



COMMUNITY

Alaska Railroad Corporation
4th Quarter 2015



www.AlaskaRailroad.com • (907) 265-2300

Visit our web site at
AlaskaRailroad.com

Check out our expanded mid-week (Tuesday-Wednesday) Aurora Winter Train service between Anchorage and Fairbanks. Take advantage for 6 weeks in February and March 2016.

IRON DOG PSA PART OF SAFETY CAMPAIGN

Railroad, Iron Dog Race and Operation Lifesaver team up

The railroad teamed up with Operation Lifesaver and Iron Dog to produce a winter safety public service announcement (PSA) for television and radio that will air during the 2016 renowned snowmobile race in February and throughout winter.

The PSA stars Cory Davis, 27, a lifelong Alaskan, second generation Iron Dog racer and X Games medalist who donated his time to highlight the dangers of snowmobiling near and on the railroad tracks. Using compelling footage, the PSA reinforces the Operation Lifesaver message “See Tracks, Think Train!”



(see “Iron Dog-Operation Lifesaver PSA” on page 3)

Iron Dog Racer Cory Davis is featured in a new public service announcement to promote public safety around tracks and trains.

RAILROAD WEBSITE GETS OVERHAUL

Check out ARRC’s company brand and website refresh

The Alaska Railroad’s company website has undergone a complete overhaul. The site featuring a brand new look and feel that builds on efforts earlier this year to refresh the Alaska Railroad brand. The site has been re-organized and content updated and revamped to provide a more interactive and inspiring experience.

The URL remains the same – check it out... www.AlaskaRailroad.com.

While the new site has been launched, the railroad expects to continue refining the site during the first quarter of 2016. Additional upgrades to the Travel and Reservations side of the site are planned for later in 2016 and 2017.

(see “ARRC Brand, Refresh” on page 3)

GREEN STAR REPORT REVEALS ENVIRONMENTAL WINS

Bi-annual accomplishments-and-goals document showcases continual stewardship

Every other year, the Alaska Railroad provides an update to Green Star, a pro-business and pro-environment program that recognizes organizations for efforts to reduce waste and pollution, recycle and conserve energy. ARRC's 2015 Green Star update reveals many new and ongoing environmental stewardship efforts.



Waste Reduction

ARRC's fleet of 30 copiers was modernized with nearly all eco-friendly models. Electronic communication enhancements: the *Community Ties* newsletter went completely electronic; most union employees now bid for jobs online; and employees now get electronic paystubs. Efforts to rebuild the company and employee websites in 2015 will further foster electronic communications.

Recycling

In partnership with the Alaskans for Litter Prevention & Recycling (ALPAR), we continued discounted backhaul of recycled materials bound for Lower 48 processing. From 2010 to 2015, ARRC hauled nearly 40 million pounds in 723 containers (\$105,000 value).

In 2015, ARRC, ALPAR, Anchorage Water & Wastewater Utility, HDR Engineers, Central Environmental Inc. (CEI) and Central Recycling Services (CRS) collaborated to use 500 tons of recycled glass aggregate as bedding material for 1,100 feet of pipe for ARRC's Ship Creek sewer extension project.

Railroad CFO Barbara Amy was named to the ALPAR Board of Directors to help guide the non-profit's finances and fund-raising efforts.

Energy Conservation

- Kept annual utility expense below 2008 levels.

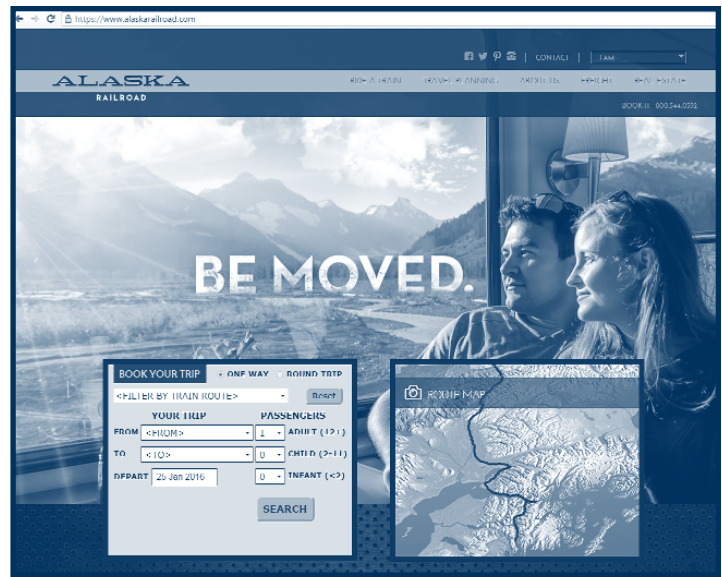
- By installing an electricity monitoring system in the railcar maintenance shop, employees halved the facility's annual electrical consumption.
- Replaced halide, sodium and incandescent bulbs in several facilities with LED panels that use far less power and last far longer.
- Facility repairs and conservation projects have cut natural gas consumption by 45% in Anchorage facilities over the past decade (2006 to 2015).
- New communications sites, track-side detector sites, and siding switches use solid oxide fuel cells (SOFC) as a greener fossil fuel power source. Other switch and sidings locations received upgraded wind and solar power equipment.
- Expanded inter-community passenger service to meet short-term transit needs. With fares reduced by 80%, *Fair Train* service provided sold-out service between Anchorage and Palmer State Fair at summer's end, taking 125 cars off the road. Expanded February/March Mid-Week *Aurora Winter Train* service between Anchorage-Fairbanks from 2 weeks in 2014, to 4 weeks in 2015 and 6 weeks in 2016.
- Pedestrian accommodations: In 2013, supported Anchorage Coastal Trail improvements with construction and location permits. 2013 to 2015, supported Anchorage's Kings Landing project to construct pedestrian amenities and river access at Ship Creek on railroad land. Supporting Fairbanks North Star Borough's (FNSB) Chena River Walk project with permit to use railroad property.
- Purchased locomotive simulator in 2013 to facilitate in-house training, including fuel conservation techniques.
- Vehicle Fleet: reduced fleet by 30% to fewer than 200. Replacing older models with emission-compliant and alternative fuel (compressed natural gas) vehicles.
- Heavy Equipment Fleet: 2013 to 2015, reduced overall fleet by 38, and replaced 13 pieces with emission-compliant models that meet Federal Clean Air Act requirements. ●

ARRC BRAND REFRESH ...

(continued from page 1)

In spring 2015, the Alaska Railroad's overall brand evolved to include a new public-facing logo with design inspired by the railroad's most recognizable asset – our trains. The logo incorporates the distinctive "ALASKA" lettering found on the sides of all passenger railcars and locomotives. Formulated with the assistance of Spawn Ideas advertising agency, the logo and new design are now featured in just about every marketing medium. Spawn also played an integral part in developing the new web site.

The round corporate seal is still used for internal and corporate documents and records. It will remain on signs, facilities and fleets until item upgrades or replacement provides an opportunity to replace the seal with the new logo at low to no additional cost. ●



IRON DOG - OPERATION LIFESAVER PSA ...

(continued from page 1)

2015 was the first year that the Iron Dog Race kicked off with a ceremonial start in downtown Anchorage before heading to Big Lake for the race re-start. Filming the PSA was in part a thank you for the railroad's assistance in making that happen by allowing blocked roadways and crossings to accommodate part of the ceremonial parade lap on railroad property. The railroad repeats this support for the 2016 ceremonial start on Feb. 20.

The PSA provides a bonus kick-off to the railroad's 2016 Public Track Safety Campaign, which maintains the momentum started with 2015 efforts to promote citizen safety around tracks and trains. The 2016 campaign will

include social media, educational newspapers stories, radio PSAs and talk show interviews, website updates, and other forums, such as sharing safety messages with the employees of businesses that are our customers and partners. ●



Cory Davis and a locomotive are featured in a new PSA.



A new card-style brochure promotes the Operation Lifesaver message: "See Tracks. Think Train." Developed for the Railroad's 2015 Public Safety Campaign, it is also available as part of the enhanced 2016 campaign.



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Contact Corrections

- Please correct the following errors in your newsletter emailing list:
- | | |
|--|---|
| <input type="checkbox"/> We receive more than one copy | <input type="checkbox"/> Email Address is wrong |
| <input type="checkbox"/> Contact person has changed | <input type="checkbox"/> Name is misspelled |

RAILROAD PHOTO CONTEST DRAWS 800-PLUS IMAGES

Winning photos become basis for 18-month 2016-2017 Alaska Railroad calendar

Congratulations to North Arlington, New Jersey, resident Michael W. Sullivan, who was named grand prize winner for the first Alaska Railroad (ARRC) *Catch the Train Photo Contest* that ended January 11.

The contest was hosted on key ARRC social media sites, drawing over 800 photos take by fans from around the globe. A panel of judges narrowed submissions to 18 finalists, based on artistic merit, subject, style and originality. From these, a top winner was chosen by popular vote via ARRC's Facebook page – www.facebook.com/alaskarailroad – where finalist photos can be viewed.

Sullivan's image (pictured at right) depicts the *Glacier Discovery* train traveling along Turnagain Arm. It drew a whopping 6,402 votes, netting Sullivan the grand prize of \$1,500 cash and round-trip rail travel for four anywhere along Alaska Railroad routes. His image will be distinguished on the cover of the Alaska Railroad's 18-month 2016-2017 calendar. Each finalist receives free rail travel for four, as well as his or her photo featured on a month page of the calendar that will be available from the Alaska Railroad Gift Shop during summer 2016. ●

