

# Ciclovia El Paso



Plan for Success



# Goal of Ciclovía El Paso

- To provide El Pasoans with a unique recreational experience that highlights the attractive geographical features of El Paso while enhancing the quality of life and physical well-being of the community.



# Objectives

1. To make Ciclovía El Paso a financially self-sustaining program
2. To obtain at least 1/3 of the ridership of Ciudad Juárez Ciclovía (20,000)
3. To maintain a rate of recidivism for participants of at least 90%
4. To secure a base of 50 to 100 volunteers for Ciclovía El Paso
5. To increase awareness of Ciclovía El Paso for the greater El Paso region



## 4 Part Strategy- Pt. 1

- The Establishment of a 501c3 Organization
  - To serve as fundraising mechanism
    - Private donors
    - Merchandise
    - Memberships
  - To serve as a means for volunteer participation
    - Praxis Organization
    - Service Hours



## 4 Part Strategy- Pt. 2

- Development of Media Plan
  - “Taking Parks to the Streets”
  - Squirrel Productions
    - TV/Radio/Print
    - Bilingual



## 4 Part Strategy- Pt. 3

- Customer Service
  - Signage on Route/ Event
    - Parking signs
    - Banners
    - A-Frames
  - Announcements at Event
  - Adequate public services and opportunity for vendors



# 4 Part Strategy- Pt. 4

- Special Events
  - Picnic Basket Auction
    - Local Restaurants
  - Raffles
    - Bikes, strollers, etc.