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CITY MANAGER
Dionne Mack

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**NEWS
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City Council Approves Strategic Framework to Guide City Priorities Through FY2028

EL PASO, Texas—The El Paso Mayor and City Council took action this week to approve a unified strategic framework that sets the City’s priorities for the next two fiscal years and directs the development of a two-year action plan focused on measurable results for residents.

The framework, adopted during the City Council Strategic Planning Session, affirms five pillars that will shape City operations, investments, and performance through FY2027–FY2028:

- Economic Mobility
- Public Safety
- Infrastructure
- Quality of Life
- Good Governance

The plan is grounded in extensive community and employee input and operational analysis. This strategic direction reflects a deliberate shift in approach; placing the voice of the community at the center and leaning into areas where residents have expressed the greatest dissatisfaction. It aligns City services and financial capacity with the issues residents consistently identified as most important: good-paying jobs, safe and clean neighborhoods, reliable infrastructure, and welcoming community spaces.

It also reflects priorities that surfaced consistently during the assessment phase, including expanding housing options and affordability, advancing climate action efforts, and completing the Parks and Recreation Master Plan.

Additionally, the City’s Youth Advisory Board participated in the Strategic Planning Session to share youth perspectives on the City’s priorities. The Board is made up of El Paso youth leaders from across schools and neighborhoods who advise City Council on issues impacting young people. The Council invited the Board to ensure their voice was included in decisions directly affect the opportunities, safety, and quality of life young people will experience as they grow up in El Paso.

“This framework reflects what our community has been telling us in their own words,” said Mayor Renard U. Johnson. “I have been listening in neighborhoods across El Paso, and the message is clear. People want visible progress on the things that affect their daily lives. This plan aligns with my priorities of economic development, public safety, infrastructure, quality of life, and transparency, and it keeps us focused on delivering results for the people we serve.”

The two-year action plan includes a focus on:

- Expanding workforce pathways and supporting local businesses
- Supporting the expansion of housing options and affordability
- Recruiting and retaining first responders and strengthening prevention efforts
- Investing in street maintenance and improving mobility and connectivity
- Enhancing community pride through cleanliness, maintenance, and beautification of public spaces
- Enhancing parks, programs, and access to essential services, such as public health resources
- Improving coordination, accessible communication, and service delivery across City government

—more—



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City Manager Dionne Mack said the strategic direction establishes a data-informed standard for implementation across departments.

“This strategic direction reflects what the data and the community are telling us—clearly and consistently,” Mack said. “We intentionally started with resident voice, especially where people told us they are not satisfied, and we are considering that input against service performance trends, infrastructure conditions, and fiscal capacity. This is not a conceptual exercise; it is a data-informed roadmap that will drive budget alignment, departmental work plans, and transparent performance reporting so residents can see and feel visible progress.”

Implementation of the two-year action plan will officially begin at the start of FY2027 on September 1, 2026. City staff will begin immediately aligning departmental work plans, proposed budgets, and performance measures to the approved pillars, with ongoing monitoring and public reporting to track progress against defined outcomes.

For more information about the City of El Paso Strategic Planning Process, visit [EIPasoTexas.gov](https://elpasotexas.gov).

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