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RELEASE**

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City to Launch Adopt-A-Street Pilot Program

New Anti-Litter Initiative to Foster Community Pride

EL PASO, Texas—The City of El Paso's Street and Maintenance Department is introducing an Adopt-A-Street Program, a community-based initiative to combat litter and beautify El Paso streets.

Under the pilot program, community organizations, businesses and individuals can take a stand against litter by adopting a street to clean up.

Applicants may select one-mile street segments to adopt. The adoption requires a commitment of a minimum of four cleanups per year over a two-year period. There is no cost to apply.

In recognition of the cleanup efforts, the City will produce and install street signs on adopted street segments crediting participants for their commitment to beautifying the roadway and the community.

“Keeping our local streets free of trash and debris is essential for public health and safety and serving as economic engines that attract businesses,” said Streets and Maintenance Department Director Randy Garcia. “Teaming up with the community will allow us to further reduce litter on El Paso streets and make it a better place to live.”

The pilot program is modeled after successful efforts in comparable cities across the country and supports the City’s goal to improve the visual impression of gateways, corridors, and major streets. It also reinforces the shared responsibility between the City organization and the community to maintain and enhance public spaces.

Program information, including guidelines, the application process, and an interactive map of available street segments, will be shared on a new City webpage currently in development.

The City will share an update once the webpage is ready, giving residents a simple way to learn more and get involved.

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Promoting **Transparent & Consistent Communication**
Among All Members of the Community

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