



**City Council Work Session**  
City Hall - Canyon Trails Room 1 & 2  
1900 N. Civic Square  
Goodyear, AZ 85395  
**Monday, May 12, 2025**  
**5:00 PM**

Mayor  
Joe Pizzillo

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Vice Mayor  
Wally Campbell

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Councilmember  
Brandon Hampton

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Councilmember  
Laura Kaino

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Councilwoman  
Vicki Gillis

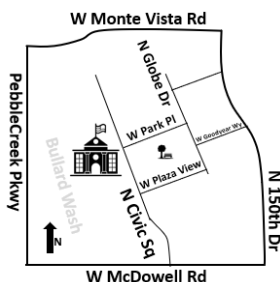
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Councilmember  
Benita Beckles

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Councilmember  
Trey Terry

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## 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](http://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. FY2025 STRATEGIC PLAN BULLARD WASH TRAIL PLAN****Summary**

Council will receive an update on the City Strategic Plan Action Item to evaluate phasing of the Bullard Wash Trail Plan. (David Seid, Acting Parks and Recreation Director)

**2. FY2025 STRATEGIC PLAN CITY VISION, MISSION, AND PURPOSE STATEMENTS****Summary**

Council to receive report on proposed revisions to the city's vision, mission, and purpose statements and provide direction to staff. (Jenna Goad, Strategic Planning & Organizational Performance Manager)

**3. FY2025 STRATEGIC PLAN VOLUNTEER PROGRAM OVERVIEW****Summary**

Council to receive an update on expanding the volunteer program based upon best practices. (Vicki Lackey, Deputy Director of Human Resources)

**FUTURE MEETINGS**

**Future meetings are tentatively scheduled as follows:**

May 19, 2025

Council Meeting

5:00 p.m

**ADJOURNMENT****POSTING VERIFICATION**

This agenda was posted on 5/7/2025 at 2:37 p.m. by (VM).

ITEM #: 1.  
DATE: 05/12/2025  
AI #:2598



## **CITY COUNCIL ACTION REPORT**

**SUBJECT: FY2025 STRATEGIC PLAN BULLARD WASH TRAIL PLAN**

**STAFF PRESENTER(S):** David Seid, Acting Parks and Recreation Director

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### **Summary**

Council will receive an update on the City Strategic Plan Action Item to evaluate phasing of the Bullard Wash Trail Plan. (David Seid, Acting Parks and Recreation Director)

### **FISCAL IMPACT**

There is no budgetary impact with this update. The extension of the Bullard Wash Trail (McDowell to Ballpark) is currently in design. Funding for construction is being considered in the FY26 budget process (\$32M) utilizing bond dollars (\$17M) and General Fund dollars (\$15M). The remaining phases are currently unfunded and will be brought forward for Council consideration during the annual budget process.

### **BACKGROUND AND PREVIOUS ACTIONS**

On November 13, 2023, Council adopted the 10-year Parks and Recreation Master Plan. The purpose of this plan is to provide strategies and operational policies to best meet the needs of current and future residents. The updated plan is in coordination with the Transportation and General Plans and is based on information gathered from the 2014 Parks & Recreation Master Plan, current trends/benchmarking, facility inventory, business planning, Goodyear leadership, stakeholder engagement, and community input. The plan was developed through a highly interactive process involving public forums, stakeholder meetings, surveys, site evaluations, benchmarks to like communities, meetings with the Parks and Recreation Advisory Commission as well as the General Plan Committee.

### **STAFF ANALYSIS**

The Bullard Wash Trail was identified as a top priority in the 2023 Parks and Recreation Master Plan. Due to the linear nature of the Bullard Wash, this has long been viewed as an ideal location for a recreational amenity. The natural floodway has the potential to perform its critical stormwater conveyance during storm events, as well as also serve as a high-quality recreational trail amenity along its banks. This trail will have a direct impact on the community by promoting active and healthy lifestyles.

A portion of the Bullard Wash Trail is already completed from Camelback Road extending south to Indian School Road and from Rio Paseo Park extending south to McDowell Road. The current phase will extend the trail from McDowell Road south to the Ballpark.

Future phases will continue south from the Ballpark to Estrella Mountain Regional Park and will be submitted as part of the annual budget process as resources allow.

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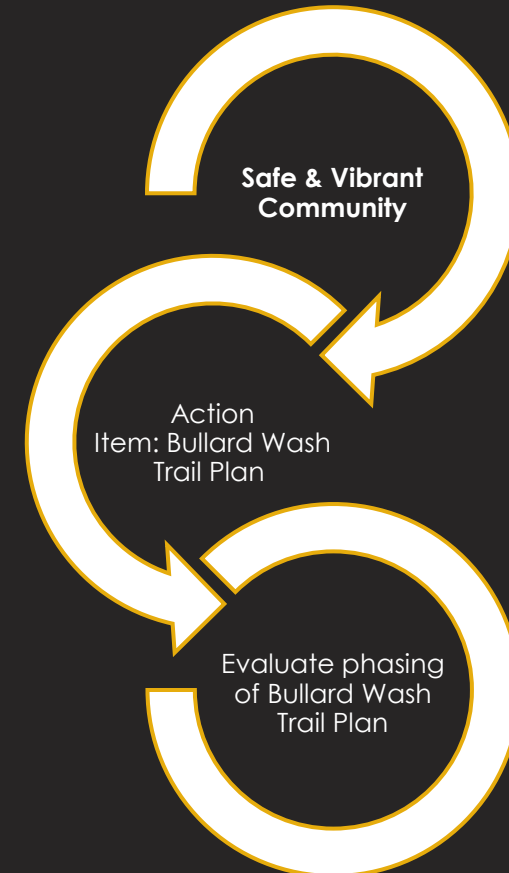
### **Attachments**

Staff Presentation



# City Council Strategic Goal Update

## Bullard Wash Trail Plan



# Agenda

## Agenda

- ☐ History
- ☐ Phasing Opportunities
- ☐ Project Schedule



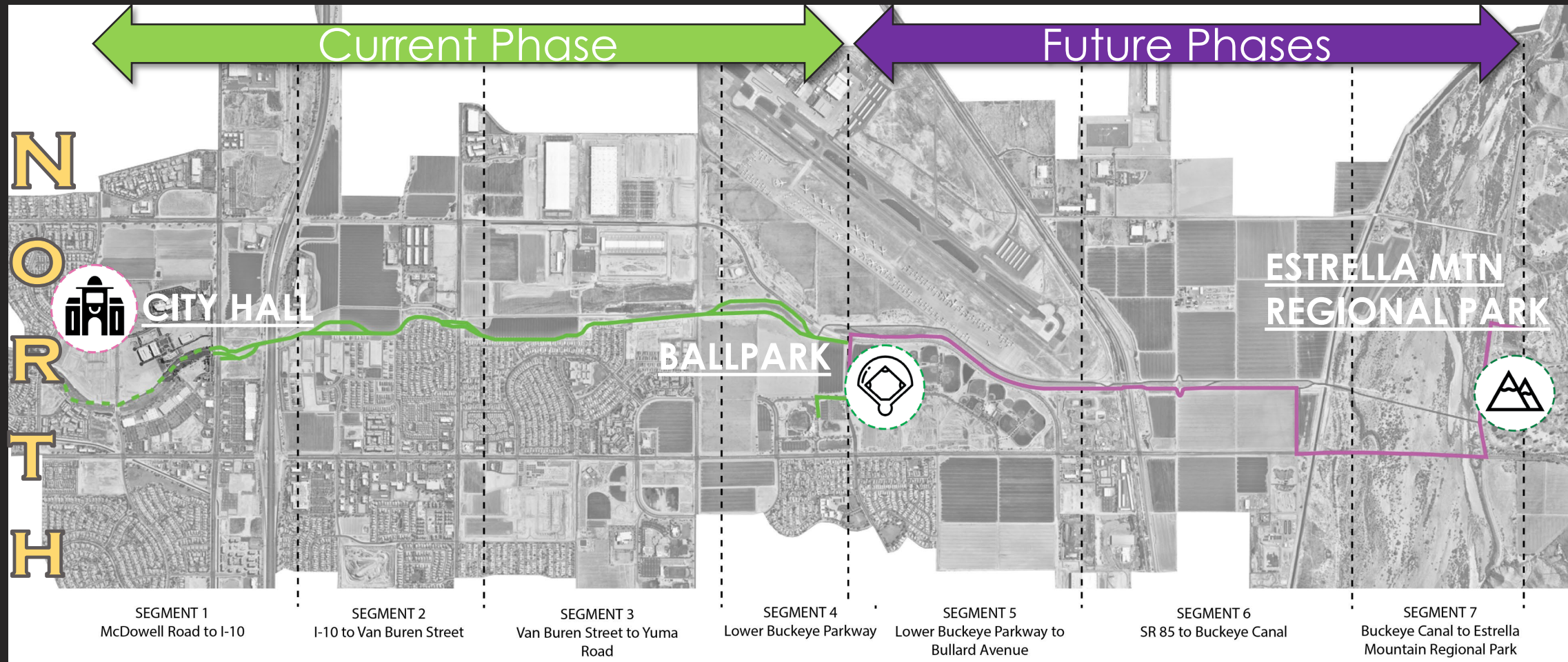


# History – Parks & Recreation Master Plan

- |        |   |                      |
|--------|---|----------------------|
| ★<br>A | Goodyear Recreation Campus Phase II         | FY26-31              |
| ★<br>B | Bullard Wash Bike/Ped Path                  | FY25-27              |
| ★<br>C | Foothills Community Park Phase II           | FY30+<br>(Requested) |
| ★<br>D | Sports Complex Study                        | FY24<br>(Completed)  |
| 🌿      | Land Acquisition for Future Community Parks | Ongoing              |

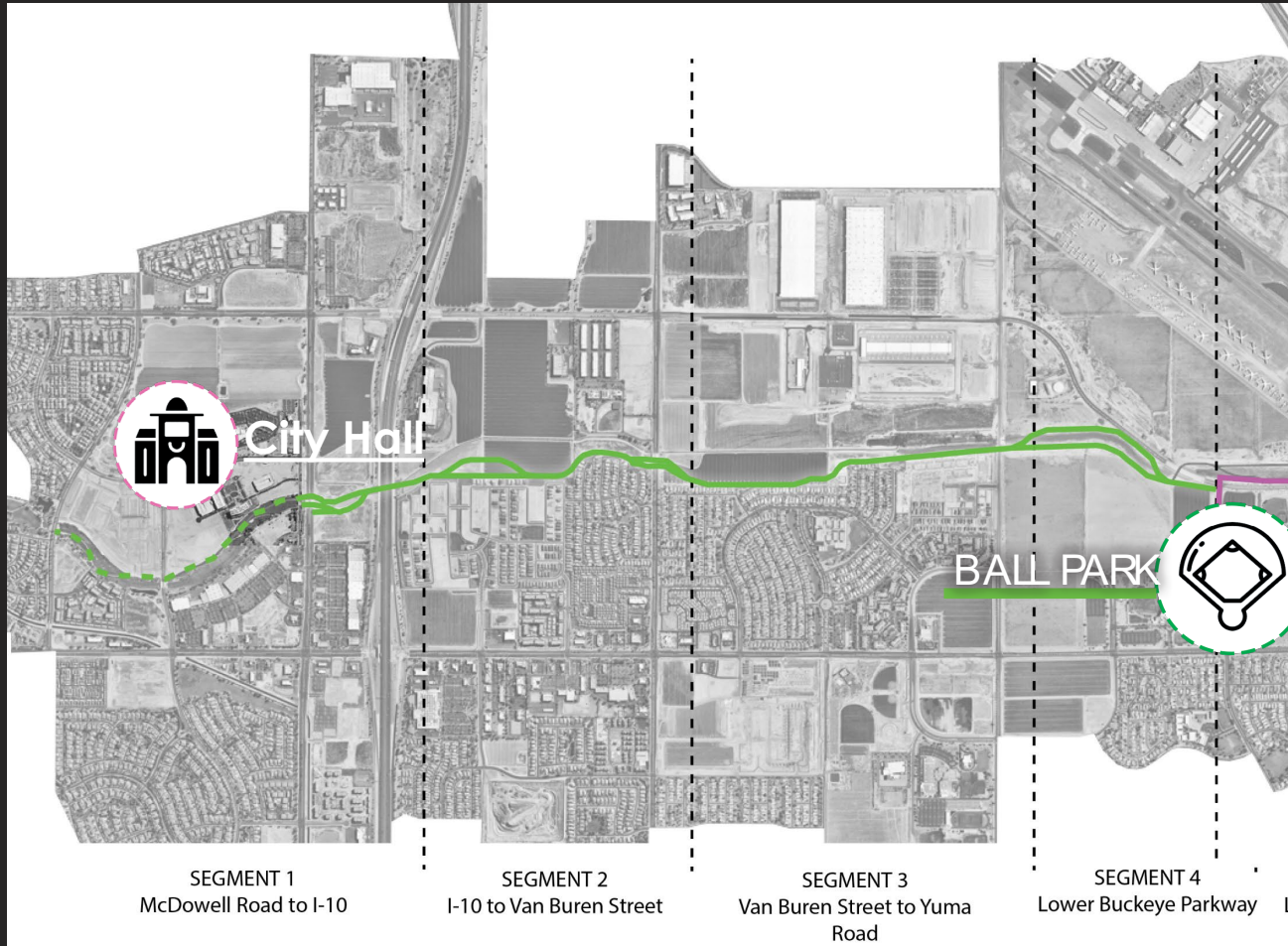


# Phasing Opportunities





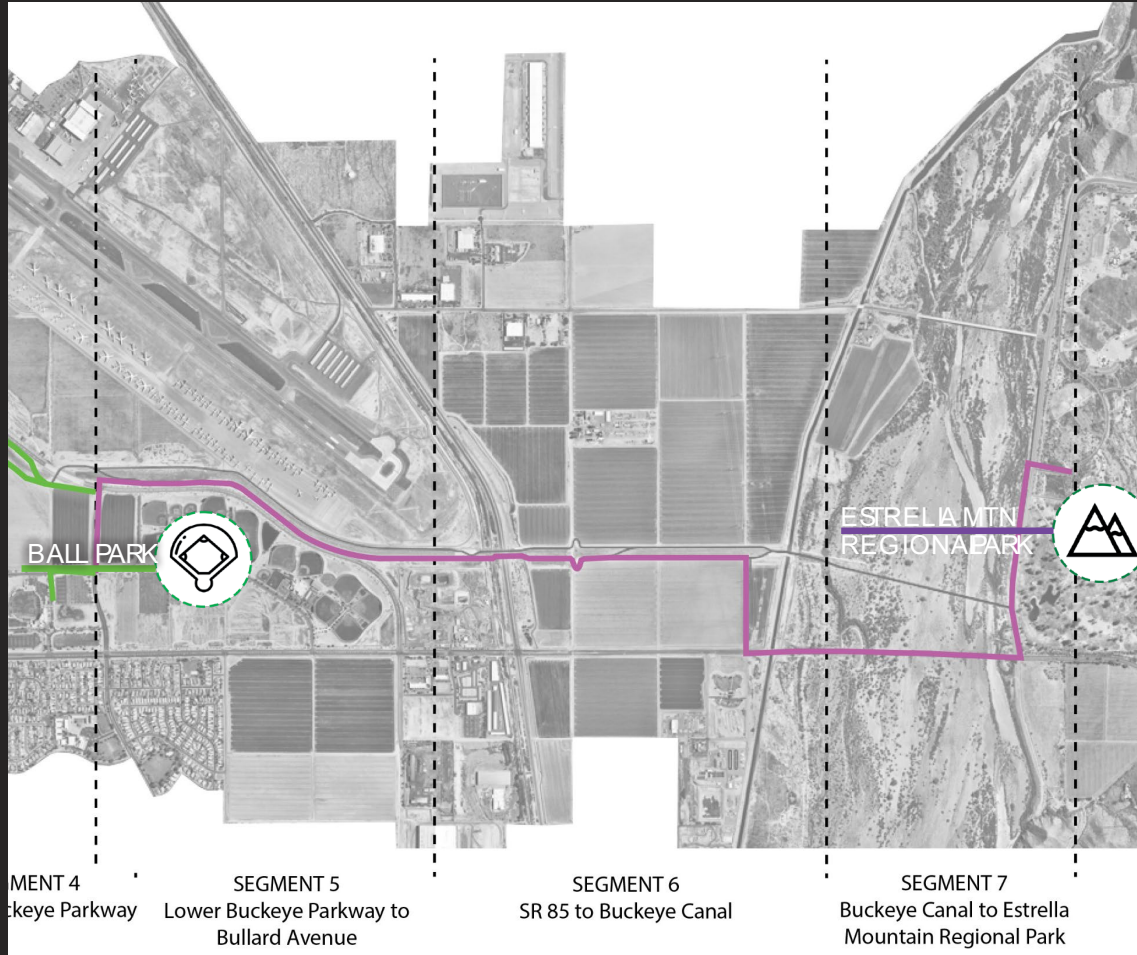
# Phasing Opportunities – Current Phase



## Current Phase

- McDowell Rd to Ballpark
- Currently in design
- Construction FY26/27
- Project Budget \$32M

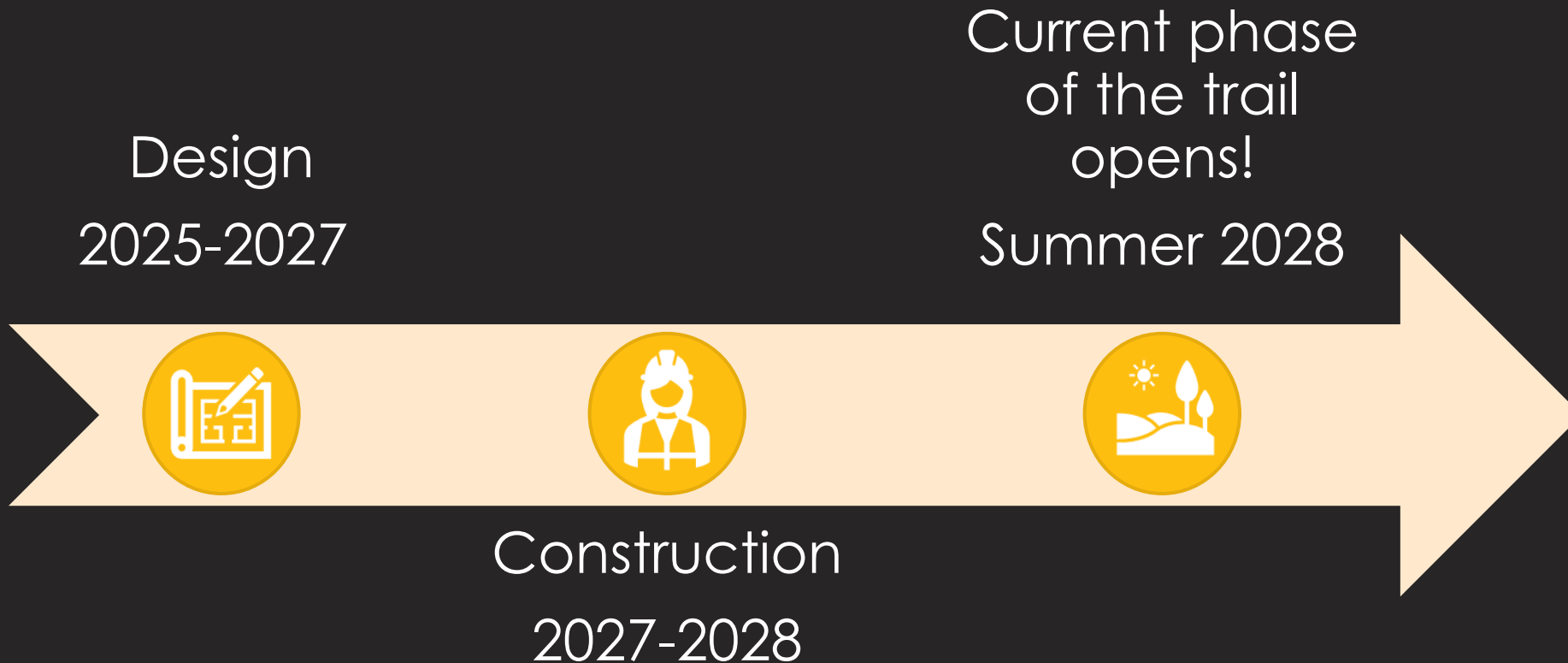
# Phasing Opportunities – Future Phases



## Future Phases

- Ballpark to Estrella Mountain Regional Park
- Not Funded (Approximately \$21.7M)

# Project Schedule – Current Phase



ITEM #: 2.  
DATE: 05/12/2025  
AI #:2634



## **CITY COUNCIL ACTION REPORT**

**SUBJECT: FY2025 STRATEGIC PLAN CITY VISION, MISSION, AND PURPOSE STATEMENTS**

**STAFF PRESENTER(S):** Jenna Goad, Strategic Planning & Organizational Performance Manager

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### **Summary**

Council to receive report on proposed revisions to the city's vision, mission, and purpose statements and provide direction to staff. (Jenna Goad, Strategic Planning & Organizational Performance Manager)

### **FISCAL IMPACT**

There is no direct fiscal impact associated with amending the city's vision, mission, and purpose statements.

### **BACKGROUND AND PREVIOUS ACTIONS**

Council reviewed these statements in October 2023 when the FY2025-2027 Strategic Plan was initially developed. An action item to update these statements in FY2025 was included in the Plan at that time. Council discussed potential revisions to these statements at the City Council Retreat in February 2025.

### **STAFF ANALYSIS**

The city's Strategic Plan includes an action item to update the city's vision, mission, and purpose statements. These statements were reviewed at the City Council Retreat in February 2025, and Council feedback has been incorporated into the proposed changes which are shown in Attachment A.

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### **Attachments**

Attachment A - Proposed Changes to Vision, Mission, and Purpose Statements



## Attachment A

### Proposed Changes to Vision, Mission, and Purpose Statements

#### 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 economic and social opportunities, recreational activities, and healthy lifestyles.
- We 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 sports, tourism, arts, and culture in the West Valley

#### MISSION

The city of Goodyear will provide the finest municipal services and ~~promote a quality environment~~ quality of life 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.

#### PURPOSE

~~With unified leadership, a talented workforce, and an involved citizenry,~~ Goodyear is on the leading edge of tremendous growth and quality economic and development opportunities. By eliminating barriers and staying adaptable, we will take calculated risks to maximize the community's potential. With a strong team approach that includes unified leadership, a talented workforce, and an involved citizenry, w~~we~~ deliver services to meet the needs of our city so that Goodyear continues to be a thriving sustainable community for all.

ITEM #: 3.  
DATE: 05/12/2025  
AI #:2380



## **CITY COUNCIL ACTION REPORT**

**SUBJECT: FY2025 STRATEGIC PLAN VOLUNTEER PROGRAM OVERVIEW**

**STAFF PRESENTER(S):** Vicki Lackey, Deputy Director of Human Resources

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### **Summary**

Council to receive an update on expanding the volunteer program based upon best practices. (Vicki Lackey, Deputy Director of Human Resources)

### **FISCAL IMPACT**

None.

### **BACKGROUND AND PREVIOUS ACTIONS**

Since its inception in 2007 under the Community Initiatives Department, the City's volunteer coordination efforts have demonstrated a spirit of growth and innovation. Even during challenging economic times, the program's transition to the Human Resources Department highlighted its ability to adapt and thrive under organizational shifts. In 2015, merging with employee wellness initiatives and becoming part of our Learning and Development Division further enhanced its impact by fostering professional development and community engagement together. Throughout its evolution, the program has continuously delivered exceptional value to both the organization and the community.

### **STAFF ANALYSIS**

As part of a recent strategic review, our team benchmarked practices with peer cities, interviewed volunteers, and completed internal needs assessments. The findings confirmed that the city already has a strong volunteer program with a wide range of opportunities, a steady flow of talent, and significant fiscal and service benefits. Volunteers play an important role in supporting Council focus areas and enhancing service delivery across departments.

The review also identified several best practices that could improve program design, recruitment, recognition, and visibility. To ensure long-term sustainability and strategic growth, staff recommends a phased approach to implementing these practices along with continuous improvement strategies that keeps the volunteer program adaptable to the city's evolving needs.

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### **Attachments**

Staff Presentation





# Volunteer Program










# Volunteer Program Overview

- Evaluate the Volunteer Program
- Identify Best Practices
- Review Program Expansion

<div><b>FISCAL &amp; RESOURCE MANAGEMENT</b></div>			
			
ACTION ITEM	DESCRIPTION	RESPONSIBILITY	TIMEFRAME
Volunteer Program	Evaluate expanding program based on best practices	HR	FY25



# Volunteer Program History

- 19 years
- Variety of opportunities
- Source for talent
- Positive fiscal impact
- Support the Council focus areas

[Our Amazing Volunteers](#)



Felicia Chouteau  
Learning & Development Specialist



Evelyn Howell  
Volunteer



# Volunteer Program Research



- Benchmark city research
- Interviewed volunteers
- Department needs assessments







# Volunteer Program Best Practices

## Program Design

Alignment with City Goals	Clear Mission and vision
Variety of Opportunities	Volunteer Committee Utilization

## Recruitment

Inclusive outreach	Strategic Partnerships
Online Visibility	

## Onboarding

Orientation	Safety and Risk Management
Supervisor Responsibilities	Role Clarity







# Volunteer Program Best Practices

Recognition	
Annual Event	Coaches & other opportunities
Make a Difference Day	Core Value Awards

Leverage Technology	
Volgistics - VicTouch	NEOGOV
G-Net	

Measure Impact	
Performance Measures	Collect Feedback





# Volunteer Program Impact

## Monetary Value of Volunteer Time Fiscal Year 23-24

18,080.25 hours

\$574,951.95

## Make a Difference Day 2024

285 Volunteers

\$40,188

## Positive Impact

Priceless

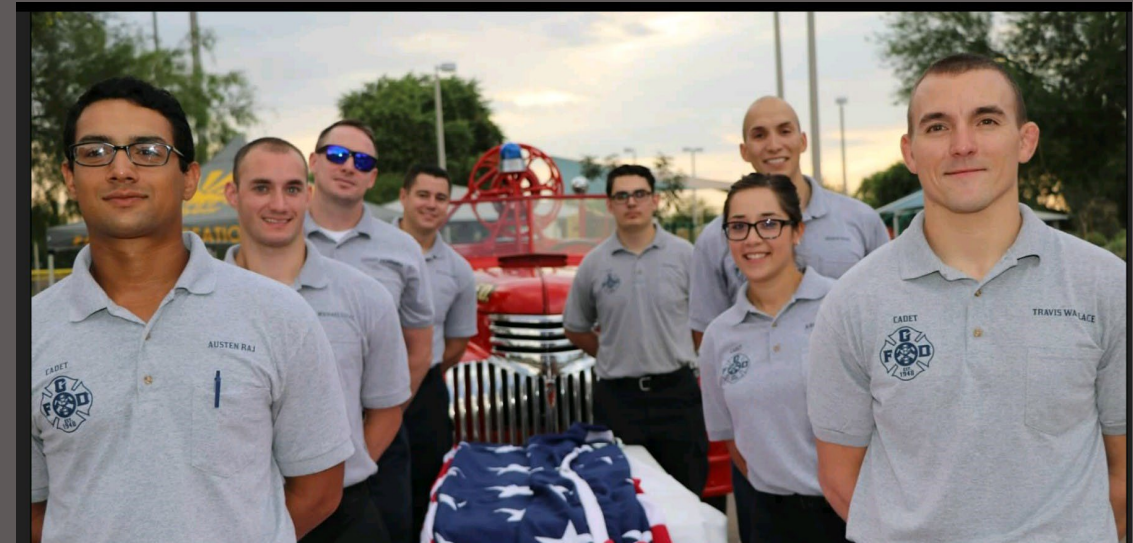






# Volunteer Program Expansion Opportunities

- Explore City Employee Incentives to Volunteer
- Proactive Approach
- Increase Volunteer Opportunities
  - Support Roles
  - Crisis Services
  - Special Events
  - Reserves
  - Adaptive Programming
  - Youth Sports



# Volunteer Program Enhancement and Expansion

## FY 25-26

### Best Practice Enhancements

- No additional staffing or budget requirements
- Expand Volunteer Committee
- Leverage Technology
- Develop Recruitment Plan
- Finalize Volunteer Guideline and Handbook
- Diversify Recognition



## Beyond FY25-26 Expand Volunteer Program

- Increase volunteer roles, and department participation
- Strategically grow the program with a proactive approach
- Orientation
- Explore City Employee Incentives to Volunteer