

# special employee advisory

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## Message from Joe Boardman

Dear Co-workers,

I am extremely pleased to report to you that we set ridership and ticket revenue records for Fiscal Year 2010, which just ended on Sept. 30.

Thanks to your hard work, we carried 28,716,857 passengers and earned \$1.74 billion in ticket revenue. That's a 5.7 percent increase in ridership and a 9 percent rise in ticket revenue over FY '09. And we beat our previously best year ever, FY '08.

The numbers are important, but it's what's behind them that tells the true story. It's the people — you, your co-workers and the passengers you serve — that make it happen. More and more Americans see passenger rail as the way to get to where they need to go, and when our front line employees put them first, they are the ones that help bring passengers back for another trip. Similarly, all the people behind the scenes — the road foremen, the machinists, the coach cleaners, the marketing officers, among many others — have also contributed to our success.

While our accomplishments are noteworthy, this is no time to rest. We operate in an increasingly competitive industry and we must use last year's success to energize ourselves and continue to drive forward. Just as we must earn the loyalty of the customers who ride our trains, we must work to build stronger ties to our state and commuter customers.

Keep in mind that ridership and ticket revenue are not the only measures of our success in the last year. We aim to be a safer, greener, healthier Amtrak that continually improves customer service and financial performance while

meeting our nation's needs. We strive to be a safer Amtrak, and we're witnessing growing enthusiasm for Safe-2-Safer and the benefits a risk-reducing, more collaborative workforce can bring.

Our efforts toward a greener Amtrak have led to improvements in our energy efficiency. According to the latest data, Amtrak is 20 percent more energy efficient than airlines and 30 percent more efficient than automobiles on a per-passenger-mile basis, improvements on both counts since the previous report.

There are multiple ways we're working toward a healthier Amtrak, whether it's announcing the procurement of 130 single-level long-distance cars or adding the Commonwealth of Virginia as our newest state partner.

One of our more popular customer service improvements is the availability of Wi-Fi on our high-speed *Acela Express* service.

An example of improving our financial performance is the smart revenue management that helped generate more ticket revenue.

And as America's railroad and high-speed operator, we unveiled a vision for next-generation high-speed rail that would help meet national needs by revolutionizing transportation, travel patterns and economic development in the Northeast for future generations.

I want to thank you for everything that you did last year to make Amtrak the preferred choice for so many travelers. As your CEO, it's up to me to report on the year-end results — but when I do, please know that I am representing all of you who had a role in



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helping us make history. And if you are a front line employee or someone who interacts with our state and commuter partners — please thank them as well — we wouldn't be here without them.

Sincerely,



Joe Boardman  
*President and CEO*

