



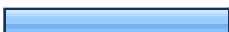



# Is Your Community Ready for Rail Travelers along SurveyMonkey the Pere Marquette Rail Line?





**1. Have you ever used [www.Mltrain.com](http://www.Mltrain.com) to check Michigan rail station information, fares, schedules, or to make reservation?**

		Response Percent	Response Count
Yes		38.9%	7
No		61.1%	11
answered question			18
skipped question			0

**2. We would like to improve how we connect people with passenger rail. In your view, what is the most important factor to improve connections in your community:**

		Response Percent	Response Count
Physical site improvements at the rail station		16.7%	3
Access to other transportation options after getting off the train (transit, biking, walking, taxi, etc.)		88.9%	16
Promotional materials and information about how to visit without a car		33.3%	6
Other (please specify)		5.6%	1
answered question			18
skipped question			0



**3. Please tell us which group of passengers is most likely to be encouraged to travel by train through a focused marketing strategy?**

		Response Percent	Response Count
Students		66.7%	12
Seniors		38.9%	7
Families		66.7%	12
Commuters		11.1%	2
answered question			18
skipped question			0

**4. What other ideas do you have to improve travel for Pere Marquette passengers who arrive in your community?**

	Response Count
	14
answered question	14
skipped question	4

**5. Please evaluate the day:**

		Response Percent	Response Count
Met expectations		50.0%	9
Exceeded expectations		50.0%	9
Didn't meet expectations		0.0%	0
answered question			18
skipped question			0

**Q2. We would like to improve how we connect people with passenger rail. In your view, what is the most important factor to improve connections in your community:**

1

upgrades/updated to Amtrak website commuters/survey vs non commuters

Feb 21, 2014 2:17 PM

**Q4. What other ideas do you have to improve travel for Pere Marquette passengers who arrive in your community?**

1	Easier parking, clearer signage to downtown and other points of interest to make it easier to travel.	Feb 21, 2014 2:43 PM
2	St. Joseph is strategically located halfway between Chicago and Grand Rapids. Would like to see them travel business promo in both areas.	Feb 21, 2014 2:40 PM
3	In Holland, our biggest challenges are getting guests to and from the train station with reliable transportation. Parking and the train station is a huge challenge.	Feb 21, 2014 2:31 PM
4	More frequency is vital. Bike friendly is excellent.	Feb 21, 2014 2:26 PM
5	1. Pure Michigan sign at St. Joseph Amtrak Station 2. Amtrak needs to partner with communities with events etc. to make package deals etc.	Feb 21, 2014 2:25 PM
6	-Pure Michigan Signage at stations -Coordination w/local welcome center (we can offer packets information to interested travelers) -Open house/welcome party at station on weekends	Feb 21, 2014 2:17 PM
7	Let them know how to travel once they get off the train	Feb 21, 2014 2:09 PM
8	More Service	Feb 21, 2014 2:01 PM
9	Discover...Holland Packaged travel opportunities in Holland	Feb 21, 2014 1:58 PM
10	Holland is Great	Feb 21, 2014 1:51 PM
11	Use local transit to pick up for beach, casino, or wineries	Feb 21, 2014 1:43 PM
12	Bikes on board	Feb 21, 2014 1:40 PM
13	Add Freight Service	Feb 21, 2014 1:32 PM
14	Increase the speed!	Feb 21, 2014 1:23 PM