

Marketing   
Philharmonic

November 1, 2010

Ms. Cynthia T. Brown  
Chief, Section of Administration  
Office of Proceedings  
Surface Transportation Board  
395 E Street SW  
Washington DC 20423-001

228141  
228142  
228143

Re: Issaquah Subdivision (Redmond Spur) reactivation – letter of support

Docket # FD 35407, *AB-6 - Sub 463X + AB-6 Sub 465X*

Dear Ms. Brown,

As the conductor of interviews of twenty-one community organizations and businesses affected by the Eastside Rail corridor, we felt it was valuable for the board to understand on how the community supports increased eastside rail service. The general conclusion was “overwhelming support”.

Our team interviewed these community entities and businesses. Both of the interviewers are board members of the Puget Sound American Marketing Association, with three decades of marketing management experience each, and Masters in Business Administration degrees.

- City of Snohomish
- Snohomish County
- Snohomish Tourism Board
- Historic Downtown Snohomish
- Snohomish Historical Society
- Redmond Chamber of Commerce
- Woodinville Wine Country
- Columbia Winery
- Peng Wines
- Bookwalter Wines
- Tildio Winery
- Tulalip Resort
- Seattle Convention and Visitor's Bureau
- Holland America
- Princess Cruises
- Grayline Bus Tours
- 21 Acres Farm and Community Education Facility
- Local food purveyors: Bill's Butcher Shop, Chez Jane, Serendipity Dips

We synthesized hours of interviews into key conclusions. We committed to the interviewees that their individual responses would not be identified, so we are unable to give attribution to each of the quotes.

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composing strategy  
orchestrating results

**As with the rest of the country, businesses and communities are looking for a shot in the arm with economic vitality and stability by increasing tourism and increasing mobility.**

*"Economic stability & growth, family wage jobs, quality of life, concerned about increasing mobility of people and freight."*

*"We want more foot traffic/visitors and brand awareness."*

*"Increase awareness and sales of local agriculture, especially wines."*

*"Economic vitality, bring more business into town."*

*"Generate traffic and sales for our retailers."*

**The businesses and communities believe in the value of GNP Railways as providing a better quality of life with more transportation choices and as a tourism magnet.**

*"GNP could increase tourism, especially agritourism, and economic development, efficient rail, passenger rail in a timely way."*

*"We desperately need public transportation. People call from downtown and want to know how to get here."*

*"The train could bring in people and add legitimacy to Snohomish as a destination. Enhances Snohomish's historic identity."*

*"Could help with expanding awareness of Centennial Trail and extend a regional trail."*

*"GNP is a faster quicker, cheaper to transport people. I am more of a regionalist. People don't understand boundaries."*

*"GNP can get more visitors to the area."*

**The stakeholders are looking for ways to enhance and promote their local attributes and benefits.**

*"We are looking for the excursion train to give comfort, quality, first class service, local flavor, menu locally grown."*

*"Friendly. Historic experience. Character."*

*"Focus on food raised here. Local experience. Puget Sound Fresh."*

**The stakeholders were unanimous in their overwhelming support for GNP Railways.**

"A strong supported excursion opens up awareness of commuter opportunity. Perfect world would go to Everett."

"Introduce commuter rail to the region."

"Increase economic development."

"I'm behind the rail 3000%. GNP challenges the status quo."

"Very few worried about the train on the line, only 20 complaints over 3 years."

Based on this feedback and other marketing analysis, we developed the concept for the excursion train to be the "Bounty of Washington: Tasting Train". This excursion train service is a celebration of agriculture and viticulture of Washington the local food and wine. The "Tasting Train" can become a valuable way to enjoy the beauty of the region, the pleasure of train travel and our outstanding local foods and wines – a perfect blend with the need for freight rail service.

Sustainability is our underlying message. The excursion train celebrates sustainability in food and beverages while GNP Railways celebrates sustainability with a transportation removing thousands of trucks and cars off the road. The train brings long-term economic benefits to the region, which is a more sustainable economy.

As a professional marketer with three decades of experience, the excitement behind the excursion train since we announced the concept to the stakeholders has been tremendous. The people of the Seattle area and the state of Washington are looking for ways to provide economic vitality and an infusion of spirit. The excursion train and the potential to remove cars and trucks off of the road with passenger and freight services bring the excitement that the area is looking for. While some of the municipalities' bureaucracies are afraid of change, the communities and the businesses are not. They want train service.

Based on the community and business interviews, I believe they strongly support GNP Railway's action to re-activate the corridor.

Sincerely,



Kathy Cox  
President, Marketing Philharmonic

CERTIFICATE OF SERVICE

There is certified and caused to be served a copy of the foregoing letter of dispute upon  
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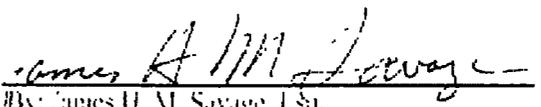
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