

Portland Streetcar
Citizen Advisory Committee Meeting Minutes
June 14, 2000

Members in attendance: John Carroll, chair; Kay Dannen; Steve Fosler; Rick Gustafson; Stan Lewis; Carter MacNichol; Kenneth McFarling; Vern Rifer; Bill Ruff; Chris Smith; John Sporseen; Ingrid Stevens.

1. Construction update.

Kay Dannen reported on the progress of construction. Construction at the MAX crossing at 10th/11th and Morrison/Yamhill will be completed on June 23. It is important to note that our contractor, Stacy & Witbeck, originally projected the construction timeframe at these intersections from 2/15 through 6/23 and are on schedule. We currently have brick pavers at 10th and Morrison that have to cure before we put traffic back fully on SW 10th. Businesses and residents in that area are now breathing a sigh of relief.

Track work on 10th between Jefferson and Clay continues until the end of the month. The next construction area will be 10th and 11th and Market with 2 curved intersections and turnback track at Market and 10th. Local access for Southpark Square Apartments and church offices will be arranged. Estimated timeframe is July 11 through August 21. Expect to see private utilities in the area of 10th and Market in advance of track work.

The Portland State University Urban Center extension construction will extend until the end of the year. Combined water work and track work at 5th and Market will close that intersection entirely from October 3 - November 13. Traffic management plans are being finalized.

Vern brought up the issue of the Civic Auditorium and the garages around that area that use Market Street. Carter explained the issues around the decision to do track work on the north side of Market and the extent of the work at the intersection of 5th and Market. Because of the water bureau's decision of a total water pipe replacement on the south side of Market and the high cost of that pipe replacement, the project made the decision to build the alignment on the north side of Market. Because of peak summer water demands, the water bureau has restricted the project to do the water pipe replacement work at 5th and Market and 5th and Mill until after October 1. Carter assured Vern that everything that was possible was done to work out a satisfactory agreement with the water bureau and was taken to the commissioner's level in negotiations.

John reported on the meeting held at St. Mary's Academy with administrative staff and some of the issues that were discussed. John encouraged the project to provide St. Mary's with a traffic management plan as soon as possible as well as seriously looking at schedule flexibility of construction on 5th between Market and Montgomery currently scheduled 10/3 through 11/13. John expressed a real concern of

safety and accessibility with 535 women plus staff arriving and departing the school every day.

Carter assured John that the project would do everything possible to facilitate pickup and drop off of students through advance communication, street signage, etc. Information will be forthcoming to St. Mary's Academy to help facilitate construction impacts.

Hoyt Street Property construction is scheduled for September-December 2000 with total completion of construction on January 18, 2001.

A meeting was held with Downtown Community Association representatives as well as residents of Southpark Square Apartments regarding issues associated with the alignment on Market Street. A full explanation was given to explain those alignment decisions and possible mitigation once the streetcar is in operation.

2. Urban Center Extension.

Carter MacNichol, Project Manager for Streetcar construction gave a presentation of the Streetcar alignment and construction challenges of the PSU Urban Center extension. The alignment will turn eastbound from 11th to Market and use the left auto lane. All parking, at all times, will be removed from Market between 11th and 5th. There will be a stop at the park blocks and the pedestrian crosswalk will be eliminated.

Vern noted that even though the crosswalk will be eliminated, the general public would still utilize this crossing.

Prior to SW 5th is another stop on Market. The light at 5th and Market will be controlled by the Streetcar and will probably have a blinking train light to indicate train operations. Pre-emption of signal lights also occurs at 11th and Market. The track then turns south on 5th on the east side to Montgomery where it turns east to a temporary terminus between 4th and 5th with a train storage track. This gives the project the opportunity to build any future extensions without impacting the main line. The Vintage Trolley will be pulled into Montgomery and reversed to the main line, because it will not be able to traverse the extension that has been selected to North Macadam.

Bill Ruff from LRS Architects is in the process of designing the block bordered by Montgomery/Harrison and 4th and 5th. He confirmed that he should design this block making accommodations for a 2 track diagonal for the Streetcar extension across this block.

The track continues west through the Urban Center Plaza where we will build a 60' long platform, and follows Mill. Mill and Broadway will be signalized and Mill will become a one-way street westbound. There is a platform stop on the Park blocks on Mill. The route through Mill, because it is not public right of way, requires a conditional use permit for operations as well as a building permit for construction, which must pass through the City of Portland design review process.

Lovejoy Ramp and Hoyt Street Properties continue to present schedule issues. Hoyt Street Properties seem to have resolved their environmental issues. The apparent low bidder for the Lovejoy Ramp Project was Stacy and Witbeck, but their bid may be rejected. The Streetcar Project needs to have access to 10th from Hoyt to Lovejoy by 9/1 and access to Lovejoy from 10th to 12th by 10/1. Civil work is to be done by early December 99 with Overhead Catenary Systems completed by January 18, 2001. Skoda vehicles to be delivered by 2/28/2001.

Stan asked if the process for securing permits and passing through design review on Mill would hold up the construction process. Carter could not guarantee today that it would not.

Steve would like to explore making the Streetcar platform stops non-smoking. This is an issue that would need to be explored. Carter advised that there would not be a platform built on the Urban Center Plaza or at Mill and Park.

3. Marketing.

Rick gave a report on potential marketing programs based on a projected ridership of 4,000-4,500 riders per day. It is also assumed that \$100,000 in fare collection and \$100,000 in advertising revenue will be collected each year as part of the operations budget. Streetcar needs to develop a marketing program to serve the following:

Customers

Advertisers

LID Participants

Chris asked if the Streetcar would be utilizing Tri-Met resources to advertise Streetcar information such as all Tri-Met rack and stop locations, on their web site, 238-RIDE, etc. This partnering with Tri-Met is to be explored and clarified.

It is assumed that Streetcar fares will be substantially seamless with the Tri-Met system. Streetcar proposes to sell tickets on the Streetcar. The exterior of the car is proposed to carry the "Portland Streetcar" and "Sponsor Name" on the side of the car. No exterior advertising will be included. Streetcar proposes to conduct fare inspection in the Northwest District. The system is substantially within Tri-Met Fareless Square commencing at Hoyt and extending to the PSU Urban Center.

Rick proposes a possibility of hail stops at the platform stops during the testing period to encourage participation from the neighborhoods and create enthusiasm. It is also possible to charter tours prior to the grand opening. Rick hopes to begin testing with the Vintage Trolley as soon as construction is completed on January 18, 2001. PDOT is hoping to implement a mobility pass that could link directly to Streetcar marketing efforts. The primary information source for Streetcar is proposed to be

contained at the stops. Schedules and system map information are proposed to be printed for each stop. It is proposed that the map displayed at stops be focused on the District location with an overall system map much smaller.

4. Grand Opening:

Kay reported on the basic ideas that are being discussed. Grand opening weekend for Friday-Sunday, July 20-22, 2001. 11AM-100PM on Friday, ribbon cutting, press & dignitary opportunities, Saturday, 12Noon - 4:00PM events at key district locations along the alignment could be NW Portland at 23rd and Marshall, Pearl District at 10th and Glisan, West End on 10th near the MAX crossing, Art Museum and University District, probably at the Urban Center Plaza.

The concept of the opening is to encourage each business and property location to participate in the events providing displays, discounts, special brunches or concert events. The event would celebrate the new corridor and the connection of the property owners and/or tenants/residents with the Streetcar. It is intended this first weekend would be free service.

Sponsors of Streetcar could be authorized to sell Tri-Met tickets or Streetcar passes as part of the sponsorship. This would enable one zone tickets to be sold or other instruments developed in cooperation with Tri-Met. It is possible the Streetcar could offer a one-time annual pass to the property owners for the system as a thank you for participating in the cost of the system.

Steve indicated that the Nob Hill transportation committee, NWDA, Will Vinton, ECO Northwest Committee and others are interested in participating in the Streetcar grand opening.

Advertisers/Sponsors:

The advertising for the Streetcar is proposed to be a package for sponsors with primary promotion along the line that could include exposure outside the car, at the stop, on the system map, on tickets, schedules and potentially announced on the run. Work is being done with a group of retailers to act in an advisory capacity to establish the feasible price points for sponsorship.

In order for advertising to sell it needs to be profitable for the advertisers. Rule of thumb would be that Streetcar would not allow any advertising that includes alcohol or tobacco.

5. Other Topics.

Chris and Vern advised the project to keep in mind that the Tanner Street Project will close SW Jefferson at SW 16th is tentatively scheduled for October of this year.