



CITY OF EL PASO

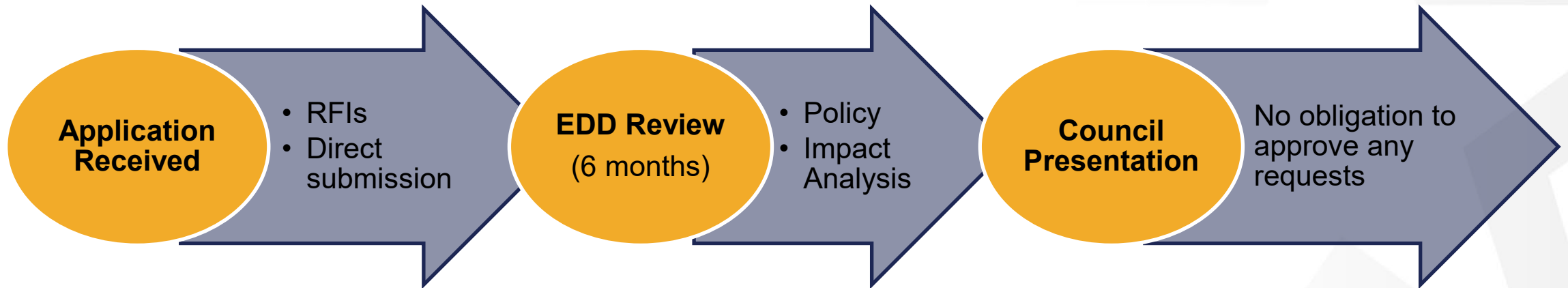
# Northwestern Dr. Traffic Calming Implementation

Texas Economic Development (TED) Fund  
Allocation Request

# TED Fund Background

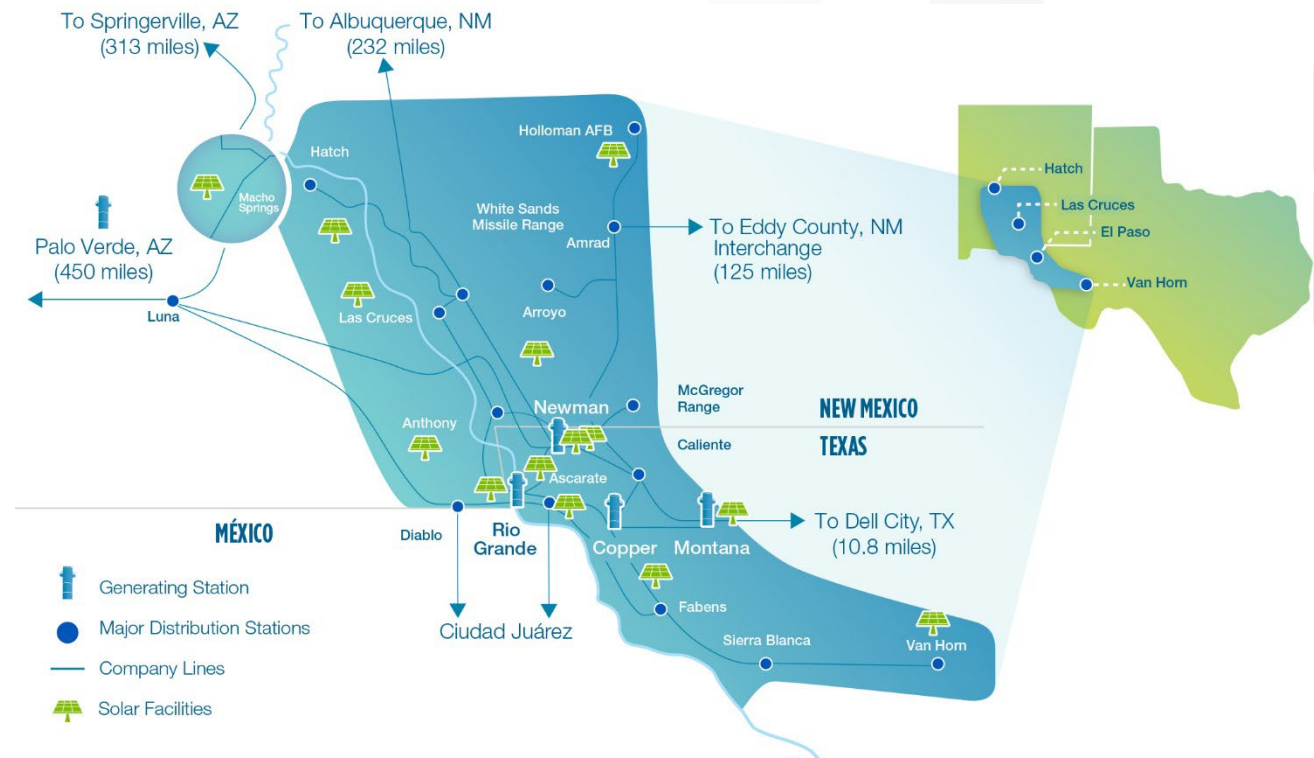
- El Paso City Council approved the Texas Economic Development Incentive Program (TED Program) on January 20, 2021
- The purpose of the TED Program is to make funds available for financial incentives in the form of economic development grants and/or loans to promote economic development within El Paso Electric's Texas Service Area through various categories, including Infrastructure Development Assistance
- The TED Fund is an \$80 million fund to be funded by Sun Jupiter over a period of 15 years and administered by the City solely for the purpose of promoting economic development
  - \$26.5M received to date; next payment in December

# TED Fund Process



# TED Fund Infrastructure Assistance

“Financial assistance for public infrastructure improvements associated with specific infrastructure projects **benefitting one or more companies committed to creating net-new jobs and/or making new capital investments within EPE’s Texas Service Area.** Such projects may include, but are not limited to, rail, public roadway, port, airport, water, sewer, gas, and telecommunication improvements.”





# TED Fund

## Infrastructure Assistance

- **Project Type and Location:**
  - Must involve public infrastructure (e.g., rail, roads, ports, etc.) within EPE's Texas Service Area.
  - Funds cannot be used for private land unless the land is publicly owned or under a delayed private purchase option (minimum five years post-approval).
- **Job/Investment Impact:**
  - Projects must be essential for the location or expansion of businesses that meet specific eligibility criteria and are located within the EPE Service Area.
- **Local Match Requirement:**
  - Projects outside city limits must secure a 100% funding match from the political subdivision where the project will occur.

# TED Fund Commitments

EPE Payment Income to date

\$26,666,665

## Obligations and Commitments

Target Industry & Investment Assistance

Notes Live, Inc\*

8,000,000

Advanced Manufacturing District

NCDMM

244,800

Ferveret

898,000

Infrastructure Assistance

Schneider Electric – EV Charging

75,000

Stan Roberts Reconstruction (META)

12,500,000

International Border Crossing Study\*

150,000

Traffic Calming Implementation

100,000

Ysleta POE Feasibility & Design

5,000,000

**Total Obligations to date**

**26,967,800**

# Traffic Calming Report

## Project Location

- Northwestern Drive between Northern Pass and Trade Center
- Targeting Schneider Electric campus at request of the company
- Safety is impediment to future growth and investment



# Traffic Calming Report

## Background

**\$6M** City Investment in Schneider Campus  
Including **\$850,000** towards infrastructure

- Est. \$1.5M Incentive

### Project Echo (2014)

### Project Lynx (2022)

- \$1.5M Incentive
- \$600,000 for Public Improvements (HAWK system)
- \$75,000 for EV charging infrastructure

- \$3.1M Incentive
- \$32,700 in-house study and installations
- \$140,000 in Vision Zero funding for Traffic Study

### Project Salsa (2024)



# Traffic Calming Report

## Funding Request

- **Project Summary:** Implementation of Northwestern Traffic Calming Study
  - Northwestern Industrial Park supports several major employers
  - Existing roadways have large pavement widths not fully utilized by the existing four travel lanes. This encourages higher speeds and increases pedestrian crossing distances, causing conflicts with increasing workforce presence in the area.
- **TED Fund Request:** \$100,000
  - In-house implementation of recommended roadway design:
    - Manage speeds on the road
    - Better utilize the existing pavement width
    - Improve quality for all modes of transportation

# TED Fund Request

## Policy Compliance

✓ **Project Type and Location:**

- Project is for public right-of-way infrastructure within EPE's Texas Service Area.

✓ **Job/Investment Impact:**

- Project is essential for the location or expansion of businesses
- Supports key industries of advanced manufacturing and logistics
- Meets investment and jobs eligibility for Non-Target Area projects

✓ **Local Match Requirement:**

- N/A Located within City limits and paired with significant non-TED Fund investment of City resources

## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople