



City of El Paso Agenda Summary Form

City Clerk

Submitted On:

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Department / Council Office	Urban Planning and Design Division
Agenda Date	July 20, 2026
Email of User Submitting Form	schnellk@elpasotexas.gov
Contact Person	Kasi Schnell 915-235-0772
2nd Contact Person	Alex Hoffman 915-212-1564
District(s) Affected	All Districts
Agenda Item	This presentation will focus on the proposed Housing Strategy, a key deliverable of the Comprehensive Plan update, Envision El Paso. The update will cover an overview Housing deliverable scope of work, a review of the housing needs assessment, and the proposed Housing Strategy for implementation.
Issue Statement	As part of the Comprehensive Plan's deliverables, a main component of the plan is the Housing Strategy. The Housing Strategy presentation will outline the engagement process, outcomes from the housing needs assessment and a proposed framework for implementation that includes policy updates, process improvements and program development to enable housing production and support housing attainability for residents. Next steps will include an open house process in advance of bringing the entire Comprehensive Plan forward for adoption.
Background	On June of 2023, the El Paso City Council approved the contract initiating Envision El Paso, an update to the former comprehensive plan, Plan El Paso. Beginning in early 2024, the Urban Planning and Design Division commenced work on the plan's development. In the first phase of the project, significant public engagement was conducted throughout the year to identify key themes, priorities, and policies as identified by residents and key stakeholders. The Housing Strategy was developed with support from a housing working group and consistent meetings to fine tune the needs assessment as well as the strategy framework. Additional input came from focus group meetings with community-based organizations and Architectural and Engineering (A&E) professionals and meetings with stakeholders working in housing with the following backgrounds: finance and lending, construction, developing, designing and community organizing. This presentation presents the process, needs assessment and housing strategy framework.

Council Options	No MOTION
Committee Review and/or Recommendation	City Plan Commission - July 16, 2026 - informative presentation only
Community and Stakeholder Outreach (if applicable, as an attachment) – please include	Community engagement occurred from May 2025 - May 2026. This process, as represented in the presentation, helped to inform the Housing Needs Assessment and the Housing Strategy. The Working Group was involved throughout the project timeline to help vet information, research and ideas, as well as guide the process. Stakeholder meetings functioned similarly as they provided local insights for the needs assessment as well as input to the development of the strategies by pointing out both challenges and opportunities to housing development or attainment in the City. Their input directly informed the strategies presented in the framework. Files attached: Housing Strategy Working Group - list of participants 2025 Housing Stakeholder Engagement - list of meetings 2026 Housing Stakeholder Engagement - list of meetings NA Housing Strategy Meeting Attendees
Related City Policies	Infill Development and Incentive Policy Title 18 Title 19 Title 20 Title 21
Prior Council Action	Work Session November 17, 2025
The City Attorney's Office has reviewed the documents and signed off on the necessary forms	No
Amount and Source of Funding	Total Amount: \$1,499,628.00 Funding Source: 2020 CIP The project is fully budgeted
Enter the elected official's name followed by the amount donated.	N/A
For More Information	Kasi Schnell 915-235-0772 schnellk@elpasotexas.gov

Name of organization	Deliverable	Meeting Type	Meeting Date	Location
Housing Working Group	Housing Strategy	Working Group	19-May-25	Virtual
Project Bravo	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Project Vida	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Habitat for Humanity El Paso	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Legal Aid for Housng Issues -Texas Rio Grande	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
El Paso Human Services	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
El Paso Center for Children	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
El Paso Coalition for the Homeless	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Child Crisis Center of El Paso	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
GECU Community Development	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Neighborhood Coalition	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Tierra del Sol	Housing Strategy	Focus Group	17-Jun-25	Blue Flame, 17th Floor
Thunderbird Management Consulting	Housing Strategy	One:One	17-Jun-25	Virtual
Investment Builders Inc.	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
HOME	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Hunt Companies	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Tropicana	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
River Oaks	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Southwest Land Development	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
GECU	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Rocky Mountain Mortgage Company	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
First Light Federal Credit Union	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Realtor-Mike Molina	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Realtor-Yolanda Rubio	Housing Strategy	One:One	17-Jun-25	Blue Flame, 17th Floor
Countryman and Co	Housing & ED Strategy	Focus Group	18-Jun-25	Blue Flame, 17th Floor
Halff Associates	Housing & ED Strategy	Focus Group	18-Jun-25	Blue Flame, 17th Floor
In*Situ	Housing & ED Strategy	Focus Group	18-Jun-25	Blue Flame, 17th Floor
Parkhill	Housing & ED Strategy	Focus Group	18-Jun-25	Blue Flame, 17th Floor
Exigo	Housing & ED Strategy	Focus Group	18-Jun-25	Blue Flame, 17th Floor
Carl Daniel Architects	Housing & ED Strategy	Focus Group	18-Jun-25	Blue Flame, 17th Floor
HACEP	Housing Strategy	One:One	9-Jul-25	Virtual
Housing Working Group	Housing Strategy	Working Group	10-Jul-25	Virtual
Capital Improvement - Fed Grants Parks & Rec Streets & Maintenance Facilities	Infrastructure Management Plan	Staff Workshop	23-Jul-25	Virtual

Planning & Inspection			
Capital Improvement - Fed Grants			
Streets & Maintenance	Infrastructure Maintenance & Land Use Strategy	One:One	24-Jul-25 Virtual
Environmental Services			
Economic Development			
Franklin Mountain Investments	Housing Strategy	One:One	6-Aug-25 Virtual
Housing Working Group	Housing Strategy	Working Group	21-Aug-25 Virtual
Arcadis	Housing & ED Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Countryman and Co	Housing & ED Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Exigo	Housing & ED Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Carl Daniel Architects	Housing & ED Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
In*Situ	Housing & ED Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Project Bravo	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Ciudad Nueva	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Project Vida	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Legal Aid for Housng Issues -Texas Rio Grande	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Amistad	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
El Paso Human Services	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
El Paso Center for Children	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
GECU Community Development	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Tierra del Sol	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
El Paso Coalition for the Homeless	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Emergence Health Network	Housing Strategy	Focus Group	25-Aug-25 Blue Flame, 17th Floor
Developer's Focus Group	Housing Strategy	Focus Group	26-Aug-25 City 3
Housing Working Group	Housing Strategy	Working Group	30-Sep-25 Virtual
Southwest Land Development, Inc	FLUM, Housing Strategy	One:One	15-Dec-25 City 3
Southwest Land Development, Inc	FLUM, Housing Strategy	One:One	15-Dec-25 City 3
Rocky Mountain Mortgage Company	FLUM, Housing Strategy	One:One	15-Dec-25 City 3
First American Bank	Housing Strategy	One:One	17-Dec-25 In-Person
First American Bank	Housing Strategy	One:One	17-Dec-25 Virtual

Name of organization	Deliverable	Meeting Type	Meeting Date	Location
Hunt Companies	FLUM, Housing Strategy	One:One	1/12/2026	City 3
Hunt Companies	FLUM, Housing Strategy	One:One	1/12/2026	City 3
Hunt Companies	FLUM, Housing Strategy	One:One	1/12/2026	City 3
Root Architects	Housing Strategy	One:One	1/20/2026	City 3
Community First Coalition	Housing Strategy	One:One	1/20/2026	City 3
Sembrando Esperanza	Housing Strategy	One:One	1/20/2026	City 3
J&K Present	Housing Strategy	One:One	1/20/2026	City 3
Classic American Homes	Housing Strategy	One:One	1/21/2026	City 3
Zia Homes	Housing Strategy	One:One	1/21/2026	Virtual
Zia Homes	Housing Strategy	One:One	1/21/2026	Virtual
Paseo Development	Housing Strategy	One:One	1/26/2026	City 3
MIMCO	Housing Strategy	One:One	1/26/2026	Virtual
El Paso Chamber of Commerce	Housing Strategy	One:One	1/26/2026	City 3
El Paso Chamber of Commerce	Housing Strategy	One:One	1/26/2026	City 3
El Paso County	FLUM, Housing Strategy	One:One	1/27/2026	City 3
Investment Builders	Housing Strategy	One:One	1/27/2026	City 3
Investment Builders	Housing Strategy	One:One	1/27/2026	City 3
Franklin Mountain Investments	FLUM, Housing Strategy	One:One	1/28/2026	City 3
Franklin Mountain Investments	FLUM, Housing Strategy	One:One	1/28/2026	City 3
Franklin Mountain Investments	FLUM, Housing Strategy	One:One	1/28/2026	City 3
Paso del Norte Foundation & Deck Fou	Housing Strategy	One:One	1/29/2026	City 3
Paso del Norte Foundation & Deck Fou	Housing Strategy	One:One	1/29/2026	City 3
Borderplex Alliance	Housing Strategy	One:One	2/2/2026	Virtual
Habitat for Humanity	Housing Strategy	One:One	2/3/2026	City 3
Edward's Homes	Housing Strategy	One:One	2/10/2026	City 3
D3: Neigh Assoc	Housing Strategy	Workshop	2/10/2026	Michelle T. Adjemian Rec Center
D6: Neigh Assoc	Housing Strategy	Workshop	2/10/2026	Marty Robbins Rec Center

GEPAR - leadership	Housing Strategy	One:One	2/11/2026	City 3
GEPAR - leadership	Housing Strategy	One:One	2/11/2026	City 3
Black Star Real Estate	Housing Strategy	One:One	2/12/2026	City 3
D4: Neigh Assoc	Housing Strategy	Workshop	2/12/2026	Veterans Rec Center
D1: Neigh Assoc	Housing Strategy	Workshop	2/16/2026	Don Haskins Rec Center
D2: Neigh Assoc	Housing Strategy	Workshop	2/16/2026	Nolan Richardson Rec Center
D7: Neigh Assoc	Housing Strategy	Workshop	2/18/2026	Cotton Patch Room
D8: Neigh Assoc	Housing Strategy	Workshop	2/18/2026	Pat O'Rourke Rec Center
GEPAR - Large group	Housing Strategy	One:One	2/19/2026	GEPAR
SISD	FLUM, Housing Strategy	One:One	2/23/2026	Virtual
SISD	FLUM, Housing Strategy	One:One	2/23/2026	Virtual
SISD	FLUM, Housing Strategy	One:One	2/23/2026	Virtual
SISD	FLUM, Housing Strategy	One:One	2/23/2026	Virtual
D5: Neigh Assoc	Housing Strategy	Workshop	2/25/2026	Eastside Regional Rec Center
Project Vida	Housing Strategy	Workshop	3/2/2026	Blue Flame
Project Bravo	Housing Strategy	Workshop	3/2/2026	Blue Flame
El Paso Center for Children	Housing Strategy	Workshop	3/2/2026	Blue Flame
Emergence Health Network (EHN)	Housing Strategy	Workshop	3/2/2026	Blue Flame
Project Amistad	Housing Strategy	Workshop	3/2/2026	Blue Flame
Project Bravo	Housing Strategy	Workshop	3/2/2026	Blue Flame
Tierra del Sol	Housing Strategy	Workshop	3/2/2026	Blue Flame
GECU Community Development - First Time Homebuyer Counseling Agencies	Housing Strategy	Workshop	3/2/2026	Blue Flame
Opportunity Center for the Homeless	Housing Strategy	Workshop	3/2/2026	Blue Flame

GECU Community Development - First Time Homebuyer Counseling Agencies	Housing Strategy	Workshop	3/3/2026 Blue Flame
GECU Community Development - First Time Homebuyer Counseling Agencies	Housing Strategy	Workshop	3/3/2026 Blue Flame
Caperate Real Estate Group	Housing Strategy	One:One	3/3/2026 City 3
El Paso Housing Finance Corporation	Housing Strategy	One:One	3/4/2026 Virtual
El Paso Apartment Association	Housing Strategy	One:One	3/4/2026 City 3
EMI Funding	Housing Strategy	One:One	3/5/2026 City 3
EMI Funding	Housing Strategy	One:One	3/5/2026 City 3
Rocket Mortgage	Housing Strategy	One:One	3/5/2026 City 3
EPW	FLUM, Housing Strategy	One:One	3/10/2026 City 3
GECU	Housing Strategy	One:One	3/17/2026 City 3
Housing Working Group	Housing Strategy	Working Group	10-Jun-26 Virtual
Countryman and Co	Housing & ED Strategy	Focus Group	11-Jun-26 Virtual
Exigo	Housing & ED Strategy	Focus Group	11-Jun-26 Virtual
Parkhill	Housing & ED Strategy	Focus Group	11-Jun-26 Virtual
EPISD	FLUM, Housing Strategy	One:One	10/15/2026 City 3

Name of Organization	Contact Person	Role
Opportunity Center for the Homeless	Ray Tullius	Executive Director
	John Martin, Deputy Director	
Rio Grande Neighborhood Association	Veronica Carrillo	9/22/20: She has requested to be removed from participating.
Community First Coalition	Kathleen Staudt	
Project Regeneracion	Carmen E. Rodriguez	
Familias Unidas del Chamizal	Hilda Villegas	
Familias Unidas del Chamizal	Brittany Medellin	
HOME (Housing Authority of El Paso)	Gerald Cichon	Chief Executive Officer
SW Gov't Affairs	Paul de la Pena	
El Paso Housing Finance Corportaion	Elizabeth Moya	Executive Director
County Community Development Department	Ernie Hernandez, Sr.	Sr. Program Manager
	Diana Marroquin	Program Manager
	Rosalva Hernandez	Program Manager

District Meeting they attended	Name	Neighborhood Association
D1	Robert Sandoval	Montoya Association
D1	John Antowan	Franklin Hills
D1	Manny Molina	Montoya Heights Association
D1	Debbi Hester	Coronado Hills Neighborhood
D1	Arturo	Montoya
D1	Hilda Matthews	Montoya Heights Association -
D1	Craig Matthews	Montoya Heights Member - Liv
D1	Scott Winston	Rio Valley
D1	Stephanie Black	Coronado Hills
D1	Henry Garcia	Enchanted Hills Neighborhood
D1	Gladys	
D2	Fred Borrego	San Juan
D2	Gestsemani Yanez	Central Neighborhood Associa
D2	Diana Ramirez	Central N.A
D2	Victor Contreras	
D2	Margaret Contreras	
D3	Elva Villagran	Stiles Garden
D3	German Garcia	
D3	Manny	
D3	Ruben del Rio	District 7
D3	Perla Bermudez	Valley View Heights Crest
D3	Bertha Adjemian	Cielo Vista Associations
D3	Mike Adjemian	Cielo Vista NA
D3	Jesse Moreno	District 3 / Eastside
D3	Michele Reynolds	Rosedale
D3	Ricardo Pacheco	Polo Inn NA
D3	Cynthia Pacheco	Polo Inn NA
D4	Cecilia Melendez	Castner Heights
D4	Elizabeth Gray	Future Land Assoc
D4	Cynthia Crouse	

D4	Erasmo Ornelas	Patriot Palms
D4	Santiago Vallejo-Gutier	N/A
D4	Mia Trevino	none
D4	Wayne Ballou	N/A
D4	Leslie Canada	Futureland Association
D4	Rick Canada	Futureland Assoc
D4	Adriana Pena	Beadley Community
D5	Dave VanWinkle	Upper East
D5	Lucia Unpingco	Upper East NA
D6	Gustavo Montes	Paseo del Sol
D7	Jose R. Torres	Pueblo Viejo NA
D7	Sylvia Carreon	Mission Valley Civic Associatic
D7	Debbie Torres	Pueblo Viejo NA
D7	Rodolfo Monarrez (seci	Rosedale Farms
D7	Veronica Fuentes (first	Rosedale Farms Neighborhood
D7	Israel Fuentes (Preside	Rosedale Farms Neighborhood
D7	Jose Najero	Penrose NA
D7	Lucilla Najera	
D7	Miguel Guerrero-Ayala	District 7
D7	Lily Limon	City Rep
D7	Marcie Carrillo	Mission Valley Civic Associatic
D8	Lynn Westbrook	Rim
D8	Charlie Intebi	Kern Place
D8	Celia Aguila	Familias Unidas del Chamizal
D8	Matthew Guzman	Friends of Sunset Heights
D8	Ray Baca	East
D8	Juan Gomez / Priscilla	Rio Grande
D8	Priscilla	Rio Grande
D8	Joe de Robbio	Sunrise Civic Group
D8	Linda Troncoso	Sunrise Civic Group
D8	Raymond Surya	Chamizal - Familias Unidas de

D8	Carmen Rodriguez	
D8	Mara	Kern
