



City of El Paso  
Capital Improvement Department

# Downtown + Uptown

Engagement, Planning Process,  
and Adoption Strategy

City Council 3/13/2023



# Downtown + Uptown Overview

## Progress

- **Kickoff March 2022**
  - Opportunities & Analysis
  - Planning Framework
  - Implementation & Reporting
  - Adoption

## Plan Adoption

- **Target April 2023 with three (3) presentations to City Council**
  - February: Public engagement
  - March: Major findings
  - April: Implementation strategies



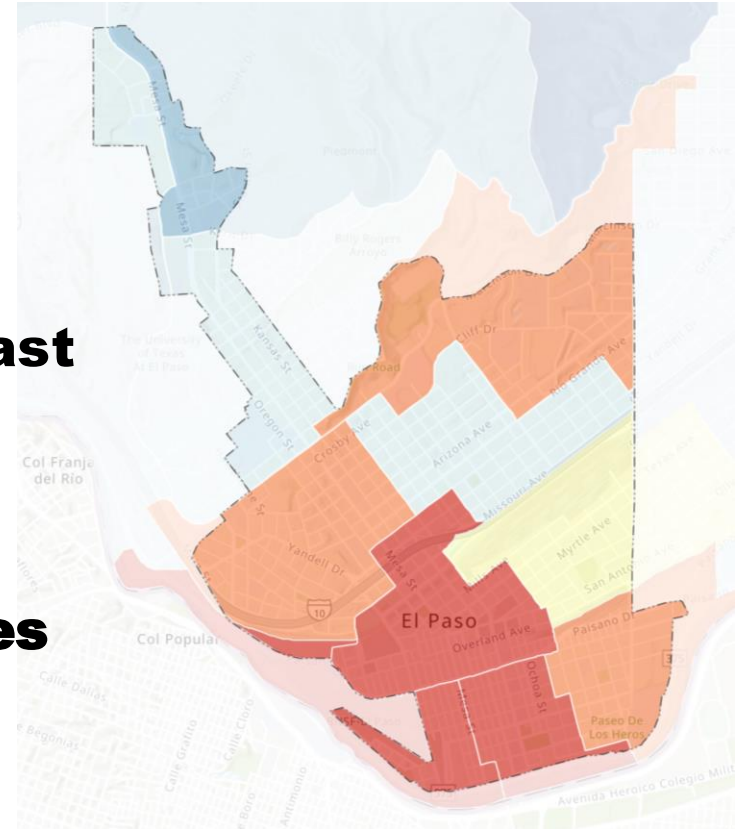
# Downtown + Uptown – An Era of Success

## Downtown & Arts District Successes

- **\$501M in Economic Impact**
- **142% Increase in Hotel Rooms**
- **66% Increase in Large Events & Festivals**
  - 29,000 people Dia de Los Muertos
  - 6 Week Long Winterfest
  - 40,000 people Chalk the Block
- **\$700M in public and private development in the last 10 years.**

## How do we keep going?

- **Capitalize on wage growth & demographic changes**
- **Prioritize housing and density in Downtown**
- **Extend these successes to Uptown**



# Downtown + Uptown Engagement Objectives

## Something for Everyone

We use the appropriate communication tools to inform, invite and engage residents into the work with us.

We engaged with neighborhoods using more than 31 different methods.

The work paid off, hearing from more than 605 participants.

OBJECTIVES	Web/ Landing	Print	Present- ation	Email	Survey	Game	Field
Awareness	★	★	★	★			★
Education	★		★			★	★
Information Gathering				★	★	★	★
Endorsement			★				★
Call-to-Action	★	★	★	★	★		★
What We Heard	★	★	★	★			★

# Downtown + Uptown Engagement Tools



Neighborhood tours



Resident interviews



Loteria



Web-based surveys to define study boundary, distribute new housing



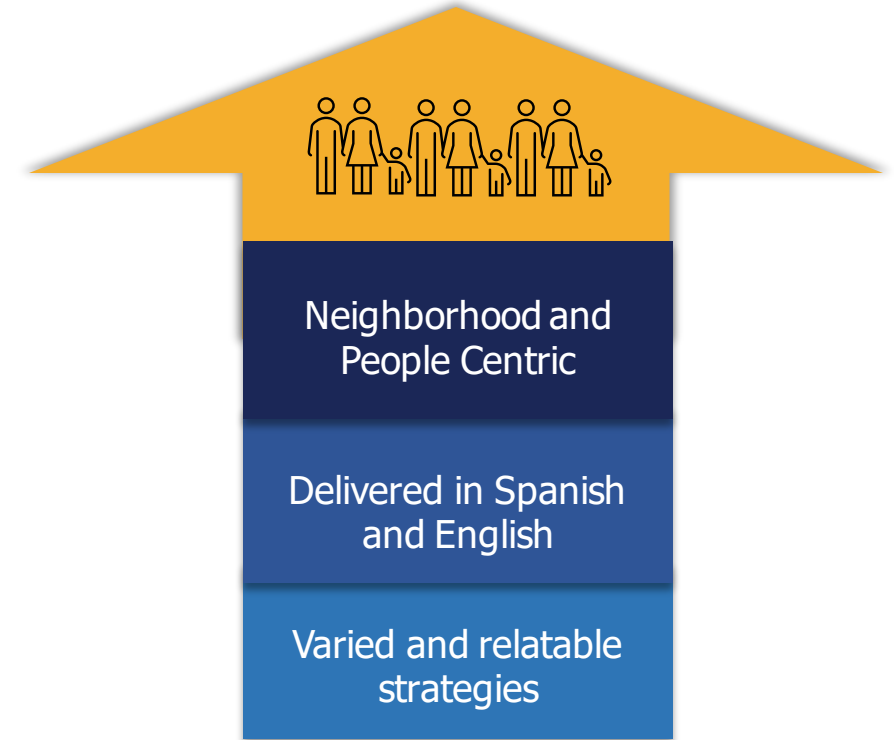
Public Open House (2)



Digital StoryMaps hosted on project site



CSG Meetings (4)



**Community Based**  
Intentionally inclusive opportunities for everyone

# Downtown + Uptown Community Values

## Community Lotería

- **Focused on South El Paso Residents**
  - Community Lotería illustrated possibilities
  - Culturally relevant in English and Spanish
  - Community prioritized their highest values

## Prioritized the Value of Community Desires

- **Increased awareness, inclusion and trust**
  - Created a new way to learn and share information
  - 140 participants
  - Provided tangible results included in the plan





# Downtown + Uptown Engagement Outcomes





# Downtown + Uptown Vision Defined



## Vision

El Paso's Downtown + Uptown city center is walkable and promotes a strong sense of community because it is safe, inclusive, affordable, sustainable, and supports a high quality-of-life for existing and new residents. The area celebrates the city's rich history and vibrant future with equitable access to expanded economic opportunity, recreation, and culture by walking, bicycling, and using public transit.

# Downtown + Uptown Plan Goals Defined

The Community said...



Promote affordability with expanded housing options



Create and improve public areas with a focus on health and safety to attract interest to the city center



Celebrate El Paso's unique living culture, design heritage, and diverse community



Establish a virtuous cycle between public transit and existing neighborhoods, new development, and active public transportation



Increase economic activity and talent retention with a vibrant downtown

# Downtown + Uptown Next Presentations

## March

- **Key Findings**
  - Market Study
  - Planning Framework
  - Catalyst Sites
  - Adoption

## Plan Adoption

- **Implementation Actions**
  - Realizing goals
  - Catalyst Sites in practice
  - Funding and Implementation

