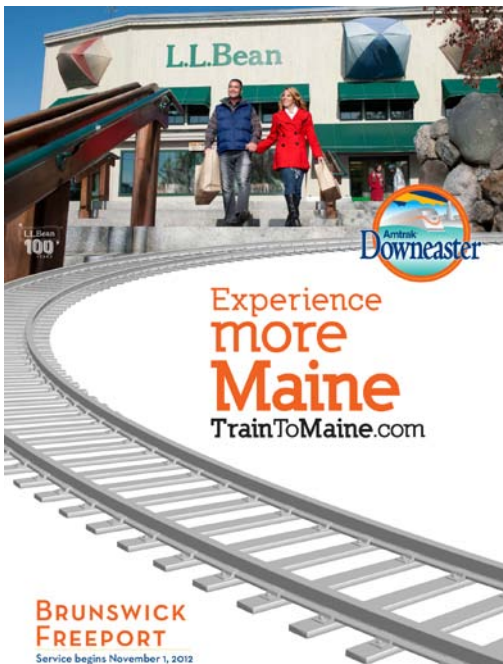


# Northern New England Passenger Rail Authority



## October 2012

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### Board of Directors Briefing Materials

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October 22, 2012

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**NNEPRA Office**  
75 West Commercial Street  
Suite 104  
Portland, Maine 04101

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

# NNEPRA FY12 Action Plan

## FY2013 Action Plan

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Northern New England Passenger Rail Authority 75 W. Commercial Street, Portland, ME 04101 207-780-1000

### Meet Performance Goals & Standards

- Ridership
- Revenue
- On Time Performance
- Budget Targets
- Customer Satisfaction

### Improve Passenger Services & Communication

- Develop PIDS implementation plan
- Explore bike share program
- Develop Café Branding
- Minimize Shawsheen River Bridge outage impacts
- Update marketing materials
- Simplify Group Sales Process
- Continue Safety Outreach
- Increase Community Involvement

### Implement Brunswick Service

- Complete Construction
- Implement Marketing Plan
- Plan and Host Inaugural Celebration
- Initiate Service
- Upgrade Portland Layover
- Pursue Brunswick Layover

### Complete Service Development Plan

- Complete Work Elements
- Conduct Public Outreach
- Complete Report

### Begin MBTA Infrastructure Improvement Project

- Finalize scope & budget
- Begin Construction

### Maintain Compliance with all Regulations

Work to secure a stable and dedicated funding mechanism to sustain Downeaster operations and continued capital investments in the Downeaster Corridor.



## **BOARD of DIRECTORS MEETING AGENDA**

September October 22, 2012

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

**1:00pm**

- I. Vote to open Public Session
  
- II. Approval of Minutes, September 24, 2012 Meeting
  
- III. Staff Updates –
  - a. Downeaster Performance Update
  - b. Budget Status Report
  - c. Special Projects Update
  
- IV. Expansion of service to Freeport and Brunswick
  
- V. Other Business
  
- VI. Public Comment

Next Meeting Date: November 26, 2012



## **Minutes of the Annual Meeting of the Board of Directors Northern New England Passenger Rail Authority**

September 24, 2012  
Portland, Maine

### **Directors in attendance:**

Mr. Martin Eisenstein, Mr. John Bubier, Ms. Sue Moreau, Ms. Brenda Garrand, and Mr. Ron McKinnon

### **Staff in attendance:**

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

### **Interested parties:**

Mr. B.J. White, Amtrak; Mr. Wayne Davis, TrainRiders NE; Mr. Bill Lord; Mr. Dana Knapp, Concord; Mr. Jeffery Reynolds and Ms. Emili Brocherer.

### **Commencement:**

The meeting was called to order at 1:16 pm.

### **Minutes of August 16, 2012 Meeting**

The minutes were accepted as presented by the staff

Motion: Mr. McKinnon

Seconded: Mr. Bubier

Accepted: All

Ms. Quinn introduced Angela Smith who is now a part of the NNEPRA staff. She also announced that BJ White was officially named Road Foreman for the Downeaster Service.

### **STAFF UPDATES**

#### **Downeaster Performance Update**

- Staff reviewed the Performance Report.
- July's record-breaking ridership of 53,740, and was exceeded by August ridership of 57,853.

#### **Finance Report**

- Ms. Douglass reviewed the July and August 2012 Variance Reports included in Board Briefing materials.
- Ms. Douglass explained that Café expenses associated train delays or marketing promotions were now being allocated to those accounts.

Vote to accept the variance report

Motion: Mr. Bubier

Seconded: Mr. McKinnon

Accepted: All

### **Special Projects Update**

- Mr. Russell reported that the Brunswick Expansion Project is going well, and service will begin on November 1, 2012 with an Inaugural Run. Ms. Douglas reported that the budget for this project is on target. To date, \$32 million has been spent and \$36 million has been obligated.
- The scope of work for the MBTA Track Project is being refined with the engineering consultant. The project should be done by 2015.
- Ms. Quinn stated the Service Development Plan is moving along but will not be completed until after the Brunswick service is operating.

### **General Updates**

- The Downeaster schedule will change on October 15. Changes include an earlier departure of Train 680 and 688. Train 687 will temporarily change to 6:45pm until a 6:00pm slot can be secured. Service to Old Orchard Beach will be suspended for the winter and will resume in April 2013.
- Effective immediately, bikes can no longer be accepted at Wells Station due to unsafe conditions associated with lifting them into the Cab Car. Bikes will continue to be accepted in Portland and Boston and also Brunswick beginning in November. NNEPRA staff is exploring bike share program. Mr. Eisenstein commented that bicycles are very popular in Maine. Ms. Garrand inquired into possible grants that may be available to retrofit the station platforms to allow bikes.
- Two audits were recently conducted. The Federal Transit Administration conducted a Triennial Review in July and McDonald Page conducted their annual audit in September. There were no findings.
- The SCORT Conference (AASHTO Standing Committee on Rail Transportation) took place in Portland the week of September 16 and was hosted by NNEPRA. There were 150 attendees, mostly DOT personnel from across the country.

### **Expansion of Service to Freeport and Brunswick**

- Train 681 from Boston will operate as the Inaugural Train to Freeport and Brunswick on November 1<sup>st</sup>. NNEPRA is still finalizing the event, which will begin with a press conference in Boston and include whistle stops at most Downeaster stations along the way.
- Mr. Beeler reported that Quik Trak machines in Freeport and Brunswick will be operational on October 1. In Freeport, the Quik Trak will be located in the Visitor's Center which is being renovated to become a passenger waiting area. The Brunswick Quik Track will be located in the Visitor's Center at the Station.
- Mr. White stated every Amtrak crew member will be trained and qualified on the physical characteristics of the territory by this next week.
- Some small improvements will take place at the Portland layover to accommodate the 3rd train set which will be used in the Downeaster operation beginning October 15. Decisions on how to move forward on the layover will be postponed.

### **Marketing Presentation**

- Ms. Allen presented the “Experience More Maine” marketing campaign which will begin on October 1 in Boston. It will include advertising in North Station, the subway, other stations and on buses.
- The Train to Maine website has been updated. The theme has changed to “Experience More Maine”.

### **Public Comment**

Mr. Davis complimented Downeaster marketing and food service.

Mr. Jeffery Reynolds urged the Board to maintain their position of making decisions regarding a Brunswick layover based primarily on operational efficiency.

Motion to adjourn 2:15 pm

Motion: Mr. Bubier

Seconded: Mr. McKinnon

Accepted: All

**NEXT MEETING: October 22, 2012**

<b>DOWNEASTER PERFORMANCE STATISTICS</b>					
<b>September 2012</b>					
<b>Performance Stats</b>	Ridership	Revenue	Fare/Pax	Pass Mi	Mi/Pax
Actual September 2012	48,391	\$ 700,691	\$ 14.48	3,837,621	79
Actual September 2011	44,615	\$ 599,756	\$ 13.44	3,544,792	79
FY2013 Year to date	159,984	\$ 2,385,769	\$ 14.91	13,302,638	83
FY2012 Year to date	146,519	\$ 2,060,451	\$ 14.06	12,151,587	83
<b>City Pair Ridership September 2012</b>	<b># Riders</b>	<b>Revenue</b>	<b>Avg Fare</b>	<b>% Total Riders</b>	<b>% Total Revenue</b>
Portland - Boston	13,651	\$251,949	\$ 18.46	28%	36%
Wells-Boston	4,098	\$64,216	\$ 15.67	8%	9%
Exeter - Boston	6,985	\$70,260	\$ 10.06	14%	10%
Old Orchard - Boston	1,418	\$27,165	\$ 19.16	3%	4%
Saco - Boston	3,038	\$49,688	\$ 16.36	6%	7%
Dover - Boston	3,719	\$47,953	\$ 12.89	8%	7%
Durham - Boston	4,642	\$68,455	\$ 14.75	10%	10%
Haverhill -Boston	2,699	\$22,547	\$ 8.35	6%	3%
<b>On Time Performance</b>	<b>Average overall OTP for September 2012</b>				
	<b>90.30%</b>				
100%	680,691,692,693,695,699				
90-99%	681,682,683,688,690,697,698				
80-89%	684,685,687,689				
Below 80%	686,694,696				
<b>Customer Satisfaction Score</b>	<b>Downeaster August 2012</b>		<b>Amtrak August 2012</b>		
Overall CSI	93%		86%		
Overall Cleanliness of Train	90%		83%		
Friend. /Helpful of Conductors	94%		88%		
Friendliness of Café Attendent	89%		84%		
Quality of Café Food	81%		81%		
Overall Café Experience	84%		83%		

VARIANCE REPORT - June 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	676,467	632,337	44,130	7,416,871	7,220,821	196,050	3%
Food Service Revenue	61,603	51,235	10,368	574,605	572,494	2,111	0%
Advertising Revenue	0	0	0	13,300	8,000	5,300	66%
Parking Lot Revenue	29,234	25,692	3,542	411,813	286,907	124,906	44%
Interest on Accounts	233	250	(17)	3,117	3,000	117	4%
Other Revenue	4,131	4,565	(434)	51,095	54,135	(3,040)	-6%
<b>Total Operating Revenues</b>	<b>771,668</b>	<b>714,079</b>	<b>57,589</b>	<b>8,470,801</b>	<b>8,145,357</b>	<b>325,444</b>	<b>4%</b>
<b>Expenses</b>							
<b>Wages and Benefits</b>							
Permanent Full-Time	30,322	44,444	(14,122)	323,470	337,592	(14,123)	(0)
Benefits	10,527	49,348	(38,820)	128,592	167,413	(38,821)	(0)
<b>Total Wages and Benefits</b>	<b>40,850</b>	<b>93,792</b>	<b>(52,942)</b>	<b>452,062</b>	<b>505,005</b>	<b>(52,944)</b>	<b>-10%</b>
<b>Administration</b>							
Office Expenses	9,936	10,979	(1,043)	125,569	132,804	(7,235)	-5%
Professional Services	0	1,050	(1,050)	25,403	29,600	(4,197)	-14%
Insurance	1,269	2,517	(1,247)	27,091	29,466	(2,375)	-8%
Board Operations	862	958	(96)	13,190	11,263	1,927	17%
<b>Total Administration Expense</b>	<b>12,067</b>	<b>15,503</b>	<b>(3,436)</b>	<b>191,252</b>	<b>203,133</b>	<b>(11,880)</b>	<b>-6%</b>
<b>Train Operations</b>							
Amtrak Operations	737,626	756,627	(19,000)	8,749,455	8,863,340	(113,885)	-1%
Train Fuel Cost	179,062	318,750	(139,688)	2,563,976	3,825,000	(1,261,024)	-33%
PanAm	81,897	98,778	(16,881)	1,015,858	1,185,339	(169,481)	-14%
MBTA	20,384	20,384	(0)	250,063	244,609	5,454	2%
Other Train Operations	0	556	(556)	6,452	6,676	(224)	-3%
Insurance	1,100	1,338	(238)	13,500	15,875	(2,375)	-15%
Layover Facility	6,979	7,656	(677)	102,497	98,745	3,752	4%
Capital Maintenance	0	0	0	512,642	500,000	12,642	3%
<b>Total Train Operations</b>	<b>1,027,048</b>	<b>1,204,089</b>	<b>(177,041)</b>	<b>13,214,443</b>	<b>14,739,584</b>	<b>(1,525,141)</b>	<b>-10%</b>
<b>Station Operations</b>							
Portland Station	28,100	26,581	1,519	342,851	329,803	13,048	4%
Platform Ins	10,646	11,194	(548)	126,833	130,668	(3,835)	-3%
Station Platform Leases	6,864	7,782	(918)	37,143	20,279	16,865	83%
Other Station Improvements	0	0	0	1,303	0	1,303	100%
<b>Total Station Operations</b>	<b>45,610</b>	<b>45,557</b>	<b>53</b>	<b>508,130</b>	<b>480,750</b>	<b>27,381</b>	<b>6%</b>
<b>Food Service</b>							
Regular	75,103	70,035	5,069	768,480	778,798	(10,318)	-1%
<b>Total Food Service</b>	<b>75,103</b>	<b>70,035</b>	<b>5,069</b>	<b>768,480</b>	<b>778,798</b>	<b>(10,318)</b>	<b>-1%</b>
Marketing	85,999	90,019	(4,021)	478,939	480,000	(1,061)	0%
<b>Total Marketing</b>	<b>85,999</b>	<b>90,019</b>	<b>(4,021)</b>	<b>478,939</b>	<b>480,000</b>	<b>(1,061)</b>	<b>0%</b>
<b>Total Expenses</b>	<b>1,286,677</b>	<b>1,518,995</b>	<b>(232,318)</b>	<b>15,613,306</b>	<b>17,187,270</b>	<b>(1,573,964)</b>	<b>-9%</b>
<b>Additional Funding Required</b>	<b>515,010</b>	<b>804,916</b>	<b>(289,907)</b>	<b>7,142,505</b>	<b>9,041,913</b>	<b>(1,899,408)</b>	<b>-21%</b>



<b>VARIANCE REPORT - September 2012</b>							
	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	700,691	637,102	63,589	2,385,769	2,196,234	189,535	9%
Food Service Revenue	59,785	52,333	7,452	178,447	170,304	8,143	5%
Advertising Revenue	0	417	(417)	840	1,250	(410)	-33%
Parking Lot Revenue	27,316	28,951	(1,635)	95,238	98,614	(3,376)	-3%
Interest on Accounts	165	250	(85)	551	750	(199)	-27%
Other Revenue	4,131	4,131	0	12,392	12,392	0	0%
<b>Total Operating Revenues</b>	<b>792,087</b>	<b>723,184</b>	<b>68,903</b>	<b>2,673,237</b>	<b>2,479,544</b>	<b>193,693</b>	<b>8%</b>
<b>Expenses</b>							
<b>Wages and Benefits</b>							
Permanent Full-Time	27,296	27,296	0	81,466	81,466	0	0
Benefits	11,333	11,333	0	32,683	32,683	0	0
<b>Total Wages and Benefits</b>	<b>38,628</b>	<b>38,628</b>	<b>0</b>	<b>114,149</b>	<b>114,149</b>	<b>0</b>	<b>0%</b>
<b>Administration</b>							
Office Expenses	11,488	10,722	766	28,124	32,291	(4,167)	-13%
Professional Services	0	854	(854)	923	2,562	(1,639)	-64%
Insurance	2,343	2,395	(52)	6,975	7,185	(210)	-3%
Board Operations	1,104	1,070	34	2,818	3,210	(392)	-12%
<b>Total Administration Expense</b>	<b>14,936</b>	<b>15,041</b>	<b>(105)</b>	<b>38,841</b>	<b>45,249</b>	<b>(6,408)</b>	<b>-14%</b>
<b>Train Operations</b>							
Amtrak Operations	707,168	707,168	0	2,121,504	2,121,504	0	0%
Train Fuel Cost	200,000	266,667	(66,667)	640,000	800,000	(160,000)	-20%
PanAm	95,507	95,507	(0)	284,798	286,522	(1,724)	-1%
MBTA	16,667	16,667	0	50,001	50,000	1	0%
Other Train Operations	3,179	2,432	748	8,281	7,962	320	4%
Insurance	1,100	1,155	(55)	3,300	3,355	(55)	-2%
Layover Facility	6,152	8,668	(2,515)	24,485	30,003	(5,517)	-18%
Capital Maintenance	0	0	0	0	0	0	0%
<b>Total Train Operations</b>	<b>1,029,773</b>	<b>1,098,263</b>	<b>(68,490)</b>	<b>3,132,370</b>	<b>3,299,345</b>	<b>(166,976)</b>	<b>-5%</b>
<b>Station Operations</b>							
Portland Station	28,100	28,100	0	84,300	84,300	0	0%
Platform Ins	10,646	10,646	0	31,939	31,939	0	0%
Station Platform Leases	12,174	13,412	(1,239)	30,521	31,760	(1,239)	-4%
Other Station Improvements	75	0	75	4,135	0	4,135	100%
<b>Total Station Operations</b>	<b>50,995</b>	<b>52,159</b>	<b>(1,164)</b>	<b>150,895</b>	<b>147,999</b>	<b>2,896</b>	<b>2%</b>
<b>Food Service</b>							
Regular	70,576	65,912	4,664	195,755	216,463	(20,708)	-10%
<b>Total Food Service</b>	<b>70,576</b>	<b>65,912</b>	<b>4,664</b>	<b>195,755</b>	<b>216,463</b>	<b>(20,708)</b>	<b>-10%</b>
Marketing	31,967	31,938	29	59,683	59,655	28	0%
<b>Total Marketing</b>	<b>31,967</b>	<b>31,938</b>	<b>29</b>	<b>59,683</b>	<b>59,655</b>	<b>28</b>	<b>0%</b>
<b>Total Expenses</b>	<b>1,236,875</b>	<b>1,301,941</b>	<b>(65,066)</b>	<b>3,691,692</b>	<b>3,882,860</b>	<b>(191,168)</b>	<b>-5%</b>
<b>Additional Funding Required</b>	<b>444,788</b>	<b>578,758</b>	<b>(133,969)</b>	<b>1,018,455</b>	<b>1,403,316</b>	<b>(384,861)</b>	<b>-27%</b>



# Performance Report

Fiscal Year 2013 To Date: Q1 - July 2012-September 2012

Northern New England Passenger Rail Authority

75 W Commercial Street, Suite 104, Portland, Maine 04101 207-780-1000

## Fiscal Year 2013 to Date: July 2012 - September 2012

FY2012	RIDERS	REVENUE	PASS. MILES	OTP
July	53,740	820,182	4,526,148	81%
August	57,853	864,896	4,938,869	80%
September	48,391	700,691	3,837,621	90%
<b>FY12 To Date</b>	<b>159,984</b>	<b>2,385,769</b>	<b>13,302,638</b>	<b>84%</b>
FY11 To Date	146,519	2,060,452	12,151,588	67%
FY12vs FY11	9%	15.8%	9.5%	

## PERFORMANCE HIGHLIGHTS

The first quarter of Fiscal Year 2013 was record setting for the Downeaster. All-time high monthly ridership of 53,740 passengers in July was surpassed in August when ridership soared to 57,853. Fiscal year to date, the Downeaster has transported 159,984 passengers the equivalent of 13.3 million passenger miles, generating \$2.3 million in revenue. This represents a 9% ridership increase and a 15.8% revenue increase over the first quarter of FY2012.

### FY2012 3-Month Fiscal Year to Date Statistics (Jul12-Sep12)

#### Average Daily Ridership: 1,739

- Average Weekday Ridership: 1,793
- Average Weekend Ridership: 1,614

#### Average Passenger Fare: \$14.91

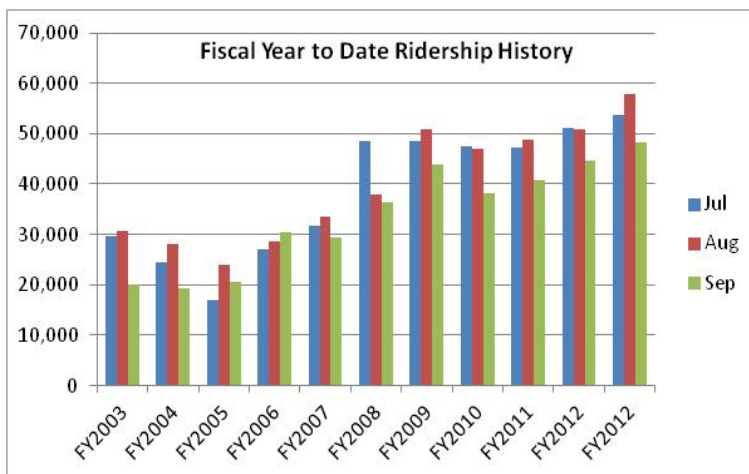
- Average Fare on Weekdays: \$13.78
- Average Fare on Weekends: \$17.80

#### Average Miles per Passenger: 83

- Avg. Weekday Miles/Passenger: 80
- Avg. Weekend Miles/Passenger: 91

#### Rider Profile

- 54% of riders travelled to or from a Maine station generating 65% of ticket revenue.
- 27% of riders travelled between NH stations and Boston generating 21% of revenue.
- 27% of total riders travelled using multi-ride passes, generating 14% of total revenue.



CUSTOMER SATISFACTION 3 Month Average		
	Downeaster	Amtrak
Overall Customer Satisfaction	93	84
Value for Price Paid	92	83
Overall Cleanliness of Train	90	84
Conductor Helpfulness / Friendliness	94	87
Food Service Personnel	88	86
Quality of Food	84	79
Overall Café Experience	85	81



The *Downeaster Café* is averaging a recovery rate of 90% fiscal year to date with an average cost per passenger of 13 cents.

### Downeaster Expansion Project

Significant progress has been made on the Downeaster Expansion Project fiscal year to date. All grade crossings have been upgraded and all turnouts replaced. Final culvert, surfacing and signal work is ongoing. Amtrak finalized a schedule and passenger service will begin on November 1, 2012.

Since December 2001, the Downeaster has transported more than 4.1 million people the equivalent of 336 million passenger miles and has generated more than \$58 million in ticket revenues.