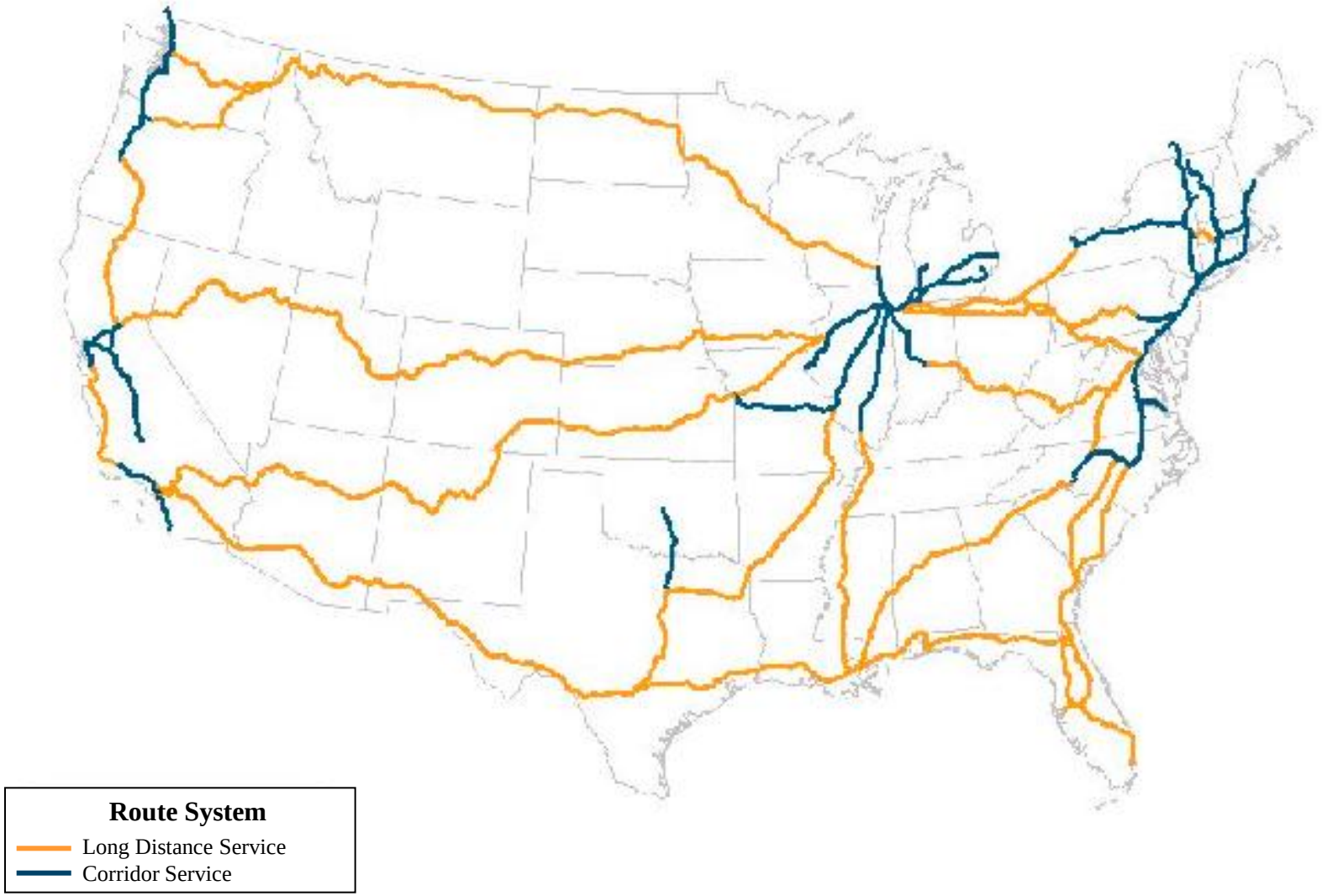
Amtrak and Intermodal Connectivity: for the Enhancing Intermodal Passenger Travel in Canada Workshop: May 31 - June 1, 2012

Bill Sheridan

About Amtrak

- **Amtrak is America's Railroad®, the nation's intercity passenger rail service and its high-speed rail operator.**
- **A record 30.2 million passengers traveled on Amtrak in FY 2011 on more than 300 daily trains – at speeds up to 150 mph (241 kph) – that connect 46 states, the District of Columbia and three Canadian Provinces.**
- **Amtrak operates intercity trains in partnership with 15 states and contracts with 13 commuter rail agencies to provide a variety of services.**

The Amtrak Network



Intermodal Connectivity Goals

Increase rail trips through better utilization of intermodal transportation options.

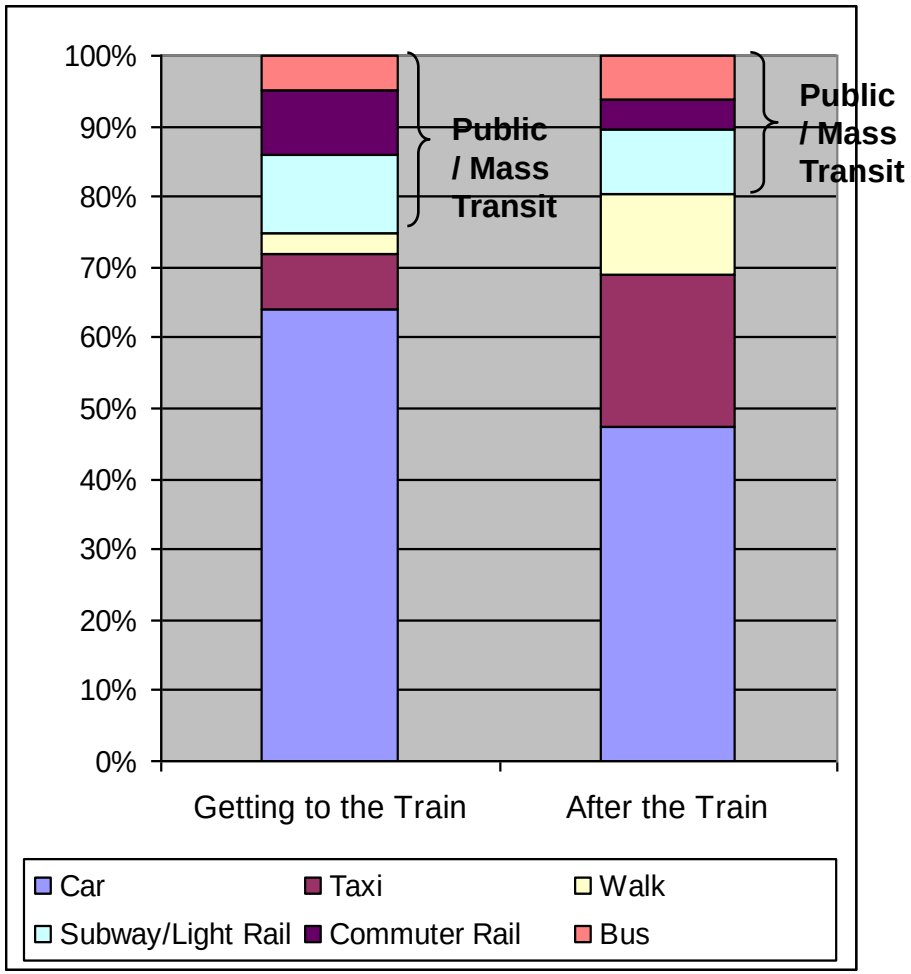
- Short term:
  - increase rail trips using existing intermodal options through effective scheduling and marketing.
  - Partner with route planners such as “Google Transit” to raise awareness of public transportation and to attract new riders.
- Longer term:
  - Develop research, analysis and demand forecast models to encourage the development of new intermodal assets.

January 2011 Intermodal Connectivity Research

- **Amtrak contacted 11,000 customers to measure:**
  - How Amtrak customers access Amtrak stations (how they got to the trains), and
  - How they egress from the Amtrak station (what they used for transportation when they got off the train)
- **Objective**
  - Establish baselines against which to measure future shifts in customer behavior.

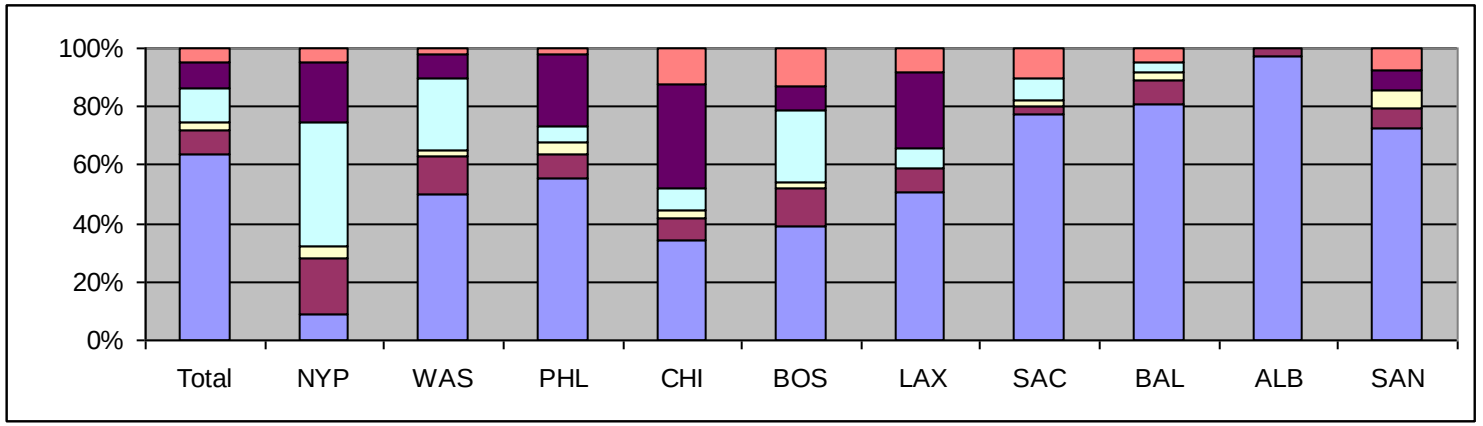
Many Customers Already use Public/Mass Transit

- **Cars (private or rental) are the dominant mode for traveling to the station (64%) and from the station (46%)**
- **Public/ Mass Transit options (Subways/ Light Rail, Commuter Rail and Bus) makes up 25% of the mode to the station and 20% from the station.**

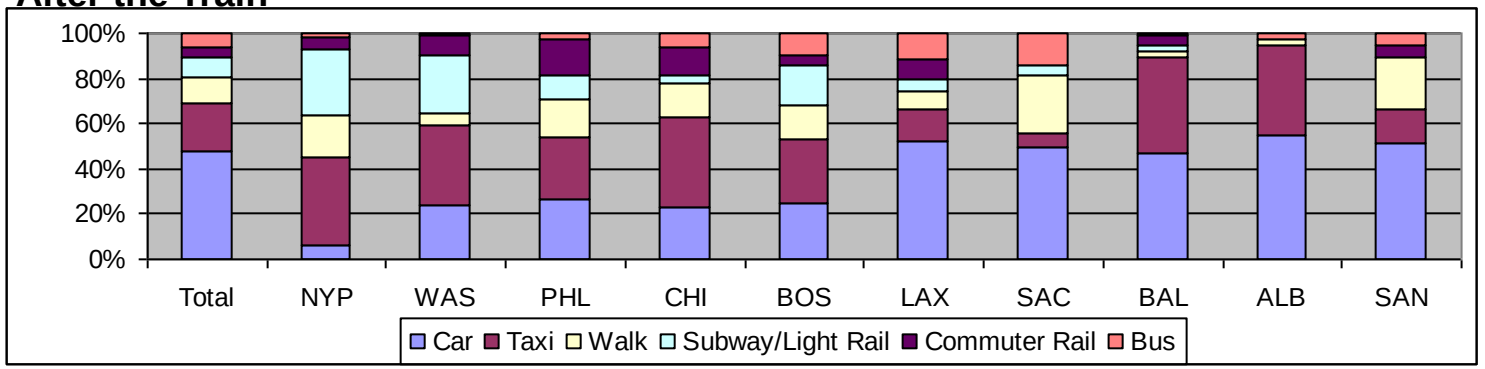


Intermodal Connectivity for Major Cities

Before the Train



After the Train



- Car is dominant, but <u>less prevalent</u> in our larger stations, especially as a mode <u>after</u> the train.
- Walking is much more prevalent <u>after</u> the train, especially at, Sacramento (SAC) and San Diego (SAN).

<u>Destinations</u> with viable non-car intermodal options and/or attractions within walking distance are more conducive to train travel.

Use of Public / Mass Transit Varies by City

Getting to the Station

- **High Public / Mass Transit Usage**

New York City	68%
Chicago	57%
Boston	46%
LA	42%
Washington	36%
Seattle	36%

- **Low Public / Mass Transit Usage**

Albany	0%
Lancaster	1%
Providence	2%

Leaving the Station

- **High Public / Mass Transit Usage**

Emeryville (San Francisco)	48%
New York City	36%
Washington	35%
Boston	32%
Philadelphia	40%
LA	26%

- **Low Public / Mass Transit Usage**

Lancaster	2%
Harrisburg	3%
Albany	3%

Intermodal Connectivity: Unanswered Questions

- **Distances to and from the rail station**
  - How do distances impact consideration of rail travel?
    - Distance from trip origin to the origin station
    - Distance from origin station to the destination station
    - Distance from the destination station to the final destination
    - Distance from the origin to the destination
- **Trip purpose and other segmentation aspects**
  - Which customer types are more likely to consider rail travel? Which are less likely?
  - Which customer types/segments are more open to intermodal options?
  - Do the sensitivity to distance vary by customer type/segment?
  - Is geographic region another variable that impacts rail consideration?
- **Demand modeling**
  - Can we better forecast the demand impact of intermodal options?

Intermodal Connectivity: Next Steps

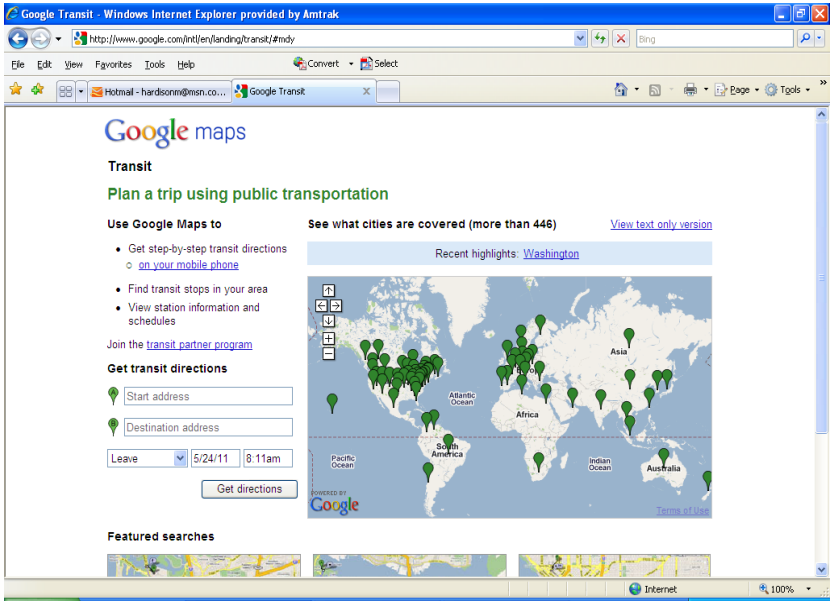
- **Analysis of distance between residence, origin station and destination station**
  - Identify origin leg on round-trip Amtrak trips
  - Calculate distance from residence to origin station and to destination station
  - Determine probability distributions of trips by distance to station
- **Combine Intermodal and Segmentation market research**
  - Use market research to segment the population into meaningful groups that are distinctively different (attitudinally, behaviorally and/or demographically).
  - Determine access and egress mode used to get to and from the station, and the distance of each leg.
  - Identify intermodal patterns and distances traveled by segment.

Final Objective: Increasing demand

- **Identifying where/when we have seats to sell**
- **Determine which customer types/segments are likely to travel between targeted markets**
- **Identify intermodal assets that are being used**
- **Use segmentation research results to create an effective marketing campaign for the targeted segments**
- **Implement**
- **Measure results**

Google Transit Program Background

- **"Google Transit" Launched in 2005 as a Public Transport Route Planner**
  - Free service through Google Maps
  - Includes all public ground transportation types, e.g., bus, subway, and rail
  - Includes walking less than a mile between connections
  - Extensive U.S. coverage as well as overseas
  - Supports 40-plus languages and provides access for the visually impaired
- **Google's Objectives**
  - Raise awareness of public transportation to attract new riders
  - Help travelers discover new routes
  - Improve connectivity between multiple transit types
  - Decrease traffic congestion and negative environmental effects while increasing mobility
  - Provide trip planning on both desktop and mobile devices



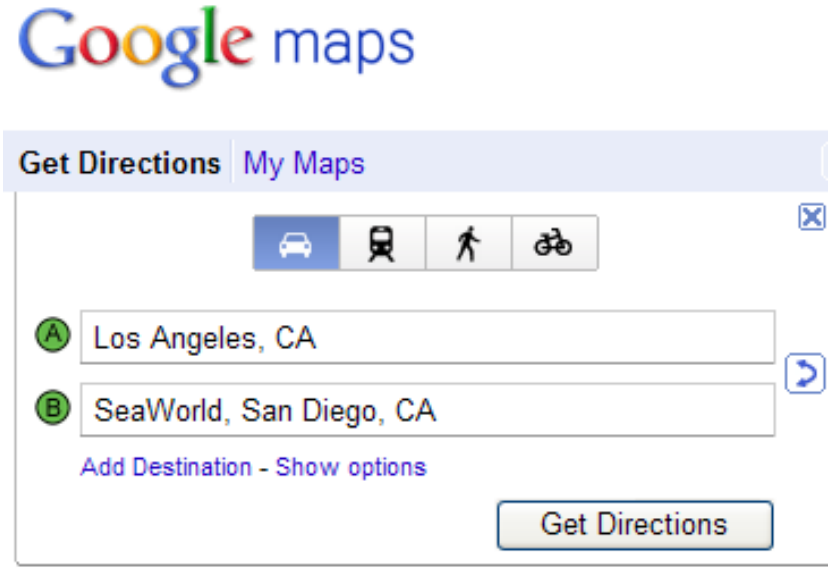
Amtrak Benefits

- **No cost to Amtrak (after start-up) for international presence**
- **Supports corporate goals of connectivity and green travel**
- **Promotes awareness of Amtrak services to a broad audience**
- **Increases website traffic since a link to Amtrak.com appears when Amtrak is presented as a travel option**
- **Once fully automated, requires only minimal resources to maintain**

Amtrak Benefits (continued)

In FY11, through Google Transit we received:

- 199,000 referral visits (total traffic from their site to ours)
- $334,000 in ticket revenue
- 3,644 bookings
- 4,800 riders



Where Do We Go From Here?

- **Integrate Google Transit on Amtrak.com**
  - To offer ways for customers to find transit to/from Amtrak without leaving Amtrak.com
- **Capitalize on ITA, if possible**
  - Google recently acquired ITA Software – a tool behind web travel sales systems such as Orbitz
  - Amtrak will track and look for ways to integrate with ITA to cover all possible Google opportunities