

Portland Streetcar Citizens Advisory Committee Meeting

Wednesday, September 7, 2011, 3:30-5:00 p.m., City Hall, Pettygrove Room

Members in Attendance: Owen Ronchelli, Chair; David Brandt; Carolyn Brock; Debbie Cronk; Bill Danneman; Peter Finley Fry; Arlene Kimura; Susan Pearce; Cora Potter; Zoe Carol Presson; Vern Rifer; Richard Ross; Dan Zalkow

Others: Michael Andersen, Pete Collins, Dan Packard, Lee Perlman

Staff Attendance: Julie Gustafson, Rick Gustafson, Shoshanah Oppenheim, Art Pearce

1. Meeting to Order:

Owen Ronchelli, Chair, called the meeting to order. The minutes from the July 6, 2011 meeting were approved.

2. Public Comments:

No comment was made.

3. Streetcar Fare Study Update:

Art Pearce and Shoshanah Oppenheim of PBOT presented to the committee. This is an early version of the presentation that will be presented to the various neighborhood and business associations around the Central City. The Loop project brings the Streetcar into the Central City concept and the perceptions of the Streetcar need to be adjusted to accommodate that. Currently, the fare instruments available include onboard ticket vendors and validators, as well as an annual pass that costs \$100 and is good on both the Streetcar and the Aerial Tram. The current alignment passes through both fare zones and the Free Rail Zone. The Loop is entirely in the current fare zone. The Fare Study is evaluating various potential fare price points including \$1 or \$1.50 fare for single rides on the system or a \$2.10 fare (or equivalent TriMet fare) that is valid all day on Streetcar and also valid within the two hour transfer window on TriMet. The last option is what is in place today outside of the Free Rail Zone. Susan Pearce asked about the Honored Citizen Fare. Art Pearce responded that those fares would also be available and honored on the Streetcar. Bill Danneman asked if Streetcar will move to fare inspectors rather than fare surveyors if and when the fare system changes. Art Pearce responded that further discussions need to be held before a decision can be made. Richard Ross asked if a bus rider could transfer to the Streetcar with their transfer pass. Art Pearce responded that the rider in question would be able to ride the Streetcar all day using that transfer. Vern Rifer asked if either maximizing the revenue or maximizing the ridership were the leading criteria for determining the recommended fare. Art Pearce responded that it was the blending of the two criteria. Rick Gustafson added that a third criterion was maintaining the compatibility with the TriMet system. Owen Ronchelli commented that he would like to see what the potential increase in revenue can do to help increase the service. He added that we should always make sure that revenue is tied to service. Art Pearce responded that there is a current funding gap to operate the Loop and the existing line as proposed and that the increased revenue would cover that gap. Richard Ross asked what percentage of the existing ridership would the recommended fare appeal to. Art Pearce responded that there is some information currently available and that there is a plan for further study to better understand our current riders. David Brandt commented that it sounds like TriMet does not want to make changes to their fare system. Art Pearce responded that TriMet is not ready in 2012 to make changes, but there is a lot more conversation about the potential changes to the entire fare structure in 2015 when the Milwaukie Light Rail and the Close the Loop project are scheduled to open. Rick Gustafson added that there is the potential for TriMet to invest in a new fare collection system. There will probably be a lot of

changes between now and 2015. Rick Gustafson added that another piece of this discussion is what to do with the Streetcar Only Pass as the fare system changes. David Brandt pointed out that part of the strategy as we move forward should be to help educate people on the uniqueness of the fare system on Streetcar. Dan Zalkow added that Streetcar needs to be open to new program options such as employer pass purchasing options or discounts for current pass holders for the first year and that the marketing and transitions will be key to maintaining as much ridership as possible. Art Pearce and Shoshanah Oppenheim are now beginning the outreach process and will be speaking to various constituent groups on both sides of the river over the next month. The PSI Board will be making a recommendation in November with the hope of having an agreement between TriMet and the City by the end of the year. Arlene Kimura asked about the evolution of fare enforcement in relation to the fare changes. Rick Gustafson responded that there is a plan being formulated that will increase the communication and interaction with the riders beginning next summer that will lead into the new system. Dan Packard asked if the Free Rail Zone will go away come September 21, 2012. Art Pearce responded that one consistent element of the study is that Streetcar will become a fare system. David Brandt asked if there is information in the modeling about what the ridership numbers are projected to be south of the Convention Center. Art Pearce responded that there are currently a lot of unknowns particularly in the years between 2012 and 2015. Rick Gustafson responded that about 50% of our current riders are not impacted by the fare changes as they currently hold either a TriMet pass or ticket.

4. Loop Marketing Strategy:

Owen Ronchelli started by asking the CAC for ideas on how to market and promote the Streetcar especially with the new line. One idea was to have a certain number of tickets included with an OMSI membership. Another idea was to offer passes to all the LID members. The point of this is to get people used to the new path that has been created. Vern Rifer asked if Streetcar will be hiring a professional marketing firm or will it be done in-house. Rick Gustafson responded that to date it has been done in-house with the assistance of Nelson Nygard. Owen Ronchelli added that some of the magic is getting someone on the Streetcar for the first time and giving them the opportunity to see the streets and city in a way they hadn't seen before and that events like the upcoming Streetcar Mobile Music Fest are some possibilities to bring people to the line for the first time.

5. Project Updates:

a. Lake Oswego Update:

Vern Rifer presented that the technical evaluation is underway with the plan of bringing the responses to both the Lake Oswego and Portland City Councils in early 2012.

b. Loop Construction Update:

Construction is on schedule and on budget. The last section of track is currently under construction on the OMSI viaduct. Overhead wires are being installed on the east side on MLK and Grand heading south. Overhead wire work will begin September 19 on the Broadway Bridge for 5 weeks. Crews are now working on the construction of the remaining platforms and the installation of the leaning rails.

6. Other Business:

Art Pearce presented to the committee about the Portland Streetcar Mobile Music Fest that will occur Monday, September 19, 2011 from 7 pm to 9 pm between PSU and NW 23rd. All of the cars in

service (other than the 2 heading to the maintenance facility) will have musicians or a band on board playing music.

David Brandt requested that the CAC discuss the line designation topic in the fall.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, October 5, 2011, 3:30 pm - 5:00 pm at City Hall, Pettygrove Room.

THERE WILL BE NO MEETING OF THE CAC IN AUGUST.

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. The CAC meetings are open to the public.