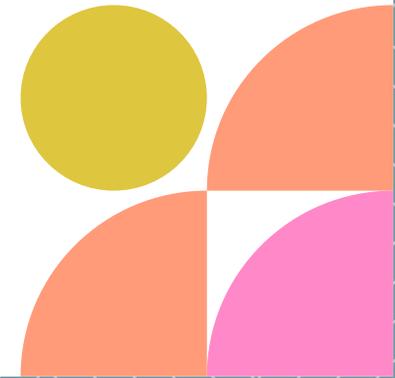


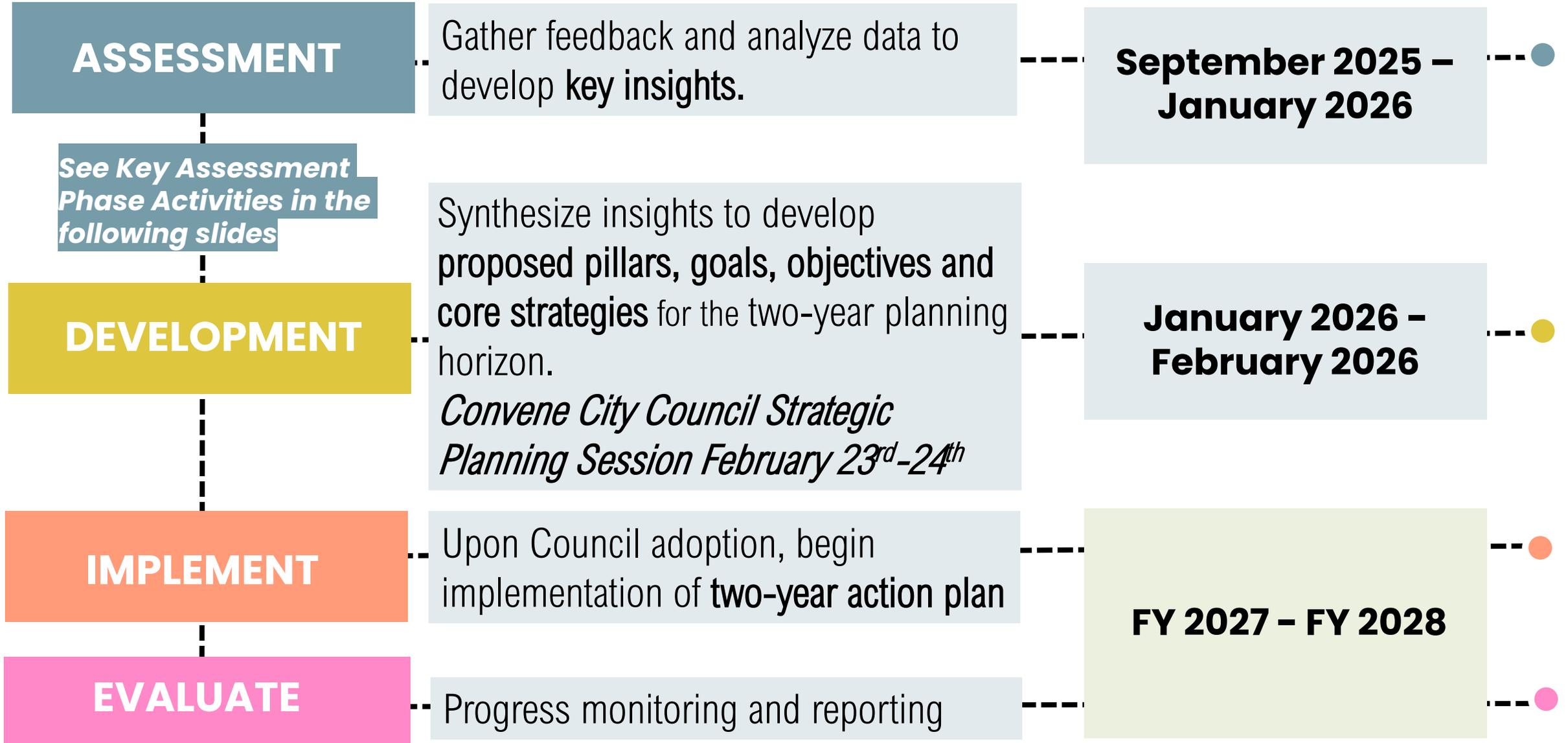
2026 Strategic Planning Session (SPS) Insights Summary

February 2026

Assessment Phase (Key Activities)



2025–2026 Strategic Planning Process Cycle (Recap)



Assessment Phase Snapshot

1 Strategic Planning Conversations with Mayor and City Council

944 Data Points

9 Meetings

3 Internal Perspectives (program evaluation plans, key strategic priorities)

197 Leadership Challenge Data Points

37 Department-level key strategic priorities / initial action plans submitted

2 Resident Conversations (including meetings hosted by Mayor and Council)

557 Data Points

191 Respondents

10 Meetings

4 Recent Community-Wide Engagement Efforts

Connecting community perspectives across key initiatives, including:

- Climate Action Plan (in progress)
- Community Needs Assessment
- Comprehensive Economic Development Strategy
- Comprehensive Housing Market Analysis
- Envision El Paso (Engagement Summary)
- FY26 Budget Workshops
- Parks Master Plan (early stages)
- Sun Metro Rising



Assessment Phase Snapshot



5 **New Community Survey**

1,079 Validated responses across all districts

22 Questions assessing key community characteristics + views about life in El Paso

7 **Youth Advisory Board Initial Strategy Session**

City of El Paso Proposed Pillars X Child Friendly Cities Priorities Crosswalk

6 **City of El Paso Employee Survey**

3,325 Data Points

857 Employee Responses

8 **Top Service Request Snapshot**

- 1. Overgrown Grass/Weeds/Trash: **9,513**
- 2. Pothole: **3,668**
- 3. Noise Complaint: **2,708**
- 4. Street Light Illumination: **1,797**
- 5. Sidewalk Obstruction: **1,642**

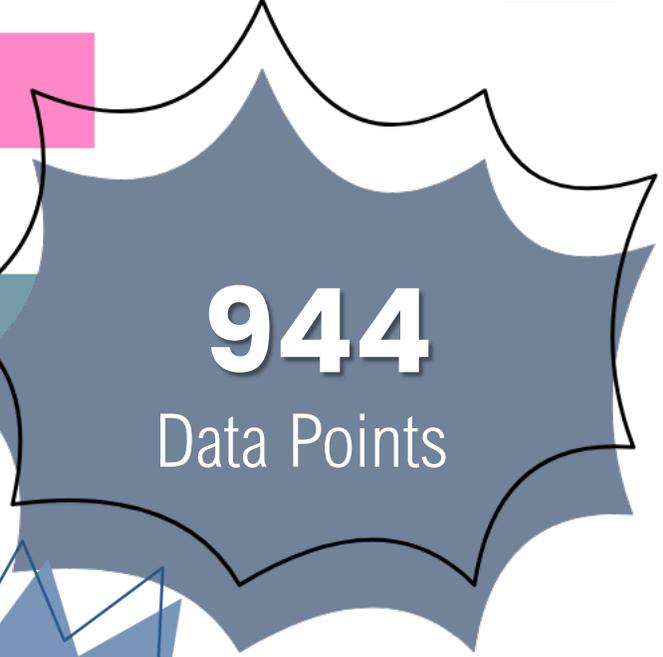


Mayor & City Council Key Priority Areas



Top community-focused priorities over the next two fiscal years

Mayor	Economic Development	Infrastructure	Public Safety	Quality of Life	
D1	Infrastructure (Maintenance)	Quality of Life (Community Spaces)	Public Safety (Sustaining Safety)		
D2	UNICEF Youth Focus	Infill Development/ Urban Core	Quality of Life	Economic Development	
D3	Creating Community Engagement	Reinforcing Civic Pride, Sharing the good news	Funding resurfacing or reconstruction of city streets		
D4	Economic Development	Infrastructure	Quality of Life		
D5	Clean and safe streets with less traffic	Quality of Life, public spaces, better parks	Economic Development expansion. Better high quality and well-paying jobs.		
D6	Better Streets	Public Safety	Parks	CR process	
D7	Quality of Life	Economic Development	Housing	Education	Green Space and Beautification
D8	Human Services	Housing Planning	Community Connection	Sustainable Planning	



Visual Mapping



Top community-focused priorities over the next two fiscal years

Economic Development	Infrastructure	Public Safety	Quality Of Life	(Good Governance)
Economic Development	Infrastructure (Maintenance)	Public Safety (Sustaining Safety)	Quality of Life (Community Spaces)	Education
Economic Development	Clean and safe streets with less traffic	Public Safety	Quality of Life	Sustainable Planning
Economic Development	Infrastructure		Quality of Life, public spaces, better parks	Reinforcing Civic Pride, Sharing the good news
Economic Development expansion. Better high quality and well-paying jobs.	Better Streets		Parks	UNICEF Child Friendly City Initiative (CFCI) Youth Focus
Infill Development/ Urban Core	Funding resurfacing or reconstruction of city streets		Quality of Life	Creating Community Engagement
Housing Planning	Green Space and Beautification		Human Services	Community Connection
Housing			Quality of Life	CR process



Resident Conversations *(including meetings hosted by Mayor and Council)*

What you want most for El Paso is...

557

Data Points

191

Respondents

Top 3 Insights

Economic Opportunity & Affordability

Infrastructure & Transportation

Community, Safety, and Quality of Life

POSTCARD
From El Paso



Name: District 4 Resident

Why I choose to be here:

To be part of the solution to the problem not just a nagging person. El Paso is home <3

What I want most for El Paso is:

For equality no matter what side of town you live you can have amenities

If I were writing the story of El Paso today, it would say:

It's a big city with small town feeling

10

Meetings

POSTCARD
From El Paso



Name: District 4 Resident

Why I choose to be here:

To learn what the city in envisioning for future development

What I want most for El Paso is:

Safe place for my kids to raise their kids

If I were writing the story of El Paso today, it would say:

Friendly community that is forgotten by the rest of Texas.

Greetings From
EL PASO.

Top operator-focused priorities over the next two fiscal years

Top 5 Insights

Public Safety & Community Security

Communication & Engagement

Community, Health, and Quality of Life

Workforce Pay and Growth Opportunities

Service Excellence & Accountability

197

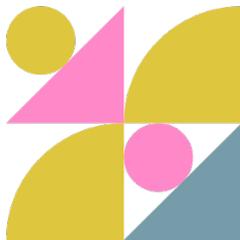
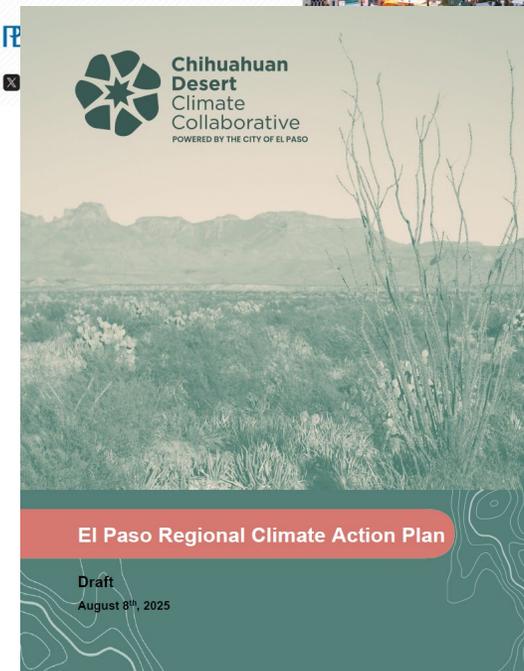
Leadership Challenge
Data Points

37

Department-level key strategic priorities /
initial action plans submitted

Connecting community perspectives across key initiatives, including:

- *Climate Action Plan (in progress)*
- *Community Needs Assessment*
- *Comprehensive Economic Development Strategy*
- *Comprehensive Housing Market Analysis*
- *Envision El Paso (Engagement Summary)*
- *FY26 Budget Workshops*
- *Parks Master Plan (early stages)*
- *Sun Metro Rising*



1,079

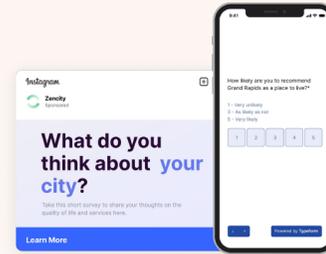
Validated responses across all districts

Zencity Community Survey

Ongoing Representative Survey

Hear from more residents with always-on, digital benchmarking surveys designed by data scientists to be accessible, representative of your community, and statistically sound.

- ✓ Full service distribution
- ✓ Unlimited translations of questions
- ✓ Customized questionnaire
- ✓ Analysis of open ended responses
- ✓ Designed reports that are digestible by stakeholders



Zencity

Quality of Life

- *How is the overall quality of life in the City of El Paso?*
- *What is your favorite thing about living in the City of El Paso?*
- *What is the thing you would most want to change about life in the City of El Paso?*

Community Characteristics

- *Availability of affordable housing*
- *Availability of jobs that pay a living wage*
- *Access to quality health care services*
- *Access to quality education*
- *Ability for residents to give input to the El Paso city government*
- *Ease of getting around by public transportation*
- *Sense of overall safety*
- *Sense of community among residents*
- *Acceptance of residents of all backgrounds*
- *Overall cleanliness and maintenance*
- *Quality of parks and recreational amenities*
- *Overall quality of services provided by the city*
- *Quality of waste and recycling services*
- *Availability of a variety of art and cultural events*
- *Condition of streets*
- *Economic development (business growth, business attraction, and job opportunities)*
- *The values of services for the taxes paid to the City of El Paso*

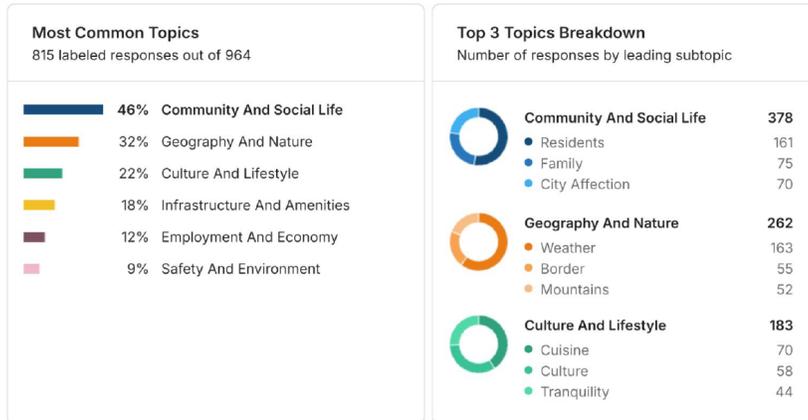
Zencity Community Survey

November - December 2025

Powered by Zencity

BETA

Question:
What is your favorite thing about living in El Paso?



22

Questions assessing key community characteristics + views about life in El Paso

“Everything! The beautiful way they do things. The stone decorations. **The people.** The weather. The geographical location.”

“The **climate**, the culture, and the people”

“I don't need to go from one side of the city to the other to have **places to exercise, restaurants, and shops.** I also have access to the mountains.”

Youth Advisory Board Member Feedback during January 12th meeting:

In the next two years, the one thing I would most want to change about life in El Paso...

ECONOMIC DEVELOPMENT [MOBILITY]

“For El Paso to grow economically and to also be somewhere to grow and start a career and grow a better relationship with our healthcare in the community.”

INFRASTRUCTURE

“Landscaping-when I see pretty landscaping whether it be in the form of greenery or structures. I think it adds so much life to an area. Personally, I would like to go bring back full streets of people walk around.”

PUBLIC SAFETY

“I would like for El Paso to focus more on activities that bring the City together and other people, like a festival. Focus more on safety and prioritizing the DUI issue here in El Paso.”

QUALITY OF LIFE

“I want El Paso to have more clubs and school activities available to all schools and more education on drugs and overall health.”

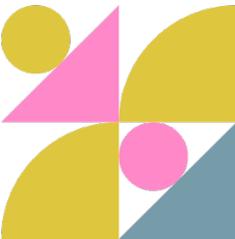
“I want to see more things to do. Not to say there isn’t but it doesn’t get publicized well and it gives El Paso a “boring” reputation.”

“Have more opportunities for teenagers, make it more accessible to branch out.”

GOOD GOVERNANCE

“School motivation!

- ***Mental health services***
 - ***Nutrition and guidelines***
 - ***Immunization (mandatory)***
 - ***Sports & activities (funding)***
 - ***Providing tools for students to feel “not pressured” to fit it***
- *Scheduling.”***



CoEP Proposed Pillars X Child Friendly Cities Priorities Crosswalk



Youth Advisory Board Member mapping activity conducted on January 12, 2026.

ECONOMIC DEVELOPMENT [MOBILITY]

Safety and inclusion
Adress inequities (emphasis on those from marginalized backgrounds) X2

Safety and inclusion
Inclusive social services, education, health, and protection

Play and leisure
Family connection opportunities for parents/guardians to collaborate

Safe Living Environments
Basic Services-access to quality education, healthcare and social services

INFRASTRUCTURE

Safe Living Environments
Health & Environment- Access to clean air, safe water, sanitation, and green spaces X2

Play and Leisure
Beyond Playgrounds- City wide masterplan that repurposes urban spaces and creates child friendly maps X2

Equitable Social Services
Identifying, understanding and removing barriers for marginalized children

Safety and Inclusion
Create safe physical environments-transportation, air, public services

PUBLIC SAFETY

Safe Living Environments
Health & Environment- Access to clean air, safe water, sanitation, and green spaces X4

Safety and Inclusion
Create safe physical environments- transportation, air, public services X3

Safe Living Environments
Basic Services-access to quality education, healthcare and social services X2

Safe Living Environments
Physical Safety-protection from violence, accidents, and environmental hazards X2

Safety and Inclusion
Inclusive Social Services- education, health, and protection

GOOD GOVERNANCE

Safety and inclusion
Child responsive governance- prioritizing children's well-being X2

Safety and inclusion
Inclusive social services, education, health, and protection

Play and leisure
Beyond Playgrounds- City wide masterplan that repurposes urban spaces and creates child friendly maps

Play and leisure
Family connection opportunities for parents/guardians to collaborate

Play and leisure
Holistic Development--- Prioritize play to foster creativity, problem-solving, social skills, self-regulation and cognitive growth

Child Participation
Integration- Embedding youth participations in health, education, play, environment, protection X2

Child Participation
Empowerment- giving children agency

Child Participation
Platforms for voice- formal and informal

Child Participation
Rights-based approach grounded in UN Convention (Articles 3 & 12)

Play and leisure
Right to play-rest, play, and cultural participation are rights (3)

Safe Living Environments
Basic Services- access to quality education, healthcare and social services X2

Safe Living Environments
Physical Safety- protection from violence, accidents, and environmental hazards

Safe Living Environments
Inclusion-Children feel respected, valued, and have access to opportunities

Equitable Social Services
Accountability & transparency-clear delivery plan and transparent decision making

Youth Advisory Board Member mapping activity conducted on January 12, 2026.

QUALITY OF LIFE

Safe Living Environments

Inclusion-Children feel respected, valued, and have access to opportunities **X6**

Safe Living Environments

Physical Safety-protection from violence, accidents, and environmental hazards

Safe Living Environments

Basic Services-access to quality education, healthcare and social services

Child Participation

Integration- Embedding youth participations in health, education, play, environment, protection **X2**

Child Participation

Rights-based approach grounded in UN Convention (Articles 3 & 12)

Safety and inclusion

Inclusive social services, education, health, and protection **X2**

Safety and inclusion

Child responsive governance- prioritizing children's well-being

Safety and Inclusion

Create safe physical environments-transportation, air, public services

Play and leisure

Family connection opportunities for parents/guardians to collaborate **X3**

Play and leisure

Holistic Development--- Prioritize play to foster creativity, problem-solving, social skills, self-regulation and cognitive growth **X3**

Play and leisure

Beyond Playgrounds- City wide masterplan that repurposes urban spaces and creates child friendly maps **X2**

Equitable Social Services

Equity and Identifying, understanding, and removing barriers for marginalized children **X3**

Equitable Social Services

Holistic services-address public services to support children's well-being **X2**

Equitable Social Services

Accountability & transparency-clear delivery plan and transparent decision making **X2**

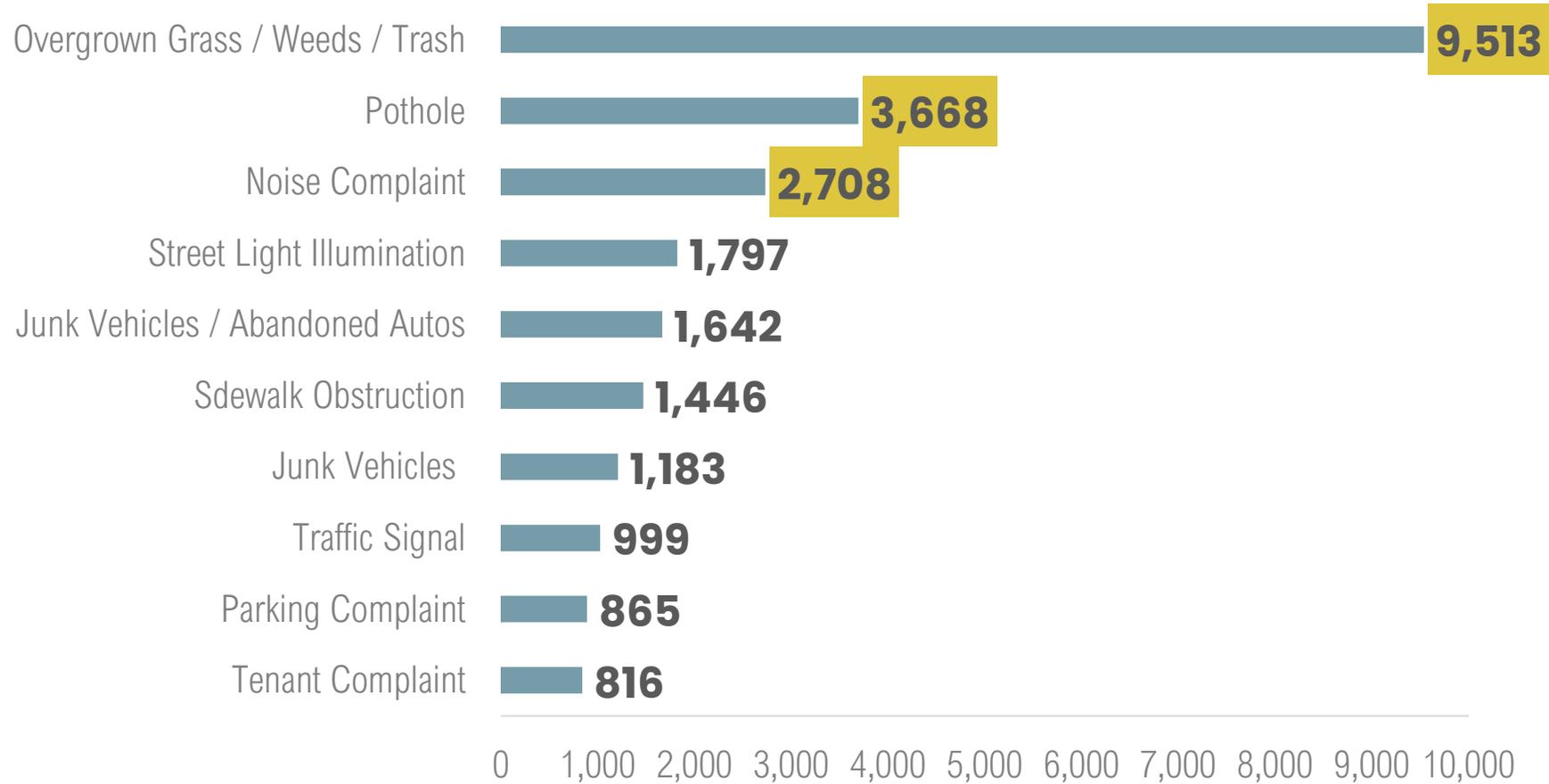
Equitable Social Services

Child Centered Approach-integrating child's best interests in all decisions

8 Top Service Request Snapshot

The dataset reflects the top 10 most frequently submitted 311 request types across all districts:

Top 311 Service Requests - Citywide



As of 1/30/2026

Top 311 Service Requests – By District

The dataset reflects the top 3 most frequently submitted 311 request types by districts:

District 1

Top issues mirror citywide trends, driven by vegetation, road condition, and neighborhood quality calls.

1. Overgrown Grass / Weeds / Trash — 1,333
2. Pothole — 553
3. Noise Complaint — 481

District 2

Higher levels of tenant and abandoned vehicle complaints relative to other districts.

1. Overgrown Grass / Weeds / Trash — 1,564
2. Pothole — 362
3. Junk Vehicles / Abandoned Autos — 327

District 3

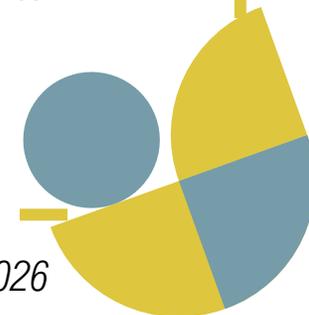
Notable for elevated **illegal dumping** and **abandoned vehicle** requests.

1. Overgrown Grass / Weeds / Trash — 941
2. Pothole — 446
3. Noise Complaint — 280

District 4

Consistent with infrastructure-related demand (lighting, potholes, traffic signals).

1. Overgrown Grass / Weeds / Trash — 1,425
2. Noise Complaint — 418
3. Pothole — 347



8 Top Service Request Snapshot

Top 311 Service Requests – By District

The dataset reflects the top 3 most frequently submitted 311 request types by districts:

District 5

One of the highest-volume districts overall; strong demand for code enforcement and vegetation management.

1. Overgrown Grass/Weeds/Trash — 958
2. Noise Complaint — 513
3. Pothole — 239

District 6

High levels of junk vehicle and abandoned auto complaints.

1. Overgrown Grass/Weeds/Trash — 846
2. Pothole — 591
3. Noise Complaint — 306

District 7

Moderate levels of traffic-related issues (traffic signals and signs).

1. Overgrown Grass/Weeds/Trash — 788
2. Pothole — 651
3. Street Light Illumination — 280

District 8

Strong pattern of tenant complaints and street/traffic issues.

1. Overgrown Grass/Weeds/Trash — 1,600
2. Pothole — 444
3. Junk Vehicles / Abandoned Autos — 231

