



# Mayor and Town Council Goals 2015-2016

## TASK ORIENTED GOALS

### Public Safety

Improve public safety services including prevention, enforcement, communication and community/victim outreach.

- Create and Implement a Strategic Plan
- Get Police technology up and running and provide periodic assessment
- Ensure Technology is sustainable
- Evaluate the Alarm System
- Develop a Public Safety Committee
- Increase communication regarding crime and prevention
- Quarterly outreach on public safety

### Resort Development

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

- Inform Council and community about changes and schedule
- Improve resort outreach and accessibility to residents
- Recognize resort employee contributions to resort and PV vitality

### Finances

Develop a long term sustainable budget

- Address Police pension funding requirements
- Ensure financial health without compromising Town values
- Determine and address expenditure limitation law
- Identify funding mechanism for CIP
- Coordinate procurement activities

### Capital Improvement Program (CIP)

Develop and advance a Capital Improvement Program

- Maintain, repair, and add critical infrastructure in the Town
- Include visual improvements as components of capital projects
- Identify and dedicate sustainable funding over the long term to capital projects
- Identify and prioritize projects

### Storm Water

Identify the scope, scale and possible solutions to recurring storm water management issues.

- Develop an educational program to increase awareness of issues and individual responsibilities
- Participate in regional and PV specific studies that identify the scope of flooding issues
- Define Town's role in storm water management (financially & legally)
- Define an action plan

## **Technology**

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

- Develop and implement an IT Strategic Plan
- Implement an organizational wide GIS product
- Provide sufficient staff and resources to support and maintain technology
- Use technology to increase access to government records
- Consider a technology advisory board

## **Staffing**

Provide adequate staffing to deliver expected quality services

- 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

## **Non-motorized Mobility**

Improve non-motorized mobility throughout our Town

- 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
- Incorporate industry standards in the non-motorized Master Plan
- Communicate the bicycle/pedestrian 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
- Manage growth responsibly
- Explore using Citizen survey to measure satisfaction trends
- Identify mechanisms to obtain feedback

### **Engagement/Transparency**

Prioritize public engagement and transparency

- Emphasize transparency in process
- Go beyond the minimums required by law
- Implement tools to increase resident engagement
- Open meeting training and compliance
- Encourage volunteer opportunities

### **Customer Service**

Assess and improve customer service

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

### **PV Brand**

Protect and enhance the Paradise Valley brand

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

### **Collaboration**

Strengthen internal and external 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.
- Strengthen relationship with the State Legislature
- Periodic review of committees and boards