

special employee advisory

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A Message from Joe Boardman

Dear Co-workers,

Since implementing our 2011 Strategic Plan our accomplishments have been significant. We set the groundwork necessary to build a stronger Amtrak. We must continue to make bold changes to help secure our future and improve intercity passenger rail's value as a national asset. To do so, we have refreshed our Strategic Plan for the next four years. I would like you to use this plan as our guide to future success – a tool for pointing us along our journey.

If you have not already seen it, I would like to introduce you to the highlights of the refreshed Strategic Plan.

- We have an **updated vision** that directs what we want to do: *“Moving America where it wants to go.”* Our **updated mission** tells us how we will achieve this: *“Deliver intercity transportation with superior safety, customer service and financial excellence.”*
- We have narrowed our **corporate themes and refined the strategic goals**. We have sharpened our focus to three themes and aligned goals that will make the greatest difference for Amtrak: *Safety and Security, Customer Focus and Financial Excellence*. These goals are highly integrated -- the success in all of them is crucial to sustaining Amtrak's future. Two previous goals, Mobility and Connectivity and Environment and Energy, have now become ways in which we can achieve our goals, rather than be goals in-and-of themselves.
- In my next communication, I will explain how our business line strategies will result in better results for our customers.
- Although there have been changes in our strategy our **values** and **leadership philosophy** have not changed.

The refreshed Strategic Plan will ensure a successful Amtrak tomorrow. We are all aware that it will take time for the plan to show the results that we aim to obtain. However, I am confident that if we are united, with shared focus and aligned action, we will continue to transform Amtrak into a world-class passenger transportation company.

For the FY14-FY18 plan to work successfully, I need each of you to learn and help others learn our new strategy. To support you in that



Produced by
Employee Communications

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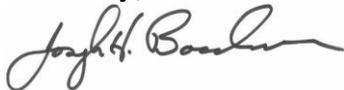
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effort, I am committed to providing resources to help you understand how our strategy affects you, your team and your business line/department and how you can contribute towards the achievement of our business goals. I encourage you to review the [Reference Summary](#), the Strategy Refresh [Frequently Asked Questions \(FAQs\)](#) and a full copy of the [Strategic Plan](#) all of which can be found on our company [Intranet home page](#). If you have any questions regarding the strategic plan, please contact Amtrak.StrategicPlan@amtrak.com.

While you are reviewing the Strategic Plan please remember that we are developing new initiatives that will help each business line meet our strategic goals. More information will come to you soon. In the meantime, thank you for your support and for your hard work.

Thank you for everything you do for Amtrak.

Sincerely,



Joe Boardman
President and CEO

