



# 30 by 30 Status Update



Department	30 by 30 Key Strategic Objectives	Status	Update	Key Accomplishment
Aviation	<ul style="list-style-type: none"><li>1. Activate targeted (re)development<ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway<ul style="list-style-type: none"><li>- Five points</li><li>- Airport Development</li></ul></li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul></li><li>- Disposition of City Owned Properties</li></ul>	Complete	Marshalls Distribution Center	Marshalls Distribution Center celebrated its Grand Opening in November. It is the largest distribution center in the west, covering 201 acres of land and boasting 2 million sq. ft. under its roof. The center has created 950 jobs, generating an annual rent of \$48.37 million over a 50-year period. It operates on a 40-year term with a 10-year option to extend. In addition to bringing investment and jobs, this development activates support for business and logistics companies in nearby areas.
Aviation	<ul style="list-style-type: none"><li>1. Activate targeted (re)development<ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway<ul style="list-style-type: none"><li>- Five points</li><li>- Airport Development</li></ul></li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul></li><li>- Disposition of City Owned Properties</li></ul>	Complete	ELP Innovation Factory	The ELP Innovation Factory has been completed and fully leased. It is now home to six small businesses in aerospace, defense, and advanced manufacturing. The first three years of rent for these businesses are covered through a grant, ensuring their initial success.
Aviation	<ul style="list-style-type: none"><li>1. Activate targeted (re)development<ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway<ul style="list-style-type: none"><li>- Five points</li><li>- Airport Development</li></ul></li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul></li><li>- Disposition of City Owned Properties</li></ul>	Complete	Green Point Development	ELP has entered into an agreement with Green Point Property Company to lease over half a million square feet of land, potentially generating \$100 million in revenue for the airport over the lease term. The land is slated for industrial development.
Aviation	<ul style="list-style-type: none"><li>1. Activate targeted (re)development<ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway<ul style="list-style-type: none"><li>- Five points</li><li>- Airport Development</li></ul></li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul></li><li>- Disposition of City Owned Properties</li></ul>	Complete	Hiller Measurements	Hiller, an Austin-based company specializing in advanced manufacturing and defense subcontracting, verifies weapon systems' performance through test systems. With a new lease at El Paso's Innovation Factory, they aim to grow operations, leveraging the city's aerospace, defense, and advanced manufacturing capabilities. As a key player supported by UTEP, Hiller's expansion aligns with El Paso's strategic goal to become a hub for these industries, enhancing investability, attracting major clients, and bolstering the region's manufacturing support infrastructure for aerospace and defense.
International Bridges	<ul style="list-style-type: none"><li>1. Activate targeted (re)development<ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway<ul style="list-style-type: none"><li>- Five points</li><li>- Airport Development</li></ul></li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul></li><li>- Disposition of City Owned Properties</li></ul>	Complete	Parking Strategies	Added bilingual language (English and Spanish) to all Parking Meters
Economic Development	<ul style="list-style-type: none"><li>4. Launch new business-friendly practices and services improving speed-to-market and supporting entrepreneurship/microenterprises</li></ul>	Complete	Small Business Development	The Economic Development Department established a Small Business Assistance Division in 2021 in response to the pandemic and its disproportionate impact on small and minority-owned businesses. Within 9 months of the national emergency declaration, the Department successfully deployed \$21.75 million in small business assistance through 17 agreements with 11 nonprofit partners, resulting in: Cash grants to 1,566 small businesses; 1,379 jobs retained; 130 new websites created at no cost to the business; 1,040 businesses trained in financial literacy, safety precautions, and other sustainability practices; 1,276 businesses visited one-one by the Education Task Force, in which the Department participated. Recognizing the importance of access to capital for resilience and future growth, the Department worked with City Council to establish the Dream Makers Fund, a revolving loan fund administered by LiftFund.
Planning and Inspections	<ul style="list-style-type: none"><li>4. Launch new business-friendly practices and services improving speed-to-market and supporting entrepreneurship/microenterprises</li></ul>	Complete	2021 Construction Code Adoption	Successfully adopted and implemented the 2021 ICC Construction Codes
Planning and Inspections	<ul style="list-style-type: none"><li>4. Launch new business-friendly practices and services improving speed-to-market and supporting entrepreneurship/microenterprises</li></ul>	Complete	Improved ISO Building Code Effectiveness Grading	Due to the adoption of the 2021 Construction Codes, the Planning and Inspections Department improved the department's ISO classification rating to a 3. This rating is one of several elements used to develop insurance rates for individual properties throughout the city and can result in lowered property insurance rates
City Manager	<ul style="list-style-type: none"><li>7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings</li></ul>	Complete		Created branded campaigns for the Public Safety Bond, the Community Progress Bond, Redistricting, COVID, PowerFlu, Streetcar, Strategic Planning, and countless other services and programs under the new primary identity guide.
City Manager	<ul style="list-style-type: none"><li>7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings</li></ul>	Complete		Created a process to create dynamic QR Codes that provide data collection and branding options.
City Manager	<ul style="list-style-type: none"><li>7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings</li></ul>	Complete		Created a Design System that encourages standardized branding practices across all City departments, safeguarding the integrity of the City's brand vs. City Seal in all forms of communication.
City Manager	<ul style="list-style-type: none"><li>7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings</li></ul>	Complete		Redesigned the City's intranet to include the creation of the City's template page. Created templates for: PowerPoint Presentations to make them stand out and also address ADA accessible. Business Card template, City Letterheads, Teams Backdrops.
City Manager	<ul style="list-style-type: none"><li>7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings</li></ul>	Complete		Established and formalized a primary City logo based on the City's unique identity conveyed by its mountains, logo, and culture. Created an Identity Guide that expands on the use of the logo, colors, typography, and department logos. Refreshed various City Departments' logos within the brand identity guide processes and under the primary brand umbrella to include the Health Department, Fire Department, Parks and Recreation Department, the Mexican American Cultural Center, the Economic Development Department, and other Internal Service Departments. Created a new WinterFest logo and 150th logo.
Museum and Cultural Affairs	<ul style="list-style-type: none"><li>8. Complete Quality of Life Bond Projects and develop signature programming<ul style="list-style-type: none"><li>- Mexican American Cultural Center</li><li>- Children's Museum</li><li>- Multipurpose Cultural and Performing Arts Center</li></ul></li></ul>	Complete	Fund development of signature programming	State officially re-designated the Downtown Arts District, allowing arts entities within the boundaries to access state funds for programs, marketing and capital expenses annually. Currently District sees over 2M visitors annually



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Zoo	8. Complete Quality of Life Bond Projects and develop signature programming - Mexican American Cultural Center - Children's Museum - Multipurpose Cultural and Performing Arts Center	Complete	Completed Penguin Oasis, opened the exhibit to the public in December	Opened the penguin oasis in December 2023. Creating custom programming and special guest encounters.
Zoo	8. Complete Quality of Life Bond Projects and develop signature programming - Mexican American Cultural Center - Children's Museum - Multipurpose Cultural and Performing Arts Center	Complete	GOH Rhino to be on exhibit February 2024	Added one new major species to the collection
Parks and Recreation	9. Align and implement key investment strategies sustaining and enhancing park system operations and outdoor offerings	Complete	8 new facilities enhancing recreational offerings	4 regional waterparks and 4 new community centers
City Manager	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	Complete		Elevated learning culture by supporting over 500 employees with the Tuition Assistance program. Seamlessly integrated EP Learners with Microsoft Teams and SharePoint with over 210 unique City of El Paso courses available to choose from. Expanded leadership training of supervisors through cross-departmental collaboration. Amassed over 36,000 LEARNING hours, fostering a more connected and skilled workforce including courses in both Spanish and English.
City Manager	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	Complete	The innovation program has undergone a significant redesign with a strategic emphasis on fostering organizational innovation. Targeted towards frontline and operational staff, the revamped learning program aims to cultivate a culture of continuous improvement by providing employees with knowledge, safe spaces, and opportunities to innovate. The curriculum integrates problem-solving techniques from both Lean Six Sigma and Human Centered Design methodologies, ensuring a comprehensive approach. The learning program encourages collaborative problem-solving, creativity, and user-centric thinking, empowering participants to drive positive change within the organization. This holistic redesign aligns with the goal of creating a dynamic and innovative work environment, ultimately enhancing overall organizational performance.	A noteworthy achievement for the Transformation Office's Innovation Team involves successful partnerships with renowned organizations, such as Stanford University's d.school, Centre for Public Impact, University of Texas at El Paso, and Bloomberg Philanthropies, in the redesign of the innovation learning program. This collaborative effort has yielded remarkable results, including a remarkable 214% year-over-year increase in cost avoidance and savings, a substantial 219% rise in added capacity hours, and an impressive 32% boost in employee engagement within the first year of launching the redesigned program. Cumulatively, the innovation program has delivered outstanding outcomes, with savings totaling \$15,262,723, cost avoidance reaching \$14,025,133, capacity hours added amounting to 323,098, and the engagement of over 850 employees across all program years. This accomplishment underscores the transformative impact of the Innovation Team's strategic collaborations and program enhancements on organizational performance and innovation culture.
Municipal Court	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	Complete	Internal focused script training / scorecard for call center operators that are monitored and scored by supervisors to ensure accurate and consistent information is relayed	Video recordings of training have been created for On-boarding ; as well as refresher trainings. Scorecard for call center operators was developed- calls are monitored randomly to ensure consistent and correct information is relayed to callers. <b>IT is developing the AI component of the Genesis call center system for a more automated screening.</b>
Police	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	Complete	Under TCOLE rules and regulations, the El Paso Police Academy continues to meet compliance with both pre-service and in-service processes. Pre-service continues to develop and certify licensed Texas law enforcement peace officers into the EPPD. In addition, In-service continues to provide continued mandated and integrated training for continued growth and development.	El Paso Police Academy Pre-Service and In-Service held a combined total of 2,145 classes for a total of 189,032 hours and 22 on-line training bulletins. Pre-service: 437 classes for a total of 99,027 hours, In-service: 1652 classes for a total of 88,725 hours, 56 lateral classes for a total of 1280 hours.
Capital Improvement	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	Complete	11. Become a model for activating interagency and multisector partnerships	Legislative: CPF, Land POE Bill, NLC
Municipal Court	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	Complete	Socorro ISD Police Dept agreement	SISD PD parking enforcement; citations are provided by the Court; collection of fines are retained by general fund; hearings are scheduled at the Municipal Court
City Clerk	12. Optimize resources by evaluating and aligning service delivery mechanisms - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	Complete	Enhanced Public Comment Registration Process	Smartform integration through Smartsheet has increased accessibility and ease of public comment registration for constituents wishing to speak at a City Council Meeting. Self-service and automation has increased civic engagement at meetings.
City Clerk	12. Optimize resources by evaluating and aligning service delivery mechanisms - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	Complete	Enhanced Campaign Finance Reporting	Launched TEC supported E-File delivery system for Campaign Finance Reports, improving ease of use for end-users.
City Clerk	12. Optimize resources by evaluating and aligning service delivery mechanisms - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	Complete	Standardized Board Appointment Procedure	Board appointment procedure was standardized and implemented to increase ease of access to services through automated forms, improved technology and training guides.
City Clerk	12. Optimize resources by evaluating and aligning service delivery mechanisms - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	Complete	Reimagined Petition Verification Process	Enhanced petition verification process through partnership with DoTS in development of the Petition Verification Application (PVA)
Municipal Court	12. Optimize resources by evaluating and aligning service delivery mechanisms - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	Complete	On-line AliveChat	Real time chatting with court representatives - <b>Mon - Friday and Saturdays/Sundays 8 am - 9 pm</b>
Capital Improvement	14. Identify potential new revenue streams	Complete	14. Identify potential new revenue streams	Grants
Planning and Inspections	14. Identify potential new revenue streams	Complete	Increased enforcement of city alcohol license	P & I's Property Maintenance and Zoning Division increased enforcement on local businesses that were not in compliance with local licensing requirements resulting in over \$150K of generated revenue



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Capital Improvement	15. Establish Bond Election	Complete	15. Establish bond election	On November 8, 2022 voters approved \$272.48 M General Obligation Bonds for three propositions for street infrastructure, park improvements and climate change.
Information Technology	16. Define and begin implementation of a Smart Community Roadmap through the strategic integration of technology and data-driven action into city operations <ul style="list-style-type: none"><li>- Document, publicize and maximize existing smart technology already deployed</li><li>- Implement an open-data initiative</li><li>- Expand digital inclusion efforts</li></ul> - Create a real-world laboratory environment to explore scalable smart technology pilot applications <ul style="list-style-type: none"><li>- Establish partnerships to facilitate smart neighborhood development and deployment</li></ul>	Complete	Open Data Hub established, available via city website.	The City of El Paso's Open Data Hub is a centralized repository where City of El Paso's geographical data can be accessed, analyzed, and shared by users. This repository includes information about the city's infrastructure, population, environmental features, and more.
Capital Improvement	18. Implement improvements and activate programming that supports and promotes multimodal transportation	Complete	18. Promote multimodal transportation	Adopted Vision Zero Safety Action Plan. Adopted Complete Streets Policy. Adopted Updated Street Design Manual. \$300k Grant from FTA for First/Last Mile Mobility Plan.
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	Complete	The health department implemented a standard reporting process to ensure consistency across all notifiable conditions. We continue to foster a collaboration and information sharing among reporting entities. Furthermore, by implementing this process we are able to establish a standardized approach to reporting epidemiological conditions, enabling better monitoring, analysis, and response to public health threats.	Standardization of reporting and process with current partners
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	Complete	Held our strategic planning session in summer 2023 and identified over 30 external community partners. We are diligently collaborating with our partners to move forward with the mission, vision and goals for our department	Establishing new partnerships with traditional and non-traditional public health stakeholders
Aviation	26. Grow existing and attract new target industries, including advanced manufacturing and international development; creating an innovation-driven culture of technology that fosters economic prosperity and creates high paying career pathways	Complete	Innovation Factory Tenant Occupancy	Tenants of the Innovation Factory are a part of the new target industry involved in advanced manufacturing, defense, aerospace and technology, they include: Trusted AM, Drive AM, Infinite Elements, Valtrek Group, AconityUS Inc., GSM Design Technologies, and Hiller Measurements.
Aviation	1. Activate targeted (re)development <ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway</li><li>- Five points</li><li>- Airport Development</li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul> - Disposition of City Owned Properties	In Progress	ELP Advanced Manufacturing Campus	The ELP Advanced Manufacturing Campus is a 250-acre development situated across the street from the ELP Innovation Factory. The initial three buildings will be constructed with \$25 million in grant funding from the Build Back Better Regional Challenge. Our community was selected as one of 21 communities to receive this grant, aiming to attract larger aerospace, defense, and advanced manufacturing companies to the city.
Capital Improvement	1. Activate targeted (re)development <ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway</li><li>- Five points</li><li>- Airport Development</li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul> - Disposition of City Owned Properties	In Progress	1. Activated target re development	Sold Texas Tech Working on MCA Clinic with upgrades to Railroad facility and new clinic near Alameda Avenue Angora Loop/Sean Haggerty 90% design anticipate construction end of Fall 2024 High priority corridors - Adopted Alameda Corridor Study Adopted Downtown+Uptown and Surrounding Neighborhoods Plan
Economic Development	1. Activate targeted (re)development <ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway</li><li>- Five points</li><li>- Airport Development</li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul> - Disposition of City Owned Properties	In Progress	Redevelopment	Since FY2021, City Council has approved 2 new performance-based incentive agreements for the redevelopment of the Kress Building and 1 Texas Tower, both of which are listed on the National Register of Historic Places. The Department currently manages performance-based incentives associated with 5 additional historic renovations. The renovations, include the: Plaza Hotel, Paso del Norte Hotel, Bassett Tower (Aloft), Martin Building (Martin Lofts) and Stanton House (Boutique Hotel). Together these 7 historic renovations represent a \$224M in investment in Downtown, including the addition of 5 new hotels and more than 720 guest rooms.
Economic Development	1. Activate targeted (re)development <ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway</li><li>- Five points</li><li>- Airport Development</li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul> - Disposition of City Owned Properties	In Progress	Redevelopment	City Council has prioritized investing in Downtown hotels as an economic development strategy to increase visitor spending and secure new hotel occupancy tax revenue. The Department currently manages 8 agreements facilitating the development of Downtown hotels; of these, 6 are open and operating. Most recently, in FY23, the Department facilitated City Council approval of a performance-based incentive agreement for the redevelopment of 1 Texas Tower into a Canopy by Hilton. With the addition of 1 Texas Tower, City investment in Downtown hotels has secured the necessary minimum 1,200 rooms to more successfully attract large conventions.
International Bridges	1. Activate targeted (re)development <ul style="list-style-type: none"><li>- Medical Center of the Americas/Alameda</li><li>- Reimagine Cohen/Angora Loop/Northeast Parkway</li><li>- Five points</li><li>- Airport Development</li><li>- High Priority Corridor Development Plans</li><li>- Infill Growth Strategies</li><li>- Parking Strategies</li></ul> - Disposition of City Owned Properties	In Progress	Parking Strategies	Continue collaborating with the Parking Steering Committee to enhance on-street parking services and the implementation of parking strategies
Destination El Paso	2. Expand Downtown revitalization/redevelopment to include: <ul style="list-style-type: none"><li>- Streetcar corridor vibrancy (2.0)</li><li>- Convention center renovation</li><li>- Parking management plans</li><li>- Updown</li></ul>	In Progress	Continued renovations and upgrades to the Convention Center	Digital Board Upgrades. Hall A Ballroom retrofit. Restroom Modernization. Roof Foam Coating. Downtown Visit Center. Fire/Life Safety Upgrades. IT Infrastructure Upgrade. Exterior Painting. LED lighting retrofit. Ballroom Chairs/Tables. AV Systems Upgrade. Creating a more attractive option for events (meetings/conventions/sporting events) to be hosted in the CC.



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Capital Improvement	3. Enhance cross-border mobility experience for bridge users (2.0): <ul style="list-style-type: none"><li>- Capital Improvement Plan implementation</li><li>- Revamp toll operations schedules and lane management</li></ul>	In Progress	3. Enhance cross-border mobility experience for bridge users	\$12M awarded through RAISE Grant for pedestrian improvements on Yselta Port of Entry
International Bridges	3. Enhance cross-border mobility experience for bridge users (2.0): <ul style="list-style-type: none"><li>- Capital Improvement Plan implementation</li><li>- Revamp toll operations schedules and lane management</li></ul>	In Progress	Capital Improvement Plan Implementation	An updated version of the Bridges Capital Improvement Program (for the next five years) will be presented to City Council for approval and adoption shortly. \$12M RAISE Grant awarded for pedestrian improvements at the Ysleta POE which will be incorporated into the updated Capital Improvement Program
International Bridges	3. Enhance cross-border mobility experience for bridge users (2.0): <ul style="list-style-type: none"><li>- Capital Improvement Plan implementation</li><li>- Revamp toll operations schedules and lane management</li></ul>	In Progress	Revamp toll operations' schedules and lane management	Additional positions were added to handle increased cross-border traffic volumes and to ensure better coverage during peak hours in addition to covering sick and vacation leaves
Economic Development	4. Launch new business-friendly practices and services improving speed-to-market and supporting entrepreneurship/microenterprises	In Progress	Small Business Development	Current efforts include the deployment of \$14 million in American Rescue Plan Act (ARPA) funding allocated by City Council for small business assistance. These efforts shift the Department's focus to growing existing and establishing new small businesses. To date, 10 agreements have been executed, representing nearly \$8.0M in assistance, including an interest buy-down program and the continued growth of "Buy El Paso," a free marketing platform. The remaining \$6.0 million will be allocated by the end of 2024, including \$3 million of which is dedicated to supporting small manufacturers negatively impacted by COVID.
Capital Improvement	6. Expand investment in public safety operations <ul style="list-style-type: none"><li>- Staffing needs</li><li>- Program annual Police and Fire vehicle replacement</li><li>- Development and completion of new public safety facilities</li><li>- Programs supporting safe and sustainable communities</li></ul>	In Progress	6. Expand investment in public safety operations	Completion of NE PD command center HVAC replacement, Fire Station 5 gym floor replacement, Fire station 19 & 21 Renovations, FS 36 (new station) Began procurement of FS 38, PD training academy, FD Headquarters and 4 FS renovations PD Eastside Regional Command Center began construction early 2022 and will be complete by spring 2024.
Fire	6. Expand investment in public safety operations <ul style="list-style-type: none"><li>- Staffing needs</li><li>- Program annual Police and Fire vehicle replacement</li><li>- Development and completion of new public safety facilities</li><li>- Programs supporting safe and sustainable communities</li></ul>	In Progress	Replacement of 21 Fire Apparatus and Ambulances.	Replacement of 54% of the front line fire apparatus and ambulances that exceed the service life.
Capital Improvement	8. Complete Quality of Life Bond Projects and develop signature programming <ul style="list-style-type: none"><li>- Mexican American Cultural Center</li><li>- Children's Museum</li><li>- Multipurpose Cultural and Performing Arts Center</li></ul>	In Progress	8. Complete Quality of Life Bond	MACC substantially complete this February. Children's Museum substantially complete this Summer
Library	8. Complete Quality of Life Bond Projects and develop signature programming <ul style="list-style-type: none"><li>- Mexican American Cultural Center</li><li>- Children's Museum</li><li>- Multipurpose Cultural and Performing Arts Center</li></ul>	In Progress	Quality of Life Bond Projects	Dorris Van Doren Library opened to the public on January 24, 2024. Main Library opening in early to mid 2024.
Museum and Cultural Affairs	8. Complete Quality of Life Bond Projects and develop signature programming <ul style="list-style-type: none"><li>- Mexican American Cultural Center</li><li>- Children's Museum</li><li>- Multipurpose Cultural and Performing Arts Center</li></ul>	In Progress	Complete Quality of Life Bond Projects	Both MACC and La Nube Children's Museum are working towards early summer openings and currently staffing for key positions
Zoo	8. Complete Quality of Life Bond Projects and develop signature programming <ul style="list-style-type: none"><li>- Mexican American Cultural Center</li><li>- Children's Museum</li><li>- Multipurpose Cultural and Performing Arts Center</li></ul>	In Progress	Design drawing for Komodo Dragon exhibit, due in January	Construction will begin in 2024 and complete early 2025
Parks and Recreation	9. Align and implement key investment strategies sustaining and enhancing park system operations and outdoor offerings	In Progress	Facilities Assessment and Parkland Assessment	Assessments undertaken on state of system and where vulnerabilities lie--particularly for older sites and facilities. Council received briefing in December as prelude to Strategic Planning
Parks and Recreation	9. Align and implement key investment strategies sustaining and enhancing park system operations and outdoor offerings	In Progress	Improvements to 9 existing facilities	Memorial Senior Ctr, Eastside Senior Ctr, Pavo Real, Pat O'Rourke, Wayne Thornton, Nolan Richardson, Leo Cancellare Pool, T&I pool & Multipurpose Center, Veterans Rec Center
City Clerk	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress	Standardize Boards and Commissions Process	Implemented software for online posting of agendas and minutes for all boards and commissions. Active LSS project is currently targeting standardizing boards and commissions agenda and minutes development procedures and practices by integrating into Legistar
Fire	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress	Articulation agreements with universities and colleges	Articulation Agreement with Columbia Southern University
Fire	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress	Completion of new and remodeling fire station projects	Opening of Fire Station 36. Remodeling completion of Fire Station 19 and Fire Station 21.
Human Resources	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress	LEAD Training Academy established and in progress.	Measures have been taken to implement an online Performance Evaluation system, as well as to improvements to the recruitment and new employee onboarding timelines.
Library	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress	Workforce Redevelopment	Implementation of Library's EPPL-U in September '23 with initial in-house library targeted training followed by an online training program offered to all staff through Niche Academy focused on serving at-risk populations.
Library	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress	Workforce development	Libraries are continuing to offer their Career Online High School program, which has graduated over 125 adult students, opening doors to better pay and higher education.
Police	10. Expand workforce development and organizational focus on continuous improvement through targeted training, activating partnerships, and growing best practices	In Progress		Starting the beginning of the year, the EPPD background/hiring unit attended approximately 85 events to include job fairs, school presentations etc. In addition, EPPD made substantial changes to the application process. NEOGOV is being used to communicate information with the applicant. Applicants can self schedule on line and choose the testing date suitable for their schedule. Tests are being conducted on Saturday. EPPD received a total of 2645 applications and 279 lateral applications. In addition, our PIOs have posted 60 social media posts/stories reaching 735,690 accounts via social media.
Library	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	In Progress	Interagency and Multisector Partnerships	Working with UTEP and other core partners to create a re-engagement center for youth out of school who are not working nor seeking higher education. The center is o be housed at Main Library when it opens to the public.



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Municipal Court	12. Optimize resources by evaluating and aligning service delivery mechanisms  - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	In Progress	Westside bond office connected to real time cashier stationed downtown	The video arraignment setup was reconfigured to allow customers to not only appear virtual at their arraignment court hearing, but they can also connect with a downtown cashier. <b>PIO office is working with the Court on creating a how-to video. System became operational Jan 2024</b>
Municipal Court	12. Optimize resources by evaluating and aligning service delivery mechanisms  - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	In Progress	Texting reminders	Texting reminders are sent once a warrant is activated, reminding defendants to contact the court so as to resolve their case ( since July ) - Defendants must opt in to receive a text. This will be expanded to text reminders on expiring payment plans, deadline for defensive driving, and hearing reminders. Targeting Feb/Mar to start other reminders.
Municipal Court	12. Optimize resources by evaluating and aligning service delivery mechanisms  - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	In Progress	Customer service at 1st point of contact	Beginning January 2024, the 3rd party collection agency will be allowed to issue the standard 120 day payment plans - this will allow the customer to make arrangements at first point of contact
Municipal Court	12. Optimize resources by evaluating and aligning service delivery mechanisms  - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	In Progress	Online - seamless documents	Seamless doc was added for waiver of arraignments; and will be added for payment plan applications and driving safety course requests.
Police	12. Optimize resources by evaluating and aligning service delivery mechanisms  - Shared services - Community Preparedness/ - Continuity of Operations - Volunteer Programs	In Progress		Code Enforcement continues to work in coordination with TABC, PD and the Fire Marshal's to reduce the escalation of crime throughout our community to include our entertainment districts. Code Enforcement assisted with 3 bar sweeps in the Pebble Hills, Central, and Westside entertainment districts for a total of 29 bar inspections, attended 16 community outreach events for a total of 53 hours of staff time, issued 863 Notice of Violations, processed 36,927 code enforcement cases. 934 cases were transferred to Clean El Paso for property cleanups.
Office of the Comptroller	13. Create and implement a plan to address long-term liabilities and sustain the City's Bond Rating	In Progress	Hired a consulting actuarial firm to assist us in developing a funding policy to reduce unfunded pension liability	Have a plan in place to properly use the pension stabilization fund and/or adjust pension variables to reduce the unfunded pension liability within a reasonable time
Library	14. Identify potential new revenue streams	In Progress	Additional Revenue Streams	Libraries continue to offer passport services to the public for a fee. Currently exploring expanding the service to other libraries.
Public Health	14. Identify potential new revenue streams	In Progress	Clinical Services Revenue	Collect service revenue for clinical services
Sun Metro	14. Identify potential new revenue streams	In Progress	Transit licenses	Established Transit license process and fees for use of Sun Metro transfer terminals by El Paso County and New Mexico transit providers
Sun Metro	14. Identify potential new revenue streams	In Progress	Parking Revenue	Implemented parking management plan for Sun Metro parking facilities at Glory Rd., Union Plaza Transit Terminal, and the Anthony parking lots
Sun Metro	14. Identify potential new revenue streams	In Progress	Competitive Grants	Awarded first two competitive grants Lo-No Electric Lift Vehicles and Charging and Texas Veteran Commission Veterans Pass Program
Capital Improvement	17. Expand the investment and beautification of street infrastructure - Streets resurfacing - Streets reconstruction plan - Most-Traveled Streets program - Citywide aesthetics program (trees, medians, etc.) - Comprehensive Green Infrastructure Plan - Entryway and wayfinding	In Progress	17. Street Infrastructure	Pebble Hills and Vista Del Sol, 60% design. Honda Pass collaboration with EPWU, will become part of their infrastructure project. Montwood currently under design with El Paso County. Airway and Resler will begin negotiations with consultant's fee proposal.
Capital Improvement	20. Establish Eastside and Mission Valley Growth Plan and begin implementation and complete Comprehensive Master Plan update.	In Progress	20. Establish Eastside Mission Valley growth plan	Started Comprehensive Plan
Environmental Services	20. Establish Eastside and Mission Valley Growth Plan and begin implementation and complete Comprehensive Master Plan update.	In Progress	In process of purchasing land for new Municipal Service Center and Citizen Collection Station for the Far East Side	
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	In Progress	Currently assessing health department needs to identify the most appropriate model to implement forecasting and outbreak analytics with academic partnerships	Utilize academic partnerships in surveillance and response
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	In Progress	Modernization of reporting is being carried out with information exchange that provides high quality database, where DPH will create reports for internal and external reporting.	Modernize existing reporting and educational systems
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	In Progress	Lead binational efforts in disease reporting and information sharing.	Collaborate with binational partners to ensure disease reporting is streamlined in a way that adequate health care will be provided.
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	In Progress	The health department continues to provide preventive care to the underserved members of our community by engaging in mobile unit outreach events that are hosted on a monthly basis.	Improving access to care for underserved members of our community
Public Health	21. Evaluate and integrate key policies, practices and space planning improving community health outcomes and risk reduction	In Progress	Health education sessions are hosted on a monthly basis focusing on providing information that will be easily understood to the vulnerable population. Interactive workshops and patient navigation services are provided during these sessions as a way to ensure community members needs are met	Empowering marginalized and vulnerable segments of our community by education and resources assistance
Animal Services	23. Sustain the Live-Release Rate	In Progress	EPAS improved it's Live Release Rate in 2023, moving closer to the 90% goal.	LRR CY23 - 82.15% (up from 73.36% in CY22); or FY23 84.29% (up from 78.15% in FY23).
Aviation	24. Create and implement the Urban Energy Plan and identify state and federal legislative and funding opportunities	In Progress	Solar-Covered Parking in the Short Term Lot	This project will be funded with \$1.75 million from the US House Appropriations Bill and \$3.5 million from the Capital Improvement Program Funding. It aims to offset terminal electric consumption while providing premium covered parking for passengers.
Aviation	24. Create and implement the Urban Energy Plan and identify state and federal legislative and funding opportunities	In Progress	Terminal Ceiling and Lighting Project	This initiative will replace old fluorescent lighting with energy-efficient LED fixtures throughout the terminal, resulting in a 20% reduction in lighting consumption. The funding of \$5 million will be sourced from the Airport Terminal Projects Grant via the FAA.
Aviation	24. Create and implement the Urban Energy Plan and identify state and federal legislative and funding opportunities	In Progress	ELP Rental Car Center Solar Panels	A \$3 million allocation from the FAA Airport Improvement Plan Discretionary funding will be directed toward installing solar panels at the rental car center. This installation will help offset terminal electric consumption and facilitate an electric vehicle microgrid charging system.



## 30 by 30 Status Update



Department	30 by 30 Key Strategic Objectives	Status	Update	Key Accomplishment
Aviation	24. Create and implement the Urban Energy Plan and identify state and federal legislative and funding opportunities	In Progress	Airport Sustainability Master Plan	This project aims to assist the airport in planning the future of its energy systems and devising a roadmap for improvement areas. The plan will be financed through a \$360,000 grant from the FAA AIP Discretionary funds.
Economic Development	26. Grow existing and attract new target industries, including advanced manufacturing and international development; creating an innovation-driven culture of technology that fosters economic prosperity and creates high paying career pathways	In Progress	Industry Development	Since FY21, the City of El Paso through performance based incentives has secured more than 4,100 new jobs, retained an additional 3,800, and secured more than \$1.14 billion in new capital investment. These are direct impacts only and do not include indirect or spinoff effects. A few spotlight projects include: the Schneider Electric and Eaton Corporation expansions, the new TJMaxx distribution facility, and the Meta hyperscale data center project planned to break ground within the next 5 years.
Economic Development	26. Grow existing and attract new target industries, including advanced manufacturing and international development; creating an innovation-driven culture of technology that fosters economic prosperity and creates high paying career pathways	In Progress	Industry Development	In September 2022, the City and UTEP were awarded a \$40M grant through the nationally competitive Build Back Better Regional Challenge for the growth of an aerospace and defenses, and advanced manufacturing industry cluster. The City and UTEP's coalition was one of 21 coalitions nationwide, out of a pool of more than 500, to receive the award. Today, the City is a finalist under the nationally competitive Recompete Program for an another \$50M grant for workforce development that will build on the \$40M grant already secured. This is not a coincidence but a result of the processes that we've put in place to systematically secure grants in partnership with key stakeholders including, but not limited to, UTEP and Workforce Solutions Borderplex.
Streets and Maintenance	29. Develop a bond package focused on addressing identified community priorities and needs aligned with targeted areas of investment	In Progress	Street Infrastructure	As a result of the Bond projects - there are three active Street Resurfacing Projects presently underway in the City paving residential, collector, and arterial streets.
City Manager	7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings	Ongoing	Re-launched the City Managers Quarterly Newsletter	Re-launched the City Managers Quarterly Newsletter
City Manager	7. Establish a brand that celebrates and promotes El Paso's unique identity and offerings	Ongoing	Developed and created booklets, guides, and presentations for various departments including IT, Economic Development and the City Manager's Office	Developed and created booklets, guides, and presentations for various departments including IT, Economic Development and the City Manager's Office
City Manager	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	Ongoing	Secured \$250,000 in grant funding to support Borderplex Connect Initiative	The City of El Paso worked with El Paso and Dona Ana Counties in providing access to broadband internet, including without limitation internet services, access to devices and digital skills training underserved and economically challenged areas. More than \$250,000 have been secured for planning to date and the Borderplex Connect coalition is working on securing more than \$50M in broadband and fiber infrastructure projects.
City Manager	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	Ongoing	Secured approval for first region 14 flood plan and funding prioritization for \$700M in projects for El Paso	City of El Paso staff hold leadership roles in the Texas Water Development Board regional water and flood planning process involving the funding prioritization of more than \$700M in projects in El Paso. Additional work includes increasing El Paso's representation in the Texas House Water Caucus, receiving approval for the first Region 14 Flood Plan in January 2023, and passing the new Texas Water Fund (Senate Bill 28) in November 2023.
City Manager	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	Ongoing	Secured a \$15M grant from USDOT, with a \$3.75M match commitment from El Paso Electric for the planning and installation of over 70 Level 2 and 3 charging stations throughout El Paso	In partnership with El Paso Electric and UTEP, the City of El Paso developed the El Paso EV Charging Infrastructure Program, which aims to address the unmet demand for electric vehicles (EVs) by establishing an EV charging station network at strategic locations throughout El Paso County. In June of 2023, the City submitted a \$15M grant request to the USDOT Federal Highway Administration Charging and Fueling Infrastructure (CFI) Discretionary Grant program matched by \$3.75M from El Paso Electric to construct Phase I.
City Manager	11. Become a model for activating interagency and multisector partnerships and demonstrate results under the Communities of Excellence framework	Ongoing	Initiated efforts to secure UNESCO World Heritage Site designation for the Mission Trail and its three missions.	In partnership with El Paso County, the Ysleta del Sur Pueblo, the City of Socorro, the City of San Elizario, the El Paso Chamber, and community members and historians in the region, the City of El Paso is leading development efforts to secure a UNESCO World Heritage Site designation for the Mission Trail and its three missions. This strategy involves securing more than \$40M in funding for safety, mobility, and connectivity infrastructure with direct impacts on tourism and working with state and federal agencies and Mexican governments to extend the Camino Real de Tierra Adentro designation into the Mission Trail.