

CITY OF Goodyear



Smart City Master Plan

Tentative Approval Date: June 6, 2022



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Executive Summary

Smart cities take advantage of advanced technologies, data, and intelligent services to enhance a city's capacity to perform and respond to problems. They improve and automate different city functions, from transportation and waste management services, to permitting processes, and contract management. Smart initiatives are known to generate jobs and increase citizen satisfaction through improved services. They help improve traffic, energy efficiency, and other quality of life factors that produce public value. Ultimately, smart city initiatives can help the city monitor its environment, connect with residents, reduce spending, realize efficiencies, compete for economic resources, attract new business investment, and make informed decisions using data.

Today, there are mature and growing cities across the world, nation, state, and region that incorporate smart technologies, adopt, and evaluate smart plans and initiatives, and put smart policies into practice. Locally, the cities of Mesa and Scottsdale have adopted smart city plans. Tempe, Tucson, Yuma, Phoenix, Flagstaff, Gilbert have identified smart initiatives and individual projects to pursue. In 2018, fourteen cities in Greater Phoenix (including Goodyear) came together with partnering agencies to create the Greater Phoenix Smart Region Consortium called The Connective.

With the region's new focus on smart cities, it was important that the city better understand what smart cities meant to Goodyear. In 2020, Goodyear set out on a journey to learn about smart cities and envision its very own Smart City Master Plan. The city created a Smart City Steering Committee to guide the process. The committee conducted research on smart cities, established best practices for the creation of a smart city master plan, assessed the city's assets, and collected feedback from departments and leadership on potential smart projects and technologies that may be valuable to the city. In October of 2021, a work session with City Council occurred to capture feedback on the proposed master plan. The end result of these efforts led to the creation of the Goodyear Smart City Master Plan, which shares insights into what the city is doing and hopes to accomplish by taking advantage of smart technology and exploring the value and success of future smart initiatives.

The Goodyear Smart City Master Plan provides a framework for the evaluation and management of potential smart city initiatives identified as a solution to a business need. The master plan establishes categories under which projects can be considered as smart, and how the projects and advanced technologies may help address problems with data driven success goals identified by departments.

By encouraging departments to explore smart solutions and recommending smart city goals and projects, the city hopes to realize the value of smart investments in Goodyear communities. Becoming a smart city is not driven by a desire to invest in new and innovative technologies, but rather a desire to offer the best and most efficient services to our residents, visitors, and businesses.

Purpose

One of the FY22-24 Strategic Plan goals, as established by Council, was to Develop a Smart City Master Plan to leverage technology and data analytics solutions by the end of FY22.

Ultimately, smart city initiatives improve resident satisfaction by helping the city monitor its environment, connect with residents, reduce spending, realize efficiencies, compete for economic resources, and make informed decisions through the use of data.

Smart City Definition

One which utilizes partnerships, information technology, and data analytics to improve government services and enhance quality of life for residents and businesses.

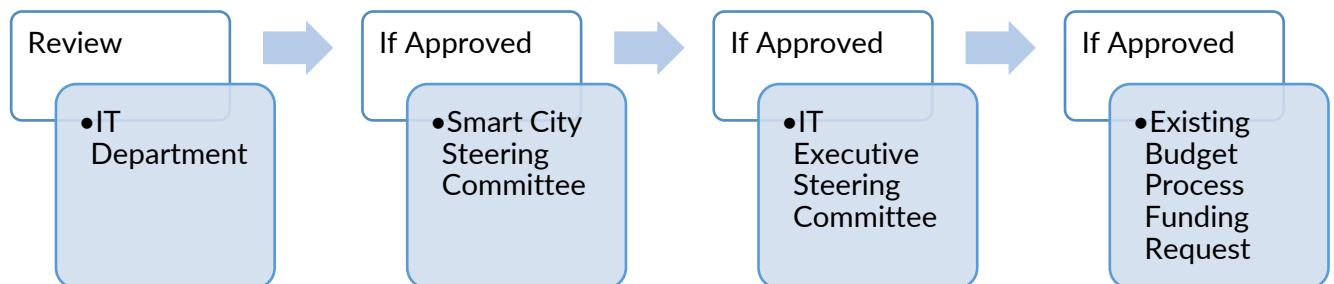
Smart City Master Plan Goal

A master plan that recommends technology projects that align with business-driven initiatives which measure success using data to inform and improve the City of Goodyear's ability to achieve operational goals, improve our services and engage our residents.

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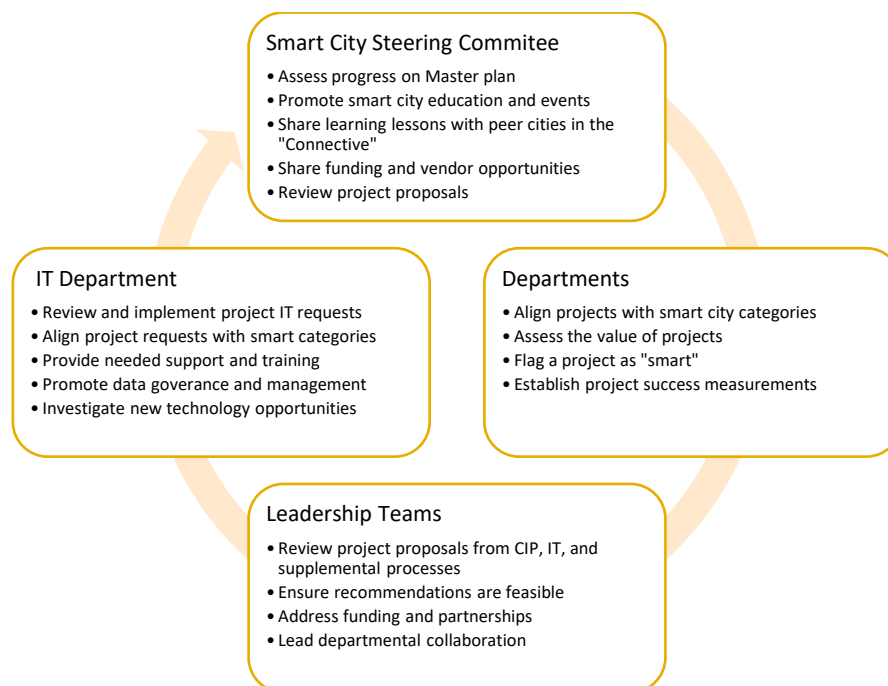
Smart City Governance Process

The Goodyear Smart City Master Plan does not encourage implementing smart technologies without a governance process. Smart technologies should only be deployed when a business need is identified with the opportunity to realize value and better achieve the city goals to improve responsiveness, efficiency, effectiveness, and equity for our residents. All requests for smart city projects will follow the approval process shown below.



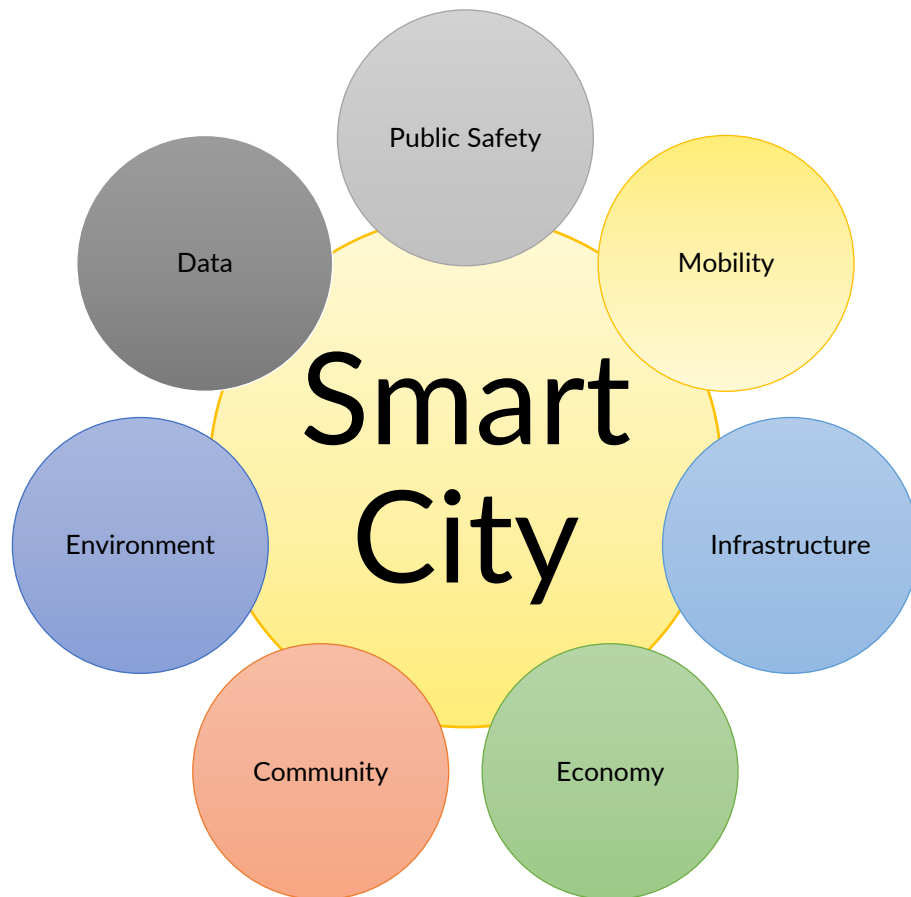
While there are different ways smart city recommendations can be implemented, it is important to understand how decisions about implementation and future recommendation proposals might fit into a larger ecosystem of stakeholders. This proposed implementation process will be key to success in terms of pursuing existing recommendations, exploring newly identified recommendations, and introducing innovative ideas not seen in the plan. Ideally the process will take advantage of ongoing exposure to smart initiatives, which may encourage creativity and innovation in solving current and future problems in the city.

The diagram below depicts the roles of different stakeholders who may be involved in implementing the Smart City Goodyear Masterplan. Importantly, not only will participating departments, the IT department, and executive leadership assist in selection and implementation of individual recommendations, but the Smart City Steering Committee should continue to provide guidance and assistance. The committee will bridge communications with the Greater Phoenix Smart Region Consortium (The Connective), answer relevant questions about smart cities, bridge gaps in information, share events and opportunities for partnerships, communicate important smart city regional updates, and help evaluate and communicate progress and successes of smart city initiatives.



Seven Smart City Categories

The Smart City Steering Committee worked with City Council through a work session and liaisons from each city department to identify the seven smart categories, shown below, that smart city projects could fall under. Each consecutive page of this document will discuss each category and associated projects that could be pursued thru the previously outlined governance process.

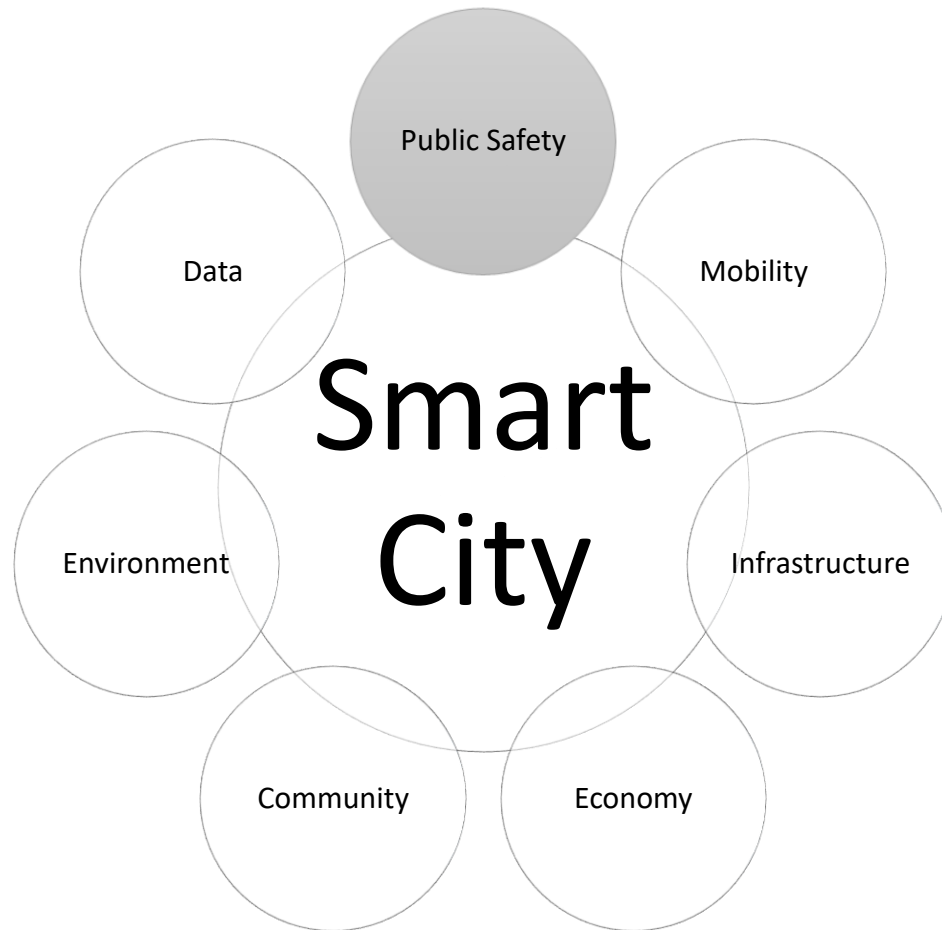


Smart Public Safety

Definition: Smart technology to improve safety and emergency preparedness. The city will seek to use technology for safer streets, businesses, and neighborhoods

Sample Projects:

FirstNet	Automated Vehicle Locator	Alternative Data Sites
Real Time Crime Command Centers	Gunshot Detection Sensors	Mobile Cell Site Simulator
Live911	Crime Reporting Digital Kiosks	Realtime Body Worn Cameras
Updated Body Worn Cameras	Dragon Speech Recognition Solutions	

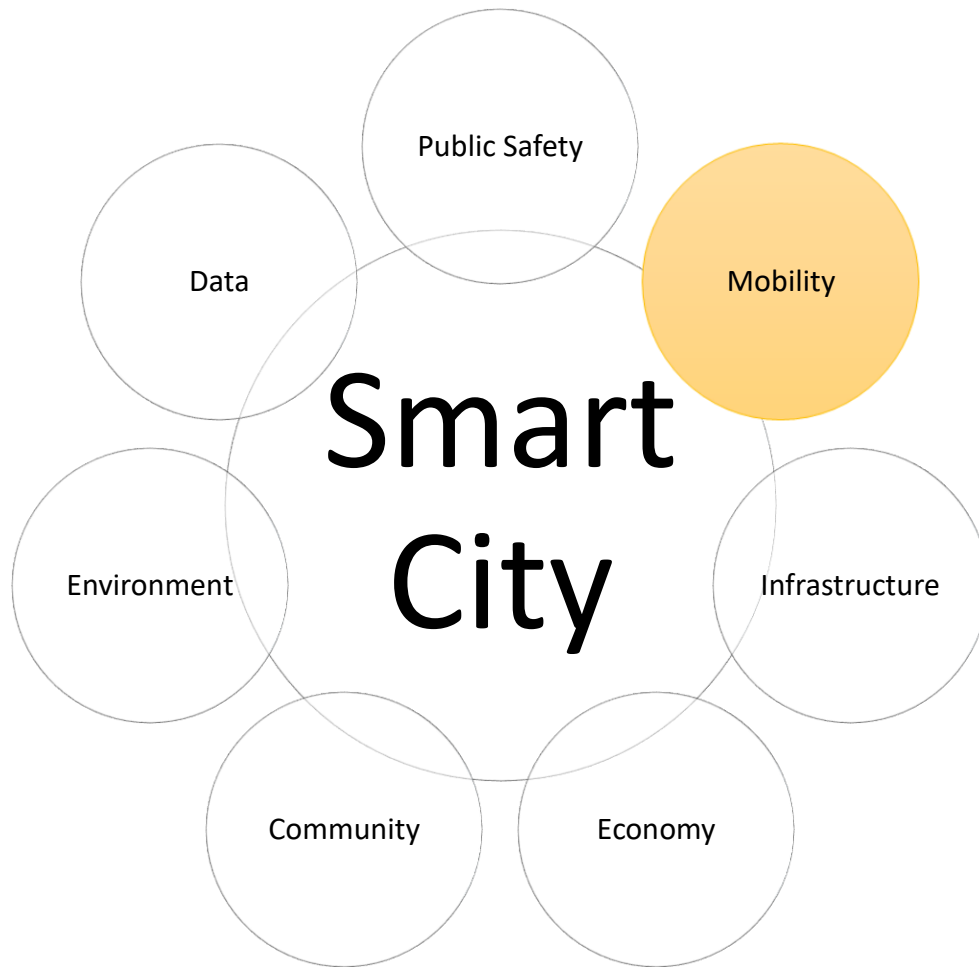


Smart Mobility

Definition: The city will seek to use technology for safer streets and more efficient transportation

Sample Projects:

Intelligent Transportation Systems	Smart Traffic Signal Controllers	Smart Traffic Light Intersection Video Surveillance and Analytics Systems
Smart Traffic Lights with Opticom System	Access Control Systems	Digital Information Kiosks

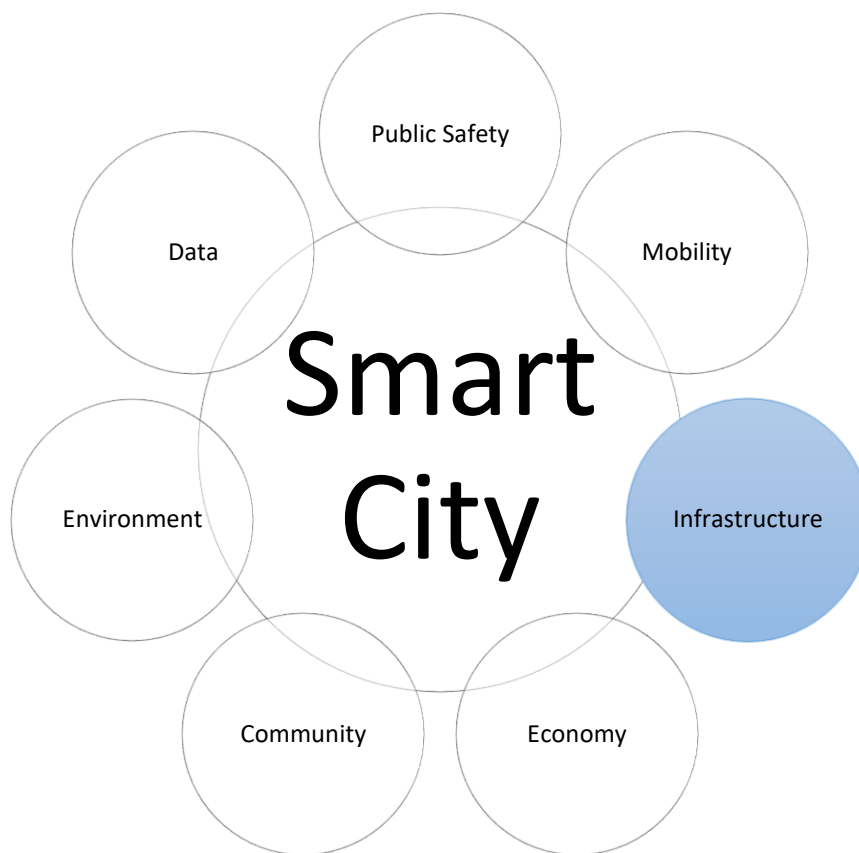


Smart Infrastructure

Definition: Smart Infrastructure for tomorrow. The city will seek to use technology to expand internet and wireless connectivity in the city

Sample Projects:

Coordinated Smart Connectivity Initiatives	Broadband Study	Public wifi accessibility
Partnerships with Service Providers		

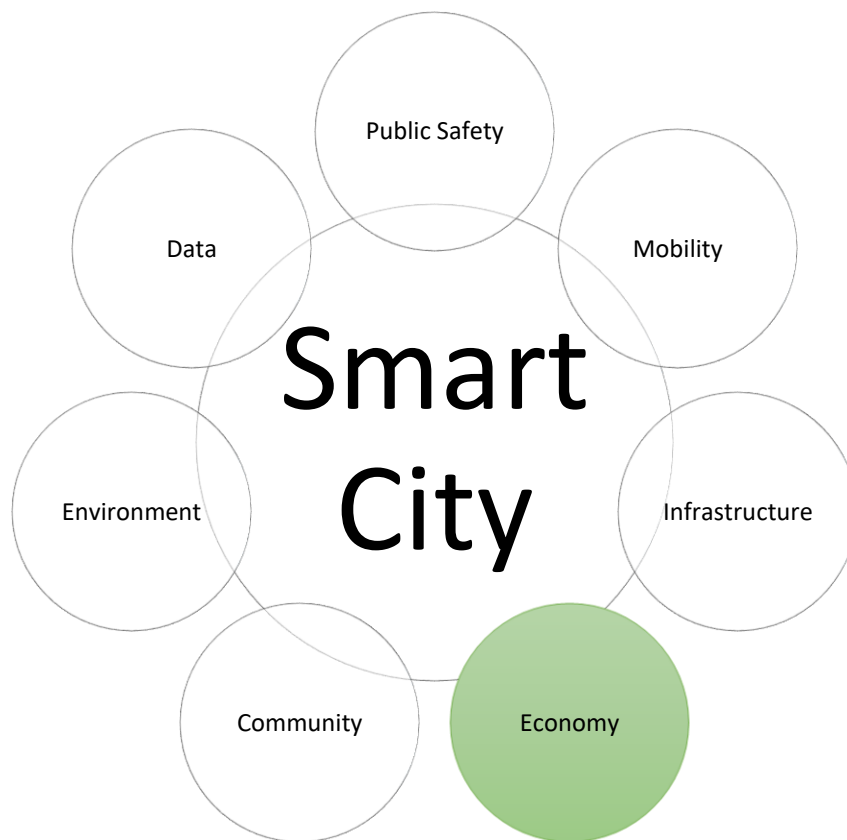


Smart Economy

Definition: Technologies to improve services while saving time and money. The city will seek to use technology to provide better services while saving time and money

Sample Projects:

E-signature Initiative	Smart Connected Workforce	Smart Learning
Smart Mobile HR	Advanced GPS and Fleet Tracking Software	Mobile Talk to Text Technology
Inventory Control System	Citizen Inquiry Tracking System	Smart Grant Management
Smart Contract Management	Budget and Finance Automation	Legal Services Automation
Budgeting system integration and automation	Smarter Permitting System	CIP Planning Tool

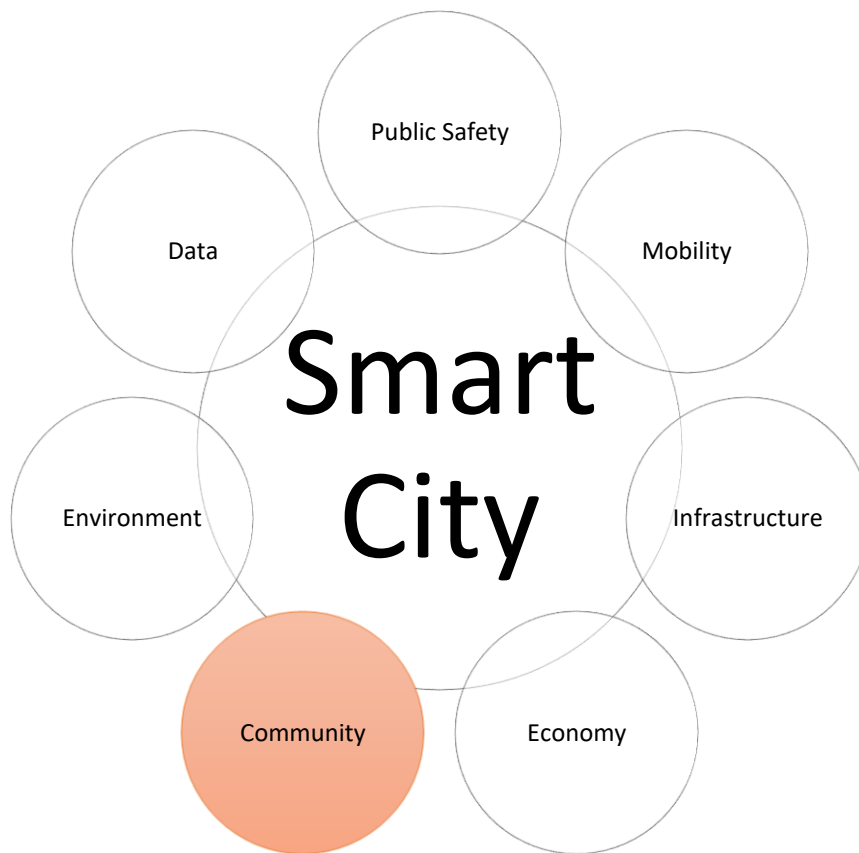


Smart Community

Definition: Technology to improve how we communicate and engage with our residents and businesses. The city will seek to use technology to improve how residents communicate and engage with the city and with each other.

Sample Projects:

Speech Recognition Phone System	Interactive Resident Utility Application	Customer Service Chatbot
Remote Court Services	Online Dispute Resolution Software	Public Wi-Fi for City Facilities
Advanced Digital Assistant		

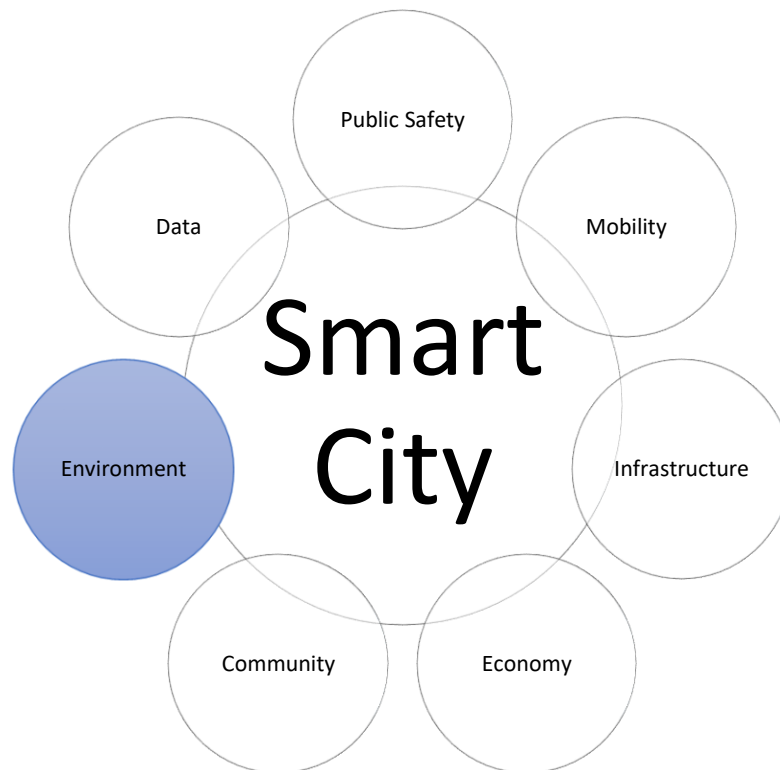


Smart Environment

Definition: Using smart technology to improve our environment. The city will seek to use technology to foster a sustainable, clean, and inviting environment

Sample Projects:

Intelligent Fleet Systems	High Technology Vehicles	Advanced Metering Infrastructure
Water Smart Customer Portal	Smart Irrigation Controllers	SCADA Upgrade
Smart Waste Collection	Smart Waste Vehicles	Smart Building Solutions
Enterprise Asset Management	Smart vehicles	



Smart Data

Definition: Improve data sharing and use data analytics to provide meaningful information for informed decision making.

Sample Projects:

Smart digital asset management	Enterprise Analytics and Dashboarding	Modernize Ballpark Surveys
Legal Services Process Improvement	Open Data Access	HR Dashboard and Reporting
Public Works Dashboard	Goodyear Fire Department Dashboard	GIS and Smart Permitting Software
GIS Layers and upgrades	Collecting and Visualizing PR Maintenance	Data Governance Program

