



# 2024 CITY OF EL PASO STRATEGIC PLANNING SESSION DAY #2

*Together defining the future for Our Community  
Juntos definiendo el futuro de Nuestra Comunidad*

Consultant Team Led by:



In Association with: MIG | EPS | Barracuda PR | Asakura-Robinson

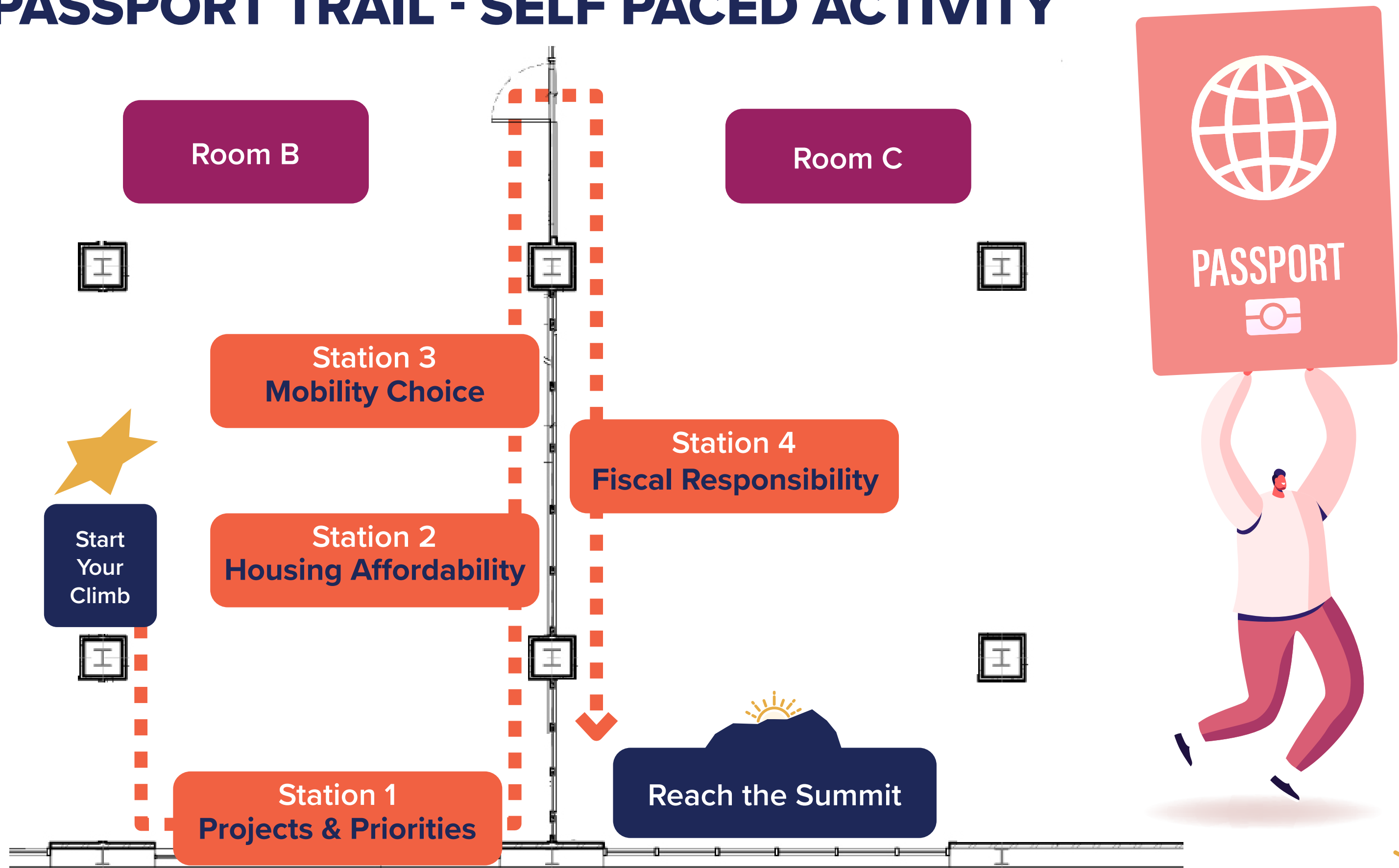


# AGENDA - SPS DAY 2

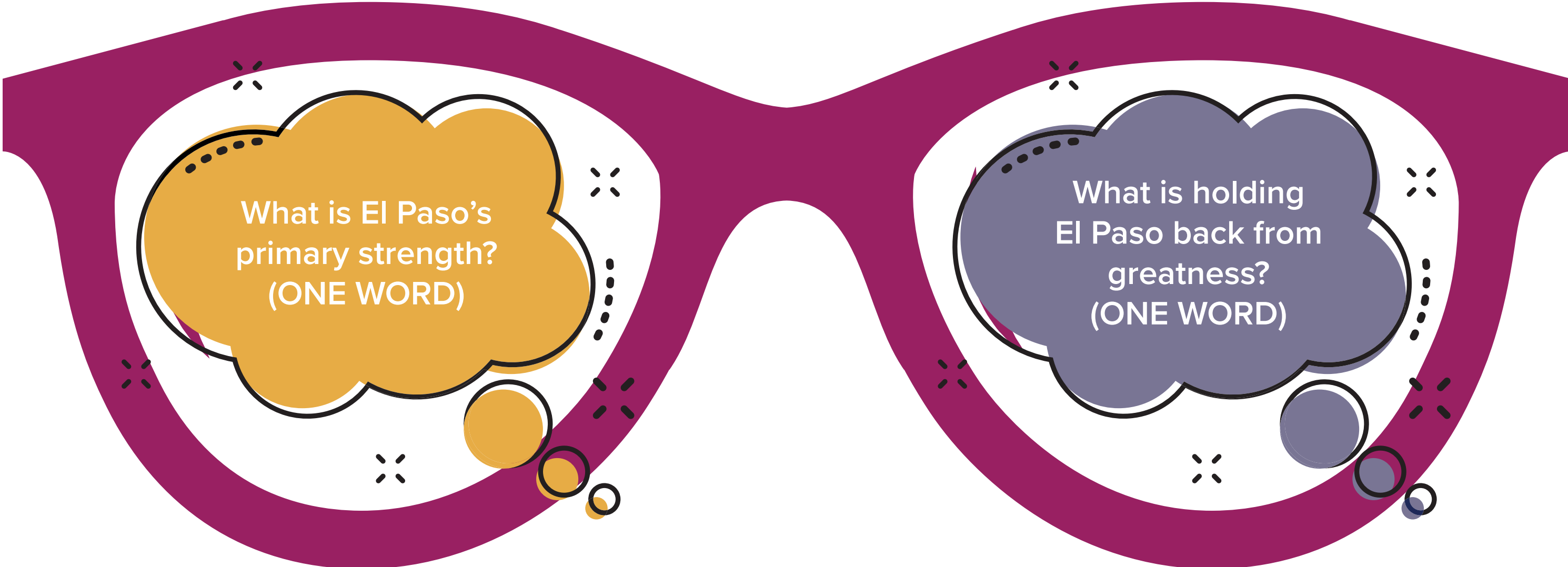
- 11:45 am-2:30 pm**    **Passport Trail - Self-Paced Activity**
- 12:00 pm-1:00 pm**    **Lunch & Activity 1: El Paso Through Your Eyes**
- 1:00 pm-2:00 pm**    **Call to Public**
- 2:00-2:20pm**    **Envision El Paso Program Presentation**
- 2:20-2:30pm**    **Mayor and Council share their MapLIB**
- 2:30pm**    **Activity 2: Overarching Themes Rotation 1 (15-minutes)**
- 2:45pm**    **Activity 2: Overarching Themes Rotation 2 (15-minutes)**
- 3:00pm**    **Theme Share Out by Group**
- 3:20pm**    **Alignment of Envision El Paso to Strategic Plan**
- 3:25pm**    **Closing Remarks**
- 3:30pm**    **End of Session**



# PASSPORT TRAIL - SELF PACED ACTIVITY



# ACTIVITY 1 - EL PASO THROUGH YOUR EYES



MAPLibs

*El Paso is a \_\_\_\_\_ community, which will attract \_\_\_\_\_ because it offers \_\_\_\_\_, which people love because \_\_\_\_\_.*

Participants will place their answers for Activity 1 on the windows of Room A.



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# MISSION

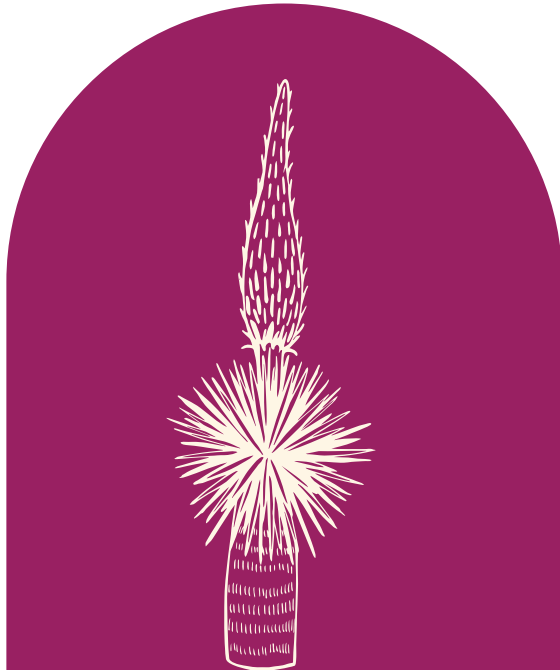
**“ENVISION EL PASO IS OUR 10-YEAR GUIDE TO EQUITABLE, SUSTAINABLE AND RESILIENT COMMUNITY INVESTMENTS, LAND USE DEVELOPMENT, AND GROWTH MANAGEMENT TO IMPROVE ECONOMIC GROWTH AND QUALITY OF LIFE FOR ALL EL PASOANS.”**



# HOW WE ARE GOING TO DO IT

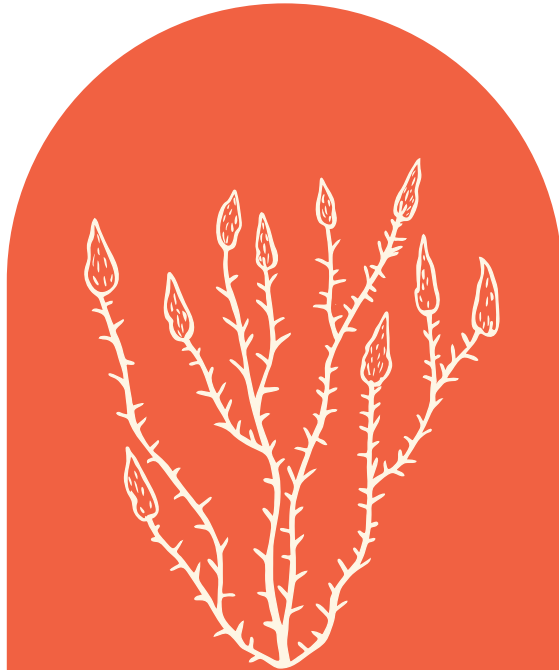


# OVERARCHING THEMES



## HOUSING AFFORDABILITY

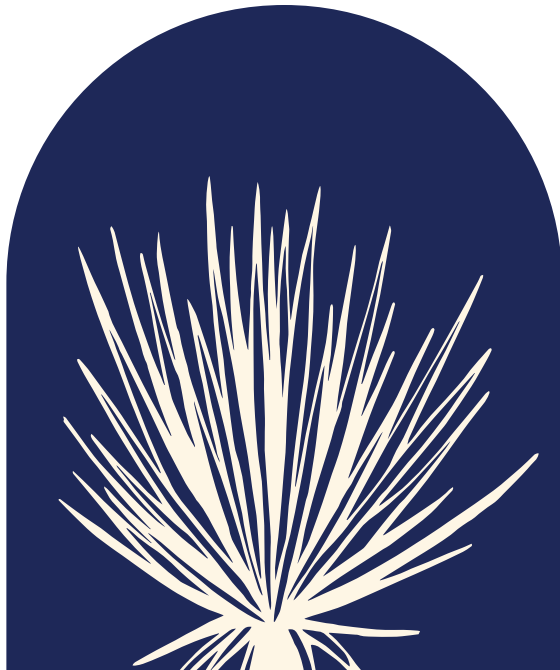
... is the alignment of housing options to our specific demographics and incomes to promote security, economic opportunity and neighborhood inclusivity.



## FISCAL RESPONSIBILITY

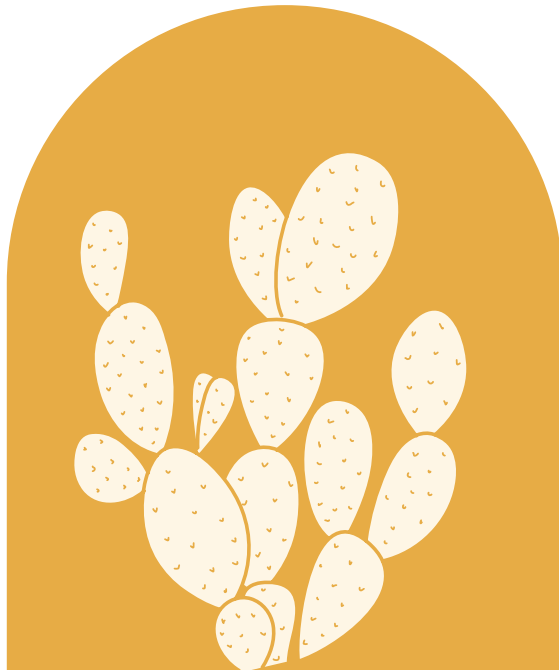
...is an economically sustainable development pattern that maximizes long-term municipal revenues and enables the delivery of efficient municipal services.

Fiscal Responsibility



## MOBILITY CHOICE

...is the ability for all El Paso residents, regardless of age, income, ability, or location to access their daily needs with transportation options that are affordable, convenient, and safe.



## EQUITY

...is the allocation of resources and opportunities based on the specific needs of a person or group, particularly where there are systemic and institutionalized differences in how people have been treated, to achieve equal outcomes for all El Pasoans.

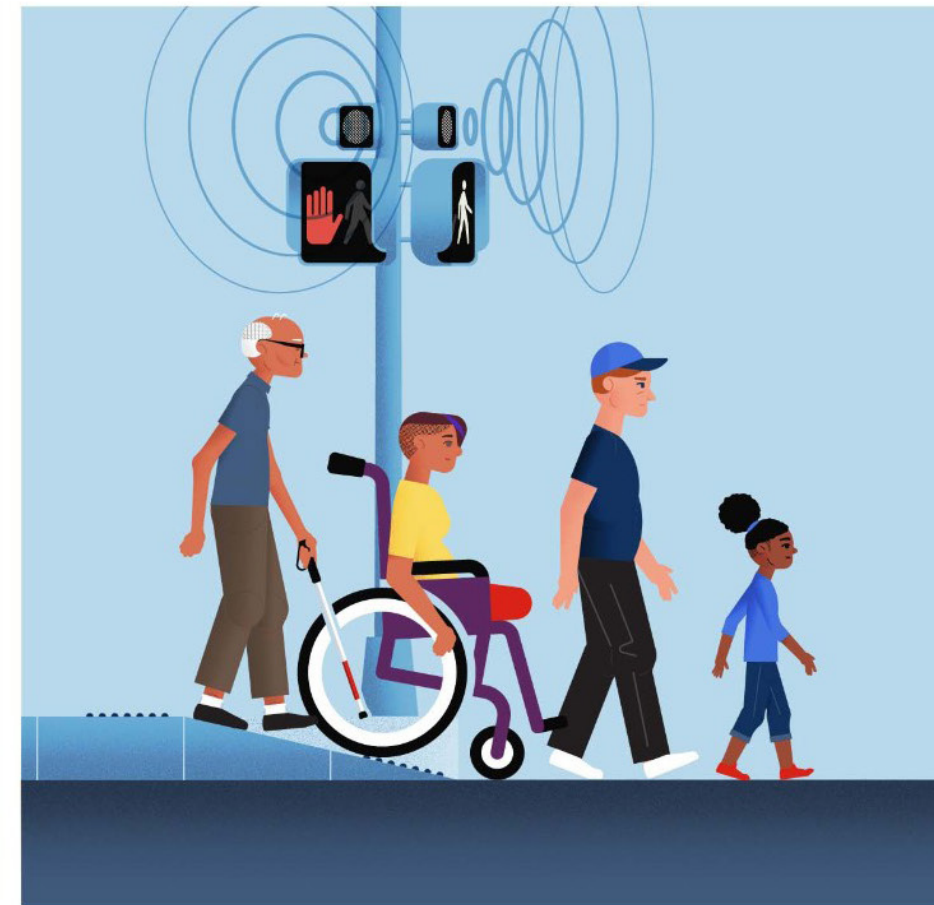




# EQUALITY VS. EQUITY

## EQUALITY

Equal treatment for everyone, regardless of their individual needs or circumstances. It focuses on providing the same resources, opportunities, and support to everyone, regardless of whether they need it.



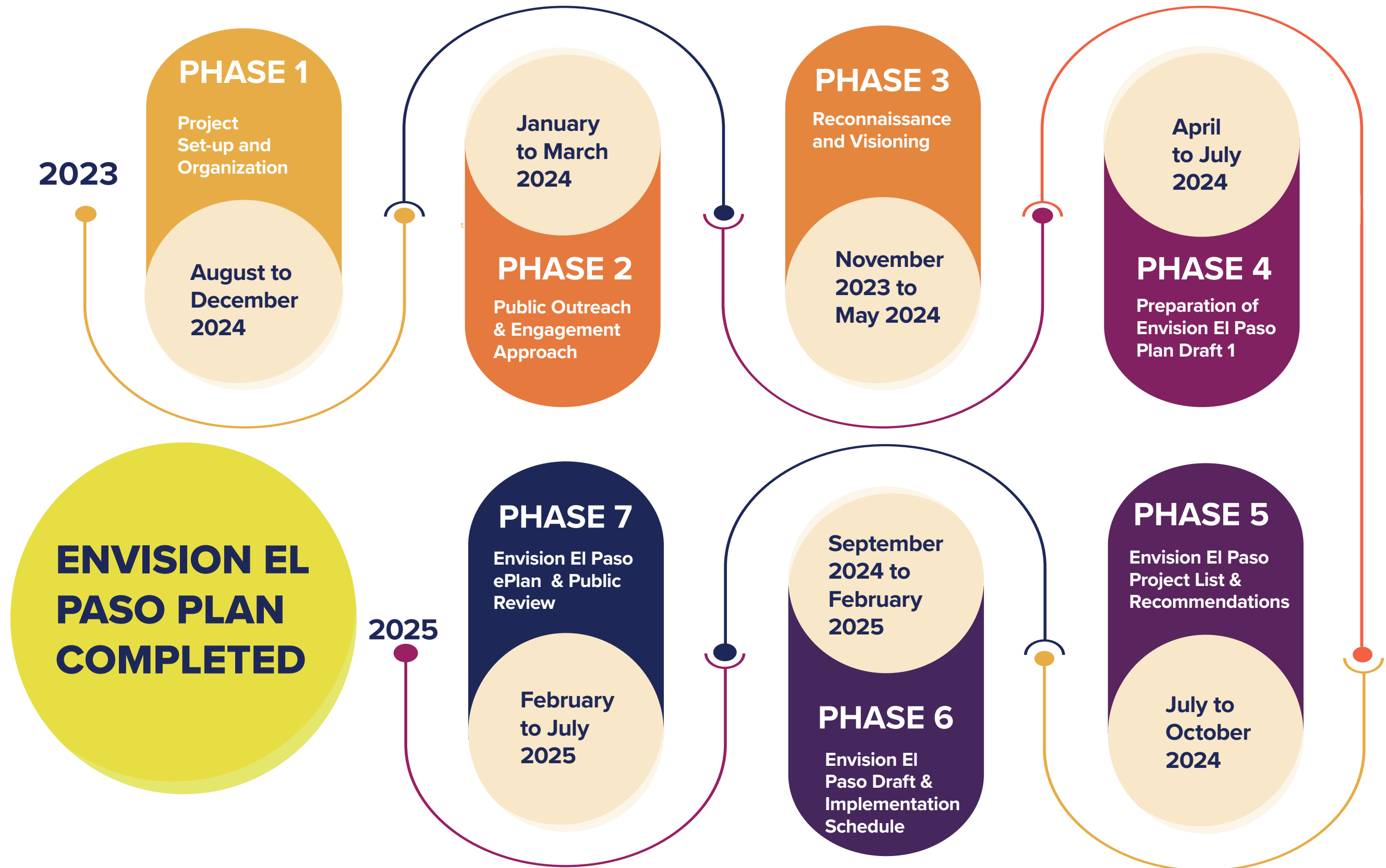
## EQUITY

Ensuring that everyone has access to the same opportunities and resources based on their individual needs, circumstances, and barriers they face. It involves recognizing and addressing systemic inequalities to achieve fair outcomes.

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# PHASES IN THE PROCESS



# ENGAGEMENT OVERVIEW

## PRESS RELEASE

 **MAYOR**  
Oscar Looser

**CITY COUNCIL**

District 1 Brian Kennedy	District 3 Cassandra Hernandez	District 5 Isabel Salcido	District 7 Henry Rivera
District 2 Dr. Josh Acevedo	District 4 Joe Molinar	District 6 Art Pierra	District 8 Chris Canales

**INTERIM CITY MANAGER**  
Cary Westin

**MEDIA ADVISORY**  
02/06/2024

### City Seeking Residents to Serve on Urban Planning Group to Shape El Paso's Future

Residents Invited to Help Plan Land Use, Transportation, Housing, and Recreational Development

**EL PASO, Texas** — The City of El Paso is inviting residents who are passionate about strengthening neighborhoods and shaping El Paso's future to apply to serve on its new working group and ambassador program for urban planning.

The City of El Paso is officially launching Envision El Paso, an update to the city's Comprehensive Plan, and is looking for dynamic and community-oriented individuals to apply to its Envision Working Group and Envision Ambassador Program.

The City's Comprehensive Plan guides how communities should prioritize resources and future planning efforts that will affect things such as land use, infrastructure and community needs. Key guiding themes for the plan update include Equity, Travel Mode Choice, Housing Affordability and Fiscally Responsible Policies.


"Public engagement is essential to developing an effective comprehensive plan that reflects community needs and wants, which is why it's so important that we involve our residents and businesses in this effort. We want visionary community leaders to weave their voices into the fabric of El Paso's future," said Alex Hoffman, Capital Improvement Department Assistant Director. "Together, we can build a city that reflects the diverse aspirations of its people, where every voice resonates in our community's growth."

**Envision Working Group**  
The Envision Working Group will be responsible for working with the City's planning team and their consultant to provide diverse perspectives and feedback regarding the Comprehensive Plan Update. The Envision Working Group will be comprised of a mix of El Paso City Council-appointed leaders and resident leaders from each district.

Resident leaders should be able to commit to a total of six two-hour meetings with the consultant team throughout the duration of the project, which will last approximately 18 months. For more details on applicant qualifications, visit <https://www.elev8ep.com/envision-working-group>. The deadline to apply for the Envision Working Group is March 1, 2024. Selected applicants will be contacted for an interview.

—MORE—

**Media contact:** Tammy Fonce  
Strategic Communications Office  
(915) 212-1201

 Promoting Transparent & Consistent Communication  
Among All Members of the Community

## WORKING GROUP



## AMBASSADOR



Visit the Project Website at <https://www.elev8ep.com/envision-el-paso>

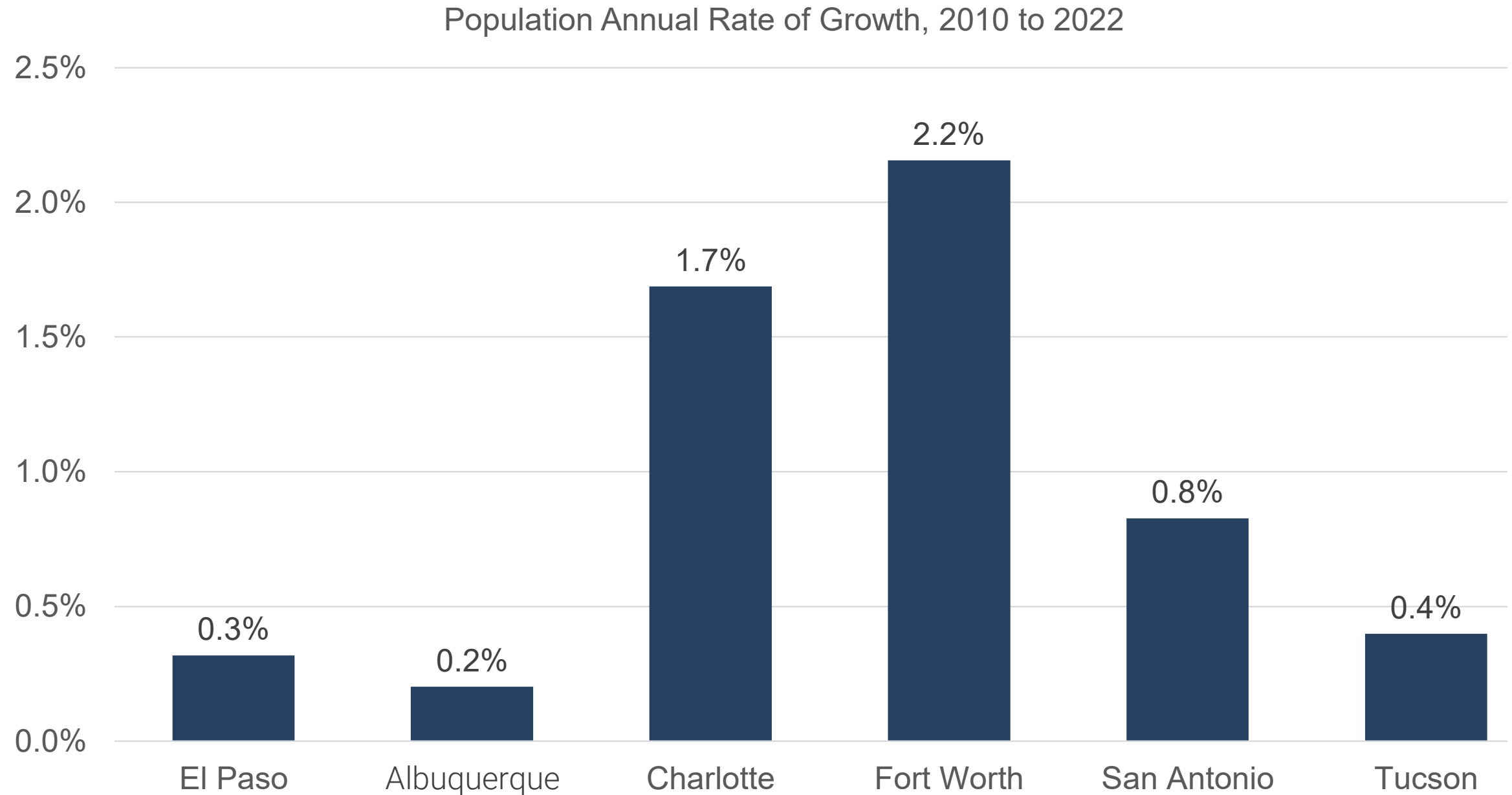


A stylized, low-poly illustration of a landscape. In the background, there are several mountain peaks in shades of purple, pink, and orange. In the middle ground, a city skyline is visible with various skyscrapers and buildings in similar colors. In the foreground, there are rolling hills and a field of tall grasses. A large, bright sun is positioned on the right side of the sky. The overall color palette is warm and vibrant, with a mix of purples, pinks, oranges, and yellows.

# WHAT WE KNOW (SO FAR)

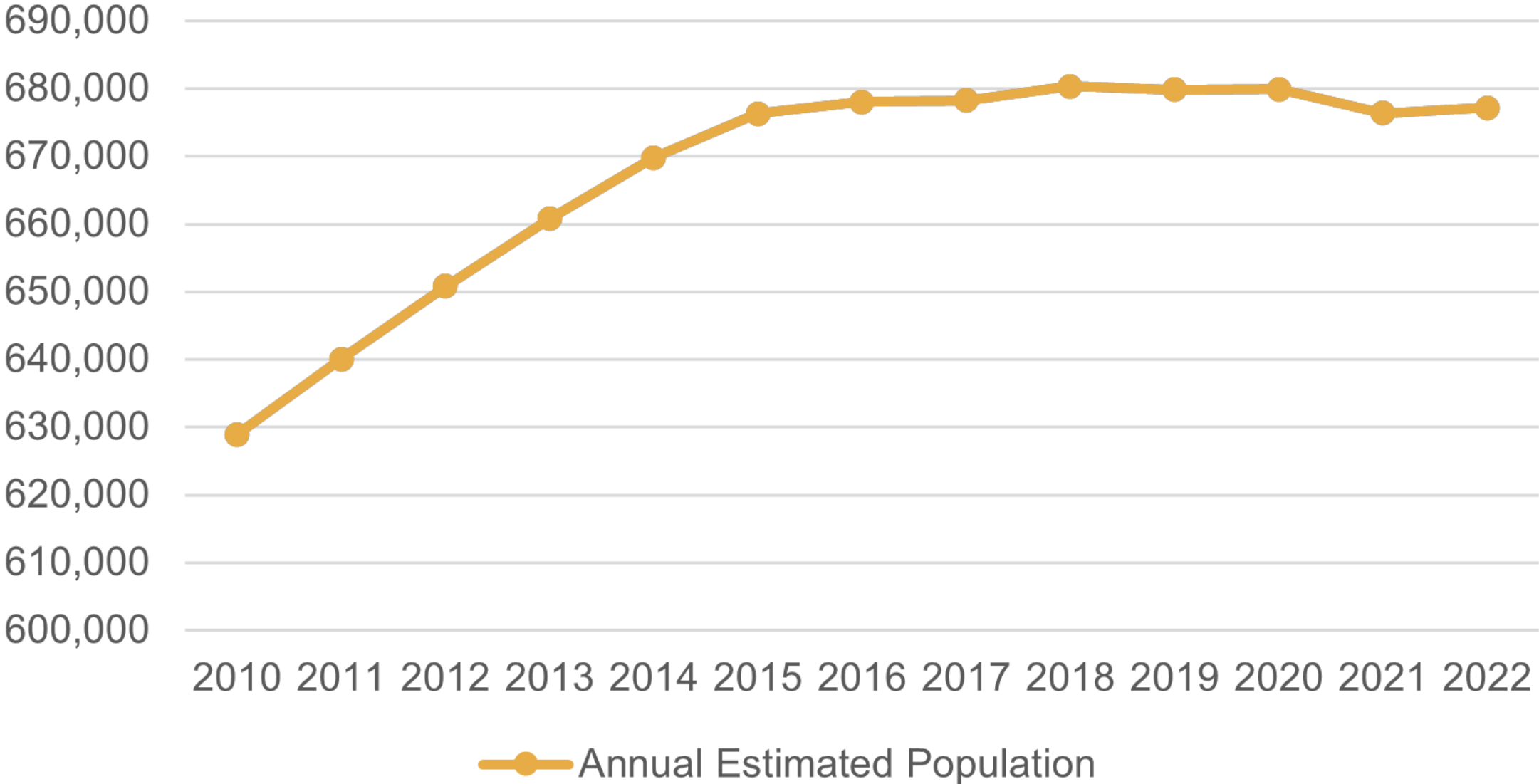
# PEER CITIES GROWTH RATE

El Paso's population was estimated to be 677,469 (US Census ACS 1-Year Estimate). The population increased by 25,356 residents from 2010 to 2022, which equates to an annual rate of growth of 0.3%.



# POPULATION CHANGE FROM 2010 – 2022

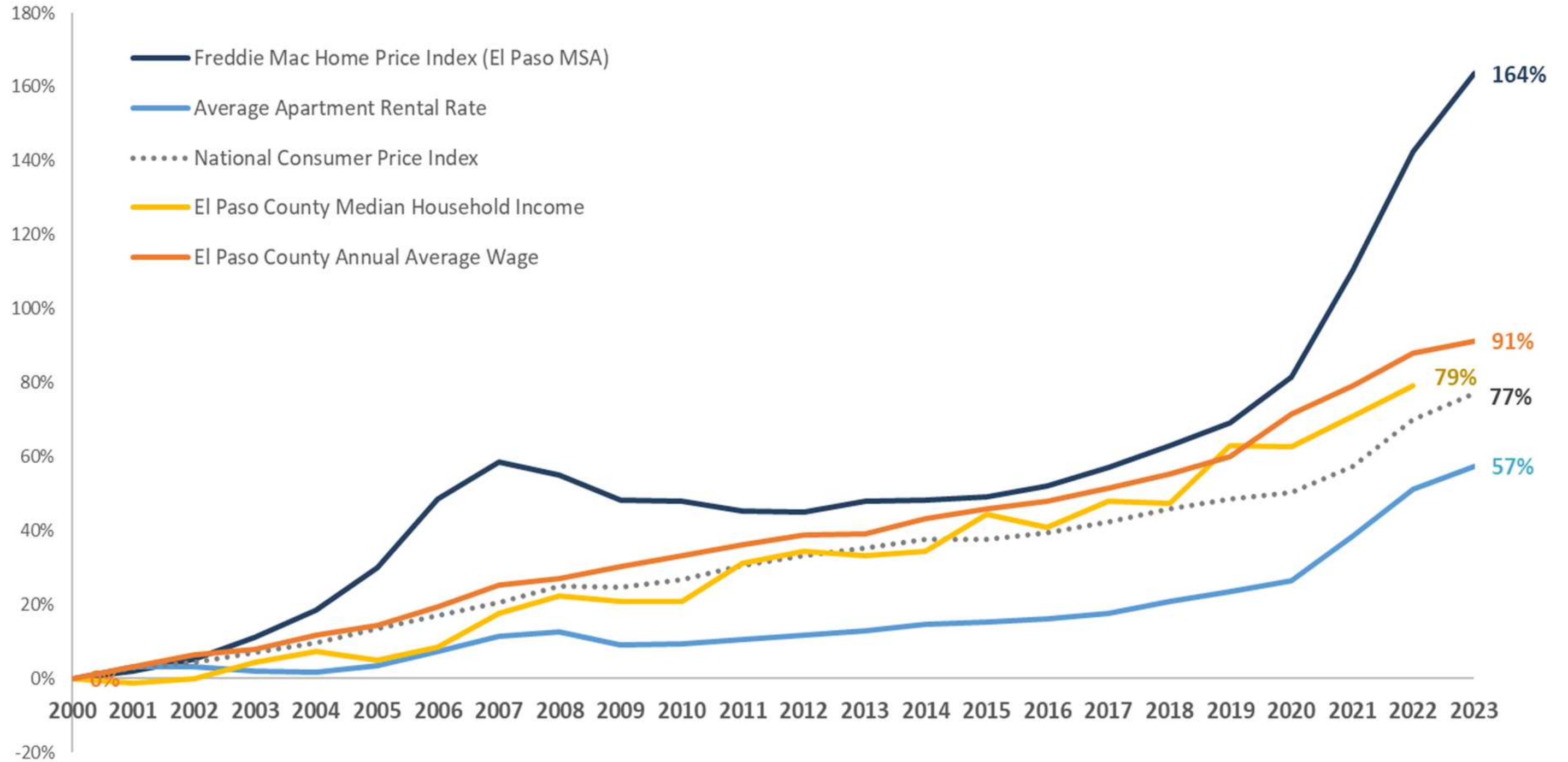
## El Paso



Source: US Census Bureau- Decennial Census and 5 Year American Community Survey Estimates



# HOUSING AFFORDABILITY



Sources: Freddie Mac, US Bureau of Labor Statistics, US Census, CoStar, US St. Louis Federal Reserve

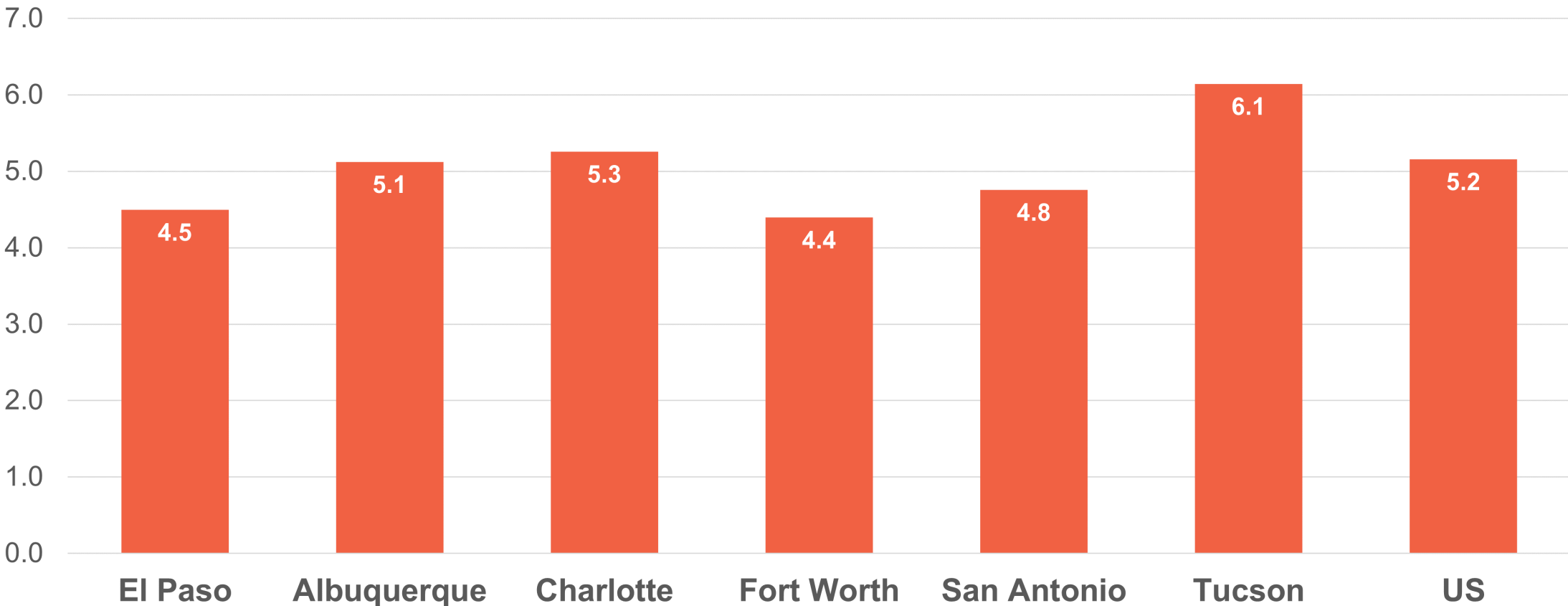


# HOUSING AFFORDABILITY

Ratio calculated by dividing the median home price (according to Zillow) for the City El Paso by the median household income for the City of El Paso.

A smaller number represents a more affordable housing market.

Ratio of Median Home Price to Median HH Income

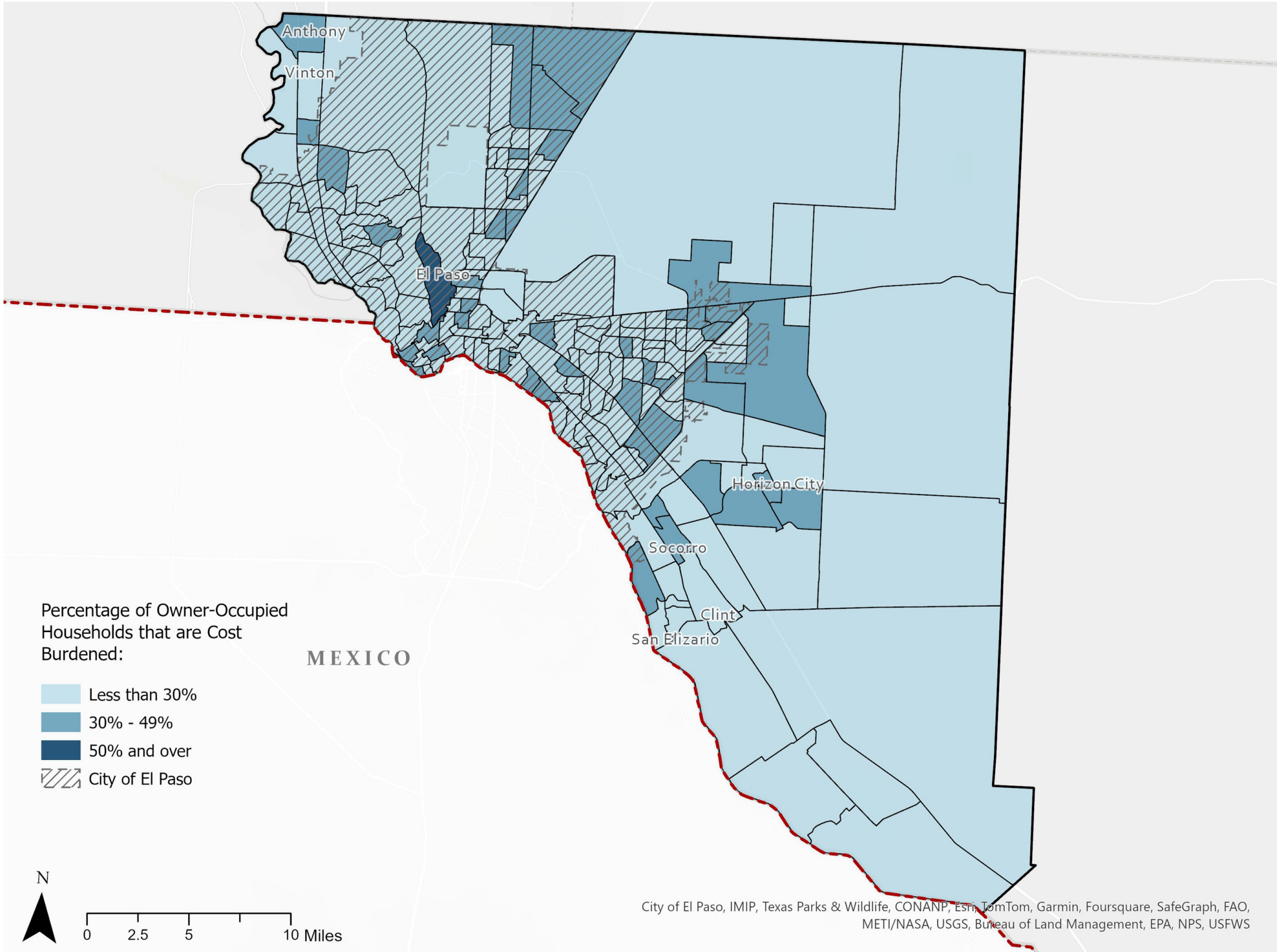


Sources: Zillow; 2022 American Community Survey, 1-year estimates





# HOUSING COST BURDEN (OWNER-OCCUPIED)

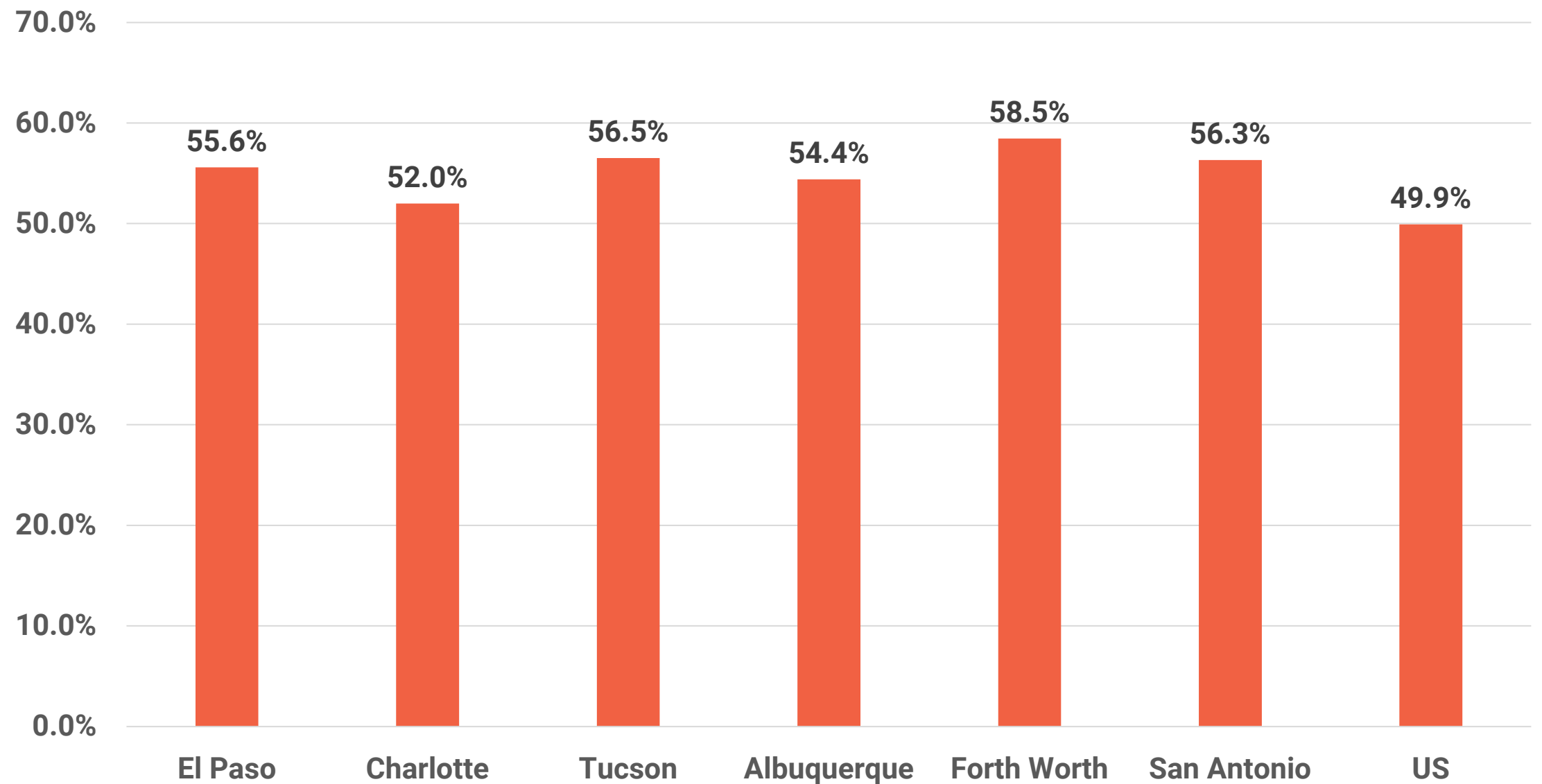


Source: 2017-2021 American Community Survey, 5-year estimates



# HOUSING COST BURDEN FOR RENTERS

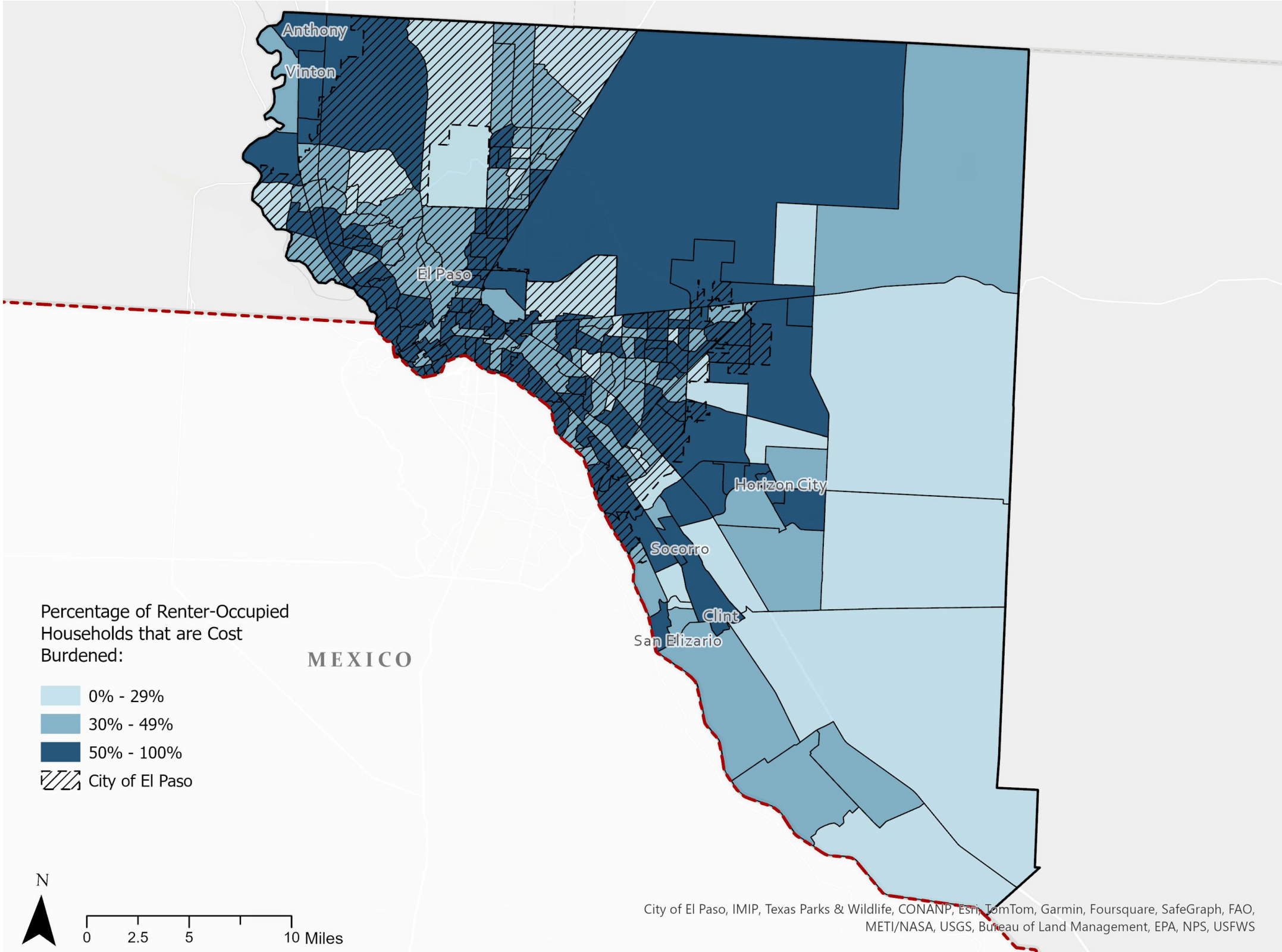
The housing cost ratio shows the percentage of household income spend on housing costs. Households with higher cost ratios have less money to spend on essential goods such as food, transportation, and childcare. For renter-occupied households, the housing costs included in the cost ratio are contract rent and utilities. Utilities include electricity, water, and heating fuel.



Source: 2017-2021 American Community Survey, 5-year estimates



# HOUSING COST BURDEN (RENTERS)

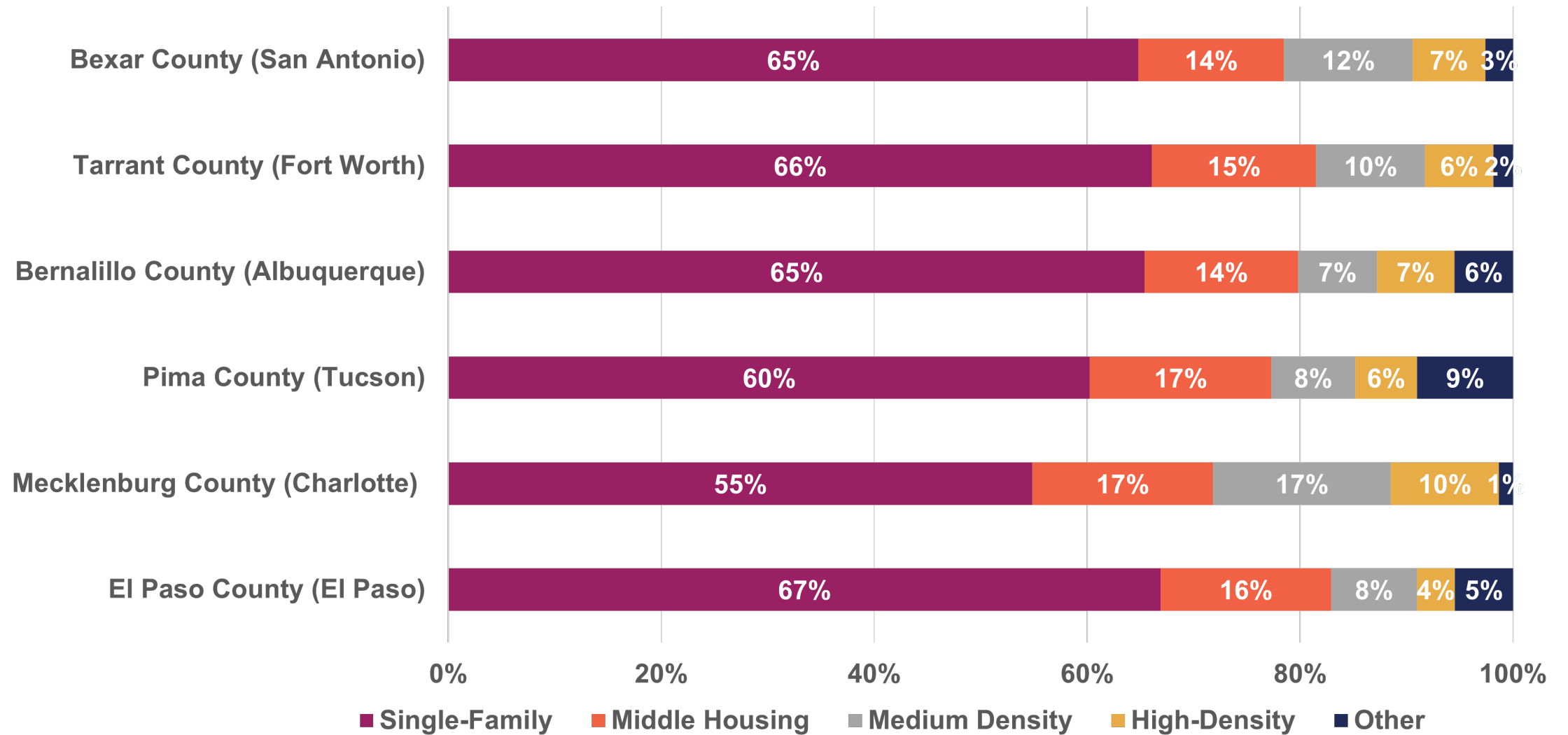


Source: 2017-2021 American Community Survey, 5-year estimates.



# HOUSING DIVERSITY

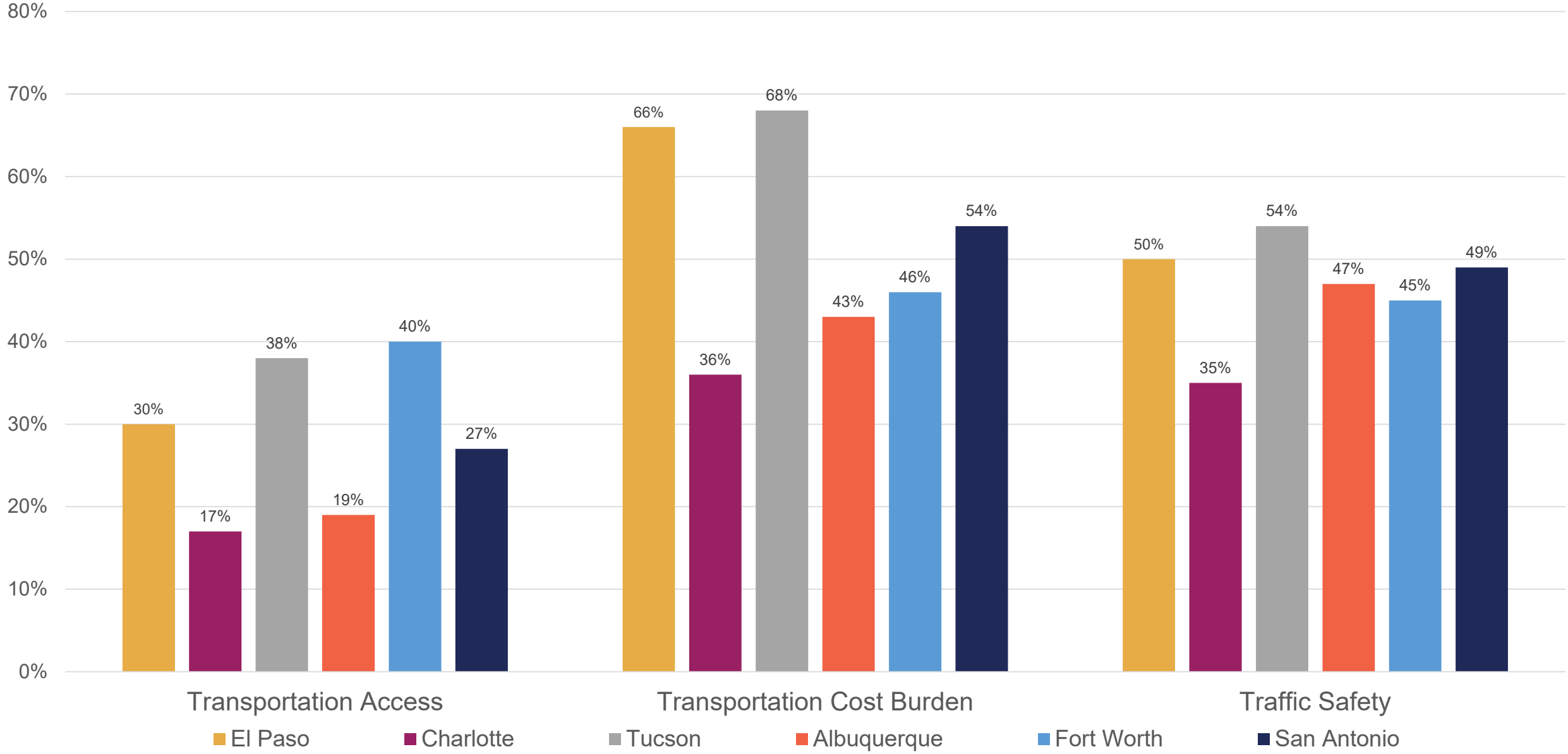
Single-family housing is defined as structures with one unit that is detached. Middle housing is defined as units in single family attached structures or structures with at least 2-9 units. Medium density is defined as units in structures with at least 10-49 units. High density is defined as units in structures with at least 50 or more units. Other types of housing include mobile homes, boats, RVs, vans, etc.



Source: Federal income tax records



# TRANSPORTATION COST BURDEN



Source: USDOT Equitable Transportation Community (ETC) Explorer

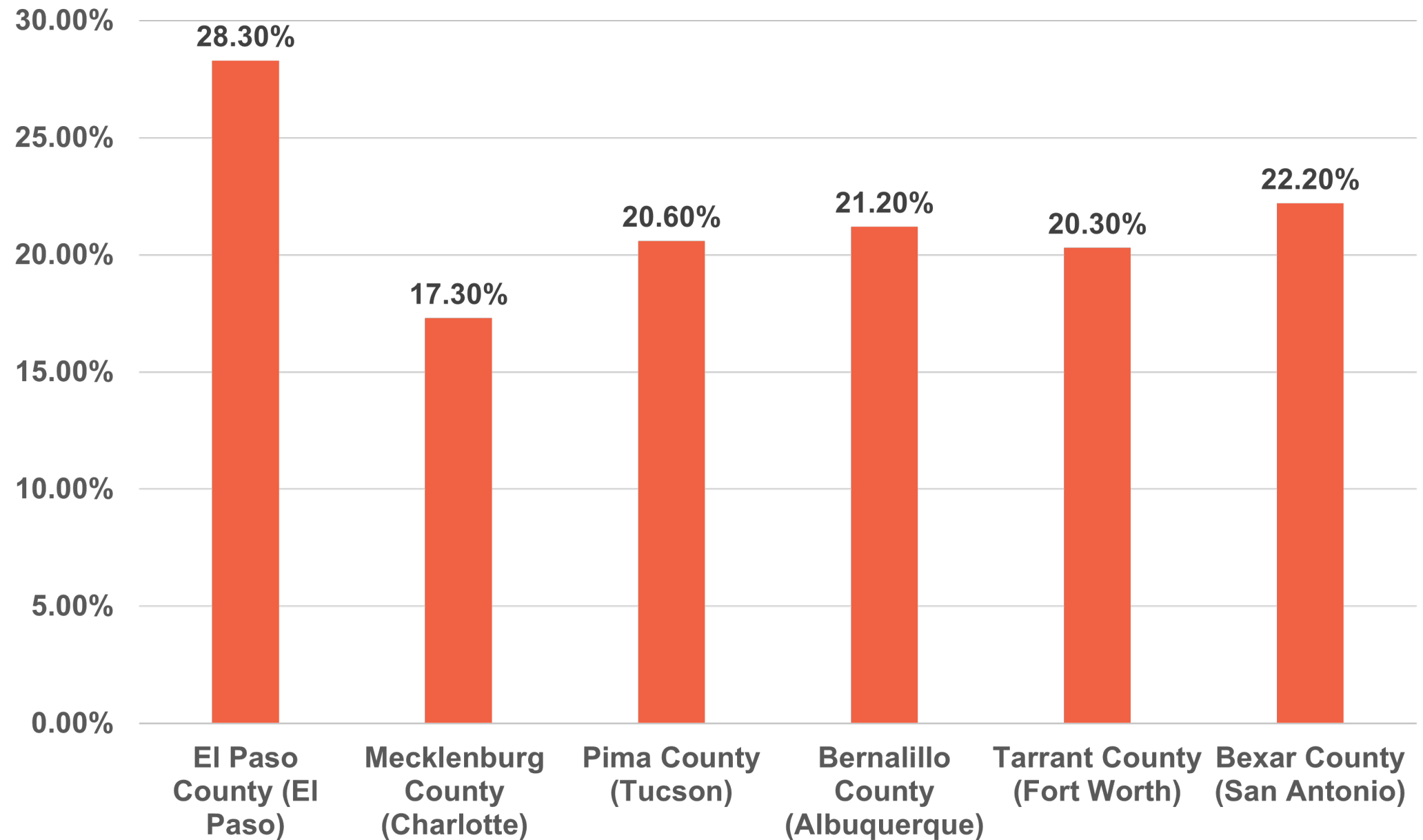


# NEIGHBORHOOD RESILIENCE

The Community Resilience Estimates (CRE) track how at-risk every neighborhood in the United States is to the impacts of a disaster.

## Risk Factors

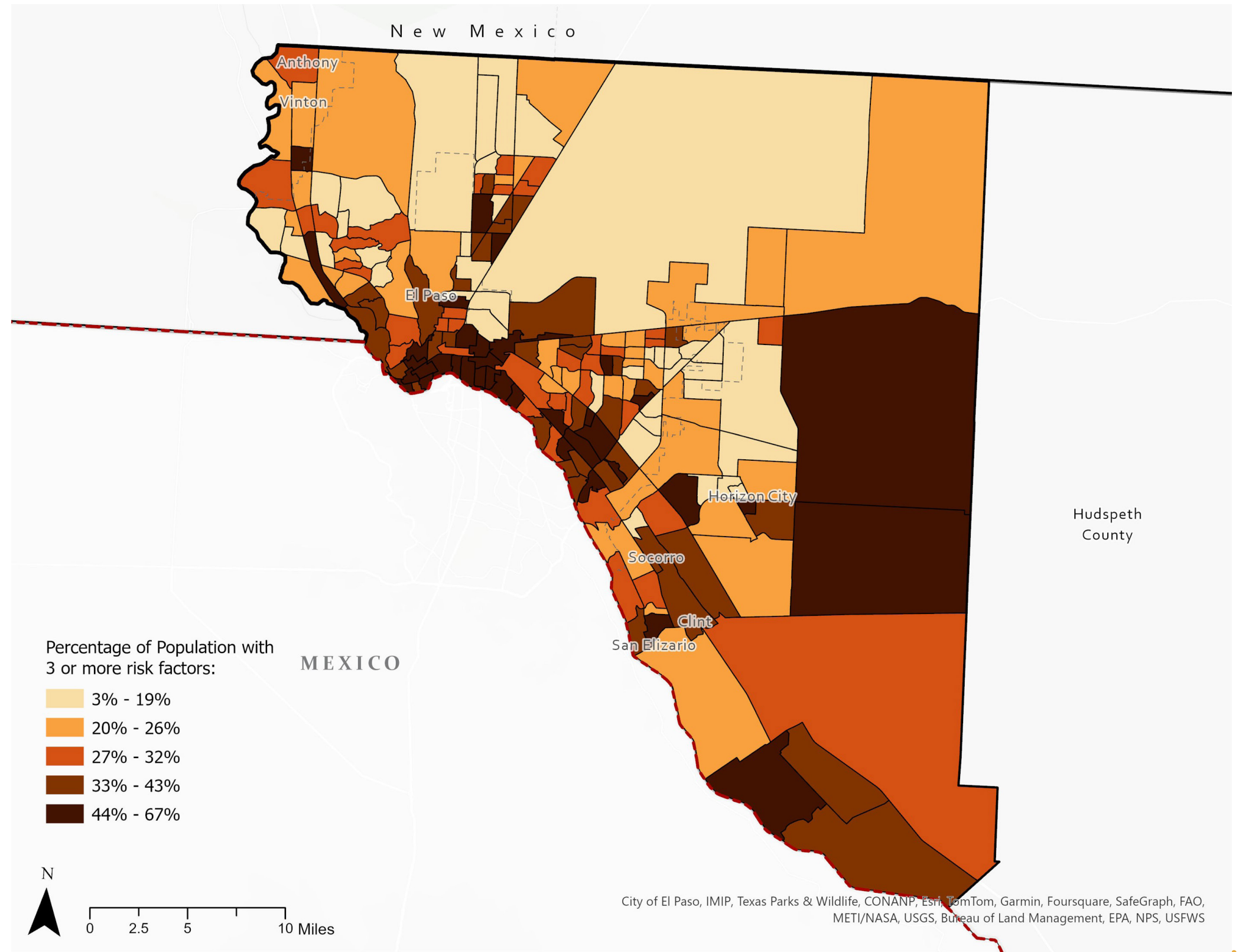
- Income to poverty ratio
- Single or zero caregiver household
- Housing overcrowding
- Language/communication barriers
- Households without full-time employment
- Residents with a disability
- Lack of health or insurance
- Over 65-year-olds
- No vehicle access
- No broadband internet access



# NEIGHBORHOOD RESILIENCE

## Risk Factors

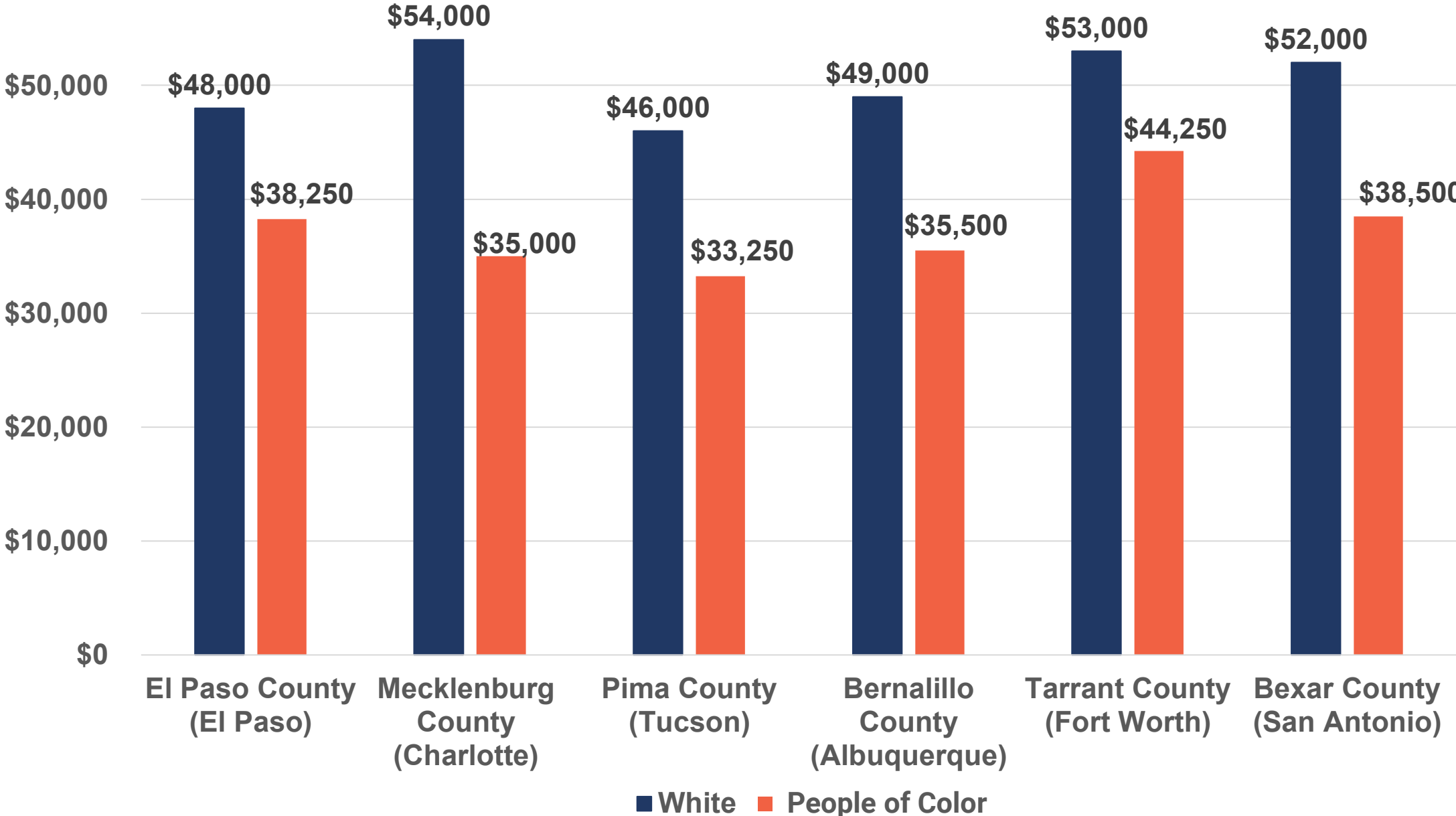
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# OPPORTUNITY INDEX

## Opportunity Atlas – Children’s Outcomes in Adulthood

Comparison between people who grew up below the federal poverty and their income growth



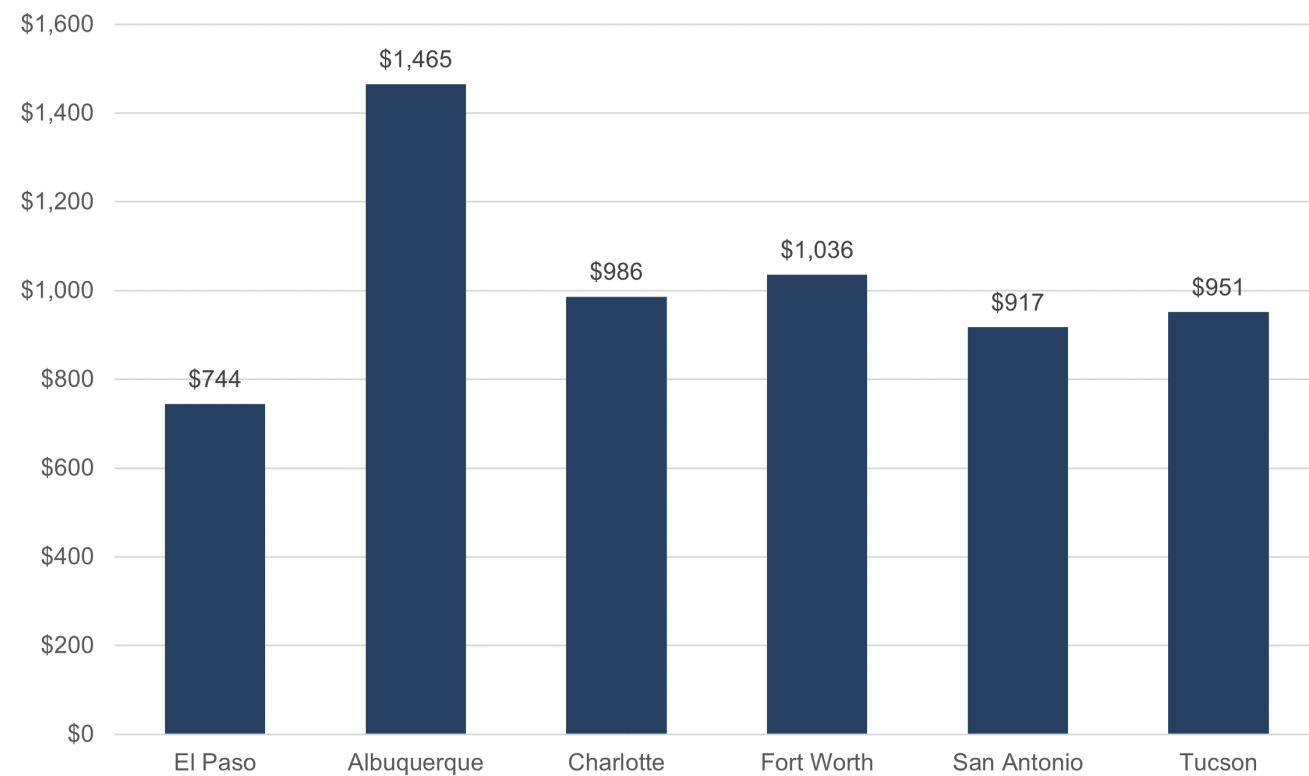
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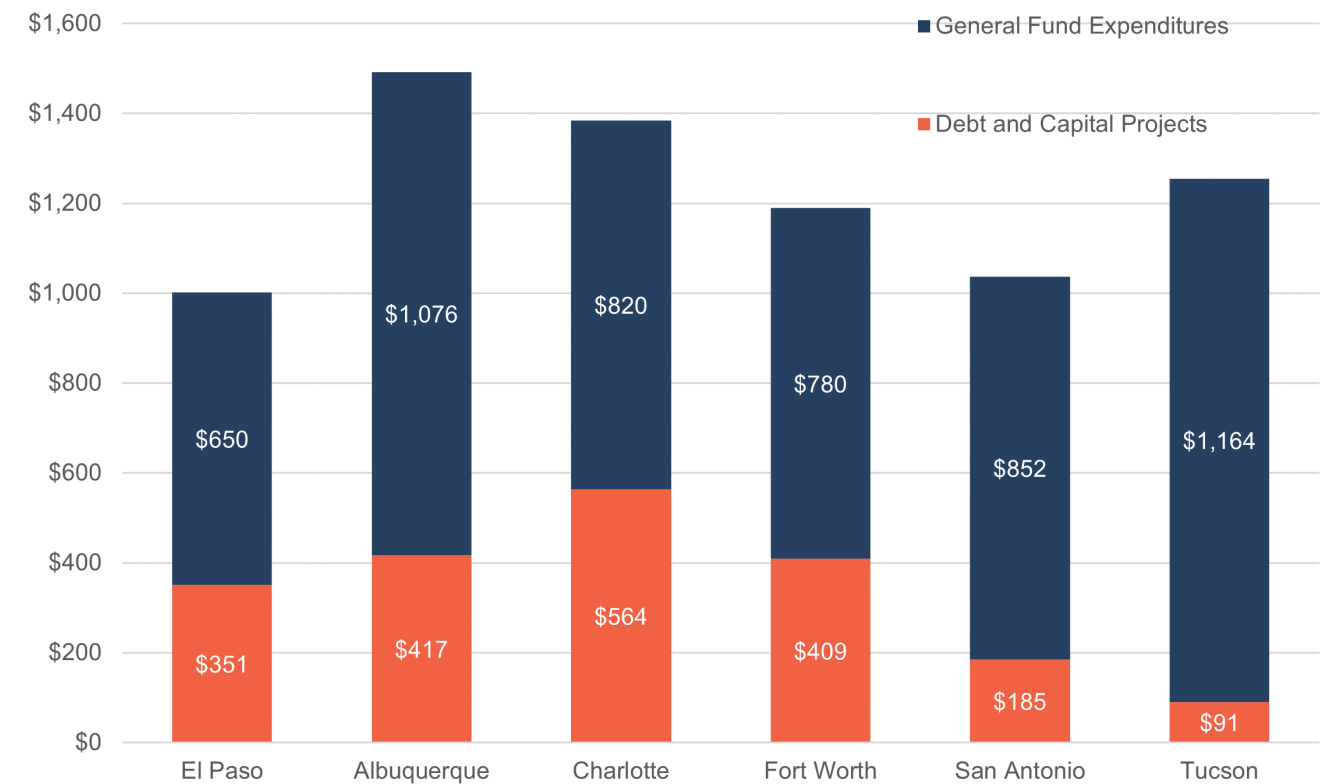


# TAX REVENUE

Government Activities Tax Revenues per Capita



General Fund and Capital Improvement Expenditures per Capita



Government activities includes all governmental funds within each city’s budget. Expenditure include General Fund, Debt Service, and Capital Improvement Funds for each city.

Sources: US Census ACS 2022 1-Year Estimates; 2022 Annual Comprehensive Financial Reports for El Paso, Albuquerque, Charlotte, Fort Worth, San Antonio, and Tucson

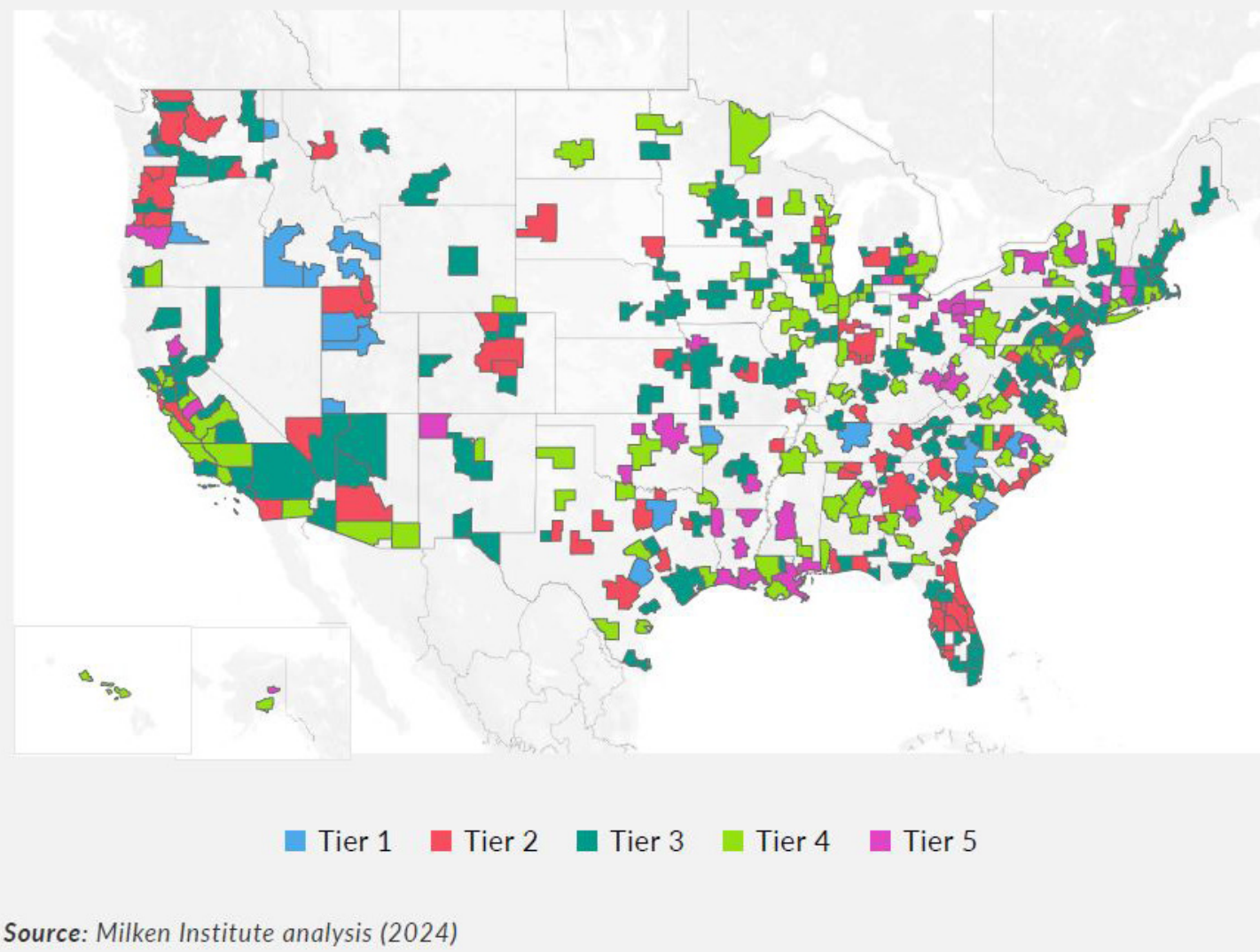


# 2024 BEST PERFORMING CITIES - MILKEN INSTITUTE

The Milken Institute’s 2024 Best-Performing Cities Index analyzes 403 US metropolitan areas, categorized into 200 large and 203 small cities. It goes beyond traditional economic indicators by incorporating community resilience and income inequality metrics to assess long-term sustainability and social well-being. Notably, the ranking system divides each category into five tiers based on performance, with Tier 1 representing the top performers and Tier 5 signifying the lowest. The index offers a comprehensive look at economic trends across diverse regions, providing valuable insights for those considering relocation or interested in urban development.

Metro Name	BPC 2024	BPC 2023	Change
Charlotte-Concord-Gastonia, NC-SC MSA	10	20	10
Fort Worth-Arlington, TX MD	32	44	12
San Antonio-New Braunfels, TX MSA	35	65	30
<b>El Paso, TX MSA</b>	<b>82</b>	<b>122</b>	<b>40</b>
Albuquerque, NM MSA	100	137	37
Tucson, AZ MSA	132	112	-20

Sources: <https://milkeninstitute.org/best-performing-cities/large-cities>



Source: Milken Institute analysis (2024)

Metro Name	
El Paso, TX MSA	
BPC 2024 Ranking	82
Broadband coverage	158
Community resilience	197
Gini index (inequality)	144
Housing affordability	162
HT GDP Growth (2017-2022)	12
<b>HT GDP Growth (2021-2022)</b>	<b>1</b>
HT industries with LQ>1	111
HT location quotient	136
Job Growth (2017-2022)	65
Job Growth (2021-2022)	72
Short-term job growth	96
Wage growth (2017-2022)	75
Wage growth (2021-2022)	54

Sources: <https://milkeninstitute.org/best-performing-cities/large-cities>

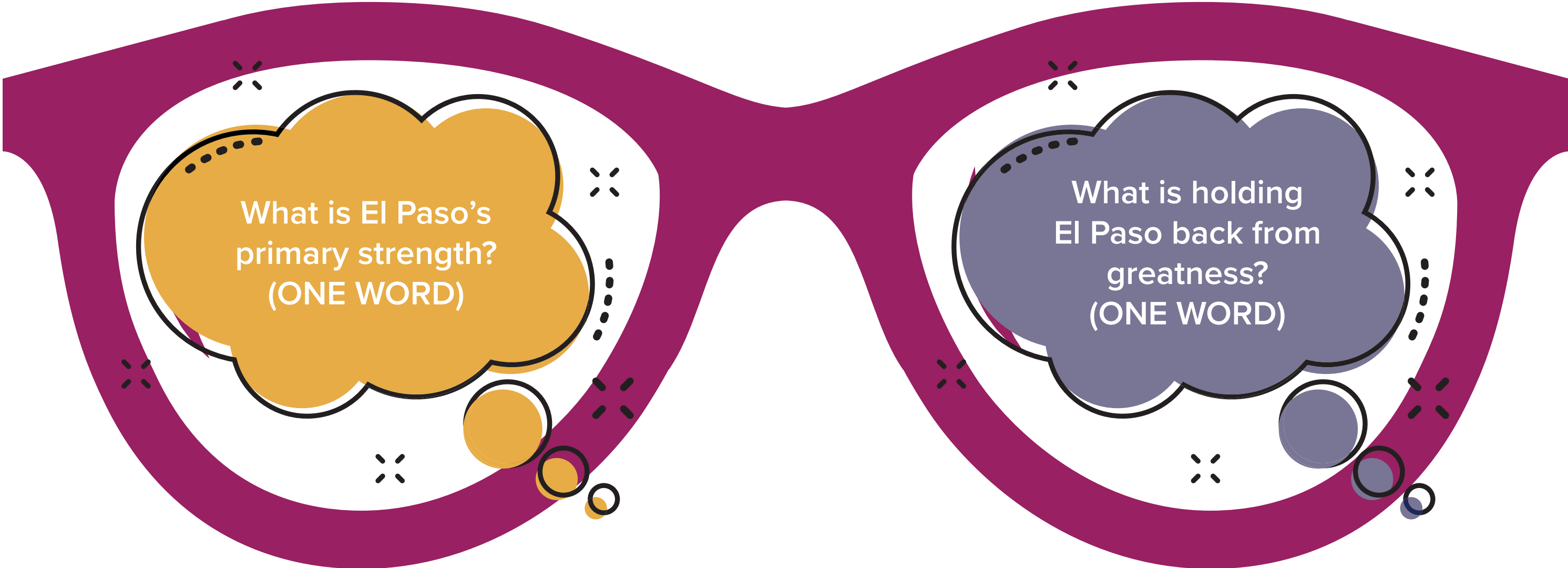


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# ACTIVITY 1 - EL PASO THROUGH YOUR EYES



MAPLibs

*El Paso is a \_\_\_\_\_ community, which will attract \_\_\_\_\_ because it offers \_\_\_\_\_, which people love because \_\_\_\_\_.*

Participants will place their answers for Activity 1 on the windows of Room A.



# ACTIVITY 2 - OVERARCHING THEMES

Help us understand the Opportunities and the Challenges associated with each overarching theme.

Council

FISCAL  
RESPONSIBILITY  
& EQUITY

Rope Team C

MOBILITY  
CHOICE &  
EQUITY

Rope Team A

FISCAL  
RESPONSIBILITY  
& EQUITY

Rope Team B

HOUSING  
AFFORDABILITY  
& EQUITY





**ENVISION**  
**— EL PASO —**

**LET'S GET STARTED!**  
**EMPECEMOS!**

Consultant Team Led by:



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A stylized, low-poly illustration of a landscape. In the background, there are several jagged mountain peaks in shades of purple, pink, and orange. In the middle ground, a city skyline is visible with various skyscrapers and buildings in muted colors. In the foreground, there are rolling hills and a field of tall grasses. A large, bright sun is positioned on the right side of the image, partially obscured by the mountains. The overall color palette is warm and soft, with a mix of purples, pinks, oranges, and yellows.

# **ALIGNMENT TO THE STRATEGIC PLAN & CLOSING REMARKS**