

# City of Goodyear FY 15-17 Strategic Action Plan Status Update

11/2/2015

# Agenda



- Brief Background on the Plan (Development/Utilization)
- Review Strategic Priority & Highlight Accomplishments
  - Council Q&A at each segment
- Next Steps

# PERFORMANCE MANAGEMENT PROGRAM

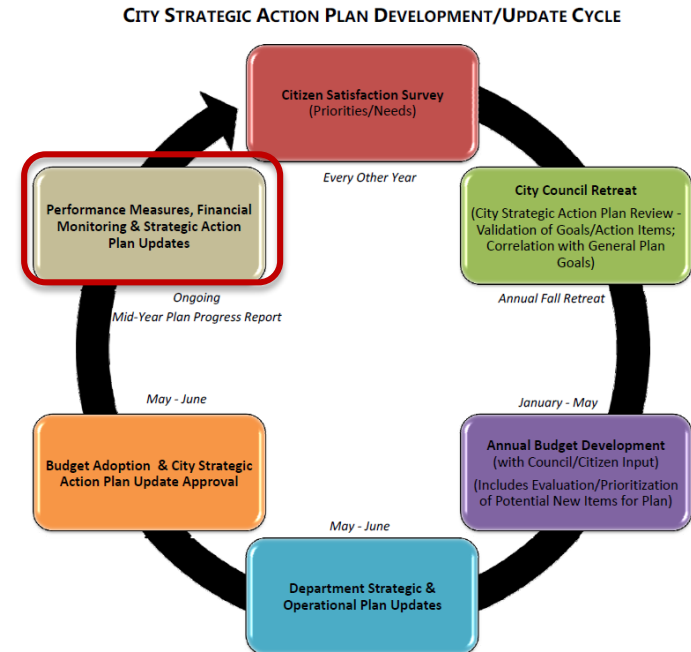


# City Strategic Action Plan



## Plan Background & Utilization Cycle

- “Actionable” Living document
- Linked to Department Plans and Budget Development
- Status Updates
- Annual Review



# Vision & Strategic Goals



## The City of Goodyear will be:

- A great place to live, work and raise a family
- A city with healthy lifestyles and commitment to the environment
- A growing community that provides quality opportunities and lifestyles
- We will be known as:
  - A destination place for regional shopping
  - A destination for higher education designed for workforce needs
  - A place for diverse job opportunities and an inventory of industries
  - An incubator for entrepreneurs
  - A hub of arts and culture in the West Valley



**Fiscal & Resource  
Management**



**Economic  
Vitality**



**Sense of  
Community**



**Quality of Life**

# Fiscal & Resource Management



## Purpose Statement & Goals



Efficiencies

Innovation

Accountability

Financial  
Stability

Transparency

Exceptional  
Customer  
Service

- Fiscal Responsibility
- Efficiencies & Innovation in Service Delivery to Reduce the Cost of Government
- Human Capital Plan to attract, develop and retain top talent
- Technology (Efficiencies and Business Investment)
- Regional Partnerships

# Fiscal & Resource Management



## Accomplishments

### Performance Management Program

- **Framework Established**
  - Data Driven (PBB/CityStat/Valley Benchmark)
  - Integrates PBB, CityStat and Lean Thinking
- **Annual Update of Models**
- **Development of Value Streams for Focused Lean Tool Application**

### Fiscal Stability

- **10-year Asset Management Plan for Most Departments**
- **Utility Rate Study**
- **AZSTA Proactive Set Aside**
  - Continued engagement regarding long-term solution

### Technology

- **Telestaff**
- **SCADA**
  - Phase II Complete
- **In-House Developed Applications**
  - Canvas
  - SharePoint
  - Web-Based

# Economic Vitality



## Purpose Statement & Goals



High-Quality  
Development

Grow Local  
Jobs

Strategic  
Recruitment &  
Marketing

Streamlined  
Processes

Tourism

Business  
Retention

- Streamline Development Services
- Long-Range Planning
- Strategic Investment in Infrastructure
- Economic Development to grow jobs and demand for local services
- Business Retention and Engagement
- Encourage Tourism

# Economic Vitality



## Accomplishments

### Development Process

- **International Building Codes Update**
- **Design Guidelines Update**
- **Sign Ordinance Review**
- **Concurrent Reviews for eligible commercial Pad sites**
- **Customer Service Survey**

### Economic Development

- **Re-Established Department**
- **Key Studies Completed**
  - Focus on Success
  - Incubator & Medical Corridor (Higher Ed opportunity eval)
  - Retail Demographics Study
- **Key Locates/Expansions**
  - 18 companies expanding or locating)
  - 1,300 jobs
  - \$172 M Capital Investment
- **Small Business Program**
  - Chamber
  - Small Business Summit & Roundtables
- **Geared for Growth Event**
- **Retail/Entertainment Focus**

### Master Plan Completions & Implementation

- **General Plan**
- **Transportation Master Plan**
- **Parks, Recreation, Trails & Open Space Master Plan**
- **Pavement Management**
- **Integrated Water Master Plan** (in progress)
  - Remediated Groundwater to Ballpark
  - CAP Portfolio
- **Transportation & Transit Expansion**
  - Upcoming Discussions on future actions

# Sense of Community



## Purpose Statement & Goals



**Programs, Places  
& Events**

**Learning &  
Education**

**Citizen  
Engagement**

**Clear &  
Accessible  
Communication**

- Enhanced Higher Education Presence
- Communication and Connection with Neighborhoods
- Community Programs and Events

# Sense of Community



## Accomplishments

### Citizen Engagement & Outreach

- **Citizen-Based Committees**
  - General Plan
  - Utility Rate Study
- **Neighborhood Outreach /Road Show**
  - HOAs
  - Issue Specific
  - Engagement at Special Events
- **State of the City**

### Citizen Communication

- **New Website**
  - Ease of Info; Award Winning
- **Social Media**
  - Live Tweeting
  - Timely Facebook/Twitter updates on events or closures
- **Citizen Survey**
  - National Standard Tool
- **Good Neighbor Newsletter**

### Community Events

- **Streamlined Special Events Ordinance**
- **Annual Established Events**
- **Veteran's Day Event**



# Quality of Life



## Purpose Statement & Goals



Clean & Well-Maintained Community

Public Safety

Sustainability

Engaged, Healthy & Active Lifestyles

- Innovative & Efficient Public Safety Programs and Service Delivery
- Diverse Programs for Healthy & Quality Lifestyles for the Community
- Partnerships for Youth Development
- Environmentally-conscious initiatives that support a clean, well-maintained, sustainable community

# Quality of Life



## Accomplishments



### Community Partnerships

- **Community Policing Activities**
  - Prescription Drop
  - School Substation
  - VIPs
  - Coffee with a Cop
- **Girls Fire Camp**
- **Non-Profit Partnerships**
  - Community Funding
  - WV Trail Alliance (Pump Track)
  - El Rio
- **Education**
  - Building Blocks
  - Shared Use

### Public Safety

- **Electronic Patient Care Reporting**
  - Real Time Information Access for Enhanced Care
  - Grant funded
- **Accreditation**
  - Police: 2017
  - Fire: 2019
- **Police Operations Facility**

### Environmentally-Conscious Initiatives

- **ASU Internships**
  - Tree City USA
  - Water Conservation
- **Right of Way**
  - Additional cost-effective maintenance crew
  - 4 unimproved area projects
- **Water Conservation**
  - Education Series
  - Fix A Leak/H2Own it campaigns
  - Upcoming Water Conservation Citizen Committee

# City Strategic Action Plan



## Next Steps

- Priorities Discussion: Upcoming Council Retreat
  - To include citizen feedback and General Plan
- Plan Updated/Adopted: June 2016 (FY 17-19 Plan)

