

Portland Streetcar Citizens Advisory Committee Meeting

Wednesday, April 3, 2013, 3:30-5:00 p.m., City Hall, Pettygrove Room

Members in Attendance: Owen Ronchelli, Chair; Bill Danneman; Peter Finley Fry; Arlene Kimura; Janet McGarrigle; Sue Pearce; Cora Potter; Zoe Presson; Bob Richardson; Vern Rifer;

Staff Attendance: Kay Dannen, Julie Gustafson, Rick Gustafson

Guests: Ray Becich, Leena Faust, Nat Parker, Skip Rotter

1. Meeting to Order:

Owen Ronchelli, chair, called the meeting to Order. Ronchelli thanked the committee and Vern Rifer for taking the reins during his paternity leave. The minutes from the March 6, 2013 meeting were approved.

2. Public Comment

Ray Becich commented that he is a big fan of Portland Streetcar and has been a daily rider for about 3 years. Last fall when he saw that the City was in debt by so much he started to look at his day to day activities which included his rides on Streetcar. He can count on his fingers the number of people he has seen purchase a streetcar fare. He wrote to Streetcar staff in November requesting to see how much it costs to collect fares compared to how much is actually being collected. He requested the information again in January and did not receive the data from staff. At that time he asked an operator what the fare was and the operator responded that he did not know. He wrote into staff again and was told that the operators' primary responsibility is to operate the streetcar safely and efficiently. He wrote again in March and is still waiting for the information. He is fine if the City wants to offer free rides, that is fine, but he believes it is a reasonable thing for a citizen to request to know if it is costing more to collect the fares than Streetcar is actually collecting. In three years Mr. Becich has only been asked to show his fare 2-3 times and has never seen a ticket issued. He also wrote to the City and Mayor and did not receive a reply.

Owen Ronchelli thanked Mr. Becich for coming to the CAC and talking with them. One of the unique elements of Streetcar is that it is more user friendly and indeed it is an honor system. Recently a Streetcar Officer and Fare Surveyor have been hired. The Streetcar Officer has the authority to write tickets as do our Supervisors. To date Streetcar has taken more of an education/customer service stance rather than a harsh, ticket writing position. Ronchelli added that the fare surveys collected show that fare evasion on the Streetcar is around 7% and that many riders board with either a Streetcar Annual Pass, a TriMet pass or transfer or an employer ID pass which accounts for the observations of low ticket purchases onboard streetcar. Ronchelli added that we should be able to get Mr. Becich an answer.

Rick Gustafson responded that he should have gotten a response and that he will make sure staff gets a response to Becich. Fare boxes on the platform will generate about \$300,000 and the operating costs are about \$100,000. Vehicle fare boxes collect about \$250,000 and the operating costs are about \$50,000 for those. Those constitute about 13% of all riders. About 50% of streetcar riders have a TriMet fare which we honor. The Streetcar Officer is capable of writing a ticket. Becich asked how much staff costs are for the Streetcar Officer and Surveyor. Rick Gustafson responded that those costs are about \$150,000.

3. GlobeSherpa Mobile Ticketing App Presentation

Nat Parker, CEO and Founder of GlobeSherpa, presented the new Streetcar Mobile Ticketing app to the CAC. GlobeSherpa is a local software company that is the outgrowth of

a project Parker started at PSU. GlobeSherpa has signed a contract with TriMet for a mobile ticketing app that will begin Beta testing in the coming weeks and will soon be working with Portland Streetcar on a Streetcar specific mobile ticketing app. There are four distinct legs to the table that is GlobeSherpa Mobile Ticketing. The first is an application for mobile smartphones. In an increasingly mobile world using the phone in your pocket is convenient, easy and efficient. Peter Finley Fry asked how users would show their ticket to fare inspectors with the app. Parker asked if Fry would be willing to wait for the demonstration that is part of the slide show. Fry responded that would be fine.

The second part of the program is ecommerce website where users can purchase tickets on their computer and send them to their phone. The third part of the program is the inspector application which allows the inspectors to scan embedded bar codes for an audit mechanism. The fourth part is the TOMS system (Ticket Operations Management System. TOMS is the back office software that Streetcar personnel will be able to see data on ticket sales and usage. The mobile ticketing app will not fully replace cash tickets, but can help to reduce fare evasion and the costs of fare collection.

Parker showed the CAC a simulation of the Streetcar Mobile Ticketing App. He walked the committee through the app and showed them what the prototype of the ticket looks like and pointed out the various built in security features. Becich asked if multiple tickets can be activated if you have people riding with you. Parker responded that it is possible to use multiple tickets at once and proceeded to show how that works in the app. Bob Richardson asked if you could then transfer one of the tickets to the other person's device if you have to go your separate ways. Parker responded that it is not a feature of the first version of the app as they are trying to keep it simple, but that they will add that for consideration in future versions. Zoe Presson asked if there are two people riding on the TriMet system would it be possible to have the different valued tickets. Parker showed a demo of the TriMet app to show how that works.

Parker then showed the CAC the back office and ecommerce site portions of the program. Vern Rifer asked if the ticket sales data could be sorted geographically or just by sales order. Parker showed the CAC the two different ways of viewing the sales data, both by individual purchase order, which is useful for staff to be able to work with a customer when there is an issue, and by geographical location, which helps streetcar staff to see where riders are purchasing and activating their streetcar tickets. Bob Richardson asked if a user can opt out of providing their location data. Parker responded that the option to opt out is available to users from the moment they first launch the app. He added that when the geo data is aggregated, there is no personally identifiable information included. All we know from looking at this page is that it is a 2-hour ticket that was purchased.

Ray Becich asked how the customer can get the tickets or passes purchased via the ecommerce site. Parker responded that they will log into their account to purchase tickets or passes and that those purchased fares will be available on their mobile device. Becich asked what those people without a smartphone can do to purchase tickets and passes online. Julie Gustafson responded that there is the option now to purchase Streetcar Annual Passes and books of Single Ride Tickets via the Portland Streetcar website using PayPal. There are no plans to use the GlobeSherpa application without smartphones.

Making tickets visually pleasing is the way to make riders happy as well as to provide secure mobile ticketing. There is the option with this program to have an event specific ticket branding to allow for compatibility and variation. The dynamic animation and barcode

scanning are other features that help make the tickets more secure. Secure payment processing is provided as part of the system.

Comments started coming in on visual issues of the mobile ticket (coloring, wording, etc.). Julie Gustafson responded that Portland Streetcar and the GlobeSherpa team have yet to sit down to review the app and make changes and corrections to perfect the app. Once the contract is signed there is a list of items that the development team will review and work on together. Vern Rifer asked about the purchasing interface as it appears to be much faster than the processing time at the parking meters. Parker responded that because users store their credit or debit card there is a preauthorization that ensures that the card should be valid which speeds up the purchasing process. Arlene Kimura asked what happens to the expired tickets. Do they just go away? Parker responded that the details of that are up to the particular agency. TriMet's app has the expired tickets visible for 4 hours after the expiration time. Streetcar can choose for themselves how long to have expired tickets still show up on people's devices.

Richardson started with a disclaimer that he volunteers time to Portland Streetcar as the webmaster to help manage their website, though staff handles most of the day to day management tasks. On some larger projects, streetcar pays Richardson for his time. Richardson then asked Parker what is done to secure the purchasing information as there is both credit card numbers and travel behavior patterns that could be used together and would be a prime target for hackers. Parker responded that this issue is something they take very seriously. They don't actually store credit card numbers, but rather use a token style system. The credit card number is actually entered into the Vestas system which has PCI Level 1 certification. They take that credit card number and return a token to GlobeSherpa. That token has no street value and cannot be used outside of the app. As to the aggregated data, the user identification or phone number is not linked to the location data. There is a wall separating the purchase history and the location data that keeps individuals' information private. Richardson asked if there is the possibility of having a regional app rather than separate apps for each agency. Parker responded that the vision is to provide one easy to use app for the entire region which could include parking, bike share, transit, etc. The starting point is individual apps.

Richardson asked if the animations are day specific, such as a different color each day. Parker responded that those features are fully customizable. Richardson asked about the dead battery scenario where someone has a valid ticket but their phone died. Parker responded that the enforcement app allows the person checking fares to look within TOMS using the rider's phone number to see if they do indeed have a valid fare. The hardware for the Streetcar Officer could be as inexpensive as adding the application to the smartphone they already have or as much as \$700 to purchase a new phone or iPod touch and the scanner with back up battery to give the phone enhanced ability to scan the barcode built into the ticket. The barcode can also be scanned using the phone's built-in camera. Parker checked back with Fry to ensure that his question had been answered. It had. Arlene Kimura asked if a user has a TriMet ticket will they have to click it again to get on the streetcar. Parker responded that as long as the ticket is validated or in use, they are valid. Kimura followed up to see if the program tracks travel patterns. Parker responded that it is a tap on system and does not track where a user gets off the streetcar or if they take other modes. Fry followed up by asking what is in place to stop someone from storing a ticket and waiting until they see a fare inspector to validate their ticket. Parker responded that TriMet had the same concern and that they have built in a feature where the expiration date and

time blink for the first few minutes the fare is validated. This helps cue the fare inspector and may result in a follow up conversation to figure out where the rider boarded streetcar.

Presson asked how people without smart phones will purchase their fares. Julie Gustafson responded that mobile ticketing is simply adding to the tools and will not completely replace the fare boxes, retail outlets and online sales. Pearce asked if all fares will move to this in the future. Julie Gustafson responded that this is the beginnings of the eFare process but that they will continue to be paper tickets and that as we move into the eFare system, there will be the opportunity to use smart cards or other such fare media which will be similar to a Starbucks card or other prepaid visa style system. Rifer asked how someone without a credit or debit card might be able to use the mobile ticketing system. Parker responded that people will be able to use the prepaid or reloadable cards which you can purchase using cash at most convenience stores. Cora Potter asked what steps GlobeSherpa is taking to address accessibility for people with visual impairments and if they are working on integration with Oregon Trail and working with the State to allow use of EBT. Parker responded that one of his best friends is legally blind and was a big part of GlobeSherpa. He is their in house usability tester. The Mobile Ticketing app will be ADA compliant and will take advantage of the operating system functionality that gives audio recognition read through capabilities. As for using Oregon Trail, Parker stated that it is on the road map but it will take some time. They would also like to allow pretax cafeteria spending benefits from employers and universities to be able to purchase these fares.

Richardson asked if GlobeSherpa has a partner to provide arrival times. Parker said that currently they don't have a partner and that the app currently points to the Portland Streetcar website. Julie Gustafson responded that the redirect will lead to the NextBus arrival page on the Streetcar website. Ronchelli asked who will cover the processing fees. Parker responded that those are included as part of the GlobeSherpa commission for each transaction.

4. Operations & Vehicle Update

Rick Gustafson reported that the last week Rockwell has elevated their commitment to the prototype as part of phase 2. They have handled most of the errors that have been associated with the prototype which lead to good service over the past week and only missed 1 hour. Car 21 has gone through all of its safety testing. There was a problem with the springs and they have been replaced. There are a few more items that need to be completed by United Streetcar before the car can be accepted by Portland Streetcar. That acceptance could occur as early as next week. Car 22 is scheduled to be delivered April 4. That car should take less time to enter into service. The hope would be to have that car in service by mid-May. At that time we will take the prototype out of service so Rockwell can do a series of things to the car to improve its reliability. Ronchelli asked if the spring issue is inherent to all vehicles and if so, will it be fixed moving forward. Rick Gustafson responded that it is something that will be fixed in all of the vehicles. To their credit, United Streetcar redid the design of the springs, identified the manufacturer and got them replaced within two weeks. Rick Gustafson stated that we are still missing 30% of the runs in the 45 hours a week that we need to run all 11 trains. Ronchelli asked what will happen to our on time performance with the addition of the spare vehicles. Rick Gustafson responded that we should be able to return to meeting our schedule at least 95% of the time.

5. Other Business

Bob Richardson asked Rick Gustafson to summarize the issue that was reported in the Oregonian about the request to City Council for additional funding. Gustafson responded

that streetcar has an agreement with TriMet to provide certain services for the federal grant. This week Streetcar asked Council to authorize the completion of the contractual commitments. Fry asked for clarification as to which federal grant Gustafson is referring to. Gustafson responded that it is the Loop grant. Streetcar came to agreement with TriMet on the documented cost for supplying trained personnel to streetcar including operators and mechanics. TriMet provided the bill a year ago based upon their estimates. Streetcar made them audit the estimate and the two entities came to agreement and requested the change in the contract at Council. It wasn't clearly explained in the proposal to the council which lead to the editorial. It is unfortunate that a job was taken at TriMet because TriMet has been very cooperative and has provided Streetcar with highly trained employees. These costs are fully grant eligible and were anticipated to be paid all along though the money was kept in the contingency portion of the budget which is where they were moved from.

Richardson asked for clarification that the money is not general fund money that will impact other City projects. Gustafson responded that we have a \$128 million federal project of which \$3.5 million remained in the contingency. After the change in contract that was approved by Council this week there still remains \$2 million in the contingency which may end up returning to the federal government. Richardson asked if the contingency could be used for some of the smaller items like traffic signals that have been targeted for operations efficiencies. Gustafson responded that currently the federal government is targeting the contingencies of projects and is not allowing projects to fully spend out their contingencies. TriMet is being enormously helpful doing all kinds of things to help Streetcar both with operations and with meeting federal requirements. It is all going very well in spite of how it has been reported.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, May 1, 2013, 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.