



City Council Work Session
City Hall - Canyon Trails Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
Monday, March 17, 2025
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Wally Campbell

Councilmember
Brannon Hampton

Councilmember
Laura Kaino

Councilwoman
Vicki Gillis

Councilmember
Benita Beckles

Councilmember
Trey Terry



PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No. 2025-2441.

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

Si necesita asistencia o traducción en español, favor de llamar al menos 48 horas antes de la reunión al (623) 882-7830.



City Clerk's Office: 1900 N. Civic Square, Goodyear, AZ 85395 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER

ROLL CALL

AGENDA ITEMS FOR DISCUSSION

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. GREATER PHOENIX ECONOMIC (GPEC) UPDATE

Summary

Council to receive an update from Greater Phoenix Economic Council (GPEC) regarding local and regional development activity and initiatives. (Wendy Bridges, Economic Development Director)

2. FY2025 STRATEGIC PLAN UPDATE ITEM FOR THE POLICE DEPARTMENT TO STUDY AND EVALUATE THE CREATION OF A REAL-TIME CRIME CENTER

Summary

Council to receive an update on the FY2025 Strategic Plan item to “study and evaluate the creation of a Real-Time Crime Center.” (Brian Issitt, Chief of Police)

ADJOURNMENT

POSTING VERIFICATION

This agenda was posted on 3/12/2025 at 4:20 p.m. by (VM)

ITEM #: 1.
DATE: 03/17/2025
AI #:2323



CITY COUNCIL ACTION REPORT

SUBJECT: GREATER PHOENIX ECONOMIC (GPEC) UPDATE

STAFF PRESENTER(S): Wendy Bridges, Economic Development Director

OTHER PRESENTER(S):

Chris Camacho, President & CEO, Greater Phoenix Economic Council

Summary

Council to receive an update from Greater Phoenix Economic Council (GPEC) regarding local and regional development activity and initiatives. (Wendy Bridges, Economic Development Director)

FISCAL IMPACT

No fiscal impact.

BACKGROUND AND PREVIOUS ACTIONS

This is an annual presentation update from the Greater Phoenix Economic Council (GPEC). It is included as attachment A. The last Work Session update Council received from GPEC was on March 18, 2024.

STAFF ANALYSIS

Goodyear is an original member of the Greater Phoenix Economic Council (GPEC). GPEC has been a key partner in Goodyear's business growth history since 1989. Over the past 5 years, GPEC has played a significant role in the attraction and location of 17 companies, creating more than 5,000 new jobs, and \$1.8B in capital investment. Within the same timeframe, Goodyear has seen 1,379:1 return-on-investment (ROI) on newly generated taxes and revenues created by jobs and capital investment in our community in relation to our annual membership dues.

Attachments

Attachment A - GPEC Update Presentation

Greater Phoenix Greater Together

MARCH 17, 2025

A photograph of four people (two women and two men) walking together in a modern office hallway. They are all smiling and looking towards the right. The image is overlaid with a semi-transparent red geometric shape on the right side and a grid of orange dots in the bottom left corner.

About GPEC

Our Mission

To attract and grow quality businesses, and advocate for Greater Phoenix's competitiveness.



A Public-Private Partnership

GPEC works with 22 member communities, Maricopa and Pinal counties, and more than 220 private investors to advocate for regional competitiveness and serve as a strategic partner to companies across the world as they expand or relocate.

 **22**
Member communities

 **220+**
Private investors





ABOUT GPEC

GPEC by the Numbers

Over the last 35 years GPEC has fueled the regional economy, racking up some impressive stats along the way.

1,000+
Regional Locates

189K+
High-Quality Jobs

\$69.4B
Capital Investment

GPEC Services

► Operating Cost Comparison

- Perform annual operating cost comparisons across major markets.
- Analyze real estate, labor, utilities, taxes and incentives.

► Regional Labor Market Data

- Provide current wage rates, labor force and skill levels based on occupation and industry.
- Analyze labor force availability data and create custom drive time analysis.
- Connect with local employers for HR insight.

► Site Selection Assistance

- Aggregate a comprehensive listing of value-based assets, unique buildings and shovel-ready sites.
- Provide easy property search by size, location, price, zoning and more.

► Economic Impact Analysis

- Evaluate project's economic impact and community benefit.
- Prepare geospatial analysis.

► Connectivity To Key Resources

- Introduce your company to community college, university and key workforce assets.
- Coordinate with state and local regulatory authorities.
- Connect you to business leaders within the region.

► Public Relations Assistance

- Draft a press announcement and coordinate quotes from key stakeholders on behalf of the client.
- Press announcement distribution to media outlets.
- Support and coordination for ribbon cutting and grand opening events.



Business Development Update

FY25 Quick Overview

Prospect Stats

100%
of Goal

27%
International

87%
of Last Year



27
Companies Located in FY25



\$1.03B
in Capital Investment



2,271
Jobs Created in the Region



\$97,803
Avg. High-Wage Salary

FY25 Year-to-Date Prospect Activity

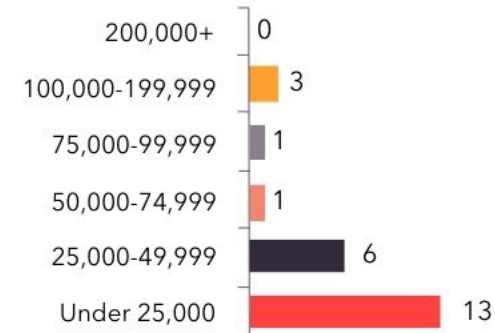


FY25 Prospects by Type and Operation

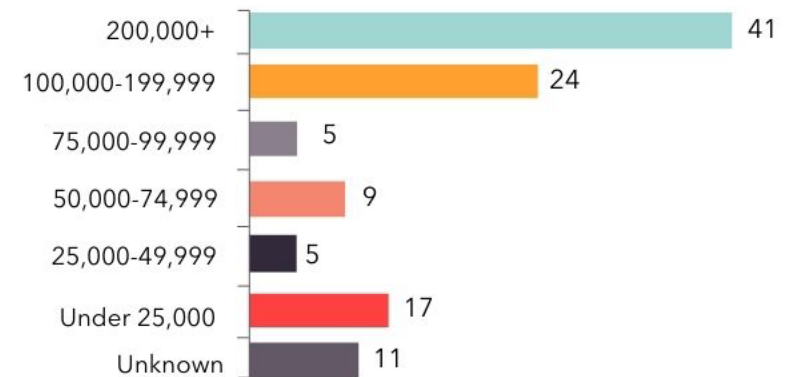
Operation Type Highlights

- 51** Light Manufacturing
- 30** Advanced/High Tech Manufacturing
- 18** Warehouse/Distribution
- 14** Advanced Administrative/Back Office
- 8** Heavy Manufacturing
- 6** Data Centers
- 6** Headquarters Office
- 2** R&D
- 1** Entry Level Administrative/Call Center

Office Prospects (24)



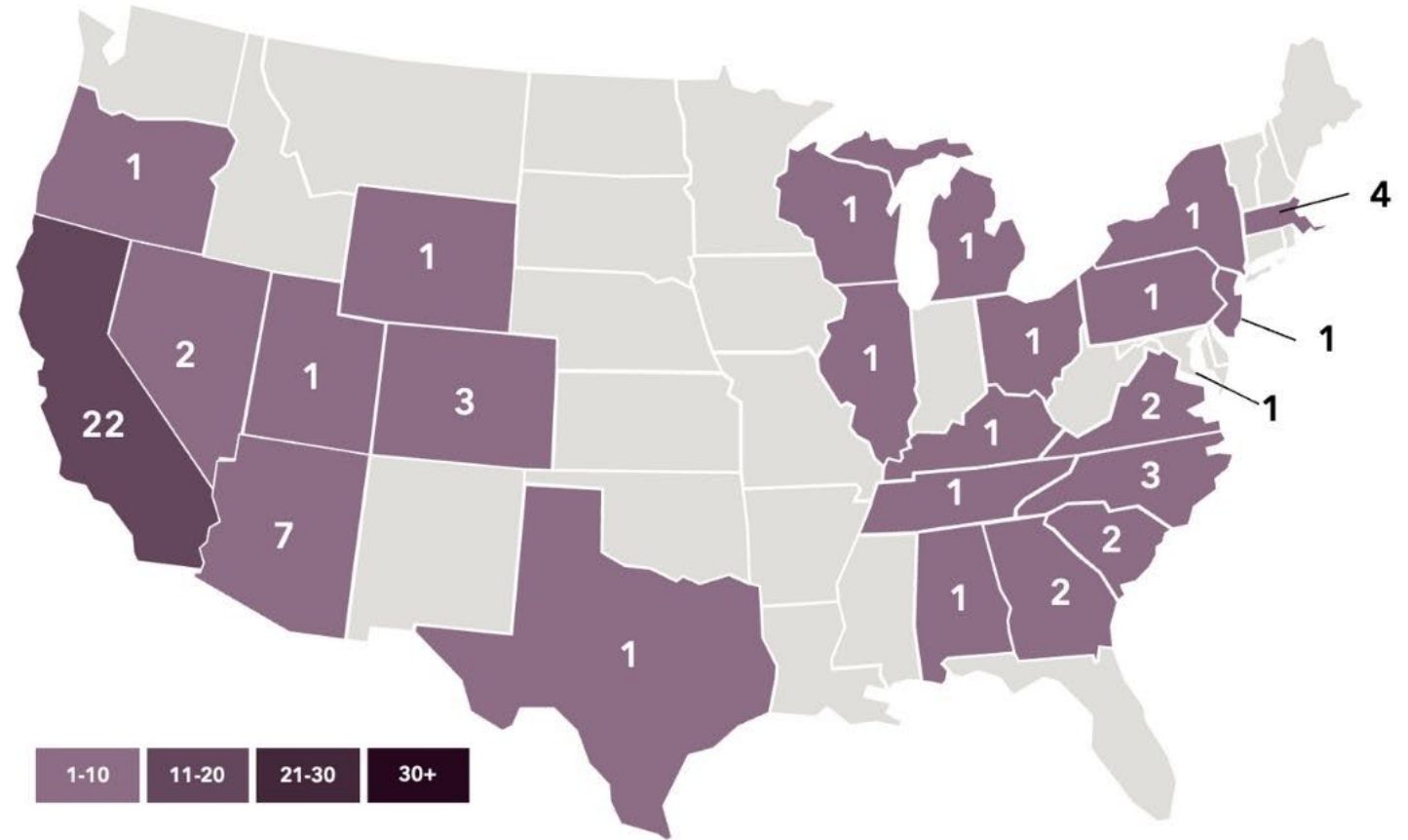
Industrial Prospects (112)



FY25 Prospects by HQ Location

- 16% of prospects are from California
- 27% of prospects are international including from:
 - Canada
 - China
 - Germany
 - Japan
 - Netherlands
 - Norway
 - South Korea
 - Taiwan
 - United Kingdom

International	37
Unknown	37
Grand Total	136



Recent Announcements



GTI FABRICATION

Goodyear

236 Phase 1 Jobs

530,300 SF

What's Next: FY25 Q3 & Q4



New Administration
Implications



Air Quality
Attainment



Regional
Branding



Startup Ecosystem
Support



International
Push



Organizational
Alignment



Next Economic
Frontier Project

GPEC and City of Goodyear

Goodyear 5-Year Trend on Revenue Return

**Revenue
Return**
1,379:1

Funding Request for FY25:

\$54,605

(AZ Office of Economic Opportunity
2023 population)



\$1,379

of direct revenue for every \$1 invested ¹



\$426.1M

in new consumer spending generated by new Goodyear jobs and employed Goodyear residents. An addition of \$241.5 million created by multiplier effects results in total consumer spending of \$667.6 million.



\$1,491

of total revenue for every \$1 invested ²



\$320.1M

in new Goodyear direct revenues ³(boosted to \$346.2 million when including related multiplier effects of \$26.1 million)

¹ Includes property, sales and utility taxes, as well as state-shared and other local revenues.

² Includes direct revenues plus those generated by related supplier and consumer jobs.

³ Estimates are from the Greater Phoenix Consensus Impact Model. In 1999, GPEC and our members developed the region's first-ever consensus-based revenue and economic impact model. Based on nationally accepted multiplier data provided by IMPLAN, the model is customized to calculate economic and revenue benefits for GPEC's members and the State of Arizona.

Regional Results

Regional Results Summary

	FY24	FY23	5-Year Total
Payroll Generated (in millions of dollars)	\$513.96	\$560.06	\$2,859.8
Jobs	7,431	7,731	45,725
High-Wage Jobs	3,987	5,019	25,414
Average Salary	\$69,164	\$72,443	\$62,542
Qualified Prospects	260	246	1,295
Assisted Locates	49	37	228
Capital Investment (in millions of dollars)	\$3,040.6	\$29,653.5	\$53,192.7

As of FY24

228

locates in Greater Phoenix GPEC has assisted in the last five years, including

17

locates in Goodyear, creating

5,091
jobs

\$1.8B

in capital investment

Community Leadership

Engagement Opportunity	Goodyear Involvement
GPEC Board of Directors	Mayor Joe Pizzillo
Executive Committee	Kevin Tulipana
Economic Development Directors Team (EDDT)	Wendy Bridges Darah Mann Angela Woods Kendra Hoffman Robert Ito TJ Coulter Amber Roskelley
Healthcare Innovation Council	Wendy Bridges Kendra Hoffman
Mayors and Supervisors	Mayor Joe Pizzillo





GREATER PHOENIX ECONOMIC COUNCIL

Strategic Plan

FISCAL YEARS 2026 - 2028



602.256.7700 /// gpec.org



Strategic Plan

FISCAL YEARS 2026 - 2028

Vision

Be the leading market for high-value investments and growth for local, national and international businesses with an eye to the industries of the future, enabling smart growth and advancing prosperity for the people of Greater Phoenix.

Goal 1:

Build an internationally recognizable regional brand as a market uniquely positioned for high-impact industries and growth driven by innovation.

Goal 2:

Advance the region through future-focused infrastructure and investments, robust support for the startup ecosystem and best-in-class support for expanding and relocating firms.

Goal 3:

Ensure GPEC is nimble in executing its mission as markets, technologies and the region continue to evolve.



Thank you.

Chris Camacho

President and Chief Executive Officer

T 602.262.8619 | ccamacho@gpec.org



Greater Phoenix Greater Together

ITEM #: 2.
DATE: 03/17/2025
AI #:2517



CITY COUNCIL ACTION REPORT

**SUBJECT: FY2025 STRATEGIC PLAN UPDATE ITEM FOR THE POLICE
DEPARTMENT TO STUDY AND EVALUATE THE CREATION OF A
REAL-TIME CRIME CENTER**

STAFF PRESENTER(S): Brian Issitt, Chief of Police

Summary

Council to receive an update on the FY2025 Strategic Plan item to “study and evaluate the creation of a Real-Time Crime Center.” (Brian Issitt, Chief of Police)

FISCAL IMPACT

The presentation on the Goodyear Real-Time Intelligence and Tactical (GRIT) Center is for information only. Funding requests for build out, staffing, software and hardware will be presented as a part of the fiscal year 2026 budget as appropriate.

BACKGROUND AND PREVIOUS ACTIONS

The Real-Time Crime Center was documented as a line item in the city’s FY2024 strategic plan. The police department was tasked to study and evaluate the creation of a Real-Time Crime Center in the FY2025 strategic plan.

STAFF ANALYSIS

Due to the growth of the city, the increase in calls for service and incidents, and the desire to have a quicker and more efficient response, the police department began conducting research for a real-time crime center in FY2025. Since July 2024, the police department conducted site visits, visiting Glendale, AZ, Scottsdale AZ, and Elk Grove, CA. During the site visits, several critical areas were evaluated, including technology, call for service integration, policies and procedures, management and staffing. In addition to the site visits, Chief Issitt provided input from his experience with other crime centers to round out the requirements of the center.

The study/evaluation provided a positive recommendation for an implementation plan which includes possible location, personnel needs, hardware and software needs for a fully functional center. The department has developed a 4-year plan to have a fully operational 24/7/365 Goodyear Real-Time Intelligence and Tactical (GRIT) Center that will meet not only the needs of the department but the city.

Attachments

Staff Presentation



Goodyear Real-Time Crime Center FY2025 Strategic Plan Update

Safe and Vibrant Community

Real-Time Crime Center

- Study and Evaluate creation of a Real-Time Crime Center





Goodyear Real-Time Crime Center FY2025 Strategic Plan Update

What is a Real-Time Crime Center?

- A Centralized Location
- An Information Hub
- A Place Where Innovation and Technology Meet



Goodyear Real-Time Crime Center FY2025 Strategic Plan Update

Why a Real-Time Crime Center?

- Reduction of Crime
- Improved Clearance Rates
- Decreased Response Times
- Officer Safety // Situational Awareness





Goodyear Real-Time Crime Center FY2025 Strategic Plan Update



Current Trends for GYPD

- 10.3% increase in Calls For Service
 - 2023: 60,166 / 2024: 67,072
- 3.3% Increase in Priority 1 CFS
 - 2023: 960 / 2024: 993
- 8.9% Increase in Arrests in 2024
 - 2023: 3,934 / 2024: 4,317



Goodyear Real-Time Crime Center FY2025 Strategic Plan Update

Regionalization?

- Benefits
 - Shared Space
 - Shared Personnel
 - Shared Costs
- Drawbacks
 - Prioritization
 - Infrastructure
 - Time/Distance/Proximity





Goodyear Real-Time Crime Center FY2025 Strategic Plan Update



[The Team - Elk Grove PD](#)

Viewed and Reviewed Best Practices across the Country

- Physical Site Visit to Elk Grove PD
- Other sites:
 - Scottsdale Police Department
 - Glendale Police Department
 - Phoenix Police Department
 - Albuquerque Police Department
 - Boston Regional Intelligence Center (BRIC)
 - New York Police Department
 - Michigan State Police Intelligence Operations Center
 - Arizona Counter Terrorism Information Center (ACTIC)



Goodyear Real-Time Crime Center FY2025 Strategic Plan Update

It can be so much more
though...

Think of this as the:

*Goodyear Real-Time Intelligence &
Tactical (GRIT) Center*

- All-Hazards Approach
- More Global
- Can touch every public-facing
Department in the City





Goodyear Real-Time Crime Center FY2025 Strategic Plan Update



How do we get there?

- Phase I
 - Build out of Center in the EOC
 - Acquire a RTCC Platform
 - Obtain Hardware
 - Video Wall, Computers, Desks, TV/Monitors, Radios
 - Other software
 - Personnel
 - 1 Officer, 1 Tactical Dispatcher, 1 Crime Analyst
 - 1 System Engineer (requested by IT)



Goodyear Real-Time Crime Center FY2025 Strategic Plan Update

How do we get there?

- Phase II
 - Additional Hardware
 - Desks, Radios
 - Drone as First Responder (DFR)
 - Personnel
 - 2 Tactical Dispatchers
 - 1 Crime Analyst
 - 1 Civilian Supervisor





Goodyear Real-Time Crime Center

FY2025 Strategic Plan Update

Recommendation

- Move forward with Phase I of creating the GRIT Center to allow for budgetary discussions for the FY2026 budget.