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Mayor Coleman's 2006 Streetcar Principles

- Must create new development and jobs along the line
- Must reconnect neighborhoods and destinations
- Must be affordable to build and operate without a citywide tax increase





Why a Streetcar in Columbus?

- First step in larger vision for transit
- Spur economic development and jobs
- Strategically improve parking and access
- Improve connectivity
- Combat high gas prices
- Provide choices to young professionals, urban families, downtown workers, college students and empty nesters
- Support ongoing reinvestment downtown
- Go green!



Streetcar Research





Fits in Existing Right-of-Way

- Is safe and bike/pedestrian friendly
- Preserves on-street parking
- Travels in traffic with cars and buses
- Built quickly in 3-4 weeks for 2-3 block sections
- Boards riders at center islands or curb
- Requires minimal wiring overhead, and can be easily adapted to Short North Arches





A Streetcar works best as a circulator, in dense urban areas with a 2- to 4-mile route





Streetcar Rider Market in Columbus

- Residents – 51,000
- Employees – 141,000
- Businesses – 6,000
- Students – 50,000 at OSU
- Conventioneers – 2,332,856*
- 73% said they would ride a streetcar**

Estimated 6,600 Riders Per Day

*Attendance for conventions and meetings held in 2007

**Surveyed 1000 people living/working downtown – Source: Danter Company



Permanence of Tracks Attracts New Development





Economic Impact of Starter Route

- In 2008 dollars: \$283 - \$319 million*
- 36 acres of underused, vacant and surface parking within one block of route means development opportunities
- 152,000 SF of vacant retail space along High Street
- Portland achieved a \$3.5 billion economic development impact over last 10-years

*Source: Danter Company



Increased Housing and Development

- Additional Housing
 - Over 1,500 units within 5 years of operation
- Associated retail/commercial development
 - 120,000 to 150,000 square feet



Redevelops Run-Down Areas

Before



After



Increased Tourism/Convention Business

- 90,000 additional visitors
 - \$52.8 million cumulative spending over 5 years
- 300 additional hotel rooms
 - Brings additional Bed Tax Revenues

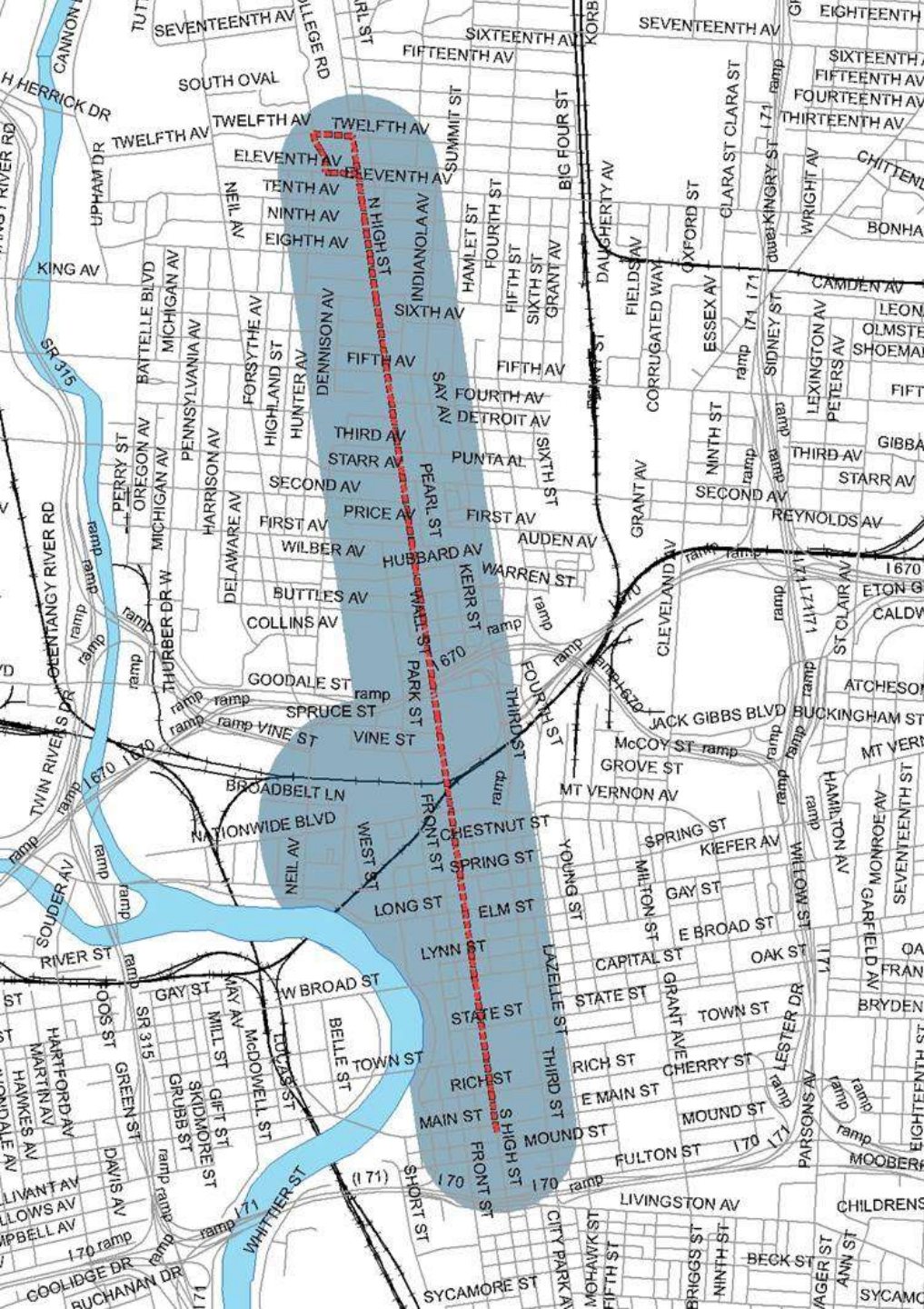


Over 3,000 Jobs

- Construction
- Residential management/maintenance
- Commercial/business services
- Streetcar drivers/maintenance/support



Financing Scenario



Streetcar Benefit Zone

- Mound St. to OSU Student Union
- Within walking distance of route
- 80% of the funding from Benefit Zone
- Students and those who pay for parking or event tickets ride for no added charge



Initial Local Funding Scenario

COSTS

Annual Funding Required

Construction Cost (2010)

\$ 6.9 M

\$103 M over 25 years at 4.5% interest

Gross Operating Cost

\$ 4.5 M

TOTAL ANNUAL FUNDING REQUIRED

\$11.4 M



Charge on Paid Off-Street Parking

Examples from Selected Cities

St. Louis	5%
Seattle	7.5% of the parking charge
Cleveland	8% of the parking charge
Baltimore	11% of the parking charge
Chicago	\$20 on a monthly parking charge of \$40 to \$100, effectively 20% to 50%
Pittsburgh	50% of the parking charge



Charge on Paid Admissions

In states that charge sales taxes on admissions, rates generally range from 4% to 7%

Selected Cities with Charges on Admissions

Seattle	5% of admission cost
Indianapolis	6% of admission cost
Chicago	8% of admission cost (4% for live performances)
Pittsburgh	10% of admission cost (2.5% for certain performing arts)



Charge on Paid Admissions

The Ohio Experience

- Admissions are exempt from the sales tax
- Municipalities decide whether to surcharge admissions
- **51 Ohio cities and 15 villages levy an admissions charge ranging from 0.5% to 8%**
- **Cleveland levies a 8% charge**
- **Cincinnati levies a 3% charge**



Other Funding Sources

Greater Community – 20% Goal

MORPC – Annual payments 2011-2020	\$ 2.0 M
Advertising and short term naming rights	\$ 0.1 M
Federal funds*	

SUBTOTAL Greater Community	\$ 2.1 M
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TOTAL ANNUAL FUNDING REQUIRED	\$ 11.4 M
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*The City is putting together a strategy to advocate for Columbus to receive Federal Transportation dollars in 2009 to reduce local funding demand



Funding Source Summary

Revenue Sources

Benefit Zone	\$ 10.5 M
Greater Community	\$ 2.1 M

TOTAL ANNUAL FUNDING SOURCES **\$ 12.6 M**

TOTAL ANNUAL FUNDING REQUIRED **\$ 11.4 M**

CONTINGENCY **\$ 1.2 M**



A Modern Streetcar on High St.





Timeline for Outreach and Planning

- Seek community feedback – 2008/2009
- Finalize financing plan, seek federal funding and begin engineering – 2009
- Start construction – 2011/2012
- Streetcar opens – 2013

Feedback: streetcars@downtowncolumbus.com