

ALL ABOARD
\*\* OHIO \*\*

## Mitch Radakovich Ohio





### Agenda

- The State of Rail in Ohio
- A Vision for Rail In Ohio
- All Aboard Ohio's Foundation
- Our Advocacy Strategy
- Lessons For the Future

Founded in 1973, All Aboard Ohio has been advocating for passenger rail for over 50 years.

We exist to advocate for the establishment, improvement, and maintenance of a robust transportation system focusing on passenger rail.

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# In the Beginning



Station in Current-Day Cuyahoga Valley Nat'l Park

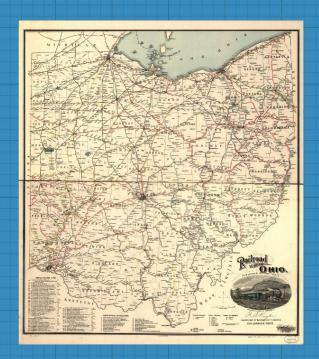


Lima, OH Depot (1904)



Johnstown, OH Depot (late 1800s)

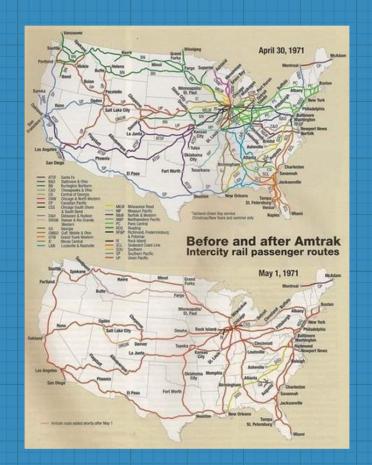
# **The Glory Days**





# The Decline





# **Dark Ages**



### Ohio's Passenger Rail Dark Age

Trains in the dark of night





### **Current Ohio Routes**



Cardinal
3 Days per Week
Cincinnati: la/3a



Lake Shore Ltd. Cleveland: 1a/3a Toledo:



Floridian Cleveland: 1a/3a Toledo:

### Renaissance

- · Corridor ID
- · Long Distance Routes
- Existing Amtrak
- Local Connectivity



### **Once In A Lifetime**

- Corridor ID program
- Bipartisan Infrastructure Law
- Supporting development of state-supported routes
- Multi-step approach

Corridor ID is a federal program launched under the Bipartisan Infrastructure Law to identify, plan, and develop new or expanded intercity passenger rail routes across the U.S.. It creates a structured pipeline for rail projects by funding service development plans and guiding them through a multi-step process toward implementation.



### **Ohio's Proposed Routes**

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New routes being studied via the federal government's Corridor ID program. Find out more at allaboardohio.org/routes

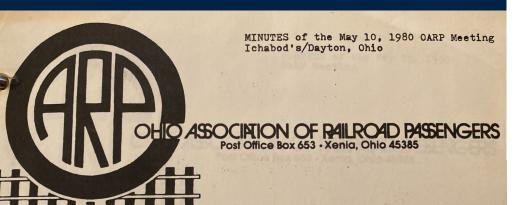




### History

Founded in 1973 in Xenia, Ohio -Picking up the pieces of passenger rail's golden age.

The organization focused on advocacy and Camaraderie





allaboardohio.org/vintage



### Accomplishments

- · Lakeshore Limited (1975-1980)
- · Ohio Rail Development Commission (ORDC)
- Resumption of Cardinal service (1982)
- · Multimodality at Toledo, Sandusky stations

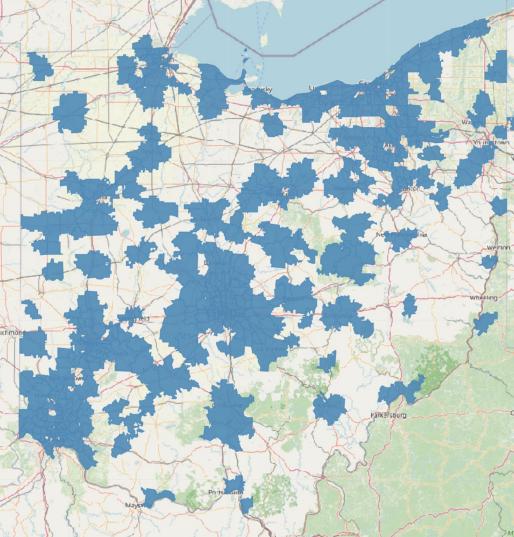




### **Ohio To Our Core**

- Board members across the state
- General members in all 33 senate districts
- Chapters in Cincinnati, Columbus, Dayton, Toledo, Athens, Cleveland and growing
- Urban, Suburban, Rural







### **Mission Statement**

All Aboard Ohio advocates for the establishment, improvement, and maintenance of a robust transportation system, including expanded choices, enhanced mobility, and increased access.



### **Organizational Values**

- Improved Transportation Choices for All
- · Statewide Collaboration
- Community Empowerment
- · Catalysts for Change





@allaboardohio on Instagram

### **Chief Strategy**

AAO will bring together stakeholders and influential coalitions to take advantage of the once-in-a-lifetime opportunity that presents itself via the Corridor ID program funding.

AAO will act as a liaison in assisting the coalition achieve the vision by uniting leadership to navigate the Corridor ID program.

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### **How We Do It**

Strategy to outcomes for a modern advocacy environment

#### **ADVOCATING FOR BETTER PASSENGER RAIL IN OHIO**

For A Connected Midwest



#### AAO NEWS →



**News Story** 

Public Transit an Official Option as Cincinnati Seeks Proposals for **Historic Subway Tunnels** 

Latest Posts

READ MORE →

**News Story** 

**Ohio Sends Phase** 1 Corridor ID Rail Reports to FRA as It Nears Completion of **Initial Phase** 

READ MORE →



#### **ABOUT US**

Since 1973, All Aboard Ohio is the primary representative for passenger-rail and Amtrak supporters in Ohio.

LEARN MORE →

Email *		Zip Code *
First name	Last name	
		SUBMIT

### Organizational Structure

- ~4000 Members
- 15 Board Members
- 2 Paid Staff
- ~15 "Super Volunteers"
- 6 Chapters



### **John Esterly**

Executive Director

**Our Staff** 

### **Beth Russell**

Communications Director



### **All Aboard Ohio's Board**

Board member's represent the majority of Ohioans. *allaboardohio.org/about* 





### All Aboard Ohio's Volunteers

The secret powerhouse of All Aboard Ohio. Dozens of volunteers across the state.



### **Strategic Planning**

- Partnered with OneSource Center
- Defined organizational values, mission, goals
- SMART goals
- Evaluate performance monthly
- Revisit plan annually





### **Two Spheres**



#### **Internal Strategy**

- Statehouse Advocacy
- Stakeholder Coalition
- Funding
- Defined by "the law"

#### **External Strategy**

- Public Opinion
- Pressuring Politicians
- Media (social + traditional)
- Chapters and Grassroots
- Stakeholders too!

# Internal Strategy





### **Internal Strategy: Overview**

Emphasis on engaging and educating decision makers

Identifying the power brokers - who dispenses the money? Who has the influence?

Building AAO to be THE source for transportation information in Ohio

### The "State" of Ohio

- 1 Governor. 33 Senators. 99 Reps.
- Biennial Budgets
- ODOT
- ORDC
- Lukewarm bipartisan support





### **Legislative Testimony**

Many state and local votes have opportunity for public comment

We share the voices of our members

Encouraging everyone to give comment

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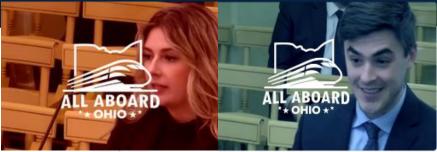
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#### AAO Blog Post

#### Testimony to the Ohio House Transportation Committee

We urge your support for an amendment to House Bill 54 which would reinstate and fund Ohio's membership in the Midwest Interstate Passenger



#### Mitch Radakovich

On 2/12/2025 Mitch Raddikovich, Board Chair of All Aboard Ohio, spoke on behalf of All Aboard Ohio to valce support for Ohio rejoints Midwest Interstate Passenger Rail Commission in the 2025 Ohio transportation budger. Rejoining MIPRC (aye groundwork to interconnect with neighboring street's rail projects. MIPRC's current members are Illinois, Indiana, Kansas, Michigan, Minnesoto, Missouri, North Dicksto and Wissonshi.

Support Us

We're the largest passenger rail and transit advocate in Ohio. Help us make a difference in the Midwest.

DONATE →

A recording of the testimony can be found here: Ohio House
Transportation Committee - 2-12-2025

Chair Willis, Vice Chair Danielis, Ranking Member Orim, and members of the Ohlie House Transportation Committee - my name is Mitch Radakovich, and I am here today on behalf of All Aboard Ohlio - the largest transportation advocacy organization in Ohlio with over fifty years of history. We urge your support for an amendment to House Bill 54 which would reinstate and fund Ohlio's membership in the Midwest Interstate Passenper Rall Commission (MIPRO).

MIPRC is the subdivision of the Midwest Council of State Governments that represents the interests of passenger rail. It serves as a vital forum where Midwestern states work together on funding, development, and operation of rail routes—connecting our region and ensuring we have a voice in national rail discussions.

I had the privilege of attending MIPRC's annual meeting last November in St. Paul, Minnesota, where I engaged with legislators,

# Government Education

Building relationships with state and national legislators

Critical to be front of mind hundreds of topics hit daily. We want to be #1

Catering to individual interests





### All Aboard Ohio's Advocacy Book

Fundamental legislator, government, stakeholder, and donor touchpoint.

Check it out for yourself: allaboardohio.org/RunsOnRail

### **Local Insiders**

- Building relationships with local leaders
- Cities, Counties, MPOs, Businesses
- Foundational for AAO coalition
- Targeting local issues





### **All Aboard Ohio's Advocacy Partners**





























# **External Strategy**

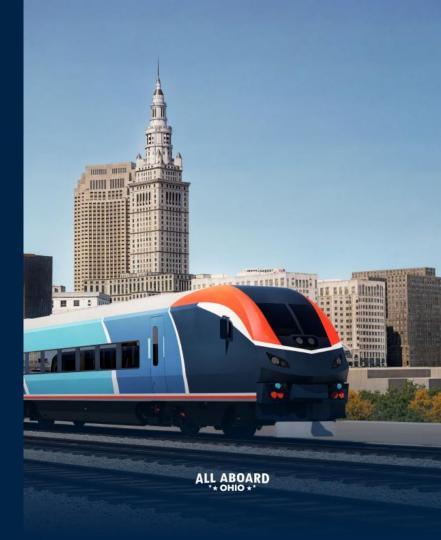


# **External Strategy: Overview**

No matter what they want you to think, elected officials report to the people.

AAO strives to empower Ohioans to speak up for what they want - nearly 80% support expanding Ohio's rail network!\*

We are driving a countercultural social movement, redefining what transportation in Ohio means



# Chapters

### Chapters across Ohio:

- Athens
- Cincinnati
- Cleveland
- Columbus
- Dayton
- Ohio State University
- Toledo

Core to grassroots activism

Front line for engaging public



### **Local Issues**



# Redefining Membership

We want every Ohioan to feel ownership for bringing passenger rail to our state.



# **Public Engagement** Strategy

We are the leading source for insights on the state of Ohio passenger rail.

You can find us everywhere: social media, websites, local events, influencers, and more.

We host events, publish stories, and drive conversation



#### News by All Aboard Ohio



**Public Transit an Official Option as** Cincinnati Seeks Proposals for Historic **Subway Tunnels** 

The City of Cincinnati requests official proposals for develop

READ MORE -

#### **Top Stories**

Ohio Sends Phase I Corridor ID Rail Reports to FRA as It Nears Completion of Initial A Glimpse into Columbus'

Rail Future: New Station



Proposed for Convention Center Site Why a National Train Report Matters for the Buckeye



Cleveland's Need to Reboot the Panid: More Trains Retter Connections, and a Unified

Survey Results Show Broad Support Among Ohioans for Passenger Rail and Public

Transit Investments



#### Story Stream

READ MORE →



Ohio Sends Phase I Corridor ID Rail Reports to FRA as It Nears Completion of



A Glimpse into Columbus' Rail Future: New Station Proposed for Convention

PEAD MORE -



National Report Highlights Economic Power of State-Supported Passenger Rail READ MORE →



#### AAO In the Media

Ohio Passenger Rail Edges Closer

Will Amtrak expand to Columbus?

Advocates weigh in on Ohio rail

Former U.S. Secretary of Transportation talks passenger rail

Ohio's rail plan moves forward after Rail Development Commission approves new draft

How do commuter trains fare in Ohio's four-year State Rail Plan?

Columbus eyes train comeback

### **Communications**

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An incredible comms team elevates All Aboard Ohio. (Thank these folks that you aren't looking at slides designed by me right now)







Ryan Pecaut
Lead Communications
Strategist

**Ben Paulus**Social Media Specialist

Nathan Halm Chapter Engagement Strategist

Sally Fish
Social Media Specialist



### **Rebranding for Digital**

We knew our advocacy had to be digital ready in a matter of months. Gathering membership at the rate we planned needed graphics, logos, and a look that surprised and delighted the public.

### **Social Media**

We will be everywhere Ohioans are... and that's everywhere! Find us on Reddit, YouTube, Instagram, X, Bluesky, TikTok and more.

Our main tone is informative and educational. Why? Because we're getting Ohioans invested.

We reach 200,000+ people/month through natural social media engagement

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@AllAboardOhio





### Website

A constantly updating and evolving resource.

- · Delightful design for every device
- · Our website is the go-to source of truth
- Invites taking the next step: joining our mailing list, attending a meeting, or donating.

Give users an action. Give them a reason to come back.

Email *		Zip Code *
First name	Last name	
		SUBMIT
Subscribe me to	your newsletter.	





# **SUPPORT AAO**

AAO is doing great things and we're counting on you to keep us going





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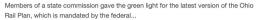
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#### WOUB Public Media -

#### How do commuter trains fare in Ohio's four-year State Rail Plan?



3 days ago

#### 10tv.com

#### Columbus eyes train comeback after 46-year rail hiatus, but hurdles remain



1 week ago

#### w WOSU Public Media

#### Ohio continues to plan new Amtrak routes to Columbus despite obstacles

Both Cincinnati and Cleveland have Amtrak stations, but Columbus doesn't, Plans continue to bring passenger rail to Columbus, including the...

Jul 17, 2025

#### The Columbus Dispatch

#### Will Ohio expand passenger rail? Where the effort to connect the state stands

Advocates for passenger rail in Ohio say we're not talking enough about it. With the right support, Ohioans could hop on a train from...

2 weeks ago

#### Former U.S. transportation secretary pushing for passenger rail in central Ohio

The Ohio Rail Development Commission is voting this week on a long-term plan that emphasizes freight but keeps passenger rail on the table

1 week ago

#### O Columbus Navigator

#### Ohio Passenger Rail Edges Closer To Reality

Ohio is moving closer to expanding its passenger rail network. The Ohio Rail Development Commission recently sent Phase 1 Corridor ID draft...

6 days ago













### **Traditional Media**

We are available as a resource for media to understand the passenger rail landscape.

Press kits always ready.



READ RELEASE -

#### PRESS RELEASE

OHIO SENATE BUDGET ATTACKS PASSENGER RAIL Crucial Moment for AND THE WILL OF Ohio's Rail Future

#### PRESS RELEASE

Ohio House Moves to Propel Passenger Rail Forward with Strategic Funding Boost

READ RELEASE -> READ RELEASE →

#### **PRESS KIT**

of All Aboard Ohio or public transit efforts in Ohio along with contact information belo







Proposed Rail Slide



Cleveland RTA New Train With



### **A Movement**

We're driving conversations, signing up new members daily, regularly in the news, reaching hundreds of thousands on social media, and making a real difference.



# Advocacy Across America



### **All Aboard Ohio's Advocacy Partners**







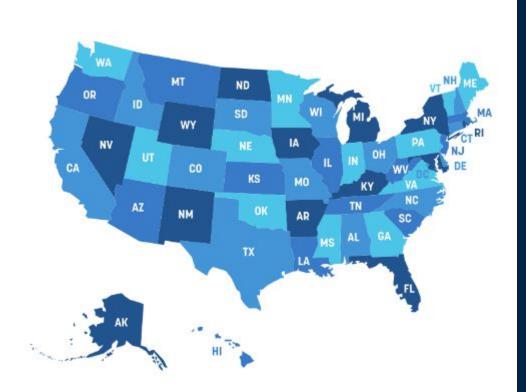












### **Advocacy in Your State**

We believe every state can have the same successes as Ohio

- Passionate people offering time
- Strategy at the core
- Work smarter not harder
- Every type of person

## How You Can Help

- Visit allaboardohio.org
- Donate at allaboardohio.org/donate
- Sign our supporters list
- Join our slack
- Follow our social media
- Get involved with our partner in YOUR state!



