Amtrak State Advisory Council Meeting

March 23, 2016
Agenda

• New Amtrak Student Discount Program
• Changes to Timetables
• Train Day Update
• Bike and Pet Updates
• FAST Act Updates
• Leveraging Amtrak’s Digital Channels for State Partners
• Amtrak Brand/Logo Strategy Update
New Amtrak Student Discount Program

• Amtrak launched a new National Student Discount on March 14, and will be ceasing relationships with membership based programs such as Student Advantage and ISIC

• Goal is to increase revenue and ridership while harnessing potential to create long term “best customers” among this valuable customer segment

• Main Message: Students travel for 15% off of Value and Flexible Fares

• Secondary Message: Amtrak adds another valuable discount program to our suite of discount offers (this will provide additional leverage for all discount programs e.g. children, seniors, AAA, etc.)
Amtrak Student Discount Program--Objective

• Objective: Target students and their parents (users and non-users) to choose Amtrak as the smarter way to travel for students ages 13-25 years old
  – Getting to/from school
  – Vacation/Break Travel-See the country and experience America

• Audience: Budget conscious parents/students looking for an easy to obtain deal to travel without requiring special membership

• Key Message Platforms:
  – Relevance (500 Destinations, many in college towns)
  – Value (low fares, luggage allowance, middle of the action, safe way to avoid driving and weather hassles, great way to experience America)
  – Familiarity (online booking, comfortable and connected onboard experience)
Amtrak Student Discount--Rollout

• Phase I (March 14) Students ages 17-25 years old with a valid student ID to present onboard are eligible for 15% off of Value and Flexible fares on a 3+ day advance purchase, only available on Amtrak.com via a special marketing page www.Amtrak.com/student
  – Will initially be made available through a “hidden” discount code requiring a customer to access via the Amtrak.com marketing page

• Phase II (May/early June, pending Amtrak.com updates) Students ages 13-25 years old with a valid student ID to present onboard are eligible for 15% off of Value and Flexible fares on a 3+ day advance purchase. Only available on Amtrak.com via the passenger type drop down menu.
  – Customers traveling together will have the ability to choose different passenger types as appropriate
Amtrak Student Discount Program—Integrated Marketing Plan

• Use our paid, earned, owned and internal and partnership channels

• Paid
  – Master Brand Campaign “Wear and Tear” spot
  – National Sponsorship and Promotion Incorporation
  – Field Sponsorships and Promotions
  – Paid online search

• Earned
  – Press Release
  – Social Media

• Owned
  – Amtrak.com/Ask Julie
  – Amtrak.com Banners and Marketing Page
  – Email to 2,000,000 customers
  – AmtrakGuestRewards.com
  – ARROW (to station agents) Station Posters, etc.
Amtrak Student Discount Program—Integrated Marketing Plan

• Internal
  – Amtrak This Week
  – Amtrak Ink
  – Marketing Notice
  – Business Line Notification

• Partnerships
  – State Partners, Distribution

• Next Steps
  – Phase II will launch late May/early June
  – Print assets under development for ACT Online
Changes to Timetables
Changes in Timetable

- As part of an ongoing effort to be more environmentally friendly and fiscally responsible, Amtrak has decided to discontinue its print version of the Amtrak System Timetable. The January 11, 2016 issue will be the last to appear in print
  - Declining customer usage reflected by lower quantities requested by stations
  - Printed quantities have steadily declined since 2010
  - eCSI survey indicated less than 13% of customers reported using the System Timetable in the past year
- The short version (wallet and panel size) will continue to be produced through end of FY16 as needed. We will monitor and evaluate demand to determine production in FY17
- We will promote Amtrak.com as the best source for schedule information
  - Available in downloadable PDF format
  - Customers can print entire document or relevant portions
Changes in Timetable

• Benefits include
  – Production and distribution savings
  – More accurate train schedule information in real time on Amtrak.com
  – Environmentally friendly approach
  – Aligns with consumer trends seeking information online
Train Day Update
Train Day Update

• Amtrak Train Days/National Train Day has been a popular program with customers and employees, allowing Amtrak to celebrate the value that we bring to local communities nationwide

• In light of the financial challenges Amtrak is currently facing, we have chosen not to continue the Amtrak Train Days program in 2016 and to prioritize our resources more efficiently

• The Amtrak Exhibit Train will continue to operate during 2016, schedule is being developed
Bike and Pet Service Updates
Bike Service Added In FY15

• Beginning in August 2015, Amtrak began expanding bike service to new Long Distance and State Routes.
  • August – Carolinian and Heartland Flyer
  • September - Capitol Limited
  • October – Palmetto
  • November – Silver Service and Crescent

• Amtrak now offers 3 types of bike service
  • Walk-on / Walk-Off service
    • Customer loads and unloads their bicycle
    • Available at all stations on the route (staffed and unstaffed)
  • Unboxed Checked Bikes (“Walk-Up”)
    • Customer hands their bicycle to an Amtrak employee who loads the bicycle into the available bike racks
    • Available at stations with checked bag service
  • Boxed Checked Bikes
    • Customer packs their bicycle in a bicycle container and checks their bike as baggage
    • Available at stations with checked bag service
Heartland Flyer

‘Walk-Up’ Checked Bike Service
Equipment: F40/NPCU
Inventory: 15 bikes
Available At: All Stations

<table>
<thead>
<tr>
<th>Heartland Flyer</th>
<th>Fare</th>
<th>Launched</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma City-Fort Worth</td>
<td>$0</td>
<td>Aug 23</td>
</tr>
</tbody>
</table>
Capitol Limited

‘Walk-On’ Bike Service
Equipment: Superliner Bag/Coach Cars
Inventory: 8 bikes
Available at: All Stations

Capitol Limited  Fare  Launched
Washington - Chicago  $20  Sep 15
## Long Distance Routes

**‘Walk-Up’ Checked Bike Service**
- Equipment: New Baggage Cars
- Inventory: 6 bikes
- Available At: Stations with Checked Bags

<table>
<thead>
<tr>
<th>Route</th>
<th>Fare</th>
<th>Launched</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Carolinian</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charlotte – Raleigh</td>
<td>$0</td>
<td>Aug 3</td>
</tr>
<tr>
<td>Raleigh – New York</td>
<td>$20</td>
<td></td>
</tr>
<tr>
<td><strong>Palmetto</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savannah – New York</td>
<td>$20</td>
<td>Oct 26</td>
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<tr>
<td><strong>Silver Star/Silver Meteor</strong></td>
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<td></td>
</tr>
<tr>
<td>Miami – New York</td>
<td>$20</td>
<td>Nov 2</td>
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<tr>
<td><strong>Crescent</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans – New York</td>
<td>$20</td>
<td>Nov 9</td>
</tr>
</tbody>
</table>
Bike Service Expansion – Spring 2016

April/May 2016
Pere Marquette & Hiawatha
‘Walk-Up’ Checked Bike Service

Equipment: F40/NPCU
Inventory: 15 bikes
Fare: $10
Available At: Stations with Checked Bags

May 1, 2016
Vermont
‘Walk-On’ Bike Service

Equipment: New Amfleet Luggage/Bike Tower
Inventory: 4 bikes
Fare:
$20 between Washington and New Haven
$10 between New Haven and St. Albans
Available At: All Stations
Bike Service Expansion - Summer 2016

‘Walk-Up’ Checked Bike Service
Equipment: New Baggage Cars
Inventory: 6 bikes
Fare: $20
Available At: Stations with Checked Bags

NE Regional 65, 66, 67
Newport News - Boston

Cardinal
Chicago – New York

Lake Shore Limited
Chicago – New York/Boston via Albany

California Zephyr
Chicago - Emeryville

Southwest Chief
Chicago – Los Angeles

Empire Builder
Chicago – Portland/Seattle via Spokane

Sunset Limited
New Orleans – Los Angeles
Pet Program Policy

Standardized Policy Across Routes

• Maximum 20 pound pet including weight of the container
• 7 hour maximum trip length
• $25 charge per pet container - counts as one carry-on bag
• Maximum of 5 pets onboard at one time
• Customer required to sign pet release form
• Reservation required and must be booked at Contact Centers or Staffed Stations
• Pets not allowed in Sleeper cars, First Class cars or Food Service cars
## Pet Ridership: October 2015 – February 2016

<table>
<thead>
<tr>
<th>Route</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>YTD</th>
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<tr>
<td>Acela</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>10</td>
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<tr>
<td>Northeast Regional</td>
<td>175</td>
<td>878</td>
<td>1,170</td>
<td>639</td>
<td>573</td>
<td>3,435</td>
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<tr>
<td>Downeaster</td>
<td>6</td>
<td>17</td>
<td>21</td>
<td>7</td>
<td>8</td>
<td>59</td>
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<tr>
<td>New Haven-Springfield</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
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<tr>
<td>Silver Star</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
<td>3</td>
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<tr>
<td>Silver Meteor</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
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<tr>
<td>Chicago-Carbondale</td>
<td>24</td>
<td>36</td>
<td>51</td>
<td>30</td>
<td>15</td>
<td>156</td>
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<tr>
<td>Chicago-Quincy</td>
<td>5</td>
<td>19</td>
<td>30</td>
<td>9</td>
<td>10</td>
<td>73</td>
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<tr>
<td>Empire Builder</td>
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<td>5</td>
<td>5</td>
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<td>Capitol Ltd.</td>
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<td>2</td>
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<td>California Zephyr</td>
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<td>4</td>
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<tr>
<td>Southwest Chief</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
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</tr>
<tr>
<td>Texas Eagle</td>
<td></td>
<td></td>
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<td>2</td>
<td>2</td>
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<tr>
<td>Coast Starlight</td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>7</td>
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<td>Lake Shore Ltd.</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>6</td>
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<tr>
<td>Washington-Lynchburg</td>
<td>2</td>
<td>17</td>
<td>46</td>
<td>20</td>
<td>8</td>
<td>93</td>
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<tr>
<td>Washington-Newport News</td>
<td>7</td>
<td>38</td>
<td>66</td>
<td>38</td>
<td>18</td>
<td>167</td>
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<tr>
<td>Palmetto</td>
<td>6</td>
<td>15</td>
<td>34</td>
<td>16</td>
<td>17</td>
<td>88</td>
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<tr>
<td>Washington-Norfolk</td>
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<td>15</td>
<td>20</td>
<td>7</td>
<td>6</td>
<td>50</td>
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<tr>
<td>Washington-Richmond</td>
<td>15</td>
<td>21</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>43</td>
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<tr>
<td>Carolinian</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>227</td>
<td>1,050</td>
<td>1,459</td>
<td>769</td>
<td>708</td>
<td>4,213</td>
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</tbody>
</table>
State Supported Routes - Growing

- 7 States have implemented Carry-On Pet Programs
  - NNEPRA
  - Illinois (2 Routes)
  - CDOT (NHV-SPG)
  - Virginia
  - North Carolina
  - ODOT and WASDOT (Started March 7th)

- States interested in exploring a Pet Program on your route
  - Contact your Amtrak State Corridor Sr. Manager or Sr. Regional Director
  - Amtrak’s Pet Core Team is available to work with your state
  - Solutions can be developed for specific coach equipment
# State Supported Routes - Status

<table>
<thead>
<tr>
<th>State</th>
<th>Routes</th>
<th>Pet Service Current Status</th>
<th>Comments / Deviations from Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecticut</td>
<td>NHV-SPG</td>
<td>Offered</td>
<td></td>
</tr>
<tr>
<td>Connecticut</td>
<td>Vermonter</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>Maine (NNEPRA)</td>
<td>Downeaster</td>
<td>Offered</td>
<td></td>
</tr>
<tr>
<td>Massachusetts</td>
<td>NHV-SPG</td>
<td>Offered</td>
<td></td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Vermonter</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>All Routes</td>
<td>No Service</td>
<td>Reviewing data from pilots</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>Keystone / Pennsylvania</td>
<td>No Service</td>
<td>Not interested at this time</td>
</tr>
<tr>
<td>Vermont</td>
<td>Ethan Allen</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>Vermont</td>
<td>Vermonter</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>All Routes</td>
<td>Offered</td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td>2 of 4 Routes</td>
<td>Offered</td>
<td>Pets allowed in one car</td>
</tr>
<tr>
<td>Indiana</td>
<td>Hoosier State</td>
<td>No Service</td>
<td>Interest by DOT, following up with service provider</td>
</tr>
<tr>
<td>Michigan</td>
<td>All Routes</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>Missouri</td>
<td>Missouri River Runner</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>Carolinian / Piedmont</td>
<td>Offered</td>
<td></td>
</tr>
<tr>
<td>Oklahoma</td>
<td>Heartland Flyer</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>Heartland Flyer</td>
<td>No Service</td>
<td></td>
</tr>
<tr>
<td>Wisconsin</td>
<td>Hiawatha</td>
<td>No Service</td>
<td>Service currently unreserved, pet requires reservation</td>
</tr>
<tr>
<td>Oregon</td>
<td>Cascades</td>
<td>Started 3/7</td>
<td>Pets allowed in one car / floor of adjacent seat</td>
</tr>
<tr>
<td>Washington</td>
<td>Cascades</td>
<td>Started 3/7</td>
<td>Pets allowed in one car / floor of adjacent seat</td>
</tr>
<tr>
<td>OC/PA Capitols</td>
<td>Capitols</td>
<td>No Service</td>
<td>Waiting for online booking capability</td>
</tr>
<tr>
<td>San Joaquin JPA</td>
<td>San Joaquin</td>
<td>No Service</td>
<td>Container Tested Successfully</td>
</tr>
<tr>
<td>LOSSAN JPA</td>
<td>Pacific Surfliner</td>
<td>No Service</td>
<td></td>
</tr>
</tbody>
</table>
FAST ACT Update
FAST ACT Update

- **Food and Beverage**
  
  - Section 11209 of FAST ACT: Amtrak will conduct a pilot program for a state(s) that sponsor a state supported route to facilitate onboard purchase and sale of local food and beverage and partner with local entities to hold promotional events on trains or in stations
  
  - What state(s) would like to participate in pilot?
  
  - What local food and beverage vendors might be interested?
Engaging State Corridor Customers Through Amtrak’s Digital Channels

SCORT/Amtrak Meeting
Rob Friedman – Vice President Brand Management and Marketing

February 17, 2016
• To drive additional revenue on our State Corridor services, we are leveraging some key strengths to engage our customers through digital channels

• Our strengths include:
  – Engaged and satisfied customers, as shown by our High Customer Satisfaction Scores
  – Tech-savvy customers, as shown by the High Digital Channel Usage to Book Amtrak Trips
  – Increasing customer loyalty to Amtrak, as shown by Growth of the Amtrak Guest Rewards Program

• Our engagement channels include highly relevant, personalized messages and offers delivered through:
  – Amtrak.com
  – Email Marketing
  – Digital Advertising
Leveraging Our Strengths
**High Customer Satisfaction Scores**

Overall State Corridor eCSI for 1Q16 was 84%, up 3 points vs. the same period last year. OTP eCSI results improved significantly, up 6 points vs. last year, while Value, Friendliness, Information and Food Service scores also grew 3 points.

<table>
<thead>
<tr>
<th>Percent Very Satisfied</th>
<th>FY15</th>
<th>FY16</th>
<th>Diff.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
</tr>
<tr>
<td>Overall State Corridor eCSI</td>
<td>81%</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>On-time performance</td>
<td>72%</td>
<td>76%</td>
<td>74%</td>
</tr>
<tr>
<td>Clarity of announcements on the train</td>
<td>70%</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Value of Amtrak service for price paid</td>
<td>75%</td>
<td>77%</td>
<td>76%</td>
</tr>
<tr>
<td>Friendliness/helpfulness of conductors</td>
<td>86%</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td>Information given on problems/delays</td>
<td>73%</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>Quality/freshness of food in café/lounge</td>
<td>65%</td>
<td>67%</td>
<td>68%</td>
</tr>
<tr>
<td>Overall experience in café/lounge car</td>
<td>69%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Information received about the train trip prior to boarding the train</td>
<td>86%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Comfort of seat</td>
<td>82%</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>Information given on services/safety</td>
<td>70%</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Info. given on connecting transportation services at destination station</td>
<td>70%</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Smooth/comfortable ride</td>
<td>86%</td>
<td>86%</td>
<td>85%</td>
</tr>
<tr>
<td>Personal security on the train</td>
<td>87%</td>
<td>88%</td>
<td>88%</td>
</tr>
</tbody>
</table>

Source: Amtrak eCSI Survey
High Customer Satisfaction Scores

- Overall 1Q16 eCSI scores for individual routes ranged from 72-92%
- 20 of 29 routes improved vs. FY15, with increases of up to 16 points
- Routes >85% include:
  - Downeaster
  - Keystone
  - Hiawatha
  - Chicago – Quincy
  - Heartland Flyer
  - Capitol Corridor
  - Blue Water
  - Washington – Lynchburg
  - Washington – Norfolk
  - Kansas City – St. Louis
  - Pennsylvanian
  - Pere Marquette
  - Piedmont

<table>
<thead>
<tr>
<th>Route Description</th>
<th>Overall eCSI Scores (% Very Satisfied) FY16 vs FY15</th>
<th>FY16</th>
<th>FY15</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - Ethan Allen</td>
<td>81 82 80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 - Vermonter</td>
<td>79 78 80</td>
<td>+1</td>
<td>-1</td>
<td></td>
</tr>
<tr>
<td>7 - Albany-Niagara Falls-Toronto</td>
<td>81 71 71</td>
<td>+10</td>
<td>+10</td>
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<tr>
<td>9 - Downeaster</td>
<td>92 76 89</td>
<td>+16</td>
<td>+3</td>
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<tr>
<td>12 - New Haven-Springfield</td>
<td>78 78 78</td>
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<tr>
<td>14 - Keystone</td>
<td>87 85 86</td>
<td>+2</td>
<td>+1</td>
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<td>15 - Empire (NYP-ALB)</td>
<td>82 81 79</td>
<td>+1</td>
<td>+3</td>
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<tr>
<td>20 - Chicago-St. Louis (Lincoln Service)</td>
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<td>21 - Hiawatha</td>
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<td>22 - Wolverine</td>
<td>81 65 70</td>
<td>+16</td>
<td>+11</td>
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<td>23 - Chicago-Carbondale (Illini/Saluki)</td>
<td>78 65 74</td>
<td>+13</td>
<td>+4</td>
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<tr>
<td>24 - Chicago-Quincy (IL Zephyr/Carl Sandburg)</td>
<td>91 86 89</td>
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<tr>
<td>29 - Heartland Flyer</td>
<td>92 88 89</td>
<td>+4</td>
<td>+3</td>
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<tr>
<td>35 - Pacific Surfliner</td>
<td>81 83 85</td>
<td>2</td>
<td>-4</td>
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<td>36 - Cascades</td>
<td>84 80 84</td>
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<td>82 71 75</td>
<td>+11</td>
<td>+7</td>
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<td>56 - Kansas City-St. Louis (MO River Runner)</td>
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<td><strong>3</strong></td>
<td><strong>1</strong></td>
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High Amtrak.com/Mobile App Penetration Rates

- During FY16 1Q, 73% of State Corridor revenue and 70% of riders were booked via Amtrak.com or the Amtrak mobile app

- Routes >80% (Revenue)
  - Ethan Allen
  - Vermonter
  - Chicago – St. Louis
  - Wolverine
  - Illini
  - Illinois Zephyr
  - Cascades
  - Adirondack
  - Blue Water
  - Washington – Lynchburg
  - Pere Marquette
Growing Amtrak Guest Rewards Memberships

- As of January 2016, the Amtrak Guest Rewards program has 5.5 million members, up 16% vs. January 2015, or over 778K customers.

- Since FY11, program enrollment has increased 89%. In FY15, AGR members generated 33% of total Amtrak revenue, up nearly 10 points since 2011.

**Program Membership and Annual Enrollments**

- FY11: 2,786,852 memberships and 427,119 enrollments
- FY12: 3,329,288 memberships and 542,436 enrollments
- FY13: 3,872,839 memberships and 543,551 enrollments
- FY14: 4,511,309 memberships and 638,470 enrollments
- FY15: 5,252,745 memberships and 741,436 enrollments
Amtrak Guest Rewards loyalty program

The Amtrak Guest Rewards program drives customer engagement, ridership and revenue through:

• Communications
• Promotions
• Partnerships

Performance is measured by:

• New member acquisition
• Member ridership/ticket revenue
• AGR promotion results
• Email campaign performance
In January, the Amtrak Guest Rewards program introduced changes to how members earn and redeem points for Amtrak travel.

– Now members redeem points the same way they earn them – based on ticket price

– **Redemption is simpler.** We’ve eliminated the complicated zones and maps.

– **Rewards are easier to reach, particularly for State Corridor routes.** We’ve lowered the minimum points to redeem from 1500 to 800 points so members will reach their first free trip faster

– **Earning is simpler.** Members still earn 2 points per dollar spent on Amtrak travel but we’ve removed the 100 point minimum and added new bonus points for Business class travel
Simpler to redeem on Amtrak.com

• Improvements to the Amtrak travel redemption experience.
  – Customers can easily toggle between price in dollars or points when booking on Amtrak.com.
  – Members no longer need to log in twice since we now have a single Amtrak customer profile and log-in.
  – Monthly passes and multi-ride tickets can now be purchased with points through the contact centers.
Our Customer Communication Channels
Engaging Customers via Amtrak.com: Overview

- Amtrak.com delivers a personalized experience to over 425K visitors each day through geo-targeted promotions. Examples of homepage campaigns supporting State Corridor routes from FY15 and FY16 1Q follow.
New Approaches – Wanderu Ground Transport MetaSearch Engine
Regional Email Campaign – Big Ten

- Email campaign to members and customers promoting travel to the Big Ten tournament
- Deployed February 9, 2016
Engaging Customers Through Paid Digital Advertising: Overview

- All State Corridor routes benefit from ongoing national and regional paid digital advertising efforts, including paid search and digital display advertising

- For those state providing funding, paid digital geo-targeted advertising helps increase product awareness and revenue

Amtrak.com - Amtrak Tickets

4.5 ★★★★★ rating for amtrak.com

Booking A Ticket Has Never Been So Easy! Book Your Next Trip On Amtrak
500 destinations · Official site · More seat and leg room · Environmentally friendly

Travel The US w/ Amtrak
500 Destinations, Infinite Stories. See Where The Train Can Take You!

Acela BOGO 50% Off
Limited Time: Buy 1 Get 1 50% Off Book Now! Restrictions Apply.

25% Off Northeast Travel
Book 7 Days In Advance & Save 25%
Select Dates. Restrictions Apply.

Travel Across America
Save 20% On Your Tickets When You Book In Advance! Restrictions Apply
Paid Digital Advertising Examples: Keystone Service

• Digital advertising highlighting low fares drive the highest response rates

• Moving forward, we will be promoting “price points” whenever feasible, promoting the actual fare level e.g. “From $29”
Paid Digital Advertising Examples: Midwest Routes

- The most effective efforts combine “paid channels” (advertising) and “owned channels” (Amtrak.com and Email), creating multiple opportunities for customers to be exposed to consistent and impactful messaging
Paid Digital Advertising Examples: Promotions

• We also leverage paid advertising to promote special events in creative ways

• In conjunction with “Arch Madness” in St. Louis, we promoted travel to STL for the Missouri Valley Conference (MVC) tournament via the MVC Facebook page

• In conjunction with VisitKC.com, we promoted travel to the Missouri Wine Country via a sweepstakes offer
Conclusions

• We have some significant strengths: a highly engaged, tech-savvy and loyal customer base

• We have the right tools: a personalized web experience, highly targeted and relevant email marketing capabilities, and the ability to reach new and existing customers through engaging digital advertising

• We have a lot of success stories, and we will continue to focus on:
  – Identifying additional opportunities – how can we help you?
  – Developing additional integrated campaigns, using all of the our levers to amplify the messages
  – Coordinating efforts between Amtrak and State Partners
  – Growing Amtrak Guest Rewards membership and Email opt-ins
Amtrak Brand/Logo Strategy
The Amtrak Brand Strategy

• A clearly defined brand strategy is a crucial tool for guiding how a company or organization functions, acts, and presents itself.

• The Amtrak brand strategy defines the truth of the Amtrak brand. The brand strategy provides guidance and inspiration for moving forward. It is future-looking, while at the same time rooted in who we are.

• This is about much more than communications. It’s about delivering an authentic and consistent Amtrak experience in every interaction with every person – whether they’re a customer, an employee, or a stakeholder.

• This deck seeks to provide guidance on a proposed alignment of our state partners to the Amtrak brand in a consistent manner.
AMTRAK MASTERBRAND CAMPAIGN

• The Amtrak brand is well known and loved by millions of people across the country
  - In annual Brand Tracking surveys, aided awareness of Amtrak ranges from 96-100%

• Amtrak has developed a “Masterbrand” campaign to leverage the power of the overarching Amtrak brand to educate, inspire and increase awareness, consideration and purchase for all services

• Many state partner routes are featured prominently in the :30 second TV spot

• The campaign reinforces the brand pillars of comfort, freedom, value, and service through the theme of “500 Destinations, Infinite Stories”; “See Where the train can take You”

• Amtrak is heavily investing to develop the campaign, buying media on a national level, and using internal assets (e.g. Amtrak.com, stations, etc.) to extend the message
OPPORTUNITY FOR BRAND ALIGNMENT

• There is a significant opportunity to educate the public about the breadth and scope of our services and amenities on a national level, including corridor and state services, to increase consideration for rail travel

• As a part of our approach we are moving away from the use of clip art logo designs in order to establish a brand/visual identity model that reflects a modernization of the Amtrak brand

• We believe the alignment of our state partners with the Amtrak brand will deliver efficiencies and maximize the results of our collective marketing and communications efforts

• The goal is to develop a compelling brand/visual identity model that maximizes the brand equity for all Amtrak business lines/products and for all of our state partners
CURRENT AMTRAK STATE PARTNER LOGO GALLERY

Difficult to tell this is one company
ALIGNING STATE PARTNER BRAND IDENTITIES WITH THE AMTRAK BRAND
THE AMTRAK BRAND AND STATE PARTNER BRAND

• We believe we can create a strong identity unifying Amtrak and our state partners creating a consistent look and feel for our logos

• The absence and/or minimal presence of the Amtrak brand/logo in many state partner logos diminishes the power of our joint brands

• Value emerges as Amtrak and our state partners represent the brand consistently; increasing awareness and consideration

• We recognize that each state may want to explore ways to reflect their unique brand identity and we can work with each partner to address this desire, while also strengthening the market impact via a more consistent approach
EXAMPLE: AN APPLICATION OF THE NEW APPROACH

Amtrak Connect Campaign Example

• Symbols can demonstrate the uniqueness of the various trains/states
AMTRAK MASTERBRAND LOGO: The Travelmark

- Our most important visual asset is the Travelmark logo. It has been the visual symbol of who we are since the year 2000.
- The symbol is referred to as the travel symbol because it represents tracks extending over the American landscape.
- The Travelmark is a unique identifier for customers and many state partner trains are often referred to as Amtrak versus state partner service names but many times both are referenced. (i.e., Amtrak Illinois)
BRAND COLOR USE WITHIN ALIGNED LOGOS

Along with the logo, color is the backbone of a strong and easily recognizable brand identity. Expressing the right colors through logo design is important

• Amtrak Blue is our primary master brand color: We recommended use of the primary brand color in the aligned logo designs

• Amtrak accent colors are represented as the following:

• Accent colors seek to provide consistent expansion in the representation of the brand

• Additionally, State Partner colors can be incorporated as desired
ALIGNED STATE PARTNER LOGO EXAMPLES
• This example represents clean/simple version utilizing Amtrak logo and the state partner service name
• We envision providing flexibility if the font preference for the state partner is different from the Amtrak brand standard
• This example represents an option that also incorporates the Amtrak brand font but would allow further flexibility to reflect the typography of the state partner.
AMTRAK AlIGNED LOGO EXAMPLE – Tailored

• This example represents is an option that is tailored to the identity of the partner
• The inclusion of the Amtrak logo mark and state partner service name still being maintained as the primary element but stylistic flair being added to represent the partner
This example represents an option that also incorporates a small graphic element that allows further flexibility to reflect the personality of the partner.
AMTRAK PACIFIC SURFLINER – Final Logo
Our goal for the future is a unified and consistent expression of the Amtrak brand, together with our State Partners

- When consumers see Amtrak we ultimately want the brand to be easily recognizable.

- The unified and consistent look of our logos will communicate the wide reach of Amtrak to over 500 destinations across America.

- We have started working with various State Partners to evaluate options, and are happy to meet with you and your teams to discuss. Please contact Alicia Austion at alicia.austion@Amtrak.com for more information.
A VIEW TOWARDS THE FUTURE

Current

Future: For Illustration Only

...Aligning our brands to capitalize on our collective power
Thank You