

Portland Streetcar Citizens Advisory Committee Meeting

Wednesday, December 4, 2013, 3:30-5:00 p.m., City Hall, Pettygrove Room

Members in Attendance: Owen Ronchelli, Chair; David Brandt; Carolyn Brock; Bill Danneman; Michael Dennis; Peter Kilbourne; Arlene Kimura; Sue Pearce; Cora Potter; Zoe Presson; Vern Rifer; Richard Ross
Staff Attendance: Julie Gustafson, Rick Gustafson

Guests: Lenny Anderson, Mac Brown, Reza Farhoodi, Brodie Hilton, William Newell, Nat Parker, Brian Ruder, John Sporseen, Tony Tom

1. Meeting to Order:

Owen Ronchelli, chair, called the meeting to Order. The minutes from the November 6, 2013 meeting were approved.

2. Public Comment

No Public Comment was made

3. GlobeSherpa Presentation

Nat Parker, Tony Tom and Mac Brown from GlobeSherpa attended the meeting to discuss a potential next step for the Portland Streetcar Mobile Ticketing App. They discussed the possibility of integrating sponsor based discounts and advertising within the app as well as the latest technology of low energy blue tooth that would enable location based deals and coupons to become available when the app is in use. They also requested help from the CAC to permit signage on and around the streetcar system to promote the mobile ticketing app as this is not something regularly done on Portland Streetcar. The CAC approved their request for additional signage.

4. Service Efficiencies Discussion

Rick Gustafson thanked the committee for their input and hard work to date and promised to bring back updates on the status of the time savings. With the time savings already found, including the signal at NW 11th & Couch, there is sufficient confidence to plan for a schedule of 14 minute frequencies on both lines beginning in September 2014.

5. Operations & Vehicle Update

The final car from United Streetcar, Car 025, entered revenue service Tuesday, December 3, 2013.

6. Other Business

A request was made to discuss the budget in further detail similar to how the CAC has discussed the fare options.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, January 8, 2014, 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.