# CITY OF EL PASO, TEXAS
# AGENDA ITEM
# AGENDA SUMMARY FORM

**DEPARTMENT:** Mayor and Council

**AGENDA DATE:** 04/28/2026

**CONTACT PERSON NAME** Rep. Chris Canales **PHONE NUMBER:** (915)212-0008

**2nd CONTACT PERSON** **PHONE NUMBER:** -

**3rd CONTACT PERSON** **PHONE NUMBER:** -

**DISTRICT(S) AFFECTED:** All Districts

**STRATEGIC GOAL:** Goal 2 - Set the Standard for a Safe &

**SUBGOAL:** -

**SUBJECT:**

Discussion and action directing the City Attorney, in collaboration with the City Manager as necessary and with the assistance of El Paso Water Public Service Board General Counsel as offered, to prepare and present for City Council consideration an ordinance requiring that any commercial solicitation distributed within the City of El Paso related to water quality, water safety, water testing, water treatment, water filtration, or any service that represents, directly or indirectly, that it evaluates, affects, or improves water quality, safety, or compliance with public health standards include a clear and conspicuous disclosure identifying the business responsible for the solicitation and stating that the business is not affiliated with or endorsed by any government agency or public utility. For purposes of this ordinance, “commercial solicitation” means any written, printed, digital, or in-person communication primarily intended to advertise, market, or sell a product or service to residents.

The proposed ordinance shall, at a minimum:

1) Require that the disclosure include language stating substantially the following: “This is an advertisement for a product or service by [Company Name]. This business is not affiliated with or endorsed by any government agency or public utility provider.” The ordinance may allow for substantially similar language that conveys the same meaning.

**COMMUNITY AND STAKEHOLDER OUTREACH:**

District 8 shared multiple revisions of this direction with El Paso Water staff to ensure that it adequately addresses consumer protection concerns, including issues raised by residents regarding misleading solicitations.

**BACKGROUND / DISCUSSION:**

Residents in El Paso have raised ongoing concerns about commercial solicitations related to water quality, testing, filtration, and treatment that are presented in a manner resembling official communications. In particular, residents have reported receiving door hangers, mailers, and other materials that appear to be affiliated with El Paso Water, but are in fact advertisements from private companies.

**PRIOR COUNCIL ACTION:**

No.

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**********REQUIRED AUTHORIZATION**********