



**PUBLIC NOTICE
THE ELOY CITY COUNCIL
Meets
TUESDAY, SEPTEMBER 3, 2024
5:30 PM
ELOY CITY COUNCIL CHAMBERS
595 NORTH C STREET
ELOY, ARIZONA 85131
For a
WORK SESSION**

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Pledge of Allegiance**
- IV. Unscheduled Public Appearances**
- V. Discussion Items**
 - A. Discussion on the 2024 Eloy Strategic Plan
- VI. Adjournment**

POSTED BY 2:00 P.M, THURSDAY, AUGUST 29, 2024, AT ELOY CITY HALL, ELOY POST OFFICE, AND CITY WEBSITE: www.elayaz.gov

THE FACILITY WILL BE OPEN TO THE PUBLIC 30 MINUTES PRIOR TO THE START OF THE MEETING AND SEATING WILL BE AVAILABLE FOR "REASONABLY ANTICIPATED ATTENDANCE."

Mary Myers, MMC, CPM
City Clerk

INDIVIDUALS WITH SPECIAL ACCESSIBILITY NEEDS MAY CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY AT 520-466-9201 OR 520-466-7455 (TDD). IF POSSIBLE, SUCH REQUESTS SHOULD BE MADE 72 HOURS IN ADVANCE. ONE OR MORE MEMBERS OF THE COUNCIL AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

ELOY

ARIZONA

STRATEGIC PLAN

2024 - 2027



INTRODUCTION

As we embark on this strategic journey, we aim to enhance organizational performance, foster innovation, and build upon continuous improvement, accountability, and resilience. Our strategic plan is grounded in our core values: fiscal sustainability, economic vitality, a safe and active community, an innovative and high-performing organization, and robust infrastructure. The primary purpose is to provide a clear, actionable framework that guides our decision-making and ensures we stay true to our principles while pursuing our goals. This strategic plan is a dynamic, flexible tool, allowing us to adapt to changes in the external environment while focusing on our strategic objectives. We invite all stakeholders to join us in this endeavor, as their support and engagement are crucial to our success.



David Malewitz
City Manager

MISSION STATEMENT

The City of Eloy will provide exceptional municipal services and promote a quality environment to enhance our community's prosperity while looking toward the future and embracing our culture.



TABLE OF CONTENTS

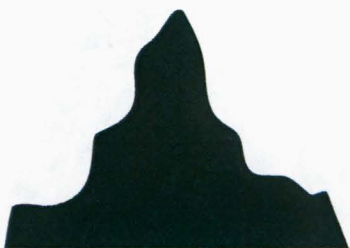
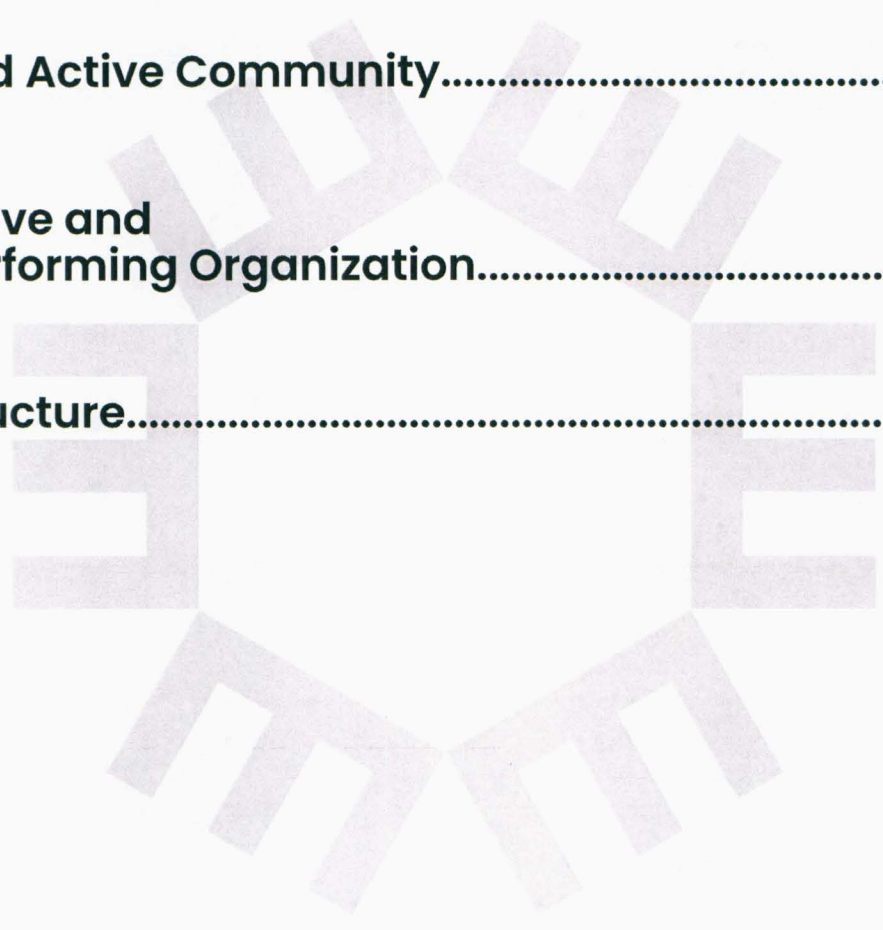
Fiscal Sustainability.....04

Economic Vitality..... 06

Safe and Active Community.....08

**Innovative and
High Performing Organization..... 12**

Infrastructure..... 14



FISCAL SUSTAINABILITY

The City of Eloy will implement innovative, efficient, measurable, and responsible policies and financially sustainable business practices that are transparent, and adaptable, to provide a fiscal position that aligns with current and future community priorities to provide an outstanding quality of life for our residents.

Guiding Principle

1

Demonstrate and provide fiscal responsibility through established financial policies, budgeting practices and financial standards that meet the requirements and benchmarks for financial reporting established by the Governmental Finance Officer Association (GFOA) and the Government Accounting Standards Board (GASB).

Guiding Principle

2

Implement and execute business processes and operational efficiencies to streamline the delivery of governmental services, including the identification of cost of services, cost recovery policies, and performance measurements.

Guiding Principle

3

Implement fiscally sustainable initiatives that allow the city to proactively plan for, recruit, grow and retain top human resources.

Guiding Principle

4

Implement innovative and integrated technology initiatives to support city business processes and customer service.

Guiding Principle

5

Create, pursue, and maintain collaborative partnerships to maximize city resources and serve our residents.

Guiding Principle

6

Enhance and protect existing revenue sources while continuously exploring new and diverse options to ensure the city can adapt to changing economic conditions.

FISCAL SUSTAINABILITY



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Resource Evaluation	Evaluate resources needed for parks, roads, blight abatement, and other city priorities.	Finance/City Manager's Office	FY25
Grant Collaboration	Identify grant collaboration opportunities.	Finance	FY25
Capital Improvement Program Improvements	Evolve the CIP process and priorities to align with community needs and available funding.	Finance	FY26
Fee Analysis	Review city fees based on cost of service and fee recovery rate	Finance	FY25
Reserve/ Fund Balance Policy	Evaluate current policy for any adjustment based on GFOA standards	Finance	FY26
Utility Rate Study	Review rates for utilities for cost recovery	Finance/Public Works	FY25
Landfill Rate Study	Review rates for Landfill for cost recovery	Finance/Public Works	FY25
Airport Rate Study	Review rates at Airport for cost recovery	Finance/City Manager's Office	FY25
Impact Fee Study	Update Impact Fees (IIP)	City Manager's Office	FY27

ECONOMIC VITALITY

The City of Eloy will maintain its unique culture and identity while seeking diverse and high-quality development that supports the community's economic sustainability. The city will implement economic development programs and strategies that recognize that the quality of life for our residents is also key to our economic success.

Guiding Principle

1

Ensure city services are continually streamlined, efficient, customer focused and responsive to support appropriate residential and business growth, and the long-term success of existing local businesses and residents.

Guiding Principle

2

Continually update and refine the long-range planning activities using the General Plan and other documents which incorporate resident and stakeholder input to provide a roadmap for overall economic development, infrastructure, and budget planning.

Guiding Principle

3

Target economic development pursuits that encourages quality employers and commercial enterprises that build a strong, healthy, and vibrant community.

Guiding Principle

4

Nurture and support existing businesses and entrepreneurial efforts in the city.

Guiding Principle

5

Foster business investment through streamlined processes, innovation, and ongoing partnerships.

Guiding Principle

6

Employ balanced housing strategies that target a wide variety of options (e.g., types, price ranges, sizes, ownership/rental, and styles) through strategic partnerships and enhanced ordinances/policies.

ECONOMIC VITALITY



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Airport Master Plans	Develop 10-year plan airport	City Manager's Office	FY25
Airpark Master Plan	Develop specific area plan	Community Development	FY27
Economic Development Master Plan	Develop comprehensive operational plan	Economic Development	FY26
Streamline Development Approval Process	Implement best practices for streamlining development approval process	Community Development	FY25
Business Resource Hub	Evaluate developing portal to assist businesses looking to locate in Eloy	Economic Development	FY25
Blighted and Neglected Properties	Evaluate best practices in Arizona and Nationally for address and removing blighted and neglected buildings	Community Development	FY26
Way Finding	Design and construct way-finding signage	Public Works	FY27

SAFE AND ACTIVE COMMUNITY

The City of Eloy will continue to evolve and provide public safety services and, recreational programs and events that sustain our unique, and authentic community. Our community can come together to celebrate and preserve its culture while enhancing its quality of life. Sustainable relationships with the community will be cultivated through resident and business engagement, outstanding customer service, with clear and accessible communication.

Guiding Principle

1

Continually strengthen public safety services, community relationships and, develop innovative programs that ensure a safe community thru best practices.

Guiding Principle

2

Enhance the parks, trails, community facilities, heat mitigation strategies, public art programs and amenities within our community to further the quality of life.

Guiding Principle

3

Support and create public/private partnerships with community organizations.

Guiding Principle

4

Ensure community engagement through continuous focused outreach and strategic utilization of various communication methods.

Guiding Principle

5

Foster city wide initiatives, policies and city codes that support a clean, well-maintained, and sustainable community.

Guiding Principle

6

Promote and support diverse recreational activities and events that serve all ages, abilities, and interests.

SAFE AND ACTIVE COMMUNITY



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

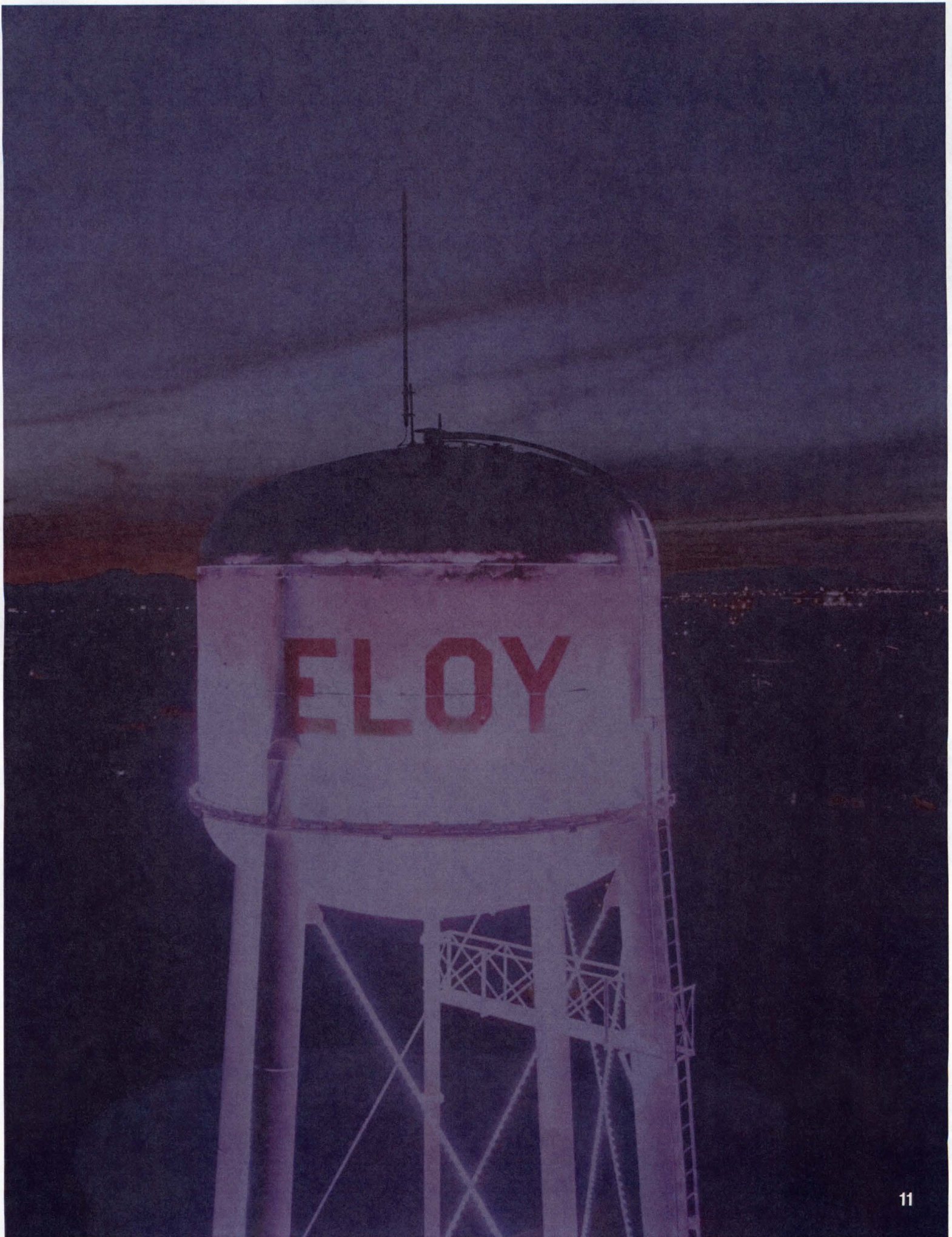
ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Community Service Officers	Evaluate program to supplement police staffing issues on low priority activities	Police	FY26
Community Policing	Evaluate best practices for community policing in Eloy	Police	FY25
Police Department Growth Analysis	Conduct growth analysis	Police	FY26
Public Safety Surveillance Cameras	Install cameras in selected locations	Police/Public Works	FY26
Police Technology Upgrades	Computer Aided Dispatch (CAD, Records Management System (RMS), and Mobile CAD System	Police	FY26
Parks Master Plan	Develop plan for parks and open space	Community Services	FY27
Evaluate Dust Bowl parcel for future use	Once removed, highest and best use for the parcel	Community Development	FY26
General Plan Update	Conduct and release to voters the General Plan update	Community Development	FY27/28
Playground Equipment Replacement	Shumway Park Playground Equipment Replacement	Community Services	FY26

SAFE AND ACTIVE COMMUNITY



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Playground Equipment Replacement	North Toltec Park Playground Equipment Replacement	Community Services	FY27
Outside Fitness Court	Site and construct an outside fitness court	Community Services	FY27
Multi-use sports complex	Site a multi-use sports complex - PHASE I	Community Services	FY27
Animal Control Services	Design plan for a sustainable animal control program	Police	FY25



INNOVATIVE AND HIGH PERFORMING ORGANIZATION

The City of Eloy is committed to providing outstanding and valuable services to its employees through fostering an inclusive culture and a safe working environment that attracts and retains a positive, high performing and engaged workforce.

Guiding Principle

1

Prioritize the well-being and safety of team members by ensuring a culture that creates a physically and psychologically safe and supportive environment for all to thrive.

Guiding Principle

2

Create and maintain a culture of ownership and empowerment. Ensure employees have the necessary resources to perform their roles and provide excellent, effective, and efficient customer service.

Guiding Principle

3

Create a professional, value-oriented, accountable, and responsive work environment with opportunities for mentoring, coaching, education, advancement, and job fulfillment.

Guiding Principle

4

Foster opportunities and programs that support professional development and employee engagement for continuous learning and growth.

Guiding Principle

5

Implement initiatives that enhance communication, collaboration, and transparency for city employees.

Guiding Principle

6

Establish clear expectations for all employees and volunteers of the city. Develop training, systems, policies and procedures that continuously improve governance and teamwork between the City Council, the City Manager, the Senior Management Team, City staff, volunteers, committees and commissions that maintain the highest standards of integrity and ethics.

INNOVATIVE AND HIGH PERFORMING ORGANIZATION



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Gallup Q12 Survey	Evaluate program to supplement police staffing issues on low priority activities	Human Resources	FY26
Compensation and Benefit Study	Comprehensive compensation study based on comparable rural communities' best practices and the local and Phoenix Market – step programs?	Human Resources	FY27
Vision Statement	Update the overarching statements to reflect the future of the organization	City Manager's Office	FY26
Customer Service Training	Organization wide customer focused training	Human Resources	FY25
Succession Planning	Develop a succession program for city leadership	Human Resources/City Manager's Office	FY26

INFRASTRUCTURE

The City of Eloy will strategically plan, implement, and maintain current and future infrastructure and facilities which support the community's quality of life and economic viability to protect our environment.

Guiding Principle

1

Follow best practices to maintain the efficiency and operability of existing underground and aboveground infrastructure and facilities.

Guiding Principle

2

Identify programs and technologies that capture information and resources to promote data-driven decision making. Optimize practices to ensure the reliability of existing infrastructure and facilities.

Guiding Principle

3

Continue long-term planning, prioritization and investment strategies for future infrastructure and facilities that improve the quality of life for the community while being affordable and sustainable.

Guiding Principle

4

Optimize responsible sanitation, water, wastewater and storm water management policies and practices.

Guiding Principle

5

Optimize, support and create public/private partnerships with external utility providers to enhance and maintain the quality of life for our residents.

INFRASTRUCTURE



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Assured Water Supply Scenarios	Develop options for potential loss of assured water supply	Public Works	FY27
Preventative Maintenance Program	Develop a Preventative Maintenance Program city facilities	Public Works	FY27
Water Treatment Facilities Evaluation	Evaluate existing infrastructure to meet regulations	Public Works	FY27
Weather reporting equipment (AWOS)	Design and construct AWOS at airport	Public Works	FY26
Windcone and Segmented Circle Relocation	Design and construction of Windcone and Segmented Circle Relocation	Public Works	FY26
Sunland Visitor Center Fencing	Installation of Perimeter Fencing at the Sunland Visitor Center/Museum	Community Services	FY26
Troy Thomas Center Improvements	Multi-year improvement plan	Community Services	FY26
Parking Lot Improvements	Park/Facility parking lot multi-year improvements	Community Services	FY27
PD Training Facility Improvements	Police Department training facility multi-year building improvements	Public Works/Police	FY26

INFRASTRUCTURE



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
PD Range Improvements	Police Department Firearms Range Improvements	Public Works/Police	FY26
Median Improvements	Shedd Road	Public Works	FY25
Sewer Line Expan. Sec. E	11 Mile Corner Road	Public Works	FY25
Sewer Plant Expansion	Plant to 11 Mile Corner Road (Private Property) - Section E	Public Works	FY25
Sewer Collection Infrastructure	New lift station and collection system for economic development area C	Public Works	FY27
Sewer line replacement	Under RR tracks at Battaglia Rd from Davidson Blvd to the WWTP – 2 yr project	Public Works	FY27
Design Sewer Main Extension	Sewer Main Extensions in Toltec Area – PHASE I	Public Works	FY27
Lift Station	Love's Sewer Lift Station	Public Works	FY26
Lift Station	Toltec Sewer Lift Station	Public Works	FY27

INFRASTRUCTURE



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Intersection Improvement	Frontier and Main Street – PHASE II (CDBG Grant)	Public Works	FY25
Drainage Study	Toltec Area	Public Works	FY27
Roadway Realignment	Papago Street between Roble Circle and Golden Street	Public Works	FY25
Drainage Improvements	Eloy Industrial Park	Public Works	FY26
Design Sunland Gin Roadway Improvement (4yr)	Sunland Gin Reconstruction and Widening between Interstate 10 and Hanna Road	Public Works	FY27
4 year Intersection Project	Sunland Gin Rd and Arica Rd Intersection PHASE I thru III	Public Works	FY27
Phoenix Avenue Landscape Improvements	Design Phoenix Avenue Landscape Improvements - PHASE I – 2 yr project	Public Works	FY27
Main Street Streetscape Design	Design Main Street Streetscaping PHASE I - 2 yr project	Public Works	FY27
Design New Groundwater Well	Design New Groundwater Well – PHASE I – 4yr project	Public Works	FY27

INFRASTRUCTURE



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Design New Water Well	New Well to Serve Economic Development Area C with Connecting Line	Public Works	FY27
Design Water Line Extension	Water Line Extension to Loop Sunland Gin system - Section B	Public Works	FY27
Design Water Line Extension	Water Line Extension - Nelson Farm Road from Sunland Gin Road East 1/4 Mile - Section B	Public Works	FY27
Water Service Line Inventory	Conduct an inventory of existing water lines	Public Works	FY26
Construct Water Line Extension	Airport Waterline Extension - Construction	Public Works	FY25
Construct Water Line	3rd Place Water Line Extension	Public Works	FY27
Locate All Existing Waterlines	Water Line Locate - PHASE I & II - 3yr project	Public Works	FY27
Construct Nitrate Treatment Facilities	Nitrate Treatment Facilities at WWTP - 3yr project	Public Works	FY27
Airport Water Well	Design and construct a new water well and connecting line at Airport	Public Works	FY27

INFRASTRUCTURE



CITY OF ELOY, ARIZONA
2024-2027 STRATEGIC PLAN

ACTION ITEM	DESCRIPTION	LEAD DEPARTMENT	TIMEFRAME
Design new water line - Tryon Ave	Tryon Avenue Water Line - 2yr project	Public Works	FY27
Houser Road water line	Evaluate waterline options to serve the area.	City Manager's Office/Public Works	FY25

ELOY

ARIZONA



WWW.ELOYAZ.GOV

