

CITY OF EL PASO, TEXAS  
AGENDA ITEM  
AGENDA SUMMARY FORM



**DEPARTMENT:**

**AGENDA DATE:**

**CONTACT PERSON NAME**

**PHONE NUMBER:**

2nd CONTACT PERSON

**PHONE NUMBER:**

3rd CONTACT PERSON

**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.