

Goal 3: Promote the Visual Image of El Paso

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Strategic Plan Update

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Goal 3 Visual Image

- Capital Improvement
- Environmental Services
- Parks & Recreation
- Planning & Inspections
- Streets and Maintenance



Current Year Results

- Investigated **19,995** nuisance complaints
 - **76%** voluntarily complied with the City Code
 - **1,928** transferred to Beautification division for special clean up



Current Year Results

- Applied herbicide spraying to over **35.6 million** sqft of alleys, double front lots, and street rights of way for weed control
 - Followed up with over **1.5 million** linear feet of weed clean up along double front lots



Current Year Results

- Cleaned over **258,303** square feet of graffiti at a cost of \$0.89 per sqft
 - Average turn around time on service requests of **98.81%** within three days of request



To report graffiti call 3-1-1



Current Year Results

- Removed 44,411 illegal signs citywide



Current Year Results

- Utilizing **125** homegrown trees from the City Tree farm at various parks Citywide



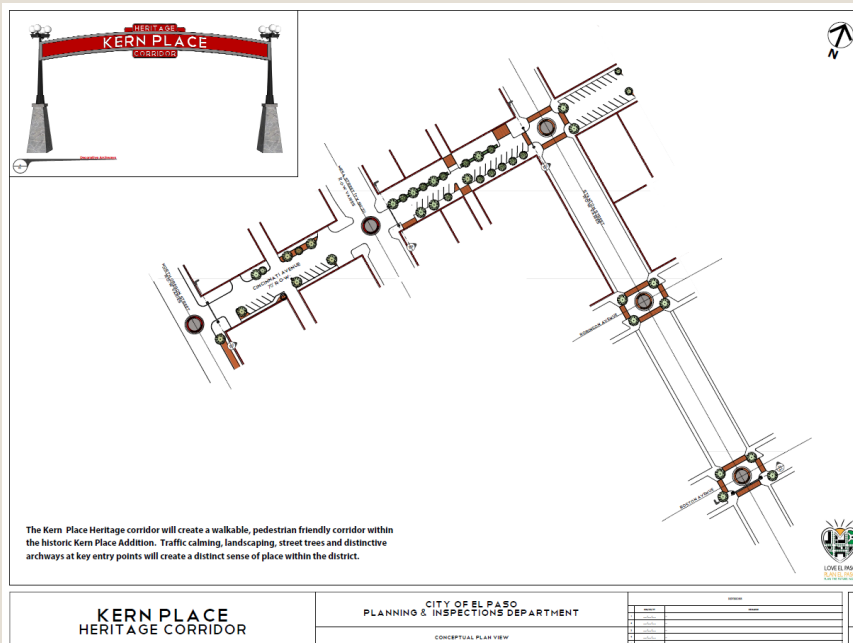
Current Year Results

- Awarded Grants to help fund park development and add new amenities to parks
 - Texas Parks and Wildlife grant approved for Futureland Park
 - GameTime grant to install new playground at Dolphin Park



Current Year Results

- Kern Place Heritage Corridor plan has been drafted and is being presented to neighborhood stakeholders
- Development agreement for annexation of 617 acres of vacant land in east El Paso approved and will require development of the land to City standards.



Goal 3 – Key Performance Indicators

Key Performance Indicator	FY2013 Actual	FY2014 Actual	FY2015 Actual	FY2016 Thru Q2	Annual Target
Street sweeping (miles)	28,524	34,189	27,897	16,384	27,500
Graffiti removal in 2 days or less	99.47%	98.65%	100%	98.81%	90%



All streets in El Paso are swept four times annually



Goal 3 – Key Performance Indicators

Key Performance Indicator	FY2013 Actual	FY2014 Actual	FY2015 Actual	FY2016 Thru Q2	Annual Target
% nuisance cases in compliance	82.60%	74.30%	88%	100%	80%
% of properties within ESD notification voluntarily cleaned/complied	N/A	N/A	86%	76%	85%

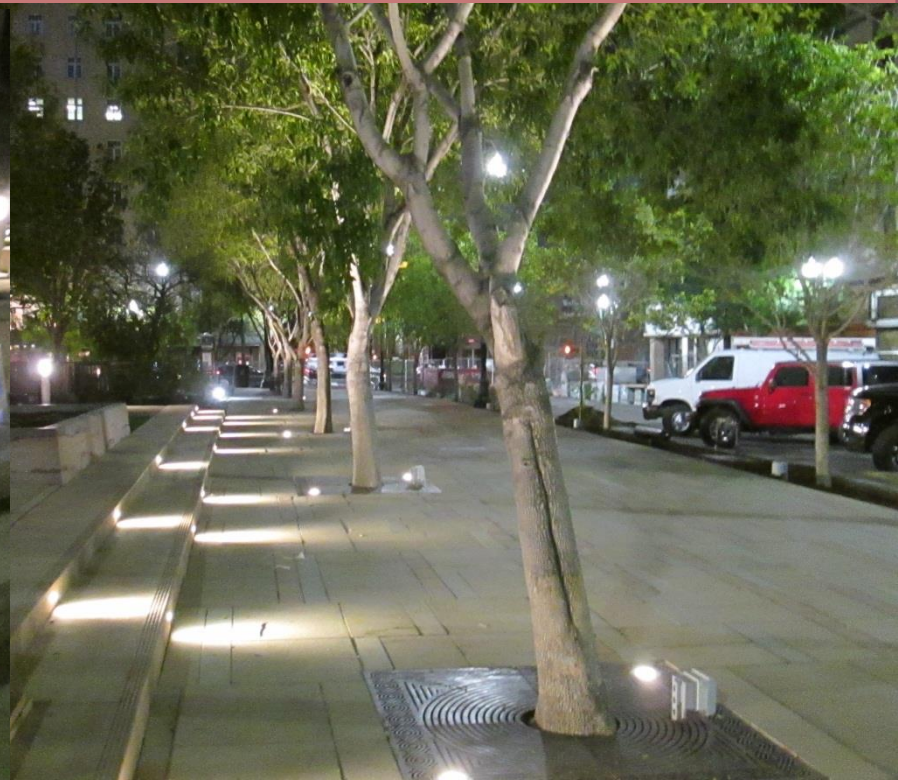


Goal 3 – Key Performance Indicators

Key Performance Indicator	FY2013 Actual	FY2014 Actual	FY2015 Actual	FY2016 Thru Q2	Annual Target
Mean turf coverage of designated game fields	88%	90%	97%	96%	95%
Inspection and maintenance of downtown Park facilities on schedule	90%	91%	98%	96%	95%
Trees planted in parks from City Tree Farm	75	75	105	118	125
Number of ordinances/plans impacting built environment	N/A	N/A	N/A	2	4



Aesthetic Investments – San Jacinto Plaza and Street Trees



Aesthetic Investments – Airway Lighting



Aesthetic Investments – Downtown Lights



Key Deliverables

Strategy	Objective (Action Plan)	Status
<i>Improve the Visual Impression of the Community</i>	Develop new standards for median tree/shrub trimming and maintenance	In development
	Implement new median and parkway landscape standards	In development



Key Opportunities/Challenges

- Additional inventory of landscaped rights of way for maintenance responsibility through CIP and development
- New parkland and new Parks facilities associated with QOL-CIP, and development
- Challenge to address deferred maintenance on existing infrastructure
- Developing an inspection program to keep pace with the needs of an aggressive Housing Authority construction plan as it pertains to landscaping



Continual focus...

Additional insights?

