

*Let's turn the lights back on*



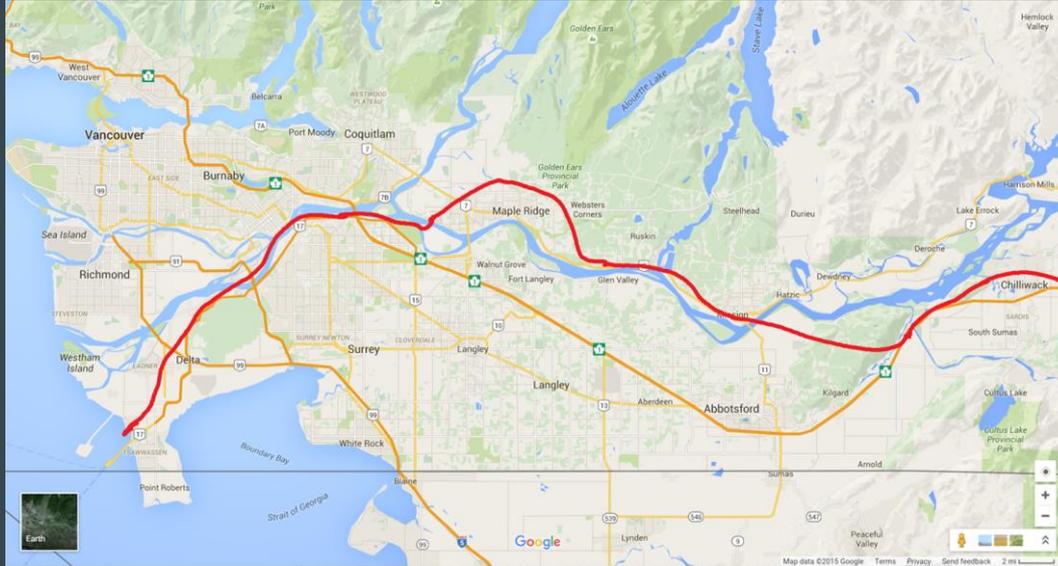
Shannon Peterson, Declan Daly, Brynna Mosely, Lora Sonnen

# Agenda

- Market Analysis & Target Market
- Advantages & Disadvantages
- Weaknesses & Threats
- Survey of Demand
- Questions



# Target Market for Blaine Station



- Canadians living south of the Fraser River
  - Total Population of over 1 million
- Canadian business people traveling south to Seattle
- Residents of Blaine and surrounding areas

*Boundary where drive time to Blaine is faster than or equal to the drive time to Vancouver, not including the wait time in Vancouver.*

Source: Google Maps

# Time Saved - Blaine vs. Vancouver

- Average Time Saved = 2 hours

City	Drive Time Saved	Station Wait Time In Vancouver	Border Wait	Train Time Saved	Total Time Saved
White Rock	22 min	60 min	- 10 min	60 min	2 hr 12 min
Surrey	16 min	60 min	-10 min	60 min	2 hr 6 min
Langley	13 min	60 min	-10 min	60 min	2 hr 3 min
Abbotsford	10 min	60 min	-10 min	60 min	2 hr
Chilliwack	6 min	60 min	-10 min	60 min	1 hr 56 min
Delta	4 min	60 min	-10 min	60 min	1 hr 54 min
Maple Ridge	0 min	60 min	-10 min	60 min	1 hr 50 min

# Alternative Modes of Transport

- Qualities of alternative modes of transport based on a trip from Vancouver, BC to Seattle WA

<b>Transportation Type</b>	<b>Daily Frequencies from Vancouver</b>	<b>Average Cost (Van. to Sea.)</b>	<b>Travel Time</b>
<b>Amtrak</b>	2	\$48.00	4hrs. 25 min.
<b>Quick Shuttle</b>	4	\$50.00	4 hrs. 30 min.
<b>Bolt Bus</b>	4	\$28.50	4hrs.
<b>Greyhound</b>	3	\$35	4 hrs. 20 min.
<b>Personal Car</b>	N/A	\$23.10	2 hrs. 50min.

# Advantages of the Train

- Ability to work or relax during transit
- Less security hassle than plane or bus
- Comfortable ride
- Scenic views
- Eco-friendly
  - More energy efficient per passenger than cars or planes



# Advantages of a Blaine Station for Canadian Riders

- Sleep in!
  - Requires arrival at Vancouver station at 6:00 am vs. 8:00 am at Blaine
- Other amenities
  - Pick up groceries, gas, mail in the U.S.
  - Enjoy the city of Blaine
- Less traffic to the station
- Avoid the slow train ride between Vancouver and the US border
- Faster border crossing
- Possible track realignment to decrease travel time and could allow for a new stop

# Advantages for Blaine

- Get Blaine “on the map”
- Bring in money through parking and passengers patronizing local businesses
- Potential to lead to new businesses and jobs being created
- Economic stimulus



# Disadvantages of the Blaine Station

- Uncertainty of border wait times
- Miss the beautiful ride between Vancouver and Blaine

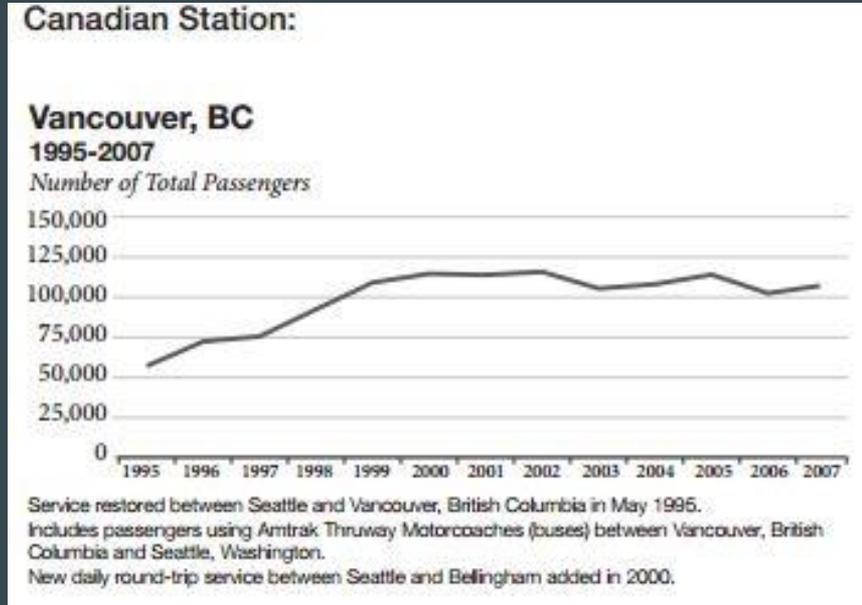


# Other Stations Added to Routes

- Wallingford, Connecticut
  - New station added to a commuter line
  - cost of station approximately \$24 million
- North Brunswick, New Jersey
  - New station added to Northeast Corridor
  - cost of station approximately \$30 million
- Distance between Bellingham and Vancouver is the one of the longest stretches on the northwest AMTRAK line



# Dealing with a Stagnant Demand



Source: Amtrak Cascades Ridership and Station On-Off Information, 2007

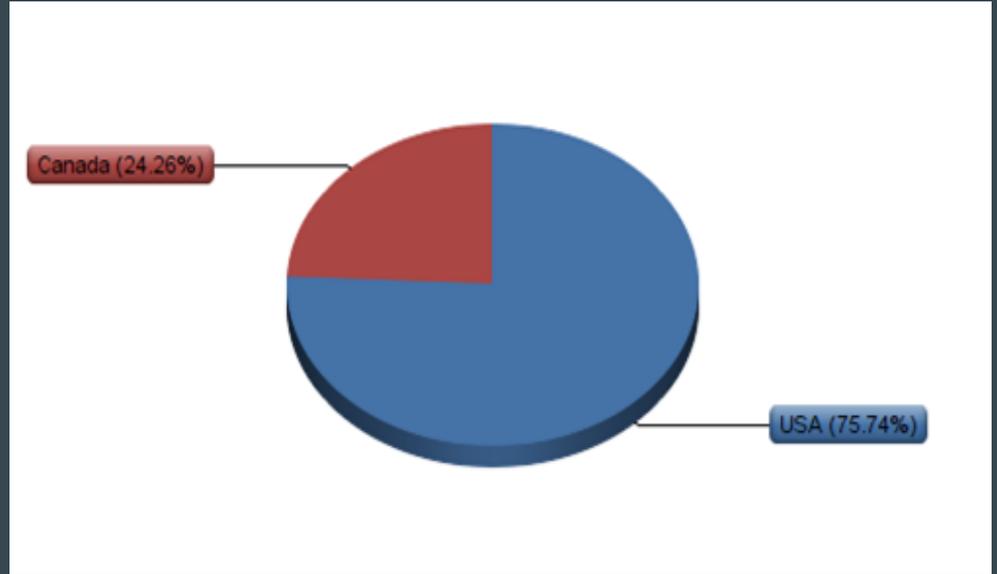
- Ridership in Vancouver stagnating

# Survey of Demand for Blaine Stop

- Purpose: To gain an understanding of the demand and demographics of potential business and leisure train users from the US and Canada
- Methods: Qualtrics survey with tailored branches to target key demographics & Board of Trade survey
- Distribution:
  - Surrey Board of Trade survey
  - City of Blaine website survey
  - Local newspapers

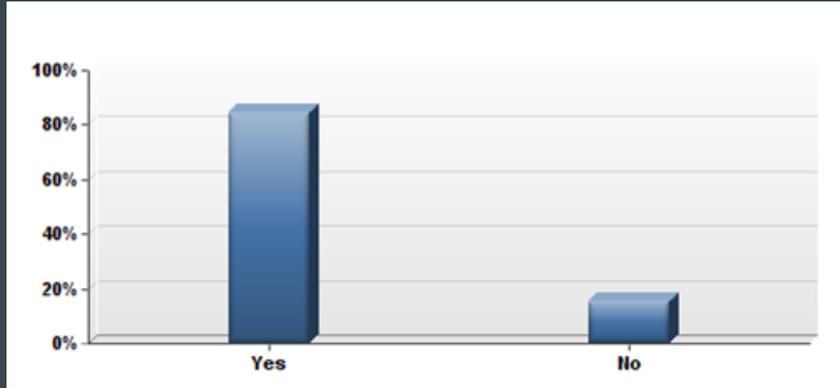
# Potential Interest in a Station in Blaine

- Target Demographics:
  - Canadian residents south of the Fraser river
  - Business people looking for convenience
  - Residents of Blaine and surrounding areas

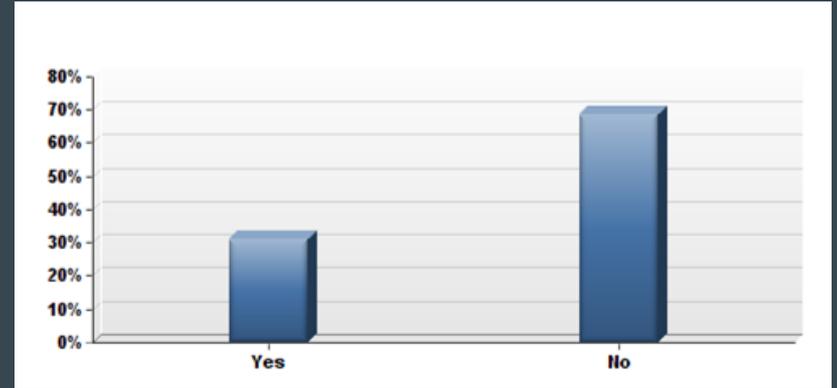


# Canadians vs Americans

- Have you taken an AMTRAK train?



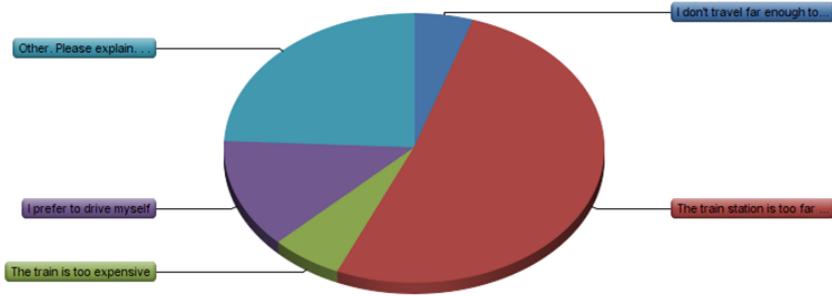
American Response



Canadian Response

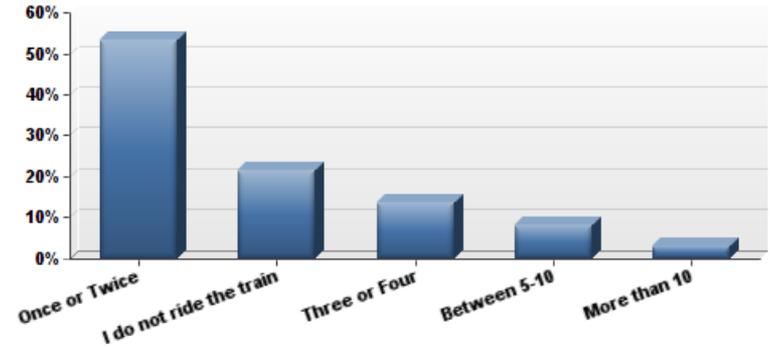
- There are currently not enough travelers riding the train from Canada.

“Why don’t you take the train?”



## American Resident Responses

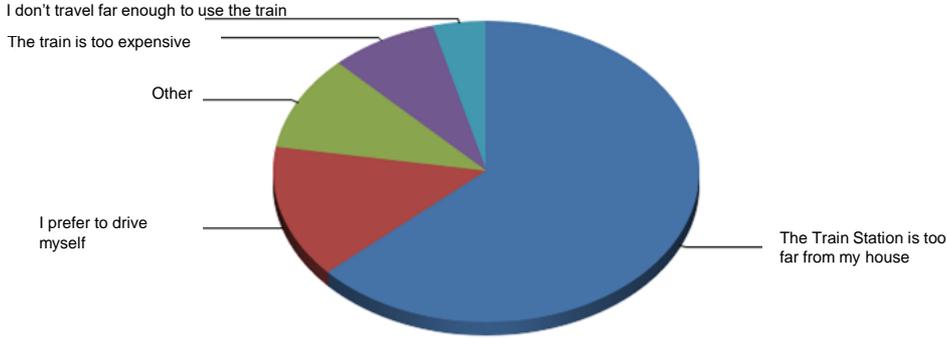
You do?! “How often do you take the train?”



If Other, Please explain....

- “Timing inconvenience.”
- “The stop in Bellingham is at an inconvenient time.”
- “I would take it a LOT more if there were more departure times.”
- “I have never had many convenient train options, but I would like to use the train more often.”

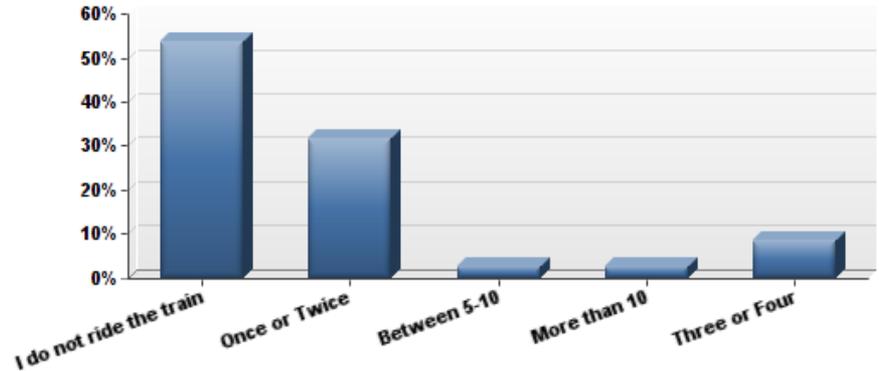
## “Why don’t you take the train?”



## Canadian Resident Responses

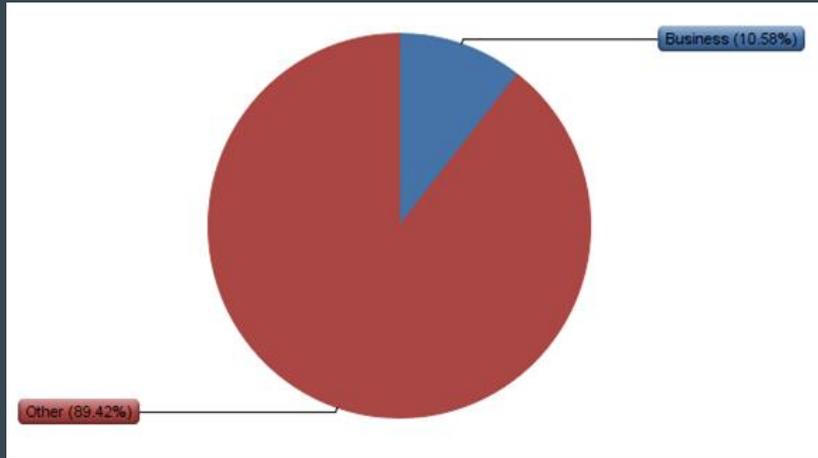
★ It is an inconvenience

## You do?! “How often do you take the train?”

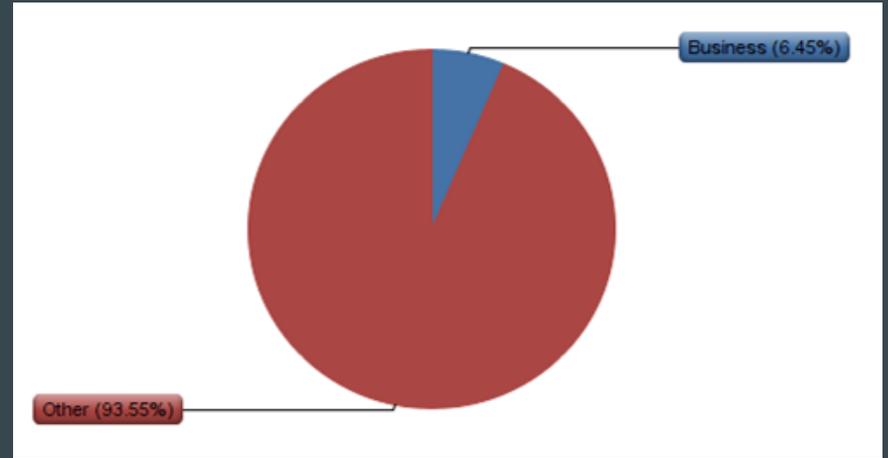


Once, twice, or never

# Business or Pleasure?



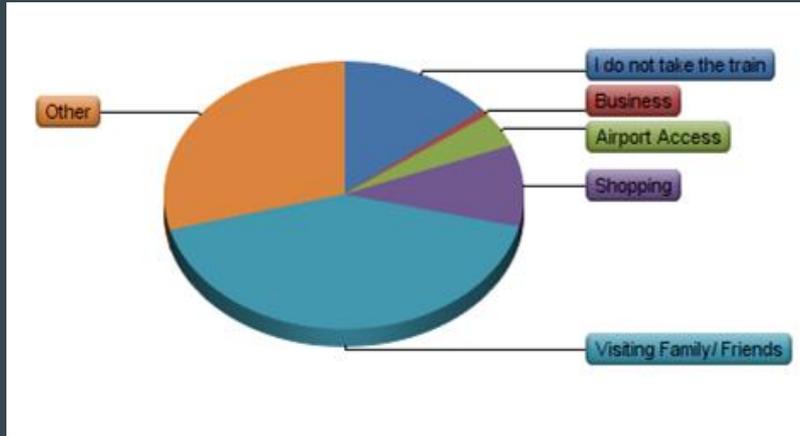
American Response



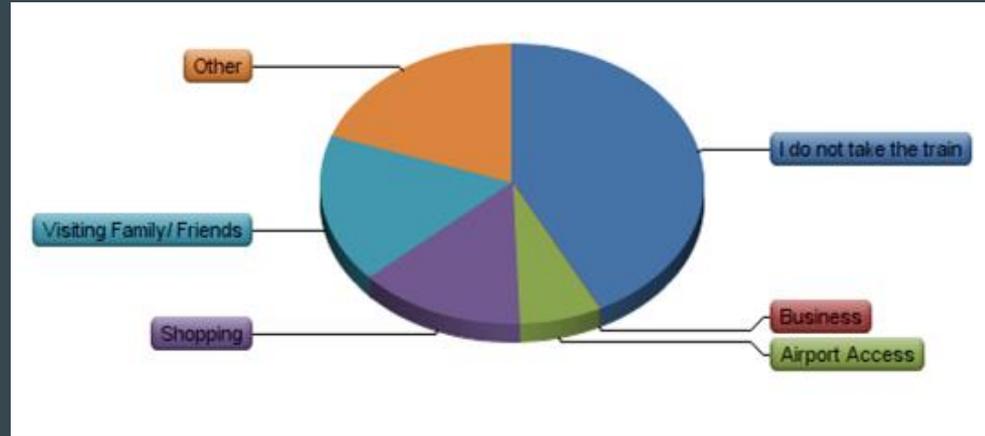
Canadian Response

- We didn't quite manage to reach a large portion of our target demographic; those who would potentially ride the train for business purposes.

# Why Do You Take the Train?



American Response

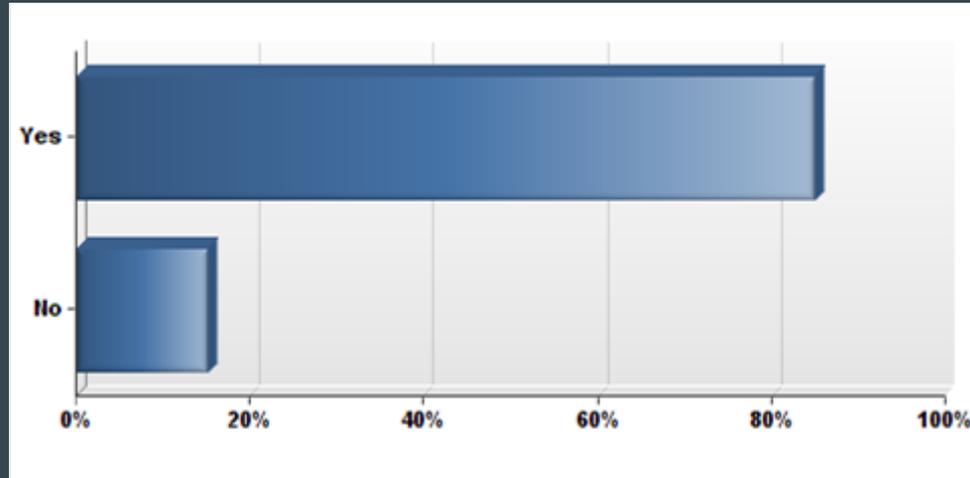


Canadian Response

- This concludes the market we reached is riding the train once or twice per year for leisure activities.
- “Other” responses from both sides show that the majority of riders use the train for leisure purposes.

# “If there were to be a station in Blaine, would you feel more inclined to take the train from Blaine?”

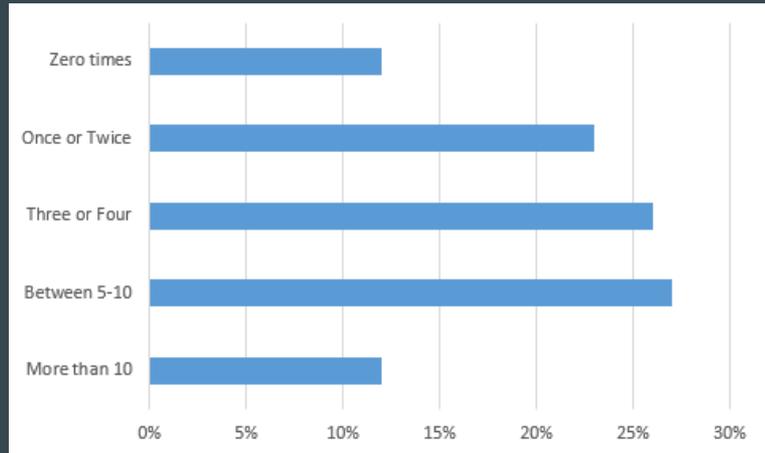
For those of us who want a station in Blaine, this is exactly what we are looking for.



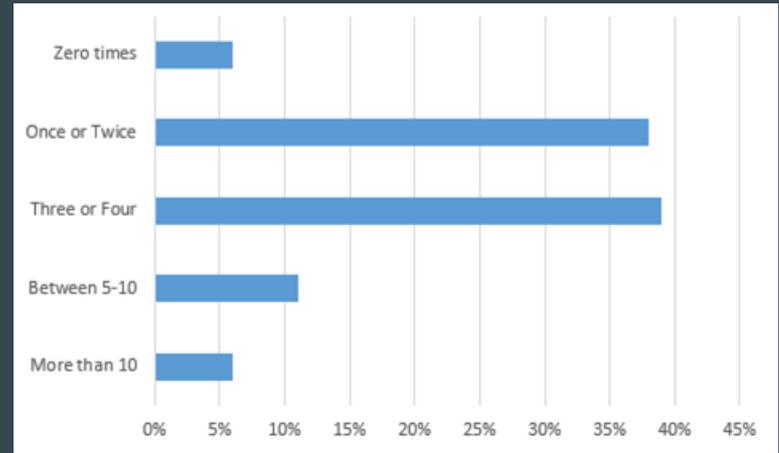
This is a summation of our data and data collected from the Surrey Board of Trade.

# “...How often per year would you take the train from Blaine?”

## American Response

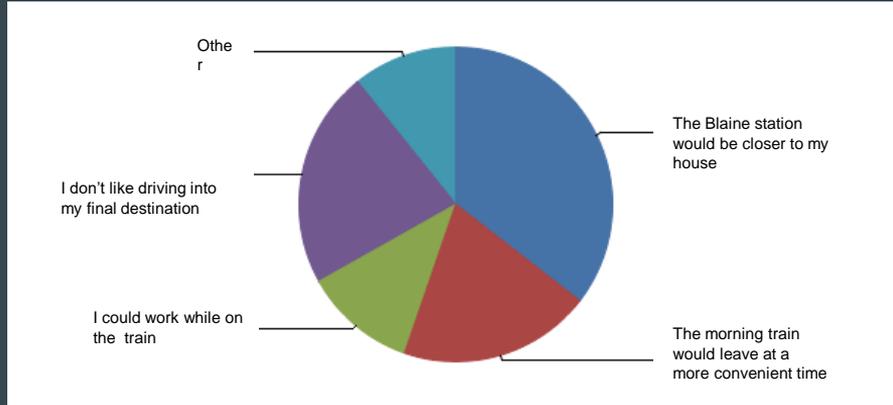


## Canadian Response

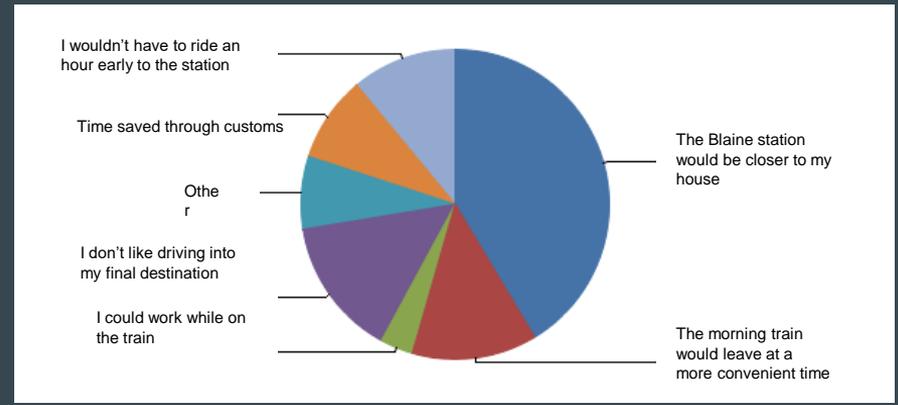


- Very optimistic results on usage, potentially a little too optimistic.

# What Would Make You Ride the Train More From Blaine?



American Response



Canadian Response

★ Convenience, Convenience, Convenience

# Statistical Conclusions

- For those that are already riding the train, they are only doing so for leisurely purposes, and they are only riding once or twice per year.
- For those that are NOT already riding, the reason they are not riding is because it is an inconvenience. Most would probably start riding because the Blaine station would make it significantly more convenient.
- With the convenience of a station in Blaine, we will be able to gather some new patrons, however they too will only be riding the train for leisure purposes two or three times per year.

# Comments from Respondents

“A stop in Blaine would bring more business to the city of Blaine. Making the train more accessible to US and Canadian residents of nearby municipalities and communities would bring more money to Amtrak and make life more convenient for the citizens.”

“This station would appeal not only to Blaine residents but to many residents in White Rock, Surrey, and the Lower Mainland who enjoy the ease of travel from a smaller more convenient town to begin their travels.”

“I would take the train if a station was reasonably close to my home. I live in Surrey and the closest station is downtown Vancouver, which is a 45 minute commute. If there were a station in Blaine it would be very convenient to take for my routine trips down to Seattle for shopping and football games.”

“Give us the potential of a high speed rail sometime. I think a less expensive, more convenient AMTRAK service that wasn't subject to winter mudslides is where funding should be focused.”

# Final Thoughts

- The majority of riders would use the train for leisurely purposes
  - Enough rider frequency?
  - We would need to target specifically the business travelers to see what they think and want.
- Blaine station would be convenient for lower mainland residents, but rider frequency may not offset costs
- Convenience/proximity of station and reduced transit time are biggest incentives
- U.S - Canada relations



mainland residents may influence their occupational to increase the availability of services  
in or for the ALTA rail system

- Support for a 3rd train?

**Thank You**