

LET'S GO

CINCINNATI STREETCAR

Project Update

May 3, 2011





Project Vision Statement:

Positioning Cincinnati to be poised for growth and talent attraction in the coming decades, the City is introducing modern streetcars to the community, spurring job creation, connecting major employment centers, iconic assets, and serving as a catalyst for a phased in multimodal transportation system that links areas outside the downtown core and throughout the region.



The overall vision has not
changed.

Only the approach is altered.

From the Zoo to the River:



- Creating jobs
- Accelerating development
- Connecting assets
- Laying a foundation for growth



Trending Nationally

- At least 80 other cities are pursuing streetcars
- Tampa TECO Line
 - \$5.3 million extension of historic streetcar line to downtown Tampa opened in February 2011
- Seattle Streetcar
 - 2.6 mile South Lake Union line opened in 2007
 - 4th phase of 1.6 million sq. ft. Amazon.com HQ opened on streetcar route in March 2011

Tampa/TECO Line

“Franklin Street was a bumpy asphalt patchwork before, said David Mangione, co-owner of Hattricks, across from the new station. Since the extension opened in December, Mangione has seen new business from riders. Streetcar drivers have come in to ask about the menu, so they can direct visitors. ‘In essence, the streetcar cleaned up the street,’ he said.”

- St. Petersburg Times, February 2, 2011

“...the system has spurred a billion dollars in private development alongside the route in the past eight years and is a marketing tool in Tampa's bids to attract conventions and events, such as the Republican National Convention, said Marcia Mejia, spokeswoman for the Hillsborough Area Regional Transit Authority.”

- St. Petersburg Times, February 2, 2011

Seattle Streetcar/ Amazon.com


"Proximity to public transportation was an important factor in Amazon's decision to move. The company's headquarters complex in South Lake Union will be on the new Seattle Streetcar line, which also connects riders to the bus tunnel and light rail."

"Amazon's headquarters choice plays into what people want in a livable community. They do not want to spend their time in cars. The creative class wants an environment that has their work, living and play space all close together."

*-Ada Healey, V.P. of Real Estate, Vulcan Real Estate
Site Selection Magazine, March 10, 2008*

"Amazon spokeswoman Patty Smith said the company is pleased to be staying in Seattle and excited about South Lake Union. 'We think it offers many amenities, not to mention great access to public transportation,' she said."

- Seattle Times, December 22, 2007



"There's this notion that transit does not fund itself, and this enormous fallacy that somehow roads do. For our employers, transit does not represent a liberal agenda of social engineering -- it represents how employees go to work, and your ability to hire and retain talent. ..."

*-Matt Kramer, President & CEO, St. Paul (MN) Area Chamber of Commerce
Minneapolis Star-Tribune, March 31, 2011*



Peer Review

- October 2010 – conducted successful peer review process with other jurisdictions:
 - San Diego MTS - Streetcar & light rail
 - Paul Jablonski, CEO
 - Wayne Terry, COO (Rail)
 - Cleveland RTA– light rail
 - Joe Shaffer, Director, Engineering & Project Development
 - Dayton RTA – overhead catenary system
 - Mark Donaghy , Executive Director
 - John Thomas, Chief Maintenance Officer

(All available for confirmation)



What we've lost:

\$52 million



State legislation

- HB 114 – amendment to transportation budget bill
 - Does not preclude federal dollars from coming to streetcar from DC through SORTA or directly to City
 - FTA has informed the City that it does not want Urban Circulator money back
 - Dep. Sec. Roy Kienitz – Chamber Fly-In

What We Have

Urban Circulator Grant	\$ 25	million
OKI CMAQ Grant	\$ 4	million
City Bond Financing	\$ 64	million
Private funding (Duke)	\$ 6.5	million

Total	\$ 99.5	million
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What's next:

The project proceeds
through a phased
implementation



FTA Process

- Project pace determined by FTA process
 - NEPA - Environmental Assessment (EA) signed
 - Comment period ended April 21
 - FONSI expected early June
 - SORTA MOU
 - Establishes pass through mechanism for fed grants
 - Green lights car procurement, maintenance facility ROW acquisition, final design

First segment connects:

- Government Square
- Fountain Square
- Washington Park
- Findlay Market
- Aronoff Center
- Gateway Quarter
- Music Hall
- Casino

First segment does not initially go to The Banks, or Uptown, but spurs will be added for future extensions





Operating Facts

- Runs 18 Hours/day
- Runs 7 days/week
- SORTA will still be the operator
- Will start with 5 vehicles instead of 7



Est. Cost to Build:

\$95 million +

Utility resolution



Utilities

- Pending Issue:
 - How much underground infrastructure must be moved?
 - How far?
 - Who pays?

Alternative Option:

Move to battery powered car



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First Segment Impacts

- Creates jobs
 - Est. 310 construction for revised route
 - Est. 25-30 for ongoing operations
- Elevate 92 acres to higher and better use
- Accelerate housing and commercial development



First Segment Impacts

- Triggers detailed planning for Phase II
- Property values increase
- Positions City for additional revenue



Operations

Est. annual operating/maintenance cost for revised route: \$2.5 million

- Casino revenue – up to \$3 million
- Parking Meter revenue – \$400,000
- Fare Box - \$465,000 - \$675,000
- Naming Rights, Sponsored stops – \$200,000
 - Program being developed
 - Superlative Group (Cleveland)
- Establish operating reserve - \$2.0-3.0 M



Parking Meter Revenue

- Upgrades to system underway which will boost revenue
 - Credit cards
 - Pay & Display
 - Cross system technology
- \$400,000 available for streetcar
 - Can issue debt or use as cash for operations

Fare Box Breakdown

Fare	Ridership	Gross Revenue	Realized Net Revenue
\$1.00	3,700	\$1.35M	\$0.675M
\$0.50	5,100	\$0.930M	\$0.465M

- Ridership projected for revised route
- Realized Net Revenue assumes 50% realization factor



Total Operating

- For 1st Segment of the Streetcar, the operations and maintenance of the Streetcar: \$2.5 million.
- More than enough funding sources have been identified.
- NO General Fund Operating resources will be used.

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Questions?