

Welcome & Purpose

Aligning With Strategic Priorities

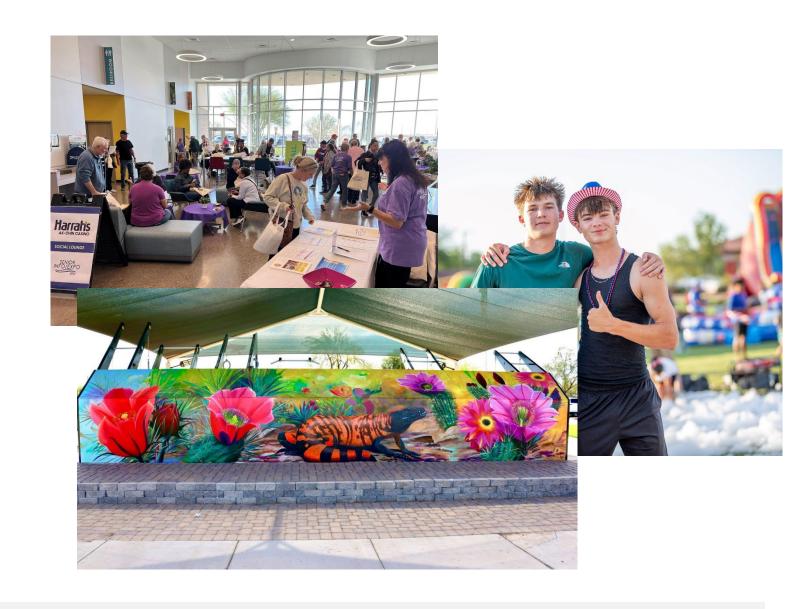
- In 2025, City Council adopted a series of strategic priorities, which include a focus on the quality of life for Maricopa residents. Action 4.5 states the following:
- "To ensure all residents are able to enjoy our high quality of life we will explore what groups may be underserved in our community 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



- 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 allinclusive 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.



