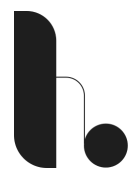


BUILDING STRONGER COMMUNITIES: PROGRAM INITIATIVES IN ACTION



SARAH ZEPEDA
MARKETING & SPECIAL EVENTS ADMINISTRATOR



**McALLEN
SHINES**
DOING THE RIGHT THING



A citywide initiative promoting cleanliness, civic pride, and safety.

Mission: Uniting all sectors to 'Do The Right Thing' for McAllen.



WHY SHINE?



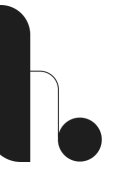
PROBLEM: LITTER, VISUAL NEGLECT, DISENGAGED PUBLIC

SOLUTION: UNIFIED MESSAGE ACROSS CITY SECTORS

"CLEAN STREETS CREATE CLEAR MINDS AND CONNECTED COMMUNITIES."



IT'S NOT JUST A CAMPAIGN IT'S A CULTURAL SHIFT



City Departments



Businesses



Schools



Boards & Civic
Groups



Empowering Local Economies Through Civic Pride

Leverage public-private partnerships to promote beautification, safety, and community respect.

Key Strategies: Encourage businesses to take ownership of public spaces near their storefronts.

- Recognition Program: Spotlight businesses that go above and beyond in cleanliness and curb appeal.
- Event Partnerships: Collaborate on clean-up drives, block parties, and recycling initiatives.
- Branded Materials: Provide signage, stickers, and marketing tools to amplify their involvement.

Why It Works:

- Builds civic pride
- Fosters customer loyalty
- Strengthens city-business relations



DEPARTMENTAL INTEGRATION

CROSS - FUNCTIONAL COLLABORATION FOR A
CLEANER, SAFER, AND WELCOMING CITY

How Departments Are Engaged:

- Public Works: Leads street sweeping, debris pickup, and curb maintenance.
- Parks & Recreation: Integrates clean-up into park operations and events.
- Code Enforcement: Supports with ordinance education and compliance.
- Sanitation & Recycling: Drives education on waste reduction and resource management.
- Communications: Amplifies impact through storytelling and public awareness.

OPERATIONAL BENEFITS:

- ✓ Streamlined interdepartmental workflows
- ✓ Unified messaging to the public
- ✓ Increased morale through shared mission
- ✓ Proactive service delivery





Youth and School Engagement

SHAPING TOMORROW'S LEADERS THROUGH CIVIC PRIDE

Why It Matters:

Early education in civic pride builds long-term community ownership and responsible citizenship.

Strategic Touchpoints:

- Campus Presentations: Interactive sessions featuring McSHINES the Mascot, the SHINES Pledge, and the “SHINE or NOT SHINE” digital game.
- Deputy Program: “SHINES Deputy” badges awarded to students who take SHINES pledge.
- School Contests: Clean classroom challenges, poster design competitions, and recycling drives.
- Partnerships with ISD: Collaborative curriculum tie-ins and Vision Zero safety efforts at middle and high schools.

Engagement Impact:

- ✓ Over 20,095+ students reached this year
- ✓ Participation from all McAllen ISD campuses
- ✓ Strengthened city-school relationships
- ✓ Youth-driven clean-up events initiated





PUBLIC EVENTS

PURPOSE

BUILDING COMMUNITY PRIDE THROUGH
ACTION-ORIENTED GATHERINGS

Purpose-Driven Engagement:

Every McAllen SHINES event is strategically designed to blend fun, education, and civic responsibility — ensuring the message sticks and the impact multiplies.

Results That Matter:

- ✓ Over 300,000 attendees across SHINES events in the past year
- ✓ 30+ community partnerships formed
- ✓ Increased volunteer sign-ups & engagement
- ✓ Elevated perception of city pride and public safety



Measurable Impact

Turning Strategy Into Results That Speak for Themselves

Cleanliness & Beautification:

- 8,900+ blocks swept and cleaned since launch
- 400+ trees distributed at events
- Quarterly Community Champion Awards

Community Engagement:

- 7,500+ residents engaged through events and campaigns
- 20,095+ students reached through campus presentations

Public Perception & Visibility:

- 500,000+ impressions across social media platforms
- Increased positive resident feedback via surveys and hotline reports



How To Start SHINING

- Start with one department and a message
- Create a strong visual identity
- Engage youth and community
- Celebrate public wins



1. Stronger communities are built one initiative at a time.



Cheryl Anderson
McAllen Artist

**CHOOSE TO
SHINE**



McALLEN SHINES DOING THE RIGHT THING



KINDNESS



RESPECT.



**CIVIC
PRIDE.**

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