1. Meeting to Order:
   Vern Rifer, vice-chair, called the meeting to Order. The minutes from the September 5, 2012 meeting were approved.

2. Public Comment
   No public comment was made.

3. Report from Central Loop Grand Opening
   Julie Gustafson thanked everyone for their participation at the Grand Opening. There were around 700 people for the speeches in the OMSI Plaza. There were over 50,000 riders on opening weekend resulting in packed trains. There were some service issues on the opening weekend. Car 006 had a propulsion issue that stopped the car for about 20-25 minutes causing delays. Following that there was a power outage that caused another 15-20 minute service interruption.

   Carolyn Brock asked how the ridership has been in the week since the opening. Julie Gustafson reported that TriMet performed multiple ridership counts the first week and discovered that Monday to Friday there were 3,200 riders, Saturday there were 5,000 and Sunday there were 2,500. Bob Richardson asked if that ridership was primarily on the west side. Julie Gustafson responded that those numbers were primarily east side but did include some west side ridership. She added that the NS Line ridership is holding steady at 11,100 Monday to Saturday with 7,000 on Sunday.

   The opening events consisted of speeches by 14 dignitaries at OMSI followed by a ribbon cutting at the platform and a VIP ride on the Made In USA prototype. Following the departure of the VIPs the crowds were entertained by Boka Marimba and visited with 11 vendors. The Oregon Rail Heritage Center also opened on the 22nd and had a great opening weekend.

   The second event location at the Oregon Convention Center featured 27 booths, entertainment by 2 bands and a comedy show provided by Helium Comedy Club in SE. There were around 1000 visitors to that location throughout the day. The third location in the Pearl also had 500-600 visitors throughout the day.

4. United Streetcar Prototype Update
   Rick Gustafson reported that the prototype was not down on opening day and has been running most days since. Monday the prototype had a loose wire that caused a propulsion fault and was out of service for six hours for trouble shooting and repair. Tuesday the prototype had a fuse blow that serves the air conditioning and was out for two hours. On Thursday the prototype was out for 30 minutes to replace the fuse from the day before with the correct voltage. Those were the total incidents for the first week. Today it was out for two hours with a bridge plate problem. The prototype has operated a little over 90% of the
time it was scheduled in the first 10 days. The prototype still has some bugs to be worked out, none of them are directly safety related, but do need to be fixed moving forward.

5. United Streetcar Production Vehicle Update
Vern Rifer asked if lessons are being learned with the prototype that will help with the production vehicles. Rick Gustafson replied that the primary issue with the prototype is the Rockwell learning curve as the manufacturer of the propulsion system. Typically, none of the issues we have dealt with on the prototype are areas of concern with Elin as they have 50 years of experience in the industry. Oregon Iron Works is learning a lot and are also helping us get more acquainted with the documentation and their vehicles. Bob Richardson clarified that the Made In USA vehicle is running with the Rockwell propulsion system and the production vehicles will have the Elin system. Rick Gustafson confirmed that that is the case. The first production vehicle is now on the test track at United Streetcar. Sue Pearce asked if United Streetcar is planning to go back to Rockwell. Rick Gustafson responded that they have not stated their intentions to date. He added that he would be surprised if Rockwell will stay in the systems integration process but that they may well try to develop their drives for transit systems. Typically the primary contractor on a vehicle takes responsibility for the system integration.

Delivery of the first vehicle is expected in mid-November for final testing. It is currently running on the United Streetcar test track. The second streetcar is in dynamic testing. Sue Pearce asked how the use of the Elin system impacts the use of the federal grants. Rick Gustafson responded that Elin, like most of the vehicle manufacturers are Buy America compliant. There is a difference between Buy America and made by an American owned manufacturer. There is still a lot of specialized equipment that is only made in Europe. When that equipment is part of the total vehicle it can be purchased with a federal grant as Buy America requires that 60% is American Value added. That same equipment bought separately is not Buy America compliant such as the fare machines and passenger counters.

6. Operations Update
Julie Gustafson reported that there are 45 hours a week that streetcar will operate all 11 trains on the system. Streetcar is tracking the reliability of our service throughout this time with no spare vehicles. The first week was lower due to the power issues and the second ever derailment of a streetcar.

Since the last update of the NextBus system, the predicted arrival time boards have not been working properly. Streetcar staff is working closely with NextBus to resolve the issue. Vern Rifer asked for the estimated time it will take to fix the issue. Julie Gustafson responded that it will be fixed as soon as possible and that once the problem is fixed the arrival times will show up again on TransitTracker and other apps.

Rick Gustafson reported that on Thursday there was a derailment in the yard which is only the second ever derailment in history. It took all day to get the train back on the rails and half a day to check out the car and make sure it was safe for operations. Vern Rifer asked if anyone came to help out streetcar. Rick Gustafson responded that TriMet came to help out. Saturday there was a two hour bus bridge on the CL Line due to a power outage. Through trouble shooting we have discovered that the power issue was caused by the connection between our system and TriMet’s power system. The power from their system was entering the paragraph then exiting via the rail and returning to the substations on our system. The extra power to our system caused the substation’s computer to think something was amiss
and shut down. A solution has been discovered and will be implemented soon. Bob Richardson asked if this was happening now due to having full loads and more cars operating on the system. Rick Gustafson replied that the problem only revealed itself after entering revenue service because we didn’t run the full five trains during simulated service. The first week we only achieved 26 hours with 11 trains, a majority of that was due to the derailment. This second week we have only lost 2 hours as of Wednesday. If we can hold strong with that until Friday we will achieve 96%.

Zoe Presson reported that there was an issue on the first day of service where the bridge plate did not deploy. One of the mechanics was on the car and manually deployed the bridge plate so she could board. Vern Rifer added that the car he was on had the same issue. Rick Gustafson replied that some of the bridge plate issues on opening day were due to the streetcars being so full. There were a few times bridge plates had to be manually deployed.

Saturday there was a fatality in downtown Portland at the SW 1st & Harrison platform that did not involve Streetcar but did shutdown service for several hours. Rick Gustafson reported that it was a week of unusual events that occurred. The Streetcar organization is stretched thin at this time as not all of the staff that were approved for the expansion have been hired to date.

Rick Gustafson asked for the advice of the CAC on an issue that was encountered the first week. When a vehicle needs to be pulled from service it can leave a large gap in service. On that rare occurrence when a streetcar is down for an extended period of time operations will run a “shortline” service on the CL Line which would turn the streetcar from 11th onto Lovejoy and bypass the downtown portion of the alignment. This allows CL Line service to run at or slightly better than scheduled times but forces a transfer in the Pearl. This decision was made for two reasons. The first is to keep six trains on the NS Line to provide reliable service for the established riders. The second was to maintain similar frequency on the CL Line recognizing for this interrupted period that people who wanted to go further than the Pearl would be forced to transfer. We’ve made the decision to do this rather than increase frequency to 22 minutes or leave a large gap in service on the CL Line.

Rick Gustafson asked for ideas and thoughts from the committee. Sue Pearce asked if there is data on the number of people that will be forced to transfer. Rick Gustafson responded that we don’t have that data but that we are trying to collect some information about how the system is being used. Bob Richardson asked for the transfers to be described. Rick Gustafson responded that if you are travelling from downtown to the eastside you get off at 10th & Northrup and wait for the CL streetcar to arrive and it will pick you up there and loop around back to the Lloyd District. If you are coming from NW 23rd and wanting to travel to the eastside you get off at 13th & Lovejoy and walk to 9th & Lovejoy. If you are travelling from the east side to the downtown you get off at 11th & Marshall and walk to 14th & Johnson. Sue Pearce added that her problem would be if the streetcar passed by while she was walking and wanted to know if there was some sort of coordination that could be done to help prevent that problem. Rick Gustafson responded that it is an interesting suggestion to add to the instructions that the superintendent can monitor the trains and could notify the operator that there will be potential transfers and to wait a minute. Rick Gustafson added that this is a 3-4 month fix and not something that will be done on a regular basis.
Bob Richardson asked about the possibility of running one bus as a replacement service when a train is missing. Julie Gustafson responded that the issue with running the one bus is that the busses in Portland load on the right side only and would not be able to service all of the Streetcar platforms. Richardson suggested evaluating the use of BRT buses from Eugene as a possible solution as they have boarding doors on both sides of the vehicle and could serve the majority of the streetcar stops. David Brandt asked if there are any kind of announcements to riders along 10th & 11th that might be waiting for a CL line streetcar during the shortline service. Rick Gustafson responded that the first day we ran the service we didn’t get the notice out at first but now have set up language that will be posted on the NextBus signs whenever the shortline service is necessary.

Ian Stude asked what the headways would be if the headways were extended rather than running the shortline service. Rick Gustafson responded that the CL Line currently runs at 18 minute frequency and would go to 22-23 minutes between trains or with a 36 minute gap due to the missing train. Either of these options would be difficult because it would be off of the printed schedule. Ian Stude stated he would rather wait the 3-4 minutes longer rather than walking 3-4 blocks which may take longer. Rick Gustafson responded it is more likely that there will be a long gap in service rather than changing the schedule. Carolyn Brock responded that it is difficult to have a scheduled train not arrive as that can really cause problems for the riders rather than having a train that is a couple of minutes off schedule.

7. Service Efficiencies Discussion
Rick Gustafson reported that there has been quite a bit of progress in the service efficiencies. So far we have been able to chop about 4 ½ minutes out of the Loop roundtrip time through a lot of cooperation with the City of Portland. We need to find another 3-4 minutes of savings on the CL Line. Vern Rifer asked what the service policy is for the operators in how they operate. Rick Gustafson responded that they are instructed to operate like a bus meaning that if no one is waiting on a platform and no one requests the stop they should continue past the stop. All of the operators are former light rail operators where you stop at every platform and always open the doors so to operate the streetcar requires some retraining. A subcommittee headed by David Brandt will be formed of the CAC to work with Streetcar Operations to work on the remaining service efficiencies issue. Interested committee members are asked to let Julie Gustafson know and she will set up a meeting time.

Zoe Presson asked what the percentage of mobility devices is of the ridership because she knows that it adds seconds to the dwell time at a stop where the bridge plate is deployed. Rick Gustafson responded that it is about 9% of our ridership. Carolyn Brock asked for the results from the testing with the blind and visually impaired people about the tactile strips and the bridge plates. Rick Gustafson responded that we will make the results available.

8. Discussion on How to Promote Ridership and Redevelopment on the Loop
Vern Rifer asked for observations and ideas from the committee on how to promote ridership and redevelopment and asked what the committee thought constitutes an “acceptable level of operations”. Ian Stude stated that a more appropriate metric to use in setting a successful ridership number is to compare the density of housing on the two lines. Carolyn Brock stated that she would like to see a more equal division in ridership with not only the people from the eastside travelling west but also an equal number travelling from the westside to the east. Vern Rifer asked what types of things can be done to help market the streetcar. Sue Pearce stated that some of what needs to be done has already been done by Julie and Kay by working closely with the business associations and producing the
Ride & Dine and Stop & Shop brochures. On the Opening Day she had the opportunity to spend time at both the Streetcar Opening and the Oregon Rail Heritage Center Opening talking to people about both locations. This is a time where a lot is going on and continuing the conversation with the organizations moving forward will be mutually beneficial. Cora Potter said the most movement she sees coming from the west to the east will most likely be from the Pearl District to Distillery Row. A common judge of how far one would travel in the evening is how far one is willing to walk home in case you stay out later than the transit runs. Promoting the strong connection from the Pearl to the Central Eastside is a great way to increase the west to east ridership.

Julie Gustafson reported that one upcoming marketing event that is the 2nd Annual Streetcar Mobile Music Fest on Friday, October 5 from 6-10pm which will be held on the CL Line from the LeftBank to OMSI and back. At 10pm will be an after party at Union Pine. This year there has been a huge outreach effort to the businesses along the line to offer deals to the attendees of the music fest and to engage the businesses in the marketing effort.

Vern Rifer asked the CAC if they believe it is their obligation to help promote the line or if it is something to leave to the organizations. Cora Potter stated that it is mutually beneficial. Janet McGarrigle stated that if people could just take that first ride and see what it passes it would help promote the ridership long term. Julie Gustafson responded that Streetcar has been distributing the various brochures to the condos, apartments and hotels which they are then distributing to their residents and visitors. Ian Stude added that in the short term it is critical to have support for increasing the value of parking on the east side through meters and other pay to park options and also supporting a more dense urban development along the line, some with no parking.

Vern Rifer asked if supporting this effort is a role for Streetcar as a collective (the Board, CAC, staff) to work with the City and other entities to promote the density and ridership along the line or should we just be passive and see what happens. Bob Richardson stated that we should take a hard nose actuarial view. If all we wanted was a high quality circulator we could pay TriMet to run it with fancy busses. But we made a significant capital investment amortized over a number of years because we want it to be a higher quality, we expect it to attract more riders than a bus and we expect that it will attract development and we need to calculate what that break-even point is that makes the streetcar a worthy investment. For successful operations it takes it to the point where you don’t need to check your watch because the service is reliable and consistent. Vern Rifer stated that the original line benefited from spontaneous development that created the ridership. He asked what the committee feels about the new line. Will the same thing happen spontaneously or is it our job to create this demand. Cora Potter stated that she doesn’t believe the city would have built the streetcar if the blocks weren’t already in place. Sue Pearce responded that the Central Eastside will not develop in the same way as other districts as it zoned more for job development. There will be some residential development along the Grand/MLK corridor but that we need to look at different types of ridership in the Central Eastside.

Vern Rifer asked Rick Gustafson if PSI is doing any proactive work on this topic. Rick Gustafson responded that Streetcar has done work on this. For example, with both the Rose Garden and OMSI we have given them 2 tickets for every member or Blazer season ticket holder so that they can explore getting to their venue on Streetcar. Secondly, there is no question that development makes a difference and the idea of employment is very attractive, but it’s employment at a higher density than we currently see in the Central Eastside. Another market which may take a while to develop is the transfer market. The
bridgeheads are not friendly for pedestrians and it will take longer to humanize both MLK and Grand. That is all part of the marketing. Another part is the special promotions with the different attractions on the eastside. Julie Gustafson added that the ridership patterns will be different on the eastside and the peaks will be different as people transit to and from events, exhibits, etc. Rick Gustafson added that the CL Line did not exist in the transit system and it will take some time for people to learn the route.

9. **Other Business**

   No other business was discussed.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, November 7, 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.