



Agenda Item 21.3

Management Update:

Streetcar Activation and Programming

November 12, 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
 - Phillip Etiwe, Planning and Inspections



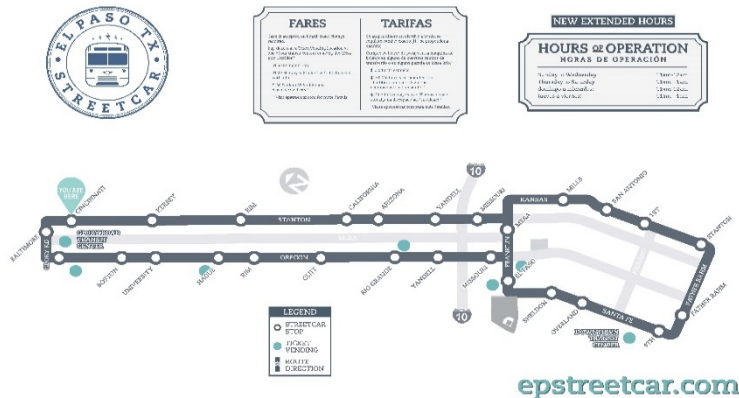
Cross-functional Team Formed to Implement Improvements Aligned with Community Expectations

- Integrate into our downtown/uptown culture
- Enhance understanding of how system works
- Improve wait times
- Provide real time tracking/Synchronize with App
- Simplify ticketing
- Integrate with other transportation options in downtown and uptown
- Add/Enhance shade/signage/amenities



Completed Actions

- **Amenities installed at all stations**
 - Improved visibility for the system
- **Enhanced user experience**
 - User instructions (English and Spanish)
 - Station graphics updated regularly
- **Real time tracking app available for download**
 - 4,958 iOS Downloads
 - 2,232 Android Downloads





Streamlined Schedule

- **Expanded summer hours to meet rider needs**
- **Transitioned to Fall and Winter schedule for better alignment per ridership data gathered**
 - Sun-Wed: 10 AM – Midnight
 - Thurs-Sat: 10 AM – 1 AM
- **Additional cars running during high demand periods to ensure shorter wait times – agility in system to provide excellent customer service**

STREETCAR TIMES ARE CHANGING

BEGINNING OCTOBER 13

Sunday-Wednesday
10AM to midnight

Thursday-Saturday
10AM to 1AM

DOWNLOAD THE APP!

A photograph of a streetcar in winter, with snow on the ground and trees. The streetcar is white and blue, with "15311 DOWNTOWN-EL PASO" on its front. The background shows a city street with buildings and trees.

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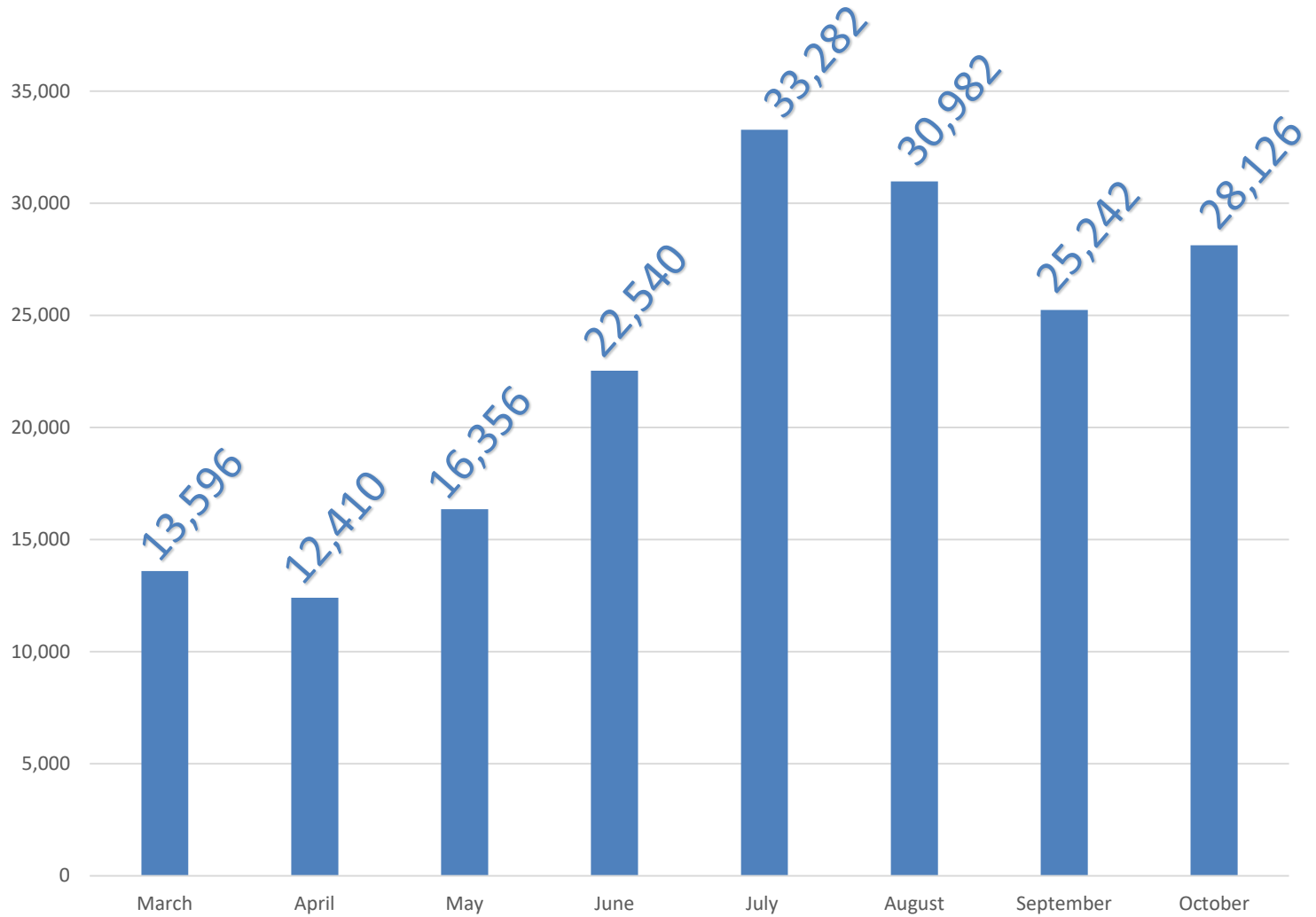
Summer Sponsorship For Fares

- **Sponsorship Support for summer riders:** *Summer Fun in the Sun City-Rediscover Downtown and Uptown on the Streetcar*
 - DMD
 - Chamber
 - DoubleTree Hotel
- **Ridership increased 38% in June over the previous month**
- **Ridership increased an additional 48% in July over June**





Streetcar Ridership



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EP Strong Rides

- **Streetcar fares waived in September and October**
- **Donations accepted for El Paso Strong Memorial**
 - **\$5,213 was donated**





Programming

- **Completed more than 30 special events**
- **Completed programs including:**
 - **4 April—OPENING DAY with the Chihuahuas-Ride Along with Chico**
 - **20 April—EARTH DAY-Free parking at Glory Road + promotional gifts for riders at Downtown Artist & Farmers Market**
 - **27 April—DIA DE LOS NINOS-Free parking at Glory Road + promotional gifts for riders downtown**



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Programming

- **Completed Programming**

- **2 May—CINCO DE MAYO-MACC Branding Launch Event and Pop Up Activation Ride Along with Bowie HS Mariachi Orgullo**
- **19 May—FELIZ COMPLEANOS EL PASO-Promotional gifts for riders downtown**
- **25 & 26 May—NEON DESERT Music Festival—Sponsored rides for festival attendees and live music performance Ride Alongs**
- **Graduation Season—#EPGRADS Special Props on board for selfies and photos**
- **8 June—DOWNTOWN ARTIST & FARMERS MARKET+LIBRARY Summer Reading Program Kick-Off Celebration-Free parking at Glory Road**

A promotional graphic for the Downtown Artist & Farmers Market. It features a stylized illustration of a yellow and green streetcar. The text "Catch a ride on the Streetcar to the" is written in a cursive font, leading to the "DWN TOWN ART & FARMERS market" logo. Below the streetcar, it states: "Free parking will be available at the Glory Road Parking Garage until 3:00 p.m. on Saturday, June 8th only".

Catch a ride on the Streetcar to the

DWN TOWN
ART & FARMERS
market

Free parking will be available at the Glory Road Parking Garage until 3:00 p.m. on Saturday, June 8th only



Programming

- **Completed Programming**
 - **Celebrity Ride Along with Sin Cara, in collaboration with El Paso Museum of History**
 - **Mayor's Economic Development Tour, in collaboration with El Paso Chamber**
 - **El Paso Locomotive FC Streetcar Soccer Series – live interviews and ride along with players**



STREETCAR SOCCER SERIES

Logan Ketterer Andrew Fox Omar Salgado

FREE RIDE WITH

EL PASO LOCOMOTIVE FC

JULY 22nd
JULY 29th
AUGUST 5th
AUGUST 12th

6:00 PM

sunmetro EL PASO CHAMBER DOUBLETREE EL PASO MUSEUM OF HISTORY MCAD STREETCAR

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Programming

- **Completed Programming**
 - **TROLLEY TRACKS: A Streetcar Music Series, in collaboration with District 1, Last Thursdays May 30 through October 31**
 - **DIA DE LOS MUERTOS**
 - Spooky stories sponsored by EPMH
 - Free parking
 - Participated in parade



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Programming

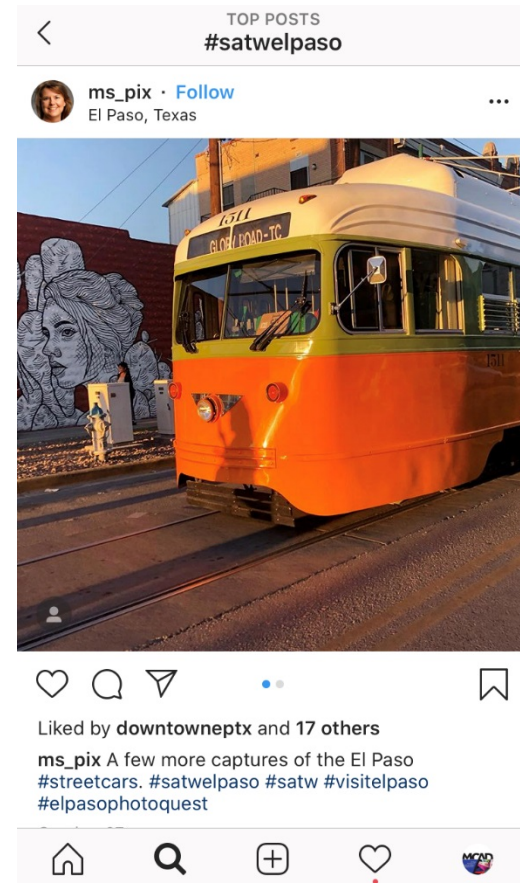
- **Ongoing Programming**
 - **Streetcar Read & Rides with the Main Library with special holiday themes**
 - **Streetcar tours with the First Lady**





Increased Partnerships

- **Developing and Strengthening Collaborations Across Partnerships Citywide**
 - **Destination El Paso**
 - **Minor League Baseball**
 - **Society of American Travel Writers**
 - **University of Texas El Paso Athletics Department**
 - **Promotional video encouraging park and ride to games**





WinterFest

- **Coolest Fest in the Southwest**
November 23 – January 5
 - Celebration of Lights Parade
 - Official Tree Lighting Ceremony
 - Holiday Market with artisan vendors
 - New route for Sun City Express
 - Special programming at the library and museums
 - Ice Rink
 - Free holiday movies at the Plaza Theatre
 - Enhanced holiday experiences at the Zoo and El Paso International Airport





WinterFest

- Free rides through January
- Streetcars decorated for the holidays
- Shelters throughout WinterFest Event footprint decorated to assist with wayfinding
- Free parking at Glory Road Transit Center and uptown meters on November 23
- Streetcar will run from 10 a.m. – 1 a.m.
- Park and Ride opportunities at all the transit terminals (SunMetro)
 - Hourly inbound trips from 11 a.m. – 3 p.m.
 - Hourly outbound trips from 7:30 p.m. – 10:30 p.m.
- Streetcar holiday hours
 - 10 a.m. – 6 p.m. on Thanksgiving, Christmas and New Year's Day
 - For bus and BRIO holiday schedules visit Sunmetro.net





Designed by local artist Michelle Delgado
Artwork will be featured in upcoming new installation of Beauty and Box

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