

Winning the Future in the West

HDR

**...where nobody wants to go
to the High Speed Rail Station**

HDR

Making HSR a success

- You need to build a coalition among the implementer, the local transit operator, and the regional planning organizations
- You need to make using HSR a great experience
- That experience begins and ends at the HSR station

When HSR arrives

- Lots of people arrive and no one is likely to want to stay in the station
- New passengers could easily overwhelm the existing bus and rail services
- Making the connection for the last mile is critical
- Dialogue among stakeholders is not as far along as it should be (2010 Leadership APTA)



Air travel and HSR – passengers making a choice



**The HSR station is
a necessary part of the experience.**



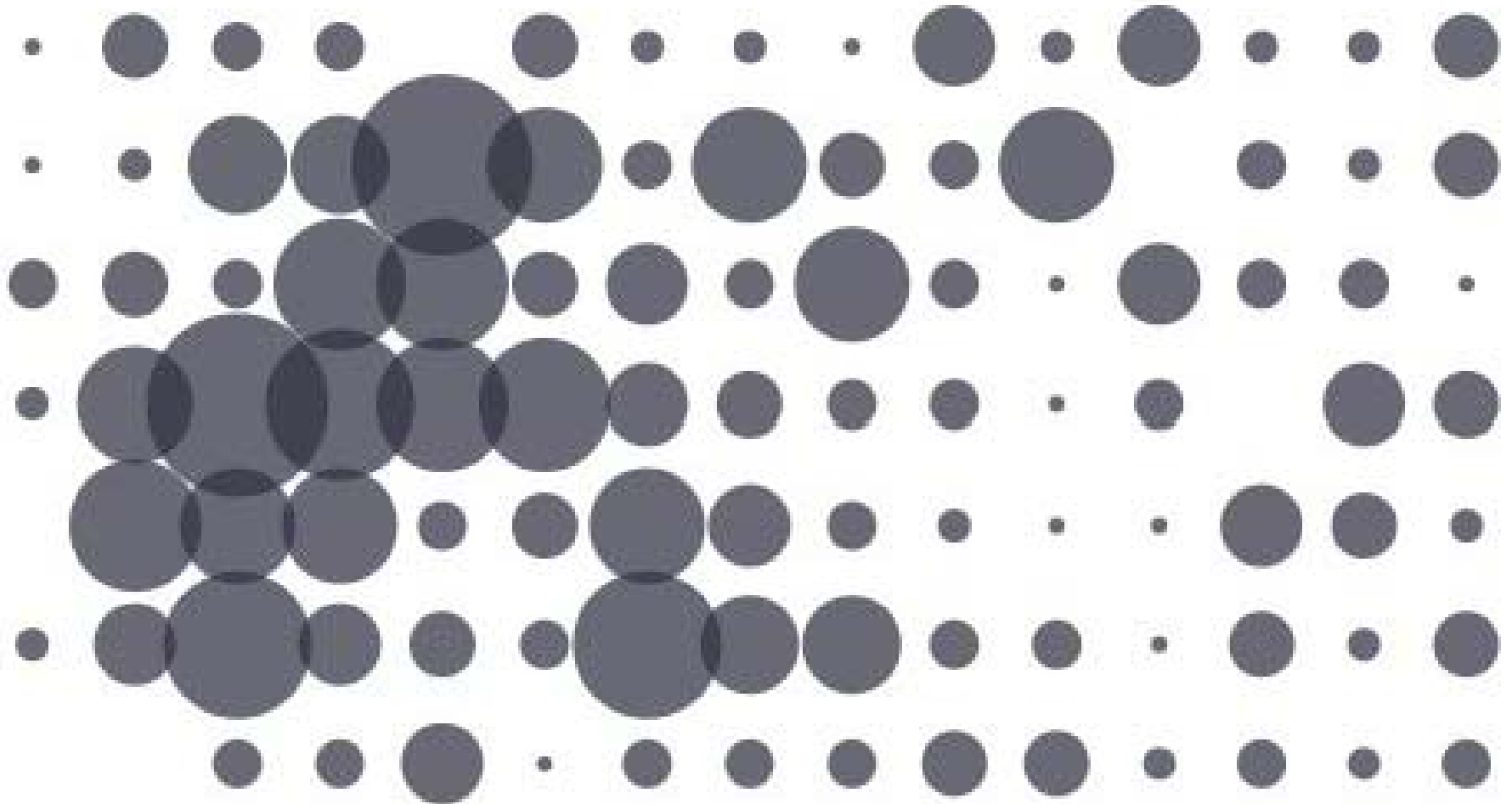
Keys to local agencies succeeding with the station experience

- Understand what a HSR station is/is not
- Understand the essential partnerships
- Understand the customer

Keys to the success of HSR stations

- Number
- Location
- Function
- Size
- Accessibility

How many stations?



You want to put a station where?



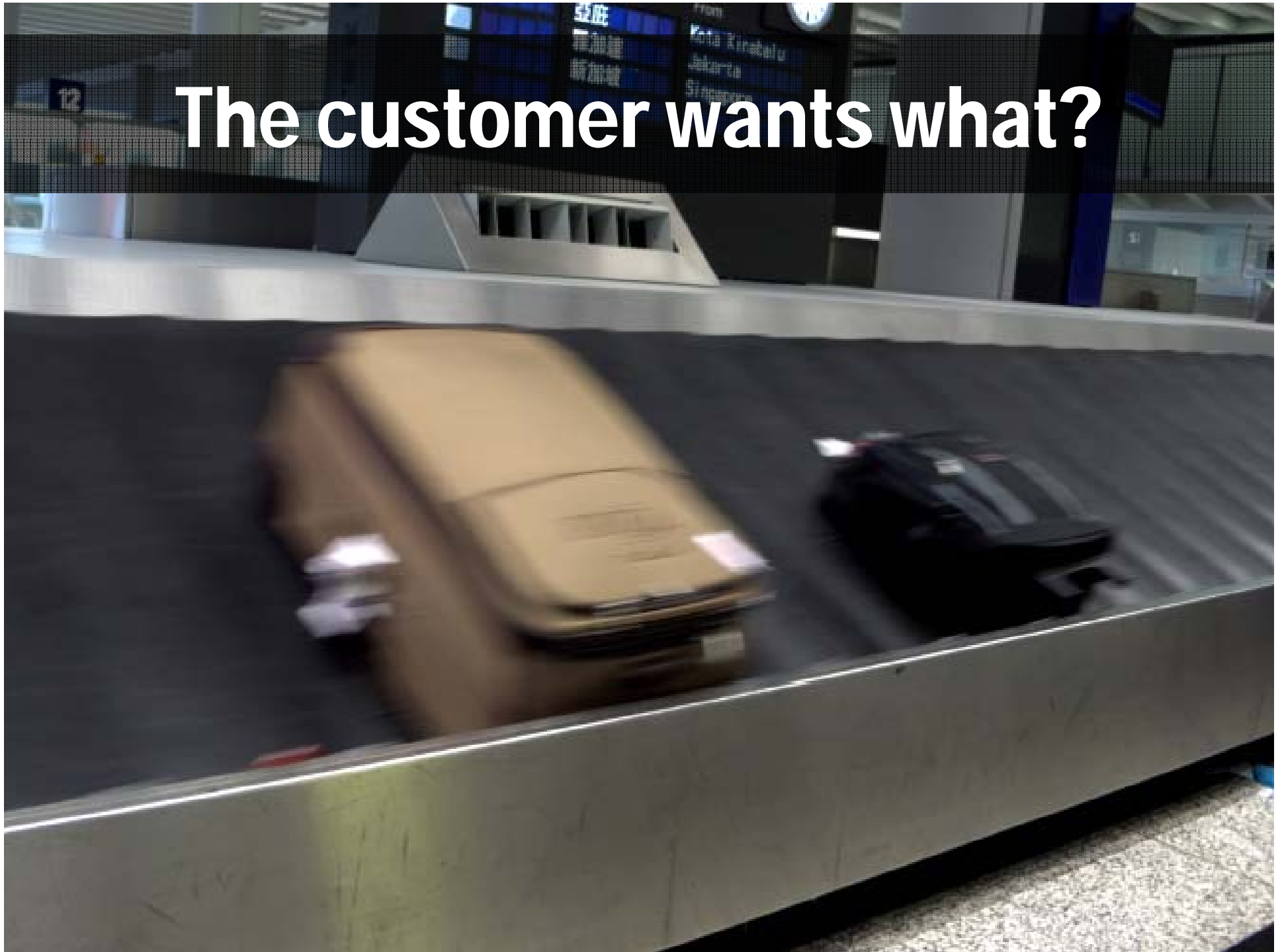


Your station needs to do this.

That's a **big** station.



The customer wants what?



Essential Partnerships

- Agencies
 - Transit operators
 - DOTs
 - MPOs
 - Cities
- Facility owner
- Railway operator
- Customer

It's in our city



It's ours



You better make me happy.







Underground ↑
Eurostar ticket office Billets
Eurostar arrivals Arrivées
St Pancras
INTERNATIONAL

Winning

- Form coalitions early to ensure that the HSR station is part of a quality experience

Thank you.

HDR