



# Center City Connector

City Council Update  
JUNE 29, 2017



**Seattle**  
Department of  
Transportation

# Presentation overview

- Why a Streetcar?
- Center City Connector
  - Project background
  - Streetcar system
  - STOPS ridership model
  - Streetcar ridership factors
  - Projected revenue
  - Projected operating costs
  - Primary concerns raised
  - Outreach
  - Project schedule
- PSRC & FTA Grant Acceptance



# Why a Streetcar

- **Leveraging existing lines:** connecting SLU and FHS into one network
- **Ridership:** connecting South Lake Union, Pike Place Market, Pioneer Square, C/ID, Stadiums with direct rail connection with 5 minute service
- **People mover:** light rail and buses get people to/from Center City – streetcar gets people around within Center City with many short trips as an urban circulator

# Project Background

- **2008**, City Council adopted Streetcar Network Concept Plan
- **2012**, Seattle Transit Master Plan published to improve north-south travel through downtown
- **July 2014**, Seattle City Council approved route on 1st Ave and Stewart St and endorsed federal funding request
- **February 2016**, President Obama recommended a \$75M grant
- **November 2016**, City Council fully funds 'local match' in budget
- **February 2017**, FTA signs FONSI and Record of Decision
- **May 2017**, \$50M appropriated for project in FY'17 spending bill
- **June 2017**, Puget Sound Energy begins private utility relocation



# Streetcar system

Move more people...

- Connecting the system will move more people during PM peak
- Projected **25,000** average weekday riders

With more reliability...

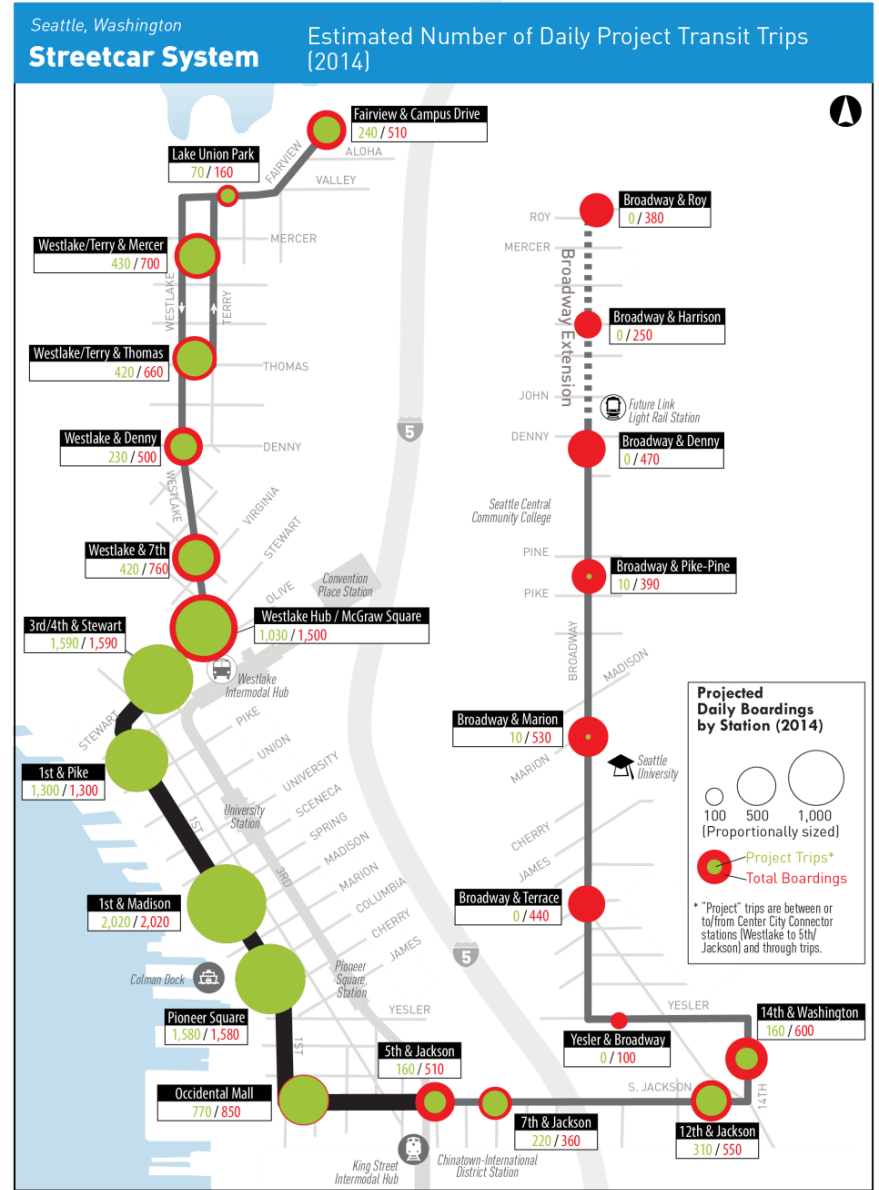
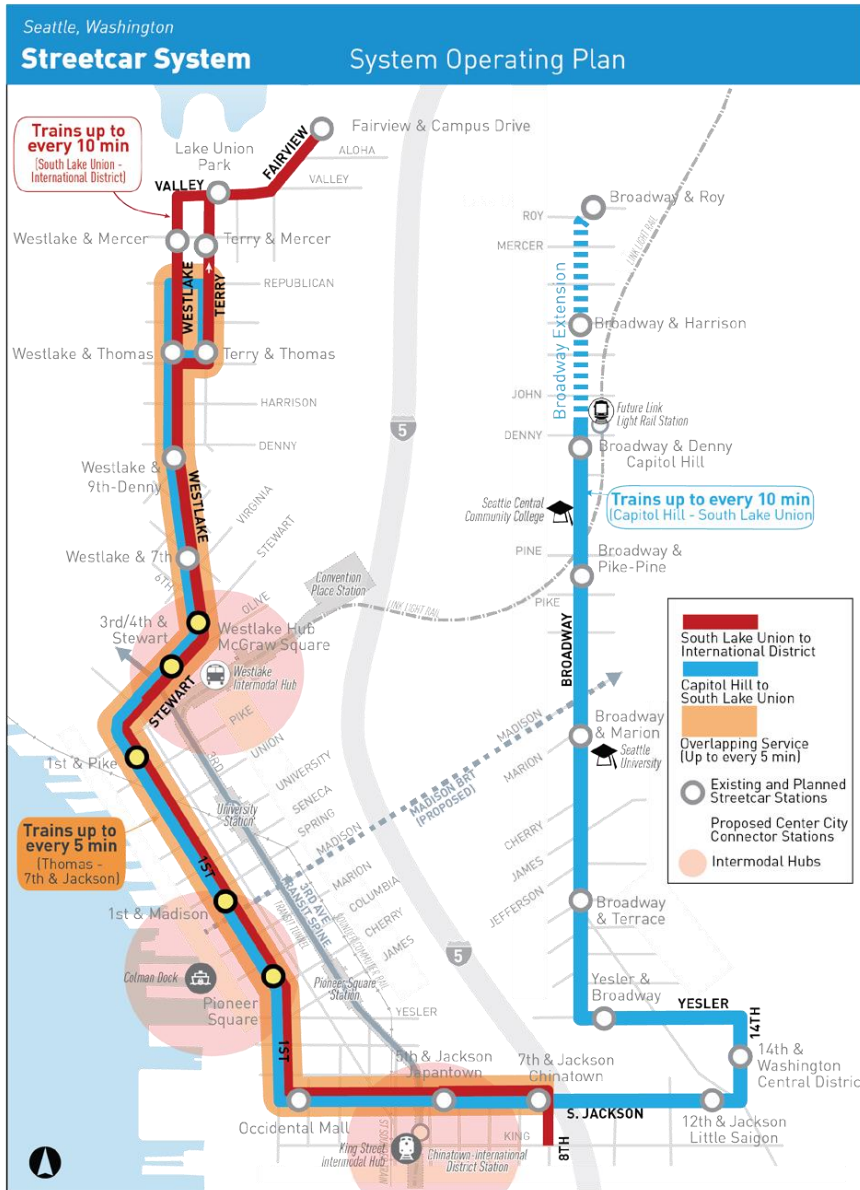
- Exclusive transit lane on 1st Ave
- Estimated **10-minute** travel time from Westlake to Occidental
- Arrivals up to every 5 minutes between South Lake Union and Chinatown-International District



# FTA STOPS Ridership Model

- Simplified Trips-on-Project Software
- FTA's adopted ridership model
- Nationally consistent model used to validate all other models
- Uses more granular data – PSRC (population and employment) and local transit data
- FTA partnered with SDOT to use their new model for Center City Connector
- Model results:
  - 25,700 total average weekday riders in 2020
    - 22,300 average weekday riders
    - 3,400 average daily visitors  
(stadium and other special events not included)

# Streetcar Ridership Factors



\*Does not include visitors and special event boardings

# Other Streetcar Ridership Factors

## Trip Generators

- 200,000+ workers
- 69,000+ residents
- 9,000 affordable housing units
- 10+ million visitors per year
- 5+ million walk-on ferry passengers
- 9.2 million new sq/ft commercial
- 11,300 new residential units
- 3,300 new hotel rooms

\*Within ½ mile of new stations.

Trip generation is greater closer to the stations





# Streetcar Ridership and Revenue

<b>Total System Ridership &amp; Fares Projection (2020 with Visitors)</b>			
	Small Starts Application	Lower Average Fare Per Rider	Lower Ridership and Average Fare Per Rider
Projected Ridership (Weekday)	25,700	25,700	20,000
Projected Ridership (Weekend)	14,020	14,020	11,000
Annual Weekdays	255	255	255
Annual Weekend/Holidays	110	110	110
Annual Weekday Ridership	6,553,500	6,553,500	5,100,000
Annual Weekend/Holiday Ridership	1,542,200	1,542,200	1,210,000
Annual Ridership	8,096,000	8,096,000	6,310,000
2019 Peak Hour Fare Assumption	2.75	2.25	2.25
Average Fare Per Rider [1]	\$1.49	\$1.22	\$1.22
Annual Revenue	\$12,022,560	\$9,877,120	\$7,698,200
Sensitivity Range [2]	25%	25%	25%
<b>Budgeted Fare Revenue</b>	<b>\$9,016,920</b>	<b>\$7,407,840</b>	<b>\$5,773,650</b>

[1] Average Fare Per Rider based on 54% of future \$2.75 one-way fare revised to 54% of current \$2.25 one-way fare. Compares to \$1.24 average fare for Metro Bus System

[2] Annual revenue is discounted 25% to account to variables in the ridership and average fare per rider figures

# Streetcar Operating Costs

## Projected Annual Operating Costs and Revenues for Seattle Streetcar System with Center City Connector in 2020

	Small Starts Application	Sensitivity Test 1 (High Revenue)	Sensitivity Test 2 (Medium Revenue)	Sensitivity Test 3 (Low Revenue)
<b>Estimated Operating Costs [2]</b>	<b>\$16,060,000</b>	<b>\$16,060,000</b>	<b>\$16,060,000</b>	<b>\$16,060,000</b>
<b>Projected Revenue Sources</b>	<b>\$17,146,920</b>	<b>\$17,021,920</b>	<b>\$15,412,840</b>	<b>\$13,778,650</b>
Budgeted Fare Revenue [3]	\$9,016,920	\$9,016,920	\$7,407,840	\$5,773,650
FTA 5307 [4]	\$600,000	\$400,000	\$400,000	\$400,000
Sponsorship Revenues [5]	\$980,000	\$810,000	\$810,000	\$810,000
Metro Interlocal (SLU) [6]	\$1,550,000	\$1,550,000	\$1,550,000	\$1,550,000
Sound Transit Interlocal (First Hill) [7]	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
Amazon.com Contribution (SLU) [8]	N/A	\$245,000	\$245,000	\$245,000
<b>Net Revenue (Revenues - Costs)</b>	<b>\$1,086,920</b>	<b>\$961,920</b>	<b>(\$647,160)</b>	<b>(\$2,281,350)</b>
Number of Vehicles	17	17	17	17
Farebox Recovery %	56%	56%	46%	36%
Assumptions		25,000 daily riders Lower FTA 5307 Lower Sponsorship	25,000 daily riders Lower FTA 5307 Lower Sponsorship Lower avg fare per rider (\$1.22 vs \$1.49)	20,000 daily riders Lower FTA 5307 Lower Sponsorship Lower avg fare per rider (\$1.22 vs \$1.49)

### Notes:

[2] Based on actual King County Metro 2015 O&M Budgets for South Lake Union Streetcar and First Hill Streetcar, scaled up to projected peak operations with the Center City Connector. The proposed Small Starts project would operate as part of the overall streetcar system; costs for the Small Starts project are the incremental cost.

[3] Fare revenues for the Center City Connector are budgeted at 75% of the estimated level. Fare assumptions include a \$2.75 adult one-way fare in 2020 and a \$1.49 average fare except where noted \$2.25 adult one-way fare (current one-ways streetcar fare) and \$1.22 average fare .

[4] In original Small Starts App no changes assumed from the City's minimum floor allocation and the City's internal allocation between Monorail and Streetcar. Revised revenue assumptions use more conservative \$400,000, which is approximately expected revenue in 2018 when allocation is shared with First Hill Streetcar.

[5] Original Small Starts App assumed half of vehicles were available for sponsorship and included sponsored stations on SLU and FHS and Amazon.com contribution to SLU. Revised budgeted sponsorship revenue assumes making 9 of the streetcar vehicles available for sponsorship, and does not include any station sponsorships.

[6] King County Metro contribution to South Lake Union Streetcar operating costs. The current agreement is effective through 2019, subject to extension.

[7] Sound Transit contribution to First Hill Streetcar operating costs. The current agreement is effective through 2023, subject to extension.

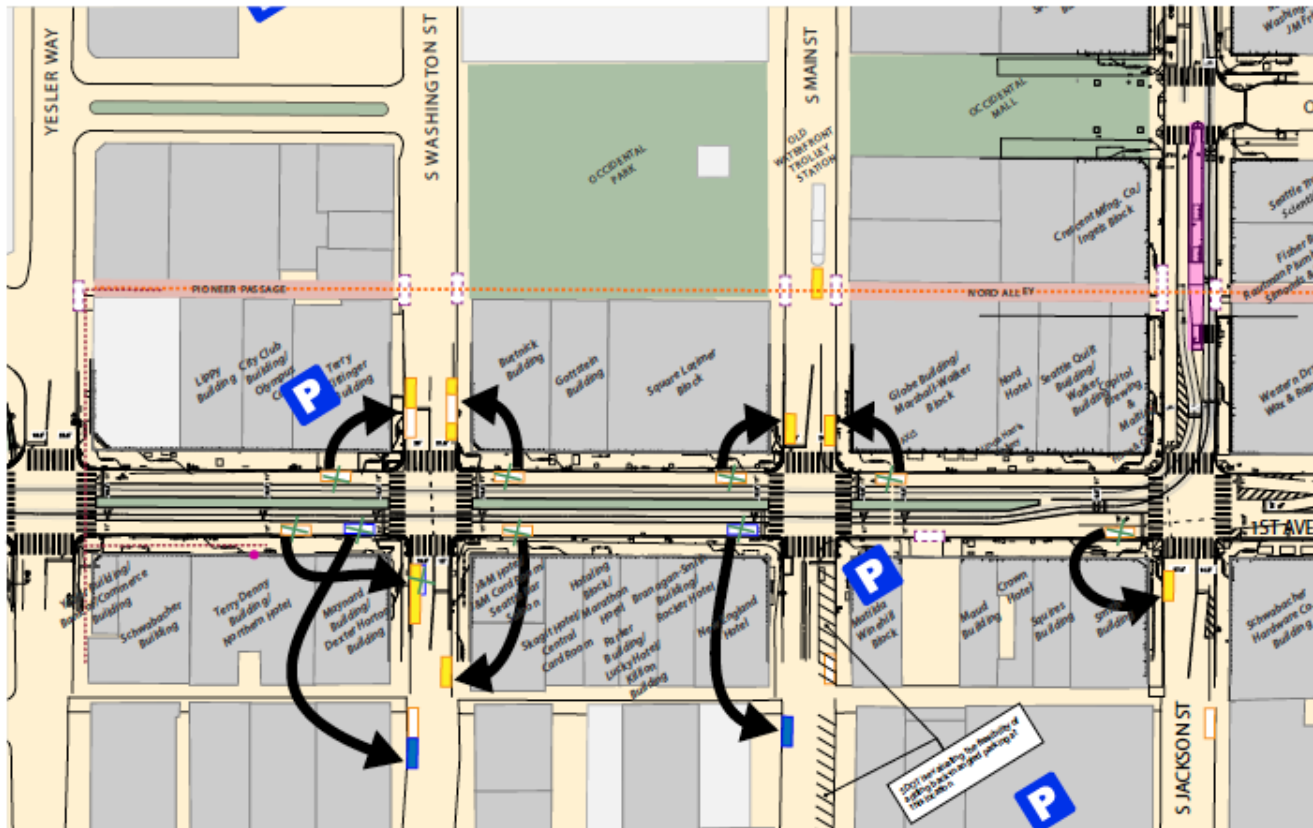
[8] Amazon.com contribution to SLU operations (included in Sponsorship Revenue in original Small Starts App)

# Spring & Madison Station Rendering



# Project Concerns: Loading / Unloading

## CENTER CITY CONNECTOR LOADING/PARKING



PIKE PLACE MARKET

COMMERCIAL LOAD – EXISTING

COMMERCIAL LOAD – PROPOSED

PASSENGER LOAD – EXISTING

PASSENGER LOAD – PROPOSED

CHARTER BUS – EXISTING

CHARTER BUS – PROPOSED

LAW / FIRE / GOVERNMENT – EXISTING

LAW / FIRE / GOVERNMENT – PROPOSED

DRIVEWAY / ALLEY

STREETCAR PLATFORM

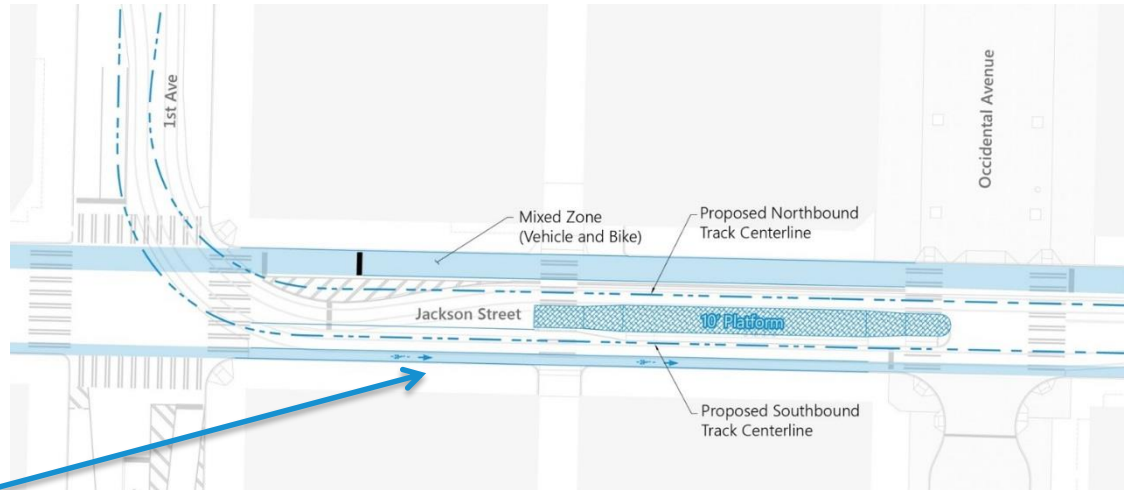
ACCESS DOOR FOR DELIVERIES

PARKING GARAGE

SHEET 5 OF 5

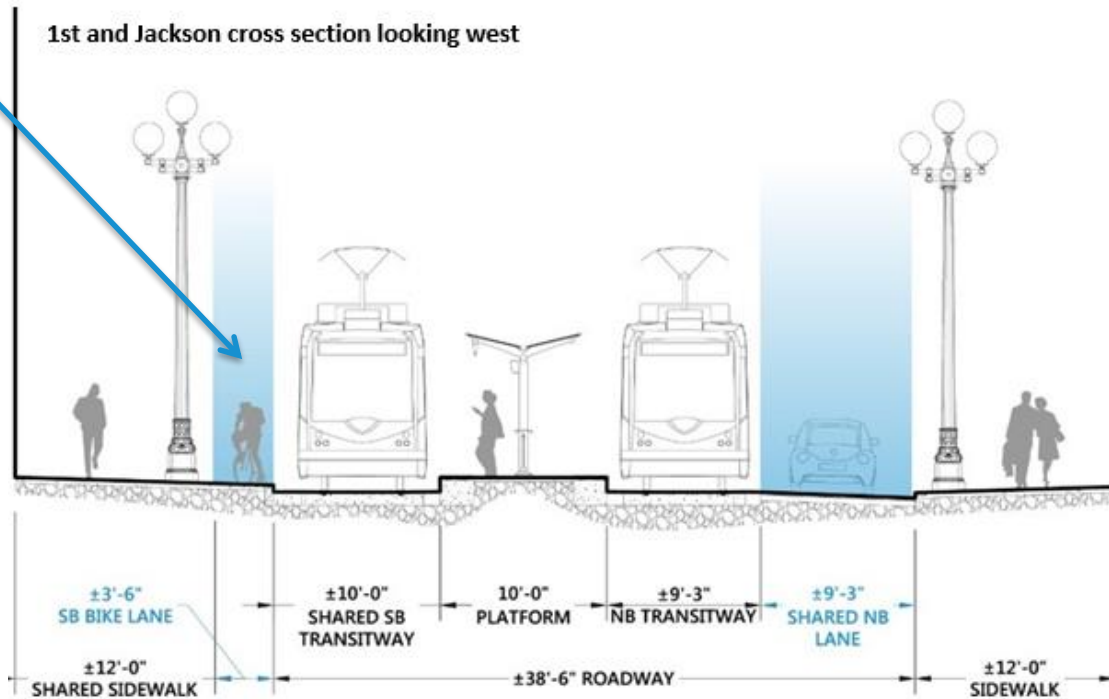


# Project Concerns: Streetcar/Bike Integration



New Protected Bike Lane to separate people biking along southbound track way on Jackson St between 1<sup>st</sup> and 2<sup>nd</sup> Aves

1st and Jackson cross section looking west



# Streetcar Outreach

## Outreach team

### SDOT project team:

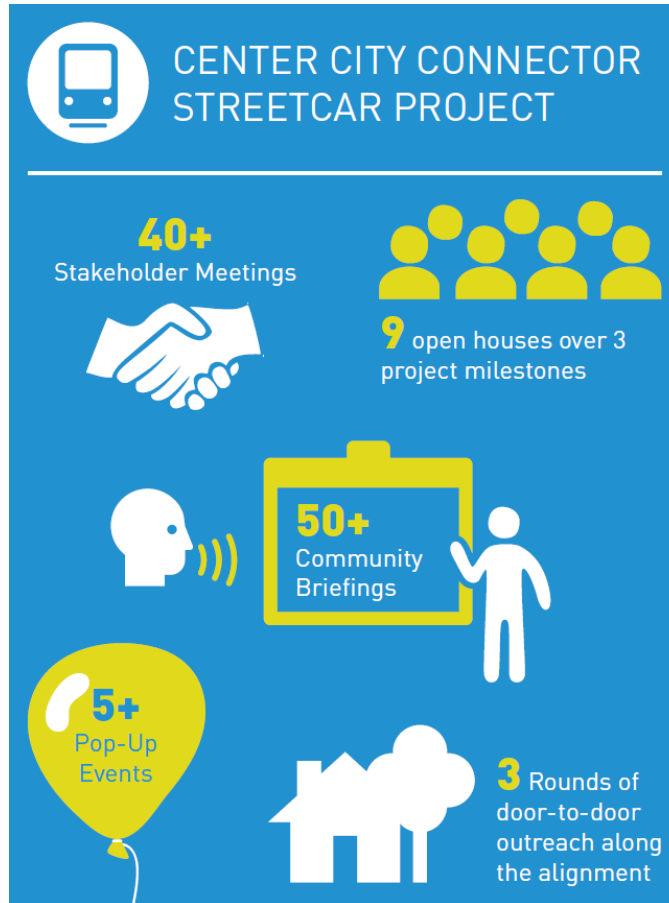
- Emily Reardon (SDOT)
- Sara Colling (SDOT)

### City partners:

- Ingrid Goodwin (SPU)
- Michael Wells (OED)
- Historic Preservation Program and Community Liaisons (DON)

### Consultants:

- Natalie Quick Inc.  
(Streetcar system)
- Alliance for Pioneer Square (Pioneer Square outreach)
- Stepherson & Associates  
(Construction outreach)
  - Downtown Seattle Association  
(Sub-contractor)
  - CBE Strategic  
(Sub-contractor)





# Questions?

centercitystreetcar@seattle.gov | 206-615-1070  
[www.seattlestreetcar.org/centercity.htm](http://www.seattlestreetcar.org/centercity.htm)

[www.seattle.gov/transportation](http://www.seattle.gov/transportation)

