



Expanding Community Impact Through Strategic Partnerships



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MARICOPA®**
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Welcome & Purpose

Aligning With Strategic Priorities

- In 2025, City Council adopted a series of strategic priorities, which include a focus on the quality of life for Maricopa residents. Action 4.5 states the following:
- “To ensure all residents are able to enjoy our high quality of life we will explore what groups may be underserved in our community and seek partnerships to enhance opportunities.”
- In April 2025, Council approved new ordinance for advisory committees.
- Committee responsibilities in this process are to:
 - **Gather input and research** on assigned topic.
 - **Recommend specific actions** to Council and staff.
 - **Help communicate and advocate** for approved initiatives to the community.



A Community Approach

- This partnership strategy outlines the approach City Council and staff will utilize for establishing strategic partnerships with private and nonprofit entities in three targeted areas identified by City Council:
 - Seniors
 - Teens/Pre-Teens
 - Arts and Culture
- This effort will be in conjunction with the City's advisory committees to ensure these efforts are in line with the needs of the community.



Input Matters

Working Through Our Committees



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- With this objective, committees were approached for feedback between June-August of 2025
 - Positive response to the three focus areas, with interest in expanding them in the future.
 - Concern raised about excluding other partnerships; addressed by clarifying this is a *strategy*, not an all-inclusive policy.
 - Emphasis on maximizing resources, not avoiding a “burden.” Quality-of-life investments are seen as essential to attracting families and supporting economic growth.
 - Cleared confusion over application process (external requests) vs RFP (City-initiated search)
 - Set expectation on exploring what can be achieved with existing resources

Committee Strategy Update

- September: Initial strategy sessions held with committees
- Now: Committees reviewing survey drafts to guide community needs research
- Next Steps: Committee members will distribute surveys to identify service gaps in focus areas
- Looking Ahead: Upcoming sessions will develop recommendations from survey data and begin RFP process.

