



April 17, 2023

To: Fox Cities Transit Commission  
From: Ron McDonald, General Manager *RCM*  
Subject: Recommendation for Downtown Appleton Trolley Service

**Background:**

Since 2007, Valley Transit has partnered with Appleton Downtown, Inc. (ADI) to provide contracted trolley service in downtown Appleton. The service is free for the public to ride and is designed to service events, points of interest and businesses between downtown Appleton and the riverfront. A rubber-wheeled trolley type vehicle is used to provide the service to replicate the early 1900's streetcar service that once served downtown Appleton. The service is provided on a loop route that follows the same path as Route 9 – The Link. The trolley service operates on Thursdays and Fridays from 5:00 PM to 11:00 PM and Saturdays from 8:00 AM to 11:00 PM during the summer operating period, which is June - September. During the trolley's operating hours, Route 9 service is suspended to avoid redundancy.

Support for the service is a partnership between Valley Transit and ADI, who provides the local share. Valley Transit executed the first option year of the contract to provide Downtown Appleton Trolley service for the 2022 summer trolley season. The contractor was Lamers Bus Lines, Inc.

The second option year of the contract allows for a negotiated rate. The previous 12-month rate of inflation for transportation is 14.6%. Lamers Bus Lines is proposing an increase of 7.3%, 50% of the 12-month rate of inflation.

**Analysis:**

Lamers is a responsive and responsible vendor, based on their satisfactory performance under the previous contracts for this service.

After considering all factors, Valley Transit concluded that Lamers Bus Lines, Inc. has proposed an adequate service at a reasonable cost for Valley Transit.

**Fiscal Impact:**

Lamers Bus Lines, Inc. proposed a rate of \$97.60 per hour for the 2023 Trolley season. This rate is within Valley Transit's ancillary service budget.

**Recommendation:**

**Authorize Valley Transit to enter into a second option year extension with Lamers Bus Lines, Inc. to provide the Downtown Appleton Trolley Service at a rate of \$97.60 per hour.**