

TOWN OF PARADISE VALLEY

**Mayor & Town Council
2015-2016 Goals
Update**



Mayor & Town Council Goals

- Set in February 2015
- 8 Task Oriented Goals
- 5 Value Oriented Goals
- Great Progress on all Goals



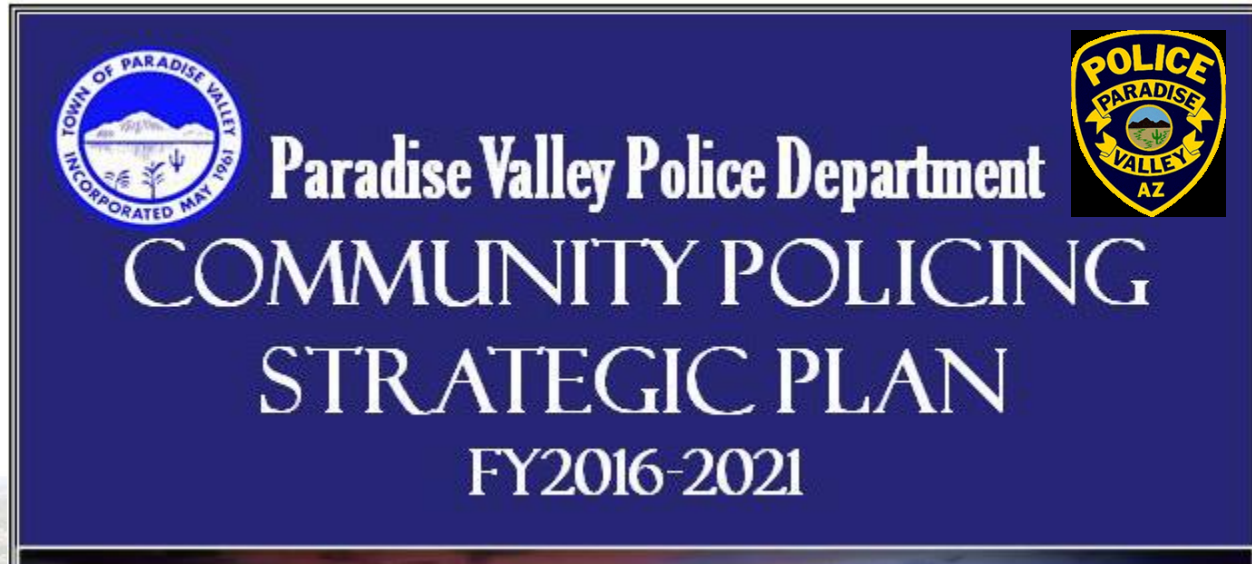
Task Oriented Goals

- Public Safety
 - Improve public safety services including prevention, enforcement, communication & community/victim outreach



Task Oriented Goals

- Public Safety
 - Create & Implement a Strategic Plan – 2/25/16



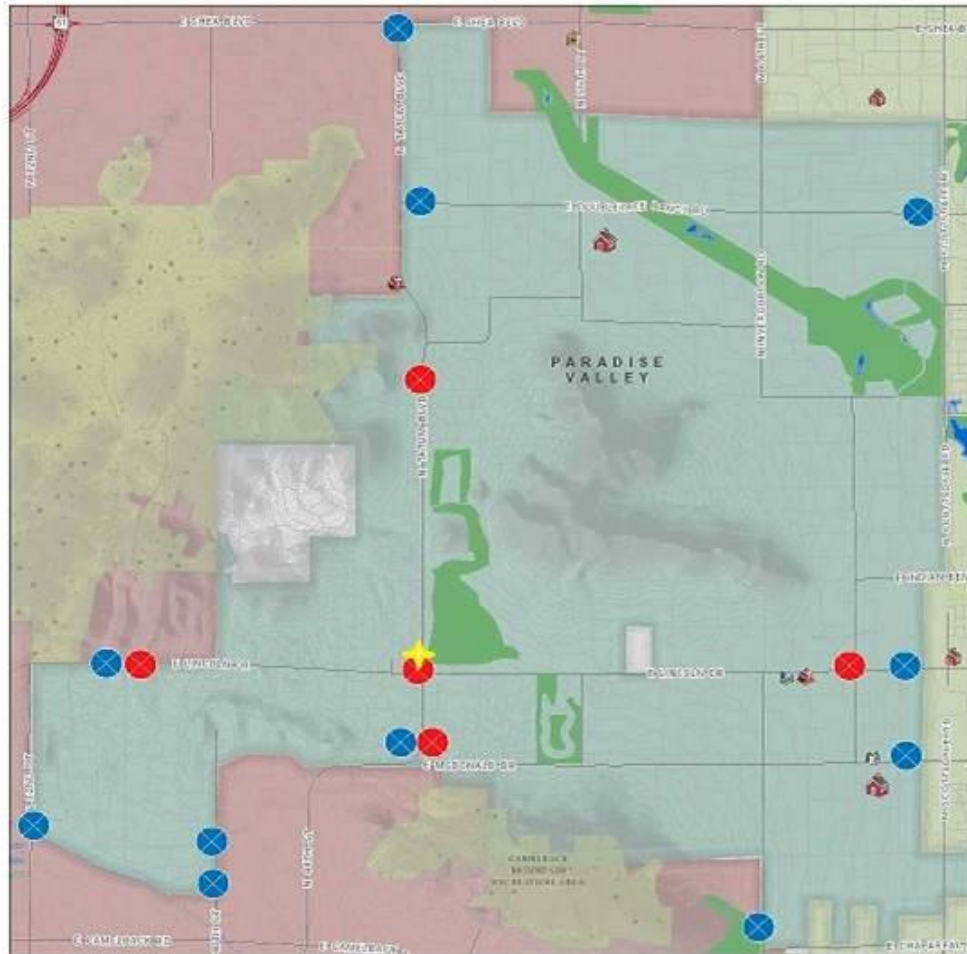
Task Oriented Goals

- Public Safety
 - Get police technology up and running & provide periodic assessments
 - Ensure technology is sustainable



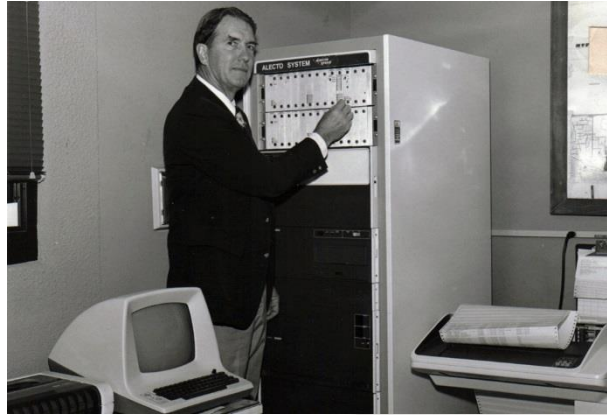
Town of Paradise Valley Police Department Technology Map

- Fixed License Plate Reader Location 
- Redflex Location (Speed and red light) 
- HALO Location 



Task Oriented Goals

- Public Safety
 - Evaluate the Alarm System



Task Oriented Goals

- Public Safety
 - Develop a Public Safety Committee



Task Oriented Goals

- Public Safety
 - Increase communication regarding crime and prevention



Task Oriented Goals

- Public Safety
 - Quarterly outreach on public safety



Task Oriented Goals

- Resort Development
 - Support resort industry and manage its development such that it maintains the Paradise Valley quality of life and financial health



Task Oriented Goals

- Resort Development
 - Inform Council and community about changes and schedule



Town Reporters



Sign up for...



Keeping citizens informed.

REPORT
A CONCERN

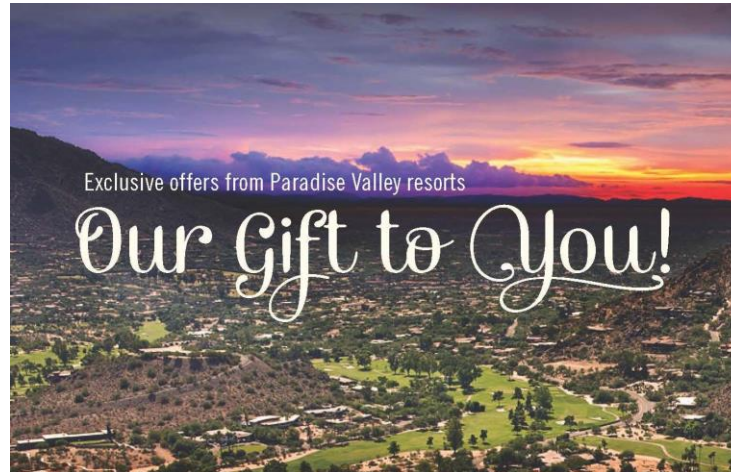


NOTIFY ME®



Task Oriented Goals

- Resort Development
 - Improve resort outreach and accessibility to residents



Thank You!

Paradise Valley's resort managers would like to thank our residents for your support! Please enjoy these exclusive offers as a token of our appreciation for your business and for being some of our town's best ambassadors.



DoubleTree Resort by Hilton Paradise Valley-Scottsdale
10% off best room rates and dining at En Fuego and Loggia Lounge; 30% off spa services (60 min.+)
480-947-5400, paradisevalley.doubletree.com



The Hermosa Inn
Up to 20% off room rates, dining, and private events with participation in the Hermosa Inn's Valued Neighbor Program
602-955-8614, marketing@hermosainn.com



JW Marriott Camelback Inn Resort & Spa
10% off rack room rates, spa services (Mon.-Thu.) and golf on the Padre Course
480-948-1700, camelbackinn.com



Omni Scottsdale Resort & Spa at Montelucia
10% off best room rates plus waived resort fees
480-627-3200, omnihotels.com/hotels/scottsdale-montelucia



Sanctuary Camelback Mountain Resort & Spa
10% off best room rates, dining at Elements and Jade Bar, and Sanctuary Spa treatments
480-948-2100, sanctuaryaz.com



The Scottsdale Plaza Resort
23% off at The Salon and Day Spa and dining at Remington's, JD's Lounge and Garden Court
480-948-5000, scottsdaleplaza.com



SmokeTree Resort and Bungalows
20% off rack room rates
480-948-7660, smoketreesort.com

Must show driver's license with 85253 zip code to redeem. Some restrictions may apply. Contact individual properties for details, availability and valid dates.



Task Oriented Goals

- Resort Development
 - Recognize resort employee contributions to resort and PV vitality



Employee Recognition
Programs



Task Oriented Goals

- Finances
 - Develop a long term sustainable budget

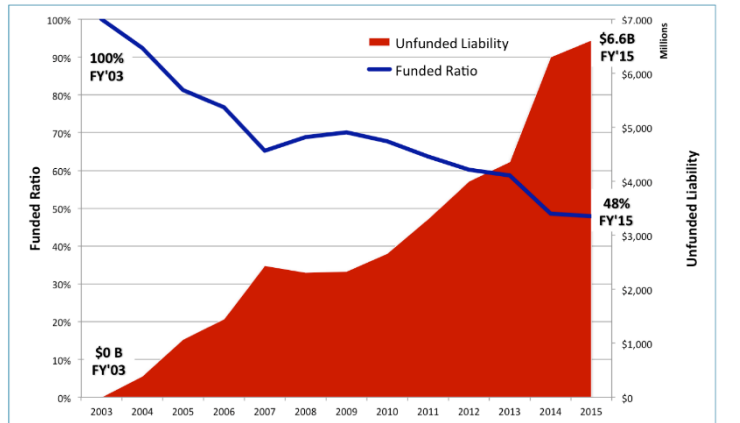


Task Oriented Goals

- Finances

- ✓ – Address police pension funding requirements

PSPRS Degrading Solvency



Arizona, Proposition 124

PROPOSED AMENDMENT TO THE ARIZONA CONSTITUTION BY THE LEGISLATURE RELATING TO PUBLIC RETIREMENT SYSTEMS

Result	Votes	Percentage
Yes	719,554	70.42%
No	302,195	29.58%



Task Oriented Goals

- Finances
 - Ensure financial health without compromising Town values
 - Determine and address expenditure limitation law
 - Identify funding mechanism for CIP



Task Oriented Goals

- Finances
 - Coordinate procurement activities



Task Oriented Goals

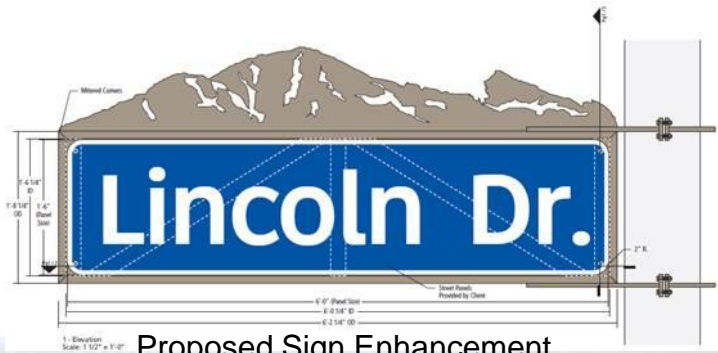
- Capital Improvement Program (CIP)
 - Develop and advance a Capital Improvement Program

Project	Category	Budget
56 th Street - COMPLETE	Street	\$2,500,000
Traffic Signal Construction - COMPLETE	Traffic Signals	\$1,200,000
Asphalt Sidewalks - COMPLETE	Sidewalks	\$530,000
52 nd Street – DESIGN COMPLETE	Streets	\$350,000
Card Readers - COMPLETE	Facility Improvements	\$200,000
Marquee Signs – SIGNS ORDERED	Streets	\$415,000
Police Communications Tower – 90% DESIGNED	Technology	\$4,000,000
Watershed Studies - UNDERWAY	Study	\$500,000



Task Oriented Goals

- Capital Improvement Program
 - Maintain, repair, and add critical infrastructure in the Town



Proposed Sign Enhancement



Median Maintenance



New Signs



New Wall at El Chorro



Task Oriented Goals

- Capital Improvement Program
 - Include visual improvements as components of capital projects



District 30



Echo Canyon



56th Street Improvements



Tatum Sidewalks



Task Oriented Goals

- Storm Water
 - Identify the scope, scale and possible solutions to recurring storm water management issues



Task Oriented Goals

- Storm Water
 - Develop an educational program to increase awareness of issues and individual responsibilities

Wash Maintenance Prevents Flooding

For residents with washes on your property:
Per the Town Code, you have the responsibility to maintain washes on your property. Washes should be maintained or restored to a natural condition at least once a year before the monsoon season (beginning June 15 and ending September 30). Sediment, debris, downed trees, and other obstructions should be cleared from the wash as soon as possible to reduce the risk of flooding during the next storm.

During clean-up:

- Remove built-up sediment and debris (tree limbs, dislodged bushes, trash, etc.)
- Prune or selectively remove shrubs growing in the wash that might choke its ability to carry storm water
- Prune tree limbs that block the wash and trap debris during storms
- Clear any trash racks of debris or other obstructions

Be aware:

- State law prohibits blocking washes (ARS 48-363)
- Do not store materials in the flow path of a wash, even temporarily
- Fencing over a wash requires a permit, and must be installed above the wash flow-line
- Contact the Town Engineering Department prior to grading or adding riprap in a wash, so we can help identify what you can do without a permit or assist you in the permit application process, if required.
- Remember, an unmaintained wash can not only result in flooding your home and property, it can also affect your neighbors and expose you to liability.

Watershed Study Meetings

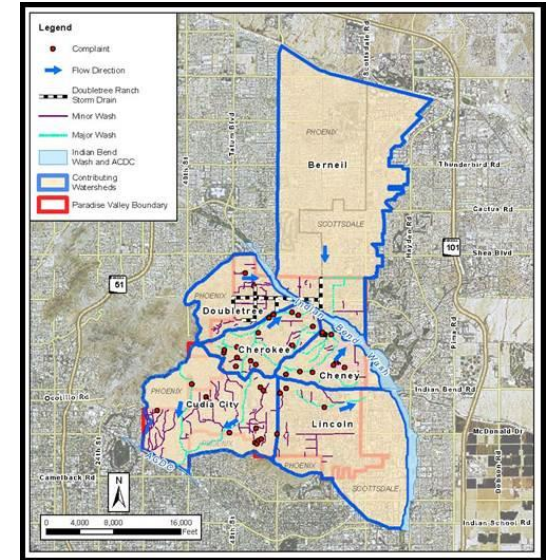
Public Meeting #1 – Cherokee Watershed
Wednesday, March 30th @ 6:00pm - 8:00pm
Paradise Valley Town Hall

Public Meeting #2 - Cheney Watershed
Wednesday, May 18th @ 6:00pm - 8:00pm
Paradise Valley Town Hall



Task Oriented Goals

- Storm Water
 - Participate in regional and PV specific studies and identify the scope of flooding issues
 - Define Town's role in storm water management (financially & legally)
 - Define the action plan



Task Oriented Goals

- Technology
 - Utilize technology throughout the organization to deliver quality services in an economic and efficient manner



Task Oriented Goals

- Technology
 - Develop and implement an IT Strategic Plan

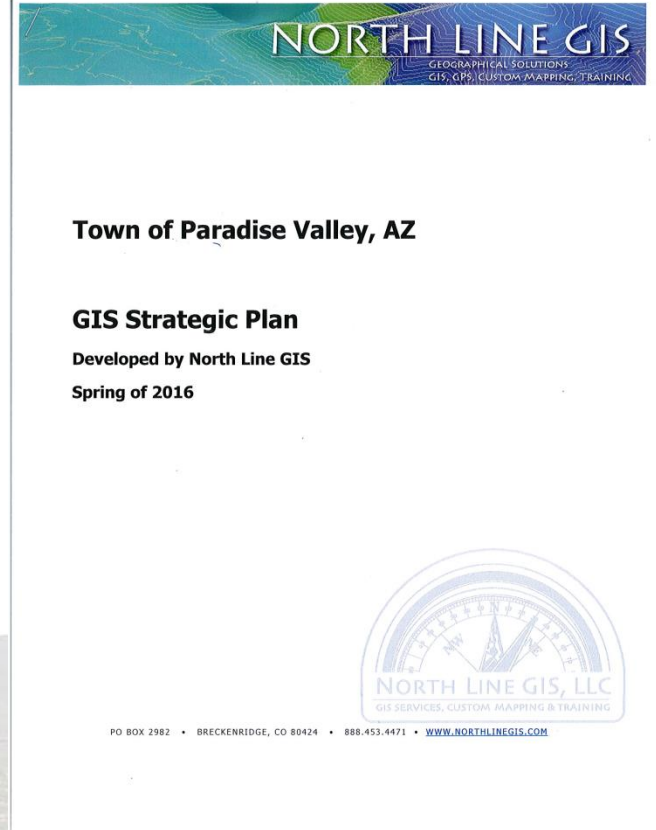
IT Strategic Plan Goals

- Address fundamentals: What we do, how we do it, and why?
 - Focus on all departments, not just IT Group specifically
- Develop a more proactive approach to identifying technology needs and implementing solutions
- A unified vision for technology services facilitates efficient support of the missions and goals of all Town departments and services
- Sustainability of existing and future technology services requires careful planning to ensure proper financial and staff resources while respecting Town goal of limited government



Task Oriented Goals

- Technology
 - Implement an organizational wide GIS product



Task Oriented Goals

- Technology
 - Provide sufficient staff and resources to support and maintain technology
 - Use technology to increase access to government records
 - Consider a technology advisory board



Task Oriented Goals

- Staffing
 - Provide adequate staffing to deliver expected quality services



Our Public Works Team



Task Oriented Goals

- Staffing
 - Provide competitive compensation and benefits to attract the required talent to deliver services
 - Evaluate additional staffing requests/requirements necessary to provide quality services
 - Explore volunteer, internship, and contract labor opportunities prior to new positions
 - Develop departmental and town-wide strategic plan



Task Oriented Goals

- Non-motorized Mobility
 - Improve non-motorized mobility throughout the Town



Bicycle & Pedestrian Master Plan

- RFP is complete
- Six consultant proposals submitted
- Selection Committee Review
- Consultant onboard in May
- Master Plan complete early 2017



Task Oriented Goals

- Non-motorized Mobility
 - Develop a pedestrian/bicycle Master Plan incorporating industry standards for safety
 - Identify missing linkage to improve pedestrian/bicycle connectivity
 - Develop linkages through and around resorts



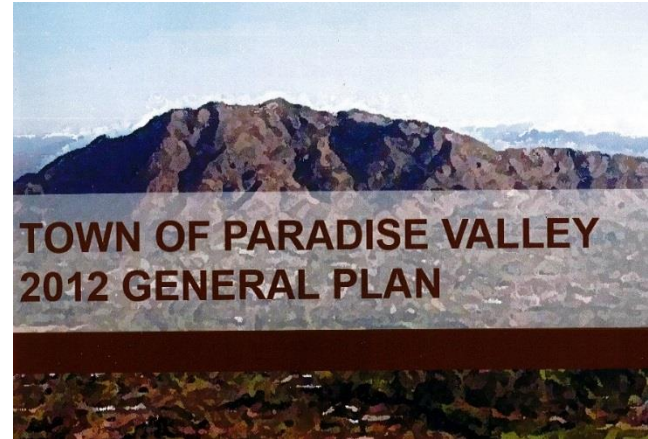
Task Oriented Goals

- Non-motorized Mobility
 - Incorporate industry standards for non-motorized transportation
 - Communicate the pedestrian/bicycle network and safe practices
 - Program into CIP



Value Oriented Goals

- Quality of Life
 - Maintain and improve the Paradise Valley quality of life
 - Identify defining characteristics consistent with the General Plan



Quality of Life Initiative	Staff / Commissioner
Bicycle and Pedestrian Master Plan	Paul Michaud / Rick Mahrie
Design Criteria for Visually Significant Corridors	Eva Cutro / Jeff Wincel
Lighting Code	Eva Cutro / Dolf Strom
Hillside Code	George Burton / Scott Moore
Noise Ordinance – Construction noise and leaf blowers	Paul Michaud / Tom Campbell
Wall Code	George Burton / Dolf Strom
Sign Code for private property	George Burton / Daran Wastchak
Blight	Eva Cutro / Jonathan Wainwright



Value Oriented Goals

- Quality of Life
 - Manage growth responsibly
 - Explore using citizen survey to measure satisfaction trends
 - Identify mechanisms to obtain feedback

The Town of Paradise Valley 2016 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Paradise Valley:

	Excellent	Good	Fair	Poor	Don't know
Paradise Valley as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Paradise Valley as a place to raise children.....	1	2	3	4	5
Paradise Valley as a place to work.....	1	2	3	4	5
Paradise Valley as a place to visit.....	1	2	3	4	5
Paradise Valley as a place to retire.....	1	2	3	4	5
The overall quality of life in Paradise Valley.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Paradise Valley as a whole:

	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Paradise Valley.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Paradise Valley.....	1	2	3	4	5
Overall "built environment" of Paradise Valley (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Paradise Valley.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Paradise Valley.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Paradise Valley.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Paradise Valley to someone who asks.....	1	2	3	4	5
Remain in Paradise Valley for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6

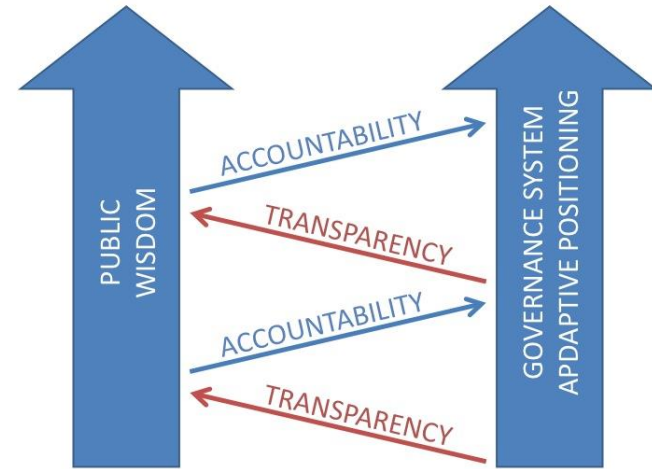
5. Please rate each of the following characteristics as they relate to Paradise Valley as a whole:

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets.....	1	2	3	4	5
Ease of travel by car in Paradise Valley.....	1	2	3	4	5
Ease of travel by public transportation in Paradise Valley.....	1	2	3	4	5
Ease of travel by bicycle in Paradise Valley.....	1	2	3	4	5
Ease of walking in Paradise Valley.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Paradise Valley.....	1	2	3	4	5
Overall appearance of Paradise Valley.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5



Value Oriented Goals

- Engagement/Transparency
 - Prioritize public engagement and transparency
 - Emphasize transparency in process
 - Go beyond the minimums required by law



Value Oriented Goals

- Engagement/Transparency
 - Implement tools to increase resident engagement
 - Open meeting training and compliance
 - Encourage volunteer opportunities



Arts Advisory Committee



Value Oriented Goals


- Customer Service
 - Assess and improve customer service



All Employee Meeting
Orientation / Introduction
Citizen Satisfaction Initiative

Transitioning Customer Service
INTO
Citizen Satisfaction

July 15th, 2015



Value Oriented Goals

- Customer Service
 - Perform customer service assessment
 - Develop action plan based on assessment
 - Develop performance metrics



Value Oriented Goals

- PV Brand
 - Protect and improve visually significant corridors and ROW's
 - Preserve and enhance those characteristics that make Paradise Valley a desirable place to live



Value Oriented Goals

- PV Brand
 - Identify opportunities to enhance color in our views
 - Manage and promote the brand
 - Protect property values
 - Define the PV Brand consistent with the Visioning Committee statements



Value Oriented Goals

- Collaboration
 - Strengthen internal and external collaboration



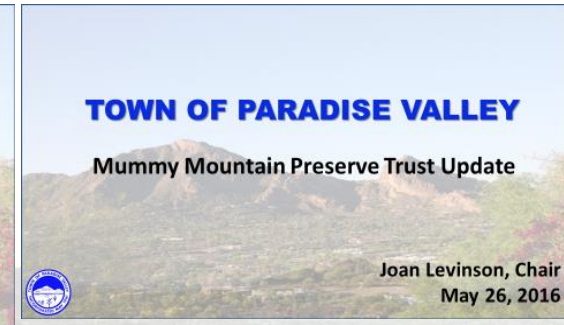
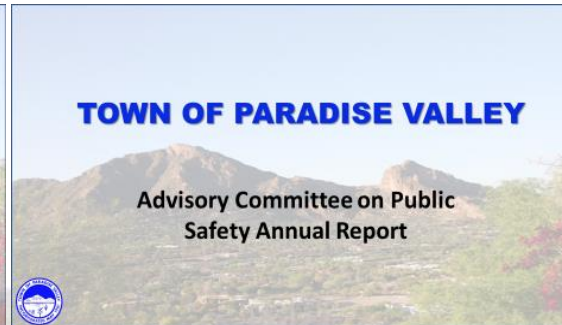
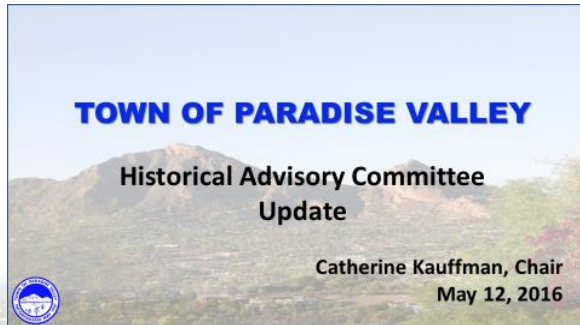
Value Oriented Goals

- Collaboration
 - Work together effectively as a team to address Town's present and future needs
 - Cultivate strong relationships with interested stakeholders, including but not limited to, Scottsdale, Phoenix, Board of Supervisors, Flood Control District, schools, places of worship, and residents



Value Oriented Goals

- Collaboration
 - Strengthen relationship with the State Legislature
 - Conduct periodic review of committees and boards



Questions?

