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.
1. Link Neighborhoods
Serving Neighbors

- 82% trips on Streetcar are made by people living nearby or adjacent
Getting To/From Streetcar

- **Walk**: 88% (Streetcar), 76% (Systemwide)
- **Transit Transfer**: 7% (Streetcar), 12% (Systemwide)
- **Automobile**: 4% (Streetcar), 10% (Systemwide)
- **Other**: 1% (Streetcar), 2% (Systemwide)
2. Attract New Transit Ridership
Streetcar Ridership
Weekday Rides/Revenue Hour

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Streetcar</th>
<th>Light Rail</th>
<th>Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early AM</td>
<td>42</td>
<td>147</td>
<td>31</td>
</tr>
<tr>
<td>AM Peak</td>
<td>99</td>
<td>189</td>
<td>45</td>
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<tr>
<td>Midday</td>
<td>124</td>
<td>213</td>
<td>50</td>
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<tr>
<td>PM Peak</td>
<td>118</td>
<td>247</td>
<td>49</td>
</tr>
<tr>
<td>Night</td>
<td>150</td>
<td>150</td>
<td>39</td>
</tr>
</tbody>
</table>
3. Reduce Short Inner-city Auto Trips
Getting To/From Streetcar

- **Walk**: 88% (Streetcar), 76% (Systemwide)
- **Transit Transfer**: 7% (Streetcar), 12% (Systemwide)
- **Automobile**: 4% (Streetcar), 10% (Systemwide)
- **Other**: 1% (Streetcar), 2% (Systemwide)
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

82% trips on Streetcar are made by people living nearby or adjacent
Trip Purpose

- Home-based:
  - Streetcar: 67%
  - Systemwide: 82%

- Non-home-based:
  - Streetcar: 33%
  - Systemwide: 18%
Trip Purpose

- Home: 33%
- Work: 28%
- School: 12%
- Recreation: 9%
- Shopping: 9%
- Other: 19%

Streetcar:
- Home: 42%
- Work: 19%
- School: 12%
- Recreation: 9%
- Shopping: 9%
- Other: 19%

Systemwide:
- Home: 33%
- Work: 28%
- School: 12%
- Recreation: 9%
- Shopping: 9%
- Other: 19%

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Frequency of Transit Use per Month

- **Infrequent rider (1-6 trips per month)**: 20% Streetcar, 20% Light Rail, 9% Bus
- **Occasional rider (7-12 trips)**: 12% Streetcar, 9% Light Rail, 8% Bus
- **Semi-frequent rider (13-29 trips)**: 27% Streetcar, 23% Light Rail, 21% Bus
- **Frequent rider (30 or more trips)**: 41% Streetcar, 48% Light Rail, 62% Bus
Choice/Dependent

Streetcar
- Don't drive/don't know how: 8%
- No car available: 49%
- Car available, prefer TriMet: 21%
- No car because I prefer TriMet: 23%

Light Rail
- Don't drive/don't know how: 9%
- No car available: 57%
- Car available, prefer TriMet: 11%
- No car because I prefer TriMet: 23%

Bus
- Don't drive/don't know how: 17%
- No car available: 32%
- Car available, prefer TriMet: 34%
- No car because I prefer TriMet: 17%
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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