

# Portland Streetcar: The Central City Transit Market

Rail~Volution - Salt Lake City, Utah

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TriMet Marketing Information Department

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# Basic Characteristics

Portland Streetcar's beginnings:

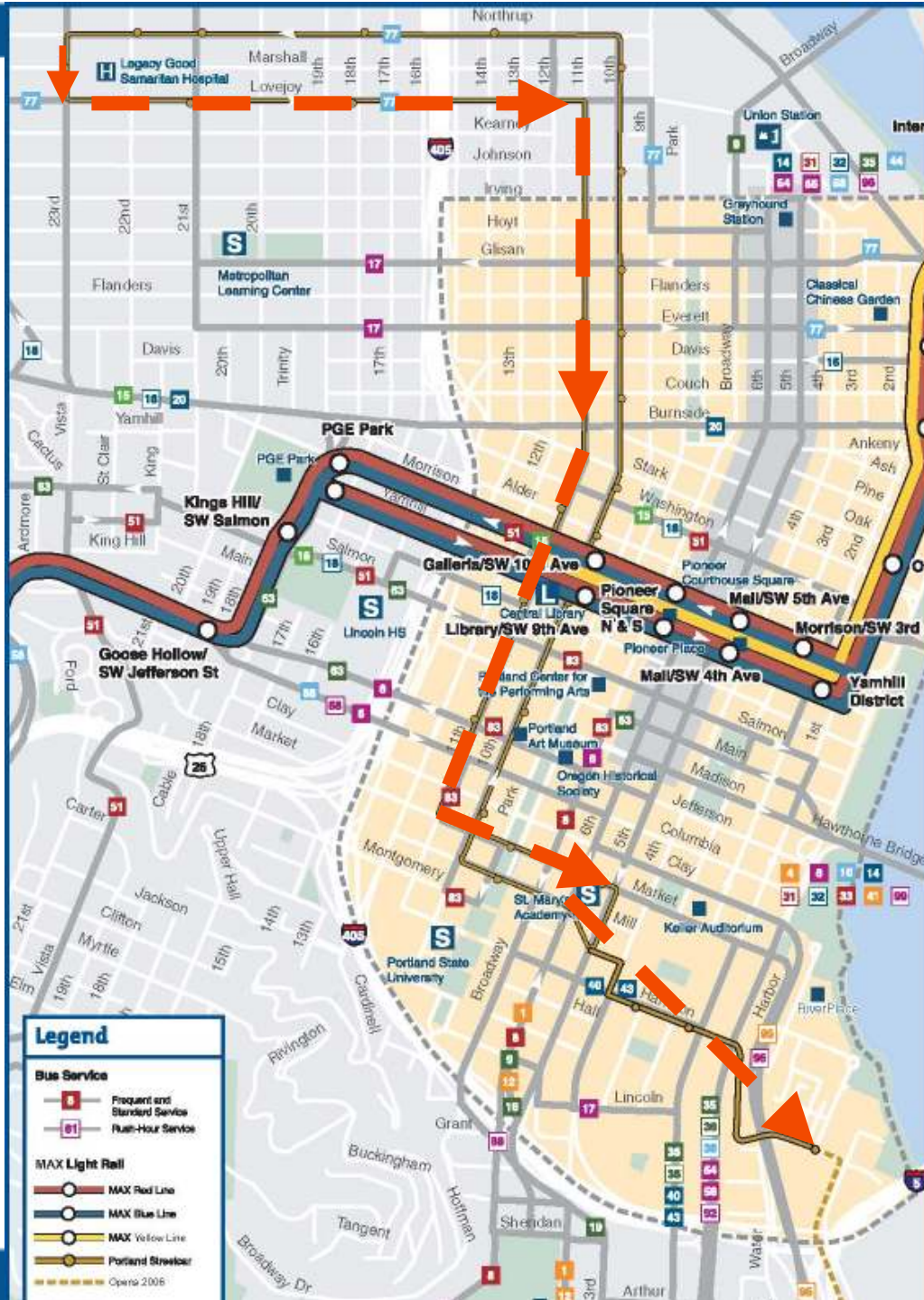
- Feasibility Study and Citizen Action Committee in 1990
- Opened July 2001
- 4.8 mile alignment
- Weekday ridership was 5,600 in 2004

# Streetcar Planning Goals

- Link neighborhoods with a convenient and attractive transportation alternative.
- Fit the scale and traffic patterns of existing neighborhoods.
- Provide quality service to attract new transit ridership.
- Reduce short inner-city auto trips, parking demand, traffic congestion and air pollution.
- Encourage development of more housing & businesses in the Central City.

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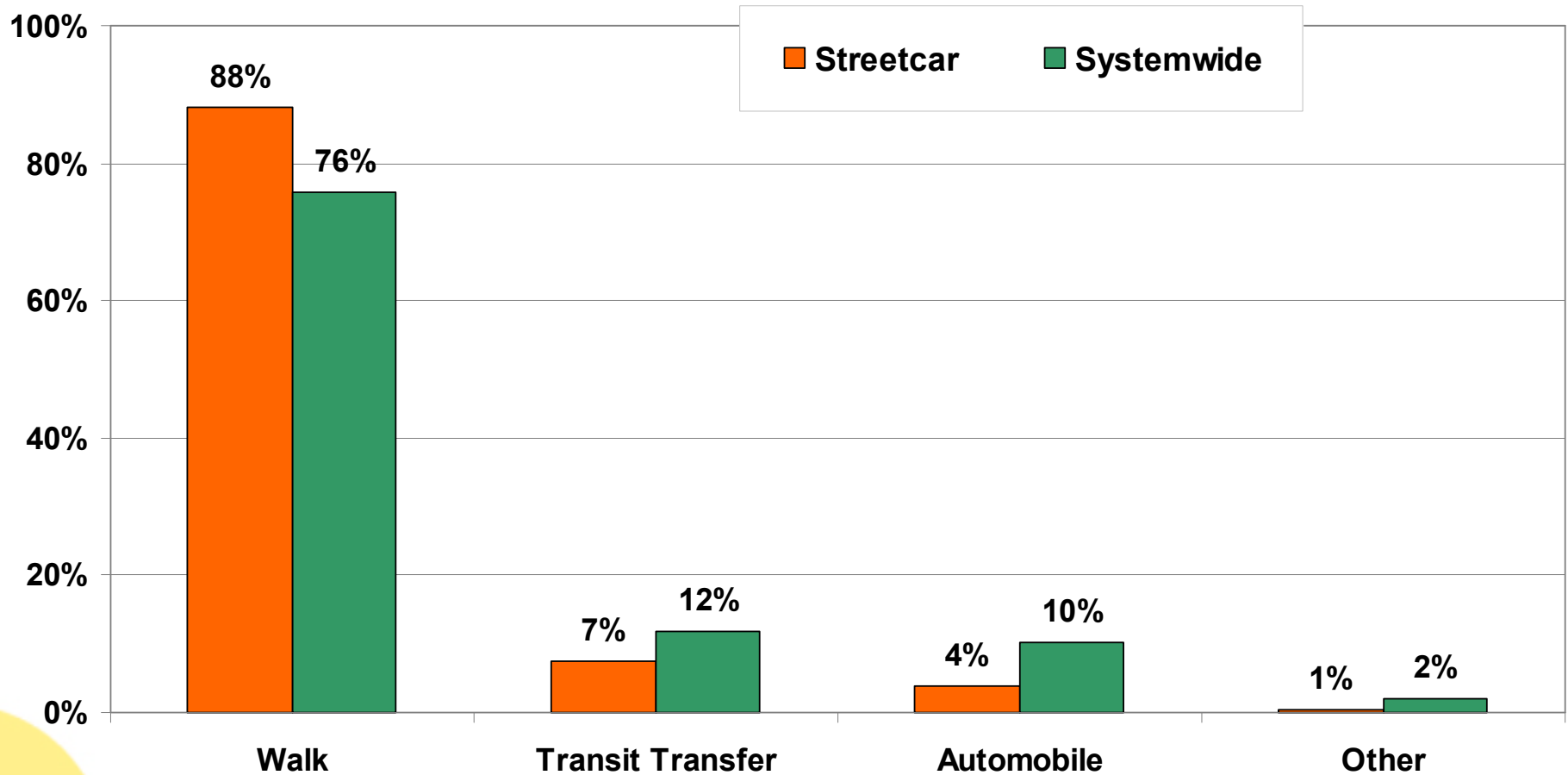
# 1. Link Neighborhoods



# Serving Neighbors

- **82% trips on Streetcar are made by people living nearby or adjacent**

# Getting To/From Streetcar

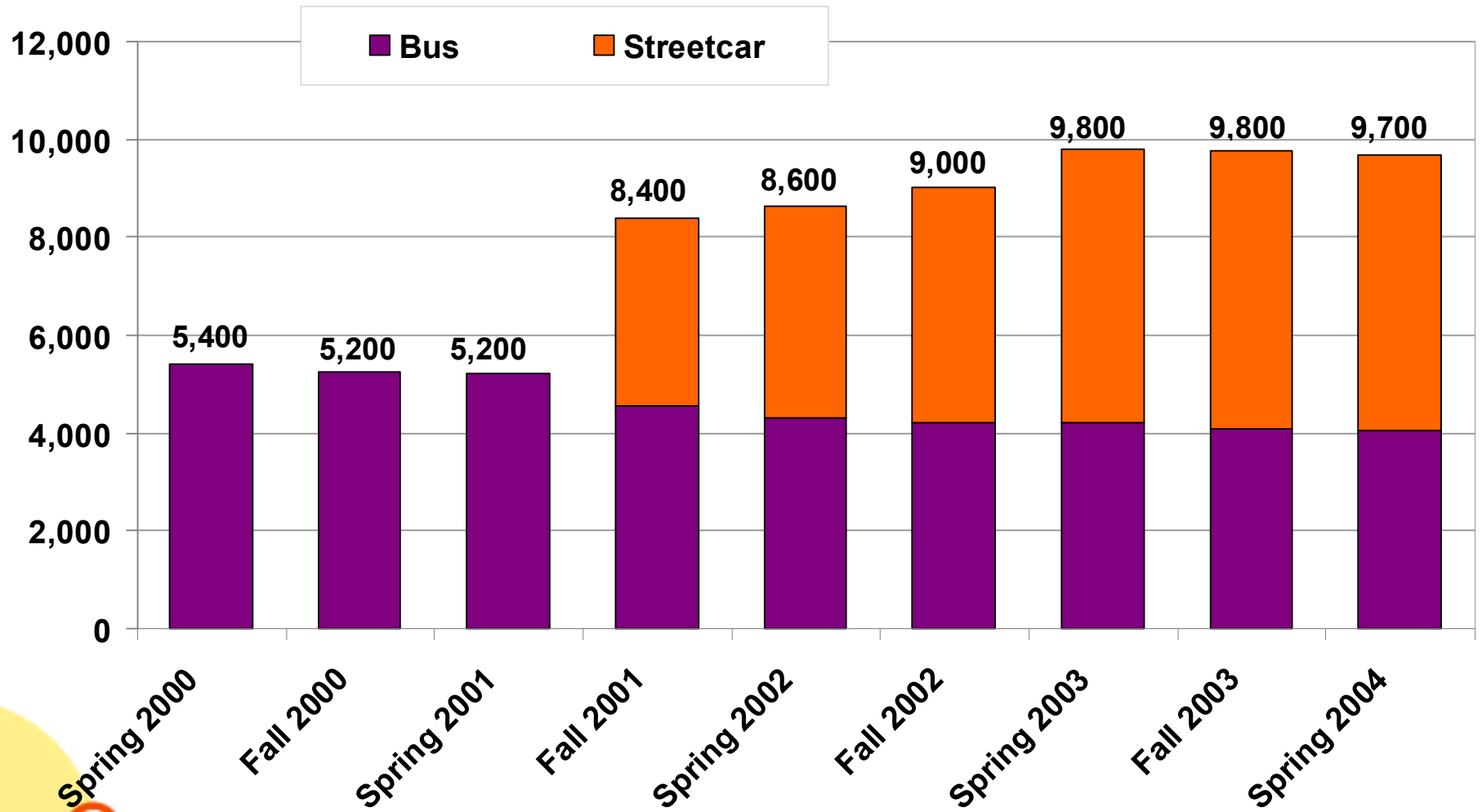


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## 2. Attract New Transit Ridership

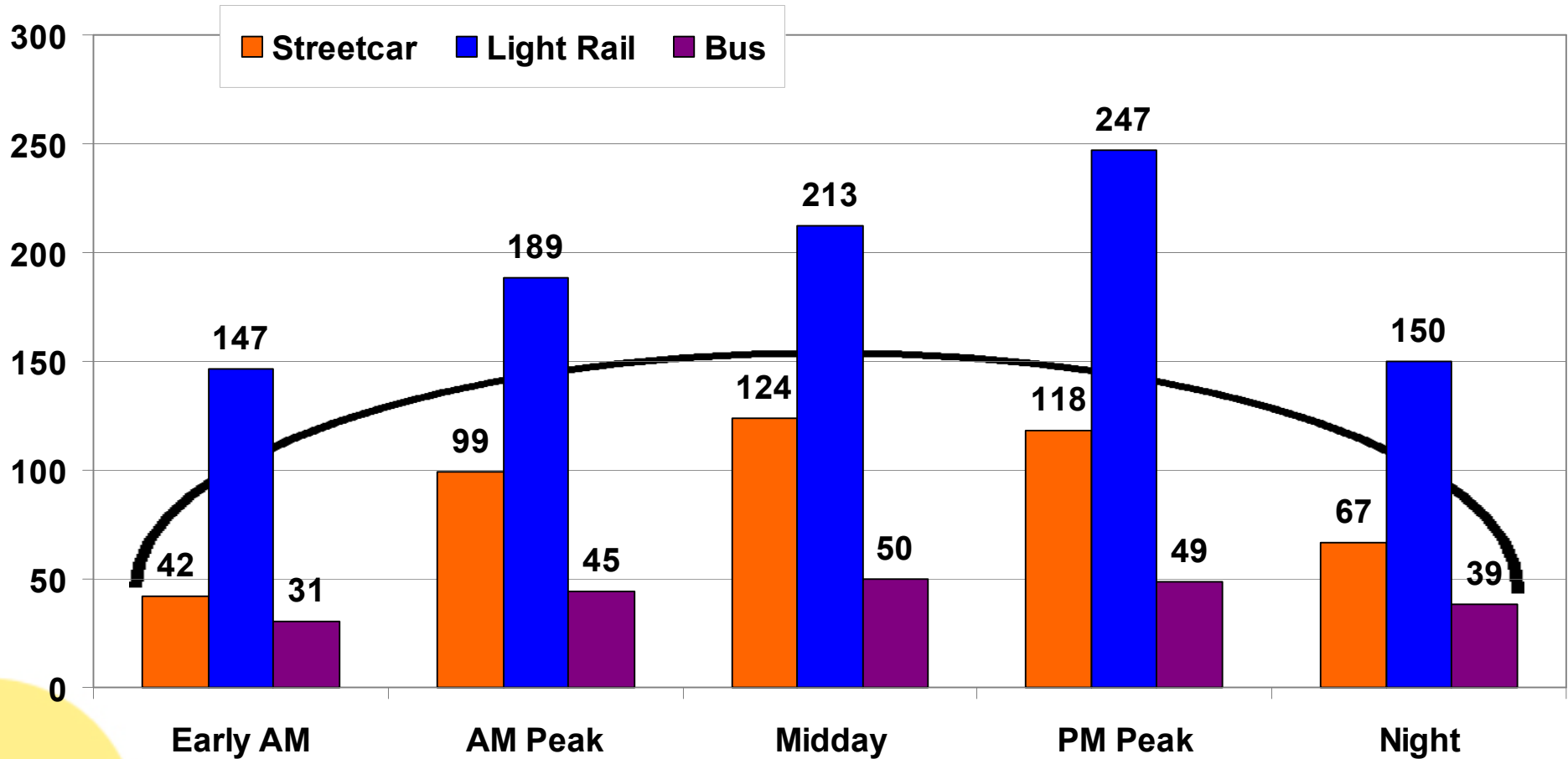


# Weekday Ridership



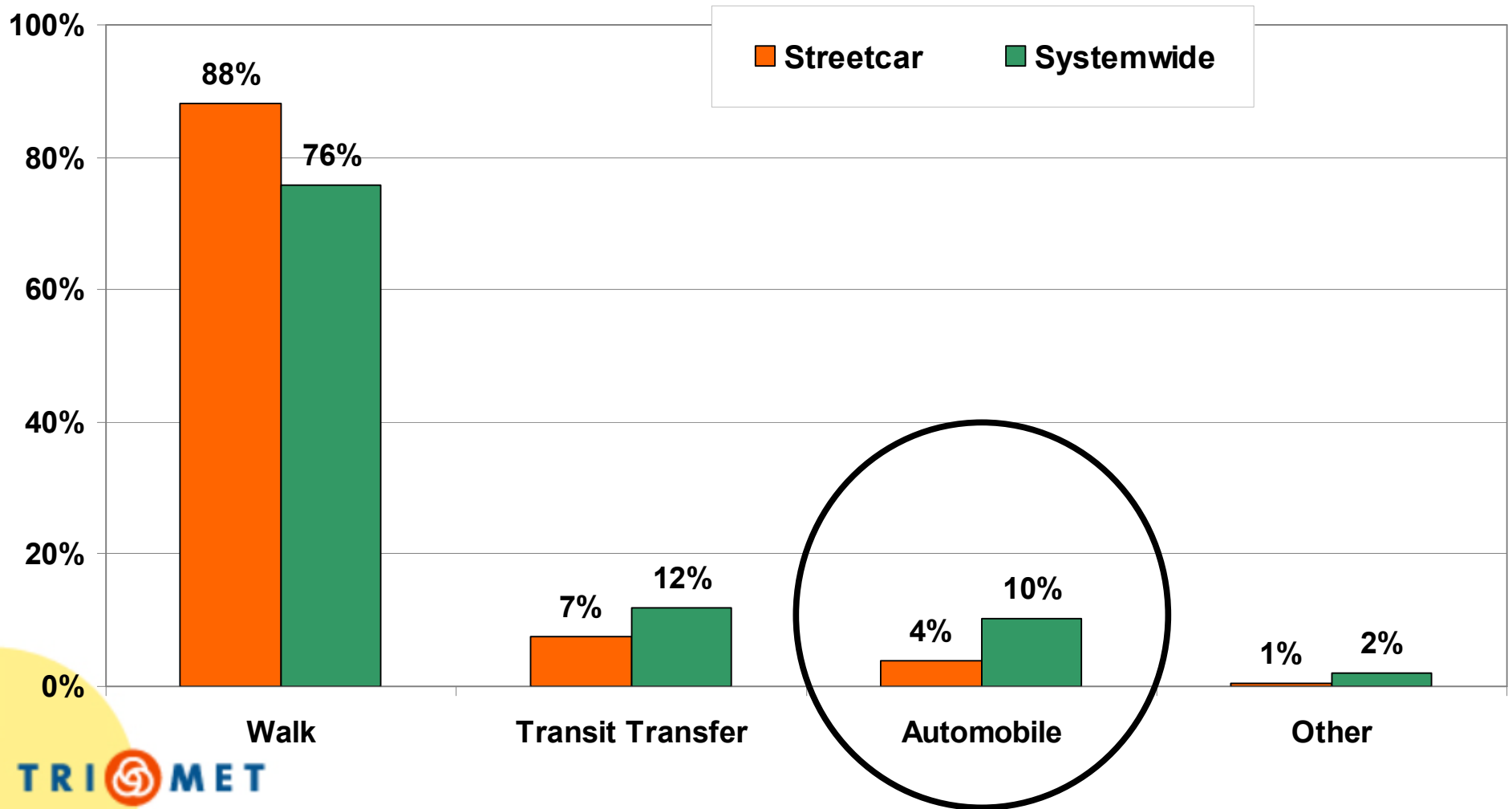
# Streetcar Ridership

## Weekday Rides/Revenue Hour

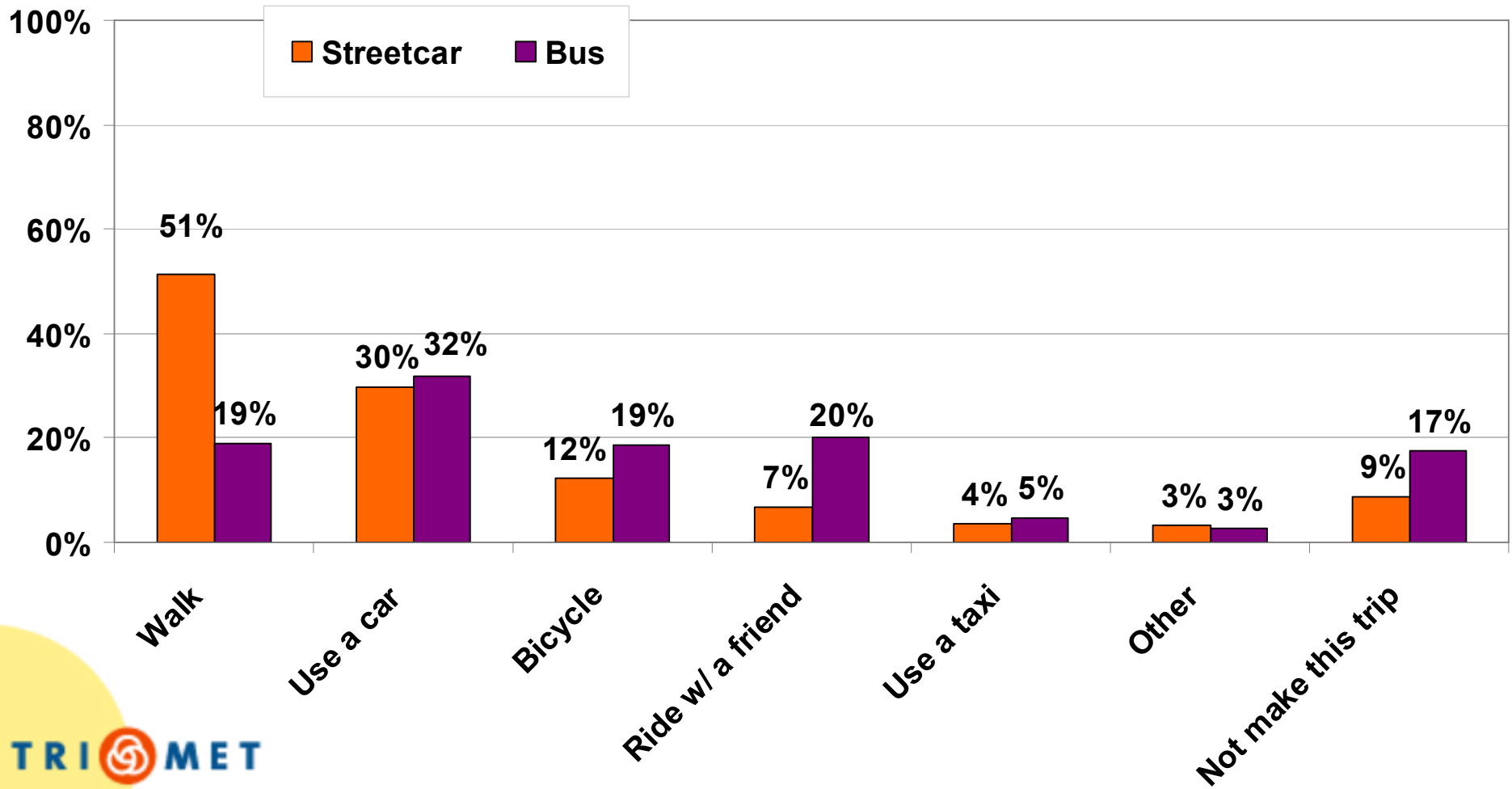


# 3. Reduce Short Inner-city Auto Trips

# Getting To/From Streetcar



# If No Transit Service



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## 4. Profile of Customer Base

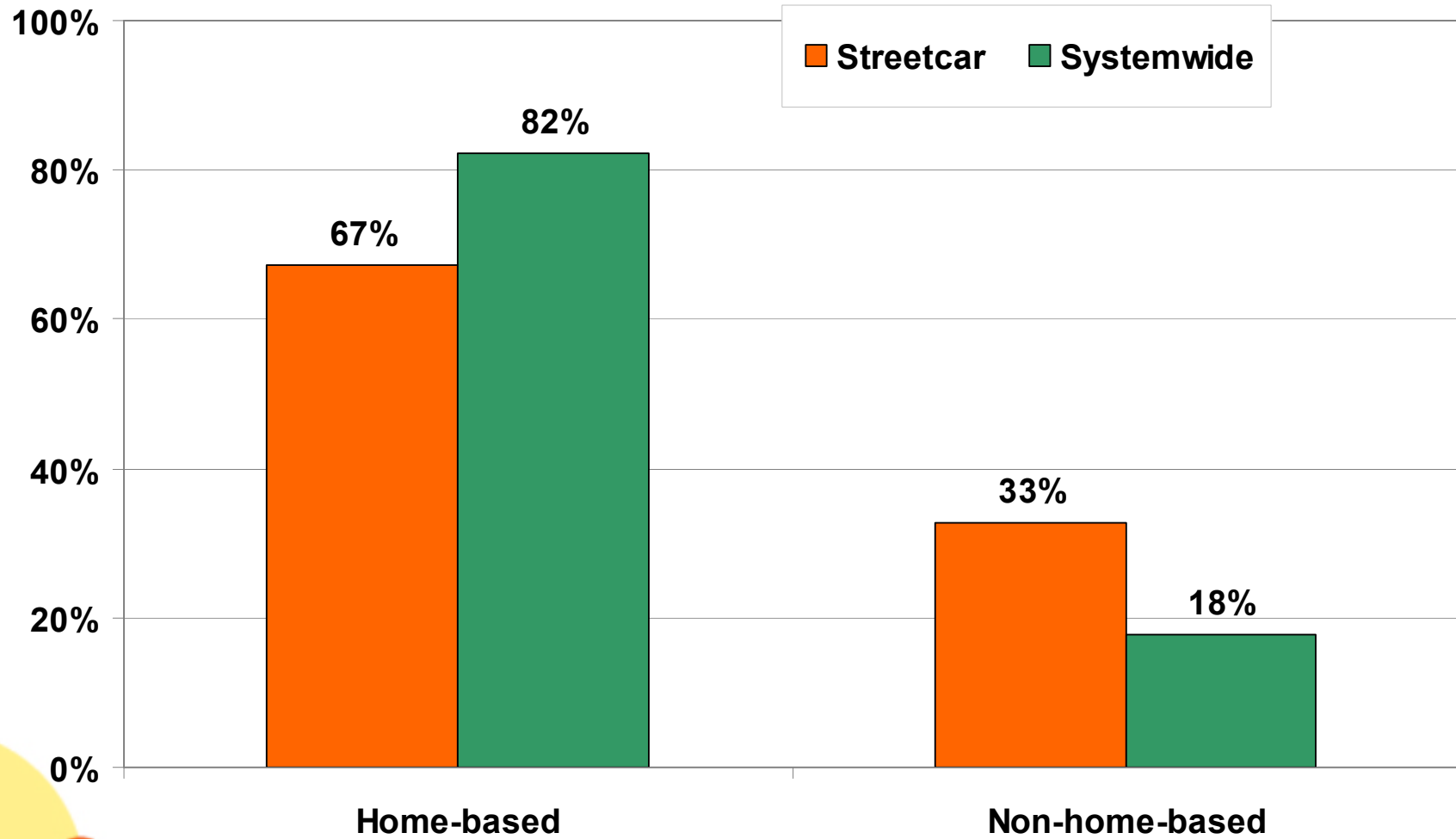
# Demographics By Trips Made

Compared to the System as a whole:

- one-third are 25 to 34-year-olds
- 52% male, 48% female
- 82% “Caucasian/White” vs. 72% systemwide
- Proportionately fewer middle-income households

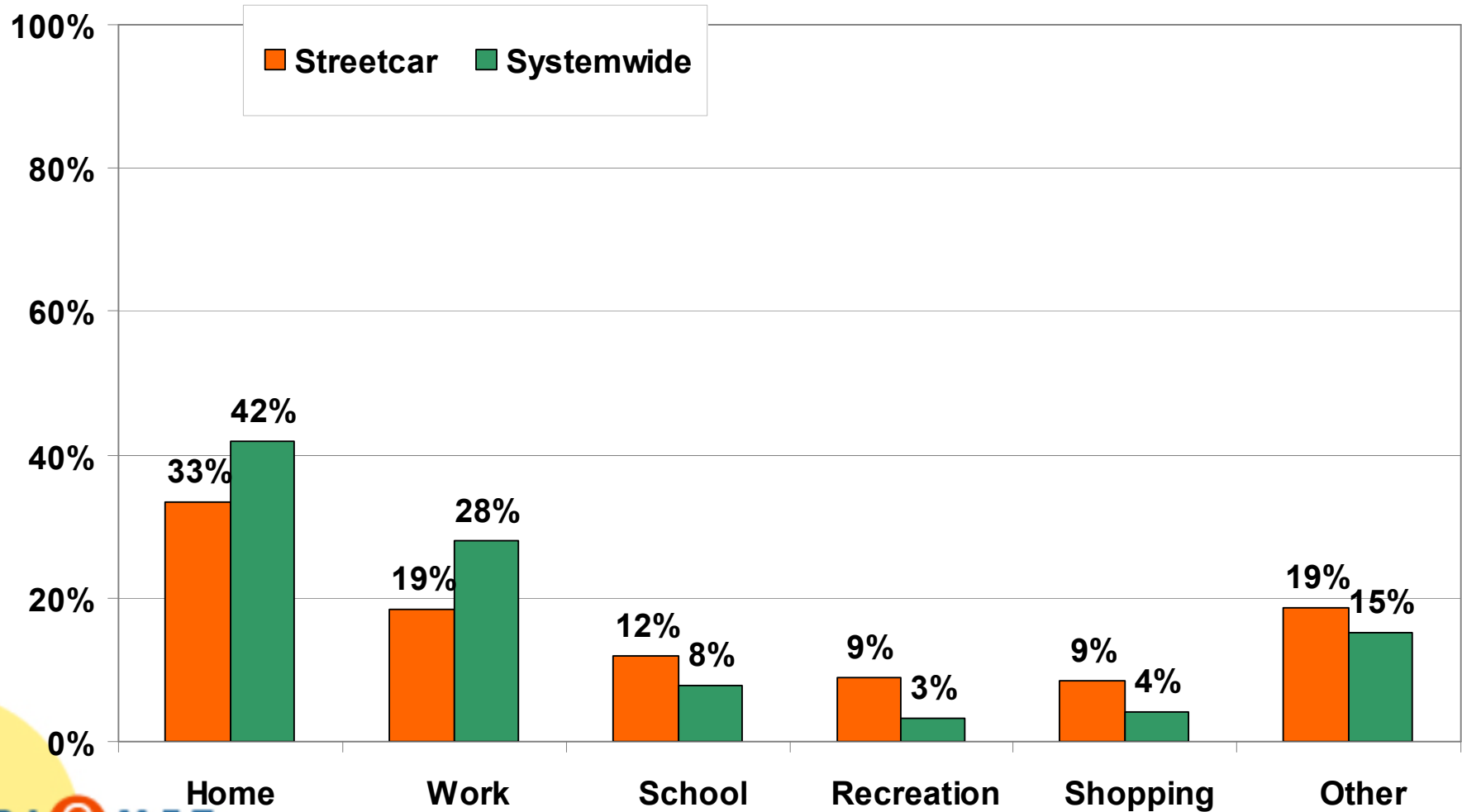
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# Trip Purpose

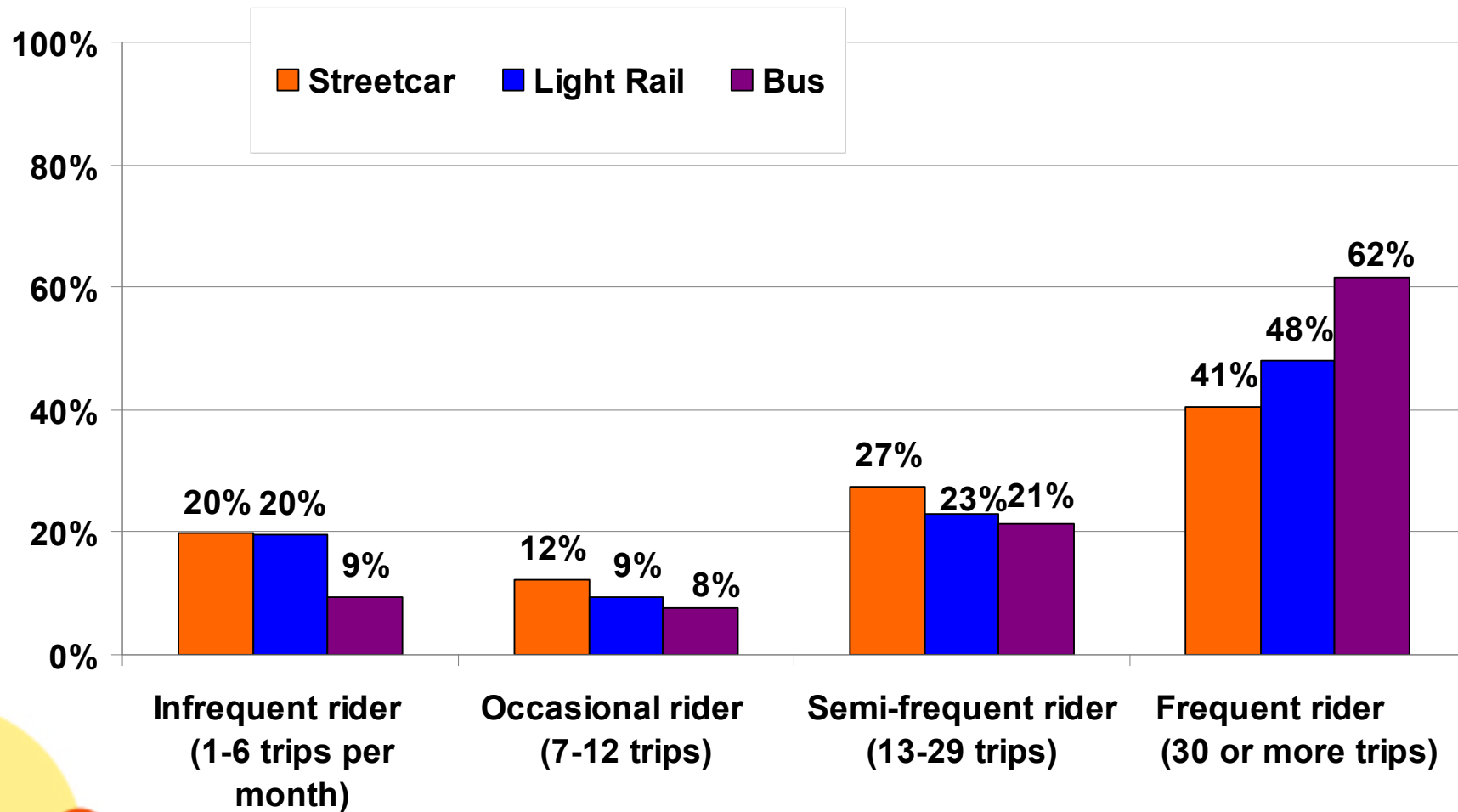




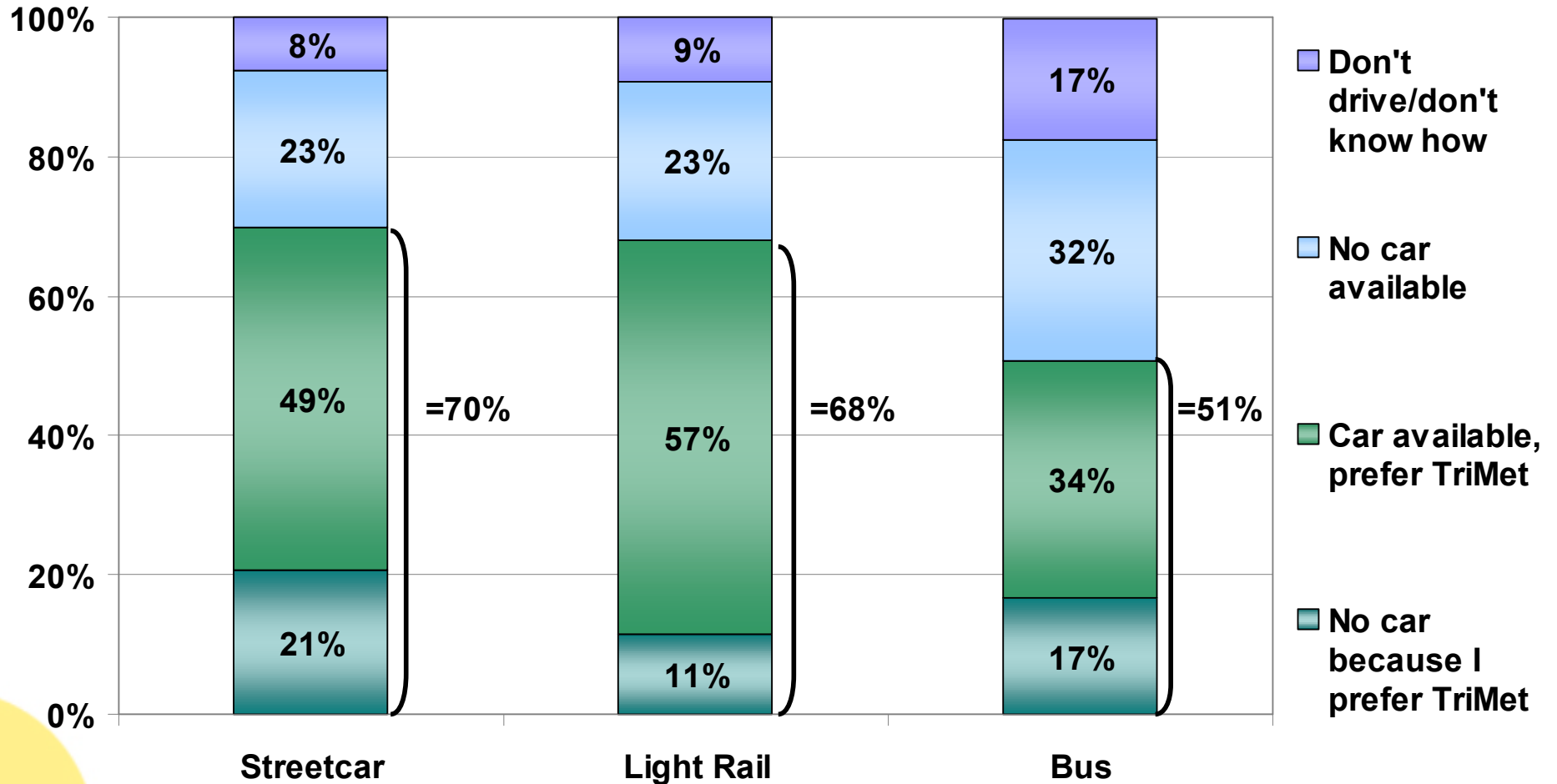
# Trip Purpose



# Frequency of Transit Use per Month



# Choice/Dependent



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# Conclusions

## **“Link neighborhoods...”**

- **82% of trips made by residents either nearby or adjacent to Streetcar**
- **88% walk to and/or from Streetcar**
- **Trip purposes are diverse – School, Shopping, and Recreation**

**“...attract new transit ridership.”**

- **87% ridership increase between 2001 & 2004**
- **Boarding rides/Revenue hour shows Streetcar is effective and has a well-rounded pattern of ridership**
- **21% are choosing not to own a car**

# **“Reduce short inner-city auto trips...”**

- **30% would drive without transit service**
- **Strong midday ridership**
- **33% trips are non-home based**
- **4% trips connect with Streetcar by automobile**

# Now & the Future...

## Currently:

- **Extended to RiverPlace in March 2005**
- **Ridership close to 8,000 on weekdays after extension**

## Future:

- **Construction underway South to new development - opens Summer 2006**



# Contact Info

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