

AGENDA ITEM #: \_\_\_\_\_

DATE: July 18, 2016

COAC #: 16-5859ws

**CITY OF GOODYEAR  
CITY COUNCIL ACTION FORM**

**SUBJECT: Review draft City Strategic  
Action Plan for FY 2017-2019**

**STAFF PRESENTER:** Pam Weir, Assistant  
to the City Manager

**CASE NUMBER:** N/A

**OTHER PRESENTER:** N/A

**RECOMMENDATION:**

The City Council will receive an overview of the draft City Strategic Action Plan for FY17-19 and a summary of the previous plan's accomplishments. Following the review, staff recommends Council establish consensus regarding any final changes to the plan prior to adoption.

**PURPOSE:**

The City Council will receive an overview of the draft of the City's Strategic Action Plan for FY 17-19, which will be tentatively be considered for adoption on August 22, 2016. The FY 2017-2019 City Strategic Action Plan outlines the vision for the city and the mission of our organization, and identifies strategic focus areas, goals, and action items that will serve as a guide for strategic initiatives over and above the day-to-day operations of the city over the next three fiscal years. The work session seeks to obtain consensus direction on final changes before the plan is adopted.

**BACKGROUND AND PREVIOUS ACTIONS:**

The City of Goodyear's Strategic Action Plan utilizes four strategic focus areas as its foundation. These priority areas were set through consensus discussion with the Council in the summer of 2011, and they focus on four general areas that drive policy decisions and priorities for the City for strategic initiatives: Fiscal and Resource Management, Economic Vitality, Sense of Community, and Quality of Life. These are based upon the vision for the city, which was developed by Council using feedback from citizens and stakeholders.

The Strategic Action Plan establishes a road map of key strategic action items that will best advance the vision for the city and ensure that Goodyear is poised to capitalize on opportunities. This plan is a flexible tool to guide and assist with proactive policy development, and the achievements resulting from this plan will be enjoyed by current and future residents. The 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. The document may also be used as a mechanism to provide status updates on the progress of activities at regular intervals.

This document is aligned with many other planning documents used by the City, including departmental operations plans which guide department priorities and performance. In addition, key long term plans such as the General Plan, Transportation Master Plan, and Parks, Recreation, and Open Space Master Plan also correlate to the vision and strategic initiatives in this document. The plan's focus areas were also used as the foundation for the City's Priority Based Budgeting Key Result Maps.

The City Council provided direction for plan updates at the February 2016 City Council retreat, and city staff was provided the opportunity to recommend additional action items based on their areas of expertise and feedback received from Council during the budget process on their programs and services.

City staff recommend action items from the FY15-17 plan that have been thoroughly completed are not carried over to the FY17-19 plan. The list of these accomplishments will be discussed during the work session. In addition, a total of one new goal and thirteen new action items are recommended to be added to the FY17-19 Strategic Action Plan. They are:

Addition of a new goal in the Sense of Community focus area to “add and expand community gathering places, and improve parks and recreation amenities,”

Additional action items that support the new and existing goals:

#### Fiscal and Resource Management

- Implement Citizen Online Reporting and Kiosk Program in the Police Department
- Implement and upgrade Traffic Unit technologies
- Explore enhancing the business liaison function of the Police Community Services Unit in conjunction with online business reporting.

#### Economic Vitality

- Evaluate Traffic Signal Standards

#### Sense of Community

- Recreation and Aquatics Center/100-acre park Master Plan
- Park Amenity Improvements
- Loma Linda Park Improvements
- Health and Wellness Park
- Creation of gathering places near Estrella Falls Regional Mall
- Right of Way Improvements

#### Quality of Life

- Conduct Fire Station Study
- Community Paramedicine Program Pilot
- Explore the expansion of the Prescription Drug Drop Box program

These modifications, as well as any additional updates garnering consensus at this work session, will be included in the final FY 17-19 City Strategic Action plan that the Council will tentatively consider adopting on August 22, 2016.

Previous Council Actions include:

- The original plan was adopted by the City Council on April 8, 2013.
- A progress update work session was held on October 28, 2013.
- The City Council discussed any updates to the priorities, goals, and action items at the retreat on November 2, 2013, which were evaluated through the budget process and incorporated into a draft plan for FY 15-17.
- A work session was held on May 19, 2014 to review the final draft of the FY 15-17 plan in preparation for formal adoption.
- The FY15-17 plan was adopted by the City Council on June 23, 2014.
- A progress update work session was held on November 2, 2015.
- The City Council discussed any updates to the priorities, goals, and action items at the retreat on February 1, 2016, which were evaluated through the budget process and incorporated into the draft plan for FY 17-19.

### **PUBLIC PARTICIPATION:**

Citizen Survey: Results of the city-wide citizen survey were considered in the development of the Strategic Action Plan.

### **STAFF ANALYSIS:**

Council consensus regarding the content of the FY17-19 Strategic Action Plan at this work session could allow for formal adoption of the plan to take place on August 22, 2016. In addition, Council will have the opportunity at the Council Retreat in October 2016 to revisit the plan and recommend new goals and action items for the following plan cycle, FY18-20.

### **FISCAL ANALYSIS:**

There is no specific fiscal impact associated with adoption of the plan. Any items included in the plan that have a fiscal impact above and beyond existing resources and base budgets have been reviewed and prioritized as part of the annual budget process, which includes discussion with the City Council.

### **ATTACHMENTS:**

Draft City Strategic Action Plan FY17-19