

City of  
Casa Grande

# FY21 ACTION PLAN REVIEW

DECEMBER 2020

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# QUALITY OF LIFE

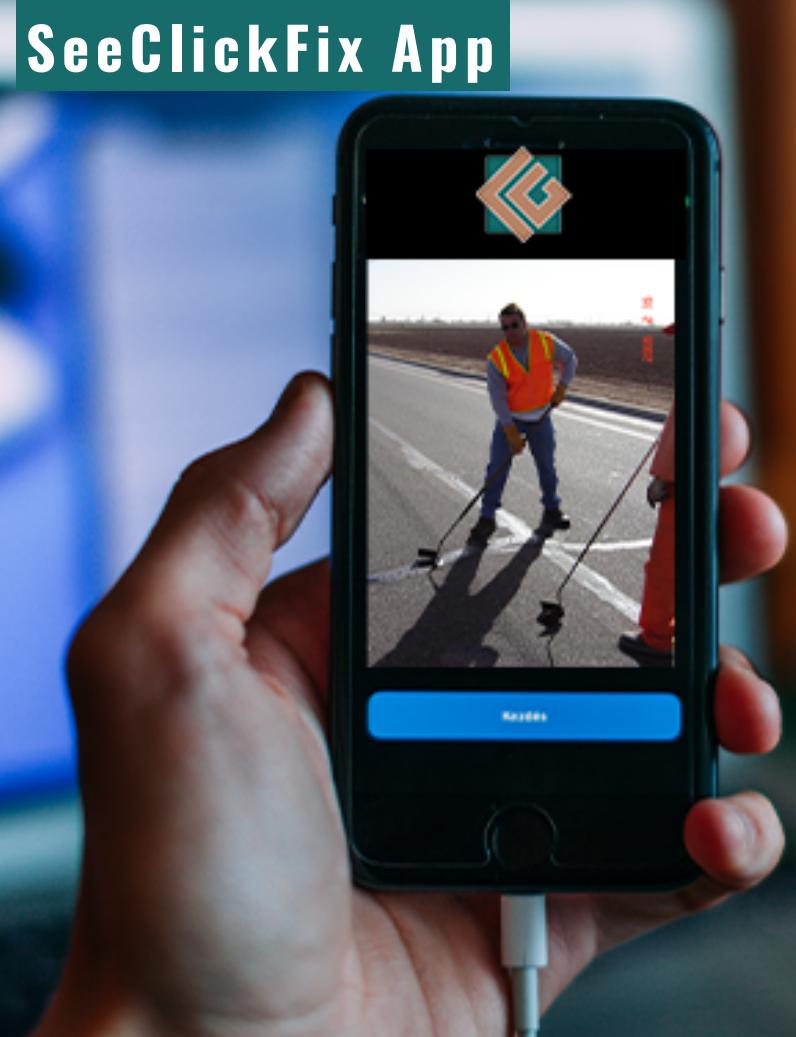
**Allocate 5% of the City's General Fund resources to blight removal and improvement over 5 years (1% per year)**

- The Police Department replaced Mobile 311 request for service with the the City-integrated SeeClickFix app.
- Graffiti reports on SeeClickFix have increased by 3%
- The Police Department abated 325 graffiti locations and has removed 420 unclaimed shopping carts from around the community.
- Public Works is in the process of designing streetlight installations within Cottonwood Gardens as well as sidewalk & ADA ramps for West park along 11th St.
- The City Clerk is partnering with several art agencies and has allocated \$180,000 to beautify the Casa Grande union pacific railroad underpass.

**GRAFFITI ABATEMENT**



## SeeClickFix App



**ELLIOT PARK**

- Community Services completed updates to Elliot Park, including the addition of a new ramada, shaded playground, parking lot and ADA connected sidewalks.
- Public Works completed the southside CDBG project including ADA compliance issues and connecting Elliot and Nutt parks.
- City Staff will continue to address situations of illegal dumping and clean-up of unsightly homeless encampments.

## COMMUNITY REC CENTER SIGN



### COFFEE WITH A COP

## QUALITY OF LIFE

- Planning and Development will continue efforts to keep The Shonessy House and Casa Grande Hotel free of weeds, debris, and homeless occupancy. \$10,000 in direct abatement is budgeted in FY21 for this effort.
- Planning and Development has allocated \$70,000 in direct abatement budgeted for blight removal across southside, eastside, and westside neighborhood areas.
- Staff will organize and support a minimum of three neighborhood clean-up events.
- Landscape Code will be revised in 4th Quarter of FY21

### Increase positive citizen interaction

- SeeClickFix, the City's new reporting and workorder tool was fully implemented and City staff have responded to over 50,000 requests utilizing this system since roll out in August of 2019.
- The Police Department has continued community focus on the South Side, participating in Coffee with a Cop events, Watch Your Car Program, walking beat details.
- The Police Department completed and presented the CG PD historical display at CG Museum.
- Public Works initiated and maintains a Facebook page to promote transparency and receive feedback from residents.

# QUALITY OF LIFE

## Construct and improve quality of life infrastructure and facilities

- Community Services continued playground equipment replacement with the most recent target being the Paul Mason Sports Complex.
- Community Services expanded bandwidth at the Library and Recreation Center.
- The 5-year trail system connection plan was approved. \$611,000 in CIP funding and an additional \$70,000 in CDBG funding has been allocated with construction anticipated for March 1st 2021.

## Access to internet for 100% of citizens by 2021

- Staff is working with Cox Communications to provide Wi-Fi at various City locations.
- Community Services expanded bandwidth at the Library and Recreation Center.
- Staff is working with MitreLink to supply low-cost internet for students and extend W-Fi capabilities throughout the City.



# HEALTHY & SAFE COMMUNITY

## Increase citizen's sense of security

- The Police Department became NIBRS certified which allows the department to retrieve and analyze more accurate statistics to combat crime.
- The Police Department has changed from DDACTS to The Beat Team. This new initiative will unify patrol officers working common beats, further enriching community policing efforts.
- The Police Department is working with City Court to establish a prisoner processing area in their jail which will save officers time, improving officer response time for service.
- Staff initiated several COVID-19 related relief efforts including the CG Cares small business assistance program and PPE reimbursement program.
- Staff is in the process of adding Secured entryways at City Hall for enhanced security and to provide additional barriers for social distancing and limit congregating in the main lobby.
- Staff is developing plans to install kiosks at several City owned facilities using CDBG funds. These kiosks will allow residents to access various City based account features, further promoting social distancing and ease of access for citizens.





## CASA GRANDE LEADERSHIP ACADEMY

# FISCAL RESPONSIBILITY

**Develop a plan to have 100% of the benchmarked job positions mid-point of the salary range to be competitive with the market**

- Market comparative analysis was reviewed and approved by the City Council.
- Comprehensive employee classification and compensation study was launched in July. The study will result in recommendations to adjust assigned pay ranges based on competitive compensation data.
- All employee position descriptions will be updated based on employee, supervisor, and market input.
- Provisions have been made to implement these recommendations in January 2021.



# FISCAL RESPONSIBILITY

Analyze and evaluate 5 programs or services a year to ensure efficiency/effectiveness against the private sector

- Community Services evaluated parks and landscape maintenance.
- Finance evaluated accounts payable/accounts receivable.
- Public Works thoroughly evaluated alternatives and fiscal viability of the City's recycling program. Staff continues to search for a fiscally sustainable recycling program.
- Biosolid disposal from the water reclamation facility was evaluated. Hauling contract was put out to bid to ensure lowest competitive pricing.

CASA GRANDE  
LIBRARY



# MARKETING

Create an image of the City that residents rate favorably

- City PIO Team is drafting an editorial plan for "telling the City's Story" through traditional and digital media platforms.
- City PIO and Economic Development Teams have contracted the vendor to develop the next edition of the Growing Horizons Magazine and are actively engaged in content/design.

Increase presence on City's social media sites

- As of early Fall 2020, City PIO now streams major meetings and events on YouTube and Facebook live which increases opportunities for residents to engage.

Create an image of the City that businesses rate favorably

- Staff continues to host roundtable events.
- Staff continues to participate in local and regional stakeholder interest meetings.

2020 CENSUS  
OUTREACH



# ECONOMIC OPPORTUNITIES

## Identify and fund a transit plan within 5 years

- Public Works staff is working to secure funding to update and expand upon the transit plan and is exploring federal funding opportunities

## Implement traffic plan to improve travel system on major arterials by 25%

- Construction of interim traffic signals at McCartney and Peart & Thornton and Peters has been completed.
- Staff reconfigured traffic detection along Trekkell Road to provide increased metrics on counts and turning movements.
- Staff generated travel-time data for Florence Blvd through use of the Public Works Acyclica detection system.
- Successfully interconnected 5 signals along Trekkell Road and Florence Blvd as a demonstration project.
- An initial traffic management center has been installed at the NOC to remotely manage and maintain traffic signal equipment.
- Florence St. & Main Ave project is near completion, this is the initial phase of improvements to Florence St.
- Extended left-turn bay on Trekkell N of Cottonwood.

## Update City's General Plan

- Draft 2030 General Plan completed 1st Quarter of FY21.

## FLORENCE ST. & MAIN AVE IMPROVEMENTS



# ECONOMIC OPPORTUNITIES

## Implement automated plan submittal & inspection process

- Automated application submittal and electronic plan review program to be launched for all single-family home permits in 2nd Quarter of FY21.
- Online inspection program to be completed and launched in 2nd quarter of FY21.
- Evaluation of the appropriate scope and application of the Self-Certification program to be completed by 4th Quarter of FY21.



## Develop and Implement a Water Resources Plan

- Water Resource Element completed and incorporated into 2030 General Plan
- Landscape code revisions in 4th quarter of FY21 will reflect recommendations of the Water Resource Element.
- Development review process will be revised in 4th Quarter of FY21 to incorporate consideration of water resource impact into land use decisions.



# EDUCATION & WORKFORCE DEVELOPMENT

## Increase the number of students attending post graduate institutions or vocational education

- Staff is working with local institutions to establish and promote construction trades programs within Casa Grande & Pinal County.
- Economic Development is in communications with Build Your Future AZ and looking at establishing potential partnerships to bring more trades programs to Casa Grande.
- Staff is continuing to partner with Achieve Pinal with the establishment of the 3rd grade reading program.
- Staff is continuing the Mayor's reading program via virtual format.



## Place 5 interns within City Departments each year for the next 5 years

- Staff has hired six interns for the High School/College Internship Program. They are serving in the Economic Development, Public Information Office, City Clerk's Office, Community Development Division and Engineering.
- Staff has applied to host a Marvin Andrews Scholar in FY21.



## FAE AND OUR COMMITMENT TO COLLABORATION

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Fundamental Attribution Error (FAE) is a psychological phenomenon by which we make inconsistent assumptions about other people and ourselves. For example, let's say that two people, Bob and Susan, are having the same problem. Bob will look at Susan and attribute the problem to some flaw in her character (she is disorganized, lazy, etc.) But Bob will look at himself and attribute the problem to some set of external factors (he doesn't have time, he doesn't have enough money, etc.) Each person does this and it can be a foundational problem for trust, understanding, and team development.

## HOW CAN FAE UNDERMINE OUR STRATEGIC PLAN

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FAE can cause resentment and damage our ability to work together. It can hinder our productivity and even prevent our success. Understanding that FAE is a normal human behavior, we will be intentional in keeping FAE out of our collaborative conversations.

## WE ARE COMMITTED TO KEEP FAE AT BAY

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Being aware of FAE, we can focus on open communication, teamwork, trust, and self-awareness. We will BIRG (Bask in reflective glory), allowing mistakes and creativity. We will focus on results and accountability rather than debating fault.