ACTIVE, HEALTHY, LIVABLE McALLEN
Goal 1
Status: Green
Core: No

Many, Varied Activites

- Music
- Attractions for young, educated
- Art scene/ galleries
- Family outing
- Nature fest/ activities (Quinta, etc.)
- Walking, running

Many more activities available, more healthy options, more enjoying outdoor and indoor activities.

Difficult, still, to compete with large cities.

Sustainable

- Water conservation & awareness
- Composting
- Recycle, Re-use
- Education
- City buildings an example
- Healthy Tree Canopy
- "First Impression"

Still weak on recycling, water conservation. Positive on improving energy efficiency. LEED/Quinta.

Attractive

- Healthy, attractive neighborhoods
- Unique, well kept look
- Attractive, landscaped Key Corridors
- Blight eliminated

Negative: Older sections of key corridors & older neighborhoods (60-70%?)

Positive: Greenbelts, Expressway, Key Locations (newer retail nodes and public buildings), upper end neighborhoods (30-40%?)

Many Places to Gather

- Convention Center & lake
- Botanical Plans
- Thriving Churches
- Many, Many Parks
- Arts District & Entertainment District
- Potential new Auditorium

Given the budgetary influence of the past 13 years, there are many more places to gather in McAllen now.

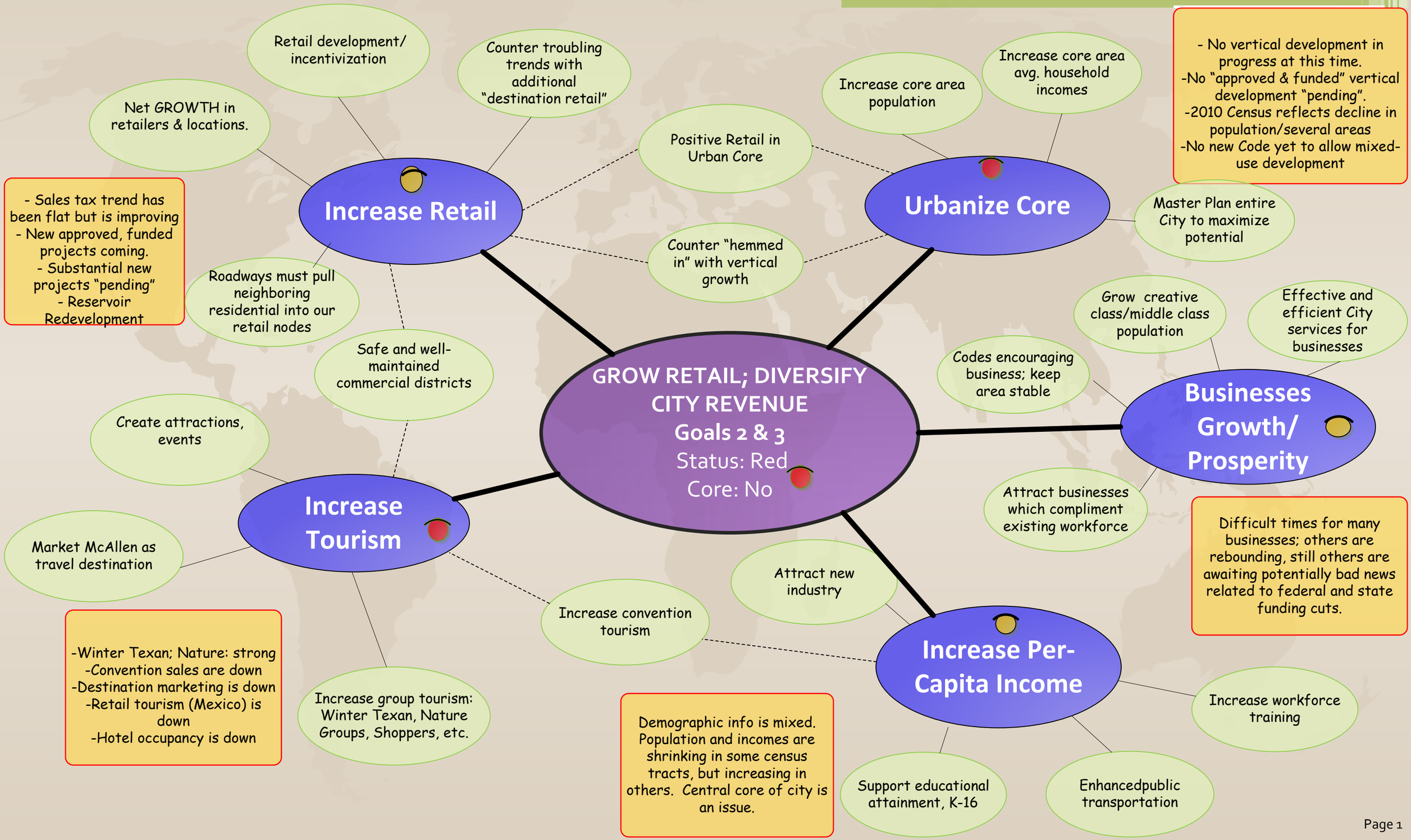
Rich Cultural Scene

- Multi-media promotion of culture
- Philanthropy (needed)
- Great public facilities
- Events for variety of users
- Active creative class youth

Calendar is full of local events, regional events, concerts, shows, art.

McAllen Strategic Business Plan: Goal Status

Cause and Effect Map



SAFE AND PREPARED

Goal 4

Status: Green

Core: Yes

Fire Prevention & Protection

- Inter-local cooperation
- McAllen has a very high level of service related to fire protection + good survey results
- 7 stations throughout City
- Fully manned force (not volunteer)
- Few Fire-related deaths
- State of the art facilities, equipment

Reduced Crimes

- Staffing above national averages
- Proactive
- McAllen has experienced a reduction in crime rates. This is in line with public perceptions, per survey.
- Aggressive use of public information
- Special mobile monitoring
- Cameras: Eyes on McAllen

Citizens "feel safe"

- A safe downtown
- North Station addition
- In a recently completed National Citizen Survey, our citizens felt MORE SAFE than national and state averages. Downtown was a problem.
- Citizen Survey Ratings of safety
- Safe open spaces, sidewalks, trails, bike lanes, transit
- Citizen Survey Ratings of their neighborhoods

Hurricane Preparedness

- Strong emergency management team, plans and infrastructure, good survey & image.
- Worst case scenario planning
- Recovery equipment, planning, mgt.
- Great facility
- Strong organization; experienced
- Communications infrastructure strong

Safe, compliant neighborhoods

- Compliance rates are problematic; "forced compliance" rates are high. May be losing ground in some areas..
- Neighborhood associations
- Enforced codes throughout the City
- Reverse demographic decline in population

HEALTHY FINANCES – CITIZEN FOCUS

Goal 5
Status: Green
Core: Yes

Strong Finances/ Healthy Reserves

- Technology for added efficiency
- Strong bond rating
- Strong rainy day funds
- Disciplined policies; enforced
- Decrease growth in expenditures

Expenditures were cut quickly when revenues dropped = NO cuts in service so far. Revenue improving; reserves remain in place and debt is low.

Efficiency

- Measure: Growth in inputs decreases; in outputs increases
- Reduce "red tape"
- Check vs. others
- Surveying for effectiveness

Staffing grew rapidly in the past decade. Finances have forced contraction – further "buy in" may be needed to reduce ranks further

Effectiveness

- Continual improvement of processes
- Business Plans, expectations
- Measured outcomes (versus "plan" or goal.
- Special project; focus groups

Effectiveness is judged by the end user, mainly our citizens. Ratings were very high for service deliveray.

Customer Service

- "Online" for ease of use
- Courtesy training
- Website info, openness, ease of operations
- Process mapping (Kaizen projects) to improve
- Modify, adapt to fit customers' needs

McAllen is doing very well in customer service, based upon surveys. Some areas continue to have a problem, in image at least. Emergency workers (Public Works, Traffic, Engineers, Utilities) are considered top notch in the area.

Best Practices; adaptability

- Dissemination of learning material
- Comparative data from all cities
- Training, continual improvement
- Membership: ICMA-CPM, TCMA, TML

Using information gathered from "best practice" reporting, studies, & data comparisons, keep abreast of the changing environment and newest ideas. Somewhat new, but functioning well.

STRONG INFRASTRUCTURE

Goal 6
Status: Green
Core: Yes

ALL SERVICE AREAS: GREAT SURVEY RESULTS

Service Delivery Structures

McAllen has STATE-OF-THE-ART public facilities. Investments in the past decade have surpassed previous City history.

- Development Services Building?
- Airport expansion
- Bridge improvements
- New Main library
- Convention center
- Pending Auditorium?

Water/Sewer

Huge new investments in the last few years WW Plant and Water Plant expansions; infrastructure improvements

- Increase core area avg. household incomes
- Increase core area population
- New wastewater treatment Plant
- New reservoir

Drainage/ Detention

- Some areas still have issues – even newer areas
- City has many RDF's (+), but may need pervious cover limits
- Increase holding capacity: ditches
- Increase drainage volume

Major drainage investments in McAllen relative to any area cities. Drainage infrastructure is a clear priority.

Mobility

- Traffic signal synchronization system
- Long-range transit planning
- Key intersection improvements
- Bicentennial Expansion (MAJOR)
- Traffic Operations Center
- Nolana restriping

McAllen has invested substantially in new roadways and improvements.

Traffic signalization and timing is a priority.