

1967



1990



2011



2017

RAILPASSENGERS  
ASSOCIATION

NATIONAL ASSOCIATION OF RAILROAD PASSENGERS

### SocioEconomic Study – Minimum of \$65,000

scalable based on final scope.

The socioeconomic study will look at the relationship between economic activity, social life, environmental impact, health implications, traffic repercussions and tourism due to passenger rail and transit in a defined geography.

This will require 90-120 days to complete after definition of scope. A 50-page minimum, Rail Passengers Association authored study will address the following:

- Executive Summary
- Acknowledgement
- Introduction
- Background
- Review of Previous Studies and Research, if applicable
- Methodologies to Quantify Potential Impacts
- Scenario Analysis
- Impact Quantification-Direct and indirect costs and benefits
- Limitations
- Bibliography
- Appendix
- Three (3) to (5) draft press releases prepared for sponsor use
- Up to three (3) unique presentation decks targeting predefined audiences will be crafted

### Output Numbers - \$2,500

The output number research effort will estimate economic gains or losses, indirect effects and ridership for a specific location in a single set of tables. This will require 30 days to complete after definition of scope.

- Direct and indirect impact output only
- One (1) draft press releases prepared for sponsor use

### Research Note - \$25,000

scalable based on final scope.

Research note is more limited in scope than a socio-economic study and focuses on one or two key assessments of new service, service enhancements or service reductions.

This will require 30-45 days to complete after definition of scope. Authored research note, 10-page minimum and 20-page maximum, to include:

- Summary
- Introduction
- Findings
- Methods and Approach
- Ridership Projections and Current Modal Choices
- Passenger Spending
- Environmental Impact
- Direct Operations Notes & Limitations
- Two (2) draft press releases prepared for sponsor use
- One (1) presentation deck prepared for sponsor use

### Fact Sheets - \$10,000

The fact sheets will provide information on a particular passenger rail/transit issue. This will require 30 days to complete after definition of scope. Authored Fact Sheets, maximum of 5-pages, to include:

- Summary
- Impact of service gains or losses
- Indirect economic summary
- One (1) draft press releases prepared for sponsor use

**FOR MORE INFORMATION  
ON HOW TO BECOME A RESEARCH PARTNER  
PLEASE CONTACT JONSIE STONE  
JSTONE@NARPRAIL.ORG**