

# CIP BOND PRESENTATION

January 4, 2022



Enhance El Paso's Quality of Life Through Recreational, Cultural, and Educational Environments

Enhance and Sustain El Paso's Infrastructure Network

## The Power of Our Strategic Plan



On December 16, 2014, City Council approved and Adopted the 2015 Strategic Plan. **The plan aligned with the City of El Paso's Mission, Vision and Values**

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

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

Integrity, Respect,  
Excellence, Accountability,  
People

# **25 BY 2025**

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## **1 Activate targeted (re)development (2.0):**

- Medical Center of the Americas/Alameda
- Reimagine Cohen/Angora Loop/Northeast Parkway
- Five Points
- Airport Development
- High priority corridor development plans
- Infill growth strategies
- Parking strategies
- Disposition of City-owned properties



**Establish a brand that  
and promotes El Paso  
and offerings**

# THE POWER OF OUR STRATEGIC PLAN



20  
IN  
2020

POWER IN THE VISION

- 2** **ACTIVATE TARGETED DEVELOPMENT/REDEVELOPMENT**
  - RAPID TRANSIT SYSTEM CORRIDORS
  - MEDICAL CENTER OF THE AMERICAS
- 5** **EXPAND AIRPORT DEVELOPMENT**
- 7** **IMPLEMENT TRAILHEAD PLAN**
- 8** **GROW SIGNATURE HOLIDAY ATTRACTION(S)**
- 10** **EXPAND INVESTMENT IN PUBLIC SAFETY OPERATIONS**
  - ADD 300 NEW POLICE OFFICERS; NET .120 (2017-2020)
  - PROGRAM ANNUAL POLICE AND FIRE VEHICLE REPLACEMENT
  - DEVELOPMENT AND COMPLETION OF NEW PUBLIC SAFETY FACILITIES
- 11** **CONSTRUCT SUN CITY LIGHTS ENTRYWAYS AT**
  - EL PASO STREET
  - CINCINNATI STREET/BALTIMORE/GLORY ROAD
  - REGIONAL PARK

- 12** **REALIZE AQUATICS PLAN**
  - COMPLETE 8 SPRAY PARKS
  - COMPLETE 3 REGIONAL FAMILY AQUATIC CENTERS
  - COMPLETE 2- 50 METER INDOOR COMPETITION POOLS
- 13** **DELIVER PROGRAMMED QUALITY OF LIFE BOND PROJECTS**
  - MEXICAN-AMERICAN CULTURAL CENTER
  - CHILDREN'S MUSEUM
  - EAST REGIONAL PARK, PHASE I
  - EASTSIDE SPORTS COMPLEX
  - ZOO-CHIHUAHUAN DESERT EXHIBIT COMPLEX
  - LOMALAND COMM. CENTER
  - CHAMIZAL COMM. CENTER
  - ALAMEDA COMM. CENTER
- 14** **EXPAND FREE WI-FI SERVICE AT 27 QUALITY OF LIFE FACILITIES BY 2020**
- 17** **COMPLETE 2 BRIO ROUTES AND STREETCAR SYSTEM BY 2018, AND FOURTH BRIO ROUTE OPERATIONAL BY 2020**
  - DEVELOP PLAN FOR NEXT PHASE(S) OF TROLLEY SYSTEM
- 18** **DELIVER PROGRAMMED STREET INFRASTRUCTURE PROJECTS, INCLUDING:**
  - IMPLEMENTATION OF BIKE PLAN
  - STREET RECONSTRUCTION PROJECTS

# Strategic Plan Results

2

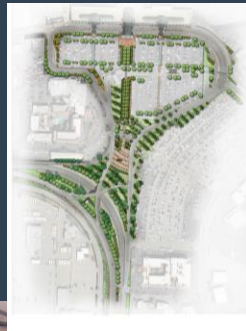
Achieve targeted development/ redevelopment:

- Rapid Transit System Corridors
- Medical Center of the Americas



5

Expand Airport development



7

Implement trailhead plan



# Strategic Plan Results

8

Grow Signature Holiday Attractions



10

Expand Investment in public safety operations  
Development and completion of new public safety facilities  
Investment in Fire Stations and Police Facilities



11

Construct Sun City Lights Entryways



# Strategic Plan Results

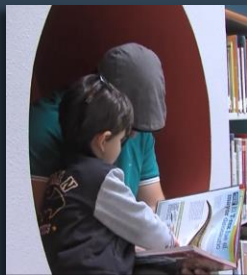
12

Realize Aquatics Plan



13

Deliver Programmed Quality of Life Bond Projects



14

Expand Wifi Service at 54 QOL Facilities by 2020







# Strategic Plan Results

17

Complete 2 Brio routes and streetcar system by 2018 and fourth Brio route by 2020



18

Deliver programmed Street Infrastructure Projects



THE POWER OF  
OUR  
STRATEGIC PLAN

# 25 BY 2025

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1

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- Five Points
- Airport Development
- High priority corridor development plans
- Full growth strategies
- Parking strategies
- Disposition of City-owned properties

7

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THE POWER OF  
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STRATEGIC PLAN

# 25 BY 2025

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# Strategic Plan Results

**25 BY 2025**

**1**

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**2**

Expand Downtown revitalization/redevelopment to include:

- Streetcar corridor vibrancy (2.0)
- Convention center renovation
- Parking management plans
- Uptown



**3**

Enhance cross-border mobility experience for bridge users (2.0)

Capital Improvement implementation  
Revamp toll operation schedules and lane management



# Strategic Plan Results

**25 BY 2025**

6

## Expand investment in public safety operations (2.0)

- Staffing needs
- Program annual Police and Fire vehicle replacement
- Development and completion of new public safety facilities
- Programs supporting safe and sustainable communities



8

## Complete Quality of Life Bond Projects and develop signature programming (2.0):

- Mexican American Cultural Center
- Children's Museum
- Multipurpose Entertainment and Performing Arts Center

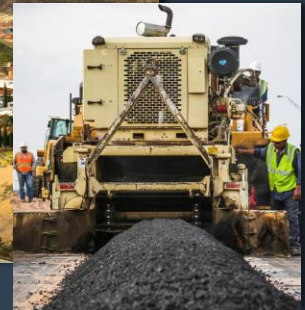


14

## Identify potential new revenue streams

**\$10 M Dedicated Paygo Funds**

- Residential Street Resurfacing \$7M Annual
- Collector Street Resurfacing \$3M Annual



# Strategic Plan Results

**25 BY 2025**

**15**

Establish a citizen-led bond election -  
**COMPLETE**

**\$ 413 M**

**Public Safety Bond  
Approved**



**17**

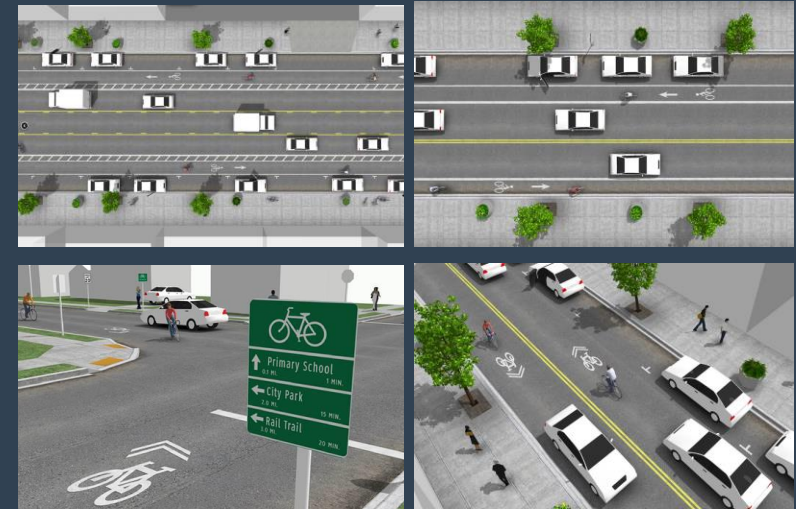
Expand the investment and beautification of  
street infrastructure (2.0)

- Streets resurfacing
- Streets reconstruction plan
- Most-traveled streets program
- Citywide aesthetics program (trees, medians, etc.)
- Comprehensive Green Infrastructure Plan
- Entryway and wayfinding



**18**

Implement improvements and activate  
programming that support and promote  
multimodal transportation (2.0)



# Strategic Plan Results

**25 BY 2025**

**20**

Establish Eastside and Mission Valley Growth Plan and begin implementation and complete Comprehensive Master Plan update - **COMPLETE**



**23**

Sustain the Live-Release Rate (2.0) - **ACHIEVED**

**\$ 10 M** Approved for Shelter Improvements



# 16 NEW PROPOSED STRATEGIC OBJECTIVES

Vibrant Regional  
Economy

High Performing  
Government

Exceptional Recreational  
Cultural + Educational  
Opportunities

Safe + Beautiful  
Neighborhoods

1. Grow existing and attract new target industries, including advanced manufacturing and innovation, to **foster economic prosperity** and create high paying jobs.
2. Continue the development of **integrated planning** efforts with communities of excellence partners.
3. Plan and implement dynamic and broadly partnered talent management strategies
- 4. Develop a bond package focused on addressing identified community priorities and needs aligned with targeted areas of investment**
5. Develop solutions to increase access and services for El Pasoans experiencing or at risk of homelessness.

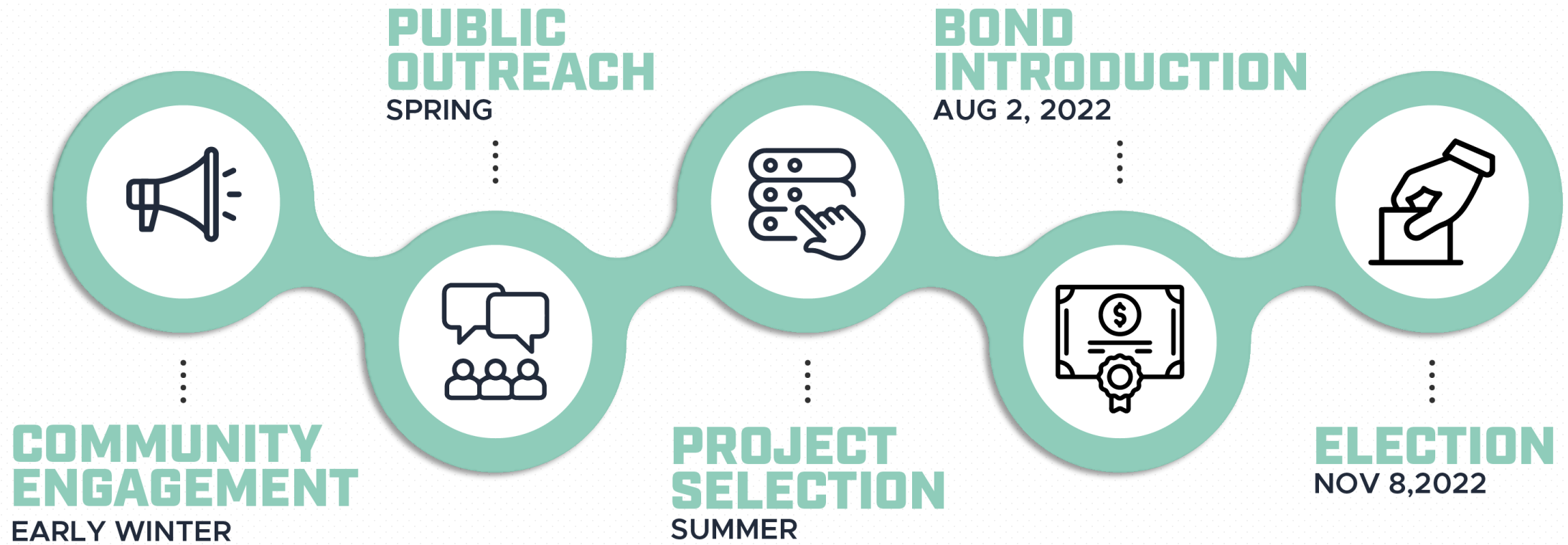


# 17 COMMUNITY PROGRESS BOND



STREETS  
SOLAR ENERGY  
ECO TOURISM  
HOUSING  
GREEN INFRASTRUCTURE  
QUALITY OF LIFE  
UNFUNDED PRIORITIES

# PROPOSED TIMELINE AND DEADLINES FOR POTENTIAL NOVEMBER 8, 2022 BOND ELECTION





OUTREACH

SENTIMENT

PROJECT  
SELECTION

VOTER  
CONSIDERATION

VALIDATION

ENGAGEMENT

CAPITAL  
PLAN  
DEVELOPMENT



# CAPITAL PLAN DEVELOPMENT

Development of the capital plan and project selection package should rely heavily on the standing goals and vision of the city's adopted strategic plan. Equity and existing gaps in services should play a predominant role in setting the baseline for project identification.

## Strategic Plan, Vision & Goals

The strategic plan process serves as the baseline for identifying the overarching project categories for potential capital investments.

## Equity

Equity complements the strategic plan vision and goals ensuring balance across geographies and demographics city-wide.

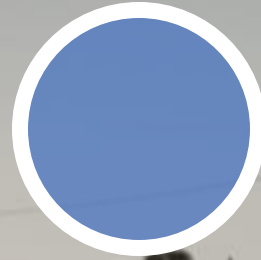
## Service Gaps

Data driven analysis and mapping of gaps in services and/or facilities helps shape the equity component and supports alignment of investments with the strategic plan.



# ENGAGEMENT

Engagement goes beyond outreach and provides meaningful opportunities to allow for public input and help shape the values and priorities that inform the project selection process.



Quantifiable Tools



Real Time Feedback



Spatial

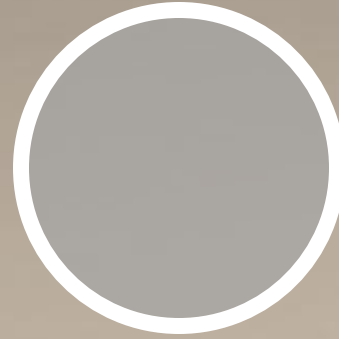


Categorized



# OUTREACH

Outreach centers on building awareness for the process and informing the public on the proposal and opportunities for engagement.



Build Awareness



Target Audience



Build Momentum





# SENTIMENT

The outreach component should be iteratively improved and refocused to address observed changes in public sentiment



Follow Trends



Adapt Methods



Identify Opportunities  
Track sentiment spatially to identify opportunities for expanding outreach





# VALIDATION

Input from the engagement process must be accessible and updated in real-time to facilitate both public and internal validation of the process and outcomes.

Live, Accessible Results

Service Gaps







# PROJECT SELECTION

The outreach and engagement process informs the project selection process at the values and priorities level. Individual project selection must be objective and data driven.

## Objective


Project selection should be influenced by structured prioritization of values and guided by data. It is a technical process and should remain objective

## Data Driven

While the public and policy makers are vital to setting values and goals specific projects should be identified based on data.

## Consistent Inputs

The process should be consistent and repeatable.



VOTER  
CONSIDERATION