

Goal 3: Promote the Visual Image of El Paso

Presented by: Fred Lopez

Strategic Plan Update

April 29, 2015



Goal 3 Visual Image



Goal 3 Team Members

- Engineering and Construction Management
- Department of Transportation
- Planning and Inspections
- Environmental Services
- Facilities and Fleet Maintenance
- Parks and Recreation Department
- City Attorney's Office

“Trees are the most cost effective way to transform the visual image of a street, neighborhood, and city.”

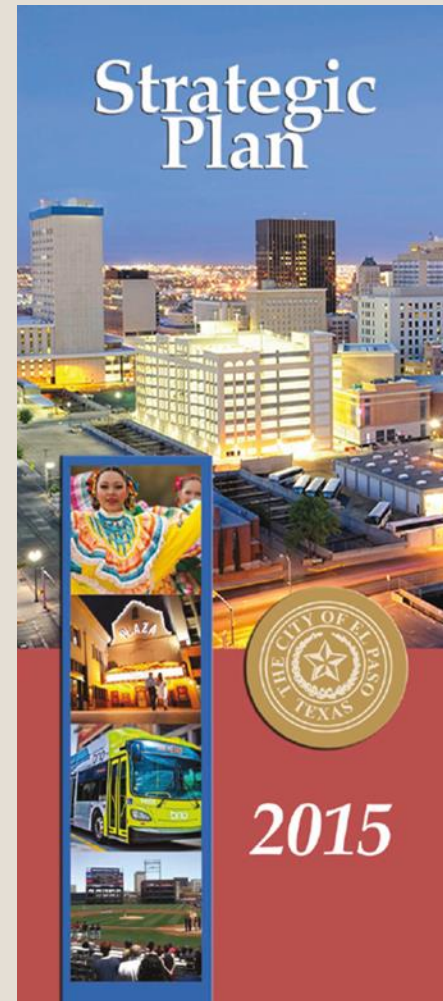


Goal 3: Promote the Visual Image of El Paso

FY 2015

Performance Updates

- 2 Strategies
- 9 Actions
- 3 Key Performance Indicators













ALMAYALE 9500



High Ridge
Franklin Hills

STOP





WINDY HILL
STREET

151
151
151



Blanchard

ONE WAY







CITY OF EL PASO TEXAS
MAGOFFIN PARK
MAYOR OSCAR LEESEER
CITY REPRESENTATIVES

ANN MORGAN LILLY DISTRICT 1	DR. MICHAEL DE
LARRY E. ROMERO DISTRICT 2	EDDIE HOLG DE
EMMA ACOSTA DISTRICT 3	LILLY DE
CARL L. ROBINSON DISTRICT 4	CORTNEY N DE

CITY MANAGER
JOYCE A. WILSON

SPECIAL THANKS TO: JAMES BYRLE, FR., LARRY SALAZAR, JOHN OSTEL, RE...

ARCHITECTURE INC.
DUSTY GUTERREZ, MA

GENERAL CON...

September 15, 2012
January 6, 2013
EL PASO MUSEUM OF ART
BOY AND GIRL PEOPLES CHALLENGE



WestStar Bank

EL PASO CONVENTION AND PERFORMING ARTS CENTER

DAVE KOZ AND FRIENDS
Dec. 13
Plaza Theatre

WestStar Bank

EL PASO CONVENTION AND PERFORMING ARTS CENTER
ONE CIVIC CENTER PLAZA

ONLY











200 West 100 West
San Antonio

P
↑
ARKING

W. CO.
CLOSURE



ROAD
CLOSED
RIGHT
LANE
CLOSED

KEEP
RIGHT

PUSH
BUTTON
FOR
[pedestrian icon]

B
[arrow icon]





City's One Landscape Standard





CASINO REAL HOTEL

City District

ONE WAY

1100







SPEED
LIMIT
30







ANOTHER QUALITY PROJECT BY
AR
CONSTRUCTION
PASO EN NORTE
1915 591-3389

100 MILLS

MILLS

KREES

MILLS

Ria

Current Year Results

- *Recognized by the Arbor Day Foundation as a 2015 Tree City USA*
- *Planted 1,044 trees in 2015 YTD, including*
 - *323 trees in Downtown*
 - *120 trees on Montwood*
 - *460 trees on Country Club*
 - *141 trees in Radford Park*
- *Harvested 752 trees at the City Tree Farm for planting at City facilities, including parks, street medians, and buildings*



Current Year Results

- *Completed Downtown Pedestrian Pathway Project, which provides a landscaped pedestrian corridor between Union Plaza and San Jacinto Plaza*
- *Completed the Santa Fe Street Enhancement Project*



Current Year Results

- *The City swept 13,737 miles of roadway in 2015 YTD (FY 2015 target is 27,500 miles)*
- *Over 39 miles of roadways, including arterials and medians, have been cleaned of weeds and debris in 2015 YTD (FY2015 target is 60 miles)*



Current Year Results

- *11,948 Code Compliance cases in FY 2015 YTD*
- *63% have complied with to date*
- *Cases include nuisances (such as weeds, junked vehicles, and solid waste) at 72% and health and safety at 28% (such, as public swimming pools, tattoo parlors, and laundromats)*
- *Monthly training sessions are held each month, to include environmental and safety, solid waste, vector control, city prosecutor training, code compliance, health and safety facilities, and environmental facilities*



Goal 3 – Key Performance Indicators

Key Performance Indicator	SP Link	2013 Actual	2014 Actual	Q2-15	YTD	Target
Average new commercial plan review time (first round in calendar days)	3.1.1	13.6	14.2	18.0	11.4	22.0
Street sweeping (miles)	3.2.1	28,524	34,189	11,640	13,737	27,500
% nuisance cases in compliance	3.2.5	82.6%	74.3%	63%	63%	80%
% projects designed with City's <i>One Landscape Standard</i>	3.2.1	N/A	N/A	82%	86%	95%
Number of trees planted	3.2.1	N/A	N/A	986	1,044	2,000



3.1 Provide business friendly permitting and inspection processes

3.1.1 Provide exceptional commercial and residential development, permitting, inspections and licensing services

- ✓ OSS expanded its service offerings with the addition of an EPWU representative at its specialty counters
- ✓ OSS implemented bi-monthly training for cashiers on licensing, permitting and inspection applications

Measure	Q2-15	YTD	Target
Average new residential plan review time (first round in calendar days)	4.2	4.2	8.0
% of inspections posted within 24 hours of request	87.9%	87.8%	98%
Average customer wait time at the One-Stop-Shop (minutes)	5:51	5:39	8:00



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

3.2.1 Maintain aesthetic improvements in target areas

- ✓ Completed two of four annual street sweeping cycles in FY 2015 YTD
- ✓ Completed two of four annual herbicide spraying cycles for double-frontage lots in FY 2015 YTD
- ✓ Sweeping bike lanes citywide once a month

Measure	Q2-15	YTD	Target
Weed Control/Herbicide Spraying – Shoulders, Sidewalk and Curb	95 miles	109 miles	138 miles
Weed Control/Herbicide Spraying – Double Frontage Lots	18,500,497 sq ft	20,257,787 sq ft	40,000,000 sq ft
Curb Miles of Streets Swept	12,665	13,737	27,500
Curb Miles of Downtown Swept	1,978	2,262	4,000
Bike Lanes Swept	832	979	3,000



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

3.2.1 Maintain aesthetic improvements in target areas

- ✓ Design projects with City's *One Landscape Standard*
 - 6 street projects with 1,155 trees
 - 2 park projects with 308 trees
- ✓ Utilize City's Tree Farm strategically for street and park capital improvement projects and to enhance the tree canopy at existing parks

Measure	Q2-15	YTD	Target
% projects designed with City's <i>One Landscape Standard</i>	82%	86%	95%
% of trees utilized Tree Farm for CIP Projects	1%	2%	5%



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

3.2.2 Execute efficient graffiti removal program

- ✓ Graffiti program has assisted the District Attorneys office in 14 graffiti related prosecutions in the current year
- ✓ Cost per square feet of graffiti cleaned is currently \$0.73
- ✓ No charge for graffiti cleaning on private or public property

Measure	Q2-15	YTD	Target
% sites cleaned within three days of request	99%	99%	95%
# sites cleaned annually	2,588	9,358	15,000





3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

3.2.5 Elevate environmental nuisance enforcement activities

- ✓ In FY 2015 YTD, Code Compliance has investigated 11,948 cases of which 63% have complied to date in FY 2015 YTD
- ✓ Code Compliance investigated 45% patrol cases vs. 55% complaint based cases
- ✓ Focus on compliance (seven day notice for typical case, ten day notice for junked vehicles)

Measure	Q2-15	YTD	Target
% of nuisance cases resulting in compliance	60%	63%	80%







03/07/2015

3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

3.2.6 Maintain targeted sports fields and downtown parks

- ✓ Maintained turf coverage for 90% of the 38 designated game fields
- ✓ Ensure San Jacinto Plaza, Cleveland Square, Arts Festival Plaza, and Pedestrian Pathway are maintained as first-class facilities
- ✓ Remove San Jacinto Plaza from inventory as major event space

Measure	Q2-15	YTD	Target
Implement improved Cleveland Square maintenance and inspection	96%	96%	95%
Implement improved San Jacinto maintenance and inspection	0%	0%	95%
Implement plan to increase tree canopy at parks with strategic use of the Tree Farm	0%	0%	100%



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

3.2.7 Develop a sustainable funding plan for park maintenance

- ✓ Received support from City Council for pursuit of TPWD local grant funding
- ✓ Submitted grant application TPWD funding for Futureland Park
- ✓ Conducted condition assessment of entire park system to determine capital maintenance needs and assign costs

Measure	Q2-15	YTD	Target
Support efforts to fund construction of local parks through the State of Texas Recreation & Parks Account Local Grant Program	100%	100%	100%



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

Plans under development to improve the visual impression:

- Great Streets Plan
- Entryway Marker Plan – Downtown, Airport, City Districts
- Median Landscape and Arterial Lighting Plan – Viscount, Airway, Yarbrough, Sean Haggerty, Redd, Resler, Montwood, George Dieter
- Median and Parkway Design Toolbox – plant densities, research on native and drought tolerant tree/shrub types, themes for trees and flowering plants (interim plan compete)
- Create database of number of trees and shrubs per CIP project to create appropriate maintenance budgets



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

Plans under development to improve the visual impression:

- Tree Farm Plan – program Tree Farm for Street and QOL CIP projects as current seedlings are not appropriate for transportation and parks CIP Projects (30% complete)
- Landscape Pruning Guide – trim less, let plants grow larger and maintain natural appearance
- Cost savings to the City = minimal cost of seedlings today will yield 4-inch caliper trees in future years



3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)

Collaboration is needed with TxDOT on gateways and corridors:

- Recent projects, such as the Americas Interchange, Alameda/Paisano Roundabouts, I-10 expansion on the Eastside, and I-10 Collector Distributor Project on the Westside, have little or no landscaping
- Create a Regional Landscaping Plan for Interstates, Highways, Gateways, and Corridors
- Collaborate with TxDOT for landscaping on current projects in design







BURGER KING

IT'S HOT OUT!

tropical smoothies





Food King
Cost Plus Food

Food King
Cost Plus Food
WE HAVE EVERYTHING
YOU NEED TO GET THE MOST OUT OF YOUR FOOD





Cross-Functional Teams

SP Link	Team Name	Purpose	Impact
3.1	Design Team Lead: Jim Fisk Meetings: Bi-weekly	Provide recommendations to the design of all transportation and QOL projects	Enhance design of projects based on a collaborative process Review all development regulations – landscape, medians, street trees, downtown design standards, signs, billboards
3.2	Maintenance Team Lead: Richard Bristol Meeting: Monthly	Provide recommendations on strategies to maintain landscaping of streets and parks in a high quality condition	Enhance strategies to improve the maintenance of landscaping based on a collaborative process

