



How it's going.

Two years ago next month, six of us met around a NoPo dinner table to talk about creating a news outlet that could support fun, sharp, relevant reporting in the interest of public transit riders. We've learned plenty

since, and we believe in looking at ourselves with the same eye we put on everyone. For a candid conversation about our successes, failures and futures, check out pdx.be/YearThree next week – we'd love to get your take.

Michael Andersen

publisher & spreadsheet monkey

we've helped lead the issues



March We dug into public records to break the story that fare enforcement had quietly plummeted on MAX. After other media picked up the numbers, TriMet restored some of the lost positions and announced a new "zero-tolerance" policy on fare jumpers.



April Our ranking of downtown employers with the best commuter benefits was our breakout feature of the year. We're already cranking on 2012's rankings, and we've partnered with the BTA to expand our survey throughout the metro area.



May As every other news outlet in the state ignored the crucial bill, we reported on a small group of teens' doomed effort to find someone to stand up for a state program that brought universal transit passes to 12,000 local high schoolers. Mayor Sam Adams made preserving the program a priority; last month his office sealed a deal with TriMet and PPS to save YouthPass until summer.



July Our Travel Issue, which could be read only after being folded into a paper airplane, was certainly controversial (we're still not sure whether we heard from more lovers or haters). The Portland-based Independent Publishing Resource Center named it their "Zine of the Month," and Michael promised quite a few people that he'd help fold theirs some time.



October We hit Silicon Valley to take a close look at the unreported practical nuts and bolts of Getaround, a potentially revolutionary peer-to-peer carsharing company, and predicted that it might arrive in Portland next. It did: their local pilot launches this month at PSU.

Stamped & sorted, 2011 (2010)

- monthly subscribers: 947 (257)
- sustaining members & donors: 39 (34)
- copies distributed: 8,733 (2,599)
- wiki pages: 1,014 (595)
- unique web visitors: 36,474 (8,832)
- printing cost per copy distributed: 44¢ (39¢)
- mailing per copy mailed: 21¢ (\$1.09)

Readied & aimed, 2010 (actuals)

- neighborhood ads by March (July)
- 800 subscribers by June (June)
- neighborhood profiles by August (November)

Revenue, 2011 (2010)

- grants: \$5,000 (\$0)
- ads & sponsorships: \$4,203 (\$292)
- subscriptions: \$2,220 (\$2080)
- donations: \$599 (\$4,531)
- miscellaneous: \$205 (\$0)

Expenses, 2011 (2010)

- printing: \$3,829 (\$1,003)
- staff & freelance: \$2,988 (\$0)
- mailing: \$1,686 (\$1,297)
- admin, fees, supplies & software: \$720 (\$493)
- marketing: \$506 (\$786)
- meals & travel: \$210 (\$266)

Michael's PA time, Oct. 2011

Total: 104.4 h. He's a freelance editor 2 days a week; that's been enough for his basics. But PA won't be sustainable until someone besides him would want to do it.

- reporting, writing, editing: 55.5 h
- distro & production: 21.8 h
- accounting & planning: 11.3 h
- ad sales: 9.5 h
- marketing: 6.3 h

and we've run the numbers