

EDINBURG 2040

BUILDING FOR TOMORROW'S FUTURE, TODAY!

EDINBURG 2040 COMMITTEES STRATEGYS AND OBJECTIVES

2022 - 2023

Arts/Culture/ Historic Preservation

The committee was established to ensure arts and culture are incorporated in the City and continue to inspire community participation while creating an appreciation for the arts and humanities. The committee wants to provide the community opportunities to learn and experience a variety of social and cultural events within their hometown. By doing so, the committee can encourage a variety of diverse programs and educate the City and surrounding cities. We believe that exposure to the arts is a fundamental component to strengthening a diverse education and culture with programs such as theater, music, poetry, visual arts, and more, all while also positively impacting the economy of the City.

Chairperson:
Byron Lewis

Committee Function:

To continue to inspire greater participation and an appreciation for the arts and humanities Actions by providing the Edinburg community the opportunity to experience and learn the various social, cultural and economic benefits.

VISION: “The City of Edinburg will be a vibrant arts and cultural community.”

MISSION: “In fulfilling this vision, we will grow the Arts economy, engage the citizens of Edinburg in the Arts, and preserve our city’s historical spaces and traditions.”

Strategy I: Create an Arts Corridor that encompasses the UTRGV Performing Arts Center, Edinburg Municipal Auditorium, ACE Center, Amphitheater, and the Museum of South Texas History.

Justification: The Arts Corridor creates a central space for year-round entertainment, festival events, galleries and museums, restaurants and nightclubs, and arts-oriented retail shops. This will ensure the promotion of the city’s tourism and quality of life.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------|-------------------|-------------------------|----------------|
| City must create and then obtain a Cultural Arts District Designation to establish a tax zone in support of Arts, entertainment, and tourism. | Texas Commission on the Arts | City Manager’s Office, Planning & Zoning Library & Cultural Arts | 6 Months – 1 Year | Estimated Cost: \$5,000 | No |
| Establish an Arts Corridor Steering Committee, made up of stakeholders within the Arts Corridor. | Cultural ActionsBoard (CAB) Stakeholders | Library & Cultural Arts | 6 Months – 1 Year | Estimated Cost: \$5,000 | Yes |
| Create an Arts Corridor Masterplan. | Cultural ActionsBoard (CAB), City of Edinburg, EEDC | City Manager’s Office, Library & Cultural Arts | 6 Months – 1 Year | Feasibility Study | No/ARPA |
| Collaborating with EEDC to attract businesses to the Arts Corridor. | EEDC, City of Edinburg, CAB | Library & Cultural Arts | 1-3 Years | TBD | No |

| | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|------------------------------------------|-------------|-----|----|
| Create an artists-in-residence program in partnership with the stakeholders of the Arts Corridor. This program will require the purchase of property within the arts district, such as the apartments and empty lot across the street from the ACE Center. | City of Edinburg, Consultants for Comprehensive Plan, EEDC | City Manager's Office, Planning & Zoning | 2 - 5 Years | TBD | No |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|------------------------------------------|-------------|-----|----|

Strategy II: Leverage the Arts, Cultural, and Events (ACE) Center as the city's premiere venue for city-led Arts education and engagement, and private and public events.

Justification: Recognizing the tremendous investment the City of Edinburg is making in the Arts, the equipment, furniture, and fixtures need to be fully funded for the ACE building to meet the City's cultural arts Strategy s. Additionally, the ACE Center must have experienced and adequate personnel to provide the necessary programming to meet the needs of the community.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------------------|------------------|------------------------------------------------------------------|----------------|
| Establish the Arts, Culture & Events Center (ACE) Fundraising Steering Committee to lead a fundraising campaign to complete the ACE, including the AV system, furnishings, etc. | City of Edinburg, Edinburg Cultural ActionsBoard | Library & Cultural Arts | 1 Month – 1 Year | Estimated Printing Costs: \$1,000 Estimated Food Costs: \$500 | No |

| | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------|--------------------------|--|--|
| <p>Create an ACE Strategic Plan, that will be reviewed and revised based on the needs of the community, (5-, 10-, 15-year plan). The plan should include sustainable funding through percent-for-art programs and allocate a small portion of capital construction or renovation budgets (usually one percent) for:</p> <ul style="list-style-type: none"> • Personnel • Equipment • Maintenance • Programming (classes, events) • Public Art Installations | <p>City of Edinburg, Edinburg Cultural ActionsBoard</p> | <p>Library & Cultural Arts</p> | <p>6 Months – 1 Year</p> | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------|--------------------------|--|--|

Strategy III: Leverage the resources of the City of Edinburg to create a comprehensive Arts Marketing Plan.

Justification: Without effective marketing, the people of and visitors to the City of Edinburg will not be able to engage in the Arts.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------|------------|------------------|
| <p>Create a comprehensive Arts marketing plan (5-, 10-, and 15-year plan) to include:</p> <ul style="list-style-type: none"> • Personnel | <p>City of Edinburg, Edinburg Cultural Actions Board</p> | <p>Information Technology Library & Cultural Arts Communications</p> | <p>6 Months – 1 Year</p> | <p>N/A</p> | <p>No / ARPA</p> |

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| <ul style="list-style-type: none">• Budget• Strategy• Media plan• Design• Website | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|

Strategy IV: Historic Preservation – Buildings & Traditions

Justification: The City of Edinburg is home to several historic sites, particularly within the proposed Arts Corridor as well as home to many cultural traditions. These sites need to be preserved and renovated to beautify the city and reinvigorate the arts and business culture of Edinburg. While preserving our cultural traditions is essential for maintaining identity, fostering social cohesion, celebrating diversity, passing on valuable knowledge, and promoting an overall sense of belonging.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------|-------------------|------|----------------|
| Create Historic Preservation Board. | Cultural ActionsBoard, MOSTH | Library & Cultural Arts | 6 months – 1 year | N/A | No |
| Create a historic preservation and restoration masterplan to include: <ul style="list-style-type: none"> • Best practices for identifying historic sites. • Criteria for historic designation. • Inventory of historic sites within the city. • Budget for the preservation and restoration of historic sites. • Strategies, including recruitment, for establishing public-private partnerships. | Cultural ActionsBoard, MOSTH | Library & Cultural Arts | 1 - 5 years | TBD | No |
| Create and implement a Cultural Traditions Masterplan that showcases how traditions help preserve: <ul style="list-style-type: none"> • Identity and heritage • Sense of Continuity • Diversity & Tolerance • Transmission of Knowledge • Social Cohesion • Artistic & Creative Expression • Feeling of Belonging and Well-being | Cultural ActionsBoard, MOSTH | Library & Cultural Arts | 6 months – 3 yrs. | TBD | No |

Economic Development/Innovation/ Entrepreneurship/Workforce

The committee was created to efficiently and effectively leverage resources and collaborate with organizations in Edinburg to promote economic growth, expand the tax base, and create quality and educational career and business opportunities for its citizens. The committee works together to research and investigate any issues around the City, while ensuring that it has adequate supplies and support to provide and fuel the City's growth and development, now and in years to come.

Chairperson:
Pedro Salazar

Committee Function:

To efficiently and effectively leverage resources and collaborate with organizations in Edinburg to promote economic growth, expand the tax base, and create quality and educational career and business opportunities for its citizens.

Vision Statement:

"To be a catalyst for sustainable economic growth and prosperity, fostering innovation, entrepreneurship, and a skilled workforce that empowers Edinburg to thrive as a dynamic and inclusive community."

Mission Statement:

"The Economic Development/Innovation/Entrepreneurship/Workforce Committee is dedicated to efficiently and effectively leveraging resources and fostering collaboration with organizations in Edinburg. Our mission is to promote economic growth, expand the tax base, and create quality educational, career, and business opportunities for all citizens. Through diligent research, proactive planning, and strategic support, we aim to fuel the city's development and ensure a prosperous future for Edinburg and its residents."

Strategy I: Ensure that Edinburg has the workforce that it needs to meet today's needs and can fuel the City's future growth and development

Justification: By prioritizing a skilled and adaptable workforce, we empower Edinburg to thrive economically, innovate, and seize opportunities for sustained growth and prosperity.

| Actions | Entity Involved | City Department (s) | Time Table | Cost | Current Budget |
|---------|-----------------|---------------------|------------|------|----------------|
|---------|-----------------|---------------------|------------|------|----------------|

| | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------|------------|-----------|
| <p>Promote the need for technical education: The strategy can help build awareness for the need for technical education in Edinburg. By doing so, the strategy can create a pool of skilled workers.</p> | <p>ECISD, Technical Schools & Universities, Workforce Solutions</p> | <p>City Manager's Office Edinburg Economic Development Corporation</p> | <p>1 – 2 Year s</p> | <p>N/A</p> | <p>No</p> |
| <p>Partner with Edinburg Consolidated Independent School District's soon to be completed Career & Technology Center to promote skills development and prepare students for their employment future.</p> | <p>ECISD</p> | <p>City Manager's Office Edinburg Economic Development Corporation</p> | <p>1 – 2 Year s</p> | <p>TBD</p> | <p>No</p> |
| <p>Bring STC technical education and short courses to Edinburg possibly in cooperation with the new Career & Technology Center. This effort can attract more students to technical education and prepare them for the targeted sectors. It can also help existing employees move up within their organization and help keep their skill set relevant in a rapidly changing required skills environment.</p> | <p>STC, ECISD</p> | <p>City Manager's Office Edinburg Economic Development Corporation</p> | <p>1 – 2 Year s</p> | <p>TBD</p> | <p>No</p> |
| <p>Work with local employers to ensure that they have the workers that they need with the skills and attitudes that are required for the job.</p> | <p>Workforce Solutions</p> | <p>Edinburg Economic Development Corporation</p> | <p>1 – 2 Year s</p> | <p>N/A</p> | <p>No</p> |

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------|-------------|-----|----|
| Work with UTRGV and other Universities to provide the skilled University graduates that our local employers need and will need into the future. | UTRGV, STC | Edinburg Economic Development Corporation | 1 – 2 Years | N/A | No |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------|-------------|-----|----|

Strategy II: Ensure that Edinburg has an adequate and resilient water supply to provide for and fuel the City’s future growth and development

Justification: Securing an adequate and resilient water supply is crucial to support Edinburg's growth and development, ensuring the city's sustainability and ability to meet the needs of its expanding population and industries.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--------------------|--------------|------------------------------------------------------------------------|------------------------------------|
| Promote water conservation as an earth- friendly habit in schools and in our community as a whole. | City of Edinburg, Texas Water Development Board | Utilities | 1 – 10 Years | Yes, currently in Utility Operating Budget | Yes |
| Investigate brackish water desalination as a way to diversify our water sources and provide for increased future demand. | City of Edinburg, Texas Water Development Board | Utilities | 1 –3 Years | Not in current operating budget. | Yes, \$400,000 |
| Commission a targeted hydrology study for the city-owned properties north of Monte Cristo to determine if these properties are potential sites for a future brackish water desalinization plant. | City of Edinburg, Texas Water Development Board | Utilities | 1 – 2 Years | Not in current operating budget. Estimated Cost: \$250,000 per well | Yes |
| Pursue the future development of a brackish water desalination plant possibly in tandem with the new wastewater treatment facility north of Monte Cristo. | City of Edinburg, Texas Water Development Board | Utilities | 3 – 5 Years | TBD Current budget: \$30M for WWTP | Yes, Conducting Study by Utilities |

| | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------|-------------|----------------------------------------------------------------|------------------------------------|
| Investigate ASR (Aquifer Storage and Recovery) using pretreated or untreated runoff water. | City of Edinburg, Texas Water Development Board | Utilities | 1 – 3 Years | Not in current budget. Not able to utilize Storm water runoff. | Yes, Conducting Study by Utilities |
| Do an annual review of the state of water technologies including filtration, vapor capture, reuse water, aquifer storage and recovery, etc. | City of Edinburg, Texas Water Development Board | Utilities | 1 – 3 Years | N/A | No |

| | | | | | |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-----------|-------------|-----|----|
| Promote cooperation with University of Texas Rio Grande Valley faculty doing water-related research. | City of Edinburg, Texas Water Development Board, UTRGV | Utilities | 1 – 3 Years | N/A | No |
| Pursue water-related demonstration funding opportunities in cooperation with UTRGV. | City of Edinburg, Texas Water Development Board, UTRGV | Utilities | 1 – 3 Years | N/A | No |

Strategy III: Ensure that Edinburg has enough power from resilient and sustainable sources to provide for the City’s current and future growth, the transition to electric powertrains, and has the ability to ramp up power supply quickly when necessary to attract energy-intensive industries

Justification: By focusing on resilient and sustainable power sources, Edinburg can meet its current and future energy demands, facilitate the transition to electric powertrains, and attract energy-intensive industries, fostering economic growth and environmental stewardship.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|----------------------------------------------------------------------------------|-------------------------|------------------------|--------------|-------------------------------------|----------------|
| Utilize energy efficient and sustainability technology in city-related projects. | City of Edinburg | Building Safety | 1 – 10 Years | Currently in all new building Codes | Yes |
| Promote energy conservation in the schools and in our community as a whole. | City of Edinburg, ECISD | Communications & Media | 1 – 10 Years | Currently in all new building Codes | Yes |
| Encourage investment in consumer, commercial, and utility-scale renewable | EDC | Building Safety | 1 – 3 Years | N/A | No |

| | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|-----|----|
| energy projects. | | | | | |
| Promote the energy-related tax credits in the Inflation Reduction Act. | City of Edinburg | City Manager's Office Edinburg Economic Development Corporation Grants Administration | 1 – 10 Years | N/A | No |
| Facilitate community solar projects for lower-income neighborhoods. | City of Edinburg, Edinburg Housing Authority | City Manager's Office | 1 – 5 Years | N/A | No |
| Consider and explore geothermal energy as a potential power source for the new wastewater treatment plant. | City of Edinburg | Utilities | 1 – 5 Years | N/A | No |
| Support the use of Texas Railroad Commission funding for the Geo-Thermal Demonstration project on McAllen Ranch North of Edinburg at the next legislative session. | Rep. Bobby Guerra | Utilities | 1 Year | N/A | No |

Strategy IV: Ensure that ALL Edinburg residents have reasonable access to affordable broadband internet throughout the city

Justification:

Ensuring affordable broadband internet access for all Edinburg residents fosters digital inclusion, empowers economic participation, and enhances educational opportunities, promoting a connected and equitable community.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|---------|-----------------|--------------------|------------|------|----------------|
|---------|-----------------|--------------------|------------|------|----------------|

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------|--------------|-----------------------|-----|
| Use right-of-way negotiations and other similar opportunities with internet service providers to secure greater coverage and better service. | Private Internet Service Providers, TXDOT, Engineering | Information Technology City Manager's Office | 1 – 10 Years | In current operations | No |
| Work with Edinburg Consolidated Independent School District and other community partners to develop a community-based option for affordable quality broadband internet throughout the city and surrounding rural areas. | ECISD, Private Internet Service Providers | Information Technology City Manager's Office | 1 – 2 Years | N/A | No |
| Work with the Texas Broadband Office to secure funding for broadband improvements and community broadband in Edinburg and surrounding rural areas. | Texas Broadband Office | Information Technology City Manager's Office | 1 – 2 Years | N/A | Yes |
| Investigate and pursue TV white space technology in collaboration with Edinburg Consolidated Independent School District as a low-cost strategy to bring community broadband to Edinburg and surrounding rural areas. | ECISD | Information Technology City Manager's Office | 1 – 2 Years | N/A | No |
| Do an annual community broadband review to assess technologies and funding opportunities to continue to improve community access. | Community, City of Edinburg | Information Technology | 1 – 3 Years | N/A | No |

Strategy V: Promote Investment in future-forward sectors to ensure long-term economic stability and growth, we will focus on promoting and attracting investment in industries that have a strong foundation and promising outlook, such as Renewable Energy and Storage, Life Sciences & Bio-Engineering, shift to Electric Power Trains, Flight, the Space Economy, etc. These sectors have a continued demand for human workers and have the potential to drive innovation and create new job opportunities.

Justification: By promoting investment in future-forward sectors like Renewable Energy and Storage, Life Sciences & Bio-Engineering, Electric Power Trains, Flight, and the Space Economy, Edinburg can secure long-term economic stability, stimulate innovation, and generate diverse and sustainable job opportunities for its citizens.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------------|-------------|------|----------------|
| Build local awareness for the Inflation Reduction Act. The Inflation Reduction Act is a federal incentive program that provides tax credits for solar, wind, geothermal, and battery storage home, community, and utility scale projects. By building awareness for this program, the strategy can attract more investment in renewable energy and storage. | City of Edinburg | Edinburg Economic Development Corporation | 1 – 2 Years | N/A | No |
| Develop a relationship with SpaceX by reaching out to SpaceX and developing a relationship with site personnel at Boca Chica, and we can identify business opportunities for local companies and better promote our skilled workforce with the company. | Space X, Workforce Solutions | Edinburg Economic Development Corporation | Ongoing | N/A | No |

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------------|-------------------------------------------|-----------------------------------------------------------|-----------|
| <p>Seek partnership opportunities with UTRGV and other universities in future- forward sectors such as water desalination, energy storage, regenerative medicine, electric powered aviation, that we can build around.</p> | <p>UTRGV, STC, Other Universities</p> | <p>Edinburg Economic Development Corporation</p> | <p>Ongoing</p> | <p>N/A</p> | <p>No</p> |
| <p>Request that EEDC “resource center funds” be deployed for promoting future- forward sectors and supporting innovation and entrepreneurship. More specifically, the facility would be used to provide “maker space” for entrepreneurs, focused technical assistance, and industry specific small business training (i.e., plumbing & electrical trades)</p> | <p>EEDC, Workforce Solutions</p> | <p>Edinburg Economic Development Corporation</p> | <p>Deadline for Resource Center Funds</p> | <p>Partial funding is available in the 2019 EEDC bond</p> | <p>No</p> |

| | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------|----------------|------------|-----------|
| <p>Promote the future proof mindset throughout the community. The future- proof mindset is thinking critically about the future not in fear of the increasing pace of change, but from a preparedness frame of thought that will help us identify what we need to do today to thrive in the future.</p> | <p>City of Edinburg</p> | <p>Edinburg Economic Development Corporation</p> | <p>Ongoing</p> | <p>N/A</p> | <p>No</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------|----------------|------------|-----------|

| | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------|---------|-----|----|
| Work with local schools to incorporate the Future Skills inventory (creative thinking, resilient adaptation, collaboration, rational thinking, self-directed lifelong learning) into their curriculums. | ECISD, Vanguard Academy, IDEA, UTRGV, STC, Other Community and Technical Colleges | Edinburg Economic Development Corporation | Ongoing | N/A | No |
| Work with local school and college career counselors to build awareness for resilient career options. | ECISD, Vanguard Academy, IDEA, UTRGV, STC, Other Community and Technical Colleges | Edinburg Economic Development Corporation | Ongoing | N/A | No |
| Develop and deploy future proof kids camps throughout our community | ECISD, Vanguard Academy, IDEA, UTRGV, STC, Other Community and Technical Colleges, and Boys & Girls Club | Edinburg Economic Development Corporation | Ongoing | TBD | No |

Government Transparency/Equity/ Civic Engagement/ Communications

The committee serves to improve the City's transparency and communication between the City of Edinburg and the community. The focus is to provide clear and timely communication on City initiatives and provide a place for easy and accessible feedback from the community, which can be taken into consideration for implementation. The committee will focus on creating a strategic plan to include more transparency through initiatives, such as in local government, marketing and branding of the City, and continued accessibility to the Mayor and Council.

Chairperson:
Kimberly Selber

Committee Function:

To improve public participation and communication between the City of Edinburg and the community.

Vision Statement: “Our vision is of a City of Edinburg where transparency and equitable communication form the foundation of a vibrant and engaged community. We envision a future where every resident is empowered to actively participate in shaping the city's growth and direction, fostering a culture of mutual respect, collaboration, and inclusivity. By harnessing the power of transparent governance and robust communication, we aspire to cultivate a united city that thrives on shared values, innovative solutions, and a strong sense of belonging.”

Mission Statement: “The Government Transparency, Equity, Civic Engagement, and Communications Committee is dedicated to fostering open, inclusive, and effective communication between the City of Edinburg and its community. Our mission is to enhance transparency by providing clear and timely information on City initiatives, facilitating accessible avenues for community feedback, and championing equitable engagement to drive positive change. Through strategic initiatives and collaboration, we aim to strengthen the bonds between the city government and its residents, ensuring their voices are heard, valued, and integrated into the decision-making process.”

Strategy I: Develop a centralized website to effectively manage and promote city events, facilitated through collaboration with key stakeholders like the Edinburg Chamber of Commerce and Cultural Arts Board.

Justification: By creating a centralized website for city events and engaging relevant entities such as the Chamber of Commerce and Cultural Arts Board, we can streamline event management, enhance community engagement, and optimize communication, thereby fostering better coordination and visibility for Edinburg's diverse range of activities

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------|-------------------|------|----------------|
| Create plan with IT Director, Cultural Arts Team, and Edinburg Chamber of Commerce to utilize Explore Edinburg for centralized events. | City of Edinburg, Edinburg Chamber, Edinburg Cultural Arts Board | Information Technology Library & Cultural Arts | 6 Months – 1 Year | N/A | Yes |
| Create a Master Plan for Communications (staffing needs, etc.) | City of Edinburg | Communications and Media | 1-2 Years | TBD | No |

Strategy II: Enhance accessibility and access by implementing Spanish language options, ASL Interpreter Services, multilingual and multimodal communication, inclusive facilities like Adult Changing Tables, and promoting the City's disability-friendly initiatives, while diversifying information distribution channels.

Justification: By prioritizing accessibility and providing diverse access options, including language, communication modes, and facilities, we ensure that all community members, regardless of their abilities or backgrounds, can fully participate, engage, and benefit from the City's offerings, fostering inclusivity and equitable access for everyone.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------|------------|--------------------|----------------|
| Provide Spanish language access to all marketing material | City of Edinburg | Communications & Media | Ongoing | N/A | Yes |
| Provide disability access such as ASL Interpreter Services, Multilingual and Multimodal Communication, Adult Changing Tables, Recognition for the City being disability friendly | City of Edinburg, Community Inclusion Task Force | City Secretary Communications & Media | Ongoing | Task Force created | Yes |
| Create multiple ways of information distribution | City of Edinburg | Communications & Media | Ongoing | N/A | Yes |

Strategy III: Foster participation of community members in the democratic process through targeted voter education and registration initiatives, as well as the creation of a comprehensive communication framework, including a Valley Voter Awareness Month, National Voter Registration Day, Task Force, mailing lists, subscription buttons, and dedicated staff for event coordination and content distribution.

Justification: By strategically combining voter education, registration efforts, and efficient communication channels, this strategy aims to empower citizens with information, provide accessible avenues for involvement, and establish a dedicated team, enhancing civic engagement and promoting active participation in community matters, thus strengthening democratic values and promoting collaborative city development.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------|------------|------|----------------|
| Voter education/registration Mobilization <ul style="list-style-type: none"> • Conduct a study to Create a Valley Voter Awareness Month, National Voter Registration Day, Create a Task Force | Hidalgo County Elections Department | City Secretary | Ongoing | N/A | No |
| Events <ul style="list-style-type: none"> • Mailing list for engagement of projects and public meetings – • Button to subscribe for each project – to add to the list • Monthly Newsletter for Capital Improvement Projects – and other parks, ribbon cutting , etc. • Staff for the events team – This will help provide access to more resources <ul style="list-style-type: none"> ○ Staff with sole job on distribution of | City of Edinburg | Communications & Media | Ongoing | TBD | No |

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------------------------------------------|----------------|------------|-----------|
| <p>content (events, ribbon cuttings, CIP Projects)</p> <ul style="list-style-type: none"> ○ Someone in charge of the calendar – there can be a set of boxes that you check off what you want to know. An information will give you all the information that you need. Another box is all the city meetings. | | | | | |
| <p>Parks</p> <ul style="list-style-type: none"> • Information of where the parks are at • Which parks have splash pads • Where are the amenities • Interactive MAP with the grid – accessible (Pins that show all the facilities) (with pictures) • Provide Wi-Fi access to all parks and city buildings | <p>City of Edinburg</p> | <p>Communications & Media</p> <p>Parks & Recreation</p> | <p>Ongoing</p> | <p>TBD</p> | <p>No</p> |

Strategy IV: Implement a comprehensive city marketing approach by enhancing branding efforts both internally and externally, installing wayfinding signage at the city level, and developing a Marketing Master Plan, all led by the City of Edinburg in collaboration with the Communications & Media department.

Justification: By investing in consistent branding, clear wayfinding signage, and a well-structured Marketing Master Plan, this strategy aims to create a unified and attractive city image, improve navigation for residents and visitors, and optimize marketing efforts, ultimately enhancing the city's visibility, attractiveness, and communication efficacy.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budgets |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|------------|------|-----------------|
| <p>Branding</p> <ul style="list-style-type: none"> • Internally and Externally • Wayfinding signage at the city level • Marketing Master Plan | City of Edinburg | Communications & Media | Ongoing | N/A | No |

Health and Wellness

The committee will serve to promote and educate the community of physical and mental wellness, which can be enjoyed by all citizens. The main role of this committee is to communicate, participate, motivate, and support the organization's wellness programs for the community. This committee believes that the community overall will be able to successfully carry a healthier lifestyle with a supportive environment and a committee which focuses on providing new opportunities. The committee will work together to provide access to new and enjoyable programs which encourage healthy life choices and behaviors. This will be done while keeping in mind to identify needs, creating goals, and providing appropriate communication, in order to reach the community for participation.

Chairperson:
Sandra Alaniz

Committee Function:

To create a community where optimum physical and mental health is enjoyed by all its citizens.

Strategy I: Establish an Edinburg Health Fair hosting multiple events annually, in collaboration with health stakeholders, to gather aggregated community health data that enables identification and targeted addressing of prevalent illnesses and concerns.

Justification: By organizing regular health fairs with the involvement of key health stakeholders, this strategy not only promotes community well-being but also enables data-driven insights that allow the city to focus its resources effectively on tackling the most pressing health issues, fostering a healthier and more informed populace.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|----------------------------------------------------------------|------------|------|----------------|
| Create guidelines and program costs for an elevated health fair to be hosted 2-3 times per year. The health fair community results will provide aggregated data to identify the community's top illnesses or concerns. | Health Stakeholders (Ex. DHR and STHS) | City Manager's Office Human Resources/Benefits Division | 1 Year | TBD | No |

Strategy II: Develop a centralized website using Explore Edinburg to consolidate calendar invites, integrating an information hub website and app, in collaboration with the City of Edinburg, Edinburg Chamber of Commerce, and Edinburg Cultural Arts Board.

Justification: By creating a unified platform for event information in partnership with key stakeholders, this strategy enhances accessibility to community events, simplifies information dissemination, and improves engagement, resulting in a more connected and informed community.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------|-------------------|------|----------------|
| Create plan with IT Director, Cultural Arts Team, and Edinburg Chamber of Commerce to utilize Explore Edinburg for centralized events. | City of Edinburg, Edinburg Chamber, Edinburg Cultural Arts Board | Information Technology, Library & Cultural Arts | 6 Months – 1 Year | N/A | Yes |

Strategy III: Establish health improvement initiatives, such as the "Biggest Loser Scenario" and "New Year, New You," through the development of guidelines and program costs for an annual event, aiming to promote community well-being and healthy lifestyle choices.

Justification: By implementing targeted health improvement programs that encourage participation and healthy habits, this strategy contributes to the betterment of community health, fostering a culture of wellness and motivating residents to adopt sustainable positive changes for their overall well-being.

| Acti ons | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------|----------------------------------------------------------|-----------------------------------|----------------|------|----------------|
| Create guidelines and program costs for a yearly event | City of Edinburg, Health Stakeholders (Ex. DHR and STHS) | Human Resources/Benefits Division | 1 – 2 Years | N/A | No |

Strategy IV: Develop a comprehensive identity for walking trails by assigning distinctive names and incorporating distance maps for each trail, achieved by creating a collaborative database between the Parks and IT Departments and designating map placements through the Parks & Recreation Department.

Justification: By giving individual identities to walking trails and providing accessible distance maps, this strategy enhances community engagement, promotes outdoor activities, and assists residents and visitors in making informed choices about their fitness and recreational options, leading to a healthier and more active community.

| Acti ons | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|---------------------------------------------------------------|------------------|----------------------------------------------|----------------|------|----------------|
| Create database with Parks and IT Department | City of Edinburg | Information Technology Parks & Recreation | 1 – 2 Years | TBD | Yes |
| Designate placement of trails and maps for all walking trails | City of Edinburg | Parks & Recreation | 1 – 2 Years | TBD | No |

Strategy V: Establish a dedicated Public Health Department by formulating guidelines and undertaking a city strategic plan for health in collaboration with the City of Edinburg and consultants, overseen by the City Manager's Office.

Justification: Creating a specialized Public Health Department, guided by a strategic plan, will enable focused efforts on enhancing community health and well-being, allowing for more effective resource allocation, informed decision-making, and a proactive approach to public health challenges, ultimately improving the overall quality of life for Edinburg residents.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------|-------------------------------|-----------------------|-------------|------|----------------|
| Create guidelines and conduct city strategic plan for health | City of Edinburg, Consultants | City Manager's Office | 1 – 2 Years | TBD | No |

Mayor's Youth Advisory Council

The committee provides Edinburg's young generation the necessary tools, such as training and trust, to apply their creativity and skills to better their community, by allowing the young generation to have a voice in their local government. New and innovative ideas and projects can be made by inviting new and young minds to participate, while giving them leadership skills, experience, confidence, and support to succeed in their future. The committee's goal is to provide the City's youth an understanding of the operations of a municipal government, such as drainage, development, and public safety. Other areas of involvement include advocating for the expansion of higher education and other crucial areas that may affect their future.

Chairperson:
Sabrina Walker
Hernandez

Committee Function:

To include the perspective of the City's youth by becoming engaged in establishing the future of the City.

Mission Statement: “The Mayor's Youth Advisory Council is committed to empowering Edinburg's young generation by providing them with the tools, training, and trust needed to leverage their creativity and skills for the betterment of their community. By fostering active youth participation in local governance, we aim to amplify new and innovative ideas, equipping young minds with leadership abilities, experience, confidence, and the support necessary for future success. Our mission is to cultivate an environment where the City's youth not only contribute to municipal operations but also gain a comprehensive understanding of critical areas such as drainage, development, public safety, and higher education, ultimately shaping a brighter future for themselves and the community.”

Vision Statement: “The Mayor's Youth Advisory Council envisions a City of Edinburg where the voices and contributions of the young generation play a pivotal role in shaping the present and future of the community. We envision a dynamic platform that not only encourages active involvement but also imparts essential skills, knowledge, and experiences to our youth, enabling them to lead with confidence, advocate for meaningful change, and collaborate seamlessly with local government. Through a holistic engagement approach, we strive to create informed and empowered future leaders who drive positive transformation and make Edinburg a model city known for its vibrant, inclusive, and youth-driven initiatives.”

Strategy I: Provide Edinburg’s young generation the necessary tools, training and trust to apply their creativity and skills to better their community.

Justification: Empowering Edinburg's young generation with essential tools, training, and trust to utilize their creativity and skills not only cultivates a sense of ownership and responsibility but also fosters an environment where innovation flourishes, leading to meaningful contributions that positively impact and uplift the community's growth, development, and sustainability.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-------------------------------------------------------------------------------------|------------------|-------------------------------------------|------------|------|----------------|
| Continue to foster relationships with community stakeholders and City Department(s) | City of Edinburg | Edinburg Economic Development Corporation | Ongoing | N/A | Yes |

Neighborhoods/Parks/Green Spaces/Beautification

The committee serves to enhance and preserve neighborhoods, parks, and green spaces for the community and future generations. Through the collaboration of partners, including the City of Edinburg, Edinburg Consolidated Independent School District, Edinburg Economic Development Corporation, Edinburg Chamber of Commerce, University of Texas Rio Grande, and others, the committee would like to continue to fund and facilitate beautification projects and share resources for parks and green spaces in the community. The committee wants to continue to expand in the future and provide a volunteer program in order to allow citizens of all ages to participate in educating and providing innovative ideas to better the community, while sharpening their own skills. We want to also continue to expand in years to come to other areas in the City.

Chairperson:
Kristina Valadez

Committee Function:

To create a design to help preserve neighborhoods, parks, and green spaces in the community for future generations, to create healthy living spaces in the community, to enhance the environment, and promote the community's unique heritage.

Mission Statement: “The Neighborhoods, Parks, Green Spaces, and Beautification Committee is dedicated to enriching and preserving the vitality of our neighborhoods, parks, and green spaces for present and future generations. By fostering collaborative partnerships with entities such as the City of Edinburg, Edinburg Consolidated Independent School District, Edinburg Economic Development Corporation, Edinburg Chamber of Commerce, University of Texas Rio Grande, and more, we aim to champion beautification initiatives and allocate resources to enhance community parks and green areas. Our mission extends to empowering citizens of all ages through volunteer engagement, education, and innovative idea-sharing, while continually expanding our efforts to benefit all corners of the city.”

Vision Statement: “The Neighborhoods, Parks, Green Spaces, and Beautification Committee envisions a City of Edinburg where every neighborhood boasts well-preserved green spaces, vibrant parks, and aesthetically pleasing surroundings that reflect the pride and values of the community. Through dynamic partnerships, informed engagement, and a commitment to continuous expansion, we aspire to foster an environment of beauty, vitality, and unity. Our vision extends to a future where residents of all ages actively participate in shaping their surroundings, making Edinburg a benchmark for sustainable, inviting, and connected neighborhoods, celebrated for their collective efforts in preserving natural beauty and promoting community well-being.”

Strategy I: Foster community engagement, promote health, and provide a safe place for citizens to play, meet, and relax via parks.

Justification: By promoting community engagement, encouraging healthy activities, and offering a secure environment for social interaction and recreation through parks, this strategy contributes to building a stronger sense of community, enhancing overall well-being, and creating valuable spaces that foster positive interactions and relaxation among citizens.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|----------------------------------------------------------------|-------------------------------------------------------------------|--------------------|-------------|-----------------------------------------------------------------|----------------|
| 1 Per Park - Volleyball sand pits | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | Yes |
| 1 Covered Pavilion Per Park (basketball areas) or new addition | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | Not in current budget Estimated Cost: \$250,000 per pavilion | No |
| 1 Per Park Tennis courts | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | Estimated Cost: \$475,000 per tennis court | No |
| Updated playscapes where needed | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | Estimated Cost: \$280,000 each | Yes |
| Filtered water stations at all parks | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | No |

| | | | | | |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------|----------------|---------------------------------------|-----|
| Pet friendly areas at every park | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | Yes |
| Gardens with native landscaping at every park (Pollinator gardens) | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | Yes |
| Drip irrigation from recycled water | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | No |
| Every park improved solar lighting at a broader range | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | No |
| Every park with some type of water feature | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | Estimated Cost: \$180,000 per park | No |
| Recycling bins at every park | City of Edinburg Parks Department | Solid Waste Parks & Recreation | 1 – 2 Years | TBD | No |
| Sparks: spontaneous pop-up parks | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation Planning & Zoning | 1 – 2 Years | TBD | No |
| Mini Libraries at every park | South Texas Literacy | Parks & Recreation | 1 – 2 Years | Estimated Cost: \$2,000 per | No |

| | Coalition | Library & Cultural Arts | | park | |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------|-------------------|------|------------|
| Benches at every park | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | Yes |
| 1 outdoor roller-skating rink at a new park or existing large park | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 3 Years | TBD | No |
| City Walk Edinburg – under Monte Cristo expressway | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation Engineering | 1– 10 Years | TBD | No |
| Emergency phone at Every Park | City of Edinburg Parks Department, Community Inclusion Task Force | Parks & Recreation | 1 – 2 Years | TBD | No – Grant |
| Verbal reminder for little league to clean up after and before the games by the people announcing | City of Edinburg Parks Department, Little League Board | Parks & Recreation | 6 Months – 1 Year | N/A | Yes |
| Continuous Trash Bash through a coordinator – coordinate with the parks to clean up, help students with volunteer program (untapped resource) | City of Edinburg Parks Department, ECISD | Solid Waste | Ongoing | N/A | Yes |

Strategy II: Bridge communities via sidewalks and hike/bike trails so that one can travel to one end of the city to another by foot, bike, wheelchair, or scooter safely.

Justification: Establishing interconnected sidewalks and hike/bike trails across the city enables safe and accessible means of travel for pedestrians, cyclists, and individuals with mobility aids, facilitating community connectivity, reducing reliance on cars, promoting active transportation, and enhancing overall urban mobility and inclusivity.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------------------|------------------|--------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------|----------------|
| As many streets that need updated or improved Lighting | City of Edinburg | Public Works | Ongoing | Within the operating budget | Yes |
| Mile markers at trails once completed | City of Edinburg | Public Works | Ongoing | Within the operating budget | No |
| Visible street names for existing signs and signs where they are missing | City of Edinburg | Public Works | Ongoing | Within the operating budget | Yes |
| Awareness signs – (Bikes and Pedestrians) – barricades for bike lanes at all streets | City of Edinburg | Public Works | 1 – 10 Years | Not within the current budget, this request can only be on city-owned and maintained streets not allowed on TxDot Right of Way. | No |
| Superior Sidewalks – min. 4 -6 ft. wide, sidewalks implemented | City of Edinburg | Public Works | Ongoing | Within the operating budget, the ADA standards for sidewalks are 5ft. wide. | No |
| Pedestrian Traffic lights | City of Edinburg | Public Works | 1 – 10 Years | TBD | No |
| City streets need zebra crossing/marked crosswalks | City of Edinburg | Public Works | Ongoing | Within the operating budget, new MUTCD Standard | No |
| Emergency phones at every walking trail and in the city (ex. Downtown) | City of Edinburg | Parks & Recreation | 1 – 2 Years | TBD | No |

| | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------|---------------------------------------------------------------------------|----|
| Shared street concept signage at all major corridors and streets | City of Edinburg | Parks & Recreation | Ongoing | Within the current budget; City has adopted the “Complete Street” concept | No |
| Filter water fountain/bottle stations at all parks and city of Edinburg buildings | City of Edinburg | Parks & Recreation | 1 – 2 Years | TBD | No |
| Trees near sidewalks to provide shade at City Parks | City of Edinburg | Planning & Zoning Parks & Recreation | Ongoing | Within the operating budget, trees require 5 to 10 years to grow. | No |
| Community Meeting Place – through a keypad and assigned a code to know who it belonged to, accessible to groups and organizations | City of Edinburg | Parks & Recreation | 6 Months – 1 Years | TBD | No |
| Partners for Progress (beautification/parks/green space category): 2040 Committee, City of Edinburg, ECISD, IDEA, STPA, EDC, Chamber of Commerce, South Texas Literacy Coalition, UTRGV, Hidalgo County Irrigation District, big and small businesses, etc. called to collaborate to help the city of Edinburg fund and/or facilitate beautification projects and share resources for parks/green spaces in its pursuit for city progress. | City of Edinburg Parks Department, Community Inclusion Task Force, 2040 Committee, City of Edinburg, ECISD, IDEA, STPA, Vanguard Academy, EDC, Chamber of Commerce, South Texas | Edinburg Economic Development Corporation City Manager’s Office | 1 – 5 Years | TBD | No |

| | | | | | |
|--|--------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| | Literacy Coalition, UTRGV, Hidalgo County Irrigation District, big and small businesses, etc. | | | | |
|--|--------------------------------------------------------------------------------------------------------------------|--|--|--|--|

Strategy III: Provide more green spaces for residents throughout the city.

Justification: Increasing the availability of green spaces within the city provides residents with accessible and tranquil areas for relaxation, recreation, and connection with nature, contributing to improved mental well-being, physical health, and a heightened sense of community pride and identity.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|------------------------------------------------------------------|-------------|-----------------------------|----------------|
| Increase Parkland dedication fees | City of Edinburg | City Manager's Office Parks & Recreation | 1 – 2 Years | TBD | No |
| Acquisition of land for green spaces and parks, green spaces built in with hike/bike trails. Teacup/triangle/pocket/mini green space: This concept would be to find small parcels of unused property. It could be an empty lot, alley way between businesses, etc. Does not have to have grass necessarily. It could have potted plants or trees, artificial turf, and movable tables and chairs. It could also have a water feature. Pop up green spaces: This concept would be to utilize an unused space that has a purpose for something in the future but would remain unused in the meantime. So, the idea is to borrow it for x amount time as a green space. | City of Edinburg, Consultants | City Manager's Office Parks & Recreation Planning & Zoning | Ongoing | Within the operating budget | Yes |
| Collaboration with school district, University, and other partners | City of Edinburg, ECISD, IDEA, STPA, EDC, Vanguard | Parks & Recreation | Ongoing | Within the operating budget | No |

| | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------|-----------------------------|-----|
| | Academy | | | | |
| Revitalization of Ebony Hills Golf Club. Green space and golf course collaboration. | City of Edinburg, Ebony Golf Board | Parks & Recreation | Ongoing | Within the operating budget | Yes |
| Partners for Progress (Beautification/Parks/green space category): 2040 Committee, City of Edinburg, ECISD, IDEA, STPA, EDC, Chamber of Commerce, South Texas Literacy Coalition, UTRGV, Hidalgo County Irrigation District, big and small businesses, etc. called to collaborate to help the city of Edinburg fund and/or facilitate beautification projects and share resources for parks/green spaces in its pursuit for city progress. | City of Edinburg Parks Department, Community Inclusion Task Force, 2040 Committee, City of Edinburg, ECISD, IDEA, STPA, Vanguard Academy, EDC, Chamber of Commerce, South Texas Literacy Coalition, UTRGV, Hidalgo County Irrigation District, big and small businesses, etc. | Edinburg Economic Development Corporation City Manager's Office | 1 – 2 Years | TBD | No |

Strategy IV: Beautify the City of Edinburg by making visual improvements to boost city pride, tourism, and commerce.

Justification: Enhancing the visual aesthetics of the City of Edinburg through beautification efforts fosters a sense of pride among residents, attracts tourists through its appealing environment, and stimulates economic activity by creating an inviting atmosphere that encourages people to explore, shop, and invest in the city's vibrant culture and offerings.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------|-------------------|-----------------------------|-----------------------|
| Increase in frequency the regular trash clean up | City of Edinburg | Solid Waste | Ongoing | Within the operating budget | Yes |
| Increase in frequency the regular street sweeping | City of Edinburg | Public Works | Ongoing | Within the operating budget | Yes |
| Increase in frequency the regular power washing of streets and sidewalks | City of Edinburg | Public Works | Ongoing | Within the operating budget | No |
| Native landscaping, adding river rocks to existing flower beds | City of Edinburg | Planning & Zoning Public Works | Ongoing | Within the operating budget | Yes |
| Decorative banner lighting posts | City of Edinburg | Public Works | 1 – 2 Years | TBD | No |
| Edinburg illuminated sign or Welcome Sign at every entrance of Edinburg | City of Edinburg | Public Works | 1 – 5 Years | TBD | No |
| Increase irrigation pipe art increase and/or create a program | Hidalgo County Irrigation Districts, City of Edinburg | Library & Cultural Arts | 1 – 2 Years | Within the operating budget | Yes |
| Art installations (ex. Dallas cattle drive sculptures) | City of Edinburg | Public Works Library & Cultural Arts | 1 – 2 Years | TBD | No |
| Artistic bus stops at every bus stop | City of Edinburg, LRGVDC | Library & Cultural Arts | 1 – 5 Years | TBD | No – Grant |

| | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------|-------------|-----|----|
| Better Business Beautification Program: Holiday decorating contest for Christmas annually. Seasonal decorating encouragement. Quarterly/bi-annual business storefront/landscaping beautification awards and city hall recognition via social medias and website. | City of Edinburg | Edinburg Economic Development Corporation | 1 – 2 Years | TBD | No |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------|-------------|-----|----|

Public Safety

The committee of Public Safety serves the City of Edinburg in order to improve the quality of life in the community by addressing safety concerns and providing a healthy environment for all citizens. The committee will continue to research and collect information on needs for our community, from street signs, safety areas for children and individuals with disabilities, and first responders. Road safety is as important for our community as our citizens, and we want to continue to expand safety around our streets and avoid back-logged traffic.

Chairperson:
Johnny Hernandez

Committee Function:

To improve the quality of life in our community by addressing the needs that ensure a safe and healthy environment for all citizens.

Vision Statement: “The Public Safety Committee envisions a City of Edinburg where every individual experiences a sense of security and flourishing. By vigilantly addressing safety challenges and advocating for a wholesome environment, we aspire to set new standards in community well-being. Through continuous research, we will strive to create an inclusive urban landscape, featuring properly equipped streets, designated safety zones for vulnerable populations, and swift emergency response. Our vision extends to a future where road safety is optimized, traffic congestion is minimized, and our city stands as a model of safety, accessibility, and harmony.”

Mission Statement: “The Public Safety Committee of the City of Edinburg is dedicated to enhancing the well-being of our community by effectively addressing safety concerns and fostering a wholesome environment for all residents. Through comprehensive research and collaboration, we aim to identify and meet the unique needs of our diverse population, including accessible infrastructure for children, individuals with disabilities, and first responders. Our commitment extends to ensuring road safety to the same degree as citizen safety, working to mitigate traffic congestion and expand safety measures along our streets.”

Strategy I: Visibility of police in neighborhoods

Justification: Increasing police visibility in neighborhoods establishes a stronger sense of safety and security among residents, deters potential criminal activity, fosters positive community-police relationships, and promotes a cooperative approach to maintaining a peaceful and law-

abiding community.

| Ac tio ns | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-------------------------------------------|-----------------|------|----------------|
| Solar-powered Emergency Call Center (911 Systems) at parks and bike trails within the city of Edinburg. | City of Edinburg, Crime Stoppers, Public Safety Board | Police Parks & Recreation | 1 – 2 Years | TBD | No |
| More Crime Prevention Programs for the public and Neighborhood Watch. | City of Edinburg, Crime Stoppers, Public Safety Board | Police | 1 – 5 Years | TBD | Yes |
| Cameras for major intersections and major crime areas. | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works Information Technology | 1 – 10 Years | TBD | No |
| Edinburg Community Center for the Police Department (Community/Meeting room) | City of Edinburg, Crime Stoppers, Public Safety Board | Police Engineering | 1 – 5 Years | TBD | No |

Strategy II: Disaster preparedness public education

Justification: Implementing a comprehensive disaster preparedness public education program equips residents with essential knowledge and skills to effectively respond to emergencies, enhances community resilience, minimizes risks, and ensures a coordinated and informed approach in times of crisis, ultimately safeguarding lives and property.

| Ac tio ns | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------|----------------|------|----------------|
| Outreach programs for juveniles, maybe partner with UTRGV (Mentorship) | City of Edinburg, Crime Stoppers, Public Safety Board | P o l i c e F i r e | 1 – 2 Years | N/A | No |

| | | | | | |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------|---------|-----------------------------|------------|
| Update LED lighting in residential areas and trim the trees that are blocking the lighting. | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | Ongoing | Within the operating budget | No - Grant |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------|---------|-----------------------------|------------|

Strategy III: Enforcement of traffic laws

Justification: Enforcing traffic laws rigorously enhances road safety by reducing accidents and injuries, instilling a culture of responsible driving, promoting orderly traffic flow, and maintaining a secure environment for both drivers and pedestrians, leading to an overall decrease in road accidents and promoting a safer city.

| Ac ti on s | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------|-------------------|---------------------------------------------------------|----------------|
| Add speed signs that also compile info of peak speeding hours and number of speeders. Collects data for PD for increased patrols. TC-4 Radar Speed sign is battery powered or solar. Need quote. | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | Ongoing | Within the operating budget | Yes |
| Child with autism sign with speed humps in neighborhood. | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | Ongoing | Within the operating budget | Yes |
| Speed hump for Palm Drive between South Closser and Stadium Drive (City of Edinburg Parks and Recreations) | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | 6 Months – 1 Year | Palm Drive is a collector street as per city ordinance. | No |
| Update streets and the markings (residential and major intersections) | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | Ongoing | Within the operating budget | Yes |
| LED solar stop signs which reduce blow | City of Edinburg, | Public Works | 1 – 10 Years | TBD | No |

| | | | | | |
|----------------------------------------------------------------------|-------------------------------------------------------------|--------------|-------------|--------------------------------------------------------------------|-----|
| through/failure to stop by up to 52% | Crime Stoppers, Public Safety Board | | | | |
| Cross traffic does not stop (Good for 4way intersections) | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | 1 – 2 Years | TBD | No |
| Speed humps between Wisconsin Road and Trenton Road on Rhonda Street | City of Edinburg, Crime Stoppers, Public Safety Board | Public Works | Ongoing | The neighborhoods need to request the humps as per City ordinance. | Yes |

Strategy IV: Quality of police protection

Justification: Prioritizing the quality of police protection ensures responsive and effective law enforcement services, builds community trust, reduces crime rates, and fosters a secure environment that promotes residents' well-being and contributes to the overall safety and harmony of the city.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-----------------------------------------------------------------|-------------------------------------------------------|--------------------|-------------|------|----------------|
| Increase of personnel for communications as the city is growing | City of Edinburg, Crime Stoppers, Public Safety Board | Police | 1 – 2 Years | TBD | Yes |

Strategy V: Quality of police/fire protection

Justification: Maintaining high standards of police and fire protection ensures swift emergency response, minimizes potential risks, safeguards lives and property, and cultivates a sense of safety and trust among residents, creating a resilient and secure environment that supports the overall welfare of the community.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|------------------------------------------------------------------|------------------|--------------------|-------------|------------------------------------------|----------------|
| Better communication with Police Department and Code Enforcement | City of Edinburg | Police | Ongoing | N/A | N/A |
| Code Enforcement with an office | City of Edinburg | Building Safety | 1 – 5 Years | TBD | Yes |
| Larger office for Police Staff | City of Edinburg | Police | 1 – 2 Years | TBD | No |
| Add more Firefighters | City of Edinburg | Fire | 1 – 2 Years | Estimated Cost: \$42,000 per firefighter | Yes |
| Add a workout room for both firefighters and police | City of Edinburg | Police/Fire | 1 – 2 Years | TBD | No |

| | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|-------------|-----|-----|
| Bulletproof windshields: For this item, we would like to recommend for the Police Department within 5 years as officer involved shootings are more frequent. | City of Edinburg | Police | 1 – 5 Years | TBD | Yes |
| Night optic thermal imaging spotlight for Police and Fire built for seeing in the dark | City of Edinburg | Police/Fire | 1 – 5 Years | TBD | No |

Strategy VI: Police response time

Justification: Improving police response time ensures timely assistance in emergencies, enhances public trust in law enforcement, increases the likelihood of apprehending offenders, and contributes to a safer community by effectively addressing incidents and maintaining law and order.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|--------------------|-------------|------|----------------|
| Expanding the area between Cesar Chavez and US 281 on Trenton is another consideration to allow traffic flowing east and west to avoid back-logged traffic. | City of Edinburg, TxDOT, Hidalgo County Pct. 4 | Public Works | 1 – 5 Years | TBD | No |

Strategy VII: Effort to prevent crime

Justification: Implementing proactive measures to prevent crime through community engagement, targeted interventions, and law enforcement collaboration enhances public safety, reduces the occurrence of criminal activities, and fosters a secure environment that encourages economic growth and a high quality of life for residents.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------------------------------------|------------------|--------------------|-------------|---------------------------------------|----------------|
| Need LED lighting on the new hike & bike trail between Business 281 and Sugar Road on Freddy Gonzalez. | City of Edinburg | Public Works | 1 – 2 Years | Estimated Cost: \$4,200 per LED light | No |

Strategy VIII: Enforcement of traffic laws

Justification: Rigorous enforcement of traffic laws enhances road safety, reduces accidents and injuries, promotes responsible driving behavior, and contributes to the creation of a well-organized and secure transportation system, resulting in a safer and more efficient city for all residents and road users.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|---------|-----------------|--------------------|------------|------|----------------|
|---------|-----------------|--------------------|------------|------|----------------|

| ns | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------|-------------------------------------|-----|
| Add TS40 School Zone Crossing Flashing Solar LED Edge Lit Sign (S1-1) (Quotes) | City of Edinburg | Public Works | 1 – 2 Years | Estimated Cost: \$7,000 each | Yes |
| Synchronize the traffic lights and add sensors on the ground to avoid unnecessary standstill: example on Sprague and Business 281 and Palm Drive. | City of Edinburg | Public Works | 1 – 2 Years | TBD | No |
| Illuminate the street signs (above traffic lights) on main intersections so the lettering can be viewed from a distance and will help with locations. | City of Edinburg | Public Works | 1 – 2 Years | TBD | No |
| Cameras for major intersections and major crime areas. | City of Edinburg | Public Works | 1 – 2 Years | TBD – Consult with City Attorney | No |

Transportation/Mobility/ Connectivity/ Drainage/ Broadband

The committee supports the enhancement of multi-modal transportation within the City and surrounding areas. It serves as a promoter of growth, mobility, connectivity, and safety for City residents, visitors, and stakeholders. The committee supports all modes of transportation, from our aviation system and roads to our drainage system. The committee works towards supporting all forms of transportation and mobility in order to continue to provide access to services and activities, such as education, employment, shopping, and cultural events. We believe the quality and availability of transportation affects people's ability to participate in both social and economic activities.

Chairperson:
Andres Palma

Committee Function:

Support the enhancement of multi-modal transportation systems within the City of Edinburg and its surrounding areas to promote organized growth, the mobility, connectivity and safety for the people, as well as, goods and services originating and having a destination in the City of Edinburg.

Vision Statement:

“Our vision is to create a thriving, connected, and inclusive community in the City of Edinburg and its surrounding areas, where multi-modal transportation, mobility, connectivity, drainage, and broadband infrastructure work seamlessly together. We envision a future where all residents, visitors, and stakeholders enjoy safe and efficient access to services and opportunities, fostering social and economic prosperity.”

Mission Statement:

“The Edinburg Transportation/Mobility/Connectivity/Drainage/Broadband Committee is committed to supporting and enhancing multi-modal transportation systems within the City and surrounding regions. Our mission is to promote organized growth, mobility, connectivity, and safety for people, goods, and services originating and destined for Edinburg. We aim to foster a robust transportation network that caters to diverse needs and maximizes the quality of life for our community members. By collaborating with stakeholders, agencies, and residents, we strive to optimize the city's infrastructure to facilitate seamless movement, accessibility, and opportunity for all.”

Strategy I: Support the enhancement of multi-modal transportation systems within the City of Edinburg and its surrounding areas to promote organized growth, the mobility, connectivity, broadband and safety for the people, as well as, goods and services originating and having a destination in the City of Edinburg.

Justification: This strategy is justified to foster sustainable development, improve accessibility, and ensure the safety and efficiency of

transportation, broadband, and connectivity systems, benefiting both residents and businesses in Edinburg and its surrounding areas.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------------------|-------------------|-----------------------------------|----------------------------------------------------|
| Perform strategic planning for the City of Edinburg | City of Edinburg | City Manager's Office | Ongoing | Currently included in city budget | Yes |
| Create/perform a master drainage plan | City of Edinburg | Engineering | 1 – 2 Years | Estimated Cost: \$500,000 | No, Requested 2024/2025 – Detention Ponds Waiting |
| Perform a master plan for the development (infrastructure) of the UTRGV Football Stadium. | UTRGV, City of Edinburg | Engineering | Ongoing | Currently in operating budget | No, Interns are occasionally used with UTRGV |
| Develop a thoroughfare plan -Review the 2005 Thoroughfare Plan -Create Map | City of Edinburg | Planning & Zoning Engineering | Ongoing | Currently in operating budget | No, Future Year (TBD) Estimated Cost: \$500,000 |
| Develop strategic relationships at UTRGV in order to develop partnerships to perform studies, models, simulations by graduate students for Infrastructure function and performance modeling. | UTRGV, City of Edinburg | Engineering | 1 – 2 Years | TBD | No |
| Prioritize the execution of the UTRGV master plan for off-site parking structures to implement mass transit. | UTRGV, City of Edinburg | Planning & Zoning | 1 – 5 Years | TBD | No |

Strategy II: Support mobilization through partnerships, identifying public safety concerns and developing projects

Justification: This strategy is justified as it leverages collaborative partnerships to address public safety concerns, paving the way for well planned projects that enhance mobility and transportation systems, ensuring a safer and more efficient environment for all in Edinburg and its neighboring regions.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------|-------------|----------------------------------------------------------------|----------------------------|
| Prioritize improvements at intersections to improve mobility. | City of Edinburg | Public Works Engineering | Ongoing | Within the operating budget | No, CIP |
| Prioritize a partnership for the improvements to Russell Road (Mon Mack to US281). | City of Edinburg, TXDOT | Public Works Engineering | Ongoing | Within the operating budget | No, CIP |
| Identify hazard areas for the school district including roadside swales. | City of Edinburg, ECSID, Vanguard Academy, IDEA, STPA | Public Works Engineering | 1 – 2 Years | Within the operating budget in the Master Drainage Plan update | Yes, the Sidewalks Project |
| Identify safety concerns at rural, narrow bridge crossings for ECISD. | City of Edinburg, Hidalgo County | Public Works Engineering | 1 – 2 Years | N/A | Yes, Outside City Limits |
| Extend the runway at South Texas International at Edinburg Airport. | City of Edinburg | Airport | 1 – 5 Years | TBD | Yes, Grant |
| Develop private & international flights at South Texas International at Edinburg Airport. | City of Edinburg, STC, UTRGV | Airport | Ongoing | Within the operating budget | Yes |
| Update the major and minor thoroughfare every 3 years. | City of Edinburg | Engineering | 1-3 Years | Estimated Cost: \$150,000 | No, Future Year (TBD) |
| Use the thoroughfare plan as a tool to evaluate development and categorize roadways. | City of Edinburg | Engineering | Ongoing | Within the operating budget | Yes |

Strategy III: Promote growth through improving drainage systems and infrastructure projects

Justification: This strategy is justified as it facilitates sustainable growth and resilience by enhancing drainage systems and infrastructure projects, safeguarding the community from flooding and related hazards while fostering development opportunities in Edinburg and its vicinity.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|-------------|------------------------------------------------------------|-----------------------|
| Perform the study necessary to evaluate impact assessment fees for infrastructure and drainage projects. | City of Edinburg | Public Works | 1 – 2 Years | TBD | No, Future Year (TBD) |
| Increase of one staff member to include stormwater on the GIS platform that is on the city website to ease and increase development. | City of Edinburg | Engineering | Ongoing | Within the operating budget | No, TBD |
| Increase equipment necessary for the Public Works Department. 1 Camera for View and Vactor Truck | City of Edinburg | Public Works | 1-2 Years | \$360,000 for the Vactor truck and \$85,000 for the camera | Yes |

Strategy IV: Perform broadband studies and initiatives in order to develop a stronger network in the City of Edinburg.

Justification: This Strategy is justified as it aims to conduct thorough broadband studies and initiatives, resulting in a robust and reliable network infrastructure that will empower residents, businesses, and institutions with enhanced digital connectivity, promoting economic growth and technological advancement in the City of Edinburg.

| Actions | Entity Involved | City Department(s) | Time Table | Cost | Current Budget |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------------|-----------------------------|---------------------|
| Perform a broadband study to develop a plan that is required to submit for a grant. 1. 3-4 Month Study 2. 1-2 Year Submission | City of Edinburg | Information Technology | 3-6 Months | TBD | No, Apply for Grant |
| Improve and interconnect city facilities with fiber. | City of Edinburg | Information Technology | Ongoing | Within the operating budget | Yes |
| Create a second access point for the city internet to avoid network disruption, cyber disaster, and natural disaster. | City of Edinburg | Information Technology | Ongoing | Within the operating budget | Yes |
| Prioritize a partnership to purchase land at Edinburg Lake for a Regional Detention Facility (RDF). | City of Edinburg | Public Works Engineering | 1 – 5 Years | TBD | Yes |
| Develop and invest in the City of Edinburg IT Department to be a progressive leader in South Texas. | City of Edinburg | Information Technology | Ongoing | In current operating budget | Yes |
| Re-configure the IT network infrastructure in preparation of a robust broadband future. | City of Edinburg | Information Technology | 1 – 2 Years | TBD | Yes |
| Evaluate the potential to use secondary source satellite broadband as a primary source of broadband to decrease the total investment amount spent on future broadband. | City of Edinburg | Information Technology | 6 Months – 1 Year | TBD | No |