

FY 23 THRU FY 27



STRATEGIC
CITY COUNCIL PRIORITIES



Page City Council



David Auge



William Diak, Mayor



Brian Carey



John Kocjan, Vice Mayor



Richard Leightner



Theresa Lee



Mike Farrow



VISION & VALUES

VISION

The City of Page shines as an eco-tourism destination and gateway to the world-renowned Grand Circle of National Parks. Page is a welcoming and family-friendly community that prioritizes education, respects cultural diversity, and preserves the scenic environment. This vibrant and active city is fiscally responsible and provides a diverse economy that offers housing, healthcare, and employment opportunities, as well as entertainment, dining, and recreational choices for residents and tourists of any age.

VALUES

- Teamwork and Collaboration
- Accountability, Transparency, and Proactive Communication
- Fiscal Responsibility
- Integrity
- Customer Service
- Continued Strategic Planning



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 priorities?
- Is it achievable and sustainable?
- Is it financially viable?
- Is it legal?
- Is it fair?
- Is it safe and secure?

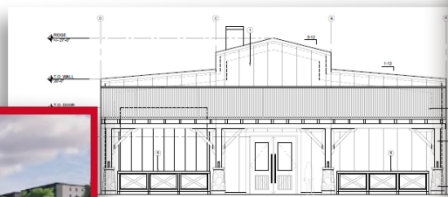


COMMUNITY DEVELOPMENT

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** Continue partnership and communication with stakeholders regarding streetscape development from Vista Avenue to South Navajo Drive. Budget and implement downtown streetscape that will establish design as well as strategies and policies for development and identify implementation costs associated with development enhancement programs.
- Objective 1.2** Establish a revitalization plan for the central business district (Block 17).
- Objective 1.3** Identify City-owned properties that support medium and/or high density affordable housing and develop a plan to ensure infrastructure is available to these developable properties. Actively market to attract developers for affordable 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.
- Objective 1.6** Continue supporting the Arizona League of Cities and Towns on the issues related to vacation home rentals through representation with the legislature. Utilize Arizona State Law SB1168 by adopting an ordinance to regulate vacation home rentals.



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.

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** Continue implementation of a 5-year Capital Improvement Program that balances the costs of planned capital expenses with realistic allocation of available resources.
- Objective 2.3** Continue financial forecasts that allow the City to annually identify future revenue and expenditure trends and prepare plans to address problems in a timely fashion.
- Objective 2.4** The Page Utility Enterprises Board has identified Water, Sewer, and Garbage Utility reserve levels to stabilize rates. The board will make rate recommendations to the City Council.
- Objective 2.5** Page Utility Enterprises (PUE) staff will continue long-term financial will make rate recommendations to the City Council.
- Objective 2.6** Begin planning for the future of waste collection and recycling for the City of Page.
- Objective 2.7** Evaluate current City Emergency Fund cap.

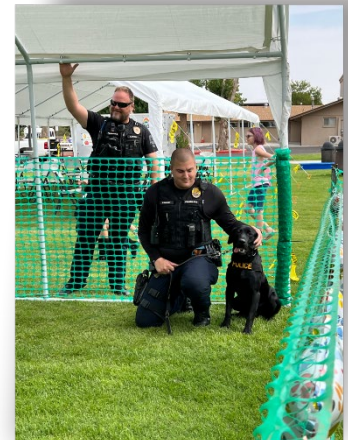


HIGH PERFORMING ORGANIZATION

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, collaboration, teamwork, and high performing employees. Enable the City to recruit, retain and compete for talent, and ensure retention of institutional knowledge. Develop a functional Emergency Operation Plan to ensure a resilient organization.

- Objective 3.1** Recruit and retain a skilled workforce through training and skills development, utilizing most recent trends and best practices. Conduct a salary structure review.
- Objective 3.2** Continue to improve methods used by the City to communicate proactively and openly. Implement an event bulletin board and emergency event messaging.
- 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** Create a process to evaluate Council appointed positions.

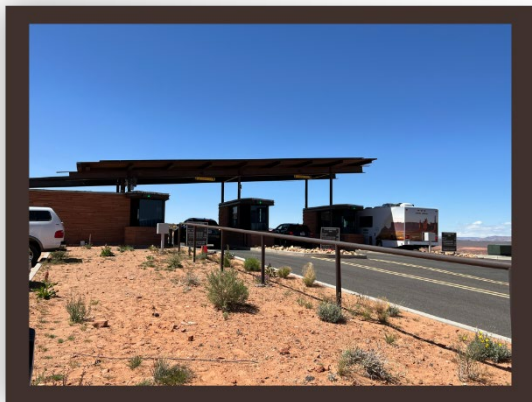


IMPROVING INFRASTRUCTURE

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, facilities, and utilities 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** Pursue the funding to implement a plan to provide a redundant water supply to meet City 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** Implement the recommendations from the Carollo Water Study for water and sewer utilities to ensure financial stability and prepare for growth.
- Objective 4.6** Identify locations for and project the costs of converting overhead primary electric infrastructure to underground.
- Objective 4.7** Review design and identify funding to move forward with Phase 3 of Horseshoe Bend development.
- Objective 4.8** Implement a Master 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 Research and pursue grant opportunities to enhance recreation programs
Objective 5.3 Evaluate components of the Parks Master Plan and determine priority list.

Objective 5.4 Foster, implement and educate to allow the development of a plan for events, farmers market, public market, arts, and activities in partnership with local not-for-profits/community groups.

Objective 5.5 Establish a committee for planning a 50th City anniversary celebration in 2025.

Objective 5.6 Identify funding and construct a recreational facility that includes an aquatic center.

