

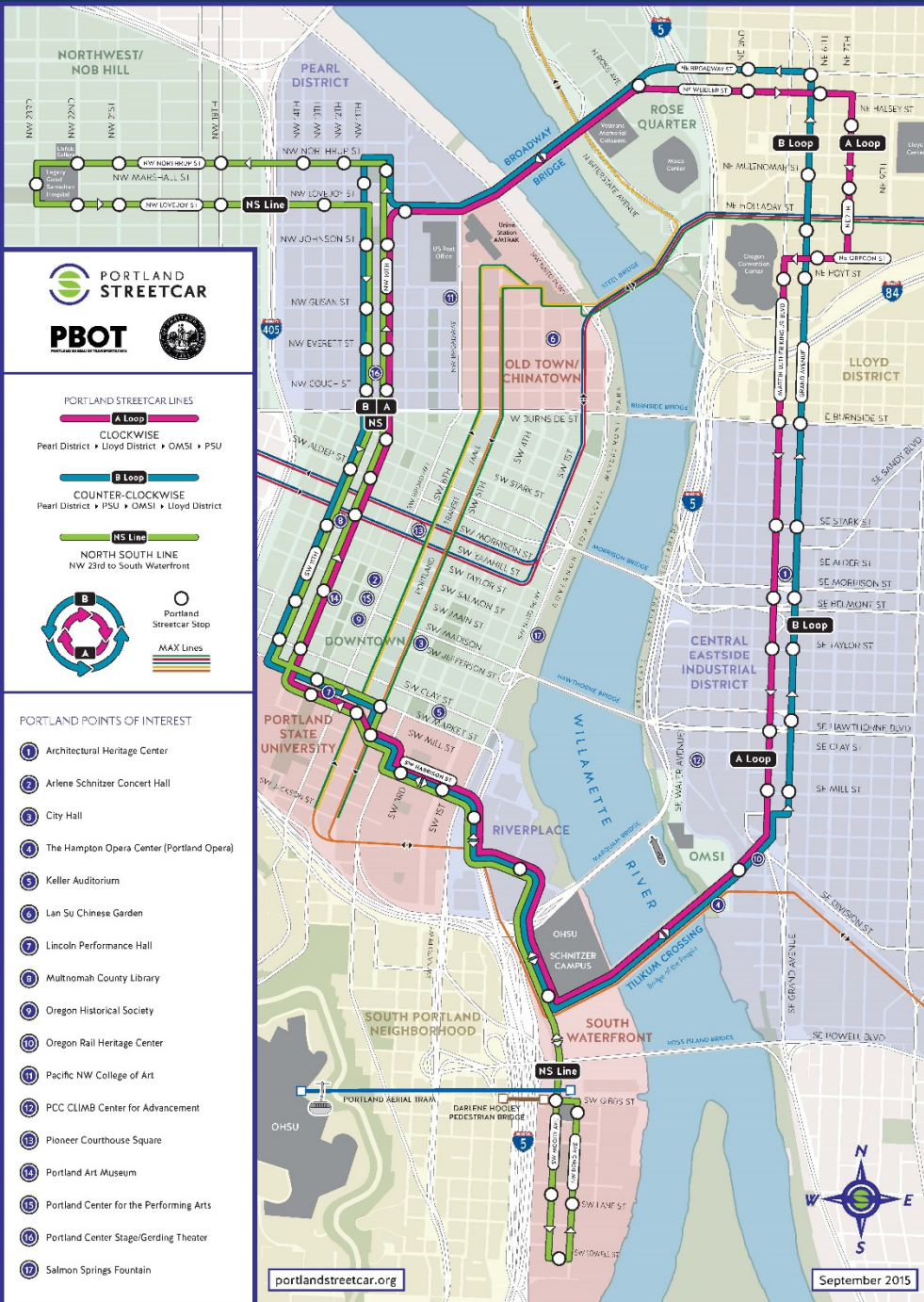


2001 ----- 2015



**PORTLAND
STREETCAR**





Service Plan Effective September 2015
 North/South Line (6 streetcars) and A/B Loops (4 streetcars each)
 3 spare streetcars; 55 operators and 9 mechanics

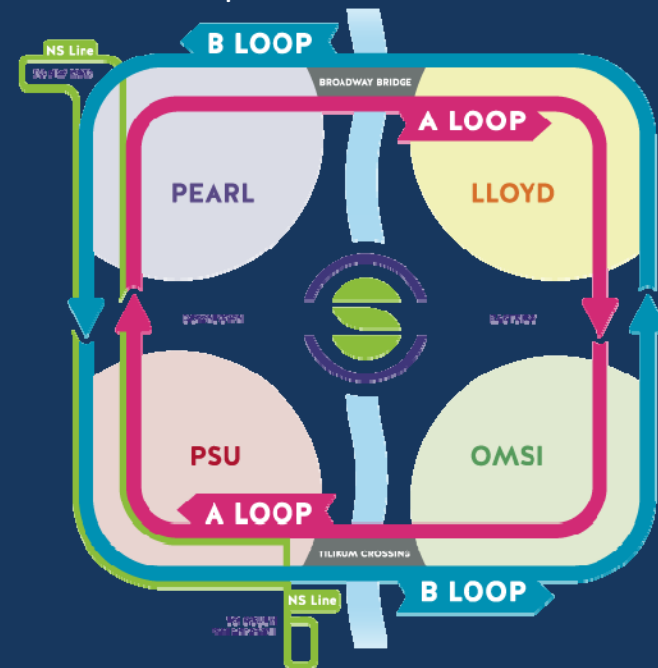
Monday - Saturday
 Every 15 minutes
 10:00am - 7:00pm

Every 20 minutes
 5:30am - 10:00am
 7:00pm - 11:30pm

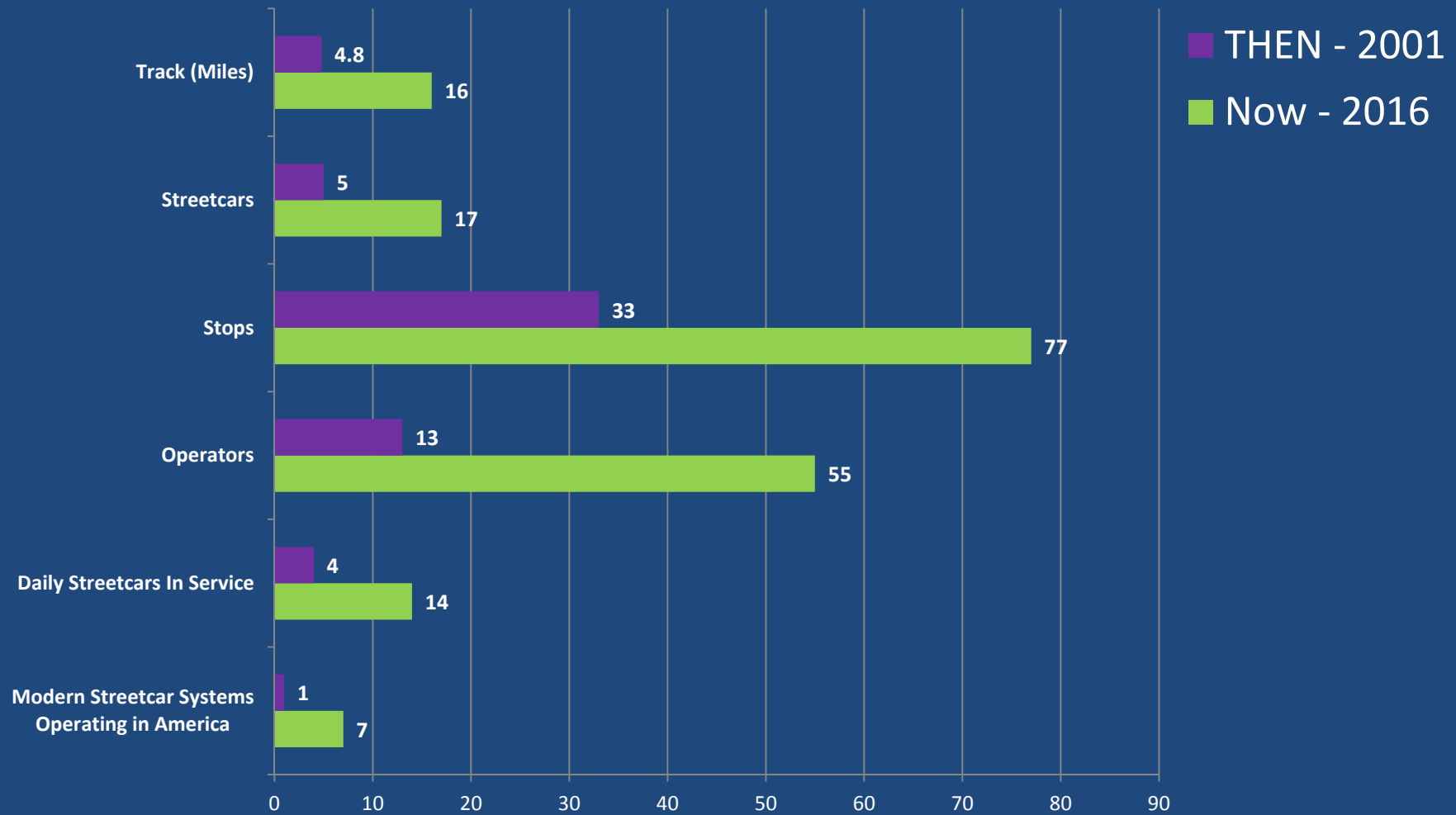
Sunday
 Every 20 minutes
 7:30am - 10:30pm

Opening Day - First Ride at 11am September 12, 2015

Weekday Ridership ~ 12-15,000/day



Portland Streetcar System by the Numbers: Then (2001) and Now (2016)



Modern Streetcars in America

- Operating Today

- Seattle
- Tacoma
- Tucson
- Atlanta
- Salt Lake City
- Charlotte
- Dallas

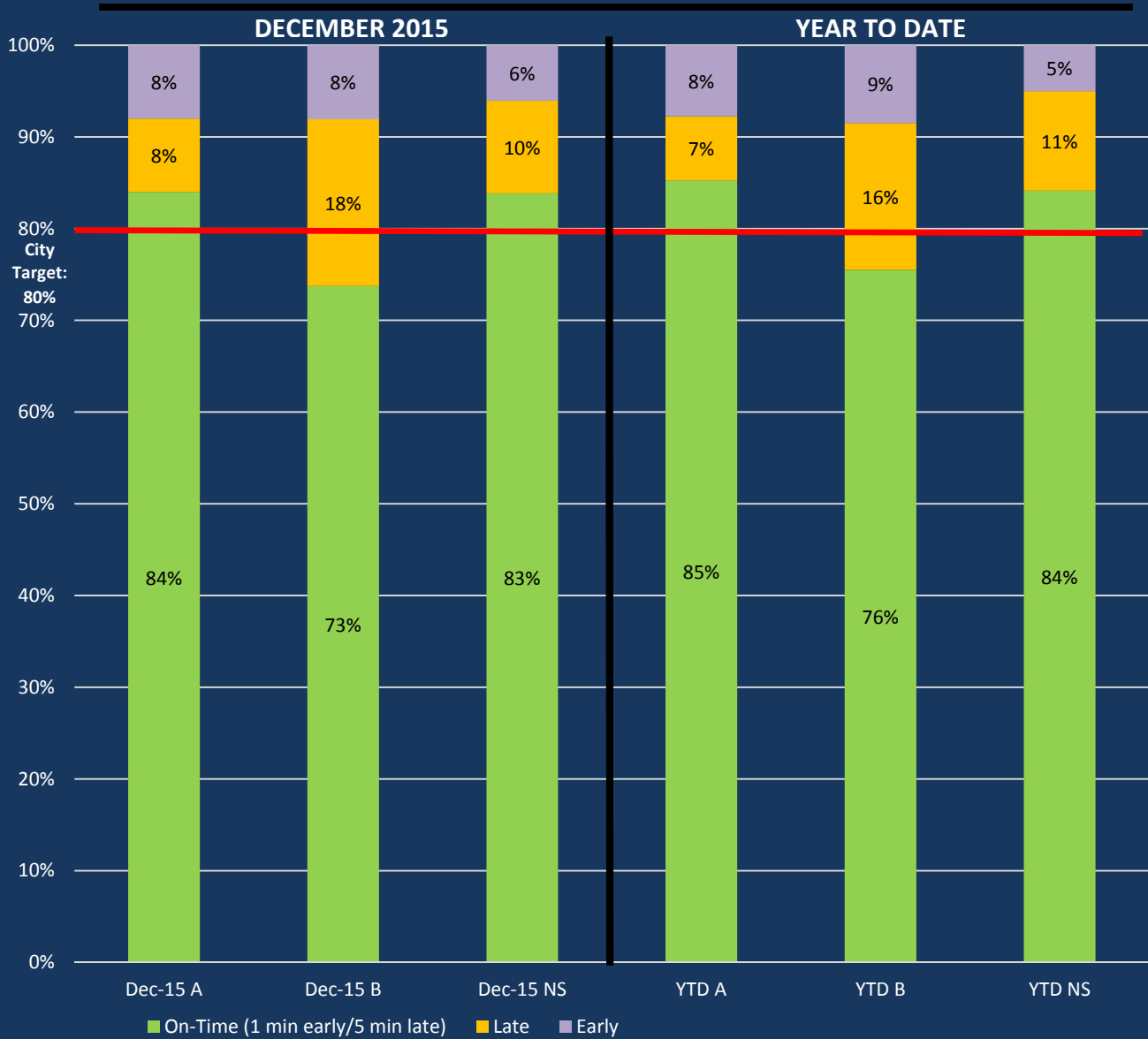


- Opening Soon

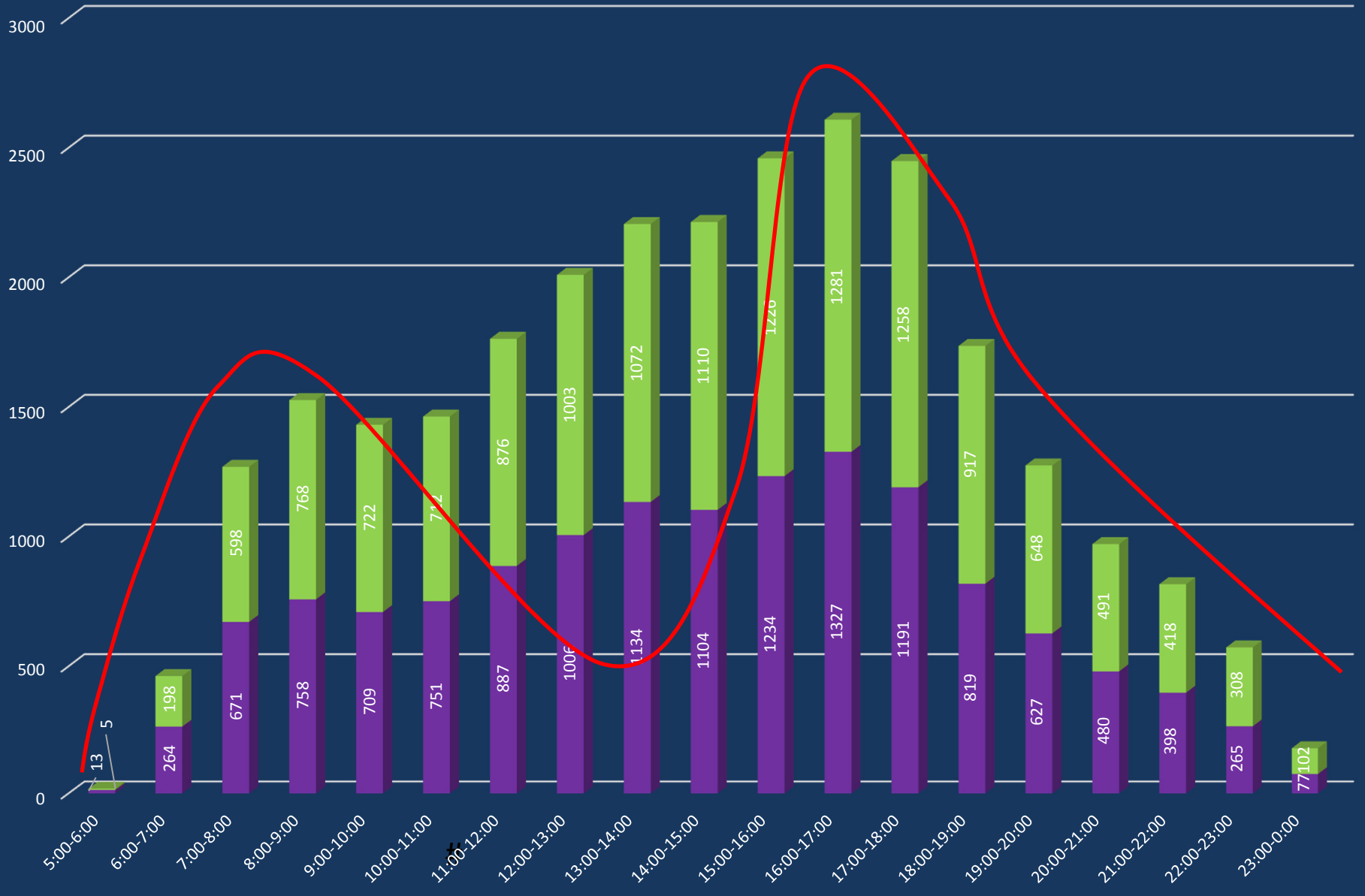
- Kansas City
- Cincinnati
- Milwaukee
- Washington, DC
- Oklahoma City
- Detroit
- Sacramento

PORTLAND STREETCAR ON-TIME PERFORMANCE: DECEMBER 2015

SOURCE: NEXTBUS ARRIVAL TIMES

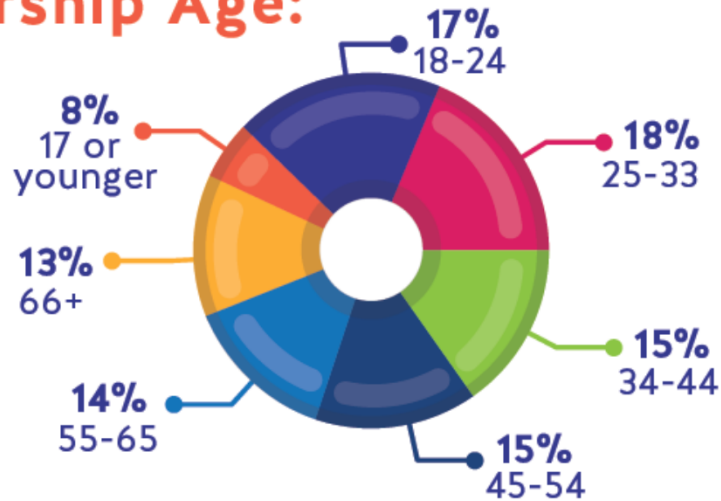


Portland Streetcar Ridership by Hour



A system that serves everyone

Ridership Age:



LESS THAN 5%
of riders are tourists

38%

of streetcar riders
come from
households
**without
a car**



25% of
streetcar riders
earn less than
\$20,000
per year

Connecting the Entire Community

66%



of streetcar trips
begin at home



PORTLAND
STREETCAR

Connecting the Entire Community

The top destinations for Portland Streetcar riders:



Work 32%



Shopping/Dining 26%



College Class 17%



PORTLAND
STREETCAR



Connecting the Entire Community

23%

of streetcar riders
do not have
a driver's
license



Riders that transfer from the system take a:



15%
TriMet
bus



7%
MAX
Light Rail



Streetcar
drivers use the
mobility ramp
35+ times
times per hour to
assist passengers
with disabilities

SOURCES:

ECONorthwest Data Analysis, July 2015

Portland Streetcar Ridership Survey, 2015

Portland Streetcar Monthly Ridership Data, 2015



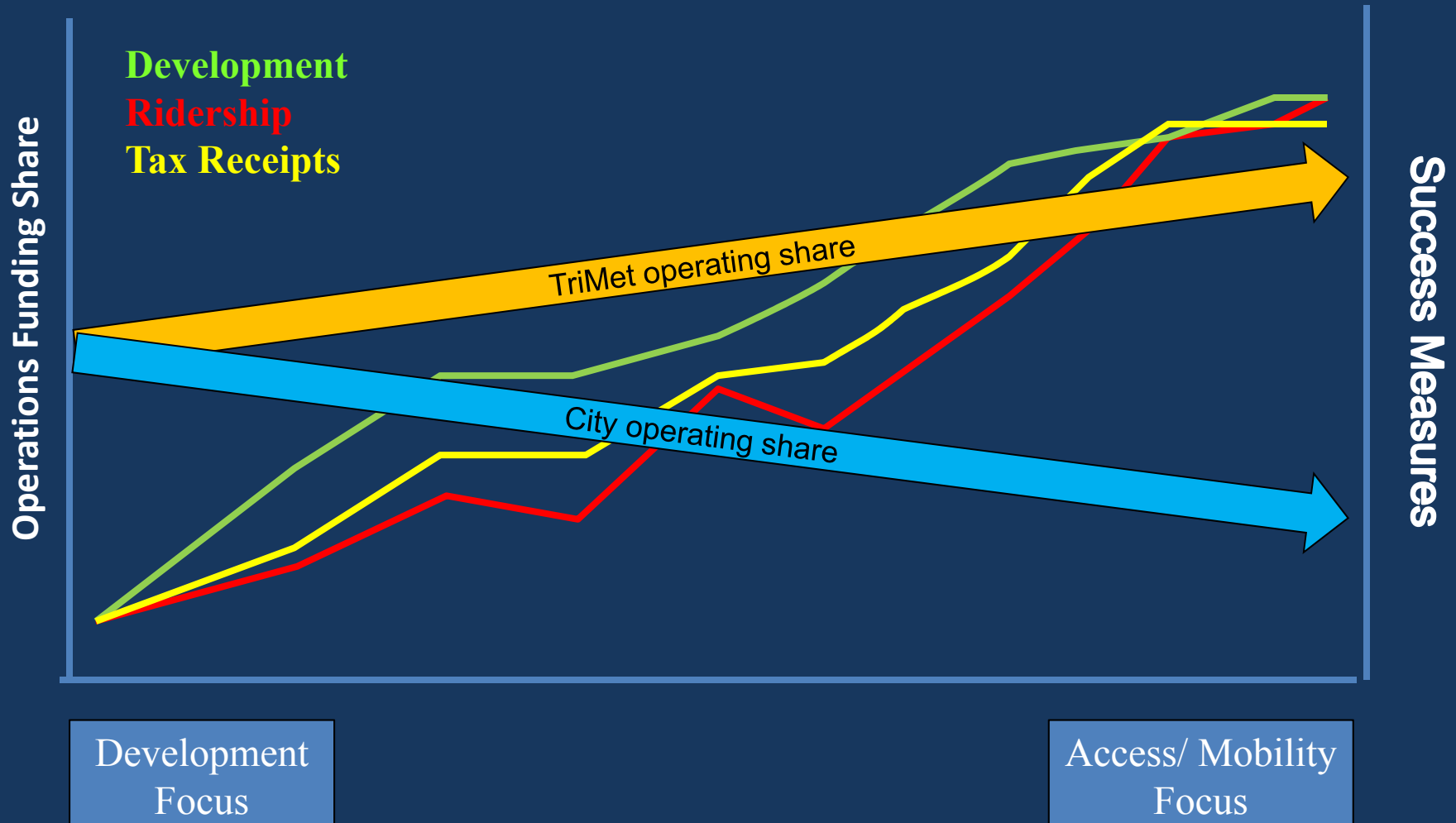
Portland Streetcar Structure

- The City of Portland owns and maintains the Portland Streetcar system; it's also the lead development agency and in charge of land use planning in Portland.
- TriMet is the regional transit provider and supports Streetcar by providing trained operators and mechanics as well as providing operational expertise and funding.
- The non-profit Portland Streetcar, Inc., through its Board of Directors, and with authority granted by the City, provides oversight and assistance for planning, operations, budgeting, customer relations and streetcar best practices.
- All three agencies collaborate on transportation and land use planning in the region. Their relationship is governed by the Streetcar **Master Agreement** which was adopted by the TriMet Board of Directors and City Council in 2013.



PORTLAND
STREETCAR

FOCUS SHIFTS OVER TIME



AGREEMENT MEASURES

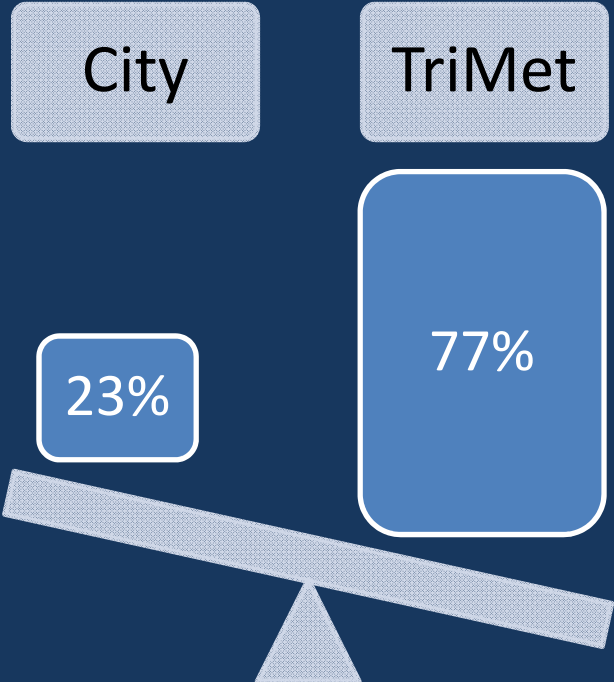
| | | Initial Opening of Streetcar Line | 1/3 threshold for measures | 2/3 threshold for measures | Target (represents substantial progress toward long-term goal, but not completion) | Long-term Goal for measures |
|----------|---|-----------------------------------|----------------------------|----------------------------|--|-----------------------------------|
| Measures | Ridership | Baseline | 1/3 of progress to target | 2/3 of progress to target | target met | Based on long-range plans/vision |
| | Development and Growth | Baseline | 1/3 of progress to target | 2/3 of progress to target | target met | Based on long-range plans/vision |
| | Payroll tax income from area around Streetcar (inflation adjusted) | Baseline | 1/3 of progress to target | 2/3 of progress to target | target met | Based on long-range plans/vision |
| | Goal for operations funding at thresholds (TriMet/City share net of Streetcar-collected revenues) | 50/50 | 61.67/38.33 | 73.33/26.67 | 85/15 | 85/15 (no change beyond "Target") |

TRIMET – CITY STREETCAR MASTER AGREEMENT FY 2015/16 OPERATIONS FUNDING

A/B LOOP OPERATIONS



NORTH/SOUTH (NS) OPERATIONS

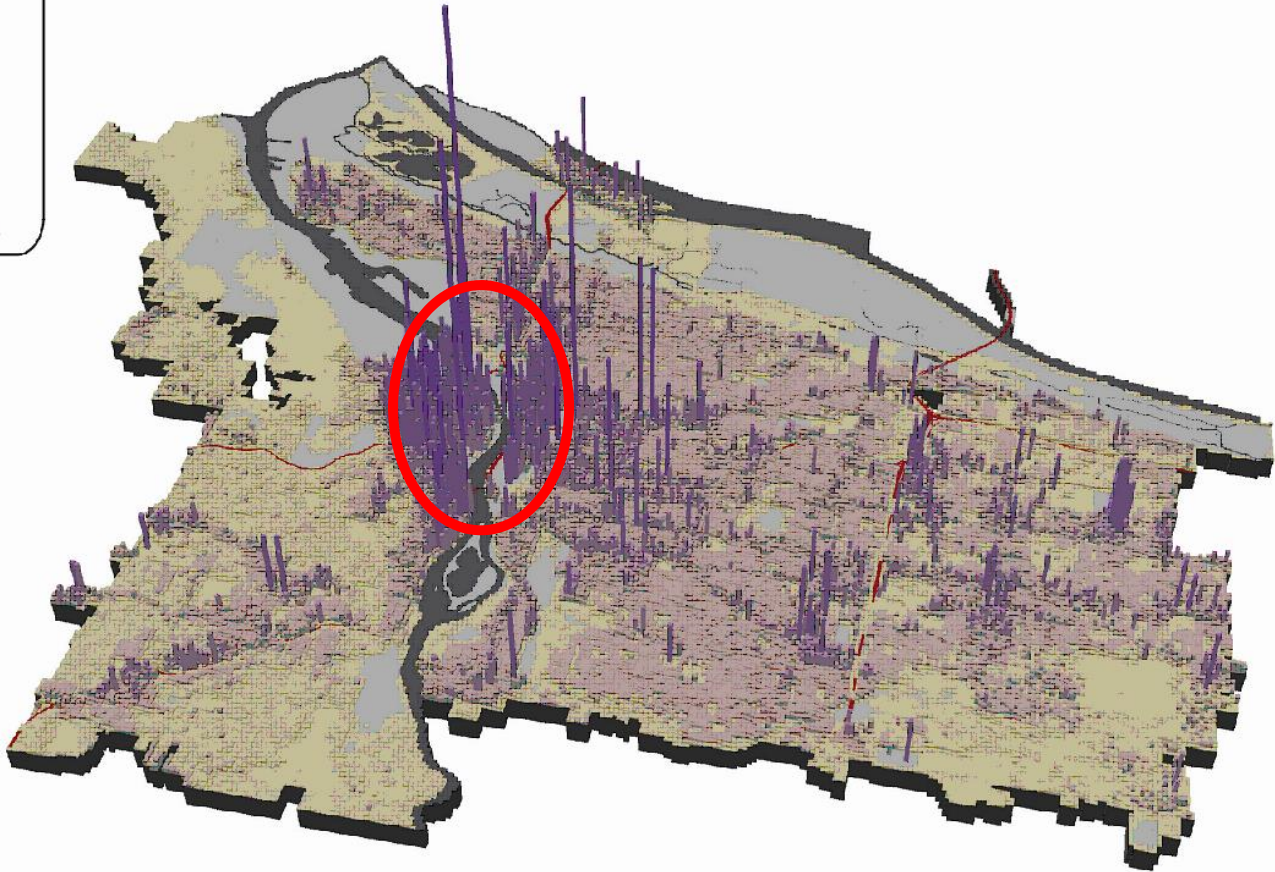
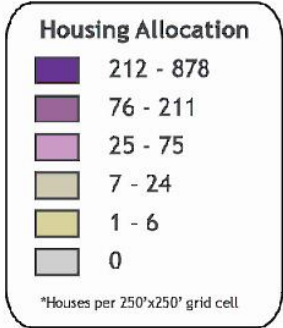


Streetcar as a planning and development tool



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

City of Portland, Oregon
Charlie Hales, Mayor · Susan Anderson, Director



Buildable Lands Index 5-year Lookback
Proposed Comprehensive Plan Housing Allocation

New Development in Corridor from 1998 to 2015



\$4.5 billion

- Since 1998, \$4.5 billion* in market value** has been developed in the corridor.
- New development comprises 28% of the total market value in the corridor.

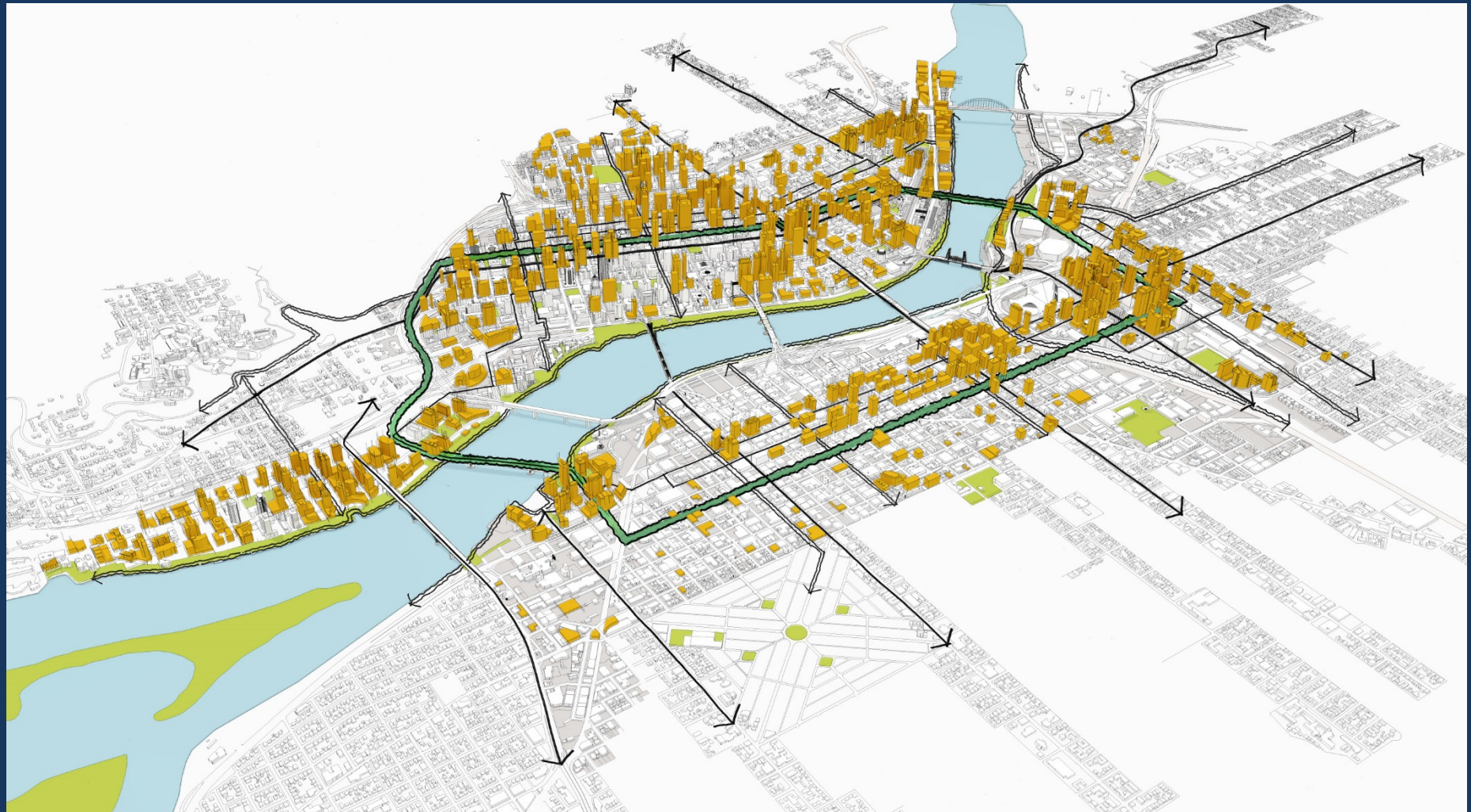
22.9 Million Total Square Feet

7.7 Million Commercial SF

17,900 Units of Residential

Real Market Value (RMV) is “the amount in cash that could reasonably be expected to be paid by an informed buyer to an informed seller”

Streetcar as a planning and development tool





60 -100 Units/Acre



250 Units/Acre



Variables included in the price (hedonic) model*



size of unit



bedrooms



bathrooms



age of
building



garage



fireplace



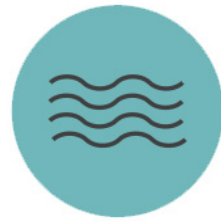
air
conditioning



condo
floor



top
floor



waterfront



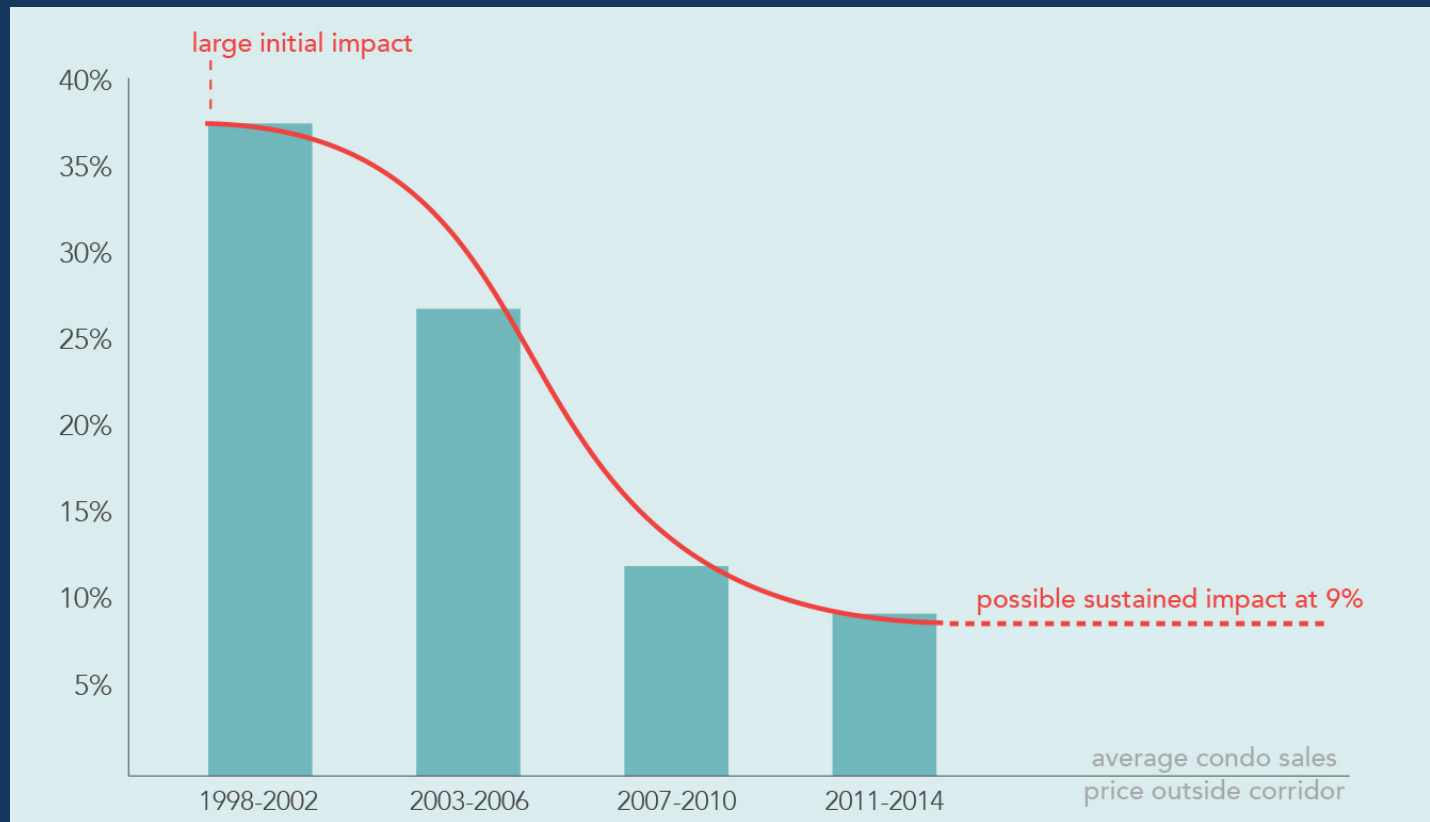
river
distance

Model explains 89% of the variance in condo prices from 1998 to 2014

*Standard errors were clustered based upon census tract geography and fixed effects were included over time and by geography

Source: ECONorthwest

Price effect over time at ¼ mile from corridor



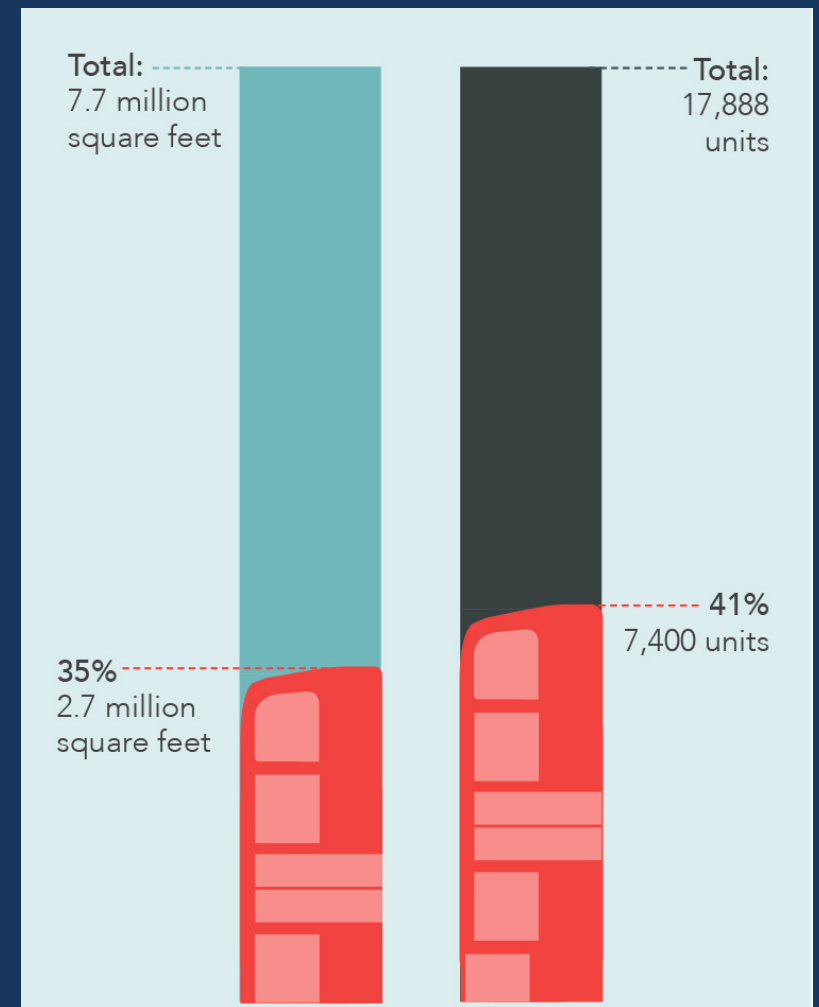
- Large initial impact – Catalytic effect of zoning changes + public investments
- Price effect decreases over time and appears to stabilize at 9% after 15 years
- Sustained impact due to permanence from streetcar and other investments

Alternative Development Scenario

Based on Model Price Impact Findings



Calculated development scenario without streetcar



Corridor Percentage of City RMV has increased by 6%



\$11.63 billion

- The corridor has increased in market value by \$11.63 billion since 1998.
- The corridor comprised 11% of citywide market value in 1998. Post-Streetcar, it increased to 17% of total market value in the city by 2015.

11% of PDX
in 1998



17% of PDX
in 2015

Multifamily Units Developed Since 1998 in Corridor



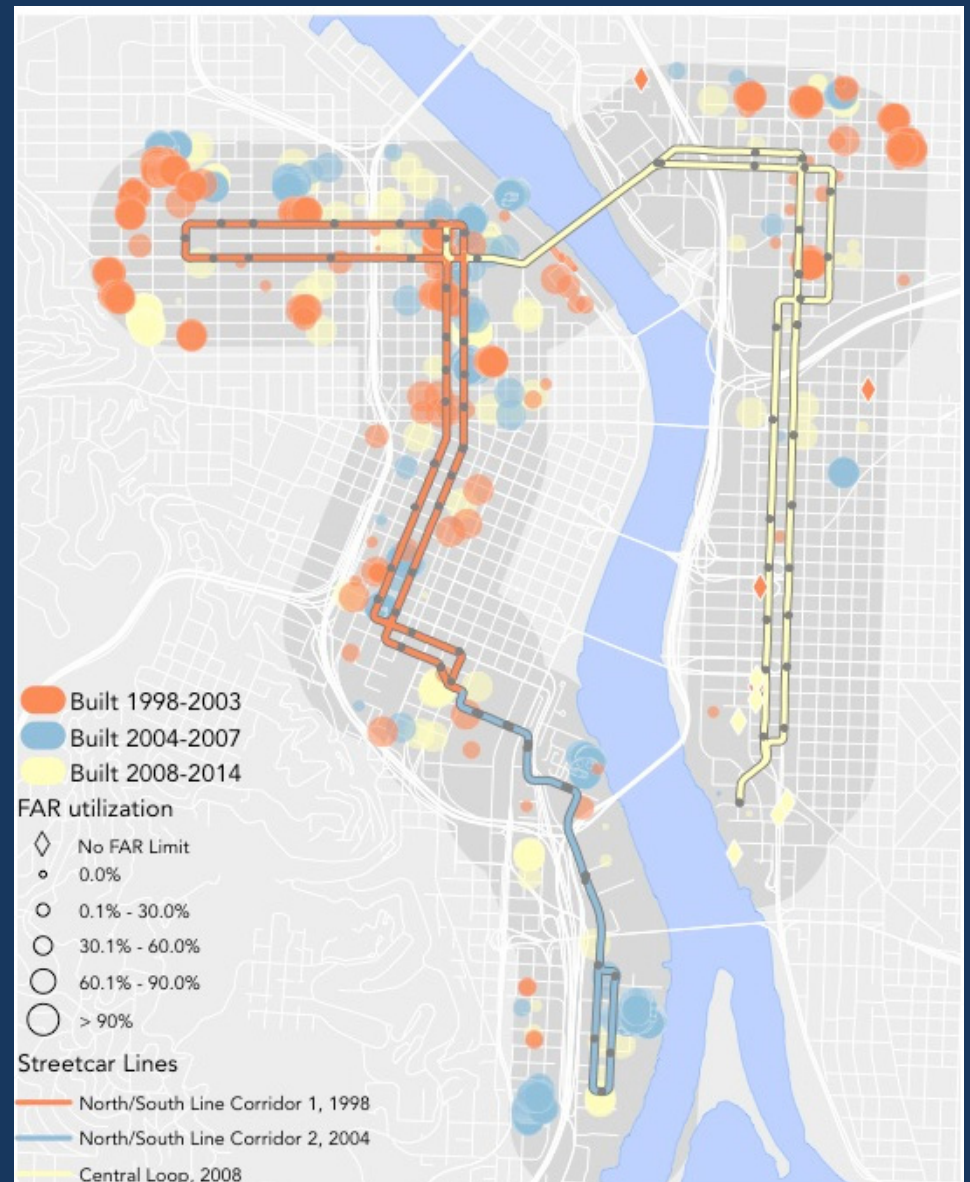
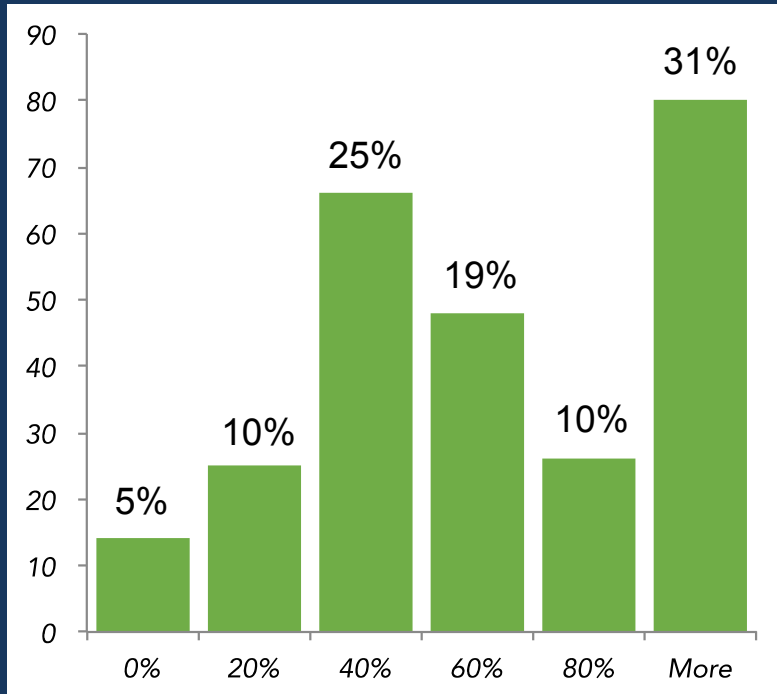
25%

- 25% of all apartments developed in the corridor from 1998 to 2015 were subsidized affordable housing units.



| Type | Buildings | Units |
|--------------------|------------|---------------|
| Apartment | 71 | 8,635 |
| Affordable | 26 | 2,911 |
| Condominium | 41 | 4,230 |
| Hotel | 6 | 1,315 |
| Institutional | 3 | 797 |
| Grand Total | 147 | 17,888 |

FAR Utilization of New Development 1998 to 2015

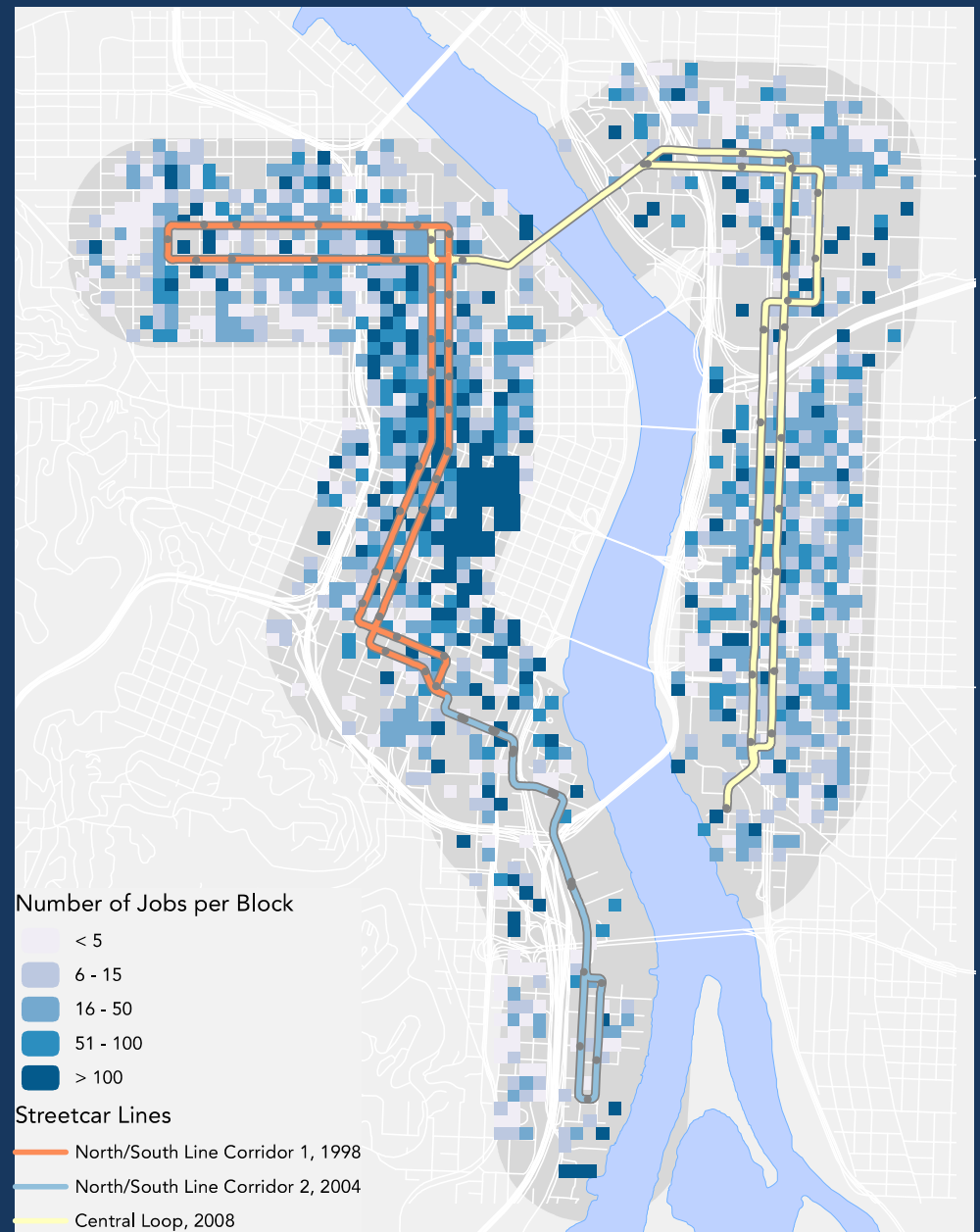


Source: Metro RLIS, City of Portland

Job Density 2013

- 109,181 Jobs in Corridor
- \$6.7 Billion in income
- \$61,400 Average Income

Streetcar Corridor
Accounts for 32.7%
of Jobs in the City
in 2013



DO NOT CITE

Population Growth

Streetcar Corridor



24,600



33,250

+ 34.9%

City of Portland



529,000



594,700

+ 12.4%

2000

2013

Median Family Income

Streetcar Corridor



\$58,723



\$89,132

+ 51.7%

City of Portland



\$50,271



\$68,036

+ 35.3%

2000

2013

Transportation mode to work

% walk

% public
transit

% private
transportation

Streetcar Corridor



22.5%

18.4%

43.2%

City of Portland



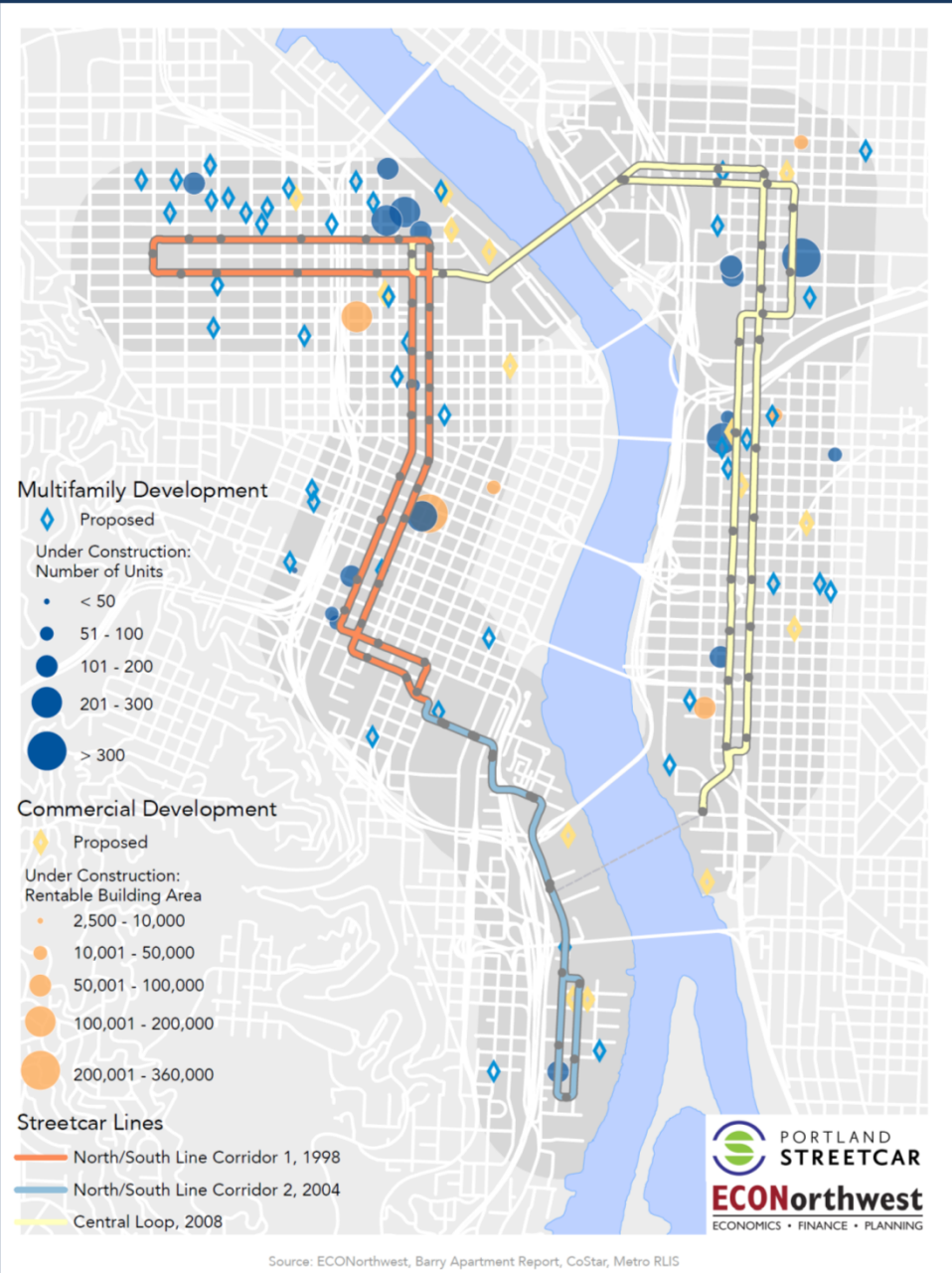
5.8%

11.6%

61.8%

2013

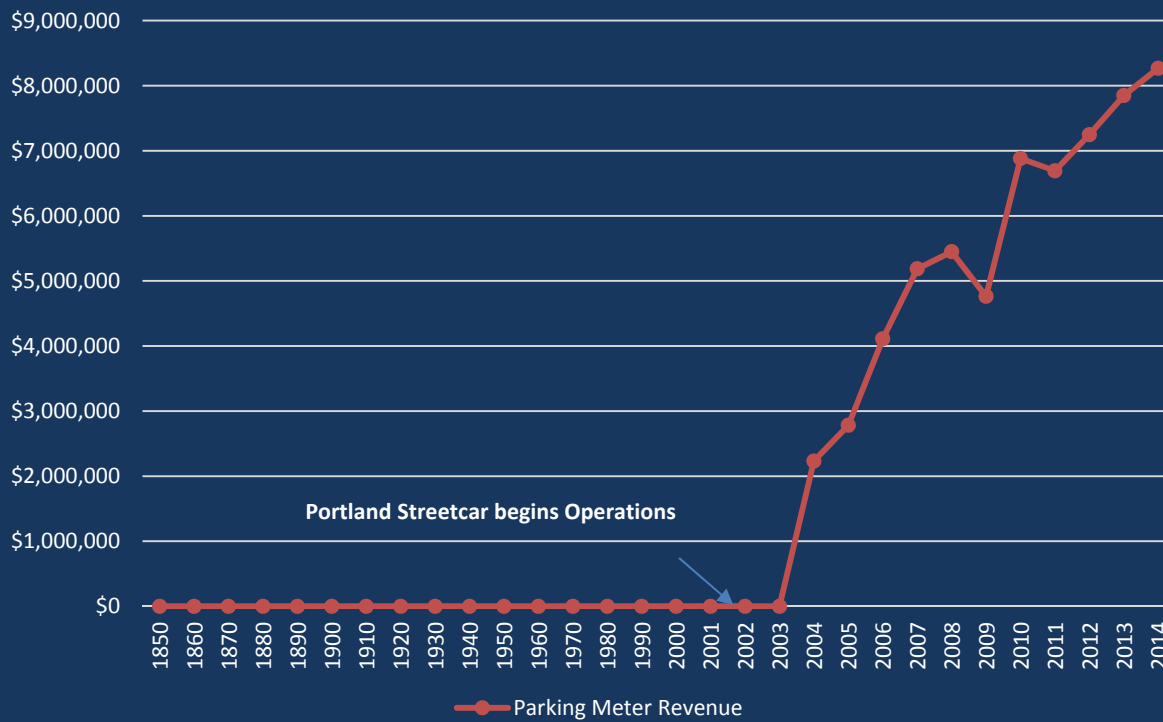
Proposed and Under Construction Development Projects: July 2015



Before 2002 the City earned \$0 from on-street parking meter revenue from land north of Burnside: Since 2003, the City has earned \$62 million in on-street parking meter revenue from the same land.



Annual On-Street Parking Meter Revenue in the Pearl District: 1850 - Present Source: PBOT



What's Next for Streetcar?

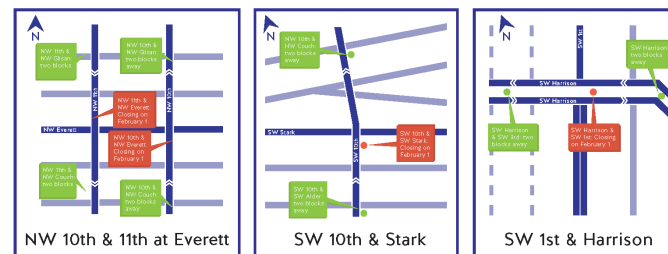
Operations

- Additional vehicle procurement
- Station Consolidation
- Evaluation of alternatives for NE Broadway and NE Grand at freeway on-ramps
- New turnback from NE Grand to NE Weidler
- Improved scheduling

Trial Streetcar Station Closures

FEBRUARY 2016

Portland Streetcar is closing five stations beginning February 1, 2016 to evaluate possible improvements to speed and safety



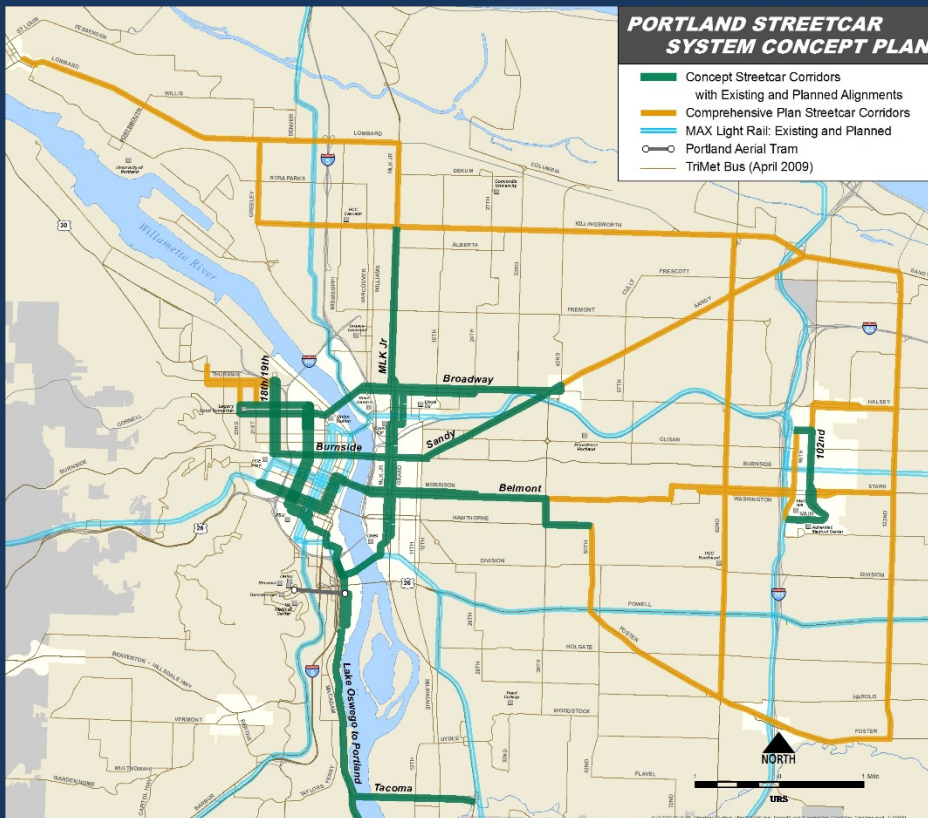
The closure is a trial to help the streetcar move faster and more safely through the city. We want to help riders get around as quickly, safely and efficiently as possible.

What do you think? We want to hear from you.
If you have something to say, email us at info@portlandstreetcar.org or call us at (503) 222-4200 or reach us online:

www.portlandstreetcar.org
[Facebook.com/PortlandStreetcar](https://www.facebook.com/PortlandStreetcar)
[@PDXStreetcar](https://twitter.com/PDXStreetcar)



What's Next for Streetcar?



Planning

- Update of assumptions for 2009 Streetcar Concept Plan
- Provide certainty to property owners and planners
- Value capture opportunities
- Consistency with Comprehensive Plan
- Roadmap to doubling streetcar ridership for under \$250 million finalized by fall 2016.
- Projects to be included in update of 2018 Regional Transportation Plan (RTP)

Questions

