

MAYOR AND CITY COUNCIL

2021

EL MIRAGE CITY HALL

STRATEGIC PRIORITIES



City of
EL MIRAGE

Arizona

GRAND HERITAGE, BRIGHT FUTURE!

Mission

To protect and enhance the quality of life through leadership, partnerships, and the efficient delivery of outstanding service to our diverse community.



Values

The City of El Mirage is committed to:

- Transparency;
- Fiscal Responsibility;
- Environmental Stewardship;
- Community Engagement; and
- Excellence in all we do.

Vision

To embrace progress while respecting El Mirage's grand heritage.



Commercial Revitalization

El Mirage is dedicated to helping businesses succeed. Developing strategies to boost economic activity, spur commercial development, redevelopment and retail entrepreneurship is a top City Council priority.



Goal

To promote reinvestment in commercial corridors.

Objective 1.1

Actively work with stakeholders to develop a revitalization strategy for commercial areas along Dysart and El Mirage Roads, and US 60 (Grand Avenue), with special emphasis on NW Grand Frontage, W. Thunderbird and W. Thompson Ranch Roads.

Objective 1.2

Develop a plan to improve roadway access for businesses along Thunderbird Road to encourage development of empty commercial lots.

Objective 1.3

Connect business owners and aspiring entrepreneurs with key business partners that support small business development.



Community Engagement

The purpose of community engagement is to empower our residents to influence decisions that shape our City and quality of life.

Awareness and interaction between residents and City representatives can have a powerful impact on public confidence, understanding local government, and awareness of the decision-making process by elected and appointed officials.



Goal

El Mirage is committed to strengthening communication and engagement with our community by: improving access to timely and accurate information about the City and the services we provide; providing easy and meaningful ways to engage with the City; and promoting transparency in the City's decision-making processes.

Objective 2.1

Create and conduct annual survey that includes resident service-delivery satisfaction metrics that will allow the City to quantify success on strategic goals and performance.

Objective 2.2

Continue a consistent public relations program to educate and inform El Mirage residents, visitors, business owners and others; explore additional resources to provide enhanced communications and outreach in the form of more original content and improved social media engagement; use multiple means of communication to ensure that as many residents as possible are reached, such as offering messages in English and Spanish.

Objective 2.3

Connect people and bring life and energy to parks and facilities through vibrant programs, events and recreation opportunities for residents of all ages, abilities and interests.



Image Enhancement

The image of a community is fundamentally important to its economic well-being and contributes to its reputation. While El Mirage is beloved by residents, past challenges impact perception and detract from our present reality.

Enhancing our image will build resident confidence in public safety, encourage private investment, and promote a positive sense of community identity.



Goal

Strengthen the City image by focusing resources on improving the overall appearance of the City to enhance the community's reputation with visitors and make it easier to attract residents and businesses.

Objective 3.1

Promote safe, healthy, and well-maintained neighborhoods by educating residents on property maintenance standards and a proactive code enforcement program.

Objective 3.2

Ensure that people feel safe in their homes and neighborhoods by improving public safety through the effective and efficient delivery of law enforcement, fire, medical and judicial services.

Objective 3.3

Create a Recognition Award program to recognize El Mirage residents, organizations and businesses whose efforts and achievements foster civic pride, promote the City's heritage, encourage public service and significantly contribute to the development of El Mirage.

Objective 3.4

Increase media engagement by providing consistent, proactive news releases and public service announcements to achieve accurate coverage and provide timely responses to media inquiries and requests.



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

Invest in infrastructure preservation and replacement across El Mirage to maintain the current level of service and the reliability of capital assets, while providing timely and cost-effective replacement options.

Objective 4.1

Completion of the new El Mirage Public Library, an adaptive reuse project which transforms the former Fire Station.

Objective 4.2

Update the five-year Capital Improvement Plan (CIP) that emphasizes proactive prioritization of projects and alignment of delivery commitments within our funding and resource capacity.

Objective 4.3

Completion of Dysart Road improvements.

Objective 4.4

Commission a comprehensive 20-year master plan that outlines the City's space and facility needs for each municipal department, accounting for future operations.

