



MEMORANDUM

TO: Board of Directors

DATE: October 12, 2010

FROM: David Melko, Senior Planner
Solvi Sabol, Alternative Transportation
Manager & Freeway Service Patrol
Coordinator

SUBJECT: STATUS REPORT

1. TDM & Coordinated Transit Marketing Status Report

The 2010 Spare the Air for Bucks program concluded with 311 individuals participating from 42 different businesses over the course of the three month program. Participants carpooled, vanpooled, biked, walked, or took transit 6,791 days and logged 211,412 clean air commute miles.

Way to Go-Walk to School events which occurred at four schools in both Auburn and Loomis proved to be another great success with approximately 800 students participating. PCTPA and the City of Auburn coordinated walk to school events with escorts that included Placer County Sheriff, California Highway Patrol, FedEx, Loomis Fire, Roseville Fire, and volunteer parents. While walking was the primary focus of these events, the Way to Go program encourages all alternative ways to travel to school to help relieve traffic congestion and improve air quality in and around schools.



Skyridge Elementary students Walk to School event on October 5th.

Placer County's Freeway Service Patrol (FSP) logged 1,591 assists for the quarter ending in September (July – September). Highway 65 accounted for 742 of these assists, compared with 407 assists from the same quarter last year. Interstate 80 accounted for 734 assists, compared with 414 assists from the same quarter last year. The Adam truck which backs up both beats (or highways segments) accounted for 115 of these assists.

2. Capitol Corridor Update

Ridership increased by 2.6 percent in September compared to the same month in 2009. Ridership at the three Placer stations declined, although at a significantly reduced rate compared to prior months: 1.5 percent at Auburn; 12.6 percent at Rocklin; and 15.8 percent at Roseville. The Capitol Corridor continues to be the third busiest Amtrak route in the nation, with ridership at 1.58 million for the previous 12 months.

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September 2010 revenue increased 4.0 percent compared to August 2009, and declined 4.8 percent compared to the adopted Business Plan.

September fare recovery was 45.4 percent, below the State and Business Plan goal of 50.0 percent. Year-to-date fare recovery is at 47.0 percent.

September on-time performance averaged 97.8 percent, continuing the reliability trend that began with the completion of the tie-renewal programs (from mid-January through mid-March and two days in early June). The Capitol Corridor remains at number one in the Amtrak national system with its on-time performance.

The Capitol Corridor and UPRR have signed a memorandum of understanding allowing one additional round trip to Auburn (two round trips total) and ten round trips to Roseville. The additional service to Placer County is contingent upon receiving Federal Railroad Administration (FRA) grant funds. The CCJPA submitted its grant application and environmental assessment (EA), including a financing plan, to the FRA on August 5 for capital funding. The FRA plans to announce grant awards during fall 2010.

To respond to the weak travel market, the Capitol Corridor marketing campaign is targeting commuter and business travel as well as mid-day discretionary travel, with discounts for seniors and school groups, and has restarted the Kids Ride Free on Weekends. The Capitol Corridor and PCTPA are jointly developing an online advertising plan to promote the fall/winter outreach campaign in Placer County.