



Agenda 26.1

Management Update:

Streetcar Activation and Programming

April 16, 2019

Strategic Goals

Goal 1: Create an Environment Conducive to Strong, Sustainable Economic Development

Goal 3. Promote the Visual Image of El Paso

Goal 4. Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments

Goal 5: Promote Transparent and Consistent Communication Amongst All Members of the Community

Goal 7: Enhance and Sustain El Paso's Infrastructure Network



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Street Car Activation and Programming Cross-functional Team

- **Lead:** Tracey Jerome
- **Members:**
 - David Coronado, Bridges
 - Bryan Crowe, Destination El Paso
 - Laura Cruz-Acosta, PIO
 - Jay Banasiak, SunMetro
 - Ben Fyffe, MCAD
 - Araceli Guerra, IT
 - Paola Gallegos, Economic Development
 - Phillip Etiwe, Planning and Inspections



Cross-functional Team Formed to Address Current Challenges

- Not yet part of our downtown/uptown culture
- Basic understanding of how system works
- Wait times
- Real time tracking
- Ticketing
- Not yet embraced as the go-to option downtown and uptown
- Overlap with other service providers
- Shade/signage



Action Plan

- **Updated Summer Schedule**
 - Sun-Wed: 11 AM – Midnight
 - Thurs-Sat: 11 AM – 1 AM*
- **Additional cars** will run during high demand periods to ensure shorter wait times

*Beginning Week of 13 May: Thurs-Sat: 11 AM – 3 AM

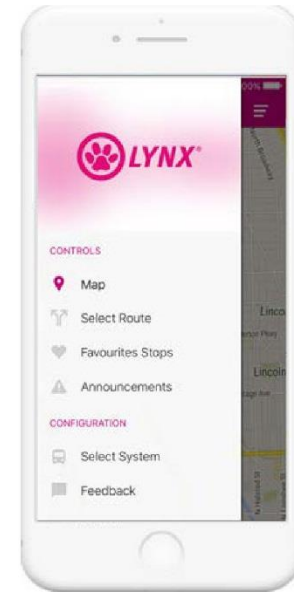
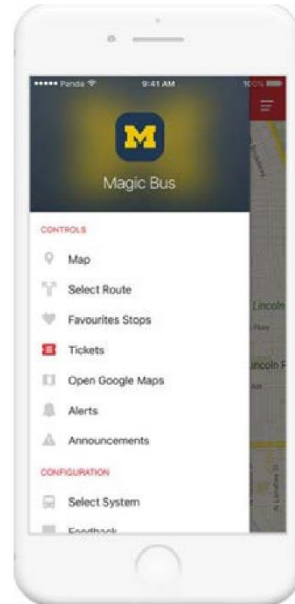
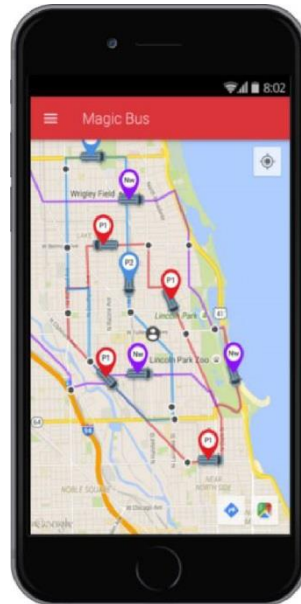


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Action Plan

- **Tracking App**
 - Supplier: Doublemap
 - Users will be able to locate the Streetcar on a Google-based map in real time
 - Riders will receive 1-2 second GPS updates on Streetcar locations, ETA predictions to the next stop, notifications, and mobile formatted announcements
 - Testing begins 15 May
 - Operational for public by 1 July



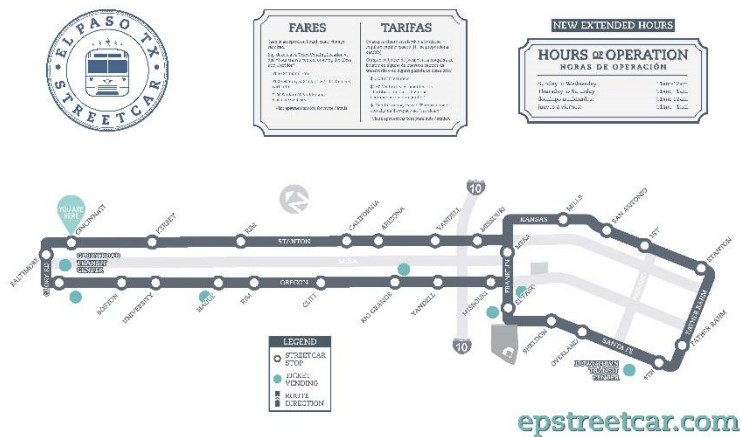
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Action Plan

- **Installation of Station Amenities**

- Begins Monday, 29 April
- 27 stations
- Improved visibility
- User instructions

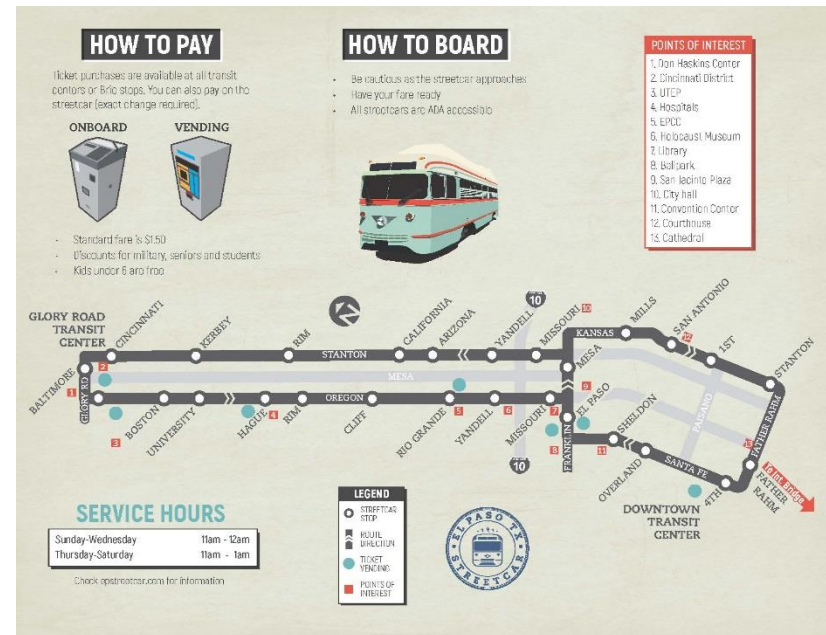


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Action Plan

- Push of user-friendly information about how and why to ride the Streetcar across businesses/hotels/restaurants along route to create **streetcar ambassadors**

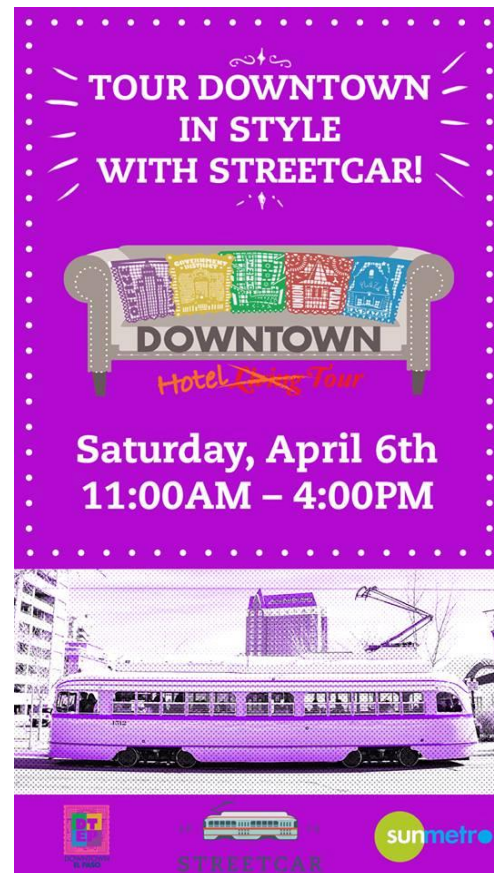


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Action Plan

- Exploring **sponsorship support** for summer: *Summer Fun in the Sun City-Rediscover Downtown and Uptown on the Streetcar*
 - DMD
 - Chamber
 - CBA



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Action Plan

- **Programming**-entice, align, surprise
 - Special tours (Mayor, First Lady, Artists, other “Celebrities and Characters”)
 - Themed/Party rides
 - Game nights
 - Special activity/participation events for teams/groups
 - District 1 sponsored Music Series
 - Enhance in-car recorded information (“alight here for the win...”)
- **Partners**
 - Chihuahuas and Locomotives
 - Last Thursdays
 - DMD, CBA, El Paso Chamber
 - Businesses, hotels, restaurants, merchants, organizations
 - UTEP and EPCC
- **Park and Ride Incentives**
- **Surveys and KPIs**



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