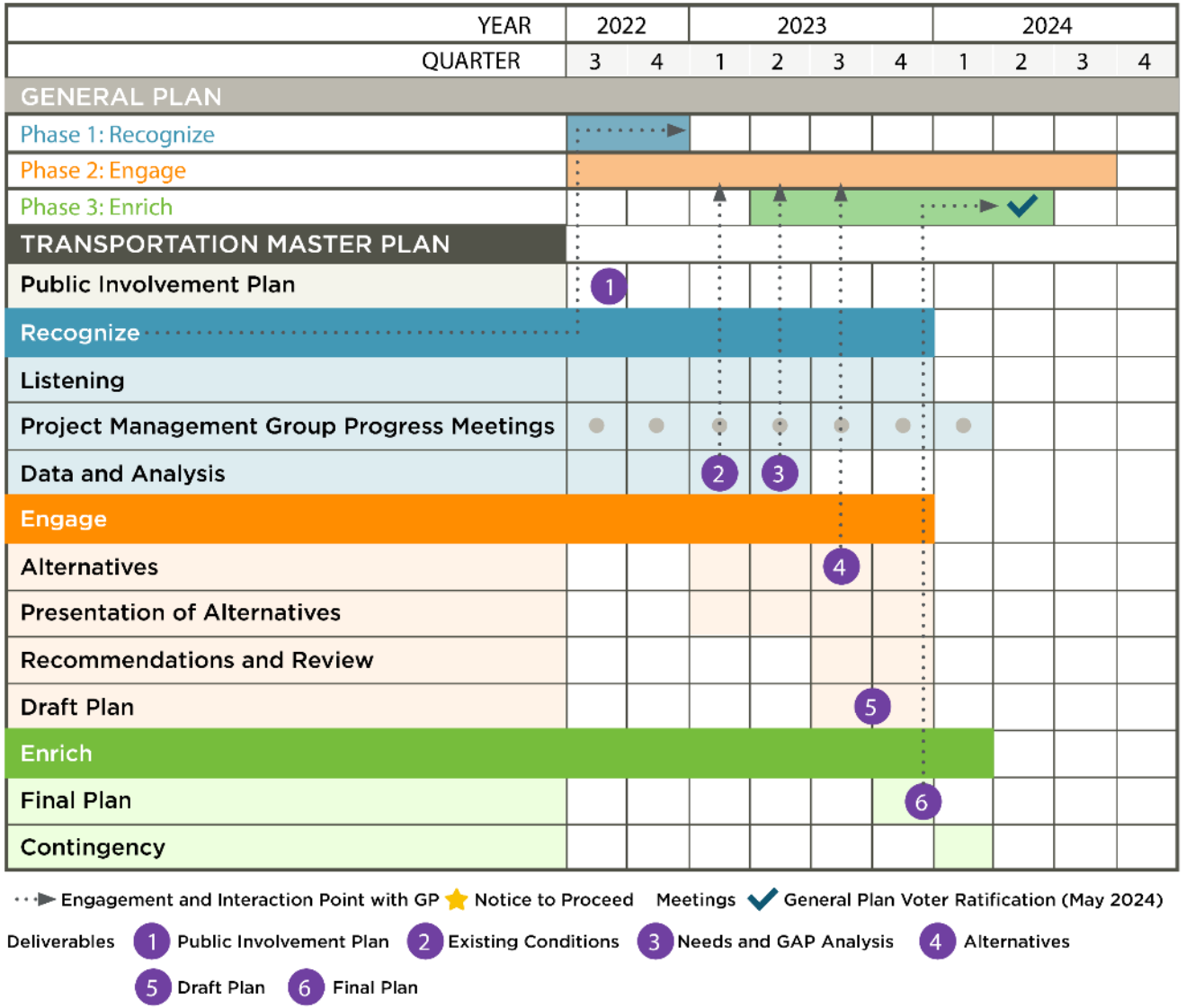
Goodyear Transportation Master Plan Update

City Council Work Session
June 5, 2024

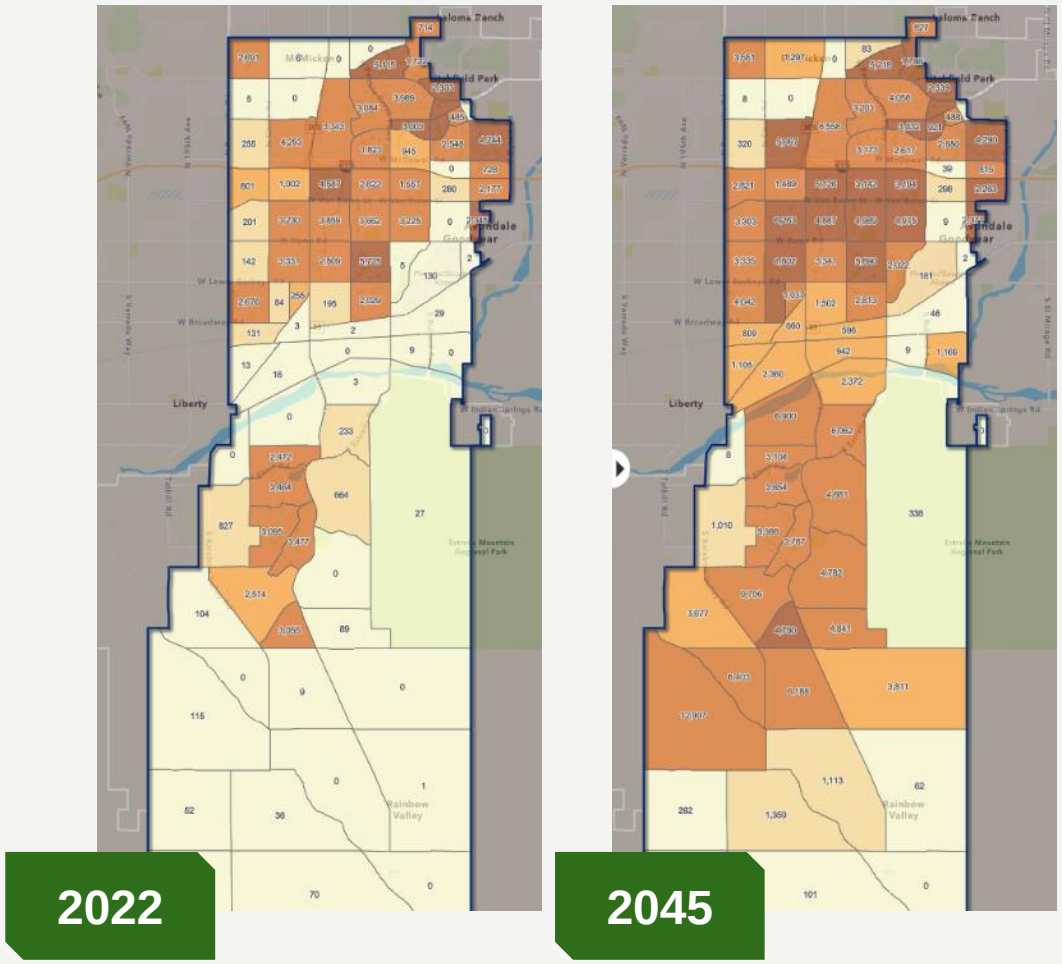
Planning Process

- Existing and Future Conditions
- Alternatives Analysis
- Recommendations and Policy Considerations
- General Plan Coordination



Community Involvement

StoryMap



Community Involvement

Surveys

Jan 2023 / Aug 2023

- over 400 surveys completed
- 11-min avg survey time

Focus Group Interviews

April 2023

- Industrial uses,
- Office/Medical/Distribution, and
- Retail/Higher Education

StoryMap

Jan 2023 – Dec 2023

over 1,500 visits to date

General Plan Open Houses

June 6 - 8

GTMP Virtual Meeting

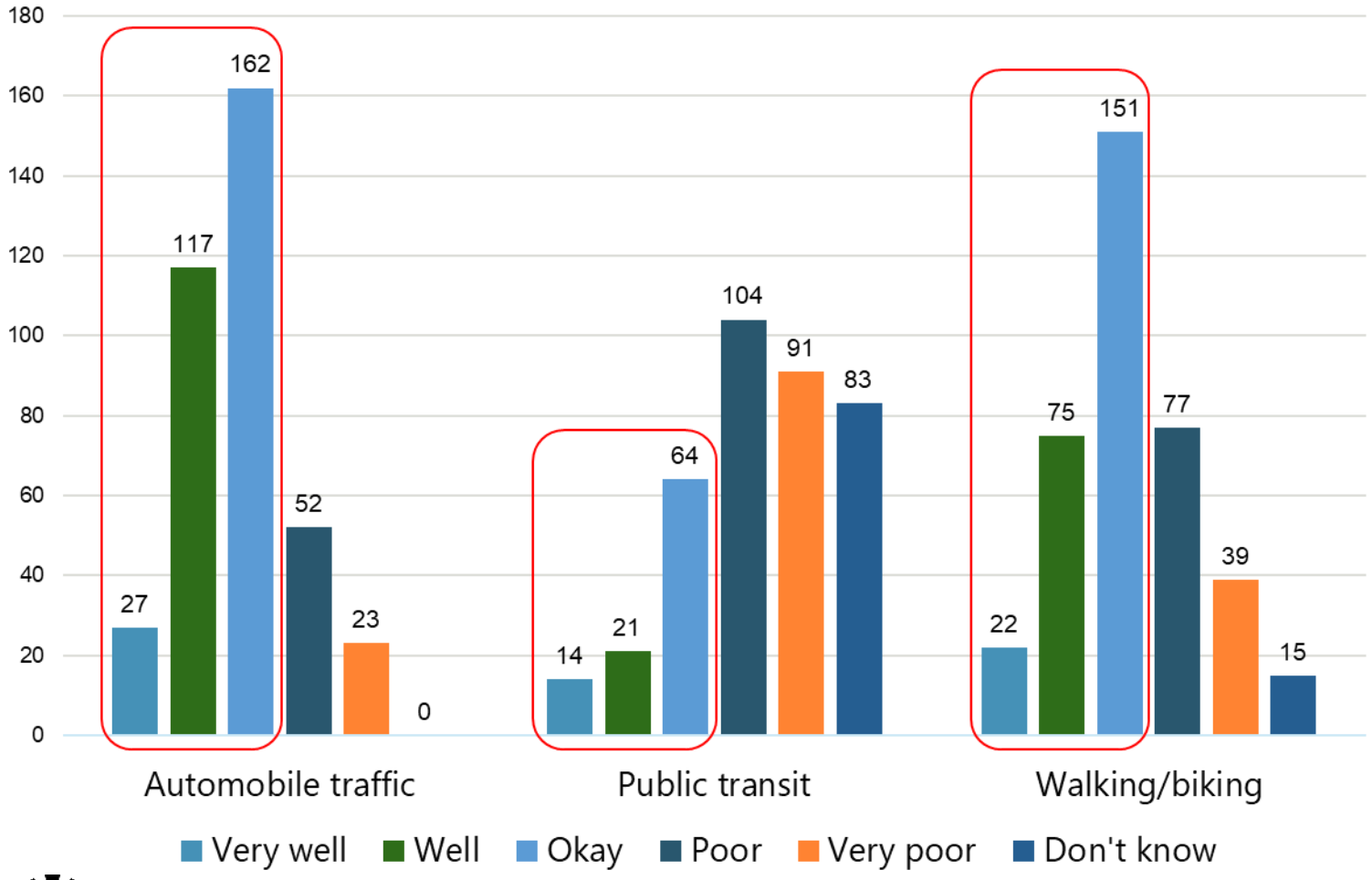
June 14

Community Concerns

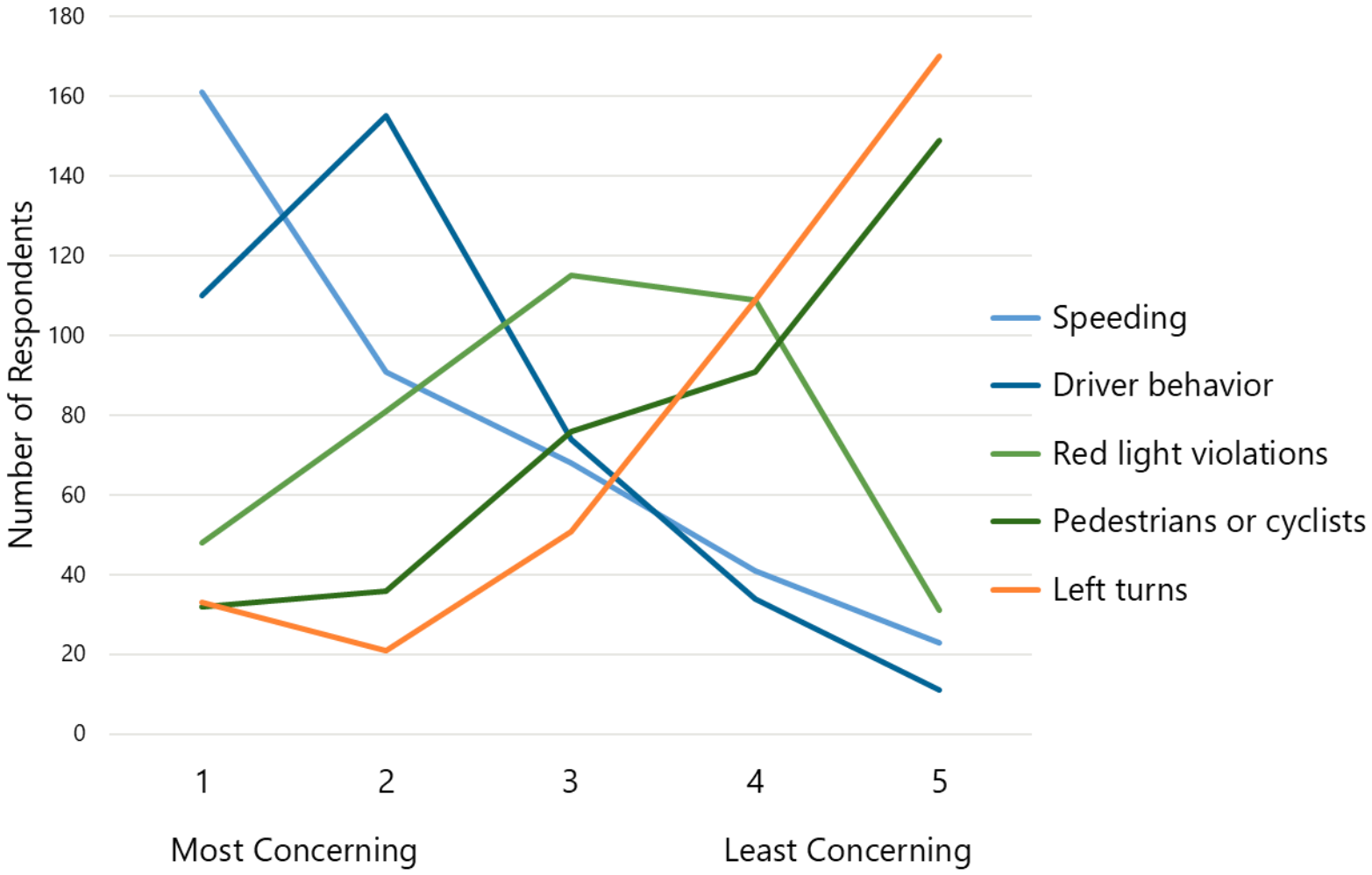
- Congestion
- Safe pedestrian and bicycle facilities
- Safety and driver behavior
- Signal timing

Goodyear Civic Square at GSQ

Satisfaction by Mode of Travel

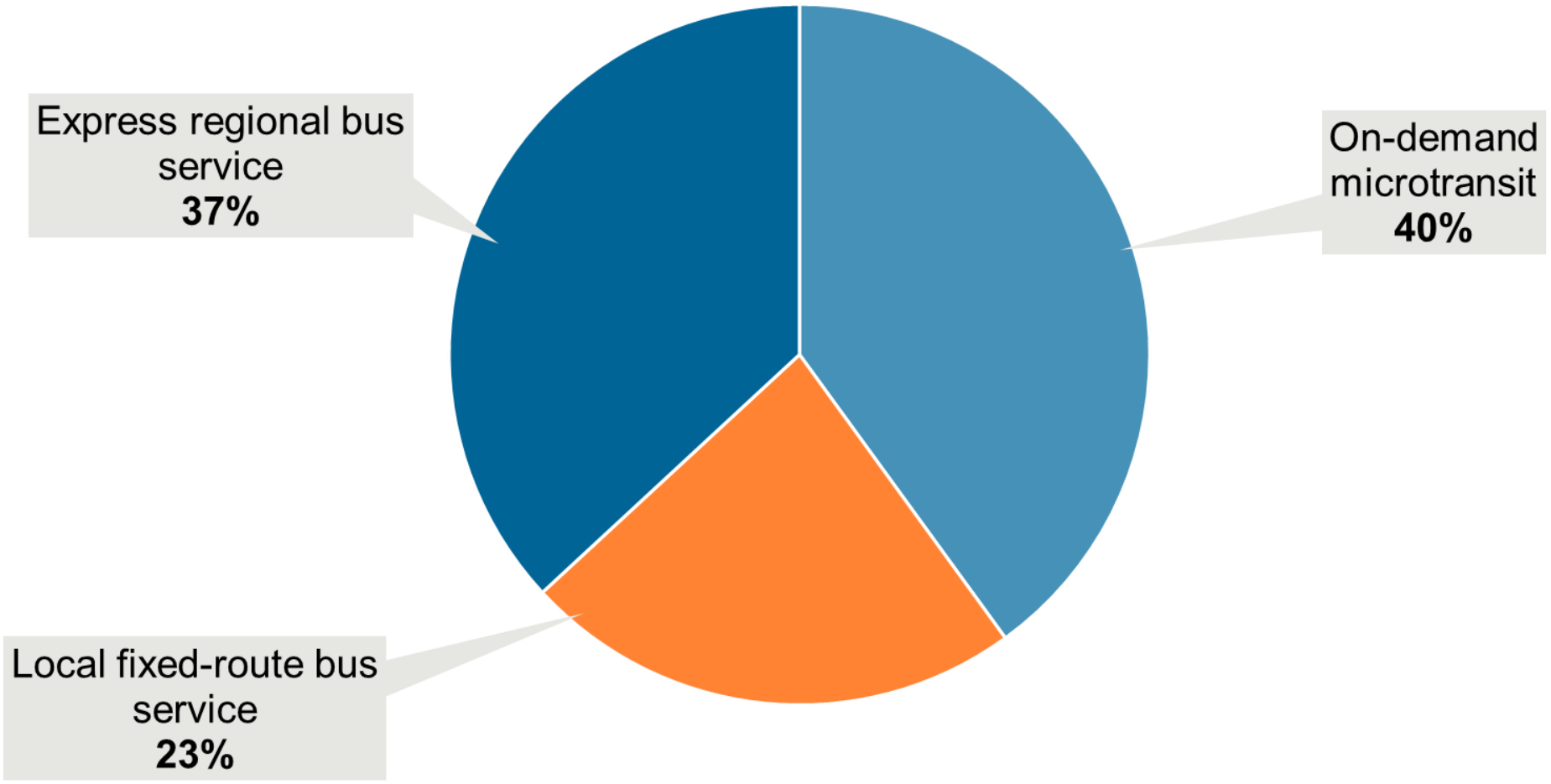


Safety Issue Rankings by Category

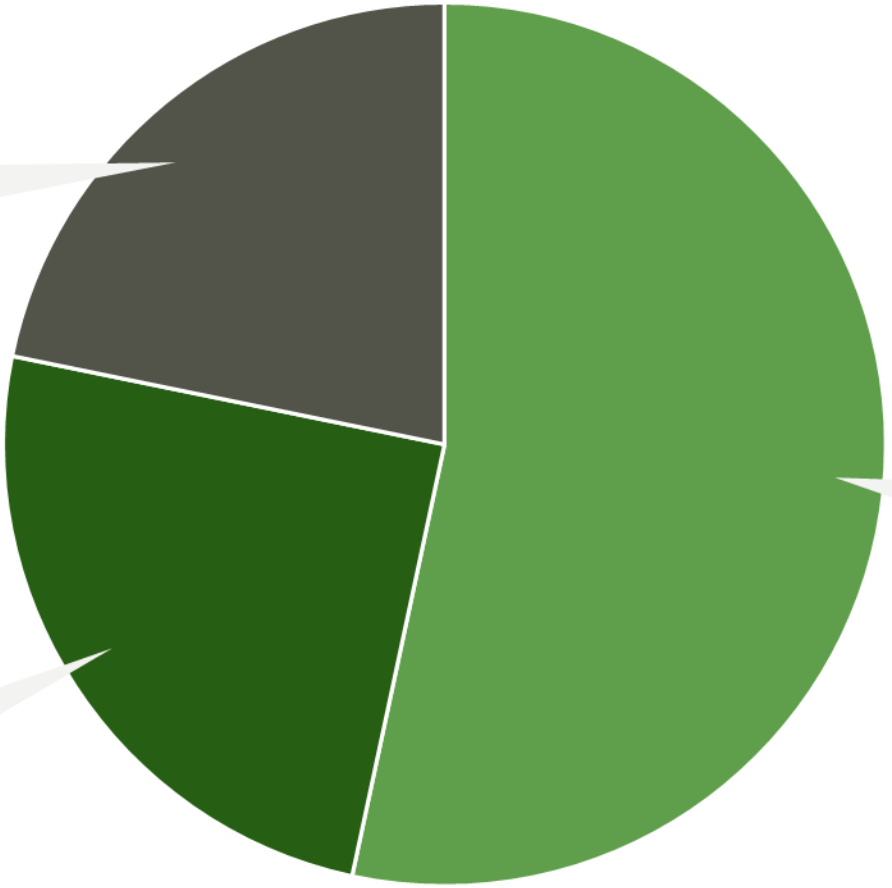


Goodyear Transportation Master Plan Survey

Preferences on Public Transit Type



Views on Pedestrians and Bicycling



Bicyclists should ride on the road and leave sidewalks to pedestrians
22%

Active transportation should be off the main roadway network
53%

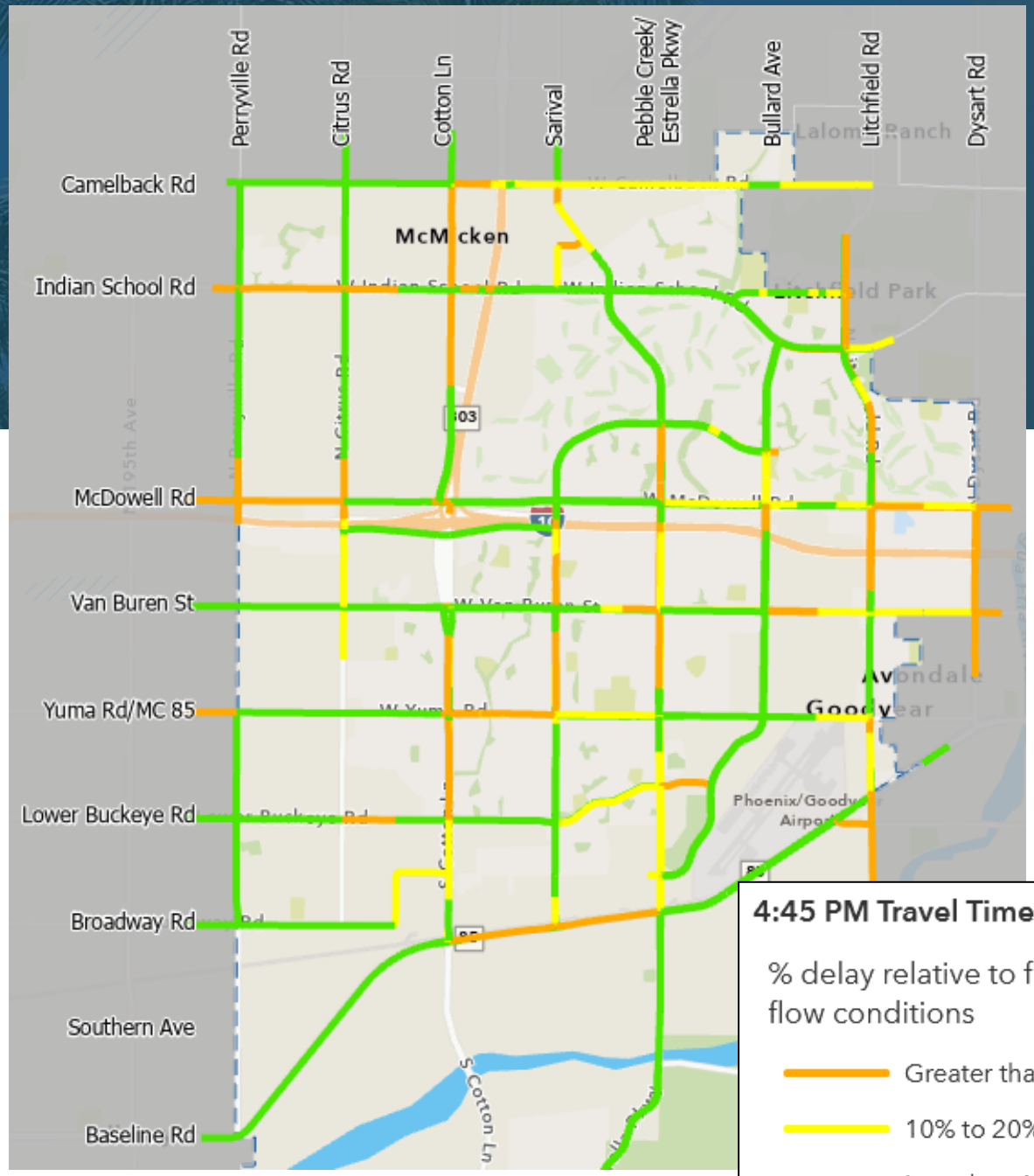
Pedestrians and bicyclists should share sidewalks
25%

Roadway Priorities

- Prioritization Process
  - Multiple criteria and weighting used to evaluate 77 locations

Intersections	Weighting
Delay	40
Crash Rate	40
Adjacent Land use	20

Segments	Weighting
Scalloped Street?	20
Volume per lane	40
INRIX (Congestion)	40



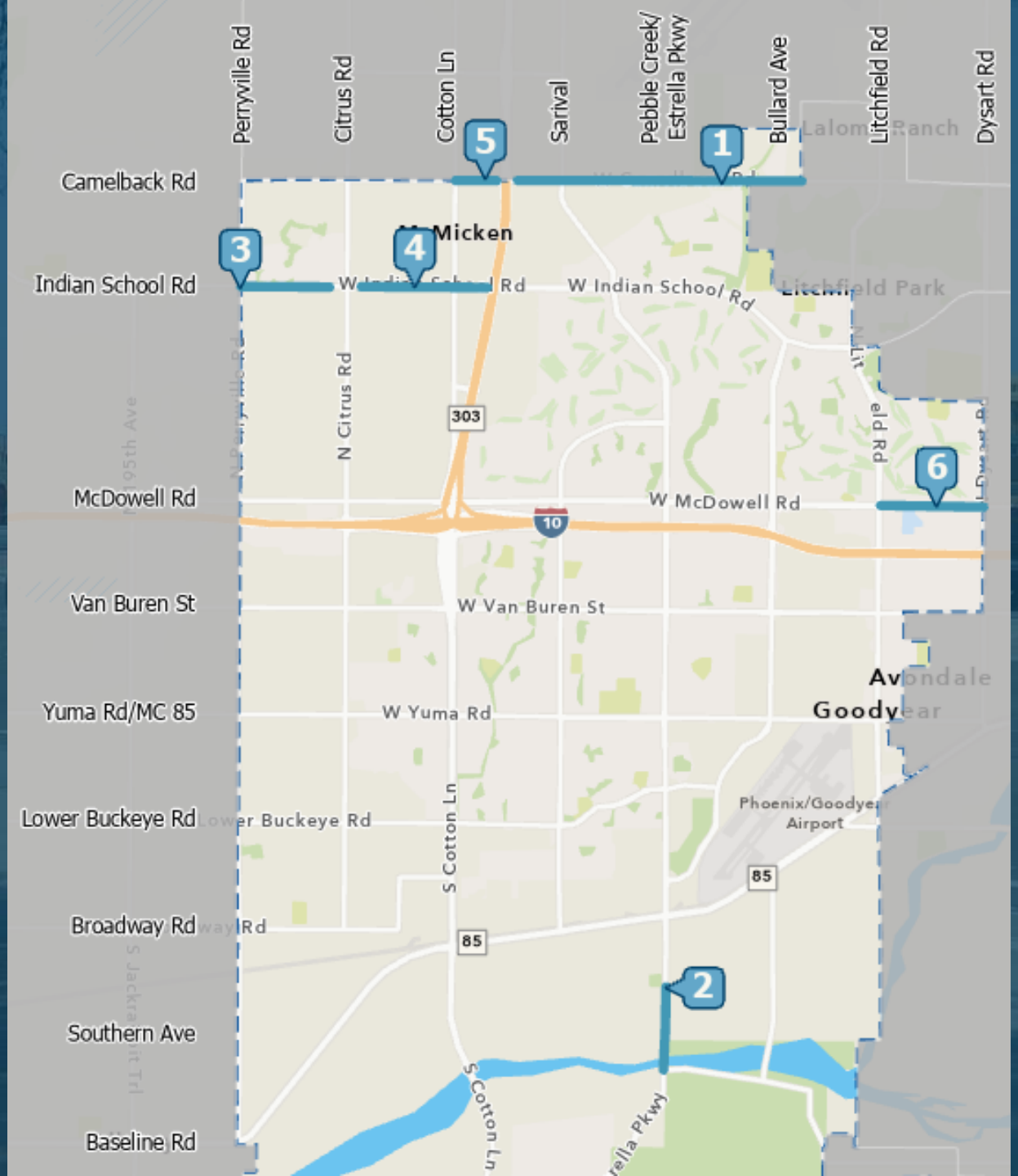
Morning
6:00
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00

Afternoon
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45
6:00

Goodyear Transportation Master Plan StoryMap

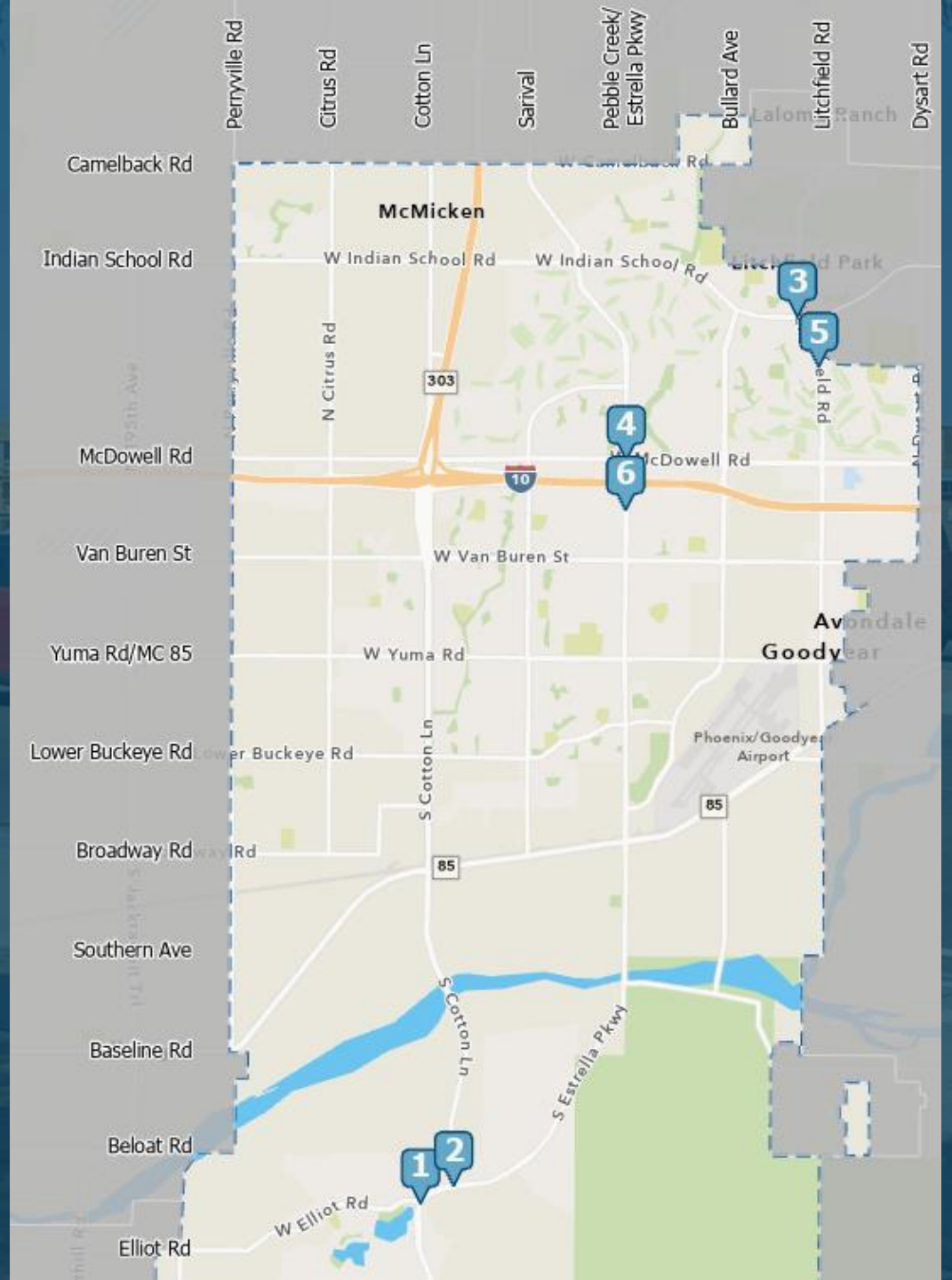
Illustrative Priorities

	Segments
1.	Camelback Rd (SR 303 – Village Pkwy)
2.	Estrella Pkwy (Vineyard Ave – Roeser Rd)
3.	Indian School Rd (189th Ave – Citrus Rd)
4.	Indian School Rd (Citrus Rd – SR 303)
5.	Camelback Rd (SR 303 – Cotton Ln)
6.	McDowell Rd (Litchfield Rd – Dysart Rd)



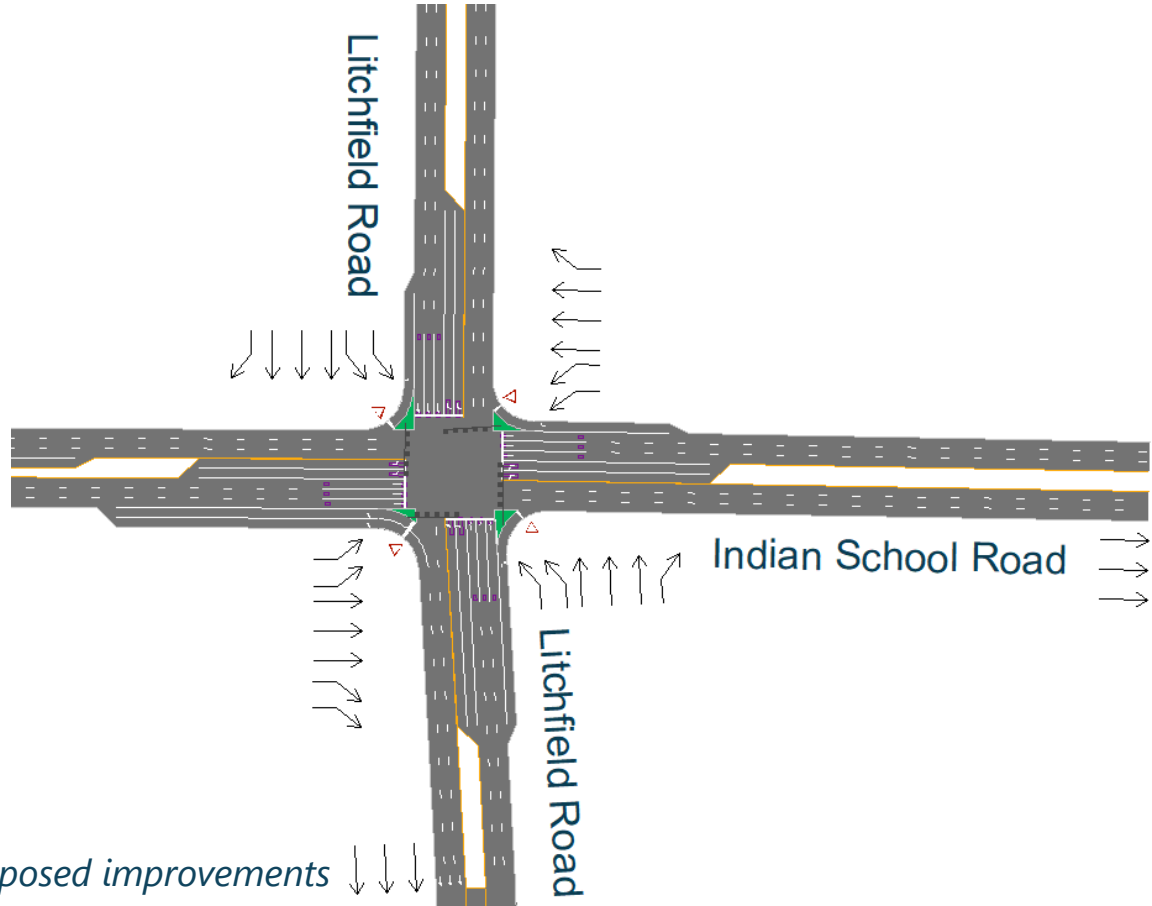
Illustrative Priorities

	Intersections
1.	Elliot Rd and Estrella Pkwy
2.	Estrella Pkwy and Cotton Ln
3.	Indian School Rd and Litchfield Rd
4.	Estrella/Pebble Creek Pkwy and McDowell Rd
5.	Litchfield Rd and Thomas Rd
6.	Roosevelt St. and Estrella Pkwy



Roadway Priorities – Configuration and Initial Cost Estimates

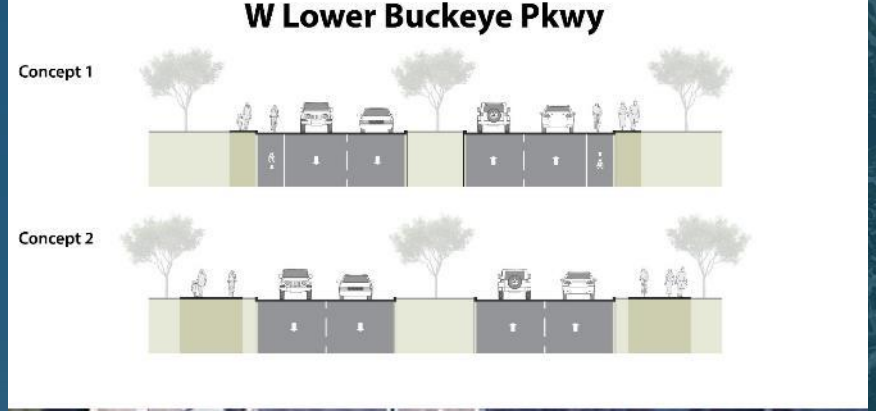
- Litchfield Road and Indian School
  - Initial recommendations to improve operations
  - Sketch-level cost estimate

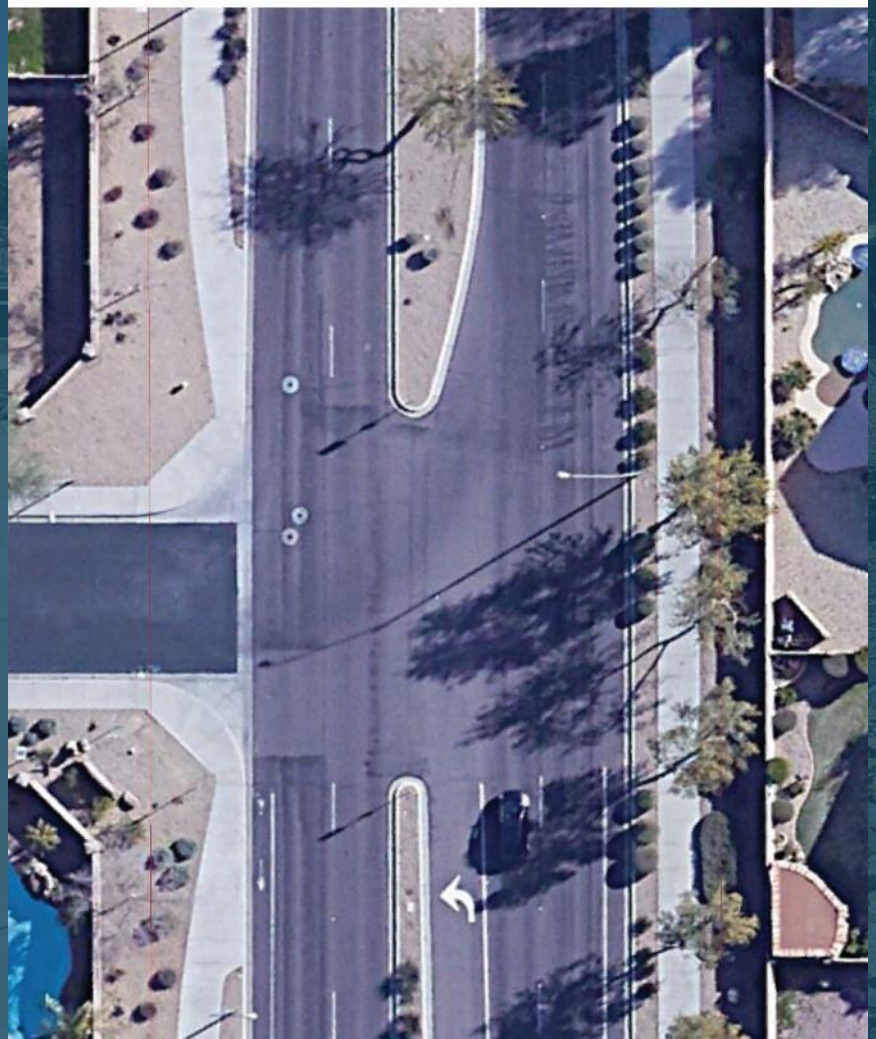


Model diagram of proposed improvements

Active Transportation

- Connectivity
- Safety
- Micromobility





Lower Buckeye Parkway east of 159th Lane

Active Transportation

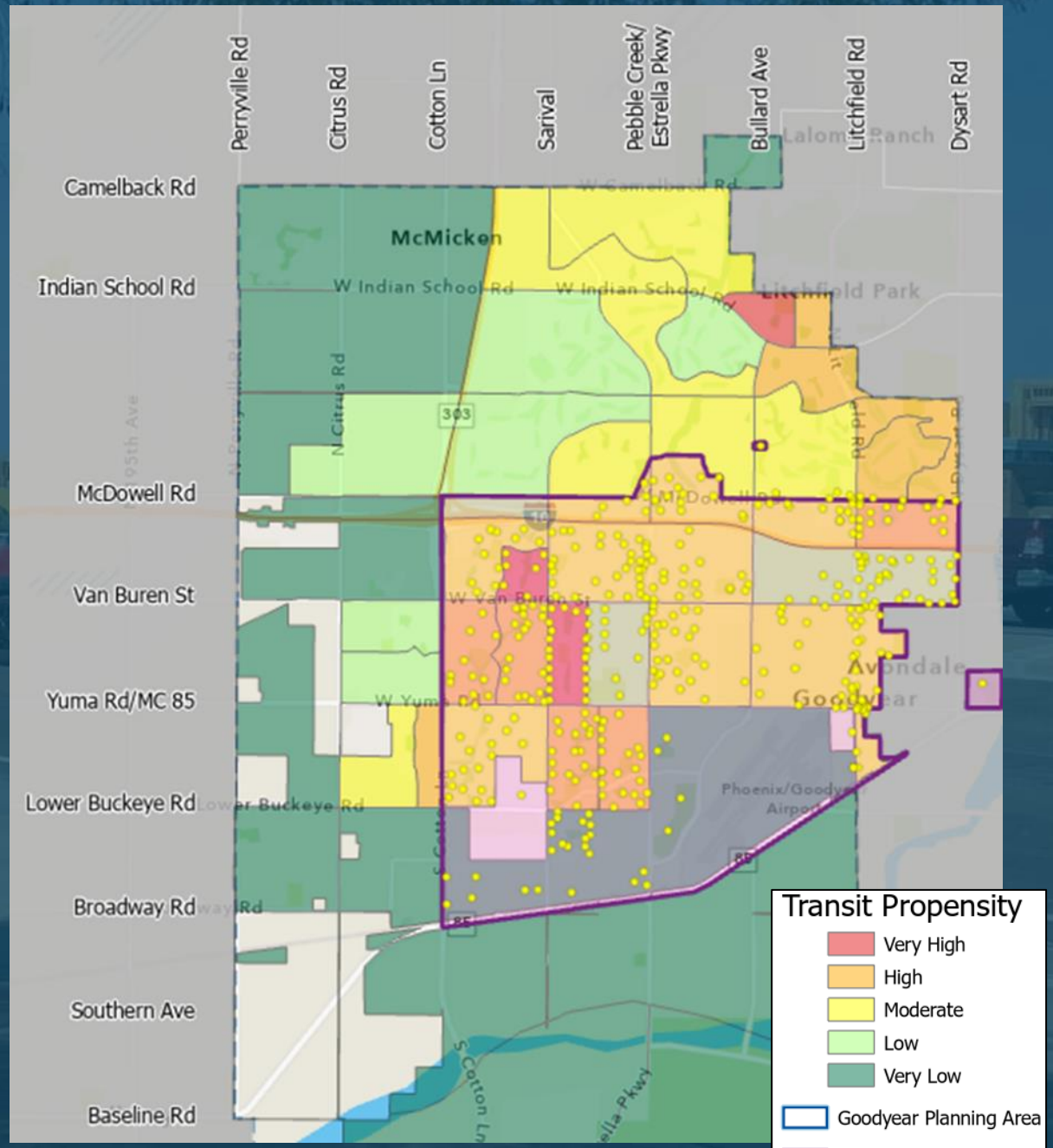
- Draft Bullard Wash Bicycle and Pedestrian Master Plan linear transportation facility

Draft Bullard Wash Bicycle and Pedestrian Master Plan
Multi-Use Pathway Access

Transit

Transit Priorities

- WeRIDE
  - Pilot program
- RideChoice and Dial-a-Ride
  - Changes anticipated
- Fixed Route Service
  - Local route
  - Express Service



Goodyear's transit propensity in relation to the WeRIDE service area

Next Steps

- StoryMap updates
- Community engagement
  - General Plan Open Houses (June 6-8)
  - TMP Virtual Public Meeting (June 14)
- Survey #2 (Aug 2023)
- Recommended improvements
- Draft Plan

Questions