

Downtown to Defiance Trolley Key Messages – Jan. 2017



Overarching Messages

- **This is a demonstration (pilot) project for one summer.** We will evaluate how it went to see if we can offer it again in the future.
- **Project goals:**
 - **Achieve economic gains.** Enhance South Sound's economy by drawing more people to the area's hotels, museums, restaurants, parks, the zoo, etc., while attracting new investment to South Sound.
 - **Showcase our assets.** Promote these South Sound treasures and the area's physical assets to locals and tourists alike.
 - **Enhance awareness.** Strengthen awareness of Tacoma-Pierce County as a desirable place to live, work and play.
 - **Increase transit ridership.** Increase transit ridership by introducing people to public transportation.
- This is a **partnership** between a number of entities that stand to benefit from it.
 - Funded by: Pierce Transit; City of Tacoma; Metro Parks Tacoma; Point Ruston; South Sound Together. Also offering assistance: Travel Tacoma.
 - Our partners came to Pierce Transit requesting this service.
 - With their financial assistance, we are able to test it as a pilot.
 - This continues a practice of having partners help us test a new service (e.g., Gig Harbor Trolley) to determine its viability.
- We are also planning to **partner with organizations and businesses along the route** to help promote this service that will bring people to their establishments.
- The service will **connect with the Link Light Rail** coming from/to Tacoma Dome Station. People can park at TDS and easily access the service.

Basic Facts

- Runs from **June 2 through Sept. 3**
- Runs **Friday through Sunday, 10:30 a.m. to 8:30 p.m.**, every **30 minutes**
- Runs from downtown Tacoma, along Ruston Way, to Point Ruston, and on to the Point Defiance Zoo & Aquarium and back.
- Route number: **15**.
- Number of buses running the route: **3**.
- **Fare:** Standard fare (\$2 adults; \$1 youth/senior/disabled; \$5 all-day pass)

- Riders may purchase **tickets on a bus**. **ORCA cards** must be purchased in advance at The Bus Shop (at Tacoma Dome Station), select retailers or online at www.orcacard.com.
- **Total cost:** Approx. **\$400,000**. This figure includes some in-kind services, such as marketing work, plus some summer youth passes for distribution (the latter will be Point Ruston's contribution to the project).
- **Vehicles:** Compressed natural gas buses wrapped to look like a trolley, with all the technology of modern buses, including accessible boarding, ORCA card readers and front bike racks.
- Last time Pierce Transit had service along Ruston Way: **1991**.

Questions and Answers

- **Why will the service not start and end at Tacoma Dome Station?** We have a limited amount of funds to run the service. Running it further from TDS to downtown would require us to put an extra bus on the service, while significantly increases the cost.
- **How will you measure success?** Ridership; customer satisfaction (we will survey); community attitudes (we will survey); attendance at attractions/businesses along the route.
- **How many riders are you expecting?** We are in the process of looking at other routes to determine what we might expect for ridership.
- **What is PT's role in getting the service up and running?** Projects include route planning; vehicle prep (including wraps); bus stops (including permitting and construction); signage; operator training; printing schedules, brochures and other literature; route promotion/marketing.

Trolley Stops

- **Northbound – from Downtown Tacoma toward the Zoo and Aquarium:**
 1. Pacific Avenue and Hood Street (near the Tacoma Art Museum)
 2. Pacific Avenue and S. 14th Street
 3. Pacific Avenue and S. 11th Street
 4. Dickman Mill along Ruston Way
 5. Les Davis Pier along Ruston Way
 6. Point Ruston
 7. Pearl Street south of N. 52nd Street (tentative – requires permitting)
 8. Point Defiance entrance at Pearl Street and N. 54th street
 9. Point Defiance Visitors' Center (near Pagoda)
 10. Point Defiance Zoo & Aquarium
- **Southbound – from Zoo and Aquarium to Downtown Tacoma**
 1. Point Defiance Zoo & Aquarium
 2. Point Defiance Exit at Pearl Street/N. Park Ave.
 3. N. 52nd Street, East of Pearl (tentative – requires permitting)
 4. Point Ruston
 5. Harbor Light along Ruston Way (requires building a temporary stop)
 6. Pacific Avenue and S. 11th Street
 7. Pacific Avenue and S. 14th Street
 8. Pacific Avenue and Hood Street (near the Tacoma Art Museum)



Downtown to Defiance!

PT TROLLEY

*A partnership enhancing
our economic vitality*



POINT RUSTON

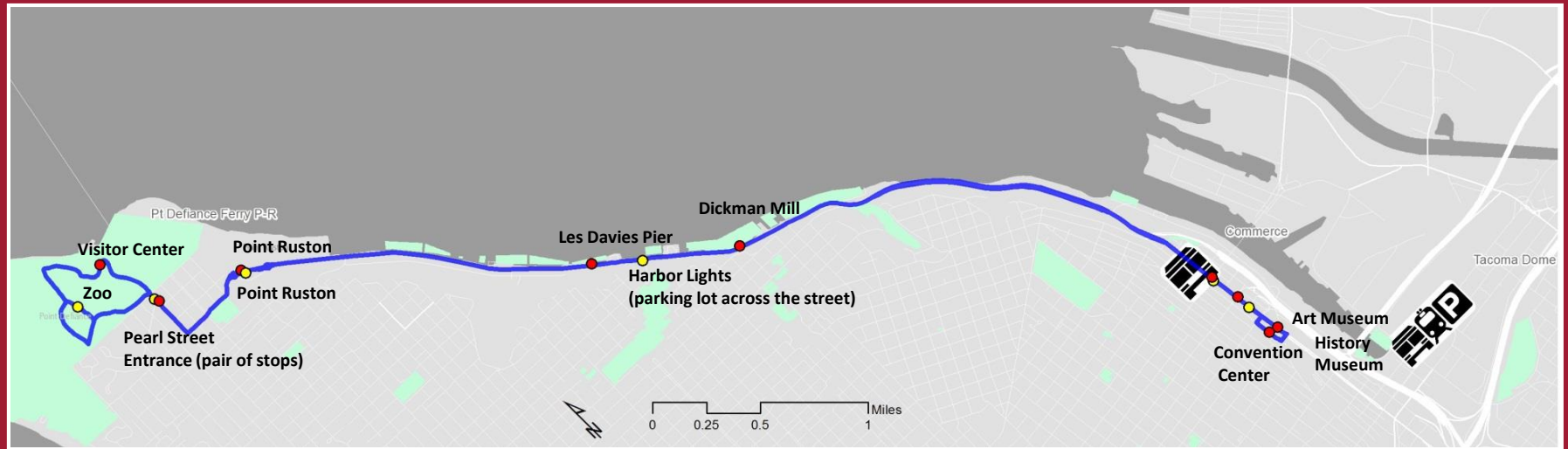




Key Goals

- **LEVERAGING PHYSICAL ASSETS.** Promoting our physical assets to both locals and tourists alike to expand access and investment from across the South Sound region and beyond.
- **ENHANCING AWARENESS.** Strengthening awareness of Tacoma-Pierce County as a place to live, work and play throughout the Puget Sound region, across the state, nationally and internationally.
- **MARKETING OUR ASSETS.** Promoting some of the South Sound's Local & Regional treasures, such as museums, Ruston Way and Pt. Defiance Park.
- **ECONOMIC GAINS.** Enhancing our economy by drawing more local and regional visitors to hotels, restaurants, and our parks and zoo while attracting new investment to the South Sound region.

The Downtown to Defiance Experience



Hours of Operation: 10:30am – 8:30pm

Days Per Week: Friday – Sunday

Period Covered: June 2 – Sept. 3, 2017

Fares: \$2/adults; \$1 youth/senior/disabled;
\$5 all-day pass

Downtown to Defiance Trolley

Stop Direction

● Northbound

● Southbound

■ Park

— Proposed Route

Next Steps

- **Pierce Transit Board Consideration**
- **Marketing & Communications Plan**
- **Trolley Operator Training**
- **Bus Stop Approval & Installation**
- **Performance Measurements**



Active Transportation Update

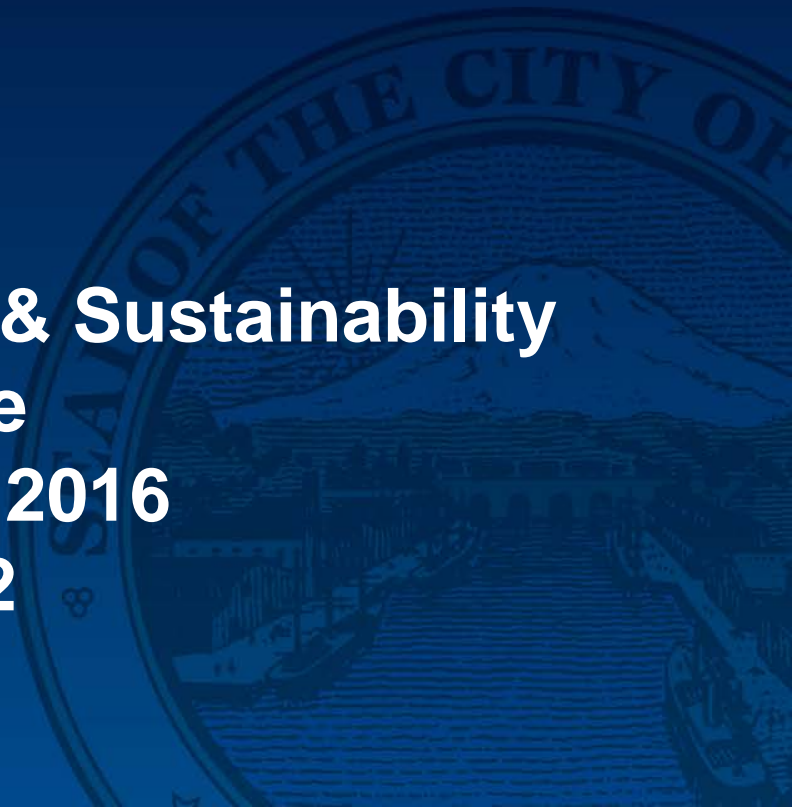
City of Tacoma

Public Works Department

**Infrastructure, Planning, & Sustainability
Committee**

December 14, 2016

ITEM # 2

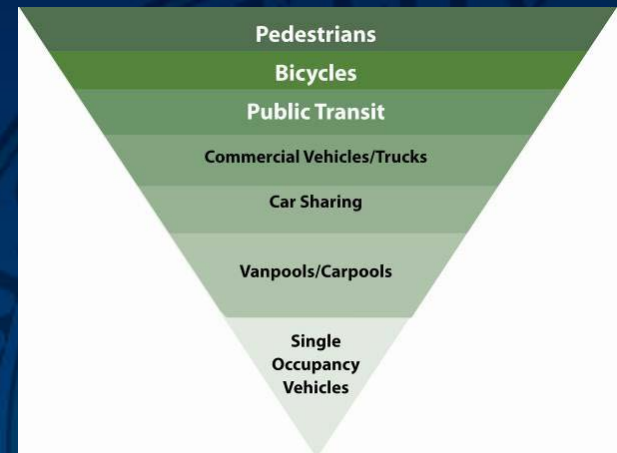
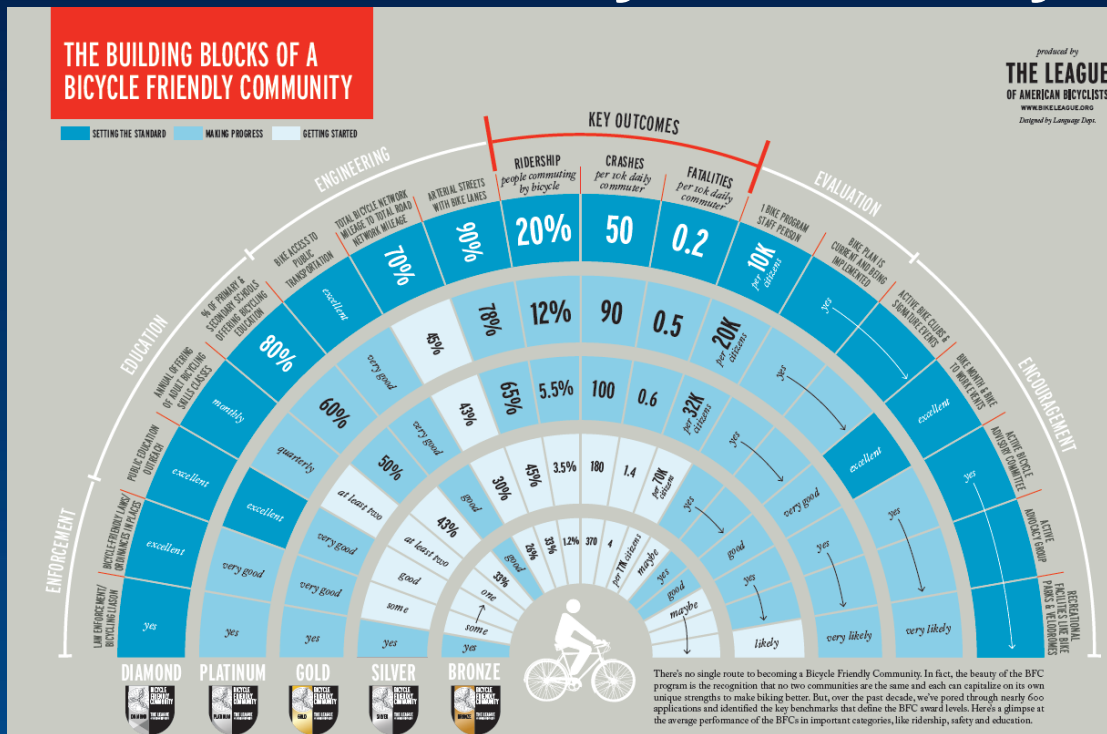


Overview

- **Background**
- **Programs & Events**
- **Completed Projects**
- **Projects Under Design/Construction**
- **Conceptual Design/Design Only Projects**
- **Next Steps**

Background

- Mobility Master Plan
- Transportation Master Plan
- Bronze Bicycle Friendly Status



Programs & Events



Completed Projects

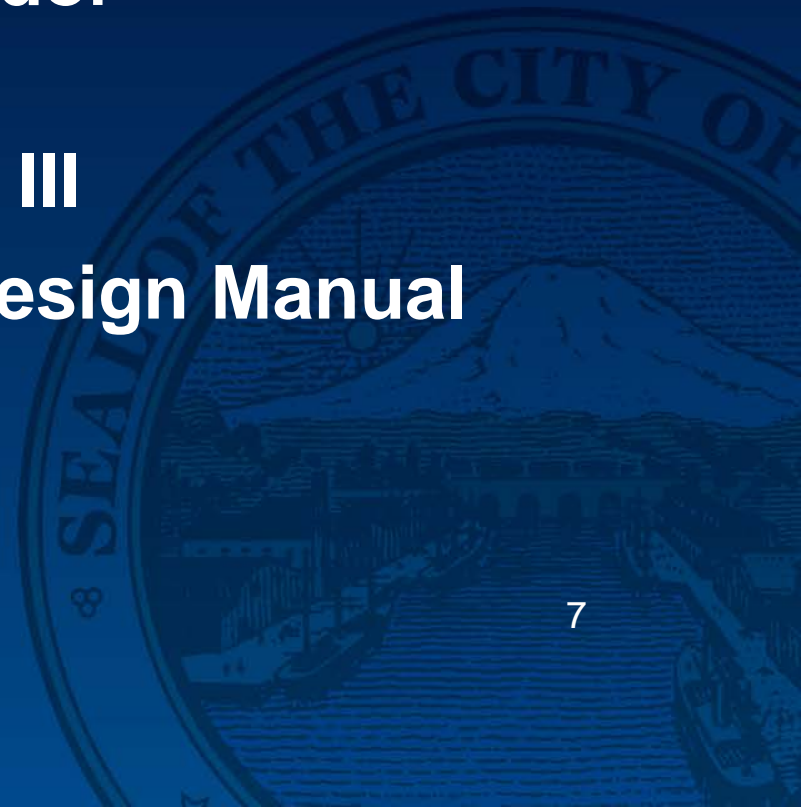
- Port of Tacoma Road Phase 1
- South Tacoma Way Corridor Improvements
- Pedestrian Crossing Improvement Project
- Lincoln Avenue Trail
- South 48th & Tacoma Mall Blvd
- UWT Jefferson Avenue Improvements

Projects in Design or Construction

- **Prairie Line Trail Phase 1 (Fall 2016)**
- **Pedestrian Improvements in Hilltop & South Downtown (Spring 2017)**
- **S 38th Streetscape – Lincoln Business District (Summer 2017)**
- **Pipeline Trail (Summer 2017)**
- **Puyallup River Bridge (Summer 2017)**
- **Pacific Avenue Intersection Safety Improvements (Summer 2017)**
- **Water Flume Line Trail IV (Spring 2017)**

Conceptual Design/Design Only Projects

- E 64th Street Improvements
- Puyallup Avenue Corridor Improvement
- Water Flume Line Trail III
- 2016 City of Tacoma Design Manual Update

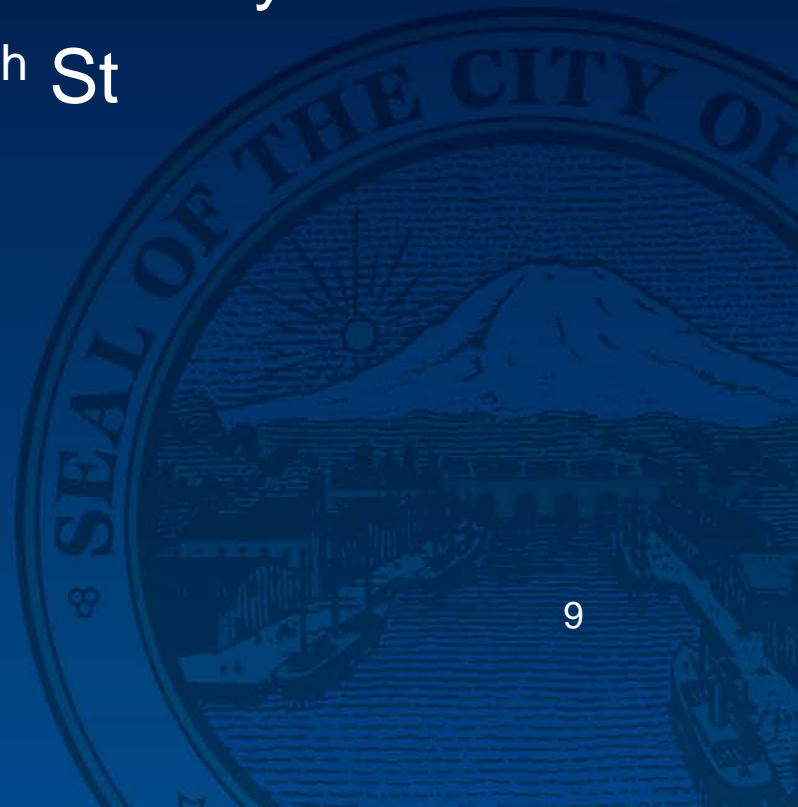


Other Projects



2017 Workplan

- Links to Opportunity Project
- Schuster Parkway Promenade
- S 56th St Phase 1 – Orchard to Tyler
- S 56th St Phase 2 – S 54th St
- Pending Grants
 - S 66th/Stevens/Tyler
 - Fawcett Avenue
 - Safe Routes to School



2017 Workplan

- **Street Fund Initiative – Active Transportation Projects**
 - Low-Income Hazardous Sidewalk Loan Program
 - ADA Transition Plan
 - BPTAG Workplan projects
 - Bicycle Programs
- **Pedestrian Implementation Strategies**
- **Annual Events**

Active Transportation Update

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