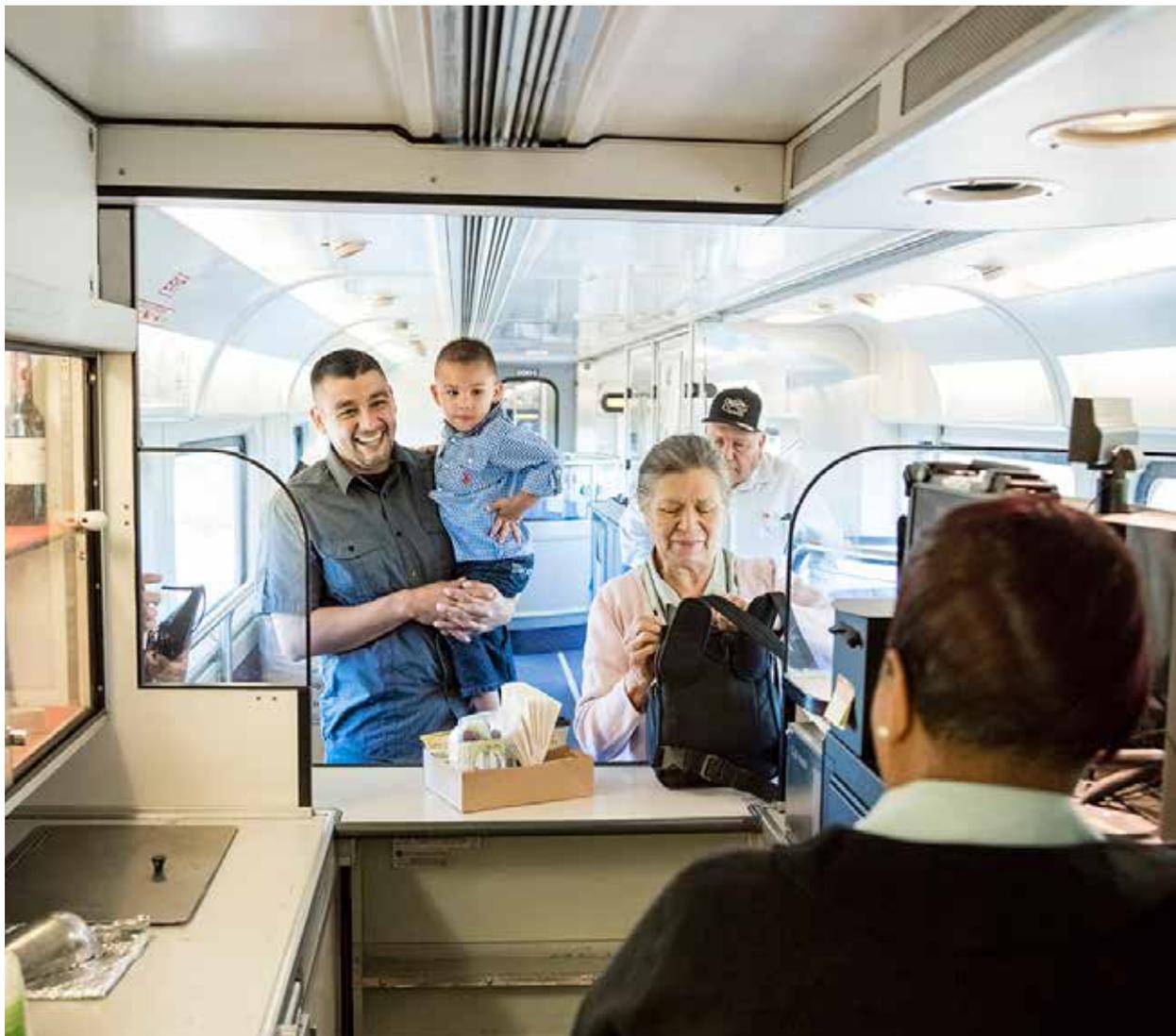


direction for the café car program which is generally consistent across trainsets for both corridors.

A wide variety of entrees, snacks, and beverages are available. SJJPA is evaluating the existing food and beverage service to provide high quality options in the most efficient and cost-effective manner. Topics being evaluated include: menu; inventory and storage; increasing the capacity and usefulness of the space in the cars; patron flow; signage and information; securing and accounting for stock and materials; restocking logistics; and hours of operation. SJJPA is focused on reducing the number of items on the menu to ease loading, reduce cost, provide a simpler customer experience, open storage space for limited-time specialty items, and make it easier to promote items on the menu. In addition to these efforts, SJJPA

is considering café car changes to underperforming trainsets including the removal of the café car or utilization of lower-cost cart service.

SJJPA is actively increasing the sale of and promotional opportunities for products grown or produced in the San Joaquins Corridor. The San Joaquins offers a very unique opportunity to highlight and promote food and beverage products from the San Joaquins Corridor and can help market the service and the corridor. SJJPA is continuing to work with Amtrak and CCJPA to explore providing more locally-sourced food and beverage products in the most cost-effective way on an ongoing basis. Current local offerings include: craft beer, coffee, hot dogs, and San Joaquin Valley nuts.



## 9. MARKETING AND OUTREACH

The San Joaquins serve markets from Bakersfield to Sacramento via the San Joaquin Valley and branch off from Stockton through the East Bay Area to Oakland. The San Joaquins are unique in the State and Nation, with a vast network of Thruway Bus services that provide convenient connections between northern and southern California. Between the trains and connecting buses, the San Joaquins provide easy access to many of California's popular destinations, including: cultural attractions; museums; universities; amusement parks; entertainment and music venues; national, state, regional, and local parks; state and county fairs and festivals; seasonal cuisine and artisan foods; the State Capitol; and major population centers.

SJJPA staff has developed and continues to implement the SJJPA Marketing and Outreach Plan, which focuses on a combination of advertising, social media, and grassroots strategies. It is the combination of strategies and channels that provide greater coverage and focus to the Marketing and Outreach Plan, providing SJJPA the best opportunity to reach community stakeholders and passengers.

The marketing and outreach efforts have resulted in corridor-wide support from stakeholders for Intercity Passenger Rail. Many corridor stakeholders and stakeholder groups have submitted grant application support letters and have attended SJJPA Board of Directors meetings to support planning efforts for Morning Express Service and future service expansion. In addition, many stakeholder groups have taken group trips on the San Joaquins to experience the service and promote its use on social media. Stakeholder individuals that utilize the service are continuing to participate in SJJPA's 'Look Who's Riding' social media campaign, which shares photos and testimonials from corridor stakeholders.

### Grassroots Outreach Strategies

SJJPA contracts with qualified Outreach Teams to engage in several activities to reach corridor communities and stakeholders including: engaging stakeholders, working with the media, facilitating group trips, tabling at large local events, and presenting to community groups.

### Engaging Stakeholders

Local, committed stakeholders are vital to promote the service, improve local presence, and activate communities to ride the train. Stakeholder education meetings and presentations are key components to the grassroots marketing efforts.

Stakeholder group outreach is a key component of both the Outreach Team contracts as well as a staff priority. There are several key groups, chambers, partnerships, agencies, universities, and organizations within the corridor that are an essential component of awareness and messaging multiplication. SJJPA is also expanding outreach to include other stakeholder groups throughout corridor, including bicycle coalitions, university Alumni Associations, League of California Cities, and California State Association of Counties.

Each Outreach Team is leveraging its contacts and SJJPA contacts, while also placing and emphasis on new stakeholder acquisition, to schedule formal meetings that serve to education stakeholders about the San Joaquins Service. A key component to Stakeholder Development is to create a reliable database of contacts to inform about service updates, call upon

