



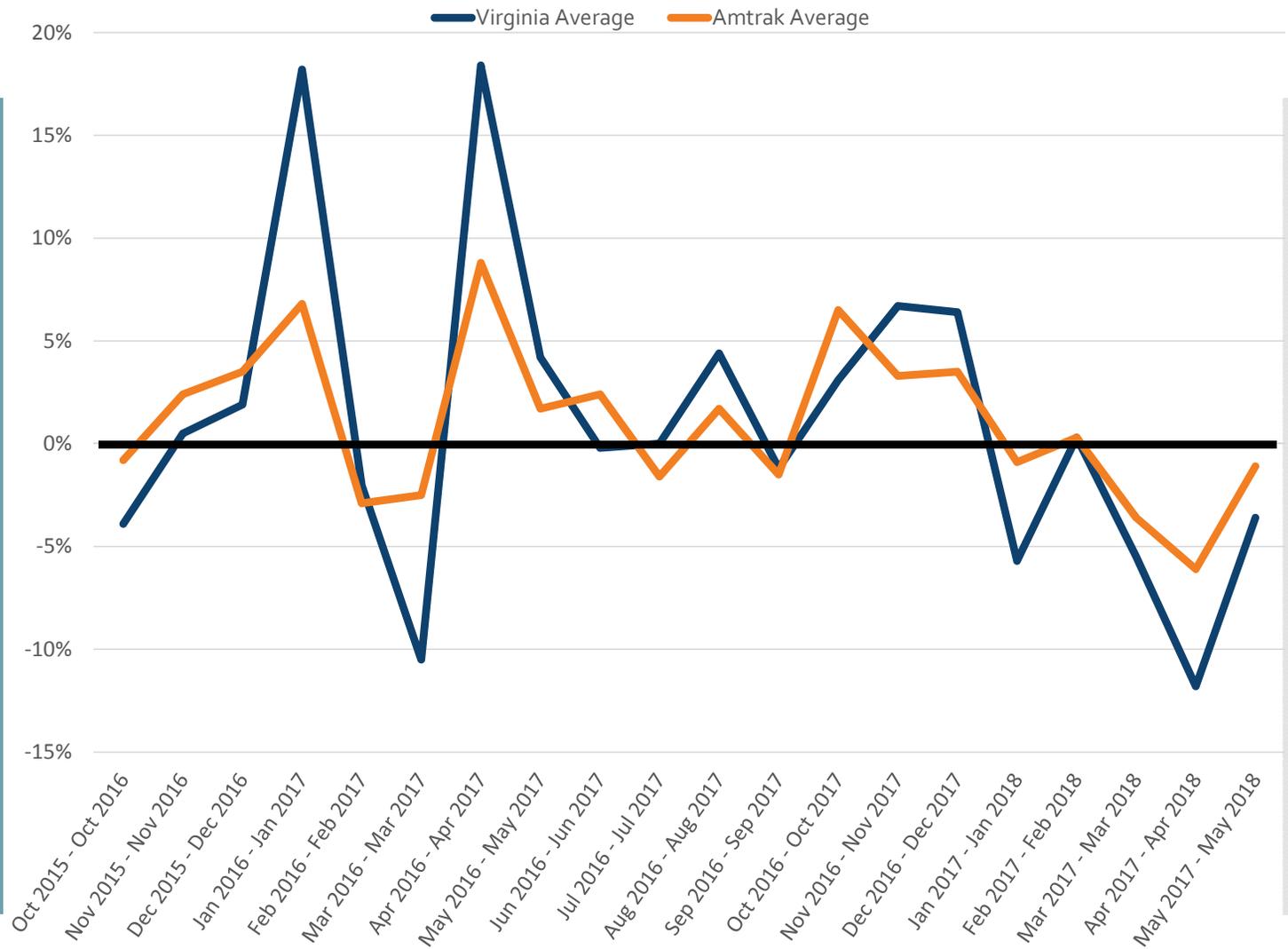
Virginia Department of Rail and Public Transportation

Virginia Amtrak Ridership Report

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Programs

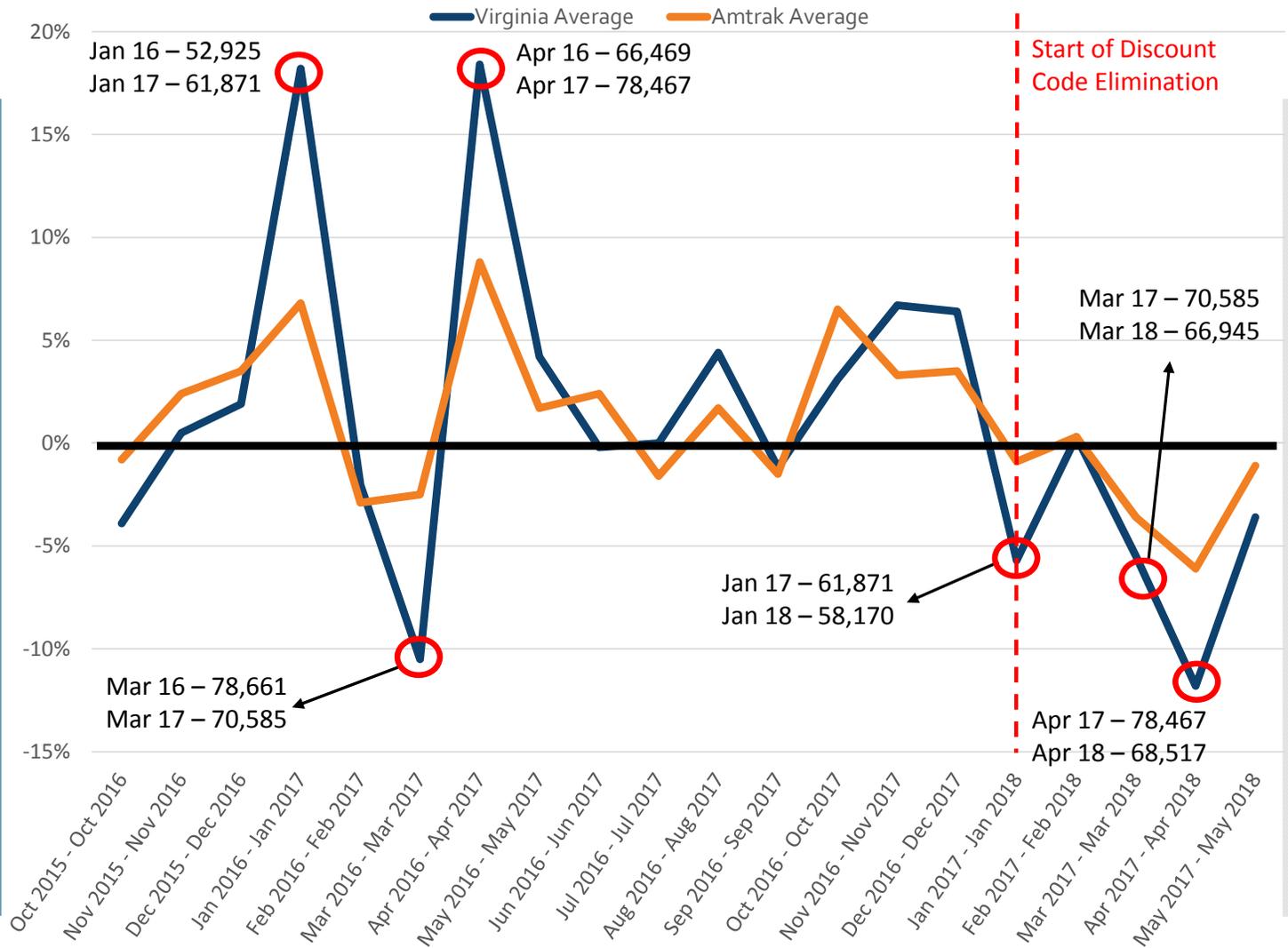
Year-to-Year Percent Change

Total Virginia Sponsored Routes
v.
Amtrak Total



Year-to-Year Percent Change

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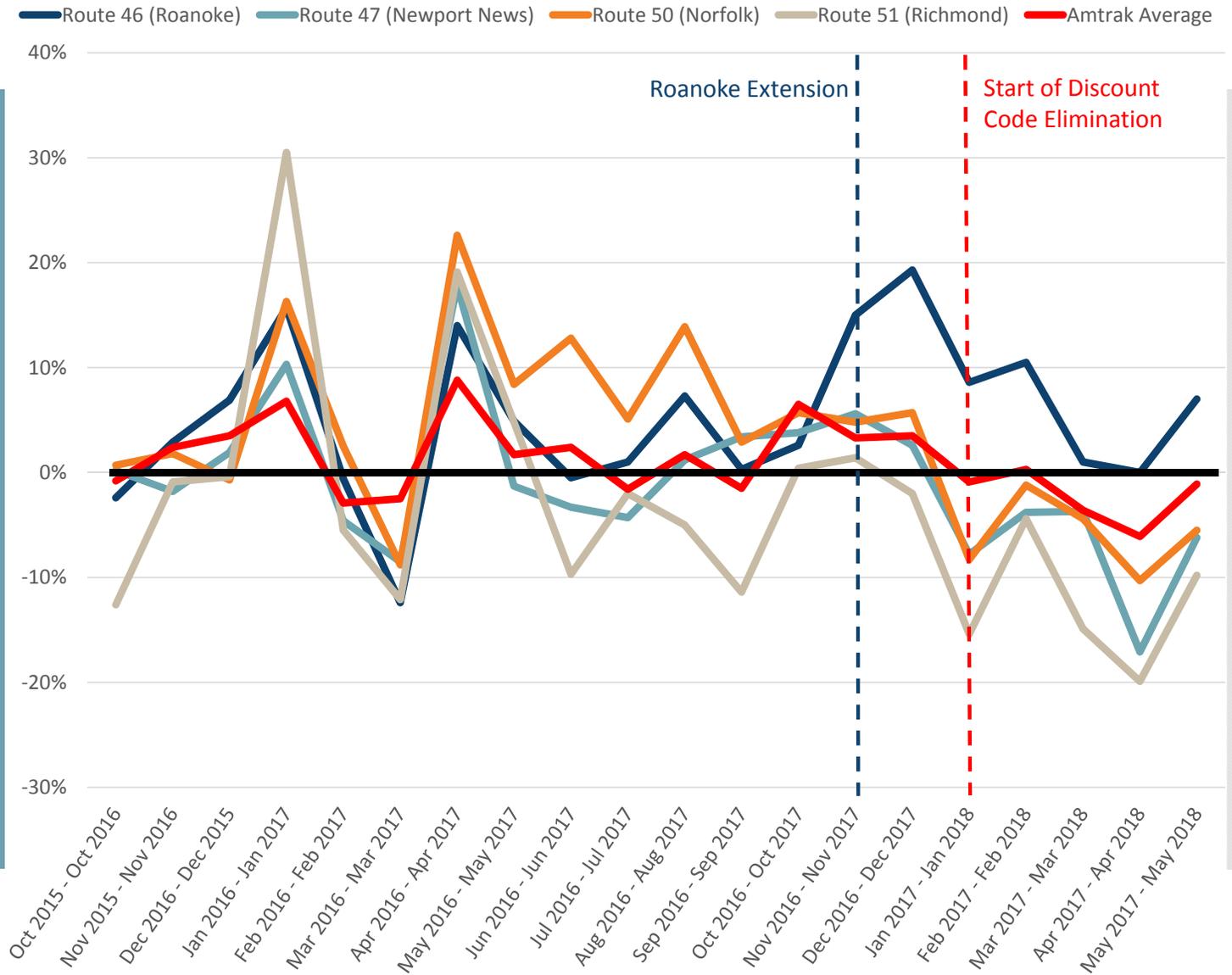


Year-to-Year Percent Change

Individual
Virginia
Sponsored
Routes

v.

Amtrak Total



Summary Year-to-Year Ridership



March – May Trends

- Amtrak ridership is down nationwide
- Virginia sponsored Amtrak routes are on a downward trend that is greater than the national average.

System Average	Mar 17 – Mar 18	Apr 17 – Apr 18	May 17 – May 18
Amtrak	-3.6%	-6.1%	-1.1%
North East Corridor	-7.7%	-5.2%	-1.7%
Virginia Sponsored Routes	-5.5%	-11.8%	-3.6%

Summary Month-to-Month

March – May Trends

- Typically Virginia sponsored routes see a ridership increase of >30% from February to March. However, in 2018 the increase was only **25.3%** system wide.

Route	Feb '15 – Mar '15	Feb '16 – Mar '16	Feb '17 – Mar '17	Feb '18 – Mar '18
VA Average	+40.9%	+45.4%	+32.9%	+25.3%

- FY18 deviates from trends in ridership recovery compared to FY 15, 16, & 17.
- Historically, the normal trend shows a high recovery in March followed by a weaker recovery in April.
- FY 18 was weaker in March than usual and even weaker in April suggesting a downward trend in annual ridership.

Route	Mar '15 – Apr '15	Mar '16 – Apr '16	Mar '17 – Apr '17	Mar '18 – Apr '18
VA Average	+2.9%	-16.2%	+10.7%	+3.2%



Summary Month-to-Month

Feb – Apr Trends

- Typically Virginia sponsored routes see a ridership increase of >30% from February to March. However, in 2018 the increase was only **25.3%** system wide.

Route	Feb '15 – Mar '15	Feb '16 – Mar '16	Feb '17 – Mar '17	Feb '18 – Mar '18
46 Roanoke	+41.7%	+56.8%	+38.2%	+26.3%
47 Newport News	+40.6%	+39.7%	+34%	+34.1%
50 Norfolk	+40.7%	+45.7%	+29.6%	+25.3%
51 Richmond	+40.5%	+39.4%	+29.7%	+15.4%
VA Average	+40.9%	+45.4%	+32.9%	+25.3%

- FY18 deviates from trends in ridership recovery compared to FY 15, 16, & 17. Historically, the normal trend shows a high recovery in March followed by a weaker recovery in April. FY 18 was weaker in March than usual and even weaker in April suggesting a downward trend in annual ridership.

Route	Mar '15 – Apr '15	Mar '16 – Apr '16	Mar '17 – Apr '17	Mar '18 – Apr '18
46 Roanoke	-1.1%	-17.6%	+7.2%	+6.1%
47 Newport News	-3.4%	-11.5%	+13.9%	-2%
50 Norfolk	+0.4%	-16.8%	+11.8%	+5%
51 Richmond	+15.7%	-18.9%	+10%	+3.6%
VA Average	+2.9%	-16.2%	+10.7%	+3.2%



Federal Fiscal Year-to-Date Trends

Route	FFY 16 YTD Revenue	FFY 17 YTD Revenue	FFY16-FFY17 YTD Revenue Change	FFY16 – FFY17 YTD Ridership Change	FFY 17 YTD Revenue	FFY 18 YTD Revenue	FFY17-FFY18 YTD Revenue Change	FFY17 – FFY18 YTD Ridership Change
46 Roanoke	\$8M	\$8.3M	+2.9%	+7.0%	\$8.3M	\$9.5M	+13.6%	+7.0%
47 Newport News	\$13.9M	\$14.2M	+1.4%	-6.2%	\$14.2M	\$13.7M	-3.2%	-6.2%
50 Norfolk	\$5.7M	\$5.9M	+4.3%	-5.5%	\$5.9M	\$5.9M	+1.3%	-5.5%
51 Richmond	\$6M	\$6.2M	+1.6%	-9.8%	\$6.2M	\$5.9M	-5.1%	-9.8%
VA Total	\$33.6M	\$34.6M	+2.3%	-3.8%	\$34.6M	\$35M	+1.3%	-3.8%

- Discount code eliminations: Amtrak’s initial projections showed that although ridership would suffer, revenue would increase.
- Ridership **and revenue** are both down on Virginia sponsored Amtrak routes year-to-date.
- The revenue increase on the Route 46 is likely due to the Roanoke extension in October.

Summary
Net Revenue
Year-to-Date



Potential Reasons for 2018 Ridership Decline

MAJOR SERVICE DISTRUPTIONS

- 47 Virginia Sponsored Amtrak trains experienced cancellations from March - May (4.25% of all Amtrak trains through Acca)
 - Construction in ACCA Yard
 - Major CSX derailments outside of Alexandria, VA and on the Peninsula Subdivision
 - Some of the most severe flooding along the RF&P in decades

DISCOUNT CODE ELIMINATION

- Starting in January 2018 Amtrak began reducing and discontinuing discount codes
- Amtrak continues to offer targeted “flash sales” to some of the formerly discounted demographic groups
- Amtrak has maintained the 20% 2-week advance booking discount
 - January 7
 - Senior discount reduced from 15% to 10%, increase in applicable age from 62+ to 65+
 - Disabled discount reduced from 15% to 10%
 - Discontinue nationwide student discount
 - Adjust child/adult ratio from 2:1 to 1:1
 - February 15
 - Discontinue nationwide AAA discount
 - March 24
 - Discontinue Veteran’s Advantage discount



Potential Reasons

DISCOUNT CODE ELIMINATION

- Senior Discount **(64,876 in FFY17)**.
- Disabled discount **(5,820 in FFY17)**.
- Student discount **(19,101 in FFY17)**.
- Adjust child/adult ratio from 2:1 to 1:1 **(12,854 in FFY17)**.
- AAA discount **(20,810 in FFY17)**.
- Veteran's Advantage discount **(1,506 in FFY17)**.

124,967 Discount Codes Used on Virginia Sponsored Amtrak Routes in FFY17.



Potential Reasons for 2018 Ridership Decline

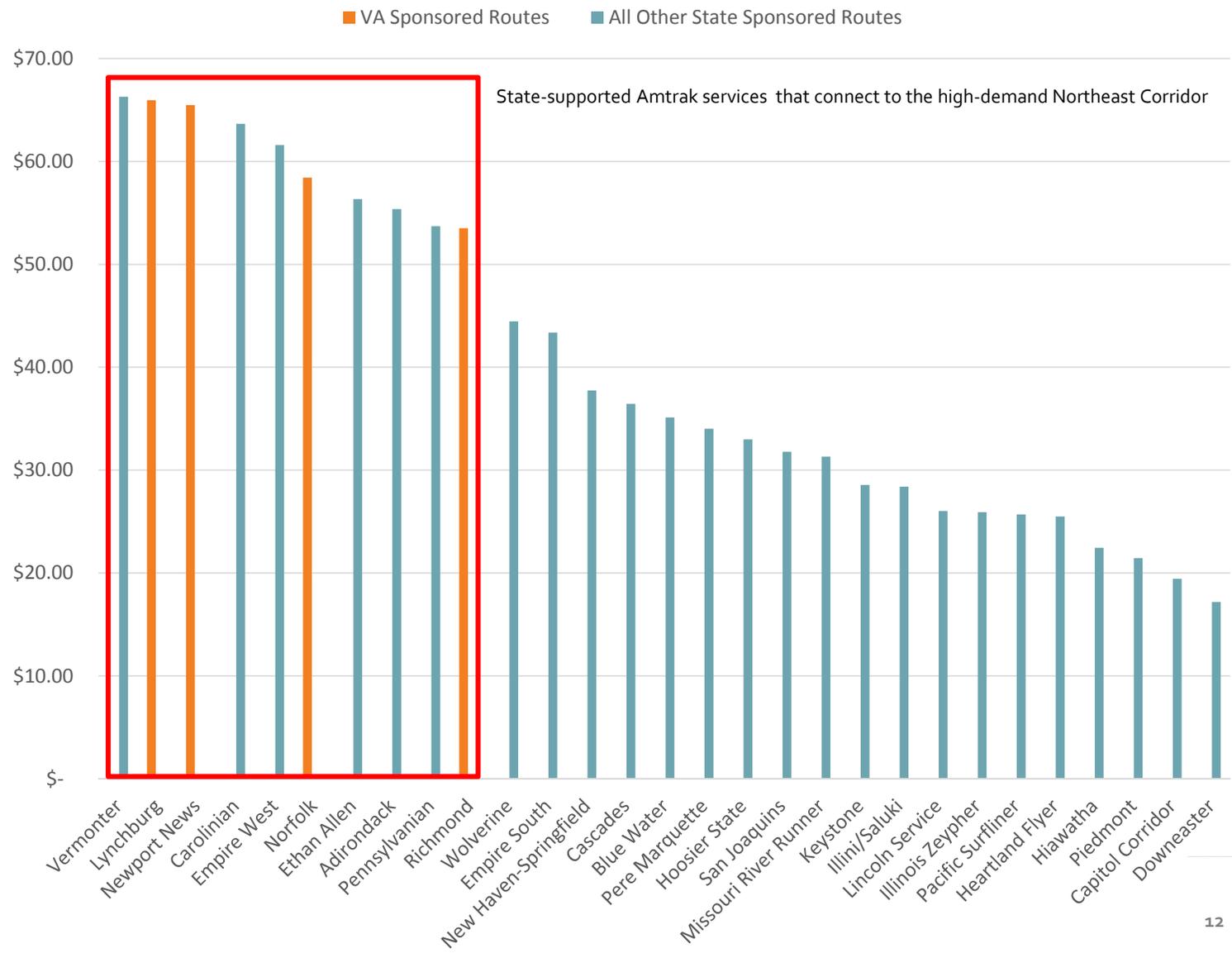
Reason	National	Virginia
Decline in the Price of Gasoline	×	×
Heightened Competition from Airlines	×	×
Heightened Competition from Express Buses	×	×
Unreliable Arrivals & Departures	×	×
High Profile Amtrak Accidents	×	×
Inclement Weather		×
Acca Yard Construction		×

Source: Chaddick Institute for Metropolitan Development (2017). *Ground Transportation Gaps*. Chicago, IL: Depaul University.



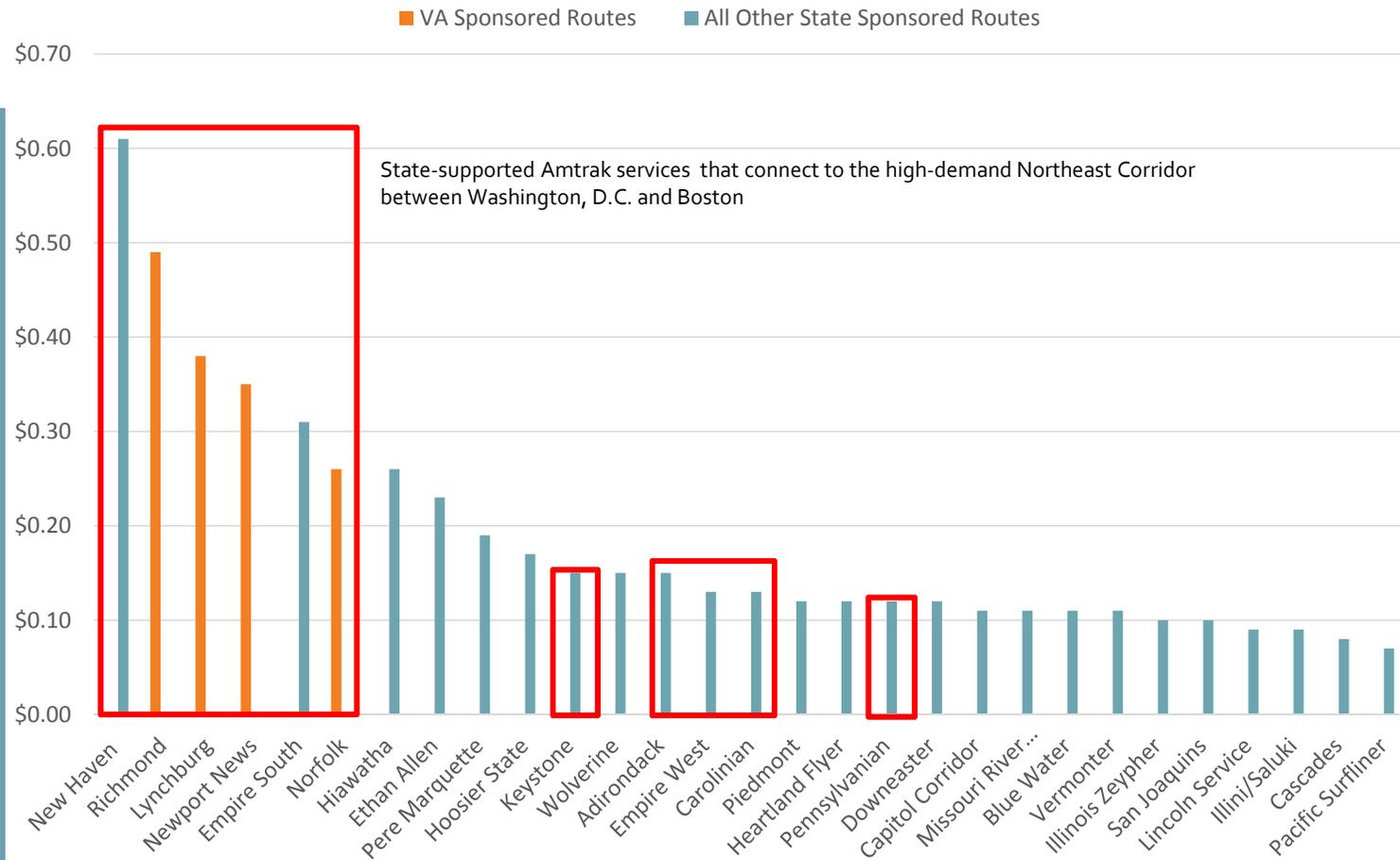
Average Ticket Price FFY17:
Virginia Among the Highest

All State Supported Routes

Average Ticket Price per Mile FFY17

Virginia Routes vs. All Other State-Sponsored Routes

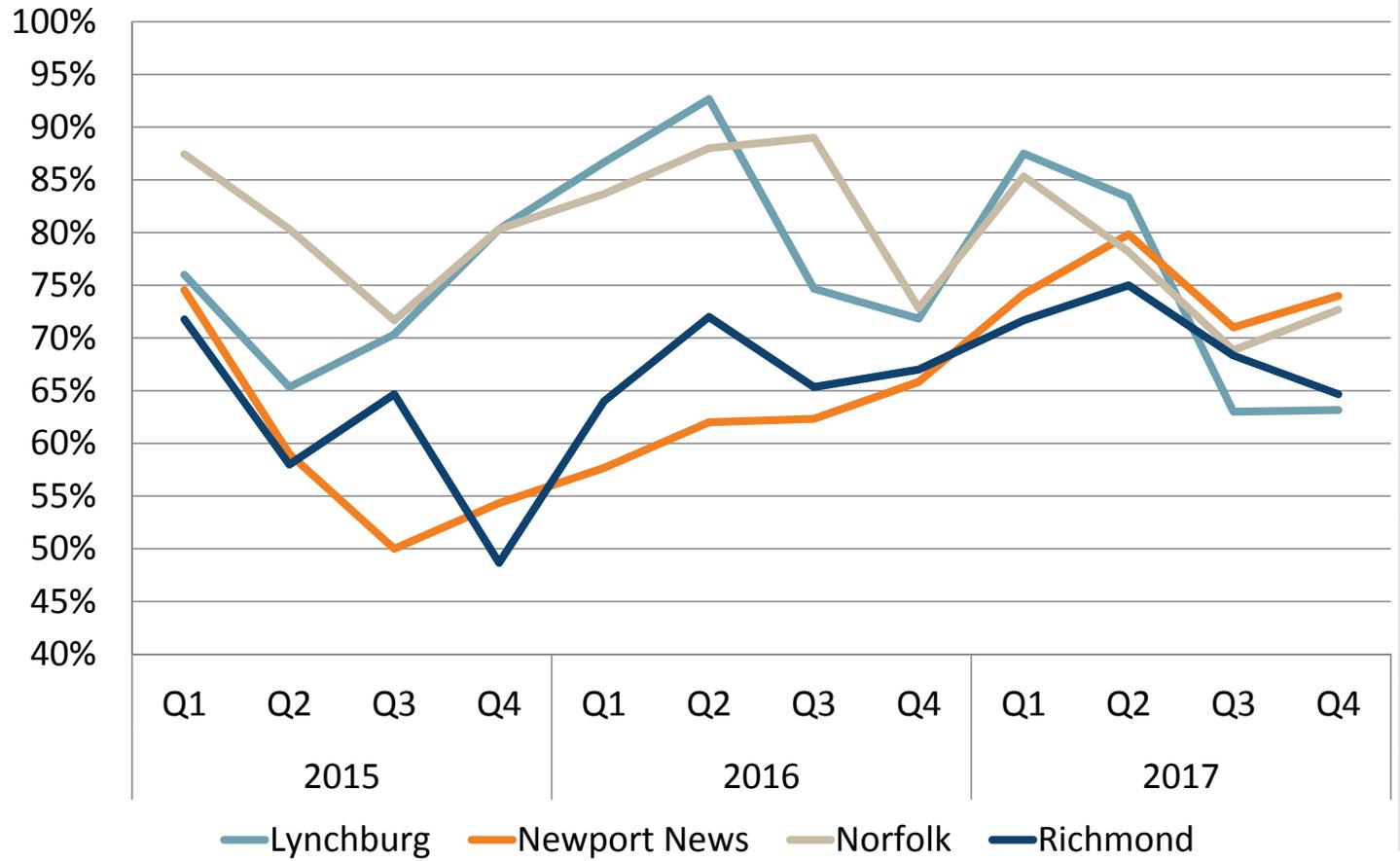


- Virginia Sponsored train ticket prices are some of the most expensive in the country.

On-Time Performance:
Decline in OTP
Potential Cause of
Ridership Loss
in 2018?



Quarterly On-Time Performance 2015-2017



Opportunities to Improve Ridership

- Review Pricing on Virginia Sponsored Routes
- Review Marketing Approach
- Build Capacity to Improve Reliability



Questions & Comments

