




WHY THE STREETCAR?



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THREE (of the many) REASONS WHY.....



- **To strengthen and unite the regional core**





- To strengthen and unite the regional core
- **To increase the ability of the regional transit network to reach secondary activity centers**



- To strengthen and unite the regional core
- To increase the ability of the regional transit network to reach secondary activity centers
- **To attract more customers to public transportation**



Strengthening the regional core



Strengthening the regional core



Strengthening the regional core



Strengthening the regional core

- Effective linkage
- Real Transit Service
- Tourists and natives
- Adequate capacity
- Unobtrusive, quiet
- Neighborhood friendly
- Pedestrian friendly
- Bike friendly



Regional Core Connector: West Sacramento Civic Center, Raley's Field, Tower Bridge, Old Sacramento, New Multimodal Station, Downtown Plaza, City-County Government Center, Capitol, State Offices, LRT, Buses



Reaching secondary regional centers

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- Solves the "last mile" problem for many destinations

Reaching secondary regional centers

- Solves the "last mile" problem for many destinations
- **Provides access at one end**

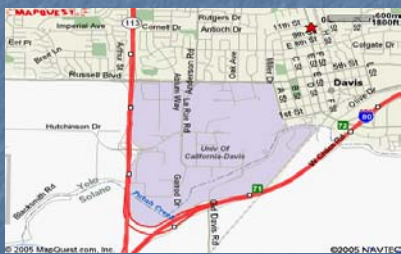


Reaching secondary regional centers

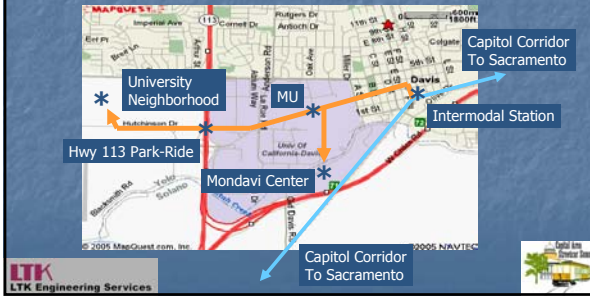
- Solves the "last mile" problem for many destinations
- Provides access at one end, **and also**
- **Makes the entire trip as a transit choice reasonable (affects both ends)**



Reaching secondary regional centers



UC Davis Connector: University Neighborhood, MU/Quad, Administrative and Mondavi Centers, Downtown Davis, Amtrak Depot Regional Connections

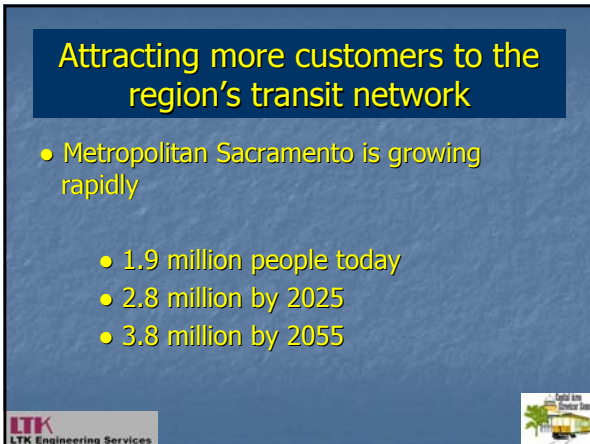


Attracting more customers to the region's transit network



Attracting more customers to the region's transit network

- Metropolitan Sacramento is growing rapidly
 - 1.9 million people today
 - 2.8 million by 2025
 - 3.8 million by 2055



Attracting more customers to the region's transit network

- Trip making will grow rapidly, much of it in dispersed patterns and non-traditional markets
- Much more reliance must be placed on transit in our region
- Smart growth land use policies must be matched by aggressive and innovative transit development



Attracting more customers to the region's transit network

- Streetcars are an important tool in the transit tool kit (Family of Modes)
- Streetcars can be targeted to non-traditional transit trip markets
- Streetcars have been proven to attract choice ridership



Why Streetcars? Because Streetcars can make a difference - regionally and locally