



Executive Report

Current Reporting Date: Jun 15, 2020

Focus Area 1

Economic Expansion and Placemaking - Strategic public and private investment in targeted areas that drives economic prosperity, growth, and creates a sense of place.

The Design Concept Report (DCR) for the Sahuarita Square project has now been completed. The DCR identifies the catalyst project for Sahuarita Square east of La Villita Rd., the infrastructure phasing to support the catalyst project and the greater infrastructure needs of surrounding properties. A significant milestone was also reached in December 2019 with the Town Council approving a General Plan Amendment to Sahuarita's Aspire 2035 General Plan to establish the Special Planning Area policies for the Sahuarita Square District. Essentially this designates all of this area as a growth area and changes the land use designations in the area to mixed use. Continued discussions with Pima County on and advancing the development of a waste water regional facility will be critical.

In an effort to develop an industry attraction pipeline and the lease of SAMTEC, a total of 95 E-blasts have been sent through Mailchimp – 45 to the Border Security Technology companies and 50 to Freeport McMoRan suppliers and Nogales (MX) manufacturing companies. ED staff has been following-up with the Border Security Technology companies via telephone in an effort to connect with a company representative. A total of 60 calls have been made. ED staff will continue to send E-Blasts on a monthly basis to different audiences. Next E-Blast will be sent to the SBIR group, the Arizona Innovation Challenge winners, and Photonics/Optics companies.

In addition to direct e-mail marketing, ED staff attended the Photonics Days at the University of Arizona on January 30 and 31 and presented to a group of about 50+ optics companies on the SAMTEC property. Staff identified and made contact with two companies that expressed initial interest in knowing more about SAMTEC. Staff also distributed the property flyer to Tech Launch AZ representatives. ED staff is now coordinating with the Arizona Commerce Authority to present in the future to ACA staff members. Economic Development purchased an ad space with AZ Big Media for the promotion of SAMTEC in the AZBusiness May-June 2020 magazine.

Soon to kick-off the BizLaunch 2020 will involve sponsoring 3 startups in the already established AZ Center for Innovation programming. Sahuarita startups will receive 6 months of comprehensive webinar training from multiple subject matter experts. This programming includes formation, financials, customer discovery, accounting, marketing, value propositions, funding, and collateral, etc.

After a competitive RFP was issued by the town and reviewed by committee, a contractor has been selected to conduct a workforce housing study. The study will take place between May 2020 and approximately year-end. The intent of the study is to form an assessment of the current and future demand for affordable and workforce housing in the Town of Sahuarita and surrounding areas in unincorporated Pima County. The study will help policy makers quantify the need for the housing types and address the needs in the market area as well as expansion areas.

The increase of development-ready sites is key, thus Rancho Sahuarita Region 7 is currently under review as well as the Green Valley 28 project. These projects will be reviewed and discussed in conjunction with the Town Center "catalyst" project and the Sahuarita Square Design Concept Report. Also, 30% plans have been received and reviewed by staff for the extension of Quail Crossing (which will serve AZ State Trust Land). Design is expected to be complete in late 2020/early 2021. Staff will continue to monitor and review possible grant opportunities for the funding of Quail Crossing as well as submission requirements for the next RTA program.

Staff has approached Arizona State Land Department (ASLD) planning staff for the rezoning of state land currently within the Town's municipal boundaries, this is an effort to bring development ready sites to market. ASLD welcomes the approach, but current staff shortages will limit the ability to work on this project with the Town in the immediate future. Staff will follow-up once more with ASLD in late 2020. NOTE: This project will require considerable input from ASLD and is highly dependent on AZ state budget.

Focus Area 2

Outreach & Communication - Create ways for Town Council and staff to communicate and create community partnerships with residents as well as within the region. Engage with residents and foster a greater perception of transparency while creating ways to enhance sense of community and bring various neighborhoods together.

The communications team continues to use social media as a main platform to get information to the community. This past month a PSA was developed with council members to thank the community, and videos and communications continued with Economic Development showcasing businesses and restaurant week. Public Service Announcements are now being filmed in-house by communications staff. This past month a video was created with all council members thanking the community. Additional videos and communications have been produced for Economic Development to showcase restaurant week and shout outs to local businesses. This past quarter PSA's have been released on Sahuarita Square, Census, COVID-19 and Economic Development Week. These have become popular and receive many views on social media and YouTube.

The Communications Coordinator is compiling a communications strategy that will encompass best practices. The plan draft is expected to be complete by the end of this fiscal year. The newsletter has now been transformed into an e-blast format. More e-blasts have been released this past quarter than previously, including weekly at times. Eblasts are also being used by Economic Development.

The Envisio dashboard was put on hold during the pandemic while the budget was being determined. Implementation of the dashboard will now proceed.

New tools are constantly being reviewed and researched. However, Nixle continues to be a valuable tool primarily used by the Police Department. The "Wanna Know? Ask Us" page was implemented this year and residents have posed a number of questions. Facebook messenger is often used by residents and staff reply directly to them. Messenger continues to be used by residents. Now that there are three staff in communications, we are able to respond to messages almost immediately.

The 2021 community survey is on hold at this time and will be revisited next quarter.

Currently, events are posted on the Town's social media as well as the town website. Some events that have been contracted through SAACA have received regional attention as they have been marketed in Tucson media. The Green Valley/Sahuarita Chamber of Commerce advertises the town events on it's website. Green Valley News/Sahuarita Sun often publishes events as well in their articles and events calendar.

Focus Area 3

Infrastructure - Building and maintaining the facilities that serve the basic needs of our community

The third quarter of fiscal year 2020 saw continued improvements in Wastewater Billing and Collections, Wastewater Operations, Streets, and Parks and Recreation facilities. Building and maintaining the facilities that serve the basic needs of our community is a top priority for the Town of Sahuarita.

Increasing the Overall Condition Index (OCI) for Sahuarita roads from "good" to "very good" is a goal for the Town of Sahuarita. The Public Works Streets Division performs regular preventative maintenance to extend the life of Sahuarita roads. Our Pavement Preservation Program is designed to ensure roads do not deteriorate. Year-round pothole patching and repair, pavement rejuvenation, and crack sealing occurs every year.

To meet the goal of increasing multimodal people-powered trail utilization by 30% by 2025, the Parks and Recreation Department is managing the La Villita Specific Plan, which is currently in draft formatting. Staff are working with the developer to include planning for trail connectivity to nearby subdivisions, separated paths along La Villita Road, and alignments to the Santa Cruz River/Anza Trail. The draft of the Sahuarita Square District Overlay Zone, which encompasses the La Villita Specific Plan, includes incentives for connectivity. A trail spine along the Santa Cruz River with options to travel either north or south from Sahuarita's core is a key component to increased trail use.

The Public Works Department continually works toward increasing the quality and access to utility services in the community. The Town continues to foster discussions with Pima County regarding the future of wastewater. These discussions focus around a regional wastewater facility that would help foster development and allow ease of access to wastewater facilities. Public Works attends SAWUA (Southern AZ Water Users Association) and AZWater events to stay connected with the water users in the region and gain knowledge of challenges, upgrades, and expansions forth coming. Public Works also continues to participate in regional meetings to determine the feasibility of providing 5G infrastructure in the region and the Town.

To achieve the overall park acreage standard at 7 acres per 1,000 population by 2024, The Design Concept Report for the Sahuarita Square catalyst project was accepted by Town Council in March 2020. The document provides an initial plan for the type and amount of land and amenities within the project. Total acreage of the site is approximately 17 acres. The initial site master plan for 93 acres the Town acquired in December 2019 is in progress.

Focus Area 4

Community Well-being - Enhancing the quality of life in our community through services and amenities.

Although the Town of Sahuarita, our state and nation have been impacted and disrupted by the crisis of COVID-19, we continue to provide services and enhancements to create an outstanding quality of life for this community. Special events, consisting of large gatherings of persons, are currently not advisable in order to manage the spread of this highly contagious disease. The Town provided a series of popular drive-in movies on Saturday nights in May using the overflow parking lot at Quail Creek - Veterans Municipal Park. Virtual on-line recreation activities are also available. The Parks and Recreation Department is constructing new amenities at Quail Creek-Veterans Municipal Park, including pickleball courts, bocce, table tennis, and corn hole. This new "game zone" should be complete by mid June.

The Census was in the full education phase when the pandemic hit. We had planned to share Census information with the public at Town events, but unfortunately those were cancelled March through June. However, staff creatively made public service announcement videos and has continued to share the information on social media.

The Police Department has continued to provide community policing patrols and utilizes NIXLE to provide timely information and service announcements.

At their upcoming meeting on June 8th, the Town Council will consider renewal of contracts with agencies that provided food assistance, emergency housing, and veterans court services. The Town Manager will also present budget recommendations for public service delivery in fiscal year 2021, which begins July 1, 2020.

Focus Area 5

Highly Performing Organization - Cultivate a service-first culture by recruiting and retaining a highly skilled workforce that provides superior service.

A salary survey was completed for all positions in the Town and was submitted for consideration for Fiscal Year 2021 budget process.

In January the Wellness Committee invited employees and their families to join a Bubble Run to participate in on their personal time. The Sahuarita Team had over 50 employees and family members participating, but the race has been postponed until further notice because of COVID-19. In addition, employees are sent monthly news letters, provided by the Hays Group, informing employees on how to live well and work well. February 7th was National Wear Red Day for Heart Health Awareness. All employees were encouraged to wear red on this date.

On February 14th the SOS had a Puppy Love event and ten Labrador puppies were placed on the back patio for employees to snuggle. Also on February 14th, employees were given the opportunity to win chocolate, movie tickets, and dinner by guessing the number of chocolates in a large jar. In March the SOS Committee had planned a March Madness event for employees where they could buy a couple slices of pizza and play games while they were at lunch. This event was cancelled because of COVID-19.

The Safety Committee sends out monthly safety tips by email to all employees and the topics this quarter were safe driving, safe lifting and eye safety.

A recruitment plan was developed for each vacant position for each department, but many positions have been frozen because of COVID-19. Human Resources recruited for 22 positions during the first quarter and are currently recruiting to fill 14 of those positions. Depending on the department and the position, a recruitment plan is developed for each position working with the department representative and Human Resources. A visually appealing recruitment brochure was created for the Building Safety Manager position and the new employee will begin in mid-June.

Human Resources is working on changing process for evaluations to be completed in the Munis system. Human Resources will meet with Department Directors to get input and then managers and supervisors will be trained on the new process once the Munis upgrade has been completed. Currently waiting for Munis upgrade to be completed.

The Parks & Recreation Department created several fillable forms for the public to use and return online. The Planning & Building Department (P&B) made system changes that allow customers to auto generate building permits and receipts with the click of a button. Also, more options are now available to submit planning projects online.

Planning & Building is currently implementing a cloud update that will accommodate more internet traffic and prevent system downtime. P&B staff is working to upgrade the look of the department webpage to allow for more flexibility, clearer directions, and easier navigation.