

FY22 Strategic Goals

Steven Smith
Performance Manager
June 15, 2021

Strategic Goals Work Session (February 5th)





McKINNEY FIRST

FY22
CITY COUNCIL GOALS & STRATEGIES



DIRECTION FOR STRATEGIC & ECONOMIC GROWTH



OPERATIONAL EXCELLENCE



MAXIMIZE THE DEVELOPMENT POTENTIAL OF MCKINNEY NATIONAL AIRPORT



FINANCIALLY SOUND GOVERNMENT



ENHANCE THE QUALITY OF LIFE IN MCKINNEY



SAFE & SECURE COMMUNITY



CITY OF MCKINNEY
www.McKinneyTexas.org

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CITY COUNCIL GOAL 1: DIRECTION FOR STRATEGIC AND ECONOMIC GROWTH.....4

- 1A: Establish regional and infrastructure incentives to increase economic growth
- 1B: Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism
- 1C: Provide a strong city economy by implementing a Global Housing Strategy with a focus on affordable housing and facilitating a balance between industrial, commercial, residential and open space
- 1D: Leverage the existing partnerships with McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC)
- 1E: Increase community involvement and participation within local government/community

CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE.....7

- 2A: Implement performance management practices that include developing and training staff and board/commission members
- 2B: Balance available resources to accommodate the growth and maintenance needs of the city
- 2C: Through the use of dashboards and performance management tools, identify opportunities for internal efficiencies and continuous improvement to foster and reinforce a higher performing organizational culture
- 2D: Continuously review and update McKinney ethics policies for the City Council and staff
- 2E: Continuously provide a high level of customer service to our citizens

CITY COUNCIL GOAL 3: MAXIMIZE THE DEVELOPMENT POTENTIAL OF MCKINNEY NATIONAL AIRPORT... 10

- 3A: Implement initiatives and strategies, including public-private partnerships, to attract and expand corporate and commercial aviation including the viability of passenger service
- 3B: Identify and implement land use regulations and policies which preserve and expand long-term operational excellence
- 3C: Improve communication and marketing the value of McKinney National Airport to the city and region
- 3D: Continually maintain national recognition for excellence in Fixed Base Operations

CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT.....11

- 4A: Provide funding and organizational framework to ensure continual economic improvements
- 4B: Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees
- 4C: Pursue and maintain an AAA bond rating with S&P (Standard & Poor's) and Moody's
- 4D: Create financial plans for future growth as well as future maintenance

CITY COUNCIL GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY.....13

- 5A: Create affordable recreational and cultural arts activities for all ages throughout the city
- 5B: Develop parks strategy to preserve green space for future park land
- 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike
- 5D: Promote reinvestment activities and ordinance changes in McKinney's historic downtown that balance preservation of historic character and current market needs
- 5E: Develop sustainable quality of life improvements within the City of McKinney
- 5F: Maximize partnerships between the City of McKinney and private industry
- 5G: Promote sustainability by creating "Green" initiatives
- 5H: Enhance connectivity to parks & civic facilities, schools/education centers, libraries, health care providers, commercial centers, etc.

CITY COUNCIL GOAL 6: SAFE & SECURE COMMUNITY.....16

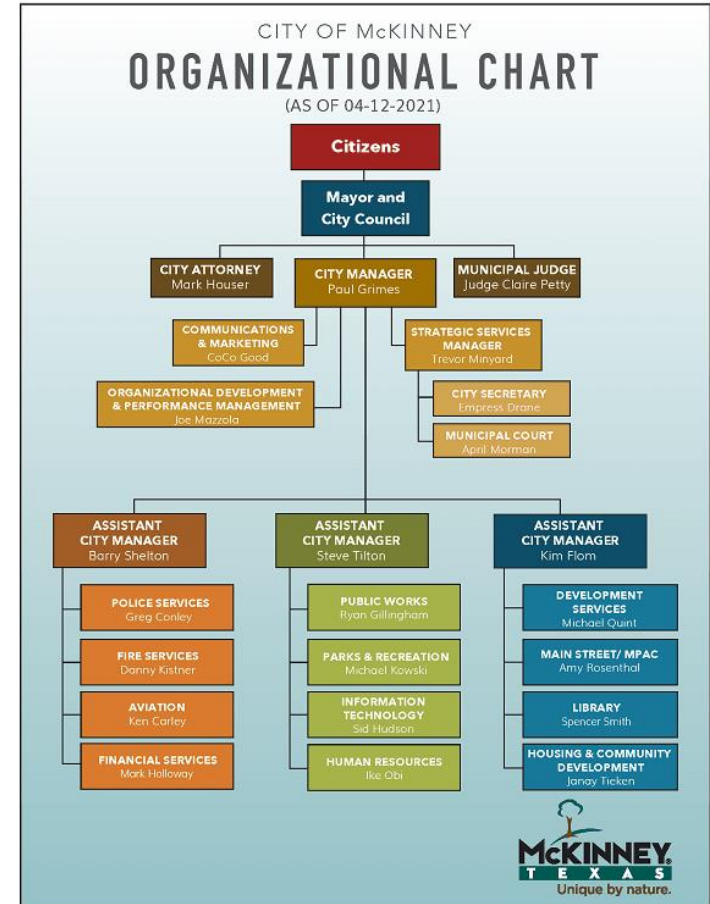
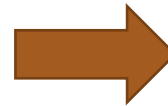
- 6A: Maintain meaningful public safety performance measures
- 6B: Pursue and maintain the highest Insurance Services Office (ISO) fire and building protection classification
- 6C: Pursue and maintain low crime rates in comparison to other communities
- 6D: Continually increase operational efficiency in public safety departments
- 6E: Engage in proactive and formal community diversity outreach programs and open dialogue with the citizens of McKinney
- 6F: Engage in strategic diversity outreach to attract and retain greater diversity of public safety personnel

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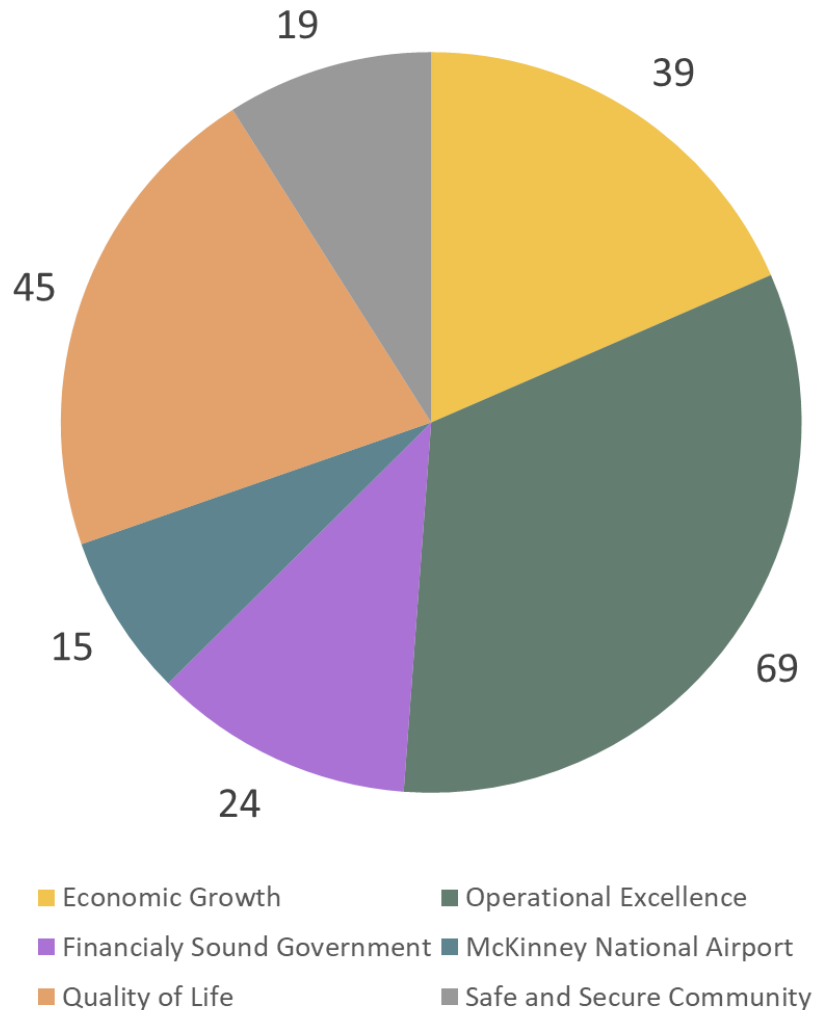
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Examples of Department-level Objectives

MPD:	Achieve minimum of 30% minority and female hiring.
AIRPORT:	Complete southern portion of runway extension.
ODPM:	Provide implicit bias training for City of McKinney hiring managers.
DEV SERV:	Eliminate min 2,000 staff hours with process improvement projects.
PW:	Inspect 25% of water mains & 10% of service lines to ID/repair leaks.
ODPM:	Achieve “Top 100 Places to Work” recognition.
ENGINEERING:	Prioritize/construct \$30M in streets, water, wastewater projects.
MFD:	Reduce the incidence of false alarms in the city by 25%.
LIBRARY:	Host at least 1,000 library events and programs for patrons of all ages.

FY22 STRATEGIC GOALS



- There are a total of 211 Dept-level objectives
- Each one is written with the citizens of McKinney in mind
- All departments are represented

Summary

- The staff and City Manager believe the proposed department-level objectives will help you achieve your broader strategic goals and priorities for the city in FY22
- I will be glad to answer your questions, before you vote on this matter at your regular Council meeting this evening
- Thank you for your attention