

Performance Measurement

(Draft Measures)



Fiscal & Resource Management

Maintaining a long-term view, we manage our fiscal, human and physical resources in an efficient and effective manner. This effort is aligned across the organization with an emphasis on transparency. The city's business practices will be efficient, business friendly, and ensure exceptional customer service to all stakeholders and citizens.

Measure	Impact	Department
Percent of standard Public Records Requests completed within two-days	Providing outstanding customer service and increased transparency	City Clerk
Percent of Public Records Requests from the media completed within five-business days	Providing outstanding customer service and increased transparency	City Clerk
Percent of contracts processed within two-business days of Clerk's signature	Positive inter-departmental interactions and efficiency in processing contracts	City Clerk
Percent of agenda items processed within one-business day	Positive inter-departmental interactions, efficiency in processing agenda items, and timely distribution of agenda to meet open meeting laws	City Clerk
Percent of CIP projects delivered on-time and within-budget against original determined timeline & budget	Timely delivery of projects in an efficient manner	Engineering
Percent of utility customers enrolled in autopay	Increase in timely payments and decreased staff time	Finance
Percent utilization of purchase cards vs invoices for accounts payable transactions less than \$2,500	Increase in rebate revenue and decreased staff time	Finance
Percent investment returns exceed market benchmark	Generating investment revenue for other city uses	Finance
Percent of Finance customer service calls longer than five-minutes	Providing outstanding customer service in an efficient manner	Finance
Retention rate	Decrease turnover costs and maintain outstanding customer service	HR
Percent internal fills	Decrease hiring costs and maintain outstanding customer service	HR
Number of days lost due to work-related injuries	Operating safely and reducing work-related injuries	HR
Percent of quarterly check-ins completed on-time	Providing timely coaching and feedback to maximize employee engagement and customer service	HR
Percent of Help Desk calls resolved upon first call	Providing outstanding customer service in an efficient manner	IT
Percent of IT infrastructure availability	Providing outstanding customer service in an efficient manner	IT
Percent of IT projects (non-CIP) delivered on-time and within-budget against original determined timeline & budget	Timely delivery of projects in an efficient manner	IT
Percent of contracts reviewed/approved within seven-days of receiving final	Timely and efficient execution of agreements	Legal Services

Percent of all body-worn camera video, 911 tapes and photographs redacted/disclosed within 45-days	Efficient case resolution, increased transparency, and compliance with Arizona Rules of Criminal Procedure Rule 15.1 governing Discovery requests	Legal Services
Ballpark sponsor renewal rate	Ensures value for sponsors and maximizes revenue opportunities	Parks & Rec
Percent water loss in the utility system	Reducing lost revenue and enhancing water conservation efforts	Public Works
Percent public safety fleet availability	Ensuring vehicles are available to provide service to the community through preventative maintenance and timely repairs	Public Works

	Economic Vitality
	<i>We will continue to ensure the prosperity of our community by increasing the growth of our economy through diversity of industry, business investment, quality job creation, education, and tourism. To support this growing economy, we will invest in transportation and infrastructure and seek high quality retail and entertainment opportunities.</i>

Measure	Impact	Department
Percent of site plans approved on third review	Providing outstanding customer service in an efficient manner	Development Services
Percent of commercial/industrial construction plans approved on second review	Providing outstanding customer service in an efficient manner	Development Services
Percent of residential construction plans approved on second review	Providing outstanding customer service in an efficient manner	Development Services
Number of new retail and entertainment businesses assisted by Goodyear Economic Development	Increased retail options, jobs, economic diversification, and tax revenue	Economic Development
Number of jobs created from new and/or expanding businesses assisted by Goodyear Economic Development	Increased job options for residents, economic diversification, and tax revenue	Economic Development
Number of jobs created in the office sector from new and/or expanding businesses assisted by Goodyear Economic Development	Increased job options for residents, economic diversification, and tax revenue	Economic Development
Percent development-related GIS requests for addressing and plat mapping processed within target timeframe	Providing outstanding customer service in an efficient manner	IT



Sense of Community

The city will cultivate a sense of pride through programs, gathering places, and events where the community can come together to participate in opportunities of learning and recreation. We will continue to make Goodyear residents feel connected to their city government through community engagement, outstanding customer service, and clear, accessible communication.

Measure	Impact	Department
Percent of Accela (Public Stuff) requests that are addressed within the target timeline	Providing outstanding customer service and keeping our community well-maintained	City Manager
Number of social media followers	Increased communication with residents, visitors, the business community, and other followers	Digital Comm
Number of videos produced	Increased communication with residents, visitors, the business community, and other followers	Digital Comm
Percent of ideas pitched to media that successfully result in coverage	Increased communication and positive coverage of city news	Digital Comm
Number of social media comments that receive a response from the city	Providing outstanding customer service in an efficient manner	Digital Comm
Volunteer hours worked	Efficient use of resources and maximize connections with the community	HR
Overall attendance/participation as a percentage of the established target (including ballpark, library, rec center, events, and programs)	Ensures overall support/interest for events and programs that are serving our community	Parks & Rec
Overall percent participant/attendee satisfaction by division (ballpark, recreation programs, recreation campus, arts and culture, special events, parks, library)	Ensures high quality events, programs, and services that are serving our community	Parks & Rec
Recycling contamination rate	Increase marketability of recycled goods	Public Works



Quality of Life

We will continue to make Goodyear a place to live, work, and play that provides diverse activities and amenities in a safe and well-maintained environment, while supporting the arts and promoting the health and wellness of our community.

Measure	Impact	Department
Percent of code enforcement cases resolved through advisory notice	Keeping our community well-maintained and reduced staff time	Development Services
Percent of Engineering Accela requests completed within four-business days	Providing outstanding customer service and keeping our community well-maintained	Engineering

Percent of streets swept within the target timeline	Keeping our community well-maintained	Engineering
Percent of traffic arrivals on red lights vs green lights during peak traffic hours (at intersections where ITS equipment is installed)	Efficient movement of traffic and decreased travel times	Engineering
Percent of targeted proactive commercial and industrial occupancy inspections completed	Improved compliance and reduced risk of loss of life or property	Fire
Percent of patients experiencing cardiac arrest that were treated, transported, and delivered to the hospital with a pulse	Improved health outcomes for patients	Fire
Percent of fires contained to initial object of origin	Minimize loss of life and property	Fire
Efficiency of the Community Response Team (exact measure pending)	Providing outstanding customer service in an efficient manner	Fire
Average community resource referrals provided to patients by the Community Response Team	Improved health and social outcomes for patients	Fire
Case closure rate (percentage of charges reaching adjudication vs new charges being filed each month)	Timely and efficient justice	Municipal Court
Overall percentage rating of condition audit for facilities, parks, and ballpark	Ensures our community is well-maintained, attractive, and safe	Parks & Rec
Overall percentage rating of condition audit for right of way	Ensures our community is well-maintained, attractive, and safe	Parks & Rec
Percent proactive time for patrol officers	Increased community relationships and trust	Police
Percent priority one calls with response time under five-minutes	Minimize loss of life and property	Police
Case clearance rates for both violent and property crimes	Timely justice for victims and deterrent of future criminal conduct	Police
Percent water system redundancy	Ability to reliably meet peak demand and future growth, and mitigate the impact of potential equipment failures	Public Works
Percent wastewater treatment redundancy	Ability to reliably meet peak demand and future growth, and mitigate the impact of potential equipment failures	Public Works