Page City Council

William Diak, Mayor

John Kocjan, Vice Mayor

David Auge

Brian Carey

Richard Leightner

Theresa Lee

Rick Yanke
Vision & Values

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

- Accountability and Transparency
- Fiscal Responsibility
- Integrity
- Customer Service
- Strategic Planning

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

Objective 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?
- Is it fair?
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.

**Goals:** 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.

**Objective 1.1** In partnership with stakeholders, create and implement a revitalization plan for the central business district including streetscape development that will establish design as well as strategies and policies for development and identify implementation costs associated with development enhancement programs.

**Objective 1.2** Approve the expense of the General Plan Update. Include funds in FY 21-22 Budget.

**Objective 1.3** Plan and fund infrastructure where possible as incentive for developers on recognized areas identified as Medium and/or High-Density development, and actively market for affordable housing, both low income and market based (apartments, condominiums and single-family homes)
Objective 1.4  Foster development of moderately priced housing to accommodate workforce needs. Work with potential grant sources and community housing organizations to explore housing alternative and incentivize housing development.

Objective 1.5  Promote and encourage attractive neighborhoods through City services, enforcement techniques, and compliance with City codes and regulations.
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; and control of expenses; and an expanded tax base.

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

**Objective 2.1**
Explore alternative funding mechanisms to support infrastructure and future economic development project funding.

**Objective 2.2**
Update and implement a 5-year Capital Improvement Program that balances the anticipated costs of planned projects with realistic allocation of available resources.

**Objective 2.3**
Develop financial forecasts that allow the City to annually identify future revenue and expenditure trends and prepare plans to address anticipated problems in a timely fashion.

**Objective 2.4**
The PUE Board has identified Water and Sewer Utility reserve levels to stabilize rates. The board will make rate recommendations to the City Council.

**Objective 2.5**
Page Utility Enterprises staff will continue long-term financial forecasting, carefully monitor wholesale energy costs, and the PUE Board will make rate recommendations to the City Council.
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 transparency, communication, and engaged high performing employees; enable the City to recruit, retain and compete for talent; and ensure retention of institutional knowledge.

**Objective 3.1** Recruit and retain a skilled workforce.

**Objective 3.2** Develop methods to improve the City’s communication and outreach to the community.

**Objective 3.3** Update City website to keep content relevant and current for customer satisfaction, and optimize the use of technology to drive efficiency, productivity, and service.

**Objective 3.4** Review and implement necessary security measures throughout City-owned public facilities.

**Objective 3.5** Promote community involvement through the recruitment, retention, and engagement of volunteers and the support of local organizations and partners.

**Objective 3.6** Continue supporting the Arizona League of Cities and Towns on the issues related to Vacation Home Rentals through representation with the legislature.

**Objective 3.7** Assess the need for a more formal approach to evaluate Council appointed positions.
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.

**Objective 4.1** Strategically invest and support updating City facilities, including technology, and equipment.

**Objective 4.2** Adopt a plan to ensure a secure water supply to meet current and future needs.

**Objective 4.3** Maintain a Pavement Management Program (PMP) to ensure the preservation of roadway surfaces.

**Objective 4.4** Explore alternatives for a north fire station.

**Objective 4.5** Identify locations where infrastructure development is possible to encourage housing and industry growth.

**Objective 4.6** Implement the recommendations from the Carollo Water Study for water and sewer utilities to ensure financial stability and prepare for growth.

**Objective 4.7** Implement a comprehensive storm water management plan to protect the public from flood and drainage.

**Objective 4.8** Identify locations for, and project the costs of, converting overhead primary electric infrastructure to underground.

**Objective 4.9** Construct Phase 3 of Horseshoe Bend Development.

**Objective 4.10** Implement plan for expansion and improvements to the airport.
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, streetscape and open spaces in Page.

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

**Objective 5.1** Plan, design and implement community programs to enhance the quality of life in the City of Page.

**Objective 5.2** Implement online payments for all City programs and services.

**Objective 5.3** Research and pursue grant opportunities to enhance recreation programs and facilities.

**Objective 5.4** Evaluate components of the Parks Master Plan and determine priority list.

**Objective 5.5** Review restrictions to allow for the development of a plan for events, farmers market, public market, arts, and activities in partnership with local not-for-profits/community groups.

**Objective 5.6** Establish a subcommittee for planning a 50th City anniversary celebration in 2025.

**Objective 5.7** Identify funding sources for an aquatic recreational facility that are viable and sustainable.