



Strategic Planning Session Preview
December 12, 2023

WHY THIS WORK MATTERS

- **Both reflective and future focused**
- **Strategic planning sets the tone and direction of service delivery and priorities**
- **Requires disciplined approach and resource planning**



WHAT WE WILL COVER

- **Approach for upcoming Strategic Planning Session**
 - **Day one and two agendas @ a glance**
- **Key Feedback Methods: Voice of our Community**
- **Next Steps**
- **Recap: Comprehensive Plan Update Approach**



Strategic Planning as... MOUNTAINEERING



Base Camp: Prepping a central and stable environment, with the tools and resources needed to ascend and succeed

Rope Team: A group of mountaineers linked together in shared purpose and direction

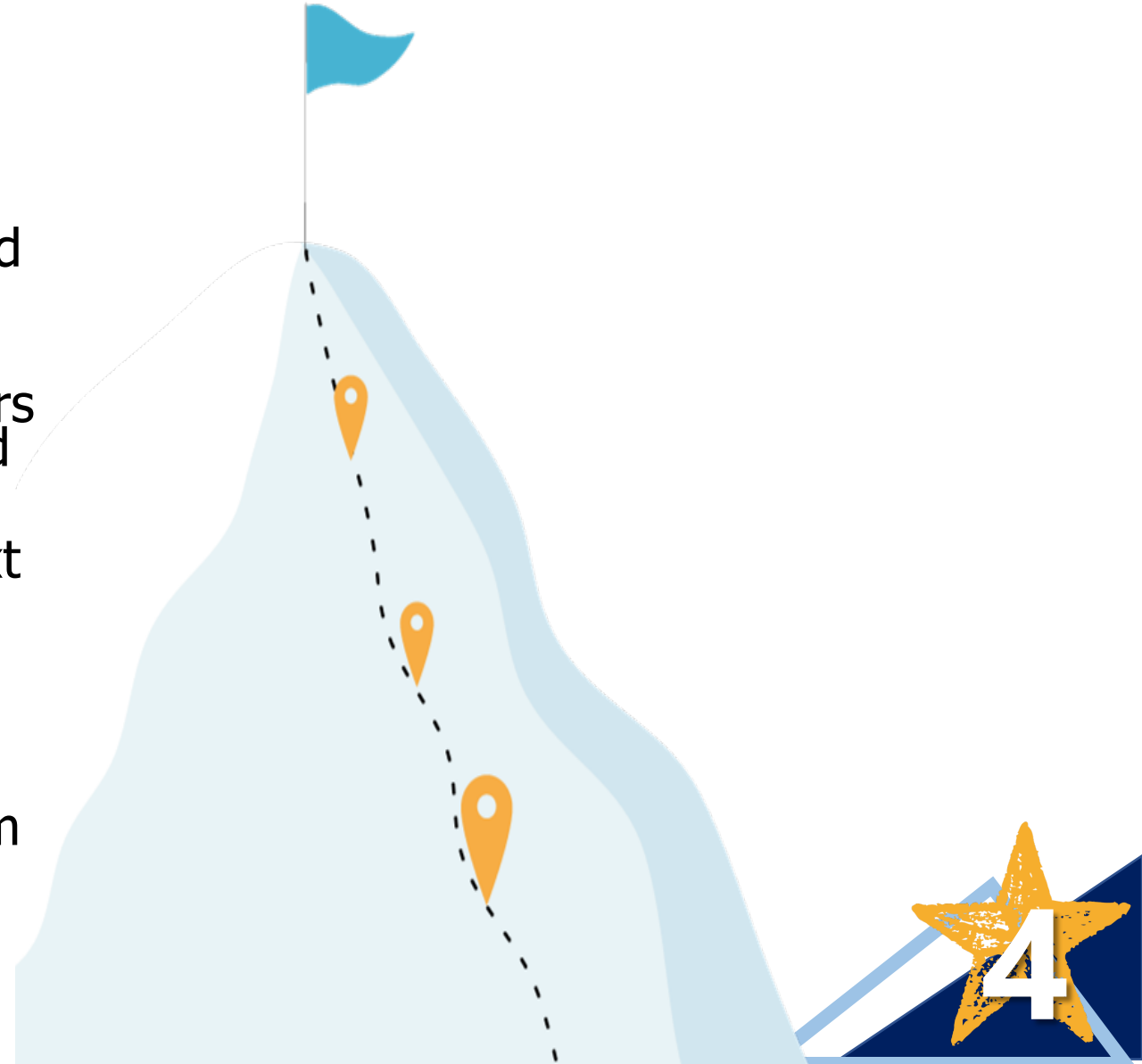


Focus: Short Term Priorities over next one to three years (navigating from consensus to commitment)

Key Themes: Customer Service and Financial Sustainability



Reaching the Summit: Longer-Term Planning Horizon over next ten years, *alignment with Comprehensive Plan Update*



DAY ONE **AM** @ a Glance

Thursday, January 25, 2024 @ Center for Civic Empowerment



Base Camp: Prep area before ascension

Rope Team: Group of mountaineers linked together

9:00 am	Welcome + Opening Remarks, <i>Mayor Leeser</i>
9:10 am	Overview and Strategic Context, <i>Interim City Manager, Cary Westin</i>
9:20 am	First "Ice Fall" Breaker: Setting the Scene
10:00 am	Interactive Breakout by "Rope Team"
11:15 am	Recap: Voice of our Community (VOC) Feedback
<i>~noon break for lunch</i>	



DAY ONE **PM** @ a Glance

Thursday, January 25, 2024 @ Center for Civic Empowerment



Focus: Short Term Priorities over next one to three years
Key Themes: Customer Service and Financial Sustainability

1:00 pm	Focus: Short Term-Priorities <ul style="list-style-type: none">• Data-informed---deeper climb on top priorities identified through various feedback methods• Revisit 30 by 30 key strategic objectives• Begin to navigate from consensus to commitment
<i>2:30 pm break</i>	
2:45 pm	Priority Mapping by key theme <ul style="list-style-type: none">• Customer Service/Experience• Financial Sustainability
<i>Adjournment---Day One</i>	



KEY FEEDBACK METHODS

Voice of our community data + insights



- Department Workshops
- Workforce Pulse Surveys
- Community Partners
- Community Needs Assessments
- Community Progress Bond Development
- Biennial Community Survey
- Customer Experience (CX) Workshop(s)
- Top Resident Services Requested Analysis
- Integrated Budget Process---Chime in! Survey
- Board/Committee strategic visioning + alignment
 - Women's Rights Commission
 - Open Space Advisory Board
 - Renewable Energy Advisory Council
 - Veterans Affairs Advisory Committee
 - Youth Strategic Budget Advisory



Department Responses



1

Expand workforce development + organizational focus w/ targeted training, activating partnerships, & growing best practices

3

Complete Quality of Life Projects

2

Grow existing and attract new target industries

3

Identify Potential New Revenue

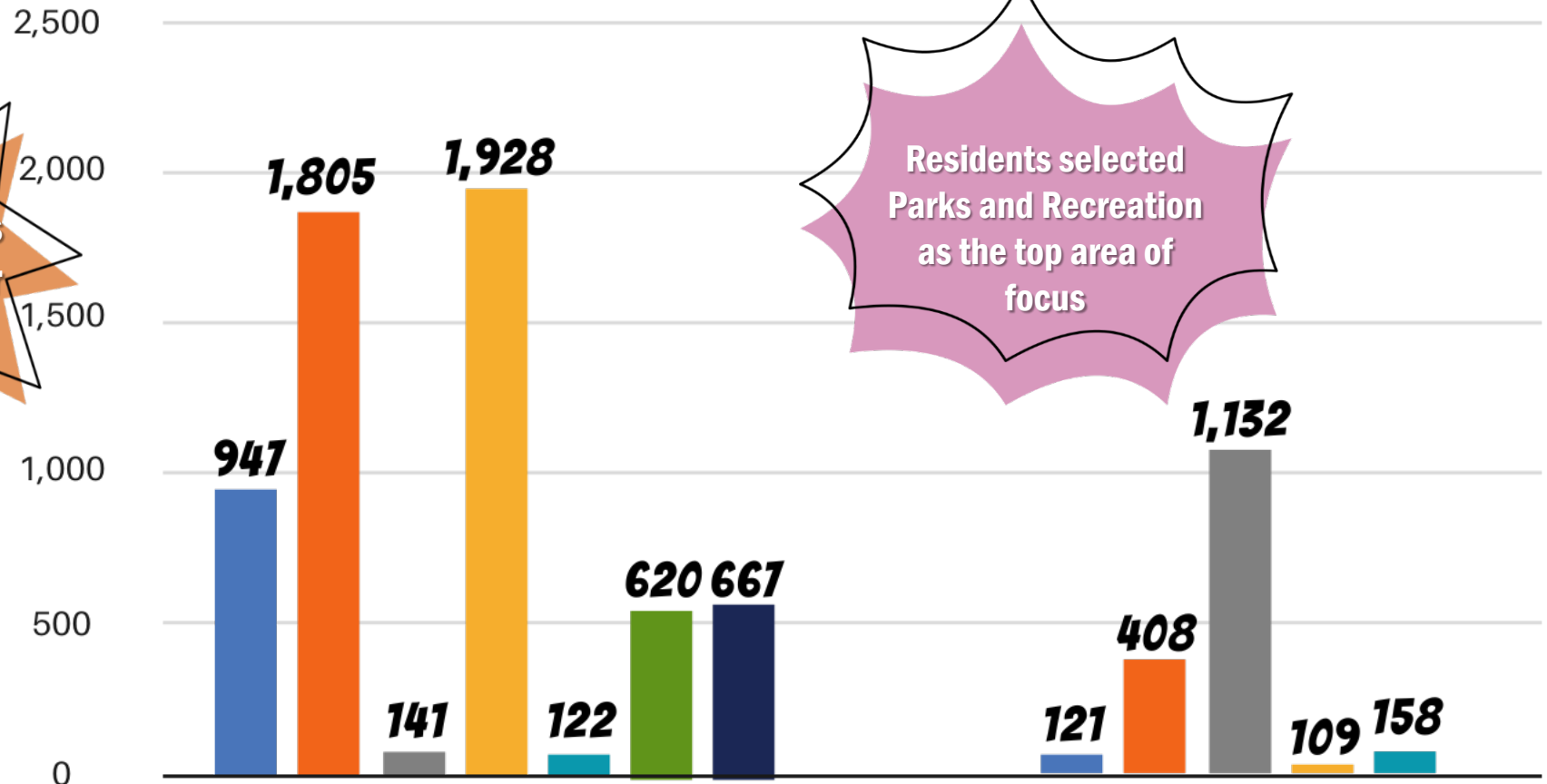


Chime In! Budget Survey Responses



Quality of Life was the top priority for residents

Residents selected Parks and Recreation as the top area of focus

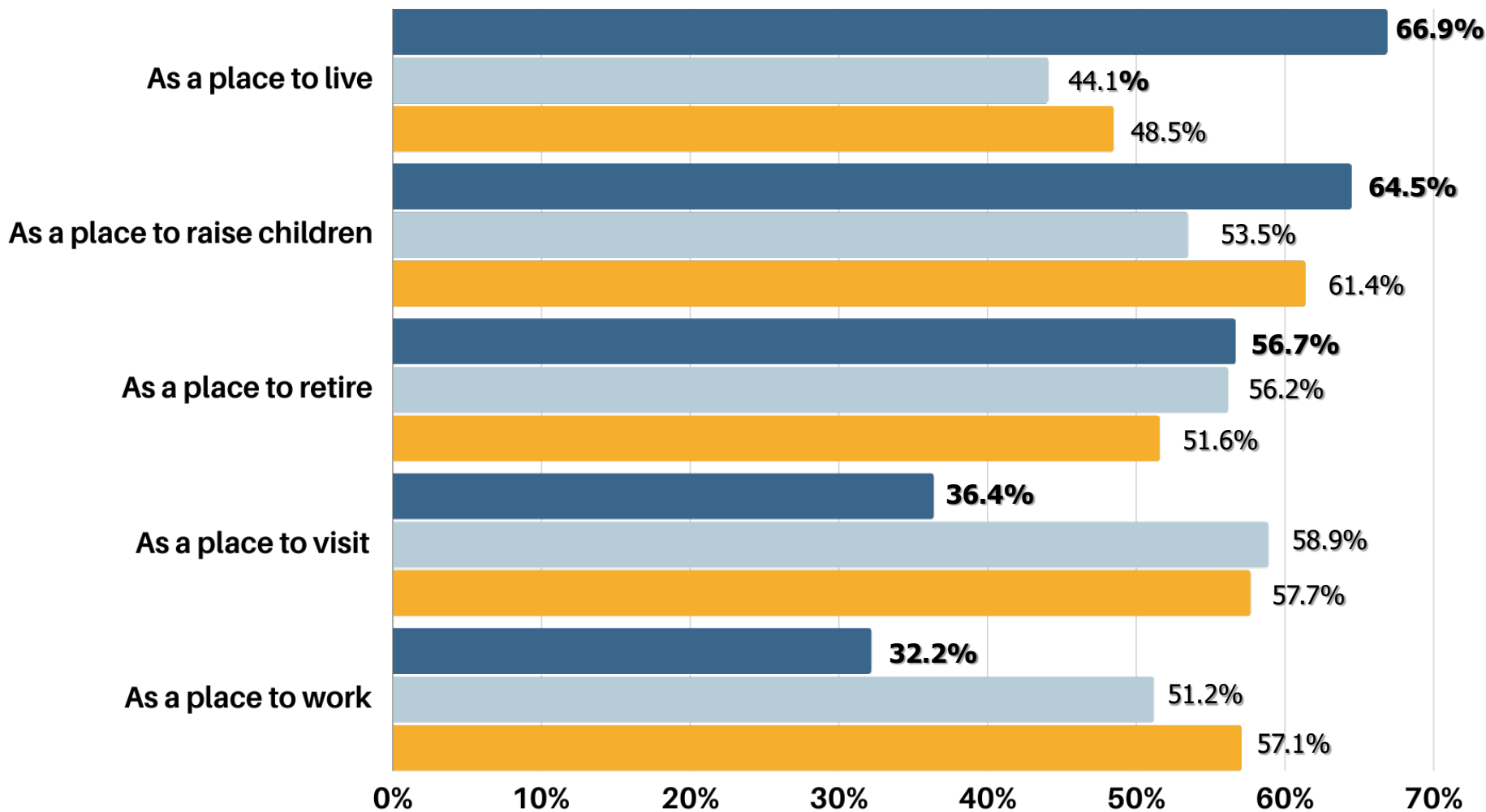




2023 City of El Paso Community Satisfaction and Priority Survey Findings Report



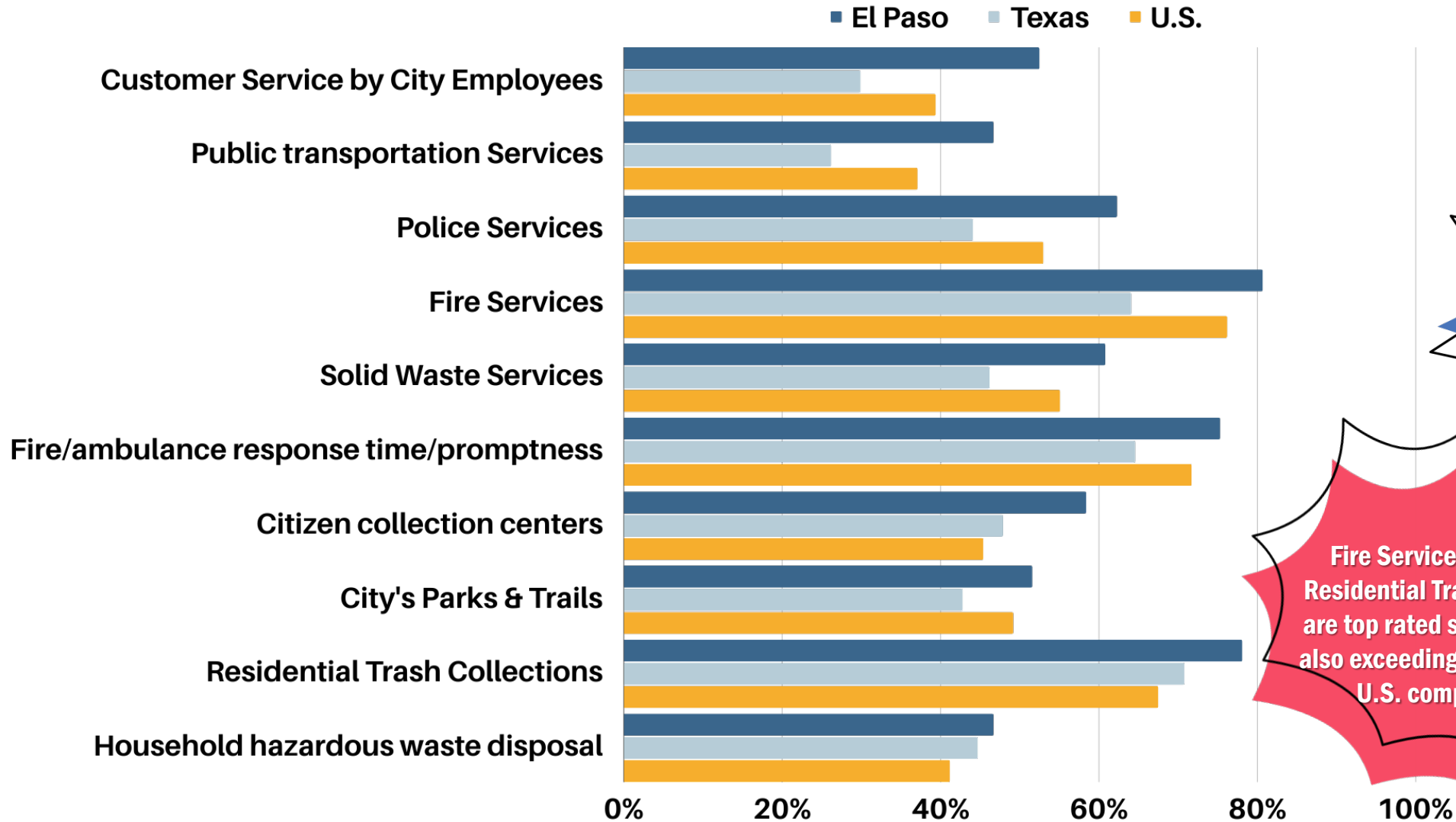
■ City of El Paso ■ Texas Average ■ National Average



El Paso leads state and national average in 3/5 categories



El Paso Rated Significantly Higher than State & National in Key Areas



Customer Service by City Employees exceeds state and national rates

Fire Services as well as Residential Trash Collection are top rated services, while also exceeding Texas and the U.S. comparatives

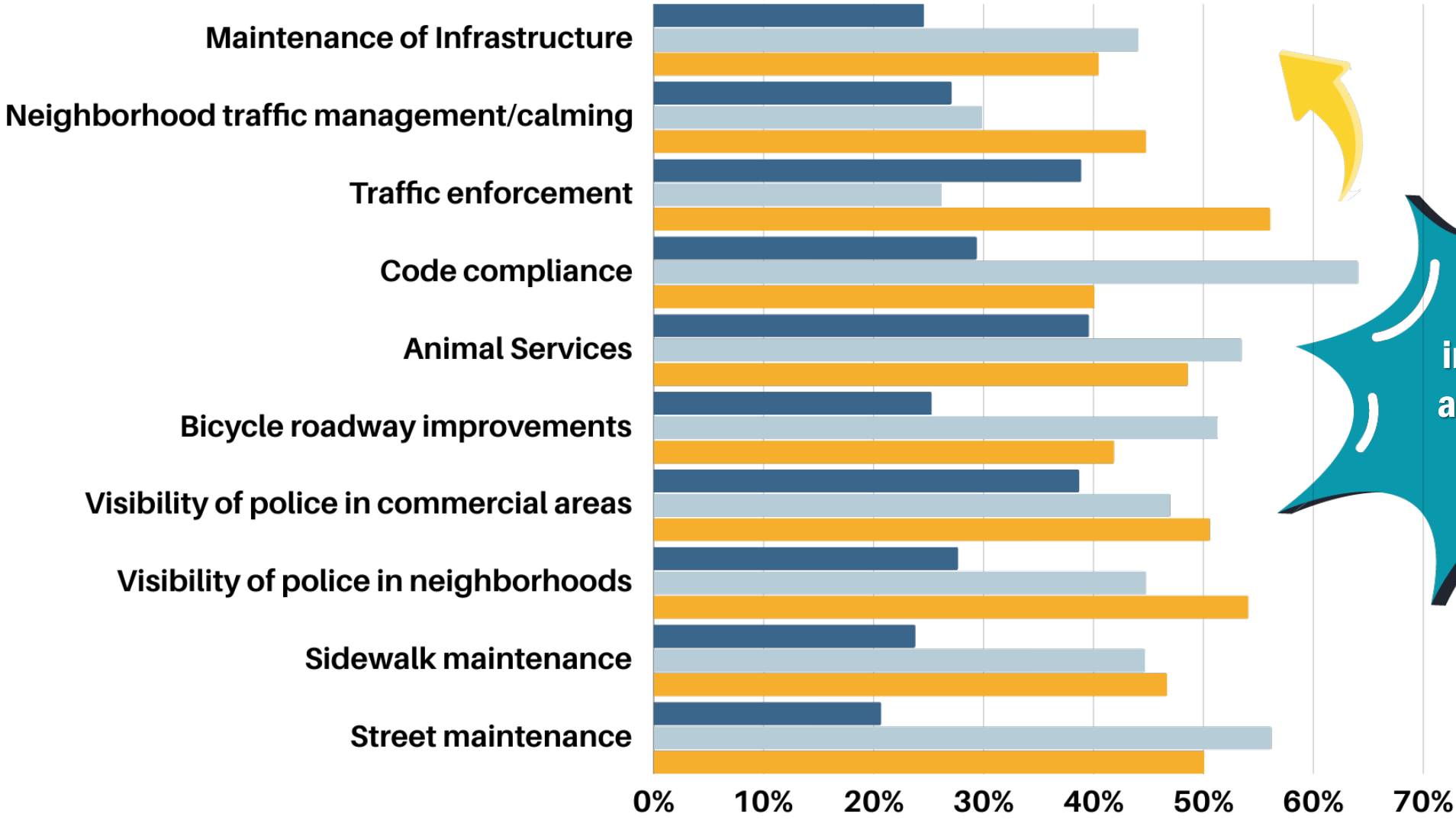




El Paso Areas of Improvement



■ El Paso ■ Texas ■ U.S.



Maintenance of infrastructure is top area of improvement for the City





Importance-Satisfaction Ratings

Top categories of city services based on importance satisfaction ratings

- 1 Maintenance of infrastructure**
- 2 Business development and retention efforts**
- 3 Public health services**





DAY TWO **AM** and **PM** @ a Glance

Thursday, February 1, 2024 @ Center for Civic Empowerment



Focus: Short Term Priorities over next one to three years
Key Themes: Customer Service and Financial Sustainability

9:00 am	Recap Key Short Term Priorities discussion and provide updates
10:00 am	Second "Ice Fall" Breaker
10:30 am	Focus: Longer Term-Priorities
<i>~noon break for lunch</i>	



Reaching the Summit: Longer-Term Planning Horizon over next ten years, alignment with Comprehensive Plan Update

1:00 pm	Focus: Longer Term-Priorities <ul style="list-style-type: none"> • Begin to discuss cross-cutting themes for longer-term planning horizon • Facilitated and interactive conversation on Comprehensive Plan approach
<i>2:30 pm break</i>	
2:45 pm	Discussion and action on an update to the Strategic Plan---key priorities and focus areas for short term (next one to three years) and longer-term planning horizon (next ten years).

Adjournment---Day Two



Next Up:

- Synthesize all Voice of our Community (VOC) data for key insights
 - City Council Feedback Forms
 - Feedback from November 20th, December 12th and January 16th Sessions
 - Customer Experience (CX) Workshop(s)
 - Community Survey Analysis
 - Workforce Feedback opportunities
 - Community Partner Feedback/Roundtables
- Convene Strategic Planning Session on January 25th and February 1st
 - *Will formalize Comprehensive Plan launch*



What Is A Comprehensive Plan?



A Comprehensive Plan is a study that gives **general direction for policymaking and public investment** for the next decade or more.



It **provides a framework for how the City should grow** by providing guidance for development regulations and policies, like zoning and subdivisions. Based on this, the City **plans for services** to support the intended growth.



Through public engagement, **the community helps guide the vision** while adhering to the major themes and values of the Plan.



The Comprehensive Plan will **articulate community priorities** and identify the actions to help realize the community's vision.

Linkage to 2022 Strategic Plan:

Overarching Themes:

- Developing an **Equity Framework**
- Addressing **Housing Affordability**
- Travel **Mode Choice**
- **Fiscally Responsible** Policy

Impacts

SAFE + BEAUTIFUL
NEIGHBORHOODS

GOALS
2-7-8

07
GOAL

ENHANCE AND SUSTAIN EL PASO'S INFRASTRUCTURE NETWORK

7.5

Set one standard for infrastructure across the city

Complete Comprehensive Master Plan update

25
BY 2025
VisionNEXT

25 BY 2025

