



**Santa Cruz County Regional
Transportation Commission
Transportation Policy Workshop**

AGENDA

**Thursday, August 18, 2016
9:00 a.m.**

**NOTE LOCATION THIS MONTH
SCCRTC Conference Room
1523 Pacific Ave
Santa Cruz, CA**

NOTE

See the last page for details about access for people with disabilities and meeting broadcasts.

En Español

Para información sobre servicios de traducción al español, diríjase a la última página.

AGENDAS ONLINE

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COMMISSION MEMBERSHIP

Caltrans (ex-officio)	Tim Gubbins
City of Capitola	Dennis Norton
City of Santa Cruz	Don Lane
City of Scotts Valley	Randy Johnson
City of Watsonville	Jimmy Dutra
County of Santa Cruz	Greg Caput
County of Santa Cruz	Ryan Coonerty
County of Santa Cruz	Zach Friend
County of Santa Cruz	John Leopold
County of Santa Cruz	Bruce McPherson
Santa Cruz Metropolitan Transit District	Karina Cervantez
Santa Cruz Metropolitan Transit District	Cynthia Chase
Santa Cruz Metropolitan Transit District	Ed Bottorff

The majority of the Commission constitutes a quorum for the transaction of business.

1. Introductions
2. Oral communications

Any member of the public may address the Commission for a period not to exceed three minutes on any item within the jurisdiction of the Commission that is not already on the agenda. The Commission will listen to all communication, but in compliance with State law, may not take action on items that are not on the agenda.

Speakers are requested to sign the sign-in sheet so that their names can be accurately recorded in the minutes of the meeting.

3. Additions or deletions to consent and regular agendas

CONSENT AGENDA

All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the RTC or public wishes an item be removed and discussed on the regular agenda. Members of the Commission may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other Commissioner objects to the change.

REGULAR AGENDA

4. Polar Express Operating Plan and License
(Luis Mendez, Deputy Director)
 - a. Staff report
 - b. Santa Cruz and Monterey Bay Railway Polar Express Operating Plan
 - c. Financial Projection
 - d. Photos of North Pole sets
 - e. Comments from the public on Polar Express proposal
5. Review of items to be discussed in closed session

CLOSED SESSION

6. CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION. Significant exposure to litigation pursuant to paragraph (3) of subdivision (d) of Government Code Section 54956.9: one potential case

OPEN SESSION

7. Report on closed session
8. Next meetings

The next SCCRTC meeting is scheduled for Thursday, September 1, 2016 at 9:00 a.m. at the County Board of Supervisors Chambers, 701 Ocean St., 5th floor, Santa Cruz, CA.

The next Transportation Policy Workshop is scheduled for Thursday, September 15, 2016 at 9:00 a.m. at the RTC Offices, 1523 Pacific Ave., Santa Cruz, CA.

HOW TO REACH US

Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue, Santa Cruz, CA 95060
phone: (831) 460-3200/fax: (831) 460-3215

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- Live Oak Library
- Santa Cruz Downtown Library
- Scotts Valley Library
- Watsonville Main Library

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HOW TO REQUEST

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Continued from the August 4th RTC Meeting

AGENDA: August 18, 2016

TO: Regional Transportation Commission Transportation Policy Workshop

FROM: Luis Pavel Mendez, Deputy Director

RE: Polar Express Operating Plan and License

RECOMMENDATIONS

Staff recommends that the Santa Cruz County Regional Transportation Commission (RTC) consider approval of:

1. The passenger rail service operating plan ([Attachment 1](#)) for Polar Express operations from the Santa Cruz Boardwalk to the Capitola area for the 2016 holiday season; and
 2. A passenger service license for Santa Cruz & Monterey Bay (SC&MB) Railway to operate Polar Express from the Santa Cruz Boardwalk (milepost 19.7) to just past Capitola (milepost 14.0) on the Santa Cruz Branch Rail Line for the 2016 holiday season.
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BACKGROUND

Through an administration, coordination and license (ACL) agreement, the RTC provided to the Santa Cruz and Monterey Bay (SC&MB) Railway a license for passenger rail operations between the Santa Cruz Harbor and Davenport. SC&MB Railway is a railroad of Iowa Pacific Holdings (IPH). The ACL requires that an operating plan be approved by the RTC. For the 2012 holiday season, the RTC approved an operating plan for a holiday service train from the Santa Cruz boardwalk to Wilder Ranch. For the 2013 through 2015 holiday seasons, the RTC approved operating plans and a passenger service license for Train to Christmas Town service from Watsonville.

For the 2016 holiday season, SC&MB Railway requests approval for Polar Express service from the Santa Cruz Boardwalk to the Capitola area. This was considered by the RTC at its August 4th meeting and postponed with a request that SC&MB Railway/IPH consult with the City of Capitola. The City of Capitola City Council received a presentation and discussed this at their August 11th meeting.

DISCUSSION

According to the Polar Express 2016 Operating Plan ([Attachment 1.](#)) Iowa Pacific Holdings (IPH) is the largest operator of Polar Express holiday trains with seven in

the US and two in the UK. Since IPH's SC&MB Railway began operating in Santa Cruz County, IPH has wanted to operate Polar Express in Santa Cruz County. Unfortunately, Santa Cruz County is just inside the radius for the Polar Express license held by the Polar Express operator in Sacramento. Therefore, IPH created and operated Train to Christmas Town in Santa Cruz County from 2012 through 2015. Train to Christmas Town was not as successful as it was hoped. Recently, IPH was able to make the necessary arrangements to operate Polar Express in Santa Cruz County.

Proposed Operation Location

For a variety of marketing and operational reasons including parking availability, IPH/SC&MB Railway requests approval to relocate the holiday train operation to depart from the Santa Cruz Boardwalk. The Boardwalk would serve as the boarding and disembarking station. Polar Express would travel just past Capitola to a North Pole set and back. The North Pole set would be constructed near the railroad track and would only be for viewing from the train.

From the Boardwalk through Capitola there are significantly fewer crossings than through the west side of the City of Santa Cruz and those crossings are further apart. Therefore, the train horn blasts that are required by the Federal Railroad Administration (FRA) for safety purposes before every crossing will be significantly fewer than was the case in 2012. IPH/SC&MB Railway has also assured staff that the horn will be calibrated to be at the lower end of the volume range required by the FRA.

The track in the proposed operating segment is currently considered excepted track, which does not allow for passenger operations under FRA rules. IPH/SC&MB Railway plans to upgrade the track to Class I for passenger operations. Once the track is upgraded, the Federal Railroad Administration (FRA) will be notified so that they may inspect the track.

Operating Schedule and Financial Projection

The proposed Polar Express will operate from November 17th to December 23rd starting with 2 trains per day and up to four trains per day on weekends and peak days. Trains would depart at 1:00 pm, 3:00 pm 5:30 pm and 7:30 pm and run for about one hour. Appendix I to Attachment 1 is a schedule showing the anticipated departure times throughout the holiday season. The train would consist of two locomotives and 5 to 6 passenger cars.

IPH anticipates a ridership of 25,000 to 30,000 with an average ticket price of about \$57.00. Ticket prices are listed on Appendix III of Attachment 1. IPH projects total revenues of close to \$1.7 million and a payment to the RTC of about \$63,000 (Attachment 2) based on the ACL agreement between the RTC and SC&MB Railway. In order to realize the projected ridership and revenue, the marketing plan includes Santa Cruz County and the San Francisco Bay area. IPH/SC&MB Railway plans to employ local residents for the operation and to use local product suppliers.

Coordination with Rail Car Storage and Other Operations

The empty rail cars that are being stored on the southern part of the rail line would be moved to bring in the equipment for the Polar Express holiday train. According to Mike Edwards, SC&MB Railway General Manager, the stored cars would be moved to sidings and spurs in the Watsonville area for two to three days at the beginning and end of the Polar Express operating season to bring the Polar Express train equipment in and out. SC&MB Railway may also have the option to move stored cars to Union Pacific's Watsonville Junction yard in Pajaro.

IPH/SC&MB Railway have been coordinating with the Seaside Company and Roaring Camp Railroads for the Polar Express operations. IPH/SC&MB Railway entered into an agreement with the Seaside Company to allow Polar Express to use the Boardwalk's parking and other facilities and to include access to the Boardwalk in the ticket prices for Polar Express.

IPH/SC&MB Railway staff will be at the meeting to address the proposed operating plan and any questions. IPH/SC&MB Railway requires approval for the 2016 holiday season from the RTC for the operating plan and a license to operate passenger service from Santa Cruz to the Capitola area.

The Polar Express operation will be under the existing administration, coordination and license (ACL) agreement between the RTC and SC&MB Railway. This means that all of the liability, insurance, indemnification, maintenance and other requirements under the agreement will apply. Therefore, **staff recommends that the RTC consider approval of the operating plan (Attachment 1) for Polar Express operations from the Santa Cruz Boardwalk to the Capitola Area for the 2016 holiday season and a passenger service license to SC&MB Railway to operate Polar Express from the Boardwalk to the Capitola area on the Santa Cruz Branch Rail Line for the 2016 holiday season.**

SUMMARY

For the 2016 holiday season, Iowa Pacific Holdings (IPH)/Santa Cruz & Monterey Bay (SC&MB) Railway proposes to run Polar Express from the Santa Cruz Boardwalk to the Capitola area. Attachment 1 is their proposed operating plan with departure schedule, marketing plan and fares. Staff recommends that the RTC consider approval of the operating plan and a passenger service license to operate Polar Express from the Boardwalk to the Capitola area for the 2016 holiday season.

Attachments:

1. SC&MB Railway Polar Express Operating Plan
2. Financial Projection
3. Photos of North Pole sets
4. Comments from the public on Polar Express proposal

ATTACHMENT 1

**Santa Cruz & Monterey Bay Railway
Polar Express
2016 Operating Plan**

July 27, 2016

Contents

- I. Background and Overview**
- II. Management and Organization**
- III. Event Operations**
- IV. Railroad Operations**

- Appendix I: Scheduling**

- Appendix II: Marketing Plan**

- Appendix III: Fares**

I. Background and Overview

Santa Cruz & Monterey Bay Railway's parent, Iowa Pacific Holdings, is the largest operator of "Polar Express" events in both the U.S. and the U.K. These events, based on the book and movie of the same name and operated under license from Warner Bros., were operated by IP at seven domestic locations (and two locations in the U.K.) in 2015, and attracted a total of over 255,000 passengers in the U.S.

Santa Cruz & Monterey Bay (SC&MB) has not been able to operate "Polar Express" in previous years due to its proximity to an existing Polar Express franchise in Sacramento. Instead, the railway operated an internally developed Christmas-themed event "Train to Christmas Town" for several years out of Watsonville. (The Watsonville location was dictated by, among other factors, the La Selva bridge project.) Unfortunately, experience has shown that "Train to Christmas Town" does not have nearly the drawing power of "Polar Express." As an example, in 2015 Iowa Pacific launched a new Polar Express event on the Grenada Railway in Batesville, Mississippi, which with very little marketing attracted over 50,000 passengers, versus 4,200 passengers handled on SC&MB's Train to Christmas Town.

Through an arrangement with the California State Railroad Museum, which holds the Sacramento Polar Express franchise, SC&MB will be able to operate Polar Express in 2016.

As mentioned above, the Train to Christmas Town has operated out of Watsonville in recent years. The local community embraced the event, and the railway has had excellent cooperation from everyone involved. Unfortunately, there are a number of factors that make it challenging for a Polar Express operation to reach its full potential in Watsonville, including:

- In contrast to Watsonville, Santa Cruz as a city is a well-known destination throughout Northern California, and this familiarity will increase the marketability of the Polar Express event throughout the Bay Area.
- The Boardwalk location has ready access to plentiful paved and lighted parking. At Watsonville, the railway utilized a gravel lot with temporary lighting, which has obvious disadvantages in inclement weather.
- The Boardwalk location is well-signed and easier to find than the somewhat-out-of-the-way Watsonville location.
- The Boardwalk provides additional attractions and activities that are immediately adjacent to the Polar Express, thus further increasing the marketability of the experience. The Watsonville location provided no such attractions or activities.
- Downtown Santa Cruz provides numerous options for dining and lodging, further enhancing the Polar Express's marketability.

In short, by bringing thousands of visitors to the Boardwalk and downtown Santa Cruz in November/December, Polar Express will be generating significant business activity for the Boardwalk and other businesses. SC&MB will continue to investigate, in cooperation with SCCRTC staff, opportunities to provide scheduled or special event train service to Watsonville.

The Polar Express event, which operates within strict guidelines mandated by Warner Bros., consists of an approximately 20-25 minute train ride to the North Pole, which is a lighted stage set. During the train ride, passengers are served hot chocolate and cookies, the Polar Express story is narrated, and the on board staff sing and dance, as in the movie. At the North Pole, Santa and his elves board the train (in reality, multiple Santas board the train) and during the return trip Santa greets each child and distributes sleigh bells, which in the book are “the first gift of Christmas.” The entire experience takes about an hour.

Three classes of service are provided: standard class, first class and diamond class. The major distinction between classes is seating density, souvenir mugs, and – in diamond class – seating under glass in dome cars.

Management and Organization

SC&MB is a wholly-owned subsidiary of Iowa Pacific Holdings, which operates nine railways in the U.S. and is based in Chicago. IP operates other Polar Express events in New York State, Texas (2), Wisconsin, Oklahoma, Oregon, and at two locations in the United Kingdom. IP's U.S. operations as a whole handled over 350,000 passengers in 2015. As such, SC&MB has access to the management resources and experience of a much larger organization.

The Polar Express operation will be jointly managed by Mike Edwards, SC&MB's general manager, and Matt Abbey, Iowa Pacific's Corporate Director of Special Events. Additional personnel will oversee administration, retail, ticketing, parking and on board services, including entertainment.

Temporary local staffing will be administered by Iowa Pacific's human resources group. Temporary employees will be subject to background checks and drug tests. Work performance and employee grievance procedures will also be administered by IP's human resources group.

State and federal legal and regulatory compliance will be monitored by David Michaud, IP's general counsel.

Adherence to federal, state, and company safety rules will be overseen by Don Pingel, IP's senior manager of operating practices.

II. Event Operations

Ticket Sales

Ticket sales will be handled online and via telephone through Iowa Pacific's national sales, service, and reservations call center offices.

Customer Service

Customer service will be handled through two channels:

- On site, through the ticket office and on board the train. Ticketing supervisory staff and onboard supervisory staff have authority to rectify customer service situations immediately on site, and to make recommendations for larger customer service issues that impact multiple customer groups.
- Through the national sales, service, and reservations offices. Internal written policies provide direction to front-line staff for dealing with customer service issues, and give authority to supervisory and management staff to accommodate customer issues or inquiries.

Event Task Management

Iowa Pacific has retained the services of an experienced event manager for SC&MB's Polar Express. The event manager, who will report jointly to Messrs. Abbey and Edwards, has experience with events of this size and larger and is a 3-year veteran of the "Train to Christmas Town" event in Watsonville. IP will provide the event manager's contact information to all event stakeholders, and will host an introductory meeting with event stakeholders as well.

Station Operations

The station, which will effectively be the Boardwalk, is a challenge but is workable. Representatives of IP, Roaring Camp Railroads, and the Boardwalk, have reached general agreement on train operations and passenger flows.

- Polar Express trains will board and detrain passengers primarily at the Boardwalk's Gate 3.
- Iowa Pacific and Boardwalk representatives are discussing the use of existing Boardwalk ticketing staff for Polar Express.
- Main check-in and ticket call will be at or near the existing Gate 3 ticket booth.
- Passengers will be directed to their train cars by car number and class of service.

Polar Express Equipment

The final equipment roster is being finalized now. The equipment will be comparable to that used in Iowa Pacific's other Polar Express trains, and will include:

- Standard Class: seating in traditional coach format;
- First Class: seating in historic passenger cars equipped with tables, at which parties can sit together; and
- Diamond Class seating in the upper, glass-enclosed level of dome cars including the company's unique full-length passenger dome cars.

Railroad Operations

The Polar Express operation will be under the terms included in the Administration, Coordination and License agreement with the Santa Cruz County Regional Transportation Commission.

Operations will be coordinated with the Santa Cruz & Big Trees Railroad such that neither railroad's operations will conflict with the other.

Appendix I Scheduling

Blue = Off-Peak Departure
Orange = Peak Departure

	11:00	1:00	3:00	5:30	7:30
Wed 16-Nov					
Thu 17-Nov				REHEARSAL	REHEARSAL
Fri 18-Nov				1	1
Sat 19-Nov			1	1	1
Sun 20-Nov			1	1	1
Mon 21-Nov					
Tue 22-Nov					
Wed 23-Nov		1	1	1	1
Thu 24-Nov					
Fri 25-Nov		1	1	1	1
Sat 26-Nov		1	1	1	1
Sun 27-Nov		1	1	1	1
Mon 28-Nov					
Tue 29-Nov					
Wed 30-Nov				1	1
Thu 1-Dec				1	1
Fri 2-Dec			1	1	1
Sat 3-Dec		1	1	1	1
Sun 4-Dec		1	1	1	1
Mon 5-Dec					
Tue 6-Dec					
Wed 7-Dec				1	1
Thu 8-Dec				1	1
Fri 9-Dec			1	1	1
Sat 10-Dec		1	1	1	1
Sun 11-Dec		1	1	1	1
Mon 12-Dec					
Tue 13-Dec					
Wed 14-Dec				1	1
Thu 15-Dec				1	1
Fri 16-Dec			1	1	1

Sat	17-Dec		1	1	1	1
Sun	18-Dec		1	1	1	1
Mon	19-Dec		1	1	1	1
Tue	20-Dec		1	1	1	1
Wed	21-Dec		1	1	1	1
Thu	22-Dec		1	1	1	1
Fri	23-Dec		1	1	1	1
Sat	24-Dec	CHRISTMAS EVE				
Sun	25-Dec	CHRISTMAS				
Mon	26-Dec					
Tue	27-Dec					



Appendix II 2016 Marketing Plan

THE POLAR EXPRESS™ Train Ride
Premier Rail Collection/Santa Cruz & Monterey Bay Railway
Santa Cruz, California

POLAR EXPRESS 2016 Overview

At the Santa Cruz Boardwalk

The Polar Express Story

The annual holiday production of Polar Express The Ride is based upon the classic children's book "The Polar Express", a Caldecott Medal winner for illustration written and illustrated in 1985 by Chris Van Allsburg and adapted as an Oscar-nominated motion-capture film in 2014 starring Tom Hanks and directed by Robert Zemeckis.

Polar Express The Ride

The event production of Polar Express comes alive as families take a magical trip aboard an actual train. Set to the sounds of the motion picture soundtrack, families depart the depot for a journey to the North Pole complete with hot chocolate and cookies served by dancing and singing chefs and elves, with a narrated reading of the book. Upon the arrival at the light-festooned North Pole, Santa boards the train for the return journey providing each child with their very own sleigh bell – just like in the movie! An annual holiday tradition, families are encouraged to wear their pajamas for the ride and join in on the magic of Christmas!

POLAR EXPRESS 2016 STRATEGY

AWARENESS

Launch debut year event with consumer and business groups through a strategic public relations campaign initiated in August

PUBLIC RELATIONS

- Retaining top tier agency Lou Hammond Group
- Identifying targeted influencers, engaging early
- Strategic partnerships that earn media attention

WORD OF MOUTH

Build upon public relations foundation through the use of strategic social media and promotional strategies to build excitement for the new product beginning in September

SOCIAL MEDIA FOCUS

- Engage Pinterest, Twitter and Instagram
- Use Facebook for largest ROI on paid advertising
- Follow and take action on social media posts to improve customer service
- Engage with influencers by sharing content

POLAR EXPRESS 2016 STRATEGY

REACH FREQUENCY

Concentrate advertising in October and November to increase reach frequency in months people are more likely to respond to holiday advertising.

INFLUENCERS

Reach influencers in social media to share content and news. Influencers' opinions who are considered "trusted friends" make recommendations invaluable. Converting these influencers the unofficial spokespeople and ambassadors of the event.

COMMUNITY ENGAGEMENT

Engaging family-centric charitable partners to provide an opportunity early in the production to experience the Polar Express as our guests.

LOCAL OUTREACH

- Identify opportunities to bring the story of Polar Express to the community in advance of the event, e.g. conductor appearance and book readings at local book stores or libraries, advance screening of the Polar Express movie
- Contribute complimentary Polar Express tickets to local charitable organizations focused on families with children; i.e. United Way, Boys and Girls Clubs to enjoy and experience Polar Express

POLAR EXPRESS PRIMARY AUDIENCE



Santa Cruz Population: 262,382

Includes the Santa Cruz, Watsonville, Scotts Valley and Capitola markets



21% of area is Spanish speaking

27,533 **households** with children under 18

62% of population is under the **age of 44**



POLAR EXPRESS REGIONAL AUDIENCE



Greater San Francisco Bay Area Population: 7.6 million

Encompassing San Francisco, San Jose and Oakland

The nine Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma

GDP of \$785.5 billion

Diverse population

- 23.5% Hispanic
- 42.4% White
- 23% Asian
- 6.4% African American

784,045 households with children under 18



POLAR EXPRESS COMPETITION

Untapped Audience

A Santa Cruz location for Polar Express offers the opportunity to attract an underserved audience.

- The closest Polar Express event is at the California State Railroad Museum in Sacramento.
- The relatively small scale CSRM event typically sells out quickly.
- Pent up demand and Santa Cruz's proximity to the Bay Area/Silicon Valley, combined with existing infrastructure and location aligned with the iconic seaside attraction of the Boardwalk, provides an ideal setting for a Polar Express event attracting visitors during an off-season period.
- Forecast 2016 ridership is 25-30,000.

POLAR EXPRESS MEDIA MIX

TRADITIONAL & DIGITAL

Iowa Pacific fields guest surveys to understand factors influencing perception and behaviors. 15% of respondents to our survey admit that advertising influences their purchasing decisions somewhat or very much. Generally this number says more about ego than reality. Consumers are reluctant to admit they can be “sold to”.

Engagement Based on Trust

Our successful marketing approach to social media and experiential marketing suggests that personal recommendations vs. paid advertising influence our guests the most. Social media images and authentic comments from guests and fans resonate with people personally through their preferred social media channels which is infinitely stronger.

Paid Digital vs. Sponsored Content

Traditional TV viewing has declined 30% over the past 5 years; budget traditionally spent on costly TV during the presidential election cycle will be dedicated to digital with a concentration on paid display and sponsored content

POLAR EXPRESS PAID MEDIA MIX

Traditional & Digital

- **Sponsorships**
 - *Local teams (e.g., Santa Cruz Warriors)*
- **Radio**
 - *Predominately in cars*
- **Television**
 - *English and Spanish stations*
- **Community**
 - *Ticket donations to local groups*
- **Print**
 - *Reach visitors and in high traffic areas (e.g., malls)*

POLAR EXPRESS PAID MEDIA MIX

Traditional & Digital

- **Family bloggers**

- *Engage local families to experience Polar Express and spread the word*

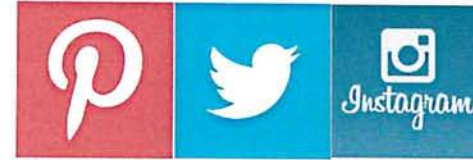
- **Facebook advertising**

- *Tap into technology-driven families*

- **Local chambers**

- *Event centric advertising*

POLAR EXPRESS SOCIAL MEDIA



Contests

- ❖ 12 Days of Christmas social media campaign to run in fall
- ❖ Utilize Instagram for photo contest
- ❖ Shopping spree partnership with online toy company
- ❖ Merchandise for sharing posts
- ❖ Giveaway packages of donated goods and services

Cross Promotion

Utilize current relationships and local influencers as a mutually beneficial relationship

Use all social media avenues to post and promote these partners with the expectation that they will be promoting and posting about our product

Leverage sponsorships wide reach for social media boost

Leverage all **paid media vendors** to incorporate social media into campaign



Believe

Appendix III
Santa Cruz & Monterey Bay Railway
2016 Polar Express Fares*

Off-Peak Departures

<u>Class</u>	<u>Adult</u>	Adult w/ <u>Baby</u>	<u>Child</u>
Standard	\$ 44	\$ 44	\$ 34
First	\$ 64	\$ 68	\$ 54
Diamond	\$ 74	\$ 78	\$ 64

Peak Departures

Standard	\$ 54	\$ 54	\$ 44
First	\$ 74	\$ 79	\$ 64
Diamond	\$ 84	\$ 89	\$ 74

*Fare includes access to the Boardwalk

ATTACHMENT 2

Santa Cruz & Monterey Bay Railway

Polar Express 2016: Financial Projection

Revenue

Gross ticket revenue	
(27,500 pass. @ \$56.88)	\$ 1,564,200
Retail	<u>117,069</u>
Total	<u>\$ 1,681,269</u>

Operating Expenses

Payroll & related	\$ 165,808
Fuel & lubricants	24,985
Supplies & materials	165,441
Warner Bros. royalties	312,840
California State RR Musuem payment	25,000
SCCRTC payment	63,210
Boardwalk tickets	220,000
Boardwalk space rental (est.)	10,000
Travel & related	14,881
Passenger - related supplies	44,020
Misc. operating expenses	<u>77,510</u>
Cost of goods sold	<u>\$ 1,123,695</u>

General & Administrative

Marketing and advertising	\$ 90,000
Other	<u>76,016</u>
Total G&A	<u>\$ 166,016</u>

Contribution	<u>\$ 391,558</u>
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ATTACHMENT 3: North Pole Set Photos



ATTACHMENT 4

From: christy martin
Sent: Thursday, July 28, 2016 7:29 PM
To: info@sccrtc.org
Subject: Polar Express

Hi, I am writing to urge you to reject the proposed Polar Express operating plan. The plan runs trains through surface street crossings during weekday rush hours and will increase traffic backups at already busy intersections. Also, the Roaring Camp Holiday Lights Train already offers service from the Boardwalk that seems to provide the benefits referenced in the proposal, and adding a second service is likely to undermine an established local business. Stopping traffic at critical intersections to run noisy amusement rides through residential neighborhoods is in direct conflict with the RTC's stated objectives to "improve mobility...while improving the region's quality of life". This raises doubts as to how the upcoming transportation tax funds would be managed if a tax payer funded transportation corridor is used as a tourist attraction that creates an unnecessary burden on city residents. I continue to encourage the RTC to limit these types of recreational services to areas outside of residential neighborhoods and city street crossings. Thank you for your consideration, —Christy Martin

From: Brian Peoples
Sent: Friday, July 29, 2016 3:44 AM
To: Sccrtc Info
Cc: Casey Beyer
Subject: No train from Boardwalk to Capitola

RTC, Please do not approve the proposal from Iowa Pacific for a tourist train from Boardwalk to Capitola. This property was purchased with taxpayer dollars for improved mobility across the county, not diesel train rides through our community. This type of use of taxpayer owned property is a great example why I would not support a tax measure that gives you \$600M - you do not have your priorities straight. No on tourist train. Brian Peoples

From: Joe Morici
Sent: Friday, July 29, 2016 6:35 AM
To: info@sccrtc.org
Subject: Please stop Iowa Pacific

Why does the RTC continue to ignore our wishes ?
stop the proposed plan for a dinner train from Santa Cruz Boardwalk to capitola
Rail corridor was purchased for improving transportation, not for diesel train rides through our community. Regards, Joe Morici

From: michael grabill
Sent: Friday, July 29, 2016 7:35 AM
To: info@sccrtc.org
Subject: NO TRAIN

We as a community have a great resource that is not being used for the benefit of all... Please forget train service of any kind and immediately transform that incredibly valuable resource into a trail that we all can use for free... Improve our community!!
Trail, NO TRAIN - Michael Grabill

From: Kristin Tosello
Sent: Friday, July 29, 2016 7:49 AM
To: info@sccrtc.org
Subject: No dinner train

Dear RTC, We don't want a train running through our community. Please be open minded to members of the community and have an open forum to hear about what people actually want. The route could be used well as a trail right now! That would be a beautiful legacy to leave our children and also bring in just as much tourist money as any train would, without being a burden on the community. Say no to the dinner train. - Kristin Tosello

From: Zoe Kunstenaar
Sent: Friday, July 29, 2016 10:53 AM
To: info@sccrtc.org
Subject: Dinner trains

Can't wait! Can I be kept informed of the progress?
I hope that dinner trains can eventually lead to passenger trains and will do all I can to support it!
- Zoe Kunstenaar, MFT

From: Ellen Martinez
Sent: Friday, July 29, 2016 12:41 PM
To: info@sccrtc.org
Subject: Polar Express Train

Please do not approve running a tourist train -- a Polar Express Train -- from the Santa Cruz Boardwalk to Capitola during the 2016 holiday season We do not want a train running through our community. Please use the taxpayer owned rail corridor for improved transportation NOW. Thank you. Ellen Martinez, Santa Cruz County Resident and Taxpayer

From: Chick Webb
Sent: Friday, July 29, 2016 12:43 PM
To: info@sccrtc.org
Subject: "Polar Express" Train Proposal

I have read through all of the information in the Agenda for the 8/4 Commission Meeting regarding this proposal, including all of the attachments. Now, while I'm all for the idea of a "Polar Express" novelty train - even if, judging by those ticket prices, it's definitely going to be a stretch for many of the locals (esp. from the south county) - what I find objectionable (if not unacceptable) is that the plan makes NO mention of how much of the revenue the SC&MB will kick back to the SCCRTC for the privilege of this expanded use of the public's resource. Perhaps this was an oversight, but I doubt it. The rail right-of-way is a public resource and it is the SCCRTC's responsibility to maximize the utility of that resource for the taxpayers of SCC, not the benefit of the SC&MB. If there is no revenue to the SCCRTC generated by this proposal, I strongly object to its approval. The community impact alone requires the SCCRTC to at least get some money out of the deal, never mind the SCCRTC's charter. We all know how much in usage fees the SC&MB has paid since 2012 (\$0). This plan, if approved, will generate hundreds of thousands of dollars for the SC&MB, and the taxpayers should get a big chunk of it. Do not approve any plan that does not put revenues into the SCCRTC's coffers, please. I would add that the Polar Express 2016 Operating Plan (the "Plan") put forward by the SC&MB does not even meet the minimum requirements of such a plan as set out in Sec. 2.4.1 of the ACLA Agreement (<http://sccrtc.org/wp-content/uploads/2011/04/ACLAgreement20121012.pdf>), which states, in part, that "Railway's

Touris Service plan shall include, at a minimum, the proposed seasons, dates and times of operation (including a proposed train schedule), a financial plan and a marketing plan." The Plan included in the meeting packet for 8/4 (starting on pg. 209) does NOT include the required financial plan; it's not even an item in the table of contents. It is completely lacking in details other than the fare structure. This is unlike, for example, their plan for the previously run Train to Christmas town, which went into considerably more details about the cost of operations, expected revenues, etc. Notwithstanding the objections that I raised previously, on the simple basis that the Plan, as tabled by the SC&MB, does not even meet the minimum requirements for such a plan as described in the ACLA Agreement, it should be rejected by the Committee. Thank you for your consideration in this matter.

From: killarney Clary
Sent: Friday, July 29, 2016 1:06 PM
To: info@sccrtc.org
Subject: train

No train guard are necessary if there will be no trains. No expensive tourist trains are necessary. Improve transportation.

From: Jessica McElveny
Sent: Friday, July 29, 2016 1:42 PM
To: info@sccrtc.org
Subject: No Trains Please

Hello - I am writing to implore you to remove the train tracks from Santa Cruz to Aptos and replace them with a paved pedestrian and bike path. The path would be an invaluable piece of infrastructure for the communities of Santa Cruz, Live Oak, Capitola, Rio Del Mar and Aptos. With more and more traffic on the road riding your bike to work is taking your life in your own hands. We need this path to reduce traffic, allow our children to have a safe way to get around town and to encourage the healthy lifestyle we in Santa Cruz County value. Thank you, Jessica

From: annanana
Sent: Friday, July 29, 2016 3:04 PM
To: info@sccrtc.org
Subject: Local Transportation Investment Plan

No trains

From: Derek R. Whaley
Sent: Friday, July 29, 2016 3:37 PM
To: info@sccrtc.org
Subject: Polar Express Train

Greetings RTC Team, I just wanted to express my thanks for brining the Polar Express train to Santa Cruz this winter. I think having a nightly dinner train to Capitola will greatly improve the visibility of the line and the ways in which it can be used to increase the quality of the night life in the county. I think the Polar Express specifically will be a welcome addition since its iconic imagery is loved by children worldwide and our lovely Iowa Pacific locomotives already look the part. Here's to many more years of railroading in Santa Cruz County! Sincerely,– Derek R. Whaley
www.santacruztrains.com

From: Mick & Jan Adamson
Sent: Friday, July 29, 2016 3:46 PM
To: info@sccrtc.org
Subject: Polar Express - YES!!!

Thank you for allowing the Polar Express to come to town. This train will bring in tons of tourist dollars and keep our rail line viable and active! In advance we say "Thank You!"
Mick & Jan Adamson

From: Jim Middleton
Sent: Friday, July 29, 2016 4:13 PM
To: info@sccrtc.org
Subject: Train service

Please do not trivialize the corridor. This is for transportation not for dinner service!
Jim Middleton-Westside Santa Cruz

From: david van brink
Sent: Friday, July 29, 2016 5:19 PM
To: info@sccrtc.org
Subject: Thank you for Polar Express!

Hi, 28 year resident and homeowner on the West Side. Thank you for facilitating the Boardwalk/Capitola Polar Express, I look forward to riding it. -- David Van Brink

From: Paul Nolan
Sent: Friday, July 29, 2016 5:41 PM
To: info@sccrtc.org
Subject: Iowa Pacific Polar Express train

Hello. I fully support Iowa Pacific running a polar express train during this holiday season. It would be a fantastic ride for everyone. - Paul Nolan

From: Janie Soito
Sent: Friday, July 29, 2016 6:52 PM
To: info@sccrtc.org
Subject: Thank you!

Thank you for approving the Polar Express train!! I really appreciate all uses of our rail system so that the possibility of using it for passenger service in the future remains viable. A trail only option is elitist and will not serve our disabled populations like the possibility of passenger rail would.
Sincerely, Janie Soito, Watsonville CA

From: Julie Montgomery
Sent: Friday, July 29, 2016 11:31 PM
To: info@sccrtc.org
Subject: Support the train

I am writing to voice my support for active trains on the tracks in Santa Cruz county. Future rail transit options must be preserves. In the meantime, occasional event trains seem like a good idea and should be encouraged. Regards, Julie Montgomery

From: Glen Aby
Sent: Saturday, July 30, 2016 6:59 AM
To: info@sccrtc.org
Subject: Trails project

To Whom it may concern, I want to voice my concern over the potential Napa train cutting through the city. It would be nice for tourists and whoever profits from it, but even the majority of tourists would resent the added traffic and congested feeling. A trail would keep things open and be a delight for all. Monteys trail through town is an attraction, and helps support a sense of community. Thanks -Glenn Aby

From: G Craig Vachon
Sent: Saturday, July 30, 2016 8:57 AM
To: info@sccrtc.org
Subject: Please don't let the trains happen

Please say "no" to train rides through our community. These trains pollute in multiple ways [diesel exhaust, noise and visual]. Pls don't allow these trains to blight our community. - G Craig Vachon

From: Barry Scott
Sent: Saturday, July 30, 2016 3:19 PM
To: info@sccrtc.org
Subject: Letter of support for the Iowa Pacific planned Polar Express excursion trains.

Dear Commissioners, I've read the discussion and fully support permitting the proposed operation of holiday excursion trains between the Boardwalk and Capitola as described in the attachment to the agenda for August 4, 2016. Our relationship with the common carrier, Iowa Pacific, is mutually beneficial and our acquisition was made possibly in part through their cooperation. While we continue planning the rail trail and investigating passenger rail transit, it's good to put the asset to use for the enjoyment of residents and tourists. Therefore, I fully support allowing them to make the required improvement and run passenger trains as planned.

From: Jack Brown
Sent: Saturday, July 30, 2016 5:34 PM
To: info@sccrtc.org
Subject: Crossing Guard and Dinner Train opposition

To Whom It May Concern,I have been informed that once again the train tracks are trying to be used for purposes other than their intention. I have heard that there is now plans for a dinner train to travel on the tracks. Not only is this not a commuter use of the the tracks, it is highly polluting, noisy and unsafe means of serving a meal. Please refrain from allowing for any such use of the tracks for this purpose. The train tracks have pretty much proven theselves to be non-economically

viable and it's time we truly go forward with a rail-bank initiative so we can get use of this resource as a trail. We have also heard that up to \$250,000 will be spent for crossing guards in Aptos. If there is no train, why do we want to waste money on a crossing guard? My family and I would really appreciate if you managed taxpayer money in a more responsible manner.
Respectfully, Jack Brown

From: Susan Reddington
Sent: Sunday, July 31, 2016 6:18 AM
To: info@sccrtc.org
Subject: Polar Express Train

Please don't approve the Polar Express Train from SC Boardwalk to Capitola during holiday season 2016!!!!!! The last Holiday train that went through Santa Cruz Westside was horrible - talk about noise pollution. There have to be better ways to celebrate the holidays. PLEASE NO TRAIN!!!
Susan Reddington

From: Scott Owen
Sent: Sunday, July 31, 2016 6:24 AM
To: info@sccrtc.org
Subject: Please No Tourist Trains

I have become aware of a proposed "tourist train" for the holidays. Please, No Polar Express Train from the Santa Cruz Boardwalk to Capitola during the 2016 holiday season. We do not want a train running through our community. Please use the taxpayer owned rail corridor for improved transportation NOW. A positive step would not include this which would upset the residence who actually live here and our impacted so much already by the huge number of visitors to the town.
Scott Owen

From: Brian Peoples
Sent: Sunday, July 31, 2016 6:33 AM
To: Regional Transportation Commission
Cc: Zach Friend; Casey Beyer; Don Lane
Subject: No to Excursion Trains from Boardwalk to Capitola

RTC Please do not approve the excursion trains from Boardwalk to Capitola. The rail corridor was purchased for improving transportation, not for tourist trains running through our community. Approval of this excursion train will send the wrong signals to the community of RTC's strategy on using the rail corridor and will surely have a negative impact on the transportation tax measure. Trail Now is already getting responses by followers that "RTC can't be trusted". We need to reverse this message and build support for tax measure. We encourage RTC to wait before approval of excursion trains until alternative approaches can be discussed with the community.
Thanks,
Brian People, Trail Now

From: Dan Kambitsch
Sent: Sunday, July 31, 2016 6:52 AM
To: info@sccrtc.org
Subject: tourist train

No Polar Express Train from the Santa Cruz Boardwalk to Capitola during the 2016 holiday season. We do not want a train running through our community. The alleged point of acquiring the rail line was to improve transportation in Santa Cruz County. We fail to see how running a tourist train will do anything but the opposite. Drawing more tourists into the area will only add to the already crushing traffic burden while imposing horrible noise on the nearby residents. The Santa Cruz County Planning Dept. has done this whole rail plan backwards, acquiring the railway and investigating whether it is feasible to run a commuter train and determining its costs and benefits afterward. The railway is not economically feasible, would do little to improve transportation, and would be a tax burden forevermore. It's time to cut our losses and forget about the train. Running a tourist train would be counter to any of the alleged goals of the railway. It would be a detriment to the quality of life to all the local residents and would only benefit a few already wealthy businesses. - Dan Kambitsch and Christine Young

From: Donald Hicks
Sent: Sunday, July 31, 2016 7:30 AM
To: info@sccrtc.org
Subject: No Polar Express

Please do not approve the Polar Express train and instead help our communities terrible traffic congestion by converting the rail corridor to bike use as soon as possible. - Jay Hicks

From: ctoldi
Sent: Sunday, July 31, 2016 7:31 AM
To: info@sccrtc.org
Subject: Strong opposition to proposed holiday train

I am utterly opposed to having a holiday tourist train run from the Boardwalk to Capitola, as is being considered. Please do not approve this proposal. This usage does nothing to improve our transportation issues, and would have a VERY detrimental impact on the peace and quiet of our Live Oak neighborhood.

From: Shelle Thomas
Sent: Sunday, July 31, 2016 7:44 AM
To: info@sccrtc.org
Subject: Tourist train in Capitola

We object to a Christmas tourist train to Capitola, too disruptive to the neighborhood community, especially with a concessionaire who has paid nothing. Just say No!
- George & Shelle Thomas

From: Bill Gray
Sent: Sunday, July 31, 2016 8:07 AM
To: info@sccrtc.org
Subject: Theme train

Please stop the folly. The proposal calls for passenger rail, NOT Christmas trains. Let us move forward. Pulling up the rails as passenger trains will NEVER pencil out. Snatch victory from the jaws of defeat. Please end the folly, - Bill Gray, PhD

From: Gina Colfer
Sent: Sunday, July 31, 2016 8:31 AM
To: info@sccrtc.org
Subject: Tourist train proposal

To whom it may concern, I am a tax paying citizen living in Aptos. I would love to see a world class trail built in place of a train or tourist train. Instead of a tourist train, have people rent bikes and ride to Capitola. Environmental tourism!! A train in any respect would not alleviate traffic, whereas a trail would. Many people commuting or just wanting to go downtown would use the trail on their bikes and not get into cars. This would help alleviate traffic! Let's do what's right and get people out walking and on their bikes! The surface streets are too dangerous for that! Be smart and do the right thing for our community. We are too progressive to go backwards. Put a trail in now! Thank you! - Gina Colfer

From: David French
Sent: Sunday, July 31, 2016 9:15 AM
To: info@sccrtc.org
Subject: Yes - Polar Express Train

Please allow the Polar Express Train from the Santa Cruz Boardwalk to Capitola during the 2016 holiday season. Thanks, David French, Aptos

From: Michael Lesh
Sent: Sunday, July 31, 2016 9:56 AM
To: info@sccrtc.org
Subject: No Polar Express train from the Boardwalk to Capitola!

I oppose the holiday tourist train you are proposing from the Boardwalk to Capitola. This is an intrusion into my peaceful daily life, with blaring horns (noise pollution) and dirty diesel smoke (air pollution). Can we please just get a trail for bicyclists and pedestrians built already? I thought the idea was to REMOVE cars from the roadways and this proposal does NOTHING to accomplish this goal. - Michael Lesh, Santa Cruz

From: Andrea Miller
Sent: Sunday, July 31, 2016 10:11 AM
To: info@sccrtc.org
Subject: Capitola Train - RAIL SUCKS!

To Whom it may Concern, I feel rail in the Santa Cruz County should be turned into a pedestrian/bike trail asap. Model it on the Monterey Trail. We will then have a World Class Trail and attract more visitors than a Dinner Train ever could! Residents could commute and run errands by bicycle. If someone wants to ride a train, go to Roaring Camp! NO = Capitola Dinner Train / Polar Express Thanks, - Andrea Miller, Seacliff Beach, Aptos

From: Rob Martin
Sent: Sunday, July 31, 2016 11:13 AM
To: info@sccrtc.org
Subject: Tourist train concern

Hello, We are concerned about plans for having a tourist train run from Santa Cruz to Capitola. We do not support a train running through our community. We prefer that the rail corridor be used for a hike/bike trail, which will improve overall transportation in the community.
Sincerely, Rob Martin

From: Steven Henderson
Sent: Sunday, July 31, 2016 11:29 AM
To: info@sccrtc.org
Subject: Against a Tourist train

I just heard that there are plans for a tourist train between Capitola and the Santa Cruz boardwalk. At first glance it may seem like a good plan but I believe that the rail corridor would be much better utilized by converting it to a bike/walking trail. This would benefit the area economically and transportation wise without the downside of a train running through the community. New businesses may be created to rent bikes to tourists who would like to ride the trail. Without the noise and traffic disruption caused by a train. - Steve Henderson

From: J. Norene Huber
Sent: Sunday, July 31, 2016 2:52 PM
To: info@sccrtc.org
Subject: Train from SC to Capitola

Please...no train from Santa Cruz to Capitola! Capitola's infrastructure cannot support this and it would be disruptive for residents. Thank you.

From: caryl smith
Sent: Sunday, July 31, 2016 6:23 PM
To: info@sccrtc.org
Subject: No train please

Hello all concerned with this subject, I am a local Capitola resident for over 35 years and when my son was a toddler, we enjoyed having the train come thru one time a day at 4:00 .. Slow , steady.. the conductors waving to the children.. Non-invasive, fun !! The proposed idea of a train running all day from the sc. boardwalk to capitola village is upsetting if not a waste of our money which we're trying to get use of for locals.. Bike lanes, walking lanes that are safe for us !! I am urging you: NO POLAR EXPRESS!! Please use our taxpayer \$\$ toward improved transportation for our local community. Thank you, Caryl Smith, capitola resident

From: Lynne Strud
Sent: Sunday, July 31, 2016 8:45 PM
To: info@sccrtc.org
Subject: Holiday Train

I am not in favor of the Holiday Train passing close to our senior mobile home park several times during the holiday season. The horns are loud and disruptive. If the train ran only once a day, that would mitigate the problem. But several trips and almost nonstop horn blowing, which is what I perceived last year's train to produce from the KSBW news link, would not be acceptable. There is a rest home next door to us which is right on the railroad tracks, and I'm sure the loud train horn would also be disruptive to the elderly people living there. Thank you for taking us into consideration if and when you plan the 2016 schedule of the "Train to Christmas Town."
- Lynne Strudlowski

From: Randall Nacamuli
Sent: Sunday, July 31, 2016 9:42 PM
To: info@sccrtc.org
Subject: No Polar Express

No Polar Express Train from the Santa Cruz Boardwalk to Capitola during the 2016 holiday season. We do not want a train running through our community. Please use the taxpayer owned rail corridor for improved transportation NOW. Furthermore, recent feedback suggests that the current RTC plan does not include adequate trail width for the significant use it would see per USDOT guidelines. - Randall

From: Carla Carstens
Sent: Sunday, July 31, 2016 11:51 PM
To: info@sccrtc.org
Subject: WE DO NOT WANT A TRAIN ON THE RAILS THIS HOLIDAY SEASON

To Whom It May Concern: We have heard that Iowa Pacific is proposing a 'Roaring Camp' type train excursion this holiday season from the Boardwalk to Capitola. WE ARE CLEARLY AGAINST THIS PROPOSAL! The rails are better used for a walking gravel trail, and as they are owned by the taxpayers, it is important to voice my disdain for this idea. Any deviance (i.e, a Polar Express train for the Holidays) will muddy the waters for the best future use of the rails! Thank you for your time, and please heed my, and many other taxpayers, request!!
Regards, Carla Carstens

From: Bonnie Keet
Sent: Monday, August 01, 2016 8:25 AM
To: info@sccrtc.org
Subject: holiday train extended to capitola

Anything you can do to reduce traffic on route one at any time of year, I am alllllll for. So, yes to a holiday train. Be the Change: Bonnie Keet

From: Will Mayall

Sent: Monday, August 01, 2016 9:33 AM

To: John Leopold; Bruce McPherson; Ed Bottorff; Karina Cervantez; Dennis Norton; Jimmy Dutra; Greg Caput; Zach Friend; Tim Gubbins; Cynthia Chase; Don Lane; SCCRTC
Subject: Polar Express Train endangers TRIP

The proposed Polar Express Train does nothing to improve transportation in Santa Cruz County, gives the appearance of endorsing trains in the rail corridor, and endangers TRIP. Please deny the application from Iowa Pacific to run the Polar Express train. - Will Mayall, Santa Cruz

From: joe martinez

Sent: Monday, August 01, 2016 9:41 AM

To: info@sccrtc.org

Subject: Polar Express Operation Plan

Commissioner's, On August 4th you hear a request from Iowa Pacific to begin operating a tourist train. It is imperative that each of you vote to deny Iowa Pacific's request. A train of any type running on our corridor is not what our community wants or needs. Regards, Joe Martinez

From: Lynn Dunn

Sent: Monday, August 01, 2016 9:56 AM

To: info@sccrtc.org

Subject: No Holiday Train Rides

Hello SCCRTC, We do not support holiday train rides, we support removal of the train rails and development of the healthy body alternative of bike trails for our family and friends and visitors. Promoting healthy lifestyles reduces medical costs for families and the city and county of santa cruz. Thank you, - Lynn Dunn & Charles Reimers

From: Kathy Sinnott

Sent: Monday, August 01, 2016 12:25 PM

To: info@sccrtc.org

Subject: SC to Capitola Dinner Train

Dear SCCRTC, The proposed plan for a dinner train from Santa Cruz to Capitola is crazy. Have you looked at the traffic congestion lately? When the Roaring Camp train passes by the round-about at the wharf and boardwalk, traffic backs up into the Downtown and out to Steamer Lane! Do you not realize that with the "dinner train" this same problem will occur at every street crossing between Santa Cruz and Capitola? Traffic congestion is already bad enough throughout the greated Santa Cruz area without trains! Rail corridor was purchased for improving transportation, not for diesel train rides through our community. There's no way that the "rail with trail" to Wattsonville will help either. The only sane way to use the train corridor is to remove the tracks and create a path. Make it easier and safer for people to walk and ride their bikes. These rail plans will only benefit a few investors. If you want to benefit the community and the local businesses, build pathways for people, not trains! -Kathy Sinnott

From: Ray Wolfe

Sent: Monday, August 01, 2016 4:57 PM

To: info@sccrtc.org

Subject: Train Santa Cruz to Capitol

Not in interest of county residents

From: Leslie Jaquith

Sent: Monday, August 01, 2016 11:24 PM
To: info@sccrtc.org
Subject: Concerned citizen

To whom it may concern, It has come to my attention that there is a proposal for a dinner train to run between Santa Cruz and Capitola as a tourist attraction. This is very concerning as I own a house that sits right on the railroad tracks at 30th Ave. I am a local Santa Cruz resident that has worked hard for the ability to own a home in my hometown. In the past there have been problems with many complaints of trains running late in the evening. The signal that notifies the train is coming is very loud, sometimes gets stuck on and has run for over an hour which is really worse than the actual train. This will bring noise pollution and air pollution into our local neighborhoods. It will negatively effect the property values along the tracks and in the vicinity as well as it will discourage renters in those areas taking away from locals needing income to pay there mortgage. Many people use the tracks as a pathway to walk their dogs and as a shortcut through neighborhoods. It's a place where community meetings happen amongst evening walks. The tracks would no longer be a safe place to walk and in allowing the evening train to happen you will be taking away from our community to give to a company based out of Illinois. It will bring constant and numerous complaints as no one buys million dollar homes in Santa Cruz to become part of a tourist attraction created by a company based out of Illinois! Keep Santa Cruz local!
Thank you, Leslie Jaquith

From: Ryan Whitelaw
Sent: Tuesday, August 02, 2016 7:08 AM
To: info@sccrtc.org
Subject: Polar Express Train

I'm writing asking the RTC to oppose the Polar Express tourist train. I've reviewed the business plan provided by Iowa Pacific, and their numbers are optimistic at best. Historically, Iowa Pacific has averaged 6,000 passengers per year with their seasonal tourist train. Somehow, bookings are expected to increase over 400% by re-branding the train and moving departures to the Boardwalk? Keep in mind, the train already departed from the Boardwalk in 2012, which created quite a stir among Westside residents due to the noise and disruption. In the end, the train rides in 2012 were cut short from January 6 to December 24 due to low bookings. Iowa Pacific has paid \$0 in rent for freight and passenger train service to date. There is nothing to suggest this will change. Even under the most fantastically optimistic scenario, the RTC is poised to gain a few thousand dollars. Is this really worth the noise and disturbance the train will cause to our community? Santa Cruz County already has a tourist train. Iowa Pacific should continue departures via Watsonville and essentially occupy the corridor rent free. This scenario provides the least amount of disturbance to our community, and fulfills Proposition 116 requirements.
Regards, Ryan Whitelaw

From: Contact Request Form [<mailto:admin@sccrtc.org>]
Sent: Monday, August 01, 2016 3:48 PM
To: info@sccrtc.org
Subject: New submission from Contact Form

Name
Vicki Malandra
Subject
Tran from SC to Capitola
Your Message
I am a resident of Capitola and live near the railroad tracks. I am very much against this

"Holiday" train concept as I personally witnessed the train on Westside Santa Cruz near Mission Street. It was very loud-and disturbing to anyone nearby. I think it is a bad idea for the residents of Capitola and I implore you to find another way of creating income or a way to pay for your purchase of the rail corridor.

From: David Devries
Sent: Tuesday, August 02, 2016 8:23 AM
To: info@sccrtc.org
Subject: No Train rides through our community.

I am a long long time Santa Cruz resident. Absolutely a horrible idea to have a train ride through our town. Just like the horrible idea to put a desal plant on the Westside or the huge parking structure on Westcliff and Bay that was in the works at one point. By the way the water fountain by ideal fish company by main beach is still broken. How about making sure what we have works

From: David Steinbruner
Sent: Tuesday, August 02, 2016 4:08 PM
To: 'info@sccrtc.org'
Subject: Iowa Pacific Christmas Train to Capitola.

I am very pleased to learn that Iowa Pacific plans to use the tracks to run some trains to Capitola this coming Christmas. This is excellent news. Please encourage IP to all they can to keep a presence on the rails in any way they can to keep the idea that "Oh....right, we *can* go places via rail." In the public eye. I would also like to know the status of the proposed Golden Gate Railway museum move to Santa Cruz. Is that a go? Anyway, the more rail the merrier. Why not encourage IP to go all the way to Aptos on their Christmas runs?
Sincerely, D. Pureheart Steinbruner

From: Ken Maus
Sent: Tuesday, August 02, 2016 6:52 PM
To: info@sccrtc.org
Subject: New submission from Contact Form

Name
Ken Maus
Subject
Trains for Tourists from Santa Cruz to
Your Message
Rail needs to stay where it is throughout Santa CruzCounty. A Christmas Train during the December Months running to Capiitola Depot Hill, or Watsonville from Santa Cruz Boardwalk would be well received. Thhe sooner trains, passenger, freight, or even mixed begin operating on the rr right of way, the better. Please waste no more time The Santa Cruz & Monterey Bay Railway has been advertising in Trains Magazine monthly about Special Events Trains in Santa Cruz county with no trains to ride on our Santa Cruz Line.

From: David Criswell
Sent: Tuesday, August 02, 2016 10:10 PM
To: info@sccrtc.org
Subject: Tourist Train

I oppose the proposed dinner train. I think it's a terrible idea to have loud, dirty diesel trains running through quite neighborhoods. It's of no value or benefit to any of the locals. It's just dirty and noisy! David Criswell, Boulder Creek

From: Ron McMinn
Sent: Wednesday, August 03, 2016 10:57 AM
To: info@sccrtc.org
Subject: Tourist train proposal

To Whom it may concern,
We are writing to express our opinion regarding the tourist train proposal for the rail corridor between Santa Cruz and Capitola. We are strongly against any use of the rail corridor that would not be used to improve transportation for Santa Cruz County residents. If this proposal is approved it would certainly motivate us to vote against the upcoming ballot proposal to fund transportation improvements in the county. As you know, we already have a tourist train just a few miles away at Roaring Camp and certainly do not need another. Thanks for your consideration of our position.
Ron and Cathy McMinn, Aptos, CA

From: David Faulkner
Sent: Wednesday, August 03, 2016 12:01 PM
To: info@sccrtc.org
Subject: Yes Polar Express tourist train

Greetings, I am writing to you to voice my support of a tourist train operated by Iowa Pacific on our newly acquired rail corridor. The economy of Santa Cruz is based on tourism. We need to take care of our tourists just as a business needs to take care of their customers. Our local businesses will benefit from incidental tourist dollars as a result of this Roaring Camp type of tourist attraction.
Sincerely, David Faulkner, Santa Cruz, CA

From: Bill Delaney
Sent: Wednesday, August 03, 2016 3:25 PM
To: Regional Transportation Commission
Subject: Polar Express

Consideration of the proposed 2016 Polar Express is not appropriate at this meeting.

RTC staff is recommending approval of an appalling, albeit incomplete, proposal to operate a train on 23 days between November 17th and December 23rd with the last train destined for "the Capitola area" departing the Boardwalk at 7:30 pm and returning about 8:30 pm. The proposal is incomplete because the location of the North Pole display has not been determined nor has the City of Capitola been advised of need for a ground display. Maybe use of County property at the Simpkins Swim Center would be appropriate and fit the bill. Such an alternative would have a significant financial impact by reducing the need for new track by about two miles.

It is a greedy and appalling proposal that would impose significant adverse effects on residents and evening commuters in one of only three available commute corridors. It appears that RTC staff

does not see fit to represent the public by analyzing those impacts. Nor has RTC staff seen fit to analyze the finances of this project which includes a major track upgrade to meet federal safety standards.

Nor has RTC staff evaluated variations on the proposal that would ameliorate the public impacts. Moving the location of the turnaround point [aka North Pole] from Capitola to Simpkins, for example, would be one such improvement. Similarly ending the operation before rush hour by eliminating the proposed 5:30 and 7:30 departures from the Boardwalk would have obvious benefits for the public.

In any event, this project has been presented to the RTC in an incomplete and ill-considered fashion and should not be approved at this meeting.

Bill Delaney
Capitola

From: Deb Molina
Sent: Wednesday, August 03, 2016 8:15 PM
To: info@sccrtc.org
Subject: New submission from Contact Form

Name
Deb Molina
Subject
Tourist Train
Your Message
The Christmas Train on the Westside was widely criticized by folks who live on that side of town. Many people complained about the house and ticket sales were so low that they cancelled some trains. Why in the world are you considering a Christmas train on the Eastside? Is this a share the pain kind of idea? There already is a Christmas tourist train. One is enough. No Eastside tourist train!

From: Lyn Hood
Sent: Thursday, August 04, 2016 12:23 PM
To: Amy Naranjo
Subject: Re: Commission Meeting to discuss transportation plan project list

I am against the holiday train from Santa Cruz to Capitola. It will disrupt our neighborhoods and should never be subsidized.

Thank You,

Lyn Hood

From: Dee Vogel
Sent: Thursday, August 04, 2016 12:30 AM
To: info@sccrtc.org
Subject: Polar Express and related

Dear Don Lane, and members of the RTC,

I am writing about the proposed "Polar Express" train. I urge you not to support it.

We live about a half block from the tracks and in past years, the sound of the train going by several times a week has been rather pleasant. But when the Train to Christmas Town started a couple years ago, it was horrible. We started calling it the Train to Crazy Town. The blasts went on and on within our hearing for 4 to 5 minutes, and the horns beeped 34-45 times (I counted)! Some of the blasts lasted 6 to 8 seconds or more! Dinner conversation with guests had to be suspended while the train was going by because the interruptions made conversation impossible for several minutes. It went on during dinner and as late as 8:30 pm! The train noise interrupted performances of Music for the Feast of Christmas at Holy Cross Mission the first weekend in December - a 30-year tradition in this town. The music was being recorded and the train noise was quite prominent around 8:20 pm. I attended a holiday fair at New Leaf Market and the train seemed to go by about every half hour. The noise was incessant, and so loud it caused many people to cover their ears. Many people on my street and adjacent streets are very upset, and feel the railway company should install crossing gates at every street so the train does not have to blow its horn.

Now, I enjoy the glowing faces of little children as much as the next person, but must the peace of all neighborhoods in the train's path be destroyed? And what if it were to become a year round sightseeing thing? I dread the summer, when we like to work in the garden or have friends over for barbecues in the back yard - it will be impossible to be outdoors if the train is running. I think the question should be asked about the seasonal train: are we willing to trade the peace of our neighborhoods to wring out a few more tourist dollars? When do we reach the point of diminishing returns? I hope you will do something about this horrible intrusion into our lives. When the train is running, we literally have no peace.

In terms of the larger Rail and Trail project – really? As a bike and trail pathway it makes sense, but otherwise this thing is never going to pay off and probably won't ease the traffic unless it does become a bike and walk trail. I've been baffled at why the RTC seems so obsessed with this. If an agreement to maintaining a rail system was part and parcel of acquiring the rights, then a big mistake was made. We don't have the infrastructure to support it as a viable alternative transportation for a significant number of people because there aren't enough timely local buses at terminal points to make it efficient. I support a bike and walk trail and it could be such a rich resource! It could incorporate dog parks, coffee kiosks and small snack restaurants, community gardens, pocket parks, natural history interpretive signage, those – what do you call them – where fitness equipment is set up along the route. The incredible amount of money that would be spent upgrading trestles and renewing the rail system could be much better spent on a world class county trail that would be the crown jewel of all our efforts to preserve green space over the years. I urge you to consider a trail-only proposal before the process reaches the point of no return.

Thank you for all your hard work.

Sincerely,

Dee Vogel

From: Linda Martin
Sent: Saturday, August 06, 2016 8:58 AM
To: info@sccrtc.org
Subject: "Polar Express"

NO ON THIS PROPOSAL We can barely navigate around town under normal circumstances. This "Polar Express" train proposal would make matters much worse. Use your time thinking of ideas that would help eliminate traffic problems, not create them.

Thanks,

Linda Martin

From: Dixie Guzzo
Sent: Sunday, August 07, 2016 4:11 PM
Cc: info@sccrtc.org
Subject: Polar Express Train

As a resident of Capitola I wish to register my complaint of any approval of the use of the Polar Express Train!

The traffic situation here in our area is terrific and the 4 times a day train would acerbate our problems.

In addition, I would like to point out the awful traffic problem at the corner of Clares and 41st at all times of the day where the traffic backs up and blocks the intersection. I live between Clares and

Wharf Road here in Capitola and have never once seen a police presence there or anyone stopped and ticketed.

Is there anything that can be done about this problem?

Dixie Guzzo

Capitola, CA

From: chris dan
Sent: Monday, August 08, 2016 7:39 PM
To: info@sccrtc.org
Subject: tourist train

No! No to any tourist train, of any type at any time!

The railway was proposed as a commuter train to relieve traffic congestion. A tourist train ("Dinner Train") is the exact opposite of that purpose!

Listen to the people of the community for a change instead of the Chamber of Commerce people.

Dan and Chris

-----Original Message-----

From: Jennifer Shaw
Sent: Monday, August 08, 2016 9:21 PM
To: info@sccrtc.org
Subject: Comments on road priorities as suggested in the Sentinel

I've lived in the County (Aptos and Capitola) since 1971. I emphatically request that you NOT put any funds toward railroad acquisition, repair, start-up, etc. We need the funds for MAINTENANCE OF OUR EXISTING ROADS, which we all know are falling apart. I do not believe a rail line would relieve the road congestion at all, but mostly I do not believe that should be a priority for use of our limited funds!

Let's all hope the ballot measure passes in November. I greatly appreciate your dedicated work on our roadways.

Jennifer Shaw

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