

# **California Passenger Rail Network Integration**

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## **The Passengers' Perspective**

**2014 California Passenger Rail Summit  
Los Angeles, CA - April 3, 2014**

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Capitol Corridor Joint Powers Authority

An aerial photograph of a large iceberg in the middle of a deep blue ocean. The iceberg's surface is white and jagged, while its submerged portion is a dark, vertical wall of ice. Two blue callout boxes with white text are connected to the iceberg by thin blue lines. One line points from the top box to the visible peak of the iceberg, and another line points from the bottom box to the massive submerged base.

Customer experience

Supporting the customer  
experience



eTicketing

Annual TRAIN INFORMATION									
Train No.	From	To	Class	Rate	Remarks	Train No.	From	To	Class
1001	Calcutta	Howrah	1st	100		1002	Howrah	Calcutta	1st
1003	Calcutta	Howrah	2nd	50		1004	Howrah	Calcutta	2nd
1005	Calcutta	Howrah	3rd	25		1006	Howrah	Calcutta	3rd
1007	Calcutta	Howrah	4th	10		1008	Howrah	Calcutta	4th
1009	Calcutta	Howrah	5th	5		1010	Howrah	Calcutta	5th
1011	Calcutta	Howrah	6th	2		1012	Howrah	Calcutta	6th
1013	Calcutta	Howrah	7th	1		1014	Howrah	Calcutta	7th
1015	Calcutta	Howrah	8th	0.5		1016	Howrah	Calcutta	8th
1017	Calcutta	Howrah	9th	0.2		1018	Howrah	Calcutta	9th
1019	Calcutta	Howrah	10th	0.1		1020	Howrah	Calcutta	10th





Current statewide passenger air  
customer interface is less than optimal





Need to avoid this communication/  
info transfer system





# The CA HST IOS

- Physical Infrastructure
  - Extensive public works project
  - Admirable engineering and construction feat for California
- Yet need to focus on customers' experience
  - in San Diego?
  - in San Francisco?
  - in Sacramento?


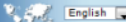



# Customer Touch Points 17 just in this picture



# Customer Touch Points EVERYWHERE!



**AMTRAK**    Your Virtual Assistant Ask me a question

Home Timetables Stations Routes Deals Plan Join Guest Rewards

► Login ► Register

**TICKETS STATUS SCHEDULES MY TRIP**

Buy Tickets Redeem Points Other Discounts

Passengers with a Disability  
☒ One-Way ☐ Round-Trip ☐ Multi-City

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To  [Find a Station](#)

Departs  Time

Adults (13-61)  Seniors (62+)  Children (2-12)  Infants (under 2)

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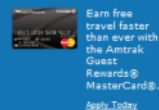
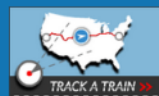
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Somebody establishes and maintains these

# Supporting those Customer Touch Points

All the elements in a tree structure that support a unified customer experience





# Integrated Passenger Safety & Communications Services (IPSCS)

## Safety/Security

## Ticketing

Security Center  
Security Camera Program

- On train
- Stations
- Maintenance Yard
- Right-of-Way
- Conductor Hand-held

ATV

Ticket Machines

**Servers,  
Databases,  
& Wireless/Wired  
Networking**

Ticketing Enhancement

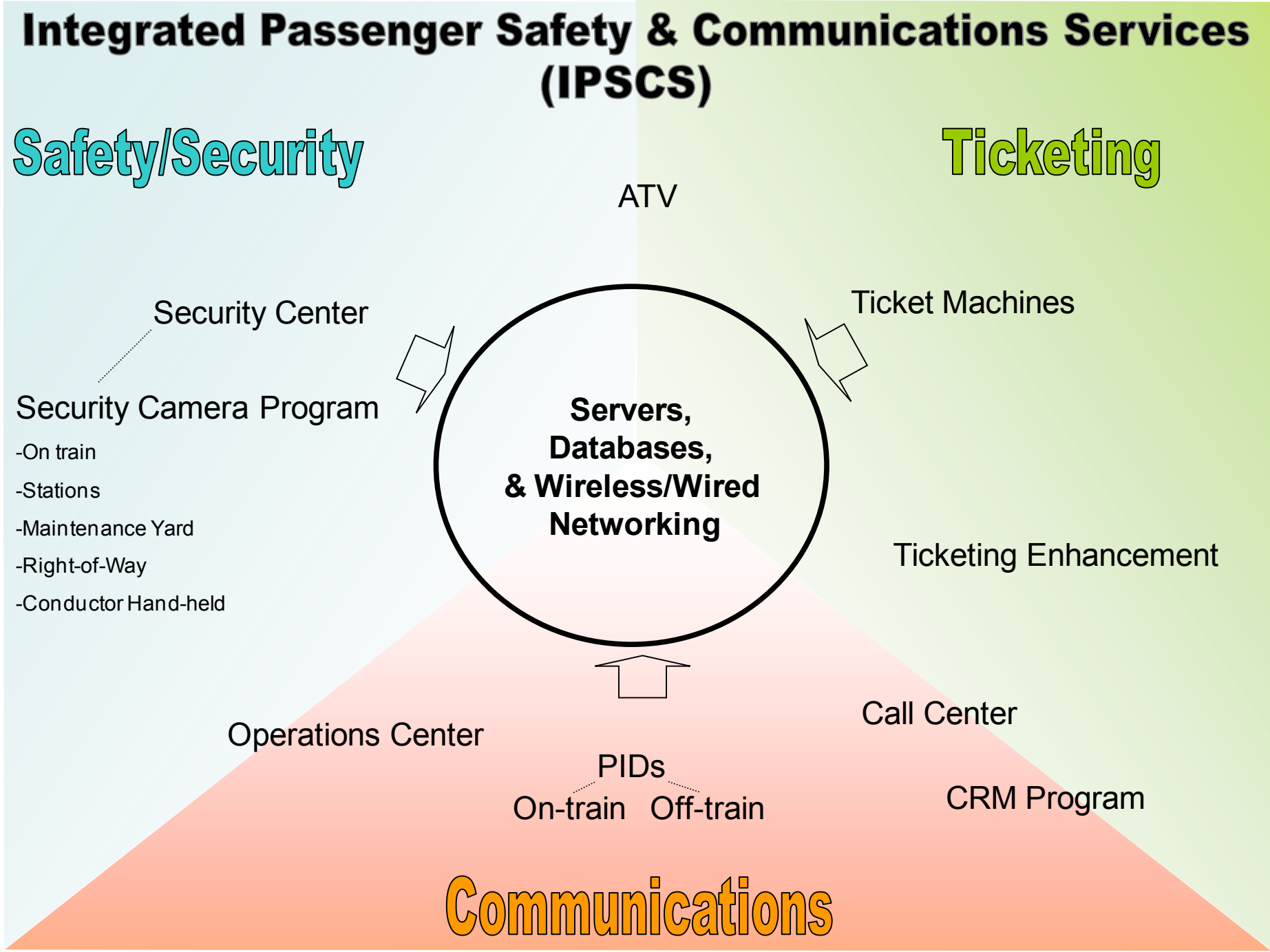
Operations Center

Call Center

PIDs  
On-train Off-train

CRM Program

## Communications



# Barrier-Free Customer Interface

- Ticketing
  - Webpage
  - Ticket kiosk
- Station signage/communication
  - Safety, directions, connections, etc.
- Service updates/alerts
- On-train experience
  - Safety
  - Food service
  - WiFi
  - On-Board Information Systems

Unified  
Look  
and Feel





**THANKS FOR  
YOUR ATTENTION!**



**QUESTIONS?**