



**NORTHERN NEW ENGLAND
PASSENGER RAIL AUTHORITY**



NNEPRA Board Meeting

March 28, 2022



NNEPRA BOARD of DIRECTORS

March 28, 2022

Northern New England Passenger Rail Authority

Draft Agenda

1:00pm Public Session

- Welcome and Introductions
- Public Comment
- Approval of Minutes from February 28, 2022 Board Meeting
- Selection of Treasurer
- Performance Update
- Finance Report
 - Approval of February Variance Report
- Staff Updates
 - Marketing
 - Projects
 - Other Business





Downeaster FY22 Performance

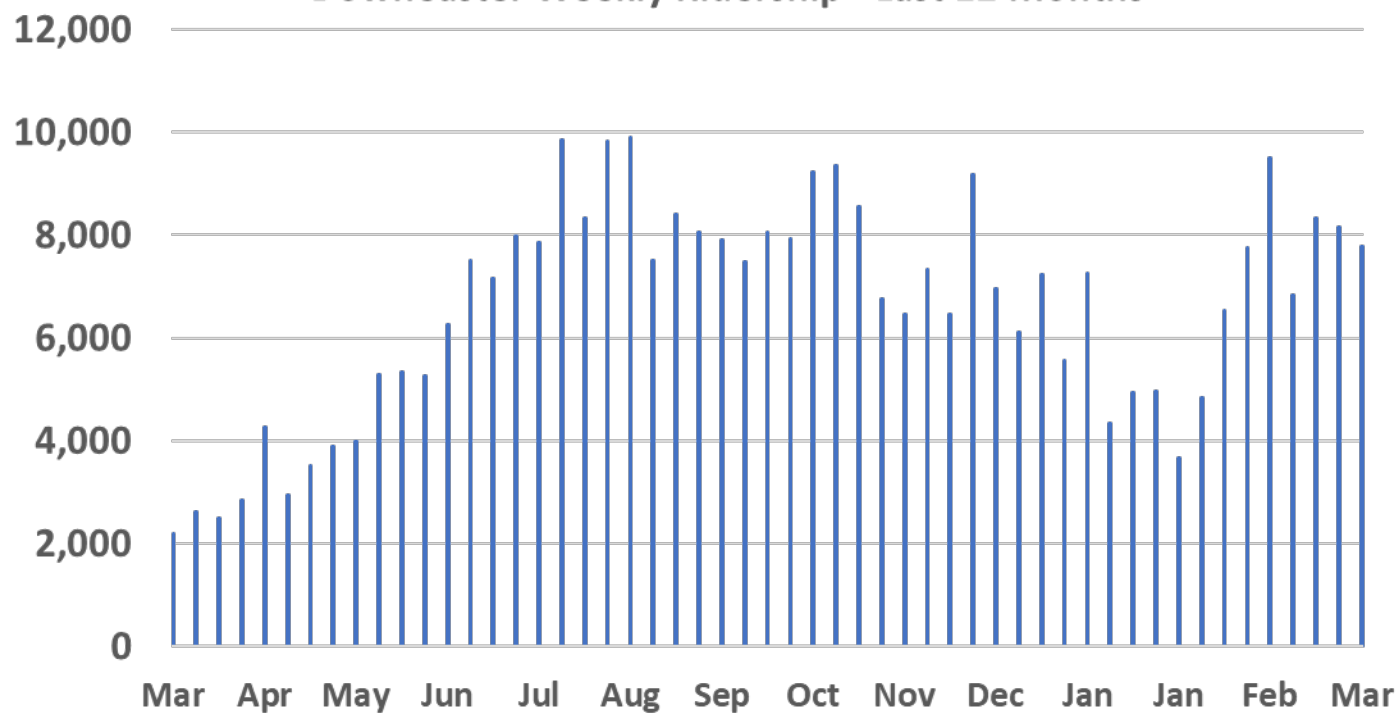
Downeaster Performance Metrics - Last 12 Months								
Period	FY	Trains	Passenger	On Time Performance		Downeaster Café		CSI
		Operated	Miles	End Point	Customer	Capture Ratio	Check AVG	
Feb-22	FY22	280	2,521,546	75%	81%	16%	\$ 8.66	91
Jan 22	FY22	310	1,858,131	79%	88%	19%	\$ 8.78	88
Dec-21	FY22	308	2,568,592	87%	91%	18%	\$ 8.60	94
Nov 21	FY22	297	2,566,478	66%	76%	16%	\$ 7.85	85
Oct-21	FY22	306	3,257,121	71%	79%	17%	\$ 8.03	88
Sep 21	FY22	296	2,730,658	70%	81%	17%	\$ 8.43	88
Aug-21	FY22	306	3,287,802	66%	77%	20%	\$ 8.27	89
Jul 21	FY22	298	3,208,359	64%	73%	19%	\$ 8.38	89
FY22 To Date		2,401	21,998,687	72%	81%	18%	\$ 8.37	89
Jun 21	FY21	296	2,200,782	58%	67%	22%	\$ 7.69	86
May 21	FY21	306	1,610,195	60%	71%	21%	\$ 7.63	90
Apr 21	FY21	236	1,100,506	75%	83%	20%	\$ 6.80	88
Mar 21	FY21	248	685,967	71%	82%	20%	\$ 7.28	93





Downeaster FY22 Performance

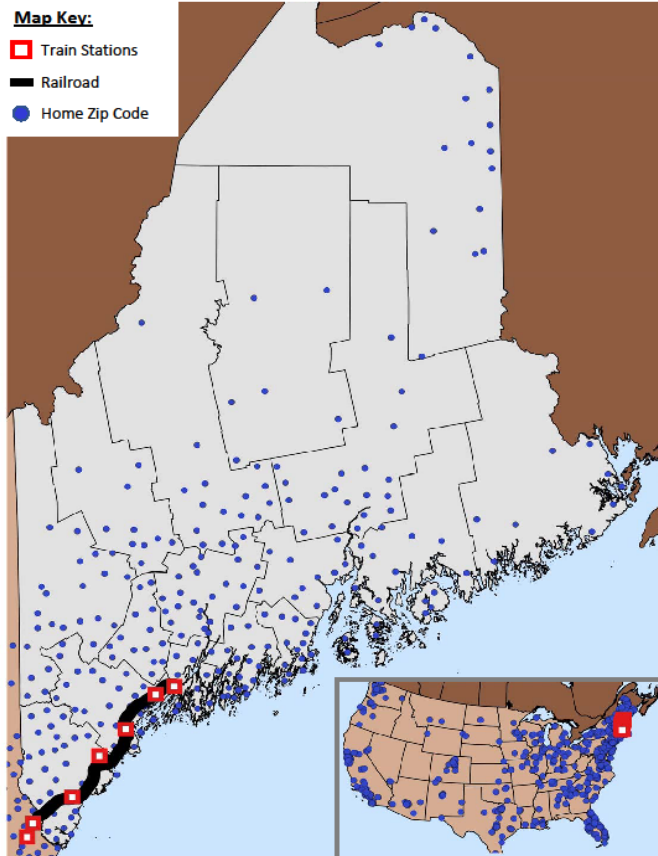
Downeaster Weekly Ridership - Last 12 Months





Downeaster FY22 Performance

Downeaster Riders By Zipcode



Ridership Trends

- Riders from every county in Maine
- Riders from every state except ND
- More nearly full or sold-out trains
- Traditional market mix





Pandemic-Related Staffing Impacts on Downeaster Service

Date	Train(s) Impacted	Service Modification	Date	Train(s) Impacted	Service Modification
1/3/2022	682/683	Café Closed	2/7/2022	688/689	Train Cancelled
1/3/2022	688/689	Café Closed	2/12/2022	688/689	Café Closed
1/5/2022	686/687	Café Closed	2/14/2022	688/689	Café Closed
1/9/2022	688/689	Café Closed	2/20/2022	688/689	Café Closed
1/17/2022	684/685	Train Cancelled	2/21/2022	688/689	Café Closed
1/19/2022	684/685	Train Cancelled	2/27/2022	698/699	Café Closed
1/20/2022	688/689	Café Closed	2/28/2022	688/689	Café Closed
1/21/2022	684/685	Train Cancelled			
1/22/2022	688/689	Café Closed			
1/23/2022	688/689	Café Closed			
1/24/2022	688/689	Café Closed			
1/28/2022	688/689	Café Closed			
1/30/2022	688/689	Café Closed			
1/31/2022	688/689	Café Closed			





Service Enhancements or Improvements

- ✓ Modified schedule to meet needs of today's travelers
- ✓ Bike access was expanded to all stations
- ✓ Acceptance of cash was restored
- ✓ New ticketing machines were installed in stations
- ✓ At-seat service was introduced in Café
- ✓ App introduced for at-seat Cafe ordering and payment.
- ✓ Amtrak technologies: train capacity; pass check-in; Bid-up
- ✓ Cancellation and change fees waived
- ✓ Added event stop in Falmouth to support the LWM Tournament
- ✓ Station Enhancements & Website Updates underway

Innovative marketing programs

- Tiered Recovery Campaign
- Updated Photo Library
- Coordinated with MBTA service reductions
- Produced 20th Anniversary video & booklet
- Sponsored Anniversary Sweepstakes
- Implemented Targeted fare promotions

Continued Community Collaboration

Sustained Maintenance programs:

- Replaced 24,000 Ties
- Replaced deck of Fore River RR bridge
- Cleared sight lines for nearly 30 miles north of Portland
- Replaced 6 Grade Crossing panels





FY22 Financial Performance

Through November 2021

NNEPRA Draft FY22 Budget Variance Report

July 2021-February 2022

Revenues	Feb-22				Fiscal Year to Date			
	February Actual	February Budget	Variance	%	Actual	Budget	Variance	%
Operating Revenue								
Amtrak Ticket Revenue	\$ 527,474	\$ 456,072	\$ 71,402	16%	\$ 5,015,506	\$ 3,883,710	\$ 1,131,796	29%
Food Service Revenue	\$ 36,625	\$ 35,577	\$ 1,047	3%	\$ 360,172	\$ 300,775	\$ 59,397	20%
Advertising Revenue		\$ -	\$ -			\$ -	\$ -	
Parking Lot Revenue	\$ 17,174	\$ 27,419	\$ (10,245)	-37%	\$ 195,701	\$ 195,094	\$ 607	0%
Interest and Other Revenue	\$ 38,545	\$ 13,400	\$ 25,145	188%	\$ 384,710	\$ 232,200	\$ 152,510	66%
Total Operating Revenues	\$ 619,818	\$ 532,468	\$ 87,350	16%	\$ 5,956,089	\$ 4,611,779	\$ 1,344,310	29%



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FY22 Financial Performance

Expenses

Administration

Salaries & Benefits	\$ 66,750	\$ 68,000	\$ (1,250)	-2%	\$ 533,906	\$ 544,000	\$ (10,094)	-2%
Office Expenses	\$ 9,813	\$ 8,000	\$ 1,813	23%	\$ 67,423	\$ 64,000	\$ 3,423	5%
Professional Services	\$ 7,680	\$ 13,500	\$ (5,820)	-43%	\$ 164,057	\$ 176,000	\$ (11,943)	-7%
Insurance	\$ -	\$ -	\$ -		\$ 58,147	\$ 50,374	\$ 7,773	
Board Operations	\$ 975	\$ 1,250	\$ (275)	-22%	\$ 7,492	\$ 10,000	\$ (2,508)	-25%
Total Administration Expenses	\$ 85,218	\$ 90,750	\$ (5,532)	-6%	\$ 831,025	\$ 844,374	\$ (13,349)	-2%

Train Operations

Amtrak Operations	\$ 1,135,632	\$ 1,514,552	\$ (378,920)	-33%	\$ 10,137,294	\$ 11,496,247	\$ (1,358,953)	-13.4%
Train Fuel Cost	\$ 206,199	\$ 156,556	\$ 49,643	24%	\$ 1,440,171	\$ 1,321,247	\$ 118,924	8.3%
Other Train Operations	\$ 142,531	\$ 142,500	\$ 31	0%	\$ 1,064,852	\$ 1,140,000	\$ (75,148)	-7.1%
ARPA Relief Credit	\$ (300,000)	\$ (300,000)	\$ -	0%	\$ (2,716,034)	\$ (3,016,034)	\$ -	0.0%
Facilities	\$ 29,607	\$ 32,000	\$ (2,393)	-8%	\$ 207,681	\$ 73,600	\$ 134,081	64.6%
FY22 Capital Maintenance	\$ -	\$ -	\$ -		\$ 235,970	\$ 680,000	\$ (444,030)	-188.2%
Total Train Operations	\$ 1,213,969	\$ 1,545,608	\$ (331,639)	-27%	\$ 10,369,934	\$ 11,695,060	\$ (1,625,126)	-15.7%

Station Operations

Portland Station Rent	\$ 9,200	\$ 9,200	\$ -	0%	\$ 73,000	\$ 73,600	\$ (600)	-0.8%
Portland Station CAMS	\$ 22,000	\$ 22,000	\$ -	0%	\$ 179,800	\$ 176,000	\$ 3,800	2.1%
Platform Ins.	\$ -	\$ -	\$ -		\$ 197,740	\$ 197,012	\$ 728	0.4%
Station Platform Leases	\$ -	\$ -	\$ -		\$ 46,853	\$ 52,000	\$ (5,147)	-11.0%
Station Improvements	\$ -	\$ 2,000	\$ (2,000)	#####	\$ 3,855	\$ 16,000	\$ (12,145)	
Total Station Operations	\$ 31,200	\$ 33,200	\$ (2,000)	-6%	\$ 501,248	\$ 514,612	\$ (13,364)	-2.7%

Food Service

	\$ 44,213	\$ 62,506	\$ (18,293)	-41%	\$ 538,967	\$ 508,908	\$ 30,059	5.6%
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Marketing

	\$ 23,715	\$ 40,000	\$ (16,285)	-69%	\$ 239,173	\$ 360,000	\$ (120,827)	-50.5%
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Total Operating Expenses

	\$ 1,398,315	\$ 1,772,064	\$ (373,749)	-27%	\$ 12,480,347	\$ 13,922,954	\$ (1,442,607)	-11.6%
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Additional Funding Required	\$ 778,498	\$ 1,239,597	\$ (461,100)	-59%	\$ 6,524,259	\$ 9,311,176	\$ (2,786,916)	-42.7%
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Recovery Funding

ARPA Apportionment	\$ 8,143,886
	CARES Unmet
BSOOB	\$ 226,319
CBL	\$ 475,559
METRO	\$ 286,297
NNEPRA	\$ 2,264,638
RTP	\$ 383,629
SP Bus	\$ 71,844
YCCAC	\$ 101,601
Total Ops Request	\$ 3,809,887
Remaining ARPA	\$ 4,333,999

Project	Cost	Rank
Transit Signal Priority	\$500,000	1
Service Redesign Routes 1 & 111 Biddeford	\$600,000	2
Comprehensive Service Improvements	\$2,868,704	3
Southern Maine Connector Service Expansion	\$882,324	4
Promotional Half Price Fare Initiative	\$1,128,018	5
Regional Multi-modal Passenger Info. System	\$380,000	6
Bus Stop Improvements	\$750,000	7
MMC Scarborough Transit Infrastructure	\$250,000	8
Enhanced Customer Information	\$65,000	9
Onsite Battery Storage	\$500,000	10
Balance (Project Cost Contingencies)	\$219,840	
Total ARPA Apportionment	\$8,143,886	





PACTS Policy Board Approved Funding

Project	Cost	Rank
Transit Signal Priority	\$500,000	1
Service Redesign Routes 1 & 111 Biddeford	\$600,000	2
Comprehensive Service Improvements	\$2,868,704	3
Southern Maine Connector Service Expansion	\$882,324	4
Promotional Half Price Fare Initiative	\$1,128,018	5
Regional Multi-modal Passenger Info. System	\$380,000	6
Bus Stop Improvements	\$750,000	7
MMC Scarborough Transit Infrastructure	\$250,000	8
Enhanced Customer Information	\$65,000	9
Onsite Battery Storage	\$500,000	10
Operations—Casco Bay Lines	\$179,596	
Operations—NNEPRA	\$855,244	
Balance	\$0	
Total ARPA Apportionment	\$8,143,886	



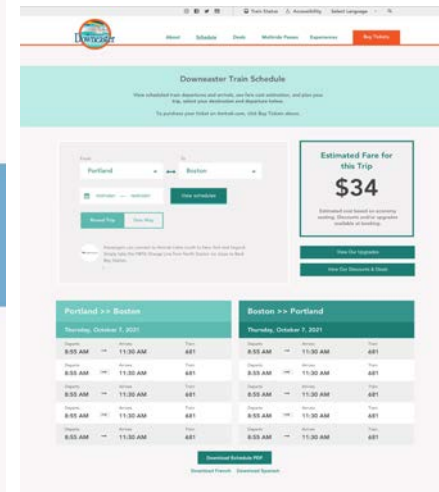
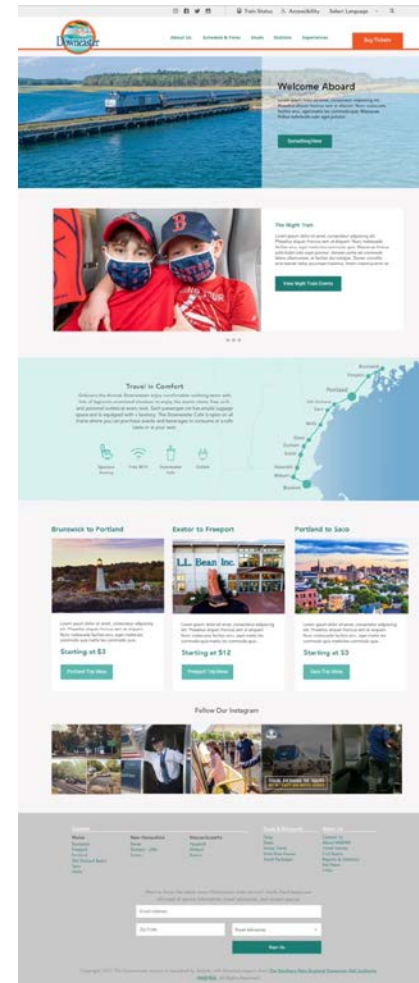


Marketing RFP:

Full Service Marketing/ Advertising Agency
Proposals Due April 8, 2022, 12:00 PM EST

Website Refresh:

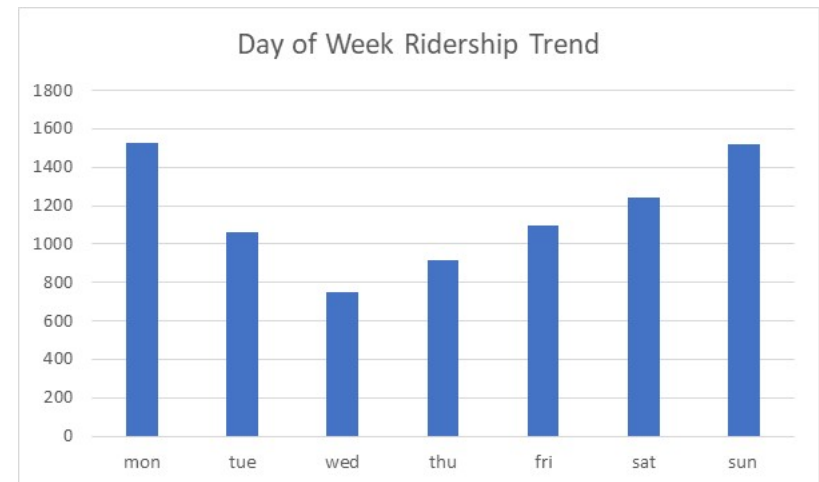
Reorganize and redesign the
AmtrakDowneaster.com homepage, schedules
page and FAQ's for easier navigation.





\$20 Round- Trip Fares

Tuesdays, Wednesdays, and Thursdays in April.



Testimonial Campaign: Passengers stories highlight the benefits of riding the train. These testimonials provide authenticity and serve as itinerary inspirations.



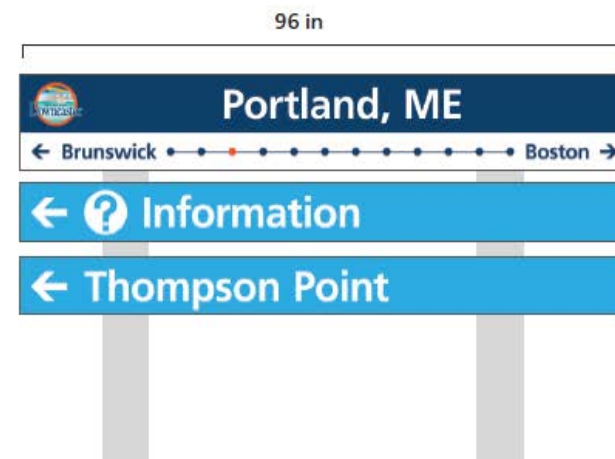
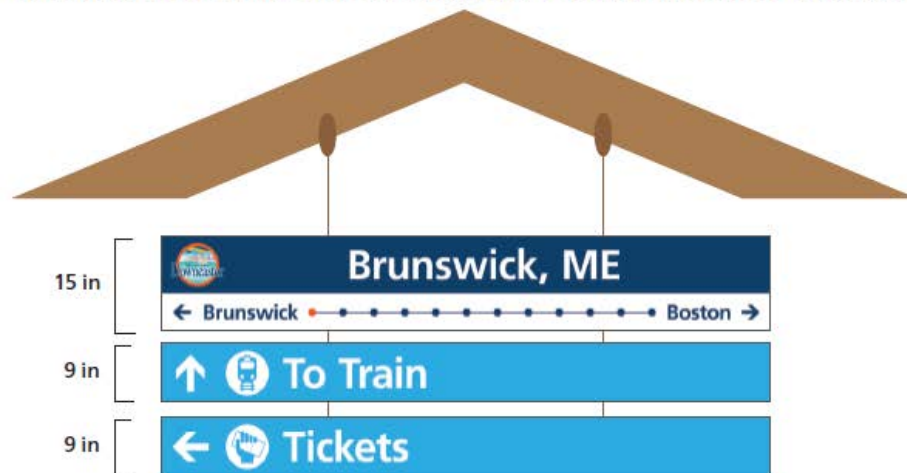
Station Experience Project: Strengthen the Downeaster brand presence in and around stations and improve the overall customer experience.

Sign A.1: City/State Identifier



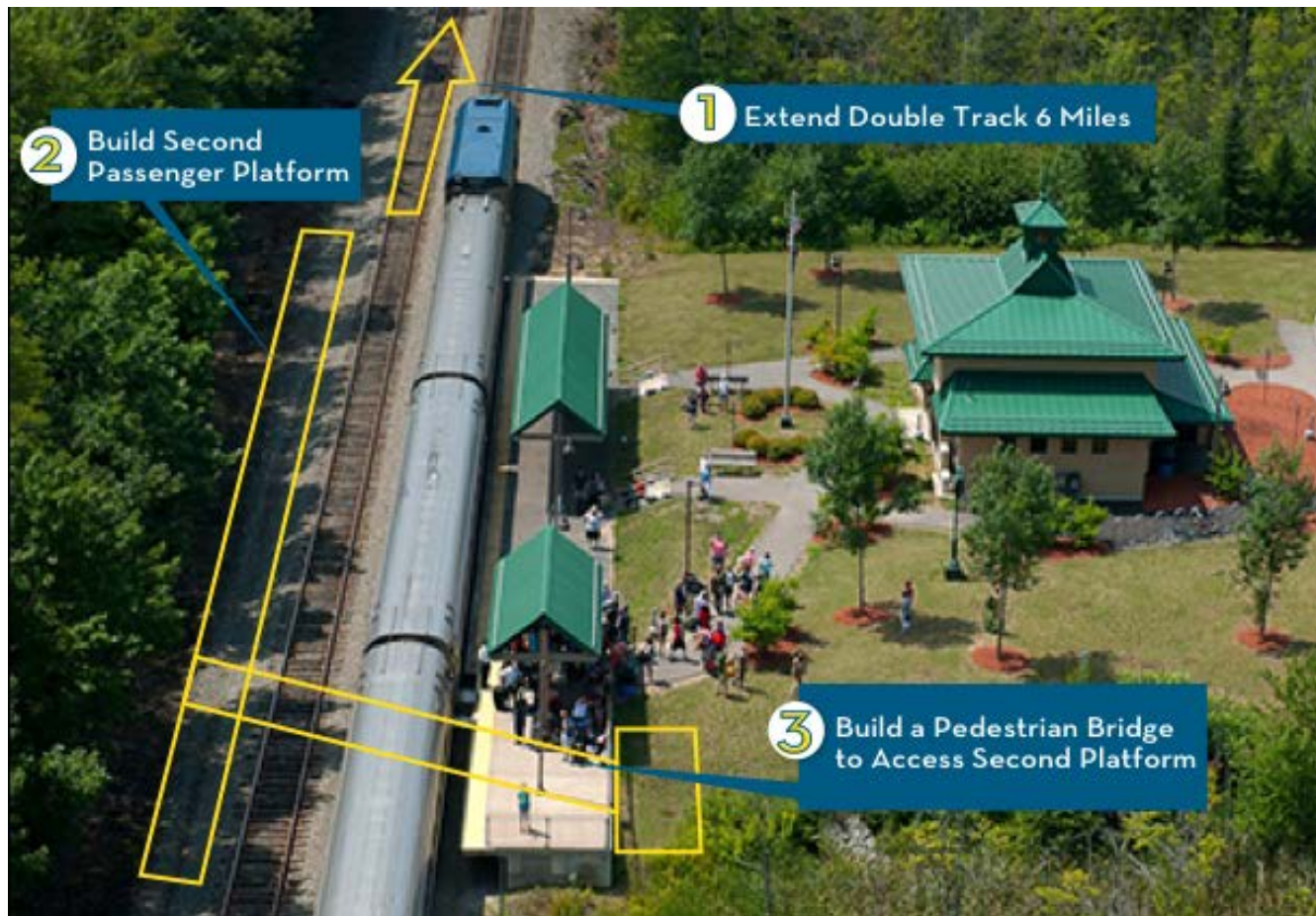
Sign A.2: City/State Identifier with Direction Bar and Messaging

Amtrak Blue, white, and Downeaster bright blue. Will align with interior digital kiosks blue.





Wells Area Improvement Project





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Ongoing

- Station Agreement Updates
- Amtrak Service Agreement
- System Safety Plan
- FTA Triennial Review
- PAR/CSX Merger
 - Positive Train Control





NNEPRA Planning Efforts

- Portland Station Relocation
- West Falmouth Station
- Rockland Pilot
- Service Development Plan Update

Regional Planning Studies

- Maine State Rail Plan  **MaineDOT**
- Statewide Strategic Transit Plan
- L/A Economic Evaluation Study
- Biddeford/Saco TOD
- Gorham/Portland Rapid Transit
- Transit Together
- Connect 2045





National Initiatives

- 209 Policy Update
 - Amtrak Cost & Revenue Accounting
 - Marketing & Data Sharing
 - Business Relationship
- Intercity Trainset Procurement
- Corridor Development Program
- Peer Exchange
- Education & Outreach





Questions?