New Mayors Meeting, 1/27/07
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www.reconnectingamerica.org

Why Streetcars and Why Now?
- Renaissance of downtowns
- Focus new development
- Low-cost alternative
- Integrated into built environment
- Feed regional transit system
- Provide urban circulation

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Development-Oriented Transit

<table>
<thead>
<tr>
<th>City</th>
<th>Start of Service</th>
<th>Length (Miles)</th>
<th>Initial System Track Miles</th>
<th>Initial System Cost</th>
<th>Development Investment</th>
<th>Return on Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenosha</td>
<td>2000</td>
<td>2.9</td>
<td>3.10</td>
<td>6.20</td>
<td>150</td>
<td>2235.35%</td>
</tr>
<tr>
<td>Little Rock</td>
<td>2004</td>
<td>7.5</td>
<td>7.86</td>
<td>19.80</td>
<td>2200</td>
<td>5380.43%</td>
</tr>
<tr>
<td>Tampa</td>
<td>2003</td>
<td>2.4</td>
<td>16.21</td>
<td>48.30</td>
<td>1000</td>
<td>1995.79%</td>
</tr>
<tr>
<td>Portland (1)</td>
<td>2003</td>
<td>6.8</td>
<td>11.50</td>
<td>16.26</td>
<td>1004</td>
<td>1792.92%</td>
</tr>
<tr>
<td>Portland (2)</td>
<td>2006</td>
<td>1.2</td>
<td>14.83</td>
<td>17.80</td>
<td>1183</td>
<td>7901.12%</td>
</tr>
</tbody>
</table>

Source: Accounting Answer

The Streetcar Was a Watershed Event in Portland’s Downtown

- 109 projects worth $3.5 billion, including 7,248 housing units and 4.6 million sq. ft. of commercial space
- 25 percent of housing is affordable
- Developers built 90 percent of affordable studio units in the first phase, rent as low as $300 and below
- Portland achieved its 25-year housing goal in 7 years, and issued a record number of building permits 7 years in a row

In South Waterfront:
- Connects to downtown via streetcar and to OHSU via park-and-ride
- An even more ambitious redevelopment effort with 5,000 jobs and 13,000 housing units planned
- 4 residential towers are out of the ground

Kenosha: Small Transit for Small Cities

- As in Portland, the streetcar connected Kenosha’s downtown with a large redevelopment site
- The city devised a 1000 plan to connect downtown and the waterfront with a greenbelt,滨河带, and streets, and created a new neighborhood on the waterfront
- The streetcar runs between the new development and a Metra commuter station with service into Chicago
- Kenosha’s focus was to connect people home in addition to the new streetcar route
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Little Rock: Rolling on President Clinton Avenue

- The streetcar connects downtown, including the River District, with a popular River Market, and the old warehouse district downtown
- Opening ceremonies are slated for an extension of the streetcar to the Clinton L. Bump station platform in late February
- The streetcar has cut travel time by over $1 million
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Streetcars are not a panacea

- Transit in and of itself does not create development; need a larger strategy
- Determine what are the needs of the community – redevelopment, improved transit, business and job development.
- Commuting versus circulation

Responding to the Critics #1

- Development would happen anyway.
- RESPONSE: Development happened where pedestrians can walk, take a streetcar and connect to regional transit.
- The Portland study showed developers built at twice the density along the streetcar line, and significant reduced/avoided auto trips.

Responding to the Critics #2

- The streetcar and policies to promote development amount to subsidies to developers.
- RESPONSE: Higher densities and lower parking ratios make projects more profitable, but infill development is more costly and difficult and often requires a public-private partnership.
- The city’s obligation is to fund public improvements.
- The developers’ obligation is to contribute to infrastructure cost, and build high-density, mixed-income housing with high-quality urban design.
- Developer agreements are crucial.
- Sprawl developers receive massive public subsidies in the form of new roads, sewers, schools and other infrastructure.

Responding to the Critics #3

- It would be much cheaper to simply improve the bus system.
- RESPONSE: Streetcars shape development so that it’s compact, walkable and mixed-use.
- Investment in a bus system won’t achieve either goal.
- Streetcar is more likely to attract riders of all types – choice riders and transit-dependent – which translates into more support for more public transit.
Responding to the Critics #4

- Streetcars don’t attract a significant share of regional ridership or commuters.

  RESPONSE: Streetcars are local circulators. They are intended to mainly serve pedestrians within the streetcar district and to connect them to regional rail systems for longer commutes. Can impact ridership on overall system through increasing accessibility and network. Avoided auto trips given focused development.

Where is the federal partner?

- Newly created Small Starts program
- Fully fund Implementation by FTA
- Increase Transit Funding overall
- DOT, HUD, DOE?