1. Meeting to Order:
   Owen Ronchelli, chair, called the meeting to Order. The minutes from the March 7, 2012 meeting were approved.

2. Public Comment
   Ian Trout asked for an update on the status of delivery for the new vehicles. Rick Gustafson reported that we have good news. The prototype is in our possession and is in final testing. It was run Tuesday night in the South Waterfront after midnight and is undergoing active dynamic testing. There is a list of 200 items that need to be tested that the vehicle has to pass before it can be certified for operations. Tests are scheduled to continue through the end of June which will include the high speed tests on the TriMet tracks. There are now five cars being assembled at United Streetcar. Car #21 will begin static testing in the next couple of weeks. There is a very high level of confidence in the subcontractors and the people involved. The same gentleman from Elin that got our vehicles up and running in 2001 is on site for the summer and is highly confident that we will have two vehicles by the opening.

3. Safety & Conduct Ordinance
   Shoshanah Oppenheim reported that the Safety & Conduct Ordinance passed at council a week ago and will go into effect in 30 days. It allows us to enforce our rules, which our very similar to those on TriMet and will provide a consistent experience for our riders. It also allows us to enforce our new fare policies. We will have new fare enforcement officers as part of the system, the new officers were on the agenda today. Owen Ronchelli asked how the rules will be posted and how the public will be notified. Oppenheim stated that the rules and Ordinance will be posted on the Streetcar website. Kay Dannen stated that a community relations team is actively working on how to notify the public of the ordinance and the fare structure. Rick Gustafson stated that 12 years ago the CAC insisted upon a tight control over how many posted notices are inside the vehicles and that not everything will get posted in the vehicles as there is a second review on the signage. Sue Pearce asked if there are any surprises in the ordinance. Oppenheim stated that the regulations are all typical rules of conduct in small spaces, for example you shouldn't light a match. Oppenheim added that the fare enforcement personnel will be part of the customer service of the streetcar and will focus more on information and protection as part of their job. Zoe Presson added that the enforcers need to be nice or civil in their interactions with the public.

4. Service Level
   Rick Gustafson presented to the CAC on the proposed service levels for the next fiscal year. The budget is quite fluid as both PBOT and TriMet have cut their financial support to the budget. We're trying to open a new line that we committed to five years ago in the midst of everyone else cutting back and reducing their workforce. This is causing confusion in the public as people don't understand why we are expanding service while bus service is cut and pot holes aren't filled. They do not understand that the service for the Loop was committed to in 2007, prior to the economic crisis. We have a commitment to open the line,
but we also want to make sure that the service is regarded well once it is open. We currently run 18 hours a day, 7 days a week with 24 operators. We have always proposed that we add 17 operators to support the combination of the existing service and the Loop, giving us a total of 41 operators. The City’s budget that they have adopted currently allows for 36 operators. We have created one time financial sources for the first year of service. The PSI Board is working to sell Business Energy Tax Credits to help pay for the desired operating level. Currently $1.4 Million have sold, and we need to sell an additional $500,000 in credits. Peter Finley Fry asked if the money only funds one year. Gustafson responded that it is a one-time payment for the tax payer, but the credits can be used by the purchaser for five years. He added that there are enough credits available in the City to help supplement two years of operations. The money we have already raised gets us to 38 operators; we want to raise enough to get us to 41. Gustafson stated that he is highly confident that we will get there. Getting 41 operators would allow us to operate at 14 minute frequency instead of a 12 minute frequency on the existing line. On the CL line we will operate at 18 minute frequency. With 38 operators we could run the same service Monday-Friday but would end up running an acceptable level of service on the weekends. We are determined to have the funding for 41 operators. This level of service would be considered a minimum operating level and would allow us to never drop below 20 minute frequency seven days a week on both lines, even at night. 41 is the maximum number of operators that we can support until the financial situation improves. Ronchelli added that this more a situation of operators than vehicles.

The service with 41 operators had two choices, one with greater frequency Monday-Friday, but terrible frequency on the weekends. The second choice, which is our preference, is to have slightly lower frequency Monday-Friday and similar frequency on the weekends. Richard Ross asked what the difference in ridership is from the weekdays to weekends and if the same pattern is expected on the Loop. Gustafson responded that weekday ridership on the existing line is 11-12K, Saturday 10-11K and Sunday is about 8K. The east side will likely not need the same level of service on the weekends as the west side in the beginning as there is less residential and mixed use currently along the line. David Brandt asked what Gustafson would like the CAC to consider and weigh in on. Gustafson stated that he wants the CAC to consider the differences in service levels and what they think about the different options. One option is to start off more conservatively with only 38 operators and increase to 41 operators once we have a better idea of how much will be collected in fare box revenue. This was an attractive prospect until the schedule with 38 operators was put in place with 39 minute frequency on the CL line on the weekends.

Peter Finley Fry asked what the long term outlook is as it would be bad to have to reduce service in the future. Gustafson responded that given the circumstances right now with TriMet continuing to make budget cuts it is difficult to project long term fiscal health. Gustafson added that we are increasing other revenue sources by collecting fares and increasing the pressure on the sponsorship program. Fry followed up by asking if the job growth seen recently in Oregon will help the financial situation. Gustafson responded that the biggest problem for TriMet’s budget and financial contribution is not the payroll tax, but rather the arbitration with the Union as there is a big unfunded liability of the lifetime health care and the inability of the arbitrator to help them address that.

Sue Pearce asked if the service frequency numbers that were stated for the west side are the result of the composite of the two lines. Gustafson responded that along 10th and 11th the trains will be overlapped with frequency between 5-10 minutes as the trains will not be uniformly spaced. Uniformity was sacrificed to run the best service possible on both lines.
Gustafson asked what the CAC thinks about the frequencies being similar on the weekends to the weekdays as well as the option of starting with 38 operators and phasing in the addition 3 or starting right off with the 41 operators. Ronchelli stated that he was hesitant to start service with bad weekend service as it may detract potential riders. The goal is to try and maintain the 20 minute frequency on both lines.

5. Fare Structure and Changes
Shoshanah Oppenheim reported that TriMet's Board is voting on the 13th on the changes to their fare structure including the change to a flat fare of $2.50 for two hours and the elimination of the free rail zone. The fare analysis for Streetcar was revised to include this new change to TriMet and will submit the revision to the FTA after the TriMet Board meets. Our intention is to have a circulator fare of $1 for two hours and to accept all TriMet fare media including the potential conventioneer pass. Ronchelli asked what the impact may be with the change in TriMet's fare to the revenue we may generate. Oppenheim stated that we didn't evaluate to that level of analysis because so many riders purchase their fare through TriMet it is difficult to capture how many will purchase their fares through Streetcar.

Rick Gustafson reported that there is a big set of actions for Streetcar June 20 at City Council. The agreement with PSI and the City for operations assistance is up for renewal that day. There is also a resolution on the budget recognizing that Portland Streetcar is raising money to supplement the budget as well as raising funds in other ways to help increase revenues that will incorporate more money into the budget. This is all done in the spirit of saying that the Council understands the fundraising and instructs the Director of PBOT to incorporate the increased funds into the Streetcar Budget.

Zoe Presson stated that the Committee on Accessible Transportation heard that TriMet will create an all-day fare for Honored Citizens. Oppenheim stated that she had not heard of the Honored Citizen day pass. Kay Dannen stated that there is talk of a special $20 Honored Citizen pass for certain zip codes, but nothing has been adopted as of yet. Oppenheim added that the Downtown Honored Citizen Bus Pass will be continued as well. Bill Danneman asked where the cost of the annual pass landed. Dannen responded that September 1, 2012 the annual pass will cost $150. September 2013 it will increase to $175 and will continue to increase reaching $250 in 2015 with the closing of the Loop. Peter Finley Fry asked if the $1 fare will increase with time. Gustafson responded that it will increase over time but a schedule of increases has not been set. Lee Perlman asked if there is a study of the speed of travel at comparable points between streetcar and light rail. Ronchelli stated that there aren't direct studies, but that the most direct route from the middle of downtown to the middle of the Lloyd District would be MAX, but that will be the more expensive ride. Gustafson added that we could pull the run times from downtown to the Convention Center to get comparable travel times. We have run timing tests on the Loop and it takes between 24-27 minutes to run from OMSI to the Pearl and from 27-30 minutes to run from the Pearl to OMSI due to the added turns and the increased distance by travelling out to 7th.

6. Branding/Marketing Update
Kay Dannen reported that we have been working with Liquid Agency, who was recommended by TriMet. We are in the process of an effort to brand streetcar moving forward. We will bring the collateral material to the July meeting. This is a very exciting process. The goal is to have this completed by July 1. This is a way to start informing people about the opening and the new alignment as well as build excitement for the entire system.
7. Information on the upcoming website refresh
   Julie Gustafson reported that she is in the process of working with Bob Richardson to
   refresh the Streetcar website. The main structure of the site will stay the same. The big
   changes will be: changing the coloring of the site so that it cycles through pre-selected
   streetcar color combinations on a regular basis; eliminating the Construction tab and pages
   as there are currently no construction projects; adding informational pages on the Central
   Loop Opening Celebration, the new Safety & Conduct Ordinance, and upcoming service
   interruptions. Gustafson asked the CAC to reflect on both the car color combinations and
   the website and provide any thoughts on the update to her.

   Kay Dannen added that Streetcar is moving into the 21st Century by branching out into
   social media. Streetcar now posts more regularly on both Twitter and Facebook and is
   working on creating buzz. This has been a great way to receive feedback from the
   community at large. Owen Ronchelli asked if there has been any thought to putting out
   information on service happenings via social media. Gustafson responded that we are
   beginning to post service alerts and messages via social media, the system isn’t perfect, but
   we are working on increasing the information shared by streetcar. Dannen added that we
   will be adding QR codes to all of our frame maps so that people can access the schedule
   pages. Dannen stated that copies of the QR code will be provided at the next meeting.

8. Central Loop Opening Update
   Julie Gustafson reported that we are in full scale planning for the Central Loop Opening
   Celebration. A fabulous Steering Committee has been actively working on the various
   events. The Boarding Pass game solicitation letter has been sent and a graphic designer
   has been found to formulate this game which is about getting people to get off the streetcars
   to visit businesses along the line. As part of the Boarding Pass game we are collecting
   raffle prizes both for larger, grand prize drawings as well as “instant win” drawings with
   smaller valued coupons and discounts at businesses along the line.

   The press event will be at 10:00AM Saturday, September 22 at the OMSI Plaza. There will
   be VIP speeches including elected officials. This is the first, and still only, streetcar project
   funded through the traditional federal funding methods so we are receiving national attention
   for this opening.

   A third part of the opening events is a Community Showcase at the Oregon Convention
   Center Plaza. There will be 30 booths of local businesses, a face painter, the Rose Quarter
   has donated use of their stage for the day and we will have performances by 2-3 musical
   groups, and potentially the Portland Opera and the Oregon Ballet Theater.

   There will also be other musicians at various stop platforms along the alignment as well as
   potential events in both the Pearl District and South Waterfront District.

9. Other Business
   The CAC was given the latest version of the Ride and Dine Guide. This is the first piece of
   collateral with the Loop included. Streetcar will be publishing the Stop and Shop guide in
   August which will focus on retail rather than food and beverage. Both guides will be
   published every six months. Lee Perlman asked if the NE Broadway Business Association
   was contacted. Julie Gustafson responded that the chairs/presidents of the various
   business associations along the line are all on the mailing list for the guides. If anyone
knows of any businesses that were missed, please let us know so we can get them added for future publications.

Zoe Presson asked about a pile of cement in the middle of street at 9th and Naito Parkway. Julie Gustafson responded that the pile of cement is not related to streetcar work.

Sue Pearce asked for an update on the pole in the Broadway Bridge north sidewalk. Owen Ronchelli responded that the pole has been moved and has been well received in its new location.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, July 11, 2012, 3:30pm-5:00pm at City Hall, Pettygrove Room. Please call Julie Gustafson at 503/242-0084 or email at julie@sojpdx.com if you have any questions regarding this committee. The CAC meetings are open to the public.