

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

DEPARTMENT: City Manager's Office

AGENDA DATE: April 17, 2018

CONTACT PERSON NAME AND PHONE NUMBER: Performance Office, Julie Baldwin-Muñoz, (915) 212-1204

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

Presentation and discussion on the Strategic Plan Goal Team Reports for the following teams:

Goal 5 (Communication)

Enrique Martinez, Department of Information Technology Services Director, 915-212-1400

Goal 6 (Sound Governance & Fiscal Management)

Maria O. Pasillas, Tax Assessor/Collector, 915-212-1737

Claudia Luján, Human Resources Assistant Director, 915-212-1241

BACKGROUND / DISCUSSION:

Goal team reporting is a continuing effort to ensure departments maintain a shared focus on achieving and sharing the progress made on strategic objectives across the eight goals as outlined in the Strategic Plan. The presentation will highlight team accomplishments and the status of key deliverables for the current fiscal year.

PRIOR COUNCIL ACTION:

December 16, 2014 original adoption; February 16, 2017, Strategic Planning Session

AMOUNT AND SOURCE OF FUNDING:

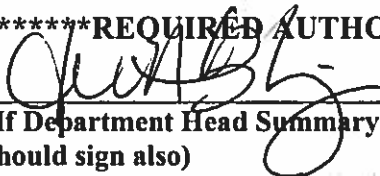
N/A

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

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

DEPARTMENT HEAD:



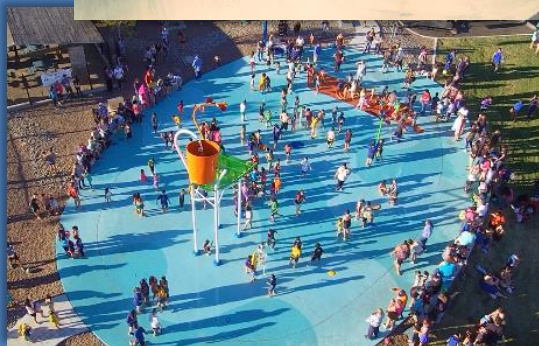
(If Department Head Summary Form is initiated by Purchasing, client department should sign also)



2018 GOAL TEAM REPORT

GOAL 5

Promote Transparent and Consistent
Communication Amongst All Members of the
Community



Goal 5 Team



- ▶ City Manager's Office
- ▶ Community & Human Development
- ▶ Information Technology

FY17 Accomplishments



Recipient of 2016
**Top Ten Digital
Cities Award**

**Upgraded 18
QoL Facilities
to High
Speed
Internet**



**Most Innovative Use of Social
Media/Citizen Engagement
El Paso Zoo Webcams**

FY17 Accomplishments



City TV

- Expanded broadcast Avenues
- Online new
 - CitytvEP.com



Expanded Outreach Distribution for YC5

- Outreach estimated 325,000
- Social media/all Depts.
- Neighborhood Associations
- Boards & Commissions
- Government/schools/colleges

FY17 Accomplishments

Promotion

Promotion of more than 100 community meetings and city-wide events

Media

- TV, print, online, radio
- Advance stories
- Interviews/articles/news stories

CITY TV

- PSAs
- CITY in 5 stories
- Digital Signage

Social Media

(Paid to boost content to target audience in advance of event)

- Facebook
- Twitter
- Instagram
- YouTube

(Social media platforms used to promote during and after events/meetings)

Additional platforms

Mail Outs

Door to door flyers

Billboards

Website

Outreach through school districts

Sporting events



FY17 Accomplishments

Promotion Highlights

- Spray Park grand openings
 - Average – 12,000 people
- Grand opening WinterFest 2017 (combined dept. promo)
 - 80,000 attendees average
- Reimaging Cohen (First meeting)
 - Just over 400
- Lomaland Rec. Center Community mtg
 - 80 attendees
- Chamizal Rec. Center Community mtg
 - 60 attendees



FY18 Accomplishments

2017 Top Ten Digital Cities Recipient



Wi-Fi Service Expansion

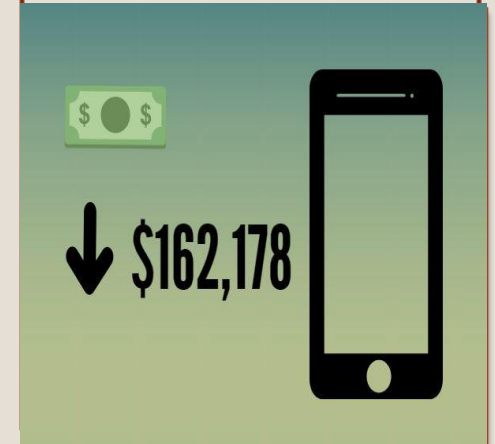
Cybersecurity Messaging



Spam Reporting



FY18 Mobile Device Cost Reduction

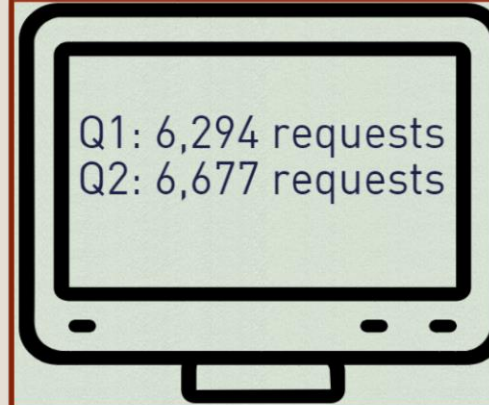


FY18 Accomplishments

Enhanced customer service system for Planning & Inspections



Records Management
7 Training Sessions
53 Attendees

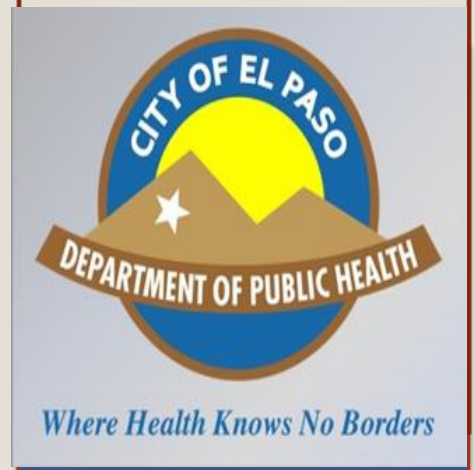


Rebranded Public Health Website

28 of 150 PD New Fleet Programmed



98.4% & 99.32% Customer Satisfaction Results



FY18 Accomplishments



219 attendees
at annual
*Neighborhood
Summit*

96% satisfaction rate



54 residents enrolled
in current
*Neighborhood
Leadership Academy*



Recognized as
All-America City 2018
Finalist

Focus Area:
*Inclusive civic
engagement*

FY18 Accomplishments

Awards/Recognitions

- YC5 – Texas Municipal League
- Bridge Mural – TX Assoc. Telecommunication Officers Advisors – TX
- New board member – TATO



Launched Employee Video Newsletter



New Programing

- On-site live
 - Brookville, Appleton, Austin
- How it's made
 - Streetcar
 - New fire trucks
 - Sun City Lights

Upgraded Digital Signage Channel



Strengthening Partnerships (YC5)

- TXDoT
- Ft. Bliss
- UTEP



FY18 Accomplishments

Promotion

Promotion of more than 50 community meetings and city-wide events

Media

- TV, print, online, radio
- Advance stories
- Interviews/articles/news stories

CITY TV

- PSAs
- CITY in 5 stories
- Digital Signage

Social Media

(Paid to boost content to target audience in advance of event)

- Facebook
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(Social media platforms used to promote during and after events/meetings)

Additional platforms

Mail Outs

Door to door flyers

Billboards

Website

Outreach through school districts

Sporting events



FY18 Accomplishments

Promotion Highlights

- Spray Park openings for season
- Reimaging Cohen (Second Meeting)
 - More than 500 attendees
- Westside Natatorium
 - Nearly 5,000 attendees
- Edgemere/Rich Beem Roundabout
 - 60 attendees



Goal 5- Key Performance Indicators

Key Performance Indicator	FY2015 Actual	FY2016 Actual	FY2017 Actual	FY2018 Thru Q2	Annual Target
Create new neighborhood associations	8	8	5	2	5
Expand wireless internet through Digital El Paso (27 by 2020)	New metric	New metric	0	5	9 QoL Sites annually
Increase broadcast avenues for City Government Channel	2	3	4	5	1 Additional



FY18 Spotlight




Strategy	Key Deliverable Update
Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications	Implement Cybersecurity Plan <ul style="list-style-type: none">• Cybersecurity Task Force• Communication Channels• Cyber Preparedness Training• Security Architecture Accomplishments• Workforce Messaging

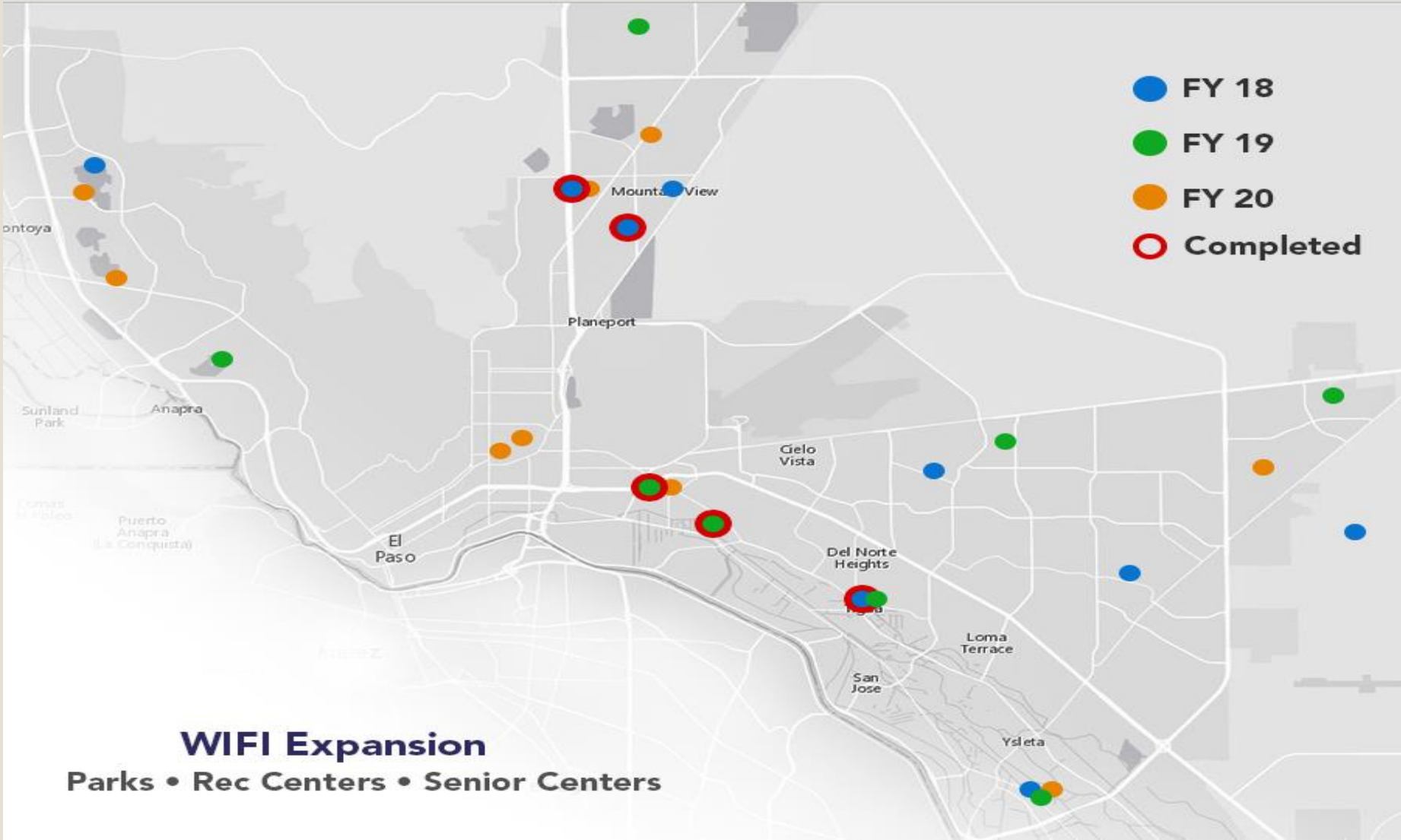


FY18 Spotlight



Strategy	Key Deliverable Update
<p data-bbox="188 468 952 688">Establish technical criteria for improved quality of life facilities</p> 	<p data-bbox="1009 422 2456 534">Expand free Wi-Fi service at 27 Quality of Life facilities by 2020 <i>Complete 9 sites in FY18</i></p> <ul data-bbox="1105 554 2033 1202" style="list-style-type: none">✓ Nolan Richardson Recreational Center✓ Rae Gilmore Recreational Center✓ San Juan Recreational Center✓ Seville Recreational Center✓ Carolina Recreational Center• Don Haskins Recreational Center• Gary Del Palacio Recreational Center• Marty Robbins Recreational Center• Pavo Real Recreational Center• Veterans Recreational Center

Digital WiFi Expansion for QoL Sites



FY18 Spotlight



Strategy	Key Deliverable Update
Advance two-way communication of key messages to external customers	Collaborating with IT to implement new software that will allow videos to be captioned in English and Spanish.
Strengthen messaging opportunities through media outlets and proactive community outreach	Public Affairs staff will present at neighborhood associations, community associations to share key outreach platforms to stay connected to City news and happenings.



Key Opportunities/Challenges

- Effectively complete the implementation of the Cybersecurity Program
- Continue to deliver on WiFi expansion for 27 Quality of Life facilities by 2020
- Maintaining technology momentum through market and industry competitiveness



Key Opportunities/Challenges

- Creating new opportunities to share City information to attract a younger audience
- Continue to work with community partners to send City information such as City in 5 and social media platforms to their specific audience





2018 GOAL TEAM REPORT

GOAL 5

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Communication Amongst All Members of the
Community

