

FY27 Department-Level Objectives in Support of Council Strategic Goals

May 19, 2026

How we reached this point



McKINNEY FIRST

CITY COUNCIL GOALS & STRATEGIES

FY27 (Oct. 1, 2026 – Sept. 30, 2027)



DIRECTION FOR STRATEGIC AND ECONOMIC GROWTH



OPERATIONAL EXCELLENCE



MAXIMIZE THE DEVELOPMENT OF THE MCKINNEY NATIONAL AIRPORT



FINANCIALLY SOUND GOVERNMENT



ENHANCE THE QUALITY OF LIFE IN MCKINNEY



SAFE & SECURE COMMUNITY



McKINNEY FIRST

FY27 (Oct. 1, 2026 – Sept. 30, 2027)



CITY COUNCIL GOAL 1: DIRECTION FOR STRATEGIC AND ECONOMIC GROWTH

- Strategy 1.1 Provide a strong economy by facilitating a balance between industrial, commercial, office, residential and open space.
- Strategy 1.2 Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping option and tourism to become a "Live, Work, & Play" community.
- Strategy 1.3 Maximize existing partnerships with McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC) and the pursuit of Workforce Development Programs to encourage training and employment options for McKinney residents.
- Strategy 1.4 Increase community involvement and participation within local government/community.
- Strategy 1.5 Evaluate criteria and parameters for developing a new corporate business park in the [City](#).
- Strategy 1.6 Cultivate growth and annexation opportunities, including the evaluation of possible land acquisition, that promote orderly development, expand the tax base, and allow for the delivery of high-quality municipal services.

CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

- Strategy 2.1 Balance available resources to accommodate the growth and maintenance needs of the city.
- Strategy 2.2 Continuously [provide](#) a high level of customer service to our citizens.
- Strategy 2.3 [Through the use of dashboards, performance management tools and new technologies, identify opportunities for internal efficiencies and continuous improvement to foster and reinforce a \[high\]\(#\) performing organizational culture.](#)
- Strategy 2.4 Implement performance management practices that include developing and training staff and Board and Commission members and schedule joint City Council and Boards and Commissions meetings to encourage alignment with City Goals & Priorities.
- Strategy 2.5 Implement "Smart Cities" approach and digital technologies, to include strategies to better leverage data and analytics, in the City's operations to raise the level of operational excellence.
- Strategy 2.6 Enhance strategic communication support to Council members.

CITY COUNCIL GOAL 3: MAXIMIZE THE DEVELOPMENT POTENTIAL OF MCKINNEY NATIONAL AIRPORT

- Strategy 3.1 Continue developing initiatives and strategies, including public-private partnerships, to attract and expand corporate and commercial aviation services at McKinney National Airport.
- Strategy 3.2 Identify and implement land use regulations and policies which preserve and expand long-term operational excellence.
- Strategy 3.3 Bolster marketing and communication efforts to elevate and prominently promote the value of McKinney National Airport to the city and region.
- Strategy 3.4 Continually maintain national recognition for excellence in Airport and Fixed Base Operations.

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CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT

- Strategy 4.1 Pursue and maintain a AAA bond rating with S&P (Standard & Poor's) and Moody's.
- Strategy 4.2 Provide funding and an organizational framework to ensure continual economic improvements.
- Strategy 4.3 Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.
- Strategy 4.4 To foster long term resiliency, expand long range financial plans to support expanded maintenance, including comprehensive citywide replacement schedules.

CITY COUNCIL GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY

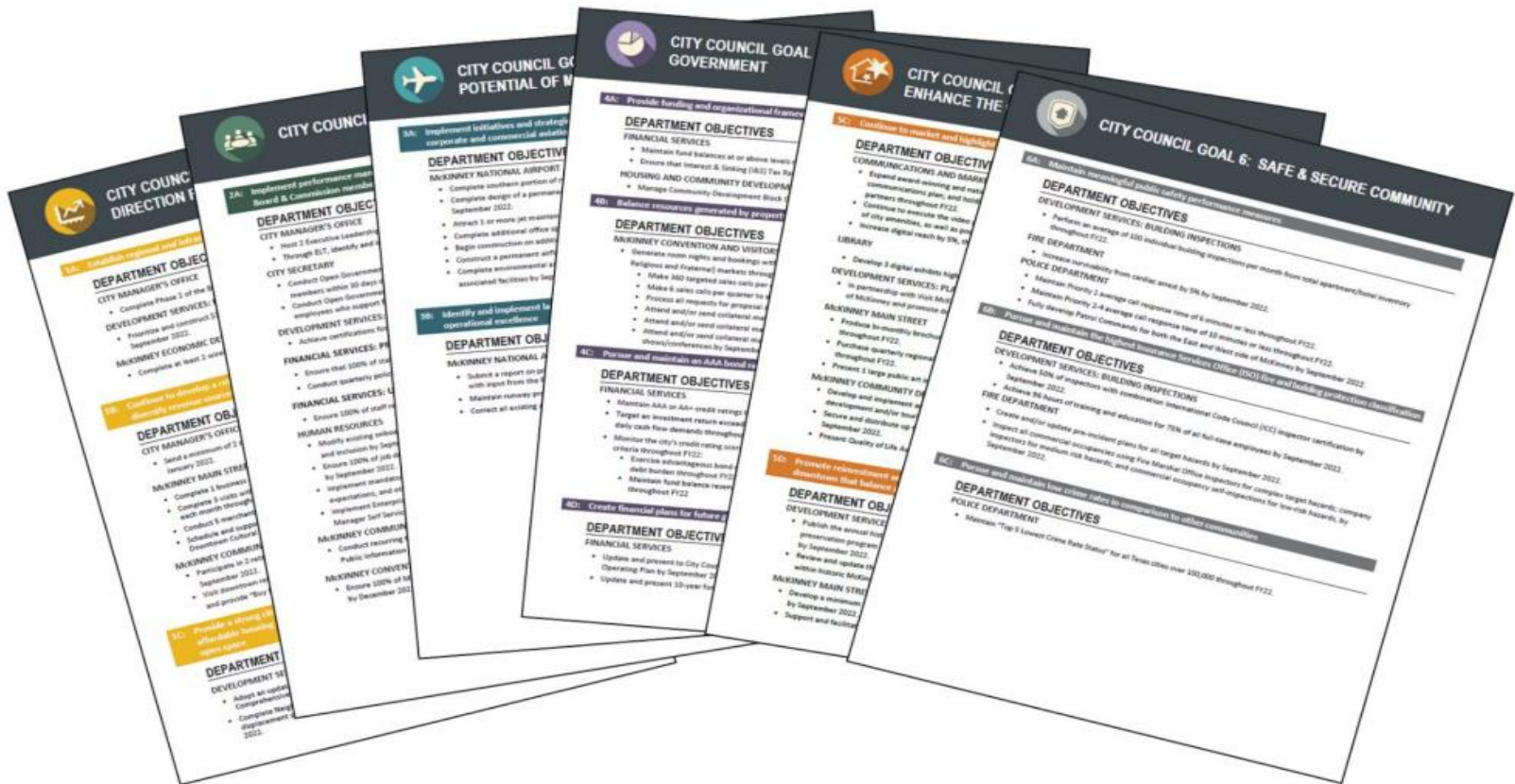
- Strategy 5.1 Program affordable recreational and cultural arts opportunities by diversifying event locations to provide structured programming across the city.
- Strategy 5.2 Promote reinvestment activities and ordinance changes in Historic Downtown McKinney that balance the preservation of historic character with current market needs.
- Strategy 5.3 Develop sustainable quality of life improvements within the City of McKinney.
- Strategy 5.4 Enhance connectivity to parks & civic facilities, schools/education centers, libraries, health care providers, commercial corridors, etc.
- Strategy 5.5 Develop a Global Housing Strategy that promotes diverse, attainable, and sustainable housing options for existing and future residents across all income ranges and life stages.

CITY COUNCIL GOAL 6: SAFE & SECURE COMMUNITY

- Strategy 6.1 Pursue and maintain low crime rates in comparison to other communities.
- Strategy 6.2 Maintain meaningful public [safety performance](#) measurements.
- Strategy 6.3 Continually increase operational efficiency in public safety departments.
- Strategy 6.4 Pursue and maintain the highest Insurance Services Office (ISO) fire and building protection classification.
- Strategy 6.5 Engage in proactive and formal community diversity outreach programs and open dialogue with the citizens of McKinney.
- Strategy 6.6 Engage in strategic diversity outreach to attract and retain Public Safety personnel.
- Strategy 6.7 Develop a citywide Automated External Defibrillator (AED) deployment strategy to work toward eventually having an AED accessible within 4 minutes anywhere in McKinney.

NOTE: All department-level objectives are monitored throughout the fiscal year which runs from October 1st to September 30th. In support of the city's strong commitment to full transparency, the Performance Manager will post quarterly updates on the public-facing performance dashboard.

In total, 185 department-level objectives were established to support your FY27 priorities



Do they pass the “SMART” test?

Specific

What are you trying to achieve?

Measurable

How will you know if you achieved it?

Attainable

Is it genuinely possible to achieve it?

Relevant

Does it contribute to the broader strategy?

Time-bound

When do you want to achieve it?

Do they pass the “average citizen” test?

Is it clear?

Is it concise?

Is it understandable?

Does it exclude acronyms and industry jargon?

Does it follow a consistent pattern?

Do they pass the “higher level” test?

Is it forward thinking?

Is it a stretch goal?

Is it beyond normal operations?

Will it move the organization and city forward?

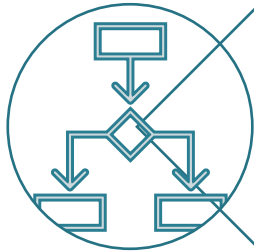
In Summary



Departments developed 185 specific objectives to support your FY27 strategic priorities.



The Assistant City Managers and Mr. Grimes reviewed them and recommend your approval.



There is a resolution on this evening's Consent Agenda for that purpose.

Thank you for your
attention.

Questions?