

Portland Streetcar Citizens Advisory Committee Meeting
Wednesday, September 5, 2012, 3:30-5:00 p.m., City Hall, Pettygrove Room
Members in Attendance: Owen Ronchelli, chair; David Brandt, Carolyn Brock, Bill Danneman, Arlene Kimura, Janet McGarrigle, Sue Pearce, Cora Potter, Zoe Presson, Vern Rifer, Ian Stude
Staff Attendance: Kay Dannen, Julie Gustafson
Guests: Pete Collins, Lee Perlman

1. Meeting to Order:

Owen Ronchelli, chair, called the meeting to Order. The minutes from the July 11, 2012 meeting were approved.

2. Public Comment

No public comment was made.

3. Operating Efficiencies

David Brandt presented to the CAC that he would like the committee to discuss how they can help Portland Streetcar over the short and long term if there are things we can do to help working towards improving operating efficiencies by creating faster service by working towards creating more signal priority/synchronization for streetcar. The faster we can move each car equates to less time to complete a route which could potentially allow for more frequency. There are practical and political realities to making those changes, but we can take a long view and continue to try and push those issues to lead to a win-win situation for riders for better frequency at the same operating cost. He suggested that maybe the CAC could develop a strategy to squeeze out some more minutes out of each run.

Dannen asked if anyone read the NW Examiner story in the September issue about the new signal at NW 11th & Couch as that is a horrible intersection and a signal there will really help streetcar operations. The stop signs on Northrup are another place where we could save time. Ronchelli added that for every six minutes of time savings you can reduce headways between trains. Rifer asked for the list of where we can trim time and increase efficiencies. Dannen responded that the list is in process and that streetcar staff are working through the list and that each issue requires a different approach. We are in a situation where we have a political change very soon and when we get there we can get to work on these issues.

Brandt asked if the benefits to the service that streetcar provides is great enough that it is worth the cost to make the changes happen. He would like to know that it is indeed worth the effort and cost. Assuming it is, he would like us to identify particular points where this group and others associated with streetcar can organize and make the political asks to help make things more efficient in both the process and the operations. Sorin Garber stated that we need to be focused on the passenger experience and not make changes to efficiency that negatively impact the riders. Ronchelli added that streetcar's on time arrivals are over 95% and yet we are still known as a passenger friendly system. Dannen added that we have a dwell time at the end of the line that allows us to make the adjustments if a streetcar is ahead or behind schedule. Ian Stude added that after doing some recent survey of the boardings and deboardings related to Portland State that he has seen some hold time at OHSU related to the tram as drivers often wait for an arriving tram car to allow those passengers to board before the streetcar departs and that there may be more efficiency to be gained at those major transfer points than by removing a stop sign somewhere.

Brandt asked if the CAC could be given some feedback from the technical folks on where they can help to try and bring about the desired changes so that this will be a fruitful effort. Ronchelli stated that he would like to see what the CAC can do with that information and that the CAC as a whole has some political power as well as representing other entities and that having this not come from the technical side but rather from the public side can help the process. Garber stated that some of the people we would need to work with are very technically oriented and that it would require data and information beyond what we currently have. Brandt responded that it will be a slightly different strategy to resolve each issue

4. United Streetcar Vehicle Update

Owen Ronchelli reported that the prototype is entering its dynamic testing phase as it has finished all of the static testing. The testing data will be recorded and sent over to LTK to sign off on the vehicle. We should be ready for LTK to start the testing on Friday and will start the burn in of the prototype immediately following. Rifer asked if it will be ready for service or for show. Ronchelli responded that it will be ready for revenue service.

Dannen reported that the first production vehicle is on the test track and should be delivered to us in November. Once the first car is completed the other cars should follow quickly.

5. Central Loop Opening Update

The schedule of events for the Grand Opening Celebration was distributed to the CAC members and is also available on the main page of the Portland Streetcar website www.portlandstreetcar.org. There are several community events on top of the official events including the Grand Opening of the Oregon Rail Heritage Center, the SOLVE cleanup in South Waterfront, the Art Fair in the Pearl and the "Streetcars Build a City" exhibit at the Architectural Heritage Center. The schedule on the website will be updated with any changes.

Confirmed speakers for the Opening press event are Congressman Earl Blumenauer, Congresswoman Bonamici, Mayor Sam Adams, Michael Powell of the Portland Streetcar Board, TriMet General Manager Neal McFarlane, Metro Council President Wim Wiewel, OMSI President Nancy Stueber. There are still outstanding requests to PDC, ODOT and the FTA. Speakers have been asked to keep their remarks to 2 minutes as there is a potential of 12 speakers. Following the speakers there will be music by Boka Marimba and booths including model streetcars at OMSI. At the Oregon Convention Center Plaza there will be music, a comedy show and approximately 25 booths including a second model streetcar, face painting, and local businesses.

The event has been generously sponsored by 23 sponsors and 9 in-kind sponsors, all of whom are thanked on the website. There has been great participation from the community in making this event possible. Julie Gustafson asked the committee for volunteers to staff the Portland Streetcar booths to help answer questions. There will also be either an OMSI or Oregon Convention Center volunteer at the booths as well.

Streetcars will start operating at 7:30am on September 22 to help transport people to OMSI for the opening celebration. There will be a pause in service during the opening speeches. This new "Catch a Ride to OMSI" came from Zoe Presson's request for us to find a way to get people without cars to OMSI. Kay Dannen added that simulated service on the CL Line (Loop) will begin on September 16, 2012. She asked the committee to help get the word out about the event. Ads will be run in every major publication as well as a few online sources. We also have six billboards up around town for the event.

Vern Rifer asked if any of the merchants along the line are participating. Gustafson reported that the opening steering committee has been in communication with the businesses from the beginning as we are trying to highlight them. Kay Dannen distributed the new general brochure and the new Stop & Shop guide to the CAC. Portland Streetcar offered the Stop & Shop guide to the businesses for free as a thank you for enduring the construction of the new line. Typically participation in the guide will cost \$150 for 6 months. All of the businesses that submitted an application by the deadline were included, taking the total to 149 businesses in the guide.

Vern Rifer asked if there is anything in the future budget to allow for an outreach program on the retail and development side. There are some that have been skeptical from the outset and believe that the redevelopment will not occur without serious outreach. Gustafson responded that there are about 15 projects either under construction or planned on the east side within three blocks of the alignment. Rifer added that he is less concerned about the Lloyd District which will develop on its own, but rather the Central Eastside that is a very different situation. This discussion was tabled for a main topic at the October meeting. Owen Ronchelli added that PDC has been working with the businesses along the line in SE to provide improvement grants to help with some redevelopment. Gustafson added that there is a new building in the industrial sanctuary at SE 3rd & Taylor which will include 6 industrial kitchens and two floors of industrial office space, 2 new housing complexes south of I-84, and at least three buildings that are being renovated and repurposed along the alignment.

6. Other Business

Friday, October 5, 2012 is the Second Annual Streetcar Mobile Music Fest hosted by the New Rail~volutionaries, PDX Pop Now!, Women's Transportation Seminar, and Portland Streetcar. It will be similar to the first Mobile Music Fest that was held September 19, 2011 but this year's will be on the Loop from LeftBank to OMSI and back from 6-10pm. There will be a band on every streetcar and a special presentation at the OMSI station during the car layover there. Following the event there will be an after party at Urban Pine. If you want to see the video from the 2011 Streetcar Mobile Music Fest it is located on our website under the Resources tab and then click on Videos.

The new fare machines have started to go in on the west side and will be live on Monday, September 10 at 10am. The eastside machines will be installed the week before the opening. The new ticket machines on the platforms will accept credit cards only. The on-board ticket machines will still accept cash. Rifer commented that he had not seen any press coverage of our fare change unlike the coverage of TriMet and asked if any releases had been sent. Dannen responded that press releases were sent out but that the TriMet change overshadowed ours in the press. The two Streetcar Officers have been hired and will start training on Monday, September 17. We have two Customer Service Representatives that have been on the trains helping educate riders as well.

Through this process all of the tickets and annual passes have been redesigned to incorporate the new branding "system" which can also be seen on the platform ticket vending machines. The new tickets are packaged in books of 10 similar to the TriMet books of tickets. You can purchase annual passes and tickets at the following locations: Lloyd TMA, Portland State University Transportation Office, 4 Safeway locations (NE Broadway, SE Hawthorne, SW 10th, NW Lovejoy), TriMet ticket office and Umpqua Bank in South Waterfront (annual passes only). Arlene Kimura asked if there will be the possibility to by

the un-validated books of tickets at the machines similar to TriMet where the process takes a long time. Dannen replied that you will not be able to purchase un-validated tickets at the platforms or on-board streetcar.

Dannen reported that the new frame maps and the new channel maps will all be changed out beginning this week. The new schedule is not yet available but will be up before we begin simulated service on the 16th. Rifer asked if we were able to get NextBus signs at all of the new stop locations. Dannen responded that we have 100% coverage with the NextBus system on the Loop. The caveat to that is that the triangle stop at N Broadway & Ross/N Weidler & Ross will not have the NextBus sign until after the art piece shelter is installed.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, October 3, 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.