

CITY COUNCIL WORK SESSION

JUNE 16, 2026

The City Council of the City of McKinney, Texas met in work session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas on Tuesday, June 16, 2026 at 3:00 p.m.

The work session was streamed online at <https://mckinneytx.new.swagit.com/views/130>. A video recording of the meeting is available to members of the public through the City of McKinney meeting archive.

Mayor Bill Cox called the meeting to order at 3:01 p.m. upon determining a quorum consisting of himself and the following Council members were present: Mayor Pro Tem Geré Feltus and Councilmembers Patrick Cloutier, Rick Franklin, Michael Jones, Justin Beller, and Ernest Lynch.

These City of McKinney staff were present: City Manager Paul Girmes, Assistant City Manager Barry Shelton, Assistant City Manager Steve Tilton, Assistant City Manager Trevor Minyard, Assistant City Manager Jennifer Arnold, City Attorney Mark Houser, First Assistant City Attorney Benjamin Samples, Assistant to the City Manager Nimra Zubair, IMCA Fellow Emily Ann Brier, Director of Park and Recreation Amy Kinkade, Executive Director of Development Services Michael Quint, Director of Engineering Gary Graham, Director of Marketing & Communications Coco Good, Director of Code Services Phillip Hubbard, Director of Cultural District, Director of Airports Ken Carley, Fire Chief Paul Dow, MEDC President Michael Kowski, MCDC President Cindy Schnible, Director of Planning Lucas Raley, Deputy City Secretary Tenitrus Parchman, Assistant Director of Parks & Recreation Erica Lyght, Assistant Director of Parks & Recreation Robert Gaylor, Director of Public Works Ryan Gillingham, Senior Environmental Services Manager Eric Hopes, Health Compliance Manager Richard Milam, Procurement Manager Tracey Epps, Assistant Procurement Manager Mindy Smith, Facilities Construction Manager Patricia Jackson, Emergency Management Administrator Karen Adkins, Marketing & Branding Manager Michelle Feldker, Sustainability Manager Sujata Gautam, Environmental Outreach & Engagement Coordinator Brenda Cates, Civil Engineer II Robyn Root, Parks Construction Project Coordinator Dakota Cryer, Senior Executive Communications and

Public Relations Manager Aschelle Morgan, Grants Program Manager Elena Berg, Planner II Cameron Christie, Planning Manager Cassie Bumgarner, Administrative Assistant Sheridan Burns, City Secretary Intern Malachi Robinson, Audio Visual Technician Joshua Arias, and Police Officer Ronald Westbrooks.

There were approximately ten (10) members of the public present.

Mayor Cox called for Public Comments on Agenda Items

Kim Black, 509 N. Kentucky Street, McKinney, Texas 75069 addressed the Council regarding work session agenda item 26-0496, Downtown Parking Structure project.

Mayor Cox called for Information Sharing.

26-0555 Presentation on the International City / County Management Association (ICMA) Local Government Management Fellowship (LGMF)

Mayor Cox called for Agenda Items.

26-0496 Consider/Discuss the Design Concept for the McKinney Downtown Parking Structure Project (Project No. FC2634)

The amended presentation, not included in the posted agenda, has been included in these minutes as Appendix A: 26-0496 Downtown Parking.

26-0491 Consider/Discuss Options for the Regulation of 'Vape or Smoke Shops' in the City of McKinney

26-0556 Consider/Discuss Mosquito Control Program

26-0557 Communication Plan for Recycling Initiative

The presentation, not included in the posted agenda, has been included in these minutes as Appendix B: 26-0557 Recycling Initiative.

Mayor Cox called for Council Liaison Updates regarding City Boards & Commissions; at which time there were none.

Mayor Cox called for Executive Session at 5:02 p.m., in accordance with the Texas Government Code:

A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)

- Second Amendment to 2022 Amended and Restated Development Agreement
- Trinity Falls

B. Section 551.071 (A) Pending or contemplated litigation

- City of McKinney, Texas v. City of Melissa, Texas (boundary agreement)
- North Texas Conservation Association et al, Plaintiffs, v. McKinney Community Development Corporation et al, Defendants, 471st District Court, Collin County, Texas, Cause No. 471-01849-2026

C. Section 551.072. Deliberations about Real Property

- Municipal Facilities

The Council returned to work session at 5:41 p.m. All members except Mayor Pro Tem Feltus and Councilmembers Jones and Beller. No action was taken on items discussed in closed session.

Council unanimously approved the motion by Councilmember Cloutier, seconded by Councilmember Lynch, to adjourn the meeting at 5:41 p.m.

These minutes were approved by the City Council on July 7, 2026.

SIGNED:

BILL COX, Mayor
GERÉ FELTUS, Mayor Pro Tem

ATTEST:

EMPRESS DRANE, City Secretary
TENITRUS PARCHMAN, Deputy City Secretary

City of McKinney, Texas

Appendix A: 26-0496 Downtown Parking
Appendix B: 26-0557 Recycling Initiative

Downtown Parking Structure

Discussion No. 2

June 16, 2026



Downtown Parking Structure

Key Decision Points

1. Select the preferred site location.
2. Evaluate traffic circulation taking into consideration traffic efficiency and pedestrian safety.
3. Determine if retail should be included and how it should be managed.
4. Establish funding strategy and acceptable debt approach.
5. Establish architectural expectations and design character.



Downtown Parking Structure

Key Decision Points

1. Select the preferred site location.
2. Evaluate traffic circulation taking into consideration traffic efficiency and pedestrian safety.
3. Determine whether retail should be included and how it should be managed.
4. Establish funding strategy and acceptable debt approach.
5. Establish architectural expectations and design character.



Downtown Parking Structure



Future Demand:
 Past studies indicate an overall future parking deficit in CBD
 2,500 spaces needed at full development



Downtown Parking Structure



Future Demand:
 100-key hotel and 5-story office
 425 parking spaces



PARKING STRUCTURE CONCEPT # 1

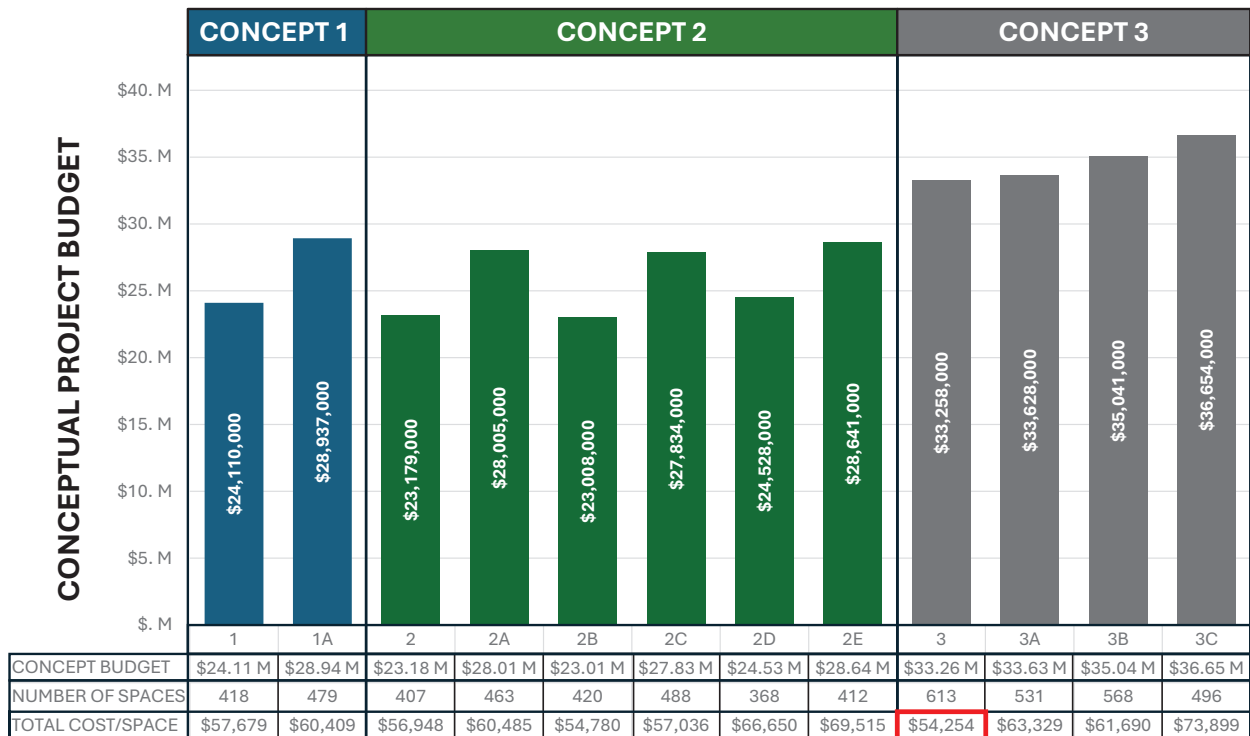




PARKING STRUCTURE CONCEPT # 2



PARKING STRUCTURE CONCEPT # 3



Downtown Parking Structure

Where is the best location for a parking structure?

Key Policy Questions for Council Discussion

- Future redevelopment catalyst: Which location is most likely to stimulate private investment?
- Walkability and user behavior: How far are visitors willing to walk from structured parking?
- Timing: Should parking be constructed now, or be phased with redevelopment activity?
- Opportunity cost: What is the highest and best use of each site over the next 20–30 years?
- Financial return: What are the long-term tax base implications of dedicating each site to parking versus redevelopment?



Downtown Parking Structure

Walkability and user behavior: How far are visitors willing to walk from structured parking?

LEVEL OF SERVICE (LOS) USER SATISFACTION CHART

LOS A	Very good - Nearly all users satisfied.
LOS B	Good - Three-quarters of the users are satisfied.
LOS C	Average - Over half of users are satisfied.
LOS D	Poor - Over half of users are unsatisfied.

RECOMMENDED WAYFINDING DESIGN GUIDELINES

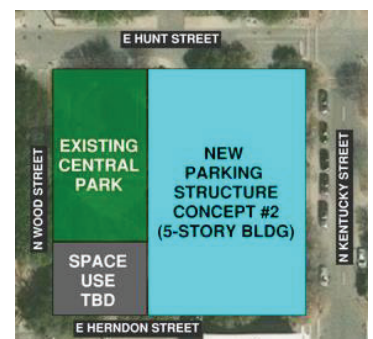
Design Element	LOS A	LOS B	LOS C	LOS D
Parking to destination (Outdoors, uncovered)	400' (2 blocks)	800' (4 blocks)	1,200' (6 blocks)	1,600' (8 blocks)



Downtown Parking Structure

Option 1 and 2 Location Evaluation

Advantages	Disadvantages
Preserves redevelopment opportunities for former Dev Services site	Greater walking distance between parking and potential commercial uses on former City Hall site
Opportunity for integration of future park space with Hall Library and surrounding civic uses	Property could have greater future redevelopment value if not utilized as a parking structure
Lowest estimated project cost	Provides lowest parking capacity of evaluated options



Downtown Parking Structure

Option 3 Location Evaluation

Advantages	Disadvantages
Provides the highest parking capacity of evaluated options	Property could have greater future redevelopment value if not utilized as a parking structure
Lowest estimated cost per parking space	Highest overall cost
Provides most direct support to future office, hotel, retail, and mixed-use redevelopment opportunities	



Downtown Parking Structure

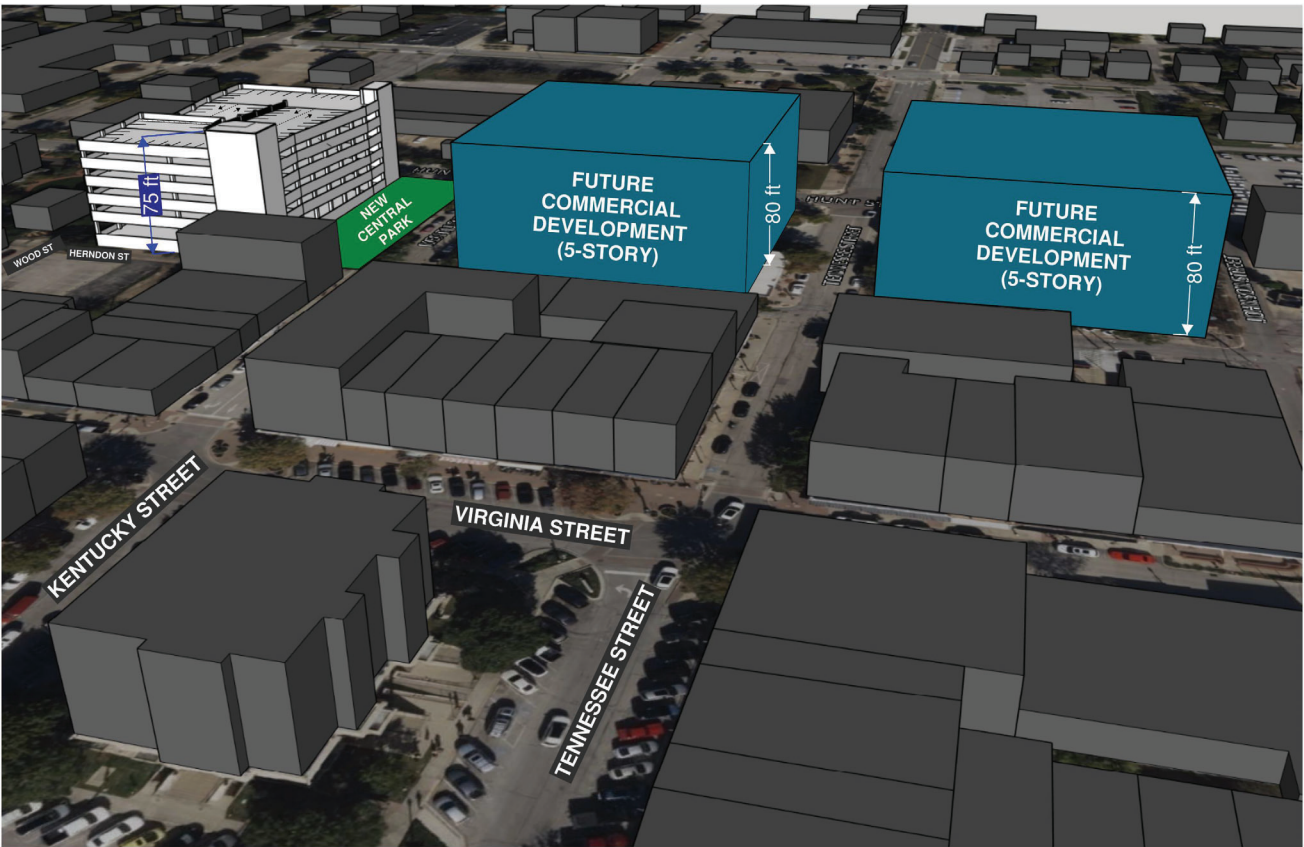
Council Feedback / Discussion



Downtown Parking Structure

Supporting Slides





CONCEPT #1



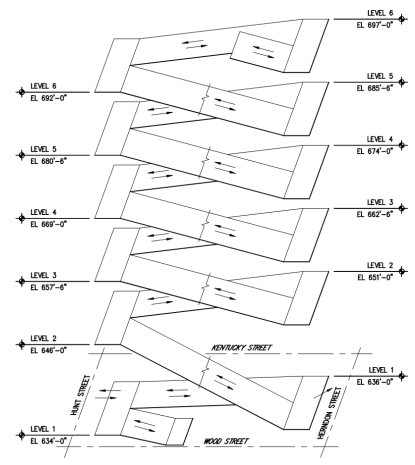
CONCEPT #2



CONCEPT #3



CONCEPT 1
SITE PLAN



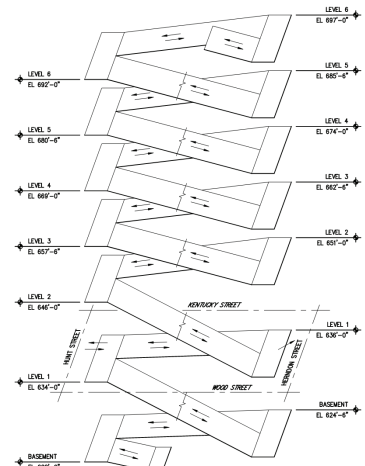
CONCEPT 1
ISOMETRIC VIEW
NOT TO SCALE

CONCEPT 1:

- 418 PARKING SPACES
- 360 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- NO RETAIL SPACE



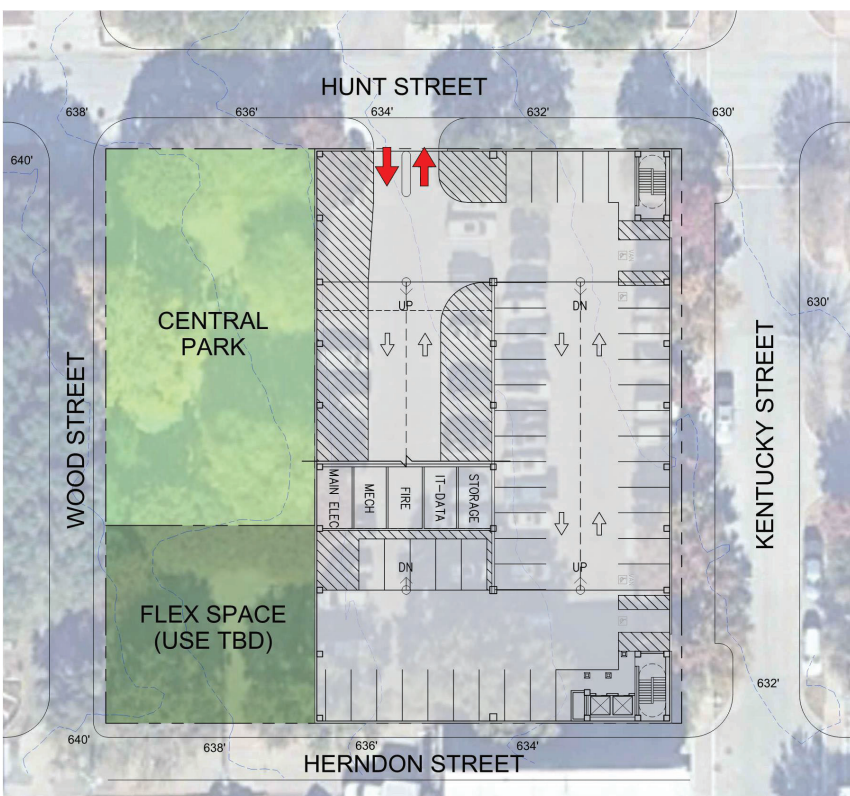
CONCEPT 1A
SITE PLAN



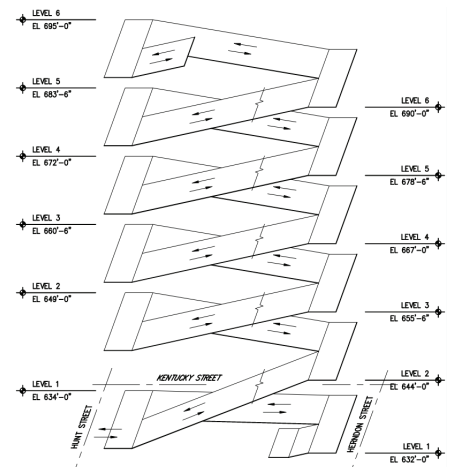
CONCEPT 1A
ISOMETRIC VIEW
NOT TO SCALE

CONCEPT 1A:

- 479 PARKING SPACES
- 367 SF/SPACE EFFICIENCY
- (1) BELOW GRADE LEVEL
- EXPRESS RAMP
- NO RETAIL SPACE



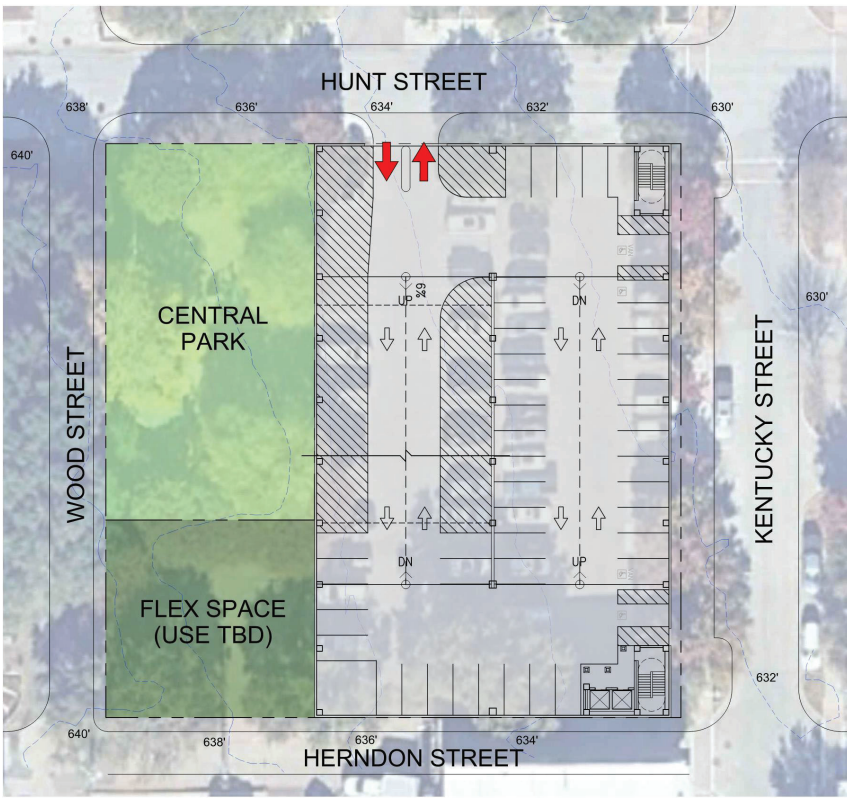
CONCEPT 2
SITE PLAN



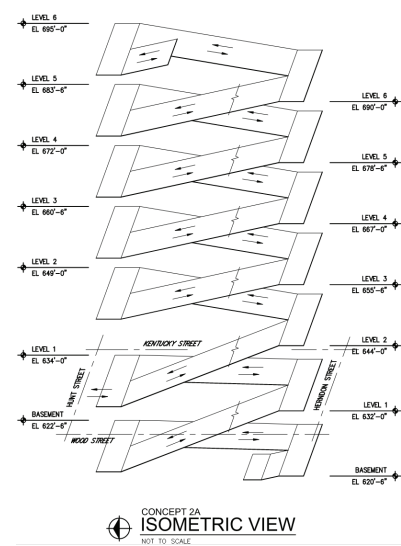
CONCEPT 2
ISOMETRIC VIEW
NOT TO SCALE

CONCEPT 2:

- 407 PARKING SPACES
- 366 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- NO RETAIL SPACE



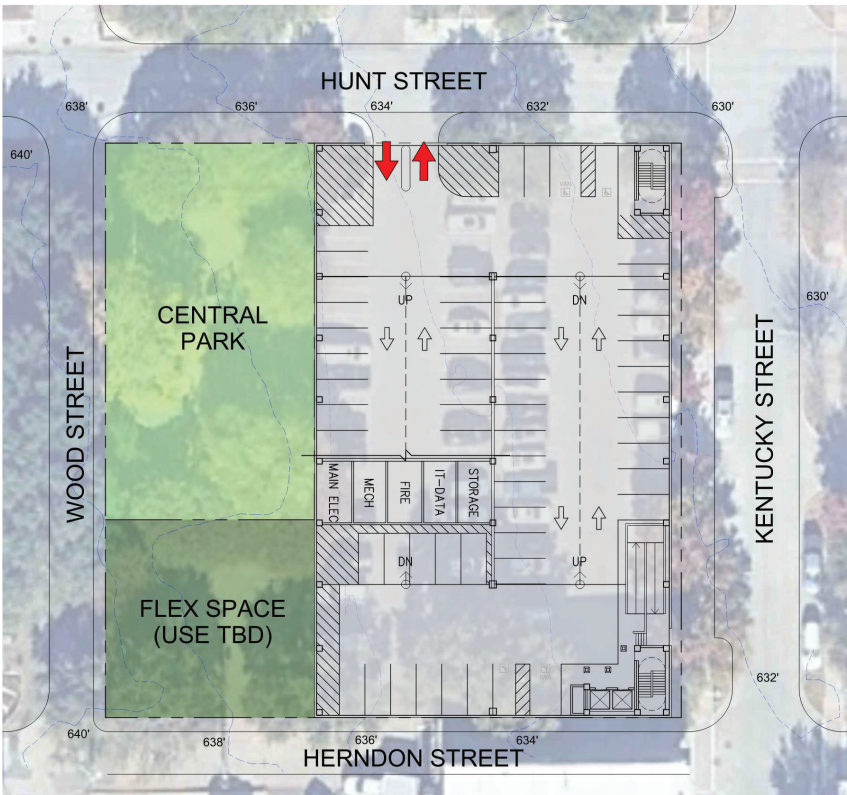
CONCEPT 2A
SITE PLAN



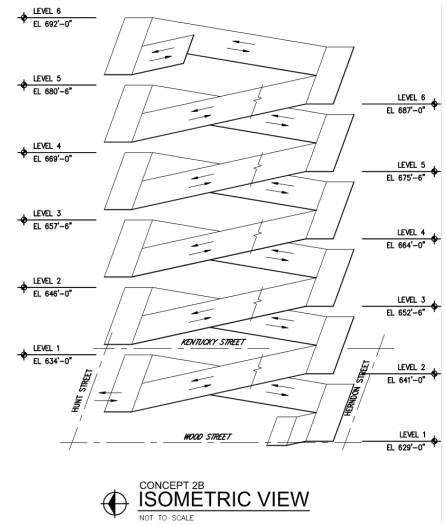
CONCEPT 2A
ISOMETRIC VIEW
NOT TO SCALE

CONCEPT 2A:

- 463 PARKING SPACES
- 377 SF/SPACE EFFICIENCY
- (1) LEVEL BELOW GRADE
- EXPRESS RAMP
- NO RETAIL SPACE



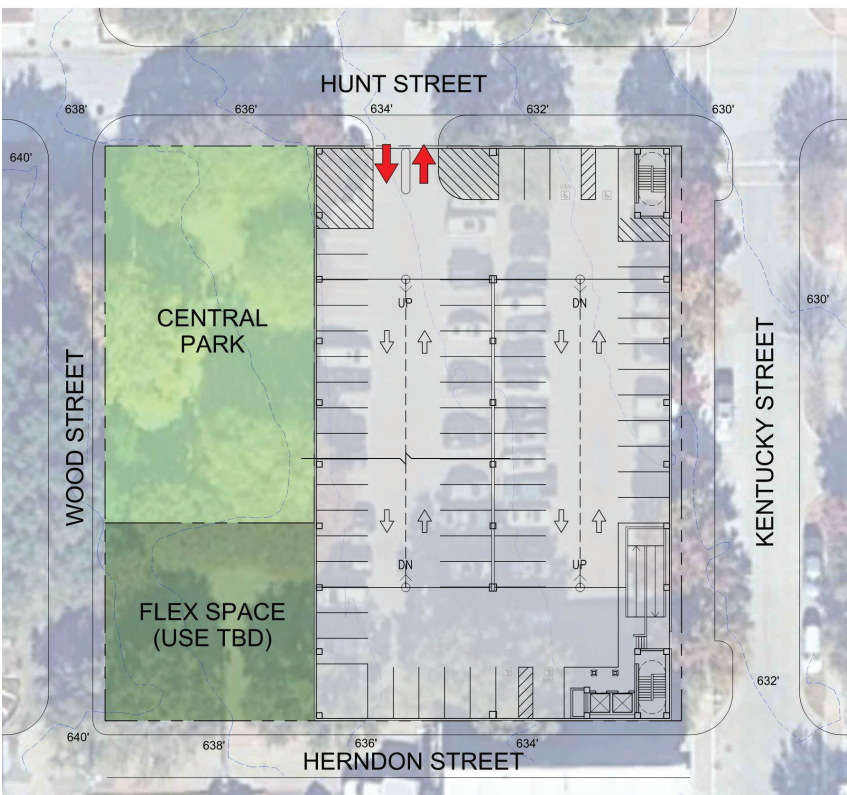
CONCEPT 2B
SITE PLAN



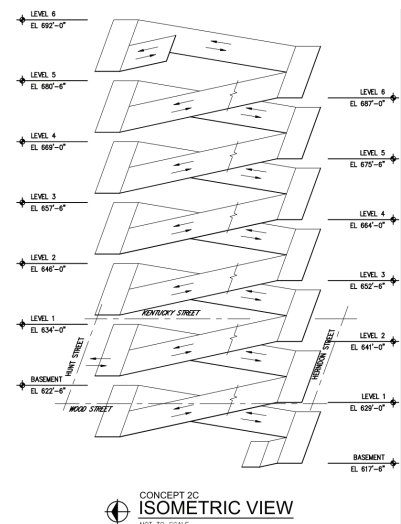
CONCEPT 2B
ISOMETRIC VIEW
NOT TO SCALE

CONCEPT 2B:

- 420 PARKING SPACES
- 355 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- NO EXPRESS RAMP
- NO RETAIL SPACE



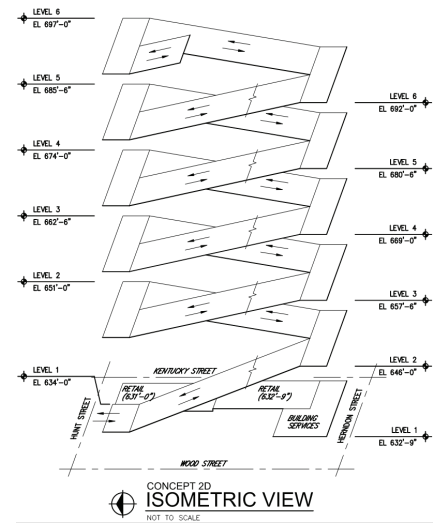
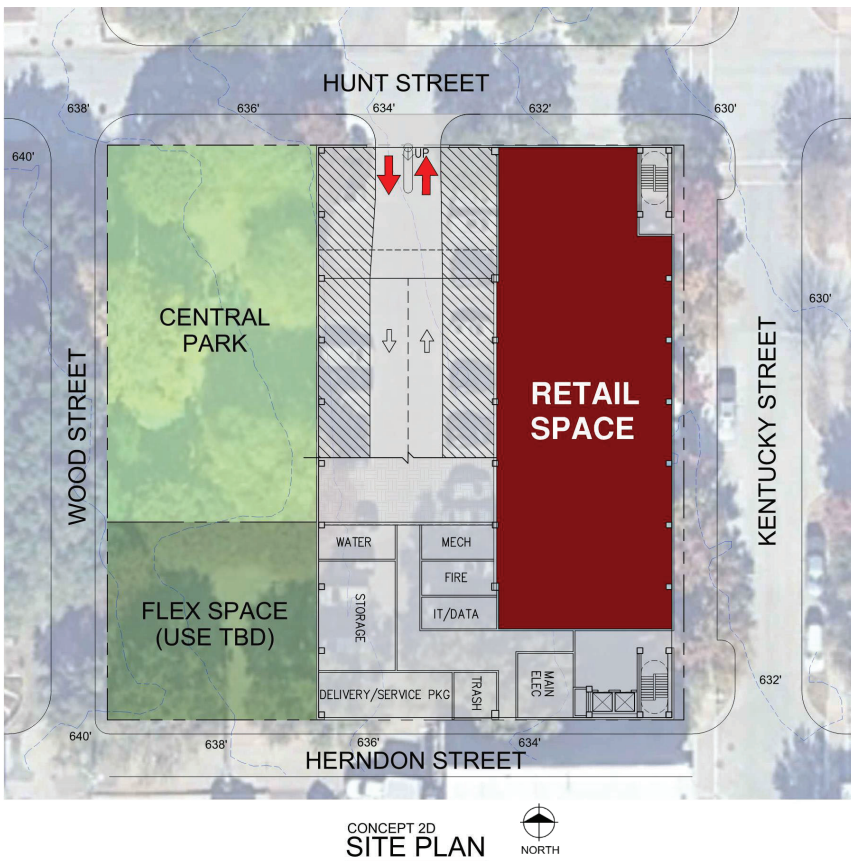
CONCEPT 2C
SITE PLAN



CONCEPT 2C
ISOMETRIC VIEW
NOT TO SCALE

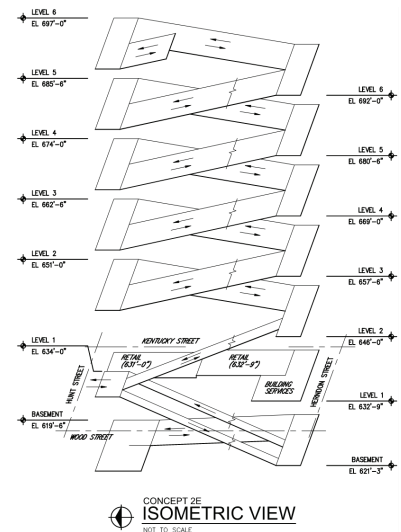
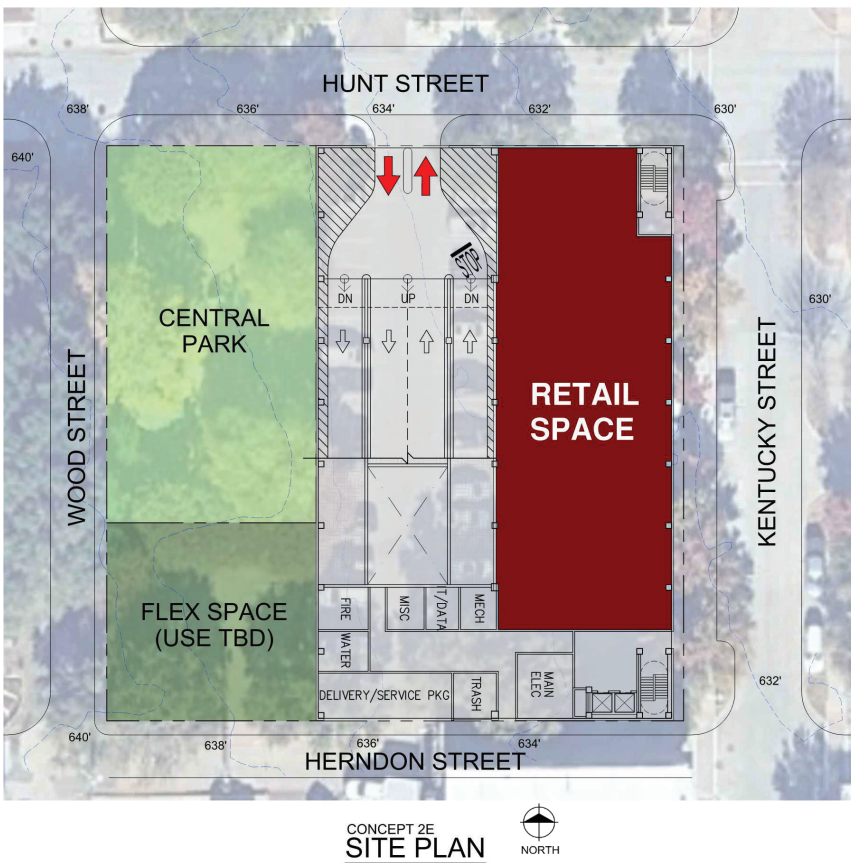
CONCEPT 2C:

- 488 PARKING SPACES
- 357 SF/SPACE EFFICIENCY
- (1) LEVEL BELOW GRADE
- NO EXPRESS RAMP
- NO RETAIL SPACE



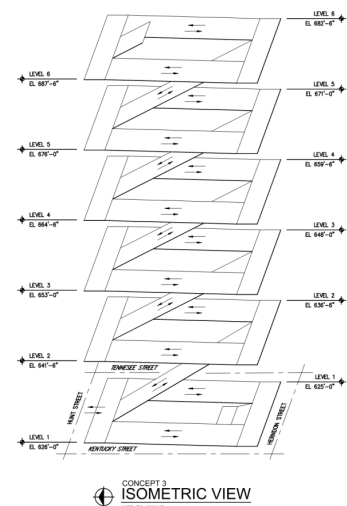
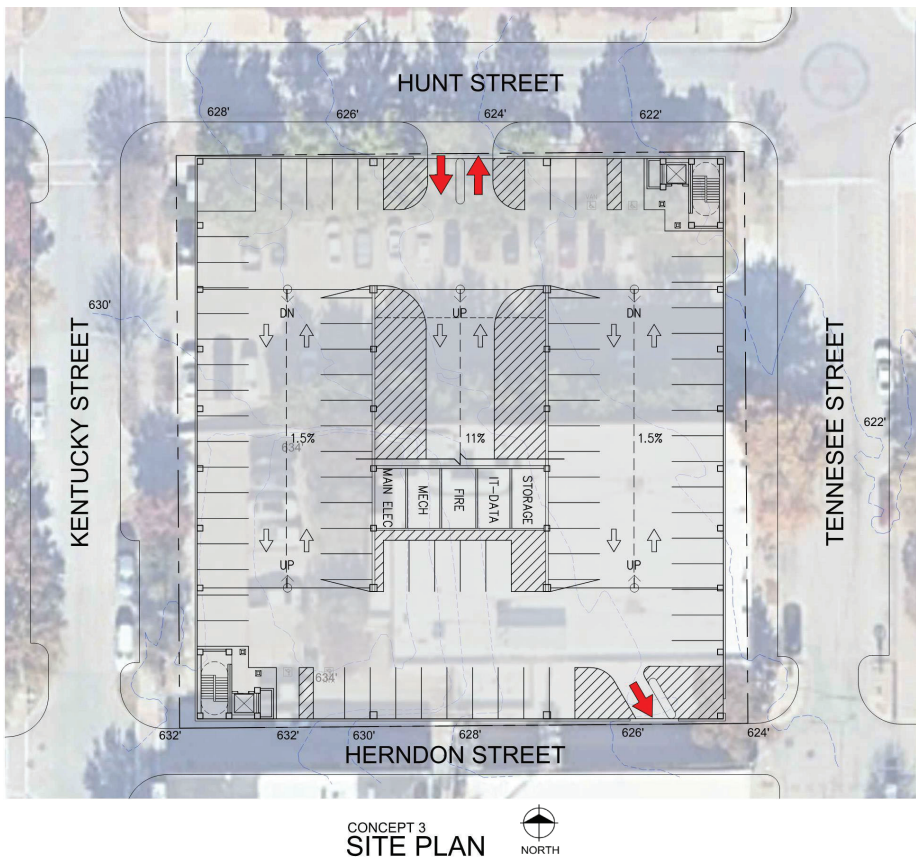
CONCEPT 2D:

- 368 PARKING SPACES
- 362 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- 10,000 SF RETAIL SPACE



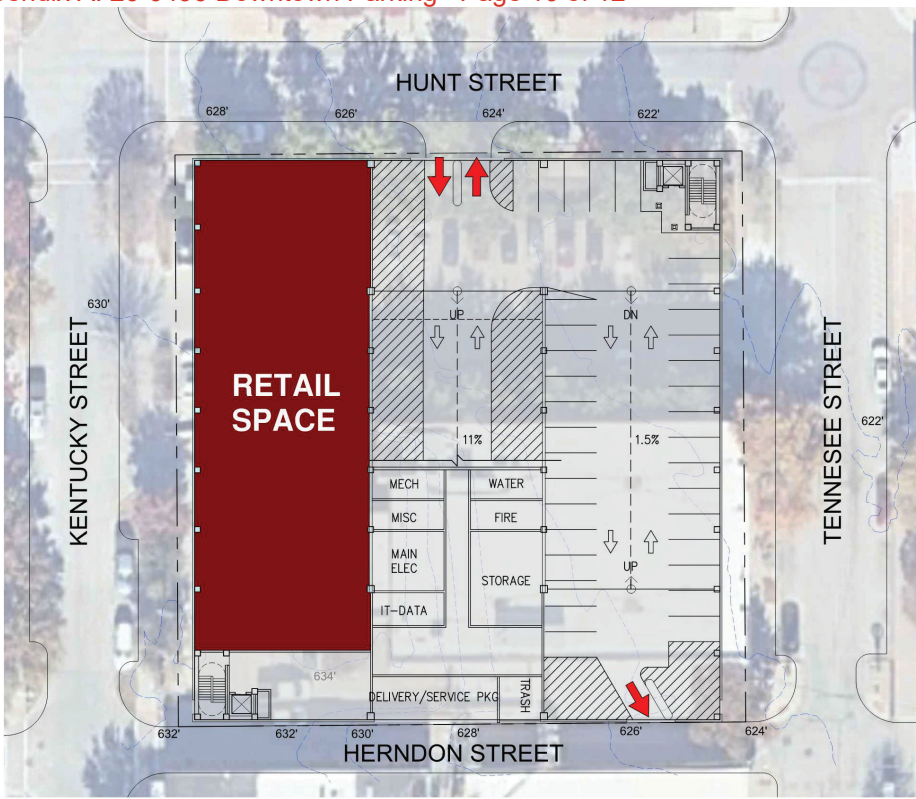
CONCEPT 2E:

- 412 PARKING SPACES
- 375 SF/SPACE EFFICIENCY
- (1) BELOW GRADE LEVEL
- EXPRESS RAMP
- 10,000 SF RETAIL SPACE

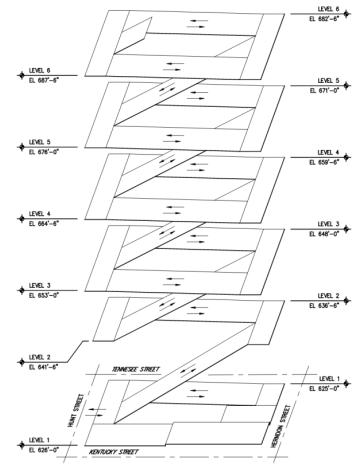


CONCEPT 3:

- 613 PARKING SPACES
- 356 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- NO RETAIL SPACE



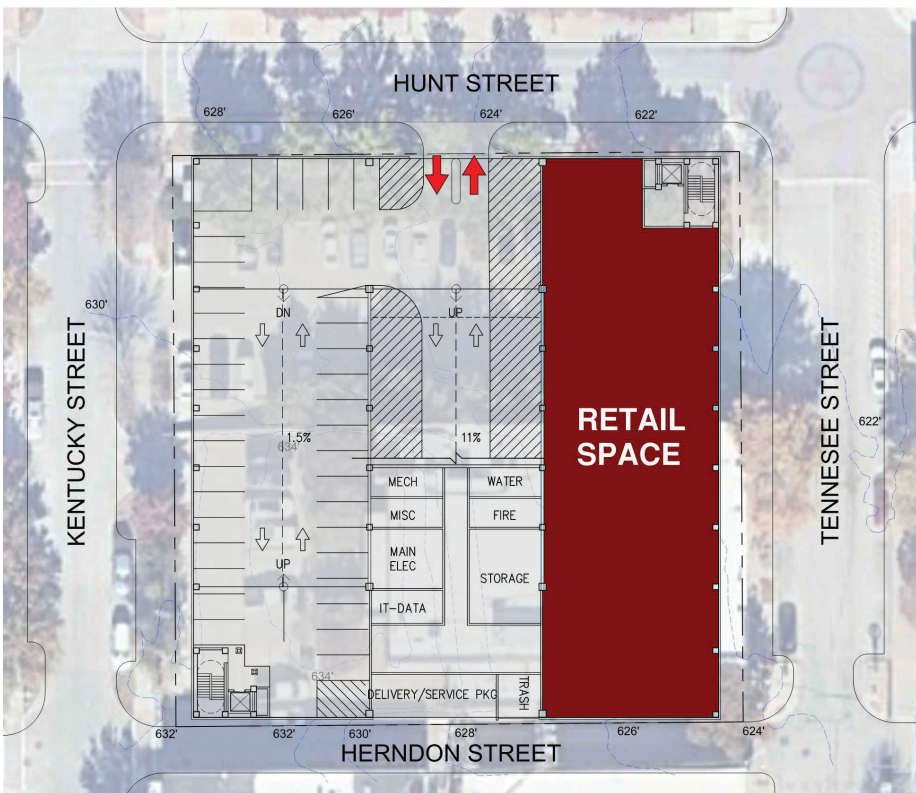
CONCEPT 3A
SITE PLAN



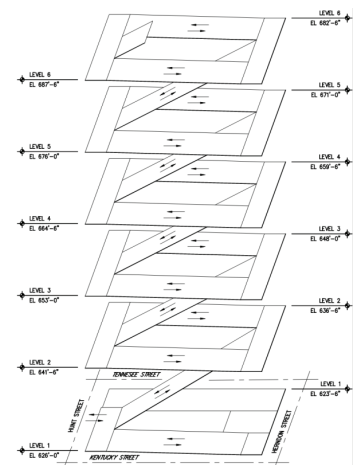
CONCEPT 3A
ISOMETRIC VIEW

CONCEPT 3A:

- 531 PARKING SPACES
- 360 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- 10,800 SF RETAIL SPACE



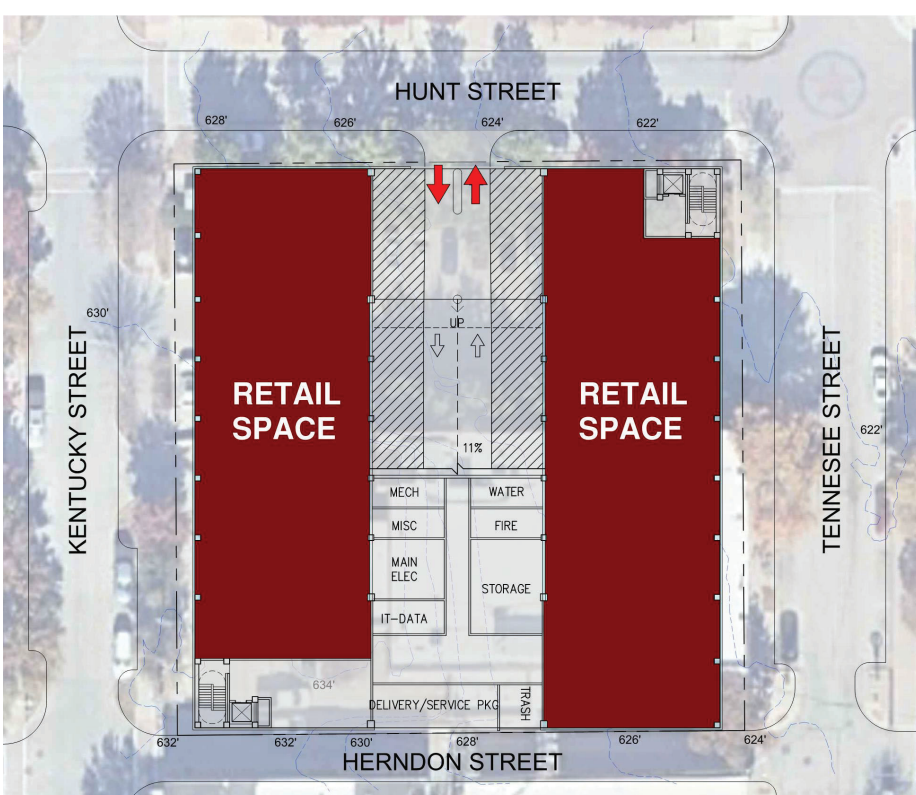
CONCEPT 3B
SITE PLAN



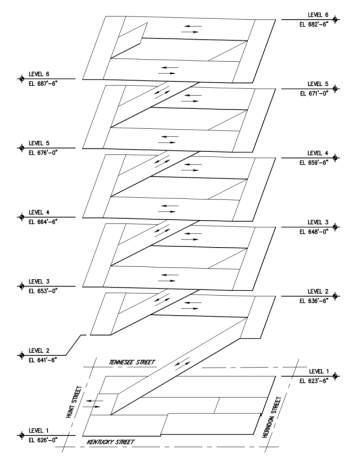
CONCEPT 3B
ISOMETRIC VIEW

CONCEPT 3B:

- 568 PARKING SPACES
- 356 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- 12,000 SF RETAIL SPACE



CONCEPT 3C
SITE PLAN



CONCEPT 3C
ISOMETRIC VIEW

CONCEPT 3C:

- 496 PARKING SPACES
- 386 SF/SPACE EFFICIENCY
- ALL ABOVE GRADE
- EXPRESS RAMP
- 22,800 SF RETAIL SPACE

DOWNTOWN MCKINNEY PARKING STRUCTURE
Concept #2 Summary & Opinion of Probable Costs

Fishbeck Project Number 2600416
May 18, 2026

PARKING STRUCTURE			CONCEPT DESIGNATION						
			2	2A	2B	2C	2D	2E	
GENERAL									
1	Number of Spaces		407	463	420	488	368	412	
2	Number of Levels Above Grade		6	6	6	6	6	6	
3	Number of Levels Below Grade		0	1	0	1	0	1	
4	Express Ramp Access?		Express Ramp	Express Ramp	No Express Ramp	No Express Ramp	Express Ramp	Express Ramp	
5	Commercial (Retail) Space?		No Retail Space	No Retail Space	No Retail Space	No Retail Space	Retail Space	Retail Space	
BUILDING AREAS & PARKING EFFICIENCY									
6	Parking Area Above Grade (SF)		149,100	150,600	149,100	150,600	133,300	131,800	
7	Parking Area Below Grade (SF)		0	23,800	0	23,800	0	22,600	
8	Total Parking Area (SF)		149,100	174,400	149,100	174,400	133,300	154,400	
9	Building Service Area - MEP, Storage, etc. (SF)		1,500	1,500	1,500	1,500	5,800	5,800	
10	Total Building Area Without Commercial Space (SF)		150,600	175,900	150,600	175,900	139,100	160,200	
11	Commercial/Retail Space Area (SF)		0	0	0	0	10,000	10,000	
12	Parking Efficiency (SF/Parking Space)		366	377	355	357	362	375	
13	Primary Building Elevations Area - Along Kentucky St and Hunt St (SF)		22,398	22,398	21,088	21,088	22,725	22,725	
14	Other Building Elevations Area - Along Herndon St and Central Park (SF)		20,911	20,911	20,054	20,054	21,239	21,239	
OPINION OF PROBABLE CONSTRUCTION COST									
		Units	Unit Cost	Probable Cost					
15	Basic Above Grade Parking Structure Cost	SF	\$ 85.00	\$ 12,801,000	\$ 12,801,000	\$ 12,801,000	\$ 12,801,000	\$ 12,673,500	\$ 12,546,000
16	CIP P/T Concrete Structural System Cost Premium	SF	\$ 6.00	\$ 903,600	\$ 1,055,400	\$ 903,600	\$ 1,055,400	\$ 894,600	\$ 1,021,200
17	Above Grade Levels Fire Protection	SF	\$ 6.00	\$ 903,600	\$ 903,600	\$ 903,600	\$ 903,600	\$ 834,600	\$ 825,600
18	Basic Above Grade Parking Structure Cost Subtotal			\$ 14,608,200	\$ 14,760,000	\$ 14,608,200	\$ 14,760,000	\$ 14,402,700	\$ 14,392,800
19	Basic Below Grade Parking Structure Unit Cost	SF	\$ 135.00	\$ -	\$ 3,415,500	\$ -	\$ 3,415,500	\$ -	\$ 3,051,000
20	Commercial/Retail White Box (Shell Space) Additional Cost	SF	\$ 120.00	\$ -	\$ -	\$ -	\$ -	\$ 1,200,000	\$ 1,200,000
21	Basic Building Cost Total			\$ 14,608,200	\$ 18,175,500	\$ 14,608,200	\$ 18,175,500	\$ 15,602,700	\$ 18,643,800
22	Primary Building Elevations (70% Coverage) - Historic Theme Façade	VSF	\$ 100.00	\$ 1,567,825	\$ 1,567,825	\$ 1,476,125	\$ 1,476,125	\$ 1,590,750	\$ 1,590,750
23	Other Building Elevations (65% Coverage) - Façade Treatment	VSF	\$ 65.00	\$ 883,490	\$ 883,490	\$ 847,282	\$ 847,282	\$ 897,327	\$ 897,327
24	White Stained Ceilings	SF	\$ 2.00	\$ 250,000	\$ 300,600	\$ 250,000	\$ 300,600	\$ 230,000	\$ 272,200
25	Parking Guidance System	ALL	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
26	EV Charging Stations (5 dual stations)	ALL	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000
27	New Central Park (within same parcel)	ALL	N/A	N/A	N/A	N/A	N/A	N/A	N/A
28	Utility Relocation	ALL	TBD	TBD	TBD	TBD	TBD	TBD	TBD
29	Building Enhancements and Other Costs Total			\$ 2,766,315	\$ 2,816,915	\$ 2,638,407	\$ 2,689,007	\$ 2,783,077	\$ 2,825,277
30	CONSTRUCTION SUBTOTAL			\$ 17,374,515	\$ 20,992,415	\$ 17,246,607	\$ 20,864,507	\$ 18,385,777	\$ 21,469,077
31	CONCEPT DESIGN/ESTIMATING CONTINGENCY (10%)			\$ 1,737,451	\$ 2,099,241	\$ 1,724,661	\$ 2,086,451	\$ 1,838,578	\$ 2,146,908
32	ESCALATION - 2027 Construction (5%)			\$ 955,598	\$ 1,154,583	\$ 948,563	\$ 1,147,548	\$ 1,011,218	\$ 1,180,799
33	CONSTRUCTION CONTINGENCY (5%)			\$ 1,003,378	\$ 1,212,312	\$ 995,992	\$ 1,204,926	\$ 1,061,779	\$ 1,239,839
34	PROBABLE CONSTRUCTION COST			\$ 21,070,943	\$ 25,458,551	\$ 20,915,822	\$ 25,303,430	\$ 22,297,351	\$ 26,036,623
35	SOFT COSTS (10%)			\$ 2,107,094	\$ 2,545,855	\$ 2,091,582	\$ 2,530,343	\$ 2,229,735	\$ 2,603,662
36	CONCEPTUAL PROJECT BUDGET			\$ 23,178,037	\$ 28,004,406	\$ 23,007,404	\$ 27,833,773	\$ 24,527,086	\$ 28,640,285
37	Total Parking Structure Cost (\$/SF)			\$ 153.90	\$ 159.21	\$ 152.77	\$ 158.24	\$ 164.50	\$ 168.27
38	Cost Per Parking Space (\$/Parking Space) - Based on Probable Construction Cost			\$ 51,771	\$ 54,986	\$ 49,800	\$ 51,851	\$ 60,591	\$ 63,196
39	Cost Per Parking Space (\$/Parking Space) - Based on Project Budget			\$ 56,948	\$ 60,485	\$ 54,780	\$ 57,036	\$ 66,650	\$ 69,515

ALL = ALLOWANCE; EA = EACH; NA = NOT APPLICABLE; SF = SQUARE FEET; TBD = TO BE DETERMINED; VSF = VERTICAL SURFACE SQUARE FEET

DOWNTOWN MCKINNEY PARKING STRUCTURE
Concept #3 Summary & Opinion of Probable Costs

Fishbeck Project Number 2600416
May 18, 2026

PARKING STRUCTURE			CONCEPT DESIGNATION			
			3	3A	3B	3C
GENERAL						
1	Number of Spaces		613	531	568	496
2	Number of Levels Above Grade		6	6	6	6
3	Number of Levels Below Grade		0	0	0	0
4	Express Ramp Access?		Express Ramp	Express Ramp	Express Ramp	Express Ramp
5	Commercial (Retail) Space?		No Retail Space	Retail along Kentucky	Retail along Tennessee	Kentucky & Tennessee
BUILDING AREAS & PARKING EFFICIENCY						
6	Parking Area Above Grade (SF)		218,200	191,200	202,300	191,500
7	Parking Area Below Grade (SF)		0	0	0	0
8	Total Parking Area (SF)		218,200	191,200	202,300	191,500
9	Building Service Area - MEP, Storage, etc. (SF)		1,500	6,900	5,400	5,400
10	Total Building Area Without Commercial Space (SF)		219,700	198,100	207,700	196,900
11	Commercial/Retail Space Area (SF)		0	11,500	12,000	22,800
12	Parking Efficiency (SF/Parking Space)		356	360	356	386
13	Primary Building Elevations Area - Along Kentucky St, Hunt St or Tennessee St (SF)		38,893	38,893	38,893	38,893
14	Other Building Elevations Area - Along Herndon St, new Park or Wood St (SF)		11,004	11,004	11,004	11,004
OPINION OF PROBABLE CONSTRUCTION COST						
		Units	Unit Cost			
15	Basic Above Grade Parking Structure Cost	SF	\$ 85.00	\$ 18,674,500	\$ 17,816,000	\$ 18,674,500
16	CIP P/T Concrete Structural System Cost Premium	SF	\$ 6.00	\$ 1,318,200	\$ 1,257,600	\$ 1,318,200
17	Above Grade Levels Fire Protection	SF	\$ 6.00	\$ 1,318,200	\$ 1,188,600	\$ 1,246,200
18	Basic Above Grade Parking Structure Cost Subtotal			\$ 21,310,900	\$ 20,262,200	\$ 21,238,900
19	Basic Below Grade Parking Structure Unit Cost	SF	\$ 135.00	\$ -	\$ -	\$ -
20	Commercial/Retail White Box (Shell Space) Additional Cost	SF	\$ 120.00	\$ -	\$ 1,380,000	\$ 1,440,000
21	Basic Building Cost Total			\$ 21,310,900	\$ 21,642,200	\$ 22,678,900
22	Primary Building Elevations (70% Coverage) - Historic Theme Façade	VSF	\$ 100.00	\$ 2,722,510	\$ 2,722,510	\$ 2,722,510
23	Other Building Elevations (65% Coverage) - Façade Treatment	VSF	\$ 65.00	\$ 464,898	\$ 464,898	\$ 464,898
24	White Stained Ceilings	SF	\$ 2.00	\$ 367,000	\$ 313,000	\$ 335,200
25	Parking Guidance System	ALL	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
26	EV Charging Stations (5 dual stations)	ALL	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000
27	New Central Park (within same parcel)	ALL	N/A	N/A	N/A	N/A
28	Utility Relocation	ALL	TBD	TBD	TBD	TBD
29	Building Enhancements and Other Costs Total			\$ 3,619,408	\$ 3,565,408	\$ 3,587,608
30	CONSTRUCTION SUBTOTAL			\$ 24,930,308	\$ 25,207,608	\$ 26,266,508
31	CONCEPT DESIGN/ESTIMATING CONTINGENCY (10%)			\$ 2,493,031	\$ 2,520,761	\$ 2,626,651
32	ESCALATION - 2027 Construction (5%)			\$ 1,371,167	\$ 1,386,418	\$ 1,444,658
33	CONSTRUCTION CONTINGENCY (5%)			\$ 1,439,725	\$ 1,455,739	\$ 1,516,891
34	PROBABLE CONSTRUCTION COST			\$ 30,234,231	\$ 30,570,526	\$ 31,854,707
35	SOFT COSTS (10%)			\$ 3,023,423	\$ 3,057,053	\$ 3,185,471
36	CONCEPTUAL PROJECT BUDGET			\$ 33,257,654	\$ 33,627,579	\$ 35,040,178
37	Total Parking Structure Cost (\$/SF)			\$ 151.38	\$ 160.44	\$ 159.49
38	Cost Per Parking Space (\$/Parking Space) - Based on Probable Construction Cost			\$ 49,322	\$ 57,572	\$ 56,082
39	Cost Per Parking Space (\$/Parking Space) - Based on Project Budget			\$ 54,254	\$ 63,329	\$ 61,690

ALL = ALLOWANCE; EA = EACH; NA = NOT APPLICABLE; SF = SQUARE FEET; TBD = TO BE DETERMINED; VSF = VERTICAL SURFACE SQUARE FEET

Grant Project Update:

Communication Plan for Grant Funded Recycling Initiative



Sujata Gautam, Sustainability Manager
Office of Environmental Sustainability

OVERVIEW

- Purpose of Recycling Initiative
- Sustainability Roadmap
- Project Overview & Timeline
- Communication Plan
- Questions

City of McKinney

SUSTAINABILITY ROADMAP

2025-2030

Adopted January 2026

Materials Management

Water Conservation

Air Quality

Stormwater Management

In support of Council Goals: (5.3) Develop sustainable quality of life improvements;
(5.4) Promote environmental stewardship initiatives.

MATERIALS MANAGEMENT

GOAL: Reduce recycling contamination

WHY: Contaminated recycling increases costs, as materials must be hauled to the landfill for disposal

TARGET: Lower contamination from 41–49% to 20–25%



Recycling Contamination Reduction Initiative



Smart Cameras on Recycling Trucks

Collection trucks equipped with AI-powered cameras can identify contamination in recycling carts as materials are collected. When contaminants are detected, households receive a postcard with images of their cart and the incorrect items clearly highlighted and labeled.



How It Works

- 1 Install smart cameras on collection trucks and gather baseline data over at least four collection cycles.
- 2 Inform residents about the project through an educational mailer, press release, and other outreach.
- 3 Send mailers with contamination feedback and recycling guidance.
- 4 Collect post-project data to compare with baseline levels and measure impact.

Outcomes

Cost
approximately \$5 - \$10 per household

Participation
maintain or increase average household recycling set out

Contamination
23 - 41% average reduction in contamination



November 2025 – July 2026 : Baseline Data & Content Development

- Conduct capture rate study to obtain baseline data on recycling contamination
- Conduct Survey & Focus Groups
- Develop Outreach & Education materials based on data and feedback

October – Feb 2027: Analyze Results

- Conduct post capture rate study
- Evaluate contamination rates
- Opportunity for select households to receive in home recycling bin

July – October 2026: Implement Communication Plan

- Public announcement to communicate news of upcoming educational recycling materials
- Mail info-magnets
- Mail feedback mailers based on contamination data

Communication Plan



Magnet Info Card Mailer

Thanks for recycling these items!

✓ Cans
Aluminum and steel cans (empty and dry)

Paper, cardboard, and paperboard
Flattened cardboard boxes, food boxes, magazines, paper, and mail

Plastic containers
Plastic bottles and containers (empty and dry)

Glass
Bottles and jars (empty and dry)

Want to recycle more (without thinking about it)? Scan for tips and info!

Scan for Spanish translation
Escanee para obtener más información

✗ No bagged recyclables

✗ No plastic bags or stretchy plastics

✗ No batteries or electronics

✗ No food or liquid

McKinneyTexas.org/Recycle | 972-547-7385

McKINNEY TEXAS
Unique by nature.
Funded in part by
The Recycling Partnership
Building a Better Recycling System



The Strategy: Leveraging Technology for Automated Feedback

Four weeks of generic mailers with icons and “we found this in your neighborhood” language

When we emptied recycling carts in your neighborhood- our team noticed these unacceptable items.
Quando vaciamos tus materiales reciclables en el camión, nuestro equipo detectó estos artículos inaceptables en tu carrito.



No bagged recyclables
No se acepta el reciclaje en bolsas de plástico

Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.
 To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.
 Translate: To opt-out of receiving these tips, please call 972-547-7385.

Funded in part by



The Recycling Partnership
Building a Better Recycling System



MCKINNEY TEXAS
Unique by nature.

OOPS!

HELP KEEP OUR RECYCLING PROGRAM IN MCKINNEY STRONG.

Please keep these item out of your recycling cart:
No coloques estos materiales en tu carrito de reciclaje:



No bagged recyclables
No se acepta el reciclaje en bolsas de plástico



No plastic bags or stretchy plastics
No se aceptan bolsas de plástico ni plásticos flexibles



No batteries or electronics
No se aceptan dispositivos electrónicoso ni baterías



No food or liquid
No reciclar alimentos ni líquidos



Scan the QR code to learn which items can be recycled in your cart.
Escanea el código QR para ver qué artículos se pueden reciclar



Note: QR code to be updated to McKinney Recycling webpage.

When we emptied recycling carts in your neighborhood- our team noticed these unacceptable items.
Quando vaciamos tus materiales reciclables en el camión, nuestro equipo detectó estos artículos inaceptables en tu carrito.



Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.
 To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.
 Translate: To opt-out of receiving these tips, please call 972-547-7385.

Funded in part by



The Recycling Partnership
Building a Better Recycling System



MCKINNEY TEXAS
Unique by nature.

OOPS!

HELP KEEP OUR RECYCLING PROGRAM IN MCKINNEY STRONG.

Please keep these item out of your recycling cart:
No coloques estos materiales en tu carrito de reciclaje:



No bagged recyclables
No se acepta el reciclaje en bolsas de plástico



No plastic bags or stretchy plastics
No se aceptan bolsas de plástico ni plásticos flexibles



No batteries or electronics
No se aceptan dispositivos electrónicoso ni baterías




No food or liquid
No reciclar alimentos ni líquidos




Scan the QR code to learn which items can be recycled in your cart.
Escanea el código QR para ver qué artículos se pueden reciclar






Think all packaging is recyclable? I'm here to help you recycle right! ¡Hablo español!




*** TIP**

Not sure what can be recycled in your cart? Let's figure this out together, McKinney!

Visit McKinney's website to get the answers.



Scan for more information!
McKinneyTexas.org/Recycle



MCKINNEY TEXAS
Unique by nature.

City of McKinney
 Public Works
 PO Box 517
 McKinney, TX 75070

FLIP OVER
 to see a photo of your recycling

Voltea para ver una foto de tu reciclaje

The Strategy: Leveraging Technology for Automated Feedback

After the 4 week period and first “oops”, 8 weeks of images and we found this in your cart (only if confidence interval is met)

Note: Preview appears blurry due to scaling. The printed postcard will be sharper, with the highlighted contamination standing out clearly and background blurred.

When we emptied your recycling into the truck—our team noticed these unacceptable items in your cart.
 Cuando vaciamos tus materiales reciclables en el camión, nuestro equipo detectó estos artículos inaceptables en tu carrito.

OOPS!

HELP KEEP OUR RECYCLING PROGRAM IN MCKINNEY STRONG.
 Please keep these items out of your recycling cart.
 No coloques estos materiales en tu carrito de reciclaje:

- No bagged recyclables**
No se acepta el reciclaje en bolsas de plástico
- No plastic bags or stretchy plastics**
No se aceptan bolsas de plástico ni plásticos flexibles
- No batteries or electronics**
No se aceptan dispositivos electrónicos ni baterías
- No food or liquid**
No reciclar alimentos ni líquidos

Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.
 To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.
 Translate: To opt-out of receiving these tips, please call 972-547-7385.

Funded in part by
The Recycling Partnership
 Building a Better Recycling System

MCKINNEY
 Living for nature.

Scan the QR code to learn which items can be recycled in your cart.
 Escanea el código QR para ver qué artículos se pueden reciclar.

The Strategy: Leveraging Technology for Automated Feedback

When we emptied recycling carts in your neighborhood—our team noticed these unacceptable items.
 Cuando vaciamos tus materiales reciclables en el camión, nuestro equipo detectó estos artículos inaceptables en tu carrito.

OOPS!

HELP KEEP OUR RECYCLING PROGRAM IN MCKINNEY STRONG.
 Please keep these items out of your recycling cart.
 No coloques estos materiales en tu carrito de reciclaje:

- No bagged recyclables**
No se acepta el reciclaje en bolsas de plástico
- No plastic bags or stretchy plastics**
No se aceptan bolsas de plástico ni plásticos flexibles
- No batteries or electronics**
No se aceptan dispositivos electrónicos ni baterías
- No food or liquid**
No reciclar alimentos ni líquidos

Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.
 To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.
 Translate: To opt-out of receiving these tips, please call 972-547-7385.

Funded in part by
The Recycling Partnership
 Building a Better Recycling System

MCKINNEY
 Living for nature.

Scan the QR code to learn which items can be recycled in your cart.
 Escanea el código QR para ver qué artículos se pueden reciclar.

When we emptied your recycling into the truck—our team noticed these unacceptable items in your cart.
 Cuando vaciamos tus materiales reciclables en el camión, nuestro equipo detectó estos artículos inaceptables en tu carrito.

OOPS!

HELP KEEP OUR RECYCLING PROGRAM IN MCKINNEY STRONG.
 Please keep these items out of your recycling cart.
 No coloques estos materiales en tu carrito de reciclaje:

- No bagged recyclables**
No se acepta el reciclaje en bolsas de plástico
- No plastic bags or stretchy plastics**
No se aceptan bolsas de plástico ni plásticos flexibles
- No batteries or electronics**
No se aceptan dispositivos electrónicos ni baterías
- No food or liquid**
No reciclar alimentos ni líquidos

Camera data helps improve our recycling program, increase truck visibility to reduce collisions, and detect potential battery-related fires early using advanced sensors.
 To opt-out of receiving these tips, please call 972-547-7385.

Los datos de las cámaras ayudan a mejorar nuestro programa de reciclaje, a aumentar la visibilidad de los camiones para reducir colisiones y a detectar de manera temprana posibles incendios causados por baterías mediante sensores avanzados.
 Translate: To opt-out of receiving these tips, please call 972-547-7385.

Funded in part by
The Recycling Partnership
 Building a Better Recycling System

MCKINNEY
 Living for nature.

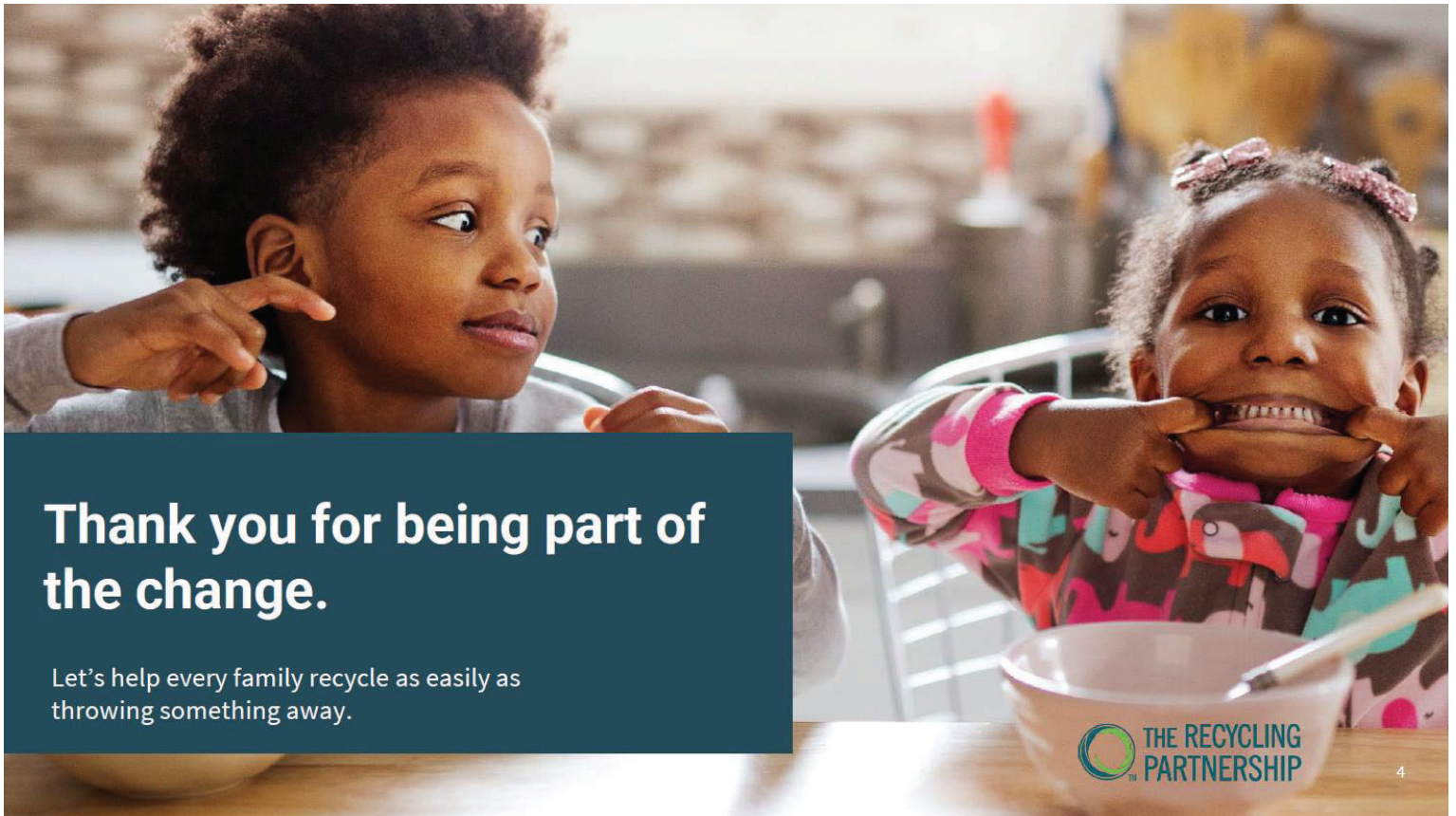
Scan the QR code to learn which items can be recycled in your cart.
 Escanea el código QR para ver qué artículos se pueden reciclar.

- Creates a sense of community accountability
- Good for low confidence data
- Less effective to reducing contamination, according to TRP study (Washington)
- Very effective in reducing contamination, up to 51%
- Allows for comparison of behavior change between two approaches
- May cause residents to stop recycling altogether (TRP only saw 3% reduction at most in past projects)

Resident Inquiries & FAQs

- City staff & leadership team will be equipped with project one pager & FAQs
- City staff will document conversations to gain feedback on usefulness of outreach & education





Thank you for being part of the change.

Let's help every family recycle as easily as throwing something away.

THE RECYCLING PARTNERSHIP

4

Case Study Slides:



Insights from Springdale, Arkansas

- Of mailers sent, 80% of postcards were generic (low confidence), only 20% were specific (high confidence)
- Advance press release set expectations and reinforced the program's educational focus.
- No privacy concerns were reported:
 - ~20 calls received (July–September), primarily regarding cart ownership; residents were informed there were no penalties
- Strong support from the Mayor; results from peer cities were shared with Council.
- Pre- and post-program audits completed.
 - **51% reduction** in contamination among selected households.
 - **6% reduction** in MRF contamination.
 - **23% increase** in set-out rates among bin recipients.

TRP Case Studies: Washington

- In Clallam County and the City of Sequim, 47% of postcards used generic imagery due to a higher-than-expected number of addresses without cart ID data. This resulted in more low-confidence matches and non-cart specific mailers.
- At the MRF audit level, contamination decreased by:
 - 29% in Clallam County loads (percent change, not percentage points).
 - In the City of Sequim, contamination decreased by 4% (percentage change again here) from pre- to post-intervention.
- Across all households, the overall contamination occurrence rate declined by 21%.

While these outcomes are positive, they are somewhat lower than what TRP has seen in other projects, where contamination reductions typically range from **23–41%**.

Technology on Collection Trucks

