



City of Wayzata
600 Rice Street
Wayzata, MN 55391-1734

Mayor:
Ken Willcox
City Council:
Jack Amdal
Bridget Anderson
Andrew Mullin
Tom Tanner
City Manager:
Heidi Nelson

MEMORANDUM

TO: Mayor Willcox and Councilmembers
FROM: Heidi A. Nelson, City Manager
DATE: June 25, 2014
RE: Consider Trolley Pilot Program

In recent months, a local group has been working with the community in an effort to bring the trolley back to Wayzata and the Lake Minnetonka area. The attached information outlines a pilot program for Lake Minnetonka 360 Trolley, a program that would bring trolley service back to Wayzata for the summer of 2014. The information notes that the city would be asked to contribute funds to the pilot program for this season. Representatives from Lake Minnetonka 360 Trolley will be present for the workshop discussion.

Lake Minnetonka 360 Trolley

The BIG Idea!

Bring back the Trolley to Lake Minnetonka

Goal

To assist people make connections with communities, the environment, local business and one another.

Connecting w/ Community

A trolley is an historic and iconic image of Lake Minnetonka. That nostalgic emotion attracts visitors to come and explore the communities the trolley travels. It is a draw for both young and old and all diverse back grounds. It gives access to those who may not always have access to the communities around Lake Minnetonka. The Lake Minnetonka 360 Trolley (LM 360) creates a physical connection as an alternative transportation mode from community to community.

Connecting w/ Local Business

Generating revenue: A young mom, with her two kids, parks at the Colonial Square Lunds, they jump on the Lake Minnetonka 360 Trolley (LM 360) to go to the library. After picking out a few books, they take the LM 360 Trolley over to Lunds & Byerlys Kitchen to have lunch. Next stop is to the beach and after some fun in the sun; they hop back on the LM 360 Trolley to Lunds where they can do the grocery shopping for dinner.

Connecting w/ Environment

What better way to enjoy beautiful Lake Minnetonka than to be able to sit back in a climate controlled environment with your grand kids, spouse or family than on the Lake Minnetonka 360 Trolley. With someone else fighting traffic, a passenger can take in the “Big Woods” along historic Bushaway Road and follow the Scenic Byway around the lake.

Connecting w/ Others

Providing local transportation to seniors, the LM 360 Trolley serves as a mode of transportation for many of the seniors around the Lake Minnetonka area, especially our low-income seniors. The need has been identified that many seniors used the previous trolley as a means to conduct daily functions – going to the grocery store, picking up prescriptions, making doctor appointments. Bringing the trolley back is an affordable means for seniors to get around. The LM 360 Trolley also will enrich seniors’ lives by helping them find a way to stay connected with other seniors, other members of the community and with local businesses.

Pilot Program

Time Period: July 8, 2014 – September 18, 2014

Route Schedule: Tuesdays & Thursdays

Route Time: 9:00 AM – 4:00 PM

Route: Wayzata – utilizing a modified version of the previous trolley route w/ stops added at Pres. Homes, Boardwalk, Meridan Manor

Long-term Vision

To make connections around all of Lake Minnetonka from one community to the next, the LM 360 Trolley will utilize the future Scenic Byway and routes beyond for seniors, visitors and residents on a year round basis. The LM 360 Trolley will bring business from one community to the other, assist with giving access to Lake Minnetonka to those that normally may have difficult access to its beaches and other amenities. As an alternative mode of transportation, the trolley assists in alleviating car congestion.

Business Model

Outsourced all daily management, maintenance and risk related activities of the physical trolley entity to third party vendor that is a current operator in shuttle, limousine and transportation service industry. With the formation of a non-profit after pilot program, the newly formed organization will manage schedule, marketing, communication, etc. of trolley concept. Pilot Program structure will consist of a seasonal contract between third party vendor described above and the Wayzata Historical Society who is the acting fiscal sponsor for the project.

Financial Source Structure

-  Corporate Sponsorships
-  Fee based Ridership
-  Grants

Ask

We are asking the City of Wayzata to be the premier community to bring the trolley back to Lake Minnetonka with a municipal contribution of \$8000.00 towards assisting the seniors of Wayzata with a safe and affordable mode of transportation to get around the community as well as generate an amenity for the community to attract visitors by matching other large donors for the Pilot Program described above.