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# El Paso Launches “Beautify Our City” Campaign to Promote Neighborhood Pride and Community Responsibility

**EL PASO, Texas**—The City of El Paso is launching a new public education campaign, “Beautify Our City,” to encourage neighborhood pride, reduce litter and illegal dumping, and connect residents with resources that help keep El Paso clean, safe, and welcoming.

The campaign, launching in June, will provide residents with clear information about property maintenance standards, proper waste disposal, cleanup services, and how to report community concerns.

The effort builds on recent City Council direction championed by District 5 City Rep. Ivan Niño and District 3 City Rep. Deanna Maldonado-Rocha to develop a more coordinated anti-littering strategy that combines public education, formalized community partnerships, and structured disposal access for volunteer cleanup organizations.

As part of the Beautify Our City campaign, the City also launched the pilot “Adopt a Street” program in collaboration with City Councilmembers. The program invites community groups, local businesses, and residents to help care for El Paso’s streets through organized volunteer cleanup efforts. Participants commit to adopting a one-mile segment of a major or collector roadway and removing litter and debris at least four times per year for a minimum of two years.

“Illegal dumping and litter affect how neighborhoods look, feel, and function,” said District 5 City Rep. Ivan Niño. “Beautify Our City moves us from simply responding to problems after they happen to building a stronger prevention strategy through education, partnerships, and easier access to cleanup resources.”

“Clean neighborhoods reflect a community that cares,” said District 3 City Rep. Deanna Maldonado-Rocha. “This campaign gives residents practical tools to take action, report concerns, and work with the City to protect the places where families live, children play, and neighbors gather.”

The Beautify Our City campaign will be promoted through the City’s social media platforms and at City facilities to ensure residents across El Paso have access to the information and tools they need. Residents can follow the campaign and learn more by visiting the City’s official social media channels:

- Facebook: <https://www.facebook.com/elpasotexasgov>
- X (Twitter): <https://twitter.com/elpasotxgov>
- Instagram: [https://www.instagram.com/iam\\_elpaso/](https://www.instagram.com/iam_elpaso/)
- LinkedIn: <https://www.linkedin.com/company/the-city-of-el-paso-texas/>

As part of the effort, City departments will also offer guest speakers for neighborhood associations, schools, and community groups. Subject-matter experts can provide presentations on topics including property maintenance standards, code enforcement, illegal dumping prevention, cleanup and beautification resources, and abandoned property concerns.

Residents and organizations interested in scheduling a presentation can request a speaker by calling 3-1-1 or submitting a request through the El Paso 3-1-1 mobile app.

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