



"Inspiring a Vibrant Community"

2019-2020 Cottonwood Strategic Plan

A. Facilitate Economic Growth

1. Create and Maintain a Business Friendly and Customer Focused Community
 - a. Promote and develop policies and procedures that support workforce housing
 - b. Promote and expand business infill and retention opportunities
 - c. Explore opportunities for new industry related to the city's airport
 - d. Partner with local education agencies to promote workforce development
 - e. Evaluate and improve current customer service practices from the customer's perspective
2. Promote and Invest in our Unique Quality of Life
 - a. Develop/Maintain outdoor recreation in a manner that promotes economic growth
 - i. Promote parks, open space, river access, bikeways and trails
3. Improve Infrastructure
 - a. Prioritize investment in Cottonwood's arterial roads to reinforce the brand philosophy
 - i. To include: sidewalks, bike lanes, wayfinding signage, streetscape
4. Solidify Identity of Brand as the HEART of Arizona Wine Country
 - a. Create and implement city-wide logo standard
 - i. Tee-shirts, business cards, merchandise, pins, logos in conference rooms
 - ii. Update monument signs
 - b. Develop and implement internal city-wide brand strategy that reinforces the city's brand philosophy
 - i. Connect decisions of departments to brand philosophy

B. Maximize Efficient Water Use and Reuse

1. Invest in Water Infrastructure
 - a. Continue to support water settlement negotiations
 - b. Develop plan to expand reclaimed and potable water infrastructure throughout Cottonwood
 - c. Evaluate and invest in the City's stormwater management program
2. Become the Leader in Water Reuse and Education
 - a. Develop comprehensive water reuse program
 - b. Plan land use to further reuse of reclaimed water
3. Engage the Community
 - a. Create an intelligent water use citizen engagement council
 - b. Continue and expand water educational programs for the Verde Valley

- c. Utilize water conservation grants for education
- 4. Emphasize the Verde River when Promoting Cottonwood
 - a. Create access and signage to the Verde River
 - b. Partner with water conservation organizations for events and programs

C. Promote Quality of Life

- 1. Evaluate Use of our Community Parks
 - a. Host community events at local parks
 - b. Explore and evaluate opportunities for creating pocket parks and gathering spaces on city owned property
 - i. Explore alternative funding sources
 - c. Support and promote Parks Master Plan
- 2. Increase Community Involvement
 - a. Encourage and support citizen driven community events
 - b. Develop I am Cottonwood campaign
 - c. Implement adopt a street/sidewalk/trail cleanup program
- 3. Strengthen Community Awareness and Education
 - a. Develop promotional plans for Arts and Entertainment District, Trails Master Plan, Parks Master Plan, Riverfront Wastewater Plant, and Cottonwood Community Clubhouse

D. Develop and Improve Infrastructure

- 1. Prepare for the Future
 - a. Develop plan for long-term improvements of Mingus Wastewater Treatment Plant and Collection System
 - b. Continue to develop a regional transit system to include bikes, trails and sidewalks
 - c. Evaluation and implement maintenance plans for City assets and invest in replacements
 - i. Including streets, buildings and vehicles
 - d. Explore solutions to current and future traffic patterns
- 2. Continue to Support Street and Sidewalk Improvements
 - a. Analyze and update the street/bridge inventory
 - b. Update street and sidewalk replacement schedule
 - c. Complete Mingus Avenue and implement Main St. road diet
- 3. Evaluate Viability of New City Hall
 - a. Include in capital improvement plan and budget for future council discussion

E. Refine Budget Process

- 1. Promote Cost Saving Initiatives
 - a. Develop an employee incentive program for creation of cost saving measures
 - b. Expand cooperative purchasing efforts
 - c. Review current organizational structure and staffing models
- 2. Enhance Communication Between the Council, City Staff and Citizens

- a. Ensure departmental goals, objectives and performance measures support the City's brand philosophy and mission statement
 - i. Align department budgets to support the City's brand philosophy and mission statement
- b. Expand citizen input methods
- c. Promote collaborative interaction among the council, staff and citizens