

Portland Streetcar Citizens Advisory Committee Meeting

Wednesday, February 4, 2015, 3:30-5:00 p.m., City Hall, Pettygrove Room

Members in Attendance: Owen Ronchelli, Chair; Lenny Anderson; David Brandt; Carolyn Brock; Bill Danneman; Reza Farhoodi; Jon Joiner; Arlene Kimura; Janet McGarrigle; Susan Pearce; Zoe Presson; Bob Richardson; Vern Rifer; Brian Ruder; Ian Stude

Staff Attendance: Dan Bower, Julie Gustafson

Guest: John Betts, Evette Farra, Kristen Howe, Brian Kerr

1. Meeting to Order:

Ronchelli called the meeting to Order. Rifer asked that the minutes include a thank you to the staff for the cookies available at the meeting. Ronchelli added his gratitude for the coffee. The minutes from the January 7, 2015 meeting were approved.

2. Public Comment

Farhoodi asked why the streetcar doesn't call for a signal or switch change at the previous stop but rather closer to the switch or signal. Gustafson responded that the majority of signals are timed and that when there is a stop sign or light between the stop and the streetcar signal the streetcar may not make it to the signal within the given time frame. As for switches, the operator needs to visually verify the switch and therefore has to stop anyway so the two are combined into one stop.

Evette Farra, Portland Streetcar Operator, stated that she would like to talk about the reliability of streetcar and offered to speak with committee members after the meeting. She also mentioned grievances that have been filed on behalf of the operators against the City of Portland. Pearce and Anderson asked for time on the agenda to discuss this issue. Bower responded that the stance of TriMet and the City is to not comment on ongoing investigations but that there are grievances filed. Bower added that if a specific agenda item about service and its impacts on the operators is desired, Farra and some of her colleagues would be a good resource. Farra added that she will be a regular attendee at the CAC.

3. Branding Presentation

Bower gave a brief summary of the branding project. A draft calendar of the planned rollout will be presented at the March meeting pending approval of the final branding product. Brian Kerr and Kristen Howe of Spoke then presented the final logo and draft tagline and marketing campaign language. The committee discussed the final proposed logo and language asking for clarification of use and standards. They also presented some examples for extending the language and campaigns a bit further. The overall reaction to the logo and language was positive. Committee members congratulated Spoke on the good work.

4. 2015 Meeting Dates

Gustafson reported that the results of the poll were conclusive with 16 of 18 respondents stating they could meet the third Thursday at 3:30pm. Beginning with April 16, 2015 the CAC will meet the third Thursday of each month at 3:30pm. Staff is working on the meeting room and will notify the committee once that is confirmed.

5. Service Planning and Fares

Bower stated that the committee had a good discussion about service planning in January and that the conversation will be continued at the March meeting. Bower and staff will prepare a list of options with all of the tradeoffs as well as data to back up the conversation and inform the discussion. Data will include maps with on-time performance by time point, average length of breaks for the operators, average boardings by stop, and average speed of the streetcars. Bower

asked if additional information was desired by committee members. Farhoodi stated that he would like to see not only ridership by stops but also distance between stops as if only ridership is considered stops that are quite close together that would be easy for people to use another stop wouldn't enter into the conversation of consolidation. Anderson asked for data and information on the traffic flow and signal system as that greatly impacts service reliability. Kimura asked if there is a way for Streetcar to get the override like MAX or buses.

Bower reported that, based on the recommendations of the Portland Streetcar, Inc. Board of Directors and the CAC, staff are preparing the public outreach process prior to the final decision on the fare increase by the Director of Transportation. Included in the packet was a draft list of meetings outlining which neighborhood, business, and community associations that staff would be contacting about a presentation. Presentations will include information on the upcoming completed Loop opening, the service plan beginning in September, the fare increase and the Broadway Bridge closure. Anderson asked if the public process was completed prior to recommendation being made by the CAC and PSI Board. Bower responded that the process was completed prior to the recommendation in 2013 but that it should be done again as more than a year has passed.

6. Staff Updates

Gustafson reported on the ridership numbers. Portland Streetcar had Automatic Passenger Counters (APCs) installed in six of the seventeen vehicles and they have been in operation since the beginning of December and will replace the method of collecting ridership data via hand counts. The committee was provided with the APC counts and TriMet hand counts for December as well as the reported ridership numbers from December 2013. Hand counts are being used to validate the APCs and the results are used to validate the numbers reported. Gustafson added that the quantity of data has also dramatically increased as over 33% of all operated hours are now collected. Ronchelli added that having the APC data is great for service planning and will help better inform future decisions. Ruder recommended having a communication plan to coincide with the release of the data. Rifer asked when the data would be released. Bower responded that it may be released as early as the end of February.

Ronchelli pointed out the reliability numbers and that December's reliability was impacted by a variety of issues.

7. Other Business

Joiner asked what the current animal policy is for Portland Streetcar and how Portland Streetcar collects its share of the TriMet monthly passes revenue. Gustafson responded that currently Portland Streetcar does not receive any portion of the pass and ticket revenue collected by TriMet but rather a lump sum towards operations. This will change with the implementation of the eFare in 2017 and beyond. Gustafson responded that the animal policy is that non-service animals are required to be in a secure crate or carrier. Joiner asked if the rule is posted. Gustafson responded that it was posted on the trains temporarily but is on the website and in the City Code. This is the same policy of TriMet and other transportation agencies around the country.

The next meeting for the Streetcar Citizens Advisory Committee will be Wednesday, March 4, 2015, 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.