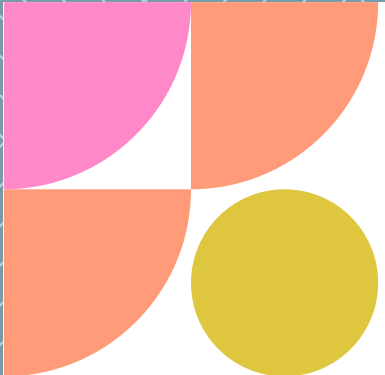


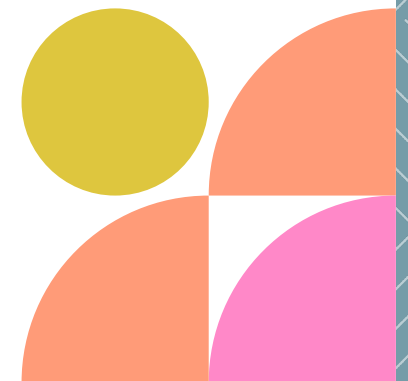
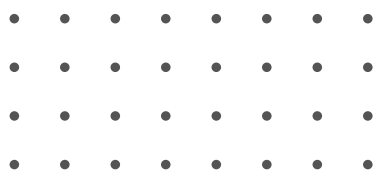
A decorative graphic in the top-left corner consisting of three overlapping shapes: a pink quarter-circle, an orange quarter-circle, and a yellow circle.

2026 Strategic Planning Session (SPS)

Insights Summary

February 2026

Assessment Phase (Key Activities)



2025–2026 Strategic Planning Process Cycle (Recap)

ASSESSMENT

Gather feedback and analyze data to develop **key insights**.

**September 2025 –
January 2026**

*See Key Assessment
Phase Activities in the
following slides*

DEVELOPMENT

Synthesize insights to develop
**proposed pillars, goals, objectives and
core strategies** for the two-year planning
horizon.

*Convene City Council Strategic
Planning Session February 23rd-24th*

**January 2026 –
February 2026**

IMPLEMENT

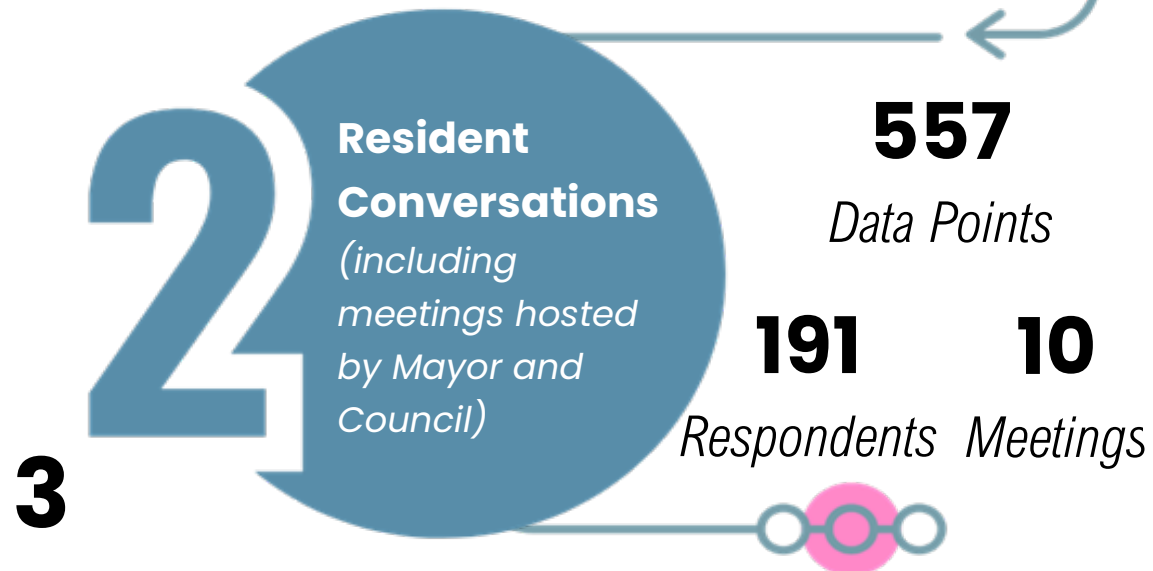
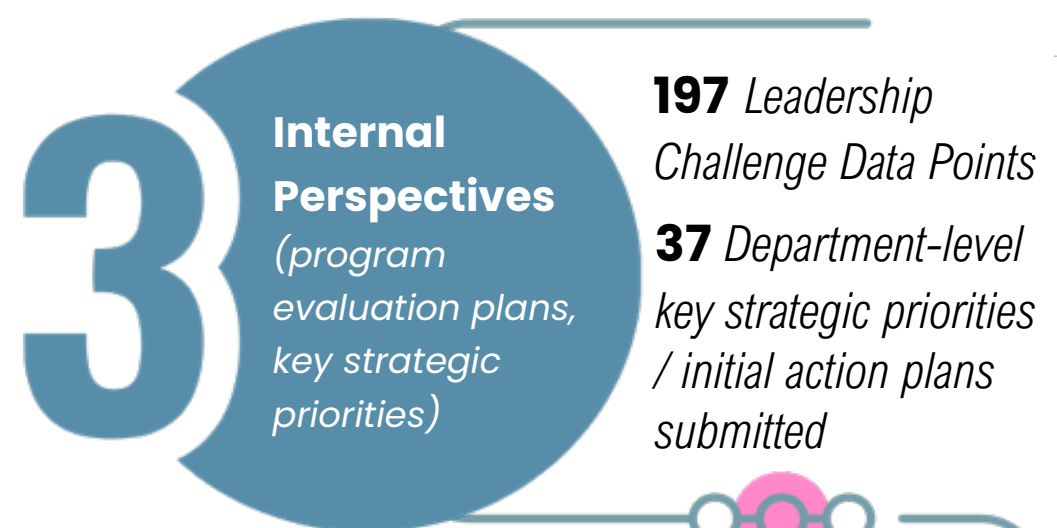
Upon Council adoption, begin
implementation of **two-year action plan**

FY 2027 – FY 2028

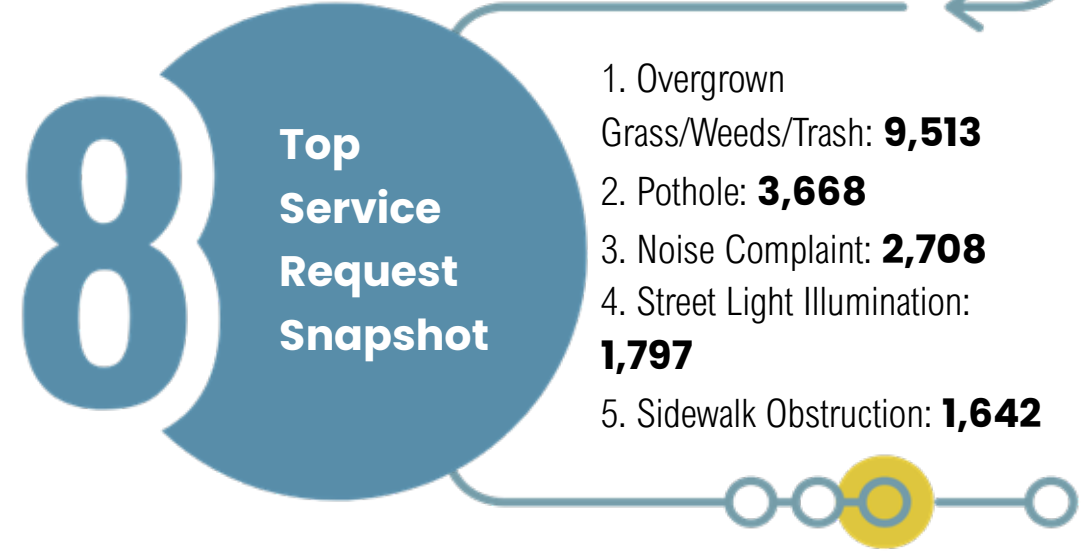
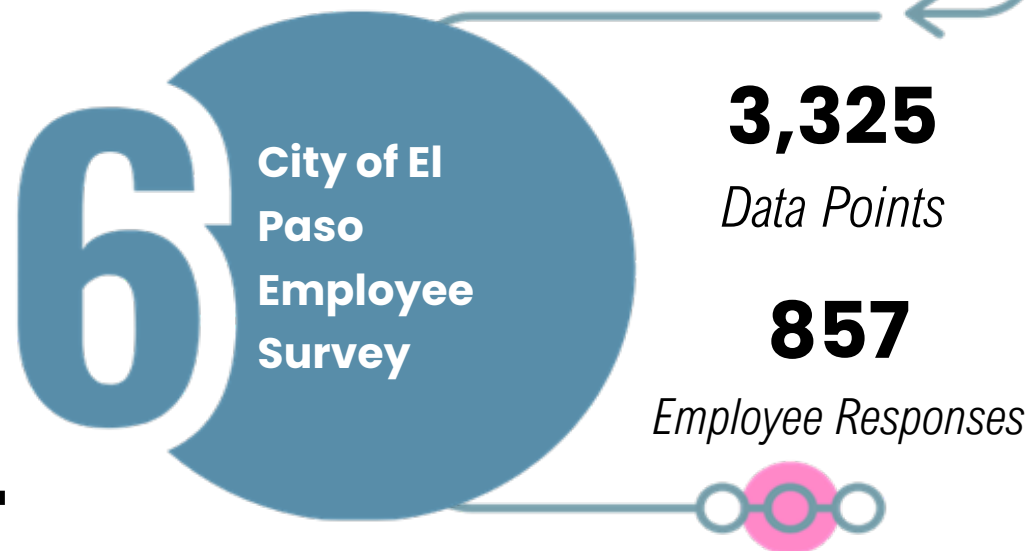
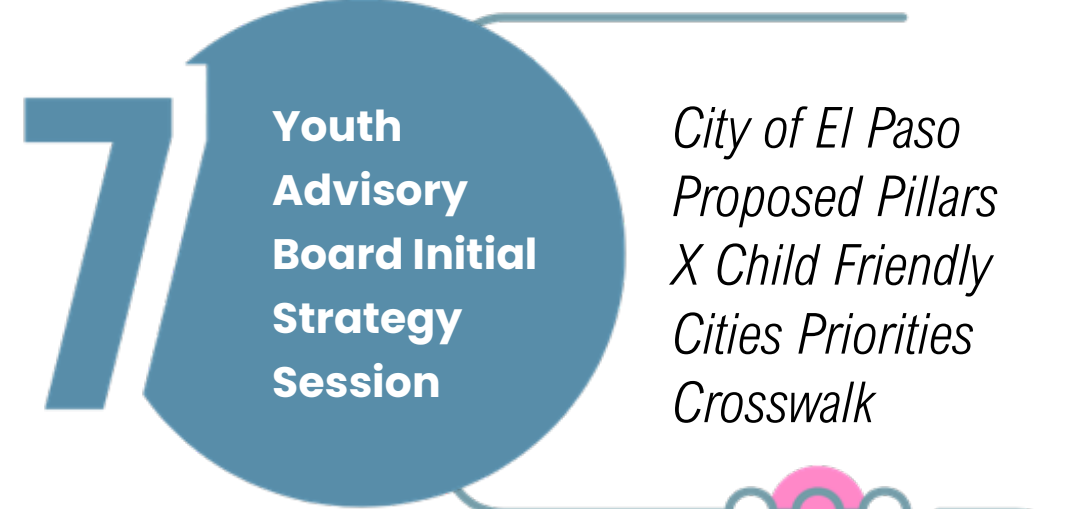
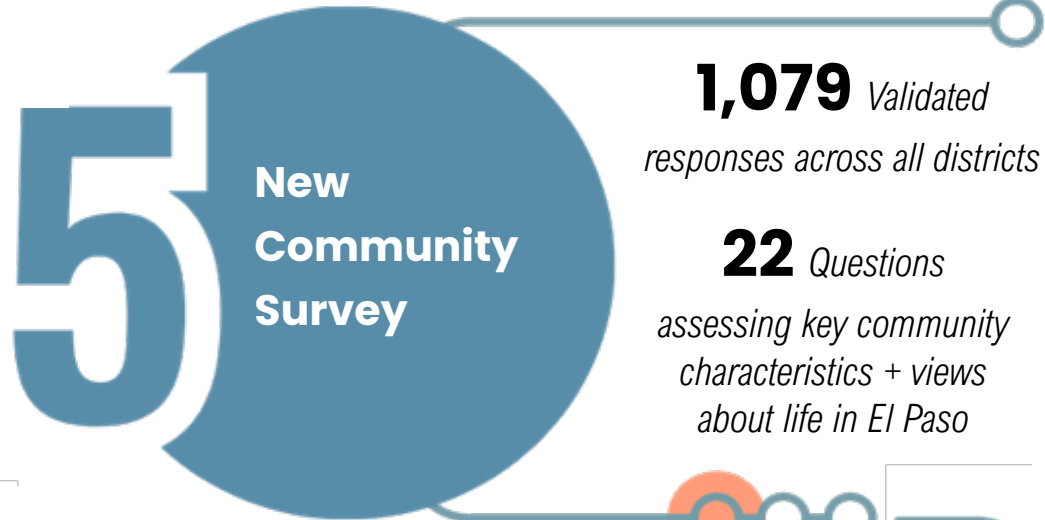
EVALUATE

Progress monitoring and reporting

Assessment Phase Snapshot



Assessment Phase Snapshot



Mayor & City Council Key Priority Areas

Top community-focused priorities over the next two fiscal years

Mayor	Economic Development	Infrastructure	Public Safety	Quality of Life	
D1	Infrastructure (Maintenance)	Quality of Life (Community Spaces)	Public Safety (Sustaining Safety)		
D2	UNICEF Youth Focus	Infill Development/ Urban Core	Quality of Life	Economic Development	
D3	Creating Community Engagement	Reinforcing Civic Pride, Sharing the good news	Funding resurfacing or reconstruction of city streets		
D4	Economic Development	Infrastructure	Quality of Life		
D5	Clean and safe streets with less traffic	Quality of Life, public spaces, better parks	Economic Development expansion. Better high quality and well-paying jobs.		
D6	Better Streets	Public Safety	Parks	CR process	
D7	Quality of Life	Economic Development	Housing	Education	Green Space and Beautification
D8	Human Services	Housing Planning	Community Connection	Sustainable Planning	

944
Data Points

9
Meetings



Visual Mapping

Top community-focused priorities over the next two fiscal years

Economic Development	Infrastructure	Public Safety	Quality Of Life	(Good Governance)
Economic Development	Infrastructure (Maintenance)	Public Safety (Sustaining Safety)	Quality of Life (Community Spaces)	Education
Economic Development	Clean and safe streets with less traffic	Public Safety	Quality of Life	Sustainable Planning
Economic Development	Infrastructure		Quality of Life, public spaces, better parks	Reinforcing Civic Pride, Sharing the good news
Economic Development expansion. Better high quality and well-paying jobs.	Better Streets		Parks	UNICEF Child Friendly City Initiative (CFCI) <i>Youth Focus</i>
Infill Development/ Urban Core	Funding resurfacing or reconstruction of city streets		Quality of Life	Creating Community Engagement
Housing Planning	Green Space and Beautification		Human Services	Community Connection
Housing			Quality of Life	CR process



2

Resident Conversations *(including meetings hosted by Mayor and Council)*

What you want most for El Paso is...

557

Data Points

191

Respondents

Top 3 Insights

Economic Opportunity & Affordability

Infrastructure & Transportation

Community, Safety, and Quality of Life

POSTCARD
From El Paso

Name: District 4 Resident

Why I choose to be here:

To be part of the solution to the problem not
just a nagging person. El Paso is home <3

What I want most for El Paso is:

For equality no matter what side of
town you live you can have amenities

If I were writing the story of El Paso today, it
would say:

It's a big city with small town feeling

10

Meetings

7

Top operator-focused priorities over the next two fiscal years

197

Leadership Challenge
Data Points

37

Department-level key strategic priorities /
initial action plans submitted

Top 5 Insights

Public Safety & Community Security

Communication & Engagement

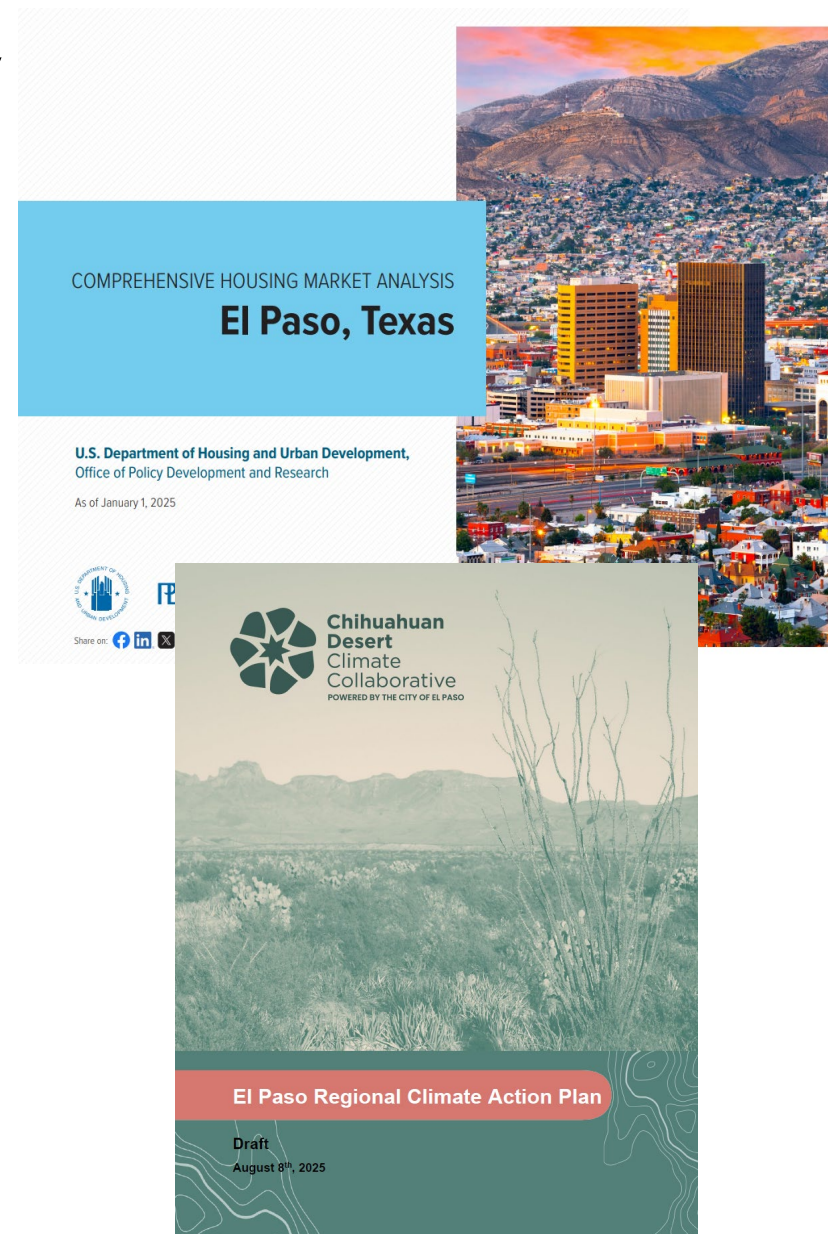
Community, Health, and Quality of Life

Workforce Pay and Growth Opportunities

Service Excellence & Accountability

Connecting community perspectives across key initiatives, including:

- *Climate Action Plan (in progress)*
- *Community Needs Assessment*
- *Comprehensive Economic Development Strategy*
- *Comprehensive Housing Market Analysis*
- *Envision El Paso (Engagement Summary)*
- *FY26 Budget Workshops*
- *Parks Master Plan (early stages)*
- *Sun Metro Rising*



1,079

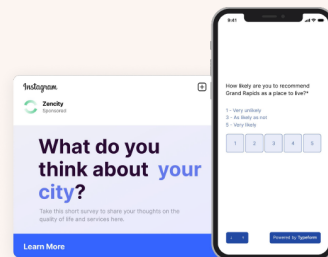
*Validated responses
across all districts*

Zencity Community Survey

Ongoing Representative Survey

Hear from more residents with always-on, digital benchmarking surveys designed by data scientists to be accessible, representative of your community, and statistically sound.

- ✓ Full service distribution
- ✓ Unlimited translations of questions
- ✓ Customized questionnaire
- ✓ Analysis of open ended responses
- ✓ Designed reports that are digestible by stakeholders



Zencity

Quality of Life

- *How is the overall quality of life in the City of El Paso?*
- *What is your favorite thing about living in the City of El Paso*
- *What is the thing you would most want to change about life in the City of El Paso?*

Community Characteristics

- *Availability of affordable housing*
- *Availability of jobs that pay a living wage*
- *Access to quality health care services*
- *Access to quality education*
- *Ability for residents to give input to the El Paso city government*
- *Ease of getting around by public transportation*
- *Sense of overall safety*
- *Sense of community among residents*
- *Acceptance of residents of all backgrounds*
- *Overall cleanliness and maintenance*
- *Quality of parks and recreational amenities*
- *Overall quality of services provided by the city*
- *Quality of waste and recycling services*
- *Availability of a variety of art and cultural events*
- *Condition of streets*
- *Economic development (business growth, business attraction, and job opportunities)*
- *The values of services for the taxes paid to the City of El Paso*

Zencity Community Survey

November - December 2025

Powered by Zencity

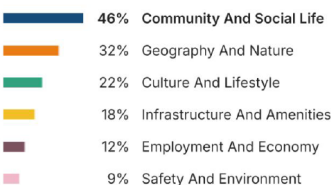
BETA

Question:

What is your favorite thing about living in El Paso?

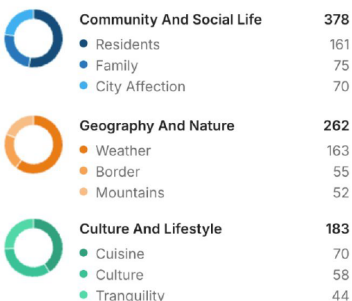
Most Common Topics

815 labeled responses out of 964



Top 3 Topics Breakdown

Number of responses by leading subtopic



22

*Questions
assessing key
community
characteristics +
views about life
in El Paso*

”

“Everything! The beautiful way they do things. The stone decorations. **The people.** **The weather.** The geographical location.”

”

“The **climate**, the culture, and the people”

”

“I don't need to go from one side of the city to the other to have **places to exercise, restaurants, and shops.** I also have access to the mountains.”

The logo for EPA TX City of El Paso. It features a grid of dots on the left, with a light blue shaded area covering the first two columns. To the right of the grid is the text "EPA TX" in a bold, sans-serif font, with a large star symbol integrated into the letter "X". Below "EPA TX" is a dark blue rectangular box containing the text "CITY OF EL PASO" in white, uppercase, sans-serif font.

In the next two years, what is one thing you would change about life in El Paso

3,325 Data Points

[illegible]

$n=833$

- Favorite thing about living in El Paso
- One-thing you would change about life in the city (service, program, and/or policy)
- *What is your dream for El Paso?*
- Preferred communication method



CoEP Proposed Pillars X Child Friendly Cities Priorities Crosswalk

Youth Advisory Board Member Feedback during January 12th meeting:

In the next two years, the one thing I would most want to change about life in El Paso...

ECONOMIC DEVELOPMENT [MOBILITY]

"For El Paso to grow economically and to also be somewhere to grow and start a career and grow a better relationship with our healthcare in the community."

INFRASTRUCTURE

"Landscaping-when I see pretty landscaping whether it be in the form of greenery or structures. I think it adds so much life to an area. Personally, I would like to go bring back full streets of people walk around."

PUBLIC SAFETY

"I would like for El Paso to focus more on activities that bring the City together and other people, like a festival. Focus more on safety and prioritizing the DUI issue here in El Paso."

QUALITY OF LIFE

"I want El Paso to have more clubs and school activities available to all schools and more education on drugs and overall health."

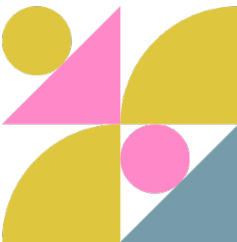
"I want to see more things to do. Not to say there isn't but it doesn't get publicized well and it gives El Paso a "boring" reputation."

"Have more opportunities for teenagers, make it more accessible to branch out."

GOOD GOVERNANCE

"School motivation!

- ***Mental health services***
 - ***Nutrition and guidelines***
 - ***Immunization (mandatory)***
 - ***Sports & activities (funding)***
 - ***Providing tools for students to feel "not pressured" to fit it***
- *Scheduling."***



CoEP Proposed Pillars X Child Friendly Cities Priorities Crosswalk

Youth Advisory Board Member mapping activity conducted on January 12, 2026.

ECONOMIC

DEVELOPMENT [MOBILITY]

Safety and inclusion
Address inequities
(emphasis on those from
marginalized
backgrounds) **X2**

Safety and inclusion
Inclusive social services,
education, health, and
protection

Play and leisure
Family connection
opportunities for
parents/guardians to
collaborate

Safe Living Environments
Basic Services-access to
quality education, healthcare
and social services

INFRASTRUCTURE

Safe Living Environments
Health & Environment-
Access to clean air, safe
water, sanitation, and green
spaces **X2**

Play and Leisure
Beyond Playgrounds-
City wide masterplan
that repurposes urban
spaces and creates child
friendly maps **X2**

**Equitable Social
Services**
Identifying,
understanding and
removing barriers for
marginalized children

Safety and Inclusion
Create safe physical
environments-transportation,
air, public services

PUBLIC SAFETY

Safe Living Environments
Health & Environment-
Access to clean air, safe
water, sanitation, and green
spaces **X4**

Safety and Inclusion
Create safe physical
environments-
transportation, air, public
services **X3**

Safe Living Environments
Basic Services-access to
quality education, healthcare
and social services **X2**

Safe Living Environments
Physical Safety-protection
from violence, accidents, and
environmental hazards **X2**

Safety and Inclusion
Inclusive Social Services-
education, health, and
protection

GOOD GOVERNANCE

Safety and inclusion
Child responsive
governance-
prioritizing children's
well-being **X2**

Safety and inclusion
Inclusive social
services, education,
health, and protection

Play and leisure
Beyond Playgrounds-
City wide masterplan
that repurposes urban
spaces and creates
child friendly maps

Play and leisure
Family connection
opportunities for
parents/guardians to
collaborate

Play and leisure
Holistic Development---
Prioritize play to foster
creativity, problem-
solving, social skills,
self-regulation and
cognitive growth

Child Participation
Integration-
Embedding youth
participations in
health, education,
play, environment,
protection **X2**

Child Participation
Empowerment-
giving children
agency

Child Participation
Platforms for voice-
formal and informal

Child Participation
Rights-based
approach grounded in
UN Convention
(Articles 3 & 12)

Play and leisure
Right to play-rest,
play, and cultural
participation are
rights (3)

**Safe Living
Environments**
Basic Services-
access to quality
education,
healthcare and
social services **X2**

**Safe Living
Environments**
Physical Safety-
protection from
violence, accidents,
and environmental
hazards

**Safe Living
Environments**
Inclusion-Children
feel respected,
valued, and have
access to
opportunities

**Equitable Social
Services**
Accountability &
transparency-clear
delivery plan and
transparent
decision making

CoEP Proposed Pillars X Child Friendly Cities Priorities Crosswalk

Youth Advisory Board Member mapping activity conducted on January 12, 2026.

QUALITY OF LIFE

Safe Living Environments

Inclusion-Children feel respected, valued, and have access to opportunities **X6**

Safe Living Environments

Physical Safety-protection from violence, accidents, and environmental hazards

Safe Living Environments

Basic Services-access to quality education, healthcare and social services

Child Participation

Integration- Embedding youth participations in health, education, play, environment, protection **X2**

Child Participation

Rights-based approach grounded in UN Convention (Articles 3 & 12)

Safety and inclusion

Inclusive social services, education, health, and protection **X2**

Safety and inclusion

Child responsive governance- prioritizing children's well-being

Safety and Inclusion

Create safe physical environments-transportation, air, public services

Play and leisure

Family connection opportunities for parents/guardians to collaborate **X3**

Play and leisure

Holistic Development--- Prioritize play to foster creativity, problem-solving, social skills, self-regulation and cognitive growth **X3**

Play and leisure

Beyond Playgrounds-- City wide masterplan that repurposes urban spaces and creates child friendly maps **X2**

Equitable Social Services

Equity and Identifying, understanding, and removing barriers for marginalized children **X3**

Equitable Social Services

Holistic services-address public services to support children's well-being **X2**

Equitable Social Services

Accountability & transparency-clear delivery plan and transparent decision making **X2**

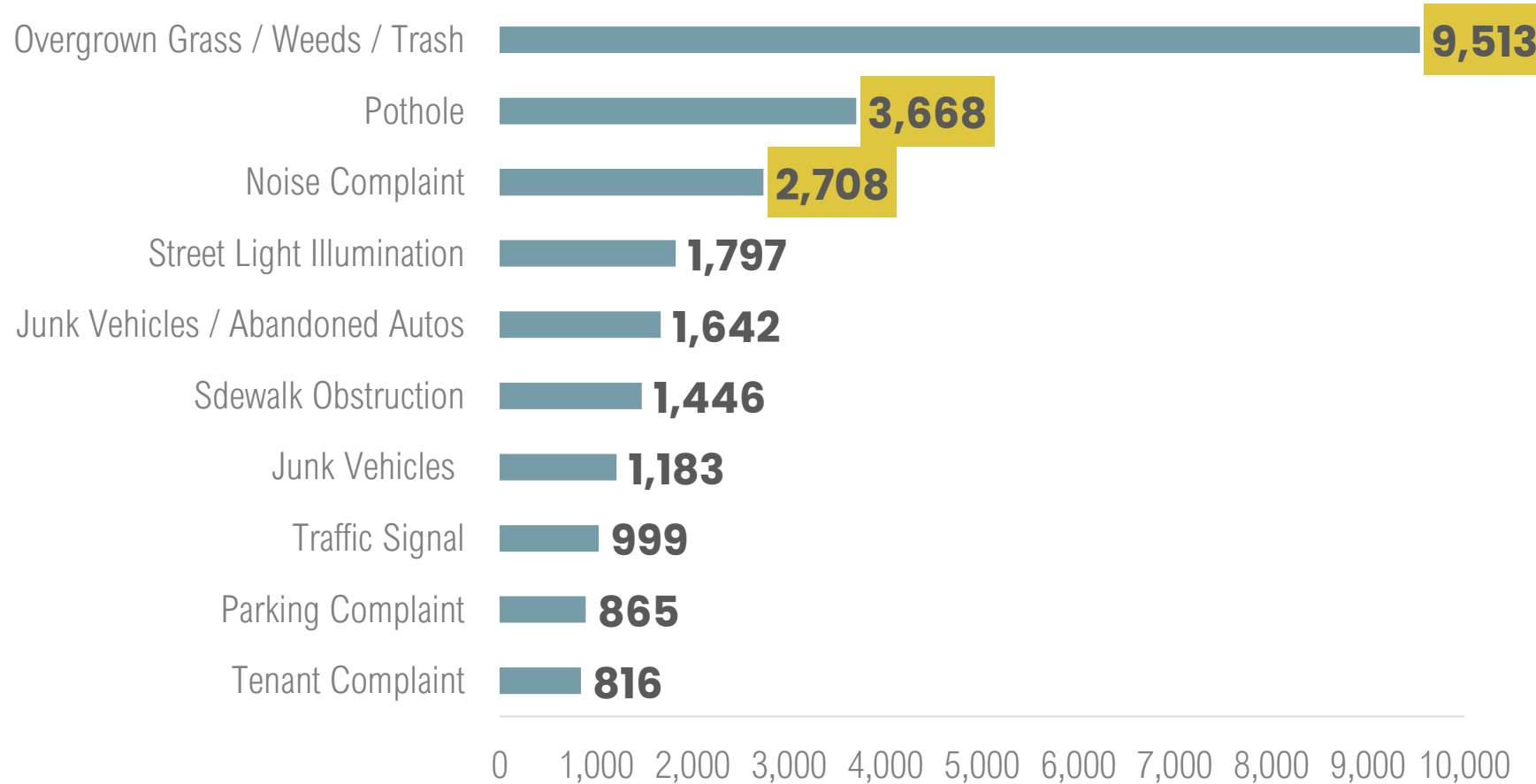
Equitable Social Services

Child Centered Approach-integrating child's best interests in all decisions

8 Top Service Request Snapshot

The dataset reflects the top 10 most frequently submitted 311 request types across all districts:

Top 311 Service Requests – Citywide



As of 1/30/2026



Top 311 Service Requests – By District

The dataset reflects the top 3 most frequently submitted 311 request types by districts:

District 1	District 2	District 3	District 4
Top issues mirror citywide trends, driven by vegetation, road condition, and neighborhood quality calls. - Overgrown Grass / Weeds / Trash — 1,333 - Pothole — 553 - Noise Complaint — 481	Higher levels of tenant and abandoned vehicle complaints relative to other districts. - Overgrown Grass / Weeds / Trash — 1,564 - Pothole — 362 - Junk Vehicles / Abandoned Autos — 327	Notable for elevated illegal dumping and abandoned vehicle requests. - Overgrown Grass / Weeds / Trash — 941 - Pothole — 446 - Noise Complaint — 280	Consistent with infrastructure-related demand (lighting, potholes, traffic signals). - Overgrown Grass / Weeds / Trash — 1,425 - Noise Complaint – 418 - Pothole — 347



8 Top Service Request Snapshot

Top 311 Service Requests – By District

The dataset reflects the top 3 most frequently submitted 311 request types by districts:

District 5	District 6	District 7	District 8
One of the highest-volume districts overall; strong demand for code enforcement and vegetation management.	High levels of junk vehicle and abandoned auto complaints.	Moderate levels of traffic-related issues (traffic signals and signs).	Strong pattern of tenant complaints and street/traffic issues.
1. Overgrown Grass/Weeds/Trash — 958	1. Overgrown Grass/Weeds/Trash — 846	1. Overgrown Grass/Weeds/Trash — 788	1. Overgrown Grass/Weeds/Trash — 1,600
2. Noise Complaint — 513	2. Pothole — 591	2. Pothole — 651	2. Pothole — 444
3. Pothole — 239	3. Noise Complaint — 306	3. Street Light Illumination — 280	3. Junk Vehicles / Abandoned Autos — 231

