TOWN OF
CHINO VALLEY
2018
STRATEGIC PLAN

Mayor Darryl Croft
Vice Mayor Lon Turner
Council Member Mike Best
Council Member Cloyce Kelly
Council Member Annie Lane
Council Member Corey Mendoza
Council Member Jack Miller

Adopted 7/24/2018
**Purpose and Approach**

The purpose of the Chino Valley Strategic Plan is for the Council to develop a listing of its priorities as a government enterprise and how it will serve its community. The Town Council, working with the Town’s professional staff, has developed a one-year working plan and an overview of what it would like to accomplish in the next five years.

The Council and staff examined previous Town strategic plans and documents, reviewed Arizona Public Services 1999 *Focus Future*, and met with staff in a Council / Staff retreat to discuss projects, budgets, priorities, planning, staffing, and other pertinent information to develop a work plan.
Planning Dates

February 21, 2018  
Council and Staff meet in all-day retreat to discuss departmental initiatives, the upcoming budget year, and capital projects.

Council listened to in-depth presentations regarding roads, funding options for same, water resources and private water companies, sewer buildout and capacity, septage receiving, employee staffing levels and benefits, up-coming 50th anniversary of the Town’s incorporation, and departmental focus areas.

April 4, 2018  
Council and Staff meet in half-day retreat to prioritize departmental initiatives, provide direction to staff.

While acknowledging that Town staff and Council had changed drastically since the 2016 Strategic Plan, Council and Staff went through the 2016 Plan and provided status and progress updates. Many items were completed, some were dropped as Council re-prioritized initiatives, and others were discussed further and moved to the 2018 Strategic Plan.

July 17, 2018  
Study Session to discuss Strategic Plan

July 24th  
Adoption of Strategic Plan

Council expressed a desire to create a strategic plan that would be a realistic working document for both the Council and Staff. As the Town has multiple Council Subcommittees, many of the items staff will focus on will percolate up through a Council Subcommittee and be vetted using that mechanism. Town Staff will provide quarterly updates on the Strategic Plan’s one-year initiatives to provide feedback to the Council and the Community on the progress being made on the Council’s adopted plan.
Focus Areas

The Council’s major focus areas over the next several years continues to be (in no particular order):

- Water / Water Companies
- Old Home Manor Industrial Park / Jobs
- Roads / Maintenance and Funding
- Infrastructure and Town Utilities
- Maintaining a rural Community and a business-friendly environment

2018 Priorities

The Council identified the following 17 items as priorities for the Town for fiscal year 2018/19. Virtually every priority relates to a focus area identified above and positions the Town for its future sustainability.

Town staff will work diligently with Council, Council subcommittees, and the community, to focus on the priorities and deliver them in a fiscally responsible and transparent fashion.
<table>
<thead>
<tr>
<th>Item</th>
<th>Department</th>
<th>Subcommittee</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public Works</td>
<td>Water &amp; Utilities Subcommittee</td>
<td>Continue discussions with the 4 private water companies located within Chino Valley. Develop strategies for purchasing and increasing our service area rights.</td>
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<tr>
<td>2</td>
<td>Public Works</td>
<td>Econ Dev Subcommittee</td>
<td>Extension of Sewer and Water at the Old Home Manor Industrial Park.</td>
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<tr>
<td>3</td>
<td>Public Works</td>
<td>Water &amp; Utilities Subcommittee</td>
<td>Outfit a 2\textsuperscript{nd} well to create redundancy in our water system.</td>
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<tr>
<td>4</td>
<td>Public Works</td>
<td>Water &amp; Utilities Subcommittee</td>
<td>Extension of sewer and / or water in low income / high density areas</td>
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<tr>
<td>5</td>
<td>Public Works</td>
<td></td>
<td>Master Plan for Municipal facilities</td>
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<tr>
<td>6</td>
<td>Public Works</td>
<td>With Water Resources, Attorney</td>
<td>Asset Analysis of real property</td>
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<tr>
<td>7</td>
<td>Public Works</td>
<td>Water &amp; Utilities Subcommittee</td>
<td>Inventory of Town wells, production levels</td>
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<tr>
<td>8</td>
<td>Public Works</td>
<td>With Water Resources, Attorney</td>
<td>Analysis of Development Agreements</td>
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<tr>
<td>9</td>
<td>Public Works</td>
<td>Roads and Streets Committee</td>
<td>Transportation Strategic Plan, development of funding options</td>
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<td>10</td>
<td>Town Manager</td>
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<td>Renegotiate Concessionaire Agreement with Prescott Sportsmen’s Club</td>
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<td>11</td>
<td>Econ Develop</td>
<td>Econ Dev Subcommittee</td>
<td>Develop Economic Development Strategic Plan for Old Home Manor Industrial Park</td>
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<tr>
<td>12</td>
<td>Econ Develop</td>
<td>Econ Dev Subcommittee</td>
<td>Economic Development Strategic Plan, exclusive of the Industrial Park</td>
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Future Considerations

Plan for the Expansion of the Waste Water Treatment Plant

- Design
- Septage Acceptance
- Under Construction

Water Storage Tank

Develop Commercial Guidelines for the Community Core

Develop Infrastructure Master Plan