



**Citizen Involvement
Council**
February 6, 2017
*Municipal Elevator
Operations*





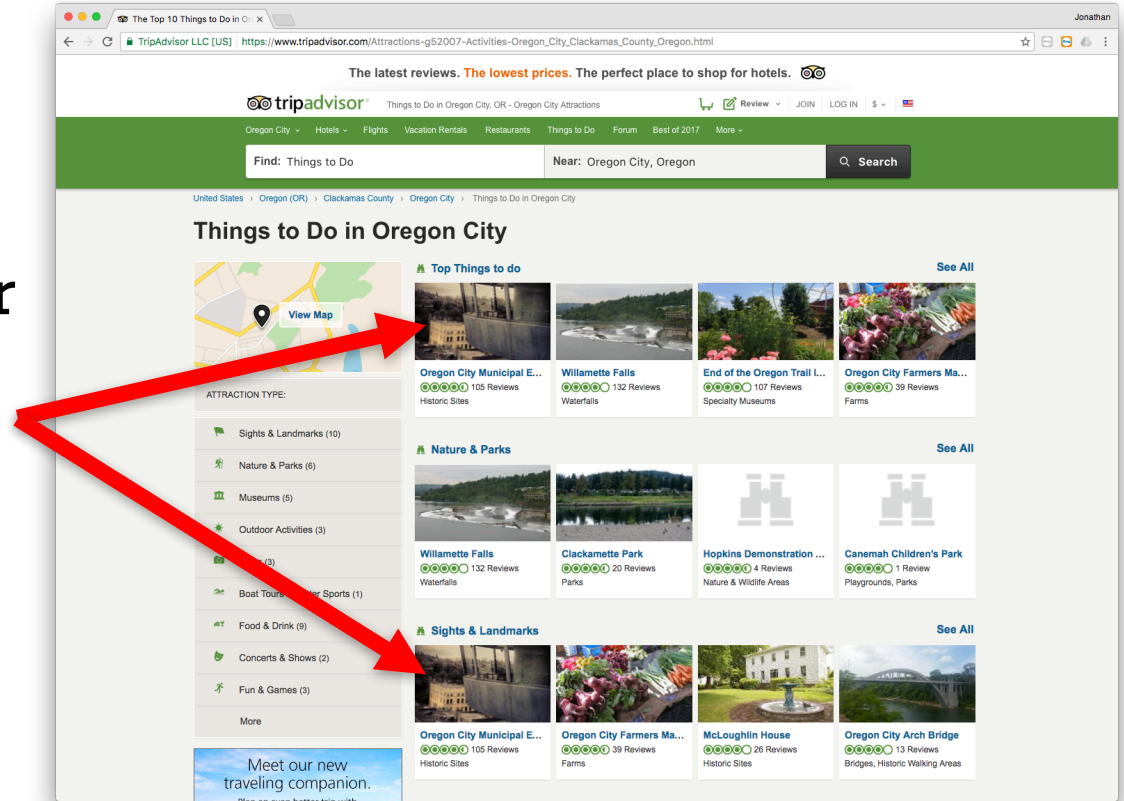
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Did you know?

According to TripAdvisor the elevator is the **number one** "Thing To Do" in Oregon City as well as the top site or landmark?





Economic and Community Potential

The Municipal Elevator is an untapped resource. It is one of Oregon City's most significant cultural and civic icons and is an easy sell for tourists. Elevator staff are one of the city's most prominent "front lines." By focusing on programming, marketing, and stellar service, the elevator will better serve residents, local businesses, and visitors to our community.



Current Status

- DOCA began operations on Wednesday, February 1.
 - City Contract for 3 years.
- Formed a steering committee comprised of downtown, Midtown/McLoughlin, and other community representatives.
- We hope in the future the elevator will operate on “summer” hours all year round.
 - Monday-Tuesday: 7:00am-7:00pm
 - Wednesday-Saturday: 7:00am-9:30pm
 - Sunday: 10:00am-7:00pm
- Four paid staff members operate the elevator.
 - Three part time elevator guides, one full time manager.
 - We hope to expand our staff with internships and volunteers.
- Goal: continuous improvement of the visitor experience.



Initial Objectives

- Make elevator more presentable.
 - Clean up and declutter the interior of the cab.
 - Work with city on potential physical improvements.
- Develop guidebook.
 - Cultural heritage
 - Business information
- Social media and online presence.
- Create handouts for local residents as well as visitors
 - Special events
 - Business specials
 - Attractions
- Identify ways to improve security.
- Explore more traditional uniforms.



Ideas for the Future

- Visitor Center and Concierge Services based at a new kiosk.
- Docents
- Programming
 - Starting point for walking tours (offered by others)
 - Partnership with heritage organizations
 - Accommodate visitor groups



Community Support & Feedback

- We want your feedback!
- Will be soliciting public comment via comment cards and online via our website.
- Will include questions about the elevator in our upcoming community survey.
- Get involved. We are looking for qualified volunteers that are interested in helping us make our new elevator program a success.



Thank you!

QUESTIONS?