



# REQUEST FOR CITY COUNCIL ACTION

**MEETING DATE:**

April 21, 2021

**DEPARTMENT:**

City Administration

**DIVISION:**

- ☒ Motion  
☐ Resolution  
☐ Ordinance - Introduction  
☐ Ordinance - Adoption  
☐ Public Hearing

**TITLE:**

Updated Strategic Plan

**SUMMARY RECOMMENDATION:**

Approval of the Updated Strategic Plan (City Administration) (Philip Rodriguez)

**REPORT:**

On October 26, 2020, the City Council held a Vision and Goal Setting meeting where they developed a Vision Statement, five strategic outcomes, and several priority initiatives.

The City's Vision Statement is "Yuma is a thriving, safe and prosperous community with opportunities powered by innovation, partnerships, collaboration and robust education – a unique place that all generations are proud to share."

The Mayor and City Council held a second Goal Setting Session on February 23, 2021 in order to best align the work of the organization with the City Council's Vision, Strategic Outcomes and Priorities. At that meeting staff presented on potential initiatives to be incorporated into the City Council's priorities, which the Council had previously adopted formally in December of 2020.

The following five Strategic Outcomes and Priority Initiatives, as designated by Mayor, Council and City staff, are included in the updated Strategic Plan:

1. **Safe and Prosperous** - *Yuma is a safe and prosperous City that supports thriving businesses, access to education, and multi-generational opportunities.*

**City Council Priority Initiatives**

- Update zoning regulations
- Boost right-sized economic development effort
- Support Yuma Multiversity Campus effort

- Focus on sites for industry growth – identify five sites
- Focus on distribution industries
- Pursue widening US 95 to YPG
- Enhance coordination with the private sector
- Increase Downtown use and visibility
- Tie 4th Avenue to the Downtown area

#### **Proposed Initiatives from Staff**

- Community Development Code Update of the 2018 Plumbing, Fuel Gas, Mechanical and the 2020 National Electric Code
- Update the General Plan
- Desert Dunes Expansion
- Update Utility Codes
- Implement an Intelligent Transportation System

- 2. Active and Appealing** - *Yuma plans and leverages its natural resources, public spaces and cultural amenities to support an active and appealing community.*

#### **City Council Priority Initiatives**

- Build park facility on the East Mesa
- Develop a plan for and support Riverfront development
- I-8 visual improvements
- Revitalize the Kennedy Skate Park

- 3. Connected and Engaged** - *Yuma is connected and engaged through active communication, forward-looking partnerships, and ongoing public involvement.*

#### **City Council Priority Initiatives**

- Develop additional broadband infrastructure projects
- Joint K-20 education opportunities; particularly for STEM

#### **Proposed Initiatives from Staff**

- Provide online public document portal
- Transition to “Invoice Cloud”
- Build City owned fiber optic network infrastructure

- 4. Unique and Creative** - *Yuma is a unique and creative community, built on our shared history, sense of place, and civic pride.*

#### **City Council Priority Initiatives**

- Support Spaceport as a hub for science and regional attraction

#### **Proposed Initiatives from Staff**

- Bring ambulance billing in-house
- Deploy Intranet to improve internal communications
- Update contractor self-inspection program for lath, drywall, roof nailing

- 5. Respected and Responsible** - *Yuma is a trusted steward of City resources, relied upon to provide premier services and regional leadership.*

#### **City Council Priority Initiatives**

- Issue a bond or seek a voter approved tax to fix the PSPRS shortfall

- Prioritize Public-Private Partnerships (P3)
- Keep taxes low and relevant to residents desire for services

**Proposed Initiatives from Staff**

- Provide competitive benefit and compensation plans to be an employer of choice
- Update the General Plan and identify where development will occur
- Expansion of Police Academy

Administration recommends approval of this Motion Consent item in order to incorporate the proposed initiatives from staff and update the City's Strategic Plan.

FISCAL REQUIREMENTS	CITY FUNDS:	\$0.00	BUDGETED:	\$0.00
	STATE FUNDS:	\$0.00	AVAILABLE TO TRANSFER:	\$0.00
	FEDERAL FUNDS:	\$0.00	IN CONTINGENCY:	\$0.00
	OTHER SOURCES:	\$0.00 \$0.00 \$0.00	FUNDING FOR THIS ITEM IS FOUND IN THE FOLLOWING ACCOUNT / FUND / CIP: \$0.00	
	TOTAL:	\$0.00		
	FISCAL IMPACT STATEMENT:			
ADDITIONAL INFORMATION	SUPPORTING INFORMATION NOT ATTACHED TO THE CITY COUNCIL ACTION FORM THAT IS ON FILE IN THE OFFICE OF THE CITY CLERK:			
	1. 2. 3. 4. 5.  IF CITY COUNCIL ACTION INCLUDES A CONTRACT, LEASE OR AGREEMENT, WHO WILL BE RESPONSIBLE FOR ROUTING THE DOCUMENT FOR SIGNATURE AFTER CITY COUNCIL APPROVAL?  <input checked="" type="radio"/> Department <input type="radio"/> City Clerk's Office <input type="checkbox"/> Document to be recorded <input type="checkbox"/> Document to be codified			
SIGNATURES	CITY ADMINISTRATOR:		DATE:	
	Philip A. Rodriguez		4/14/2021	
	REVIEWED BY CITY ATTORNEY:		DATE:	
	Richard W. Files		4/13/2021	
RECOMMENDED BY (DEPT/DIV HEAD):		DATE:		
WRITTEN/SUBMITTED BY:		DATE:		