

# FY 2021 WILDLY IMPORTANT GOALS



## Prosperous Community

FY2021 WIGs	Lead (L) Key Stakeholders (KS)
<p>1. <b>Implementation of new Gilbert brand.</b> Complete the digital roll-out of the new brand and create a plan for printed materials roll-out by June 30, 2021.</p>	<p>L = Digital Government KS = Every Department</p>
<p>2. <b>Crime Lab &amp; Family Advocacy Center and Dispatch Expansion.</b> Complete the Crime Lab assessment by June 30, 2021. Identify funding sources and and design consultations for Family Advocacy Center and Dispatch Expansion by June 30, 2021.</p>	<p>L = Police KS = CIP, IT, Facilities</p>
<p>3. <b>What Works Cities Certification.</b> Achieve certification by June 30, 2021.</p>	<p>L = Digital Government KS = Every Department</p>
<p>4. <b>Diversity, Equity &amp; Inclusion.</b> Increase the number of employees who agree that diversity, equity and inclusion is important to the Town from 80% to 83% by March 2021.</p>	<p>L = People Team KS = Every Department</p>



## Strong Economy

FY2021 WIG	Lead (L) Key Stakeholders (KS)
<p>1. <b>NW Corridor Redevelopment District.</b> Establish a Redevelopment Plan by June 30, 2021.</p>	<p>L = Economic Development KS = Dev. Services, PD, Fire, Public Works</p>

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## Exceptional Built Environment

FY2021 WIGs	Lead (L) Key Stakeholders (KS)
<p>1. <b>Transportation Infrastructure Ballot Education and Outreach.</b> Create and implement multiple educational tools and resources by June 30, 2021.</p>	<p>L = Public Works KS = Dig. Gov., Clerks, Finance, OMB, Dev. Services, P&amp;R, Legal</p>
<p>2. <b>Shade and Streetscape Master Plan.</b> Award contract to consultant and have the plan at 50% completion by June 30, 2021.</p>	<p>L = Development Services KS = P&amp;R, CIP, Ec. Dev., Streets</p>
<p>3. <b>IT Roadmap and Plan.</b> Complete major milestones for the following pillars: Customer Experience, Strategic Partnerships &amp; Alliances, Data Management, Project Prioritization and Cybersecurity by June 30, 2021.</p>	<p>L = IT KS = Every Department</p>
<p>4. <b>Integrated Mobility Master Plan.</b> Complete scope of work through task #5 by June 30, 2021.</p>	<p>L = Development Services KS = CIP, Traffic Eng., Streets, P&amp;R, Ec. Development, IT</p>
<p>5. <b>Fiber Broadband Solution.</b> Complete the RFP process and contract with firm to begin system design by June 30, 2021.</p>	<p>L = Town Manager's Office KS = CIP, Ec. Dev, IGR, Dev. Services, IT</p>