

Portland Streetcar Citizen Advisory Committee  
April 21, 2004, 3:30PM, Lloyd Center Tower, 825 NE Multnomah, second floor (next to Café Today)

Members in Attendance: Bob Amundson, Bill Danneman, Steve Fosler, Mary Kennedy, Stan Lewis, Janet McGarrigle, Carol Presson, Vern Rifer, Scott Seibert, Chris Smith

Other Attendees: Kimberly Foster, Steve Haldinger, Robert Hein, Bill Scott, Rex Burkholder, Sloan Schang

Staff Attendance: Kay Dannen, Rick Gustafson

The meeting was called to order by our chair Chris Smith. The minutes were approved as written.

1. Portland Development Commission's presentation of the Lloyd Crossing Project. (Sloan Schang from Portland Development Commission)  
Sloan did a power point presentation on the proposed Lloyd Crossing Project being planned in a 35-block area in the Lloyd District. Planning started in December 03 to provide a sustainable design and development project that would act as a catalyst for redevelopment. The crossing of the proposed Streetcar at the MAX line at NE 7th and Holladay resulted in the naming of the project. Because of the market currently, it is most likely the first phase would be residential housing with some retail. No specific dates have been set.

Chris asked if the revitalization of the Rose Quarter and the location of a headquarters hotel near the Oregon Convention Center was tied to this project.

Sloan indicated that the project was being planned separately from the Rose Quarter and headquarters hotel study, but would be complimentary to these two other projects. Vern asked where the political/private impetus is coming from for this development. Sloan indicated that it was an advantage to only have the 5 or 6 property owners in this 35-block area for coordination efforts. The main emphasis is coming from Ashforth Pacific, Kaiser and Pacific Corp. Stan suggested that this high level of sustainability built into the Lloyd Crossing project is a very good sign for the City and should be used as a model for future projects.

2. RiverPlace Construction Update. (Kay Dannen)

Trackwork is being completed on westbound Harrison between 1st and 3rd Avenues and westbound Harrison will be open from 1st to 4th on Friday, 4/23. On Friday, 4/23 our contractor Stacy and Witbeck, Inc., will close eastbound Harrison for three weeks to construct trackwork. Local accesses will be maintained. Naito Parkway is scheduled to open all lanes on Monday, April 26.

3. Review of RiverPlace signage package for Streetcar. (Rick Gustafson/Kay Dannen)

Kay distributed a map which shows current streetcar alignments as well as alignments scheduled for the future. TriMet prepared a map for Streetcar to show designated colors for Streetcar as amber (light orange) for the NW to Lake Oswego route and aqua (turquoise) for the inner city circle encompassing the eastside alignment across the Broadway Bridge, SE 7th Avenue/Grand/MLK to OMSI, including part of the current alignment on 10th/11th/Market and Mill.

Some comments about the color selection - the light orange and turquoise tends to blend in with TriMet colors, pastel colors are hard to see. Mary suggested we stick to one color and name the lines such as Lloyd Center, OMSI, NW 23rd Avenue, South Waterfront for example. Vern feels we are getting too complicated. Rick feels showing Streetcar on the maps, as part of the region's transportation plan, is a positive step for Streetcar in order to raise the level of acceptance and importance. On the signage package, Rick indicate that all the signage is going to be changed and would encourage the CAC to become involved in the process. Rick is recommending we plan the signage to accommodate the extension to Gibbs (estimated opening March 07), so that the signage package does not have to be redesigned again. Also he is recommending we leave the flag pole directional signs to PSU and past PSU add RiverPlace or S. Waterfront as the destination.

A special meeting has been set up on Wednesday, May 19, 3:30pm and Shiels Oblatz Johnsen to review signage options. Any member of the CAC committee that is interested in participating in this signage workshop is welcome to attend.

#### 4. Other business.

Bill Scott, Flexcar

Bill is the general manager of Flexcar in Portland. The company is investor owned and financed. Currently in Portland there are 4400 members and 61 vehicle locations. Currently there are 15-17 locations within one block of the Streetcar alignment. What they are finding is that the growth of Flexcar is integral with a multi-modal system and that Flexcar build out needs to be tied to transit. Currently, they have 10 Flexcar locations at Streetcar stops. Flexcar has asked the City for more locations and the City has asked to have a process put into place. Bill is asking for support from Portland Streetcar to encourage the City to allow Flexcar to be located at all Streetcar stop locations.

Scot Seibert made the motion that "The CAC recognizes the synergy between Flexcar and Streetcar and supports placing Flexcar locations at most if not all Streetcar stops." This motion was seconded by Bill Danneman and passed unanimously by the CAC Committee.

Rick mentioned there is a Portland Development Commission budget hearing on Monday, April 26, 5:30pm-8:00pm. There are a number of people from the Eastside Steering group that will be testifying to support Eastside Streetcar planning efforts. Streetcar is seeking \$600,000 from the Convention Center urban renewal district and \$500,000 from the Central Eastside urban renewal district. These funds will be used to match federal funds in the amount of \$1.8 million to enable the conceptual planning to begin. CAC members who are interesting in testifying should contact Kay. Also Congressman Blumenauer has been able to add special wording in the small starts legislation to separate the criteria for funding for Streetcar from light rail projects across the country. This 6-year transportation bill has not been signed as yet by President Bush. Zoe asked how the bridgeplate retrofit is coming along. Rick indicated that we expect the bridgeplate installation to be completed by late fall of this year.

Kimberly Foster, the general manager of the Marriott Residence Inn indicated that she has 500-600 guests stay at her hotel each weekend and would encourage using RiverPlace as a destination indicator for

Streetcar. She expects many of her guests will be using Streetcar. She is also willing to be flexible and understands the important of the emerging South Waterfront Development.

Rick indicated that recommendations have gone to the City to establish funding sources for operations of Streetcar. It is recommended that the City's contribution, which includes funds raised by PSI activities, to the cost of operating the Streetcar be limited to 1/3 of the actual operating costs. These funds would be derived from the net revenues from parking meters within the Streetcar Service Area. The South Waterfront area is designed for the installation of 420 parking meters with net revenue in 2008 of \$600,000. It is critical that all funding sources be identified and agreed to prior to deadlines for the ordering of more streetcars this fall for service to SW Gibbs.

Vern recommended that Streetcar consider hiring an outside source to prepare an independent audit of redevelopment within the boundaries of the local improvement for Streetcar as further documentation of the important of Streetcar to redevelopment.

Steve invited all CAC members to attend the NW Transportation Options Fair 2004 at CNF Headquarters Building, Main Lobby, Bistro Café at NW 21st and Savier Street from 9:00AM - 1:00PM.

Rick indicated that a national Streetcar coalition has been formed with Streetcar advocates across the country. Currently 80 cities have expressed an interest in having Streetcar in their community and 30 have joined the coalition. Judy Hammerstead the mayor from Lake Oswego is leading the effort.

#### 5. Next CAC Meetings.

The next meeting of the Portland Streetcar Citizens Advisory Committee will be held on Wednesday, May 19, 2004 at the offices of Shiels Obletz Johnsen, 520 SW Sixth Avenue, Suite 400 from 3:30PM - 5:00PM.\* This is a special meeting set-up specifically to review the signage package for Streetcar in preparation for the opening of the RiverPlace Extension in March 2005.

The CAC meetings for the remainder of the year will be:

Wednesday, July 21, 2004  
Wednesday, September 15, 2004  
Wednesday, November 17, 2004

All the regular CAC meetings are scheduled at Lloyd Center Tower, 825 NE Multnomah, 2nd floor (next door to Café Today).

Please call Kay Dannen at 503/478-6404 or email at dannen@portlandstreetcar.org if you have any questions regarding this committee or have items for the agenda.

\* PLEASE NOTE NEW OFFICE ADDRESS AS OF MAY 3, 2004.