

El Paso International Bridges

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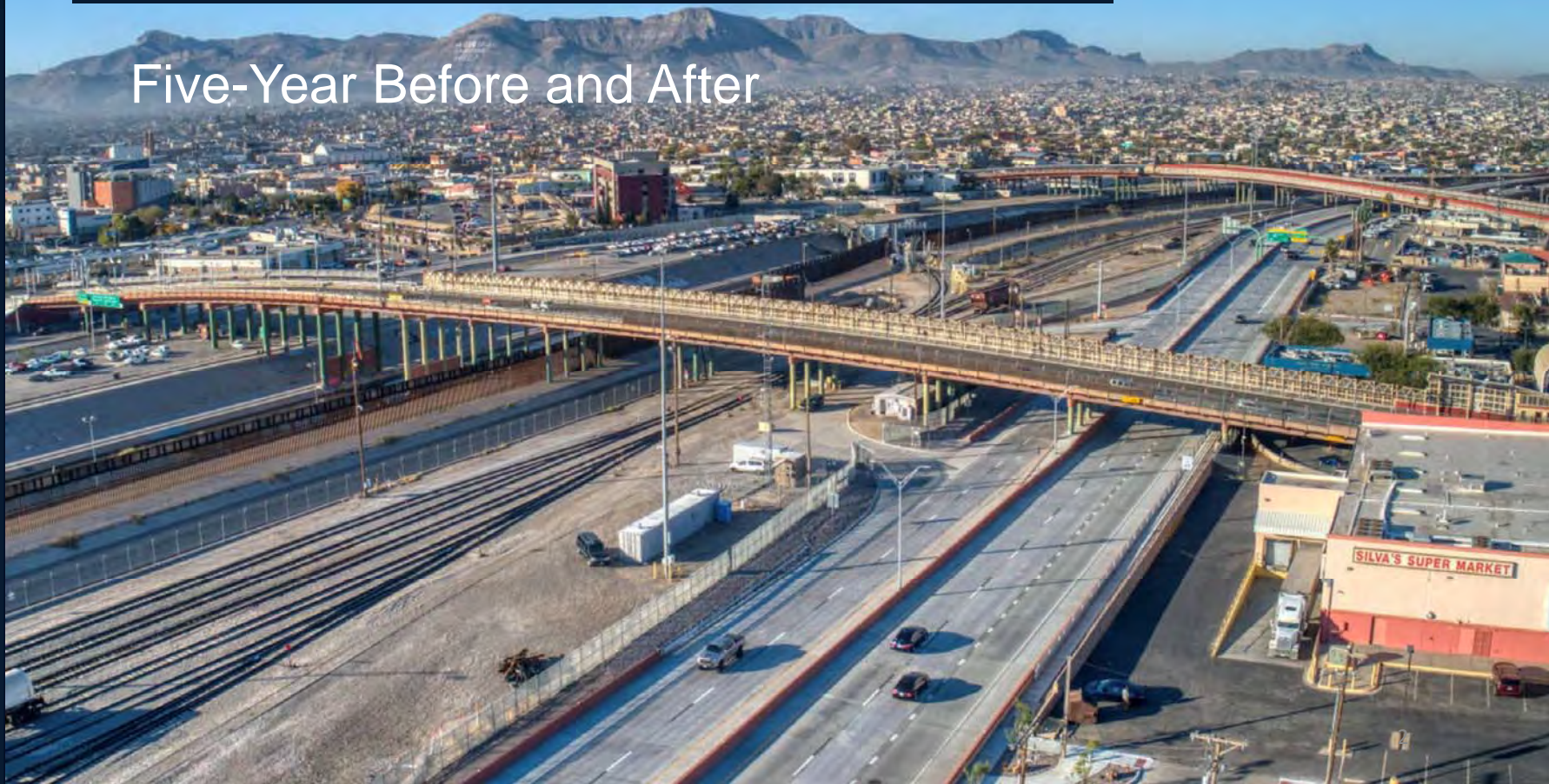
Director, International Bridges Department





The Power of Our Strategic Plan: El Paso Transformational Results

Five-Year Before and After





Strategic Plan Alignment

- Goal 1. Cultivate an Environment Conducive to Strong, Economic Development
 - ❖ 1.5 Stimulate economic growth through transit integration, cross border mobility, Trade and Tourism

Of the 20 in 20 Goals:

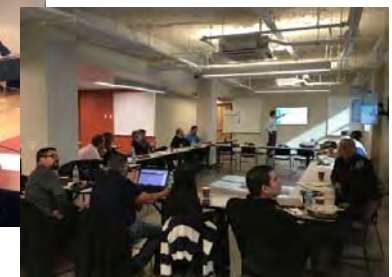
- #4 – Create Comprehensive International Bridges Capital Improvement Program (*Completed*)



The Power of Our Strategic Plan: El Paso Transformational Results

Five-Year Transformation

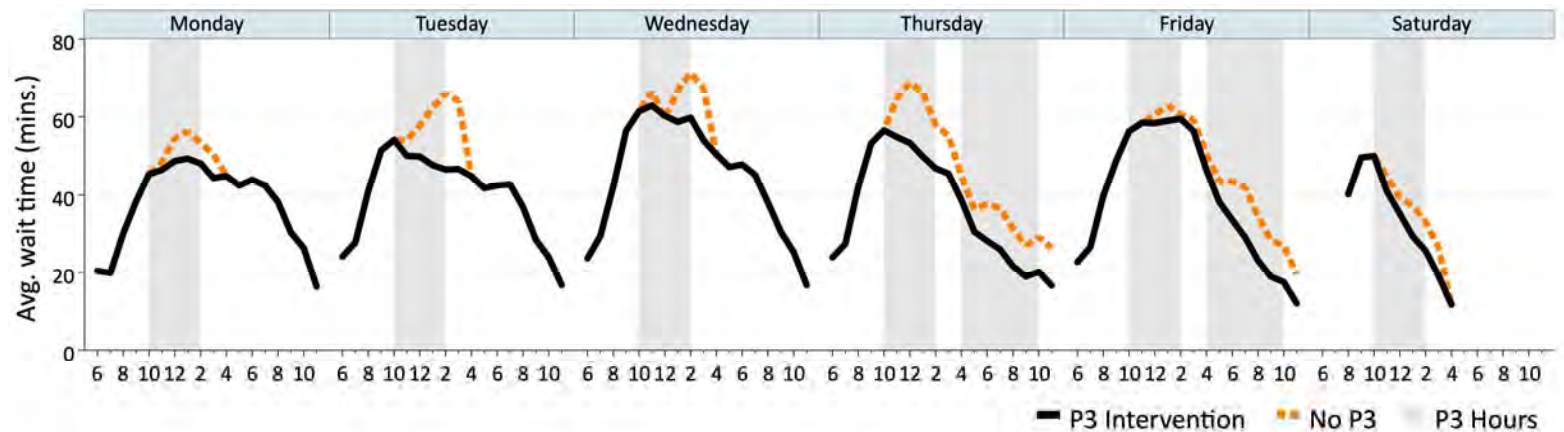
- Department restructuring and transformation as a first step to leverage the bridges for economic development purposes in 2015
- Bridges Steering Committee established to benefit and improve the operations at the city's ports of entry



The Power of Our Strategic Plan: El Paso Transformational Results

Five-Year Transformation

- Application of research methodologies and advanced statistical analysis, including qualitative, quantitative and (GIS) spatial techniques





The Power of Our Strategic Plan: El Paso Transformational Results

Five-Year Transformation

- Adoption of permanent P3 agreement with U.S. Customs and Border Protection to stabilize and reduce bridge wait times
- Development and adoption of comprehensive Capital Improvement Program for all regional POEs, all modes, both NB|SB
- Rider 44: \$32M in state transportation funding





The Power of Our Strategic Plan: El Paso Transformational Results

Five-Year Transformation

- Cross-border survey implemented
 - ❖ Binational collaboration between IBD and El Colegio de la Frontera Norte (Cd. Juárez and Tijuana campuses)
 - ❖ Covers all city bridges – PdN, Stanton, BOTA, and Ysleta
 - ❖ Captures seasonal and cyclical trends, and effects of external shocks (exchange rate, violence, national security)
- Downtown Parking Study completed
- Park915 mobile app launched
- Smart Cities Connect Award



TEAM EP
TX



EL PASO
INTERNATIONAL BRIDGE



Goal 1.5, #4 of the 20 in 20

Bridges Steering Committee



Goal 1.5, #4 of the 20 in 20

Bridges Steering Committee

United States

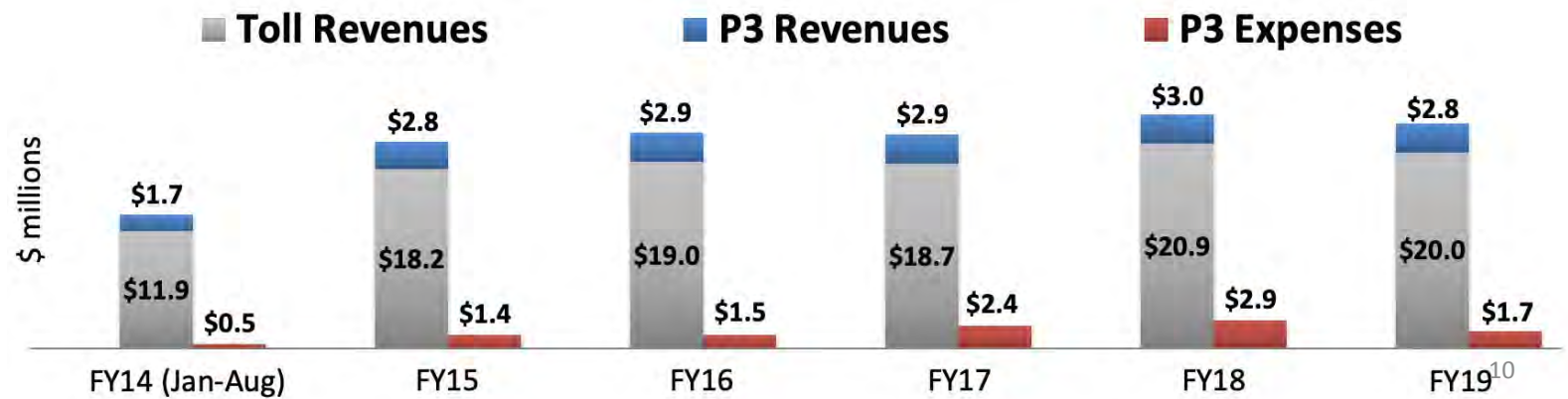
- Border Industrial Association
- Borderplex Alliance
- Camino Real Regional Mobility Authority
- City of El Paso (IBD, PD, PI)
- County of El Paso
- El Paso Community Foundation
- Metropolitan Planning Organization
- Southwest Maquiladora Association
- Texas Department of Public Safety
- Texas Department of Transportation El Paso
- U.S. Customs and Border Protection
- U.S. Federal Protective Service
- U.S. General Services Administration
- U.S. Consulate
- U.S. Department of Transportation
- UTEP – Civil Engineering Department

Mexico

- Asociación de Transportistas
- Fideicomiso de Puentes Fronterizos de Chihuahua
- Gobierno del Estado de Chihuahua
- IMIP (Jrz. Planning Office)
- Index (Maquiladora Association)
- Municipio de Juarez
- Servicio de Administración Tributaria (Mexican Customs)
- Secretaria de Relaciones Exteriores (Mexican Consulate)

Goal 1.5, #4 of the 20 in 20

P3 Program





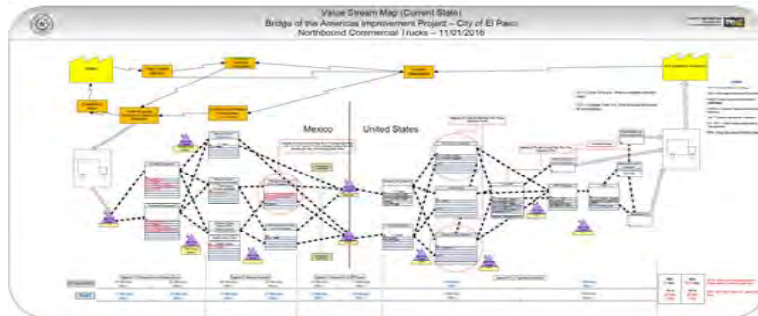
Goal 1.5, #4 of the 20 in 20

Capital Improvement Program

\$32 Million



CIP Projects





Goal 1.5, #4 of the 20 in 20

Capital Improvement Program



PDN & Stanton
20 improvement ideas
(March 2018)



Bridge of the Americas
48 improvement ideas
(2016, April 2018)



Ysleta-Zaragoza
47 improvement ideas
(2015, May 2018)



Goal 1.5, #4 of the 20 in 20

Cross-border Surveys



Workforce Focus

- Employee Survey Participation
 - ❖ **The Guac and Roll Award: 2019 top performer employee engagement**
 - ❖ Increase in employee participation from 59% in 2018 to 92% in 2019
 - ❖ Series of follow-up meetings planned Q1 2020 with department staff to review results and outline next steps to address concerns and feedback received via survey
- Employee recognition and appreciation program
 - ❖ Peer-Recognized: Department-wide employee survey conducted to recognize outstanding peer employees
 - ❖ U-Matter Awards: Employees recognized for exceptional performance and customer service



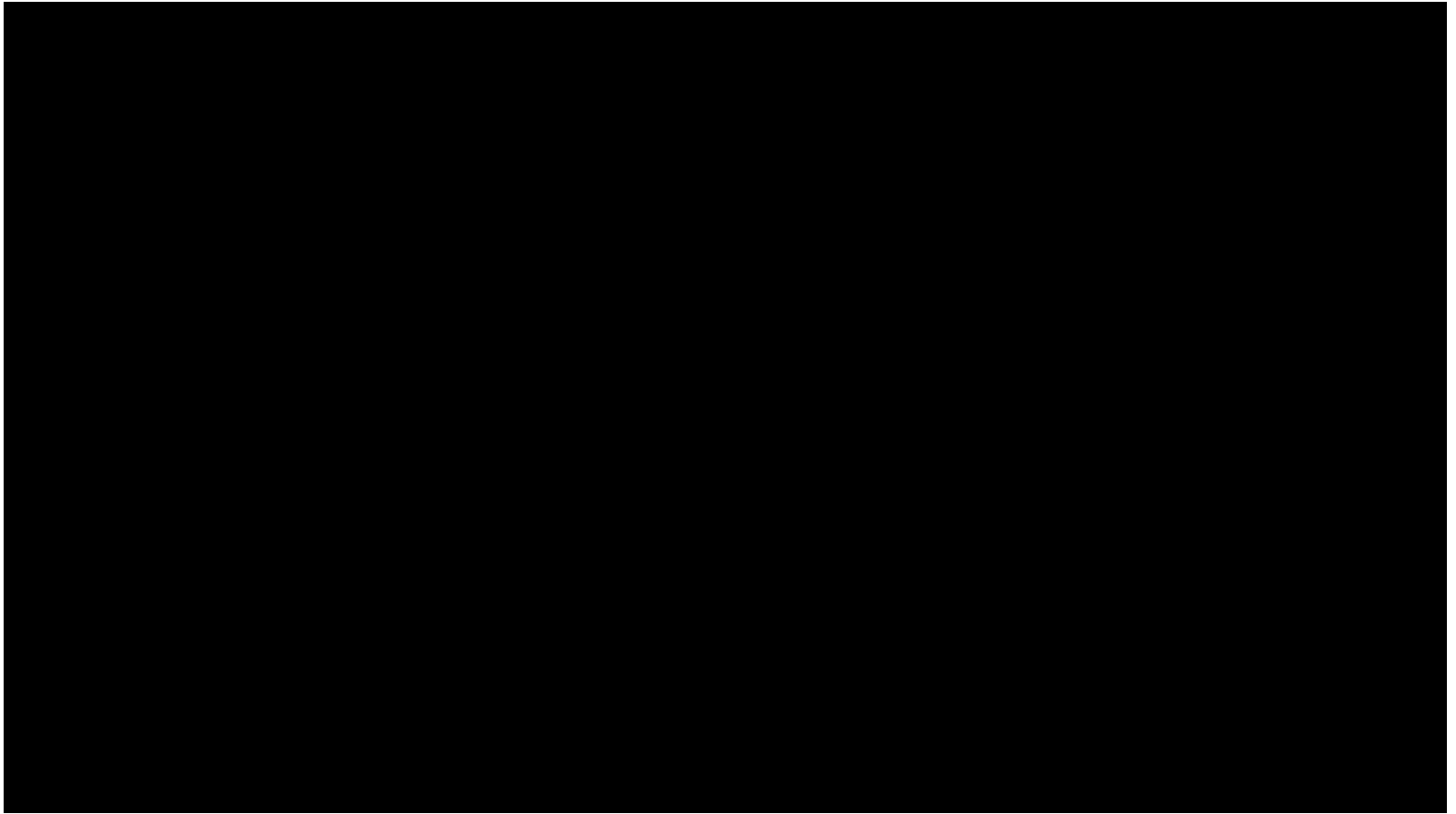
Process Improvement Systems



E-Fast Pass

pre-paid tolls

- Pre-paid toll program
- Saves time
- Saves money
- Easy to sign up and use – online or in person



Process Improvement Systems

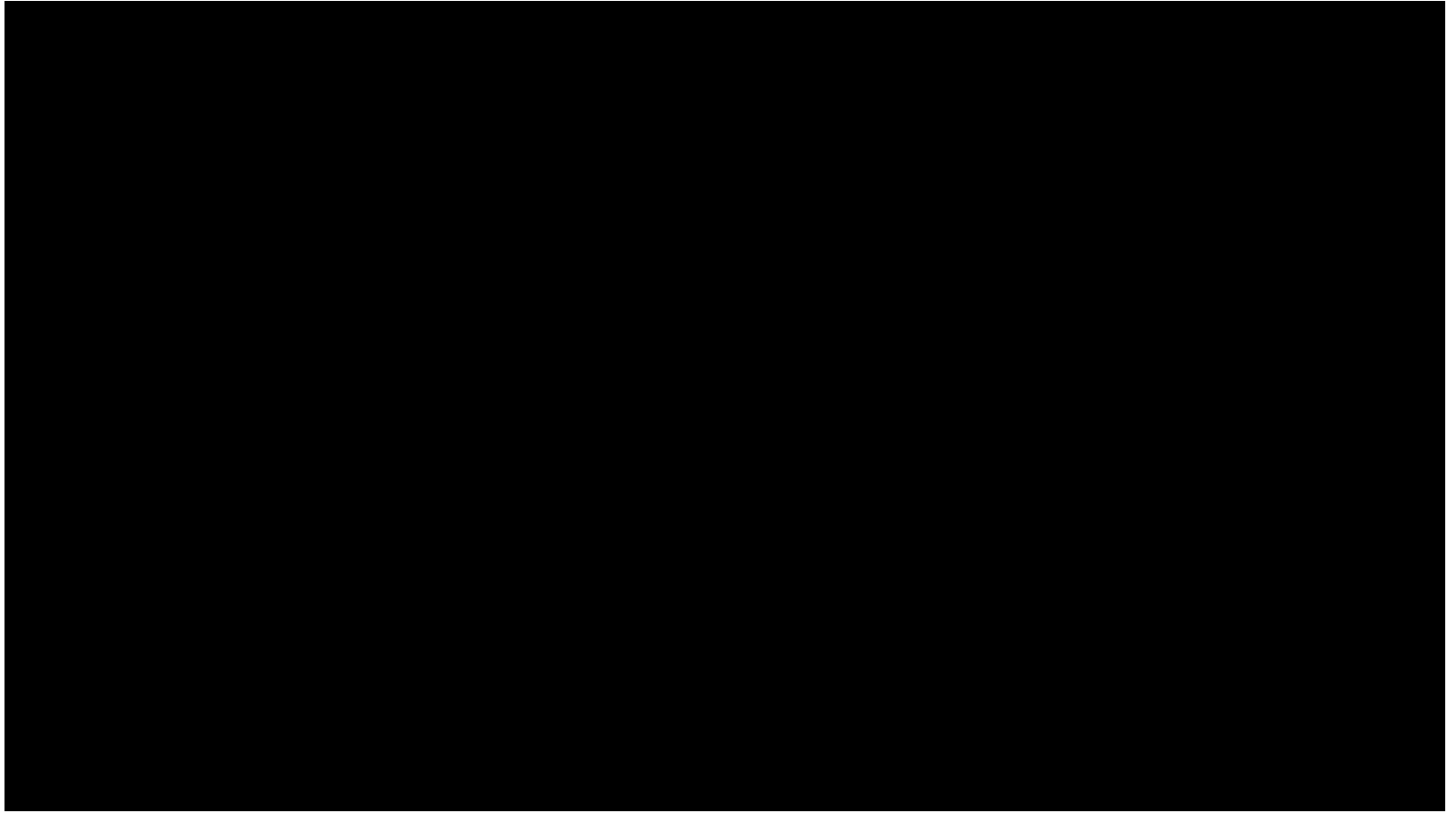


➤ Parking Study

- ❖ Results – adequate parking
- ❖ Parking Steering Committee first meeting planned for Q1 2020

➤ Park 915 app

- ❖ Parking more accessible and convenient
- ❖ Increase awareness of available parking
- ❖ Provide real-time on street parking availability to end user- first of its kind in U.S.
- ❖ Transferable to 42 of the top 100 U.S. cities, 20+ airports and over 125+ universities
- ❖ 24/7 Bilingual customer service
- ❖ Integrating with private lots and garages
- ❖ Downloads 13,500



Park 915 – 2020 Smart 50 Award



SMART CITIES
CONNECT
CONFERENCE & EXPO

2015

~~DIDN'T
HAVE~~

\$32 MILLION IN STATE FUNDING

~~DIDN'T
HAVE~~

BRIDGES STEERING COMMITTEE

~~DIDN'T
HAVE~~

CAPITAL IMPROVEMENT PROGRAM

2015

~~DIDN'T
HAVE~~

**APPLICATION OF RESEARCH METHODOLOGIES AND
ADVANCED STATISTICAL ANALYSES**

~~DIDN'T
HAVE~~

**AWARD-WINNING PARKING APP WITH REAL-TIME
INFORMATION**

~~DIDN'T
HAVE~~

CROSS-BORDER SURVEY

Thank you

