

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: SUN METRO
AGENDA DATE: February 6, 2018
CONTACT PERSON/PHONE: Jay Banasiak, Department of Mass Transit (Sun Metro)
212-3301
DISTRICT (S) AFFECTED: 1, 8

STRATEGIC GOAL: NO. 7: Enhance and Sustain El Paso's Infrastructure Network
SUBGOAL: 7.3 Enhance regional comprehensive transportation system.

SUBJECT:
Management Update

BACKGROUND / DISCUSSION:
Streetcar Transition Update

PRIOR COUNCIL ACTION:
N/A

AMOUNT AND SOURCE OF FUNDING:
N/A

BOARD / COMMISSION ACTION:
N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD: _____



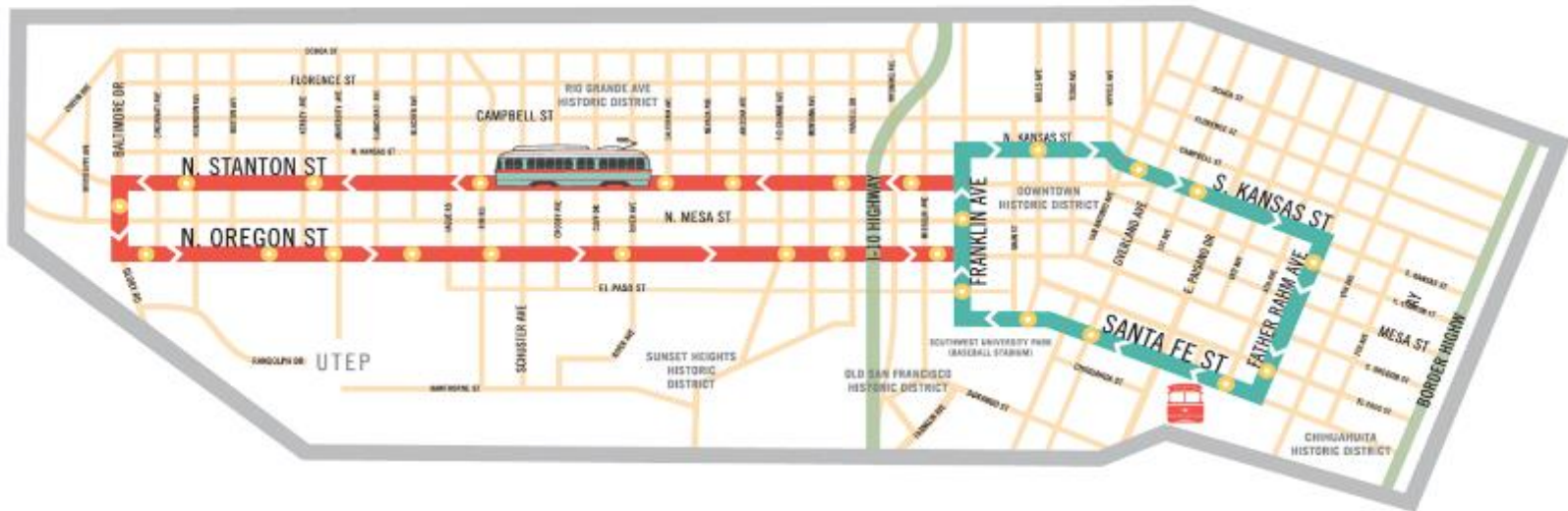

El Paso Streetcar Implementation Plan Update

City Council Meeting
Feb 6, 2018



El Paso Streetcar Project

EL PASO STREETCAR OFFICIAL ROUTE



-  PROPOSED STOP
-  UPTOWN LOOP
-  EXISTING HIGHWAY
-  DOWNTOWN LOOP
-  EXISTING STREET
-  MAINTENANCE STORAGE FACILITY



Construction Update



Coordination with FTA/TxDOT State Safety Oversight Agency

- FTA/SSOA must approve operational plans before the start of revenue service
- SSOA has requested several plans which we are awaiting comments back
- SSOA has re-scheduled a site visit at the end of February to conduct System Readiness Review Audit and an initial inspection of the streetcar system
- Sun Metro is preparing Standard Operating Procedures for review by the SSOA
- SSOA safety certification is expected Aug/Sep 2018, which is necessary to start revenue service



CRRMA and COEP Transition Timelines

- CRRMA is responsible for Streetcar system construction
- Hand-off to the COEP will be incremental as infrastructure and PCC cars are certified operational
 - Maintenance facility should be completed for hand-off in Feb 2018
 - Electrical and rail Infrastructure should be completed for hand-off early 2018
 - 1st PCC car should arrive late Feb/early Mar and be certified for hand-off in late Mar/early Apr
 - PCC cars 2-6 will arrive one-by-one, between Apr and Oct 2018
 - Revenue service projected to start in Nov 2018



Other Streetcar Activities

- The MSF (Maintenance & Storage Facility) received it's final walk-through with engineering, construction, Sun Metro and RMA participating, awaiting final Certificate of Occupancy
- The streetcar team visited Tucson Streetcar to observe their streetcar system operations and marketing efforts
- Sun Metro is working on incorporating the streetcar trip planning and real-time tracking to the upcoming fixed route real-time app for use on cell phones and computers
- AD of Streetcar Operations and Streetcar Maintenance & Infrastructure Superintendent completed initial on-site inspection of 1st PCC streetcar at Brookville Equipment Company Jan 29-31



Arrival of Streetcars



PCC Car Timelines

- 1st PCC car should arrive late Feb/early Mar and be certified for hand-off in late Mar/early Apr
 - Must pass 200 miles of perfect continuous operations to be accepted
- PCC cars 2-6 will arrive one-by-one, between Apr and Oct 2018
 - Must pass 50 miles of perfect continuous operations to be accepted



Outreach and Branding



Return of First Streetcar Plan

| CRRMA | Sun Metro |
|---|---|
| <p>1. Arrival of the First Streetcar</p> <ul style="list-style-type: none"> • Graphic of Streetcar daily progression on social media • Off-load on Father Rahm Avenue • Media will be alerted with as much anticipation | <ul style="list-style-type: none"> • Coordinate with CRRMA for a succinct message and talking points to media. • Creating test signs “Streetcar Testing” phase • Re-route buses at Downtown Transfer Center as needed |
| <p>2. VIP Event</p> <ul style="list-style-type: none"> • Host inside Maintenance Storage Facility • Dignitaries and media only | <ul style="list-style-type: none"> • Coordinating a week after Streetcar arrival • Giveaways: lapel pins, buttons |
| <p>3. Streetcar Public Debut</p> <ul style="list-style-type: none"> • Invite media • Giveaways • Safety material distribution | <ul style="list-style-type: none"> • Confetti cannons • Safety brochures • Educational “Safety How To’s” demonstrations • Marching bands • Presentation of the Flags • National Anthem singer |



Marketing Plan for Safety Outreach

| CRRMA | Sun Metro |
|--|---|
| <p>Safety Signage and Hand Outs</p> <ul style="list-style-type: none"> • residents and businesses • public facilities and community gathering locations • coloring book and worksheets completed by March. • distribution through non-city assets | <ul style="list-style-type: none"> • Creating safety signs for Overhead Contact System poles. • handouts at community meetings • distribute at University and school age level |
| <p>Safety Videos</p> <ul style="list-style-type: none"> • Completed videos on bike, Stanton, and OCS power lines. • 18 bilingual videos • complete in three phases by March 1 • distribute digital campaign | <ul style="list-style-type: none"> • distribute community presentations • distribute through SM assets • safety signs for corridor poles • safety brochure corresponding to videos |
| <p>Live-Action Videos</p> <ul style="list-style-type: none"> • 5-10 pre-recorded live action videos | <ul style="list-style-type: none"> • Live videos from Brookville visit |
| <p>Outreach Update</p> <ul style="list-style-type: none"> • Outreach along corridor | <ul style="list-style-type: none"> • Communication with 10 school districts from Tornillo, TX to Las Cruces, NM. • Communication with major hospitals, Catholic Diocese, and university/college level campuses. |



Streetcar Parking Marketing Plan

- Part of the Streetcar Marketing Plan will include utilizing the Glory Road Transit Center (GRTC) and Union Plaza Transit Terminal (UPTT) parking garages
 - Develop promotional rates catering to the streetcar and Kern Place Business District
 - Advertising of promotional rates
 - Kern Place businesses
 - Banners around the GRTC and UPTT
 - Brio and fixed route on-board automated announcements
 - Selected bus shelters
 - Other streetcar marketing materials



Completed 1st
PCC streetcar –
Car# 1506 being
towed out to
inspection pit
before first owner
inspection test run



Side view of car# 1506 testing decal treatments – 31 JAN 2018



Car# 1506 operator's position showing instrumentation – 31 JAN 2018



Car# 1506 – completed interior showing flip-up seats in ADA W/C loading area and LED Stop Request Annunciator - 31 JAN 2018



Car# 1506 – front passenger entry showing external CCTV camera, side-mount mirrors and door handles – 31 JAN 2018