

Desiring a Streetcar

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Transit Alliance Citizens'
Academy Fall 2008



Trolley Song



- **Judy Garland - The Trolley Song (Meet Me in St. Louis)**
- Clang ,clang, clang went the trolley
Ding, ding, ding went the bell
Zing, zing, zing went my heartstrings
as we started for Huntington Dell.
Chug, chug, chug went the motor
Bump, bump, bump went the brake
Thump, thump, thump went my
heartstrings as we glided for
Huntington Lake.



[Why a Streetcar?]



- Cities are exploring streetcar options:
 - Spur economic development
 - Ease traffic congestion
 - Cost-effective
 - Expand transportation choices
 - Spark neighborhood revival
 - Connect areas of commerce

[Development Oriented Transit]

- "Streetcars have sex appeal," says Len Brandrup, director of transportation in Kenosha, Wis., which opened a 1.9-mile line in 2000. "It resonates with folks. ... Developers don't write checks for buses."

○ Cities Rediscover Allure of Streetcars By Haya El Nasser USA TODAY 1/9/2007



Making Connections

- “Cities hope that streetcars can do in this century what they did in the last: Connect neighborhoods and provide a relatively cheap alternative to walking and driving.”

Haya El Naser USA Today 1/10/07



What's My Plan?



- Close The Information Gap
- Weave TOD Into The Fabric Of Arvada
- Utilize & Implement: The American Public Transportation Association's "*Bring Back the Streetcars!*" Plan
 - A Conservative Vision of Tomorrow's Urban Transportation; A Study Prepared by the Free Congress Research and Education Foundation By Paul M. Weyrich and William S. Lind; June 2002

[What's My Plan? Part 1]

- Close the Information Gap



[Closing the Gap...]



- Website
 - Clearing House for Ideas
 - Post articles and news about TOD
 - Have definitions and examples of TOD
 - Links to other sources (Transit Alliance; DRCOG; RTD, etc.)
 - Monthly Feature
 - Message board for events & projects

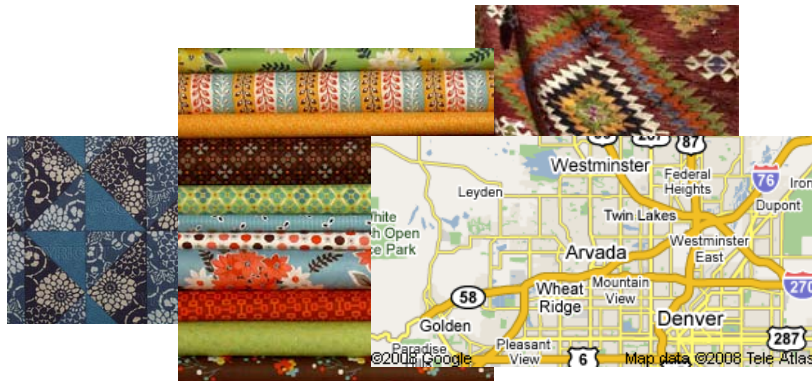
Timeline

- Develop web content by end of Nov
 - Register Domain
 - Research
 - Find Sponsors
 - Map Out Features



What's My Plan? Part 2

- Weave TOD Ideas Into the Fabric of Arvada



Where Will I Weave?



- Citizens' CIP Committee
- Transportation Committee
- Gold Line Advisory Committee
- Arvada Jefferson Kiwanis
- Connecting w/local officials (AURA; AEDA; Arvada Chamber; Council)
- Run for City Council

Timeline



- ✓ CIP: Already Occurred
 - Continue to be present at future study sessions, etc.
- ✓ Transportation Committee: Already applied
 - Prepare for interview
- ✓ Kiwanis: Already have program scheduled for November
 - Find presenter by Nov 26

Timeline

- Gold Line Advisory Committee: Begin attending monthly meetings in October
 - Requested meeting schedule from Chair
 - Downloaded minutes from past year
 - Requested they participate with Website



Timeline

- Connecting With Local Officials:

- ✓ AURA
- ✓ Ralston Fields Neighborhood Group
- ✓ Council Members
- ✓ City Staff
 - Planning Commission
 - AEDA
 - Chamber
 - Others?



[Timeline]



- Run for City Council
 - Form committee by Jan
 - Announce in March
 - Fundraise through Nov
 - Door-to-Door beginning in June
 - Yard Signs beginning in Sept
 - Get out the vote in Sept/Oct

[What's My Plan? Part 3]

- Utilize & Implement: The American Public Transportation Association's "*Bring Back the Streetcars!*" Plan
 - By Paul M. Weyrich and William S. Lind; June 2002



[What's My Plan Part 3]

- Step #1: Find other people with the same interest and desire.
 - Integrate interested/like-minded citizens into the fold (website!)
 - Educate others about TOD as well as streetcar option (weaving!)
 - Form an organization; grassroots or perhaps a 501(c)(3)



[What's My Plan Part 3]

- Step #2: Find a "champion" and a "spear-carrier."
 - The "champion": Community power player who will be the pusher and/or public voice.
 - The "spear-carrier": Person who actually gets the job done by organizing and directing the project.



[What's My Plan? Part 3]

- Step #3: Design a streetcar project that can garner widespread local support.

- Build a coalition:
 - Business community
 - Property owners
 - Builders/developers
 - Environmentalists
 - City activists



[What's My Plan Part 3]

- Step #4: Serve a real transportation function.

- Not simply a "ride" for the fun of it
- Tie together:
 - Parking lots
 - Cultural & entertainment venues
 - Restaurants
 - Shopping districts
 - Public transit system



[What's My Plan Part 3]

- Step #5: Keep it simple!
 - Simplicity keeps down costs.
 - Simplicity ensures that once it is built, the line looks good instead of being visually intrusive.

Portland, OR
The "Poster
Child" for TOD
& Streetcars



[What's My Plan? Part 3]

- Step #6: Have a plan not just for building but for operating too.
 - Develop a credible funding plan.



16th Street, Denver, CO

[What's My Plan Part 3]

- Step #7: Develop solid plan for recruiting, employing and retaining volunteers.
 - Volunteer labor is an asset.
 - Talk to people who have already done it.
 - Don't reinvent the (trolley) wheel.



[Measures of Success]



Measures of Success

- Fully functioning website
- Funding for feasibility study
- TOD fully integrated into Arvada's comprehensive plan
- Look like Portland (or Kenosha, or Toronto, or Cincinnati, etc.)
- Get elected!



Thank You!

