

**CITY COUNCIL RETREAT**  
**January 28, 2017**  
**8:00 AM – 4:00 PM**

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**CALL TO ORDER BY MAYOR WEISE**

**1 ROLL CALL BY THE CITY CLERK**

**2 COUNCIL GOAL SETTING AND STRATEGIC PLAN UPDATE**

Through a facilitated discussion, the City Council will review the currently adopted Strategic Plan and review and discuss its initiatives and goals for FY 18. For information, discussion and direction.

**5 ADJOURNMENT**

Respectfully submitted,

  
Carmen Martinez  
City Clerk

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the Council Meeting.

Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oído, o con necesidad de impresión grande o interprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1200 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junta del Concejo.

Notice is hereby given that pursuant to A.R.S. § 1-602.A.9, subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political subdivisions make a video or audio recording of a minor child. Meetings of the City Council may be audio and/or video recorded and, as a result, proceedings in which children are present may be subject to such recording. Parents, in order to exercise their rights may either file written consent with the City Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the City will assume that the rights afforded parents pursuant to A.R.S. § 1-602.A.9 have been waived.

De acuerdo con la ley A.R.S. § 1-602.A.9, y sujeto a ciertas excepciones legales, se da aviso que los padres tienen derecho a dar su consentimiento antes de que el Estado o cualquier otra entidad política haga grabaciones de video o audio de un menor de edad. Las juntas del Concejo de la Ciudad pueden ser grabadas y por consecuencia, existe la posibilidad de que si hay menores de edad presentes éstos aparezcan en estos videos o grabaciones de audio. Los padres puedan ejercitar su derecho si presentan su consentimiento por escrito a la Secretaria de la Ciudad, o pueden asegurarse que los niños no estén presentes durante la grabación de la junta. Si hay algún menor de edad presente durante la grabación, la Ciudad dará por entendido que los padres han renunciado sus derechos de acuerdo a la ley contenida A.R.S. § 1-602.A.9.



# CITY OF AVONDALE STRATEGIC PLANNING SESSION

January 28, 2017

## **Items with Financial Impact**

**Strategic Planning Session – January 28, 2017**  
**Financial Impact Items**

1. FOSTER SUSTAINABLE COMMUNITY DEVELOPMENT - \$	
Implement a Zoom North Circulator System expanding transit opportunities for residents throughout the community to increase transit coverage from 21mi to 31mi by FY 18. (FY 2018)	
Issue new automated handheld ticket writers for the Traffic Bureau. (FY 2018)	
Develop a fully operational emergency coordination center. (FY 2018)	
Partner with 5 schools to apply for Safe Routes to School studies through MAG, and facilitate MAG training for 20 crossing guards. (FY 2018)	
ISSUE: Comprehensive and consolidated Community Economic Development Plan	
ISSUE: Promote Economic Development Successes and Improve Outreach to Industry Stakeholders	
ISSUE: Accelerate Now Development Impact Fee Reduction Program	
2. CREATE & SUPPORT DIVERSE RECREATION & EDUCATION OPPORTUNITIES - \$	
Complete parks, recreation, libraries, trails, and open space master plan update to define locations for development opportunities. (FY 2018)	
Complete renovations for Friendship Park and at least three neighborhood parks. (FY 2018)	
Evaluate feasibility of constructing a multigenerational recreation center that will consolidate services offered in resource center, senior center, and community center. (FY 2018)	

Increase open space amenities in City Center and Historic Avondale. (ANNUALLY, BEGINNING FY 2018)	
ISSUE: Upgrade/Replace Deteriorating Infrastructure in Avondale Parks	
ISSUE: Construct new resource center for Neighborhood and Family Services to consolidate and maintain effective service delivery for Avondale citizens	
ISSUE: Human Relations Committee/Diversity Awareness	
<b>3. ADVOCATE FOR &amp; SUPPORT COMMUNITY-ORIENTED LIFELONG LEARNING OPPORTUNITIES - \$</b>	
Establish a youth program to partner with local businesses to provide job training and mentoring opportunities for youth. (FY 2018)	
<b>4. ENCOURAGE &amp; SUPPORT CREATIVE INNOVATION IN DEVELOPMENT &amp; SERVICE DELIVERY - \$</b>	
Implement electronic utility payment system at Sam Garcia library and City Hall. (FY 2018)	
Institute an improved intake process and data management system to capture Resource Center utilization and an enhanced integrated service delivery methodology. (FY 2018)	
ISSUE: Reduce Workers' Compensation claims and costs by maintaining a healthy, safe, and positive work environment.	
ISSUE: Video Initial Appearance and Arraignment System Upgrade	

<b>5. CREATE A CONNECTED COMMUNITY - \$</b>	
Expand fire-medical volunteer opportunities to include cadet, fire corps, explorer programs and others. (FY 2018/FY2019)	
Implement a new mobile app to support citizen and business requests and expand to include community policing and case tracking across departments. (FY 2017/FY2018)	
Implement budget transparency software solution. (FY 2018)	
Grow City internet bandwidth to 1 Gbps. (FY 2018)	
Procure goods and services online to gradually phase out paper bidding processes. (FY 2018)	
ISSUE: Body Worn Camera Project	
ISSUE: Replacement of Novus Agenda Preparation Software	
<b>OTHER</b>	
ISSUE: Sewer and Water Rate Modeling Software and Rate Calibration	



# CITY OF AVONDALE STRATEGIC PLANNING SESSION

January 28, 2017

## **Items with Non-Financial Impact**

**Strategic Planning Session – January 28, 2017  
Non-financial Impact Items**

1. FOSTER SUSTAINABLE COMMUNITY DEVELOPMENT	
ISSUE: Develop revitalization and code education program that supports a sense of place in non-HOA communities	
2. CREATE & SUPPORT DIVERSE RECREATION & EDUCATION OPPORTUNITIES.	
Establish relationships with potential partners for the development of trail and river corridors. (FY 2018)	
Locate one new full service hotel in key business and employment corridor. (FY 2018)	
3. ADVOCATE FOR & SUPPORT COMMUNITY-ORIENTED LIFELONG LEARNING OPPORTUNITIES	
Leverage opportunities to collaborate with local and national faith-based organizations in initiatives for Avondale’s children, youth, and families. ANNUALLY, BEGINNING 2018)	
Partner with EMCC on Engineering and Sustainability Projects. (FY 2018/FY 2019)	
Expand the Next STEP youth employment program by 30% with the creation of new job placement opportunities within Historic Avondale. (FY 2018)	
Pilot a year-round reading program to serve 700 students per year. (FY 2018)	
Expand and formalize fire/medical educational and training opportunities with EMCC. (ANNUALLY, 2018-2020)	

<b>4. ENCOURAGE &amp; SUPPORT CREATIVE INNOVATION IN DEVELOPMENT &amp; SERVICE DELIVERY</b>	
Offer interdepartmental training semi-annually to standardize core operations and improve organizational efficiency. (FY 2018)	
Implement a reimbursement program for emergency medical transportation services. (FY 2017/ FY 2018)	
Increase reimbursable fire service deployment opportunities through specialized staff training. (FY 2017/ FY 2018)	
Promote administrative approvals for projects in targeted residential, retail, and commercial zoning districts. (FY 2017/ FY 2018)	
All City job descriptions will be reviewed and revised where necessary to ensure proper placement in the City's classification system and will comply with FLSA. (FY 2018)	
<b>5. CREATE A CONNECTED COMMUNITY</b>	
Conduct CPR programs in the schools for all 8th grade students in Avondale school districts. (FY 2018)	
Develop at least one neighborhood civic association to serve non-HOA communities. (FY 2017/FY 2018)	
Partner with a branch of the Arizona Cyberwarfare Range in Avondale to support programs at local K-12 schools and at EMCC. (ANNUALLY BEGINNING 2018)	
Expand outreach opportunities to increase citizen volunteerism. (FY 2018/FY2019)	

Expand the use of online video and Channel 11 to improve public outreach and direct engagement with Avondale citizens. (FY 2018/FY2019)	
Research and evaluate civic technology platforms to connect residents to businesses. (FY 2017/FY2018)	
Educate departments on how to use data to communicate with the public. (FY 2017/FY2018)	