GOAL 4

Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments
Focus on Continuous Improvement
Key Accomplishments
Key Performance Indicators (KPIs)
FY20 Key Deliverables Update
Key Opportunities/Challenges
COVID-19 Response & Impacts
112 Quality of Life projects completed to date. $56.6 M in work contracted in FY2020 (thru Q2)

Accredited October 2018, only 1% of 12,000 agencies nationwide achieve this distinction

Texas Recreation and Parks Society -Arts & Humanities Programming Award 2020

The Zoo is 110 years old! The Zoo has held their accreditation for 30 years and is now recognized as a Botanical Garden

El Paso Museum of Art received the Institute of Museum and Library Services National Medal in May 2018

The Public Art Program has received 7 national and international awards since 2015

Fully accredited by the Texas State Library and Archives Commission

Received the 2019 Achievement of Excellence in Libraries Award by the Texas Municipal Library Director’s Association
Key Accomplishments

**Public Art Program**

The Public Art Program will complete 12 projects in FY20. 9 projects are currently set to begin this fiscal year.

 Featured Image: “Woven Culture” by Creative Kids

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**El Paso Museum of Art**

Refresh of permanent collection with half of the works featuring underrepresented artists including women and people of color.

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**Dia de los Muertos Celebration**

Cross-functional Dia de los Muertos Procession and Celebration drew in over 15,000 people to the Downtown Arts District.
Class Card Program
The El Paso Public Library partnered with the El Paso Chihuahuas to make Chico the official spokesperson of Library Card Sign-up Month. Chico and library staff spoke to 4,800 students during September with 1,979 new library cards issued.

Partnerships
Partnerships with YISD campuses and Tejas School of Choice, Plato Academy and Valle Verde Early College High School.

Our partnership with the El Paso Zoo continued with special animal and handler visits and their new Chihuahuan Desert exhibit.

State Grants
Library continues to provide entrepreneurial support through a grant from the Texas State Library and Archives Commission.
Key Accomplishments

Valentine’s Day Event
 Reached over 200k people from 92 countries, raised over $12k in donations and over 19k names submitted

Cutest New Arrivals
 Rescued two orphaned cougar cubs

New Births
 Second-Przewalski’s wild horse

Animals on Approach
 Partnership with El Paso International Airport. Visitors were greeted by Zoo Animals to promote the El Paso Zoo

The Chihuahuan Desert Exhibit
 Opening of 2.3-acre exhibit featuring Jaguars, Cougars, Mexican Wolves, Javalina, P.Dogs, Coati, and more November 19, 2019

Copper Canyon Challenge Ropes Course
 3 story climbing adventure designed to challenge all ages
Key Accomplishments

Inclusive Recreation

Wheelchair Basketball program piloted at Viscount Multi-Purpose Center and Armijo Recreation Center

All-Abilities Playgrounds

$1 million awarded from TPW towards implementing all-abilities playgrounds at three parks: Joey Barraza & Vino Memorial, the Beast and Shawver

TRAPS - Arts & Humanities Programming Achievement Award

Partnered program led by the Rubin Center for the Visual Arts collaborating with three Parks Senior Centers
<table>
<thead>
<tr>
<th>Key Performance Indicator</th>
<th>FY16 Actual</th>
<th>FY17 Actual</th>
<th>FY18 Actual</th>
<th>FY19 Actual</th>
<th>FY20 (Thru Q2)</th>
<th>Annual Target</th>
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<tbody>
<tr>
<td>% Quality of Life projects completed within contractual timeframe</td>
<td>90%</td>
<td>93%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>90%</td>
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<tr>
<td>% Quality of Life projects completed at or under budget</td>
<td>90%</td>
<td>90%</td>
<td>100%</td>
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<tr>
<td>MCAD: Increase in Museum Attendance</td>
<td>182,801</td>
<td>165,300</td>
<td>195,739</td>
<td>228,404</td>
<td>159,040</td>
<td>199,654</td>
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<tr>
<td>Library: Program attendance</td>
<td>165,769</td>
<td>170,284</td>
<td>166,032</td>
<td>*155,660</td>
<td>70,387</td>
<td>162,167</td>
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<tr>
<td>Parks: Recreation program participation</td>
<td>751,463</td>
<td>627,690</td>
<td>849,545</td>
<td>790,797</td>
<td>507,726</td>
<td>864,665</td>
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<tr>
<td>Zoo: Increase Event Attendance by 3.3%</td>
<td>53,005</td>
<td>36,873</td>
<td>41,768</td>
<td>43,191</td>
<td>17,093</td>
<td>44,616</td>
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Strategy: Plan, Design and Implement Public Art Projects

FY20 Public Art Project in Progress:

- Oasis Sombrío, Eastside Regional Park Plaza, District 5
- Mythical Mayans*, D2 Neighborhood Water Park, District 2
- Speedo, D4 Neighborhood Water Park, District 4
- Whirlwind, RC Poe Roundabout* District 5
- Living Desert, Polly Harris Senior Center*, District 8
- Untitled, Eastside Regional Park, District 5
- Voids, Valle Bajo Community Center/Library, District 3
- Untitled, Chamizal Recreation Center/Library*, District 8
- Folklorico, D7 Neighborhood Water Park, District 7
- Desert in Bloom, Eastside Regional Water Park, District 5
- Narrativa, Lomaland Community Center, District 7

*Local Artist/Allied Artist

Detail of mosaic mural in process for Polly Harris Senior Center, District 8
Strategy: Deliver bond projects impacting quality of life across the city in a timely and efficient manner

Zoo:

- $16.7M Chihuahuan Desert Exhibit & Ropes Course Grand Opening 11/19/19
- New Penguin Exhibit – Design Completed
- South American Pavilion Restrooms & Lactation Room - Design Completed
Strategy: Deliver bond projects impacting quality of life across the city in a timely and efficient manner

Zoo:
• Accredited by the American Public Garden Association as a Botanical Garden
• Working in partnership with UTEP to feature native plant pocket gardens around the Zoo and become eligible for Texas Wildscape garden and BeeZoo certifications
Strategy: Deliver bond projects impacting quality of life across the city in a timely and efficient manner

**Zoo:** 3 projects in design that will be completed
- Animal Holding Two
- Sea Lion Chute and Squeeze
- Leopard Exhibit Remodel
# FY20 Key Deliverables Update

<table>
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<tr>
<th>Strategy</th>
<th>UPDATE ON RESULTS/ACTIONS COMPLETED (SEPT-FEB)</th>
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<td><strong>Create innovative recreational, educational and cultural programs</strong></td>
<td><strong>Parks and Recreation</strong></td>
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<td></td>
<td>• Develop Inclusion Program – Formalize and use best practice approach to enable people of all abilities access to Department programs</td>
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<td>• Prepare for new recreation/community centers</td>
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<td><strong>Museums &amp; Cultural Affairs Department</strong></td>
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<td>• Finalize design of the Mexican American Cultural Center with final rounds of outreach and input</td>
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## FY20 Key Deliverables Update

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| Create innovative recreational, educational and cultural programs | **El Paso Public Library**  
- Continue to foster cooperative programming opportunities with El Paso Museum of History to generate additional interest and attendance to cultural events in the downtown Cleveland Square area  
- Conduct a system wide assessment of the programming and classes currently offered at all library locations to better utilize our resources, distributing them where they are most needed, and develop new programs to answer unmet needs |
Strategy: Stabilize and expand El Paso's tax base

Library:
- Increased partnerships - Workforce Solutions Job Center; City ED, City CD and El Paso Co-Work groups to assist minority entrepreneurs and small businesses
- Served 1672 small business and micro-enterprise entrepreneurs through the WorkPLACE programs between September 2019 and February 2020

MCAD:
- Increased overall quality of Museum of History exhibitions, programming and enhance visitor experiences by increasing number of changing and traveling exhibits

Parks:
- Analyzing existing partnerships for efficiency, codification and alignment to mission
## Department Response to COVID-19

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<td><strong>Library</strong></td>
<td>Adjusted programming and service delivery to see increase in digital services usage. Creative online programming. Decrease in visitation and traditional materials circulation</td>
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<td><strong>MCAD</strong></td>
<td>Three museum facilities and the Cultural Affairs office were mobilized within hours to safely send employees to begin working remotely. Staff is working to increase social media engagement to stay connected with the public and deliver digital arts and cultural programming at no cost to the public</td>
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<td><strong>Parks</strong></td>
<td>Closure of facilities and cancelation of structured recreation/programs has significantly impacted revenue and attendance</td>
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<td><strong>Zoo</strong></td>
<td>Zoo's closing has dramatically impacted the revenue it receives from operations. Impacting attendance, programming, events, private catered rental, concessionaire revenue and Zoological Society income</td>
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COVID-19 Response & Impacts

Virtual Tours
A virtual tours of the El Paso Zoo

Sofa Safari
Behind the scenes views of the animals, training sessions and veterinarian procedures... broadcast live with Q & A sessions

School to You
Education based virtual learning activities featuring animals, Q & A and educational crafts

Social Media Outreach
1,000,000+
On all social media channels
Including websites, FB, Twitter, Instagram, Blog views for the El Paso Zoo and El Paso Zoological Society combined
The 24th Annual Dia De Los Ninos, Dia De Los Libros went virtual with the Quality of Life Departments coming together for a virtual Facebook event with fun-filled videos and the giveaway of 1,500 new books at meal distribution sites.

Implementation of Digital Access Library Cards

Digital Access Library Card

You can now get a temporary library card through the El Paso Public Library. Visit www.elpasolibrary.org. Use it like a debit card, you access it all the library’s online resources.

Reading Club
Summer Reading Club begins June 1st

Spring Reading Club
March 23 - May 1, 2020

The El Paso Public Libraries launched their first ever online spring reading club. The community was invited to keep track of their reading online and complete bonus challenges for the fun of it to discover library resources and earn digital badges.

Social Media Outreach

58,000+

Post Reach on Facebook

Number of times post is viewed

For the month of April
COVID-19 Response & Impacts

Virtual Exhibits
Featuring exhibits on website and social media

Online Resources
Educational activities and virtual gallery tours at EPMH and EPMA

Wear A Mask
Be an EPMA Protected Patron

Social Media Outreach

*20,000 +
Post Reach on Facebook
Number of times post is viewed for the month of April
COVID-19 Response & Impacts

Senior Meals
Over 6,000 meals being delivered weekly to the most vulnerable population

Social Media Channels
Providing COVID-19 information, activities, and programming

Park Monitoring
Staff monitors the City Parks
Staff shifting to cover 98 hours of enforcement at about 300 sites weekly

Parks and Recreation facilities have transitioned to help with COVID-19 efforts

Viscount Multipurpose Center is temporarily serving as field office for the Health Department

Hilos De Plata Senior Center is temporarily serving as overflow housing for the Opportunity Center for the Homeless

Acosta Sports Center is temporarily serving as overflow housing for the Opportunity Center for the Homeless
FY20 GOAL TEAM REPORT

GOAL 4

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