



ANNUAL REPORT

Portland Streetcar 2016



PORTLAND
STREETCAR

PBOT
PORTLAND BUREAU OF TRANSPORTATION

INSPIRATION FOR A NEW ERA

In 2016, Portland Streetcar turned 15, a good time to reflect on the system's growth and the changes it has inspired.

In 2001, Portland pioneered the country's first modern streetcar system, bringing back a way to move easily around the city and a tool to build new neighborhoods. When Streetcar began, it was 4.8 miles of track and one line connecting Portland State University with Northwest Portland. Today, Streetcar routes encompass 16 miles and have spurred the development of 17,000 new housing units, one quarter of which is affordable housing.

Weekday ridership on Streetcar tracks the construction of housing closely; over the past fifteen years a new rider is added to our system every time a housing unit opens along the Streetcar line.

Since our beginning, 10 cities across the country have followed suit and established their own streetcar systems, and another 8 streetcar systems will soon open or have secured funding to build. Streetcars are now a vital piece of American urban transportation, moving people to and from work, home, school, and errands. And in August of 2016, Portland Streetcar served its 50 millionth rider.

In the years since Streetcar opened, we have met our targets for minimizing crashes and collisions, increasing our ridership and improving the system's efficiency. In the years to come, we are poised to expand into new neighborhoods and to provide more frequent service with the purchase of new streetcars, serving our tens of thousands of daily riders and strengthening our role as part of the region's efficient and sustainable transportation system.



Dan Bower, Executive Director





WHY STREETCAR?

Streetcar was created to accomplish three goals



CITY SHAPING

Streetcar has been instrumental in encouraging infill development, creating new housing and spurring economic growth.



MOBILITY

Streetcar has increased the ability of residents to get around independently around the city.



CIRCULATION

Streetcar helps move people efficiently and easily in the city once they are here, reducing traffic congestion and car trips.

ECONOMIC IMPACT

Portland Streetcar has been cited as a transportation service and a catalyst for economic growth. In fact, Streetcar serves both purposes.

In 2015, the system saw the largest increase in housing development since Streetcar began in 2001. Over 2,000 housing units were created next to Streetcar, with 350 of those reserved for low-income Portlanders.

Since 1998, Portland has seen \$6.5 billion of new real estate construction value for the city and residents along Streetcar lines, growth that supports local businesses, new jobs and increased tax revenue.

For every housing unit built, Portland Streetcar gains one new rider—and with over 6,000 new housing units planned along the corridor over the next five years, Portland Streetcar ridership is poised to grow even more.

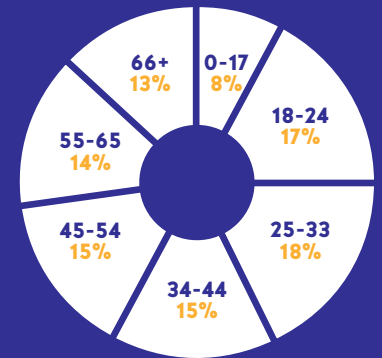
Portland Streetcar also supports 860 small and local businesses along the streetcar line, including 40 coffee shops, 123 restaurants and 207 retail businesses.





WHO RIDES THE STREETCAR?

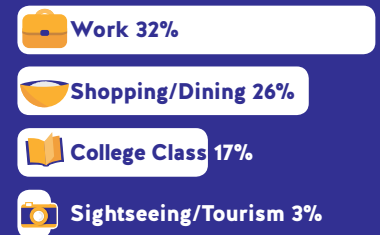
AGE OF STREETCAR RIDERS



INCOME OF STREETCAR RIDERS



TOP DESTINATIONS



DEPLOYMENT OF MOBILITY RAMP

Streetcar drivers use the mobility ramp

30+ times

per hour to assist passengers of all ages, many of whom have disabilities

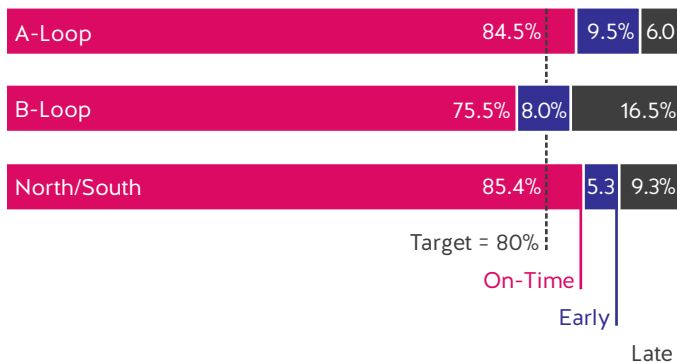


IMPROVING SERVICE

STAYING ON TIME

The Portland Streetcar system works best when riders can count on getting where they need to go in a timely manner. We track our performance regularly to ensure we meet our overall goal of over 80 percent of our scheduled streetcars being on-time to destinations. Last year, we provided our riders with 98 percent of all scheduled trips.

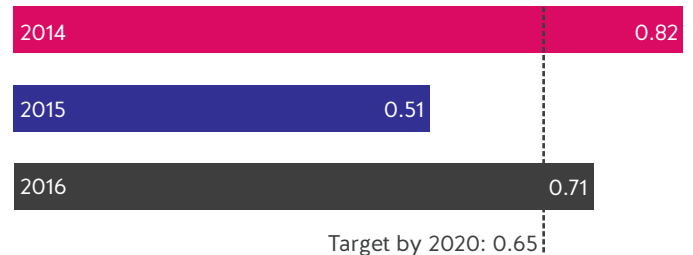
On-Time Performance



A FOCUS ON SAFETY

Portland Streetcar and the City of Portland are working to reduce the number of collisions between streetcars and vehicles and other objects to no more than .65 collisions per 1,000 hours of service by 2020, and continuing our record of zero fatalities on our system in alignment with the City's Vision Zero goals.

Collision Rates (per 1000 hours of service provided)



A YEAR'S HIGHLIGHTS

MOBILE MUSIC FEST

To the delight of riders, nine local bands played to packed streetcars in downtown Portland at July's annual Mobile Music Fest, now in its seventh year.

ART CONTEST

Thousands of art lovers and Streetcar fans cast votes for dozens of entries in the first "Inspired by Streetcar" art contest in August. Visitors voted

on dozens of multi-media entries and prizes were provided by Blick Art Supply, Pro-Photo, Frame Central and Paragon Restaurant.

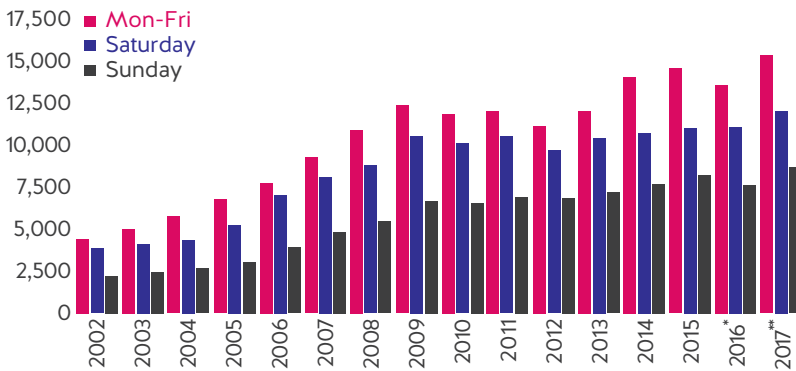
FREE RIDE FIRST THURSDAY

From May to October, tens of thousands of Streetcar riders enjoyed free rides on First Thursday thanks to the generous sponsorship of Wave G, a Northwest gigabit fiber and broadband services company.

GROWING RIDERSHIP

In 2016, Portland Streetcar welcomed its 50 millionth rider on board. Ridership has been growing steadily since the system opened in 2001, with over 15,000 riders per day and 5 million riders a year throughout this fiscal year. In October 2016, the Streetcar hit its highest ever daily average ridership: 15,921.

Daily Average Ridership by Fiscal Year



*2016 includes 2 month total east side shutdown,
**2017 only includes July-December 2016 average ridership

“WE DITCHED OUR AUTOMOBILE AS WE REALIZED THE PORTLAND STREETCAR SATISFIED 90 PERCENT OF OUR INNER CITY TRANSPORTATION NEEDS. PORTLAND STREETCAR IS THE BEST VALUE IN TRANSPORTATION WE’VE EVER EXPERIENCED!”

Nancy P. & Bob O.



OUR FUTURE

As Portland grows and new housing is added, Portland Streetcar is planning for improved frequency of trains in the long term.

In the short term, Portland Streetcar will improve service by adding more trains during peak periods on weekday mornings, and with additional investments, we can move to service every 12 minutes on all lines.

HOP FASTPASS™

In 2017, riders will be able to ride transit in the greater Portland-Vancouver area using Hop Fastpass™, an electronic fare system that will make paying for transit easy with a single ticket. Riders of Streetcar, TriMet buses and trains and C-TRAN buses will tap a smartcard on a reader to pay for a ride on all systems.

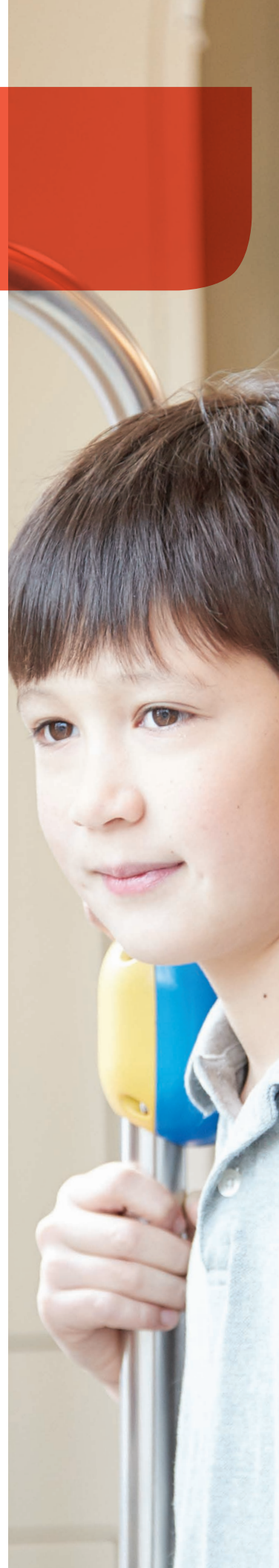
EXPANSION

As demand for all transit options increases, Streetcar's role in the regional transportation network becomes more important. Drawing from analysis already completed as

part of the Portland Streetcar System Concept Plan, we are working with stakeholders and local government to evaluate several options for future Streetcar routes. Prioritized system extensions will be included in Metro's Regional Transportation Plan (RTP) as well as the City of Portland's Comprehensive Plan and Transportation System Plans.

“PORTLAND STREETCAR HAS EASILY REPLACED A CAR FOR GETTING AROUND TOWN, TO CONCERTS AND EVENTS. OUR ANNUAL PASS IS A GREAT SAVINGS OVER THE COST OF MAINTAINING A SECOND CAR, AND WE DON'T HESITATE TO HOP ON THE STREETCAR.”

Bill B. and Clayton L.





KEEPING RIDERS INFORMED

In 2015, Portland Streetcar redesigned its website with an eye towards increasing communications with our riders. Today, our web presence provides rider alerts which are tied to schedules and arrival times, helping people use the system more efficiently. In addition, the real time customer information systems at most stations were upgraded to provide riders with accurate and timely information about arrivals and departures.

PART OF OUR SUSTAINABLE SYSTEM

Portland Streetcar is one piece of a holistic transportation system that includes buses, light rail, bicycles and bike share, sidewalks and walkways and personal vehicles. This system works best when people can combine modes like streetcar with other modes like buses, walking or driving. In fact, 70 percent of Streetcar riders are already combining modes, riding streetcars with a TriMet fare.

By circulating people around the central city, riders avoid using single occupancy vehicles, reducing congestion and the city's carbon emissions. And in 2017, Streetcar will be powered by 100% renewable energy, further reducing emissions.

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 markets.

1. 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	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	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	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"> • Updated all signs and cars with new logo and branding materials • Updated all system maps and signage in streetcars • Adopted uniform policy for streetcar operators 	<ul style="list-style-type: none"> • Procured and installed new 3G NextBus vehicle tracking and prediction signs at all westside shelters • Launched updated website: www.PortlandStreetcar.org • Installed of Hop FastPass e-fare validators on all streetcars 	N/A

2. 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	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%)	85%
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 - 90 min A/B Loop -60m	NS - 90 min A/B Loop -60m	NS: 89 minutes A/B Loops: 58 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		Finalized procurement of incident management software module to support work flow planning and performance tracking	N/A

3. 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	2014 (BASE YEAR)	2015	2016	2020 TARGET
Reduce collisions between autos and streetcars by 20%	Annual # of collisions per one thousand hours of service provided	0.82	0.50	0.71	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
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 toward the vision			<ul style="list-style-type: none"> • Hired one new Streetcar Officer • Pursuing a contract for design installation of cameras on all streetcars • Security guards added to Maintenance & Operations Facility • Security cameras installed at Maintenance & Operations Facility 	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	2014 (BASE YEAR)	2015	2016	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 (2014 \$)	\$168	\$180	\$184	\$180
Develop twenty-year capital asset management plan	Demonstrated progress toward adoption and updates of 20-year capital asset plan	N/A	✓	✓	Plan In Place and Regularly 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	10%	11%	7%	20%

5. DEVELOPMENT AND 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	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	N/A
Continue to integrate streetcar in to large planned developments occurring over the next five years	Number Track Access Permits issued each year		149	100	N/A

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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