NEW PARTNERS FOR NEW MONEY: HOW TRANSIT PARTNERSHIPS CHANGED PSU AND REVITALIZED PORTLAND

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Rail~Volution
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Lessons learned: transportation knits together communities; use of partnerships achieves societal values

Early 1990s: downtown Portland underdeveloped, aging, less than vibrant with a small, un-integrated university in its midst

Business and university leaders united with a vision for downtown revitalization: spurred residential development, commercial vitality, PSU research enterprise
Vision to reality…

- Then City Commission Earl Blumenauer knew Portland needed something big, visionary and built on partnerships.
- Create a livable downtown neighborhood and vibrant business district not dependent on more cars and freeways.
- Change PSU from passive receiver of student to an education and economic engine for the community and world.
A linked vision: transportation, education and economic vitality

- Streetcar became a vision of a better downtown, comprehensively linked, and integral part of development of the University District and city transit development

- Vision + perseverance, hard work, money, and community consensus

- Streetcar went live in Summer 2001:
  - Integrated into campus Urban Plaza
  - Tied PSU to downtown, NW Portland, and the South Waterfront
  - Revitalized Portland’s Pearl District
Transportation spurred PSU growth

- Enhanced growth at PSU: doubled enrollment to almost 30,000 today, from 15,000 in 1998
- PSU now has a skyrocketing research portfolio and international reputation
- Streetcar was an enabler of this success
Transit collaborations changed student patterns

- Planning reduces parking to .5 per 1000 sf
- City Streetcar
- Max rail & Mall
- Trimet partners on private university housing effort
Tram connected PSU & OHSU

- Tram from the South Waterfront up to “Pill Hill” and Oregon Health & Science University
- Only road up to OHSU narrow, curvy and steep
- Tram + Streetcar + MAX expands PSU access to future development at South Waterfront with the Life Sciences development
South Waterfront Campus

Light Rail

Streetcar

OHSU Campus

Life Sciences
North Macadam
• Collaboration with OHSU - shared research
• Offices and labs
• Parking
• Retail
• DEQ and Public Health
• Providence/St. Vincent's
• OHSU Housing?

Timeframe: 2-4 years

OMSI, PCC

PSU & Downtown
Streetcar

Future Link
River Campus Project

Future Rail to Lake Oswego

Marquam Hill
Tram

Portland State University
Oregon Sustainability Center: Next wave of growth linked to Streetcar
MAX connection continues partnership

- MAX lines extended to PSU in fall 2009
  - Increased ridership with extension
  - MAX and other changes over last 10 years have changed transit choices for PSU community and partnership with the city
Success of streetcar is really the success of Portland and the high value of partnerships to revitalize the city and the state’s largest public university.

Thank you. George_Pernsteiner@ous.edu
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