

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

**DEPARTMENT:** Department of the City Manager  
Development & Infrastructure Services

**AGENDA DATE:** July 25, 2006

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

**DISTRICT(S) AFFECTED:** All Districts

**SUBJECT:**

Discussion and action on the status of the fundraising efforts for the proposed CicloVia pilot program to be City sponsored and held during the month of September 2006, and authorizing the City Manager to take all necessary actions to implement the pilot program.

**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.

During the course of the last two months, 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.

The Working Group recommends a launch date for the pilot program of September 3, 2006 within the preferred route of Scenic Drive/Alabama Street. Each Sunday in September (4 weeks), certain rights-of-way will be closed between the hours of 7:00 am and noon. It is estimated that the costs of hosting the pilot program will be fully reimbursed through private donations to the effort. A more detailed explanation of the analyses conducted will be given as part of the presentation made.

**PRIOR COUNCIL ACTION:**

On June 20, 2006, the El Paso City Council unanimously approved the concept of a pilot program in September 2006. However, no funding was authorized for the event to allow private fundraising efforts to proceed. A report of the fundraising efforts was requested within thirty days, and this item will allow for a staff update on these efforts. The power point presentation and spreadsheet of costs formerly presented to the City Council is attached for your information, as well as a summary below of staff action items underway.

Task ; Assigned To

- Parade Application Submission to Development Services; Chuck Kooshian
- Route Maps to Working Group; 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 following July 25<sup>th</sup> Council action; Chuck Kooshian (labels) / Pat Aداuto (letter)
- 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
- Route Investigation & Repair Audit; Chuck Kooshian / City Representative Beto O'Rourke (to Street Department by August 15<sup>th</sup>)
- Route Repairs; Gerald Pucel
- 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
- Scheduling July 25<sup>th</sup> Council item; Pat Aداuto

**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. Due to the criticality of a September pilot launch, City Council direction on the project is necessary to allow adequate time for organizing and marketing the event.

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) \_\_\_\_\_ **FINANCE:** (if required) \_\_\_\_\_

**SECTION HEAD:**

**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Alabama Scenic Route

	Number	Unit Cost	Hours	Unit Cost	Total
<b>Traffic Control Devices</b>					
<b>Alabama</b>					
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
<b>Rim Road</b>					
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 \$
				<b>Total</b>	<b>\$ 10,000.00</b>
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
<b>Total for Fire Dept:</b>					
				<b>Total</b>	<b>\$ 3,051.91</b>
<b>Police</b>					
31 officers					
29 regular 2 supervisors					

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

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**Total \$ 11,251.14**

T rash

**Total \$ 450.00**

Porta Potties

**Total \$ 1,176.00**

Street sweeping  
sweeper  
supervisor

**Total \$ 825.00**

**Grand Tot: \$ 26,754.05**