

City of Avondale Council Retreat

September 11, 2020



A PART OF



Agenda

- ▶ Welcome, Introductions, Process Overview
- ▶ Review Input
- ▶ Strawman Strategic Framework
- ▶ Council Priorities
- ▶ Closing



Review Input



Summary of Engagement

- ▶ City Council
 - ▶ Interviews
 - ▶ Survey
- ▶ Community Summit (~30 participants)
- ▶ Interviews with City Manager's Office and Department Heads



City Council

True Today

- ▶ Welcoming, family friendly community
- ▶ Safe and diverse city
- ▶ Sense of place, with great neighborhoods, a small-town feel, and historic roots
- ▶ Thriving businesses and diverse living opportunities
- ▶ High level of service and infrastructure maintenance
- ▶ Good Staff

True in 10 Years

- ▶ Residents will have more restaurants and entertainment opportunities, and know what's going on in the community
- ▶ Be more connected to other communities with high quality transportation options
- ▶ Have diverse employment and industry
- ▶ Be resilient and focused on environmental stewardship, strong infrastructure
- ▶ Develop services to better support the homeless population, and will support affordable housing



City Council (cont.)

Big Issues Facing Avondale

- ▶ Growth (traffic flow, infrastructure to support, specific areas)
- ▶ Staffing and workforce
- ▶ Support for the homeless population
- ▶ Varied development opportunities
- ▶ Public safety
- ▶ Affordable housing



City of Avondale Community Summit

We RELY on AVONDALE for...



for...

PLAN for HOMELESS

SAFE & ENJOYABLE PLACE to LIVE

GROWTH PLAN

FIRE & POLICE PROTECTION

MORE BOOKS at LIBRARY

SAFE ROADS

CARE for ALL RESIDENTS

the STRATEGIC INITIATIVES



KEEP the COMMUNITY INVOLVED

true TODAY...

- WATER
- OPEN SPACE
- QUIET
- FESTIVALS
- SAFE
- GREAT COUNCIL and STAFF
- NASCAR
- SMALL TOWN FEEL
- AFFORDABLE

true in 10 YEAR

- MORE JOBS in WEST VALLEY
- MASS TRANSIT
- IN-FILL & STAGNATE VACANCIES ADDRESSED
- CHILDREN WILL LIVE BETTER
- PLAN to SOLVE HOMELESSNESS
- MALL & WHOLESALE GROCERY
- SOUTH VALLEY PARK



The Novak Consulting Group

A PART OF RAFTELIS

August 27, 2020

Community Summit

True Today

- ▶ Sufficient water supply and open space
- ▶ Approachable City staff and Council
- ▶ Safe, community feel
- ▶ Great amenities for all ages
- ▶ Sustained growth
- ▶ Reasonable cost of living
- ▶ Well-maintained, clean city

True in 10 Years

- ▶ More mass transit
- ▶ Expanded affordable housing
- ▶ Great jobs in the West Valley
- ▶ Robust programs to address homelessness
- ▶ More diverse businesses and employment opportunities
- ▶ Unique entertainment opportunities



City Staff

Big Issues Facing Avondale

- ▶ Continued growth, economic development, and diversification of employment sectors
- ▶ Ensuring safety and timely response to emergencies
- ▶ Opportunities for a mixed-use entertainment district
- ▶ Development of outdoor amenities
- ▶ Focus on developing partnerships and regional resources
- ▶ Attracting resources and talent to build a quality community
- ▶ Maintaining and expanding transportation and other infrastructure
- ▶ Shifting needs as a result of COVID-19



Foster Sustainable Community Development

Avondale is committed to creating a sense of place, a community of residents and local businesses unified by pride and common values.

Council

- ▶ Reword to:
 - ▶ Foster Sustainable Neighborhood and Community Development
 - ▶ Engage Community Pride
- ▶ Definition:
 - ▶ Should “sense of place” be “sense of pride”?
 - ▶ What are the “common values”?

Community Summit

- ▶ Affordable Housing is a concern
- ▶ Need to be thinking about being built out - and what that means for the City
- ▶ Important to keep up with the infrastructure, human services, etc.
- ▶ We should consider bringing events to the Old Town to support the small businesses in that area



Create & Support Diverse Recreation & Entertainment Opportunities

Avondale provides residents with the ability to connect with amenities, businesses and their community, enhancing the opportunity to live, work and enjoy a healthy lifestyle

Council

- ▶ Reword to:
 - ▶ Enhance Recreation and Entertainment Opportunities

Community Summit

- ▶ Have seen evidence of the investment in our parks, and appreciate that all the parks are being focused on equally
- ▶ Appreciative of community resources (colleges, libraries, etc.)
- ▶ Would like opportunities for amenities in existing communities (apart from just what the HOA provides)



Advocate for and Support Community-Oriented Lifelong Learning Opportunities

Avondale will continue to foster an environment where education is a defining value and learning opportunities abound for residents of all ages

Council

- ▶ Strategic Initiative - Reword to:
 - ▶ Community Supported Lifelong Educational Opportunities
- ▶ Definition - Reword to:
 - ▶ Avondale will foster pipeline to employment and will influence youth and adult education

Community Summit

- ▶ Community resource centers should be programed to provide access to a large spectrum of learning opportunities
- ▶ Support having resources dedicated to caring for our young and our seniors
- ▶ Electronic libraries or programs that some seniors can join; social opportunities here - rather than just learning out of a book
- ▶ Focus Read On Avondale and expanding community partners in early childhood education



Encourage and Support Creative Innovation in Development and Service Delivery

The City will continue to serve as a model of innovative, efficient and responsive government

Council

- ▶ How can residents be part of the innovation?
- ▶ Is this understandable for the general public?
- ▶ Reword to:
 - ▶ The City will investigate all avenues to innovate, be efficient and deliver responsive government.

Community Summit

- ▶ Great City Staff! City staff are very impressive!
- ▶ Need plans for inclusion so everyone has an opportunity to participate in things that are available.
- ▶ Want more communication and collaboration between groups - can the City provide assistance/resources to HOAs?



Create a Connected Community

The City will work directly and closely with our citizens to devise and implement programs that work.

Council

- ▶ Best way to do this is to keep all citizens informed and updates on what is going on in the city.
- ▶ Definition - reword to:
 - ▶ The city will provide many resources to engage our citizens and provide programs for all stages of growth

Community Summit

- ▶ SR-30 connection from 303 to 202 - how will this impact life in Avondale?
- ▶ WiFi availability - fiberoptics, infrastructure for internet connection, public space wifi
- ▶ Mass transit - additional / expansion on current bus system, lightrail, taxis/ubers
- ▶ Support neighborhood gatherings to help foster connectivity



Strawman Strategic Framework



Strategic Framework

Existing Strategic Initiatives

- ▶ Foster Sustainable Community Development
- ▶ Create & Support Diverse Recreation & Entertainment Opportunities
- ▶ Advocate for and Support Community-Oriented Lifelong Learning Opportunities
- ▶ Encourage and Support Creative Innovation in Development and Service Delivery
- ▶ Create a Connected Community

Proposed Strategic Outcomes

- ▶ Creative and Sustainable Community Development
- ▶ Diverse Recreation and Entertainment Opportunities
- ▶ Community-Oriented Lifelong Learning Opportunities
- ▶ Innovative Program and Service Delivery
- ▶ Connected Community
- ▶ Public Health and Safety
- ▶ Natural Resources and Open Spaces



Creative and Sustainable Community Development

- ▶ Existing and Proposed
 - ▶ Avondale is committed to creating a sense of place, a community of residents and local businesses unified by pride and common values.



Diverse Recreation and Entertainment Opportunities

- ▶ Existing

- ▶ Avondale provides residents with the ability to connect with amenities, businesses and their community, enhancing the opportunity to live, work and enjoy a healthy lifestyle.

- ▶ Proposed

- ▶ Avondale provides residents with the ability to connect with amenities, businesses and their community, enhancing the opportunity to live, work and enjoy a healthy, active, and affordable lifestyle.



Community-Oriented Lifelong Learning Opportunities

- ▶ Existing and Proposed
 - ▶ Avondale will continue to foster an environment where education is a defining value and learning opportunities abound for residents of all ages.



Innovative Program and Service Delivery

- ▶ Existing

- ▶ The City will continue to serve as a model of innovative, efficient and responsive government.

- ▶ Proposed

- ▶ Avondale will continue to serve as a model of innovative, efficient and responsive government.



Create a Connected Community

- ▶ Existing
 - ▶ The City will work directly and closely with our citizens to devise and implement programs that work.
- ▶ Proposed
 - ▶ Avondale will work directly and closely with our communities to develop programs and infrastructure that connect residents to the city's resources, the region, and each other.



Support Public Health and Safety

- ▶ Proposed

- ▶ Avondale is a city where all people feel safe and secure, relying on trusted public and community-based safety resources.



Protect Natural Resources and Open Spaces

- ▶ Proposed
 - ▶ Avondale recognizes the value of its natural resources and promotes environmental sustainability and conservation in its operations and activities.



Council Priorities



Inventory Council Priorities



Sustainable Community Development



Diverse Recreation and Entertainment Opportunities



Community-Oriented Lifelong Learning Opportunities



Innovative Program and Service Delivery



Connected Community



Public Health and Safety



Natural Resources and Open Spaces



Thank you!

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