Goal 3: Promote the Visual Image of El Paso

Presented by: Ted Marquez

Strategic Plan Update

April 4, 2016
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
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
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
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

<table>
<thead>
<tr>
<th>Key Performance Indicator</th>
<th>FY2013 Actual</th>
<th>FY2014 Actual</th>
<th>FY2015 Actual</th>
<th>FY2016 Thru Q2</th>
<th>Annual Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street sweeping (miles)</td>
<td>28,524</td>
<td>34,189</td>
<td>27,897</td>
<td>16,384</td>
<td>27,500</td>
</tr>
<tr>
<td>Graffiti removal in 2 days or less</td>
<td>99.47%</td>
<td>98.65%</td>
<td>100%</td>
<td>98.81%</td>
<td>90%</td>
</tr>
</tbody>
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All streets in El Paso are swept four times annually
### Goal 3 – Key Performance Indicators

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<tbody>
<tr>
<td>% nuisance cases in compliance</td>
<td>82.60%</td>
<td>74.30%</td>
<td>88%</td>
<td>100%</td>
<td>80%</td>
</tr>
<tr>
<td>% of properties within ESD notification voluntarily cleaned/complied</td>
<td>N/A</td>
<td>N/A</td>
<td>86%</td>
<td>76%</td>
<td>85%</td>
</tr>
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<tr>
<td>Mean turf coverage of designated game fields</td>
<td>88%</td>
<td>90%</td>
<td>97%</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>Inspection and maintenance of downtown Park facilities on schedule</td>
<td>90%</td>
<td>91%</td>
<td>98%</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>Trees planted in parks from City Tree Farm</td>
<td>75</td>
<td>75</td>
<td>105</td>
<td>118</td>
<td>125</td>
</tr>
<tr>
<td>Number of ordinances/plans impacting built environment</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>
Aesthetic Investments – San Jacinto Plaza and Street Trees
Aesthetic Investments – Airway Lighting
Aesthetic Investments – Downtown Lights
## Key Deliverables

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