

City of Goodyear

GENERAL PLAN 2035

GROWING GOODYEAR
PLANNING OUR FUTURE

COMMUNITY
ASSESSMENT



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Intro

It is the *people, places, and pathways* that make Goodyear the City that it is today and will be in the future. To understand the existing conditions of the community, we must first understand the *people*, their lifestyles, challenges, and needs. Second, we must understand the *places*. As the residents cannot exist without a *place*, it is paramount to understand environmental health, and the way the City has developed or preserved the land. Lastly, the *pathways* that connect people and places must be examined to understand how the people move through the land, and how they utilize its resources. This document follows the themes of People, Places, and Pathways as it examines the multiple facets of Goodyear.

Purpose

The goals of this document include:

1. to review the City's social, natural, and built resources, systems, and assets,
2. to review existing and relevant reports, plans, processes, and policies, and
3. to identify opportunities, challenges, and constraints to assist in the general plan and land use planning process.

Process

This Community Assessment compiles much of the great and recent work of City of Goodyear staff, as well as current statistical data from the US Census Bureau, Maricopa Association of Governments, and other State and local agencies to achieve a concise summary of conditions, trends, and plans within the City. This summary will inform the creation of the *General Plan 2035: Growing Goodyear, Planning Our Future*, as well as guide the land use plan update, and lead to specific policies and measurable actions.

Throughout the document comparisons are also made to jurisdictions that Goodyear has identified as aspirational benchmark communities: The Town of Gilbert, City of Chandler, and City of Peoria. Additional comparisons are made to Maricopa County and State, as well as other neighboring communities: The City of Litchfield Park, City of Surprise, City of Glendale, City of Buckeye, and City of Avondale.

Planning Area

The City of Goodyear is in the Southwest Valley of Maricopa County, approximately 15 miles west of the City of Phoenix along Interstate 10. It is bounded by the Town of Buckeye, the City of Avondale, and the City of Litchfield Park. The Gila River bisects the northern section of the City, while the Sierra Estrella Mountains and the Sonoran Desert National Monument frame the southern section of the City.

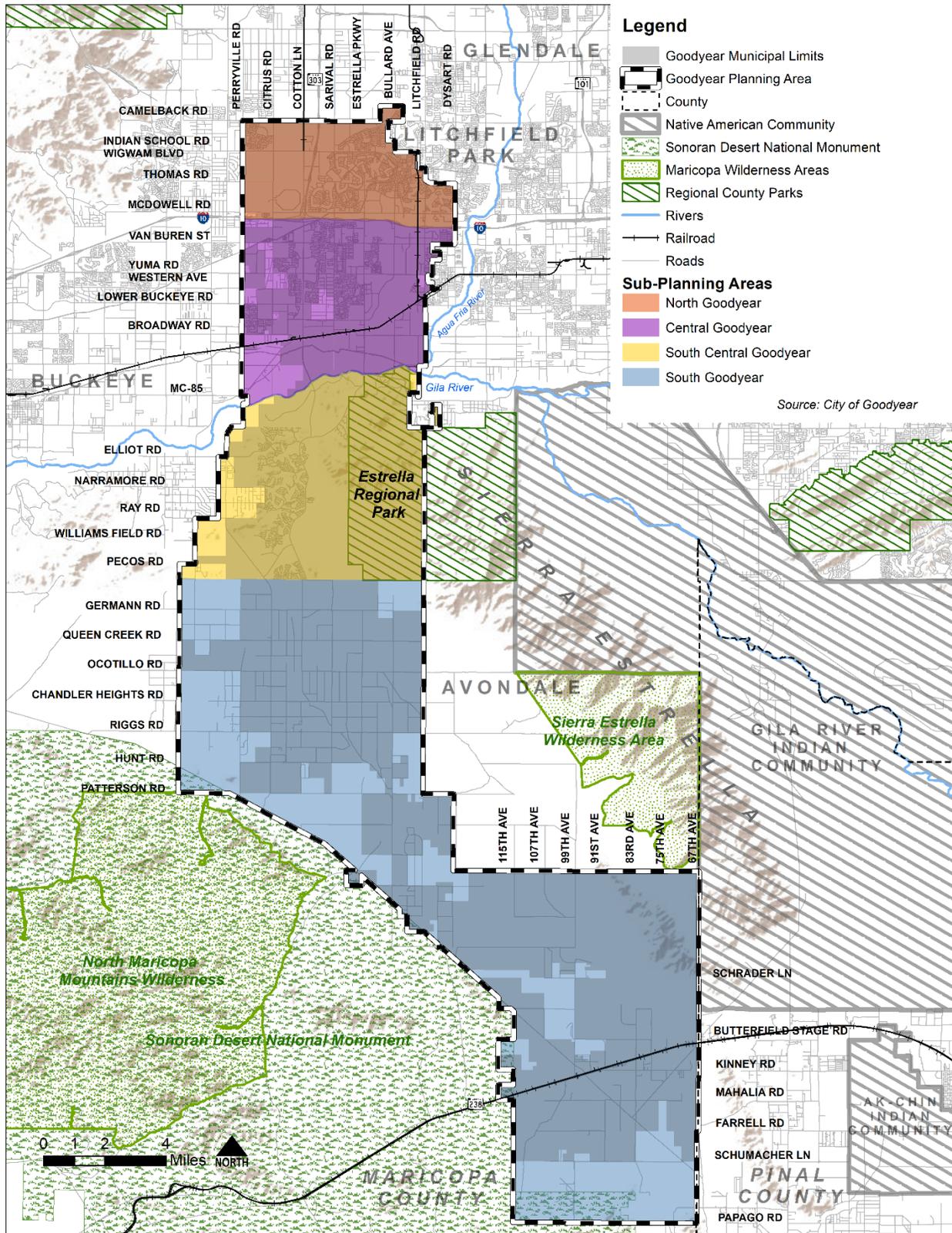
Municipal Planning Area

The City of Goodyear Municipal Planning Area is approximately 246.6 square miles, 191 of which are formally incorporated into the City of Goodyear Municipal Limits. Within the current extent of the planning area, approximately 55 additional square miles have potential for annexation. Within this document, the planning area consists of four subareas identified for their differences in population, services, and/or needs (**Figure 1**).



1. *North Goodyear*: Area north of Interstate-10. Encompasses Pebble Creek, Palm Valley, Goodyear Civic Square, Luke Air Force Base southern corridor.
2. *Central Goodyear*: Area between Interstate-10 and the Gila River. Encompasses Historic Goodyear, Canyon Trails, Ballpark Village, and Phoenix-Goodyear Airport.
3. *South Central Goodyear*: Area between the Gila River and Pecos Road. Encompasses the community of Estrella and Estrella Mountain Regional Park.
4. *Southern Goodyear*: Area south of Pecos Road. Encompasses Sonoran Valley, Mobile, Butterfield Landfill, and Lufthansa Airstrip.

Figure 1: Goodyear Sub-Planning Areas



People

The residents of Goodyear are the driving force behind its success and their quality of life is key to a strong future for the community. Learning who they are and what they need from their city will help to shape policy that is reflective of their culture and values. In addition to demographics, this section contains a summary of housing conditions, economic health, and physical health and safety.

Culture Profile

Current Conditions

A. Demographics

1. Population

Goodyear experienced the largest percent change of population from the 2010 to 2020 Decennial Census when compared to all select comparison communities apart from Buckeye, as well as outpacing overall County and State growth. Goodyear was also recently recognized as one of the top 10 fastest growing communities in the nation following the release of 2020 Census data.

Table 1: Population Growth Rate

Demographic Category	2010 Population Estimate*	2020 Population Estimate**	Population Growth since 2010*	Percent Change since 2010
Goodyear	65,275	95,294	30,019	45.99%
Avondale	76,238	89,334	13,096	17.18%
Buckeye	50,876	91,502	40,626	79.85%
Chandler	236,123	275,987	39,864	16.88%
Gilbert	208,453	267,918	59,465	28.53%
Glendale	226,721	248,325	21,604	9.53%
Litchfield Park	5,476	6,847	1,371	25.04%
Peoria	154,065	190,985	36,920	23.96%
Surprise	117,517	143,148	25,631	21.81%
Maricopa County	3,817,117	4,420,568	603,451	15.81%
Arizona	6,392,017	7,151,502	759,485	11.88%

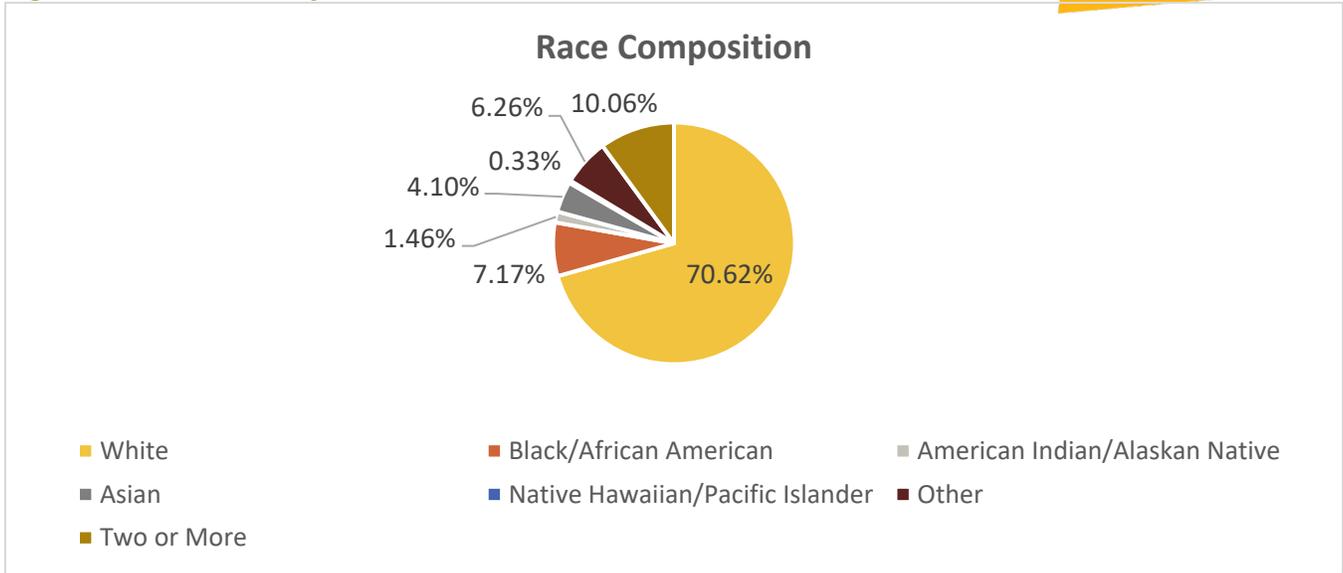
Source: U.S. Census Bureau *2010 Decennial Census, **2020 Decennial Census

2. Race & Ethnicity

One of the standout differences in Goodyear as compared to their Benchmark Communities is amongst the race and ethnicity compositions. Goodyear has a higher percentage of Black/African American and Hispanic Latino populations.

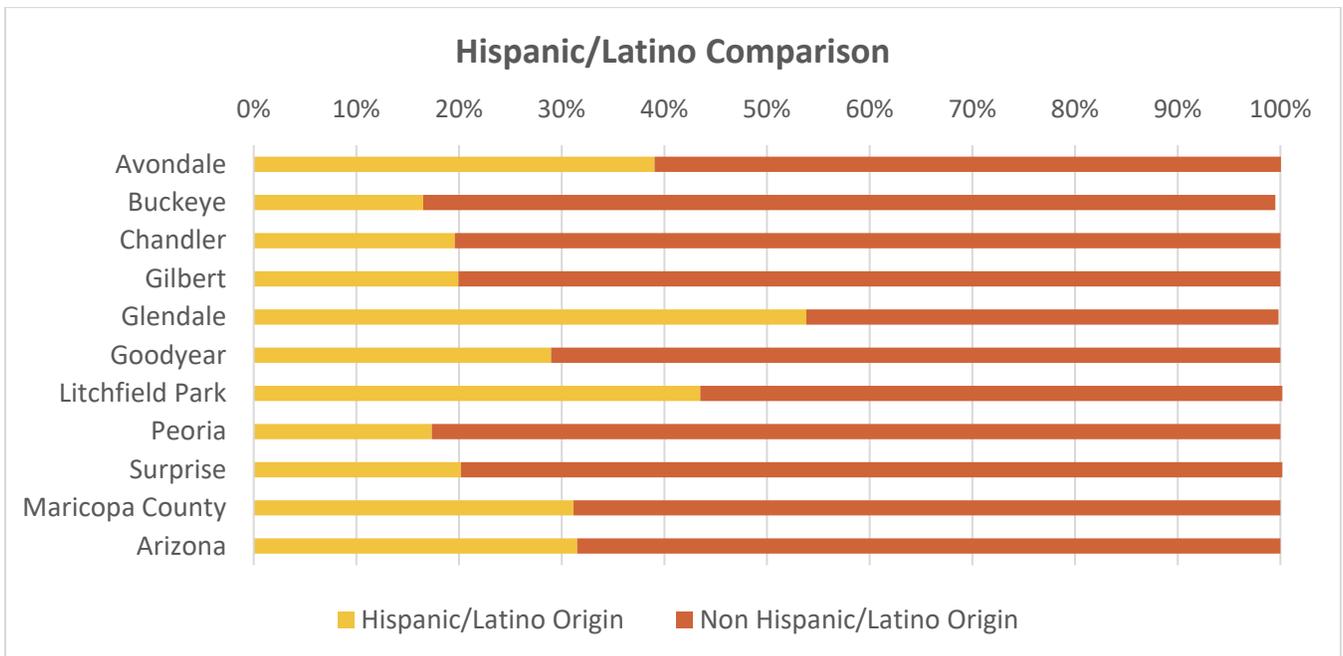
As seen in **Figure 2**, over 7% of the population identifies as Black/African American, and more than 10% identify as two or more races which is far higher than the State and County. Nearly 30% of residents identify as having Hispanic/ Latino ethnicity which is greater than nearly all of the selected comparison communities, surpassed only by Litchfield Park, Glendale, and Avondale. This is also lower than the state and county (see **Figure 3**).

Figure 2: Race & Ethnicity



Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

Figure 3: Hispanic/ Latino Population

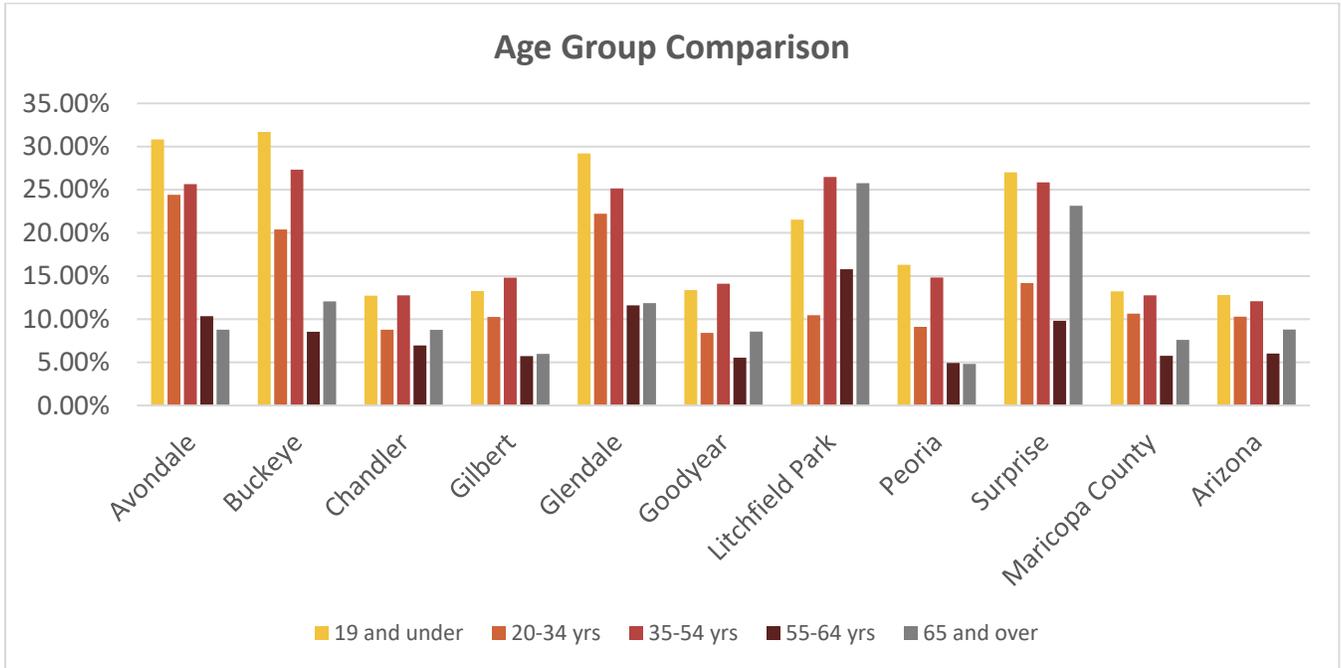


Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

3. Age

The median age in the City of Goodyear is 39.6, which is comparable to the County, State, and Benchmark Communities. Goodyear’s has the lowest percentage of residents in the 20-34 age group amongst the comparison communities and is loosely equal within the 65 and over age group. This condition is similar to Chandler. Gilbert and Peoria have a much lower percentage of the 65 and over age group, and Gilbert has a much higher percent of 20-34 years which is comparable to the County and State. Lastly, Peoria and Goodyear have the highest percent of the population in the 19 and under age group.

Figure 4: Age Groups

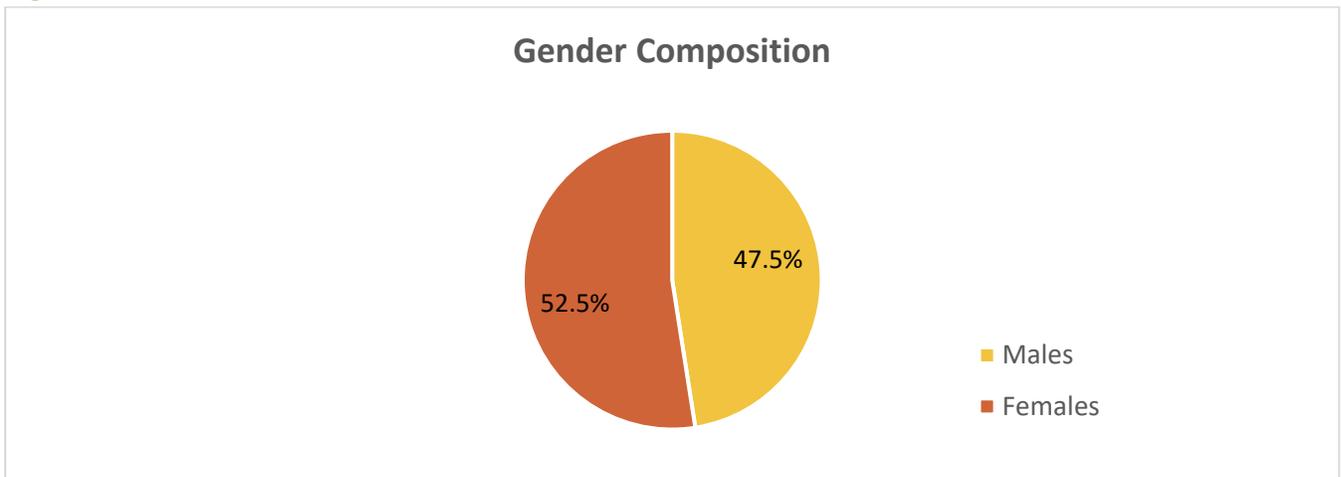


Source: 2020 ACS 5-Year Estimates

4. Gender

The City of Goodyear has the largest gender gap of all the Benchmark Communities as well as the County and State, but still has a relatively balanced population of 47.5% male and 52.5% female.

Figure 5: Gender



Source: 2020 ACS 5-Year Estimates

5. Language

Over 15% of the population speaks Spanish and over 5% speaks English “less than very well”.

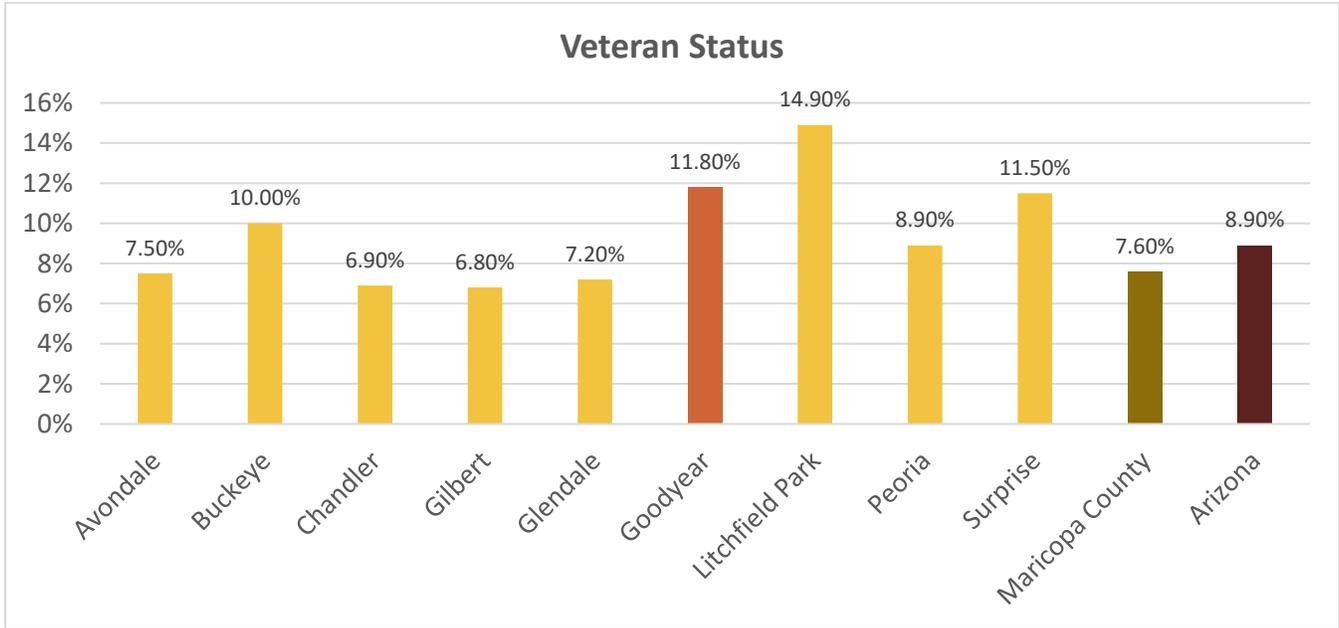
6. Disabled Residents

Approximately 9.3% of Goodyear residents are living with a disability.

7. Veteran Population

The veteran population represents 11.8% of Goodyear residents. This rate is surpassed only by Litchfield Park.

Figure 6: Civilian Veteran Population

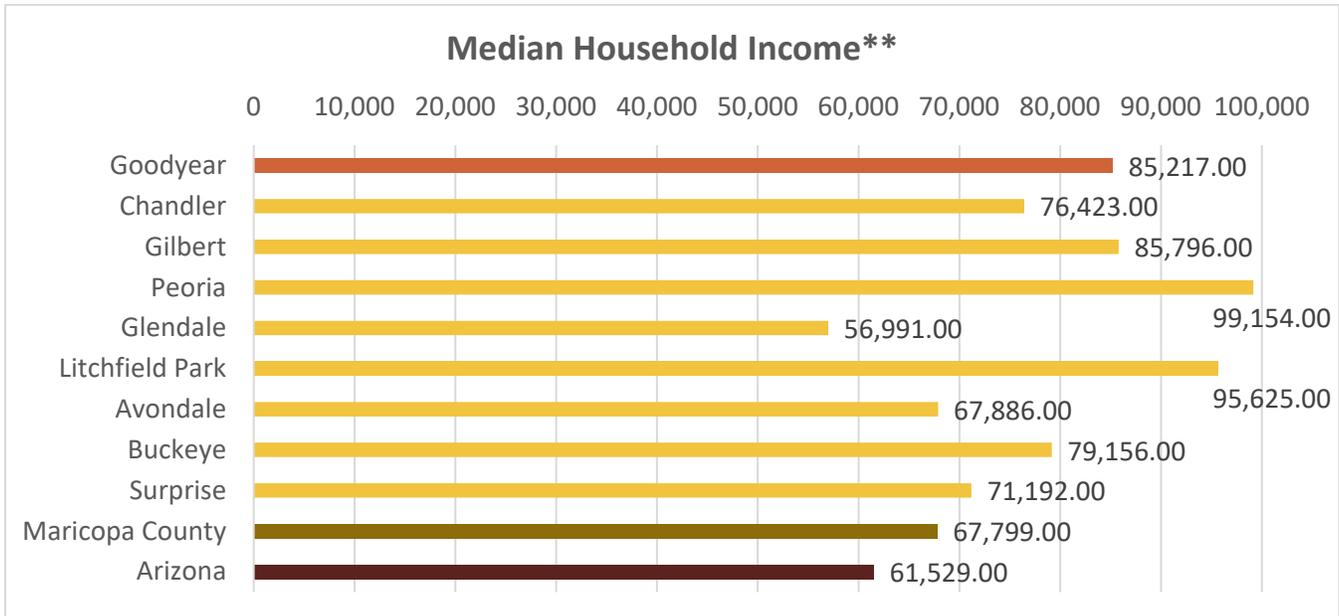


Source: 2020 ACS 5-Year Estimates

8. Income

Goodyear’s median household income is \$85,217 and is surpassed only by Peoria (\$99,154), Litchfield Park (\$95,625), and marginally by Gilbert (\$85,796).

Figure 7: Income

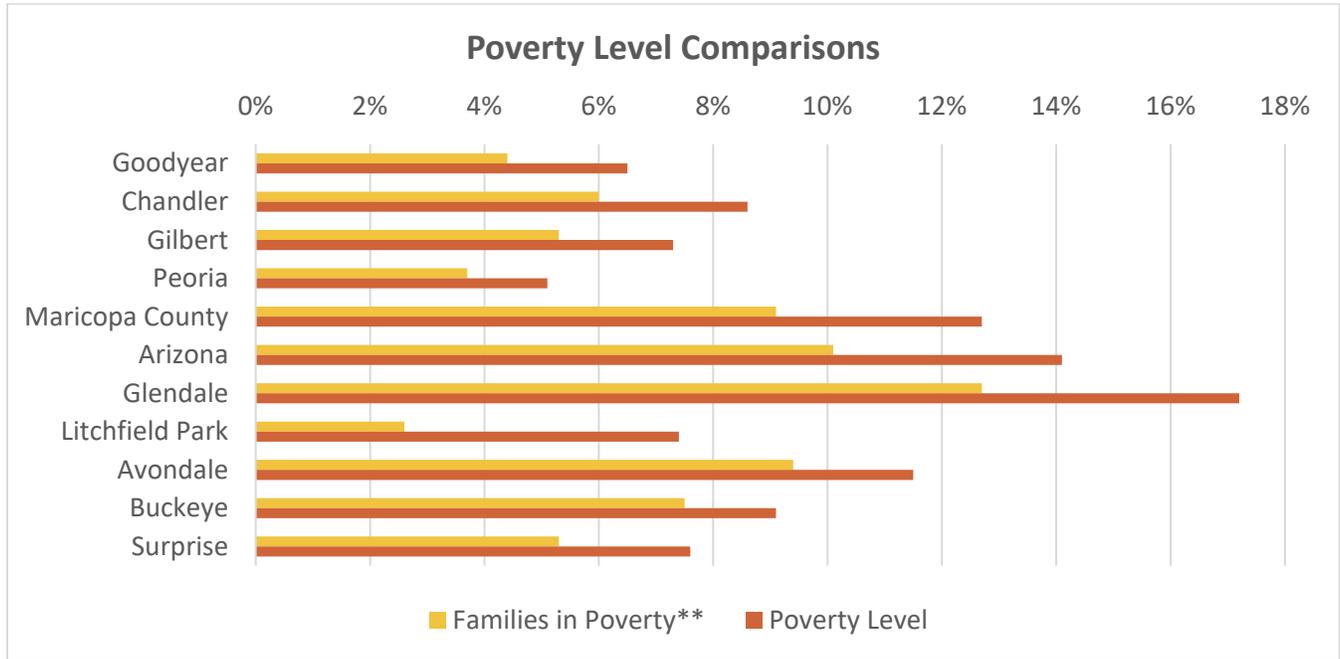


Source: 2020 ACS 5-Year Estimates

9. Poverty

The Census defines poverty as an individual having a total income that is lower than their poverty threshold. The poverty threshold is an evolving computation based on family size, income, and cost of living. The City of Goodyear's Poverty Level and Families in Poverty percentages are far lower than the State, County, and all the West Valley Communities and Benchmark Communities aside from Litchfield Park and Peoria.

Figure 8: Poverty

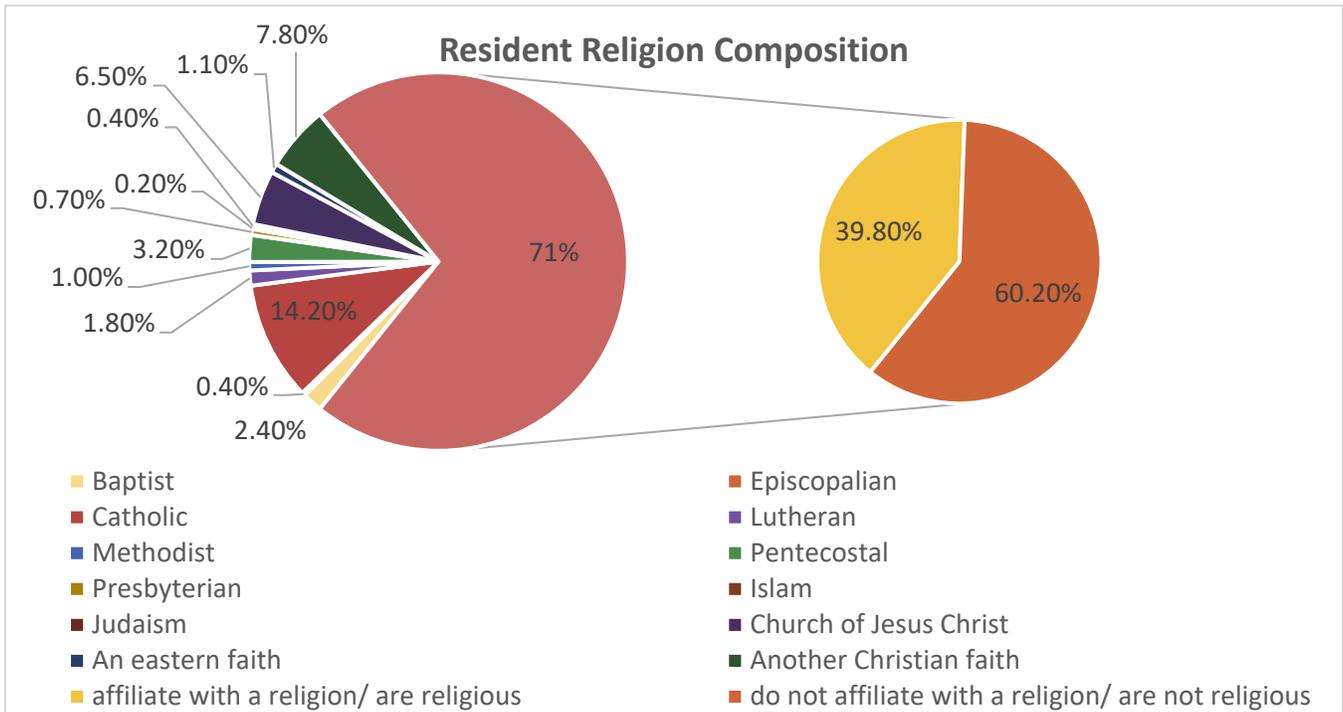


Source: 2020 ACS 5-Year Estimates

10. Spirituality

Approximately 39.8% of Goodyear residents affiliate with a religion or are religious. The spiritual makeup of Goodyear is shown below. Catholicism is the most prominent religion at 14.2% of the population, with "another Christian Faith" as second most prominent at 7.8%, and Church of Jesus Christ at 6.5%. Over 40 churches of all denominations serve the community.

Figure 9: Spirituality



Source: <https://www.bestplaces.net/religion/city/arizona/goodyear>, 2020 Quality of Life

B. Education

1. Educational Facilities

Goodyear benefits from a diverse range of education opportunities both public and private, as well as post-secondary education.

Public:

- Primary Education– Avondale Elementary School District, Liberty Elementary School District, Litchfield Elementary School District and Litchfield Middle School District encompassing 12 public schools. There are also 6 charter schools within the City.
- Secondary Education– Buckeye Union High School District and Agua Fria High School District encompassing 7 public schools. There is 1 charter high school within the City.
- Career Technical Education– Western Maricopa Education Center (West-MEC) is a public school district offering career and technical education programs for adults and in partnerships with local high schools. While based in Glendale, satellite programs are currently offered within the City at Estrella Foothills High School, Millennium High School, and Desert Edge High School.

Private:

- 20 pre-kindergarten & elementary schools, 2 high schools

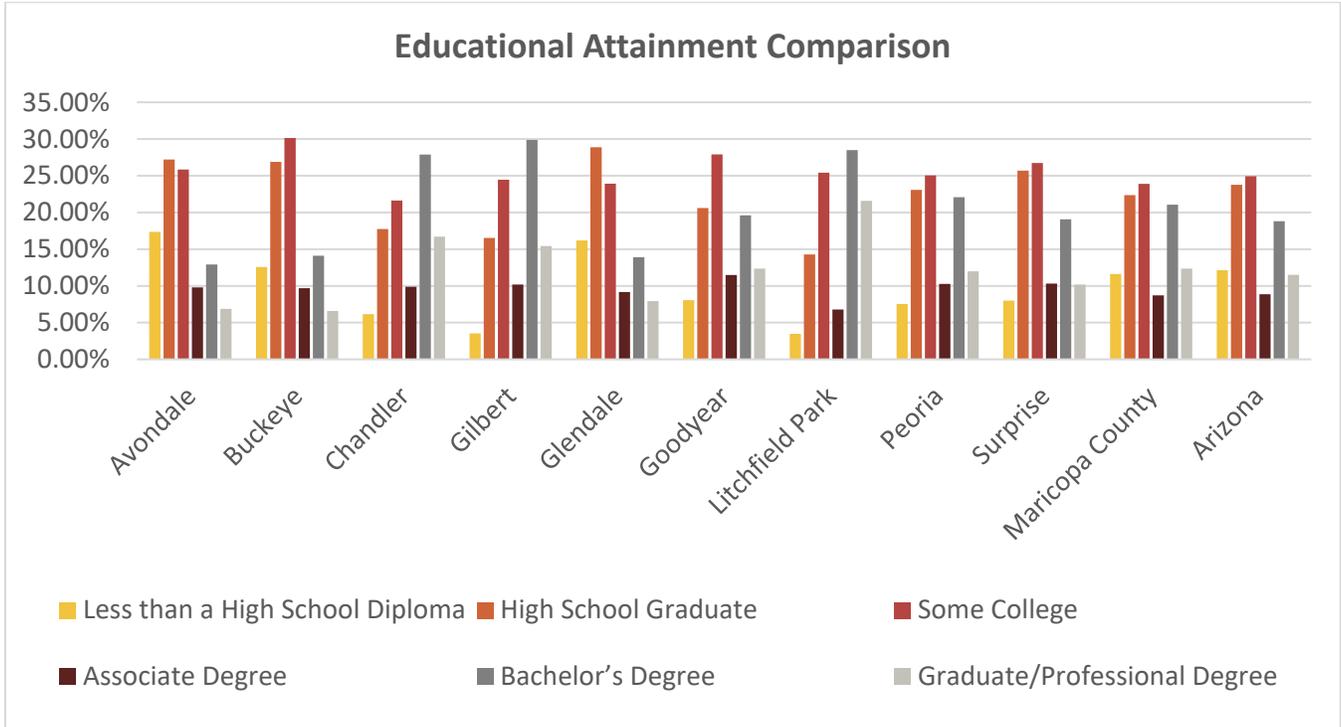
Post-Secondary Education Providers within the City:

- Franklin Pierce University

2. Educational Attainment

Approximately 71% of Goodyear’s population has some college or higher education. More specifically, the percentage of residents with a bachelor’s degree or above is comparable with the County, and the State.

Figure 10: Educational Attainment



Source: 2020 ACS 5-Year Estimates

Future Conditions

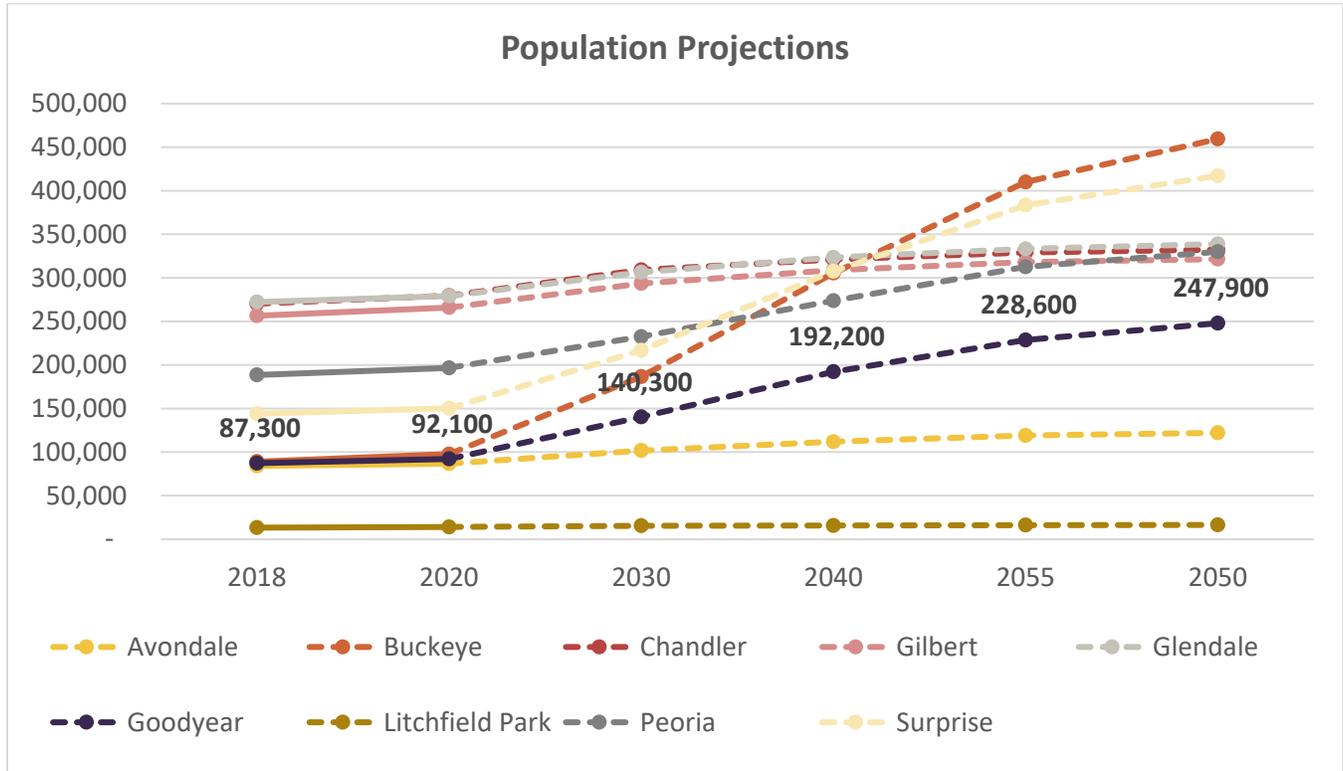
In 2019 the City of Goodyear undertook a Community Assessment that focused on the health and well-being of residents using quantitative and qualitative data to understand their strengths and needs. While the focus of this General Plan Community Assessment differs from the 2019 Community Assessment, this past study provides an excellent snapshot that bolsters our current research. The previous assessment utilized key informants within Goodyear to identify various challenges. These included a lack of racial, ethnic, and socio-economic diversity and social justice. The report also highlighted lacking services for a growing minority population. As the population continues to grow, advancing social justice and providing public services for all populations equitably will be important in all aspects of planning.

According to the Citizen Satisfaction Survey of 2021, 92% of respondents reported a “good” or “excellent” overall quality of life within the City of Goodyear and the 2021 City of Goodyear Strategic Plan identified “Sense of Community” and “Quality of Life” as strategic focus areas. As development continues throughout Goodyear, the city will be challenged to continue to provide the same quality of life to new residents that it does to current residents.

A. Population Projections

According to the Maricopa Association of Governments (MAG) socioeconomic population projections, Goodyear is expected to reach a population of nearly 250,000 by 2050. While it may be challenging to envision a population of this magnitude, it is the second lowest projection when compared to Benchmark Communities and West Valley Communities.

Figure 11: Population Projections



Source: Maricopa Association of Governments (MAG) Socioeconomic Projections of Population and Employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ), June 2019

Housing Profile

Current Conditions

A. Housing Conditions

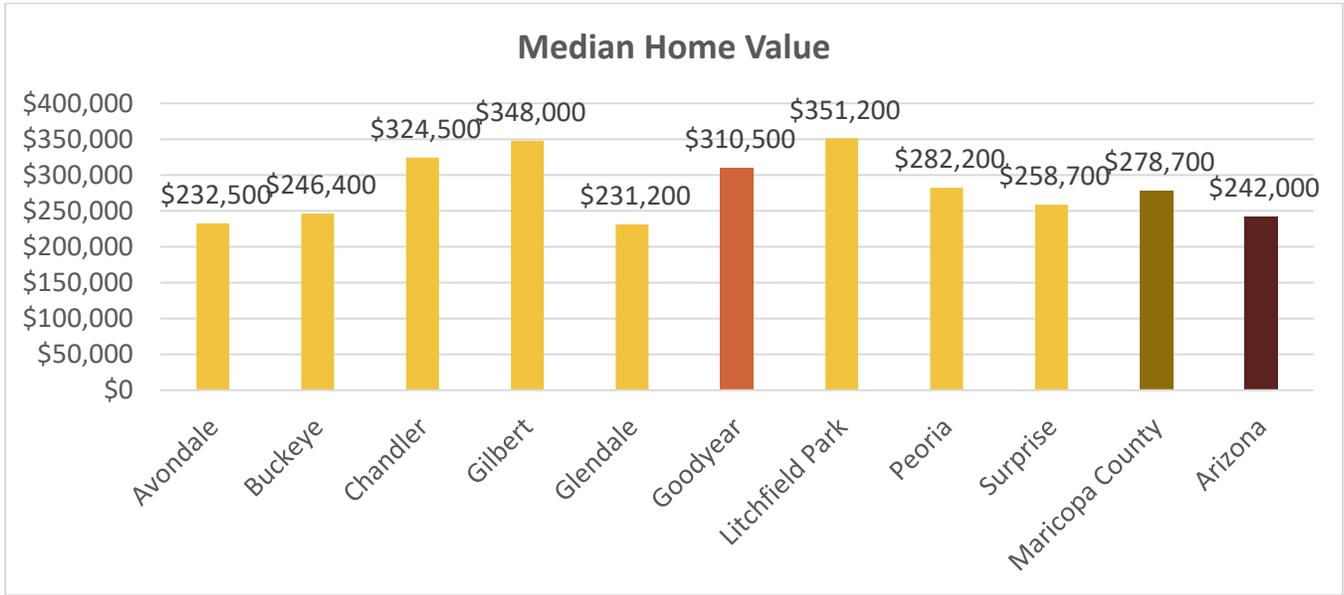
1. Housing Units

There are 30,520 total housing units in Goodyear according to the ACS 2020 5 Year Estimates. Over 52% of these housing units in Goodyear were constructed between 2000 and 2009. 88.52% of the Housing units in Goodyear today are single family (i.e. 1-unit) detached, indicating a homogenous single family housing development pattern within the community.

2. Median Rent and Home Value

Median rent in Goodyear is \$1,435 which is higher than both the County (\$1,182) and the State (\$1,097) medians but falls overall in the middle ground when compared to Benchmark and West Valley Communities. Goodyear's median home value at \$310,500 is higher than West Valley Communities except Litchfield Park and is more congruent with the median home values of Benchmark Communities.

Figure 12: Median Home Value

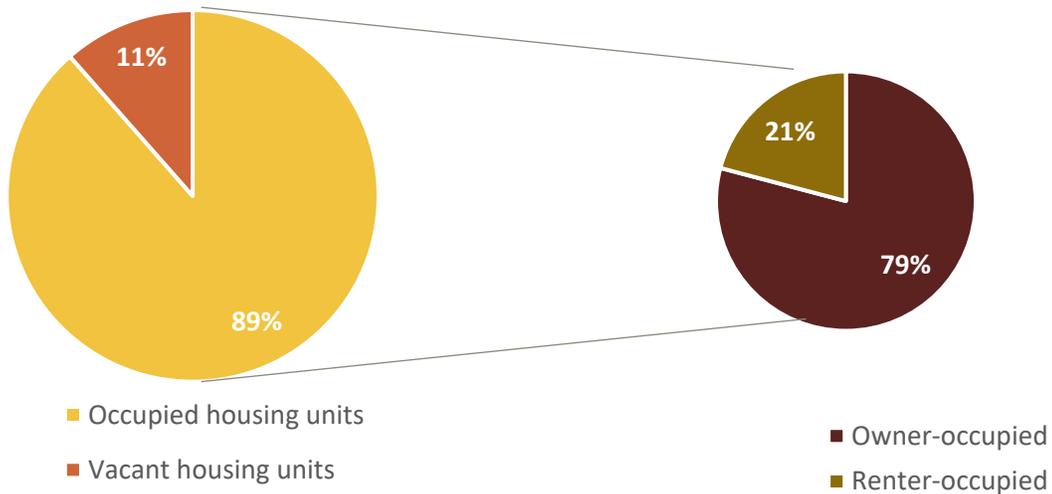


Source: 2020 ACS 5-Year Estimates

3. Home Ownership

Of the 30,520 housing units in Goodyear, 89% of housing units are currently occupied. 79% of the occupied units are owner occupied versus 21% renter occupied. The overall homeowner vacancy rate is low at 1.4 and relatively consistent with other West Valley Communities.

Figure 13: Housing Occupancy



Source: 2020 ACS 5-Year Estimates

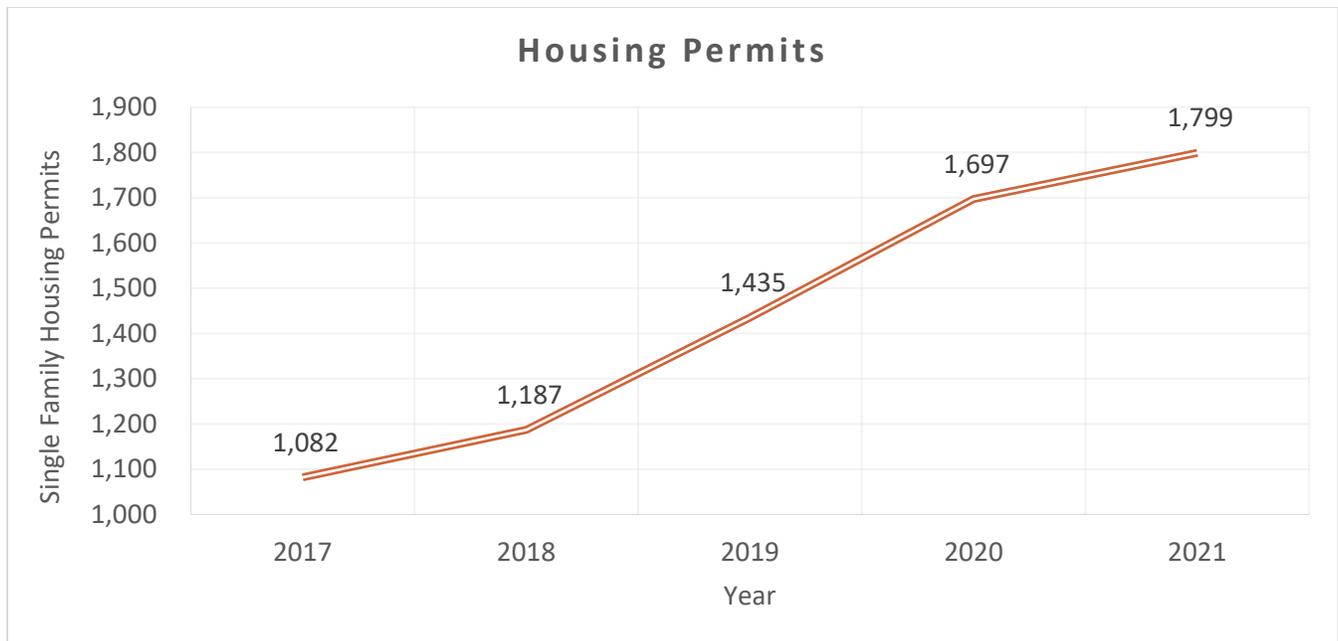
4. Housing Cost Burden

Housing affordability is measured by monthly ownership costs or gross rent equating less than or equal to 30% of monthly income. Per the 2020 American Community Survey 5 Year estimates, 35% of renters and 20% of homeowners with a mortgage in Goodyear face excessive housing costs above 35% of their monthly income.

B. Housing Development

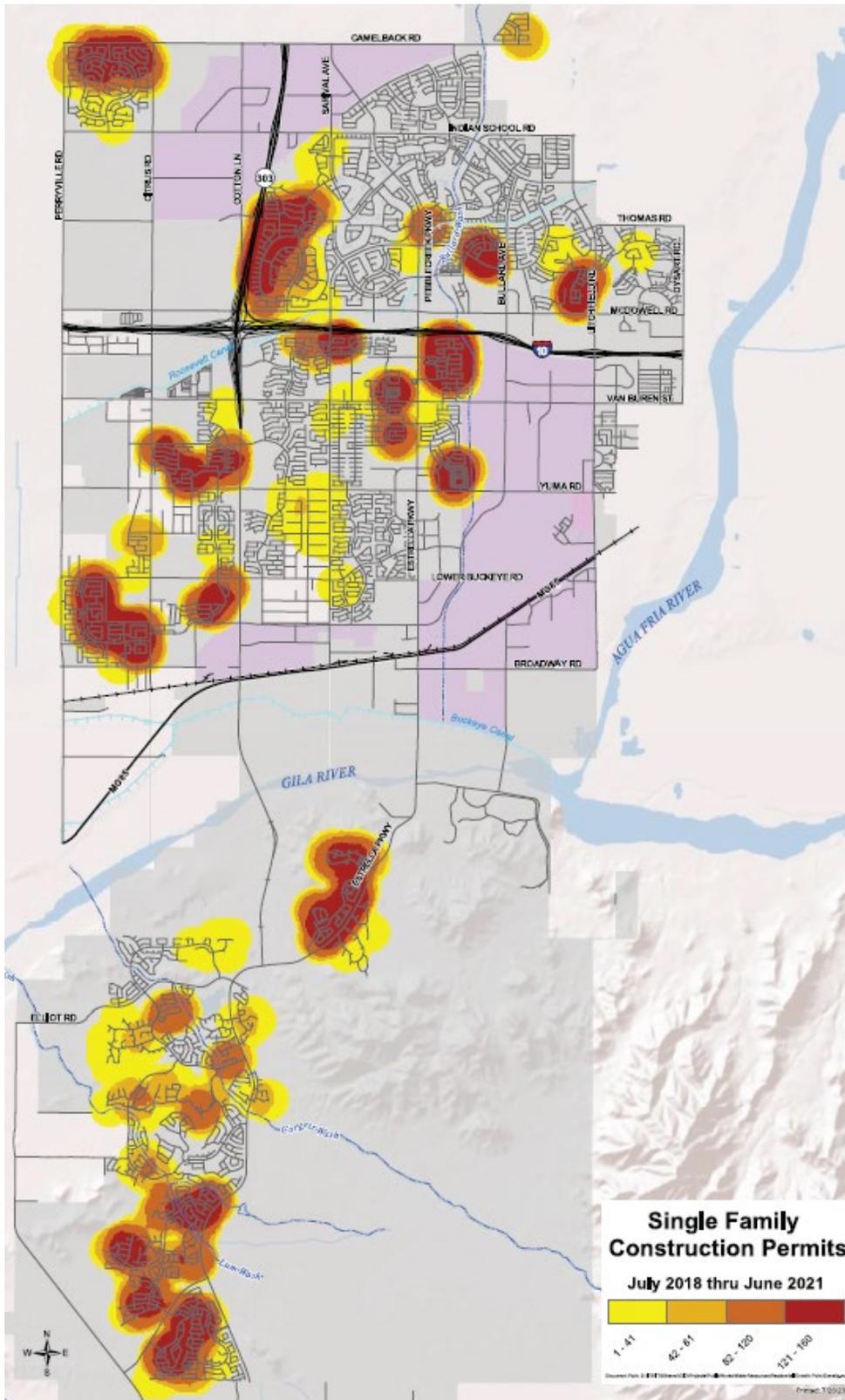
As seen in **Figure 15**, over the past three years single family building permits have been somewhat evenly distributed geographically across the three developed areas of Goodyear: North (north of Interstate-10), Central (between the Gila River and Interstate-10), and South Central (Between the Gila River and Pecos Road). In 2019 there was a significant increase in development within Central Goodyear (69.5% increase in single family building permits between July 2019 and June 2020). In the following year, single family building permits doubled in North Goodyear with a 95.6% increase in single family building permits between July 2020 and June 2021. In contrast, Estrella Goodyear has experienced more steady and gradual growth over this same time period. As of December 2020, there were 4,142 total multi-family units under construction or planned, totaling over 12,656 multi-family units in Goodyear.

Figure 14: Single Family Housing Permits



Source: City of Goodyear

Figure 15: Single Family Construction Permits 2018-2021



Future Conditions

Key informants in the 2019 Community Assessment identified the lack of affordable housing as a growing challenge in Goodyear that is resulting in workers within the City selecting housing outside of the City. Residents with fixed or single-income households, and those with lower socioeconomic status are increasingly challenged as rents and housing costs continue to rise with inflation.

One of the Elements of a Healthy Community identified in the 2019 Community Assessment was Affordable Quality Housing due to the finding that renters were disproportionately impacted with excessive housing costs.

As Goodyear’s population diversifies and employment opportunities expand, a more diversified housing stock will be important to meet the needs of these varying populations.

Economic Profile

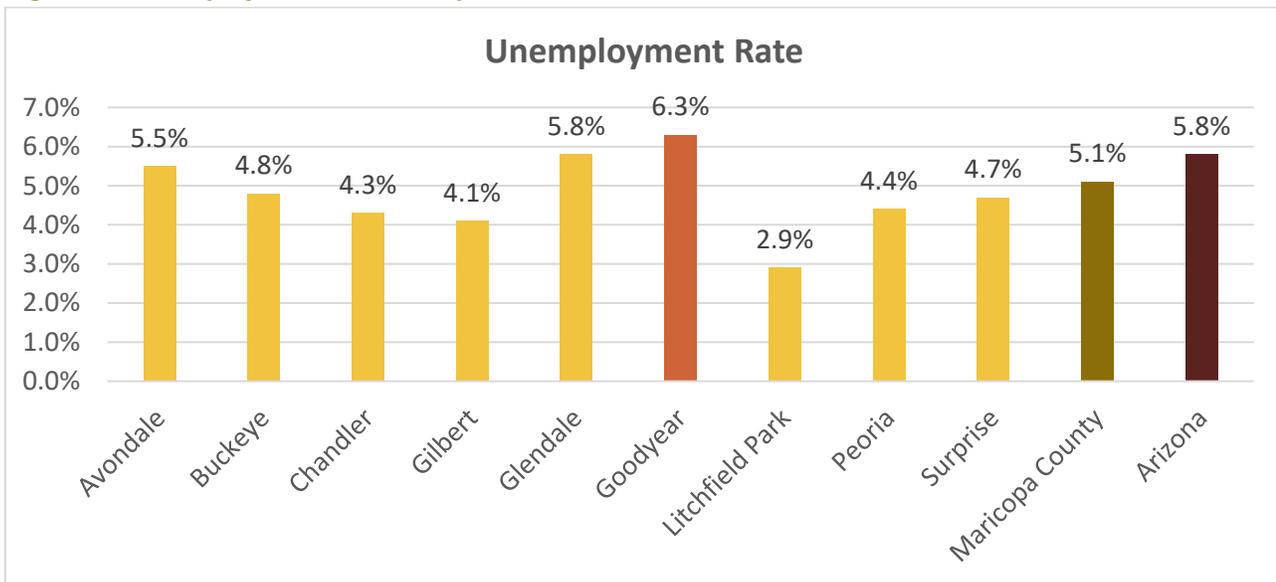
Current Conditions

A. Economic Conditions

1. Employment

While still relatively low as shown in **Figure 16**, Goodyear has the highest unemployment rate among Benchmark and West Valley Communities according to the American Community Survey 2020 5-Year estimates.

Figure 16: Unemployment Rate Comparison



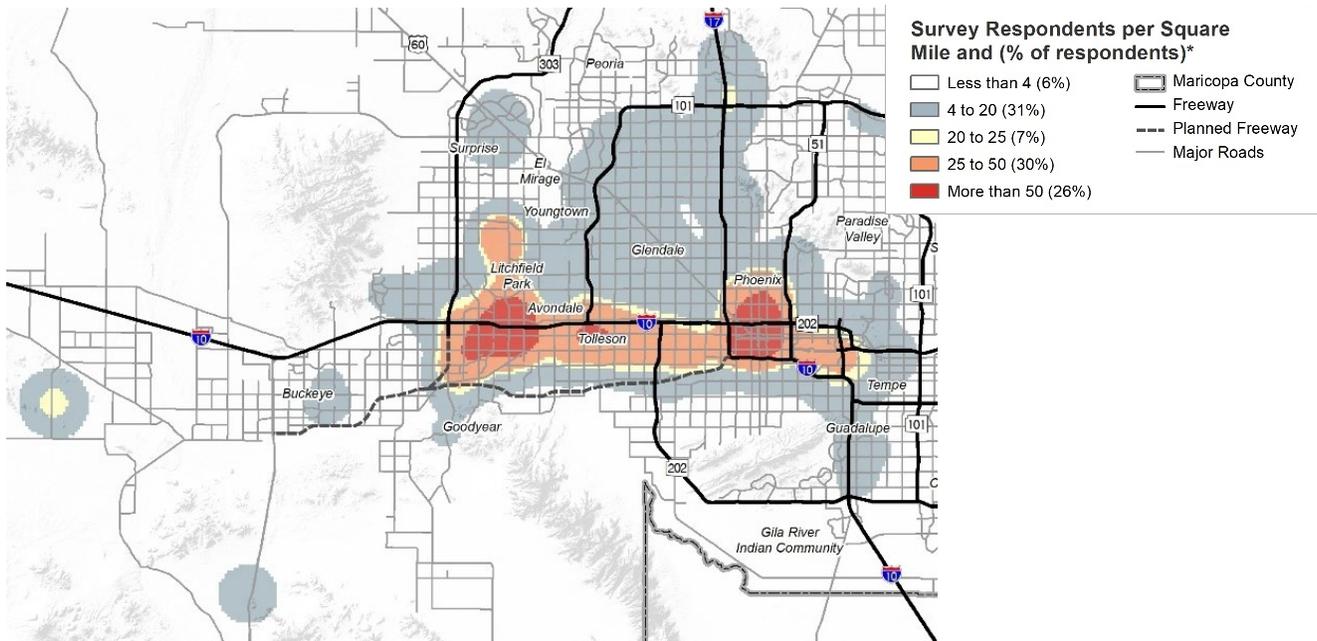
Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

Goodyear is expected to add 65,300 new jobs by 2055 according to the 2019 MAG Socioeconomic Projections. The new jobs in the City will contribute to maintaining a greater balance between employment and housing and will be critical to future growth. The 2019 Goodyear Development Impact Fee report estimates the City will also be adding an additional 10,879,822 square feet of buildings to support employment uses over the next 10 years.

2. Worker Commute Flows

Consistent with many West Valley cities, much of the workforce still commutes out of the city every day to major employment centers located to the east. For Goodyear, significant employment clusters are represented along I-10 as well as west and central Phoenix. According to the U.S. Census Bureau, OnTheMap Application 2019 Inflow/Outflow Analysis (**Figure 17**), 91.3% of people living in Goodyear commute outside the city for work. Goodyear has a longer travel time to work at 31.9 minutes as compared to Benchmark Communities, Maricopa County and the overall State Average. However, Goodyear is relatively consistent as compared to neighboring West Valley Communities, all with an average commute time around 30 minutes.

Figure 17: Commuter Travel Patterns



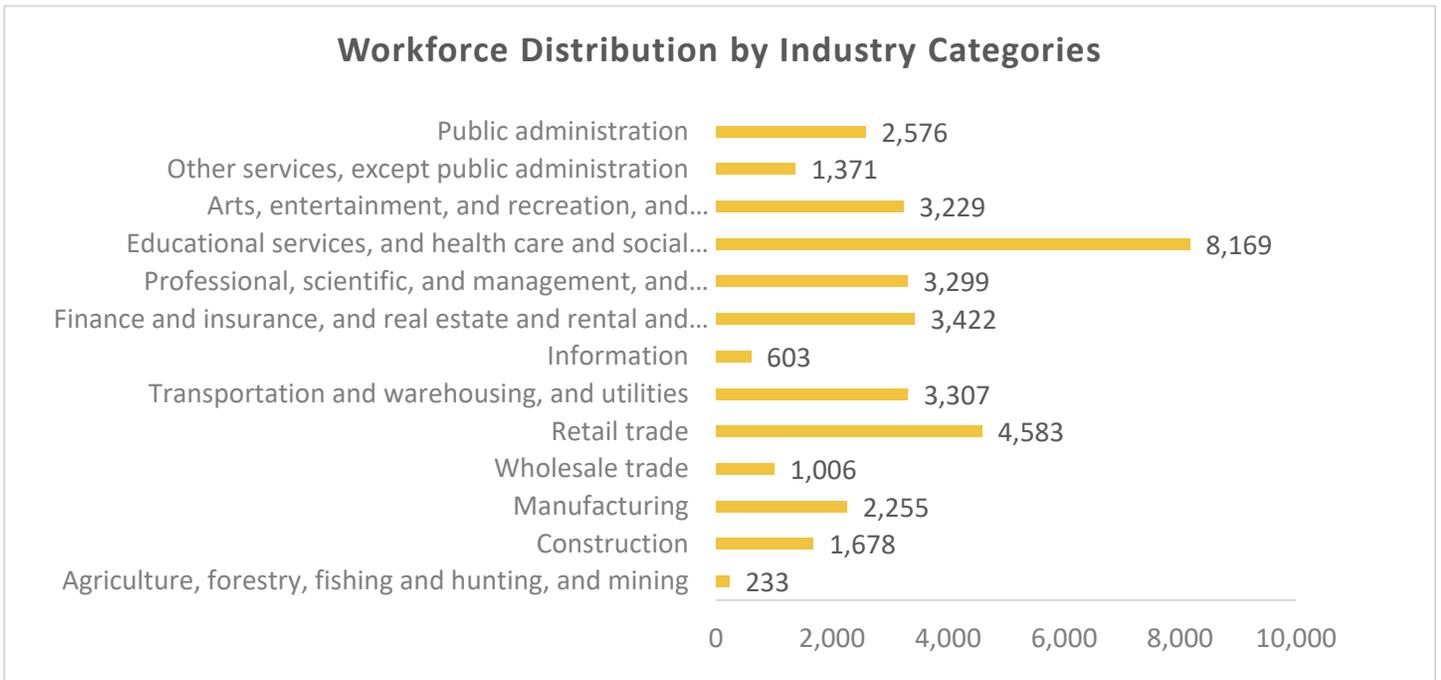
Source: MAG Travel Reduction Database, 2020

3. Industries & Employers

Industries represented in Goodyear’s workforce are very specialized within the Educational Services and Health Care and Social Assistance Industries followed by Retail Trade, as well as Finance and Insurance and Real Estate (see Figure 18 below).

As a positive trend, many of the top employers located within Goodyear align with the top industries that are captured within Goodyear’s workforce such as Abrazo Healthcare, Western Regional Medical, and Avondale Elementary School District. Amazon is the largest employer following the growth of warehousing and distribution industries in the City (**Table 2**).

Figure 18: Workforce Distribution by Industry



Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

Table 2: Major Employers By Industry

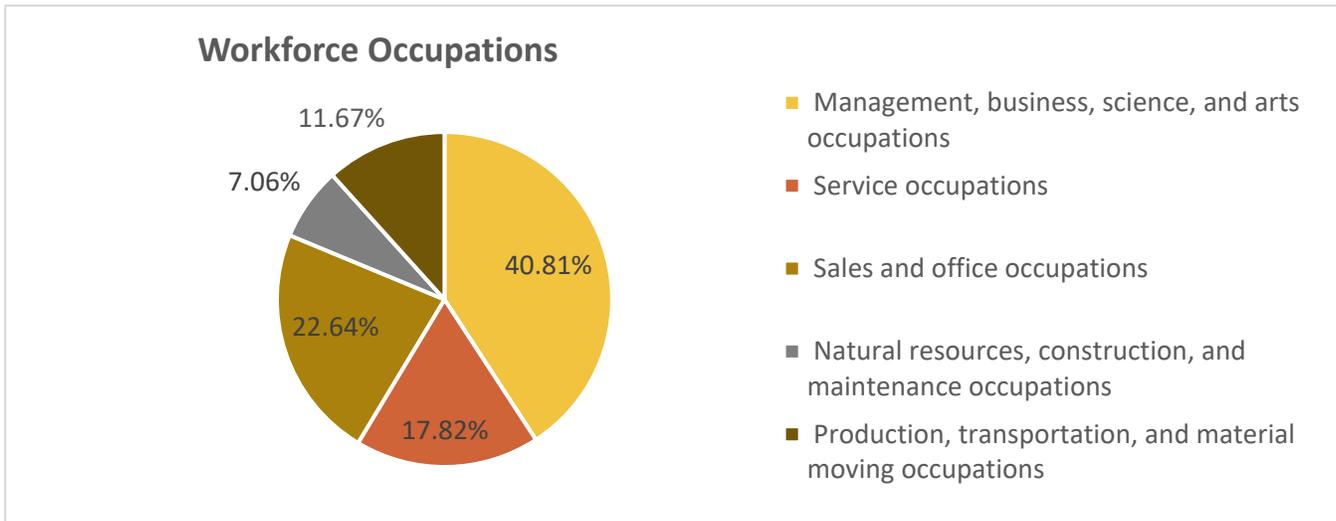
Industrial/ Manufacturing				
Andersen Corporation	AZZ Galvanizing	Ball Corporation	Campbell Snacks/ Snyder's of Hanover	Cavco Industries
CornellCookson	Dot's Pretzels	fairlife	Fresh Del Monte Produce	Global Organics
Gorbel	Helix Electric	Huhtamaki	IAC Industries	Icon Electric Vehicles
KPS Global	Lorts	MLily/ Healthcare AZ	Poore Brothers/ UTZ Snacks	Schoeller Allibert
Southwest Specialty Foods	Spartech Polycast	Sub-Zero, Wolf, and Cove	WR Meadows	Wildeck/ Ladder Industries
Medical/ Health				
Abrazo West Campus	Adelante Healthcare	Arizona Cardiology Group	Arizona Orthopedic Physical Therapy	Banner Health
Cancer Treatment Centers of America	Cigna Medical Group	Dignity Health	Estrella Women's Health Center	Fresenius Kidney Care
IMS-Palm Valley	Integrated Medical Services	Key Pharmacy and Compounding	Mountain Park Health Center	Palm Valley Oral and Maxillofacial Surgery
Palm Valley Rehabilitation & Care Center	Phoenix Valley Women's Care	Phoenix Heart	Phoenix Spine Surgery Center	
Aerospace/ Aviation				
AerSale	A2M Aviation Solutions	Boeing/XPO Logistics	Dean Baldwin Painting	Galaxy International
Lufthansa ATCA	LuxAir Jet Centers	Michael Lewis Company	Phoenix Aviation Department	Poly One
Prime Solutions Group	Sonoran Technology	United Aviate Academy	Unmanned Vehicle University	
Distribution/ Logistics				
Amazon Fulfillment Center	Macy's Bloomingdale's	Dick's Sporting Goods	REI	McLane
UPS	Chewy's			
Technology				
Amazon GSO	Amazon Robotics Fulfillment Center	Compass Datacenters	Microsoft	Stream Data Centers
Vantage Data Centers				

Source: City of Goodyear Economic Development, 2022

4. Occupations

Goodyear Workforce Occupations are focused within Management, Business, Science and Arts accounting for over 40% of the workforce followed by Sales and Office Occupations at 22.6% (ACS 2020 5 Year Estimates) (Figure 19).

Figure 19: Workforce Occupations



Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

Future Conditions

Approximately 88% of 2021 Community Survey respondents found the overall economic health of Goodyear to be good or excellent. Educational and economic opportunity are key elements of a healthy community as expressed in the 2019 Community Assessment which detailed a community desire to become a larger employment-based destination within the Greater Phoenix region supported by a strong, educated talent pipeline.

A. Strategy Plan

The Economic Development Strategy Plan of 2014 outlines a comprehensive approach to better leverage Goodyear’s regional positioning and address long term economic needs. The plan’s core values are centered around making the City healthy and beautiful with a good quality of life, have great jobs with competitive and sustainable income, promote business prosperity, and have a shared economic agenda through partnerships and collaboration. The strategy identifies a series of six industry clusters within the City to target for workforce development, job creation and future growth: Aviation and Aerospace, Advanced Manufacturing, Health Services, Higher Education, Information Technology, and Tourism.

Goodyear’s strengths for Economic Development are the community’s quality of life, proximity of Southern California and key transportation corridors, Phoenix-Goodyear Airport, educated workforce, and City Leadership. Weaknesses of Goodyear are primarily centered around the perception of the West Valley, a shortage of “pad ready” sites, insufficient office space, a large workforce that commutes out of the city and an indistinguishable city center. Existing opportunities identified from the strategy include the Phoenix-Goodyear Airport, the military reuse and foreign trade zones, Bullard Road Corridor development, Estrella Falls Mall redevelopment and the creation of an innovation corridor. Key threats to the community identified include the City’s perception as a warehouse distribution town, intense competition from all geographical scales, future water supply and sewer capacity.

The plan further identifies avenues for addressing workforce development to match the needs of key industry partners, leveraging partnerships with economic development organizations and anchor institutions, and developing intentional branding for the city to further leverage existing community

assets. In the eight years since the strategy's development, Goodyear has grown significantly and the City is currently in the process of updating the plan which is scheduled to be completed in the Fall of 2022.

B. Goodyear Civic Square at GSQ

Comprised of 47 acres located at the corner of McDowell Road and 150th Drive, Goodyear Civic Square is phase one of the larger GSQ development that will be the new downtown for the City. Originating from the foundation of many public outreach initiatives envisioning a new city center over multiple years, Goodyear entered into a one-of-a-kind public-private partnership with Globe Corporation to develop a new City Hall, Community Library, and 100,000 square feet of Class A Office Space around a public park/gathering space. Civic Square at GSQ sets the stage for the next level of Downtown development for the City moving into the future.

C. Strategic Plan

The 2021 City of Goodyear Strategic Plan identified "Economic Vitality" as a strategic focus area. Relevant Guiding Principles include "Fostering Relationships with Businesses", "Strengthening our Local Economy", "Maintaining and Investing in Infrastructure" and "Focusing on Jobs and Quality of Life". Goal 2.2 of the document identified the need for a general plan update, Goal 2.3 called to assist in the creation of new jobs, and Goal 2.4 identified the need to enhance the city's role as a regional destination for shopping, dining, and entertainment.

Health & Safety

Current Conditions

A. Health Conditions

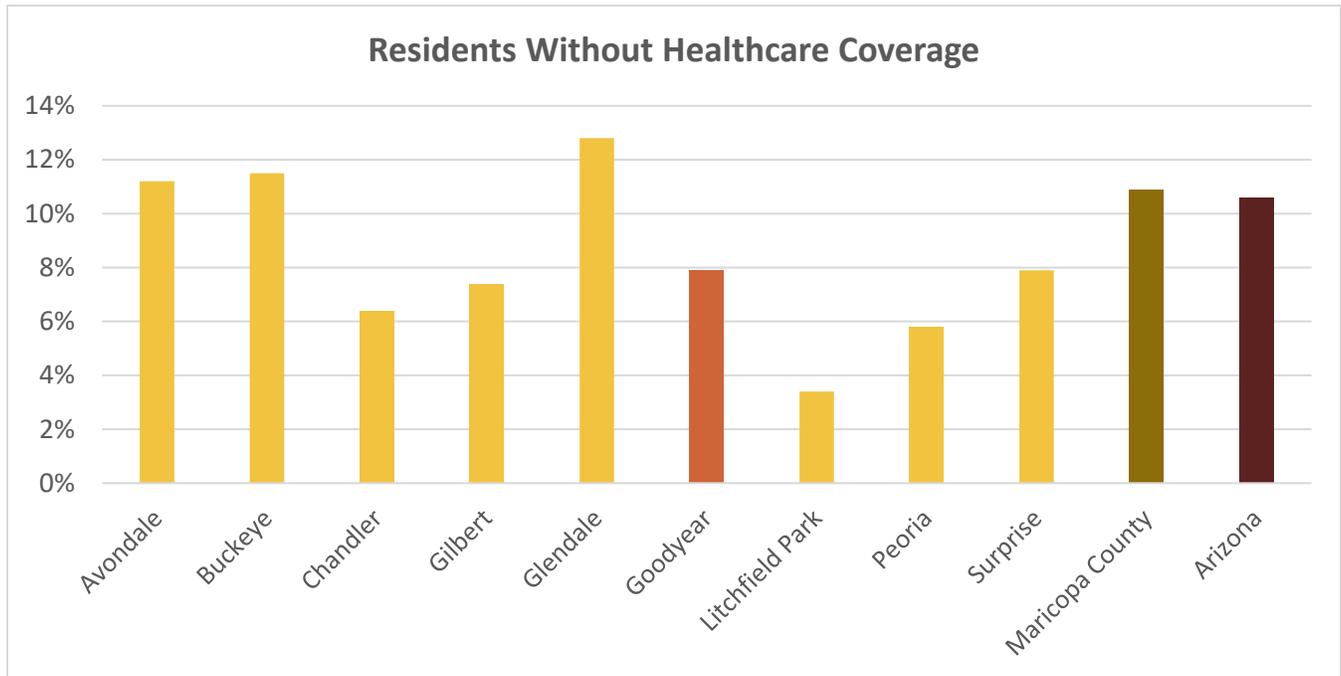
1. Access to Health Care and Mental Health

There is ample healthcare coverage in the northern section of Goodyear, however the southern section provides only one clinic option below the Gila River. There is one hospital, Abrazo West Campus, as well as numerous urgent care facilities and medical campuses within the City. Goodyear is also the proud home of the Cancer Treatment Center of Arizona.

2. Uninsured Population

Goodyear's uninsured population rate is higher than the Benchmark Communities but lower than the County and State (**Figure 20**).

Figure 20: Uninsured Population

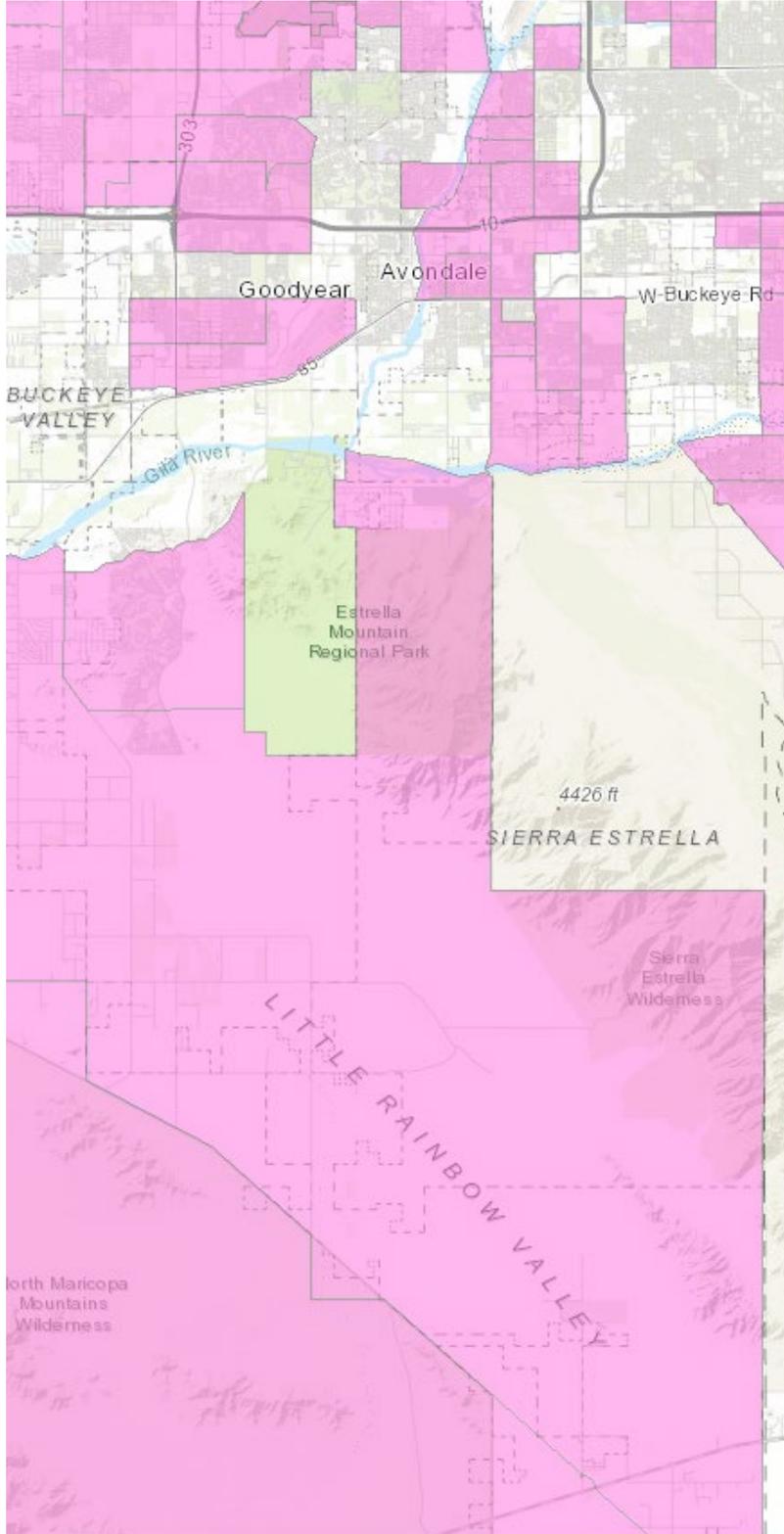


Source: 2020 ACS 5-Year Estimates

3. Access to Healthy Foods

Low access to healthy food is defined in an urban area as living a mile or more away from a healthy food retailer, and in a rural setting the distance threshold is ten miles. Nearly half of residents are considered low access in Goodyear. **Figure 21** below reflects the census tracts in which at least 500 people or 33% of the population lives farther than 1 mile (urban) or 10 miles (rural) from the nearest supermarket (pink areas).

Figure 21: Low Access at 1 urban and 10 rural miles

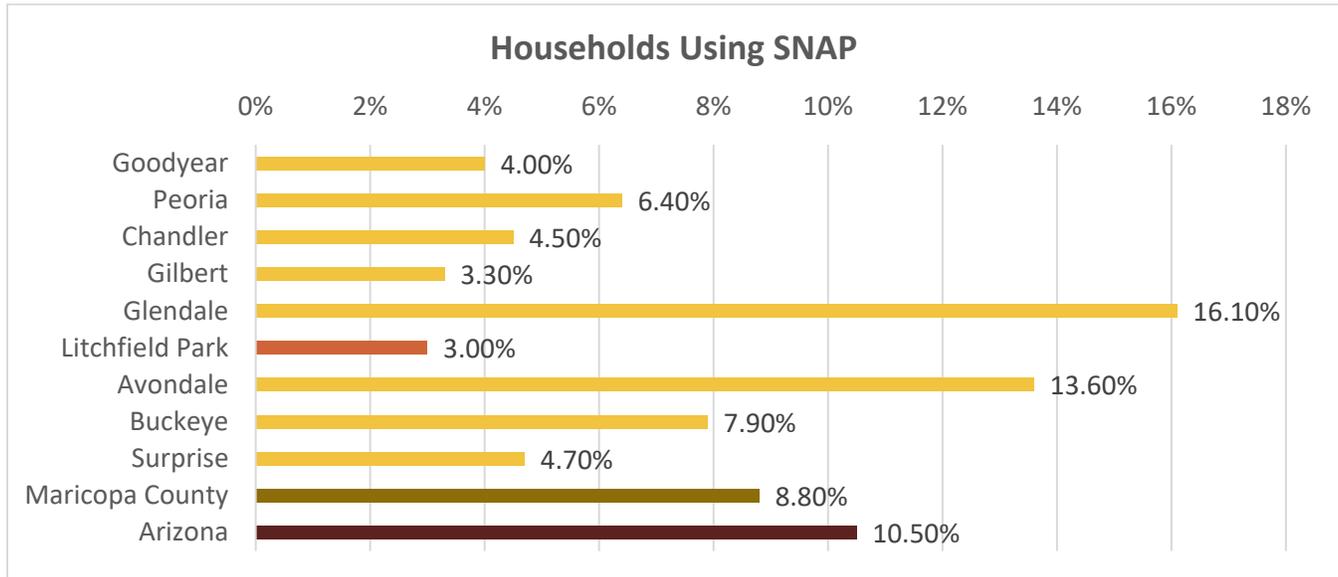


Source: Economic Research Service, U.S. Department of Agriculture Food Access Research Atlas

4. Participation in SNAP

Approximately 4% of households participate in the Supplemental Nutrition Assistance Program (SNAP) (Figure 22). SNAP is a government program that provides food cost assistance. This program is accessible to residents based on multiple factors including income, disability, and dependent circumstances.

Figure 22: Participation in SNAP



Source: 2020 ACS 5-Year Estimates

B. Safety Conditions

To view the locations of Goodyear’s public services including healthy and safety facilities, see Figure 23.

1. Police

The City of Goodyear Police Department (PD) provides service throughout incorporated Goodyear. The Maricopa County Sheriff’s Office provides police protection across the unincorporated portions of Goodyear’s Planning Area. The most recent crime statistics are shown in Table 3.

Table 3: Crime Statistics

Jurisdiction	Population	Violent Crime	Violent Crime Rate	Property Crime	Property Crime Rate
Avondale	87,117	251	0.28%	3,095	3.55%
Buckeye	77,904	107	0.13%	1,265	1.62%
Chandler	259,881	593	0.2%	5,382	2.07%
Gilbert	253,619	245	0.09%	3,050	1.20%
Glendale	253,951	863	0.33%	8,083	3.18%
Goodyear	85,305	172	0.20%	2,045	2.39%
Peoria	174,571	407	0.23%	3,273	1.87%
Surprise	140,962	138	0.10%	2,083	1.47%
Arizona	7,278,717	33,141	0.45%	177,638	2.44%

Source: Uniform Crime Reporting: Arizona, Offenses Known to Law Enforcement by City, 2019

Note: Data not available for Litchfield Park, nor Maricopa County



While Goodyear experienced higher property crime rates than other comparison communities, they are lower than the state, and their violent crime rate is lower than average.

Response Times

According to the latest Goodyear PD Annual Report (2020), 96.27% of all 911 calls were answered in under 10 seconds and the average police response time for Priority 1 calls was 3:59 minutes.

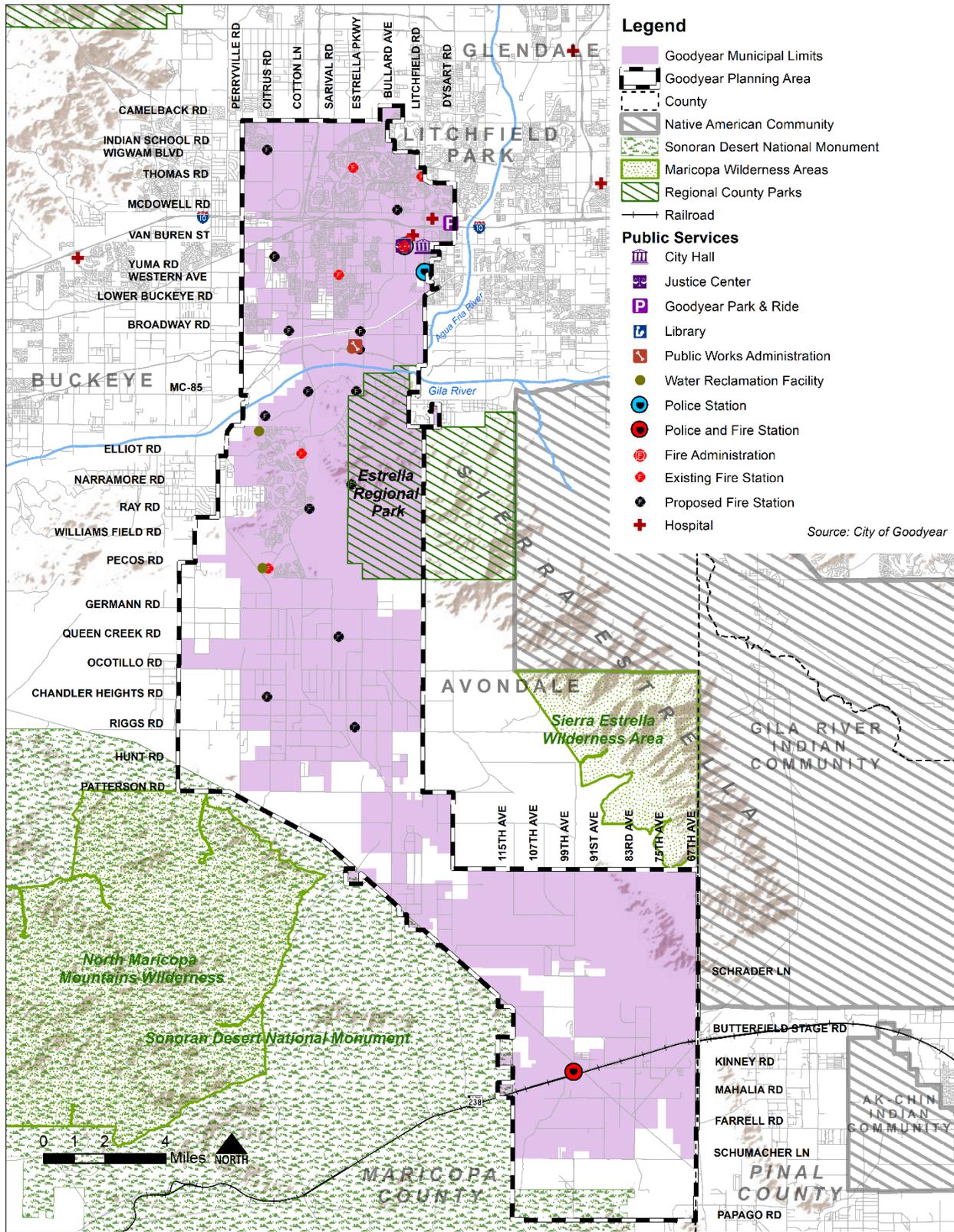
Community Services Unit

The Goodyear PD maintains a Community Services Unit which leads several programs such as Block Watch programs, Code Compliance Neighborhood Mediation, as well as the volunteer based You Are Not Alone (YANA) Program to support seniors living alone in the community. In response to an increase of homeless individuals in 2018, the Homeless Outreach Team (HOT) was established to connect these residents with resources and service providers.

2. Fire

The City of Goodyear maintains eight fire stations and the Fire Department (FD) services incorporated Goodyear. The Goodyear FD also provides service and backup in the case of an emergency to the cities of Avondale, Litchfield Park, and Maricopa through an intergovernmental agreement (IGA). Rural Metro provides fire services to unincorporated areas of the Goodyear Planning Area.

Figure 23: Public Services



Future Conditions

In the Citizen Satisfaction Survey, 67% of respondents gave excellent or good ratings to health care and 51% of respondents gave excellent or good ratings to mental health care in Goodyear, which is similar to the national benchmark (Goodyear Citizen Satisfaction Survey, 2018).

The 2019 Community Assessment reflected community concerns regarding access to health care services, specifically mental health. Concerns included equitable access to transportation to and from services, as well as gaps in services such as behavioral health and minority services. As suicide rates were highlighted in the report as well, this topic is increasing in priority. The 2019 Community Assessment found that SNAP participation in Goodyear is lower than in Maricopa County and is continuing to decrease.

Community safety indicators in the 2019 Community Assessment show that Goodyear is comparatively safer than Arizona as a whole. Key informants reported that they feel safe in Goodyear and that the police and fire department appear engaged and approachable. They also reported that schools in Goodyear are safe and secure, and that help is there when needed.

The 2021 City of Goodyear Strategic Plan identified "Promoting Health and Wellness" as one of the guiding principles for the community going forward. The Plan also identified "Keeping Our Community Safe" as a safety-related guiding principle. Goal 1.3 of the document identified the need for a feasibility study for a Public Safety Training Center and Goal 4.1 called for a study of human and social services across Goodyear.

One opportunity identified in the 2019 Community Assessment is increasing access to homeless and crisis shelters and services. If the homeless population continues to increase, utility service support was provided as one way to help families facing crisis.

A. Fire Protection Expansion

A new fire station (188) is planned for in the current CIP at the northeast corner of Citrus Road and Harrison Street. Also included in the CIP are renovations to fire station 183 and the City has plans to expand Station 187 in southern Goodyear.

Places

The City of Goodyear provides a sense of place through their thoughtful land use planning and careful attention to development as it related to open space and the environment. As we have seen in communities around the world over time, when environmental health goes unsupported, communities suffer, as does the economy. The fine balance of land preservation and development, as well as proximity, can either achieve or challenge this delicate dynamic.

Land Use

Current Conditions

A. Land Ownership

Land ownership across the Goodyear Planning Area is primarily Private owned accounting for nearly 60%. Bureau of Land Management owns 23.37% of the planning area, followed by State Trust Land at 11.54% to round out the top three landowners (**Table 4**). Much of the land north of Patterson Road is Privately owned with State Trust and BLM land mostly located in the south portions of the Planning Area.

Table 4: Land Ownership

Land Ownership	Acres	Sq. Miles
Bureau of Land Management (BLM)	36,941.46	57.72
City or County Parks	8,647.66	13.51
Indian Reservation	5.74	0.01
Private	94,184.67	147.16
State Trust	18,264.75	28.54
Total	158,044.28	246.94

Source: Bureau of Land Management

B. Existing Land Use

As shown in **Table 5**, existing Land Use within the Planning area is predominantly Vacant Land (nearly 40%), Open Space (35.58%), and Agriculture (nearly 11%). With only, approximately 14.09% of the land currently residential and employment uses, Goodyear is well positioned for continued growth and expansion in terms of land development potential.

Table 5: Existing Land Uses

Existing Land Use	Acres	Sq. Miles
Agriculture	17,303.21	27.04
Commercial	786.67	1.23
Industrial	1,635.98	2.56
Multi-Family Residential	321.39	0.50
Office	242.28	0.38
Open Space	56,238.69	87.87
Other/Public Employment	3,360.20	5.25
Single Family Residential	11,628.38	18.17
Transportation	4,282.82	6.69
Vacant	62,244.64	97.26
Total	158,044.26	246.94

Source: Maricopa Association of Governments 2020

Figure 24: Municipal Limits & Planning Area

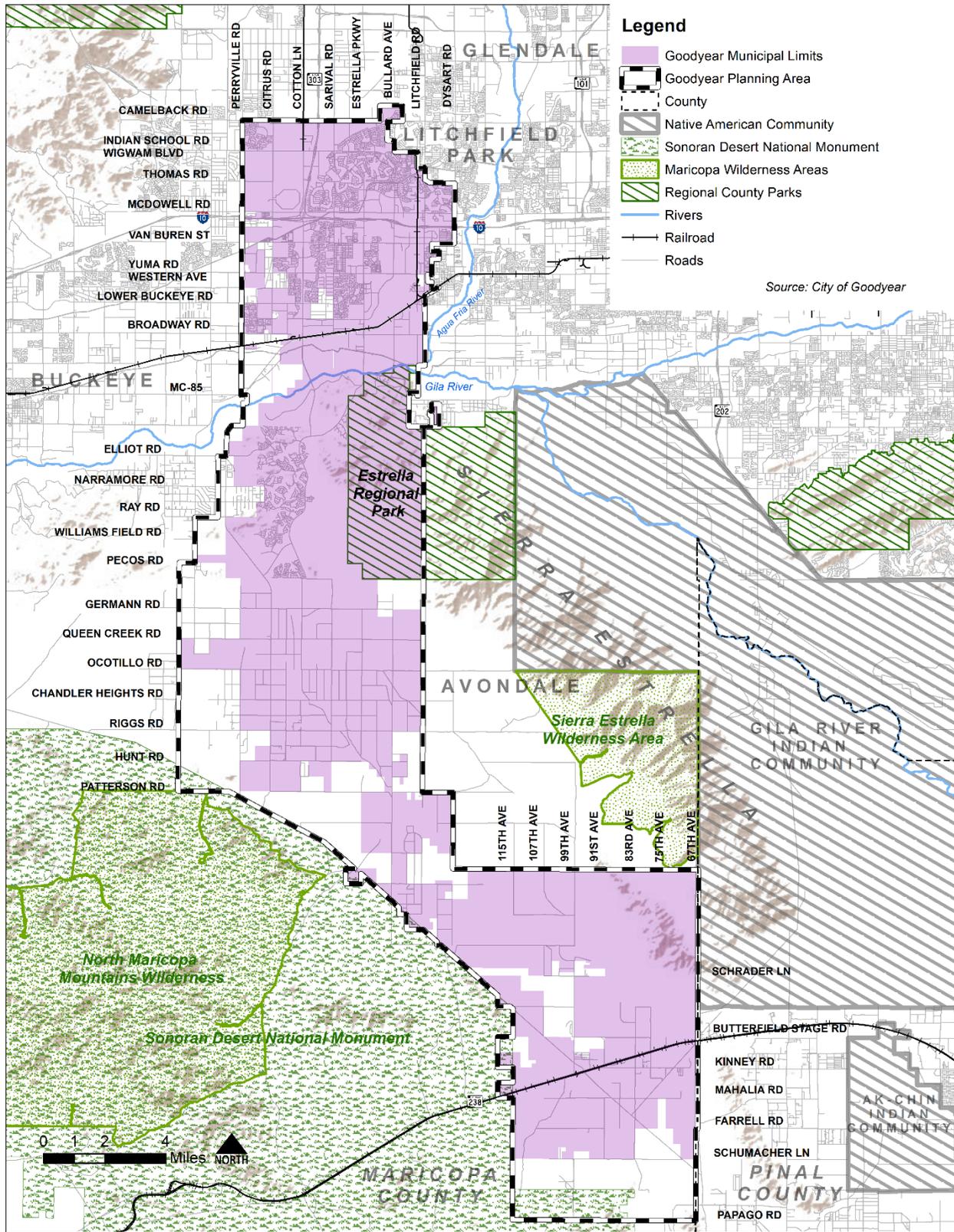


Figure 25: Land Ownership

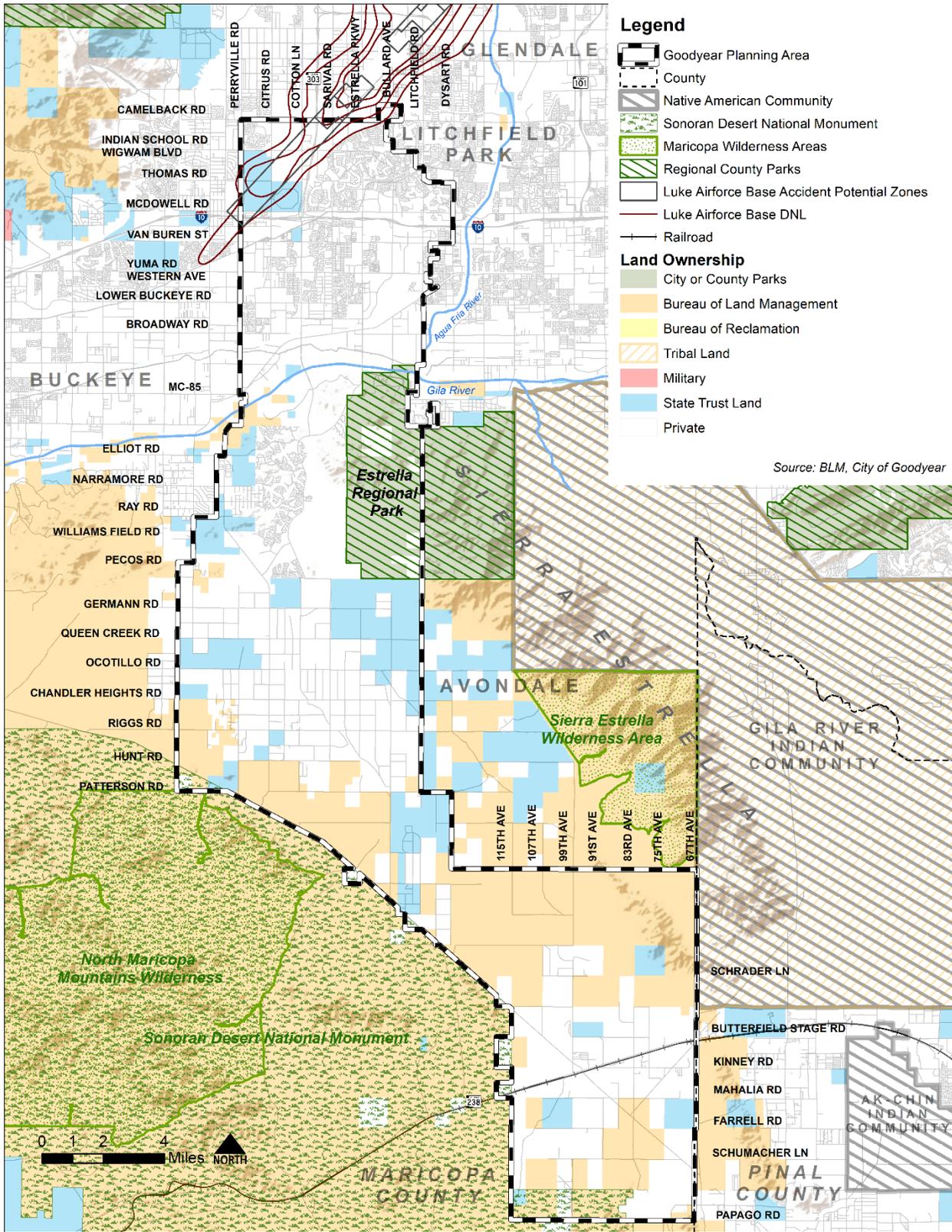
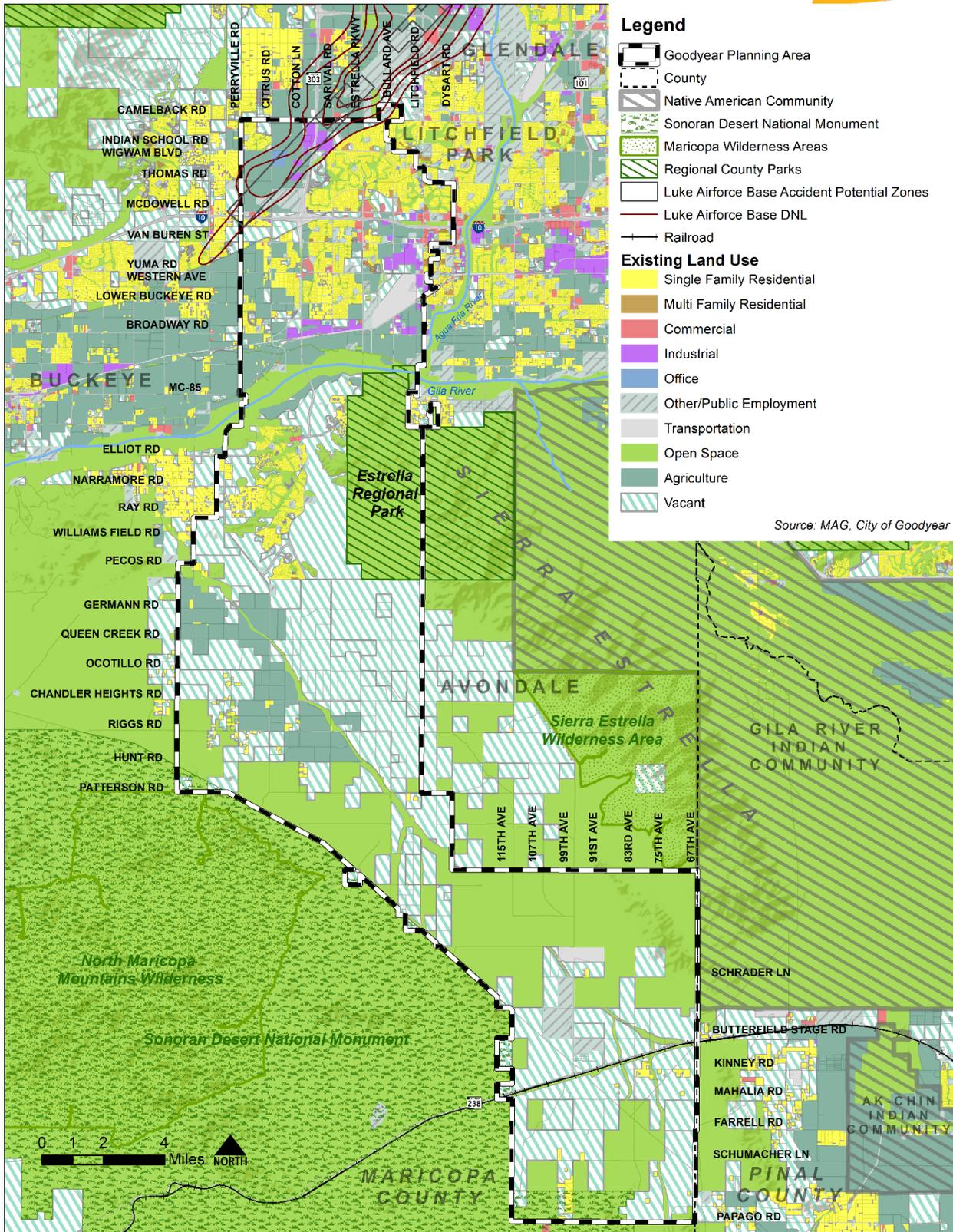


Figure 26: Existing Land Use



Future Conditions

According to the City's 2021 Community Survey, 69% of respondents felt that Goodyear had a Good or Excellent overall design or layout of residential and commercial areas. This statistic is much higher than the national benchmark, and highlights the community's positive outlook on current residential land use distribution. As the City continues to mature and grow from a predominately residential community to a larger employment destination, continued evaluation of land uses will be needed to ensure a balance is achieved.

A. Future Land Use

The Future Land Use of Goodyear is primarily Traditional Neighborhood (40.13%) and Open Space (30.11%) followed closely by Scenic Neighborhood (14.61%) and Industrial. Land uses in the northern portion of the planning area are greatly influenced by the noise contours and proximity of Luke Air Force Base and Phoenix-Goodyear Airport. Business and Industrial land uses align with existing and planned freeway corridors north of the Gila River. South of the Gila River, the Planning Area is predominantly residential uses with large areas of open space following Waterman Wash and an identified critical wildlife linkage between the Sierra Estrella and Sonoran Desert National Monument. Businesses are coupled around identified village centers and Industrial land uses are found in the southern Planning Area near the proposed Interstate 11 Corridor and Arizona State Route 238.

Table 6: Future Land Uses

Future Land Use	Acres	Sq. Miles
Scenic Neighborhood	23,091.76	36.08
Traditional Neighborhood	63,432.50	99.11
Open Space	47,591.14	74.36
Industrial	11,184.29	17.48
City Center	184.68	0.29
Business	12,572.06	19.64
Total	158,056.43*	246.96

Source: City of Goodyear

*Note: ~12 acre difference in area is due to the gaps between shapes in GIS shapefile across the entire planning area

B. Growth Areas

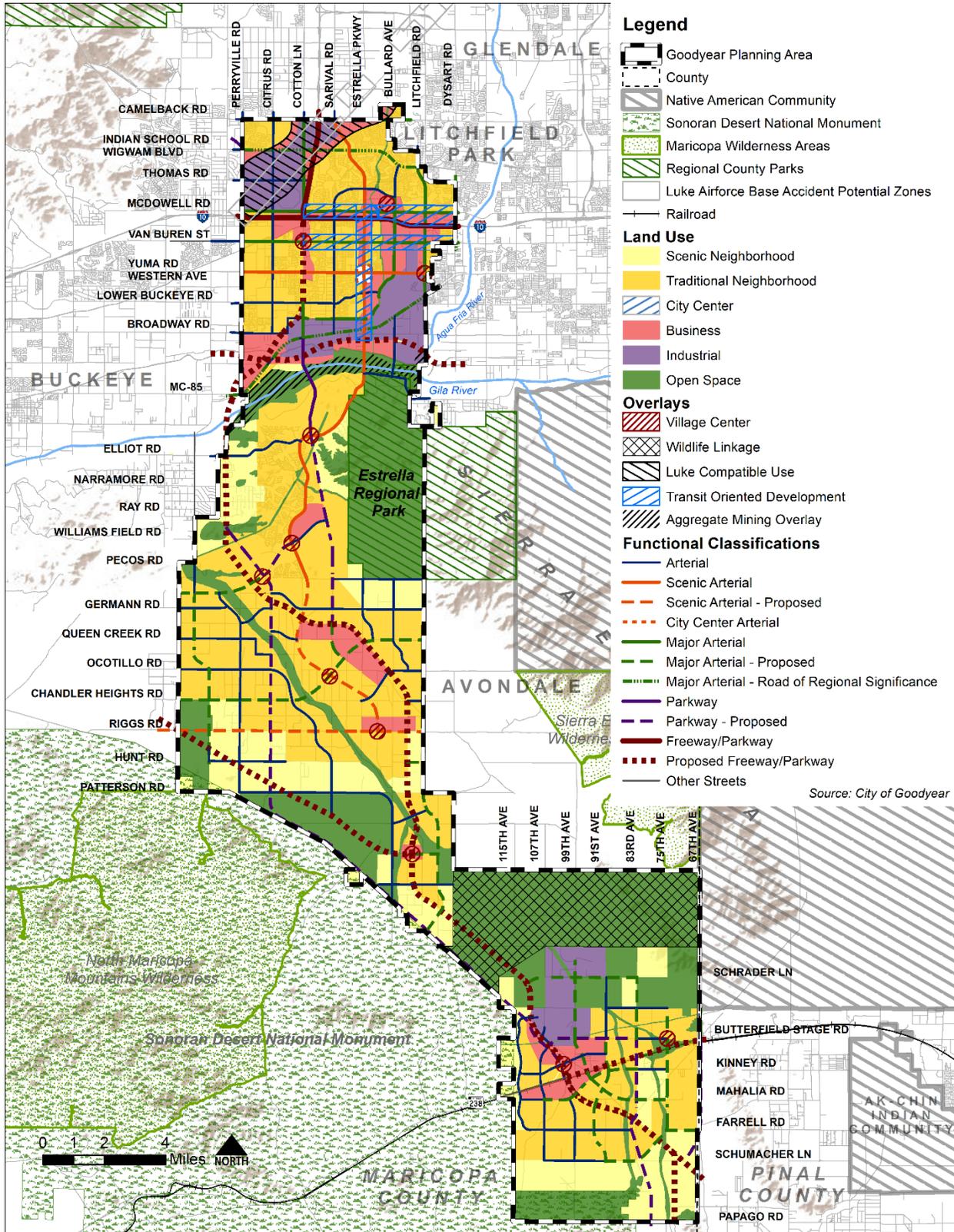
Four Growth Areas are identified in the existing General Plan for the job centers located along Interstate 10, Loop 303, Bullard Road, and Phoenix-Goodyear Airport. The I-10 Corridor growth area is envisioned to house future entertainment, office, and hospitality uses along the freeway. The Loop 303 Growth Area is targeted for employment uses such as distribution, warehousing, and manufacturing. The Bullard Road Growth Area includes the emerging medical facility cluster along the corridor with Cancer Treatment centers of America and West Valley Hospital facilities. The Phoenix-Goodyear Airport Growth Area is focused on the development of Aviation and Technology land uses and job creation to enhance and further grow the airport's operations.

C. Additional Planning Documents

Maricopa County has two specific area plans within Goodyear's Planning Area: Rainbow Valley Specific Area Plan and Mobile Specific Area Plan. Rainbow Valley's Specific Area Plan outlines a series of Rural Residential, Large Lot Residential and Open Space to the west of the Goodyear Municipal Limits within the Planning Area. Slight deviations in distribution of open space as well as differing

residential land use densities exist between the plan and Goodyear's Future Land Use Plan. The Mobile Specific Area Plan has largely already been annexed into the Municipal Limits of Goodyear apart from a few unincorporated county islands within the far southern portion of the Planning Area around Arizona State Route 238. The remaining county islands have a Special Use Land Use (for the existing Land Fill site) as well as Rural Residential and Open space which does not fully align with the Industrial, Business, and Traditional Neighborhood Land Uses of Goodyear.

Figure 27: 2025 General Plan Land Use Plan



Parks, Open Space & Recreation

The City of Goodyear has experienced tremendous growth over the past decade. In 2014, the City completed its systemwide Parks, Recreation, Trails, and Open Space Master Plan which included community outreach and surveys identifying support for recreation-based programming and facility needs. An updated Parks, Recreation, Trails, and Open Space Master Plan is currently underway and similarly includes a robust community and stakeholder engagement plan. The most recent Citizen’s Survey documents strong support of the City in continuing to provide recreational opportunities (73%) and maintaining and improving parks (85%). The City of Goodyear continues to raise the bar in providing superior service through diverse recreation-based programming offering the community a high quality of life which has been reflected in the city’s growth.

Current Conditions

A. Parks

1. City Park Classifications & Existing Facilities

The City of Goodyear has eighteen city-owned and maintained parks and trails facilities. The City also operates and maintains Goodyear Ballpark, the spring training home of the Cleveland Guardians and Cincinnati Reds. Additionally, the Goodyear is constructing the Civic Square as part of a public-private partnership. This facility is planned to open in August 2022 and includes a two-acre park space. Park classifications include community parks, neighborhood parks, and specialty parks and further amenity details are provided in **Table 7**.

Community Park Classification Criteria:

- Community parks shall be between 15 and 40 acres
- Community parks shall include facilities for small-to-medium-sized group activities and areas for individual activities (such as off-leash areas) and passive areas
- Community parks are primarily active parks and shall include a minimum of four lit ballfields, four multi-use fields, parking areas, restrooms and water fountains
- Design community parks to serve an area within three to five miles

Neighborhood Park Classification Criteria:

- Neighborhood parks shall be between 5 and 15 acres
- Neighborhood parks are not separated from nearby houses by arterial streets and are located within walking distance (1/4 mile) of residences.
- Neighborhood parks are primarily designed to accommodate individual, family and small group recreation
- Neighborhood parks shall be located within the scenic neighborhoods and neighborhoods categories within one-quarter mile of all residences
- Within the commerce and business category, neighborhood parks shall be provided as a part of any single family development larger than 160 acres

Specialty Park Classification Criteria:

- Specialty parks may be any size
- Specialty parks are designed for a specific function or to provide education and interpretation
- Specialty park facilities shall be designed to enhance the asset or function for which they are designated

Table 7: Goodyear Parks Today

Existing Park Classifications & Amenities																								
Park Classification	Park Name	Amenity Type																						
		Community Center	Community Garden	Exercise Equipment	Sand Volleyball	Basketball Court	Baseball Field	Soccer Field	Tennis Court	Pickleball Court	Ramadas	BBQ Grills	Drinking Fountains	Restrooms	Walking Paths	Pump Track	Playground	Open Park Space	Splash Pad	Aquatic Facility	Concession Stand	Dog Park	Plaza	Amphitheater
Community Parks	Foothills Community						✓	✓			✓	✓	✓	✓	✓	✓				✓			✓	
	Falcon				✓	✓					✓			✓	✓		✓	✓	✓					
	Goodyear Community					✓	✓		✓	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓
	Goodyear Recreation Campus	✓			✓	✓	✓		✓	✓	✓	✓		✓	✓			✓					✓	
Neighborhood Parks	Loma Linda	✓																✓		✓				
	Palmateer																✓	✓						
	Parque de Paz		✓		✓												✓	✓						
	Portales			✓		✓									✓		✓							
	Wildflower North											✓					✓	✓						
	Wildflower South											✓					✓	✓						
	Rio Paseo														✓			✓						
	Palm Valley				✓	✓											✓	✓						

Existing Park Classifications & Amenities

Park Classification	Park Name	Amenity Type																															
		Community Center	Community Garden	Exercise Equipment	Sand Volleyball	Basketball Court	Baseball Field	Soccer Field	Tennis Court	Pickleball Court	Ramadas	BBQ Grills	Drinking Fountains	Restrooms	Walking Paths	Pump Track	Playground	Open Park Space	Splash Pad	Aquatic Facility	Concession Stand	Dog Park	Plaza	Amphitheater	Skate Park								
	Estrella Vista North					✓		✓									✓	✓															
	Estrella Vista South					✓		✓									✓	✓															
	Canada Village					✓											✓	✓															
Specialty Parks	Goodyear Ballpark	<ul style="list-style-type: none"> State of the Art Baseball Training Facility 10,000 Seat Stadium 											<ul style="list-style-type: none"> Open to Community for Special Events during Off Season 																				
	Roscoe Dog Park	<ul style="list-style-type: none"> Double Gate Entrance Expanded Parking Lot 6.5 acres of Active and Passive Space for All Dogs 											✓																	✓			
	BMX Park	<ul style="list-style-type: none"> One of a Kind Track 											<ul style="list-style-type: none"> Space for Training, Racing and Coaching 																				
	Bullard Wash I & II			✓												✓		✓							✓								

2. Other Existing Parks

Estrella Mountain Regional Park

19,840 acres along the eastern boundary of South Central Goodyear made up the first Maricopa County Regional Park in 1954. This historic, and well-known regional park serves as a landmark in the area. In addition to offering over 38 miles of hiking trails and a 65-acre grass picnic area, the park also offers baseball fields, cycling and mountain biking, campsites, fishing, golfing, and horseback riding. There are also seasonal wetlands at this park as the Gila and Agua Fria River converge to the north.

B. Open Space

1. Sonoran Desert National Monument

This monument and the North Maricopa Mountain range abuts the southwestern boundary of the Goodyear planning area. Hiking, mountain biking and horseback riding are the main attractions in this area. There are motorized vehicle tours to visit archaeological and historic sites, and several trail options including historic trails.

2. Sierra Estrella Mountain Range and Wilderness

14,400-acres of rocky, mountainous wilderness along the southeast border of the planning area is a playground for hikers, off-road vehicle explorers, hunters, and rock climbers. The Sierra Estrella Range contains the Estrella Mountain Regional Park and Quartz Peak; a popular 4,119-foot summit. It once formed the border with Mexico.

3. Other Significant Natural Features

The Gila River and El Rio Watercourse form the boundary between Central Goodyear and South Central Goodyear. These natural features provide potential opportunities for enjoyment by residents and visitors. For details planned in this area, see **Figure 33** in the Mobility Section. These environmentally sensitive areas will require a delicate approach towards any development as preservation and conservation are paramount to residents. Waterman Wash is another significant natural feature for the City of Goodyear as it bisects South Central Goodyear on a diagonal providing opportunities for a greenbelt as well as wildlife corridor. As housing development continues in the area, considerations for conservation as well as access may have to be evaluated.

C. Recreation

1. Goodyear Recreation Campus Master Plan

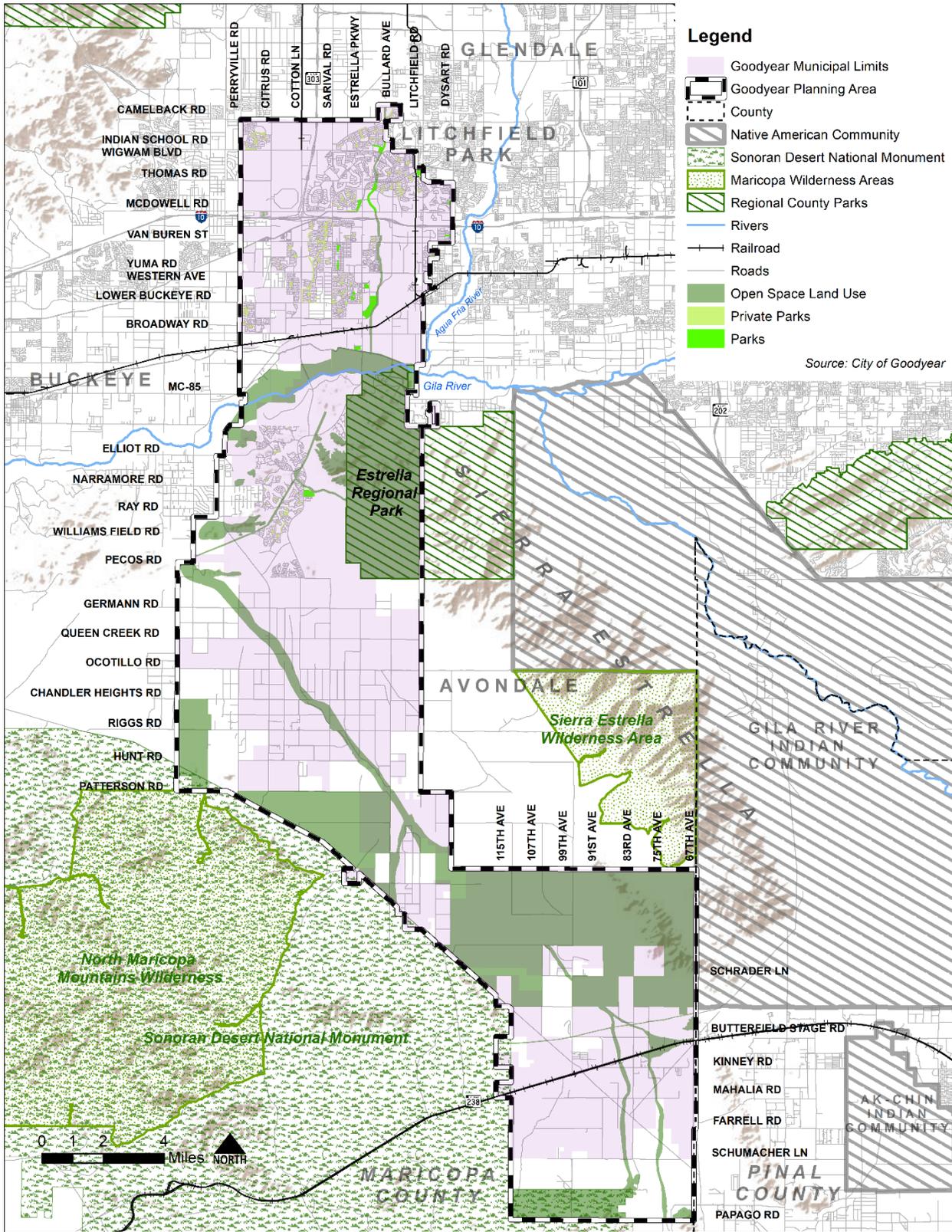
The need for a community recreation center, an aquatics facility and parks in central Goodyear were recommendations identified in the 2014 City of Goodyear Parks, Recreation, Trails, and Open Space Master Plan. In 2018 the City completed the Goodyear Recreation Campus Master Plan which included a robust community and stakeholder engagement plan for the full 86-acre site. The project included stakeholder interviews, focus group meetings with user groups and three community workshops to further validate the support for recreation-based programming and facility needs. Phase I, 40 acres of the Goodyear Recreation Campus, was completed in July 2021. Home to the City's first recreation center, the City of Goodyear Recreation Campus provides indoor and outdoor recreation-based programming for all people of all ages at the same destination. The campus includes a 48,000-sf recreation center, two pool aquatic facility with leisure and competition pools and 30-acre community park. The two-acre aquatics facility includes a 25-yard, eight lane competition pool for open swim, classes, and swim meets while the leisure pool provides a zero-

depth water play “splashground”, activity area and a perimeter lazy river. The deck also includes a separate 28-foot-high dual slide tower along with a perimeter of shaded cabana areas. The 30-acre community park provides 7 acres of open turf, two baseball fields, art plaza, sport courts, destination playground, group ramada and one-mile perimeter multi-use pathway. The additional acreage west of the existing Goodyear Recreation Campus is undeveloped.

Future Conditions

Upon completion of Goodyear’s Parks, Recreation, Trails, and Open Space Master Plan recommendations regarding facility needs, level of service, programming, and future prioritization of new and existing parks improvements will be evaluated and considered for the creation of the General Plan 2035 draft.

Figure 28: Parks & Open Space Map



Environment & Hazards

The environment consists of habitat and ecosystems, natural materials, and the air, water and land on which we all depend. As learned from many cultures before, when a community exhausts their natural resources, they cease to exist. Sustainability can only become attainable when the environment is put first as it is the foundation for all social and economic success.

Current Conditions

A. Environmental Quality

The City of Goodyear's commitment to environmental quality is reflected in a number of city policies and enforceable ordinances. The Goodyear Code of Ordinances identifies 18 Articles that broadly address various aspects of environmental quality including water supply protection and water security; minimized toxins, greenhouse gas emissions and waste; tobacco- and smoke-free spaces; clean air; clean waterways; and healthy and clean soil.

1. Air Quality

According to the Arizona Department of Environmental Quality (ADEQ), Maricopa County has been classified as a nonattainment area by the Environmental Protection Agency (EPA) for particulate matter 10 microns or less in diameter (PM10) since 1996 and Ozone since 2016. Goodyear falls entirely within the moderate nonattainment area for Ozone and everything north of approximately Hunt Road falls within the serious nonattainment area for PM10. A multi-jurisdictional State Implementation Plan update was submitted in 2012 to the EPA by the MAG, Maricopa County Air Quality Department (MCAQD), and ADEQ to demonstrate a 5% reduction of PM10 each year until the county is within attainment standards. MAG more recently submitted a plan to the EPA in 2020 to meet the 2008 Ozone standard by improvements to emission testing, fuel standards, coordinated traffic signal systems, and summer fuel reformulation.

2. Water Quality

The City's 2020 Water Quality report assesses potable water quality for various microbial, inorganic, organic chemical, and radioactive contaminants as well as pesticides and herbicides. Both Liberty Utilities and City of Goodyear Water Services were not found in violation of any water quality regulated contaminants. The overall public water system has been given a low-risk designation indicating the community's water source is well protected.

Phoenix- Goodyear Superfund Site

The Phoenix-Goodyear Airport Superfund site is divided into two areas. The north portion (PGAN) and the south portion (PGAS). PGAS is the source site and has undergone 30 years of remediation due large in part of Goodyear Tire and Rubber Company operations that left serious soil contaminants. PGAN's main contaminants include trichloroethene (TCE), perchlorate, methyl ethyl ketone (MEK) and acetone. PGAS's contaminants include TCE, tetrachloroethene (PCE), 1,1,1 trichloroethane (TCA), 1,1-Dichloroethylene (1,1 DCE), carbon tetrachloride, chloroform, chromium, and arsenic. Both do not currently present concerns to drinking water. Water from the contamination site is treated, reinjected, and is not used as a source for drinking water. Two groundwater pump and treat systems have removed 5,900 pounds of TCE and more than 16 pounds of chromium according to ADEQ. Additionally, via the Soil Vapor Extraction system, 2,500 pounds of TCE have been removed from the subsurface. Continuous monitoring and testing occur to track the contamination, according to ADEQ, the plume is approximately 5 square miles and in an irregular shape. While the plume has been fairly contained via treatment and remediation, it continues to migrate further north and risks contaminating Wells 1 and 3 from the Goodyear potable water system. The City is continuously

monitoring the plume and will have to decommission those wells if contaminated in the future. Replacement water sources will be further explored to ensure no impacts to overall water source changes.

Figure 29: Phoenix-Goodyear Airport Superfund Site- North & South Areas



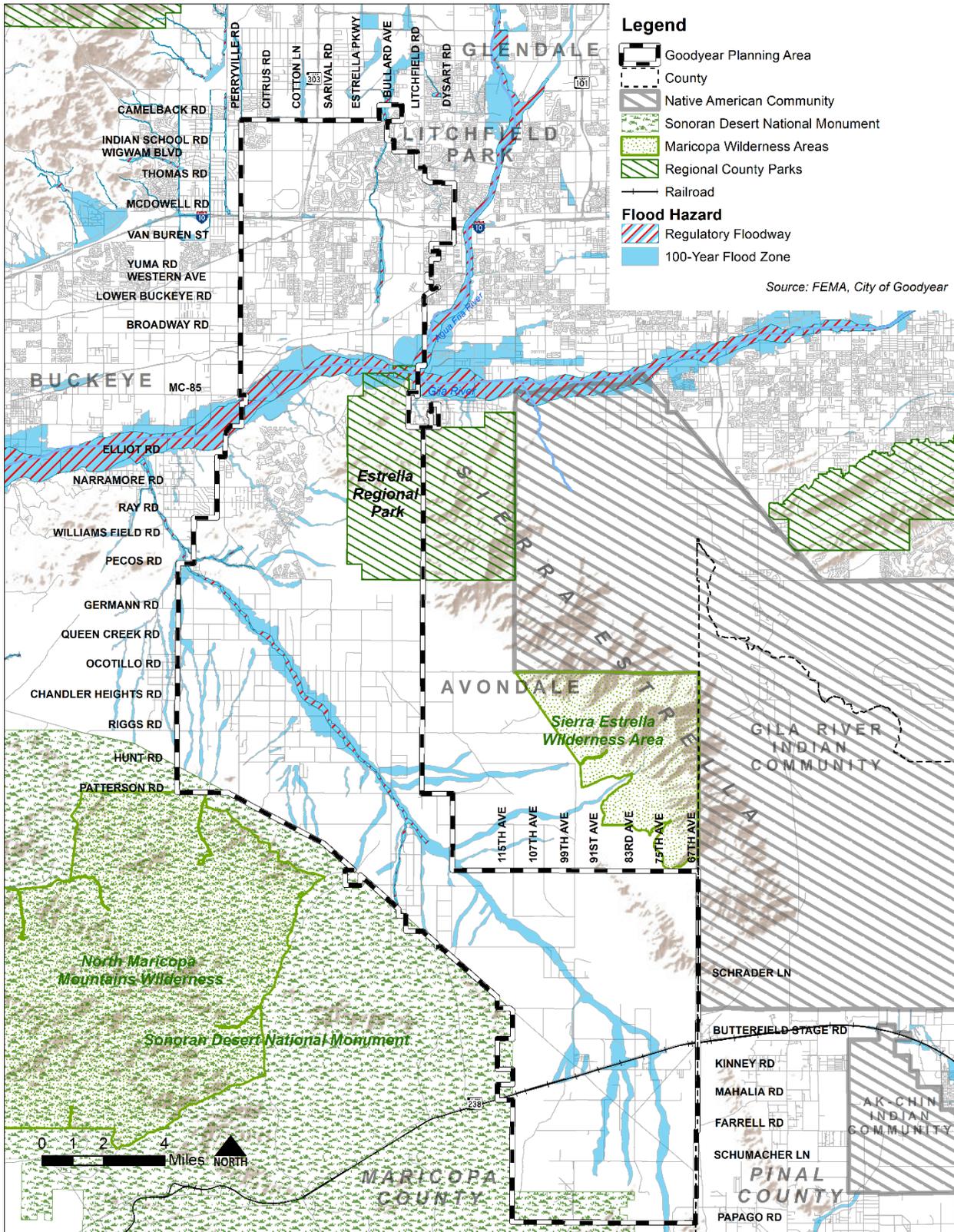
Source: Phoenix-Goodyear Airport Superfund Site: North and South Areas Update June 2021 Fact Sheet

B. Environmental Hazards

1. Flooding

There are three major regulatory floodways within the Planning Area. The Agua Fria River meets the Gila River on the northeastern boundary of the City before traversing the Planning Area. The Waterman Wash is the main regulatory floodway through the south portion of the planning area with a connected series of smaller perennial washes that are in the 100-year flood zone. Open Space on the land use plan has been identified in these areas to mitigate potential flood risk and while also providing a community amenity for recreation.

Figure 30: Flood Hazards



Future Conditions

The 2021 City of Goodyear Community Survey captured residents’ perceptions on a vast array of topics, one of which was Natural Environment. **Table 8** captures all of the Natural Environment survey results as compared to past surveys and the National Benchmarks. Overall Quality and recycling have decreased, while cleanliness and air quality have increased. Water Resources were not included in the 2018 Community Survey so that comparison cannot be made. Lastly, when asked how important it is for the City to enhance water conservation and other sustainability efforts in the coming two years, residents replied with 87%.

Table 8: Natural Environment Survey Results

Goodyear Characteristics and/or Services	% Excellent or Good	Change since 2018 Survey	National Benchmark Comparison
Overall Quality	74	-9%	Similar
Cleanliness	87	+8%	Similar
Water Resources	44	-	Lower
Air Quality	64	+8%	Lower
Recycling	79	-8%	Similar

Source: City of Goodyear Community Survey, 2021

The 2019 Community Assessment identified Environmental Quality as a key Element of a Healthy Community. Air, water, and soil quality levels as well as greenhouse gas and waste reductions were all highlighted as priorities for the City moving forward to ensure long term positive health outcomes. The 2021 City of Goodyear Strategic Plan also identified “Taking Care of our Environment” as one of the guiding principles for the community going forward.

Pathways

Pathways connect people to places and provide critical infrastructure to support the development of the community. Goodyear strives to be at the forefront of infrastructure quality and providing multiple, safe modalities for people to travel to, across, and from the community. These pathways provide important connections for residents both physically and virtually.

Mobility

Current Conditions

A. Roadway Network

The City of Goodyear has a developing network of roadways within the city limits. North of the Gila River, Goodyear has a well-developed roadway network that includes arterials and freeway interchanges along Interstate 10 (I-10) and State Route (SR) 303L (Loop 303). South of the Gila River, the roadway network is less developed, as is the land. Access between the north and south areas of Goodyear is provided by three existing bridges across the Gila River: Bullard Avenue, Estrella Parkway, and Cotton Lane.

A level of service (LOS) analysis performed for 2012 traffic conditions in the City’s Transportation Master Plan (TMP) showed that all arterial roadways, including the three bridge crossings, were operating at LOS C or better. Traffic has grown considerably since 2012 and congestion is common during peak periods along many of the arterials and near the freeway interchanges. Per Goodyear’s 2019 Community Assessment, approximately 46% of Goodyear’s residents in the workforce have a commute of 30 minutes or more (compared to 38% for Maricopa County).

Residents of Goodyear have raised concerns about heavy truck traffic along arterial streets in the City. In 2019, the City passed an ordinance designating truck routes as shown below in **Table 9**.

Table 9: Current Designated Truck Routes

Routes	Designated Area
Cotton Lane	From Van Buren Street to MC 85
SR 303 (State)	Throughout Goodyear
Interstate 10 (State)	Throughout Goodyear
Litchfield Road	From Interstate 10 to MC 85
MC 85 (County)	From Dysart Road to Perryville Road
S. Bullard Avenue	From Interstate 10 to Estrella Parkway
S. Estrella Parkway	From S. Bullard Ave/W. Elwood Street to MC 85

Source: City of Goodyear

B. Transit Network

Existing transit services in the City of Goodyear include Valley Metro bus routes, a neighborhood circulator, and paratransit services. Two local bus routes, Route 3 (Van Buren) and Route 17 (McDowell), run east-west. Rural Route 685 runs east-west on Litchfield Road. Two express bus routes, Route 562 (Goodyear Express) and Route 563 (Avondale/Buckeye Express), run along I-10 through Goodyear. Both express routes operate with a stop at Goodyear’s Park-n-Ride Lot located west of Dysart Road, just north of I-10. The Desert Sky Transit Center and 79th Avenue Park-n-Ride Lot,

although located outside of Goodyear, provide regional connectivity to public transit operations in the West Valley.

Valley Metro also operates Avondale Zoom, a neighborhood circulator, that provides service mostly along Dysart Road, Central Avenue, and Lower Buckeye Road within Goodyear and Avondale. A more detailed route of the circulator can be seen on Valley Metro’s website.

There is an absence of transit connectivity between Goodyear’s activity centers. For example, local bus routes provide east-west connectivity but there is a lack of north-south local bus routes.

C. Active Transportation Network

The active transportation network in Goodyear includes bicycle lanes, sidewalks, shared use paths, and trails and is most developed north of the Gila River. The City’s roadway standards have introduced active transportation facilities by requiring developers to build roadways to City’s standards. These standards include 8-foot detached sidewalks with landscaped buffers and 5.5-foot striped bike lanes within roadway cross-sections.

The active transportation network has gaps due to undeveloped parcels or roadway segments that were built before roadway cross-section standards included bike lanes and sidewalks. LOS results for active transportation facilities along two corridors assessed in the TMP - McDowell Road and Estrella Parkway - indicate LOS C or better for pedestrian facilities and LOS D or better for bicycle facilities along these corridors.

The City of Goodyear is serviced by Bird Scooters offering residents and visitors the opportunity to get around on this active transportation network using motorized upright scooters. As micro-mobility develops, and user data is discovered, the use of these scooters and how they impact other network users will continue to be evaluated.

D. Trails

1. Maricopa Trail

The Maricopa trail is a 315-mile trail located within Maricopa County providing a loop trail connecting the user to nine Maricopa County Regional Parks including Estrella Mountain Regional Park.

2. Sun Circle Trail

The Sun Circle Trail is a 69-mile multi-use pathway that provides a looped trail mainly along several of the irrigation canals throughout the Valley. The trail includes connections with Tempe, Chandler, Mesa, Scottsdale, Phoenix, Peoria, Glendale, Avondale, and Goodyear. The Sun Circle Trail connects with Estrella Mountain Regional Park.

3. Juan Bautista de Anza National Historic Trail

This 1,200-mile historic trail commemorates the Spanish colonial expedition route to settle California and connects Hermosillo in Sonoran Mexico to San Francisco, California. The trail bisects the City of Goodyear just north of State Highway 238 near Mobile.

E. Transportation Technology Network

As traffic in Goodyear has grown, the City has implemented intelligent transportation systems (ITS) to manage the increasing travel demand. Per the TMP, the City’s Traffic Management Center monitors 79 signalized intersections, which provide emergency vehicle preemption capabilities and video vehicle detection. The City’s traffic signal system is interconnected through more than 34 miles of fiber (as of 2017). Additionally, there are 55 closed-circuit television (CCTV) cameras at signalized

intersections and two dynamic message signs along McDowell Road. These ITS devices and technologies are currently only used in Goodyear north of the Gila River.

Future Conditions

Community members expressed in the 2019 Community Assessment that the lack of transportation options is a key issue, and that they desire a safe, affordable and accessible transportation system that connects people with places and encourages walking and biking. Given the city's rapid growth rate, transportation is one of the city's top priorities and creating multi-modal complete streets as well as off-street facilities for bicycles and pedestrians is an important element of the city's future plans. The City has identified the need to take a more proactive approach towards the development of the City's overall transportation network. As a result, the Goodyear Transportation Master Plan (TMP) update will cover a minimum 20-year planning horizon, review the development of previous projects from the 2014 TMP, evaluate currently programmed capital improvement projects (CIP), integrate the most recent or ongoing multimodal planning efforts, transit planning, parks and recreation planning, and be coordinated with the development of this General Plan update. The overarching goal is to position the Goodyear for success and to put an emphasis on the safe and efficient movement of people, goods, and services in a proactive and fiscally responsible manner.

A. Roadway Network

Goodyear is a growing city that continues expanding its transportation network. As vacant land continues to develop, travel demand increases. Various freeways, parkways, and arterials will need to be expanded or built to meet the capacity demands of the growing community. **Figure 31** is a map that shows the existing and proposed roadways in Goodyear.

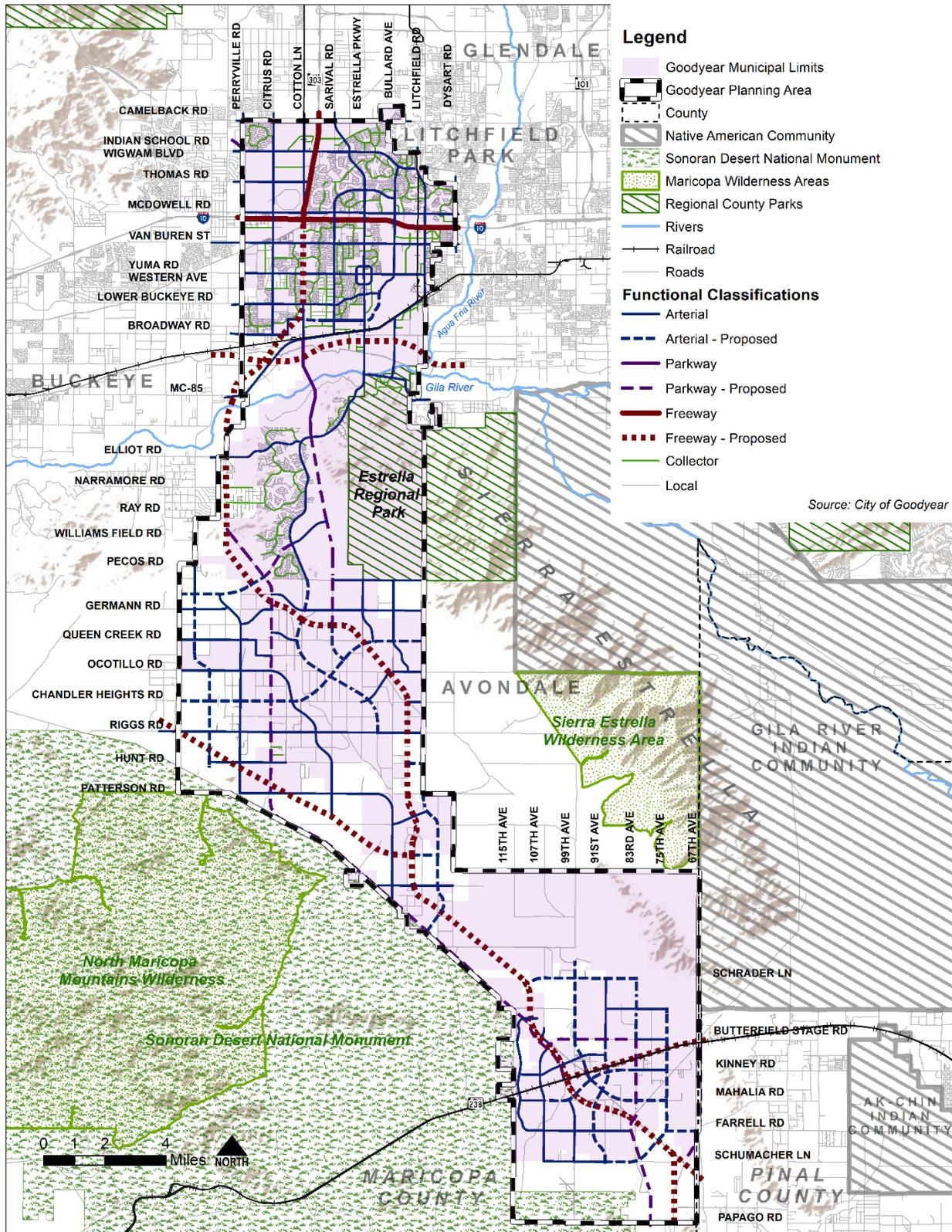
Goodyear is expanding its roadways and creating a transportation network that provides local and regional connectivity. Additionally, the City desires to create a community composed of complete streets that meet the needs of residents, workers, and visitors. Below is a summary of planned construction/implementation of roadway improvements that supports the growing population and employment bases.

Roadway System Improvements are outlined in the City's TMP under the following categories:

- Intersection Improvements
- Roadway Widening
- New Roadways
- Traffic Signal Considerations

These projects are programmed in the City's Capital Improvement Program (CIP). The intent of these projects is to address traffic congestion with increasing travel demand that results as part of a growing community. The five-year CIP includes approximately \$151 million for street-related improvements for fiscal years (FY) 2022 through 2026.

Figure 31: Existing and Proposed Roadways in Gmiucroodyear



Interstate 11 (I-11) is a new freeway corridor planned to be constructed from Nogales to Las Vegas whose alignment will traverse Goodyear south of Riggs Road. I-11 will provide a redundant regional route between the Phoenix and Tucson metropolitan areas. I-11 will be implemented in segments as funding is available. No funding has been identified to design or construct I-11 through Goodyear.

Loop 303 is planned to extend south from its current terminus at Van Buren Street initially to SR 30 and then ultimately to I-11. Loop 303 from I-10 to SR 30 is expected to ultimately have four general purposes lanes (GPLs) and one high-occupancy vehicle (HOV) lane in each direction. Loop 303 will effectively traverse all of Goodyear north-south, providing connectivity to other regional and local routes. Design for Loop 303 from Van Buren Street to MC 85 began in 2021 and construction is anticipated by 2025. No funding has been identified to construct the extension of Loop 303 through Goodyear.

SR 30 is a new east-west freeway corridor planned to be constructed between SR 85 and I-17 whose alignment will traverse Goodyear south of MC 85. SR 30 will provide a redundant regional route to I-10 in the West Valley. The freeway is planned to ultimately consist of four GPLs and one HOV lane in each direction. The segment of SR 30 between the southern extension of Loop 303 and Loop 202 (South Mountain) is included in the Maricopa Association of Governments (MAG) Momentum 2050 Regional Transportation Plan (RTP) as a recommended improvement in Phase I (FY 2026-2030), assuming the current half-cent Maricopa County transportation sales tax (Proposition 400) is renewed by 2025. The segment of SR 30 between SR 85 and the southern extension of Loop 303 is included in the MAG 2050 RTP as a recommended interim facility improvement in Phase V (FY 2046-2051).

SR 238 is an existing two-lane state highway that is planned to ultimately be converted into a freeway between I-11 and the city of Maricopa per MAG's I-8/I-10 Hidden Valley Framework Study. No funding has been identified to convert SR 238 into a freeway.

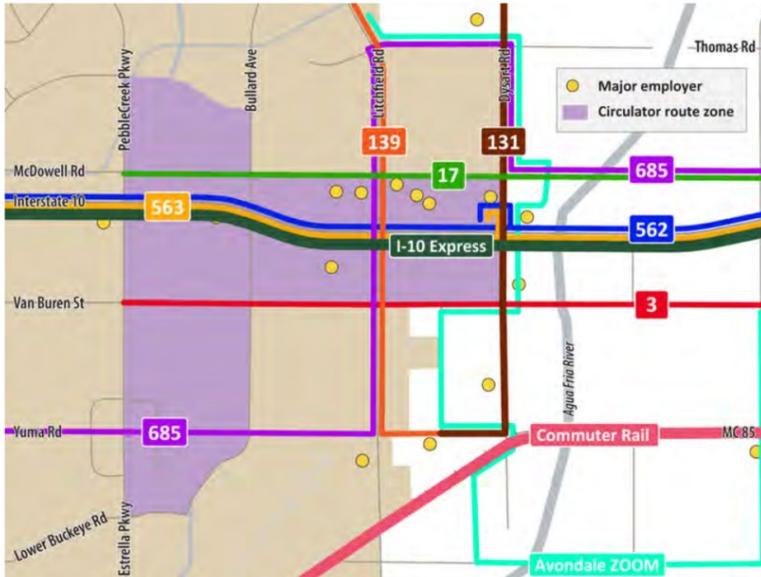
B. Transit Network

The City of Goodyear plans to work with MAG and Valley Metro to expand existing bus routes and advocate for additional bus routes in the area, especially fixed bus routes to service north-south corridors.

The MAG 2040 RTP indicates the Avondale-Goodyear Urbanized Area (UZA) Formula Funding is expected to provide \$119 million for transit development from FY 2020-2040. This funding will help Goodyear complete transit projects included in the TMP. The ultimate transit improvements planned for the City of Goodyear per the TMP are shown in **Figure 31**.

Long term planned transit improvements in Goodyear include commuter rail, which is planned to use the existing east-west railroad tracks with a station at Goodyear/Estrella Station. The MAG Commuter Rail Study and ADOT Passenger Rail Study both identify a commuter rail stop within Goodyear as part of the larger regional passenger rail network. This commuter rail would offer an alternative transit mode that uses existing rail corridors and improve travel time, mitigate congestion, and add convenience.

Figure 32: Long-Term Planned Transit Improvements in Goodyear



Source: City of Goodyear Transportation Master Plan (2012)

C. Active Transportation Network

Consistent with the goals outlined in MAG’s Active Transportation Plan (ATP) and Maricopa County’s ATP, Goodyear plans to create a citywide connected network of active transportation facilities to accommodate all types of users. The County’s ATP outlines various active transportation needs that include gaps in the pedestrian and bicycle networks. The City has planned various improvements, including:

- Bicycle lane striping, signing, and marking
- Accessibility consistent with ADA guidelines
- Sidewalks
- End-of-trip amenities
- Education for bicyclists and motorists
- Shared use paved paths and unpaved trails
- High-visibility crosswalks
- Enhanced at-grade and grade-separated path and trail crossings of roadways

Figure 34 provides a map of major existing and planned active transportation facilities in Goodyear.

1. Bullard Wash Master Plan

The City partnered with Maricopa County to complete the Bullard Wash Bicycle and Pedestrian Master Plan. The plan included community and stakeholder outreach as well as coordination with adjacent landowners. The Bullard Wash Corridor is positioned to become a landmark destination for multimodal connectivity providing key linkages throughout the city and beyond. This central spine connects the northern and southern halves within the heart of the city. The pathway connects residential areas to businesses, schools, municipal facilities, and parks. The proposed pathway, including the previously completed areas north of McDowell Road, offers the opportunity to dedicate 130 acres of land to active recreation and enhanced bicycle and pedestrian connectivity.

D. Trails

The City continues to work toward a comprehensive trail network intended to address the needs of a variety of users and to provide further off-street active transportation connectivity throughout the community.

1. El Rio Design Guidelines & Planning Standards (2015)

This plan addresses a 53 square mile area in South Central Goodyear along the Gila River and provides 12 Character Areas and a Vision for the project area’s development. **Figure 33** showcases plans for future trails described further below.

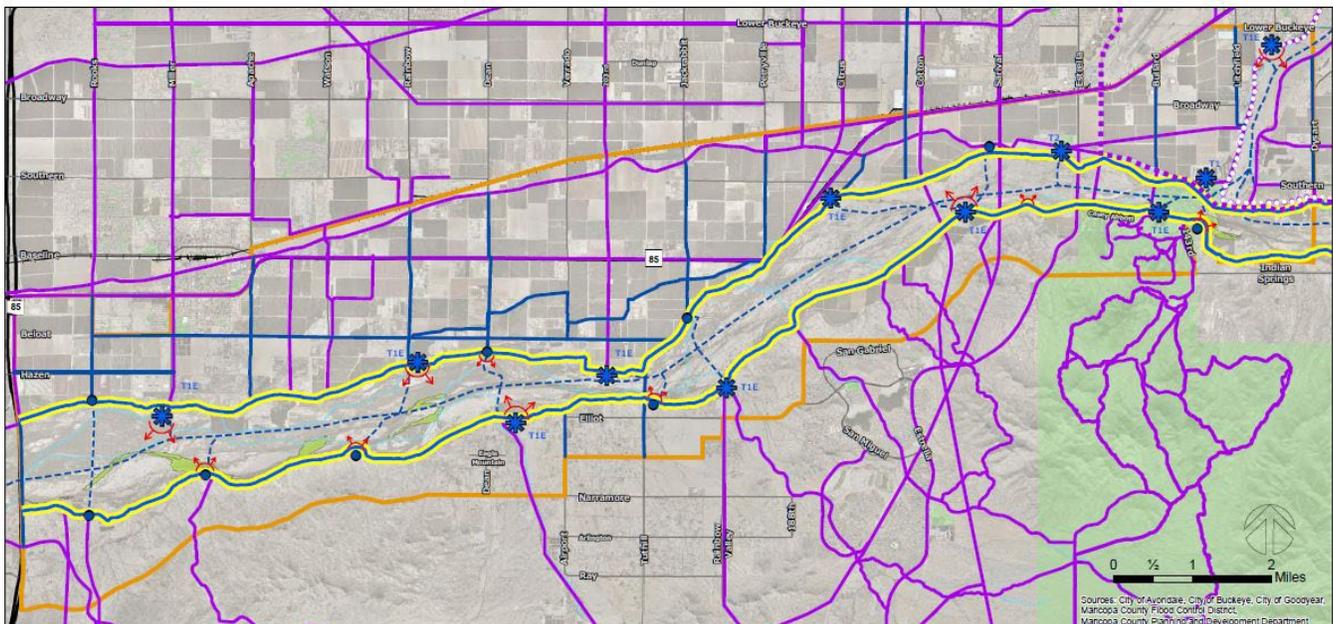
El Rio Trail

This trail is programmed to be a continuous paved shared use path that maintains a 12-foot width. The paved path would be an improved surface for bicyclists, walkers, joggers, and skaters. Immediately adjacent to the primary El Rio Trail is a 4-foot wide soft-surface trail that could be used by equestrians, hikers, and mountain bikers. The El Rio Trail is designed to connect to trail networks within Avondale, Buckeye, Goodyear, and unincorporated Maricopa County.

El Rio River Trail

This trail is programmed to be a natural earthen path within the river bed with a minimum 4-foot width and primarily for use by equestrians, mountain bikers, hikers, and naturalists.

Figure 33: El Rio Watercourse Planning Standards- Trails, Trailheads and Overlooks Map



Legend

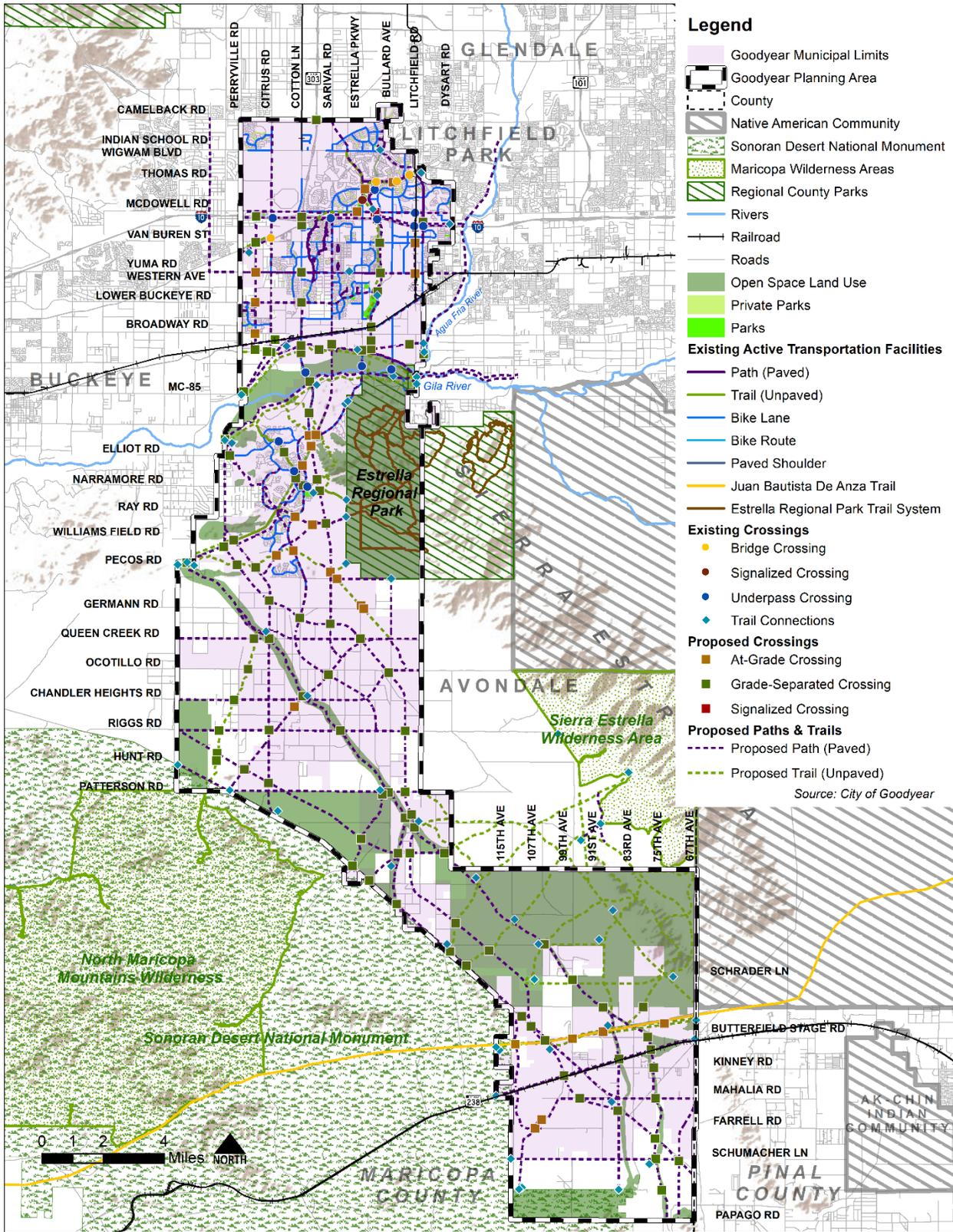
El Rio Vista Overlook	Recommended El Rio Trail	Project Boundary	Railroad	Interstate Highway
El Rio Trail Head (T1, T1E, T2)	Recommended El Rio River Trail	Rivers and Major Streams	Arterial Streets	State Highway
El Rio River Access	Recommended Municipal Path or Trail	High Value Habitat	County Highway	Interchange
	Existing or Planned Municipal Path or Trail	Parks	Ramp	
	Maricopa Trail			
	Sun Circle Trail			

Source: El Rio Watercourse Planning Standards

E. Transportation Technology Network

Based on the long-term ITS recommendations presented in Goodyear's TMP, the City plans to install fiber, conduit, and CCTV cameras at various locations over the next several years. Goodyear is also considering traffic count stations along major corridors, CCTV cameras at new signalized intersections, signal timing coordination plans using MAG Traffic Signal Optimization Program (TSOP) funding, and ITS information sharing agreements with other agencies.

Figure 34: Active Transportation Map



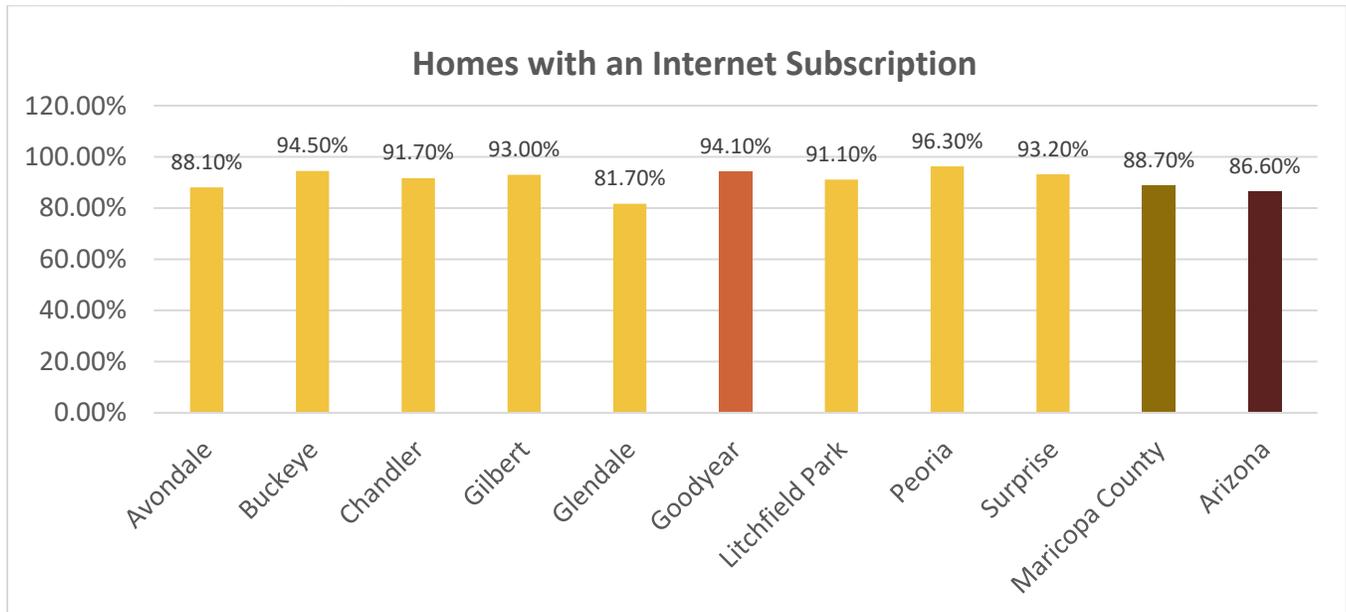
Infrastructure & Utilities

Current Conditions

A. Internet Coverage

The City of Goodyear excels regarding internet connectivity, surpassed amongst the Benchmark Communities only by the Cities of Buckeye of Peoria.

Figure 35: Internet Coverage



Source: 2020 ACS 5-Year Estimates

B. Electricity and Gas

Electricity is provided by Arizona Public Service (APS) and gas is provided by Southwest Gas Corporation.

C. Solid Waste

The City of Goodyear contracts with Waste Connections of Arizona for residential curbside and bulk trash pickup, as well as recycling services. The City provides bulk trash pickup.

D. Water Supply & Demand

Goodyear utilizes surface water from the Colorado River and ground water sources from the local West Salt Valley Sub-Basin Aquifer. Arizona ground water regulations require groundwater replenishment and or sustainable pumping. In order to be in compliance, the City currently recharges reclaimed water through the Soil Aquifer Transfer (SAT) site and also utilizes Central Arizona Project (CAP) Canal water to recharge the aquifer at West Valley CAP recharge facilities. 50% of water is reclaimed through three water recharge facilities and the remaining is used for outdoor landscaping or agricultural irrigation outside the City. The Goodyear Water Reclamation Facility (WRF) is assumed to capture 85% of the wastewater flow to be utilized in aquifer recharge, storage, or future recovery/use. Corgett WRF and Rainbow Valley WRF reclaimed water is secured via development

agreements for lakes and golf courses respectively and no additional reclaimed water is available for City recharge.

The City of Goodyear's Water Services oversees 13 well sites and 10 booster stations with a storage capacity of 18 million gallons. The City predominantly provides water services south of I-10 and to a few county islands at a higher service rate accounting for more than 21,000 water accounts in 2022. Liberty Utilities is the second largest water provider serving water to most connections north of I-10. Additional water service providers include EPCOR, Utility of Greater Buckeye Inc., and Arizona Water Company.

The new Goodyear Water Treatment Facility opened at the end of 2021 to further diversify the City's water source profile with treated surface water. With the initial capacity of treating 8 million gallons of surface water a day, the facility has a planned expansion to reach 16 million gallons in the future. A critical component of the first phase of the surface water treatment facility included a 6-mile pipeline to connect the City to CAP water through the Salt River Project Canal System.

E. Sewer & Wastewater

Sewer Service is provided by Goodyear, EPCOR, and Liberty utilities. The far southern reaches of the Planning Area outside of the City's Service Area are more rural in nature and serviced by private wells and septic tank systems.

Future Conditions

Approximately 77% of respondents rated the overall quality of Goodyear infrastructure as Good or Excellent in the Citizen Satisfaction Survey of 2020. While residents are well-served today, long term growth into the far reaches of Southern Goodyear will require further infrastructure investment in roadways, water, sewer, and public services to maintain the same quality levels of service throughout the Planning Area.

According to the Integrated Water Master Plan of 2016, reclaimed water will become an increasingly important component of the City's water portfolio. The city will need to be proactively working with developers to secure the rights for the reclaimed water from their developments as the City continues to grow.

Long term drought poses a potential threat to long term water supplies, as seen with the Bureau of Reclamation's Declaration of a Tier 1 water shortage for the Colorado River Basin following Lake Mead's water dropping below the shortage threshold. While this Tier impacts Arizona's water allotment from the Colorado River, agriculture will face the brunt of water cuts. Water security will become an ever-important component of Goodyear's future. As the City develops, further diversification of Goodyear's water profile may be warranted.

Goodyear has developed many innovative approaches to water infrastructure including free water tracking software for HOAs, water infrastructure management and leak detection, as well as advanced water metering infrastructure (AMI). Many of these pilot programs have the potential to be implemented city-wide to improve water efficiency and more accurately track and identify water leaks and issues. As the population increases, the intersection of infrastructure with technology, monitoring, and reporting will continue to advance as cities develop new systems in Smart City technology to improve public facilities and services.