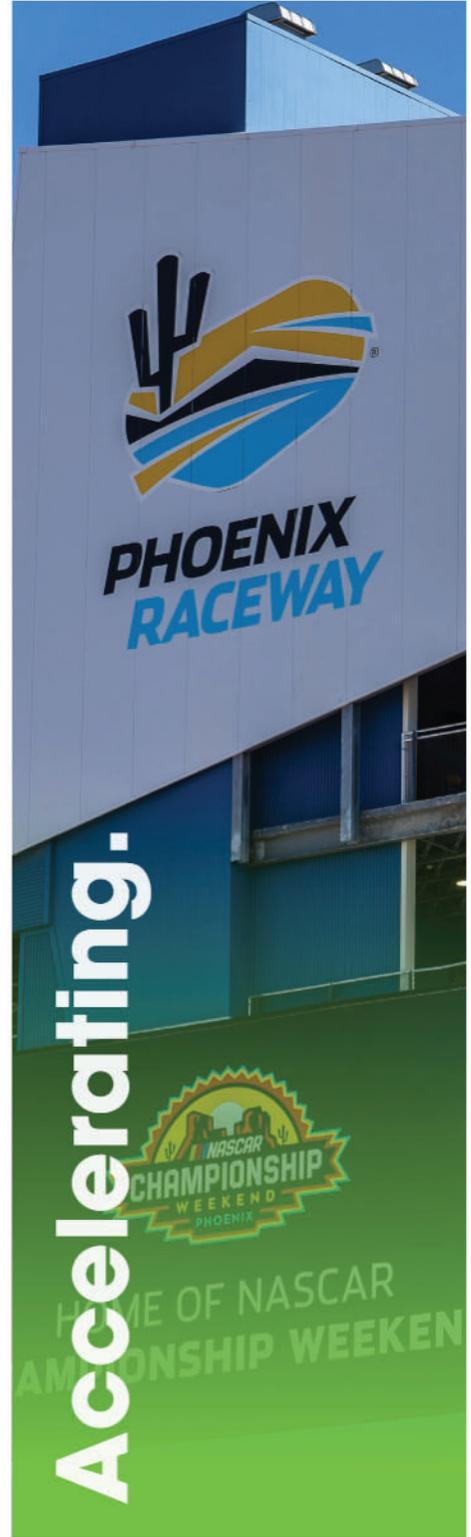


CITY OF AVONDALE

Strategic Plan

2025

Avondale is...



City Council



Mike Pineda
Mayor



Curtis Nielson
Vice Mayor



Gloria Solorio
Councilmember



Tina Conde
Councilmember



Max White
Councilmember



Jeannette Garcia
Councilmember



Shari Weise
Councilmember

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LETTER FROM THE CITY MANAGER, RON CORBIN

On behalf of the City Council and staff, I am pleased to present the 2025 City of Avondale Strategic Plan, which has been thoughtfully crafted to set us on a course for the future with a clear vision and a five-year road map of aspiring, yet achievable goals.

Designed with guidance from the City Council, and developed with input from engaged residents, stakeholders, and key personnel across the organization, the 2025 Avondale Strategic Plan builds upon the achievements of the previous 2021 Plan, while representing a cohesive and intelligent approach to continuing on the path to success for Avondale.

Attracting new growth and development to the City, while maintaining Avondale's unique, caring, and welcoming qualities, will require smart, innovative action from our local government working collaboratively with our residents, businesses, the development community, and our many stakeholders.

With the understanding that the Core Purpose of our organization is all about Making Lives Better, this Strategic Plan is built on five major Strategic Outcome Areas that the City Council identified as priorities. Together, they create a strong, coherent approach to achieving Avondale's overarching vision. These five strategic areas encompass:

- + Economic Growth and Prosperity
- + Community Well-Being
- + Resilient Infrastructure and Transportation
- + Connected and Engaged Community
- + Innovative and Effective Government

These Strategic Outcome Areas and the accompanying goals for each, will guide our City's work for the next several years. With numerous capital projects on the horizon and a long list of needs, the City will continue to forecast its revenues, manage its budget, and prioritize projects that are in the best interest of the City and its residents. The Strategic Plan will guide us in making the smartest decisions to achieve our goals.

In 2026, Avondale will mark its 80th Anniversary of incorporation as a city. It has come a long way since its humble beginnings as a farming community. As our population nears the 100,000th mark, we are excited for the continued growth and development, while holding firm to our strong sense of community.

I wish to thank the Mayor and City Council, our residents, local businesses, and the hardworking professionals throughout our City's government for their participation, input and insights. All of us are excited for the tremendous potential in the growth and development that Avondale will face over the next few years, and together, we will continue our organization's core purpose of Making Lives Better.

Ron Corbin | City Manager



Avondale is a dynamic, full-service city located in the beautiful west valley of the Phoenix metropolitan area. With a population that has grown steadily in recent decades, Avondale continues to be a city where people can achieve their full potential—a place where families, businesses, and visitors feel a strong sense of belonging and opportunity.

Avondale is known for its forward-thinking approach to growth and development while preserving its small-town charm. The City is home to major destinations like Phoenix Raceway, Estrella Mountain Regional Park, and a growing health and education corridor. From state-of-the-art medical centers and higher education institutions to a burgeoning retail and dining scene, Avondale continues to invest in amenities that enhance quality of life and support long-term economic vitality.

The City's location at the crossroads of major transportation corridors makes it a regional hub for commerce, tourism, and recreation. Avondale's active investment in infrastructure, public art, and placemaking initiatives contributes to a lively community atmosphere. Its signature events—like Billy Moore Days, the Tres Rios Nature Festival, KidFest, and the annual Avondazzle holiday light

display—bring residents together and celebrate Avondale's rich history and bright future.

Parks, trails, and open spaces are woven throughout the City, offering opportunities for outdoor adventure and everyday wellness. Whether it's visiting the Tres Rios Base and Meridian Wildlife Area, exploring community sports fields, or enjoying Old Town, Avondale encourages active living and connection.

At the heart of it all is a deep commitment to service, innovation, and inclusivity. Avondale continues to embrace change while honoring its roots—shaping a city that is as ambitious as it is authentic. With its strong sense of community pride and a clear vision, Avondale stands out as a city ready to take on the future.

AVONDALE BY THE NUMBERS



Year of Incorporation
1946



Population
97,574



Median Age
32.1



Square Miles
47.4



Daily I-10 Traffic
235,099 Vehicles



Yearly Visitors
1.8 Million



Number of Households
30,030



Family Households
77%



Median Household Income
\$117,000

The Strategic Planning Process

The City of Avondale initiated a comprehensive strategic planning process in 2024 with the goal of updating the 2021 Strategic Plan and charting a course for the City over the next five years. This effort aimed to align City Council's vision with actionable strategies that reflect community needs, operational realities, and emerging opportunities. The City will continue to build on the successes of the 2021 Plan as it prepares for the future.

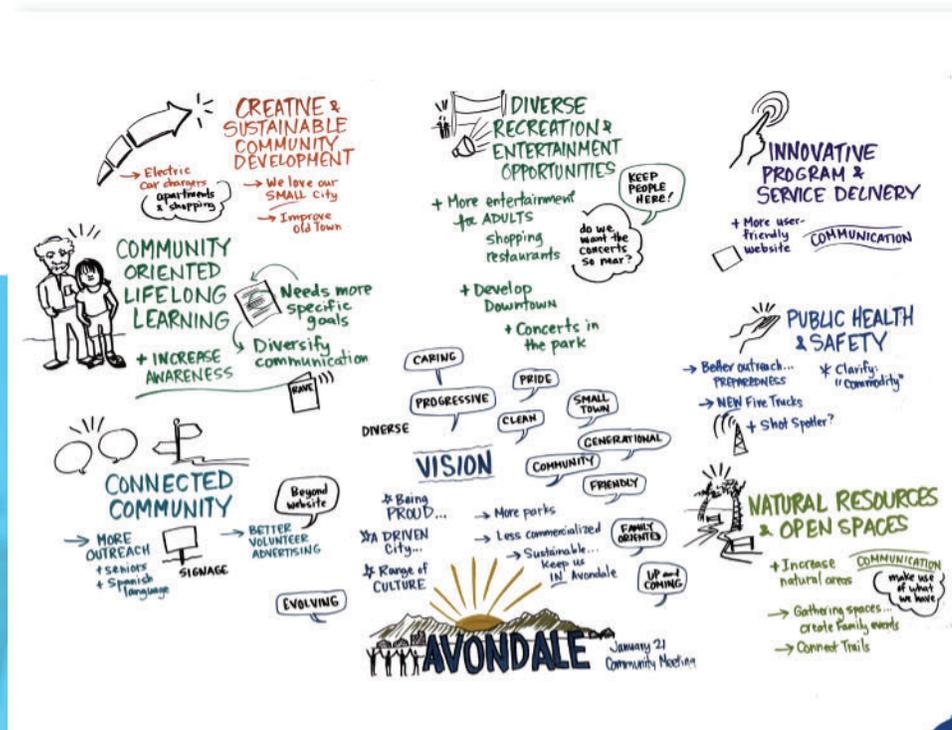
The strategic planning process was designed to:

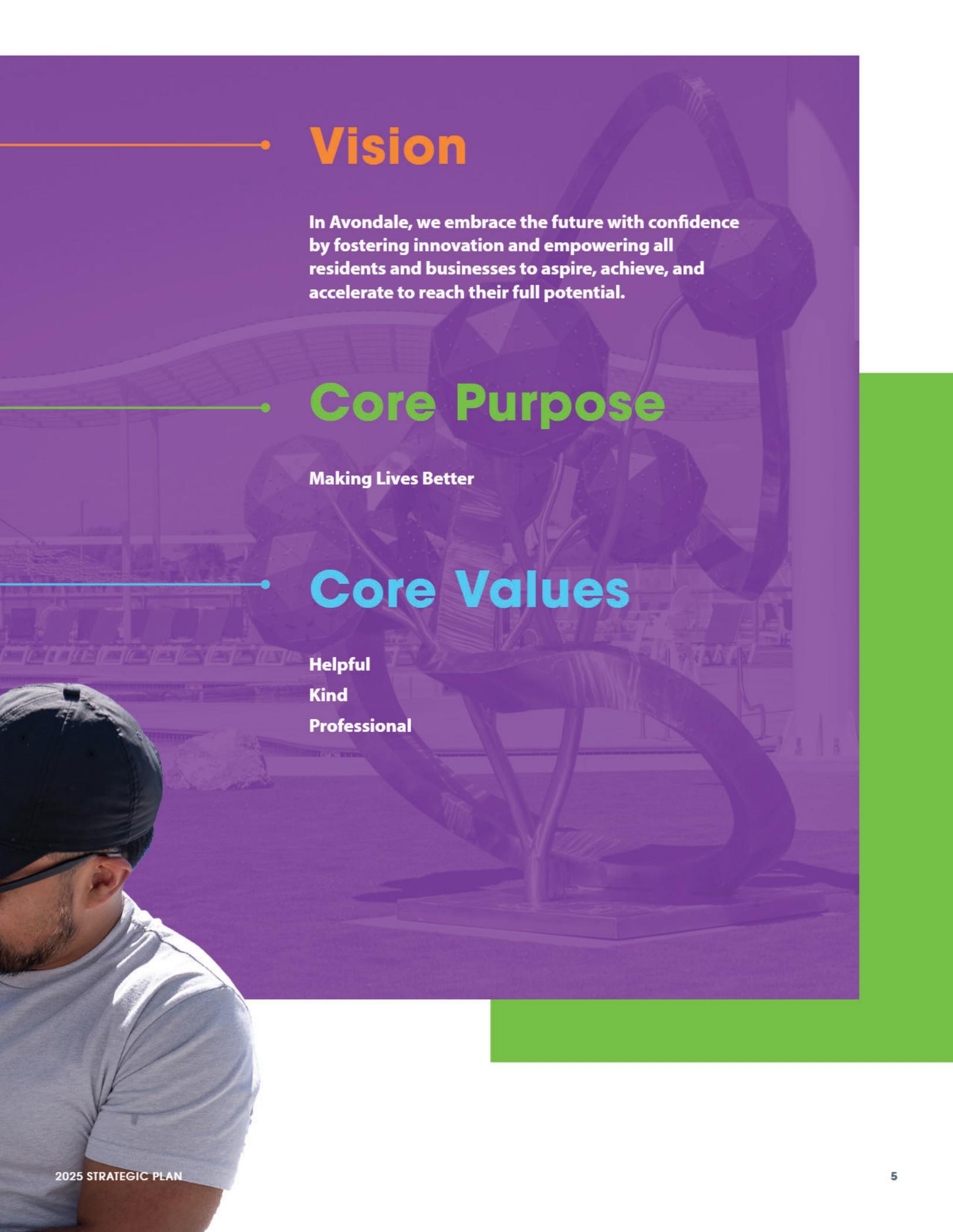
- + **Establish** a unified vision and priorities for Avondale's future.
- + **Articulate** key outcome areas and strategies that will guide resource allocation and provide a road map for staff to implement.
- + **Ensure** the plan is implementable, adaptable, and aligned with staff capacity.
- + **Promote** collaboration across departments to drive implementation, track progress, and communicate updates.

To achieve these goals, the City engaged in a multi-step approach that included:

- + **Project Kick-Off Meeting:** Members of the City’s leadership team met to outline objectives and expectations for the strategic planning process.
- + **City Council Interviews:** Individual discussions with Council members provided insight into past successes, evolving priorities, and key focus areas for the future.
- + **Community and Staff Engagement:** Community members shared perspectives about their vision for Avondale and thoughts on the City’s prior Strategic Plan through in-person meetings and online engagement. A meeting was held with City department leaders to assess the organization’s strengths, challenges, and opportunities, provide feedback on the prior plan, and share desired future goals.
- + **Strategic Planning Workshop:** The City hosted a work session featuring expert panels on key topics—including economic development, housing, and natural resources—to provide Council members with insights into local trends and the City’s projected outlook. Together, Council members and the City’s leadership team reviewed data and stakeholder feedback to establish the outcome areas and strategies that will move the City forward to successfully implement its vision.

This Strategic Plan reflects a collaborative effort to position Avondale for long-term success while remaining responsive to the community’s needs and aspirations.





Vision

In Avondale, we embrace the future with confidence by fostering innovation and empowering all residents and businesses to aspire, achieve, and accelerate to reach their full potential.

Core Purpose

Making Lives Better

Core Values

Helpful
Kind
Professional

Avondale's Strategic Plan



ECONOMIC GROWTH AND PROSPERITY

Avondale supports a thriving local economy by fostering and supporting business growth, job creation, and workforce development. The City advances economic development, attracts high-quality entertainment and full-service amenities, and promotes a variety of attainable housing opportunities that strengthen the City's vitality.

Strategies

- Create and market tourism opportunities, including entertainment options at The BLVD and Old Town and recreation at the Base and Meridian Wildlife area.
- Plan and invest in infrastructure that supports sustainable development, including State Route 30 development opportunities and the build-out of south Avondale.
- Align with community partners to reduce barriers to employment (i.e., workforce development/job training, placement programs, and access to childcare).
- Promote a mix of housing options and be known as a City of opportunity.
- Leverage partnerships with the college and business community to be more innovative and responsive.



Through thoughtful planning and strategic investment, Avondale is building a thriving and resilient economy that creates opportunity for businesses, workers, and the community alike.





COMMUNITY WELL-BEING

Avondale is a city where all people feel safe, supported, and connected to resources that promote and enhance their well-being. The City prioritizes public safety, natural resources, healthcare, and wellness while promoting mental, physical, and emotional health for all to enjoy an enriching quality of life.

Strategies

- Protect the region's natural resources and create environmental resilience.
- Promote healthy living with access to recreational and other amenities for people of all ages and abilities.
- Promote and expand Avondale's natural assets, such as parks, trails, rivers, and wilderness areas.
- Connect with and educate residents on safety and healthy lifestyle resources.
- Partner with key stakeholders to implement integrated community healthcare and wellness resources.
- Support the safety of our residents and community.
- Build out of the Healthcare Corridor and improve access to locally provided inpatient and emergency medical services.
- Foster community pride through public engagement, beautification, and code compliance initiatives.
- Assist residents in finding and accessing social and human services programs through improved communication and outreach initiatives (i.e., non-profits, veterans benefits/housing, attainable housing, homelessness, behavioral health, and substance abuse).
- Support the Street Outreach Navigation and Resources (SONAR) Program and partner with homeless prevention and behavioral health networks.



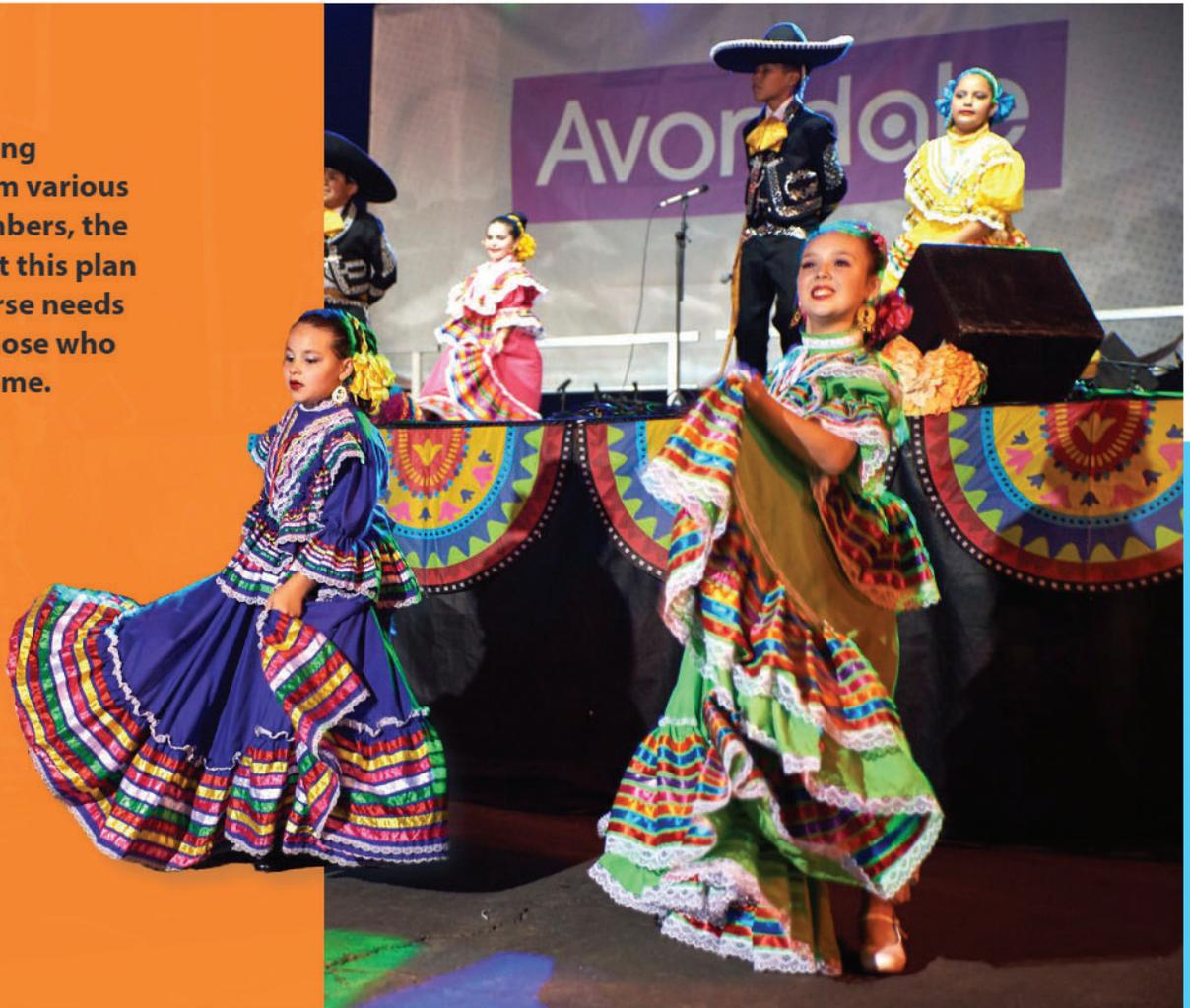
CONNECTED AND ENGAGED COMMUNITY

Avondale informs, prepares, and engages our community to ensure residents are connected to resources, the region, and each other.

Strategies

- Develop communication strategies to increase engagement and education.
- Strengthen connections with Avondale's residents and the business community.
- Effectively utilize technology to enhance communication and access to City services.
- Host community and special events that create opportunities for connection.
- Create community spaces that promote engagement and connection.

By actively seeking involvement from various community members, the City ensured that this plan reflects the diverse needs and desires of those who call Avondale home.





RESILIENT INFRASTRUCTURE AND TRANSPORTATION

Avondale invests in safe and sustainable infrastructure, including water, roads, and utilities, and actively participates in regional planning and development.

Strategies

- Enhance multi-modal transportation options and maintain efficient transportation circulation throughout the City.
- Invest in infrastructure that increases walkability and creates safer streets for pedestrians, bicyclists, and drivers.
- Collaborate with regional partners and key stakeholders to plan and develop infrastructure that anticipates the community's future needs.
- Protect the City's water portfolio and Designation of Assured Water Supply (DAWS) through sound water management principles.
- Maintain and expand sewer and water infrastructure to ensure adequate capacity and water supplies for future growth.

Thoughtful planning and strategic investment supports Avondale to be ready for growth, opportunity, and long-term resilience.



INNOVATIVE AND EFFECTIVE GOVERNMENT

Avondale's elected leaders, employees, and strategic partners collaborate to serve as a model of innovation, efficiency, and responsive government.

Strategies

- Modernize internal and external customer service delivery through streamlined processes.
- Foster a culture of innovation where staff are empowered to promote new ideas for delivering services.
- Ensure responsible financial planning to support City operations and the Capital Improvement Program
- Attract, retain, and develop a highly competent workforce and be an employer of choice.
- Promote transparency in government operations and responsiveness to residents and the business community.
- Encourage departments to receive national accreditations and seek training to remain industry-leading.

Avondale

Aspiring. Achieving. Accelerating.



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