



# Strategic Priorities

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# Thrust Focus 1

## Transportation

Maricopa is a city of connection, both within the community and the region. Transportation systems fuel economic and recreational opportunities for residents while bringing visitors to those same opportunities in Maricopa.

### Objective Action 1.1

To connect Maricopa to the surrounding region with safe and swift transportation that spurs economic growth, we will ~~identify resources, seek opportunities, and financial support legislation from our county, state, and federal partners~~ to improve State Route 347 and other regional connections.

### Objective Action 1.2

~~To explore creative funding solutions to Consider a 1/2 cent local sales tax proposal for long-term infrastructure needs, we will convene a study committee for a 1/2-cent local sales tax proposition.~~

### Objective Action 1.3

To expedite the funding of improvements to local transportation infrastructure in a fiscally conservative manner without raising property taxes, we will ~~leverage future revenue growths and~~ seek all means possible to improve roadways sooner.



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## Thrust Focus 2

### Job Creation & Business Development

Maricopa's well-educated workforce and environment for economic growth make our community attractive to employers and gives them a platform to grow from. Bringing quality jobs to the city will improve economic opportunities for residents and lift up the entire community.

#### Objective Action 2.1

To attract high-paying jobs and encourage economic growth within the City of Maricopa, we will pursue the development of a Maricopa Business Park that will serve as an ~~industrial~~ home to top employers.



#### Objective Action 2.2

To continuously develop an educated workforce and keep Maricopa ~~on the cutting edge at the forefront~~ of economic innovation, we will ~~advance~~ cultivate ~~strategic~~ partnerships with ~~local schools~~, higher education institutions ~~and small businesses~~ to ~~develop an Innovation Hub within the city~~ foster collaboration, support startups and drive technological advancements.



# Thrust Focus 3

## Housing

Home is the foundation of life's experiences. Homes collectively, in neighborhoods, create the foundation of community. As a community that values vibrance and connectedness Maricopa focuses development on neighborhoods abuzz with energy that include a wide array of housing options.

### Objective Action 3.1

~~To~~ Stimulate a balanced and sustainable local economy through a foundation of diverse housing, ~~we will integrate a multi-family criteria into zoning and development decisions which will~~ options to create a sense of place, encourage walkability, and increase access to jobs, shopping, and other amenities.



### Objective Action 3.2

~~To build and maintain a vibrance to life in Maricopa we will embrace planning that includes multiple mixed-use village center cores anchored with commercial and employment centers served by restaurants, retail shopping, and cultural enrichments.~~ To continue to support local control in zoning decisions to ensure residents have a voice in how our community meets our housing needs.

### Action 3.3

To build and maintain a vibrance of life and connectedness in Maricopa we will include multiple village center cores anchored with commercial and employment centers served by restaurants, retail shopping, and cultural enrichments in the general plan update.

# Thrust Focus 4

## Quality of Life

Maricopa is defined by the quality of life that the community enjoys. In our city people ~~are safe, they are encouraged to~~ enjoy the outdoors, and they are enriched by the cultures around them.

### Objective Action 4.1

To give Maricopa residents the greatest outdoor recreation experience and draw in visitors regionally, we will create ~~a destination~~ an iconic park at City Center which capitalizes on public-private partnerships to deliver even more amenities.

### Objective Action 4.2

To combine the recreational opportunities available currently at Copper Sky with other common leisure activities of Maricopans, we will ~~enhance~~ reimagine Copper Sky by ~~integrating~~ exploring a local culinary experience ~~with a patio overlooking the park and lake and adding other outdoor activities.~~



### Objective Action 4.3

~~To bring recreational opportunities closer to the front door for humans and dogs alike, we will construct three dog parks throughout Maricopa, including a location at Copper Sky, to replace the current single dog park.~~ To enhance walkability and bikeability throughout our community, we will develop a trail system and interconnected bike routes that seamlessly link the city by actively pursuing diverse funding sources, including support from new developments.

### Objective Action 4.4

~~To deliver Maricopa Fire & Medical's premier pre-hospital care to residents and visitors during medical emergencies until they reach the appropriate hospital, we will file for and obtain a Certificate of Necessity for medical transport by the department.~~

### Objective Action 4.5

~~To bring more opportunities for artistic enrichment to the community, we will develop a plan to repurpose the current Police facility to include a performing arts center as well other complimentary uses throughout the building.~~ To enhance Maricopa's cultural vitality, we will champion initiatives that celebrate the arts by investing in public art projects and experiences.

### Action 4.5

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.

## Thrust Focus 5

### Becoming a Destination City

Since incorporation in 2003, the emergence of Maricopa has created a city built for the 21st Century. Just as Maricopa is the contemporary ideal of a place to live, it will be the ideal of a place to be, drawing in visitors from afar as a destination city.

#### Objective Action 5.1

To attract visitors from across the region and the nation, we will employ a sports and event tourism strategy that encompasses broad appeal. We will utilize bed tax funds to minimize the impact on local taxpayers while inviting visitors who can boost local businesses and enhance Maricopa's regional profile. By attracting tourists who spend their dollars in our community, we aim to create an influx of revenue that supports both local commerce and the growth of our city.

#### Objective 5.2

~~To celebrate twenty years as a city while delivering a world-class event for the Maricopa community and visitors to enjoy, we will bring back Stagecoach Days in grand fashion in 2023.~~



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# Focus 6

## Public Safety

Maricopa is consistently rated as one of the safest cities in the state of Arizona. Our public safety teams are proactive in mitigating risk while ensuring quality, appropriate and timely resources are able to respond when needed.

### Action 6.1

To keep crime rates low as the City grows, we will implement data-driven methods to deploy an appropriate response to calls for service that enable the Police Department to unlock its full potential in serving the community.

### Action 6.2

The Police Department will prioritize community policing through ongoing engagement with residents, businesses, and civic organizations. By building trust we will sustain an effective presence across diverse neighborhoods.

### Action 6.3

To design and construct our fifth fire station, Fire Station 573, to support the Fire Department's ability to meet the city's immediate and future growth. This will ensure optimal emergency response capabilities and alignment with the City's mission to provide a safe, durable, and resilient community.

### Action 6.4

Establish a Hazardous Materials Special Operations program to enhance response capabilities for hazardous materials incidents, ensuring community safety and environmental protection.

### Action 6.5

The Fire Department will prepare for the approval and launch of an in-house ambulance service by recruiting, training, and equipping personnel to strengthen emergency medical response capabilities, enhancing the high-quality pre-hospital patient care in the community.

