



Train Station and Community Alliance

Inaugural Luncheon

June 13, 2025 | 11:00 am to 1:00 pm

Quirk Hotel, Richmond, Virginia

AGENDA

11:10 am: Welcome by **Barry Bishop**, President of VHSR

11:20 am: Introduction of Guests and Participants

11:35 am: Introduction of Speakers

11:40 am: "Introduction to Amtrak's Great American Stations Program"

Patrick Kidd

Communications Manager & Great American Stations Leader
Amtrak

12:15 pm: "Marketing Amtrak Virginia"

Haley Glynn

Passenger Rail Marketing Manager
Virginia Passenger Rail Authority

"Stations from the State's Perspective"

Jeremy Latimer

Director of Rail Services
Virginia Passenger Rail Authority

Thanks to our lunch sponsors:

CARMEL CHURCH STATION

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WASHINGTON

DC

SOUTH



Many thanks to our partners and presenting organizations:



Speaker Biographies

Patrick Kidd

Amtrak Communications Manager

Patrick works in Corporate Communications at Amtrak, where he writes for employee publications and oversees the company intranet. He also leads the Great American Stations Project, which Amtrak launched in 2006 to educate communities on the benefits of revitalizing their train stations and offer tools and resources in this effort.

While pursuing graduate studies in city and regional planning and historic preservation, a train trip to Raleigh, N.C., inspired Patrick's interest in train stations – in their architecture, history and roles as community anchors. He subsequently interned with the Great American Stations Project in 2009 and returned to Amtrak in 2010.



Haley Glenn

Passenger Rail Marketing Manager for the Virginia Passenger Rail Authority

With nearly 20 years navigating the transportation landscape, Haley Glynn brings a dynamic blend of research, advocacy, and strategic marketing expertise. From her analytical roots at the Virginia Tech Transportation Institute to championing safe driving at the Virginia State Police and shaping public perception at AAA Mid-Atlantic, Haley has consistently driven impactful communication. Her deep understanding of the industry further flourished at the Virginia Department of Rail and Public Transportation, culminating in her current role as Passenger Rail Marketing Manager for the Virginia Passenger Rail Authority. Based in Richmond, Haley is passionate about connecting communities and advancing transportation solutions.



Jeremy Latimer

Director of Rail Services at the Virginia Passenger Rail Authority

Jeremy has served as the Director of Rail Services at the Virginia Passenger Rail Authority since it was stood up in 2020. Prior to joining VPRA he managed the freight and passenger rail grant programs at the Virginia Department of Rail and Public Transportation for 13 years.

He manages a talented team at VPRA that has a variety of service impacts under the State's responsibility including: operating contracts with Amtrak; customer service standards program affecting the customer experience at stations and onboard Amtrak; marketing and price revenue management coordination with Amtrak; service performance monitoring with CSX, NS, Amtrak, and VRE; capital grants for federal and regional funds supporting VPRA projects; and real estate management for VPRA's stations and nearly 400 miles of owned ROW.

He's currently serving as the chair for the States for Passenger Rail Coalition and is the primary representative on the State-Amtrak Intercity Passenger Rail Community – two forums important for advocacy and partnership with Amtrak, the Federal Railroad Administration, and collective state coordination with Congress.





Train Station & Community Alliance

Inaugural Luncheon

June 13, 2025

Quirk Hotel – Richmond, Virginia



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Welcome and Introductions

Barry Bishop

President, VHSR



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Introduction to Amtrak's Great American Stations Program

Patrick Kidd

Communications Manager & Great American Station Leader



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JUNE 13, 2025

Amtrak's Great American Stations

Patrick Kidd, Communications Manager



Who Owns “Amtrak Stations”?

We Serve 500+ Stations in 46 States and D.C.

Municipalities

36%

Amtrak

14%

Host Railroads

17%

**Private
Businesses**

10%

**DOTs & Transit
Agencies**

17%

Other

4%

Ownership of Station Components May Vary



Structures



Platforms



Parking



Tracks

Amtrak and Communities Work Together to Ensure Welcoming Stations

How Can Great American Stations Help?



The program provides:

- Case studies of station revitalization efforts.
- Overview of possible funding sources for station projects.
- Planning guidelines.
- Points of contact within Amtrak to get conversations started.

Resources: Case Studies & News

Learn how other communities have revitalized their stations through strategies involving:



- Tourism Growth
- Economic Development
- Historic Preservation
- Aesthetic and Architectural Improvement
- Cultural Spaces and Museums
- Commercial Use

Resources: Funding Sources

Federal and private grants and loans that may be of interest, with examples of how communities applied them to their projects.

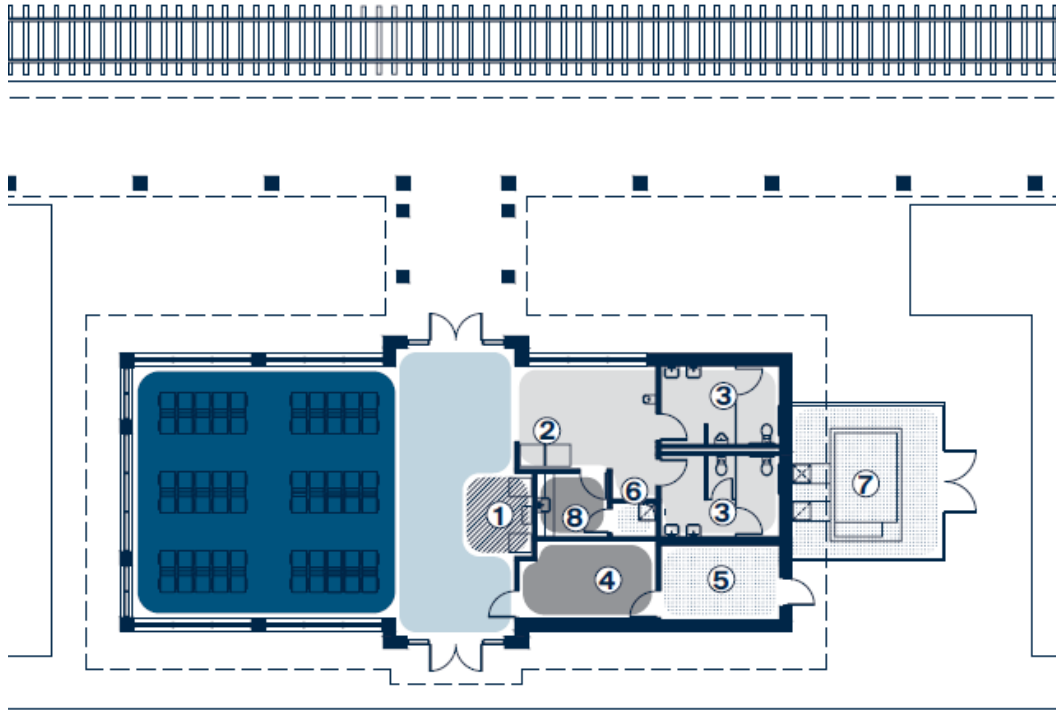
The El Garces intermodal center project in Needles, California, received a \$434,720 allocation from the FTA's Bus and Bus Facility program.

It accommodates passenger facilities for local bus services and Amtrak, and community and commercial spaces.



Resources: Planning Guidelines

For New and Renovated Facilities



The document covers:

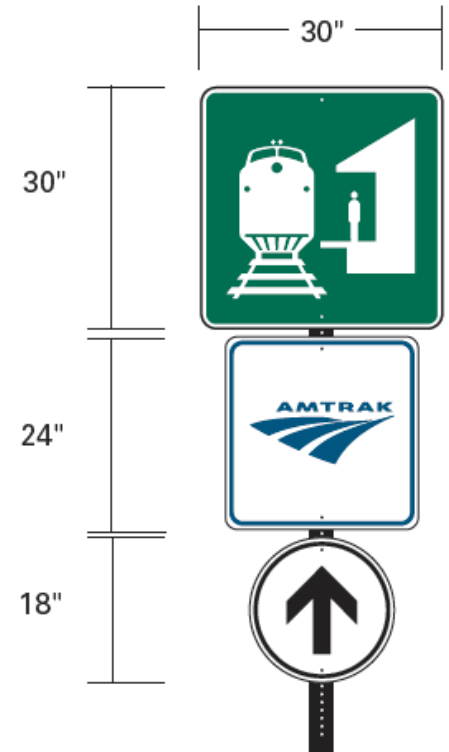
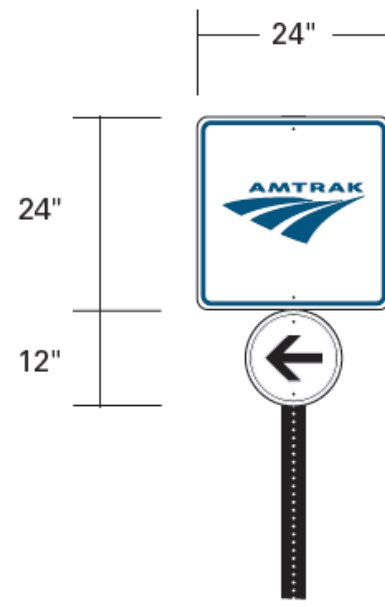
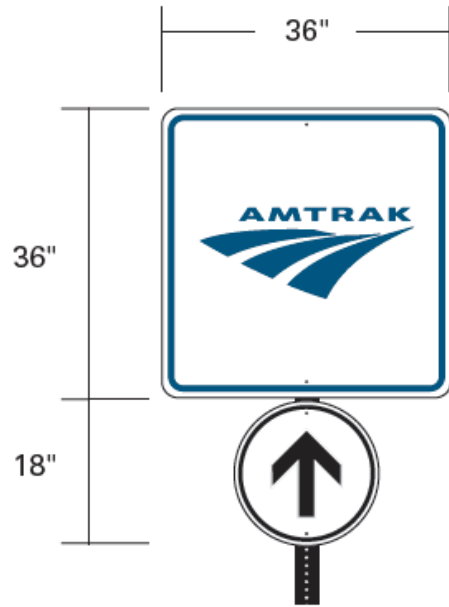
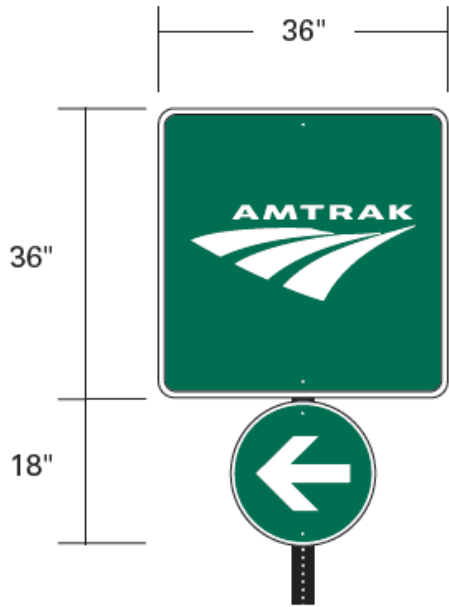
Development Process, with general planning and background info.

Design Considerations including design criteria, and functional and program requirements for stations of all sizes and typologies.

Resources: Free Trailblazer Signage

Available to Order Online

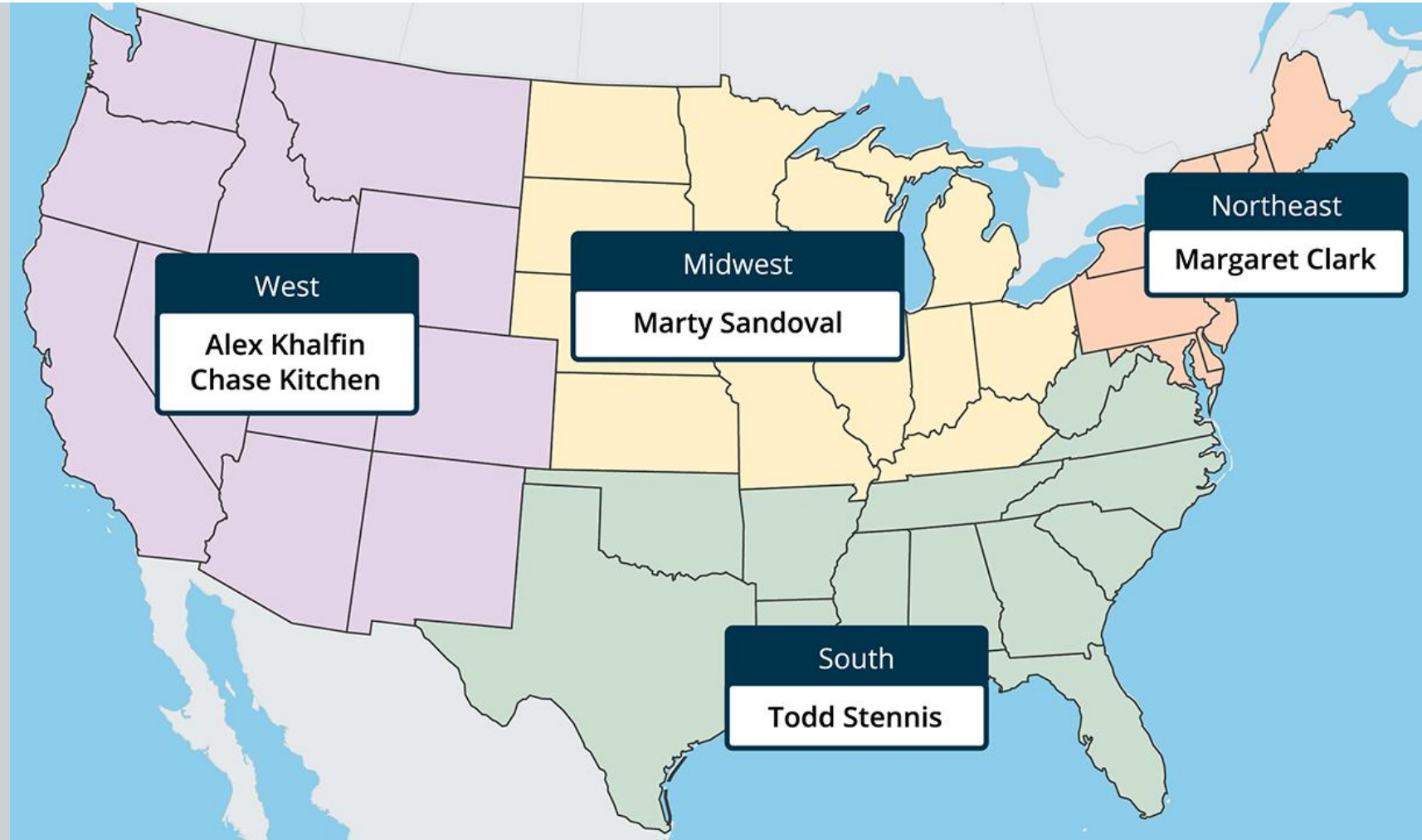
Help residents and visitors easily find your Amtrak station.



Resources: Amtrak Contacts

Thinking about station improvements?

Get in touch with your Government Affairs representative:





Station Revitalization Success Stories

Great American Stations Success Stories



Lawrence, Kansas



Arcadia, Missouri

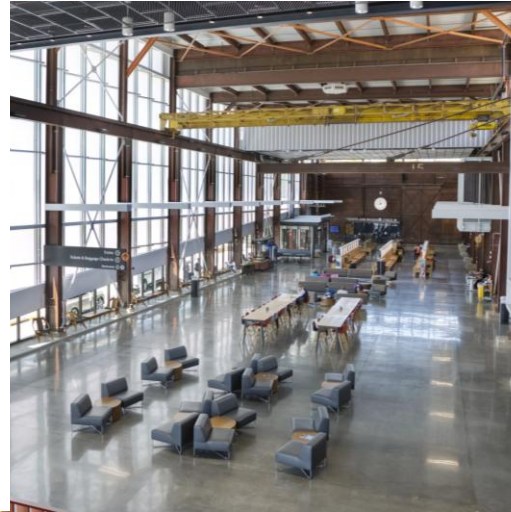


Claremont, New Hampshire



Osceola, Iowa

Stations As Anchors for Neighborhood Redevelopment



Raleigh, North Carolina

- Multimodal station opened in 2018.
- Incorporates leasable space and a civic plaza sheltered by a canopy.
- Anchors a new mixed-use district.



Stations As Anchors for Neighborhood Redevelopment



Tucson, Arizona

- Station purchased by city and renovated for mixed use in early 2000s.
- Part of master plan for downtown redevelopment.



Stations As Anchors for Neighborhood Redevelopment



Texarkana, Arkansas/Texas

- Union Station renewal fits into a broader downtown revitalization initiative.
- Strengthen connections among existing anchors to foster growth in between.
- Development of the station under discussion.





Knowledge Gained

Making Your Station a Community Anchor



Are there other uses for station spaces?

- Community
- Cultural
- Commercial
- Municipal



Consider a volunteer program

- Greet rail travelers and town visitors, provide basic info.



Include your station in community life.

- What roles can it play in local events?



Seek a station advocate

- Someone who keeps an eye on the station.

Marketing Your Communities to Rail Travelers

Spotlight on the Missouri Rail Passenger Advisory Committee



MoRiverRunner.com launched with MODOT and Amtrak input.

Travel package contest with Visit Hermann which included four complimentary tickets.

Introduced Ollie the Otter, who recently hosted a travel trivia sweepstakes.

Thank You
GreatAmericanStations.com



Haley Glynn

Passenger Rail Marketing Manager



Jeremy Latimer

Director of Rail Services



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Train Station and Community Alliance

June 13, 2025



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Agenda

- 01 Virginia Passenger Rail Authority
- 02 Amtrak Virginia Overview
- 03 Partnership Strategy
- 04 Initiatives & Opportunities



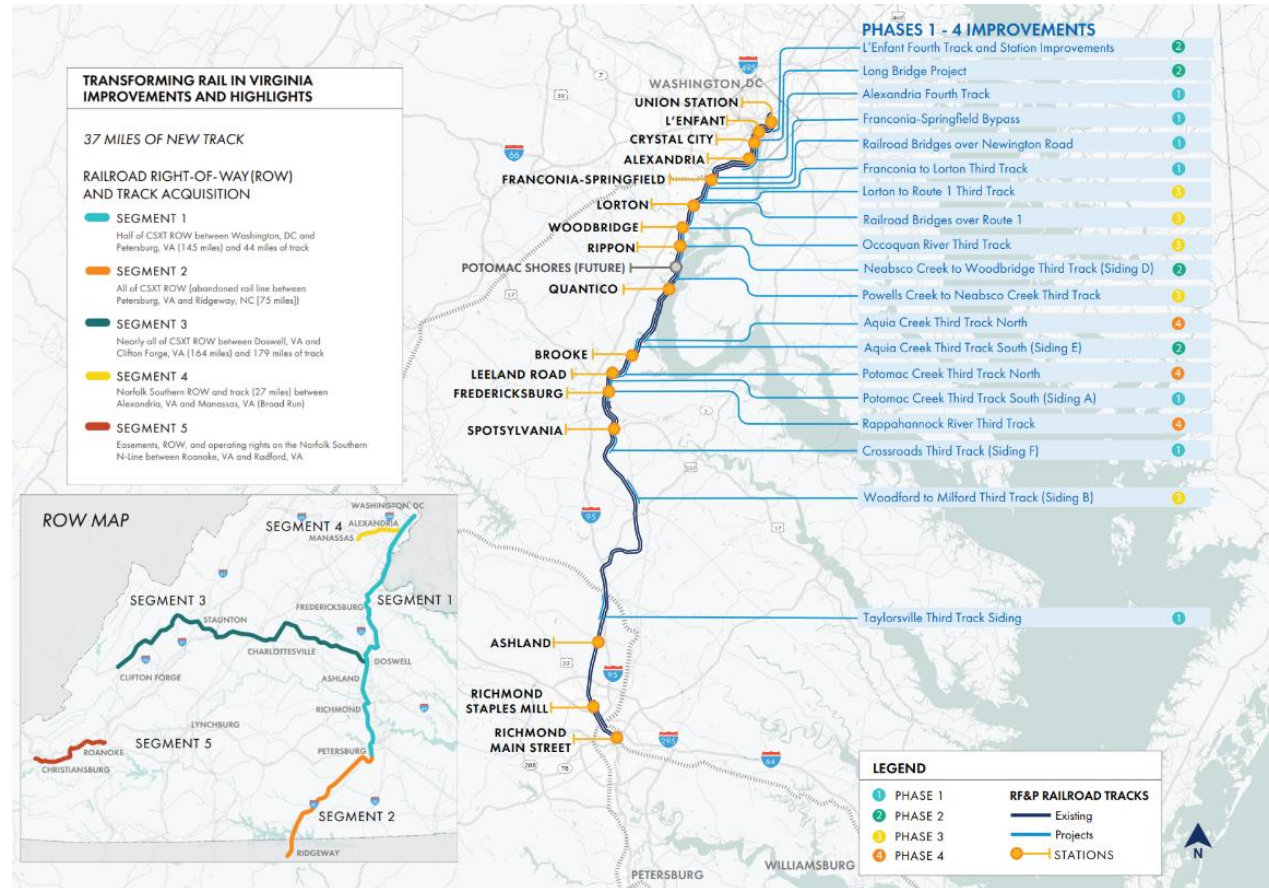


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Virginia Passenger Rail Authority (VPRA)

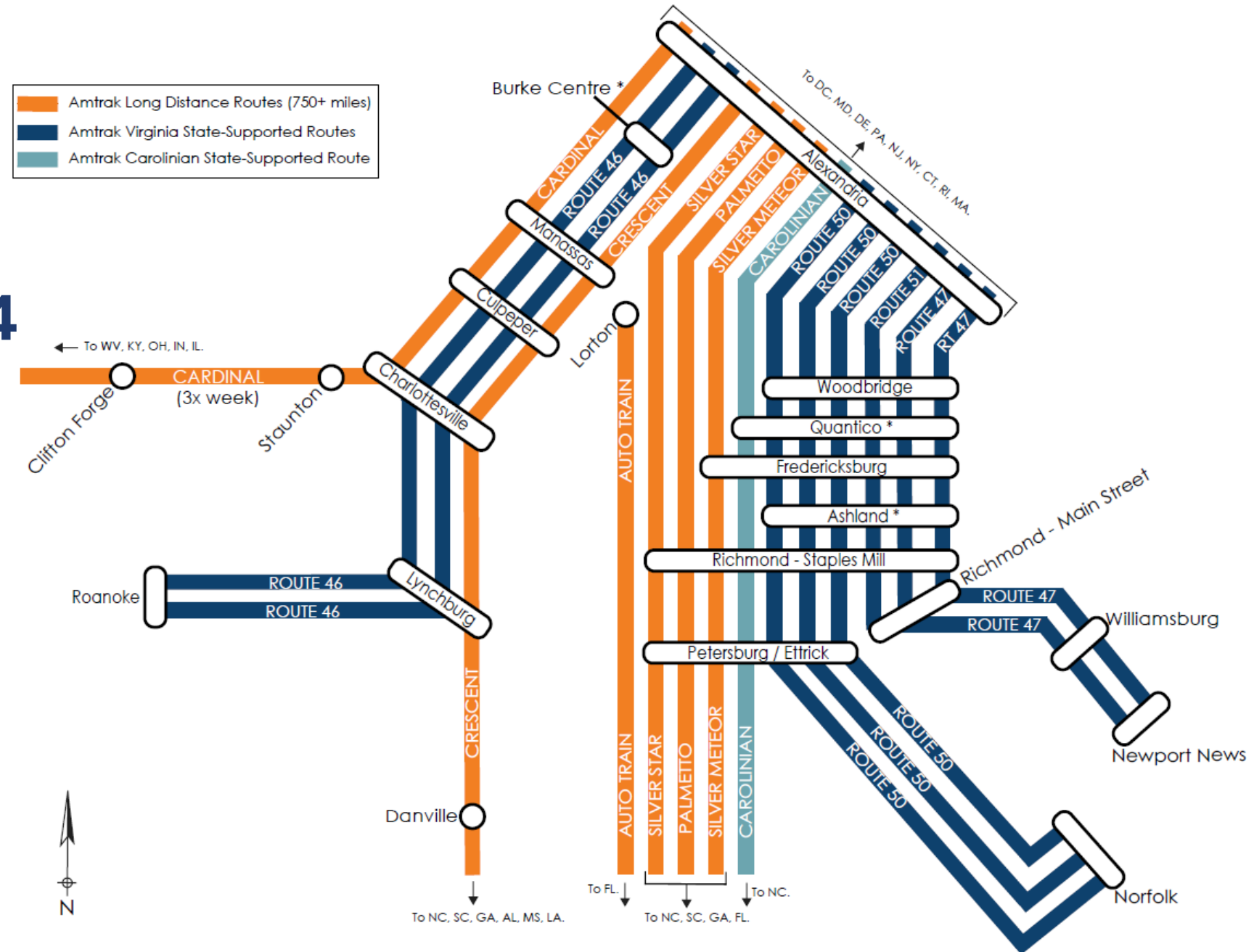


The Virginia Passenger Rail Authority (VPRA) manages all administrative and fiduciary responsibilities for the Commonwealth's state-supported Amtrak Virginia passenger rail service and implements all projects for the Transforming Rail In Virginia program.



Amtrak Service in Virginia

1.3M Riders FY24



Station Name	Station Owner	Parking Owner	Land Owner	Track Owner	Platform 1/West	Platform 2/East	Notes
Alexandria	City of Alexandria	City of Alexandria	VPRA, City of Alexandria	VPRA, CSX	City of Alexandria	VPRA	East platform is on City of Alexandria's land but subject to VPRA easement rights. East platform is under VRE master lease with VPRA.
Ashland	Town of Ashland	N/A	VPRA, Town of Ashland	VPRA, CSX	Amtrak	Amtrak	Amtrak leases the ground from CSXT under the West Platform. Amtrak leases the ground underneath the east platform from both VPRA and the Town of Ashland.
Charlottesville	Union Station Partners	Union Station Partners, City of Charlottesville	Union Station Partners, City of Charlottesville, VPRA	NS (Washington line), VPRA (purchased from BB)	North-South platform owned by NS	East-West platform owned by CSX, will transfer to VPRA 2027	Amtrak is in the design phase for ADA improvements to the platforms. Once complete in 2027, VPRA will request ownership of the east-west

Station Name	Station Owner	Parking Owner	Land Owner	Track Owner	Platform 1/West	Platform 2/East	Notes
Richmond Main Street	City of Alexandria	City of Alexandria	VPRA, City of Alexandria	VPRA, CSX	City of Alexandria	VPRA	The east platform is used by Amtrak today. The west platform is a future option.
Richmond Staples Mill	City of Alexandria	City of Alexandria	VPRA, City of Alexandria	VPRA, CSX	City of Alexandria	VPRA	Amtrak owns station and part of the parking lot. VPRA owns part of the parking lot, and the platforms.
Newport News	City of Alexandria	City of Alexandria	VPRA, City of Alexandria	VPRA, CSX	City of Alexandria	VPRA	Service began in Aug 2024. Ownership will be conveyed to Amtrak for a 40-year initial lease term, renewable
Norfolk	City of Alexandria	City of Alexandria	VPRA, City of Alexandria	VPRA, CSX	City of Alexandria	VPRA	
Williamsburg	City of Alexandria	City of Alexandria	VPRA, City of Alexandria	VPRA, CSX	City of Alexandria	VPRA	

















02

Marketing Amtrak Virginia



Routes & Benefits

- Roanoke to D.C. (2 daily roundtrip)
- Newport News to D.C. (2 daily roundtrip)
- Norfolk to D.C. (3 daily roundtrip)
- Richmond to D.C. (1 daily roundtrip)

With one-seat ride option to/from:

→ Northeast Corridor
DC, Baltimore,
Philadelphia, New York,
and Boston

More than 17 destinations rich with history, food, wine and culture. On Amtrak Virginia, the journey can be just as enjoyable as the destination. Love how you get there!

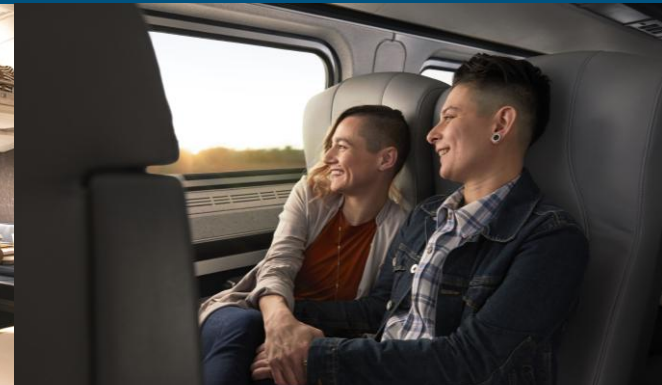
Benefits for Your Locality

Increased Visitor Volume

Enhanced Regional Accessibility

Reduced Road Congestion

Car-Optional Tourism





Routes & Benefits

AMENITIES

- Free WIFI
- Large, Comfy Seats
- Incomparable Legroom
- No Middle Seats
- Generous Baggage Policy
- Café Car
- Restrooms
- Pet & Bike Friendly
- Skip the Interstate Traffic



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VIRGINIA'S SPRING LINEUP. AND A GREAT WAY TO GET THERE.

Save 15% on travel within
Virginia and to/from D.C.
with the Amtrak Virginia
Anytime fare.



Roanoke



Lynchburg



Charlottesville



Culpeper



Manassas



Washington, D.C.



Routes & Benefits

DISCOUNTS AVAILABLE


- Children 2 – 12 ride 50% off with purchase of adult ticket.
- Students 17 – 24 always ride for 15% off with valid student ID.
- Share Fares: Get up to 60% off up to 8 tickets.
- 10% off for Military and Seniors.
- Virginia Anytime Fare: enjoy 15% off travel within Virginia or to/from D.C.



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Highlighting Virginia Destinations


[BOOK](#)
[TRAIN STATUS](#)
[MY TRIP](#)
[PLAN](#)
[SCHEDULES](#)
[DEALS](#)

[Guest Rewards](#)
[English](#)
[Need Help?](#)

Charlottesville



Monticello
Home of Thomas Jefferson, Monticello offers tours of the house and gardens and includes exhibits on the lives of the enslaved people who lived and worked here.


James Monroe's Highland
This presidential home offers insights into the life and legacy of James Monroe, along with stories of the enslaved population at Highland.

Jefferson School African American Heritage Center
A museum preserving the legacy of African American life in Charlottesville, focusing on civil rights and education.

University of Virginia Rotunda
A UNESCO World Heritage Site designed by Thomas Jefferson, offering architectural tours and a look at the university's history.

For more information, check out [visitcharlottesville.org](#).

Alexandria



Lloyd House and Freedom House Museum
Lloyd House offers exhibits on Alexandria's history, including its ties to the Underground Railroad and African American communities.

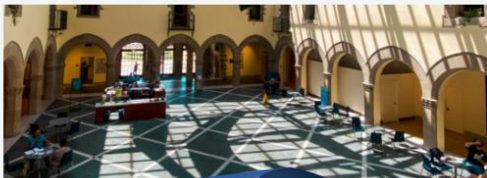
Mount Vernon
George Washington's estate, featuring tours of the mansion, grounds and exhibits on the life of America's first president, as well as the enslaved individuals who lived on the property.

Carlyle House
A well-preserved Georgian mansion offering a glimpse into colonial life and the early days of Alexandria.


Torpedo Factory Art Center
A unique blend of history and contemporary culture, this former munitions factory now houses art galleries and studios.

For more information, check out [visitalexandria.com](#).


Norfolk



Roanoke




Manassas



Manassas Railway Festival
Celebrate the rails at this family-friendly event celebrating the city's rich railway history with train exhibits, model displays and live entertainment.

Nearest Amtrak Station: [Manassas, VA \(MSS\)](#)


Newport News



Ashland Train Day
Celebrate the 21st annual street festival and railroad extravaganza in historic downtown Ashland. Enjoy model train displays, live music, food vendors and family-friendly activities.

Nearest Amtrak Station: [Ashland, VA \(ASD\)](#)

Williamsburg



Juneteenth in the Park
Commemorate Juneteenth with cultural performances, educational exhibits and community gatherings at Town Point Park.

Nearest Amtrak Station: [Norfolk, VA \(NFK\)](#)



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Just an Amtrak away.

AMTRAK.COM/VIRGINIA

WHERE TO, VIRGINIA?
Relax your way to Norfolk on Amtrak.

[Book Now](#)



AN OLD TOWN WITH NEW ENERGY.
Just an Amtrak away.

AMTRAK.COM/VIRGINIA

WHERE TO, VIRGINIA?
Rediscover the best of your home state.

[Book Now](#)





03

Partnership Strategy

Key Roles of Partnerships



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We offer strategic insight and in-kind support for travel initiatives & campaigns:



Support for Large
Upcoming Events in
Virginia and the Northeast
Corridor



Curate Itineraries for
Social Media Collabs,
ticket giveaways &
Influencer Campaigns



Long-term community
partnership/sponsorship
opportunities



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Amtrak Sizzle jv REV01 cut 02



Strategic Partnerships

We are committed to allocating a portion of our resources to co-branding with tourism agencies to be included in their in-state and out-of-state targeted campaigns.

POSITION AMTRAK VA AS THE PREFERRED WAY TO TRAVEL TO YOUR DESTINATION



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04

**Initiatives
& Opportunities**



Love Train

The Love Train is a multi-city campaign incentivizing travel from New York and Philadelphia to Virginia. The idea started as the “Fall In Love Train” with a focus on fall foliage in Virginia, but grew into a wider theme focusing on the tagline “Love How You Get There.”

With Virginia’s heavy tourism pull from DC, Baltimore, Philly and NY, this is a big earned media opportunity.



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VA250 Rail to Revolution

- Amtrak Virginia takes you directly to the heart of the Commonwealth's most historic sites.
- Our comfortable and convenient service lets you relax and immerse yourself in history—without the stress of traffic.
- Make us the official travel partner of your VA250 initiatives and see how we can support your plans.



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VBR Discount Packages



VTC & DMO Grant Partnerships



Highlighting Seasonal Events



Influencer Campaigns/Swaps



Miss Virginia Volunteer



College Ambassador Programs



Weekend & Day Trip Pushes



Sports and Entertainment



Local Transit and Getting Around



VA250 Planning



Long Bridge Completion



Extension into New River Valley



Thank You!

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Closing and Final Thoughts

Barry Bishop

President, VHSR



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