

# Town of Queen Creek

## Mission, Vision, Values Discussion



November 15, 2017

# Mission, Vision & Values

## Council Discussion Timeline

- February 2017 Strategic Planning Session
- August 16, 2017 Council meeting

# Mission

It is the mission of the Town of Queen Creek to provide a framework for 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, manager our present and embrace our future to create a quality, unique place for families and businesses.

# Values

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

**Q**uality service that is honest, trustworthy, professional, fair and efficient

**U**nified vision for the future through ongoing community dialogue

**E**mpathetic listening to the needs and concerns of the community

**E**nthusiastic application of creativity to find solutions

**N**ever missing an opportunity to assist a customer

**C**ommunication that is honest, timely and accurate

**R**esponsibility for personal actions and recognizing their impact on the workplace  
and community

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

**E**nvironmentally sound planning and practices that will ensure natural resources for future  
generations

**K**indness in all dealings with residents, customers, partners, and employees

# Mission Statements

## Gilbert:

- We are a service organization committed to enhancing quality of life and serving with integrity, trust, and respect.

## Avondale:

- Serving the Citizens of Avondale  
Building Community...Celebrating Diversity...Fostering Pride  
We Value our Culture and History.

## Maricopa:

- The City of Maricopa provides a high quality of life, a prosperous future, and a strong sense of community.

## Goodyear:

- The City of Goodyear will provide the finest municipal services and promote a quality environment to enhance our community's prosperity through citizen and employee participation. We are committed to the stewardship of resources and fulfillment of the public trust.

# Mission Statements

## Amazon:

- We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.

## Southwest Airlines:

- Dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

## Microsoft:

- To help individuals and businesses realize their full potential.

## Local First Arizona:

- Local First Arizona is a statewide organization focused on community and economic development in order to build self-sufficient, healthy, and prosperous communities.

## Goodwill:

- Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.

# Vision Statements

Gilbert:

- Gilbert will be best in class in all lines of service.

Avondale:

- To create a community that is at once family friendly and economically prosperous.

Maricopa:

- Vision Elements / Strategic Priorities

Goodyear:

The City of Goodyear will be: A great place to live, work and raise a family; A city with healthy lifestyles and commitment to the environment; A growing community that provides quality opportunities and lifestyles.

We will be known as: A destination place for regional shopping; A destination for higher education designed for workforce needs; A place for diverse job opportunities and an inventory of industries; An incubator for entrepreneurs; A hub of arts and culture in the West Valley.

# Vision Statements

Amazon:

- To be Earth's most customer-centric company, where customers can find and discovery anything they might want to buy online.

Southwest Airlines:

- To become the world's most loved, most flown and most profitable airline.

Microsoft:

- To empower every person and every organization on the planet to achieve more.

Local First Arizona:

- Local First Arizona is working to build a diversified Arizona economy that is sustainable, resilient and celebratory of diverse cultures.

Goodwill:

- Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.



# Mission

What is our purpose ...What are we here to do?

# Vision

What do we want to be?

# Values

How do we treat others, and how do we want to be treated?

# 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**

# Strategic Priorities Cont'd.

**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**

# Strategic Priorities: Gilbert

**COMMUNITY LIVABILITY** - The Town of Gilbert takes pride in being a community with a family focus, special welcoming feel, outstanding service delivery, and firm commitment to retain its defining characteristics while it continues to grow. This strategic initiative provides direction to include livability considerations in all decision-making and service delivery. Our motto is: "Gilbert: Clean, Safe, Vibrant".

**INFRASTRUCTURE** - Gilbert will have a strong and effective infrastructure management system. A growing community must pay attention to infrastructure needs by planning for both the future expansion and the deterioration of existing infrastructure. This serves the residents, business and future economic development and contributes to community livability. We will create an infrastructure plan and management system that will support policy decision-making and inform administrative processes.

# Strategic Priorities: Gilbert Cont.

**TECHNOLOGY CENTER** -Gilbert leaders place a high value on the potential for applied technology to improve service efficiency. While technology has a cost, it can be used to reduce expenses while expanding service to a growing population. This initiative directs the organization to seek technology improvement that can provide the greatest benefit for the investment. If all segments of service delivery embrace the intention to be a technology leader we will continually improve systems and results.

**BALANCED FINANCIAL PLAN** – Gilbert is committed to providing a comprehensive financial perspective that enables proactive management of government finances. Long term financial planning ensures that financial perspective is strategically incorporated into organizational planning, demonstrates good management to all stakeholders including bond rating agencies, and clarifies the organization's strategic direction by identifying and prioritizing the most important issues it faces. Short term financial planning is more tactical in nature, identifying the specific near term objectives that will ultimately help to achieve the long term goals. Gilbert will provide transparency, clarity, and timely visibility and insight into impending issues, allowing for flexibility in decision making and incremental corrections.

# Strategic Priorities: Gilbert Cont.

**ECONOMIC DEVELOPMENT** - Gilbert is committed to attracting, growing and retaining business and industry within the community. The Town Council will be well prepared for the recovering economy and encourage collaboration and innovation that contributes to the community vision. As such, it is important to identify and execute a sound economic development plan that supports an advanced economy conducive to attracting the talent and investment of science and technology-based organizations with an emphasis on the biomedical and life science industry. The appropriate policies and procedures to be business-friendly in support of the Vision and Strategic Initiatives are paramount.

**HIGH PERFORMING GOVERNMENT** – Gilbert is committed to highly efficient operations while delivering superior results. Excellent performance requires aligning efforts that drive internal effectiveness with those that create external impact. Gilbert will achieve optimal performance by aligning strategy with operational goals supported by best management practices and effective internal and external collaboration. Committed to the initiative of becoming a High Performing Organization, Gilbert will deliver unparalleled quality of service at the highest value for all of its stakeholders.

# Strategic Priorities: Avondale

**FOSTER SUSTAINABLE COMMUNITY DEVELOPMENT** - Avondale is committed to creating a sense of place, a community of residents and local businesses unified by pride and common values.

**CREATE & SUPPORT DIVERSE RECREATION & ENTERTAINMENT OPPORTUNITIES** – Avondale provides residents with the ability to connect with amenities, businesses and their community, enhancing the opportunity to live, work and enjoy a healthy lifestyle

**ADVOCATE FOR AND SUPPORT COMMUNITY-ORIENTED LIFELONG LEARNING OPPORTUNITIES** – Avondale will continue to foster an environment where education is a defining value and learning opportunities abound for residents of all ages.

**CREATE A CONNECTED COMMUNITY** – The city will work directly and closely with our citizens to devise and implement programs that work.

# Strategic Priorities: Goodyear

**FISCAL AND RESOURCE MANAGEMENT**- The City of Goodyear will implement innovative and responsible policies and business practices to effectively manage its fiscal and human resources. The City will maintain a stable financial environment that is transparent and that maintains an outstanding quality of life for our citizens. Business practices will be efficient, business friendly, and ensure exceptional customer service to all stakeholders and citizens.

**ECONOMIC VITALITY** – The City of Goodyear will seek diverse, high quality, development, and will foster local jobs through the strategic pursuit of industries including renewable energy, engineering, technology, aerospace, medical, manufacturing, and internet fulfillment. Business investment and sustainability will be fostered through streamlined processes, strategic marketing, developing ongoing relationships, and encouraging tourism.

**SENSE OF COMMUNITY** – The City of Goodyear will provide programs, gathering places, and events where the community can come together to participate in opportunities of learning and recreation. Sustainable relationships with the community will be cultivated through citizen engagement, outstanding customer service, and clear, accessible communication.