



City Council Work Session
City Hall - Canyon Trails Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
Monday, April 13, 2026
5:00 PM

Physical access to the meeting location will be available 30 minutes prior to the meeting.

Mayor
Joe Pizzillo

Vice Mayor
Brannon Hampton

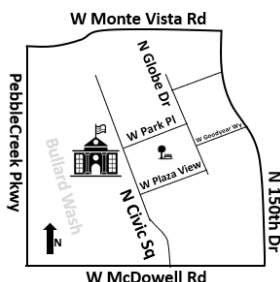
Councilmember
Wally Campbell

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/cityofgoodyear/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. **TRAFFIC OPERATIONS AND ROAD SAFETY ACTION PLAN (RSAP)
UPDATE**

Summary

Council will receive an update on various traffic-related subjects, including traffic cameras, traffic signals, traffic enforcement, traffic control, and traffic safety. Staff from multiple departments (Engineering, Police, and Development Services) have worked collaboratively to prepare this update and will review existing processes and technology, focused on the recent inquiries, and respond to any additional questions. Engineering staff will also provide additional information on public input and feedback opportunities related to the development of the city's Road Safety Action Plan. (Steve Scinto, Director of Engineering; Katie Wilken, Director of Development Services; Brian Issit, Chief of Police)

FUTURE MEETINGS

Future meetings are tentatively scheduled as follows:

April 27, 2026

Council Meeting

5:00 p.m.

ADJOURNMENT**POSTING VERIFICATION**

This agenda was posted on 4/8/2026 at 5:00 p.m. by VM.

ITEM #: 1.
DATE: 04/13/2026
AI #:3188



CITY COUNCIL ACTION REPORT

**SUBJECT: TRAFFIC OPERATIONS AND ROAD SAFETY ACTION PLAN (RSAP)
UPDATE**

STAFF PRESENTER(S): Steve Scinto, Director of Engineering; Katie Wilken, Director of Development Services; Brian Issit, Chief of Police

Summary

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FISCAL IMPACT

There is no direct fiscal impact related to this item.

BACKGROUND AND PREVIOUS ACTIONS

At the January 11, 2024, City Council Retreat, Engineering Department (Engineering) staff presented on Traffic Signal Optimization. The presentation provided an overview of Goodyear's traffic signal system, explaining how the city uses a mix of fully actuated and coordinated signal operations across major transportation corridors. Staff outlined challenges such as increased traffic volumes, construction, land use changes, and signal preemptions. Staff highlighted the city's transition toward adaptive signal control to improve real-time traffic flow. The presentation also detailed next steps, including completing a Traffic Management Center (TMC) health assessment, expanding fiber connectivity, implementing updated signal preemption procedures, and launching pilot projects aimed at modernizing traffic management and preparing the system for continued growth.

Goodyear Police Department (GYPD) staff sent a Manager's Memo on March 8, 2024, in response to a resident comment during the March 4, 2024, Regular Council meeting. The resident shared her experience as a road rage victim and suggested improvements to post-incident response, public education, and the use of license plate reader cameras. The GYPD noted procuring 16 cameras for installation at key locations and evaluating future expansion.

Engineering staff prepared a Manager's Memo item on April 5, 2024, regarding the Traffic Management and Signalization Update. The Engineering Department implemented a two-phase pilot program to evaluate traffic signal timing on key corridors. Phase 2 focused coordination during peak hours while staff continued monitoring data to assess impacts on traffic flow and safety.

At the May 13th, 2024, Work Session meeting, Engineering staff presented an update on recent traffic signal timing pilot projects, updates since the January 11, 2024, Council Retreat, and findings from a comprehensive TMC assessment, including operational, staffing, and technology needs. The assessment recommended improving TMC operations, updating the Intelligent Transportation System (ITS) Plan, and enhancing performance metrics to increase efficiency and accountability. Additional updates included technology enhancements, congressional funding for radar detection, upcoming Capital Improvement Program (CIP) projects, and continued evaluation of signalization strategies.

Engineering staff prepared a Manager's Memo item on August 30, 2024, in response to a Councilmember's concerns about signal timing at Dysart Road and McDowell Road. The City of Avondale noted they would review the timing and design improvements to add a second northbound-to-westbound left-turn lane in coordination with Goodyear.

At the October 28th, 2024, Regular Council Meeting, Council adopted the Traffic Camera Recording Policy, Policy 1100. The recording policy centered around what traffic signal camera video footage could be used for, who could access it, and how it could be accessed.

Engineering staff prepared a Manager's Memo item on May 30, 2025, regarding the Buc-ee's development's Traffic Impact Analysis (TIA). The Buc-ee's development is expected to add about 21,000 daily vehicle trips on Bullard Avenue, with Saturday peaks reaching 30,000 daily vehicle trips. In its review of the TIA, City staff reviewed multiple traffic studies and coordinated with Arizona Department of Transportation (ADOT) during the Buc-ee's development review to identify both short-term and long-term improvements, including future widening of Bullard Avenue and reconstruction of the I-10 overpass. Buc-ee's will complete several near-term roadway and ramp enhancements by mid-2026 to help manage increased traffic and support the corridor's long-range infrastructure needs.

Engineering staff prepared a Manager's Memo item on October 31, 2025, in response to a Council inquiry on the traffic signal at 9800 S. Estrella Parkway. City staff investigated concerns about short green times for the eastbound left turn at Estrella Parkway and adjusted the signal timing to improve traffic flow, with the changes expected to remain long term. Staff found no construction-related delays but will continue monitoring the intersection to ensure queues clear each cycle.

STAFF ANALYSIS

Traffic Cameras - The city's traffic signal cameras, managed by the Engineering Department's Traffic Operations Division, are used to monitor traffic conditions and enhance traffic flow. The Traffic Signal Camera Operation and Recording Policy regulates camera usage, video access, and retention procedures. Video from select locations may be recorded and stored per state retention guidelines. The Policy establishes procedures for managing and using video footage from the traffic signal cameras. It specifies who may access the system and under what circumstances video recordings can be retrieved and used. The Policy establishes a clear framework for the operation, access, and use of traffic signal cameras

throughout the city. Key points include:

- **Access:** Only authorized personnel can access or retrieve stored video footage. Public and media access to live feeds is restricted.
- **Use of Recorded Video:** Video footage may be used for specific city operations such as traffic investigations, police inquiries, and operational reviews. A formal request process is outlined to ensure compliance.
- **Video Retention:** All video recordings are subject to state retention guidelines and will be maintained until their administrative value is served. Footage is stored for 14 days unless it is involved in a police investigation.

Traffic Counts - The Engineering Department's Traffic Operations Division has previously been conducting traffic counts every other year, on a half city rotation. Starting in 2025, due to the rapid growth the city has experienced, Engineering staff started collecting traffic count data on arterial streets annually. This allowed staff to utilize the most up-to-date information to inform ITS and infrastructure projects and provide relevant data to other departments, as needed. Traffic count data includes traffic volumes as well as speed data. This data can be used to plan future roadway projects and intersection improvements, and informs timing and operation of traffic signals to help manage traffic flow.

Traffic Signals - The Engineering Department's Traffic Operations Division currently operates more than 120 traffic signals supported by camera detection, radar technology at several intersections, and an expanding fiber optic network. Goodyear's traffic signal network relies on a combination of coordinated transportation corridors and fully-actuated intersections that adjust timing based on real-time camera and radar detection, enabling signals to respond to actual traffic demand rather than fixed schedules.

Several major transportation corridors, such as portions of Estrella Parkway, Cotton Lane, Litchfield Road, Bullard Avenue, Indian School Road, and McDowell Road, operate in coordinated mode daily from early morning into the evening, ensuring smoother progression and reduced delay during peak travel periods along major arterial roadways. As vehicle traffic increases due to development in the city and surrounding areas, the city is advancing toward adaptive signal control technology, which allows signals to communicate with the TMC in order to make traffic signal timing adjustments and optimize flow dynamically. This evolution, supported by expanding fiber optic connectivity and improved detection systems, positions the city to enhance coordination performance and better manage increasing travel demand.

Enforcement - While all members of the GYPD Patrol Bureau are expected to aid in traffic enforcement and education, the Traffic Bureau is specifically designated to address traffic complaints and high-profile traffic enforcement throughout the city.

Over the past two years, the overall enforcement efforts have been significant. Attachment A illustrates the efforts GYPD has made to make the roadways safer over the past two years.

Year after year, historically, the three main causes of traffic collisions in the state of Arizona are speeding, impaired driving and distracted driving. Through the robust traffic enforcement throughout the city, the data in Attachment A reflects that enforcement efforts are trending in the right direction.

In addition to patrolling our own streets, the Traffic Bureau also participates in every DUI Task Force hosted by the Governor's Office of Highway Safety, which has ranked GYPD amongst the top agencies in the state for DUI arrests. The 7.8% decrease in DUI arrests (Attachment A)

is a promising sign, as enforcement efforts have not decreased in this effort.

Another promising sign that enforcement efforts have been successful is the 30.9% decrease in criminal speeding citations, which are issued to any driver who is traveling at a speed greater than 20 miles per hour over the posted speed limit. While promising to see that criminal speeding infractions have lowered, the increase in civil speeding citations of 27.7% demonstrates that there is still more work to be done, either through enforcement or education.

Lastly, and more critically, the number of hands-free citations rose drastically. This equates 100% to distracted driving and has been a significant issue for roadway safety since the inception of smartphones. Rising 23.7% from 761 to 941 citations issued, the focused attention to hands-free/distracted driving citations will continue to be pursued through enforcement and educational efforts.

The continued attention to roadway safety was part of the FY2027-2031 GYPD Strategic Plan and staff has made a recommendation for the Fiscal Year 2027 budget to add more personnel to the Traffic Bureau to aid in the GYPD's ability for even more robust enforcement and educational activities.

Permits & Traffic Control - Traffic control may be required for a variety of project types including private development, CIP, utility work, and special events. Permits are required for any work in city right-of-way. There are times when permits are not practical due to emergency utility repairs or a collision. Permits are required to be obtained 5 days before the restriction. Staff reviews the safety of the restriction and how it impacts traffic patterns. While staff tries to accommodate requests, there are times when requests are denied, most notably during our moratorium times: Spring Training, NASCAR, and the holiday season. Staff and the fee structure encourages night-work unless the project is adjacent to residential.

For planned closures, developers or utilities are required to notify adjacent businesses and residents of road closures and restrictions. The notice depends on the type of project. Signage is the most commonly used notification but larger projects require door hangers or reaching out to businesses directly ahead of projects. For arterial closures, a digital sign is required to be placed two-weeks in advance of the project. All planned road closures and restrictions are posted on the city website and also [AZ511](#). The city's map can be found at goodyearaz.gov > [our city](#) > [traffic restrictions](#).

Road Safety Action Plan (RSAP) - The RSAP is a strategic, data-driven framework aimed at reducing and ultimately eliminating fatal and serious injuries on Goodyear's roadways. Guided by the safe system approach, it combines crash analysis with community input to identify priority safety issues, set clear goals and objectives, and outline targeted strategies to enhance roadway safety across all modes of travel. Ongoing work includes further crash analysis, identification of high-injury network, and continued public and stakeholder engagement. These efforts will inform the selection of the effective strategies and countermeasures to reduce fatal and serious-injury crashes on Goodyear's roadways. The project team will continue development of the plan following the safe system approach and utilizing the Safe Streets and Roads for All (SS4A) grant. Staff will return to Council later this year to present the proposed RSAP strategies, with final adoption of the RSAP scheduled for the end of calendar year 2026.

Conclusion - Staff recognizes that traffic concerns are an inherent part of a rapidly growing

community such as the city of Goodyear. The city's Traffic Master Plan (TMP) serves as an important tool to help anticipate and respond to the transportation demands associated with continued growth. Through use of master plans, city and department strategic plans, inter-department collaborations and regular review of procedures and operations through continuous improvement, staff will continue to promote safe and efficient traffic movement throughout Goodyear.

Attachments

Attachment A - Traffic Enforcement Metrics
Staff Presentation

Metric	2024	2025	% Change
Traffic Stops	18,124	17,646	-2.6%
Traffic-Related Citations	9,120	11,258	+23.4%
DUI Arrests	669	617	-7.8%
Civil Speed Citations	1,442	1,842	+27.7%
Criminal Speed Citations (> 20 mph over)	1,271	878	-30.9%
Hands-Free Citations	761	941	+23.7%

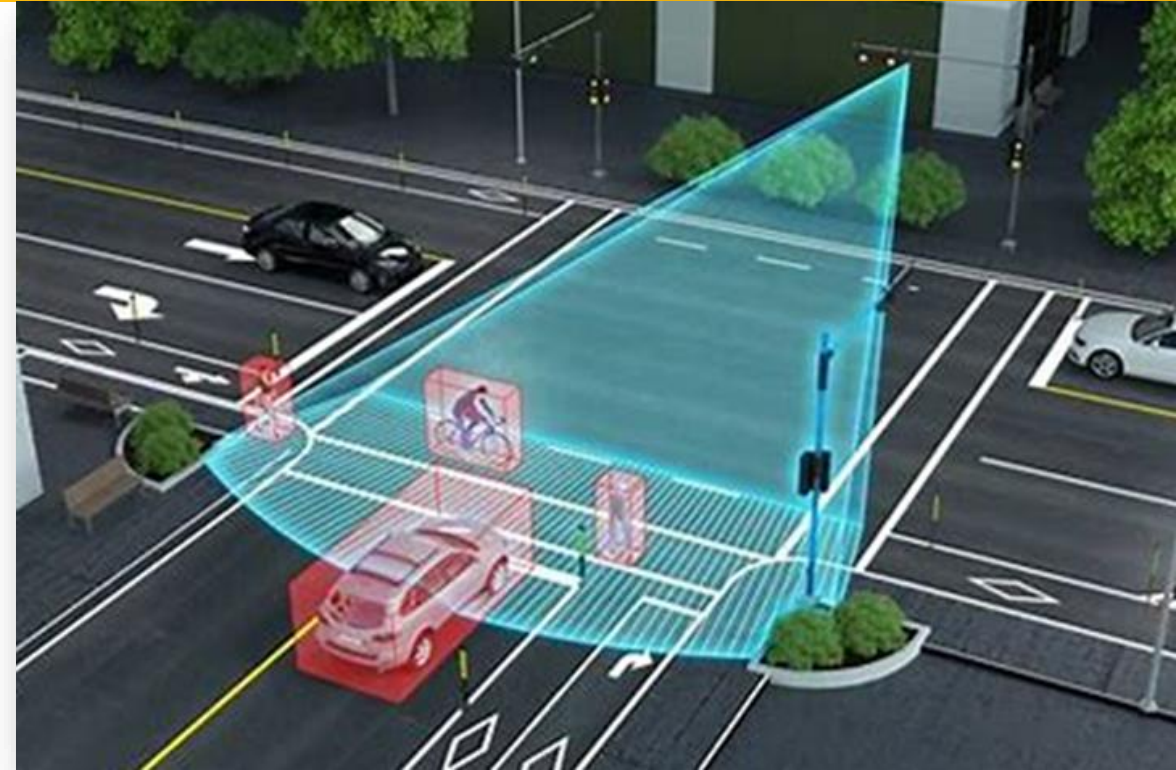


Update on Traffic Operations and Road Safety Action Plan



Agenda

- Traffic Cameras
- Traffic Counts
- Traffic Signals
- Traffic Enforcement
- Construction Notice & Permits
- Road Safety Action Plan



Traffic Cameras

- **Types of Cameras**
- **Policy:** Regulates the operation and recording of traffic camera footage
 - **Access**
 - **Usage**
 - **Retention**



PTZ Camera



**Vehicle
Detection
Camera**

Traffic Counts

- What are they?
- How do we collect the data?
- What do we use them for?



Traffic Signals

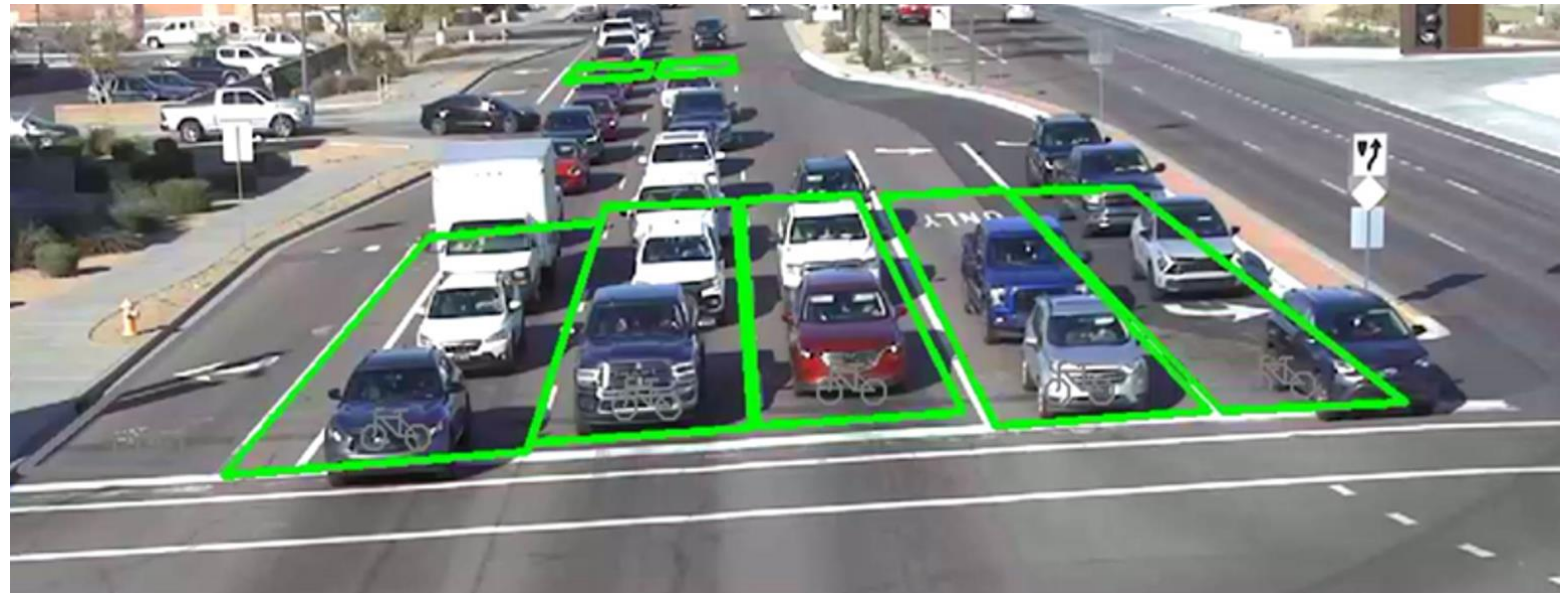


Vehicle Detection

- Video
- Radar

Signal Operation Types

- Fully-Actuated
- Coordinated

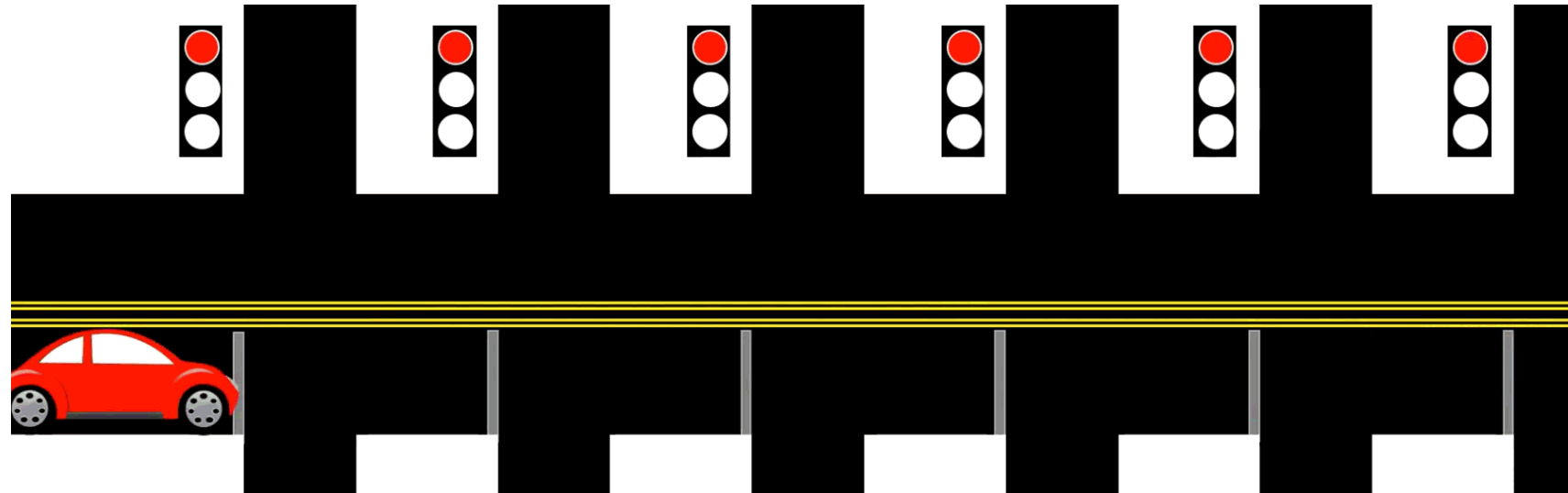


VIDEO DETECTION OPERATING IN FULLY-ACTUATED MODE

Traffic Signals

Coordinated Signals

- Utilizes Data
- Priorities Higher Volume
- Operation Schedule



Traffic Signals

IMPACTING TRAFFIC MANAGEMENT

- Population and land use changes
- On-going construction
- I-10 & regional traffic impacts
- Signal Preemptions





Traffic Counts & Signals

Questions?

Traffic Enforcement

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Traffic Enforcement

Questions?

Construction Notice & Permits

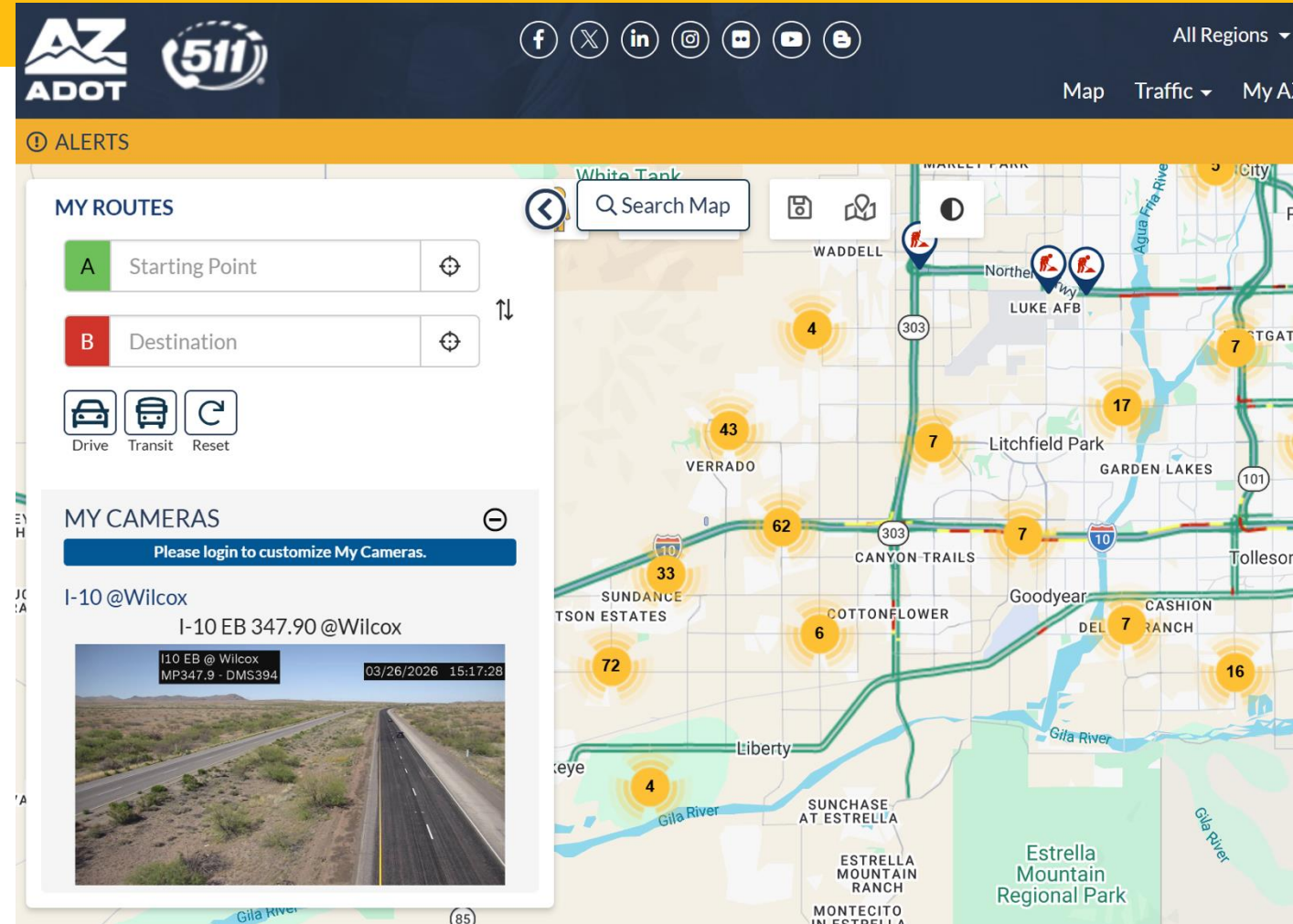
- Developers notify Businesses/Residents
- Arterial Road Closures
 - Notification 2-weeks in advance
 - Standard across cities.



Construction Notice & Permits

Road Restrictions Website

- Updated daily
- Expired restrictions automatically removed





Construction Notice & Permits

Questions?

Road Safety Action Plan

- Background
- Road Safety Action Plan
- Why RSAP?
- Demonstration Project





Road Safety Action Plan

ROAD SAFETY ACTION PLAN



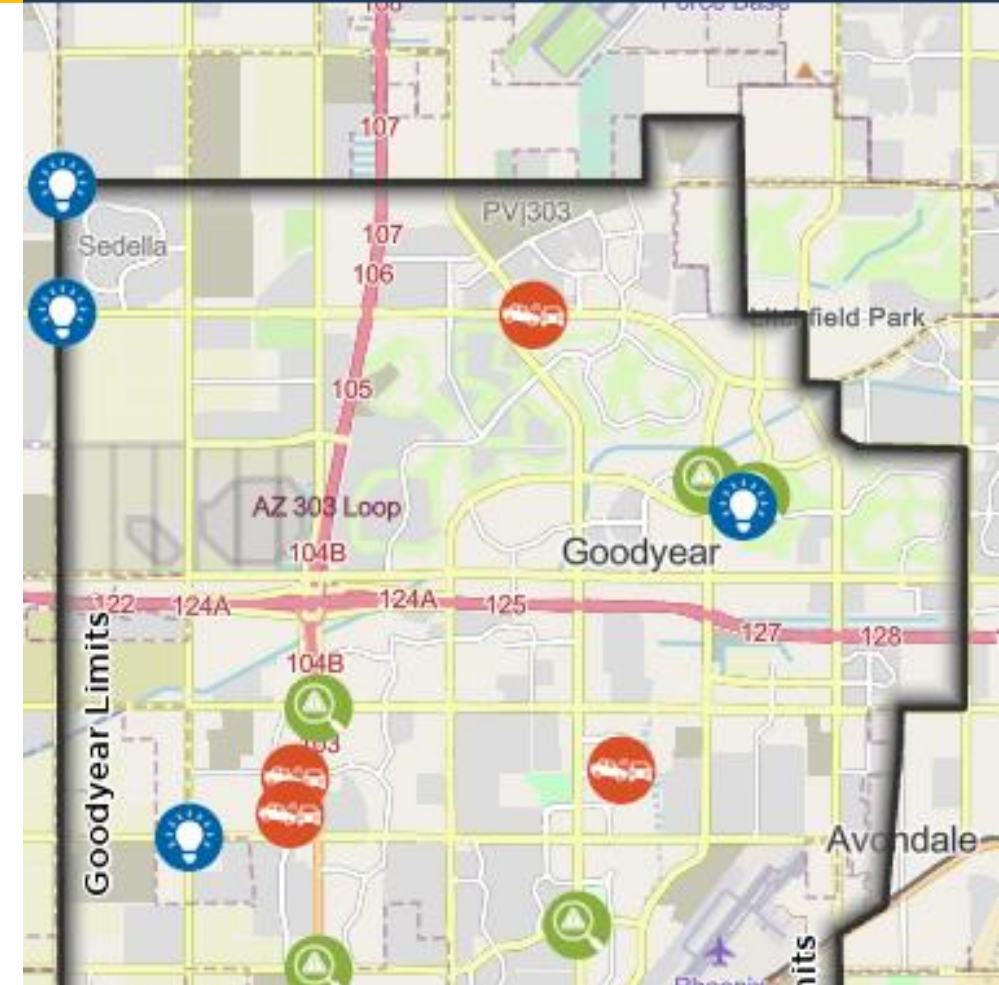
Public Engagement



On-Line Survey



RSAP Comment Map







What's Next

- **May 11th RSAP Work Session**
- **June 15th TMC Optimization Strategic Plan**
- **FY27 Strat Plan to Reduce Speeding**

Questions

