

GPR CAMPAIGN BUDGET 2010

	FY 09	FY10	FY11	Total
START-UP CAMPAIGN				
GPR General Operating Support				
Salaried and Contracted Personnel, Benefits, Taxes	32,300	210,000	222,000	432,000
Contractors (Legal, Accounting, Web / IT, Fund raising)	38,000	90,000	95,000	185,000
Materials and Supplies	900	3,000	5,000	8,000
Computers, Equipment and Software		5,000	3,000	8,000
Printing and Publications	1,320	4,000	5,000	9,000
Travel and Accommodations	500	2,000	7,000	9,000
Conferences, Conventions, Meetings	300	4,000	6,000	10,000
Miscellaneous / Other Direct Expenses	1,200	16,000	25,000	41,000
Office Expenses	1,000	6,000	6,000	12,000
Total GPR Operations	75,520	340,000	374,000	789,520
One-Time GPR Expenditures				
Brookings Institution Transportation Study		180,000		180,000
Strategic Planning	21,000	32,000		53,000
Rail Corridor Blueprints (3 elements below)				
Congress for New Urbanism		10,000		10,000
Georgia Conservancy & Livable Community Coalition		120,000	425,000	545,000
Macon/Atlanta/Athens Corridor Study			535,000	535,000
Total One-Time GPR Expenditures	21,000	342,000	960,000	1,323,000
Public Relations and Advocacy				
(Consulting, web site, video, press releases, printed materials, travel, education outreach, staffing, partner collaborations, etc.)		399,493	486,646	886,139
GRAND TOTAL				\$2,998,659

Georgians for Passenger Rail is a 501(C)3 non profit organization. Contributions to GPR are tax-deductible to the extent allowed by law.



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www.georgiarail.org

Georgians for Passenger Rail, Inc.

Mission

Passenger rail for all Georgia

Vision

Reconnect Georgia's communities through passenger rail to achieve new economic opportunities, enhanced quality of life, and a better environment.

In spite of tough economic times, Georgia must invest in rail now to be prepared for the future. Failure to do so will weaken the state's competitive position and undermine its strategy of developing the best port and airport on the East Coast. Those who believe Georgia can not afford to be a part of a modern rail network must consider in the cost to our children and grandchildren if Georgia becomes the "dead zone" of the Southeast transportation network.

Georgians for Passenger Rail addresses this issue in a way that unites rural and urban Georgians behind a common vision of passenger rail. Our leadership is committed to organizing, educating and advocating for the prompt implementation of passenger rail service to connect Georgia communities and deliver these benefits:

ECONOMIC DEVELOPMENT

- Rail is now the most efficient way for Georgia to create jobs and economic opportunity, leverage our existing public investments and offer travel choices for the future.
- Rail provides the opportunity to revive existing resources — 5,000 miles of track already exists to reconnect towns and cities.
- Passenger rail is a long-term investment in each community it touches; a rail network is a catalyst for business, housing, educational resources, and local attractions.

MOBILITY

- Passenger rail will ensure that Georgia cities maintain viable transportation that is not dependent on the uncertain future of regional air travel.
- Rail provides a transportation choice that allows the most efficient and safest use of time for work, leisure and social travel.
- Rail is scalable and offers enhanced peak capacity.
- More than 100 small transit systems that currently serve Georgia communities of less than 50,000 people could become part of a rail network.

GROWTH

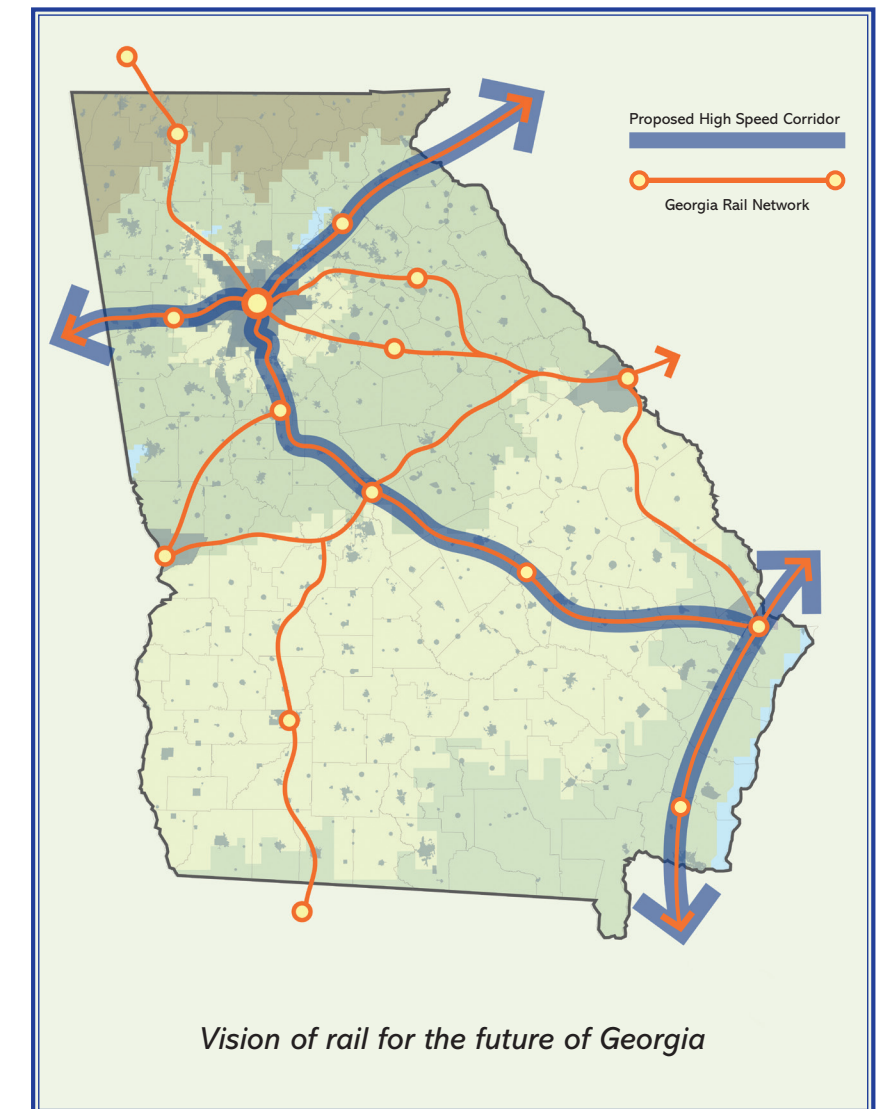
- Passenger rail is an investment in the sustainability of numerous Georgia cities and communities, providing a way of thinking about the future in terms of decades, not years.

QUALITY OF LIFE

- A rail network facilitates sharing in the wealth around the state and region, and allows communities to retain their personality and individual character.
- It's an opportunity for Georgians to reduce the time spent in a car, and contribute to long-term enhanced air quality and conservation of natural resources.



Georgians for Passenger Rail



CONNECTING GEORGIA FOR A PROSPEROUS FUTURE

who

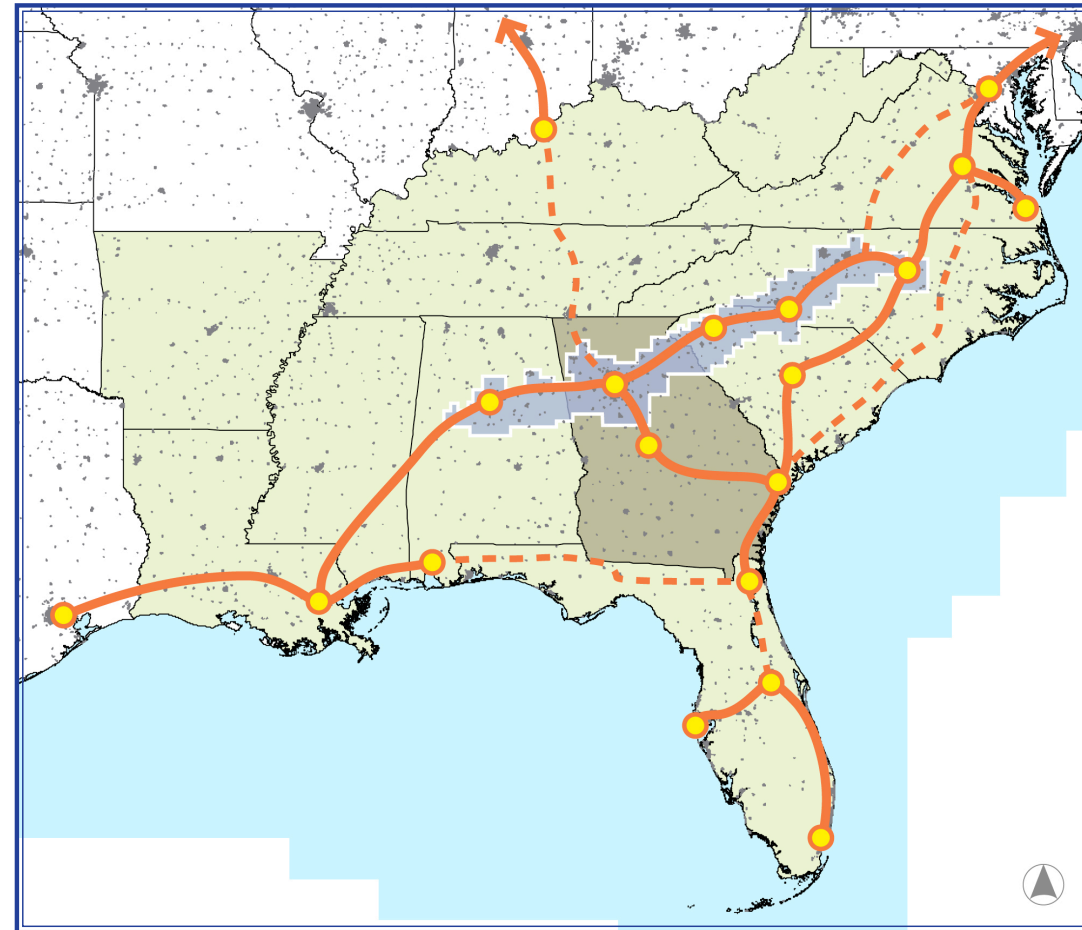
Georgians for Passenger Rail is a private sector group committed to the belief that a fully developed passenger rail system is critical for Georgia to continue a regional leadership role in the Southeast. Representing community and business leaders statewide, we believe that passenger rail is an economic development issue that benefits all parts of our state. A rail network is truly a long term investment that will deliver benefits for each of our communities. We are committed to marshaling the resources, engaging citizens and community leaders, and supporting the efforts of other organizations that believe in forward-thinking transportation planning.

what

Georgia needs a passenger rail network that reconnects our cities and towns and unites the urban and rural areas of our state. More than 50 years ago, Georgia said yes to an international airport and a national interstate highway system. Both transportation initiatives proved to be critical to our state's economic development and confirmed Georgia's competitive edge over neighboring states. Now it's time for passenger rail to enhance our competitive port, our highway system and airport. As the national and global movement towards rail travel increases, Georgia must position itself for the future and provide for the needs of a new economy.

when

Rail is a proven concept – more than 5,000 miles of track already exist and much of it is under-utilized. During the past 50 years, Georgia became a leader by investing in the world's busiest airport, the fastest growing port on the east coast, and a comprehensive highway network. Today there is a renewed state and national movement for passenger rail that demands action. Now is the time for Georgia to embrace passenger rail for a future of more choices and better opportunities.



why

Investment in a passenger rail network contributes to:

- **Regional Prosperity:** Passenger rail will reconnect cities and towns allowing all corners of the state to share prosperity among regions while giving every community more choices and access to opportunities and assets.
- **A United Georgia:** A rail network will maintain the diversity of our state while connecting cities, towns, and rural areas.
- **Increased Efficiency:** Rail travel supports more efficient use of personal time than either auto or air travel. Rail is scalable and enhances peak travel capacity.
- **Infrastructure Savings:** A passenger rail system focuses development in rail corridors with existing infrastructure, saving money, resources, and preserving natural areas.
- **Security and Independence:** Rail travel is a fuel-efficient option that reduces dependence on uncertain oil supplies for the movement of goods and services.

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