

California Passenger Rail Network Integration

The Passengers' Perspective

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

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Capitol Corridor Joint Powers Authority



Customer experience

Supporting the customer
experience



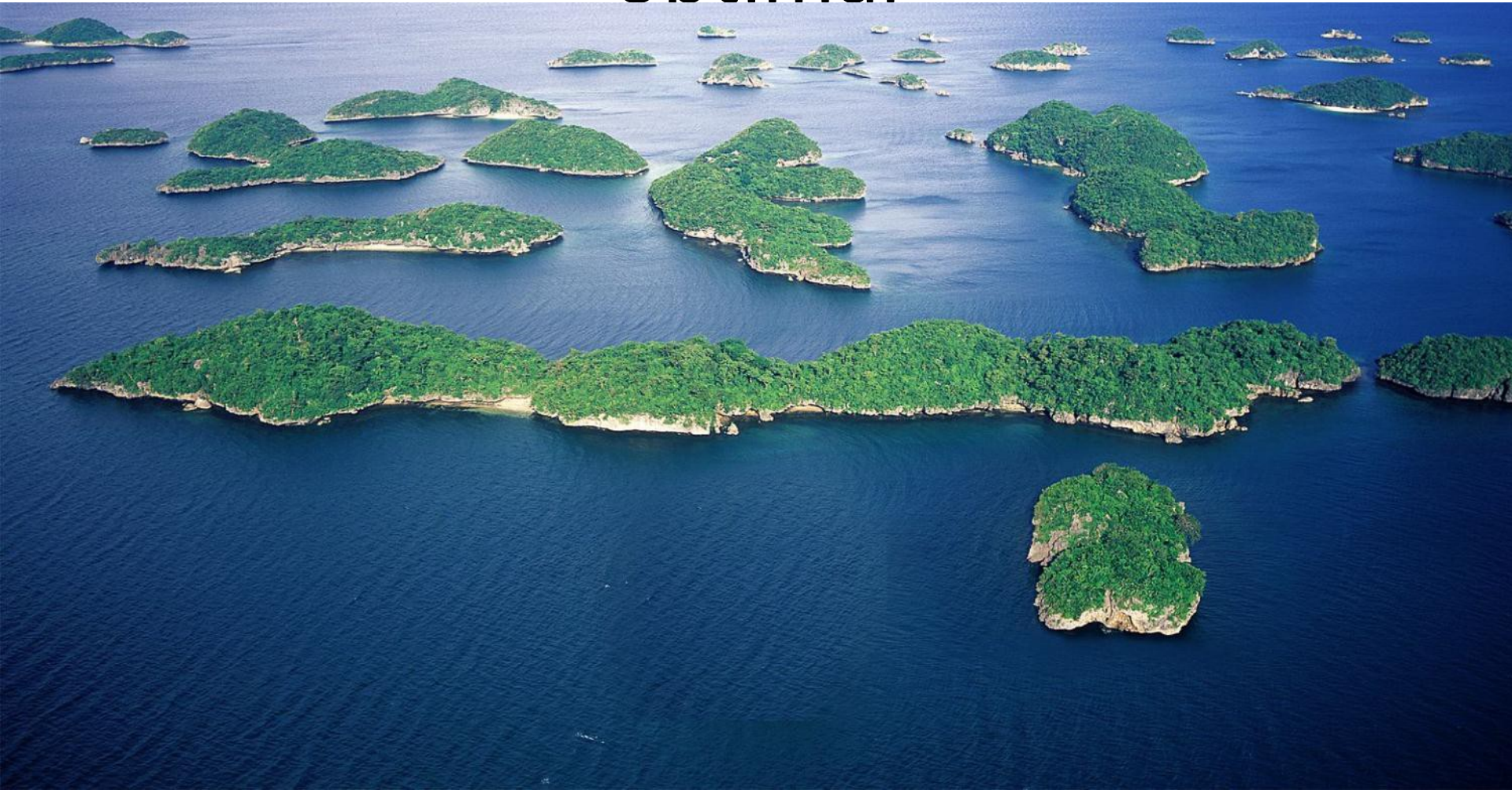
eTicketing

Amtrak TRAIN INFORMATION

Train No.	City	Time	Days
1	Washington	7:00 AM	Mon, Tue, Thu, Sat
2	Washington	7:00 AM	Mon, Tue, Thu, Sat
3	Washington	7:00 AM	Mon, Tue, Thu, Sat
4	Washington	7:00 AM	Mon, Tue, Thu, Sat
5	Washington	7:00 AM	Mon, Tue, Thu, Sat
6	Washington	7:00 AM	Mon, Tue, Thu, Sat
7	Washington	7:00 AM	Mon, Tue, Thu, Sat
8	Washington	7:00 AM	Mon, Tue, Thu, Sat
9	Washington	7:00 AM	Mon, Tue, Thu, Sat
10	Washington	7:00 AM	Mon, Tue, Thu, Sat



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

Customer Touch Points

★ 17 just in this picture



Customer Touch Points EVERYWHERE!



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TICKETS STATUS SCHEDULES MY TRIP

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Passengers with a Disability

One-Way Round-Trip Multi-City

From Find a Station

To Find a Station

Departs Mon, Mar 31, 2014 Time Anytime

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

1 0 0 0

Promotion Code FIND TRAINS

TRAVEL OPTIONS

- SmartFares
- Auto Train Tickets
- Multi-Ride Tickets
- USA Rail Passes
- Accessible Space
- Multi-City Tickets
- Group Travel
- Hotel, Insurance & More
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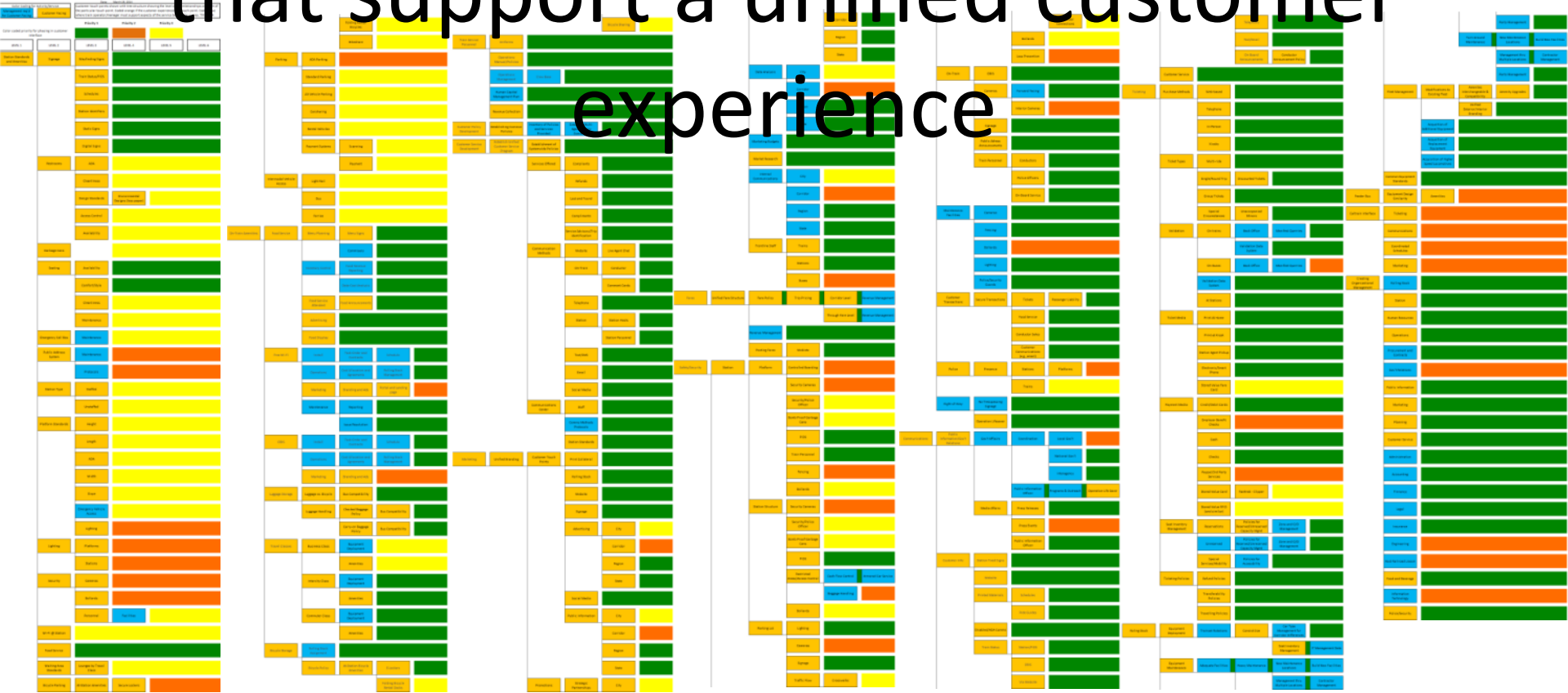
MORE WAYS TO SAVE

- Everyday Discounts
- USA Rail Passes
- California Rail Pass
- Group & Convention Travel
- Family Vacations by Train
- Trails & Rails Program
- City Guides - Walking Tours

Somebody establishes and maintains
these

Supporting those Customer Touch Points

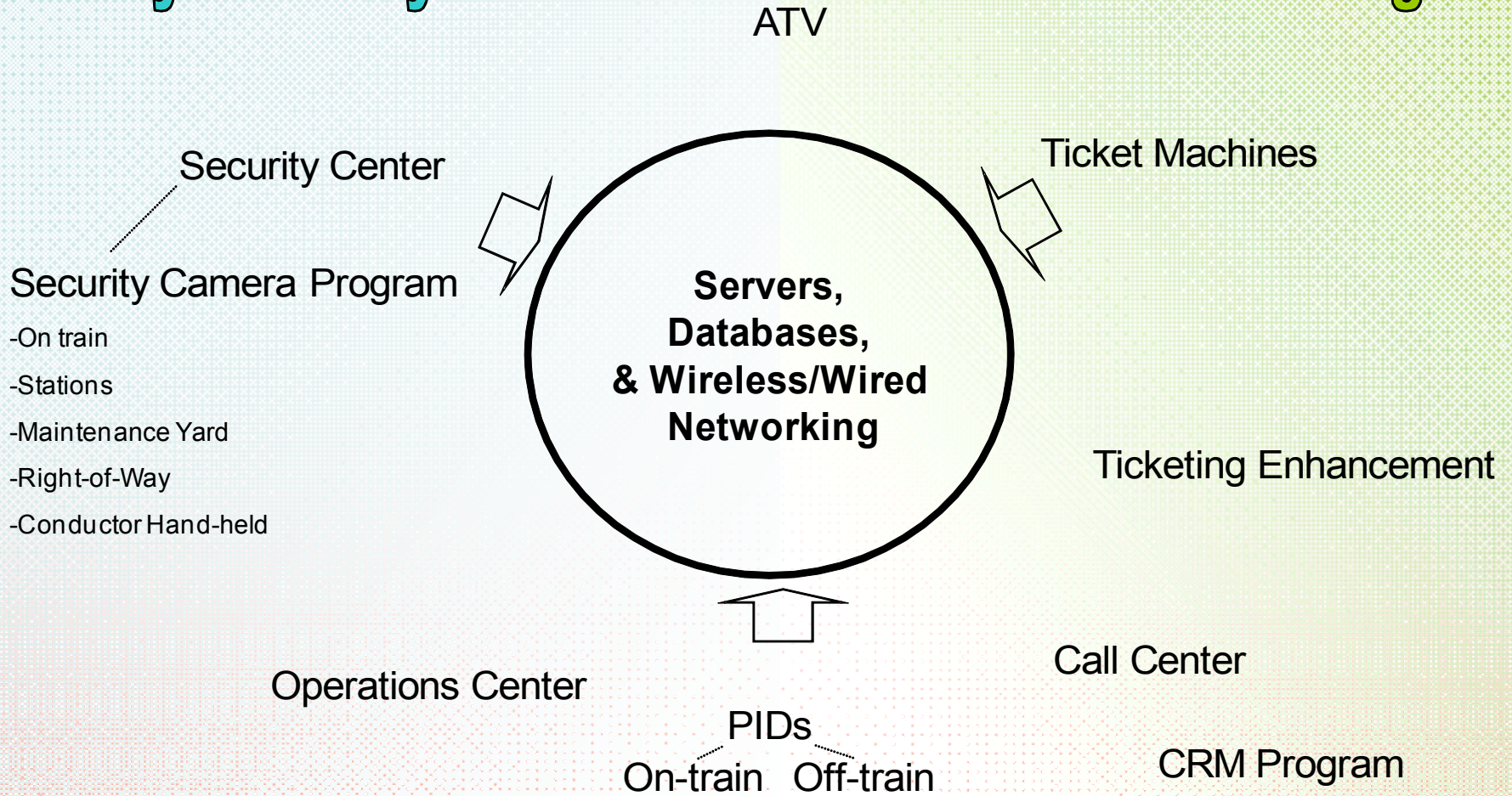
All the elements in a tree structure
that support a unified customer
experience



Integrated Passenger Safety & Communications Services (IPSCS)

Safety/Security

Ticketing



Communications

Barrier-Free Customer Interface

- Ticketing
 - Webpage
 - Ticket kiosk
- Station signage/communication
 - Safety, directions, connections, etc.
- Service updates/alerts
- On-train experience

Unified
Look
and Feel



**THANKS FOR
YOUR
ATTENTION!**



QUESTIONS?

January 13,
2014