

MAY 2024

goodyearaz.gov/InFocus

InFocus



Growing Pains

What's great, and challenging, about living in a city where everyone wants to be.



AT A GLANCE There's no question -- Goodyear is booming with growth. We now have nearly 112,000 residents, which is a 16% increase from four years ago. With that growth comes more restaurants, shopping and job options in the city than ever before. Along with new opportunities comes construction, traffic and new development that not everyone is in favor of. This InFocus aims to explain why these are the growing pains that come with being a developing city and certainly one the fastest-growing cities in the nation.



SAVE THE DATE

JUNE TEENTH FAMILY DAY

June 19 🍷 6-9 p.m.
GOODYEAR RECREATION CAMPUS

24|7|365

STAY INFORMED

Get city news, new business announcements, event info and so much more!

Web: goodyearaz.gov

Events: goodyearaz.gov/events

And don't forget social media



GOODYEAR CITY COUNCIL

(front row, l to r): Vice Mayor Laura Kaino, Mayor Joe Pizzillo, Wally Campbell, (back row, l to r): Bill Stipp, Vicki Gillis, Sheri Lauritano, Brannon Hampton.

GOODYEAR CITY COUNCIL CALENDAR

May 6	5 p.m.	Council Meeting
May 13	5 p.m.	Work Session
May 20	5 p.m.	Council Meeting
June 10	5 p.m.	Council Meeting
June 24	5 p.m.	Council Meeting

For the latest meeting information, visit goodyearaz.gov. Council meetings and work sessions are held at Goodyear City Hall at GSQ, Council Chambers, 1900 N. Civic Square.

Catch all of the council meetings streaming live on our Facebook page @goodyearaz and YouTube channel.



InFocus Magazine • Goodyear Digital Communications
 Questions or comments, email: communications@goodyearaz.gov



Mayor
Joe Pizzillo

From the Mayor

Not a day seems to pass without hearing of the unprecedented growth happening right now in Arizona. From our beautiful scenery to our great weather and business-friendly environment, it's not surprising people want to be in Arizona and Goodyear. Our

city council is mindful that this growth must be thoughtfully and strategically addressed to reduce any negative impacts on our residents.

It is important to know that Goodyear is only about 15% built out, and we will continue to see a lot of change to our landscape. The development we see across the city is driven by demand. The city currently guides development by adhering to the

Goodyear 2025 General Plan, which was created by residents and approved by the voters in 2014. The primary purpose of a general plan is to institute guiding policies for the management and future growth of the city.

The General Plan serves as the foundation for land use and zoning decisions and provides an ongoing framework for public investment and private development. It is shaped by extensive community engagement and reflects the community's desired vision over a 20-year planning horizon, with a closer focus on priorities and actions for 10 years.

Over the last couple of years, an ad hoc committee of residents has worked to update the General Plan. The city council adopted the 2035 General Plan in November and now it goes to the voters in a special election on May 21 to be ratified. You can learn more about the General Plan at **goodyearGP.com**.



Councilmember
Bill Stipp

Council Corner

This legislative session, there have been over a dozen bills introduced aimed at addressing the various causes of the housing affordability crisis found in our state and region. Though some are well-intended, most of the bills severely restrict,

or eliminate, local governments' ability to make decisions based on the unique character of their community.

One of the most egregious of these bills, HB 2570, was a one-size-fits-all approach that undermines local authority. This bill proposed to eliminate key components of local planning and zoning by allowing developers to build as many single-family homes on a parcel as they wanted, with no lot size requirements, in any area, regardless of zoning. It also didn't consider critical factors like water, traffic, parking and public safety. It would have effectively prohibited cities from working with developers to establish aesthetic standards, open space requirements and lot sizes for housing developments. Even though it was touted as a starter home solution, there was

nothing in this legislation that required developers to make the homes they build affordable.

Through a concerted effort by concerned residents, city staff and elected officials who took the time to weigh in on the issue (THANK YOU!), HB 2570 was vetoed by Gov. Hobbs. Many of our residents contacted the governor's office, and their voices were heard loud and clear—over 90% of those who reached out opposed the legislation.

There are still a few bills being considered in this legislative session that are just as concerning. To stay up to date on what's happening, sign up to receive Legislative Action Alerts at **tiny.cc/legislativeupdate**.

The city remains committed to finding solutions that address the housing crisis we are in. We are continuously streamlining our approval processes, we advocate for policies and programs that will make attainable housing a reality in our growing community, and we will continue to work collaboratively with lawmakers, developers and our residents. Together, we can find sensible solutions to the growth we are experiencing without destroying the character of our city.



Booming Growth

With a city's growth, comes traffic headaches. Unfortunately, road projects are expensive and take time. From beginning to end, an average road project takes three to five years. Sometimes, the biggest challenge is determining where the money will come from, and in many cases, the city is competing for federal, regional or state dollars. Goodyear voters approved a bond last year to fund street improvements, which removes the financial hurdle and allows much-needed projects to happen sooner.

Bond dollars will be used to:

- Widen roads and add lanes to fix incomplete streets
- Add bike lanes
- Install new sidewalks
- Update the traffic control system and street lighting

The specific roads that will be improved with bond dollars is being determined and will be finalized with the city's new budget that starts July 1. When approved, the list of the road projects will be available at goodyearaz.gov/projects.

WHAT'S UP WITH

A Project Roadmap

Goodyear's population is up 54% from 10 years ago. That's one reason the city is now updating the Transportation Master Plan every five years instead of 10. Updating the plan includes an in-depth analysis of traffic flow, community feedback and prioritizing improvements.

The plan was updated last year. It prioritizes safety and roadway capacity related projects throughout the city. Many of these projects will be part of the next annual budget which begins in July. View the Transportation Master Plan at goodyearaz.gov/TMP.



“Whether it's too many cars on the road or the timing of traffic lights that have you frustrated, it's a growing pain the city is addressing. We're working to catch up to all the growth we're experiencing and have a lot of projects in the works. It's a top priority to improve traffic flow across the city.”

- Deputy Director of Engineering Chris Bridges



Adjusting the Plan

With unprecedented growth, being able to adjust and pivot as needed is critical. That has included adjusting the timing of building new streets. In the past, when a developer was building in Goodyear, it would pay for and build the required half-street improvements along their property. For streets with the highest traffic congestion, the city now builds out the roadways when needed and future developers pay the city back. This reduces the creation of incomplete streets, and increases safety capacity and consistency of the roadway network.

When the city plans a street project, it's more than designing and building a roadway. It includes bike lanes, sidewalks, streetlights, signage, bus bays, ADA guidelines, drainage and landscaping!

ALL THE TRAFFIC?

Have a traffic concern? Report and track it at goodyearaz.gov/reportproblem.

**DID YOU
KNOW**



All development projects, like the new Buc-ee's coming to Goodyear, are required to perform traffic studies to evaluate the potential traffic impacts of their project. These studies provide recommendations, which are typically incorporated into the development.





WORKING TO REDUCE THE TRAFFIC

CONGESTION



Tracking Traffic As It Happens

The city's engineers monitor traffic flow in Goodyear from the traffic management center (TMC). They make adjustments, as needed, to help cars move as smoothly as possible. For example, during special events, emergencies, rush hour or when there's an incident on I-10 that's causing more traffic onto city streets, they can control the signals from the TMC in coordination with the police department in the field to keep our roads running smoothly.

In The Works

More cars on the road impacts the overall efficiency of the transportation network. The city's engineering staff continually monitors the flow of cars on our roadways, as well as how it changes with growth, and adjusts signals to accommodate traffic needs as best as possible.

Here are three big projects that are in the works:



Estrella Parkway & I-10: widening of Estrella to three lanes in each direction and adding a turning lane to get onto I-10 westbound. Construction is starting this month.



Camelback Road: widening the road from Loop 303 to 152nd Street. Construction will begin in the spring of 2025.



Estrella Parkway: widening the road from MC85, across the river, to Vineyard Avenue. Construction is scheduled to begin in 2026.

Wrapped Up

You don't have to travel far in the city to run into road work, which can be frustrating, but the good news is that the work is making our roadways more efficient and ultimately improves traffic. While some street construction is from private companies, some are city projects, like the following that were recently completed:



New lane added on Cotton Lane south through Yuma Road and added a turn lane on Pima Street.



Added a westbound lane on Yuma Road west of Cotton Lane.



Removed the incomplete street on Bullard Avenue by widening it near Van Buren Street.



Modified left turn lanes to allow more vehicles in the lanes at PebbleCreek Parkway southbound at Virginia Avenue, Estrella Parkway northbound at Roosevelt Street and Litchfield Road westbound at McDowell Road.



Installed new traffic signal controllers and vehicle detection equipment to improve traffic flow at some of the city's busiest intersections.



Construction Zone Safety

Signs are posted for your safety and the safety of those working

- Slow down
- Keep a safe distance
- Expect the unexpected
- Pay attention
- Follow traffic signs and road crew flaggers
- Be patient and stay calm



WHY ARE WE BUILDING THAT IN GOODYEAR?

BECOMING A COMPLETE CITY.

Goodyear residents are passionate about their city. Ask just about anyone – whether it be your neighbor or someone under your roof – and they surely have an opinion about different things going up around their neighborhood. But sometimes that development can be frustrating, especially when it's unwanted or not what was expected.

Goodyear is only 15% built out, and there's more to come. That may be surprising, especially if you moved here several years ago before the tremendous growth. If there's one thing that most residents seem to agree on, it's the desire to have more restaurants, shopping and entertainment without leaving the city, but those amenities don't happen without more housing and employment options.

THESE ARE THE GROWING PAINS OF TRANSITIONING INTO A COMPLETE CITY.

You might be wondering why certain types of development are needed or if we already have enough homes. Development is driven by

the market's demand, and the city guides this development based on the General Plan. Although the city cannot directly control which companies choose to come to Goodyear, the plan outlines the vision of the community by identifying where certain types of development should occur. It is the foundation for the city council as the city strives for the right mix of residential, commercial and industrial development as part of our goal to have well-rounded growth in Goodyear.

BUT... THAT'S NOT THE BUSINESS I HAD HOPED FOR!

Have you ever been excited about something being built, only to be disappointed when you found out what it actually was? We've all been there. It might surprise you to know that the city doesn't pick and choose which businesses come to the city – that's up to the business – although the city does work hard to attract the businesses you want. But all businesses, whether it's the one you wanted or not, play a larger role in bringing the businesses to the city that you *do* want. When companies open in Goodyear and bring more job opportunities, and in turn bring more people to the city, that attracts more restaurant, retail and entertainment options that you want! Those businesses want to know that the city has enough customers for them to succeed.

The Path of GROWTH IN THE CITY OF Goodyear



7

EMPLOYEES/CUSTOMERS
SHOP & DINE IN GOODYEAR



6

EMPLOYEES PAY
MORTGAGE OR RENT



3

COMPANY HIRES
EMPLOYEES



4

EMPLOYEES NEED A
PLACE TO LIVE AND
WILL BUY OR RENT



5

COMPANY OPENS
FOR BUSINESS



2

COMPANY
HIRES
CONSTRUCTION
WORKERS



1

COMPANY CHOOSES
GOODYEAR



9

MORE INTEREST IN
GOODYEAR LEADS
TO MORE GROWTH



8

CITY COLLECTS
SALES TAXES TO PAY
FOR PUBLIC SAFETY
AND MORE

START

WHY ARE WE BUILDING THAT IN GOODYEAR?



WHY WAREHOUSES?

Some residents have expressed frustration with warehouses – which is part of larger industrial development in our city that includes distribution and advanced manufacturing. While it may feel like these facilities don't provide any obvious or direct benefits for residents, they play an important role in any complete and growing community. They provide jobs and improve infrastructure in the area, like roadways, and pay construction sales tax and development fees, which can sometimes amount to millions of dollars that go into the city's General Fund to pay for police and fire protection, parks and more. Recently, some of the dollars were used to build a new fire station on Citrus Road and Harrison Street and to expand the police operations building.



WHY DO WE HAVE DATA CENTERS?

The city's expanding technology corridor on Bullard Avenue south of I-10 is home to several new data centers. A data center is a facility with networked computers and digital storage that businesses use to organize, process, store and disseminate large amounts of data. In fact, a lot of the apps you use on your phone are powered by data centers. These centers attract high-paying tech jobs, bring additional fiber providers to the community and help to improve and expand the city's electrical grid system. Plus, the city receives ongoing tax revenue from them. That money, in turn, provides programs and services for residents.





MORE APARTMENTS?

Some residents ask about the amount of new multi-family developments going up around Goodyear. While the city doesn't build this kind of housing, the city zones land for this type of usage. From there, private developers who see the need for more rentals in Goodyear build their projects. For homeowners, it can sometimes be challenging to see the value that apartments bring to a community. It can be tough to buy a home in the current housing market and multi-family housing provides options for people who are not ready to purchase and those that want a smaller space, or lower maintenance. And more people in an area is really attractive to the restaurants and shops that everyone wants.



MULTI-FAMILY RESIDENCES REPRESENT ABOUT 15% OF RESIDENTIAL DEVELOPMENT IN GOODYEAR. SINGLE-FAMILY HOMES REPRESENT ABOUT 85% IN GOODYEAR.

DID YOU KNOW?

Most of the land in Goodyear is privately owned and not owned by the city. Often, a piece of land is zoned appropriately for its intended use, which means a project can be developed without a public approval process. The private property owner also has the legal right to request a rezoning and develop and sell their land as they choose.



MEET THE GOODYEAR YOUTH COMMISSION

Have you heard of the **Goodyear Youth Commission**? It's a city leadership program offered to Goodyear high school students. It's an opportunity for students to learn how the city operates and provides a place for them to develop leadership skills through community involvement.

What do the commissioners do? They take part in service projects and city events. They also represent the city at state and national conferences, and they discuss and provide feedback on youth-related issues that are important to them.

One of the annual highlights for the students is a trip to Washington D.C. to take part in the National League of Cities Conference. This year, four commissioners attended. During the trip, they met with Arizona Senators and Representatives and worked alongside youth commission delegates from across the United States. Students also visited landmarks and got a behind the scenes tour of the Senate and House Chambers.



"As the chair of the current year's commission, I couldn't have asked for a better commission to serve. We are all learning and serving the community in unison!"

Omar Abdul-Gawad
Estrella Foothills High School



"Attending the National League of Cities Conference in Washington D.C. was a highlight for me. We furthered our knowledge on municipal governments through informational panels and student-led activities."

Michaela Grumbling
Millennium High School



"I love being a part of the Goodyear Youth Commission because I get to have a positive influence and a huge impact on my home and my community."

Ameera Singh
Trivium Preparatory Academy



“The youth commission was a great tool to help bring about change in me. This past year, I gained crucial leadership skills to one day help the Latino community in Arizona. The

Youth Commission also provides critical networking availabilities. If you are looking for a great head start in life, this is the group to join.”

Sebastian Orozco

Estrella Foothills High School



“I have been a member of the Goodyear Youth Commission for three years and was voted by my fellow members to attend this year’s NLC Conference in Washington D.C. During the conference, I

had the opportunity to network with youth and politicians from across the U.S. and create new friendships with other youth commission leaders.”

Emma Yocopis

Canyon View High School



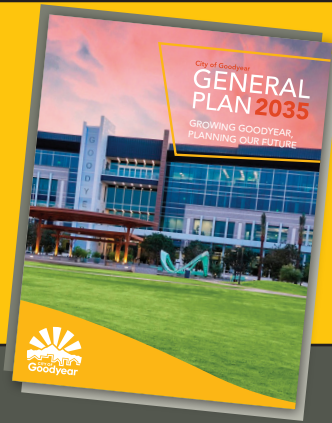
INTERESTED IN JOINING?

Applications to join the Goodyear Youth Commission are open until May 17.

You can apply today at

goodyearaz.gov/youthcommissionapply.

TAKE A FEW MINUTES TO FILL OUT YOUR GENERAL PLAN BALLOT BY MAY 21



Be Voter Ready

A special all-mail ballot election is taking place for Goodyear residents to vote on the General Plan

What is the Goodyear General Plan?

Every ten years, the city's General Plan is updated, adopted by council and ratified by voters. It's the plan of all plans for the city and acts as the foundational policy document that guides the future vision of Goodyear.

What went into updating the General Plan?

The process to update the General Plan started in 2022 with community input that continued through late 2023. A General Plan Committee, consisting of 15 residents and two community representatives, also met regularly for a year to review and discuss the existing plan in detail. The plan was updated with the feedback from the committee and the Goodyear community and adopted by the Goodyear City Council.

Why should I vote?

Voters will help shape the future of the city. The General Plan addresses important community issues like land use, growth and infrastructure. View the adopted General Plan at goodyeargp.com.

ELECTION IS MAY 21

Stay updated on election info at goodyearaz.gov/elections

GROWING GOODYEAR PODCAST

DON'T MISS OUT ON WHAT'S HAPPENING IN YOUR CITY!

LEARN MORE ABOUT HOW THE GENERAL PLAN IMPACTS YOUR DAY-TO-DAY LIFE AND HOW YOU CAN MAKE YOUR VOICE HEARD IN YOUR CITY'S FUTURE IN THE GROWING GOODYEAR PODCAST.

Check it out on these platforms



EMERGENCY NOTIFICATIONS

BE NOTIFIED OF EMERGENCIES WITH GY ALERTS

GY Alerts is a new, free service that sends customized alerts via text message, email and voice message when there's an emergency that's an immediate threat to life or property in the city. GY Alerts also offers customizable community notifications from other agencies and surrounding cities. These notifications include severe weather updates, safety alerts from state and county departments, major road closures from ADOT and more. To sign up for free or to learn more about the service, visit goodyearaz.gov/gyalerts.

PUT THE BRAKES ON ROAD RAGE



- 1** Avoid escalating situations by not responding to aggressive behavior.
- 2** Practice good driving habits: no tailgating, speeding or erratic moves.
- 3** Distance yourself from aggressive drivers by changing lanes or slowing down.
- 4** Smile and wave if you made a mistake.
- 5** Don't drive if you're upset, angry or tired.

Road rage can lead to criminal charges. **Drive Safe!**

MAY 27 MEMORIAL DAY

There will be trash,
recycling and bulk
pickup on Monday,
May 27.



Check your service day at
goodyearaz.gov/trash.

GOODYEAR FIRE DEPARTMENT

EMS OPEN HOUSE

SATURDAY, **MAY 18** • 9 a.m. to noon



MEET YOUR EMERGENCY MEDICAL PROFESSIONALS

LEARN HANDS-ONLY CPR and BLEEDING CONTROL SKILLS

SEE AND EXPERIENCE FIRE DEPT. EQUIPMENT

SAFETY INFORMATION | FREE EVENT



Fire Station 188

S. Citrus Rd & W Harrison St, 85338

For more information call/text 623-262-8748 or email gyfdce@goodyearaz.gov

**HONORING OUR PAST,
FORGING OUR FUTURE.**



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623-932-3910

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May 26 from 5-9 p.m.
GOODYEAR CIVIC SQUARE



HANDCRAFTED GOODS ◡ DOZENS OF VENDORS ◡ FOOD TRUCKS ◡ LIVE MUSIC

GOODYEARAZ.GOV/EVENTS