

Office of the President



ALL ABOARD ARIZONA

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Dear All Aboard Arizona Member,

I want to announce an exciting opportunity as we move to Phase II of the campaign to make the Sunset Limited daily, and which will enhance our efforts toward achieving our key priorities. We are asking for your special, financial support toward that end, and are proposing a dollar for dollar match up to \$4,000 to advance this effort.

As you know, All Aboard Arizona has several priorities that include the following; preserving the Amtrak national long-distance network linking urban and rural America; support for the Southwest Chief serving Northern Arizona cities; support for the Sunset Limited/Texas Eagle serving Southern Arizona cities and making those services daily; and, developing the Sun Corridor which would consist of multiple frequencies daily between Phoenix and Tucson.

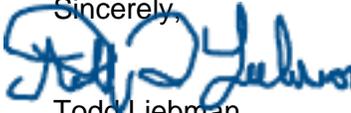
Your organization has been very effective in outreach to local communities, legislators, and our congressional delegation in working toward achieving those objectives. Examples include resolutions of support from Arizona communities and educating our lawmakers on the importance of rail passenger service. In conducting outreach, a critical need is to present compelling information on the importance of rail. When elected officials and communities can see the economic impact that passenger rail can bring to a community, they are more likely to support programs to bring rail to the community. Community support translates into political support at the state and national level.

We know that trains deliver value to served communities six, seven or more times the dollars invested in the service. This "profit" goes to the communities, the state, and the nation although not reflected in Amtrak's bottom line. It is essential to be able to show lawmakers the direct, indirect and induced benefits to their communities from passenger rail. This is where the Rail Passengers Association RPA/USM IMPLAN comes in. This program calculates the multiplier effects from changes in demand from one industry on all other industries in a local economic area. IMPLAN uses a matrix of data from the Bureau of Labor Statistics, Universities, Fortune 500 Companies and the US Forest

Service. The output will provide us with the quantifiable benefits from passenger trains to include railway operations and maintenance spending, induced travel demand, new visitor spending, community development and property values adjacent to stations, etc. It also provides data on indirect benefits including pollution control savings, highway traffic fatalities avoided, highway maintenance saved, and saved travel costs for area residents.

We hope you will support us with a special contribution with the understanding that your contribution will be matched dollar for dollar up to \$4,000. You can donate on our websites allaboardarizona.org. Or, you can mail your donation to All Aboard Arizona, PO Box 11978, Prescott, AZ 86304.*

These have been difficult times for advocates with all of Amtrak's long-distance trains moving to less than daily service. We have to keep up the pressure on lawmakers and continue our outreach to return service to at least daily. As always, keep up the fight, and I welcome any of your thoughts, questions or ideas at any time.

Sincerely,

Todd Liebman
President
All Aboard Arizona

* To have your donation matched, navigate to the left column, 3rd **Click Button** on the home page of All Aboard Arizona™

