

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

DEPARTMENT: SUN METRO
AGENDA DATE: April 3, 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:





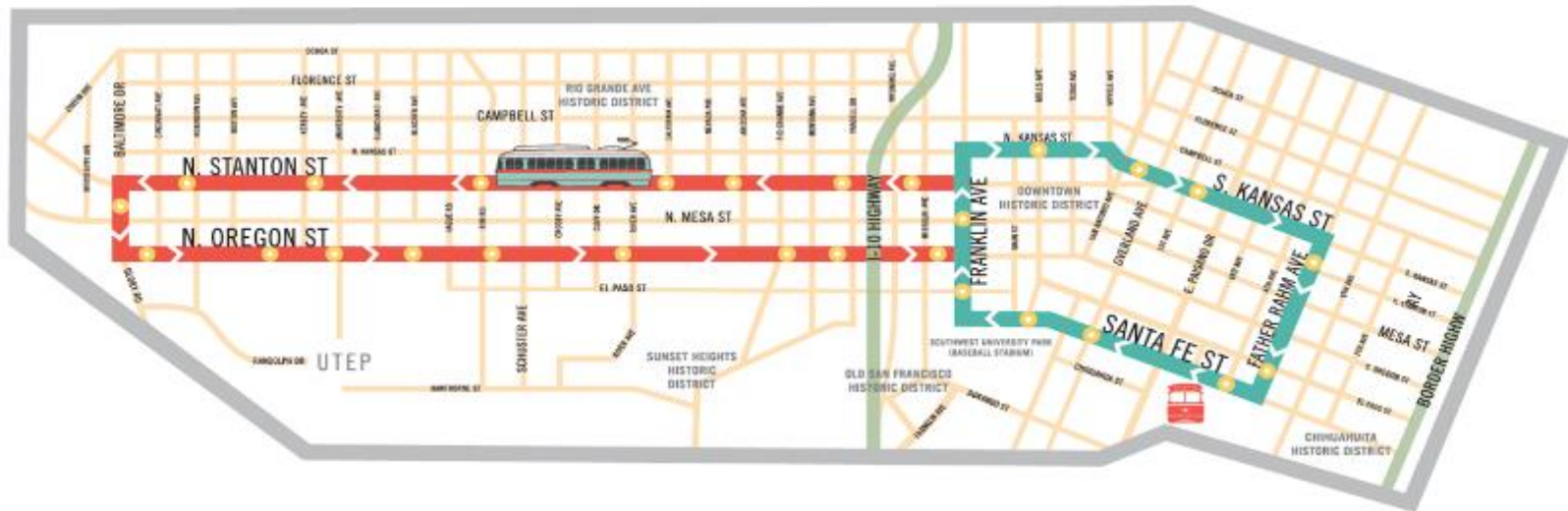
El Paso Streetcar Transition Update

City Council Meeting
Apr 3, 2018



El Paso Streetcar Project

EL PASO STREETCAR OFFICIAL ROUTE



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



Construction Update



Coordination with FTA/TxDOT State Safety Oversight Agency

- SSOA performed their site visit Feb 27 - Mar 1 to conduct a System Readiness Review and an initial inspection of the streetcar system
 - SSOA will evaluate the visit and interviews, and provide recommendations to enter pre-revenue service for safety certification
 - **Draft Report on System Readiness by SSOA Contractors due Apr 15th**
- Sun Metro is preparing Standard Operating Procedures for review by the SSOA
- **Sun Metro sent Streetcar testing plan to SSOA as requested**
- 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 hand-off to COEP/Sun Metro the week of Apr 2nd**
 - Electrical and rail Infrastructure should be completed for hand-off early 2018
 - 1st PCC car arrived Mar 19 and should be certified for hand-off in late 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

- Interviews for 3 mechanic technicians should take place the week of Apr 2
- Streetcar testing before Burn-in include:
 - Brake and acceleration
 - Clearance and comfort



Arrival of Streetcars



PCC Car Timelines

- **1st PCC car arrived Mar 19 and be certified for hand-off to COEP/Sun Metro in late Apr**
 - Brookville has started to ship capital spares last week
 - The PCC car must pass 200 miles of perfect continuous operations in El Paso to be accepted
- PCC cars 2-6 will arrive one-by-one, between Apr and Oct 2018
 - **2nd PCC car, #1512, is scheduled to leave Brookville the week of Apr 23rd**
 - Must pass 50 miles of perfect continuous operations to be accepted



Outreach and Branding



Streetcar Unveiling

Event Details – date yet to be determined

Order of Events

- National Anthem
- Pledge of Allegiance
- Convocation by Priest
- Welcome Speeches
- High School Band in front of PCC car, before its first appearance
- Special effects upon unveiling
- PCC Car will stage on Santa Fe for 30 minutes for pictures/media
- PCC car makes first trip on downtown loop (Santa Fe, Franklin, Kansas and Father Rahm)



Streetcar Advertising

Mithoff Burton Partners – El Paso Advertising Agency

Scope of Services

- Community relations
- External communication strategies
- Advertising services
- Marketing
- Branding: sponsorships, naming rights, look, etc.
- Graphic design
- Web development
- Video production
- Photography services
- App development
- Strategic consultation



Streetcar Safety Outreach

- Major entities within the El Paso area and surrounding neighbors, what we like to call 'safety partners', are assisting us in our efforts to reach the masses.

Safety Partners

- | | |
|-----------------------------------|------------------------------|
| • University of Texas | • El Paso ISD |
| • El Paso Community College | • Socorro ISD |
| • Las Palmas | • Ysleta ISD |
| • Providence Hospitals | • Canutillo ISD |
| • Catholic Diocese | • Gadsden ISD* |
| • El Paso County | • Clint ISD |
| • Ciudad Juarez, Chihuahua* | • Fabens ISD* |
| • Central Business Association* | • San Elizario ISD |
| • Downtown Management District | • Tornillo ISD |
| • Convention Visitors Bureau* | • Anthony TX ISD |
| • La Fe* | • Burnham Charter Schools* |
| • Region 19 | • Las Cruces Public Schools* |
| • UMC | • Fort Bliss |
| • Neighborhood Leadership Academy | • El Paso Airport |

* Pending visits







