GOODYEAR GAME PLAN

PARKS AND RECREATION

MASTER PLAN 2023



CITY OF Goodyear

Kimley»Horn

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GOODYEAR GAME PLAN PARKS AND RECREATION MASTER PLAN 2023

EXECUTIVE SUMMARY



Star Spangled Fourth Event, Goodyear Ballpark



WHAT IS THE GOODYEAR PARKS AND RECREATION MASTER PLAN?

The Goodyear Parks and Recreation Master Plan is a comprehensive, long-range strategy for the creation, optimization, and maintenance of the City of Goodyear (City) parks, recreation programs, trails, and open space assets.

The Master Plan and the planning process enables the City to assess recreation needs and interest of the community. It enables decision makers to prioritize resource allocation decisions for existing and new facilities as well as programs, services, and overall maintenance of the system. The Goodyear Parks and Recreation Master Plan provides the following for the community:

- Evaluation of the existing park system with benchmarks of regional and national standards and potential service level improvements
- Incorporate the vision, goals, and tasks outlined in the recently adopted City of Goodyear Strategic Plan
- Document priorities, trends, and demands of the current population and charting a long-range plan for accommodating anticipated population growth
- Inform the community about park needs and the systems community assets
- Develop an implementation plan that outlines projects, anticipated costs, potential funding sources, and operation and maintenance implications
- Identify and prioritize capital improvement projects for both existing parks and future park facilities based on the identified community needs
- Guide critical decisions about parks and recreation facilities, infrastructure, programs, and services
- Develop recommendations and an implementation strategy



Goodyear Fall Festival, Goodyear Ballpark

PLAN WITH PURPOSE

At the heart of the Goodyear Parks and Recreation Master Plan update is the identification of community needs which provides guidance over the next 10 years and beyond for the department. The population has experienced significant growth in the last 12 years, increasing 59.6% from 2010 to 2022, on average 5% per year, making Goodyear one of the 10 fastest growing cities in the nation and the second fastest growing city in Arizona. According to the U.S. Census Bureau and the Environmental Systems Research Institute, Inc. (ESRI), the city's population currently includes 106,017 individuals living within 36,214 households. Projecting ahead, the total population growth is expected to continue to significantly grow. By 2037, the city's population is projected to be at 130,262 residents living in 44,601 households.

The city of Goodyear is committed to a parks and recreation system that delivers high-quality parks, trails, recreation programs, arts and culture programs, facilities, and events for all residents of all abilities while contributing to the economic wellbeing of the city. To meet this commitment to its residents, the City focused the Parks and Recreation Master Plan around the following identified goals:

- Community driven
- High-quality parks and recreation facilities
- Trails that connect the community
- Community wellness through recreation
- Sustainable maintenance practices
- Administration "right-sized" for the future
- Partnerships and options for funding
- Future facilities to meet growth needs

2014 MASTER PLAN ACCOMPLISHMENTS

The 2023 Goodyear Parks and Recreation Master Plan provides an update to the 2014 City of Goodyear Parks, Recreation, Trails and Open Space Master Plan which provided the foundation for this plan. The previous Master Plan served as the guiding document for the Parks and Recreation Department for the past decade. The City's Parks and Recreation Department was able to complete several of the previous plan recommendations for parks, facilities, and programs leading to the following accomplishments by the Department.

- **Parks and Facilities –** Completed 94% of the recommendations.
- **Maintenance –** Completed 96% of the recommendations.
- **Funding –** Completed 92% of the recommendations.
- **Path and Trail System –** Completed 86% of the recommendations.
- **Programs –** Completed 98% of the recommendations.

Overall, the department was able to complete 367 of the 394 recommendations identified within the 2014 Master Plan, achieving a 93% completion.

Key accomplishments include the completion of the Master Plan and final design and construction of the Goodyear Recreation Campus which includes a 48,000-square-foot (sf) recreation center, aquatic facility with activity pool, lazy river, and 25-yard competition pool within a 30-acre community park.



Goodyear Recreation Campus



ALIGNMENT AND INTEGRATION WITH KEY PLANNING PROJECTS

The City identified the importance of coordination with concurrent planning efforts for this plan. The City is currently updating the General Plan and Transportation Master Plan which will both be implemented in 2024. The parks and recreation plan included workshops with both the General Plan and Transportation Master Planning project teams throughout the process. This included two joint community workshop meetings with both the Parks Recreation Master Plan and the General Plan teams to allow the community to provide input and feedback for both plans together at the same meeting. These planning efforts have been coordinated to ensure synergy and consistency around goals and recommendations.

City of Goodyear Strategic Focus Areas

City Council recently adopted the Goodyear Strategic Plan for Fiscal Years 2022-2024 which identified Goodyear's four strategic focus areas and goals for the City.

The Parks and Recreation Master Plan's framework aligns with the City's four strategic focus areas and goals as described below:

Fiscal and Resource Management

We will maintain a long-term view, 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.

Economic Vitality

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.

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.

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 the community.

WHAT WE HEARD

Parks and Recreation Services...

91% of Goodyear Residents

Makes Goodyear a desirable place to live

88% of Goodyear Residents

Enhances quality of life and builds a sense of community

72% of Goodyear Residents

Promotes tourism to the city and to the region

91% of Goodyear Residents

Quality park and trail experiences were important to their quality of life



Goodyear Recreation Campus

THE COMMUNITY GOT IN THE GAME

The Goodyear Game Plan included a large multi-faceted outreach approach to ensure the results of this plan were community driven.















Community Involvement

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



4 Public Meetings

4 Virtual Meetings

6 Pop-Up Events

40 Stakeholder Interviews

202 Park Sites Visited

2 Executive Advisory Committee Meetings

Total Community Inputs

22,908



COMMUNITY ENGAGEMENT

The Goodyear Parks and Recreation Master Plan utilized a comprehensive process to engage the community, understand needs, and analyze the results of community feedback. The Master Plan's robust outreach process gathered input from staff, stakeholders, user groups, and thousands of residents. Input received was synthesized into actionable strategies and recommendations to be implemented by the City of Goodyear and supported by its residents. Meetings with the following stakeholders and user groups were held to obtain diverse and well-rounded feedback on Goodyear Parks and Recreation currently and what opportunities exist for the future.





Staff Meeting, Goodyear Recreation Campus

City Mayor, City Council, and City Management

Mayor Pizzillo, City Council, and City management members were interviewed in small groups to collect thoughts from leadership regarding the parks and recreation Master Plan. The mayor and council meetings were led with an informal, conversational approach and topics were based on the following questions:

- What is your vision for parks and recreation services?
- What are your priorities with regards to facilities, programs, and special events?
- Are there any improvements you would like to recommend regarding parks and recreation facilities, programs, and special events?
- Are there any segments of the community that need to be better served by the parks and recreation system?
- What do you believe is the most important opportunity/challenge facing the City of Goodyear Parks and Recreation Department in the next 10 years?
- Please share your big idea!

Parks and Recreation Advisory Commission

The Parks and Recreation Advisory Commission (PRAC) is a council-appointed citizen advisory committee that advises the City Council on the acquisition of lands and facilities for use as parks or recreation facilities; park improvements; and the operation, use, care, and maintenance of these parks and recreation areas. The project team had multiple touches with PRAC throughout the project and kept the commission updated on the project's progress at each of their regularly scheduled meetings. The project team attended five PRAC meetings to provide updates, collect feedback, and to engage members to guide the direction of the Master Plan. The first meeting included focus group questions and dot-ocracy exercises. The second meeting reviewed the results of public involvement efforts. The third meeting reviewed level of service (LOS) recommendations and benchmarking. The fourth meeting reviewed priority projects and top amenity priorities. The fifth meeting included a review of the Master Plan document and the formal request for adoption of the Master Plan update.

Arts and Culture Commission

The Goodyear Arts & Culture Commission provides leadership in developing a community identity through the arts that embraces, celebrates, and unites all of our diverse histories, beliefs, cultures, and aspirations. The Commission comprises nine Goodyear residents, one alternate, and one Ex-Officio member. Commissioners are appointed by Council and serve for a three-year term with a two-term limit. The project team conducted a focus group meeting with the Commission during a regularly scheduled meeting. Questions included sharing a vision for the future of Goodyear parks and recreation; improvements they would like to recommend regarding parks, facilities, programs, and special events; and identification of underserved communities. The team members were then asked to share their input on the role art plays in parks and recreation and for their big idea as it relates to the future of Goodyear parks and recreation. Each member also participated in a dot-ocracy exercise, placing up to six dots on images representing various parks and recreation facilities and amenities they would like to see in the 10-year parks and recreation Master Plan.

Youth Commission

The Youth Commission is a selected group of Goodyear high school students that are interested in learning about and participating in local government. The project team conducted a focus group meeting with the commission, asking questions about their vision for parks and recreation services, priorities for programs and special events, and identification of underserved communities within the city. The group was then asked to share their big ideas for the future of Goodyear parks and recreation. Each member also participated in a dot-ocracy exercise, placing up to six dots on images representing various parks and recreation facilities and amenities they would like to see in the 10-year parks and recreation Master Plan.

Executive Advisory Committee

A group of 18 diverse stakeholders from various city departments were identified as liaisons for their respective departments and as members of the Parks and Recreation Master Plan Executive Advisory Committee. City Management, Parks and Recreation, Economic Development, Public Works, Communications, Neighborhood Services, Public Safety, Finance, Information Technology (IT), Engineering, Water, Planning and Zoning, and Legal were all represented. The group met throughout the project, typically before each public workshop, to receive project updates and to participate in engagement activities that would allow them to provide input on the direction of the Master Plan. Executive Advisory Committee members were then asked to share these project updates with their respective departments in order to share information and to gather additional input from internal City staff.

Goodyear Parks and Recreation Staff

The entire Goodyear Parks and Recreation staff met at the Goodyear Recreation Campus for their regularly scheduled monthly meeting. At this meeting, the Parks and Recreation Master Plan team provided an update on the project process, the plan's progress, and conducted a large-scale focus group meeting. Staff worked in small groups to respond to questions about what the department does well, what the department could improve upon, and their big ideas for the future of Goodyear parks and recreation. Master Plan team members took notes during the discussion to ensure all ideas were captured. At the conclusion of the meeting, each small group gave a short presentation about their ideas and discussion.

Staff Focus Groups

The Master Plan team conducted multiple staff focus group meetings. Separate focus group meetings were conducted with Communications, Planning and Zoning, Economic Development, Engineering, Neighborhood Services, Water, GIS, IT, Real Estate, and Public Works staff. During these meetings, the groups were asked for their input on the Goodyear Parks and Recreation department, opportunities for the future, as well as department-specific key topics that directly relate to the success and future implementation of the Master Plan.

General Plan Project Team and Transportation Master Plan Project Team

The City identified the importance of coordination with concurrent planning efforts. The City is currently updating the General Plan and Transportation Master Plan which will both be implemented in 2024. The Parks and Recreation Master Plan included public workshops with both the General Plan and Transportation Master Planning project teams throughout the process. This included two joint public community workshop meetings with both the Parks Recreation Master Plan and the General Plan teams to allow the community to provide input and feedback for both plans together at the same meeting. In addition, the Parks and Recreation Master Plan team continued coordination with the General Plan team in order to ensure formal recommendation alignment. The Parks and Recreation Master Plan team also had multiple touchpoints with the transportation Master Planning team to coordinate items that might be part of both plans, like multimodal corridors and future trail alignments.



Youth Commission, Goodyear Recreation Campus



WHAT WE HEARD

Adaptive Programs

“There are only certain areas in the valley that have adaptive programs. We would love to bring some programming out to Goodyear to help those that are disabled know that they matter and feel seen when it comes to activities they can regularly participate in.”

Adaptive Sports

“High school age students are being served well, but programming is lacking for younger children, post-secondary, and adults. There is nothing for them to do outside of school hours.”

“The addition of adaptive sports could be phenomenal!”

Aquatics

“Facilities use is a big issue—Goodyear Recreation Campus currently turns away about 80% of the pool time requests they receive because they have competing priorities with internal programs. Water safety and learn-to-swim programs are top priority.”

“Splash pads are a great and convenient way for families to interact with water. Goodyear Community Park’s water feature is very popular. Families that do not come into the YMCA often use the splash pad at the park. Consider incorporating splash pads into community parks.”





Staff Meeting, Goodyear Recreation Campus

Homeowner’s Association (HOA) Boards

“We absolutely love the Bullard Wash Trail and a lot of residents appreciate it. I wish it connected to Bullard Wash II, but it is well utilized.”

“There is literally no place to park at Portales Park.”

High School Sports

“We always have to go east for everything to be competitive. A tournament facility would be huge and bring people out to the west valley.”

“We get asked about gym use all the time. We just cannot provide enough opportunities for gym use for the community. It’s already tough to accommodate school program needs, let alone allow time for community partnerships.”

Pickleball

“City pickleball recreation programs would be very welcome for all ages, particularly teen and young adult leagues.”

“A tournament facility would attract tourism and regional tournaments.”

Tennis

“Programming and tennis lessons would be nice, but there are not enough courts to provide this type of programming in addition to serving the general drop-in game population.”

“There are rarely empty courts available in Goodyear. Adjacent municipalities don’t have facilities or teams to play on either.”

Trail and Cyclist Groups

“A bike park that has a skills area with places for everyone would be great—something where kids and more seasoned folks can and use—something that can bring the whole bike community together.”

“Having a connection from North to South Goodyear is critical. Need to make being a bicycle-friendly city a priority.”

Wheeled Sports

“It’s important for the City to recognize and provide facilities for the needs of people that like to bike, skateboard, and scooter. Creating these venues is a good way to keep kids out of trouble and doing something positive.”

“There’s a need for available lessons and beginner-level amenities. Skills courses, plazas, pump tracks, and places to practice are great and let you go every day and try something new.”

Youth Sports Leagues

“The City currently has agreements with BASIS and Desert Edge for events at Goodyear Recreation Campus. We would be interested in continuing city partnerships as Foothills Community Park grows as well.”

“We are sometimes trekking 30 minutes for a field. Junior-level multi-use fields are a real need in the community.”

SUMMARY OF KEY FINDINGS

The team utilized the following key input contributors that led to the determination of the plan's key findings and recommendations. These included:



All of these inputs directly influenced the priorities, themes, and recommendations put forth in this plan. The following are the top amenity priorities established by the plan:

1. Swimming Pools/ Splash Pad
2. Trails
3. Playgrounds
4. Urban Fishing Lake
5. Recreation Center
6. Sports Complex
7. Sport Courts
8. Dog Park
9. Multi-Use Fields
10. Skate Parks
11. BMX
12. Ballfields

*Although an urban fishing lake was a desirable amenity, this plan is recommending that a lake not be pursued at this time as a result of the changing water climate in the state.

KEY THEMES

- Trails and Connectivity
- Economic Development
- Keeping up with Growth
- Resilient Parks
- Investing in the Existing System



Key Findings

TRAILS AND CONNECTIVITY

Connected, accessible trail system

Works hand-in-hand with Transportation Master Plan to provide necessary connections to these off-street trail facilities

Consider enhanced multimodal streets and parkways to create more high-comfort networks. This can encourage walking, biking, and transit-based trips to parks and between parks and trails.

Increase access to Estrella Mountain Regional Park and other places Goodyear residents can experience trails and nature

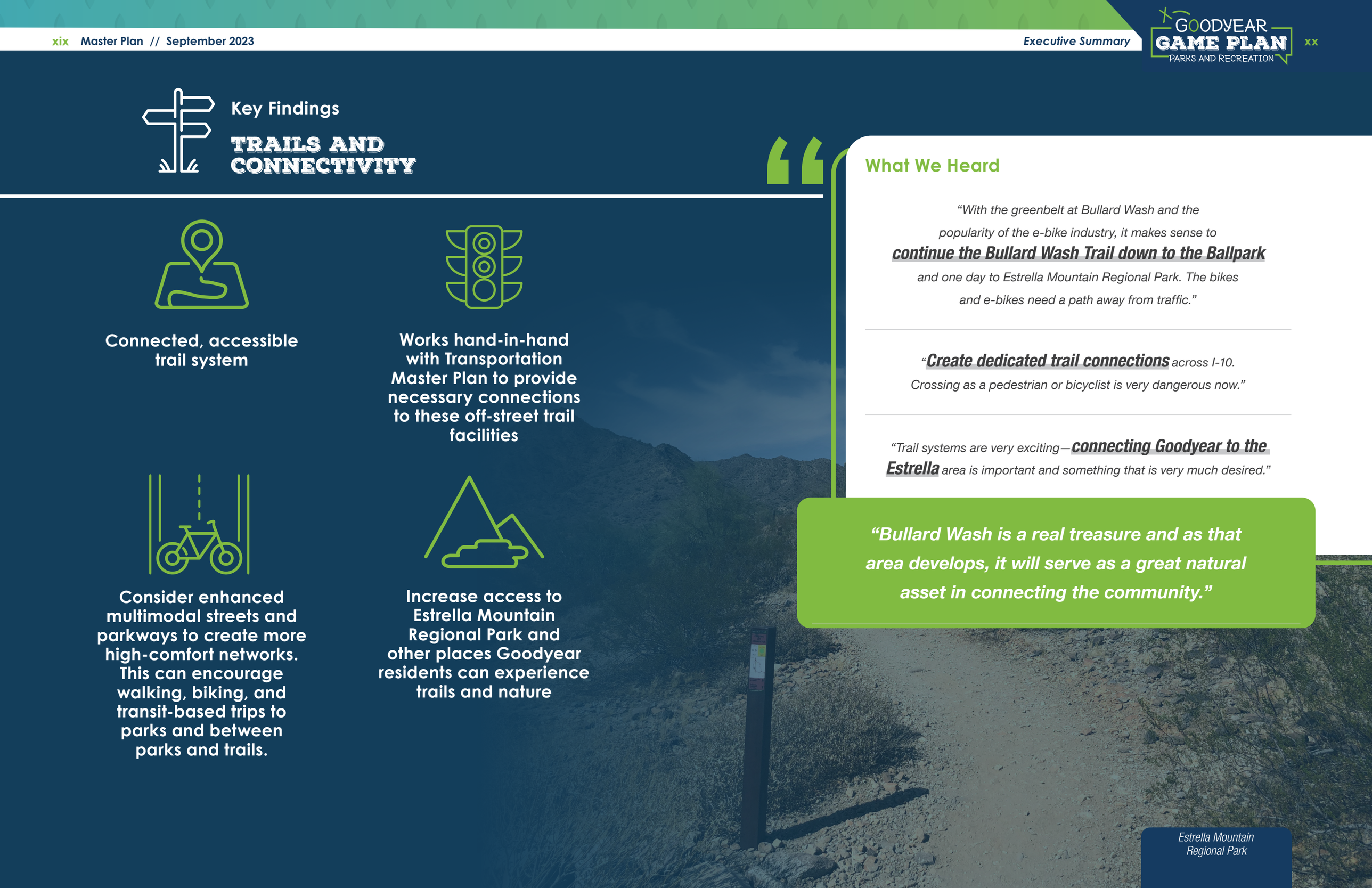
What We Heard

"With the greenbelt at Bullard Wash and the popularity of the e-bike industry, it makes sense to ***continue the Bullard Wash Trail down to the Ballpark*** *and one day to Estrella Mountain Regional Park. The bikes and e-bikes need a path away from traffic."*

*"****Create dedicated trail connections*** *across I-10. Crossing as a pedestrian or bicyclist is very dangerous now."*

*"Trail systems are very exciting—****connecting Goodyear to the Estrella*** *area is important and something that is very much desired."*

"Bullard Wash is a real treasure and as that area develops, it will serve as a great natural asset in connecting the community."



Estrella Mountain Regional Park

Key Findings

ECONOMIC DEVELOPMENT THROUGH PARK DEVELOPMENT

Sports tourism via Goodyear Sports Complex

Youth Sports would not need to travel east to access quality fields, tournament facilities, and athlete resources

Goodyear residents can live and play in Goodyear

Consider private partnerships for sports complex

Add multi-use fields and ballfields to Goodyear Recreation Campus (GRC)

Consider partnerships with Maricopa County to enhance Estrella Mountain Regional Park

What We Heard

*"We always have to go east for everything to be competitive. A **sports complex** would be huge and bring people out to the west valley."*

*"The city is a little tight on fields in general. Still a lot of need for that and **additional fields would be well utilized**."*

*"We need to keep up with our **residents' demand**, but it would be great to be able to serve neighboring communities and sports tourism secondary."*

*"Club sports are huge and these teams travel—club sport families spend a lot of money in these places, would be great for **economic development**. Being able to provide these facilities would be great."*

"Leverage parks and recreation to bring more people to Goodyear as a destination. Showcase the city and have parks and recreation help drive economic development. Create and help us bring things that are interesting and can help define the city's character."

Goodyear Recreation Campus

Key Findings

KEEPING UP WITH GROWTH

Goodyear is experiencing rapid growth and is currently the 9th fastest growing city in the nation

Expected growth will add more pressure on already limited parks and recreation resources

Identify and acquire land for future community parks in areas that are experiencing growth in order to plan for a sustainable parks system

Balancing use and overuse

Providing equitable park experiences throughout the city

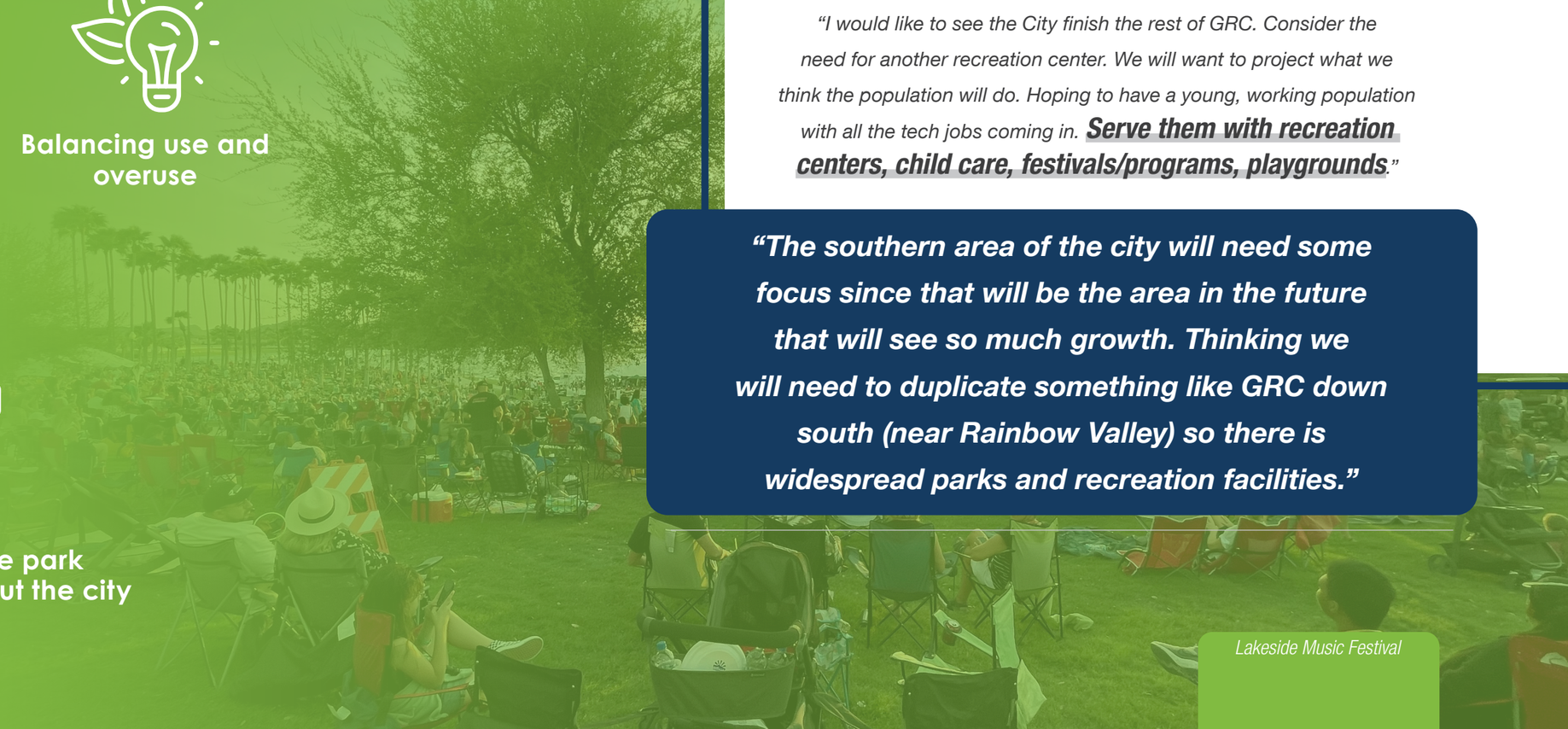
What We Heard

*"Ninety-four percent of people think this is a **good or great place to live**. It's important to keep that small-town feel but maintain the level of service and feel people have come accustomed to despite rapid growth."*

*"Traffic/transportation is behind a little given the rapid growth the city is experiencing. **Parks needs to grow** to meet needs for the future—we can plan for growth rather than be immediately undersized upon building new amenities."*

*"I would like to see the City finish the rest of GRC. Consider the need for another recreation center. We will want to project what we think the population will do. Hoping to have a young, working population with all the tech jobs coming in. **Serve them with recreation centers, child care, festivals/programs, playgrounds**."*

"The southern area of the city will need some focus since that will be the area in the future that will see so much growth. Thinking we will need to duplicate something like GRC down south (near Rainbow Valley) so there is widespread parks and recreation facilities."



Lakeside Music Festival

Key Findings

RESILIENT PARKS AND OPEN SPACE OPPORTUNITIES

Intentional, responsible, and strategic water use

Prioritizing usable turf and alternate water sources

Use parks to support the City's recently completed shade study and canopy coverage goals

Tree life-cycle study and maintenance on older park sites

Increase opportunities for people to experience and connect to nature through city parks and through partnerships with Maricopa County's Estrella Mountain Regional Park

Participate and invest in programs like Rio Reimagined that would allow for more nature-based recreation opportunities in and around Goodyear

What We Heard

*"We need to be **proactive in protecting space** as the city develops south. Keeping a mountain that is "alive" with wildlife crossings, conservation area, and parks space is important."*

*"I would like to see a **fishing lake for our kids**. Even if it's catch and release it's a fun family activity. Look at using reclaimed water or alternate water sources. Have a path, benches, wildlife interaction, make it an amenity."*

*"Water crisis is very real and needs to be kept in front of mind in terms of **planning and future water usage**."*

*"Keep adding **shade trees**!"*

"Water conservation is important. Having open turf at parks for people to go to is important since they don't have much turf at home, but we need to be cognizant about amounts of active turf and other landscape."



Arizona Balloon Classic, Goodyear Ballpark

Key Findings

INVESTING IN THE EXISTING SYSTEM

Continued focus on asset replacement and maintaining a high level of quality and maintenance in existing parks

Continued focus on equitably providing park amenities, updating parks that are under performing, and renovating existing parks to keep up with changing community needs

Partnering with private development to supplement the neighborhood park network

Create neighborhood identity within the parks

Increase awareness of existing parks, facilities, programming, and special events

Recognize the need for and importance of adaptive recreation and programming for users of all ages. Consider investment in an adaptive recreation activities manager and associated infrastructure to support adaptive sports

What We Heard

*"**Adaptive play is critical**. If we identify it and advertise it, the parents who don't typically use these facilities will certainly start to take advantage and even travel to these amenities."*

*"**Invest in an existing park** in south and central Goodyear. That is where the population growth is now and in the future."*

*"Conduct a **park usage study** to understand what amenities are being used and how often. Allocate maintenance budget accordingly."*

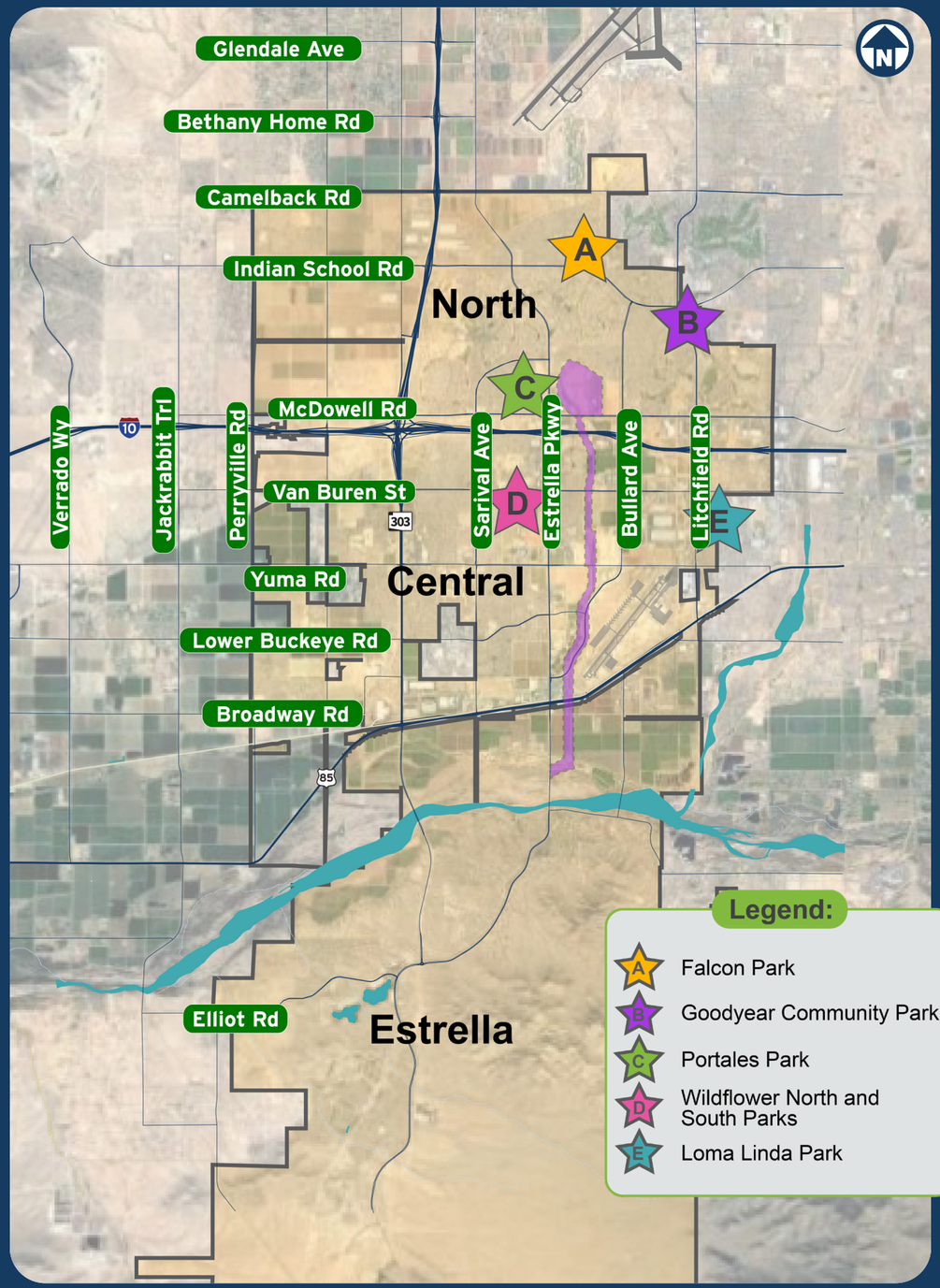
*"Create an **online reservations system** for tennis courts, pickleball courts, ramadas, etc."*

"Push the envelope. Think of what is good today and plan for tomorrow. Parks and recreation is quality of life."



Goodyear Recreation Campus

IDENTIFIED PRIORITIES - EXISTING PARKS



Falcon Park

Total cost of identified improvements: $2,003,041

This existing neighborhood park is located at Indian School Road and 150th Avenue and is soon to be re-classified as a community park due to programming and amenities. The park includes 13.6 acres of recreation with the following amenities: two baseball fields, open turf area, playgrounds, pathways, basketball court, volleyball court, restroom, and ramadas.

Key findings/top recommendations:

- Provide additional parking with improved vehicular circulation
- Provide improved interior park circulation and wayfinding throughout park
- Turf reduction
- Rename Bullard Wash I to Falcon Trail
- Provide playground improvements
- Maintenance facility to replace temporary storage solution
- Improve wayfinding to connect park to Falcon Retention area and Bullard Wash path

Goodyear Community Park

Total cost of identified improvements: $2,500,239

The City's original Community Park is located at Litchfield Road and Indian School Road. This widely utilized community park includes 30 acres of recreation amenities including: youth baseball fields, splash pad, playground, tennis courts, pickleball courts, sand volleyball courts, skate park, dog park, restroom buildings, and maintenance building.

Key findings/top recommendations:

- Dog park relocation and expansion due to proximity to the baseball field and use
- Restroom renovations per community park standards
- Drainage improvements at splash pad and ramada area

**Note - See Appendix for relative order of magnitude estimates. All estimates based on 2023 dollars and a cost of escalation/inflation should be considered for years beyond 2023.*

Portales Park

Total cost of identified improvements: $3,501,617

This 16-acre neighborhood park is located at Estrella Parkway and Monte Vista Road. Amenities include open turf areas, playground areas, fitness exercise station course, decomposed granite pathway, and basketball half court with ramada.

Key findings/top recommendations:

- Provide Americans with Disabilities Act (ADA)-compliant sidewalk connections from neighborhood areas down into the basin area
- Provide looped concrete multi-use pathway
- Strategic turf reduction while maintaining primary drainage function of the basin area

Wildflower North and South Parks

Wildflower North Park total cost of identified improvements: $1,521,790
Wildflower South Park total cost of identified improvements: $2,012,690

Wildflower North Park (8.2 acres) and Wildflower South Park (5.5 acres) are located within the Wildflower neighborhood between south of Van Buren Street and north of Yuma Road between Sarival Avenue and Estrella Parkway. Amenities include multi-use pathways, open turf areas, and playgrounds with ramada.

Key findings/top recommendations:

- Provide ADA-compliant sidewalk connections from neighborhood areas down into the basin area
- Provide ADA-compliant concrete multi-use pathway throughout the park to provide off-street route to Wildflower school which is centrally located between the parks
- Strategic turf reduction while maintaining primary drainage function of the basin area

Loma Linda Park

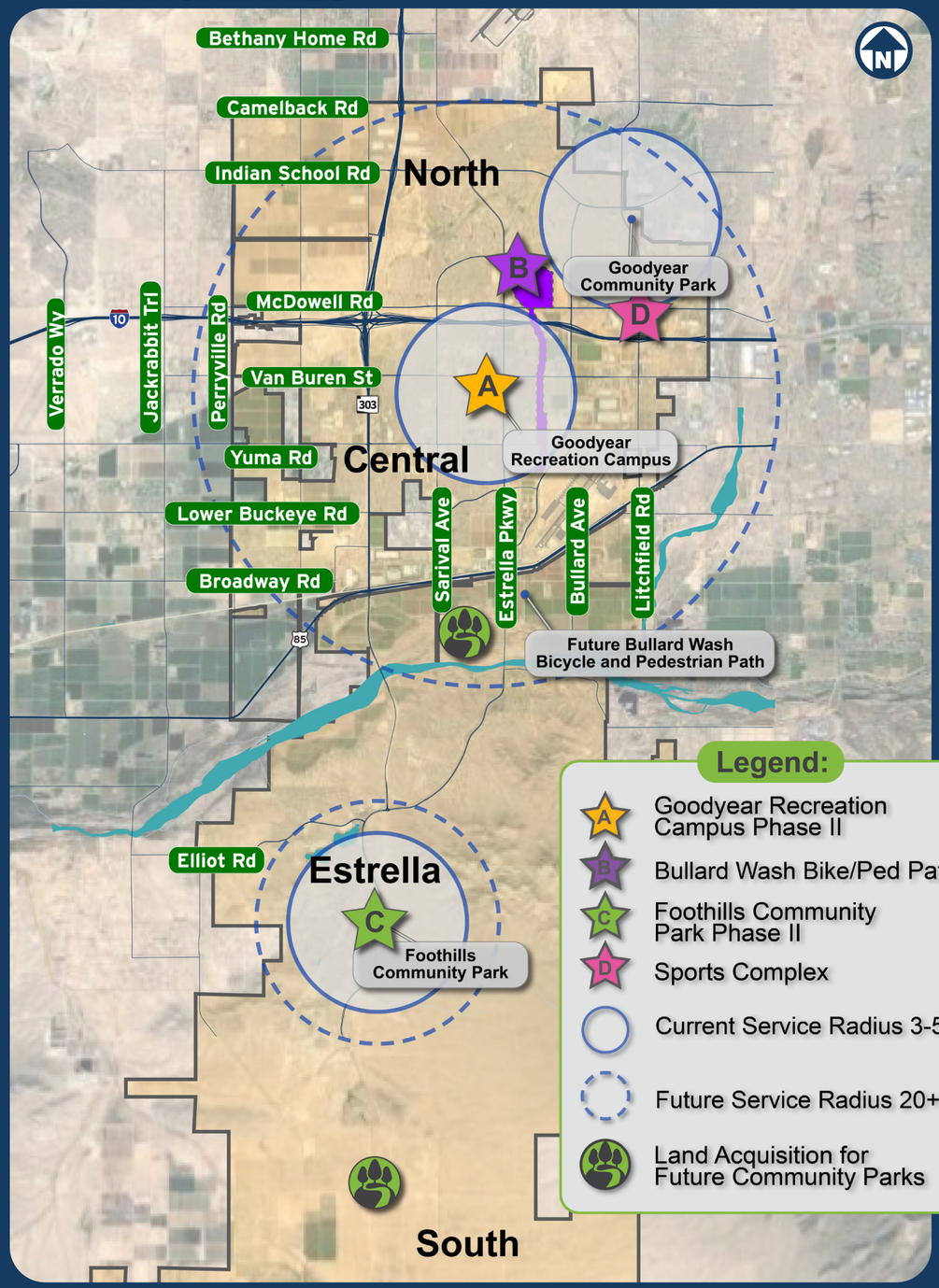
Total cost of identified improvements: $3,017,279

This five-acre neighborhood park is the city's oldest park and is located at the heart of historic Goodyear at Litchfield Road and Loma Linda Boulevard. Amenities include community room, aquatic facility including 25-yard pool with diving well, tennis courts, ramadas, playground, pathway, and open space.

Key findings/top recommendations:

- Replaster pool surface and resurface pool deck surface
- Conversion of baby pool to splash play area
- Enhance curb appeal and improve turf area around community room building
- Irrigation assessment to bring existing irrigation system up to current standard
- Tree succession plan due to the age of the existing trees

IDENTIFIED PRIORITIES - NEW FACILITIES



Goodyear Recreation Campus

Total cost of identified improvements: $50,002,579

Phase II: This project would include the development of the remaining 46 acres to provide regional park amenities and expand the service area within the central area of the city. Based on top amenity priories identified from the community needs, potential amenities could include multi-use pathways, nature play playgrounds, urban fishing lake with a sustainable water source, and open space. Next steps to include a site-specific Master Plan for the remaining phase 2 area.

Bullard Wash Bike and Pedestrian Pathway

Total cost of identified improvements: $17,003,571

McDowell Road to the Goodyear Ballpark: This project would include extending the Bullard Wash multi-use pathway an additional three miles south to provide a continuous multimodal connection from Goodyear Civic Center to the Goodyear Ballpark.

Foothills Community Park

Total cost of identified improvements: $30,000,955

Phase II: This project would include the development of the remaining 20 acres to provide a 37-acre build out of Foothills Park. Based on top amenity priories identified from the community needs, potential amenities could include multi-use pathways, pickleball courts, dog park, and multi-use fields. Next steps to include a site-specific Master Plan for the remaining phase 2 area.

I-10 Basin Sports Complex Engineering Feasibility Study

Total cost of identified improvements: $250,000

This project would include an engineering feasibility study of the existing drainage basins along the north side of I-10 from Dysart Road to 145th Avenue (approximately 130 acres). The engineering feasibility study would include the evaluation of infrastructure needs including water and sanitary sewer, power and electrical needs, as well as access and circulation and parking options. The study would determine what would be required to further develop the area in terms of drainage requirements, infrastructure needs, easement acquisition, and the required right-of-way (ROW) improvements.

Land Acquisition for Future Community Parks

Total cost of identified improvements: TBD

Based on current planning and growth, the need to explore land options for future community parks within the south central and southern city limits is recommended. This could include a site selection study to determine available land options which could include private land from developers, Flood Control District of Maricopa County (FCDMC), Arizona State Land Department (ASLD), or Bureau of Land Management (BLM) properties. The site selection would evaluate developability of the potential property.

This Parks and Recreation Master Plan is intended to serve as a guiding document and is based on the current information available. Proposed priority projects are subject to change at the Parks and Recreation Director's discretion based on varying needs of the City.

**Note - See Appendix for relative order of magnitude estimates. All estimates based on 2023 dollars and a cost of escalation/ inflation should be considered for years beyond 2023.*

The Project Team would like to acknowledge the following people for their leadership and efforts during the development of the Parks and Recreation Master Plan.

Mayor and Council

Joe Pizzillo, *Mayor*
Laura Kaino, *Vice Mayor*
Sheri Lauritano
Wally Campbell
Bill Stipp
Brannon Hampton
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Parks and Recreation Advisory Commission

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Special thanks to all the Goodyear residents who shared their unique perspective on what makes Goodyear Parks and Recreation great and how it can be even better in the future. Thank you for taking the time to attend public meetings, participate in focus groups, complete surveys, and visit the website. Your input and passion for this Parks and Recreation Master Plan has truly helped Goodyear game plan for the future.

MASTER PLAN

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Goodyear Ballpark



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CHAPTER 1

Introduction



Goodyear Recreation Campus, Aquatic Center



Goodyear Recreation Campus, Gym

GOODYEAR PARKS AND RECREATION

The city of Goodyear (city) Parks and Recreation department's mission is to "enhance the quality of life for all through the stewardship of public land by sustaining exceptional park facilities and quality recreational programs and services" – 2014 city of Goodyear Parks, Recreation, Trails and Open Space Master Plan. Today the department maintains and manages over 429 acres of parks and recreation facilities.

Why Do We Master Plan?

The Master Planning process enables the City to assess recreation needs and interests of the community. It enables decision makers to prioritize resource allocation decisions for existing and new facilities as well as programs, services, and overall maintenance of the system. The Goodyear Parks and Recreation Master Plan provides the following for the community:

- Evaluate the existing park system with benchmarks of regional and national standards and potential service level improvements
- Incorporate the vision, goals, and tasks outlined in the recently adopted city of Goodyear Strategic Plan
- Document priorities, trends, and demands of the current population and charting a long-range plan for accommodating anticipated population growth
- Inform the community about park needs and the systems community assets
- Develop an implementation plan that outlines projects, anticipated costs, potential funding sources, and operation and maintenance implications
- Identify and prioritize capital improvement projects for both existing parks and future park facilities based on the identified community needs
- Guide critical decisions about parks and recreation facilities, infrastructure, programs, and services
- Develop recommendations and an implementation strategy

2014 MASTER PLAN ACCOMPLISHMENTS

The previous Master Plan provides the foundation for this Master Plan update and served as the guiding document for the Parks and Recreation department for the past decade.

The City's Parks and Recreation Department was able to complete several of the previous Master Plan recommendations for parks, facilities, and programs leading to the following accomplishments by the department.

The 2014 plan identified the following recommendations:

Parks and Facilities

Identified 94 recommendations with the department completing 88.

Maintenance

Identified 26 recommendations with the department completing 25.

Funding

Identified 24 recommendations with the department completing 25.

Programs

Identified 150 recommendations with the department completing 146.

Overall, the department was able to complete 367 of the 394 recommendations identified within the 2014 Master Plan, achieving a 93% completion.

Key accomplishments include the completion of the Master Plan and final design and construction of the Goodyear Recreation Campus which includes a 48,000-Square-foot (sf) recreation center, aquatic facility with activity pool, lazy river, and 25-yard competition pool within a 30-acre community park.



Goodyear Recreation Campus

2023 PLAN WITH PURPOSE

At the heart of the Goodyear Parks and Recreation Master Plan update is the identification of community needs which provides guidance over the next 10 years and beyond for the department. The city of Goodyear is committed to a parks and recreation system that delivers high-quality parks, trails, recreation programs, facilities, and events for all residents of all abilities while contributing to the economic wellbeing of the city. To meet this commitment to its residents the City focused the Parks and Recreation Master Plan around the following identified goals:

- Community driven
- High-quality parks and recreation facilities
- Trails that connect the community
- Community wellness through recreation
- Sustainable maintenance practices
- Administration "right-sized" for the future
- Partnerships and options for funding
- Future facilities to meet growth needs

The integration of these identified goals developed a successful Master Planning process, allowing the Community vision to be transformed into a tangible plan to continue to provide programming and recreational opportunities, well maintained facilities, and inclusion for all abilities within a responsive park system.

City Council Strategic Goals

The Parks and Recreation Master Plan's framework aligns with the City's four strategic focus areas and goals as described below:

Fiscal and Resource Management

Maintaining a long-term view, 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.

Economic Vitality

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.

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. Continue to make Goodyear residents feel connected to their city government through community engagement; outstanding customer service; and clear, accessible communication.

Quality of Life

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 the community.

Alignment and Integration with Key Planning Projects

The City identified the importance of coordination with concurrent planning efforts for this plan. The City is currently updating the General Plan and Transportation Master Plan which will both be implemented in 2024. The Parks and Recreation Master Plan included workshops with both the General Plan and Transportation Master Planning project teams throughout the process. This included two joint public community workshop meetings with both the Parks Recreation Master Plan and the General Plan teams to allow the community to provide input and feedback for both plans together at the same meeting.

City Council recently adopted the Goodyear Strategic Plan for Fiscal Years 2022-2024 which identified Goodyear's Vision, Mission, and four strategic focus areas and goals for the City.

Goodyear 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

The city of Goodyear 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

Goodyear 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.



Goodyear Civic Square

METHODOLOGY FOR THE PLANNING PROCESS

The consulting team worked closely with staff to develop a comprehensive work plan that was focused on providing community outreach and stakeholder engagement opportunities throughout the entire planning process.

The 2023 Parks and Recreation Master Plan Update utilized five key principals in determining community needs and prioritizing plan recommendations. A full inventory and assessment of the City's existing parks and recreation facilities was completed. Benchmarking was utilized to understand where Goodyear stacks up in providing parks and recreation services with other valley cities. Previous planning documents provided the foundation for this plan update and the team also coordinated our findings with the development of the 2024 General Plan and 2024 Transportation Master Plan update efforts. At the heart of this plan was the community outreach which provided a transparent process providing opportunities for all people within the community and user groups to provide input and feedback every step of the way. City leadership and key stakeholders were also engaged and provided input and feedback throughout the entire planning process.





Goodyear Civic Square, Grand Opening



Goodyear Civic Square, Grand Opening

Task: Previous Planning Document Collection and Review



The City of Goodyear provided the consultant team with information related to Department operations to assist with the analysis and preparation of the plan including:

- City Strategic Plan for Fiscal Years 2022-2024
- 2025 General Plan (November 2014) and access to 2035 General Plan planning team
- Transportation Master Plan 2014 and access to the 2024 Transportation Master Plan planning team
- Capital Improvement Program
- Integrated Water Master Plan
- Community and Neighborhood Services Master Plan
- Maricopa County El Rio Design Guidelines and Planning Standards
- Rio Reimagined Master Plan
- Maricopa County Parks and Recreation Strategic System Master Plan

Task: Demographic and Trends Analysis



Consideration of the profile of the community and demographics, including population growth and projections of demographic changes expected to occur and influence the City of Goodyear population

Research trends related to Goodyear and the surrounding communities and national, regional, and local lifestyle trends to help guide the efforts to improve the delivery of parks and recreation services

Task: Benchmarking



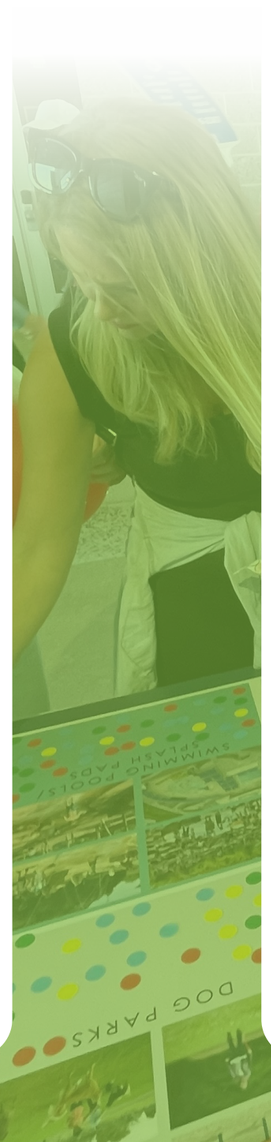
Comparative Analysis is a tool used for this Master Planning process to collect and assess certain attributes of eight similar Valley benchmark cities' parks and recreation departments and compare these attributes to the City of Goodyear parks and recreation system. This benchmarking process creates a deeper understanding of where the City of Goodyear aligns with similar Valley cities in delivering parks and recreation services.

Task: Facility Inventory and Level of Service Analysis



A full inventory of parks and facilities using existing mapping and on-site visits to verify amenities and assess the condition of the facilities and surrounding areas, along with the following assessments:

- Interviews and tours with staff to provide information about parks and recreation facilities and services, along with insight regarding the current practices and experiences in serving residents and visitors
- Assessment of the condition of each amenity in each park
- Inventory listing and map of each park with photos
- Inventory Summary Chart with quantity of amenities per park



Goodyear Civic Square, Grand Opening

Task: Community Outreach and Stakeholder Engagement



The heart of the process for the development of the Parks and Recreation Master Plan was focused on community-driven input and participation. The project included a comprehensive outreach plan allowing several opportunities and options for Goodyear citizens to participate in the development of the plan to ensure all voices were heard throughout the community. The outreach process included a variety of methods for the community, user groups, and stakeholders to participate throughout the project which included:

In-Person Stakeholder Interviews:

- Mayor and City Council
- City Management Team
- Parks & Recreation Advisory Commission (PRAC)
- Executive Advisory Committee which included leaders from all City departments
- Parks and Recreation staff including management, operations, and maintenance
- Youth Commission

In-Person Staff Focus Groups included:

- Planning and Zoning
- Economic Development
- Engineering
- Water Resources
- Public Works
- Transportation
- Community and Neighborhood Services
- Geographic Information Systems (GIS)
- General Plan Project Team
- Transportation Master Plan Project Team

In-Person User Group Meetings included:

- Adaptive Programs
- Adaptive Sports
- Adult Sports Leagues
- Aquatics
- Cyclist Groups
- Dog Park User Group
- Homeowner Association (HOA) Boards
- High School Sports
- Mountain Bikes
- Pickleball
- School Districts
- Tennis
- Trail Groups
- Senior Groups
- West Valley Trail Alliance
- Wheeled Sports
- Youth Sports Leagues

Intercept Survey Meetings at several community-wide events which included:

- Lakeside Musicfest
- Hop and Hops
- Goodyear Youth Soccer
- Goodyear Little League Closing Ceremonies
- City of Goodyear Civic Square Grand Opening

Community Workshop Meetings included opportunities for the community to receive a project update as well as participate and provide input and feedback. These meetings utilize both an in-person meeting with a follow-up virtual meeting option and included:

Workshop No. 1 – Project Overview

Workshop No. 2 – Needs Assessment

Workshop No. 3 – Technical Assessment

Workshop No. 4 – Implementation Plan

City Project Updates and Work Sessions provided opportunities for City leadership and staff to receive a project update and provide input and feedback. These meetings included:

- City Council Work Sessions
- Executive Team Workshop Meetings
- PRAC Meetings
- Parks & Recreation Staff Workshop Meeting

Surveys

- Community Surveys via project website and hardcopy versions available at Community Workshop Meetings 1 and 2
- Statistically Valid Survey

Task: Organizational/Recreational Programming Analysis



- Evaluation of current program offerings
- Identification of alternative providers
- Identification of potential partner organizations
- Identification of opportunities that exist for program expansion and improvement
- Identification of opportunities that exist for organizational, marketing, and communication improvement

Task: Potential Funding Opportunities



- Introduction and evaluation of potential funding opportunities
- Listing of potential funding sources for improvements to existing and future park site development and Capital Improvement Program (CIP) needs

Task: Recommendations Strategic Implementation Plan



- Identification and categorization of recommendations into themes with goals and action plan for implementation
- Development of an action plan for capital improvements, including operational impacts, and timeframe to support the implementation of the plan

The process allows the City of Goodyear to understand the current context of the Department and the community regarding parks, recreation, trails, and open space. All individuals within the community have had an opportunity to provide input throughout stakeholder and user group focus meetings, community meetings (in-person and virtual platform), the project website, surveys, and parks board and City Council work sessions and meetings. All information gathered through the process was considered to identify the needs and desires of the community and used to construct a plan that will benefit the City of Goodyear for the next 10 years and beyond, while addressing the anticipated projected growth of the community.



Goodyear Recreation Campus Community Workshop No. 4

CHAPTER 2

Demographics and Trends



Goodyear Recreation Campus



Concert in the Park, Goodyear Recreation Campus

OVERVIEW

- Demographic Analysis
- Demographic Breakdown by City Planning Area
- National Recreation Trends Analysis
- Local Sports and Market Potential
- Demographic and Trends

Introduction

A key component of the Parks and Recreation Master Plan is a Demographic and Recreation Trends Analysis. This provides the city of Goodyear's Parks and Recreation Department insight into the general makeup of the population served and identifies market trends in recreation. It also helps quantify the market in and around the city and understand the types of parks, facilities, and programs/services that are most appropriate to satisfy the needs of residents.

This analysis is two-fold— it aims to answer the who and the what. First, it assesses the demographic characteristics and population projections of city residents to understand who they serve. Secondly, recreational trends are examined on a national, regional, and local level to understand what the population served wants to do. Findings from this analysis establish a fundamental understanding that provides a basis for prioritizing the community need for parks, trails, facilities, and recreation programs.



Fitness Class, Goodyear Recreation Campus

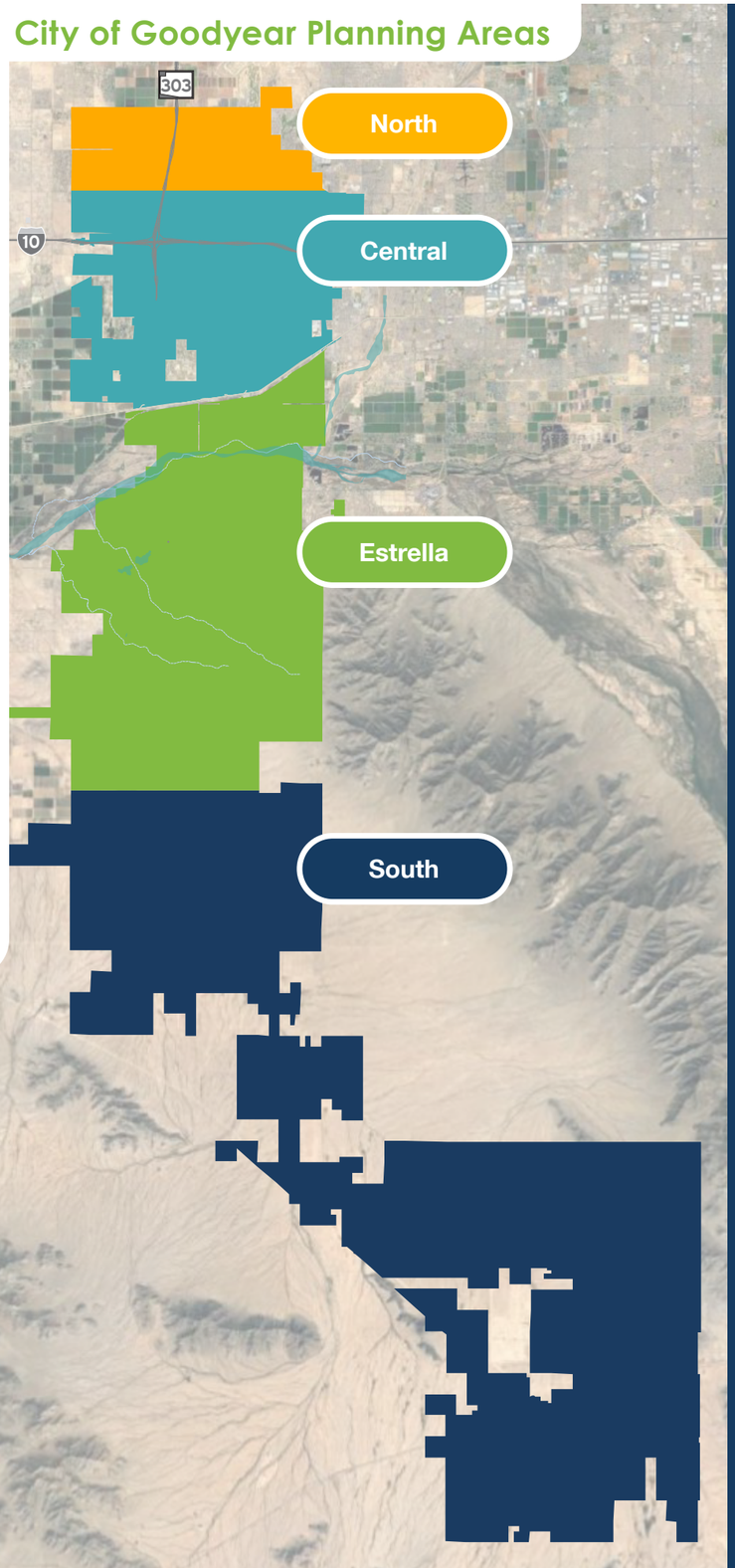
DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the city. This assessment is reflective of the city's total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

Methodology

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to GIS and specializing in population projections and market trends. All data was acquired in July 2022 and reflects actual numbers as reported in the 2010 and 2020 Census. ESRI then estimates the current population (2022) as well as a five-year projection (2027). PROS Consulting, Inc. (PROS) utilized straight-line linear regression to forecast demographic characteristics for 2032 and 2037.

City of Goodyear Planning Areas

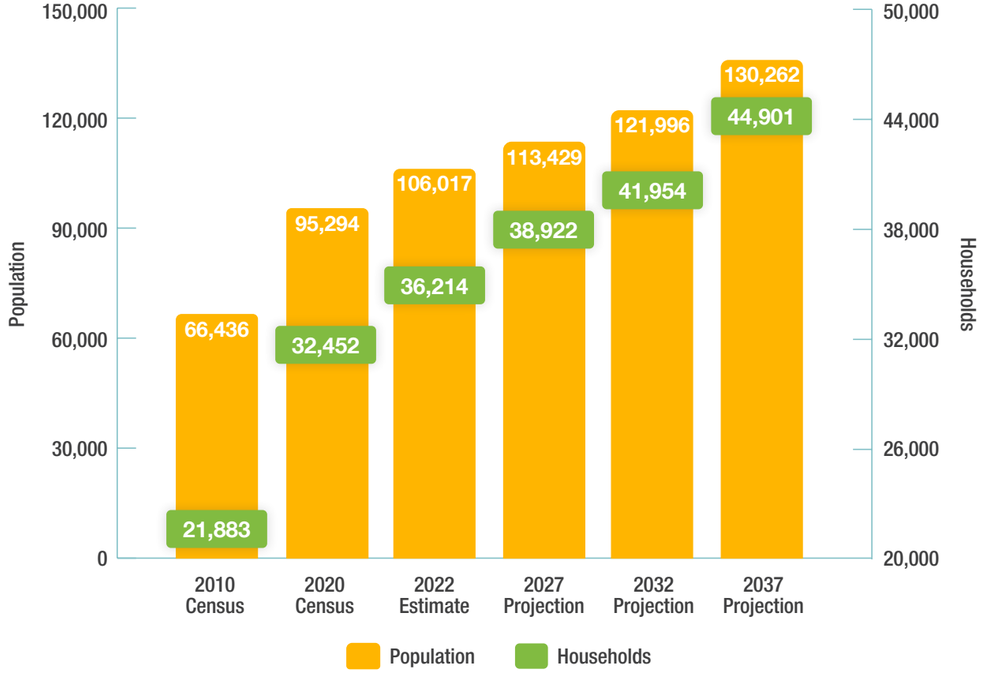


Population

The city's population has experienced significant growth in the last 12 years, increasing 59.6% from 2010 to 2022, or on average 5% per year. This is significantly higher than the national annual growth rate of 0.81% (from 2010-2022). Similar to the population, the total number of households also experienced a significant increase of 65.5% over the 12 years, or on average 5.5% annually (national average = 0.80% annual growth).

Currently, the population is estimated at 106,017 individuals living within 36,214 households. Projecting ahead, the total population growth is expected to continue to significantly grow, but at a slower pace than the last 12 years. By 2037, the city's population is projected at 130,262 residents (1.5% annual growth) living within 44,901 households (2.0% annual growth).

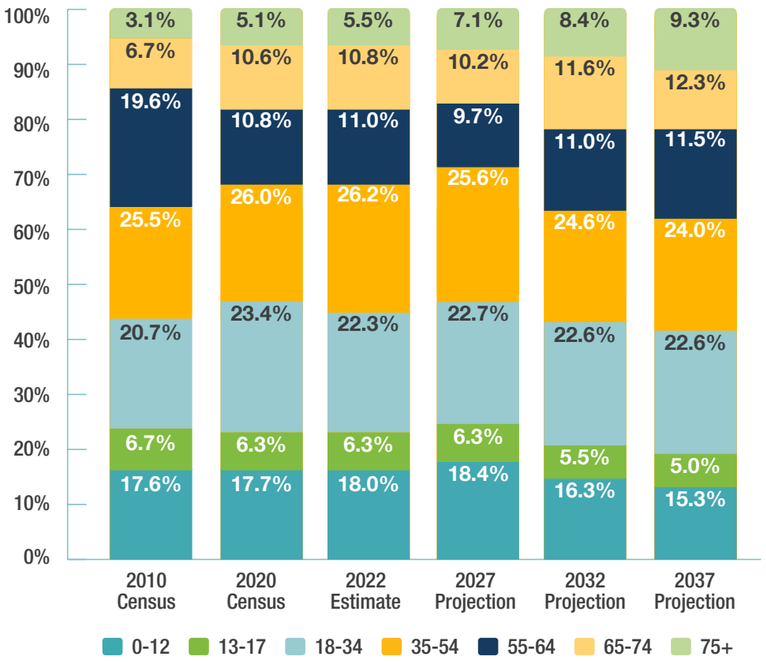
POPULATION AND HOUSEHOLDS



Age Segmentation

Evaluating the city's age segmentation, the population has become younger and more balanced in the last 12 years. In 2010, the 55+ population made up 29.4% of the population, whereas today it makes up 27.3% of Goodyear's populace, a decrease of 2.1%. The 2022 population has a median age of 37.4 years old which is slightly younger than the U.S. median age of 38.5 years. Over the last 12 years, the city has achieved a more balanced age segmentation as more young adults and families have moved into the community. This trend is projected to continue over the next 15 years, though it must be noted that the community will commensurately age as well. By 2037, the 55-64, 65-74, and 75+ age segments are expected to represent 33.1% of the total population (an increase of 5.8% over 2022) while other major age segments will experience slight decrease.

POPULATION BY AGE SEGMENT



Race and Ethnicity Definitions

The minimum categories for data on race and ethnicity for federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2020 data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the U.S. population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

- **American Indian** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black Alone** – This includes a person having origins in any of the black racial groups of Africa.
- **Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White Alone** – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- **Hispanic or Latino** – This is an ethnic distinction, a subset of a race as defined by the federal government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.

Please Note: The Census Bureau defines race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian, and Other Pacific Islander, some other race, or a combination of these, while Ethnicity is defined as whether a person is of Hispanic/Latino origin or not. For this reason, the Hispanic/Latino ethnicity is viewed separately from race throughout this demographic analysis.



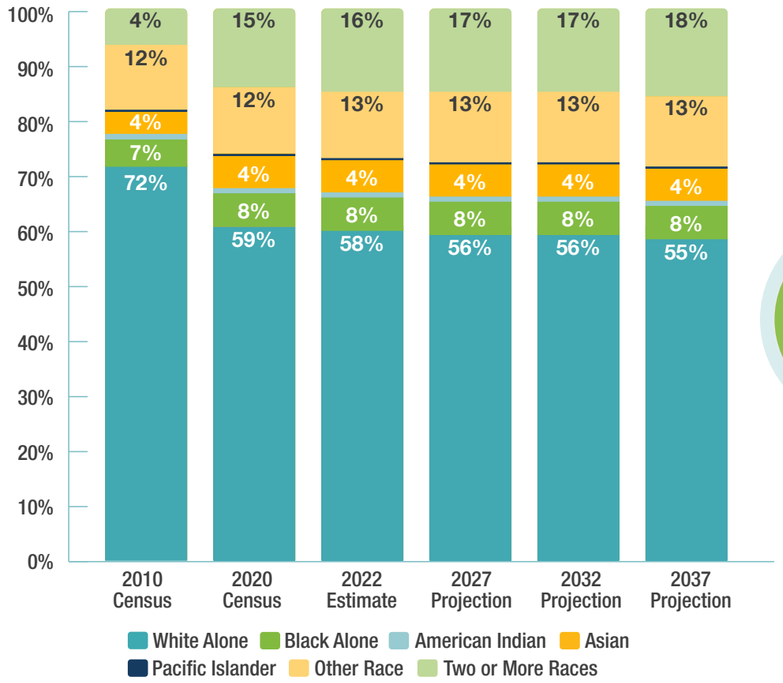
Goodyear Recreation Campus

Goodyear Recreation Campus

Race

Assessing race, the city's current population has diversified significantly over the last 12 years as the White Alone population has decreased by 14%. Though still the largest racial segmentation in the city, the White Alone population represents 58% and the largest minority is Two or More Races (17%), a 12% increase over 2010. The predictions for 2037 expect the population to become more diverse, with a 3% decrease in the White Alone population and a continued increase in the Two or More Races segment.

POPULATION BY RACE

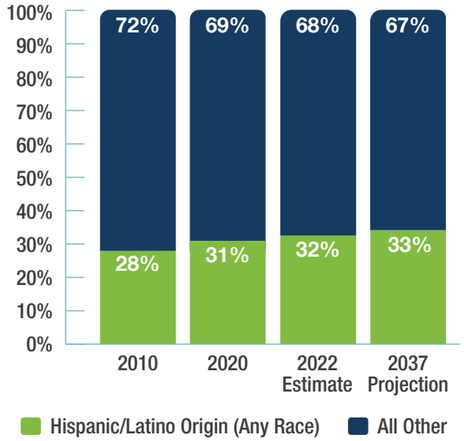


Ethnicity

The city's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition, is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any racial categories identified previously.

People of Hispanic/Latino origin have increased by 4% over the last 12 years and currently represent approximately 32% of the city's population, which is well above the national average (19% Hispanic/Latino). The Hispanic/Latino population is expected to slightly grow to 33% of the city's total population by 2037.

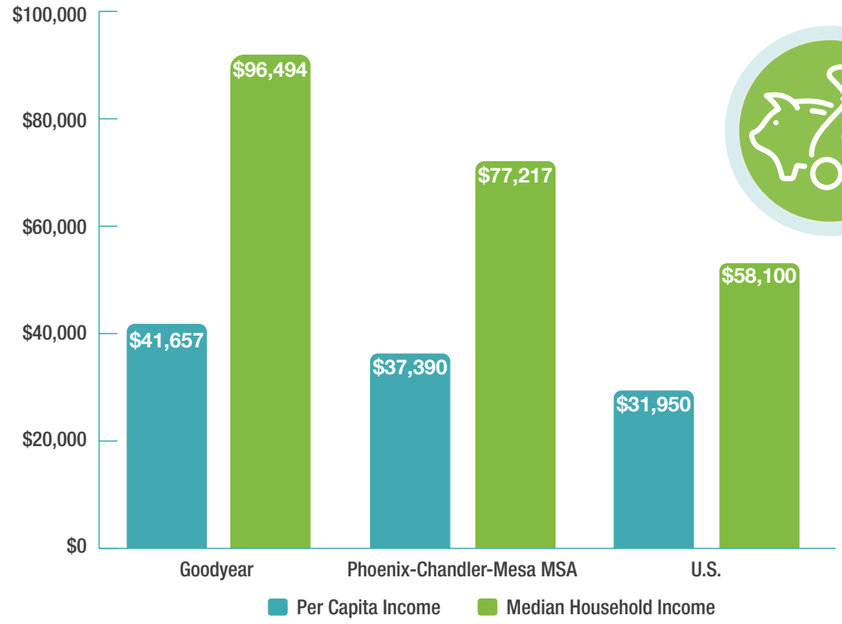
HISPANIC POPULATION



Household Income

As seen below, the city's per capita income ($41,657) and median household income ($96,494) are both higher than the averages of the Phoenix-Chandler-Mesa Metropolitan Statistical Area (MSA) that comprises Goodyear and other surrounding communities and the U.S. as a whole. The per capita income is earned by an individual while the median household income is based on the total income of everyone over the age of 16 living under the same roof. Though these above-average income characteristics indicate that the average household may have more disposable income, residents are still likely to be price-conscious and need to understand the value that correlates with quality-of-life indicators.

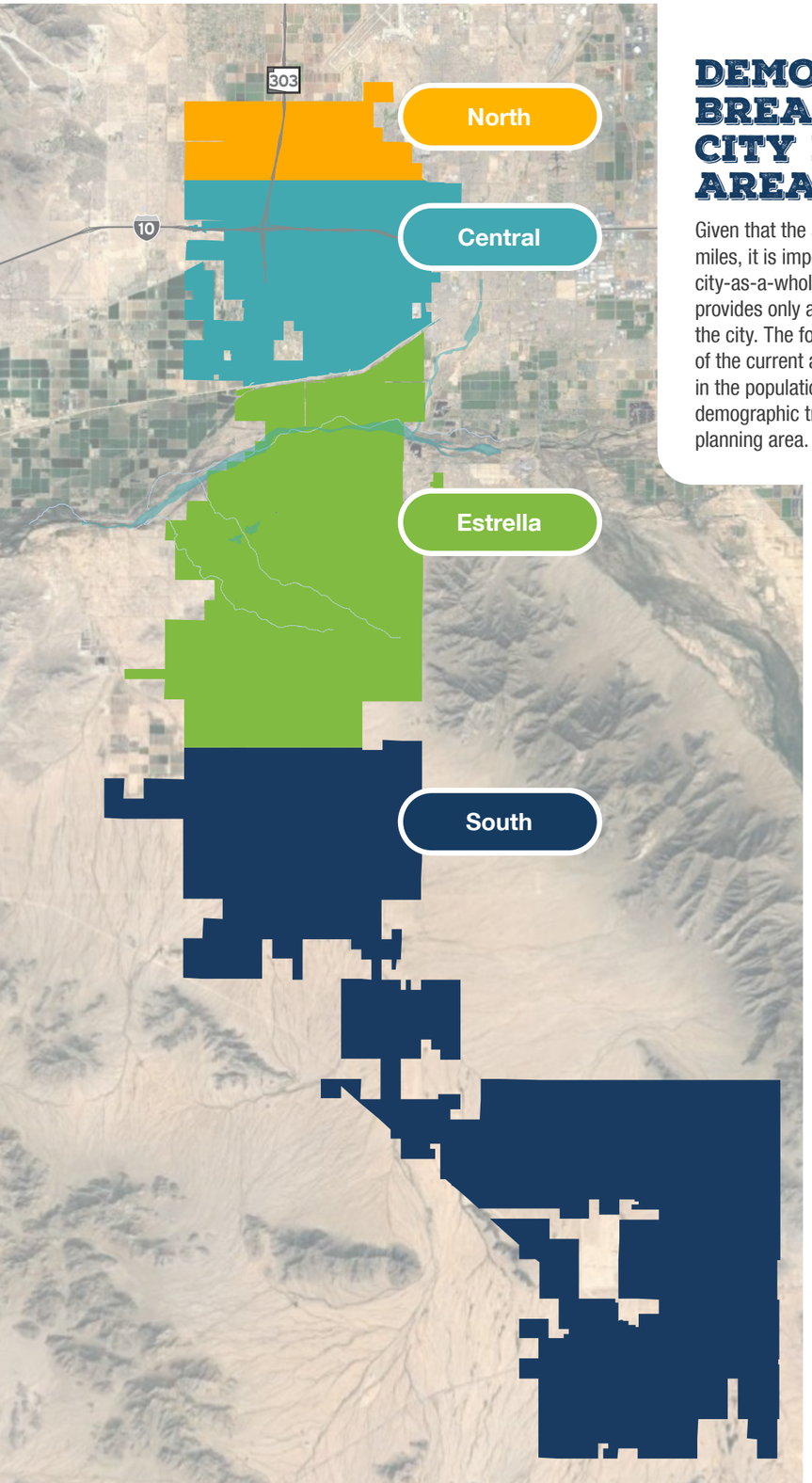
COMPARATIVE INCOME CHARACTERISTICS



Income averages based on the past five year averages from 2017 through 2021.



Yoga Event, Goodyear Civic Square

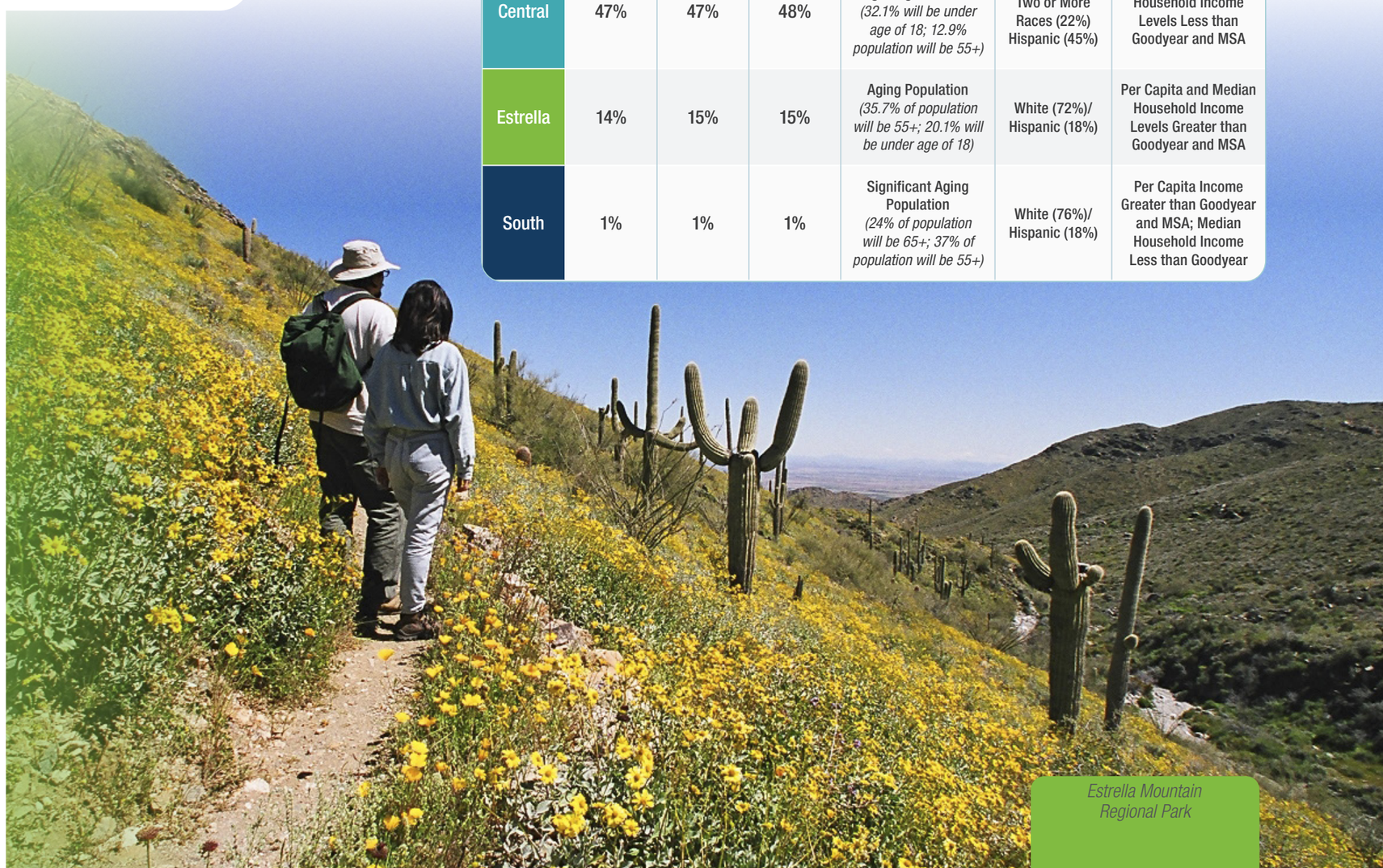


DEMOGRAPHIC BREAKDOWN BY CITY PLANNING AREA

Given that the area of the city is 116.5 square miles, it is important to recognize that the city-as-a-whole demographic information provides only a snapshot of the make-up of the city. The following provides a summary of the current and projected increases in the population of Goodyear as well as demographic trends broken down by city planning area.

CITY PLANNING AREA – DEMOGRAPHIC PROJECTION FOR 2037

Demographic Projection for 2037						
Planning Area	Percent of Population 2010	Percent of Population 2022	Percent of Population 2037	Age Segmentation	Race/ Ethnicity	Income
North	38%	37%	36%	Significant Aging Population *(32% of population will be 65+; 40% of population will be 55+)*	White (64%)/ Hispanic (24%)	Per Capita and Median Household Income Levels Greater than Goodyear and MSA
Central	47%	47%	48%	Balanced/Younger Age Segmentation *(32.1% will be under age of 18; 12.9% population will be 55+)*	White (44%)/ Two or More Races (22%) Hispanic (45%)	Per Capita and Median Household Income Levels Less than Goodyear and MSA
Estrella	14%	15%	15%	Aging Population *(35.7% of population will be 55+; 20.1% will be under age of 18)*	White (72%)/ Hispanic (18%)	Per Capita and Median Household Income Levels Greater than Goodyear and MSA
South	1%	1%	1%	Significant Aging Population *(24% of population will be 65+; 37% of population will be 55+)*	White (76%)/ Hispanic (18%)	Per Capita Income Greater than Goodyear and MSA; Median Household Income Less than Goodyear



Estrella Mountain Regional Park

Goodyear Demographic Implications

The following implications are derived from the analyses provided on the previous pages. Each implication is organized by the outlined demographic information sections.

Population

The population is increasing and is projected to experience a population increase of 22.9% over the next 15 years. This is above the national average over the same period. With a growing population, parks and recreation services will need to strategically invest, develop, and maintain parks and recreation facilities in relation to current and future residential growth.

Age Segmentation

Goodyear has a balanced age segmentation with the largest group being 35-54 (26.2%). Over the next 15 years, the city is projected to remain balanced, but also age as the 55+ segment will make up 33.1% of the population in 2037.

Race and Ethnicity

A diversifying community will likely focus the City on providing traditional and emerging programming and service offerings.

Households and Income

With median and per capita household income averages higher than MSA and national averages, it would be important for the City to prioritize providing first-class offerings with exceptional customer service.



Special Interest Class, Loma Linda Community Room

NATIONAL RECREATION TRENDS ANALYSIS

Methodology

The Sports and Fitness Industry Association's (SFIA) Sports, Fitness and Leisure Activities Topline Participation Report 2022 was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends

The study is based on findings from surveys carried out in 2021 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of 5% has a confidence interval of plus or minus 0.32 percentage points at a 95% confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 305,439,858 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 120 different sports/activities and subdivided them into various categories including sports, fitness, outdoor activities, aquatics, etc.
It should be noted that deviations exist within participation trends on a national level due to regional location and climate differences throughout the year.

Core vs. Casual Participation

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on the frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each activity. For instance, core participants engage in most fitness activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience fewer pattern shifts in participation rates than those with larger groups of casual participants.

Parks and Recreation Staff Focus Group, Goodyear Recreation Campus

Being Active

Approximately 236.9 million people ages six and over reported being active in 2021, which is a 1.9% increase from 2021 and the greatest number of active Americans in the last five years.

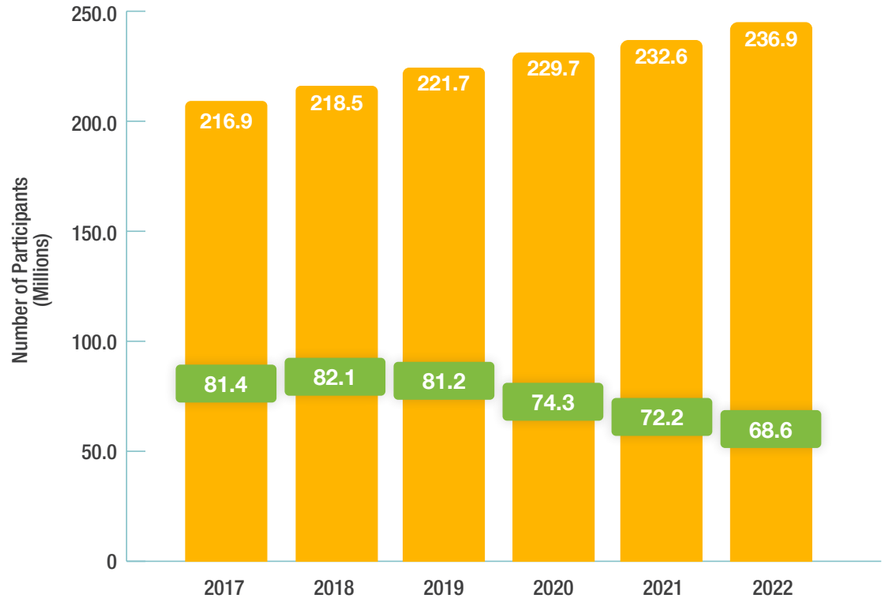
Americans continued to practice yoga, attend Pilates training and workout with kettlebells. They were drawn to the ease of pickleball and the competitiveness of tennis. Many started indoor climbing, while others took to the hiking trail. Traffic on the waterways had an increase in stand-up paddlers, kayaks, and jet skis. Gymnastics, swimming on a team, court volleyball, and fast-pitch softball benefited from the participation boom created by the Olympics.

Water sports had the largest gain in participation rates. Activities such as kayaking, stand-up paddling, and boardsailing/windsurfing all contributed to the 7% increase. Outdoor sports continued to grow with 55% of the U.S. population participating. This rate remains higher than pre-pandemic levels with a 51% participation rate in 2019. The largest contributor to this gain was trail running, having a 45% increase over the last five years.

Generationally, fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of Gen X, Millennials, and Gen Z generations participated in one type of outdoor activity. Team sports were heavily dominated by Gen Z.



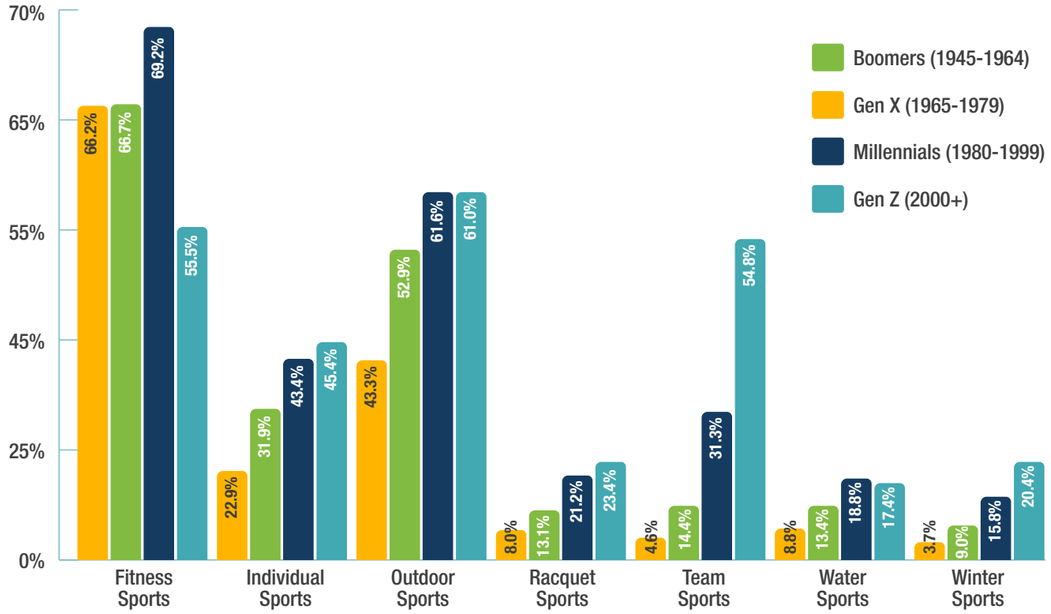
ACTIVITY AND INACTIVITY TREND



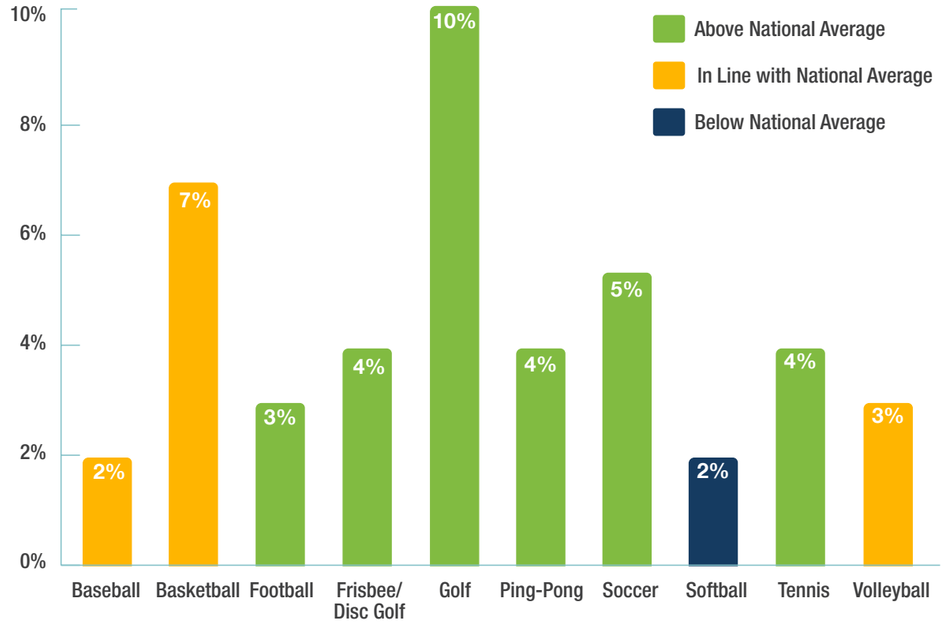


Goodyear Recreation Campus

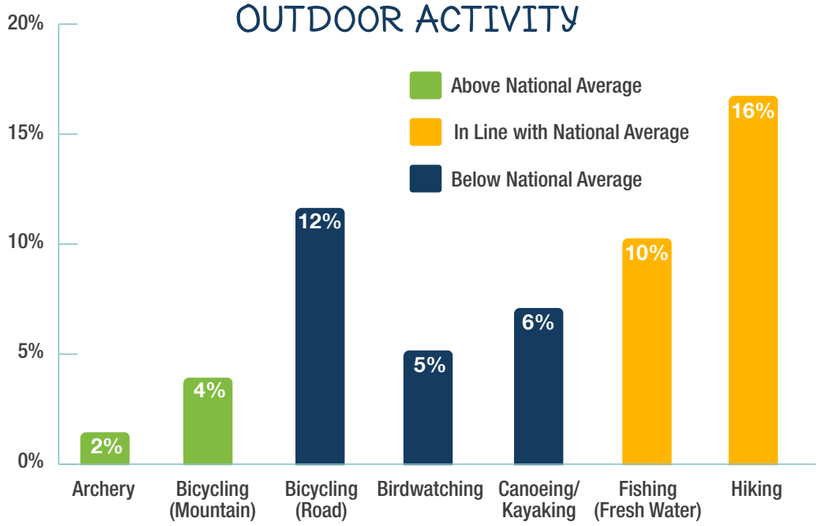
PARTICIPATION BY GENERATION



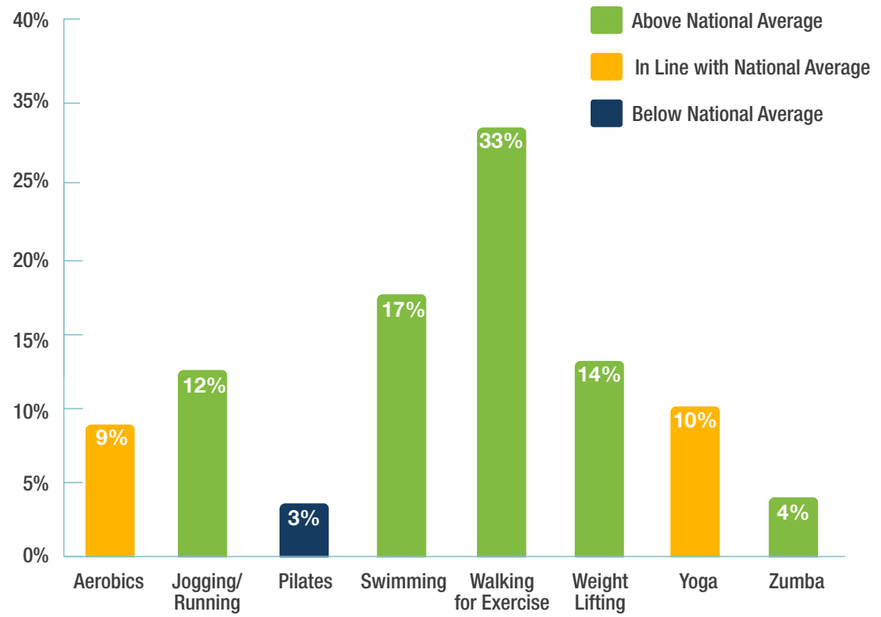
GENERAL SPORTS



OUTDOOR ACTIVITY



FITNESS



National Trends In General Sports

Participation Levels

The top sports most heavily participated in, in the U.S., were Basketball (28.1 million), Golf (25.6 million), and Tennis (23.6 million) which have participation figures well in excess of the other activities within the general sports category. Golf (Entertainment Venue) (15.5 million), and Baseball (13.0 million) round out the top five.

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with a relatively small number of participants—this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played in the majority of American dwellings as a driveway pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target-type game venues or Golf-Entertainment Venues have increased drastically (86.2%) as a five-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative that is breathing life back into the game of golf.



Five-Year Trend

Since 2017, Pickleball (185.7%), Golf-Entertainment Venues (86.2%), and Tennis (33.4%) have shown the largest increase in participation. Similarly, Basketball (20.3%) and Outdoor Soccer (9.2%) have also experienced significant growth. Based on the five-year trend from 2017-2022, the sports that are most rapidly declining in participation include Ultimate Frisbee (-31.5%), Rugby (-28.1%), and Roller Hockey (-25.4%).

One-Year Trend

The most recent year shares some similarities with the five-year trends; with Pickleball (85.7%) and Golf-Entertainment Venues (25.7%) experiencing some of the greatest increases in participation this past year. Other top one-year increases include Racquetball (8.0%), Badminton (7.1%), and Gymnastics.

Sports that have seen moderate one-year increases, but five-year decreases are Racquetball (8.0%), Gymnastics (7.1%), and Court Volleyball (4.2%). This could be a result of coming out of the COVID-19 pandemic and team program participation on the rise. Similar to their five-year trend, Rugby (-5.8%), Roller Hockey (-4.0%), and Ultimate Frisbee (-2.2%) have seen decreases in participation over the last year.

Core vs. Casual Trends In General Sports

Highly participated in sports, such as Basketball, Baseball, and Slow-Pitch Softball generally have a larger core participant base (participate 13+ times per year) than a casual participant base (participate one to 12 times per year). Due to the COVID-19 pandemic, most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation in Court Volleyball, Pickleball, Fast-Pitch Softball, Gymnastics, and Lacrosse in the past year.

National Participatory Trends – General Sports

Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Basketball	23,401	27,135	28,149	20.3%	3.7%
Golf (9-or 18-Hole Course)	23,829	25,111	25,566	7.3%	1.8%
Tennis	17,683	22,617	23,595	33.4%	4.3%
Golf (Entertainment Venue)	8,345	12,362	15,540	86.2%	25.7%
Baseball	15,642	15,587	15,478	-1.0%	-0.7%
Soccer (Outdoor)	11,924	12,556	13,018	9.2%	3.7%
Pickleball	3,132	4,819	8,949	185.7%	85.7%
Football (Flag)	6,551	6,889	7,104	8.4%	3.1%
Badminton	6,430	6,061	6,490	0.9%	7.1%
Volleyball (Court)	6,317	5,849	6,092	-3.6%	4.2%
Softball (Slow-Pitch)	7,283	6,008	6,036	-17.1%	0.5%
Soccer (Indoor)	5,399	5,408	5,495	1.8%	1.6%
Boxing for Fitness	5,157	5,237	5,472	6.1%	4.5%
Football (Tackle)	5,224	5,228	5,436	4.1%	4.0%
Football (Touch)	5,629	4,884	4,843	-14.0%	-0.8%
Gymnastics	4,805	4,268	4,569	-4.9%	7.1%
Volleyball (Sand/Beach)	4,947	4,184	4,128	-16.6%	-1.3%
Track and Field	4,161	3,587	3,690	-11.3%	2.9%
Racquetball	3,526	3,260	3,521	-0.1%	8.0%
Cheerleading	3,816	3,465	3,507	-8.1%	1.2%
Ice Hockey	2,544	2,306	2,278	-10.5%	-1.2%
Softball (Fast-Pitch)	2,309	2,088	2,146	-7.1%	2.8%
Ultimate Frisbee	3,126	2,190	2,142	-31.5%	-2.2%
Wrestling	1,896	1,937	2,036	7.4%	5.1%
Lacrosse	2,171	1,892	1,875	-13.6%	-0.9%
Roller Hockey	1,834	1,425	1,368	-25.4%	-4.0%
Squash	1,492	1,185	1,228	-17.7%	3.6%
Rugby	1,621	1,238	1,166	-28.1%	-5.8%

NOTE: Participation figures are in thousands for the U.S. population ages six and over and represent national trends only. Local trends may differ based on regional factors, demographics, and preferences.

Legend	Large Increase *(Greater than 25%)*	Moderate Increase *(0% to 25%)*	Moderate Decrease *(0% to -25%)*	Large Decrease *(Less than -25%)*	

Goodyear Recreation Campus

National Trends In General Fitness

Participation Levels

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance their quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2022 also were those that could be done at home or in a virtual class environment. The activities with the most participation are as follows: Fitness Walking (114.8 million), Treadmill (53.6 million), Free Weights (53.1 million), Running/Jogging (47.8 million), and Yoga (33.6 million).



Fitness Walking **114.8 Million**

Treadmill **53.6 Million**

Dumbbell Free Weights **53.1 Million**

Running/Jogging **47.8 Million**

Yoga **33.6 Million**

Five-Year Trend

Over the last five years (2017-2022), the activities growing at the highest rate are Trail Running (44.9%); Yoga (23.0%); Pilates Training (14.0%); and Dance, Step, and Choreographed Exercise (11.3%). Over the same time frame, the activities that have undergone the biggest decline include Group Stationary Cycling (-33.4%), Cross-Training-Style Workout (-32.1%), and Non-Traditional/Off-Road Triathlons (-28.1%).

One-Year Trend

In the last year, activities with the largest gains in participation were group-related activities, Cardio Kickboxing (8.5%), Pilates Training (5.8%), and Group Stationary Cycling (5.5%). This one-year trend is another indicator that participants feel safe returning to group-related activities. Trail Running (5.9%) also saw a moderate increase indicating trail connectivity to continue to be important for communities to provide. In the same span, fitness activities that had the largest decline in participation were Cross-Training-Style Workout (-5.3%), Bodyweight Exercise (-2.6%), and Running/Jogging (-2.4%).

Core vs. Casual Trends In General Fitness

The fitness activities with the most participation all had increases in their casual user base (participating one to 49 times per year) over the last year. These fitness activities include Fitness Walking, Free Weights, Running/Jogging, Treadmills, Yoga, and Recumbent/Upright Stationary Cycling.

National Participatory Trends – General Fitness

Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Walking for Fitness	110,805	115,814	114,759	3.6%	-0.9%
Treadmill	52,966	53,627	53,589	1.2%	-0.1%
Free Weights (Dumbbells/Hand Weights)	52,217	52,636	53,140	1.8%	1.0%
Running/Jogging	50,770	48,977	47,816	-5.8%	-2.4%
Yoga	27,354	34,347	33,636	23.0%	-2.1%
Stationary Cycling (Recumbent/Upright)	36,035	32,453	32,102	-10.9%	-1.1%
Weight/Resistant Machines	36,291	30,577	30,010	-17.3%	-1.9%
Free Weights (Barbells)	27,444	28,243	28,678	4.5%	1.5%
Elliptical Motion/Cross-Trainer	32,283	27,618	27,051	-16.2%	-2.1%
Dance, Step, & Choreographed Exercise	22,616	24,752	25,163	11.3%	1.7%
Bodyweight Exercise	24,454	22,629	22,034	-9.9%	-2.6%
High-Impact/Intensity Training	21,476	21,973	21,821	1.6%	-0.7%
Trail Running	9,149	12,520	13,253	44.9%	5.9%
Rowing Machine	11,707	11,586	11,893	1.6%	2.6%
Stair Climbing Machine	14,948	11,786	11,677	-21.9%	-0.9%
Pilates Training	9,047	9,745	10,311	14.0%	5.8%
Cross-Training-Style Workout	13,622	9,764	9,248	-32.1%	-5.3%
Martial Arts	5,838	6,186	6,355	8.9%	2.7%
Stationary Cycling (Group)	9,409	5,939	6,268	-33.4%	5.5%
Cardio Kickboxing	6,693	5,099	5,531	-17.4%	8.5%
Boxing for Fitness	5,157	5,237	5,472	6.1%	4.5%
Boot Camp-Style Cross-Training	6,651	5,169	5,192	-21.9%	0.4%
Barre	3,436	3,659	3,803	10.7%	3.9%
Tai Chi	3,787	3,393	3,394	-10.4%	0.0%
Triathlon (Traditional/Road)	2,162	1,748	1,780	-17.7%	1.8%
Triathlon (Non-Traditional/Off-Road)	1,878	1,304	1,350	-28.1%	3.5%

NOTE: Participation figures are in thousands for the U.S. population ages six and over and represent national trends only. Local trends may differ based on regional factors, demographics, and preferences.

Legend	Large Increase *(Greater than 25%)*	Moderate Increase *(0% to 25%)*	Moderate Decrease *(0% to -25%)*	Large Decrease *(Less than -25%)*

Goodyear Recreation Campus

National Trends in Outdoor Recreation

Participation Levels

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like trends in general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2022, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include Hiking (Day) (59.6 million), Road Bicycling (43.6 million), Freshwater Fishing (41.8 million), Camping (37.4 million), and Wildlife Viewing within ¼ mile of Vehicle/Home (20.6 million).

Please note: Hiking (Day) = a hike that is short enough to be completed in a single day.



Hiking (Day) **59.6 Million**

Bicycling (Road) **43.6 Million**

Fishing (Freshwater) **41.8 Million**

Camping **37.4 Million**

Wildlife Viewing (¼ Mi. of Car/Home) **20.6 Million**

Five-Year Trend

From 2017-2022, Sport/Bouldering (174.8%), Camping (42.5%), Skateboarding (41.3%), Day Hiking (32.7%), and Birdwatching (28.6%) have undergone large increases in participation. The five-year trend also shows activities such as Indoor Climbing (-51.4%), and Adventure Racing (-32.2%) to be the only activities with double-digit decreases in participation.

One-Year Trend

The one-year trend shows most activities growing in participation from the previous year. The most rapid growth being in Sport/Boulder Climbing (151.1%), BMX Bicycling (8.3%), Birdwatching (6.8%), and In-Line Roller Skating (4.7%). Over the last year, the only activities that underwent decreases in participation were Indoor Climbing (-56.9%), Adventure Racing (-6.1%), and Overnight Backpacking (-0.9%).

Core vs. Casual Trends in Outdoor Recreation

A majority of outdoor activities have experienced participation growth in the last five years. Although this is a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users.

National Participatory Trends – Outdoor/Adventure Recreation

Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Hiking (Day)	44,900	58,697	59,578	32.7%	1.5%
Bicycling (Road)	38,866	42,775	43,554	12.1%	1.8%
Fishing (Freshwater)	38,346	40,853	41,821	9.1%	2.4%
Camping	26,262	35,985	37,431	42.5%	4.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,351	20,452	20,615	1.3%	0.8%
Camping (Recreational Vehicle)	16,159	16,371	16,840	4.2%	2.9%
Birdwatching (>1/4 mile of Vehicle/Home)	12,296	14,815	15,818	28.6%	6.8%
Fishing (Saltwater)	13,062	13,790	14,344	9.8%	4.0%
Backpacking Overnight	10,975	10,306	10,217	-6.9%	-0.9%
Skateboarding	6,382	8,747	9,019	41.3%	3.1%
Bicycling (Mountain)	8,609	8,693	8,916	3.6%	2.6%
Fishing (Fly)	6,791	7,458	7,631	12.4%	2.3%
Archery	7,769	7,342	7,428	-4.4%	1.2%
Climbing (Sport/Boulder)	2,103	2,301	5,778	174.8%	151.1%
Roller Skating, In-Line	5,268	4,940	5,173	-1.8%	4.7%
Bicycling (BMX)	3,413	3,861	4,181	22.5%	8.3%
Climbing (Indoor)	5,045	5,684	2,452	-51.4%	-56.9%
Climbing (Traditional/Ice/Mountaineering)	2,527	2,374	2,452	-3.0%	3.3%
Adventure Racing	2,529	1,826	1,714	-32.2%	-6.1%

NOTE: Participation figures are in thousands for the U.S. population ages six and over and represent national trends only. Local trends may differ based on regional factors, demographics, and preferences.

Legend	Large Increase *(Greater than 25%)*	Moderate Increase *(0% to 25%)*	Moderate Decrease *(0% to -25%)*	Large Decrease *(Less than -25%)*



Heart and Sole Race, Goodyear Civic Square

National Trends In Aquatics

Participation Levels

Swimming is deemed a lifetime activity, which is most likely why it continues to have such strong participation. In 2022, Fitness Swimming remained the overall leader in participation (26.3 million) amongst aquatic activities.

The national trends do not identify participation levels for leisure swimming as a designated category.



Swimming (Fitness)
26.3 Million

Aquatic Exercise
10.7 Million

Swimming (Competition)
2.9 Million

National Participatory Trends – Aquatics					
Activity	Participation Levels			% Change	
	2017	2021	2022	5-Year Trend	1-Year Trend
Swimming (Fitness)	27,135	25,620	26,272	-3.2%	2.5%
Aquatic Exercise	10,459	10,400	10,676	2.1%	2.7%
Swimming (Competition)	3,007	2,824	2,904	-3.4%	2.8%
NOTE: Participation figures are in thousands for the U.S. population ages six and over and represent national trends only. Local trends may differ based on regional factors, demographics, and preferences.					
Legend	Large Increase *(Greater than 25%)*	Moderate Increase *(0% to 25%)*	Moderate Decrease *(0% to -25%)*	Large Decrease *(Less than -25%)*	

Five-Year Trend

Assessing the five-year trend, Fitness Swimming (-3.2%) and Swimming on a Team (-3.4%) experienced moderate decreases due to the accessibility of facilities during COVID-19, while Aquatic Exercise (2.1%) saw a slight increase in participation during this same time period.

One-Year Trend

In 2022, all aquatic activities saw moderate increases in participation which can be attributed to facilities and programs returning to pre-COVID-19 pandemic levels. Swimming on a Team (2.8%), Aquatic Exercise (2.7%), and Fitness Swimming (2.5%) saw moderate increases in participation.

Core Vs. Casual Trends In Aquatics

Only Aquatic Exercise has undergone an increase in casual participation (one to 49 times per year) over the last five years; however, they have all seem a drop in core participation (50+ times per year) in the same time frame. This was happening before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend. SFIA does not specifically report on open and leisure swimming activities. As such, these activities are not included in this national trends report.



Goodyear Recreation Campus

Goodyear Recreation Campus

Goodyear Recreation Campus

LOCAL SPORTS AND MARKET POTENTIAL

ESRI's 2022 Sports and Leisure Market Potential Data measures the likely demand for recreation activities as well as expected consumer attitudes towards these activities by City of Goodyear residents. The Market Potential Index (MPI) shows the likelihood that a resident of the City of Goodyear will participate in certain activities when compared to the U.S. national average. The city is compared to the national average in three categories—general sports, fitness, and outdoor recreation. *Note: The participation by Goodyear residents in these activities is not restricted geographically to the City of Goodyear. For example, a Goodyear resident may participate in an activity offered by the another municipality.*

Overall, Goodyear demonstrates average to above-average MPI numbers. Looking at the three categories (general sports, fitness, and outdoor activity), Goodyear's MPI percentages show that Goodyear has strong participation rates when it comes to general sports and fitness activities; outdoor recreation activities are generally in-line with or below the national averages.

Activities with MPI numbers greater than the national average are significant because they demonstrate that there is a greater potential that Goodyear residents will actively participate in offerings if these activities were provided by the City or surrounding communities. Activities with MPI numbers lower than the national average are also significant because they demonstrate that there is either a lower potential that Goodyear residents will participate in these activities or that the opportunity to participate in these activities is not available to them.



Goodyear Community Park

Non-Participant Due to Barriers

These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but is interested in participating in. Below are the top five activities that each age segment would be most likely to partake in if they were easily available without barrier. Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. All of these are deemed as low-impact activities, making them obtainable for any age segment to enjoy.



Recreation Trends Summary

Understanding local and national participation trends in recreation activities is an important component of parks and recreation master planning. The Department can gain general insight into the lifecycle stage of recreation programs and activities (emerging, stable, and declining) and thereby anticipate potential changes in need and demand for the programs and activities that it provides to the residents of Goodyear. Here are some major takeaways from local and national recreation trends:

- Fitness walking remained the most popular activity overall nationally and locally. This activity will likely continue to grow in popularity in Goodyear.
- All listed aquatic activities have experienced strong participation, both locally and nationally. Swimming on a team saw significant increases in casual participation.
- Basketball is the most participated in sport nationally while golf is the most participated in sport locally.
- Tackle football has gained participants nationally over the last five years and MPI numbers are above the national average for each of these activities.
- Fast-pitch and slow-pitch softball saw slight increases in participation nationally over the last year; however, participation locally is depressed. *Note: Individual MPI numbers are not available for fast-pitch and slow-pitch softball.*
- Outdoor recreational activities are on the rise nationally but are not as popular locally.
- Based on national measurements, income level has a positive impact on activity rate. Higher- income households tend to have higher activity rates.



Goodyear Recreation Campus

Goodyear Community Park

DEMOGRAPHICS AND TRENDS

Chapter Summary

- Demographics and trends provide general insight into the lifecycle stage of recreation programs and activities and allows for recognition of potential changes in need and demand for programs and activities that it provides to the Goodyear residents.
- The city has experienced significant growth and is projected to continue to significantly grow. By 2037, the city's population is projected at 130,262.
- The city's population has become younger and more balanced in the last 12 years as more young adults and families have moved into the community.
- The Central planning area is currently and is projected to have the largest population, the most balanced age segmentation, and the most diverse population.
- Nationally, the top sports most heavily participated in were Basketball, Golf, Tennis, Baseball, and Soccer. The top trends in general fitness were Fitness Walking, Treadmill, Dumbbell Free Weights, Running/Jogging, and Yoga. The top trends in outdoor recreation were Hiking (Day), Bicycling (Road), Fishing (Freshwater), and Camping (Locally and RV). Top trends in aquatics were Swimming (Fitness), Aquatic Exercise, and Swimming (Competition).
- Overall, Goodyear demonstrates average to above-average MPI numbers, showing strong participation rates in general sports and fitness activities.
- The activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness.

CHAPTER 3

Community Needs



Hop and Hops Event, Goodyear Recreation Campus

OVERVIEW

- Information regarding the evaluation of existing resources through user experience, public participation process, and results
- Statistically relevant survey process and results
- Programming prioritization based on community values, needs, and desires

Introduction

The Goodyear Parks and Recreation Master Plan utilized a comprehensive process to engage the community, understand needs, and analyze the results of community feedback. This chapter provides a summary of the community and stakeholder engagement process. Along with the outreach, the plan also included inventory of the existing parks system and facilities, analysis of current parks and recreation trends, benchmarking with valley cities, and business planning, to prioritize community needs. Key findings identified from the collected inputs resulted in the development of five themes: Trails and Connectivity, Economic Development, Keeping up with Growth, Resilient Parks, and Investing in the Existing System.



Heart and Sole Race, Goodyear Civic Square

PUBLIC PARTICIPATION















Community Involvement

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



4 Public Meetings

4 Virtual Meetings

6 Pop-Up Events

40 Stakeholder Interviews

202 Park Sites Visited

2 Executive Advisory Committee Meetings

Total Community Inputs

22,908



COMMUNITY ENGAGEMENT

The Goodyear Parks and Recreation Master Plan utilized a comprehensive process to engage the community, understand needs, and analyze the results of community feedback. The Master Plan's robust outreach process gathered input from staff, stakeholders, user groups, and thousands of residents. Input received was synthesized into actionable strategies and recommendations to be implemented by the city of Goodyear and supported by its residents. Meetings with the following stakeholders and user groups were held to obtain diverse and well-rounded feedback on Goodyear Parks and Recreation currently and what opportunities exist for the future. Full notes from each focus group meeting are provided for reference in Appendix C of this document.





Staff Meeting, Goodyear Recreation Campus

City Mayor, City Council, and City Management

Mayor Pizzillo, City Council, and City management members were interviewed in small groups to collect thoughts from leadership regarding the Parks and Recreation Master Plan. The mayor and council meetings were led with an informal, conversational approach and topics were based on the following questions:

- What is your vision for parks and recreation services?
- What are your priorities regarding facilities, programs, and special events?
- Are there any improvements you would like to recommend regarding parks and recreation facilities, programs, and special events?
- Are there any segments of the community that need to be better served by the parks and recreation system?
- What do you believe is the most important opportunity/challenge facing the city of Goodyear Parks and Recreation Department in the next 10 years?
- Please share your big idea!

Parks and Recreation Advisory Commission

The PRAC is a council-appointed citizen advisory committee that advises the City Council on the acquisition of lands and facilities for use as parks or recreation facilities; park improvements; and the operation, use, care, and maintenance of these parks and recreation areas. The project team had multiple touches with the PRAC throughout the project and kept the commission updated on the project's progress at each of their regularly scheduled meetings. The project team attended five PRAC meetings to provide updates, collect feedback, and to engage members to guide the direction of the Master Plan. The first meeting included focus group questions and dot-ocracy exercises. The second meeting reviewed the results of public involvement efforts. The third meeting reviewed level of service recommendations and benchmarking. The fourth meeting reviewed priority projects and top amenity priorities. The fifth meeting included a review of the Master Plan document and the formal request for adoption of the Master Plan update.

Arts and Culture Commission

The Goodyear Arts & Culture Commission provides leadership in developing a community identity through the arts that embraces, celebrates, and unites all of our diverse histories, beliefs, cultures, and aspirations. The Commission is comprised of nine Goodyear residents, one alternate, and one Ex-Officio member. Commissioners are appointed by Council and serve for a three-year term with a two-term limit. The project team conducted a focus group meeting with the commission during a regularly scheduled meeting. Questions included, sharing a vision for the future of Goodyear parks and recreation; improvements they would like to recommend regarding parks, facilities, programs, and special events; and identification of underserved communities. The team members were then asked to share their input on the role art plays in parks and recreation and for their big idea as it relates to the future of Goodyear parks and recreation. Each member also participated in a dot-ocracy exercise, placing up to six dots on images representing various parks and recreation facilities and amenities they would like to see in the 10-year Parks and Recreation Master Plan.

Youth Commission

The Youth Commission is a selected group of Goodyear high school students that are interested in learning about and participating in local government. The project team conducted a focus group meeting with the commission, asking questions about their vision for parks and recreation services, priorities for programs and special events, and identification of underserved communities within the city. The group was then asked to share their big ideas for the future of Goodyear parks and recreation. Each member also participated in a dot-ocracy exercise, placing up to six dots on images representing various parks and recreation facilities and amenities they would like to see in the 10-year Parks and Recreation Master Plan.

Executive Advisory Committee

A group of 18 diverse stakeholders from various City departments were identified as liaisons for their respective departments and as members of the Parks and Recreation Master Plan Executive Advisory Committee. City Management, Parks and Recreation, Economic Development, Public Works, Communications, Neighborhood Services, Public Safety, Finance, Information Technology (IT), Engineering, Water, Planning and Zoning, and Legal were all represented. The group met throughout the project, typically before each community meeting, to receive project updates and to participate in engagement activities that would allow them to provide input on the direction of the Master Plan. Executive Advisory Committee members were then asked to share these project updates with their respective departments in order to share information and to gather additional input from internal City staff.

Goodyear Parks and Recreation All-Staff Meeting

The entire Goodyear Parks and Recreation staff met at the Goodyear Recreation Campus for their regularly scheduled monthly meeting. At this meeting, the Parks and Recreation Master Plan team provided an update on the project process, the plan's progress, and conducted a large-scale focus group meeting. Staff worked in small groups to respond to questions about what the department does well, what the department could improve upon, and their big ideas for the future of Goodyear parks and recreation. Master Plan team members took notes during the discussion to ensure all ideas were captured. At the conclusion of the meeting, each small group gave a short presentation about their ideas and discussion.

Staff Focus Groups

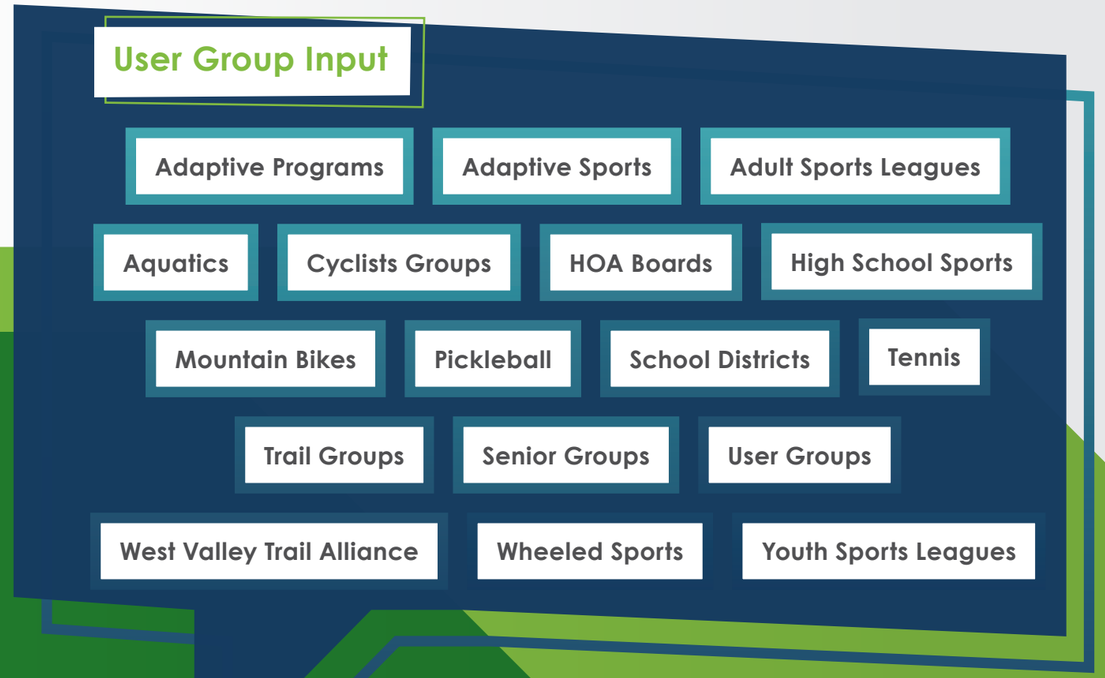
The Master Plan team conducted multiple staff focus group meetings. Separate focus group meetings were conducted with Communications, Planning and Zoning, Economic Development, Engineering, Neighborhood Services, Water, GIS, IT, Real Estate, and Public Works staff. During these meetings, the groups were asked for their input on the Goodyear Parks and Recreation department, opportunities for the future, as well as department-specific key topics that directly relate to the success and future implementation of the Master Plan.

General Plan Project Team and Transportation Master Plan Project Team

The City identified the importance of coordination with concurrent planning efforts. The City is currently updating the General Plan and Transportation Master Plan which will both be implemented in 2024. The Parks and Recreation Master Plan included community meetings with both the General Plan and Transportation Master Planning project teams throughout the process. This included two joint community meetings with both the Parks Recreation Master Plan and the General Plan teams to allow the community to provide input and feedback for both plans together at the same meeting. In addition, the Parks and Recreation Master Plan team continued coordination with the General Plan team in order to ensure formal recommendation alignment. The Parks and Recreation Master Plan team also had multiple touchpoints with the transportation Master Planning team to coordinate items that might be part of both plans, like multimodal corridors and future trail alignments.



Youth Commission, Goodyear Recreation Campus



WHAT WE HEARD

Adaptive Programs

“There are only certain areas in the Valley that have adaptive programs. We would love to bring some programming out to Goodyear to help those that are disabled know that they matter and feel seen when it comes to activities they can regularly participate in.”

Adaptive Sports

“High school age students are being served well, but programming is lacking for younger children, post-secondary, and adults. There is nothing for them to do outside of school hours.”

“The addition of adaptive sports could be phenomenal!”

Aquatics

“Facilities use is a big issue—Goodyear Recreation Campus currently turns away about 80% of the pool time requests they receive because they have competing priorities with internal programs. Water safety and learn-to-swim programs are top priority.”

“Splash pads are a great and convenient way for families to interact with water. Goodyear Community Park’s water feature is very popular. Families that do not come into the YMCA often use the splash pad at the park. Consider incorporating splash pads into community parks.”





Staff Meeting, Goodyear Recreation Campus

HOA Boards

“We absolutely love the Bullard Wash Trail and a lot of residents appreciate it. I wish it connected to Bullard Wash II, but it is well utilized.”

“There is literally no place to park at Portales Park.”

High School Sports

“We always have to go east for everything to be competitive. A tournament facility would be huge and bring people out to the West Valley.”

“We get asked about gym use all the time. We just cannot provide enough opportunities for gym use for the community. It’s already tough to accommodate school program needs, let alone allow time for community partnerships.”

Pickleball

“City pickleball recreation programs would be very welcome for all ages, particularly teen and young adult leagues.”

“A tournament facility would attract tourism and regional tournaments.”

Tennis

“Programming and tennis lessons would be nice, but there are not enough courts to provide this type of programming in addition to serving the general drop-in game population.”

“There are rarely empty courts available in Goodyear. Adjacent municipalities don’t have facilities or teams to play on either.”

Trail and Cyclist Groups

“A bike park that has a skills area with places for everyone would be great—something where kids and more seasoned folks can and use—something that can bring the whole bike community together.”

“Having a connection from North to South Goodyear is critical. Need to make being a bicycle-friendly city a priority.”

Wheeled Sports

“It’s important for the City to recognize and provide facilities for the needs of people that like to bike, skateboard, and scooter. Creating these venues is a good way to keep kids out of trouble and doing something positive.”

“There’s a need for available lessons and beginner-level amenities. Skills courses, plazas, pump tracks, and places to practice are great and let you go every day and try something new.”

Youth Sports Leagues

“The City currently has agreements with BASIS and Desert Edge for events at Goodyear Recreation Campus. We would be interested in continuing city partnerships as Foothills Community Park grows as well.”

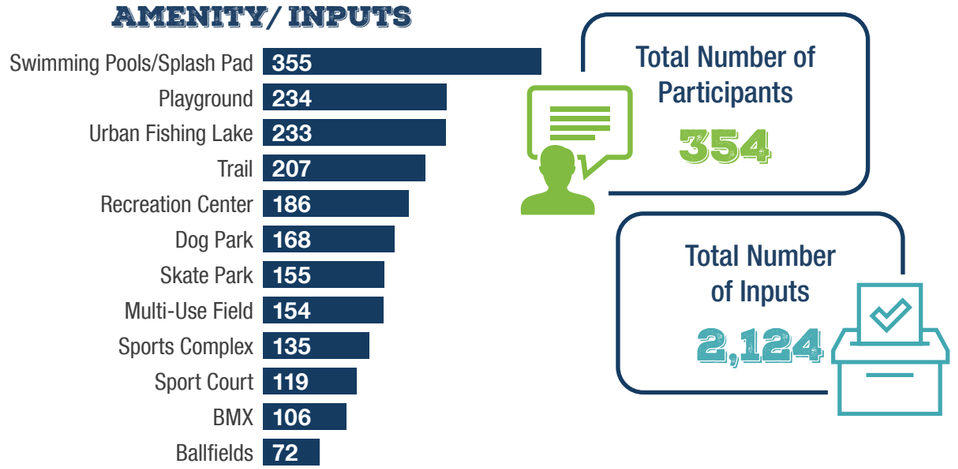
“We are sometimes trekking 30 minutes for a field. Junior-level multi-use fields are a real need in the community.”

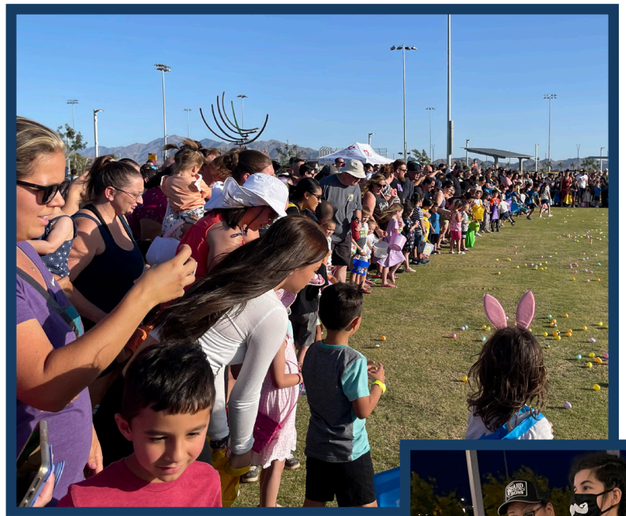
HOP AND HOPS SPRING FESTIVAL

April 16, 2022 | 5:00 pm – 8:30 pm
Goodyear Recreation Campus – 420 S. Estrella Parkway, Goodyear, AZ

The Master Planning team provided a booth to launch the City's systemwide Parks and Recreation Master Plan. The team provided City residents and attendees with information on the community outreach and project process for the Parks and Recreation Master Plan. The team provided survey and project website links via project business cards to introduce the project. The team also held an in-person dot-ocracy event allowing participants to place six dots on images for parks and recreation facilities and amenities they would like to see in the 10-year Parks and Recreation Master Plan. In total, more than 354 people participated in this activity.

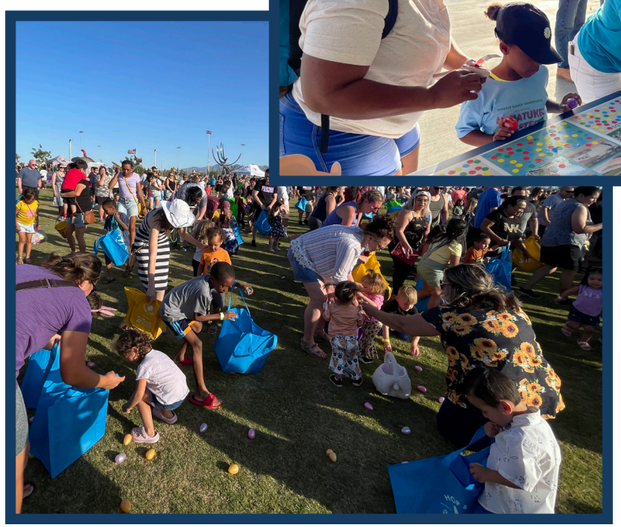
Facilities and Amenities Dot-ocracy Results















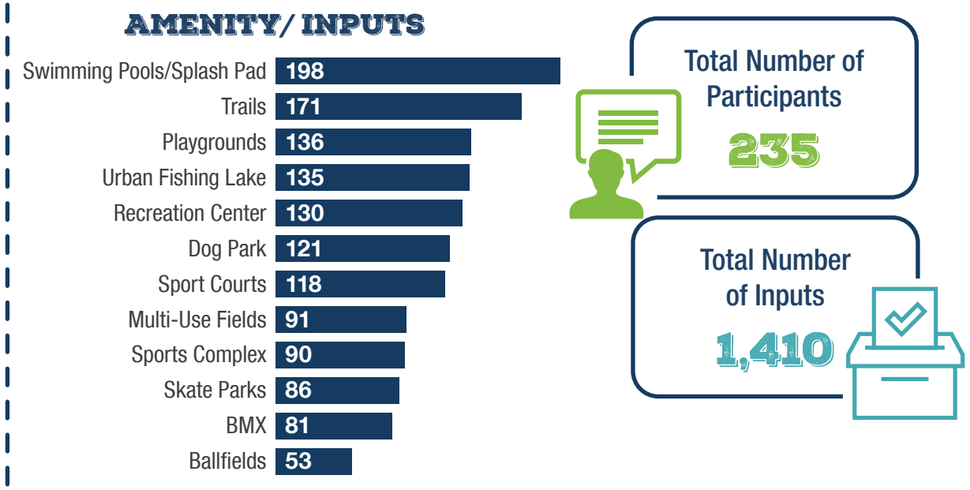


GOODYEAR LAKESIDE MUSIC FESTIVAL

April 9, 2022 | 4:30 pm – 9:30 pm
Estrella Lakeside Amphitheater – 10300 S. Estrella Parkway, Goodyear, AZ

The Master Planning team provided two booths for launching the City's systemwide Parks and Recreation Master Plan. The team provided City residents and attendees with information on the community outreach and project process for the Parks and Recreation Master Plan. The team provided survey and project website links via project business cards to introduce the project. The team also held an in-person dot-ocracy event allowing participants to place six dots on images for parks and recreation facilities and amenities they would like to see in the 10-year Parks and Recreation Master Plan. In total, more than 235 people participated in this activity.

Facilities and Amenities Dot-ocracy Results

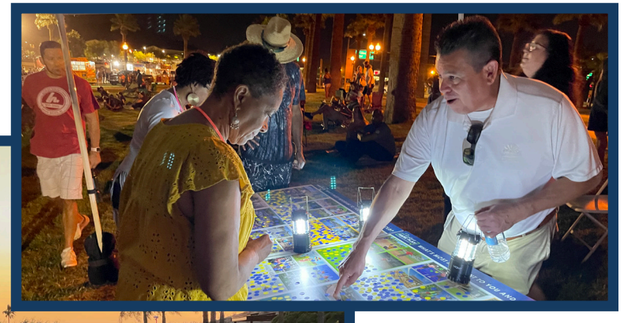
















GOODYEAR YOUTH SOCCER

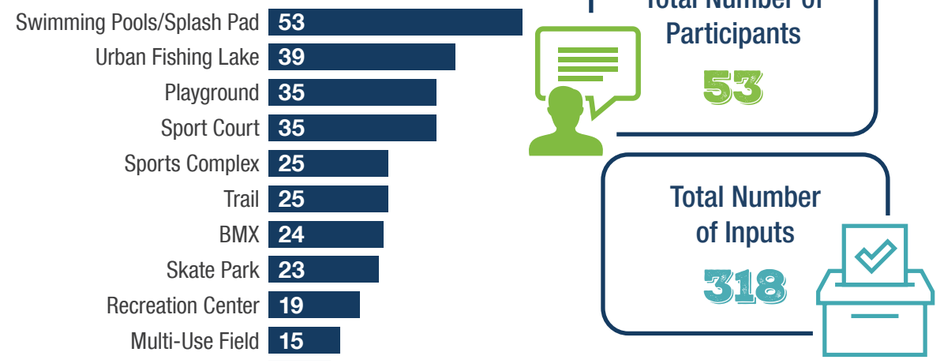
April 16, 2022 | 5:00 pm – 8:30 pm
Goodyear Recreation Campus – 420 S. Estrella Parkway, Goodyear, AZ

The Master Planning team attended the City's Youth Soccer program to continue to spread the word about the launch of the City's systemwide Parks and Recreation Master Plan. The team provided the City's youth soccer program participants and spectators with information about the Parks and Recreation Master Plan project. The team provided survey and project website links via project business cards to introduce the project. The City Recreation staff also committed to helping spread the word among parents during practice and games by distributing project business cards over the next few weeks. The team also included an in-person dot-ocracy booth allowing participants to place six dots on images for parks and recreation facilities and amenities they would like to see in the 10-year Parks and Recreation Master Plan. In total, more than 53 people participated in this activity.





Facilities and Amenities Dot-ocracy Results













GOODYEAR LITTLE LEAGUE CLOSING DAY

May 7, 2022

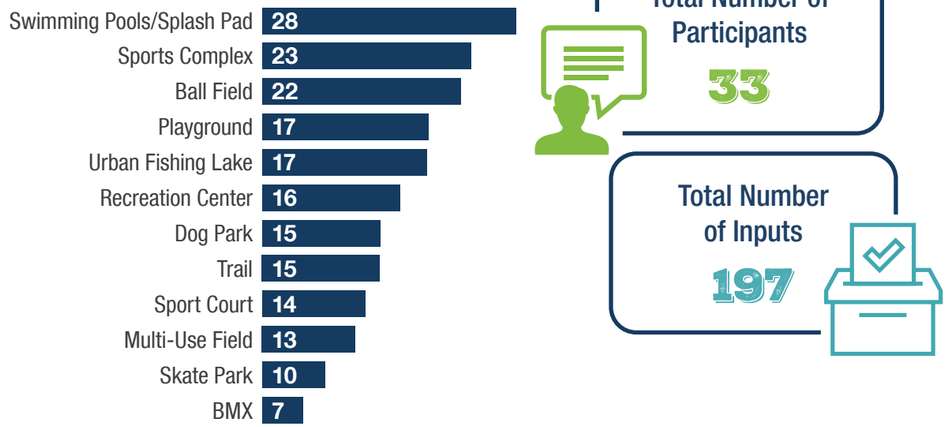
Goodyear Community Park – 3151 N. Litchfield Road, Goodyear, AZ

The Master Planning team attended the City's Little League closing day ceremonies which included a skills competition and home run derby. The team provided attendees with information for the Parks and Recreation Master Plan project. The team provided survey and project website links via project business cards to introduce the project. The City's Recreation staff also committed to help spread the word among parents during practice and games by distributing project business cards over the next few weeks. The team also included an in-person dot-ocracy booth allowing participants to place six dots on images for parks and recreation facilities and amenities they would like to see in the 10-year Parks and Recreation Master Plan. In total, more than 33 people participated in this activity.

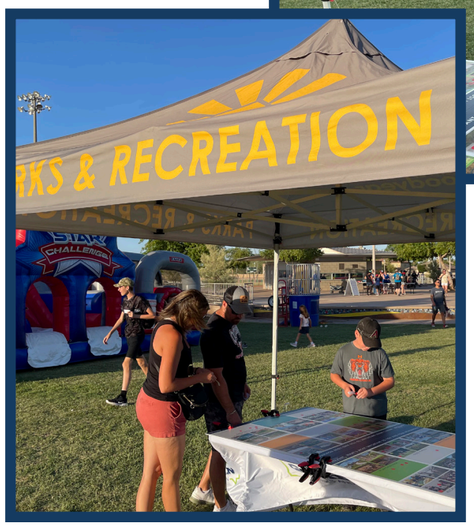




Facilities and Amenities Dot-ocracy Results













CIVIC SQUARE GRAND OPENING

August 1, 2022 | 7:00 am – 9:30 am
Goodyear Civic Square – 1900 N. Civic Square, Goodyear, AZ

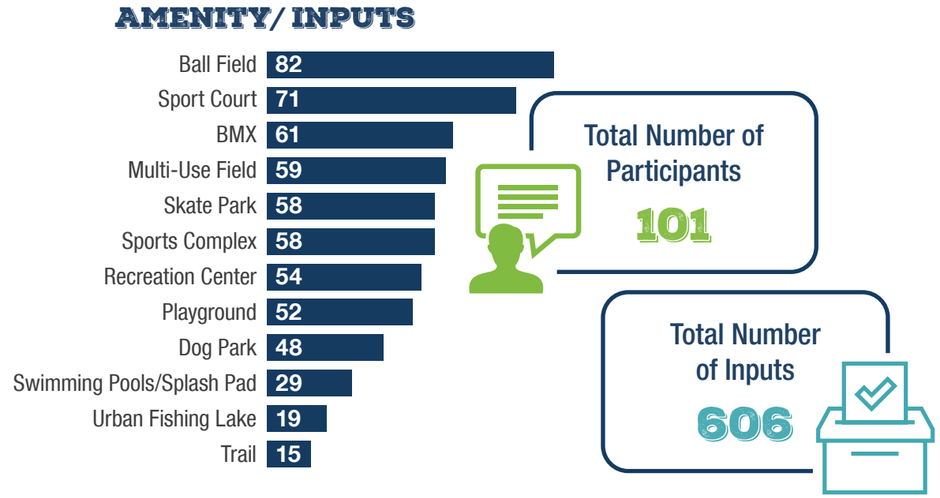
The Master Planning team held an intercept survey event at the grand opening of the City Civic Square and Library. The team provided the City residents and attendees with information regarding the Goodyear Game Plan Parks and Recreation Master Plan project including process, opportunities for input, survey, and upcoming community workshops. The team also provided a dot-ocracy station to allow Goodyear residents to provide input regarding Parks and Recreation programming and facilities they would like to see in the 10-year Parks and Recreation Master Plan. The event included stations in the recreation center as well as out in the aquatics area. In total, 101 people participated in this activity.







Facilities and Amenities Dot-ocracy Results











SURVEY NO. 1 RESULTS

Total Number of Participants: 442

Survey no. 1 was active at the start of the community outreach. The team utilized a QR code during the stakeholder, user groups, and intercept community meetings to direct people to the survey located on the project website. Hardcopies were also available at community workshop no. 1. The goal of this survey was to find out current use and satisfaction of the Goodyear Parks and Recreation system and what programs, facilities, and amenities are important to their household. This survey was open to the community and was in addition to the statistically relevant survey. Although not a scientific survey, this provided another option to gain insights to the needs and wants of the community.

Q1. Are you a Goodyear resident?



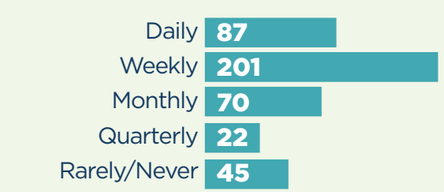
Q2. What area of the city do you live in?



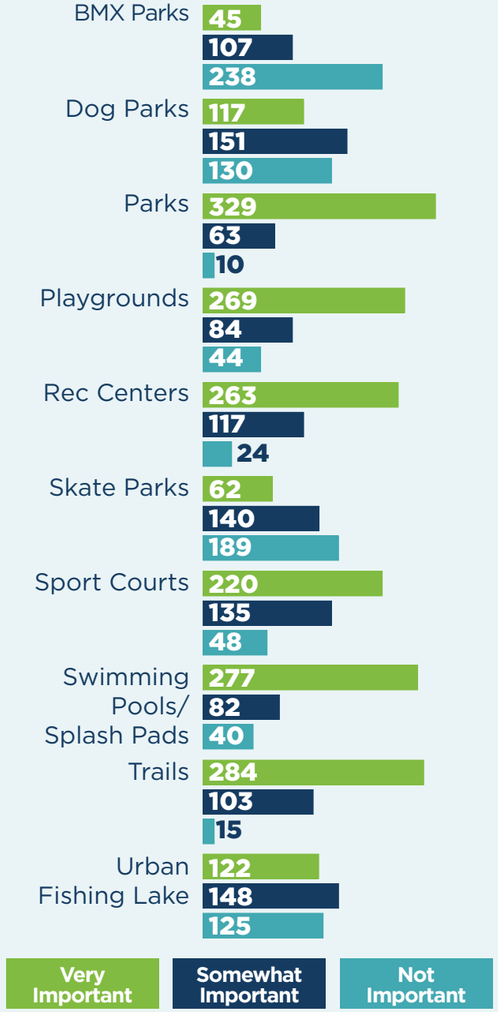
Q3. How important are parks and recreation facilities and services in enhancing the quality of life for Goodyear?



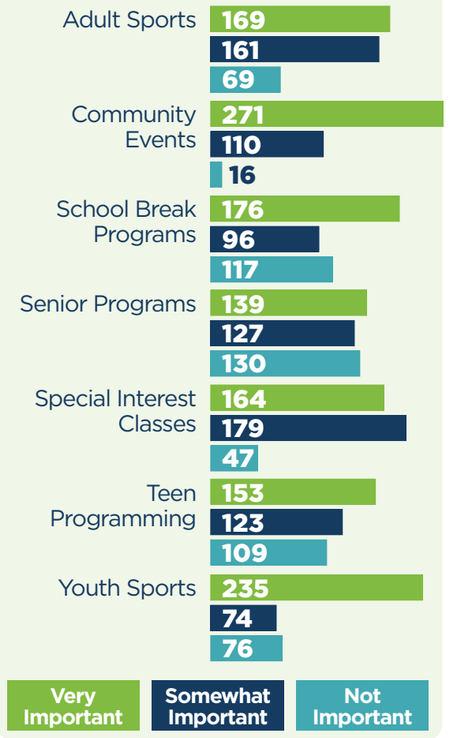
Q4. Generally speaking, how often do you or members of your household use Goodyear programs?



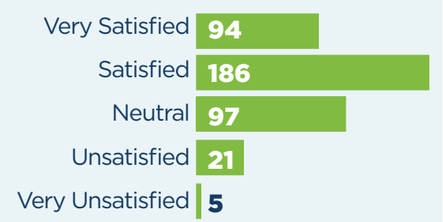
Q5. How important are the following amenities to you or the members of your household?



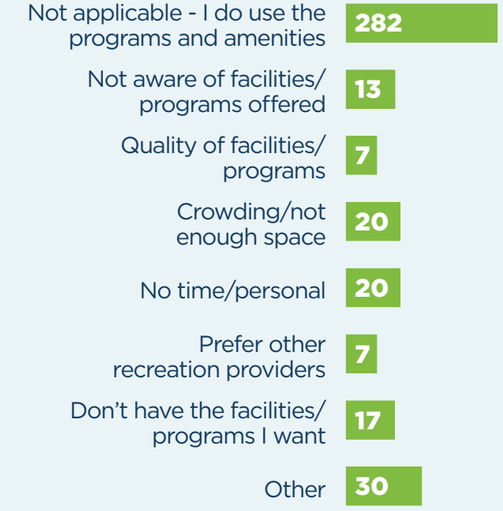
Q6. How important are the following programs to you or the members of your household?



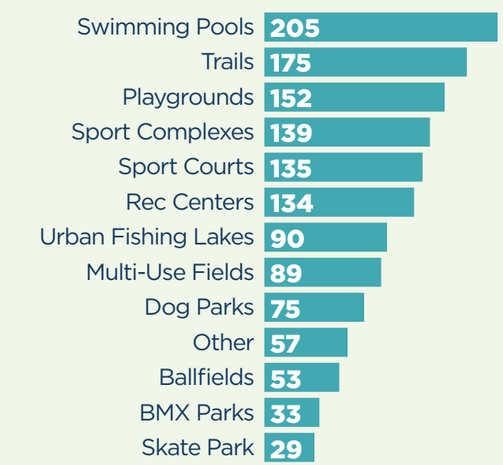
Q7. Overall, how satisfied are you with the parks, recreation facilities, and programs provided by Goodyear?



Q8. If you DO NOT use City of Goodyear parks, recreation facilities, trails, and programs, why not?



Q9. What will be the greatest need for parks and recreation facilities in Goodyear over the next 5-10 years?



SURVEY NO. 2 RESULTS

Total Number of Participants: 173

Survey no. 2 was active after public meeting no. 1. The team utilized a QR code during the stakeholder, user groups, and intercept public meetings to direct people to the survey that was located on the project website. Hard copies were also available at public meeting no. 2. The goal of this survey was to find out current use and satisfaction of the Goodyear Parks and Recreation system and what programs, facilities, and amenities are important to their household. This survey was open to the community and was in addition to the statistically relevant survey. Although not a scientific survey, this provided another option to gain insights to the needs and wants of the community.

Q1. Please SELECT ALL of the ways you learn about Goodyear Parks and Recreation happenings:



"Nextdoor"

"My brother-in-law works with parks"

"Drive by"

"GRC"

"Going to GRC in person"

"PebbleCreek"

"Live across the street"

"Road sign/notice of road closure because of an event"

"Dog park friends"

"Drive by and see them"

Q2. Please indicate your level of agreement with the following statements for the Parks and Recreation system:



"Goodyear needs open spaces everywhere, not just in parks."

"Please attract an Outback Steak House, a Papadeaux Seafood Restaurant, a Magianos Italian Restaurant."

"I'd like to see more family-oriented Rec center classes—Zumba or yoga would be great as a whole family."

"More adaptive sports needed."

"Goodyear is a wonderful place. We have a once-in-a-lifetime opportunity to build something wonderful together."

"Please do your best to provide access to elderly who need places to rest on the way from parking to 'destination', including shade."

"Need more teen activities and more advertisement. The City site doesn't give enough information on events. Often times we don't hear about things until they are happening. We just so happen to be in the right place to hear the info the day the event is happening. Sometimes we can't stay for the event because we had made other plans. We would be happy to plan time for more events if we learn beforehand. I'm starting to read InFocus but I think automated emails about upcoming events or flyers to each resident weekly or monthly would be helpful."

Continued...

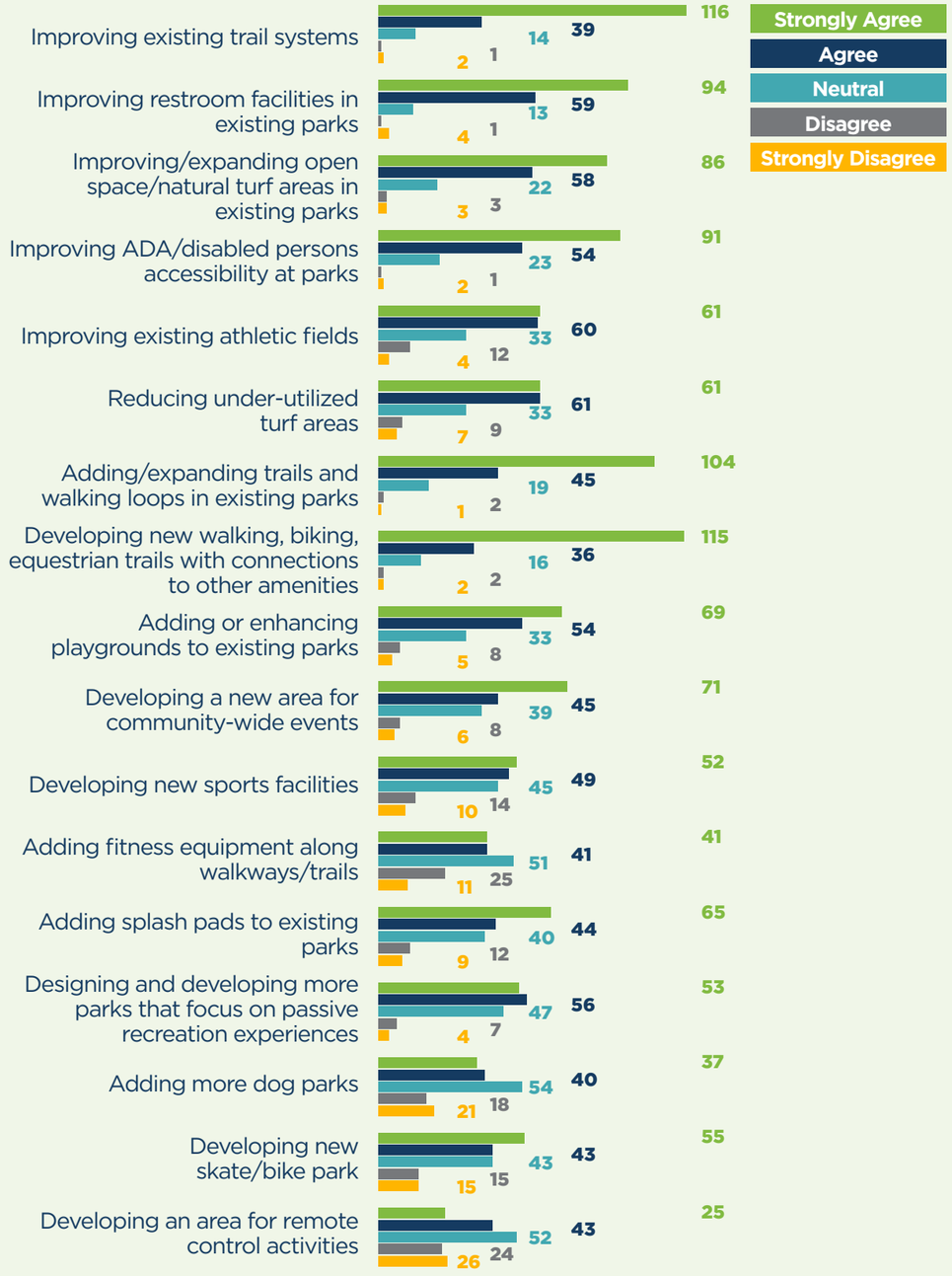
SURVEY NO. 2 RESULTS *(Continued)*

> *"Indoor toddler/preschool activities missing."*
>
> *"I don't see the arts represented in this list! We could use a community theater."*
>
> *"Please build a theatre for dance and arts for artists and performers and the nonprofits to use."*
>
> *"We need more pickleball courts so people can get together and meet people and play. Four courts in Estrella is not enough. Goodyear is way behind!"*
>
> *"I'm neutral because you haven't done much for the core of the city. Very few of your residents use the facilities. You should have linked the parks with common trails between the parks so starting at one you are off the street with bikes or hiking. You should take over management of Estrella Regional Park and fix it up for residents to use and charge fee for non-residents. The trails need work along with the whole park. You can link it with the river bottom and make big bike trails. I wish you had the vision Tempe had and turn the river bottom into a lake. Then you would have something to promote for the city."*

Q3. Which of the following parks and recreation benefits are MOST IMPORTANT to you and the members of your household (select up to four):



Q4. How supportive are you of the following:



STATISTICALLY RELEVANT SURVEY

Methodology

ETC Institute specializes in the design and administration of market research for governmental organizations. They are a known leader in the industry with an area of emphasis on parks and recreation surveys. ETC Institute mailed a survey packet to a random sample of households in Goodyear. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at GoodyearParkSurvey.org.

After the surveys were mailed, ETC Institute followed up by sending text messages and mailing postcards to encourage participation. The text messages and postcards contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to collect a minimum of 600 completed surveys from City residents. The goal was met with 603 completed surveys collected. The overall results for the sample of 603 households have a precision of at least +/-4.0 at the 95% level of confidence.

Please see the **Appendix** for the Statistically Relevant Survey Final Report.



Major Findings

Use of Facilities and Amenities: Respondents were asked to select all the park facilities their household had used or visited in the city of Goodyear. The highest number of respondents indicated they had visited community parks (62%), walking paths/trails (60%), and the Goodyear Ballpark (58%). Those respondents were then asked to rate the overall condition of those park facilities. Respondents were most satisfied (rating "excellent" or "above average") with the recreation center (89%), Goodyear Ballpark (84%), and the aquatic center (86%). Those who had not visited any park facilities were asked to indicate their major barriers to use. Not being aware of parks or trails was selected most often (2.3% of participants).

New Amenities: Respondents were asked to indicate if their household had any desire for nine new amenities. Respondents were most interested in new trails/walking paths (60%), open space/natural areas (47%), and community parks (40%). The three new amenities most important to households are trails/walking paths (59%), open space/natural areas (47%), and community parks (41%).

Recreation Program Participation: Respondents were asked if they or anyone in their household had participated in any city of Goodyear recreation programs. Thirty-nine percent (39%) of respondents had participated. Those respondents were then asked to rate the overall quality of the recreation programs. Most respondents (71%) rated the programs either excellent (34%) or above average (37%). Of those who had not participated, the most often listed barriers to use were not being aware of the offerings (35%), scheduling conflicts (25%), and cost (17%).

Interest in Programs: Respondents were asked to indicate if they or anyone in their household had any desire for 10 potential programs. Respondents were most interested in special events (61%) and nature-based education/activities (41%). The three programs most important to households are special events (52%), nature-based education/activities (36%), and arts and culture programs (34%).

Special Events: Most respondents (64%) indicated that they had attended at least one city of Goodyear special event. Those respondents were then asked to rate the overall quality of the special event(s) they attended. Most respondents (72%) rated the events as either excellent (30%) or above average (42%). Of those who had not attended, the most often listed barrier to participation was not being aware of the offerings (46%) and scheduling conflicts (20%).

Interest in Event Types: Respondents were asked to indicate if they or anyone in their household had any desire for eight potential special events. Respondents were most interested in farmer's markets (89%), music (64%), and holiday events (62%). The two events most important to households were farmer's markets (71%) and holiday events (26%).



STATISTICALLY RELEVANT SURVEY
(Continued)

Communication Methods: Respondents were asked to select all the ways they learned about Goodyear's parks and recreation services. The highest number of respondents received communication via InFocus magazine (68%), social media (61%), and the banners/signs around Goodyear (36%). Respondents were then asked to rank their top three preferred communication methods:

- Social media (64%)
- InFocus magazine (60%)
- Banners/signs around Goodyear (41%)

Benefits of Parks and Recreation: Respondents were asked to indicate how important high-quality park and trail experiences were to their overall quality of life. Most respondents (91%) said it was either important (29%) or very important (62%). The benefits respondents agree with most (rating either "agree" or "strongly agree") are that they make Goodyear a more desirable place to live (94%), provide clean/ aesthetically pleasing landscaping along public streets (92%), and enhance the quality of life and builds a sense of community (88%). Respondents were then asked to select the four benefits most important to their household. These were the benefits selected most often:

- Makes Goodyear a more desirable place to live (57%)
- Improves my (my household's) physical health and fitness (45%)
- Preserves open space and protect the environment (35%)
- Increases my (my household's) property value (33%)

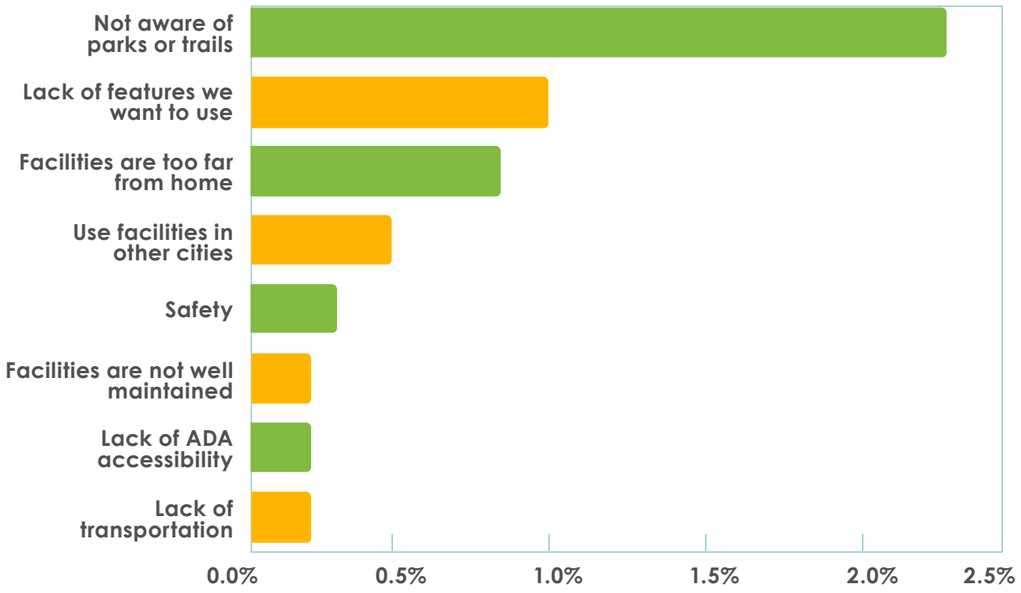
Overall, most respondents (74%) feel satisfied (48%) or very satisfied (26%) with the overall value their household receives from the city of Goodyear Parks and Recreation system.



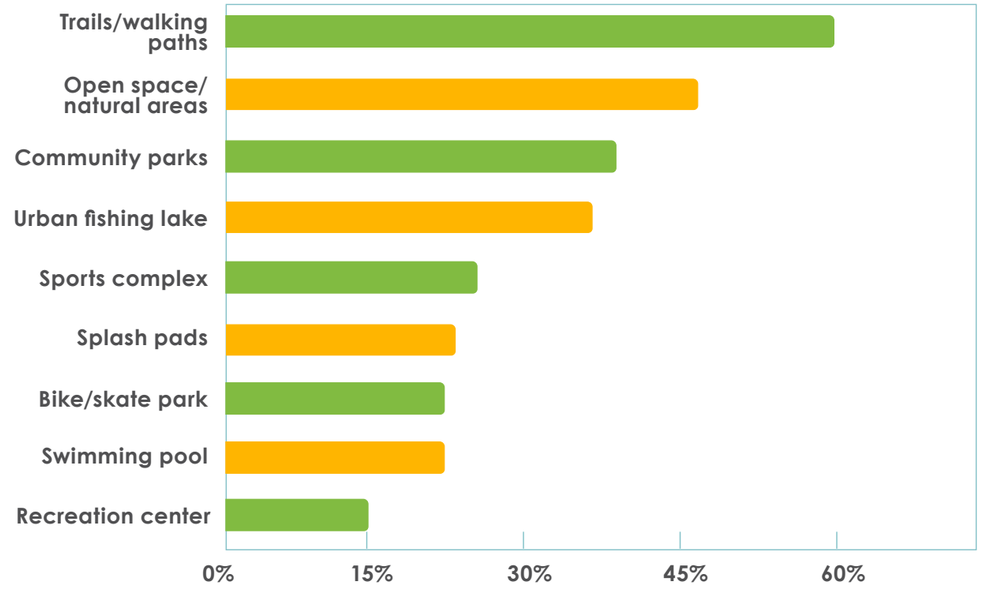


Staff Meeting, Goodyear Recreation Campus

If your household has NOT visited any city of Goodyear parks facilities, please CHECK ALL of the following reasons you have NOT visited.

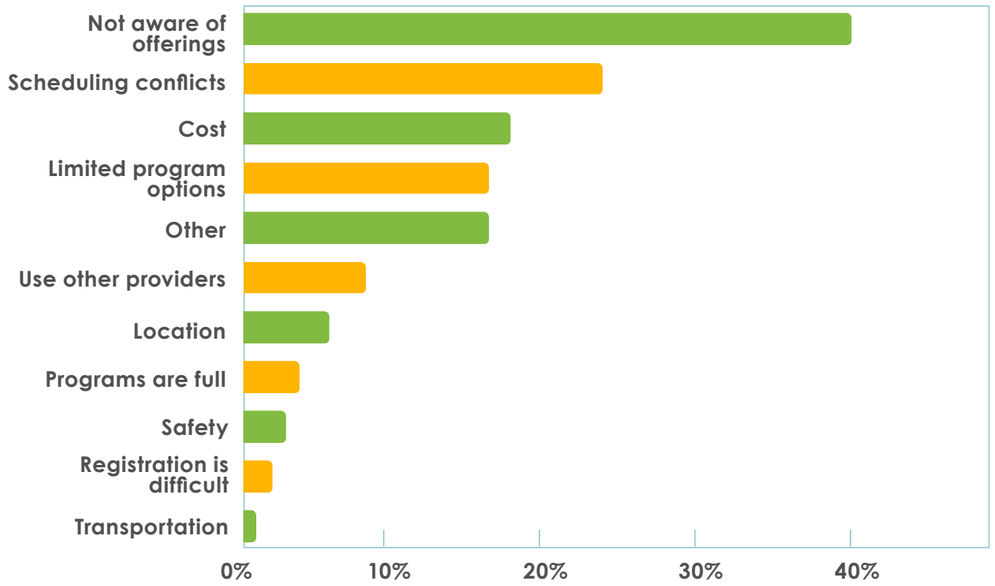


Please indicate if you or your household has a desire/want for the following NEW amenities.

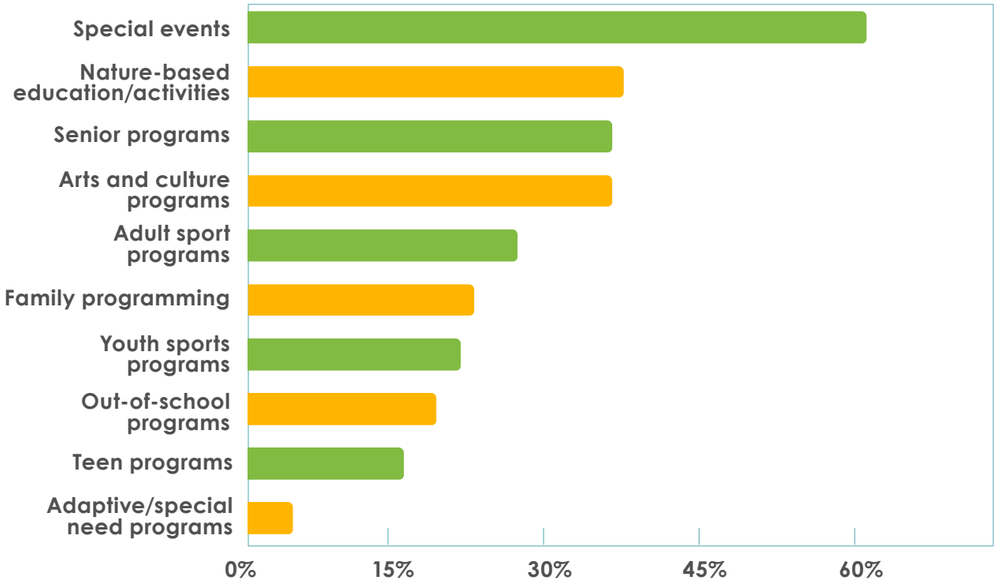


STATISTICALLY RELEVANT SURVEY
(Continued)

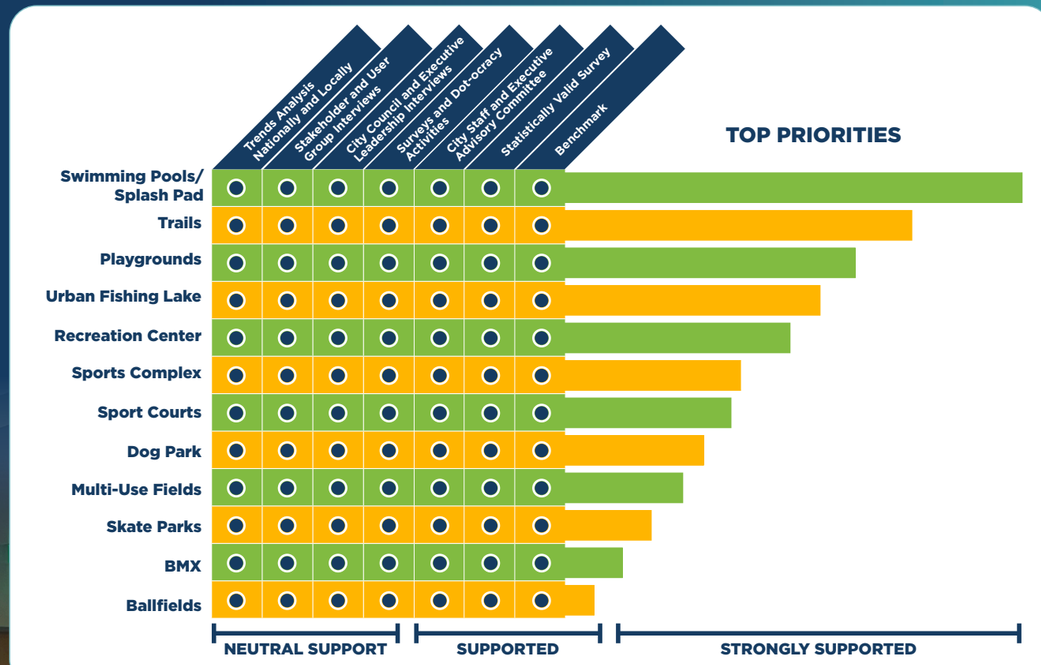
If your household has NOT participated in any city of Goodyear recreation programs, please CHECK ALL of the following reasons you have NOT participated.



Please indicate if you or your household has a desire/want for the following programs.



Prioritized Rankings



Thank you to all the community members, user groups, stakeholders, staff, and City leaders for your support and participation in planning the future of Goodyear's Parks and Recreation system. Your input allows this Park and Recreation Master Plan to reflect your needs and help craft a unique future for Goodyear.

Staff Meeting, Goodyear Recreation Campus

COMMUNITY MEETING NO. 1

April 28, 2022 | 5:00 pm – 7:00 pm
Goodyear Recreation Campus – 420 S. Estrella Parkway, Goodyear, AZ

May 19, 2022 (Virtual via Zoom)

Summary

Community Meeting No. 1 provided opportunities for the community to provide input regarding parks amenities, facilities, and programming for the systemwide Parks and Recreation Master Plan. The Parks and Recreation Meeting No. 1 also included a General Plan station as the City is also working on the General Plan Update. The meeting provided an introduction and initial feedback for the City's General Plan.

Project Overview

The introduction station provided an overview to the Community Outreach Meeting No. 1 meeting. This introduced the Parks and Recreation Master Plan project goals which included:

- A Parks and Recreation Master Plan that is Community Driven
- Trails that Connect the Community
- Sustainable Maintenance Practices
- Partnerships and Options for Funding
- Provide High-Quality Parks and Recreation Facilities
- Community Wellness Through Recreation
- Administration "Right-Sized" for the Future
- Future Facilities to Meet Growth Needs

Project Timeline

The project includes four Community Outreach meetings.

Final Plan presentation to City Council in Spring of 2023

SPRING 2022
Focus Groups and Intercept Surveys

PUBLIC MEETING #1
GET THE BALL ROLLING
April 28, 2022

SUMMER 2022
Needs Assessment

PUBLIC MEETING #2
DRAFT THE LINE-UP
June 7, 2022

FALL 2022
Technical Assessment

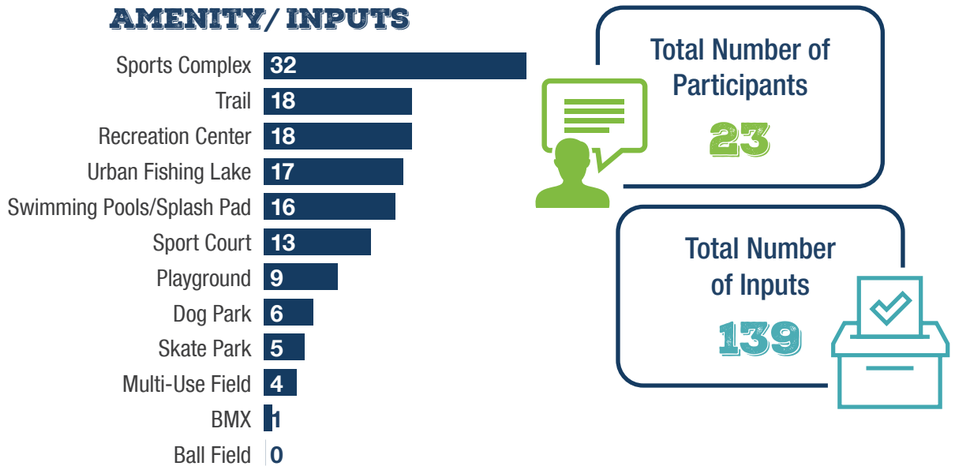
PUBLIC MEETING #3
REVIEW THE PLAYBOOK
August 17, 2022

FALL 2022
Implementation Plan

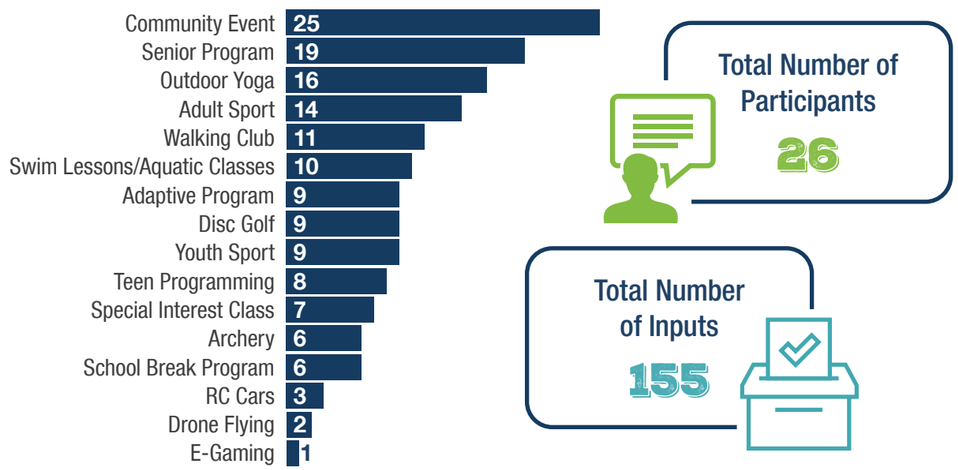
SPRING 2023
Systemwide Master Plan Development/ Final Adoption

PUBLIC MEETING #4
KNOCK IT OUT OF THE PARK
October 19, 2022

Facilities and Amenities Dot-ocracy Results



Programming Dot-ocracy Results



Station No. 1
Introduction Station

The first portion of the open house included a project introduction station with sign-in area and location map to provide participants an opportunity to tack a push pin on the map to show where they lived within the city of Goodyear. The participants were also given a project business card providing a QR code for a programming survey. A project website address was also provided to allow the community to follow the project and have access to past meeting content and opportunities to provide feedback and participate in future workshops and meetings.

Station No. 2
Dot-ocracy – Parks and Recreation Amenities and Facilities

The first dot-ocracy station provided participants six dots to distribute among parks and recreation facilities and amenities they would like to see included within the plan.

Station No. 3
Dot-ocracy – Parks and Recreation Programming

The second dot-ocracy station provided participants an additional six dots to distribute among parks and recreation programming they would like to see included within the plan.

Station No. 4
Existing city of Goodyear Parks and Recreation Facilities and Programming

The last station allowed attendees to provide written comments and feedback for the existing city of Goodyear Park facilities and special events. The meeting included two boards with a map showing the location and images of the City's existing parks and a third board with images from city of Goodyear special events. Participants also were provided an opportunity to complete the programming survey in hard-copy format. This is the same online survey provided via the QR code on the business card.





Comments

- Invest as much in south and central Goodyear as you currently do north of the I-10
- Invest more in central Goodyear—that is where population growth is now and in the future
- Library controlled by Goodyear, not County
- Independent bookstores like Half Price Books
- Solar covered parking
- Would be great if the Bullard Wash bike path could be extended under I-10 and south as quickly as possible
- Would like to see more dedicated bike paths in Goodyear to include extending the Bullard Wash bike path south to Estrella Mountain Park

- Bullard Wash Park gets overseeded during winter, which is barely used, consider overseeding Recreation Center Park which is packed all winter
- Make it free to use the splash pad at recreation center park and offer cool activities in the summer
- Aquatic center hours should be open earlier and close later

- We need a free splash pad near the playground
- Volleyball for beginners
- Pickleball leagues
- Computer classes for adults
- Make Goodyear 'sportstown' tourism, etc.
- Soccer fields
- Horseshoe pits
- More pickleball courts
- Pickleball league could be eight to 10 weeks in spring/fall
- Add misters to the kids' playground area since there is nothing to keep the little ones cool—currently, the splash pad is in the aquatics center and closed during non-summer hours
- Youth internships, professional development
- Dynamic arts programming, ways for people to connect community theater
- Craft fairs
- Shakespeare in the park
- Events for single adults
- Artist studios
- Small-scale community events





COMMUNITY MEETING NO. 2

June 7, 2022 | 5:00 pm – 7:00 pm
city of Goodyear Recreation Campus Multi-Purpose Room 3

June 14, 2022 (Virtual via Zoom)

Summary

Community Meeting No. 2 provided a project update with a summary of previous intercept survey events, Community Meeting No. 1, and the Online Survey No. 1 current results. The meeting also allowed the community to provide feedback for the existing City parks.

Station No. 1
Introduction Station

The first portion of the open house included a project introduction station with sign-in area and location map to provide participants an opportunity to tack a push pin on the map to show where they lived within the city of Goodyear. The participants were also given a project business card providing a QR code for an online survey. A project website address was also provided to allow the community to follow the project and have access to past meeting content and opportunities to provide feedback and participate in future workshops and meetings.

Station No. 2
Dot-ocracy – Parks and Recreation Amenities and Facilities

The second station provided summary boards for the previously completed intercept surveys which included:

- Goodyear Lakeside Music Fest
- Goodyear Hop and Hops Spring Festival
- Goodyear Youth Soccer
- Goodyear Little League Closing Day
- Community Outreach No. 1

Station No. 3
Parks and Recreation Programming Results/Survey No. 1 Results

The third station include result boards from the previous community outreach meetings and Online Survey No. 1.

Station No. 4
Existing city of Goodyear Parks and Recreation Facilities and Programming

The last station allowed attendees to provide written comments and feedback for the existing 20 city of Goodyear Park sites. The meeting included five boards with a map showing the location and images of the City's existing parks with current amenity inventory by park.



Comments

- Fitness games
- Healthy hometown event
- Running track access—build or use at schools
- Connected bike tracks
- Maintaining green space so we are not overly urbanized
- Ice rink or roller hockey facility
- Closest ice rink is in Peoria and run by a for profit, Anthem has an outdoor skating rink
- Online reservation system for tennis, pickleball, ramadas, etc.
- Do a study to determine what parks are actually used the most and invest (maintenance, upgrades, new parks) in areas of most use
- If Goodyear residents were able to access Estrella Mountain Regional Park at a reduced fee, Goodyear residents would have access to more trails and Estrella Mountain Regional Park would see an increase in visitors
- Partner with Maricopa County to rehab Ballfields at Estrella Regional Park
- Create dedicated trail connections across I-10 as it is very dangerous for pedestrians or bicyclists
- Keep adding shade trees
- Build trail connections between existing neighborhood trails to create a city-wide trail system
- Goodyear Community Park – Upgrade restrooms and add more pickleball courts
- Start Phase 2 of Goodyear Recreation Campus (GRC)—this place is fantastic; more would be great
- Add a water feature, lake, stream, or waterfall; needs more shade trees; needs free to use a splash pad; add more ramadas around the park they fill up in spring and fall
- Drop membership price to make the recreation center more affordable
- Keep community events at GRC, do not move them all to Civic Square
- GRC – Add more shade trees
- GRC – Add a splash pad by the playground to cool off the little ones
- GRC – Loving the events that have been held here so far, keep up the great work
- GRC – Add more art/sculptures in the park, Civic Square has three to four while this park only has one
- GRC – Add nets around volleyball as chasing stray balls over gravel is awful
- GRC – Adult volleyball, create tiers for six players, beginners, five players intermediate, and four players for advanced
- GRC – Maintaining grass all year round as the park is always used
- GRC – Looking forward to phase 2 sooner rather than later
- Add a safe route to Bullard Wash through PebbleCreek or around via bicycle and do not forget Loma Linda Park, keep improvements going
- Wildflower Park South – Improve maintenance as the park looks run down
- Rio Paseo Park – Beautiful park well maintained, normally empty when I visit
- Bullard Wash Park – Phase 2 – Complete Bullard Wash trail south of I-10 and add landscaping and art to it
- A bike park like Valmont Park in Boulder Colorado could fit within Bullard Wash
- Need trail connection on Wildflower South Park
- Arts in the Parks – Local musicians/artists in smaller parks during weekends (encourage people to use parks in their neighborhoods)



COMMUNITY MEETING NO. 3

August 17, 2022 | 5:00 pm – 7:00 pm
city of Goodyear Recreation Campus Multi-Purpose Room 3

August 23, 2022 (Virtual via Zoom)

This community meeting presented the initial findings from previous outreach and results from surveys no. 1 and no. 2. The meeting presented the park by park site analysis for the 20 existing parks. Attendees were able to provide feedback and input for each park site. This meeting was also a joint meeting with the City's General Plan team and included stations providing opportunity for input on the General Plan.







Comments

- Would like to see the City allocate funding to parks that get the most use. There are large parks, like Bullard Wash, that get substantial maintenance and investment but relatively little use.
- The Wildflower North and Wildflower South parks are showing signs of age.
- At Wildflower South, irrigation overspray can be very slippery on adjacent concrete surfaces.

- The idea of reducing turf is concerning, particularly when considering equity of parks north of I-10 vs south of I-10. There is currently much more park acreage north of I-10 even though there is less population in this area.
- Utilize GRC often and it's great, but it is often jam-packed. This demonstrates that it is a great park, but also how parks are very much needed in this area.

- Would like to see a free-use splash pad added to GRC Phase II, something for all ages but especially something small children can enjoy. Would also like to see some elevation change, more shade trees, and a water feature of some kind.
- Nature parks and trails with elevations changes would be great to have in the Goodyear parks system.
- There are multiple water features in parks north of the I-10 and would like to see more water features in central/south Goodyear.
- Overall, the City parks and amenities are phenomenal. It's something that really makes the city stand out and their family gets a lot of enjoyment from the city's parks and special events. It's one of the biggest ways the participants interface with the City.
- Increase connectivity between the parks. Would love to be able to bike/hike between parks and make strong connection/dedicated pedestrian pathways throughout the city.
- Consider better tie-in improvements to Maricopa Trail. The city has some good north/south connections but a great east/west connection utilizing the Maricopa Trail would be a great asset to the City. Consider Van Buren Street in Glendale, a very multimodal and pedestrian-friendly corridor, as an example.

COMMUNITY MEETING NO. 4

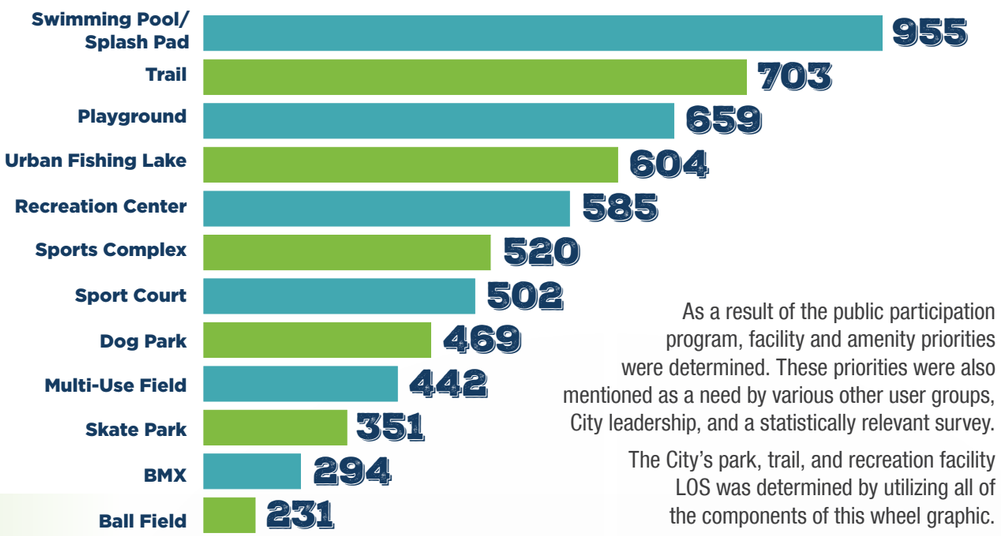
October 19, 2022 | 5:00 pm – 7:00 pm
city of Goodyear Recreation Campus Multi-Purpose Room 3

October 25, 2022 (Virtual) | 5:00pm via Zoom







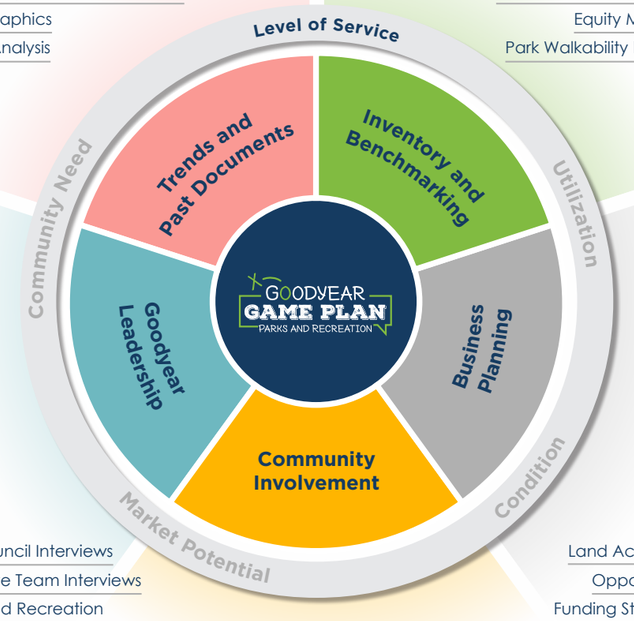


As a result of the public participation program, facility and amenity priorities were determined. These priorities were also mentioned as a need by various other user groups, City leadership, and a statistically relevant survey.

The City's park, trail, and recreation facility LOS was determined by utilizing all of the components of this wheel graphic.

2014 Parks and Recreation Master Plan
2025 General Plan
2014 Transportation Master Plan
Demographics
Trends Analysis

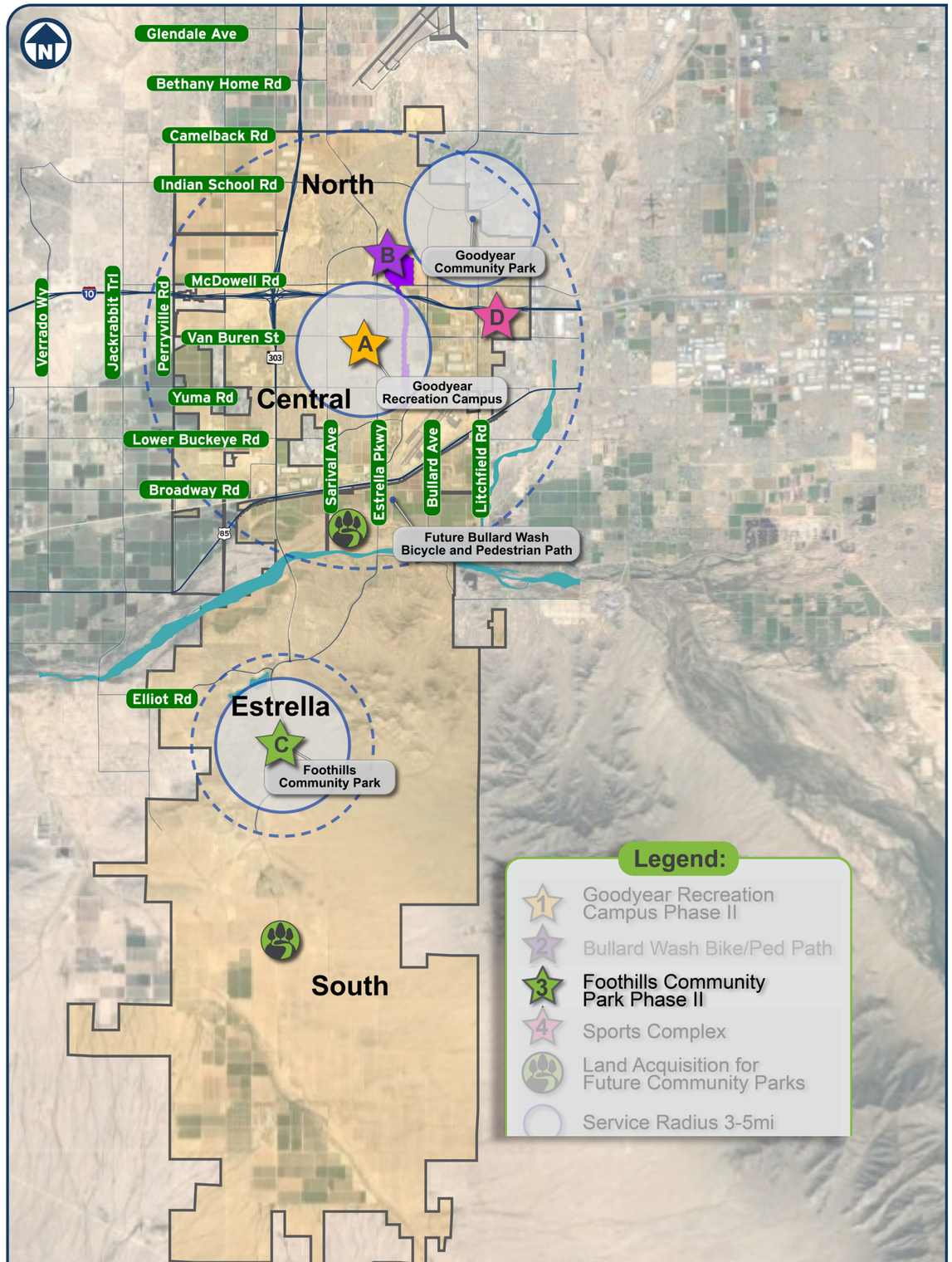
Benchmarking
Park and Facility Inventory and Assessment
Trails Interactive Mapping
Equity Mapping
Park Walkability Network



City Council Interviews
Executive Team Interviews
Parks and Recreation Advisory Commission
Executive Advisory Committee

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

Land Acquisition
Opportunities
Funding Strategies
Market Potential
Financial Sustainability
Operational Structure





The map to the left illustrates the identified priorities for new parks, recreation, and trail facilities. These priorities were identified and ranked as a result of the project's multi-faceted outreach approach. Areas for future land acquisition have also been identified to ensure the Goodyear Parks and Recreation system can expand to adequately serve areas of future growth.

KEY FINDINGS

All of these inputs directly influenced the priorities, themes, and recommendations put forth in this plan. The following are the top amenity priorities established by the plan:



1 Swimming Pools/ Splash Pad



4 Urban Fishing Lake*

*Although an urban fishing lake was a desirable amenity, this plan is recommending that a lake not be pursued at this time as a result of the changing water climate in the state.



7 Sport Courts



10 Skate Parks

2 Trails



5 Recreation Center



8 Dog Park



11 BMX



3 Playgrounds



6 Sports Complex



9 Multi-Use Fields



12 Ballfields

QUALITATIVE INPUT SUMMARY

The results of these focus group discussions, public touch points, and input received via the project website were collected and evaluated both individually and holistically.



Through all these inputs, emerged the following series of

KEY THEMES

- Trails and Connectivity
- Economic Development
- Keeping up with Growth
- Resilient Parks
- Investing in the Existing System

Key Findings

TRAILS AND CONNECTIVITY

Connected, accessible trail system

Works hand-in-hand with Transportation Master Plan to provide necessary connections to these off-street trail facilities

Consider enhanced multimodal streets and parkways to create more high-comfort networks. This can encourage walking, biking, and transit-based trips to parks and between parks and trails.

Increase access to Estrella Mountain Regional Park and other places Goodyear residents can experience trails and nature

What We Heard

"With the greenbelt at Bullard Wash and the popularity of the e-bike industry, it makes sense to ***continue the Bullard Wash Trail down to the Ballpark*** *and one day to Estrella Mountain Regional Park. The bikes and e-bikes need a path away from traffic."*

*"****Create dedicated trail connections*** *across I-10. Crossing as a pedestrian or bicyclist is very dangerous now."*

*"Trail systems are very exciting—****connecting Goodyear to the Estrella*** *area is important and something that is very much desired."*

"Bullard Wash is a real treasure and as that area develops, it will serve as a great natural asset in connecting the community."



Estrella Mountain Regional Park

Key Findings

ECONOMIC DEVELOPMENT THROUGH PARK DEVELOPMENT

Sports tourism via Goodyear Sports Complex

Youth Sports would not need to travel east to access quality fields, tournament facilities, and athlete resources

Goodyear residents can live and play in Goodyear

Consider private partnerships for sports complex

Add multi-use fields and ballfields to Goodyear Recreation Campus (GRC)

Consider partnerships with Maricopa County to enhance Estrella Mountain Regional Park

What We Heard

*"We always have to go east for everything to be competitive. A **sports complex** would be huge and bring people out to the West Valley."*

*"The city is a little tight on fields in general. Still a lot of need for that and **additional fields would be well utilized**."*

*"We need to keep up with our **residents' demand**, but it would be great to be able to serve neighboring communities and sports tourism secondary."*

*"Club sports are huge and these teams travel—club sport families spend a lot of money in these places, would be great for **economic development**. Being able to provide these facilities would be great."*

"Leverage parks and recreation to bring more people to Goodyear as a destination. Showcase the city and have parks and recreation help drive economic development. Create and help us bring things that are interesting and can help define the city's character."

Goodyear Recreation Campus

Key Findings

KEEPING UP WITH GROWTH

Goodyear is experiencing rapid growth and is currently the 9th fastest growing city in the nation

Expected growth will add more pressure on already limited parks and recreation resources

Identify and acquire land for future community parks in areas that are experiencing growth in order to plan for a sustainable parks system

Balancing use and overuse

Providing equitable park experiences throughout the city

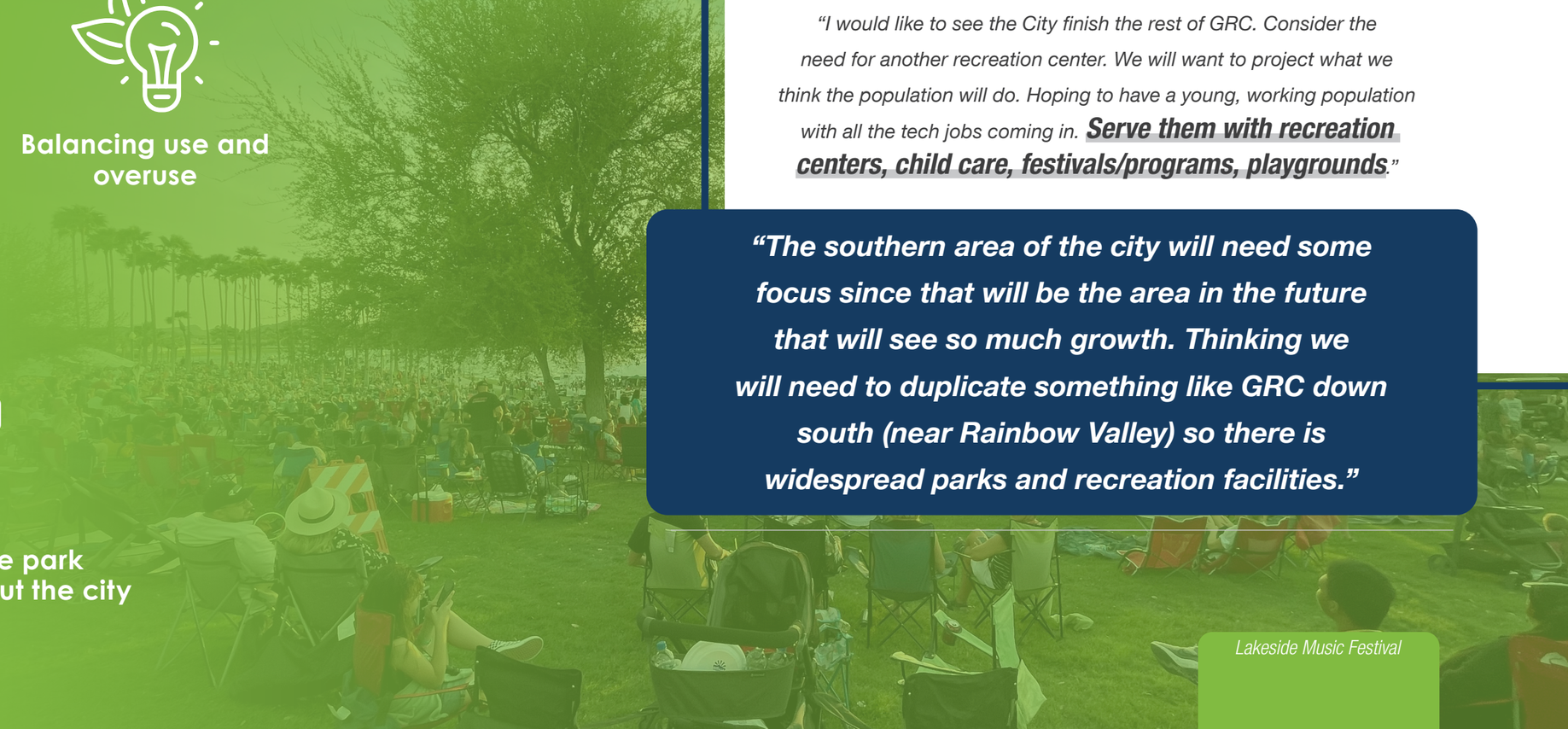
What We Heard

*"Ninety-four percent of people think this is a **good or great place to live**. It's important to keep that small-town feel but maintain the level of service and feel people have come accustomed to despite rapid growth."*

*"Traffic/transportation is behind a little given the rapid growth the city is experiencing. **Parks needs to grow** to meet needs for the future—we can plan for growth rather than be immediately undersized upon building new amenities."*

*"I would like to see the City finish the rest of GRC. Consider the need for another recreation center. We will want to project what we think the population will do. Hoping to have a young, working population with all the tech jobs coming in. **Serve them with recreation centers, child care, festivals/programs, playgrounds**."*

"The southern area of the city will need some focus since that will be the area in the future that will see so much growth. Thinking we will need to duplicate something like GRC down south (near Rainbow Valley) so there is widespread parks and recreation facilities."



Lakeside Music Festival

Key Findings

RESILIENT PARKS AND OPEN SPACE OPPORTUNITIES

Intentional, responsible, and strategic water use

Prioritizing usable turf and alternate water sources

Use parks to support the City's recently completed shade study and canopy coverage goals

Tree life-cycle study and maintenance on older park sites

Increase opportunities for people to experience and connect to nature through city parks and through partnerships with Maricopa County's Estrella Mountain Regional Park

Participate and invest in programs like Rio Reimagined that would allow for more nature-based recreation opportunities in and around Goodyear

What We Heard

*"We need to be **proactive in protecting space** as the city develops south. Keeping a mountain that is "alive" with wildlife crossings, conservation area, and parks space is important."*

*"I would like to see a **fishing lake for our kids**. Even if it's catch and release it's a fun family activity. Look at using reclaimed water or alternate water sources. Have a path, benches, wildlife interaction, make it an amenity."*

*"Water crisis is very real and needs to be kept in front of mind in terms of **planning and future water usage**."*

*"Keep adding **shade trees**!"*

"Water conservation is important. Having open turf at parks for people to go to is important since they don't have much turf at home, but we need to be cognizant about amounts of active turf and other landscape."



Arizona Balloon Classic, Goodyear Ballpark

Key Findings

INVESTING IN THE EXISTING SYSTEM

Continued focus on asset replacement and maintaining a high level of quality and maintenance in existing parks

Continued focus on equitably providing park amenities, updating parks that are under performing, and renovating existing parks to keep up with changing community needs

Partnering with private development to supplement the neighborhood park network

Create neighborhood identity within the parks

Increase awareness of existing parks, facilities, programming, and special events

Recognize the need for and importance of adaptive recreation and programming for users of all ages. Consider investment in an adaptive recreation activities manager and associated infrastructure to support adaptive sports

What We Heard

*"**Adaptive play is critical**. If we identify it and advertise it, the parents who don't typically use these facilities will certainly start to take advantage and even travel to these amenities."*

*"**Invest in an existing park** in south and central Goodyear. That is where the population growth is now and in the future."*

*"Conduct a **park usage study** to understand what amenities are being used and how often. Allocate maintenance budget accordingly."*

*"Create an **online reservations system** for tennis courts, pickleball courts, ramadas, etc."*

"Push the envelope. Think of what is good today and plan for tomorrow. Parks and recreation is quality of life."



Goodyear Recreation Campus

COMMUNITY NEEDS

Chapter Summary

Priorities were established based on a robust outreach program that encapsulated input from City leadership, staff, focus groups, and public forums.

Prioritization ranking occurs when findings of the qualitative work are supported by the quantitative work.

- Trails and Connectivity
- Economic Development Through Park Development
- Keeping Up with Growth
- Resilient Parks and Open Space Opportunities
- Investing in the Existing Parks System

The top five priorities for Goodyear are:

1. Splash Pads and Swimming Pools
2. Trails and Open Space
3. Playgrounds
4. Urban Fishing Lake
5. Recreation Center





CHAPTER 4

Park Classifications and Design Principles



Goodyear Recreation Campus



Goodyear Community Park

OVERVIEW

- Park classification recommendations
- Proximity standards by park classification
- Definitions of each park classification
- General park design principles
- Reference **Appendix D** for design guidelines by park classification

Introduction

A well-rounded parks system includes multiple park and facility types to equitably provide a variety of parks and recreation experiences to Goodyear residents. Each park and facility within the system has a set of outcomes. A successful classification system categorizes these park types to efficiently and effectively strategize outcomes and implement improvements to sustainably achieve and maintain the desired outcomes for the system overall.

Despite the city of Goodyear classification system defining multiple park and facility types, the individual parks are not mutually exclusive. For example, a centrally located large-scale park may contain elements of both a community park and a regional park. A neighborhood park may have a linear path and greenway component to it. The classification system is not intended to stifle creativity, site potential, or funding source eligibility. The design of amenities included in each park will ultimately be derived from the needs of the community through a public participation process. The following park classification descriptions are not meant to provide strict rules on what amenities are to be provided but should be used as a guide to ensure all of the City's parks are activated, accessible, inclusive, and meet the needs of the intended service areas.

PARK CLASSIFICATION RECOMMENDATIONS

The following park classifications are recommended:

Proposed Classification	Park Name	Acreage
Neighborhood	Canada Village Park	1
	Estrella Vista Park North	4
	Estrella Vista Park South	4
	Loma Linda Park	5
	Palm Valley Park	4
	Palmateer Park	1
	Parque De Paz	3
	Portales Park	17
	Rio Paseo Park	14
	Wildflower Park North	7
	Wildflower Park South	6
	Total	66
Community	Falcon Park	16
	Foothills Community Park	20
	Goodyear Community Park	36
	Goodyear Recreation Campus	40
	Total	112
Specialty	Civic Square	2
	Goodyear BMX Track	5
	Roscoe Dog Park	6
	Total	13
Linear	Bullard Wash Park I	30
	Bullard Wash Park II	31
	Total	61
	Grand Total	**252**

PROXIMITY STANDARDS

Equitable distribution of parks is a critical element of maintaining resident satisfaction, personal health, and overall quality of life. To achieve and maintain an equitable parks system, it is important to grow at a rate consistent with population growth and continue to increase accessibility to parks and recreation facilities. Goodyear aims to provide park space, City-owned and HOA-owned, within a 10 minute-walk or bike from all neighborhoods.

Service area standards vary by park classification and are as follows:

Park Type	Walk/Bike Service Area	Drive Time Service Area
Neighborhood	10-minute walk/bike time	Less than 10 minutes
Community	10-20-minute walk/bike time	10-20 minutes
Regional	>30-minute walk/bike time	30-60 minutes
Sports Complex	>30-minute walk/bike time	30-60 minutes
Special Use	>20-minute walk/bike time	20-40 minutes
Linear Park/Greenway	10-20-minute walk/bike time	10-20 minutes
Open Space/Conservation Park	>30-minute walk/bike time	30-60 minutes

Goodyear Recreation Campus

PARK CLASSIFICATIONS

Neighborhood Parks

These parks are often the most used on a day-to-day basis as they offer a variety of recreational and community opportunities close to neighborhoods in which people work and play. These parks are integrated into the pattern of the community, often have little to no parking to promote walkable communities, are designed to provide services to the connecting neighborhood, and provide important nodes within the larger open space pattern. The neighborhood park includes areas for active recreation activities such as field games, court games, playgrounds, etc. Passive recreation activities may include walking, viewing, sitting, and picnicking.

Community Parks

Community parks are a social and recreation focal point for multiple neighborhoods. Community Parks are intended to be accessible to multiple neighborhoods and should focus on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. Community Parks offer a larger variety of outdoor recreational opportunities such as multiple athletic fields for organized/programmed use. These parks should offer passive and active recreational opportunities and can preserve natural habitats. It is important to link these community parks within the pattern of green space as they offer a broader variety of park facilities.

Regional Parks

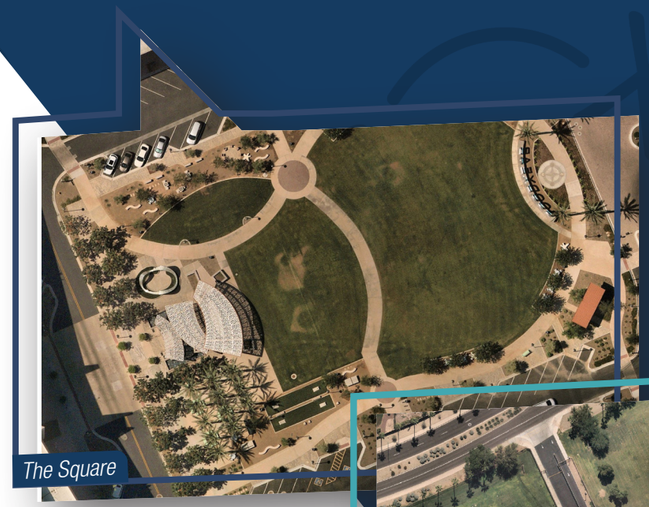
Regional Parks serve a broad range of users. These parks offer large-scale recreational opportunities and tend to offer mostly passive recreation such as boating, camping, nature education, or exploration. Regional parks can be managed as nature preserves and can protect high-quality natural areas from development. These large tracts of land can offer unique recreational opportunities suited to larger areas while still offering more traditional recreational opportunities like playgrounds, play lawns, athletic complexes, or firing ranges. A regional park focuses on activities and natural features not included in most types of parks and is often based on a specific scenic or recreational opportunity. Regional parks can and should promote tourism and economic development. Regional parks can enhance the economic vitality and identity of the entire region.

Specialty Parks

Specialty Parks are unique facilities designed around a specific function or ecological asset. Specialty Parks could include sports, aquatic, equestrian, natural areas, or interpretive parks. The City currently owns and maintains three Specialty Parks. A major difference between a Specialty Park and other parks is that they usually serve a single purpose whereas other park classifications are designed to offer multiple recreation opportunities. A Specialty Park can be located inside another park. Specialty Parks may require a user fee.

Linear Parks/Greenways

Linear parks and linkages are built connections or natural corridors that link parks together. Typically, the linear park is developed for one or more modes of recreational travel such as walking, jogging, biking, in-line skating, hiking, horseback riding, and canoeing. Linear parks may include active play areas. Multi-use trails also offer a safe, alternative form of transportation; provide substantial health benefits; habitat enhancements for plants and wildlife; and offer unique opportunities for outdoor education and cultural interpretation.











GENERAL PARK DESIGN PRINCIPLES

The following are general park design guidelines:

- The park perimeter and entry points should be inviting and well maintained. Adjacent streets should be integrated into the design through a uniform streetscape design and ample connectivity between internal park paths and adjacent sidewalks.
- A park rules sign should be provided at each point of ingress/egress.
- Path circulation should provide universal accessibility to amenities as well as loops for walking.
- Lit walking loops are strongly encouraged for user safety and to increase utilization of paths.
- Playgrounds and ramadas should have sufficient lighting to ensure safety, day and night.
- Care should be taken to preserve valuable existing trees. A tree life-cycle study is recommended for historic Goodyear's parks in order to ensure prolonged mature tree canopies in the parks.
- Parks should be designed to ensure safety and the perception of safety, through visibility, activation, and other applicable strategies of Crime Prevention Through Environmental Design (CPTED).



Goodyear Recreation Campus

PARK CLASSIFICATIONS AND DESIGN PRINCIPLES

Chapter Summary

Each park classification category serves a specific purpose and contributes to a well-rounded park system.

Park service area is directly correlated to how accessible parks and recreation facilities are to the city's residents.

The purpose of park classifications is not to limit the potential of park design, but to offer guidance to achieve an equitable parks system based on the outcomes set forth for each park.

Amenities for city parks will be determined through a public participation process.





Goodyear Recreation Campus

CHAPTER 5

Park Inventory/ Assessment and Recommendations



Foothills Community Park



OVERVIEW

- Existing park assessments for each park amenity
- Recommendations for improving the park based on current conditions, observations, and input received from City staff and park users
- Inventory of the existing park system

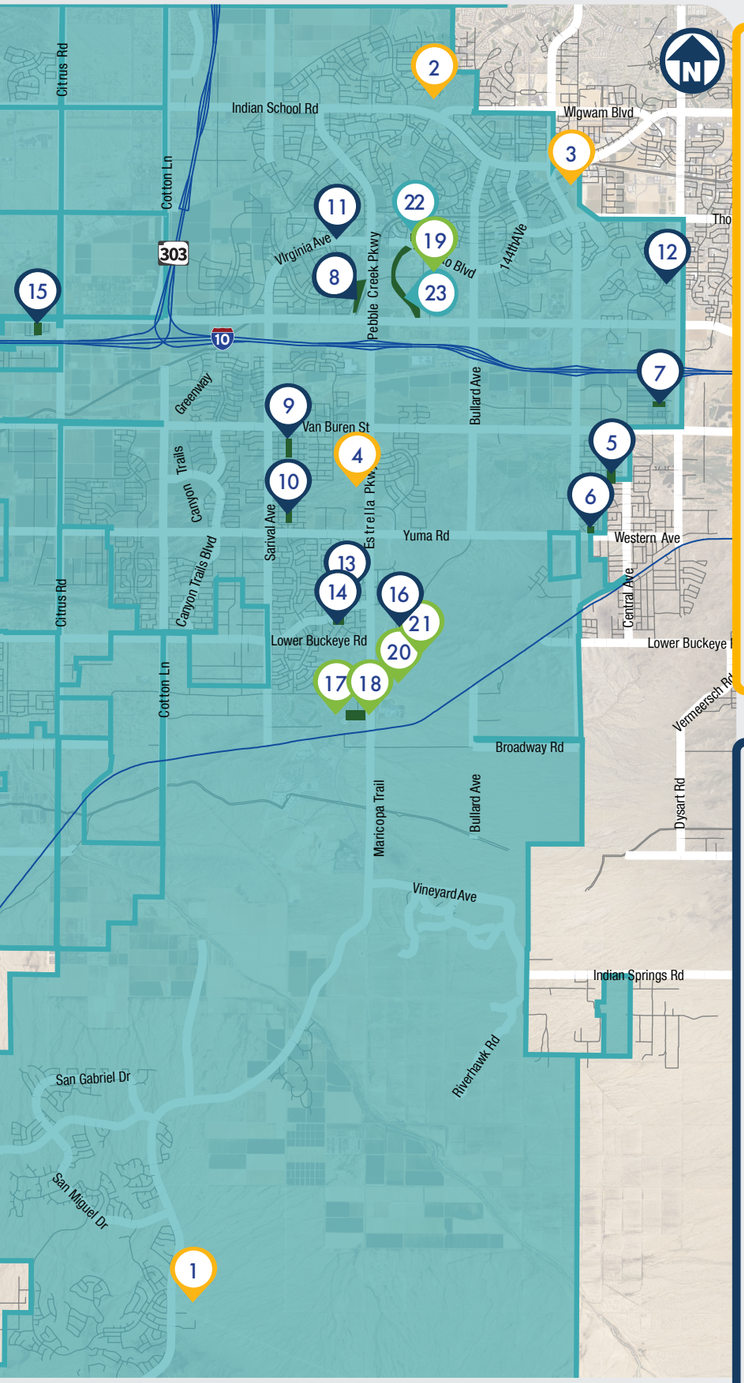
Introduction

The city of Goodyear Parks and Recreation Department currently maintains 20 parks and facilities within the city's parks and recreation system. This chapter provides an overview of the existing parks and recreation facilities and provides a park-by park assessment. This assessment evaluated the condition of the amenities within each park and provides recommendations for improvements.



Goodyear Community Park

EXISTING FACILITY INVENTORY



Community Parks

Foothills Community Park



Falcon Park



Goodyear Community Park



Goodyear Recreation Campus



Neighborhood Parks

Loma Linda Park



Palmateer Park



Parque De Paz Park



Portales Park



Wildflower North Park



Wildflower South Park



Rio Paseo Park



Palm Valley Park



Estrella Vista Park North



Estrella Vista Park South

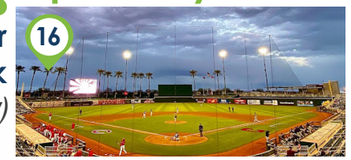


Canada Village Park

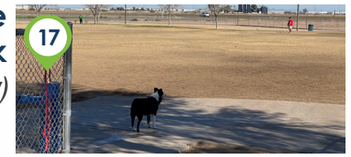


Specialty Parks

Goodyear Ballpark *(Specialty)*



Roscoe Dog Park *(Specialty)*



BMX Track *(Specialty)*



Civic Square *(Specialty)*



Reds Development Complex *(Specialty)*



Guardians Development Complex *(Specialty)*



Linear Parks

Bullard Wash Park I



Bullard Wash Park II



Evaluation Criteria

The initial assessment of amenities were completed over a three-week period in the fall of 2021. Some amenities identified have already been completed through the city's asset management plan. The quality of each asset within the overall department is an important factor when evaluating the current LOS provided. Parks that are not properly maintained, outdated, and/or do not provide a certain quality of experience to the user will not attract park visitors. By examining how each park compares to one another, department staff can evaluate current maintenance practices, prioritize park improvement projects, and identify gaps in coverage across the entire city system.

The quality of each asset was assessed as a part of the on-site review and inventory. The following factors were the primary categories reviewed during the inventory phase: asset age, size, condition, and connectivity (vehicular, non-vehicular, and contextual).

Assessment Level 1:

- A Critical Condition is a defined as a life/safety hazard that could cause harm to the park user.

Assessment Level 2:

- Potentially Critical Conditions in this category, if not corrected expeditiously, will become critical soon.

Assessment Level 3:

- Necessary, but Not Yet Critical Conditions in this category require appropriate attention to preclude predictable deterioration and associated damage or higher costs if deferred further.

Assessment Level 4:

- Recommended Conditions in this category include items that represent a sensible improvement to existing conditions, and include finishes that have deteriorated and are required to maintain the required aesthetic standards. These are not required for the most basic functioning of the facility.

Assessment Level 5:

- Early in Life-cycle Conditions in this category function properly and are early enough in their lifecycle that improvements are not currently needed.



Goodyear Recreation Campus

FOOTHILLS COMMUNITY PARK

Recommendations:

- Install larger trees to reduce vandalization and remove tree grates.
- Convert all pathway, ramada, and playground lighting to Light-Emitting Diode (LED) to match current parks standards.
- Seek a third party to maintain the pump track on a consistent basis.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.
- Enclose ceiling and add climate control the concession stand (used by staff as workspace).

Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

Amenity	Assessment
Baseball Field (Lighted)	3
Bench	4
Concrete	3
Drinking Fountain	3
Dugouts	3
Irrigation System	3
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	4
Paved Path	3
Parking Lot	4
Playground (Shaded)	4
Ramada	2
Restroom Building	4
Signage	4
Trash Receptacle	3
Tree Gates	2
Pump Track	2
Concession Building	3



Foothills Community Park is a 20 Acre Community Park with a shaded playground, Baseball Fields and much more!

FALCON PARK

Recommendations:

- Add ramada lighting and receptacles.
- Replace basketball rims.
- Provide new BBQ grills as per the current park standards.
- Construct maintenance facility to replace current temporary maintenance storage solution.
- Create a path between the volleyball and basketball courts.
- Relocate benches at volleyball courts away from sprinklers.
- Falcon Park experiences flooding from tailwater runoff north of Bullard Wash. The City completed a study which identified upstream culvert blockages and the need for an additional retention basin, concrete overflow, and storm drain improvements north of Camelback prior to Bullard Wash I to address flooding within Falcon Park and the PebbleCreek residential community.
- Explore opportunities to replace lost multi-purpose fields in the wash.
- Add wayfinding to connect park users with Falcon retention and Bullard Wash.
- Install sport court surfacing per community park standard.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.
- Add a booster station to increase water pressure

Amenity	Assessment
Baseball Field (Lighted)	4
Basketball Court (Lighted)	4
BBQ Pit/Grill	3
Bench	3
Bike Rack/Loop	3
Bleachers	4
Dog Bag Station	4
Drinking Fountain	3
Landscape Area	4
Open Turf Area	3
Parking Lot	4
Playground (Shaded)	4
Public Art	3
Ramada	3
Restroom Building	3
Signage (Park Entry)	3
Signage	4
Paved Path	4
Trash Receptacle	3
Volleyball Court (Sand)	4



Falcon Park is a 16 Acre Community Park with ballfields, a basketball court and much more!

GOODYEAR COMMUNITY PARK

Recommendations:

- Install ground surface alternative to turf in areas around skate park, potentially artificial turf.
- Build an above-ground pump room for the splash pad.
- Replace fencing and lighting around skate park.
- Improve restroom facilities per community park standards.
- Replace site furnishing under the ramada at the pickleball and tennis court area.
- Convert all lighting to LED and install a centralized lighting control system per current standards.
- Construct new stand-alone signage or kiosk for Tennis Courts and Pickleball Courts to replace the hodgepodge of signs zip tied to the chain link fence.
- Replace site furnishings, specifically benches, picnic tables, and garbage cans to match community park standards.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.
- Regrade slope at storm drain culvert headwall to be 6:1 along east side of park near skate park and basketball court areas.
- Remove turf from east basin area near skate park and tennis court due to several culvert and headwall structures with steep slopes. Correct basin side slopes to be 6:1 maintainable slope.
- Create more flat open turf areas for open play around playground and splash pad area. Remove mounds and some trees to allow for more maintainable turf for open play north of playground area.
- Remove turf immediately adjacent to sport courts to eliminate overspray onto courts
- Add foot wash station to sand volleyball courts.
- Push-button lighting at volleyball courts should be relocated outside of sprinkler radius.
- Future improvements at sand volleyball court should allow for turf area around court perimeter and consider concrete sidewalk removal due to the sand spill and heat surface from concrete.
- Replace BBQ grills to match current community park standards.
- Install drainage solution to eliminate splash pad overflow into ramada area.
- Increase size of fabric shade structures adjacent to the splash pad.
- Replace ball field backstops.
- Remove trees around stage area and replace with structural shade.
- Relocate dog park to a expand and enhance the user experience.
- Add mile markers to perimeter path.
- Add storage areas to restroom buildings.
- Tie in city water into pump station for consistent water demand.
- Stabilize the storm water channel.





Legend

LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

Goodyear Community Park is a 36 Acre Community Park with ballfields, pickleball courts and much more!

Amenity	Assessment
Baseball Field (Lighted)	3
Basketball Court (Lighted)	4
BBQ Pit/Grill	3
Bench	2
Bike Rack/Loop	2
Drinking Fountain	3
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	4
Maintenance Yard/Building	2
Open Turf Area	4
Parking Lot	2
Performance Plaza	3
Pickleball Court	4
Picnic Table	2
Playground (Shaded)	3
Public Art	4
Ramada	3
Restroom Building	2
Shade Structure	2
Signage (Park Entry)	4
Signage	3
Skate Park	4
Softball Field (Lighted)	4
Spray Pad	3
Tennis Court (Lighted)	3
Paved Path	4
Trash Receptacle	2
Volleyball Court (Sand)	3
Concession Building	2

GOODYEAR RECREATION CAMPUS

Recommendations:

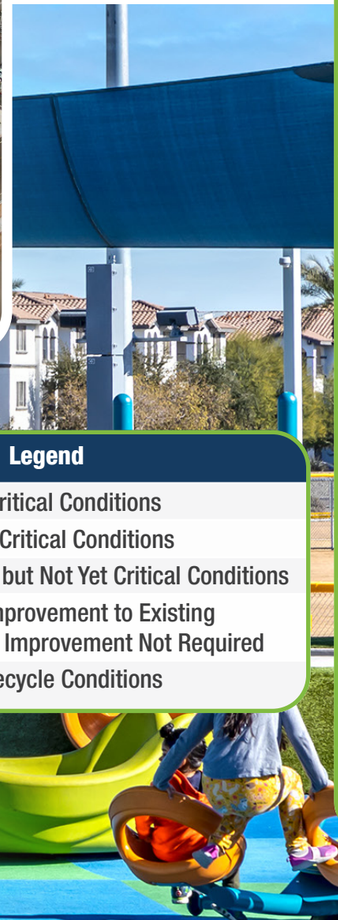
- This park was opened in 2021 and is performing as intended. No recommendations for improvement at this time.
- The park amenities and design should serve as the standard for future community parks.







Goodyear Recreation Campus is a 40-acre campus with a 30-acre community park and a 10-acre recreation/aquatics center with pickleball courts, volleyball courts and much more!



Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

Amenity	Assessment
Performance Plaza	5
Baseball Field (Lighted)	5
Basketball Court (Lighted)	5
BBQ Pit/Grill	5
Bench	5
Bike Rack/Loop	5
Bleachers	5
Community Center	5
Dog Bag Station	5
Drinking Fountain	5
Fencing	5
Flag Pole	5
Landscape Area	5
Lighting (Site, Sports, Ped, Etc.)	5
Maintenance Yard/ Building	5
Multi-use Field (Lighted)	5
Open Turf Area	5
Parking Lot	5
Pickleball Court	5
Picnic Table	5
Playground (Shaded)	5
Public Art	5
Ramada	5
Restroom Building	5
Signage (Park Entry)	5
Tennis Court (Lighted)	5
Paved Path	5
Trash Receptacle	5
Volleyball Court (Sand)	5

LOMA LINDA PARK

Recommendations:

- Remove baby pool to create a new splash play area, replace pool decking, and remove community pool plaster.
- Improve turf areas outside of community room
- Relocate benches to concrete pads outside of turf areas.
- Add irrigation system that meets standards.
- Add shade to the existing horseshoe pits.
- Consider audio/visual improvements in community room.
- Provide shaded patio space adjacent to the community room to create an outdoor area and expand overall square footage of the community room.
- Perform tree life-cycle assessment and identify strategy for tree replacement.





Loma Linda Park is a 5 Acre Neighborhood Park with an aquatic center, basketball courts and much more!

Amenity	Assessment
Bench	3
Community Room	4
Fencing	4
Horseshoe Pit	5
Landscape Area	5
Lighting (Site, Sports, Ped, Etc.)	4
Multi-use Court (Lighted)	4
Open Turf Area	3
Parking Lot	3
Picnic Table	3
Playground (Shaded)	3
Aquatics Restroom	3
Signage	3
Paved Path	4
Trash Receptacle	3

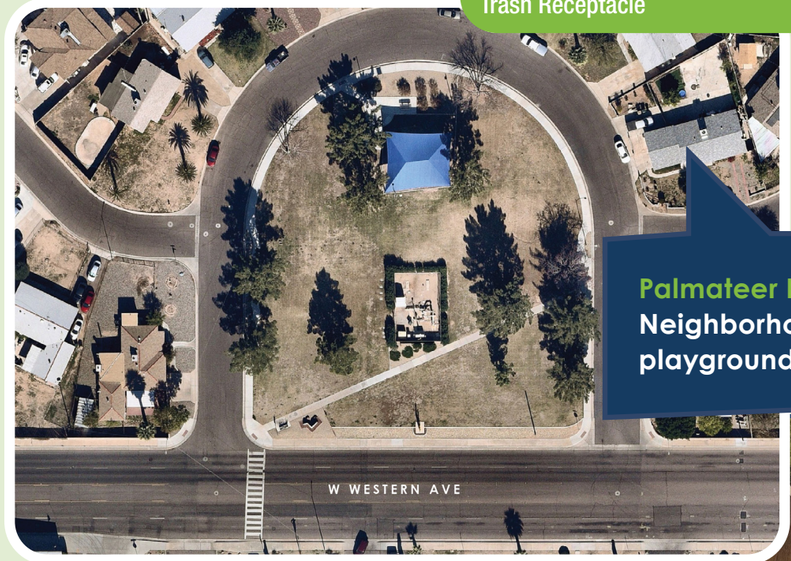
Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

PALMATEER PARK

Recommendations:

- Add lighting to pathway to match current standards.
- Replace turf and irrigation system to improve turf quality.
- Replace playground equipment
- Add lighting to playground shade structure.
- Perform tree life-cycle assessment and identify strategy for tree replacement.
- Add a ramada to the park site
- Convert adjacent street island from turf to decomposed granite.

Amenity	Assessment
Bench	3
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	2
Open Turf Area	3
Picnic Table	3
Playground (Shaded)	4
Signage	2
Paved Path	3
Trash Receptacle	3



Palmateer Park is a 1 Acre Neighborhood Park with a playground!



PARQUE DE PAZ

Recommendations:

- Remove community garden and replace with another amenity.
- Add a ramada to the park.
- Add two additional LED light poles and fixtures at basketball court.
- Renovate existing irrigation system to improve turf quality to match current standard.
- Replace existing lighting with LED fixtures.
- Replace all site furnishings to match current standard.

Amenity	Assessment
Basketball	3
Bench	2
Bike Rack/Loop	3
Drinking Fountain	3
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	3
Open Turf Area	2
Picnic Table	2
Playground (Shaded)	4
Signage	2
Paved Path	4
Trash Receptacle	3

Parque De Paz is a 3 Acre Neighborhood Park with a shaded playground, basketball courts and much more!



Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

PORTALES PARK

Recommendations:

- Improve connectivity to park from neighborhood.
- Consider turf reduction.
- Construct a lit, looped path.
- On-street parking along Monte Vista.

Amenity	Assessment
Basketball Court (Lighted)	3
Fitness Station	4
Landscape Area	4
Lighting (Site, Sports, Ped, Etc.)	3
Open Turf Area	4
Picnic Table	3
Playground (Shaded)	3
Ramada	3
Signage	4
Unpaved Trail	3
Paved Path	4
Trash Receptacle	3



Portales Park is a 17 Acre Neighborhood Park with fitness and exercise stations, a basketball court and much more!

Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

ROSCOE DOG PARK

Recommendations:

- Standalone dog parks are not part of Goodyear's strategy moving forward. This park should be retired when these services can be provided at Foothills Community Park and a park facility in Central Goodyear.
- Expand decomposed granite area around concrete entrance to mitigate turf wear right at dog park entrance.
- Add additional shade structures around entire park to distribute use and wear and tear of turf.
- Add additional shade structures around entire park to distribute use and wear and tear of turf.
- Install drywell in retention basin to accommodate drainage and drinking fountain drain line.
- Add larger LED light poles around perimeter to provide footcandle coverage per standard throughout entire dog park as use occurs at night in the summer time.
- Add dog agility features.
- Apply shade standard per City Shade Study.
- Add secondary maintenance gate for north dog park side to allow maintenance direct access without having to enter through south dog park when being used.
- Add additional riprap along bottom of parking lot basin to address erosion from parking lot runoff.
- Plant additional trees along the perimeter of the dog park outside the fence line to provide additional shade.

Amenity	Assessment
Concrete	3
Dog Bag Station	3
Drinking Fountain	3
Fencing	3
Landscape Area	2
Lighting (Site, Sports, Ped, Etc.)	4
Parking	3
Basin In Parking Lot	2
Public Art	4
Restroom Building	4
Shade Structure	2
Signage	4
Site Furnishings	4
Trash Receptacle	3





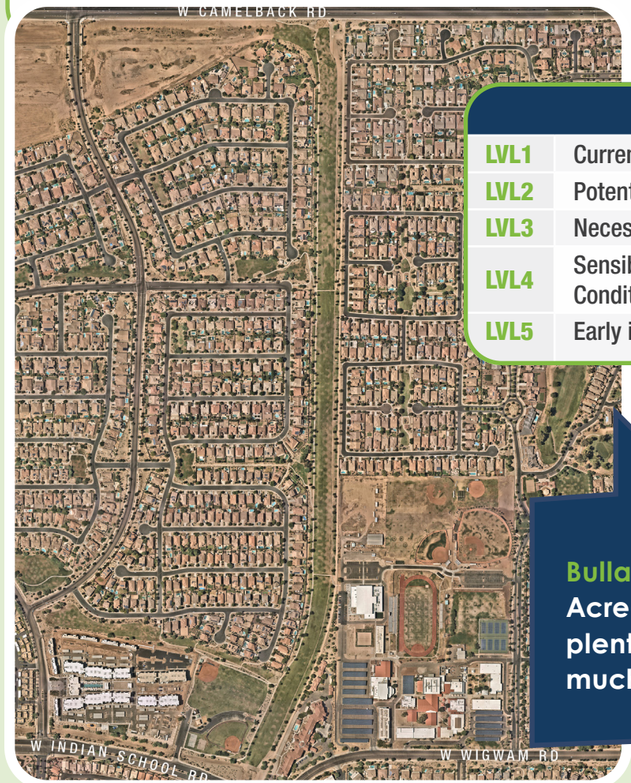
Roscoe Dog Park is a 6 Acre Specialty Park with a lot of room for your four-legged friend to run around!

BULLARD WASH PARK I

Recommendations:

- Add trailhead with parking from Indian School Road at south end of Bullard Wash.
- Access is limited, consider adding parking and trailhead amenities.
- Improved channelization of water, turf is currently six to eight inches higher than concrete low-flow channel due to silt build-up.
- Replace exercise stations.
- Add more benches along walkways.
- Reconfigure pull-offs to accommodate maintenance trailers.
- Reducing turf where possible.

Amenity	Assessment
Bench	4
Landscape Area	4
Lighting (Site, Sports, Ped, Etc.)	4
Open Turf Area	4
Signage	3
Paved Path	4
Unpaved Trail	2
Irrigation System	2



Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

Bullard Wash Park I is a 30 Acre Specialty Park with plenty of paved paths and much more!

BULLARD WASH PARK II

Recommendations:

- Maximize connections to adjacent developments.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.
- Add more benches along walkways.
- Develop expanded plaza with ADA connection from Civic Square to Amphitheater area.

Amenity	Assessment
Amphitheater	5
Bench	4
Irrigation System	3
Irrigation Pond	4
Landscape Area	2
Lighting (Site, Sports, Ped, Etc.)	4
Open Turf Area	3
Parking Lot	4
Picnic Table	3
Public Art	5
Signage (Park Entry)	1
Paved Path	4
Trash Receptacle	4
Fitness Stations	4
Playground	4



Bullard Wash Park II is a 31 Acre Specialty Park with fitness exercise stations, ramadas and much more!



WILDFLOWER PARK NORTH

Recommendations:

- Replace play panels in playground
- Add lighting to playground shade structure.
- Work with Arizona Public Service (APS) to replace and match light fixtures.
- Replace existing ramada and concrete pad.
- Reduce turf to alleviate irrigation pressure issues.
- Add new ADA-compliant switchback ramp to provide access to the park from the following neighborhood areas:
  - Washington Street (East and West sides).
  - Mesquite Drive (East and West side).
  - Adams Street (East and West).
  - Madison Street (East and West).
- Provide concrete multi-use pathway with pedestrian lighting within park area to provide connection to Wildflower School (Jefferson Street to Morning Glory).
- Add a drinking fountain to the park
- Replace concrete header where needed as a result of adjacent tree roots.
- Add drywells and take additional drainage measures to encourage flood mitigation during rain events.
- Add benches along walking paths throughout the park.

Amenity	Assessment
BBQ Pit/Grill	3
Landscape Area	4
Lighting (Site, Sports, Ped, Etc.)	3
Open Turf Area	3
Playground (Shaded)	3
Ramada	2
Signage (Park Entry)	1
Signage	3
Paved Path	3
Trash Receptacle	3



Wildflower Park North is a 7 Acre Neighborhood Park with a shaded playground, ramada and much more!



WILDFLOWER PARK SOUTH

Recommendations:

- Relocate and replace trash receptacles from slopes and place on concrete pads near benches.
- Replace existing ramada and concrete pad.
- Add lighting and ADA ramp to playground.
- Work with APS to match light fixtures.
- Add new ADA-compliant switchback ramp to provide access to the park from the following neighborhood areas:
  - Lincoln Street (East and West side).
  - Sherman Street (East side).
  - Hadley Street (East and West side).
  - Tonto Street (East side).
- Provide concrete multi-use pathway with pedestrian lighting within park area to provide connection to Wildflower School (Grant Street to Buchanan Street).
- Replace concrete header curb south of playground just north of Desert Bloom Street on east and west curbs along tree line.

Amenity	Assessment
Bench	3
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	3
Open Turf Area	3
Picnic Table	4
Playground (Shaded)	4
Public Art	3
Ramada	2
Signage	2
Paved Path	3
Trash Receptacle	4



Wildflower Park South is a 6 Acre Neighborhood Park with a shaded playground, ramada and much more!

Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

RIO PASEO PARK

Recommendations:

- Add wayfinding signage and identification.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.
- Add pedestrian bridge across Roosevelt Canal to provide connection to the city of Goodyear Roosevelt Canal Trail.
- Improve sidewalk along drainage structure crossing Roosevelt Canal to allow for ADA-compliant east/west connection for city of Goodyear Roosevelt Canal Trail.
- Improve wet and dry wells throughout the park.

Amenity	Assessment
Bench	3
Drinking Fountain	3
Lake/Pond	4
Landscape Area	4
Lighting (Site, Sports, Ped, Etc.)	2
Open Turf Area	3
Picnic Table	2
Playground (Shaded)	2
Ramada	3
Shade Structure	3
Paved Path	4
Trash Receptacle	3

Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions



Rio Paseo Park is a 14 Acre Neighborhood Park with a shaded playground, ramada and much more!

PALM VALLEY PARK

Recommendations:

- Add lighting and convenience receptacles to existing ramadas.
- Remove backstop in turf area.
- Consider reduction of small turf areas in order to resolve irrigation pressure issues.
- Add BBQ grills to ramada areas.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.

Amenity	Assessment
Basketball Court (Lighted)	4
BBQ Pit/Grill	4
Bench	4
Bike Rack/Loop	4
Drinking Fountain	4
Landscape Area	4
Lighting (Site, Sports, Ped, Etc.)	4
Open Turf Area	4
Parking Lot	3
Picnic Table	4
Playground (Non-Shaded)	3
Playground (Shaded)	4
Ramada	4
Signage	3
Paved Path	4
Trash Receptacle	4
Volleyball Court (Sand)	4



Palm Valley Park is a 4 Acre Neighborhood Park with volleyball courts, a basketball court and much more!

ESTRELLA VISTA PARK NORTH

Recommendations:

- Either reduce turf area to alleviate water pressure issues for irrigation or add irrigation booster pump to increase water pressure to provide adequate irrigation coverage for turf area.
- Work with the school to identify connectivity between park and school.
- Install perimeter walking loop for park.
- Add ADA-compliant sidewalk connection to the existing west sidewalk at the intersection of 157th Avenue and Lower Buckeye Parkway.
- Add lighting and ADA ramp to playground area.
- Replace trash cans.
- Add more benches.
- Replace cage on backflow preventer.
- Add park signage.
- Add concrete multi-use pathway per park standard from north playground along park east boundary to connect into existing sidewalk along Lower Buckeye Road to create a looped multi-use pathway around the park.
- Lit pathways.

Amenity	Assessment
BBQ Pit/Grill	3
Bench	2
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	3
Open Turf Area and Soccer Field (Non-Lighted)	3
Picnic Table	3
Playground (Shaded)	3
Public Art	4
Ramada	3
Signage	4
Paved Path	4
Trash Receptacle	3



Estrella Vista Park North is a 4 Acre Neighborhood Park with a ramada, a shaded playground and much more!

ESTRELLA VISTA PARK SOUTH

Recommendations:

- Add lighting and ADA ramp to playground area.
- Replace ramada structures.
- Consider turf reduction on slopes to relieve irrigation pressure issues and erosion.
- Remove existing backstop in turf area.
- Add chilled drinking fountains that are equipped with dog bowls at base per standard.
- Add concrete multi-use pathway per park standard along the west park perimeter connecting to existing sidewalk from 157th Avenue to sidewalk to Lower Buckeye Parkway. Sidewalk will need to be bench due to the existing basin and Evaluate slope of eastern sidewalk for ADA compliance

Amenity	Assessment
Basketball Court (Lighted)	3
BBQ Pit/Grill	2
Drinking Fountain	3
Landscape Area	3
Lighting (Site, Sports, Ped, Etc.)	4
Open Turf Area	3
Picnic Table	3
Playground (Shaded)	3
Ramada	2
Signage	2
Paved Path	4
Trash Receptacle	4



Legend

LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

Estrella Vista Park South is a 4 Acre Neighborhood Park with a basketball court, a shaded playground and much more!

CANADA VILLAGE PARK

Recommendations:

- Install lit perimeter walking path in accordance with park standards and ADA compliance.
- Create looped multi-use pathway with pathway lighting per park standard.
- Add a tree along perimeter wall near the ramada/playground area.
- Add ADA ramp for playground access.
- Add drinking fountain for basketball court per standards (chiller, dog bowl).
- Pathway lighting.
- Lighting for basketball court.

Amenity	Assessment
Basketball Court (Lighted)	4
BBQ Pit/Grill	4
Irrigation System	3
Lighting (Site, Sports, Ped, Etc.)	4
Open Turf Area	3
Parking Lot	4
Picnic Table	4
Playground (Shaded)	3
Ramada	4
Signage (Park Entry)	1
Trash Receptacle	3



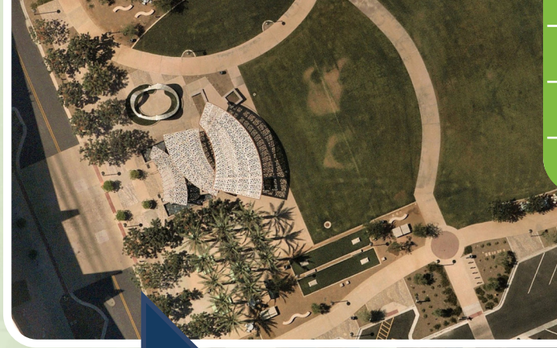
Canada Village Park is a 1 Acre Neighborhood Park with a shaded playground, basketball courts and much more!

CIVIC SQUARE

Recommendations:

- This park was opened in 2023 and is performing as intended. No recommendations for improvement at this time.

Amenity	Assessment
Amphitheater	5
Benches	5
Bike Rack / Loop	5
Cornhole	5
Chessboard (Large)	5
Chair Swings	5
Landscape Areas (Acres)	5
Lighting (Site, Pedestrian)	5
Open Turf Area (Acres)	5
Parking Lot (Spaces)	5
Ping Pong Table	5
Public Art	5
Ramada	5
Tables and Chairs	5



Civic Square is a 2 Acre specialty park with cornhole, an amphitheater, and much more!

Legend	
LVL1	Currently Critical Conditions
LVL2	Potentially Critical Conditions
LVL3	Necessary, but Not Yet Critical Conditions
LVL4	Sensible Improvement to Existing Conditions, Improvement Not Required
LVL5	Early in Lifecycle Conditions

INVENTORY: SYSTEM-WIDE AMENITIES AND QUANTITIES

Park Type	Name	Address	Size (Acres)	Amphitheater	Aquatic Center	Basketball Courts	BMX Track	Corn Hole	Concession Building	Dog Park	Event Lawn	Fitness Exercise Station	Horseshoe Pit	Large Rectangular Field (NCAA)	Multi-Use Ballfield (Adult)	Multi-Use Ballfield (Youth)	Performance Plaza	Pickleball Court	Playground (Shaded)	Pump Track	Ramada 17-Person	Ramada 32-Person	Restroom	Recreation Center/ Community Room (SF)	Shade Structure (Fabric)	Skate Park	Splash Pad	Tennis Court (Lighted)	Volleyball Court (Sand)
Neighborhood	Canada Village Park	1489 N. 181st Ave.	1	-	-	.5	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	Estrella Vista Park North	2575 S. 157th Ave.	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	Estrella Vista Park South	2700 S. 157th Ave.	4	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	Loma Linda Park	400 E. Loma Linda Blvd.	5	-	1	1	-	-	-	-	-	-	2	-	-	-	-	-	1	-	1	-	-	2,000	8	-	-	2	-
	Palm Valley Park	13189 W. Monte Vista Dr.	4	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	2
	Palmateer Park	200 E. Western Ave.	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	Parque De Paz	1601 N. Palo Verde Dr.	3	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	Portales Park	15513 W. Monte Vista Rd.	17	-	-	.5	-	-	-	-	-	7	-	-	-	-	-	-	2	-	3	-	-	-	-	-	-	-	-
	Rio Paseo Park	Virginia and 151st Ave.	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	5	-	-	-	-	-	-	-	-
	Wildflower Park North	16151 W. Monroe St.	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	Wildflower Park South	16150 W. Desert Bloom St.	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
Community	Falcon Park	15050 W. Indian School Rd.	16	-	-	1	-	-	-	-	-	-	-	1	1	1	-	-	2	-	3	-	1	-	-	-	-	-	1
	Foothills Community Park	12795 S. Estrella Pkwy.	20	-	-	-	-	-	1	-	-	-	-	1	1	2	-	-	1	1	1	-	1	-	8	-	-	-	-
	Goodyear Community Park	3151 N. Litchfield Rd.	36	-	-	2	-	-	1	1	1	-	-	-	2	1	1	4	2	-	7	-	2	-	8	1	1	4	2
	Goodyear Recreation Campus	420 S. Estrella Pkwy.	40	-	1	2	-	-	-	-	1	-	-	2	2	-	1	6	2	-	6	5	3	48,000	37	-	-	2	2
Specialty	Civic Square	1900 N. Civic Sq	2	-	-	-	-	2	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	BMX	15600 W. Roeser Rd.	5	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bullard Wash Park I	150th Ave. and Indian School Rd. north to Camleback	30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
	Bullard Wash Park II	150th Ave. between Virginia and McDowell Rd.	31	1	-	-	-	-	-	-	-	8	-	-	-	-	-	-	1	-	3	-	-	-	-	-	-	-	-
	Roscoe Dog Park	15600 W. Roeser Rd.	6	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
	Goodyear Ballpark	1933 S. Ballpark Way	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Reds Development Complex	3125 S. Wood Blvd, Goodyear, AZ, 85338	44	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-
	Guardians Development Complex	2601 S. Wood Blvd, Goodyear, AZ, 85338	48	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-
		TOTAL	444	1	2	10	1	2	2	2	3	15	2	4	14	16	3	10	19	1	38	5	7	50,000	65	1	1	8	7

CHAPTER 6

Trails



Bullard Wash Linear Park

OVERVIEW

Benefits of trails:

- Trail System Features, Standards, and Classifications
- Existing city of Goodyear Trail System
- Planned and Future Pathway/Trail Corridors
- Regional Connectivity
- Park Network/Trail Connectivity
- Potential Grant Funding Opportunities



Bullard Wash Linear Park

Introduction

The city of Goodyear's pathway and trail system is a growing network comprised of both paved multi-use pathways and unpaved trails utilizing local and regional corridors to provide connectivity to the City's existing facilities, parks system and amenities. Goodyears' pathway and trail network currently includes over 14 miles of concrete multi-use pathway and 12 miles of unpaved pathways, which includes Falcon Trail, Bullard Wash Trail, Roosevelt Canal Trail, and PebbleCreek multi-use pathway. Several key future planned pathway and trail corridors include:

Bullard Wash Multi-Use Pathway – Continuation of the City's premiere north/south multi-use pathway network from McDowell Road south to Estrella Mountain Regional Park.

Corgett Wash and Lum Wash – These existing drainage wash corridors in south Goodyear provide six miles and seven miles of trail access from Estrella Mountain Regional Park though Estrella Mountain Ranch to the Gila River. Both Corgett Wash and Lum Wash are part of the five-mile unpaved Estrella Loop Trail within the Estrella Mountain
Ranch community.

Washerman Wash – This existing drainage wash in south Goodyear provides eight miles of trail and access through Rainbow Valley allowing connections to the Sierra Estrella Wilderness Area and the Sonoran Desert National Monument.

Gila River – The El Rio is a planning effort championed by Maricopa County with the partnering cities of Avondale, Buckeye, and Goodyear to increase awareness, appreciation, and access to the Gila River.

Goodyear is fortunate to have a natural corridor, Bullard Wash, traversing the city north to south. The Bullard Wash Corridor has potential for multimodal connectivity providing key linkages throughout the city of Goodyear and beyond. This central spine connects the northern and southern halves within the heart of the city. The City has moved forward with a Master Plan to further study the extension of Bullard Wash Bicycle and Pedestrian Path south to Goodyear Ballpark and ultimately to Estrella Mountain Regional Park. The pathway connects residential areas to businesses, schools, municipal facilities, and parks. The proposed pathway, including the previously completed areas north of McDowell Road, offers the opportunity to dedicate 130 miles of pathway to active recreation and enhanced bicycle and pedestrian connectivity.

Falcon Trail – Previously identified as Bullard Wash I, Falcon Trail includes a multi-use pathway from Camelback Road south to Indian School Road providing connections to Falcon Park which includes additional multi-use pathways and neighborhood connections. Falcon Trail provides a two-mile looped pathway along the west and east banks of the wash. The PebbleCreek development separates the original Bullard Wash I from the Bullard Wash II pathway which does not allow the pathways to connect.

Bullard Wash Multi-Use Pathway – The City has completed a mile segment of Bullard Wash Multi-use pathway from the Roosevelt Canal south through Rio Paseo park to McDowell Road. This segment includes grade-separated crossings at West Virginia Avenue, Monte Vista Road, and McDowell Road. Amenities within this segment of the wash include large turf open space, playground area, exercise fitness nodes and amphitheater. This key north/south trail provides connections to the recently completed Goodyear Civic Square, Georgia T. Lord Library, and Civic Square Park.

The previous phases provide multi-use connectivity to an array of amenities and space for a myriad of programming needs. The additional segments south of McDowell Road to the Gila River introduce the ability to add five miles of north/south connectivity for the City complete with grade-separated crossings. More information can be found later in this chapter and in Appendix D.

The Parks and Recreation Master Plan update builds upon the trails chapter developed from the previous Parks, Recreation, Trails and Open Space Master Plan which included the current and future network and standards for the system. In addition to the community outreach, stakeholder and user group input, and survey results this plan also included collaboration with the City's General Plan and Transportation Master Plan update teams. This was a key component for this plan to ensure key points of connection and access are integrated into the City's Transportation Master Plan for the development of a comprehensive multimodal network.

The trails plan includes:



Trail features, standards, and classifications

Inventory of the trail network including existing multi-use pathways, trails, and sidewalk connectors operated by the city of Goodyear

Inventory of existing trails and paths that are provided by entities other than the city of Goodyear



Proposed trail and pathway opportunities for increased connectivity throughout the system



BENEFITS OF TRAILS

Trails are a link to the outdoors, providing opportunities for recreation, exercise, and alternative modes of transportation. Trails provide people of all ages safe, attractive, accessible alternatives for people to cycle, walk, hike, jog, or skate. The recreation, health, environmental, and transportation benefits of trails can collectively contribute to an overall enhanced quality of life in communities.

Ninety-one percent of Goodyear residents recognize high-quality park and trail experiences are important to the quality of life in the city of Goodyear.

Health

Trails allow people of all ages to incorporate exercise into their daily routines by connecting them with places they want or need to go. Communities that encourage physical activity by making use of linear corridors can see a significant effect on public health and wellness.

Environment

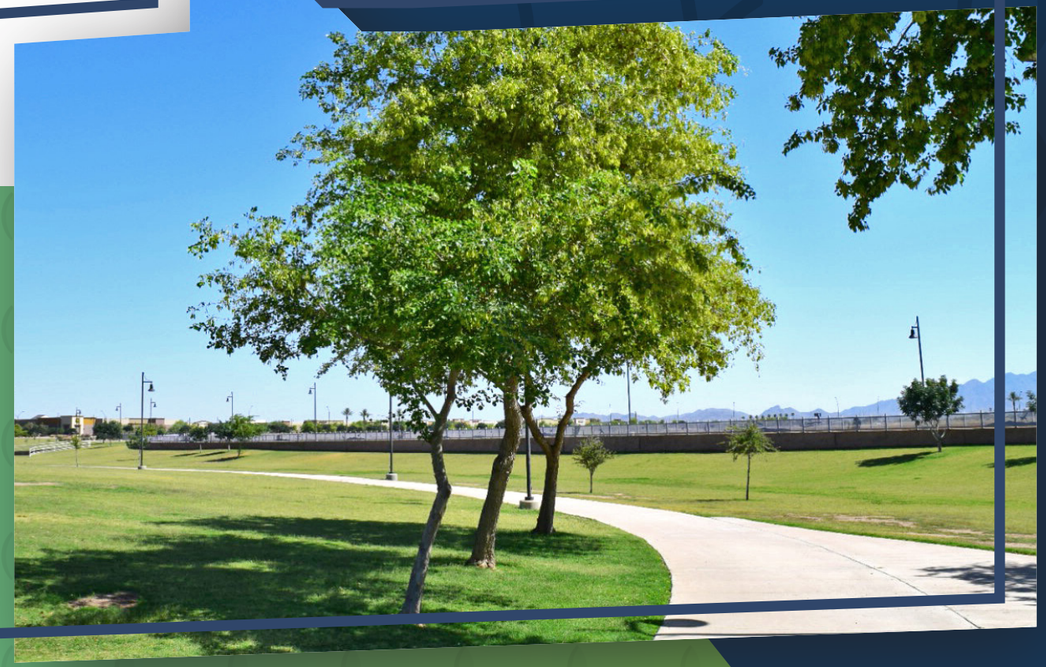
Trails are an integral part of our natural environment and can be used as a tool for conservation and provide access to open space. Trails provide opportunities to preserving important natural landscapes, proving necessary links between habitats, and opportunities for protecting plant and animal species.

Transportation

In addition to providing a safe place for people to enjoy recreation activities, trails often function as viable transportation corridors. The city of Goodyear's National Community Survey, 2021 by NCS asked the community the importance and facets of livability which included a 52% rating of the overall quality of the transportation system. Trails can be a crucial element to a seamless urban or regional multimodal transportation system. Nearly half of all car trips are less than three miles and more than a quarter are one mile or less. (Centers for Disease Control and Prevention, 2018). Trails provide transportation options and cut fuel expenses, offering reliable means of transportation for short-distance trips.

Economy

Trails also provide economic benefits to communities by making more attractive places to live, work, and play. Trails consistently remain the number one community amenity sought by prospective homeowners according to the National Association of Homebuilders.



TRAIL SYSTEM FEATURES, STANDARDS, AND CLASSIFICATIONS

This Master Plan update carries forward the trail standard established in the previous 2014 Parks, Recreation, Trails and Open Space Master Plan which identified two broad categories for path and trail systems:

Core Elements and Supporting Elements

Core Elements

Linear network of paved paths and unpaved trails that exist within several citywide corridors. City sidewalks within the roadway/right-of-way network provide critical Americans with Disabilities Act (ADA)-compliant access and connectivity to the path and trail system.

Paths

Pathways are defined as a stand-alone, all weather, paved surface which provides a multi-use feature allowing bicyclists, pedestrians, strollers, wheelchair users, in-line skaters, and other non-motorized users access to a smooth consistent surface. Concrete paths with saw-cut joints are preferable; however, asphalt paving is also accessible. The ultimate pathway pavement section shall utilize a geotechnical report to determine pavement thickness based on loading for emergency vehicular access. Typical pathway cross slope is to be 2% max and longitudinal slope is 5% max as per ADA requirements.

The American Association of State Highway and Transportation Officials (AASHTO) has developed the guide for planning, design, and operations of bicycle facilities which provides design guidance for shared-use pathways. This standard recommends pathways to be a minimum of 10 to 12 feet wide for bicycle use.

Trails

Stand-alone trails are utilized by mountain/recreational bicyclists, hikers, runners, and equestrian riders who prefer a natural (unpaved) surface in lieu of the all-weather concrete/asphalt section. Trail width can vary, but an eight-foot width is recommended.

Corridors

Corridor widths are guidelines to identify the ideal spatial relationships of paths and trails to each other, to roadways, buildings, walls, fences, property lines, and other features. Path and trail corridor widths promote safety, a respect for the environment, and respect for neighbors. The recommended corridor widths along roadways total the path/trail width and buffers between the roadway and adjacent walls/property lines or buildings. It is likely that this recommended width can be accommodated with the available right-of-way and land already set aside for utility easements, and building and/or landscape setbacks. Path and trail users are particularly sensitive to their adjacency to roadways. To enhance the users' sense of security and comfort along roadways, the recommended setback between the street and path/trail is greatest along higher volume, major arterial street sections. Narrow setbacks are acceptable within lower volume, minor collector streets classifications. Corridors also exist within open space areas, drainage washes, irrigation canals, railroads, and utility corridors.

Backcountry Trail

Backcountry trails are recommended in open space, mountainous, and wildlife areas. These trails are built with greater sensitivity to the existing natural environment and are narrower than trails in developed parts of the city. Often these trails are developed via field walks to confirm alignments and minimize the level of disturbance with the environment. Backcountry trails allow users to experience the native Sonoran Desert while limiting impact on vegetation and habitats.

See description of core elements for paths and trails table for pathway and corridor standard recommendations.

Pathways Types

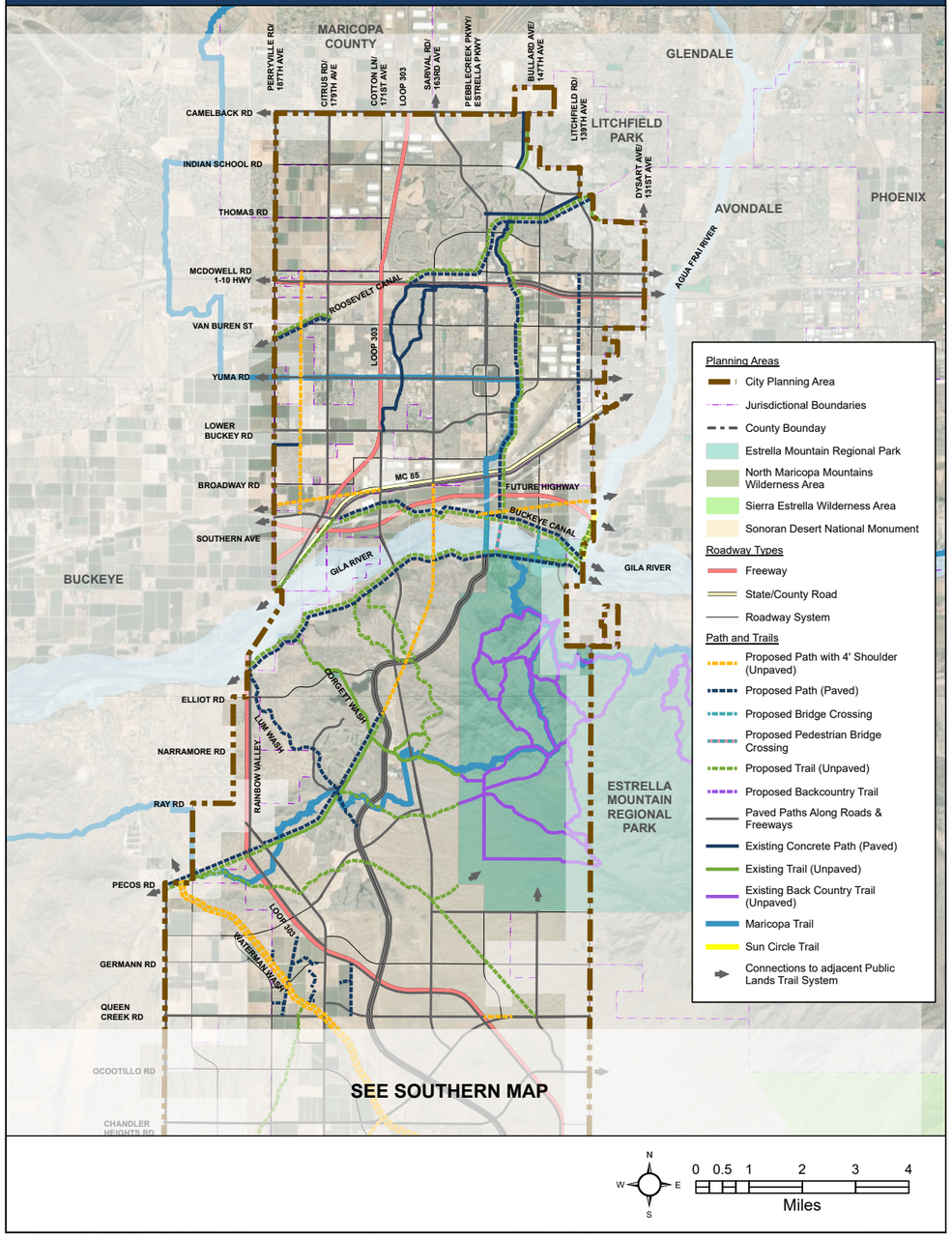
Element	Type	Width		Description
		Path Width	Shoulder Width	
Path	Paved	10' - 12'	Four-foot-wide unpaved shoulders each side of path, 2% max slope, with 6:1 side-slope from shoulder to existing grade.	Concrete with thickness as per geotechnical report recommendations
Trail	Unpaved	8'	Two-foot-wide unpaved shoulders each side of path, 2% max cross slope, with 6:1 side slope from shoulder to existing grade.	One-quarter inch minus compacted or stabilized decomposed granite plus two-foot soft and cleared shoulder on each side of trail. Cross-slope to be 2% max as per ADA
Backcountry Trail	Native Soil	3' - 4'	Two-foot-wide shoulders	Compacted native soil plus two-foot cleared shoulder on each side

Corridors

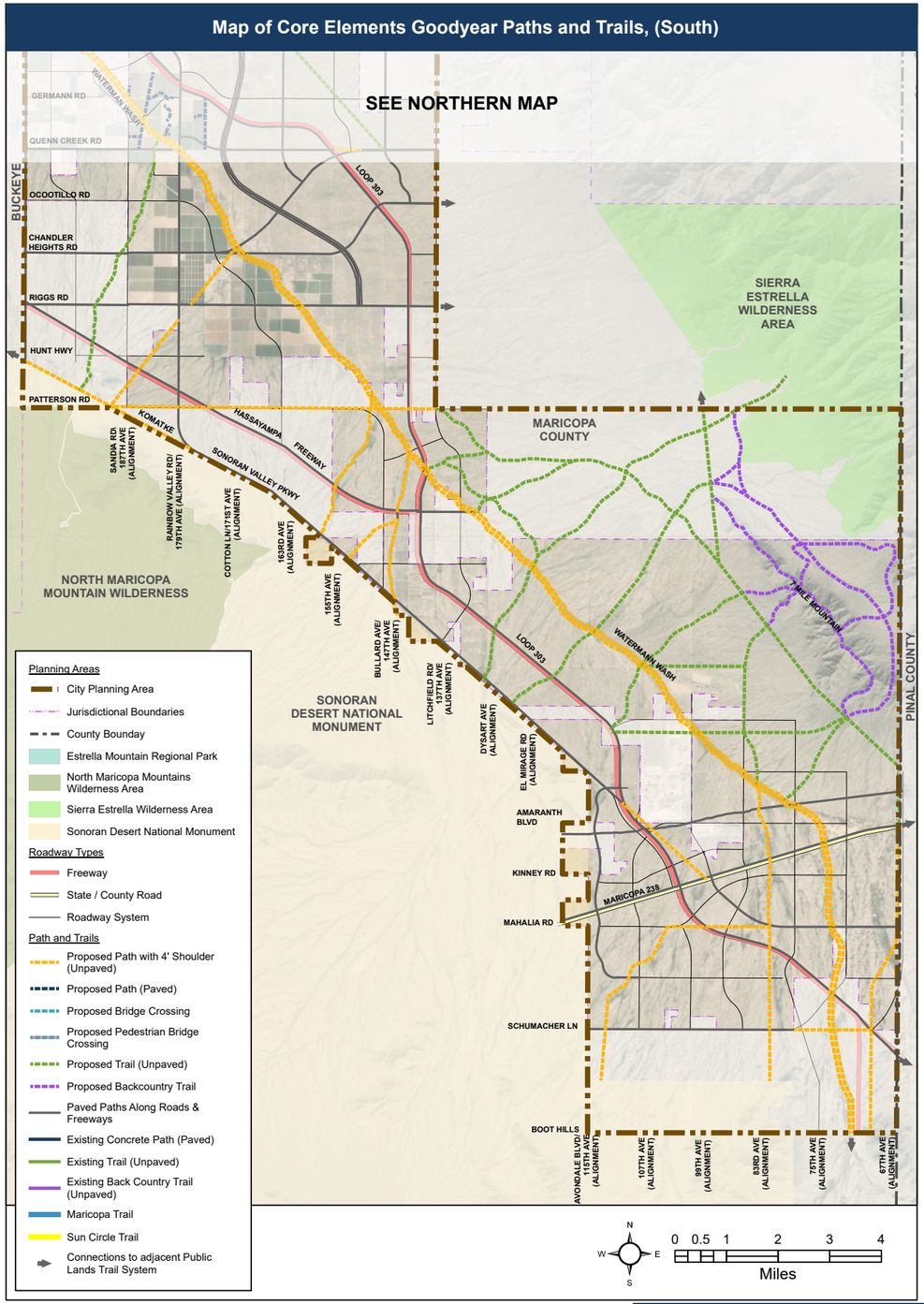
Element	Type		Description
Adjacent to Roads			
Trail	Unpaved	20' - 50'	Corridor width varies based upon roadway classification: the higher the classification, the wider the corridor. Corridors include outside buffers between a curb, fence, or property line to the path, and the path (including two-foot shoulder). Within the corridor, the path and shoulder would be 10 to 12 feet wide.
Backcountry Trail	Native Soil	15' - 46'	Corridor width varies based upon roadway classification: the higher the classification, the wider the corridor. Corridors include outside buffers between a curb, fence, or property line to the path, and the path (including two-foot shoulder). Within the corridor, the path and shoulder would be 10 to 12 feet wide.
Adjacent to a River, Drainage-Way, Canal, or Within Open Space			
Path	Paved	34' - 36'	Corridor width varies by path width.
Trail	Unpaved	48'	
Backcountry Trail	Native Soil	33' - 34'	Corridor width varies based upon roadway classification: the higher the classification, the wider the corridor. Corridors include outside buffers between a curb, fence, or property line to the path, and the path (including two-foot shoulder). Within the corridor, the path and shoulder would be 10 to 12 feet wide.
Railroad	Paved/ Unpaved	50'	Corridor width varies based on railroad right-of-way. Corridors include outside buffers between a curb, fence, or property line to the path, and the path (including two-foot shoulder). Within the corridor, the path and shoulder would be 10 to 12 feet wide.

The current path and trail system Core Elements map provides the current pathway, trail, and connector sidewalk network along with the identified proposed path and trail network.

Map of Core Elements Goodyear Paths and Trails, (North)



Map of Core Elements Goodyear Paths and Trails, (South)



Supporting Elements

Supporting elements are amenities that allow users to access the path or trail network and be informed about the system. These elements include trail wayfinding signage, trailheads, crossings, access, entry nodes, and boundary access points.

Signage

Signage within the path and trail system includes entry monument, directional, regulatory, boundary, warning, interpretive, and etiquette. Wayfinding is a critical element within the path and trail system to help users navigate and connect to all the available multimodal network within the system. Wayfinding is recommended to increase user navigational knowledge, experience, and connectivity throughout the city and the existing park network. See parks, paths, and trails map (page 149) for the current pathway, trails, and sidewalk network providing linkages to the existing city of Goodyear park system.

Access

The ability for users to access and connect to the existing pathway system includes several options to enter and utilize the network. This includes connections from the right-of-way and street crossings, to points of connection (entry nodes), vehicular parking and access (trailheads), and adjacent agency/city connections.

Trailheads

Trailheads provide drive-in and non-vehicular access to local and regional destinations and open space areas. Trailheads, when combined with other parks and public facilities like the City Civic Square or park and rides, can provide additional access points and fill in access gaps within the path and trail system. This Master Plan update builds upon the previous 2014 Parks and Recreation Plan trailhead standards which includes five trailhead types.

Entry Nodes

Entry nodes are developed access areas along all types of path and trail corridors that serve to connect neighborhoods and provide local access to the system.

Boundary Access Points

Boundary access points are designated access points providing a connection into public lands or lands managed by other agencies. Boundary access points clearly mark a change in jurisdictional management and provide critical information to users on signs.

Crossings

One of the overarching themes that was heard from City leadership, stakeholders, and user groups was the importance of providing safe crossings at street intersections, drainage washes, canals, and utility corridors. Crossing types include grade-separated crossings (bridge or underpass) and enhanced at-grade crossings (signalized or beacon controlled).

Trailheads and Access

Element	Size	Description
Trailhead (T1) Level 1	Approximately four acres	Includes 31 to 60 parking spaces, benches, drinking water, restroom, lighting, shade structure, picnic ramada, bike racks, and signs
Trailhead with Equestrian Amenities (T1E) Level 1	Approximately six acres	Includes 31 to 60 standard parking spaces, plus 10 to 15 equestrian spaces on natural surface material in addition to benches, drinking water, restroom, lighting, shade structure, picnic ramada, bike racks, signs, ADA mounting ramp, manure disposal area, one round pen, one wash rack, and hitching rails
Trailhead (T2) Level 2	Approximately three acres	Includes six to 30 standard parking spaces, benches, drinking water, restroom, lighting, shade structure, picnic ramada, bike racks, and signs
Trailhead with Equestrian Amenities (T2E) Level 2	Approximately four acres	Includes six to 30 standard parking spaces, plus five to eight equestrian spaces on a natural surface material in addition to benches, drinking water, restrooms, lighting, shade structure, picnic ramada, bike racks, signs, ADA mounting ramp, manure disposal area, one round pen, one wash rack, and hitching rails
Entry Nodes (Walk-In/ Ride-In Only, No Parking)	Approximately 0.02 acres (900+/- square feet)	Includes benches, drinking water, shade structure, trash disposal, bike racks, signs, and optional lighting. If equestrians in the area: equestrian water source and tethering rails
Boundary Access Points (Walk-In/Ride-In Only, No Parking)	Where Goodyear path or trail connects to public trail within adjacent public lands	Includes two-foot fence opening with step over or feature to discourage motorized use and includes no-parking signs

Crossings

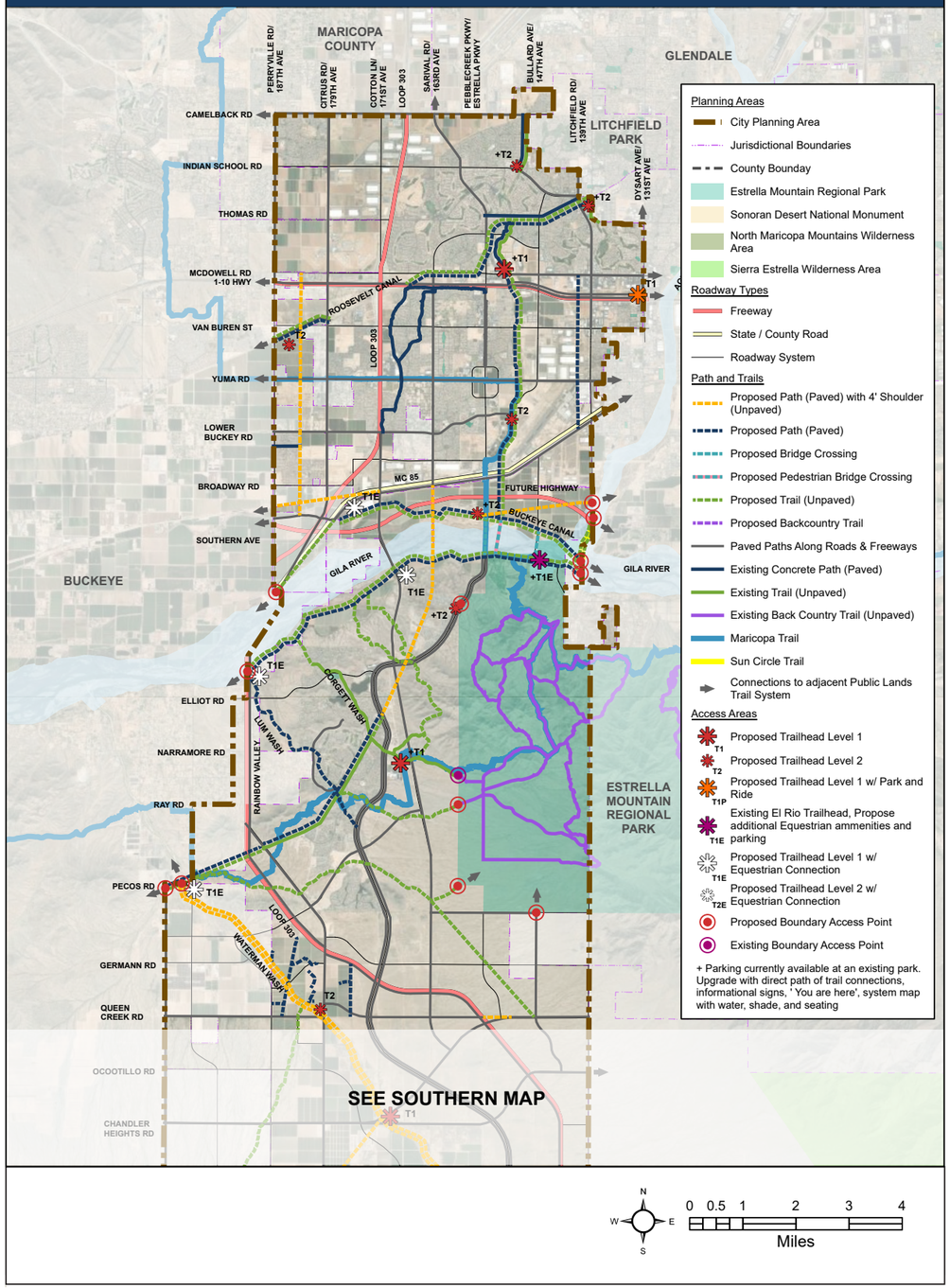
Enhanced At-Grade Crossing	
Signalized At-Grade (Pedestrian High Intensity Activated Crosswalk [HAWK] Beacon Signal)	HAWK signals are traffic signals that allow pedestrians to cross the road safely. HAWK signals operate in a YELLOW–RED–FLASHING RED sequence to alert motorists that pedestrians need to cross the road. Unlike traffic signals, the HAWK only operates when a pedestrian pushes the crossing button. Vehicles are free to move when no one is crossing the street. Motorists should respond to yellow and solid red lights in the same manner as any other traffic signal. After stopping for the red light, motorists may proceed through the crossing area during the flashing red light interval only when safe to do so without risk to pedestrians.
Non-Signalized Mid-Block Crossing	
Wash Low-Flow or Dipped Crossings Through Wash Areas	Width the same as the path or trail, optional lighting. Washed broken aggregate concrete for trail crossings, heavy broom finish concrete for path crossings.

Grade-Separated Crossing

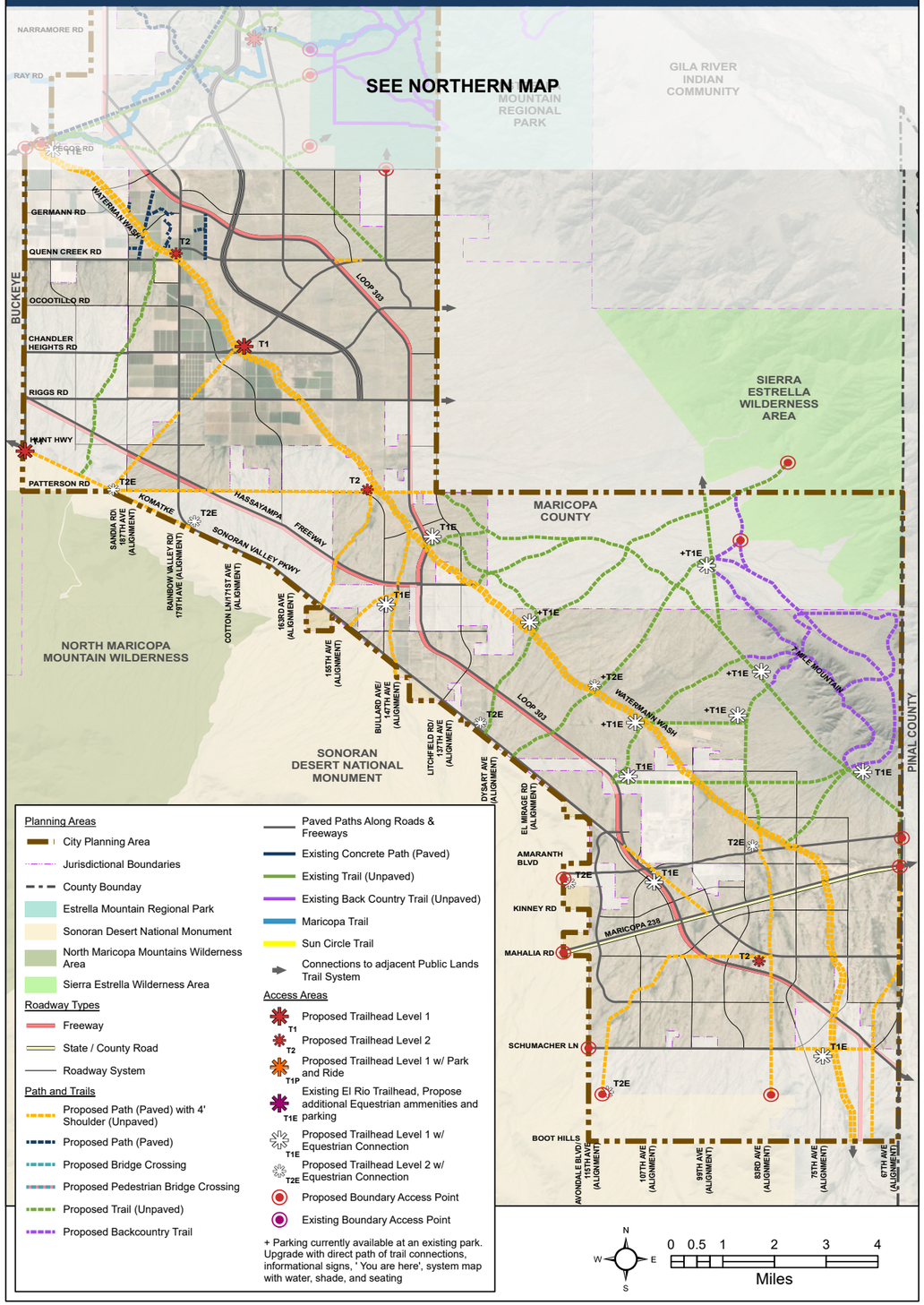
Bridge Underpass	15’ Minimum	Continue path
Pedestrian Underpass	15’ Minimum	Smooth for path and roughened concrete for trail, separate and raised above low-flow drainage, lighting, and air shafts
Pedestrian Overpass/Bridge	15’ Minimum	Smooth for path
Shared Bridge (Path or Trail Shares Bridge with Vehicles)	15’ Minimum	Smooth for path

The current path and trail system supporting elements map includes the existing and proposed trailheads and access points. These gaps and access points can be found on the trail crossing maps and the trail access maps.

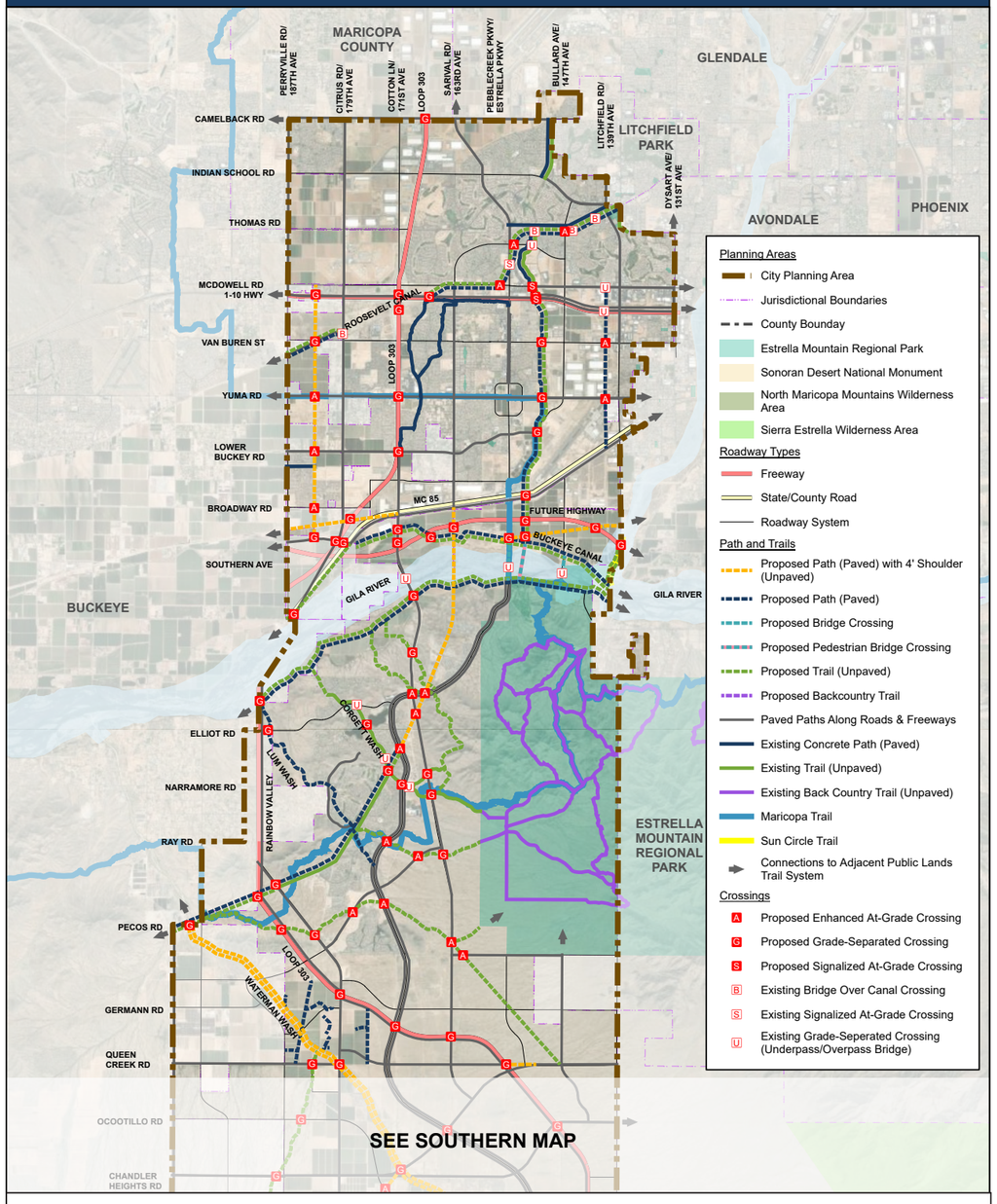
Supporting Elements of the System - Trailheads and Access (North)



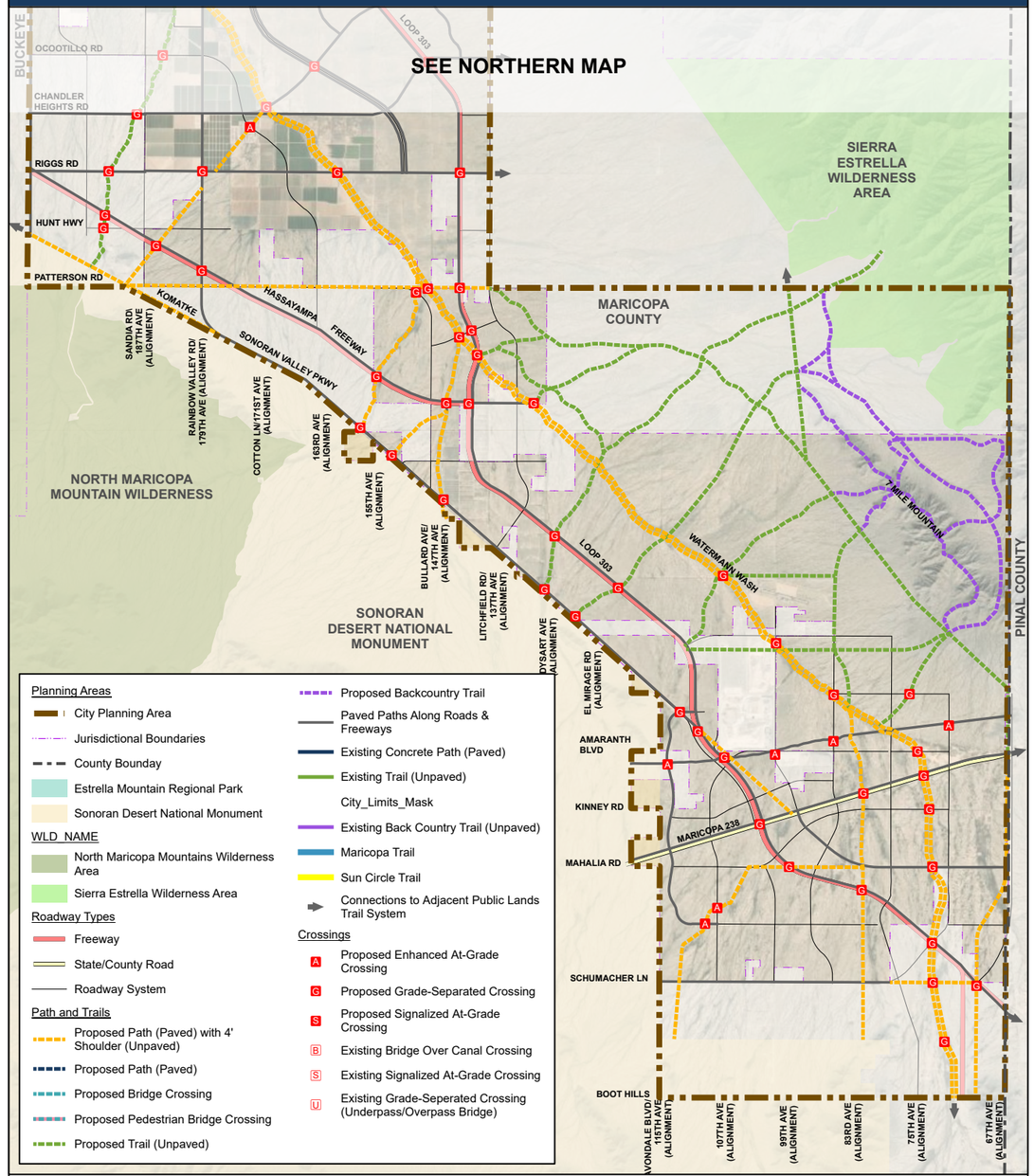
Supporting Elements of the System - Trailheads and Access (South)



Supporting Elements of the System - Trail and Path Crossings (North)



Supporting Elements of the System - Trail and Path Crossings (South)



GOODYEAR - CURRENT PATH AND TRAIL SYSTEM

Multi-Use Pathways Paved - City of Goodyear

Name	Surface	Width	Unit	Length	Unit
Falcon Trail	Concrete	10	Feet	1.75	Miles
Roosevelt Canal Trail (Goodyear Right of Way)	Concrete	8	Feet	1.90	Miles
Estrella Parkway	Concrete	Varies 8/10	Feet	18.20	Miles
Westar Drive	Concrete	10	Feet	2.21	Miles
Goodyear Community Park	Concrete	10	Feet	0.90	Miles
Goodyear Recreation Campus	Concrete	10	Feet	1.00	Miles
Bullard Wash Trail	Concrete	10	Feet	2.00	Miles
PebbleCreek Multi-Use Pathway and Trail	Concrete	10	Feet	3.70	Miles
			Total	31.66	Miles

Trails Unpaved - City of Goodyear

Name	Surface	Width	Unit	Length	Unit
Falcon Trail	Decomposed Granite with Header Curb	14	Feet	1.06	Miles
PebbleCreek Multi-Use Pathway and Trail	Decomposed Granite	8	Feet	2.35	Miles
Portales Trail	Decomposed Granite with Curbs	15	Feet	0.35	Miles
YMCA Trail	Decomposed Granite with Curbs	12	Feet	0.53	Miles
Estrella Parkway	Decomposed Granite	6	Feet	1.29	Miles
Corgett Trail	Unpaved/Native Desert Pavement	6	Feet	5.35	Miles
Powerline Coridor	Unpaved/Dirt/AB	20	Feet	4.90	Miles
Maricopa Trail	Unpaved/Dirt/AB	Varies 3 - 4	Feet	9.00	Miles
			Total	24.83	Miles

Sidewalk Corridor Connectors - 6 to 8 feet Wide - City of Goodyear

Name	Surface	Width	Unit	Length	Unit
Sarival Avenue	Concrete	6 & 8	FT	6.10	Miles
Litchfield Road	Concrete	6 & 8	FT	9.28	Miles
Indian School Road	Concrete	6 & 8	FT	10.30	Miles
McDowell Road	Concrete	6 & 8	FT	10.20	Miles
Van Burren Road	Concrete	6 & 8	FT	9.48	Miles
Willis Road	Concrete	8	FT	1.20	Miles
Yuma Road	Concrete	6 & 8	FT	5.59	Miles
			Total	52.15	Miles

HOA Pathways Paved

Name	Surface	Width	Unit	Length	Unit
Canyon Trails Linear Park Trails West Greenbelt	Concrete	6	FT	4.90	Miles
Canyon Trails Linear Park Trails East Greenbelt	Concrete	6	FT	1.90	Miles
			Total	6.80	Miles

Irrigation District Canals - Unpaved

Name	Surface	Width	Unit	Length	Unit
Roosevelt Canal	Unpaved Canal Bank	18	FT	3.85	Miles
Buckeye Canal	Unpaved Canal Bank	18	FT	6.19	Miles
			Total	10.04	Miles

EXISTING CITY OF GOODYEAR TRAIL SYSTEM

The existing city of Goodyear trail system comprises of multi-use pathways and trails providing local connectivity throughout the City's right-of-ways, park system, and residential HOA areas. This includes pathways and trail networks within existing wash corridors and along canals, riverways, and utility corridors. This system provides both local and regional connectivity opportunities throughout the city.

Existing Multi-Use Pathways and Trails

Falcon Trail (Camelback Road to Indian School Road)

Falcon Trail, formerly known as Bullard Wash I, includes an all-weather surface concrete multi-use pathway (10-foot-wide) with pathway lighting and sidewalk access to Camelback Road south along the west side of the Bullard Wash to Indian School Road. The east side includes a soft decomposed granite pathway (14-foot-wide) which also provides maintenance access for the City extending south from Camelback Road to Indian School Road. There are two concrete sidewalk connector paths within the wash that provide east/west connections. The two crossings are approximately ½ mile apart creating two looped one-mile segments within the overall two-mile looped pathway from Camelback Road to Indian School Road. Falcon Trail includes several key connections to the Palm Valley residential community as well as a connection to Millennium High School and Falcon Park. Falcon trail also includes connections to the existing multi-use pathway within Falcon Park providing access to an additional ½ mile of looped multi-use pathways within the park.



Recommendation:

- The City is to rename Bullard Wash I to Falcon Trail due to the separation created from the PebbleCreek development which does not provide a pathway connection to Bullard Wash Trail.



Roosevelt Canal Trail (City of Goodyear Right-of-Way 1.9 miles)

This trail inculdes an east/west all-weather surface, 8-foot-wide concrete multi-use pathway along the north side of the Roosevelt Canal within city of Goodyear right-of-way from Litchfield Road to PebbleCreek Parkway. The trail includes the following segments:

Bullard Avenue to PebbleCreek Parkway (1.0 miles)

This segment includes a mile stretch from Bullard Avenue to PebbleCreek Parkway.



Recommendation:

- Construct an improved east/west ADA pathway across the drainage low-flow/ canal crossing spillway and provide a pedestrian bridge east of the drainage low-flow/canal crossing spillway to provide a connection to the Rio Paseo Park and the Bullard Wash Trail providing a direct connection to Goodyear Civic Square and the Library.
- A HAWK beacon signal be installed at the multi-use pathway and PebbleCreek Parkway intersection to provide crossing for pedestrians to cross PebbleCreek Parkway to connect Roosevelt Canal Trail with the PebbleCreek Parkway multi-use pathway and trail.
- A HAWK beacon signal be installed at the multi-use pathway and Bullard Avenue intersection to provide crossing for pedestrians to cross Bullard Avenue and continue along the Roosevelt Canal Trail.
- A HAWK beacon signal be installed at the multi-use pathway and 144th Avenue intersection to provide crossing for pedestrians to cross 144th Avenue and continue along the Roosevelt Canal Trail.

Note: This is a recommendation to provide an east/west ADA connection over spillway

Litchfield Road to 144th Avenue (0.41 miles)

This segment includes two pedestrian canal bridges—one at Litchfield Road and a second one at the midway point between Litchfield Road and 144th Avenue connecting the north and south Palm Valley neighborhoods. The pathway ties into Merrell Street at a non-signalized intersection crossing of 144th Avenue.

144th Avenue to Bullard Avenue (0.46 miles)

This segment includes a pedestrian canal bridge connecting the north and south Palm Valley neighborhoods. There is an at-grade crossing of Bullard Avenue with painted crosswalks and pedestrian crossing signage.



Recommendation:

- A HAWK beacon signal be installed at the multi-use pathway and Bullard Avenue intersection to provide a safer crossing for pedestrians to cross Bullard Avenue along the Roosevelt Trail.



Bullard Wash Trail (Roosevelt Canal Trail to McDowell Road 2.0 miles)

Bullard Wash Trail is the City's premier multi-use pathway corridor providing key opportunities for north/south connectivity from Civic Square south to the Goodyear Ballpark and Estrella Mountain Regional Park. Bullard Wash Trail is a 10-foot-wide concrete multi-use pathway that begins at Rio Paseo Park just south of the Roosevelt Canal Trail. As noted with the Roosevelt Canal Trail, a new pedestrian bridge is needed to connect the Bullard Wash Trail to the Roosevelt Canal Trail and provide key east/west connectivity to the Bullard Wash Trail, which continues south to McDowell Road.

Roosevelt Canal Trail to West Virginia Avenue (0.3 Miles)

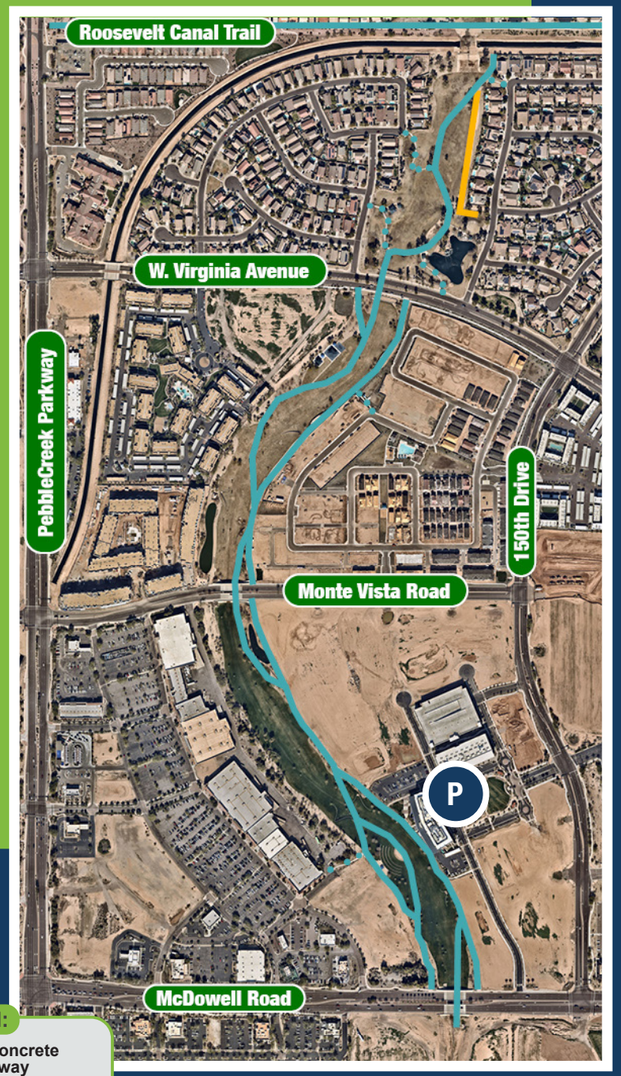
This segment starts in Rio Paseo Park providing four neighborhood connections to the surrounding PebbleCreek neighborhoods. An existing grade-separated crossing occurs under West Virginia Avenue to the south.

West Virginia Avenue to Monte Vista Road (0.75 Miles)

This segment continues through Bullard Wash park which includes turf open space, playground, and fitness course in addition to the meandering 10-foot-wide multi-use pathway which continues south providing both street surface connections with West Virginia Avenue and Monte Vista Road along with another grade-separated crossing at Monte Vista Road.

Monte Vista Road to McDowell Road (0.95 Miles)

This segment continues through Bullard Wash park which includes turf open space, amphitheater, and meandering 10-foot-wide multi-use pathway which continues to the south providing both street surface connections with Monte Vista Road and McDowell Road along with another grade-separated crossing at McDowell Road where the pathway currently ends.



PebbleCreek Parkway Multi-use Pathway and Trail (Monte Vista Road to Camelback Road 2.0 miles)

PebbleCreek Parkway has eight-foot-wide detached concrete sidewalks from the I-10 north to Charles Avenue (south of Camelback Road). On the west side of PebbleCreek Parkway starting at Harvard Street (north of Monte Vista Road just north of I-10) includes a 10-foot-wide concrete multi-use pathway and a detached eight-foot-wide decomposed granite pathway (unpaved) which extends to Charles Avenue (south of Camelback Road). Includes three at-grade crossings with signalized intersections at West Virginia Avenue, Clubhouse Drive, and Indian School Road.

South of I-10 as PebbleCreek Parkway turns into Estrella Parkway, there are existing eight-foot-wide concrete sidewalks on the east and west sides of the Estrella Parkway to the Goodyear Recreation Center. The only gap in the east/west concrete sidewalk along Estrella Parkway is along the east side sidewalk from I-10 south to Roosevelt Street.



PLANNED AND FUTURE PATHWAY/ TRAIL CORRIDORS

Identified planned and future path/trail corridors include several along existing drainage wash corridors in south Goodyear which include:

Waterman Wash | Lum Wash | Corgett Wash | El Rio

Note: Irrigation District Canal System: Trail development along the Roosevelt and Buckeye canals will require negotiations between the City of Goodyear and these irrigation districts to create agreements to allow access as these canals are privately owned by the districts.

Waterman Wash – This existing drainage corridor has been identified as a future trail corridor providing eight miles of trail and access through Rainbow Valley allowing connections to the Sierra Estrella Wilderness Area and the Sonoran Desert National Monument. Waterman Wash is a tributary drainage corridor which conveys drainage to the Gila River. The Waterman Wash drainage corridor starts from Maricopa Road. The Goodyear portion of the Waterman Wash begins at the southeast corner of Patterson Road and Bullard Avenue and travels northwest to Pecos Road into City of Buckeye limits.

Lum Wash – This seven-mile drainage corridor starts on the west side of Estrella Mountain Regional Park conveying drainage to the northwest through the Estrella Mountain Ranch community with an outlet at the Gila River. A mile portion of this wash is part of the Estrella Loop trail which connects with Corgett Wash trail within the Estrella Mountain Ranch community.

Corgett Wash – This six-mile drainage corridor conveys drainage from the west side of Estrella Mountain Regional Park to the northwest to an outfall at the Gila River. A two mile portion of the Corgett Wash is part of the Estrella Loop trail which connects with Lum Wash trail within the Estrella Mountain Ranch Community.

El Rio – The Gila River has also been identified as a regional path/trail corridor to provide connectivity to the neighboring City of Buckeye to the west and the city of Avondale to the east. In 2016, the El Rio Design Guidelines and Planning Standards Master Plan was developed in a collaborative effort between the cities of Avondale, Buckeye, and Goodyear as well as Maricopa County Planning and Development and Flood Control District of Maricopa County. The Master Plan provides a shared vision to continue to restore the Gila River and provide the County and cities with a consistent design and planning standard to maintain the focus and increase awareness and appreciation of the Gila River.

State Route 30 Freeway Corridor – ADOT recently completed the alignment study for the State Route 30 (SR30) freeway corridor from I-10 to Cotton Lane and the L303 freeway alignment. As part of the alignment study ADOT is also developing a SR30 Active Transportation Conceptual Plan which included a design charette which included Goodyear and surrounding west valley cities. The charrette reviewed several multi-use pathway alignment options along the SR30 corridor. The team also presented three options for crossing alternatives at the proposed traffic interchanges. The SR30 planned alignment includes traffic interchanges at Bullard Avenue, Estrella Parkway, and Cotton Lane within the Goodyear limits. The three crossing alternatives included 1. At-grade crossing, 2. Elevated multi-use pathway, separated from freeway with grade separated crossing with ramps to street level, 3. Grade separated crossing using freeway bridge structure. The SR30 active transportation plan identified multi-use pathway connections with the Bullard Wash multi-use pathway alignment as well as connections with Estrella Parkway, Sarival Avenue, and Cotton Lane.

Private Irrigation Canals

Name	Surface	Width	Unit	Length	Unit
Roosevelt Canal	Unpaved Canal Bank	18	Feet	3.85	Miles
Buckeye Canal	Unpaved Canal Bank	18	Feet	6.19	Miles
			Total	10	Miles

Roosevelt Canal

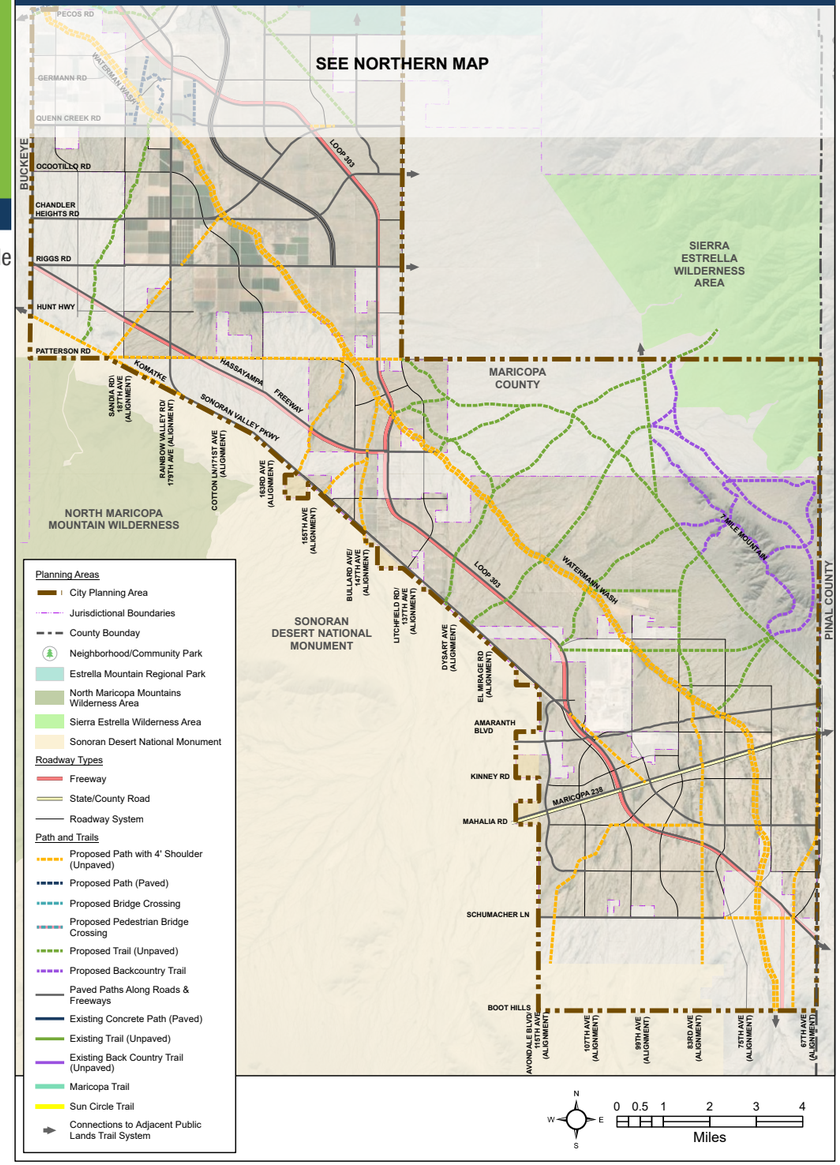
Trail development along the Roosevelt and Buckeye canals will require negotiations between the City of Goodyear and irrigation districts to create agreements to allow access.

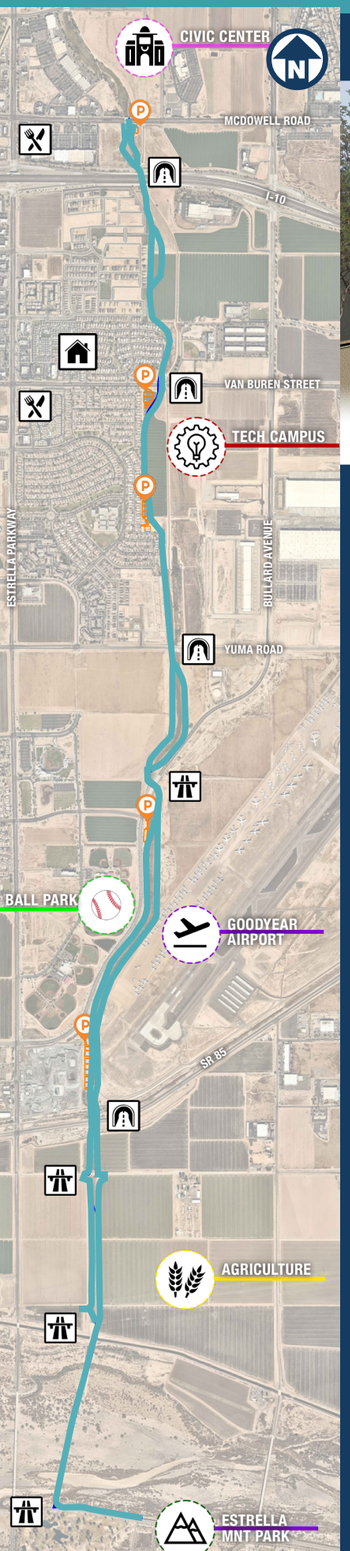
Buckeye Canal

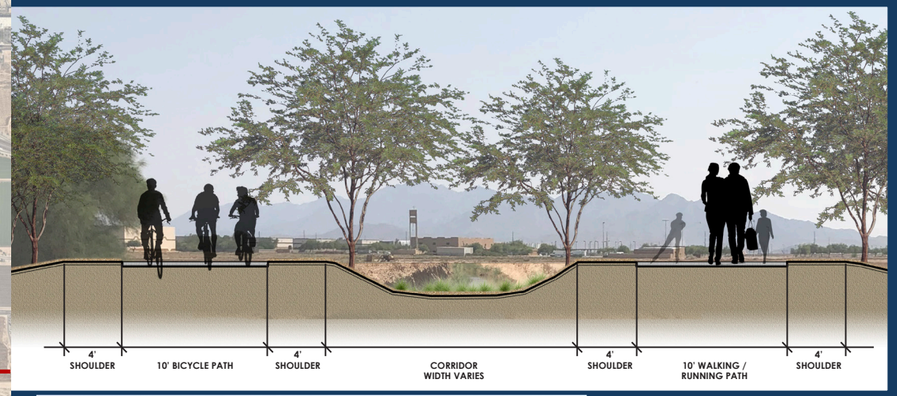
The Buckeye Canal is a private irrigation canal that is owned and operated by the Buckeye Water Conservation and Drainage District (BWCDD). The canal banks range from 18 to 20 feet in width and provide maintenance access to the canal. Currently it is not officially recognized as a trail/pathway. This canal is private property and BWCDD has not authorized the canal bank as a public trail. Use of the canal banks requires partnership/agreement with the BWCDD.

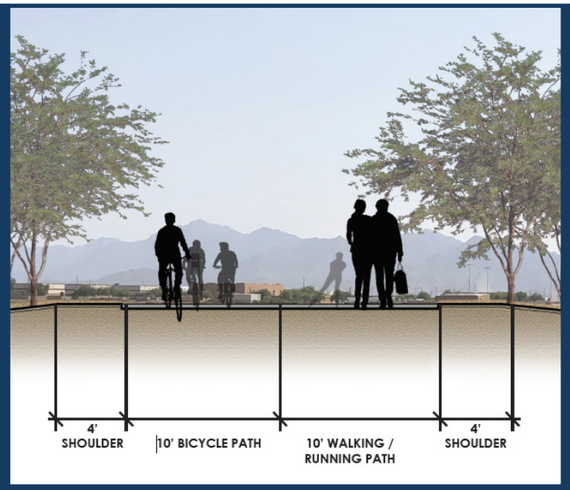
Note: Keep all these segments publicly accessible

Map of Parks, Paths and Trails (South)









Parking & Restrooms
Restaurants
Residential Area
Overpass
Underpass

Planned Multi-Use Pathways and Trails

Bullard Wash Trail (McDowell Road to Estrella Mountain Regional Park 6.5 miles)

As previously identified in the 2014 Parks and Recreation Plan, the Bullard Wash Multi-Use Pathway is an opportunity to continue to build upon and provide increased north and south connectivity to several key City facilities and amenities. As we heard from stakeholders and user groups, the Bullard Wash corridor is an important corridor to provide the community with an off-street north/south multi-use pathway system with grade-separated crossings. A comprehensive Bullard Wash Master Plan has been included in the appendix of this Master Plan. This plan identified the proposed multi-use pathway alignment from McDowell Road to Estrella Mountain Regional Park.

The Recommended Bullard Wash Trail Section Includes:

- Provide an additional three miles of 10-foot-wide multi-use pathway along the Bullard Wash corridor from McDowell Road to the Goodyear Ballpark at Lower Buckeye Road with four grade-separated crossings with I-10, Van Buren Street, Yuma Road, and Bullard Avenue.
- Provide Bullard Wash Trailhead south of McDowell Road. The proposed trailhead includes parking area for 30 cars, restroom building, and four-acre dog park. The proposed trailhead would be within a 30-acre parcel of land currently owned by the Flood Control District of Maricopa County. This parcel currently provides a retention basin to provide additional capacity for the Bullard Wash which is capped at a capacity of 3,200 cubic feet per second (CFS). The proposed trailhead would need to incorporate the required retention basin to ensure the Bullard Wash maintains the required downstream capacity. A previous study with Bullard Wash channelization improvements was completed in 2006 by the District. An updated study would be required to determine the current capacity for the downstream Bullard Wash and the required retention basin sizing due to the upstream development that has occurred since the completion of the 2006 study.
- Provide Bullard Wash Trailhead south of McDowell Road. The proposed trailhead includes parking area for 30 cars, restroom building, and four-acre dog park.

Bullard Wash Trailhead

The McDowell Road to I-10 Bullard Wash segment has been identified to provide a trailhead with potential dog park area. These 30 acres of property along the Bullard Wash is currently owned by the Flood Control District of Maricopa County (FCDMC).

Recommendation:

- Approach Flood Control District of Maricopa County about use or acquisition of property to develop Bullard Wash multi-use pathway and trail head.



Note: For conceptual planning purposes only.

REGIONAL CONNECTIVITY

Maricopa Trail

This 315-mile trail is located throughout Maricopa County connecting the major regional parks (Estrella, Buckeye Hills, White Tank, Adobe Dam, Lake Pleasant, Spur Cross Ranch, Cave Creek, McDowell Road, Usery, and San Tan) within the County system. The Goodyear portion of the Maricopa Trail comes from the west along the Yuma Road alignment connecting to the east with the Bullard Wash Trail, continuing south to Estrella Parkway and west along Vineyard Road to Estrella Mountain Regional Park. The trail has a spur that continues to the west from Estrella Mountain Regional Park along the Corgett Wash trail providing a connection to Buckeye Hills Regional Park.

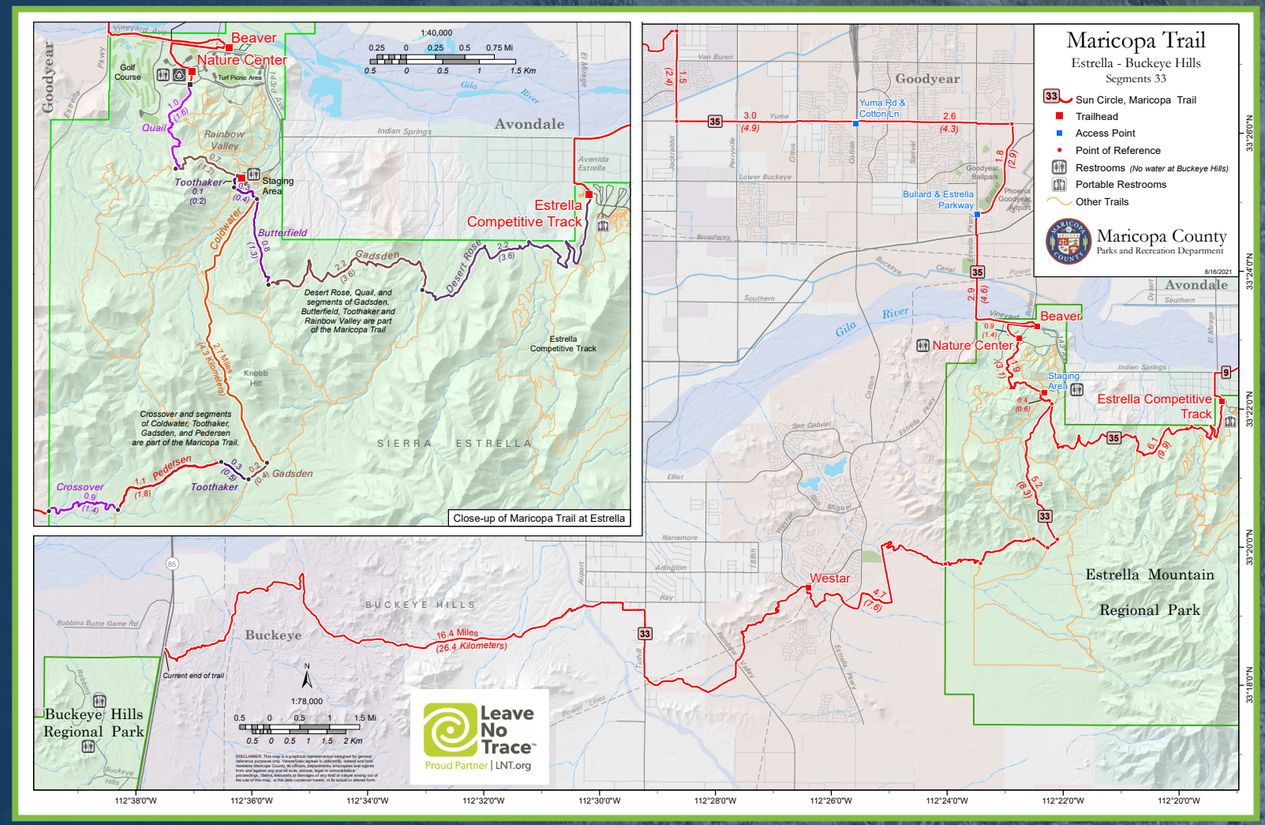
Estrella Mountain Regional Park

This Maricopa County regional park is located within the southern portion of the city of Goodyear and boasts 20,000 acres of pristine desert, mountains, and a large wetland. Many amenities are available to visitors, including baseball fields, the only grass picnic area (65 acres) in the Maricopa County Park System, a golf course, fishing from the Gila River, and over 33 miles of trails.

Having Estrella Mountain Regional Park within the city of Goodyear provides opportunities for access to open space, camping, and 33 miles of trails for hiking, mountain biking, and horseback riding. It is recommended the City work with the County to develop an Intergovernmental Agreement (IGA) to provide Goodyear residents with a reduced rate or free access to Estrella Mountain Regional Park.

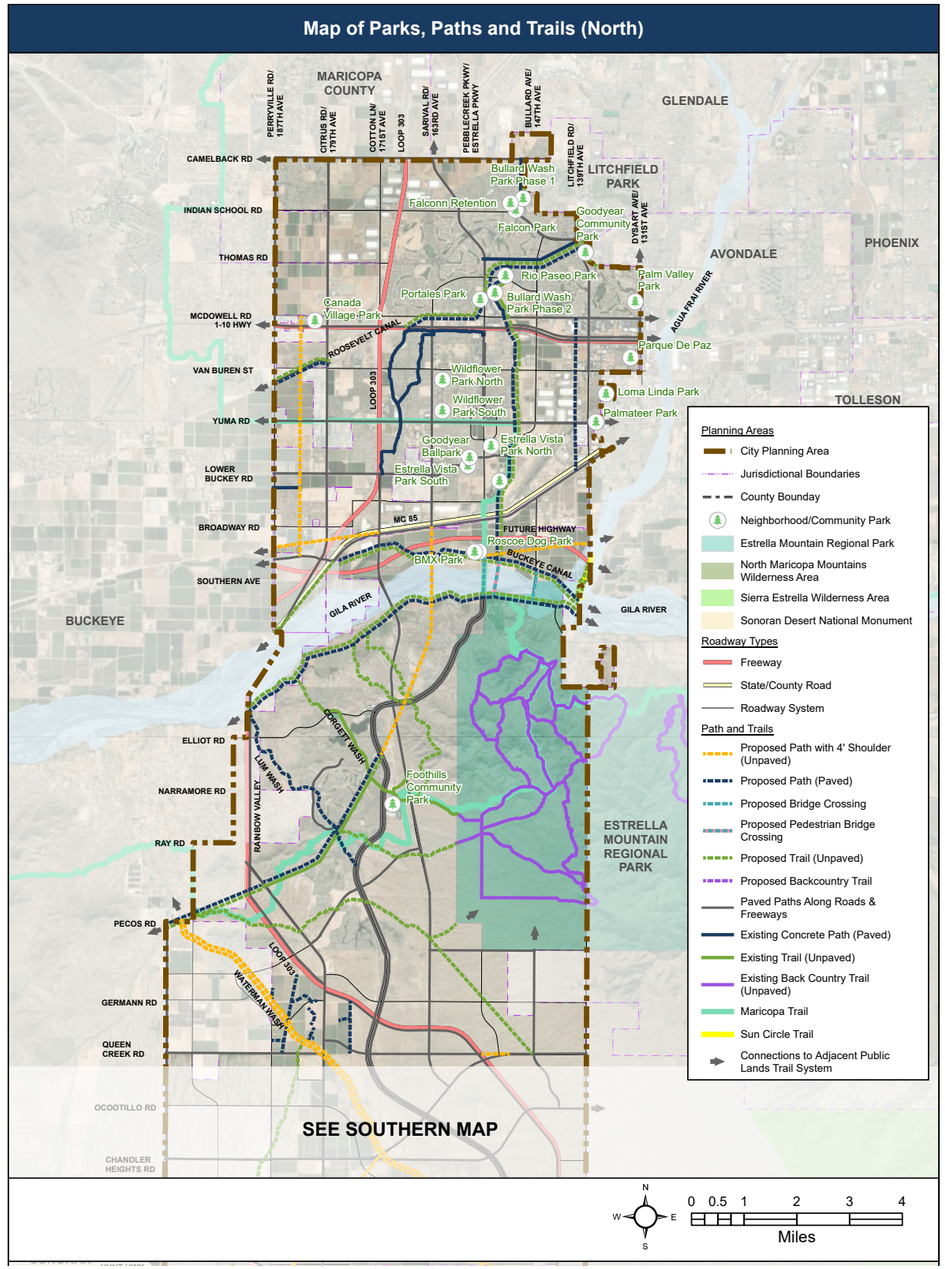
Sun Circle Trail

The Sun Circle Trail was established in 1964 by Maricopa County Parks and Recreation through an agreement with the Bureau of Reclamation to allow the use of canal banks for trails. That agreement was extended an additional 50 years in 2014. This includes the Arizona Canal and Consolidated Canal which do not extend throughout Goodyear; however, the 69-mile looped trail within the West Valley utilized the banks of the Agua Fria and Gila rivers. A portion of this trail is at the confluence of the Agua Fria and Gila riverbanks along the east Goodyear city limits. The riverbanks are not legally permitted to be utilized by the County as the Flood Control District of Maricopa County currently operates the riverbeds and has restricted access to this portion of the Sun Circle trail. Plans call for new agreements with Flood Control District of Maricopa County to re-establish the Sun Circle Trail along the banks of the Agua Fria and Gila rivers to complete the loop.

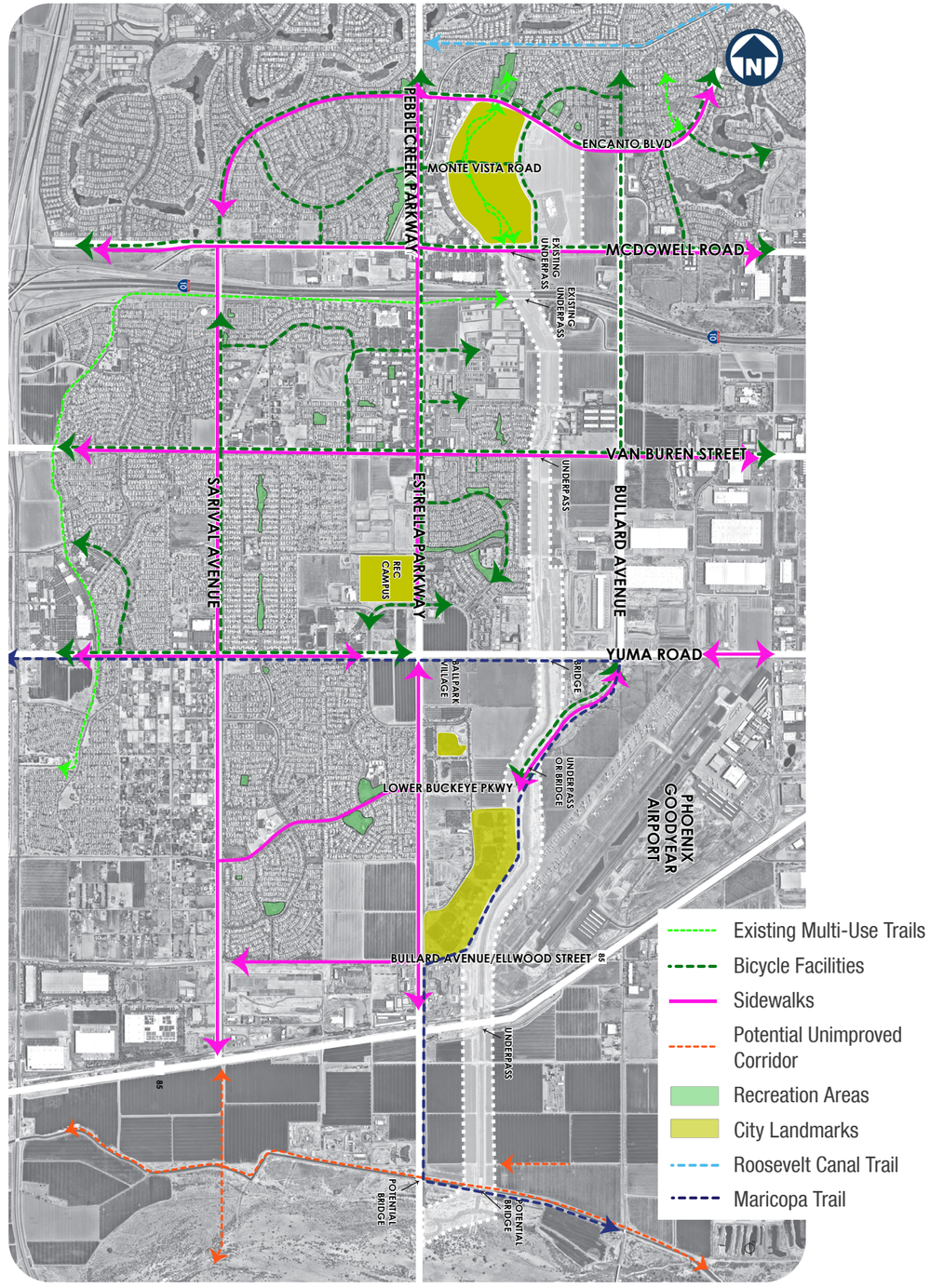


PARK NETWORK/TRAIL CONNECTIVITY

A common theme we heard from the leadership, stakeholders, user groups, and the community included the need to provide multimodal connectivity to the City's existing parks system. A key recommendation to increase multimodal connectivity includes providing trail wayfinding signage and online mapping, and closing gaps between pathways, trails, sidewalks, and crossings. The following maps provide existing parks, paths, and trail locations.



TRAIL CONNECTIVITY MAP



POTENTIAL GRANT FUNDING OPPORTUNITIES

Grants – There are several state and federal grant programs available for parks and recreation projects. The Arizona State Parks and Trails (ASPT) has helped administer grant funding for over 2,300 outdoor recreation projects throughout the state. Potential grant options include:

State Park Heritage Fund

Arizona recently passed legislation to bring the State Park Heritage Fund back, which was previously eliminated in 2010.

Federal Funding

There are several federal funding sources for pathways and trails. Federally funded grants require locally supported funding matches. These grants in the past have included Transportation Enhancement Act (TEA), Moving Ahead Progress for the 21st Century (MAP-21), and Congestion Mitigation and Air Quality (CMAQ) Improvement, which all provide funding for connectivity and multimodal pathway projects.

Land and Water Conservation Fund (LWCF)

The LWCF Act became effective in 1965 providing financial assistance to states for the acquisition and development of public outdoor recreation areas and facilities. Projects include outdoor recreation facilities, the acquisition of parklands, sports fields, bike parks, pools, and playgrounds.



TRAILS

Chapter Summary

The recreation, health, environmental, and transportation benefits of trails can collectively contribute to overall enhanced quality of life in communities.

Provide improved wayfinding and signage throughout the trail and pathway network to increase connectivity.

Increase community awareness of existing trail facilities.

Develop a pathway and trail network to connect the City's parks system to increase walkability and connectivity between parks.

Ensure trails and open space in new developments connect to existing and planned trails to increase connectivity and build the trail network.

Fill in gaps within the system including connections to HOA-owned paths to increase connectivity throughout the pathway and trails system.

Continue with the 2023 General Plan and 2023 Transportation Master Plan to ensure access and connections to the trails system is a high priority.

Continue collaboration with the County to help Goodyear capitalize on regional trail connectivity with the completion of the Maricopa Regional Trail system along with the Gila River and Sun Circle Trail.



CHAPTER 7

Arts and Culture





OVERVIEW

- Art & Culture Division goals
- Signature, Community, and Arts & Culture Events/Programming
- The city identified current and future public art projects as part of the Arts and Culture master plan process.

Introduction

The Arts and Culture Division was established in 2006 by the Goodyear City Council to create a distinct sense of place and cultural destination by integrating art into public spaces. Goodyear is committed to a parks and recreation system that is focused on the wellbeing of the community and delivers high-quality amenities, programs and events for residents of all ages and abilities. The Arts & Culture Division supports this commitment by providing unique special events, dynamic Arts programing and engaging public artworks for the residents of Goodyear. Goals for the division align with Council priorities to enhance quality of life, strengthen sense of community and catalyze the city's economic vitality. Arts & Culture has identified the following goals:

Drive Economic Growth

- Encourage businesses to locate within the city and attract tourism
- Promote an identity for the city through art
- Incorporate public art in city planning and throughout the community

Build a Culture of Art

- Engage local artists
- Explore best approach to installing artwork that complements the urban environment and is accessible by many

Public Art Plan

- Provide engaging and innovative programming for all demographics of residents from students to seniors

Advance Public Art

- Explore opportunities for temporary artworks that are community responsive and have a lower fiscal impact
- Share the public art collection as "Points of Pride" in Goodyear
- Identify new public art installations that create a sense of place

EVENTS AND PROGRAMMING

The Arts & Culture Division is responsible for city signature, community, and Arts & Culture events and programs. The division is committed to providing high-quality programs and events and has received a 98% satisfaction rating from participants in 2023. The following is a current list of these events and programs:







Special Events

- Ballet Under the Stars
- Dancing on the Square
- Fall Festival
- Farmer's Market Series
- Food Truck Fridays
- Goodyear Lakeside Music Fest
- Goodyear Rocks
- Heart and Sole Race
- Holidays on the Square
- Hop and Hops
- Ice Skating Rink
- Juneteenth
- Mind Over Mat
- Movie Night
- Veterans Day Tribute Event
- Wag & Tag
- 4th of July Spectacular

Arts & Culture Programs

- Chalk Art in the Park
- Creative Aging
- Drumming Classes
- Follow Your Art Junior
- Georgia T. Lord Mayor Select Art Show
- Hot Coffee Art Lectures
- Litchfield Park Historical Society Heritage Series
- Library Fine Art Exhibits
- Theater in the Park
- Vision & Sound

ARTS & CULTURE COMMISSION

Public Art

The Arts and Culture Division manages the City's public art program and coordinates with the private sector and Goodyear Arts & Culture Commission in promoting arts and cultural excellence.

The City has an appointed Arts & Culture Commission which provides leadership through the arts, bringing thecommunity together to celebrate our diverse histories, beliefs, cultures, and aspirations. They strive to beautify the city, create public dialogue, advance education, and inspire civic pride.

The Commission makes recommendations to Council with the goal of creating public dialogue, advancing education, and inspiring civic pride with the arts.

The mission for the Commission is to promote artistic excellence through public art that reflects the community's identity and values, create economically viable and enriching arts events, provide arts advocacy in private and public arenas, develop opportunities for local and emerging artists, and support greater academic achievement through arts education.

Annually, the Arts & Culture Commission provides recommendations for Goodyear City Council for approval of future public art.



PUBLIC ART PLAN

As part of the Public and Performing Arts Ordinance, the Council appointed Arts & Culture Commission makes recommendations to City Council

annually for the approval of a Public Art Plan. This plan emphasizes the use of local resources for city projects, engages the community in the public art process, and encourages Goodyear artists to become involved in all aspects of the Arts in Goodyear. Below are the approved Public Art Projects for FY2024-2028.

FY2024-2028 Public Art Plan

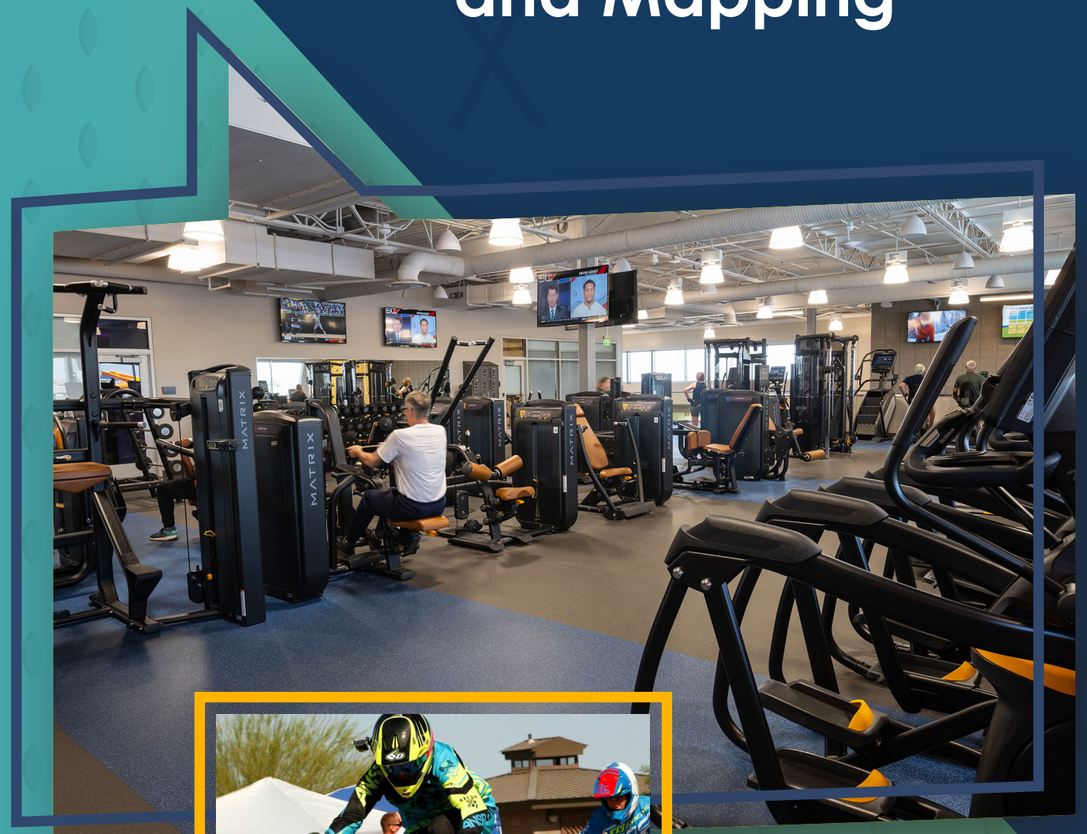
Project	Timeline	Description	Project Goal
Estrella Parkway Bridge	FY2024-FY2025	Commission public artist to include aesthetic elements as part of this city infrastructure	Artwork to represent the culture and identity of Goodyear
Fire Station 182 Mosaic Mural	FY2024	Connect community and mosaic artist to create a community-driven mural	Include public art at City facilities
			Create artwork that welcomes those that visit
Pop Ups in the Park	FY2024	Commission a Spring and Veterans Day temporary mural installation	Encourage civic pride
		Provide four experiential public art opportunities	Enhance quality of life and build community
Traffic Cabinets	FY2024	Engage community and local artists to utilize applied artwork to embellish 10 traffic signal cabinets	Encourage civic pride
			Beautify the city
			Create community identity

Future Public Art Forecast

Project	Timeline	Description	Project Goal
Art Trail at Goodyear Square (GSQ)	FY2024 - FY2026	Support development of an art trail along Goodyear Way between 150th Drive and Bullard Avenue	Drive economic growth
		Include at least three major nodes	Create artwork that welcomes those that visit
Ballpark Village Corridor	FY2024 - FY2028	Addition of artistic enhancements to city infrastructure and freestanding public artworks	Drive economic growth
		Develop a sense of place and unique identity for the corridor	Create artwork that welcomes those that visit

CHAPTER 8

Level of Service and Mapping





OVERVIEW

- An understanding on how level of service was determined for the purposes of this plan
- Benchmarking Goodyear and other surrounding communities
- Current and proposed levels of service for park acreage, trails, indoor recreation, and major park amenities

METHODOLOGY

What is Level of Service?

Level of service standards are guidelines that define service areas based on population that support investment decisions related to parks, facilities, and amenities. Level of service standards can and will change over time due to multiple factors, including population fluctuation.

The consultant team evaluated level of service standards using a combination of local, regional, and national resources, including:



When coupled, the results of the Goodyear Game Plan's community outreach (outlined in chapter 3) and benchmarking data gathered on Goodyear and the Valley Benchmark Cities, these standards help to identify park and facility/amenity gaps and surpluses.

What is Benchmarking?

Benchmarking is a tool used by agencies to measure where they fall in contrast to other agencies. Goodyear Parks and Recreation was benchmarked against eight surrounding communities: Avondale, Buckeye, Chandler, Gilbert, Glendale, Peoria, Scottsdale, and Surprise.

The findings of the benchmarking exercise are summarized below:

Total Parks Acreage

Benchmarking – Park Acres per 1,000 Residents

Park Type	Benchmark Median	Buckeye	Surprise	Avondale	Goodyear	Peoria	Scottsdale	Gilbert	Glendale	Chandler
Neighborhood	0.71	0.16	0.24	0.28	**1.27**	1.58	0.92	1.01	1.01	1.38
Community	1.14	0.49	1.24	1.77	**0.94**	1.13	2.02	0.69	0.69	1.49
District	0.19	0	0	0	**0**	0	0	0	0	0
Sports Complex	0.09	0	0	0	**0**	0	0.29	0	0	0
Regional	0.50	0	0	0	**0**	0	0	2.27	2.27	0.76
Special Use	0.27	0.04	0	0.02	**0.06**	0.04	0.21	0.01	0.01	1.69
Total Acreage	**2.9**	**0.69**	**1.55**	**2.07**	**2.27**	**2.75**	**3.44**	**3.49**	**3.98**	**5.32**

Trails

Benchmarking – Miles per 1,000 Residents

Trail Type	Benchmark Median	Surprise	Goodyear	Glendale	Gilbert	Buckeye	Peoria	Chandler	Scottsdale	Avondale
Paved	0.11	0	**0.04**	0.12	0	0.20	0.12	0.03	0.25	0.15
Unpaved	0.08	0.04	**0.03**	0.04	0.19	0	0.1	0.19	0.06	0.22
Total Miles	**0.19**	**0.04**	**0.07**	**0.16**	**0.19**	**0.20**	**0.22**	**0.22**	**0.31**	**0.37**

Indoor Recreation

Benchmarking – Square Footage per 1,000 Residents

Category	Benchmark Median	Avondale	Buckeye	Gilbert	Peoria	Surprise	Chandler	Goodyear	Glendale	Scottsdale
Neighborhood Center	0.03	0	0.02	0	0	0	0.04	**0.01**	0	0.14
Community Center	0.15	0	0.08	0.10	0.10	0.37	0.11	**0**	0.1	0.32
Senior Center	0.08	0.05	0.10	0.03	0.03	0.03	0.08	**0**	0.14	0.24
Multi-Gen Center	0.14	0	0	0.18	0.18	0	0.22	**0.45**	0.3	0.17
Total SF	**0.40**	**0.05**	**0.20**	**0.31**	**0.31**	**0.40**	**0.45**	**0.46**	**0.54**	**0.87**





Current Level of Service

The findings of the level of service standards analysis are summarized below:

- The City of Goodyear, not including HOA parks, currently provides a total level of service of 2.27 acres of developed parks per 1,000 residents based on the City's current population.
- HOA parks and facilities were also inventoried in order to understand the true park acreage available to City residents, and therefore provide a full picture of parks and recreation acreage and amenities as they exist city-wide.
  - HOA parks account for approximately 403.2 acres of park area.
  - HOA parks provide approximately 84% of neighborhood park acreage for the City of Goodyear. In 2014, the Parks, Recreation, Trails, and Open Space Master Plan recommended the City of Goodyear focus on developing community parks and require HOAs to develop neighborhood parks. This recommendation has resulted in adequately distributed neighborhood park acreage.
  - Goodyear, including HOA parks, currently provides a total level of service of 6.57 acres of developed parks per 1,000 residents based on the City's current population.
- The City of Goodyear provides approximately 39% of the total park acreage.

Future Level of Service

- In order to serve Goodyear's rapidly growing population and to create a realistic and fiscally sustainable parks system, it is recommended that the future level of service standard for developed parks be 7.95 acres per 1,000 population.
- With the recommended level of service at 7.95, the City will need to add approximately 267 developed park acres to the system to keep up with the projected population growth. One hundred thirty-seven acres of need exists in the community park classification and 130 acres in the sports complex classification. Additional neighborhood park acreage is needed, but will be provided by HOAs.
- Approximately 21 miles of paved trails are needed.
- The City currently meets standard for two major amenities: youth ballfields and small rectangular fields.
- The City is deficient in meeting standards for several major amenities, most notably: large rectangular fields, multi-use ballfields, outdoor basketball courts, outdoor pickleball courts, and outdoor tennis courts. As the City continues to grow, this need will continue to grow larger and the City will continue to be in a deficit. Additional fields will be necessary and should be considered as part of future capital improvement projects.
- The City is to evaluate the possibility of acquiring Thomas Park in order to increase the City number of rectangular fields. Thomas Park is currently owned by the Litchfield Elementary School District.
- In order to meet athletic field and sport court needs, the City should conduct a sports complex feasibility study.

Level of Service by Park and Trail Classification

Current Park Acreage									
Park Classification	City Inventory (Acres)*	HOA Inventory (Acres)	Schools with Public Accessible Parks**	County Inventory (Acres)	Total Inventory within City of Goodyear (Acres)	Current Percent (%) of Inventory Provided by City	Current Level of Service Based on Current City Population	Additional Facilities Needed by 2037 (Acres) Provided by City (acres needed)	Recommended Service Levels
Neighborhood Parks	68	361	45	-	474	14%	4.47 Acres/1,000 People	Per City Code Requirements	Per City Code Requirements
Community Parks	112	43	-	-	155	72%	1.46 Acres/1,000 People	119	2.10 Acres/ 1,000 People
Sports Complex	-	-	-	-	-	-	-	130	1 Acre/ 1,000 People
Special Use Parks	13	-	-	-	13	100%	0.12 Acres/1,000 People	Meets Standard	1 Acre/ 1,000 People
Linear Park	61	-	-	-	61	100%	0.58 Acres/1,000 People	Meets Standard	0.75 Acres/ 1,000 People
Conservation Parks	-	-	-	19,840	-	0%	94.32 Acres/1,000 People	Meets Standard	N/A
Total	**254**	**404**	**45**	**19,840**	**703**				

Current Trail Mileage								
Trail Classification	City Inventory (Miles)	HOA Inventory (Miles)	Total Inventory within City of Goodyear (Miles)	Current Percent (%) of Inventory Provided by City	Current Level of Service Based on Current City Population	Additional Paved Trails Needed by 2037 (Miles) Provided by City	Additional Unpaved Trails Needed by 2037 (Miles) Provided by City	Recommended Service Levels
Paved	32	7	39	82%	0.15 Miles/1,000 People	10 Miles	-	0.24 Miles/ 1,000 People
Unpaved	24	12	36	29%	0.17 Miles/1,000 People	-	13 Miles	0.24 Miles/ 1,000 People
Total	**56**	**19**	**75**			**10**	**13**	

**Note: Acreages and mileages have been rounded to the nearest whole number*

**Note: Within the City of Goodyear there are school sites with publicly accessible park site that provide neighborhood park amenities. These include schools within the Litchfield and Avondale Elementary School Districts. The following four elementary school sites have been accounted for in the Current Park Acreage table to the right.*

Thomas Park	20 Acres
Copper Trails School Park	5 Acres
Turney Park at Mable Padgett School	11 Acres
Desert Thunder School Park	9 Acres

Level of Service by Amenity

Amenity	City Inventory	HOA/School Park Inventory	Unit of Measurement	YMCA Inventory *2919 N. Litchfield Rd., Goodyear, AZ 85395*	Total Inventory	Current Percent (%) of Inventory Provided by City	Current Level of Service Based on Current City Population
Current Amenities and Facilities							
Youth Ballfield	4	-	Field	-	3	100%	1 Field/21,203 People
Small Rectangular Field	-	-	Field	-	-	0%	1 Field
Large Rectangular Field	4	-	Field	-	4	100%	1 Field/26,504 People
Multi-Use Ballfield	6	3	Field	-	8	63%	1 Field/13,252 People
Cricket	-	-	Field	-	-	-	1 Field
Outdoor Basketball	10	19.50	Court	-	29.50	34%	1 Court/3,594 People
Outdoor Pickleball	10	10	Court	-	20	50%	1 Court/5,301 People
Outdoor Tennis	6	7	Court	-	13	46%	1 Court/8,155 People
Indoor Racquetball	-	-	Court	-	-	0%	1 Court
Outdoor Volleyball (Sand/Grass)	7	13	Court	-	20	35%	1 Court/5,301 People
Playgrounds	21	127	Site	-	148	14%	1 Site/716 People
Dog Park/ Off-Leash Area	2	1	Site	-	3	67%	1 Site/35,339 People
Ramada (Small - 16 Persons)	45	166	Site	-	211	21%	1 Site/502 People
Ramada (Large - 32 Persons)	5	17	Site	-	22	23%	1 Site/4,819 People
Golf (18 Holes)	-	5	Course	-	6	0%	1 Course/17,670 People
Disc Golf	-	1	Course	-	1	0%	1 Course/106,017 People
BMX Park	1	-	Site	-	1	100%	1 Site/106,017 People
Skate Park/Plaza	1	-	Site	-	1	100%	1 Site/106,017 People
Pump Track	1	-	Site	-	1	100%	1 Site/106,017 People
Aquatic Center	1	2	Pool	1	4	25%	1 Pool/26,504 People

Amenity	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed by 2037		Percent (%) of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Parks/Amenities/ Facilities Recommended to be Provided by City		Recommended Service Levels
Recommended Amenities and Facilities							
Youth Ballfield	Meets Standard	-	Field	0%	-	Field	1 Field/50,000 People
Small Rectangular Field	Meets Standard	-	Field	0%	-	Field	1 Field/ 500,000 People
Large Rectangular Field	Need Exists	12	Field	100%	12	Field	1 Field/8,000 People
Multi-Use Ballfield	Need Exists	5	Field	100%	5	Field	1 Field/10,000 People
Cricket Field	Need Exists	1	Field		-	Field	1 Field/100,000 People
Outdoor Basketball Court	Need Exists	14	Court	50%	7	Court	1 Court/3,000 People
Outdoor Pickleball Court	Need Exists	13	Court	75%	9	Court	1 Court/4,000 People
Outdoor Tennis Court	Need Exists	13	Court	60%	8	Court	1 Court/5,000 People
Indoor Racquetball Court	Need Exists	2	Court	100%	2	Court	1 Court/75,000 People
Outdoor Volleyball Court (Sand/Grass)	Need Exists	4	Court	50%	2	Court	1 Court/5,500 People
Playgrounds	Need Exists	52	Site	10%	5	Site	1 Site/650 People
Dog Park/Off-Leash Area	Need Exists	1	Site	100%	1	Site	1 Site/30,000 People
Ramada (Small - 16 Persons)	Need Exists	6	Site	25%	2	Site	1 Site/600 People
Ramada (Large - 32 Persons)	Need Exists	11	Site	100%	11	Site	1 Site/4,000 People
Golf Course (18 Holes)	Meets Standard	-	Course	0%	-	Course	1 Course/50,000 People
Disc Golf Course	Meets Standard	-	Course	50%	-	Course	1 Course/100,000 People
BMX Park	Meets Standard	-	Site	0%	-	Site	1 Site/100,000 People
Skate Park/Plaza	Need Exists	1	Site	100%	1	Site	1 Site/75,000 People
Pump Track	Need Exists	1	Site	100%	1	Site	1 Site/75,000 People
Aquatic Center	Need Exists	1	Pool	100%	1	Pool	1 Pool/25,000 People

Open Space and Linear Parks/Amenities and Facilities (Continued)

Amenity	City Inventory	HOA/School Park Inventory	Unit of Measurement	YMCA Inventory 2919 N. Litchfield Rd., Goodyear, AZ 85395	Total Inventory	Current Percent (%) of Inventory Provided by City	Current Level of Service Based on Current City Population
Amenities and Facilities							
Competition Pool (50 Meter)	-	-	Pool	1	1	0%	1 Pool/106,017 People
Diving Facility	1	-	Pool		1	100%	1 Pool/106,017 People
Neighborhood Pool	1	3	Pool		4	25%	1 Pool/26,504 People
Splash Pad	1	-	Site		1	100%	1 Site/106,017 People
Archery Range (Permanent)	-	-	Site		-	0%	1 Site
Amphitheater	3	-	Site		3	100%	1 Site/35,339 People
Dedicated Drone Activity Area	-	-	Site		-	0%	1 Site
Dedicated Remote Control Activity Area (Not Airborne)	-	-	Site		-	0%	1 Site
Urban Fishing Lake		1	Site		1	0%	1 Site/106,017 People
Community Room	1,100		Sq. Ft.		1,100	100%	0.01 Sq. Ft./Person
Community Center		15,000	Sq. Ft.		15,000	0%	0.14 Sq. Ft./Person
Senior Center			Sq. Ft.		-	0%	-
Multi-Gen Recreation Center	48,000		Sq. Ft.	40,000	88,000	55%	0.83 Sq. Ft./Person

Amenity	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed by 2037		Percent (%) of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Parks/Amenities/ Facilities Recommended to be Provided by City		Recommended Service Levels
Amenities and Facilities							
Competition Pool 50 Meter	Meets Standard	-	Pool	0%	-	Pool	1 Pool/150,000 People
Diving Facility	Meets Standard	-	Pool	0%	-	Pool	1 Pool/150,000 People
Neighborhood Pool	Meets Standard	-	Pool	0%	-	Pool	1 Pool/100,000 People
Splash Pad	Need Exists	3	Site	100%	3	Site	1 Site/30,000 People
Archery Range (Permanent)	Need Exists	1	Site	100%	1	Site	1 Site/100,000 People
Amphitheater	Need Exists	1	Site	100%	1	Site	1 Site/35,000 People
Dedicated Drone Activity Area	Need Exists	1	Site	100%	1	Site	1 Site/100,000 People
Dedicated Remote Control Activity Area (Not Airborne)	Need Exists	1	Site	100%	1	Site	1 Site/100,000 People
Urban Fishing Lake	Need Exists	1	Site	100%	1	Site	1 Site/75,000 People
Neighborhood Center	Meets Standard	-	Sq. Ft.	0%	-	-	-
Community Center	Need Exists	17,566	Sq. Ft.	0%	-	Sq. Ft.	0.25 Sq. Ft./Person
Senior Center	Need Exists	32,566	Sq. Ft.	100%	32,566	Sq. Ft.	0.25 Sq. Ft./Person
Multi-Gen Recreation Center	Need Exists	120,419	Sq. Ft.	100%	120,419	Sq. Ft.	1.60 Sq. Ft./Person



Service Area Equity Mapping Based on Current Inventory

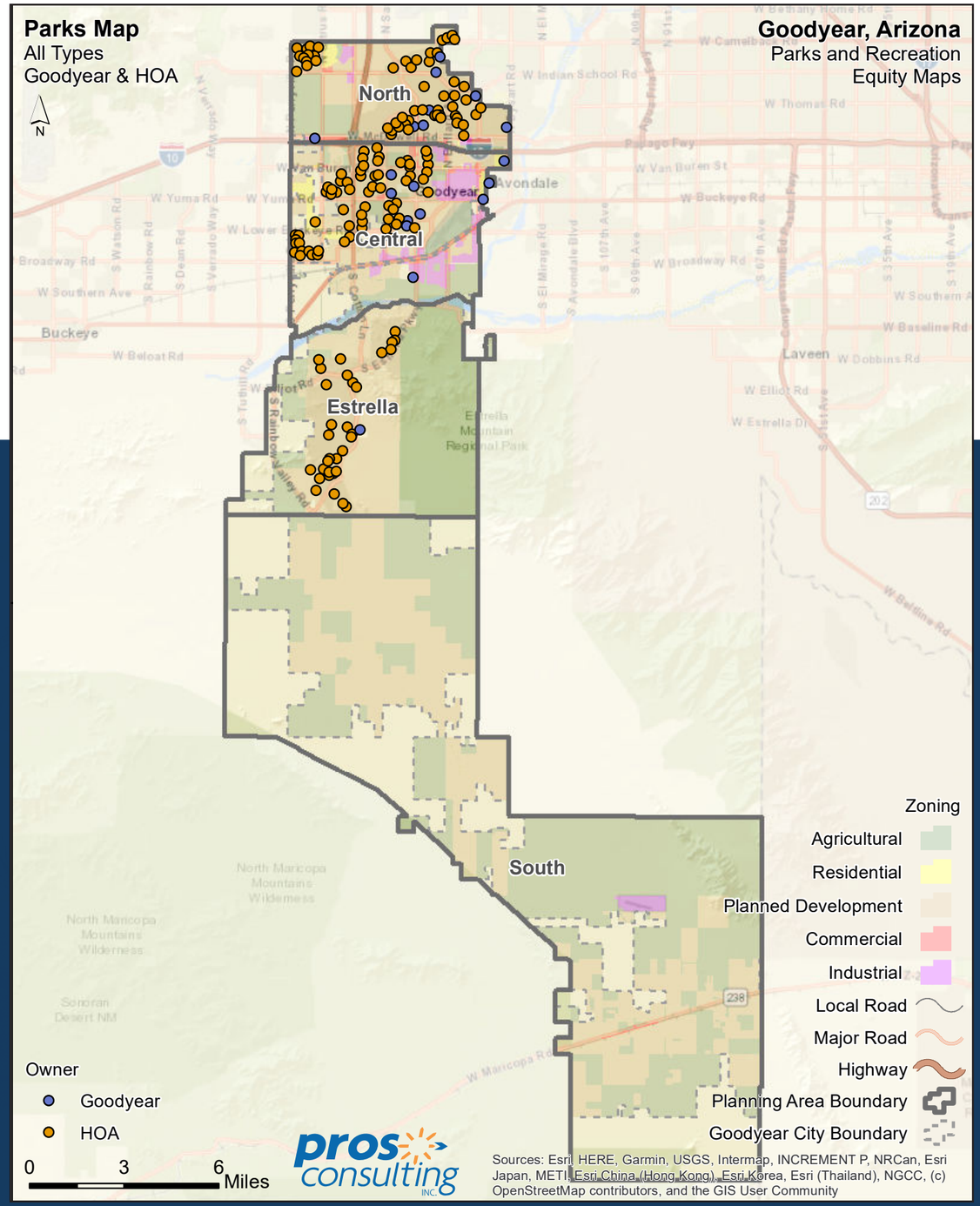
The Goodyear Parks and Recreation system has evolved over time and distribution of sites and facilities throughout the community is reflected in the current site locations.

To further illustrate the distribution of current park types and amenities in the city, an equity-mapping analysis was conducted to show the service areas and the gaps in service of the current inventory of park types and amenities based on the recommended level of service standard. The recommended standard established per 1,000 residents per acre of park type or number of residents per type of amenity are also indicated in the map title.

The service area is calculated by the quantity of inventory of each site extended in a uniform radius until the population served by the recommended standard is reached. Shaded areas indicate the extent of the service area based on recommended inventories; unshaded areas indicate locations that would remain outside of the standard service area for each park type or park asset. Unshaded areas are not always the most appropriate location for future parks or park assets. They only represent areas that might be more thoroughly reviewed for potential additional facilities.

Community-wide maps of existing park types or classifications identified in this Master Plan, as well as the major park amenities, are provided in the Appendix





LEVEL OF SERVICE AND MAPPING

Chapter Summary

HOAs will be largely responsible for developing the City's future neighborhood parks.

Based on the identified level of service recommendation, Goodyear will need to develop approximately 119 acres of community park land to serve future growth.

Based on the identified level of service recommendation, Goodyear will need to develop approximately 11 miles of paved trails to serve future growth.

A sports complex feasibility study should be conducted. This could be a strategy implemented to serve the City's outstanding athletic field and sport court needs.

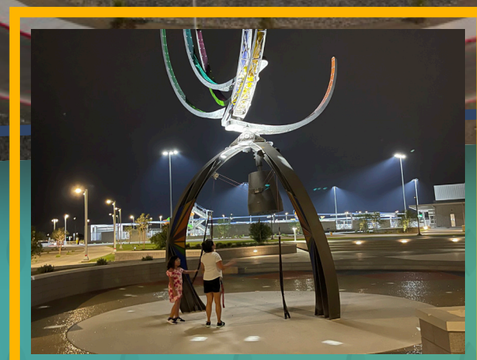




CHAPTER 9

Land Acquisition





OVERVIEW

This section provides:

- Identification of potential agency land use options along with the associated processes
- Identification of land opportunities within the four planning areas based on anticipated growth and the identified community needs
- Site selection evaluation criteria

Introduction

With the anticipated growth and identified community needs based on the required level of service for parks and recreation amenities and programs, the planning for land acquisition is an important next step for the department. This plan has identified the need for three 30-acre community parks which would ideally be located in northwest Goodyear, south central Goodyear, and southern Goodyear. Walkability and amenity distribution is a key factor in establishing site locations. The goal is to create a series of parks within a 10-minute walk or roll and to create a bicycle-/pedestrian-friendly network between the park sites, as indicated in the Trails section of this plan.

Site prioritization and development of these sites will largely be based on the development timeline of the planned communities in these various areas of the city. Programming and amenities may differ from site to site depending on terrain, unique site opportunities, and the needs of the overall parks and recreation system at the time of development. An amenity program for these future sites will be developed in the form of a site-specific master plan to determine final programming needs based on public input at the time of development.

LAND ACQUISITION

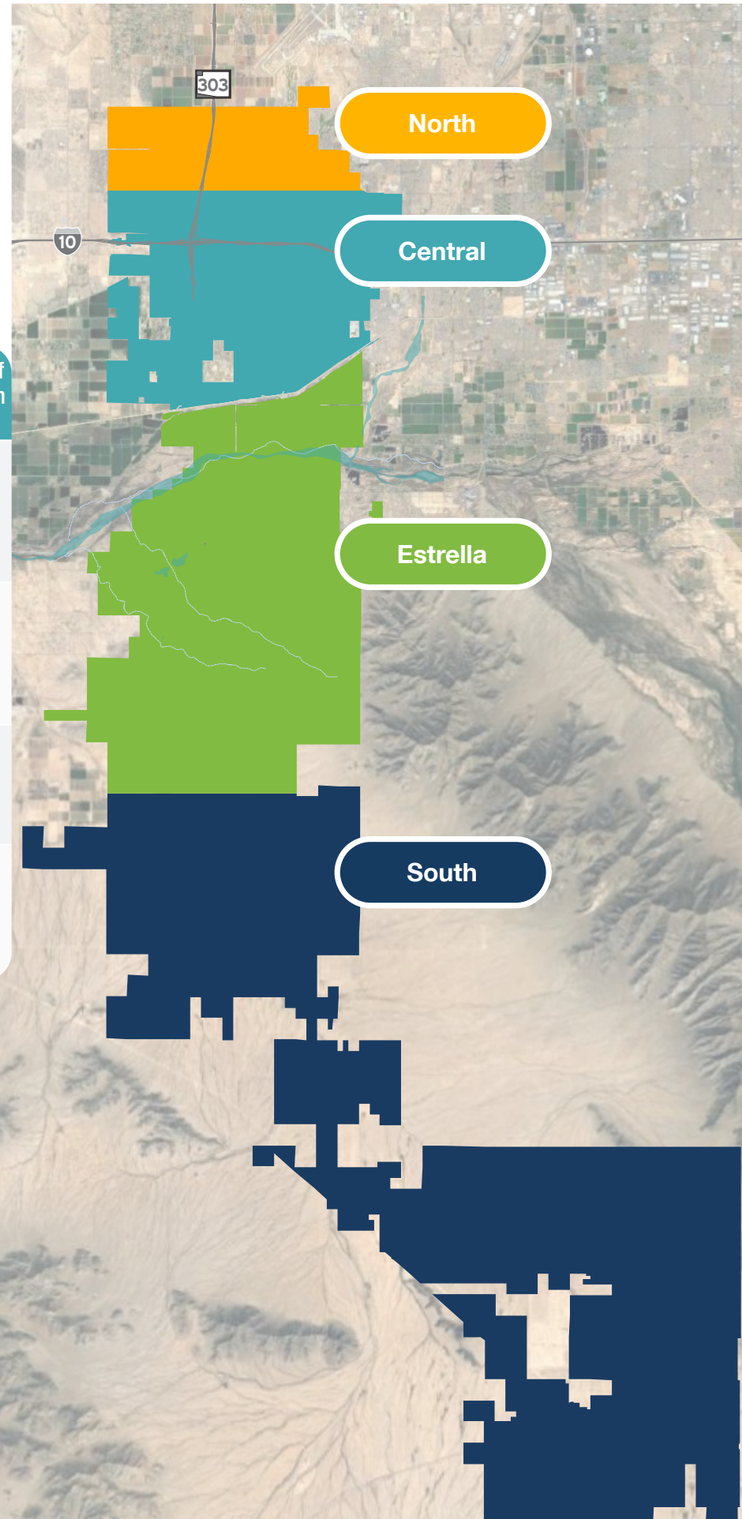
Specific sites have not yet been identified and it is recommended the City explore opportunities for agency partnerships, private development planning negotiations, relationships with nearby school districts, and private sales in order to acquire land for these necessary future parks. It is recommended that the City evaluate existing infrastructure, site selection, and feasibility analysis for future community park sites. The study can provide a comprehensive approach for site selection, including site identification options, required infrastructure, community park programming, programming spatial allocation, and coordination with the Real Estate, Planning, and Economic Development Departments for strategic land acquisition.



As identified in chapter 2, this plan utilizes the following four planning areas within the city limits when looking at population, growth, and community need for recreation services. The following table shows the past, current, and anticipated percent of population within the four planning areas.

Projected Population for the Four Planning Areas

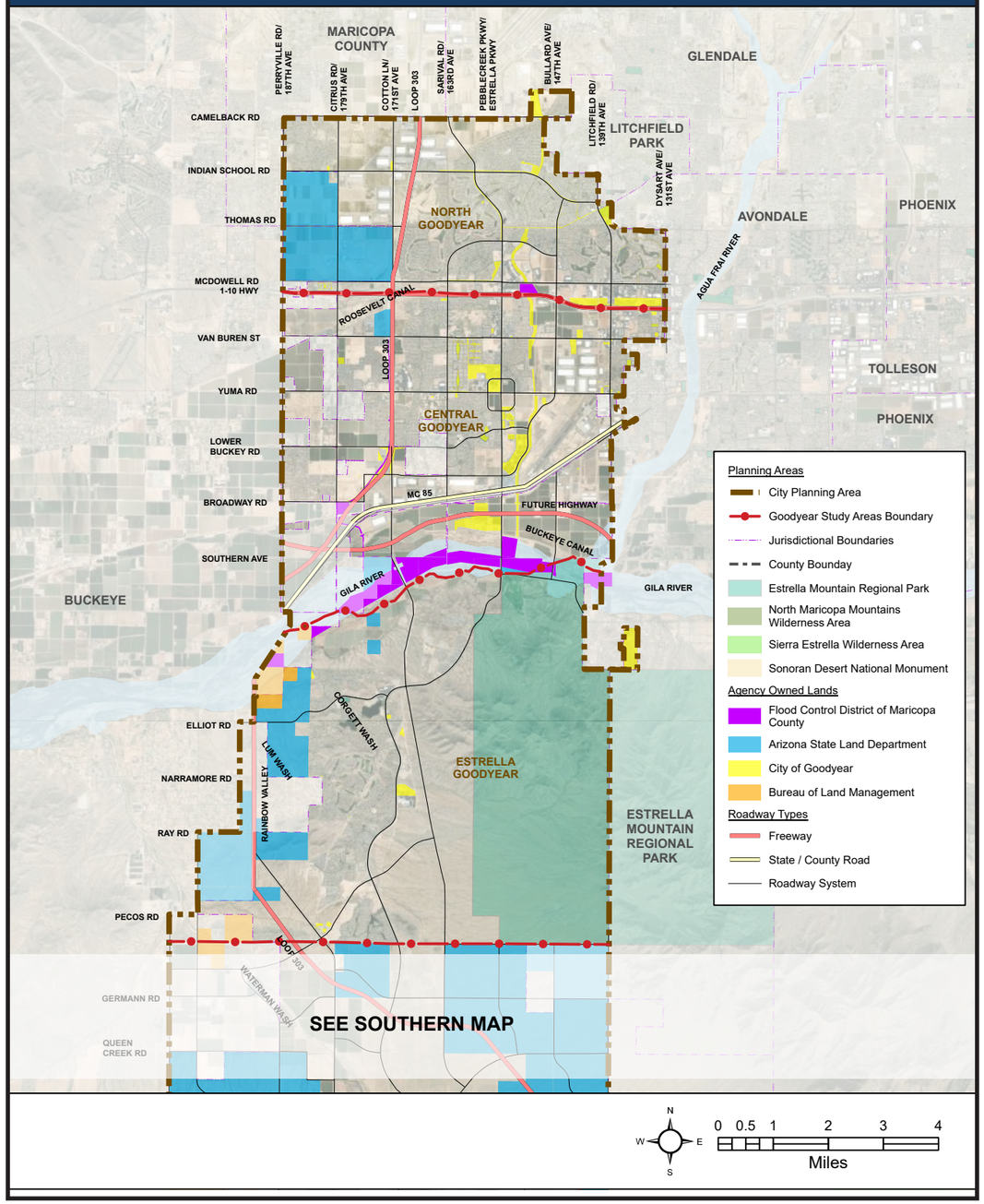
Planning Area	Percent of Population 2010	Percent of Population 2022	Percent of Population 2037
North	38%	37%	36%
Central	47%	47%	48%
Estrella	14%	15%	15%
South	1%	1%	1%



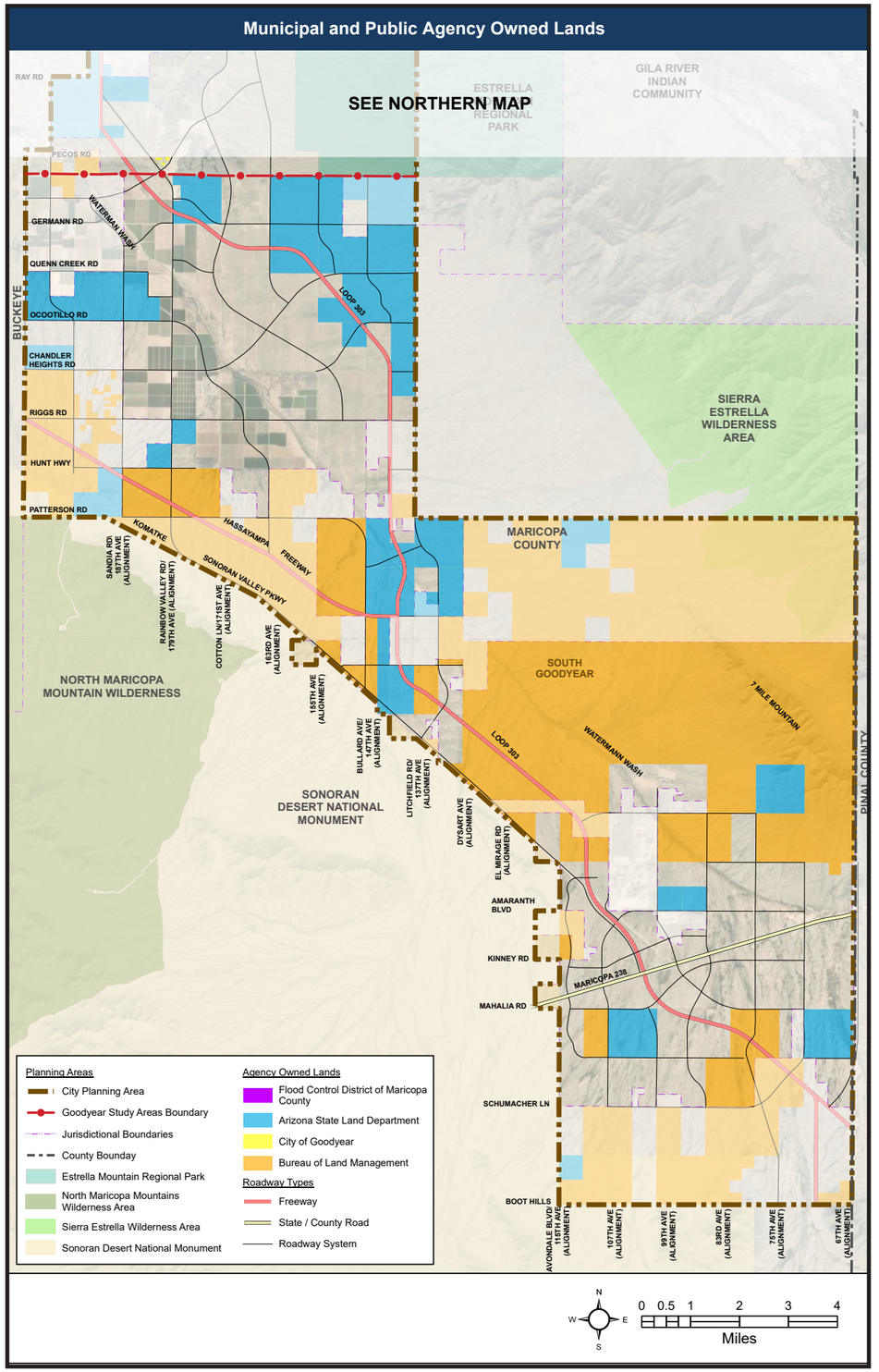
LAND ACQUISITION OPPORTUNITIES

The following maps provide a current view of land ownership within the four planning areas identified within the City of Goodyear which include the North, Central, Estrella, and South. The maps utilize a color code showing the agency ownership within the City limits. All non-color areas indicate private land holdings.

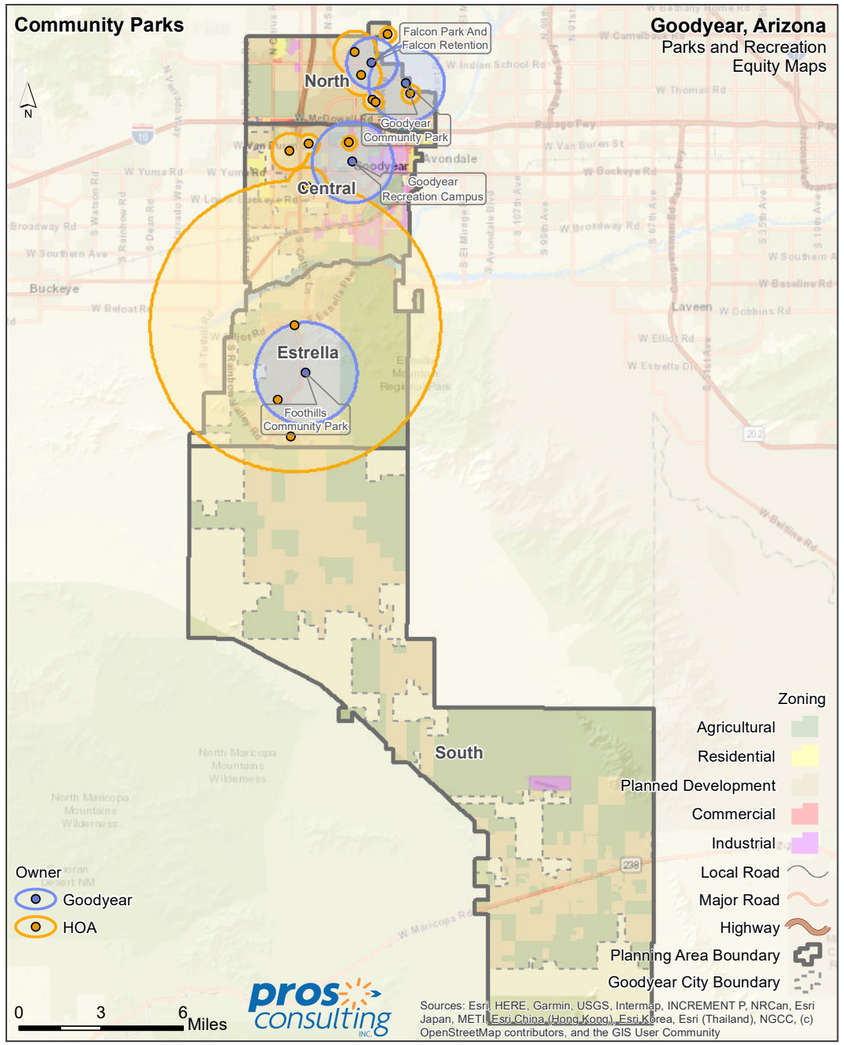
Municipal and Public Agency Owned Lands



Municipal and Public Agency Owned Lands



The plan also utilized equity mapping as a key tool in understanding and defining level of service. This map shows the City's current community parks with service coverage radius in purple along with the HOA provided community parks with service coverage radius in orange. As the population increases throughout the four planning areas the service coverage radius will decrease based on the level of service. This map shows the current gaps in coverage within the four planning areas for community parks.



Land Options

The first step towards the development of future community parks will be through the identification of land opportunities within the four planning areas.

It is recommended to evaluate current City of Goodyear-owned property and then other available agency lands within each of the four planning areas. Other agency options include the Arizona State Land Department (ASLD) and Flood Control District of Maricopa County. Another option is purchasing property from private land holdings; however, this is usually the most expensive option for land acquisition. Depending on the current land ownership, the identified potential property may undergo different land acquisition processes.

Arizona State Land Department (ASLD)

The City would need to contact ASLD to initiate the auction process. The following technical documents for the property are required to be completed by the City to initiate the auction process with ASLD.

- American Land Title Association (ALTA) survey – This is a survey of the property which identifies property boundaries, easements, and title ownership.
- Phase 1 Environmental Assessment Report – This report will document any environmental concerns with the property.
- Category III Cultural Technical Report – This report documents any cultural findings on the property.

Once the documents are completed and submitted to ASLD, a land appraisal will be completed for the property. The ASLD Board of Appeals will review the technical document submittal and the land appraisal. The overall land acquisition process from development of required technical documents and ASLD Auction process and award could be as long as one year.

Flood Control District of Maricopa County

The Flood Control District of Maricopa County has encouraged partnering with municipalities to provide recreational joint use within drainage facilities throughout Maricopa County. To provide, develop, or utilize existing Flood Control District of Maricopa County facilities for recreational purposes the City would need to first approach the Flood Control District of Maricopa County with an initial site plan through the Flood Control District of Maricopa County pre-application process. The District will allow partnerships with municipalities to provide recreational facilities within Flood Control District of Maricopa County drainage facilities. The City would need to enter into an IGA with the District. Typically, the IGA provides the City with a no-cost, non-exclusive Recreational Use Easement over the identified Flood Control District of Maricopa County property. Typical uses through the IGA include construction, maintenance, and operation of parks, landscaping, fencing, signage, lighting, and other compatible recreational uses and related appurtenant facilities or improvements for the use and enjoyment of the public. Construction of and improvements to recreational amenities will be at no cost to the Flood Control District of Maricopa County, and also requires approval from the Flood Control District of Maricopa County prior to start of construction. First and foremost, the site must maintain its primary function as a flood control facility.

The following are typical requirements usually identified within an IGA with the District:

- All recreation amenities to, or within, the easement area shall require an Flood Control District of Maricopa County Right-of-Way permit prior to the start of construction.
- The City shall be responsible for design, all permits and inspections, utility relocations, construction, construction management, operation and maintenance, and all costs associated with modifying the contouring and grading of the easement area for permitted uses.
- Provide an operation and maintenance plan for all operation and maintenance activities for the review and approval of the Flood Control District of Maricopa County.
- Final inspection of the recreational amenities with the Flood Control District of Maricopa County shall be required of the City once construction is completed.
- The Flood Control District of Maricopa County shall be allowed unrestricted access to the Easement Area including for the purpose of sediment removal, structural repair, and replacement of flood control features, and periodic inspections, as the Flood Control District of Maricopa County deems necessary.
- The Flood Control District of Maricopa County shall be responsible for sediment removal, structural repair, and replacement of flood control features and for periodic inspections to flood control facilities from recreational amenity use.

Private Ownership

The acquisition of private land is usually the highest cost per acre option for new park development. A full site study with environmental phase 1 should be completed during the due diligence stage.

Key considerations include:

- Land zoning/land use
- Access – Ingress/egress to and from the site and required roadway infrastructure
- Drainage – Identification of existing washes, jurisdictional washes, floodplains, and floodways
- Infrastructure – Access to current utility providers/facilities for wet and dry utilities
- Environmental and cultural considerations should also be identified

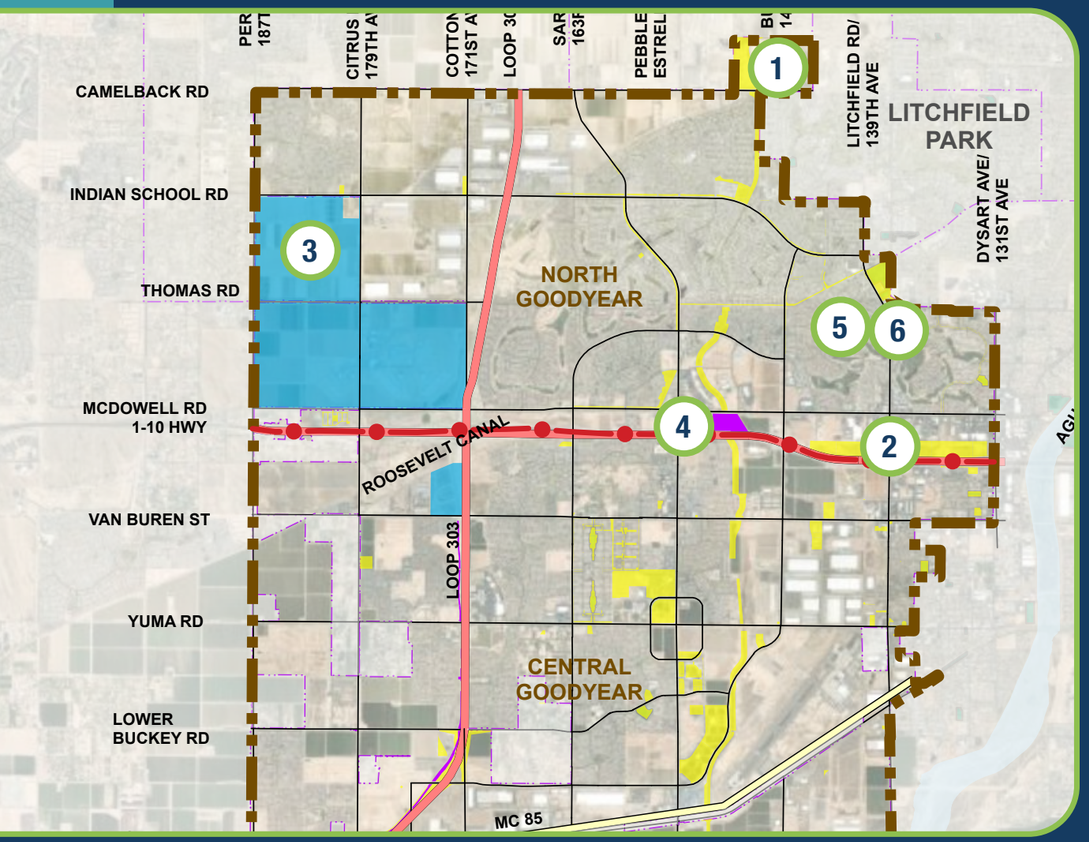
IDENTIFICATION OF LAND OPPORTUNITIES WITHIN THE FOUR PLANNING AREAS

North Planning Area

The area is bounded by the I-10 on the south, Camelback Road along the north, Perryville Road on the west, and Dysart Road and the Wigwam Resort on the east. The land uses include residential with two master planned communities, PebbleCreek and Sedella, as well as industrial/warehouse developments and the Perryville corrections facility. Goodyear Community Park and the YMCA is located within the north planning area.

The northern planning area covers approximately 12,000 acres in land area and includes private land holdings (no color), city of Goodyear-owned land (yellow), ASLD land (blue), and Flood Control District land (purple).

Note: These parcels are non-prioritized and presented in no particular order.



1 City of Goodyear-Owned Land

Parcel No: 501-61-936C was acquired by the City of Goodyear from the Suncor Development Company in 2010. This parcel is on the northern limits of the City of Goodyear north of Camelback Road and adjacent to the Liberty Water Facility.

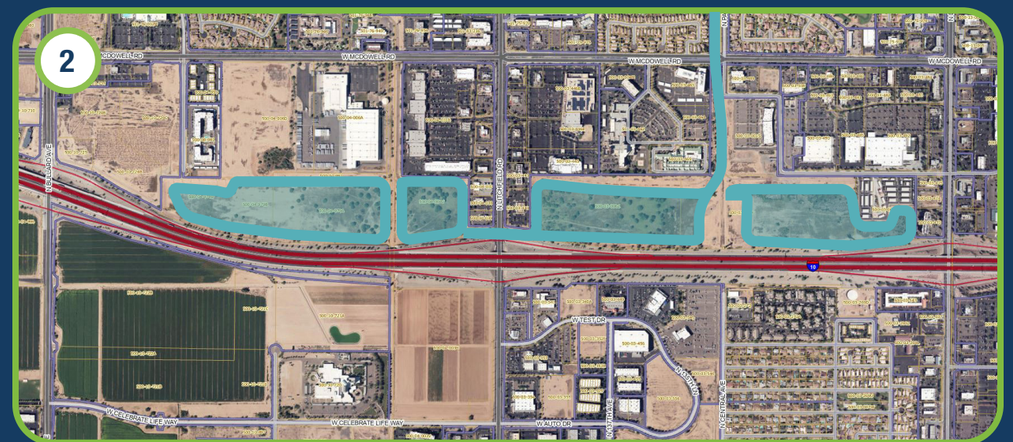


Legend:

- Floodplain Areas subject to inundation by the 1% annual chance flood event determined by detailed methods. Base Flood Elevations (BFEs) are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.
- The floodway is the channel of a stream plus any adjacent floodplain areas that must be kept free of encroachment so that the 100-year flood can be carried without substantial increases in flood heights.

2 I-10 ADOT Basins

This retention area includes 130 acres of land which was previous owned by Flood Control District of Maricopa County and acquired by the City of Goodyear in 2016. As part of the acquisition, the land includes drainage requirements as per the Flood Control District of Maricopa County which stipulate approximately 30 acres of the combined area need to provide retention to satisfy the drainage requirements for the area. This area could potentially be utilized for a sports complex as identified within this plan. The recommendation is for the City to conduct a site feasibility assessment to determine the required infrastructure, drainage, traffic, and site access easements that would be required to develop the site. The area includes the following six parcels:



Parcel No: 500-04-979B
Owner: City of Goodyear
Acreage: 15.3 AC
Zoning: AG
A

Parcel No: 500-04-979A
Owner: City of Goodyear
Acreage: 26.3 AC
Zoning: AG
B

Parcel No: 500-04-004V
Owner: City of Goodyear
Acreage: 12.6 AC
Zoning: AG
C

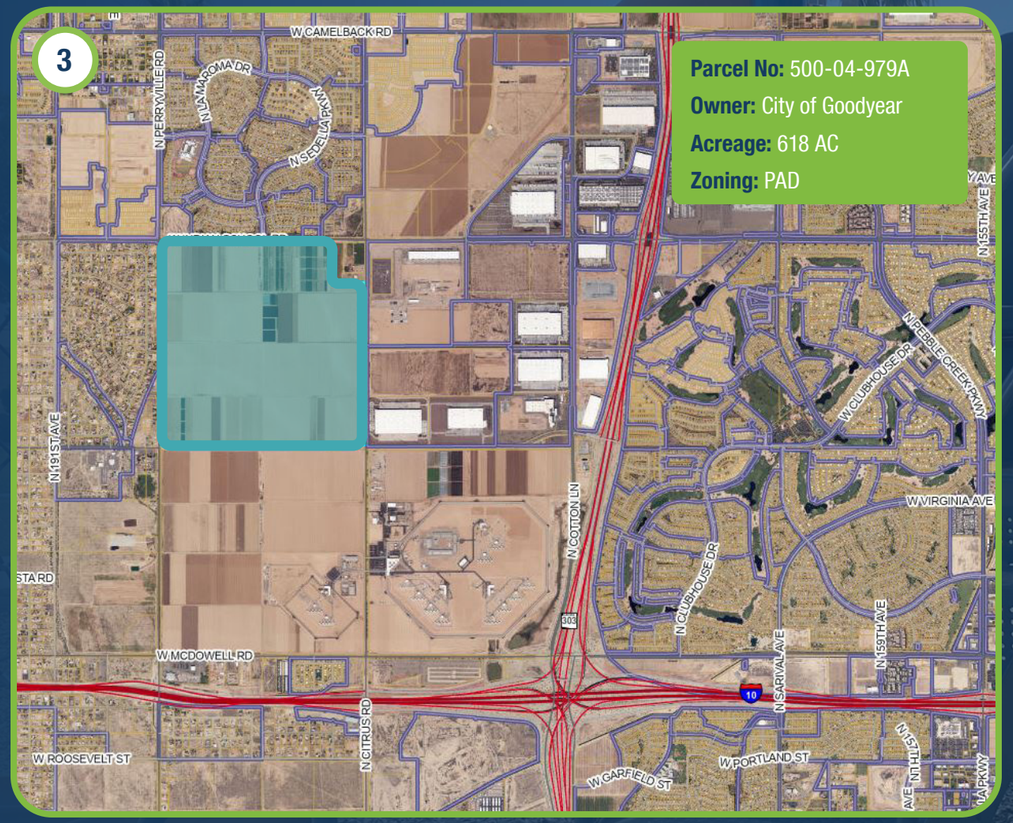
Parcel No: 500-04-004U
Owner: City of Goodyear
Acreage: 2.6 AC
Zoning: AG
D

Parcel No: 500-03-006Z
Owner: City of Goodyear
Acreage: 28.6 AC
Zoning: AG
E

Parcel No: 500-03-006Y
Owner: City of Goodyear
Acreage: 43.6 AC
Zoning: AG
F

3 Arizona State Land Parcel

This parcel of land is owned by the ASLD and is currently in a KE-1 lease which allows the land to be utilized for farming activities for up to 10 years. This property is just north of two additional ASLD land parcels which are utilized by the Department of Corrections for the Perryville Corrections facility. The ASLD utilizes the auction process as previously outlined in this chapter.



Parcel No: 500-04-979A
Owner: City of Goodyear
Acreage: 618 AC
Zoning: PAD

4 Flood Control District of Maricopa County

The property south of McDowell Road within the Bullard Wash alignment is owned by the Flood Control District of Maricopa County. The property currently provides additional capacity for the Bullard Wash channel alignment which continues south past I-10 all the way to the Gila River. The District completed a study and plans in 2006 for the channelization of Bullard Wash south of McDowell to Lower Buckeye Road. The project did not go to construction. The existing basin is sized to allow the Bullard Wash downstream channel to maintain drainage conveyance of 3,200 cfs. Due to the northern development since 2006, a new study would be required to determine if the current basin on the site could be reduced and still maintain the Bullard Wash conveyance capacity south.

It is recommended the City re-examine the northern drainage conveyance due to the upstream development since 2006 to determine if the basin is required or can be reduced and still maintain the required Bullard Wash capacity from south of McDowell to the outlet at the Gila River.

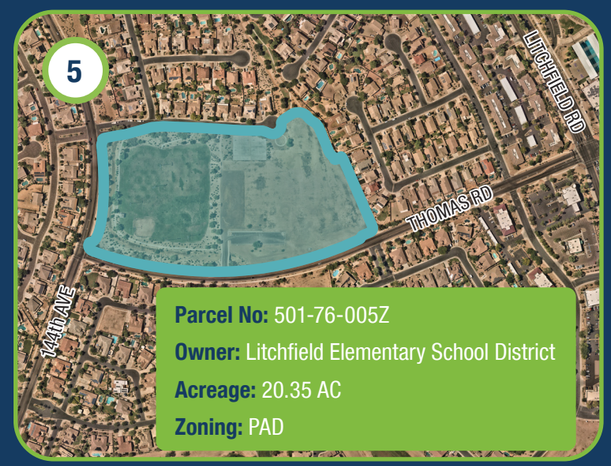
The City has also identified this parcel as an opportunity to provide a trailhead with restroom building, parking area, and potential open space/dog park.



5 Thomas Park

Litchfield Elementary currently owns a 20 acre parcel with the north planning area at the north east corner of 144th Avenue and Thomas Road. The parcel currently has a turf area with a baseball backstop and open turf for both baseball and multi-use fields. The site also has field lighting.

Recommendation: The City is to evaluate the possibility of acquiring Thomas Park in order to increase the City number of rectangular fields.



6 YMCA at Goodyear Community Park

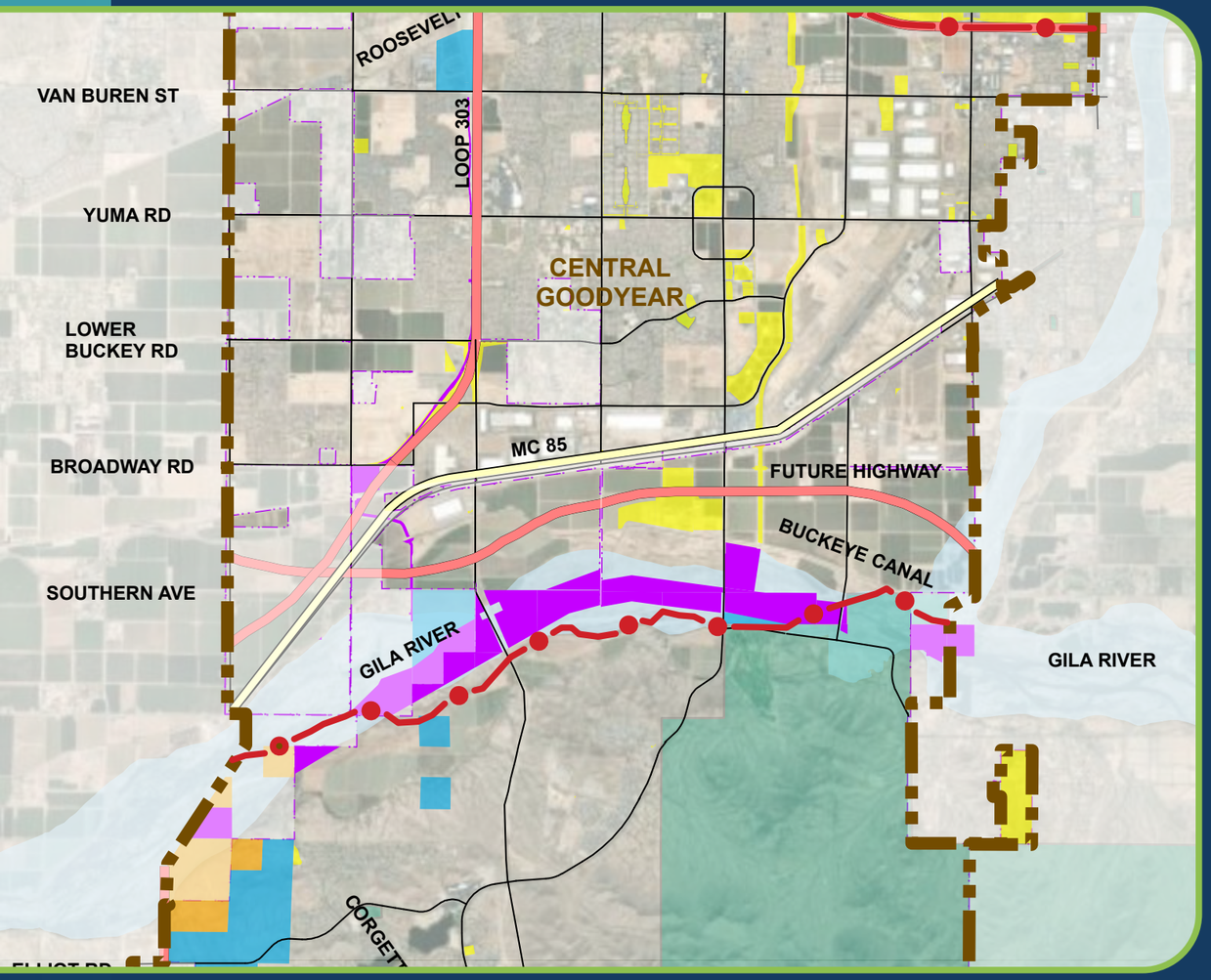
The YMCA owns and operates a recreation and aquatic facility adjacent to Goodyear Community Park. The City of Goodyear has a long-term agreement with the YMCA to provide a portion of operational funding. Goodyear residents are able to utilize the facility at a reduced rate. Goodyear should consider having conversations with the YMCA about the possibility of acquiring the property to provide a full recreation campus which would include a community park, recreation center, and aquatics facility at Goodyear Community Park. This would allow the City to replicate the Goodyear Recreation Campus model which includes a recreation center and aquatics facility within the setting of a community park. This would also help to offset the high demand of the Goodyear Recreation Campus and provide additional capacity.



Central Planning Area

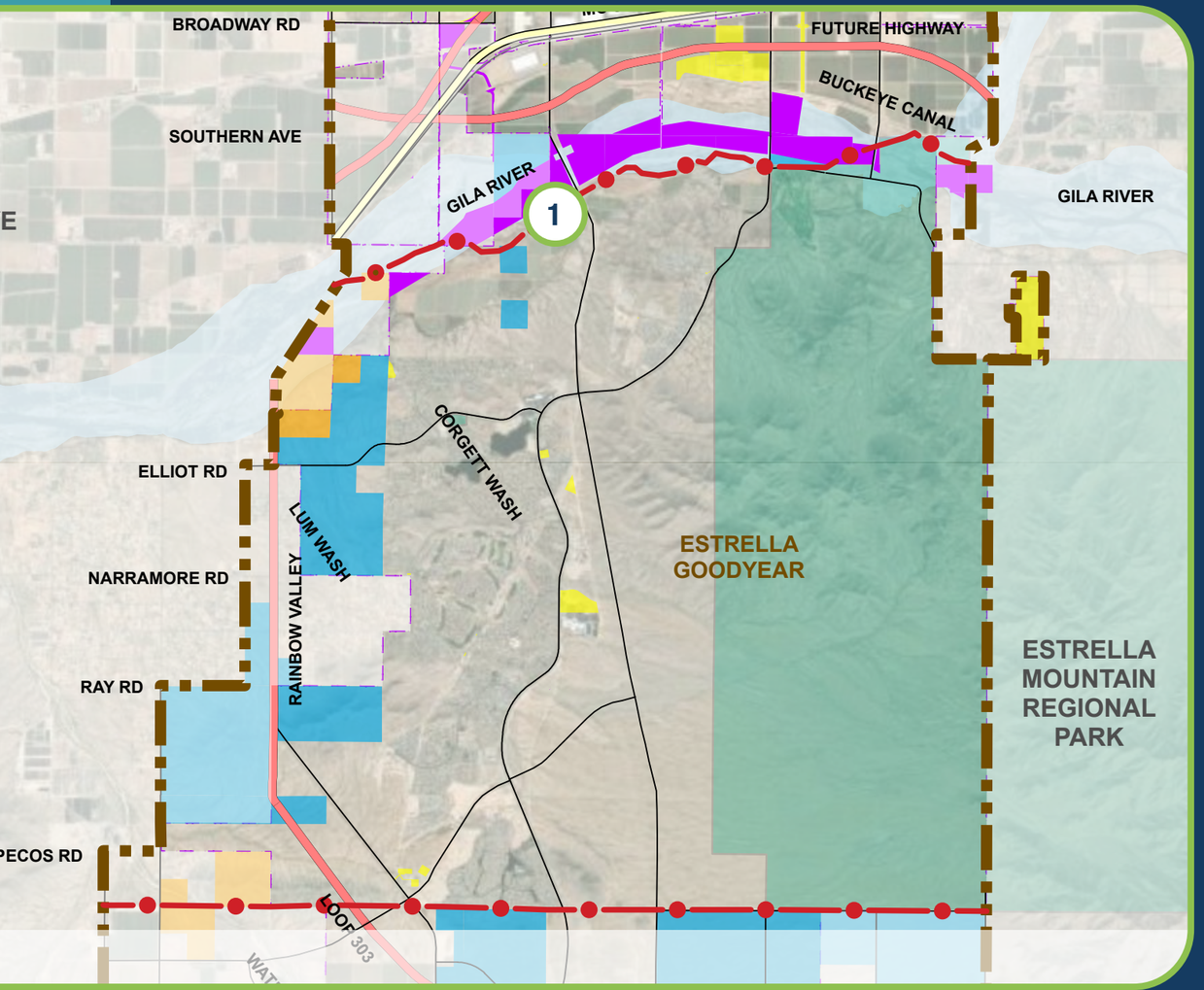
The area is bounded by the I-10 on the north and the Gila River to the south with Perryville Road on the west and Litchfield Road on the east. The land uses include residential with several master planned communities including Canyon Trails, Wildflower Ranch and Centerra, the Phoenix Goodyear Airport, as well as industrial developments. This area is also home to the Goodyear Ballpark and the spring training facilities for the Cleveland Guardians and the Cincinnati Reds.

The central planning area covers approximately 18,200 acres in land area and includes private land holdings (no color), City of Goodyear-owned land (yellow), ASLD land (blue), and Flood Control District land (purple).



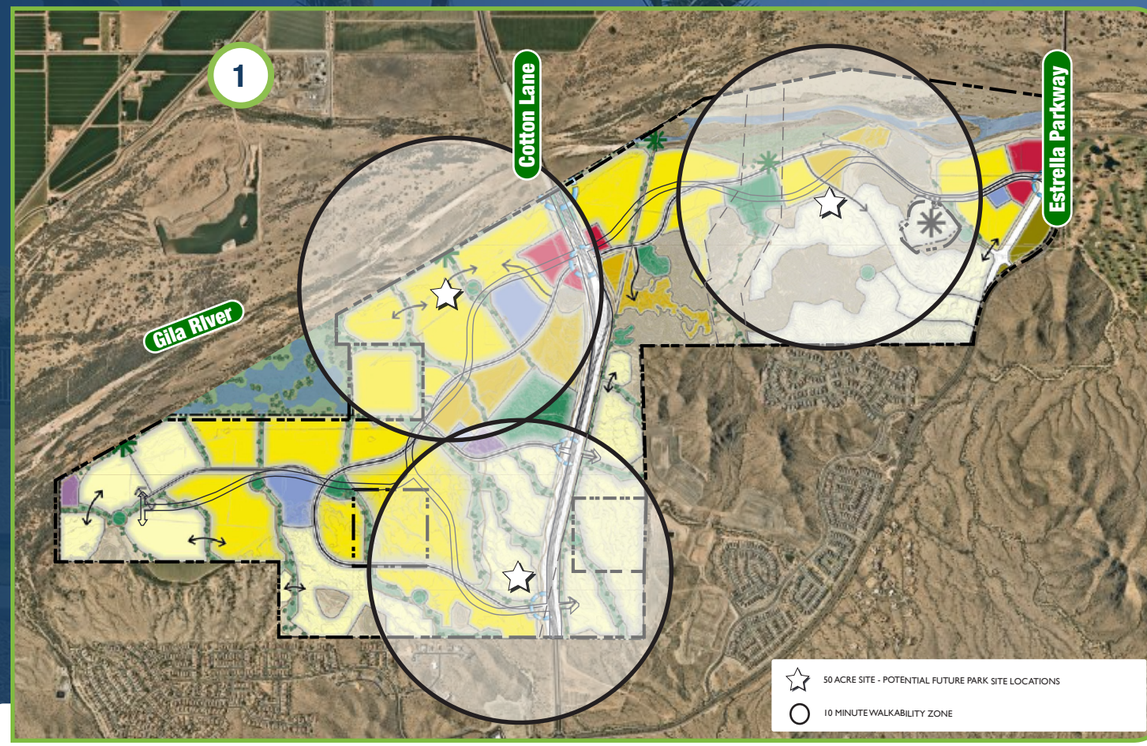
Estrella Planning Area

The area is bounded by the Gila River to the north and Pecos Road to the south with Perryville Road on the west and Estrella Mountain Regional park on the east. The land uses include residential with the Estrella master planned community. This area is also home to the Goodyear Foothills Community Park.



Private Development

1 Kings Ranch Master Planned Community



The Kings Ranch master planned community is currently in the planning stages within the City of Goodyear.

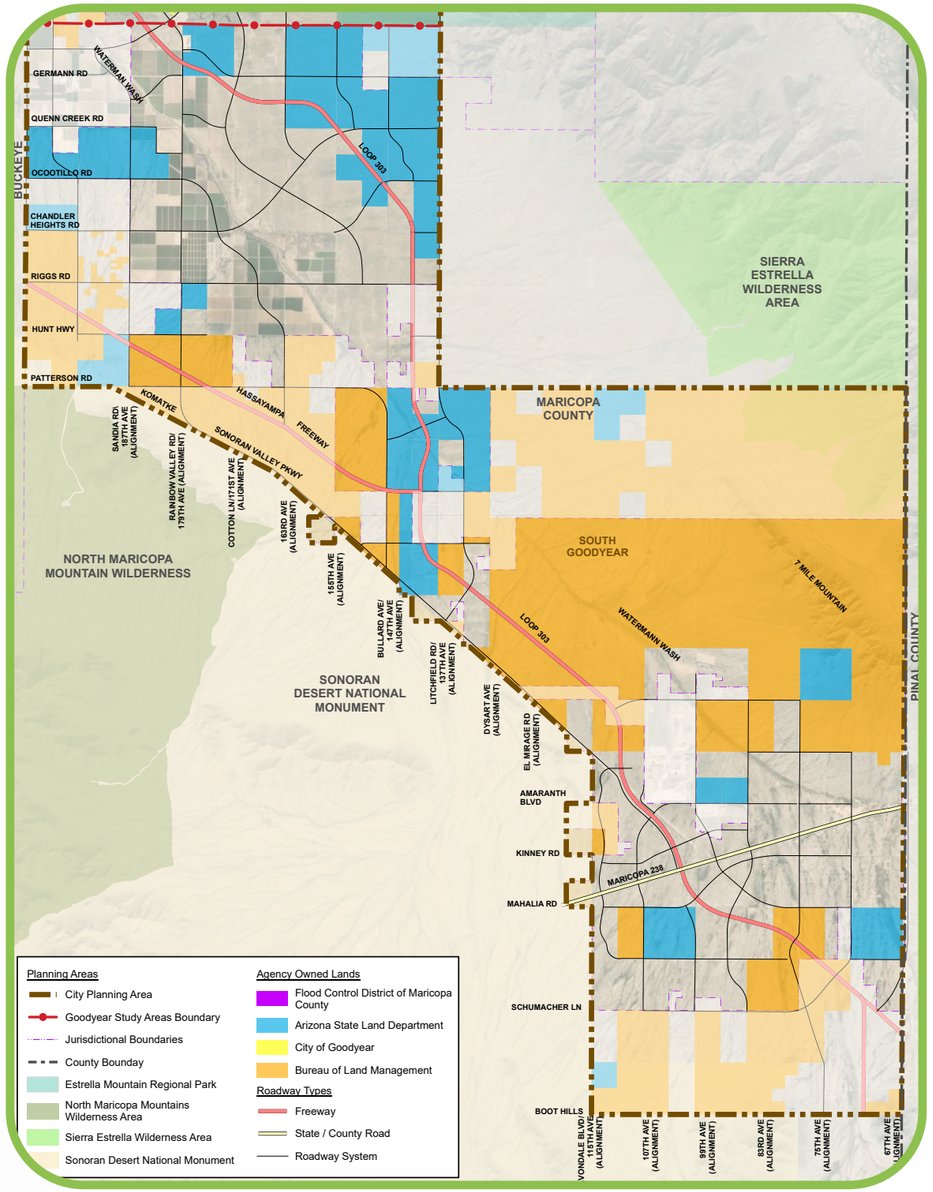
The parks team was able to evaluate the initial planning submittal and work with City planners to identify a potential community park site options within this master planned community located just south of the Gila River between Cotton Lane and Estrella Parkway west of Estrella Mountain Regional Park.



South Planning Area

The area is bounded by Pecos Road along the north, Boot Hills Road along the south, City of Buckeye and the Sonoran Desert National Monument on the west, and 67th Avenue and Pinal County on the east.

The southern planning area covers approximately 70,000 acres in land area and includes private land holdings (no color), Bureau of Land Management (BLM) land (orange), and ASLD land (blue). This area is undeveloped and lacks significant infrastructure in providing access through roadways and to wet and dry utilities. The majority of the planned development includes master planned communities just south of the Estrella planning area limits. There are no recommendations for the City to purchase land at this time or over the next 10 years due to the lack of infrastructure and development of communities.



SITE EVALUATION CRITERIA

The future community park sites should be evaluated using several key elements. This process will involve evaluating potential sites in relation to the anticipated site programming along with location to existing and future planned communities, compatibility to adjacent properties, site access, and available infrastructure and impacts to existing environment. The purpose of the site selection study is to provide a method to evaluate the initial sites to determine future community park sites that best meet the City's needs.

The site metric matrix would include four evaluation categories as described on this page and the following page:

Site Features

Residential Proximity

Goodyear has multiple planned residential communities. It will be important to understand the housing densities of these areas, planned phasing, and where they are providing neighborhood parks and recreation facilities within the community. It is important to understand where the growth and need for a community park will be coming from. Sites with direct linkages to planned, existing, or future planned residential communities score higher.

Compatible Land Use

It is important to understand the current/planned landuse of the surrounding areas adjacent to the proposed park site. Sites with strong land-use compatibility score higher.

Present Ownership

Ownership would likely include both private and public agency properties and evaluates the means for acquisition based on present ownership.

Topography

Topographic contour mapping for each site will assist in better understanding opportunities and constraints related to existing topography and required earthwork. Evaluating a site's existing topography has a direct impact on overall development viability and costs. Sites that do not require extensive change in overall grade result in a higher score.

Geology/Soil

Soil considerations are critical to understanding earthwork activities as well as planting and potential turf field improvements. Sites with favorable soil characteristics score higher than rocky terrain.

Environmental

Waters of the United States as well as cultural sites are critical to understand as these elements can reduce developable footprint and require lengthy permitting processes.

Connectivity

Sites with connections to future park sites as well as local and regional trail/pathways receive higher scoring.

Drainage/Floodplain

The floodplain/floodway identification has a direct impact on all aspects of site development as well as special considerations that will be required during site design. Sites with limited floodplain and floodway areas result in higher scoring.

Visual Quality

Opportunities for scenic viewshed corridors result in higher scoring.

Infrastructure

Access/Roadway

The ability for the community to easily and efficiently access the site from existing and planned transportation and recreation corridors are weighted higher than those with lack of existing access.

Sanitary Sewer

Access to existing sanitary sewer facilities adjacent to, or near proximity of, the potential sites is a factor in the development of the proposed site. A higher value indicates infrastructure is readily available with little effort to facilities to the site.

Potable Water

Provide/extend to existing potable water facilities adjacent to, or near proximity of, the potential sites is a factor in the development of the proposed site. A higher value indicates that readily available infrastructure exists with little effort to provide facilities to the site.

Reclaimed or Alternate Water Source

Access to existing reclaimed or other alternate water facilities adjacent to, or near proximity of, the potential sites is a factor in the development of the proposed site. A higher value indicates that readily available infrastructure exists with little effort to extend facilities to the site.

Electrical

Access to existing electrical power facilities adjacent to, or near proximity of, the potential sites is a factor in the development of the proposed site. A higher value indicates that readily available infrastructure exists with little effort to provide facilities to the site.

Dry Utilities

Access to existing dry utility (fiber optic, communication and natural gas) facilities adjacent to, or near proximity of, the potential sites is a factor in the development of the proposed site. A higher value indicates that readily available infrastructure exists with little effort to provide facilities to the site.



Anticipated Costs

Acquisition

Utilize comparable land transactions and real estate expertise for public agency-owned land and private properties.

Site Prep/Grading

Extensive site preparation has a direct and correlating cost impact to the project. Efforts requiring less extensive preparation receive a higher score.

Roadway

New roadway improvements that are required to provide access to the site result in lower scoring when compared to sites with access to existing roadway infrastructure.

Utilities

The extension of utilities to a site will have a direct and correlating cost impact to a project. Sites with utilities in close proximity receive a higher weighted value.

Professional Opinion

Economic Best Use

This recommendation is based on the overall development and operation cost associated for each future site based on surrounding developed area.

Operational Efficiency

This opinion is based on the ability to maintain and operate the sites based on the location and current City assets.





Site Programming Considerations

Each site is unique and will inform the design process. Programming and equitable distribution of amenities at each park should be considered during site selection, as not every site will be well suited for every amenity. **As each new community park project comes online, a site-specific master plan with community outreach and stakeholder engagement will be required to revisit and confirm programming priorities.**

The master plan will include the development of multiple concepts through design charrettes with the City, community, and key stakeholders. The master plan will also provide utility demands and identify infrastructure needs for the proposed community park. Infrastructure improvements will be identified and potential future Capital Improvement Program (CIP) projects will be programmed. The master plan will utilize a transparent process to document needs, comments, and ideas from the community and stakeholders. The project will include involvement from the PRAC and will provide City Council and staff with project updates along the way. The end deliverable will be a fully vetted master plan shaped by the community with an implementation plan with cost estimate.

CHAPTER 10

Organizational Assessment



OVERVIEW

- Organizational Assessment
- Executive Staff
- Right-of-Way
- Recreation
- Recreation Center/Aquatic Center
- Arts and Culture
- Parks
- New Position

Introduction

A critical component to effectively service the community is a well organized department. This chapter aims to recognize the current state of the city's parks and recreation department and identify needs moving forward.

The City of Goodyear Parks and Recreation Department is currently authorized to include 93 full-time employees and currently includes 87 full-time employees with six vacancies. The department includes a Parks and Recreation Director and Deputy Director, Project Manager, Arts and Culture administrator, two recreation superintendents, and park maintenance and right-of-way maintenance superintendents. The department includes the following areas: Arts and Culture, Recreation, Parks maintenance, Right-of-Way maintenance, and the Goodyear Ballpark.

These recommendations are flexible, and the Director has the ability to adjust based on growth and trends. As additional facilities, programs, and trails are added, more positions will be requested to serve the additional needs of the community. This plan should be reviewed and updated annually.

Executive Staff

These organizational changes are being recommended to better reflect executive staff responsibilities, consolidate administrative functions for better efficiency, and provide key managerial staff for better coordination of services.

Short-term

- Creation of an Administrative/Business Services Division should be explored
  - Consolidation of administrative functions within the department
  - Budget management and financial compliance
  - Administrative Services Supervisor is added
- If the library transitions to a municipal operation:
  - Deputy Director for arts, culture, and library services or a standalone department should be evaluated
  - Additional library structure and staffing will be identified in the Library Master Plan that is forthcoming in FY2024
- Parks/Right-of-Way Manager above the Parks & Right-of-Way Superintendent level is added
- Recreation Programs/Facilities Manager above the Recreation Superintendent level is added
- Parks Planner is added
- Adding a dedicated Human Resources Business Partner for the department should be explored
  - The Department has 93 full-time staff members and an additional 55 part-time equivalents which comprises more than 200 employees that require seasonal recruiting, onboarding, and separations

Long-term

- Deputy Director for Parks/Right-of-Way is added
  - This position allows the current Deputy Director to oversee the Recreation Division
- Project Manager is added
- As the responsibilities of the department grow, additional positions will be requested to serve the additional needs of the community



Right of Way

These organizational changes reflect the transition of the Perryville prison labor program to a different role and the consolidation of irrigation resources for the department in the Right of Way Division. It is recognized that as the trail system grows and with a maturing tree inventory, a staffing commitment to trails and forestry will be needed.

Short-term

- Formalize the transition from the Perryville prison labor program to project based use due to inconsistency of inmate availability
  - ROW Worker III transitions to Weed Control
  - (2) ROW Worker II's (Weed Control)
- An irrigation crew is added
  - ROW Supervisor is added to oversee weed control and irrigation
  - (4) Irrigation Tech II's are added
- A Trails Division is created when the Bullard Wash Trail extension begins
  - (1) Supervisor added, (4) Trail Workers

Long-term

- As the trail system continues to develop, explore the addition of a Trails Division
- A Forestry Division should be considered as the city's tree inventory matures
- As ROW areas increase, additional positions will be requested to serve the additional needs of the community.

Recreation

With an anticipated growth in recreation programming in key areas, additional staff will be needed to administer these services. Additional parks and trails will require a greater staffing commitment to the park ranger program to ensure safety, security, and customer service.

Short-term

- Park Ranger position is added
- Summer Recreation Programmer is added
- Adaptive Recreation Programmer is added
- Active Adult Recreation Programmer is added

Long-term

- A Park Ranger Division should be considered as parks/trails are developed
- As programs and population grows, additional positions will be requested to serve the additional needs of the community.

Recreation Center/Aquatic Center

The Recreation/Aquatic Center with its high level of use, especially from youth and teens, will need additional staff to effectively and efficiently operate the facility.

Short-term

- Teen Coordinator is added
- Part-time conversions:
  - Convert (two) GRC Facility Managers from part-time to full-time
  - Convert (one) Aquatics Manager from part-time to full-time

Long-term

- As programs and population grows, additional positions will be requested to serve the additional needs of the community.

Arts and Culture

With an increased focus on public art as well as community events, increasing the level of staffing will be necessary to ensure strong coordination of these areas. If an arts center is built in the community, then a center manager will be important for the operation of the facility.

Short-term

- Public Arts Coordinator is added
- Events Programmer is added

Long-term

- As art programming increases, an arts center may be needed. The development of a facility will require a full-time manager and subsequent staff.

Parks

To increase the level of maintenance for existing and new parks, additional maintenance staff will be required. This request is based on the current level of maintenance associated with the four different classifications of parks.

Level	Parks Maintenance Worker per Acres
A and A+ – High Level of Maintenance	6 to 8 acres
B – Reasonable Level of Maintenance	8 to 12 acres
C – Moderate Level of Maintenance	12 to 18 acres
D – Minimal Level of Maintenance	50 to 75 acres

Short-term

- Increase “staff-to-acre” ratio to meet community needs
  - Parks Worker II is added to Neighborhood Parks
  - Three Parks Worker I’s are added to Neighborhood Parks
  - Park Worker I is added to South Community Parks
- Add resources for Bullard Wash II due to the reclassification of the park
  - Parks Worker III is added
  - Parks Worker I is added
- Small-Engine Mechanic is added
- Evaluate the foreman responsibilities and adjust/align them with other Goodyear departments (span of control, responsibilities, supervision, etc.)

Long-term

- As parks/facilities and population grows, additional positions will be requested to serve the additional needs of the community
- Irrigation crew to support Parks Division

NEW AND RECLASSIFIED POSITIONS

Area	Short-Term	#	Long-Term	#
Executive Staff	Admin. Services Sup.	1	Deputy Dir. Parks/Right-of-Way	1
	Deputy Dir. Arts & Cult.	1	Project Manager	1
	Parks/Right-of-Way Manager	1		
	Rec. Prog./Fac. Manager	1		
	Parks Planner	1		
Sub-Total		**5**		**2**
Right-of-Way	Right-of-Way Supervisor	1	To be Determined	
	Right-of-Way Worker II	2		
	Irrigation Tech II	4		
Sub-Total		**7**		**0**
Recreation	Park Ranger	1	To be Determined	
	Summer Recreation Prog.	1		
	Adaptive Coordinator	1		
	Seniors Programmer	1		
Sub-Total		**4**		**0**
Arts & Culture	Public Arts Coordinator	1	To be Determined	
	Events Programmer	1		
Sub-Total		**2**		**0**
Parks	Parks Worker III	1		
	Parks Worker II	1		
	Parks Worker I	5		
	Small-Engine Mechanic	1		
Sub-Total		**8**		**0**
Grand Total		**26**		**2**

* Represents the conversion of part-time staff to full-time.

CHAPTER 11

Parks Maintenance



OVERVIEW

- Maintenance Service Levels
- Current Park Staffing Service Level
- Future Park Staffing Service Level

Introduction

Parks have played a major role in the livability of Goodyear since its inception. Parks, facilities, and amenities that are clean and functioning efficiently area a critical element to delivering high-quality programs and services. The City's maintenance efforts are expansive and address diverse aspects of maintaining high-quality facilities, amenities, and infrastructure to preserve the integrity of these public assets and their meaningful use. Today, Goodyear maintains a park system consisting of 22 public parks including the Goodyear Ballpark, which is maintained separately from city parks. Goodyear Parks and Recreation has established maintenance service levels that identify specific maintenance standards and staffing requirements for each level. These established maintenance standards served as the starting point for the analysis of current and future maintenance staffing levels for the City.

CITY OF GOODYEAR MAINTENANCE STANDARDS

The City of Goodyear currently utilizes the following tiered maintenance standard and service levels throughout the City's parks and recreation system.

Maintenance Service Levels and Descriptions

Developing maintenance service levels for parks and trails requires evaluating and responding to a park's level of use, park acreage, type of programming, and provided amenities. Each maintenance service level serves a specific purpose with the ongoing goal of providing clean and high-quality parks and recreation facilities for residents. Maintenance service levels may be adjusted for specific sites based on park expansion, change in programming, or increase/decline in use. The following descriptions outline the expectations for each maintenance service level:

Level A+

Goodyear Community Park | Goodyear Recreation Campus

A high level of maintenance associated with well-developed park areas with high visitation rates. Turf is lush, cut two to three times per week, free from weeds, and cut to a precise level. Turf fertilizing is completed three times annually, and facilities maintenance is performed two times daily. Plants and trees in parks are pruned, trimmed, and shaped to ornamental beauty. Playground maintenance is daily and inspected weekly. Hardscapes are regularly swept, and litter is collected two times daily. Requires one park maintenance worker per four to six acres.

Level A

Foothills Community Park | Civic Square

A high level of maintenance associated with well-developed park areas with high visitation rates. Turf is lush cut two to three times per week, free from weeds, and cut to a precise level. Turf fertilizing is completed three times annually, and facilities maintenance is performed Monday-Friday. Plants and trees in parks are pruned, trimmed, and shaped to ornamental beauty. Hardscapes are regularly swept, litter control is performed five to six times per week, and playgrounds are serviced daily and inspected weekly. Requires one park maintenance worker per six to eight acres.

Level B

Falcon Park | Roscoe Park | Bullard Wash II

A reasonable high level of maintenance associated with well-developed park areas with high visitation rates. Major difference from Service Level "A" is turf is not cut as frequent, regular intervals at precise level. Plants and trees in parks are not pruned and trimmed at the same frequency. Litter control and facility maintenance is five to six times per week and hardscape maintenance is less frequent. Mowing frequencies vary from five to seven days, shrub and tree pruning are completed bi-annually, turf fertilizing is completed three times annually, and playgrounds are serviced weekly and inspected monthly. Requires one parks maintenance worker per eight to 12 acres.

Level C

Estrella South | Estrella North | Loma Linda | Palm Valley | Palmateer | Rio Paseo | Parque De Paz | Portales | Wildflower South | Wildflower North | Canada Village | Bullard Wash I

The lower expected service level for fully developed parks or a moderate level of maintenance associated with park locations of large size, of average development and or visitation. Maintenance is accomplished, usually with longer service intervals, to keep the park safe and minimally serviceable to the community. Mowing frequency every seven to 14 days, shrub and tree pruning annually, turf fertilization bi-annually, litter control one to two times per week, facilities maintenance performed one time a week, and playgrounds are serviced weekly and inspected monthly. This level requires one park maintenance worker per 12 to 18 park acres.

Level D

A minimal service level to parklands or open spaces with no facilities with the intent to maintain safe grounds and a "natural" ambiance. Generally, inspection services and litter control are conducted on a weekly basis. Mowing frequencies every 14 to 21 days, shrub and tree pruning annually, and fertilization annually. Playgrounds are serviced weekly and inspected monthly. Usually, such services require one park maintenance worker every 50 to 75 acres.

Level E

A minimal service level to parklands or open spaces with no facilities with the intent to maintain safe grounds and a "natural" ambiance. Generally, inspection services and litter control are conducted, but on an infrequent basis. Usually, such services and litter control are conducted as "fill-in" work by staff but otherwise one park maintenance worker can cover several hundred acres.

PARK STAFFING SERVICE LEVEL ANALYSIS

The following table provides the current city park staffing service level. The level of service for this analysis is defined using a low and high range. The low range is defined as 1 person per 8 park acres and the high range is defined as 1 person per 6 acres.

Current staffing is within the designated requirements for staffing the various levels of park maintenance per acre but is at the low end of the range.

Parks		Acreage	Staffing Low Level 1 Person/8 Acres	Staffing High Level 1 Person/6 Acres
A+ Parks	Goodyear Community Park	36.0		
	Goodyear Recreation Campus	40.0		
	Totals	**76.0**	**9.5**	**12.6**
A Parks	Foothills Community Park	20.0		
	Civic Square	2.0		
	Totals	**22.0**	**2.7**	**3.6**
B Parks	Falcon Park & Retention	16.0		
	Roscoe Dog Park	6.0		
	Bullard Wash II	31.0		
	Totals	**53.0**	**4.4**	**6.6**
C Parks	Estrella Vista Park South	6.0		
	Estrella Vista Park North	4.0		
	Loma Linda	5.0		
	Palm Valley	4.0		
	Palmeteer	1.0		
	Rio Paseo	14.0		
	Parque De Paz	3.0		
	Portales	17.0		
	Wildflower Park South	6.0		
	Wildflower Park North	7.0		
	Canada Village	1.0		
	Bullard Wash I	30.0		
	Totals	**98.0**	**5.4**	**8.1**

Park Totals	Acreage	Staffing Low Level	Staffing High Level	Current Staffing Level
A+ Parks	76	9.5	12.6	
A Parks	22	2.7	3.6	
B Parks	53	4.4	6.6	
C Parks	98	5.4	8.1	
Totals	**249**	**22.0**	**30.9**	**23**

Current staffing is within the designated standards for staffing the various levels of park maintenance per acre but is at the low end of the range. This is not sustainable and park maintenance is showing signs of decline. Efforts should be made to increase staffing levels to the higher end of the range in order to meet the quality expectations for residents.

FUTURE PARK STAFFING SERVICE LEVEL NEEDS

The following chart provides the recommended staffing based on the identified future improvement priorities.

Parks		Acreage	Staffing Low Level 1 Person/8 Acres	Staffing High Level 1 Person/6 Acres
A+ Parks	Recreation Campus - Phase 2	46.0		
	Goodyear Sports Complex	130.0		
	Totals	**176.0**	**22.0**	**29.3**
A Parks	Foothills Community Park - Phase 2	17.0		
	Totals	**17.0**	**2.1**	**3.1**
Parks		**Acreage**	**Staffing Low Level 1 Person/12 Acres**	**Staffing High Level 1 Person/8 Acres**
B Parks	Bullard Wash Trailhead	11.0		
	Totals	**11.0**	**0.6**	**0.9**
Parks		**Acreage**	**Staffing Low Level 1 Person/18 Acres**	**Staffing High Level 1 Person/12 Acres**
C Parks	N/A			
	Totals	**0.0**	**0.0**	**0.0**

This chart reflects the future park staffing service level needs.

Park Totals	Acreage	Staffing Low Level	Staffing High Level
A+ Parks	176.0	22.0	29.3
A Parks	17.0		
B Parks	11.0	0.6	0.9
C Parks	0.0	0.0	0.0
Totals	**204.0**	**22.6**	**30.2**

Current staffing is below the minimum level required within the designated standards for staffing the various levels of park maintenance per acre for future park additions.

Goodyear Parks and Recreation has parks maintenance standards that are unique to the city but are at a level that are only found within the top 10% of parks agencies nationally and are considered as best practices within the industry. As a result, it is difficult to benchmark with other agencies.



CHAPTER 12

Recreation Programs



OVERVIEW

- Assessment of Recreation Programs
- Current Programs Provided by the City and by Contracted Providers
- City Recreation Participation
- Programming Categories
- Program Opportunities
- Goodyear Recreation Center and Aquatics Facility Assessment

Introduction

The City of Goodyear provides residents of all ages opportunities to participate in sports, recreation, aquatics, activities, and classes within arts and culture programs. The City provides a diverse offering of programs that is limited by the availability of facilities. Recreation programs provide opportunities for residents to explore new activities, develop new skills and improve existing ones, and partake in cultural activities. The City currently offers programs in the areas of adult and youth sports, aquatics, enrichment, youth summer camps, and youth and adult special events. As the city continues to grow, the development of programs is key to continue to provide connections among residents to continue to build community and provide a high quality of life within the city.

RECREATION PROGRAMS

The following is an assessment of existing recreation programs and services provided by the City of Goodyear's Parks and Recreation Department as well as recommendations for the future. Goodyear currently provides a wide variety of recreation programs for the community. There are programs in a number of interest areas and these are available for all demographic groups. These programs and services are a mixture of in-house and contract providers.

Assessment of Recreation Programs

Goodyear Recreation Programming Summary (2022)

The following chart summarizes the programs and services that are offered by Parks and Recreation and those that are offered by other contract providers. This summary is based on information provided by Parks and Recreation staff.



GOODYEAR RECREATION PROGRAMMING SUMMARY TABLE

Program Area	Season	City Provided	Season	Contractor Provided
Youth Sports	Summer Winter Fall Spring	Basketball Flag Football Soccer Volleyball	Yr. Round	Archery Multi-Sport Pickleball Running Soccer
Adult Sports	Summer Yr. Round	Basketball Pickleball Round Robin Softball	Sept-April Yr. Round	Pickleball Clinics Pickleball Lessons Self Defense Tennis Lessons
Fitness/Wellness	Yr. Round	Special Events 30*30 Balance/Stability Barre Body Balance Body Bootcamp Body Pump Chair Yoga Cycle Grit Athletic High Fitness High Yo HIIT Hip Hop Step Pilates RPM Sh'Bam Silver Sneakers Sprint Tai Chi Yoga Zumba	N/A	N/A
Cultural Arts	June Yr. Round	Follow Your Art Jr.	Yr. Round	Adult Dance Youth Dance Youth Painting Youth Theatre Art Creative Aging Drum Circle
Outdoor Recreation	N/A	N/A	N/A	N/A
Seniors	Yr. Round	Fitness Classes Bingo Bash Cards & Games Goodyear Stitchers Club Lunch & Bingo Make & Take Crafts Passholder Orientation Socials Trips Walking	Yr. Round	Seminars Creative Aging
Teens	Yr. Round Summer	Fitness/Wellness Orient. Galpatch Glowing Up GRCU Swim Night	N/A	N/A
Self-Directed	Yr. Round	Swimming Fitness Basketball Volleyball Pickleball Tennis Running/Walking Esports/Gaming	N/A	N/A

Continued on next page.

Program Area	Season	City Provided
Aquatics	Summer Spring/Sum Spring/Sum Summer Spring/Sum Summer Spring/Sum Spring/Sum Summer	Adult Cardio Wave Adult Swim Lessons Adult Water Aerobics Jr. Lifeguard Program Lifeguard Certification Phelps Swim Lessons Youth Swim Lessons Youth Swim Team
Youth	Yr. Round Yr. Round Yr. Round Yr. Round Summer	Break Camps My Play Date Youth Night @ GRC Preschool Summer Rec. Program
General Interest	Spring	Mother/Son Dance
Adaptive/Special Needs	Summer	Swim Lessons
Special Events		*See Arts & Culture section for full list*

Contract Provided	Season
Enrichment-BEST Pretty Precise	Yr. Round
AED, CPR, First-Aid Dog Obedience	Yr. Round
Social Club Special Events	Yr. Round



City Recreation Participation Numbers (2018-2022)

The chart below summarizes participation in some of the in-house recreation programs and services that have been offered in the preceding three years (minus the COVID-19 years of 2020 and 2021).

Category	FY 2018	FY 2019	FY 2022
Recreation Programs Offered	479	503	2,228
Recreation Program Participants	17,094	17,396	47,498
Adult Sports Participants	1,680	1,890	2,300
Youth Sports Participants	1,144	1,063	1,893
Senior Programs Offered	58	49	67
Senior Program Participants	1,417	1,005	1,649
Summer Recreation Participants	624	582	821
Arts & Culture	14	14	14
Special Events	43,826	48,347	59,000

This chart indicates specific recreation program registration numbers for 2022 and those that had a wait list.

Category	Registered	Wait List
Youth Sports Development	307	2
Youth Sports Leagues	1,893	618
Adult Sports	2,300	58
Group Fitness	34,716	2,423
Aquatics Fitness	183	21
Swim Lessons	2,875	1,113
Swim Team	266	235
Preschool	172	76
Youth Break Camps/Summer Recreation	964	510
Youth Enrichment	504	6
Adult Enrichment	489	67
Dog Programs	51	0
Adaptive Programs	34	0
Senior Events	66	0
Senior Programming	1,649	101
Teen Enrichment	528	15
Teen Events	495	0
Total	**47,492**	**5,245**

General Program Categories

The following is a listing of general program categories where programs are often offered by full-service parks and recreation agencies nationwide. It is unusual for an agency to directly offer programs in all these areas, but there are usually either agreements with other providers for some of these activities or a referral to them.

It is important to note that these are general recreation program categories that are often found in many parks and recreation agencies nationwide. This is not an assessment of Goodyear programs and services but a national benchmark.

Area	General Description
Sports	Youth and adult team and individual sports. Also includes adventure/non-traditional sports.
Fitness/Wellness	Group fitness classes, personal training, education, and nutrition.
Cultural Arts	Performing arts classes, visual arts classes, music/video production and arts events.
Aquatics	Learn to swim classes, aquatic exercise classes, competitive swimming/diving.
Youth	Before- and after-school programs, summer/school break camps, and preschool.
Education	Language programs, tutoring, science (STEM) classes, computer, and financial planning.
General Interest	Personal development classes.
Adaptive/Special Needs	Programs for the physically and mentally impaired, and also inclusion programs.
Special Events	Community-wide special events that are conducted throughout the year.
Outdoor Recreation	Environmental education, hiking, camping, kayaking, and other activities.
Seniors	Programs and services that are dedicated to serving the needs of seniors.
Teens	Programs and services that are focused on serving the needs of teens.
Self-Directed	This includes the opportunities for individuals to recreate on their own.

Program Opportunities

After reviewing the recreation services that are provided directly by the City and those that are offered by other organizations through a contract with the City, most of the general program areas that many recreation agencies offer are being covered.

For the program areas that the City or contract organizations are not providing, the community is more dependent on other agencies or private providers for these services.

This chart indicates specific recreation program registration numbers for 2022 and those that had a wait list.

Program Areas	City Programs	Contract Programs
Adaptive/Special Needs	✓	✓
Aquatics	✓	
Cultural Arts	✓	✓
Education		✓
Fitness/Wellness	✓	
General Interest	✓	✓
Outdoor Recreation		
Self-Directed Activities	✓	
Seniors	✓	✓
Special Events	✓	
Sports	✓	✓
Teens	✓	✓
Youth	✓	✓

Programming Emphasis

The following is a cursory review of areas of recreation program emphasis for the Goodyear Parks and Recreation Department and contract program providers. The determination of the level of programming is based on the number of programs and registration numbers that have been in place over the last three years. The fact that certain program areas have lower levels of programming (or no programs) is not unusual for most agencies as it is very difficult provide high levels in all areas due to resource requirements, lack of facilities, and the desire to utilize other community providers for some services.

The following table shows Goodyear having a strong portfolio of recreational opportunities, whereas the lower level represents areas where Goodyear could expand in its recreation program opportunities.

City Program Areas	Low Level	Medium Level	High Level
Adaptive/Special Needs	✓		
Aquatics			✓
Cultural Arts			✓
Enrichment	✓		
Fitness/Wellness			✓
General Interest	✓		
Outdoor Recreation			
Self-Directed Activities			✓
Seniors		✓	
Special Events			✓
Sports		✓	
Teens		✓	
Youth			✓

The emphasis for City programs is in Fitness/ Wellness, Cultural Arts, Aquatics, Youth, Special Events, and Self-Directed activities with a mid-range in Sports, Seniors, and Teens. The level of programming in Enrichment and Special Needs is low. There are no programs being offered by the City in Education or Outdoor Recreation.

Contract Providers

For contract providers, the program emphasis is primarily in Sports, Cultural Arts, and Education, with a low level of offerings in Fitness/Wellness, Youth, Enrichment, Special Needs, and Seniors. There are currently no program offerings in Aquatics, Special Events, Teens, or Self-Directed as these services are being offered by in-house City programs.

Contract Program Areas	Low Level	Medium Level	High Level
Adaptive/Special Needs	✓		
Aquatics			
Cultural Arts		✓	
Education		✓	
Enrichment	✓		
Fitness/Wellness	✓		
General Interest	✓		
Outdoor Recreation			
Self-Directed Activities			
Seniors	✓		
Special Events			
Sports		✓	
Teens			
Youth	✓		

Recreation Programming Summary

- The City provides a relatively high number of recreation programs, and these are primarily fitness/wellness, cultural arts, aquatics, special events, and youth programs.
- Contract organizations provide a relatively small number of programs focusing mostly on sports, cultural arts, and education.
- When all the recreation programs, including those offered by the City and contract providers are considered, there is only one program area that does not have organized programming and that is outdoor recreation.
- Parks and Recreation, while it provides a wide range of recreation activities in a well-organized manner, would benefit from having a formalized program plan in place to guide the delivery of services by the City and other organizations to ensure that the needs of the community are being met in all program areas.
- Further developing and standardizing existing program metrics within Parks and Recreation will provide additional analysis tools for recreation programs and services.



Recommendations for Recreation Programs

The City of Goodyear's Parks and Recreation Department will need to determine the areas of focus for future recreation programming efforts based on community input/needs, the level of financial and resource commitment that it wants to make to certain recreation program areas, as well as the availability of parks and facilities to support certain program offerings. There are guiding principles and general program goals in place but updating and formalizing the existing programming philosophy and subsequent program plan is important.

Formalize the Programming Philosophy

Parks and Recreation should develop an overall basic programming philosophy with the following objectives:

- The City will continue to be the primary provider of recreation programs and services in key areas, but will also rely on contract sources and other providers for other programs.
- Continue to develop and enhance partnerships with other providers to bring a full spectrum of recreation programs and services to the community.
- Ensure that recreation program and service opportunities are available to all ages, incomes, abilities, genders, and ethnic groups in an equitable and inclusive manner.
- Ensure that recreation programs and service opportunities are available in areas of interest that are identified as a need in the community.
- City-based recreation and program service offerings will respond to identified community needs in a cost-effective and efficient manner.
- City-based recreation and program services will be affected by the availability of facilities to support activities.

Develop a Program Plan

Based on the updated programming philosophy, develop a revised program plan that establishes the general direction of recreation programming for the next five-plus years. This should include the following areas:

- Establish the basics of the plan
- Determine which programs will be primarily offered by City staff. This currently includes:
  - Special Events
  - Fitness/Wellness
  - Cultural Arts
  - Aquatics
  - Youth
  - Self-Directed
- Respond to priories for general programming expansion based on community input derived through the master plan process including:
  - Special Events
  - Adult Sports
  - Seniors
  - Nature-Based Programs
  - Arts and Culture
  - Youth Sports
  - Youth
  - Adaptive/Special Needs

The role of the City in providing new programs in these areas will need to be determined.

- Maintain and enhance programming contracts with existing organizations for the following:
  - Youth Sports
  - Adult Sports
  - Cultural Arts
  - Education
  - Youth
  - Enrichment
  - Seniors
  - Adaptive/Special Needs
- Determine the approach to providing future Outdoor Recreation programs that currently do not have formal city of Goodyear contract program opportunities:
  - Outdoor Recreation

Nature and Outdoor Recreation programs have been identified as a need by the community through the master plan process and should receive increased emphasis in the future. However, it is expected that any programs in this area would either be provided by contracts with other providers or by referral to other organizations.

Category	FY 2018	FY 2019	FY 2022
Adult Sports Participants	1,680	1,890	2,080
Recreation Program Participants	35,000	35,000	148,197
Recreation Programs Offered	479	778	27
Senior Program Participants	1,166	924	1,360
Senior Programs Offered	36	36	78
Special Events	43,826	48,347	59,000
Summer Recreation Participants	624	582	465
Youth Sports Participants	1,144	1,063	1,155



Adopt the Following Future Program Responsibility Directives

Program Areas	City	Other Providers	Future Providers
Adaptive/Special Needs	✓	✓	
Aquatics	✓	✓	
Cultural Arts	✓	✓	
Fitness/Wellness	✓	✓	
General Interest	✓	✓	
Outdoor Recreation			✓
Self-Directed	✓		
Seniors	✓	✓	
Special Events	✓	✓	
Sports	✓	✓	
Teens	✓		
Youth	✓	✓	

Based on the limited availability of facilities, adopt the following future program responsibility recommendations:

Adaptive/Special Needs

With limited programs currently being provided in this area by either Parks and Recreation or other contract providers, there will need to be more of a focus in the future. It is expected that Parks and Recreation will have a major role in this program area moving forward.

Adult Sports

Increasing offerings in adult sports will likely require both Parks and Recreation as well as contract providers to expand program offerings for both team as well as individual sports.

Aquatic

With two aquatic facilities, Parks and Recreation will continue to be the primary provider of aquatic activities. However, with limited program capacity, other aquatic providers in the community (YMCA) will also need to continue to fill an important role.

Cultural Arts

This will continue to be a program focus for Parks and Recreation and contract providers. The community desires additional programs in this area and as a result new programs will be offered by Parks and Recreation as well as contract providers.

Education

Parks and Recreation does not currently have education programming for youth or adults (other than what is integrated into youth programs), so most future programming needs should continue to be provided by contract providers including local schools, specialized non-profits, the library, or private providers. Parks and Recreation may also augment these program offerings or have information regarding these types of programs or services for referral.

Fitness/Wellness

Parks and Recreation should continue to be the primary provider of introductory-level fitness and wellness services.

Enrichment Classes

It is not expected that there will be a significant growth in this area in the future, but most any new programming opportunities will be offered by contract or other providers.

Outdoor Recreation

This is one of the top recreation program areas that was requested by the community. There are currently no program offerings in this category. This will need to be a focus for future recreation programming by both the City and by contract providers.

Self-Directed

With the City's recreation facilities, self-directed activities will remain a significant program area.

Seniors

It is expected that Parks and Recreation will continue to be the primary provider of programs and services that focus on seniors, but additional programs will be needed.

Special Events

It is expected that this will continue to be a primary program focus for Parks and Recreation in the future.

Teens

In the future providing services and programs specifically designed for teens will likely need to be the responsibility of both Parks and Recreation as well as contract and other providers.

Youth

Parks and Recreation will continue to be a primary provider of enrichment and break/summer camp programs, but other contract providers should be utilized to expand programming opportunities in this area as well.

Other Considerations

Most competitive youth sports leagues and programs will continue to be the responsibility of community-based youth sports organizations in the area. Parks and Recreation will provide recreationally focused team sports. However, with an anticipated need for additional team and individual sports, both Parks and Recreation as well as other providers will be needed to meet this need.

Continue to ensure that recreation programs are available for a wide range of demographic groups including:

Ethnic/Culturally Based

There should be an effort to offer programs and services that are appropriate for the cultural orientation of the community.

Intergenerational/Multigenerational

Offering programs and services that have an appeal to multiple generations or across generations. This should include family-focused activities.

Preschool

Programs and activities that assist with the development of young children both as individuals and with parents or caregivers.

Seniors

Programs and services that serve a wide range of the senior age category, including an appeal to the younger, more active senior.

Teens

Activities designed specifically for teens that are both organized and drop-in in nature.

Youth

Programs that serve a variety of interest areas beyond just sports including after-school and summer camps.

Recommendations

- Provide recreation programs in each area of the city.

  North | **Central** | **South** | **Estrella**

- Adapt the demand for future programming to the facilities that are available within the city to support the desired activities.
- With limited facilities and capacities in some areas, this could impact program growth. This is particularly true for indoor recreation and aquatic facilities.
- Maintaining a strong programming emphasis requires a comprehensive marketing plan to be in place.
- Gather input from the community at least every two years on recreation programming needs and expectations. This could be accomplished by surveys, focus groups, community forums, and other methods of public input.

Continue to establish basic performance measures to track the effectiveness of recreation programming. This includes the following for both City programs as well as those that are contracted:

- Rates of fill for programs and activities (capacity vs. actual numbers)
- Waiting list numbers by program
- Resident and non-resident participation rates
- Participation numbers and comparisons to past years/seasons
- Rate of program cancellations (should be between 15% and 20%)
- Financial performance including cost per participant
- Evaluations from participants

Implementation of the program recommendations as outlined above will likely require the addition of the following staff:

- Recreation
  - Adaptive Recreation Coordinator
  - Summer Recreation Programmer
  - Seniors Programmer
- Recreation/Aquatic Center
  - Teen Coordinator
- Arts and Culture
  - Events Programmer
- Recommendations to Support the Program Plan
  - Need to continue to have contracts with other providers that clearly outline specific roles and expectations as well as limits to facility scheduling, fees, and operations.
  - For those program areas where there are no contracts, continue to utilize other providers on a referral and clearinghouse basis. This could involve promotion of their activities, coordinating of some programs, and permitting of facilities. However, this process needs to be closely managed to be successful.

GOODYEAR RECREATION CENTER AND AQUATICS FACILITY ASSESSMENT AND RECOMMENDATIONS

The Goodyear Recreation Center and Aquatics Facility will celebrate its two-year anniversary in July 2023. This highly utilized and beloved facility provides the city's residents a wide array of recreation programming and amenities. The GRC in its first-year included 420,011 total visitors averaging 1,212 daily visitors, with the City selling 28,135 total day passes. The facility also included 2,756 total group fitness classes which included 20,278 group fitness attendees. The aquatics facility taught 15,688 total swim lessons. The facility included 8,469 rental hours and 15,844 total special event attendees.

Assessment of the Current Facility

The following is an assessment of various aspects related to the operations and management of the GRC and Aquatic Center. It is important to realize that this is an assessment of various aspects of the GRC and aquatic center. It is not just an assessment of programs. The assessment includes these sub areas:

- General Assessment
- Facility
- Programs
- Staffing
- Budget
- Maintenance
- Marketing
- Policies and Procedures

The assessment section is followed by a recommendations section that covers the same sub areas noted above.

Facilities

The Recreation and Aquatic Center opened in July 2021 as part of the first phase of the larger Goodyear Recreation Campus. The center is a 48,000-square-foot building with an outdoor aquatic center attached.

- The center is a beautiful facility that is well laid out and functional.
- The facility must deal with a very high level of use that puts a strain on the different elements of the center, especially those that have to support use by teens.
- With the focus on teens, there is a lack of multi-purpose rooms for general recreation activities and rentals.
- Office space is at a premium and either needs to be expanded at the existing center location or included in a new building that would be part of a second phase of the park.
- The conference room is also too small to adequately serve the needs of staff.
- The location of the front desk and the presence of other multi-purpose space that is located past this location, allows for people to more easily sneak into the center.
- The center averages nearly 1,200 visitors a day and 426,000 total for FY2022. This is a very high rate of utilization that has resulted in capacity and use issues that has placed more pressure on daily operations.



Assessment

- The Recreation Aquatic Center is a well-run and managed facility that has a very strong reputation in the community.
- The center responds to the mission, vision, and goals identified in the Parks and Recreation Department Strategic Operations Plan for 2023-2024.
- The center is focused on providing high-quality amenities and programs.
- In its first years of operation the center has seen an enormous rate of utilization, and this has resulted in the need to limit use to residents and guests only.
- With its proximity to two different schools, the center receives very strong use from teens during the afternoon hours. This has impacted overall use and operations.
- There has been a very strong demand for a variety of programs and services, especially those that appeal to teens.

Programs and Services

- Programs and services must be balanced with the need for drop-in use of the center by pass holders and residents.
- The center is responsible for programs that are part of pass benefits (primarily fitness) and for all aquatic programs. Other programming is the responsibility of Parks and Recreation.
- The need to serve teens has a tendency to override other basic program needs at high-use afternoon times.
- Traditional fitness programming is augmented by a number of fitness on-demand options that provide more flexibility for programming. However, the center does not offer personal training.
- Aquatics utilizes Starfish and StarGuard for its learn to swim program and lifeguard certification. Aquatics does not provide private swim lessons.
- Even though it is not considered as an actual program, it is very difficult to support rentals in the center due to the other demands for space in the building.
- Program registration numbers, capacity, waiting lists and cancellations, as well as the form of registration (on-line or in-person) are tracked for all programs occurring at the center.

Staffing

- Full-time staffing levels are adequate for current programming/use rates but will need to increase with community demand.
- Recruiting and retaining part-time staff is difficult and limited to 19 hours per week. It will likely become increasingly more difficult to rely on part-time staff and may require the conversion of some part-time to additional full-time staff.
- Staffing roles and responsibilities for each area of the center are outlined.

Budget

- The center opened with a Business Plan that outlined:
  - Staffing requirements, programming outline, hours of operation, fee schedule, benchmark admission rates from other similar facilities in the area, a recreation trends analysis, and a community needs assessment.
- The center has strong budgeting practices in place.
- The center has a strong emphasis on revenue generation through passes and programs.
- The Parks and Recreation Department has a comprehensive, detailed cost recovery and fee policy in place that guides the budgeting and fee-setting process at the center. There is also benchmarking of rates with other providers in the area.
- The following fee chart defines the cost recovery goals for recreation programs at different levels of the chart.

100+%	
70-100%	Active Adult Trips Adult Team Sports Adult Special Interest
40-70%	Youth Sports Specialty Programs Summer Recreation Youth Special Interest Team Swimming
15-40%	Active Adult Socials Swim Lessons
0-15%	Community Activities Open Swim Signature Special Events

- The current cost recovery rate is 40%

The resident pass rates are:

Pass Type	Youth	Adult	Senior	Family
Day Pass	$3	$5	$4	N/A
Punch Pass (10)	$20	$30	$25	N/A
Monthly Pass	$20	$30	$25	$60
Semi-Annual Pass	$100	$150	$125	$300
Annual Pass	$200	$300	$250	$600

- These are reasonable pass rates for the recreation and aquatic center.
- There are typical public facility fee options including options for youth, adults, seniors, and families.
- There are day passes, extended visit options (10 punch and monthly) as well as semi-annual and annual passes. These fee options are also consistent with what is found with most public facilities.
- Annual and semi-annual passes include water- and land-based group fitness classes.
- There are a also a number of insurance-based passes.
- The center averages nearly 1,200 visitors a day and 426,000 total for FY2022. This is a very high rate of utilization that has resulted in capacity and use issues that has placed more pressure on daily operations.
- The center has comprehensive data on passes sold, daily passes sold, and passholder scans on a daily, monthly, and annual basis.

Hours of operation for the Recreation Center:

Pass Type	Day	Hours
Day Pass	Monday - Friday	6:00 am - 9:00 pm
Punch Pass (10)	Saturday	8:00 am - 6:00 pm
Monthly Pass	Sunday	11:00 am - 5:00 pm
	Total Hours	91 Hours/Week

- These are operating hours that are in line with other public centers in the Valley but are generally lower than what is found nationally, where most centers are open over 100 hours week, with many having a 5:00 am opening on weekdays and staying open until 10:00 pm. Weekend hours on Sundays have also been reduced from 8:00 am to 9:00 pm as well. However, after COVID-19 a number of centers have adopted more restricted hours including closing at 9:00 pm on weekdays.

Aquatic Center hours of operation vary by time of year:

Lap Swim *year-round*

Day	Hours
Monday - Friday	6:00 am - 8:00 am 5:30 pm - 7:30 pm
Saturday - Sunday	12:00 pm - 2:00 pm

April to Memorial Day

Day	Hours
Saturday - Sunday	12:00 pm - 4:00 pm

Memorial Day to July 31

Day	Hours
Monday - Thursday	12:00 pm - 5:00 pm
Friday - Saturday	10:00 am - 7:00 pm

August 1 to Labor Day *weeknights/weekends play-pool only*

Day	Hours
Monday - Friday	5:00 pm - 7:00 pm
Saturday - Saturday	12:00 pm - 5:00 pm

Labor Day to October 31 *weekend only*

Day	Hours
Saturday - Saturday	12:00 pm - 5:00 pm

- The Aquatic Center operates at capacity with a high demand for aquatic activities and programs that require a rotation of sessions for public swim.
- Hours of operation are at the lower end of the spectrum for most aquatic centers with an opportunity for year-round operation but reflect the philosophy of prioritizing learn to swim classes and other programs over open swim.
- The current hours of operation are at the lower end of the spectrum as most aquatic centers within arid climates have opportunity for year round operations. Even with the demand for swimming exists throughout the year the difficulty finding lifeguards beyond the summer has resulted in the reduction of the hours of operation among similar facilities over the past several years.
- The current hours of operation are at the lower end of the spectrum as most aquatic centers within arid climates have opportunity for year-round operations. Even with the year-round demand for swimming it is difficult finding lifeguards beyond the summer which has resulted in reduction of hours.
- Aquatics is a separate budget but includes not only the GRC Aquatic Center but also the Loma Linda pool. There should be separate sub-budgets within the overall Aquatics budget for both facilities.
- There is a very strong asset management plan in place for both the Recreation and Aquatic Center. This includes a fitness equipment replacement schedule.

Maintenance

- The level of cleanliness and maintenance of the Recreation Center and Aquatic center is strong.
- The Facility Maintenance Division of Public Works is responsible for the maintenance of the Recreation Center and these services are charged back to the Recreation budget. Most of the maintenance tasks for the Aquatic Center are handled by Parks and Recreation staff and there is an Aquatics Technician that is responsible for most of the mechanical system work.
- Recreation Center cleaning is by contract with Facility Maintenance responsible for contract administration but the cost of the service is in the Recreation budget.
- Facility Maintenance has a maintenance plan in place as well as a preventative maintenance plan. There is also an asset management plan that retires and replaces systems that reach the end of their life span.
- The center has an audio visual maintenance plan as well as a preventative maintenance plan for fitness equipment.

Marketing

- The marketing of the Recreation and Aquatic Center is part of the overall marketing efforts of the Parks and Recreation Department.
- Marketing efforts for the facilities have been purposely limited due to consistent over use of the facilities and lack of further capacity for programs and services.
- The marketing efforts focus on:
  - Center passes and programs.
  - Strategized communications plans for passholders and the public.
  - Digital assets for GRC-based program marketing and promotions.
  - Web maintenance for GRC site.
  - Digital signage management.
  - Inclusion of information in the Recreation Catalog.
- The Department's marketing staff meets monthly with facility staff to discuss upcoming programs and initiatives and establish a quarterly timeline development with center staff for the upcoming season.
- Parks and Recreation has an app that can be utilized for pass management and program registration as well as other purposes.

Policies and Procedures

The Recreation and Aquatic Center has very strong operations and management policies and procedures in place including:

- There is a Recreation Center and an Aquatic Center staff manual.
- The facility has crisis management emergency action plans.
- There are strong contracts with all the organizations/individuals that the facility has a working relationship with.
- There are a variety of standard operating procedures that include:
  - Audio visual equipment use.
  - Fitness floor.
  - User discipline and suspension.
  - Gymnasium use.
  - Alcohol use in the facility.
  - Meeting room lay-outs and set-ups as well as folding wall use.
  - Signage policy.
  - Aquatic center use.
  - HVAC system operations.
  - Rental policies.
- There are staff opening/closing procedures for the facility in place.

Challenges and Recommendations

Utilizing information from the previous section, the following is a brief identification of challenges and recommendations for the future operation and management of the Goodyear Recreation and Aquatic Center.

General

Below are comments on the general operation and management of the Recreation and Aquatic Center.

Challenges

- Both the Recreation and Aquatic Center regularly reach capacity and with continued population growth the need and demand for expansion of existing or addition of new facilities will need to be a priority.
- Continuing to build on the great foundation that the Recreation and Aquatic Center has established in the community.
- It is important to realize that the facility is still considered to be in the "start-up" phase of operation and that as it enters a more "mature" period (usually after three years of operation) there will likely be different operational and management issues to deal with.
- Determining the future areas of focus for the facility and its programs.
- Managing operating expenses and protecting and growing revenue opportunities.
- Maintaining a facility that receives a very high level of use and planning for capital replacement.
- Continuing to be responsive to community needs through the programs and services that are offered.
- Attracting and retaining a strong full-time and part-time staff.

Recommendations

- Complete a feasibility analysis that determines the best approach for developing more capacity for indoor recreation and aquatic activities. This should include the possible expansion of the Recreation and Aquatic Center as well as the development of new facilities. There should also be a determination of site, funding, and timing for these facilities.
- Develop long-range plans for funding projected increases in expenditures for staff and other operational expenses along with maintaining pass and program revenue.
- Be prepared to adapt existing space in the building to meet future program needs.
- Continue to modify programming offerings to meet community needs.
- Establish a commitment to continuity planning to overcome future pandemics, natural disasters, or other possible interruptions to operations.
- Establish a succession plan for key full-time staff.
- Continue to enhance the marketing of the facility.



Facility

The Recreation and Aquatic Center is the visible identity for recreation services in the Goodyear community.

Recommendations

- Without future expansion of existing facilities or a new recreation and aquatic center, it will be extremely difficult to meet many additional recreation interests in the community.
- The Recreation and Aquatic Center will need to continue its focus on providing a facility that supports a wide variety of recreation interests.
- Establish clear priorities of use for the larger areas of the facility (multi-purpose rooms, fitness, aquatics, and gymnasium) by time of day, day of week, and season of the year to ensure that the spaces are being used to their full potential and meet the goals of the center and its programs. Priorities should include drop-in use, programs, and rentals.
- There will need to be a long-term plan to add office space and a larger conference room to the existing building or include space in another facility at the GRC.
- Determine physical modifications and/or operational changes that significantly reduce the ability to enter the center without checking in at the front desk or paying for use.

Programs and Services

The recreation programs and services that are offered by the Recreation and Aquatic Center are an important part of the facility.

Recommendations

- Realize that it will be very difficult to expand recreation programs and services due to facility capacity issues.
- Balance program needs with drop-in facility use and rentals.
- It is important that the facility establish a five-year program plan that is an outgrowth of the overall recreation programming plan. This specific plan should identify the future areas of focus for the center. The emphasis should be on these general program areas:

Fitness **Aquatics** **Youth/Teens** **Sports** **General Recreation**

- Continue to provide programs that react to the changing needs and expectations of the community.
- Continue to provide programs that respond to the demographics of the community as well as a variety of age groups.
- Develop programming that has an appeal to different ethnic groups (Hispanic and African American).
- Provide programming that is focused on drawing families or multigenerational participants.
- Explore the possibility of establishing a formal program and services partnership with a local health care provider to enhance fitness and wellness services.
- Commit to continuing to offer a base of virtual programming for those not physically able to come to the center.
- Continue to track key performance measures for recreation programs and services.

Staffing

Recommendations

- Establishing an overall staffing philosophy for the Recreation and Aquatic Center is important. This should be tied to levels of service for the facility as well as for recreation programs. This need covers center staffing requirements to open the facility, ratios of staff to participants, requirements for full-time staff presence, and the appropriate role and authority of part-time staff. Long-term, there may need to be greater reliance on full-time staff, rather than depending on part-time staff in key roles.
- Evaluate the current staffing plan for both facilities annually and adjust based on facility and programming needs.
- Continue to benchmark part-time facility staff and program instructor rates of compensation with other recreation and fitness organizations as well as private retail and service industry providers.
- Develop a succession plan for full-time staff to ensure continuity of operations when key staff leave the center.
- Continue to implement techniques to attract and retain part-time facility staff and program instructors.
- Strong consideration should be given to adding possible new full-time staff positions over the next few years:
  - Conversion of two existing part-time Facility Managers to full-time positions.
  - Conversion of an existing part-time Aquatics Manager to a full-time position.
  - Hire a full-time Teen Coordinator to provide greater oversight for this program area.
- Continue the commitment to staff training and ultimately certification (where appropriate) utilizing a formal annual training program.



Budget

Recommendations

- Aquatics should track expenses and revenues separately for the Aquatic Center and the Loma Linda pool.
- Continue to utilize the asset management plan to identify the funding that is required to replace key facility equipment and mechanical systems in the future. Fund the plan on an annual basis to avoid on-going deferred maintenance issues.
- Continue to track performance measures associated with pass sales and facility utilization on a monthly and annual basis. This should also include the rate of renewal or retention of annual and six-month pass holders from year to year.
- Plan for a potential significant increase in the cost of operation especially for part-time staff and utilities over the next three-plus years.
- Utilize the comprehensive fee policy and plan to ensure continued strong levels of earned income. It is recommended the City review the fee policy on a periodic basis.
- Continue to track utilization numbers in the facility by day of the week and time of day to be sure that the existing hours of operation are justified.
- Track utilization numbers in the facility by day of the week and time of day to be sure that the existing hours of operation are justified.
- As the center becomes more established, plan for the possible reintroduction of non-resident passes on a limited basis.
- If not already in place, the center should promote the use of electronic funds transfer (EFT) on a monthly basis as a method to pay for annual passes.
- The Recreation and Aquatic Center would benefit from having an annual report that summarizes the financial performance of the center and the various programs that take place in the facility.





Maintenance

Recommendations

- Continue to utilize and update the existing maintenance plan for the facility to ensure that the facility remains in top physical condition.
- Continue weekly safety walk-throughs of the center that includes a written inspection with follow-up actions that need to occur, the person in charge of making these happen, and the date that they should be completed. This should be completed in concert with Facility Maintenance staff.
- Continue with the preventative maintenance plan for the center.
- Continue to monitor the facility custodial contract performance to ensure a clean facility.
- Continue the focus on safety and security procedures for the center.

Marketing

Recommendations

- Continue to develop an annual marketing plan for the two facilities that fits with the capacity limitations that are being experienced. The plan should be in line with the overall marketing strategy for the Department.
- Continue to conduct a yearly (in-house and on-line) survey of center users' needs and concerns. This survey should gather opinions regarding the center's maintenance, staff, programs, and services, and identify future needs.
- In addition to existing center users, there should be an every-other-year effort to engage the community regarding future facility needs and expectations.
- Continue with the strong branding efforts of the center and the recreation campus.

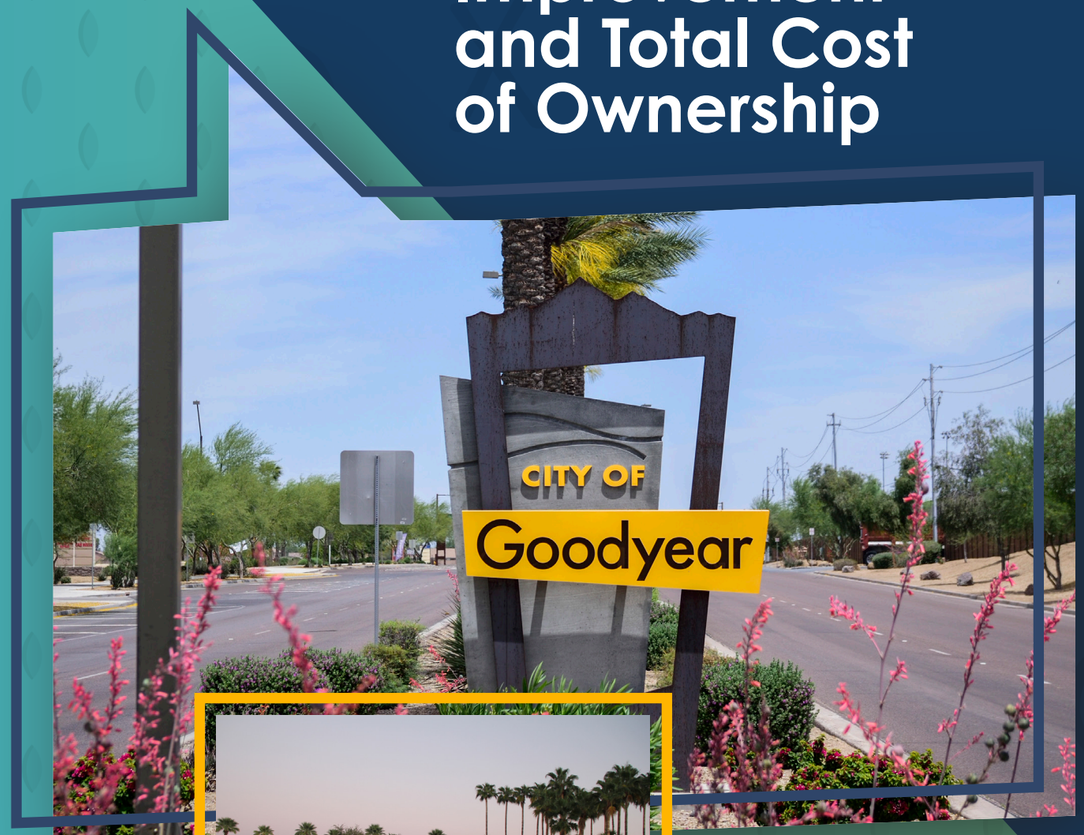
Policies and Procedures

Recommendations

- Continue to build on the strong operational policies and procedures that are in place for most all operational aspects of the center.
- Continue the focus on policies and procedures that deal specifically with safety and security of the center, the park, and programs.
- There should be established policy statement for diversity, social equity, and inclusion (DEI) for the Parks and Recreation Department and the center.
- It is important that the center establishes a continuity plan that covers possible interruptions of operations from natural disasters, pandemics, terrorist acts, or other conditions. This needs to outline a process for maintaining basic services associated with maintenance and operations of the center, park, as well as recreation programs and services.

CHAPTER 13

Capital Improvement and Total Cost of Ownership





OVERVIEW

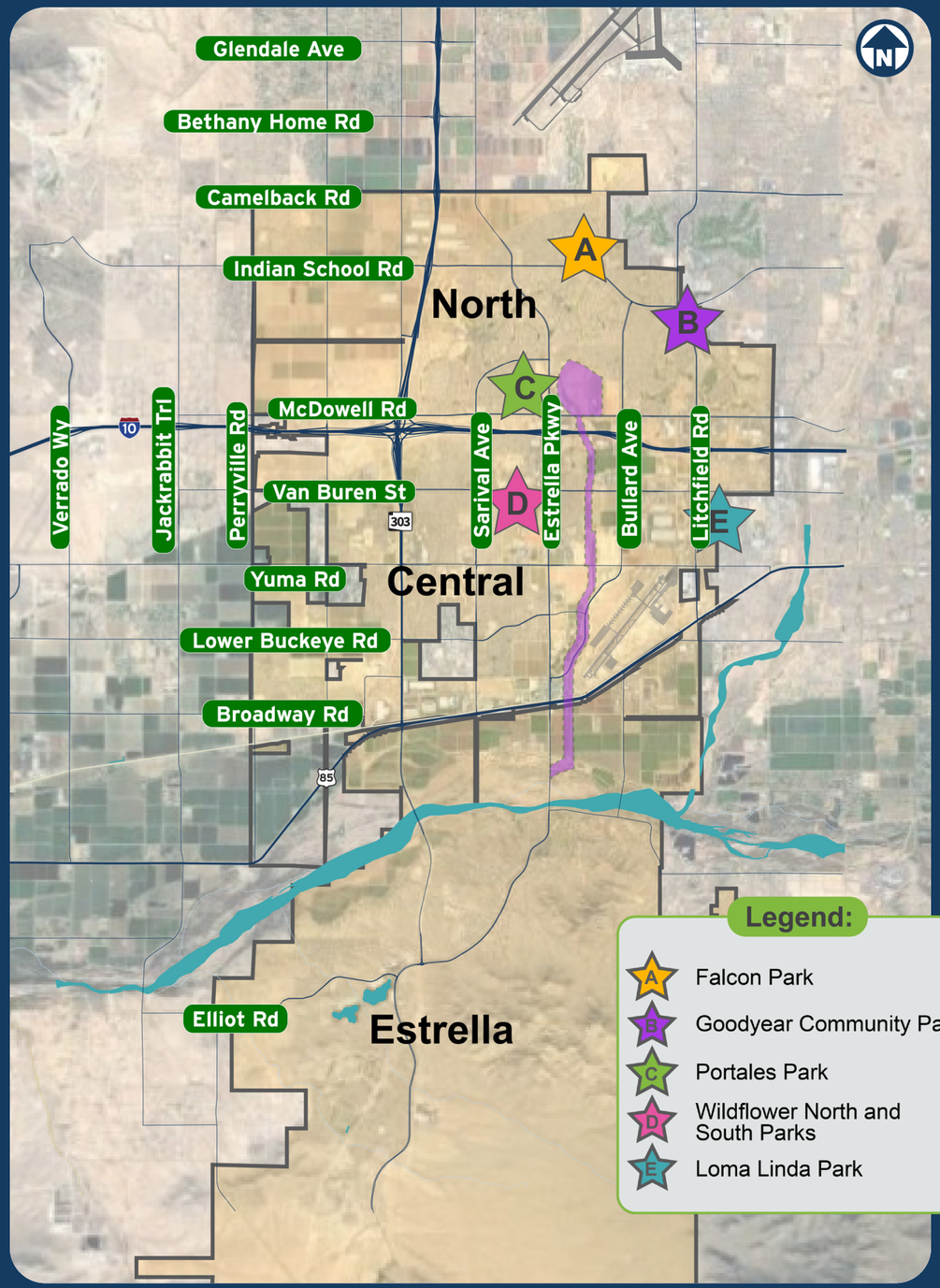
- Existing Park Priority Projects
- New Park Planning and Development Priority Projects
- Capital Improvement Project Priority Summary
- Total Cost of Existing System

Approach to Identifying Priorities for Improvements Within Existing City of Goodyear Parks

Based on the community needs assessment results identified in Chapter 3, inventory and analysis of all existing parks detailed in Chapter 5, and the level of service defined in Chapter 8, the following improvement priories were identified for both existing park facilities and new park facilities. The team has developed categories of projects:

- **Existing Projects:** These projects identify improvement projects that have impacts to improve access and circulation, maintenance, and use of resources including reductions in water use.
- **New Projects:** Include the development of new or large renovation projects to maintain alignment with growth and the community programming and recreational facility needs.

EXISTING PARK PRIORITY PROJECTS



Falcon Park

Total cost of identified improvements: $2,003,041

This existing neighborhood park is located at Indian School Road and 150th Avenue and is soon to be re-classified as a community park due to programming and amenities. The park includes 13.6 acres of recreation with the following amenities: two baseball fields, open turf area, playgrounds, pathways, basketball court, volleyball court, restroom, and ramadas.

Key findings/top recommendations:

- Provide additional parking with improved vehicular circulation
- Provide improved interior park circulation and wayfinding throughout park
- Turf Reduction
- Rename Bullard Wash I to Falcon Trail
- Provide playground improvements
- Maintenance Facility to replace temporary storage solution
- Improve wayfinding to connect park to Falcon Retention area and Bullard Wash path

Goodyear Community Park

Total cost of identified improvements: $2,500,239

The City's original Community Park is located at Litchfield Road and Indian School Road. This widely utilized community park includes 30 acres of recreation amenities including: youth baseball fields, splash pad, playground, tennis courts, pickleball courts, sand volleyball courts, skate park, dog park, restroom buildings, and maintenance building.

Key findings/top recommendations:

- Dog park relocation and expansion due to proximity to the baseball field and use
- Restroom renovations per community park standards
- Drainage improvements at splash pad and ramada area
- Remove raised turf and DG islands near the splash pad

**Note - See Appendix for relative order of magnitude estimates. All estimates based on 2023 dollars and a cost of escalation/ inflation should be considered for years beyond 2023.*

Portales Park

Total cost of identified improvements: $3,501,617

This 16-acre neighborhood park is located at Estrella Parkway and Monte Vista Road. Amenities include open turf areas, playground areas, fitness exercise station course, decomposed granite pathway, and basketball half court with ramada.

Key findings/top recommendations:

- Provide ADA-compliant sidewalk connections from neighborhood areas down into the basin area
- Provide looped concrete multi-use pathway
- Strategic turf reduction while maintaining primary drainage function of the basin area

Wildflower North and South Parks

Wildflower North Park total cost of identified improvements: $1,521,790
Wildflower South Park total cost of identified improvements: $2,012,690

Wildflower North Park (8.2 acres) and Wildflower South Park (5.5 acres) are located within the Wildflower neighborhood between south of Van Buren Street and north of Yuma Road between Sarival Avenue and Estrella Parkway. Amenities include multi-use pathways, open turf areas, and playgrounds with ramada.

Key findings/top recommendations:

- Provide ADA-compliant sidewalk connections from neighborhood areas down into the basin area
- Provide ADA-compliant concrete multi-use pathway throughout the park to provide off-street route to Wildflower school which is centrally located between the parks
- Strategic turf reduction while maintaining primary drainage function of the basin area

Loma Linda Park

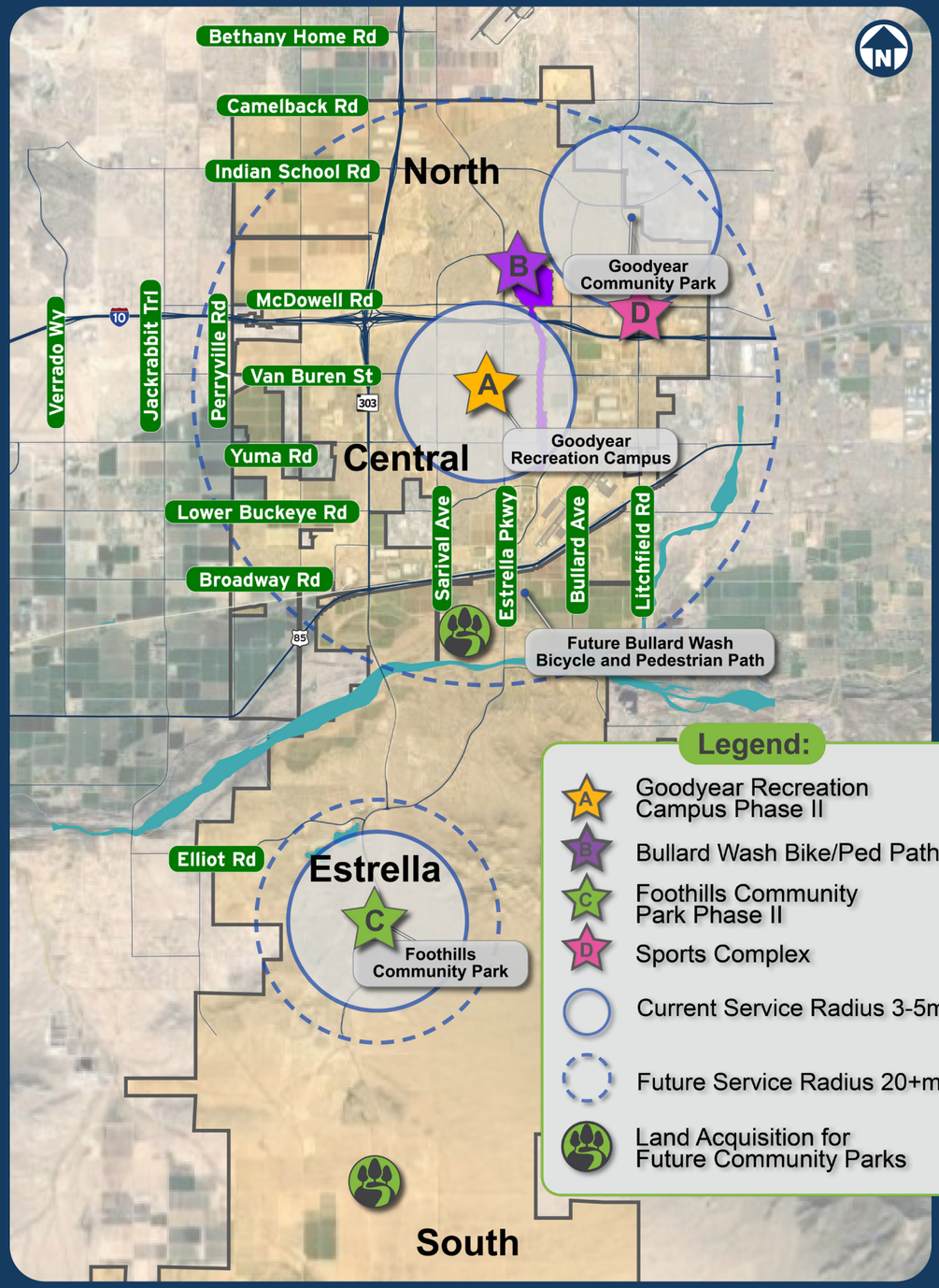
Total cost of identified improvements: $3,017,279

This five-acre neighborhood park is the city's oldest park and is located at the heart of historic Goodyear at Litchfield Road and Loma Linda Boulevard. Amenities include community room, aquatic facility including 25-yard pool with diving well, tennis courts, ramadas, playground, pathway, and open space.

Key findings/top recommendations:

- Replaster pool surface and resurface pool deck surface
- Conversion of baby pool to splash play area
- Enhance curb appeal and improve turf area around community room building
- Irrigation assessment to bring existing irrigation system up to current standard
- Tree succession plan due to the age of the existing trees

NEW PARK PLANNING AND DEVELOPMENT PRIORITY PROJECTS



Goodyear Recreation Campus

Total cost of identified improvements: $50,002,579

Phase II: This project would include the development of the remaining 46 acres to provide regional park amenities and expand the service area within the central area of the city. Based on top amenity priories identified from the community needs assessment, potential amenities could include multi-use pathways, nature play playgrounds, urban fishing lake with a sustainable water source, and open space. Next steps to include a site-specific master plan for the remaining phase II area.

Bullard Wash Bike and Pedestrian Pathway

Total cost of identified improvements: $17,003,571

McDowell Road to the Goodyear Ballpark: This project would include extending the Bullard Wash multi-use pathway an additional three miles south to provide a continuous multimodal connection from Goodyear Civic Center to the Goodyear Ballpark.

Foothills Community Park

Total cost of identified improvements: $30,000,955

Phase II: This project would include the development of the remaining 20 acres to provide a 37-acre build out of Foothills Park. Based on top amenity priories identified from the community needs, potential amenities could include multi-use pathways, pickleball courts, dog park, and multi-use fields. Next steps to include a site-specific master plan for the remaining phase II area.

I-10 Basin Sports Complex Engineering Feasibility Study

Total cost of identified improvements: $500,000

This project would include an engineering feasibility study of the existing drainage basins along the north side of I-10 from Dysart Road to 145th Avenue (approximately 130 acres). The engineering feasibility study would include the evaluation of infrastructure needs including water and sanitary sewer, power and electrical needs, as well as access and circulation and parking options. The study would determine what would be required to further develop the area in terms of drainage requirements, infrastructure needs, easement acquisition, and the required right-of-way improvements.

Land Acquisition for Future Community Parks

Total cost of identified improvements: TBD

Based on current planning and growth, the need to explore land options for future community parks within the south central and southern city limits is recommended. This could include a site selection study to determine available land options which could include private land from developers, Flood Control District of Maricopa County, ASLD, or BLM properties. The site selection would evaluate developability of the potential property.

This Parks and Recreation Master Plan is intended to serve as a guiding document and is based on the current information available. Proposed priority projects are subject to change at the Parks and Recreation Director's discretion based on varying needs of the City.

**Note - See Appendix for relative order of magnitude estimates. All estimates based on 2023 dollars and a cost of escalation/ inflation should be considered for years beyond 2023.*

CAPITAL IMPROVEMENT PROJECT SUMMARY

Existing Park Priority Projects

Park	CIP 1-5 Years	CIP 5-10 Years	CIP 10+
Canada Village Park		$498,173	
Falcon Park	$2,003,041		
Goodyear Community Park	$2,500,239		
Loma Linda Park	$3,017,280		
Palmateer Park		$1,219,911	
Parque de Paz		$734,255	
Portales Park	$3,501,617		
Wildflower Park North	$1,521,791		
Wildflower Park South	$2,012,690		
Total	**$14,556,658**	**$2,452,339**	**$0**

Note that costs shown are intended to provide a rough order of magnitude and are based on park and recreation related amenities only. The costs include representative soft costs including design, construction administration, contractor general conditions and mobilization, overhead and profit, contingency, and permitting costs. The values shown in this document are based on 2023 dollars. City staff should continue to evaluate costing information with current market

Proposed Park Planning and Development Priority Project

Park	CIP 1-5 Years	CIP 5-10 Years	CIP 10+
Bullard Wash Bicycle and Pedestrian Trail	$17,000,000		
Foothills Community Park Phase II		$30,000,000	
Goodyear Recreation Campus Phase II	$50,000,000		
Land Acquisition for Future Parks			
Sports Complex Feasibility Study	$500,000		
Total	**$67,500,000**	**$30,000,000**	**$0**

System-Wide Summary

Category	CIP 1-5 Years	CIP 5-10 Years	CIP 10+
Existing Park Priority Projects	$14,556,658	$2,452,339	$0
Proposed Park Planning and Development Priority Projects	$67,500,000	$30,000,000	$0
Total	**$82,056,658**	**$32,452,339**	**$0**



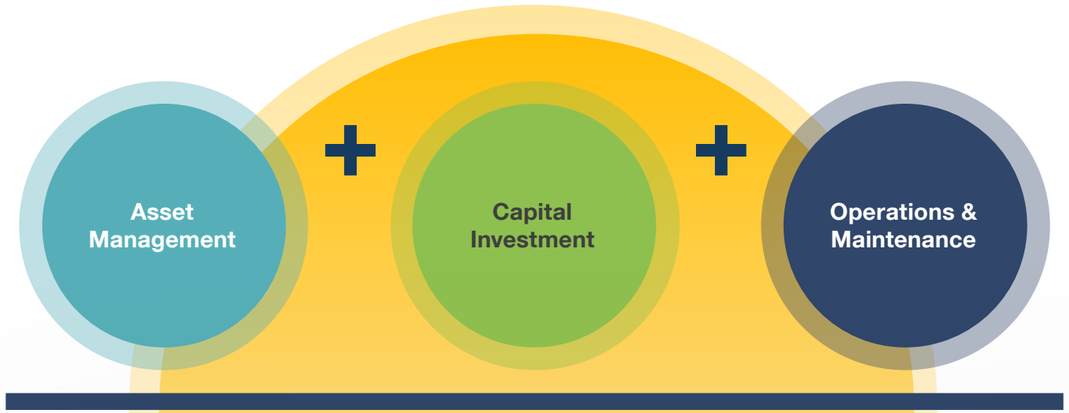


TOTAL COST OF EXISTING SYSTEM

The total value of the City's park system includes three items:

- Asset Management: includes preventative maintenance and lifecycle replacement.
- Capital Investment: total cost of the park system.
- Operations & Maintenance: cost to maintain current park system.

Inclusion of these three elements provides a true value of the park system allowing the City to fully view what is required for the full financial sustainability of the parks system.



Total Cost of Ownership



Bullard Wash Park

ASSET MANAGEMENT PLAN

It is critical to closely monitor the condition of the existing park system to ensure the safety of patrons. The table to the right (Recommended Replacement Schedule) identifies the recommended facility/amenity replacement schedule based on the identified lifecycle for replacement. It is highly recommended to track the condition and plan for asset replacement based on condition, maintenance, and expected lifecycle. The City is utilizing these current lifecycle timelines within their asset management plan. The full management plans for FY24 can be found in Appendix K. This table is based on best practices within the parks and recreation industry.

The City's Parks and Recreation Department is at the forefront of asset management utilizing a comprehensive ten-year asset management plan that is updated annually, identifying conditions and tracking preventative maintenance and lifecycle replacement timelines for the following facilities:

Recreation Center Aquatics Facility –
This includes 42 items within the GRC Aquatics Facility.

Recreation Center –
This includes 70 items within the GRC Recreation Center.

Loma Linda Pool –
This includes 36 items for the Loma Linda Pool.

Parks –
This includes 244 items for the City's Community Parks.

Arts and Culture –
This includes 265 items for Arts and Culture programs and special events.

Recreation –
This includes 86 items providing coverage for the Loma Linda Community Room and for fields within the City's community parks.

Parks and Right-of-Way –
This includes 40 items for maintenance of parks and right-of-way areas.

Recommended Replacement Schedule

Facility/Amenity	Lifecycle (Years)
Baseball/Softball Field	25
Basketball Court	25
BBQ Pit/Grill	10
Bean Bag Toss (Cornhole)	15
Bench	15
Bike Rack/Loop	10
Bike/Skate Park	30
Bleachers	15
Bollards	25
Community Center	50
Pool	35
Disc Golf Course	15
Dog Park	25
Drinking Fountain	10
Fencing	25
Fitness Station	10
Flagpole	35
Football Field	25
Horseshoe Pit	30
Irrigation System	20
Lake/Pond	25
Lighting	20
Maintenance Yard/Building	35
Parking Lot	20
Pickleball Court	20
Picnic Table	15
Playground	10
Racquetball Court	25
Ramada	35
Restroom Building	25
Shade Structure (Fabric)	10
Signage (Park Entry)	25
Signage (Regulatory)	10
Soccer Field	25
Splash Pad	20
Tennis Court	20
Trail – Non-Paved	25
Trail – Paved	25
Trash Receptacle	15
Volleyball Court (Sand)	30

TOTAL EXISTING PARK SYSTEM VALUE

The following table provides a total value of the City's existing park system based on 2023 relative order of magnitude costs.

Parks	Size (Acres)	Aquatics Facility	Basketball Court (Lighted)	Bbq Pit/Grill	Bean Bag Toss (Cornhole)	Bench	Bike Rack/ Loop	Bleachers	Bike Park (Sf)	Community Room	Dog Bag Station	Dog Park	Drinking Fountain	Event with Stage	Fitness Station	Flag Pole	Horseshoe Pit	Irrigation System (Ac)	Kiosk (Interpretive)	Lake/Pond	Landscape Area (Ac)
BULLARD WASH PARK I	30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	-	-	-
BULLARD WASH PARK II	31	-	-	-	-	10	-	-	-	-	6	-	-	1	8	-	-	31	-	2	1
BMX PARK	7	-	-	-	-	-	-	-	186,000	-	-	-	-	-	-	-	-	-	-	-	-
CANADA VILLAGE PARK	1	-	1	4	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
CIVIC SQUARE	2	-	-	-	2	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
ESTRELLA VISTA PARK NORTH	4	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	4	-	-	2
ESTRELLA VISTA PARK SOUTH	6.5	-	1	1	-	-	-	-	-	-	1	-	2	-	-	-	-	6	-	-	3
FALCON PARK	14	-	1	1	-	9	1	4	-	-	2	-	1	-	-	-	-	16	-	-	6
FOOTHILLS COMMUNITY PARK	19	-	-	-	-	8	-	9	-	-	-	-	1	-	-	1	-	20	-	1	6
GOODYEAR COMMUNITY PARK	36	-	-	-	-	36	-	-	-	-	-	1	9	1	-	-	-	36	-	-	30
GOODYEAR RECREATION CAMPUS	40	1	2	5	-	24	6	-	-	-	-	-	3	1	-	3	-	40	3	-	24
LOMA LINDA PARK	5	-	-	-	-	8	2	-	-	1	-	-	-	-	-	-	2	5	-	-	1
PALM VALLEY PARK	4	-	1	-	-	2	1	-	-	-	-	-	-	-	-	-	-	4	-	-	1
PALMATEER PARK	1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1
PARQUE DE PAZ	3	-	1	-	-	8	-	-	-	-	-	-	-	-	-	-	-	3	-	-	1
PORTALES PARK	14.5	-	1	-	-	8	-	-	-	-	-	-	2	-	7	-	-	17	-	-	8
RIO PASEO PARK	14	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-	-	14	-	-	6
ROSCOE DOG PARK	6	-	-	-	-	9	-	-	-	-	-	-	1	-	-	-	-	6	-	-	2
WILDFLOWER PARK NORTH	7.5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	7	-	-	2
WILDFLOWER PARK SOUTH	5.5	-	-	-	-	2	-	-	-	-	2	-	1	-	-	-	-	6	-	-	2
	251	1	8	13	2	148	10	13		1	13	1	20	3	15	4	2	247	3	3	97
System Value (in 2023 Dollars)		$17,500,000	$1,512,000	$36,400	$7,000	$666,000	$25,000	$130,000	$1,488,000	$1,500,000	$19,500	$100,000	$100,000	$1,500,000	$67,500	$50,000	$25,000	$12,350,000	$28,500	$1,500,000	$727,500

Subtotal	**$165,551,600**
The City's Urban Forest (14,000 trees)	$22,000,0000
Total	**$187,551,600**

Parks	Lighting (Site, Sports, Ped, Etc)	Maintenance Yard/ Building	Multi-Use Ballfields	Multi-use Field (Lighted)	Open Turf Area (Ac)	Parking Lot (Spaces)	Performance Plaza	Pickleball Court	Pump Track	Picnic Table	Playground (Shaded)	Pool	Public Art	Ramada	Restroom Building	Shade Structure (Stand-Alone)	Skate Park (Sf)	Signage (Park Entry)	Signage (Regulatory)	Skateboard Park	Soccer Field (Non-Lighted)	Spray Pad	Recreation Center	Tennis Court (Lighted)	Trail - Paved (Mi)	Trash Receptacle	Volleyball Court (Sand)
BULLARD WASH PARK I	60	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	5	-
BULLARD WASH PARK II	85	-	-	-	2	15	1	-	-	2	1	-	1	3	-	2	-	1	1	-	-	-	-	-	1	5	-
BMX PARK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA VILLAGE PARK	4	-	-	-	1	14	-	-	-	3	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-
CIVIC SQUARE	-	-	-	-	2	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ESTRELLA VISTA PARK NORTH	6	-	-	-	4	6	-	-	-	2	1	-	1	1	-	-	-	-	1	-	1	-	-	-	1	3	-
ESTRELLA VISTA PARK SOUTH	11	-	-	-	5	24	-	-	-	2	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	2	-
FALCON PARK	-	-	2	1	1	92	-	-	-	3	2	-	1	3	1	-	-	-	1	-	-	-	-	-	1	10	1
FOOTHILLS COMMUNITY PARK	48	-	3	1	7	106	-	-	75,000	1	1	-	1	1	2	6	-	1	1	-	-	-	-	-	1	-	-
GOODYEAR COMMUNITY PARK	138	1	3	-	15	279	1	4	-	8	2	-	1	7	3	-	35,000	1	1	1	-	1	-	4	2	24	2
GOODYEAR RECREATION CAMPUS	151	1	2	2	3	665	-	6	-	32	2	-	1	11	3	5	-	4	4	-	-	-	1	-	2	32	-
LOMA LINDA PARK	19	-	-	-	4	38	-	-	-	2	1	1	1	1	-	-	-	1	1	-	-	-	-	-	1	-	-
PALM VALLEY PARK	23	-	-	-	2	-	-	-	-	-	1	-	-	2	-	-	-	-	1	-	-	-	-	-	0	2	2
PALMATEER PARK	7	-	-	-	1	-	-	-	-	1	1	-	1		-	-	-	-	1	-	-	-	-	-	0	2	-
PARQUE DE PAZ	10	-	-	-	3	-	-	-	-	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	0	2	-
PORTALES PARK	22	-	-	-	9	-	-	-	-	1	2	-	-	3	-	-	-	-	1	-	-	-	-	-	1	6	-
RIO PASEO PARK	22	-	-	-	9	-	-	-	-	5	1	-	-	5	-	-	-	-	1	-	-	-	-	-	1	3	-
ROSCOE DOG PARK	11	-	-	-	2	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	0	3	-
WILDFLOWER PARK NORTH	20	-	-	-	3	-	-	-	-	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	3	-
WILDFLOWER PARK SOUTH	17	-	-	-	2	-	-	-	-	1	1	-	2	1	-	-	-	-	1	-	-	-	-	-	0	4	-
	654	2	10	4	77		3	10		68	20	1	11	40	9	13		8	21	1	1	1	1	4	11.9	107	5
System Value (in 2023 Dollars)	$8,175,000	$2,500,000	$8,956,500	$2,653,000	$7,301,700	$10,531,500	$5,535,000	$1,650,000	$1,125,000	$306,000	$10,000,000	$7,500,000	$2,750,000	$2,600,000	$6,750,000	$455,000	$3,325,000	$80,000	$52,500	$1,750,000	$175,000	$1,250,000	$38,000,000	$1,009,600	$1,842,950	$197,950	$475,000

Annual Maintenance Cost

The table at the right provides the 2023 City of Goodyear maintenance budget for the existing park system.

City of Goodyear Maintenance Budget (2023)

Parks	Maintenance Cost Per Acre	Acres	Total
Neighborhood Parks	$16,187	151	$2,444,237
Community Parks	$32,213	98	$3,156,874

CHAPTER 14

Funding Strategies



OVERVIEW

- A description of the primary park funding sources
- Strategies for identifying revenue options and determining acceptable earned income opportunities
- Additional funding sources to consider for future parks funding

Introduction

Park and recreation systems across the country have learned to develop a clear understanding of how to manage revenue options to support their services in a municipality-based agency on the limited availability of tax dollars. Park and recreation systems no longer rely on taxes as their sole revenue option but have developed new sources of revenue options to help support capital and operational needs. A growing number of municipalities have developed policies on the pricing of services, cost recovery rates, and partnership agreements for programs and facilities provided to the community. They have also developed strong partnerships that are fair and equitable in the delivery of services based on who receives the service, for what purpose, for what benefit, and for what costs.

In addition, agencies have learned to use parks and recreation facilities, amenities, programs, and events to create economic development as it contributes to property values around parks and along trails. Through increased maintenance, adding sports facilities and competition events to drive tournaments into the region creates hotel room nights and increases expenditures in restaurants and retail areas of the city. Many municipalities have learned to recognize that people will drive to their community for good recreation facilities like sports complexes, aquatic centers, recreation centers, and special events if presented and managed correctly.

In the City of Goodyear, some of these policies and management practices are in place and others should be considered for the future. Some of these sources can potentially be considered as a revenue option to support the capital and operational needs of the City. In addition, the Parks and Recreation Department, along with City leadership, need to establish a philosophy that includes boundaries of what are acceptable earned income opportunities. The Parks and Recreation Department also needs to continually develop and update its business plans for the recreation facilities in the city it manages, as well as the core recreation programs. Managing good data is crucial to making good decisions on revenue development.

PRIMARY FUNDING SOURCES

Bonds

Agencies typically seek park bonds to meet park-related needs. The bond is to improve public assets that benefit the municipal agency involved that oversees the parks and recreation facilities in the city. The key is to use debt financing through bonds to address needs that are both unmet and a community priority. It is best to propose capital bond projects that serve a variety of users and needs. The last three years of bond issues presented to local voters for acquiring land for parks and development of parks and trails in the United States have passed 93% of the time, which indicates that voters understand the value and need for parks, open space, and trails.

Park Development Fees

Many municipalities seek developer contributions for parklands and for the development of trails that run through the property being developed. The developer perceives the enhanced value in terms of what the improvements mean for their development. Park or trail dedication as a requirement of subdivision development is a reliable means for maintaining equity of access to parks and trails and keeping pace with the neighborhood and community park needs of the city.

Partnerships

Partnerships are joint-development funding sources or operational funding sources formed between separate agencies, such as two government entities, a non-profit, and a public agency, or a private business and a public agency. Partners jointly develop revenue-producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths of each partner.

The City currently utilizes partnerships and agreements that are joint-development funding sources or operational funding sources between separate agencies. Revisiting the terms of partnerships is important to ensure the agreement's terms are still valid and the need for partnering has not changed. Existing partnership agreements should be updated regularly to ensure the purpose of the partnership, what is being provided, and the terms of the agreement are accurate. New partnerships should be forged as the Department continues to evolve the parks and recreation system to align with community needs. Ensure that partnerships are fair and equitable to the Department and partner with the best interests of the community identified.

Sports Tourism

The economic impact of sports tourism on a community can be astounding. Sports tourism can be an economic driver for the local economy by providing retail operations revenue from the sale of food, lodging, and retail purchasing from users who play in the local tournaments on weekends, clinics, and showcases during the week. Communities that are interested in joining the youth and amateur sports tourism market must be prepared with methodical research, planning, and design to build and maintain facilities that can attract athletes of a national caliber.

It is critically important for the City to understand the national and local participation trends in recreation activities. In doing so, they can gain general insight into the lifecycle stage of recreation sports programs and activities and thereby anticipate potential changes in need and demand for the programs and activities they provide.

It is recommended that the City undertake the development of a feasibility study to determine the suitability of the proposed sports complex sites and the viability of Goodyear as a sports tourism destination. Investigations should include an economic analysis that summarizes key demand generator trends and overall growth prospects for the market. The feasibility study should provide realistic assessments of the area's strengths, weaknesses, opportunities, and threats to support sports tourism.

If determined feasible, a business plan should be developed which reinforces the likelihood of exceeding monetary goals for sports tourism events.

ADDITIONAL FUNDING OPTIONS TO CONSIDER

Advertising Sales

Advertising can occur through site furnishings like benches and trash cans, playground or dog park sponsorships, trails, and as part of special events to pay for operational costs.

Community Parks Foundation

The development of a Goodyear Parks Foundation would be a joint-development funding source with the City. The foundation would operate as a non-profit organization, working on behalf of the public agency to raise needed dollars to support its vision and operational needs. The dollars that would be raised by the foundation are tax-exempt. Foundations promote specific causes, activities, or issues that the Department needs to address. They offer a variety of means to fund capital projects, including capital campaigns, gift catalogs, fundraisers, endowments, sales of park-related memorabilia, etc. Private donations may be received in the form of cash, securities, land, facilities, recreation equipment, art, or in-kind services.

Capital Improvement Fees

Many park and recreation systems add a capital-improvement fee onto an existing user fee when they develop or enhance major recreation facilities. This is usually applied to amenities like aquatics facilities, recreation centers, ice rinks, amphitheaters, and special-use facilities like sports complexes. The dollars gained either offset the cost of the capital improvement or the revenue bond that was used to develop or enhance the special use facility. Once the capital improvement is paid off, the fee typically expires and is discontinued.

Corporate and Personal Giving

Corporate and personal giving involves seeking corporate funds or personal gifts via a foundation partner or through personal contacts that are used to catalyze wider giving in support of a specific project or operation. The lead donations set the precedent for additional giving over one year and up to five years. Many park agencies develop a park fundraising event to appeal to private corporations' leaders to support the park system as part of their fee to come to the event. Corporations can also underwrite a portion of the cost of an event, program, or activity based on their name being associated with the service. Sponsorships typically are title sponsors, presenting sponsors, associate sponsors, product sponsors, or in-kind sponsors. Many cities seek corporate support for these types of activities.

Donations

Private donations are a popular form of fundraising by public agencies, particularly for facilities and services that are highly visible and valued by the public. Donations can be channeled through a foundation or friends group aligned with the Department's priorities. Private donations may be received in the form of funds, land, facilities, recreation equipment, art, or in-kind services. Donations from local and regional businesses as sponsors for events or facilities should be pursued. Examples include:

- Donations of cash to a specific park or trail segment by community members and businesses.
- Donations of services by large corporations to reduce the cost of park or trail implementation, including equipment and labor to construct and install elements of a specific park or trail.
- Reductions in the cost of materials purchased from local businesses that support parks and trails implementation, and can supply essential products for facilities.

Franchise Fee for Utility Right-of-Way

Many agencies have sold the development rights below the ground to utility companies for fiber optic lines, water, sewer, electricity lines, and cable conduits on a linear foot basis.

Grants

The grant market continues to grow annually. Grant writers and researchers are essential if the Department is to pursue grants. Matching dollars are required for most federal grants and many state grants.

Leasebacks

Leasebacks are a source of capital funding in which a private-sector entity such as a development company buys the land or leases the park land and develops a facility such as a park, recreation attraction, recreation center, pool, or sports complex; and leases the facility back to the municipality to pay off the capital costs over a 30- to 40-year period. This approach takes advantage of the efficiencies of private-sector development while relieving the burden on the municipality to raise upfront capital funds. Agencies may find this source attractive because typically they can increase operational budgets more easily than finding capital dollars to pay off the lease over a set period of time.

Maintenance Endowment Fund

This is a fund dedicated exclusively for a park's maintenance and is funded by a percentage of user fees from programs, events, and rentals. The fee is paid by users and is added to a dedicated fund for facility and equipment replacement, such as fitness equipment, water slides, lights, artificial turf, and park-maintenance equipment.

Park Revolving Fund

This is a dedicated fund replenished on an ongoing basis from various funding sources, such as grants, sponsorships, advertising, program-user fees, and rental fees within one or more parks. The Department could establish a revolving fund to support maintenance at multiple parks.

Volunteerism

The revenue source is an indirect revenue source in that persons donate time to assist the Department in providing a product or service on an hourly basis. This reduces the City's cost in providing the service and it builds advocacy into the system. Typical sources include:

- **Adopt-a-Park:** In this approach local neighborhood groups or businesses make a volunteer commitment to maintain a specific area of a park. Adopt-an-area-of-a-park arrangements are particularly well suited for the Department and provide great community advocacy.
- **Adopt-a-Trail:** This is similar to Adopt-a-Park but involves sponsorship of a segment of a trail (e.g., one mile) for maintenance purposes.
- **Community Service Workers:** Community service workers are assigned by the court to pay off some of their sentence through maintenance activities in parks, for example: picking up litter, removing graffiti, and assisting in painting or fix-up activities. Most workers are assigned 30 to 60 hours of work. This is a potential opportunity for the Parks and Recreation Department to work with the Police Department on utilizing community service workers.

CHAPTER 15

Strategic Implementation Plan



RECOMMENDATIONS BY THEME

The results of these focus group discussions, public touch points, and input received via the project website were collected and evaluated both individually and holistically. Through all these inputs, emerged the following series of key themes:

- Trails and Connectivity
- Economic Development
- Keeping up with Growth
- Resilient Parks
- Investing in the Existing System

Trails and Connectivity

1. Create a connected, accessible trail system that aims to provide park access to all residents within a 10-minute walk or roll

SHORT TERM

- *Strategy 1a:* Work together with Transportation Master Plan to provide necessary connections to these off-street trail facilities.
- *Strategy 1b:* Build Bullard Wash Trail–McDowell Road to Goodyear Ballpark.

MID TERM

- *Strategy 1c:* Require all neighborhood and community parks to include a looped walking path to allow for passive recreation experiences. Lighting along the path is encouraged.
- *Strategy 1d:* Build a perimeter path and stronger connections throughout the existing Portales Park.
- *Strategy 1e:* Make direct connections from Wildflower Park North to Wildflower Elementary School to Wildflower Park South to encourage passive recreation and provide safe and efficient walks to school.

2. Increase community awareness of existing trail facilities

SHORT TERM

- *Strategy 2a:* Add a trails component to the existing Goodyear Parks and Recreation mobile application.
- *Strategy 2b:* Create a trail brochure illustrating existing trails and connections. Make this brochure available virtually and provide hard copies in municipal buildings.

3. Provide improved wayfinding and signage throughout the trail and pathway network to increase connectivity

MID TERM

- *Strategy 3a:* Utilize public art installations to enhance identity and wayfinding throughout the existing trail system.
- *Strategy 3b:* Build monumentation and wayfinding signage at trail access points to improve trail knowledge and wayfinding within linear parks.

4. Develop a pathway and trail network to connect the City's parks system to increase walkability and connectivity between parks (Long Term)

SHORT TERM

- *Strategy 4a:* Work with the Transportation Master Plan to identify and address gaps in the existing park network.
- *Strategy 4b:* Request heat map data from Bird Micro-Electric Mobility to understand where people are most likely to pick up and drop off scooters and bicycles in Goodyear.

MID TERM

- *Strategy 4c:* Coordinate with the City of Goodyear Engineering and Traffic to identify and scope CIP projects to close gaps in the park network.
- *Strategy 4d:* Plan for scooter and bike-sharing areas in existing and future parks and trails based on data provided from Bird Micro-Electric Mobility.

LONG TERM

- *Strategy 4e:* Construct CIP projects to close gaps in the park network.

5. Ensure trails and open space in new developments connect to existing and planned trails to increase connectivity and build the trails network (Mid Term)

SHORT TERM

- *Strategy 5a:* Coordinate with the City of Goodyear Planning and Zoning to understand future planned trails in future residential developments and all trail construction stipulations. Planning and Zoning to assist in ensuring uninterrupted trail connections.

MID TERM

- *Strategy 5b:* Fill in gaps within the system including connections to HOA-owned paths to increase connectivity throughout the pathway and trails system.

6. Partner with nearby government agencies to prioritize regional connectivity by creating strategic trail connections (Long Term)

SHORT TERM

- *Strategy 6a:* Continued collaboration with the Arizona Department of Transportation (ADOT) to provide bicycle and pedestrian connections along proposed SR 30 and Loop 202.

LONG TERM

- *Strategy 6b:* Continued collaboration with Maricopa County Parks and Recreation to help Goodyear capitalize on regional trail connectivity with the completion of the Maricopa Regional Trail system.
- *Strategy 6c:* Continued collaboration with Maricopa County Parks and Recreation to help Goodyear capitalize on regional trail connectivity with the completion of Sun Circle Trail.
- *Strategy 6d:* Continued collaboration with the City of Buckeye to identify regional connections between municipalities.

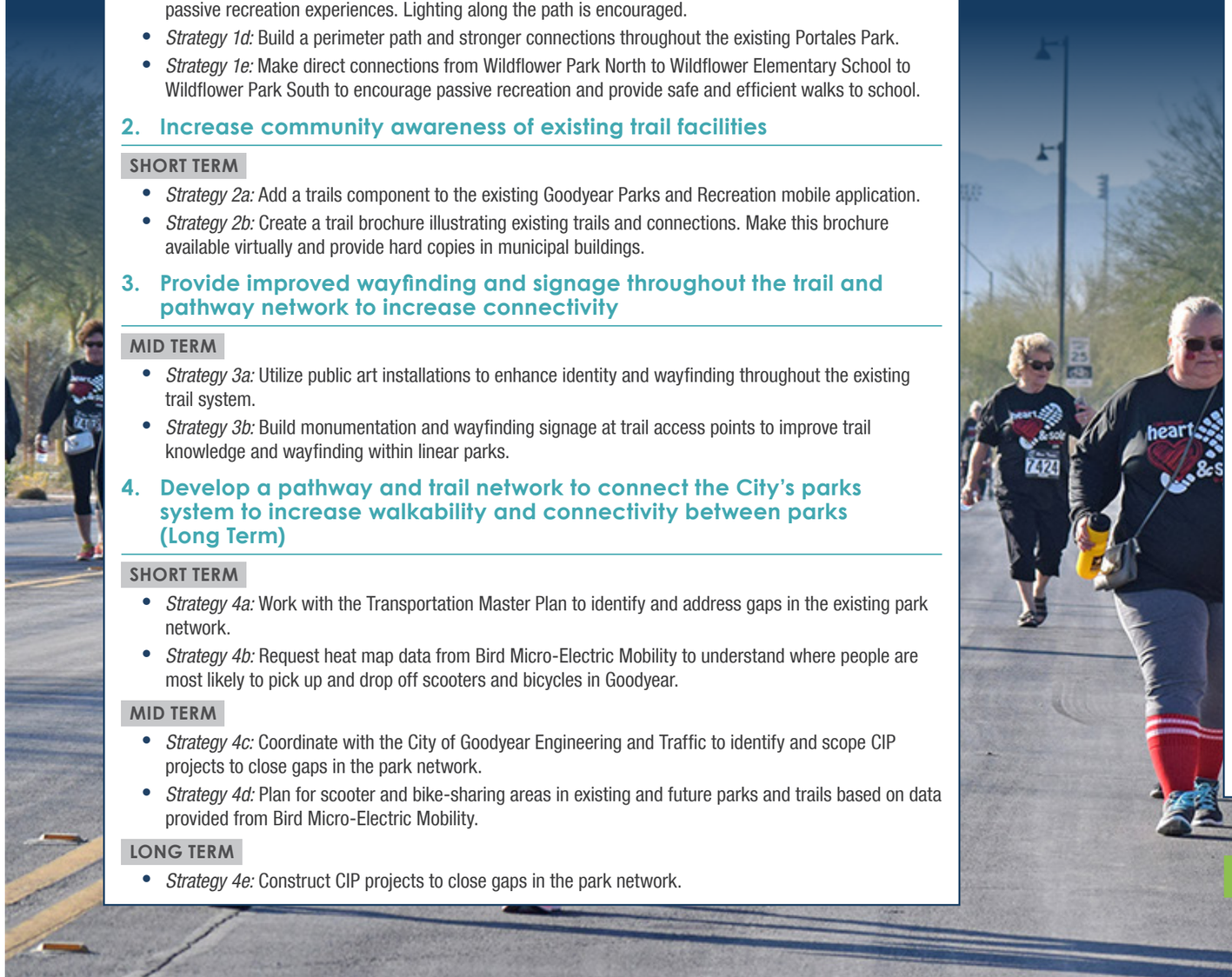
7. Construct grade-separated crossings or enhanced at-grade crossings to provide safe and efficient trail crossings for bicycles and pedestrians.

SHORT TERM

- *Strategy 7a:* Construct a HAWK beacon signal at the multi-use pathway and Bullard Avenue intersection (south of Earl Drive and North of Cambridge Drive) to provide a safer crossing for pedestrians to cross Bullard Avenue along the Roosevelt Trail.
- *Strategy 7b:* Construct an improved east/west ADA pathway across the drainage low-flow/canal crossing spillway and provide a pedestrian bridge east of the drainage low-flow/canal crossing spillway to provide a connection to the Rio Paseo Park and the Bullard Wash Trail providing a direct connection to Goodyear Civic Square and the Library.

MID TERM

- *Strategy 7c:* Construct a HAWK beacon signal be installed at the multi-use pathway and PebbleCreek Parkway intersection to provide a crossing for pedestrians to cross PebbleCreek Parkway to connect Roosevelt Canal Trail with the PebbleCreek Parkway multi-use pathway and trail.



SHORT TERM — Less than 5 Years

MID TERM — 5-10 Years

LONG TERM — 10+ Years

Economic Development

8. Support local economic development in Goodyear through investment in sports tournament facilities

SHORT TERM

- *Strategy 8a:* Perform engineering analysis and study within I-10 basin properties and surroundings to determine the feasibility for development. Conduct business plan to determine the market potential.

MID TERM

- *Strategy 8b:* Develop a request for proposal to solicit private-public partnership opportunities.

LONG TERM

- *Strategy 8c:* City to develop project scope and budget for design and construction for Capital Improvement Plan.

9. Provide more equitable placement of community dog parks and BMX/bike park amenities

SHORT TERM

- *Strategy 9a:* Relocate and expand the existing dog park within Goodyear Community Park.

MID TERM

- *Strategy 9b:* Relocate Roscoe Dog Park and provide dog parks as part of the community park program for more equitable distribution. Include a dog park in GRC Phase II and Foothills Community Park Phase II Master Plans.
- *Strategy 9c:* Should future development impact the existing BMX track, the city should make every effort to relocate this amenity to another location within Goodyear.

LONG TERM

- *Strategy 9d:* Should future development impact the existing BMX track, the city should make every effort to relocate this amenity to another location within Goodyear.

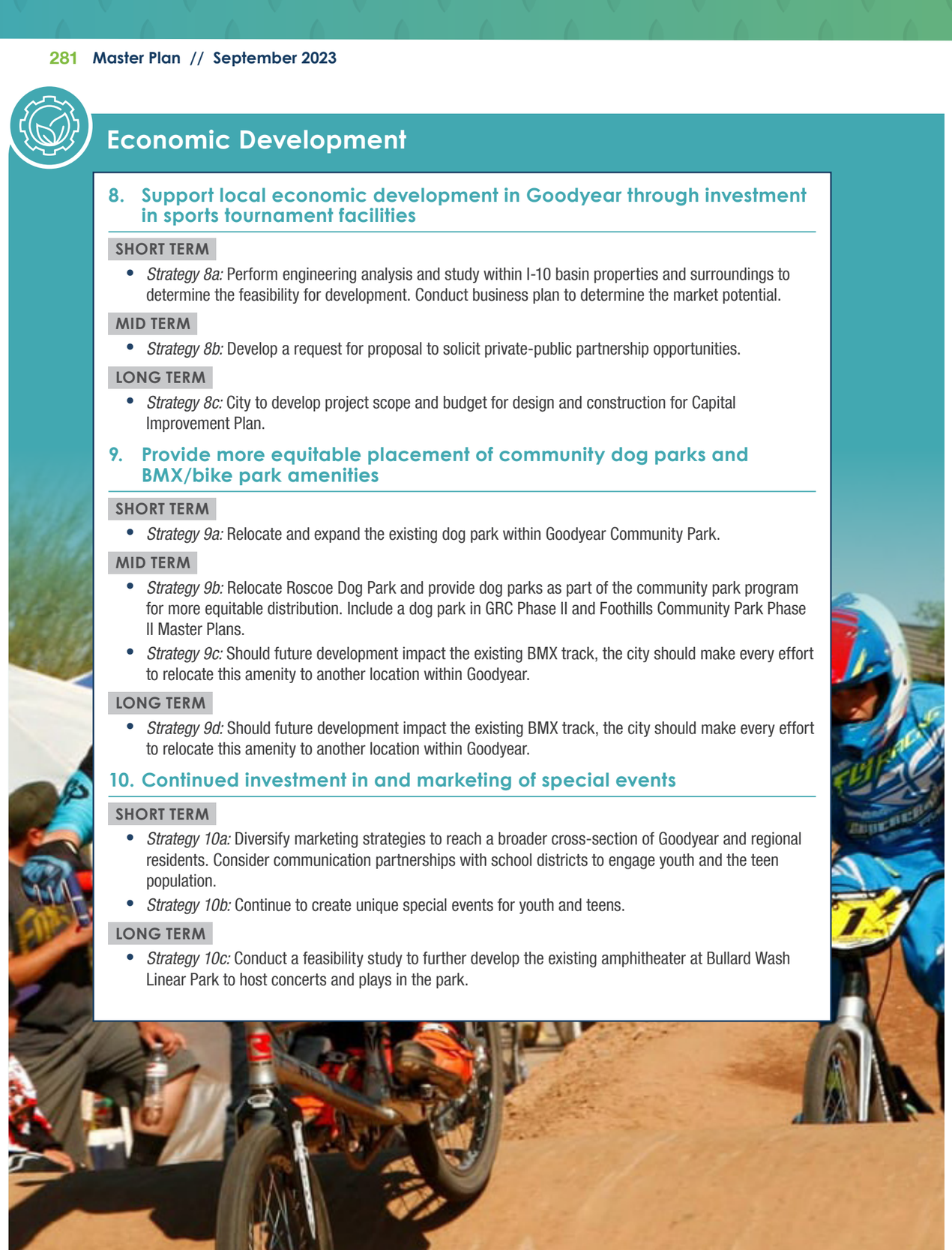
10. Continued investment in and marketing of special events

SHORT TERM

- *Strategy 10a:* Diversify marketing strategies to reach a broader cross-section of Goodyear and regional residents. Consider communication partnerships with school districts to engage youth and the teen population.
- *Strategy 10b:* Continue to create unique special events for youth and teens.

LONG TERM

- *Strategy 10c:* Conduct a feasibility study to further develop the existing amphitheater at Bullard Wash Linear Park to host concerts and plays in the park.



Keeping up with Growth

11. Identify and acquire land for future community parks in areas that are experiencing growth to plan for a sustainable parks system

SHORT TERM

- *Strategy 11a:* Meet with the City of Goodyear Planning and Zoning to understand the timing for future residential development.
- *Strategy 11b:* Work with upcoming residential developments to identify land for future park development.

MID TERM

- *Strategy 11c:* Conduct a site selection study for future community park sites in identified growth areas.
- *Strategy 11d:* Identify land purchase opportunities and add the into the Capital Improvement Plan

LONG TERM

- *Strategy 11e:* Conduct site-specific master plans for future community park sites in northwest, south-central, and south Goodyear.

12. Develop and augment recreation facilities and programming to encourage active lifestyles consistent with the culture of the surrounding community

SHORT TERM

- *Strategy 12a:* Hire an adaptive recreation manager and dedicate the budget for adaptive programming
  Strategy 12b: Diversify available programming to include arts and culture and STEM curriculum.

MID TERM

- *Strategy 12c:* Provide dedicated facilities for adaptive sports.

LONG TERM

- *Strategy 12d:* Build a senior recreation facility to provide dedicated senior programming.

13. Make classification changes based on recommendations and descriptions provided in chapter 4

SHORT TERM

- *Strategy 13a:* Reclassify Bullard Wash I (Falcon Trail) as a linear park.
- *Strategy 13b:* Reclassify Bullard Wash II (Bullard Wash Linear Park) as a linear park.
- *Strategy 13c:* Classify Park on the Square as a Specialty Park.

14. Provide new facilities and revitalize existing facilities

SHORT TERM

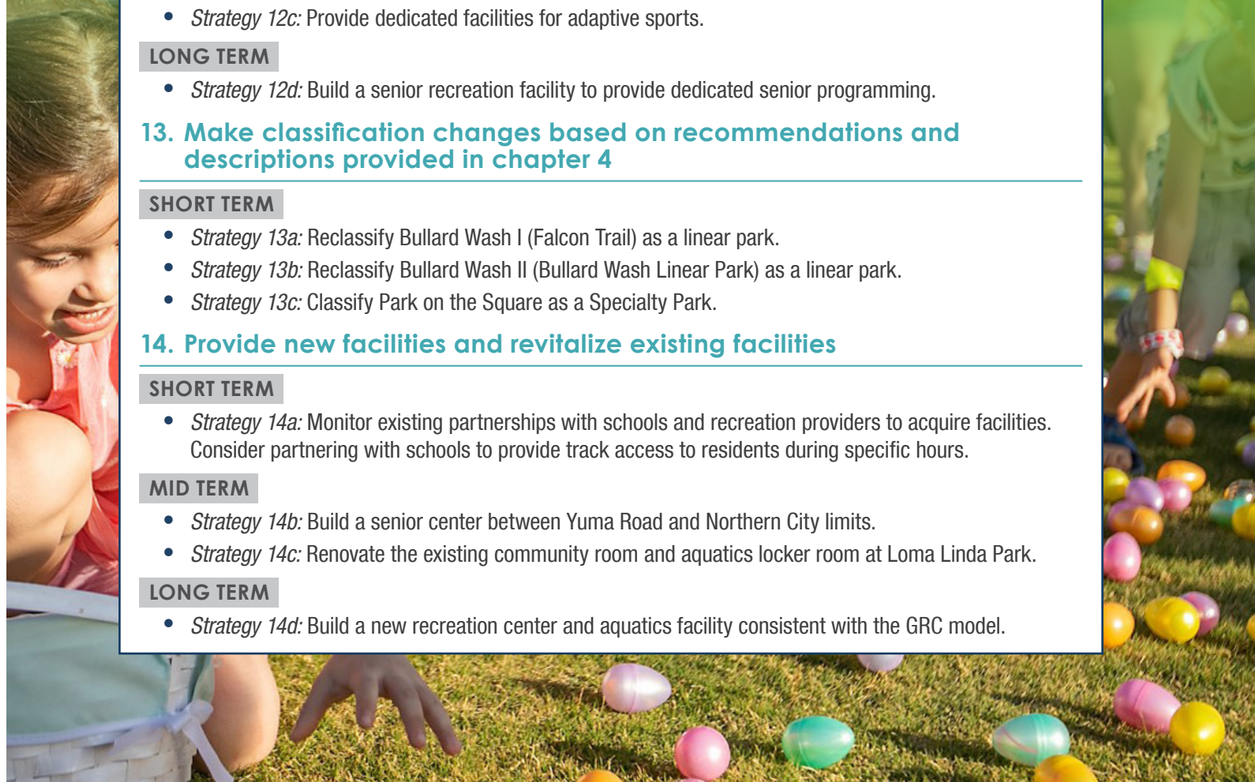
- *Strategy 14a:* Monitor existing partnerships with schools and recreation providers to acquire facilities. Consider partnering with schools to provide track access to residents during specific hours.

MID TERM

- *Strategy 14b:* Build a senior center between Yuma Road and Northern City limits.
- *Strategy 14c:* Renovate the existing community room and aquatics locker room at Loma Linda Park.

LONG TERM

- *Strategy 14d:* Build a new recreation center and aquatics facility consistent with the GRC model.



Resilient Parks

15. Increase access to Estrella Mountain Regional Park and other places Goodyear residents can experience trails and nature-based recreation opportunities

SHORT TERM

- *Strategy 15a:* The City to partner with Maricopa County Parks and Recreation to allow Goodyear residents to access Estrella Mountain Regional Park at a reduced rate or cost-free.

MID TERM

- *Strategy 15b:* Build Bullard Wash Trail – Goodyear Ballpark to Estrella Mountain Regional Park.

LONG TERM

- *Strategy 15c:* Participate and invest in programs like "Rio Reimagined" that would drive nature-based tourism and allow for more nature-based recreation.

16. Prioritize water conservation through design, efficient irrigation, and alternate irrigation water sources for park sites

SHORT TERM

- *Strategy 16a:* Review alternate water source options for GRC and provide onsite irrigation storage as part of the phase II master plan.

MID TERM

- *Strategy 16b:* Conduct an irrigation study on existing park sites to understand the current condition of each park's irrigation system, its functionality, and the viability to utilize an alternate water source. Based on the irrigation study findings, consider the implementation of more efficient irrigation equipment and water-use windows.
- *Strategy 16c:* Create areas in new and existing parks that incorporate native and adaptive, drought-tolerant landscapes. Limit turf use to programmable and usable open spaces.

LONG TERM

- *Strategy 16d:* Plan and develop CIP projects with the City of Goodyear Water and Public Works to deliver alternate water sources and water-saving technologies to existing park sites where opportunities exist.

17. Protect and increase tree canopy coverage in parks and along trails based on the goals put forth in the City of Goodyear Bicycle and Pedestrian Shade Study

SHORT TERM

- *Strategy 17a:* Conduct a tree life-cycle study on park sites in historic Goodyear. This study is intended to provide best practices for maintaining or extending the health of existing mature trees as well as planning for the canopy development of new trees to ensure long-term canopy coverage at the city's park sites.

MID TERM

- *Strategy 17b:* Coordinate with the City of Goodyear Planning and Zoning to implement tree inventory/salvage requirements on future city development projects to acquire or maintain mature trees that would otherwise be destroyed.

LONG TERM

- *Strategy 17c:* Construct new parks and trail facilities consistent with the goal of providing shade coverage to walkways consistent with the City of Goodyear Bicycle and Pedestrian Shade Study.





Investing in the Existing System

18. Continue to focus on maintaining a high level of quality and maintenance in existing parks

SHORT TERM

- *Strategy 18a:* Continue to utilize the asset management program to forecast upcoming lifecycle replacement needs.
- *Strategy 18b:* Improve the standard of care and budget for additional maintenance staff. Reclassify Goodyear park service levels.
- *Strategy 18c:* Coordinate with the City of Goodyear Planning and Zoning to provide a life cycle replacement schedule to HOAs for their privately developed parks to ensure the standard of care is being met on HOA-developed neighborhood parks.

MID TERM

- *Strategy 18d:* Through annual funding allocations, address maintenance issues identified in this plan and through regular maintenance audits.

19. Increase awareness of existing parks, facilities, and programming

SHORT TERM

- *Strategy 19a:* Research the feasibility of hosting special neighborhood events within neighborhood parks to develop community pride.
- *Strategy 19b:* Diversify marketing strategies based on neighborhood demographics and interests.

MID TERM

- *Strategy 19c:* Utilize arts and culture programs to create neighborhood identity through art installations.

LONG TERM

- *Strategy 19d:* Build monumentation signage at neighborhood parks to improve neighborhood identity and park recognition.

20. Rename and rebrand parks and trails to improve wayfinding and to provide more character and a sense of place to these destinations

SHORT TERM

- *Strategy 20a:* Rename Bullard Wash I to Falcon Trail.
- *Strategy 20b:* Rename Falcon Retention will be a part of Falcon Park.
- *Strategy 20c:* Rename Bullard Wash II to Bullard Wash Linear Park. The Bullard Wash Linear Park will be the northern point of the future Bullard Wash Trail.

MID TERM

- *Strategy 20d:* Incorporate wayfinding and path connections to appropriately connect Falcon Park with Falcon Retention.
- *Strategy 20e:* Remove the existing HOA sign at Falcon Park and create park monument sign.

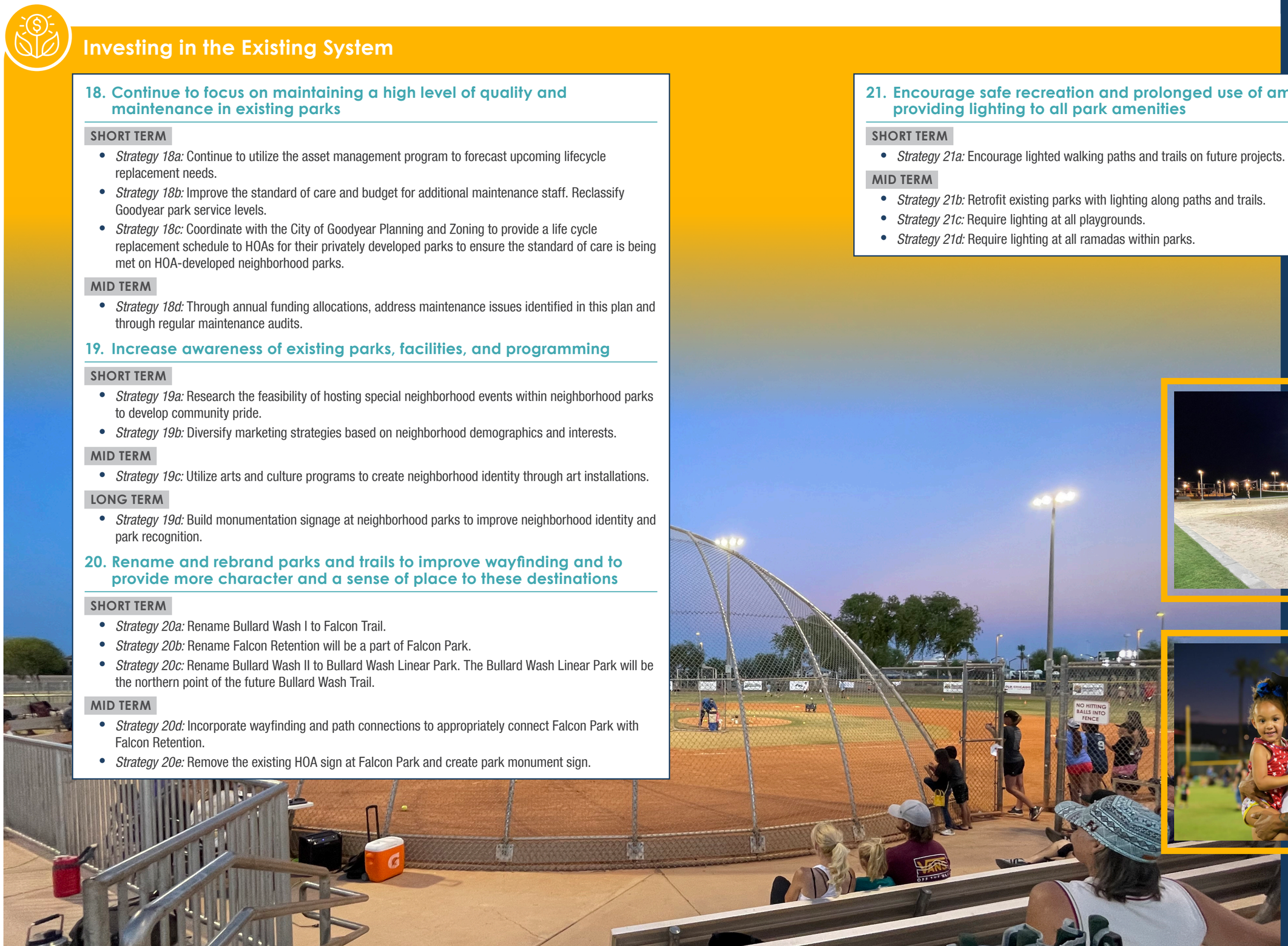
21. Encourage safe recreation and prolonged use of amenities by providing lighting to all park amenities

SHORT TERM

- *Strategy 21a:* Encourage lighted walking paths and trails on future projects.

MID TERM

- *Strategy 21b:* Retrofit existing parks with lighting along paths and trails.
- *Strategy 21c:* Require lighting at all playgrounds.
- *Strategy 21d:* Require lighting at all ramadas within parks.







IMPLEMENTATION WORKSHEET

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
Trails and Connectivity										
1	1a	1.1a	Work together with Transportation Master Plan to provide necessary connections to these off-street trail facilities.	6						
1	1b	1.1b	Build Bullard Wash Trail–McDowell Road to Goodyear Ballpark.	6						
1	1c	1.1c	Require all neighborhood and community parks to include a looped walking path to allow for passive recreation experiences. Lighting along the path is encouraged.	6						
1	1d	1.1d	Build a perimeter path and stronger connections throughout the existing Portales Park.	6						
1	1e	1.1e	Make direct connections from Wildflower Park North to Wildflower Elementary School to Wildflower Park South to encourage passive recreation and provide safe and efficient walks to school.	6						
1	2a	1.2a	Add a trails component to the existing Goodyear Parks and Recreation mobile application.	6						
1	2b	1.2b	Create a trail brochure illustrating existing trails and connections. Make this brochure available virtually and provide hard copies in municipal buildings.	6						
1	3a	1.3a	Utilize public art installations to enhance identity and wayfinding throughout the existing trail system.	6						
1	3b	1.3b	Build monumentation and wayfinding signage at trail access points to improve trail knowledge and wayfinding within linear parks.	6						
1	4a	1.4a	Work with the Transportation Master Plan to identify and address gaps in the existing park network.	6						

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
Trails and Connectivity										
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1	1d	1.1d	Build a perimeter path and stronger connections throughout the existing Portales Park.	6						
1	1e	1.1e	Make direct connections from Wildflower Park North to Wildflower Elementary School to Wildflower Park South to encourage passive recreation and provide safe and efficient walks to school.	6						
1	2a	1.2a	Add a trails component to the existing Goodyear Parks and Recreation mobile application.	6						
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1	3a	1.3a	Utilize public art installations to enhance identity and wayfinding throughout the existing trail system.	6						
1	3b	1.3b	Build monumentation and wayfinding signage at trail access points to improve trail knowledge and wayfinding within linear parks.	6						
1	4a	1.4a	Work with the Transportation Master Plan to identify and address gaps in the existing park network.	6						
1	4b	1.4b	Request heat map data from Bird Micro-Electric Mobility to understand where people are most likely to pick up and drop off scooters and bicycles in Goodyear.	6						

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
1	4c	1.4c	Coordinate with the City of Goodyear Engineering and Traffic to identify and scope CIP projects to close gaps in the park network.	6						
1	4d	1.4d	Plan for scooter and bike-sharing areas in existing and future parks and trails based on data provided from Bird Micro-Electric Mobility.	6						
1	4e	1.4e	Construct CIP projects to close gaps in the park network.	6						
1	5a	1.5a	Coordinate with the City of Goodyear Planning and Zoning to understand future planned trails in future residential developments and all trail construction stipulations. Planning and Zoning to assist in ensuring uninterrupted trail connections can be made	6						
1	5b	1.5b	Fill in gaps within the system including connections to HOA-owned paths to increase connectivity throughout the pathway and trails system.	6						
1	6a	1.6a	Continued collaboration with the Arizona Department of Transportation (ADOT) to provide bicycle and pedestrian connections along proposed SR 30 and Loop 202.	6						
1	6b	1.6b	Continued collaboration with Maricopa County Parks and Recreation to help Goodyear capitalize on regional trail connectivity with the completion of the Maricopa Regional Trail system.	6						
1	6c	1.6c	Continued collaboration with Maricopa County Parks and Recreation to help Goodyear capitalize on regional trail connectivity with the completion of Sun Circle Trail.	6						
1	6d	1.6d	Continued collaboration with the City of Buckeye to identify regional connections between municipalities.	6						
1	7a	1.7a	Construct a HAWK beacon signal be installed at the multi-use pathway and Bullard Avenue intersection to provide a safer crossing for pedestrians to cross Bullard Avenue along the Roosevelt Trail.	6						
1	7b	1.7b	Construct an improved east/west ADA pathway across the drainage low-flow/canal crossing spillway and provide a pedestrian bridge east of the drainage low-flow/canal crossing spillway to provide a connection to the Rio Paseo Park and the Bullard Wash Trail providing a direct connection to Goodyear Civic Square and the Library.	6						

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
1	7c	1.7c	Construct a HAWK beacon signal be installed at the multi-use pathway and PebbleCreek Parkway intersection to provide a crossing for pedestrians to cross PebbleCreek Parkway to connect Roosevelt Canal Trail with the PebbleCreek Parkway multi-use pathway and trail.	6						
1	7d	1.7d	Roosevelt Canal Trail - A High Intensity Activated Crosswalk (HAWK) beacon signal be installed at the multi-use pathway and Bullard Avenue intersection to provide crossing for pedestrians to cross Bullard Avenue and continue along the Roosevelt Canal Trail.	6						
1	7e	1.7e	Roosevelt Canal Trail - A High Intensity Activated Crosswalk (HAWK) beacon signal be installed at the multi-use pathway and 144th Avenue intersection to provide crossing for pedestrians to cross 144th Avenue and continue along the Roosevelt Canal Trail.	6						
1	7f	1.7f	Bullard Wash Multi-Use Pathway - Provide an additional three miles of 10-foot-wide multi-use pathway along the Bullard Wash corridor from McDowell Road to the Goodyear Ballpark at Lower Buckeye Road with four grade-separated crossings with I-10, Van Buren Street, Yuma Road, and Bullard Avenue.	6						
1	7g	1.7g	Bullard Wash Multi-Use Pathway - Provide an additional 3.5 miles of 10-foot-wide multi-use pathway along the Bullard Wash corridor from the Goodyear Ballpark to connect in with Estrealla Parkway Bridge and continue along Vineyard Road to Estrealla Mountain Regional Park	6						
1	7h	1.7h	Bullard Wash Multi-Use Pathway - Provide Bullard Wash Trailhead South of McDowell Road. The proposed trailhead includes parking area for 30 cars, restroom building, and 4-acre dog park. The proposed trailhead would be within a 30-acre parcel of land currently owned by the Flood Control District of Maricopa County.	6						
Economic Development										

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
Keeping Up with Growth										
3	11a	3.11a	Meet with the City of Goodyear Planning and Zoning to understand the timing for future residential development.	9						
3	11b	3.11b	Work with upcoming residential developments to identify land for future park development.	9						
3	11c	3.11c	Conduct a site selection study for future community park sites in identified growth areas.	9						
3	11d	3.11d	The City to identify land purchase in City Capital Improvement Plan and acquire land.	9						
3	11e	3.11e	Conduct site-specific master plans for future community park sites in northwest, south-central, and south Goodyear.	9						
3	11f	3.11f	Goodyear Recreation Campus - Complete a site specific master plan for phase II for the remaining 46 acres	9						
3	11g	3.11g	Foothills Community Park - Complete a site specific master plan for phase II for the remaining 17 acres.	9						
3	12a	3.12a	Hire an adaptive recreation manager and dedicate the budget for adaptive programming.	10						
3	12b	3.12b	Diversify available programming to include arts and culture and STEM curriculum.	10						
3	12c	3.12c	Provide dedicated facilities for adaptive sports.	3						
3	12d	3.12d	Build a senior recreation facility to provide dedicated senior programming.	3						
3	13a	3.13a	Reclassify Bullard Wash I (Falcon Trail) as a linear park.	6						
3	13b	3.13b	Reclassify Bullard Wash II (Bullard Wash Linear Park) as a linear park.	5						
3	13c	3.13c	Classify Park on the Square as a Specialty Park.	5						
3	14a	3.14a	Monitor existing partnerships with schools and recreation providers to acquire facilities. Consider partnering with schools to provide track access to residents during specific hours.	14						
3	14b	3.14b	Build a senior center between Yuma Road and Northern City limits.	9						

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
3	14c	3.14c	Renovate the existing community room and aquatics locker room at Loma Linda Park.	5						
3	14d	3.14d	Build a new recreation center and aquatics facility consistent with the GRC model.	10						
3	14e	3.14e	The City is to evaluate the possibility of acquiring Thomas Park in order to increase the City number of rectangular fields. Thomas Park is currently owned by the Litchfield Elementary School District.	9						
3	14f	3.14f	Goodyear Community Park - City to determine if the YMCA would be interested in having the City acquire the existing recreation center and pool.	9						
Organization - Executive Staff										
3	15a	3.15a	Creation of an Administrative/Business Services Division should be explored for the consolidation of administrative functions within the department	10						
3	15b	3.15b	Add Administrative Services Supervisor	10						
3	15c	3.15c	If the Library Transitions to a municipal operation add Deputy Director for arts, culture, and library services	10						
3	15d	3.15d	If the Library Transitions to a municipal operation additional library staffing will be identified in the library master plan that is forthcoming in FY2024	10						
3	15e	3.15e	Add Parks/ROW Manager above the Parks & ROW Superintendent level	10						
3	15f	3.15f	Add Recreation Programs/Facilities Manager above the Recreation Superintendent level	10						
3	15g	3.15g	Parks Planner is added	10						
3	15h	3.15h	Adding a dedicated Human Resources Business Partner for the department should be explored.	10						
3	15i	3.15i	Add Deputy Director for Parks/ROW	10						
3	15j	3.15j	Add Project Manager	10						
Organization - Right-of-Way										
3	16a	3.16a	Formalize the transition from the Perryville prison labor program to project based use due to inconsistency of inmate availability	10						
3	16b	3.16b	ROW Worker III transitions to Weed Control	10						
3	16c	3.16c	Add (2) ROW Worker II's (Weed Control)	10						
3	16d	3.16d	Add irrigation crew	10						

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3	16e	3.16e	Add ROW Supervisor to oversee weed control and irrigation	10						
3	16f	3.16f	Add (4) Irrigation Tech II Positions	10						
3	16g	3.16g	Add (2) Irrigation Specialists that are reassigned from Parks	10						
3	16h	3.16h	Consider the addition of a Trails Division as the Trail System develops	10						
3	16i	3.16i	Forestry Division should be considered as the city's tree inventory matures	10						
3	16j	3.16j	As ROW areas increase, additional positions will be requested to serve the additional needs of the community.	10						
Organization - Recreation										
3	17a	3.17a	Add Park Ranger Position	10						
3	17b	3.17b	Add Summer Recreation Programmer	10						
3	17c	3.17c	Add Adaptive Coordinator	10						
3	17d	3.17d	Add Senior Programmer	10						
3	17e	3.17e	Consider a Park Ranger Division as parks/trails are developed	10						
3	17f	3.17f	As programs and population grows, additional positions will be requested to serve the additional needs of the community.	10						
Organization Recreation Center/Aquatics Facility										
3	18a	3.18a	Add a Teen Coordinator	10						
3	18b	3.18b	Part-time Conversion: Convert (2) GRC Facility Managers from Part-time to Full-time	10						
3	18c	3.18c	Part-time Conversion: Convert (1) Aquatics Managers from Part-time to Full-time	10						
3	18d	3.18d	As Programs and population grows, additional positions will be requested to serve the additional needs of the community.	10						
Organization Arts & Culture										
3	19a	3.19a	Add Public Arts Coordinator	10						
3	19b	3.19b	Add Events Programmer	10						
3	19c	3.19c	As art programming increases, an arts center may be needed. The development of a facility will require a full-time manager and subsequent staff.	10						

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Organization Parks										
3	20a	3.20a	Add Parks Worker II for Neighborhood Parks	10						
3	20b	3.20b	Add (3) Parks Worker I for Neighborhood Parks	10						
3	20c	3.20c	Add Park Worker I to Community Parks	10						
3	20d	3.20d	Add Park Worker III for Bullard Wash II	10						
3	20e	3.20e	Add Park Worker I for Bullard Wash 1	10						
3	20f	3.20f	Add Small Engine Mechanic	10						
3	20g	3.20g	Evaluate the foreman responsibilities and adjust / align them with other Goodyear departments (span of control, responsibilities, supervision, etc.)	10						
3	20h	3.20h	As parks/facilities and population grows, additional positions will be requested to serve the additional needs of the community	10						
Resilient Parks										
4	15a	4.15a	The City to partner with Maricopa County Parks and Recreation to allow Goodyear residents to access Estrella Mountain Regional Park at a reduced rate or cost-free.	14						
4	15b	4.15b	Build Bullard Wash Trail – Goodyear Ballpark to Estrella Mountain Regional Park.	6						
4	15c	4.15c	Participate and invest in programs like “Rio Reimagined” that would drive nature-based tourism and allow for more nature-based recreation.	6						
4	16a	4.16a	Review alternate water source options for Goodyear Recreation Campus and provide onsite irrigation storage as part of the phase II master plan.	5						
4	16b	4.16b	Conduct an irrigation study on existing park sites to understand the current condition of each park’s irrigation system, its functionality, and the viability to utilize an alternate water source. Based on the irrigation study findings, consider the implementation of more efficient irrigation equipment and water-use windows.	5						
4	16c	4.16c	Create areas in new and existing parks that incorporate native and adaptive, drought-tolerant landscapes. Limit turf use to programmable and usable open spaces.	5						
4	16d	4.16d	Plan and develop CIP projects with the City of Goodyear Water and Public Works to deliver alternate water sources and water-saving technologies to existing park sites where opportunities exist.	13						

Theme No.	Strategy	No.	Recommendation	Chapter	City of Goodyear Task Lead(s)	City of Goodyear Departments Involved	External Partners/ Stakeholders	Start Date	End Date	Project Status/Notes
4	17a	4.17a	Conduct a tree life-cycle study on park sites in historic Goodyear. This study is intended to provide best practices for maintaining or extending the health of existing mature trees as well as planning for the canopy development of new trees to ensure long-term canopy coverage at the city's park sites.	5						
4	17b	4.17b	Coordinate with the City of Goodyear Planning and Zoning to Implement tree inventory/salvage requirements on future city development projects to acquire or maintain mature trees that would otherwise be destroyed.	5						
4	17c	4.17c	Construct new parks and trail facilities consistent with the goal of providing shade coverage to walkways consistent with the City of Goodyear Bicycle and Pedestrian Shade Study.	5						
Investing in the Existing System										
5	18a	5.18a	Continue to utilize the asset management program to forecast upcoming lifecycle replacement needs.	13						
5	18b	5.18b	Improve the standard of care and budget for additional maintenance staff. Reclassify Goodyear park service levels.	13						
5	18c	5.18c	Coordinate with the City of Goodyear Planning and Zoning to provide a life cycle replacement schedule to HOAs for their privately developed parks to ensure the standard of care is being met on HOA developed neighborhood parks.	13						
5	18d	5.18d	Through annual funding allocations, address maintenance issues identified in this plan and through regular maintenance audits.	13						
5	19a	5.19a	Research the feasibility of hosting special neighborhood events within neighborhood parks to develop community pride.	5						
5	19b	5.19b	Diversify marketing strategies based on neighborhood demographics and interests.	5						
5	19c	5.19c	Utilize arts and culture programs to create neighborhood identity through art installations.	7						
5	19d	5.19d	Build monumentation signage at neighborhood parks to improve neighborhood identity and park recognition.	5						
5	20a	5.20a	Rename Bullard Wash I to Falcon Trail.	6						
5	20b	5.20b	Rename Falcon Retention will be a part of Falcon Park	6						
5	20c	5.20c	Rename Bullard Wash II to Bullard Wash Linear Park. The Bullard Wash Linear Park will be the northern point of the future Bullard Wash Trail.	6						
5	20d	5.20d	Incorporate wayfinding and path connections to appropriately connect Falcon Park with Falcon Retention.	6						
5	20e	5.20e	Remove the existing HOA sign at Falcon Park and create park monument sign.	5						
5	21a	5.21a	Encourage lighted walking paths and trails on future projects.	6						

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5	21b	5.21b	Retrofit existing parks with lighting along paths and trails.	6						
5	21c	5.21c	Require lighting at all playgrounds.	5						
5	21d	5.21d	Require lighting at all ramadas within parks.	5						
5	22a	5.22a	Foothills Community Park - Install larger trees to reduce vandalization and remove tree grates	5						
5	22b	5.22b	Foothills Community Park - Convert all pathway, ramada, and playground lighting to Light-Emitting Diode (LED) to match current parks standards	5						
5	22c	5.22c	Foothills Community Park - Seek a third party to maintain the pump track on a consistent basis	5						
5	22d	5.22d	Foothills Community Park - Add chilled drinking fountains that are equipped with dog bowls at base per standard	5						
5	23a	5.23a	Falcon Park - Add ramada lighting and receptacles	5						
5	23b	5.23b	Falcon Park - Replace basketball rims	5						
5	23c	5.23c	Falcon Park - Provide new BBQ grills as per the current park standards	5						
5	23d	5.23d	Falcon Park - Construct maintenance facility to replace current temporary maintenance storage solution.	5						
5	23e	5.23e	Falcon Park - Create a path between the volleyball and basketball courts	5						
5	23f	5.23f	Falcon Park - Relocate benches at volleyball courts away from sprinklers	5						
5	23g	5.23g	Falcon Park - The park experiences flooding from tailwater runoff north of Bullard Wash. The City completed a study which identified upstream culvert blockages and the need for an additional retention basin, concrete overflow, and storm drain improvements north of Camelback Road prior to Bullard Wash I to address flooding within Falcon Park and the PebbleCreek residential community.	5						
5	23h	5.23h	Falcon Park - Remove turf from multi-use area to expand parking and provide turnaround for improved circulation. Increase parking in general. Provide a connection to Bullard Wash trails.	5						
5	23i	5.23i	Falcon Park - Add wayfinding to connect park users with Falcon retention and Bullard Wash.	5						
5	23j	5.23j	Falcon Park - Install sport court surfacing per community park standard	5						
5	23k	5.23k	Falcon Park - Add chilled drinking fountains that are equipped with dog bowls at base per standard.	5						
5	24a	5.24a	Goodyear Community Park - Install ground surface alternate to turf in areas around skate park, potentially artificial turf.	5						

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5	25a	5.25a	Goodyear Community Park - Build an above-ground pump room for the splash pad.	5						
5	25b	5.25b	Goodyear Community Park - Replace fencing and lighting around skate park.	5						
5	25c	5.25c	Goodyear Community Park - Improve restroom facilities per community park standards.	5						
5	25d	5.25d	Goodyear Community Park - Replace site furnishing under the ramada at the pickelball and tennis court area.	5						
5	25e	5.25e	Goodyear Community Park - Convert all lighting to LED and install a centralized lighting control system per current standards.	5						
5	25f	5.25f	Goodyear Community Park - Construct new stand-alone signage or kiosk for Tennis Courts and Pickleball Courts to replace the hodgepodge of signs zip tied to the chain link fence.	5						
5	25g	5.25g	Goodyear Community Park - replace site furnishings, specifically benches, picnic tables, and garbage cans to match community park standards.	5						
5	25h	5.25h	Goodyear Community Park - Add chilled drinking fountains that are equipped with dog bowls at base standard.	5						
5	25i	5.25i	Goodyear Community Park - Regrade slope at storm drain culvert headwall to be 6:1 along east side of park near skate park and basketball court area.	5						
5	25j	5.25j	Goodyear Community Park - Remove turf from east basin area near skate park and tennis court due to several culvert and headwall structures with steep slopes. Correct basin side slopes to be 6:1 maintainable slope.	5						
5	25k	5.25k	Goodyear Community Park - Create more flat open turf areas for open play around playground and splash pad area. Remove mounds and some trees to allow for more maintainable turf for open play north of playground area.	5						
5	25l	5.25l	Goodyear Community Park - Remove turf immediately adjacent to sport courts to eliminate overspray onto courts.	5						
5	25m	5.25m	Goodyear Community Park - Add foot wash station to sand volleyball courts.	5						
5	25o	5.25o	Goodyear Community Park - Push-button lighting at volleyball courts should be relocated outside of sprinkler radius.	5						
5	25p	5.25p	Goodyear Community Park - Future improvements at sand volleyball court should allow for turf area around court perimeter and consider concrete sidewalk removal due to the sand spill and heat surface from concrete.	5						
5	25q	5.25q	Goodyear Community Park - Replace BBQ grills to match current community park standards.	5						
5	25r	5.25r	Goodyear Community Park - Install drainage solution to eliminate splash pad overflow into ramada area.	5						

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5	25s	5.25s	Goodyear Community Park - Increase size of fabric shade structures adjacent to the splash pad.	5						
5	25t	5.25t	Goodyear Community Park - Replace ball field backstops.	5						
5	25u	5.25u	Goodyear Community Park - Remove trees around stage area and replace with structural shade.	5						
5	25v	5.25v	Goodyear Community Park - Relocate dog park to expand and enhance the user experience.	5						
5	25w	5.25w	Goodyear Community Park - Add mile markers to perimeter path.	5						
5	25x	5.25x	Goodyear Community Park - Add storage areas to restroom buildings.	5						
5	26a	5.26a	Goodyear Recreation Campus - The park amenities and design should serve as the standard for future community parks.	5						
5	27a	5.27a	Loma Linda Park - Remove baby pool to create a new splash play area, replace pool decking, and remove community pool plaster.	5						
5	27b	5.27b	Loma Linda Park - Improve turf areas outside of community room	5						
5	27c	5.27c	Loma Linda Park - Relocate benches to concrete pads outside of turf areas.	5						
5	27d	5.27d	Loma Linda Park - Add irrigation system that meets standards.	5						
5	27e	5.27e	Loma Linda Park - Add lighting to playground shade structures.	5						
5	27f	5.27f	Loma Linda Park - Add shade to the existing horseshoe pits.	5						
5	27g	5.27g	Loma Linda Park - Consider audio/visual improvements in community room.	5						
5	27h	5.27h	Loma Linda Park - Provide shaded patio space adjacent to the community room to create an outdoor area and expand overall square footage of the community room.	5						
5	27i	5.27i	Loma Linda Park - Perform tree life-cycle assessment and identify strategy for tree replacement.	5						
5	28a	5.28a	Palmateer Park - Add lighting to pathway to match current standards.	5						
5	28b	5.28b	Palmateer Park - Replace turf and irrigation system to improve turf quality.	5						
5	28c	5.28c	Palmateer Park - Replace playground equipment	5						
5	28d	5.28d	Palmateer Park - Add lighting to playground shade structure.	5						
5	28e	5.28e	Palmateer Park - Perform tree life-cycle assessment and identify strategy for tree replacement.	5						

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5	28f	5.28f	Palmateer Park - Add a ramada to the park site	5						
5	28g	5.28g	Palmateer Park - Convert adjacent street island from turf to decomposed granite.	5						
5	29a	5.29a	Parque De Paz - Remove community garden and replace with another amenity.	5						
5	29b	5.29b	Parque De Paz - Add a ramada to the park.	5						
5	29c	5.29c	Parque De Paz - Add two additional LED light poles and fixtures at basketball court.	5						
5	29d	5.29d	Parque De Paz - Renovate existing irrigation system to improve turf quality to match current standard.	5						
5	29e	5.29e	Parque De Paz - Replace existing lighting with LED fixtures.	5						
5	29f	5.29f	Parque De Paz - Replace all site furnishings to match current standard.	5						
5	30a	5.30a	Portales Park - Improve connectivity to park from neighborhood.	5						
5	30b	5.30b	Portales Park - Consider turf reduction.	5						
5	30c	5.30c	Portales Park - Construct a lit, looped path.	5						
5	31a	5.31a	Roscoe Dog Park - Standalone dog parks are not part of Goodyear's strategy moving forward. This park should be retired when these services can be provided at Foothills Community Park and a park facility in Central Goodyear.	5						
5	31b	5.31b	Roscoe Dog Park - Expand decomposed granite area around concrete entrance to mitigate turf wear right at dog park entrance.	5						
5	31c	5.31c	Roscoe Dog Park - Add additional shade structures around entire park to distribute use and wear and tear of turf.	5						
5	31d	5.31d	Roscoe Dog Park - Add additional shade structures around entire park to distribute use and wear and tear of turf.	5						
5	31e	5.31e	Roscoe Dog Park - Install drywell in retention basin to accommodate drainage and drinking fountain drain line.	5						
5	31f	5.31f	Roscoe Dog Park - Add larger LED light poles around perimeter to provide footcandle coverage per standard throughout entire dog park as use occurs at night in the summer time.	5						
5	31g	5.31g	Roscoe Dog Park - Add dog agility features.	5						
5	31h	5.31h	Roscoe Dog Park - Apply shade standard per City Shade Study.	5						
5	31i	5.31i	Roscoe Dog Park - Add secondary maintenance gate for north dog park side to allow maintenance direct access without having to enter through south dog park when being used.	5						

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5	31j	5.31j	Roscoe Dog Park - Add additional riprap along bottom of parking lot basin to address erosion from parking lot runoff.	5						
5	31k	5.31k	Roscoe Dog Park - Plant additional trees along the perimeter of the dog park outside the fence line to provide additional shade.	5						
5	32a	5.32a	Bullard Wash Park I - Add trailhead with parking from Indian School Road at south end of Bullard Wash	5						
5	32b	5.32b	Bullard Wash Park I - Access is limited, consider adding parking and trailhead amenities.	5						
5	32c	5.32c	Bullard Wash Park I - Improved channelization of water, turf is currently six to eight inches higher than concrete low-flow channel due to silt build-up.	5						
5	32d	5.32d	Bullard Wash Park I - Replace exercise stations.	5						
5	32e	5.32e	Bullard Wash Park I - Add more benches along walkways.	5						
5	32f	5.32f	Bullard Wash Park I - Reconfigure pull-offs to accommodate maintenance trailers.	5						
5	33a	5.33a	Bullard Wash Park II - Maximize connections to adjacent developments.	5						
5	33b	5.33b	Bullard Wash Park II - Add chilled drinking fountains that are equipped with dog bowls at base per standard.	5						
5	33c	5.33c	Bullard Wash Park II - Add more benches along walkways	5						
5	33d	5.33d	Bullard Wash Park II - Develop expanded plaza with ADA connection from Civic Square to Amphitheater area.	5						
5	34a	5.34a	Wildflower Park North - Replace play panels in playground	5						
5	34b	5.34b	Wildflower Park North - Add lighting to playground shade structure.	5						
5	34c	5.34c	Wildflower Park North - Work with Arizona Public Service (APS) to replace and match light fixtures.	5						
5	34d	5.34d	Wildflower Park North - Replace existing ramada and concrete pad.	5						
5	34e	5.34e	Wildflower Park North - Reduce turf to alleviate irrigation pressure issues.	5						
5	34f	5.34f	Wildflower Park North - Add new ADA-compliant switchback ramp to provide access to the park from the following neighborhood areas: Washington Street (East and West sides); Mesquite Drive (East side).	5						
5	34g	5.34g	Wildflower Park North - Provide concrete multi-use pathway with pedestrian lighting within park area to provide connection to Wildflower School (Jefferson Street to Morning Glory).	5						
5	34h	5.34h	Wildflower Park North - Add a drinking fountain to the park	5						

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5	34i	5.34i	Wildflower Park North - Replace concrete header where needed as a result of adjacent tree roots.	5						
5	34j	5.34j	Wildflower Park North - Add drywells and take additional drainage measures to encourage flood mitigation during rain events.	5						
5	34k	5.34k	Wildflower Park North - Add benches along walking paths throughout the park.	5						
5	34l	5.34l	Wildflower Park North - Replace concrete header curb south of playground just north of Desert Bloom Street on east and west curbs along tree line.	5						
5	35a	5.35a	Wildflower Park South - Relocate and replace trash receptacles from slopes and place on concrete pads near benches.	5						
5	35b	5.35b	Wildflower Park South - Replace existing ramada and concrete pad.	5						
5	35c	5.35c	Wildflower Park South - Add lighting and ADA ramp to playground.	5						
5	35d	5.35d	Wildflower Park South - Work with APS to match light fixtures.	5						
5	35e	5.35e	Wildflower Park South - Add new ADA-compliant switchback ramp to provide access to the park from the following neighborhood areas: Lincoln Street (East and West side); Sherman Street (East side); Hadley Street (East and West side); Mesquite Drive (West side); Tonto Street (East side)	5						
5	35f	5.35f	Wildflower Park South - Provide concrete multi-use pathway with pedestrian lighting within park area to provide connection to Wildflower School (Grant Street to Buchanan Street)	5						
5	36a	5.36a	Rio Paseo Park - Add wayfinding signage and identification.	5						
5	36b	5.36b	Rio Paseo Park - Add chilled drinking fountains that are equipped with dog bowls at base per standard.	5						
5	36c	5.36c	Rio Paseo Park - Add pedestrian bridge across Roosevelt Canal to provide connection to the City of Goodyear Roosevelt Canal Trail.	5						
5	36d	5.36d	Rio Paseo Park - Improved sidewalk along drainage structure crossing Roosevelt Canal to allow for ADA compliant east/ west connection for City of Goodyear Roosevelt Canal Trail.	5						
5	37a	5.37a	Palm Valley Park - Add lighting and convenience receptacles to existing ramadas.	5						
5	37b	5.37b	Palm Valley Park - Remove backstop in turf area.	5						
5	37c	5.37c	Palm Valley Park - Consider reduction of small turf areas in order to resolve irrigation pressure issues.	5						
5	37d	5.37d	Palm Valley Park - Add BBQ grills to ramada areas.	5						
5	37e	5.37e	Palm Valley Park - Add chilled drinking fountains that are equipped with dog bowls at base per standard.	5						

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5	38a	5.38a	Estrella Vista Park North - Either reduce turf area to alleviate water pressure issues for irrigation or add irrigation booster pump to increase water pressure to provide adequate irrigation coverage for turf area.	5						
5	38b	5.38b	Estrella Vista Park North - Work with the school to identify connectivity between park and school.	5						
5	38c	5.38c	Estrella Vista Park North - Install perimeter walking loop for park.	5						
5	38d	5.38d	Estrella Vista Park North - Add ADA compliant sidewalk connection to the existing west sidewalk at the intersection of 157th Avenue and Lower Buckeye Parkway.	5						
5	38e	5.38e	Estrella Vista Park North - Add lighting and ADA ramp to playground area.	5						
5	38f	5.38f	Estrella Vista Park North - Replace trash cans.	5						
5	38g	5.38g	Estrella Vista Park North - Add more benches.	5						
5	38h	5.38h	Estrella Vista Park North - Replace cage on backflow preventer.	5						
5	38i	5.38i	Estrella Vista Park North - Add park signage.	5						
5	38j	5.38j	Estrella Vista Park North - Add concrete multi-use pathway per park standard from north playground along park east boundary to connect into existing sidewalk along Lower Buckeye Road. to create a looped multi-use pathway around the park.	5						
5	39a	5.39a	Estrella Vista Park South - Add lighting and ADA ramp to playground area.	5						
5	39b	5.39b	Estrella Vista Park South - Replace ramada structures	5						
5	39c	5.39c	Estrella Vista Park South - Consider turf reduction on slopes to relieve irrigation pressure issues and erosion.	5						
5	39d	5.39d	Estrella Vista Park South - Remove existing backstop in turf area	5						
5	39e	5.39e	Estrella Vista Park South - Add chilled drinking fountains that are equipped with dog bowls at base per standard.	5						
5	39f	5.39f	Estrella Vista Park South - Add concrete multi-use pathway per park standard along the west park perimeter connecting to existing sidewalk from 157th Avenue to sidewalk to Lower Buckeye Parkway. Sidewalk will need to be bench due to the existing basin to allow ADA compliance.	5						
5	40a	5.40a	Canada Village Park - Install lit perimeter walking path in accordance with park standards and ADA compliance.	5						

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5	40b	5.40b	Canada Village Park - Create looped multi-use pathway with pathway lighting per park standard.	5						
5	40c	5.40c	Canada Village Park - Add a tree along perimeter wall near the ramada/playground area.	5						
5	41d	5.41d	Canada Village Park - Add ADA ramp for playground access.	5						
5	42e	5.42e	Canada Village Park - Add drinking fountain for basketball court per standards (chiller, dog bowl).	5						
Recreation Center/Aqutics Facility										
5	43a	5.43a	Complete a feasibility analysis that determines the best approach for developing more capacity for indoor recreation and aquatic activities. This should include the possible expansion of the Recreation and Aquatic Center as well as the development of new facilities. There should also be a determination of site, funding, and timing for these facilities.	10						
5	43b	5.43b	Develop long-range plans for funding projected increases in expenditures for staff and other operational expenses along with maintaining pass and program revenue.	10						
5	43c	5.43c	Be prepared to adapt existing space in the building to meet future program needs.	10						
5	43d	5.43d	Continue to modify programming offerings to meet community needs.	10						
5	43e	5.43e	Establish a commitment to continuity planning to overcome future pandemics, natural disasters, or other possible interruptions to operations.	10						
5	43f	5.43f	Establish a succession plan for key full-time staff.	10						
5	43g	5.43g	Continue to enhance the marketing of the facility.	10						
5	43h	5.43h	Without future expansion of existing facilities or a new recreation and aquatic center, it will be extremely difficult to meet many additional recreation interests in the community.	10						
5	43i	5.43i	The Recreation and Aquatic Center will need to continue its focus on providing a facility that supports a wide variety of recreation interests.	10						
5	43j	5.43j	Establish clear priorities of use for the larger areas of the facility (multi-purpose rooms, fitness, aquatics, and gymnasium) by time of day, day of week, and season of the year to ensure that the spaces are being used to their full potential and meet the goals of the center and its programs. Priorities should include drop-in use, programs, and rentals.	10						
5	43k	5.43k	There will need to be a long-term plan to add office space and a larger conference room to the existing building or include space in another facility at the Goodyear Recreation Campus.	10						
5	43l	5.43l	Determine physical modifications and/or operational changes that significantly reduce the ability to enter the center without checking in at the front desk or paying for use.	10						

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Recreation Center/Aqutics Facility Programs and Services										
5	44a	5.44a	Realize that it will be very difficult to expand recreation programs and services due to facility capacity issues.	10						
5	44b	5.44b	Balance program needs with drop-in facility use and rentals.	10						
5	44c	5.44c	It is important that the facility establish a five-year program plan that is an outgrowth of the overall recreation programming plan. This specific plan should identify the future areas of focus for the center. The emphasis should be on these general program areas: Fitness, Aquatics, Youth/Teen, Sports, General Recreation	10						
5	44d	5.44d	Continue to provide programs that react to the changing needs and expectations of the community.	10						
5	44e	5.44e	Continue to provide programs that respond to the demographics of the community as well as a variety of age groups.	10						
5	44f	5.44f	Develop programming that has an appeal to different ethnic groups (Hispanic and African American).	10						
5	44g	5.44g	Provide programming that is focused on drawing families or multigenerational participants.	10						
5	44h	5.44h	Explore the possibility of establishing a formal program and services partnership with a local health care provider to enhance fitness and wellness services.	10						
5	44i	5.44i	Commit to continuing to offer a base of virtual programming for those not physically able to come to the center.	10						
5	44j	5.44j	Continue to track key performance measures for recreation programs and services.	10						
Recreation Center/Aquatics Facility Staffing										
5	45a	5.45a	Establishing an overall staffing philosophy for the Recreation and Aquatic Center is important. This should be tied to levels of service for the facility as well as for recreation programs. This needs cover center staffing requirements to open the facility, ratios of staff to participants, requirements for full-time staff presence, and the appropriate role and authority of part-time staff. Long-term, there may need to be greater reliance on full-time staff, rather than depending on part-time staff in key roles.	10						
5	45b	5.45b	Evaluate the current staffing plan for both facilities annually and adjust based on facility and programming needs.	10						
5	45c	5.45c	Continue to benchmark part-time facility staff and program instructor rates of compensation with other recreation and fitness organizations as well as private retail and service industry providers.	10						
5	45d	5.45d	Develop a succession plan for full-time staff to ensure continuity of operations when key staff leave the center.	10						
5	45e	5.45e	Continue to implement techniques to attract and retain part-time facility staff and program instructors.	10						
5	45f	5.45f	Conversion of two existing part-time Facility Managers to full-time positions.	10						

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5	45g	5.45g	Conversion of an existing part-time Aquatics Manager to a full-time position.	10						
5	45h	5.45h	Hire a full-time Teen Coordinator to provide greater oversight for this program area.	10						
5	45i	5.45i	Continue the commitment to staff training and ultimately certification (where appropriate) utilizing a formal annual training program	10						
5	45j	5.45j	Continue the commitment to staff training and ultimately certification (where appropriate) utilizing a formal annual training program.	10						
Recreation Center/Aquatics Facility Budget										
5	46a	5.46a	Aquatics should track expenses and revenues separately for the Aquatic Center and the Loma Linda pool.	10						
5	46b	5.46b	Continue to utilize the asset management plan to identify the funding that is required to replace key facility equipment and mechanical systems in the future. Fund the plan on an annual basis to avoid on-going deferred maintenance issues.	10						
5	46c	5.46c	Continue to track performance measures associated with pass sales and facility utilization on a monthly and annual basis. This should also include the rate of renewal or retention of annual and six month pass holders from year to year.	10						
5	46d	5.46d	Plan for a potential significant increase in the cost of operation especially for part-time staff and utilities over the next 3 plus years.	10						
5	46e	5.46e	Finalize the comprehensive fee policy providing residents with different options.	10						
5	46f	5.46f	Continue to track utilization numbers in the facility by day of the week and time of day to be sure that the existing hours of operation are justified.	10						
5	46g	5.46g	Complete a fee study every two years that benchmarks Recreation and Aquatic Center fees against other providers in the market area.	10						
5	46h	5.46h	Track utilization numbers in the facility by day of the week and time of day to be sure that the existing hours of operation are justified.	10						
5	46i	5.46i	As the center becomes more established, plan for the possible reintroduction of non-resident passes on a limited basis.	10						
5	46j	5.46j	If not already in place, the center should promote the use of electronic funds transfer (EFT) on a monthly basis as a method to pay for annual passes.	10						
5	46k	5.46k	The Recreation and Aquatic Center would benefit from having an annual report that summarizes the financial performance of the center and the various programs that take place in the facility.	10						
Recreation Center/Aqutics Facility Maintenance										
5	47a	5.47a	Continue to utilize and update the existing maintenance plan for the facility to ensure that the facility remains in top physical condition.	10						

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5	47b	5.47b	Continue weekly safety walk-throughs of the center that includes a written inspection with follow-up actions that need to occur, the person in charge of making these happen, and the date that they should be completed. This should be completed in concert with Facility Maintenance staff.	10						
5	47c	5.47c	Continue with the preventative maintenance plan for the center.	10						
5	47d	5.47d	Continue to monitor the facility custodial contract performance to ensure a clean facility.	10						
5	47e	5.47e	Continue the focus on safety and security procedures for the center.	10						
Recreation Center/Aqutics Facility Marketing										
5	48a	5.48a	Continue to develop an annual marketing plan for the two facilities that fits with the capacity limitations that are being experienced. The plan should be in line with the overall marketing strategy for the Department.	10						
5	48b	5.48b	Continue to conduct a yearly (in-house and on-line) survey of center users' needs and concerns. This survey should gather opinions regarding the center's maintenance, staff, programs and services, and identify future needs.	10						
5	48c	5.48c	In addition to existing center users, there should be an every other year effort to engage the community regarding future facility needs and expectations.	10						
5	48d	5.48d	Continue with the strong branding efforts of the center and the recreation campus.	10						
Recreation Center/Aqutics Policies and Procedures										
5	49a	5.49a	Continue to build on the strong operational policies and procedures that are in place for most all operational aspects of the center.	10						
5	49b	5.49b	Continue the focus on policies and procedures that deal specifically with safety and security of the center, the park, and programs.	10						
5	49c	5.49c	There should be established policy statement for diversity, social equity, and inclusion (DEI) for the Parks and Recreation Department and the center.	10						
5	49d	5.49d	It is important that the center establishes a continuity plan that covers possible interruptions of operations from natural disasters, pandemics, terrorist acts, or other conditions. This needs to outline a process for maintaining basic services associated with maintenance and operations of the center, park, as well as recreation programs and services.	10						



GOODYEAR GAME PLAN

PARKS AND RECREATION





CITY OF Goodyear

Kimley»Horn

Expect More. Experience Better.