



El Paso Streetcar Cross-Functional Team

Agenda Item: 6
17 August 2021

Strategic Goals

- 1.2 Stimulate economic growth through transit integration
- 3.2 Improve the visual impression of the community
- 4.2 Create innovative recreation, educational and cultural programs
- 5.1 Set a climate of respect, collaboration and team spirit among Council, city staff and the community





Team Members

- **Lead:** Tracey Jerome, DCM, Quality of Life
- **Members:**
 - Rep. Peter Svarzbein, Mayor Pro Tem, D1
 - Rep. Cassandra Hernandez, D3
 - Rep. Cissy Lizarraga, Mayor Pro Tem (alt), D8
 - Diana Cepeda, Quality of Life
 - David Coronado, International Bridges
 - Mirella Craig, Economic Development
 - Bryan Crowe, Destination El Paso
 - Laura Cruz-Acosta, Strategic Communications
 - Everette Esparza, Sun Metro
 - Joe Gudenrath, DMD
 - Araceli Guerra, IT
 - Brian Lake, International Bridges
 - Kevin Smith, Planning and Inspections
 - Ellen Smyth, Sun Metro

A green and yellow streetcar is shown from a front-quarter perspective. The vehicle is decorated with colorful paper banners (papel picado) in red, blue, and purple hanging from the roof. Yellow marigold flowers are attached to the side mirrors and the front bumper. The streetcar is on a street with a building and a white van visible in the background.

Opportunity Statement

Working with community stakeholders, the Cross Functional Team will activate and deploy various approaches to develop and support the sustainability of the streetcar, building brand recognition and ridership and supporting economic development and tourism for Uptown and Downtown



Approach to Achieve Project Outcomes

- Deploy **phased** service with **activation** including **programming, marketing** and **promotion** to build **brand recognition** and **ridership**
- Develop profile of the service as **unique amenity**, supporting economic development and tourism for Uptown and Downtown

Key Messaging

Streetcar usage is a safe, reliable, unique way to travel through and between the Uptown and Downtown



Measures of Success

Key measures of success will include:

- Programming developed/launched
- Ridership numbers
- Partnerships/collaborations
- Advertising/sponsorships

MISSION



Deliver exceptional services to support a high quality of life and place for our community

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople

