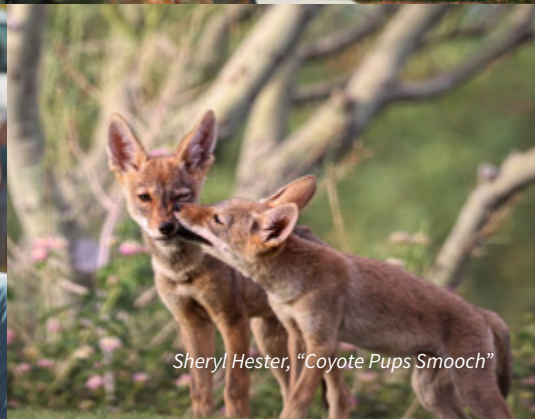




TOWN OF ORO VALLEY, ARIZONA

2026 community report

Rhonda Royse, "Catalina Sunset"



Sheryl Hester, "Coyote Pups Smooch"

AWARDS & ACCOLADES

- #3 Safest Cities in Arizona
SafeWise, 2026
- 100-Year Assured Water Supply Designation
AZ Department of Water Resources, 2026
- Certificate of Achievement for Excellence in Financial Reporting
Government Finance Officers Association (GFOA), 2025
- Communications and Marketing Award of Excellence
City-County Communications & Marketing Association, 2025
- Distinguished Budget Presentation Award
GFOA, 2025
- “Gold” Level Bicycle Friendly Business
League of American Bicyclists, 2026
- Popular Annual Financial Reporting Award
GFOA, 2025

ORGANIZATIONAL STRUCTURE

The Town of Oro Valley operates under the Council/Manager form of government. The Mayor and Council provide vision and policy direction by adopting strategic plans, ordinances, budget appropriations, fees and taxes to meet community’s needs. The Town Manager oversees Town operations and implements ordinances and policies adopted by the Town Council.

The Town Council consists of the Mayor and six Councilmembers elected at large to represent the Town and serve staggered four-year terms.

TOWN DEPARTMENTS

Clerk’s Office	Information Technology	Public Works
Community & Economic Development	Legal	Town Court
Finance	Parks & Recreation	Town Manager’s Office
Human Resources	Police	Water Utility

ORO VALLEY TOWN COUNCIL



Left to right:
Harry “Mo” Greene, II, Councilmember; Elizabeth Robb, Councilmember; Mary Murphy, Councilmember; Joe Winfield, Mayor; Melanie Barrett, Vice Mayor; Joyce Jones-Ivey, Councilmember; Josh Nicolson, Councilmember



Town Manager
Jeff Wilkins



INTRODUCTION

Welcome, and thank you for taking the time to read the Town of Oro Valley's first-ever Community Report!

This report was created to give residents a clear look at the Town's progress on the Guiding Principles and Strategic Projects outlined in the [Council-adopted Strategic Plan](#).

The Strategic Plan guides Town decision-making, priorities and resources in pursuit of organizational goals. Updated every two years, it is grounded in the community's long-term vision established in the voter-ratified, [2016 Your Voice, Our Future General Plan](#).

WHAT'S IN THE REPORT (AND WHAT'S NOT)?

Timeframe

This report covers Fiscal Year 25/26 (July 1, 2025, through June 30, 2026).

Fiscal Year 2025/26 marked the first year of the two-year Strategic Plan. As a result, some projects are still underway, while others are scheduled to begin in the second year.

Scope

This report includes only projects and initiatives specifically identified in the Strategic Plan.

To keep the report concise and easy to navigate, it focuses primarily on completed projects and outcomes. Many other projects, such as the Naranja Park Multi-Use Path, are actively underway and will be included in future reports.

Funding

- ✓ Projects that are funded through the Town's Capital Improvement Plan (CIP) are noted with a green checkmark.

Funding sources for all other items can be found in the FY 25/26 Annual Budget.



**2026-27
Strategic Plan**



**2016
General Plan**



**FY 25/26
Budget**

CONTENTS

The Community Report is organized according to the seven Focus Areas in the Strategic Plan.

Focus Area 1 ECONOMIC VITALITY

pg. 4

Focus Area 2 CULTURE AND RECREATION

pg. 6

Focus Area 3: PUBLIC SAFETY

pg. 8

Focus Area 4: INFRASTRUCTURE AND TOWN ASSETS

pg. 10

Focus Area 5: LAND USE AND DESIGN

pg. 12

Focus Area 6: EFFECTIVE AND EFFICIENT GOVERNMENT

pg. 14

Focus Area 7: FINANCIAL STABILITY

pg. 16

Connect With Us!

pg. 18

Focus Area 1

ECONOMIC VITALITY

What is Economic Vitality, and why does it matter?

Economic vitality represents the strength of Oro Valley's local economy, and it matters because a vigorous economy funds the numerous services and enhanced quality of life residents rely on and enjoy every day. With retail sales taxes generating about half of the Town's general fund revenue, local spending supports public safety, road maintenance, and community recreation. A strong economy also creates jobs, attracts employers, and helps protect property values.



↗ Guiding Principles *OUTCOMES & UPDATES*

Collaborative Partnerships	Partnered with Arizona Arts Live, Tohono Chul, the Oro Valley Chamber, and the Children's Museum to help deliver more arts, education, family programming, tourism, and business activity. (Principle 1)
Business Recruitment & Retention	Revamped the Town's Business Recruitment, Retention, and Expansion Program to actively support local businesses through one-on-one visits, rapid response, and annual outreach. (Principle 4)
Develop Entrepreneurs	In partnership with Startup Tucson, StartupZones.com, and the University of Arizona Center for Innovation in Oro Valley, supported lifestyle and tech entrepreneurs as they launched new or expanded existing businesses, fueling jobs, investment, local spending, and sales tax revenue. (Principle 4)
Primary Employer Pipeline	Developed two qualified leads in semiconductor and tech industries and one in the bioscience industry. (Principle 4)
Implement Retail Retention and Attraction Strategy	Identified two qualified large and one medium retail leads based on retail recruitment strategies. (Principle 5)

↑ FY 25/26 BY THE NUMBERS

- Business resource connections provided: **41**
- Business assisted: **63**
- Business visits conducted: **26**
- New business licenses issued: **94**

↑ Strategic Plan Projects *OUTCOMES & UPDATES*

PROJECT DESCRIPTION

Optimize Tourism Investment

Secured a five-year cycling partnership with Marana to expand visitor activity, creating opportunities for increased bed tax and local restaurant and retail sales.

Tourism Investment/Integrated Digital Tools:

Launched the Explore OV app and www.ExploreOroValley.com to promote the Town as a travel destination in key markets, showcase local attractions, and help convert interest into local spending.

Broadband Infrastructure

Partnered with private fiber providers to expand high-speed internet access, giving residents more reliable connectivity and service options.

Celebrate OV's History and Culture

Supported five tourism and community events this year, including the Art State Arizona Fall Festival of the Arts and the Oro Valley Fine Arts and Wine Festival.

Focus Area 2

CULTURE AND RECREATION

What is Culture and Recreation, and why does it matter?

Culture and Recreation includes the parks, programs, events, arts, and community spaces that bring people together and make Oro Valley an active, connected, and enjoyable place to live. It matters because it supports quality of life, health and wellness, family activities, community pride, and the local experiences residents value every day.



➤ Guiding Principles *OUTCOMES & UPDATES*

Celebrate Oro Valley	Broadened this annual one-day community event into a free, seven-week concert series. (Principle 1)
Public Art	In partnership with Art State Arizona, facilitated the installation of three, student-created animal sculptures along La Cholla Blvd. This Transportation Art by Youth Project was funded by Pima County Association of Governments. (Principle 1)
✓ OV Community & Recreation Center	Completed parking lot improvements and added outdoor ADA-accessible restrooms, enhancing safety, convenience, and accessibility for residents and guests. (Principle 3)
✓ Pusch Ridge Tennis Facility	Shaded seating and event space improvements were completed, creating a more accessible, attractive, and welcoming area for residents to gather, enjoy events, and support community recreation. (Principle 3)



↑ FY 25/26 BY THE NUMBERS

- Community Center Memberships (New record!): **4,477**
- Cultural and community events: **36**
- Golf memberships (New record!): **451**
- Recreational opportunities provided: **3,478**
- Registrations for events, classes and programs: **90,409**
- Resident participation: **74% residents; 26% non-residents**
- Senior-specific programs/activities provided: **791**
- Youth Camp participants (all programs): **2,769**

↑ Strategic Plan Projects *OUTCOMES & UPDATES*

PROJECT DESCRIPTION

Develop a Comprehensive Trails Plan

Engaged residents in the creation (and Council adoption) of the 10-year OV Trails Connect Master Plan, establishing a community-driven framework for future trail and multi-use path improvements.

Senior Programming

Additional senior programs were introduced, including Senior Eats Socials and educational opportunities in partnership with the Oro Valley Police Department.

✓ **Vistoso Trails Nature Preserve**

The pond area design has been approved, a contractor has been hired, work has begun and multiple grants have been secured to support property improvements.

Resident-Centered Access Strategy

Staff developed and presented an updated fee structure to Council (which was adopted) prioritizing reduced fees for Oro Valley residents compared to non-residents.

Focus Area 3

PUBLIC SAFETY

What is Public Safety and why does it matter?

Public Safety includes the police, emergency response, preparedness, and community protection services that help keep Oro Valley safe. It matters because it protects residents, supports quick response in emergencies, builds community confidence, and helps preserve the safe, high-quality environment people expect in Oro Valley.



↑ Guiding Principles *OUTCOMES & UPDATES*

CodeRed	Integrated the CodeRED platform into Emergency Operations, expanding this free emergency notification service to 23,775 residents. (Principle 4)
✔ Court Building Improvements and Expansion	See Focus Area 4 on page 10. (Principle 4)
Grappler Police Bumper	Installed this vehicle-mounted safety device that helps stop fleeing vehicles in a controlled manner, reducing the dangers of high-speed pursuits and improving safety for officers and motorists. (Principle 4)
Peregrine Technologies	Implemented Peregrine, a public safety technology platform that brings critical information into one secure system, helping first responders and law enforcement better protect the community by improving data and response coordination. (Principle 4)
✔ Purchase of New Police Building	See Projects on page 11. (Principle 4)



↑ FY 25/26 BY THE NUMBERS

- Avg. service call response times: **3.32 mins (Priority 1)**, and **4.49 mins (Priority 2)**
- Community events and training courses offered: **30**
- Closure rate for criminal investigations: **100%**
- Citizens Volunteer Assistants (CVAP) hours volunteered: **15,755**
 - **Equivalent to 7.5 full-time staff**
 - **Savings of approx. \$500,000**

↑ Strategic Plan Projects *OUTCOMES & UPDATES*

PROJECT DESCRIPTION

Evaluate the Use of surveillance Cameras

Implemented the Drones as First Responder program, which uses remotely launched drones to provide live video and real-time information before officers arrive, improving response, safety, and efficiency.



Focus Area 4

INFRASTRUCTURE AND TOWN ASSETS

What is Infrastructure and Town Assets, and why does it matter?

Infrastructure and Town Assets include the roads, water systems, public buildings, parks, and facilities that support daily life in Oro Valley. They matter because they keep the community safe, connected, reliable, and well maintained while protecting the long-term value of the services and spaces residents depend on.

↗ Guiding Principles *OUTCOMES & UPDATES*

✓ Northwest Recharge Recovery and Delivery System (NWRDRS)	This multi-year effort is the largest capital improvement project in Oro Valley Water Utility history. It delivers up to 4,000 acre-feet of recovered CAP water each year, reducing groundwater pumping and helping preserve water resources for future residents. (Principle 1)
Reducing Water Use in Residential Landscaping	Consolidated the Water Utility's online billing and water monitoring services into a single customer portal, doubling the number of customers who now have access to water monitoring to more than 16,000. (Principle 1)
✓ Sierra Wash Drainage Improvements at Via Mandarin	Strengthened the outlet apron, helping protect the box culvert and roadway from erosion and potential failure while preserving critical public infrastructure. (Principle 1)
Well D-9 Rehabilitation	Rehabilitation included key repairs and a new pumping unit, strengthening reliable groundwater service and supporting long-term water sustainability. (Principle 2)
✓ Court Building Improvements and Expansion	Added 2,000 square feet, including a secure entry/lobby, attorney-client meeting rooms, jury deliberation room, sally port, holding cell, and public restrooms to improve safety and access for Court visitors, and increased efficiency of Court operations. (Principle 5)
El Conquistador Transmission Main	Constructed a transmission main that adds critical system redundancy, providing a second way to serve the resort and surrounding neighborhood and helping protect residents and businesses from main-break water outages. (Principle 5)
✓ La Cañada Booster Station Expansion Completed	Improves efficiency and ability to move water further within the system. (Principle 5)



↑ Strategic Plan Projects

OUTCOMES & UPDATES

PROJECT DESCRIPTION
✓ Police Facility and Satellite Office Purchased a building for the Police Department's future headquarters to create better community access to police services and to ensure OVPD has room to grow and continue serving residents well into the future.
Resource Conservation Implemented a Groundwater Well Efficiency Dashboard, which increases pump efficiency, tracks groundwater levels over time, and provides metrics for existing and historical data.
Coordinated Waste and Recycling Pickup Developed a coordinated waste and recycling Request for Proposals (RFP) template for HOAs to use when selecting trash collection services. This helps streamline weekly service, improve efficiency, and reduce wear on neighborhood roads.

↑ FY 25/26

BY THE NUMBERS

✓ Annual Sidewalk Program

- Sections of sidewalk fixed by grinding flat: **268**
- Sections of replaced sidewalk: **74**

✓ Pavement Preservation Program (Roads)

- Lane miles treated or repaired: **58**
- Overall Condition Index: **76 avg.**
(Best in the region)

Transit Services

- On-time performance: **99.23%**
- Rides provided: **76,213** (record high)
- Operating cost reimbursement (federal, state and county): **85%**

Water Utility

- Customer questions answered same day: **100%**
- Reduction in groundwater pumped: **5,000 Acre-Ft. per year or less (10 consecutive years)**
- Number of WaterSmart leak alerts provided to customers: **9,000+**
- Number of groundwater production wells rehabilitated: **3**

Focus Area 5

LAND USE AND DESIGN

What is Land Use, and why does it matter?

The Town of Oro Valley is committed to thoughtful land use and high design standards that balance the community's evolving needs with its traditional character and values. By resolving code inconsistencies, engaging residents in planning the future, and leveraging innovative technologies, the Town fosters a business-friendly environment while preserving the integrity of its neighborhoods and natural landscapes.



Danilo Faria, "Sutherland Trail"

↗ Guiding Principles *OUTCOMES & UPDATES*

Rooney Ranch Residential and Commercial Zoning	Established zoning for the Town-owned Rooney Ranch property to enable future residential and commercial development while preserving 88 acres as open space. Proceeds from the sales will support the new Police Facility and the Town's long-term economic sustainability. (Principle 3)
Development Review Process Improvements	Streamlined the Town's development review process to align with state law and improve efficiency, allowing eligible projects to move through administrative review faster so developers can secure permits, reduce risk, and bring revenue-generating projects online more quickly. (Principle 3)
Mechanical Equipment and Wall Code Amendment	Updated community design standards aligned with the 2024 International Codes to support consistent regional development and ensure Oro Valley projects meet modern requirements for design, energy efficiency, and sustainability. (Principle 3)
Oro Valley Marketplace	The development plan creates opportunities for new apartments and a hotel, bringing more visitors and activity to support local restaurants, retail, and services while boosting shared revenues and sales tax growth. (Principle 2)



↑ **FY 25/26** BY THE NUMBERS

- Inspections performed: **16,092**
- Next-day inspections completion average: **98.4%**
- Permits issued: **2,013**
- On-time permit review average: **99.8%**

↑ **Strategic Plan Projects** *OUTCOMES & UPDATES*

PROJECT DESCRIPTION

OV Path Forward

The Town's General Plan sets the residents' vision and action plan for the next 10 years. Town Council adopted the Plan on May 6, 2026, moving it to the November 2026 ballot for voter consideration. To learn about the Community Engagement effort, see Focus Area 6, page 14.



Focus Area 6

EFFECTIVE AND EFFICIENT GOVERNMENT

What is Effective and Efficient Government, and why does it matter?

Effective and efficient government means delivering high-quality services, using taxpayer dollars responsibly, and responding to community needs in a timely and practical way. It matters because residents depend on a government that listens, turns community input into action, and provides great customer service as a sign of accountability, responsiveness, and trust.



↗ Guiding Principles *OUTCOMES & UPDATES*

OV Path Forward Community Engagement	Through a broad community outreach effort to invite, inform, and engage residents, the Town used mailers, signs, digital media, events, and online tools to gather more than 10,700 comments which helped shape the community's action plan for the future. To learn about the General Plan process and document, see Projects on page 13. (Principle 4)
Enhanced Volunteer Program	Implemented new volunteer opportunities such as the six weed pull events at Vistoso Trails Nature Preserve, attended by a total of 146 residents. (Principle 4)
MOU Negotiation with the Police Union	The Town successfully reached a new agreement with the Oro Valley Police Department's police union, establishing clear terms for compensation, benefits, and working conditions to help retain a strong, stable police workforce and support reliable public safety services for residents. (Principle 2)
Public Engagement and Transparency	Planned and executed public outreach/education campaigns to increase public awareness, such as: RTA Next, 2026 General Plan process, Trails Master Plan process, community events, and updates on major projects and initiatives. (Principle 4)
Upgrading Town devices to Windows 11	Successfully upgraded all required devices to Windows 11 following the end of Windows 10 support, helping ensure continued security updates and reducing the Town's risk of cyberattacks and costly disruptions. (Principle 1)



↗ Strategic Plan Projects

OUTCOMES & UPDATES

PROJECT DESCRIPTION

Regional Intergovernmental Cooperative Services

Staff completed a comprehensive review of the Town's existing intergovernmental agreements, cooperative contracts, and shared-service arrangements, then conducted a similar inventory for Marana and Sahuarita. This regional comparison is now being used to identify gaps and potential opportunities for Oro Valley to participate in cooperative services already being used by neighboring jurisdictions to reduce costs or improve operational efficiency.

↗ FY 25/26

BY THE NUMBERS

AskOV resident inquiries received: **639**

Clerk's Office

- Customer service inquiries resolved within first contact: **8,338**
- Public records requests: **479**
- Staff time to fulfill records requests: **475 hours**

Communications & Marketing

- Press releases: **58**
- Publications and promotions: **107**
- Social media engagement: **55,911 interactions**
- Videos: **45**
- Website user feedback submissions: **323**
- Website updates/edits: **33,020**

Document Digitization Project

- Pages processed: **80,300**
- Pages scanned and uploaded: **31,399**

Information Technologies

- Help Desk response time: **95 minutes (Improved by 82.5%)**
- Median Help Desk ticket solution time: **22 hours (Improved by 54%)**
- Network uptime: **99.99%**

Focus Area 7

FINANCIAL STABILITY

What is Financial Stability, and why does it matter?

The Town of Oro Valley is committed to maintaining long-term financial stability by enhancing operational efficiencies, optimizing resource allocation, and proactively addressing economic uncertainties. By securing external funding, adapting to shifting fiscal conditions, and leveraging economically mature commercial/retail annexation opportunities, the Town aims to ensure the delivery of high-quality services, programs, facilities, and infrastructure while preserving and improving its financial health.



↑ Guiding Principles *OUTCOMES & UPDATES*

Fee Increases	Implemented thoughtful fee adjustments as an investment in Oro Valley's future, ensuring the continued delivery of the services and amenities residents expect, protecting long-term financial stability, and helping to avoid greater costs in the future. (Principle 1)
Use Tax	Approved a 2.5% Use Tax to help capture revenue on taxable purchases, supporting essential Town services and infrastructure that benefit Oro Valley residents. (Principle 1)
Grant Funding	Secured approximately \$9.5 million in grant funding, including \$7 million in federal Community Project Funding for critical bridge repairs, which reduced the local cost of addressing long-term transportation infrastructure needs; and a \$3 million Water Infrastructure Finance Authority grant which advanced construction of the Northwest Recharge, Recovery and Delivery System. (Principle 2)
Funding Policy for PSPRS	Updated the Public Safety Personnel Retirement System (PSPRS) Funding Policy by trimming planned excess contributions while keeping the Town on track to continue fully funding PSPRS. (Principle 3)



↗ Strategic Plan Projects *OUTCOMES & UPDATES*

PROJECT DESCRIPTION

Benchmark Revenue Sources

Town Council approved updated Stormwater, Water Utility, and Parks and Recreation fees, along with a new Use Tax to help offset massive inflation costs and sustain critical pavement preservation improvements across the community.

Analyze the Annexation of State Lands

The Town renewed its focus on planning for Arizona State Land at Thornydale Rd. and Tangerine Rd., a key western gateway with strong long-term potential for retail growth and economic development.

Budget Efficiency and Cost Reduction

Maintained a disciplined, efficient budget by limiting staffing growth, reducing spending trend by \$4 million, deferring non-essential capital projects, and planning for economic shifts. Continued prioritizing public safety and delivering full service to nearly 50,000 residents, all while operating with lower costs and tax rates than many peer communities



CONNECT WITH US!

ASK OV

Have a question or comment for the Town?

520-229-4711
ask@orovalleyaz.gov

FIND US ONLINE

OroValleyAZ.gov
Main website

PlayOV.com
Parks and Recreation programs and classes

OVprojects.com
Info on construction projects

ExploreOroValley.com
Fun things to do and see in the OV

ChooseOroValley.com
Economic Development website

JoinOVPD.com
OVPD's recruitment website

FOLLOW US ON SOCIALS

 **OroValleyAZGov**

 **OroValleyParksandRec**

 **OroValleyPoliceDepartment**

 **ExploreOroValley**



SUBSCRIBE TO AN EMAIL LIST

- Community Center E-blast
- Council, Board & Commission Agendas
- Explore Oro Valley
- Media releases
- Newsletter
- OV Edge Newsletter (Economic Development)
- OVPD CrimeFighter Newsletter
- Parks & Recreation E-blast
- And more



VOLUNTEER

Looking for a meaningful way to give back to the community? Oro Valley provides a variety of volunteer opportunities to suit your interests, experience and stage in life. To learn more, click here or scan the QR code.

- Adopt-A-Road or Trail
- Boards and Commissions
- Community Volunteers
- Keep OV Beautiful
- OVPD's Citizen Volunteer Assistants Program
- Youth Advisory Council





Paul Livingston, "New Perspectives"



Rhonda Royse, "Catalina Sunset"

