

Portland Streetcar Citizens Advisory Committee Meeting

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

Members in Attendance: Owen Ronchelli, Chair; Lenny Anderson; David Brandt; Bill Danneman; Arlene Kimura; Cora Potter; Zoe Presson; Vern Rifer; Brian Ruder

Staff Attendance: Dan Bower, Kay Dannen, Julie Gustafson

Guest: Sally Mize

1. Meeting to Order:

Ronchelli called the meeting to Order. The minutes from the August 6, 2014 meeting were not approved due to lack of quorum.

2. Public Comment

No public comment was made.

3. Operations/Staff Updates

a. Jasmine Block

Gustafson reported that construction is in full swing on SW 4th and SW Montgomery. Construction is on schedule. There has been night work for tree trimming and removal. September 15 – 21 will be a streetcar shutdown from SW 10th & Clay to SW Lowell & Bond on the North/South (NS) Line. A replacement bus shuttle service will serve all of the impacted stops. During the shutdown crews will work 24 hours a day to install the new connections as well as perform maintenance repairs on the existing track. The platform at 5th & Montgomery is closed the week of September 1 for repairs. The week of September 8th crews will begin work on installing the second track on 4th and Montgomery.

Danneman asked when the Shadow Train service will begin operating. Gustafson responded it will start the week of September 22nd. Danneman asked when passengers will be able to ride. Gustafson responded that the first day will involve training the operator and then service will open to passengers. Brandt asked where the western/northern end point is of the Shadow Train Service. Gustafson responded the service will operate between SW 3rd & Harrison and SW Lowell & Bond. Kimura asked for clarification on the operations and the extra operator required and if that person will leave streetcar once the service is over. Gustafson responded that the service will operate Monday – Friday and that once the Shadow Train is no longer in service that position will be absorbed into the increased need for the completed full Loop operations.

b. Operations and Vehicles

Bower reported that mobile app sales continue to do well. In July Streetcar had record sales and August took another jump. There were a couple of items in the media this past month. The first was the increase in the Annual Pass cost. At first the media wanted to write a more negative story but when they delved into the issue found that the more interesting story was how Streetcar is working to increase enforcement.

Bower reported that the week prior to the CAC meeting Streetcar experienced a derailment where a gentleman lost the breaks in his van and was running out of control on West Burnside and hit the Streetcar. The streetcar was put back on the tracks using a crane which took about 5 hours.

Gustafson reported that the new office at 1031 NW 11th officially opened on September 2.

Rifer advised the committee that a story was published on OregonLive from the AP that reported that most of the streetcar projects around the country are not “high quality” transit as they are not frequent enough.

4. Fare Update – Monthly Pass.

The draft design of the monthly pass was included in the packet. Gustafson reported that Monthly passes will be available for \$23 beginning with October. Ronchelli stated that it appears there is a good plan to distribute and advertise the app. Gustafson reported that the Mobile App also has a 30-Day pass available which is equivalent to the Monthly pass.

Rifer asked when the decision will be made on the \$1 fare. Bower responded that the PSI Board agrees with the CAC that the ideal situation is to wait to increase the \$1 fare until September 2015 in conjunction with the completed Loop. However, the option has been maintained to raise the fares in January if there is a budget shortfall that needs to be filled. Raising the fares will be considered along with other budget cutting measures.

Bower reported that Streetcar is ramping up enforcement. Three new Customer Service Agents have been hired and are out doing fare surveys of the riders. 222 warnings and 6 tickets have been written since October. Warnings go out to first time offenders without proper fare and tickets are written for offences beyond that. 4 exclusions have been written. PSI is working to increase the expectancy of riders being checked for valid fare.

5. Branding RFP

Ronchelli introduced a new agenda item. PSI is opening up an RFP for a marketing firm to review and refresh the brand, look and feel of Streetcar. Bower added that the timing is ideal to look at the brand of Streetcar as, with the completion of the Loop, all of the maps and brochures need to be reprinted. A list of the desired deliverables was shared with the committee. The deliverables are key messaging, a possible update to the logo, a redesigned website. The goal is to have a consistent pallet and messaging moving forward. Ronchelli clarified that a style guide will be part of the deliverables to help with that goal. Anderson emphasized the importance of going back to the origins of the Portland Streetcar as part of the process.

Rifer asked what the desired outcome is at the end of the process. Bower responded that it would be to take the style guide and use that as maps and brochures are reprinted or as other pieces are replaced as part of maintenance. In theory it is to use the look and feel that the PSI Board and CAC agree upon and want moving forward. Rifer asked what about the objective. Is it attracting riders, clarifying access to the system, increase political well-being? Bower responded it is less about ridership as Streetcar has less of an issue with attracting riders but rather more about getting people to identify with Streetcar and to foster and shape a shared understanding in the region about why Streetcar exists and why it was chosen.

6. Other Business

Anderson introduced Sally Mize, a fellow streetcar and transit rider. They discussed the idea of some sort of informational kiosk or volunteer system at key transfer points on the system, particularly at locations like Union Station where visitors come to Portland and venture out on the transit system. Offering transportation options appears to them as something PBOT, Streetcar, TriMet and the Portland Visitors Bureau could partner on and provide. Mize added that the

neighborhoods in the area could also be partners in the effort. Ronchelli responded that it is an interesting idea and something that the Portland Business Alliance or Travel Portland used to do but was eliminated during the recession. He added that there is an opportunity there but would require more evaluation and partners.

Gustafson reported that the next Streetcar Mobile Musicfest will be Friday, October 10 from PSU to NW 23rd on the North/South (NS) Line.

Ronchelli requested the on-time arrivals data be included in future meetings. Gustafson responded it was not prepared in time to go to print this month but would be included in future packets. Ronchelli added that he appreciates the transition to data based tracking as it gives a more complete look at how Streetcar is performing.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, October 1, 2014, 3:30pm-5:00pm at City Hall, Pettygrove Room.

Please call Julie Gustafson at 503/222-4200 or email at julie.gustafson@portlandstreetcar.org if you have any questions regarding this committee.

The CAC meetings are open to the public.