

EXHIBIT A  
Portland Streetcar  
Operations & Maintenance  
Organizational Chart  
FY 2012-2013

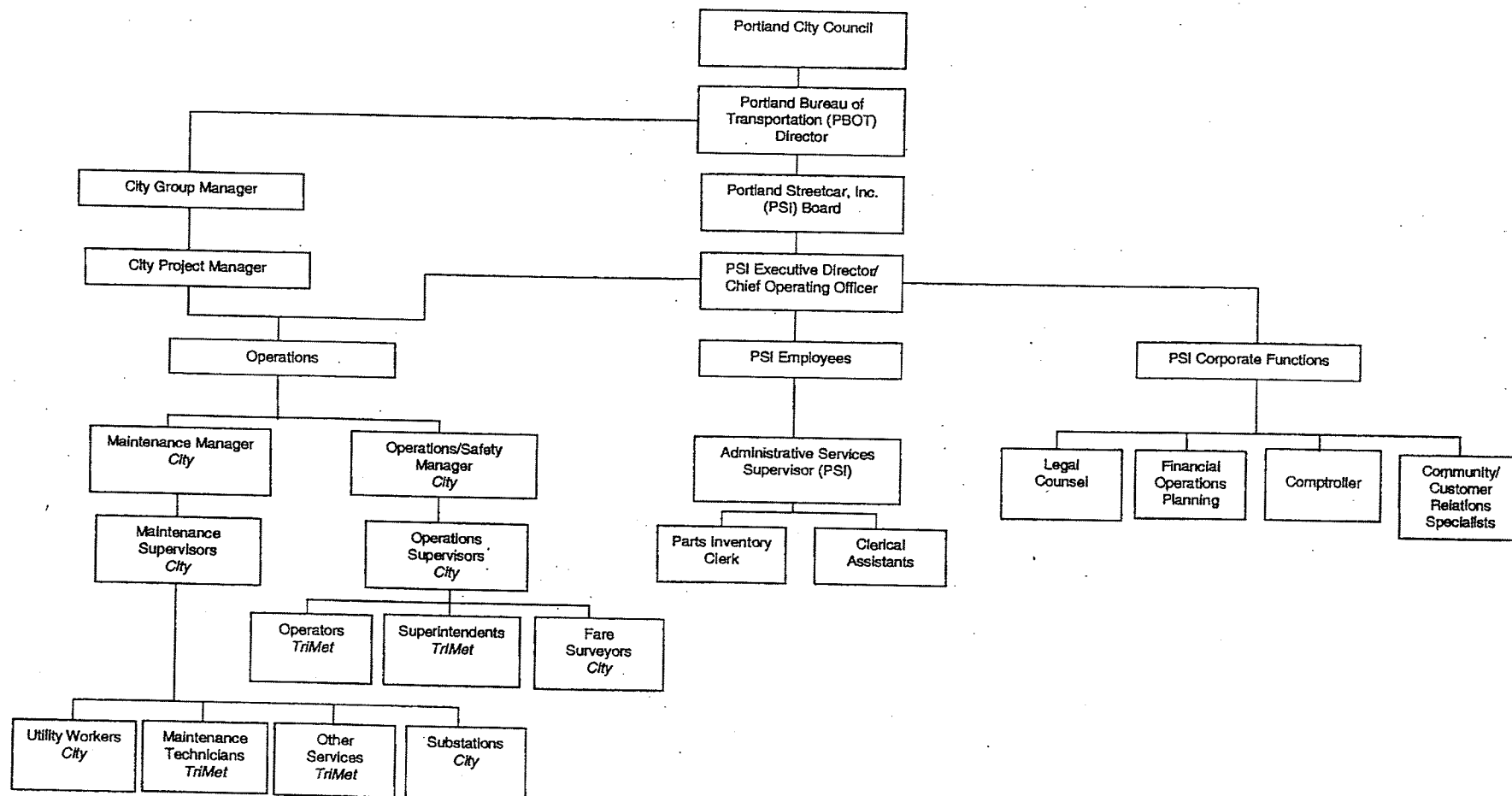


EXHIBIT B  
**PORTLAND STREETCAR SYSTEM**  
**Additional Revenue and Increased Ridership**

**ADDITIONAL REVENUE**

Sponsorships

- Secure streetcar sponsorships for one (1) streetcar in the existing fleet and the six (6) new vehicles being procured for the Portland Streetcar Loop Project. Goal is to increase revenues from \$172,000 in FY 11-12 to \$350,000 in FY 12-13.
- Secure stop sponsorships that now total 78 with the Loop Project. Goal is 75% coverage by the end of FY 12-13.

Advertising

- Continue to hold discussions with Clear Channel about demonstration projects for interactive displays at the shelters outside the freeway loop (where advertising is not prohibited by city code).
- Initiate discussion with Clear Channel about a demonstration program on one or more streetcar,

TriMet Contribution to Operations

- As part of the development of the Master Agreement with TriMet, do not preclude options that will restore TriMet's funding commitment to Portland Streetcar commiserate with the restoration of bus and light rail service as TriMet's fiscal situation allows.

**BUSINESS PARTNERSHIPS/ MARKETING STRATEGIES TO INCREASE RIDERSHIP**

Ticket/Annual Pass Distribution and Ridership Promotion

- Market annual passes to both businesses and to new residential properties. Continue to market tickets in concert with sponsorships. Develop additional outlets for purchase of annual passes.
- Partner with retailers to offer streetcar tickets in lieu of parking validation.

East side Business Ridership Promotion Programs

- Sell discounted tickets for eastside businesses to share with their customers.
- Promote/discount tickets to Blazer season ticket holders.
- Partner with OMSI to provide two free tickets to all members.

Ride & Dine, Stop & Shop Guides

- Market the Ride & Dine Guide to restaurants within walking distance of streetcars.
- Revive the Stop & Shop Guide.