



CITY OF EL PASO

# **Ordinance Amending Title 12.48 Loading Zones, Bus and Taxi Stands**

## **Rideshare Hub**

El Paso Police Department

Code Enforcement Department

Streets and Maintenance Department

# Title 12.48

## Proposed Ordinance Amendments

Strategic Plan Goal:

***2: Set the standard for a safe and secure city***

***2.4: Improve motorist safety and traffic management solutions***

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

***7.2: Improve competitiveness through infrastructure improvements  
impacting the quality of life***

# Title 12.48

## Proposed Ordinance Amendments

### Establishment of Rideshare Hub

- August of 2023 - May of 2024 “Sociable City Assessment”
  - Recommended priorities and feedback received via 29 community engagement events
- Key study locations include the Downtown & Cincinnati areas
- Creation and implementation of improvements



# Title 12.48

## Proposed Ordinance Amendments

# Supporting a Comprehensive Parking Strategy

- **Improve Enforcement**—provide additional tools to ensure enforcement of parking restrictions and meters
- **Clarify Requirements for Parking Zones**—improve standards for residential parking districts, rideshare zones, loading zones, and valet parking
- **Update Parking Meter Policies**—expand meter hours of operation and update meter fees

# Title 12.48 Proposed Ordinance Amendments

## Purpose of Rideshare Hub

- Facilitate high standards for quality of life
- Enhance safe mobility options
- Promote safe rides home



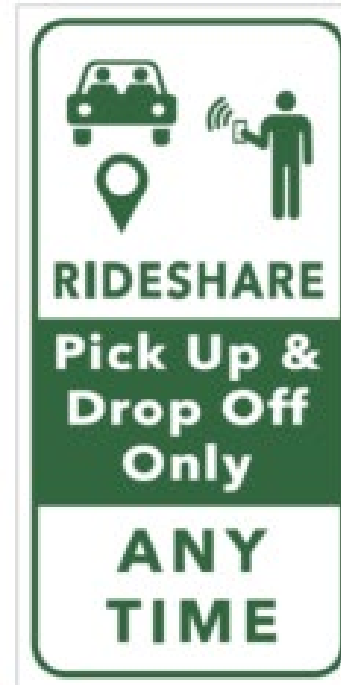
Pilot location – Baltimore Dr & N Mesa St (Camera 5)



# Title 12.48

## Proposed Ordinance Amendments

Pilot location – Baltimore Dr & N Mesa St



### Rideshare hub

Establish passenger loading zone for rideshare services

5 minute maximum for loading/unloading of passengers

Available 24 hours a day unless otherwise specified

**First  
Rideshare  
Zone Outside  
the Airport**

# Title 12.48

## Proposed Ordinance Amendments



### Rideshare Public Safety Awareness

- Awareness of available safety measures within the rideshare applications
- Ask the driver "What's my name?" to confirm they have booked a trip with you through the rideshare app
- Reminder of the importance of verifying the make, model and license plate of vehicle

# Title 12.48

## Proposed Ordinance Amendments

### **Requested Council Action:**

- Chapter 12.48 LOADING ZONES, BUS, TAXI STANDS, AND RIDESHARE ZONES.

C. Zones for Rideshare Use. In a loading zone designated for rideshare use, loading and unloading of passengers will be permissible twenty-four (24) hours per day, unless otherwise specified on posted signs.

- 12.48.030 Loading zone—Pick-up and discharge of passengers.

The driver of a passenger vehicle may stop temporarily at a loading zone for a maximum of five minutes, even during the restricted hours, for the purpose of and while actually engaged in loading or unloading passengers, but only when such stopping does not interfere with any other vehicle lawfully in or about to enter such zone for loading or unloading merchandise or materials.



# Title 12.48

## Proposed Ordinance Amendments

### Continued

- 12.48.040 Public carrier stops, stands and routes—Authority to designate.
  - A. The traffic engineer is authorized and required to establish bus stops, bus stands, **rideshare zones** and stands for passenger common-carrier motor vehicles on such public streets in such places and in such number as may be determined to be of the greatest benefit and convenience to the public. Each such bus stop, bus stand, **rideshare zone**, or other stand shall be designated by appropriate signs or markings approved by the traffic engineer and installed by the city...
- 12.48.050 Use of stands by buses, taxicabs, and rideshare vehicles.
  - E. The operator of a taxicab and rideshare vehicle may stand or park such vehicle in a designated rideshare zone not to exceed a maximum of five minutes for the purpose of loading/unloading passengers.
- 12.48.060 Use of stands by other than those designated for.

No person shall stop, stand or park a vehicle other than a bus in a bus stop, ~~or other than~~ a taxicab in a taxicab stand, **or other than a rideshare vehicle in a rideshare zone** when any such stop or stand has been officially designated and appropriately signed, except that the driver of a passenger vehicle may temporarily stop therein for the purpose of and while actually engaged in loading or unloading passengers when such stopping does not interfere with any bus or taxicab waiting to enter or about to enter such zone.

# QUESTIONS?

## 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,  
**A**ccountability, **P**eople



## MISIÓN



Brindar servicios excepcionales  
para respaldar una vida y un  
lugar de alta calidad para  
nuestra comunidad

## VISIÓN



Desarrollar una economía regional  
vibrante, vecindarios seguros y  
hermosos y oportunidades  
recreativas, culturales y educativas  
excepcionales impulsadas por un  
gobierno de alto desempeño



## VALORES

Integridad, Respeto, Excelencia,  
Responsabilidad, Personas