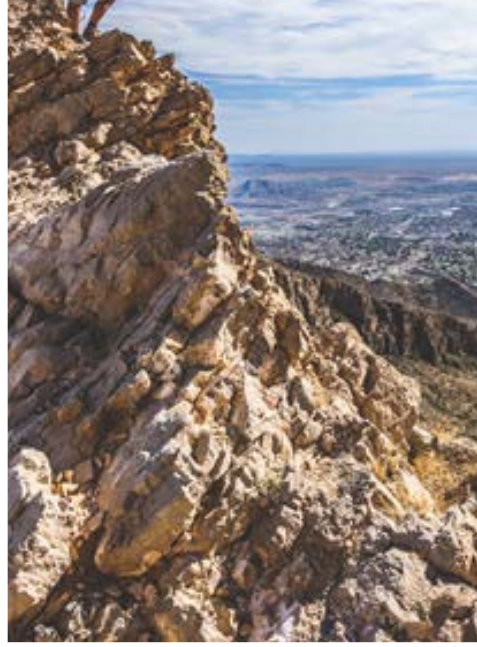
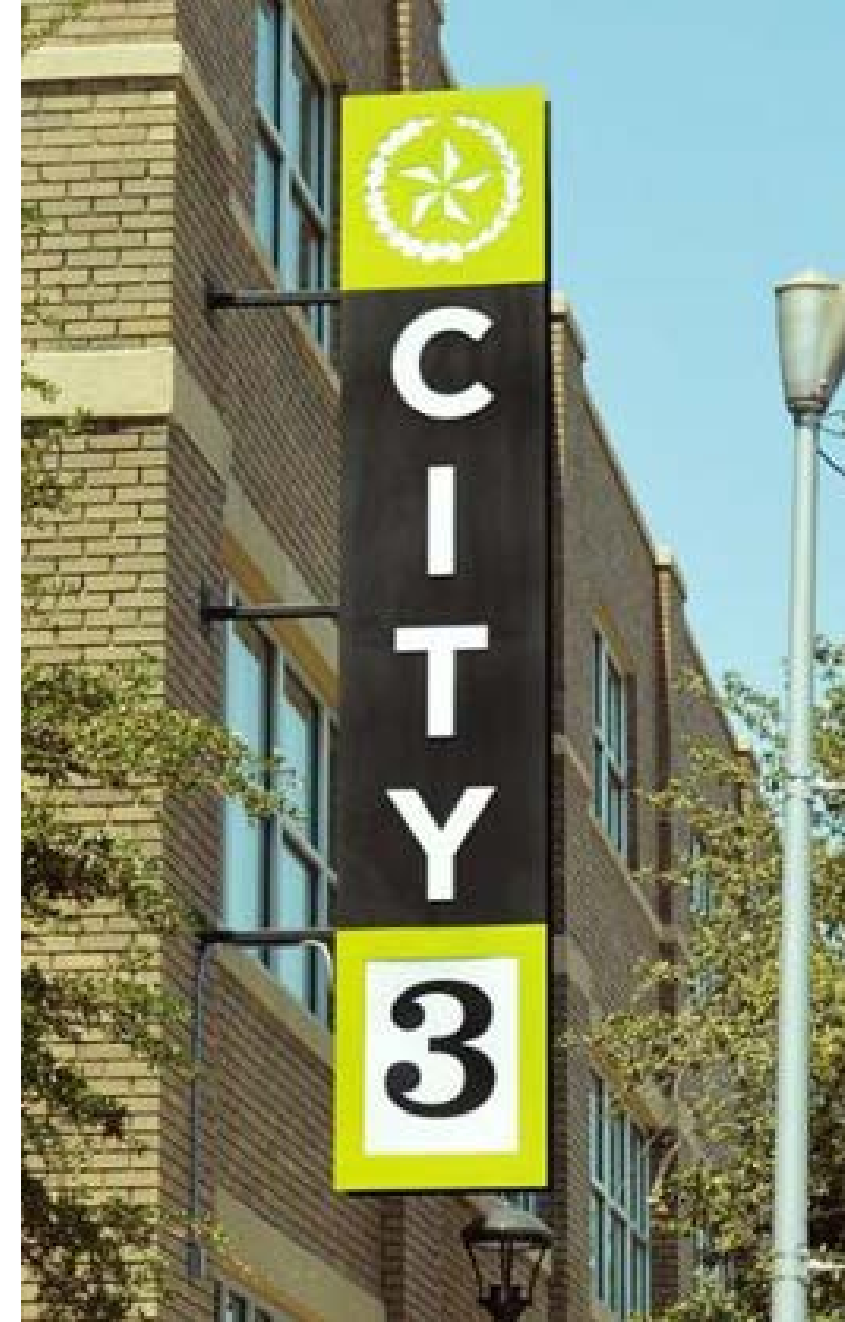
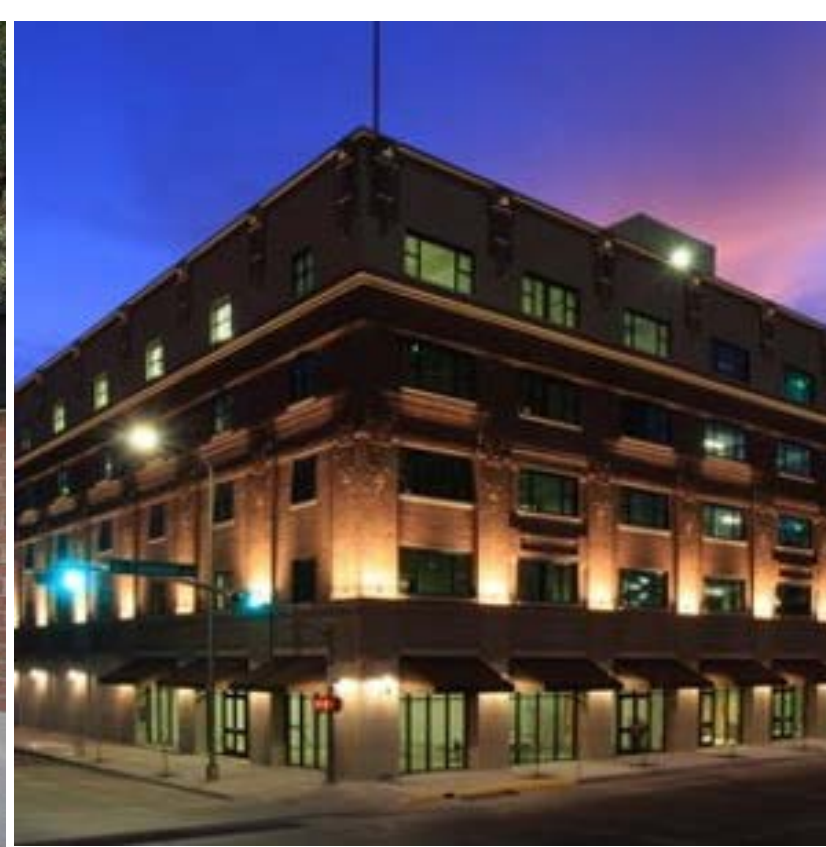


FY20 GOAL TEAM REPORT



GOAL 5

*Promote Transparent and Consistent Communication
Amongst All Members of the Community*



**POWERED
BY THE
TEAM**

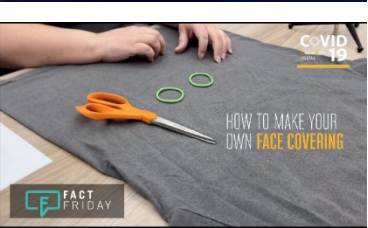
- City Manager's Office
- Community & Human Development
- Information Technology

Table of Contents



- Focus on Continuous Improvement
- COVID-19 Response & Impacts
- Key Accomplishments
- Key Performance Indicators (KPIs)
- FY20 Key Deliverables Update
- Key Opportunities/Challenges

Focus on Continuous Improvement



- **For the Health of It:** Short Public Health videos
- **Sun City Bliss:** Short El Paso/Fort Bliss videos
- **Council Buzz:** Biweekly Video Council summary
- **R + R Report:** Biweekly Recap of Council action
- **YC5 Featurettes:** Brief events/services videos
- **Fact Fridays:** Weekly social media videos
- **News4U:** Monthly Internal Employee videos
- **Pawcast:** Monthly Animal Services videos
- **Town Halls:** Coordinate quarterly meetings with employees

Focus on Continuous Improvement

- **Daily News:** Weekday news clips
- **Logos, Graphics, Flyers, Posters, Evites:** Parks and Rec, WinterFest, Senior Games, Water Parks, MACC, Team EP
- **Events:** Grand openings, Groundbreakings, AAC 2020, Campaigns, etc.
- **Videos, Photos, GIFS:** Council meetings, Boards and Commissions meetings, PSAs
- **Social Media:** Facebook, Instagram, Twitter, YouTube
- **On-Hold Messages, Digital Monitors & Talking Buildings**
- **Birthday Cards and U-Matter Cards**
- **Council Requests**

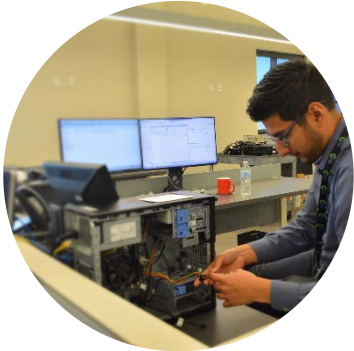


COVID-19 Response & Impacts

- Cybersecurity Initiatives
- Support Services EOC
- Virtual Council Meetings
- Virtual Press Conferences
- Situational Reports
- EPStrong.org
- Telecommuting Solutions
- Human Resources Employee Training
- Local Education Partners & Wi-Fi Availability



Key Accomplishments



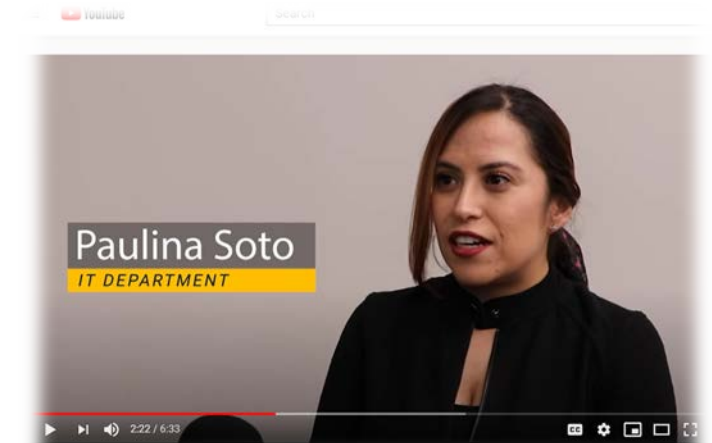
5,000+ Computers

Call Centers:

- Health WIC
- Tax Office
- One Stop Shop
- Municipal Court
- IT Service Desk
- Animal Services
- Sun Metro

Cyber Awareness Campaign

News4u



Customer Service Improvements

15,859 Service Requests Completed

Key Accomplishments



**CYBERSECURITY
TRAINING**

98%

Completion

Workforce Trained

Spam Emails and Threat Messages
Blocked

**27.4 million threats
blocked**

2.6 million
Spam Blocked

**IT WORKFORCE
DEVELOPMENT**

100%

**ITIL Best
Practices**



No. 8 Nationally
2019 Winner

Key Accomplishments



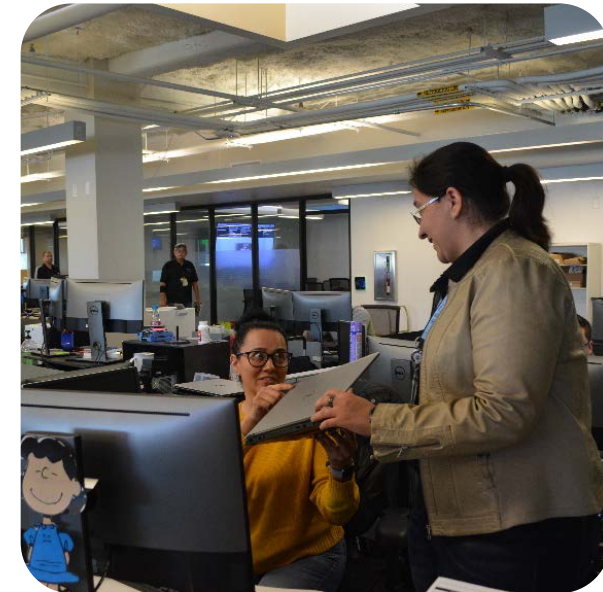
Expanded Wi-Fi To
54 Facilities
Exceeding Annual
Strategic Target by

64%

Upgraded
Network
Equipment at
14
Facilities



LSS Green Belt Projects
Cost Savings \$143,342



Key Accomplishments



Free Wi-Fi Rebranding & Expansion



Started 2010
47,468
@elpasotexas.gov

50% increase
over previous year



Started 2012
30,336
@EIPasoTXGov

28% increase
over previous year



Started 2012
691,421 views
@cityofelpasotx

27% increase
over previous year



Started 2017
25,410
@iam_elpaso

97% increase
over previous year

Key Accomplishments

TARGETED CAMPAIGN



Military and Veteran Affairs:
City, County, Fort Bliss Collaboration

Trolley Tracks:
2019 Texas Association of
Telecommunications Officers and
Advisers Honorable Mention

Save the Kittens:
Kitnapping Campaign

Sister Cities:
Mexico-U.S. Sister Cities Mayors' Summit

ELF ON THE SHELF



Key Accomplishments



All-America City
Social Media Award



VIDEOS

Animal Services,
CID, ESD,
OMB, IT,
Libraries,
Bridges,
HR, Health,
Streets, Zoo,
Econ. Dev.,
Comm. Dev.,
Purchasing,
PD, Fire,
Parks, MCAD

YOUNG FEATURETTES



Key Accomplishments



TOTAL # OF CRS SINCE 2015:

12,798

98.6% RESOLUTION

TOTAL # OF CRS FOR FY20

(Sept-Aug)

1,398

96% RESOLUTION



Key Performance Indicators

Key Performance Indicator	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 (Thru Q2)	Target
# of new Neighborhood Associations Registered	8	5	5	3	4	5
# of Neighborhood Leadership Academy (NLA) Enrolled / Completed (NEW)	56/40	55/40	65/42	67/45	53 Enrolled	55/40
# of Advanced Leadership Trainings (ALT) - <i>Participated</i> (offer 3-4 classes per year)	56	55	62	42 *Offerings run CY	10	60
# Individuals engaged through Social Media	New Metric	185,125	185,192	200,250	211,509	200,000
Expand Wireless internet through Digital El Paso (9 sites annually; 27 by 2020)	New Metric	New Metric	13	26	54	27

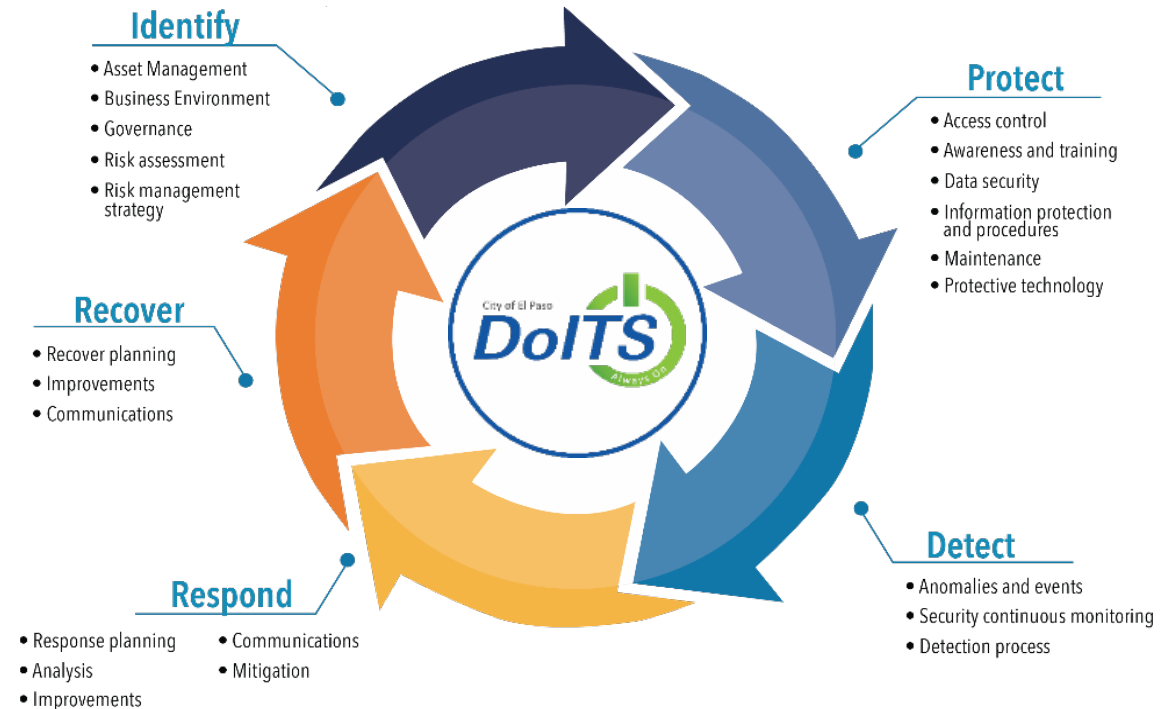
FY20 Key Deliverables Update

Strategy: Maintain Systems integrity, compliance and business continuity

Cybersecurity

- ✓ Governance & Management
- ✓ Strategy
- ✓ People & Process
- ✓ Security Architecture

NIST Cybersecurity Framework



Key Opportunities/Challenges

Department/Area

Opportunities:

IT

- **Upgrades of IT Infrastructure & Software Focused on Cybersecurity Compliance**

IT/PIO

- **City Website Redesign**
 - Incorporate latest technology trends

IT

- **Open Data Initiative**
 - Use of public data to innovate and engage citizens
 - Modernize maps on City Website

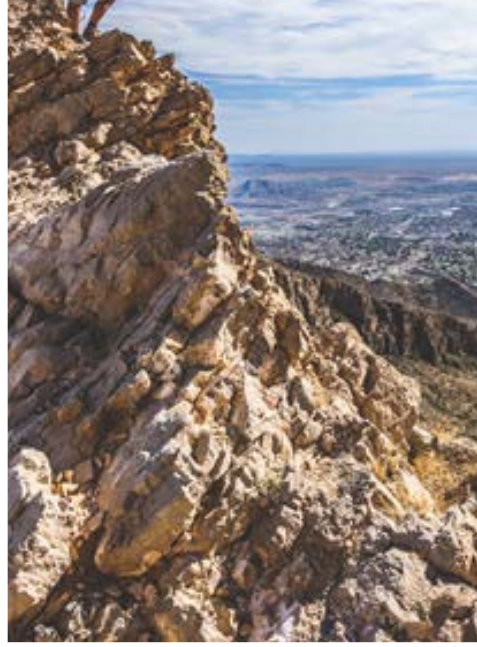
IT/PIO

- **Develop Mobile Applications**
 - Integrated maps
 - Online Payments

PIO

- **Develop cross branding opportunities with Community Partners**

FY20 GOAL TEAM REPORT



GOAL 5

*Promote Transparent and Consistent Communication
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