

PILLARS	<b>ECONOMIC MOBILITY</b> <i>Opportunity &amp; prosperity that reflects El Paso</i>	<b>PUBLIC SAFETY</b> <i>Protection and visibility are a baseline responsibility</i>	<b>INFRASTRUCTURE</b> <i>People, places, and daily life that feels connected</i>	<b>QUALITY OF LIFE</b> <i>A city that is both livable and enjoyable</i>	<b>GOOD GOVERNANCE</b> <i>Leadership that is responsive + reliable</i>
<b>KEY INSIGHTS</b>  <i>2025 Community and Employee Survey Results + Resident Conversation feedback methods during Assessment Phase</i>	<ul style="list-style-type: none"> <li>Residents want to feel that opportunity is <i>for them</i>, not happening around them</li> <li>Overall satisfaction with the availability of living-wage jobs remains low at 22%</li> <li>However, younger residents (47%) and lower-income residents (44%) report substantially higher satisfaction, suggesting recent economic progress may be felt more strongly among these groups</li> <li>Among residents dissatisfied with economic development in El Paso, growth is most visible through business and commercial activity rather than improvements in everyday job opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Safety is viewed as a defining strength of El Paso to be preserved</li> <li>El Paso resident respondents report a higher sense of overall safety (63%) than both the cohort (55%) and national averages (62%)</li> <li>While most residents in El Paso are satisfied with the overall sense of safety, perceptions of safety vary across demographic groups</li> <li>Older residents are more likely to rate safety positively (68%) as compared to younger respondents (58%)</li> </ul>	<ul style="list-style-type: none"> <li>Residents care most about the infrastructure that improves everyday access---safe and clean streets + spaces to gather</li> <li>Satisfaction with the condition of streets (31%) emerged as a key opportunity</li> <li>Respondents said they wanted to see El Paso invest in more community spaces such as parks (29% of labeled responses) and better mobility and transportation (19% of labeled responses)</li> <li>People want easier ways to move and interact across the city</li> </ul>	<ul style="list-style-type: none"> <li>Quality of life acts as an integrating pillar that ties together opportunity, safety, infrastructure, and sense of belonging</li> <li>The majority of residents are satisfied with their quality of life, with 60% being positive (above the cohort average of 59%), and only 11% showing negative sentiment</li> <li>Sense of community (53%) and acceptance of residents from all backgrounds (65% vs. 60% cohort average) emerged as key strategic strengths</li> </ul>	<ul style="list-style-type: none"> <li>Residents expect responsive leadership that listens and communicates clearly</li> <li>Community pride and resilience are strong themes</li> <li>Engagement is valued not as a one-time input, but as an ongoing relationship</li> <li>Timely responses to resident concerns and service requests</li> </ul> <p><i>Workforce feedback:</i></p> <ul style="list-style-type: none"> <li>See themselves as stewards of El Paso's identity---don't just work for the City; they are personally invested</li> <li>Streets, infrastructure, and basics matter and are interpreted as a signal of care</li> </ul>
<b>GOALS BY PILLAR</b>	<b>CREATE GROWTH</b> opportunities that strengthen economic mobility and our local identity to keep families rooted and thriving in El Paso.	<b>SUSTAIN EI PASO'S STANDARD</b> of safety by prioritizing prevention, visibility, and a shared responsibility.	<b>STRENGTHEN INFRASTRUCTURE</b> by making care and improvements visible and enabling easier, safer movement across the city to help residents feel more connected to their neighborhoods and their city.	<b>ENHANCE THE ENVIRONMENTS</b> that make daily life livable and enjoyable through welcoming spaces, accessible human services, and experiences that support wellbeing.	<b>REINFORCE GOOD GOVERNANCE PRACTICES</b> focused on reliable approaches, so our workforce, residents, and partners feel heard, informed, and a part of the City's direction.
<b>CORE STRATEGIES &amp; FOCUS AREAS</b>  <i>(Adopted Two-Year Plan)</i>	<ol style="list-style-type: none"> <li><b>Activating workforce pathways toward livable wages</b> <i>Focus areas: employer-aligned skills training, small to medium-business growth, business-driven career mobility, and reducing workforce participation barriers (i.e., childcare)</i></li> <li><b>Supporting individuals, local businesses, and key industries</b> <i>Focus areas: collaboration, incentive policies, cross-sector economic partnerships, expanded business support resources, local innovation and startup growth, attracting tourism (key industry)</i></li> <li><b>Defining how the City will support the expansion of housing options and affordability</b> <i>Focus areas: infill, efficient land use development, housing aligned with community cost of living, and community housing stability</i></li> <li><b>Streamlining permitting and licensing processes to support efficient, timely building construction</b> <i>Focus areas: fast-track permitting and licensing system, clear development process guidance, improved interdepartmental coordination, predictable project review timelines</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Recruiting and retaining first responders</b> <i>Focus areas: Support responder well-being, maintain reliable emergency response, and reduce staff turnover</i></li> <li><b>Investing in community safety programs, training, and equipment</b> <i>Focus areas: Keep responders prepared and ready, use data to guide safety efforts</i></li> <li><b>Focusing on key transportation planning and traffic management</b> <i>Focus areas: Improve lighting for safer streets, increase traffic safety awareness, work with community safety partners</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Expanding street maintenance and roadway improvements</b> <i>Focus areas: Fix the streets that need it most, maintain streets and infrastructure regularly, funding alternatives, capacity to implement</i></li> <li><b>Enhancing community pride through cleanliness, maintenance, and beautification of public spaces</b> <i>Focus areas: Maintain what we have first (i.e., facilities, standard of care), work with neighborhoods to improve spaces and keep areas clean, share information on how residents can help (provide visual access/tools)</i></li> <li><b>Facilitating easier and safer movement for people of all ages and abilities</b> <i>Focus areas: Improve safe travel options/convenience for everyone, partner with schools and communities on safety</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Spotlighting current community offerings and amenities that invite discovery, enjoyment, and connection</b> <i>Focus areas: Promote awareness of local amenities, maintain welcoming public spaces, improve community program communication and wayfinding, complete the Parks and Recreation Master Plan, climate and sustainability</i></li> <li><b>Making essential human services easier to access and navigate</b> <i>Focus areas: Strengthen service delivery partnerships, meet residents where they are (underserved), expand education and prevention resources (public health navigation and outreach)</i></li> <li><b>Encouraging gathering, recreation, and cultural expression across neighborhoods by continuing to build experiences</b> <i>Focus areas: Support neighborhood-based activities, encourage youth involvement (i.e. UNICEF USA Child Friendly City Initiative), use feedback to improve experiences</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Creating clear, accessible communication pathways for community input and engagement</b> <i>Focus areas: Make it easier to share input, follow up with residents, use clear and simple language, broaden collaboration with Council District Offices, engage youth in social media approach</i></li> <li><b>Sharing a visible sense of progress and meaningful wins that convey the value and overall quality of services provided</b> <i>Focus areas: Clearly show community progress, be transparent about services, communicate service expectations</i></li> <li><b>Identify and implement sustainable fiscal opportunities to support community priorities</b> <i>Focus areas: Work together (internal and external channels) to improve efficiency and long-term financial stability</i></li> </ol>

