



**TOWN OF FOUNTAIN HILLS
MINUTES OF THE
STRATEGIC PLANNING ADVISORY COMMISSION
JANUARY 22, 2020**

AGENDA ITEM #1 – CALL TO ORDER

A public meeting of the Strategic Planning Advisory Commission was convened and called to order by Chair John W. Craft, Jr. at 4:04 p.m., Wednesday, January 22, 2020, in the Council Chambers at Town Hall, located at 16705 East Avenue of the Fountains, Fountain Hills, Arizona.

AGENDA ITEM #2 – ROLL CALL

Present at roll call were Chairman John W. Craft Jr., Commissioners Gerard Bisceglia, Gerry Friedel, Cynthia Magazine, Chad Bernick, and John McHugh. Not present was Vice Chairman Peter Bordow. Staff present were Town Manager Grady E. Miller, Development Services Director John Wesley and Executive Assistant Angela Padgett-Espiritu.

AGENDA ITEM #3 – CALL TO THE PUBLIC

No one spoke at the Call to the Public.

AGENDA ITEM #4 – CONSIDERATION OF APPROVING THE DECEMBER 18, 2019 MEETING MINUTES

Commissioner Magazine, MOVED to APPROVE December 18, 2019, Meeting Minutes; Commissioner McHugh SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

AGENDA ITEM #5 – UPDATE ON THE 2020 GENERAL PLAN

Development Services Director John Wesley updated the commission on the progress of tasks, goals and implementation of strategies in support of the of the 2020 General Plan's nine elements.

- The last section of the 2020 General Plan contains the Implementation Strategy (see attached document)
- The intent of the Implementation Strategy is to prioritize goals and policies of the General Plan for their timely, effective, and successful completion or ongoing management
- One revision made to the final draft of the 2020 General Plan is the addition of a list of page numbers to items in the General Plan
- The implementation strategy of the plan contains a schedule of timelines for completion
- Based on public input there was a minor refinement to the General Plan's Mission Statement
- Follow-up meeting with the Stakeholders group on February 26, 2020
- State statutes require that we do a 60-day review process
- Informal public session to be held in March 2020 with Planning and Zoning Commission
- A formal public session will be held April 2020
- Final draft of General Plan to Council in May 2020
- General Plan to election in June 2020

AGENDA ITEM #6 – UPDATE ON CURRENT STRATEGIC PLAN HIGH PRIORITY TASKS – 1.2C, 2.1A, 3.1A, 4.1A, B AND C

Town Manager Miller updated the commission on the progress of the high priority tasks listed in the 2017 Strategic Plan. (See attached)

1.2C Rezone unplatted land for greater density and affordable family homes

- Keystone- a 140 unit stand-alone apartment community forthcoming in the future.

2.1A Develop and implement an investment plan to bring streets, buildings and parks up to established standards.

- Streets - The Town has a pavement management plan that is in process to be finalized.
- Parks - Community Services Director Goodwin is initiating a Park Master Plans study to identify Potential Park and open space and will also identify the maintenance requirements for existing parks.
- Buildings – Town has a Capital replacement fund and identified through a study conducted approximately 4-5 years ago that the Town should be setting aside close to a million dollars a year to maintain up-to established standards.

3.1A Work with State Land Trust to increase residential density

- May not be relevant enough to consider for the next Strategic Plan. It could be several years before the State Land Trust has a purchaser.

4.1A adequately fund all identified reserve funds

- The Primary Catastrophic Fund
- The Vehicle Replacement Fund implemented five years ago that was initially budgeted for a ladder truck. The expense for the ladder truck was less allowing a savings in this fund. We are fully recovering costs with vehicles being replaced in this fund
- The Information Technology Replacement Fund is a newly implemented fund for servers, plotters and computers.
- The Capital Fund which is not adequately funded. Funds acquired through grants, services fees and by half of construction sales tax revenue.
- The Operating Revenue Fund which supports the operations of the Town receives the other half of the construction sales tax revenue.

4.1B Identify revenue options

- Council increased sales tax – generate approximately one million a year in revenue.

4.1C Increase revenues to meet community needs including addressing projected operating shortfall

- Task addressed in the above referenced tasks.

AGENDA ITEM #7 – UPDATE ON VISION FH WORK SCHEDULE FOR 2020

Chairman Craft, Jr. reported to the commission that Vision Fountain Hills, which is an independent group is in the process of becoming a voice of the community to provide feedback to the Town.

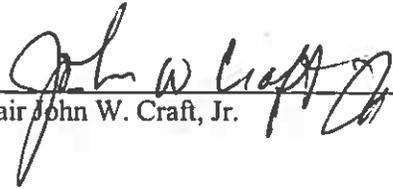
- Vision Fountain Hills will conduct three surveys this year:
 - Test Survey – will provide a sense for the logistics, technology and feedback in February or March of 2020
 - 1st Focus Survey - May 2020
 - 2nd Focus Survey - September 2020

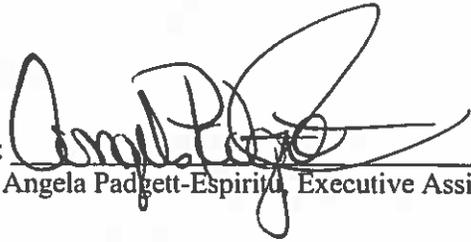
- Concurrent meetings planned with various stakeholders in the community to provide input and feedback.
- After information is gathered, a one-day advisory forum by invitation will be held in September 2020, which will consist of approximately 120 community members participate and interact with community leaders, business owners and Town leadership. The advisory forum will be used as a basis for bringing together specific aspects of the Town's needs and wants that will help in finalizing a Strategic Plan.

AGENDA ITEM #8 – CONSIDERATION OF ADJOURNMENT

Commissioner Magazine MOVED to adjourn at 5:07 p.m. Commissioner Friedel, SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

STRATEGIC PLANNING ADVISORY COMMISSION

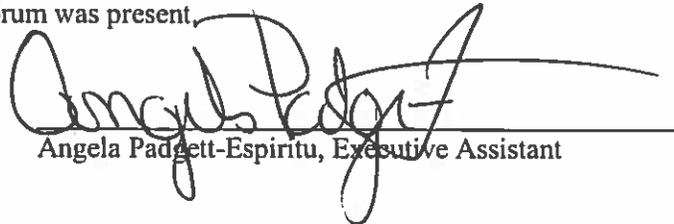
BY: 
Chair John W. Craft, Jr.

Prepared by: 
Angela Padgett-Espiritu, Executive Assistant

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Session held by the Strategic Planning Advisory Commission of Fountain Hills on the 22nd day of January 2020. I further certify that the meeting was duly called and that a quorum was present.

Dated this 21st day of February 2020.


Angela Padgett-Espiritu, Executive Assistant

General Plan Implementation Strategy

The intent of the Implementation Strategy is to prioritize goals and policies of the General Plan for their timely, effective, and successful completion or ongoing management. The Implementation Strategy terminology is defined in the following table.

Term	Definitions
Implementation Action	Identifies actions to carry on the goals and policies provided on each element of the General Plan and guide plan implementation, development decisions and capital improvements.
Lead Department	Identifies Town department with primary responsibility for accomplishing a specific implementation action.
Anticipated Timeframe	Identifies the intended timeframe for the implementation strategy to be initiated.
Potential Funding Sources	Potential funding that may assist in financing the implementation actin is included on the Funding Mechanism Matrix.
Public/Private Partners	Lists potential public/private partners

Town Department and Processes

The following acronyms are utilized to indicate the Town team leading the effort and Town processes identified in the Implementation Strategy tables:

1. Town Departments or Teams:
 - Town Manager (TM)
 - Management Team (MT)
 - Public Works (PW)
 - Community Services (CS)
 - Economic Development (ED)
 - Communications (C)
 - Development Services (DS)
 - Planning and Zoning Commission (P&Z)
 - Town Council (TC)
2. Town Processes:
 - Development Review Process (DRP)
 - Economic Development Plan (EDP)

Public/Private Partners

The list of public/private partners is not exhaustive and includes the following entities, jurisdictions, agencies and organizations:

1. State Agencies and County Departments
 - Arizona Department of Transportation (ADOT)
 - Arizona State Land Department (ASLD)
 - Arizona Department of Environmental Quality (ADEQ)
 - Arizona Department of Water Resources (ADWR)
 - Arizona Game and Fish (AGFD)
 - Maricopa County (MC)
 - Maricopa County Flood Control District (MCFCD)
 - Maricopa Association of Governments (MAG)
2. Public Service Providers (PSP)
 - Town Fountain Hills Unified School District (TFHUSD)
 - EPCOR Water Company (EPCOR)
 - Fountain Hills Sanitary District (FHSD)
 - Maricopa County Sheriff's Office (MCSO)
 - Rural Metro Corporation (RMC)
 - Salt River Project (SRP)
3. Economic Development Partners (EDP)
 - Arizona Commerce Authority (ACA)
 - Arizona Association for Economic Development (AAED)
 - Greater Phoenix Economic Council (GPEC)
 - Canada Arizona Business Council (CABC)
 - Fountain Hills Chamber of Commerce (FHCC)
 - Real Estate Development Associations
 - Fort McDowell Yavapai Nation
 - Salt River Pima-Maricopa Indian Community
 - Scottsdale Area Association of Realtors (SAAR)
 - US Small Business Administration (SBA)
 - Maricopa Small Business Development Center (MSBDC)
 - Arizona@Work
 - Arizona Business Advisors (ABA)
 - Town of Fountain Hills Business Owners

Anticipated Timeframe

Prioritizes implementation actions based on immediacy of need, land and infrastructure availability, revenue generating potential, and role in achieving the fiscal viability desired. The timeframe may change over time based on need, opportunity, available personnel, and funding, and includes the following categories:

1. **Ongoing**
2. **Immediate** (initiate no later than 6 months after General Plan ratification by the voters)
3. **Short-range** (First 4 years): Prioritizes development and redevelopment efforts that will support the fiscal viability of the Town.
4. **Mid-range** (5 to 8 Years): Prioritizes strategies that require funding and may not be pursue until funding is available.
5. **Long-range** (Within 10 years): Includes identification of funds for the preparation of conceptual plans for State Trust Land in coordination with ASLD.

Financing Mechanisms

Identifies financing programs, mechanisms and funding sources available to implement the different plan elements. The Town of Fountain Hills has a menu of options it can use to fund and finance development costs to allow the public and private sectors to partner and find the best cost recovery approach for each new development. The Town also has the flexibility to adjust such approaches as additional methods become available. Funding options that should be consider when expecting new development to pay for their fair share of the cost of infrastructure are defined in the Cost of Development Element and included in the Funding Mechanism Matrix under the Cost of Development option. Other financing mechanisms and potential funding sources are also listed in the Funding Mechanisms Matrix included below.

Funding Mechanism Matrix

Potential Funding Mechanism	ID
<ul style="list-style-type: none"> • Funding options used by the Town listed in the Annual Budget and included in the Cost of Development Element • Capital Improvements Program • Cost of Development financing options that could be explored for applicability: <ul style="list-style-type: none"> – Property Taxes – Development Impact Fees – User Fees – Improvement Districts (Special Taxing Districts) 	1
Community Development Block Grant (CDBG)	2
MAG Grants, which assist communities in the region to coordinate a variety of programs, primarily transportation related.	3
Arizona Department of Transportation Grants	4
Economic Development Grants/Incentives	5

General Plan Implementation Strategy

Thriving Neighborhoods Element (page X - Y)^[JW1]

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	<ul style="list-style-type: none"> a. Continue to maintain public streets, streetscapes, sidewalks, bicycle lanes, trails and parks and trail connectivity to neighborhood amenities. b. Encourage HOAs efforts to maintain existing neighborhoods by proactively meeting to understand their needs. 	PW/CR	Ongoing	1	Various Town Department and HOAs
	2- 4	Quality, Safety and Compatibility: Require new residential, non-residential development and redevelopment within this character area to provide high-quality, safe-by-design, compatible design that includes all applicable buffers when abutting lower density development and support connectivity to parks, schools and other amenities through the Development Review Process (DRP). See also Goal 5.	DS/P&Z	Ongoing	1	Development Partners
	5	Attraction of Working Professionals and Families with Children: Conduct studies within the sphere of influence of Fountain Hills to determine housing type and neighborhood amenity preferences of families and younger working professionals to support efforts to market the Town to these groups.	ED	Immediate	1 & 5	ACA, AAED, GPEC, MAG, and other Economic Development Partners, Developer Associations, Realtors
2		Housing Affordability for All Income Ranges and Age Groups: See Attraction of Working Professionals and Families with Children action under Goal 1, P5	ED	Immediate	1 & 5	Same as above
		Compatibility with Adjacent Development: See Quality, Safety & Compatibility action under Goal 1 P2-4.	DS/P&Z	Ongoing	1	Development Partners and Realtors
		Urban Residential Uses: See specific actions for Town Center and Shea Corridor Character Areas included in the Great Places' Character Areas	N/A	N/A	N/A	N/A
3		See action under Quality, Safety and Compatibility in Goal 1 P2-4.	DS/P&Z	Ongoing	1	Development Partners and Realtors
		See action (b) under Goal 1, P 1.	DS	Ongoing	1	HOAs

Thriving Neighborhoods Element (Continued)

GOAL	POLICY	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
4	1	Require new residential development to comply with all applicable Zoning Ordinance standards resulting in quality design and supporting active lifestyles through the DRP	DS	Ongoing	1 & DRP Fees	All Town Department involved in the DRP
		Amend the Zoning Ordinance to implement the General Plan as needed.	DS	Immediate	1	All Town Department involved in the DRP
5	1	Amend the Zoning Ordinance to include, at minimum, the Safe-by-Design concepts listed under Goal 5, P1.	DS	Short Range	1	All Town Department involved in the DRP

Thriving Environment: Built Environment, Great Places Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Align the Town’s Economic Development Plan with General Plan goals to support attraction and retention of revenue-generating uses by: <ul style="list-style-type: none"> a. Identifying and mapping all opportunity sites located in the various character areas, gateway areas, and along arterial corridors with potential for revenue-generating uses; b. Creating a page on the Town’s website that includes infrastructure available to serve available sites and other relevant site information ; c. Promoting the Town Center, Shea Corridor, and Saguaro Boulevard Character Areas as part of the Town’s Economic Development Plan; d. Promoting residential growth and infill areas to increase the housing and the population density needed to support the commercial uses and long-range fiscal vitality; e. Preparing a Monitoring Matrix to monitor and prioritize development of commercially zoned lands and redevelopment areas; and, f. See also actions under Economic Development Element. 	DS/ED	Immediate	1 & 5	Various Economic Development Partners listed in the Public/Private Partners list
		Provide a streamlined DRP or site approval process when reviewing applications for revenue-generating uses that can increase the Town’s revenue base.	DS	Ongoing	1	All Town Department involved in the DRP
		Conduct a Trade Area Analysis to define and better understand the Town’s trade area and analyze the existing retail trade capture/leakage. Determine the ability to support revenue-generating uses that meet existing and projected population needs, including future retail demand.	ED	Short-range	1, 3 & 5	Various Economic Development Partners listed in the Public/Private Partners list
	3	Continue to optimize partnership with Fort McDowell Yavapai Nation to identify potential partnership ventures.	ED	Short-range	1 & 6	Fort McDowell Yavapai Nation

Thriving Environment: Built Environment, Great Places Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	4	Identify Zoning Ordinance amendments needed to support commerce and employment in the Town Center, Commerce Center, Shea Corridor and Saguaro Boulevard Character Areas.	DS	Immediate/Ongoing	1	All Town Department involved in the DRP
	5-6	See action d under Goal 1, P1.	DS/ED	Immediate	1 & 5	Various Economic Development Partners listed in the Public/Private Partners list
	7-13	<p>a. As part of the DRP, continue to require compliance with all applicable standards supporting quality design, multimodal connectivity, hill side protection, open space preservation, and integration of natural areas into site design through the DRP.</p> <p>a. Amend Zoning Ordinance as applicable to incorporate the latest principles of energy and water conservation.</p> <p>b. See implementation [JW2]actions included in the Social Environment, Natural Environment and Access, Connectivity and Mobility Elements</p>	DS/CR/PW	Ongoing	1	All Town Department involved in the DRP
	14	Continue to coordinate service availability and enhancements with utility providers to ensure service capacity to new development, redevelopment or infill.	PW	Ongoing	1	
2	1-4	As part of the DRP, continue to require compliance with all applicable height, scale, and massing standards supporting compatibility with abutting lower density development.	DS/P&Z	Ongoing 1	1	Development Partners
	5	See action under Goal 1, P5 of the Thriving Neighborhood Implementation Strategy Table	ED	Immediate	1 & 5	Various Economic Development Partners, Developer Associations, Realtors
	6	As part of the DRP, require that development, redevelopment and infill conform to the Uses/Development Patterns described in the Table 1: Character Areas Plan.	DS/P&Z	Ongoing	1	All Town Department involved in the DRP

Thriving Environment: Built Environment, Great Places Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	7	a. Encourage the continued integration of quality public art, specifically in conjunction with new development and redevelopment in the Town Center. b.	TM/DS/CS	Ongoing	AYAC Festival Grants & Community Investment Grants	Arizona Commission of the Arts Arizona Youth Arts Council (AYAC) Art-centered Non-profit organizations
3	1	Continue to update the Land Use Analysis and Statistical Report annually	DS/TM	Ongoing - Annually	1	Development Services
	2	See action for Goal 1, P1 of this element.	DS/ED	Immediate	1 & 5	Various Economic Development Partners listed in the Public/Private Partners list
	3	See action for Goal 1, P1 of this element.	DS/ED	Immediate	1 & 5	Various Economic Development Partners listed in the Public/Private Partners list
4	1-2	Integrate a brand for the Town Center into the overall Town branding strategy and market the Town Center. See also Thriving Economy Tables.	ED/C	Immediate	1 & 5	FHCC
	3	Require compliance with Chapter 18, Town Center Commercial Zoning District, and Chapter 25, Entertainment Overlay District, of the Town Zoning Ordinance	DS	Ongoing - Annually	1	Development Services as part of the DRP
	4	Continue to support the location of municipal and civic offices in the Town Center, provided that a balance is maintained between these uses and revenue-generating ones.	TC	Ongoing - Annually	1	TM, DS, ED, P&Z
	5	a. Conduct a Parking Study that: <ul style="list-style-type: none"> • Assesses the required capacity and use of existing parking facilities; and, 	PW/DS	Short-range	1, 2	ASU Architecture Students

		<ul style="list-style-type: none"> • Recommends parking standards based on current best parking practices. 				
		<ul style="list-style-type: none"> b. Update the Zoning Ordinance parking standards to reflect parking study recommendations. 				

Thriving Environment: Built Environment, Great Places Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	6	<ul style="list-style-type: none"> a. Update the Downtown Specific Plan as the Town Center Specific Plan to align with: <ul style="list-style-type: none"> • Area delineated in Exhibit 2: Character Areas Plan Map; • Uses/development pattern described in Table 1: Character Areas Plan; • Identify revenue-generating uses as an overarching goal of the Town; and • All applicable direction included in this General Plan. b. Ensure that the Town Center Specific Plan includes specific design guidelines that support the General Plan. c. Amend Chapter 18, Town Center Commercial Zoning District, and Chapter 25, Entertainment Overlay District, of the Zoning Ordinance to support the Town Center Specific Plan and the General Plan, as applicable 	DS	Immediate	1	All Town Departments involved in the DRP.
	7	Support the Farmers Market and Community Garden located in the Town Center by establishing awareness programs on the role of fresh local foods that involve local schools.	Library[JW3]	Medium-range	Grants	FHUSD, Maricopa County Local Food System Coalition Maricopa County Health Department
	8	Amend Chapter 18, Town Center Commercial Zoning District, and Chapter 25, Entertainment Overlay District, of the Zoning Ordinance to support the General Plan as needed.	DS	Immediate	1	All Town Departments involved in the DRP and P&Z.
5	1-5	<ul style="list-style-type: none"> a. Through implementation of all applicable zoning regulations and ordinances as part of the DRP process; and 	DS	Ongoing	1	All Town Departments involved in the DRP and P&Z.

		b. Through the periodic update of all existing applicable zoning regulations and ordinances to reflect the latest resource conservation and open space best practices.				
6	1	Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	All Town Departments involved in the DRP, ED Team and P&Z.

Thriving Environment: Built Environment, Social Environment Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	<p>a. Prepare, adopt and implement an integrated Parks, Recreation, Trails and Open Space System Master Plan in conformance with direction provided in this policy.</p> <p>b. Utilize this master plan as a tool to:</p> <ul style="list-style-type: none"> • Support the quality of life desired by the community; • Attract and retain families and working professionals; • Achieve the economic development goals of the Town; • and • Support the Town’s tourism efforts 	CS	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor Recreation Coordinating Commission
2	1-7	<p>a. Update the Zoning Ordinance as needed to require these quality of life amenities as integral components of site design;</p> <p>b. Streamline the temporary use permit process to support outdoor events in plazas, courtyards and other public spaces.</p>	DS	Immediate	1	All Town departments involved in the DRP
3	1-6	<p>a. Continue to design and maintain streetscapes that incorporate alternative travel modes;</p> <p>b. Update the Sidewalk Plan to conform with this General Plan; and</p> <p>c. See implementation actions for Goal 1 above and for the Connectivity, Access and Mobility Element.</p>	CS/PW	Ongoing	1	All Town departments involved in the DRP
				Short-range		
4	1-4	See implementation actions for Goal 1 above.	CS	Short-range	1 and	DS, PW, ED, MAG, Arizona

					Grants	State Parks & Trails, Arizona Outdoor Recreation Coordinating Commission
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Thriving Environment: Built Environment, Connectivity, Access and Mobility Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS	
1	1	Prepare and adopt a Connectivity, Access and Mobility Master Plan in conformance with direction provided in this policy and P6 under Goal 5.	PW	Mid-term	1 and Grants	DS, ED, MAG and ADOT	
	2-4	Continue to conduct periodic counts to monitor roadway system needs.	PW	Ongoing	1	MAG	
	5	Continue to implement and update the Neighborhood Traffic Management Process manual for roads maintained by the Town as needed.	PW	Ongoing	1	MAG	
	6	See implementation actions for Goal 5 included in the Great Places Element Implementation Table regarding a parking study.	PW	Mid-term	1	ASU Architecture Students	
	7	Apply for funding through the Safe Routes to School grant program	PW	Immediate	1 and Grants	DS, CS, ADOT and MAG	
	8	Continue to ensure Fire, EMS, and Police access requirements are part of site plan review through the DRP.	DS	Ongoing	1	PW, Fire, EMS, and Police review	
	2	1-4	Evaluate roadway and parking design for quality and aesthetics as part of the site review process through the DRP.	DS/ PW	Ongoing	1	All Town Departments involved in DRP
	3	1 & 3	Evaluate development proposals for provision of bicycle connectivity as part of the site review process through the DRP.	DS/CS	Ongoing	1	All Town Departments involved in DRP
	2 & 4	a. See implementation action for Goal 1 in the Social Environment Implementation Table	CS	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor	

						Recreation Coordinating Commission
		b. Prepare and adopt a Bicycle Plan utilizing MAG's funds	CS	Immediate	1, 3 and Other Grants	DS, PW, and MAG
		c. See implementation action for Goal 1, P7 above.	PW	Immediate	1 and Grants	DS, CS, ADOT and MAG
	5	Amend the definition of Home-occupation in the Zoning Ordinance to include telework as an option.	DS	Immediate	1	Minor revision to the Zoning Ordinance
	6	Evaluate infill and mixed use projects for integrated pedestrian and bicycle connectivity as part of the site review process through the DRP.	DS/CS	Ongoing	1	All Town Departments involved in DRP

Thriving Environment: Built Environment, Connectivity, Access and Mobility Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
4	1-6	Prepare of a Community Transit Needs Feasibility Study based on the latest RPTA Regional Transit Plan in conformance with direction provided on policies 1-6.	PW	Mid-term	1, 3 and other Grants	MAG and Valley Metro.
5	1	Update Subdivision Ordinance street design guidelines as applicable for conformance with General Plan	PW	Immediate	1	DS, CS
	2	Adopt Gateway Design Guidelines that support Gateway objectives provided in Table 1.	DS	Short-range	1	ED and all Town departments involved in DRP
	3 & 4	Evaluate number and placement of driveways as part of the site review process through the DRP.	DS /PW	Ongoing	1	All Town Departments involved in DRP
	5	Update all applicable parking standards and design guidelines to accurately reflect parking needs and support the latest parking best practices based on the Parking Study recommendations. See implementation actions included in Goal 4, P5 in the Great Places Element Table.	DS/PW	Short-range	1	ASU Architecture Students
	6	Prepare an integrated Connectivity, Access and Mobility Plan that implements all the goals included in this Element and updates and incorporates:	PW	Short-range	1 & 4	ED and all Town departments involved in DRP, MAG & Valley Metro

		<ul style="list-style-type: none"> a. All aspects of connectivity, access and mobility for all transportation modes; b. The Special Event Parking and Traffic Management Plan; c. The Town Center Circulation Plan; d. The Street Crossings and Drainage Analysis; and e. The parking recommendations included in the Parking Study described in goal 5. 				
6	1 to 3	Ongoing intersection service levels and safety monitoring to support a safe and efficient road system.	PW	Ongoing	1	
7	1	<ul style="list-style-type: none"> a. Continuous management, coordination and administration of roadway-related flood control regulations/ADWR jurisdictional dams. 	PW	Ongoing	1	ADWR (jurisdictional dams) and MCFC
		<ul style="list-style-type: none"> b. Evaluate flood control measures as part of the site review process through the DRP. 	DS	Ongoing	1	PW DRP review

Thriving Environment: Built Environment, Connectivity, Access and Mobility Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
8	1	Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	ASLD, TC, TM, P&Z, ED, and all Town departments involved in the DRP

Thriving Environment: Built Environment, Public Facilities and Services Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Continue to work collaboratively with EPCOR on their efforts to supply safe and clean potable water	PW	Ongoing	1	EPCOR
	2	Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	ASLD, TC, TM, P&Z, ED, and all Town departments involved in the DRP
2	1-4	Continue to work collaboratively with FHSD in the provision of sanitary sewer and effluent water services.	PW	Ongoing	1	FHSD
3	1-2	Continue to support MCSO and Rural Metro Corporation in the provision of critical Police, Fire and EMS services	TC/ TM	Ongoing	1	MCSO and Rural Metro Corporation
	3	Continue to support intergovernmental coordination and agreements with surrounding jurisdictions.	TC/ TM	Ongoing	1	<ul style="list-style-type: none"> • Scottsdale Fire Station • Salt River-Maricopa Indian Community Fire Department • Fort McDowell Fire Department • Rio Verde Fire District

4	1-3	Continue to work collaboratively with electrical, natural gas, cell phone, cable and internet service providers.	TM/ PW	Ongoing	1	Salt River Project, natural gas and all cell, cable and internet carriers
5	1	Continue to work with solid waste collection, recycling, hazardous waste and green waste removal providers.	TM/ PW	Ongoing	1	Republic Services
6	1-2	Continue to support the Town Hall Municipal Complex and the Municipal Court on the provision of essential governmental and judicial services	TC/ TM	Ongoing	1	Town Departments and the Judicial Services Branch of the Town
7	1-2	Continue to support the Fountain Hills Community Center and work strategically with Fountain Hills Public Library for the provision of services and programming	TC/TM	Ongoing	1	Community Center and Maricopa County Library System

Thriving Environment: Built Environment, Public Facilities and Services Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
7	3	Work with FHUSD, as established in this policy, on supporting educational programs that support technology and innovation, workforce development and business incubators and ensure that the Economic Development Plan includes strategies to support these initiatives.	ED	Ongoing	1	FHUSD, ACA, GPEC,
	4	Continue to work with health providers and the Maricopa County Health Department in the identification of funds to support parks, trails and other amenities that sustain active and healthy lifestyles	CS	Ongoing	1 and Grants	Non-profit health organizations, Maricopa County Health Department, Mayo Clinic, other
	5 & 8	a. Continue to provide space for the community garden and farmers market providing local fresh foods; and, b. Support the home delivered meals program.	TC/TM	Ongoing	1 and Grants	Maricopa County Local Food System Coalition (MARCO) and Maricopa Health Department
	6 & 7	Continue to support intergovernmental relations and advocate for municipal causes that support Town priorities	TC/TM	Ongoing	1	All entities supporting the delivery of Town services
8	1	Prepare, adopt and implement an integrated Parks, Recreation, Trails and Open Space System Master Plan as per Goal 1, P1 of the Social Environment Element Table that includes all items described in P1 items a-e of this policy to provide the amenities that support economic development efforts	CS	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor Recreation Coordinating

						Commission
9	1-2	Continue to include infrastructure and public facilities improvements that further the goals of the Town Strategic Plan in the CIP	PW	Ongoing	1	All Town department with CIP projects.
	3	Require new development and redevelopment to pay their fair share of infrastructure and public services as per the Cost of Development Element direction	TM/PW	Ongoing	1	DS, Developers

Thriving Environment: Natural Environment, Natural Resources and Open Space Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	a. Continue to enforce and update all applicable ordinances, including Land Disturbance Regulations, to conserve the natural desert, protect open space, hill sides, unpaved trails, wild habitats and dark skies, and encourage low-water use, drought-tolerant landscapes	DS	Ongoing	1	All Town departments involved in the DRP
		b. Require observance of all applicable requirements through the DRP	DS	Ongoing	1	All Town departments involved in the DRP
2	1, 3 & 6[JW4]	Continue to protect natural washes, wildlife corridors, open space and the unpaved trail network through established mechanisms, including subdivision regulations, open space acquisition and DRP.	DS	Ongoing	1	All Town departments involved in the DRP
	4-5	Support the creation of neighborhood parks and continued development of unpaved trails through the DRP and subdivision regulations approval processes	DS	Ongoing	1	All Town departments involved in the DRP
3	1	Continue to encourage the development of local trails that connect to the regional trail system to increase opportunities for eco-tourism	CS/ED	Ongoing	1	All adjacent jurisdictions supporting the various segments of the regional trail system

	2	Update the trail system map and facility information on the Town's website and social and print media to inform the public of the availability of these assets, as needed.	C/DS	As needed	1	CS
4	1-3	Work collaboratively with the State Historic Preservation Office and the Arizona State Museum on the protection of historical and archaeological resources, and support educational programs on historic and cultural resources.	CS	As needed	1	ED
5 & 6	G5 (P1-4) & G6 (P1-9)	a. Prepare and adopt a Comprehensive Environment Plan (CEP) that implements the 2017 Strategic Plan and the policy direction included in Goals 5 and 6 of this Element; and b. Update all applicable regulations and ordinances to meet the directives of the CEP once adopted	DS	Mid-range	1 & Grants	CS, ED, PW, ADEQ other applicable federal, state and regional entities promoting environmental stewardship
6	10	Amend the Zoning Ordinance to include Low Impact Development (LID)	DS	Short-range	1	PW
7	1-2	Continue to develop/distribute materials to educate and encourage solid waste reduction, proper hazardous waste handling, collection and disposal, and recycling.	PW	Ongoing	1	C

Thriving Economy: Economic Development Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1, 3-4	Implement the 2017 Strategic Plan and this General Plan by preparing and adopting an Economic Development Plan that supports the economic development, branding, and marketing direction, enumerated in the various elements of this General Plan.	ED	Immediate	1 & 5	Various ED Partners
	2	a. Utilize the Character Areas Plan Map and Table 1 as tools to direct new development and redevelopment and support urban densities as well as commerce and industry as appropriate as part of the DRP.	DS	Ongoing	1	All Town departments involved in the DRP
		b. Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	All Town Departments involved in the DRP, ED Team and P&Z.
		c. Work with property owners to optimize zoning to meet the Town's needs.	DS	Ongoing	1	ED and all Town departments involved in

						the DRP
		d. See actions under Goal 1 of the Great Places Element.	ED	Immediate	1 & 5	All ED Partners
2	1	a. Develop and implement an investment plan that responds to the Economic Development Plan's priorities, and that prioritizes infrastructure improvements in the CIP.	TM	Short-term	1	ED, PW, CS, DS
		b. Commission a cost/benefit study to identify the gap between actual subdivision regulations infrastructure specifications and determine the cost of meeting such specifications	TM	Short-Term	1	DS, PW, CS
	2	a. Prepare and adopt Comprehensive Environmental Plan following the direction provided in Goals 5 & 6 of the Natural Environment Element	DS	Mid-range	1 & Grants	CS, PW, ADEQ other applicable federal, state and regional entities promoting environmental stewardship
		b. Commission a research study that addresses the economic and logistic feasibility of locating electric car charging stations on Town Property.	PW	Long-range	1	ASU Sustainability Student Project in Partnership with Town Youth Council

Thriving Economy: Economic Development Element (continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
3	1	Utilize all available planning and zoning tools enumerated in this policy and implementation actions enumerated in Goal 1, P2 of this Element.	DS	Immediate	1 & 5	All Town Departments involved in the DRP, ED Team and P&Z.
	2	a. Conduct studies within the sphere of influence of Fountain Hills to determine housing type and neighborhood amenities preferences of families and younger working professionals to support efforts to market the Town to these groups.	ED	Immediate	1 & 5	MAG, COC, and other ED Partners, Developer Associations
		b. Prepare an Economic Development Plan following the implementation action included in Goal 1, P1 of this Element	ED	Immediate	1 & 5	Various ED Partners
4	1	Consider employing a part-time grant writer that: a. Prepares a comprehensive list of federal, state and local funding sources available to sustain the Town's core services; and,	TC/TM	Immediate	1	ED

		b. Prepares grant applications to implement and/or support the various programs enumerated in this General Plan				
	2	<p>Support attraction and retention of revenue-generating uses by:</p> <p>a. Identifying and mapping all opportunity sites located in the various character areas, gateway areas, and along arterial corridors with potential for revenue-generating uses;</p> <p>b. Creating a page on the Town’s website that includes infrastructure available to serve available sites and other relevant site information;</p> <p>c. Promoting Town Center, Shea Corridor, and Saguario Boulevard Character Areas as part of the Town’s Economic Development Plan;</p> <p>d. Promoting residential growth areas and infill areas to increase the housing and population density necessary to support the commercial uses needed to support long-range fiscal vitality;</p> <p>e. Prepare a Monitoring Matrix to monitor and prioritize development of commercially zoned lands and redevelopment areas</p>	DS/ED	Immediate	1 & 5	Various Economic Development Partners listed in the Public/Private Partners list

Thriving Economy: Economic Development Element (continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	3	Consider approving neighborhood commercial development at the intersection of arterial or arterial and collector roads through the DRP provided these meet all applicable policies and protect the character of adjacent neighborhoods	DS	Ongoing	1	All Town departments involved in the DRP
5	1	Continue to work collaboratively with FHUSD by adhering to the policy direction in this goal and by including strategies that support FHUSD initiatives in the Economic Development Plan	DS	Ongoing	1 & 5	ED, FHUSD
	2	Continue to strengthen partnerships with all organizations, agencies and jurisdictions enumerated in this policy and throughout the various elements of the General Plan	TC	Ongoing	1	All Town Departments
	3	Continue to improve the capacity building of the Town by effectively utilizing volunteer skills to support the existing programs enumerated in this	TC	Ongoing	1	All Town Departments

		policy as well as future programs that benefit the community				
	4	<p>a. Establish partnerships with higher education institutions as described in the Economic Development Plan in order to:</p> <ul style="list-style-type: none"> • Support existing businesses; • Attract and retain new businesses; • Attract and retain working professionals and families with children ; and • Support startups and business incubators <p>a. See implementation actions for Goal 3, P2 of this Element</p>	ED	Immediate	1 & 5	Various ED Partners and Higher Education Institutions

Thriving Economy: Cost of Development Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Any future amendments of this Element must support the goals and policy framework of this General Plan and all other plans adopted under the direction of this General Plan	DS	Ongoing	1	All Town departments involved in amendments to this Element
2	1-9	<p>a. Ensure that public facilities and infrastructure meet current and future demands through conformance with:</p> <ul style="list-style-type: none"> • Policies 1-9 included in supporting Goal 2 of this element; and • All applicable policies included in the various elements of this General Plan <p>a. Prioritizing development, redevelopment and infill on areas currently served by public facilities and infrastructure</p>	PW	Ongoing	1	DS, CS, ED

3	1	As part of the Economic Development Plan, identify all potential federal, state, regional and local public/private economic development partners that support creative cost sharing.	ED	Immediate	1 & 5	PW, PR, Various ED Partners
	2	Strengthen partnerships with economic development partners as part of the Economic Development Plan for the cost-sharing of infrastructure	ED	Immediate	1 & 5	PW, PR, Various ED Partners
	3	Create a menu of alternative revenue mechanisms and cost sharing strategies that include options for situations where off site deficiencies exist or where enhanced work is desired by the Town that at a minimum include: a. Cost sharing Agreements; b. Development Agreements	PW	Immediate	1 & 5	PR, ED, DS Various ED Partners
4	1	Continue to find ways to streamline the DRP especially for development and redevelopment in the Town Center, Commerce Center, Saguaro Boulevard and Shea Character Areas	DS	Ongoing	1	All Town departments involved in the DRP
5	1-9	Develop a methodology to estimate costs and identify cost recovery mechanisms as prescribed in policies 1-9 of this Goal. See implementation actions for Goal 3, P3 of this Element.	TM	Short-range	1	PW, CS, DS

Thriving Economy: Cost of Development Element (continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
6	1-3	Based on methodology developed as per Goal 5 of this Element, identify a menu of “legally available” financial mechanisms for cost recovery not currently utilized by the Town, including bonds, special tax districts, development impact fees, in lieu fees, etc.	TM	Short-range	1	All Town departments involved in the provision of public infrastructure and services
7	1-3	Based on menu of financial mechanisms for cost recovery identified in previous Goal: a. Select appropriate mechanisms to recover the “fair share” of capital improvements projects identified in the CIP; b. Establish a measure to recover the cost of new development that is located farther away from existing services; c. Consider incentivizing development in the Town Center, Shea Corridor, Saguaro Boulevard character areas.	TM	Short-range	1	All Town departments involved in the provision of public infrastructure and services

8	1-2	Ensure that only the fair share of costs are charged to development by adhering to policies 1 and 2.	TM	Ongoing	1	All Town departments involved in the provision of public infrastructure and services
	3	Work with ASLD to prepare a feasibility study for State Trust land and based on the results, consider future revenues that could be generated from development of Trust Land.	TM	Mid-range	1 & 5	ASLD and all Town departments involved in the provision of public infrastructure and services
9	1-5	Seek regional cooperation of all applicable agencies to achieve Goals 5, 6, 7, 8 and 9	TM	Mid-range	1 & 5	ASLD all federal, state and regional ED Partners and agencies/Town departments involved in the provision of public infrastructure and services
10	1-2	Establish a General Plan Monitoring System coordinated with the CIP in conformance with the policy direction supporting this goal.	P&Z & TM	Immediate	1	All Town Departments implementing the General Plan.



Town of Fountain Hills

2017 Strategic Plan

May 18, 2017

TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

Goal # 1: Maximize Economic Development Opportunities in Fountain Hills

Objective #1 – Create or Utilize Tools to Help Market Fountain Hills for Economic Development Opportunities

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop a community brand/vision/marketing plan for Fountain Hills	James Smith	June 2020	In progress
<input type="checkbox"/> Develop a new business resource package	James Smith	June 2017	Completed
<input type="checkbox"/> Increase funding for business accelerator programs	James Smith	July 2018	Completed
<input type="checkbox"/> Explore higher education opportunities in Fountain Hills	James Smith	Ongoing	In progress/working with EVIT & CC

Objective #2 – Increase Population and Residential Densities to Sustain Existing and Future Commercial Businesses in Town

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Rezone commercial property to residential where feasible	James Smith / John Wesley	Ongoing	As opportunities present themselves
<input type="checkbox"/> Adopt a text amendment that allows residential uses on commercially zoned properties	John Wesley	June 2017	Completed
<input type="checkbox"/> Rezone unplatted land for greater density and affordable family homes	John Wesley	Ongoing	As opportunities present themselves

Objective #3 – Market/Promote Tourism to Generate Hotel Stays and Higher Dollar Expenditures During Visits to Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Create and expand destination events	Rachael Goodwin / James Smith	June 2019	Ongoing St. Patrick's Day / Fourth at the Fountain Turkey Trot / Craft Classic / Disc Golf Tournament

Yellow – High Priority Blue – Medium Priority White – Low Priority

TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

Goal # 2: Ensure that Infrastructure in Fountain Hills is Well-Maintained and Safe

Objective #1 – Invest in and Maintain the Community’s Infrastructure

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<ul style="list-style-type: none"> ❑ Develop and implement an investment plan to bring streets, buildings, and parks up to established standards 	Grady Miller/ David Pock/Justin Weldy	June 2019	Pavement Analysis Report completed (Facilities Replacement Fund) 10 Yr. pavement plan to be presented Dec. 2019
<ul style="list-style-type: none"> ❑ Commission a study to identify gap between actual and subdivision ordinance specifications and determine cost of meeting ordinance specifications 	Justin Weldy/John Wesley	June 2019	Reviewed/Identified options to discuss

Objective #2 – Promote Environmentally Friendly Initiatives

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<ul style="list-style-type: none"> ❑ Develop and adopt a comprehensive environmental plan for Fountain Hills 	Justin Weldy/Raymond Rees	June 2019	In progress
<ul style="list-style-type: none"> ❑ Research and report on economic and logistic feasibility of electric car charging stations 	Justin Weldy	June 2018	Review

TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

Goal # 3: Attract Families and Working Professionals to Fountain Hills

Objective #1 – Utilize Landuse Planning to Attract Families to Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
❑ Work with State Land Trust to increase residential density	Council/Staff	December 2018	Ongoing efforts

Objective #2 – Market and Promote Fountain Hills as a Unique Place for Families and Working Professionals

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
❑ Collaborate with businesses in promoting town’s marketing plan	Economic Development Director/Grace Rodman-Guetter	July 2019	Ongoing
❑ Expand use of Social Media and on-line messaging	James Smith	Ongoing	Facilitating nine social media pages; Recreation Instagram account-August 2018
❑ Include family branding in marketing plan	James Smith	June 2019	In progress
❑ Organize a young professionals group or organization	James Smith	June 2018	Completed/Formed FH Young Community
❑ Organize specialty youth camps (robotics, coding, arts, etc.)	Rachael Goodwin/ Linda Ayers	Summer 2018	Created first summer youth camp/ongoing Spring camp/Community Center take-over
❑ Support youth club sports	Rachael Goodwin/ Linda Ayers	Ongoing	Use of Town facilities at no cost Expand programs

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

Goal # 4: Ensure that Fountain Hills Finances are Stable and Sustainable

Objective #1 – Identify Sustainable Sources of Revenue to Sustain Funding of Town Core Services

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
☐ Adequately fund all identified reserve funds	Town Council/Town Manager/ David Pock	December 2027	
☐ Identify revenue options	Town Staff/Town Manager/Town Council	September 2017	Completed/October 2017 / Ongoing
☐ Increase revenues to meet community needs including addressing projected operating shortfall	Town Manager/Town Council	November 2018	Town Election-Property Tax/May 2018

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

Goal # 5: Focus on Strengthening the Community and Improving Town's Quality of Life

Objective #1 – Partner with the Fountain Hills Unified School District to Promote FH Education System

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Include local school strengths in marketing plan	James Smith	June 2019	Ongoing
<input type="checkbox"/> Work with FHUSD to maximize its property values	Town Staff/Council/FHUSD	December 2017	Addressed at 2/21/17 Joint Meeting
<input type="checkbox"/> Explore selling/leasing unused properties	Town Staff/Council/FHUSD	December 2017	Addressed at 2/21/17 Joint Meeting

Objective #2 – Utilize Intergovernmental Relations to Achieve Fountain Hills Priorities

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Increase community efforts to lobby for municipal issues	Town Manager/Town Council	January 2018	Joined RPTA East Valley Partnership National League of Cities-July 2018 Continue to work with League of Cities & Towns to oppose Bills that are harmful to cities & towns

Objective #3 – Leverage the Talents of Residents to the Advantage of Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Utilize effective volunteer skills and talents	Kim Wickland	Ongoing	Ongoing/over 900 volunteers <ul style="list-style-type: none"> • Make A Difference Day • Home Delivered Meals • Give A Lift Program • Activities & Volunteer Expo • Mayor's Youth Council • Save Our Sculptures Program • Community Center Christmas Decorating & Celebration • Commissioners

Yellow – High Priority Blue – Medium Priority White – Low Priority