



Board Meeting

MEETING AGENDA

June 15, 2022

1. Latest Headlines and Industry News – Board Members

Henry Ikwut-Ukwa- The Tempe Streetcar is running well, with the usual trials that are associated with mixed traffic.

Adelee LeGrand- Tampa Streetcar experienced its highest ridership in the month of May and is now moving from 15 minute to 12 minute headways to meet demand on the weekend.

David McDonald-Charlotte City Council approved the design contract for phase three expansion of the streetcar.

Tom Gerend-Kansas City Streetcar exceeded 6,000 average daily trips a week and is nearly back to pre-pandemic levels.

2. Summit Review

Thank you, Milwaukee! Now it's time to dig in and talk about the things you liked about the conference and the things you wish could be different or added. We have already started our list: larger badge font, reserve tables for elected officials and board members, as well as a special meal for board members, cut the food at receptions, more branding, etc. Think about the things you would like to change or add and come with your list or take the survey sent out Monday morning through Constant Contact.

Let's do the numbers:

105 Registered; 5 no shows; Direct Pay Registrations-59 members; 21 non-members; Sponsor Registrations-25. After PayPal Fees--\$11,501 (\$299 fees)

Sponsors: 2 Gold; 7 Silver; and 3 Bronze. After PayPal Fees-- \$27,383.08 (\$351.92 fees)

Total Collected: \$38,884.08. Total Expenses: \$54,786.13 (2019 budget-\$50,000); Money from Reserves-\$15,902.05

Survey Link-<https://www.surveymonkey.com/r/5WL8WNY>

Feedback:

- 1) Work with presenters to ensure that content and presentation are ready. Create a team of staff and board to be a review panel.

- 2) Consider travel times for various members as Summit schedule is developed.
- 3) To breakout or not to breakout, we will continue to wrestle with this question.
- 4) Hybrid conferences, with some presenters in person and some virtual, are difficult and should be limited
- 5) Sessions, like safety/operations/lessons learned during audits, could justify more participation across organizations.
- 6) Targeted forums-owners, operators, car builders, etc.
- 7) Provide a special rate for host communities, so that more staff and elected officials can participate.
- 8) Tour at the front of the program, with sessions that are linked to the tour.
- 9) Need to keep the conference affordable, but we also need to cover the cost of the Summit.
- 10) In an effort to continue to increase streetcar properties, new and expansions, increase sessions and tools for advocacy.
- 11) Greater follow up after the event with contacts and presentations, perhaps recordings of sessions would be helpful.
- 12) Presentations should be more interactive, engaging audience members in addition to presentations and questions.
- 13) More discussion needed about the changing narrative of streetcar.
- 14) More support for potential projects, like Baton Rouge, Fort Lauderdale, and Anaheim; as well as inviting cities that have the potential to support a streetcar line.
- 15) More university outreach is needed. Expand the student session. Add a student registration rate.
- 16) Look for ways to support the host community through positive media attention.
- 17) Share attendee list 2-3 weeks prior to the event.
- 18) Sessions on technology, like vendor interaction, challenges, future, etc.
- 19) Looking for a more structured way to report out from each property and have it before the social hour on the first day.
- 20) Ask host property to create a brochure to be handed out at the registration table that highlights system and innovations.

3. August Virtual Summit

During the Summit session on equity, the discussion of charging fares was brought up. At APTA Rail, Tom Gerend did a fantastic job putting together a free fare panel of Henry Ikwut-Ukwa, Nelson Hall, and Marwan Al-Mukhtar. I'd like us to dig in a little further and present a study, as well as hear from both sides of the table, fares and no fares. This is just a proposal, and other topic proposals are welcome.

Please reach out if you are interested in helping with the August Virtual Summit on Fares.

4. Committees

There have been a couple of topics come up during the Summit that warrant a working group. Proposed working groups, include:

- Communications-Proposed Board Member Lead- Andrew Plambeck, staffed by Megan Robinson
- Buy America- Proposed Board Member Leads-Erik Yingling and Keith Sanders, staffed by Christy Willhite
- Combined Procurements- Proposed Board Member Lead-Dan Bower, staffed by Brandi Bird

Please note your interest in participating in one of these working groups or if you have an additional one to propose.

5. Next Reception-APTA Transform or Rail-Volution or Both

This fiscal year, we started having receptions at APTA Conferences after the APTA Streetcar Subcommittee meetings. As you saw in our latest newsletter, these events have been successful in attracting potential streetcar properties, as well as members. The next Conference is APTA TRANSform (October 9-12), followed by Rail-Volution (Oct 30-Nov 2). The APTA TRANSform Conference will have the next APTA Streetcar Subcommittee, and we have been asked to speak at Rail-Volution. Please be prepared to provide feedback on which event you'd like to see the Coalition attend.

Tom Gerend and Curtis Ailes noted that they are more likely to go to the APTA TRANSform Conference. If you are planning to go to RailVolution or TRANSform, please let us know.

6. Budget Report

July 1, 2022 starts our new fiscal year. We will be sending out invoices to members, which will include a few new members. After the final transfer from PayPal (Summit-related funds) on June 3, 2022, the Coalition had \$158,122.38 in the bank.