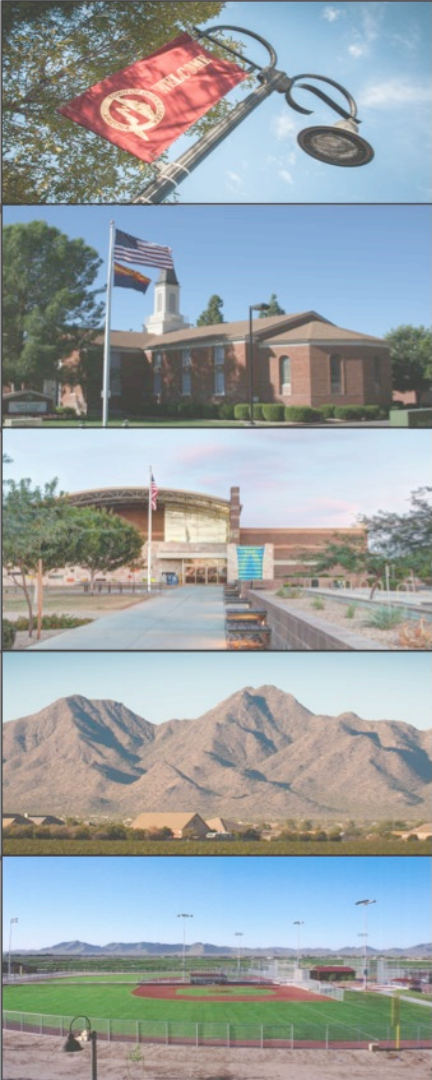




# Corporate Strategic Plan Update

April 21, 2021



# TOWN OF QUEEN CREEK

Corporate Strategic Plan 2020 – 2025



## STRATEGIC PRIORITIES

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### 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 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.

#### 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 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.

#### KEY RESULT AREAS

- Capital Improvement Program
- Technology



### QUALITY LIFESTYLE

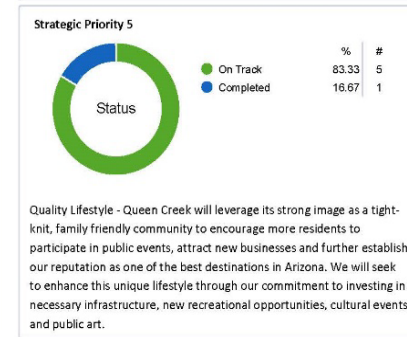
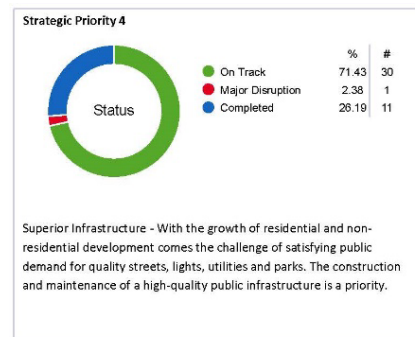
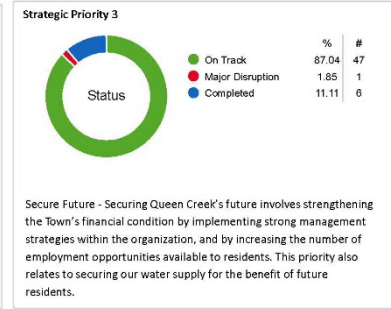
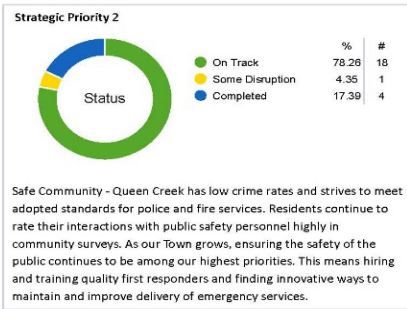
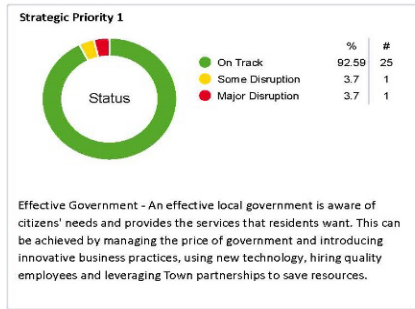
Queen Creek will leverage its strong image as a tight-knit, family-friendly community to encourage more residents to participate in public events, attend new business and further establish our reputation as one of the best destinations in Arizona. We will seek to enhance this unique lifestyle through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

#### KEY RESULT AREAS

- Image & Identity



# Second Quarter Strategic Priority Updates







## EFFECTIVE GOVERNMENT

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An effective local government is one of citizen, voter and council. The success of our city is measured by the quality of government and the quality of the business environment. Our success is measured by the quality of our government.

**INTENDED OUTCOMES**

- Increase the efficiency and effectiveness of government services.
- Support opportunities for economic development by enhancing public and private sector partnerships to improve the quality of life for the citizens of the community.



## SAFE COMMUNITY

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Over 2000 law enforcement officers are employed in the community. The success of our city is measured by the quality of government and the quality of the business environment. Our success is measured by the quality of our government.

**INTENDED OUTCOMES**

- Meet or exceed standards for law enforcement and emergency services response.
- Ensure high-quality emergency assistance throughout the city.



## SECURE FUTURE


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Securing Quartz Creek's future involves strengthening the Town's financial stability by implementing long-term financial strategies, water management, 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.


**INTENDED OUTCOMES**

- Increase employment opportunities in the town.
- Complete water and wastewater master plans.



## SUPERIOR INFRASTRUCTURE


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With our growth and development, we face the challenge of maintaining public services that quality means safety, safety and quality. The construction and maintenance of infrastructure is a priority.


**INTENDED OUTCOMES**

- Complete the Quartz Creek Improvement Program.
- Complete the water infrastructure plan to provide maintenance and fund investments in our water and sewer systems.



## QUALITY LIFESTYLE

14



Over 2000 law enforcement officers are employed in the community. The success of our city is measured by the quality of government and the quality of the business environment. Our success is measured by the quality of our government.

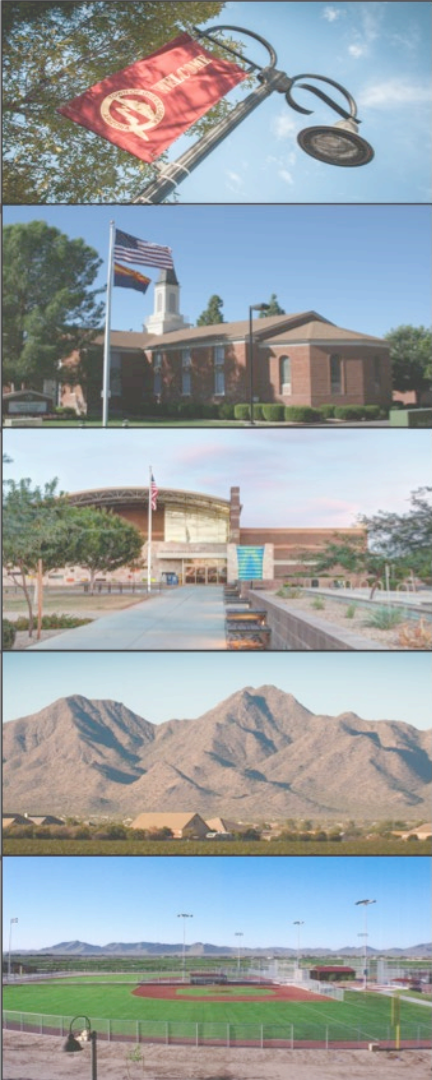
**INTENDED OUTCOMES**

- Increase investment opportunities and new business in the community.
- Attract new health, fitness, and recreation centers to enhance the quality of life.



# Strategic Priority #1: Effective Government

- ~~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 2.5: PUBLIC SAFETY QCFMD:** Formally adopt new QCFMD mission, vision, and core values as drafted in Center for Public Safety Management (CPSM) Fire Master Plan Study.
- **NEW GOAL 2.6: PUBLIC SAFETY QCPD:** Continue building the department infrastructure and foundational elements including policy/procedure, staffing, training programs, internal oversight, communication, workflows, technology, reporting, equipment, supplies, software, IT systems, budgets, deployment plans, schedules, and other processes. With these organizational rudiments, QCPD will be able to ensure a smooth transition from County law enforcement to local policing methodologies.



## Strategic Priority #2: Safe Community Cont.

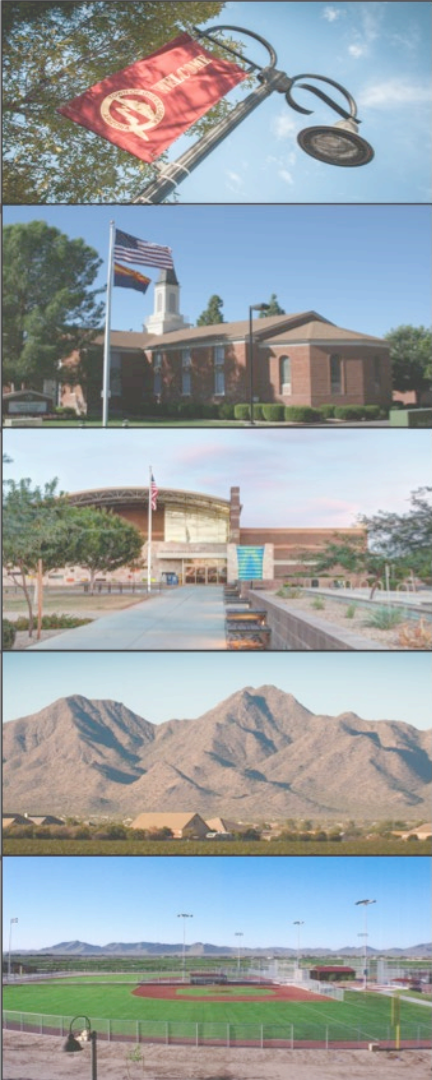
- ~~UPDATED GOAL 2.7: COMMUNITY INVOLVEMENT PARTNERSHIP QCPD:~~ Continue advancements in resident engagement through multiple opportunities and strategies, such as but not limited to, community events, targeted outreach programs, and interactive digital communications. **INCREASE COMMUNITY ENGAGEMENT AND PARTNERSHIP BY FOCUSING ON BUILDING TRUST, TRANSPARENCY, LEGITIMACY, AND A SAFE SOCIAL ENVIRONMENT.**
- **NEW GOAL 2.8: PUBLIC SAFETY QCPD:** Develop and implement the police program facets outlined in the 2019 Police Services Study (e.g., “Desired police program – defined”). These steps, philosophies, systems, and operational patterns will provide a structured effort necessary to engage the community, develop partnerships, deliver desired level of service, and maintain a high quality of life.



## Strategic Priority #3: Secure Future

- **UPDATED GOAL 3.7: LAND USE & ECONOMIC DEVELOPMENT:** Generate more economic synergy within the Town Center, enhance the sense of place, and attract additional investment through implementation of the Town Center Plan; **ATTRACT NEW INVESTMENT TO TOWN OWNED LAND.**
- **UPDATED GOAL 3.10: LAND USE & ECONOMIC DEVELOPMENT:** Work with ~~land owners in the northern tier~~ **THE ARIZONA STATE LAND DEPARTMENT (ASLD)** on a marketing initiative to increase speed to market for employment uses and manufacturing opportunities. **WORK ON A MARKETING PACKAGE THAT OUTLINES DETAILS ABOUT THE SITE WITH INPUT FROM THE TOWN, ASLD, SRP, AND PINAL COUNTY.** Designate team to fast track and facilitate process **FOR STRATEGIC PROJECTS.**





## TOWN OF QUEEN CREEK

Corporate Strategic Plan 2020 – 2025



## GUIDING PRINCIPLES

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### VISION

To ensure a high quality of life, promote a strong sense of community, protect our residents, and provide world-class public service.

### MISSION

We honor our past and embrace our future in being the best place to live and do business.

### VALUES

RESPONSIVE

INNOVATIVE

TRANSPARENT

RESPECTFUL

FRIENDLY

