



FY2022 – 2024 Strategic Plan

FY2022-2024 Strategic Plan



HISTORY

- Current Plan Adopted 2018
- Retreat February 15
- Work Session April 5



FY2022-2024 Strategic Plan



OUR VISION

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, dining, and entertainment;
- 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.

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OUR MISSION



The city of Goodyear will provide the finest municipal services and promote a quality environment to enhance our community's prosperity through citizen and employee participation. We are committed to the stewardship of resources and fulfillment of the public trust.

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OUR CORE VALUES

Empathy

Be respectful, kind and aware

Innovation

Be resourceful, progressive and curious

Optimism

Be hopeful, resilient and positive

Adaptability

Be a champion, purposeful and connected

Integrity

Be consistent, trustworthy and transparent

Initiative

Be a leader, proactive and a problem solver

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OUR PURPOSE



*With **unified leadership**, a **talented workforce**, and an **involved citizenry**, Goodyear is on the leading edge of tremendous growth and quality development opportunities. By eliminating barriers and staying adaptable, we will take calculated risks to maximize the community's potential. We deliver services to meet the needs of our city so that Goodyear continues to be a thriving sustainable community for all.*

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FOUR FOCUS AREAS – 14 GOALS



Fiscal &
Resource
Management



Sense of
Community



Economic
Vitality



Quality of
Life

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NEXT STEPS



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RECOMMENDATION

Adopt resolution
for
FY2022-2024
Strategic Plan



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FISCAL & RESOURCE MANAGEMENT

- Smart City Master Plan
 - Develop plan to leverage technology and data analytics solutions
- Performance Measures
 - Develop enhanced system and report regularly



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FISCAL & RESOURCE MANAGEMENT

- Public Safety Training Center Study
 - Study whether beneficial to construct
- Employee Compensation Study
 - Conduct study and update philosophy
- Employee Satisfaction
 - Increase score to 66%



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ECONOMIC VITALITY

- Internet Availability Study
 - Study citywide broadband connectivity
- General Plan Update
 - Develop and submit to voters for approval



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ECONOMIC VITALITY

- New Jobs
 - Add 4,500 new jobs
- Regional Destination
 - Increase restaurant and entertainment businesses by 10%



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SENSE OF COMMUNITY

- Neighborhood Issues
 - Monitor, report, and evaluate
- Recycling Program
 - Evaluate program in unstable market



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QUALITY OF LIFE

- Human & Social Service Needs Study
 - Recommendations for priority services
- Transit options
 - Study current needs and funding requirements
- Library Master Plan
 - Recommendations for future library services

