

**CITY OF EL PASO, TEXAS
AGENDA ITEM
AGENDA SUMMARY FORM**



DEPARTMENT:

AGENDA DATE:

CONTACT PERSON NAME

2nd CONTACT PERSON

3rd CONTACT PERSON

PHONE NUMBER:

PHONE NUMBER:

PHONE NUMBER:

DISTRICT(S) AFFECTED:

STRATEGIC GOAL:

SUBGOAL:

SUBJECT:

COMMUNITY AND STAKEHOLDER OUTREACH:

BACKGROUND / DISCUSSION:

PRIOR COUNCIL ACTION:

AMOUNT AND SOURCE OF FUNDING:

Recent photos of trash within city limits in District 5.







Back up: D5 - Direction to Initiate Anti-Litter Public Awareness Campaign and Community Cleanup Partnership Framework

Discussion and Action directing the City Manager, in coordination with the City Attorney, to develop a comprehensive anti-littering strategy that combines public education, formalized community partnerships, and structured disposal access for volunteer cleanup organizations operating within City limits and come back within 60 days with recommendations.

Guide:

1. Anti-Litter Public Awareness Campaign (PSA)

Develop and implement a citywide anti-litter and anti-illegal dumping Public Service Announcement (PSA) campaign that focuses on prevention, education, and community responsibility.

- Collaborate with community partners, including but not limited to:
 - County of El Paso
 - Desert Rescue 915
 - Sun City Pickers
 - El Paso Trash Mob
 - Keep El Paso Beautiful
- Utilize existing City communication channels and partner platforms to maximize reach;
- Incorporate messaging that highlights proper disposal options, reporting mechanisms, and volunteer cleanup opportunities; and
- Establish measurable performance indicators, including outreach reach, engagement, and litter-related service request trends.

2. Community Cleanup Partnerships & Memoranda of Understanding (MOUs)

Initiate discussions to formalize partnerships with qualifying volunteer and nonprofit cleanup organizations through Memoranda of Understanding (MOUs).

3. Develop city-wide comprehensive anti-littering strategy.