



Portland Streetcar

2019 Annual Report



PORTLAND
STREETCAR

PBOT
PORTLAND BUREAU OF TRANSPORTATION

Building Communities

Portland Streetcar is crucial to the daily lives of Portlanders from all walks of life. Every day, we connect thousands of people to jobs, services, education and commerce in the central city—and we provide frequent and reliable transit service that is meeting the needs of a growing city.

When Streetcar began operating almost 20 years ago, we did not know we would lead a modern streetcar renaissance across the country. We've grown from a single 4.8-mile route to sixteen miles of track, connecting numerous neighborhoods and districts, and providing robust transit service to 15,000 people every day.

Along the way, we've learned that streetcars shape a human-scale city: growing local businesses and sparking much-needed new housing development, including the almost 40 percent of the city's affordable housing units located within a quarter-mile of the streetcar system.

Today, Portland Streetcar riders are students going to class, seniors on fixed incomes and everyday commuters heading to work. More than 40 times every hour our

streetcars serve people with mobility devices. We are proud to serve a diverse ridership and are committed to the highest quality service for all Portlanders.

There are challenges ahead. By 2025, we expect ridership to grow to 20,000 riders per day, which means a stark need for new cars and improved service. The City of Portland is committed to building more dedicated transit lanes in the Central City, which will ensure greater mobility, reliability and safety for transit riders from all areas of the city.

As our community works together to shape our city's future, Portland Streetcar will continue to pursue its vision of connecting people and building a Portland where everyone has equitable access to opportunity.



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



**Chris Warner, Director,
Portland Bureau of Transportation**

Why Streetcar?

Portland Streetcar was created to accomplish three goals:



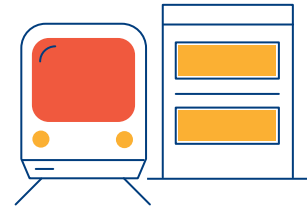
Community Growth

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



Equitable Mobility

Streetcar empowers transit-dependent Portlanders, many of whom are on fixed incomes.



Complete Service

Streetcar is purchasing new streetcars and planning for future service and expansion to meet the demands of Portland's growth.

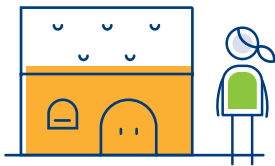
“Portland Streetcar is accessible, reliable, green, and an asset to Portland’s transportation system. I am pleased to see how our Rose Lane Project has already had a positive impact on Portland Streetcar, and I look forward to future improvements as we work to provide safe, equitable, sustainable transportation to all Portlanders.”

**Portland City Commissioner
Chloe Eudaly**



Connecting to More Housing

Portland Streetcar plays an integral role in ensuring Portlanders have access to high-quality transportation.



In the early 1990s, when plans were being drawn for the first Streetcar line, the vision for the system was to connect everyday Portlanders in their neighborhoods to jobs, schools and services.

This vision has become a reality. The Streetcar corridor continues to be one of the most powerful magnets for new housing in the city.

More than 40 million square feet of real estate has been built along the streetcar alignment, including about 20,000 homes and over 3,000 affordable housing units.

Since 2010, nearly 3.5 million new square feet of development has been added within a quarter of a mile of Streetcar lines in Portland's Central Eastside alone.

New development within a quarter-mile of the Streetcar alignment since 2001:

40 million
square feet of
real estate

20,000
residential
units

3,000
affordable
housing units



Building Opportunity

As Portland Streetcar connects growing numbers of people to the central city, we will achieve our vision for a jobs-focused district that benefits everyone.

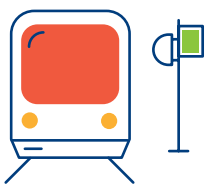
30%
of Portland's
jobs are
along the
streetcar route

Employment-based development continues to flourish along the streetcar alignment, with over 30 percent of Portland's jobs along the route.

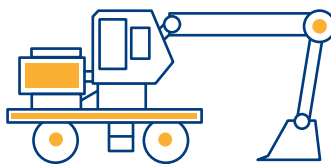
We are poised to extend Streetcar service toward Montgomery Park in NW Portland. An area of the city that has experienced dramatic change

and growth, Northwest Portland has become one of the most densely populated residential areas in the state. To that end, the extension of the streetcar to Montgomery Park will further catalyze development and help restore a once-bustling area of the city, cultivating greater civic activity and commerce.

Streetcar's expansion into Northwest Portland will provide:



A new streetcar route that creates connections



Adaptive reuse and new construction projects



New connections for pedestrians, bicyclists and vehicles



Retail spaces that serve the neighborhood



Direct access to Forest Park and the Willamette River



45+ acres of land ready for redevelopment between NW Vaughn and Nicolai

Serving all Portlanders

Portland Streetcar provides quick and efficient transit for Portlanders from all walks of life, serving the most diverse transit riders in the region, including transit-dependent Portlanders and those with fixed and low incomes.



Through TriMet's low-income and honored citizen fare programs, Streetcar ensures that seniors, people with low-incomes and people with disabilities have reliable and accessible mobility to go to important appointments, for grocery shopping and get to school and work around the city.

Every Portlander's voice is important to our work and we place the customer and community at the center of our decision-making. To that end, we continually seek input from our riders and other stakeholders to ensure that the services we provide move us forward in achieving our city's commitments to equity, sustainability and economic opportunity.



Portland Streetcar Ridership

Where do people ride Streetcar to?



Work



School



Retail & Restaurants



Medical Appointments



Since adding cars in September 2019, Streetcar increased weekday ridership by **24% in the first two months.**

Who rides the Streetcar?

Portland Streetcar serves riders who are more diverse and transit-dependent compared to other transit riders in the Portland region.

AFFORDABILITY

35%

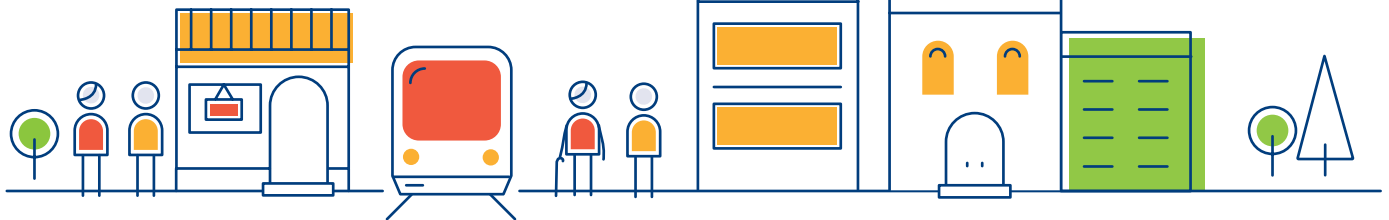
of riders earn less than \$30,000 per year

26%

use honored citizen fare (low-income, seniors, with a disability)

39%

of the city's affordable housing is within 1/4 mile of a Streetcar line



EQUITY

32%

of riders identified as non-white; compared to 23% of Portlanders

11%

of riders reported English was not their native language

30%

of riders were either a full or part-time student at university



SUSTAINABLE MOBILITY

96%

of riders walked or used a mobility device to access Streetcar

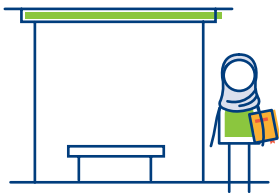
81%

of riders own one or fewer (zero) cars and 26% do not have a driver's license



Service Improvements

The Streetcar's success in connecting more people within our city comes from our continued commitment to improving and expanding service.



We've accomplished this through our focus in three areas:

- operational improvements
- trackway changes
- expansion into new neighborhoods

In September 2019, we added a streetcar back into service per day and within the first two months weekly ridership increased by 24 percent. Newly constructed streetcars arriving in the next year will provide even more reliability, and daily ridership is expected to grow to 20,000 riders by 2025.

Trackway changes and relocation of tracks are planned to allow for a greater flow of traffic in high density areas, and as we expand to Montgomery Park, we will provide even more riders with direct access to education, housing, and jobs.

As we continue to emphasize more consistent, fast and reliable service, we hope that Portland transit riders will spend less time in traffic and more time enjoying their city and at home with family and friends.



Greater Reliability

As Portland continues to grow, so does traffic and congestion on our roads. Ensuring the reliability of our service will keep Portland moving.

47%

reduction in travel times during peak evening traffic

We worked with our partners at the Portland Bureau of Transportation to add a Business Access and Transit (BAT) lane on a stretch of NE Grand Ave near the on-ramp to I-84 dedicated to Streetcar and TriMet Line 6 bus.

The lane allows right turns only for traffic while allowing streetcars and buses to travel more freely on Grand Avenue. This improvement

has reduced travel times by 47 percent during peak evening traffic and increased overall on-time performance by 18 percent.

In light of this success, we will continue to work with our agency partners to introduce more transit-priority lanes and traffic signals, increasing the reliability of the Streetcar as a frequent service option.



Keeping Riders Safe

Portland Streetcar's five-year strategic plan prioritizes the safety and security of Portland Streetcar staff, riders, and the general public. We've seen great success.

Over the last few years, we've taken significant strides to reduce collisions by thorough monitoring and improvement of problematic intersections, and through educating and training streetcar operators and the riding public. This has resulted in a reduction of collisions by 45 percent compared to 2018.

Through targeted signage, continued training and education and system improvements, we will provide the traveling public with a transit experience that is safe and secure and that meets the continually growing needs of our city.

45%

reduction
in collisions
compared
to 2018



Streetcar Performance: 2019

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 staff, riders and the general public.

STRATEGY	PERFORMANCE MEASURE	2019
Reduce collisions between autos and streetcars by 20%	Annual # of collisions per one thousand revenue hours	0.45
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
Ensure the safety of streetcar passengers staff through targeted investments in security personnel, video surveillance and partnerships with local and federal law enforcement agencies	Annually account for demonstrated progress	Hired 2 new Streetcar officers

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	2019
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
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	15
Evaluate solutions for improving customer information including electronic station signage, arrival information, mobile applications for ticketing and enhanced web presence		Added Hop Fastpass to Google Pay & Apple Wallet

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	2019
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	83% (NS 85%, A Loop 84%, B Loop 80%)
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)	NS: 75 minutes A/B Loop: 60 minutes
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

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	2019
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	\$220
Develop twenty-year capital asset management plan	Demonstrated progress toward adoption and updates of 20-year capital asset plan	Plan In Place and Annually Updated
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	13%

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	2019
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
Continue to integrate streetcar into large planned developments occurring over the next five years	Number of track access permits	172

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.

To request an accommodation, modification, translation, interpretation or language service; to file a complaint; or for additional information or questions on Civil Rights Title VI (race, color, national origin protections) and ADA Title II (protections for people with disabilities) matters (nondiscrimination in public City programs, services, activities) please call 503.222.4200, TTY at 503.823.6868, Oregon Relay Service at 711, or email info@portlandstreetcar.org.