

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

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DEPARTMENT: Department of the City Manager
Development & Infrastructure Services

AGENDA DATE: January 23, 2007

CONTACT PERSON/PHONE: Patricia D. Aduato, Deputy City Manager
(915) 541-4853

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

Discussion and action on the status of the planning and fundraising efforts for the City-sponsored CicloVia pilot program to be held during the month of May 2007, and authorizing funding up to an amount not to exceed \$15,000.00 to offset any costs of hosting the pilot program not covered through private fundraising efforts.

BACKGROUND / DISCUSSION:

CicloVia is an event that reserves portions of major thoroughfares on Sunday mornings for bicycles, skaters and pedestrians. Its popularity is growing, and recently Ciudad Juarez hosted such an initiative in 2003. It was hugely successful with over 60,000 participants each Sunday. City Manager Joyce Wilson tasked staff with looking into the feasibility of hosting such a program locally, and designated a technical Working Group to bring forward needed recommendations. The Working Group consists of the Departments of Development Services, Engineering Services, Street, Environmental Services, Police, Fire, Sun Metro and Legal.

The Working Group has been meeting to bring forward its recommendations. To begin, an evaluation and selection of a preferred route was necessary. At least four recommended route options were considered. Upon a determination of the recommended route (Scenic Drive/Alabama Street), a more detailed analysis was conducted that includes the following: a land use study to identify churches, commercial businesses, and other critical establishments that would be impacted by a Sunday closure of the thoroughfares; identification of properties with sole access from the closed portions of the thoroughfares; transit routes impacted; opportunity for closing one or both directional travel lanes on the thoroughfares; departmental costs for traffic control, staffing, etc. to hold event; identification of any impediments/issues/concerns with a route; event scheduling (length of pilot study, day, time, etc.); and any other information that would be helpful in determining the feasibility of the program.

Initially, the Working Group recommended a launch date for the pilot program for September 3, 2006 within the preferred route of Scenic Drive/Alabama Street. Each Sunday in September (4 weeks), certain rights-of-way would be closed between the hours of 7:00 am and noon. The event slated for September 2006 was postponed due to the infrastructure damage citywide (and along the proposed route) resulting from Storm 2006. City Council was advised of the postponement by email dated August 10, 2006, and a May 2007 tentative date for the event was provided. The Working Group has continued to meet and discuss the event, and the added time has allowed for more careful planning and study. It is estimated that the costs (approximately \$107,012) of hosting the pilot program will be fully reimbursed through private donations to the effort, however a request for City funding up to an amount of \$15,000.00 is requested to cover any shortfall (including advertising expenses to market the event). Currently, approximately \$98,000 has been committed to the event through private donations and fundraising efforts are continuing.

PRIOR COUNCIL ACTION:

On June 20, 2006, the El Paso City Council unanimously approved the concept of a pilot program in September 2006. This action was later reaffirmed by the City Council on July 25, 2006, when a status report of the fundraising efforts was made as had been requested. No funding was authorized for the event to allow private fundraising efforts to proceed, and it was recommended that another report be made as the event neared. The power point

presentation and spreadsheet of costs formerly presented to the City Council is attached for your information. A summary of other staff action items underway is shown below.

- Event date. The Working Group recommends an event date of May 2007, each of four Sundays.
- Alternate routes. Given the additional time for planning the event, a discussion of alternate routes was raised. The Working Group recommends that the Scenic Drive Route be maintained as adjacent neighborhood associations and business community representatives are aware and supportive of the route.
- Costs. All costs for the event have been re-validated at \$26,753 per event, or \$107,012 for the month (May 2007). A total of \$98,000 has been committed to-date, and fundraising efforts will continue.
- Event slogan. Not yet finalized, and District 8 office will take the lead to begin marketing the event starting January 2007 and building up to the May event.
- Informational meeting. One informational meeting will be held on January 25, 2007 with the affected property owners along the route. It will be held at 6:00 pm at the Grandview Park Senior Citizen Center. Invitation letters will be mailed week of January 8th.
- Equipment rentals / permits required. All necessary rentals, authorizations, permitting, etc. required for the event will be handled by the respective departments assigned to ensure blocking for the event date.
- Task assignments:
 - Parade Application Submission to Development Services; Chuck Kooshian
 - Equipment Rentals for Traffic Control; Rick Conner / Ted Marquez
 - Reservation of Sanitary Portables for Event; Barry Russell / Wayne Thornton
 - Marketing of Event; PIO / City Representatives Beto O'Rourke & Susie Byrd
 - Media Sponsorships; City Representatives Beto O'Rourke & Susie Byrd
 - Event Logo & Theme ("Taking Parks to the Streets"); City Representatives Beto O'Rourke & Susie Byrd / Elaine Hengen (license agreement)
 - Event Banners (w/named sponsors); Barry Russell / Wayne Thornton
 - Owner Notifications along Route / Informational meeting; Chuck Kooshian (labels) / Pat Adauto (letter & mailing)
 - Event Point-of-Contact for All Referrals; Shamori Whitt
 - Donations & Sponsorships; Shamori Whitt (budget) / Elaine Hengen (legal)
 - Ambulance Sponsorship; Shamori Whitt
 - Bottled Water Sponsorship; City Representatives Beto O'Rourke & Susie Byrd
 - Bus Route Reconfiguration & Public Notice; Elizabeth Van Lauwe
 - Police & Fire Manpower for Event; Richard Wiles / Roberto Rivera
 - Trash Receptacles Delivery & Pickup; Ellen Smyth
 - Route Cleanup; Gerald Pucel
 - Event Volunteers; Fire & Police Explorers / Manny Chavira
 - Authorized Use of Identified Parks for Event; Barry Russell / Wayne Thornton
 - Use of Parking Areas identified; City Representatives Beto O'Rourke & Susie Byrd (verbal permission) / Elaine Hengen (written verification)
 - Notice to major tenants (restaurants, churches, etc.) along Route; City Representatives Beto O'Rourke & Susie Byrd
 - Other funding sponsorships; City Representative Beto O'Rourke

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

The Transportation Services Legislative Review Committee, at its meeting on June 9, 2006, took no action on this item and instead forwarded its consideration to the full body of City Council.

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

SECTION HEAD:

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

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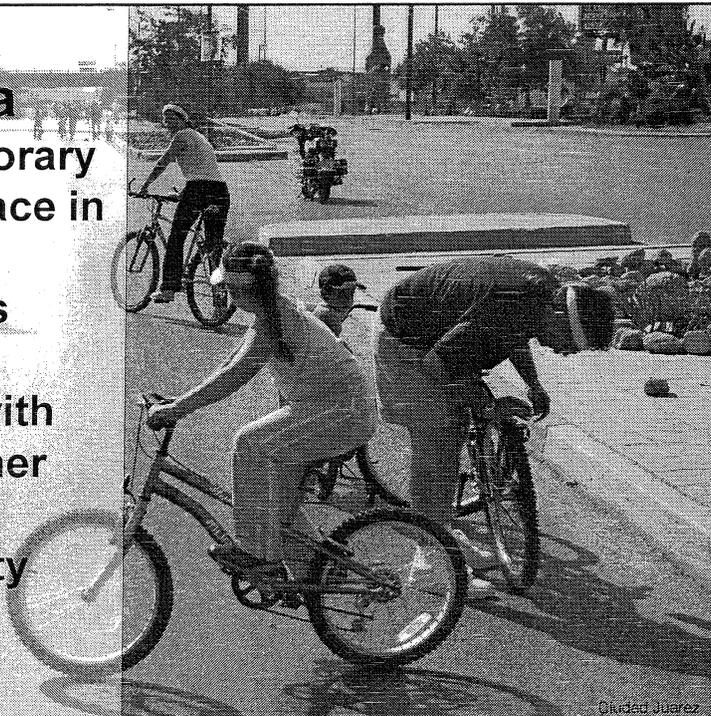
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CicloVia A Pilot Project

El Paso City Council
June 20, 2006

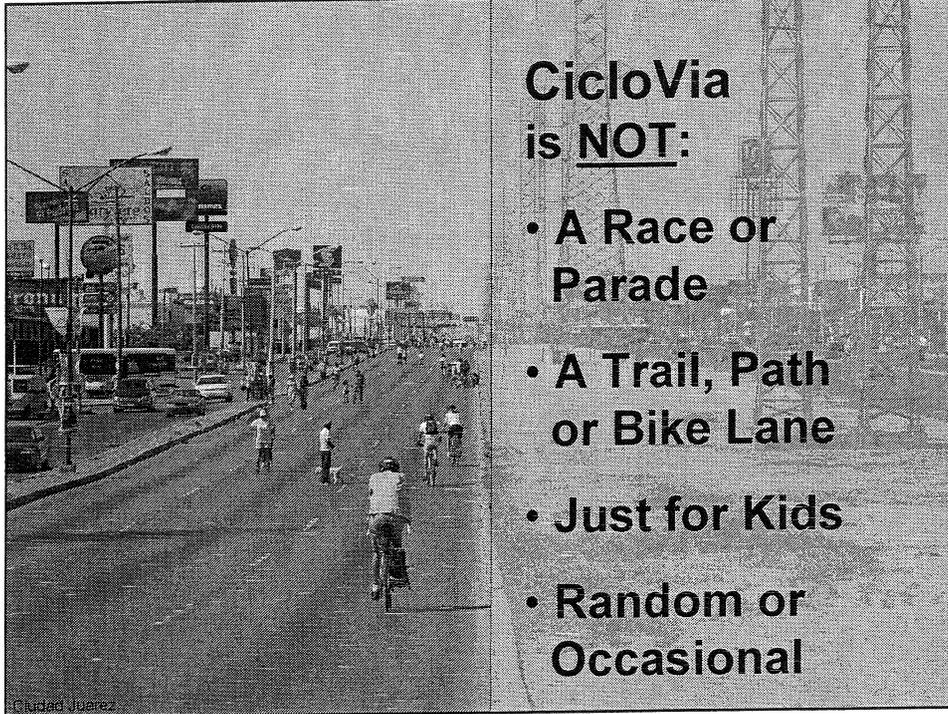
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CicloVia
is a temporary
urban space in
which
neighbors
regularly
interact with
one another
and their
community
through
exercise.



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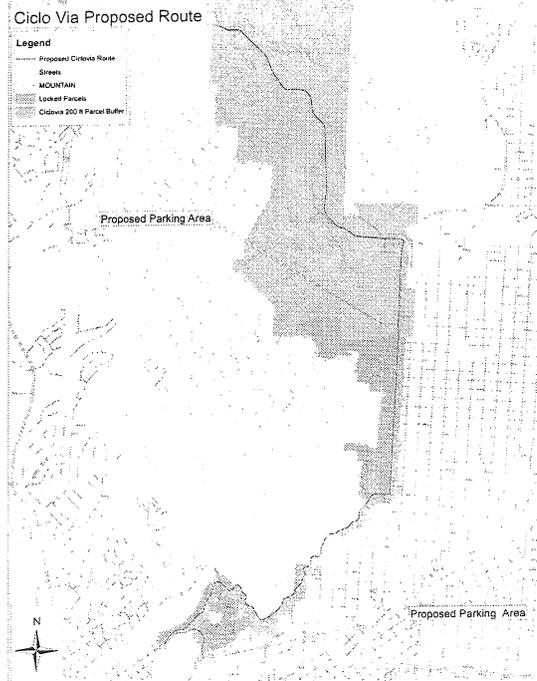
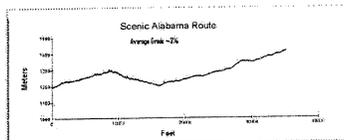
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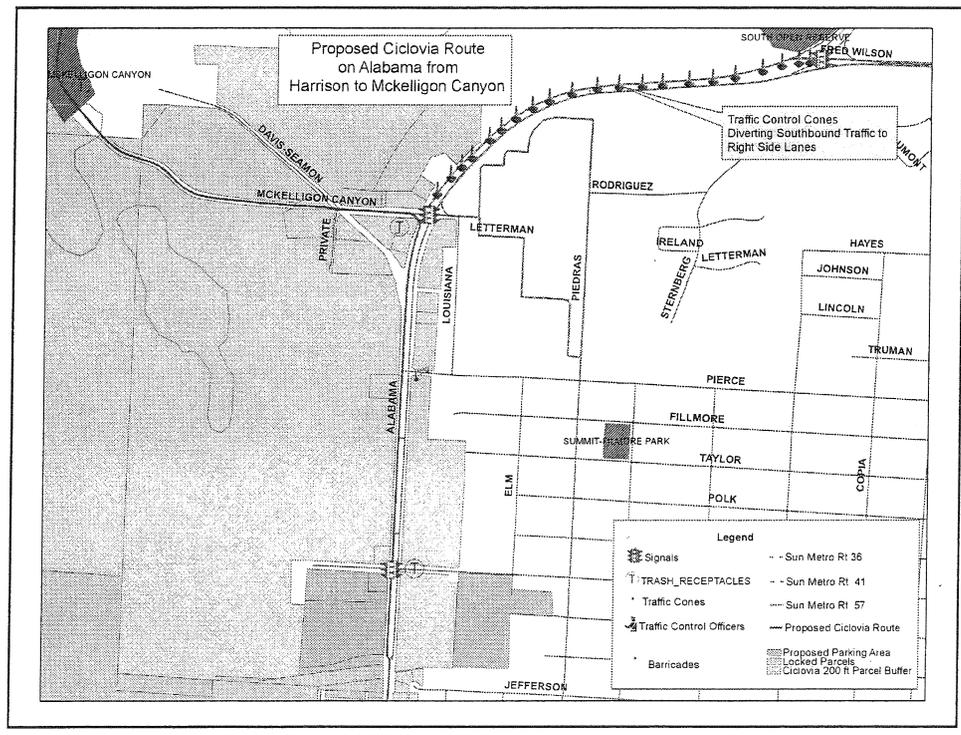
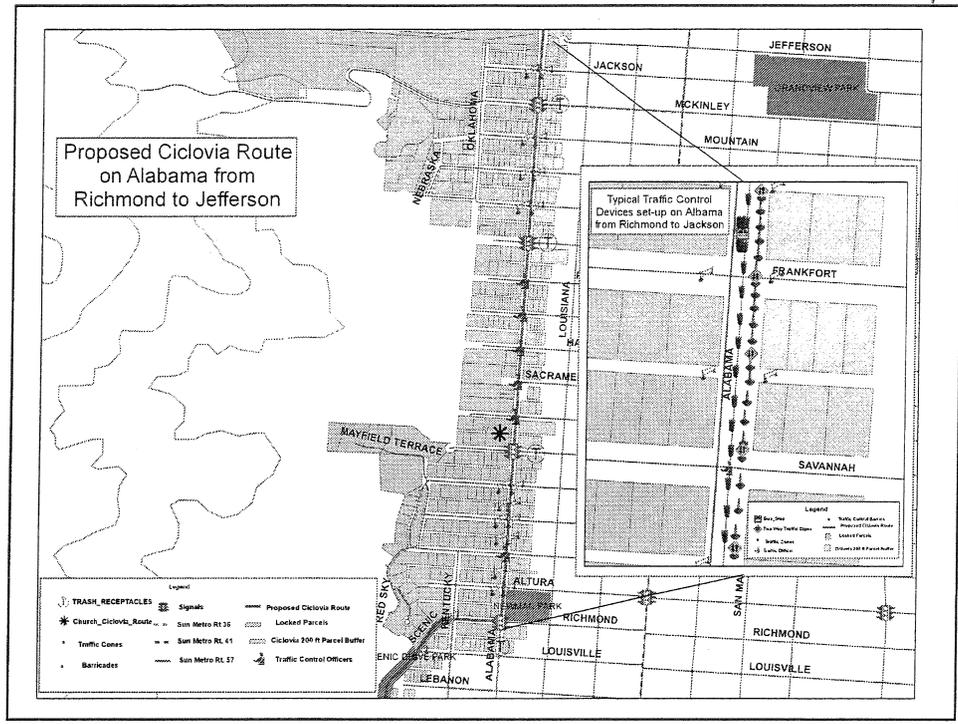
CicloVia is NOT:

- A Race or Parade
- A Trail, Path or Bike Lane
- Just for Kids
- Random or Occasional

Recommended Pilot Project Route: Scenic-Alabama



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CicloVia Pilot Project Event Dates

Sunday, September 3
Sunday, September 10
Sunday, September 17
Sunday, September 24

Estimate of Weekly Operational Cost

Traffic Control Devices	Apache Barricade /Traffic Division	\$10,000
Police	Police	\$11,251
Medical	Fire	\$3,051
Sanitation	Sarabia\Parks	\$1,176
Trash	Solid Waste	\$450
Street Sweeping	Streets	\$1,475

Total **\$26,753**

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Operational Cost for 4 events, \$107,012



Bogota, Columbia

Alabama Scenic Route

	Number	Unit Cost	Hours	Unit Cost	Total
Traffic Control Devices					
Alabama					
38 intersections 2 units/intersection					
Type III barricades	76	\$ 2.00			\$ 152.00
Signs	76	\$ 1.45			\$ 110.20
Sign Stand	76	\$ 0.85			\$ 64.60
2.8 miles @ 106 units/mile					
Barrels (every 50 feet)	300	\$ 1.50			\$ 450.00
dividers (every 50 feet)	300	\$ 1.50			\$ 450.00
Rim Road					
Type III barricades	50	\$ 2.00			\$ 100.00
Signs	50	\$ 1.45			\$ 72.50
Sign Stand	50	\$ 0.85			\$ 42.50
Barrels (every 50 feet)	100	\$ 1.50			\$ 150.00
Labor					\$ 5,200.00
					\$ 6,791.80 Round to \$7,000
				Total	\$ 10,000.00
1 Gator unit w/ two Firefighters (1 Lt & 1 FST)					\$ 538.33
4 Bicycle units-four Firefighters (2 Lts & 2 FSTs)					\$ 1,076.66
2 Ambulances - four Firefighters (2Lts & 2 FSTs)					\$ 1,076.66
1 Officer representative @ CP (Battalion Chief)					\$ 360.26
Total for Fire Dept:				Total	\$ 3,051.91
Police					
31 officers					
29 regular 2 supervisors					

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31 vehicles
8 motorcycle, 14 cars, 1 RV, 8 bicycles

6

Total \$ 11,251.14

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Total \$ 450.00

Porta Potties

Total \$ 1,176.00

Street sweeping

sweeper
supervisor

Total \$ 825.00

Grand Tot \$ 26,754.05

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