

WHAT'S IMPORTANT TO US

**SAN MARCOS**  
DISCOVER LIFE's POSSIBILITIES







# Customer Service

## Be a problem solver

The City of San Marcos is first and foremost in the business of service. How we provide that service makes all the difference.

We treat our residents and businesses like valuable customers we can't afford to lose. Trust is our currency, and we work hard to earn it every day. We explain things clearly without using jargon. We show genuine empathy.

When we interact with community members, we look for opportunities to gain a deeper understanding of their needs. By seeing things from the perspectives of those we serve, we find solutions others might miss. We connect the dots, making working with government easy.

Most of all, we invest time in being good partners with the community and our city colleagues, with the goal of truly understanding their priorities, needs and concerns. This insight allows us to deliver an unmatched level of service and quality outcomes while building a high level of trust.

# Fiscal Responsibility

## Operate like an efficient business

We work hard and get results. We keep things lean, managing our resources carefully and intentionally for the benefit of the community. We act quickly because time is money. Our bias for action means we get rid of unnecessary processes to focus on the shortest line from a to b.

Our entrepreneurial spirit challenges the status quo. Is there a more efficient way to do things? Where can we develop new revenue streams that benefit the community? How can we turn \$5 today into \$15 tomorrow? If this doesn't sound like government, that's the point!





# Teamwork

## Be good partners

We take pride in supporting one another and doing what's best for our community – all hands on deck, regardless of title or position in the organization.

Being a good partner means we are invested in the success of others as much as – or even more than – our own. All members of the city team bring value, and we mine for new ideas from throughout the organization. If you take a calculated risk that doesn't work out, we are here to support you and learn from it together.

We bring our authentic selves to work and lead with kindness and curiosity. When making decisions, we consider the effects on all departments, never just our own. We see ourselves as part of one big system with lots of interdependent parts. No room for silos here!



# Professional

## Build to last

While we value speed, we don't sacrifice long-term solutions for temporary fixes. No patchwork remedies here, we seek sustainable solutions that will enrich our community for years to come. Our decision-making process is informed and considered, acknowledging that no choice is perfect, and that's okay. We constantly adapt to enhance outcomes for our community, the most critical measure of success. We take pride in the trust we earn from our community through our transparent motives and actions.



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