



AGENDA

**Regular and Possible Executive Session
Queen Creek Town Council**

Community Chambers, 20727 E. Civic Parkway

November 15, 2017

5:30 PM

Public Hearings will not be held prior to 7:00 p.m.

Pursuant to ARS 38-431.02, notice is hereby given to the members of the Town Council and to the general public that, at this Regular Meeting, the Town Council may vote to go into Executive Session, which will not be open to the public, for legal advice and discussion with the Town Attorney(s) for legal advice on any item listed on the following agenda, pursuant to ARS 38-431-03(A)(3). An Executive Session may be called at any time during the Council Meeting.

1. Call to Order:

2. Roll Call: (one or more members of the Council may participate by telephone)

3. Motion to Adjourn into Executive Session (to be held in the Council Conference Room in the Town Hall Building) for the following purposes):

None.

4. Consent Agenda: Matters listed under the Consent Agenda are considered to be routine and will be enacted by one motion and one vote. Members of the Council and or staff may comment on any item without removing it from the Consent Agenda or remove any item for separate discussion and consideration. (Items that the Council wishes to discuss may be considered Item #12).

None.

5. Items for Discussion: These items are for Council discussion only and no action will be taken. In general, no public comment will be taken. Depending on time remaining, the Council may carryover any agenda item listed prior to the scheduled recess to the reconvened meeting that begins at 7:00p.m.

None.

6. Recess

7. Pledge of Allegiance:

8. **Invocation/Moment of Silence:**

9. **Ceremonial Matters (Presentations, Proclamations, Awards, Guest Introductions and Announcements):**

10. **Public Comments:** Members of the public may address the Town Council on items not on the printed agenda and during Public Hearings. Please complete a "Request to Speak Card", located on the table at the rear of the Council Chambers and turn it in to the Town Clerk prior to the beginning of the meeting. The Town Council may not discuss or take action on any issue raised during public comment until a later meeting. There is a time limit of three (3) minutes for each speaker.

11. **Committee Reports:**

A. Council summary reports on meetings and/or conferences attended. This may include but is not limited to Phoenix-Mesa Gateway Airport; MAG; East Valley Partnership; CAG. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action

B. Committee and outside agency reports (only as scheduled)

12. **Carryover Consent Agenda Items:** Any Consent Agenda item that was pulled for a separate discussion and vote will be heard at this time.

13. **Public Hearings Consent Agenda:** Prior to consideration of the Public Hearings Consent Agenda, the Mayor will ask whether any member of the public wishes to remove a Public Hearing item for separate consideration. Members of the Council and or staff comment on any item without removing it from the Consent Agenda or remove any item for separate discussion and consideration.

None.

14. **Public Hearings:** If you wish to speak to the Council on an item listed as a Public Hearing, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

None.

15. **Final Action:** If you wish to speak to the Council on an item listed under Final Action, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

A. Discussion and possible action on the Town's Mission, Vision and Values.

16. **Items for Discussion:** These items are for Council discussion only and no action will be taken. In general, no public comment will be taken. Any agenda items listed for

Queen Creek Town Council

November 15, 2017

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discussion prior to the scheduled recesses and were postponed will also be discussed at this time.

None.

17. Motion to Adjourn to Executive Session The Council may reconvene the Executive Session for any of the items listed on the Executive Session Agenda.

18. Adjournment

Pursuant to ARS 38-431.02 notice is hereby given to the members of the Queen Creek Town Council and to general public that the Queen Creek Town Council will hold a meeting open to the public as set forth above.

I, Jennifer Robinson, do hereby certify that I caused to be posted this 6th day of November 2017 the Agenda for the November 15, 2017 Regular and Possible Executive Session of the Queen Creek Town Council in the following places: 1) Queen Creek Town Hall; 2) Queen Creek Library; 3) Queen Creek Community Center bulletin board.

Jennifer F. Robinson, MMC

The Town of Queen Creek encourages the participation of disabled individuals in the services, activities, and programs provided by the Town. Individuals with disabilities who require reasonable accommodations in order to participate should contact the Town Clerk's office at (480) 358-3000.



Requesting Department

Town Manager

TO: HONORABLE MAYOR AND TOWN COUNCIL
THROUGH: JOHN KROSS, TOWN MANAGER, ICMA-CM
FROM: TRACY CORMAN, ASSISTANT TO THE TOWN MANAGER
RE: Discussion and possible action on the Town's Mission, Vision and Values.
DATE: November 15, 2017

Discussion:

This item is on the agenda as a follow up to the discussion at the Council's Strategic Planning Session from February 2017, and is one of the action items on the Summary Action Plan. Teresa Makinen of MacPro Services, LLC will be facilitating the meeting. This will be the only item on the November 15 Council meeting agenda. The meeting will begin at the usual meeting time of 5:30 p.m., and is planned to end at 8:30 p.m.

To assist with the discussion at the meeting, Ms. Makinen has provided the attached worksheets for Council to consider and work through ahead of time. Ms. Makinen will also be meeting with each of you during your briefings to discuss your answers to the questions from the worksheets in order to prepare for the November 15 meeting.

The 2017-2022 Corporate Strategic Plan is attached for your reference. The Town's current Mission, Vision and Values statements are included in the attached worksheets and on page four of the Corporate Strategic Plan.

Attachment(s):

1. Mission, Vision and Values Worksheets
2. 2017-2022 Corporate Strategic Plan
3. Planning for Action Summary Action Plan

Dear Mayor and Council,

My name is Teresa Makinen and I've been asked to manage our time during the November 15 Council session when we'll have an opportunity to review the Mission, Vision and Values for the Town to determine whether these key components of our strategic plan are still relevant for the Town or whether they need to be updated. Also, depending on our time and the consensus of the Council, we would like to solicit feedback on the Corporate Strategic Plan's "Strategic Priorities".

To prepare for our time together, I reviewed the notes from your February retreat and also reoriented myself to the Town's Strategic Plan. I've provided the Mission, Vision, Values and Strategic Priorities from the current plan below so it's readily available for you as you look through this worksheet to prepare for our discussions.

Please take a few moments to go through these questions and consider how you would answer them, as this will give us a good starting place for our discussions at the Council meeting. Thank you.

MISSION

It is the mission of the Town of Queen Creek to provide a framework for a high quality of life, promote a strong sense of community and provide responsive public services in a caring, ethical, innovative and accountable manner.

VISION

The Town of Queen Creek strives to honor our past, manage our present and embrace our future to create a quality, unique place for families and businesses.

VALUES

In support of its mission statement, the Town of Queen Creek believes in the following values...

Quality service that is honest, trustworthy, professional, fair and efficient

Unified vision for the future through ongoing community dialogue

Empathetic listening to the needs and concerns of the community

Enthusiastic application of creativity to find solutions

Never missing an opportunity to assist a customer

Communication that is honest, timely and accurate

Responsibility for personal actions and recognizing their impact on the workplace and community

Encourage involvement by all to ensure that the diversity of the community is represented in decision-making

Environmentally sound planning and practices that will ensure natural resources for future generations

Kindness in all dealings with residents, customers, partners, and employees

STRATEGIC PRIORITIES:

EFFECTIVE GOVERNMENT - An effective local government is aware of citizens’ needs and provides the services that residents want. This can be achieved by managing the price of government and introducing innovative business practices, using new technology, hiring quality employees and leveraging Town partnerships to save resources.

KRAS: Financial Stability; Intergovernmental Relations; Council Professional Development

SAFE COMMUNITY - Queen Creek has low crime rates and residents continue to rate their interactions with public safety personnel highly in community surveys. As our Town grows, ensuring the safety of the public continues to be among our highest priorities; this means hiring and training quality first responders, and finding innovative ways to improve delivery of emergency services.

KRAS: Public Safety; Community Involvement

SECURE FUTURE - Securing Queen Creek’s future involves strengthening the Town’s financial condition by implementing strong management strategies within the organization, and by increasing the number of employment opportunities available to residents. This priority also relates to securing our water supply for the benefit of future residents.

KRAS: Environment; Land Use & Economic Development

SUPERIOR INFRASTRUCTURE - With the growth of residential and commercial development comes the challenge of satisfying public demand for quality streets, lights, utilities and parks. The construction and maintenance of a high-quality public infrastructure is a priority.

KRAS: Capital Improvement Program; Technology

QUALITY LIFESTYLE - Queen Creek will leverage its strong image as a tight-knit, family friendly community to encourage more residents to participate in public events, attract new businesses and further establish our reputation as one of the best destinations in Arizona. We will seek to enhance this unique lifestyle through public art, cultural events and new recreation opportunities.

KRAS: Image & Identity

First, think about the following general questions . . .

Who do you believe the Town of Queen Creek serves? Who are our customers? Key stakeholders?

What does the Town do well?

What makes Queen Creek unique? How are we different from other communities? How do we want to be different from other communities?

What do you think are the most pressing issues facing Queen Creek today (please list them)?

Why is it important each of the issues is addressed? What are the consequences of not facing or resolving each of the issues?

How is each issue related to the Town’s mission, its vision, and its values?

Crafting our Mission Statement: A mission statement should clarify the organization's purpose and indicate why it is doing what it does. In other words, it should answer the question, "Ultimately, what are we here to do?"

What does our mission say about who we are, what our purpose is, what business we are in, who we serve, and how we are unique?

In general, what are the basic social and political needs we exist to fill? Or, what are the basic social or political problems we exist to address?

What is our role in filling these needs or addressing these problems? How does it differ from the roles of other organizations?

In general, what do we want to do to recognize or anticipate and respond to these needs or problems?

How should we respond to our key stakeholders?

What is our philosophy, and what are our core values?

Is our current mission dated, and if so, how?

What changes in the mission would you propose?

Our Vision: A vision describes what the organization should look like as it successfully implements its strategies and achieves its full potential. A vision statement answers the questions, Where and What do we want to be? That is, what might the organization look like or be in the future given expected opportunities, challenges and completion of anticipated or conceivable actions?

Describe the organization as it is right now. Characterize the following components of the organization.

Mission or Role

People

Structure

Processes

Resources

Culture

External Legitimacy and Support

Now, succinctly describe where you believe the organization will be in five years using these same components.

Mission or Role

People

Structure

Processes

Resources

Culture

External Legitimacy and Support

As you went through this exercise, do you believe the organization's vision is currently out of alignment, or may become misaligned in the next five years? How and in what specific areas do you think that could occur?

Values Statements: Values Statements should articulate how the organization will conduct itself. The statement should answer the question, How do we want to treat others, and how do we want to be treated ourselves?

List what you consider to be your organization's key values in practice at the present time. Note that an organization's values are most obvious in how it does things and with whom it does them, not in what it does. Note also that the key values may not be good values. Examples of desirable values: honesty, integrity, caring, trust, respect

What are our Values?

Describe what each value means to you.

How do you see our values practiced within the community? Are any Town values not relevant to the community?

How does each value translate into our Town's practice?

List the additional values you would like to see adopted to guide the conduct of business and your community's relationships with key stakeholders.

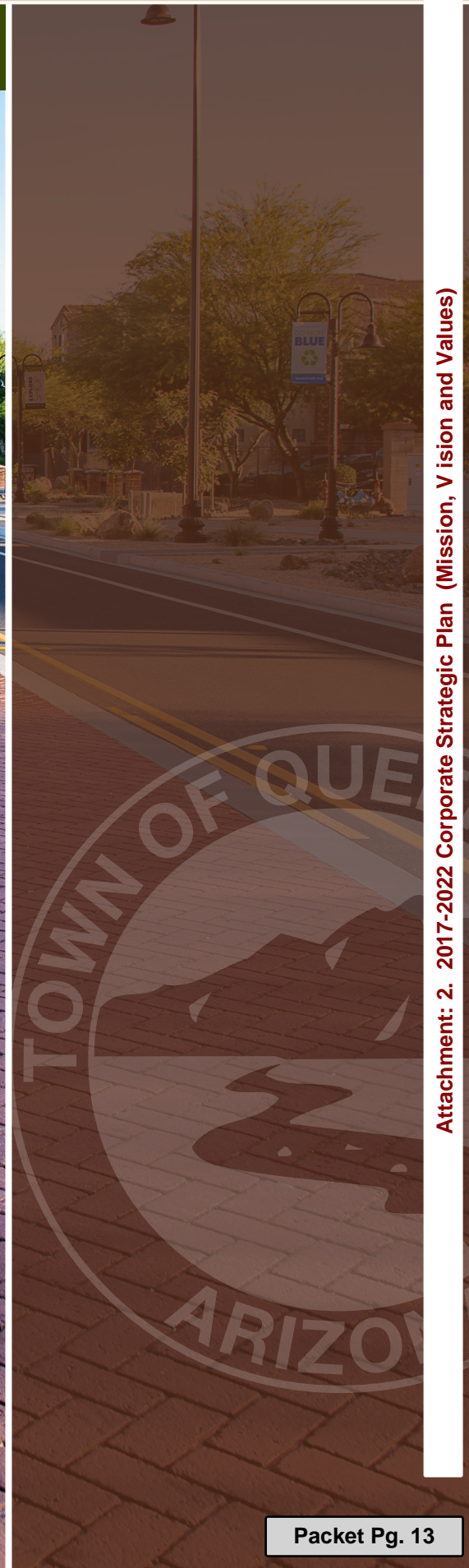
Having identified both current values and those you would like to see adopted, place an asterisk (*) next to the eight to ten values that you think are most important for the organization to embrace.

Now consider how you want to reflect these top values in the strategic planning process and in the strategic plan (for example, as a values list, as broad statements, as criteria for selecting strategies, as part of your vision statement)

What else do we need to be sure to discuss during our time together as it relates to the Town's mission, vision and values?

TOWN OF QUEEN CREEK

Corporate Strategic Plan 2017 – 2022



Attachment: 2. 2017-2022 Corporate Strategic Plan (Mission, Vision and Values)

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QUEEN CREEK TOWN COUNCIL

Gail Barney
Mayor

Jeff Brown
Vice Mayor

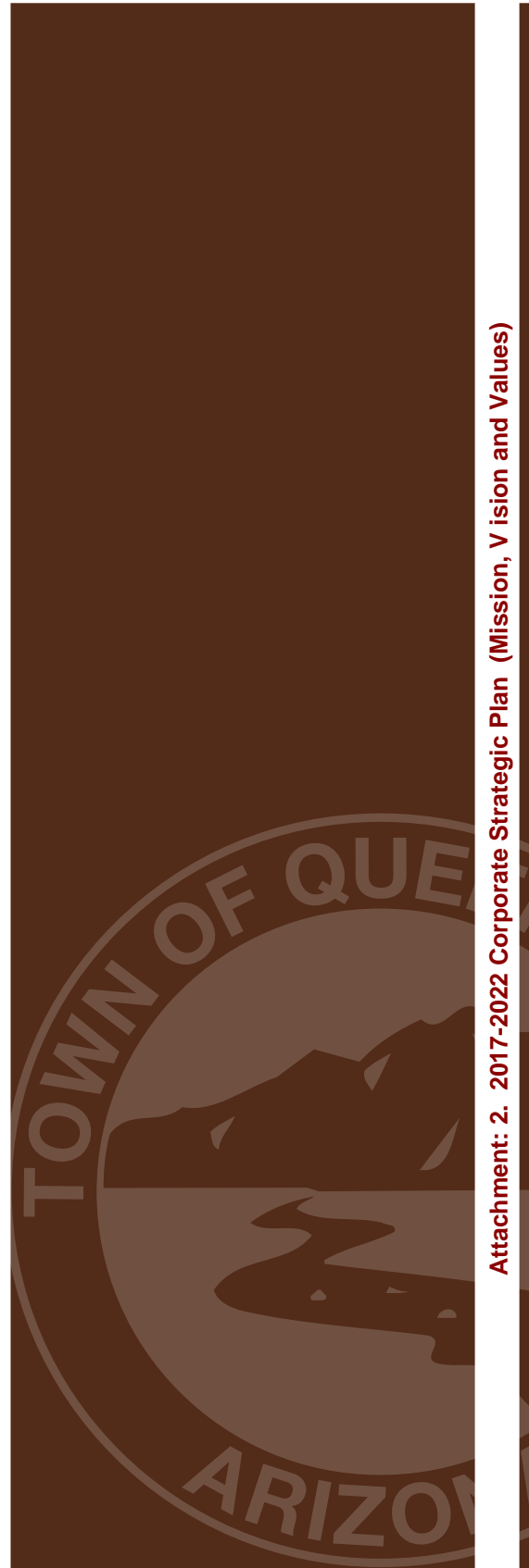
Robin Benning

Jake Hoffman

Dawn Oliphant

Emilena Turley

Julia Wheatley



INTRODUCTION

In 2007, the Queen Creek Town Council undertook a new process to establish a vision for the community. In prior years, the Town Council would develop annual goals by making a long list of various issues, tasks, and assignments. While this effort was beneficial during that time, a different process was needed to achieve a more accountable, responsive, and efficient municipal government. The Town Council established a new planning process where they created broad-based focus areas with underlying goals, assignments, and established timelines for completion. This formalized process resulted in the creation of the first Corporate Strategic Plan.

The Corporate Strategic Plan attempts to encompass in one document a five-year organizational plan of action. Through the plan, the Town Council creates priorities and provides policy direction to the Town Manager. It translates Queen Creek’s mission, vision, and values statements into actionable goals; it also provides the public with a source of reference for information about government activities. After the Corporate Strategic Plan has been finalized, the Town’s management team uses approved goals to outline an administrative work program for all of staff, the progress of which is reported on quarterly.

The Town focuses resources on what is most important to achieving the Town Council’s vision by designating five strategic priorities. These priorities guide Town departments as they shape programs and set long-term goals. The five strategic priorities are: **Effective Government, Safe Community, Secure Future, Superior Infrastructure** and **Quality Lifestyle**. The strategic priorities are defined in more detail in the following pages; each includes key result areas and related goals.

Each year the Town Council holds a strategic planning session to discuss long-term policy issues and outline new priorities. Goals proposed by Town departments are brought forward during these discussions and are refined through the annual budget development process. The updated plan is officially adopted each year at a Town Council meeting in May or June, setting forth the Town Council’s desires for programs, services and projects that need to be considered during the new fiscal year that begins on July 1.

The Corporate Strategic Plan is an integral part of the Town’s annual work program; it establishes a clear direction for the Executive Management Team, comprised of the Town Manager and all department directors.

For additional information, please contact the Town Manager’s office at (480) 358-3905.



GUIDING PRINCIPLES

VISION

The Town of Queen Creek strives to honor our past, manage our present and embrace our future to create a quality, unique place for families and businesses.

MISSION

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VALUES

In support of its mission statement, the Town of Queen Creek believes in the following values...

Q	<i>Quality service that is honest, trustworthy, professional, fair and efficient</i>
U	<i>Unified vision for the future through ongoing community dialogue</i>
E	<i>Empathetic listening to the needs and concerns of the community</i>
E	<i>Enthusiastic application of creativity to find solutions</i>
N	<i>Never missing an opportunity to assist a customer</i>
C	<i>Communication that is honest, timely and accurate</i>
R	<i>Responsibility for personal actions and recognizing their impact on the workplace and community</i>
E	<i>Encourage involvement by all to ensure that the diversity of the community is represented in decision-making</i>
E	<i>Environmentally sound planning and practices that will ensure natural resources for future generations</i>
K	<i>Kindness in all dealings with residents, customers, partners and employees</i>



STRATEGIC PRIORITIES



EFFECTIVE GOVERNMENT

An effective local government is aware of citizens' needs and provides the services that residents want. This can be achieved by managing the price of government and introducing innovative business practices, using new technology, hiring quality employees and leveraging Town partnerships to save resources.

KEY RESULT AREAS

- Financial Stability
- Intergovernmental Relations
- Council Professional Development



SAFE COMMUNITY

Queen Creek has low crime rates and residents continue to rate their interactions with public safety personnel highly in community surveys. As our Town grows, ensuring the safety of the public continues to be among our highest priorities; this means hiring and training quality first responders, and finding innovative ways to improve delivery of emergency services.

KEY RESULT AREAS

- Public Safety
- Community Involvement



SECURE FUTURE

Securing Queen Creek's future involves strengthening the Town's financial condition by implementing strong management strategies within the organization, and by increasing the number of employment opportunities available to residents. This priority also relates to securing our water supply for the benefit of future residents.

KEY RESULT AREAS

- Environment
- Land Use & Economic Development



SUPERIOR INFRASTRUCTURE

With the growth of residential and commercial development comes the challenge of satisfying public demand for quality streets, lights, utilities and parks. The construction and maintenance of a high-quality public infrastructure is a priority.

KEY RESULT AREAS

- Capital Improvement Program
- Technology



QUALITY LIFESTYLE

Queen Creek will leverage its strong image as a tight-knit, family friendly community to encourage more residents to participate in public events, attract new businesses and further establish our reputation as one of the best destinations in Arizona. We will seek to enhance this unique lifestyle through public art, cultural events and new recreation opportunities.

KEY RESULT AREAS

- Image & Identity



EFFECTIVE GOVERNMENT



One of our top priorities is to provide an effective local government, meaning we listen to the needs of the community and provide services that residents desire. Public information should be easy to access and present residents with the opportunity to give feedback. Effective government can be achieved by managing the price of government and introducing innovative business practices, leveraging new technology, hiring top talent and using partnerships to save resources.

INTENDED OUTCOMES

Increase effectiveness and efficiency of government services.

Pursue opportunities for maximizing limited resources by evaluating public and private sector partnerships. Preserve existing revenue sources for the growing needs of the community.



EFFECTIVE GOVERNMENT

Achieving an effective government includes providing elected officials with Professional Development opportunities to help them accomplish public goals and provide strong regional leadership. Other key result areas that support this strategic priority are Financial Stability and Intergovernmental Relations.

FINANCIAL STABILITY

- 1.1 Continue support of existing revenues to support infrastructure and essential services.
- 1.2 Continue to evaluate opportunities for managing the Town’s cost and revenue structure ensuring that cost recovery is maintained wherever feasible.
- 1.3 Continue to monitor and update employee benefits strategies and evaluate trends.
- 1.4 Continue progressive strategies to attract and retain high-performing staff.
- 1.5 Maintain staffing levels that are consistent with the community’s goals.

INTERGOVERNMENTAL RELATIONS

- 1.6 Cultivate relationships with other cities and towns, the state, Indian communities and community partners. Proactively work to solve regional issues such as transportation planning, state shared revenue preservation and shared service delivery.
- 1.7 Maintain pursuit of regional and statewide partnerships that support and advance legislation that improves the Town’s competitive position within the region and with other communities in other states.
- 1.8 Sustain collaboration with the community’s schools on issues that benefit the Town as a whole.
- 1.9 Continue involvement with Maricopa and Pinal counties on issues of interest to the Town, such as the San Tan Mountain Regional Park.

COUNCIL PROFESSIONAL DEVELOPMENT

- 1.10 Continue adding value to the Council and Town by involvement in regional, state and national levels of government through various associations, agencies and training opportunities.
- 1.11 Continue to increase and enhance Queen Creek’s regional presence through leadership opportunities in groups such as, but not limited to, Maricopa Association of Governments, Central Arizona Governments, East Valley Partnership, League of Cities and Towns, and national organizations.

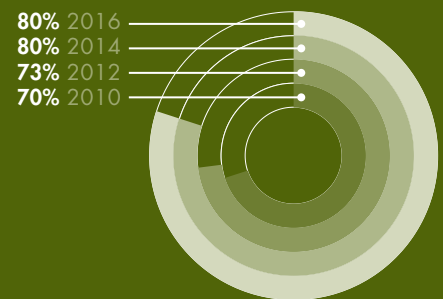
New Initiatives:

- 1.12 Develop a collaborative capital improvement program (CIP) with the counties and adjacent communities for construction of the regional network of roads, and ensure the Town’s arterial roads are prioritized for connecting within the region, notably Gilbert and Mesa.

HOW DO QUEEN CREEK RESIDENTS RATE THE OVERALL DIRECTION THAT QUEEN CREEK IS TAKING?

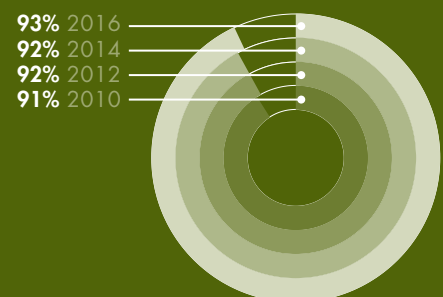
The following years indicate the percentage of residents who rated the question with the answer

Good/Excellent:



HOW MANY QUEEN CREEK RESIDENTS WOULD RECOMMEND QUEEN CREEK AS A GOOD PLACE TO LIVE?

The following years indicate the percentage of residents who answered the question with a **positive response:**





SAFE COMMUNITY



Queen Creek has some of the lowest crime rates in the state and residents continue to provide overwhelmingly positive feedback about their interactions with public safety personnel. As our Town continues to grow, ensuring the safety of the public continues to be one of our highest priorities; this means training quality first responders and implementing innovative initiatives in areas that reduce long-term costs.

INTENDED OUTCOMES

Meet community standards for law enforcement and emergency service responses.

Ensure high-quality emergency ambulance transport services.



SAFE COMMUNITY

A safe community is the result of careful planning and dedicated preparation. One problem we face is adapting to shifts in criminal behavior and changes in the health care industry, but we can overcome these challenges by emphasizing Public Safety and Community Involvement.

PUBLIC SAFETY

- 2.1 Implement recommendations from the Law Enforcement Services Master Plan, such as strategies to increase Town/MCSO identity for law enforcement services.
- 2.2 Secure a site for a future fire station in the southeast portion of the community.
- 2.3 Finish constructing a law enforcement substation and northwest neighborhood fire stations to meet existing and emerging community needs.
- 2.4 Maintain emergency transport service agreement addressing community needs and standards, with a qualified private sector provider. Evaluate options for ambulance services if the private sector leaves the market.
- 2.5 Continue pursuing options for securing stabilized revenue streams dedicated solely to the increasing demands on public safety.
- 2.6 Emergency Management Division/Community Preparedness

COMMUNITY INVOLVEMENT

- 2.7 Continue advancements in resident participation through multiple opportunities and strategies, such as, but not limited to, community events, targeted outreach programs and interactive digital communications.
- 2.8 Increase resident awareness and involvement with community policing strategies.

HOW DO QUEEN CREEK RESIDENTS FEEL ABOUT SAFETY IN THEIR NEIGHBORHOOD?

The following indicates the percentage of residents in 2016 who gave their neighborhood a **safe rating**:



The following indicates the percentage of residents in previous years who gave their neighborhood a **safe rating**:

- 98% 2014
- 95% 2012
- 98% 2010



SECURE FUTURE



Another one of our priorities is to secure Queen Creek's future. This effort includes strengthening our financial future by implementing innovative land use and economic development strategies that support the long-term financial sustainability of the community. A key metric is also increasing the number of employment opportunities available to residents to create a balanced economy. Securing our future water supply is also a top priority as the Town experiences population growth.

INTENDED OUTCOMES

Increase employment opportunities in the Town.

Complete water, wastewater and reclaimed water master plans.



SECURE FUTURE

Securing a bright future for the next generation will require us to protect our pristine environment and wisely develop open land. Focusing on preserving our water supply, using accepted land-use planning methods, and developing a robust local economy are all critical to ensuring Queen Creek is a great place to live for years to come.

ENVIRONMENT

- 3.1 Continue development of sustainable long-range plans for water, reclaimed water and wastewater by adjusting projections for community growth.
- 3.2 Ensure a continued safe and sustainable water supply that fully implements the General Plan.

LAND USE & ECONOMIC DEVELOPMENT

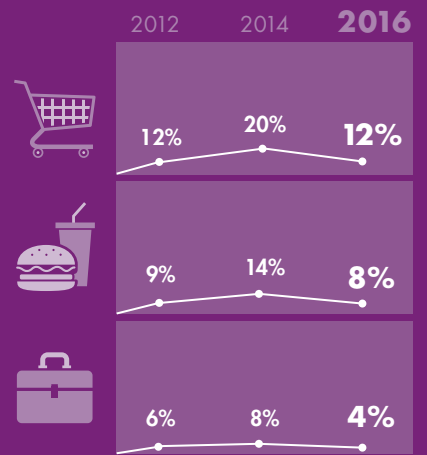
- 3.3 Plan for an economically sustainable build-out.
- 3.4 Collaborate and partner with Phoenix-Mesa Gateway Airport on economic development and tourism related initiatives, and leverage other partnerships as appropriate.
- 3.5 Plan for and invest in the infrastructure that supports economic development.

New Initiatives:

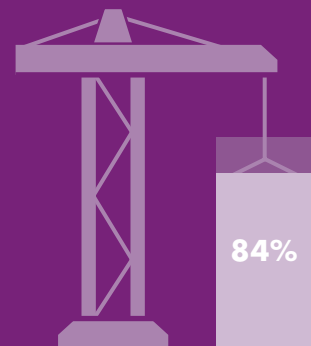
- 3.6 Proactively work to secure the best opportunity for the 5.5 square miles of state lands and include them in the Town’s planning area. Work with the state land department on a CAG 208 Permit.
- 3.7 Develop update to the Queen Creek General Plan for voter approval.
- 3.8 Continue evaluating potential annexations of strategic lands within the planning area.
- 3.9 Generate more economic synergy within the Town Center, enhance the sense of place, and attract additional investment within the Town Center.
- 3.10 Implement strategies outlined in the Economic Development Master Plan focusing on business development, entrepreneurship, agritainment/destination tourism, economic foundations (infrastructure); enhance marketing and promotion.

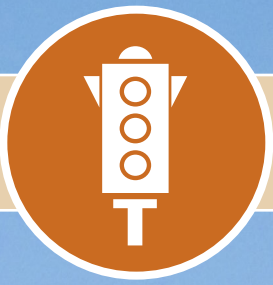
WHAT WOULD QUEEN CREEK RESIDENTS LIKE TO SEE HAPPEN IN THE NEXT FEW YEARS IN THEIR COMMUNITY?

The following years indicate the percentage of residents who want to see an increase of **Shopping, Restaurants and Job Opportunities:**



The following indicates the percentage of residents who rated the overall quality of new development in QC as **Good/Excellent:**





SUPERIOR INFRASTRUCTURE

12

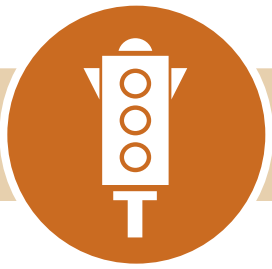


With the growth of residential and commercial development comes the challenge of satisfying public demand for quality streets, lights, utilities and parks. The construction and maintenance of high-quality public infrastructure – including public technology – is a priority.

INTENDED OUTCOMES

Completion of the Capital Improvement Program.

Enhance current infrastructure plans in pavement maintenance and roads improvements that are linked with other jurisdictions.



SUPERIOR INFRASTRUCTURE

13

Building a high-quality infrastructure is a large, complex undertaking. Focusing on key result areas like the Capital Improvement Program and Technology will help us accomplish this strategically important task.

CAPITAL IMPROVEMENT PROGRAM

- 4.1 Annually develop a 5-year comprehensive CIP and Adopt a 10-year infrastructure improvements plan (IIP).
- 4.2 Update the Parks and Trails Master Plan.
- 4.3 Maintain a pavement preservation plan that is cost effective and utilizes current best practices.
- 4.4 Relocate and expand the Municipal Corporation facility to sufficiently serve Public Works and Utility operations for the next 7-10 years growth.
- 4.5 Construct the West Park site.

TECHNOLOGY

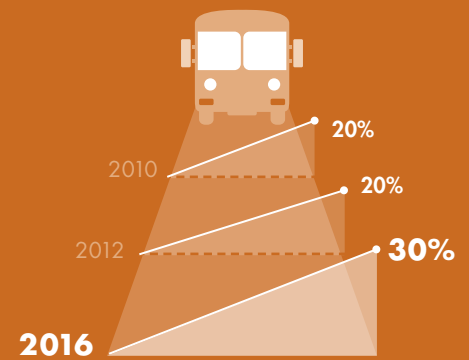
- 4.6 Continue evaluating options to deliver a community-wide wireless initiative.
- 4.7 Implement recommendations and strategies of the Information Technology Strategic Plan.

New Initiatives

- 4.8 Enhance innovative technologies for public facilities that improve efficiencies and reduce long-term recurring costs.
- 4.9 Review options for establishing an accessible fiber network to elevate the Town's economic competitive position within the region.
- 4.10 Continue to research and identify relevant technologies, innovations and practices that have the potential to advance a resilient and high quality of life for our residents.

WHAT WOULD QUEEN CREEK RESIDENTS LIKE TO SEE HAPPEN IN THE NEXT FEW YEARS IN THEIR COMMUNITY?

The following years indicate the percentage of residents who want to see an increase of **Improved Transportation/Roads**:



Within the next five years, Queen Creek will be constructing the following number of **new lane miles**:

25
Miles



QUALITY LIFESTYLE



Queen Creek’s family-oriented lifestyle and unique western heritage make our community an attractive place to live and visit. We will leverage this reputation to encourage resident participation in Town events, attract new businesses and further establish our reputation as one of the best destinations in Arizona. We will seek to enhance this unique lifestyle through our neighborhoods, diversity of businesses, public art, cultural events and recreation opportunities.

INTENDED OUTCOMES

Increase in business expansions and new businesses in the community.

Make new health, fitness and recreation options available to residents.



QUALITY LIFESTYLE

We will continue to set goals in the key result area of Image and Identity in order to take our reputation of having a high quality of life to the next level. Queen Creek’s perfect mix of convenience and comfort should be celebrated in all communication materials, at special events and by residents in their daily lives.

IMAGE & IDENTITY

- 5.1 Attract private investment and foster job creation in Queen Creek.
- 5.2 Continue development of the Town’s brand awareness via existing and new partnerships.
- 5.3 Proactively support arts and culture by completing a process to recommend revisions to Town’s art in private development (AIPD) requirements and art in the community.

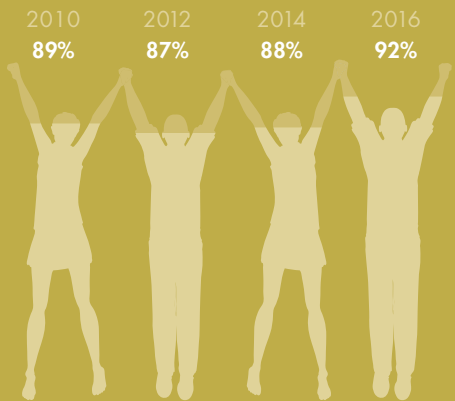
New Initiatives

- 5.4 Evaluate current and future park amenities to ensure the community has access to a variety of up-to-date parks, trails and publicly accessible open spaces.
- 5.5 Proactively market the Town as the place for new business investment and actively market existing businesses to residents.
- 5.6 Update Town Center Plan.

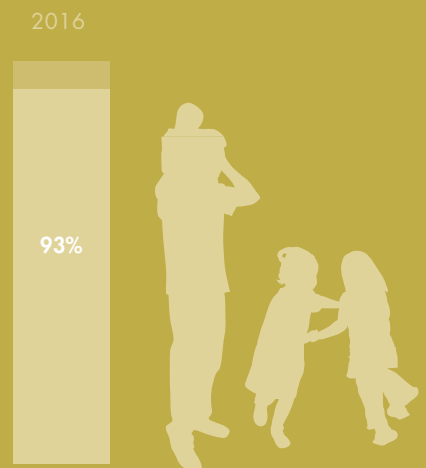
HOW DID QUEEN CREEK RESIDENTS RATE QUEEN CREEK’S **OVERALL QUALITY OF LIFE?**

The following years indicate the percentage of residents who rated the question with the answer

Good/Excellent:



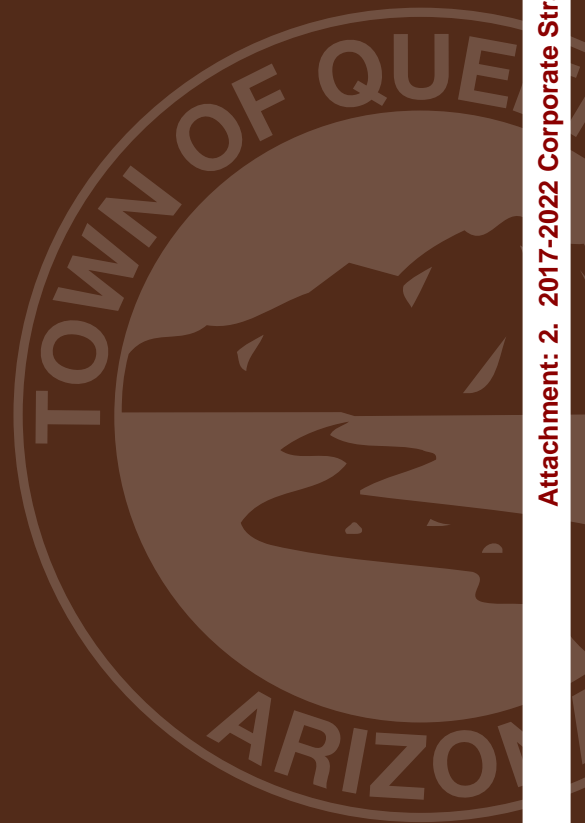
The following indicates the percentage of residents who would rate Queen Creek as a **Good/Excellent place to raise children:**



TOWN OF QUEEN CREEK

22358 South Ellsworth Road
Queen Creek, AZ 85142
480-358-3000

QueenCreek.org
[Facebook.com/QueenCreek](https://www.facebook.com/QueenCreek)



COUNCIL STRATEGIC PLANNING SESSION
SUMMARY ACTION PLAN
 February 24 and 25, 2017

Legend:
 Green = Completed
 Yellow = In Process

Planning for Action			
Description of Action	Who	When	Status/Disposition
Review of 2016 Accomplishments. Update the Accomplishments slide show to reflect the 2016 Town Council, which included Council Member Barnes and then add a photo of the new Council at the end	CMR	Mar. 1, 2017	Completed. Staff made the requested updates prior to posting the video to the public on social media after the State of the Town.
Vision, Mission and Values. Revisit and review the current “Vision, Mission and Values” and the Strategic Priorities” later in the year.	Town Manager’s Office	Nov. 15, 2017	Staff will either add it to the calendar as a half-day session, or as future discussion items at a Town Council meeting.
Hot Topics – Economic Development. Staff to address parking and accessibility to Town Center businesses and include as part of the Town Center Plan Update.	Economic Development	Oct. 2017	Staff will include a parking analysis as a part of the Town Center Plan Update.
Hot Topics – Economic Development. Staff to address current access to Thompson Thrift property from Rittenhouse Road, heading northwest.	Economic Development/ Transportation	May 2017	Completed. A Weekly Packet memo was distributed in May regarding the safety analysis completed by the Traffic Engineer.
Hot Topics – Economic Development. Make it easier to find the “new businesses coming to QC” section of the website easier to find for Town Council and residents.	Economic Development	Mar. 2017	Completed. Staff added a button to the main page and provided the Council with an easy to find widget to click on their Council webpage.
Hot Topics – Economic Development. Provide an analysis demonstrating the impacts of eliminating the .25% Town Center sales tax differential and explore options for replacement revenues.	Finance/ Economic Development	Dec. 2017	Staff will need to study the impacts and options.
Hot Topics – Infrastructure/Transportation. A) Staff to be proactive in annexation efforts to fully implement the adopted Municipal Planning Area of the General Plan. Develop an outreach plan for landowners, businesses and residential property owners about annexing into Queen Creek.	Planning/ CMR	Sep. 2017	Staff is coordinating property owner outreach in the 2+ sq. mi. area bounded generally by Germann, Ocotillo, Meridian and Ironwood. Annexation process started Oct. 18, 2017 for 2 sq. mi. area.
Hot Topics – Infrastructure/Transportation. B) Analysis for road design options that would make points of access into Queen Creek easier for people traveling from San Tan Valley. Example: Can Rittenhouse Road be designed for three lanes southbound and two lanes northbound?	Planning/ Traffic	Dec. 2017	Completed. Public Works has analyzed this option for Rittenhouse finding significant impacts on landscaping and access.

Attachment: 3. Planning for Action Summary Action Plan (Mission, Vision and Values)

COUNCIL STRATEGIC PLANNING SESSION
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Hot Topics – Infrastructure/Transportation. C) Additional analysis on the cost of service for San Tan Valley residents in order to do the road improvement in option B.	Finance/ Traffic/ Planning	Dec. 2017	Not applicable due to Item B resolution.
Hot Topics – Parks and Rec/Special Events. Provide updated PowerPoint presentation that includes the total amount of funds allotted for each special event program.	CMR	Feb. 2017	Completed. Staff sent the updated PowerPoint Presentation to the Town Council and uploaded it to the Council website.
Hot Topics – Parks and Rec/Special Events. Request that staff continue to summarize and monitor performance of all special events ensuring monitoring for desired outcomes relative to Town funding.	CMR	Ongoing	Completed. This request has been communicated to the staff and will be implemented into the special event permit application update.
Hot Topics – Policy Legislative. A) Evaluate strategies (such as but not limited to: informal outreach of support, formal support for their work, with resolutions, etc.) for enhanced positive interaction, relationship building with the Legislature and Governor's office.	Town Council/ Town Manager's Office/ Intergov Program	Aug. 2017/ Ongoing	Completed. Council took action on League Resolutions on Aug. 2.
Hot Topics – Policy/Vice Mayor Role. Discuss and refine the role of the Vice Mayor at a future Work Study session.	Town Council/ Town Manager's Office	Sep. 2017	Vice Mayor's role and responsibilities were discussed at the Sep. 6 Council Meeting; no changes made.
Hot Topics – Policy/Protocols. Draft verbiage for the Mayor stating that the intent and use of electronic devices at the Council dais during the meeting and while presentations are delivered.	Town Manager's Office/Legal	Sep. 2017	Updated verbiage has been completed and Mayor began using at the Sep. 6 Council Meeting.
Hot Topics – Policy/Protocols. Evaluate the use of personal social media links/icons on Town-issued e-mail signatures.	Legal/Town Manager's Office	Aug./Sep. 2017	Completed. Council reviewed this matter at the Aug. 2 Council Meeting.
Hot Topics – Policy/Protocols. Address issues of frequency in promotion of member's roles and activities.	Legal/Town Manager's Office	Aug./Sep. 2017	Cary Pfeffer provided training at a Special Council Session on Sep. 13.