

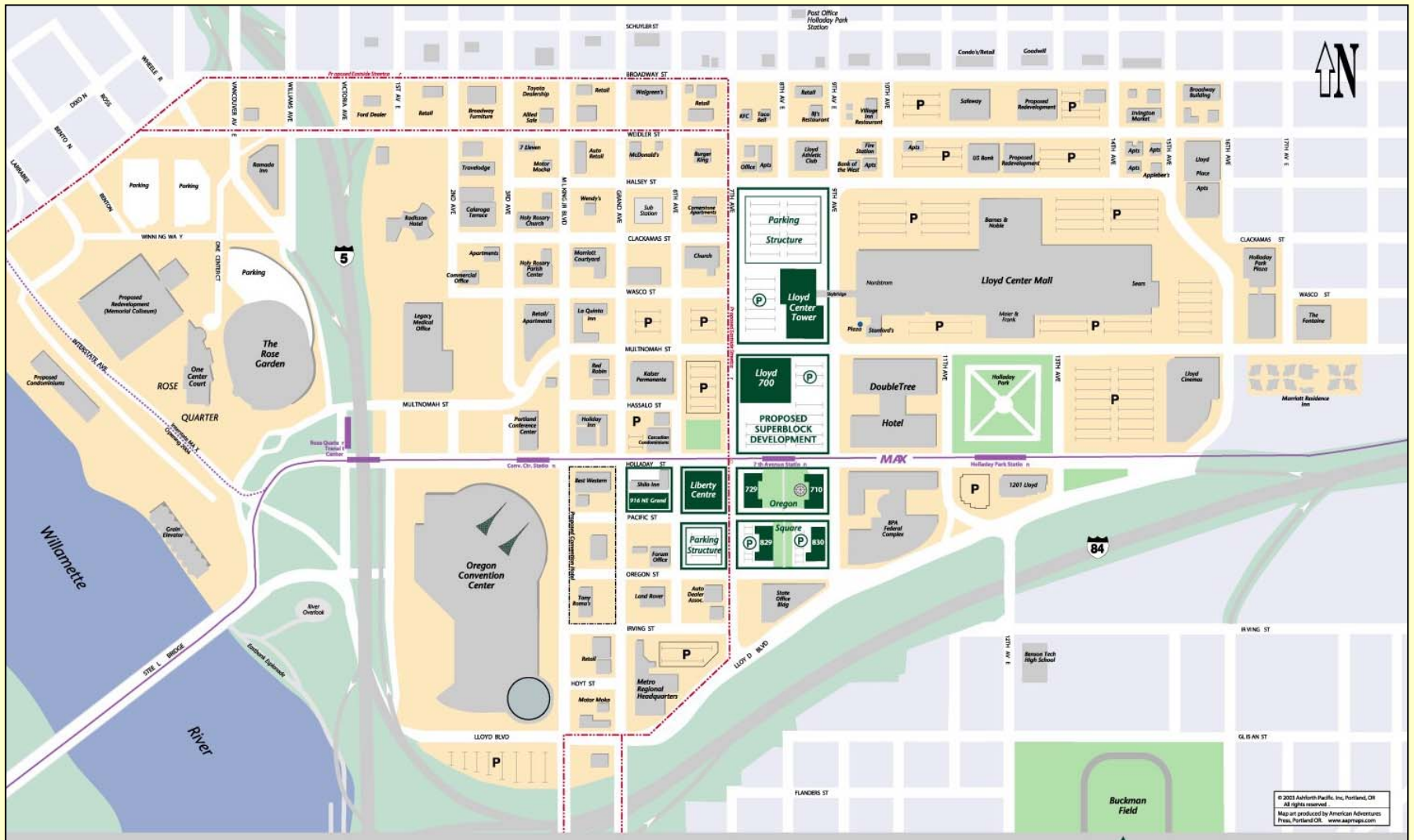


LLOYD TMA

Portland, Oregon

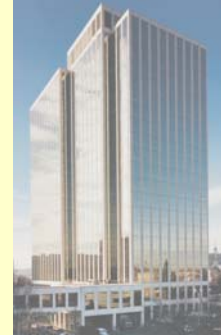
Implementing Transportation Solutions





- East of downtown across Willamette River
- 275 acres, 20,000 employees, 600+ businesses
- 1,000 residential units within boundary
- Adjacent to 4 dense central city neighborhoods
- Constrained freeway access (ingress and egress)

LLOYD DISTRICT - 1970



District Before TMA

1990

- No formal system of parking or transportation management
- District was primarily free parking w/ no limits on built parking (i.e., parking avg. was 3.5+ stalls per 1,000 SF)
- High number of downtown employees using LD parking (est. 600 – 800 per day)
- Alternative modes were not well integrated
 - ✓ Transit mode split for employee commute trips was 10%
 - ✓ Most bus service traversed edge of district
 - ✓ No bike lanes or end of trip facilities
 - ✓ Traffic forecast at major access points to achieve LOS F by 2015 (at status quo)
- 20,000 new jobs targeted for business district – doubling of existing employee base and no improvements slated for roadway system
- No formal organization representing business or economic development

TMA Formation – The Need

1994 - 1997

- Development of Central City Transportation Management Plan (CCTMP)
- District “Stakeholder” interviews
 - ✓ 45 of 65 CEO’s in district interviewed on “issues impacting economic development and district vitality.”
 - ✓ High recognition of impact of congestion and access on marketability of district.
 - ✓ High recognition that status quo not workable to meet district job targets/goals.
- Agreement to establish/negotiate *Lloyd District Partnership Plan*
 - ✓ Established mode split “market share” targets for all modes of access. Targets tied to congestion impacts.
 - ✓ Established “performance based system of access” whereby contribution of one partner matched by another (i.e., metering/funding, transit passes/transit service, etc.)
- Formation of partnership organization (LDTMA)

Lloyd District Partnership Plan

Partnership Commitments

Private Sector

- Commit to fund transit passes (Passport program) – 6,000 pass goal
- Commit to 42% transit mode split goal (2015)
- Support new parking development maximums and parking meters
- Establish TMA
- Establish BID (by 2000) to provide equitable funding match

City of Portland (PDOT)

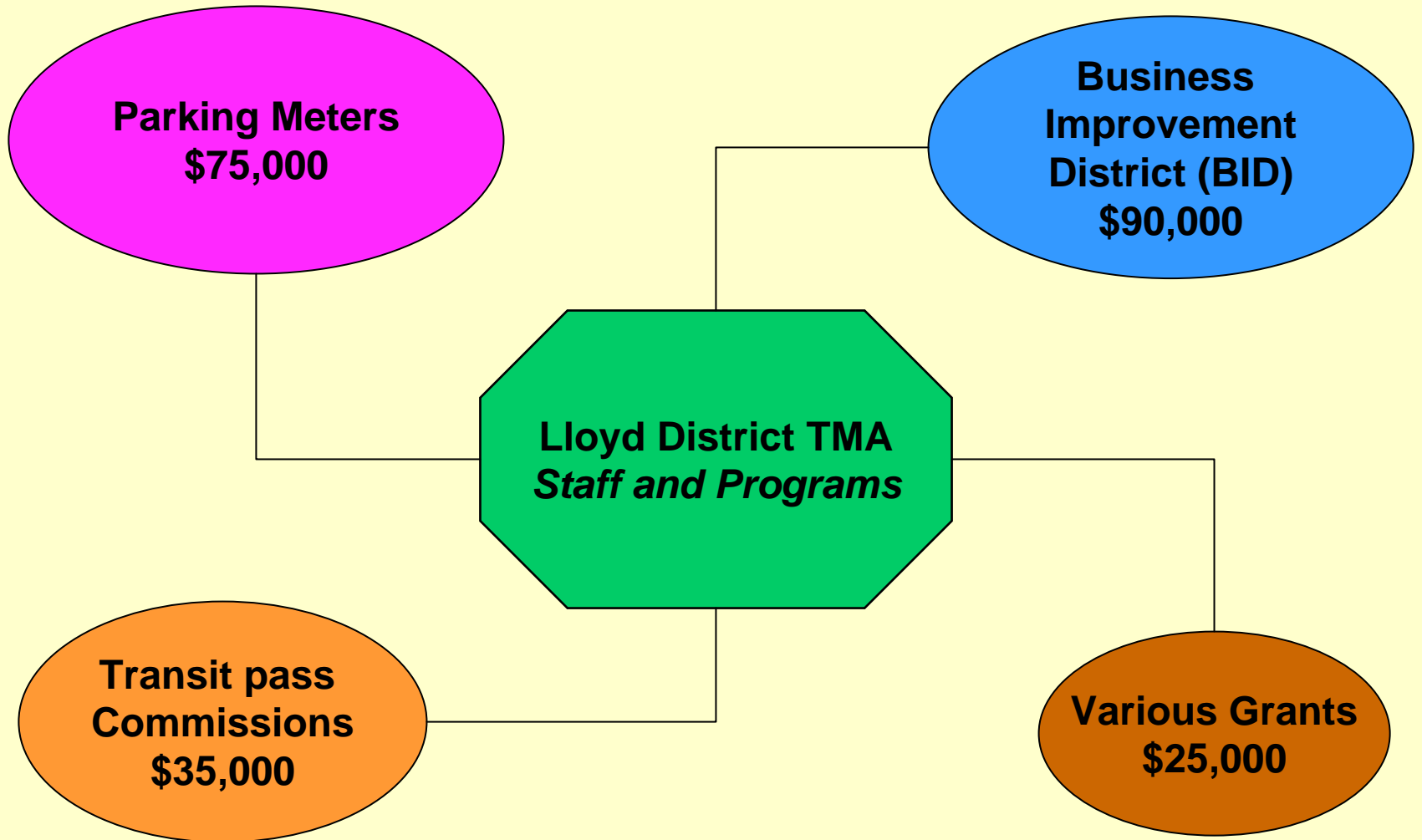
- Majority of net meter revenue to Lloyd District partnership
- New parking regulations
- Focus and commitment to partnership infrastructure priorities

Tri-Met

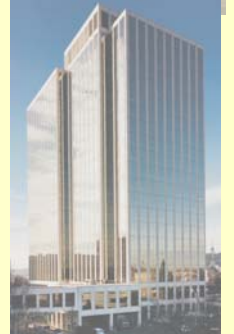
- New direct route transit with increased pass sales (2000 passes = 1 new bus line)
- Passport commissions to TMA (3% of all transit sales in district)
- “Special consideration” on fares and service improvements (PASSport, Fareless Square)

TMA Annual Funding Base

\$225,000



LLOYD DISTRICT - 2004

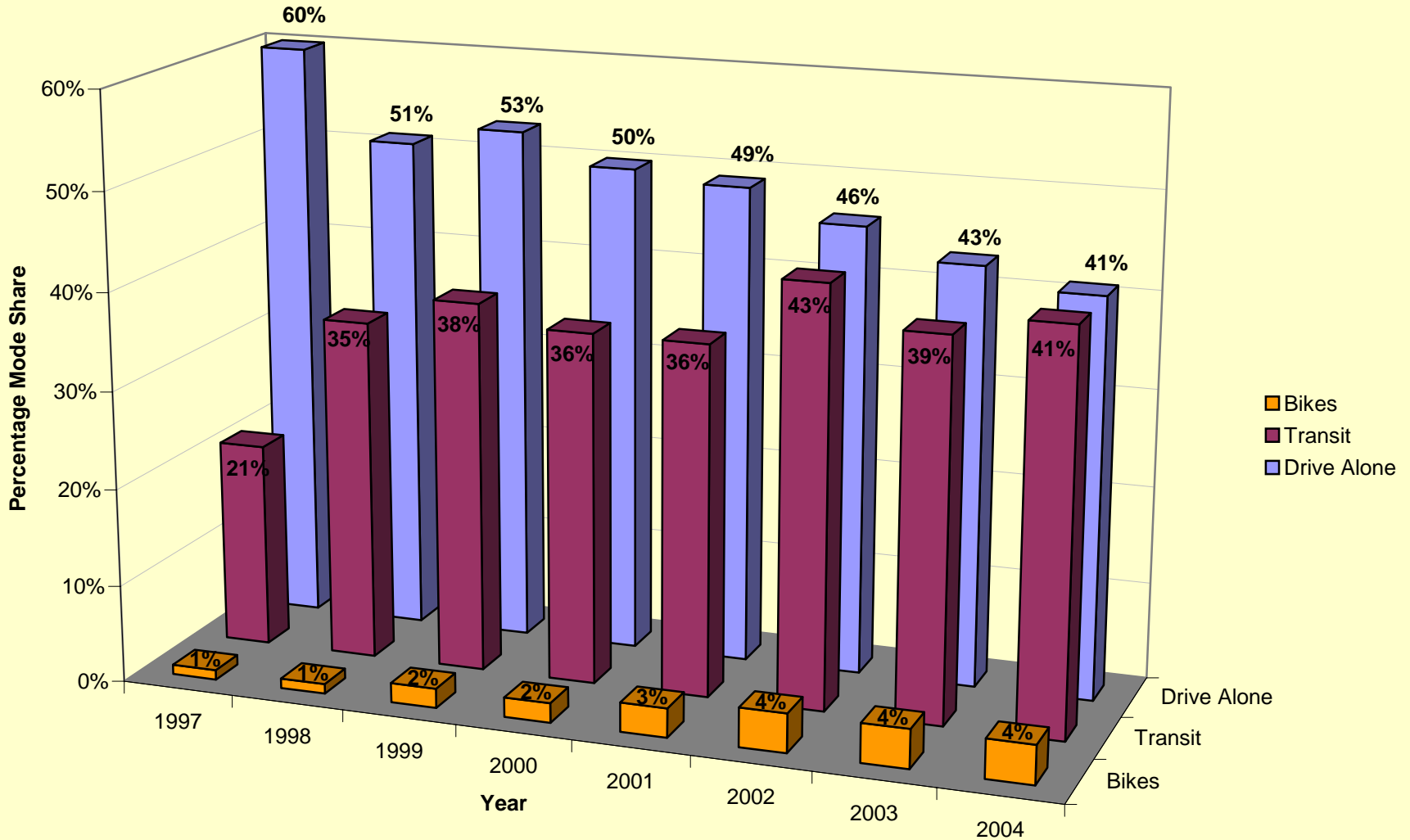


Accomplishments – Where We Are Now

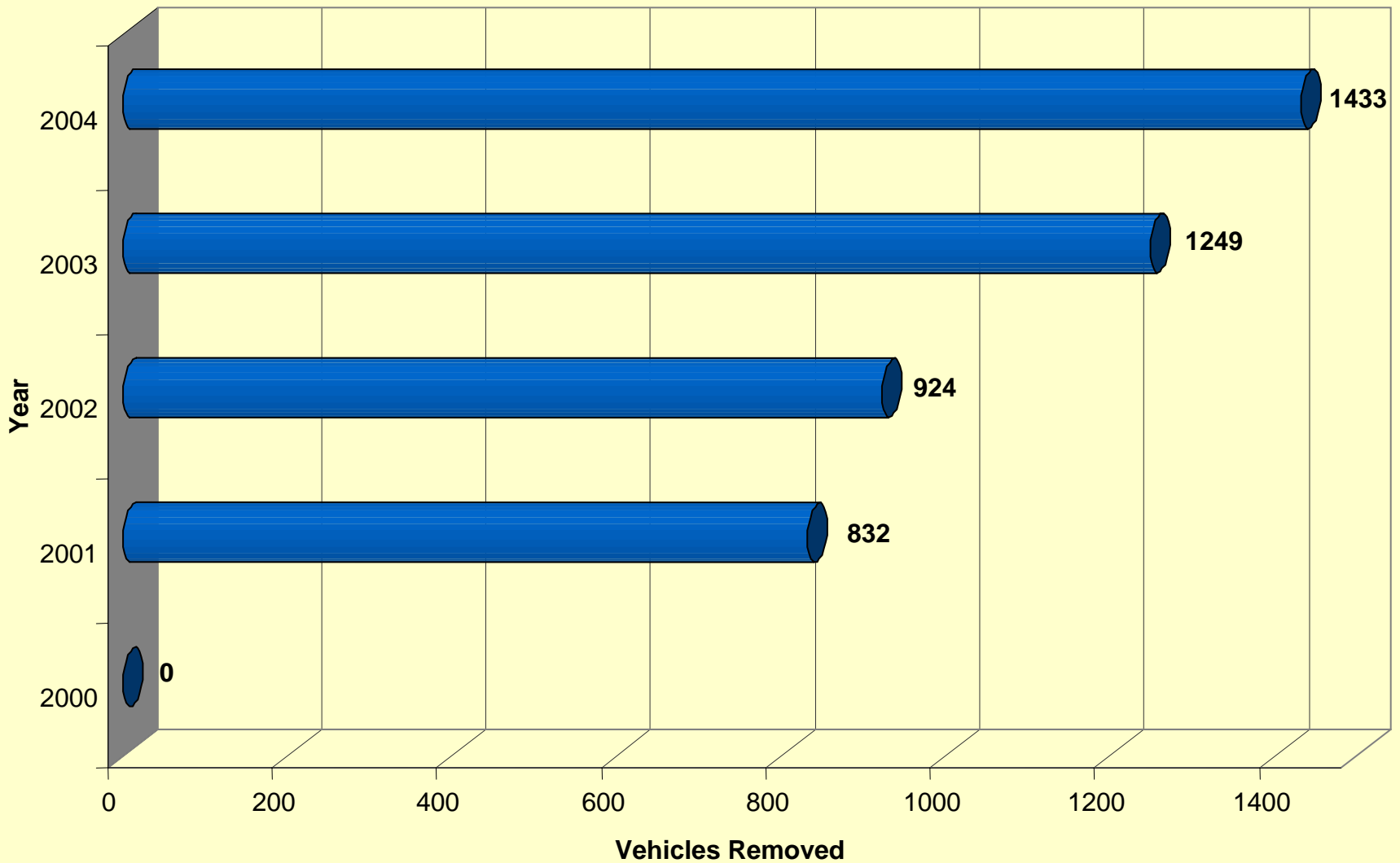
- Transit Commute Mode Splits from 21% (1997) to 41% (2005)
- Bicycle Mode Splits from 1% (1997) to 5% (2005)
- Pedestrian commute trips up 46% over three years
- Commercial office vacancy rate 12% (2001) to 3% (2004)
- Avg. built ratio of parking to 1.95 stalls per 1,000 SF (from 3.5+)
- Over 1 million SF of new public/private development since 1995, no net increase in total parking supply (includes Convention Center expansion).
- Employee transit passes from 1,250 in 1997 to \approx 6,000 (2005)
 - ✓ Over \$1 million annual private investment in transit program
 - ✓ Over \$2.3 million annual savings in pass prices to business and riders (i.e., Passport district pricing)
 - ✓ 3 new bus lines since 1997, rerouting of existing service to commercial core.
 - ✓ Extension of Fareless Square (2001)

Changes in Commuter Choice

A Seven Year History



Vehicles Removed From Commuter Peak Hour



Why We Do What We Do

1,433 Parking spaces

4 Trips per space (in 8hr. workday)

5,732 Potential customer trips per day

5,732 Customer trips per day

\$20 Average amount spent by each customer/trip

\$114,640 Potential daily revenue unrealized

\$114,640 Daily revenue

300 Shopping days in a year

\$34,392,000 Total annual potential revenue unrealized

Plus...

\$28,000,000 Parking development costs for 1,433 vehicles

\$62,392,000 Total return on investment

Just Around the Corner...



Eastside Streetcar

Come visit the **ONE-STOP Transportation Shop**

AS SEEN AT THE LLOYD DISTRICT TMA

Transit Passes
Smartmeter carps
Flexcar registration
carpool registration

BUT WAIT, THERE'S MORE!

ACT NOW AND YOU ALSO GET:

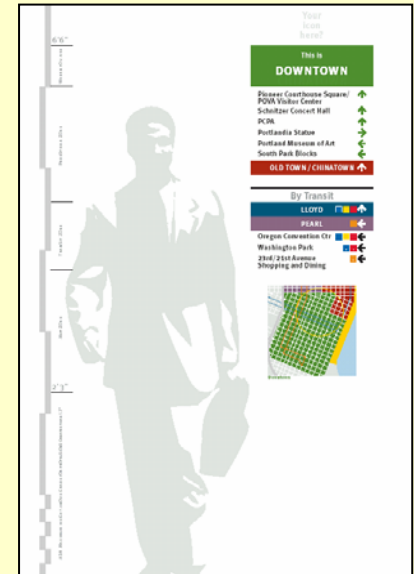
TRIP PLANNING + MAPS
A Place to Browse
Fun stuff

pedestrian information
Bike locker rentals
Bike accessories

YES! At the **Commuter connection**

Store hours: Tue-Fri 11-4
700 NE Multnomah, Ste 340
www.ldtma.com

You mean I can get all that in one place?



District Wayfinding Signage



Lloyd Crossing



OCC Blocks Development Strategy

The Region's only one stop, full-service Transportation Store'



lloyd^{dot}tma
your go to place for get there options

www.lloydtma.com

Lloyd District BETC Partnership

| 2004 Projects | | 2005 Projects | |
|--|------------------|--|------------------|
| Direct Route Transit Service from Clark County (C-Tran #157) | \$80,000 | Transit Shelter Improvements | \$14,000 |
| Transit Trackers | \$25,000 | Transit Tracker Expansion | \$30,000 |
| TMA Outreach and Communications | \$25,000 | TMA Outreach and Communications | \$30,000 |
| Pedestrian Crossing Improvements (NE 9 th /Pacific) | \$7,500 | Bicycle Improvements | \$10,000 |
| Bicycle Lockers and Racks | \$7,500 | Multnomah/I5 Pedestrian Underpass Improvement Project | \$15,000 |
| Electronic Interactive Bike Parking Map | \$3,000 | Small Business Passport Rebate Incubator Program | \$50,000 |
| NE 7th Avenue Bridge Feasibility Study | \$12,000 | Seed Shower and Locker Development/Construction | \$25,000 |
| Transit Shelter Lighting | \$10,500 | Security Cameras for MAX Platforms | \$15,000 |
| District-Wide Employee Commute Choice Survey | \$7,500 | Street Lighting Improvements (NE 1 st Avenue) | \$10,000 |
| TOTAL | \$178,000 | TOTAL | \$199,000 |





Impact of Status Quo – 17,000 net Employees

| Mode | 2003 Mode Split | 2003 Employees | 2015 Mode Split | 2015 Employ ees | Net Change | % Change |
|--------------|-----------------------|-------------------|-----------------------|-----------------------|---------------|-------------|
| Drive Alone | 52.0% | 8840 | 52% | 17680 | 8840 | 100% |
| Rideshare | 10.0% | 1700 | 10% | 3400 | 1700 | 100% |
| Bike | 5.0% | 850 | 5% | 1700 | 850 | 100% |
| Walk | 2.0% | 340 | 2% | 680 | 340 | 100% |
| Telecommute | 1.0% | 170 | 1% | 340 | 170 | 100% |
| Transit | 30.0% | 5100 | 30% | 10200 | 5100 | 100% |
| TOTAL | 100% | 17000 | 100% | 34000 | 8160 | |

of new parking stalls to meet SOV growth

8160

Cost to develop needed parking demand

\$221,000,000



Projected Employment Growth: 17,000 to 34,000

MODE CHANGES NECESSARY TO ACHIEVE ESTABLISHED GOALS

| Mode | 2003 Mode Split | 2003 Employees | 2015 Mode Split | 2015 Employees | Net Change | % Change |
|--------------|-----------------------|-------------------|-----------------------|-------------------|---------------|-------------|
| Drive Alone | 52.0% | 8840 | 33% | 11220 | 2380 | 27% |
| Rideshare | 10.0% | 1700 | 10% | 3400 | 1700 | 100% |
| Bike | 5.0% | 850 | 10% | 3400 | 2550 | 300% |
| Walk | 2.0% | 340 | 5% | 1700 | 1360 | 400% |
| Telecommute | 1.0% | 170 | 2% | 680 | 510 | 300% |
| Transit | 30.0% | 5100 | 40% | 13600 | 8500 | 167% |
| TOTAL | 100% | 17000 | 100% | 34000 | 14620 | |

of new parking stalls to meet SOV growth 2380

Cost to develop needed parking demand \$59,500,000

TMA Annual Expenditure

\$215,000

