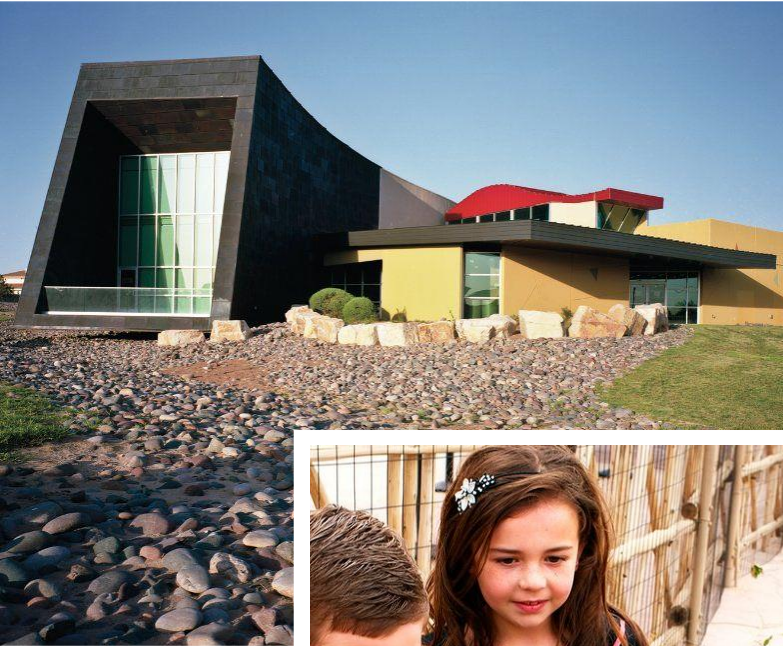


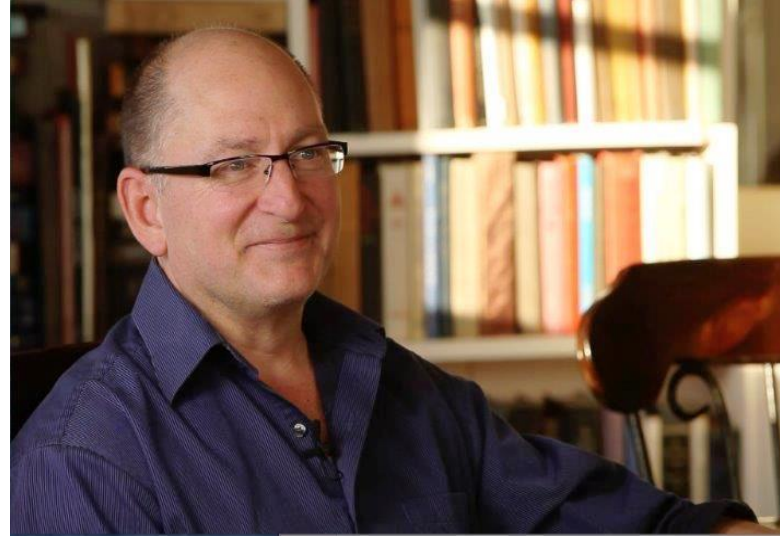
# FY20 GOAL TEAM REPORT



## GOAL 4

**Enhance El Paso's Quality of Life through  
Recreational, Cultural and Educational Environments**





# POWERED BY THE TEAM

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- **Capital Improvement**
- **Library**
- **Museums & Cultural Affairs**
- **Parks & Recreation**
- **Zoo**



# Table of Contents



- **Focus on Continuous Improvement**
- **Key Accomplishments**
- **Key Performance Indicators (KPIs)**
- **FY20 Key Deliverables Update**
- **Key Opportunities/Challenges**
- **COVID-19 Response & Impacts**



# Focus on Continuous Improvement



112 Quality of Life projects completed to date. \$56.6 M in work contracted in FY2020 (thru Q2)

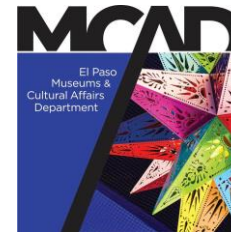


Accredited October 2018, only 1% of 12,000 agencies nationwide achieve this distinction

Texas Recreation and Parks Society -Arts & Humanities Programming Award 2020



The Zoo is 110 years old!  
The Zoo has held their accreditation for 30 years and is now recognized as a Botanical Garden



El Paso Museum of Art received the **Institute of Museum and Library Services National Medal** in May 2018

The Public Art Program has received **7 national and international awards** since 2015



Fully accredited by the Texas State Library and Archives Commission



Received the **2019 Achievement of Excellence in Libraries Award** by the Texas Municipal Library Director's Association

# Key Accomplishments



## Public Art Program

The Public Art Program will complete **12** projects in FY20. **9** projects are currently set to begin this fiscal year

Featured Image: “Woven Culture” by Creative Kids

## El Paso Museum of Art

Refresh of permanent collection with half of the works featuring underrepresented artists including women and people of color



## Día de los Muertos Celebration

Cross-functional Día de los Muertos Procession and Celebration drew in **over 15,000** people to the Downtown Arts District



# Key Accomplishments



## Class Card Program

The El Paso Public Library partnered with the El Paso Chihuahuas to make Chico the official spokesperson of Library Card Sign-up Month. Chico and library staff spoke to 4,800 students during September with 1,979 new library cards issued



## Partnerships

Partnerships with YISD campuses and Tejas School of Choice, Plato Academy and Valle Verde Early College High School

Our partnership with the **El Paso Zoo** continued with special animal and handler visits and their new Chihuahuan Desert exhibit



## State Grants

Library continues to provide entrepreneurial support through a grant from the Texas State Library and Archives Commission



# Key Accomplishments



## Valentine's Day Event

Reached over 200k people from 92 countries, raised over \$12k in donations and over 19k names submitted



## Cutest New Arrivals

Rescued two orphaned cougar cubs

## New Births

Second-Przewalski's wild horse



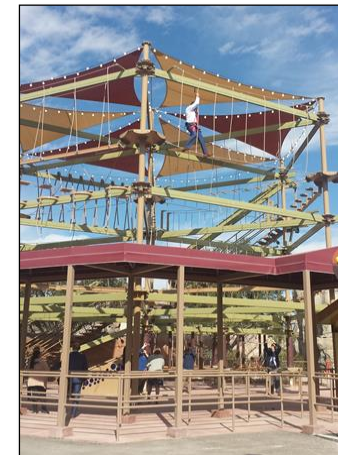
## The Chihuahuan Desert Exhibit

Opening of 2.3-acre exhibit featuring Jaguars, Cougars, Mexican Wolves, Javalina, P.Dogs, Coati, and more  
November 19, 2019



## Animals on Approach

Partnership with El Paso International Airport. Visitors were greeted by Zoo Animals to promote the El Paso Zoo



## Copper Canyon Challenge Ropes Course

3 story climbing adventure designed to challenge all ages<sup>7</sup>



# Key Accomplishments

## Inclusive Recreation

Wheelchair Basketball program piloted at Viscount Multi-Purpose Center and Armijo Recreation Center



## All-Abilities Playgrounds

\$1 million awarded from TPW towards implementing all-abilities playgrounds at three parks: Joey Barraza & Vino Memorial, the Beast and Shawver

## TRAPS -

## Arts & Humanities Programming Achievement Award

Partnered program led by the Rubin Center for the Visual Arts collaborating with three Parks Senior Centers





# Key Performance Indicators

Key Performance Indicator	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 (Thru Q2)	Annual Target
% Quality of Life projects completed within contractual timeframe	90%	93%	100%	100%	100%	90%
% Quality of Life projects completed at or under budget	90%	90%	100%	100%	100%	90%

# Key Performance Indicators

Key Performance Indicator	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 (Thru Q2)	Annual Target
MCAD: Increase in Museum Attendance	182,801	165,300	195,739	228,404	159,040	199,654
Library: Program attendance	165,769	170,284	166,032	*155,660	70,387	162,167
Parks: Recreation program participation	751,463	627,690	849,545	790,797	507,726	864,665
Zoo: Increase Event Attendance by 3.3%	53,005	36,873	41,768	43,191	17,093	44,616



# FY20 Key Deliverables Update

## Strategy: *Plan, Design and Implement Public Art Projects*

### **FY20 Public Art Project in Progress:**

- *Oasis Sombrío*, Eastside Regional Park Plaza, District 5
- *Mythical Mayans\**, D2 Neighborhood Water Park, District 2
- *Speedo*, D4 Neighborhood Water Park, District 4
- *Whirlwind*, RC Poe Roundabout\* District 5
- *Living Desert*, Polly Harris Senior Center\*, District 8
- *Untitled*, Eastside Regional Park, District 5
- *Voids*, Valle Bajo Community Center/Library, District 3
- *Untitled*, Chamizal Recreation Center/Library\*, District 8
- *Folklorico*, D7 Neighborhood Water Park, District 7
- *Desert in Bloom*, Eastside Regional Water Park, District 5
- *Narrativa*, Lomaland Community Center, District 7



Detail of mosaic mural in process  
for Polly Harris Senior Center, District 8

\*Local Artist/Allied Artist

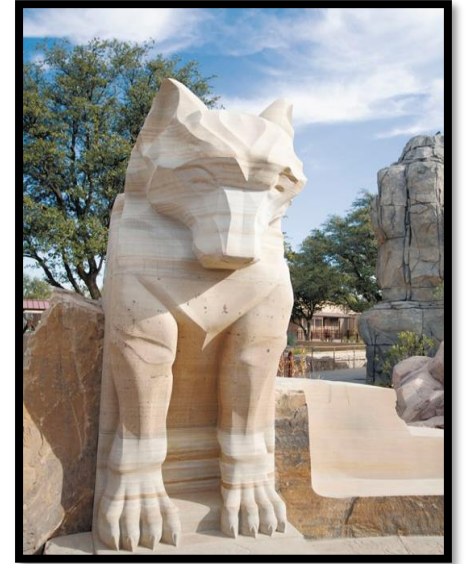


# FY20 Key Deliverables Update

*Strategy: Deliver bond projects impacting quality of life across the city in a timely and efficient manner*

## **Zoo:**

- \$16.7M Chihuahuan Desert Exhibit & Ropes Course Grand Opening 11/19/19
- New Penguin Exhibit – Design Completed
- South American Pavilion Restrooms & Lactation Room - Design Completed





# FY20 Key Deliverables Update

**Strategy: *Deliver bond projects impacting quality of life across the city in a timely and efficient manner***



## **Zoo:**

- Accredited by the American Public Garden Association as a Botanical Garden
- Working in partnership with UTEP to feature native plant pocket gardens around the Zoo and become eligible for Texas Wildscape garden and BeeZoo certifications



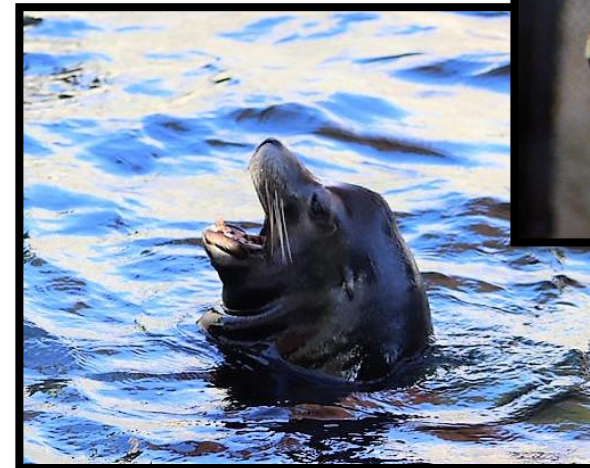


# FY20 Key Deliverables Update

*Strategy: Deliver bond projects impacting quality of life across the city in a timely and efficient manner*

**Zoo:** 3 projects in design that will be completed

- Animal Holding Two
- Sea Lion Chute and Squeeze
- Leopard Exhibit Remodel





# FY20 Key Deliverables Update

<i>Strategy</i>	<i>UPDATE ON RESULTS/ACTIONS COMPLETED (SEPT-FEB)</i>
<b>Create innovative recreational, educational and cultural programs</b>	<b>Parks and Recreation</b> <ul style="list-style-type: none"><li>• Develop Inclusion Program – Formalize and use best practice approach to enable people of all abilities access to Department programs</li><li>• Prepare for new recreation/community centers</li></ul>
	<b>Museums &amp; Cultural Affairs Department</b> <ul style="list-style-type: none"><li>• Finalize design of the Mexican American Cultural Center with final rounds of outreach and input</li></ul>

# FY20 Key Deliverables Update

<i>Strategy</i>	<i>UPDATE ON RESULTS/ACTIONS COMPLETED (SEPT-FEB)</i>
<b>Create innovative recreational, educational and cultural programs</b>	<b>El Paso Public Library</b> <ul style="list-style-type: none"><li>• Continue to foster cooperative programming opportunities with El Paso Museum of History to generate additional interest and attendance to cultural events in the downtown Cleveland Square area</li><li>• Conduct a system wide assessment of the programming and classes currently offered at all library locations to better utilize our resources, distributing them where they are most needed, and develop new programs to answer unmet needs</li></ul>



# FY20 Key Deliverables Update

## Strategy: *Stabilize and expand El Paso's tax base*

### **Library:**

- Increased partnerships - Workforce Solutions Job Center; City ED, City CD and El Paso Co-Work groups to assist minority entrepreneurs and small businesses
  - Served 1672 small business and micro-enterprise entrepreneurs through the WorkPLACE programs between September 2019 and February 2020
- 

### **MCAD:**

- Increased overall quality of Museum of History exhibitions, programming and enhance visitor experiences by increasing number of changing and traveling exhibits
- 

### **Parks:**

- Analyzing existing partnerships for efficiency, codification and alignment to mission

# Key Opportunities/Challenges

Department	Response to COVID-19
<b>Library</b>	Adjusted programming and service delivery to see increase in digital services usage. Creative online programming. Decrease in visitation and traditional materials circulation
<b>MCAD</b>	Three museum facilities and the Cultural Affairs office were mobilized within hours to safely send employees to begin working remotely. Staff is working to increase social media engagement to stay connected with the public and deliver digital arts and cultural programming at no cost to the public
<b>Parks</b>	Closure of facilities and cancelation of structured recreation/programs has significantly impacted revenue and attendance
<b>Zoo</b>	Zoo's closing has dramatically impacted the revenue it receives from operations. Impacting attendance, programming, events, private catered rental, concessionaire revenue and Zoological Society income



# COVID-19 Response & Impacts



## Virtual Tours

A virtual tours of the El Paso Zoo



El Paso Zoo

May 4 at 1:05 PM · 🌐

Explore the El Paso Zoo right from your own home!



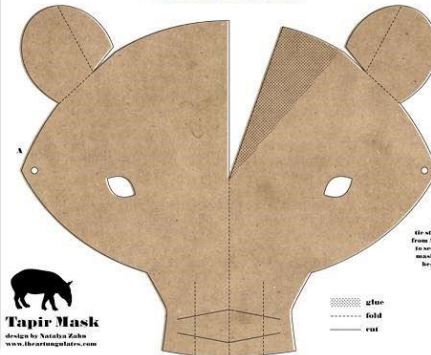
## Sofa Safari

Behind the scenes views of the animals, training sessions and veterinarian procedures... broadcast live with Q & A sessions

## School to You

Education based virtual learning activities featuring animals, Q & A and educational crafts

SMALL MASK TEMPLATE: prints on 1 page  
[\\*Click Here to download](#)



**Tapir Mask**  
design by Natalie Kuhn  
[www.kunsttempel.com](http://www.kunsttempel.com)



## Social Media Outreach

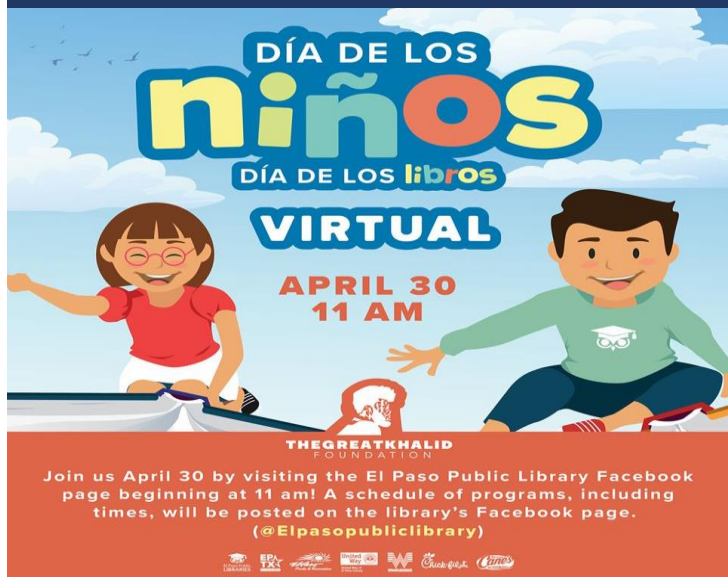
# 1,000,000+

On all social media channels  
*Including websites, FB, Twitter, Instagram, Blog views for the El Paso Zoo and El Paso Zoological Society combined*

# COVID-19 Response & Impacts



The 24<sup>th</sup> Annual **Día De Los Niños, Día De Los Libros** went virtual with the **Quality of Life Departments** coming together for a **virtual Facebook event** with fun-filled videos and the giveaway of **1,500 new books** at meal distribution sites.



Implementation of  
**Digital Access**  
Library Cards

**Reading Club**  
Summer Reading  
Club begins June 1st

**Spring  
Reading  
Club**

**March 23 - May 1, 2020**

The El Paso Public Libraries launched their first ever online spring reading club. The community was invited to keep track of their reading online and complete bonus challenges for the fun of it to discover library resources and earn digital badges.

**280**  
REGISTERED

**15,462**  
MINUTES  
READ

**49**  
BOOKS  
READ



**Social Media  
Outreach**

**58,000+**

Post Reach on Facebook  
*Number of times post is viewed*  
For the month of April



# COVID-19 Response & Impacts





**El Paso Museum of History**  
March 19 · 🌐

Check out our latest exhibit, Etchings by Steve Edwards. This is a gift to EPMH of Jim Singleton in honor of Maureen Singleton†.




**Virtual Exhibits**  
Featuring exhibits on website and social media

**Online Resources**  
Educational activities and virtual gallery tours at EPMH and EPMA



**Wear A Mask**  
Be an EPMA Protected Patron



**Social Media Outreach**

**\*20,000 +**  
Post Reach on Facebook  
*Number of times post is viewed for the month of April*

# COVID-19 Response & Impacts



## Social Media Channels

Providing COVID-19 information, activities, and programming



## Park Monitoring

Staff monitors the City Parks

Staff shifting to cover 98 hours of enforcement at about 300 sites weekly

## Senior Meals

Over 6,000 meals being delivered weekly to the most vulnerable population



Parks and Recreation facilities have transitioned to help with COVID-19 efforts



Hilos De Plata Senior Center is temporarily serving as overflow housing for the Opportunity Center for the Homeless



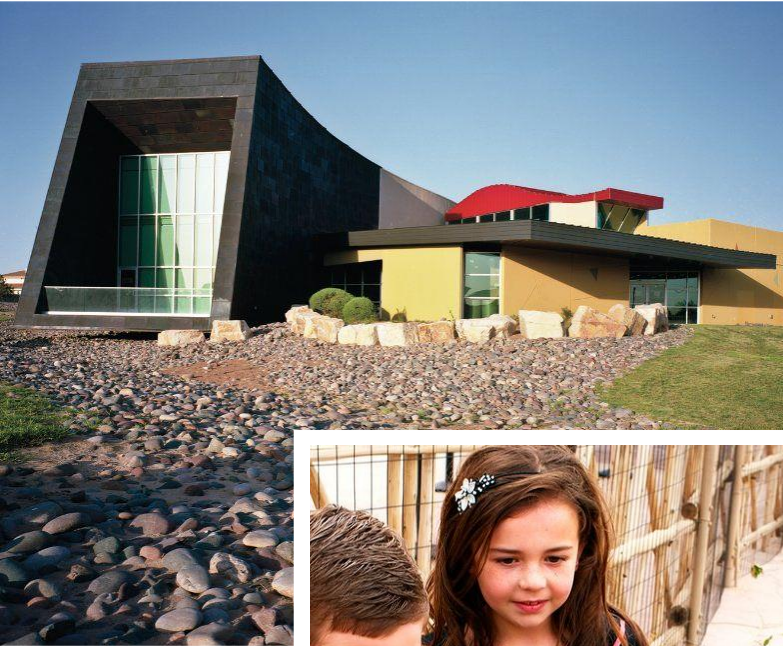
Viscount Multipurpose Center is temporarily serving as field office for the Health Department

Acosta Sports Center is temporarily serving as overflow housing for the Opportunity Center for the Homeless





# FY20 GOAL TEAM REPORT



## GOAL 4

**Enhance El Paso's Quality of Life through  
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