

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

**SUBJECT: Status Update on the FY15-17
City Strategic Action Plan**

STAFF PRESENTER: Kim Bradford,
Assistant to the City Manager

COMPANY

CONTACT: N/A

RECOMMENDATION:

Council will receive a status update on the FY 15-17 City Strategic Action Plan.

PURPOSE:

The City Council will receive a presentation highlighting key updates regarding items in the FY 15-17 City Strategic Action Plan. The written document has updates on all items in the plan, and also includes an executive summary with current action items and highlights of the progress made. The work session will highlight some key achievements and is for discussion purposes only. (Kim Bradford, Assistant to the City Manager)

BACKGROUND AND COMMUNITY BENEFIT:

The city of Goodyear has established a Performance Management Framework which ties together the various planning, prioritization, and performance measurement efforts that have been established. The City Strategic Action Plan is a core component of this framework, and serves as a fluid road map of strategic programs and projects that will best advance the vision for the City and ensure that Goodyear is poised to capitalize on opportunities. It is a flexible tool used to guide and assist with proactive policy development, and the achievements resulting from this plan will be enjoyed by current residents and future generations.

The Plan utilizes the mission and vision for the City as its foundation, as well as four strategic focus areas that were established through consensus discussion with the Council in the summer of 2011 and ultimately adopted in April 2013. The focus areas have identified goals as well as targeted action items for a 3-year period. These priorities provide focus for policy decisions made regarding strategic initiatives and allocation of resources.

The strategic focus areas and their goal statements are:



Fiscal and Resource Management

The City of Goodyear will implement innovative and responsible policies and business practices to effectively manage its fiscal and human resources. The City will maintain a stable financial environment that is transparent and that maintains an outstanding quality of life for our citizens. Business practices will be efficient, business friendly, and ensure exceptional customer service to all stakeholders and citizens.



Economic Vitality

The City of Goodyear will seek diverse, high quality, development, and will foster local jobs through the strategic pursuit of industries including renewable energy, engineering, technology, aerospace, medical, manufacturing, and internet fulfillment. Business investment and sustainability will be fostered through streamlined processes, strategic marketing, developing ongoing relationships, and encouraging tourism.



Sense of Community

The City of Goodyear will provide programs, gathering places, and events where the community can come together to participate in opportunities of learning and recreation. Sustainable relationships with the community will be cultivated through citizen engagement, outstanding customer service, and clear, accessible communication.



Quality of Life

The City of Goodyear will implement programs and projects that create a clean, well-maintained, safe, and sustainable environment and that provide citizens with opportunities for an engaged, healthy, and active lifestyle.

The Strategic Action Plan document is designed to highlight key activities in support of stated priorities and goals over a period of three years and focuses specifically on activities outside of the day-to-day operational services that the city provides. The tactics included in the Strategic Action Plan are specific and assigned to a lead department; however, in most cases these initiatives involve many different departments in the city. The document also is used as a mechanism to provide status updates on the progress of activities, and is reviewed/adopted annually to keep it up to date and ensure priorities are correlated to the budget process.

This document is aligned with many other planning documents used by the city including departmental plans (which include specific strategic plans, master plans, and operational plans) that guide department priorities and performance. In addition, key long term plans such as the General Plan, Transportation Master Plan, and Parks, Open Space, and Trails Master Plan also link to the vision and strategic initiatives in this document.

The work session will highlight accomplishments noted in the written report.

PREVIOUS ACTIONS AND DISCUSSION:

The City Council first adopted the Strategic Action Plan in April 2013 after several work sessions focused on shaping the document. Since that time, progress reports are typically provided mid-fiscal year, priorities are discussed as part of the annual City Council retreat, and the plan is updated/adopted in correlation with the budget development cycle for the following fiscal year.

FISCAL ANALYSIS:

There is no fiscal impact as a result of this presentation, as the item is for information and discussion only.

ATTACHMENTS:

FY 15-17 City Strategic Action Plan (mid-year update)