

CITY OF PAGE

*2016/17 City Council
Strategic Priorities*



CITY COUNCIL

William Diak, Mayor
John Kocjan, Vice Mayor
Michael Bryan, Councilmember
Scott Sadler, Councilmember
Levi Tappan, Councilmember
Dennis Warner, Councilmember

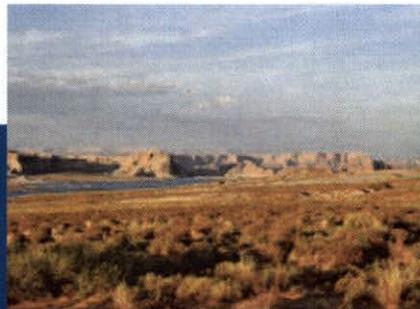
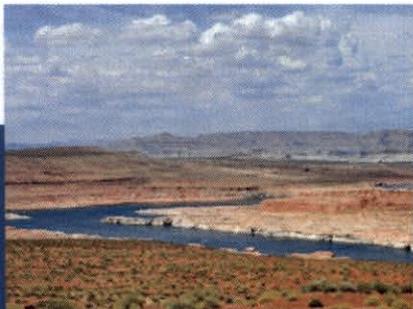
MANAGEMENT

APPOINTED OFFICERS

J. Crystal Dyches, City Manager
Joseph Estes, City Attorney
Bryan Hill, GM Page Utility Enterprises
Kim Larson, City Clerk
Rick Olson, City Magistrate

DEPARTMENT MANAGERS

Frank Balkcom, Sr., Chief of Police
Kim Johnson, Community Development Director
Cliff Linker, Public Works Manager
Jeff Reed, Fire Chief
Linda Watson, Finance Director
Debbie Winlock, Community Services Director



City of Page

MISSION

To provide municipal services that enhance the quality of life for our community.

VISION

The City of Page is a clean, financially responsible, diverse and vibrant community that respects the quality of its environment, fosters a sense of community and family, encourages a healthful, active lifestyle and supports a wide-range of business opportunities to promote a prosperous economy.

VALUES

We are accountable, transparent and fiscally responsible. We act with integrity, value customer service, and plan and act strategically.

CRITERIA

OBJECTIVE CRITERIA FOR DECISION MAKING

- Is it in the best interest of the community and stakeholders?
 - Does it align with our goals and mission?
 - Is it achievable and sustainable?
 - Is it financially viable?
 - Is it legal?
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COMMUNITY

Development

A pleasant environment is a source of pride for its residents and an important component of the quality of life in an area. Community aesthetics take on an economic meaning, encouraging tourism and business recruitment. Community Development is a process by which local decision-makers and residents work together to leverage resources to increase business development and job opportunities; and attract capital to improve the physical, social and environmental conditions in the community.

Goal: Implement economic development processes that assist in the development of a strong local economy; protect neighborhoods from blighting and deteriorating conditions that have a negative impact on area property values; and encourage residents and business owner's efforts to maintain the physical environment through standards set in local ordinances.

HIGHEST PRIORITY

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|----------------------|---|
| Objective 1.1 | Update Nuisance and Zoning Codes, establish, equip, and staff the Code Enforcement Division, and implement a proactive code enforcement program. |
| Objective 1.2 | Develop a strategy for the development and maintenance of Block 17. |
| Objective 1.3 | Research incentives to encourage new home construction. |
| Objective 1.4 | Review and update existing Gateway standards, site plan design review requirements, and landscape and lighting standards in conjunction with the Zoning Code Update. |
| Objective 1.5 | Initiate a Master Streetscape Plan that will establish strategies and policies for streetscape development, criteria for technical feasibility and identify implementation costs associated with a streetscape enhancement program. |
| Objective 1.6 | Implement Park Master Plan recommendations related to the Amphitheater. |
| Objective 1.7 | Research incentives to encourage job creation and expand tax base. |
| Objective 1.8 | Begin review of the City's General Plan in preparation for 2019 update. |

IMPROVING

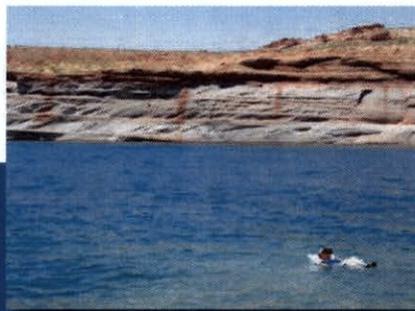
Infrastructure

The City Council is committed to maintaining and improving public infrastructure and City facilities to preserve both the physical character and livability of the community.

Goal: Maintain and improve critical City infrastructure, including streets, sidewalks, parks, trails and facilities to support economic growth and improve quality of life in Page.

HIGHEST PRIORITY

- Objective 2.1** Provide City Council with options for relocating central garage.
- Objective 2.2** Provide City Council with recommendations to address parking safety at Horseshoe Bend.
- Objective 2.3** Develop a plan to address deferred maintenance on City facilities and equipment.
- Objective 2.4** Draft a Pavement Management Program (PMP) for inclusion in the Capital Improvement Plan.
- Objective 2.5** Provide City Council with recommendations for adequate, fair, and equitable water and sewer rates.



FISCAL *Stability*

The City is committed to maintaining fiscal stability to ensure the delivery of high quality services. This requires an efficient, transparent financial system; accurate and reliable forecasting of revenues; control of expenses; and an expanded tax base.

Goal: Operate in a fiscally prudent manner, assuring the most efficient expenditure of public funds.

HIGHEST
PRIORITY

- Objective 3.1** Prepare annual update of the City's ten-year Capital Improvement Program to accommodate economic growth and development and maintain and extend the life of the City's infrastructure.
- Objective 3.2** Develop a long term financial plan to maintain financial accountability and sustainability.



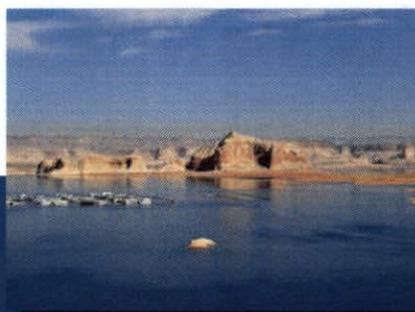
QUALITY OF *Life*

The City strives to enhance the overall quality of life for our residents and visitors by offering high quality recreation and leisure activities and improving parks, trails, streetscapes and open spaces in Page.

Goal: Maximize resources that enhance the quality of life for our residents and visitors.

HIGHEST
PRIORITY

- Objective 4.1** Provide and maintain quality parks, trails and open spaces, amenities, equipment, and programs to meet the leisure and recreational needs of those living, working, and visiting the community.
- Objective 4.2** Develop quality, organized recreation programming for youth and adult participants.
- Objective 4.3** Establish unique opportunities for volunteers to contribute to the City, while enriching programs and services through volunteer involvement and participation.
- Objective 4.4** Develop recognition program for business and community leaders.



HIGH PERFORMING

Organization

The City of Page strives to develop a high performing organization through continuous system and process improvements; the commitment to make time to do the “work of leadership”; and the encouragement of City employees to exercise their leadership and talents at every level of the organization.

Goal: To create an environment that supports engaged, high performing employees; enable the City to recruit, retain and compete for talent; and ensure retention of institutional knowledge.

HIGHEST
PRIORITY

- Objective 5.1** Develop, implement and monitor employee performance measures.
- Objective 5.2** Develop a Recruitment and Retention plan.
- Objective 5.3** Update Public Safety policies and procedures.
- Objective 5.4** Create a culture of safety which is based on a shared belief system where safety is integral in every part of our organization.
- Objective 5.5** Research the benefits/cost of installing GPS on City and PUE Vehicles.

