How Will It Benefit Businesses?

**Center City Connector**

**Travel Time**
Streetcars every 5 minutes during peak times; 10-minute travel time from Westlake to Pioneer Square.

**Ridership**
The new alignment will carry 25,000 people a day in its opening year.

**Retail Sales**
Sales for businesses along the line are estimated to increase by 14%, or about $8.4 million per year.

**Improved Mobility**
People moving along 1st Ave. (in cars or transit) at peak times will increase by 9% in the opening year and by 26% in 2035.

**Connects Businesses to Customers**
The Center City Connector (C3) will be a fast, convenient link between neighborhoods. Improved connections across the city will expand the reach of businesses along the corridor.

- **5,000 per day**
estimated number of C3 riders who will board in South Lake Union in 2035.

- **154,000 jobs / 50,000 residents**
approximate number of jobs and residents within ¼ mile of streetcar.

**Strengthens Market Connections**
The C3 will strengthen travel to and from Pike Place Market, helping visitors travel easily along 1st Avenue and south into Pioneer Square. Currently, the large crowds at the Pike Place Market entrance drop off even one block away.

1st & Pike:
22,740 daily pedestrians

1st & Pine:
7,845 daily pedestrians

**Improves 1st Ave Street Experience**

- **Streetscape**
  Improvements will include streetscape amenities like trees and benches.

- **Crosswalks**
  Improved crosswalks and curbs will make walking safer and more enjoyable.

- **Access**
  Stations will be in the middle of the street, keeping sidewalks open for people walking and shopping.

seattlestreetcar.org
Businesses tend to overestimate the importance of drivers...

How Customers Arrive: Business Estimates and Actual

<table>
<thead>
<tr>
<th>Location</th>
<th>Actual</th>
<th>Estimated</th>
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<tbody>
<tr>
<td>Vancouver, BC</td>
<td></td>
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<tr>
<td>Bristol, UK</td>
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<td>Graz, Austria</td>
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...and underestimate the importance of transit.

Transit users spend as much or more than drivers.

Spending per Month, Downtown San Francisco

- Walking: $291
- Transit: $274
- Drive: $259
- Bike: $152

People arriving via transit spend less per trip than car drivers, but transit riders spend more overall because they visit more frequently.

C3 streetcar will grow business sales.

Based on analysis of the effects of South Lake Union Streetcar, the C3 streetcar is estimated to increase sales for businesses along the C3 corridor by 14%, or $8.4 million per year.

Business owners share how streetcar benefits their bottom line.

"We are so fortunate to have the South Lake Union stop just steps from our café’s front door. Our customers will check the clock at the trolley stop to see when the next one will arrive. If they have time, they will swing in for a Swiss mocha. If they happen to miss the trolley, no worries—they just stroll down Westlake—Swiss mocha in hand."

Leslie Conti, Owner of Café Suisse

"As a small business along the Portland Streetcar line, it has been incredible to see the amount of pedestrian traffic this transit line brought to our neighborhood. Not to mention the thousands of dollars in free visual marketing we’ve benefited from as passengers walk in front of our store to board or disembark the streetcar."

Jake France, Co-owner of Boys Fort