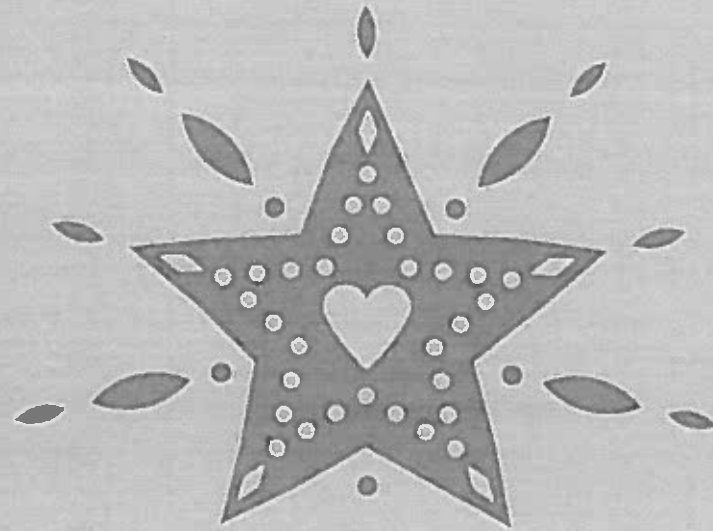




EL PASO

PUBLIC OUTREACH OVERVIEW

DECEMBER 11, 2018

GOALS

GOAL 5

Promote Transparent and Consistent Communication
Amongst All Members of the Community

GOAL 6

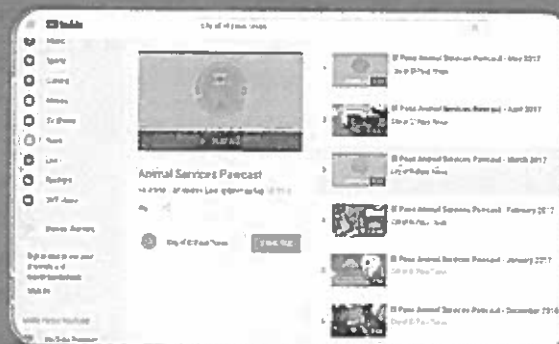
Set the Standard for Sound Governance and Fiscal
Management

CITY TV PRODUCTION



Weekly snapshot of City
of services and events

<https://www.youtube.com/playlist?list=PLOPBb1nUvCQDFKHfKqR-7Sghjm37Wkg>



A monthly insight of
Animals Services

<https://www.youtube.com/playlist?list=PLOPBb1nUvCQBScqSQFbzRFmCkZHTOhRl>



Highlights from City
Council meetings

<https://www.youtube.com/playlist?list=PLOPBb1nUvCQBIVU5crMejTvuORfp8QDaI>

CITY TV PRODUCTION

RECORD + PRODUCE

- City Council Mtgs
- Special Council Mtgs
- 12+ Boards & Committee Mtgs
- Council Buzz
- YC5 (3 versions)
- News4U
- Pawcast
- Community Mtgs
- Press Conferences
- PSAs on various City Departments & Services
- More...



OUTREACH

LOWD AVENUE STREET RECONSTRUCTION



OPEN HOUSE
COMMUNITY MEETING

TUESDAY, DECEMBER 10
CAFETERIA OF YSLETA
7940 CRADDO
6:00

Help Us Design Your

NORTHEAST NEIGHBORHOOD WATER PARK

Open House
Community Meeting



Monday, December 10, 2018
Foyer of the Administration Building
El Paso Community College Transmountain Campus
9570 Gateway Blvd
6:00 pm

THE CITY OF EL PASO HAS MANY BLESSINGS TO BE GRATEFUL FOR THIS YEAR!

Below are just a few of the reasons we are thankful, but we are most thankful for the community we serve.

Warmest wishes for a safe, happy, healthy holiday!

74 Completed Capital Improvement Projects

Close to 38,000 potholes repaired. 74 capital projects completed. 24 Quality of Life Bond projects completed with \$35 million. 2 Police Academies in FY18. Carolina Bridge Improvements. 2 Criminal Improvements. Part I crime rate declining. Part I crime rate declining. 300 patrol vehicles were authorized. 95 streets resurfaced. 1.6 Department I of 1 agencies nationwide. City is nationally Accredited and ISO Class 1. 500,000 population over 500,000.

83% adopted animals returned, rescued or adopted. El Paso Zoo Carousel

More than 3,200 residents receive health screening and support services at neighborhood health stations in FY18. Airport tied for 2nd place in N. America in 2018 and 2017.

19 additional flights announced since 2015; 15 cities non-stop

Reimagined \$32 million State funding for Bridges Intelligent Transportation Projects. Over \$1.07 Billion in new capital investment added. Over last 4 years over 11,500 jobs created/retained.

Zoo Carousel 1,700 new downtown residential units by 2020

96,000+ square feet of new and rehabilitated downtown office/retail space. Reopened Paseo de las Luces connecting San Jacinto Plaza to the International Bridge.

Unleashed streetcar system, \$57 million investment connecting Downtown to Uptown. Parks & Recreation Department now part. Close to 290,000 residents participated at 1% of 12,498 responses to be accredited in Parks & Recreation model and.

National Medal recipient Institute of Museum and Library Services: Eastside Sports Complex

Excellence Award by the Texas Municipal Library Director's Association. 16 traffic signals installed. Boys Club Futsal. EPIA Concours B Meet and Great.

2018 WinterFest is better, brighter and expanded to include Paseo de las Luces

El Paso Library provided 250 M4 devices for checkout allowing residents internet service at home. Children's Play Equipment Upgraded. Museum of Art Gallery Upgrade.

13 Quality of Life facilities programmed to provide free wi-fi service

El Paso Zoo received Quarter Century Award given to zoos and aquariums. 6 Ch. accredited for at least 25 years. Celebration of Lights begins two weeks earlier this holiday season.

Westside Natatorium Spray Park Enhancements

Named a 2018 All-America City by the National Civic League in June 2018. Ranked Top Ten Best Places to Live by ArgusInsider.com in 2017 and 2018.

Chalk the Block 2018 Forbes ranked #1 Lowest Cost of Living in 2018

El Paso named a top-ranking city in Governing and Living Cities by U.S. News & World Report survey in 2018. Children's Museum Architects Selected.

The Chime In Survey captured customer feedback throughout the Integrated Budget Process.

2018 Best of Texas Awards Winner by the Center for Digital Government. Best Run Cities in America Ranked 1st in Texas by WestHub. 2019 Governor's Award for Performance Excellence Achievement from Quality Texas Foundation.

Prioritized Quality of Life/Parks amenities (\$2 million to support operations)

Prioritized Street Infrastructure (\$2 million dedicated funding stream). Prioritized Public Safety (\$12 million investment to support operations).

Main Library selected as the future location of the Mexican American Cultural Center

El Paso is a 100% Green City Power-it is incorporation of the resident's 15,000+ comments and feedback into the City Strategic Plan. Multipurpose Performing Arts and Entertainment Center allowed to accommodate sports and arts outside funding sources.

El Paso ranked second nationwide in Top Employment Growth rate (3.3% growth) from June 2016 to July 2017 (1st ranking was Dallas/Fort Worth - only 3% higher) according to Real Estate Center's Monthly Review of the Texas Economy

88 QUALITY OF LIFE PROJECTS

Thank you El Paso!

#connecttoday

- Press Release + Media Advisory
- Talking points
- Coordination of events + meeting
- Interviews
- Develop stories
- Story pitching
- Location scouting
- Photos
- Social Media
- Newspaper Ads
- Radio Ads
- Billboards
- Online Ads
- Flyers
- Programs
- Videos
- Bus placards
- TV Ads and PSAs
- PowerPoint presentations
- Storefront signage
- A-Frames
- Websites
- Brochures
- Promotional items
- Posters

[illegible]

Individuals: 1,794

- Council + Staff
- City Staff
- Nonprofits
- Business Leaders
- School Districts
- Community Leaders
- Government Leaders
- Various Industry Leaders
- More...



Citywide 3rd Quarter Snapshot
July 01, 2018 - Oct. 31, 2018

Mission
Deliver outstanding service to support a high quality of life for residents, businesses, and visitors.

Vision
El Paso will have safe and beautiful neighborhoods, a vibrant regional economy, and exceptional recreational, cultural, and educational opportunities.

Values
Integrity, Respect, Excellence, Accountability, People

20

VIEW THE CITY'S COMPLETE STRATEGIC PLAN

Departmental Reports and News



Weekly Crime Report

Overall Crime (YTD)

With all fruit and all other species for
the garden.

EL PASO ANIMAL SERVICES
Did you know?
A member of animal services from the year 2018

21.950

... saved in FY2018



Live Release Rates 2013 through 2017

Save the most dear
27,000 animals
that help to save



Resisted 1,272 pts

1,000

Managerial

Financial and Operational Impact

...ation Activity Report



100

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THE STATE

ASSOCIATION

LATEST DEVELOPMENTS

Results Recap: City Council Meeting
November 13, 2018

Council Buzz for 11/13/2018: <https://youtu.be/wututOWwFIA>

Street Reconstruction and Landscaping and Lighting Improvements
Bus: Professional Services Agreement for Design Services

City Council Action: Council approved the Professional Services Agreement.

Information:

- Council item proposed professional services agreement for the design of lighting and landscaping on Pecos, Fairbault, Fairbrough, George DeLeon, and Calfon.
- Each of these five roadways is among the top 25 most traveled roadways in the City and provide some much-needed improvements.
- The project is funded via the 2019 Capital Plan, and is part of the initial rollout of the arterial improvement.
- Seven firms submitted proposals and the project was awarded to AIA Engineers as the most qualified in the amount of \$524,463.61.

Parks and Recreation National Accreditation
Bus: Presentation of Commission for Accreditation of Parks and Recreation Agencies (CAPRA) Accreditation

City Council Action: No action; presentation and discussion only.

Information:

- The Parks and Recreation Department began the process of applying for the Commission for Accreditation of Parks and Recreation Agencies (CAPRA) Accreditation in June 2017.
- CAPRA is a comprehensive management system to provide consistent best practice processes on operating a parks and recreation department.
- There are 177 CAPRA accredited agencies.
- 32 states have accredited agencies.
- There are 14 accredited agencies in Texas and El Paso will be the 15th.
- Only 177 out of 12,000 agencies nationwide have this distinction, this means only 1 percent of agencies nationwide are accredited. El Paso is in that 1 percent.

Military Affairs Status Update

Bus: Presentation on status of activities of the Military Affairs Liaison

City Council Action: No action; presentation and discussion only.

Information:

- The Military Affairs Liaison focus areas are veteran homelessness, veteran workforce development and outreach/awareness.
- The Liaison provides coordination between the City of El Paso, Fort Bliss and other outside agencies, including but not limited to federal, state and local military.

Daily News (internal)

Individuals: 74

Dept Heads: 33

Dept Heads Admin: 62

Council + Staff: 37

Org. Development: 20

Addtl. City Staff: 81

R + R Report (external)

Individuals: 1,794

Council + Staff

City Staff

Nonprofits

Business Leaders

School Districts

Community Leaders

Government Leaders

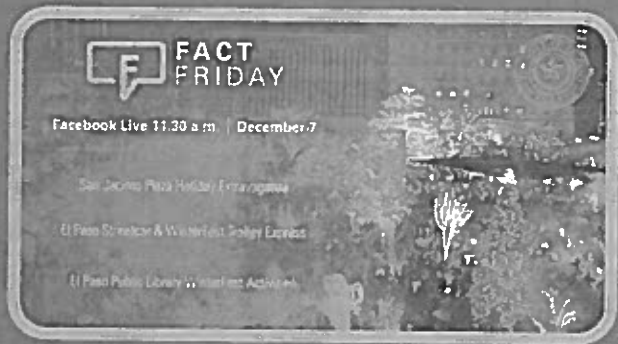
Various Industry Leaders

More...



Online News	
Austin Energy finishes the year with \$58.5M in a record revenue, lower bills for customers	Read more
Austin Weather - 3 Dec 2018	Read more
Where do Americans Feel Safe?	Read more
El Paso Mayor part of US delegation to Mexico for AMLO inaugurated as president - news - WQXT	Read more
El Paso Mayor part of US delegation to Mexico for AMLO inaugurated as president - news - WQXT	Read more
Looks Like El Paso is Going to Start Recycling Their Water Like Wichita Falls	Read more
People in this US city will drink treated sewage water due to climate change drought	Read more
Broadcast News	
Daytime @ 9	Read more
Daytime with Kimberly and Kathleen	Read more
Good Morning San Antonio	Read more
City of El Paso is facing major drought	Read more

SOCIAL MEDIA



Started 2010
23,809
@elpasotexas.gov



Started 2012
147,992 views
@cityofelpasotx



Started 2012
15,926
@EIPasoTXGov



Started 2017
6,272
@iam_elpaso

as of 12/07/18

CITY OF EL PASO



ANIMAL SERVICES



CAPITAL IMPROVEMENT



DESTINATION EL PASO



PUBLIC LIBRARY



POLICE



SUN METRO



ZOO



MCAD



MUSEUM OF ARCHAEOLOGY



MUSEUM OF ART



MUSEUM OF HISTORY



PARKS & RECREATION



PUBLIC HEALTH



FIRE DEPARTMENT



INTERNATIONAL AIRPORT



UPCOMING CAMPAIGN



NEXT STEPS (ALIGNMENT + INTEGRATION WITH ADLI)

- ▣ Prioritize and strategize messaging with smarter integrated approaches
- ▣ Develop more external and internal communication reports and video programs
- ▣ Expand Social Media reach
- ▣ Strengthen partnerships with private, public entities to further reach
- ▣ Provide comprehensive communications report

CREDITS

LEAD PUBLIC AFFAIRS STAFF

Soraya Ayub
Tammy Fonce
Rick Isaias

PUBLIC AFFAIRS SPECIALIST/COORDINATOR STAFF

Vianey Esparza
Martin Padilla
Russell Williams

CITY TV STAFF

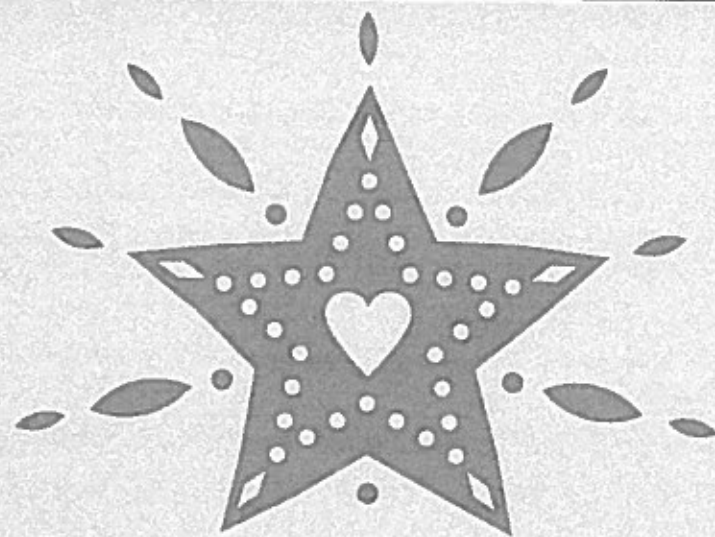
Jonathan Romo
Nigel Sherman
Jose Solis

OMBUDSPERSON

Camilo Jimenez
Irma Lopez

alphabetical order, last name

THANK YOU



EL PASO