

# PBOT

PORTLAND BUREAU OF TRANSPORTATION

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Chloe Eudaly Commissioner Chris Warner Interim Director

## REPORT TO COUNCIL

**DATE:** February 27, 2019

**TO:** Commissioner Chloe Eudaly

**FROM:** Kathryn Levine, Division Manager, Portland Streetcar

**SUBJECT:** Portland Streetcar Annual Report for 2018

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The fifth annual report from Portland Streetcar has been scheduled for February 27, 2019, at 9:45 a.m.

The purpose of this report is to provide Council members with an update on Portland Streetcar performance, transit service, ridership, economic development and housing. Attached please find the 2018 Annual Report, which includes performance metrics from the five-year Portland Streetcar Strategic Plan.

Presenters will include Dan Bower, Executive Director of Portland Streetcar, Inc. (PSI) and Kathryn Levine, Portland Streetcar Division Manager.

We appreciate the opportunity to share with Council the latest data on Streetcar performance and ridership, an update on the purchase of 3 new vehicles from Brookville, and a possible extension into Northwest Portland.



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# Portland Streetcar

2018 ANNUAL REPORT



PORTLAND  
STREETCAR

**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION



# Connecting Community

## Portland Streetcar is at the forefront of Portland's growth.

When city officials planned the first streetcar line in the 1990s, they knew that the success of our transit system was interdependent with housing and job development.

As a community, we've planned our land use and transportation systems together in a way that fosters vibrant neighborhoods, empowers transit-dependent Portlanders and connects people from all areas of the city to jobs, schools and services.

Today, we see more than ever the dividends of that planning. As we continue to plan for the city's future, Portland Streetcar will play a leading role in guiding where and how investment and economic opportunity happen.

In 2019, we're poised to catalyze much-needed development by planning an extension of the streetcar farther into NW Portland while purchasing three American-built streetcars to meet ridership demand, which is expected to grow to 20,000 riders per day by 2025.

As we as a community work to create the city that works for all Portlanders, Portland Streetcar is proud to play a key role in shaping that change.



**Dan Bower, Executive Director**  
**Portland Streetcar, Inc.**



# Why Streetcar?

Streetcar was created to accomplish three goals:



## COMMUNITY GROWTH

Streetcar has a track record of helping to grow communities in Portland, most recently in the Central Eastside.



## EQUITABLE MOBILITY

Streetcar has increased the ability of residents to get around the city independently, many of whom are transit-dependent and on fixed incomes.



## CIRCULATION

Streetcar helps move people efficiently and easily around the central city, reducing traffic and congestion and car trips.

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**“Portland Streetcar provides accessible transit in the central city while encouraging walkable development and running on all renewable energy.”**

Portland City  
Commissioner  
Chloe Eudaly

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Portland Streetcar is making a difference in the lives of everyday and transit-dependent Portlanders, including those living on fixed or low incomes.







## WHO RIDES THE STREETCAR?



**32%**

of Streetcar riders earn under \$30,000 per year



**38%**

of Streetcar riders come from households without a car



**23%**

of Streetcar riders do not have a driver's license

Streetcar drivers use the mobility ramp

**35+ times**

per hour to assist passengers with disabilities



**32%**

of Portland's jobs are along the Streetcar route



**2,911**

affordable housing units have been built in the Streetcar corridor

Streetcars run on

**100%**

renewable energy, helping address the climate crisis



**Low-income reduced fares**

are available to riders living below double the federal poverty level



# Catalyzing Development

Portland has a track record of helping to grow its communities by planning its land use and transportation systems together in a way that fosters vibrant neighborhoods and connects Portlanders to jobs, schools and services.

The link between Portland Streetcar and housing is strong. Over the past 17 years, Streetcar ridership has grown steadily along with housing construction, with over 15,000 riders per day and 4.8 million total riders last year. Since Portland Streetcar opened in 2001, half of all multifamily housing built in Portland has been located within ¼ mile of the Streetcar line.

Equity-focused development promises to continue capitalizing on streetcar connectivity in areas like Lower Albina. In the Broadway Corridor, Prosper Portland has initiated a multi-phase process to determine the development strategy for the area, with a focus on ensuring all communities have an opportunity to benefit from the redevelopment of sites like Union Station and former United States Postal Service property.

As we continue to plan for a growing, vibrant city, Portland Streetcar will play a leading role in guiding where and how housing investment happens.

## HOUSING ALONG THE STREETCAR CORRIDOR

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of all housing units built in Portland in the last 20 years



housing units built in 2017



new units planned/under construction



in real market value for all development since 1998



# Improvements Ahead

To help meet increased ridership demand and allow for more frequent service, Portland Streetcar is purchasing three brand-new, American-built streetcars.

The new streetcars will enter the fleet in 2020 and come equipped with a host of quality-of-life improvements, including additional seating, extra room for mobility devices, and improved signage.

Manufactured by Brookville Equipment Co., the new streetcars were funded in part by contributions from Go Lloyd, the Central Eastside Industrial District, and Northwest Portland parking meter revenue.

Since the announcement of our new streetcars, we've focused on improvements to Portland's street infrastructure in order to improve and prepare for Streetcar's expanded service, including:

## Changes to NE Grand Avenue

We worked with the Portland Bureau of Transportation and TriMet to help prioritize streetcars and buses on NE Grand Ave at the I-84 onramp.

## Enhanced Transit Corridors

Small changes to high-traffic streets like at NE Grand Ave are part of a larger plan with PBOT and TriMet called Enhanced Transit Corridors. The plan calls for syncing the timing of traffic signals and giving transit priority lanes in sections of a road – to improve traffic flow and make buses and streetcars a more reliable, frequent-service option.

## FY 17/18 OPERATING BUDGET

Total Costs: \$13,624,068



The bar chart represents sources of revenue used to fund the Streetcar system.





# Revitalizing Northwest Portland

Throughout the city's history, Northwest Portland has undergone constant change.

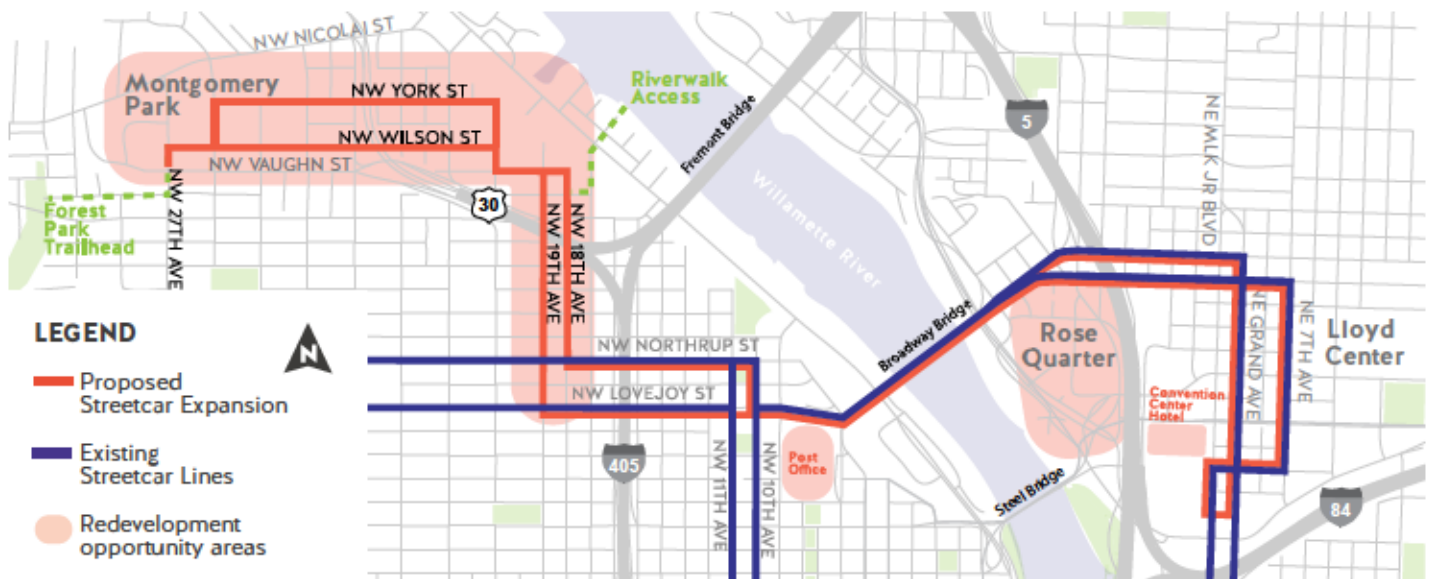
The neighborhood has hosted a world's fair, drawn crowds to the city's first professional baseball stadium, and served as the point of entry to Forest Park. Over that time, the area has become one of the most densely populated residential areas in Oregon.

As we look to the future of Northwest Portland, the neighborhood's northern section offers an opportunity to redevelop more than 45 acres and support the return of the streetcar, helping to restore activity to an area of the city that was once buzzing with culture and commerce.

With a terminus at the iconic Montgomery Park, the extension will serve the former ESCO site, 24 acres of land poised for redevelopment. The alignment will provide an opportunity for the city to envision a new neighborhood built around Portland's shared civic goals of equity, transit access, clean air and economic opportunity.

The project was awarded a \$1 million transit-oriented development planning grant by the Federal Transit Administration that will fund land use planning, traffic analysis and a rezoning strategy for the area. With proper planning, Northwest Portland has the potential to welcome new employment opportunities, industrial uses, housing, transportation investments and technologies that improve safety and access for local residents and industrial businesses.





## THE OPPORTUNITY

Streetcar's expansion into Northwest Portland will provide:

### 45+ acres of land

ready for redevelopment along the corridor

### Direct access

to Forest Park and the Willamette River

### New connections

for pedestrians, bicyclists and vehicles



### Adaptive reuse

and new construction projects

### Neighborhood-serving retail

including a grocery store

### A new route

that moves people efficiently and easily





# Streetcar Performance: 2015-2020

In 2015, the City of Portland and Portland Streetcar adopted a five-year strategic plan to establish and track goals related to financial stability, long-term asset management, continued operational success, and targeted expansion into new service areas.

## 1. SAFETY & SECURITY

**Vision: Provide a safe and secure streetcar system consistent with the City of Portland's Vision Zero policy, including the safety and security of Portland Streetcar stations, riders and the general public**

STRATEGY	PERFORMANCE MEASURE	2014 (Base Year)	2015	2016	2017	2018	2020 TARGET
Reduce collisions between autos and streetcars by 20%	Annual # of collisions per one thousand revenue hours	0.82	0.50	0.71	0.41	0.59	0.66
Continue to improve safety of traveling public, especially that of passengers and those operating bicycles around streetcar tracks	Number of fatal or serious injuries on the streetcar system	0	0	0	0	0	0
Ensure the safety of streetcar passengers stations through targeted investments in security personnel, video surveillance and partnerships with local and federal law enforcement agencies	Annually account for demonstrated progress			<ul style="list-style-type: none"> <li>Hiring of one new Streetcar Officer</li> <li>Developing design for installation of cameras on all streetcars</li> <li>Security guards added to Maintenance and Operations Facility</li> <li>Security Cameras installed inside Facility</li> </ul>	<ul style="list-style-type: none"> <li>Design of security cameras in streetcar yard</li> <li>Modification of posted speeds for streetcar operators in high-crash locations</li> </ul>	<ul style="list-style-type: none"> <li>Hired one new Streetcar Officer</li> </ul>	N/A

## 2. PLANNING FOR THE FUTURE

**Vision: Ensure the existing streetcar system is operating as efficiently as possible while exploring strategic expansions consistent with the land use vision included in adopted plans and policies. Ensure adequate capacity on the system, including vehicles and stations, for 20,000 riders per day by 2020.**

STRATEGY	PERFORMANCE MEASURE	2014 (Base Year)	2015	2016	2017	2018	2020 TARGET
Ensure existing system has appropriate redundancies and operational fallback opportunities through investments in track "turn-backs", tail tracks or other investments that can support operations during unplanned events	Number of opportunities to turn streetcars around within the existing track system	7	7	7	7	7	9
Acquire three to five additional modern streetcars to support operations and work toward providing 10 minute frequency of service on all streetcar lines	Number of modern streetcars available for service	17	17	17	17	17. Ordered three more streetcars.	20-22
Evaluate solutions for improving customer information including electronic station signage, arrival information, mobile applications for ticketing and enhanced web presence		N/A	<ul style="list-style-type: none"> <li>Updated all signs and cars with new logo and branding materials</li> <li>Updated all system maps and signage in streetcars</li> <li>Adopted uniform policy for streetcar operators</li> </ul>	<ul style="list-style-type: none"> <li>Procured and installed new 3G NextBus vehicle tracking and prediction signs at all westside shelters</li> <li>Launched updated website: PortlandStreetcar.org</li> <li>Installed Hop FastPass e-fare validators on all streetcars</li> </ul>	<ul style="list-style-type: none"> <li>Launched HOP Fastpass in partnership with TriMet</li> </ul>	<ul style="list-style-type: none"> <li>Added Automatic Passenger Counters (APCs) to 100% of fleet</li> </ul>	N/A

### 3. TRANSIT PERFORMANCE

**Vision: Provide reliable and efficient transit service to support a growing central city which will include more residents and businesses, more cars and traffic and more passengers relying on Portland Streetcar for access and mobility.**

STRATEGY	PERFORMANCE MEASURE	2014 (Base Year)	2015	2016	2017	2018	2020 TARGET
Maintain at least 85% on-time performance across the system	Percentage of streetcars arriving at time-points within a window of up to one minute early, or five minutes late, by line, using GPS data	81%	82%	82% (NS 85%, A Loop, 85%, B Loop 76%)	80% (NS 83%, A Loop 82%, B Loop 75%)	82% (NS 83%, A Loop 83%, B Loop 78%)	<b>85%</b>
Evaluate the existing streetcar system for operational improvements including signal timing, station consolidation, dedicated rights-of-way or other solutions	Run time for streetcar lines as tracked by NextBus GPS data (including planned layovers)	N/A	NS: 75 minutes A/B Loop: 60 minutes	NS: 75 minutes A/B Loop: 60 minutes	NS: 75 minutes A/B Loop: 60 minutes	NS: 75 minutes A/B Loop: 60 minutes	<b>NS: 75 minutes A/B Loop: 58 minutes</b>
Invest in technology to support better workflow and performance monitoring	Measurable steps taken toward improving operations planning and reporting through investments in technology	N/A		Finalized procurement of incident management software module to support workflow planning and performance tracking	* Updated schedules in Fall 2017 to add service on NS line * Full implementation of incident management software	* Implemented new performance dashboard	<b>N/A</b>

### 4. EFFICIENT & COST-EFFECTIVE OPERATIONS

**Vision: Provide frequent transit for a majority of service hours at a cost-effective rate and with reliable scheduling for customers and operators.**

STRATEGY	PERFORMANCE MEASURE	2014 (Base Year)	2015	2016	2017	2018	2020 TARGET
Provide service at 15-minute frequency or better on all streetcar lines for a majority of service hours at or below \$180 per Revenue Hour	Cost per Revenue Hour	\$168	\$180	\$184	\$184	\$188	<b>\$180</b>
Develop twenty-year capital asset management plan	Demonstrated progress toward adoption and updates of 20-year capital asset plan	N/A	20-Year Capital Plan Developed	20-Year Capital Plan updated	20-Year Capital Plan updated	20-Year Capital Plan updated	<b>Plan In Place and Annually Updated</b>
Increase fare-box recovery from 10% to 20% by 2020 through a transition to e-fare and improved enforcement	Percentage of operating costs covered by fares received by the City of Portland	10%	11%	14%	14%	13%	<b>20%</b>

### 5. DEVELOPMENT & PUBLIC-PRIVATE PARTNERSHIPS

**Vision: Further integrate streetcar planning with land-use decisions and building designs to support transit-oriented development and encourage "place-making" and public spaces through public-private partnerships, including the continued engagement of a Board of Directors for PSI, meant to represent the private sector interests of Portland.**

STRATEGY	PERFORMANCE MEASURE	2014 (Base Year)	2015	2016	2017	2018	2020 TARGET
Annually account for and report on the total square feet of residential and commercial development, number of jobs, and affordable housing units along the streetcar alignment	Annual publication of economic development figures		✓ Full reports available online	✓ Full reports available online	✓ Full reports available online	✓ Full reports available online	<b>N/A</b>
Continue to integrate streetcar into large planned developments occurring over the next five years	Number Track Access Permits issued each year		100	149	100	115	<b>N/A</b>




In compliance with Title VI of the Civil Rights Act and Title II of the Americans with Disabilities Act, it is the policy of the City of Portland that no person shall be excluded from participation in, denied the benefits of or be subjected to discrimination in any City program, service, or activity on the grounds of race, color, national origin, or disability. To help ensure access to City programs, services, and activities, the City of Portland reasonably: provides language translation and interpretation for limited English proficiency individuals; modifies policies and procedures; and provides auxiliary aids, services and/or alternative formats to persons with disabilities.

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Agenda No.  
**REPORT**  
Title

Portland Streetcar Annual Report for 2018 (Report)

<p><b>INTRODUCED BY</b> Commissioner/Auditor: <b>Chloe Eudaly</b></p>	<p>CLERK USE: DATE FILED <u>FEB 19 2019</u></p>
<p><b>COMMISSIONER APPROVAL</b></p> <p>Mayor—Finance &amp; Administration – Wheeler</p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Hardesty</p> <p>Position 4/Safety - Eudaly</p>	<p>Mary Hull Caballero Auditor of the City of Portland</p> <p>By: <u></u> Deputy</p>
<p><b>BUREAU APPROVAL</b></p> <p>Bureau: PBOT Group: Development, Permitting &amp; Transit Group Manager: Christine Leon Director: Chris Warner</p> <p>Prepared by: Kathryn Levine; CB Supervisor: Christine Leon Date Prepared: January 25, 2019</p>	<p><b>ACTION TAKEN:</b></p> <p>FEB 27 2019 <b>ACCEPTED</b></p>
<p><b>Impact Statement</b></p> <p>Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p><b>Portland Policy Document</b> If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>	
<p><b>City Auditor Office Approval:</b> required for Code Ordinances</p>	
<p><b>City Attorney Approval:</b> required for contract, code, easement, franchise, charter, Comp Plan</p>	
<p>Council Meeting Date <b>February 27, 2019</b></p>	

<p><b>AGENDA</b></p> <p><b>TIME CERTAIN</b> <input checked="" type="checkbox"/> Start time: <u>9:45 a.m.</u> Total amount of time needed: <u>15 minutes</u> (for presentation, testimony and discussion)</p> <p><b>CONSENT</b> <input type="checkbox"/></p> <p><b>REGULAR</b> <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)</p>
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Revised 8/2017

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	<input checked="" type="checkbox"/>	
2. Fish	2. Fish	<input checked="" type="checkbox"/>	
3. Hardesty	3. Hardesty	<input checked="" type="checkbox"/>	
4. Eudaly	4. Eudaly	<input checked="" type="checkbox"/>	
Wheeler	Wheeler	<input type="checkbox"/>	<input type="checkbox"/>