

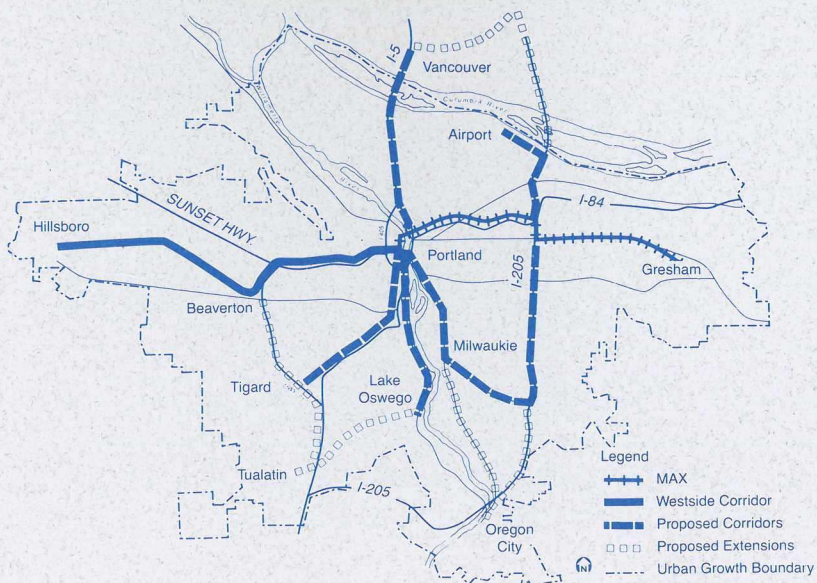
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Metro Charter Committee
P O Box 9236 - Portland, OR 97207

LIGHT RAIL



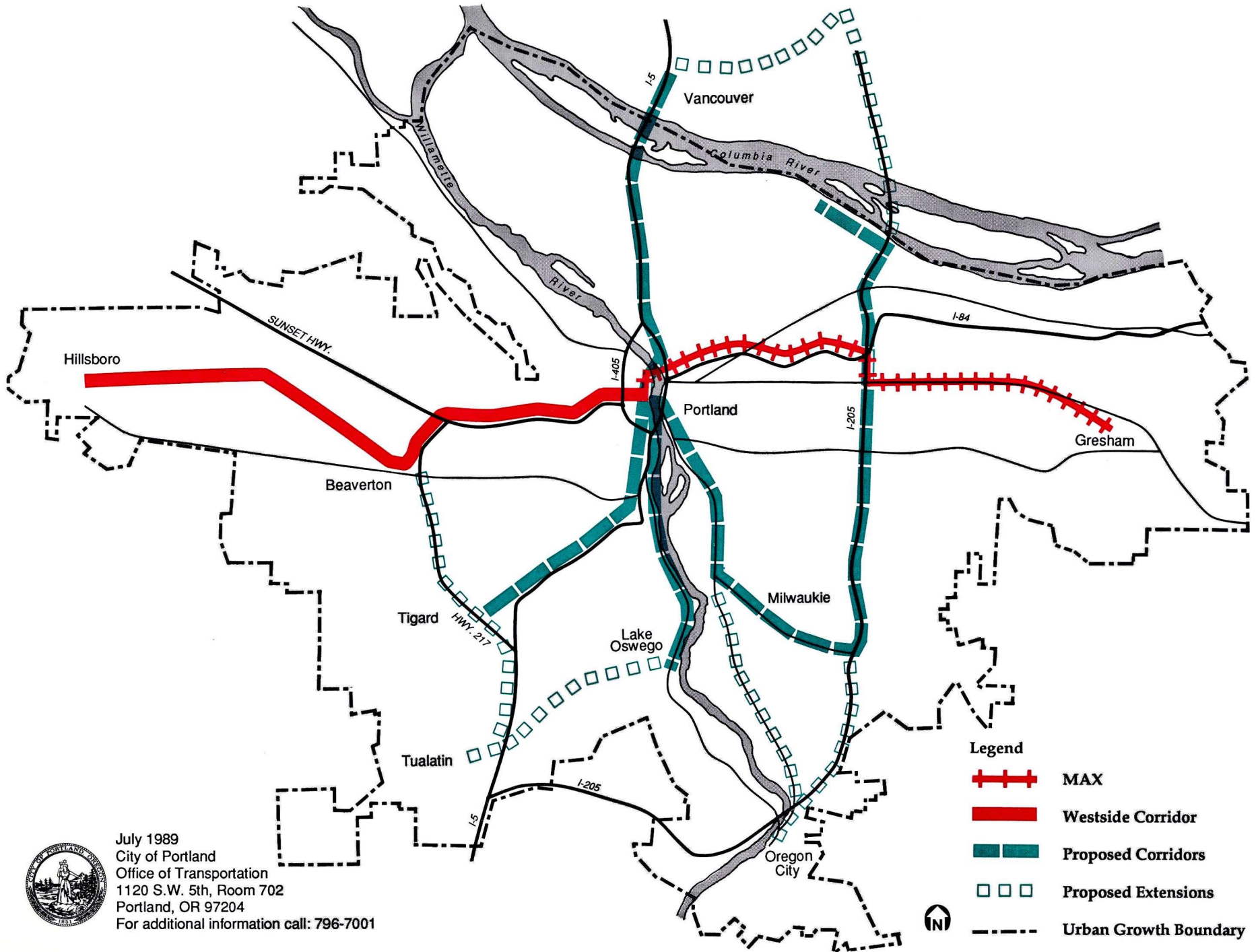
A
SYSTEM
FOR
OUR
FUTURE.




Regional Rail Program
 Office of Transportation
 City of Portland
 Earl Blumenauer, Commissioner
 1120 S.W. 5th Avenue, Room 702
 Portland, OR 97204
 503-796-7238



PORTLAND REGIONAL LIGHT RAIL SYSTEM

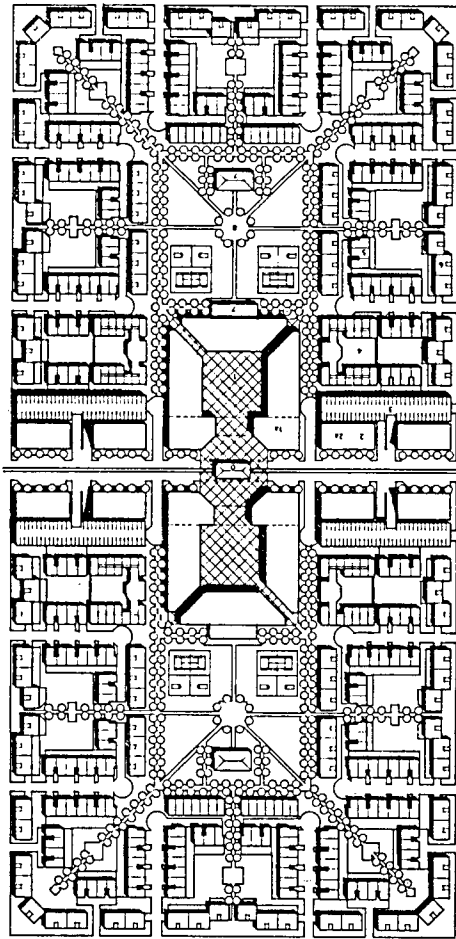


Legend

-  MAX
-  Westside Corridor
-  Proposed Corridors
-  Proposed Extensions
-  Urban Growth Boundary



July 1989
 City of Portland
 Office of Transportation
 1120 S.W. 5th, Room 702
 Portland, OR 97204
 For additional information call: 796-7001



PEDESTRIAN POCKETS

New Strategies for Suburban Growth

" **O**ur current round of suburban growth is generating a crisis of many facets: mounting traffic congestion, diminishing affordable housing, receding open space, and stressful social patterns. The truth is we are using planning strategies which are 40 years old and relevant to a different culture; our household makeup has changed dramatically, the workplace and workforce has been transformed, real wealth is shrinking, and environmental concerns have surfaced. But we are still building World War II suburbs as if families were large and had only one breadwinner, as if all the jobs were downtown, as if land and energy were endless, and as if another lane on the freeway would end traffic.

There are alternatives to sprawl: a regional planning strategy that clusters development at transit stations in a mixed use environment designed for the pedestrian as well as the car. Marin has the opportunity to lead the country with planning which reinforces transit, saves open space, and balances new jobs with affordable housing. It's time to rethink our assumptions and redirect our future."

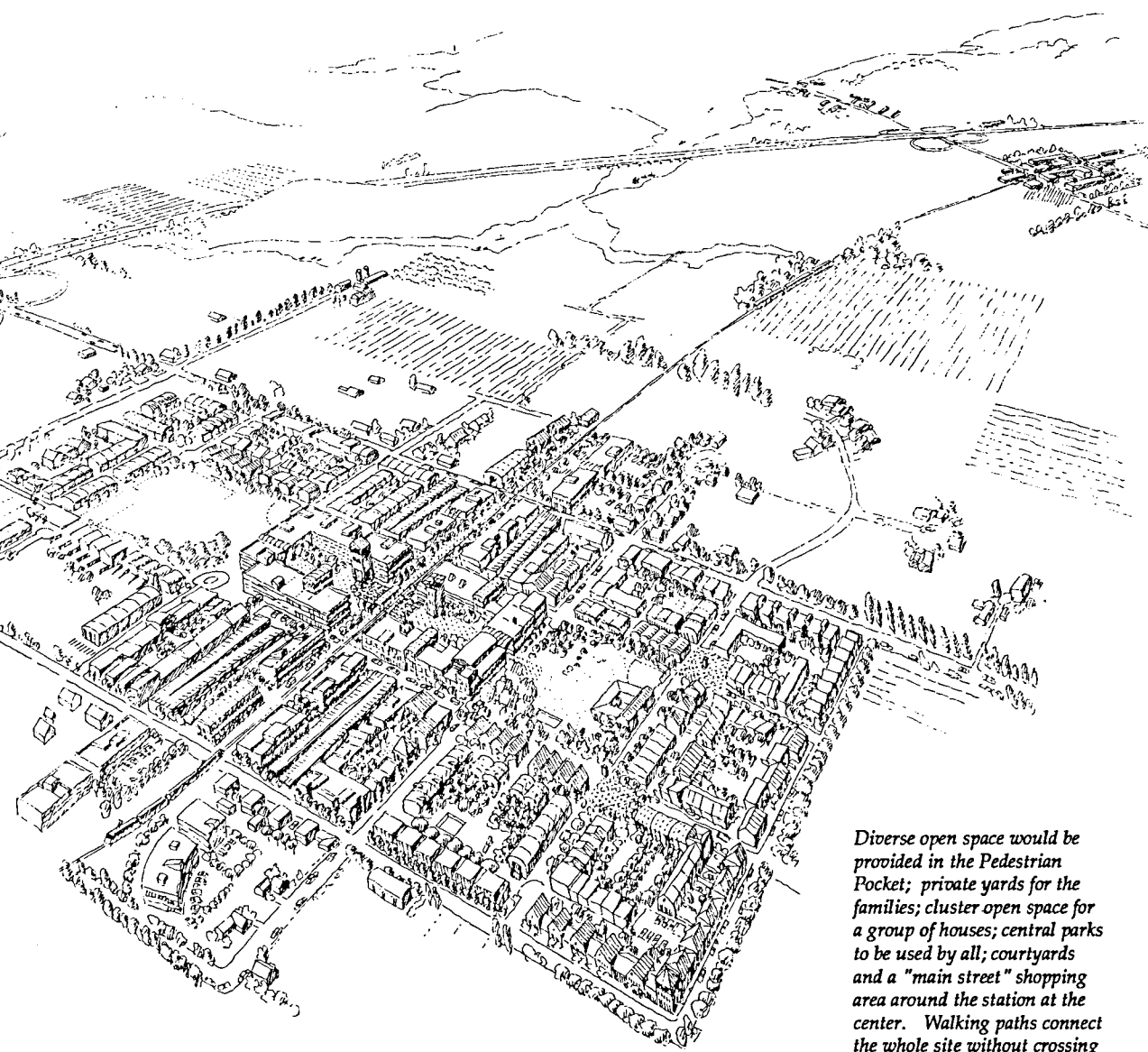
— Peter Calthorpe, AIA

PEDESTRIAN POCKETS

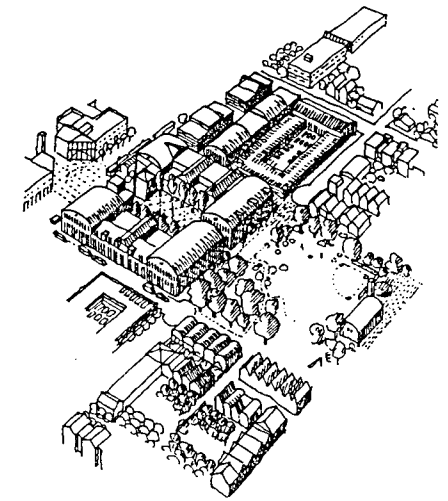
The Pedestrian Pocket is a balanced, mixed-use area within a quarter mile walking radius of a transit station which mixes auto, rail and pedestrian access to home and work. The goal is to create an environment in which the convenience of the car and the opportunity to walk would be blended; in which the economic engine of new growth, the back office, would be balanced with affordable housing and service retail. These pockets would be implanted into an existing suburban fabric by the creation of light rail lines and a clustering of new development at each of its stations. The increments are small, from 50 to 100 acres, but the whole system accommodates projected growth with a minimal environmental impact; less land consumed, less traffic generated, less pollution produced.

GROWTH AND PRESERVATION
Balancing and clustering jobs, housing, shopping, recreation and childcare, the Pedestrian Pocket uses 1/6 the land area of typical suburban development. Openspace and precious agricultural land could be preserved along with a region's growth.

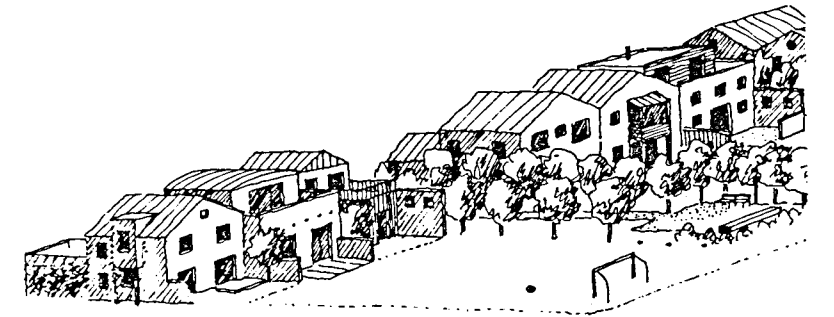
A light rail line within a comfortable walking distance of all development connects several Pockets with local towns and cities to provide an alternative to freeway congestion.



Diverse open space would be provided in the Pedestrian Pocket; private yards for the families; cluster open space for a group of houses; central parks to be used by all; courtyards and a "main street" shopping area around the station at the center. Walking paths connect the whole site without crossing any streets.



INCREMENTAL GROWTH
Architectural diversity and interest in the Pedestrian Pocket would be insured by having different developers for each section of the site. Townhouse lots could be built by individuals and clusters by housing co-ops. Different commercial parcels would be developed incrementally in balance with housing and demand.



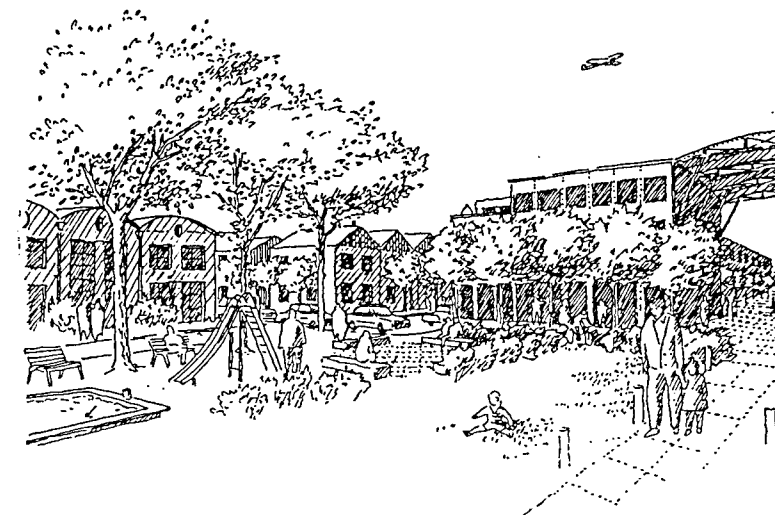
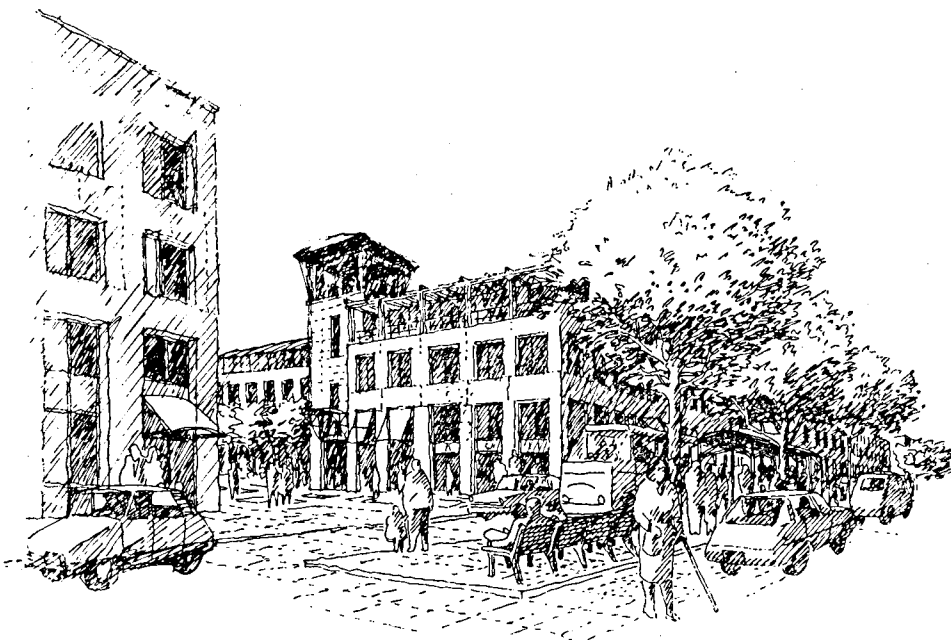
AFFORDABLE HOUSING
Family housing would cluster around a large common open space connected to the central green, daycare and store. Each townhouse would have a private yard area and an attached garage. Children would have free access to common openspace, daycare, and central facilities.

The Pedestrian Pocket would provide for many types of housing needs; elderly clusters are an easy stroll to park, services, and trolley line; two story townhouses with attached garages and private yards provide for families; three story apartments provide affordable housing for singles and childless couples.

VILLAGE CENTER

The light rail station area would be bordered by ground floor retail and neighborhood services. The office courtyard and the 'main street' would intersect in a public plaza.

The commercial center of the Pedestrian Pocket would mix large back-office jobs with ground floor stores, restaurants and smaller business. All employees would be within walking distance of the station. Cars could circulate on the shopping street and parking structures would provide for those who choose to drive.

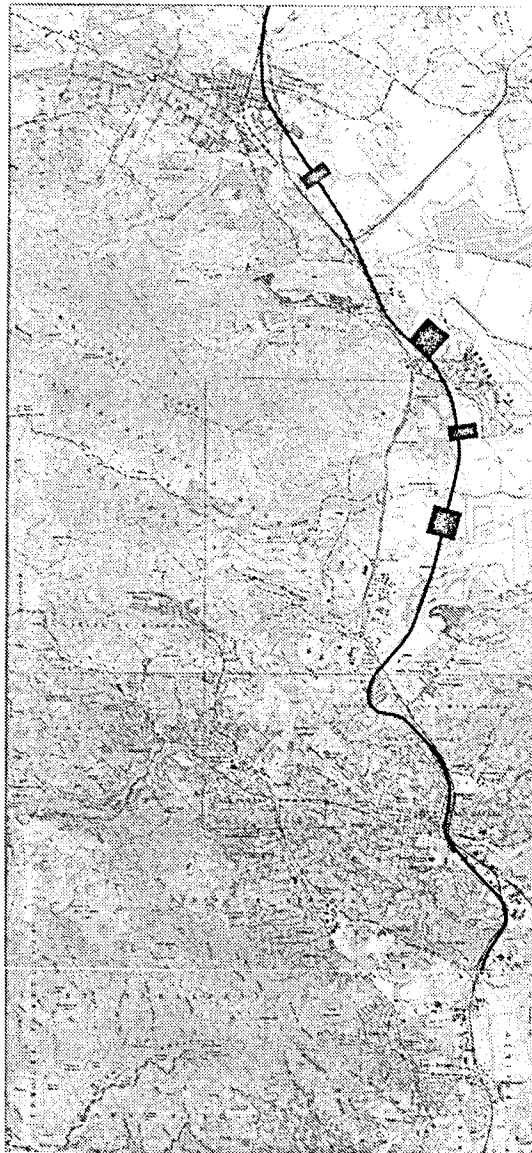


COMMUNITY GREEN

Housing and commercial space would border a central green leading to the light rail station. The green would combine facilities for all age groups and would double as an auto free path to the station.

The green is a lunch place for workers, an afternoon playground for kids out of school, a site for shared daycare, and an evening focus for the whole community.

An example of Pedestrian Pocket growth projected for Marin County. The map shows an abandoned railroad right-of-way which could be converted into a lightrail system connecting the new growth with existing major towns and a ferry to San Francisco. The four Pockets shown to scale would accommodate fifteen years of the county's projected growth.

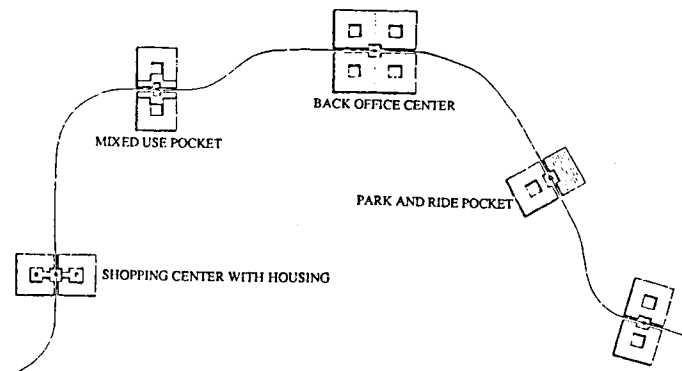


REGIONAL PLANNING

Marin and Sonoma combined are to grow by about 88,000 new jobs and about 63,000 new households in the next fifteen years. With standard planning techniques, this growth would consume massive quantities of open space and necessitate a major expansion of the freeway system. The result would still involve frustrating traffic jams and an environment more like Los Angeles than the north bay.

Twenty Pedestrian Pockets along a new light rail line from Larkspur to Santa Rosa would accommodate this office growth with matching retail, support business and affordable homes. This clustered development would save five acres of land for open space for every acre developed. Over half the area's housing demand could be met while linking the counties' main cities with a viable mass transit system. The Northwestern Pacific Railroad abandoned right-of-way connecting the Larkspur ferry terminal to the northernmost county seat could form the spine for such a new pattern of growth.

Pedestrian Pockets should vary in use and size. Each Pocket is located about one mile from the next. Park & Ride Pockets would provide access to the line for the commuters.



The real cost of operating an automobile in America

\$200 billion in subsidies keep cars rolling along

By David Morris

Throughout the budget debate of 1990, Congress argued endlessly about farm payments and health payments and weapon payments. Regrettably, there was no discussion about the biggest expenditure of all: car payments.

The American car is fueled by annual subsidies of more than \$200 billion, four times larger than the deficit-reduction package.

The bottom line is that America can't afford the family car, a fact we've managed to hide by rigging the system. We don't pay the true cost of the car at the showroom or the gas pump. We pay it in our medical insurance, or by raising taxes.

We've become dependent on the car, yet we're unwilling to pay the true costs of the addiction, costs that by some calculations may be upwards of \$4 a gallon.

How did we come to such a pass? The story begins in 1932, when 40,000 trolleys still carried the majority of urban passengers.

Contrary to current conventional wisdom, Americans were not universally enthusiastic about the noisy, smelly and dangerous gasoline cars and their transit counterpart, the motorbus.

In 1932, General Motors formed United Cities Motor Transit. Its sole function was to acquire electric streetcar companies and convert them to GM motorbus operations. By 1949, more than 100 electric transit systems had been replaced with buses in 45 cities - including New York, Philadelphia, Baltimore, St. Louis and Los Angeles.

That year a federal jury convicted GM of having criminally conspired with Standard Oil of California and the Firestone Tire Co. to replace trolleys with gas or diesel buses. The absurdly low \$5000 fine didn't stop GM. By 1995 almost 90 percent of the nation's electric streetcar network had been abandoned.

The same year GM organized the motor transit to eliminate the competition, it also formed the National Highway Users Conference to persuade Americans to subsidize the car. Composed of the nation's auto, oil and rubber giants, the conference became the most formidable lobbying force in American history.

Forty-four of the nation's 50 legislatures dedicated state and local gas tax revenues exclusively to highway construction. Between 1945 and 1970, communities spent more than \$156 billion on roads. During the same period, the entire country built only 16 miles of subway.

Having literally paved the way for the personal car, GM left it up to local officials to force us to depend on the car. Zoning

ordinances separated our homes from our work places and our stores. We "built a society that is dependent on personal mobility," said Michael R. Deland, chairman of the Council of Environmental Quality. Eighty percent of all trips are by car.

In 1970 there were 2.5 Americans per car. In 1988, the ratio dropped to 1.7. By the year 2000, we may achieve a more cherished dream than one person, one vote: one person, one car.

This love affair with the car has been bought at enormous expense. In 1985, for example, governments spent \$57.5 billion for highway construction and maintenance, but took in only \$35.6 billion in gas taxes, tolls and other user fees. The \$22 billion difference amounts to 20 cents a gallon.

Throw in another \$40 billion that experts say is essential to repair our deteriorating bridges and freeways and the gas tax needed just to pay for the transportation system would rise to 60 cents a gallon.

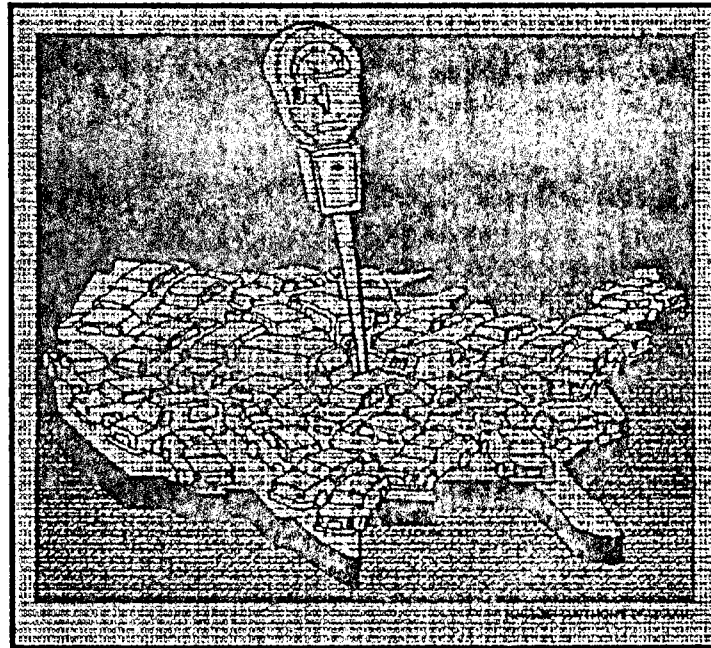
Daniel Lazare, a reporter for the Village Voice, tells a Pasadena, Calif., engineer Stanley Hart's investigation into the amount of land given over to the car. The average car needs eight parking spaces, one at home, one at work, another at the supermarket, the office and so forth. The total is about 4,000 square feet - half a city lot. At today's land prices, the bill would be about \$1000 a year per car, or \$2.50 a gallon.

The American Public Health Association estimates the medical costs from gasoline pollution are 40 cents per gallon. Some experts believe that lead exposure from car emissions has cut in half the number of children who might have had superior IQs (125 or over). Cars killed the first million Americans by 1952; the second million by 1975. The third million is likely by 1994.

The conclusion? Without even counting its contribution to the greenhouse effect, the damage wrought by our cars amount to more than \$4 a gallon. Yet when Congress initially decided to raise gasoline taxes a modest 12 cents a gallon, the nation's drivers revolted. A chastened Congress finally limited the gas tax rise to a nickel. The total federal tax is now 14 cents a gallon. By way of comparison, European gasoline taxes average more than \$2 a gallon.

"Get the car off welfare" should be the battle cry of the 1990s. Only when the drivers "see" the true cost of driving will they demand real solutions. Many exist. Compact communities, telecommunications, bicycles, small electric cars: and yes even a revival of trolleys.

Knight-Ridder News Service



Unplanned land sprawl signals trend for tough urban use rules

By JESSICA MATHEWS

Back in the early '70s, Congress struggled to pass a national land-use planning law. Each year the bill would fail, caught between boredom on the one hand (who can get excited about planning?) and vitriolic opposition from the John Birch Society on the other. The Birchers' letter-writing campaign featured the threat that if the bill passed, the government would one day tell Americans where they could put barbecues in their back yards.

If you live in Southern California, that day has more or less arrived. It has come not

because of land-use planning, but because of its absence. Unplanned sprawl has created such terrible traffic, which has in turn produced such awful air, that Southern California is now regulating aspects of daily life that would have seemed Orwellian 20 years ago.

Los Angeles is not alone. Other cities have worse congestion. And anyone contemplating a move to the Sun Belt should note that the Federal Highway Administration says that in 10 years Los Angeles and New York won't even be in the Traffic Top Ten. Dallas, San Antonio, Miami and Charlotte, N.C., will.

Los Angeles didn't even invent self-defeating transportation construction projects. New York did. In "The Power Broker," his masterful biography of Robert Moses, New York's all-powerful highway czar, Robert Caro describes planners' frustration: "Watching Moses open the Triborough Bridge to ease congestion on the Queensborough Bridge, open the Bronx-Whitestone Bridge to ease congestion on the Triborough

Bridge and then watching traffic counts on all three bridges mount until all three were as congested as one had been before, planners could hardly avoid the conclusion that 'traffic generation' was no longer a theory but a proven fact: the more highways were built to alleviate congestion, the more automobiles would pour onto them and...force the

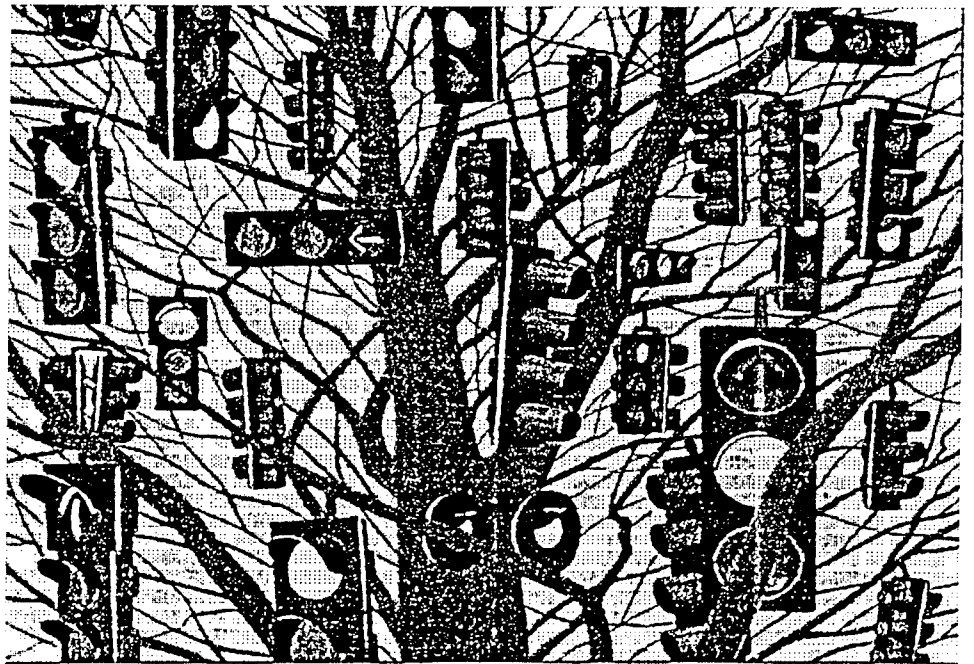
When Portland, Ore., designed its new light-rail transit system, it was as part of an explicit strategy to shape metropolitan growth.

building of more highways - which would generate more traffic and become congested in their turn in an inexorably widening spiral that contained the most awesome implications for the future of New York and of all urban areas....Pour public investment into the improvement of highways while doing nothing to improve mass transit lines, and there could be only one outcome....Moses'

immense new highway construction proposal...could only make congestion, already intolerable, progressively worse. His program...was doomed to failure before it began." The sequence of events is now commonplace. What makes this passage extraordinary is that it describes the 1930s. In a society as innovative and responsive to change as ours generally is, it seems little short of incredible that for half a century we have watched this scenario unfold in city after city and been unable to make this simple connection, between where we put houses and where we put jobs, between where we put our public funds and how we will choose to travel.

Left to themselves, developers put new subdivisions where land is cheap, i.e. far from jobs, shopping and where people already are. Then, transportation agencies must build roads to serve them. It not only starts the roads-congestion-more roads treadmill, it makes future alternatives more difficult.

There is at least one American city



that has untangled this knot. When Portland, OR, designed its new light rail transit system, it was as part of an explicit strategy to shape metropolitan growth. Oregon had a land-use planning law that made that possible. The investment has been a stunning success.

Combined with good bus service and aided by limits on downtown parking, the system now carries the equivalent of two new lanes on every road entering downtown. Downtown has added 30,000 jobs without any increase in the number of cars, its share of the regional retail market has grown from 7 percent to nearly 30 percent and the number of days in which air pollution exceeds health standards has dropped from about 100 per year to none.

Ask anyone in Portland, and they will tell you that what made this possible was the combination of land-use planning and the transit investment. Transit alone, no matter how well designed or how big the subsidy, is insufficient. They will also tell you that Portlanders are no different from other Americans. They are Westerners who love open spaces as much as the rest of us. They are not more European or less enamored of their cars. In the 1960s Portland was, per capita, more committed to freeways than any other American city. What Portlanders have is a vision of how they want their community to grow, and the means - a state land-use law - to make it happen that way. Perhaps Congress never will pass a national land-use law. It may not

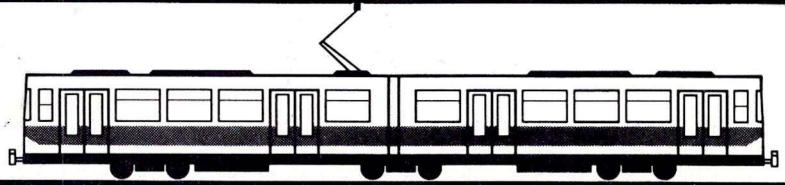
need to. In the last five years, six states (Maine, Vermont, Rhode Island, New Jersey, Georgia and Florida) have passed laws similar to Oregon's. Other places like Los Angeles and Phoenix that are trying to direct growth without a state law find the competition among local jurisdictions almost impossible to surmount.

Land-use laws are not a quick fix. A new road makes a more immediate impact. But their fate in the remaining 40-odd state legislatures will in significant measure determine most Americans future quality of life. More roads will just mean more of the same.

LA Times-Washington Post Service
OREGONIAN, January 22, 1991

Jessica Mathews, a vice president of the World Resource Institute, writes this column independently for The Washington Post.

REGIONAL RAIL PROGRAM



City of Portland • Office of Transportation • 1120 S.W. 5th, Rm. 702 • Portland, Oregon 97204 • (503)796-7238

The Regional Rail Program, part of the City of Portland Office of Transportation, was established so that the City and its citizens could look at issues which will affect the ultimate configuration of the metropolitan area's light rail system. The Regional Rail Program conducts studies of specific alignment alternatives in the proposed corridors and the development potential in the station areas. The program also provides public information about light rail so that an informed and active constituency can be formed in the Portland region.

In the Portland metropolitan region Tri-Met is responsible for operating the bus and light rail system. Metro is responsible for coordinating the development of the transportation system. The City of Portland Regional Rail Program is assisting these agencies with planning for the light rail system for two reasons: 1) Tri-Met and Metro are currently focusing their efforts on development of the Westside Light Rail project and, 2) all proposed future alignments travel through and will have a great effect on the City.

The Regional Rail Program provides support for newly created citizen light rail corridor committees. These committees look into four basic issues: alignment, land use impacts, funding and system advocacy. They identify issues in their corridors which they wish to address in the coming months and years. The committees also identify interested citizens and businesses who have a stake in future light rail planning. In general, they discuss how light rail can assist in meeting their neighborhood and district objectives.

As part of public information efforts the Regional Rail Program gives presentations in people's homes to small groups, at brown bag lunches at businesses, and to organizations and associations. This is an attempt to inform as many area residents as possible about the Regional Rail Program and its benefits for the region.

Building a light rail system is one way residents of the region can address tomorrow's growth, congestion, and air quality problems. In order to see this system become a reality in the next 20 years, a long range vision must be articulated. The Regional Rail Program is one attempt to instigate a public discussion which will lead to a coherent, realizable vision.

TEN REASONS WHY WE NEED A REGIONAL LIGHT RAIL SYSTEM

ADDRESSES CONGESTION - Over time, our road system will surely become more and more congested. Light rail provides a viable alternative to commuters and others who want to avoid the hassles of twice-daily auto congestion. Furthermore, a rail system will slow the rate at which our roads become gridlocked.

CREATES COST SAVINGS - Light rail lines are generally more cost effective to operate than bus systems. A light rail vehicle carries six times as many people as a bus while requiring only one driver. With certain bus lines replaced by rail, the cost of the transit system is reduced. Savings may also occur by using existing public services more efficiently and minimizing urban sprawl.

STRENGTHENS NEIGHBORHOOD LIVABILITY - Light rail is a neighborhood-friendly mode of transportation. It is quiet, safe, and an efficient way of travelling between home and the work place.

PROTECTS AIR QUALITY - Light rail transit provides a viable non-polluting alternative to cars and buses. As the metropolitan area grows, threats to air quality will only increase. A non-polluting transit system will enable us to travel within the region without jeopardizing clean air standards.

CONSERVES ENERGY - Because it operates on electricity, riding light rail helps to reduce oil consumption and lessens our dependence on dwindling foreign oil supplies.

ASSISTS GROWTH MANAGEMENT STRATEGIES - As the Portland area grows, a regional light rail system can function as a critical tool for shaping that growth. Examples across the continent, including here in Portland along the Banfield line, illustrate how development occurs along transit lines, particularly around station areas. These concentrated areas of development maximize various public investments including sewers, roads, street lights and other utilities. By focusing development along the transit line, there is less of a tendency for development to sprawl into areas where major public infrastructure investments have not yet been made.

ATTRACTS ECONOMIC DEVELOPMENT - With a comprehensive light rail system in place, the region would gain a significant advantage over other growing U.S. cities plagued by congested roads and poor land use planning. Business will choose to locate in Portland because of the comparative advantage resulting from light rail.

PROTECTS NEARBY RURAL AREAS - By helping focus development in urban areas, light rail reduces the pressures to expand beyond the region's urban growth boundary. Nearby farm and forest lands are saved by encouraging development within the urban area.

CONNECTS REGIONAL ATTRACTORS - A light rail system will provide convenient access to such public facilities as the Convention Center, Memorial Coliseum, Portland Airport, the Performing Arts Center, the Portland Zoo, Oregon Museum of Science and Industry, Carousel Courtyard, regional shopping malls, Portland State University, and the Oregon Graduate Center.

MAINTAINS STRONG CENTRAL CITY - A completed light rail system centered on downtown Portland will enable the central city to grow and not be constrained by congestion and parking limitations. If the central city is going to continue to function as the region's cultural, academic, and financial center, it is essential that accessibility from all parts of the region is maintained.



1120 S. W. 5th Avenue, Room 702
Portland, OR 97204-1957

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PLACE
STAMP
HERE

MORE OPPORTUNITIES

There are lots of other ways to become involved in the progress of light rail in your community. If you would like to consider another option to a corridor committee, or if you're looking for more to do, here are some additional opportunities.

Neighborhood Associations

Central Northeast Neighbors, Mary

Palmer, 243-7357

Neighbors West/Northwest, Joleen

Classen, 223-3331

Northeast Neighborhood Office, Edna

Robertson, 248-4575

Southeast Uplift, Scott Lieuallen, 232-0010

Peninsula Neighbors, Michael Matteucci,
248-4524

Southwest Neighborhood Information,

Greg Smoots, 248-4592

East Portland, Charles Sprague, 256-0014

Transportation Bureau Advisory Committee

Rob Bayley, 796-7378

Oregon Transportation Commission

John Elliot, 378-6546

Oregon Department of Transportation— Public Transit Division

378-8201

Legislative Transportation Committees

378-8179

Portland Development Commission

796-5300

Vintage Trolley Board

Transportation 2000

Denny Moore, 378-8201

*FOR FURTHER INFORMATION,
PLEASE CONTACT REGIONAL
RAIL OFFICE AT 796-7238.*

Earl Blumenauer
Commissioner of Public Works
City of Portland
1120 S.W. 5th Avenue, Room 407
Portland, OR 97204

This brochure is printed on recycled paper.

This
Focus Group
Can Make
A Difference.

Focus your thinking on
MAX! Join your
neighborhood light rail
committee, and have a
hand in deciding light
rail's future in your
community.

Earl Blumenauer
Commissioner of
Public Works

FOCUS ON REGIONAL RAIL

Now is the time to explore the ways in which the Metropolitan Area Express (MAX) can be expanded into a light rail system over the next 20 years. A key element of this process is your input. It is important to identify local transportation issues today, before beginning the involved planning process required by the federal government.

■ As part of this effort, the City of Portland is helping to organize light rail corridor advisory committees. These groups will provide a forum for citizens to discuss strategies for expanding the MAX system, as well as learn more about light rail in our community. Key issues will be debated in these meetings... where bridges should be placed, for example, what funding mechanism should be used or how much right-of-way is needed. These are important choices that will ensure the success of light rail in your area. ■ We need you to focus your thinking on MAX. And this is one focus group that can actually make a difference.

SIX CORRIDORS... SIX COMMITTEES

Planning is needed for six future MAX corridors. Each of these will have its own citizen committee.

1. North/Northeast Portland Corridor—

Four potential alignments are being considered: Interstate Avenue, Interstate 5; Vancouver/Williams Avenue couplet; Martin Luther King Boulevard; and a potential extension to Vancouver, Washington.

2. Southern Corridors—

This involves both the Milwaukie and Lake Oswego corridors. Three alignments are being considered: the first follows Macadam Avenue on the West Bank of the Willamette, crossing the Sellwood Bridge; the second crosses the Hawthorne Bridge and continues south via the Portland Traction Company railroad tracks; and the third crosses the Hawthorne Bridge and follows McLoughlin Boulevard south. The Lake Oswego alignment would follow the existing Jefferson Street railroad tracks.

3. Barbur Boulevard Corridor—

The potential for service between downtown Portland and Tigard via Barbur Boulevard and/or Interstate 5 will be considered.

4. I-205 Corridor—

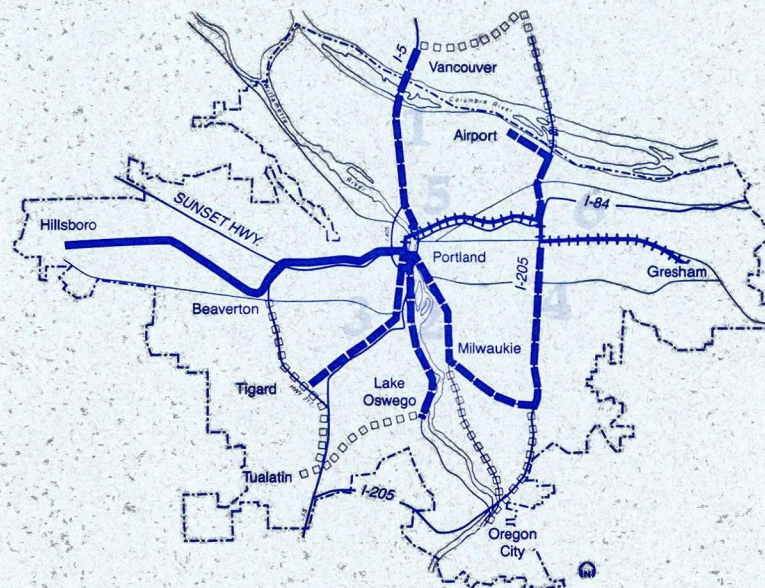
This takes into account service north from the existing Banfield MAX line to Portland International Airport (and possibly Vancouver, Washington) and south to Clackamas Town Center. Also under question is whether to provide a rail link between Milwaukie and Clackamas Town Center.

5. Downtown Corridor—

The options for future expanded rail service in downtown Portland will be studied. Additional lines from the region require additional capacity downtown. A north/south light rail alignment (on 5th/6th streets or a subway in the same vicinity) and a Central City trolley are possibilities.

6. Banfield MAX Corridor—

Studies of this existing line would provide market research from current MAX riders as well as residents and businesses who presently use light rail in their area.



A JOB FOR A COMMITTEE

The work of the citizen committees will fall into several different categories. Not only will you decide where the alignments will go, but you will be able to discuss and strategize land use opportunities created by the light rail. Identifying funding mechanisms will be another facet of your involvement, and, of course, you will need to be an overall advocate for the regional rail system. With your valuable contributions in these tasks, the regional rail system is sure to be a success.

LEADERS NEEDED

If you wish to take your involvement one step further, this plan is in need of group leaders who will be designated Rail Captains. It will be the duty of these advocates to liaison between their neighborhood associations and the corridor committees. In addition, the Rail Captains will be responsible for actively educating their block or precinct, so that the people they represent can participate in informed decisions... all the better to produce a rail system that truly answers community needs.

I WANT TO FOCUS ON MAX

Yes, I would like to be a member of a Corridor Committee

Please mark corridor of your interest

North/Northeast Portland

Southern

Barbur Boulevard

I-205

Downtown

Banfield MAX

Yes, I am interested in becoming a Rail Captain.

Name _____

Address _____

City _____ Zip _____

Phone Number _____

Occupation _____