

Portland Streetcar Citizens Advisory Committee Meeting

Wednesday, July 2, 2014, 3:30-5:00 p.m., City Hall, Pettygrove Room

Members in Attendance: Owen Ronchelli, Chair; Carolyn Brock; Bill Danneman; Reza Farhoodi; Jon Joiner; Arlene Kimura; Susan Pearce; Zoe Presson; Bob Richardson; Vern Rifer; Ian Stude

Staff Attendance: Dan Bower, Kay Dannen, Julie Gustafson

Guests: John Sporseen

1. Meeting to Order:

Ronchelli called the meeting to Order. The minutes from the June 11, 2014 meeting were approved.

2. Public Comment

Sporseen asked staff to pass on a comment to TriMet about a bus driver who encouraged a rider to bring their dog on the vehicle. He also recommended that the people read Sustainable Transportation Planning by Jeffrey Tumlin.

Ronchelli thanked the committee members who attended Rick Gustafson's retirement gathering as there was good representation from the CAC. Dannen added her thanks to the committee. Rifer commented that it was very appropriate that both a Congressman and the Mayor were there for the event.

3. Portland Streetcar, Inc. (PSI) Priority Work Plan

Bower presented the work plan for the coming fiscal year for Streetcar which will inform the agendas moving forward for the CAC. He emphasized that the topics are not in priority order. Topics include: Safety; Implementation of the Master Agreement; Establishing PSI's Permanent Office; Customer Service and Communications; Fare Collection and Fare Policy; Loop Operations; Branding of Portland Streetcar; Capital Plan; Sponsorship Program; Board and CAC Development; and Construction. Some of the topics, such as Safety, will be ongoing. Other topics, such as establishing the permanent office, will be resolved in this fiscal year.

Bower asked to engage the CAC in several of the topics. The first is to provide input and opinion about the permanent office as it will provide a public face for Streetcar and a centralized location for customer service. Rifer asked if staff could work to improve the signage at the fare machines to help clarify how to use them and the cost of the fares. Gustafson responded that there is a plan to film an instructional video on the Streetcar fare machines. She also asked for input and suggestions on how to make the signage clearer. Richardson asked if it would be best to encourage people to use the platform machines and to have the on board machines be more of a backup machine. Dannen reminded the CAC that the platform machines are credit and debit card only. Stude suggested creating a fun video to help differentiate Portland Streetcar from TriMet to help the public to better understand as well as to reformat the mythology of streetcar in a fun way.

Pearce asked if the fare discussion could occur now rather than in August. Bower responded that he is open to starting the conversation now but sees it continuing in August. The big decision is not the recommendation that both the CAC and the PSI Board made to raise the fare from \$1 to \$2 but rather the timing of that fare increase as there are several upcoming service interruptions including a week for the Jasmine block and the shutdown of streetcar over the Broadway Bridge for the upcoming painting project. Rifer added that we need to learn from other similar situations and to make the need transparent to our constituents and that they know it is not about just "wanting the money". A fare increase should be tied to a specific need and be justified. He recommended poling the riders on what would be acceptable as our riders are the most important factor. Ronchelli agreed and reminded the group that they did approve, by majority, the increase to \$2 as long as it

was tied to the service increase on the CL Line and in reliability. Richardson agreed that connecting the fare increase to something tangible to riders and the opening of the completed Loop is a more significant change. Bower added that he would like to explore options to improve fare enforcement and education and decrease the number of people who evade the fare prior to increasing the fare. Stude suggested following TriMet's lead on this issue and avoiding a fare increase this year as TriMet is not raising their fares.

Pearce moved that the CAC recommend that the fare increase be delayed until the opening of the complete Loop to allow for the following three things to occur: 1) improved fare enforcement and education leading to less fare evasion; 2) to tie a Streetcar fare increase to a potential future TriMet fare increase; 3) a new, increased service to the riders will be completed and ready to open. Stude seconded the motion. Richardson commented that this is not a change in the recommendation to raise the fare but rather a change in the strategy for implementation. The motion was approved.

Pearce asked if it is possible for a member of the CAC to sit on the PSI Board. Bower reminded the committee that there is always a seat on the PSI Board for the chair of the CAC. Ronchelli helped clarify that the Portland Streetcar, Inc. Board of Directors runs the private non-profit and that the CAC is the public face of the streetcar. Dannen added that the CAC has always had great representation on the PSI Board.

Pearce asked if there is a point where staff no longer wants suggestions for meeting topics and priorities. Gustafson responded that staff will always welcome suggestions and topics from the committee. Ronchelli seconded Gustafson's comments adding that the topic may be delayed to the following month's meeting depending on the existing agenda, but that member suggestions are always welcome.

Bower added another topic to the priority work plan that was discussed at the PSI Board meeting which is the update of the Economic Impact report. The previous report was published in 2008 and needs to be updated to better reflect the continued growth of the Central City near the Streetcar alignment.

4. Operations/Staff Updates

Gustafson reported that the Jasmine Block construction is scheduled to begin August 11 and will continue through September. There will be a Streetcar shutdown from Clay to Lowell on the NS Line in the 3rd week of September for the construction. The streetcar will be up and operating prior to PSU's Viking Days which occurs September 22-28 prior to classes starting on September 29th.

Gustafson presented that June was yet another record month on the Mobile App and that use of the app continues to grow.

Bower presented to the committee a new way of gathering service reliability data. Previous data was gathered based on the manually entered log of service issues. Streetcar now has the ability to pull data from the NextBus system which tracks the vehicles by GPS data. It allows for the ability to pull data by time point stops as well as by line and for the entire system so that the trouble areas can be identified. The data can also be run for specific time frames to determine the time of day that there are more reliability issues. The committee supported the effort to pull from a larger data pool rather than just the manual entries. Richardson raised a concern that once the Loop is in full operations significant delays may cause the streetcars to be so late that they end up being on time for the next scheduled streetcar. To the riders the streetcars would then continue to be on time but to the NextBus data the streetcars would all be late. Gustafson responded that the train number

can be reprogrammed once a shift like that occurs which puts all the streetcars back “on time” in the system but that the bigger issue would be that the operators are then not on their schedule which causes issues with shifts ending and breaks. These are all topics under discussion as planning for the Loop operations continues.

Joiner asked if NextBus is the company that does the real time arrival work. Gustafson responded that they are the company that gathers the data and provides it to the reader boards at the shelters, to the website and to third parties such as TriMet and app developers. Joiner asked why not all of the shelters have NextBus signs. Gustafson responded that the shelters without the signs were a result of an inability to get the necessary power to the shelter location in a cost efficient manner. Richardson added that TriMet has their own system called Transit Tracker.

Bower announced that Julie Gustafson has been hired as the Community Relations Program Manager for Portland Streetcar, Inc. and that Connie LaValley has been hired as the Office Manager for Portland Streetcar, Inc. Kay Dannen has been contracted to manage the sponsorship program and continues to be a Shiels Oblatz Johnsen employee. The new office will house Bower, Gustafson, Dannen, LaValley and the comptroller Sharon Lincoln.

5. Other Business

No other business was discussed.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, August 6, 2014, 3:30pm-5:00pm at City Hall, Pettygrove Room.

Please call Julie Gustafson at 503/242-0084 or email at julie.gustafson@portlandstreetcar.org if you have any questions regarding this committee.

The CAC meetings are open to the public.