AMTRAK CARRY-ON PET PROGRAM UPDATE TO SCORT
Presentation Outline

Results of Carry-On Pilots
  • Program Policies and Pilots Overview
  • Ridership and Revenue
  • Customer Comments and Feedback
  • Press Coverage
  • Process Improvements

Program Expansion Status
  • NEC
  • Long Distance
  • State Corridors

Future State
  • Product Development
  • Technology

Questions
Program Policy and Pilots Overview

Standardized Policy Across Routes
- Max 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 must be booked at Contact Centers or Staffed Stations

IL Pet Carry-On Program
- First pilot implemented, now permanent on two routes
- Pet must ride in a designated “Pet Car”

Downeaster Pet Carry-On Program
- First pilot to allow boarding at all stations staffed and unstaffed
- Pets allowed in all cars except food service cars

Northeast Regional Pet Carry-On Program
- Pets allowed in all cars except food service cars and Business Class Cars
## Pet Ridership and Revenue Results
### October – January FY16

### Number of Pets Carried

<table>
<thead>
<tr>
<th>Route</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast Regional</td>
<td>175</td>
<td>878</td>
<td>1,170</td>
<td>640</td>
<td>2,863</td>
</tr>
<tr>
<td>Downeaster</td>
<td>6</td>
<td>17</td>
<td>21</td>
<td>7</td>
<td>51</td>
</tr>
<tr>
<td>Chicago-Carbondale</td>
<td>24</td>
<td>36</td>
<td>51</td>
<td>30</td>
<td>141</td>
</tr>
<tr>
<td>Chicago-Quincy</td>
<td>5</td>
<td>19</td>
<td>30</td>
<td>9</td>
<td>63</td>
</tr>
<tr>
<td>Washington-Lynchburg</td>
<td>2</td>
<td>17</td>
<td>46</td>
<td>20</td>
<td>85</td>
</tr>
<tr>
<td>Washington-Newport News</td>
<td>7</td>
<td>38</td>
<td>66</td>
<td>38</td>
<td>149</td>
</tr>
<tr>
<td>Palmetto</td>
<td>6</td>
<td>15</td>
<td>34</td>
<td>16</td>
<td>71</td>
</tr>
<tr>
<td>Washington-Norfolk</td>
<td>2</td>
<td>15</td>
<td>20</td>
<td>7</td>
<td>44</td>
</tr>
<tr>
<td>Washington-Richmond</td>
<td>0</td>
<td>15</td>
<td>21</td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>227</strong></td>
<td><strong>1,050</strong></td>
<td><strong>1,459</strong></td>
<td><strong>769</strong></td>
<td><strong>3,505</strong></td>
</tr>
</tbody>
</table>

### Pet Ticket Revenues

<table>
<thead>
<tr>
<th>Route</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast Regional</td>
<td>$4,375</td>
<td>$21,850</td>
<td>$29,256</td>
<td>$16,000</td>
<td>$71,481</td>
</tr>
<tr>
<td>Downeaster</td>
<td>$150</td>
<td>$425</td>
<td>$525</td>
<td>$175</td>
<td>$1,275</td>
</tr>
<tr>
<td>Chicago-Carbondale</td>
<td>$600</td>
<td>$900</td>
<td>$1,275</td>
<td>$750</td>
<td>$3,525</td>
</tr>
<tr>
<td>Chicago-Quincy</td>
<td>$125</td>
<td>$475</td>
<td>$750</td>
<td>$225</td>
<td>$1,575</td>
</tr>
<tr>
<td>Washington-Lynchburg</td>
<td>$50</td>
<td>$425</td>
<td>$1,150</td>
<td>$500</td>
<td>$2,125</td>
</tr>
<tr>
<td>Washington-Newport News</td>
<td>$175</td>
<td>$950</td>
<td>$1,650</td>
<td>$950</td>
<td>$3,725</td>
</tr>
<tr>
<td>Palmetto</td>
<td>$150</td>
<td>$350</td>
<td>$850</td>
<td>$400</td>
<td>$1,750</td>
</tr>
<tr>
<td>Washington-Norfolk</td>
<td>$50</td>
<td>$353</td>
<td>$475</td>
<td>$175</td>
<td>$1,053</td>
</tr>
<tr>
<td>Washington-Richmond</td>
<td>$0</td>
<td>$375</td>
<td>$525</td>
<td>$50</td>
<td>$950</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,675</strong></td>
<td><strong>$26,103</strong></td>
<td><strong>$36,456</strong></td>
<td><strong>$19,225</strong></td>
<td><strong>$87,459</strong></td>
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</tbody>
</table>
Estimate of Passenger Revenue Associated with Pet Travel
October – January FY16

<table>
<thead>
<tr>
<th>Route</th>
<th>Number Passengers Traveling with Pets</th>
<th>Average Passenger Fare</th>
<th>Estimated Passenger Related Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast Regional</td>
<td>2,863</td>
<td>$ 80</td>
<td>$ 229,040</td>
</tr>
<tr>
<td>Downeaster</td>
<td>51</td>
<td>$ 29</td>
<td>$ 1,479</td>
</tr>
<tr>
<td>Chicago-Carbondale</td>
<td>141</td>
<td>$ 27</td>
<td>$ 3,807</td>
</tr>
<tr>
<td>Chicago-Quincy</td>
<td>63</td>
<td>$ 27</td>
<td>$ 1,701</td>
</tr>
<tr>
<td>Washington-Lynchburg</td>
<td>85</td>
<td>$ 80</td>
<td>$ 6,800</td>
</tr>
<tr>
<td>Washington-Newport News</td>
<td>149</td>
<td>$ 80</td>
<td>$ 11,920</td>
</tr>
<tr>
<td>Palmetto</td>
<td>71</td>
<td>$ 80</td>
<td>$ 5,680</td>
</tr>
<tr>
<td>Washington-Norfolk</td>
<td>44</td>
<td>$ 80</td>
<td>$ 3,520</td>
</tr>
<tr>
<td>Washington-Richmond</td>
<td>38</td>
<td>$ 80</td>
<td>$ 3,040</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,505</strong></td>
<td><strong>$ 266,987</strong></td>
<td></td>
</tr>
</tbody>
</table>

Estimated Total Oct-Jan FY16 Pet Fee and Passenger Revenue  $354,446
### Customer Comments and Feedback  Oct 1, 2015 – Jan 6, 2016

<table>
<thead>
<tr>
<th>Pets On Trains Complaints/Comments/Suggestions</th>
<th>Number of Comments</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Favorable Comments</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Want pets on trains</td>
<td>17</td>
<td>19%</td>
</tr>
<tr>
<td>Prefer pets in designated car</td>
<td>14</td>
<td>16%</td>
</tr>
<tr>
<td>Want more routes added that allow pets</td>
<td>9</td>
<td>10%</td>
</tr>
<tr>
<td>Want to bring a pet over 20 pounds</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>Want other types of pets to be allowed</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Questions about Pet Bathroom Breaks</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Unfavorable Comments</strong></td>
<td>38</td>
<td>43%</td>
</tr>
<tr>
<td>Concerned about Allergies</td>
<td>29</td>
<td>33%</td>
</tr>
<tr>
<td>Do not want pets on trains</td>
<td>6</td>
<td>7%</td>
</tr>
<tr>
<td>Pet Reservation/Communication complaints</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>88</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Total Complaints/Comments/Suggestions of all types received during pilot period** 66,099

**Pet Comments as a % of all comments** 0.13%

**Pet Comments as a % of total passengers** 0.0001%
Hundreds of News Articles - Positive Media Coverage

Amtrak to allow pets to travel on some routes

MoneyWatch names new easing rule pets

RailwayAge: A victory for American pet owners and for Amtrak

Progressive Railroading: Amtrak to allow pets on two East Coast routes

The text appears to be an overview of various articles and press releases discussing positive media coverage regarding Amtrak allowing pets on their routes.
State of Illinois Service - Positive Media Coverage

Amtrak says Illinois pets-on-trains pilot project a success

Amtrak President and CEO Joe Boardman said Wednesday that the program has been successful and is now making it permanent.

About 200 animals have accompanied passengers since the pilot project began a year ago.

Illinois is the first state to make pets-on-trains permanent.

Amtrak makes pets-on-trains project permanent

Amtrak says it has not had a single complaint or problem with a pilot project in Illinois allowing customers to travel with small pets. So, it's making the program permanent around the state.

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Amtrak continues program to allow small pets on trains between Chicago and downstate

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Other Positive Feedback

From PETA
Amtrak "training" cats and dogs a good thing, says PETA

PETA has given Amtrak a Compassionate Business Award “in recognition of the rail company’s new pilot program, which allows passengers to take their cats and small dogs with them on certain trains.

From State Partners
Patricia Quinn
Executive Director
Northern New England Passenger Rail Authority
comment 1/11/2016

“ We haven’t had any negative incidents, and I’ve confirmed that fact with both my Manager of Passenger Services and the Asst. Superintendent. It’s been a very successful pilot. This is a competitive advantage for us, and we have welcomed the positive feedback.”
Process Improvements Made

- Simplified Pet Release Form
  - Converted to a single copy form
  - Conductor collects signed copy
  - Signed forms stored in El Paso

- Conductors using “orange colored” seat checks to mark the location in the coach of pets and service animals
  - Provides K-9 Officers a quick visual of pet locations
  - Provides passengers with allergy concerns the location of any type of animal

- Continue Promotion of Expanded Pet Service
  - Leverage media coverage of all types
  - Partner with pet friendly hotels to promote pet travel
Optimal Location of Pet Container Varies by Equipment Type
NEC Business Line - Moving Forward

• Northeast Regional Pet Pilot made permanent February 16th

• Northeast Regional expanded pet service to all stations

• Acela Pet Pilot on weekends only February 20th through June 12th
Long Distance Business Line – Implemented All Routes Feb 16th

• Pet Service offered on all Long Distance routes (Except Auto Train)

• Maximum trip length 7 hours

• Service offered in coach only (No Sleepers)

• Pets will be allowed in all coaches, but not in lounges cars or diners
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 (Starting March 7th)

- 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
Future State – Product Development and Technology

FY 16
• Carry-On pet program expanded to additional state routes
• Acela weekend pilot evaluated
• Auto Train pet solution developed

FY 17
• Online booking and pet waiver release acknowledgement available on Amtrak.com with the introduction of the EPIC ancillary revenue capabilities
• Evaluate alternative pricing options
• Explore solutions to handle pets +20 pounds
• Test shipping pets in baggage cars
“Archie” “Enjoying the Journey” on the NER

Questions ?