1. **Meeting to Order:**
   Owen Ronchelli, chair, called the meeting to Order. The minutes from the April 2, 2014 meeting were approved.

2. **Public Comment**
   John Sporseen asked if Mayor Hales transferring ownership of the Jasmine Block to PSU will impact Streetcar. Dan Bower responded that construction will proceed with the current design and that this transfer would not impact Streetcar. Secondly, Sporseen asked if any kind of revenue sharing is expected between TriMet and Streetcar as he, like so many others, starts his trips on TriMet and therefore already has a ticket when he gets on the streetcar. Bower responded that the most likely candidate for this will be the eFare program where people will tap on to board any transit vehicle. Thirdly, Sporseen stated that he would like to see a pull out section in the Oregonian prior to the opening if the Tilikum Crossing Transit Bridge. Lenny Anderson asked if Sporseen had seen the pull outs for the Yellow Line, Green Line and Loop openings in the Portland Tribune.

3. **Marketing/PR Ideas**
   Owen Ronchelli asked the committee for an open forum on marketing and PR ideas, reminding them that this is a chance for Streetcar to be more proactive with stories and information. Julie Gustafson added that she and Bower had been brainstorming story ideas for the website and have been posting stories on at least a weekly basis. She asked the CAC to contribute story ideas for future website updates. Bower added that this is a priority of his and something he has seen successfully lead to positive media coverage as many news stories are generated through online stories.

   Anderson proposed the idea of setting up a camera inside the streetcars streaming a live feed that people could watch showing the variety of people that take the streetcar. Vern Rifer commented that there is no marketing without market research and asked what kind of market research has been done to date and what has it shown. Bower responded that Portland Streetcar, Inc. is currently hiring Customer Service Representatives that can be used to expand our current fare surveys and delve into more details about why people are riding and where they are going. Carolyn Brock added that if there is a way to identify new converts and ask them about what converted them to be transit/streetcar riders. Vern Rifer added that partnering with PSU may produce a more robust survey as they have a transportation department and a marketing department that may be interested in using Streetcar as a project. Kay Dannen responded that these types of surveys have been done in the past but that it has been several years since the last survey. Anderson asked if we can take another look at the previous surveys and see what information we have and evaluate it again.

   Jon Joiner asked what TriMet uses to get their transportation metrics. Gustafson responded that they have a staff that is in charge of the survey process and it is done on a regular basis. Streetcar has access to that service for a fee. Anderson added that TriMet also does random sampling phone surveys to get an idea of the whole picture. Joiner followed up by asking if Streetcar could piggyback on TriMet’s numbers. Gustafson responded that there were a few categories that were substantially different in Streetcar’s numbers from TriMet’s numbers such as the percentage of
home based trips. Bower responded that staff will report back at the next meeting with what information is available. Cora Potter warned the CAC to be careful when evaluating the numbers as the low income, minorities and people with disabilities ride whichever form of transportation is accessible and available to them but rather the other demographics will prefer the rail transit than the bus.

David Brandt commented that putting out the positive stories, refreshing the website and having events like the Mobile Musicfest are great ways to improve the narrative surrounding Streetcar. He added that having an FAQ sheet that can be used to respond to the negative press. Bower responded that the FAQ list is a great idea and asked the CAC to contribute to that list. Potter suggested using the new Customer Service Representatives to pump up the social media by having them do things like take selfies with other riders and post them using the hashtag “StreetcarSelfie” as sometimes things like that can snowball. Anderson suggested linking together stories that are related as a way to preemptive for some news such as the fare increase and tying it to the increased fare enforcement and the service increase.

Rifer asked Streetcar has reached out to other cities about their market demographics. Gustafson responded that until recently only Seattle and Portland were operating modern streetcar vehicles which have shown to be different in research studies than the heritage and vintage systems. Tacoma’s system is designated by Sound Transit as Light Rail as it runs in a dedicated right of way and has plans to link with the larger, regional system. Salt Lake City just opened their streetcar in December and does not yet have established numbers. Three other systems, Atlanta, Tucson and Washington, DC, will open later this year which will allow for a greater outreach program for this kind of data. Brock asked about cities in Canada. Gustafson responded that staff has not reached out to Canadian systems.

Ronchelli asked the CAC to ponder the value proposition of Streetcar and to come back with some ideas at the June meeting. He added that it would also inform the discussion to know how Streetcar fits into the bigger picture for the City and how they see it expanding moving forward.

Susan Pearce commented that there will be over 1000 new housing units along the CL Streetcar in the Central Eastside adding that ridership could increase due to the new residents. Gustafson added that there will also be an additional 1000 units in the Lloyd District and 2000 new units in NW. Rifer cautioned the CAC from citing Streetcar as the reason these units are under construction. Gustafson responded that she agrees with Rifer that they are not the sole reason but possibly one of many catalysts that have brought about the new development. Rifer agreed with that statement. Potter added that another marketing target should be the businesses that Streetcar serves. Zoe Presson asked how many of the new housing units will be low income. Pearce responded that very few if any are currently publicized as low income.

Farhoodi asked why ridership is down since December as he thought ridership trends were heading upward. Gustafson responded that third quarter ridership is historically the lowest ridership of the year and that when compared year-to-year ridership is up 35%. Rifer asked why ridership fluctuates so greatly quarter to quarter. Gustafson responded that numbers are quarterly and not monthly and that there are a multitude of factors that impact the ridership including weather, holidays, length of month, etc. Ronchelli asked the CAC to submit any ideas to Bower, Gustafson and himself in between meetings and to continue thinking about possible marketing connections.

4. TRB IDEA Grant Application
Bower reported that the City, Portland Streetcar, Inc., PSU and OSU submitted a grant late last week for an IDEA Grant which is a research based grant looking at transit safety. The grant submitted is around Bike and rail interaction and how to improve the safety of the conditions. The work will include using a simulator to test out a couple of designs and then implement the best one. Originally there was also the idea of testing a flange filler however one was installed in the maintenance facility expansion for the main purpose of keeping mice out of the facility and it is already showing wear and tear after only two years with far less traffic crossing it than would occur out on the alignment. Bower added that there is someone out there that will be able to develop a flange filler or some other solution that will work and that this grant is a great way to start the conversation. Potter recommended also taking into consideration other two-wheel vehicles.

Farhoodi asked if Streetcar has ever made a declaration that it will never build a streetcar in the right lane again so as to avoid conflict with cyclists. Gustafson responded that no such declaration has been made as there are so many factors that impact where the rails should go including utilities, other modes, driveways, sidewalks, on ramps, etc. Ronchelli added that Farhoodi’s point is well made and that there is often more than one option and that the designers should make sure to take into consideration the other modes. Joiner asked who is the TRB and if they are national or local. Bower responded that the TRB is the Transit Research Board and that they are a national organization which is why the City and Portland Streetcar solicited letters of recommendation from other Streetcar cities as well as the Community Streetcar Coalition for their application.

5. Operations/Staff Updates
Gustafson reported that there will be a special Spring Streetcar Mobile Musicfest on Friday, May 16 from 6:30-9:00PM on the NS Line from the PSU Urban Plaza to NW 23rd and back to 5th & Montgomery as part of the WTS Annual Conference. Most of the bands are repeat bands from previous events as well as members of the Portland Opera who reached out to the Musicfest team asking to participate. Anderson asked if anything else streetcar related is occurring at the conference. Gustafson responded that she will be part of the Portlandia! panel on Thursday and that there will be a conference tour of Portland Streetcar on Friday.

Gustafson reported that the Jasmine Block construction is still on track and scheduled to occur over the summer and that once exact dates are known they will be shared with the CAC. She also notified the CAC that the signs they authorized promoting the Mobile Tickets App are up in the streetcars as well as in unsponsored shelters.

6. Other Business
Farhoodi asked if the track at the Jasmine Block (SW Montgomery between 4th and 5th) is a rougher ride than other sections of the NS Line and if that will be corrected with the upcoming construction. Gustafson responded that the rougher ride is due to the tighter turning radius and the immediate turn in the opposite direction resulting in the full use of the articulation of the vehicle. Most turns on the Streetcar system are set at a 25 meter radius which is the Light Rail standard where the Jasmine Block turns are at 18 meters which is the minimum radius for the streetcar vehicles. Farhoodi added that 4th Avenue gets backed up in the PM Peak and warned that it will impact operations.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, June 11, 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.