

# FINAL REPORT



12/1/2025

## 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, and downtown Sacramento.



Updated in 2025 by



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# FINAL REPORT

## 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 **eleven** trips daily in 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 Transit Center, Chico Park and Ride, Oroville (2525 Feather River Blvd), Marysville (B/8<sup>th</sup> Streets, 3rd/D Streets), Plumas Lake (Feather River Blvd Park and Ride), and then downtown Sacramento at both J/4<sup>th</sup> Streets and the Sacramento Valley Station.

**Schedule breadth:** First trip (all days) leaves **Chico** at around **4:00am**; last southbound trip leaves **Chico** at around **9:45pm** (weekdays) or **8:30pm** (weekends). First northbound trip arrives in **Oroville** at around **7:45am** (weekdays) or **8:45am** (weekends) and in Chico at around **8:15am (weekdays)** or **9:15am** (weekends). Last northbound trip (all days) leaves **Sacramento** at around **12:00am** and arrives in Oroville at around **1:15am** and Chico at around **1:45am**. Schedule provides **three** AM peak commute arrivals into Sacramento and **three** PM peak commute departures from Sacramento.

**Train connections:** Of the eleven daily trips, nine trips in each direction (on weekdays) or eight trips in each direction (on weekends) connect with Capitol Corridor to/from the Bay Area; four or five of the trips in each direction connect with San Joaquins (now Gold Runner) trains or buses.

#### 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, daily ridership on the Chico-Sacramento bus route could be about **250–275** passengers (weekdays) or **100–125** passengers (weekends).

**VMT Reduction:** Estimated annual reduction of approximately **1.8 million vehicles miles traveled**.

#### Operating Costs and Subsidy Required

**Total Operating Cost:** Estimated at **\$4.2 million annually** (in 2027 dollars).

**Assumed Fare Revenue:** Estimated at **\$565,000 annually**.

**Potential Subsidy (includes train connection subsidy):** About **\$1.1 million annually** (in 2027 dollars).

## **Capital Program**

**Facilities Program: Improvements** to up to three locations, including shelters and park and ride facilities, totaling about **\$3.3 million**. Note that initial service will not require this type of investment as installing signage will be sufficient for service initiation.

**Vehicles:** Six new coach buses, totaling about **\$6 million**. Alternatively, initial service may begin with cutaway vans with a seating capacity of approximately 30 passengers, totaling approximately \$1.8 million.

**Total Program: \$1.9 to \$9.3 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 report has been refreshed by BCAG and AECOM in 2025 to reflect changes in the proposed service and other refinements in preparation for the expected start of service in 2027. Where appropriate, the original report published in 2022 is referred to as the “2022 Study”.

The proposed service would be a fast, frequent, reliable, and comfortable transportation option connecting the North State with Sacramento. 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 Joaquins connecting bus service (Thruway Route 3) and privately-operated intercity bus service (FlixBus/Greyhound).

The San Joaquin Joint Powers Authority, managers of the Amtrak San Joaquins (now Gold Runner) and Altamont Corridor Express (ACE) 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 (SJJPA) 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).

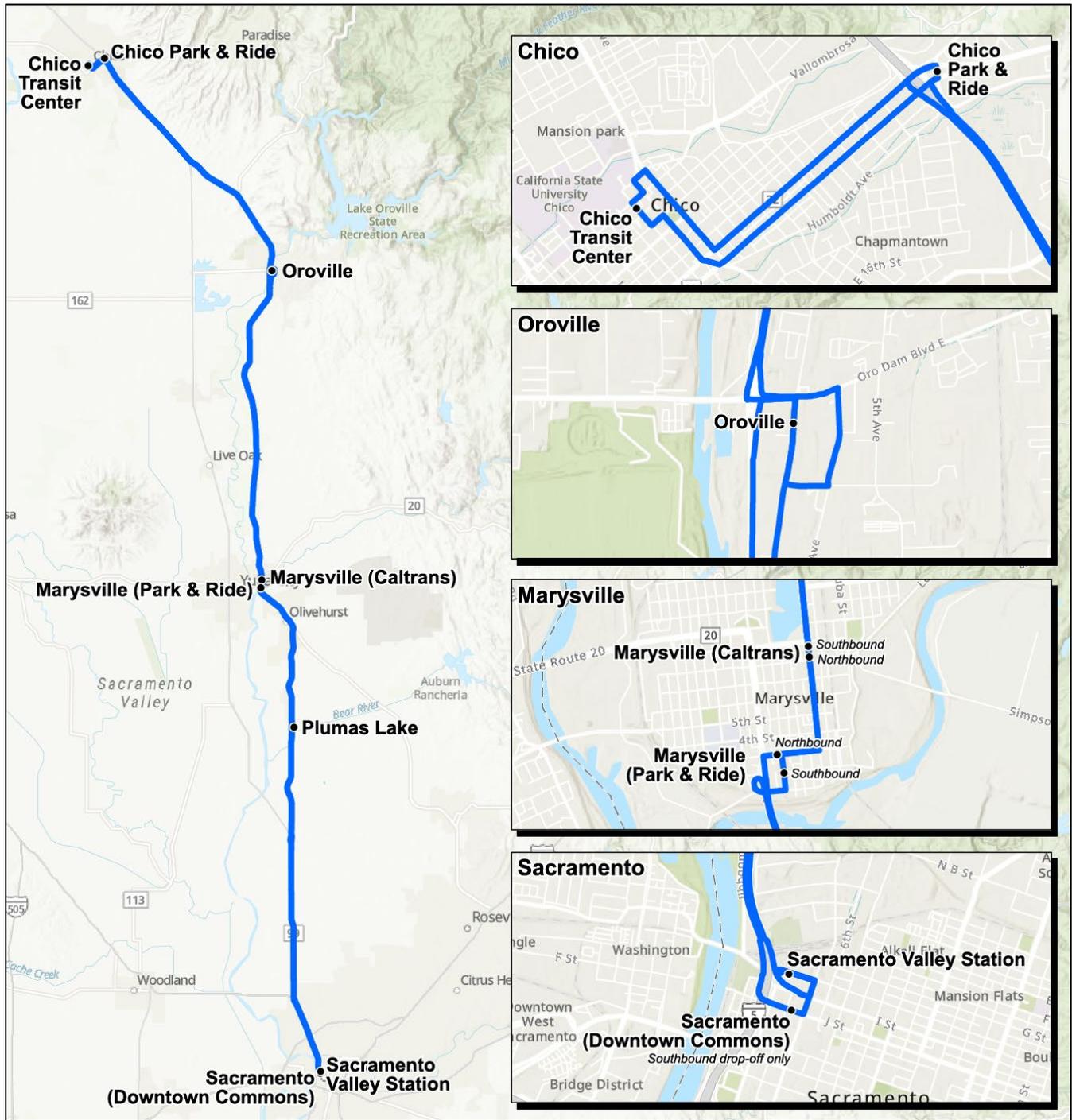
The proposed route follows State Routes 99 and 70 from Chico to Sacramento via Oroville and Marysville (see Figure 1 for a route map). The original service proposal in the 2022 Study included some buses continuing south of Sacramento to/from Stockton, but this updated study assumes service is truncated at Sacramento Valley Station. Service to/from the planned Midtown Sacramento Station (to be served by San Joaquins and ACE trains) could be included at a later time when the station is closer to completion but is not assumed at this time.

The service schedule includes 11 daily trips in each direction. Peak-hour commute service and connections with Amtrak trains were prioritized to maximize ridership. The service span covers approximately 18–20 hours a day and provides a wide breadth of options for potential users. Based on the current proposed service schedules, estimated ridership is about 250–275 daily one-way trips on weekdays and 100–125 daily one-way trips 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 and special event markets. 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



Basemap sources: Esri, CGIAR, USGS, California State Parks, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USFWS.

## PUBLIC ENGAGEMENT

Feedback from the public and project stakeholders was critical to informing the original version of 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.

Most respondents working in Sacramento plan anticipated 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.

## **2025 Updates**

This refreshed study will be presented at a BCAG Board of Directors meeting, where the public will have the opportunity to comment on the refinements and updates.

## **TRAVEL MARKET AND RIDERSHIP ASSESSMENT**

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

The estimated travel market is approximately 150,000 annual trips on the Butte County-Sacramento corridor. Based on the proposed schedule, total ridership would likely range from 250 to 275 total weekday trips. The service schedule is reasonably attractive to about 80% of the morning southbound commuters

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

and much of the intercity market but will have limited utility for the reverse commute market. Detailed ridership is referenced in Appendix C (for the 2022 Study) and Appendix G (for the 2025 updates).

Based on a summary analysis, annual vehicle miles traveled (VMT) shifted from automobile to bus could approach 1.8 million or more, net of increased bus service miles. More information on the methodology and findings of the VMT analysis can be found in Appendix E (for the 2022 Study) and Appendix G (for the 2025 updates).

### **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. The 2022 Study identified four of the nine proposed stop locations as being located within disadvantaged communities (DACs) and eight of the nine stops as being 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**

The proposed service includes the following eight stops:

- Chico Transit Center (West 2nd Street and Salem Street)
- Chico Park and Ride (SR-32 and Fir Street)
- Oroville (2525 Feather River Boulevard near Harbor Freight Tools)
- Marysville (B Street & 8th Street in front of Caltrans)
- South Marysville Park and Ride (D and 3rd Streets)
- Plumas Lake (SR-70 Park and Ride at Feather River Boulevard)
- Downtown Sacramento:
  - Downtown Commons (J Street & 4th Street)
  - Sacramento Valley Station

A stop at the future planned Midtown Sacramento Station was assumed in the 2022 Study but is not included in the 2025 updates. This stop could be reconsidered at a later time once the station is closer to completion.

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.

For detailed Service Plan information, refer to Appendix C (for the 2022 Study) and Appendix G (for the 2025 updates).

### **Operating Schedule**

Figure 2 provides the proposed schedule, with 11 daily trips in each direction. A detailed timetable showing additional transit connections is provided in Appendix G.

FIGURE 2- PROPOSED OPERATING SCHEDULE

SOUTHBOUND			Weekdays												Weekends											
B-Line Intercity Bus			#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3	#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3		
Chico	Transit Center (W. 2nd St. & Salem St.)		4:07	5:12	6:27	7:27	9:37	11:22	13:32	15:32	17:27	19:32	21:42	4:07	7:32	9:52	10:32	11:52	12:32	14:32	15:52	17:32	18:32	20:32		
Chico	Park & Ride (SR 32 at Fir St.)		4:14	5:19	6:34	7:34	9:44	11:29	13:39	15:39	17:34	19:39	21:49	4:14	7:39	9:59	10:39	11:59	12:39	14:39	15:59	17:39	18:39	20:39		
Oroville	Harbor Freight Tools (Feather River Blvd.)		4:44	5:49	7:04	8:04	10:14	11:59	14:09	16:09	18:04	20:09	22:19	4:44	8:09	10:29	11:09	12:29	13:09	15:09	16:29	18:09	19:09	21:09		
Marysville	Caltrans (B St. & 9th St.)		5:16	6:21	7:36	8:36	10:46	12:31	14:41	16:41	18:36	20:41	22:51	5:16	8:41	11:01	11:41	13:01	13:41	15:41	17:01	18:41	19:41	21:41		
Marysville	Park & Ride (D St. & 3rd St.)		5:19	6:24	7:39	8:39	10:49	12:34	14:44	16:44	18:39	20:44	22:54	5:19	8:44	11:04	11:44	13:04	13:44	15:44	17:04	18:44	19:44	21:44		
Plumas Lake	Park & Ride (SR 70 at Feather River Blvd.)		5:34	6:39	7:54	8:54	11:04	12:49	14:59	16:59	18:54	20:59	23:09	5:34	8:59	11:19	11:59	13:19	13:59	15:59	17:19	18:59	19:59	21:59		
Sacramento	DOCO (J St. & 4th St.)		6:08	7:13	8:28	9:28	11:38	13:23	15:33	17:33	19:28	21:33	23:43	6:08	9:33	11:53	12:33	13:53	14:33	16:33	17:53	19:33	20:33	22:33		
Sacramento	Sacramento Valley Station		6:10	7:15	8:30	9:30	11:40	13:25	15:35	17:35	19:30	21:35	23:45	6:10	9:35	11:55	12:35	13:55	14:35	16:35	17:55	19:35	20:35	22:35		
<b>Connecting transit services</b>																										
<b>Capitol Corridor WB</b>	<b>SVS bus station → SVS train platforms</b>		6:43	7:33	8:55	9:55	11:55	13:45	15:55	17:55	19:55			6:55	9:55		12:55		14:55	16:55	18:55	19:55	20:55			
<i>San Joaquins</i> SB (train)	SVS bus station → SVS train platforms		6:26											6:26												
<i>San Joaquins</i> SB (bus)	SVS bus station → SVS bus station					9:50	12:05	13:50		18:05					9:50	12:05		14:05			18:05					
✚ SacRT Route 142 NB	DOCO (J St. & 4th St.) → L St. & 4th St.		6:36	7:36	8:36	9:36	12:36	13:36		19:36				6:36			12:36		14:36		18:36					
✚ Yolobus Route 42B (CCW)	DOCO (J St. & 4th St.) → L St. & 5th St.		6:48	7:48	8:48	9:55	12:10	13:40	15:55	17:48	19:43	21:58		6:48	9:55	12:10	12:55	14:25	15:10	16:48	18:18	20:28	21:13	23:28		
<b>NORTHBOUND</b>			<b>Weekdays</b>												<b>Weekends</b>											
<b>Connecting transit services</b>																										
✚ Yolobus Route 42A (CW)	DOCO (J St. & 4th St.) → SVS bus station		5:35	7:14	8:14	9:07	12:07	14:22	17:13	17:43	19:13	21:22		7:14	9:07	11:22	12:52	13:37	15:07	17:13	18:13	19:52	21:22			
✚ SacRT Route 142 SB	DOCO (J St. & 4th St.) → SVS bus station		6:11	7:11	8:11	9:11		14:11	17:11		19:11	21:11	23:11	7:11	9:11	11:11	13:11		15:11	17:11	18:11	20:11	21:11	23:11		
<i>San Joaquins</i> NB (bus)	SVS bus station → SVS bus station					9:50		14:05		18:05					9:50		14:05			18:05	20:05					
<i>San Joaquins</i> NB (train)	SVS train platforms → SVS bus station												23:35											23:35		
<b>Capitol Corridor EB</b>	<b>SVS train platforms → SVS bus station</b>			7:10	8:10	9:22	11:57	14:16	17:16	17:57	19:10	21:10			9:10	11:10	13:14			17:10	18:02	20:09	21:15	23:15		
<b>B-Line Intercity Bus</b>			#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3	#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3		
Sacramento	Sacramento Valley Station		6:25	7:25	8:35	10:00	12:20	14:35	17:35	18:15	19:35	21:45	23:55	7:30	10:00	12:00	13:30	14:15	15:50	17:30	18:25	20:30	21:35	23:55		
Plumas Lake	Park & Ride (SR 70 at Feather River Blvd.)		6:58	7:58	9:08	10:33	12:53	15:08	18:08	18:48	20:08	22:18	0:28	8:03	10:33	12:33	14:03	14:48	16:23	18:03	18:58	21:03	22:08	0:28		
Marysville	Park & Ride (D St. & 3rd St.)		7:14	8:14	9:24	10:49	13:09	15:24	18:24	19:04	20:24	22:34	0:44	8:19	10:49	12:49	14:19	15:04	16:39	18:19	19:14	21:19	22:24	0:44		
Marysville	Caltrans (B St. & 8th St.)		7:17	8:17	9:27	10:52	13:12	15:27	18:27	19:07	20:27	22:37	0:47	8:22	10:52	12:52	14:22	15:07	16:42	18:22	19:17	21:22	22:27	0:47		
Oroville	Harbor Freight Tools (Feather River Blvd.)		7:46	8:46	9:56	11:21	13:41	15:56	18:56	19:36	20:56	23:06	1:16	8:51	11:21	13:21	14:51	15:36	17:11	18:51	19:46	21:51	22:56	1:16		
Chico	Park & Ride (SR 32 at Fir St.)		8:15	9:15	10:25	11:50	14:10	16:25	19:25	20:05	21:25	23:35	1:45	9:20	11:50	13:50	15:20	16:05	17:40	19:20	20:15	22:20	23:25	1:45		
Chico	Transit Center (W. 2nd St. & Salem St.)		8:26	9:26	10:36	12:01	14:21	16:36	19:36	20:16	21:36	23:46	1:56	9:31	12:01	14:01	15:31	16:16	17:51	19:31	20:26	22:31	23:36	1:56		

DOCO = Downtown Commons  
 SVS = Sacramento Valley Station

## Fares

The proposed rates in the 2022 Study were 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. For the 2025 updates, the per-mile fare was escalated to approximately \$0.12 to reflect the B-Line fare increase that went into effect January 1, 2025.

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.

TABLE 1- PROPOSED FARE STRUCTURE AND PRICING

		Destination			
		Zone 2 Oroville	Zone 3 Marysville / Plumas Lake	Zone 4 Sacramento	
Origin	Zone 1 Chico	Standard fare	\$3.00	\$6.00	\$11.00
		Distance (mi)	25	50	93
		Unit fare (\$/mi)	\$0.12	\$0.12	\$0.12
		Discount fare	\$2.10	\$4.20	\$7.70
		Monthly fare	\$84.00	\$168.00	\$308.00
	Zone 2 Oroville	Standard fare		\$3.25	\$8.75
		Distance (mi)		25	68
		Unit fare (\$/mi)		\$0.13	\$0.13
		Discount fare		\$2.28	\$6.13
		Monthly fare		\$91.00	\$245.00
	Zone 3 Marysville / Plumas Lake	Standard fare			\$4.50
		Distance (mi)			43
		Unit fare (\$/mi)			\$0.10
		Discount fare			\$3.15
		Monthly fare			\$135.00

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 (\$3.00), 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 \$8.75 to \$11.00 per trip, while fares from Yuba County to Butte County are \$3.25 to \$6.00. 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. For detailed information including estimated ridership by zone for commute and intercity trips, refer to Appendix C (for the 2022 Study) and Appendix G (for the 2025 updates). Based on this assessment, the proposed pricing plan would result in a daily farebox revenue of about \$1,875 (weekdays) and \$850 (weekends) and an average ticket price of approximately \$7.25. 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 2022 Study assumed the sum of \$3.50 per vehicle mile, exclusive of any vehicle capital or lease costs. For the 2025 updates, this unit cost was increased to \$5.26 per vehicle mile based on the latest cost escalation data observed from comparable transit services.

The estimated operating cost for the Chico-Sacramento service is \$10,800 daily, or approximately \$4.2 million annually (in 2027 dollars). This is based on the draft service schedule summarized in this report, which includes 11 daily trips in each direction.

Based on the estimated annual operating costs less the anticipated Amtrak operating subsidy, net annual operating costs are expected to be about \$3.1 million. The farebox analysis therefore indicates that fare revenue will likely fall short of anticipated operating costs.

For further details on operating cost and passenger revenue assumptions, refer to Appendix C (for the 2022 Study) and Appendix G (for the 2025 updates).

## **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 (for the 2022 Study) and the 2025 updates by AECOM, the up-front capital cost is approximately \$9.3 million, assuming approximately \$3.3 million for physical improvements and \$6.0 million for vehicles.

For further detail on the anticipated capital needs, refer to Appendix D (for the 2022 Study) and Appendix G (for the 2025 updates).

### **Vehicles**

As indicated in the Service Plan, a total of four in-service buses will be required, plus two additional spare vehicles. Passengers will expect vehicles with adequate capacity, comfortable ride, 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. The assumed vehicle model is an over-the-road diesel coach or cutaway diesel van.

### **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. Note that implementation of initial service may only require signage installation.

**TABLE 2- CAPITAL PLAN SUMMARY**

<b>Stop Location</b>	<b>Proposed Improvements</b>	<b>Environmental Review</b>	<b>Approximate Parking Spaces</b>	<b>Approximate Cost (2026 dollars)</b>
Chico Transit Center	Signage, real-time passenger information	N/A (no physical improvements)	NA	\$319,000
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> )	\$319,000
Oroville – 2525 Feather River Boulevard	Signage, real-time passenger information	N/A (no physical improvements)	NA	\$319,000
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	\$686,000
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> )	\$1,308,000 (Option A) \$1,356,000 (Option B)
Plumas Lake Park and Ride	Signage, real-time passenger information	N/A (no physical improvements)	NA	\$319,000
Downtown Sacramento – Downtown Commons (J Street & 4th Street)	Assume no improvements needed: <ul style="list-style-type: none"> <li>• Southbound drop-off only (no northbound stop, no boarding)</li> <li>• Assume of existing (SacRT or other) stops</li> </ul>			
Sacramento (likely Sacramento Valley Station and Midtown Station)	TBD based on coordination with the SACOG Downtown Transit System Integration Study <sup>2</sup>			
<b>Total Cost</b>	<b>\$3,270,000 - \$3,318,000</b>			

<sup>2</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

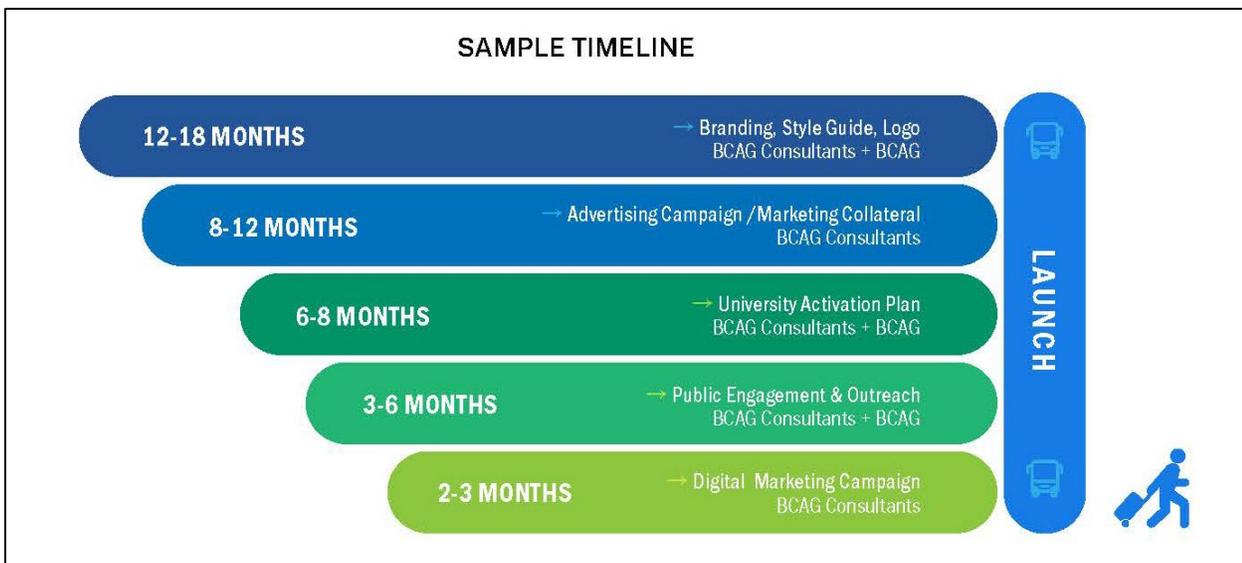
The Marketing Plan outlines strategies and tactics designed to meet the marketing and communication objectives for the proposed bus service. Marketing raises awareness of and interest in the proposed Chico-to-Sacramento Intercity Transit service.

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 3:

FIGURE 3 - MARKETING TASKS AND SCHEDULE



Refer to Appendix F for the full Marketing Plan.

BCAG has engaged Transit Happy and AMMA Transit Planning to promote the new service through a comprehensive marketing and communications effort beginning November 2025. This will include jurisdictional coordination with transit agencies and stakeholders throughout the corridor. The marketing campaign implements a multi-channel communications strategy to reach target audiences and will include unique branding and service logo.

## **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 in approximately 12–18 months (i.e., 2027). Prior to that date, at least six buses will be required to deliver the service reliability, along with the initiation of various capital investments at the proposed bus stops. 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 milestones prior to the start of service are to identify operating funding, identify funding for vehicle purchase and begin the procurement process, and develop and approve a capital program for stops, stations and park and ride facilities.

## **APPENDIX**

- A. Guiding Principles**
- B. Public Engagement Summaries**
- C. Task 4 Service Plan Report**
  - Technical Memo: Ridership Demand**
- D. Task 5 Capital Plan Report**
- E. VMT Analysis**
- F. Marketing Plan**
- G. 2025 Updates by AECOM**