



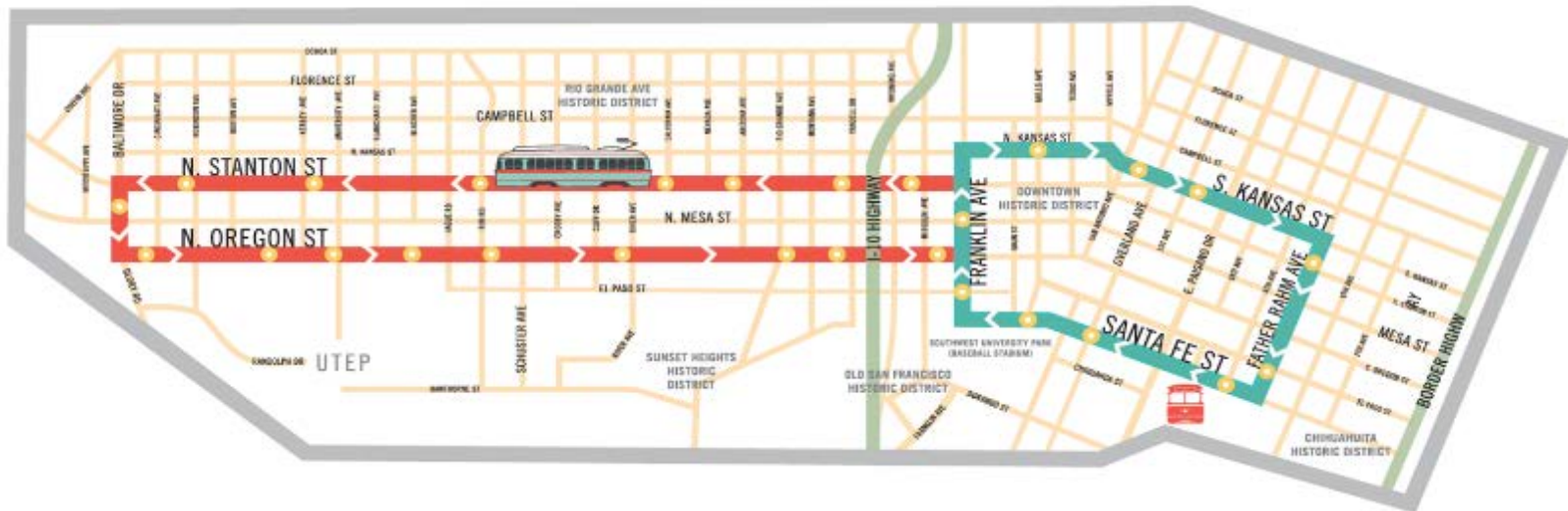
El Paso Streetcar Transition Update

City Council Meeting
May 15, 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
 - Safety and Security Readiness Review report was submitted to SM for review on Apr 25
 - SSOA scheduled the report briefing in El Paso on May 1
 - **Sun Metro has developed a Readiness Review Action Items Form to complete all items in the SSOA's report**
- 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 and PCC remanufacturing
- Hand-off to the COEP will be incremental as infrastructure and PCC cars are certified operational
 - **Maintenance and Storage Facility (MSF) handed off to COEP week of Apr 9**
 - Trackworks
 - Communications system
 - Overhead contact system
 - Traction power substations
 - Streetcar stop amenities: landscaping, loading platforms, etc.



Other Streetcar Activities

- Class of 8 streetcar operators is scheduled to start Jun 4, graduating July 16
- Streetcar testing, before burn-in, includes:
 - Brake and acceleration
 - Clearance and comfort
 - Other functionality tests
- Testing continues for PCC car #1506 & #1512



Arrival of Streetcars



PCC Car Timelines

- 1st PCC car, #1506, arrived Mar 19 and be certified for hand-off to COEP/Sun Metro in May
 - **All preliminary testing must be satisfactory before burn-in starts**
 - **Burn-in testing must pass 200 miles of perfect continuous operations to be accepted**
- 2nd PCC car, #1512, arrived on Apr 29
 - **Preliminary testing has started before burn-in begins**
 - **Burn-in must pass 50 miles of perfect continuous operations to be accepted**
- PCC cars 3-6 will arrive one-by-one, between May and Oct 2018



Outreach and Branding



Mithoff Burton

MARKETING PHASE I – DISCOVERY

April 1 – June 1

- **Client Immersion**
 - Meetings with COEP and Sun Metro
- **Brand Discovery**
 - Research
 - Current Collateral / Practices
 - Creative Briefs
- **Develop Marketing Plan / Strategy**



Streetcar Safety

GRASS ROOTS OUTREACH

Presentations at:

- **Central Business Association**
- **La Fe Preparatory School to Parents and Staff**
- **Capital Improvement Department**
- **Neighborhood Associations**
 - Sunset Heights
 - Rim Road
 - Kern
 - Five Points
- **Univision Pop News**
 - Facebook Live
 - 5:00 p.m. and 10:00 p.m. Newscast



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 at El Paso
- El Paso Community College
- Region 19
- El Paso ISD
- Socorro ISD
- Ysleta ISD
- Canutillo ISD
- Clint ISD
- San Elizario ISD
- Tornillo ISD
- Anthony TX ISD
- Las Cruces Public Schools
- Las Palmas
- Providence Hospitals
- UMC
- La Fe
- Catholic Diocese
- Fort Bliss
- El Paso Airport & Virtual Wall
- Downtown Management District
- Neighborhood Leadership Academy
- Central Business Association
- El Paso County
- Ciudad Juarez, Chihuahua
- Convention Visitors Bureau

Pending Visits

- Gadsden ISD
- Fabens ISD
- Burnham Charter Schools
- City of Las Cruces
- Dona Ana County
- NMSU





