

FACTS ABOUT PORTLAND

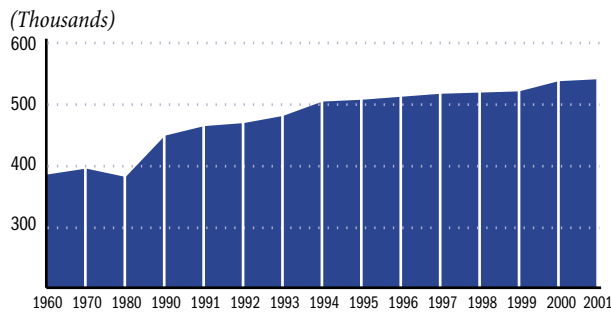
TRANSPORTATION OPTIONS

Population

- The population of Portland is 536,240 (2001 Estimate: Center of Population Research and Census)
- The population of the Portland metro area is 1.95 million (projected to be 2.2 million by 2010)
- The annual regional population growth rate averaged 2.2% between 1986 and 1999
- Oregon's population is projected to grow by about 27% over the next 20 years
- From 1990-2000, Oregon's population increased by 579,078 people, a 20% increase
- From 1990-2000, Portland's population increased by 90,319 people, a 21% increase
- From 1990-99, the metropolitan area population increased by 375,512 people, a 26% increase
- The population of Gresham is 91,420 (2001)
- The population of Beaverton is 77,170 (2001)
- The population of Vancouver, WA is 145,300 (2001)

Sources: Portland Development Commission 2002 Factbook (http://www.portlanddev.org/pdfs/pubs/ecdev/ec_fact_book_pop.pdf); Metro Regional Data Book 2000 (storefront.metro-region.org/data/MetroRegionalDataBook.pdf); US Census 2000 (www.census.gov/main/www/cen2000.html)

PORTLAND CITY POPULATION, 1980-2001



Employment

- Number of jobs in Portland Metro area (2002): 1,116,736 (a 43% increase from 1990)
- Number of jobs in the Central City (2002): 155,414
- Downtown employment increased from 69,800 to 80,000 from 1975-1985. Over the same period, transit ridership increased from 79,000 to 128,000 one-way trips
- Downtown Portland employment increased 75% between 1970 and 1996

Sources: Portland Development Commission 2000 Factbook (www.portlanddev.org/about/pdfs/1200factbook/employ.pdf), Metro Regional Data Book 2000 (storefront.metro-region.org/data/MetroRegionalDataBook.pdf)

Largest employers in the Portland area:

- Intel Corporation 15,000 employees
- Providence Health System 12,800 employees
- Fred Meyer, Inc. 10,744 employees
- Legacy Health System 7,158 employees
- Kaiser Permanente 6,725 employees

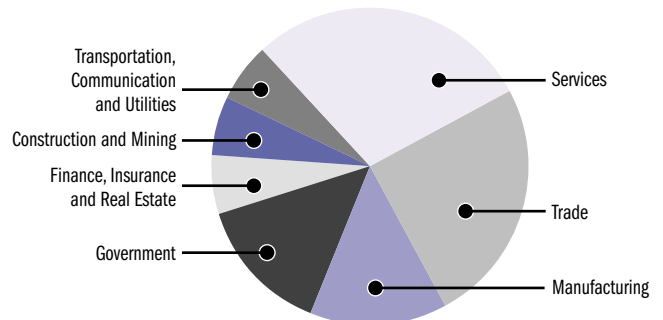
Source: Portland Development Commission 2002 Factbook (www.portlanddev.org/about/pdfs/1200factbook/economy.pdf)

Employment by sector in the Portland area:

- 29% Services
- 25% Trade
- 14% Manufacturing
- 14% Government
- 6.7% Finance, insurance & real estate
- 6% Construction & mining
- 6% Transportation, communications & utilities

Source: Oregon Labor Market Information System, September 2002 data (<http://www.olmis.org/pubs/llt/html/09-02/pdx/0902-pdx.html>)

EMPLOYMENT BY SECTOR



Land Area

- Land area of Portland (1999): 144.9 square miles (375.3 square kilometers)
- Land area of the metropolitan area (2002): 462.2 square miles
- Land area of the 5 county region (2002): 3,728.8
- 9.6% of Portland's land area is devoted to parks

Source: Metro Regional Data Book 2000 (http://www.metroregion.org/library_docs/maps_data/databook_sept2002.pdf); Portland Parks and Recreation 1997-99 Biennial Report (<http://www.parks.ci.portland.or.us/Biennial%20Report/BiennialReport.htm>)

Environment

Air Quality

In 1972, there were more than 100 Carbon Monoxide violations; by 1985, the number of violations dropped to zero and has since remained at zero.

- Highest carbon monoxide levels occur during commute hours (i.e., 7-9am and 3:30-6pm). Levels will increase overnight during strong inversions, cold weather, or heavy wood burning by residents
- Largest sources of carbon monoxide: mobile (cars, trucks, boats) and area (industrial not-regulated, consumer products)
- Highest ozone levels occur in the afternoon and early evening (2:30-6:30pm and longer on very hot days)
- Largest sources of Ozone precursors: area and mobile
- Largest sources of PM10 (particulate matter): area and mobile
- There were no violations of the Carbon Monoxide, Ozone or PM10 standards in 1999 or 2000
- The four main sources of air pollution are cars & trucks (38%), non-road engines (23%), household & other products (21%), industry (18%)

Sources: Monica Russell, Oregon Department of Environmental Quality (503-229-5097); Anthony Barnack, Oregon DEQ (503-229-5713)

METRO BOUNDARY (2003)

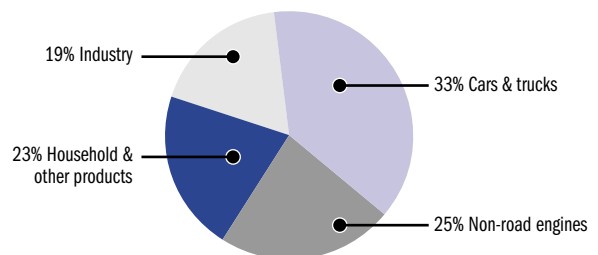


Carbon Dioxide (CO2)

- Carbon dioxide accounts for an estimated 82% of all U.S. greenhouse gas emission
- Portland was the first U.S. city (1993) to adopt a carbon dioxide reduction plan
- The plan originally prescribed a regional 20% reduction from 1990 CO2 levels by 2010; due to large population growth, this figure has been reduced to 10%
- The 10% target is more aggressive than the 1997 Kyoto Protocol, which would establish a CO2 reduction of 7% by 2008 to 2012
- Transportation is expected to account for 43% of all local greenhouse gas emissions in Multnomah County by 2010; reducing vehicle miles traveled and improving fuel economy are seen as the primary means of reducing emissions
- Since 1990, per capita greenhouse gas emissions from transportation in Multnomah County have decreased by approximately two percent

Sources: Multnomah County and City of Portland: "Global Warming, Portland Action," 2001; "Local Action Plan on Global Warming, April 2001."

AIR POLLUTION SOURCES



Central City

Housing

- Approximately 29,000 residents live in the central city*
- Number of housing units in central city: 16,881
- Number of families with children in downtown: 942 (2000)
- Number of people per household: 1.6 (2000)
- Median price per square foot for housing: \$1.38 (93.8% of citywide median rate) (2002)

Source: PDC 2002 Central City Housing Inventory (http://www.pdc.us/pdf/pubs/housing/central_city_inventory.pdf)
*Population figure calculated using census tract information and is only approximate.

Downtown Housing

- 9,352 people live in the downtown (2000)
- Total number of units: 8,185
- 70.0% of these are low-income/moderate income units (0-80% MFI)*
- 18.6% are middle-income units (80-150% MFI)
- 11.3% are upper-income units (Over 150% MFI)
- 86.0% are rental units

2006 Targets

- Preservation/replacement of 300-400 low-income units
- Development of 400-500 middle-income and 500-600 upper-income units



River District Housing (2000 data)

- 4,302 residents live in the River District
- Total number of units: 3,937
- 61.1% are low income units (0-80% MFI)
- 15.6% are middle income units (80-150% MFI)
- 23.4% are upper income units (Over 150% MFI)

20 year targets:

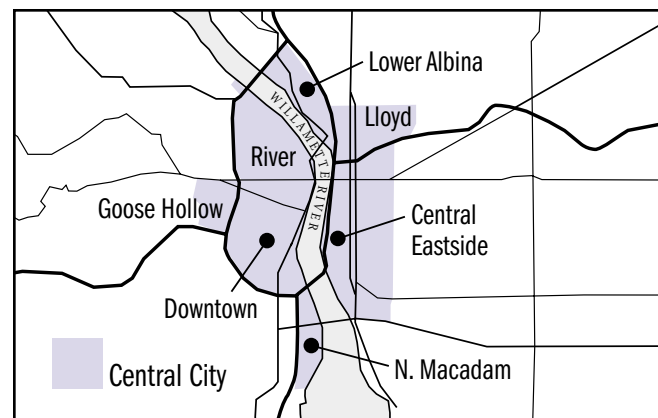
- Total number of units: 6,594
- Low/extremely low-income units: 27%
- Moderate-income units: 20%
- Middle/upper-income units: 53%

*MFI-Median Family Income

Source: Portland Development Commission Downtown Housing Inventory 2002 (<http://www.portlanddev.org/about/pdfs/Downtownhousing.pdf>); Leah Halstead, PDC (503-823-3299)

Portland Development Commission Downtown Housing Strategy (<http://www.portlanddev.org/about/pdfs/downtownhousingstrategyadopted061301.pdf>)

CENTRAL CITY DISTRICTS





A 24-Hour Downtown

- “Destination districts” with distinct character are drawing more people downtown
- Recently completed retail projects (Pioneer Place addition, Fox Tower, Brewery Blocks) are contributing to a 23% increase in downtown retail space
- Several new “destination” restaurants recently opened downtown
- There are 40 movie screens in use downtown, and another 7 expected to open soon in Pioneer Place
- Newly-opened Chinese Garden and modernized PGE Park also provide downtown destinations
- New construction along the streetcar line, including Museum Place, is breathing new life into the West End.
- Hotel rooms downtown have increased by 30% over the last two years, spurring interest in expanded convention facilities
- Housing vacancy rates are low (around 6% for new units and 4% for “seasoned” units)
- The recently completed Eastbank Esplanade has a 1,200 foot floating walkway, the longest such walkway in America.

Sources: *Portland Business Alliance* (<http://www.portlandalliance.com>)

Parking

- There are 47,394 parking spaces in downtown Portland; 35,645 are off street spaces, 3,451 are residential or hotel spaces; 6,215 are metered, 886 are loading zones; 148 are police/fire designated spaces; 121 are timed zones without meters.
- Portland operates 7 “Smart Park” garages with approximately 3,500 spaces which offer low cost short term parking for downtown shoppers.
- The Portland metropolitan area has 0.85 non-residential parking spaces per capita
- The City of Portland owns approximately 1,200 carpool/vanpool parking spaces, approximately 900 of which are utilized
- Expansion of existing infrastructure and construction of new streets in the Pearl District is expected to add 200 new spaces in the coming years.
- Average cost of monthly parking in downtown: \$145

Source: *Keith Ehrensing, Portland Office of Transportation (503-823-5347)*

Infrastructure

The Portland Office of Transportation maintains \$5.4 billion of infrastructure, including:

- Improved streets: 3,748 lane miles (3,575 miles of hard surface and 173 miles of oil/gravel)
- Unimproved streets: 132 lane miles
- Sidewalks: 2,117 miles
- Bike lanes: 226 miles
- Bridges: 167
- Traffic signals: 970
- Traffic calming devices: 791
- Street lights: 54,000
- Street signs (street name, parking, and traffic control): 147,600

Sources: *Dick Godfrey (503-823-1718); Bill Kloos (503-823-5382); Portland Office of Transportation 1998-2000 Biennial Report*



Jim Francesconi, Commissioner
1120 SW Fifth Avenue, Room 800
Portland, OR 97204

Questions or comments? *Rich Cassidy, Rich.Cassidy@pdxtrans.org, (503) 823-6051*

TRANSPORTATION FACTS

TRANSPORTATION OPTIONS

Mode Split (1994-95 DATA)

- People typically travel 65-80 minutes per day, regardless of mode
- Average commute distance (home-based work trip) in Portland metro area: 6.6 miles

Source: Bill Stein, Metro (503-797-1855); 1994-95 Household Activity Survey

Downtown

HOME-BASED-WORK-TRIP:

Walk	7.18%
Bike	1.73%
Transit (walk access)	21.20%
Transit (park & ride access)	9.45%
Drive alone	48.14%
Shared Ride Driver	4.09%
Shared Ride Passenger	8.17%
School Bus	0.05%

ALL TRIPS:

Walk	20.79%
Bike	1.68%
Transit (walk access)	11.40%
Transit (park & ride access)	3.22%
Drive alone	38.04%
Shared Ride Driver	10.89%
Shared Ride Passenger	13.57%
School Bus	0.09%

Portland Metro Area

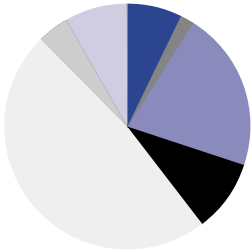
HOME-BASED-WORK-TRIP:

Walk	3.21%
Bike	0.95%
Transit (walk access)	3.97%
Transit (park & ride access)	1.24%
Drive alone	80.81%
Shared Ride Driver	4.36%
Shared Ride Passenger	5.12%
School Bus	0.01%

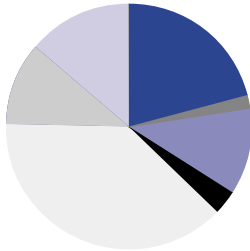
ALL TRIPS:

Walk	8.29%
Bike	1.03%
Transit (walk access)	2.29%
Transit (park & ride access)	0.32%
Drive alone	42.08%
Shared Ride Driver	17.67%
Shared Ride Passenger	24.32%
School Bus	3.59%

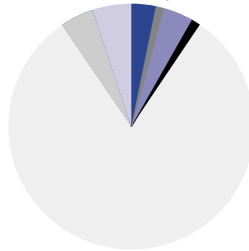
Downtown: home-based-work-trip



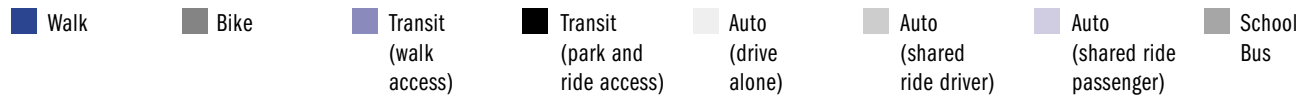
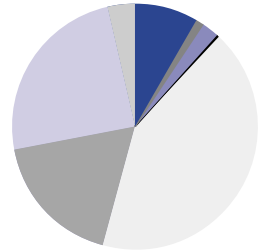
Downtown: all trips



Portland Metro Area: home-based-work-trip



Portland Metro Area: all trips



Breakdown of home-based trips by purpose:

- Work 24.46%
- Shopping 15.96%
- Recreation 17.50%
- Other 29.24%
- School 9.84%
- College 3.00%

Source: Bill Stein, Metro (503-797-1855)

Vehicle Miles Traveled (VMT)

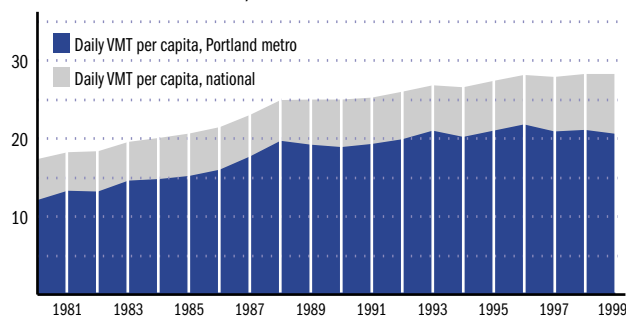
- While regional population increased by 38% between 1980 and 1999, annual VMT increased by 122%
- Per-capita VMT also nearly doubled from 1980 to 1993
- Between 1993 and 1999, however, per-capita VMT remained relatively stable
- Transit ridership has increased by over 50% since 1980
- Bicycle ridership has doubled since 1990
- Portland's bikeway network increased in mileage by 150% between 1991 and 1999

The City of Portland has implemented transportation policies and plans to further the goal of reducing VMT, such as

- Transportation Planning Rule (statewide)
- ECO Rule (statewide)
- Regional Transportation Plan
- Functional Plan (regional)
- Portland Comprehensive Plan (city)
- Central City Transportation Management Plan (city)
- Portland Transportation System Plan (city): combines policies, projects and implementing strategies and regulations to improve transportation options and reduce vehicle miles traveled.

Sources: Bill Stein, Metro (503-797-1855); Lavinia Gordon, Portland Office of Transportation (503-823-6982)

DAILY VMT PER CAPITA, PORTLAND METRO VS. NATIONWIDE



Regional Public Transportation

City of Portland/Portland Streetcar, Inc.

- Portland Streetcar, North America's first modern streetcar system, opened on July 20, 2001, serving a 2.4-mile route. In its first year, the streetcar served over 1.35 million passengers.
- A 0.6-mile extension to RiverPlace is expected to open in 2004, with hopes of connecting the line to future development in North Macadam.
- Between 1997 and 2004, over \$1 billion of new development will be completed adjacent to the existing streetcar line.
- MAX light rail carries about 80,000 passengers every weekday
- TriMet Buses carry about 210,000 passengers a day.
- TriMet Ridership has increased every year for fourteen consecutive years.
- Other regional providers include C-Tran (Vancouver/Clark County, WA), Sandy Area Metro (Sandy), South Metro Area Rapid Transit (Wilsonville)

For information on these providers, check out www.gettingaroundportland.org

Sources: portlandstreetcar.org; [Trimet.org](http://trimet.org); Rick Gustafson of Sheils Obletz Johnsen

Walking

- In 1995, 13% of all trips in the City of Portland were made by walking, and 78% of downtown trips of a half mile or less were made by walking. (Metro Household Activity Survey data)
- There are 30,027 blocks in the City of Portland. (Portland Pedestrian Master Plan)
- Portland has 165 public staircases, with about 9,000 public stair steps. (*Portland's Little Red Book of Stairs* by Stefan Young)
- Portland's 200-foot block faces in downtown make a good scale for pedestrians. (Tip: to get a walk signal at every block, walk briskly in the OPPOSITE direction from one-way traffic flow)
- Portland was the second city in the U.S. and the third in North America to organize pedestrian advocacy with the founding of the Willamette Pedestrian Coalition in 1991
- The Pedestrian Action-pedestrians peacefully crossing the street en masse to educate motorists about pedestrian right-of-way-was invented in Portland in 1994.
- In 1994, Portland became the first city in the U.S. to undertake a comprehensive Pedestrian Master Plan, adopted Earth Day 1998.

Source: Ellen Vanderslice, *America Walks* (503-222-1077)

Important Dates in Transportation History

1969
Tri-Met formed

1972
The Downtown Plan was adopted

1973
Portland's first bike plan is developed

1975
The Downtown Parking and Circulation Policy was adopted; Fareless Square began in downtown area

1977
The downtown transit mall opened

1986
Eastside light rail (15 miles) opened

1988
The Central City Plan was adopted

1989
Tri-Met was named "America's Best Large Transit Agency" by American Public Transportation Association

Carpools

- A web-based rideshare matching system, CarpoolMatchNW.org, went online in April of 2002 and links drivers and riders from Salem, OR to Vancouver, WA
- The percentage of Portland area workers using a carpool as their means of commute remained steady between 1997 and 1999
- The rate was 11.2% in 1997, 11.8% in 1998 and 11.3% in 1999
- The average number of people in a carpool is 2.7 (1999 Tri-Met survey)
- 869 carpool permits were sold by the City of Portland in April 2000
- Approximately 43 vanpools (typically 7-15 passengers each) serve the Portland-Vancouver area on weekdays

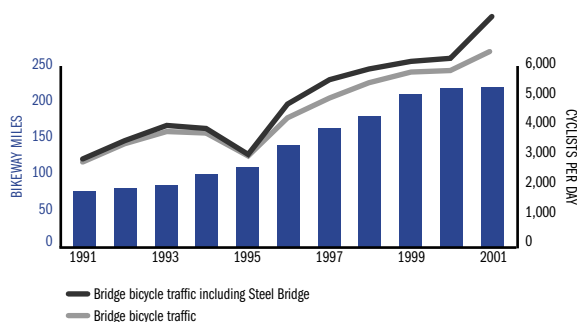
Sources: Cynthia Thompson, Portland Office of Transportation (cynthia@pdxtrans.org); Tony Mendoza, Tri-Met (503-962-6452); Jan Bowers, C-Tran (360-696-2824); Steven Oakes, City of Salem (503-588-6211)

Bicycles

- The Downtown, Lloyd District, and PSU sections of Portland have a total of 1,564 short-term and 1,089 long-term bicycle parking spaces
- The City of Portland operates 200 bicycle lockers downtown with a 90% occupancy rate
- The Bicycle Transportation Alliance operates 236 lockers at MAX stations and transit centers
- In its first year, Portland's Bike Central program (a program offering shower and end of trip facilities) generated 14,600 bicycle trips, resulting in 46,400 fewer vehicle miles traveled and consequent reductions of 23 tons of carbon dioxide and 360 lbs. of hydrocarbon emissions
- Riders can bring their bikes and store them in the designated spaces on all buses, MAX trains and the Portland Streetcar. No permit is required, just the usual TriMet fare.

Sources: Roger Geller, Portland Office of Transportation (503-823-7671); Jeff Smith, Portland Office of Transportation (503-823-7083); Karen Frost, Bicycle Transportation Alliance (503-643-5396); Adam Argo, TriMet

GROWTH IN BIKEWAY MILES AND BICYCLE TRAFFIC



Transportation Demand Management/Transportation Management Associations

- TDM strategies seek to encourage more efficient use of the existing transportation system and include:
 - Increasing the number of travel options (i.e., transit, bicycles, carpooling)
 - Reducing the need for travel through efficient land use
 - Rewarding consumers for using the means of transport best suited to their trip
- TMAs consist of employers and institutions cooperating to solve transportation problems in a local area
- The Portland metropolitan area has five TMAs: Lloyd District, Columbia Corridor, Swan Island, Tualatin and Westside. The first three are in Portland proper

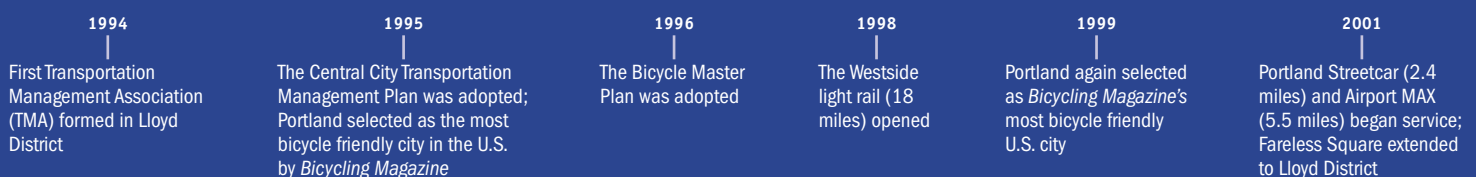
Source: Portland Transportation System Plan

Portland Office of Transportation – Transportation Options

- CarpoolMatchNW.org, an Internet-based carpool match system, allows users to find possible fellow car-/vanpoolers in the Salem-Portland-Vancouver corridor quickly and anonymously
- Outreach and education programs, including pedestrian and bicycle safety courses, youth education, a Portland State University class, and a summer bicycling and walking program, reach approximately 10,000 people per year
- TravelSmart, a targeted outreach program aimed at reducing VMT in SW Portland, kicked off in 2002 and is expected to increase the use of bikes, transit and walking through hands on education.
- The Options Card promotion, carried out in conjunction with the Streetcar opening, provided incentives including free one-month transit and six-month streetcar passes and CarSharing and bike locker discounts to the first 1,000 Northwest Portland residents to sign up
- Approximately 1,400 City employees participate in an incentive program offering subsidized bus passes and carpool parking
- 100 employees participate in a program offering additional monthly income to those who bike or walk to work on at least 60% of their scheduled workdays

Source: Cynthia Thompson, Portland Office of Transportation (cynthia@pdxtrans.org); Transportation Options Spring 2001 newsletter

Source: Steve Iwata, Portland Office of Transportation (iwata@trans.ci.portland.or.us)



Transportation Management Associations

COLUMBIA CORRIDOR TMA

- Worked with Tri-Met on implementation of bus service in conjunction with Airport MAX; also worked with airport shuttles on the feasibility of extending service to worksites
- Liaison between Tri-Met and area businesses to enhance transit service and incentive programs; also promotes employee flex schedules and telecommuting

Source: *Patty McCoy, Columbia Corridor Association (503-287-8686)*

LLOYD DISTRICT TMA

- First TMA in the Portland area, formed in 1994
- Annual subsidized transit pass program reaches 6,000 area employees, resulting in a reduction of nearly 4 million annual vehicle miles traveled
- Lloyd District experienced a 33% increase in bicycle mode split (bicycling experienced a 1% gain in overall mode split — from 3% of all trips to the district in 2000 to 4% of all trips in 2001). The 2001 results show the actual number of bicycle trips increased 29% over the previous year. That translates to over 1000 commuter bicycle trips made to the Lloyd District each week.
- Gave 33 grant-funded bicycle racks to local businesses in order to encourage bicycle commuting in the area
- Offers over 90 reserved on-street carpool parking spaces to district employees
- Added three new express transit routes to the district through negotiations with Tri-Met and C-Tran
- Initiated plans for the extension of Fareless Square to the Lloyd District

Source: *Lloyd District TMA (<http://www.ldtma.com>)*

MARQUAM HILL TRANSPORTATION PARTNERSHIP PLAN

- Implemented five new rush-hour express bus routes to the area, a carpool matching program, and a vanpool incentive program
- Drive alone trips have been reduced to 32% of total trips onto the hill; down from 64% in 1995.
- Transit ridership has increased approximately 79% in the last two years

Sources: *Crysttal Atkins, Portland Office of Transportation, (cac@trans.ci.portland.or.us); Tri-Met TDM Final Report, 2000 (www.tri-met.org/tdmfinalreport.pdf) TriMet sponsored 2002 Employee Commute Options survey*

SWAN ISLAND TMA

- Interstate MAX: Roadway and sidewalk construction was completed ahead of schedule with a minimum of disruption for Swan Island commuters and freight haulers.
- Swan Island TMA Website: www.SwanIslandTMA.org was launched in summer 2002, providing information on transportation options for Swan Island employees, including transit, ride-share, bike/walk as well as updates on the Interstate MAX project.
- Information: “Transit Serving Swan Island” posters are in area bus shelters and a pocket size folding version has been distributed to two dozen information racks at Swan Island businesses.
- Rideshare: A Clark county vanpool began operation August 2002 as a joint TMA/C-Tran/TriMet/VPSI operation; it currently has 11 members.
- Job Access: The Swan Island Evening Shuttle for swing and graveyard employees had increased ridership, reaching an average of 100 rides per week in the fall 2002.
- Bike/Ped Access: A series of sidewalk and crossing improvements along Going Street and at Going Street/Basin Avenue and Port Center Way have begun. Maintenance and litter control have been upgraded to make Going Street and Greeley Avenue more attractive entries to Swan Island.

Sources: *Francie Royce, Portland Office of Transportation (royce@pdxtrans.org); Lenny Anderson, Swan Island TMA (503-745-6563)*

WESTSIDE TRANSPORTATION ALLIANCE

- Operates a shuttle for employees working in the Nimbus business park
- Shuttle provides an average of approximately 140 rides per day
- Increased participation in the Car Free, Care Free two-week program, with number of businesses participating nearly doubling from 1999 to 2000 and VMT saved tripling
- Allows larger employers to administer their mandatory mode-split surveys via Internet
- Keeps members informed of all transportation options through frequent newsletters and brochures, as well as a detailed handbook for transportation coordinators

Source: *Judy Edwards, WTA (mail@wta-tma.org)*



*Jim Francesconi, Commissioner
1120 SW Fifth Avenue, Room 800
Portland, OR 97204*

Questions or comments? Rich Cassidy, Rich.Cassidy@pdxtrans.org, (503) 823-6051