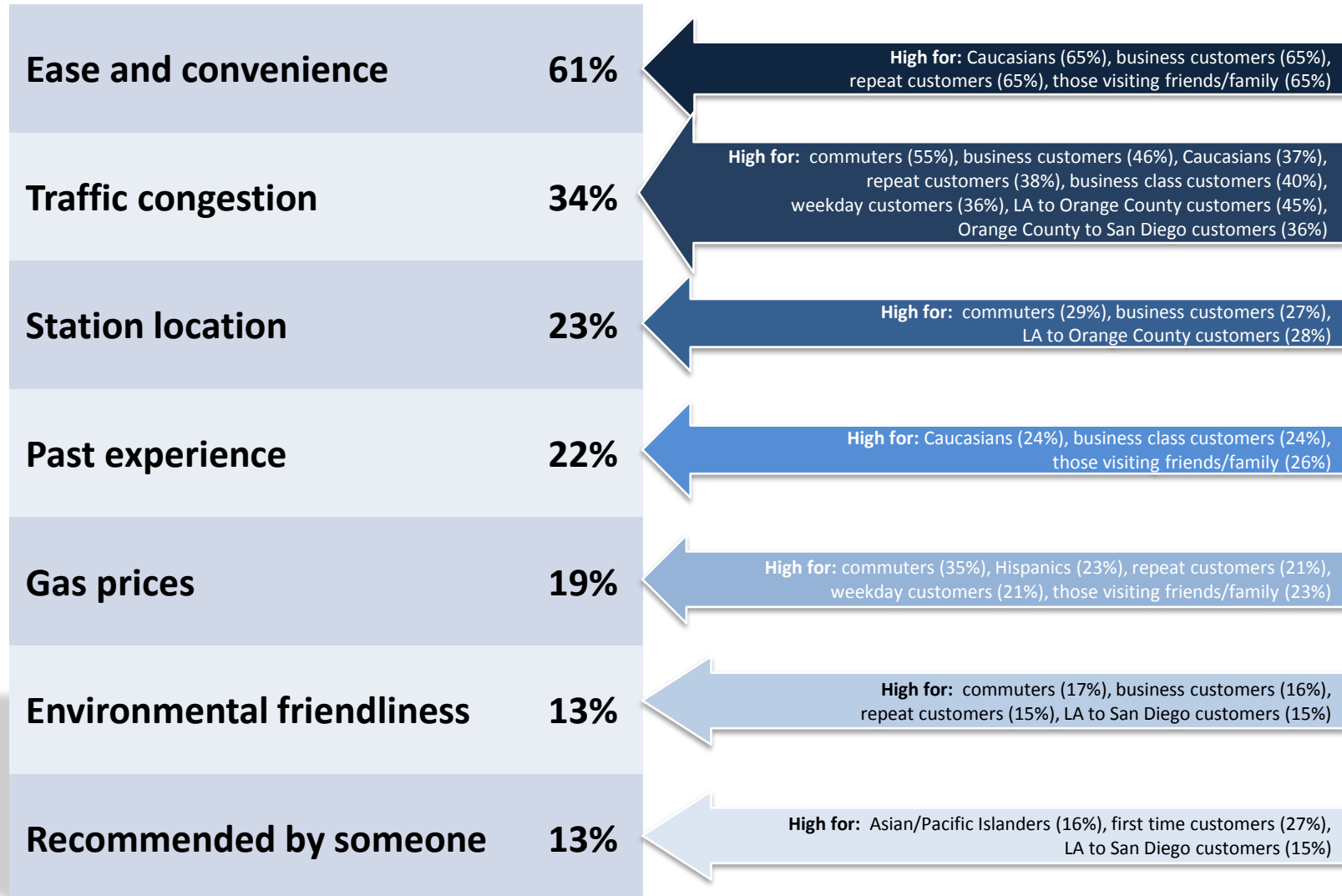
76% LEISURE TRIPS

- 35% Vacation/recreation
- 31% Visit family/friends
- 7% Personal/family reason
- 2% School
- 2% Some other purpose

Note: Reflects self-reported trip purpose

REASONS FOR USING AMTRAK CALIFORNIA...

Top reasons for choosing Amtrak California...



ETHNIC BACKGROUND

	TOTAL CUSTOMERS	
	Winter 2013	Summer 2013
Caucasian	60%	62%
Hispanic	20%	19%
Black	6%	6%
Asian	12%	12%
American Indian / Alaskan Native	3%	3%
Filipino	4%	3%
Pacific Islander	1%	1%
Other	3%	2%

KEY DEMOGRAPHICS / TRAVEL BEHAVIOR

	TOTAL CUSTOMERS		FIRST TIME CUSTOMERS		REPEAT CUSTOMERS	
	Winter 2013	Summer 2013	Winter 2013	Summer 2013	Winter 2013	Summer 2013
Women	51%	56%	54%	59%	51%	55%
Age (median)	40 yrs.	42 yrs.	36 yrs.	37 yrs.	41 yrs.	45 yrs.
• Under 35 years old	42%	39%	49%	48%	41%	36%
• 35 - 54 years old	30%	31%	25%	29%	31%	32%
• 55+ years old	28%	30%	26%	23%	28%	32%
Household income (median)	\$76K	\$75K	\$61K	\$64K	\$80K	\$81K
Married	43%	43%	38%	41%	44%	44%
Students	15%	14%	16%	20%	15%	11%
Traveling alone	74%	60%	55%	41%	79%	68%
Traveling round trip	75%	75%	66%	67%	78%	78%

SUMMER 2013: KEY DEMOGRAPHIC DIFFERENCES

TOTAL CUSTOMERS

81% LEISURE TRIPS

84% COACH CLASS

37% NEW CUSTOMERS
(PAST YEAR)

60% TRAVELING ALONE

**53% WOULD CONSIDER
CAFÉ CAR IN FUTURE**

**27% HAVE CHILDREN IN
HOUSEHOLD**

**34% HAVE HOUSEHOLD
INCOME OF <\$50K**

**4% PREFER SPANISH
COMMUNICATIONS**

HISPANIC CUSTOMERS

84% LEISURE TRIPS

91% COACH CLASS

41% NEW CUSTOMERS
(PAST YEAR)

65% TRAVELING ALONE

**57% WOULD CONSIDER
CAFÉ CAR IN FUTURE**

**35% HAVE CHILDREN IN
HOUSEHOLD**

**51% HAVE HOUSEHOLD
INCOME OF <\$50K**

**16% PREFER SPANISH
COMMUNICATIONS**

SPANISH-DOMINANT CUSTOMERS

88% LEISURE TRIPS

91% COACH CLASS

53% NEW CUSTOMERS
(PAST YEAR)

61% TRAVELING ALONE

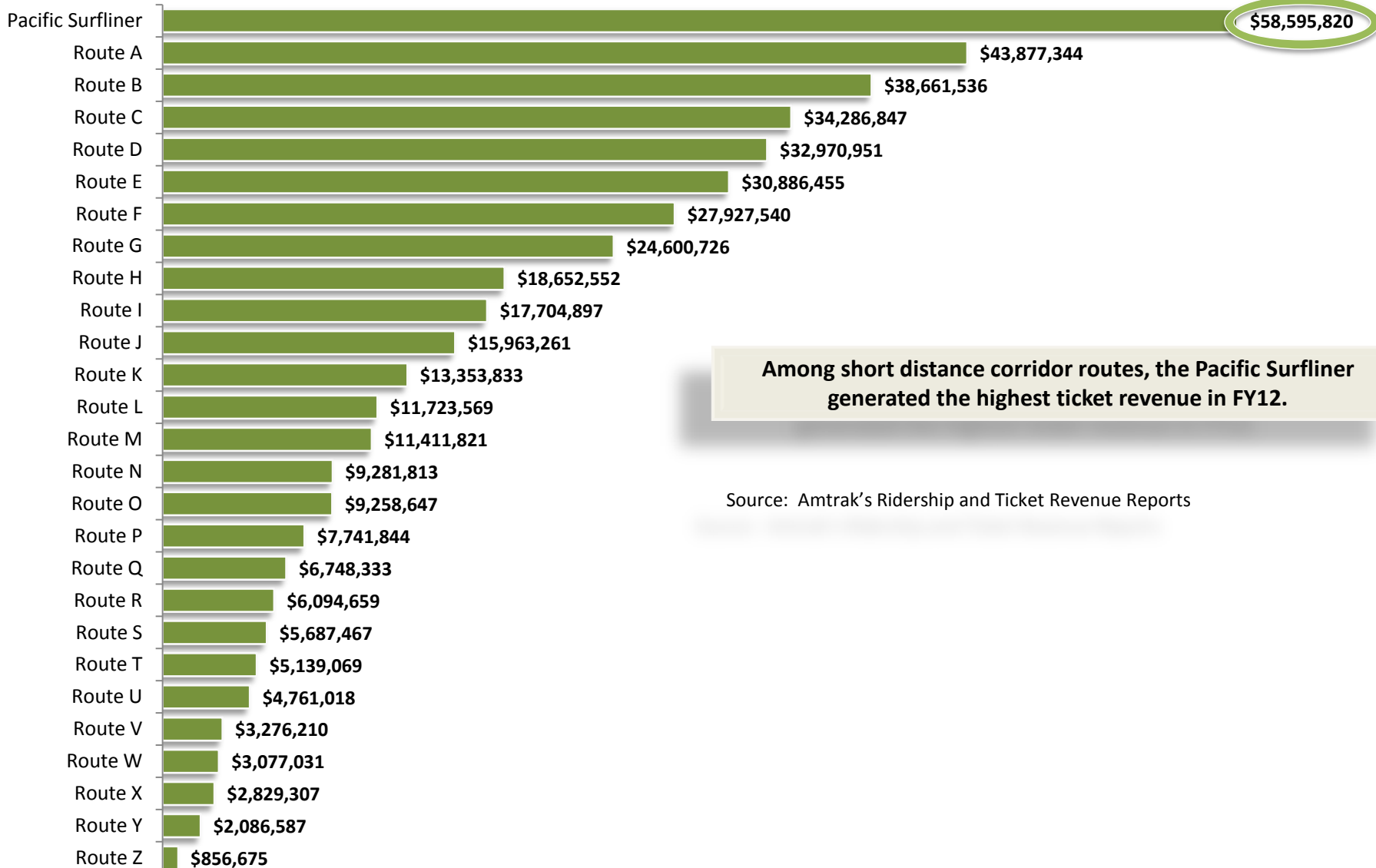
**65% WOULD CONSIDER
CAFÉ CAR IN FUTURE**

**32% HAVE CHILDREN IN
HOUSEHOLD**

**58% HAVE HOUSEHOLD
INCOME OF <\$50K**

**100% PREFER SPANISH
COMMUNICATIONS**

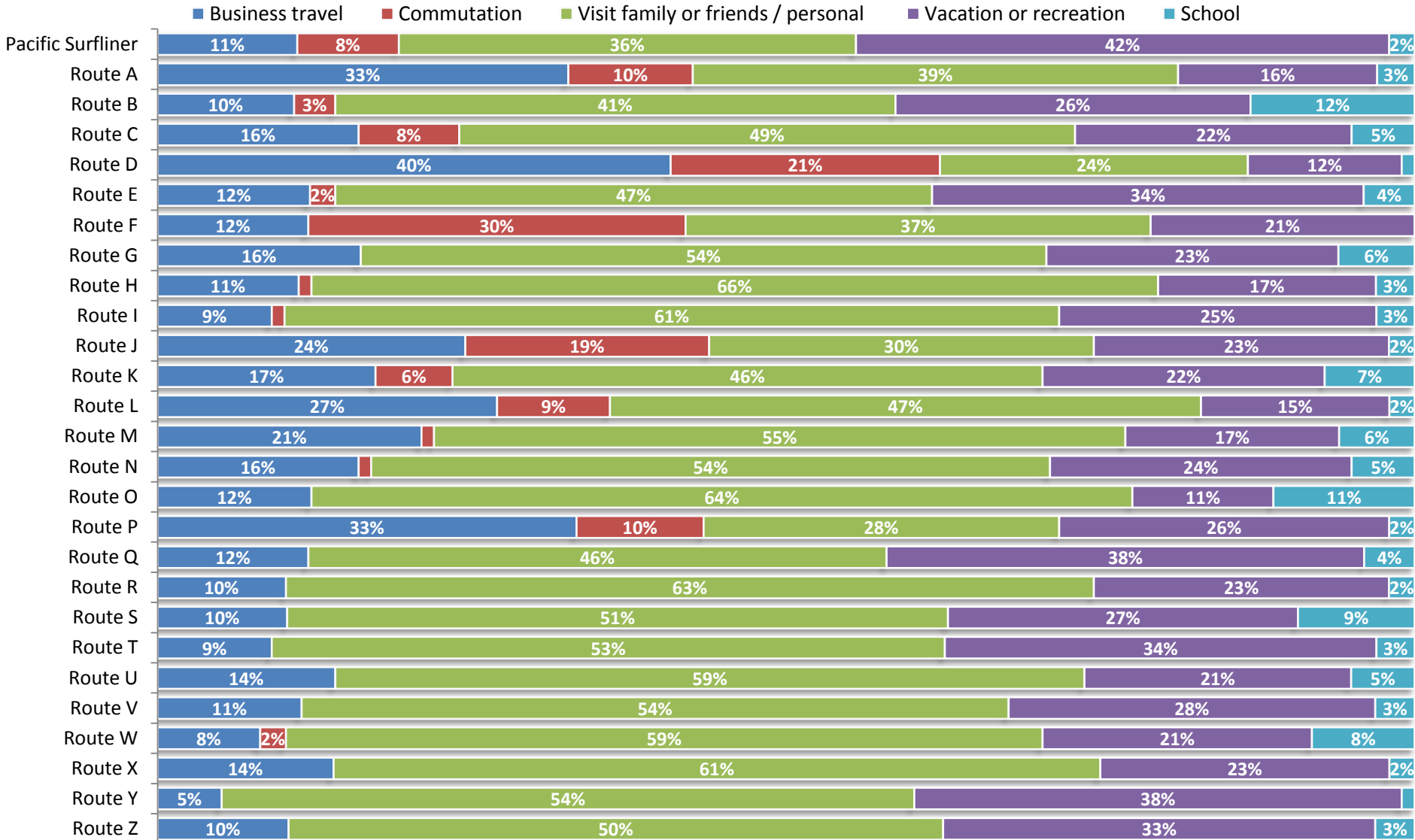
STATE CORRIDOR FY12 TICKET REVENUES



Among short distance corridor routes, the Pacific Surfliner generated the highest ticket revenue in FY12.

Source: Amtrak's Ridership and Ticket Revenue Reports

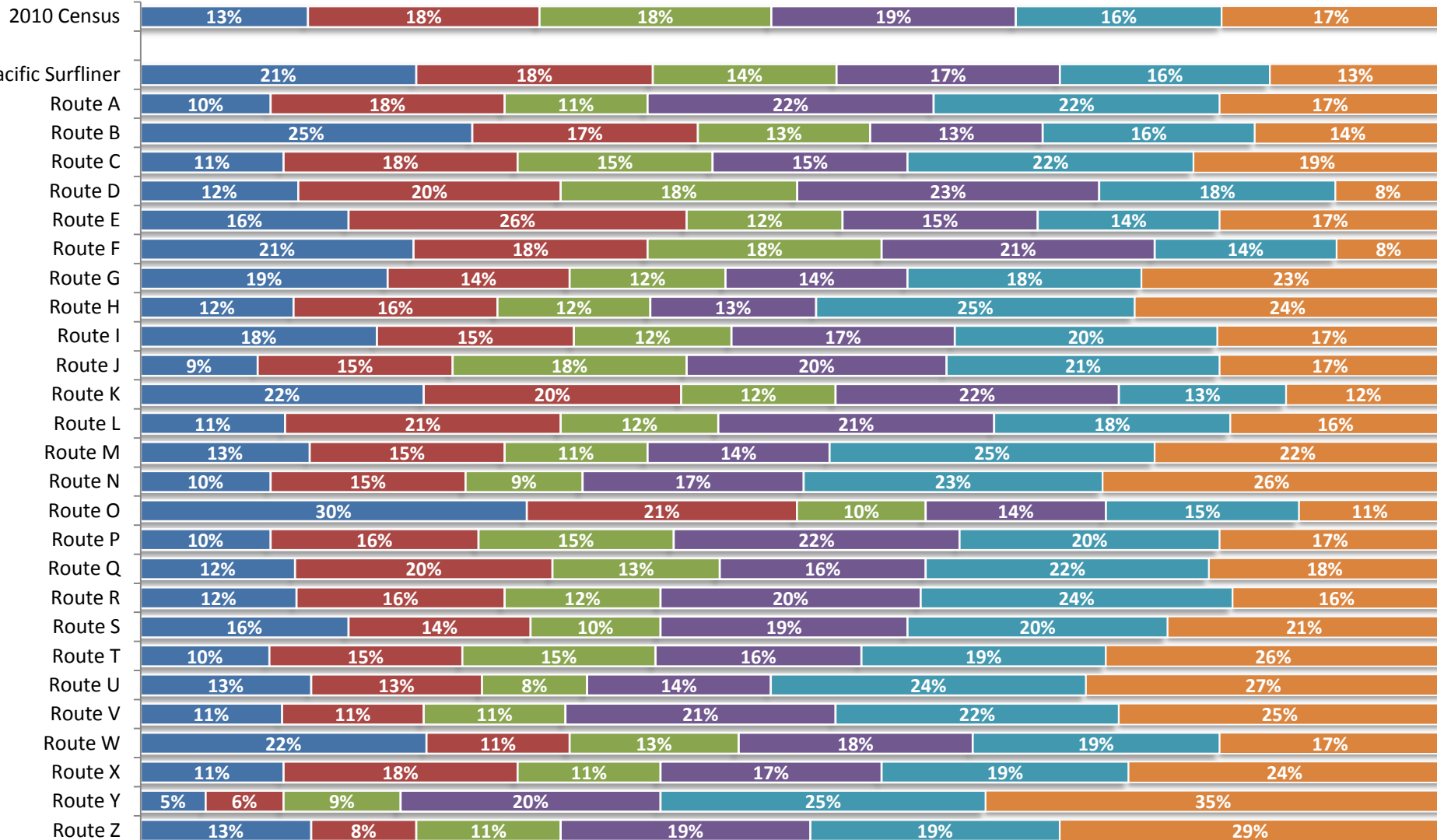
TRIP PURPOSE



Source: 2007 – 2011 Amtrak Ridership Profile Studies

AGE

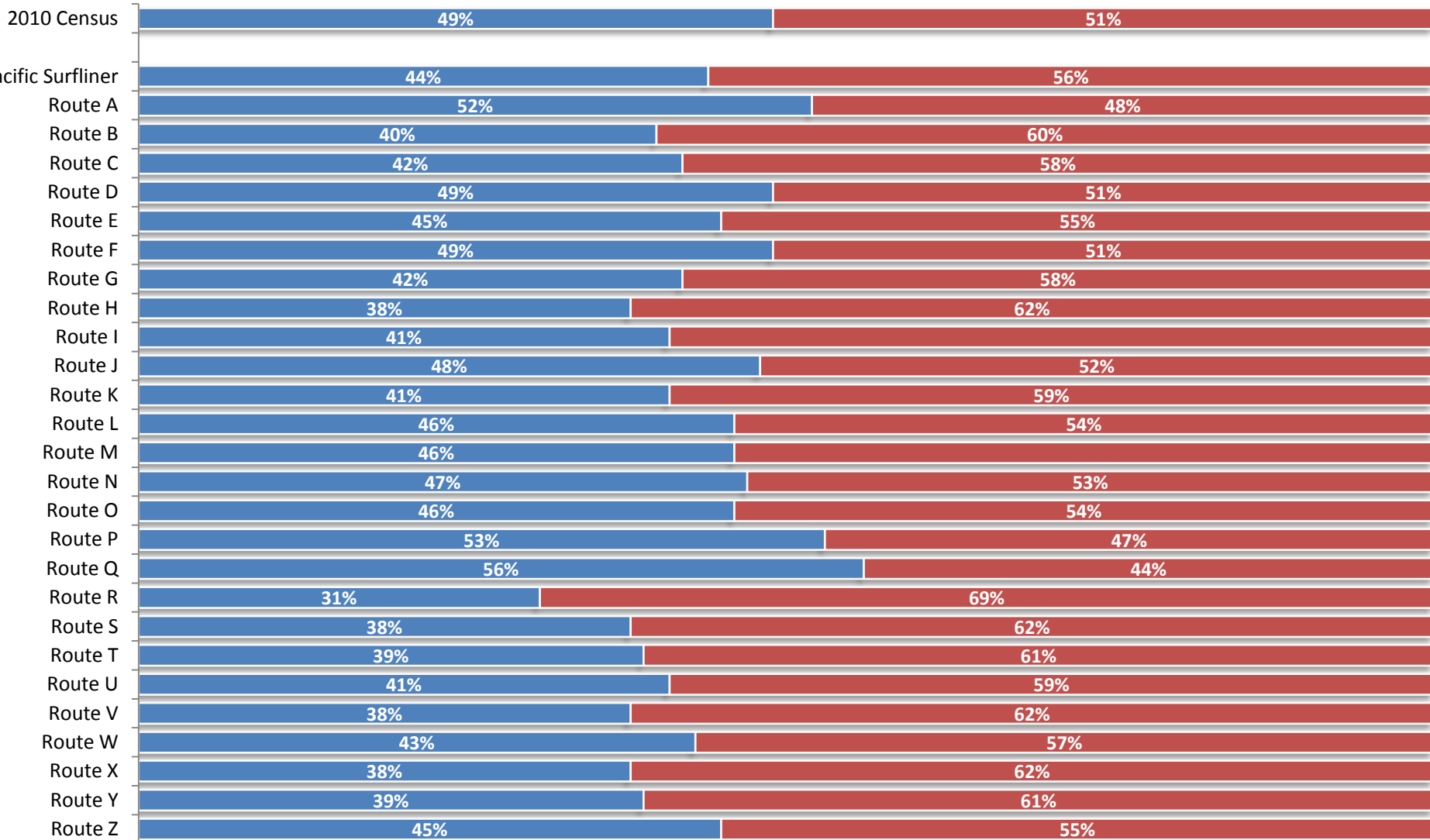
■ 18 - 24 ■ 25 - 34 ■ 35 - 44 ■ 45 - 54 ■ 55 - 64 ■ 65+



Source: 2007 – 2011 Amtrak Ridership Profile Studies

GENDER

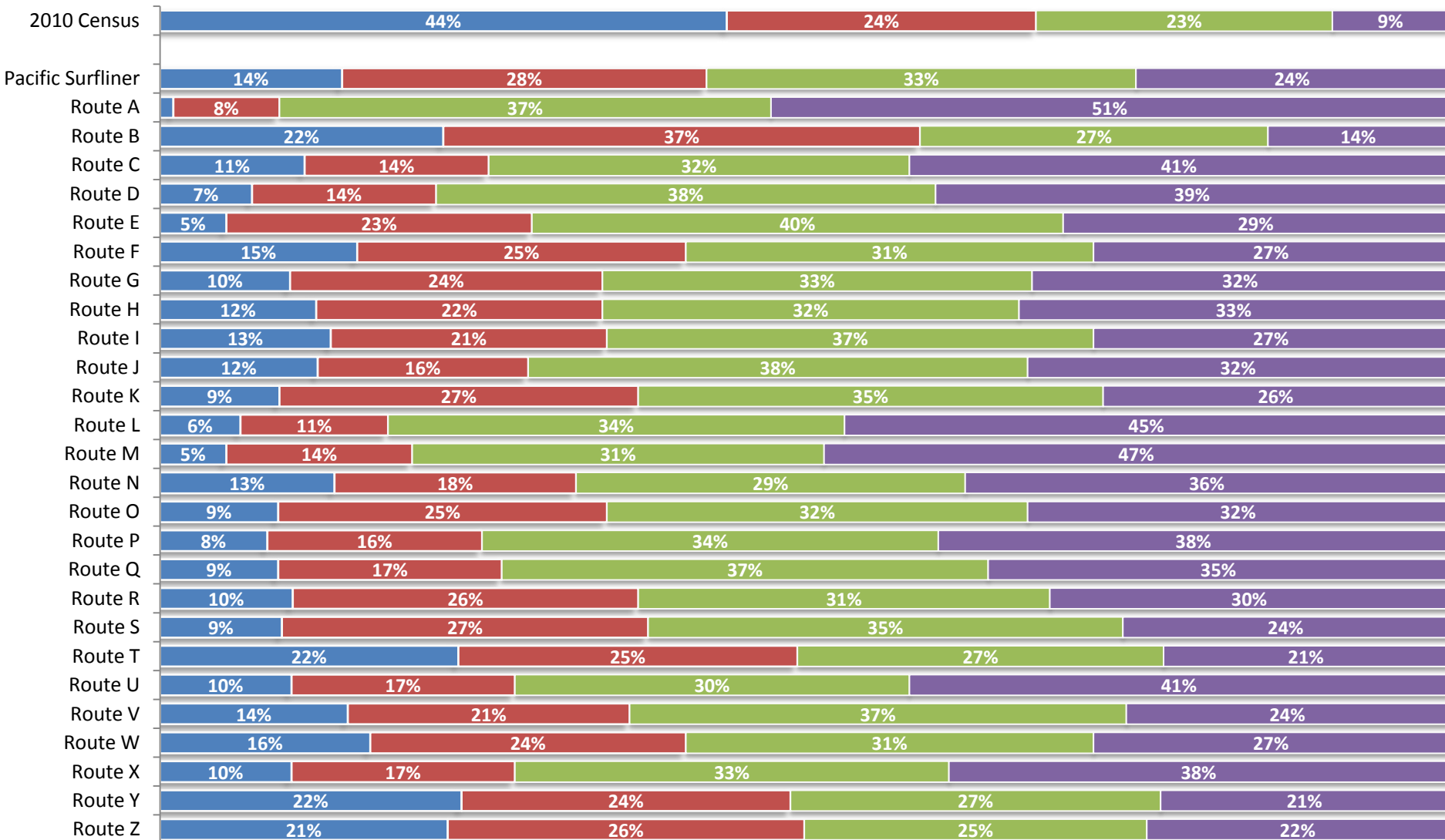
■ Male ■ Female



Source: 2007 – 2011 Amtrak Ridership Profile Studies

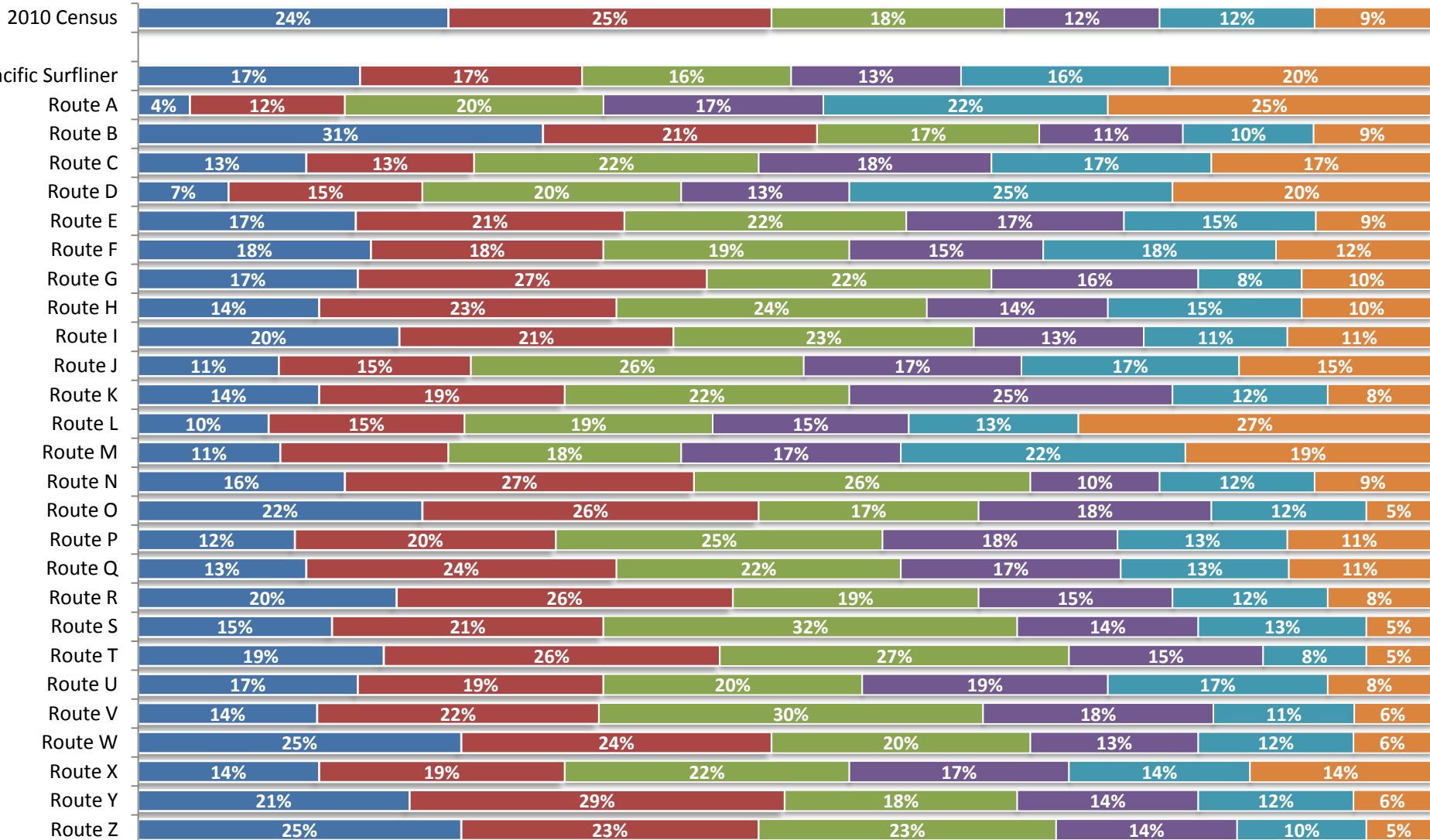
EDUCATION

■ High school or less ■ Some college ■ College graduate ■ Graduate school



INCOME

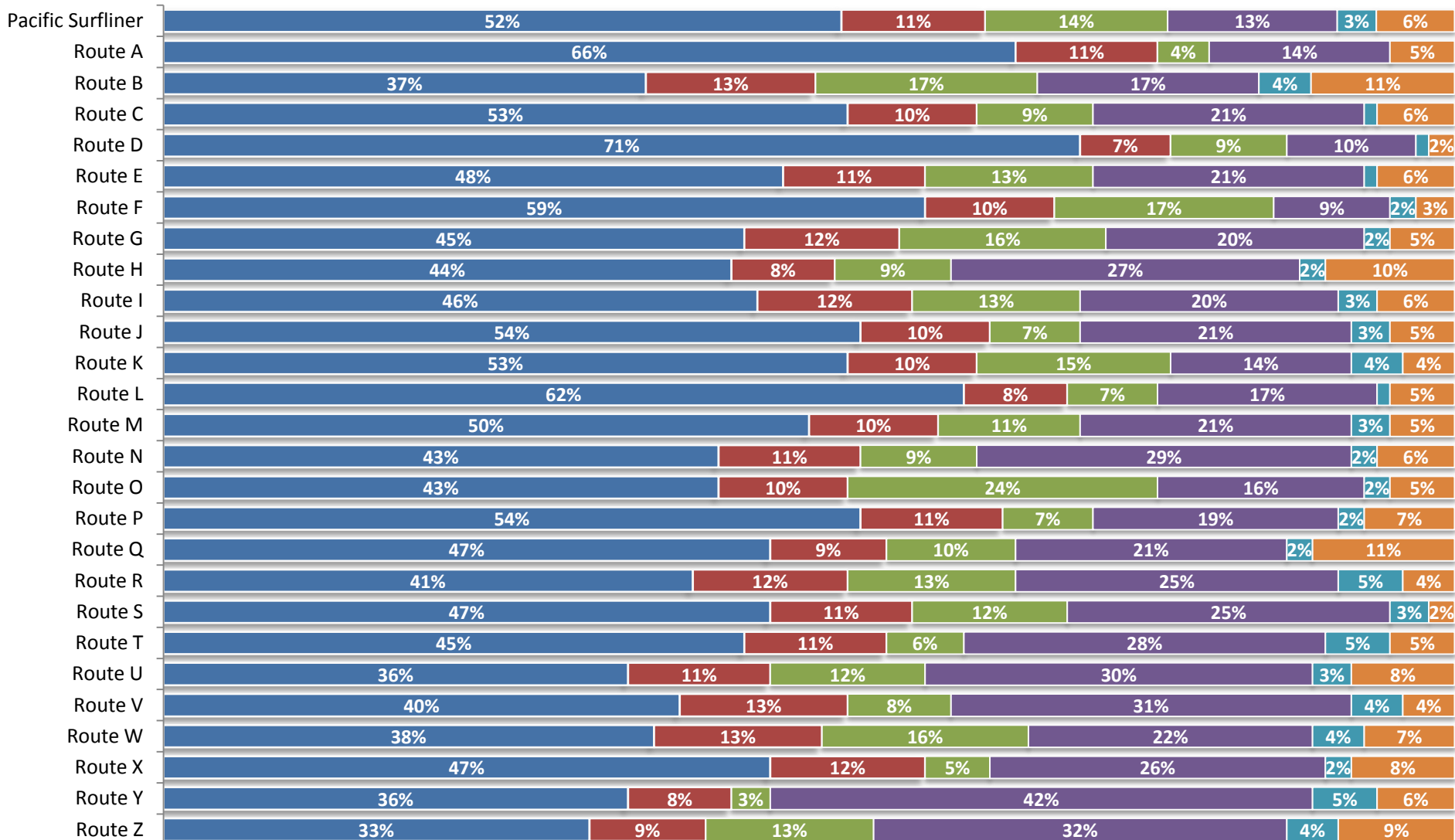
■ Less than \$25,000
 ■ \$25,000 - \$49,999
 ■ \$50,000 - \$74,999
 ■ \$75,000 - \$99,999
 ■ \$100,000 - \$149,999
 ■ \$150,000+



Source: 2007 – 2011 Amtrak Ridership Profile Studies

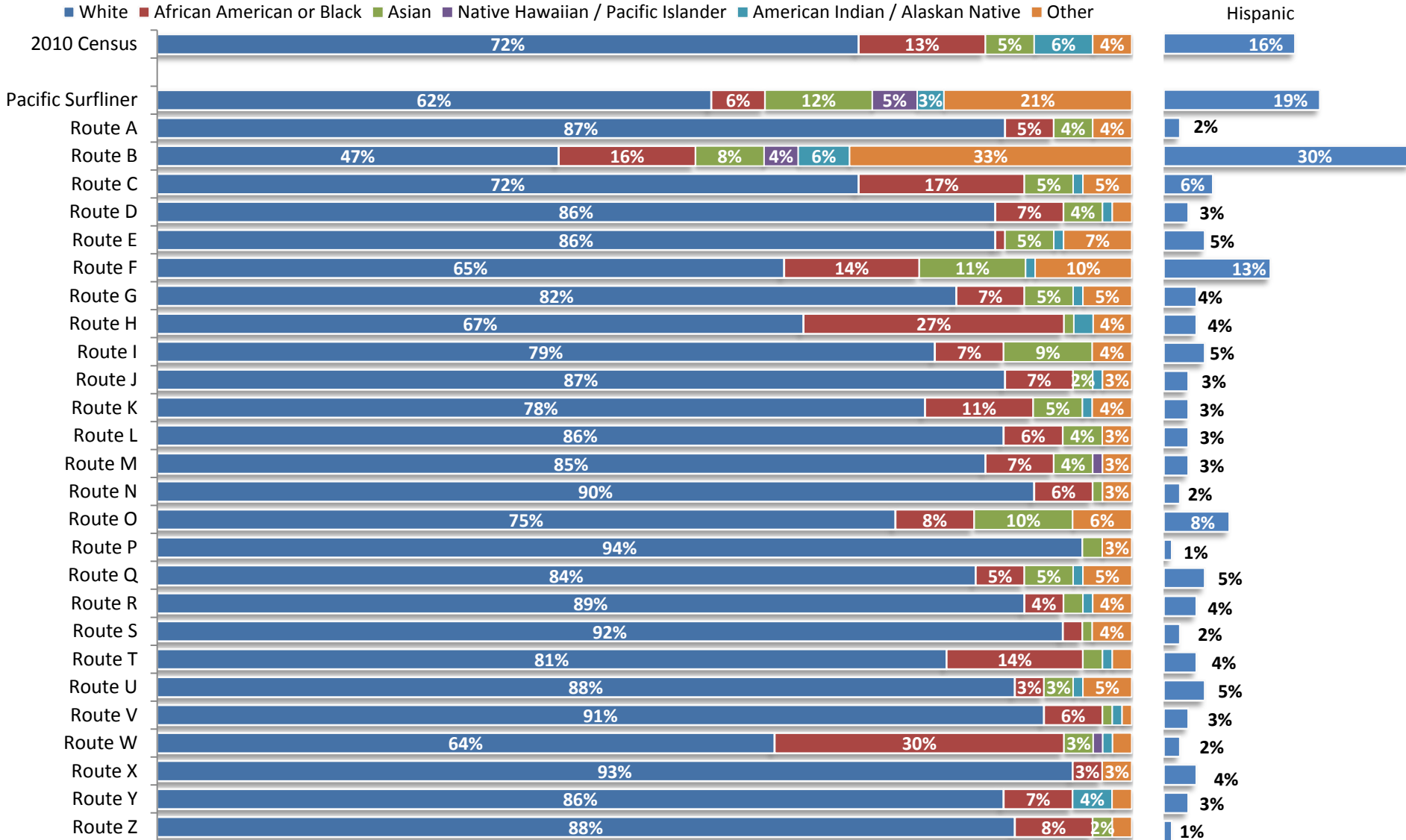
EMPLOYMENT

■ Employed full-time ■ Employed part-time ■ College student ■ Retired ■ Homemaker ■ Not employed/Other

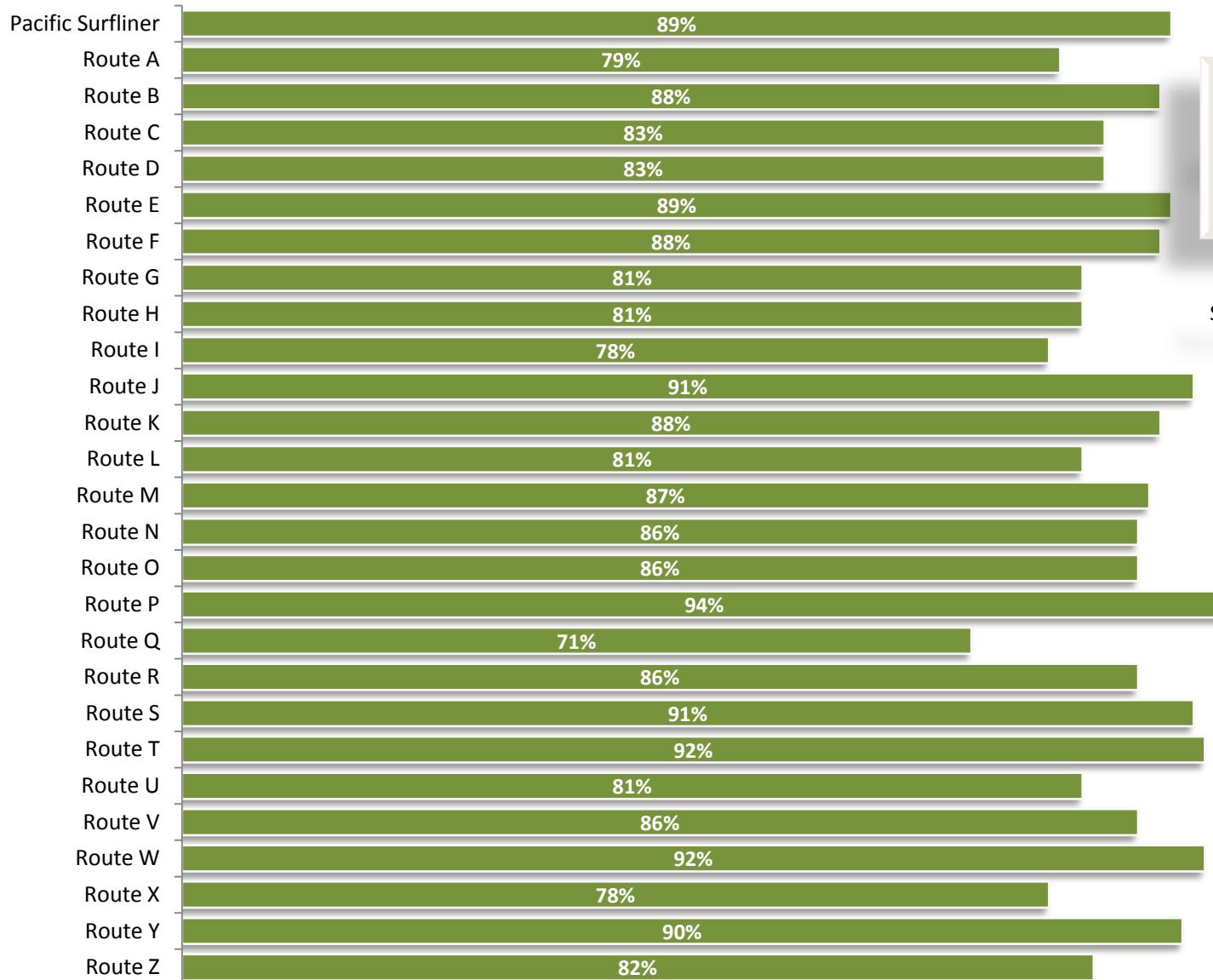


Source: 2007 – 2011 Amtrak Ridership Profile Studies

ETHNICITY



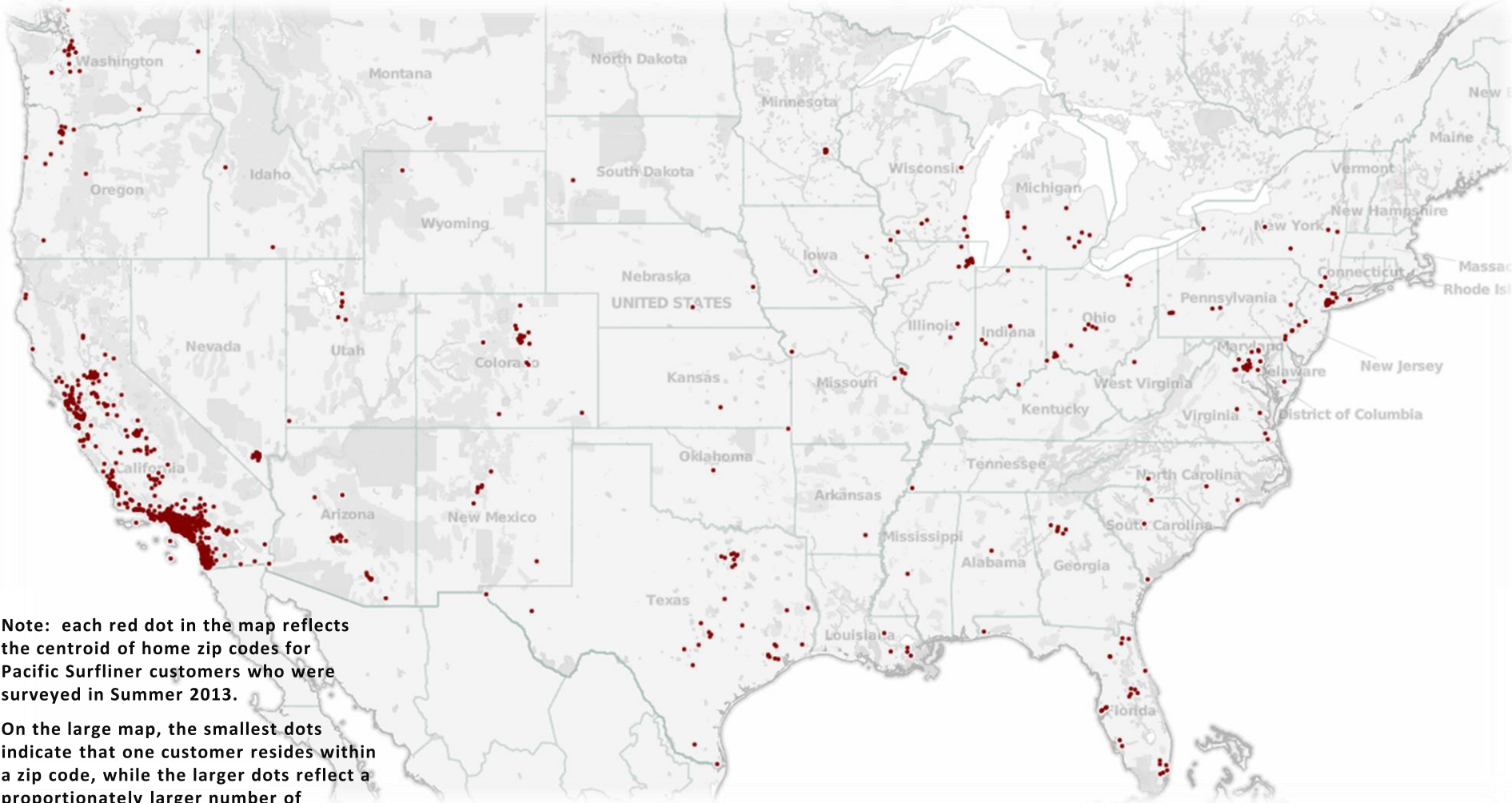
FY13 CUSTOMER SATISFACTION INDEX SCORES (CSI)



Reflects percentage of respondents giving an 80, 90, or 100 on a scale from 0 (very dissatisfied) to 100 (very satisfied)

Source: Amtrak's CSI Report

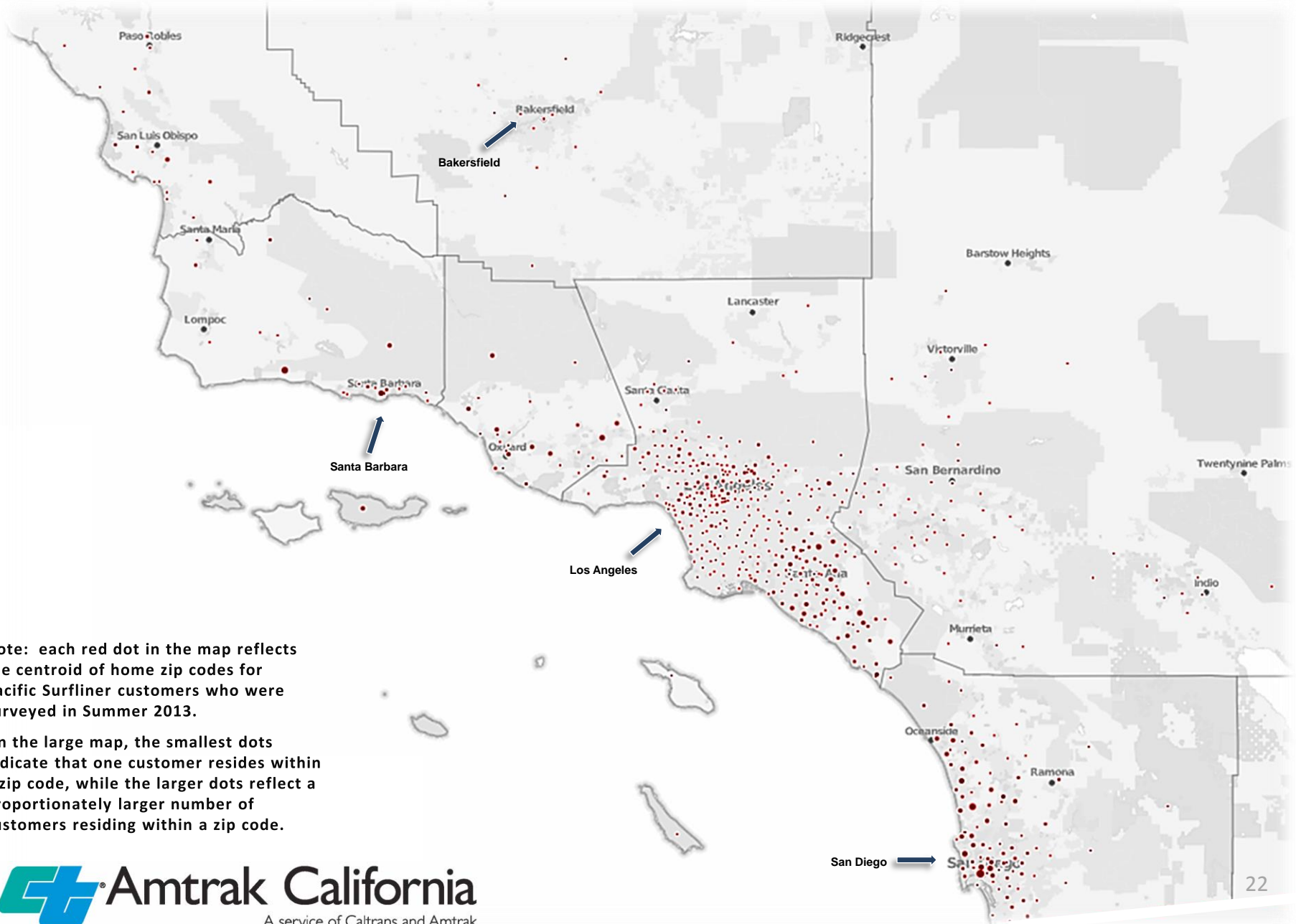
WHERE SUMMER 2013 CUSTOMERS LIVE...



Note: each red dot in the map reflects the centroid of home zip codes for Pacific Surfliner customers who were surveyed in Summer 2013.

On the large map, the smallest dots indicate that one customer resides within a zip code, while the larger dots reflect a proportionately larger number of customers residing within a zip code.

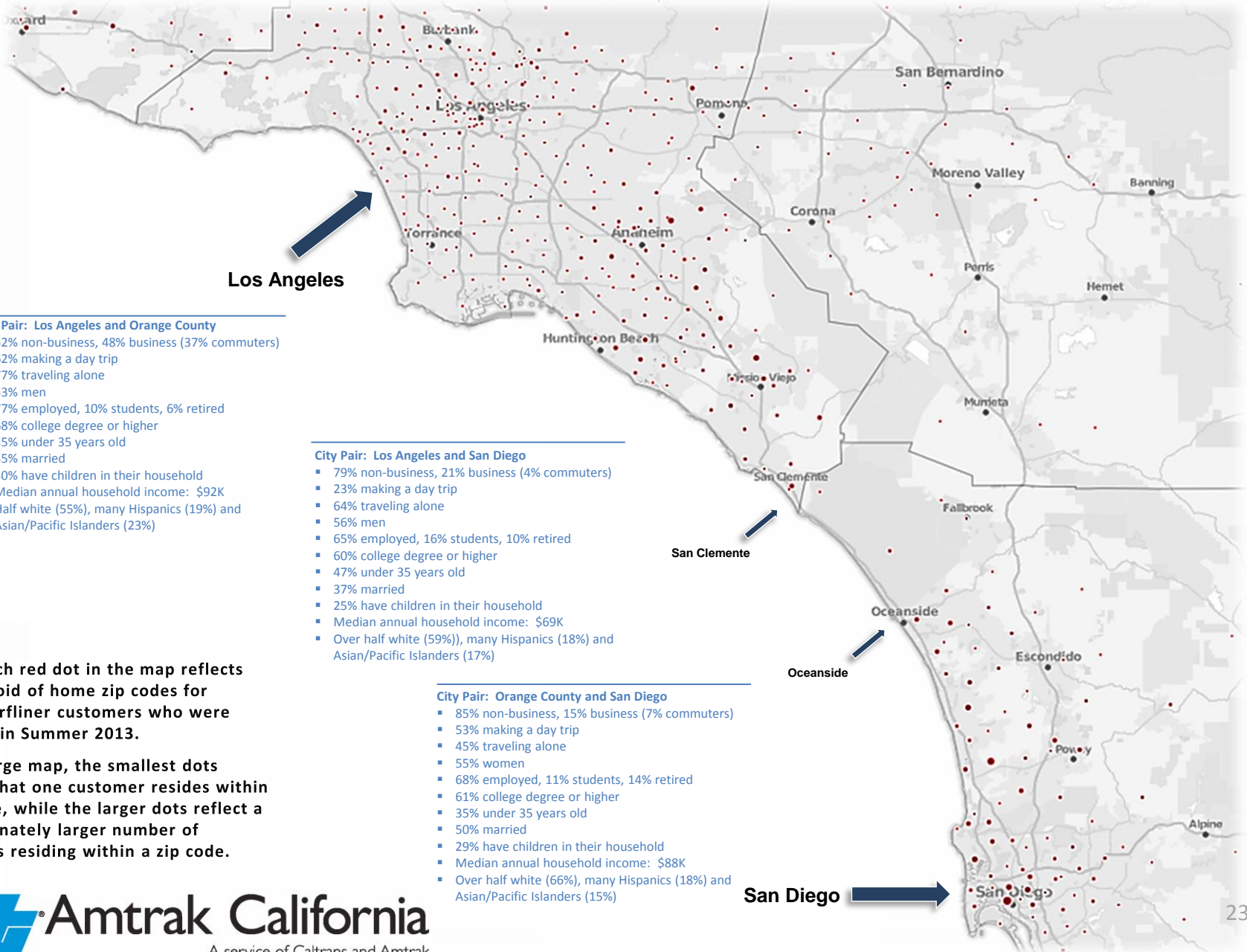
WHERE SUMMER 2013 CUSTOMERS LIVE...



Note: each red dot in the map reflects the centroid of home zip codes for Pacific Surfliner customers who were surveyed in Summer 2013.

On the large map, the smallest dots indicate that one customer resides within a zip code, while the larger dots reflect a proportionately larger number of customers residing within a zip code.

WHERE SUMMER 2013 CUSTOMERS LIVE...



Los Angeles

City Pair: Los Angeles and Orange County

- 52% non-business, 48% business (37% commuters)
- 62% making a day trip
- 77% traveling alone
- 53% men
- 77% employed, 10% students, 6% retired
- 68% college degree or higher
- 35% under 35 years old
- 45% married
- 30% have children in their household
- Median annual household income: \$92K
- Half white (55%), many Hispanics (19%) and Asian/Pacific Islanders (23%)

City Pair: Los Angeles and San Diego

- 79% non-business, 21% business (4% commuters)
- 23% making a day trip
- 64% traveling alone
- 56% men
- 65% employed, 16% students, 10% retired
- 60% college degree or higher
- 47% under 35 years old
- 37% married
- 25% have children in their household
- Median annual household income: \$69K
- Over half white (59%), many Hispanics (18%) and Asian/Pacific Islanders (17%)

San Clemente

City Pair: Orange County and San Diego

- 85% non-business, 15% business (7% commuters)
- 53% making a day trip
- 45% traveling alone
- 55% women
- 68% employed, 11% students, 14% retired
- 61% college degree or higher
- 35% under 35 years old
- 50% married
- 29% have children in their household
- Median annual household income: \$88K
- Over half white (66%), many Hispanics (18%) and Asian/Pacific Islanders (15%)

Oceanside

San Diego

San Diego

Note: each red dot in the map reflects the centroid of home zip codes for Pacific Surfliner customers who were surveyed in Summer 2013.

On the large map, the smallest dots indicate that one customer resides within a zip code, while the larger dots reflect a proportionately larger number of customers residing within a zip code.