

Promotion Management Performance
Quality Investment Value Excellence Expansion
Leadership Partnership Efficient Growth
Innovation



**NORTHERN NEW ENGLAND
PASSENGER RAIL AUTHORITY**

We make trains run.



NNEPRA facilitates the coordination between many operating partners to deliver a quality and seamless passenger rail service that meets the needs of the traveling public.



TRAIN OPERATIONS

Under contract to **NNEPRA**, **Amtrak** provides equipment and crews to operate the Downeaster rail service. NNEPRA staff works closely with Amtrak to develop revenue-management strategies, schedules, capital projects, and service improvement programs. We also maintain a strong working relationship with host railroads **Pan Am Railways** and the **Massachusetts Bay Transportation Authority (MBTA)** to ensure that freight, commuter, and Downeaster trains operate efficiently and that the corridor remains in good repair. NNEPRA works closely with **Operation Lifesaver** on rail safety education. Four members of the NNEPRA team are certified trained presenters.



ON BOARD SERVICES

NNEPRA contracts with **NexDine** to operate the **Downeaster Café**. Together, we develop menus, pricing, and service elements that enhance the quality of service while showcasing and promoting **Maine products** and businesses.



STATION COORDINATION

NNEPRA collaborates regularly with **community leaders** and **volunteers** to provide resources related to safety training, passenger information, signage, and management of ticketing machines. NNEPRA also provides **station communities** with information, coordination, and investment to support and enhance last mile connections, private development, job creation and quality of life.



COLLECTIVELY, THIS TEAM HAS MADE THE DOWNEASTER ONE OF THE BEST PERFORMING PASSENGER RAIL SERVICES IN THE COUNTRY.



NNEPRA sets the standard for excellence in customer service, innovation, and performance. We have achieved national recognition for customer satisfaction, sustained growth, and financial performance.

CUSTOMER SERVICE

The NNEPRA team is constantly seeking new and innovative ways to **increase revenue** and **improve customer service**.

The Downeaster was the first Amtrak service in the nation to introduce **WiFi** and **e-ticketing**. We also worked with local and national Amtrak Partners to roll out the first **pet program** at unstaffed stations.



CAPITAL INVESTMENT AND PROJECT MANAGEMENT

NNEPRA has provided direct management and oversight of more than **\$125 million in capital projects** to restore, improve and expand passenger rail service to and within Maine and is respected throughout the industry for our leadership, efficiency and results-oriented approach. Our expert team works collaboratively with railroad partners and transportation professionals on the local, state and federal level to develop, design, finance and successfully complete projects.

The Brunswick Layover Facility Project, which resulted in additional service to Freeport and Brunswick, was **delivered ahead of schedule** and under budget in November 2016.

THE DOWNEASTER IS CONSISTENTLY RANKED AMONG THE BEST AMTRAK SERVICES FOR CUSTOMER SATISFACTION.



FISCAL EFFICIENCY AND ACCOUNTABILITY

NNEPRA carefully monitors every financial aspect of the operation, continually seeking ways to **balance growth with efficiency and cost control**, stay within our budget constraints, and minimize public funding.



PROMOTION Efficient Leadership Expansion

NNEPRA develops the promotional and marketing strategies that increase Downeaster ridership, stimulate tourism and improve the mobility of the traveling public.



RIDERSHIP GROWTH

NNEPRA manages the design and production of all television and radio spots, print ads, websites, electronic and social networking initiatives and collateral materials which promote the Downeaster throughout the region. Campaigns targeting specific markets have **doubled Downeaster ridership and ticket revenues** and have won several local and national awards for excellence.



PUBLIC BENEFIT

NNEPRA participates in non-profit community organizations and activities such as chambers of commerce, economic development, tourism, educational and marketing organizations along the Downeaster corridor which support our business goals and advance a public purpose.



The **Train to Maine** campaign generates tens of thousands of Downeaster riders to Maine each year and showcases Maine as a premier **tourist destination** throughout greater Boston.



The Downeaster **Cancer Care Fare** program, developed in cooperation with the American Cancer



Society, provides discounted fares to patients referred to Boston for treatment. According to one patient: "My only remaining option was to participate in a clinical trial in Boston. I was using a lot of money for gas to make the multiple trips required for my appointments and treatments. The Downeaster's Cancer Care Program has made a big difference in my ability to participate in the clinical trial. Thank you!"



Thousands of Maine school kids have taken advantage of the **Downeaster Discovery Program** each year which offers special fares and planning tools for youth and school groups traveling for educational purposes.



The NNEPRA staff participates in a variety of **special events** to benefit various local nonprofit organizations.



We are the Northern New England Passenger Rail Authority.

As the business managers of the Downeaster, the Northern New England Passenger Rail Authority (NNEPRA) provides the leadership and support necessary to deliver a passenger rail service that exceeds the expectations of our customers. Our goals are to meet the economic, social, and environmental objectives of our stakeholders; deliver value and benefit to the public and contribute to a modern, integrated transportation system.

The NNEPRA staff is actively involved with the daily operation of the Downeaster. We strive to meet and exceed ridership and revenue goals by actively promoting the Downeaster; achieving maximum financial efficiency by controlling expenses; and establishing strong collaborative partnerships with stakeholders and local communities.



NNEPRA Staff Left to Right: Natalie Bogart, Marketing Director; James Russell, Special Projects Manager; Marina Douglass, Manager of Budget & Administration; Patricia Quinn, Executive Director; Brian Beeler II, Manager of Passenger Services; Steve Houdlette, Data Specialist and Jennifer Crosby, Sales and Marketing Coordinator.



NNEPRA has received eight National First Place/Grand Prize Awards for excellence from the American Public Transportation Association.



Other Awards and Recognition:

- 2015 Portland CVB; Member of the Year for Leadership + Innovation
- 2014 Maine Office of Tourism; Governors Award For Tourism Excellence
- 2014 MaineBiz; Nonprofit Business Leader of the Year
- 2013 FreeportUSA; Business of the Year
- 2013 Brunswick Downtown Association; Member of the Year
- 2012 FreeportUSA; Let's Go Freeport
- 2012 Southern Midcoast Maine Chamber; Business of the Year Non Profit
- 2010 Friends of Midcoast Maine; Smart Growth Award
- 2009 American Cancer Society; Certificate of Appreciation
- 2008 Sierra Club; Business Leader for the Environment Award
- 2007 Amtrak; President's Service & Safety Award
- 2006 GPCOG; Best practice in Public-Private Sector Partnership and Collaboration
- 2006 New England Railroad Club; Presidents Award
- 2002 Maine Tourism Association; Special Recognition Award
- 2002 US Marine Corps; Certificate of Appreciation

We don't run trains... we make trains run.

ABOUT NNEPRA





In 1995, Maine's 119th Legislature established the Northern New England Passenger Rail Authority (NNEPRA) to oversee the restoration and operation of passenger rail service to and within the state of Maine.

Under NNEPRA's leadership, passenger rail service was restored to Maine in December 2001. To date the Downeaster has transported more than 6 million riders the equivalent of 500 million passenger miles. The Downeaster which operates 5 round trips daily between Portland and Boston, 3 round trips between Brunswick and Boston, and is one of the most celebrated passenger rail services in the country.

The seven-member Board of Directors, appointed by the governor of Maine, is supported by the collective efforts of the staff to develop the operating strategies, marketing programs, community relations, food service operations, and service planning activities that have made the Downeaster one of the most successful passenger rail services in the country and an economic engine for Northern New England.

FUTURE GOALS

Building on the success of the Downeaster, NNEPRA has established the following goals to expand and improve passenger rail service in Maine, throughout Northern New England and beyond:

-  Reduce travel time between Brunswick and Boston.
-  Increase frequency of trips between Brunswick, Portland and Boston.
-  Pursue expansion of passenger rail service to/within Maine.
-  Secure dedicated funding to sustain Downeaster operations.

