

## SOCIABLE CITY EL PASO | PLANNING FOR A SAFE, VIBRANT SOCIAL ECONOMY



# Sociable City Assessment Action Plan

# Alignment with Strategic Goals

## **GOAL 2.0 – SET THE STANDARD FOR A SAFE AND SECURE CITY**

- 2.1 Maintain standing as one of the nation's top safest cities
- 2.2 Strengthen community involvement in resident safety
- 2.3 Increase public safety operational efficiency
- 2.4 Improve motorist safety and traffic management solutions
- 2.8 Implement effective code enforcement strategies to reduce nuisances, enhance visual appearance and improve overall health and safety

# About RHI



- Non-profit Founded in 1983
- Mission: Assist Businesses and Communities to Create Safe and Vibrant Places to Socialize
- The leading North American source of events, resources, and consultation services on nightlife and the social economy



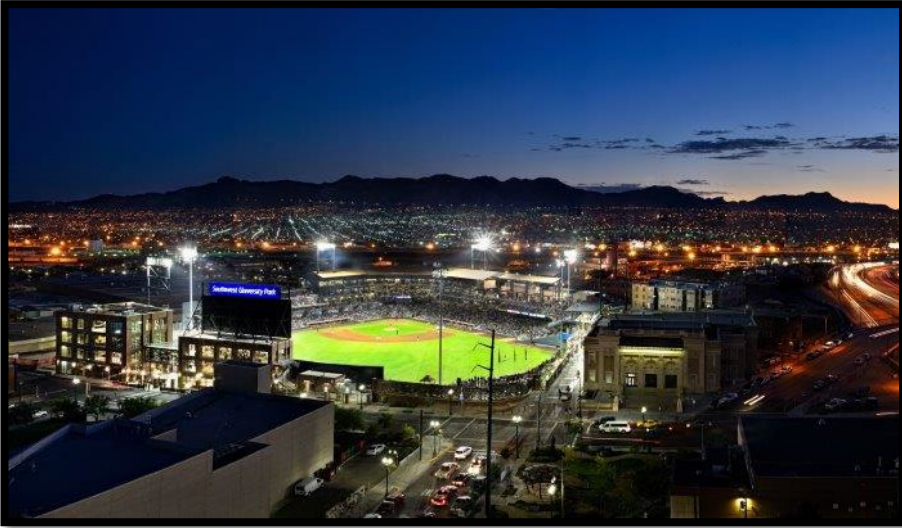
Responsible Hospitality Institute

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Senior Consultant

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Research Associate





## Focus Area

- Downtown Management District (DMD)
- Cincinnati Area
- City-wide Recommendations



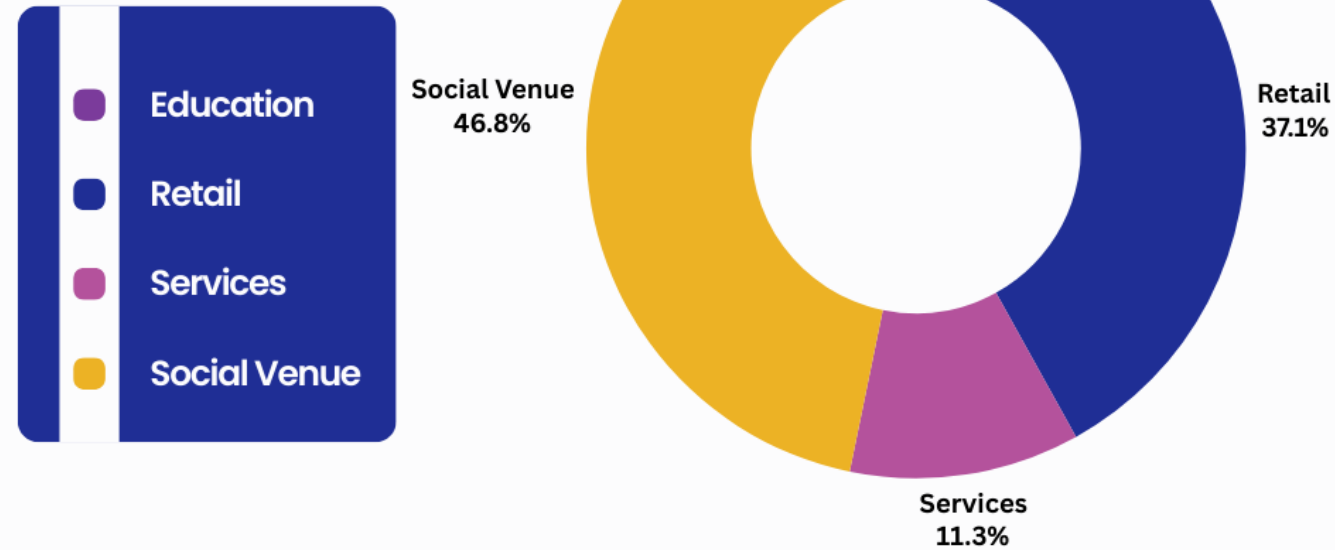


# EL PASO



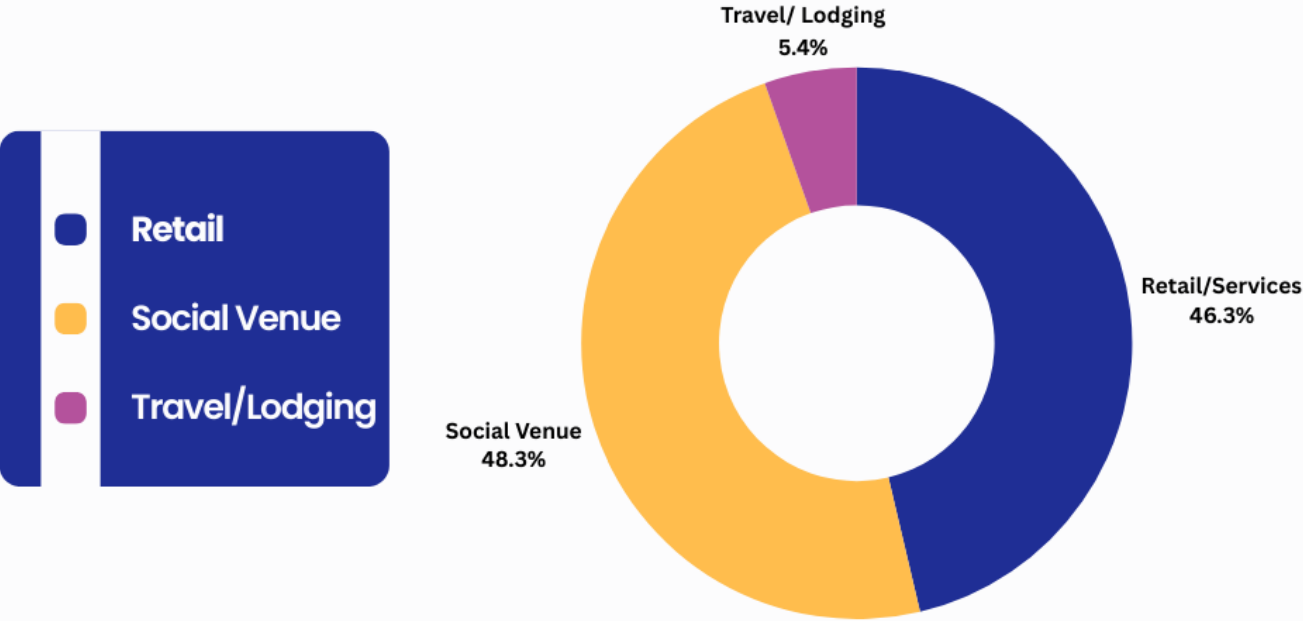
## Storefront Business Analysis

# Cincinnati Study Area



Type	Total	%
Education	3	4.8%
Retail	23	37.1%
Services	7	11.3%
Social Venue	29	46.8%
Total	62	

# Downtown Study Area Storefronts

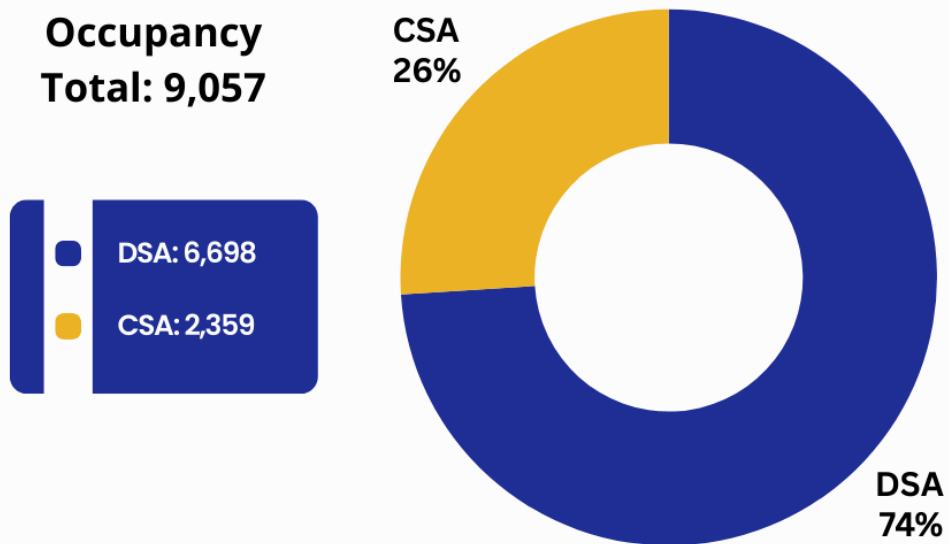


Type	Total	%
Retail/Services	94	46.3%
Social Venue	98	48.3%
Travel/Lodging	11	5.4%
Total	203	



# Social Venue Occupancy & Entertainment After 12AM

Occupancy  
Total: 9,057

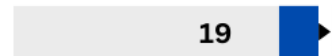


DSA  
Social Venues



98

13%



19

HOURS

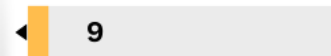


Open After  
12AM & Offers  
Entertainment



29

CSA  
Social Venues



9

7%



# Community Engagement

- Three site visits between October 2023 and February 2024
- Twenty-nine meetings (virtual and on-site)
- Ten virtual interviews to gather background
- Nineteen on-site meetings to identify strengths, challenges and actions

## On-site meetings:

- Three Listening Sessions
- Six Core Measure Roundtables
- Women's Focus Group
- Venue Operators
- Key Stakeholder Individual Meetings







# Discovery Process



- Observational tours day and night
  - Public Spaces
  - Social Venues
  - Closing time procedures
- Ride-alongs with Police and Code Enforcement
- Toured social clusters citywide



# PARTICIPATION

## 100 Participants

- Multiple City of El Paso departments
- County Attorney's office
- Texas Alcoholic Beverage Commission
- US Army at Fort Bliss
- Texas Restaurant Association
- Business Improvement District (DMD)
- Neighborhood Association (Kern Place)
- Hospitality industry staff
- Music and Culture advocates
- Realtors, property owners, local DJ, and many more



### HOSPITALITY

Restaurant  
Café  
Bar/Pub/Tavern  
Entertainment  
Tourism  
Conventions  
Suppliers  
Trainers



### SAFETY

Police – Fire  
City Manager  
Traffic Safety  
Regulatory  
Attorney  
Code Compliance  
Risk Management  
Security Training



### DEVELOPMENT

Planning  
Developer  
Property Owner  
Bank/Finance  
Transportation  
Parking/Valet  
Sanitation/Trash  
Public Works



### CULTURE

Musicians  
DJ's  
Promoters  
Arts/Culture  
Cinema/Theater  
Media  
Festivals/Events  
Commissions



### COMMUNITY

Residents  
Colleges  
Students  
Realtors  
Rental Agents  
Prevention  
Elected Officials  
Social Services



### ADMINISTRATION

City Manager  
City Council  
Mayor's Office  
City Attorney  
Department Heads  
Economic Data  
Jobs Data  
Crime Data

# ANALYSIS FRAMEWORK

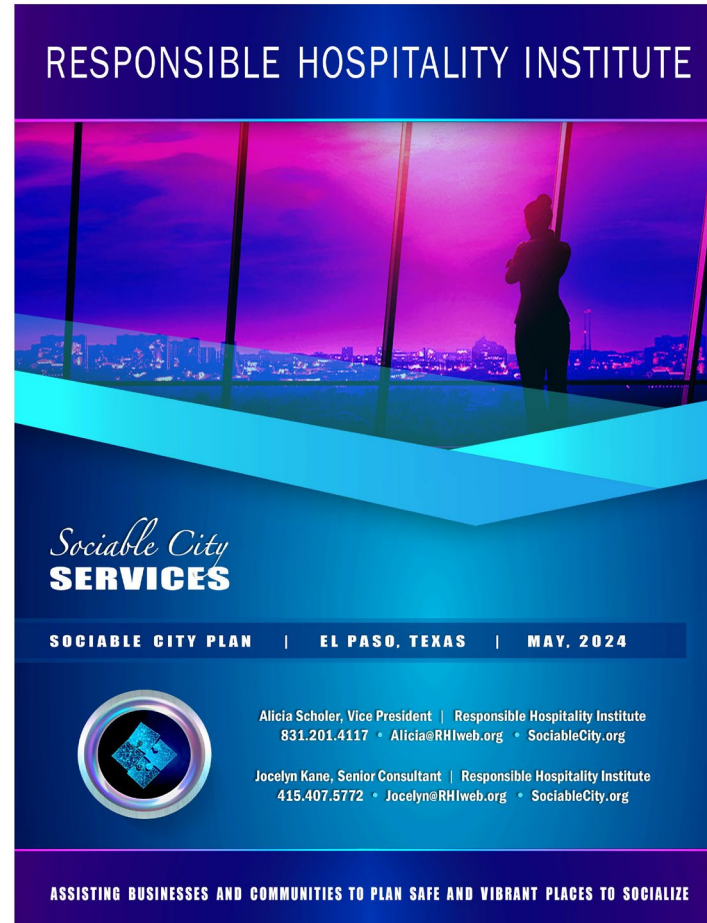
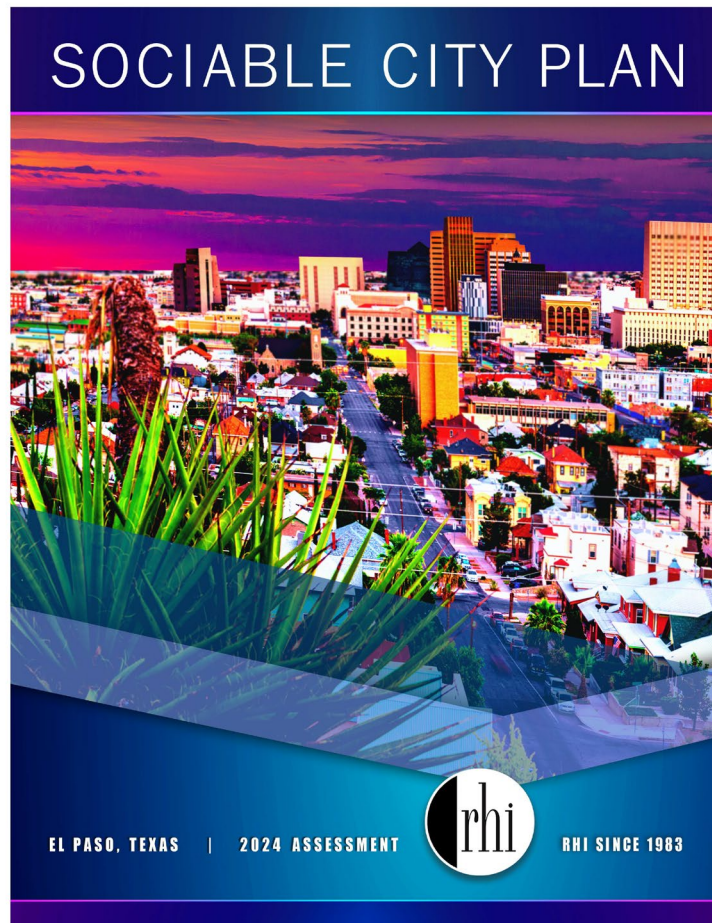




# ANALYSIS FRAMEWORK



# REPORT FINDINGS



**El Paso Police Code Enforcement  
Bureau:**  
[www.elpasotexas.gov/policedepartment](http://www.elpasotexas.gov/policedepartment)

**Access the Report:**  
[sociablecity.solutions/el-paso/home](http://sociablecity.solutions/el-paso/home)



# STRENGTHS IN SOCIAL ECONOMY



- Diversity of options for dining and entertainment
- Progressive, inclusive community
- 1,400 food-serving businesses that employ 32,000 people in the city (Texas Restaurant Association)
- Brunch/daytime Food & Beverage a big growth market
- Downtown rebound post-pandemic: El Paso is ranked #2 (97%) most recovered downtown (*University of Toronto, 2023, Downtown Recovery Rankings*)

# EL PASO



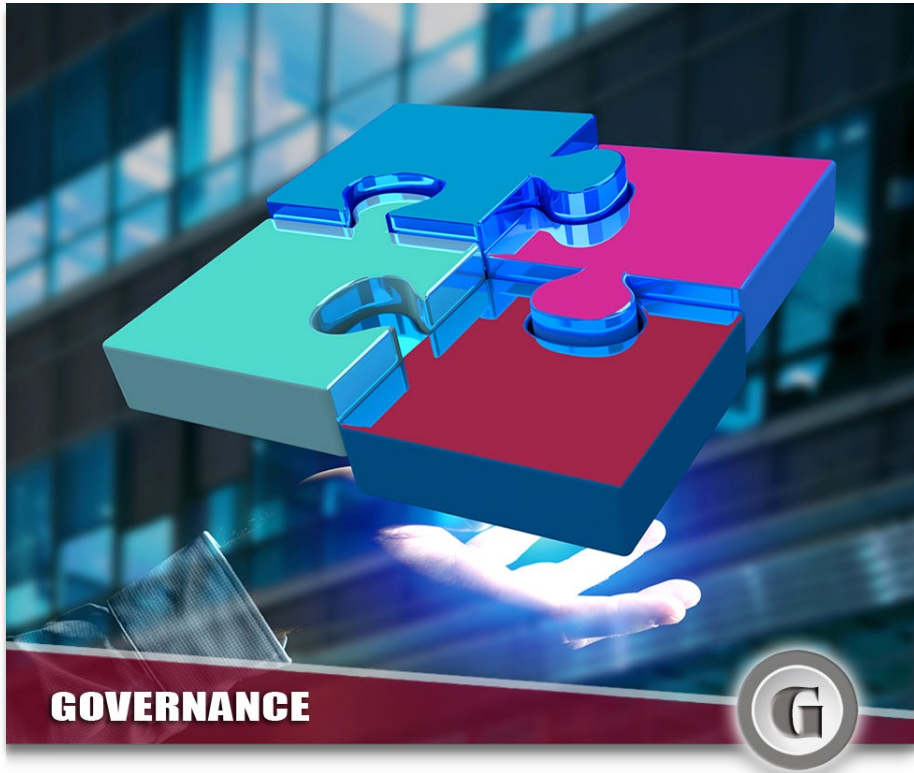
## Action Plan

- **Governance**
- **Planning for People**
- **Assure Safety**
- **Enhance Vibrancy**



# Governance Actions

**GOVERNANCE** actions propose long-term strategies to protect nightlife and make data-driven decisions. Systemic changes and a nighttime governance plan are key to sustaining vibrancy while managing impacts and risks.

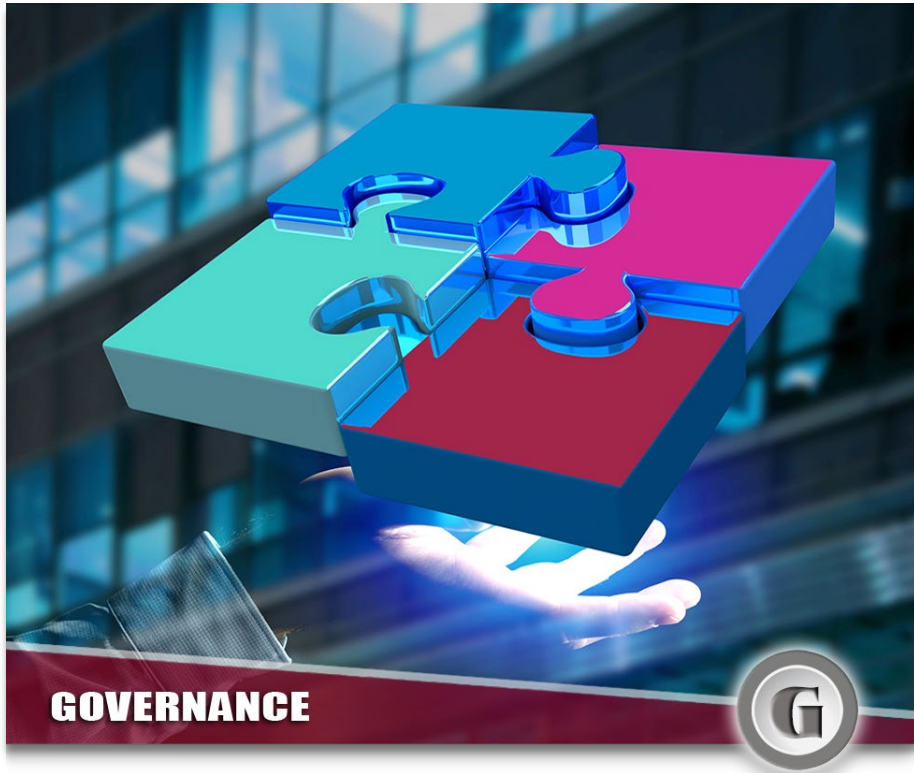


## Governance of the Social Economy

- Hire a Nighttime Economy Manager
  - Create a Position Dedicated to Social Economy Governance
- Enhance TABC License Review
  - Route Notifications to Safety Agencies
- Elevate Local Alcohol License
  - Place Conditions to Ensure High Standards of Operation
- Establish Systems of Proactive Engagement
  - Provide Up-Front Educational Resources to Venues at Time of Business Opening

# Governance Actions

**GOVERNANCE** actions propose long-term strategies to protect nightlife and make data-driven decisions. Systemic changes and a nighttime governance plan are key to sustaining vibrancy while managing impacts and risks.



## Governance of the Social Economy

- Enhance Systems of Local/State Collaboration  
Between TABC, Venues and the City
- Revise the Noise Ordinance  
Mitigate Sound Proactively and Enhance Consistency for  
Enforcement
- Revise the Outdoor Amplified Sound Ordinance  
Close Loopholes and Expand Scope

# Plan for People Actions

**PLAN FOR PEOPLE** recommendations focus on facilitating high standards for quality of life by addressing issues such as sound management, as well as coordination of safe mobility options to/from and within the district.



## Actions to Enhance Mobility

- Create a Rideshare Hub  
Promote Safe Rides Home
- Increase Use of Mesa Street Garage  
By Cincinnati Area Patrons and Employees
- Strengthen Parking Enforcement  
Deter Patrons from Parking in Kern Place

# Plan for People Actions

**PLAN FOR PEOPLE** recommendations focus on facilitating high standards for quality of life by addressing issues such as sound management, as well as coordination of safe mobility options to/from and within the district.



## Actions to Enhance Quality of Life

- Expand Notification Area for Residents  
Alcohol Licenses and Outdoor Amplified Sound Ordinance
- Coordinate More Frequent Trash Pick-Ups  
Enhance Cleanliness of Cincinnati Area



# Assure Safety Actions

**Assure Safety** recommendations engage a continuum of public, private and government stakeholders vested in public safety to systematize an approach to nightlife safety, organize nightlife businesses and reduce harm and disorder.



## Actions to Enhance Public Safety

- Create a Specialized Hospitality Unit  
Community Policing for Social Clusters
- Establish Quarterly Forums  
Facilitate Safety and Venue Communication
- Continue Connectivity between City and Fort Bliss  
Newcomers Briefs and Leadership Events
- Create a Bar Check Protocol for Police  
Create a Partnership-based Approach to Venue Safety
- Establish a No Loitering Ordinance  
Facilitate Closing Time Egress in Social Clusters

# Assure Safety Actions

**Assure Safety** recommendations engage a continuum of public, private and government stakeholders vested in public safety to systematize an approach to nightlife safety, organize nightlife businesses and reduce harm and disorder.



## Actions to Enhance Venue Safety

- Develop Baseline Venue Safety Standards
  - Elevate Professionalism and Enhance Patron Safety
- Sexual Violence Prevention Program for Venues
  - Support Women's Safety in Social Venues

# Enhance Vibrancy Actions

**Enhance Vibrancy** recommendations offer ways to support the creative entrepreneurs, performers and social spaces that comprise the nighttime vibrancy of a city through partnerships and awareness-raising among elected officials. .



## Actions to Enhance Social Venues

- Create an El Paso Nightlife Association  
Advocate for Change with a Unified Voice
- Promote Social Venues to Visitors  
Engage Visit El Paso to Enhance Marketing of the Social Economy
- Facilitate Recreational Activities for Youth  
Engage Under 21s in Social Activities

# Enhance Vibrancy Actions

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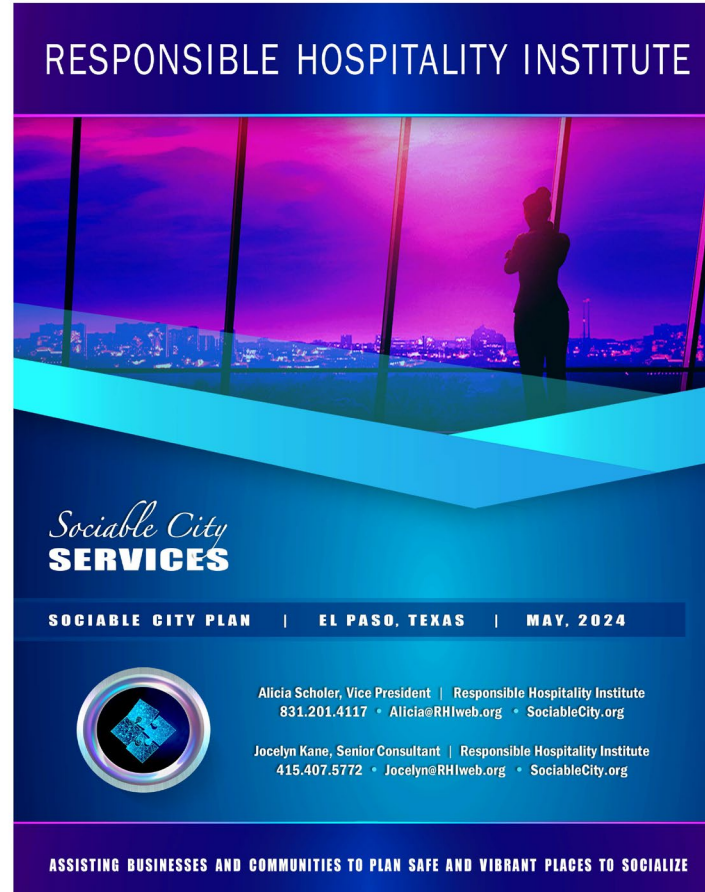
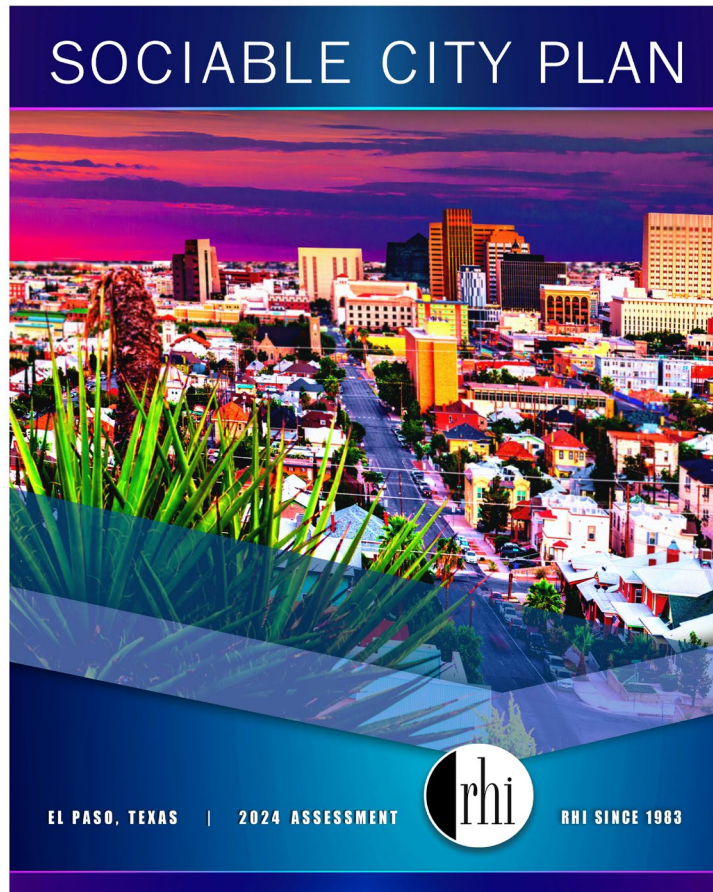


## Actions to Enhance Public Space

- Balance Event Vibrancy with Safety Needs  
Leverage Safety Resources and Proactive Education
- Enhance the Pedestrian Experience Downtown  
Strategic Lighting and Parking Garage Improvements



# Review Report



**El Paso Police Code Enforcement  
Bureau:**  
[www.elpasotexas.gov/police-department](http://www.elpasotexas.gov/police-department)

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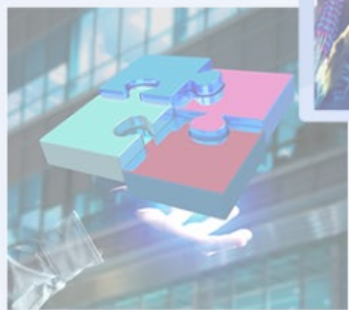
# Staff Recommended Priorities

## PLANNING



1. Enhance the Sound Ordinance
2. Expand Protest Notification Area for Residents
3. Hire a Nighttime Economy Ambassador
4. Create a Rideshare Hub in Social Clusters
5. Create a Specialized Hospitality Unit
6. Create an Administrative Civil Citation Process

## VIBRANCY



## GOVERNANCE

## SAFETY



BUILDING BLOCKS

SOCIABLE CITY PLAN

# From Report to Action

## Already Underway

- **TABC alcohol license (on-premise) applications and renewal notices are now auto-forwarded** from One-Stop Shop to Police and Code (IT request fulfilled)
- **Fort Bliss extended an open invitation to City** to attend Newcomer Briefings
- **Fort Bliss created a new event, a Senior Law Enforcement Conference**, to assure seamless continuity between the City, outgoing and incoming military leadership
- **Cross-functional team formed** (Police, Code, Fire, Health, TABC, One Stop Shop) to examine RHI report recommendations
- **Stakeholder Meeting scheduled in June** with DMD, venues and residents (convened by Police and Code)
- **Rideshare Hub Proposal** being vetted

## Near-Term Actions

- Noise/Sound ordinance revision
- Council guidance requested on how to prioritize proposed actions