

EXCELLENCE IN MOTION

ABOUT PHARR

Pharr, Texas, founded in 1909, is located in Hidalgo County at the heart of the Rio Grande Valley. This vibrant border city combines a rich history and strong sense of community with a focus on growth and innovation.

Over time, Pharr has transitioned from its agricultural roots to a modern hub of industrial growth, trade, and technological advancements. Connected to Mexico, via the Pharr-Reynosa International Bridge, the city serves as a key gateway for international trade and cultural exchange.

A CULTURE OF EXCELLENCE

The City of Pharr is committed to building a thriving community through collaboration and inclusiveness. With a bold vision to lead the region in municipal excellence, sustainability, and innovation, the city remains steadfast in delivering the highest level of municipal services every day. Excellence is embedded in Pharr's work culture, where every city official and employee upholds PRIDE—Professionalism, Respect, Integrity, Discipline, and Ethics.

These core values drive a commitment to exceptional service, continuous improvement, and a deep connection to the community, ensuring a progressive and vibrant city for all.

The Baldrige framework aligns perfectly with Pharr's vision and values by providing a structured approach to achieving excellence. Through Baldrige, the city can systematically support its people, optimize processes, and measure meaningful performance results. This framework not only reinforces Pharr's culture of PRIDE but also ensures that continuous improvement is intentional, data-driven, and focused on creating lasting value for the community.

Excellence
EVERY DAY

DATA-DRIVEN ORGANIZATION

95% of residents are satisfied with City services.

87% of residents are satisfied living in Pharr.



92%

of employees are satisfied working for Pharr.

94%

of employees would recommend working for Pharr.



An average of **7.5** learning/training days provided per employee annually.



CONTINUOUS IMPROVEMENT EFFORTS

- Formal Adoption of the City's 1st Strategic Plan
- City Performance and Dashboard System
- Align Team Pharr
- Employee Involvement
- Pathway to Leadership Cohort
- Performance Improvement System
- Leadership Systems