



MEMORANDUM

Board of Directors

DATE: April 13, 2010

**FROM: David Melko, Senior Planner
Solvi Sabol, Alt. Transportation Coordinator**

SUBJECT: STATUS REPORTS

1. TDM & Coordinated Transit Marketing Status Report

PCTPA and the City of Roseville received 84 Bucks for Bikes applications from 43 different business sites. This incentive program is intended to promote bicycling as a viable alternative to driving alone thereby reducing traffic congestion and improving air quality in the region. With funding from the Placer County Air Pollution Control District Clean Air Grant and the City of Roseville, 32 applicants were able to receive a Bucks for Bikes subsidy. These applicants are required to participate in the regional May Is Bike Month campaign.

Preparations for other summer promotional programs including May is Bike Month, Summer Youth Pass, Spare the Air for Bucks, and Spare the Air – Free Fare are underway.

PCTPA was approved for two Clean Air Grants from the Placer County Air Pollution Control District; one for the implementation of the Congestion Management Program in the amount of \$34,000, and the other for partial matching funding for the Freeway Service Patrol program in the amount of \$40,000.

2. Freeway Service Patrol

Staff went on a CHP ride along on March 18 to observe the inspection process of Placer County's Freeway Service Patrol (FSP) program. The opportunity provided first count perspective of FSP driver and CHP responsibilities on a day-to-day basis.



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3. Capitol Corridor Update

After 13 months of decline, ridership increased 5.8 percent in March compared to the same month in 2009. The Capitol Corridor continues to be negatively impacted by the state's three furlough Fridays. The Capitol Corridor continues to be the third busiest Amtrak route in the nation.

March revenue declined by 4.5 percent compared to the adopted Business Plan; but was up 0.5 percent compared to March 2009.

March fare recovery increased to 47.2 percent, lower than the State and Business Plan goal of 50.0 percent.

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March on-time performance averaged 85.8 percent and represents the first time in 12 months that service did not meet the adopted standard of 90 percent. The lower performance was due to continuation of the Phase 2 tie-renewal program between San Pablo and Oakland for the first two weeks of March. On-time performance bounced back for the remainder of March at 95 percent. The Capitol Corridor remains at number one in the Amtrak national system with its on-time performance for multi-frequency trains.

The Capitol Corridor is continuing to work with UPRR on developing a memorandum of understanding, developing a financing plan, and preparing a capital grant application to the Federal Railroad Administration (FRA) for bringing additional service to Placer County.

To respond to the weak discretionary travel market, the Capitol Corridor marketing campaigns will target mid-day discretionary travel, with discounts for seniors and school groups, and restart the Kids Ride Free on Weekends. The Capitol Corridor and PCTPA are now planning for “May is Bike to Work Month” promotion, and also developing the online advertising plan to promote spring / summer outreach campaign in Placer County.