

GILBERT'S DIGITAL STATE OF THE TOWN PRESENTS

CHOOSE GILBERT



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#ChooseGilbert



DIGITAL

STATE OF THE
TOWN

★
GILBERT, ARIZONA

2017 Digital State of the Town
#ChooseGilbert

gilbertaz.gov/stateofthetown



“ We chose Gilbert because of the school districts and we heard it was a really popular and up and coming city in Arizona.”

- Gilbert Resident

GILBERT, ARIZONA BY THE NUMBERS



247,542

Gilbert Population

(Census Estimate as of July 1, 2015)



32.7

Median Age

(ESRI Business Analyst, 2016)



\$85,187

Median Household Income

(ESRI Business Analyst, 2016)

#1 in the Nation for Median Household Income

(WalletHub, 2016)



5th

Largest City in Arizona



85th

Largest City in the U.S.



\$272,494

Median Home Value

(ESRI Business Analyst, 2016)



40.9%

Residents 25+ with a Bachelor's Degree or Higher

(ESRI Business Analyst, 2016)

RECENT RANKINGS



✦ **Best Phoenix Suburb**

(Thrillist, 2016)

✦ **Top 5 Safest Cities to Build Your Startup**

(Tech.Co, 2016)

✦ **#7 Happiest City in America**

(Zippia, 2016)

✦ **#11 Hardest Working City in America**

(WalletHub, 2016)



✦ **#1 Place to Live if You're Trying to Save Money**

(GOBankingRates, 2016)

✦ **#4 Best City for Driving**

(WalletHub, 2016)

✦ **#5 Best Dog Park in the U.S.**

(USA Today 10Best, 2016)

✦ **#17 Most Caring City in America**

(WalletHub, 2016)





**Voice of the People Award for Excellence
in Built Environment**

(The National Research Center, Inc.)

**“ I like that there’s such a variety of
different stores and restaurants and
food choices. It’s just a great place
to hang out.”**

- Gilbert Visitor

HIGH-PERFORMING GOVERNMENT



162M gallons of water saved by Gilbert water conservation programs in 2016



Implemented same-day trash and recycling pick up optimizing service to residents



Gilbert invested nearly \$50M in Capital Improvement Projects in 2016

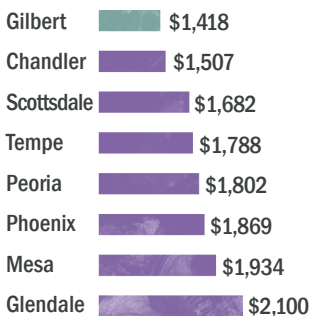
What Residents Are Saying

- ✦ 84% of residents rate the overall direction Gilbert is taking as good or excellent
- ✦ 97% of residents rated Gilbert as an excellent or good place to raise children
- ✦ 99% of residents rated Gilbert as an excellent or good place to live

(National Citizen Survey, 2015)

Gilbert's average household cost for property tax, sales tax, water, wastewater and solid waste services is the lowest in the region:

Estimated Annual Cost | Average \$1,763



(Tempe Estimated Annual Household Costs, 2016)

SOLID FINANCIAL PLANNING



- ✦ Standard & Poor's (S&P) and Fitch upgraded Gilbert's Municipal Property Corporation (MPC) revenue bonds to AAA
- ✦ Gilbert's General Obligation (GO) bond ratings upgraded to AAA by Moody's and Fitch



“Helping Gilbert grow has been such an adventure and now we’re looking forward to the next chapter.”

- Mayor Jenn Daniels

ECONOMIC DEVELOPMENT & GROWTH



Economic development continues to thrive at the Rivulon development with the opening of Mercedes-Benz, LA Fitness, Isagenix and other retail users



More than \$205M in new capital investment



3.9M square feet of commercial product currently under development



2,000+ new or retained jobs



Gilbert's unemployment rate is the lowest in the region:

Gilbert - 4.2%

Scottsdale - 4.3%

Chandler - 4.5%

Peoria - 4.8%

Tempe - 4.8%

Mesa - 5.2%

Phoenix - 5.4%

Glendale - 5.5%



(Arizona Office of Population and Employment Statistics, 2015)

Heritage District



- ✦ Issued 3 developer Request for Proposals
- ✦ 303,569 square feet of residential and retail under construction
- ✦ \$24M of private capital investment
- ✦ Extensive public outreach regarding direction of the Heritage District
 - ✦ Received 4,000 responses to community survey
- ✦ Opened Ash Road extension
- ✦ Hosted first "Off the Street" Art Festival

New Additions



PARKS & RECREATION



Launched ActiveNet, a new, user-friendly registration system | gilbertrecreation.com



360K+ participants per year at Gilbert's Recreation and Senior Centers



Completed conceptual design for Gilbert Regional Park | gilbertaz.gov/gilbertregionalpark



PUBLIC SAFETY



Gilbert's crime rate of 12.9 per 1,000 residents is the lowest of the 100 largest communities in the United States

(FBI Uniform Crime Report, 2015)



Injury collisions decreased by 21% in 2016 as a result of Gilbert Police's traffic enforcement efforts



Emergency response times for both police (4:53) and fire (4:59) are below the Phoenix-Metro average

(Valley Benchmark Cities, FY 2014-15)



“ It's a great community and the people here in the Town of Gilbert support us and like us.”

- Danielle Covey, Gilbert Police Officer

DIGITAL GOVERNMENT



Released viral “Can’t Stop the Feeling” parody video

- ✦ Approximately 500,000 views, shared by Justin Timberlake



Gilbert Digital was nominated for a Rocky Mountain Emmy for the Digital State of the Town



Launched Gilbert’s presence on Snapchat

- ✦ Follow at Gilbert Your Town



Launched “Government Gone Digital” Podcast

- ✦ Focuses on the innovative ways that Gilbert uses social media, video and other digital methods to interact with residents and businesses

gilbertaz.gov/govgonedigital

Podcast Reviews on iTunes:

- ✦ “Gilbert seems to have their act together in the digital age and they’re sharing their experiences with everyone. Highly recommended for those in government or for any organizations trying to join the iPhone age.”



- ✦ “Very informative for other government communications pros who wish to learn more about engaging effectively with their citizens and inspiring for those organizations looking to follow in Gilbert’s footsteps!”

SPARK™

★ APP LEAGUE



SPARK App League: Hosted first advanced coding event, SPARK Game Jame Advanced, for Arizona high school students | sparkappleague.com



“ Google chose to support Gilbert and the SPARK App League because we love seeing this creative approach to innovative solutions for the future.”

- Angie Welling, Google

Gilbert Digital



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