

CENTER CITY CONNECTOR

HOW WILL IT BENEFIT BUSINESSES?



Travel Time

Streetcars **every 5 minutes** during peak times; **10-minute travel time** from Westlake to Pioneer Square.¹



Ridership

The new alignment will carry **25,000 people a day** in its opening year.¹



Retail Sales

Sales for businesses along the line are estimated to increase by 14%, or about **\$8.4 million per year**.²



Improved Mobility

People moving along 1st Ave. (in cars or transit) at peak times will **increase by 9% in the opening year and by 26% in 2035**.¹

Connects Businesses to Customers

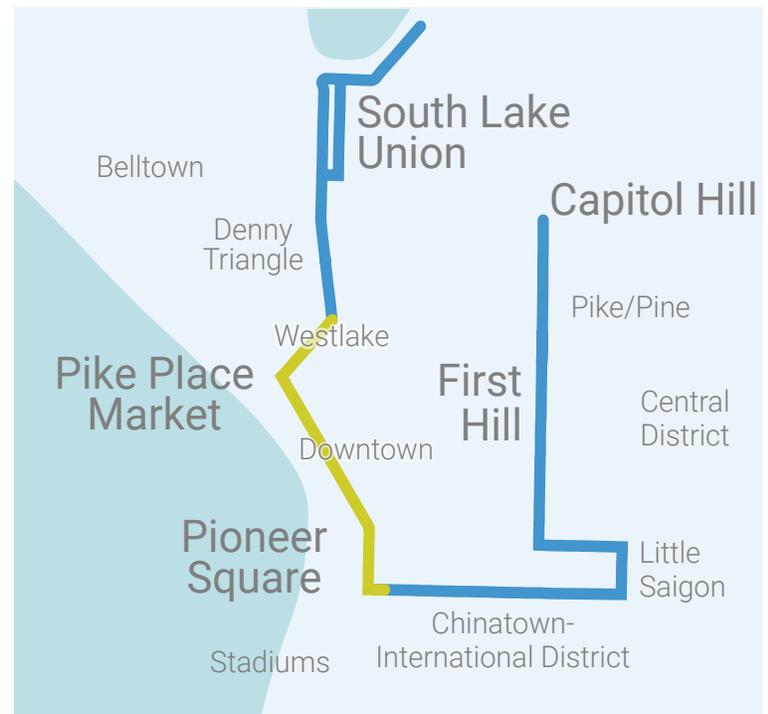
The Center City Connector (C3) will be a **fast, convenient link** between neighborhoods. Improved connections across the city will **expand the reach of businesses** along the corridor.

▶▶ 5,000 per day

estimated number of C3 riders who will board in **South Lake Union** in 2035.³

▶▶ 154,000 jobs / 50,000 residents

approximate number of jobs and residents within ¼ mile of streetcar.^{4,5}



Strengthens Market Connections

The C3 will strengthen travel to and from Pike Place Market, helping visitors travel easily along 1st Avenue and south into Pioneer Square.

Currently, the large crowds at the Pike Place Market entrance drop off even one block away.⁶

1st & Pike:
22,740 daily pedestrians



1st & Pine:
7,845 daily pedestrians



Improves 1st Ave Street Experience



Streetscape

Improvements will include streetscape amenities like trees and benches.



Crosswalks

Improved crosswalks and curbs will make walking safer and more enjoyable.



Access

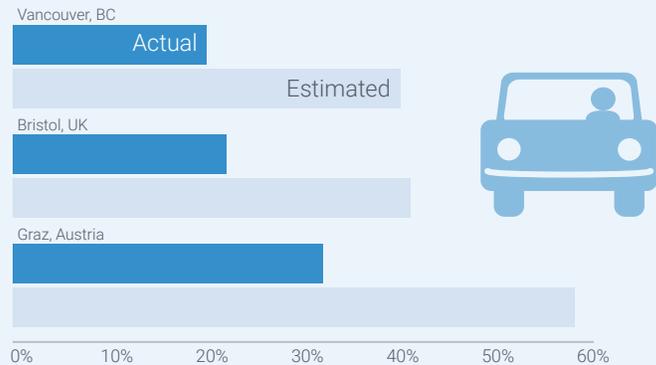
Stations will be in the middle of the street, keeping sidewalks open for people walking and shopping.

SHOPPING VIA STREETCAR

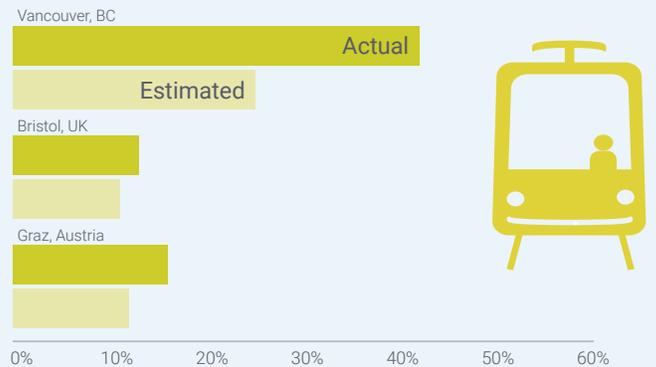
HOW TRANSIT HELPS ATTRACT NEW CUSTOMERS

Businesses tend to overestimate the importance of drivers...

How Customers Arrive: Business Estimates and Actual^{7,8}



...and underestimate the importance of transit.



Transit users spend as much or more than drivers.

Spending per Month, Downtown San Francisco⁹



▶▶ People arriving via transit spend less per trip than car drivers, but **transit riders spend more overall because they visit more frequently.**¹⁰

C3 streetcar will grow business sales.

Based on analysis of the effects of South Lake Union Streetcar, the C3 streetcar is estimated to increase sales for businesses along the C3 corridor by 14%,² or

\$8.4 million per year

Business owners share how streetcar benefits their bottom line.



"We are **so fortunate** to have the South Lake Union stop just steps from our café's front door. Our customers will check the clock at the trolley stop to see when the next one will arrive. **If they have time, they will swing in for a Swiss mocha.** If they happen to miss the trolley, no worries—they just stroll down Westlake—Swiss mocha in hand."

Leslie Conti, Owner of Café Suisse



"As a small business along the Portland Streetcar line, **it has been incredible to see the amount of pedestrian traffic this transit line brought** to our neighborhood. Not to mention the thousands of dollars in **free visual marketing** we've benefited from as passengers walk in front of our store to board or disembark the streetcar."

Jake France, Co-owner of Boys Fort

1. Center City Connector Environmental Assessment (March 2016). 2. ECONorthwest analysis of the effects of South Lake Union Streetcar on taxable retail sales of nearby businesses. The analysis used difference-in-difference to compare sales at businesses within 1/8 mile of SLU to businesses that are 1/8 mile - 1/4 mile away over 2005-2015. The observed effect was applied to 2015 taxable retail sales within 200 feet of the C3 corridor (\$60 million). 3. Center City Connector Small Starts Application (September 2016). 4. ECONorthwest analysis of PSRC census tract data on 2015 employment. 5. ECONorthwest analysis of Washington State Office of Financial Management small area census tract estimates for 2016 population. 6. Data provided by Pike Place Market and Motionloft. 7. Stantec. Vancouver Separated Bike Lane Business Impact Study (September 2011). 8. Sustrans. "Shoppers and how they travel." Bristol Retail Travel Study (2006). 9. Bent, Elizabeth and Krute Singa. 2009. "Modal Choices and Spending Patterns of Travelers to Downtown San Francisco: Impacts of Congestion Pricing on Retail Trade." Transportation Research Record: Journal of the Transportation Research Board, #2115. 10. In addition to the study cited in 9, see: Clifton, Kelly et al. 2013. "Examining Consumer Behavior and Travel Choices." Oregon Transportation Research and Education Consortium. OTREC-RR-12-15.