

# LIBERTY RIDE TROLLEY PROGRAM OVERVIEW AND BUDGET DISCUSSION



Land Use, Health, and Development Department

Economic Development Office

September 19, 2022

# OVERVIEW

- Survey
  - Committee
  - Boards
  - Businesses
  - Tourists
- Liberty Ride Business Overview
- Current Challenges
- Future Considerations/Requests
- Q&A

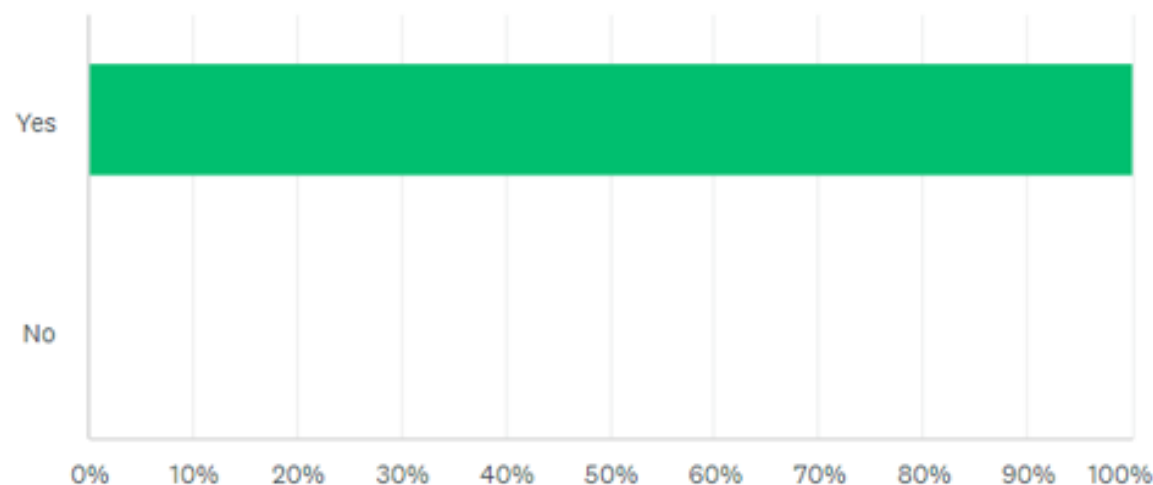
# SURVEY HIGHLIGHTS

- In the Spring of 2022, a survey was sent out asking Committees for feedback regarding the Liberty Ride:
  - Select Board, Planning Board, Tourism Committee, Economic Development Advisory Committee, and Lexington Center Committee
- 13 responses
  - “respondents feel that the Town should continue the Liberty Ride as a municipal service.”
  - “The second most popular aspect of the tour was narration by the tour guide.”
  - “Most respondents (33%) found that the number of tours and the number of days tours are available provides the greatest opportunity to improve the Liberty Ride Tour.”

## SURVEY RESULTS/HIGHLIGHTS

- A survey was also sent to local businesses in the Spring of 2022
- 7 responses
  - “About 42% of respondents felt the Liberty Ride should offer more stops.”
  - “Liberty Guide Tour would benefit from partnering with businesses that are willing to provide support in certain areas. Some options could be: fresh beverages for visitors, a raffle to win a gift card or prize, etc.”
  - “71% or 5 out of 7 of respondents feel we should look into a hop on hop off system, as well as looking at adding a longer stop at Minute Man National Park.”

**Has tourism supported your business? If yes, please explain.**



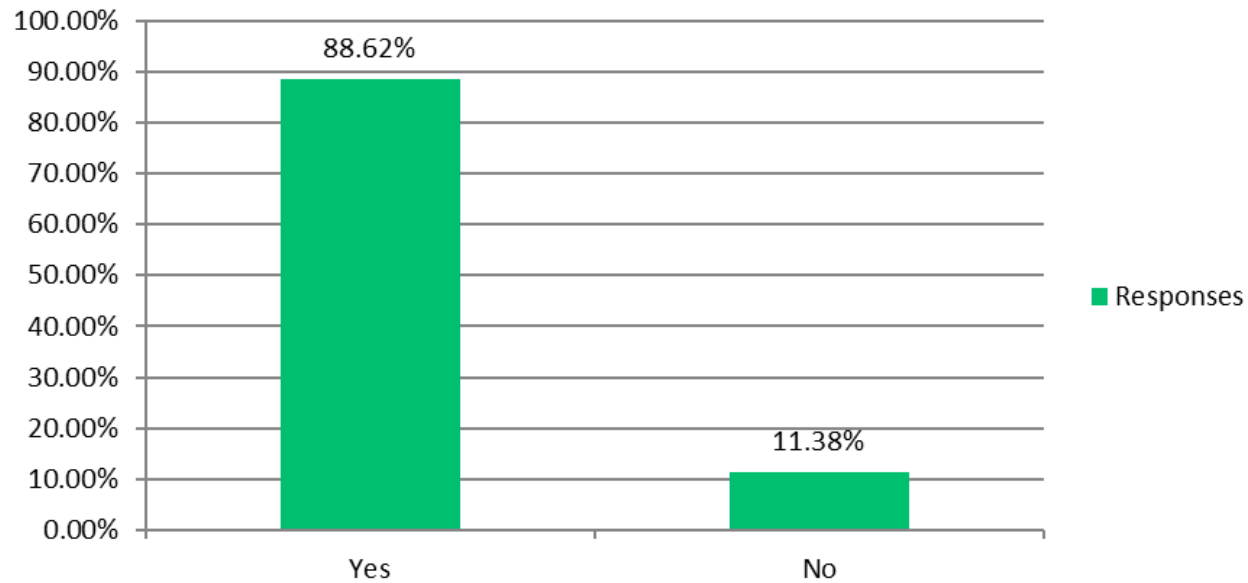
Respondents overwhelmingly feel that tourism positively impacts their business or operations. A few respondents who answered this survey were new businesses who feel they will see an increase in sales as tourism ramps up.

Comments:

- “We are a center business and many tourists stop and shop with us.”
- “My business has only been open for half a year. But we expect that with tourist season our sales should increase.”
- “Tourism is key to the Historical Society”
- “we get customers mostly from the bus tours”

# LIBERTY RIDE CUSTOMER SURVEY

Would you recommend the Liberty Ride to a friend?



**Survey Months**

**Year**

April-Oct

2017-2022

**Responses**

88.62%

257

11.38%

33

**Answered**

**290**

**Skipped**

**4**

**2022 Survey**

94 Responses

Overwhelmingly Positive. Highlights include trolley, stop at historical sites, and guide

# 2022 LIBERTY RIDE BUSINESS OVERVIEW

- One year contract with Joseph's Transportation
- 2,455 Tickets sold in 2021
- 31 seats
- 2 Tours per day, Friday- Monday

Source	Adult	Seniors/Military	Students	Total Sale Average
Visitors Center/ Website	\$28	\$25	\$20	84%
Viator/Trip Advisor	\$21.84	\$19.50	\$15.60	7%
Go Boston Pass	\$15.25	n/a	\$7.00	9%

# MARKETING EFFORTS

Platform	Source	ROI/Reach
Radio and Digital	GBH	43 Radio Slots over two weeks, 372,992 impressions
Print	Group Tour Magazine	18,750 Readers
Print	Youth Travel Planner	31,200 issues distributed
Print	Bus Tour Magazine	23,000 readers
Print	Boston Globe Sunday	769,065 Readers
Print	Boston Globe Magazine-Travel	769,065 Readers
E-Blast	Boston.Com	42,980 subscribers
Print	USA Today	100,000 copies printed,
Print	Greater Merrimack CVB	50,000 distributed
Digital	Facebook	74,425 impressions
Print	Greater Boston CVB	80,000 copies distributed
Digital	Greater Boston CVB	55,000 page views
VC Screens	Greater Boston CVB	12,000 people per week
Digital	WCVB	409,227 impressions (to date)



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*Lexington*

AN EPIC JOURNEY INSIDE & OUT!  
Start your journey at the Lexington Visitors Center, now open daily. Check out our revolutionary history room and famed diorama, or shop for unique gifts. Book a Liberty Ride Trolley Tour or Guided Battle Green Walking Tour, and see where it all began on April 19, 1775. Tours depart from the Visitors Center, 1875 Massachusetts Avenue, Lexington.


Tours available seven days per week!

GIFT SHOP RESTROOMS TOURS

All tours depart from the Lexington Visitors Center:  
1875 Massachusetts Avenue, Lexington MA

VISIT US ONLINE:  
**TourLexington.us**

For visitors center hours & tour information scan here: 



HOP ABOARD THE

**Liberty Ride**

Ride along the historic Battle Road while your costumed guide recounts the exciting events of April 19, 1775.

All tours depart from  
**The Lexington Visitors Center**  
1875 Massachusetts Ave  
For tickets and schedule visit:  
**www.TourLexington.us**



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**TRAVEL BACK IN TIME TO APRIL 19, 1775**  
Start your journey at the Lexington Visitors Center. Then hop aboard the Liberty Ride Trolley Tour, take a Guided Battle Green Walking Tour, or visit a Historic House Museum. It's yours to explore!

VISIT US ONLINE:  
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# CURRENT CHALLENGES

- Increasing Transportation Costs
- Increase in guide wages
- COVID Impacts on Travel and Tourism Industry
- Higher ticket costs than comparable tours
- Concord Trolley Pilot
- In FY2022, approximately 2,500 Liberty Ride tour tickets were sold from July to October 2021, but the program did not break even due to the high per-hour trolley rates.

# ESTIMATED 2023 COSTS

	Electric Trolley	Gas Trolley	Lease/Contract
<b>Capital Expense:</b>			
Trolley Vehicle	\$ 450,000	\$ 208,000	\$ -
Level 3 Charger	\$ 40,000	\$ -	\$ -
Total Capital Expense	\$ 490,000	\$ 208,000	\$ -
<b>Operating Revenues:</b>	\$ 194,220	\$ 194,220	\$ 194,220
<b>Operating Expense:</b>			
Salaries & Wages	\$ 108,040	\$ 108,040	\$ 56,772
Employee Benefits	\$ 17,589	\$ 17,589	\$ -
Contractual Services	\$ -	\$ -	\$ 221,112
Vehicle Maintenance	\$ 3,000	\$ 5,000	\$ -
Fuel (electricity/gas)	\$ 1,136	\$ 10,189	\$ -
Winter Storage	\$ 6,000	\$ 6,000	\$ -
Set-aside for Future Capital	\$ 49,000	\$ 20,800	\$ -
Total Operating Expenses	\$ 184,765	\$ 167,618	\$ 277,884
<b>Operating Net Income (Loss)</b>	<b>\$ 9,455</b>	<b>\$ 26,602</b>	<b>\$ (83,664)</b>

# SCENARIO ONE CONSIDERATIONS- LEASED TROLLEY

- A RFP is issued for a new transportation vendor
- The Town hires guides and a part time, in-house coordinator
- The Transportation vendor hires drivers and is responsible for maintenance, gas etc.

	Lease/Contract
<b>Capital Expense:</b>	
Trolly Vehicle	\$ -
Level 3 Charger	\$ -
Total Capital Expense	\$ -
<b>Operating Revenues:</b>	\$ 194,220
<b>Operating Expense:</b>	
Salaries & Wages	\$ 56,772
Employee Benefits	\$ -
Contractual Services	\$ 221,112
Vehicle Maintenance	\$ -
Fuel (electricity/gas)	\$ -
Winter Storage	\$ -
Set-aside for Future Capital	\$ -
Total Operating Expenses	\$ 277,884
<b>Operating Net Income (Loss)</b>	<b>\$ (83,664)</b>

## SCENARIO TWO CONSIDERATIONS- PURCHASE GAS TROLLEY

- The Town purchases a new diesel trolley using ARPA Funding
- The Town hires guides, drivers, and a full time, in house coordinator
- The Town would be able to explore other service options such as hop-on hop-off services and partnering with Concord, Lincoln, and the National Park.

	Gas Trolley
<b>Capital Expense:</b>	
Trolley Vehicle	\$ 208,000
Level 3 Charger	\$ -
Total Capital Expense	\$ 208,000
<b>Operating Revenues:</b>	\$ 194,220
<b>Operating Expense:</b>	
Salaries & Wages	\$ 108,040
Employee Benefits	\$ 17,589
Contractual Services	\$ -
Vehicle Maintenance	\$ 5,000
Fuel (electricity/gas)	\$ 10,189
Winter Storage	\$ 6,000
Set-aside for Future Capital	\$ 20,800
Total Operating Expenses	\$ 167,618
<b>Operating Net Income (Loss)</b>	<b>\$ 26,602</b>

## SCENARIO THREE CONSIDERATIONS- PURCHASE ELECTRIC TROLLEY

- The Town purchases a new electric trolley using ARPA funding.
- The Town purchases a level three charger using ARPA Funding
- The Town hires guides, drivers, and a full time, in house coordinator
- The Town would be able to explore other service options such as hop-on hop-off services and partnering with Concord, Lincoln, and the National Park.

	Electric Trolley
<b>Capital Expense:</b>	
Trolley Vehicle	\$ 450,000
Level 3 Charger	\$ 40,000
Total Capital Expense	\$ 490,000
<b>Operating Revenues:</b>	\$ 194,220
<b>Operating Expense:</b>	
Salaries & Wages	\$ 108,040
Employee Benefits	\$ 17,589
Contractual Services	\$ -
Vehicle Maintenance	\$ 3,000
Fuel (electricity/gas)	\$ 1,136
Winter Storage	\$ 6,000
Set-aside for Future Capital	\$ 49,000
Total Operating Expenses	\$ 184,765
<b>Operating Net Income (Loss)</b>	<b>\$ 9,455</b>

# QUESTIONS AND CONCERNS?

