



Peoria Heights Trolley

*A unique attraction
for a unique town*

Trolley: Tourism

- Brings to your doorstep people who visit and/or stay in downtown Peoria
 - Civic Center event patrons
 - Riverfront event patrons
 - Museum-goers
 - O'Brien Field patrons
 - Business travelers
 - Shoppers / Diners

Trolley: Commuter Rail

- Mitigate parking problems (Park 'n' Ride)
- Save money on rising gas prices
- Reduce fuel emissions
- Offer more public transportation options (especially beneficial for older residents)
- Provide convenient access from other shopping areas, such as Junction City
- Connect to future Peoria Amtrak service and/or future high-speed rail service in Bloomington

Trolleys around the USA



- El Reno, OK
 - Pop. 16,000
 - Heritage Express
 - Connects Heritage Park to Downtown
- Kenosha, WI
 - Pop. 90,000
 - Kenosha Transit
 - Connects suburbs to central city area



Trolleys around the USA



- Little Rock, AR
 - Pop. 183,000
 - River Rail Streetcar
 - Connects Little Rock and North Little Rock
 - Established 2004
 - Expanded in 2006 from 2.5 miles to 3.4 miles
 - 2.5-mile extension to airport under consideration

Trolleys around the USA



- Charlotte, NC
 - Pop. 541,000
 - Charlotte Trolley
 - Connects Uptown Charlotte with their historic South End
 - School teachers use Charlotte Trolley as a resource for teaching neighborhood development, map reading, transportation, and civic awareness



Trolleys around the USA



Memphis, TN



Kenosha, WI



Little Rock, AR

Trolleys around the USA



Tampa, FL



Portland, OR



Charlotte, NC

Trolley: Economic Development

- Trolleys bring economic development in large and small cities
- Tampa, Florida, spent more than \$55 million on its system and attracted more than \$1 billion in investments.
- More than 100 projects, worth around \$2.5 billion, were built along the \$100-million Portland (Oregon) line.

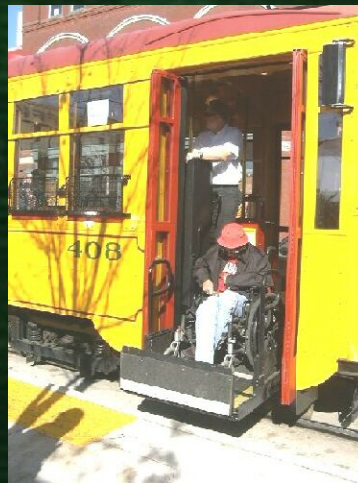
Trolley: Economic Development

- The \$20-million line in Little Rock, Arkansas, attracted about \$200 million in development.
- Kenosha, Wisconsin, with a population just shy of 100,000, built the cheapest system (\$6.2 million for two miles of track). It brought in about \$150 million in development.

Source: *Christian Science Monitor*, 2/5/2007

Trolley: Other Benefits

- Clean
- Energy-efficient
- All-weather operation
- Wheel-chair lift for ADA compliance
- Bike rack can be included



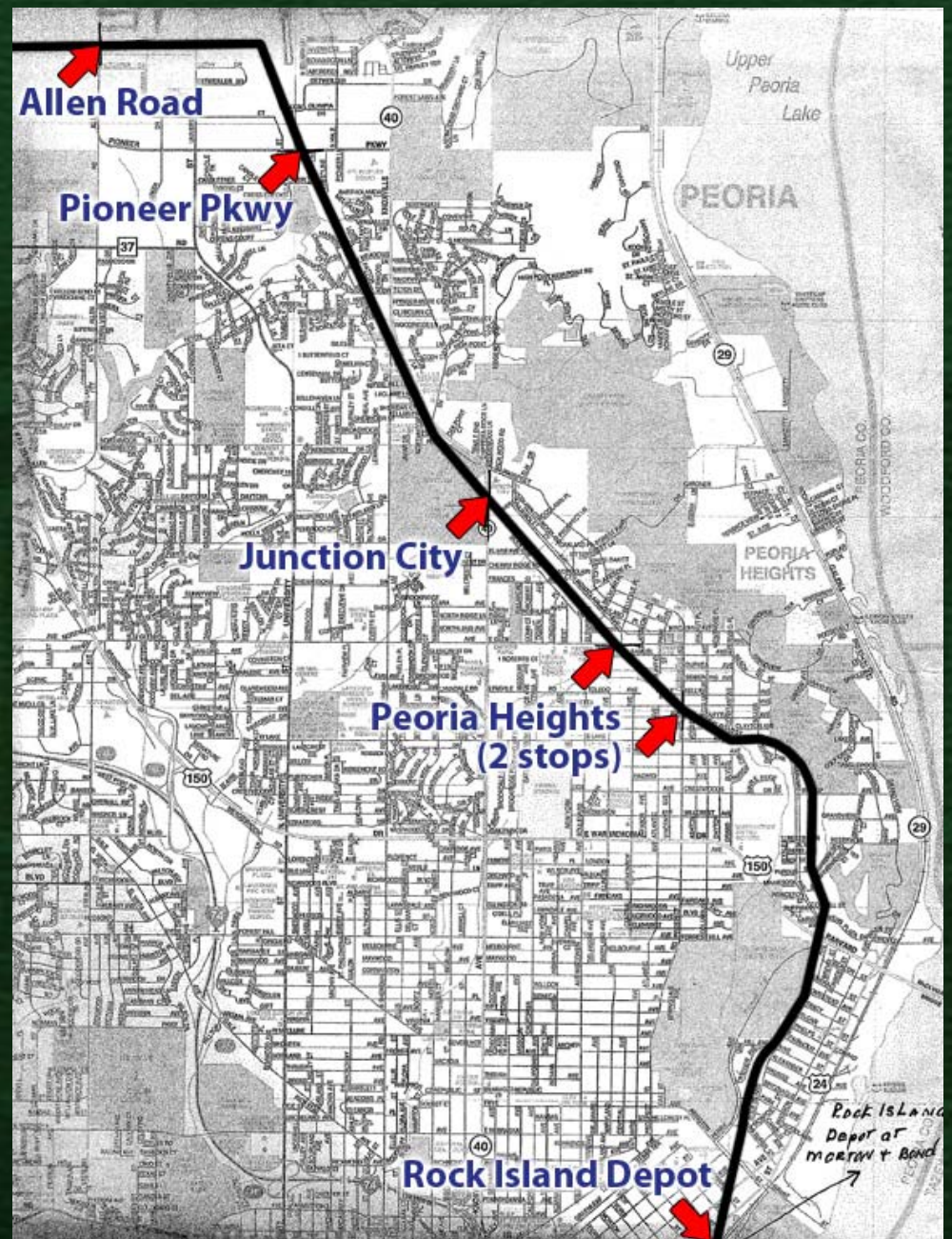


Can a trolley be successful
in Peoria Heights?

Yes!

Trolley Stops

- Connect unique local attractions
 - Downtown
 - Peoria Heights
 - Junction City
 - Rock Island Trail
- Access to park 'n' ride locations
 - Allen Road
 - Pioneer Parkway



Gomaco Trolley Company



- Manufactures authentic trolley cars
- Restores vintage trolley cars
- Located in the Midwest (Ida Grove, Iowa)
- Combines precision and quality craftsmanship of yesterday with engineering technology of today

Gomaco Trolley Company



- Historic Illinois Traction System car that ran in Peoria could be restored or replicated for trolley line.
- Natural tie-in with the proposed Peoria history museum on the riverfront.

Cost and Revenue

- Most expensive part already in place: rail
- Maintenance of line provided by Pioneer
- Trolley can be obtained using Economic Development Grants
- Battery operation = low operating costs
- Costs for maintenance and operation of trolley car can be covered by advertising and fares

Prepare for the Future

- Demand for commuter rail increases as cities and suburbs grow and gas prices continue to climb
- Freight service provides an additional economic asset for the Village
- Recreational trail can be built alongside the tracks within the rail corridor
- Rail service is not just the past, but the *future*

Pioneer Railcorp

- Short line railroad holding company
- Established in 1986 – 20+ years of experience
- Own 16 railroads, over 535 miles in 10 states
- Corporate headquarters in Peoria
- Primarily operates freight service
- Operate scenic / dinner train in Gettysburg, PA



Pioneer Railcorp



- Keokuk Junction Railway (KJRY) is a local freight line operated by Pioneer.
- Runs from Peoria to Keokuk, Iowa.

