



Corporate Strategic Plan Update 2022-2027

May 4, 2022



TOWN OF QUEEN CREEK

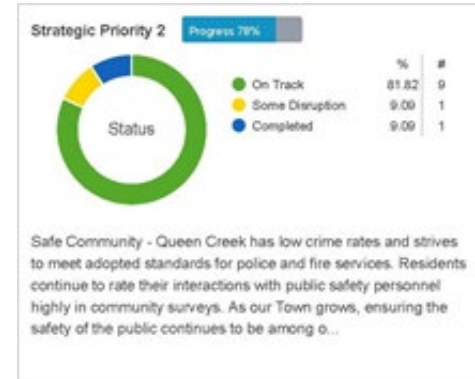
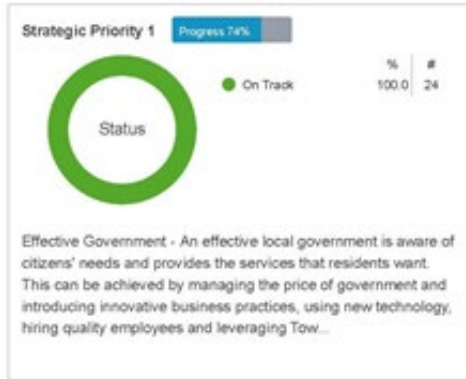
Corporate Strategic Plan 2021 – 2026

STRATEGIC PRIORITIES

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| | <p>EFFECTIVE GOVERNMENT</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>KEY RESULT AREAS</p> <ul style="list-style-type: none"> Financial Stability Intergovernmental Relations Council Professional Development |
| | <p>SAFE COMMUNITY</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 ability 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>KEY RESULT AREAS</p> <ul style="list-style-type: none"> Public Safety Community Involvement |
| | <p>SECURE FUTURE</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>KEY RESULT AREAS</p> <ul style="list-style-type: none"> Environment Land Use & Economic Development |
| | <p>SUPERIOR INFRASTRUCTURE</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>KEY RESULT AREAS</p> <ul style="list-style-type: none"> Capital Improvement Program Technology |
| | <p>QUALITY LIFESTYLE</p> <p>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 identity through our commitment to investing in necessary infrastructure, new recreational opportunities, cultural events and public art.</p> | <p>KEY RESULT AREAS</p> <ul style="list-style-type: none"> Image & Identity |

Third Quarter Strategic Priority Updates





EFFECTIVE GOVERNMENT 8

An effective local government is a source of economic growth and provides the services that maintain growth. This can be accomplished through the joint efforts of government and non-governmental business partners using open technology, strong public participation, and bringing their own resources to bear.

DESIGNED OUTCOMES

- Increase efficiency and effectiveness of government services.
- Foster opportunities for increasing business investment by reducing public and private sector barriers. Remove existing barriers to economic growth in the community.

SAFE COMMUNITY 9

Smart Code has been used in over 100 cities and states to help reduce accidents, injuries and deaths. Smart Code continues to be the foundation of public safety and emergency response in hundreds of cities. Smart Code helps improve the safety of public facilities by allowing for tighter zoning, the installation and ongoing quality performance monitoring, and building standards, codes and inspection delivery of emergency services.

DESIGNED OUTCOMES

- Meet community standards for fire, law enforcement and emergency service response.
- Ensure high quality emergency response and disaster management services.

SECURE FUTURE 10

Securing Smart Code's future involves identifying the Smart Code's future utilization by incorporating strong communication strategies with the organization, and by increasing the number of municipal government agencies in the Smart Code network. The project also helps in securing our water supply for the benefit of future generations.

DESIGNED OUTCOMES

- Increase employment opportunities in the Smart Code network.
- Complete water and wastewater master plan.

SUPERIOR INFRASTRUCTURE 12

With a growth population and an increasing energy demand, it is imperative that the city be able to take the right steps and make the right investments in infrastructure to meet the needs of its residents.

DESIGNED OUTCOMES

- Complete water treatment plant.
- Increase water efficiency and conservation in the city.
- Increase water efficiency and conservation in the city.

QUALITY LIFESTYLE 14

Smart Code will be used in Smart Code's future utilization by incorporating strong communication strategies with the organization, and by increasing the number of municipal government agencies in the Smart Code network. The project also helps in securing our water supply for the benefit of future generations.

DESIGNED OUTCOMES

- Increase employment opportunities in the Smart Code network.
- Complete water and wastewater master plan.
- Increase water efficiency and conservation in the city.



Strategic Priority #1: Effective Government

- UPDATE GOAL 1.3: Evaluate and implement strategies to **MAINTAIN FULLY-FUNDED PENSIONS.** ~~liabilities for public safety and general employment.~~



Strategic Priority #2: Safe Community

- UPDATE GOAL 2.2: Continue to collaborate as needed on emergency transport services with private and public sector providers. Evaluate options for ambulance services in Queen Creek by researching both private sector and public sector opportunities. **CONTINUE EXPANDING THE EMERGENCY TRANSPORTATION PROGRAM IN ORDER TO BEGIN PROVIDING MUNICIPAL AMBULANCE SERVICES BY JULY 2023.**
- UPDATE GOAL 2.4: Maintain efforts towards completion of the elements of the CIP such as construction of new Fire Stations in order to meet the level of service. **CONTINUE EFFORTS FOR A SUPPORT SERVICES BUILDING FOR FLEET SERVICES, WAREHOUSING AND SKILLS TRAINING.**



Strategic Priority #2: Safe Community Cont.

- **DELETE GOAL 2.6:** 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.
- **NEW GOAL 2.5:** Continue to evaluate and respond to data and conditions within the community necessary to maintain low victimization rates, improve traffic safety, and minimize the fear of crime.
- **NEW GOAL 2.7:** Establish a master plan for the Police Department and support efforts toward the completion of the prescribed elements.



Strategic Priority #3: Secure Future

- UPDATE GOAL 3.4: Land Use and Economic Development: Collaborate and partner with Phoenix-Mesa Gateway Airport, Visit Mesa, **ARIZONA COMMERCE AUTHORITY, GREATER PHOENIX ECONOMIC COUNCIL AND EAST VALLEY PARTNERSHIP** on economic development and tourism-related initiatives to leverage the Town’s tourism assets; partner with other groups as appropriate.
- DELETE GOAL 3.11: Land Use and Economic Development: Implement the “strategic projects” internal program to assist key projects through the development services process, furthering the goals outlined in the General Plan and Economic Development Strategic Plan.



Strategic Priority #4: Superior Infrastructure

- UPDATE GOAL 4.4 Capital Improvement Plan: Complete the design and begin construction of the ~~QC Sports Complex~~ **FRONTIER FAMILY PARK** as indicated in the Parks and Recreation master Plan. Initial implementation will be **THE COMPLETION OF THE SPORTS FIELDS AND PARKING AREAS** ~~completing grading and drainage infrastructure of the design~~
- NEW GOAL 4.7: CIP: Implement the water master plan and begin delivery of the projects identified within the adopted FY 22/23 CIP.
- NEW GOAL 4.12: Technology: Implement the use of mobile enterprise technology for trash and recycling education and outreach (including artificial intelligence) and improving efficiencies for solid waste inspections.



TOWN OF QUEEN CREEK

Corporate Strategic Plan 2021 – 2026



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

