



CITY OF EL PASO

Adopt-A-Street Program

Streets and Maintenance Department
Environmental Services Department

November 18, 2025

Streets and Maintenance Department

Adopt-A-Street Program

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Goal 3 – Promote the Visual Image of El Paso

Sub-goal 3.1 – Improve the visual impression of the community (gateways, corridors, intersections and parklands)

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History of Adopt-A-Street

1985

Adopt-A-Highway

State Initiative

Late 1980s

Nationwide
City Initiated
Programs
Begin to
Develop

Now

City of El Paso
Adopt-A-Street
Program

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Comparable Cities

- **20+ Cities Researched**

- 10 Adaptable Programs
- 5 most populated Texas cities
- 5 national cities with comparable population to El Paso

Evaluation

- **Assessment Factors**

- Program Guidelines
- Accessibility of the application process
- Level of city support and participant incentives

Peer City Program

- **Phoenix, AZ**

- User Friendly
- Similar Resources Available
- Replicable for El Paso

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Peer City Comparison

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Peer City Comparison



City-Managed Programs 8 of 10



Web-Based Applications 10 of 10



Assistance 10 of 10



Recognition 10 of 10



Commitment Term 1-2 Years



Cleanup Frequency 4-6 times / year

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Top 10 Comparable Cities

- Dallas
- Houston
- San Antonio
- Austin
- Frisco
- Oklahoma City
- Washington D.C.
- Baltimore
- Phoenix
- Seattle

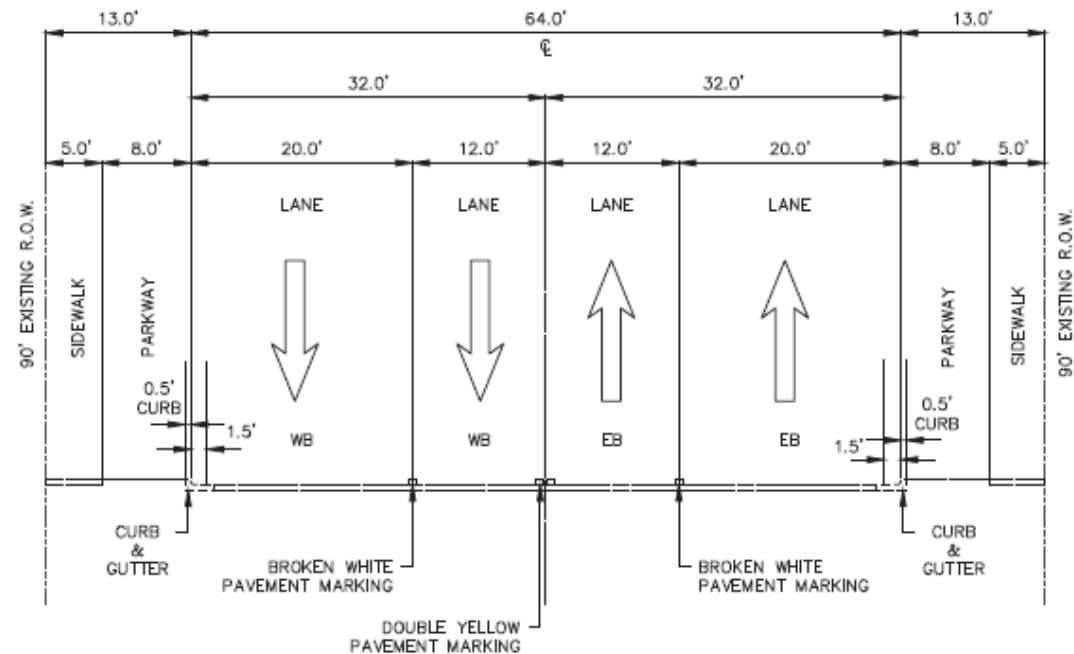
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Phase I Adopt-a-Street Recommendation

Parkway Clean Up – The area between property line and the street Clean Up

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Guidelines



Citizen Participation

Individuals, families, businesses – large and small, schools, church groups, neighborhoods, and more



Adoptable spaces

Adoptable segments will be increments of approximately a 1-mile stretch within the **parkway** of collector & arterial streets



Application Process

Volunteers will scan a QR code, pick out a 1 mile segment on an ArcGIS map, fill out an application form, get approval, and start cleaning



Outcome

This program will promote the shared responsibility between the City and the community to enhance the overall condition of the appearance of the public roadways

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Start Up Cost

Approximate Annual Cost Per Location - \$2,000

Clean-Up Supplies

- \$1,500
 - group of 10 people
 - 4 clean ups per year

Trash Pick-Up Request

- No Cost - Citizen Collection Station pass
- \$35 minimum ESD Pick Up
 - \$35 for 7 cubic yards
 - \$7 each

Sign with Installation

- \$375
 - One-Time Cost
 - Name Plate Replacement

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Moving Forward

Begin the process of implementing an ordinance that formally establishes an Adopt-A-Street program, outlining participation guidelines, responsibilities, and procedures for community groups and volunteers to help maintain city streets

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Resolution
Approval

Program
Guideline
Development

Community
Engagement

Pilot
Projects

Deployment

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Council Action – Resolution Approval

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A resolution to allow the City Manager or designee to establish an Adopt-a-Street Program, develop guidelines, provide the authority to sign related agreements and establish funding sources to implement the program.

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,
Accountability, **P**eople

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