

THE EVOLUTION OF

Evans

STRATEGIC PLAN 2026-2030



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Message from the Mayor

Over the past four years, Evans has made meaningful progress toward becoming the community we know it can be. Through the leadership of City Council, the dedication of City employees, and the support of our residents, businesses, and community partners, we have invested in the places, infrastructure, and opportunities that will shape Evans for generations to come.

Core services, infrastructure, and public safety have been focal points for the City Council. In August 2026, construction was completed on the City's new police station that provides a modern and functional facility that will serve the Evans community for decades to come. Nearly quadrupling the size of the old station, the new facility provides our police professionals with space for future expansion and modern safety features that support the high-quality public safety services our community expects.

One of our most significant public infrastructure investments has been the widening and reconstruction of 37th Street. This critical corridor represents more than a transportation project. It improves safety and mobility while providing infrastructure necessary to support residential and commercial growth and better connect our community.

We have also continued investing in the quality of life that makes Evans a great place to call home. New and improved parks, playground development and rehabilitation, and enhancements to public spaces are creating places where families can gather, children can play, and neighborhoods can connect. These investments strengthen our community today while creating lasting assets for future generations.

At the same time, we are seeing commercial growth along critical corridors throughout Evans — McDonald's, Murphy's, QuikTrip, Dollar General, O'Reilly Auto Parts, and several new restaurants. Attracting new businesses and investment expands shopping, dining, employment, and service opportunities for our residents while strengthening and diversifying our local economy. This progress demonstrates what is possible when we invest strategically in infrastructure and create an environment where our community and businesses can succeed.

The Evolution of Evans Strategic Plan builds upon this progress and establishes our direction for the years ahead. It reflects the priorities of our community and our shared vision for what Evans can become — a community defined by responsible growth, strong neighborhoods, quality public services, economic opportunity, and thoughtful stewardship of the resources entrusted to us.

Our work is not finished. As Evans continues to evolve, we must remain focused on the future while preserving the sense of community that makes Evans unique. By working together and making thoughtful decisions today, we can continue building a safe, vibrant, connected, and economically resilient community.

We have accomplished a great deal over the past four years, and there is even more opportunity ahead. I am proud of the progress we have made together and excited about the community we are continuing to build.

Mark Clark
Mayor
City of Evans

Letter from the City Manager

Evans is evolving — and over the past four years, we have worked intentionally to ensure our community is prepared for what comes next.

The City has made significant investments in the infrastructure, public spaces, and economic foundations that directly influence quality of life and position Evans for long-term success. We have invested heavily in our streets, improving the transportation network our residents and businesses rely on every day. We have advanced park development and playground rehabilitation, creating and renewing spaces where families gather and neighborhoods connect. At the same time, investments in utility infrastructure are strengthening essential City systems, addressing long-term needs, and preparing Evans to responsibly accommodate continued growth. While much has been accomplished, there is more work ahead of us.

We have also placed a renewed emphasis on commercial growth and economic development. A stronger commercial base brings new services and amenities to our community, creates jobs, attracts private investment, and strengthens the resources available to provide quality public services. Together, these efforts represent more than individual projects — they are deliberate investments in the future of Evans.

The *Evolution of Evans Strategic Plan* builds on this momentum. It provides a clear framework for aligning City Council's priorities with the work of our organization and focusing our resources where they can have the greatest impact.

As Evans continues to grow and change, our responsibility is not simply to respond to that growth, but to shape it. That means maintaining and modernizing our infrastructure, planning thoughtfully for development, creating quality public spaces, strengthening our economic base, and ensuring our organization is prepared to meet the community's needs. It also means building collaborative partnerships with residents, businesses, schools, nonprofits, regional agencies, developers, and other community stakeholders. By aligning around shared goals and leveraging our collective resources, we can accomplish more together.

A strategic plan only matters if it leads to action. The progress of the past four years demonstrates our commitment to turning priorities into results. As we move forward, we will measure our progress, adapt to changing conditions, pursue opportunities and partnerships, and remain accountable to the community we serve.

I am proud of what our City Council, employees, and community partners have accomplished — and I am excited about what we are positioned to achieve next.

The Evolution of Evans is not something we are waiting for. We are actively building it — together.

Cody R. Sims
ICMA-CM, MPA, CPM



What is a Strategic Plan (and why it's important)

A strategic plan is a comprehensive framework that defines an organization's long-term direction, priorities, and goals, along with the actions required to achieve them. It aligns an organization's mission, vision, and values with measurable objectives and a clear implementation approach, serving as a roadmap for decision-making and resource allocation.

This strategic plan establishes a structured framework to guide the City of Evans' operating and capital investment decisions in support of its long-term priorities. Covering a five-year horizon, the plan defines key focus areas, sets measurable objectives, and directs how resources will be aligned to achieve desired outcomes. It reflects a deliberate effort to connect the City's service delivery and organizational capacity with the evolving needs of residents and businesses.

As Evans continues to grow, the City faces increasing demands on infrastructure, public services, and overall community well-being. This plan positions the City to respond proactively by prioritizing investments, strengthening service delivery, and ensuring that resources are used efficiently and effectively. It is designed to remain flexible, allowing for adjustments as conditions change and new opportunities or challenges emerge.

Equally important, this plan reinforces the City's commitment to transparency, accountability, and collaboration. It provides a foundation for informed decision-making, supports ongoing performance evaluation, and encourages coordination among City leadership, staff, and community partners. Through this approach, Evans can maintain focus on its highest priorities while continuing to deliver responsive, high-quality services that reflect community values and expectations



Mission • Vision • Values

Mission Statement

We deliver citizen-driven services for the health, safety, and welfare of our city to advance as the community of choice.

Vision Statement

The City of Evans is an economically resilient and well-connected community that fosters opportunity for its residents with growth-oriented development and infrastructure.

Current Values

EMPOWER

Providing staff and citizens the tools to succeed and make decisions.

DELIVER

Ensuring high-quality services for the community's health, safety, and welfare.

GROW

Fostering professional development, community improvement, and sustainable growth.

ENGAGE

Actively participating with residents and collaborating within teams to build relationships.

Plan At A Glance



Economic Vitality



Our Goal

Advance the City's prosperity by fostering a vibrant, well-planned economic environment that supports business and reinvestment, strengthens community, and ensures growth through responsible use of public resources.

Objectives

- Develop and implement a comprehensive economic development incentive plan to support business attraction, retention, and reinvestment.
- Create a sustainable City water bank policy to support strategic growth.
- Create wayfinding branding to support community mobility.
- Identify and implement process improvements to create more efficient service delivery.
- Align city code to ensure the regulatory environment supports development outcomes.
- Establish corridor features and develop concept plans for commercial and community nodes to create a sense of place.
- Consolidate ZIP codes to ensure sales tax receipts stay local.
- Develop the City's annexation policy to help ensure prudent, long-term decision-making.

Performance Measures:

- Complete the economic development incentives plan by Fall 2026
- Develop the water bank policy by Fall 2026
- Complete 20% of planned traffic and street sign replacements each year
- Review and update the current City code to local, state, and federal requirements and best practices by Summer 2031
- Report annually on the CIP story map with descriptions of project impacts
- Report annually on economic development accomplishments and progress
- Develop concept plans for commercial and community nodes by Summer 2028
- Develop an annexation policy and plan by Fall 2027









Collaborative Partnerships



Our Goal

Strengthen intergovernmental and community-based partnerships to improve service delivery and elevate the City's regional voice in addressing community priorities.

Objectives

- Build operational partnerships with the regional stakeholders to improve services and resident understanding of local government.
- Develop transportation/transit needs for the City to improve mobility.
- Connect City officials with peers in other communities to work collaboratively on issues of significance in the region.
- Enhance relationships with the State of Colorado and Colorado Department of Local Affairs (DOLA) to improve access to state resources.
- Explore relationships with District 6, UNC, and Aims Community College for city staff augmentation and support.
- Formalize partnerships with the nonprofit sector in the city and region to share information about resources.



Performance Measures

- Develop and prioritize a list of strategic partnerships by December 2026
- Review and update existing Memorandums of Understanding (MOUs) and Intergovernmental Agreements (IGAs) by Spring 2027







Infrastructure



Our Goal

Deliver well-designed infrastructure that meets current and future community needs to support long-term sustainability and quality of life.

Objectives

- Develop and implement a complete Capital Improvement Program (CIP) that is integrated into the City's annual budget process.
- Update engineering and development standards and code to comply with state and federal regulations and best management practices.
- Develop the City's project management process to create standard operating procedures (SOPs) and better meet the community's goals.
- Update the City's utility codes for federal and state compliance and best management practices.



Performance Measures

- Develop CIP by end of Q3 2030
  - Pavement management by Q3 2026 and update annually
  - Water by Q2 2027 and update annually
  - Stormwater by Q2 2028 and update annually
  - Wastewater by Q2 2030 and update annually
- Annual report on implementation of the City's ADA transition plan
- Establish a standardized project management process by end of Q2 2027
- Update the utility codes by Summer 2031
- Update the Utility Master Plans by 2031
- Develop a pedestrian mobility plan Q4 2027







Implementation/Next Steps?

The Evolution of Evans Strategic Plan delivers the greatest value when it actively informs daily decision-making and operations. For the City of Evans, effective implementation begins with detailed planning at the departmental level, where strategic priorities are translated into specific, actionable steps. Each department will develop aligned work plans that define measurable objectives, establish timelines, and assign clear responsibilities. This structured approach promotes consistency, strengthens accountability, and ensures that routine activities support broader organizational goals. Engaging staff through this process is essential to building ownership and embedding the City's strategic direction across all levels of the organization.

To maintain focus and adaptability, the City will incorporate an annual review of strategic objectives into the budget development cycle. This review will assess progress, highlight emerging needs, and inform any necessary adjustments to priorities. By linking funding decisions to strategic outcomes, Evans reinforces its commitment to intentional resource allocation and ensures that investments align with the results the City aims to achieve. This process also provides departments with a formal opportunity to share progress and refine their plans for the year ahead.

In support of continued coordination and innovation, the City will establish internal work teams aligned with key priority areas. These cross-functional groups will help advance major initiatives, encourage collaboration, and promote the exchange of best practices across departments. Additionally, items brought forward for City Council consideration will be evaluated for alignment with established strategic priorities, ensuring consistency between governance decisions and the adopted plan.



Acknowledgements

The City of Evans extends its sincere appreciation to everyone who contributed their time, perspectives, and ideas to the development of the Evolution of Evans Strategic Plan.

This plan reflects the collaborative efforts of our community and organization, and we thank the following groups for their valuable participation:

Evans residents

Evans City Council

City of Evans Executive Team

City of Evans staff

The City also extends our sincere gratitude to our external partners and stakeholders whose insights helped shape the vision for Evans in the years ahead:

Evans Fire Protection District

Weld County Board of County Commissioners

Greeley-Evans School District 6

Evans Area Chamber of Commerce

High Plains Library District

Your engagement, collaboration, and commitment to the future of Evans have been invaluable in creating a strategic plan that reflects our shared vision for the community.

City of

Evans, Colorado









The Evolution of Evans Strategic Plan • 2026-2030