

# DRAFT FINAL REPORT



1/4/2022

## Chico to Sacramento Inter-City Transit Strategic Plan

A summary of service proposals, project benefits and design options to provide all-day, consistent bus transit service between Chico, Oroville, Marysville, downtown Sacramento, and Stockton.





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## CHICO TO SACRAMENTO INTER-CITY TRANSIT STRATEGIC PLAN

### KEY FINDINGS

#### Proposed Service Characteristics

**Route:** **Chico-Oroville-Marysville-Sacramento** regional/intercity bus route via Highways 99 and 70 with **nine weekday** and **eight weekend** trips each direction.

**Travel time:** Chico to Sacramento travel time estimated at about **two hours**, Oroville to Sacramento estimated at about **1 hour and 20 minutes**.

**Stops:** Chico Amtrak, Chico Park and Ride, Oroville (3<sup>rd</sup>/Grand), Marysville (B/8<sup>th</sup> Sts, 3rd/D Sts) and then downtown Sacramento.

**Schedule breadth:** First weekday trips leave **Chico** at **445am**; last southbound trip leaves **Chico** at **345pm**. First weekday northbound trip arrives in **Oroville** at **8:30am** and Chico at about **9:00am**. Last northbound trip (all days) leaves **Sacramento** at **9:40pm** and arrives in Oroville at **11:12pm** and Chico at around **11:45pm**. Schedule provides **four** AM peak commute arrives in Sacramento and **three** PM peak commute departures.

**Train connections:** All bus trips connect with Capitol Corridor to the Bay Area; five southbound bus trips connect with San Joaquin trains and seven northbound bus trips connect with San Joaquin trains.

**Bus trips to Stockton:** Two southbound trips extend to Stockton; Three northbound trips begin in Stockton.

#### Defined Ridership

**Total Market:** **Chico-Oroville and Butte County to Sacramento** totals about 900 daily trips in each direction to downtown Sacramento and more than 5,000 daily trips to Sacramento County.

**Ridership:** Based on the different markets served, the Chico-Sacramento-Stock bus route could serve about **450-500** passengers daily.

**VMT Reduction:** Estimated annual reduction of **5.4 million vehicles mile traveled**.

#### Operating Costs and Subsidy Required

**Total Operating Cost:** Estimated at **\$2.4 million annually**.

**Assumed Fare Revenue:** Estimated at between **\$750,000 to \$1 million annually**.

**Potential Subsidy (includes train connection subsidy):** About **\$1.5 million annually**.

## **Capital Program**

**Facilities Program:** Improvements to up to five locations, including shelters and park and ride facilities, totaling about **\$3.5 - \$3.6 million**.

**Vehicles:** Five to six new buses, totaling about **\$4 - \$5.4 million**.

**Total Program:** **\$8 to \$9 million**.

## **INTRODUCTION**

### **Summary**

This report summarizes the Chico to Sacramento Intercity Transit Strategic Plan, a 12-month study by BCAG, in partnership with the San Joaquin Joint Powers Authority and Caltrans, to evaluate the feasibility of a Chico-Sacramento intercity bus service. The proposed service would be a fast, frequent, reliable, and comfortable transportation option connecting the North State with Sacramento and continuing to Stockton. It would also provide intercity connections to the Bay Area (via the Capitol Corridor) and to the San Joaquin Valley (via the San Joaquin trains). This would be an important transportation link not just for commuters travelling to jobs in Sacramento, but also for residents, students, and visitors making recreational and work trips throughout the North State area.

In 2014, the Butte County Association of Governments (BCAG) developed the Butte County Commuter Bus Recommended Service Plan to provide commuter-oriented transit service between Chico and Sacramento. The Plan identified more than 1,000 passengers who travel daily from Butte County – primarily Chico and Oroville – to Sacramento. Almost all these people currently drive, and as a result create significant vehicle miles traveled and the associated pollution and highway congestion.

Typically, long distance commuters are amenable to using transit services rather than automobiles. No such service exists today between Butte County and Sacramento, although there is limited Amtrak San Joaquin connecting bus service on Route 3.

The San Joaquin Joint Powers Authority (managers of the Amtrak San Joaquin and Altamont Corridor Express rail transit services) approached BCAG to consider assuming operations and responsibility for the current Amtrak connecting bus service. Implicit in this devolvement of responsibility would be funding for the new service.

### **Service Overview**

The Chico-Sacramento intercity bus service would be operated by BCAG/B-Line with an operating subsidy provided in part by the San Joaquin Joint Powers Authority (SJPPA) and other sources. As part of the study, a set of Guiding Principles were developed to outline the opportunities, expectations and constraints while designing the proposed service (see Appendix A).

The proposed route follows State Routes 99 and 70 from Chico to Sacramento via Oroville and Marysville, with some buses terminating in Stockton (see Figure 1 for a route map). The service schedule includes 9

trips in each direction on weekdays and 8 trips in each direction on weekends. Peak-hour commute service and connections with Amtrak trains were prioritized to maximize ridership. Based on the current proposed service schedules, estimated ridership is about 450-500 daily weekday one-way trips, with lower ridership on weekends.

The BCAG service would replace and expand upon the existing Amtrak Thruway Route 3, which operates from Redding to Stockton via Red Bluff, Chico, Oroville, Marysville and Sacramento. The current Amtrak Thruway service has infrequent headways and is only available to passengers connecting to/from an Amtrak train. It is therefore not a viable option for most commute, recreational, and inter-city trips. Shifting responsibility for this route from SJJPA to BCAG is in line with State policy to devolve thruway bus operations to local agencies where feasible to expand the service market, increase frequency, and better integrate with local and regional transit services.

In addition to assuming new service design for the Amtrak and intercity connecting services, the current study also incorporates commute trips, special event markets, and Sacramento-Stockton trips. The expectation is that a service design can be developed that incorporates all the potential service markets and increases the likelihood of being able to deliver a marketable and cost-effective service.

FIGURE 1- PROPOSED CHICO-SACRAMENTO INTER-CITY BUS ROUTE





## **PUBLIC ENGAGEMENT**

Feedback from the public and project stakeholders was critical to informing this study, in particular the ridership estimates, service plan (route/schedule), and marketing plan. A variety of outreach techniques were employed over two separate rounds of public engagement. A summary of the public engagement process is provided in Appendix B.

### **Phase 1**

Phase I of the public outreach process (March-April 2021) focused on understanding the potential travel market for the Chico-Sacramento bus service. A virtual informational workshop and a 16-question online community survey were distributed to gain a better understanding of intercity commuter transit needs between Yuba, Sutter, Butte and Sacramento Counties. The outreach opportunities were advertised through various local news outlets in English, Spanish, and Hmong. A list of more than 250 stakeholders were emailed and asked to view the workshop, complete the survey, and share the project page through social media. The virtual workshop was watched by 26 people and a total of 182 people participated in the survey (180 in English and 2 in Spanish). Roughly 18 percent of respondents commute to work in Sacramento from the North State.

Key findings from Phase I:

- More people expressed interest in commuting by bus post-COVID than they did before COVID.
- 67% of respondents with work locations in Sacramento stated that they would not work from home post-COVID, indicating the potential for a successful commuter service.
- There was a strong desire among respondents to have bus service from Butte County to the Sacramento airport.

The first round of public engagement also included presentations to the BCAG Planning Directors Group and a Transportation Advisory Committee (TAC) and meetings with several stakeholders, including the City of Chico, Chico State University, City of Oroville, Butte College, Yuba-Sutter Transit, Sacramento Area Council of Governments (SACOG), SACOG Transit Coordinating Committee, and Sacramento Regional Transit District (SacRT). Input from these meetings was used to develop the Task 4 Service Plan report.

### **Phase 2**

The second round of community engagement (September-October 2021) focused on soliciting feedback on the draft service plan and park and ride recommendations, which were developed in summer 2021.

Another virtual workshop and online survey were designed and distributed through an expanded stakeholder list, social media and advertised through local media outlets. The ***Chico Enterprise Record*** also published an article about the proposed service. The survey asked similar questions to the first survey

regarding post-COVID travel patterns. The Draft Intercity Service Bus Schedule and Route Map were presented to respondents, and they were asked to comment. 425 responses were received.

Key findings from Phase II:

- Of those commuting to Sacramento for work, the most popular southbound departure from Chico was the 5:00 AM service with arrival into Sacramento at 7:00 AM. The second most popular departure time was 5:40 AM from Chico. In the afternoon, the most popular departure from Sacramento was 5:40 PM, followed by the 4:40 PM departure.

In the near-term, most respondents working in Sacramento plan to maintain their current travel patterns (work from home vs. commuting): roughly 52% expect to work from home at the beginning of 2022. Over the long-term, 26% of respondents see themselves back in the office 5 days-a-week, but a larger proportion (35%) see themselves going into the office only one additional day per week. This is consistent with the growing trend of increased work from home flexibility as a permanent situation. However, survey results still indicate a strong interest in using the proposed service to commute to Sacramento when workers do need to go into the office.

There also appears to be measurable interest in using the proposed intercity bus service for social/recreation, entertainment and connecting to Amtrak/Greyhound etc. among commuters, non-commuters and college students.

## **TRAVEL MARKET AND RIDERSHIP ASSESSMENT**

Using a mix of location-based services data<sup>1</sup> and U.S. Census data, the study identified four primary markets:

- **Commuter:** The commuter demand is approximately 350-400 daily one-way passenger trips (100,100 annual passenger trips). Most of the commuter demand originates in Butte County and travels south. The commuter/transit market originating in Butte County could approach about 250-300 trips per weekday, compared to about 100 “reverse commuter” trips per weekday.
- **Inter-city:** The inter-city demand approaches 135 daily one-way passenger trips (49,000 annual passenger trips).
- **Special event:** The special event demand is approximately 3,500 annual passenger trips. Due to the uncertainty of these trips, they are not included in the final ridership definition, but the service plan and schedule will aim to accommodate these trips as much as possible.
- **Sacramento–Stockton:** The demand for trips between Sacramento and Stockton is approximately 370 daily one-way passenger trips (94,600 annual passenger trips). Based on the proposed service

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<sup>1</sup> Location Based Service data used was provided by Replica (<https://replicahq.com/>).

schedule, actual ridership would likely be closer to 220 daily one-way passenger trips (56,800 annual passenger trips).

The estimated travel market is approximately 150,000 annual trips on the Butte County-Sacramento corridor, with an additional 94,600 annual passenger trips between Sacramento and Stockton. Based on the proposed schedule, total ridership would likely range from 450 to 500 total weekday trips. The service schedule is reasonably attractive to about 80% of the morning southbound commuters and much of the intercity market but will have limited utility for the reverse commute market. Detailed ridership is referenced in Appendix C.

Based on a summary analysis, annual vehicles mile travel shifted from automobile to bus could approach 5.4 million, net of increased bus service miles. Appendix E identifies the methodology and findings of the VMT analysis.

### **Priority Population Assessment**

In developing the proposed route, the project team evaluated how the Chico-Sacramento service would impact vulnerable populations within the service geography. For consistency with statewide programs, the project team screened the proposed stop locations based on the criteria set out by California Senate Bill (SB) 535 and California Assembly Bill (AB) 1550. Four of the nine proposed stop locations are located within disadvantaged communities (DACs) and eight of the nine stops are in low-income communities. Some stop locations, such as the Oroville park and ride, are immediately adjacent to DAC census tracts, and therefore may be considered as serving these populations. Detailed Priority Population Assessment tables are referenced in Appendix D.

## **SERVICE PLAN**

### **Proposed Route**

Figure 1 on page 4 includes the following stops:

- Chico Amtrak Station (Orange Street & West 5th Street)
- Chico Transit Center (West 2nd Street and Salem Street)
- Chico Park and Ride (SR-32 and Fir Street)
- Oroville Park and Ride (Grand Avenue & 3rd Street)
- Marysville (B Street & 8th Street in front of Caltrans)
- South Marysville Park and Ride (D and 3rd Streets)
- Downtown Sacramento (likely Sacramento Valley Station and Midtown Station)
- Stockton San Joaquin Amtrak Station

The specific routing in downtown Sacramento will be coordinated with SACOG pending recommendations from the SACOG Downtown Transit System Integration Study, which recently started. However, the general parameters of the routing require serving both the Sacramento Valley Station and the new Midtown Rail Station at 19th and Q Streets for most trips (some trips may skip 19th and Q in the absence of trains at the scheduled time). This will serve a large proportion of downtown Sacramento employment sites.

In addition to the Chico Park and Ride at SR-32 and Fir Street, the study evaluated two potential new park and ride locations: the Chico Mall (East 20th Street and Forest Ave) and the SR-99/East 20th Street interchange. These locations could provide additional park and ride capacity in Chico should parking demand exceed available supply.

Refer to Appendix C for detailed Service Plan information.

BCAG is also studying extending passenger rail from Natomas to Butte County in Chico or Oroville. If the analysis recommends the route to Chico stop, providing a stop for this commuter service at the Chico Amtrak Station would be recommended.

### **Operating Schedule**

Figures 2 and 3 provide the proposed schedule, with 9 weekday trips and 8 weekend trips in each direction (note that the highlighted trip only operates on weekdays):

FIGURE 2- PROPOSED OPERATING SCHEDULE: SOUTHBOUND

Southbound											
Chico Amtrak Station	Chico Transit Center	Chico Pk & Ride	Oroville	Marysville B St & 8th St	Marysville 3rd St & D St	SVS	Q & 19th	Bay Area Train Connection (Cap Cor WB @ Sac)	San Joaquin Train Connection (SJ SB @ Sac)	Stockton	San Joaquin Train Connection (SJ SB @ Stock)
<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Arrive</i>	<i>Arrive</i>	<i>Leave</i>	<i>Leave</i>	<i>Arrive</i>	<i>Leave</i>
4:45 AM	4:48 AM	4:55 AM	5:23 AM	5:55 AM	5:58 AM	6:45 AM	6:55 AM	7:05 AM SVS	<b>Weekdays Only</b>		
5:30 AM	5:33 AM	5:40 AM	6:08 AM	6:40 AM	6:43 AM	7:30 AM	7:40 AM	7:35 AM SVS		8:45 AM	9:06 AM
6:00 AM	6:03 AM	6:10 AM	6:38 AM	7:10 AM	7:13 AM	8:00 AM	8:10 AM				
6:30 AM	6:33 AM	6:40 AM	7:08 AM	7:40 AM	7:43 AM	8:30 AM	8:40 AM	8:45 AM SVS			
7:30 AM	7:33 AM	7:40 AM	8:08 AM	8:40 AM	8:43 AM	9:30 AM	9:40 AM	10:10 AM SVS		10:45 AM	11:06 AM
9:30 AM	9:33 AM	9:40 AM	10:08 AM	10:40 AM	10:43 AM	11:30 AM	11:40 AM	12:10 PM SVS			
11:45 AM	11:48 AM	11:55 AM	12:23 PM	12:55 PM	12:58 PM	1:45 PM	1:55 PM	2:10 PM SVS	2:16 PM Mid		
2:15 PM	2:18 PM	2:25 PM	2:53 PM	3:25 PM	3:28 PM	4:15 PM	4:25 PM	4:45 PM SVS	4:55 PM SVS		
3:45 PM	3:48 PM	3:55 PM	4:23 PM	4:55 PM	4:58 PM	5:45 PM	5:55 PM	5:55 PM SVS	6:16 PM Mid		

FIGURE 3 - PROPOSED OPERATING SCHEDULE: NORTHBOUND

Northbound											
San Joaquin Train Connection (SJ NB @ Stock)	Depart Stockton	San Joaquin Train Connection (SJ NB @ Sac)	Bay Area Train Connection (Cap Cor EB @ Sac)	Q & 19th	SVS	Marysville 3rd St & D St	Marysville B St & 8th St	Oroville	Chico Pk & Ride	Chico Transit Center	Chico Amtrak Station
<i>Arrive</i>	<i>Depart</i>	<i>Arrive</i>	<i>Arrive</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Depart</i>	<i>Arrive</i>
<b>Weekdays Only</b>				7:00 AM	7:10 AM	7:57 AM	8:00 AM	8:32 AM	8:57 AM	9:08 AM	9:10 AM
		8:04 AM SVS	8:25 AM SVS	8:25 AM	8:35 AM	9:22 AM	9:25 AM	9:57 AM	10:22 AM	10:33 AM	10:35 AM
		9:24 AM Mid	9:45 AM SVS	9:40 AM	9:50 AM	10:37 AM	10:40 AM	11:12 AM	11:37 AM	11:48 AM	11:50 AM
10:03 AM	10:15 AM			11:20 AM	11:30 AM	12:17 PM	12:20 PM	12:52 PM	1:17 PM	1:28 PM	1:30 PM
		12:50 PM Mid	12:30 PM SVS	12:55 PM	1:05 PM	1:52 PM	1:55 PM	2:27 PM	2:52 PM	3:03 PM	3:05 PM
1:58 PM	2:40 PM		3:30 PM SVS	3:45 PM	3:55 PM	4:42 PM	4:45 PM	5:17 PM	5:42 PM	5:53 PM	5:55 PM
				4:40 PM	4:50 PM	5:37 PM	5:40 PM	6:12 PM	6:37 PM	6:48 PM	6:50 PM
3:58 PM	4:15 PM		5:20 PM SVS	5:30 PM	5:40 PM	6:27 PM	6:30 PM	7:02 PM	7:27 PM	7:38 PM	7:40 PM
		8:47 PM SVS	9:00 PM SVS	9:40 PM	9:50 PM	10:37 PM	10:40 PM	11:12 PM	11:37 PM	11:48 PM	11:50 PM

## Fares

The proposed rates are based on a per-mile fare of \$0.11. This is on-par with the per-mile fare of \$0.11 for the Yuba-Sutter Transit Sacramento Commuter Express service and is generally in-line with industry standard rates assessed in this study. The fare structure uses distance/zone-based tariffs to align the ticket price and trip length. The proposed zones and associated fares are shown in Table 1.

			DESTINATION					
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	
			Chico	Oroville	Marysville	Sacramento	Stockton	
ORIGIN	Zone 1	Chico	Standard Fare		\$2.40	\$5.50	\$10.00	\$16.00
			Miles		25	50	93	143
			\$/mi		\$0.11	\$0.11	\$0.11	\$0.11
			Discount Fare		\$1.68	\$3.85	\$7.00	\$11.20
			Monthly Fare		\$67	\$154	\$280	\$448
	Zone 2	Oroville	Standard Fare			\$3.00	\$8.00	\$13.00
			Miles			25	68	118
			\$/mi			\$0.11	\$0.11	\$0.11
			Discount Fare			\$2.10	\$5.60	\$9.10
			Monthly Fare			\$84	\$224	\$364
	Zone 3	Marysville	Standard Fare				\$4.50	\$10.00
			Miles				43	93
			\$/mi				\$0.11	\$0.11
			Discount Fare				\$3.15	\$7.00
			Monthly Fare				\$135	\$280
	Zone 4	Sacramento	Standard Fare					\$5.50
			Miles					50
			\$/mi					\$0.11
			Discount Fare					\$3.85
			Monthly Fare					\$154

TABLE 1- PROPOSED FARE STRUCTURE AND PRICING

In setting the fare prices, one objective was to match existing fare prices for segments of the route that are currently served by other services. The proposed Chico-Oroville fare is therefore the same as the current B-Line regional fare (\$2.40), and the Marysville-Sacramento fare is the same as the current Yuba-Sutter commuter express fare (\$4.50). Based on these policies, Chico/Oroville to Sacramento fares range between \$8 to \$10 per trip, while fares from Sutter County to Butte County are \$3 to \$5.50. Discount fares for seniors, youth, and disabled and monthly fares provide a discount of about 30%.

## **Revenue Assessment**

The consultant team calculated a high-level estimate of daily farebox revenue based on anticipated ridership. Refer to Appendix C for detailed information including estimated ridership by zone for commute, intercity and Sacramento-Stockton trips. Based on this assessment, the proposed pricing plan would result in a daily farebox revenue of about \$2,600 and an average ticket price of approximately \$5.50. Future changes to the fare structure and the ridership estimates will result in changes to the farebox estimate.

It is assumed 80% of riders will pay the monthly/discount fare (the monthly pass and the discount fare are assumed as 70% of the standard adult one-way fare). This is a conservative approach that might underestimate actual farebox revenue. For example, it is likely that intercity trips would have almost no monthly pass holders (since they are occasional trips and are not regular commute trips).

For the purposes of identifying unit operating costs, the sum of \$3.50 per vehicle mile, exclusive of any vehicle capital or lease costs was assumed.

The estimated weekday operating costs for the Chico-Sacramento service is \$7,000; weekend costs are anticipated to be about \$6,300 per day. The total annual operating cost is about \$2.4 million. This is based on the draft service schedule summarized in this report, which includes 9 trips in each direction on weekdays and 8 trips in each direction on weekends.

Based on the anticipated ridership estimates and proposed pricing plan, the estimated daily weekday farebox revenue would be \$2,600 with an average ticket price of approximately \$5.50. Based on the estimated daily operating costs less the anticipated Amtrak operating subsidy, net daily operating costs are expected to be about \$4,800, and about \$4,500 including weekend days. The farebox analysis therefore indicates that fare revenue will likely fall short of anticipated operating costs.

Refer to Appendix C for further details on operating cost and passenger revenue assumptions.



## **CAPITAL PLAN**

The study considered the capital investments needed to support the Chico-Sacramento bus service. This primarily consists of a) vehicles and b) improvements to new and existing stops, including park and ride facilities. Based on the cost assessment conducted by Arup, the up-front capital cost is approximately \$8-9 million, assuming between \$3.5-\$3.7 for physical improvements and \$4.2-\$5.4 Million for vehicles (see Table 6).

Appendix D provides further detail on the anticipated capital needs.

### **Vehicles**

As indicated in the Service Plan, a total of five in-service buses will be required, plus one additional spare vehicle. Passengers will expect vehicles with adequate capacity, comfortable ride, a restroom, easy boarding, adherence to accessibility requirements and expectations, along with Wi-Fi and other amenities. While State policy is to favor zero-emission vehicles, the current technology can't yet serve the range and duty cycle anticipated with these routes and schedules. However, technology is advancing, and vehicle manufacturers may provide an acceptable zero-emission vehicle in the near future.

Two vehicle options are currently being considered: Over the Road Coaches and Double Deck Bus. Over the Road Coaches can seat approximately 47 passengers, including two wheelchair locations. Double Deck Buses can accommodate approximately 70 passengers plus wheelchair locations. Aside from capacity, another advantage for the Double Deck Bus is that all passengers board at a low-floor level – reducing delay – and the doors are wider than over-the-road coaches, which further assists with boarding and alighting. While operating costs per-mile are comparable to the over-the-road coach, a double deck bus will cost about \$200,000 more than an over-the-road coach (about 25-30% more) and may require modification to the existing BCAG maintenance facility.

### **Stops, Stations & Park & Ride Facilities**

The goal of the capital plan is to provide comfortable, user-friendly, and reliable service while also recognizing the need to minimize upfront capital costs. To this end, the project team developed preliminary concepts that strive to balance passenger amenities and cost-effectiveness. Some stops require little to no improvements, while others would benefit from new parking facilities, roadway modifications, or other relatively significant capital projects. A summary of proposed improvements for each stop is shown in Table 2.

Stop Location	Proposed Improvements	Environmental Review	Approximate Parking Spaces	Approximate Cost
Chico Amtrak Station	Standard bus shelter, signage, real-time passenger information	Exempt from CEQA	NA	\$287,500
Chico Transit Center	Signage, real-time passenger information	N/A (no physical improvements)	NA	\$250,000
Chico Park and Ride	Signage, real-time passenger information	N/A (project by others, likely CEQA exempt)	50 ( <i>assumes approximately 50% of existing supply</i> )	\$250,000
Oroville Park and Ride – Option A (Minimal Improvements)	Improved Paving, Curb and Gutter/Shelter/Passenger Information, EV chargers.	Exempt from CEQA per PRC 21080 (b) (10) <sup>2</sup>	70 ( <i>includes 8 electric vehicle charging spaces</i> )	\$1,125,000
Oroville Park and Ride – Option B (Major Improvements)	Northbound Bus Only Slip Ramp, Improved Paving/Shelter/ Passenger Information, EV chargers.			\$1,262,500
Marysville – B Street & 8 <sup>th</sup> Street	Passenger waiting shelters, signage, real-time passenger information (northbound and southbound)	N/A (no physical improvements)	NA	\$537,500
South Marysville Park and Ride (Options A and B)	Repaving and striping, passenger waiting shelter, signage, and real-time passenger information, EV chargers.	Requires CEQA initial study	60 ( <i>includes 8 electric vehicle charging spaces</i> )	\$1,025,000 (Option A) \$1,062,500 (Option B)
Sacramento (likely Sacramento Valley Station and Midtown Station)	TBD based on coordination with the SACOG Downtown Transit System Integration Study <sup>3</sup>			
Stockton San Joaquin Amtrak Station	TBD – No capital improvements assumed at this time			
Total Cost	\$3,475,000 - \$3,650,000			

**TABLE 2 - CAPITAL PLAN SUMMARY**

<sup>2</sup> PRC 21080 (b) (10) A project for the institution or increase of passenger or commuter services on rail or highway rights-of-way already in use, including modernization of existing stations and parking facilities. For purposes of this paragraph, “highway” shall have the same meaning as defined in Section 360 of the Vehicle Code.

<sup>3</sup> While some improvements may be needed in Sacramento and Stockton, they are expected to be minimal, and further coordination is needed to determine these improvements.

## MARKETING PLAN

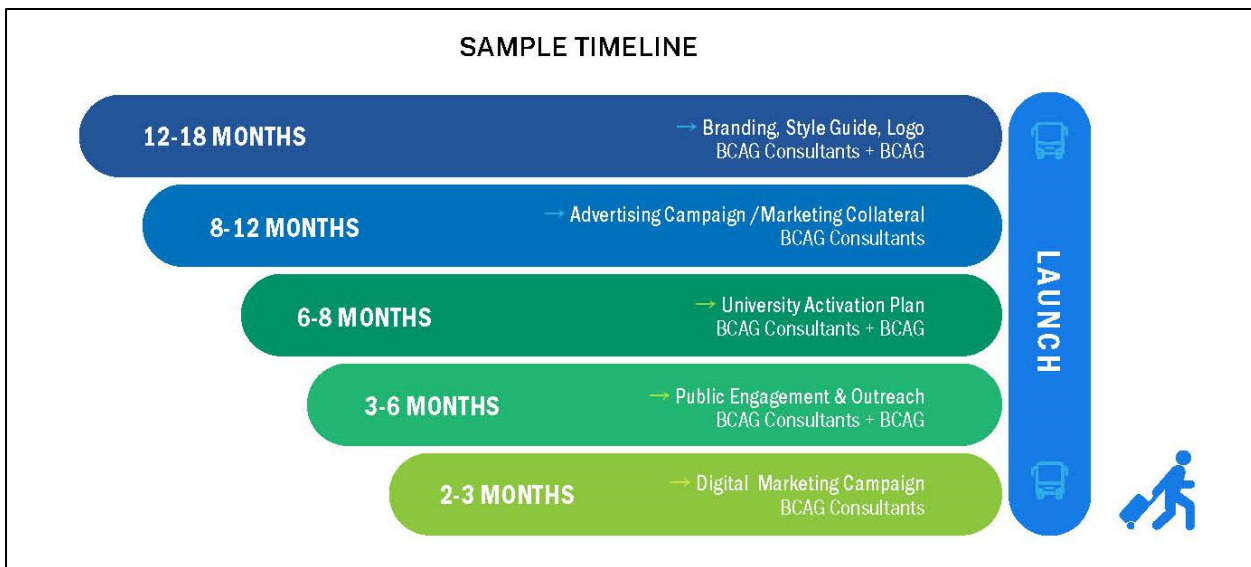
The Marketing Plan outlines strategies and tactics designed to meet the marketing and communication objectives for the proposed bus service. Marketing raises awareness of and interest in the proposed Chico-to-Sacramento Intercity Transit service.

Marketing outcomes include:

- Creating a new brand identity that complements B-Line transit service
- Building a dedicated webpage on B-Line website with links to Amtrak booking engines
- Developing and cultivating partnerships with a host of agencies, organizations, businesses, colleges, and employers
- Conducting research to stay abreast of current market information and emerging trends
- Working with Amtrak to promote service through all their channels, including Amtrak.com and through any appropriate eblasts that are distributed to customers

The Marketing Plan identifies a 12-18 month preparatory marketing effort to ensure a successful service launch. See Figure 4:

FIGURE 4 - MARKETING TASKS AND SCHEDULE



Refer to Appendix F for the full Marketing Plan.

## NEXT STEPS/IMPLEMENTATION

This Plan identifies the opportunity to combine the commuter market with the current Amtrak Thruway intercity service into a single, integrated all-day fast and frequent transit service. This service would be supported by capital investments that appropriately locate stops and stations and provide park and ride facilities and other passenger amenities.

This concept represents a partnership between BCAG/B-Line, Caltrans, and the San Joaquin JPA. The study findings can now be discussed with the partner agencies to identify appropriate roles and responsibilities, identify, and apply for funding, select lead agencies for projects and identify an implementation schedule.

The most likely target start date is mid-to-late 2024, linked to implementation of additional San Joaquin trains to Sacramento. Prior to that date, at least six buses will be required to deliver the service reliability, along with the initiation of capital investments in park and ride improvements in Oroville and Marysville. Other proposed capital investments can be programmed but deferred pending successful implementation.

In addition to capital funding, agreements will be required to provide operations funding for the service, especially in the initial years as ridership grows.

Important critical path dates are mid-2022 to identify operating funding, identify funding for vehicle purchase and begin the procurement process, and late 2022 to develop and approve a capital program for stops, stations and park and ride facilities. With this timeframe, service could begin in late 2024 or early 2025.

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