

Council Survey Summary



Fiscal & Resource Management

How well is the City performing in meeting our goals in this area?



Key Themes

1. Fiscal Discipline and Long-Term Planning

- Maintain the policy of using one-time revenues for one-time expenses.
- Strengthen long-term fiscal resilience through reserves, strategies, and a formal long-range financial plan.
- Council needs to prioritize long-term funding strategies given ongoing capital projects (spring training facilities, MLB negotiations, etc.)
- Clear communication with residents about fiscal responsibility is important.

2. Pursuit of External Funding

- Continue exploring federal and state grants as part of a broader fiscal strategy.

3. Investment in Economic Development, Arts, and Tourism

- Desire to allocate more funding toward economic development, arts, and tourism-related initiatives.

4. Internal Financial Operations and Process Improvements

- Concerns about longstanding Finance Department practices not being reviewed objectively.
- Utility billing transition issues revealed operational gaps.
- Payroll and internal finance issues took too long to resolve—need faster turnaround to avoid extended staff impacts.

5. Positive Feedback on New City Manager Leadership

- Appreciation for the new city manager's responsiveness and improvements.
- Noted positive progress on issues that had been longstanding.
- Satisfaction with recent leadership decisions, including addressing interim assignments.

6. Community Investment and Amenities

- Need for additional parks and sports fields (Little League, soccer, etc).

Council Survey Summary



Economic Vitality

How well is the City performing in meeting our goals in this area?



Key Themes

1. Community Engagement & Public Input

- Desire for more meaningful public involvement in development decisions.
- Need for community-driven ideas for amenities and public spaces.

2. Development Quality, Character, and Variety

- Ensure new development aligns with Goodyear's character.
- Desire for broader diversity among development and expanded collaboration with development partners.
- Move beyond repetitive design concepts on commercial corners.
- Improve creativity and quality of public amenities.
- Invest in parks, trails, recreation, and cultural spaces.

3. Economic Development Vision & Leadership

- Strong support for new economic development leadership.
- Need for a clear, visionary strategy across economic development, tourism, and arts.
- Desire for more tourism drivers (sports, entertainment, and signature attractions).

4. Retail Demand & Market Expectations

- High community demand for expanded retail options.
- Frustration with over-saturation of restaurants, especially repeated concepts.
- Specific requests for major retailers (Costco, Sam's Club, In-N-Out, etc.)
- Need to address what residents perceive as lagging retail offerings.

5. Ballpark Area Development & RFP Process

- Concern that previous RFP was poorly executed.
- Need for a thoughtful, comprehensive, well-planned approach to future RFPs.
- Emphasis on quality over speed in decision-making around the ballpark area.

6. Tourism Strategy Enhancement

- Use Buc-ee's to expand local tourism opportunities.
- Increase emphasis on sports-driven and experiential tourism.
- Need for coordinated tourism, arts, and economic development strategy.

Council Survey Summary



Safe & Vibrant Community

How well is the City performing in meeting our goals in this area?



Key Themes

1. Community Events, Engagement & Partnerships

- Strong desire for more community-building events.
- More opportunities for music, festivals, and cultural gatherings (jazz nights, country, western).
- Importance of partnerships with Chambers, nonprofits, and other community organizations.

2. Parks, Recreation & Youth Programming

- Expand programming for all generations, especially youth.
- Need more parks, sports fields, and gathering places.
- Address recurring issues with event infrastructure (e.g., synthetic ice rink turf damage).
- Desire for earlier involvement in design processes for recreation center expansion.
- Excitement about new Parks leadership and anticipated program enhancements.

3. Public Safety Capacity & Strategic Growth

- Continue building police and fire stations aligned with population growth.
- Increase staffing, equipment, and technology transparency in public safety.
- Public safety seen as a core component of a “safe community”.
- Positive feedback on new Police leadership.

4. Heat Mitigation & Environmental Resilience

- Need intentional shade planning, trees, and heat-related design strategies.
- Desire to see shade and heat mitigation included in City’s strategic plan.

5. Growth, Infrastructure & Land Acquisition

- Growth pressures require proactive land partnerships, especially for youth sports fields.
- Importance of long-term planning to support continued expansion.

6. Tourism & Economic Activation Through Experiences

- More focus on tourism-driven attractions and experiences.
- Sports as a key tourism opportunity.
- Events and festivals seen as avenues to strengthen community identity and tourism.

Council Survey Summary



Innovative & High Performing Organization

How well is the City performing in meeting our goals in this area?



Key Themes

1. Continuous Evaluation & Service Improvement

- Interest in regular surveys to ensure goals are being met.
- Desire to evaluate city services and responsiveness more consistently.
- Improve operational tools such as time and attendance systems.
- Focus on building better internal processes so issues (like payroll) don't persist long-term.

2. Customer Service as a Core Priority

- Strong emphasis on elevating customer service internally and externally.
- Need to fund and staff initiatives supporting the city manager's customer service goals.
- Customer service viewed as central to public trust and resident experience.

3. Smart Use of Resources & Reducing Unnecessary Studies

- Concern that certain studies (e.g., Class & Comp) feel redundant or wasteful.
- Expectation that executive leadership should guide decisions without heavy reliance on consultants.
- Focus on using taxpayer dollars efficiently and strategically.

4. Employee Recruitment, Retention & Compensation

- Higher starting salaries to retain employees.
- Ensure competitive pay without over-reliance on external studies.
- Improve employee training, especially around emerging tools like AI.

5. Responsible and Thoughtful Adoption of Technology

- Need a clearer strategy around how AI is used across the organization.
- Employees should be trained on appropriate use cases and boundaries.
- Technology should enhance workflows without creating risk or confusion.

6. Internal Operational Accountability

- Expectation that internal issues (like payroll errors) be resolved faster.
- Processes need streamlining to prevent operational disruptions.
- Continued commitment to quality management and accountability.

Council Survey Summary



Infrastructure

How well is the City performing in meeting our goals in this area?



Key Themes

1. Smart, Managed, and Balanced Growth

- Emphasis on continuing smart, manageable growth as the city expands.
- Balance residential, commercial, and industrial development.
- Ensure growth aligns with community needs and long-term sustainability.

2. Geographic Focus: South of I-10 & Annexation

- Strong interest in prioritizing development and planning south of I-10.
- Desire to explore annexation opportunities strategically.

3. Infrastructure Preparedness & Planning

- Need comprehensive planning for water resources and new water sources.
- Infrastructure gaps identified, especially in transportation and water systems.
- Recognition that infrastructure must keep pace with rapid development.

4. Transportation & Traffic Challenges

- Roads and intersection improvements are a major pain point.
- Long-standing issues with intersections needing traffic lights.
- Construction delays cause significant resident frustration.
- Traffic signal timing problems create unnecessary backups.

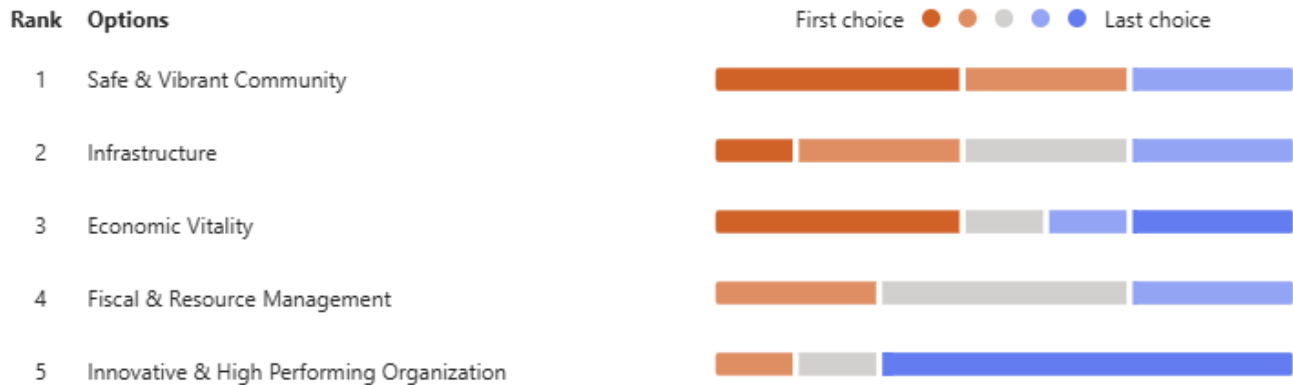
5. Growth Pains & Capacity Issues, Infrastructure & Land Acquisition

- Infrastructure development logistics are a central challenge.
- City must be better prepared for ongoing and widespread development.
- Acknowledgment that growth pressures are real, difficult, and need focused attention.

Council Survey Summary

Summary/Overall Comments

Which areas do you think are the most important for the city to focus on over the next 3 years? Click and drag or use the arrows to rank these from most important (#1) to least important (#5).



Key Themes

1. General Satisfaction / No Additional Input

- Multiple entries note “no comments” or no additional feedback.
- Indicates general alignment with current focus areas for many respondents.

2. Importance of Clear, Resident-Friendly Processes

- Interest in evaluating alternatives to Robert’s Rules of Order.
- Desire to make board, commission, and committee participation more accessible.
- Focus on improving communication with residents by simplifying formal procedures.

3. Public Safety as a Standalone Priority

- Public safety should be separated from “Safe & Vibrant Community”.
- Concern that bundling safety with parks, events, and programs reduces necessary visibility.
- Emphasis that public safety has zero tolerance for perceived failure.

4. Interconnectedness of Strategic Focus Areas

- Feedback that all five focus areas are equally important and work together.
- City must remain high-functioning across finance, infrastructure, transportation, water, and economic vitality.
- Growth and planning must be holistic, not siloed.

5. Need for Strong Code Enforcement

- Increasing volume of code enforcement complaints.
- Desire for more attention, responsiveness, and prioritization of this function.