

Northern California Region

Local Policy Makers Group
October 22, 2020



AGENDA

LOCAL POLICY MAKER GROUP

- **Introductions & Agenda Review**
- **Project Update**
- **2020 Sustainability Report**
- **Early Train Operator Passenger Experience Primary Research**
- **Outreach Update**

PROJECT UPDATE



MTC ADOPTS BLUEPRINT FOR PLAN BAY AREA 2050

- Basis for the development of Plan Bay Area 2050
- Includes up to \$7 billion to bring high-speed rail to the Bay Area and other improvements
- First region in the state to include regional discretionary funds for HSR in its long-range plans
- Provides opportunity to leverage regional, state, and federal funds for joint-benefit projects

“We need to be putting the pieces in place to enable high-speed rail to connect the jobs in Silicon Valley to the affordable housing of the Central Valley.”

- San Jose Mayor Sam Liccardo

“This region really needs a plan for how we get high-speed rail into our region and if we just sit on our hands and wait for the train to come, we’ll be waiting a long time.”

- SPUR Chief Policy Officer, Nick Josefowitz

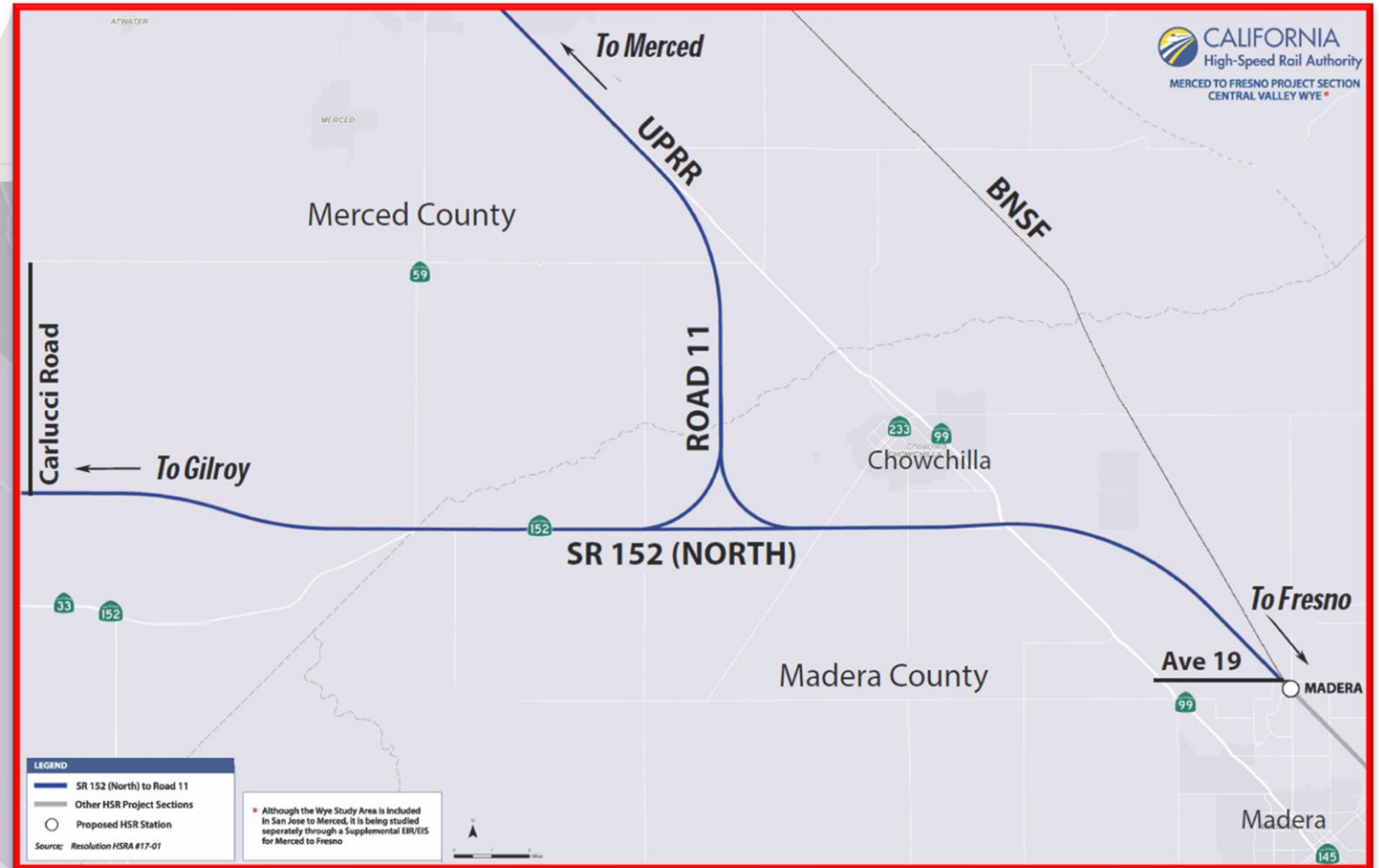
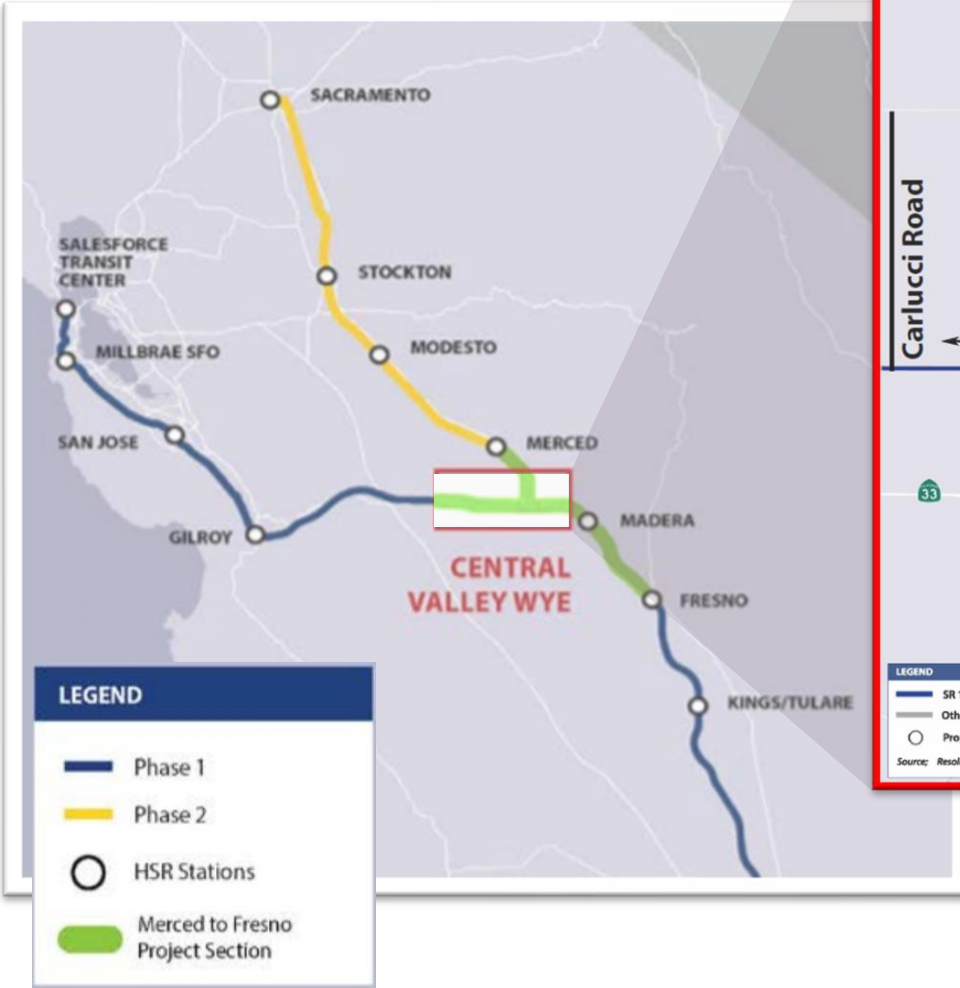
“If we want to be a 21st century nation, the high-speed rail project has got to move forward.”

- Rohnert Park Vice Mayor
Jake Mackenzie



CENTRAL VALLEY WYE

FINAL SUPPLEMENTAL EIR/EIS



- Authority Board approved Central Valley Wye Final Supplemental EIR/EIS
- Preferred Alternative (SR 152 (North) to Road 11) selected as approved project
- Full environmental clearance for 199 miles from Merced to Bakersfield

DRAFT EIR/EIS PUBLIC REVIEW PERIOD SUMMARY

	San Jose to Merced	San Francisco to San Jose
Comment Period	April 24 – June 23	July 10 – September 9
Comments Received	760+	140+
Q&A Webinar Participants	152+	100+
MeetHSRNorCal.org Visitors	1,700+	10,600+



Virtual Office Hours



Question & Answer Virtual Open Houses



Open House Website



Project Alternatives Interactive Map



Online Public Hearing



CWG Question & Answer Webinar

2020 SUSTAINABILITY REPORT



CLIMATE MITIGATION AND ADAPTATION

CALIFORNIA HIGH-SPEED RAIL



“Build high-speed rail to provide reliable access to urban centers across the state with increased public transit and active transportation opportunities around stations”



Safeguarding California Plan 2018 Update

Prop 1A Expressed California’s Goal for Sustainable Development:

Fostering Mobility and Economic Development without Sacrificing the Environment, or Bequeathing Future Generations With Debt

SUSTAINABILITY POLICY

“The Authority will deliver a sustainable high-speed rail system for California that serves as a model for sustainable rail infrastructure. The Authority has developed and will continue to implement sustainability practices that inform and affect the planning, siting, designing, construction, mitigation, operation, and maintenance of the high-speed rail system.”



STRONG BOARD AND EXECUTIVE LEADERSHIP HAS INSPIRED GROUNDBREAKING COMMITMENTS FOR OVER A DECADE

- **2008 – Board Adopts 100% Renewable Energy for operations**
- **2011 – Incorporation in ARB Scoping Plan due to GHG emissions reductions**
- **2012 – New and leading-edge construction policies:**
 - » Net-Zero direct GHG emissions for Construction
 - » Net-Zero Air Quality emissions for Construction
 - » Proactive construction requirements, including requiring **Tier 4 vehicles & 100% recycling requirements**
- **2014 – First infrastructure project to require disclosure on major materials, informed AB 262 Buy Clean California Act**
 - » EMMA developed to track and monitor program & contractor progress
- **2017 – Incorporation in ARB Scoping Plan update**
- **2019 – Further strengthened construction policies:**
 - » Requiring Track and Systems contractor to meet **performance targets** for embodied energy (concrete and steel)
 - » Requiring zero emissions fleet vehicles (25% of on road fleet)
 - » Specific target for direct GHG emissions in construction tied to a bonus/penalty

CALIFORNIA SETS THE SUSTAINABILITY STANDARD

How high-speed rail uses California policy to set a new direction for delivery



**225,000 MT
Carbon Sequestered
and Avoided**



**4,439
Jobs Created**



**\$2,400,000,000
Disadvantaged
Communities Benefited**



**140,000 lbs.
Criteria Air Pollution
Avoided**



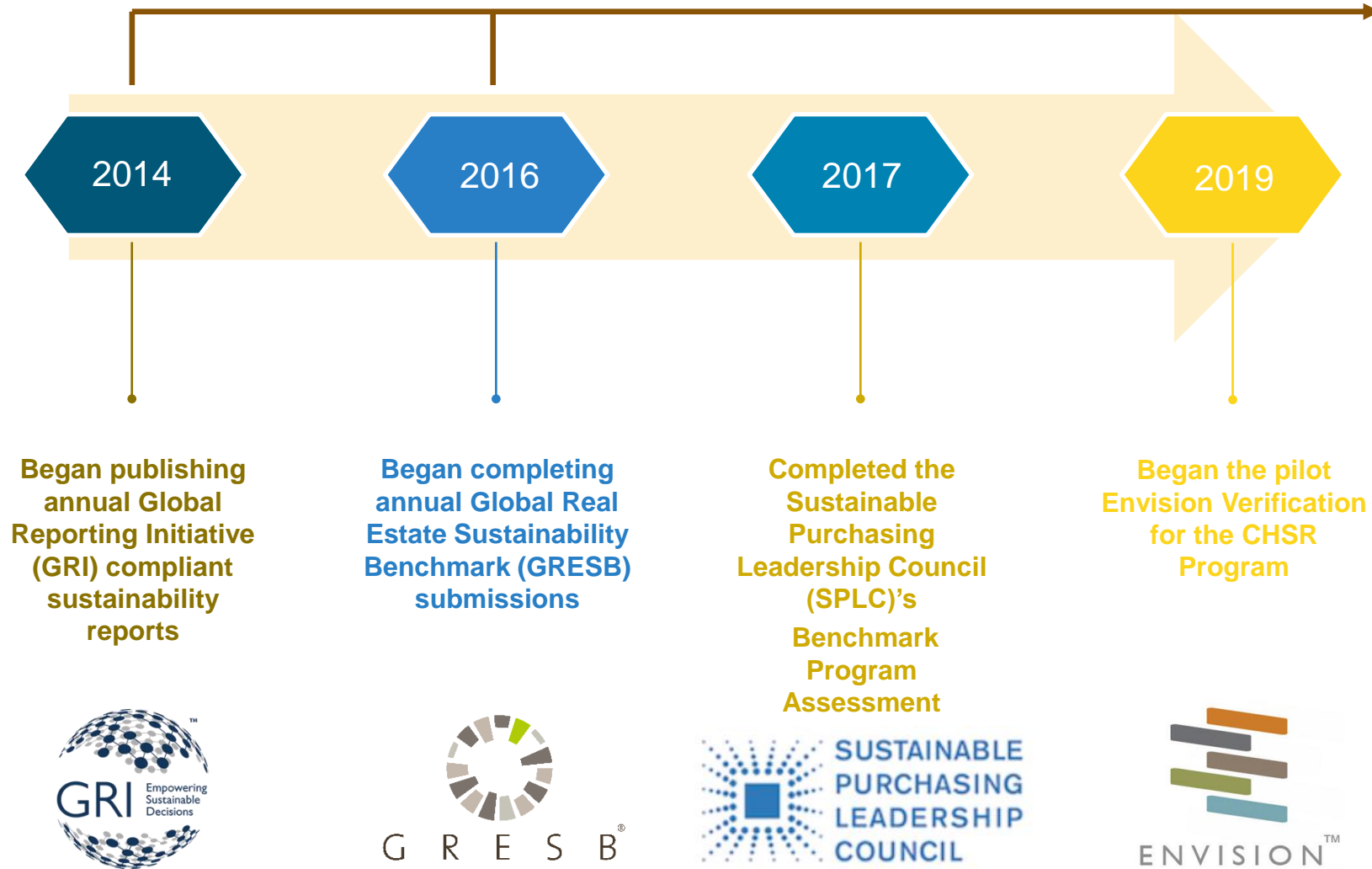
**560
Small Businesses
Engaged**



**\$1B = 24K Jobs
Economic Investment
Multiplier**

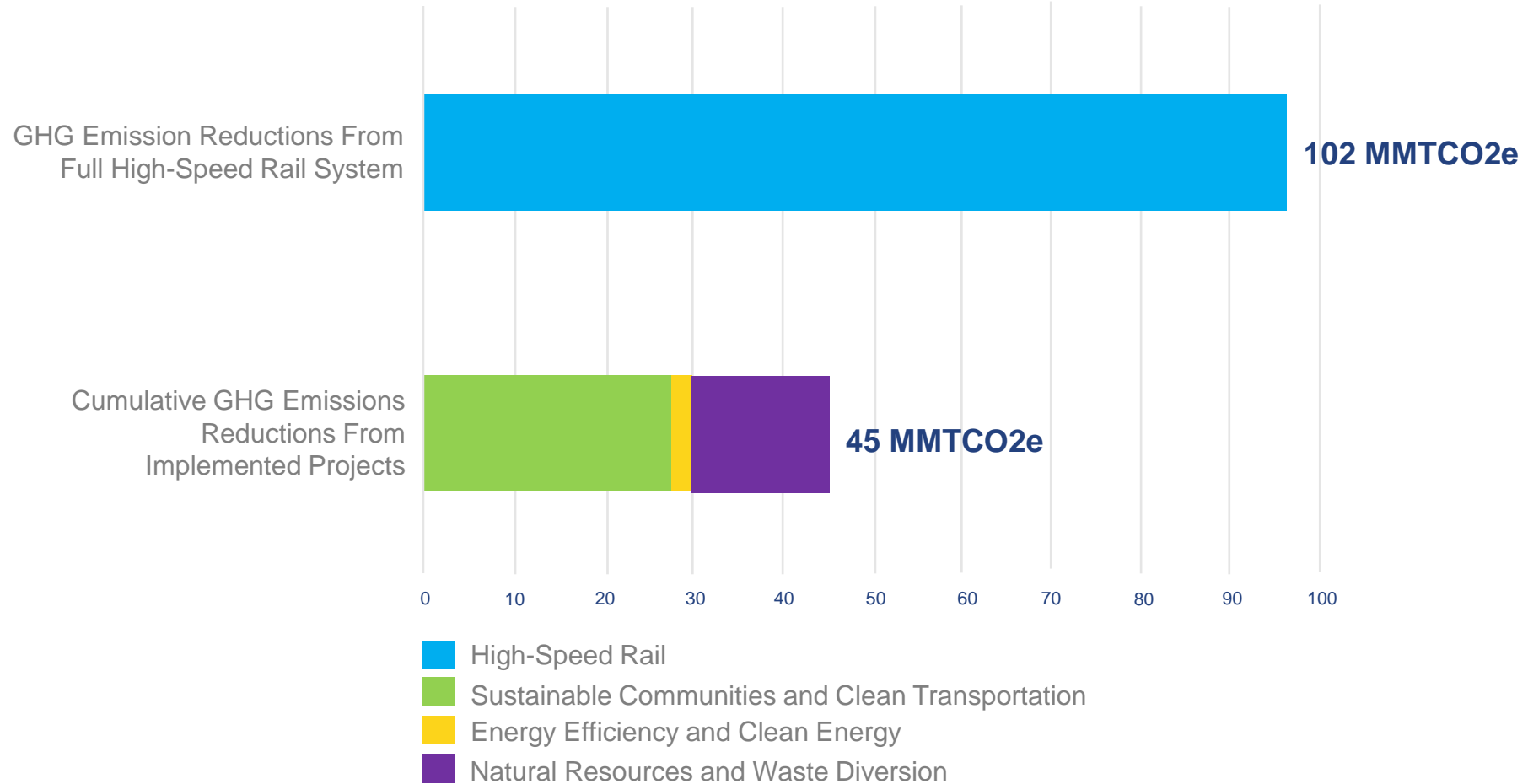
ANNUAL SUSTAINABILITY REPORT

IMPORTANT TRANSPARENCY FOR THE PROJECT



ENERGY AND EMISSIONS

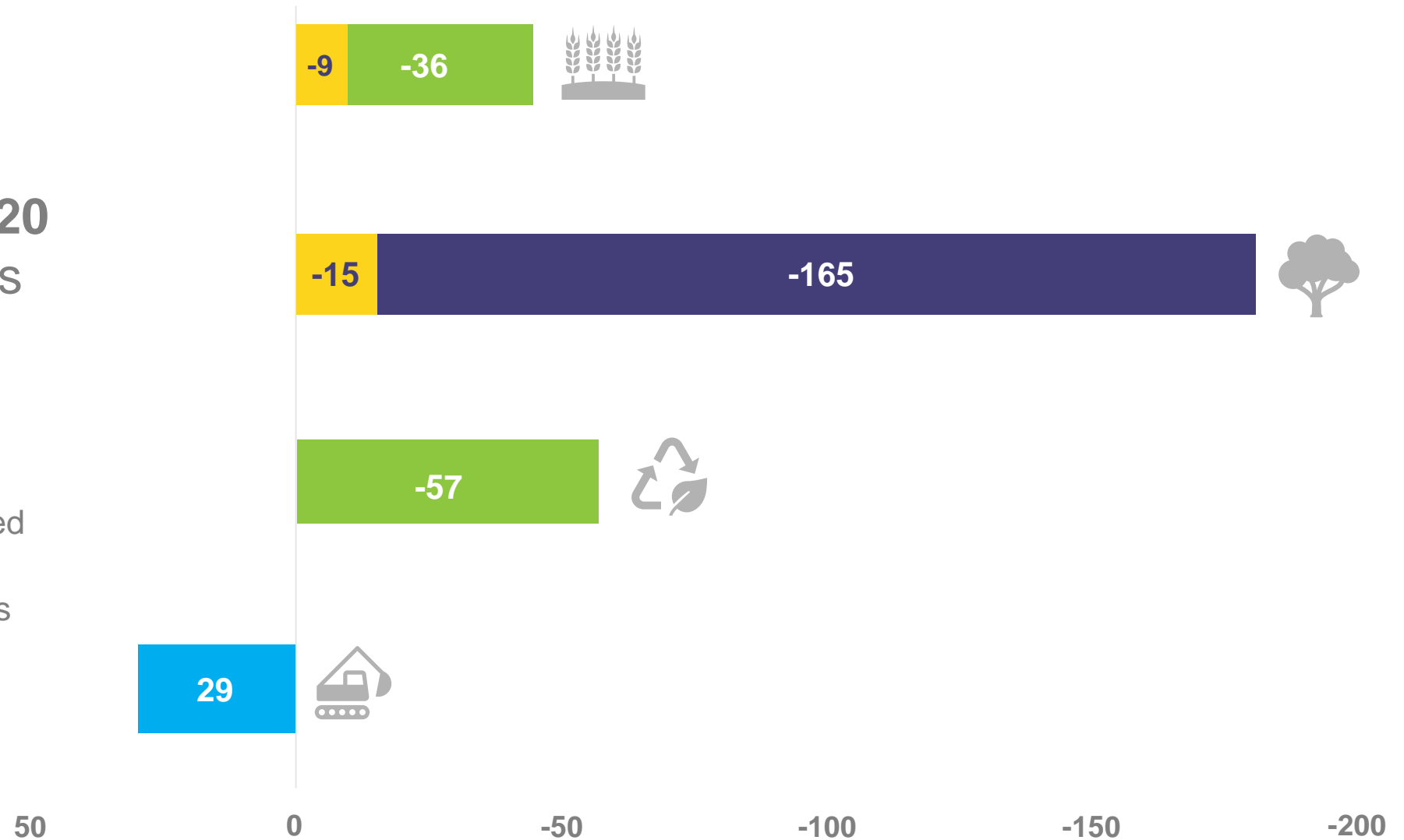
HSR DELIVERS A STRONG RETURN ON INVESTMENT



SUSTAINABLE INFRASTRUCTURE

Actual Carbon Dioxide through 2020
Thousand metric tons carbon dioxide equivalent

- Produced
- Sequestered
- Avoided
- Rural Trees



CREATING A BRIDGE IN COMMUNITIES

HIGH-SPEED RAIL LEADS TO SMART GROWTH



EARLY TRAIN OPERATOR PASSENGER EXPERIENCE PRIMARY RESEARCH



SURVEYS & FOCUS GROUPS

Purpose

- » Assess desired characteristics of high-speed rail service(s) and amenities
- » Understand user types and preferences
- » Understand region-specific preferences



Surveys

1. Interior Design of Trainset
2. Travel Mode Preference Survey

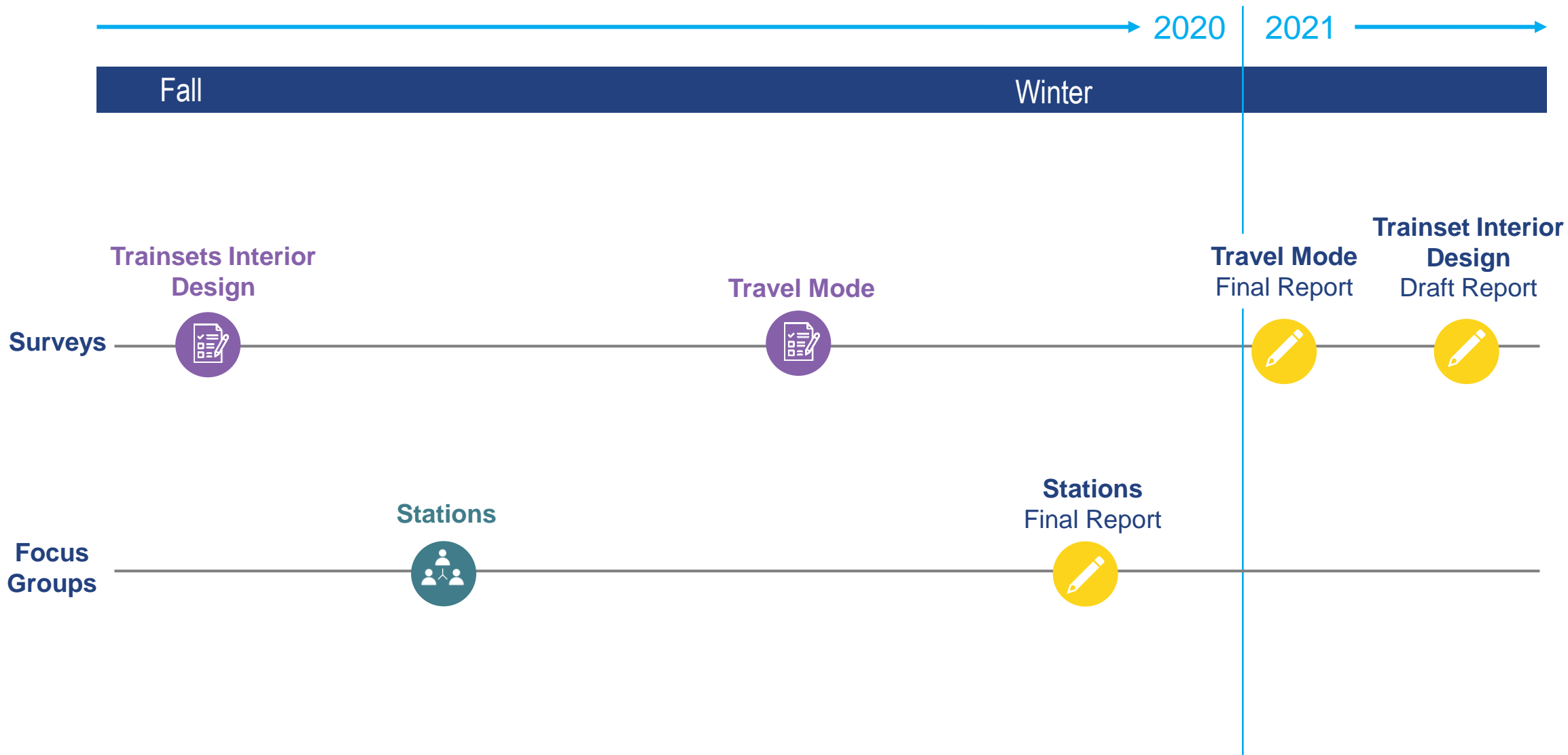


Focus Groups

1. Stations

SURVEYS & FOCUS GROUPS

TIMELINE



SURVEY: INTERIOR DESIGN OF TRAINSETS

PURPOSE & METHODOLOGY



Purpose of Interior Design of Trainsets Survey

- » Determine interests and preferences for design of trainset interiors
- » Assess market differences by destination, demographics, region, etc.
- » Recommend services offered on trains and trainset look and feel

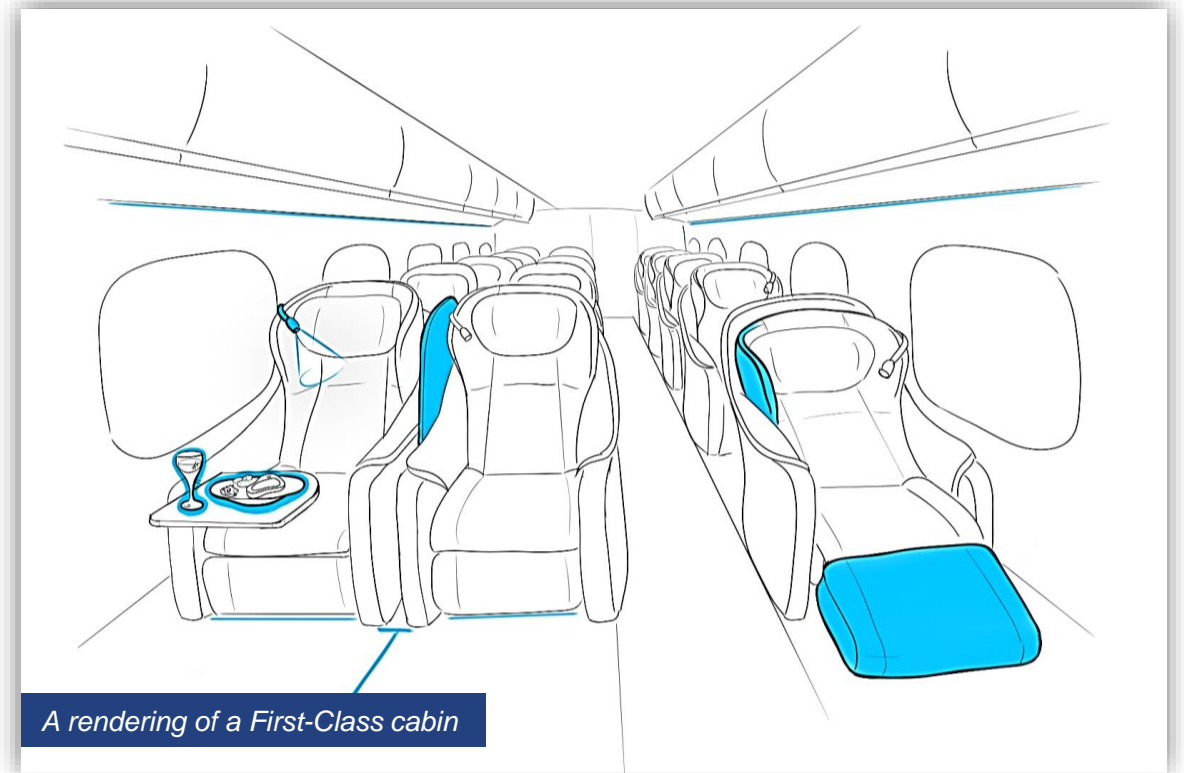
Methodology

- » Conducted online survey with over 400 respondents
- » Targeted participants by region and demographics
- » To participate, respondents
 - Affirmed travel within California in 2019
 - Expressed preference in high-speed rail as a travel mode



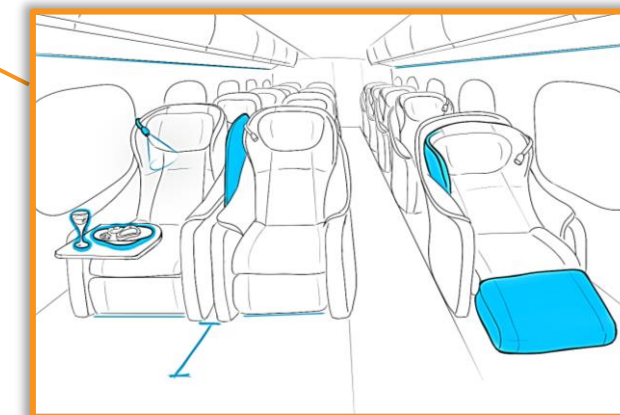
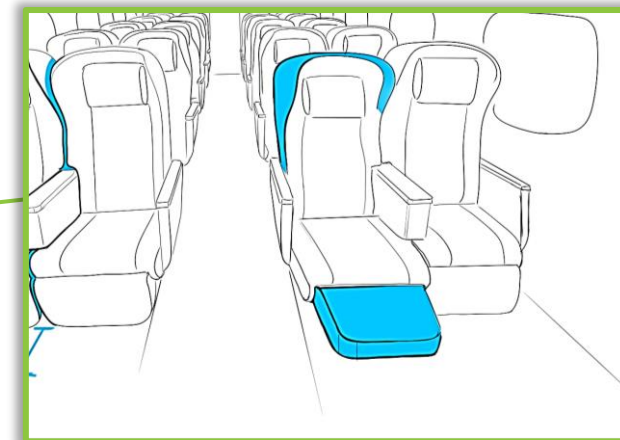
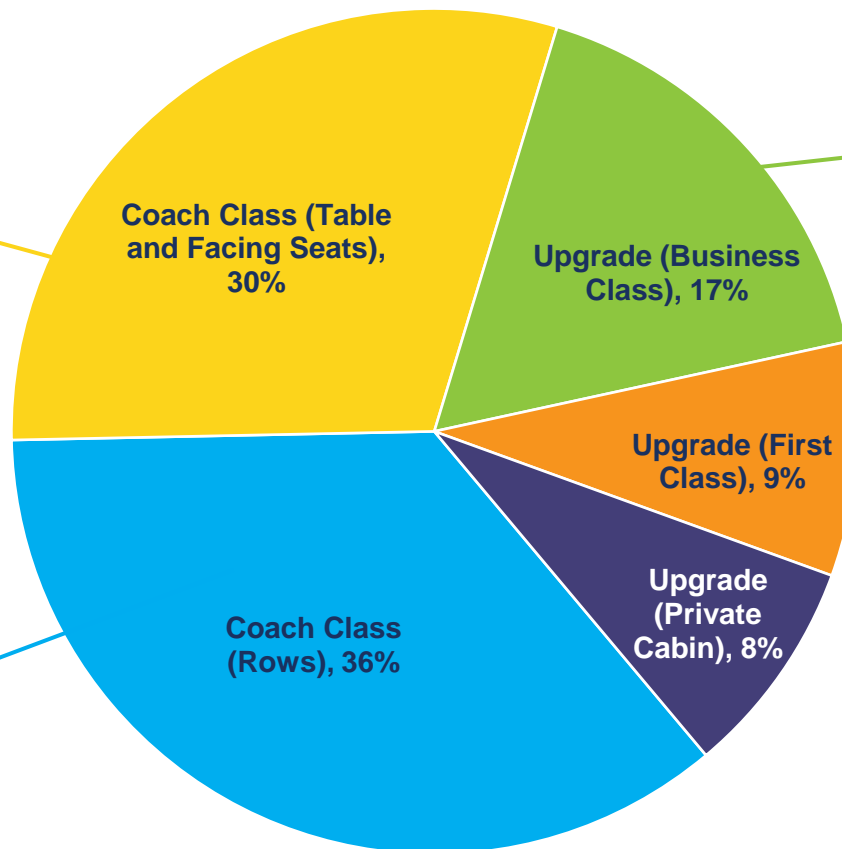
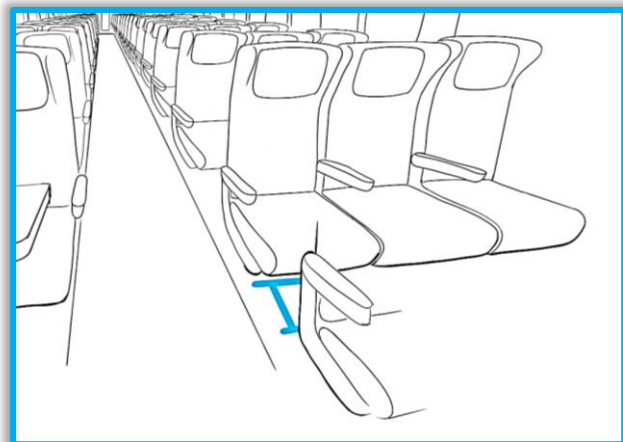
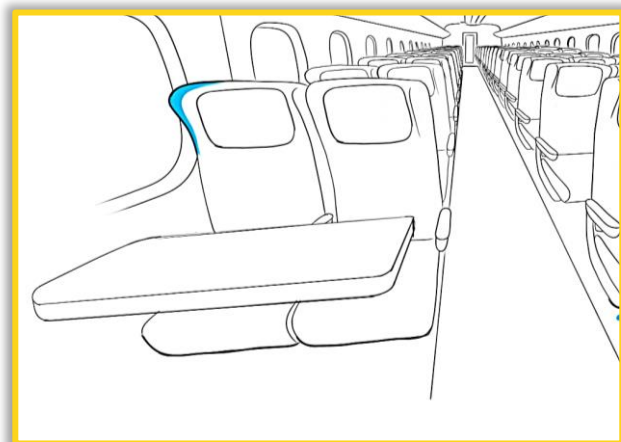
Topics

- » Reservable Areas
- » Public Zones
- » Large Item Storage
- » Bike Storage
- » Food & Beverage
- » Alcohol
- » Restrooms
- » Service Class
 - Coach, Business, First, Private Cabin



SURVEY: INTERIOR DESIGN OF TRAINSETS

SERVICE CLASS PREFERENCE



SNEAK PEEK SURVEY RESULTS

SERVICE CLASS BY TRAVEL PURPOSE



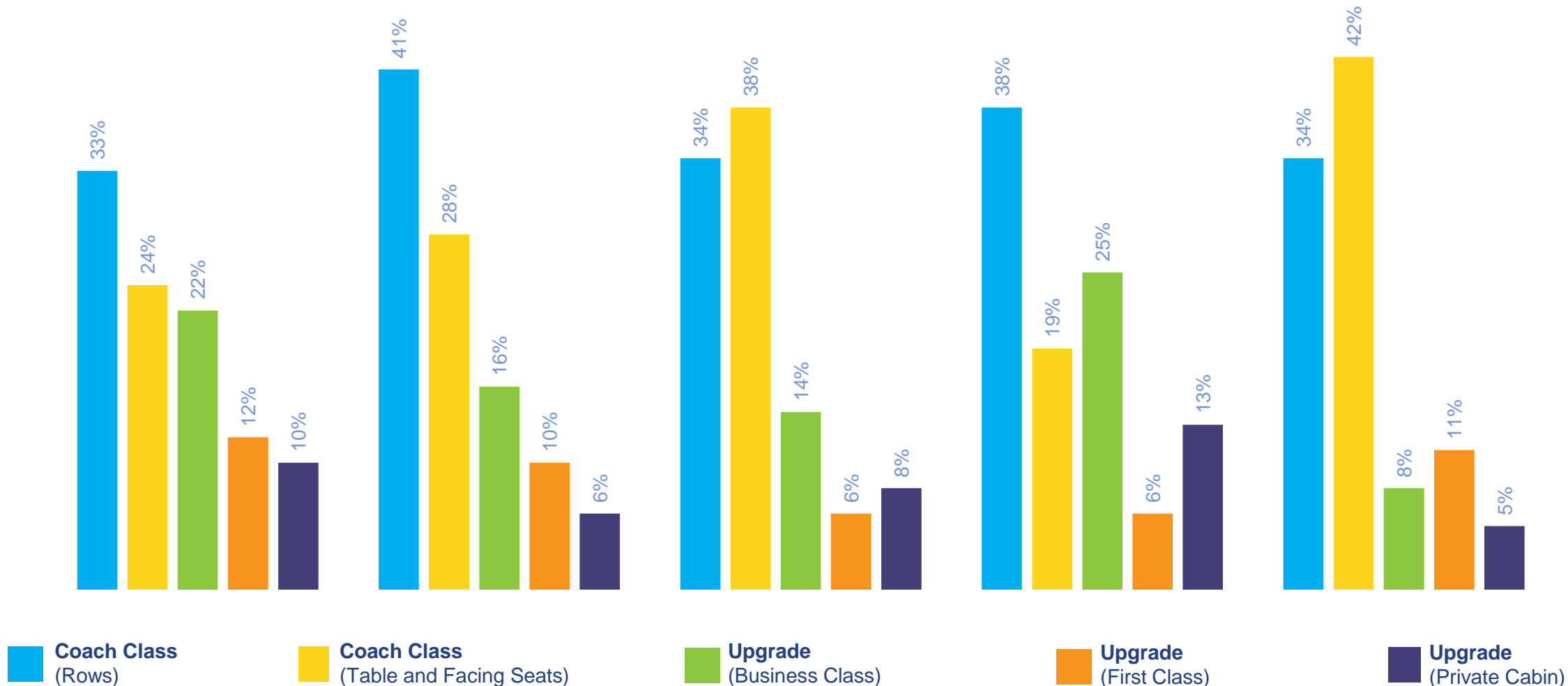
Work, Business, Commute

Visit Family/Friends

Recreation/Leisure

Attend School

Attend Special Event



Coach Class (Rows)

Coach Class (Table and Facing Seats)

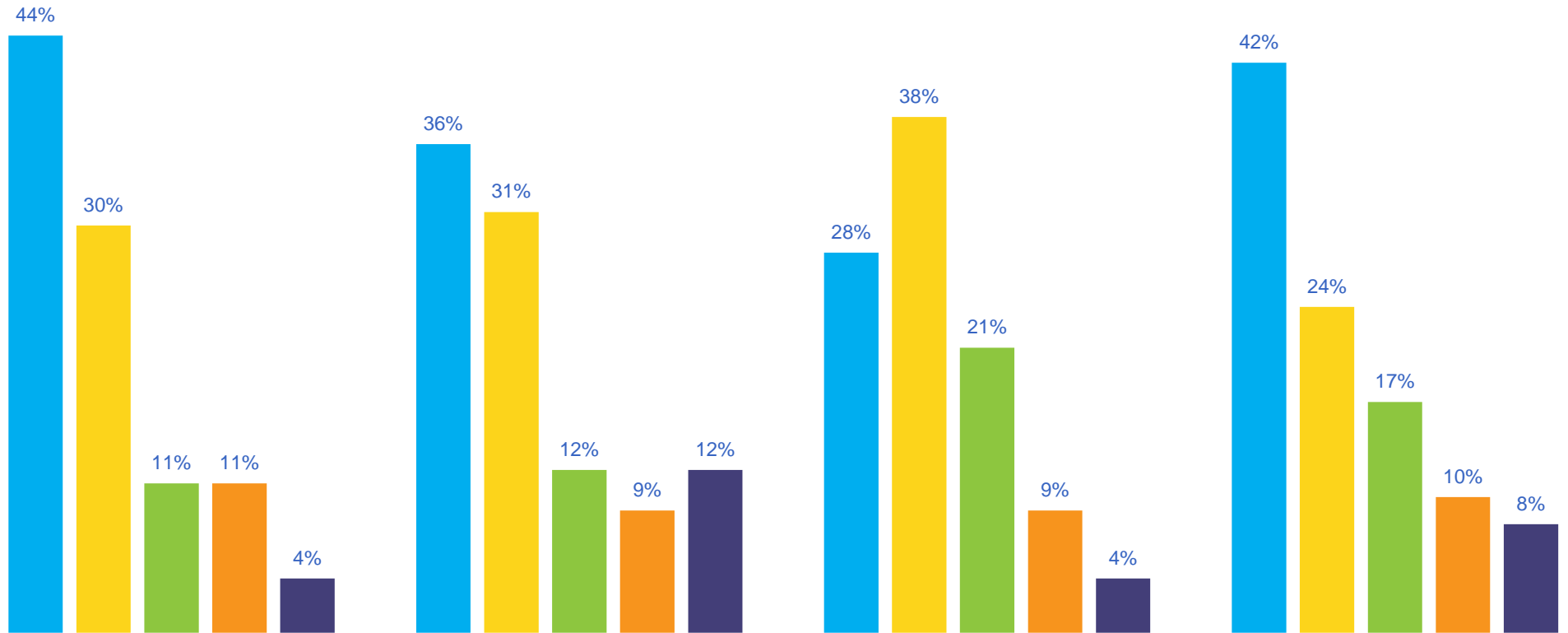
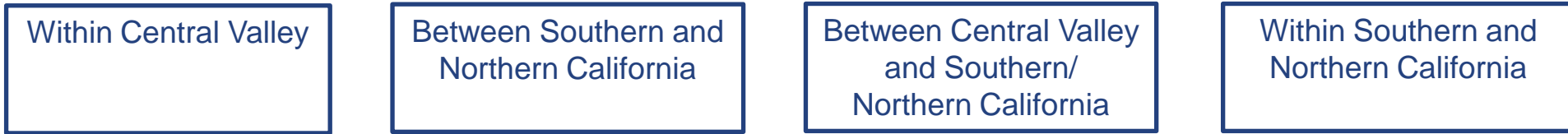
Upgrade (Business Class)

Upgrade (First Class)

Upgrade (Private Cabin)

SNEAK PEEK SURVEY RESULTS

SERVICE CLASS BY TRIP ROUTE



 **Coach Class**
(Rows)

 **Coach Class**
(Table and Facing Seats)

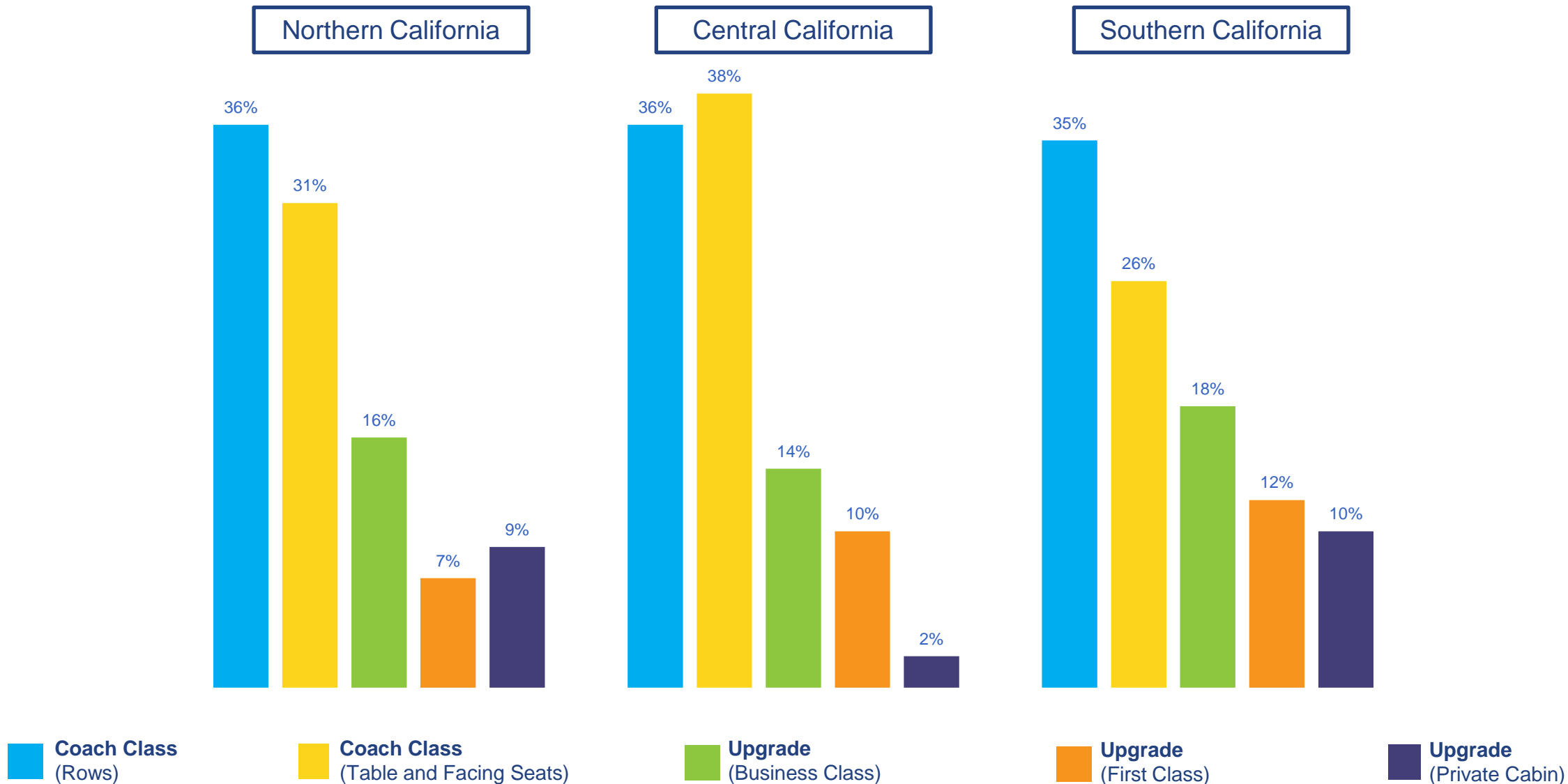
 **Upgrade**
(Business Class)

 **Upgrade**
(First Class)

 **Upgrade**
(Private Cabin)

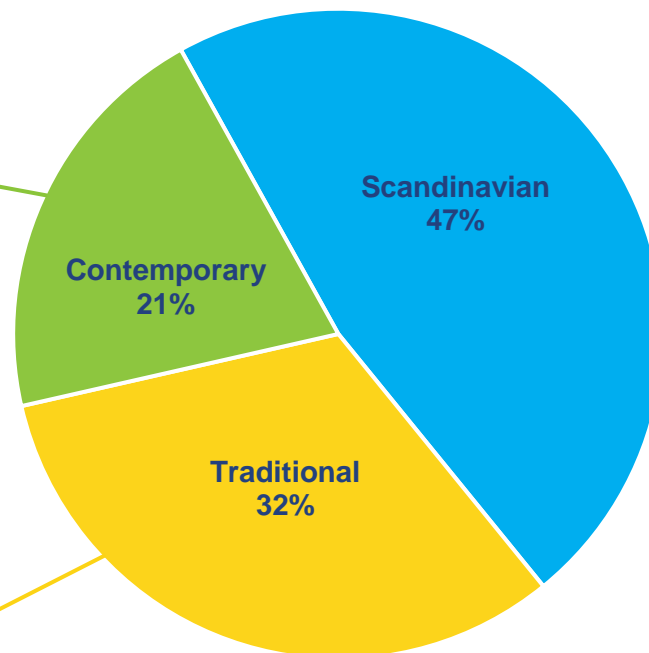
SNEAK PEEK SURVEY RESULTS

SERVICE CLASS BY REGION OF ORIGIN



SNEAK PEAK SURVEY RESULTS

LOOK AND FEEL



Scandinavian is popular across all three regions but less popular in the Central Valley, where **Traditional** style is preferred.

TRAVEL MODE PREFERENCE SURVEY

PURPOSE & METHODOLOGY



Purpose

- » To understand travel mode preferences and parameters that influence these preferences

Methodology

- » Conducted online survey with goal of 4,000 respondents
- » Targeted participants by region and demographics

Topics

- » Mode choice for intercity trips
- » Access and egress, and new/improved modes
- » Behaviors of key markets: Central Valley, shorter-distance
- » Reliability and transfers

FOCUS GROUPS: STATIONS

PURPOSE & METHODOLOGY



Purpose of Focus Groups

- » Prioritization, scaling and quality of station facilities
- » Categorization and timing of station improvements

Methodology

- » Developed Screening Guide to qualify participants by
 - Travel purpose
 - Region
 - Demographics

FOCUS GROUPS: STATIONS

TOPICS



Expectations

- » Food and beverage offerings
- » Comfort and safety at stations
- » Station amenities

Importance of

- » Station design, appearance, and conditions

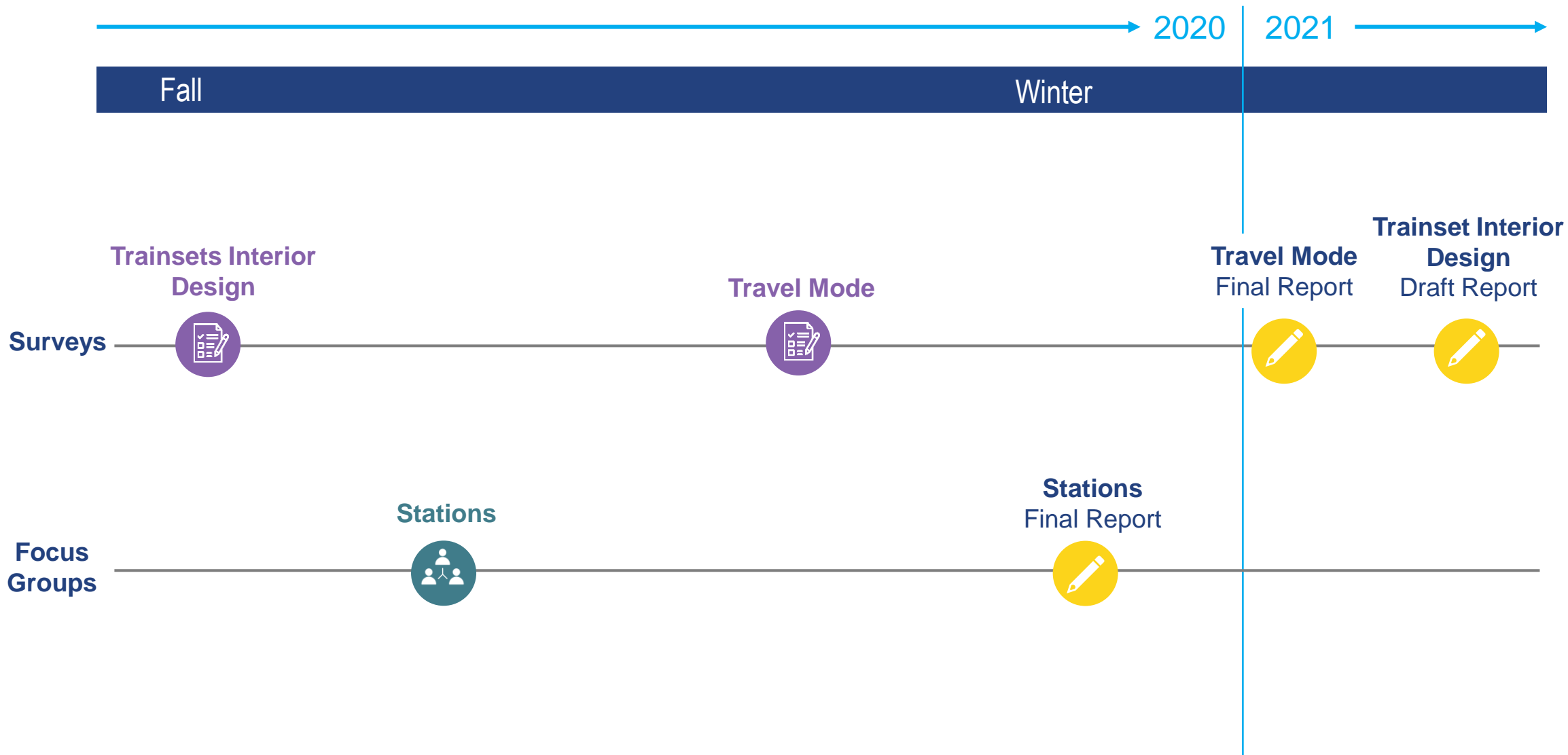
Preferences

- » Station access modes, including bike and pedestrian access
- » Bike parking at stations



SURVEYS & FOCUS GROUPS

TIMELINE



OUTREACH UPDATE



UPCOMING CWG MEETINGS

November 17, 2020

5:00 to 7:00 p.m.

Webinar

San Francisco CWG

San Mateo County CWG

South Peninsula CWG

November 18, 2020

5:00 to 7:00 p.m.

Webinar

San Jose CWG

Morgan Hill-Gilroy CWG

Agenda Includes

- » Statewide Update
- » 2020 Sustainability Report
- » Early Train Operator Passenger Experience Primary Research
- » International Examples of Blended Service Operations (November LPMG)
- » Northern California Outreach Survey Results (November LPMG)



Headquarters

California High-Speed Rail Authority
770 L Street, Suite 800
Sacramento, CA 95814
www.hsr.ca.gov

Northern California Regional Office
California High-Speed Rail Authority
100 Paseo De San Antonio, Suite 300
San Jose, CA 95113

