



CITY OF EL PASO

Economic & International  
Development

# Sister Cities Agreement with Ciudad Juárez

May 11, 2026

# Presentation Summary

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01 *Overview*

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# Requested Action

**APPROVAL** of the updated Sister Cities Agreement between the **City of El Paso and Ciudad Juárez.**

This agreement will formalize ongoing binational collaboration and provide a structured framework to advance shared economic, institutional, and community priorities across the region.

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# Sister Cities Program

## History

- Launched in 1956 by President Dwight D. Eisenhower during the Cold War
- Created to promote peace through direct connections between people across nations
- Rooted in the People-to-People initiative, encouraging cultural, educational, and community exchanges

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# Sister Cities Program

## Framework

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### What it Does

- Formal communication channel between both city governments
- Framework for coordination on regional priorities
- Institutional platform for joint initiatives

### Why it Matters to El Paso

- Facilitates institutional collaboration between El Paso and Ciudad Juárez
- Continuity beyond leadership changes
- Proactive leadership in a binational region
- No financial obligations

# A Continued Commitment Foundation

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## Existing Partnership

The original agreement established a flexible framework for collaboration, promoting economic activity, knowledge exchange, and community connection across sectors:

- Established a formal structure for binational collaboration
- Promoted economic activity and cross-sector engagement
- Supported knowledge exchange and community connection
- Designed as a flexible, project-based approach
- Enabled collaboration in areas of shared interest as opportunities emerged

# What has Changed?

## Strategic Focus Areas

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The updated agreement builds on a longstanding foundation by refining its focus to better respond to current regional realities and opportunities:

- Builds on the City's existing binational framework and 8 Sister Cities partnerships
- Expands focus to Tourism, Education, and Sustainability
- Strengthens economic growth, workforce, and institutional collaboration
- Advances coordination on shared environmental priorities
- Positions the partnership for measurable, long-term impact



# Sister Cities Agreement

## Objectives



Reaffirm and strengthen the longstanding Sister Cities relationship between El Paso and Ciudad Juárez



Establish a framework for sustained binational cooperation



Promote regional resilience and quality of life across the border region

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# Sister Cities Agreement

## Collaborative Areas

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### **Economic & Trade Cooperation**

- Support regional economic development and cross-border opportunities

### **Institutional Coordination**

- Strengthen coordination through communication channels and joint working groups that support binational initiatives

### **Community & Cultural Engagement**

- Enhance the quality of life for residents on both sides of the border, promote cultural and educational exchange, and collaborate on tourism

### **Regional Sustainability**

- Promote environmental sustainability and regional resilience through joint initiatives related to sustainable development across the binational region

# Sister Cities Agreement

## International Policy Agenda

- The update to the Sister Cities Agreement directly advances the City's International Policy Agenda, approved by City Council on April 14, 2025. The Agenda prioritizes strengthening international partnerships with Mexico, facilitating trade and foreign direct investment, and expanding binational collaboration among chambers, associations, and government institutions.

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**2026**

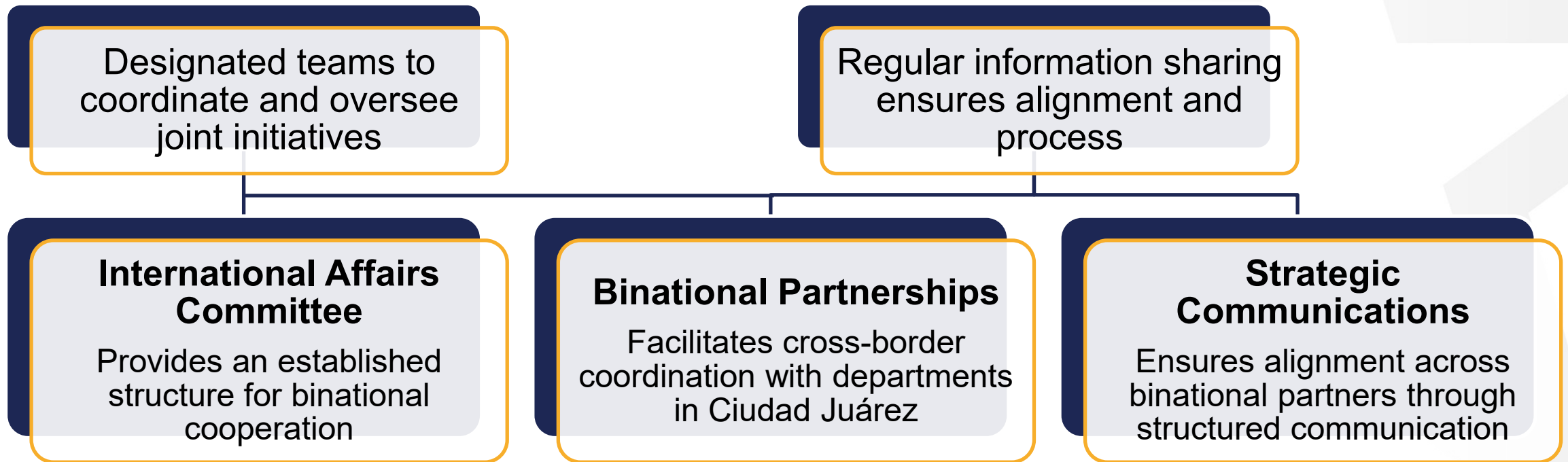
THE CITY OF EL PASO

**INTERNATIONAL  
POLICY  
AGENDA**

# Sister Cities Agreement Implementation

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# Sister Cities Agreement

## Next Steps

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### June 3, 2026 – Formal Approval and Execution

- Formal action and signing of the Agreement at the El Paso/Juarez Binational City Council Meeting

### Sustain Structured Binational Coordination

- Meetings led by designated binational working groups to advance established priorities and ensure measurable progress
- Launch International Program Webpage on EIPasoEID.com to provide updates on binational initiatives and outcomes, and strengthening transparent communication with residents and stakeholders

## 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

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