

Rochester Trolley & Rail Corp.

Heritage Trolley service is coming back to Rochester!



Community Challenges

- ◆ Making Center City a destination that is easy to visit
 - Get college students more connected and they'll stay here
 - Entice suburbanites to enjoy Center City more often
- ◆ Presenting our best to visitors who arrive by Fast Ferry
 - Street traffic is already a huge problem in Charlotte
 - Existing Public Transportation is not suited to these visitors
 - Bring them by Trolley directly to the heart of Center City
- ◆ Making a statement to the rest of North America
- ◆ Re-purposing abandoned rail rights-of-way
 - Federal funding available for 'Rails and Trails'
 - Highly-visible commitment to economic development
- ◆ Loss of historical sensitivity and connection
 - Reusing the one-of-a-kind Hojack Swing Bridge
 - Resurrecting a fun way to get to attractions



The Solution

- ◆ Develop a rail-based Heritage Trolley system
 - Fun and nostalgic way to get to Rochester’s attractions
 - Designed for tourists and fun-seekers, not commuters
- ◆ Proposed Routes
 - Port of Rochester / Fast Ferry to:
 - Seneca Park Zoo, then Center City at High Falls via BeeBee line
 - Seabreeze via the historic “Hojack Line” route
 - Downtown loop in cultural and entertainment districts
 - Center City from:
 - RIT and UR
 - Nazareth and St. John Fisher
 - MCC
 - SUNY Brockport
 - Airport to Downtown
 - Rochester to Finger Lakes



Value Proposition

- ◆ Supports Tourism, Conventions, and a vibrant Center City
 - Fun and unique way to get around town
 - Will drive more attendance at events
- ◆ Nostalgic connection to local history
- ◆ Economic Development - JOBS
 - Local infrastructure investment
 - Ongoing operations
 - Retail opportunities at and near stations
 - Re-deploy latent assets to entice additional investment
- ◆ Alleviates congestion at popular destinations
- ◆ Efficient, clean, quiet, safe transportation
- ◆ Shines a positive light on the Rochester region
 - We're a sophisticated city full of optimism



What are the alternatives?

- ◆ Continue to rely on automobiles
 - Clogged streets, expensive & difficult parking, potential for DUI
- ◆ Traditional bus transit
 - Very few people would hop on the bus to go clubbing downtown
 - Not exactly the best way to greet our visitors from Toronto
- ◆ Rubber-tired “Trolley” fleet
 - Barely more attractive than standard bus - phony and nondescript
 - Contributes to street traffic and congestion - frustrates passengers
 - Long ride from Port to Center City via Lake Ave - lots of lights!
 - Appearance of greater ‘flexibility’ -- but the attractions we’re connecting aren’t going to be moving anywhere!



Game Plan

- ◆ Add to existing advisory relationships
- ◆ Develop Partnerships with stakeholders / organizations
- ◆ Commission Market and Feasibility Studies
- ◆ Formalize budget
 - Evaluate ROW conditions and acquisition costs / mechanisms
 - Determine realistic infrastructure, start-up, and operating costs
- ◆ Identify sources and secure funding
 - Federal programs encourage this type of project
- ◆ Engage the community in dialogue
 - Preferences
 - Priorities



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