



GOODYEAR GAME PLAN

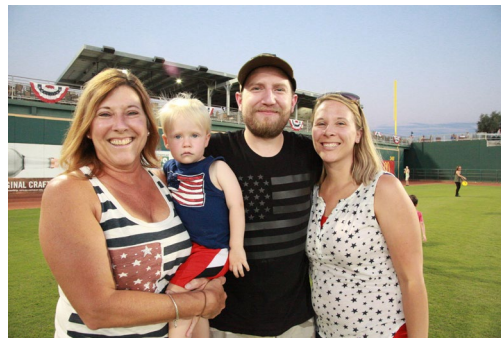
PARKS AND RECREATION

Kimley»Horn
Expect More. Experience Better.

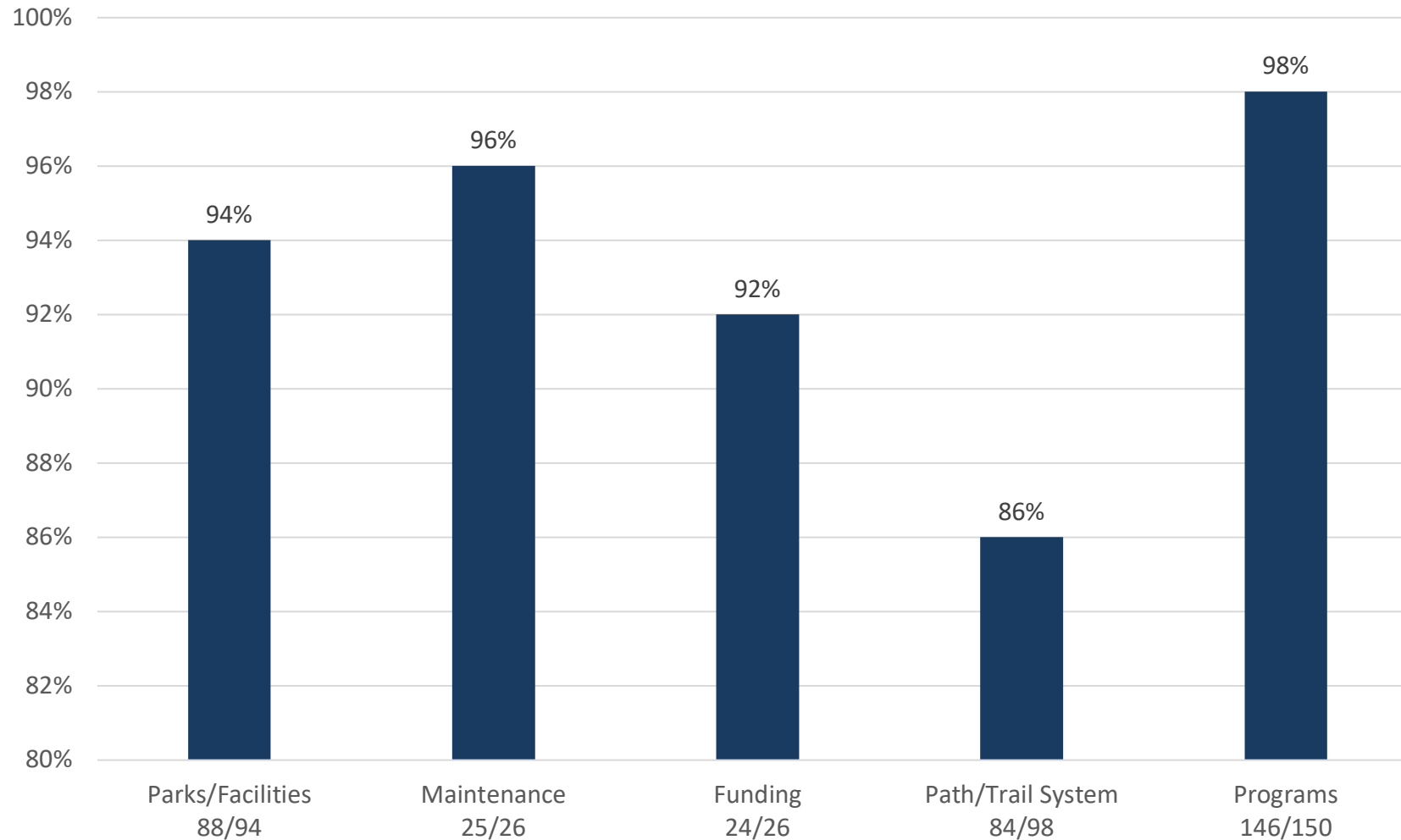
2023 Parks & Recreation Master Plan Update



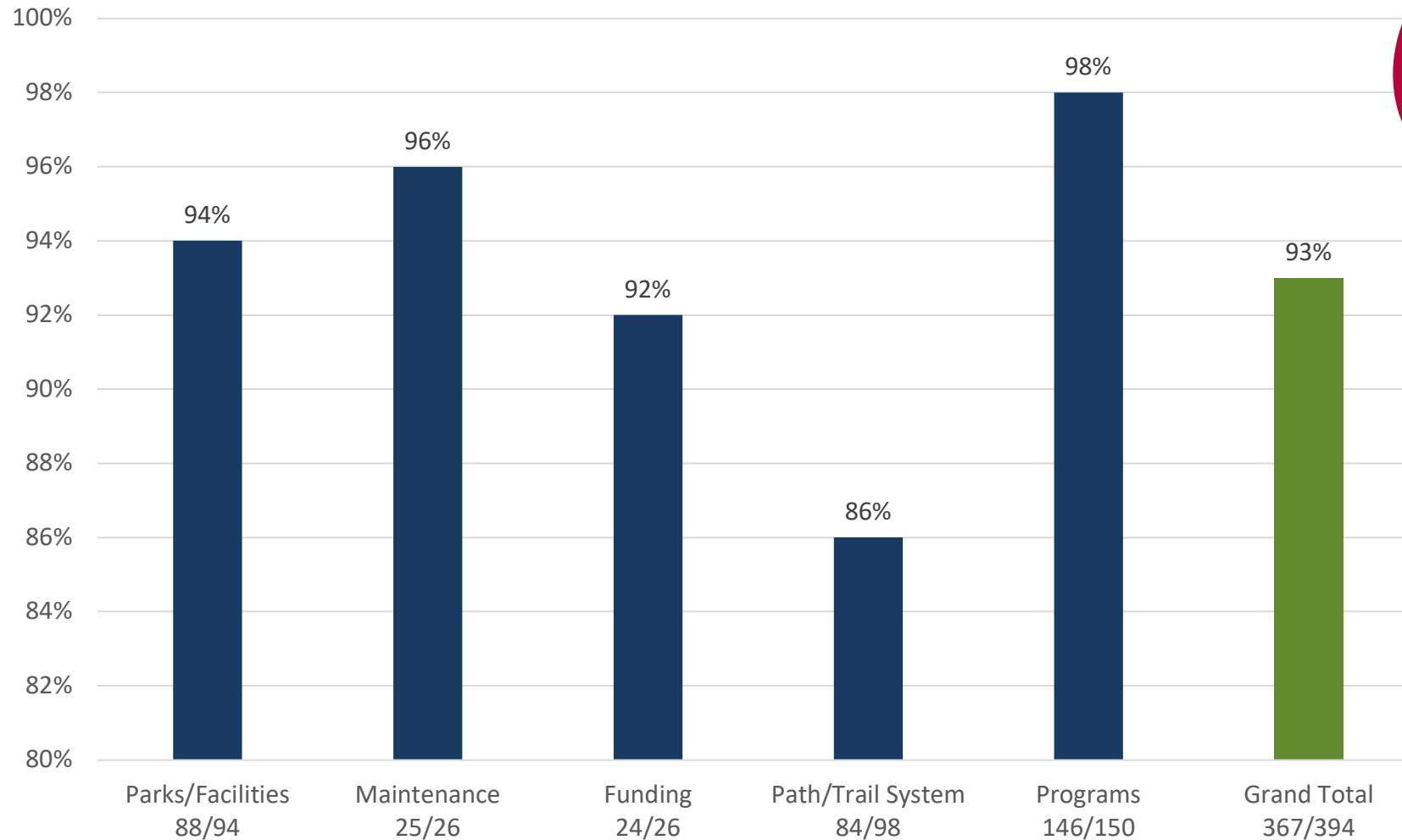
Why Master Plan? 10-Year Plan



2014 Master Plan – Goals Completed



2014 Master Plan – Goals Completed



A+

2023 Approach

www.GoodyearGamePlan.com



PHASE I: MASTER PLANNING

TASK 1: Project Initiation

Kick-off Meeting

- Establish Core Team
- Executive Advisory Committee
- Stakeholder ID
- Define Project Vision and Goals
- Project Milestone Schedule
- Schedule Development

- Public Outreach Plan
- Participants
- Venue Locations
- In-Person/Virtual Meeting Formats
- Notifications
- Presentation Content
- Intercept Surveys

- Demographic and Trends Analysis
- Population Density
- Age Distribution
- Households
- Sex/Gender
- Ethnicity
- Household Income

- Individual Interviews
- Mayor
- City Council
- Key Stakeholders

- Focus Group Meetings
- Parks and Recreation Advisory Committee (PRAC)
- Arts and Culture Committee
- Youth Commission
- Senior Groups
- Aquatics
- Adaptive Sports
- Youth/Adult Sport Leagues
- Major HOAs
- Parks and Rec Staff/Maintenance
- Planning and Zoning
- Engineering
- Water
- Public Works
- School Districts
- GIS
- Historic Goodyear
- Wheelled Sports
- Trail Users

TASK 2: Workshop Series No. 1 - Project Overview

- Staff Workshop Meeting No. 1
- Project Overview
- Interview Summary
- Focus Group Summary
- Survey Update
- Identify Benchmark Communities
- Initial Needs Discussion

- Design Team Work Period No. 1
- Review Existing Planning Documents
- Community Workshop Materials

- Public Workshop No. 1: Needs
- Plan Overview
- Engagement Process
- Programming Needs
- Community Real-time Feedback

- Workshop No. 1 Summary
- Demographic / Trends
- Focus Groups / Interviews Summaries
- Survey Summary
- Community Needs Summary

- Project Update No. 1
- Executive Advisory Committee
- PRAC
- Website/Social Media Update

- Develop GIS Framework Plan and Data Layer Validation

- Benchmarking
- Organizational Structure Assessment

- Park and Facility Inventory and Assessment

TASK 3: Workshop Series No. 2 - Needs Assessment

- Staff Workshop Meeting No. 2
- Public Needs Assessment Findings
- Survey Update
- Programming Needs
- Public Workshop No. 2 Program
- LOS Facilities, Programs, O&M

- Design Team Work Period No. 2
- Community Workshop Materials

- Public Workshop No. 2: Validation
- Plan Overview
- Workshop No. 1 Summary
- Needs Assessment Findings
- Community Real-time Feedback

- Workshop No. 2 Summary
- Needs Assessment Summary
- Programming Needs
- Outreach Summary

- Project Update No. 2
- Executive Advisory Committee
- PRAC
- Website/Social Media Update

- Interactive Mapping/App Preliminary User Interface Options

- Electronic Survey and Statistically Relevant Survey Question Development

TASK 4: Workshop Series No. 3 - Technical Assessment

- Staff Workshop Meeting No. 3 - Park by Park
- Public Needs Assessment Findings
- Survey Update
- Programming Needs
- Public Workshop No. 2 Program

- Design Team Work Period No. 3
- Inventory Summary and Recommendations
- Classification/Standards
- LOS Summary
- Recreation Assessment
- Prioritized Facility and Programming
- Rankings

Prioritize Projects

- CIP
- Critical Alternative
- Sustainable Alternative
- Visionary Alternative

- Funding and Revenue Strategies
- Fees/Non-Profit
- Grant Opportunities
- Partnerships and Sponsorships
- Land Acquisition/Leases

- Workshop No. 3 Summary
- Recreation Assessment
- Technical Findings Summary

- Project Update No. 3
- Executive Advisory Committee
- PRAC
- City Council
- Website/Social Media Update

TASK 5: Workshop Series No. 4 - Implementation Plan

- Staff Workshop Meeting No. 4
- Vision and Mission Statement
- Goals/Objectives/Policies
- Priorities/Timelines
- Cost Estimates
- Implementation Strategies

- Design Team Work Period No. 4
- Strategic Action Plan Development
- Park and Land Acquisition
- Park and Facility Operations
- Park and Facility Maintenance
- Staffing
- Programs and Services
- Financial and Budgetary Capacity
- Policies and Practices
- Develop Preliminary City Park Design, Operations, and Maintenance Standards

- Workshop No. 4 Summary
- Draft Strategic Action Plan
- City and Stakeholder Review

- Project Update No. 4
- Executive Advisory Committee
- PRAC
- City Council
- Website/Social Media Update

- Draft Interactive Mapping Website and App (Beta)

- Statistically Relevant Survey

- Draft Park Design Standards

TASK 6: Master Plan Development

- Staff Workshop Meeting No. 5
- Master Plan Development
- Demographics/Trends
- Community Outreach
- Survey Results
- Park Classifications/LOS
- Staffing
- Facilities Assessments
- Policies and Practices
- Operations Program
- Maintenance Program
- Programs and Services
- Partnership Plan
- Capital Improvement Plan
- Funding and Revenue Plan
- Pricing Philosophy and Plan
- Strategic Action Plan

- Validate Prioritized Projects, Schedule, Summary

Implementation Plan

- Draft Master Plan
- City Review
- Key Stakeholder Review
- Final Park Design Standards

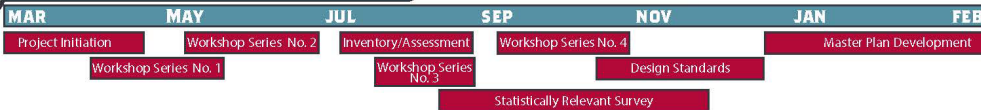
- Interactive Mapping Website and App Finalized

- Revised Master Plan
- Final Approval

- Presentation of Final Master Plan
- Executive Advisory Committee
- PRAC
- City Council



SCHEDULE







Trends and Past Documents

Parks, Recreation, Trails and Open Space Master Plan



Goodyear Community Park



July 2014



Total Parks Acreage

Benchmarking - Park Acres per 1,000

Park Type	Benchmark Median	Buckeye	Surprise	Avondale	Goodyear	Peoria	Scottsdale	Gilbert	Glendale	Chandler
Neighborhood	.71	.16	.24	.28	1.27	1.58	.92	.11	1.01	1.38
Community	1.14	.49	1.24	1.77	.94	1.13	2.02	.29	.69	1.49
District	.19	0	0	0	0	0	0	1.49	0	0
Sports Complex*	.09	0	0	0	0	0	.29	.46	0	0
Regional	.5	0	0	0	0	0	0	1	2.27	.76
Special Use	.27	.04	0	.02	.06	.04	.21	.14	.01	1.69
Total Acreage	2.90	.69	1.48	2.07	2.27	2.75	3.44	3.49	3.98	5.32

*Spring Training Facilities Not Included

Trails

Benchmarking – Miles per 1,000

Trail Type	Benchmark Median	Surprise	Goodyear	Glendale	Gilbert	Buckeye	Peoria	Chandler	Scottsdale	Avondale
Paved	.11	0	.04	.12	0	.20	.12	.03	.25	.15
Unpaved	.08	.04	.04	.04	.19	0	.10	.19	.06	.22
Total Miles	.19	.04	.08	.16	.19	.20	.22	.22	.31	.37



Indoor Recreation

Benchmarking – Square Footage per 1,000

Category	Benchmark Median	Avondale	Buckeye	Gilbert	Peoria	Surprise	Chandler	Goodyear	Glendale	Scottsdale
Neighborhood Center	.03	0	.02	0	0	0	.04	.01	0	.14
Community Center	.15	0	.08	.10	.13	.37	.11	0	.10	.32
Senior Center	.08	.05	.10	.03	0	.03	.08	0	.14	.24
Multi-Gen Center	.14	0	0	.18	.27	0	.22	.45	.3	.17
Total SF	.40	.05	.20	.31	.40	.40	.45	.46	.54	.87



Business Planning

- Future Facilities
- Funding Strategies / Financial Sustainability
- Organizational Structure Analysis
- Services

PUBLIC PARTICIPATION **STATISTICS**



4
Community Workshops

4 Virtual Workshops

6
Pop-Up Events

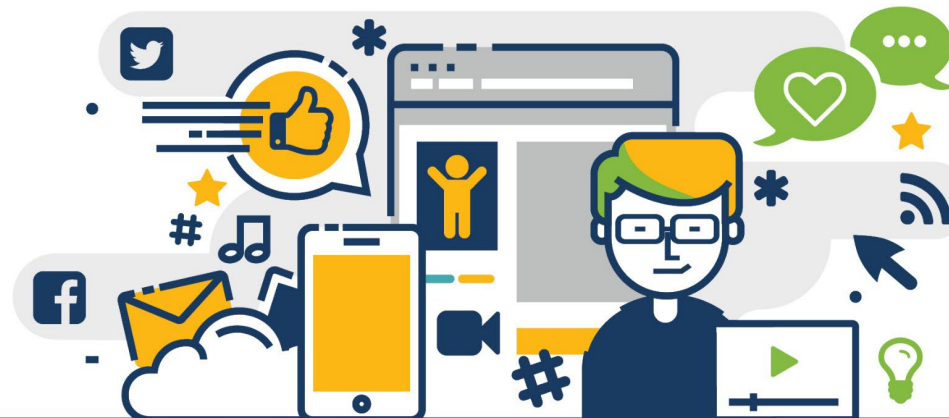
40
Stakeholder Interviews

202
Park Sites Visited

2
Executive Advisory Committee Meetings

Community Involvement

- Public Outreach
- Virtual Survey
- Website and Social Media Interactions
- Stakeholders / User Groups
- Statistically Relevant Survey



Total Community Inputs
22,908



Goodyear Leadership Engagement



Key Findings



91% Indicated

“ *quality park and trail experiences were important to their quality of life* ”

"Parks and Recreation Services..."

94% Indicated

*Makes Goodyear
a Desirable Place
to Live*

88% Indicated

*Enhances Quality
of Life and Builds
a Sense of
Community*

72% Indicated

*Promotes Tourism
to the City and to
the Region*



Top Priorities



1. Swimming
Pools/Splash
Pads

2. Trails

3. Playgrounds

4. Urban
Fishing Lake

8. Dog Park

7. Sport Courts

6. Sports
Complex

5. Recreation
Center

9. Multi-Use
Fields

10. Skate Parks

11. BMX

12. Ballfields



Identified Priorities – Existing Parks

- Falcon Park
- Goodyear Community Park
- Loma Linda
- Portales Park
- Wildflower North/South



Falcon Park Improvements

- Location – Indian School Rd / 150th Ave
- Top Recommendations
 - Additional parking and turf reduction
 - Enhanced connectivity to Bullard Wash
 - Playground improvements



Goodyear Community Park Improvements

- Location – Litchfield Rd / Indian School Rd
- Top recommendations
 - Dog park relocation
 - Restroom renovations
 - Splash pad drainage improvements



Loma Linda Improvements

- Location – Litchfield Rd / Loma Linda Blvd
- Top recommendations
 - Playground enhancements
 - Pool renovations
 - Tree succession plan



Portales Park Improvements

- Location – Estrella Pkwy / Monte Vista Rd
- Top recommendations
 - Neighborhood connectivity
 - Multi-use looped pathway
 - Strategic turf reduction



Wildflower North/South Improvements

- Location – Estrella Pkwy / Van Buren St
- Top recommendations
 - Neighborhood park connectivity
 - School connectivity
 - Strategic turf reduction



Identified Priorities – New Facilities

Legend:



Goodyear Recreation
Campus Phase II



Bullard Wash Bike/Ped Path



Foothills Community
Park Phase II



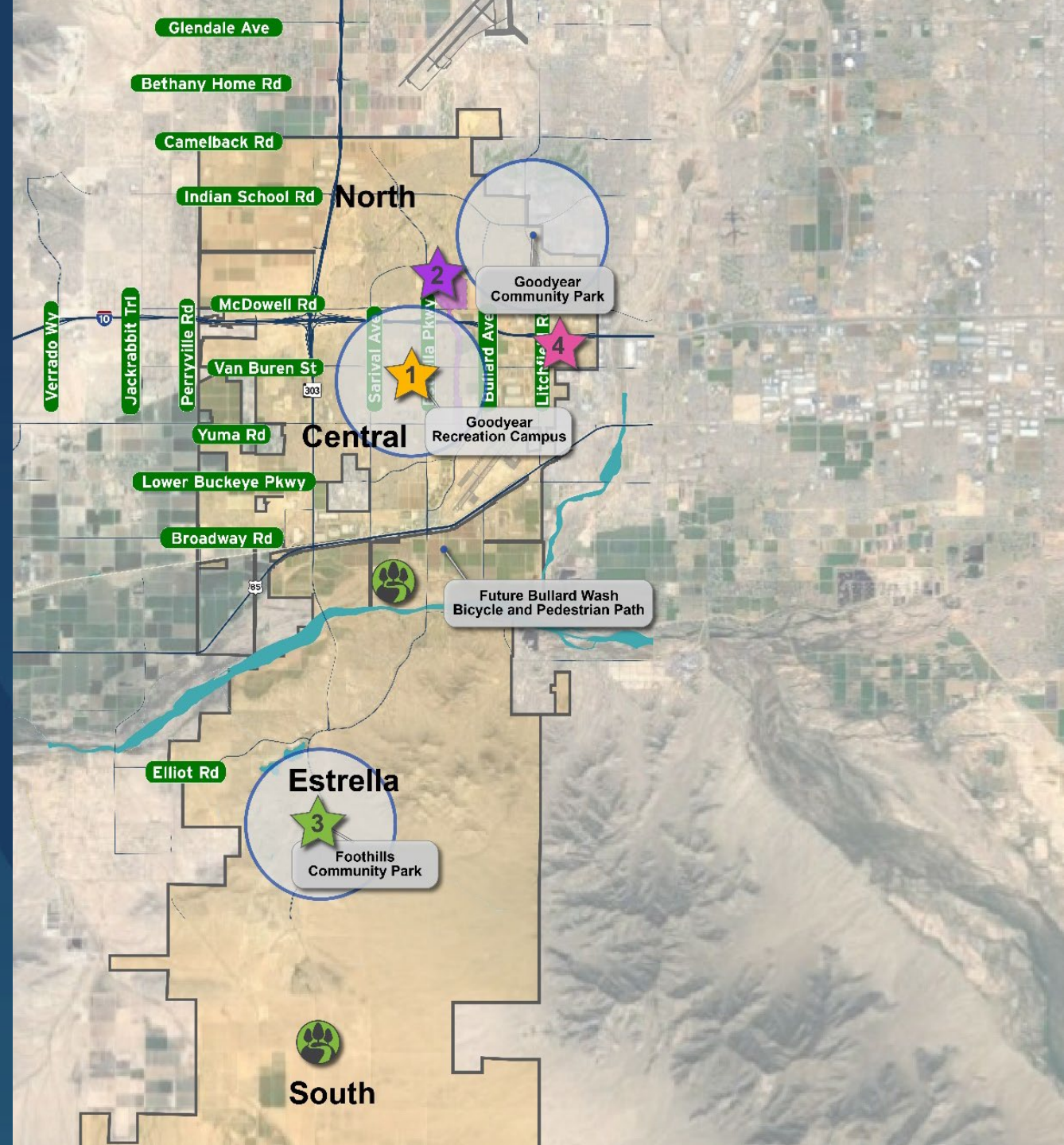
Sports Complex



Land Acquisition for
Future Community Parks



Service Radius 3-5mi



Legend:



Goodyear Recreation
Campus Phase II



Bullard Wash Bike/Ped Path



Foothills Community
Park Phase II



Sports Complex



Land Acquisition for
Future Community Parks



Service Radius 3-5mi



Legend:

-  Goodyear Recreation Campus Phase II
-  Bullard Wash Bike/Ped Path
-  Foothills Community Park Phase II
-  Sports Complex
-  Land Acquisition for Future Community Parks
-  Service Radius 3-5mi



-  Project Area
-  Civic Square
-  Restaurants
-  Existing Underpass
-  School
-  Residential
-  Technology Corridor
-  Goodyear Recreation Campus
-  Ballpark Village
-  Goodyear Airport
-  Estrella Mountain Regional Park

Legend:



Goodyear Recreation
Campus Phase II



Bullard Wash Bike/Ped Path



**Foothills Community
Park Phase II**



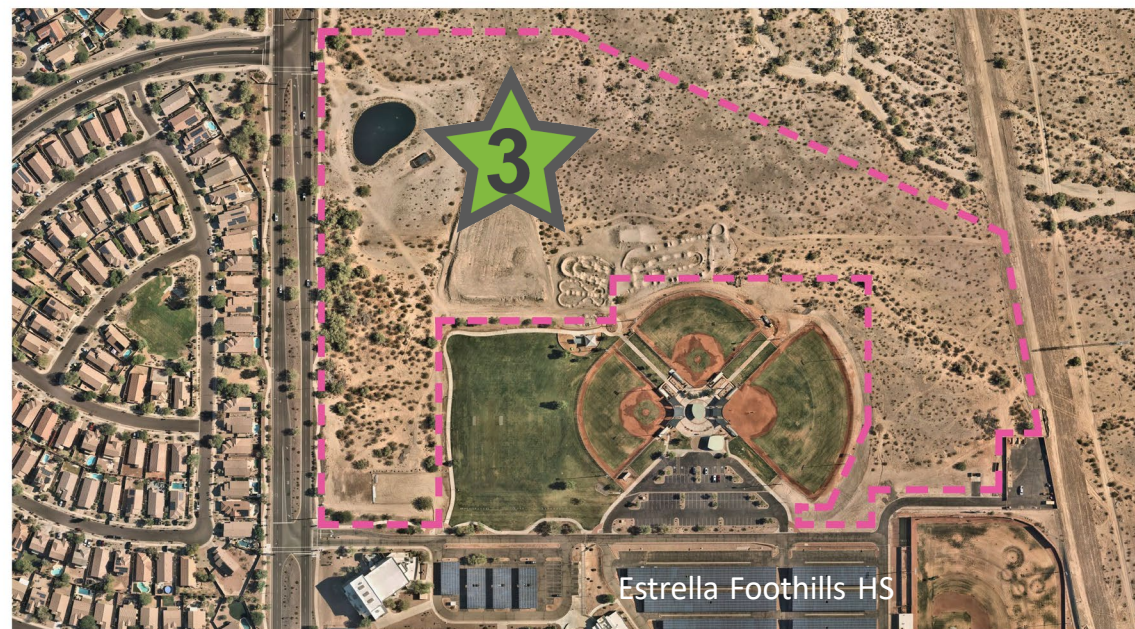
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Land Acquisition for
Future Community Parks



Service Radius 3-5mi



Legend:



Goodyear Recreation
Campus Phase II



Bullard Wash Bike/Ped Path



Foothills Community
Park Phase II



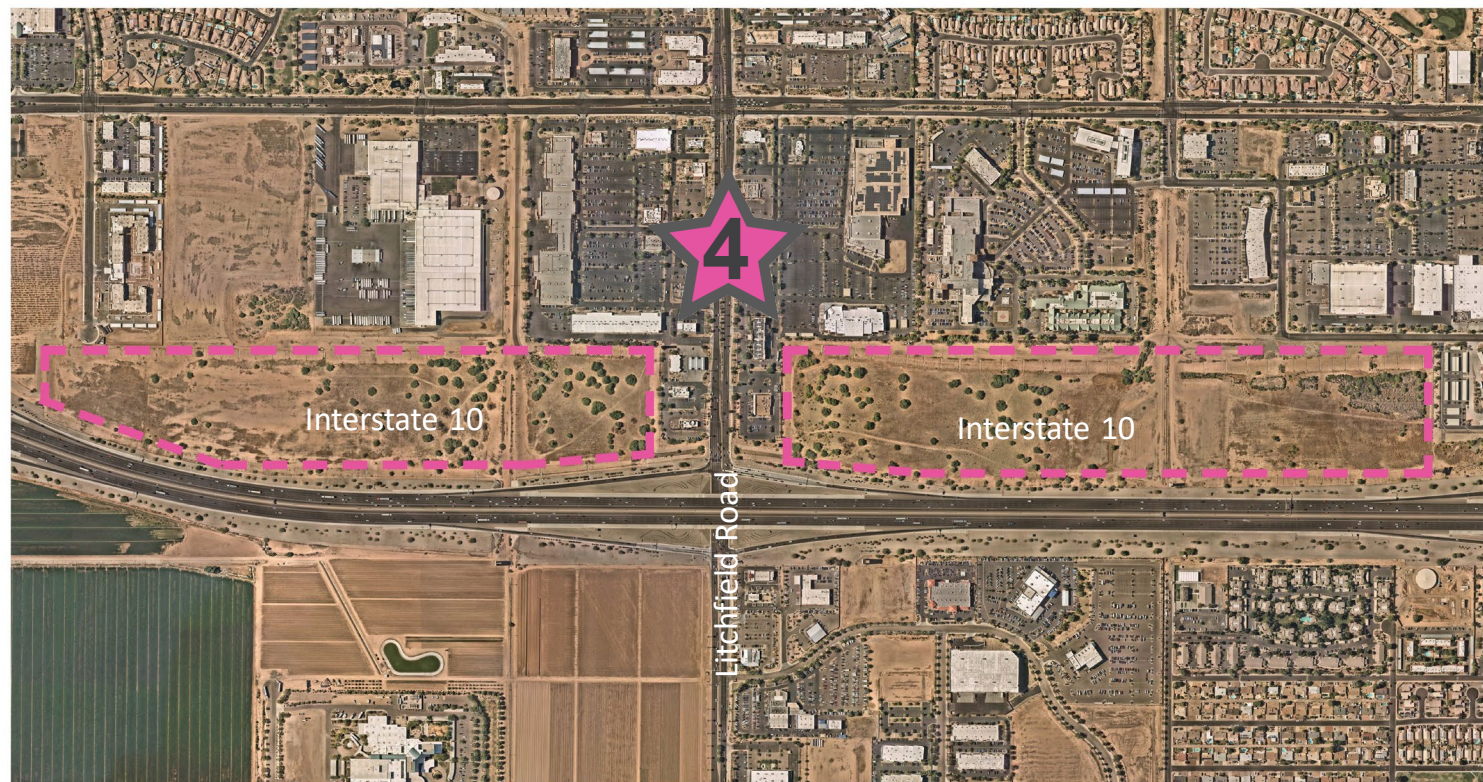
Sports Complex



Land Acquisition for
Future Community Parks



Service Radius 3-5mi



Legend:



Goodyear Recreation Campus Phase II



Bullard Wash Bike/Ped Path



Foothills Community Park Phase II



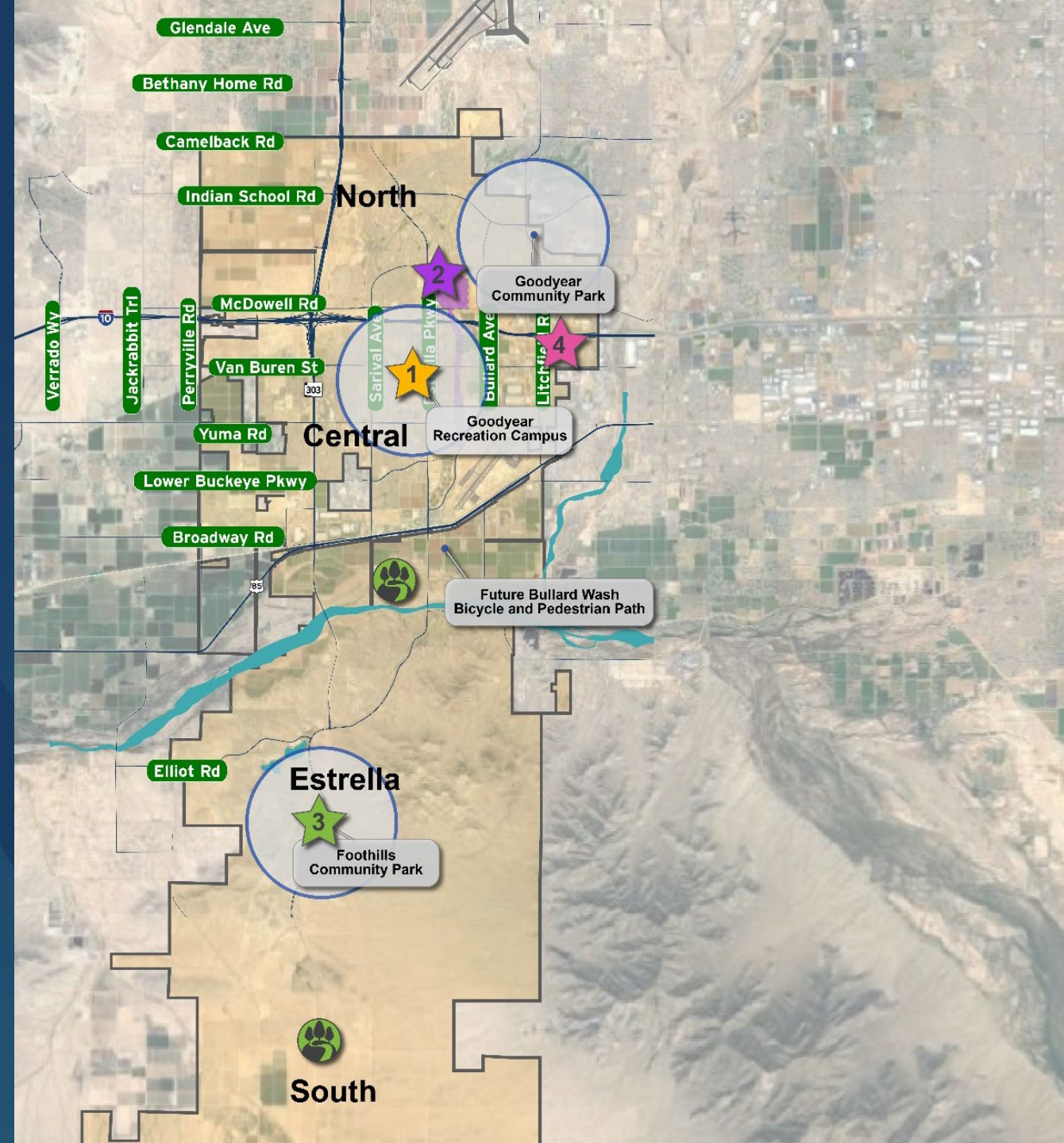
Sports Complex



Land Acquisition for Future Community Parks



Service Radius 3-5mi



Cost Projections - Summary

Existing Park Improvements

Project Name	Proposed Cost
Portales Park	\$3.5M
Falcon Park	\$2M
Loma Linda Park	\$3M
Wildflower North/South Parks	\$3.5M
Goodyear Community Park	\$2.5M
Total	≈\$15M

New Facilities

Project Name	Proposed Cost
Goodyear Recreation Campus Phase II	\$50M
Bullard Wash Bicycle and Pedestrian Trail	\$17M
Foothills Community Park Phase II	\$30M
Sports Complex Feasibility Study	\$250K
Land Acquisition for Future Parks	TBD
Total	≈\$97M

GRAND TOTAL ≈\$112M



Questions? Feedback?



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