

Focus Area 1

Fiscal & Resource Management - Maintaining a long-term view, we manage our fiscal, human, and physical resources in an efficient and effective manner. This effort is aligned across the organization with an emphasis on transparency. The city’s business practices will be efficient, business friendly, and ensure exceptional customer service to all stakeholders and citizens.



Goal 1.1

Improve employee satisfaction and engagement by 10% by FY 2021.



Goal 1.2

Achieve a 75% positive employee rating of the organization’s support of continual learning and development by FY2021 to support building employees’ skills in technical and leadership competencies.



Goal 1.3

Create a replacement program for all city capital assets by FY 2021.



Goal 1.4

By July 1, 2019, adopt a 5-year Capital Improvement Plan that is 100% deliverable as presented.



Goal 1.5

Implement technology solutions that expand online accessibility to city services and increase organizational capacity through improving or automating an additional 50 services by FY 2021.



Focus Area 2

Economic Vitality - We will continue to ensure the prosperity of our community by increasing the growth of our economy through diversity of industry, business investment, quality job creation, education, and tourism. To support this growing economy, we will invest in transportation and infrastructure and seek high quality retail and entertainment opportunities.



Goal 2.1

Grow the property tax base through a primary assessed valuation increase due to growth average of 15% and total secondary assessed valuation annual growth of 9% for tax years 2019-2021.



Goal 2.2

Increase total job creation by 4,500 of which 2,000 jobs are in targeted industries by FY 2021.



Goal 2.3

Increase the number of businesses reporting in the Restaurant and Entertainment tax categories by 10% by FY 2021.



Goal 2.4

Increase the sales tax revenue reported in the retail category by 10% over 2018 projections by FY 2021.



Focus Area 3

Sense of Community - The city will cultivate a sense of pride through programs, gathering places, and events where the community can come together to participate in opportunities of learning and recreation. We will continue to make Goodyear residents feel connected to their city government through community engagement, outstanding customer service, and clear, accessible communication.



Goal 3.1

Increase attendance at city events by 30% by FY 2021.



Goal 3.2

Create an additional 250 Goodyear ambassadors through city-offered engagement programs by FY 2021.



Goal 3.3

Complete a bike/pedestrian study of shaded paths/sidewalk in FY 2019 to identify projects for future Capital Improvement Plan consideration.



Goal 3.4

Increase the total views and impressions of the city's digital media content by 10% by FY 2021.



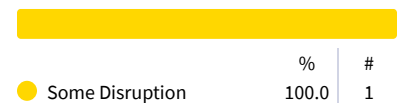
Focus Area 4

Quality of Life - We will continue to make Goodyear a place to live, work, and play that provides diverse activities and amenities in a safe and well-maintained environment, while supporting the arts and promoting the health and wellness of our community.



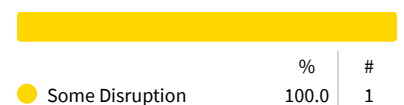
Goal 4.1

Construct new recreation facility and increase participation in programs and activities that foster a healthy, quality lifestyle by 30% by FY 2021.



Goal 4.2

(4.2 Police) Ensure a safe community by increasing police officer pro-active time to 40% by FY 2021.



Goal 4.3

(4.2 Fire) Ensure a safe community by improving fire response times by 15 seconds by FY 2021.



	%	#
● Some Disruption	100.0	1

Goal 4.4

(4.3) By FY 2021, ensure availability of water to support growth of the city for the following 10 years.



	%	#
● Completed	100.0	1