IMAGINE SOMERTON 2032

CITY OF SOMERTON, AZ STRATEGIC PLAN PROJECT

PHASE 1

Project Set-Up & Document Review

Initial meetings, detailed workplan, & schedule

Create project branding & online portal

Engagement & communications plans

Review existing documents - Community Snapshot Report

Strategic planning meetings & briefings to City Council

Project Design & Background Research

JANUARY 2026

PHASE 2

Community Engagement

Community Survey

Key stakeholder interviews

Data visualization on portal

Imagine Somerton 2032 Think-Tank

Think-Tank Report

Community Visioning Sessions

Stakeholder Involvement to Build Alignment

PHASE 3

Plan Development

Roundtable Work Session with City Council

Focus Groups to develop Strategic Pillars & Action Areas

Prioritization Survey

Draft & develop Strategic Plan with Implementation Roadmap

Document Review Session with City Council

Analysis & Synthesis of Accumulated Input

FINAL PLAN

Review of draft plan; revisions incorporated

Strategic Plan final presentation

Executive Summary Report

Final Plan & Presentations

JUNE 2026