

TOWN OF FOUNTAIN HILLS

Strategic Plan 2027–2037

COMMISSION WORKSHOP

Strategic Priorities, Signature Strategies & Supporting Tasks

Working Draft for Commission Review and Input

SP1: Infrastructure

SP2: Finances

SP3: Economic Development

SP4: Quality of Life & Safety

SP5: Land Use & Development

Commission: _____

Date: _____

STRATEGIC PRIORITY 1 | INFRASTRUCTURE

Signature Strategy 1: Roads

DRAFT SUPPORTING TASKS:

- Complete Town-wide pavement condition assessment and publish baseline PCI scores — Year 1 — Public Works
- Achieve Town-wide Pavement Condition Index (PCI) score of 70 or higher — Year 7 — Public Works
- Deploy AI-powered pavement deterioration prediction model using drone imagery and historical PCI data to forecast road degradation 3–5 years in advance and automatically prioritize treatment sequencing for maximum cost efficiency — Year 2 — Public Works / IT

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 2: Irrigation Strategies

DRAFT SUPPORTING TASKS:

- Complete Irrigation & Water Conservation Master Plan covering all Town-maintained landscapes — Year 2–3 — Community Services / Public Works
- Retrofit 50% of Town irrigation systems with smart controllers and soil moisture sensors — Year 3–7 — Community Services
- Reduce potable water consumption for irrigation by 20% vs. Year 1 baseline — Year 5 — Public Works / Community Services
- Implement AI-driven adaptive irrigation scheduling platform integrating real-time weather forecasts, soil moisture sensor data, and evapotranspiration rates to autonomously optimize watering cycles and generate monthly water savings reports — Year 2–3 — Community Services / IT / Public Works

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 3: Multiuse Public/Private

DRAFT SUPPORTING TASKS:

- Develop and adopt Town Public-Private Partnership (P3) Policy with criteria and review process — Year 1 — Town Manager / Town Council
- Execute minimum 2 active P3 agreements for infrastructure or facility co-investment — Year 3–5 — Town Manager / Public Works
- Establish private sponsorship program generating \$50,000+ annually for public amenities — Year 5 — Town Manager / Community Services
- Use AI-assisted fiscal impact modeling to evaluate proposed P3 agreements — projecting 10-year revenue, cost-sharing outcomes, and risk scenarios — before Town Council authorization — Year 2 — Finance / IT / Town Manager

Commission Workshop Input — Add or revise Supporting Tasks below:

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STRATEGIC PRIORITY 2 | FINANCES

Signature Strategy 1: A.I. Integration

DRAFT SUPPORTING TASKS:

- Develop and adopt Town-wide AI Adoption Policy covering ethics, data privacy, equity, and governance — Year 1 — Town Manager / IT / Town Council
- Deploy AI-assisted financial forecasting tool to improve 5-year revenue/expenditure modeling accuracy — Year 1–2 — Finance / IT
- Pilot and launch AI-driven resident service chatbot; achieve 25% reduction in routine staff call volume — Year 3–4 — IT / Town Manager
- Establish a Town AI Performance Dashboard tracking cost savings, time savings, error reduction, and resident satisfaction from all deployed AI tools — reported to Town Council twice per year as part of the Strategic Plan progress report — Year 2 (Ongoing) — IT / Finance / Town Manager

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 2: Alternate Funding Support

DRAFT SUPPORTING TASKS:

- Hire or contract dedicated Grant Administrator; publish first Annual Grants Target List — Year 1 — Town Manager / Finance
- Establish formal partnership with Fountain Hills Community Foundation for philanthropic co-investment — Year 2 — Town Manager / Town Council
- Deploy AI-powered grant prospecting platform that continuously scans federal, state, and foundation databases for funding matching Town Strategic Plan priorities, auto-drafts preliminary application narratives, and tracks submission deadlines — targeting a 40% increase in grant revenue vs. pre-AI baseline — Year 1–2 — Town Manager / IT / Finance

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 3: Budget Planning Strategies

DRAFT SUPPORTING TASKS:

- Adopt formal 5-year rolling Financial Forecast; present to Town Council each fall prior to budget — Year 1 — Finance / Town Manager
- Adopt General Fund Reserve Policy targeting a certain percentage of annual operating expenditures — Year 1 — Finance / Town Council
- Transition all departments to performance-based budgeting with outcome-linked appropriations — Year 2–3 — Finance / All Departments
- Implement AI-driven budget anomaly detection and scenario modeling system that flags unusual expenditure patterns in real time, models the fiscal impact of policy changes across departments, and generates plain-language budget explanations for public reporting — Year 2 — Finance / IT

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STRATEGIC PRIORITY 3 | ECONOMIC DEVELOPMENT

Signature Strategy 1: Downtown Planning

DRAFT SUPPORTING TASKS:

- Adopt Downtown Zoning Overlay or Specific Plan enabling mixed-use pedestrian-scale development — Year 2–3 — Development Services / Town Council
- Recruit 10 net new downtown businesses within 5 years of Master Plan adoption — Year 3–7 — Economic Development / Town Manager
- Use AI-powered retail market gap analysis and consumer spending data to identify the optimal downtown business mix — generating a data-driven Target Tenant List that guides recruitment outreach and incentive prioritization for the Avenue of the Fountains corridor — Year 1–2 — Economic Development / IT

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 2: Outdoor Activities & Tourism

DRAFT SUPPORTING TASKS:

- Develop and launch Fountain Hills Tourism & Outdoor Recreation Strategy with unified destination brand — Year 1–2 — Economic Development / Town Manager
- Upgrade 3 priority trailheads with shade, water, signage, and parking improvements — Year 2–5 — Community Services / Public Works
- Implement Wash Corridor Initiative as laid out in the Two-Track Strategy “Act Now, Then Ask Voters”
- Deploy AI-powered visitor analytics platform integrating mobile location data, trail counter feeds, lodging occupancy, and social media sentiment to generate real-time visitor economy dashboards enabling data-driven event programming and targeted tourism marketing — Year 2–3 — Economic Development / IT / Finance

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 3: Shea Road Corridor

DRAFT SUPPORTING TASKS:

- Complete Shea Road Corridor Market Analysis — Year 2–3 — Development Services / Economic Development
- Complete Shea/Fountain Hills Blvd. gateway improvements (signage, landscaping, entry design) — Year 3–4 — Public Works / Development Services
- Reduce Shea corridor commercial vacancy rate to below 10% — Year 7 — Economic Development / Development Services
- Use AI-powered traffic flow modeling and commercial site selection analytics to produce a Shea Corridor Site Performance Report profiling each major parcel's customer catchment area, traffic exposure, and competitive positioning to guide targeted tenant recruitment — Year 2 – 5 — Economic Development / Development Services / IT

Commission Workshop Input — Add or revise Supporting Tasks below:

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Signature Strategy 4: Diversification in Business Recruitment

DRAFT SUPPORTING TASKS:

- Complete Target Industry Analysis and adopt formal Economic Development Strategic Plan — Year 1 — Economic Development / Town Manager
- Launch Business Retention & Expansion (BRE) Program with annual visits to top 25 employers — Year 2 — Economic Development
- Achieve net gain of 20+ new businesses across target sectors over 5 years — Year 1–5 — Economic Development / Town Manager
- Implement AI-driven business prospect identification platform that continuously screens regional and national business databases for companies matching Fountain Hills’ target industry criteria, automates prospect outreach sequencing, and tracks pipeline conversion rates — Year 1–5 — Economic Development / IT

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STRATEGIC PRIORITY 4 | QUALITY OF LIFE & SAFETY

Signature Strategy 1: Park Development

DRAFT SUPPORTING TASKS:

- Upgrade minimum 3 neighborhood parks with new equipment, shade, and ADA-compliant pathways — Year 2–5 — Community Services / Public Works
- Achieve 80%+ resident satisfaction with parks and recreation facilities in biennial community survey — Year 4 — Community Services
- Deploy AI-powered park condition monitoring using periodic drone imagery and computer vision to automatically detect equipment wear, pathway deterioration, and irrigation failures — generating prioritized maintenance work orders and feeding the Park CIP with real-time condition data — Year 2–3 — Community Services / Public Works / IT

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Signature Strategy 2: Fire Safety & Trail Development

DRAFT SUPPORTING TASKS:

- Implement Wash Corridor Initiative as laid out in the Two-Track Strategy “Act Now, Then Ask Voter”
- Conduct annual fuel reduction treatments on minimum 200 acres of WUI interface per year — Year 1–10 (Ongoing) — Public Works / Fire (Rural/Metro)
- Develop and adopt Town-wide Trail Master Plan with phased capital improvement schedule — Year 2 — Community Services / Public Works

AI-POWERED SUPPORTING TASK:

- Implement AI-powered wildfire risk mapping and fuel load monitoring system using satellite imagery, LiDAR data, and real-time weather feeds to dynamically model fire spread risk across Fountain Hills WUI zones — generating quarterly risk heat maps that prioritize fuel treatment areas and support Rural/Metro resource pre-positioning — Year 2 — Public Works / Fire (Rural/Metro) / IT

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Signature Strategy 3: Connecting Public Areas

DRAFT SUPPORTING TASKS:

- Complete Connected Public Spaces Plan identifying top 10 pedestrian and path network gap priorities — Year 2–4 — Public Works / Community Services
- Fund and construct Fountain Park–Avenue of the Fountains signature pedestrian connection — Year 3–5 — Public Works / Community Services
- Install Town-wide wayfinding signage system connecting parks, trails, downtown, and civic areas — Year 3–4 — Public Works / Community Services
- Deploy AI-powered pedestrian flow analysis tool using anonymized mobile location data and trail counter feeds to identify the highest-traffic desire lines and connectivity gaps in Fountain Hills’ public space network — producing a data-driven path gap priority map that informs capital investment sequencing — Year 1–2 — Public Works / Community Services / IT

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STRATEGIC PRIORITY 5 | LAND USE & DEVELOPMENT

Signature Strategy 1: State Trust Land

DRAFT SUPPORTING TASKS:

- Complete inventory and GIS mapping of all State Trust Land parcels within and adjacent to Town limits — Year 2 — Development Services / GIS
- Complete parcel-by-parcel highest and best use evaluation and prioritization matrix — Year 2–3 — Development Services / Town Manager
- Pursue acquisition or conservation lease of minimum 1 priority open space parcel — Year 3–7 — Town Manager / Finance / Town Council
- Deploy AI-powered geospatial parcel analysis combining satellite imagery, ecological sensitivity data, development feasibility modeling, and fiscal impact projections to produce an automated State Trust Land Opportunity Matrix — ranking each parcel by conservation value, development risk, and strategic alignment with Town priorities — Year 2–3 — Development Services / GIS / IT

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Signature Strategy 2: Flexible Zoning

DRAFT SUPPORTING TASKS:

- Complete comprehensive Zoning Ordinance audit and publish findings with recommended amendments — Year 2–5 — Development Services
- Establish Strategic Development Review fast-track process; target 30-day reduction in approval cycle time — Year 2–3 — Development Services / Town Manager
- Implement AI-powered development permit review assistant that automatically screens incoming applications for completeness, cross-checks against applicable zoning standards, and generates preliminary compliance summaries — targeting a 25–40% reduction in initial review time and more consistent permitting outcomes — Year 2–3 — Development Services / IT

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Signature Strategy 3: Underutilized Parcels

DRAFT SUPPORTING TASKS:

- Publish comprehensive Underutilized Parcel Inventory with GIS map and prioritization rankings — Year 2–4 — Development Services / GIS
- Launch Shovel-Ready Sites program marketing minimum 5 priority parcels to developers and site selectors — Year 2–5 — Economic Development / Development Services
- Generate \$1M+ in new annual sales tax revenue attributable to underutilized parcel redevelopment — Year 8–10 — Finance / Economic Development
- Deploy AI-powered underutilized parcel intelligence platform that continuously monitors permit activity, business license data, property sales, and market vacancy trends to automatically update parcel priority scores and predict which parcels are most likely to transact in the next 1–3 years — enabling proactive owner outreach before parcels hit the open market — Year 2–4 — Development Services / Economic Development / IT

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