

Municipal Court Division



From left to right: Leilani Mata (P/T Administrative Assistant), Cynthia Vasquez (Municipal Court Clerk), Crystal Martinez (Deputy Court Clerk).



STATE OF TEXAS SEAL

The Municipal Court received the new Texas Seal in October 2010. The old seal has been placed in the lobby area outside of the Court Room. Please drop by and see the new seal. It is beautiful!

MUNICIPAL COURT ONLINE PAYMENTS

The Municipal Court received its first online payment on October 1, 2011, from someone in Grandbury, TX in the amount of \$370.00. This payment option is now available on our City's website. With this service, violators will be able to pay their tickets online using their citation number, license plate number or driver's license number. As of Sept. 14th, 2011 the City has received \$84,633.03 in payments through the online payment module.

Municipal Court Division

MUNICIPAL SERVICES BUREAU

Municipal Services Bureau is the collection firm that the City is currently using to collect monies that are over sixty days past due. MSB was brought to the City Council on April 7th, 2010 which put our first submission to them in September of 2010. Since October 1st, 2010 to September 14th, 2011 MSB has collected \$42,447.

SCOFFLAW

The City Council approved the City Manager to sign an Interlocal Agreement with Cameron County and TX Department of Motor Vehicles on December 10th, 2010. The Municipal Court submitted 300 cases on April 14th, 2011. Three cases have been paid and one has been placed on a payment plan. The total collected so far is \$1,281.80. This program denies the registration or re-registration of vehicles if the registered owner has a warrant for delinquent Class C misdemeanor traffic offenses for failure to appear or resolve cases.

TEXASSCOFFLAW

OMNIBASE

The City Council approved the City Manager to sign an Interlocal Agreement with the Texas Department of Public Safety on July 21st, 2010. This program blocks the renewal of a drivers license of a person who fails to appear or to satisfy a judgment ordering payment of a fine and cost related to any offence that a court has jurisdiction.





COURT AUDIO

The Municipal Court was happy to announce their new audio system in February of this year. We are happy to have this tool available for the use of Judge and the visitors of the Court. The Audio system is made up of three wireless microphones that can be moved around in the court room as needed to create multi-functional uses.



Human Resources Division



From left to right: Araceli Sanchez (Administrative Assistant), Wendi Delgado (Administrative Services Director), Rebeccah Morrison (Receptionist)

NEW STAFF BUSINESS CARDS

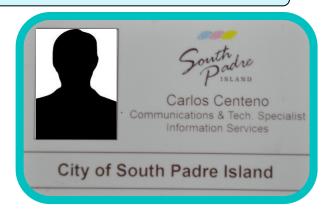


The City of South Padre changed its business card design to a more eyecatching design that will leave a good first time impression to everyone. All city staff employees use the new business card design.

Human Resources Division

EMPLOYEE ID CARDS

The Administrative Services Department worked extremely hard updating the City employee identification badges. All employees received a newly formatted identification badge with their current position and employee number.



EMPLOYEE BENEFIT STATEMENTS



The City of South Padre Island issued their first Benefit Statements this year to all Full-Time employees of the City. The statements were detailed with individual information related to salary, benefits, retirement, etc. Each statement provided a comprehensive amount the employee is paid, which included all amounts the City pays regarding compensation and benefits.

JOB DESCRIPTIONS

The HR division spent over a year completing a formal job description for each position at the City. This process started in Fall of 2009 and was officially completed in September 2011. Every employee of the City has an updated job description which details: Leadership Responsibilities, Position Purpose, Essential Functions, Secondary Functions, Capital and/or Fiscal Responsibility, Credentials, Tools and Equipment Used, Physical Demands, Work Environment, and Selection Guidelines.





From left to right: Minerva Lopez (Executive Assistant), Darla Jones (Assistant City Manager), Joni Clarke (City Manager), Susan Hill (City Secretary)

FIRE & EMERGENCY SERVICES STATION BOND



On the November 2nd General Election the citizens of the City of South Padre Island voted in favor of a \$3.8 million that will allow the construction of the new Fire & Emergency Services Station. 827 citizens voted, with 352 voting against the bond and 474 voting in favor of the \$3.8 million bond.

ON-LINE AUCTION

On November 12th, the City held its first online auction with the help of Rene Bates Auctioneers Inc. The City received a check for \$25,933.06 after the commission fee of \$2,102.68 from the \$28,035.74 in total sales for 28 items. Our appreciation to staff for their efforts in initiating the City's first on-line auction!

TEXAS CITY MANAGEMENT ASSOCIATION

TCMA Professional Development Committee Member Joni Clarke and Board Member Darla A. Jones were elated on the Texas City Management Association's decision to host the 2012 Annual Conference in the City of South Padre Island.

Congratulations to Assistant City Manager Darla A. Jones on her second term as a Board Member for the Texas City Management Association.





THANKSGIVING LUNCHEON

On November 19th, 2010, the City of South Padre Island Employee Club Members and Department Directors hosted a Thanksgiving Luncheon at the Convention Centre where City staff gathered to give thanks for blessings they received throughout the year.

HOLIDAY EVENT LUNCHEON





On Friday, December 11th, 2010, the City of South Padre Island hosted their 1st annual "Holiday Event Luncheon" at the Convention Centre. The event was a success as reflected by the attendance and participation of our shift schedule employees. Everyone enjoyed a delicious catered event and employees participated in the raffle for gifts that were generously donated by all our department directors. Within continued expressions of gratitude, employees shared the holiday cheer and looked forward to a Happy New Year!

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City Manager's Office

2011 WORK PLACE SURVEY



The 1st Annual Employee Survey was presented to staff. All employees were encouraged to give a response to general workplace issues. Topics included in the survey were: My Work Duties, My Team, My Supervisor, My City, Team Building and Recognition, Support and Appreciation, Communication, Compensation/Wellness & Work/Life Balance, Advancement Opportunities and Professional Growth, and My City Manager.

FIRST ANNUAL BIGGEST LOSER CONTEST

Employees participated in the City's first weight loss contest. The three month contest began Friday, January 7th, and ended April 1st. 26 City staff completed the contest and lost a combined total of 248 pounds. Cash prizes were awarded for the biggest losers in the following categories: overall weight loss, percentage weight loss, target weight loss, sponsor, and team. A big thank you to our Wellness Chairman, Burney Baskett aka "The Lard Master" for his leadership.



FIRST ANNUAL BUDGET KICK-OFF MEETING



City Manager Joni Clarke led the Leadership Team, division heads and administrative assistants in the First Annual Budget Kick-off meeting on February 17th. Topics covered included the review of the Charts of Accounts and proper coding, the budget calendar, review of the Capital Improvements Plan process, review of the Five Year Operations Plan, revenue forecasting, fee ordinance review, staffing, technology, training plans, work plans, and many other subjects relevant to the budget process.

ASBPA COASTAL SUMMIT



The week of February 28th, Mayor Pinkerton, Mayor Pro-Tem Evans and Council Member Ridolfi visited the U.S. Capitol to meet with elected officials and agency staff to seek funding for the City of South Padre Island's beach re-nourishment project, Padre Boulevard medians, sidewalks reconstruction project, and other local economic development initiatives. City Manager Clarke, Coastal Resources Manager Trevino and Development Director Vasquez accompanied the local elected officials to organized meetings and provide supporting information.

GENERAL ELECTION

On May 14th, 2011, the City of South Padre Island held a general election for Mayor and Council members Place 1 and Place 4.

Unopposed candidates declared elected were Robert N. Pinkerton, Jr. for the Mayor's position and JoAnn Evans as Council Member Place 4. Elected member for Place 1 was Robert A. Fudge.



RICK R. RIDOLFI RETIRES



Council Member Richard R. Ridolfi decided to end his public service era and retired as Council Member on May 18th, 2011.





ROBERT A. FUDGE

On June 1st, 2011, the City Council welcomed Robert A. Fudge as the newly appointed Council Member for Place 1.



COMMUNITY SURVEY

The City of South Padre Island conducted a community survey to gather feedback from the community about the quality of life in the City of South Padre Island and the services provided by the City.

Issues that were measured were public safety, transportation, maintenance, development, fiscal management, waste disposal, code enforcement, communication, community outreach, customer service and the quality of life of residents, property owners, business owners and employees in the City of South Padre Island.



TAX INCREMENT REINVESTMENT ZONE (TIRZ)



The Cameron County Commissioners
Court approved the interlocal agreement between the city and the county
for participation in the Tax Increment
Reinvestment Zone (TIRZ). During the
life of the zone, \$29 million from the
City, Laguna Madre Water District and
Cameron County will be invested in
infrastructure within the approved boundaries.

MEDIA EFFORTS

City Manager Joni Clarke and Mayor Pinkerton joined Tourism Coordinator Lili DeRousie and Executive Director for the Convention and Visitors Bureau, Dan Quandt, at a breakfast gathering with Mexico media representatives. These individuals were brought in by AeroMexico to assist in promoting our area to our southern neighbors. Other partners in this project include the Rio Grande Valley Premium Outlets and the Brownsville CVB.



END OF FISCAL YEAR EVENT



On September 30th, the City held their Fiscal Year End Celebration to acknowledge staff accomplishments throughout the 2010-11 fiscal year. The Leadership Team served staff Rudy's barbeque, potato salad, coleslaw, tea and peach cobbler for dessert. Awards were given



Coastal Resources



Ruben Treviño (Coastal Resources Manager)

CHAMBER PRESENTATION

Coastal Resources Manager Reuben Trevino gave an excellent presentation at the Chamber sponsored "Coffee with the City" event. Reuben took this opportunity to update the attendees on the status of the Beneficial Use of Dredge Material project, the benefit of leaving seaweed on the beach and our new Shoreline Task Force Committee.





Coastal Resources

DUNE RESTORATION PROJECTS



Since December 2010 the City has hosted 5 Saturday morning volunteer events. At these events a total of 400 volunteers came out to help from various organizations; students

from South Texas College and the University of Texas at Brownsville, Texas Master Naturalists, Winter Visitors, Island locals, and students from school districts from across the Rio Grande Valley. In addition to the volunteer events, the local elementary school brought 350 kids from the 3rd, 4th, and 5th grade levels on field trips to the beach where we taught them the importance of the dunes and gave them a chance to help plant vegetation.



The City purchased the plants but was able to save a considerable amount of money on installation with help from the volunteers. The expense to the City was approximately \$21,000 to order the plants. The total volunteer time accumulated was approximately 2,100 man hours. The cost for the same amount of plants installed by a contractor would be approximately \$70,500. Through the volunteer program the City was able to save approximately \$50,000.



Coastal Resources

BENEFICIAL USE OF DREDGE MATERIAL





The City of South Padre Island together with the Texas General Land Office and the US Army Corps of Engineers united for the Beneficial Use of Dredge Material (BUDM) project. The BUDM project consisted of dredging sand from the Brazos Santiago Pass and placing it on the northern section of the City of South Padre Island. The project will widen the beach and thus increase habitat for flora and fauna, and increase protection to private property and public infrastructure.



Convention Centre



CONVENTION AND VISITORS BUREAU

The community continued to improve its economic health during the past year. The only detriment to that was our only unwanted visitor, Hurricane Alex.

CONVENTION CENTRE

This building has been a major asset for the community since it's opening in 1992. A wide variety of activities are hosted each year. The crew does an amazing job of staying on top of the issues and making sure customer needs are taken care of quickly and courteously.



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Convention Centre

VISITORS CENTER



The Visitors Center once again was an active location, serving over 50,000 visitors. In addition to hosting these visitors, the Visitors Center is also a vital promotional arm for area businesses. Every business is urged to have their materials in the display area, so your services can be highlighted to these tourists.

EVENTS MARKETING

CVB funding of special events has been limited to marketing only. CVB worked very closely with these activities that bring thousands of people to the area. The most unique event of the past year was hosting the NBA Development League Showcase, featuring sixteen teams from around the country and a national television and web audience.



SOUTH PADRE ISLAND. TEXAS
JANUARY 10-13. 2011

Convention Centre

SALES AND MARKETING



The one-on-one sales efforts of our sales team continue to pay dividends for the community. Working closely with lodging properties and local businesses, the CVB produces exciting proposals for meeting planners concerning their total Island experience.

CVB have also had an upswing in hosting travel writers, averaging one a month. Their articles bring us promotion in key markets, and around the world.

A recent story in the Rio Grande Valley showed the CVB's Facebook page, South Padre Island, had the most likes by far of any site and also ranked very high compared to other Texas CVBs.

The advertising and public relations efforts continue to share positive impressions of the Island with literally millions of people. Promoting South Padre Island is our number one priority.



Emergency Management

TxDEM

Chief Baskett joined other EMCs from the Valley for a "meet and greet" with Chief Nim Kidd in McAllen on October 18. Chief Kidd took over TxDEM from the late Jack Colley. Chief Baskett looks forward to working with Chief Kidd in making sure the State, the Valley, and SPI is ready to respond to any event.



EMERGENCY MANAGEMENT PLAN

The South Padre Island Emergency Management Plan was due for revision. The plan and all of it's 26 annexes were submitted and approved by the State. The Emergency Management Plan is good for 5 more years.













Fire Chief Burney Baskett



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Fire Department

NATIONAL BREAST CANCER AWARENESS MONTH



PUBLIC MEETINGS





The final public meeting on the Bond Issue Election for the Fire & Emergency Services Station was conducted at City Hall on October 21st. Other meetings were held on October 7th at Louie's Backyard, October 12th at Scampis, and October 14th at Café Kranzler. Fire Chief Burney Baskett conducted the meetings where he addressed many issues and rumors regarding the proposed bond.



ASSOCIATION OF ARSON INVESTIGATORS

The SPI Fire Department hosted the 60th Annual International Association of Arson Investigators conference at the Isla Grand Resort. Over 200 firefighters and police officers from across the nation as well as several folks from outside the U.S. heard presentations and attended classes on arson detection, arson investigation, and arson prosecution. The SPI FD and PD were both well represented at the conference.



3rd ANNUAL THANKSGIVING FOOD BASKETS



The Firefighter's Association prepared Thanks-giving "food baskets" for 20 needy families of the Laguna Vista and Port Isabel areas. The families received a turkey, dressing, and all the fixings to insure their family had a happy and hearty Thanksgiving dinner.

STROBE LIGHT SMOKE DETECTORS

The Fire Department became aware of several deaf/hearing impaired Port Isabel residents which did not have proper smoke detectors, and the South Padre Island Firefighters Association came to the rescue. The Association donated detectors to these residents and assisted in the installation process. They also gave proper instructions on how to test and maintain the detectors.





SAFETY CALENDARS



The SPI Firefighter's Association published a 2011 Safety Calendar. The Safety Calendar was sold for \$10 and all proceeds from the sale went towards a scholarship for local students.



CONSTRUCTION BEGINS





On July 19th, Peacock General Contractors began demolishing the original Fire Station on Retama Street to begin work on the City's new Fire & Emergency Services Station.



WORLD TRADE CENTER ARTIFACT

A donated piece of the World Trade Center destroyed in the terrorist attacks of September 11th, 2001, arrived on July 19th, 2011. The 8 ft long, 1750 lb "I" beam was brought by the South Padre Island Firefighter's Association from Ponderosa, Texas. The vehicle transporting the artifact was escorted down Highway 100 by several Public Safety Departments from various cities.

The artifact will be incorporated into the front entrance area and flag pole area of the new Fire & Emergency Services Station, allowing residents and visitors to see and touch a piece of history.



DIVE TEAM / RESCUE BOAT



scue a 75

The Fire Department received a Dive/Rescue Boat. The boat, a Mercury DR-520 with a 75 horsepower engine, will be used to support the newly formed Dive/Rescue team and assist in beach patrol rescue operations.

On Monday, August 1st, the Fire Department Dive Team completed their "check-out" dive. The City of South Padre Island Fire Department now has a certified and operational Dive Team.



NEW AMBULANCE





The Fire Department held a Dedication and Recognition Ceremony on September 30th to dedicate the new ambulance and EMS service. The ceremony was very well attended with the original volunteers bringing the new ambulance into service. The new ambulance was delivered on Monday, August 29th.





From left to right: Josh Garza (Code Enforcement Officer), David Travis III (Code Enforcement Officer), Victor Baldovinos (Environmental Health Director), Griselda Contreras (Code Enforcement Inspector), Carlos Gonzalez (Code Enforcement Inspector), Cipriano Torres (Code Enforcement Officer)

REUSABLE BAG PROGRAM



Blue Marlin IGA along with the Environmental Health Services department have taken a role in promoting reusable bags. This program was developed to reduce the use of plastic bags which can be harmful to the environment. IGA has been offering reusable bags now for 2 yrs. These bags are offered to shoppers at IGA for just \$1.00.

MOBILE RECYCLING TRAILERS



The Lower Rio Grande Valley Development Council awarded a \$30,000 grant to the City of South Padre Island to purchase recycling equipment. The recycling equipment purchased with the grant were, two Pro-Tainer aluminum bin mobile recycling trailers. The trailers have eight compartments that collect newspapers, office paper, aluminum cans, plastic so-da/bottles, water bottles, plastic jugs, and cardboard. The trailers are used every Saturday for recycling at the Island Baptist Church parking lot.

KEEP TEXAS BEAUTIFUL SIGN



On November 4th, the Keep SPI Beautiful Committee held a ribbon cutting ceremony for their first "Keep Texas Beautiful" sign unveiling just north of The Shores. The Keep SPI Beautiful Committee is an affiliate of Keep Texas Beautiful.





TEXAS ENVIRONMENTAL HEALTH ASSOCIATION

The Environmental Health Services Department hosted the 8th Annual Texas Environmental Health Association (TEHA) Educational Conference at The Isla Grand on December 8th, 9th & 10th. Over 75 participants from around the state attended the conference in order to earn their CEU's for Registered Sanitarians, Animal Control, Vector Control and Code Enforcement Officers. Guest speaker was senator Eddie Lucio.



RECYCLING PRESENTATION

On August 2nd, at the South Padre Island Golf Club, Environmental Health Services Director, Victor Baldovinos and Code Enforcement Officer David Travis discussed the history and the impact of recycling on South Padre Island to students from Corpus Christi Martin Middle School's Science and Spanish Club, and from Los Fresnos ROTC. The presentation was part of the First Annual Rio Grande/Rio Bravo Watershed Youth & Family Leadership in Stewardship Conference. The Alamosa Boys and Girls club in Alamosa, Colorado, were viewing the conference through a web cam.

Code Enforcement Officer David Travis also introduced the upcoming plastic bag reduction ordinance, the importance of using biodegradable, compostable

or reusable bags, and how plastic bags can have a negative impact on our ecosystem and environment.





VECTOR CONTROL

!! PERFECT SCORE !!

The Department of State Health Services is no longer inspecting for compliance with state law. The responsibilities were assigned to the Texas Department of Agriculture.

An inspection was performed on July 20th, 2011 at our facility and revealed no violations! During the inspection, the Texas Department of Agriculture Pesticide Chief Inspector Carlos Rivas stated "he wished more municipalities' kept their chemical storage rooms just like ours!"



Finance



From left to right: Rodrigo Gimenez (Senior Accountant), Dolly Castillo (Accountant), , Beth Free (Chief Finance Officer), Cynthia Erickson (Accountant II), Rosie Guzman (Accounting Coordinator).

TECHNOLOGY IMPROVEMENTS



Dolly Castillo entered the 21st Century and is now processing payroll tax, sales tax, child support payments, American Express and Blue Cross online! Also, Finance has expanded their acceptance of credit card payments and now accepts credit cards for building permits.

Finance

BOND UPGRADE

On May 20th, 2011, Moody's Investors Service reviewed and assigned an Aa2 underlying rating to South Padre Island's \$3.8 million General Obligation Bonds, Series 2011. This constitutes an upgrade from the last rating of Aa3. Standard and Poor's issued a bond rating of A+. Proceeds from the current sale will fund the design and construction of a new Fire and Emergency Services Station. This was achieved through the hard work and dedication of Rodrigo Gimenez and Cynthia Erickson who provided the information to the rating companies.





FINANCE IS GOING GREEN

The City of South Padre Island Finance Department is doing their best to preserve the environment by going paperless with many of their reports. The payroll, accounts payable and cash receipt reports are all saved in PDF format now instead of printing them. This reduces the storage space required, saves trees and eventually saves space in our land-fills!

Rosie Guzman continues the Finance Departments efforts to go green by encouraging vendors to sign up for Electronic Funds Transfer electronic payment option. This helps the environment by using a paperless payment system thereby reducing the number of paper checks printed.





NEW POLICIES

Finance has been busy during 2010-2011 codifying procedures and writing new policies such as:

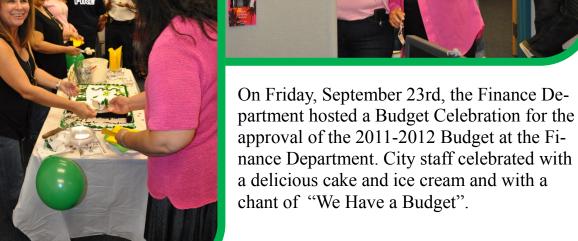
- Fiscal & Budgeting Policy
- Fixed Asset Policy
- Contract Monitoring Policy



Finance

BUDGET CELEBRATION









From left to right: Carlos Centeno (Communications Technology Specialist), Tim Howell (Information Services Director), Frank Washington Jr. (Network Systems Administrator).

NEW WEBSITE AND DOMAIN NAME

On January 5th, 2011, the City launched its new website under its new www.MySPI.org domain. All of the City staff email addresses were also updated to reflect the new domain name. The website is part of a beta initiative that will continue to run into 2012. The website improved upon services offered by its predecessor and added new functionality including a rumor watch service, interactive maps, text and email notifications, a mobile website and much more.







PRESENTATIONS & RECOGNITION

Information Services Director Tim Howell presented at the following two conferences:



- A breakout session entitled "Making Technology Purchases Count" at the Texas Department of Information Resources annual "Power to Purchase" conference on April 28th, 2011.
- A joint presentation with South Padre Island City Manager, Joni Clarke titled "Communicating Effectively Both Internally and Externally" at the Texas City Management Association's William "King" Cole Series conference on March 24th, 2011.

Information Services Department staff served on the following Boards and Committees in 2011:



- Carlos Centeno serves as the Islander's Toastmasters Club Vice President of Public Relations.
- Tim Howell serves as the Islander's Toastmasters Club President.
- Tim Howell was elected to serve on the Texas Association of Governmental Information Technology Managers (TAGITM) executive board as Secretary/Treasurer.

THE ISLANDER'S TOASTMASTERS CLUB

The Islanders Toastmasters club was started in 2010 as an employee only club. It was changed to a public club so that anyone could join in 2011. Toastmasters is a public speaking and leadership group that has regular meetings so that our members can practice becoming better speakers and performing in leadership roles. The club conducts weekly meetings every Thursday at noon at City Hall.



COMMUNICATION IMPROVEMENTS



There have been a number of improvements in communication that were implemented in 2011. The City introduced its new weekly newsletter entitled "Eye on SPI" and continued to improve its blog, Facebook and Twitter pages. Also, with the purchase of a video camera and editing software, staff began releasing videos through its YouTube page. Lastly, the City introduced an eComment service as part of its live and archived video streaming service for city meetings. This service allows people to share their opinion on City Council agenda items online prior to the meeting.

ecomments

GEOGRAPHIC INFORMATION SYSTEMS (GIS)



The City has continued to develop its Geographic Information Systems data and provide training to employees interested in learning more about the program. The City replaced its five year old plotter through the contributions of multiple departments because the previous one was not meeting the needs of the City. The new plotter allows staff to generate maps more quickly and has been a great addition to

the GIS services. Staff also began testing Google Earth Pro as a more user friendly and cost effective tool for creating interactive maps, presentations and images.



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Information Services

POLICE TECHNOLOGY IMPROVEMENTS

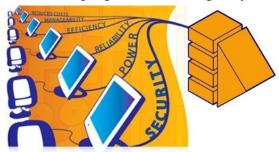
The Police Department is the biggest department in the City and also uses the most technology. The City updated its agreement with the State to include 10 mobile units for the Texas Law Enforcement Telecommunication System (TLETS). This allows the police officers to perform drivers license and license plate lookups in the field without having to contact dispatch. The City also purchased 10 refurbished laptops so that all vehicles could be equipped with computer access. Information Services also assisted in the Watch Guard Video, LiveScan and other Police technology projects.



CITY SERVERS GO VIRTUAL

In 2010, the City began to replace its aging server infrastructure with virtualized technology. During 2011 the City implemented centralized storage which is required to get all of the benefits of virtualization. Now the City has virtualized

its entire critical server infrastructure with built in redundancy and backup to meet the growing needs and expectations of the City staff. With the new improvements the City is able to take multiple server backups a day, restore failed servers in hours instead of days and better prepare for emergency outages.





CITY EXPLORES TABLET COMPUTERS

Tablet computers were the hot thing in 2011 and the City began exploring how to use this technology to improve services and reduce costs.

- City Council Member Alita Bagley tested tablets as part of a paperless agenda process to reduce costs and staff time required to generate paper packets.
- Coastal Resources Manager Reuben Trevino has been using a tablet out in the field to improve communication and documentation of beach-related items. The tablet has improved his ability to handle beach issues and communicate with staff back at the office while out in the field.
- Emergency Medical Services will be using tablets instead of the traditional Panasonic Toughbook computers, saving approximately \$2,000 for every device required by EMS.

Tablets have not yet replaced the desktop but the number of uses continues to grow. The City has also began implementing centralized application hosting which would allow the tablets to run the majority of the City's software from anywhere with an internet connection.





ENHANCED SECURITY TECHNOLOGY



Security was a big issue in government technology during 2011 because of the numerous attacks by hacking groups on Public Safety agencies. The City implemented a new firewall with enhanced security features towards the beginning of the year and switched anti-virus providers from Computer Associates (CA) to McAfee. Enhancements were also made to the Police Department vehicles for remote access to comply with the State's requirements.





COMMUNICATIONS STATISTICS



We posted almost 400 status updates that generated more than 100,000 interactions. Uploaded 32 photo albums and closed the year with 542 Facebook friends.

Tweeted 355 tweets to our 400 twitter followers. Our followers retweeted more than 50 of our tweets and mentioned "SouthPadreTexas" in more than 100 tweets.





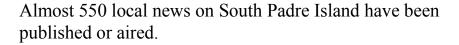
We published 110 blogs that were read by more than 4000 viewers.

On March 8th, 2011 we published the first weekly newsletter titled "Eye on SPI". Since then, we have published 30 editions to our 195 subscribers.





We have released 40 press releases to our media contact list.







125 Board and Committee meetings have been video stream through our live video stream service to the community.

Police



CRIME VICTIMS EXPO

The Police Department hosted the first Crime Victims event in October in an effort to educate our local community on the resources available to them, with several guest speakers from local entities such as: the Family Crisis Center, Friendship of Women, Monica's House, and the Cameron County District Attorney's Office. The Crime Victims expo was part of the Domestic Violence Awareness Month events.





K-9 LUCKY

Congratulations to "Lucky"! After his six month probationary period, "Lucky" has proved to be a valuable partner and an asset to Officer Joseph Gonzalez and to the entire South Padre Island Police Department.





SEATING AREA

The SPIPD has a new seating area outside the Police Department at the Municipal Complex to accommodate our Spring Break guests to avoid an overcrowded lobby. The expenses were less than \$400 for materials that included two benches made of recycled material and planters.



DOMESTIC AND SEXUAL VIOLENCE



The SPI-PD in conjunction with the Cameron County District Attorney's office, co-sponsored 'A Comprehensive Response to Combat Domestic and Sexual Violence' in June of 2011. PD had a record of attendance with 105 law enforcement professionals from Cameron County and the surrounding counties.

NEW VIDEO SYSTEM

The SPI-PD purchased and installed a new state-of-the-art high-definition Watchguard in-car video systems. The new video system will greatly assist PD in prosecuting criminal cases in court. The equipment also promotes officer safety, assists in officer training and protecting the City from false accusations.





Police

SPI-PD MARINE PATROL

In 2010-2011 SPI-PD made giant steps in its mission to create a SPI-PD Marine Patrol division. In mid 2011, SPI-PD was notified that their Home Land Security Stone Garden Grant applications had been approved. SPI-PD hopes to receive the funds in January 2012, which will be used to purchase a boat, fuel and staffing.



UNIFORM POLO SHIRTS



SPI-PD purchased new uniform polo shirts with their new patch embroidered for the Records Clerks. The initiative supports the professionalism of our Records Department.

GULF CART LICENSE PLATES

SPI-PD has issued over 40 golf cart license plates. The plates are attractive and our cart owners seem to enjoy them. With TxDot doing away with golf cart registrations, SPI created an ordinance to allow our cart owners to continue their usage.







PARKING PERMITS

SPI-PD issued several hundred green street-side parking permits to owners and property managers whom requested them. SPI PD also aggressively issued a combination of warnings and citations, and have begun enforcement of the beach street endings, concerning overnight parking violations.



SPI POLICE DEPARTMENT STATISTICS

Throughout the course of fiscal year 2010/2011, we received 18,552 calls for service, generated 1,885 incident reports, worked 293 motor vehicle accidents, and the jail housed 1,202 prisoners.

We reviewed over 800 cases with at least 200 cases needing substantial and detailed investigation work, research and examination. Over \$67,000.00 was recovered in stolen or missing property.



Public Works



2010-2011 COMPLETED PROJECTS



Butterfly Garden Plaque November 2010



Apron on Red Snapper St. December 2010



Apron on Sunset St. December 2010



Apron on Aries St. December 2010



Apron on Morningside St. December 2010



Apron on Polaris St. December 2010

Public Works



New Beach Signs March 2011



Palm St. Boat Ramp March 2011



Laguna St. Paving June 2011



Basketball Court - Water Tower Park - June 2011



Street Paving Project June 2011



Relocate W. Sunset Cluster July 2011

Public Works



New Benches at Cora Lee St. August 2011



Aquarius Walkover Project September 2011



Center Median Landscaping September 2011



Good Hope Walkover Project September 2011



"No Overnight Parking" Signs September 2011



Moonlight Circle Ramp September 2011



Transit & Development



From left to right: Jesse Arriaga (Transportation General Manager), Rick Vazquez (Development Director), Marta Martinez (Administrative Assistant), Teena Simon (Administrative Assistant).

WAVE STOP TRASH RECEPTACLES



The WAVE installed 15 new decorative trash receptacles at WAVE stops on Padre Boulevard. The project cost was approximately \$7,500.00 and was funded by the Federal Transit Administration.



Transit & Development

SURVEILLANCE CAMERAS & GPS



The Transit & Development Department installed security cameras and Global Positioning System (GPS) in all the WAVE buses. This Grant Funded Project of \$54,000.00 was awarded by the Texas Department of Transportation and the Federal Transit Administration. This new technology will provide a real-time video recording on all the Wave Buses. The security cameras have been placed in target areas throughout the buses to enhance passenger safety, reduce risk and improve the level of customer service provided to our WAVE passengers.

NEW WAVE BUS

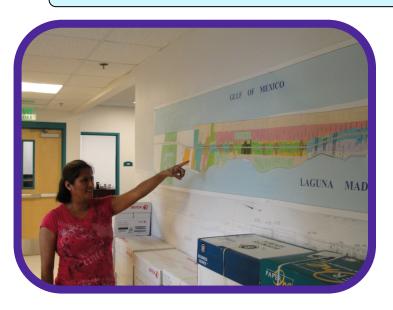


A new bus, the latest addition to the Wave services, arrived on Friday, August 5th. The Wave staff held a reception on Wednesday, August 10th, at 12:00 pm to celebrate the arrival of the new bus that is being used for the Padre Boulevard route. The bus is designed to improve access and comfort, while transporting passengers to local businesses along Padre Boulevard.

Department Highlights

Transit & Development

ZONING MAP



Marta Martinez is shown here reviewing GIS Zoning and City limit map she helped develop. These are the City's first in-house zoning and City limit maps prepared by staff. Map has been included on the City's website at www.MySPI.org

PADRE BLVD. & ENTERTAINMENT DISTRICT FORM BASED CODE

City Council completes work on major project to revitalize Padre Boulevard and the Entertainment District. In coordination with TxDOT and utilizing criteria based on the Designing Walkable Thoroughfares Manual, the City adopted the Padre Boulevard and Entertainment District Form Based Code. The new regulations are designed to facilitate economic development projects, enhance aesthetics of the Island's built urban form and to create a safe, walkable, bicycle-friendly community.

