• The “P” Word: A little history/background

• Doing more with less: Strategic planning

• Planning is not enough: Implementation

• 4 key takeaways
“We can’t do that here”: a short history of the “P” word

- Voted Republican 1968-1984
- Vast majority supported Vietnam War
- Popular Gov Tom McCall (R) in office
- Traditional transportation approach...
"Hello There" From Portland
Moses’ Plan for Portland
divide neighborhoods with divided highways
mt. hood freeway
State/local bipartisan revolt

• Diverts freeway $ to light rail
• 1973 Oregon Land Use Laws – enables Urban Growth Boundary
• 1979 Metro Council elected (first in nation)
• Broad coalition of urbanists, environmentalists, agriculture, forestry
• Invest in transportation choices...
Metro Regional Transit Access Priorities

walking

bicycle

feeder bus/rail

carpools/drop-off

park-and-ride
“We can’t do that here...”: 
“We can’t do that here...”:

guess the region
“We can’t do that here...”:

guess the region

• Privately funded regional land use and transportation plan
“We can’t do that here...”:
guess the region

- Privately funded regional land use and transportation plan
- Highest transit spending per capita in the nation
“We can’t do that here...”:

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• 2012: 73 percent voted for Gov. Romney

• The new “Zion” of transit has moved to...
“We can’t do that here…”:

guess the region

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Planning for TOD
Prosperity follows the Street Car Line

Whether you buy Real Estate for investment or to build a home, the popular location is HYDE PARK

FIVE BUILDING LOTS FREE

Remember to take the East Ankeny Car at Third and Yamhill Monday

THE JACOB'S STINE COMPANY
148 FIFTH STREET PORTLAND, OR.

$10 STARTS YOU on ROAD to PROSPERITY IN HYDE PARK
NO INTEREST TAXES TO PAY

We have done this before...
why a strategic plan?

• Expanding system = expanding eligibility
• Differentiate areas by measuring TOD readiness
• Target TOD investments
TOD Program Funding & Eligible Areas
1998-2010

- Funding (millions) 1998: $1.6, 2010: $2.9
- Eligible areas (sq miles) 1998: 12, 2010: 93
building a TOD typology

Transit Orientation Score
(Urban Form + Activity)

+ Market Strength
The traditional trinity of TOD

- Density
- Distance
- Demographics
- Design
- Distinction
- Diversity
- Dollars
- Destinations
measuring TOD readiness (p’s)
“There are two things Oregonians hate…. sprawl… and density.”

Former (& current) Oregon Governor John Kitzhaber
ped/bike connectivity
physical form
Hollywood
Gateway
Clackamas
transit orientation score
Typology
(market + TOD Score)

Downtown + NW Portland Station Areas
(eligible, but excluded for comparison purposes)

outer station areas for analysis

real estate market strength

11/27/2013

Eastside  Westside  Airport  Interstate  Green  Milwaukie
Station Community Typology
(market + TOD Score)
Station Community Typology

(market + TOD Score)

Real Estate Market Strength

- Eastside
- Westside
- Airport
- Interstate
- Green
- Milwaukie

11/27/2013
Plan + Partner
(longer term station areas)
Catalyze + Connect
(emerging station areas)
Catalyze + Connect
(emerging station areas)
Infill + Enhance
(near term station areas)
Clusters

- infill + enhance
- catalyze + connect
- plan + partner

TOD Typology Clusters
(market + urban form readiness)
TOD Implementation Program

- Program created in 1998
- $3 mill annual budget
- Public-private “bricks and mortar” projects tied to transportation outcomes
- > 500,000 induced annual transit trips
- $30 mill has leveraged > $300 mill private investment
TOD Program Strategies

• Create market comparables for higher density buildings near transit and centers

• Develop developers with expertise in higher-density mixed-use buildings in suburban settings

• Increase acceptance of urban style buildings through high quality design

• Carry out place making and contribute to local identity
Grants/easements

• compact mixed use development is not cheap!
• acquire tod easements
• Cost premiums:
  - structured parking
  - elevator
  - separation of uses
  - complex fire systems
how does it work?

1. **Cost Premium Analysis**
2. **Capitalized Farebox Revenue from induced ridership (must have delta, daily transit fare x 30 years)**
3. **7-day notice to Metro Council (de-politicizes funding decisions)**
4. **Development Agreement**
projects
North Main Village – City of Milwaukie
The Rocket – Central City Portland
The Merrick - Portland
2,091 housing units
nearly 1,000 affordable units
and more than 300 senior units
20 built projects
(10 in pre-development)
543,000 Induced Transit Riders Per Year
$318 million in private investment

2008 National APA Best Practices Award

Nearly 250,000 sq ft commercial
> 100,000 tons of GHG reduced

program results
4 Takeaways

• Development oriented transit

• Not all stations areas are created equal

• Support transit with other investments ($0.50 for every $1)

• Engage the private sector early, often and forever