

**Portland Streetcar Citizens Advisory Committee Meeting**

**Wednesday, July 11, 2012, 3:30-5:00 p.m., City Hall, Pettygrove Room**

**Members in Attendance: Owen Ronchelli, chair; David Brandt; Michael Dennis; Peter Kilbourne; Janet McGarrigle; Sue Pearce; Zoe Presson; Vern Rifer; Richard Ross; Ian Stude**

**Others: Lee Perlman; Brad Schmidt**

**Staff Attendance: Kay Dannen, Julie Gustafson, Rick Gustafson, Art Pearce**

**1. Meeting to Order:**

Owen Ronchelli, chair, called the meeting to Order. The minutes from the June 6, 2012 meeting were approved.

**2. Public Comments:**

No comment was made.

**3. Safety & Conduct Ordinance**

Art Pearce presented the Safety & Conduct Ordinance to the committee that was recently adopted by the City Council. The ordinance includes the ability to enforce fares and will be accompanied by the hiring of two additional staff members. Kay Dannen added that the approach will be more educational through the end of the year rather than focusing on the enforcement issue at the beginning. Ronchelli added that the visual presence, even if it is more educational will help reinforce the rules and the fare to our ridership. Dannen added that we will also have a part time community relations person that will be out on the trains helping with the educational efforts. Streetcar will be piggy backing on TriMet's communications to ensure that we are all on the same page. Art Pearce added that all of this moves us towards the elimination of the Free Rail Zone beginning September 1, 2012.

City Council approved the Parkeon machines, similar to the parking meters, for our on-station ticket vending machines. They will be solar activated and accept credit card payment. We will offer the streetcar only fare as well as TriMet fares at our ticket machines. Ronchelli asked about the machines being credit card only and what the color of the machines will be and if they are different from the parking meters. Art Pearce responded that the credit card only aspect of the machines will be a big savings in terms of operations, and there will still be the cash machines onboard the streetcars. The machines come in a dark gray and we are in the process of designing vinyl wraps and labels that will incorporate some of the branding materials to ensure they are distinct from the parking meters. Dannen added that 50% of our riders have a valid fare prior to boarding.

David Brandt stated that most of the ordinance looks good and is mainly common sense but asked about the one portion of the ordinance that seems to ban bikes from the streetcar. Art Pearce responded that the sentence is referring to the rules of conduct as stated by the Director of PBOT and does not restrict bikes but does put state that there is a specific code of conduct around bicycles. Richard Ross added that Industry standard bicycles are permitted.

Ross asked if this is the first time streetcar has had an ordinance governing the conduct on streetcar before and has the streetcar had as many problem riders as the TriMet system. Art Pearce responded that this is the first ordinance the city has had for streetcar and that he does not know the comparison to TriMet. Ross added that from his personal observations it is a generally laid back, friendly group that rides the streetcar. Sue Pearce asked if there is any overlap between the

streetcar enforcement and TriMet's. Art Pearce responded that there is no overlap as they will be city employees. Lee Perlman asked if the onboard cash machines would be mechanical or human being. Art Pearce responded that they are the same ticket machines as we have on the streetcar today. Sue Pearce asked if we have the same regulation as TriMet that you can't be on the platform if you don't have a fare as this won't be possible to enforce as some people will still purchase their fares on the cars. Art Pearce responded that we don't have that rule.

Vern Rifer asked if the ban of shopping carts and over sized packages are to discourage street people from hiding out from the rain with all of their packages. Art Pearce responded he does not know the exact intention of that ban. Rifer says it references oversized packages. Art Pearce stated that this is part of the discretion of the new enforcement employees will be using as to what violates these rules. Dannen added that the biggest tool we will have is the ability to ask if people have a valid fare. Art Pearce added that the fare is the beginning of the conversation, but if they are violating other regulations as well, we will be able to enforce that as well. He added that Shoshanah Oppenheim spent a lot of time with the City Attorney to ensure that all regulations were upheld and to make sure that any Title VI implications were taken into consideration and that we found the right balance between the regulation and the enforcement. Ronchelli stated that he is interested to see how implementing a fare system will impact these issues.

Peter Kilbourne added that on the first page of the ordinance has some definitions including the definition of what a bicycles is for this purpose. Richard Ross said that he doesn't believe a companion animal would qualify to be on the vehicle as the code says only a service animal is allowed. Kilbourne responded that he deals with this issue a lot in the hotel industry as there are all kind of ADA regulations. Zoe Presson described the difference between a service animal and a companion animal. A service animal is a trained animal that provides a service to a blind, deaf or wheel chair bound person. Companion animals are supposed to be in enclosed containers not just on leashes. Ross asked for clarification that a service animal is more specific. Art Pearce responded that the ordinance has been approved and is now in application. He suggested that the committee revisit the ordinance in a year to see what impact it has had. Dannen added that operations will need to stay nimble as we prepare for the opening. We are trying to get everything in place for the opening and that some changes will be made as we work everything out. We will make it happen and we will need the committee's help and feedback to keep improving. Ronchelli added that the CAC is a great forum for both the positive and negative feedback on the system. Michael Dennis asked whether or not this notice will be posted in the cars as we want to avoid covering the car with notices. Julie Gustafson responded that there is a federal requirement to post the notice in the vehicles. TriMet posts it at one end of each vehicle and we plan to follow suit. Dennis asked why it hadn't been posted in the past 11 years. Art Pearce responded that we have not had federal funding prior to this project and with federal funding comes a whole new set of regulations.

#### **4. Master Agreement with TriMet and the City of Portland**

Art Pearce reported that the Master Agreement between TriMet and the City of Portland will go to council in the coming month. The agreement will firm up the relationship and create better formality between the City and TriMet as well as the relationship with Portland Streetcar, Inc. as we move forward. It creates a permanent executive group made up of the General Manager of TriMet, the Mayor of Portland and the Chair of the Portland Streetcar Board and formalizes the streetcar planning group which is staff of the two organizations and the Director of Portland Streetcar. Over time, TriMet will increase its responsibility for operations funding with a cap of 85% of any given

line. This would free up City funds for the capital side of streetcar, which is the expansion, and construction of future lines. Ronchelli added that this is relatively simple and straightforward in its structure, but really does formalize the relationships surrounding streetcar. Art Pearce added that this is a road map to get to a different type of relationship over time. Dannen added that the 85% is financial support of operations, not control over operations. Rifer asked to clarify PSI's role as they are not signatory parties on the agreement. Art Pearce responded that the agreement is between the City and TriMet that affirms the role of PSI as the operating entity. It is subtle but seminal as to how the system will move forward. Dennis asked what the PSI Board thought about the agreement. Ronchelli responded that it was extremely well received as the agreement has been in process for over a year. This helps delineate relationships moving forward as directors and general managers change and will only be positive moving forward.

## **5. Final Branding Materials**

Julie Gustafson showed the committee the final branding material via PowerPoint. The marketing includes a system of lines that represent "Uniting the City". The two main color combinations are the magenta and golden yellow, which is Car #21, and purple and apple green, which is Car #26 and incorporates our two newest colors. The marketing/branding will be used on the Parkeon vinyl wraps, t-shirts, tickets, the website, billboards, posters, brochures, etc.

## **6. Mobile Apps**

Julie Gustafson presented on the different apps that are available on mobile devices for arrival times on Streetcar. Most of the apps do not include Portland Streetcar or include the scheduled arrivals rather than the real time arrivals. Some of the apps cost money, but some of the best apps are free to all users. For Apple devices the best app that pulls data from both the Transit Tracker and Netflix is PDX Bus. It has a flashing light; you can bookmark your favorite stops and can help you with trip planning as well. Dabnab is a text-based service that you can use with any cell phone, not just smart phones. A third app is Smart Ride, which only has Portland Streetcar arrivals and doesn't pull TriMet data. These are the three easiest to use that were free and had real time arrivals for Streetcar. Sue Pearce asked what the non-tech savvy people could do. Julie Gustafson responded that you can call (503) 238-RIDE and give them the stop ID number. Both TriMet and Portland Afoot have sites that list the various apps available.

Another thing moving forward and included in the hand out to the CAC is downloading a QR reader application that allows you to scan a code which directs you to a specific web site. Vern Rifer asked if any of the available QR reader apps work. Julie Gustafson responded that any of them work using the camera on your phone. Ronchelli asked if there has been any thought into asking a developer to create a PDX Bus style app for the Android platform. Julie Gustafson responded that TriMet has given open sourcing to third parties to build these apps. Dannen added that you will start to see QR codes on all of the frame maps and stop locations as well as the Transit Tracker information rather than including a schedule on each frame map as the map itself is a bit bigger. The printed schedule will still be available in the vehicles. Sue Pearce asked how we will accommodate tourists. Julie Gustafson responded that there will be a line on the map referring people to the NextBus Arrival boards and that we offer the brochures for distribution to several locations around town. Ian Stude asked if the frame map will still state the frequency one can expect the trains to arrive. Dannen responded that the exact information on the map is still being determined.

## **7. Central Loop Opening Update**

Kay Dannen reported that we will have free rides all weekend on streetcar. The press event will begin at 10am at the OMSI plaza followed by booths and entertainment both there and at the Oregon Convention Center Plaza. Julie Gustafson asked the CAC for volunteers to help staff the streetcar booths at both locations during the opening, as it would be helpful to have people who knew more about streetcar to help answer questions. Zoe Presson asked how to get to OMSI before 10:00 for the event, as there is currently no transit to the area. Julie Gustafson responded that there is the tourist bus "Big Pink" that goes to OMSI. Presson responded that it might be good to speak with TriMet about providing a way to get down to the area for those who can't walk there. David Brandt added that it might be good to speak with the PCC Climb center about possibly helping out with shuttles.

## **8. Other Business**

The CAC will not be meeting in August.

Rick Gustafson gave an update of the United Streetcar vehicles. There are a lot of people who have committed a lot of time to re-establishing the US as a manufacturing country. Confusion has been created by the way the issue has been reported. We will be operating 11 vehicles on September 22 and we already have 11 vehicles. We will open with the same level of service whether we have the new vehicles or not. Streetcar holds to the same standard as companies like Boeing that when you're carrying the public, you don't skimp on safety. You make sure you do it right. No streetcar will be entered into operation until it is done correctly and certified for revenue service. The current schedule from United Streetcar has the first car delivered to us on October 5, 2012. Streetcar is gearing up to operate the 11 vehicles we have without spares until we have more vehicles. This will not be the first time we have done this. Rick Gustafson added that United Streetcar is doing a great job and is moving through the process. Rick Gustafson wants to strengthen the communication on this issue and suggested that the CAC be added to a list for email updates on the vehicles so that the streetcar supporters have updated information on the process. The theme that is being lost in the determination to talk about what is bad is that we need to be committed to establishing quality US manufacturers. United Streetcar has 120 people working on the streetcars and 22 suppliers in the NW alone with 156 in the US. United Streetcar is determined to try and get a vehicle ready in time for the opening, but there are over 250 safety tests that are performed on each car and you have to receive a score of 100% to be certified for revenue service.

The prototype vehicle has been in testing for 2 weeks. Last Thursday we discovered a problem with the brake resistors and this week Rockwell is reprogramming and reworking a solution. The prototype is essential to our opening as it is the 11<sup>th</sup> vehicle. We are highly confident that the prototype will be certified in time for the opening. We are working closely with United Streetcar through the process, but they will need more time than originally estimated. Rick Gustafson asked the committee for any ideas to help communicate this issue. Michael Dennis thanked Rick Gustafson for the update and asked if United Streetcar is getting other orders to continue moving forward. Rick Gustafson responded that Tucson has ordered 7 cars and Washington DC ordered 2 cars.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, September 5, 2012, 3:30pm-5:00pm at City Hall, Pettygrove Room.

**THERE WILL BE NO MEETING OF THE CAC IN AUGUST.**

Please call Julie Gustafson at 503/242-0084 or email at [Julie@sojpdx.com](mailto:Julie@sojpdx.com) if you have any questions regarding this committee or have items for the agenda. The CAC meetings are open to the public.