

FY21 Goal Team Report

Goal 4



Exceptional Recreational, Cultural and Educational Opportunities

*Enhance El Paso's Quality of Life through
Recreational, Cultural and
Educational Environments*



POWERED BY THE TEAM



GOAL 4

Capital Improvement Department

Libraries

Museums and Cultural Affairs

Parks and Recreation

El Paso Zoo and Botanical Gardens



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GOAL 4

Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments



Goal 4- Response + Recovery

Staff on Front Lines of Covid Response

- QOL staff temporarily reassigned to Education Task Force, OEM & Health Business Offices, Vaccine Registration, EOC response center and Testing Sites and Animal Services

- **Total of 94 QoL Employees Reassigned**

- El Paso Zoo 7
 - El Paso Libraries 8
 - MCAD 15
 - PARD 64
- Zoo animal characters assigned at various testing facilities



Goal 4- Response + Recovery



20 Facilities Repurposed

- Multi-Purpose Center serving as Field Office for Health Department
- Hilos de Plata and Chelio Acosta Sports Center serving as expanded operations for Opportunity Center for Homeless
- Nolan Richardson Recreation Center serving as Northeast distribution site for El Pasoans Fighting Hunger
- 5 Parks facilities and Zoo parking lot serving as Testing and/or Vaccination Sites

Goal 4- Response + Recovery

Facility Modifications

- HVAC retrofits with air purification systems
- Installation of hand sanitizing/temperature monitoring stations and social distancing controls
- Vaccination registration & education
- Facility conversions
- Suspended group gathering and live educational presentations
- Closed high risk elements (drinking fountains, small spaces, etc.)
- Implemented one-way paths in certain areas



Key Accomplishments -Library

Service Response:

- Established a Curbside Pickup program
- Streamlined library card online applications
- Developed weekly online virtual programming schedule
- Partnered with YISD to make EPPL online resources more accessible to their students

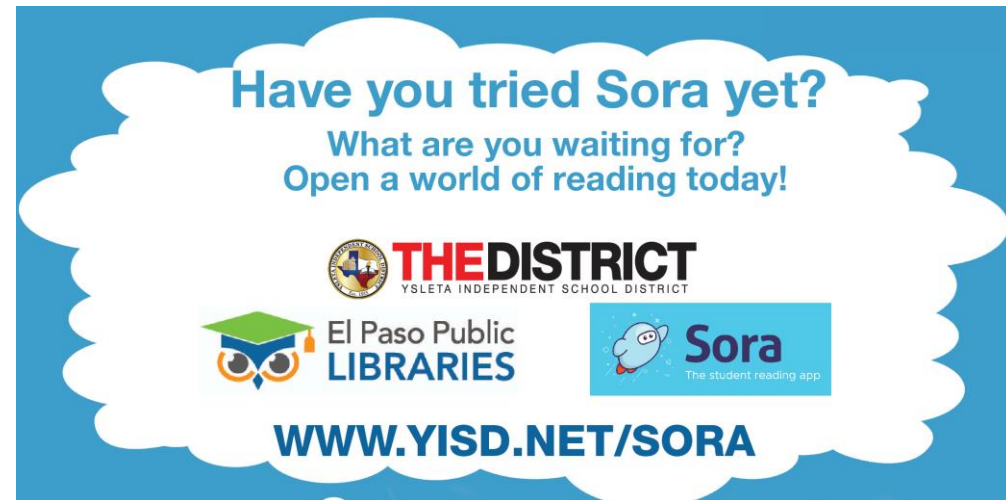


Curbside Pickup at Dorris Van Doren Library

WorkPLACE Job and Small Business


Training:


- 152 patrons/clients
- hosted 39 workshops
- trained 29 employees
- and fostered 20 community partnerships.



Have you tried Sora yet?
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 **THE DISTRICT**
YSLETA INDEPENDENT SCHOOL DISTRICT

 El Paso Public
LIBRARIES

 **Sora**
The student reading app

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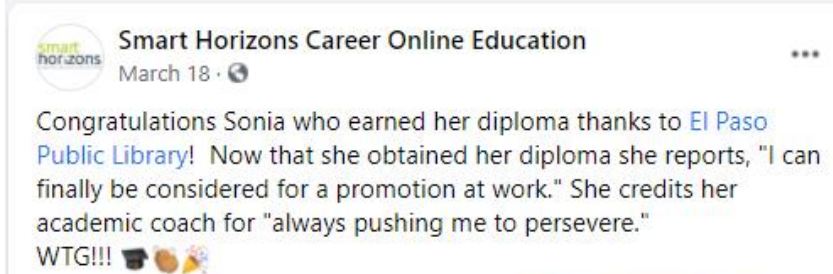
Key Accomplishments -Library

Adult Education – Career Online High School (Sept. '20 – March '21):

- Total enrollments/assessments: 81 students
- Total Scholarships Awarded: 21
- Total Graduates: 12 students

Awards and Recognitions

- Achievement of Excellence in Libraries award from the Texas Municipal Library Director's Association, a division of the Texas Municipal League



Recent Graduate

Key Accomplishments - MCAD

- 8 new exhibitions at the El Paso Museum of Art and El Paso Museum of History
- Prioritized infrastructure improvements at El Paso Museum of Art and El Paso Museum of History
- 2 awards for recently completed public art projects



Key Accomplishments – Parks + Recreation

- **Completed and/or advanced designs for renovations to recreations centers and park improvements**
 - Chelio Acosta Sports Center
 - Don Haskins Rec Center
 - Galatzan Rec Center
 - Gary Del Palacio Rec Center
 - Pat O'Rourke Recreation Center
 - Marty Robbins Rec Center
 - Multipurpose Rec Center
 - Nations Tobin Sports Center
 - Veterans Rec Center
- Outdoor Lighting upgraded at 21 locations to allow for automatic controls and increased revenue



Key Accomplishments – Parks + Recreation

- **Senior Meal Drive -Thru Distribution**

- Program adapted for completely different service model in 72 hours at beginning of pandemic with over 200,000 meals provided to qualifying seniors



- **Wifi Centers**

- Began September 2020 in an effort to offer free WiFi to neighborhoods lacking digital access; total of 8,687 users served

- **Senior Division Recipient of 2021 TRAPS Award**

- Park Development Innovations Category – Development of a mobile smartphone application for seniors

EL PASO PARKS & RECREATION
WIFI-STATIONS REOPENING
JANUARY 4, 2021

Armijo Rec Center	700 E. 7th St. 79901
Galatzan Rec Center	650 Wallenberg Dr. 79912
Marty Robbins Rec Center	11620 Vista Del Sol Dr. 79936
Memorial Senior Center	1800 Byron St. 79930
Pavo Real Senior Center	9311 Alameda Ave. 79907

DATES & TIMES:
MONDAY - FRIDAY
8:00AM - 6:00PM
SATURDAY
9:00AM - 2:00PM

Key Accomplishments – El Paso Zoo

Animals ADDED while closed:

- Mexican Wolf Pack (Mom, Dad and three boys)
- Male Peninsular Pronghorn Antelope
- Male Malayan Tiger
- Female Giraffe
- Mountain Lion Kittens
- Young Komodo Dragon



Key Accomplishments – El Paso Zoo

Animal Successes:

- Sent African Lion for MRI to Providence Hospital and transported another Lion to Phoenix for targeted radiation therapy
- Cared for and transported a Magnificent Frigatebird to Florida for release
- Hatched: Metallic Starling, Blue Motmot, Burrowing owl, and Roadrunners
- End of life care for Juno our Asian Elephant



Key Accomplishments – El Paso Zoo

Spring Break Attendance:

- Set new record for Spring Break Attendance
- Increase of 2,156 guests over SB 2019 (closed SB 2020)
- All with Covid restrictions in place, limited product offering, limited parking and a temporary loss of extra amenities





FY21 Key Deliverables Update – Goal 4

25 by 25 Strategic Objectives

Deliver Bond Projects impacting quality of life across the city in a timely, efficient manner:

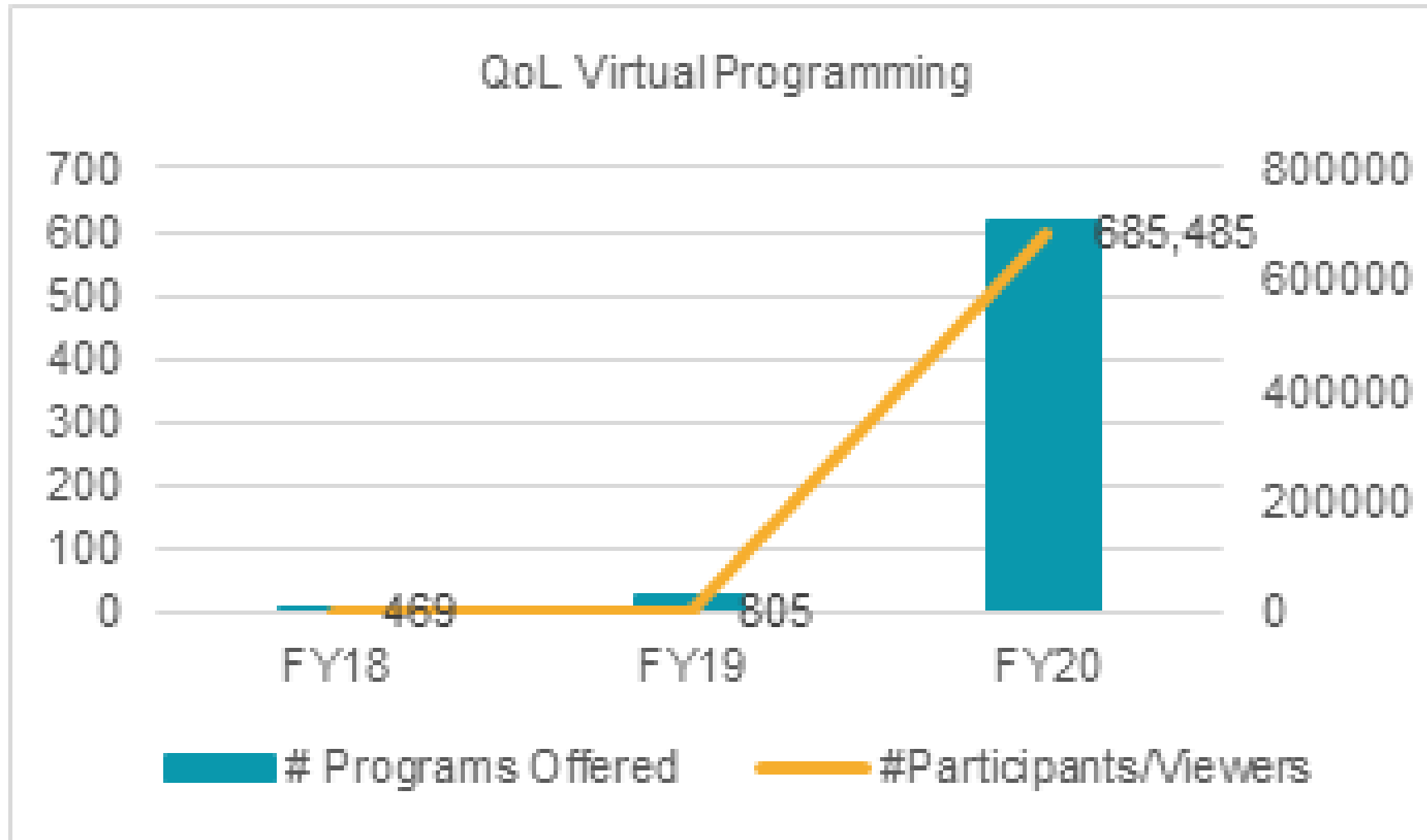
- Children's Museum (construction starts)
- The Beast Regional Park, Phase 1
- Valle Bajo Community Center
- Chamizal Community Center
- Sylvia Carreon Community Center
- Completion of an additional 50-meter competition pool

GOAL 4- Virtual Programming



Virtual Content Shared	FY20 Actual	FY21 (Thru Q2)
MCAD	229,381	211,060
Library (FY20 includes Día de los Niños and Summer Reading Club virtual programs, Virtual programming fell when libraries opened for curbside in FY21)	348,098	44,594
Parks & Recreation	186,684	488,404
Zoo – Total number of independent views across social media platforms	1,407,554	1,970,576

GOAL 4- Virtual Programming



GOAL 4- Key Performance Indicators



Key Performance Indicators	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Actual	FY21 (Thru Q2)
MCAD: Increase in Museum Attendance	165,300	195,739	228,404	155,853	0
Library: Program attendance	170,284	166,032	*155,660	70,383	0
Parks: Recreation program participation	627,690	849,545	790,797	517,068	506,681
Zoo: Increase Event Attendance by 3.3%	36,873	41,768	43,191	17,093	0

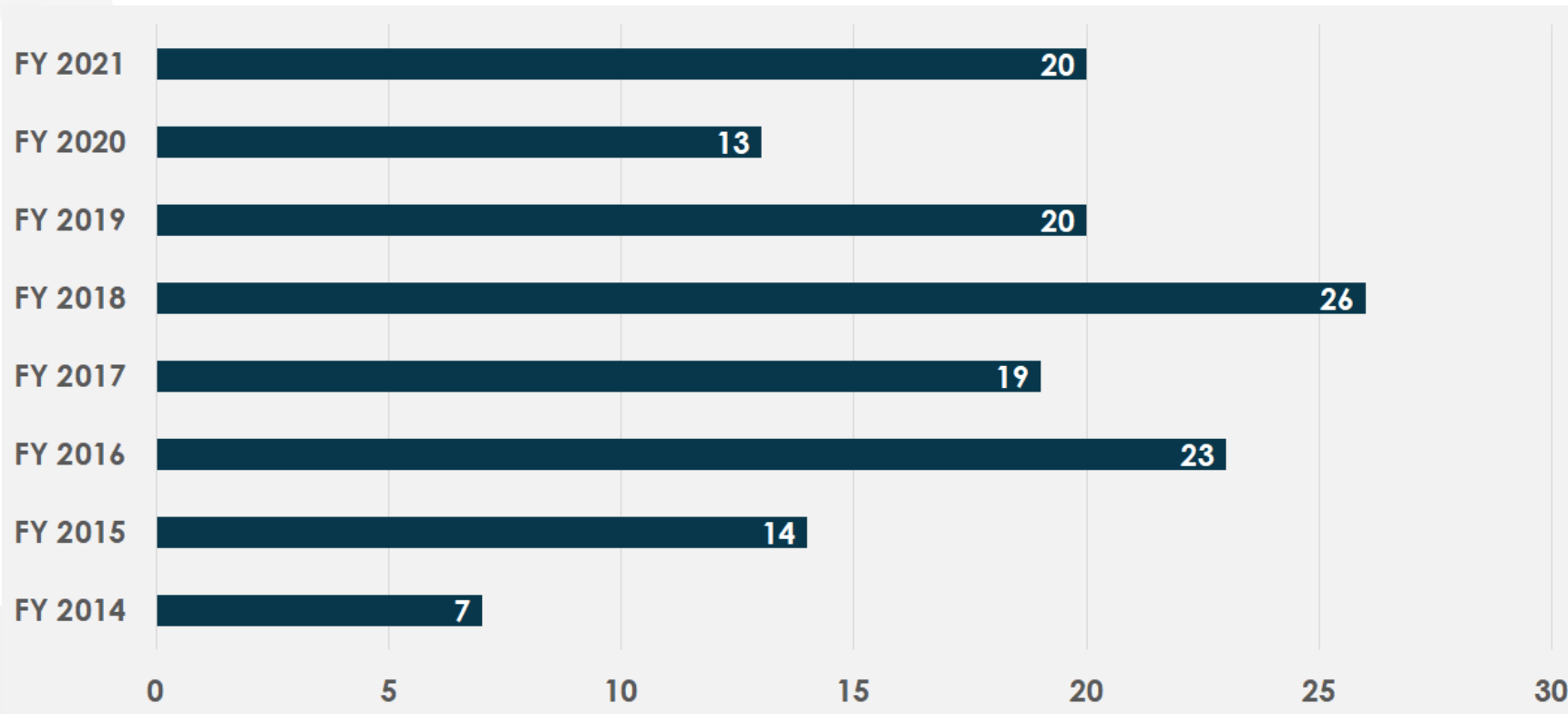
GOAL 4- Key Performance Indicators



Key Performance Indicator	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Actual	FY21 (Thru Q2)	Annual Target
% Quality of Life projects completed within contractual timeframe	93%	100%	100%	100%	100%	90%
% Quality of Life projects completed at or under budget	90%	100%	100%	100%	100%	90%

GOAL 4- Key Performance Indicators

17 Projects QOL Completed Through Q2



QOL 142
Completed
Projects



FY21 Key Deliverables Update – Goal 4

25 by 25 Strategic Objectives

Deliver Bond Projects impacting quality of life across the city in a timely, efficient manner: 19 Completed Projects (thru Q2)

5 NIP Projects

- Aztec and Mescalero Traffic Circle
- Brisa Del Este Park Improvements
- Rim Area Street Signs
- Sunset Heights and Old San Francisco Historic Street Signs

4 Water Parks

- Camp Cohen
- Oasis
- Lost Kingdom
- Chapateo

4 Community Centers

- Chamizal Community Center
- Sylvia Carreon Community
- The Beast Recreation Center
- Valle Bajo Community Center

3 Shade Canopies

- Irwin J. Lambka Metal Shade Canopy
- Nations Tobins Metal Shade Canopy
- Yucca Metal shade Canopy

1 Library Improvement

- Memorial Park Library Branch Expansion

1 Zoo Improvement

- Kalahari Improvements

1 - 50 Meter Pool

- The Beast Urban Park



FY21 Key Deliverables Update – Goal 4

25 by 25 Strategic Objectives

Deliver Bond Projects impacting quality of life across the city in a timely, efficient manner:

Parks and Recreation and Library Projects in Progress

- **Library Renovations**
 - ✓ Clardy Fox
 - ✓ Esperanza Moreno
 - ✓ Jose Cisneros
 - ✓ Armijo
 - ✓ Westside
 - ✓ Dorris Van Doren



- **Recreation Center Improvements**
 - ✓ Seville Recreation Center
 - ✓ Nolan Richardson Recreation Center
 - ✓ Pavo Real Recreation Center
 - ✓ Pat O'Rourke Recreation Center
 - ✓ Grandview Recreation Center
 - ✓ Veterans Recreation Center

FY21 Key Deliverables Update – Goal 4

25 by 25 Strategic Objectives

Deliver Bond Projects impacting quality of life across the city in a timely, efficient manner:

Projects in Progress

Park Improvements

- ✓ Haddox Family Park
- ✓ Madeline Park
- ✓ Mountain View Park
- ✓ North Skies Park
- ✓ Palm Grove Park
- ✓ Pueblo Viejo Park
- ✓ Todd Ware Park
- ✓ Travis White Park
- ✓ Clark & Cleveland
- ✓ Joey Barazza & Vino Memorial

- ✓ Modesto Gomez
- ✓ Veterans
- ✓ Wainwright
- ✓ NE Basin
- ✓ Dick Shinaut
- ✓ Salvador Rivas
- ✓ Liz Morayma
- ✓ Riverside
- ✓ EL Williams
- ✓ Nations Tobins, Capistrano, Westside (field lighting)

Aquatics Facility Improvements

- ✓ Viscount Training & Instructional Pool
- ✓ Leo Cancellare Pool
- Paved Trails and Trailheads

FY21 Key Deliverables Update – Goal 4

25 by 25 Strategic Objectives

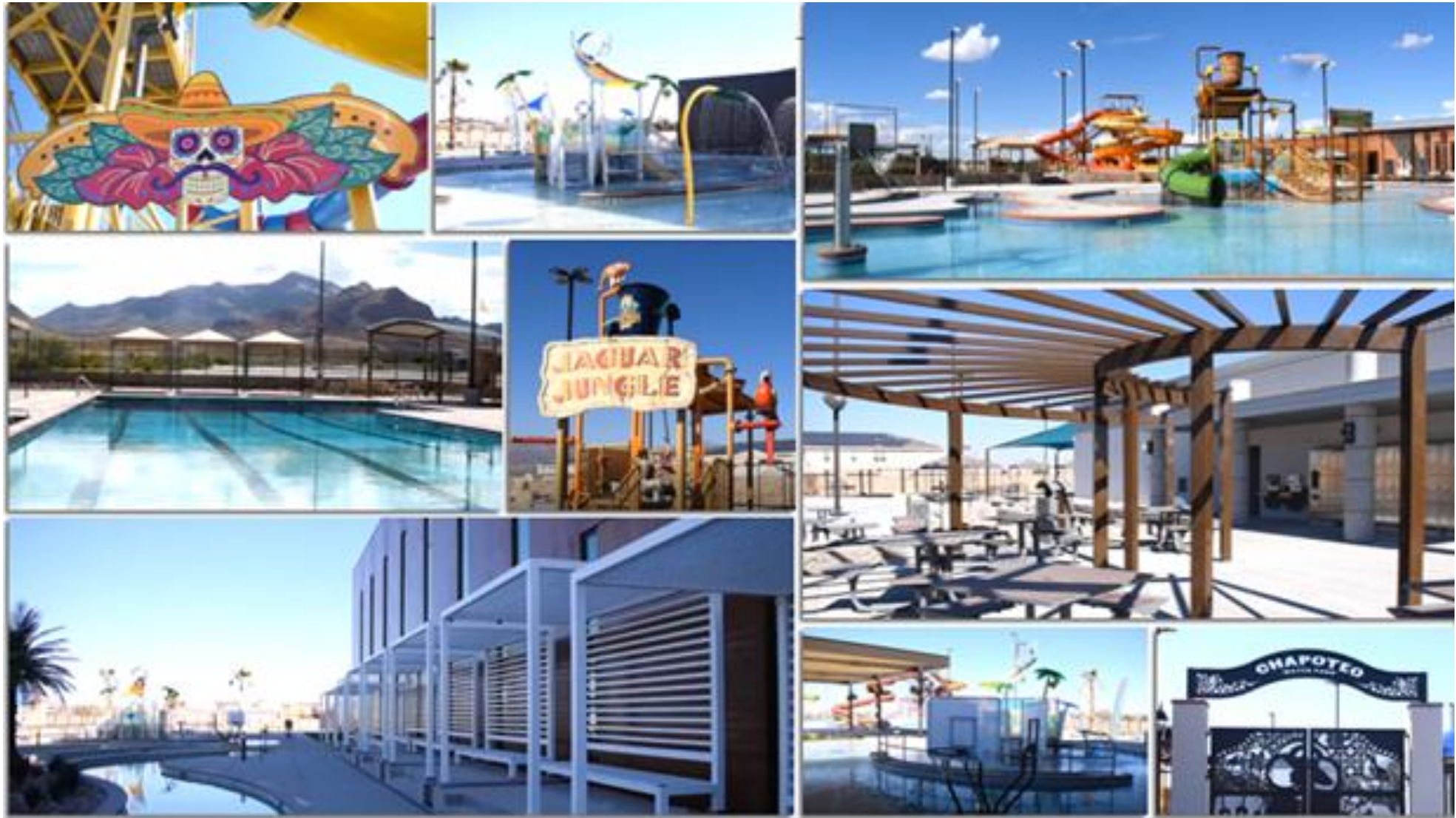
Deliver Bond Projects impacting quality of life across the city in a timely, efficient manner:

Museums and Cultural Affairs Projects in Progress

- Children's Museum Construction
- Mexican American Cultural Center







Dorris Van Doren, Esperanza Moreno, Jose Cisneros Library Improvements

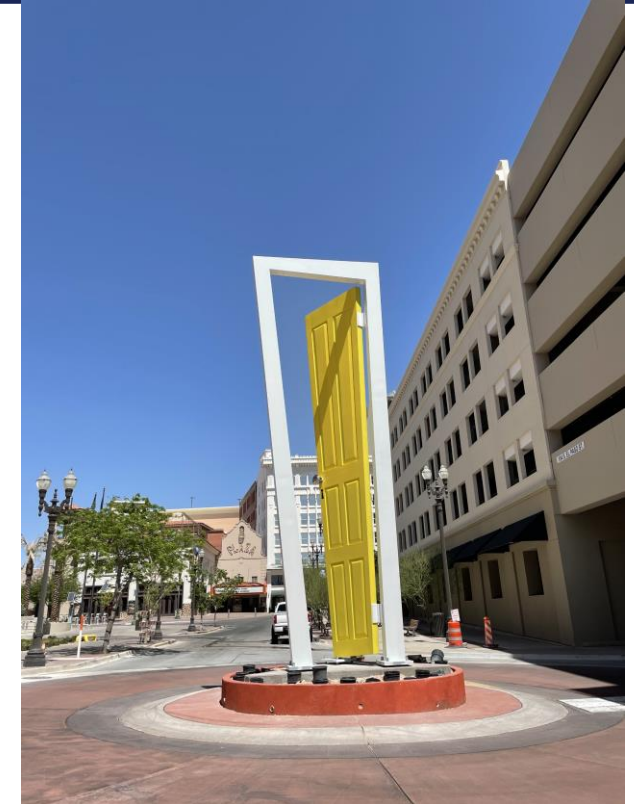
Anticipated to begin construction early 2021



Strategy: *Plan, Design and Implement Public Art Projects*

FY21 Public Art Project in Progress:

- *Bienvenido*, El Paso St. & San Antonio Ave. Roundabout, District 8
- *Blurred Boundaries**, Chamizal Recreation Center/Library, District. 8
- *Weatherscape*, El Paso Children's Museum, District 8
- *Desert Agave**, Clardy Fox Library Renovations, District 3
- *Unity**, Country Club Rd. Roundabout, District 8
- *Luminous Bound*, Far East Transfer Center, District 5
- *Acies*, Montana Rapid Transit System, District 2,3,5,8
- *Spirit Run*, Railroad Reconstruction, District



Bienvenido, District 8

*Local Artist

Strategy: *Create innovative recreational, educational and cultural programs*

El Paso Public Library

- Activate new facilities (Chamizal and Valle Bajo)
- Continue renovation of existing libraries
- Continue to phase-in Library services
- Deliver online services and virtual programming
- Reimagine Bookmobile Service



Enrique Moreno Branch at Valle Bajo

Strategy: Create innovative recreational, educational and cultural programs

Museums & Cultural Affairs Department

- Awarded temporary relief funding to 100 local artists and 11 non-profit arts organizations
- Digital version of Chalk the Block in Collaboration with the El Paso Community Foundation
- Completion of 6 public art projects

Strategy: *Create innovative recreational, educational and cultural programs*

Parks & Recreation

- Activate new facilities
- Building up programs and patron base after COVID-19 closures
- Implement new recreation software with comparable private-sector features
- Begin process for Memorial Park Master Planning



FY21 Key Deliverables Update

Strategy: *Sustaining and enhancing park operations and offerings*

**El Paso Zoo and Botanical Gardens
Projects completed;**

Cat Adoption Center on Zoo Grounds

(Center complete, waiting on covid and EPAS to activate)

- Collaborative project with El Paso Animal Services
- First pet adoption center on any Zoo grounds in the country



Strategy: *Deliver bond projects impacting quality of life across the city in a timely and efficient manner*

El Paso Zoo & Botanical Gardens

Projects out to bid:

- Penguin Exhibit
- Sea Lion Repair and Upgrade
- South American Pavilion Renovation
- South American Restrooms
- Animal Holding II



Strategy: *Deliver bond projects impacting quality of life across the city in a timely and efficient manner*

El Paso Zoo & Botanical Gardens

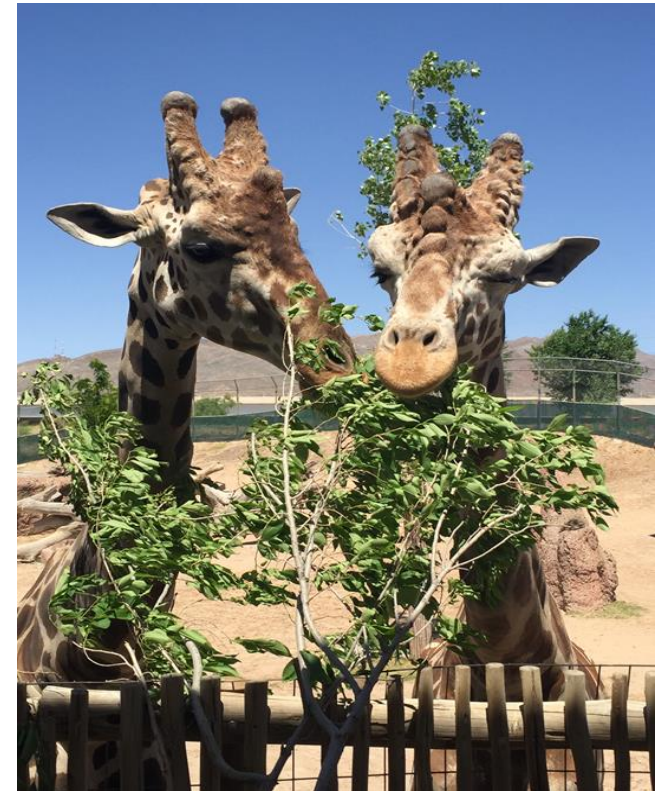


Projects in Design:

- Africa Bird Holding
- Education Discovery Center
- Amur Leopard Renovations

Projects in Pre-Design:

- Galapagos Exhibit Renovation
- Komodo Dragon Exhibit
- Ocelot Improvements – Support Elements
- Alligator Exhibit Renovation



Key Opportunities/Challenges

- Continuing to phase in services/facilities safely, in line with budgets while also evaluating programs on hiatus to determine quality, customer response and resource allocation
 - Youth focused programming-**Human Centered Design**
 - Conducted over 20 hrs. of interviews with teens, parents, families and program administrators/instructors
 - Collected over 700+ original research/data points
 - Developed two prototypes, co-designed with community participants
- The Zoo and Museums moving to new modified hours to increase efficiency of operations, allow for better cleaning and alleviate some overtime.
- Continue to leverage technological resources to deliver services more efficiently and effectively
- There is currently significant escalation in construction costs presenting potential budget challenges for capital projects going into construction

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