

2020 Cold Spring Trolley Service Proposal



**Cold Spring Chamber of Commerce
Trolley Committee**

Goals

The goals of the Trolley Committee are to increase ridership, efficiency and viability of the Cold Spring Trolley to support the community and local economy. Making best use of all public transportation options in a geographical area makes environmental sense and also helps to attract new residents and businesses, ultimately boosting economic development.



Introduction & Brief History



The Cold Spring Chamber of Commerce volunteer Trolley Committee formed in 2018 when community members expressed enthusiasm for local public transportation and the Cold Spring Trolley at a Chamber breakfast.

The Past Year with the Committee

During the past year, our committee of volunteers have

- spoken to over 100 community residents & visitors
- taken numerous Trolley rides
- observed the Trolley in operation
- conducted outreach & surveyed the community
- provided rider support (troubleshooting with weekend riders)
- followed a Strengths, Weaknesses, Opportunities & Threats analysis (SWOT)
- met with Village leadership & County officials
- researched qualities that make successful public transit systems



Methodology Behind This Proposal

- 1) Survey Data & Rider Testimonials
(300+ Surveys)
- 2) SWOT analysis
- 3) Guiding Characteristics of
Successful Transit Systems
- 4) Feedback from Cold Spring &
Nelsonville Trustees &
Community Interests

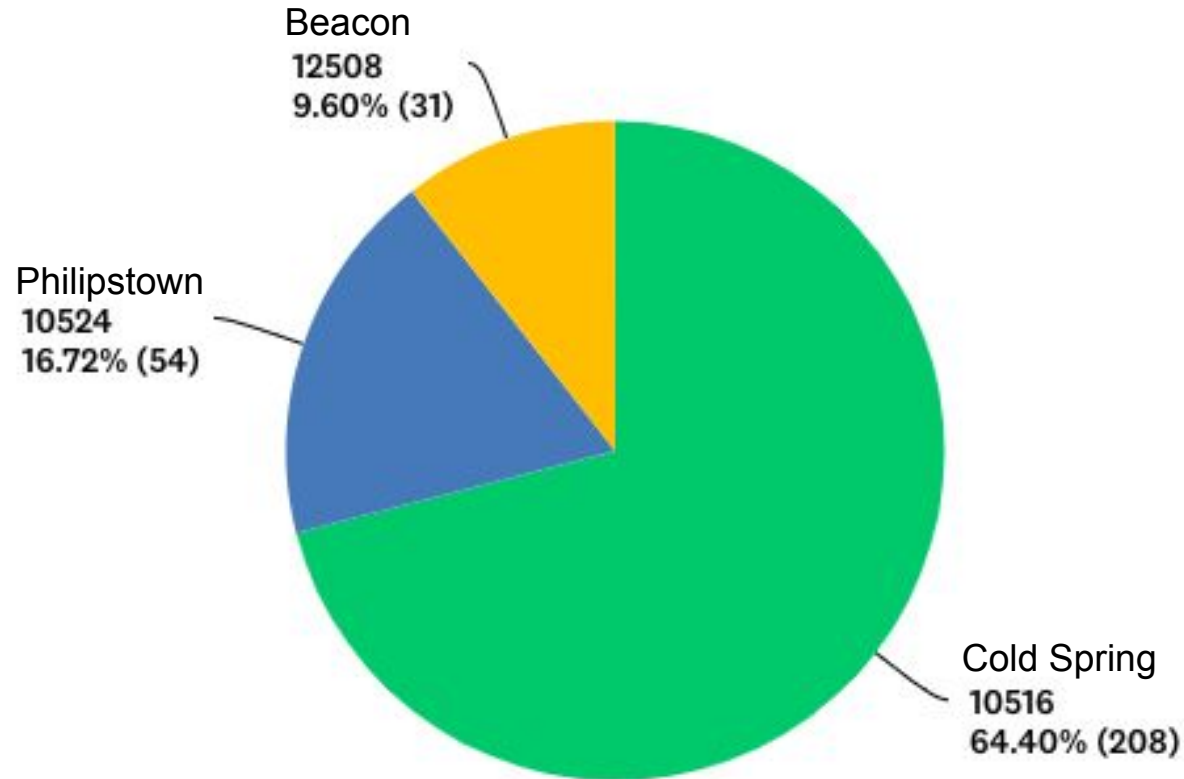


SURVEY RESULTS

What is your zip code?

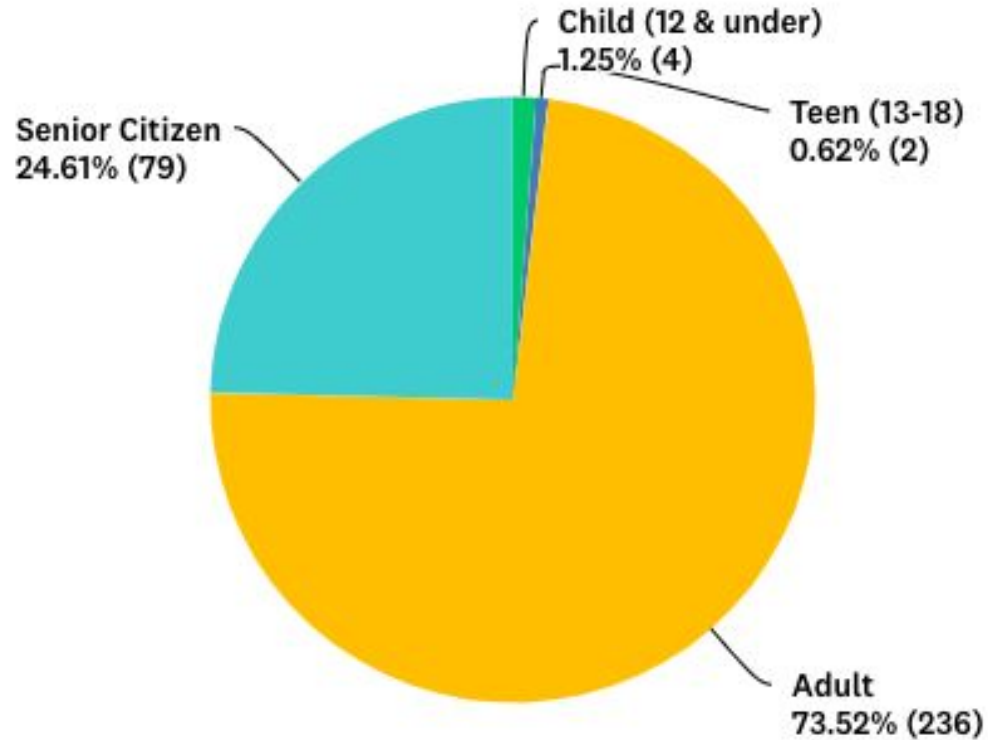
Answered: 323

Skipped: 1



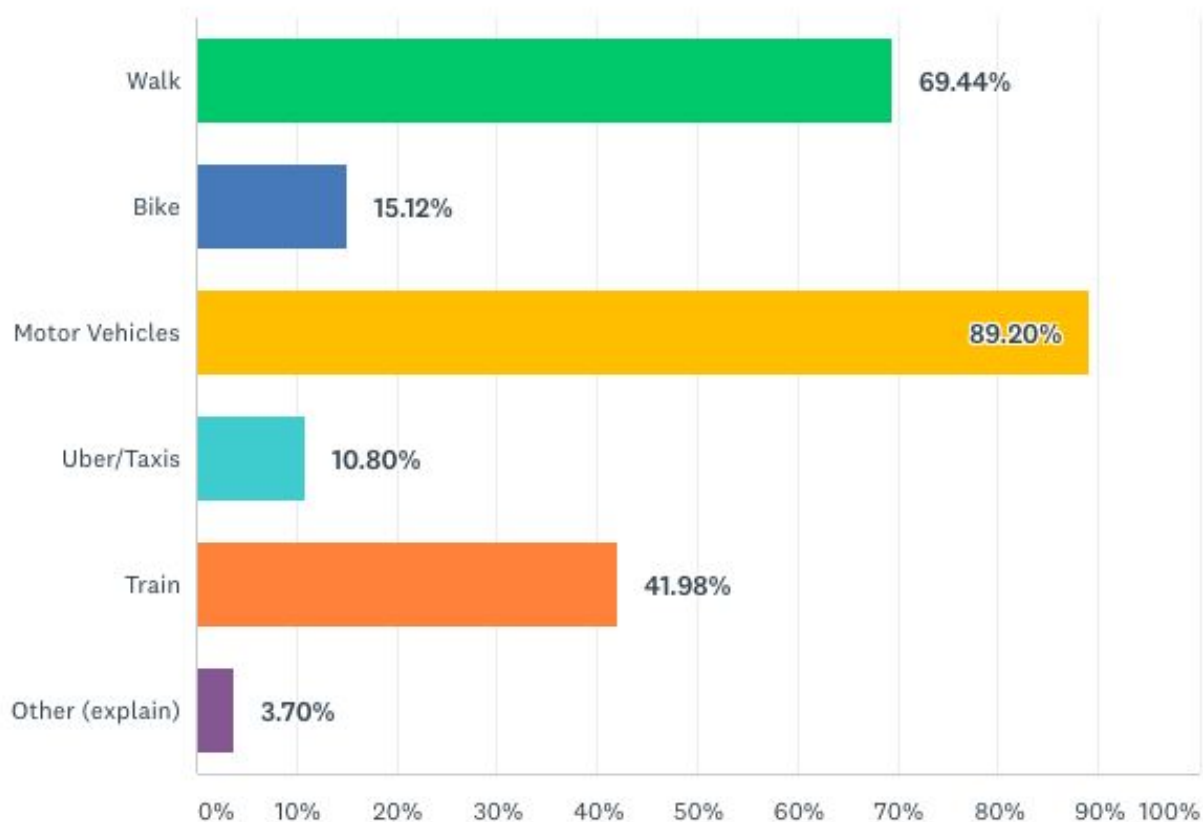
What is your age group?

Answered: 321 Skipped: 3



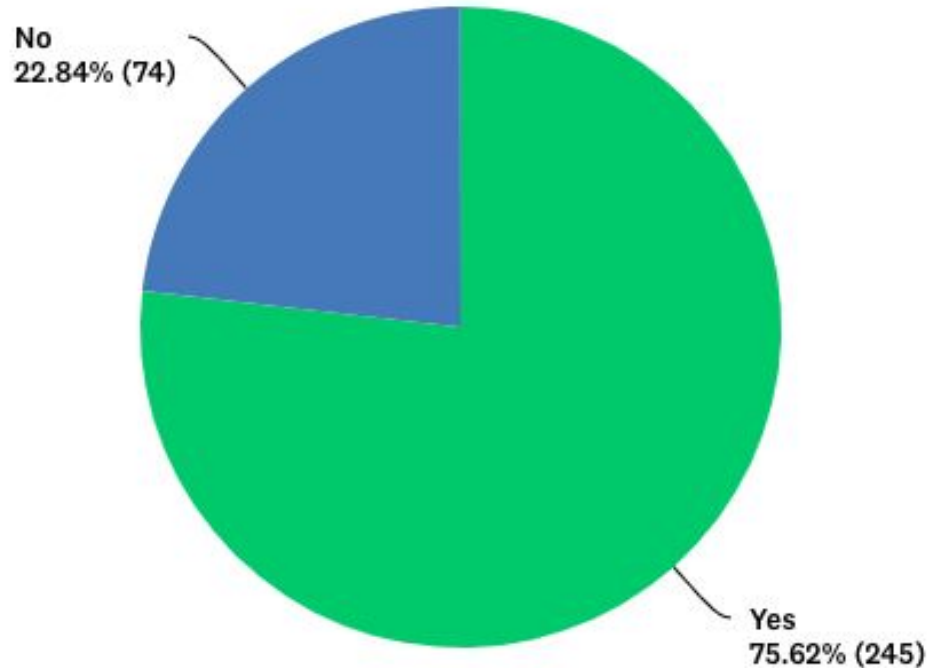
How do you get around?

Answered: 324 Skipped: 0



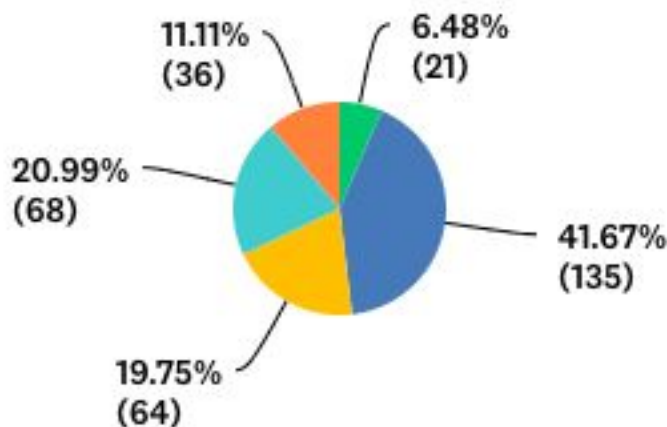
Do you know that the Cold Spring Trolley drives passengers to trails, museums, historic sites, train stations and the main streets of Cold Spring, Garrison, and Beacon (on weekends)?

Answered: 324 Skipped: 0



Which one best describes your knowledge of the

Answered: 324 Skipped: 0

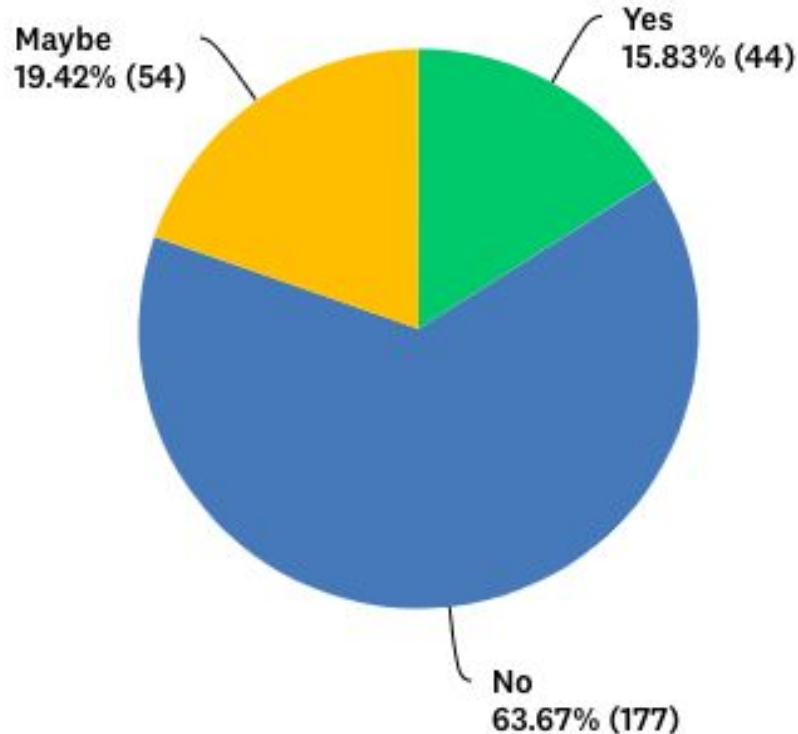


- I did not know that the Cold Spring Trolley existed until now.
- I know that a Trolley exists but I don't know the schedule or stops.
- I know that the Trolley exists and I know of one or two stops.
- I know about the Trolley and the stops but I am unsure about the schedule.
- I know about the Trolley and the schedule.

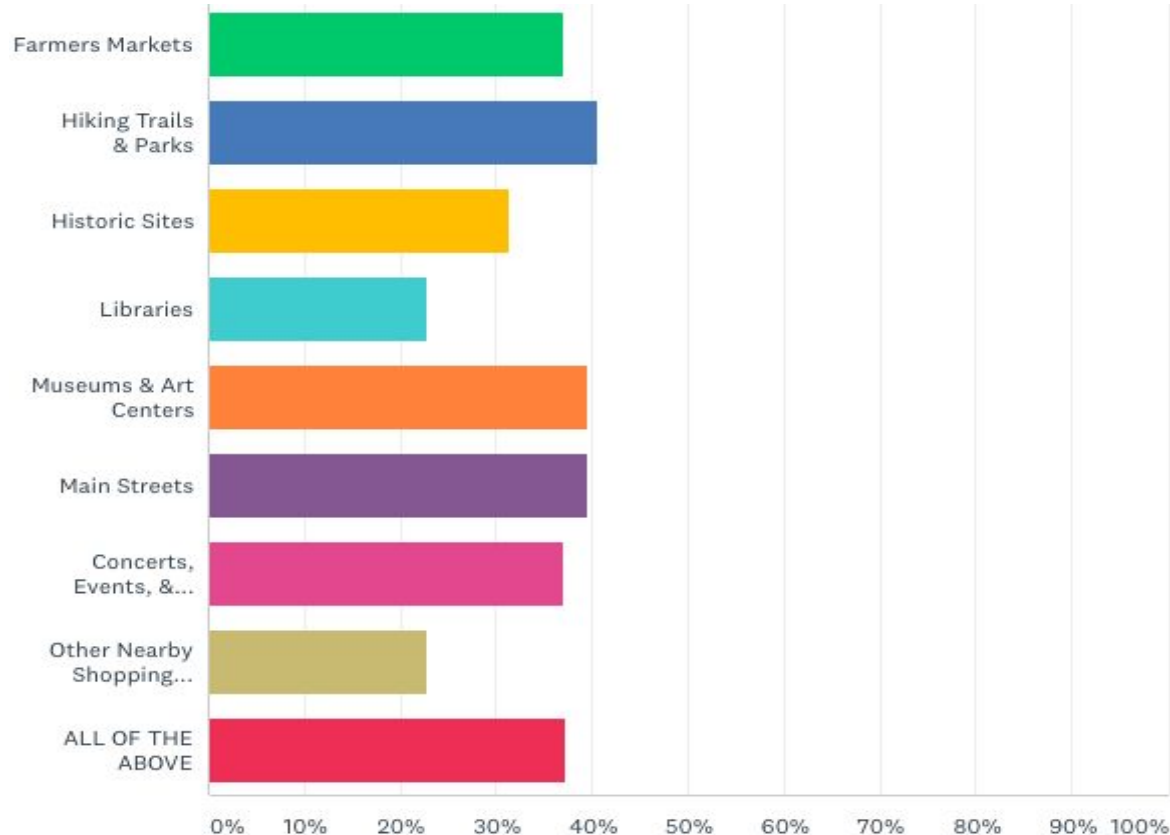
Would having to pay a cash fare of \$2.00 per trip deter you from taking the Trolley? If yes, how so?

Answered: 278

Skipped: 46

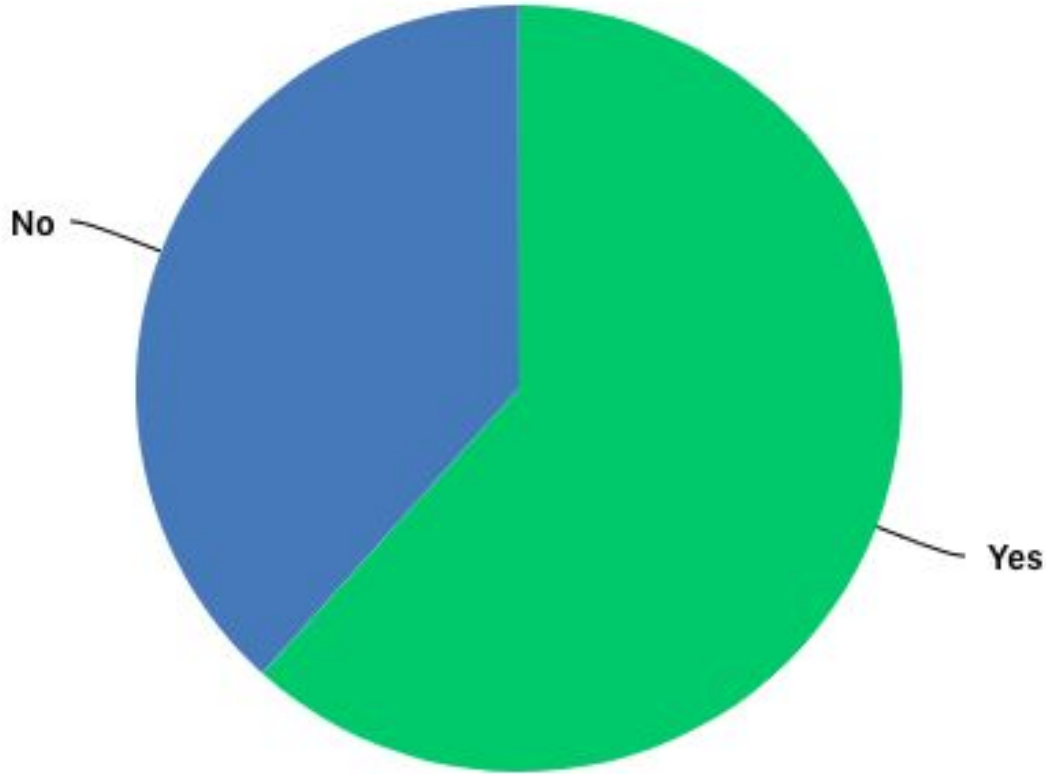


Which, if any, of the following locations would you take the Trolley to, if it were available? (check all that apply)



Are you interested in learning more about the Trolley & stops?

Answered: 262 Skipped: 61



SWOT Analysis

Strengths: ADA Compliant, nostalgic & unique vehicle, funded by the State, fulfills the tourist demand for taxis & ubers, great brand & long history

Weaknesses: Lacking signage, bulky vehicle, inconsistent service, high carbon footprint, public doesn't know stops or schedule, cash only, currently travels too much geography to get to destinations, periodically lacks dispatcher

Opportunities: Potential for additional funding, sponsorship, and advertisement, increased use by residents, seniors, teens, families & non-drivers, increased visitorship at cultural & historic sites, can be a component of "complete streets"

Threats: Underutilization. Outmoded equipment. Reputation of serving tourists only, resistance exists among community residents & leaders.

Qualities of Successful Public Transportation

Affordability
Accessibility
Convenience
Reliability
Recognition
Sustainability

Incorporation of Villages' Feedback

Our proposal is for improvements to the 2020 trolley service.

We have taken into account concerns & requests by village elected officials, with whom we met, Mayor Merandy and Trustee Early as well as Mayor Bowman including:

- Number & location of stops on the Main Street Corridor & 301
- Impact of trolley traffic on Main Street
- Size & capacity of the vehicle

Committee's 2020 Goals for Service

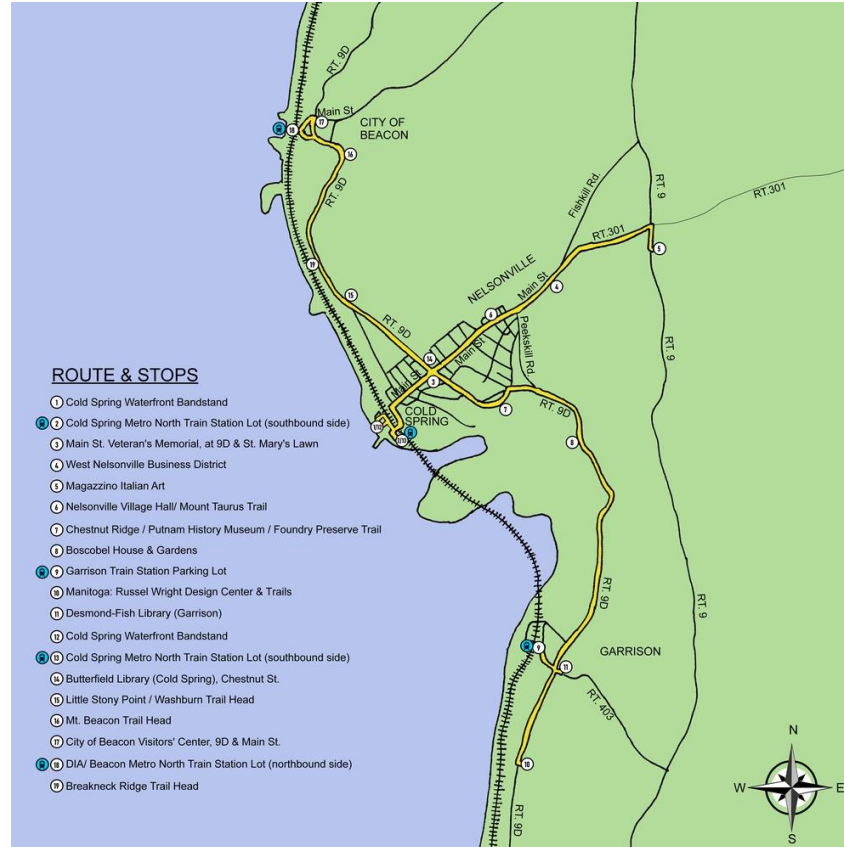
1. Improve Trolley Service Reliability
2. Increase Trolley Ridership
3. Influence Tourism Traffic Flow
4. Connect Both Residents & Visitors with Cultural & Historic Destinations, Business in the Area and Local Main Streets

Specific Proposals

1. Changes to Trolley Loop (Eliza Starbuck, President)
2. Public Signage (Eliza Starbuck, President)
3. Fares & Alternate Payment Options (Rebeca Ramirez, Co-Chair)
4. Google Transit (Jack Goldstein)
5. Marketing & Communication (Ann McBride, Co-Chair)

Changes to Trolley Loop

Change route to one continual loop. Reduce stops in Cold Spring village, and Beacon. Add stops in Nelsonville.



Public Signage



Feedback from riders indicates that there are problems “catching” the trolley. We propose that the County manufacture and install street signage at stops to inform the public where to catch the Trolley. We propose installation of two types of Trolley stop signs (fixed and seasonal) in places that are:

1. safe and convenient for riders
2. likely to be used by many riders
3. highly visible where the driver can see waiting fares

Public Signage Recommendations



Temporary
Signage

Fixed
Signage



Public Signage

The following locations are our proposals for trolley stop locations and signage with consideration of the concerns shared with us by Village Trustees and community members.

1. Cold Spring
Bandstand/
Waterfront Stop



2. Cold Spring Metro
North Station
Parking Lot Stop.
(The Putnam County
Department of
Transportation Dept.
is currently working
on improving
platform trolley
signage with Metro
North).



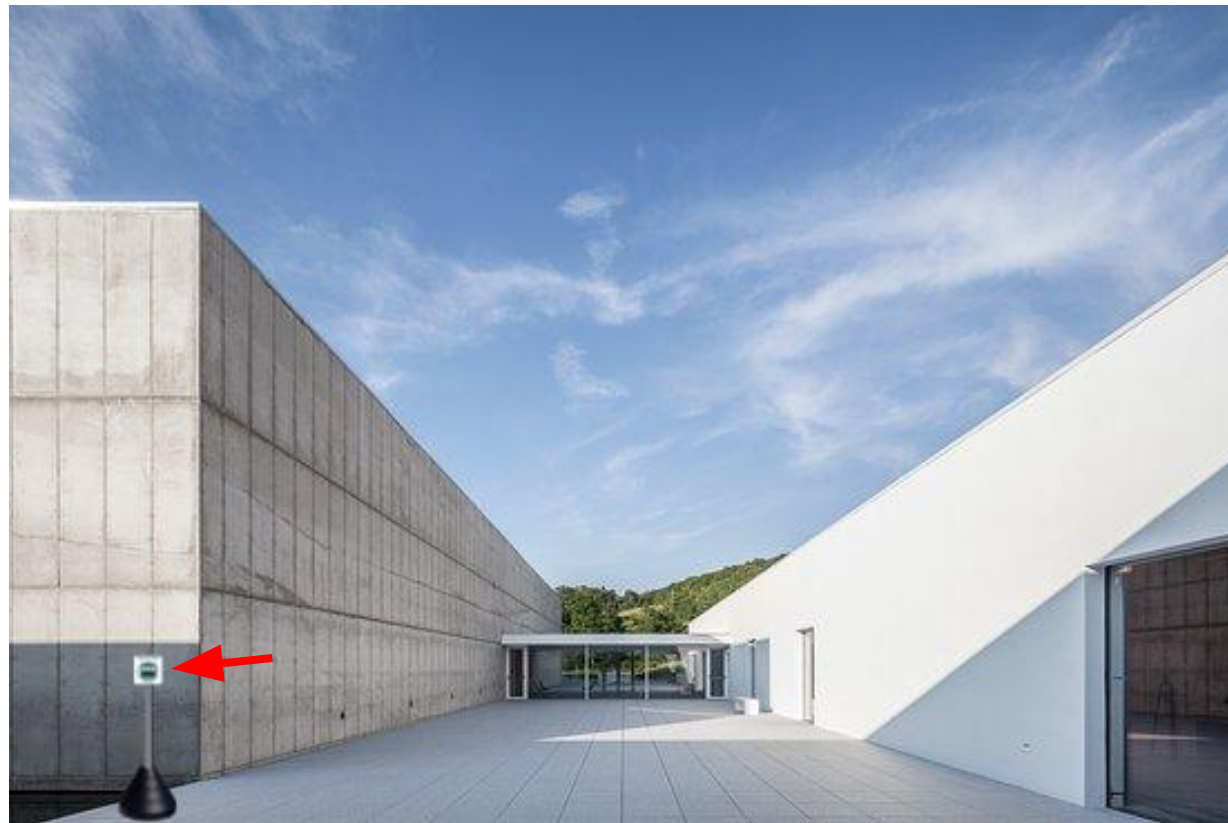
3. Veterans'
Memorial Stop on
Main St. at Rte 9D
(seasonably
removable signage)



4. East Nelsonville Main Street



5. Magazzino Italian Art Stop



6. Nelsonville
Town Hall/Mount
Taurus Trailhead
Stop



7. Putnam History
Museum/Chestnut
Ridge/Foundry
Preserve Trail
Head Stop



8. Boscobel House and Gardens Stop



9. Garrison Train Station Stop



10. Manitoga:
Russel Wright
House Stop



11. Desmond-Fish Library Stop



12. Cold Spring
Bandstand/
Waterfront Stop



13. Cold Spring
Metro North Station
Parking Lot Stop.
(The Putnam County
Department of
Transportation Dept.
is currently working
on improving
platform trolley
signage with Metro
North).



14. Butterfield
Library Stop
(seasonably
removable
signage)



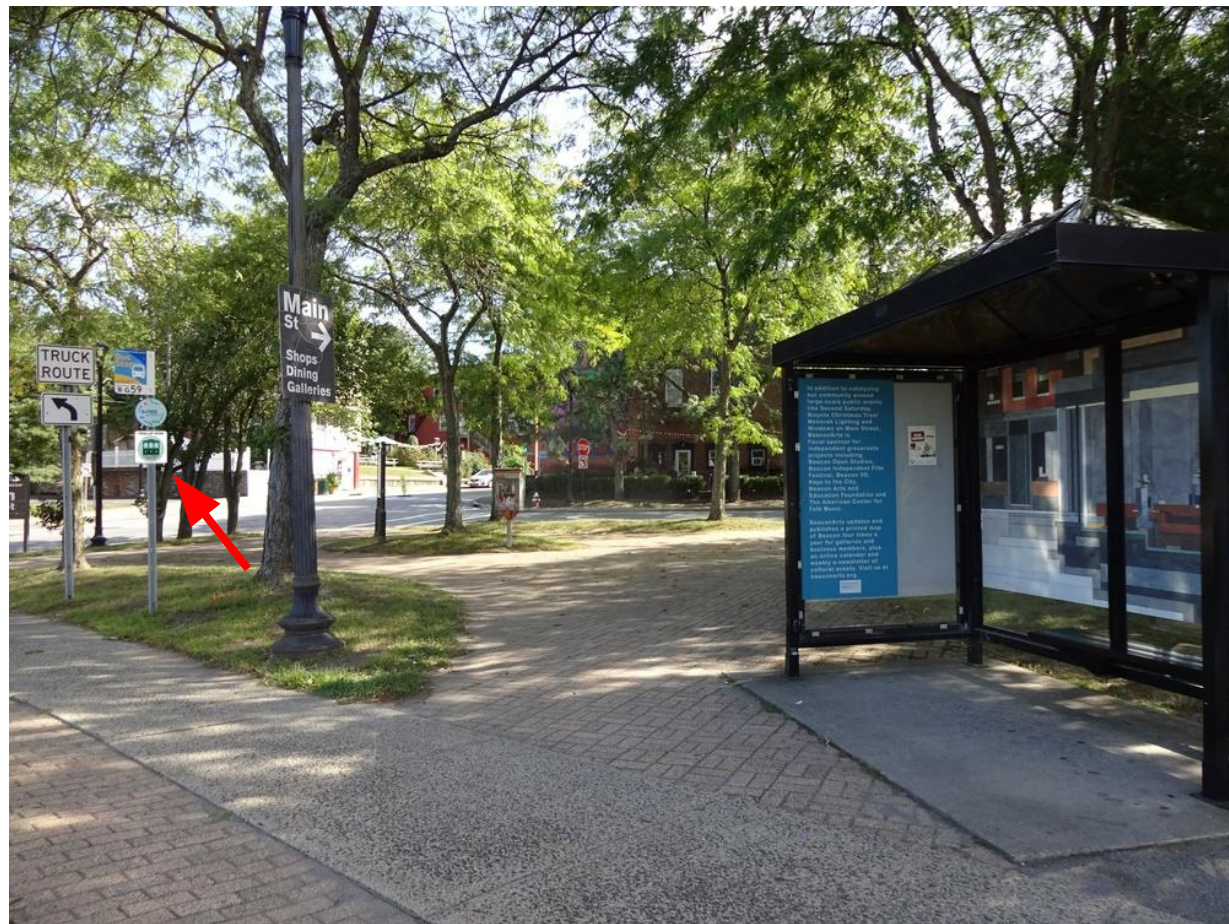
15. Little Stony
Point/Washburn
Trailhead Stop



16. Mt. Beacon Trailhead Stop



17. Beacon Visitors' Center & Main Street Stop



18. Beacon Train Station Stop



19. Breakneck Ridge Train Stop



Fares & Alternate Payment Options



- 1) Keep current fees and payment options, especially for one-stop users.
- 2) Introduce a *Day-Pass* option for those travelling to multiple stops.
- 3) Price the day pass at a reduced rate
- 4) Explore digital payment options for near future

Suggested Day-Pass Price:

\$5.00 for adults

\$2.50 for seniors

Google Transit

A no fee service to Public Transit Agencies that integrates “static” and “real time” transit system information with Google Maps, providing that the system maintains a publicly accessible service and operates on fixed routes and schedules.

Phase One: Static Data

Static data refers to information that isn't variable, such as the following:

- Locations and details of transit stops
- Public transport lines and routes

Google Transit

Phase Two: Real-time data (optional)

Real-time data refers to information that can change from moment-to-moment, such as the following:

- Trip updates
- Service alerts
- Vehicle positions

Marketing & Branding





Instagram

Search



coldspringtrolley

Following



52 posts

336 followers

228 following

Cold Spring Trolley (NY)

We are running through 11/10. Tag us! [#coldspringtrolley](#) We are on FB and Twitter too. 🚍 🚍 🚍 Map/schedule ↙ ↙ ↙

tinyurl.com/y5t5h5hr

Followed by constitution_marshall, desmondfishpubliclibrary, bennettg + 61 more



GoodniteT...



WhatToDo?



SocialMedia



Sunday!



300 Follo...



Labor Day ...



250 Follo...



Long-term Vision

As our Trolley transportation system improves, ridership and community acceptance should also increase. With growing emphasis on using green technology and sustainable practices, we envision transitioning out of the current vehicles and into smaller, more-efficient, hybrid vehicles without losing the Trolley's vintage design. These actions would support Putnam County & The Town of Philipstown's Climate Smart Community Initiative.

Thank you for your time and consideration.

Follow the Trolley @ColdSpringTrolleyNY