

# Northern New England Passenger Rail Authority



## June 2012

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### Board of Directors Briefing Materials

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June 25, 2012

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**NNEPRA Office**  
75 W Commercial Street, Suite 104  
Portland, Maine



[AmtrakDowneaster.com](http://AmtrakDowneaster.com)

# NNEPRA FY12 Action Plan

## Meet Performance Goals & Standards

- Ridership
- Revenue
- On Time Performance
- Budget Targets
- Customer Satisfaction Index
- Maintain Regulatory Compliance

## Improve Passenger Services & Communication

- Implement E-Ticketing (Amtrak)
- Implement WiFi (Amtrak)
- Facilitate improved access to stations
- Develop PIDS implementation plan

## Prepare to Implement Brunswick Service

- Complete Track Construction
- Determine Operating plan
- Construct Brunswick Layover
- Develop Marketing Plan
- Participate in Community Safety Awareness & Training

## Complete Service Development Plan

- Infrastructure Assessment
- Develop service improvement recommendations & plan
- Evaluate Portland Station improvements
- Explore expansion options

## Begin MBTA Infrastructure Improvement Project

- Double Track
- Replace rail
- Upgrade Wildcat Grade Crossings & Signals

## Increase public outreach including awareness of economic and community benefits associated with Downeaster service.

- Coordinate 10<sup>th</sup> Anniversary Celebration
- Launch NNEPRA website

## Work to secure stable funding mechanism(s) to sustain Downeaster operations and continued capital investments in the Downeaster Corridor.



## **BOARD MEETING AGENDA**

June 25, 2012  
NNEPRA Office  
75 W Commercial St. Suite 104  
Portland, Maine

**12:30pm** Meeting Called to Order  
Vote to enter Executive Session

**1:00pm**

- I. Vote to open Public Session
- II. Approval of Minutes, May 21, 2012 Meeting (pg. 4)
- III. Performance Report (7)
- IV. Budget Status & Financial Report (8)
- V. Project Updates
- VI. Staff Updates
- VII. Public Comment
- VIII. Next Meeting Date:



**Minutes of the Meeting of the Board of Directors  
Northern New England Passenger Rail Authority  
May 21, 2012  
Portland, Maine**

**Directors in attendance:**

Mr. Martin Eisenstein, Mr. John Bubier, Ms. Brenda Garrand, Mr. Matt Jacobson (Conference Call), Ms. Sue Moreau, and Mr. Ron McKinnon

**Staff in attendance:**

Ms. Patricia Quinn, Ms. Marina Douglass, Ms. Natalie Allen, Mr. Brian Beeler, Mr. James Russell and  
Ms. Theresa Diffin

**Interested parties:**

Mr. Steve Corcoran, Amtrak; Mr. B.J. White, Amtrak; Mr. Wayne Davis, TrainRiders NE; Mr. Dana Knapp, Concord; Mr. Bill Lord, TrainRiders NE; Mr. Brent Marriner, Wells Station; Mr. Peter Morelli, Town of Saco; Mr. Jonathan Carter, Town of Wells; and Mr. Chris Thompson, Thompson's Point Development.

**Commencement:**

The meeting was called to order at 1:00 pm.

**Minutes of March 26, 2012 Meeting**

The minutes were accepted as presented by the staff

Motion: Ms. Garrand

Seconded: Mr. Bubier

Accepted: All

**PERFORMANCE REPORT –**

- Ms. Quinn reviewed the Performance report for the third quarter of FY2012.
- Mr. Beeler stated on-time performance is 89.5 currently for the month of May.
- Ms. Quinn noted FY2012 to date; ridership is 391,153 for the first nine months.

Ms. Garrand inquired about the Downeaster's seating capacity and suggested that efforts should be made to actively promote business class upgrades.

**FINANCE REPORT – MARINA DOUGLAS**

**Budget Variance Report**

- Ms. Douglass reviewed the March and April 2012 Variance Reports

Vote to accept the variance reports

Motion: Mr. Bubier  
Seconded: Mr. McKinnon  
Accepted: All

## **PROJECT UPDATE – JAMES RUSSELL**

### **Expansion to Brunswick Project**

- Pan Am has mobilized more than 50 workers on the Expansion project and work is progressing on schedule for a fall implementation of service.

### **Other Projects**

- Proposals for a Design Builder for the Brunswick Layover is underway. Bids will be opened on Friday, June 8, 2012 at 1pm at the NNEPRA office. The Selection Committee will review technical proposals earlier that day.
- No additional progress has been made on the MBTA Project.
- Service Development Plan is ongoing. A number of potential schedule scenarios and improvements are being considered. A presentation will be made at the next station committee meeting to get feedback.

## **PRESENTATIONS**

Chris Thompson of Thompson Point Development, Inc. gave a presentation on their project. The development will include parking, outdoor concert venue, event center, sports medicine gym, restaurant, 125 room hotel, and canoe/kayak access. Steps are being taken to promote potential businesses (from the Boston area) to have satellite offices located here in Portland adjacent the train and bus transportation. The Red Claws games will take place inside the event center and will have retracting and telescoping seats to accommodate other events. Mr. Thompson stated that construction was expected to begin in the fall of 2012 and that Phase 1 is expected to be completed in February 2014.

Ms. Quinn requested that NNEPRA write a letter to the City of Portland Planning Board, saying NNEPRA will continue to work with Thompson Point Development Company to provide any construction easements necessary to support the project. The Board asked Ms. Quinn to send that letter.

### **Introduction of Jonathan Carter, Wells**

Mr. Jonathan Carter, Town Manager of Wells presented a proposal to implement a \$1. ticket surcharge to help offset the costs of stations to their host communities.

Mr. Bubier suggested additional discussions take place with the Maine Turnpike Authority since they built the station. Mr. Morelli of Saco expressed support for a surcharge concept to help offset municipal costs. He feels Saco has a massive investment with its own municipal station. Ms. Garrand how these costs are handled in different parts of the country. Mr. Davis said he attended a station event recently and the topic of how to take care of the stations was discussed. Many are creating various events for fund raising and stated that traditionally stations take care of their own costs. It is a front door to their communities. Someone suggested Amtrak have a surcharge which did not go any further.

Ms. Quinn stated that any additional funding which would be allocated to stations would increase NNEPRA's current operating deficit and suggested that Station Communities work with their surrounding communities that are benefiting from their station. Mr. Bubier inquired about

providing information of passengers boarding at the station and where they live (share costs with the other communities that use your station).

Mr. McKinnon stated he does not favor any additional fees at this time. Ms. Garrand reminded everyone the farebox does not support the service and that right now, she is uncomfortable with doing anything to our fare. Communities should look to apply for Tiger or other grant opportunities to help on funding. We would support a station community to apply for grants. Mr. Eisenstein suggested studying the issue and getting more information.

#### **STAFF UPDATES**

Mr. Beeler stated that Operation Lifesaver presentations have been given to more than 2,300 people along the Portland-Brunswick corridor since January 1, 2012. The NNEPRA staff itself has presented to more than 1,800 people. Ms. Allen and Rinck Advertising have made arrangements to air 1,800 Public Service Announcement spots on TV over the next few months to get the safety message out.

Ms. Allen provided an overview of the Train-to-Maine Campaign. NNEPRA has invested \$515,000 to date in this campaign generating 500 million impressions for the Downeaster and State of Maine. It has resulted in an 11% increase in Downeaster tourism travel. NNEPRA has updated the Train-to-Maine website to include promoting Freeport and Brunswick and developing some car free itineraries. This campaign will transition to FY2013 and launch service to Freeport & Brunswick.

The May 14<sup>th</sup> ribbon-cutting event was a success. About 150 people attended in Freeport and about 300 people attended in Brunswick. A video was shown of the events including the ground breaking and ribbon cutting.

Ms. Quinn congratulated Mr. Corcoran and announced that he is officially the Assistant Superintendent of the Downeaster Service.

#### **PUBLIC COMMENT**

None

Motion to adjourn: 2:41 pm

Motion: Ms. Garrand

Seconded: Mr. Bubier

Accepted: All

**NEXT MEETING: June 25, 2012**

| <b>DOWNEASTER PERFORMANCE STATISTICS</b> |   |                |                   |                       |                        |
|--|---|----------------|-------------------|-----------------------|------------------------|
| <b>May 2012</b>                          |   |                |                   |                       | Updated 6              |
| <b>Performance Stats</b>                 | Ridership                               | Revenue        | Fare/Pax          | Passenger Miles       | Miles/ Passenger       |
| Actual May 2012                          | 43,564                                  | \$ 614,243     | \$ 14.10          | 3,573,446             | 82                     |
| Actual May 2011                          | 42,543                                  | \$ 575,853     | \$ 13.54          | 3,459,152             | 81                     |
| FY2012 Year to date                      | 481,687                                 | \$6,740,060    | \$ 13.99          | 39,002,198            | 81                     |
| FY2011 Year to date                      | 464,287                                 | \$6,474,808    | \$ 13.95          | 37,625,317            | 81                     |
| <b>City Pair Ridership<br/>May 2012</b>  | <b>#Riders</b>                          | <b>Revenue</b> | <b>Avg Fare</b>   | <b>% Total Riders</b> | <b>% Total Revenue</b> |
| Portland -Boston                         | 15,108                                  | \$ 263,838     | \$ 17.46          | 35%                   | 43%                    |
| Exeter-Boston                            | 6,611                                   | \$ 66,366      | \$ 10.04          | 15%                   | 11%                    |
| Durham-Boston                            | 2,626                                   | \$ 38,544      | \$ 14.68          | 6%                    | 6%                     |
| Wells-Boston                             | 3,460                                   | \$ 51,933      | \$ 15.01          | 8%                    | 8%                     |
| Saco-Boston                              | 3,051                                   | \$ 49,613      | \$ 16.26          | 7%                    | 8%                     |
| Dover-Boston                             | 4,100                                   | \$ 48,979      | \$ 11.95          | 9%                    | 8%                     |
| Haverhill-Boston                         | 2,554                                   | \$ 19,244      | \$ 7.53           | 6%                    | 3%                     |
| Boston-Old Orchard B                     | 647                                     | 11,906         | \$ 18.40          | 1%                    | 2%                     |
| <b>On Time<br/>Performance</b>           | <b>Average overall OTP for May 2012</b> |                |                   |                       |                        |
|  | <b>91.60%</b>                           |                |                   |                       |                        |
| 100%                                     | 682,689,695,698                         |                |                   |                       |                        |
| 90-99%                                   | 680,681,683,684,685,687,688             |                |                   |                       |                        |
| 80-89%                                   | 690,691,692,693,696,697,699             |                |                   |                       |                        |
| Below 80%                                | 686,694                                 |                |                   |                       |                        |
| <b>Customer Satisfaction Score</b>       | Downeaster April 2012                   |                | Amtrak April 2012 |                       |                        |
| Overall CSI                              | 96%                                     |                | 84%               |                       |                        |
| Value for Price Paid                     | 92%                                     |                | 73%               |                       |                        |
| Overall Cleanliness of Train             | 90%                                     |                | 76%               |                       |                        |
| Friend. /Helpful of Conductors           | 98%                                     |                | 84%               |                       |                        |
| Friendliness of Café Attendent           | 93%                                     |                | 80%               |                       |                        |
| Quality of Café Food                     | 83%                                     |                | 69%               |                       |                        |
| Overall Café Experience                  | 92%                                     |                | 71%               |                       |                        |

| VARIANCE REPORT - May 2012          |                      |                      |                        |                     |                     |                       |                      |
|-------------------------------------|----------------------|----------------------|------------------------|---------------------|---------------------|-----------------------|----------------------|
|                                     | Current Month Actual | Current Month Budget | Current Month Variance | Year to Date Actual | Year to Date Budget | Year to Date Variance | Year to Date Percent |
| <b>Revenues</b>                     |                      |                      |                        |                     |                     |                       |                      |
| <b>Operating Revenue</b>            |                      |                      |                        |                     |                     |                       |                      |
| Amtrak Ticket Revenue               | 614,243              | 590,816              | 23,427                 | 6,740,404           | 6,588,484           | 151,920               | 2%                   |
| Food Service Revenue                | 42,588               | 47,694               | (5,106)                | 513,181             | 521,259             | (8,079)               | -2%                  |
| Advertising Revenue                 | 0                    | 0                    | 0                      | 13,300              | 8,000               | 5,300                 | 66%                  |
| Parking Lot Revenue                 | 31,579               | 23,917               | 7,662                  | 382,579             | 261,215             | 121,364               | 46%                  |
| Interest on Accounts                | 242                  | 250                  | (8)                    | 2,884               | 2,750               | 134                   | 5%                   |
| Other Revenue                       | 4,131                | 4,565                | (434)                  | 46,965              | 49,570              | (2,606)               | -5%                  |
| <b>Total Operating Revenues</b>     | <b>692,782</b>       | <b>667,242</b>       | <b>25,540</b>          | <b>7,699,312</b>    | <b>7,431,278</b>    | <b>268,034</b>        | <b>4%</b>            |
| <b>Expenses</b>                     |                      |                      |                        |                     |                     |                       |                      |
| <b>Wages and Benefits</b>           |                      |                      |                        |                     |                     |                       |                      |
| Permanent Full-Time                 | 26,265               | 26,265               | 0                      | 293,148             | 293,148             | (1)                   | (0)                  |
| Benefits                            | 10,408               | 10,408               | 0                      | 118,064             | 118,065             | (1)                   | (0)                  |
| <b>Total Wages and Benefits</b>     | <b>36,673</b>        | <b>36,673</b>        | <b>0</b>               | <b>411,212</b>      | <b>411,213</b>      | <b>(1)</b>            | <b>0%</b>            |
| <b>Administration</b>               |                      |                      |                        |                     |                     |                       |                      |
| Office Expenses                     | 9,762                | 11,025               | (1,263)                | 115,633             | 121,825             | (6,192)               | -5%                  |
| Professional Services               | 0                    | 1,050                | (1,050)                | 25,403              | 28,550              | (3,147)               | -11%                 |
| Insurance                           | 2,301                | 2,517                | (215)                  | 25,821              | 26,949              | (1,128)               | -4%                  |
| Board Operations                    | 1,115                | 958                  | 157                    | 12,328              | 10,305              | 2,023                 | 20%                  |
| <b>Total Administration Expense</b> | <b>13,178</b>        | <b>15,550</b>        | <b>(2,371)</b>         | <b>179,185</b>      | <b>187,630</b>      | <b>(8,444)</b>        | <b>-5%</b>           |
| <b>Train Operations</b>             |                      |                      |                        |                     |                     |                       |                      |
| Amtrak Operations                   | 737,626              | 756,627              | (19,000)               | 8,011,829           | 8,106,713           | (94,884)              | -1%                  |
| Train Fuel Cost                     | 228,521              | 318,750              | (90,229)               | 2,384,914           | 3,506,250           | (1,121,336)           | -32%                 |
| PanAm                               | 101,772              | 98,778               | 2,994                  | 932,870             | 1,086,561           | (153,691)             | -14%                 |
| MBTA                                | 20,384               | 20,384               | (0)                    | 229,679             | 224,225             | 5,454                 | 2%                   |
| Other Train Operations              | 0                    | 556                  | (556)                  | 6,452               | 6,120               | 332                   | 5%                   |
| Insurance                           | 1,100                | 1,338                | (238)                  | 12,400              | 14,538              | (2,138)               | -15%                 |
| Layover Facility                    | 7,113                | 7,893                | (779)                  | 95,518              | 91,089              | 4,429                 | 5%                   |
| Capital Maintenance                 | 0                    | 0                    | 0                      | 0                   | 0                   | 0                     | 0%                   |
| <b>Total Train Operations</b>       | <b>1,096,517</b>     | <b>1,204,326</b>     | <b>(107,809)</b>       | <b>11,673,662</b>   | <b>13,035,495</b>   | <b>(1,361,834)</b>    | <b>-10%</b>          |
| <b>Station Operations</b>           |                      |                      |                        |                     |                     |                       |                      |
| Portland Station                    | 28,100               | 26,485               | 1,615                  | 314,751             | 303,222             | 11,528                | 4%                   |
| Platform Ins                        | 10,646               | 11,194               | (548)                  | 116,187             | 119,474             | (3,287)               | -3%                  |
| Station Platform Leases             | 0                    | 0                    | 0                      | 30,279              | 12,497              | 17,782                | 142%                 |
| Other Station Improvements          | 1,303                | 0                    | 1,303                  | 1,303               | 0                   | 1,303                 |                      |
| <b>Total Station Operations</b>     | <b>40,049</b>        | <b>37,679</b>        | <b>2,370</b>           | <b>462,520</b>      | <b>435,193</b>      | <b>27,327</b>         | <b>6%</b>            |
| <b>Food Service</b>                 |                      |                      |                        |                     |                     |                       |                      |
| Regular                             | 60,139               | 64,648               | (4,509)                | 716,033             | 708,763             | 7,270                 | 1%                   |
| <b>Total Food Service</b>           | <b>60,139</b>        | <b>64,648</b>        | <b>(4,509)</b>         | <b>716,033</b>      | <b>708,763</b>      | <b>7,270</b>          | <b>1%</b>            |
| Marketing                           | 57,848               | 57,847               | 1                      | 392,940             | 389,980             | 2,960                 | 1%                   |
| <b>Total Marketing</b>              | <b>57,848</b>        | <b>57,847</b>        | <b>1</b>               | <b>392,940</b>      | <b>389,980</b>      | <b>2,960</b>          | <b>1%</b>            |
| <b>Total Expenses</b>               | <b>1,304,404</b>     | <b>1,416,722</b>     | <b>(112,318)</b>       | <b>13,835,553</b>   | <b>15,168,275</b>   | <b>(1,332,722)</b>    | <b>-9%</b>           |
| <b>Additional Funding Required</b>  | <b>611,622</b>       | <b>749,480</b>       | <b>(137,858)</b>       | <b>6,136,240</b>    | <b>7,736,996</b>    | <b>(1,600,756)</b>    | <b>-21%</b>          |





**NNEPRA FY2013 Budget Assumptions - DRAFT**

Note: Anticipates service expansion to Freeport & Brunswick in November 2012.

**Revenues - Operations**

- 1. Downeaster Farebox 548,356 riders at an average fare of \$14.16
- 2. Café Sales 548,356 riders at an average revenue of \$1.10 per passenger
- 3. Advertising Advertising sales projections
- 4. Parking Lot Revenue Parking lot revenue
- 5. Interest & Other Interest earned plus NH insurance reimbursement

**Personnel**

- 6. Permanent Full Time Projected wages for 5 full-time employees and a portion of Special Projects Manager
- 7. Employee Benefits Projected wages for 5 full-time employees and a portion of Special Projects Manager

**Administration**

- 8. Office Expenses NNEPRA office rent, utilities, supplies, dues, travel, training
- 9. Professional Services Project management, legal, consultant fees
- 10. Insurance General liability, worker's comp, TrainRiders Host Program
- 11. Board Operations Board insurance and expenses

**Train Operations**

- 12. Amtrak Operations Per agreement..
- 13. Fuel Projected \$4.00 per gallon.
- 14. Pan Am Maintenance and performance payments per contract
- 15. MBTA Maintenance payments and North Station Ticketing
- 16. Insurance Cab car insurance
- 17. Layover Facility Facility maintenance and equipment
- 18. Capital Maintenance Per agreement with Pan Am

**Station Operations**

- 19. Portland Station Operations Parking, plowing, grounds, amenities
- 20. Portland Station Rent \$8,100 rent per month
- 21. Platform Insurance Liability and Umbrella policies for stations including FRE & BRK
- 22. ME & NH Platform Lease Leases with Boston & Maine and Maine Central RR

**Food Service**

- 23. Café Expense 548,356 riders at an average cost per passenger of \$1.52

**Marketing**

- 24. Marketing Downeaster Marketing FY2012

**Capital**

- 25. PIDS Passenger Information Displays for Stations

**Revenues - Subsidy**

- 26. CMAQ 80% of Net Eligible Expenses
- 27. State Match 20% of Net Eligible Expenses required for State Match
- 28. State Expenses ineligible for CMAQ reimbursement