

Portland Streetcar
Citizen Advisory Committee Meeting Minutes
Oct 11, 2000

Members in attendance: John Carroll; Mike Dale; Kay Dannen; Steve Fosler; Mary Kennedy; Stan Lewis; Doug McCollum; Ken McFarling; Janet McGarrigle; Colleen Smith; Jon Putnam by speaker phone

The meeting was called to order and the minutes were approved.

1. Construction Update

Track work continues on Market between SW 11th and SW 5th with completion by Monday, October 16th (weather dependent). The project will complete the work on 10th between Clay and Mill also on October 16th and have Market and 10th fully restored to traffic. Our next track work section will be on SW 5th between Market and Montgomery with completion prior to Thanksgiving. Because of extensive water replacement work and curved track work at the intersection of SW 5th and Market, this intersection will be closed on October 19 for three weeks. Traffic on Market will be detoured at SW 6th and traffic on SW 5th will be detoured at Clay, with local accesses only allowed.

Extensive outreach work has been done in this area to accommodate traffic movements, garage accesses and pedestrian safety. Several meetings and information flyers have been provided to St. Mary's Academy to accommodate the approximately 300-400 parents that shuttle their students to school daily. At St. Mary's request, the City permanently signed parking meters on the north side of Mill between 5th and 6th with 5 minutes loading zone, between 2:30PM-3:30PM on school days.

John asked if the project had done everything possible to address the safety concerns of St. Mary's Academy? Kay feels that through the numerous conversations and meetings with staff at St. Mary's, that they are at a good comfort level and continuous monitoring of the area will be done by project staff as construction proceeds. Signage has been provided at St. Mary's to indicate their student loading zones, and signage will be used to indicate access to a designated loading zone on Market during the closure of 5th and Market.

Some of the brick pavers between the tracks at the PSU Urban Plaza did not meet design criteria and will be replaced. That work commences on October 16 and will take about 4 days of excavation and 4 days of installation of the new bricks.

Track work has started in the Hoyt Street Properties area on NW 10th between Lovejoy and Northrup. Tentative schedule for the River District; 10th/Lovejoy to Irving - 11/1 or 11/19 and Northrup/14th to 11th to Kearney / 12/19.

2. Street modifications to Market Street and SW 11th between Clay and Market.

Doug McCollum, City of Portland traffic engineering, explained the street treatment on Market between 13th and 5th and SW 11th between Clay and Market. It is proposed that the City continue the permanent left turn off Market at SW 12th and is receiving final review at the City. It is also intended to supply permanent parking between 11th and 9th on the south side of Market. Pro-time parking (evening and weekend parking only) to be provided on the south side of Market between Park and Broadway. On 11th between Clay and Market, only one lane southbound will be allowed, and only a single left turn onto Market. The track lane on the west side of 11th between Clay and Market will be dedicated to train only and the parking removed. This restricted traffic lane will have additional hatching to inform drivers. Mike and Colleen requested that the City look at the east side of 11th between Clay and Market to see whether some parking could be restored to accommodate the loss of parking on the west side. It was requested that as many meters as possible be placed on the north side of Market at 11th. Colleen asked if a mandatory left turn could be installed at 10th and Market. It was explained that it could not be done because of Streetcar track conflict.

John indicated that historically, Market has been a high-speed street and many drivers do not obey the posted traffic speeds. Mike indicated that the neighborhood is interested in modifications to Market to slow traffic down and reduce noise and increase safety. Would the City consider permanent meters on the south side of Market east of the Park Blocks past St. Mary's Academy at a minimum? It was agreed by the CAC, that the classrooms at St. Mary's Academy are directly abutting Market and would greatly benefit from adding parking on the south side of Market to act as a buffer to traffic noise. Doug explained that the green time at the cross streets west of 9th are short which leave a long green time for Market. The green time on the cross streets from Broadway east are longer and thus, shortens the green time on Market. It is a capacity issue.

Doug agreed to look into these requests by Mike and Colleen and have a report for the next CAC meeting.

The crosswalk at mid-block between Park and 9th will be eliminated, a Streetcar stop will be built and the crosswalks at each end of the block will be enhanced. Colleen had some concern that it will take some time for traffic patterns to change and pedestrians will continue to cross in the middle of the street.

3. Completion construction schedule.

Kay distributed a map showing the completion schedule for the Phase I Portland Streetcar Project from NW 23rd to the PSU Urban Center Plaza. Track work completion is targeted for January 2001. Overhead electrical completion for the Northwest loop is scheduled for January 1, 2001; for 10th and 11th to SW Mill, March 1, 2001 and for the PSU extension April 1, 2001.

4. Additional Vehicles.

Kay informed the committee that at City Council today, approval was granted to purchase the 6th Skoda vehicle. Direction was also given to

Vic Rhodes, Director of Portland Department of Transportation, Felicia Trader, Executive Director of the Portland Development Commission and Tim Grewe, Director of City of Portland Finance to bring back to the Council a \$13.5 million finance plan to extend Streetcar construction to Riverplace, including the purchase of an additional car.

5. Advertising/Sponsorship Opportunities.

Advertising/sponsorship packages will be available to businesses along the alignment to support Streetcar operations. Yearly sponsorship of name identity on both sides of the exterior of a Streetcar will be available for the first year at a cost of \$20,000 and \$15,000 each year after. It is intended that any company which chooses a sponsorship level on the outside of a car, would be included in Streetcar "Grand Opening" event publicity. Stop sponsorship with signage and announcement at stop would be \$400.00 per month for one stop and \$600.00 for two. Service sponsorship at \$50.00 per month could include identification on the district map located at the stops, schedules, tickets, channel cards and other exposures.

Meetings have been held with retailers along the Streetcar alignment to test the price point of these advertising/sponsorship opportunities and to gather advertising ideas. The above price points seem to fit the needs of the businesses. Mary suggested that we do a mock-up on the car of how the lettering will appear for those companies that might be interested in car sponsorship. Stan suggested that we think about producing Streetcar lapel pins to have for sale.

6. Grand Opening.

Grand opening activities are continuing, with District events being planned within the neighborhoods. Steve reported that the Northwest District would be using a Legacy surface parking located on Lovejoy between 21st and 22nd and have a transportation fair both Friday and Saturday. They will have a Tri-Met bus available, PGE electric car, bicycle information, and historic walking tours of the neighborhood and health booths. Our steering group for the grand opening participated in a van tour on 9/22 in which we toured each District event location site and discussed possible event activities.

7. Other items.

Stan mentioned that the PSU Urban Center dedication was outstanding and shared photos of the event as well as phases of construction at the Urban Center. Dean Toulon of the College of Urban and Public Affairs mentioned the importance of the Streetcar connection to the students and faculty of Portland State University.

John suggested that the next CAC meeting be held at Riverplace. Janet indicated that residents at Riverplace are very supportive of the Streetcar and she would be more than happy to assist with this meeting. John would also like to see the Streetcar CAC expanded to include representative from Riverplace and beyond to continue the momentum of the Streetcar. John is also interested that the comfort level of the

residences and businesses with the Streetcar at Riverplace and along Harrison Street is assured. Our next CAC meeting on November 8, 3:00PM will be held at the community meeting room at Riverplace.

Jon wanted to make sure that the Streetcar operations plan had an adequate dollar amount allocated for contingency.

Jon suggested that we invite Patti Fink or Bernie Bottomly from Tri-Met to a future Streetcar CAC to give a presentation on the elderly and disabled plan that is being drafted by Tri-Met, Metro, Washington, Clackamas and Multnomah Counties to justify continued funds state-wide for the elderly and disabled through the Oregon transportation budget.

The meeting was adjourned.