

SEPTEMBER 2022

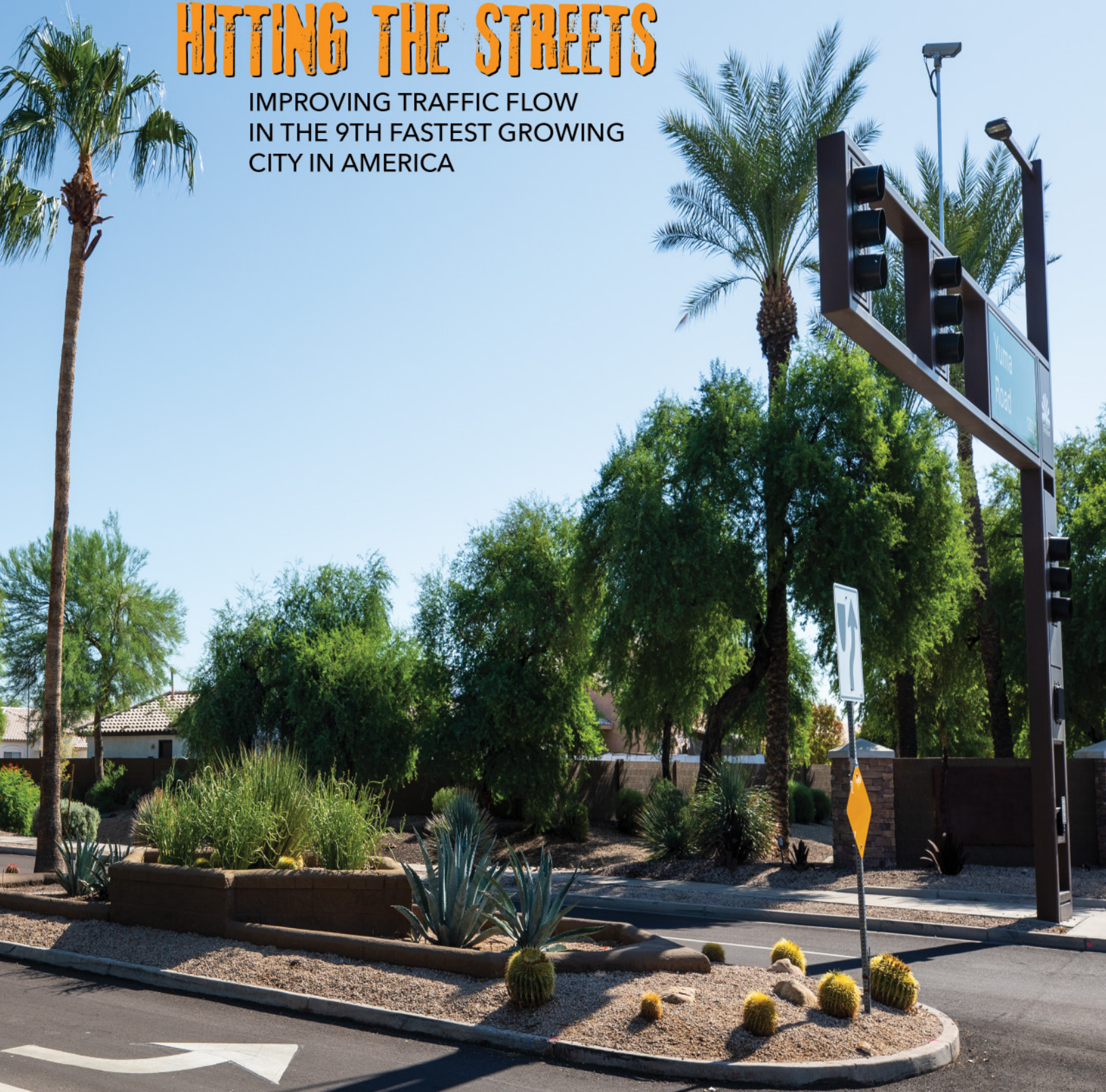
goodyearaz.gov/InFocus

InFocus



HITTING THE STREETS

IMPROVING TRAFFIC FLOW
IN THE 9TH FASTEST GROWING
CITY IN AMERICA



AT A GLANCE Roads are essential to our daily lives. Whether heading to work, taking the kids to school or meeting a friend for lunch, you're traveling on city streets to get to all of life's many destinations. This InFocus provides a behind-the-scenes look at how streets in Goodyear are maintained and planned and what's being done to improve traffic flow in our rapidly growing city.



Give your neighbor a gift on Good Neighbor Day, Sept. 28.

FREE Good Neighbor Day bags, ready to fill with items suggested by any of the five starter kit lists or items of your choice, are available at city hall.

- Nice to Meet You Kit
- Homework Helper Kit
- Junk Drawer Starter Kit
- Movie Night Kit
- New Parent Kit



goodyearaz.gov/goodneighbor

FREE Workshops

for residents are now available at

Loma Linda Community Center

Managing Time and Stress • Saving Money for College

Best Practices in Developing a Budget • Building Relationships • Health and Nutrition

View class schedules and get registered at goodyearaz.gov/communityclasses.

GOODYEAR CITY COUNCIL



(l to r): Bill Stipp, Patrick Bray, Laura Kaino, Mayor Joe Pizzillo, Wally Campbell, Sheri Lauritano and Vice Mayor Brannon Hampton.

GOODYEAR CITY COUNCIL CALENDAR

Sept. 12	5 p.m. 6 p.m.	Work Session Council Meeting
Sept. 19	5 p.m.	Work Session
Sept. 26	5 p.m. 6 p.m.	Work Session Council Meeting
Oct. 3	5 p.m. 6 p.m.	Work Session 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

From the Mayor



Mayor
Joe Pizzillo

As I drive around our beautiful city and as I speak with residents, it is evident that traffic flow is a concern in Goodyear. We are addressing the issue of scalloped streets, or incomplete streets, with a new approach to road improvements adjacent to new development in the city. We are also working

to optimize traffic signals to improve traffic flow as we continue to grow.

The Goodyear City Council has also identified the need to take a more proactive approach towards the development of the city's overall transportation network, which includes roads, bike lanes, pedestrian-friendly paths, public transit micro-mobility and other emerging technologies.

As a result, the Goodyear Transportation Master Plan (TMP) is being updated. It outlines projects and programs for the next 20 years, with an emphasis on providing safe and efficient transportation in a

proactive and fiscally responsible manner. It also identifies funding opportunities, such as grants or specific transportation funding sources.

There are several key elements of the TMP that will help guide the city into the future. These important elements include an analysis of current street conditions, planned transportation projects and a citywide traffic demand forecast. All of this will help to develop a prioritized recommended guide that can be used to address the needs of the transportation network in both the short-term and long-term.

A thorough public involvement process with Goodyear residents, local businesses and regional partners will take place over the course of a year and a half. Be on the lookout for ways to get involved and to learn more about working together on the Goodyear of tomorrow!



Councilmember
Patrick Bray

Council Corner

You may have heard the term "growth pays for growth." This was a policy implemented by Goodyear years ago, and it has worked well for the city and residents. What does it mean? As new businesses locate here and build

facilities, they work closely with the city to upgrade nearby streets, install traffic signals and contribute to other important infrastructure projects. This policy helped the city maintain a balanced budget and focus resources on other important areas for many, many years. However, we have recently switched our policy to a cost-recovery model to help stay ahead of future growth. This means that the city will now be more proactive and invest in street improvements, as necessary, then recoup the cost from future businesses when they choose to build their projects.

Goodyear has been in a tremendous growth phase the past several years, and we are excited to welcome new businesses and residents to our community. This growth can create challenges, though, and put pressure on existing infrastructure – especially on our streets. The Goodyear City Council recognizes that traffic congestion is a growing issue, and we are committed to meeting the needs of our residents and those looking to develop and do business in the city.

Along with this policy change, the council approved the allocation of more than \$225 million over five years for transportation projects and road infrastructure in this year's Capital Improvement Program budget. The council is also working closely with staff to make sure we are committing time and resources to catch up to the growth and stay ahead of what is yet to come. It is a special time for the city of Goodyear, with so many opportunities on the horizon, and we are committed to making strategic investments and adapting our policies to ensure we remain a great place to live, work and play.

KEEPING OUR STREETS

GOODYEAR STREETS BY THE NUMBERS

1,095

MILES OF PAVEMENT



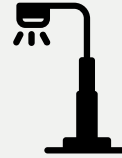
105

TRAFFIC SIGNALS



9,991

STREETLIGHTS



17,175

STREET SIGNS



DID YOU KNOW?



The city has identified specific routes for large trucks in the city. However, by law, they are able to take the most direct route to and from freeways, to pick up shipments or to make a delivery. You might also see them in a neighborhood if they are making a delivery to a home.

An Intersection from a Different View

While you're sitting at a red light in Goodyear, Hugh Bigalk is the eye in the sky monitoring an aerial view of the intersection. As the city's traffic engineer, Hugh makes sure traffic is flowing as smoothly as possible. He leads a team in the traffic management center whose duties include adjusting the duration of traffic signals based on traffic flow. "There are adjustments we can plan for like rush hour or when there's scheduled construction on I-10 and we know more vehicles will be taking surface streets," said Hugh. "Then, there are moments when we see a street or two backing up unexpectedly and have to quickly make adjustments.

That happens a lot when there's a freeway crash and cars are detouring around it." As the city grows, Hugh often hears firsthand from residents frustrated with the number of cars on the road. He says he tries to explain traffic coordination, but it's not as simple as it might sound. "It's really a science, as traffic volumes can change from day to day," he said. It's a science he's passionate about. "Goodyear takes pride in keeping our streets safe and clean, and staff works continuously to build upon that," said Hugh. "We have several upcoming big road projects, including widening some major streets to improve traffic flow."

PRO-TIP

Streetlights are coordinated, and by driving the speed limit, you increase your chances of hitting more green lights!



Hugh Bigalk, traffic engineer, and Chris Bridges, transportation planning manager, monitoring the city's traffic flow from the traffic management center.

Workin' 2 to 9

Dolly Parton wasn't considering street sweepers when she wrote her hit song **9 to 5**. In Goodyear, street sweepers hit the streets at 2:30 in the morning. Being on the road while most residents are sleeping prevents drivers from getting stuck behind them. The street sweeper operators drive about 7 mph to ensure proper cleaning. Less traffic also allows them to sweep more pavement and work most efficiently. Every morning, they start off on the city's main streets and then move into neighborhoods. Each neighborhood is swept once a month to correspond with bulk trash pickup. The street sweeper vehicles pick up about 1,200 tons of stuff a year that's delivered to the landfill. It collects everything from candy and wire to shoes and clothes!

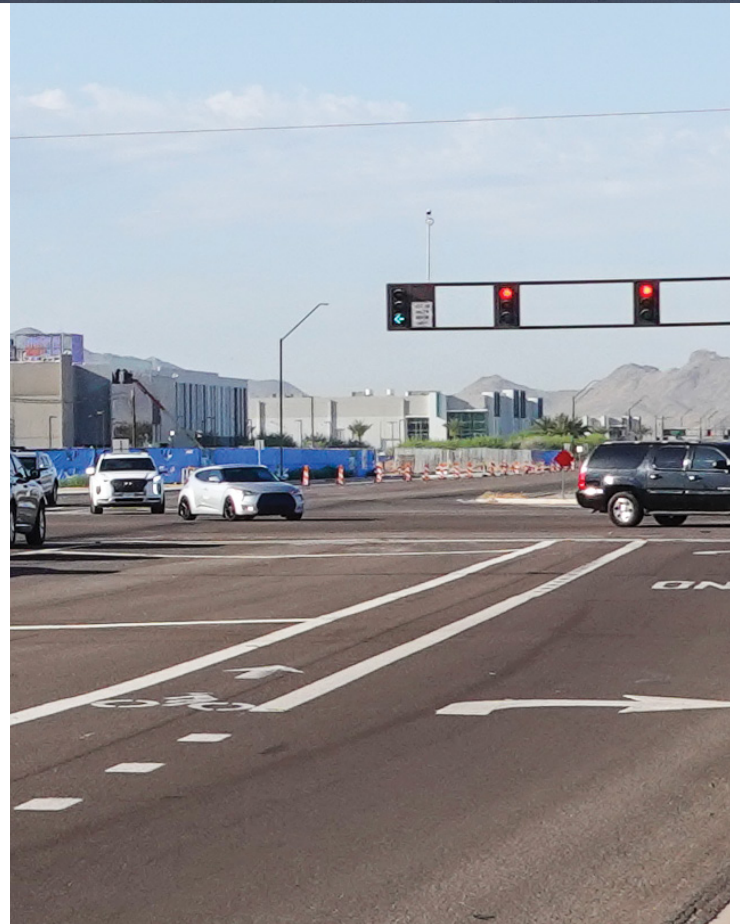


Left Turn Arrows

Late last year, a big change took place at city intersections when traffic signals were changed from a lagging left turn arrow to a leading left turn arrow. Now, drivers turning left get a green turn arrow before the main traffic light turns green.

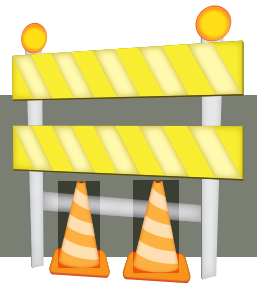
Why is a leading left better?

- ★ It allows for better traffic flow at intersections.
- ★ Vehicles turning left can now proceed through the intersection first and not block through traffic.
- ★ It gives the city more flexibility to move traffic better, especially during peak traffic hours or when vehicles detour off of I-10 due to an accident or construction. For example, the city can run a left green arrow at the same time as a green light for through traffic if there is no opposing traffic waiting to make a left turn.
- ★ It is consistent with surrounding cities, so there's less confusion and chance for accidents from those traveling into Goodyear.



IMPROVING CITY STRE

THE CITY'S ANNUAL BUDGET THAT STARTED IN JULY HAS A STRONG FOCUS ON ROADWAY IMPROVEMENTS. THE BUDGET ALLOCATES NEARLY 40% OF THE CAPITAL IMPROVEMENT PROGRAM DOLLARS TO STREETS AND TRANSPORTATION PROJECTS.



Projects happening this budget year:

- Removing the scalloped street by widening Bullard Avenue near Van Buren
- Modifying 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
- Adding another westbound lane on Yuma Road west of Cotton Lane
- Widening Estrella Parkway/PebbleCreek Parkway under I-10
- Widening Camelback Road from SR 303 to 152nd Avenue
- Installing new traffic signal controllers and vehicle detection equipment to improve traffic flow at some of the city's busiest intersections



Learn more about these projects at
goodyearaz.gov/projects

Money for Streets Road projects in the city are paid for through a combination of sources.

City Budget

Every year, the city sets aside money received from local taxes and development impact fees for streets and transportation

HURF Funding

Every city receives a portion of what the state collects in gas tax and vehicle registration fees

Regional Sales Tax

The county's half-cent sales tax for transportation is used for improvements to Interstate 10, Loop 303 and for new projects such as the future State Route 30

Grants

Competitive transportation grants are available on a regional, state and federal level



ETS IS A TOP PRIORITY

Planning for Growth

A citywide traffic count is conducted every two years in Goodyear. It provides the city with information on the growth in the volume of traffic, which roads are the busiest and other travel patterns. The data is key in determining traffic signal and street improvement projects. It's also used to attract new businesses, especially retailers who want to be located near busy roadways. Consistently tracking traffic counts and patterns allows the city to better understand where traffic growth is occurring and plan for new transportation needs. "Large road projects take years of planning," said Sumeet Mohan, the city's director of engineering. "Every year, we're adding new projects as others wrap up. It's a continuous cycle. We're always planning at least five years in advance." As the

ninth fastest growing city in the country, Goodyear also must be flexible. "The city's Transportation Master Plan provides the framework for 20 years and is updated every five years, based on things such as growth projections and community input," said Sumeet. "But it's critical that we also allow room for the unexpected." Goodyear is in the early stages of updating the Transportation Master Plan. Residents will be part of the 18-month process and community input will be needed. The final plan is anticipated to be completed by the end of 2023.



Sumeet Mohan
Goodyear Engineering Director

Build It and They Will Come

Another way the city is preparing for future growth is by 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 the frontage of their property. For streets with the highest traffic congestion, the city will now build out the roadways ahead of time and future developers will pay the city back. This reduces the creation of scalloped streets, or incomplete streets, and increases safety, capacity and consistency of the roadway network.



**DID YOU
KNOW**



When the city plans a street project, it's not just the roadway that's considered. Streets are planned, designed, constructed and maintained to provide safe and convenient access for all users regardless of age, ability or mode of transportation. That means bike lanes, sidewalks, streetlights, signage, bus bays, ADA guidelines, drainage and landscaping are all considered and part of the complete street concept.

Alternative Ways to Travel the City of Goodyear

Need to go to a medical appointment, the grocery store or the pharmacy? Those are just a few places the city's new transit service, **WeRide**, can take you when it launches on a trial basis later this year. Using an app, you'll be able to request a ride within a dedicated service area. A **WeRide** vehicle and driver, offered by a transportation provider selected by the city, will then pick you up at a designated spot. For more information, visit goodyearaz.gov/WeRideMicro.



Electric scooters are another way to make short trips around the city. Bird scooters can be rented by the minute by anyone 18-years-old and older with a valid license or permit. Learn more about riding one, including the rules, where to park and how to report concerns, at goodyearaz.gov/escooters.



There are also several bus routes that will take you to Downtown Phoenix, to the Phoenix Zoo and beyond! The city also offers Dial-A-Ride and RideChoice services for ADA-certified customers. All of these services are operated by Valley Metro and information is available at valleymetro.org.



DID YOU KNOW?

Not all road construction in Goodyear is a city project. For example, a utility company might need to access underground power lines, which may temporarily disrupt the flow of traffic.



e-Scooter DO's and DON'Ts

Learn more about the city's scooter regulations and how to safely ride and park at goodyearaz.gov/escooters.

DO Follow the rules of the road. Reckless riding is a Class 2 misdemeanor.
Park it in a safe spot and upright using the kickstand.

DON'T Leave it in the middle of walkways and blocking driveways. When a ride is over, it will lock and can't easily be moved.
Push it over.

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



Your Input is Needed to Help Shape the Future of Our City

*What do you want the city
to look like in 15 or 20 years?*

The city is already laying the foundation for that far in advance. Weigh in on the **General Plan** and the **Parks, Recreation, Trails and Open Space Master Plan** to share what you'd like to see in Goodyear's future. The General Plan acts as the foundational policy document that guides the future vision of the city for the next decade.

Some areas the General Plan will outline include:

- Land Use
- Circulation & Bicycling
- Open Space & Recreation
- Revitalization & Redevelopment
- Neighborhood Preservation
- Conservation
- Energy
- Public Buildings & Services
- Housing
- Safety

A citizen committee met for the first time last month and will continue to meet regularly to give input on what the new general plan should include. Community meetings will also continue to be held for residents to provide feedback. Residents will vote on the city's General Plan in 2024. To subscribe to updates and learn more about the General Plan, visit goodyeargp.com.



The Parks, Recreation, Trails and Open Space Master Plan provides policies and guidance specifically related to city parks and recreational services.

Take an online survey and get information on upcoming community meetings at goodyeargameplan.com.

The plan is organized around the following themes:

- High-quality parks and recreational facilities
- Trails that connect the community
- Community wellness through recreation
- Sustainable maintenance practices
- Partnerships and options for funding
- Future facilities to meet growth needs

Other Ways to Get Involved

There is no shortage of ways to get involved in your city. The city often has openings on boards, commissions and ad hoc committees, which are critical to the city's success. Members of these groups are volunteers and are appointed by the city council. They make recommendations to the council

regarding a range of topics, including projects and policy related to arts and culture, planning and zoning, parks and recreation and so much more!

Applications for city citizen boards, commissions and committees are always accepted. Apply today at goodyearaz.gov/boardsrecruit.



TUES., OCT. 4 • 5–8 p.m.

Goodyear Civic Square

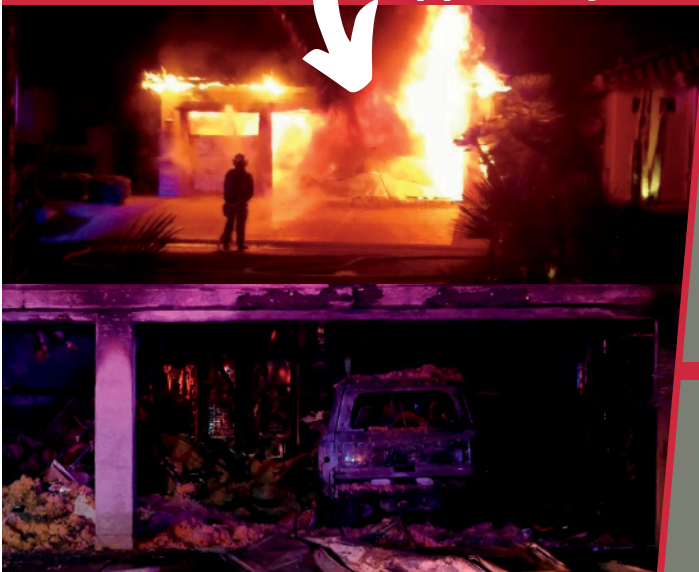
1900 N. Civic Square

A community celebration to get to know your police officers!
There will be food trucks, bounce houses, music and prizes!

Police • Community Partnerships



Don't let this happen to you!



**Improper charging
of golf carts can
lead to a fire.**

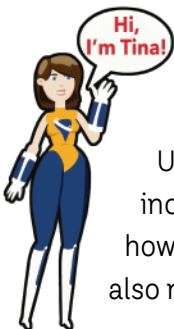
**Follow these simple steps to help
prevent golf cart fires:**

- 1.** Follow manufacturer's charging recommendations.
- 2.** Use charger and cord provided by the manufacturer.
- 3.** Charge cart when someone is home — never overnight.

For more information visit:

Community Risk Reduction

623-882-7308 or gdyrfdccr@goodyearaz.gov



Need to Report a Problem? Tell Tina!

Use the Goodyear app to quickly and conveniently alert city employees, like “Tina,” to a number of issues, including potholes, debris in the roadway, non-working traffic signals and streetlights. Learn more about how your report is processed and how you can track it at goodyearaz.gov/mobileapp. You can also report issues at goodyearaz.gov/reportproblem.



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

ECRWSS
Postal Customer

PRST STD
U.S. POSTAGE
PAID
GOODYEAR, AZ
PERMIT #216

October 1 ★ 5:30-9:30 p.m.

goodyearaz.gov/events

GOODYEAR ROCKS

Emerging Rock Bands • Live Artwork
Giveaways • Food Trucks • Free Entry

GOODYEAR RECREATION CAMPUS 420 S. Estrella Pkwy.