



FY 24-25
CORPORATE STRATEGIC PLAN

Town Council Meeting

May 15, 2024

WHAT IS OUR CORPORATE STRATEGIC PLAN?

- Identifies the Town Council's Most Important Strategic Priorities
- Updated Annually in Conjunction with the Budget Process
- The Budget Supports the Corporate Strategic Plan by Allocating Resources to Its Priorities





Our Vision

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

Our Mission

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

Our Values

We are

- Responsive
- Innovative
- Transparent
- Respectful
- Friendly

Strategic Priorities

1. Effective Government
2. Safe Community
3. Secure Future
4. Superior Infrastructure
5. Quality Lifestyle



EFFECTIVE GOVERNMENT

New and Updated Goals

- Update key financial policies to maintain adequate reserves (Finance)
- Integrate Advanced Traffic Management System (ATMS) principles to enhance traffic flow, reduce congestion, and improve safety across our transportation network (Public Works)



SAFE COMMUNITY

New and Updated Goals

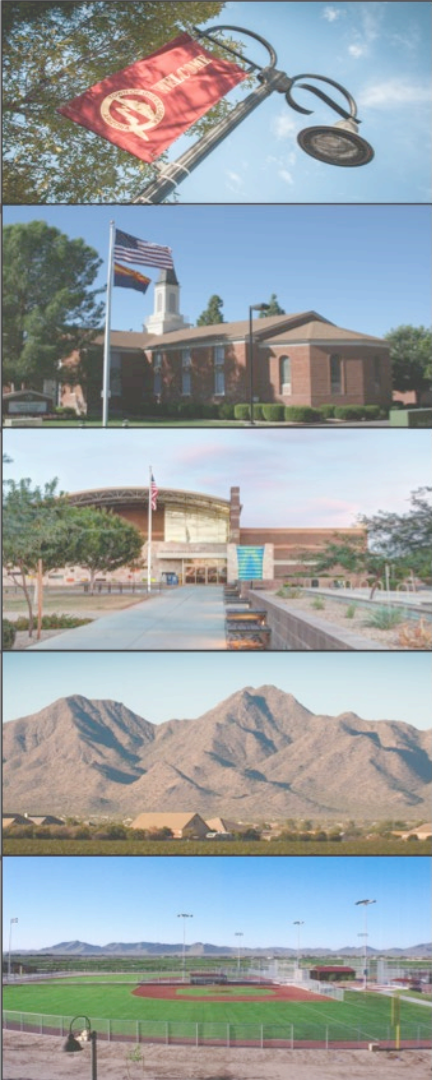
- Continue expansion efforts with the Emergency Transportation Services (ETS) program and providing patient transportation services (ambulance services) to Queen Creek (Fire)
- Establish a Real Time Information Center (RTIC) and utilize this technology to maintain low victimization rates, improve traffic safety, and minimize the fear of crime (Police)



SECURE FUTURE

New and Updated Goals

- Establish a diversified water resource portfolio, including non-groundwater sources (Water)
- Develop and implement a water conservation program for residential, commercial and industrial customers (Water)
- Continue partnership with the State Land Department, proactively plan for the strategic development of State Trust Lands. Increase speed to market for employment uses and advanced manufacturing opportunities (Economic Development)
- Generate more economic synergy within the Town Center and Downtown Core; enhance the sense of place and attract additional investment through implementation of the Town Center Plan and the Downtown Core Art and Placemaking Master Plan (Economic Development)



SUPERIOR INFRASTRUCTURE

New and Updated Goals

- Complete the construction of the Aquatic/ Recreation Center as indicated in the Parks and Recreation Master Plan. Complete construction and begin offering programs and services at Frontier Family Park, the Queen Creek Recreation & Aquatic Center and Phase two of Mansel Carter Oasis Park in FY25 (Parks and Recreation)
- Substantially complete construction of the Public Safety Complex #1
- Create a safer, more accessible, and enjoyable transportation environment for our community by implementing traffic systems that reduce accidents, facilitating smooth and efficient mobility, and promoting a balance between vehicular, pedestrian, and cyclist needs
- Evaluate options for refinancing and/or defeasance of existing debt



QUALITY LIFESTYLE

New and Updated Goals

- Implement a Youth Commission for the community



RECOMMENDED MOTION

Approve the Town of Queen Creek FY 24-25 Corporate Strategic Plan

