



SMART STATIONS IN SMART CITIES

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Integrated Mobility; Thruway Service and Major Station Access

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Session: 1a – Solutions for Integrated Mobility

UNDER THE HIGH PATRONAGE OF



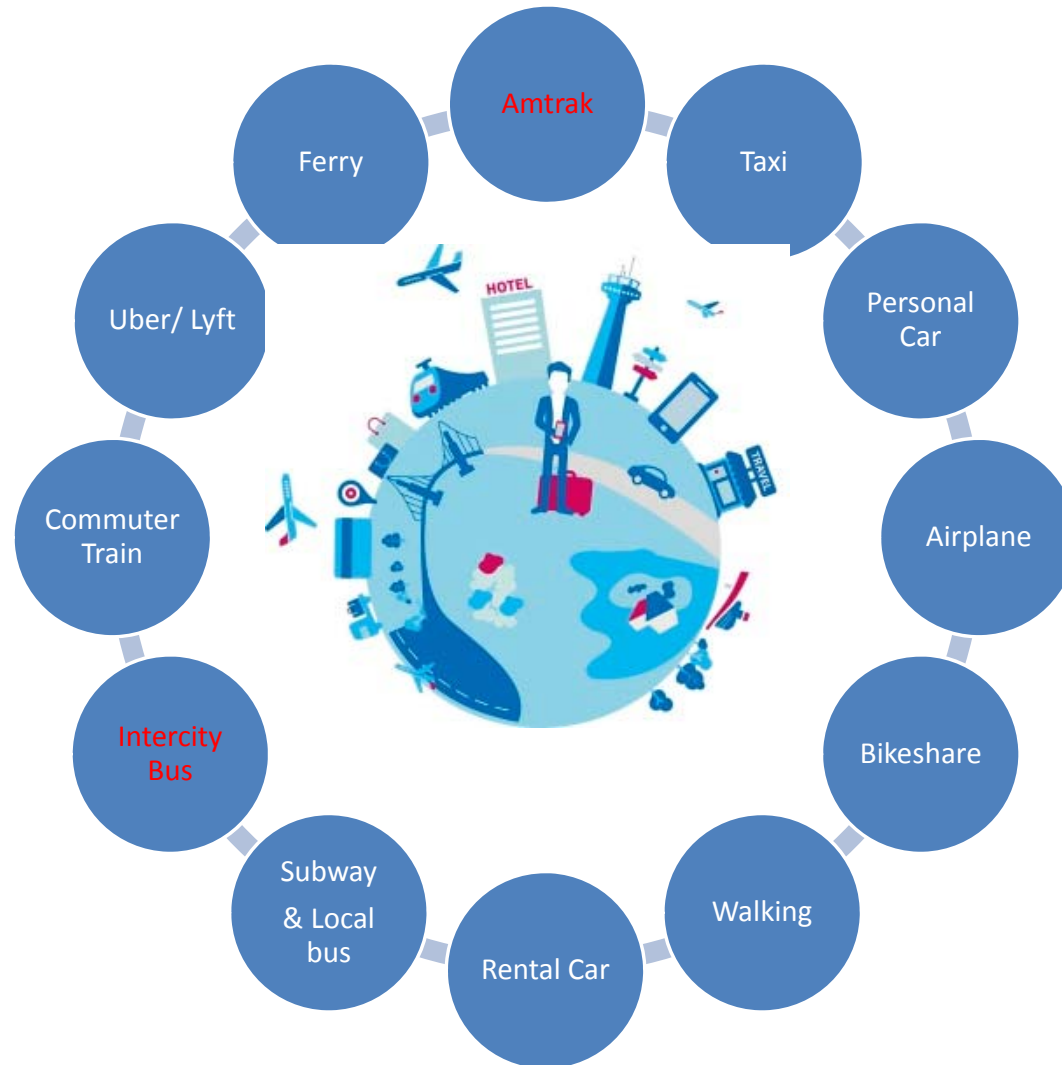
ORGANISERS



Topics Covered

- **Amtrak Inter City Bus and Rail – Thruways**
- **Major Stations – Multimodal Access**
- **Ride Hailing**

Amtrak is Part of a “Travel Ecosystem”



What is “Thruway” service?



“Thruway” service is any transportation service sold and ticketed as part of the Amtrak network that is operated by another carrier

(over 1,000 schedules), including:

- Intercity buses
- Shuttle buses / vans
- Local transit buses
- Commuter trains
- Ferries
- Taxis

Amtrak has many existing partners

INTERLINE



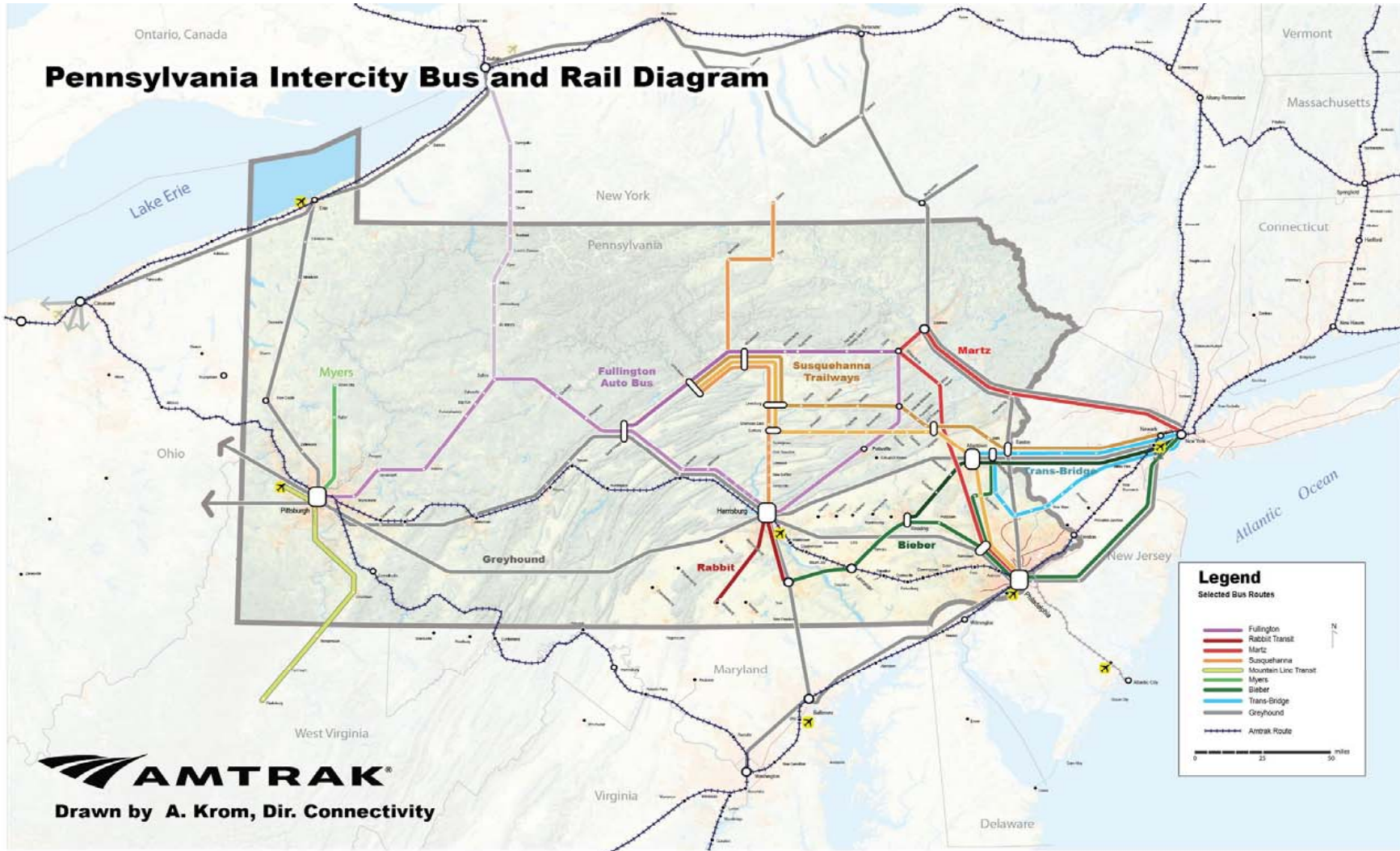
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What Amtrak Does



- **Maintains Thruway contracts, schedules, fares, connections, station information, and operations coordination**
- **Through Connecting Transportation staff manages Thruway services throughout United States (except in California)**
- **California Bus Operations manages Thruway services within California**



Thruway Connections Overview



- Amtrak sells 1.5 million Thruway tickets each year for travel on connecting services (primarily buses).
- The combined value of these trips (bus + rail tickets) is over \$95 million.
- Thruway connections add over 400 possible destinations to the Amtrak system.

Thruway Business Volume

ROUTE TYPE	RIDERS	TICKET REVENUE
DEDICATED - STATE FUNDED	1,081,000	\$16,357,000
INTERLINE - STATE FUNDED	25,000	\$246,000
DEDICATED – LONG DISTANCE	145,000	\$1,799,000
INTERLINE - MINIMUM REVENUE GUARANTEE	22,000	\$626,000
INTERLINE – PER TICKET	262,000	\$6,805,000
NJ TRANSIT – ATLANTIC CITY LINE	65,000	Not Booked as Revenue
CONNECTED RAIL SEGMENTS	1,506,000	\$70,000,000
GRAND TOTAL		\$95,833,000

- **Dedicated = Bus Company Contract only with Amtrak**
- **Interline = Tickets sold by Amtrak offered by another carrier, which also may sell its own tickets for travel**

Amtrak Business Lines - Thruway Ridership and Revenue Statistics

Business Line	Passengers with Thruway Tickets	Ticket Revenue
Northeast Corridor	26,352	\$2,004,334
Long Distance	352,999	\$39,292,068
State Supported	1,148,599	\$28,971,986

- **1.5 Million Amtrak rail tickets are sold with a thruway ticket at same time**
- **Data is from Last 12 months**

Thruway Statistics by Cost Center

MOST RECENT 12 MONTHS	CC 6512 (CALIFORNIA)	CC 5001 (NATIONAL)	TOTAL
THRUWAY RIDERS:	1,124,000	476,000	1.6 Million
CONNECTED TRAIN RIDERS:	1,132,000	399,000	1.5 Million
THRUWAY TICKET REVENUE:	\$16.2 Million	\$9.6 Million	\$26 Million
CONNECTED TRAIN TICKET REVENUE:	\$41.1 Million	\$29.2 Million	\$70 Million
TOTAL TICKET REVENUE	\$57.3 Million	\$38.8 million	\$96 Million
THRUWAY OPERATING BUDGETS (APPROX.):	\$29 Million	\$13 Million	\$41 Million

- **California has over double the Thruway Riders of the rest of the U.S. National Network**
- **Thruway connections generate cash contributions – primarily by attracting additional passengers to ride Amtrak trains.**

Connected Rail Riders per Year by Route

- California Rail Routes dominate in the Thruway Market

	Route	Connected Riders
39	SAN JOAQUINS	604,156
35	PACIFIC SURFLINER	193,789
37	CAPITOLS	181,850
34	COAST STARLIGHT	79,365
36	CASCADES	54,664
28	SOUTHWEST CHIEF	46,143
27	CALIFORNIA ZEPHYR	43,940
32	TEXAS EAGLE	35,609
47	WASHINGTON-NEWPORT NEWS	30,259
05	NORTHEAST REGIONAL	23,806
16	SILVER STAR	22,484
19	SILVER METEOR	22,030
26	CAPITOL LIMITED	21,833
45	LAKE SHORE LIMITED	19,059
25	EMPIRE BUILDER	16,546
48	PALMETTO	15,859
22	WOLVERINE	15,135
46	WASHINGTON-LYNCHBURG	9,603
33	SUNSET LIMITED	8,878
18	CARDINAL	8,667
30	CITY OF NEW ORLEANS	6,906
21	HIAWATHA	6,725
66	CAROLINIAN	6,063
20	LINCOLN SERVICE	6,000
52	CRESCENT	5,676
41	BLUE WATER	5,388
50	WASHINGTON-NORFOLK	4,627
57	PENNSYLVANIAN	3,618
14	KEYSTONE	3,058
29	HEARTLAND FLYER	2,876
56	MISSOURI RIVER RUNNER	2,833
67	PIEDMONT	2,785
01	ACELA	2,546
09	DOWNEASTER	2,241
40	ADIRONDACK	2,068
65	PERE MARQUETTE	2,038
54	HOOSIER STATE	1,986
23	ILLINI	1,861
07	MAPLE LEAF	1,733
15	EMPIRE	905
12	NEW HAVEN-SPRINGFIELD	829
24	ILLINOIS ZEPHYR	666
51	WASHINGTON-RICHMOND	460
03	ETHAN ALLEN	281
04	VERMONT	102
63	AUTO TRAIN	4

Opportunities

- **Door to Door Mobility Solutions**
- **Commuter Rail Thruway Ticketing**
- **New Thruway Routes**
- **Pilot Projects of New Service Types (e.g. Deluxe Bus)**
- **Station Agency Agreements**

Needed Technology Improvements

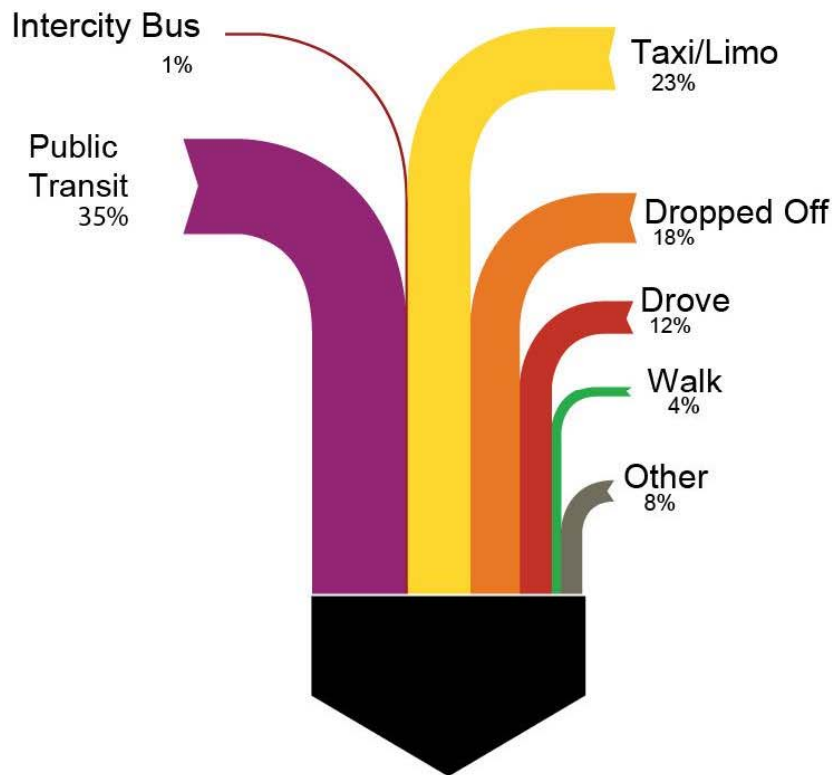
Improvement	Benefits
<p>Upgrading Arrow to allow for using native schedule numbers of interline carriers. At present, Amtrak uses its own defined schedule numbers for interline schedules, regardless of the schedule number a carrier may use for its own service.</p>	<p>Using native schedule numbers would be less confusing for customers and employees. A greater number of schedule numbers would be available for use.</p>
<p>Travel document improvements to better describe interline connections, including operating carrier information.</p>	<p>Customers would more easily locate connecting services. Drivers and field staff would more easily inspect tickets.</p>
<p>Interline Capacity Management: Real-time availability calls and capacity synchronization with interline carriers.</p>	<p>Capacity levels would be synchronized among interline carriers to avoid oversold conditions and allow for real-time selling from availability.</p>
<p>Interoperable ticket scanning among carriers whereby Amtrak receives ticket lift scan data from interline carriers.</p>	<p>Real time ticket lift data would allow for improved operations management.</p>
<p>Online interline revenue clearing processes for interline payments.</p>	<p>Invoicing processes would be simpler, faster, and more efficient for business partners.</p>
<p>A routing algorithm to build and display connected itineraries (all connecting routes are hand-coded in Arrow by CNOC and Connectivity staff – over 20,000 routes).</p>	<p>More city pair combinations would be created and available to customers.</p>
<p>Multi-ride ticket lift revenue should accrue to Thruway services, not just trains.</p>	<p>Multi-ride ticket revenue could be accurately assigned to buses.</p>
<p>USA Rail Pass Thruway segments would be assigned ticket revenue.</p>	<p>Financial settlement with interline carriers would be improved.</p>
<p>Isolate interline ticket revenue from Amtrak ticket revenue.</p>	<p>Interline payments would no longer show as an operating cost on the P&L, replaced with net commission profit.</p>



Major Station Access: New York, Philadelphia and Washington D.C.

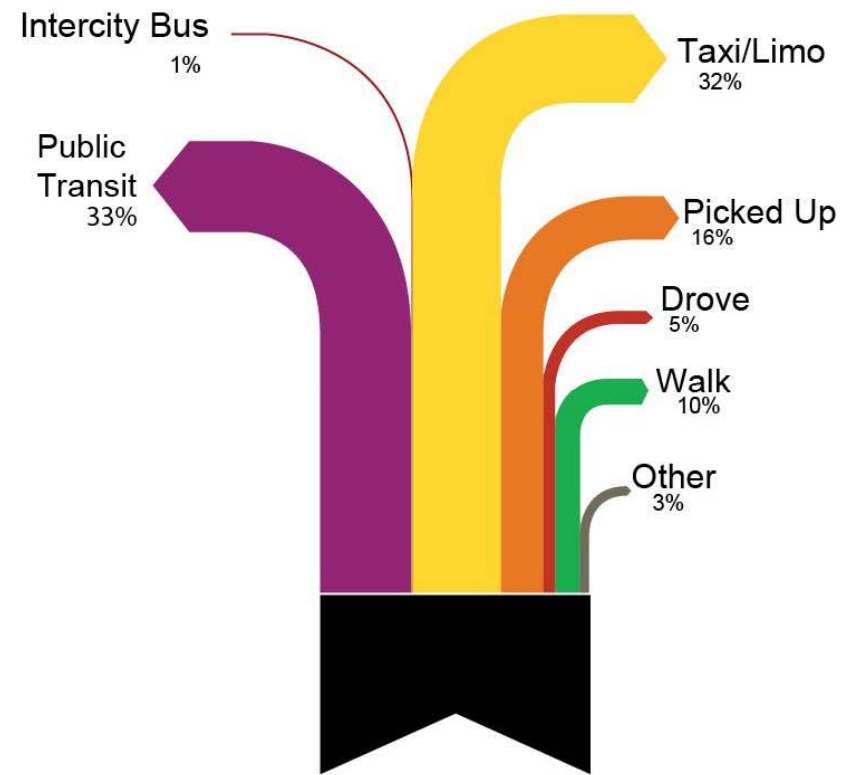
Station Access: Washington D.C. (2016)

Originating



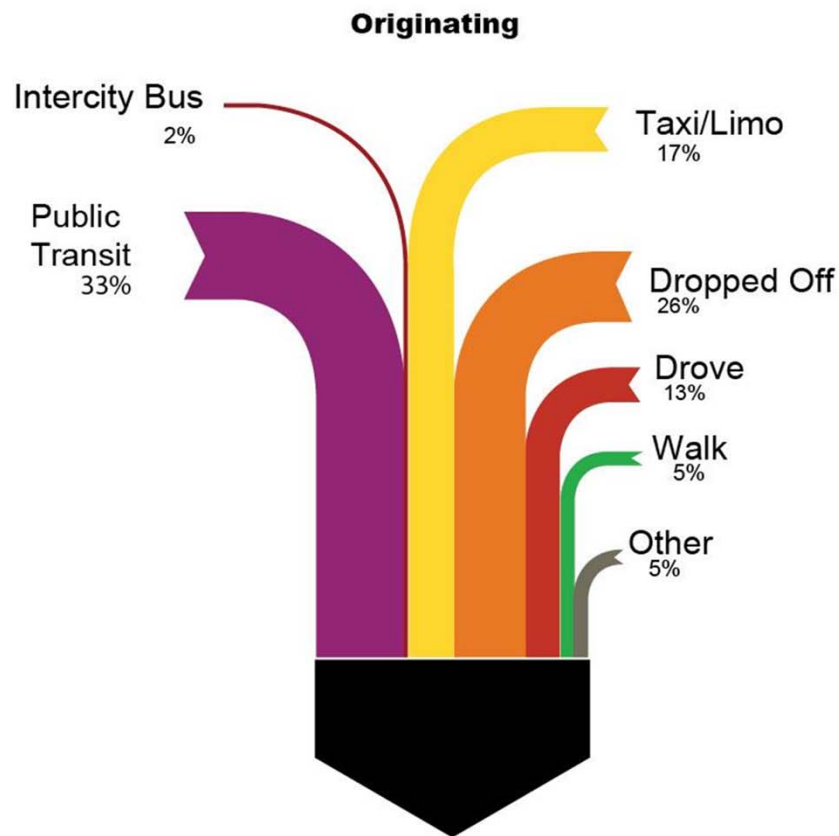
People going to another city on Amtrak trains

Destination

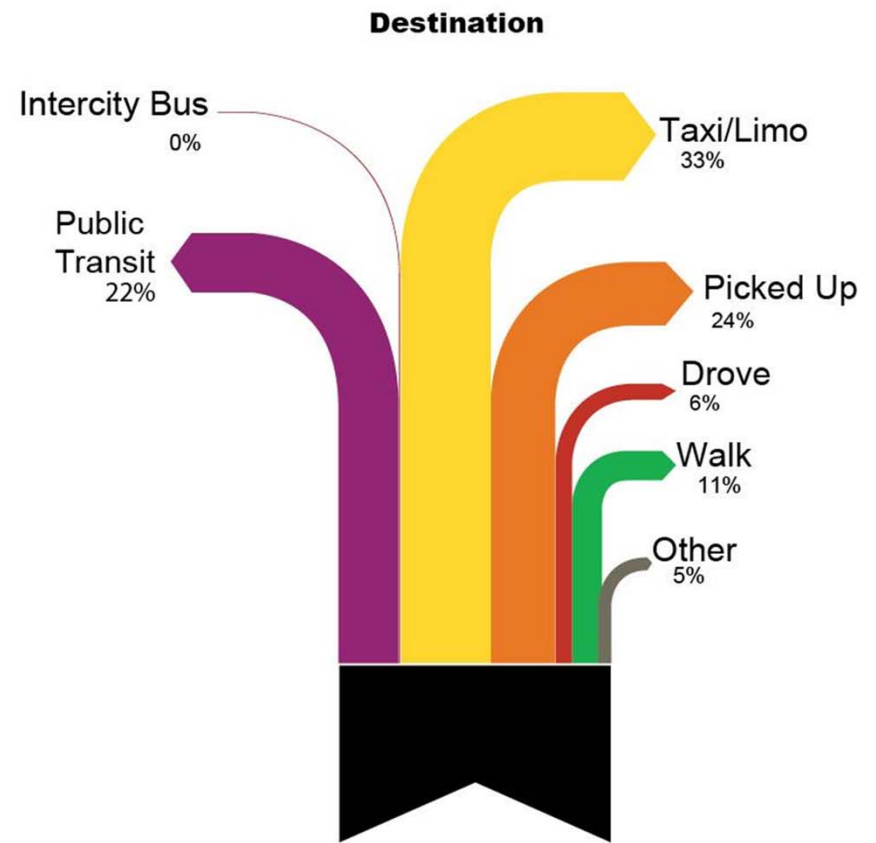


People coming from another city on Amtrak trains

Station Access: Philadelphia (2016)

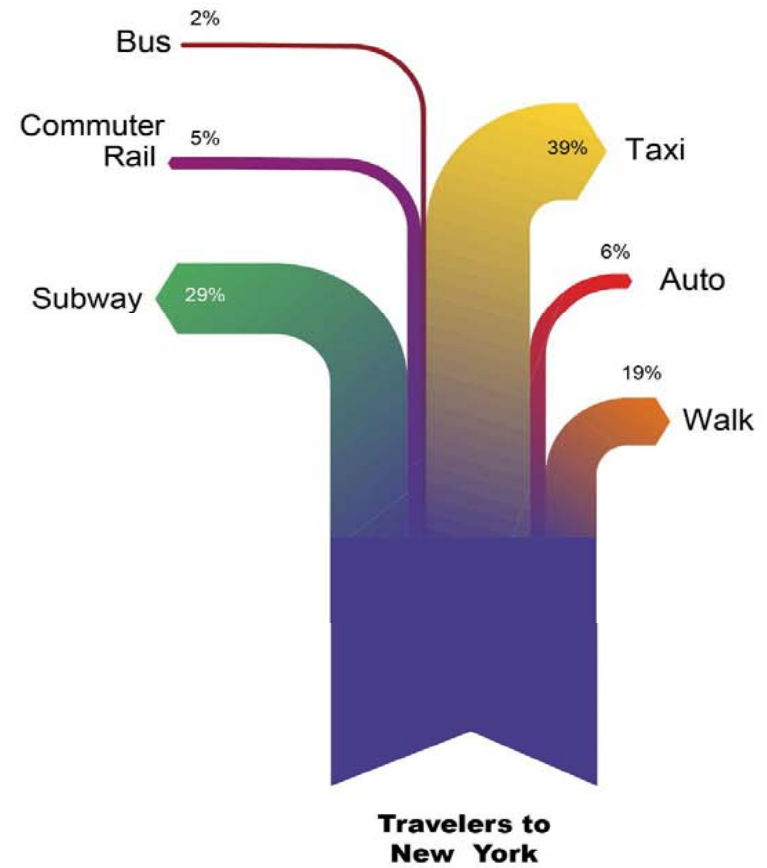
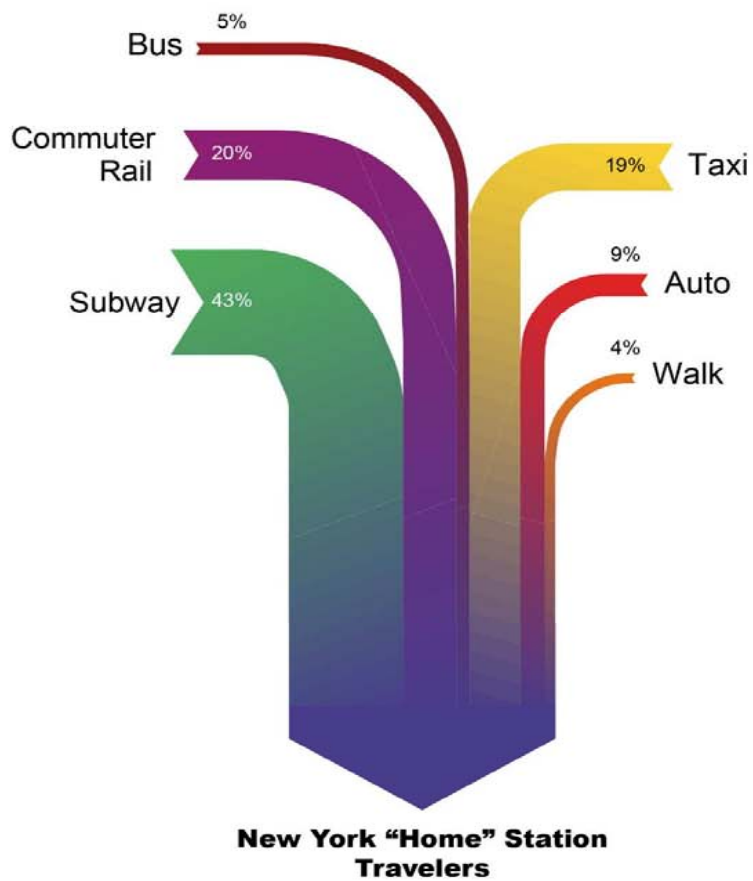


People going to another city on Amtrak trains



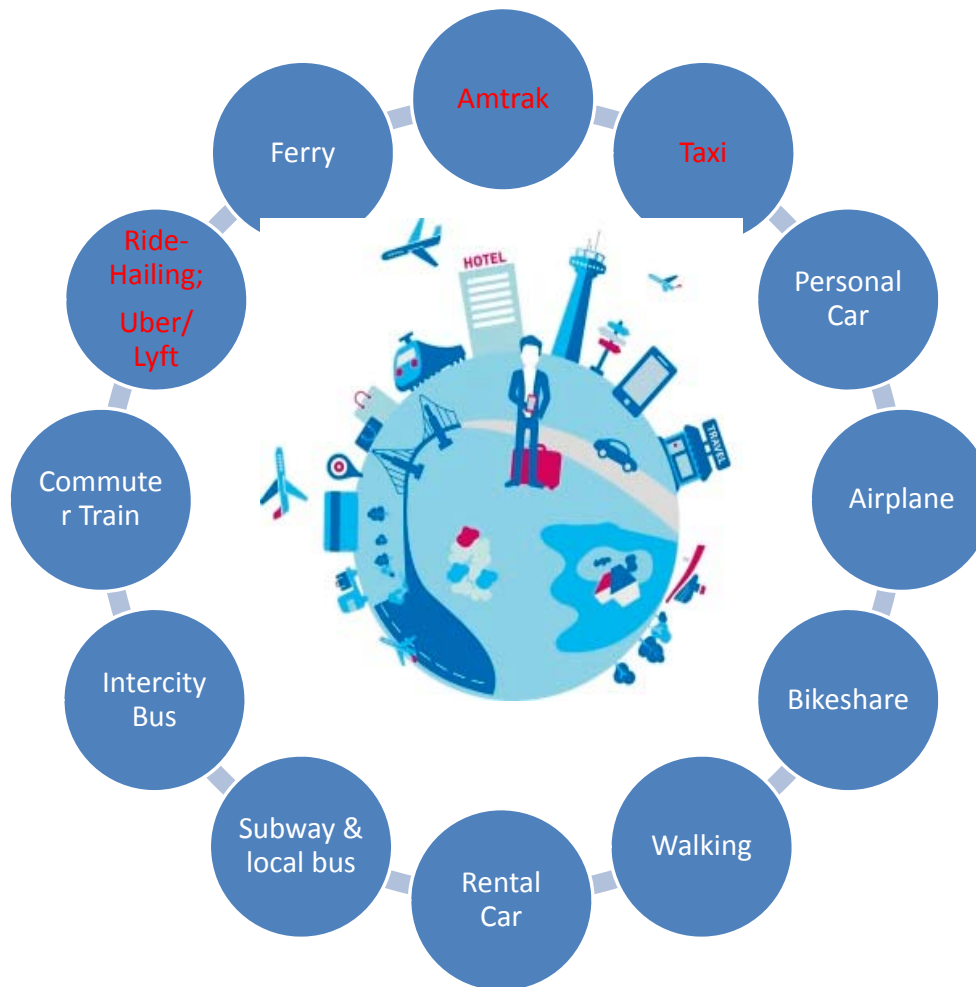
People coming from another city on Amtrak trains

Station Access: New York (2010)



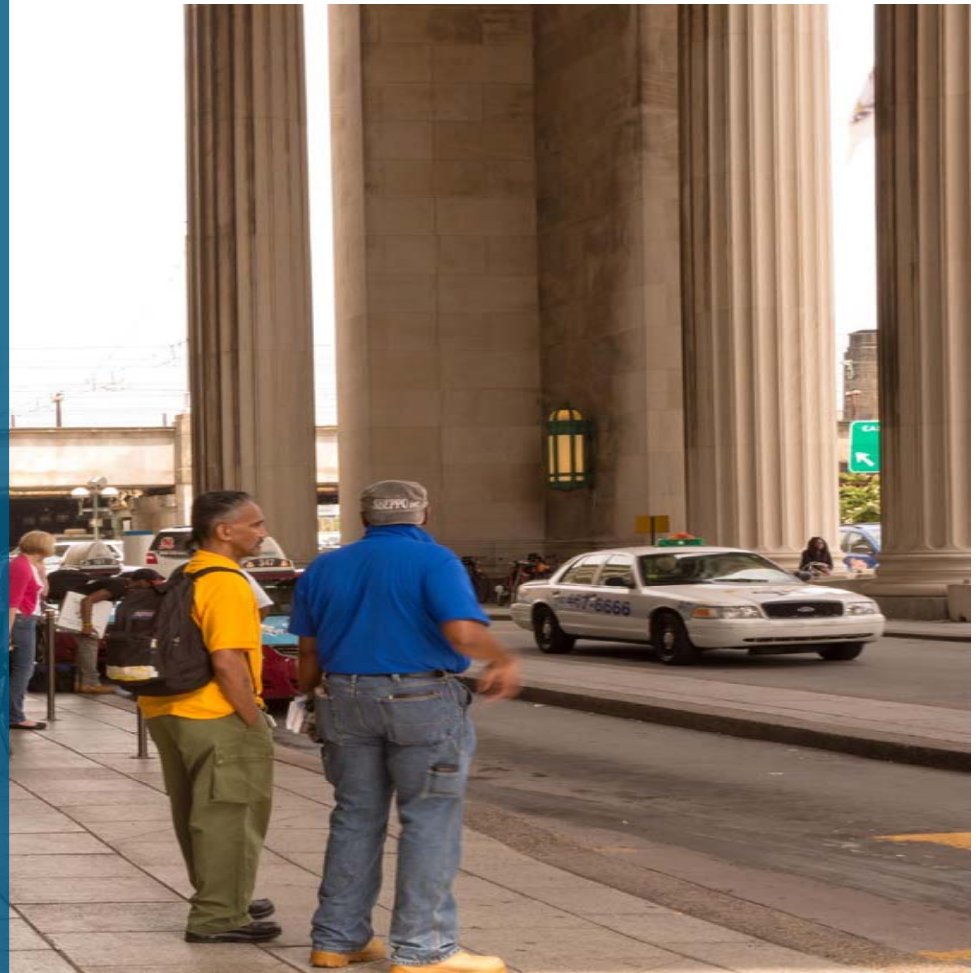
Ride Hailing Trends

Amtrak is Part of a “Travel Ecosystem”

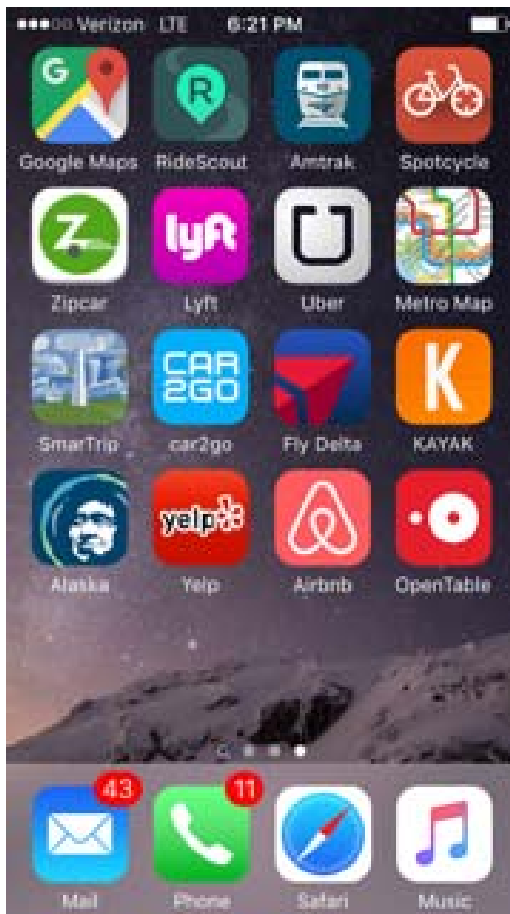


The First and Last Mile

- Trains take passengers “door to door.”
- First / last mile can be one of the most difficult to plan and expensive to purchase
- Intercity train riders depend on:
 - Auto access
 - Local public transport
 - Taxis
 - Pedestrian/bicycle
- In the U.S., taxi service is shifting to “ride-hailing” services such as Uber and Lyft, especially for business travelers.
- To what extent will ride-hailing change the transportation mix?

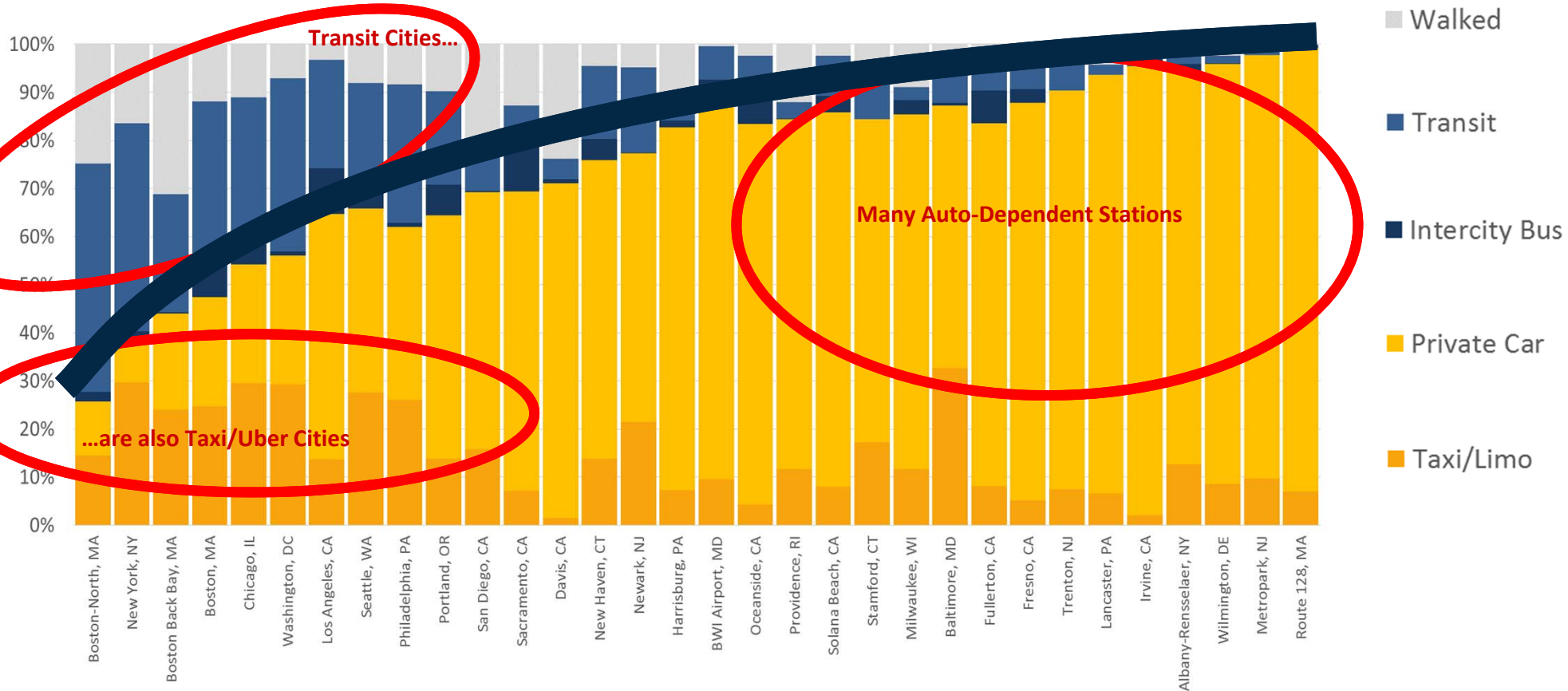


Competing Options for Travel Solutions



- Third party provide integrated trip planning – google Maps, Moovel, etc
- Amtrak currently has few partnerships with local transport authorities.
- Amtrak is pursuing “door to door” mobility solutions for customers through partnerships with providers, technology firms, and in-house solutions development.

How Do Passengers Access Stations?

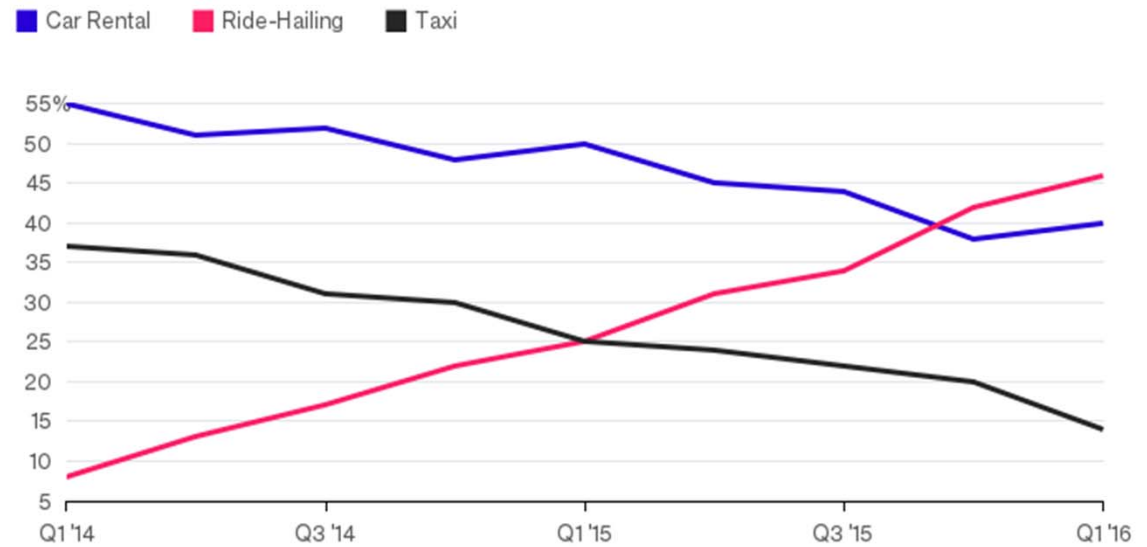


Amtrak First/Last Mile Statistics

Top ways to access Amtrak stations	Percentage of customers
Dropped off/picked up by another auto driver	32%
Local public transit	16%
Taxi/Limousine	15%
Drove and parked	11%

Ride-Hailing: Business Traveler Usage

- **Uber and Lyft are primary ride-hailing services in U.S. (and Uber is much larger)**
- **In Q4 of 2016, Uber accounted for 52% of automobile business travel transactions (Certify, Inc., a business expense reporting service)**



Source: Certify

Bloomberg 

The price to purchase a New York City taxi medallion is falling:

2014:	\$1,300,000
2016:	\$250,000

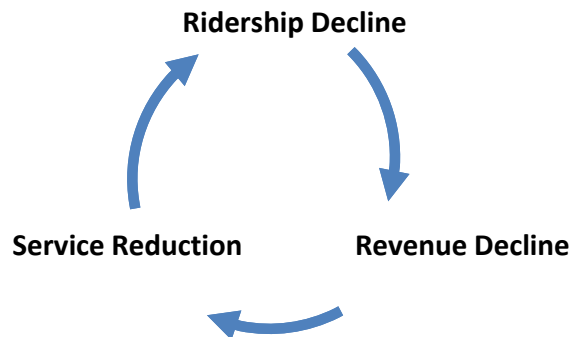
Uber/Lyft Issues for Amtrak

- **Congestion:** Drivers are parking at stations waiting for fares. Diverting trips from mass transit will increase congestion at stations.
- **Station Design:** To prevent conflicts, ride-hailing services and taxi services are sometimes designated in different locations. Where and how should customers and drivers connect?
- **Facility Revenue Streams:** Should station access fees be collected, and if so, what is the best method for collection?
- **Bundling:** Can Amtrak sell combined rail + car travel? What would be the best method?
- **Alternate Transportation:** Using car services to protect missed connections.
- **Marketing Partnerships:** What is the best practice for marketing partnerships with car services?

Uber: Potential Impact on Transit



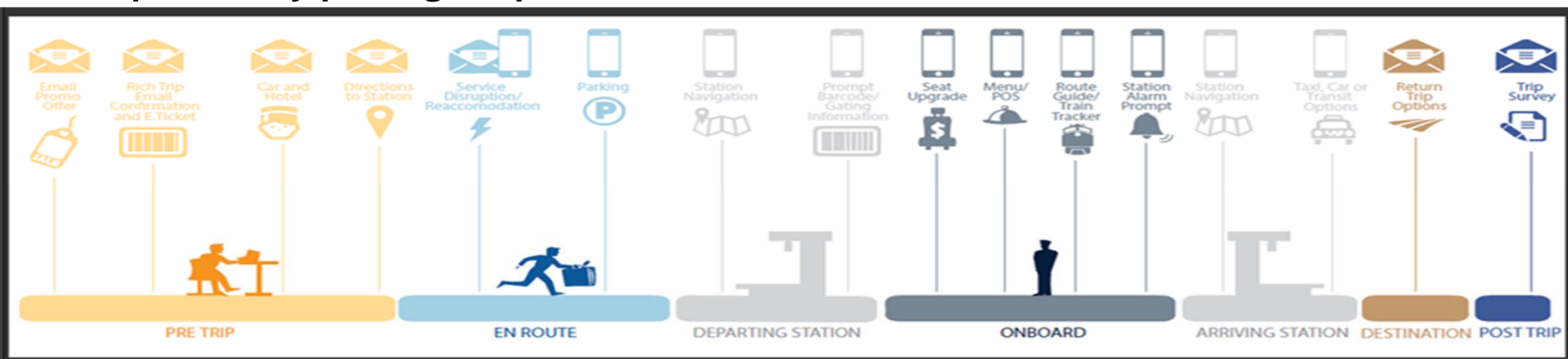
U B E R



- Uber and Lyft can provide “last mile” and “off peak” connections for transit, increasing station access (especially for suburban commuter systems). *Nevertheless:*
- In 2016, public transit ridership declined in 24 out of 30 major U.S. cities.
- Research on New York travel data suggest that Uber is taking riders from mass transit and increasing vehicles on city streets.
- Ridership declines could create a negative feedback loop.

Summary: Potential Strategies

- ✓ Pursue Thruway eTicketing with local transport authorities to improve convenience and attractiveness of transit service.
- ✓ Work with transit agencies to improve the competitive position of mass transit with through-ticketing and improved technology.
- ✓ Design stations to accommodate car services and consider access fees at congested urban stations.
- ✓ Seek marketing partnerships and bundled ticketing with ride-hailing services.
- ✓ Use ride-hailing to improve operations for missed connections, delayed baggage, and potentially package express services.





THANK YOU

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