

JANUARY 2024

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InFocus



MAYOR PIZZILLO'S STATE OF THE CITY EDITION



Goodyear

Working Together To Do More

BUILDING A STRONGER CIT



If you are like me, you might be reeling from the speed at which 2023 flew by, and now we've turned the page on another year. Our future looks bright as we head into 2024. We made great progress last year in improving important services for our community, such as the expansion of our

police operations building, widening key roadways and hiring more staff to increase responsiveness to the needs of our residents. Through it all, we have connected with important partners to continue to carry out our goals and vision for the city.

We've forged partnerships to enhance services and attract visitors to our region. Our WeRIDE microtransit system is a collaborative effort with the cities of Avondale and Surprise. Another is our association with Perfect Game; the premier national provider of amateur baseball events is now hosting games at our very own ballpark. And our partnership with Alice Cooper's Solid Rock Teen Centers is one of our most recent developments. We know we can do more when we collaborate with others to get things done, so we are happy to explore innovative ideas with those who share our goals.

It is no secret that we are a growing city, and the Goodyear City Council is keenly aware of the need to be strategic in our growth. We want to attract the best array of amenities for our residents in the restaurant and retail sectors, as well as entertainment options. The first of many restaurants and retail shops are under construction around civic square as our new heart of Goodyear takes shape. A second parking structure is nearly completed to provide easy access to all the businesses that will be opening soon.

The area is already a special community gathering spot. We have continued to host many great events at Civic Square Park. Last year, we held our first ever Super Bowl block party, as well as concerts, festivals, farmers markets, food truck events, the West Valley Heart Walk and our annual Holidays on the Square activities.

Our conservative fiscal policies have positioned us well to withstand the economic uncertainties of the unsettled global economy, as well as decisions made by the state legislature as they eliminate our local revenue options.

The city hasn't raised property taxes in seven years thanks to our top-notch credit ratings and responsible approach to managing city funds. Our finances are stable and growing, and we are optimistic about future city revenues because we are a growing city prepared with the infrastructure needed for continued growth.

To help lead the city of Goodyear boldly into the future, we have a new city manager and three new deputy city managers, and in our municipal court, we have hired a seasoned and well-respected judge. We've hired additional staff—the best and brightest in their fields—to help us deliver the high-quality services our residents have come to expect.

Henry Ford once said, "Coming together is a beginning, staying together is progress and working together is success." We know that we can accomplish far more—and far better—when we work together. Whether it be collaborating with another city, partnering with a community stakeholder or joining in on a regional effort, we are always working toward ensuring that Goodyear remains a great place to raise a family, work and play.

The quality of life for our Goodyear residents continues to be the cornerstone upon which we focus our efforts. There is great momentum heading into a bright future for our city. If you aren't already involved in community activities, I encourage you



Mayor Pizzillo visiting with local students to talk about leadership with Buckeye Mayor Eric Orsborn, Liberty Elementary School District Governing Board President Michael Todd and Superintendent Dr. Cort Monroe.

Y THROUGH PARTNERSHIPS



① Mayor Pizzillo with city employees at a recognition celebration alongside councilmembers Sheri Lauritano, Wally Campbell, Bill Stipp and Vicki Gillis; ② Mayor Pizzillo and Councilmember Campbell with local teens volunteering at Make a Difference Day; ③ Mayor Pizzillo with local mayors and Governor Hobbs at the recurring West Valley Mayors' dinner; ④ Mayor Pizzillo with councilmembers Brannon Hampton and Vicki Gillis, hosting Sen. Brian Fernandez, Rep. Michael Carbone and Rep. Leezah Sun for a legislators visit.

to get connected — check out the offerings at the Georgia T. Lord Library and the Goodyear Recreation Campus, or look into the many boards, commissions and ad hoc committees, which are comprised of Goodyear residents and formed as advisory groups to the city council.

I am looking forward to all that is ahead for our great city, and I believe we will see many great developments that our residents desire in 2024. Collaboration is the key, and I hope you will join in as we work together to do more for Goodyear.

MAYOR PIZZILLO'S TOP 2024 PRIORITIES

ENSURING PUBLIC SAFETY

Public safety will always be a top priority. Goodyear will continue to be a place where our residents feel safe.

IMPROVING ROADS

Investments will be made to continue to improve traffic flow on our city streets. The city's newly updated Transportation Master Plan will help determine the projects that will take priority.

SOUND FINANCIAL MANAGEMENT

Our conservative financial approach is key to the city's success. We will plan wisely for the times we are in and the economic forecasts for the future.

QUALITY AMENITIES FOR OUR RESIDENTS

Goodyear will continue to grow into a complete city — a community that offers the services and amenities that our residents want and with the convenience of accessing everything right here at home.



VICE MAYOR LAURA KAINO

So far, every year this decade has had unexpected plot twists with the economy and in politics, and just like that, we are heading into another presidential election in 2024. I am so thankful that the city of Goodyear has a strong foundation of civility, professionalism and fiscal responsibility. We have been able to ride the waves of uncertainty and continue to grow and thrive. My wish for this year is that we will have some exciting retail, restaurant and business announcements that will be well received and welcomed by our residents.



COUNCILMEMBER SHERI LAURITANO

I am very excited for this new year. We have a lot of great community events coming soon to Goodyear, including family festivals and events at Goodyear Civic Square. Spring training also starts soon, and fans can catch the Arizona Diamondbacks, fresh off their World Series appearance, right here at our very own Goodyear Ballpark on Feb. 28 and March 1. We also have some great restaurants opening this year. Keep an ear out for more new business announcements.



COUNCILMEMBER WALLY CAMPBELL

I am excited about the continued growth of Goodyear Civic Square this year. More restaurants and shops are planned for our residents to enjoy. I'm also anxiously awaiting to hear announcements of what is coming to our city. It will be nice to have some of the major road construction in our city completed this year, too.

COUNCILMEMBER BILL STIPP

This year is bittersweet for me as it's the final year of my last term as a city councilmember. It will be a year of reflection and appreciation for trusting me with this position, and I hope that while you may not have always agreed with me or us as a council, you know we are always looking toward the future and what's best for our city. These past 13 years have been some of the most rewarding and challenging ones of my professional life.

We have seen great job growth, weathered difficult financial times and provided our residents with consistency and financial conservatism. I look forward to this year being one to slow our pace, reset our processes and refocus on the future for Goodyear in a resetting economy.



COUNCILMEMBER BRANNON HAMPTON

I hope that Goodyear's prosperity will continue this year. I look forward to the completion of ongoing infrastructure projects and continuing the development of the downtown area. Smart growth will continue to be a priority so that as we grow, we maintain the small community feel we enjoy. I am excited about the opportunity to welcome more residents to our great city and to get to know more neighbors during the various community events held throughout the year.



COUNCILMEMBER VICKI GILLIS

I am thrilled for this upcoming year and eager to contribute to the progress and development of our city. Restaurants and retail are still my top priority for our community. The one thing that I will always look forward to is my continued work and commitment to Goodyear's first responders, who work tirelessly to ensure our safety. As Goodyear continues to grow, it is crucial to maintain its safety and quality of life.



BUILDING DOWNTOWN GOODYEAR

“OUR DREAM OF AN URBAN, WALKABLE DOWNTOWN BECOMES MORE OF A REALITY WITH EACH STEP WE TAKE IN THIS PROJECT. THIS MEANS SO MUCH TO OUR RESIDENTS, AND WE COULDN'T DO IT WITHOUT OUR PARTNERS FROM GLOBE CORP.”

MAYOR PIZZILLO

The Heart of Goodyear

Since 1984, city leaders and residents have envisioned a place to gather for events, such as festivals, concerts and parades. A place that would create a true heart of the city. That vision is now reality!



GLOBE CORPORATION

“IT'S AN EXCITING TIME RIGHT NOW AS WE DEVELOP GSQ. GLOBE HAS OWNED THE PROPERTY SINCE 1971, AND WITH THE EXPLOSIVE GROWTH IN GOODYEAR, NOW IS THE TIME TO BUILD A NEW DOWNTOWN FOR THE CITY. THE ACTIVITY FOR OFFICE, RESTAURANTS AND RETAIL IS VERY STRONG. GSQ WILL BE THE ENVY OF EVERY CITY IN ARIZONA WITH THE PRIVATE-PUBLIC PARTNERSHIP CREATED BY GLOBE AND THE CITY OF GOODYEAR. WE LOOK FORWARD TO SHARING NEW RESTAURANTS AND SHOPPING IN 2024.”

CO-CEO GEORGE GETZ

DID YOU KNOW?

Downtown Goodyear will be home to the greenest parking

garage in the nation! The south parking garage, which will open in May, is being constructed using garage panels that were going to the landfill. Hear the full story at goodyearaz.gov/YouTube.

Downtown Goodyear is taking shape around city hall, off McDowell Road and 150th Drive. If you've driven by, you've seen the construction, and Globe Corp. is attracting highly desired businesses to this area, which is called GSQ. It will be a walkable urban center with high-quality restaurants, shopping and entertainment. The look and feel of GSQ will be just as important as what residents can do there, and visitors can expect to see high standards for architecture and landscaping to make this a prime and attractive destination in the city. It will be a welcoming place you want to be. Learn more about GSQ at goodyearaz.gov/downtown.

THIS PAST YEAR BROUGHT BIG BUSINESS ANNOUNCEMENTS!

COMING TO GSQ

THE STILLERY

BACCHUS WINE BAR

HIGH TIDE SEAFOOD
BAR & GRILL

COPPER & SAGE

THE YARD
MILKSHAKE BAR

SHAKE SHACK

F45 TRAINING

MIYU NAILS
AND SPA

OVER EASY

KEEP UP WITH THE LATEST ON
GOODYEAR'S DOWNTOWN AT
[GOODYEARAZ.GOV/DOWNTOWN](https://goodyearaz.gov/downtown)

ATTRACTING MORE BUSINESSES AND JOBS



WE WELCOMED A WIDE VARIETY OF BUSINESSES TO OUR GREAT CITY THIS YEAR. EACH ONE BRINGS A NEW OPPORTUNITY FOR OUR RESIDENTS, WHETHER IT BE A NEW RESTAURANT OR NEW JOBS. WE ARE THOUGHTFUL ABOUT THE DEVELOPERS AND BUSINESSES WE WORK WITH TO ENSURE RESPONSIBLE GROWTH THAT KEEPS THE CITY THRIVING.



MAYOR PIZZILLO

GOODYEAR'S 2023 BUSINESS HIGHLIGHTS

NEW BUSINESSES



NEW JOBS CREATED



INNOVATIONHUB PARTICIPANTS



*Based on businesses that worked with Goodyear Economic Development in 2023.

SOME GREAT RESTAURANTS AND RETAILERS OPENED THEIR DOORS IN GOODYEAR LAST YEAR



Any Lab Test Now
Beb'y's Nail & Hair Salon
Bell Bank Mortgage
Black Rock Coffee Bar
Champs Family Automotive
Chido MX Mexican Food
Chipotle
Country Griddle
Deadwax Records
Denny's
Dermatology for Animals
Enhanced Beauty and Wellness
Five Below

Freddy's Frozen Custard & Steakhburgers
Hobby Lobby
Journeys
KB Home Design Studio
MBI Industrial Medicine
Michaels
My Salon Suite
Nameen Infusion & Wellness
Next Level Gaming
Ocho Rios Jerk Spot
Playmakers
Potato Barn

QNail Bar II
QuickTrip
Raising Cane's
Redline Carts
Restore Hyper Wellness
Roman Empire Agency
Salad and Go
SiteOne Landscape Supply
SouthWest Federal Credit Union
Starbucks
Terra Cactus Boutique
The Social Suites at Estrella
Turner's Outdoorsman

**DID YOU
KNOW**



The manufacturing and logistics sectors have also attracted new businesses to the city, and existing companies like SubZero, Wolf and Cove are expanding in Goodyear and adding many more local jobs!

MAKING A DIFFERENCE TOGETH



I OFTEN SAY WE HAVE THE BEST RESIDENTS, AND I MEAN IT. GOODYEAR RESIDENTS CARE ABOUT OUR COMMUNITY AND TAKE TIME TO MAKE IT EVEN BETTER. I AM SO APPRECIATIVE OF ALL OUR RESIDENTS WHO HAVE SERVED THE CITY IN ONE WAY OR ANOTHER. THANK YOU FOR WORKING ALONGSIDE ME, COUNCIL AND CITY STAFF TO MAKE GOODYEAR THE BEST PLACE TO BE.



MAYOR PIZZILLO

IN ONE DAY Hundreds of Goodyear residents gathered to complete dozens of volunteer projects across the city. It was an impressive turnout for the city's 2023 Make a Difference Day.

VOLUNTEERS



HOURS DONATED



VOLUNTEERS WORKED TOGETHER ON VARIOUS MAKE A DIFFERENCE DAY PROJECTS



Building 20 beds for 20 kids in Goodyear



Picking up trash in neighborhoods



Yard clean up and landscaping for low-income senior residents

Painting over 150 fire hydrants

Sorting donations at Hope's Closet benefiting local domestic violence abuse shelter

Restriping parking stall lines at Goodyear Ballpark

Cleaning and painting fire lane curbs at local parks

CITY VOLUNTEERS DONATE ON AVERAGE 24,000 HOURS A YEAR!



Investing in Our Future

Last year, Goodyear voters approved three bonds to fund projects for traffic improvements, public safety and parks. Voter turnout was 30%, which is one of the highest in the city's history! These projects are now being integrated with other city projects for prioritization and to develop timelines. In May, residents will have another important vote. There will be a special election to vote on the updated general plan, Goodyear General Plan 2035. This plan acts as the foundational policy document that guides the vision of Goodyear. It addresses community issues across the spectrum, from land use and growth to infrastructure. This past year, the plan was updated based on community feedback received at various outreach activities. Residents serving on the General Plan Committee also provided regular feedback and were critical in developing the updated plan. You can read the General Plan at goodyearGP.com.



The Mayor, members of council and the city manager with the 2023 LEAD graduates.

Leading the Way

Last year, the city's LEAD program had its largest-ever graduating class in history, with 36 residents completing the program. LEAD (Leadership Enrichment and Development) is a free 12-week program for residents that provides an in-depth look

at how the city operates, while building relationships and growing emerging community leaders. The city also had 19 active boards, commissions and committees in 2023. Each one made up of residents volunteering their time to learn about important city issues and providing valuable feedback.

INVESTMENTS IN PUBLIC SAFETY

“

OUR POLICE AND FIRE DEPARTMENTS ARE TOP NOTCH, SECOND TO NONE. THEY ARE COMMITTED TO KEEPING OUR CITY SAFE AND PROVIDING EXCEPTIONAL EMERGENCY SERVICES. WE ARE ONE OF THE SAFEST CITIES IN THE VALLEY BECAUSE OF THE CLOSE RELATIONSHIP WITH OUR COMMUNITY. OUR FIRST RESPONDERS TAKE THE TIME TO UNDERSTAND THE NEEDS OF OUR RESIDENTS IN TIMES OF CRISIS AND MAKE IT A PRIORITY TO REFLECT THE COMMUNITY THAT THEY SERVE.

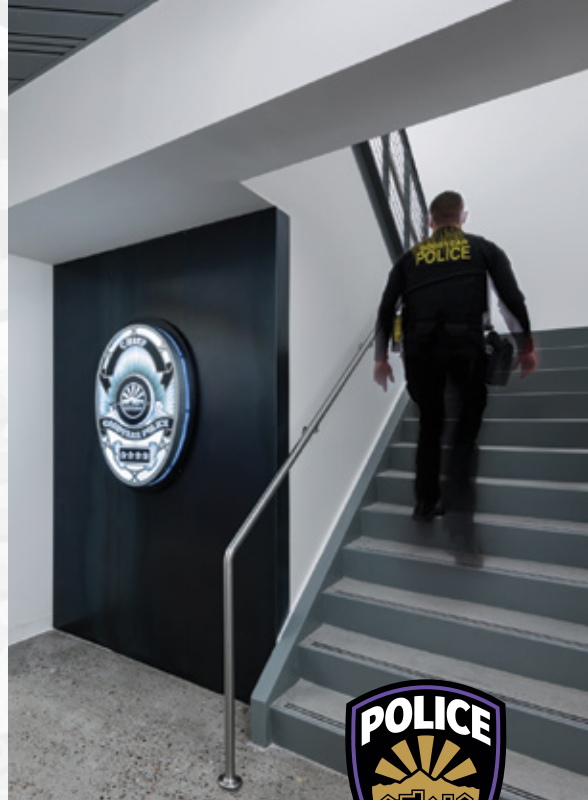
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MAYOR PIZZILLO

Opening Soon! Construction is wrapping up on a new fire station on the northeast corner of Citrus Road and Harrison Street. Fire Station 188 will help serve our growing city and is designed with

innovative features to ensure the long-term health and safety of firefighters. It's scheduled to open early this year.





Expanded Police Building Now Open

The expansion of the police administrative building on Van Buren Street just east of Bullard Avenue opened late last year. The building is now twice its original size and consolidates all divisions into a

single building with room for future growth. It includes a training center with an indoor shooting range, a scenario simulation room and a K9 training area.



New Ambulance Service

History was made last year when the city launched its own ambulance service. Previously, the fire department relied solely on a contracted ambulance provider to take patients to the hospital. Now, first responders can provide a continuum of care from the moment they arrive on the scene until they get the patient to the

Enhanced Crisis Care

Residents can count on the city's Community Response Team to be there in times of crisis. The team began in 2021, a first in the Valley to support a variety of needs from our residents, including mental health. The team is automatically dispatched along with firefighters and police officers during crisis incidents like drownings, house fires and traumatic injury. The team provides immediate behavioral health support and resources to those in need. The team expanded its hours last year to uphold the city's commitment to ensure this valuable resource is available to residents and now provides 12 hours of coverage, seven days a week.



hospital. Goodyear is still working with the regional contracted provider as the city's service continues to be built out.

A STRONGER REGION



I'M HAPPY TO SHARE THAT OUR REGIONAL PARTNERSHIPS HAVE LED TO SUCCESSFUL, EVEN AWARD-WINNING, SERVICES AND AMENITIES FOR OUR RESIDENTS. WE WORK CLOSELY WITH GROUPS AND AGENCIES ACROSS THE VALLEY IN A VARIETY OF IMPORTANT AREAS AND THIS PAST YEAR ESPECIALLY, I WANT TO THANK OUR PARTNERS IN TRANSPORTATION AND WATER.



MAYOR PIZZILLO



CELEBRATING ONE YEAR OF SERVICE

TRIPS



12,000

PASSENGERS



14,500

ON-TIME RATE



95%



Mayor Pizzillo accepting the Westmarc Excellence in Innovation Award for the WeRIDE service with Avondale Mayor Kenn Weise, Surprise Mayor Skip Hall and staff.

Increasing access to dependable transportation options is important to the Goodyear City Council. The city continues to work to provide alternative transportation options, like the **WeRIDE** microtransit service which celebrated its first year in November. Goodyear partnered with the cities of Avondale and Surprise to launch the app-based ride-booking service and continues to work together as it grows. **WeRIDE** hours recently extended an hour later and earlier to give residents more options.

DID YOU KNOW?

The West Valley mayors, including Mayor Joe Pizzillo, were honored with the

WESTMARC President's Award. This award highlights their exceptional leadership in securing legislative approval for the Prop 400 extension, a vital project that will further improve transportation services and infrastructure in the West Valley.

WeRIDE received two prestigious awards in 2023. It won the WESTMARC Excellence in Innovation Award for its commitment to innovation, significant impact on the West Valley and contributing to the region's sustainable growth. It also earned the Maricopa Association of Government Livable Community award for improving transportation.

A STRONGER CITY

THIS PAST YEAR, THESE MAJOR ROAD PROJECTS WERE COMPLETED TO IMPROVE TRAFFIC FLOW

■ Cotton Lane and Yuma Road widening and extra lanes including:

- New dedicated right turn lane onto westbound Yuma
- Additional southbound lane through the intersection
- Additional westbound lane on Yuma through the intersection
- Cotton and Pima Street, a new dedicated left turn lane at Pima

■ Bullard Avenue and Van Buren Street widening and additional southbound lanes from Celebrate Life Way south through the intersection

This year, more street improvement projects will begin. Council approved an updated Transportation Master Plan last month. In combination with the recently approved transportation bond, it accelerates investments in the city's transportation network and helps determine which projects to prioritize.

Ensuring a Safe and Reliable Water Supply

Goodyear is a leader in water management and conservation. At 82 gallons per day of residential indoor and outdoor use, the city is one of the most water efficient in the Valley! Goodyear water customers who have taken advantage of more than one of the water-saving services offered have reduced their water usage by 17% on average in the past year. Efforts like this require a strategic and collaborative approach. Goodyear plays an active role

in statewide water planning efforts and works closely with the Arizona Municipal Water Users Association and the West Valley Water Association. The city is involved in water allocation and drought discussions and is part of the collaborative decision-making processes on important water issues that impact the needs of residents.

Innovative Water Technology

In 2023, the city worked alongside the technology company Microvi to develop a more efficient water process – the first of its kind in Arizona. The city can now remove nitrates, which are found in groundwater, by using microscopic organisms encapsulated in a cocoon-like shell to kickstart the nitrogen cycle, reducing the nitrates to nitrogen gas.



LEADERSHIP & COLLABORATION

Goodyear Mayor and Council serve on federal, state, regional and local committees and boards to ensure Goodyear's voice is represented at all levels of government. A few examples of these leadership roles include, but are not limited to, the following:

- ▶ Mayor Pizzillo serves on the League of Arizona Cities and Towns Executive Committee, Greater Phoenix Economic Council Board of Directors, Maricopa Association of Governments (MAG) Regional Council and WESTMARC Executive Committee.
- ▶ Councilmember Sheri Lauritano serves as the President of the Arizona Municipal Water Users Association and is a member on the MAG Regional Domestic Violence Council.
- ▶ Councilmember Wally Campbell is an active participant with the National League of Cities, serves on the Southwest Valley Chamber Board of Directors and the MAG Human Services & Community Initiatives Committee.
- ▶ Councilmember Bill Stipp serves as the Chair of the Valley Metro Regional Public Transportation Authority Board and is a member on the MAG Transportation Policy Committee.

SUN

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Spring Training 2024

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Game times, dates, promotions and opponents are subject to change. Game times are in MST.

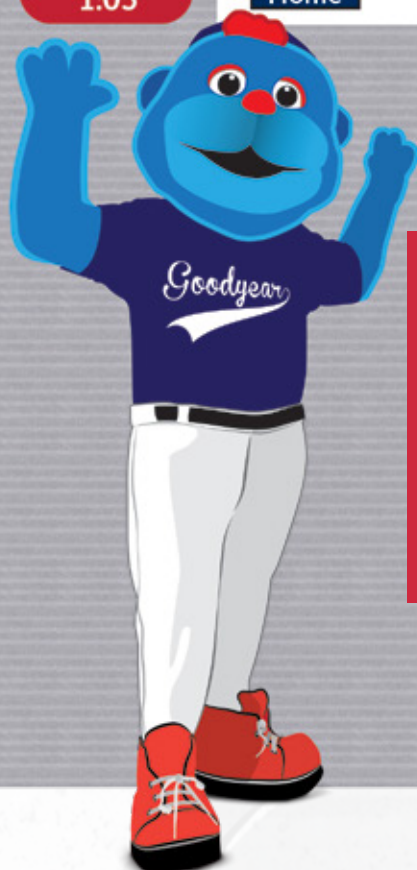


Home



Home

GOODYEAR BALLPARK



Tickets are on sale online at

goodyearbp.com

for the 2024 spring training season

at Goodyear Ballpark.

goodyearbp.com

LUNCH WITH WYNETTE



In each episode of Lunch with Wynette, you'll meet a city employee and get to check out a local restaurant.

Visit goodyearaz.gov/YouTube for the latest episode where Wynette sits down with Sgt. James Dougal from the Goodyear Police Department at Roman's Oasis.

It's a
Great time
to be in Goodyear.

GOODYEAR CITY COUNCIL CALENDAR

Jan. 8	5 p.m.	Council Meeting
Jan. 22	5 p.m.	Work Session
Jan. 29	5 p.m.	Council Meeting
Feb. 5	5 p.m.	Work Session
Feb. 12	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.



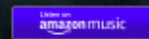
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Questions or comments, email: communications@goodyearaz.gov

GROWING GOODYEAR PODCAST

HOLIDAY BLUES HAVE YOU FEELING DOWN?

LEARN ABOUT THE CITY'S NEW MENTAL HEALTH PILOT PROGRAM THAT'S FREE TO RESIDENTS ON THE NEWEST EPISODE OF THE GROWING GOODYEAR PODCAST.

Check it out on these platforms

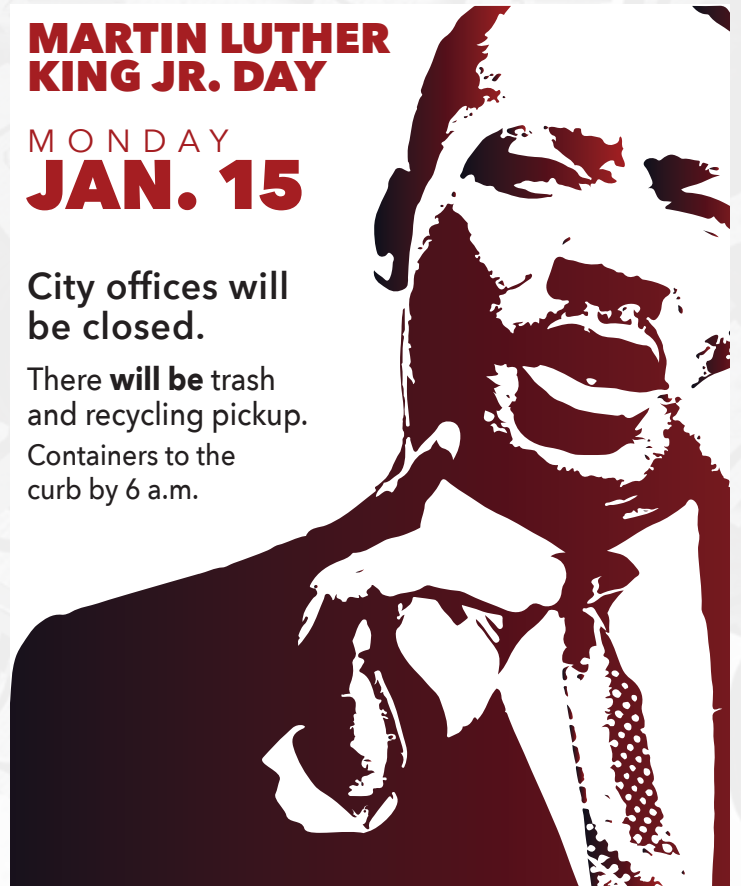


MARTIN LUTHER KING JR. DAY

MONDAY
JAN. 15

City offices will be closed.

There **will be** trash and recycling pickup. Containers to the curb by 6 a.m.





1900 N. Civic Square
Goodyear AZ 85395
goodyearaz.gov
623-932-3910

ECRWSS
Postal Customer

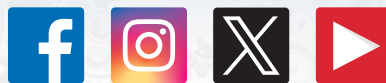
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GOODYEAR, AZ
PERMIT #216



Mayor Joe Pizzillo's State of the City Address

Watch **LIVE** on the city's social media pages

Thursday, Feb. 8 | 8 - 9 a.m.



Goodyear

Working **Together** To Do More