

In February 2019, Gilbert unveiled its new mission: “Anticipate. Create. Help people.” As Gilbert celebrated its 100th birthday in 2020, the new mission statement focused on keeping the thriving community that Gilbert is today continuing well into the future. While the community reflects on the last 100 years, there is still more work to be done to prepare Gilbert for the future. To that end, Town leadership and Council meet in strategic retreats during FY 2019 and identified three focus areas to prepare us to become the “City of the Future.” The Town’s focus areas are prosperous community, strong economy, and an exceptional built environment.

COMMUNITY MISSION

Anticipate. Create. Help People.



Organizational alignment with the Gilbert community mission is achieved by establishing individual performance measures and benchmarks that complement department goals, and town-wide focus areas. The FY 202 budget was developed with the Council organization focus areas as a key factor in the decision-making process. The goals and objectives included in the department information tie directly to the organization focus areas, and represent intermediate steps to achieving those Council-identified priorities. **Accordingly, icons (pictured below) are included on each division and department page to highlight the link between the focus areas and individual goals.**

The Council reviews and updates the organization focus areas during their annual retreat. Management staff and departmental personnel utilize the focus areas to guide daily operations. An administrative interpretation of each initiative is included as a starting point from which department goals and action plans follow.

ORGANIZATION FOCUS AREAS



Prosperous Community

Gilbert was once a small town that quickly became the largest town in America. We’ve created opportunity and the rest of the world has noticed. We’ve been recognized as the safest, fastest growing and most prosperous city. We’d like to keep it that way.

Individuals and families prosper in clean, safe communities with great schools, high-quality healthcare options and strong social connections. When families evaluate where to put down roots, access to quality schools is paramount, along with an overall feeling of safety. People also want to feel connected – with friends, family and neighbors in a place that feels like home. That’s why we’re building unique destinations and experiences that create a sense of place and community, at a price that isn’t out of reach for the average family’s income.



Strong Economy

The backbone of every thriving community is a strong local economy that provides economic opportunity for businesses to grow and individuals to pursue meaningful careers across an array of vocations. This starts with thriving businesses that draw from a high-quality workforce. With this in mind, Gilbert is focusing on attracting high-wage jobs in STEM-related industries, and pursuing higher education opportunities to prepare its residents to embrace the jobs of the future.

Redevelopment to revitalize and energize maturing areas of the Town is also a priority in the years ahead. Gilbert’s Heritage District – once an aging, stagnated area – has reinvented itself as a vibrant, family-friendly community gathering place with bustling restaurants and business that draw residents, visitors and tourists from across the region and beyond.

Along with our focus on these economic development strategies, Gilbert is committed to managing its debt and finances properly. Financial stability at the local level will help to bolster a long-term, sustainable and thriving economy.



Exceptional Built Environment

Ensuring well-maintained and sustainable infrastructure is a priority for the Town of Gilbert. Though often unseen, our municipal infrastructure is the foundation of our community, and can often represent some of our largest investments. From water lines to parks, streets to community centers, these services provide critical support for our daily lives. Our goal is to provide clean water, efficient trash collection, economical street maintenance and smooth traffic flow, just to name a few. We are also finalizing a long range infrastructure plan to guide responsible planning and maintenance of critical community assets.

FY2025 Wildly Important Goals

Employee Engagement

Improve Employee Engagement Survey result for the statement, “Senior Management communicates a clear vision of the future” from 52% favorable to 57% favorable by January 2025 (Pulse Survey period).



Prosperous Community

Enhancing Community Safety

Sustainability

Customer Experience



Strong Economy

Northwest Growth Area



Exceptional Built Environment

Water Resiliency and Efficiency

Community Investments for a Sustainable Future



Prosperous Community

FY 2025 Wildly Important Goals

1. **Enhancing Community Safety.** Make strategic investments in an advocacy center, crime lab, innovative programs, force-multiplying technologies, and youth engagement strategies to enhance public safety with advancement in all identified areas during FY2025.
2. **Sustainability.** Evaluate opportunities to enhance sustainability for the organization and community, fostering greater resilience through resource preservation and operational efficiencies. In FY25, the town will establish a vision and guiding principles for sustainability town wide.
3. **Customer Experience.** Preparing for the augmentation of our service lines and transformation of the customer experience through excellence in service delivery and embracing all emerging technologies, including Artificial Intelligence (AI). In Q1 our goal for enhancing the Customer Experience (CX) will be to identify two areas of focus and to deliver those results by June 30th, 2025.



Strong Economy

FY 2025 Wildly Important Goals

1. **Northwest Growth Area Redevelopment.** To maintain the vibrancy of all neighborhoods in Gilbert as great places to live, work, and play, the Town is proactively exploring area revitalization options for the northwest region. These efforts aim to address early signs of decline and mitigate potential impacts on residents and businesses. In order to foster a prosperous community, strong economy, and an exceptional built environment, Gilbert staff will develop and seek Council adoption of a community-driven redevelopment plan for Northwest Gilbert by June 30, 2025.



Exceptional Built Environment

FY 2025 Wildly Important Goals

1. **Water Resiliency and Efficiency.** Continue our water resiliency efforts through employing a multi-pronged strategy to address Colorado River reductions through operational resilience measures, sustainable long-term water portfolio management, and enhanced water conservation and efficiency initiatives. Specific emphasis for FY 2025 will be on the needs and opportunities for reclaimed water as a vital component of the water resources portfolio. Water Resources and Public Works will work together to prepare a reclaimed water supply plan to identify funding needs for incorporation into the Wastewater and Reclaimed Water rate study report that will be completed in the Fall of 2024.
2. **Community Investments for a Sustainable Future.** Advance critical capital investments from planning to design and construction phases in police, fire, parks and infrastructure to meet the needs and demands of our community's continued growth, while sustaining a high quality of life into the future. Project prioritization and resource needs will be identified by June 30, 2025.