GOAL 5

Promote Transparent and Consistent Communication Amongst All Members of the Community
POWERED BY THE TEAM

- City Manager’s Office
- Community & Human Development
- Information Technology
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Focus on Continuous Improvement

- **For the Health of It**: Short Public Health videos
- **Sun City Bliss**: Short El Paso/Fort Bliss videos
- **Council Buzz**: Biweekly Video Council summary
- **R + R Report**: Biweekly Recap of Council action
- **YC5 Featurettes**: Brief events/services videos
- **Fact Fridays**: Weekly social media videos
- **News4U**: Monthly Internal Employee videos
- **Pawcast**: Monthly Animal Services videos
- **Town Halls**: Coordinate quarterly meetings with employees
Focus on Continuous Improvement

- **Daily News**: Weekday news clips
- **Logos, Graphics, Flyers, Posters, Evites**: Parks and Rec, WinterFest, Senior Games, Water Parks, MACC, Team EP
- **Events**: Grand openings, Groundbreakings, AAC 2020, Campaigns, etc.
- **Videos, Photos, GIFS**: Council meetings, Boards and Commissions meetings, PSAs
- **Social Media**: Facebook, Instagram, Twitter, YouTube
- **On-Hold Messages, Digital Monitors & Talking Buildings**
- **Birthday Cards and U-Matter Cards**
- **Council Requests**
COVID-19 Response & Impacts

- Cybersecurity Initiatives
- Support Services EOC
- Virtual Council Meetings
- Virtual Press Conferences
- Situational Reports
- EPStrong.org
- Telecommuting Solutions
- Human Resources Employee Training
- Local Education Partners & Wi-Fi Availability
Key Accomplishments

**5,000+ Computers**

**Call Centers:**
- Health WIC
- Tax Office
- One Stop Shop
- Municipal Court
- IT Service Desk
- Animal Services
- Sun Metro

**Cyber Awareness Campaign**

News4u

**Customer Service Improvements**

15,859 Service Requests Completed
Key Accomplishments

DON T TAKE THE BAIT.

Spam Emails and Threat Messages Blocked

27.4 million threats blocked

2.6 million

Spam Blocked

CYBERSECURITY TRAINING

98% Completion

Workforce Trained

IT WORKFORCE DEVELOPMENT

100%

ITIL Best Practices

No. 8 Nationally

2019 Winner
Key Accomplishments

- Expanded Wi-Fi to 54 Facilities
  Exceeding Annual Strategic Target by 64%

- LSS Green Belt Projects
  Cost Savings $143,342

- Upgraded Network Equipment at 14 Facilities
Key Accomplishments

Free Wi-Fi

- Started 2010
  - 47,468
  - @elpasotexas.gov
  - 50% increase over previous year

Rebranding & Expansion

- Started 2012
  - 30,336
  - @ElPasoTXGov
  - 28% increase over previous year

- Started 2012
  - 691,421 views
  - @cityofelpasotx
  - 27% increase over previous year

- Started 2017
  - 25,410
  - @iam_elpaso
  - 97% increase over previous year
Key Accomplishments

**Military and Veteran Affairs:**
City, County, Fort Bliss Collaboration

**Trolley Tracks:**
2019 Texas Association of Telecommunications Officers and Advisers Honorable Mention

**Save the Kittens:**
Kitnapping Campaign

**Sister Cities:**
Mexico-U.S. Sister Cities Mayors' Summit
Key Accomplishments

All-America City Social Media Award

VIDEOS

YC5 FEATURRETTES
Key Accomplishments

TOTAL # OF CRs SINCE 2015: 12,798
98.6% RESOLUTION

TOTAL # OF CRS FOR FY20 (Sept-Aug) 1,398
96% RESOLUTION
## Key Performance Indicators

<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>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td># of new Neighborhood Associations Registered</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td># of Neighborhood Leadership Academy (NLA) Enrolled / Completed (NEW)</td>
<td>56/40</td>
<td>55/40</td>
<td>65/42</td>
<td>67/45</td>
<td>53 Enrolled</td>
<td>55/40</td>
</tr>
<tr>
<td># of Advanced Leadership Trainings (ALT) - Participated (offer 3-4 classes per year)</td>
<td>56</td>
<td>55</td>
<td>62</td>
<td>42</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td># Individuals engaged through Social Media</td>
<td>New Metric</td>
<td>185,125</td>
<td>185,192</td>
<td>200,250</td>
<td>211,509</td>
<td>200,000</td>
</tr>
<tr>
<td>Expand Wireless internet through Digital El Paso (9 sites annually; 27 by 2020)</td>
<td>New Metric</td>
<td>New Metric</td>
<td>13</td>
<td>26</td>
<td>54</td>
<td>27</td>
</tr>
</tbody>
</table>
FY20 Key Deliverables Update

Strategy: Maintain Systems integrity, compliance and business continuity

Cybersecurity

✓ Governance & Management
✓ Strategy
✓ People & Process
✓ Security Architecture
## Key Opportunities/Challenges

<table>
<thead>
<tr>
<th>Department/Area</th>
<th>Opportunities:</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>• Upgrades of IT Infrastructure &amp; Software Focused on Cybersecurity Compliance</td>
</tr>
</tbody>
</table>
| IT/PIO         | • City Website Redesign  
  • Incorporate latest technology trends |
| IT             | • Open Data Initiative  
  • Use of public data to innovate and engage citizens  
  • Modernize maps on City Website |
| IT/PIO         | • Develop Mobile Applications  
  • Integrated maps  
  • Online Payments |
| PIO            | • Develop cross branding opportunities with Community Partners |
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