

GOODYEAR POLICE DEPARTMENT

STRATEGIC PLAN
FY2027-2031



Table of Contents

Message from the Chief	Page 3
Mission & Vision	Page 4
GYPD Guiding Values	Page 5
Operational Capacity, Infrastructure & Technology	Page 6
Community Engagement	Page 8
Crime Prevention & Problem-Solving	Page 10
Culture, Training & Wellness	Page 12

A Message from Chief Brian J. Issitt

It is an honor and privilege to present the Goodyear Police Department Strategic Plan, which was created in conjunction with staff input and our strategic community partners.

This plan will serve as the roadmap for how we will continue to provide exceptional service, strengthen trust, and enhance public safety for the next five years as we work to meet the needs of our ever-growing city.

The foundation of modern policing lies in partnership — between the department, our community, and our stakeholders. This strategic plan reflects our shared commitment to collaboration, accountability, and continuous improvement. It outlines our priorities, defines our goals, and establishes clear strategies for achieving measurable results in conjunction with the City of Goodyear's strategic plan of maintaining a Safe & Vibrant Community.

We will focus on the following strategic areas as we remain steadfast in our mission to protect life and property, prevent crime, and uphold the rights and dignity of every person we serve:

1. **Operational Capacity, Infrastructure & Technology**
2. **Community Engagement**
3. **Crime Prevention & Problem-Solving**
4. **Culture, Training & Wellness**

I am proud of the dedication and professionalism demonstrated by the men and women of the Goodyear Police Department. Their commitment to duty, integrity, and service continues to make a meaningful difference every day.

Together—with the trust and support of our community—we will continue to advance our shared vision of a safe, just, and thriving Goodyear.

Brian J. Issitt
Chief of Police
Goodyear Police Department



GYPD MISSION

We protect what matters most -- *our community, our neighborhoods, our future* — through integrity, service and an unwavering commitment to be one day better.



GYPD VISION

We seek to deliver *COMMUNITY-FIRST* policing at a world-class standard.

GYPD GUIDING VALUES



INTEGRITY

We do what is right, even when no one is watching.

RESPECT

We treat everyone with fairness and dignity.

SERVICE

We are committed to serving our community with excellence.

ACCOUNTABILITY

We take responsibility for our actions and decisions.

COURAGE

We act with bravery and professionalism in the face of danger.

COMMUNITY

We build trust through transparency and engagement.

Operational Capacity, Infrastructure & Technology

Guiding Principles

1

Preparedness and Readiness - Ensure the department has the staffing, training, and systems needed to respond swiftly and effectively to all situations.

2

Innovation and Continuous Improvement - Pursue modern solutions and best practices that enhance operational performance, officer safety, and service delivery.

3

Growth and Sustainability - Build infrastructure and systems that are adaptable to future demands, emerging threats, and long-term community growth.

4

Data-Informed Policing - Use accurate, ethical, and secure data practices to drive decisions, evaluate performance, and guide resource allocation.

5

Collaboration and Interoperability - Build partnerships and integrated systems that enable effective coordination within the department, with external agencies and community stakeholders.

Operational Capacity, Infrastructure & Technology

ACTION ITEM	DESCRIPTION	PARTNER	TIMEFRAME
Staffing Growth	Ensure adequate staffing and resource allocation to meet current and future service demands, achieving the ICMA 60/40 Police Staffing standard.	CMO	FY2031
Precinct Restructuring	Create three (3) precincts and redistrict beat areas for balanced call load and service delivery.		FY2031
Facilities Expansion	Evaluate long-term facility needs for (a) new substation to provide enhanced public safety services to GSQ and (b) a new Property & Evidence Annex, with additional space to house the Forensic Sciences Unit and Specialty Vehicle Parking.	Engineering/Public Works	FY2028
RMS/CAD	To be able to obtain more consistent analytics to focus on data-driven policing, determine current baseline metrics and assess for enhancements.	IT	FY2027
Technology Modernization	Assess next-gen body worn cameras, mobile CAD, and an integrated Evidence Management System.	IT	FY2030
*Regional Jail Study	Study and evaluate potential partnerships for a regional jail facility.		FY2027
RTCC/GRIT	Leverage technology to decrease police response times, improve crime prevention, increase criminal investigation solvability rates, and enhance officer safety, while boosting the capabilities of the center with a Drone as First Responder (DFR) program.	IT	FY2029
*Regional Public Safety Training Facility	Explore and evaluate regional partnerships for a training center (BOND DEPENDANT).	FD	FY2027

Items denoted with an * are part of the overall existing City of Goodyear Strategic Plan.

Community Engagement

Guiding Principles

1

Partnership and Collaboration - Work hand in hand with residents, HOAs, and local organizations to create safe and supportive neighborhoods.

2

Trust and Transparency - Continue to create opportunities for open and honest communication, strengthening confidence and meeting the community's priorities.

3

Fairness and Respect - Strive to make every individual in the community feel safe and supported, through the commitment of impartial policing, promoting justice and equal treatment for all.

4

Integrity and Accountability - Doing what is right is at the heart of law enforcement, being accountable for our actions and maintaining the highest standards of professionalism and ethics.

5

Safety and Well-Being - Engaging the community is about more than enforcement — it's about caring for people. We work to promote safe, healthy, and thriving neighborhoods for everyone.

Community Engagement

ACTION ITEM	DESCRIPTION	PARTNER	TIMEFRAME
Community Policing Expansion	Continue to strengthen relationships through programs such as Coffee with a Cop, National Night Out, and neighborhood meetings.		FY2031
Social Media Outreach	Continue to enhance the department's social media presence with a Police Digital Engagement Specialist.	Digital Communications	FY2027
Physical & Virtual Block Watch	Rebuild a robust physical block watch program with HOAs around Goodyear, enhancing the program with the ability to join virtually.		FY2027
Crime-Free Multi-Housing Program	Develop a crime-free multi-housing program that builds a partnership between GYPD, property owners and residents designed to reduce crime, drugs and nuisance activity at rental properties.	Development Services	FY2028
Business Coalition	Create a network and partnerships with the business community that promotes safety, communication and crime prevention tips.		FY2028
Educational Collaboration	Explore partnerships with Agua Fria High School District and West-MEC to determine the feasibility of creating opportunities to collaborate with their Public Safety Academies and CTE programs.		FY2029
Transparency & Communication	Launch online dashboards, or other similar tools showing community policing metrics and use of force data.	IT	FY2028
Chief's Community Roundtable	Implement a Chief's Community Roundtable to provide a collaborative forum for community members to share feedback, ask questions, and engage in open dialogue with police leadership.		FY2027

Crime Prevention & Problem-Solving

Guiding Principles

1

Proactive Approach - Focus on preventing crime before it occurs through early identification of risks, targeted interventions, and community collaboration.

2

Data-Driven Decision-Making - Use evidence, crime statistics, and research to guide strategies, allocate resources efficiently, and measure effectiveness.

3

Transparency and Collaboration - Communicate openly about strategies, actions, and results, ensuring responsibility for outcomes and maintaining public trust.

4

Innovation and Adaptability - Continuously seek creative approaches, technologies, and practices to respond effectively to evolving community safety challenges.

5

Sustainability - Focus on long-term solutions that address root causes of crime and create lasting improvements in public safety.

Crime Prevention & Problem-Solving

ACTION ITEM	DESCRIPTION	PARTNER	TIMEFRAME
*Enhanced Traffic Safety Measures	Develop strategy to reduce speeding including education, enforcement, infrastructure improvements, and assessments of current speed limits and fine structure.	CMO/Engineering	FY2027
Specialization of Investigative Units	Create specialized units for Domestic Violence, Financial Crimes, and Human Trafficking to improve case outcomes.		FY2031
Data-Driven Policing	Utilize crime analysis and predictive policing tools to identify hotspots and deploy proactive resources.		FY2031
Homeless Outreach & Crisis Response	Expand the Community Action Team (CAT) to enhance coordination with mental health and social service partners.		FY2028
Forensic Services Enhancement	Add forensic and digital forensic examiners to improve evidence turnaround time.		FY2031
GIU Implementation	Launch a General Investigations Unit for night coverage to reduce overtime and improve case initiation.		FY2027
Violent Crime Suppression	Explore the creation of a full-time tactical element to supplement investigations with criminal apprehensions, search warrant service, and violent crime suppression/prevention efforts.		FY2029

Items denoted with an * are part of the overall existing City of Goodyear Strategic Plan.

Culture, Training & Wellness

Guiding Principles

1

Integrity and Respect - Upholding ethical standards and honesty in all actions, while treating colleagues and community members with fairness and dignity.

2

Competence and Proficiency - Developing the skills and knowledge necessary to perform duties effectively, to be ready to respond safely and effectively to all situations.

3

Continuous Learning - Engaging in ongoing education and skill-building to adapt to evolving challenges.

4

Health and Resilience - Supporting the physical, mental and emotional well-being of employees, allowing them the ability to cope with stress, adversity, and high-pressure situations.

5

Support - Providing the resources, programs, and services that promote overall wellness and work-life balance.

Culture, Training & Wellness

ACTION ITEM	DESCRIPTION	PARTNER	TIMEFRAME
Wellness Unit	Create an Employee Wellness/Team Services Unit, which is dedicated to assisting all department employees and their families providing peer support, crisis and early intervention.		FY2028
Leadership Development	Create and implement leadership schools for sergeants and lieutenants to strengthen supervisory and management skills.	HR	FY2029
Recruiting/Retention & Development	Continue to enhance recruiting and retention strategies through mentoring, incentives, and professional growth opportunities.		FY2031
Training Modernization	Expand scenario-based and decision-making training, integrating simulators and updated firearms training.		FY2030
Recognition & Culture	Continue to build and maintain formal recognition programs for years of service, excellence, innovation, and community impact.		FY2031
ALEAP Accreditation	Complete accreditation through the Arizona Law Enforcement Accreditation Program (ALEAP).		FY2028
Expansion of Educational Opportunities	Look to build relationships with colleges and universities willing to partner with the department to provide staff opportunities for continued educational advancement and degrees.	HR	FY2027

