



The Aspen Trolley Proposal

The Aspen Street Railway Company (ASRC) has offered to finance and implement a \$4,000,000 trolley shuttle system using battery powered (no wires) restored historic Aspen trolleys to replace the Galena Street shuttle. When completed, the entire system will be given to the citizens of Aspen to be operated by the city or an agency of their choosing. Operation costs will be comparable to the Galena Street shuttle.

- o **ASRC is a non-profit company setup to finance and build the trolley system.**
- o **The historic 30' Brill narrow gauge trolleys will use battery power (no overhead wires).**
- o **The trolley will replace the Galena Street shuttle.**
- o **Route is down Galena, through the park, past the post office, and to Hunter Creek.**
- o **The completed system will be gifted to Aspen.**
- o **Operating costs will be no more than the Galena St. shuttle.**
- o **The system will be privately financed with solicited funds.**
- o **Promotional, naming rights, and advertising opportunities exist.**
- o **Visit the Aspen Trolley web site at www.aspentrolley.com.**
- o **Visit a restored trolley on display in Aspen late August – get the feel.**

The Business Case for an Aspen Trolley System

Trolleys will help Aspen! Cities which have installed trolley systems have benefited, particularly in conjunction with an active community restoration / preservation plan and cooperation of the business community. Trolleys will provide vitality. Studies show that businesses increase and stabilize where trolley systems have been implemented. Further, rider-ship on trolleys increase over bus use by tourists and locals. Trolleys can relieve parking problems by moving people from Rio Grand parking to downtown.

- o **Twenty three cities have implemented historic trolley systems**
- o **They have brought economic benefits and stability to the areas served.**
- o **Validating this success is the number of systems being extended.**
- o **7 more system are in process, and 23 more systems in planning.**
- o **Trolleys are a tourist attraction.**
- o **Trolleys denote permanence in the area they serve.**
- o **Trolleys inspire economic development and vitality.**
- o **Trolleys increase real estate values.**
- o **Trolleys provides mobility in downtown and links to parking.**
- o **Trolleys increase riders as much as 30% over buses.**
- o **The trolley will provide many marketing opportunities.**
- o **A trolley system differentiates Aspen other resort opportunities.**

Serving Aspen's Goals

The 2000 Aspen Area Community Plan calls for promoting economic sustainability, managing transportation and parking, and maintaining community character. The 2001 Civic Center Master Plan addresses the need to improve the Rio Grand Park service and civic district, promote vitality, and move people from downtown into the park and civic district.

- o **Trolleys bring vitality and economic stability and growth.**
- o **The trolley route selected maximizes rider-ship and minimizes walking distance.**
- o **A trolley stop at Galena Plaza would increase its vitality.**
- o **The trolley shuttles people to and from downtown and the Rio Grande Parking garage.**
- o **Trolleys invite people into the civic and park area across the Main St. "barrier."**
- o **Trolleys assist in direction – just look for the tracks. Trolleys are a "way-finder."**
- o **The barn site can be selected to best fit the Civic Plan.**
- o **The trolley barn can be enhanced to include AH and SCI space.**

Making it Happen

All segments of the community must be involved. This is the only way to create a win-win trolley system for Aspen and its citizens.

- o **A cooperative process between ASRC, citizens, business, and city is needed.**
- o **Citizens input on route, scope, character and support is essential.**
- o **Interaction with city to meet and enhance Master and Civic Plan goals.**
- o **Businesses supplying direction and support with contributions and sponsorship.**
- o **ASRC to implement a trolley system meeting the objective of community.**
- o **City Council must be convinced to put this issue on the ballot**
- o **Then we must campaign together to win the vote for a vital trolley system.**

We can use your help. We are seeking:

- o **Community leaders to serve on ASRC Board**
- o **Representatives in and to community organizations.**
- o **Marketing, Campaign and Fund raising advise and assistance.**
- o **Volunteers to assist in the campaign, host gatherings, organize events.**
- o **Volunteers to write articles and get the word out.**
- o **Creative assistance with promotional materials**
- o **Campaign contributions**
- o **A private site in core Aspen on which to display restored trolley.**
- o **Trolleys bring vitality and make business sense for Aspen, get the word out!**