



CITY OF PEORIA

CITY COUNCIL POLICY GOALS 2009-2010

Peoria City Council Policy Goals 2009-2010

- **Community Building: Preserve and Expand Our Quality of Life**
- **Enhance Current Services**
- **Preserve Natural Environment**
- **Total Planning**
- **Economic Development**
- **Leadership & Image**

Policy Goal:

Community Building: Preserve and Expand Our Quality of Life

“Community Building” Implementation Strategies:

▪ **Expand Cultural and Entertainment Opportunities**

Key Implementation Actions:

- Implement the Arts Master Plan Citywide
- Adopt/Implement Peoria Sports Complex Urban Design Plan
- Adopt/Implement Old Town Peoria Revitalization Plan

▪ **Strengthen Peoria Neighborhoods**

Key Implementation Actions:

- Expand Community Policing
- Expand Neighborhood Livability Initiatives
- Implement Expanded Community Works Program

▪ **Provide Superior Quality Parks & Recreation Programs**

Key Implementation Actions:

- Design and build Community Park No. Two
- Design and build Centennial Park
- Complete missing links and expand the city trail system

▪ **Expand Civic and Not-for-Profit Partnerships**

Key Implementation Actions:

- Enhance partnership with PUSD
- Strengthen relationship with Chamber of Commerce
- Seek ways to support key affiliate not-for-profit groups

Policy Goal:

Community Building: Preserve and Expand Our Quality of Life

“Community Building” at Work (Recent Accomplishments):

- Opened state-of-the-art branch library
- Earned Tree City USA Designation
- Adopted Arts Master Plan
- Incorporated artistic design into capital projects
- Dedicated Westwing Mountain Neighborhood Park and Trail
- Dedicated Skunk Creek Trail Connection
- Partnered with PUSD on Thunderbird Rd Bridge Art
- Designed/Built Happy Valley Road as a complete project (sidewalks, landscaping, bridge design)
- Partnered with APS on saving/reusing mature native plants
- Allowed affiliate agencies access to city medical benefits at their cost
(Note: moved from previous page)

Policy Goal:
Enhance Current Services

“Enhance Current Services” Implementation Strategies:

▪ **Enhance organizational culture**

Key Implementation Actions:

- Conduct workforce customer service training
- Implement enhanced performance management throughout the organization

▪ **Improve cost effectiveness of service delivery**

Key Implementation Action:

- Restructure organization to improve efficiency of service delivery and focus on core services

▪ **A business model for future strategic planning**

Key Implementation Action:

- Develop/Implement Organizational Strategic Plan
- Develop departmental operating plans

▪ **Pursue grant opportunities and other sources of revenue**

Key Implementation Action:

- Continue to aggressively pursue grants, particularly federal stimulus dollars

▪ **Use technology as feasible to enhance and streamline service delivery**

Key Implementation Action:

- Implement online permitting
- Continue to identify and adopt effective e-government service options

“Enhance Current Services” implementation strategies continued on the next page

Policy Goal:
Enhance Current Services

“Enhance Current Services” Implementation Strategies (continued):

▪ **Become an employer of choice**

Key Implementation Actions:

- Continue to minimize employee layoffs
- Expand employee benefit choices
- Offer non-monetary staff benefits (i.e. Rio Vista Rec Center Membership)
- Continue and strengthen communications dialogue with employees
- Continue improving and strengthening partnership with employee associations

“Enhance Current Services” (Recent Accomplishments):

- Successfully awarded federal ARRA and Challenge grants
- Earned ICMA performance management award
- Developed organizational strategic plan through participative process
- Earned American Public Works Association accreditation
- Accomplished AFSCME classification/compensation study with internal resources
- Implemented self-funded workers’ compensation program
- Completed workforce diversity and inclusion training
- Implemented e-billing for utility customers
- Implemented green purchasing practices
- Initiated practices to manage attrition (early retirement, voluntary severance)
- Deployed wireless Internet access in public city facilities
- Initiated regular meetings between human resources and management staff with leadership of employee associations
- Conducting collaborative bargaining joint training with Peoria Police Officers Association

Policy Goal:
Preserve Our Natural Environment

“Preserve Our Natural Environment” Implementation Strategies:

▪ **Land banking for parks and open space**

Key Implementation Action:

- Inform city leaders about open space planning, acquisition and financing options
- Target and acquire land for open space preservation
- Build public support for open space preservation

▪ **Incorporate open space into our built environment**

Key Implementation Action:

- Integrate open space design features within commercial, residential and employment areas

“Preserve Our Natural Environment” (Recent Accomplishments):

- Created a focus for open space systems within the Planning and Community Development Department
- Hosted a discussion with local experts on open space planning and acquisition as part of the Building Community Speakers Series
- Opened WestWing park and trailhead
- Completed New River Underpass improvements & Skunk Creek Trail connection
- Collaboratively created trail map with Peoria First information

“Total Planning” Implementation Strategies:

- **Identify key corridors and cores throughout the city & create specific development plans for those areas**

Key Implementation Actions:

- Complete Higher Education and Healthcare Master Plans
- Reach agreement with State Lands to jointly create Loop 303 development plan
- Adopt/Implement Peoria Sports Complex Urban Design Plan
- Adopt/Implement Old Town Peoria Revitalization Plan

- **Provide diverse and sustainable residential housing options**

Key Implementation Action:

- Accentuate diversity of housing types in appropriate core areas

- **Plan and develop city infrastructure to improve quality of life and coincide with economic development and revitalization efforts**

Key Implementation Actions:

- Create multimodal transportation plans and infrastructure
- Organize stakeholders to pursue Grand Avenue commuter rail
- Work with congressional delegation to obtain funding for the next phase of Grand Avenue commuter rail

- **Pursue cost effective green development**

Key Implementation Actions:

- Train more staff on Leadership in Energy and Environmental Design (LEED)/green building principles
- Apply LEED/green building principles to CIP and promote LEED standards in private development

Policy Goal:
Total Planning

“Total Planning at Work” (Recent Accomplishments):

- Organized all CIP project management into one department
- Consolidated infrastructure planning
- Consolidated permitting to expedite process and eliminate redundancy
- Developed consensus with Padres and Mariners on design and land-use elements of the Peoria Sports Complex Master Plan
- Completed Old Town Peoria Revitalization Plan with short-term implementation steps
- Approved planning permits for the Peoria Regional Medical Center
- Deployed FAST track permit process for qualified projects
- Re-established Grand Avenue stakeholder group
- Worked through the Maricopa Association of Governments to maximize American Reinvestment and Recovery Act (ARRA) and closeout funding for Peoria

Policy Goal:
Economic Development

“Economic Development” Implementation Strategies:

▪ **Strengthen Sister Cities Relationships; Add an Asian City**

Key Implementation Actions:

- Pursue Sister City relationship and economic development with Pacific Rim cities
- Create partnerships with Thunderbird School of Global Management

▪ **Partner with GPEC and other Economic Development Groups**

Key Implementation Actions:

- Continue to support GPEC and other economic development groups through service on committees and activities
- Build international economic development relationships
- Support and encourage private sector economic development groups

▪ **Assess New Models for Economic Development**

Key Implementation Actions:

- Review and modify financing policies for economic development
- Create and implement programs to aid economic development

Policy Goal:
Economic Development

“Economic Development” at Work (Recent Accomplishments):

- Supported the creation and passage of Arizona’s Renewable Energy Incentive legislation (SB 1403)
- City elected officials and senior staff serve on various GPEC and WESTMARC committees
- Mayor revitalized relationship with the Borough of Ards (International Sister Cities Conference)
- Mayor attended Caofeidian Conference in China
- Rewrote Economic Development Advisory Board charge to clarify policy advisory role
- Marketed Arizona’s Renewable Energy Incentive Legislation and Peoria as a desirable location for solar and renewable industries
- Hired new Economic Development Director
- Positioned Peoria as a leader in sustainability at the National Association of Housing and Redevelopment Officials (NAHRO), AZ League of Cities and Towns, and ASU Sustainable Cities Network
- Partnered with SRP and private investment to bring the Tessera Solar demonstration project to Peoria

Policy Goal:
Leadership and Image

“Leadership and Image” Implementation Strategies:

- **Strengthen relationships locally, regionally, nationally and internationally**

Key Implementation Actions:

- Lead regional stakeholder group exploring commuter rail
- Sponsor and support beneficial state legislation
- Expand civic engagement opportunities for citizens of Peoria

- **Increase outreach efforts, networks and coalitions for leadership**

Key Implementation Actions:

- Sponsor city staff to attend Leadership West program annually
- Revitalize Peoria Leadership Institute

- **Lead the effort to retain and enhance the mission of Luke Air Force Base**

Key Implementation Action:

- Continue leadership role and support of Luke Forward and other base preservation initiatives

- **Conduct city business with the highest standards of integrity and accountability**

Key Implementation Actions:

- Enhance performance measurement across city departments and programs
- Continue prudent management of city resources and maintain solid bond ratings
- Emphasize integrity in city business practices and service delivery
- Adhere to and periodically reaffirm and update financial management policies

“Leadership and Image” implementation strategies continued on the next page

Policy Goal:
Leadership and Image

“Leadership and Image” Implementation Strategies (continued):

▪ **Build greater community relations**

Key Implementation Actions:

- Strengthen outreach to underrepresented communities
- Begin “Placemaking” concepts in design of city programs
- Sponsor forums that increase understanding of diverse perspectives impacting the community

“Leadership and Image” at Work (Recent Accomplishments):

- Improved position with respect to land use management around Lake Pleasant
- Earned Valley Forward Awards for Butler WRF and Sunrise Mountain Library
- Joined the Asian, Hispanic, and Native American Chambers of Commerce and the NAACP
- Received numerous service recognition awards
- Hosted several significant charity events within and for the community
- Staff & elected officials hold numerous leadership positions in regional and state-wide organizations
- City Manager joined Chamber of Commerce Board of Directors and attended board workshop
- Created and hosted the first “Green Your Ride” event