

Portland Streetcar Citizens Advisory Committee Meeting

Wednesday, October 5, 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; Sorin Garber; Gerik Kransky; Janet McGarrigle; Susan Pearce; Cora Potter; Zoe Carol Presson; Bob Richardson; Vern Rifer; Richard Ross; Dan Zalkow

Others: Leon Charvarria, Pete Collins, Lee Perlman, Ian Trout

Staff Attendance: Julie Gustafson, Shoshanah Oppenheim

1. Meeting to Order:

Owen Ronchelli, chair, called the meeting to Order. The minutes from the September 7, 2011 meeting were approved.

2. Public Comments:

Leon Chavarria presented an idea to the committee of adding loops to the vertical stanchions on the streetcars at an appropriate height for kids. He suggested having them be different colors as kids like colors.

3. Streetcar Fare Study Update

Shoshanah Oppenheim of PBOT presented to the committee. Since the September CAC meeting further study has occurred on the fare structure for Portland Streetcar starting with the opening of the Loop in 2012. City and Streetcar officials have started the public outreach process. Much of the feedback has been to offer a combination of options to Streetcar riders including both the TriMet equivalent fare that is good for the 2 hour transfer window on TriMet as well as being valid All Day on Streetcar and a Streetcar Only fare that may be in the range of \$1-\$1.50 that would be valid for 2-hours on Streetcar. Sorin Garber stated that adding the Streetcar Only fare complicates things for the rider.

Bill Danneman asked about the Annual Streetcar Only Pass. Oppenheim responded that the pass would most likely be changed into a monthly pass that could be offered at a rate of \$25, though the exact price is yet to be determined. There is discussion about having an annual pass available but that rate has not yet been set. Vern Rifer suggested keeping the annual pass rates at the same or similar level as they are now as current pass holders may not see as much benefit as advertised. Oppenheim responded that the service levels along 10th & 11th will increase with the opening of the Loop. Susan Pearce reminded the CAC that equity is a large part of this discussion. Gerik Kransky seconded Rifer's desire to price the fares at a point that will promote ridership but believes that maintaining a seamless fare system with TriMet is crucial as the transit options in the region grow. Richard Ross asked who the 2-hour Streetcar only fare would benefit. Oppenheim responded that it is for the person who is running to lunch or just needs to take the Streetcar for one direction. David Brandt stated that he likes the idea of having both fare options as it promotes the Streetcar as a circulator while still allowing people the option to ride the entire transit system on one ticket. As for the pass he suggested gathering more information on how many times riders use the system monthly before pricing the Annual or Monthly pass.

Zoe Presson asked if the Honored Citizen Fare and Youth Fare will be maintained and honored on the system. Oppenheim responded that all fares will be honored and that discussions are still ongoing as to how exactly that will appear on the ticket machines in the vehicles. Garber asked for further information into the business model that is driving this study. Oppenheim responded that

there is a pie with several pieces that make up the full operations funding and that this study and discussion are about balancing and maximizing all of the needs of the system. She added that the fare study is not a gap-filler for operations funding. Bob Richardson stated that he is in support of maintaining a seamless system with the larger regional transit system but also sees the benefit in promoting the ease of hop on/hop off riders with the \$1 fare.

Janet McGarrigle asked about the \$2.10 fare as the dime is a bit awkward. Oppenheim responded that the \$2.10 fare is TriMet's current fare. Danneman asked what will be done about enforcement. Oppenheim responded that some of the issues of "I'm just riding one stop outside of the Free Rail Zone, I'll risk it" will disappear as there will no longer be a Free Rail Zone. The remaining issues are under discussion at this time and no decision has been made about moving from a fare surveyor system to a fare inspector system.

Kransky added that he is concerned about the political debate that may be raised with the elimination of the Free Rail Zone and that he is concerned that the addition of a bike share program in downtown will be given to the press as an alternative for the free transportation. Carolyn Brock added that Fareless Square went away for the buses and we all survived and that we will all survive the next phase if Streetcar is no longer a part of the Fareless system. Dan Zalkow stated that this concerns him as most of the PSU students he interacts with do not know or see the difference between Streetcar and MAX so offering the two separate fares that end up with three options (\$2.10 which is good for 2-hours on TriMet and all day on Streetcar as well as a Streetcar Only fare) may be overly confusing.

Owen Ronchelli asked Oppenheim to sum up the next steps. The PSI Board will be evaluating the staff recommendations at their November Board meeting and will then be making a recommendation to the City. Ronchelli stated that he would like the CAC to be able to pass their recommendation along to the Board before their November 2 meeting. He will be sending an email with a summary of today's discussion and request input from the committee members. Vern Rifer moved that the Chair be authorized to communicate the opinions of the CAC to the PSI Board after further discussions. Sorin Garber seconded. The motion passed.

4. Loop Marketing Strategy

Owen Ronchelli tabled the Marketing discussion until the November meeting due to time constraints.

5. Alternative Line Designation Discussion

Bob Richardson presented to the committee on his Streetcar Route Designation document. Susan Pearce stated that she likes the idea of combining either letters or numbers with shapes à la NYC's transit system. David Brandt suggested using some of the old designations that exist from the original streetcar routes such as BW for Broadway. Cora Potter reminded people to be careful with naming a route based on one single street, as someone from Lents/Foster may be upset if their line is named Hawthorne. Richard Ross added that if we are thinking of a system that will eventually branch out that numbers are unlimited in their uses and that adding the S for Streetcar before the number to designate it as a Streetcar line. Richardson added that we need to look at not only the route, but also the endpoints and type of transit when discussing the line. Carolyn Brock stated that she likes the idea of using something that is not language specific like numbers would be more beneficial as we move into a future with more people in the area who do not speak English. She

added that also including the end point is important. Susan Pearce commented that she would opt for numbers that start at a different number (500 for example) that will differentiate the Streetcar from the bus and MAX systems.

6. 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

Julie Gustafson reported that all of the track has been installed for the Loop. Installation of the overhead wire is continuing on MLK and Grand as well as the Broadway Bridge. There will be a weekend closure of the Broadway Bridge roadway on October 22 & 23, 2011 from 7:00AM to 7:00PM both days. Crews are installing the bioswales at the Morrison and Hawthorne Bridgeheads. This work includes the construction of sidewalks on both MLK and Grand to allow for better pedestrian connections.

7. Other Business

No other business was discussed.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, November 2, 2011, 3:30pm-5:00pm at City Hall, Pettygrove Room.

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.