

July 10, 2025

Mayor Renard U. Johnson and

Members of City Council

El Paso City Hall

300 N. Campbell

El Paso, TX 79901

Re: Support for Expansion of Chapter 20.14.070 – Parking Reductions Ordinance

Dear Mayor Johnson and Honorable Members of City Council,

As a former Chief Technology Officer for the City of New York, a former municipal executive with the City and County of San Francisco, and the former Vice President of Global City Partnerships at Mastercard, I've had the privilege of working with municipal leaders around the world on forward-thinking approaches to urban mobility, economic development, and smart city strategy. As the Founder of The Urban Futurist Inc., I write to express my full support for the proposed expansion of Chapter 20.14.070 – Parking Reductions, including amendments that would broaden its applicability across the City of El Paso.

After spending 13 years working in cities across the U.S. and abroad, returning to El Paso nearly two years ago has been an exciting experience. It's been inspiring to witness the momentum and positive changes in the city. I now maintain an office in Downtown El Paso, and like many others, I'm eager to see our public spaces activated and more accessible—not just for cars, but for people. To stay competitive and responsive to the future needs of our residents, El Paso must continue evolving its planning policies.

Cities across the globe are recognizing the urgent need to modernize outdated planning and land use policies to meet the demands of a more equitable, sustainable, and economically vibrant future. Inflexible parking minimums—once seen as necessary—have become a barrier to progress. They often result in inefficient land use, increased development costs, and diminished opportunity for both small businesses and affordable housing. These impacts are especially burdensome in underinvested neighborhoods and on local entrepreneurs, who are vital to the health of any city's economy.

By reforming our approach to parking requirements, El Paso has an opportunity to signal its readiness to embrace innovation, attract investment, and foster a built environment that prioritizes people over cars. Expanding the Parking Reductions Ordinance would allow for thoughtful, context-sensitive planning that supports multimodal transportation, improved walkability, and a stronger local economy—all while reducing unnecessary burdens on development.

I commend the City Council for considering this reform and urge you to adopt the proposed changes. Doing so will position El Paso to not only meet the needs of today's residents and businesses, but to build a more inclusive, resilient, and dynamic city for future generations. Let's ensure policy serves people—supporting equitable growth, economic opportunity, and an enhanced quality of life.

Thank you for your service to the people of El Paso and for your leadership in guiding the city toward a more sustainable and people-centered future.

Sincerely,



Alby Bocanegra

Founder, The Urban Futurist Inc.

Former Chief Technology Officer, City of New York

Former Executive, City & County of San Francisco

Former Vice President, Global City Partnerships, Mastercard