

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?
What are you waiting for?
Open a world of reading today!

 **THE DISTRICT**
YSLETA INDEPENDENT SCHOOL DISTRICT

 El Paso Public
LIBRARIES

 **Sora**
The student reading app

WWW.YISD.NET/SORA

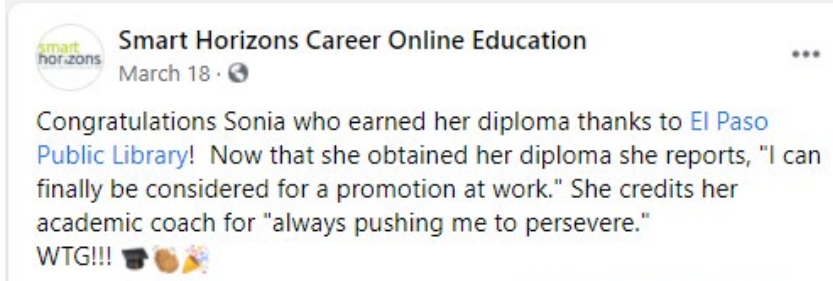
Key Accomplishments -Library

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:

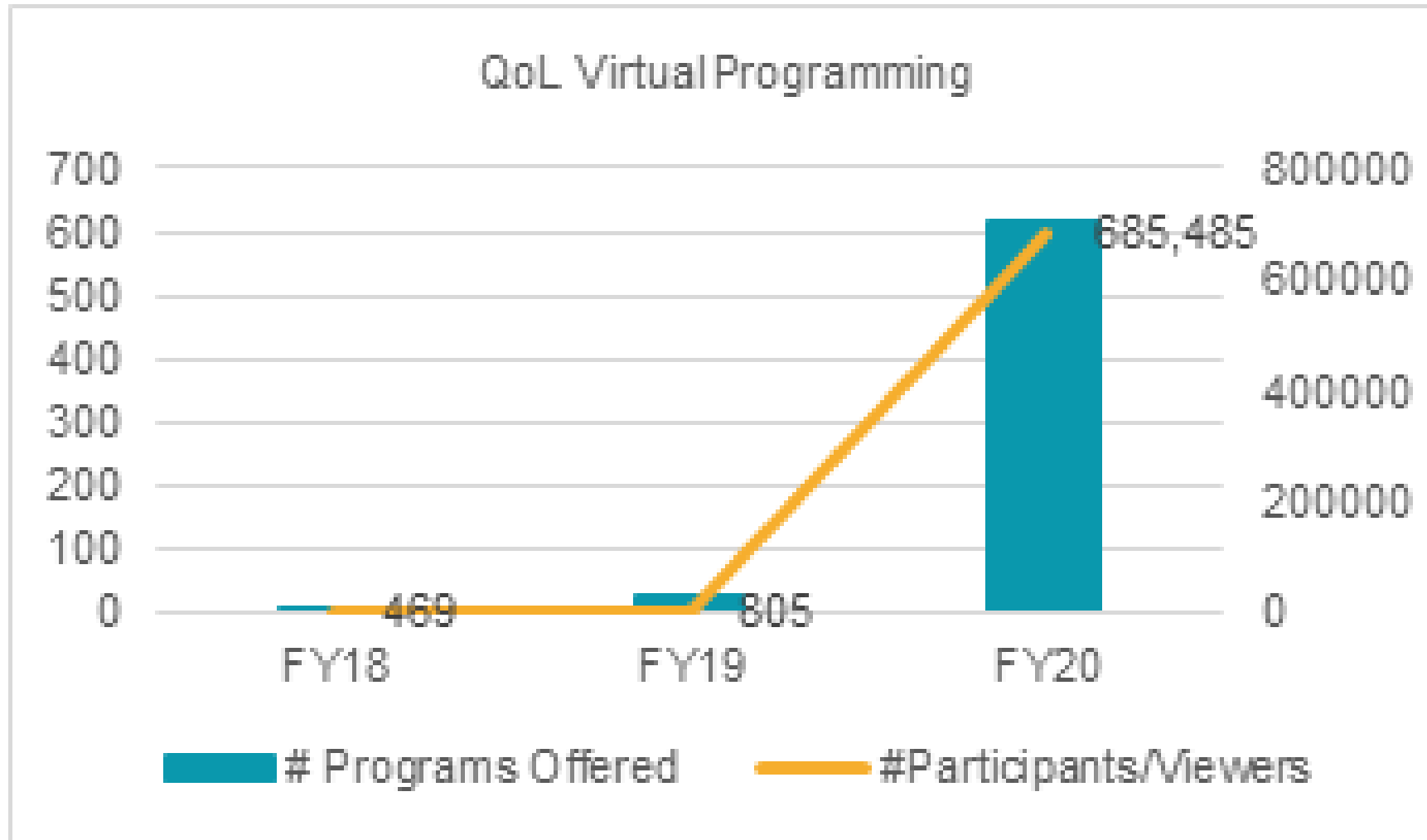
- Children's Museum (construction starts)
- The Beast Regional Park, Phase 1
- Valle Bajo Community Center
- Chamizal Community Center
- Sylvia Carreon Community Center
- Completion of an additional 50-meter competition pool

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 |

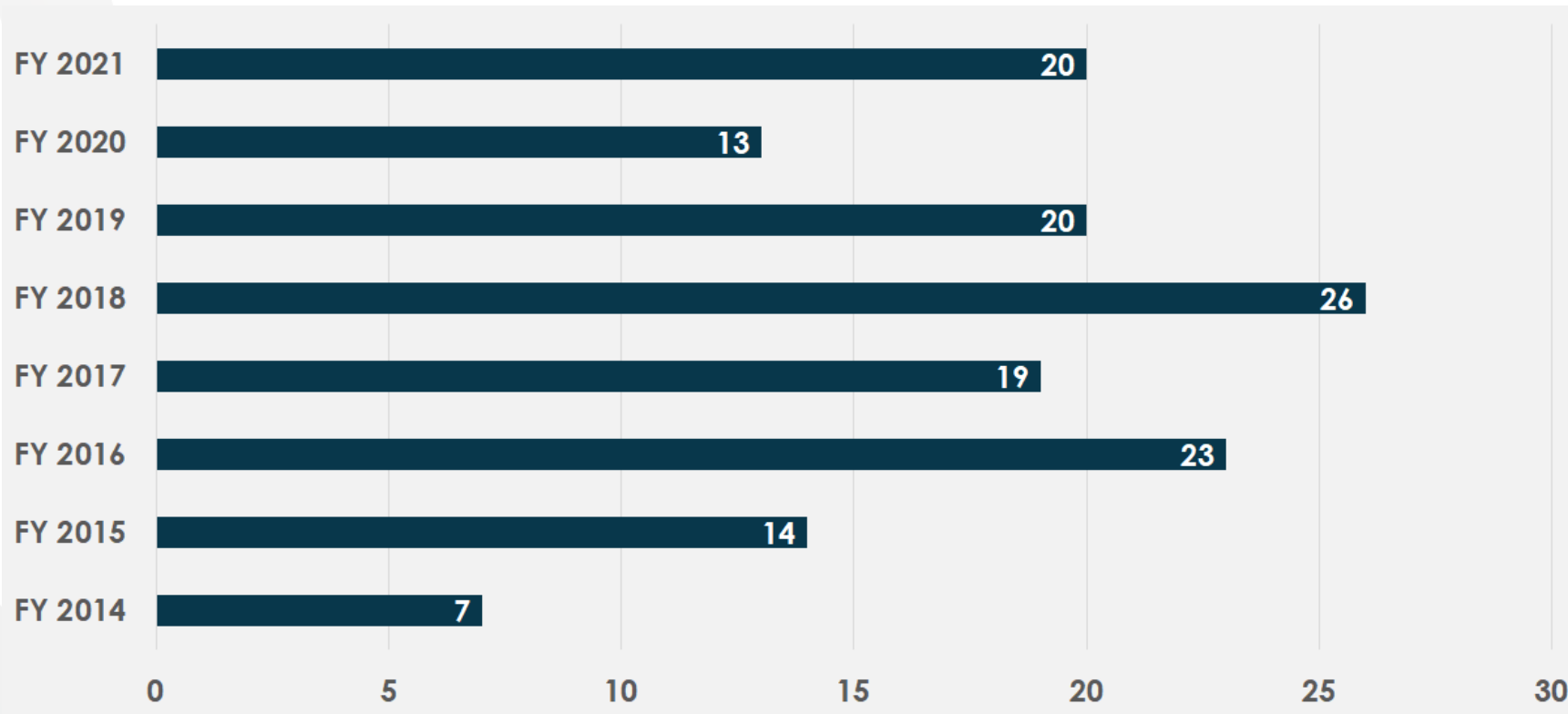
GOAL 4- Key Performance Indicators



| 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

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

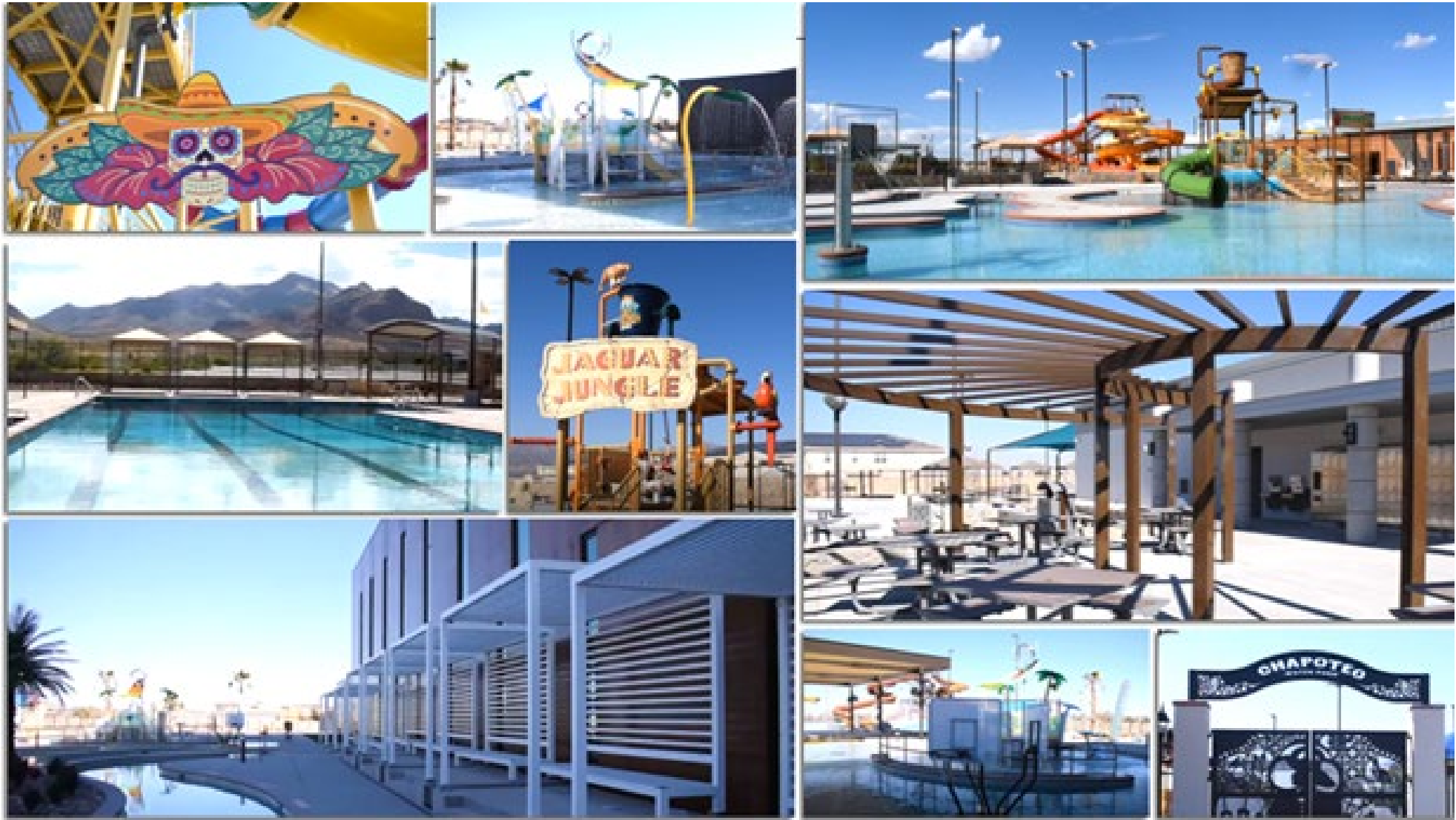
Deliver Bond Projects impacting quality of life across the city in a timely, efficient manner:

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

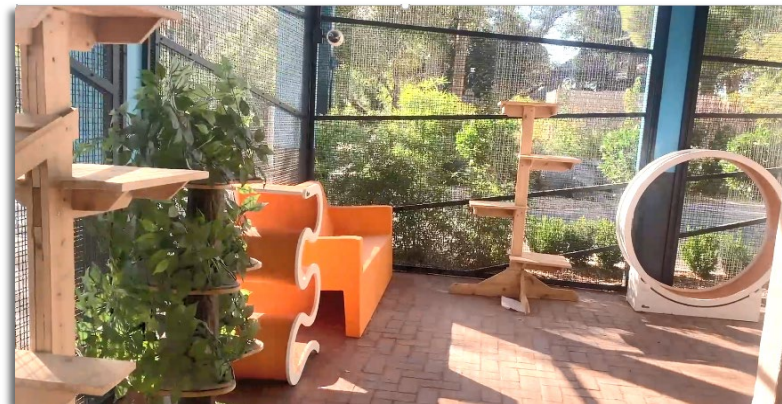
Strategy: *Sustaining and enhancing park operations and offerings*

**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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