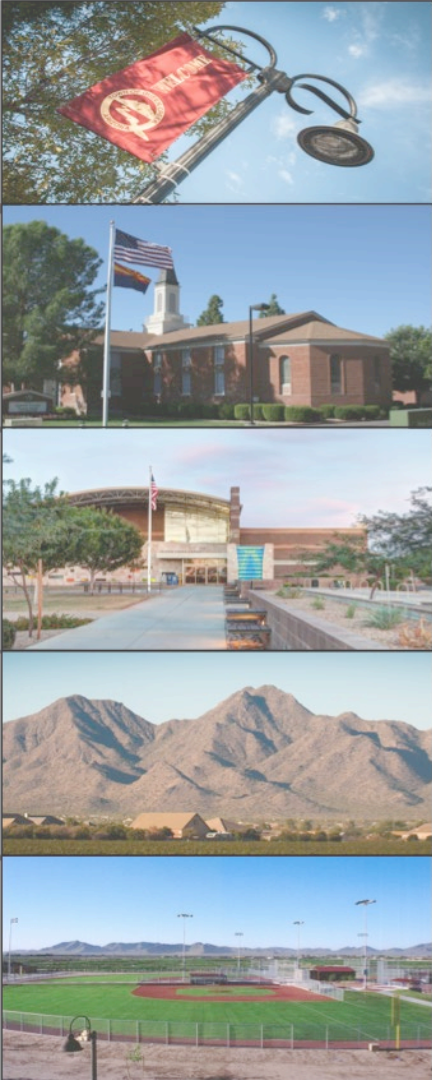




# Corporate Strategic Plan Update 2020-2025

June 17, 2020



# Corporate Strategic Plan Strategic Priorities

**TOWN OF QUEEN CREEK**

Corporate Strategic Plan 2019 – 2024

**STRATEGIC PRIORITIES**

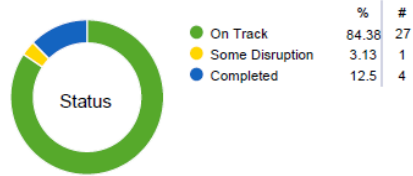
**5**

	<p><b>EFFECTIVE GOVERNMENT</b></p> <p>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.</p>	<p><b>KEY RESULT AREAS</b></p> <ul style="list-style-type: none"> <li>• Financial Stability</li> <li>• Intergovernmental Relations</li> <li>• Council Professional Development</li> </ul>
	<p><b>SAFE COMMUNITY</b></p> <p>Queen Creek has low crime rates and strives to meet adopted standards for police and fire services. 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 maintain and improve delivery of emergency services.</p>	<p><b>KEY RESULT AREAS</b></p> <ul style="list-style-type: none"> <li>• Public Safety</li> <li>• Community Involvement</li> </ul>
	<p><b>SECURE FUTURE</b></p> <p>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.</p>	<p><b>KEY RESULT AREAS</b></p> <ul style="list-style-type: none"> <li>• Environment</li> <li>• Land Use &amp; Economic Development</li> </ul>
	<p><b>SUPERIOR INFRASTRUCTURE</b></p> <p>With the growth of residential and non-residential 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.</p>	<p><b>KEY RESULT AREAS</b></p> <ul style="list-style-type: none"> <li>• Capital Improvement Program</li> <li>• Technology</li> </ul>
	<p><b>QUALITY LIFESTYLE</b></p> <p>Queen Creek will leverage its strong image as a high-level, 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 the unique lifestyle through our commitment to investing in necessary infrastructure, new recreational opportunities, cultural events and public art.</p>	<p><b>KEY RESULT AREAS</b></p> <ul style="list-style-type: none"> <li>• Image &amp; Identity</li> </ul>

# Third Quarter Strategic Priority Updates

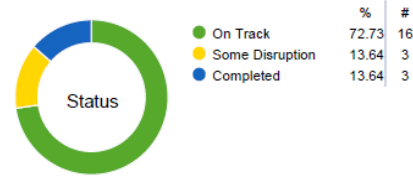


## Strategic Priority 1



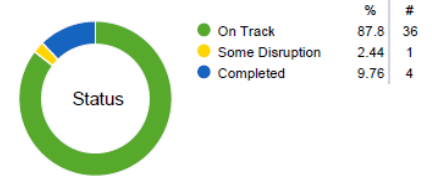
**Effective Government** - An effective local government is aware of citizens' needs and provides the services that residents want. This can be achieved by managing the price of government and introducing innovative business practices, using new technology, hiring quality employees and leveraging Town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

## Strategic Priority 2



**Safe Community** - Queen Creek has low crime rates and strives to meet adopted standards for police and fire services. 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 maintain and improve delivery of emergency services.

## Strategic Priority 3



**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.

## Strategic Priority 4



**Superior Infrastructure** - With the growth of residential and non-residential 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.

## Strategic Priority 5



**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 our commitment to investing in necessary infrastructure, new recreational opportunities, cultural events and public art.

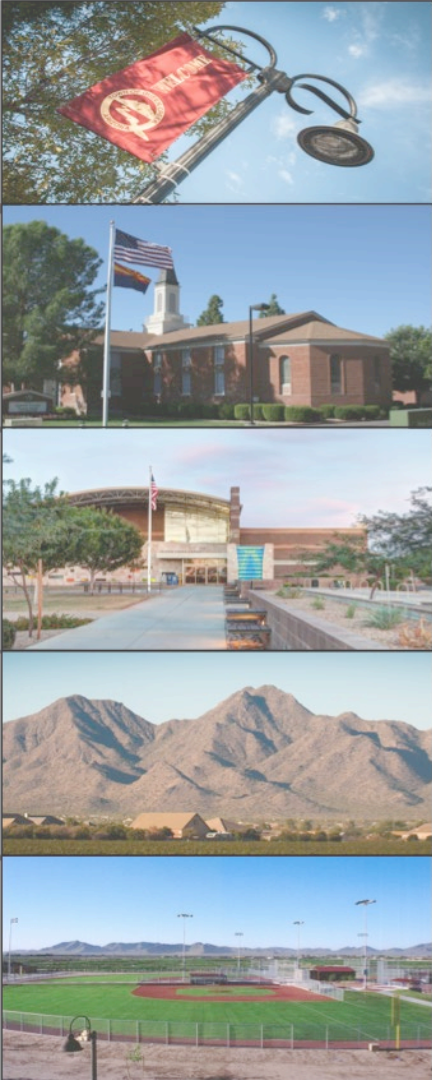




# Strategic Priorities

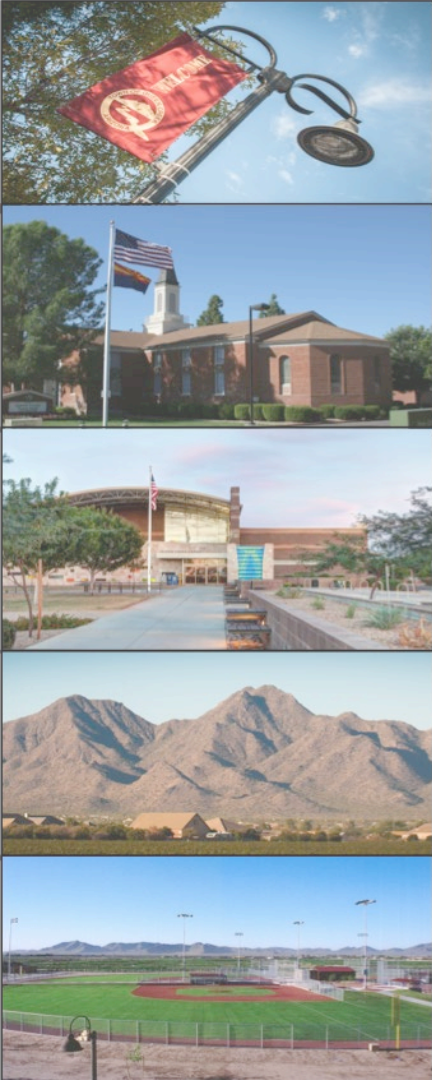


- **Strategic Priority #1:** An effective local government is aware of citizens' needs and provides the services that residents want. This can be achieved by managing the price of government and introducing innovative business practices, using new technology, hiring quality employees and leveraging Town partnerships to save resources.
- **Strategic Priority #2:** Queen Creek has low crime rates and strives to meet adopted standards for police and fire services. 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 maintain and improve delivery of emergency services.
- **Strategic Priority #3:** 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.
- **Strategic Priority #4:** With the growth of residential and nonresidential 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.
- **Strategic Priority #5:** Queen Creek will leverage its strong image as a tightknit, 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 our commitment to investing in necessary infrastructure, new recreational opportunities, cultural events and public art.



# Strategic Priority #1: Effective Government

- GOAL 1.7: Financial Stability – Evaluate and implement strategies to fully fund pension liabilities for public safety and general employment.
- GOAL 1.10: Intergovernmental Relations – Work with the local and regional community to facilitate a successful count in the 2020 census, ensuring accurate federal and state funding and representation for the residents of queen creek.



## Strategic Priority #2: Safe Community

- NEW GOAL 2.8: PUBLIC SAFETY – START A QUEEN CREEK POLICE DEPARTMENT BEGINNING WITH THE HIRING OF THE FIRST QUEEN CREEK POLICE CHIEF, FOLLOWED BY AN 18 MONTH TRANSITION PROCESS THAT INCLUDES HIRING OF LIEUTENANTS AND ADMINISTRATIVE STAFF TO DEVELOP POLICIES AND PROCEDURES, PURCHASING AND IMPLEMENTING THE NECESSARY TECHNOLOGY AND EQUIPMENT (E.G. RECORDS MANAGEMENT SOFTWARE AND VEHICLES), AND HIRING THE REST OF THE SWORN AND NON-SWORN STAFF. THE PROCESS WILL ALSO INVOLVE WORKING CLOSELY WITH MCSO TO ENSURE A SMOOTH TRANSITION.



## Strategic Priority #3: Secure Future

- Goal 3.4: Land Use & Economic Development – IN PARTNERSHIP WITH THE STATE LAND DEPARTMENT, PROACTIVELY PLAN FOR THE DEVELOPMENT OF STATE TRUST LANDS. Proactively work with the Arizona State Land Department to annex and rezone the 4,140 acres of state land adjacent to the future SR24 alignment.
- GOAL 3.9: Land Use & Economic Development – Work with land owners in the northern tier ON A MARKETING INITIATIVE TO INCREASE SPEED TO MARKET FOR EMPLOYMENT USES AND MANUFACTURING OPPORTUNITIES. to establish employment overlay districts, where appropriate, to increase speed to market for employment uses and manufacturing opportunities. Designate team to fast track and facilitate process.





## Strategic Priority #4: Superior Infrastructure

- NEW GOAL 4.11: INTERGOVERNMENTAL RELATIONS – ADVOCATE FOR OPPORTUNITIES TO ADVANCE THE TOWN'S FREEWAY AND ARTERIAL TRANSPORTATION NEEDS THROUGH THE INCLUSION OF PROJECTS IN THE MARICOPA AND PINAL REGIONAL TRANSPORTATION PLANS AND IF APPROVED BY THE VOTERS, TRANSPORTATION FUNDING SHARED BY THE RESPECTIVE JURISDICTIONS.





**Questions?**