



ITEM 43

Title 15 Amendment – Mobile Billboards

Strategic Goal 3.

Promote the Visual Image of El Paso



MOBILE BILLBOARDS

Initially adopted February 15, 2022 (1-year pilot)

Pilot Program extended 1-year February 7, 2023

- Allows for up to 3 permits to be issued
- Each company with an issued permit is allowed up to 3 mobile billboards
- \$1500 yearly permit fee
- Permit is reviewed and issued administratively

Current Status

- 2 of the 3 permits have been issued
- One company has 1 truck, other company has 2 trucks
 - Total of 3 mobile billboard trucks currently in operation
- Zero complaints received



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, Respect, Excellence, Accountability, People