



City Council Work Session
City Hall - Canyon Trails Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
Monday, May 11, 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

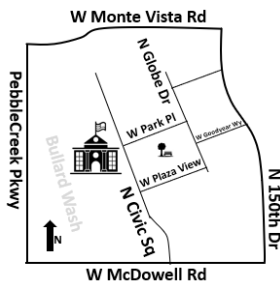
Councilmember
Wally Campbell

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. **FISCAL YEAR (FY) 2026 STRATEGIC PLAN UPDATE: COMPREHENSIVE
WATER STRATEGY
RECOMMENDATION**

Council to receive an update on the FY2026 Strategic Plan project on a comprehensive water strategy and provide guidance to staff. No action will be taken. (Barbara Chappell, Interim Deputy City Manager)

2. **ROAD SAFETY ACTION PLAN (RSAP): PROPOSED FOCUS AREAS
DISCUSSION
RECOMMENDATION**

Council to receive an update on the RSAP proposed focus areas and provide guidance to staff. No action will be taken. (Steve Scinto, Director of Engineering; Erik Cesek, Assistant City Traffic Engineer)

FUTURE MEETINGS

Future meetings are tentatively scheduled as follows:

May 18, 2026

Council Meeting

5:00 p.m.

ADJOURNMENT**POSTING VERIFICATION**

This agenda was posted on 5/6/2026 at 5:00 p.m. by AG .

ITEM #: 1.
DATE: 05/11/2026
AI #:2973



CITY COUNCIL ACTION REPORT

SUBJECT: FISCAL YEAR (FY) 2026 STRATEGIC PLAN UPDATE: COMPREHENSIVE WATER STRATEGY

STAFF PRESENTER(S): Barbara Chappell, Interim Deputy City Manager

SUMMARY

Council will receive an update on the FY2026 Strategic Plan project focused on Comprehensive Water Strategy, the intent of which was to develop a citywide strategy that addresses water resources planning, infrastructure planning, water use and conservation, development guidelines and processes, and financial resources for both the city's water service area as well as the city's own usage.

The comprehensive water strategy serves as a unified framework that organizes the city's historical, current and future water conservation and acquisition efforts into four strategic categories:

- Infrastructure Planning
- Water Use and Conservation
- Development Guidelines
- Processes and Water Resources Planning

This approach provides a transparent, comprehensive inventory of the city's water stewardship efforts across all departments and service areas.

STRATEGIC PLAN ALIGNMENT



Fiscal Resource
Management

RECOMMENDATION

Council to receive an update on the FY2026 Strategic Plan project on a comprehensive water strategy and provide guidance to staff. No action will be taken. (Barbara Chappell, Interim Deputy City Manager)

FISCAL IMPACT

The comprehensive water strategy does not create new financial obligations or initiatives.

BACKGROUND AND PREVIOUS ACTIONS

The development of this strategy was called for in the city's Strategic Plan as a FY2026 project, which was to develop a citywide strategy that addresses water resources planning, infrastructure planning, water use and conservation, development guidelines and processes, and financial resources for both the city's water service areas as well as the city's own usage.

To address this Strategic Plan project, staff conducted a comprehensive audit across multiple city departments including the City Manager's Office, Public Works, Water Services, Digital Communications, Fire, and Parks and Recreation as well as private water companies to inventory and categorize all water efficiency and acquisition efforts, both current and future. This collaborative process help to ensured the strategy reflects the full scope of the city's coordinated approach to water stewardship.

STAFF ANALYSIS

The comprehensive water strategy is organized into a summary document (Attachments A) and the detailed strategy (Attachment B). While Attachment B outlines the overall strategy, Attachment A provides an overview of the information contained in the strategy and guides its review and interpretation.

The strategy organizes the city's water efficiency efforts into four strategic topics, four status phases, and four scopes of applicability. The strategy also provides the organizational structure necessary to track progress, ensure accountability and communicate the city's proactive water stewardship to the public. These are explained below and together provide Council with complete transparency on the city's water stewardship initiatives.

1. Strategic Topics. The strategy categorizes efforts as one of the following:
 - a. Infrastructure Planning - Water infrastructure, maintenance, and construction.
 - b. Water Use and Conservation - Conservation efforts at city facilities and in the community.
 - c. Development Guidelines and Processes - Ways the city encourages water efficiency in new development.
 - d. Water Resources Planning - Securing and maintaining sustainable water resources.
2. Status. The strategy inventories efforts across four phases:
 - a. What We've Done - Implemented initiatives.
 - b. What We're Doing - Current and ongoing efforts.
 - c. What We Will Do - Near-term planned initiatives.
 - d. What We Can Do - Potential solutions pending Council guidance, direction, and funding.
3. Applicability. The strategy identifies the scope and applicability to the city's efforts:
 - a. Citywide - Implementation across the entire city.
 - b. City Service Area - Implementation across the city's water service area only.
 - c. Third Party Service Area Only - Implementation in areas served by private water providers.
 - d. Internally - Implementation focused on the operations of the city organization.

The strategy also includes information about how the efficacy of efforts are being tracked or

could be tracked using key performance metrics. Finally, the strategy identifies the items recommended for action by the Goodyear Water Conservation Committee in 2018. All recommendations made by the Water Conservation Committee have been or are currently being implemented.

In the preparation of the comprehensive water strategy (Attachment B), staff identified a number of efforts, categorized as "Things We Can Do," which are focused on currently unplanned potential future efforts. These "Things We Can Do" projects could be pursued further and incorporated into the "Things We Will Do" projects. Based on Council guidance on these "Things We Can Do" projects, staff would evaluate each further and report back to Council with detailed timelines and cost estimates prior to formal incorporation into the city's comprehensive water strategy.

Attachments

Attachment A - Summary Document

Attachment B - Comprehensive Water Strategy

Staff Presentation

Comprehensive Water Strategy

City of Goodyear

This document details the City of Goodyear's comprehensive approach to water conservation and acquisition. In the following spreadsheet, the strategy's action items are described and categorized according to four different schemes:

Strategic Plan Topic (Column 1)

Strategic Plan Topic	Project Title	Description

The development of a comprehensive water strategy was based on the following FY26 action item in the City's Strategic Plan, approved by Council:

"Develop a citywide strategy that addresses water resources planning, infrastructure planning, water use and conservation, development guidelines and processes, and financial resources for both the city's water service area as well as the city's own usage."

Accordingly, the leftmost column of the spreadsheet places each action item of the comprehensive strategy into one of four categories corresponding to the language of the strategic plan item above:

Infrastructure Planning: Items related to the planning, maintenance and construction of water infrastructure, such as wastewater treatment plants.

Water Use and Conservation: Items that advance water conservation both at City facilities and in the community, such as community outreach and education.

Development Guidelines and Processes: Items related to ways in which the City encourages or requires new development and construction projects to conserve water, such as mandating water-efficient landscaping in new development.

Water Resources Planning: Items that relate to the City's maintenance and acquisition of sustainable water resources, such as securing long-term water rights.

Item Status (Columns 4-7)

Description	What We've Done	Things We're Doing	Things We Will Do	Things We Can Do	Applicability
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An “X” in one of these columns indicates the item is in one of four stages:

What We’ve Done: Items that have been approved by Council and implemented.

Things We’re Doing: Items that are currently in progress and/or perpetually ongoing.

Things We Will Do: Items that the City plans to implement in the near future.

Things We Can Do: Hypothetical solutions developed by staff that, given Council’s direction and funding, could be implemented.

Applicability (Column 8)

Things We Can Do	Applicability	Notes
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This column describes the item’s geographic and organizational applicability.

City-Wide: These items are solutions that can be implemented throughout the entire city, regardless of whether an area is served by a third-party provider, like Liberty. An example might be requiring water-efficient landscape design standards for all new development throughout the City.

City Service Area: These items are solutions that can only be implemented in areas served by City of Goodyear water. An example might be offering home irrigation check-ups to City water customers with high usage.

Third Party Service Area Only: These items are solutions that can only be implemented in areas served by a third-party provider, like Liberty. An example might be a conservation effort that a third-party provider implements on its own accord, such as if Liberty offered its customers a rebate for water-efficient appliances.

Internally: These items are solutions that can be implemented within the City as an organization. An example might be installing high efficiency irrigation at City facilities.

KPI (Column 10)

Notes	KPI	Recommended by Conservation Committee?
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This column lists the key performance indicators (KPIs) that will be used to measure each item's success.

Conservation Committee Recommendation (Column 11)

Notes	KPI	Recommended by Conservation Committee?
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This column indicates whether an item was the recommendation of the Goodyear Water Conservation Committee in 2018.

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	

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	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		

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?
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

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?
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	

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?
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	

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?
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	

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?
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	

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?
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	

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?
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)	



FY2026 Strategic Plan Action Item

Comprehensive Water Strategy





Agenda

- FY2026 Strategic Plan Action Item
- Process
- Framework
- Highlights



FY2026 Strategic Plan Action Item

Develop a Comprehensive Water Strategy

Develop a citywide strategy that addresses water resource planning, infrastructure planning, water use and conservation, development guidelines and processes, and financial resources for both city's water service area as well as the city's own usage.

Strategic Plan Action Item

Our Process

Collaborative departmental
audit across six departments:

- City Manager's Office
- Public Works
- Water Services
- Digital Communications
- Fire Department
- Parks and Recreation

We also looked at programs
offered by private providers in
the city





FY2026 Strategic Plan Action Item

Our Framework



FY2026 Strategic Plan Action Item Framework



**Infrastructure
Planning**



**Water Use and
Conservation**



**Development
Guidelines and
Processes**



**Water Resources
Planning**



FY2026 Strategic Plan Action Item Framework



**What We've
Done**



**What We're
Doing**



What We Will Do



**What We Can
Do**



FY2026 Strategic Plan Action Item Framework



City-Wide



City Service
Area



Third-Party
Service Area



Internal



What We've Done

What We've Done

Water Conservation Committee Recommendations

All recommendations from the 2018 Water Conservation Committee have been or are currently being implemented

These items are identified in the strategy spreadsheet



What We've Done

Residential Programs

- Smart controllers
- Shower heads
- Home irrigation audits



What We've Done

Non-Residential Programs

- Turf reduction
- Commercial and industrial consultations



What We've Done

Water Waste and Reporting

- Reporting and follow-up
- Goodyear 311



Goodyear's Wave of Water Savings

Two out of three program enrollees **save** water.



COMMUNITY IMPACT & PARTICIPATION

182 MILLION Gallons Saved

Total water conserved by households participating in city programs over five years.



2,061

Households Taking Action

Thousands of distinct households have enrolled in the city's conservation programs.

PROGRAM EFFICIENCY & PERFORMANCE

85%

Top Programs Drive 85% of Savings

The Home Water Check and Flume programs are the primary drivers of conservation.



577
Gallons

8%
Higher Efficiency

4 enrolled households save 577 gallons more on average than the control group.

Program Participants

0
Gallons (baseline)

Control Group



What We're Doing

What We're Doing

Ongoing Efforts

Many of our "What We've Done" accomplishments are also ongoing.

Sustained impact:

Completed initiatives now operate as ongoing programs

Foundation for future work:

Past approvals provide the basis for continued efforts and areas for expansion



What We're Doing

Leak Detection

- Water loss audits
- Distribution system monitoring



What We're Doing

Water Reuse

- Aquifer recharge
- Exchange partners



What We're Doing

Water Allocation Policy

Ensure all vacant parcels within City's water planning areas 2 and 3 have sufficient water for development





What We Will Do

What We Will Do

Commitments

These items are currently **funded** and have been **approved**.

FY27 initiatives



What We Will Do

Water Acquisition

Continue working with partners on future-related policy and acquisition opportunities



What We Will Do

Water Flushing

Zero liquid
discharge flushing



What We Will Do

Water Efficiency

Develop a
community-wide
culture of water
efficiency

Expand and sustain
programs





What We Can Do

“What We Can Do:” **Future Opportunities** **and Next Steps**

Strategy identifies potential solutions for future consideration, contingent on Council direction and funding.

Depending on direction, staff will return with:

- Detailed timelines for implementation
- Cost estimates and fiscal impact
- Integration into future budget cycles
- We will highlight these when they come before you for consideration



What We Can Do

Right Water for the
Right Use

Look for alternative
water supplies for
City facilities

Develop capital
projects



What We Can Do

Advanced Water Purification

Direct potable reuse of reclaimed water



What We Can Do

“Cap and Trade”

Would allow a property owner to implement conservation project in exchange for water credits saved



ITEM #: 2.
DATE: 05/11/2026
AI #:3191



CITY COUNCIL ACTION REPORT

SUBJECT: ROAD SAFETY ACTION PLAN (RSAP): PROPOSED FOCUS AREAS DISCUSSION

STAFF PRESENTER(S): Steve Scinto, Director of Engineering; Erik Cesek, Assistant City Traffic Engineer

OTHER PRESENTER(S):

Marta Gerber, Traffic Engineering Group Manager for Stanley Consultants

SUMMARY

City Council will receive an update on the proposed focus areas for the Road Safety Action Plan (RSAP) currently under development by the Engineering Department (Engineering). Engineering staff are seeking feedback from Council regarding the RSAP proposed focus areas. 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. These strategies will extend beyond engineering improvements to include education, enforcement, policy changes, operational changes, and collaborative initiatives that foster a strong and safe community.

STRATEGIC PLAN ALIGNMENT



RECOMMENDATION

Council to receive an update on the RSAP proposed focus areas and provide guidance to staff. No action will be taken. (Steve Scinto, Director of Engineering; Erik Cesek, Assistant City Traffic Engineer)

FISCAL IMPACT

No fiscal impact at this time. The RSAP development effort is within the Engineering Department's approved budget using a combination of federal United States Department of Transportation (USDOT) grant funding and city local match funding.

BACKGROUND AND PREVIOUS ACTIONS

At the December 18, 2023 Regular Council meeting, the 2023 Transportation Master Plan was adopted, which included a recommendation for the city to pursue a Safe Streets and Roads for All (SS4A) grant to develop a RSAP.

At the March 25, 2024 Regular Council Meeting, Council authorized the city to apply for SS4A grant funding for the development of a RSAP and the implementation of a bicycle safety demonstration project. The city was awarded USDOT grant funding through its SS4A program in May 2024.

After completion and execution of the SS4A grant agreement, city staff issued a request for qualifications (RFQ) procurement and selected a consultant (Stanley Consultants) to assist Engineering staff in the development of the RSAP and implementation of the bicycle safety demonstration project.

At the June 9, 2025 Regular Council Meeting, Council authorized the expenditure of funds up to \$780,000 (\$624,000-80% federal / \$130,000-20% local city match) for the development of a RSAP and the implementation of the bicycle safety demonstration project.

At the March 2, 2026 Council Work Session, Engineering staff gave the first RSAP update, which included the demonstration project and requesting feedback for the RSAP goal statement. Staff informed Council of the RSAP development timeline.

At the April 13, 2026 Work Session, Engineering staff updated Council on progress on the RSAP. Staff specifically highlighted the community engagement aspect of the RSAP and how the community can continue to be involved with the RSAP survey and comment map created to provide public input and feedback on the RSAP.

STAFF ANALYSIS

Engineering staff are providing an update on the Road Safety Action Plan (RSAP), specifically the proposed focus areas for the RSAP, including work completed to date and the overall development schedule.

The RSAP's five proposed focus areas are tailored to the city of Goodyear and include: 1.) General Strategies and Policies; 2.) Human Behavior; 3.) Intersections; 4.) Growth and Congestion Management; and 5.) Pedestrian and Bicycle Safety.

Current RSAP efforts include continued strategy development and identification of potential projects. These efforts will support the selection of effective strategies and countermeasures aimed at reducing fatal and serious injury crashes on Goodyear's roadways.

Engineering staff are seeking City Council's guidance on the proposed focus areas, as well as overall feedback on the RSAP development.

The project team will continue advancing the RSAP using the Safe System Approach and

funding from the SS4A grant, with final adoption anticipated in late 2026.

Attachments

Staff Presentation



Road Safety Action Plan



Presented by:

Steve Scinto, PE, CFM – Director of Engineering, City Engineer

Erik Cesek, PE – Assistant City Traffic Engineer

Agenda

ROAD SAFETY



ACTION PLAN

Progress Update

Safety Analysis

Proposed Focus Areas

Next Steps



Progress Update – Timeline

ROAD SAFETY ACTION PLAN



Kick-Off Meeting
July 2025

1:1 Council
Interviews
October 2025

Safety Analysis
Demonstration
Project
Public Engagement
December 2025

Demonstration
Project
Implementation
February 2026

Council Meeting
March 2026

Continue
Safety Analysis
March 2026

Public
Engagement
**February -
August 2026**

Focus Area
Review Council
Work Session
May 2026



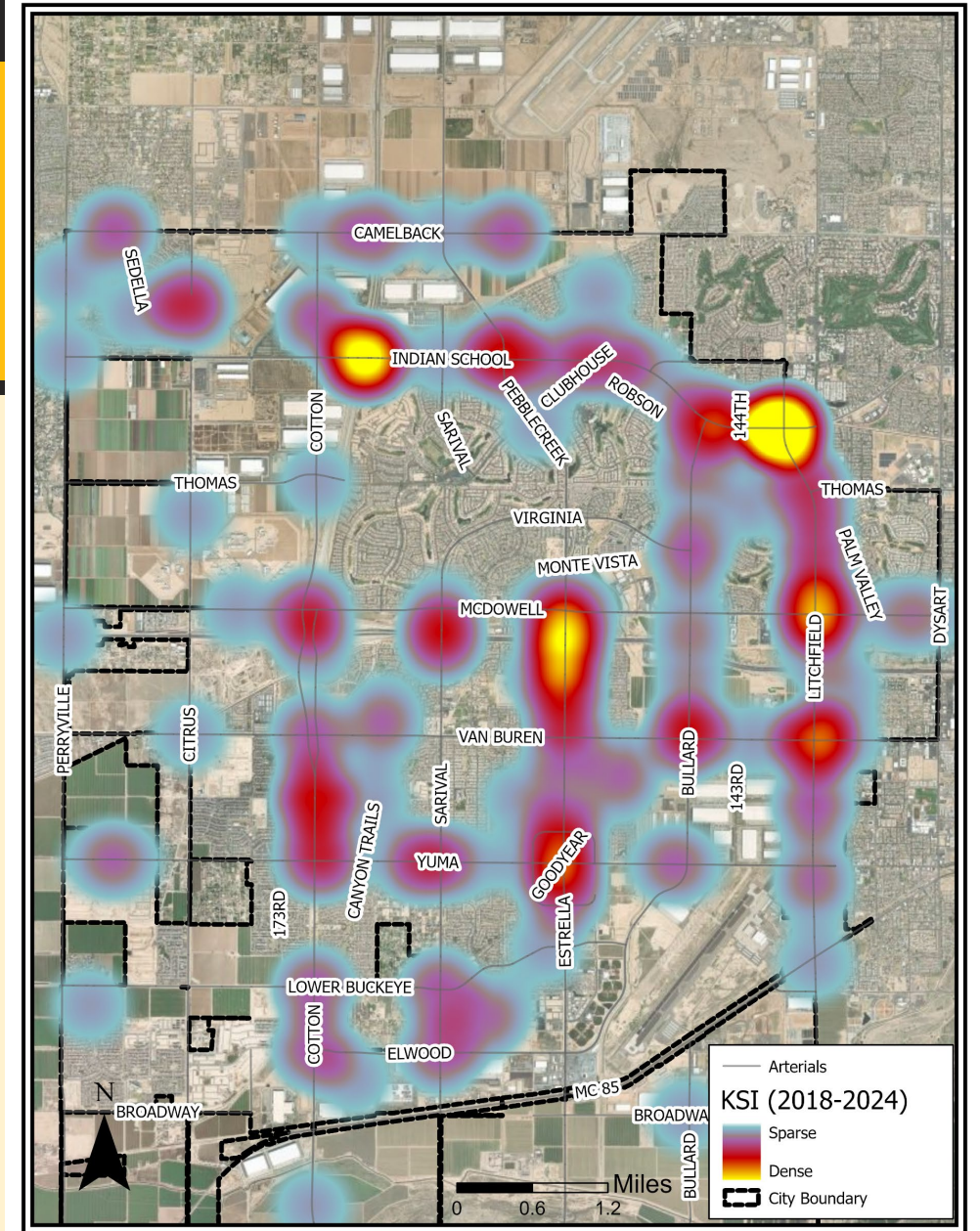
Final Evaluation of
Demonstration Project
and Council Work Session
October 2026

Final RSAP
November 2026

Council
Approval and
Adoption of
RSAP
December 2026

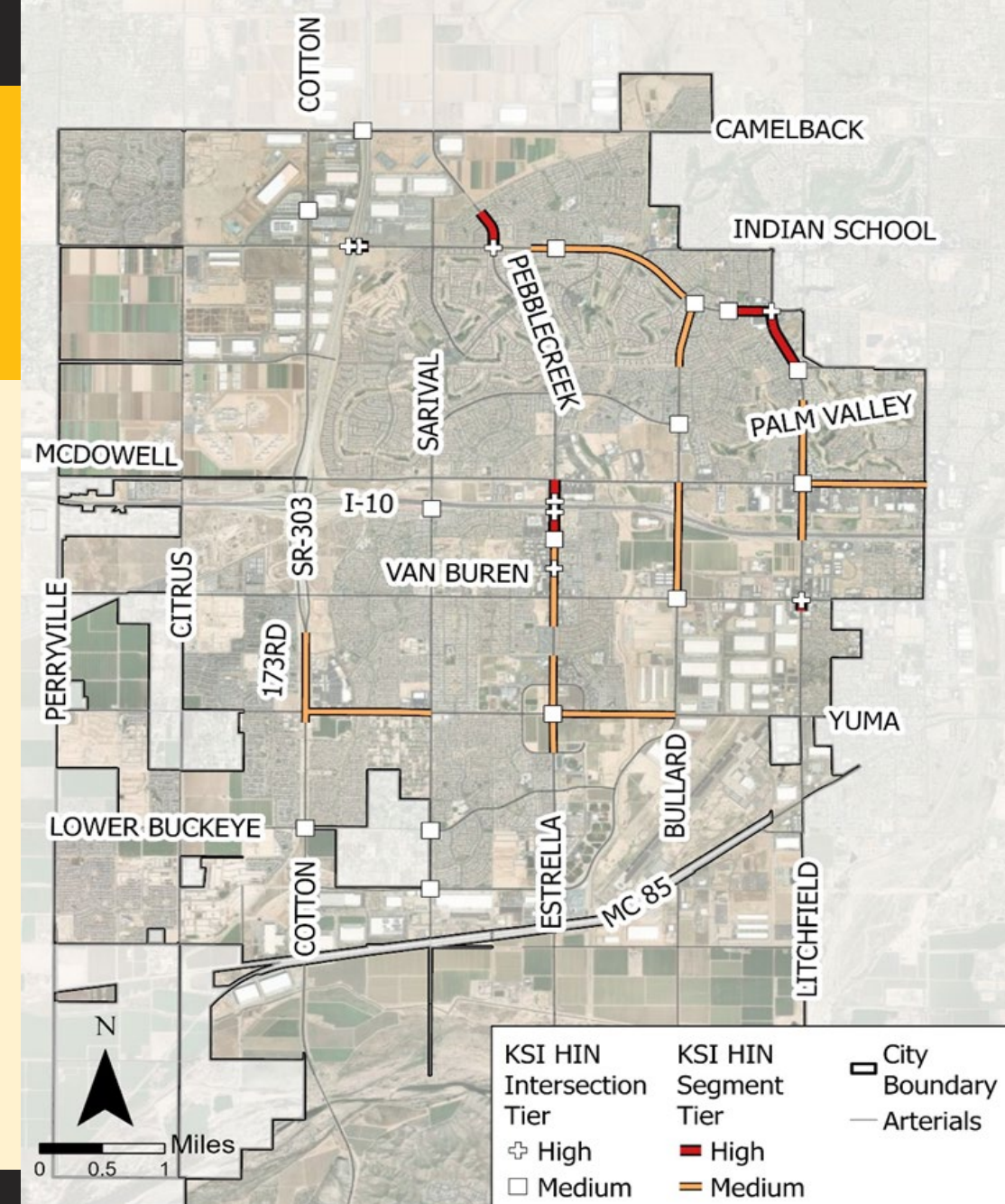
Progress Update Data Analysis

- Crash data analysis (2018–2024)
- Focus on eliminating fatal & serious injury crashes



Safety Analysis High-Injury Network

- 490 miles of total roadway in the City
- 11 miles in the network
- Behavior, Enforcement, Engineering



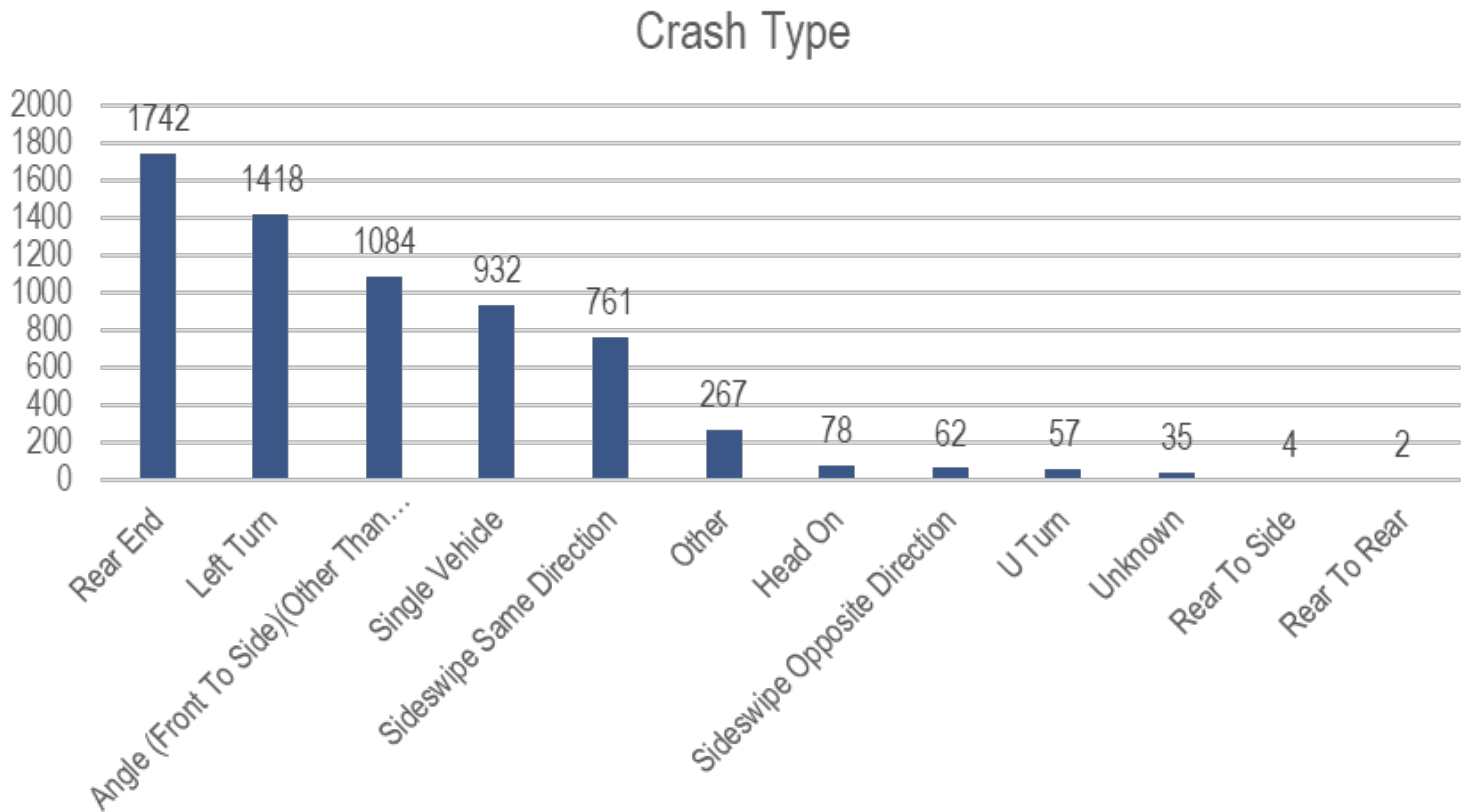
Safety Analysis Utilizing Data

ROAD SAFETY ACTION PLAN



Quantitative (Data)

- Crash patterns
- Injury type
- Injury severity
- Traffic volume



Safety Analysis Utilizing Input

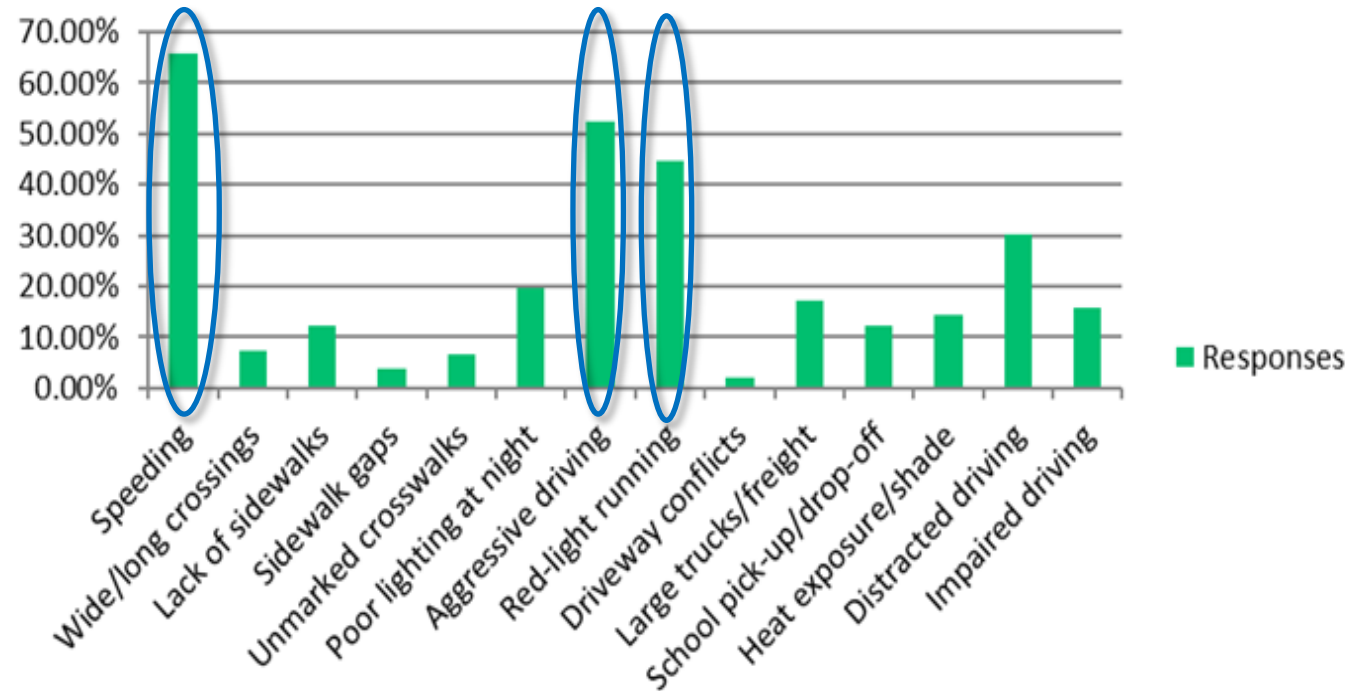
ROAD SAFETY ACTION PLAN



Qualitative (Input)

- Community feedback
- Stakeholder input
- Local context
- High-Injury locations identified
- Planned developments

What are the top THREE safety problems you think the City should focus on first? (Pick up to 3)



Proposed Focus Areas

Why Focus Areas?

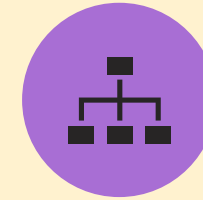
ROAD SAFETY ACTION PLAN



Save lives based
on highest cause
of injury



Data-driven
priorities



Clear
accountability



Coordinated
action



Balanced
outcomes

Proposed Focus Areas Human Behavior

ROAD SAFETY ACTION PLAN



Human Behavior

- Speeding
- Aggressive driving
- Red light running
- Education & Enforcement



Proposed Focus Areas General Strategies & Policies

ROAD SAFETY ACTION PLAN



General Strategies & Policies

- City standards
- Design guidelines
- Neighborhood traffic management programs



Proposed Focus Areas Intersections

ROAD SAFETY ACTION PLAN



Intersections

- Traffic signal operations
- Driver visibility
- Geometric modifications



Proposed Focus Areas Pedestrian & Bicycle Safety

ROAD SAFETY ACTION PLAN



Pedestrian & Bicycle Safety

- Bicycle lane markings
- Sidewalk connectivity
- Crosswalks
- Multi-use paths



Proposed Focus Areas Growth & Congestion Management

ROAD SAFETY ACTION PLAN



Growth & Congestion Management

- Acknowledges Goodyear's rapid growth
- Access management
- Volume projections
- Public safety response times



Next Steps - Timeline

ROAD SAFETY ACTION PLAN



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Next Steps – Council Input Proposed Focus Areas

ROAD SAFETY ACTION PLAN



Human
Behavior



General
Strategies
& Policies



Intersections



Pedestrian &
Bicycle Safety



Growth &
Congestion
Management