

Dollars and Good \$ense

WABASH TROLLEY LINE FACTS

Taxpayer support for the Wabash Trolley Line is a *wise investment* for citizens of Lafayette-West Lafayette. The trolley's outstanding ridership and economic performance, with a 10-to-1 return on the investment generating more than \$3.7 million annually, is a necessary tactic in our community's strategy to ensure future growth and vitality.

Growing Ridership

- Nearly 1.5 million trips have been taken on trolleys since service began in August 2003. More than 340,000 rode in 2007.*
- Weekday ridership is near 1,100 trips.
- Riders report a high level of satisfaction with trolley service. 56% ride daily, 31% use the service at least once per week.
- 78% of riders indicate the trolley is a factor in their choice of housing location.
- 97% of riders describe the service as *essential* to their transportation needs.
- 68% of riders say they are more likely to shop downtown because of the trolley.

Description of Service

Trolleys operate Monday to Friday from 7AM to 9PM, and Saturdays 10AM to 5PM, with a trolley serving the route every 12 to 15 minutes.**

Trolley Funding

Rides are free for all passengers. The operating expense is subsidized by an excess levy to local property taxes which help fund the cost of all public transportation services in our area.



How the trolley's positive economic impact reaches beyond the downtown areas:

Taxpayers are receiving an *outstanding 10 to 1 return* on their investment. A study completed in 2005 demonstrates the annual impact of the trolley at more than **\$3.7 million**. These returns are realized through additional shopping and dining revenues and the benefits of efficient travel, such as reduced costs of vehicle ownership, parking, and safety benefits.***

- **Enhances Downtown Viability.** A positive, growing downtown is a key indicator of the economic growth and vitality of the entire community.
- **Supports Business Investment.** Business owners have invested millions in downtown Lafayette-West Lafayette. Renaissance Place, new hotels, the Wabash Landing and River Market developments, and dozens of new small businesses have created jobs and new economic activity, benefiting our entire community.
- **Generates a Positive Return on Investment.** Investment in public transportation provides essential support for a strong economy.
- **Links Purdue University with Downtown.** The Wabash Trolley Line links our community's most significant economic engine and largest employer with the downtown business districts, resulting in positive economic benefits.
- **Spurs Redevelopment & Increased Property Values.** Demand for property along the Wabash Trolley Line is stronger as Purdue students, faculty, staff, and others consider the downtown area as viable housing alternative.
- **Solves Congestion & Parking Problems.** Public transportation is a good solution for parking problems in dense areas such as the downtown and on campus.
- **Attracts Conventions & Visitors.** With two new hotels in the downtown area and improvements made to campus accommodations, our community can attract large conventions that bring thousands of visitors annually.

* Ridership is reported through April 2008.

**Trolley service is reduced during Summer and on days in Fall, Winter, and Spring when Purdue classes are not held.

*** Source: *The Economic Impact of CityBus*, Wilbur Smith Associates, September 2005. For information about methodology used, see *Transit Benefit 2000*, published by the United States Office of Budget and Policy, 2000; and *Policy and Planning as Public Choice: Mass Transit in the United States*, by David Lewis, Ashgate, 1999.