

**ROCHESTER
TROLLEY & RAIL
CORPORATION**



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**PRELIMINARY MARKET RESEARCH REVEALS
SUPPORT FOR RECREATIONAL TROLLEY IN ROCHESTER**

ROCHESTER, NY-- *The Rochester Trolley & Rail Corporation (RTRC)* has just received the results from the first round of concept testing done locally, and the news is encouraging—people like the idea of a trolley in Rochester! An independent market research team commissioned by RTRC polled residents of varying ages at three local recreational sites in Rochester—Charlotte, Seabreeze Park, and the High Falls District—and found enthusiastic interest in a heritage trolley serving local recreational, tourist, sports venues and other popular area destinations.

“We’re very encouraged by the results of our first round of research. This confirms what we already suspected—that our community welcomes a more attractive way to reach local attractions and cultural venues,” said RTRC President and CEO, Christopher Burns. “These results give us the foundation and direction we needed to justify additional studies and investigation. As well, community stakeholders are becoming increasingly interested and enthusiastic in our plans, realizing that we’re working hard to bring new jobs, tourism revenue and even an increased feeling of local pride to towns across our community.”

Ideally, RTRC seeks to have an initial trolley system in place in time to serve Fast Ferry travelers visiting Rochester from Toronto, currently scheduled for late Spring 2004. Immediate next steps for RTRC include continuing to build community and political support for the project, halting announced demolition plans for the Hojack Swing Bridge in Charlotte, seeking investments and commissioning more comprehensive feasibility and market studies in contemplation of securing larger-scale Federal investments.

The Rochester Trolley & Rail Corporation is a New York State Railroad Company formed in 2003 to return rail-based heritage trolleys and streetcars to Greater Rochester for recreational and tourism transportation. The first proposed trolley route supports Rochester’s Fast Ferry by linking Charlotte and the Port of Rochester with Downtown Rochester and Seabreeze, using the historic Hojack Swing Bridge in Charlotte and former Hojack (East-West) and Rochester Running Branch (North-South BeeBee line) railroad rights-of-way—assets which currently lay dormant. Subsequent routes focus on connecting Rochester’s local colleges, the airport, the entertainment district, museum district, public market, shopping districts, sports stadiums and the Neighborhood of the Arts.

For more information, please visit www.RochesterTrolley.com.

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