

# 2018

## Town of Guadalupe Priority Plan



April, 2018

Prepared and facilitated for:

The Town of Guadalupe and its,

Town Council:

Mayor Valerie Molina,

Vice Mayor Anita Cota,

Council Members:

Gloria Cota,

Joe Sanchez,

Faustino Valenzuela Jr.,

Elvira Osuna,

Ricardo Vital

Prepared By: Aaron Petersen and Angelique Watson

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## Overview

Town of Guadalupe residents first had the opportunity to provide input at the Saturday, February 8 Dia de Guadalupe event where residents were invited to share their ideas about the future of Guadalupe by answering 5 questions.

- **What do you love about Guadalupe?**
- **What are some core values of the Town of Guadalupe?**
- **What does the Town of Guadalupe staff do well?**
- **Where can the Town of Guadalupe staff improve?**
- **Where do you see Guadalupe in the next 10 years?**
- **What dream do you have for the Town of Guadalupe?**

The responses are included as Appendix A. These responses provided a foundation of thought and ideas for the February 15 and March 15 session to create a Priority Plan.

The Town of Guadalupe focused their efforts on identifying a community vision, focus areas, goals and priorities. The outcomes are presented below.

## Purpose

The purpose of this community process was to establish a Guadalupe Priority Plan. This Priority Plan would set a course for action to be taken by elected leaders and professional staff to address community needs and position Guadalupe for the future. The Priority Plan is meant to be a flexible tool to guide budget decisions, align Town resources, and promote forward thinking. The achievements resulting from the Priority Plan would be enjoyed by current residents and future generations.

The Town Council and residents met on Thursday, February 15 and Thursday, March 15 to create a Priority Plan.

The following process was used as the foundation for the facilitated process:

### **PARTICIPATORY PRIORITY PLANNING PROCESS OVERVIEW**

The following is a brief description of the core of ToP® Participatory Priority Planning Process. Each session of Participatory Priority Planning is done in a basic workshop format which includes:

Brainstorming to generate data,

Organizing to look at the new relationships which are formed, and

Naming the data to clearly identify the consensus of the group.

The Town of Guadalupe focused their efforts on identifying a community vision, focus areas, goals and priorities.

## 1. Vision

The Vision exercise asks the question:

*What will the Town of Guadalupe look like for our grandchildren?*

The vision of the community is held in part by all residents. The vision is the responsive statement of hope and creates a shared picture of the future. . It provides a sense of the destination and tells us where we are going, what the accomplishments, outcomes, changes and results are that we are seeking by our efforts.

Participants listed their hopes and dreams for the Town of Guadalupe, which included:

- Family
- Culture
- Sharing and Collaboration
- Health and Wellness
- Self-Sustaining
- Safe, Transparent, Clean

For details, please see the next page.



## ***Vision***

*What will the Town of Guadalupe look like for our grandchildren?*

### **Family**

Healthy families; phys,  
emotional, etc.

Full of life

Respect and pride in  
communal spaces

### **Culture**

Preserved culture

Have a positive culture

Monuments heritage  
culture

### **Sharing and Collaboration**

Partnerships

Community  
collaboration

Will give back to the  
community

### **Health and Wellness**

Diverse, healthy,  
prosperous

Wellness focused,  
whole health, family  
activities

### **Self Sustaining**

Homes still belong to  
families

Generate a tax base

Have more businesses in  
town for revenue

Established, not  
dilapidated, clean

Independence

Self sustaining

New development on Main  
St. (revenue)

Thriving self-owned  
businesses

### **Safe, Transparent, Clean**

Reduction of crime

Better communication with  
police

Provide clean & safe  
environment

Safe, healthy environment

Safe, clean, welcoming

Safe, consistent, effective

Safer community

Safe, violence-free, abuse-  
free



## 2. Focus Areas

The Focus Areas exercise asks the question:

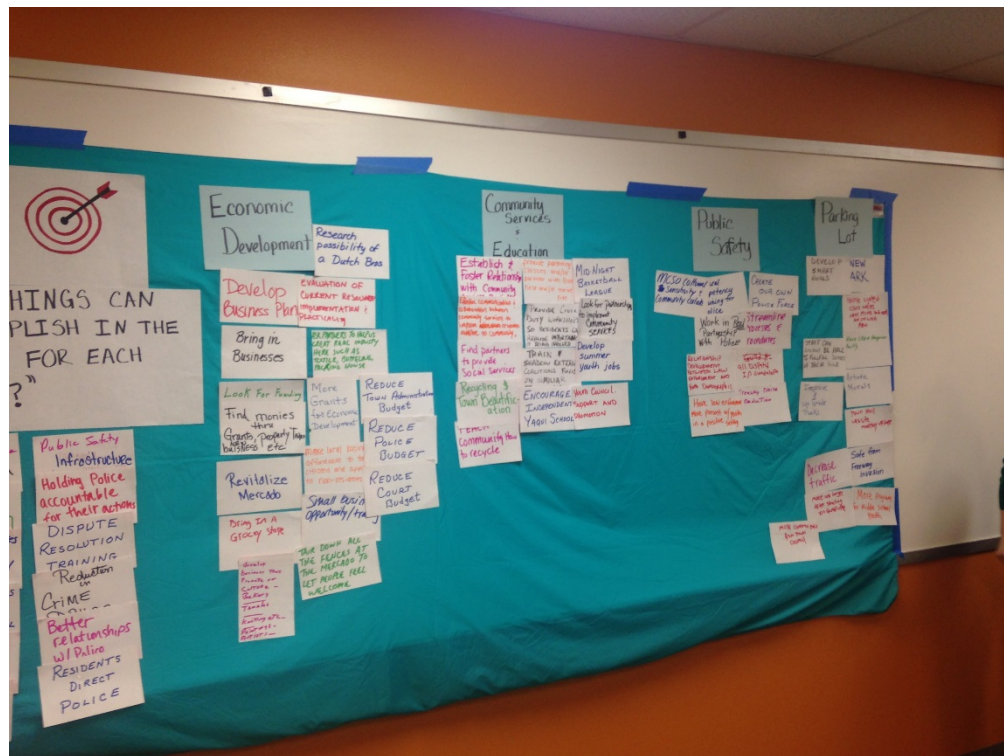
*What 1 to 3 things should the Town focus on over the next 5 years to move toward that Vision?*

Following the vision, Guadalupe participants were asked to focus on innovative, practical actions that will support and advance the identified vision. By planning strategically and identifying practical actions, the vision came be realized

The participants identified three overall focus areas for the next 5 years.

- Economic Development
- Community Services and Education
- Public Safety

For details, please see the next page.



## Focus Areas

What 1 or 3 things should the Town focus on over the next 5 years to move toward that Vision?

### Economic Development

Leverage the proximity to urban metro area

Make Guadalupe a cultural destination

Revenues

Town's financial integrity

Economic development

Financial stability

Industry such as income revenue, job creation

workforce development for community

Sustainability

### Community Services and Education

Youth education

Cultural preservation

Health resources for homeless, behavioral intervention

Teach schools to be multi-cultural

Child abuse & neglect prevention

Child protection safety, foster care

Accountability of admin to implement

Equipping town with the resources to implement focus

### Public Safety

Holding police accountable for their actions

Infrastructure

Dispute resolution training

Reduction in crime, drugs

Better relationships w/police

Residents direct police

### 3. Goals

The Goals exercise asks the questions:

***What 1 to 3 things can staff accomplish in the next 2 years for each Focus Area?***

Guadalupe residents then prioritized the strategic directions and identified expectations of each focus area in terms of 1) what are most important to the achieving the vision in the next few years 2) current advantages and opportunities to build on; 3) and possible short and long term signs and indicators of success.

Additionally, participants ranked their priorities by voting on various goals. The number of votes received are noted in parentheses next to the goal. For example, under Business Development revitalizing the Mercado received 13 votes, while bring in grocery store received 2 votes. Prioritization of goals allow for the focus of limited resources to achieve what is important to the community.

Three focus areas each with specific goals were identified for implementation during the next 2 years:

- Economic Development
  - Business Development
  - Revenue / Resource Management
- Community Services and Education
  - Partnerships
  - Programs
  - Public Space
- Public Safety
  - Community Relationships / Partnerships
  - Public Space

For details, please see the next page.





## Goals – Economic Development

### Business Development

Revitalize Mercado (13)

Bring in businesses (5)

Research possibility of a Dutch Bros (5)

Develop business plan (2)

Bring in grocery store (2)

Develop business that promotes our culture; bakery, tamales, knitting (2)

Small business opportunity / training (1)

Ask partners to help us create real industry here such as textile, bottling, packing house (0)

Make local businesses affordable to town citizens and appealing to non-residents (0)

Take down all the fences at the Mercado to let people feel welcome (0)

### Revenue / Resource Management

Find monies through grants, property taxes, new business (8)

Look for funding (5)

More grants for economic development (4)

Evaluation of current resource implementation & practicality (4)

Reduce town administration budget (2)

Self sufficient fundraising (training) in order to bring in our own funds (2)

Reduce Police Budget (1)

Reduce court budget (1)

## Goals – Community Services and Education

### Partnerships

Look for partnerships to implement community services (8)

Find partners to provide social services (6)

Effective communication & collaboration between community services to improve resources available to community (5)

Train and shadow external coalitions focused on similar functions (3)

Establish & foster relationships with community services providers (1)

### Programs

Develop summer youth jobs (11)

Youth council support and promotion (7)

Encourage independent Yaqui school (5)

More programs for middle school youth (4)

Revisit school (Frank Elementary) curriculum (incorporate more cultural teachings) (2)

Teach community how to recycle (1)

Recycling & town beautification (1)

Provide civic duty workshops so residents can realize importance of being involved (1)

Provide parenting classes and/or partner with Quality First, or Thrive to Five (0)

More and longer after schooling in Guadalupe (0)

### Public Space

Improve and upgrade parks (12)

Artistic Murals (10)

Mid-night basketball league (2)

Have like a hospice facility (1)

New park (1)

## Goal – Public Safety

### Community Relationships / Partnerships

Cultural competency training for police (8)

MCSO cultural sensitivity & community collab (6)

Have law enforcement more present w/youth in a positive setting (6)

Create our own police force (6)

Work in real partnership with police (2)

Relationship development between law enforcement and youth (2)

Streamline processes & procedures (1)

All dispatch in Guadalupe (0)

### Public Space

More lighted cross walks near Frank School and car wash area (13)

Decrease traffic (9)

Safe from freeway invasion (2)

Freeway noise reduction (0)

## 4. Next Steps

From the focus areas and goals identified, develop an overall implementation plan and select priorities by:

- Identifying resources, partnerships,
- Identifying, who, what, how, when
- Identify what success looks like for each goal
- Identify a critical path and project schedule
- Execute initiatives to achieve goals
- Establish progress report timeline
- Report to Town Council quarterly



## Appendix A:

### Guadalupe Public Input - Dia de Guadalupe Feb. 10, 2018

- **What do you love about Guadalupe?**

1 - Yaqui Culture

1- Our Culture and how it not only teaches our younger generations, but our visitors. Culture shows what Guadalupe is about. Our food is unique and it's delicious. Our Tribe brings everyone together to be happy & a great community.

1- I love the community, they care about everyone and in my book we are all one huge family.

1- Having unique religion and culture

1 - Culture

1- The Culture

1- I'm from here - my home

1- The Yaqui people

1-Culture and people

1- The unique education and culture

1- it keeps it small time feel

1- Guadalupe is a small community where everyone mostly knows each other. People are very helpful in times of need. It's unique no place like it.

1- diverse culture

1- I love my people

1- I live here all my life

1- I love the community and how they come together

1- I love the people culture religious ceremonies,

1- I loved the streets because they fixed them where I live

1- my friends in Guadalupe

1- opportunities for community involvement

1- our culture

1- our food people family

1- park areas

1- people are very close

1- sheriffs

1- sheriffs

1- the closeness of the community

1- the culture

1- the culture the unity

1- the students and families

1- the way to encourage love and respect

1- the Yaqui culture

1-my town is always my town

1-our new garden

1-school

1-the food and family culture

- **What are some core values of the Town of Guadalupe?**

2- Education resources

2-Good resource center for kids

2- I see them having a rest home for seniors assisted living and see it drug free.

2- Education & people

2- better education and more activities

2- education

2- Guadalupe is very traditional and respects its Yaqui culture

2- housing, law enforcement, after school programs

2- respecting Yaqui culture

- 2- unity
- 2- Yaqui culture
- 2- youth sports

- **What does the Town of Guadalupe staff do well?**

- 3- Help people. Need information, how can we help each other with physical and emotional needs.
- 3- I think they know how to take care of what people need and need assistance with. They are also, fun, loving and caring.
- 3- Now! Town Council doing a great job!
- 3- education and technical training
- 3 - friendly firefighters and police
- 3- clean-up & pick up garbage
- 3- gives out helpful information and is friendly
- 3- peace and friendly
- 3-peaceful
- 3-community events
- 3-education
- 3- it is nice
- 3- keep people of the town involved with things
- 3- now town council doing a great job
- 3- police
- 3- respectful and everything
- 3- support those who want to follow more education
- 3- to have as many as they can
- 3-- very informative and very friendly
- 3- friendly and informative
- 3- help / bringing it all together

- **Where can the Town of Guadalupe staff improve?**

- 4- more baseball games
- 4- Lots of street lights
- 4- Arts and Crafts
- 4- I fell that maybe they should be a little more dependable when it comes to help for the community.
- 4- The police to be safe all times. I hope they would be safe.
- 4- Liquor control, less places that sell booze, less trash.
- 4- Police Department
- 4- need more staff
- 4- better policing
- 4- do more things with the kids
- 4- have more programs to encourage kids to stay in school our children
- 4- helping young people by more programs
- 4-more policing
- 4- better sheriff deputies and more
- 4- lower fees for baseball parks use for kids
- 4- more fun actives
- 4- more kid activities
- 4- more programs for kids
- 4- police
- 4- to keep us safe
- 4-keeping kids off the streets

- **Where do you see Guadalupe in the next 10 years?**

- 5- I see Guadalupe being clean and kinds having no fear to be outside. I also see children from here grow up to be strong and caring for people of their community.



5- I see the Town of Guadalupe being clean, violence free, safe and brighter town. Our town with less homeless and strays. Less drugs, and violence in our town.

5- have Guadalupe clean

5- hope everything works for the better

5- hopefully for help for the people of Guadalupe

5- I will be 18 years old

5- in the news of great expansion

5- less violence and more education

5- more facilities for children play areas day care, after school care for young parents

5- more house

5- popular

5- safe playgrounds for the kids

5- to grow big & beautiful

5- I see amused of our culture and everything about it.

• **What dream do you have for the Town of Guadalupe?**

6 - get better educated in running a town for \$ for the town

6- a beautiful museum

6- a horse

6- more events for adults and kids

6- more horses

6- more things to do for youth

6- my dream is to be more big and beautiful

6- need more community events and gathering

6- the dream I have is helping people

6- the town to be safe

6- to have a gym and aquatic center

6- to have ice cream

6- Clean up old cars & properties

6 - a castle

6 - the dream I have is help police

6- For Guadalupe I have a dream that the Tribe will have more programs for the kids to do what they truly love to do. For everyone to get along like the huge family we are.

6- An art museum and more murals and public art. More flowers and clean streets. My dream is to see the town grow into something better and bigger. For all people to say good things about Guadalupe.