

# PERFORMANCE REPORT

## January-March 2005

Northern New England Passenger Rail Authority



Downeaster ridership in January through March 2005 has grown slightly from the same three month period in the previous year. Although the total number of riders in 2005 was 2,161 less than in 2004, the a few factors need to

considered:

February 2004 was a leap year with one extra day

Train consists changed from having 216 seats to 198 seats.

Taking those factors into consideration, the overall load factor, or percentage of total seats occupied, increased from 37% in 2004 to 40% in 2005.

	2005		2004		Variance	
	Riders	Revenue	Riders	Revenue	Riders	Revenue
January	17,363	\$220,146	17,182	\$233,725	181	\$(13,579)
February	18,581	\$235,127	20,694	\$280,745	-2,113	\$(45,618)
March	20,733	\$252,296	20,962	\$278,103	-229	\$(25,807)
Total	56,677	\$707,569	58,838	\$792,573	-2,161	\$(85,004)

The decrease in revenue is attributed to the decrease in the average fare per passenger, which decreased nearly a dollar from \$13.47 in 2004 to \$12.48 in 2005. This decrease has been caused by decreases in high-fare Portland-Boston ridership and an increase in shorter fare interim ridership.

	FY05 TARGET			FY05 ACTUAL vs. TARGET					
	Ridership	Revenue Goal						Avg	
	Goal	Rid x \$15.01	Riders	Variance	Revenue	Variance	Fare	Variance	
Jul	17,757	\$ 266,534	17,050	-707	\$253,355	\$ (13,179)	\$14.86	\$ (0.15)	
Aug	28,408	\$ 426,408	23,979	-4,429	\$346,284	\$ (80,124)	\$14.44	\$ (0.57)	
Sep	19,407	\$ 291,301	20,557	1,150	\$288,861	\$ (2,440)	\$14.05	\$ (0.96)	
Oct	22,407	\$ 336,327	22,615	208	\$307,532	\$ (28,795)	\$13.60	\$ (1.41)	
Nov	21,488	\$ 322,531	19,860	-1,628	\$259,233	\$ (63,298)	\$13.05	\$ (1.96)	
Dec	21,251	\$ 318,984	20,569	-682	\$258,233	\$ (60,751)	\$12.55	\$ (2.46)	
Jan	17,354	\$ 260,481	17,363	9	\$220,146	\$ (40,335)	\$12.68	\$ (2.33)	
Feb	20,901	\$ 313,723	18,581	-2,320	\$235,127	\$ (78,596)	\$12.65	\$ (2.36)	
Mar	21,172	\$ 317,786	20,733	-439	\$274,665	\$ (43,121)	\$13.25	\$ (1.76)	
Apr	23,896	\$ 358,673							
May	20,587	\$ 309,008							
Jun	21,272	\$ 319,287							
	262,899	\$ 3,946,113	181,307	-8,838	2,443,436	\$(410,639)	\$ 13.46	\$(1.55)	

The average fare per passenger in 2004 was \$14.19, however \$15.01 was used in figuring the FY2005 budget. This figure was primarily based on KKO & Associates projections that unreserved service, and a premium priced reserved car would increase both ridership and revenues and that service improvements made (speed) in 2004 would increase the Portland to Boston market. The unreserved status proved to have a negative impact on ridership and revenue, and the speed increases projected for November 2004 have just taken affect in April 2005. Additionally, the impact of the DNC in July and the subsequent service interruptions associated with the Kennebunk bridge project was greater than anticipated.

## RIDERSHIP BY TRAIN NUMBER

Ridership distribution by train has also remained fairly consistent with trains 680 and 685 showing slight increases. Train 685 continues to be the highest performer, carrying 25% of the Downeaster's total passenger count. The popularity of this train does not vary by day of week which sharply contrasts train 680 which is 61% occupied on weekdays and only 21% occupied on weekends.

Train 687 remained consistent as the growing popularity of the Celtics compensated for the cancellation of the Bruins.

Train	Jan-Mar 2004			Jan -Mar 2005		
	Riders	Avg/Day	Load Factor	Riders	Avg/Day	Load Factor
680	8,796	97	45%	8,823	98	50%
681	3,555	39	18%	3,688	41	21%
682	9,745	107	50%	8,446	94	47%
683	6,415	70	33%	6,009	67	34%
684	6,727	74	34%	6,805	76	38%
685/689	14,778	162	76%	13,982	155	78%
686/688	4,504	49	23%	4,807	53	27%
687	4,318	47	22%	4,117	46	23%
<b>TOTAL</b>	<b>58,838</b>	<b>647</b>	<b>37%</b>	<b>56,677</b>	<b>630</b>	<b>40%</b>

## PASS SALES

Nearly 1,00 more pass holders rode the Downeaster January –March 2005 than did during the same period in 2004, generating \$8,400 more in revenue. 37% of all passes were sold for travel between Exeter and Boston with 16% of pass holders traveling between Haverhill and Boston and 10% between Dover and

Boston. Wells is Maine's most popular commuter station with 7% of total passes sold.

	2004			2005		
	Passes	Rev	Riders	Passes	Rev	Riders
Jan	161	\$ 22,678	4,032	182	\$ 28,923	4,596
Feb	166	\$ 24,786	4,161	157	\$ 25,041	4,123
Mar	133	\$ 21,113	4,347	153	\$ 23,070	4,784
	<b>460</b>	<b>\$ 68,577</b>	<b>12,540</b>	<b>492</b>	<b>\$ 77,034</b>	<b>13,503</b>
<b>Avg Fare</b>		<b>\$ 5.47</b>			<b>\$ 5.70</b>	

## RIDERSHIP BY CITY PAIR

While still the most popular, the Portland-Boston city pair has declined 22% between October 2004 and March 2005 when compared to the same period last year. Total ridership for this period year is only 2.9% lower than it was the previous years, indicating growing ridership in interim markets. Farebox revenues are down 9.1% from the previous period.

Despite concentrated marketing efforts, little progress has been made in this market while others continue to grow.

As the chart indicates, with the exception of the inaugural year and the Democratic Nation Convention period in July 2004, Downeaster ridership has remained relatively consistent.

The second chart shows how the Portland to Boston market has declined steadily while Chart 3 indicates growth in interim markets.

To further the perspective, Portland-Boston ridership represented 42% of total Downeaster ridership in calendar year 2003, 34% in calendar year 2004, and year to date only represents 20% of total Downeaster ridership.

The interline agreement for Concord Trailways bus parallel service (Portland to Boston) was introduced in late April 2004. Since that time, more than 8,480 Portland-Boston bus tickets have been sold through the Amtrak system, generating \$132,899 in revenue for Concord Trailways.

	October 2004- March 2005			Ridership			Ticket Revenue		
	FY05	FY04	% chg.	FY05	FY04	% chg.			
Boston- Portland	36,030	46,164	-22.0	\$663,461	\$854,264	-22.3			
Boston - Exeter	23,447	19,932	+17.6	\$159,335	\$143,811	+10.8			
Boston - Wells	9,447	9,423	+0.3	\$136,319	\$135,056	+0.9			
Boston - Durham	12,179	11,728	+3.8	\$134,930	\$138,434	-2.5			
Boston - Saco	7,930	8,050	-1.5	\$127,717	\$130,880	-2.4			
Boston - Dover	9,057	9,924	-8.7	\$119,182	\$125,613	-5.1			
Portland - Woburn	1,582	1,441	+9.8	\$26,057	\$24,815	+5.0			
Durham - Portland	1,988	1,555	+27.8	\$21,406	\$17,642	+21.3			
Boston - Haverhill	3,172	1,843	+72.1	\$19,586	\$11,490	+70.5			
Haverhill - Portland	1,255	1,386	-9.5	\$19,452	\$23,031	-15.5			
Dover - Portland	1,961	1,570	+24.9	\$17,161	\$14,260	+20.4			
Exeter - Portland	1,145	1,268	-9.7	\$14,762	\$16,960	-13.0			
Durham - Woburn	972	682	+42.5	\$7,802	\$4,974	+56.9			
Boston - Old Orchard	341	238	+43.3	\$6,288	\$4,900	+28.3			
Durham - Haverhill	859	766	+12.1	\$5,636	\$4,688	+20.2			



