

T. 7. b.

## One Pager

- 1) **Date:** January 5, 2010  
**From:** David Wilde  
**Email:** [wildeveneta@aol.com](mailto:wildeveneta@aol.com)  
**Address:** P.O. Box 10565, Eugene, OR 97440  
**Affiliation:** Executive Director, Emerald Rail Transit (EmRAIL)  
**Cell:** 541-520-4987
- 2) **David Wilde has resurrected a proposal from 1995 and is spearheading the development of a Lane County rail network, bringing back a version of Eugene/Springfield's original city central streetcar system that will be designed to accommodate both vintage trolleys and modern streetcars (adaptable to future technology). Developing an integrated transportation infrastructure will lead to better land use, reduce the carbon footprint and use of fossil fuels, create multiple job opportunities, creating an incentive to revitalize older neighborhoods, and an ability to achieve greater social-economic health and prosperity throughout Lane County.**

Using Portland, Seattle, and Little Rock, Arkansas as models and case studies, a new 501 (c)(3) nonprofit organization has been established as a means for creating a public/private partnership, and to raise money. Portland Streetcars Director Rick Gustafson has graciously agreed to help us get started and is recommending to his Vintage Trolleys board a Fiscal Partnership Agreement.

- 3) **A majority of the commissioners have expressed support for the concept. A request is being made for a "Board Letter of Endorsement," plus the consideration of a public/private partnership.**
- 4) **Grassroots efforts have been underway for nearly twenty years, dedicating the past two years to reintroducing the proposal to individuals as part of a community vision, engaging other departments, agencies, for input and support. Formal presentations to city/rural area councils, neighborhood associations, clubs, community organizations, and property owners are being planned within the coming months.**

This is an intellectual process that is governed by ethics and based on consensus. Organizational membership is open. Positions on the stewardship council require members to provide guidance, placing importance on the well-being of the community, as opposed to any one individual or agency. The immediate priority is to raise between \$200,000 and \$300,000 for implementing the plan and completing a feasibility study.

Building streetcar systems vary. Starter systems typically begin with a 1 or 2 mile line, including 5 to 7 vintage trolleys. Vehicles can be purchased or borrowed. Ordering a manufactured replica costs as much as \$800,000. Rough estimates for the first phase of construction, a 1 ½ mile line that links Eugene's Amtrak Station to downtown and the

university, is between \$12 million and \$15 million (\$8 million to \$12 million per mile). The University of Oregon and Downtown Eugene will be major beneficiaries and it is our intention to have both the city and university as partners.

Fixed rail systems also provide the greatest benefit to a community, attracting venture capital.

- 5) Reconnecting America and Congressman Peter DeFazio are experts in this arena. Reconnecting America just released a new publication, a book called Street Smart, co-edited by Eugene's Shelley Poticha, and Gloria Ohland. Shelley was appointed this past fall to a top position on President Obama's sustainability council at HUD. The book provides the rationale for building streetcars and sustainability, with Portland, Seattle, and Little Rock, Arkansas as three of the four case studies. Congressman Peter DeFazio wrote the forward passage.

In addition to workshops, conference materials, etc., a highly regarded report by Todd Litman (from the Victoria Policy Institute), called Rail Transit In America – A Comprehensive Evaluation of Benefits was published in early 2009. The report was supported by the American Transportation Association. It discusses the best practices for evaluating transit benefits and examines criticisms of rail transit investments, finding that many are based on inaccurate analysis.

Copies of Street Smart and Todd's report will be furnished to the commissioners prior to meeting. Further studies can be provided on request, if desired.

- 6) Board action will be needed for creating a public/private partnership, discussing expectations, goals, guidelines, coordination issues, timeframe, preferred methods for tracking progress, maintaining good communication and records, pursuing programs that lead to funding, stimulus money, integration, etc.
- 7) If this isn't the best project, what is?
- 8) The proposal has a rating of 10.

January 13, 2010

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T. Z. b

## COVER ATTACHMENTS

- One Pager
- Commissioner Fleenor's Endorsement Letter
- Email Letter To Commissioners From David Wilde, (1/13/10)
- Street Smart, a Book Written For Community Leaders

This matter is scheduled to be an agenda item on ~~January 26<sup>th</sup>~~.

Note: Please return the book to David when you are finished reading it, so that it can be shared with other policy makers and administrators. Arrangements can be made to purchase a book at cost, \$21 dollars (including shipping). LTD has been given a copy with the similar materials. Thank you.

Contact Information: David Wilde at [wildeveneta@aol.com](mailto:wildeveneta@aol.com)

\* PROPOSAL ATTACHED

\* EMAIL FROM KARMEN FOXE (1/11/10)

## One Pager

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**From:** David Wilde  
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This is an intellectual process that is governed by ethics and based on consensus. Organizational membership is open. Positions on the stewardship council require members to provide guidance, placing importance on the well-being of the community, as opposed to any one individual or agency. The immediate priority is to raise between \$200,000 and \$300,000 for implementing the plan and completing a feasibility study, the overall cost may be higher.

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construction, a 1 ½ mile line that links Eugene's Amtrak Station to downtown and the university, is between \$12 million and \$15 million (\$8 million to \$12 million per mile). The University of Oregon and Downtown Eugene will be major beneficiaries and it is our intention to have both the city and university as partners. Lane Transit District believes it will be closer to \$30 million a mile.

Fixed rail systems also provide the greatest benefit to a community, attracting venture capital.

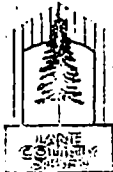
**Note:** A verbal agreement has been reached between LTD's (Lane Transit District) General Manager Mark Pangborn and EmRAIL's Executive Director on Friday (January 8, 2010) to work together and support an integrated system that includes both rail and buses. The city manager and mayor of Eugene have had preliminary talks with LTD and support rail as a way to improve Downtown's economy. We're seeing hopeful signs that a University endorsement will follow. We must also develop a rail policy in a transportation plan for Congressman DeFazio to ensure his success in securing funds when they become available.

- 5) Reconnecting America and Congressman Peter DeFazio are experts in this arena. Reconnecting America just released a new publication, a book called Street Smart, co-edited by Eugene's Shelley Poticha, and Gloria Ohland. Shelley was appointed this past fall to a top position on President Obama's sustainability council at HUD. The book provides the rationale for building streetcars and sustainability, with Portland, Seattle, and Little Rock, Arkansas as three of the four case studies. Congressman Peter DeFazio wrote the forward passage.

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- 7) If this isn't the best project, what is?
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## BILL FLEENOR

Lane County Commissioner  
West Lane District  
Bill.Fleenor@co.lane.or.us

October 30, 2009  
WD bc/bf09005/T

To Whom It May Concern:

I endorse the concept of a Lane County rail network and a Eugene Central City Streetcar System as a transportation model for sustainable development. I believe it can be part of the solution for transforming our ailing community, while at the same time generating great pride. The idea of a well designed, and integrated rail system, that provides efficiency and convenience is a worthwhile project to pursue. It may very well be the type of catalyst needed to rebuild a strong local economy that ultimately revitalizes the community.

What better way is there to enhance pride and invest in our future?

Currently, Lane County and Eugene/Springfield remain largely isolated from our partners to the north who are developing an integrated transportation system that ties into the Cascadia Light Rail Corridor. We generally are only seen as an end point. If we are truly committed to enhancing the lives of citizens, we must stop thinking in old paradigms and working with the same old tired concepts. We need to take positive incremental actions, not just continuous talk.

As long as the cost can be kept sufficiently low to justify the expense, it appears that a light rail system is a sound investment. It makes sense to build this system as a transit option with infrastructure that is designed to last many generations. You have my full support in establishing EmRail (Emerald Rail Transit) - a nonprofit organization, plus, exploring the use of Portland Streetcars/Vintage Trolleys as your organization's fiscal sponsor and doing all that you can to bring our community together to have this Dream come to fruition.

Let's make this happen!

Most sincerely,

Bill Fleenor  
West Lane County Commissioner

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Subject: Joint Endorsement Letter EmRail  
Date: Thu, Nov 5, 2009 6:40 pm

bill.

david wilde has been working on a Eugene Central City Streetcar System letter. you have been gracious enough to send an endorsement letter.

what do you think of us sending in one together, one that we would both sign?

let me know what you think of that.

pete

**From:** wildeveneta@aol.com

**To:** Rob.HANDY@co.lane.or.us; Bill.Fleenor@co.lane.or.us; pete.sorenson@co.lane.or.us;  
Faye.Stewart@co.lane.or.us; bill.dwyer@co.lane.or.us; Jeff.SPARTZ@co.lane.or.us;  
Michael.McKenzieBahr@co.lane.or.us; Alex.Cuyler@co.lane.or.us; mark.pangborn@ltd.org;  
Stefano.Viggiano@ltd.org

**Subject:** Oregon Department of Transportation's 2010-2015 STIP/Streetcar & Rail System

**Date:** Wed, Jan 13, 2010 9:26 am

Dear Commissioners, Mr. Administrator, Staff & LTD:

I was just watching a short cable telecast...

Next week, as you consider the Oregon Department of Transportation Department's 2010-2015 list of priorities, please remember our proposal -- the development of an integrated transportation system, including a Lane County Rail Network and Eugene/Springfield City Center Streetcar System.

A rail system provides alternatives, and if designed correctly, will serve as an underpinning for sustainable development. Efficient and effective, rail offers the greatest social, economic, and environmental benefits as it connects with other transit forms. Studies show that rail attracts the greatest venture capital. Building the system is not only an economic stimulus, it is a big part of a lasting solution.

Community rail systems can have an immediate impact: reducing the need for foreign oil and fossil fuels (if alternatives are used), which in turn lower greenhouse gases and encourage better land use, allowing the protection of resource lands/wildlife. There would also be many job opportunities. An agreement between United Streetcars, in Portland ( a subsidiary of Oregon Iron Works), and EmRail in Eugene, could lead to local streetcar/trolley manufacturing, a good alternative to a decimated motor coach industry. Think of it, this could lead to many spin-offs -- from supplies and construction, to rail operators, and management. A foundation can be laid for a new generation of mixed-use development and the revitalization of older neighborhoods. A whole new era of community development will occur, not to mention the tax revenue.

Again, the benefactors in this scenario are many and it's a great project for Growth and Non-Growthers, alike.

Mindfully,

David Wilde, Executive Director  
EmRail (Emerald Rail & Transit)  
[wildeveneta@aol.com](mailto:wildeveneta@aol.com)

**From:** wildeveneta@aol.com  
**To:** Karmen.Fore@mail.house.gov  
**Subject:** Re: One more thing  
**Date:** Mon, Jan 11, 2010 11:06 am

Karmen,  
Thank you for the clarification. I'll keep you posted.  
David

-----Original Message-----

**From:** Fore, Karmen <Karmen.Fore@mail.house.gov>  
**To:** wildeveneta@aol.com; mark.pangborn@ltd.org; Bill.Fleenor@co.lane.or.us; pete.sorenson@co.lane.or.us; Jeff.SPARTZ@co.lane.or.us; Jon.R.Ruiz@ci.eugene.or.us; Kitty.Piercy@ci.eugene.or.us; eaboyd@uoregon.edu  
**Sent:** Mon, Jan 11, 2010 9:48 am  
**Subject:** RE: One more thing

All:

To clarify, Congressman DeFazio continues to follow the lead of local communities regarding their goals for transit programs/plans – meaning after planning and community buy-in he can assist local communities in their effort to seek federal funds.

Congressman DeFazio is continuing his work to craft a new transportation bill that provides increased flexibility for access to transit funds. While the bill has received positive feedback, it is still working through the legislative process in the Congress.

I am aware that LTD staff remains in communication with staff at key federal agencies and committee staff regarding funding and planning opportunities. And the congressman is aware there is interest for additional transit in Eugene/Springfield for BRT and even street car.

Congressman DeFazio and staff are always available to provide guidance about opportunities at the federal level based on community interest.

Sincerely,

Karmen Fore  
District Director  
Congressman Peter DeFazio  
405 East 8<sup>th</sup> Avenue, Suite 2030  
Eugene, OR 97401  
541-465-6732

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**From:** wildeveneta@aol.com [mailto:wildeveneta@aol.com]  
**Sent:** Sunday, January 10, 2010 3:20 PM  
**To:** mark.pangborn@ltd.org; Fore, Karmen; Bill.Fleenor@co.lane.or.us; pete.sorenson@co.lane.or.us; Jeff.SPARTZ@co.lane.or.us; Jon.R.Ruiz@ci.eugene.or.us; Kitty.Piercy@ci.eugene.or.us; eaboyd@uoregon.edu  
**Subject:** One more thing

Mark,

I need to add one more thing: Karmen Fore mentioned that the transportation plan that Peter receives, needs to include a rail component in order for him to secure funding. I remember the Transplan as a document with many weaknesses, including a lack of connectivity. There is no rail policy. WE NEED ONE! I'll find time to write up something and ask what you and others think.

Dave





# **Emerald Rail Transit Draft Plan for Streetcars**

## *Executive Summary*

Here it is, a strong proposal has been made to build a regional Lane County rail network, beginning with a Eugene Central City Streetcar System. Imagine leaving home, walking less than three blocks and being able to step onto a streetcar or trolley that can deliver you to your destination in either a fun streetcar or vintage styled trolley with all the modern comforts and convenience you might expect. The additional benefits of the system will be top quality projects, including transportation, housing, mixed-use, non-profit, commercial and civic developments. A community investment of \$x will be returned at a rate of Y% over z years.

Experts agree that a comprehensive and integrated plan must be developed with rail as the underpinning for sustainable development. With smartly designed urban villages and increased nodal development being foreseen, there comes an attraction of venture capital. With this type of landscape and urban design overlay, the community becomes healthier, more livable, and desirable. Property values correspondingly rise.-

In addition to revitalizing neighborhoods and linking community precincts with the Cascadia High Speed Rail Corridor, a central city rail system would serve as a catalyst, complimenting many other economic development projects, linking features and attractions, such as EWEB's (Eugene Water & Electric Board) Riverfront Redevelopment with the renewal of Downtown Eugene/Springfield, Glenwood's development, Civic Stadium, the Lane County Fairgrounds & Convention Center, plus an array of benefits for the University of Oregon.

Cleaning up and redeveloping Eugene's Union Pacific Rail Yard is another possibility that could lead to a large transit hub, with mixed-use that stimulates the revitalization of Hwy. 99's Corridor (including Bethel/Royal/River Road) and the creation of jobs for several years to come.

Using Portland, Oregon and Little Rock, Arkansas as two of the nation's top streetcar models, we now have evidence on how well streetcar and trolley systems perform. Emerald Rail Transit (EmRAIL) has made initial arrangements for Portland's Vintage Trolleys to become their fiscal partner, with their help in getting Eugene/Springfield started.

Mayors from across the country are using streetcars and light rail as an example of how to keep cities alive. Columbus, Ohio's Mayor Michael Coleman was quoted as saying, "Cities who stay the same fall behind." It is time to raise the bar, recognizing the mistakes that have been made in our community's development. This is the innovative vision that will bring people together, providing us with prosperity and pride.

# The Vision

Create an integrated mass-transit system within the Willamette Valley that links High Speed Rail with a proposed Eugene City Streetcar System, becoming a primary underpinning for the city and county that rewards sustainable community development.

## The Proposal

Using Portland's Vintage Trolleys as a model, the first phase of the development are two starter routes that connect Eugene's Amtrak Station with Downtown, Willamette Street, and the University of Oregon.

Location of a new rail system could be modeled after the 1914 trolley map that reveals Eugene's historic development pattern. The original skeletal framework had infrastructure designed to support numerous pedestrian oriented neighborhoods. At one time, rail linked the downtown business district to Franklin, the University of Oregon, College Crest, Blair, and Jefferson Districts. The 4 routes are the most logical right-of-way for improving infrastructure.

As the rail routes are reestablished, the intent is to bring downtown to the way it used to be, mixed-use, with residential and student housing above commercial. Complimentary projects that promote rail, such as the Emerald Canal and the revitalization of neighborhoods are also a part of the scope.

Local merchants and other financial supporters will have the opportunity to sponsor cars, which then receive the sponsor's name on the sides. Attired in authentic uniforms, the conductors will interact with passengers in addition to performing traditional duties like announcing stations and operating the doors. Operators for the cars are typically provided by transit district authorities.

We have established a nonprofit corporation, EmRail (Emerald Rail Transit) to implement this plan.

Makes you wet doesn't it? It can be done. It would not have gotten this far without David Wilde's leadership and the creation of a nonprofit organization modeled after Portland Streetcars, Inc. EmRail is proposing to contract with the Cities of Eugene/Springfield, Lane County and LTD (Lane Transit District) to design, build, operate, and maintain a streetcar system. In order to implement the plan the nonprofit organization will contract portions of the work through Sheils Oblatz Johnsen, Inc. (SOJ). SOJ is a small, Portland- Seattle- based firm that specializes in the management of complex urban development projects for public and private clients.

SOJ has served many roles and fulfilled various responsibilities depending on the scope of work needed by each client. They perform a full range of development services, or specific components, such as conduct feasibility analyses and market studies, structure and secure project financing, procure entitlements, plan and implement public relations strategies, manage the design process, garner political support, and administer the construction process.

Several of SOJ's principles have partnered to create a development firm known as Sockeye Development, LCC. This affiliated entity pursues private development opportunities and also serves as a turn-key developer for other firms and organizations. This corporation takes on development risks and contracts with SOJ for project management services.

### **Structuring a Nonprofit**

A New Nonprofit Organization has been formed, as a 501(c) (3), and in the first stage of completing its bylaws. As Emerald Rail Transit (EmRAIL) awaits its nonprofit IRS approval, the organization is arranging a Fiscal Sponsorship Agreement with Portland Streetcars, Inc.'s (PSI) subsidiary, Vintage Streetcars. David Atkin, of Eugene, is EmRail's Attorney and has created over a thousand non-profits worldwide.

Rick Gustafson has graciously offered his assistance to EmRail in bringing streetcars to Eugene. PSI contracted with the City of Portland to design, build, operate and maintain the Portland Streetcar, says their CEO, Rick Gustafson. Their source of funding comes from the City of Portland. PSI's board includes property owners, advocates, developers, and now public members like the Mayor of Portland and General Manager of TriMet. The projects that are publicly funded are conducted under public selection procedures and do a great job of avoiding the potential conflicts of interest. Rick urges us to utilize this model for our organization so that we can have the developers on our board and avoid the conflicts or appearance of conflicts.

Portland Streetcars, Inc. has 22 members on its board. Rick is contracted to provide consulting services and to be the Chief Operating Officer. PSI has no employees. The corporate functions such budget, contract management, filings etc., are managed by Rick's consulting firm, Shields Oblatz Johnsen Inc. of which Rick is the principle. The operating employees for streetcar are City of Portland employees who report to the Chief Operating Officer. TriMet provides the operators and mechanics under contract with the City. The City of Portland maintains a Streetcar Project Manager, who oversees the contracts let by PSI. PSI insists that the City of Portland sign off on all expenditures which assures accurate public process. PSI has no personnel or salaries.

### **Leadership and Civic Engagement**

We will soon be filling professional positions but not yet. Rugged energy, rustic design, strong intention, coalition building is where we are at right now.

In addition to a shared Vision, the organization is providing a new style of Leadership and Civic Engagement. Rather than being driven by pots of money, community interests come first. Intellectual processes will be employed, with the intent of transforming current transportation models into a more comprehensive and integrated system that includes rail. Fundamental to rail is the interest in protecting the community's health and well-being, to improve the community's livability for future generations. Transparency, Integrity and Innovation are a must!

## Goals & Objectives

A basic objective for EmRail is to advance policies and practices that create a vibrant, affordable, diverse, healthy, and environmentally beneficial community landscape through an "Intellectual" and "Ethical" process. Progressive planning and smart growth, green architecture and ecologically sensitive urban design, environmentally friendly infrastructure are just some of the many urban ecology priorities that will guide our efforts.

Goals of the Central City System include:

- Improving corridor mobility
- Promoting patterns of smart growth
- Finding cost-effective solutions for transportation problems in corridor
- Minimizing community and environmental impacts
- Providing solutions that are consistent with other planning efforts
- Having strong community support
- Other

## Background/History

Lane County lost two "Crown Jewels" many years ago. In Eugene's rail heyday, a historic central city streetcar system which operated between the years of 1907-1927 was seen as "the greatest small-town system in the United States," according to Laurence Aurbach's research. It was dismantled or buried under portions of Eugene's older streets approximately 80 years ago, when automobiles became popular. A few remnants of the steel line can still be seen, serving as not only a reminder of our history, but as an opportunity.

Eugene's desire to become a regional distribution center during the early 1900's prompted the construction of the system that included over 18 miles of line for a town population of 11,500. The 18 mile light rail system was built by the Portland, Eugene & Eastern Co. The cost for building it was approximately \$500,000. Through 1915, PE&E operated the cars on a franchise granted by Eugene's City Council. Southern Pacific Railway assumed management subsequent to that date. Railroads were the primary means of transportation during this era, and were considered the key to economic development. It was also a period when Streetcars were used to boost real estate development (provided by Laurence Aurbach).

The Mill Race/Pond is the second historic feature (jewel) that was lost during the planning and building of the Ferry Street Bridge during the 1950's. Often referred to as the "Emerald Canal," the buried underground waterway could once again be opened up as part of an enhanced gateway if EWEB's Riverfront restoration is designed right.

## Federal Policy Acts

Recently, federal policy acts create a fantastic opportunity for this community upon which must quickly act.

With the advent of automotive technology and use of petroleum products, rail was phased out in nearly all U.S. cities in the late 1920's and 30's. By the 1950's, American love for the automobile had reached such a pitch, that the Eisenhower administration responded by creating a National Highway Policy that would connect roads, making auto transportation faster and provide an opportunity to continue growth by creating suburbs.

The policy had a dramatic effect on our landscape and society, changing modern day land use planning from village concepts to urban sprawl. Social behavior changed, with many communities losing their identities, including the urban centers of Springfield and Eugene. The regional distribution center that Eugene had long ago desired has now died. Portland, Seattle, San Francisco are considered current sites, as well as today's Internet.

President Obama's election last November, brings hope that a needed shift is beginning to occur. After 50 years of the Highway Industry controlling all transportation policies and funding, it appears that Rail is coming into the public's consciousness and that its advocates are beginning to gain ground in creating a level playing field. Highway lobbyists who have been the dominate player, have been controlling congressional and state legislative policies since the Eisenhower administration. Congressman DeFazio, who now serves as a member of the House Committee on Transportation and Infrastructure, has emphasized the need for a shift in transportation policy that includes freight and passenger service, plus new mechanisms for funding. Gas taxes and general revenue are simply tapped out. Congress approved \$8 billion out of the original \$13 billion President Obama originally proposed for rail -- This is only seed money. The investment needs to be much greater. Congressman DeFazio also mentioned the Nation's need for a 25 year vision, referring to Spain as a country that developed a system within that period of time to become a model. The general principle is a utility model with a big "P" for public, a partnership with private investment which excludes a "killer" profit. We cannot afford to loose rail rights-of-way.

Congressman DeFazio co-sponsored a bill in the early 1990's, signed by the president, designating Interstate-5 as the Cascadia High Speed Rail Corridor, establishing a freight/passenger link between Vancouver, British Columbia and Eugene, Oregon. There has been a partnership and governmental agreement between the major cities to develop the rail system. Other than a remodeling of Eugene's Amtrak Station, no effort has been made to integrate Northern Pacific lines (Amtrak) with local transportation.

## **Feasibility**

There are many advantages to a fixed rail infrastructure, in addition to it being an attractive investment for venture capital, property owners and residents living near a line directly benefit from rail. Another important issue to consider is that there is a greater potential for profit with streetcar/trolley development than there is with bus transit. "Rail encourages development, buses come afterwards." Lenders favor Rail over Buses when it comes to construction because it is fixed. Whereas, bus routes are less desired because they are often moved, altered, or even cancelled.

Rick Gustafson, Portland Streetcar's director says that expensive studies are generally useless. The bottom line is whether property owners benefitting from rail service will see an increase in business or an appreciation in property values that justify the expense.

Seattle's South Lake Union Streetcar System, which was modeled after Portland's, offers insight on how property owners respond to a major change in infrastructure. The line extends 1.3 miles and has 11 stations. The main difference between the two systems is that Portland's Max (Light Rail Vehicles) and the Vintage Trolleys share the same track. Seattle runs only one type of streetcar, Light Rail Vehicles, which are larger and more expensive when purchased. The line was approved in 2005 at a cost of \$50.5 million, \$25 million paid by property owners along the streetcar's route and the remainder paid by federal, state, and local funds. The majority of property owners along the alignment supported the project, despite being asked to pay increased taxes to fund its construction. The Seattle Times also reported that only 12 of the 750 affected property owners formally objected to the proposed "Local Improvement District" tax. Another article reported that while some of the property owners had initially resisted, the venture capital company owned by Microsoft's co-founder Paul Allen, Vulcan Inc., negotiated a purchase price with those who wanted to sell and that every property owner was eventually happy.

A report by Todd Litman, from the Victoria Transportation Policy Institute, called Rail Transit In America – A Comprehensive Evaluation of Benefits, was supported in 2009 by the American Transportation Association.

*"This study evaluates rail transit benefits based on a comprehensive analysis of transportation system performances in major U.S. cities. It finds that cities with large, well-established rail systems have significantly higher per capita transit ridership, lower average per capita vehicle ownership and annual mileage, less traffic congestion, lower traffic death rates, lower consumer expenditures on transportation, and higher transit service cost recovery than otherwise comparable cities with less or no rail transit service. This indicates that rail transit systems provide economic, social and environmental benefits, and these benefits tend to increase as a system expands and matures. This report discusses best practices for evaluating transit benefits. It examines criticisms of rail transit investments, finding that many are based on inaccurate analysis."*

**Increasing Rail Benefits** "Rail transit is sometimes criticized for poor service or low ridership. These concerns can often be addressed by implementing various strategies that improve service and increase ridership, many of which are justified on other grounds such as fairness, consumer benefits and cost savings. Examples are described below."

- **Service Improvements.** "These are various ways to make rail transit faster, more convenient and more comfortable, and therefore more attractive to travelers".
- **Parking Management.** "Parking management includes parking "cash out" (employees who receive free parking can choose cash or a transit subsidy instead), "unbundling" (renters only pay for the amount of parking they actually want), and more flexible parking requirements. These strategies often increase transit ridership by 10-30%."
- **Commute Trip Reduction** "(CTR) Programs. CTR programs give commuters resources and incentives to reduce their automobile trips. They typically include financial incentives (parking cash out and transit allowances), transit promotion, parking

*management, flextime and guaranteed ride home services. Such programs typically reduce 10-40% automobile commute trips among affected employees, about a third of which shift to transit”.*

- **Non-motorized Improvements.** *Walking and cycling are important travel modes in their own right, and provide access to public transit. In many situations non-motorized improvements may increase transit ridership 10-40% over what would otherwise occur. “*
- **Marketing and User Information.** *“Improved route schedules and maps, wayfinding information, webpages and marketing programs can often increase transit use by 10-25%. ”*
- **Transit Oriented Development (TOD)** *“refers to residential and commercial areas designed to maximize access by public transit and non-motorized modes. This means that development is clustered in an area with high level of transit service, and good walking and cycling conditions. Residents of TODs typically use transit 25-50% more than residents of otherwise comparable communities.”*
- **Transit Fare Innovations.** *“Smart cards make transit use more convenient and allow transit agencies to offer new discounts, such as lowering during off-peak periods, for special groups and for bulk ticket purchases. “*
- **Campus and School Transportation Management Programs.** *“These programs improve travel options and reduce trips at schools and campus facilities. This often includes free or discounted transit passes to students and sometimes staff (called a “UPASS”)’ Such programs often increase transit ridership 30-100% among affected groups. “*
- **Road Pricing Reforms.** *“Congestion pricing, distance-based fees and Pay -As- You-Drive vehicle insurance are justified on equity and efficiency grounds, and can increase transit ridership. “*

*“The transit experiences significant economies of scale and network effects, that is, the larger the system, the more useful it is, the more ridership it attracts, the more it will be integrated into overall transportation and land use patterns, and so the more total benefits in will provide.”*

## **Cost and Funding**

Rick Gustafson points out that the most important element in pursuing a streetcar in Eugene is to create the public support for the expenditures required. Estimates for a vintage trolley line are from between \$7 million to \$13 million per mile. In looking at the expenditures for modern, low floor streetcars in a community of Eugene’s size, the cost could be as much as \$25-35 million per mile of double track. Kanosha, Wisconsin built their rail system for as little as \$ 2 million a mile, using the F-Line.

The formation of an organization is very valuable in pursuing streetcar development. This offers the opportunity to identify community leaders and activists who believe there is value to the community in making such an investment. Rick goes on to say that it is essential to organize these folks through some kind of committee to begin discussing ways of financing the investment. In Portland, they started in 1992 with an agreement to build a streetcar line. It took

them until 1997 to secure \$56 million so that they could begin construction. The line opened in 2001. Seattle formed a "Build the Streetcar" Committee in 2002. They got their property owners to commit to \$25 million in property assessment for a local improvement district to fund a streetcar. It opened in 2007. In Boise, the downtown development agency has proposed a streetcar. The property owners have agreed to an assessment that will raise \$10 million. They have a TIGER grant (federal stimulus) request in for \$35 million and tax increment will provide \$10 million for the \$55 million project. San Antonio is considering a 2.2 mile line with funding coming from a local assessment \$15 million and bonds from the transit agency. They plan to be under construction in 2010. LA Streetcar Inc. was formed for a 2 mile line in LA that runs on Broadway connecting Staples Center to Disney Concert Hall. The \$100 million cost is to be covered by an assessment on the local property of \$85 million. It usually takes 1-3 years to accumulate the money necessary to make such an investment. Once the money is in place, the biggest time constraint is the delivery of vehicles which can be 30 months. Construction can be addressed within 2 years.

The American Public Transportation Association notes that streetcars lines vary widely, because the characteristics of streetcar lines vary widely. In fact, it can be difficult to obtain the construction cost of a streetcar line, because building the line is often part of a larger project that includes other elements. At the low end of the scale is the excellent and highly innovative two-mile streetcar line recently opened in Kenosha, Wisconsin. The total cost was just \$4 million, or \$2 million per mile, including five restored PCC Streetcars. Portland, the only line using modern streetcars, constructed a 4.6 mile loop for \$12.4 million per mile, including seven new streetcars, built in the Czech Republic. Tampa, Florida, a 2.3 mile line was built for \$13.7 million per mile, including eight Heritage streetcars. The cars themselves, replicas of 1920's Birney streetcars, cost \$600,000 each (compared to \$3 million dollars for a modern high end Light Rail Vehicle). Little Rock, Arkansas, a 2.1 mile line built for \$7.1 million per mile, including three streetcars. San Pedro, California, built a 1.5 mile line that recreates the old Pacific Electric "Red Cars" for \$4 million per mile, including three streetcars, one Vintage and two Heritage. Sacramento, California recently completed an expansion, a 1 mile line with double tracks in their downtown for \$13 million.

Typically, property owners who benefit from a line contribute up to half of the total cost of the project. A cost estimate for a Eugene Central City System can be considered, once routes are devised.

There are also a variety of local, state, federal funds and grants that will be required to build and operate the system. Local sources could include developer fees, right-of dedication, a bonding measure, and economic development funds. State and federal transportation and economic development dollars are also being sought, including Stimulus Packages. Foundations are an excellent source for grants.

Other possibilities include a partnership with a "Host" nonprofit sharing a similar interest. A host might consider using its resources to raise funds for Lane Trolley Company and take a percentage of the gross. This may also include office space, equipment, staff and/or supplies.



## **Grants**

There are several foundations that are being identified and contacted for potential submission of grant applications: The Ford Foundation, Jeld-Wen, The Bullitt Foundation, and Oregon Community Fund are local grants. A typical grant can be several thousand dollars, with one organization awarding grants as high as \$5 million. The funding ranges from being a one-time gift to awards that are ongoing.

Rick Gustafson referenced Boise, Idaho's success in receiving a Tiger grant that is part of the federal stimulus. These grants run into the high millions.

As an example of one program: The Bullitt Foundation provides opportunities for nonprofit organizations concentrating on urban issues, business and technology, ecosystem services, planning, and civic engagement. For our purposes, the Foundation currently focuses most of its grants on strategies that:

*foster effective environmental coalitions and further collaboration where appropriate; encourage strong, effective partnerships between grantees and local groups in the private, public, and tribal sectors to achieve broad consensus on issues of general public interest; help build strong grassroots organizations in key geographic areas to influence important environmental decisions. To begin the application process, a form must be completed, answering all questions completely, a program officer reviews the entries and may contact the organization to discuss the idea in more detail. The Foundation asks for a review of their eligibility FAQ before submitting a proposal inquiry. Inquiries received on or before March 15 will be considered for the May 1 proposed deadline, and those received on or before September 15 will be considered for the November 1 proposal deadline.*

Seed money will allow us time for further research and follow up.

## **Public Outreach**

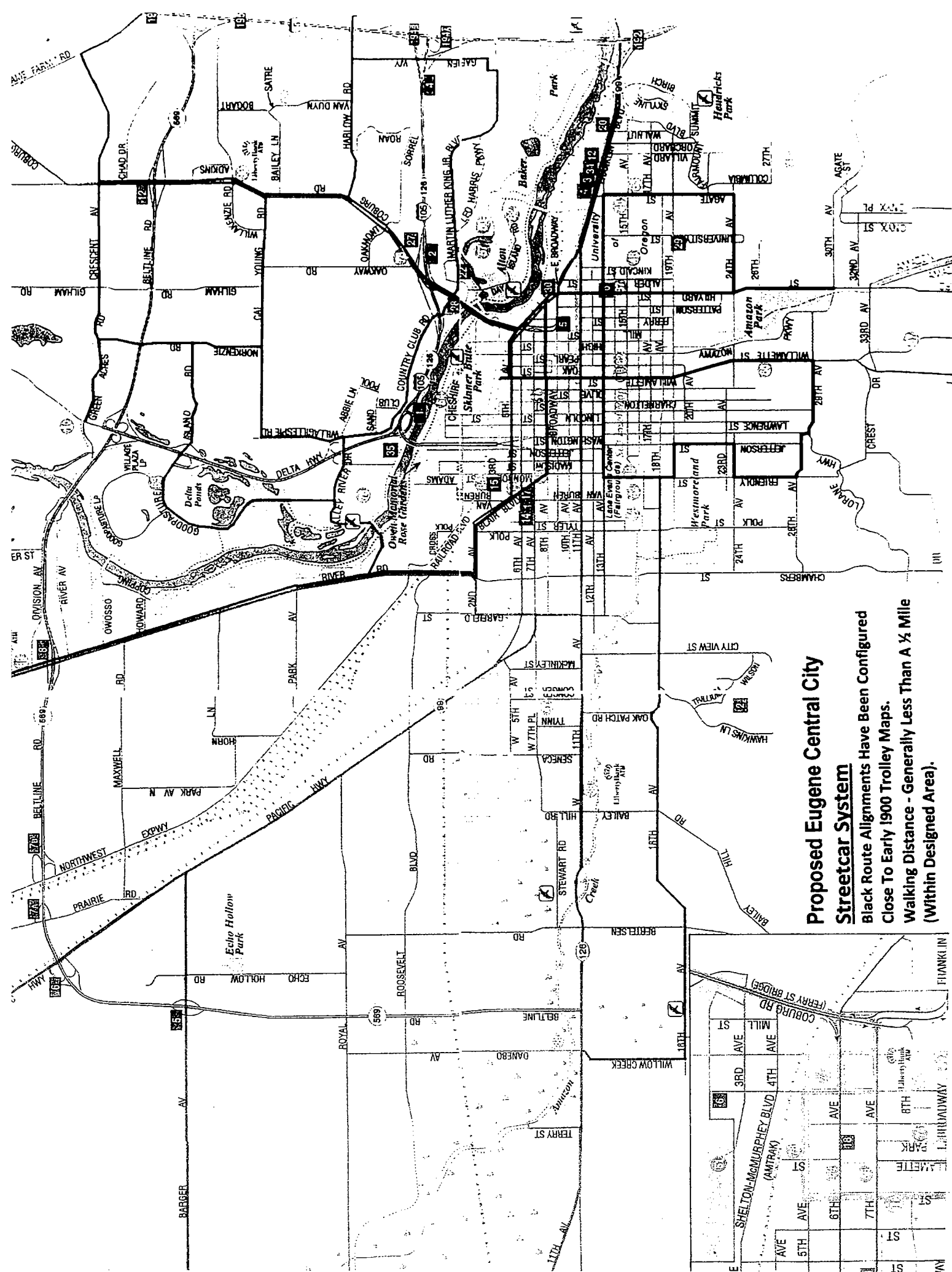
The outreach picked up again in December 2008, after a campaign in the mid 1990's and has made its way through numerous cross-sections of the community.

The public participation component of the project is being designed to ensure community awareness and stakeholder input. During the second phase, public and stakeholder involvement will complement the tech flow and progress with the study components. Comprehensive efforts are being made, and will continue to be made, to reach out to key stakeholders, policymakers, and the general public, especially at critical milestones during the environmental review and design process.

The public outreach program is an ongoing process that includes an outline for a grassroots campaign plan and enlistment of property owners within a 1/4 to 1/2 mile area of proposed lines, discussing potential assessment benefits and pledge of down payment.

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When the time comes for bond measures and voter approval, there will be a campaign partnership plan that is designed after other communities that have been successful in creating a broad-based coalition working together for a better chance of winning at the ballot box.



**Proposed Eugene Central City  
Streetcar System**  
Black Route Alignments Have Been Configured  
Close To Early 1900 Trolley Maps.  
Walking Distance - Generally Less Than A ½ Mile  
(Within Designed Area).