

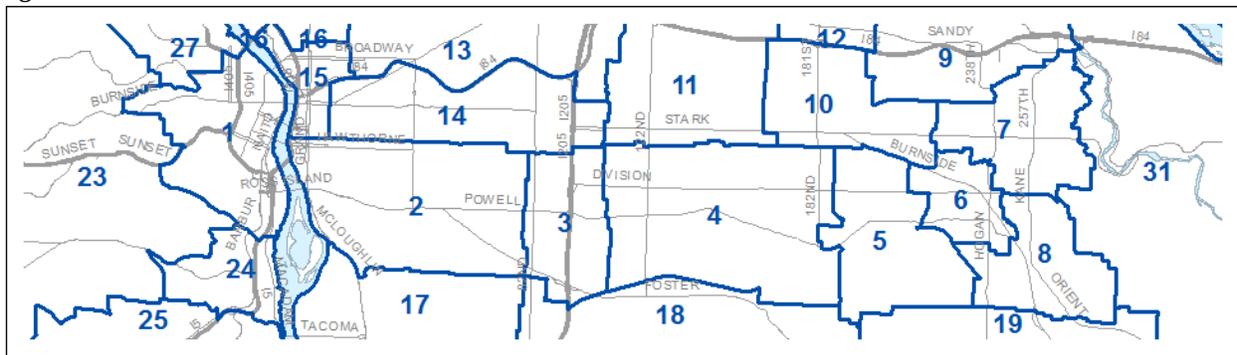
 Metro | Memo

Date: Monday, August 8, 2016
 To: Elizabeth Mros-O'Hara
 From: Matt Bihn
 Subject: 2015 Powell-Division market analysis: BRT trips and college trips

This market analysis addresses overall demand for trips on the proposed BRT and overall transit demand for college trips forecast by Metro's travel demand model.

The analysis uses the Powell-Division 31-District system to aggregate trips from the larger TAZ system (figure 1). The Powell-Division corridor encompasses districts 1-8.

Figure 1: Powell-Division Corridor: districts 1-8



BRT trip origins and destinations

This reports the district origins and district destinations of projected BRT riders who utilize the BRT line between the eastern terminus at Mount Hood Community College and the Willamette River (Table 1). This excludes riders who are only on the BRT in downtown Portland.

District 2, which stretches from the river to approximately SE 80th Avenue, is the most popular district, with 31% of riders originating from, or destined to the district, or both. District 1, which includes downtown Portland, South Waterfront, and Marquam Hill, is the origin or destination for 24% of BRT riders, and district 4, which stretches from SE 106th Avenue to SE 187th Avenue, is the third most popular with 21% of riders.

Table 1:

District Number	1	2	3	4	5	6	7	8
Origin/Destinations Percentage	24%	31%	6%	21%	3%	7%	7%	1%

Stop usage along the line is similar to current day usage of TriMet line 4 stops (figure 2). The busiest stops are projected to be in downtown Portland and at major transit transfer locations, including SE Cesar Chavaz Boulevard, SE 82nd Avenue, and the Gresham Transit Center. All of these locations are projected to experience over 500 daily ons and offs. Mt Hood Community College is also projected to have just under 400 daily ons and offs, as is the nearby stop at the Kane/Stark intersection, which is a transfer point between BRT and the line 20.

College Trips

College transit trips were analyzed at the 31-district level for all transit lines to compare travel patterns with and without BRT. Very small increases are projected for the districts containing PSU and Mt Hood Community College as accessibility to those campuses improve with BRT's faster travel times and more frequent service compared to the No-Build line 4. These slight increases, however, are well within the margin of error of the modeling, reflecting the access to those campuses by multiple transit lines in the No-Build.

Figure 2.

