



Center for Planning Excellence

**2010 Louisiana Smart
Growth Summit**

**New Orleans-Baton Rouge
Initiating the
Gulf Coast Corridor :
MISSION
POSSIBLE**

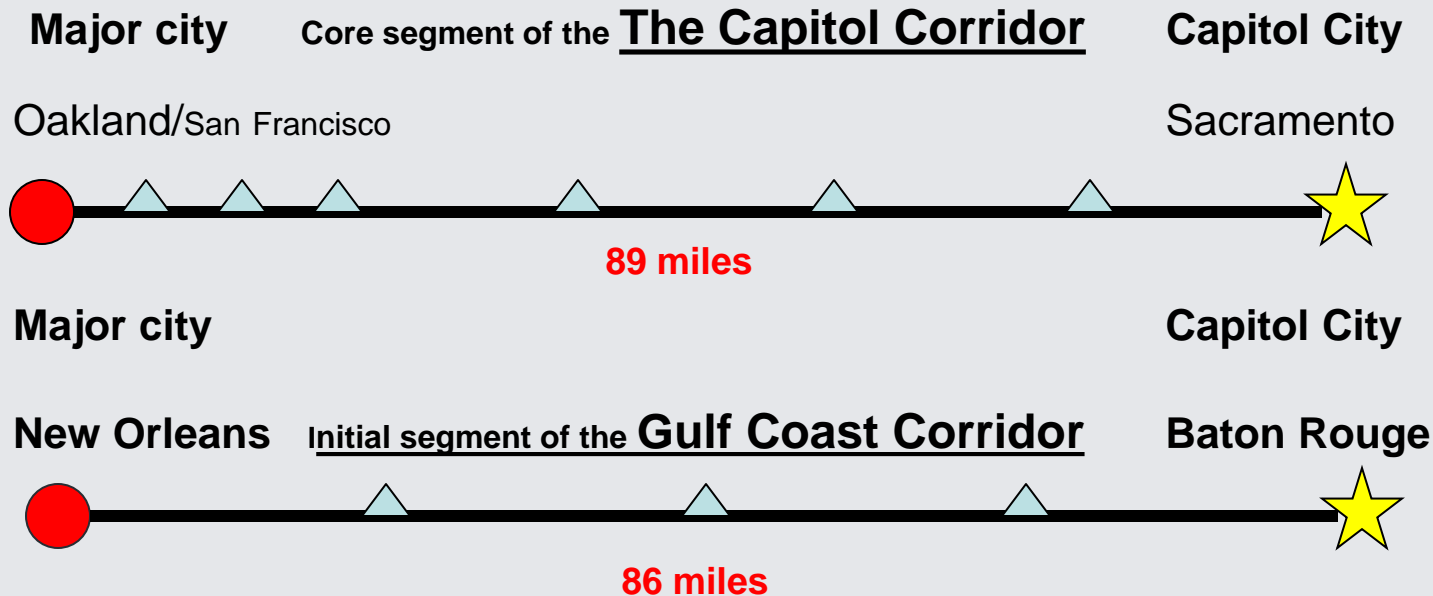
Baton Rouge, Louisiana August 19, 2010

John Basilica, Jr.

**Vice President
HNTB Corporation**

HNTB

A 'case study' for a similar route that works



Both corridors have major travel markets to/from the state capital & beyond and parallel busy interstate highways



The Capitol Corridor in Northern California

Finances, freight rail partnership, private development



The 10 year Capitol Corridor Story

October 1
1998

10 Year Capitol Corridor JPA Management Summary and State Costs for Capitol Corridor Service

TODAY

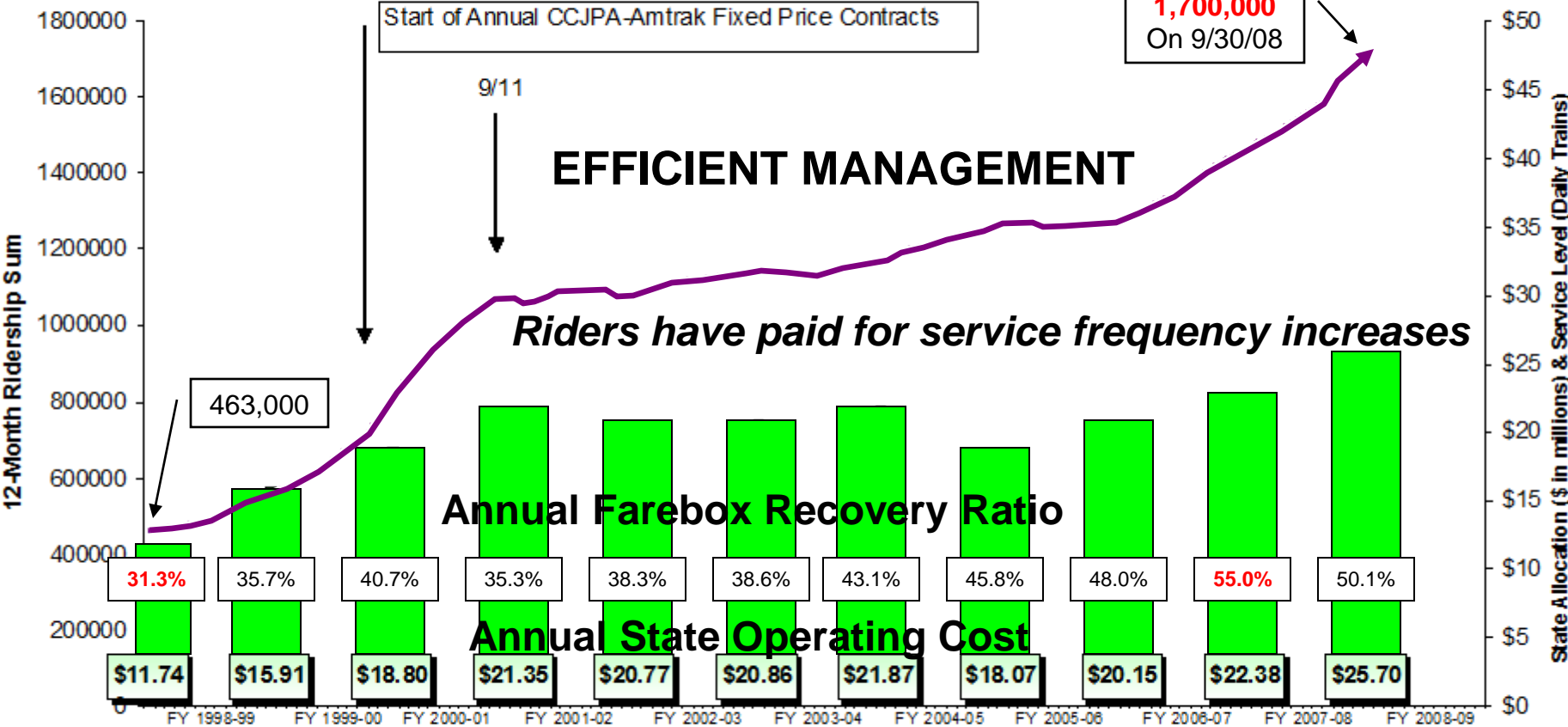


Start of Annual CCJPA-Amtrak Fixed Price Contracts

1,700,000
On 9/30/08

EFFICIENT MANAGEMENT

Riders have paid for service frequency increases



4RT 6RT 7RT → 9RT 10RT 11RT 12RT → 16RT

← Train Frequency Increases – Travel Time Reductions (20 minutes) →

Recommended key items in a **Gulf Coast Corridor 'Vision Plan'**

- Build adequate capacity for **reliable service**
- Run **frequent service** to capture the market
- Own/control **your own trains** (rolling stock)
- Local stations** with parking controlled by local communities
- Attractive, active, accessible, and **secure stations**
- Set competitive **market based fares**, revise frequently in small increments
- Offer discounted **multi-ride tickets** to committed 'regulars'
- Establish **farebox ratio** target for fares
- Offer **seamless connections** to/from local transit at stations
- Know & **communicate** with your customers; **website, ride**
- Provide **on-board amenities** for regular business travelers
- Create a local '**service identity**' that everyone can recognize
- Strive to make your customers' trip a **positive experience**
- Encourage **incentive zoning** for station development



The key ingredient.....

...in partnering with a freight railroad.....

....It's about the **MONEY**, honey.....

- Reasonable compensation for use of facilities
- Multi-year joint capital investment program
- Passenger sponsor pays share of capacity expansion
(more than only for the passenger service increment)
- Passenger sponsor pays share for on-going maintenance
(more than just the minimum Amtrak access fees)



This isn't rocket science...

...it's a **Business Deal**

Make your host freight railroad a partner & advocate

- The deal has to **work for both sides**
- The deal has to be firm enough to **protect the public benefit** and public investment
- The deal has to be flexible enough to **allow for changing freight and passenger conditions**
- But mostly the deal is about **adequate compensation** for public use of the privately owned assets of a private business enterprise **AND** it has to be a large enough financial benefit that they want to **run your service well**



For more details, listen to David Kutrosky's presentation in the next session

Across America, there are freight-passenger partnerships



Missouri on UP



Illinois-on CN, UP, CP



Maine on PanAm (B&M)



Wisconsin on CP



Washington State/Oregon
on BNSF, UP, CN

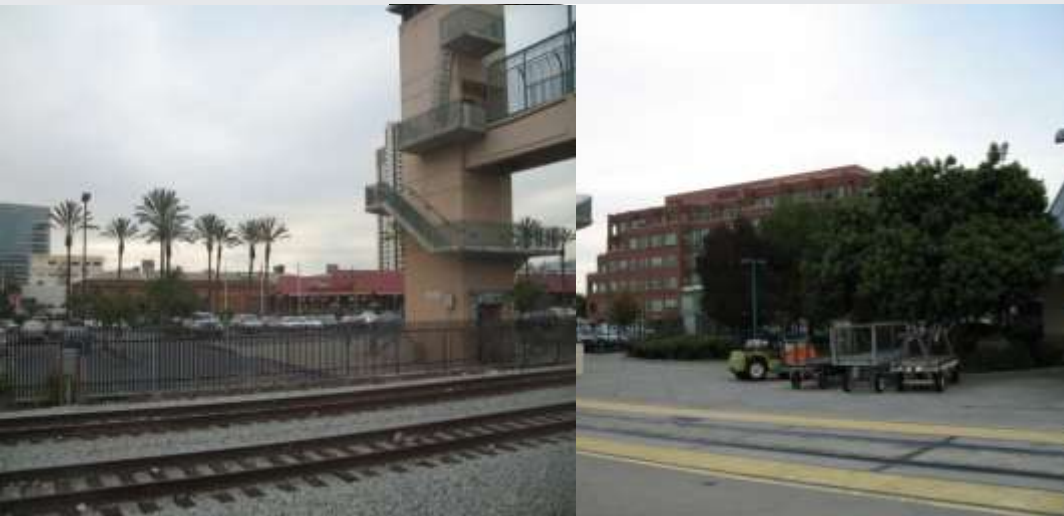


North Carolina on NS, NCR

The States are taking the lead on intercity rail.....

- Partnerships have been forged *from Maine to California and Wisconsin to Florida*, **and are possible here in Louisiana**
- The new law creating **The Louisiana Intrastate Rail Compact** is ahead of many states, and can position the New Orleans-Baton Rouge Corridor *for success!*
- Intercity passenger rail is as much an economic ‘common sense’ business decision as it is a transportation decision, involving:
 - Development of **sustainable communities**
 - Energy **efficient transportation**, environmentally **responsible investments**
 - Initiating **partnerships with freight railroads**, getting a ‘two-fer’ benefit
 - Setting a new foundation for **building a better economic future**
 - Giving people **a travel choice** they do not have today
 - **Promoting Transit Oriented Development (TODs or ‘Smart Growth’)**

Results of Incentive Zoning on the Capitol Corridor Private investments at Emeryville Station TOD



- **Value** of Train Station as a core downtown feature
- ‘Emery-Go-Round’ **circulator** to MacArthur BART
- Very **business friendly** (Pixar, SOMA, etc.)
- Condos with commercial **mixed development** surrounds the station (Brownfield Site)
- Development happened **after the station was built** in 1990

Results of Incentive Zoning on the Capitol Corridor Private investment at Richmond Station TOD

- BART and Intercity Rail **Joint Station** (Brownfield Site)
- **Revitalization** of surrounding properties
- Transit **village** complete
- **Community center** under construction



Results of Incentive Zoning on the Capitol Corridor Private investment at Sacramento Station Mega-TOD

- **Proximity:**
On northwest corner of
Downtown Sacramento

- **Opportunity:**
240 acres of unused
former railroad land;
Thomas Enterprises
purchased property
12.29.2006

Private Investment Value: \$2.5-\$4.0 billion

- **Political will:**
 - City purchased station &
parking areas (14 acres)
for new Intermodal facility



There are other passenger rail examples that work.....



- No one model works in every situation, and there are
- Other “case studies” to learn from:
 - The **Downeaster Corridor** between Portland, Maine and Boston (Saco Island Development)
 - The **Hiawatha Corridor** in Wisconsin (downtown Milwaukee)
 - The **Keystone Corridor** in Pennsylvania
 - The **Cascades Corridor** in Washington & Oregon
 - The **Piedmont Corridor** in North Carolina
 - New York State, Illinois, Missouri, Vermont, among others

Intercity Passenger Rail IS 'Mission Possible' for Louisiana

Louisiana now has right the ingredients to 'make it happen'.....
.....Louisiana can be 'the model' for other Southern states to follow....

- State political leadership
- Established organizational structure
- Policy & plan
- Busy travel market
- Potential freight rail partner
- Potential operating partner (Amtrak)
- Enthusiastic local support
- Business & construction industry capability
- Station development potential
- Potential federal funding partner



Thank you for the chance to share other successful passenger rail programs!