

Portland Streetcar Citizens Advisory Committee Meeting

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

Members in Attendance: Owen Ronchelli, Chair; Lenny Anderson; Carolyn Brock; Bill Danneman; Reza Farhoodi; Arlene Kimura; Susan Pearce; Zoe Presson; Vern Rifer; Brian Ruder; Scott Seibert

Staff Attendance: Dan Bower, Kay Dannen, Julie Gustafson

Guest: Eric Arzola, Brian Kerr, John Sporseen

1. Meeting to Order:

Ronchelli called the meeting to Order. The minutes from the September 3, 2014 meeting were approved.

2. Public Comment

No public comment was made.

3. Branding Project

Ronchelli gave a background of the drive behind the branding project and then introduced Brian Kerr of Spoke. Introductions of the CAC were made to Kerr to help him and Spoke better understand their perspective. Kerr then presented to the CAC about the plan for the project. Bower requested that the CAC take time to participate in an online brand research survey that will be sent out to them by the end of the week.

Ruder asked how Spoke will account for the perceptions of those who are here from out of town and the generic rider think. Kerr responded that the survey will start with about 50 people with the hope that they will take that into consideration but that there may be a second tier that could incorporate a broader input. Ruder asked if this will be opened up via social media as it would be good to get the public perception. Kerr responded that the current plan does not involve that broad of a look but that the survey does include questions about public perception.

Presson asked when the final launch may occur. Bower responded that the big launch is planned for the months just prior to the big opening of the completed Central Loop in September 2015 as all of the frame maps and route maps need to be reprinted prior to that opening. Rifer asked if more than just ridership is being considered in the process. Kerr responded that ridership numbers are not the primary focus but rather one of the many. He added that he understands the big pieces such as development and politics have a big impact as well.

Anderson asked if everyone on the CAC will receive the survey. Bower responded that everyone will receive the link for the survey but that it is an online survey. Farhoodi asked how much of the survey and interviews will concentrate on the performance outcomes. Kerr responded that they will be sticking to the brand personality as Spoke has no influence on the service levels. Bower added that the responses will be shared with Portland Streetcar. Ruder stated that getting the new brand is 10% of the work as there needs to be a concerted effort after the new brand to implement and educate including marketing and PR work. Kimura suggested finding some younger riders to take the survey as most of the PSI Board and the CAC are older. Anderson added that this is the best time to make this change in the branding as the completion of the Loop is a big time point in the history of Streetcar. Seibert added that we should also keep in mind the longer term targets in this process as the system continues to develop 7-10 years down the road.

4. Committee formation and participation of the CAC

Ronchelli reported to the CAC that Portland Streetcar is forming new committees that combine members of the Portland Streetcar, Inc. Board and the Citizens Advisory Committee as well as others

to delve deeper into specific issues. Bower added that there will be three committees that will meet on a monthly or as needed basis and that the member of the PSI Board or the CAC will report back to their respective entity. The first committee is the Branding Committee which has already been meeting to help with the Branding Project. The second committee is a System Expansion Committee which is looking through the routes in the Streetcar System Concept Plan to evaluate and provide the top projects that are most likely to be developed in the coming 10-20 years. The third committee is the Operations and Safety Committee which will evaluate operations plans moving forward and how that will be managed. There will be tradeoffs that occur as operations plans are put in place and the input from the CAC and the Board will benefit the conversation. Bower asked for CAC volunteers to participate on each committee. Several committee members volunteered.

5. 2015 Meeting Schedule

Gustafson and Ronchelli opened up discussion with the committee about the date and time of the monthly meetings. As a new year is about to begin it is a good time to evaluate if the standing date and time work for the CAC. There are benefits to being on the same day as the PSI Board however there have been some complaints about the inability to weigh in to the PSI Board as the meeting occurs before the CAC meeting and then the feedback is a month old and often behind decisions. The possibility of moving the meeting to the third week of the month rather than the first week of the month. The decision was postponed until December awaiting the PSI Board's decision about their meeting date and time which may also change.

6. Operations/Staff Updates

Gustafson reported that there was a recent discovery that ridership numbers were reported in two different ways from two departments at TriMet. The numbers are being recalculated and standardized and will be available and distributed once they're available and certified. At the same time staff are installing the Automatic Passenger Counters (APC) which will give us increased data sampling. Counters will be installed on 6 of the 17 streetcars. Ronchelli added that the new numbers will be compared with the data from the APCs and that, like with the reliability numbers, we will be able to go to a more data driven reporting system moving forward.

The Streetcar Monthly Pass has been a huge success. 31 of the 30-day passes were sold on the mobile app in the first two weeks. Of the first 50 Monthly and 30-day passes sold, not one of those purchasers was a former Annual Pass holder.

Work continues on the eFare System with TriMet and C-Tran. Along with the Portland Streetcar branding survey there will also be an eFare naming survey that will be distributed by the end of the week via email and social media by all three agencies. Gustafson asked that the CAC participate in the survey when that is released.

Gustafson reported that TriMet and Streetcar are working together on the opening events in September 2015 and that there will be requests for help leading up to those events.

7. Other Business

No other business was discussed.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, December 3, 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.