

City of Goodyear Comprehensive Water Strategy

Strategic Plan Topic	Project Title	Description	What We've Done	Things We're Doing	Things We Will Do	Things We Can Do	Applicability	Notes	KPI	Recommended by Conservation Committee?
Development Guidelines and Processes	Landscape Design Standards	Fully implemented and incorporated into new development review. Improvements are actively evaluated for the next scheduled round of updates.	X	X	X		City-Wide		Landscape areas meeting standards	X
Development Guidelines and Processes	Citywide Tree Plan	Updated tree list has been incorporated into Landscape Design Standards update.	X	X			City-Wide		Number of trees planted	X
Development Guidelines and Processes	Pilot a 'Water Resources Trade' program that allows new developments with insufficient water supplies to purchase conservation credits for water saved within the service area					X	City Service Area		Measure of water saved	
Development Guidelines and Processes	Pilot strategies for ultra high-efficiency developments to allow for continued high quality development on lower permanent water use					X	City-Wide		Measure of water saved	
Development Guidelines and Processes	Increase HOA Landscaping Flexibility	Develop a more flexible code or policy that allows HOAs to repurpose or re-assign burdensome landscape areas that are either 1) underutilized and wasteful in water financial resources or 2) have declined in quality due to neglect or deferred maintenance but are not eligible for renovation due to HOA financial limitations.				X	City-Wide		Number of qualifying landscape areas converted	

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Development Guidelines and Processes	Temporary Irrigation Systems	Adjust landscape design standards to allow for temporary irrigation systems (instead of permanent) in non-critical desert landscape areas. This can allow for more long-term water savings flexibility without compromising desired open space or buffer areas per development density requirements.				X	City-Wide		Gallons saved via irrigation upgrades	
Infrastructure Planning	Minimizing waste in raw water operations and in water quality flushing			X	X		Internally	Water Distribution System	Measure of water saved	
Infrastructure Planning	Integrated Water Master Plan (IWMP)	Update the City's IWMP every 5 years to ensure current infrastructure is adequate and development knows what is needed to support growth		X	X		City Service Area	Updated in 2024, put on 5 year cycle, will inform rate and impact fee studies		
Infrastructure Planning	Non-Revenue Water and Water Loss Analysis (Per AWWA M-52; bi-annually)			X	X		Internally	Water Distribution System	Audit Completion	
Infrastructure Planning	Flushing Water Re-use	Re-Direct Water Quality Hydrant flushing water back into the sewer system for re-use			X	X	Internally	Instead of flushing to a retention basin, find a way to send the water to a sewer collection line to minimize losses	Gallons saved through re-direction	X
Water Resources Planning	Water Augmentation	Acquire additional water resources that are available.		X	X	X	City Service Area	Possible new water sources: Bartlett Water, Harquahala sub-basin, WIFA Projects	Number of acre feet acquired	
Water Resources Planning	Partnering on future water-related policy with City staff and policymakers to enhance overall Goodyear resiliency.			X	X		City-Wide		Measure of water saved	
Water Resources Planning	Beneficial Reuse of Reclaimed Water - Storage	Annual storage and recovery or long term storage credits		X	X		City Service Area	Ongoing work will improve infrastructure in FY27 to ensure permitted capacity can be obtained		

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Water Resources Planning	Beneficial Reuse of Reclaimed Water - Exchanges	Exchanges			X		City Service Area	Ongoing discussions/negotiations to revise Agreement with BWCDD to get exchange credits for effluent discharged into their canal		
Water Resources Planning	Beneficial Reuse of Reclaimed Water - Purification	Advanced Water Purification				X	City Service Area	Direct Potable Reuse		
Water Resources Planning	Integrate Irrigation Districts	Leverage partnerships with nearby Irrigation Districts to better access water and improve resiliency through strategic agreements				X	Internally	Nearby Irrigation Districts can assist with exchanges, wells, and canals in increasing flexibility of various water use types within the city.	Number of gallons utilized via Irrig District agreements	
Water Use and Conservation	Community Education	Outreach and promotion of efficient water users now part of regular conservation strategy. Website and marketing materials are continuously updated and promoted through printed and digital media. Free Youth and Adult education programs are active and reaching ~800 residents annually.	X	X			City-Wide		Number of participants reached	X
Water Use and Conservation	Landscape Incentives	Several residential incentives now in place including rain pause devices, leak detection devices, shower heads, and home conservation kits.	X	X			City Service Area		Number of devices distributed	X

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Water Use and Conservation	Pool Efficiency	Pool Maintenance for Water Efficiency workshop took place in December 2025. No current restrictions in place for pool or splash pad construction. Conservation Team continues to assess opportunities to enhance pool efficiency including offering free leak detection devices. Stormwater Team reminds residents of proper discharge practices.	X	X			City-Wide		Number of participants reached	X
Water Use and Conservation	Customer Friendly Services	'Conservation Strategic Action Plan' and 'Water Dashboard' combined to improve decision making and cost effectiveness of conservation programs.	X	X					Measure of water saved	X
Water Use and Conservation	Smart Controllers Pilot	Program launched in 2022. Free weather-based smart controllers now available to residential water customers.	X	X			City Service Area		Number of controllers distributed	X
Water Use and Conservation	Home Irrigation Check-Ups	Free home water checks currently available to any Goodyear Water customer. Staff is actively reaching out to residents with high water consumption. About 1% of residential connections are visited per year.	X	X			City Service Area		Number of participants reached	X
Water Use and Conservation	Water waste reporting and follow-up on Goodyear 311		X	X			City-Wide		Measure of water saved	
Water Use and Conservation	High water use notifications		X	X			City-Wide	Except EPCOR	Measure of water saved	
Water Use and Conservation	Water Main Flushing Program	"No-Discharge" water main flushing completed for Water Treatment Facility launch, hydrant maintenance currently limiting flushing to the street.	X				City Service Area		Measure of water saved	

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Water Use and Conservation	Clear, accurate water use targets for each landscape area			X	X		Internally	Parks, Ballparks, and Right of Way Landscapes	Landscape areas meeting standards	
Water Use and Conservation	Early leak detection and prompt repair			X	X		Internally	Parks, Ballparks, and Right of Way Landscapes	Number of leaks detected	
Water Use and Conservation	Careful consideration for water on new Goodyear-managed landscapes			X	X		Internally	Parks, Ballparks, and Right of Way Landscapes	Landscape areas meeting standards	
Water Use and Conservation	Evaporative cooler monitoring and early leak detection			X	X		Internally	Facilities, Fire Stations, and other Sites	Number of leaks detected	
Water Use and Conservation	Staff advocacy and leak reporting outreach (and incentives)			X	X		Internally	Facilities, Fire Stations, and other Sites	Number of leaks detected	
Water Use and Conservation	Strengthen a community-wide culture of water efficiency for stronger habits of grassroots practices into the future.			X	X		City-Wide			
Water Use and Conservation	Enhance and scale up programs for end use efficiency in all sectors, leveraging partnerships with private water companies wherever possible.			X	X		City-Wide		Measure of water saved	
Water Use and Conservation	Expand resources and conservation programs for Spanish-speaking residents.			X	X		City-Wide		Measure of water saved	
Water Use and Conservation	High water use plant replacements where appropriate			X		X	Internally	Parks, Ballparks, and Right of Way Landscapes	Measure of water saved	

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Water Use and Conservation	Establish voluntary water use targets for all customer classes for clarity on parcel level water use allotments for a more defined water resource demand strategy.			X		X	City Service Area		Measure of water saved	
Water Use and Conservation	HOA landscape water use targets			X			City-Wide	Except EPCOR	Landscape areas meeting standards	
Water Use and Conservation	Toilet replacement rebate			X			Third Party Service Areas Only	Liberty	Number of rebates issued	
Water Use and Conservation	Free residential conservation kits			X			City-Wide		Number of kits distributed	
Water Use and Conservation	Discounted Rain Barrels			X			City-Wide	Except EPCOR	Number of rain barrels sold	
Water Use and Conservation	Water Education for Youth and Adults			X			City-Wide		Number of participants reached	
Water Use and Conservation	New water customer conservation information			X			City Service Area		Measure of water saved	
Water Use and Conservation	Lawn removal rebate for commercial, HOAs, schools			X			City-Wide		Number of rebates issued	
Water Use and Conservation	Water budgeting and leak alerts for parks, ballparks, and ROW landscapes			X			Internally		Number of leaks detected	
Water Use and Conservation	Inter-departmental coordination, especially with Parks, ROW and Facilities			X			Internally			
Water Use and Conservation	Targeted irrigation upgrades and replacements			X			Internally		Gallons saved via irrigation upgrades	
Water Use and Conservation	Supplemental budget requests for increased water costs by certain departments.			X			Internally			
Water Use and Conservation	Vendor requirements for efficient water use				X		Internally	Parks, Ballparks, and Right of Way Landscapes	Measure of water saved	

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Water Use and Conservation	Public communication about City's ongoing conservation efforts. Explore innovative and engaging ways to communicate the importance of water conservation to residents				X		Internally	Facilities, Fire Stations, and other Sites	Number of participants reached	
Water Use and Conservation	Irrigation upgrades as needed to achieve the above					X	Internally	Parks, Ballparks, and Right of Way Landscapes	Gallons saved via irrigation upgrades	
Water Use and Conservation	Indoor water use evaluation and fixture upgrades for maximum efficiency					X	Internally	Facilities, Fire Stations, and other Sites	Measure of water saved	
Water Use and Conservation	Pool efficiency program & procedures					X	Internally	Facilities, Fire Stations, and other Sites	Gallons of water saved	
Water Use and Conservation	Fire training hydrant recirculation equipment					X	Internally	Facilities, Fire Stations, and other Sites	Number of participants reached	
Water Use and Conservation	Cooling tower compliance	Develop a cooling tower (evaporative cooling) compliance program that requires all properties with water-based cooling to register for a free, ongoing water monitoring program that detects leaks early and alerts to cooling-specific water issues.				X	City Service Area		Number of leaks detected	
Water Use and Conservation	Timer-free landscape incentive	Develop a 'timer-free landscape' incentive that promotes transitioning to the elimination of automatic watering using only tough desert-adapted plants.				X	City Service Area		Number of participants reached	

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Water Use and Conservation	Community partnerships	Develop or enhance a community revolving grant fund where local corporate or business partners can contribute funds that directly sponsor water conservation and energy efficiency projects within the City in order to help them meet their sustainability goals while improving resource utilization efficiency within Goodyear				X	City Service Area		Measure of water saved; Number of participants	
Water Use and Conservation	Bring your own Timer Model	Develop a 'Bring your own Timer' irrigation efficiency program, modeled after energy providers, that allows the utility to move the time of day of irrigation start times for participating water customers. This will help the utility reduce peak demand by more evenly distributing out the highest flows throughout the day or night, helping reduce infrastructure costs and save ratepayers money in the long term.				X	City Service Area		Measure of water saved via irrigation upgrades	
Water Use and Conservation	AI/ML Leak Detection	Utilize AI and machine learning to customize leak alerts for every water customer based on their specific water consumption data to improve time to repair and reduce 'false' alerts from existing 'broad-brush' data strategies.				X	City Service Area		Number of leaks detected	

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Water Use and Conservation	A/C Condensate Diversion	Require all condensate lines from standard air conditioning units (residential and commercial) to be plumbed to the sewer line on the property. This condensate is free, very pure water that has come from moisture in the air and can help increase supply of reclaimed water for re-use or recharge within the City. Highest flow would occur in summer.				X	City-Wide		Gallons of condensate reused	
Water Use and Conservation	Non-Irrigated Demonstration Garden (Small)	Utilize a small City-owned space to construct an irrigation-free demonstration garden				X	Internally		Number of interactions (short term); number of related rebates (long term)	