

A photograph of an Amtrak locomotive, number 90250, pulling a passenger train. The locomotive is white with blue and red accents. The number '90250' is visible on the front. The train is moving along tracks with gravel ballast. The background shows some greenery and a clear sky. The image is overlaid with a semi-transparent dark blue filter.

# A New Train Station in Blaine?

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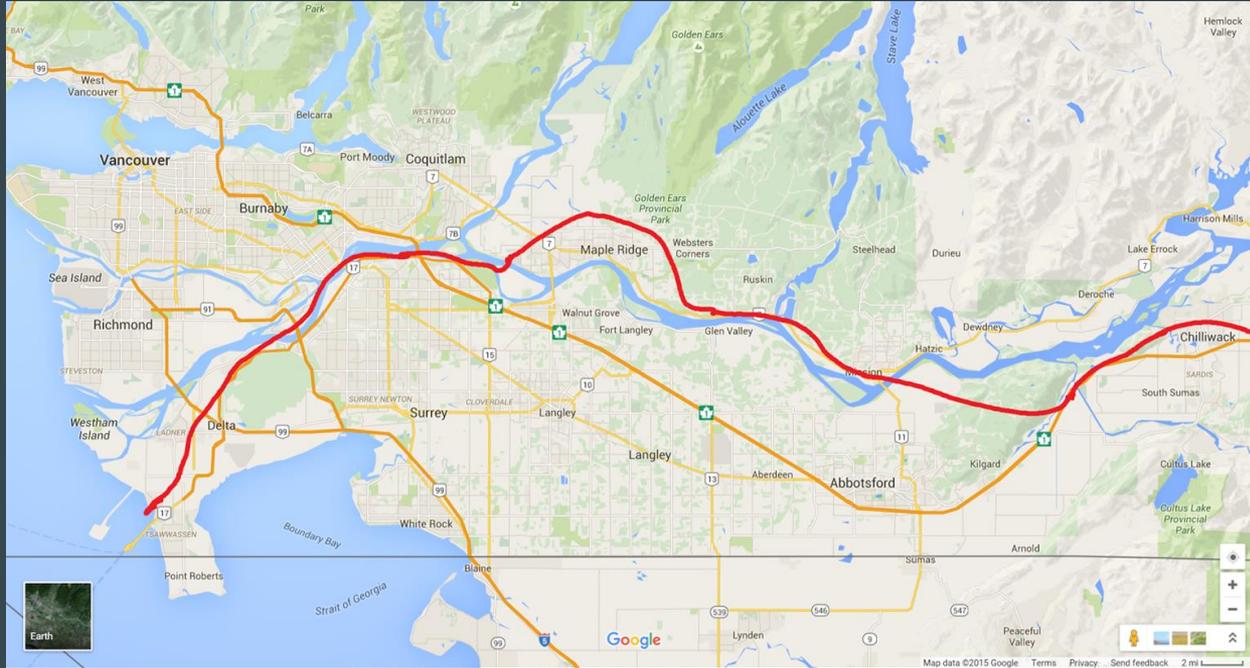
Michelle Anderson-Irons, Joe Glithero & Lora Sonnen

# Agenda

- Market Analysis & Target Market
- Strengths & Opportunities
- Weaknesses & Threats
- Marketing Strategies
- Further Research
- Questions



# Target Cities in Lower Mainland Canada



*Boundary where drive time to Blaine is faster than or equal to drive time to Vancouver*  
Source: Google Maps

# Time Saved - Blaine v. Vancouver

- Total Population = **1.1 million**
- Average Time Saved = **60 minutes** (not including 60 min wait at station in Vancouver)

City	Drive Time Saved	Border Wait	Train Time Saved	Total Time Saved
White Rock	22 min	- 10 min	60 min	72 min
Surrey	16 min	-10 min	60 min	66 min
Langley	13 min	-10 min	60 min	63 min
Abbotsford	10 min	-10 min	60 min	60 min
Chilliwack	6 min	-10 min	60 min	56 min
Delta	4 min	-10 min	60 min	54 min
Maple Ridge	0 min	-10 min	60 min	50 min

# Where can passengers save money?

- In the ticket (\$42-54 from Vancouver to Seattle)
  - \$24-31 from Bellingham to Seattle
  - Try to get Amtrak to make cost from Blaine to Seattle \$30-40
- In gas (see *Time Saved* slide)
- In parking
  - \$9 CAD (~\$6.97 USD)/day in Vancouver
  - Charge ~\$5.00/day in Blaine



Amtrak Cascade Route Stops  
Source: AmtrakCascades.com

# Alternative Modes of Transport

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

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

# Advantages of the train (over other modes of transport):

- Flexibility of travel
- Less security hassle
- More convenient for baggage
- Comfortable ride
- Views
- Eco-friendly
  - More energy efficient per passenger than cars or planes



# Advantages of a station in Blaine

- Less traffic to the station
- Sleep in!
  - Train in Vancouver departs at 6:40, would not arrived in Blaine till ~8:00
- Other amenities
  - Pick up groceries, gas, mail in the U.S.
- Avoid the slow train ride between Vancouver and the US border
- Faster border crossing
  - Don't have to go through double stops for customs/immigration
  - Don't have to clear customs 45 minutes before train departure as in Vancouver
  - Border crossing averages 5-15 minutes, which is made faster with a Nexus pass
- Possible track realignment
- Enjoy the city of Blaine!

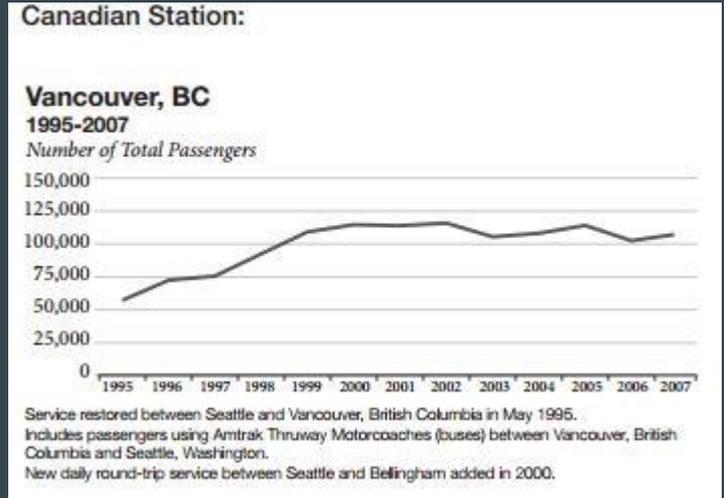
# Advantages for Blaine

- 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
- Increased tourism and business for the rest of WA state



# Disadvantages of the Blaine Station

- Uncertainty of border wait times
- The ease of skytrain/bus travel in B.C.
- Only two trains per day
- International travellers will not have a car to travel down to Blaine
  - 46% of passengers in Vancouver are tourists
- Miss the beautiful ride between Vancouver and Blaine
- Ridership in Vancouver stagnating



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

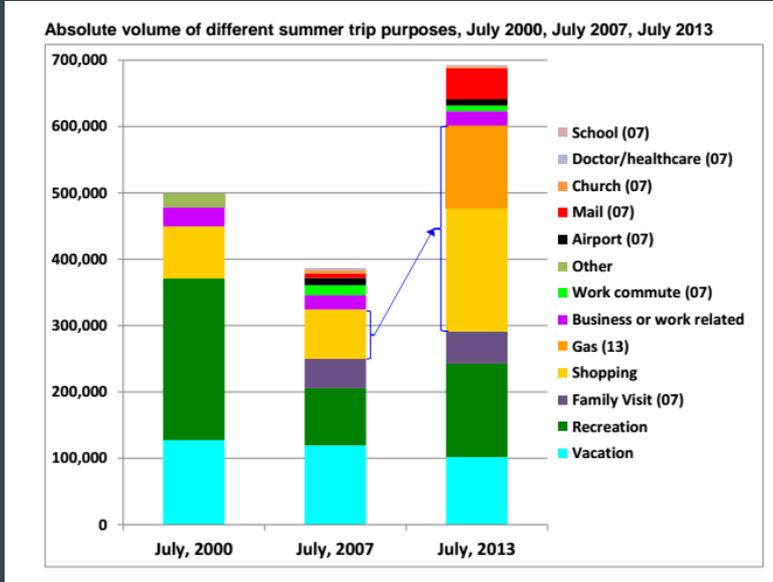
# Travel Demographics

## Residence – Destination matrix: Peace Arch - Douglas, Summer 2013

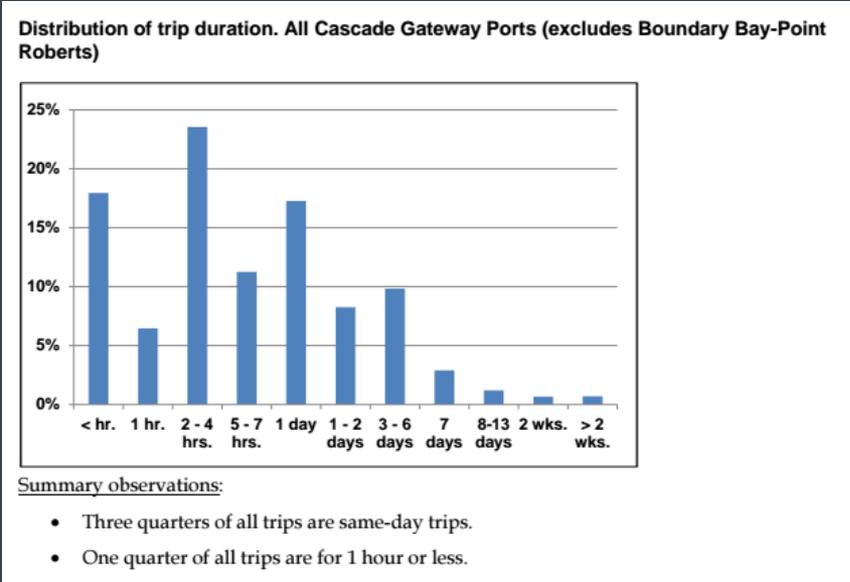
		Destination										
		E. Lower Mainland	Eastern WA	Point Roberts	Puget Sound	Rest of BC	Rest of USA	Western Lower Mainland	Western USA	Western WA	Whatcom County	Total
Origin-RESIDENCE	Alberta				0.08%					0.02%	0.11%	0.21%
	Eastern Canada				0.03%						0.02%	0.05%
	Eastern Lower Mainland		0.03%		0.68%		0.03%		0.02%	0.02%	1.46%	2.24%
	Eastern WA					0.16%		0.41%				0.57%
	Point Roberts			0.02%							0.02%	0.05%
	Puget Sound			0.03%		1.44%		8.01%				9.48%
	Rest of BC				0.87%		0.10%		0.10%	0.05%	0.47%	1.58%
	Rest of USA					0.25%	0.09%	1.33%				1.67%
	Western Canada				0.03%							0.03%
	Western Lower Mainland		0.12%		14.26%		0.48%	0.01%	1.85%	0.85%	57.59%	75.16%
	Western USA			0.03%		0.34%		1.66%				2.02%
	Western WA					0.49%		0.72%				1.21%
	Whatcom County	0.10%		0.37%		0.24%		5.02%				5.73%
		<b>Total</b>	<b>0.10%</b>	<b>0.15%</b>	<b>0.45%</b>	<b>15.96%</b>	<b>2.92%</b>	<b>0.69%</b>	<b>17.17%</b>	<b>1.97%</b>	<b>0.94%</b>	<b>59.67%</b>

Summary observation: Over half of all trips at Peace Arch – Douglas (58 percent) are residents of West Lower Mainland traveling to destinations in Whatcom County.

# Travel Demographics



*Change in volume of trip (by car) purposes for all border crossings in all Cascade Gateway Ports*

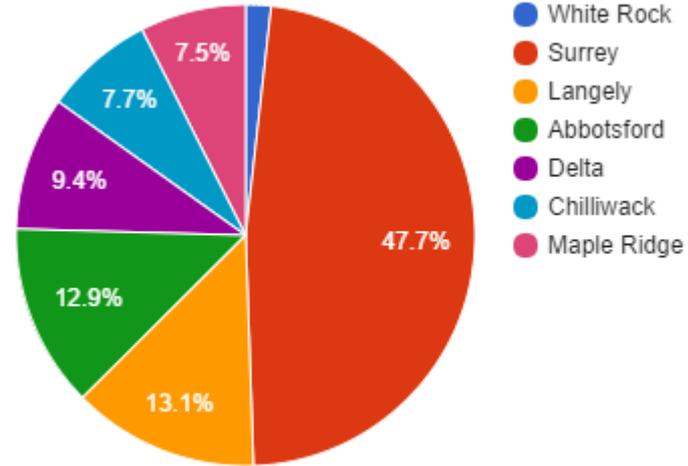


*Trip duration of cars passengers*

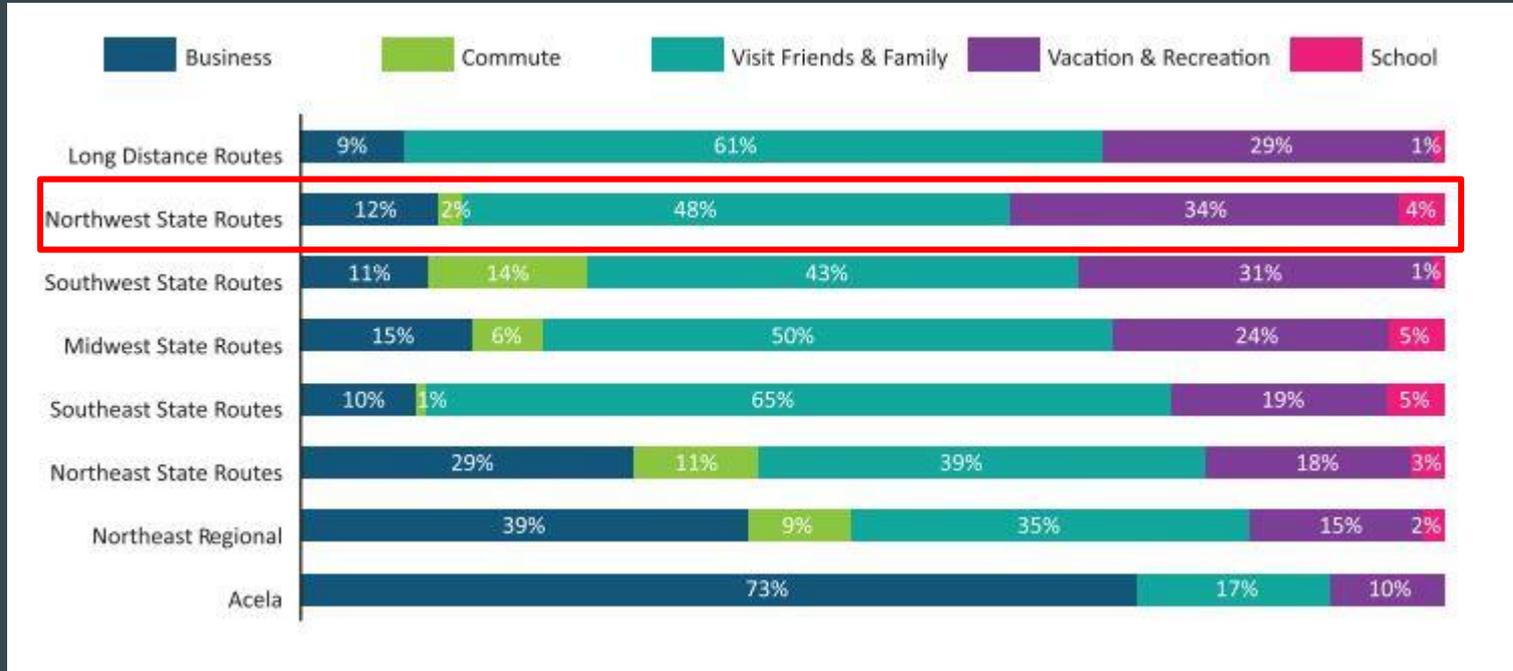
# Marketable Population Densities

- Chart shows potential marketable cities below Fraser River
- Surrey and Langley most beneficial

Population Demographics



# Marketing Strategies



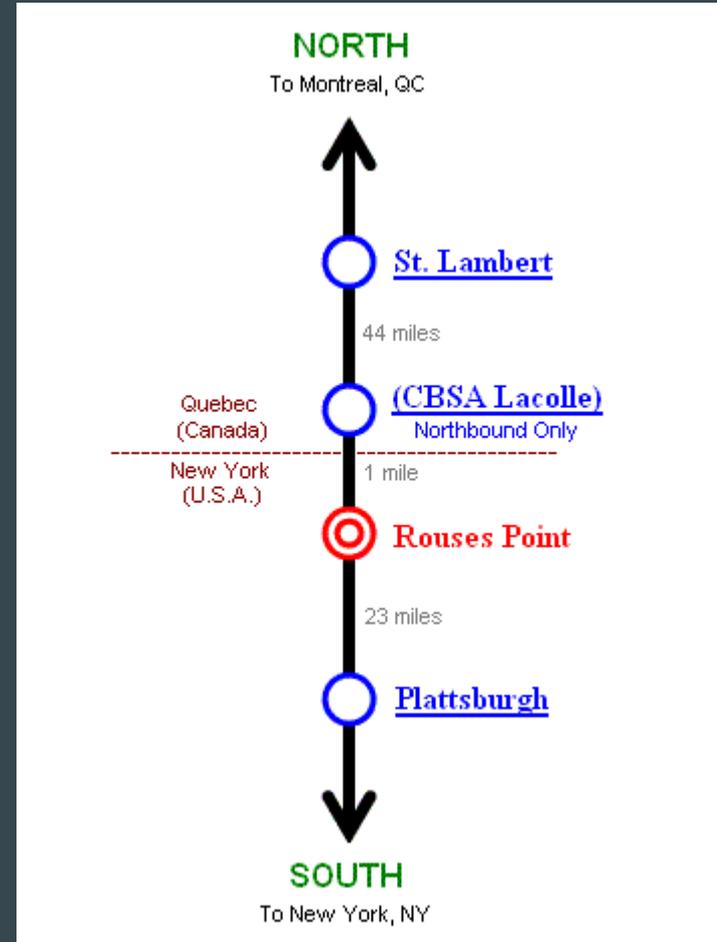
*Reasons passengers gave on Amtrak Cascades for riding the train*  
Source: Amtrak's Economic Contribution Report, Dec. 2014

# Ideas to Market the Blaine Station

- Flyers at border crossing detailing train station where abouts and advantages
- Posters
- Radio announcements
- Social Media posts
- Include Amtrak in marketing the stop
- Newspaper stories and advertisements
- Announcements on Blaine city homepage. Make it a big deal.
  - Create a video commercial for it (youtube)
- Grand Opening party

# Topics for Further Research

- Rouses Point, NY
  - Blaine's "sister city"
- Follow-up with Surrey Board of Trade
- Destinations of Vancouver passengers
- Financial feasibility of train
- Large-scale survey of target market



Questions?