Communicating Performance
May 3, 2012
How do we communicate performance?

- Just like projects, communication is **state driven**
- Every state is different
- There are **common elements** we would like to emphasize:
  - Local benefits...who benefits and how?
  - Celebrate milestones
    - Ground breakings
    - Significant phases (NEPA / ROD / Final EIS / PD)
    - Ribbon cuttings
    - Open for service
  - Connect local benefits to corridor and regional significance
COMMUNICATING PERFORMANCE

All Aboard

March, 2011

The Downeaster is truly a Maine attraction. Last year, more than 65,000 visitors rode the Downeaster to Maine, generating $12.7 million in tourism spending.

ATTRACTS NEW VISITORS
Since 2008, the Northern New England Passenger Rail Authority (NNEPRA) has invested over $340,000 in the “Train to Maine” campaign, creating more than 9.3 million impressions in the Greater Boston market and increasing tourism-based ridership by 34%. The Downeaster is a media magnet, earning more than 120 local, regional, and national news stories last year alone.

“We continue to see more and more people ride the train to Old Orchard Beach. I love to watch families and visitors getting off the train, beach towels and umbrellas in hand. Word is getting out about how convenient, fun and economical the train is.”
– James Harmon, Old Orchard Beach Chamber Executive Director

MAKES IT EASY TO GET HERE FROM THERE
The Downeaster connects Maine to major feeder markets in the Northeast (Boston, New York, Philadelphia and Washington, D.C.), along with smaller cities, airports and suburban hubs. As gas prices rise, the Downeaster makes visiting Maine an easy and economical choice.

PROMOTES THE MAINE BRAND
What better way to begin a visit to Maine than with a relaxing ride through small towns, villages and marshes? The Downeaster is recognized for having the friendliest crews and cleanest trains in the Amtrak system, provides volunteer hosts to enhance the travel experience, and features fresh Maine products in the on-board café. It’s the way travel should be!

JUST THE BEGINNING
Downeaster service to Freeport and Brunswick is scheduled to begin in the fall of 2012, with connecting service to mid-coast Maine.

NORTHERN NEW ENGLAND PASSENGER RAIL AUTHORITY
75 W. Commercial Street, Suite 104  Portland, Maine 04101  207-780-1000  AmtrakDowneaster.com

Train to Maine Campaign 2008-2010
• Outdoor Advertising
• Transit Advertising
• Station Signage
• Television
• Radio
• Print
Total Investment: $340,000

The Amtrak Downeaster earned the 2009 American Public Transportation Association (APTA) AdWheel Grand Prize Award for the TRAIN TO MAINE CAMPAIGN.

It is projected that by 2020 a total of $7.2 billion in new development will occur along the Downeaster corridor, creating 10,000 new jobs, and generating $75 million in annual tax revenues.

Downeaster is a proud partner in the Greater Bangor region.
COMMUNICATING PERFORMANCE

Show progress!

Rail - Kelso Martin's Bluff - Kelso to Longview Jct

Status

April 2012

The project team is finalizing plans with BNSF to begin engineering work. This work includes:

- Soils investigation and testing
- Topographic surveys
- Track schematics
- Investigation for the presence of asbestos and lead

Print out the project fact sheet (1.4 MB pdf)

Why is WSDOT constructing rail improvements near Longview Junction?

More shipments coming in and out of the Port of Longview have created a major rail line chokepoint at the Longview Junction, slowing down freight and passenger rail traffic.
What can FRA do to assist you?

Cary, NC

Ground Breaking

Grand Opening
COMMUNICATING PERFORMANCE

Speakers
Elected Officials and leadership

Dearborn, MI

King Street Station
Seattle, WA
Cross-promote our good news by repeating each other’s stories through…

- Websites
- Facebook
- Twitter (hash tags)
- YouTube
- Slideshare

- What are you doing?
Summary

**States – Drive program**
Communications from ground up will resonate locally
Identify a “go to” person
Collaborate and communicate with FRA to identify and develop opportunities to raise visibility and generate press interest for successes
Cross promote – website and social media
**Will you share your communications plan?**

**FRA- Federal partner**
Information clearinghouse and resource for states (high level messaging)
Provide regional/national context
Cross promote – website and social media
Conference calls/webinars to share best practices/success stories
Communication Tool Kit – **What can we provide to assist you?**

**AASHTO**
Key Partner to facilitate federal-state communications
Develop communications collateral with national perspective and regional/state highlights
Validate formula’s and benefits
Cross promote – website and social media
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References for examples:

• Downeaster

• Amtrak Cascades

• Washington State DOT Passenger Rail
Thank you.