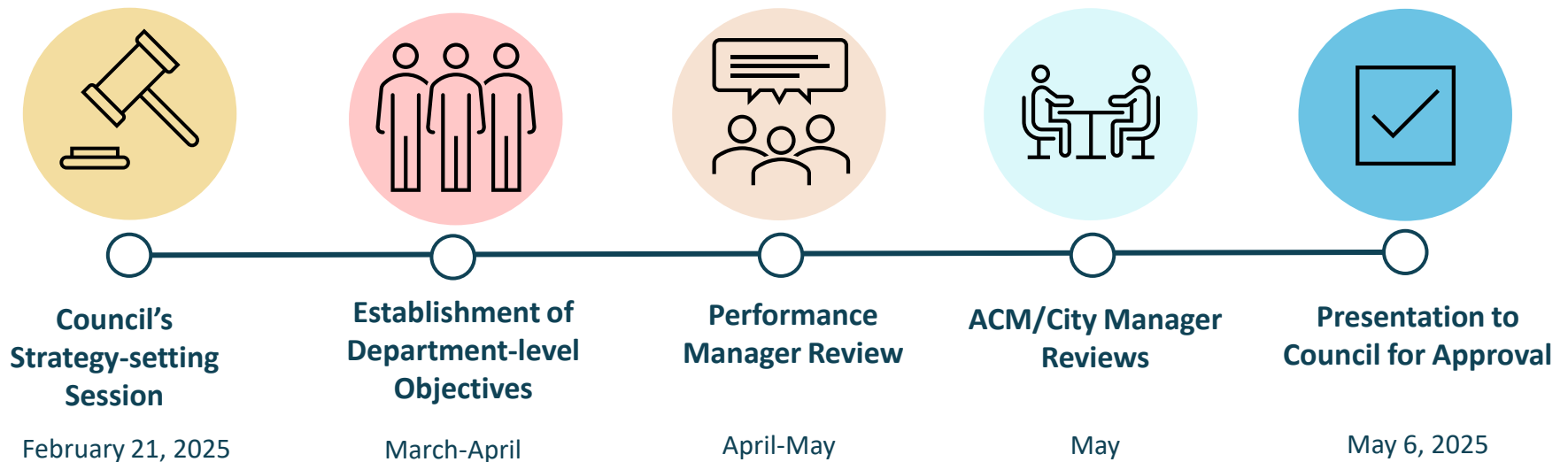


FY26 Department-Level Objectives in Support of Council Strategic Goals

Saima Ali
Performance Manager
May 6, 2025

How we reached this point



McKINNEY FIRST

CITY COUNCIL GOALS & STRATEGIES

FY26 (Oct. 1, 2025 – Sept. 30, 2026)



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



CITY COUNCIL GOAL 1: DIRECTION FOR STRATEGIC AND ECONOMIC GROWTH

- 1.1: Provide a strong economy by creating a Global Housing Strategy and facilitating a balance between industrial, commercial, residential, and open space.
- 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.
- 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.
- 1.4: Increase community involvement and participation within local government/community.

CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

- 2.1: Balance available resources to accommodate the growth and maintenance needs of the city.
- 2.2: Continuously provide a high level of customer service to our citizens.
- 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.
- 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.
- 2.5: Implement "Smart Cities" approach and digital technologies in the City's operations in support of achieving operational excellence.

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

- 3.1: Implement initiatives and strategies, including public-private partnerships, to attract and expand corporate and commercial aviation including the viability of passenger service.
- 3.2: Identify and implement land use regulations and policies which preserve and expand long-term operational excellence.
- 3.3: Improve communication and marketing to show the value of McKinney National Airport to the city and region.
- 3.4: Continually maintain national recognition for excellence in Airport and Fixed Base Operations.

CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT

- 4.1: Pursue and maintain a AAA bond rating with S&P (Standard & Poor's) and Moody's.
- 4.2: Provide funding and an organizational framework to ensure continual economic improvements.
- 4.3: Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.
- 4.4: Create financial plans for future growth as well as future maintenance.

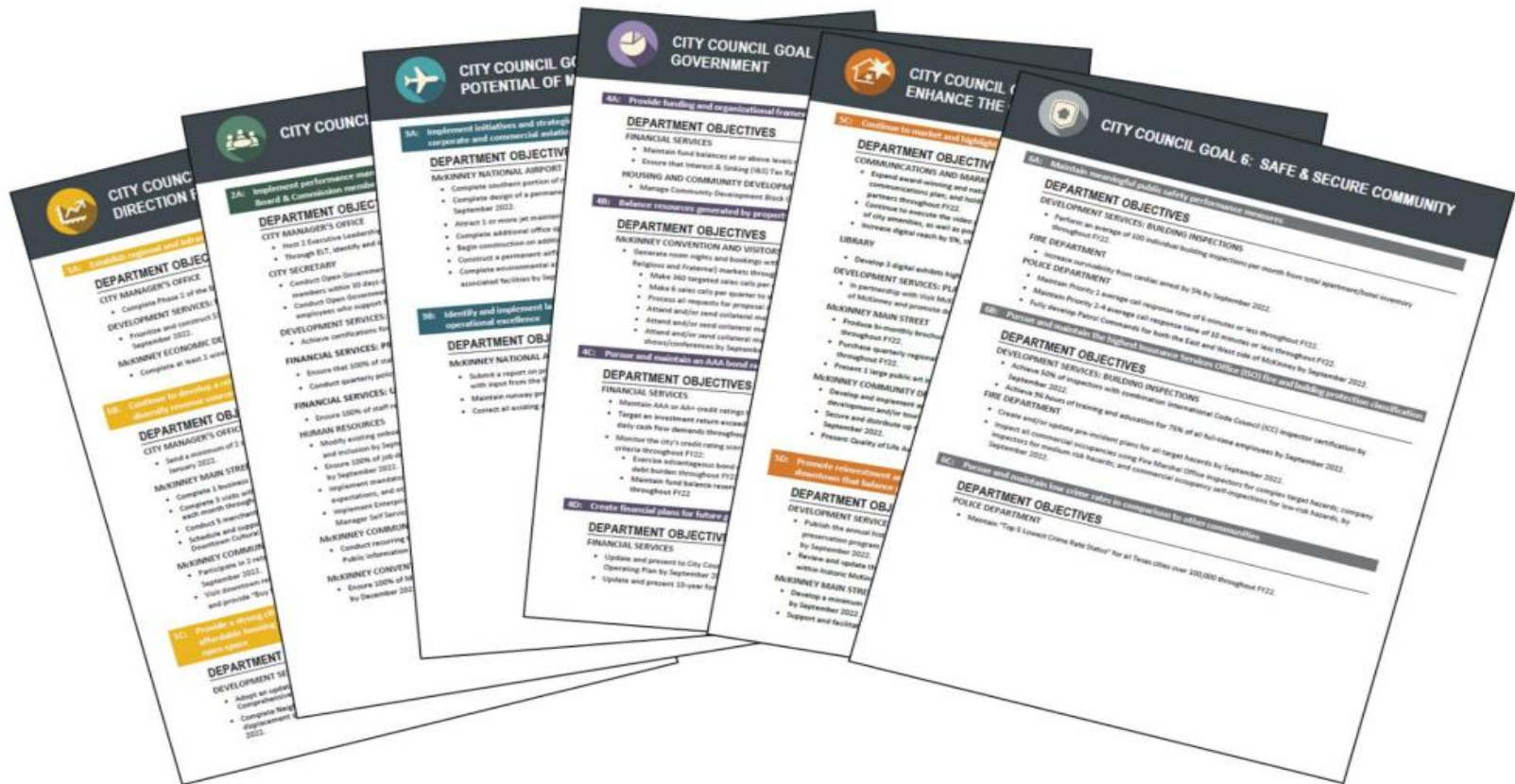
CITY COUNCIL GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY

- 5.1: Create affordable recreational and cultural arts activities for all ages throughout the city.
- 5.2: Promote reinvestment activities and ordinance changes in Historic Downtown McKinney that balance the preservation of historic character with current market needs.
- 5.3: Develop sustainable quality of life improvements within the City of McKinney.
- 5.4: Promote environmental stewardship initiatives.
- 5.5: Enhance connectivity to parks & civic facilities, schools/education centers, libraries, health care providers, commercial corridors, etc.

CITY COUNCIL GOAL 6: SAFE & SECURE COMMUNITY

- 6.1: Pursue and maintain low crime rates in comparison to other communities.
- 6.2: Maintain meaningful public safety performance measurements.
- 6.3: Continually increase operational efficiency in public safety departments.
- 6.4: Pursue and maintain the highest Insurance Services Office (ISO) fire and building protection classification.
- 6.5: Engage in proactive and formal community diversity outreach programs and open dialogue with the citizens of McKinney.
- 6.6: Engage in strategic diversity outreach to attract and retain Public Safety personnel.

In total, 184 department-level objectives were established to support your 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?

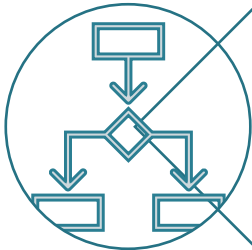
Summary



Departments created 184 objectives in support of the strategic priorities you established for FY26.



The Assistant City Managers and Mr. Grimes have reviewed all objectives and recommend you approve them as presented.



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

Thank you for your
attention.

Questions?