

City of Scottsdale 2011 General Plan Update Citizen Survey Feedback

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Executive Summary

A survey was conducted as part of the public outreach for the 2011 General Plan Update. The survey was the main tool in reaffirming the existing General Plan's vision and values. The purpose of this survey was to gather opinions of residents about opportunities and issues regarding the future of the City of Scottsdale. A total of 6,357 surveys were returned and compiled. Although this survey is not statistically valid, it does provide useful benchmarking information with which to consider updates to the Scottsdale General Plan.

The survey created was similar to that of the statistically valid 2000 Future in Focus Questionnaire and Citizen Telephone Survey distributed for the 2001 General Plan Update. Many of the same questions were used in the current survey to see whether the community results have changed over the last 10 years.

The survey has ten questions responding to key topics for the City of Scottsdale. Questions one through four asked respondents to rate options on a scale of 1 to 5, with 1 meaning "not at all important" and 5 meaning "very important." Questions five through ten asked respondents if they agreed or disagreed on the approaches presented. Each question also provided an "Other" option where the respondent could write-in an answer. These responses are included in the full report under Part III: Write-In Answers.

Question 1: The most important characteristics of the city are:

Majority of respondents rated six out of eight characteristics very important (5). Those characteristics include:

- Safety
- High quality of life
- Physical appearance
- Open space and land preservation
- Public facilities and services
- Community and neighbors

Question 2: Importance of issues as Scottsdale matures and grows:

Three out of eight options were rated very important (5):

- Public services
- Public open space
- Public facilities

Question 3: Scottsdale should be known for:

Three out of six options were rated very important (5). Those include:

- Sonoran desert
- Sustainable community
- Outdoor recreational community

Question 4: Importance of housing choices: (House, apartment, condo, townhouse, etc.)

The majority of respondents rated this issue very important (5).

Question 5: Areas of Scottsdale in greatest need of improvement:

Only one out of six options received a strongly agree rating:

- McDowell Road corridor

Question 6: Solutions to help Scottsdale residents move about the city:

Only one out of three options was rated strongly agree:

- Develop alternative modes of transportation

Question 7: Higher density development should be encouraged in:

Two out of six options were rated agree by the majority of the respondents:

- McDowell Road corridor
- Downtown Scottsdale

Question 8: Improve the usefulness of public transit in Scottsdale:

All three options were rated agree by the majority of the respondents:

- Revitalize mature areas with higher concentrations of people and businesses
- Concentrate future development along major streets
- Provide incentives to developers

Question 9: Encourage development of recreation facilities:

One option out of six was rated strongly agree:

- Passive open space like the McDowell Sonoran Preserve

Question 10: What should Scottsdale's values be:

Six out of eleven options were rated strongly agree. Those include:

- Respecting the environment and preserving the desert
- Preserving livable neighborhoods
- Economic vitality
- Maintaining high standards of aesthetics
- Commitment to sustainability
- Coordination of transportation options and decreasing automobile travel

Part I: Outreach Methods

Survey Purpose

The purpose of this survey was to gather opinions of residents about opportunities and issues regarding the future of the City of Scottsdale. The survey serves as a key component of the public outreach portion of the 2011 General Plan (GP) Update.

Survey Methods

The survey created was similar to that of the statistically valid 2000 Future in Focus Questionnaire and Citizen Telephone Survey distributed for the 2001 General Plan Update. Many of the same questions were used to benchmark whether the opinions of the community have changed over the past ten years. Although this survey is not statistically valid, it does provide useful benchmarking information with which to consider updates to the Scottsdale General Plan.

Staff utilized as many free or low cost means as possible to advertise the survey. The survey was available online and in hard copy from September till December 2009. A notice was placed in the Pride utility bill insert notifying residents of the upcoming survey in October 2009. In November, 2009, the city mailed 85,242 surveys as utility bill inserts to all households that received their utility bill in a hard copy format. Residents could return their completed survey with their utility bill. The Pride notification was also available online for those that payed their utility bill online.

Surveys were also placed throughout the city at nine locations: One Civic Center, City Hall, Civic Center Library, Paiute Neighborhood Center, Arabian Library, Palomino Library, Via Linda Senior Center, Mustang Library, and the Granite Reef Senior Center. Surveys were printed in English and Spanish and placed at these locations. Multiple surveys were also handed out at events held throughout the community, those included:

- GAIN block parties
- Fabulous 50's Tradeshow
- DC Ranch National Neighborhood Day Party
- Downtown Open House
- Green Street Scottsdale Event
- Holiday Harmony
- Rail Fair at McCormick-Stillman Railroad Park
- Grayhawk Community Park Grand Opening
- Fall Festival
- Build the Fun Lego Event

Other ways surveys were distributed:

- Surveys were distributed and collected at the business classes sponsored by Economic Vitality along with the Neighborhood College classes.
- The Mayor's Youth Council was enlisted to help distribute surveys as a way to earn community credit. The Youth Council handed out surveys to their high school classes and returned over 100 responses.
- A Spanish version of the survey was created and distributed with assistance from the community group Conexiones.
- Community groups and HOAs included information about the survey in their community newsletters.
- Large print surveys were created for those with sight difficulties. These surveys were provided at the senior centers and at a series of ADA workshops.
- Surveys were distributed to nineteen (19) Boards and Commissions.
- An online survey was created and posted on the General Plan Update webpage.
- A Facebook page was created to advertise and promote the survey.
- Business cards were created to promote taking the survey online.
- The Arizona Republic printed an article encouraging people to take the survey.

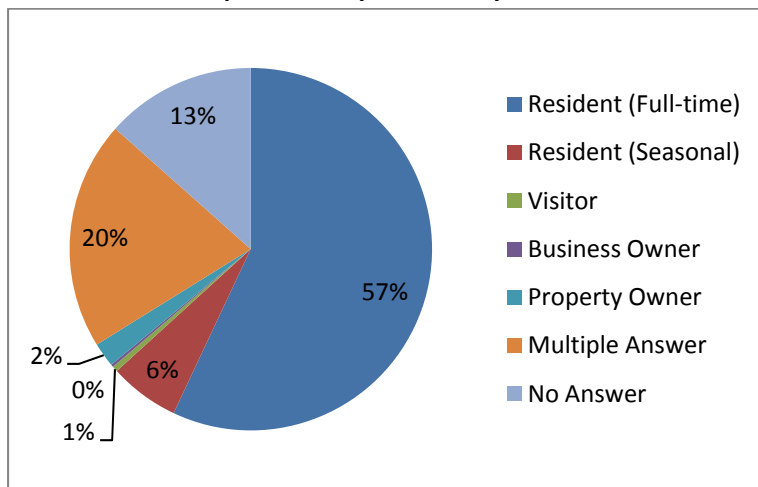
As a result of the extensive advertisement and distribution, a total of 6,357 surveys were returned. Appendix B contains a copy of the survey questionnaire.

Part II: Profile of Respondents

The following summarizes the demographic profile of respondents to the survey. Where comparable data was available from the 2000 U.S.Census, it was included to indicate the degree to which the sample compares to the underlying population in the City of Scottsdale.

Respondents were asked to describe their community affiliation. Chart 1 shows that the majority (57%) of respondents are Scottsdale full-time residents. Twenty percent (20%) have multiple affiliation, meaning one or more of the following: resident (full-time/seasonal), visitor, business owner, and/or property owner.

Chart 1 – 2011 GP Update Survey Community Affiliation Results



Respondents could choose more than one characteristic

Respondents were asked to generally identify their occupation. The majority (27%) identified themselves as retired. The second highest category of occupational types was business (18%).

Table 1 – 2011 GP Update Survey Percentage of Occupation Results

Occupational Category	Percent of Respondents
Business	18%
Tourism	1%
Entertainment	0%
Education	4%
Financial	3%
Health Care	6%
Real Estate (Realtor, Developer, etc.)	2%
Homemaker	3%
Retired	27%
Student	3%
Other	5%
No Answer	13%
Multiple Occupation	15%

Chart 2 shows the gender distribution of the respondents. The sample had a slightly higher proportion of females (42%) to males (40%). The 2000 U.S. Census noted that the females to male ratio was also slightly higher with fifty-one percent (51%) to forty-eight percent (48%). The respondents were also asked to identify their age. The majority (42%) of the sample was aged between 41 and 65 years. The second highest (34%) age group was above 65 years of age.

Chart 2 – 2011 GP Update Survey Gender Distribution Results

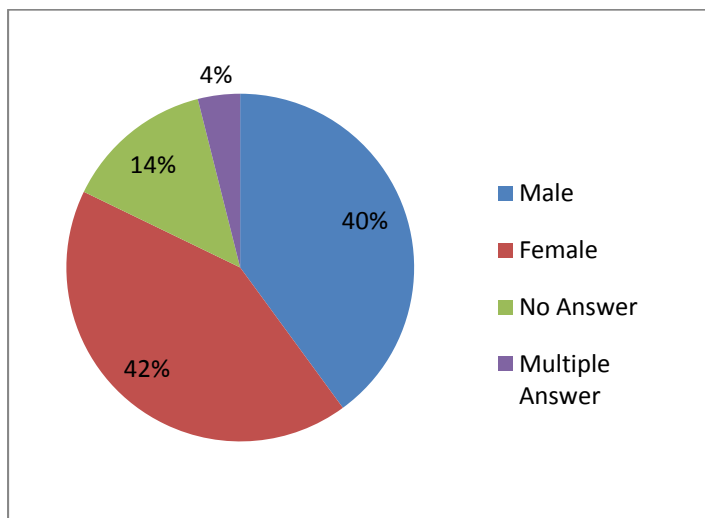
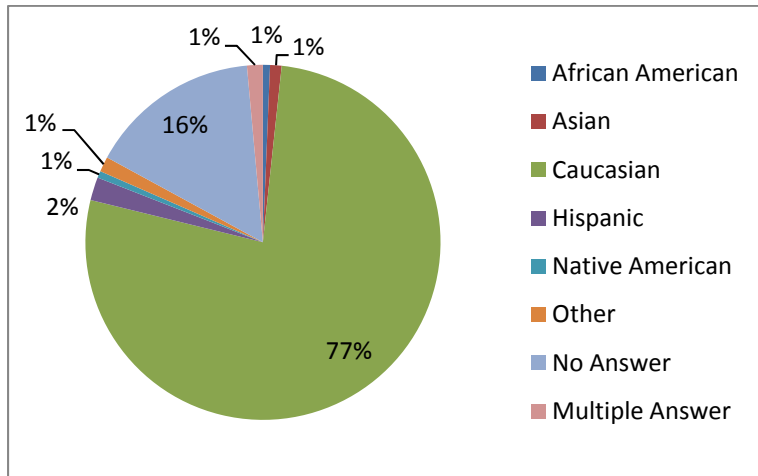


Table 2 – 2011 GP Update Survey Age Distribution Results

Age Group	Percent of Respondents
17 + under	2%
18 to 25	1%
26 to 40	6%
41 to 65	42%
Over 65	34%
Multiple Answer	1%
No Answer	13%

The majority of the survey respondents' ethnicity is Caucasian at seventy-seven percent (77%). Sixteen percent (16%) of respondents did not answer this question. The remaining ethnicities make up seven percent (7%). According to the 2000 U.S. Census, the Caucasian population in Scottsdale was ninety-two percent (92%).

Chart 3 – 2011 GP Update Survey Ethnicity Results



Part III: Survey Feedback

In the 2011 General Plan survey, the public was asked a series of ten questions. These questions were modeled after the statistically valid 2000 Citizen Telephone Survey and the 2000 Future in Focus Questionnaire which were completed for the 2001 General Plan update. Where questions were similar, data is provided to compare the 2011 survey to past survey data collected.

Questions one through four of the survey asked respondents to rate characteristics on a scale of 1 to 5, with 1 meaning “not at all important” and 5 meaning “very important.” Questions five through ten asked respondents if they agreed or disagreed on the approaches presented. Each question also provided an “Other” option where the respondent could write-in an answer. Multiple “Other” responses were received. These responses are included in Part III: Write-In Answers. Results below are provide in percentage of respondents along with the actual amount of respondents in parentheses.

Question 1: The most important characteristics of the city are:

The first question of the survey asked respondents to rate the most important characteristics of the City of Scottsdale. Respondents gave very important (5) ratings to six out of eight characteristics: safety, high quality of life, physical appearance, open space and land preservation, public facilities and services, and community and neighbors. Arts and culture, and convenience/access received a four (4) rating by the majority of respondents.

1. The most important characteristics of the city are:	Not at all Important 1	2	3	4	Very Important 5	No Answer
Public facilities and services	1% (67)	2% (151)	16% (986)	31% (1952)	48% (3070)	2% (131)
Arts and culture	4% (256)	8% (523)	26% (1639)	31% (2000)	28% (1801)	2% (138)
Physical appearance	1% (49)	1% (70)	9% (541)	31% (1961)	57% (3615)	2% (121)
Open space and land preservation	2% (124)	4% (234)	13% (844)	24% (1497)	55% (3527)	2% (131)
High quality of life	1% (52)	1% (76)	7% (421)	23% (1481)	66% (4181)	2% (146)
Safety	1% (49)	1% (50)	5% (300)	16% (1046)	75% (4798)	2% (114)
Community and neighbors	1% (53)	3% (168)	18% (1139)	36% (2296)	40% (2539)	3% (162)
Convenience/Access	1% (89)	4% (248)	22% (1412)	37% (2331)	31% (1957)	5% (320)

Question 2: Importance of issues as Scottsdale matures and grows:

Respondents rated the importance of eight issues as the city matures and grows. Three issues were rated very important (5): public services, public open space, and public facilities. The 2000 Citizen Telephone Survey reported similar results, with the top rating going to public services and facilities and the second highest rating going to public open space.

Thirty-one (31%) percent of respondents rated the preservation of historic buildings and sites a four (4). The remaining four issues: Low to moderately priced housing, public transit, concentrated areas of employment/work sites, and the development of special areas such as resorts or medical offices were rated a three (3) by the majority of respondents.

2. Importance of issues as Scottsdale matures and grows:	Not at all Important 1	2	3	4	Very Important 5	No Answer
Public Services (waste, water, sewer, etc.)	0% (30)	1% (56)	8% (477)	25% (1608)	64% (4066)	2% (120)
Public Facilities (libraries, rec. center, senior center)	1% (94)	3% (214)	18% (1159)	35% (2202)	41% (2585)	2% (103)
Preservation of historic buildings and sites	3% (222)	9% (547)	29% (1864)	31% (1942)	26% (1659)	2% (123)
Public open space	2% (112)	4% (249)	16% (1043)	31% (1974)	45% (2856)	2% (123)
Low to moderately priced housing	13% (857)	17% (1085)	31% (2001)	22% (1386)	14% (885)	2% (143)
Public transit	10% (632)	13% (800)	27% (1702)	25% (1598)	23% (1469)	2% (156)
Concentrated areas of employment/work sites	6% (378)	11% (728)	33% (2090)	29% (1861)	17% (1111)	3% (189)
Development of special areas such as resorts or medical offices	8% (531)	14% (902)	35% (2251)	26% (1664)	12% (785)	4% (224)

Question 3: Scottsdale should be known for:

Repondents were asked to rate what Scottsdale should be known for. Question 3 examines the Four Dominant Themes described in the 2001 General Plan as Scottsdale’s core expression (see Appendix A). There were also two additional themes added which were sustainable community and outdoor recreational community.

Three out of six of the descriptions were rated very important (5): Sonoran Desert, sustainable community and outdoor recreational community. Resort community, arts and culture, and health and research were all rated a four (4) by the majority of repondents.

3. Scottsdale should be known for:	Not at all Important 1	2	3	4	Very Important 5	No Answer
Sonoran Desert	3% (188)	5% (313)	17% (1106)	26% (1645)	46% (2941)	3% (164)
Resort community	4% (266)	7% (457)	25% (1597)	33% (2107)	28% (1756)	3% (174)
Arts and culture	4% (245)	7% (420)	23% (1489)	33% (2072)	31% (1986)	2% (145)
Health and research	2% (157)	5% (344)	22% (1375)	36% (2276)	32% (2044)	3% (161)
Sustainable community	2% (145)	3% (195)	14% (910)	32% (2066)	45% (2883)	2% (158)
Outdoor recreational community	2% (111)	3% (219)	19% (1205)	35% (2243)	37% (2354)	4% (225)

Question 4: Importance of housing choices:

Question four of the survey asked respondents to rate the importance of housing choices, such as single family homes, multi-family apartments, and condos. Twenty-eight percent (28%), the majority, agreed that it is very important (5). The 2000 Citizen Telephone Survey results report forty percent (40%) of respondents agreed a mix of housing choices is very important (5).

4. Importance of housing choices:	Not at all Important 1	2	3	4	Very Important 5	No Answer
(House, apartment, condo, townhouse, etc.)	4% (275)	5% (320)	20% (1301)	26% (1668)	28% (1794)	16% (999)

Question 5: Areas of Scottsdale in greatest need of improvement:

The highest percentage of respondents strongly agreed that the McDowell Road corridor is in the greatest need of improvement. Thirty-five percent (35%) of respondents agreed that the established older areas are in the greatest need of improvement. Thirty-two percent (32%) agreed that Downtown Scottsdale is in the greatest need of improvement. The majority of respondents rated the remaining options neutral: Shea Boulevard/ Scottsdale Road commercial area, Greater Airpark, Scottsdale Road north of the Loop 101. The 2000 Citizen telephone survey differed slightly due to the terminology. Respondents strongly agreed that the area in greatest need of improvement was Los Arcos, which has changed in terminology to the McDowell Road corridor today. In 2000, respondents also agreed that established, older areas are in greatest need.

5. Areas of Scottsdale in greatest need of improvement:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Downtown Scottsdale	22% (1390)	32% (2056)	31% (1957)	8% (540)	3% (200)	3% (214)
McDowell Road corridor	39% (2470)	26% (1647)	25% (1577)	5% (311)	3% (166)	3% (186)
Established, older areas	30% (1925)	35% (2250)	25% (1603)	4% (280)	2% (132)	3% (167)
Shea Blvd./Scottsdale Rd. commercial area	13% (811)	26% (1631)	40% (2513)	13% (818)	6% (368)	3% (216)
Greater Airpark	8% (517)	19% (1179)	43% (2712)	19% (1184)	8% (531)	4% (234)
Scottsdale Rd. north of the Loop 101	12% (752)	15% (922)	33% (2076)	21% (1322)	16% (1016)	4% (269)

Question 6: Solutions to help Scottsdale residents move about the city:

Question six asked respondents to rate solutions to help Scottsdale residents move about the city. The majority of respondents both strongly agreed and agreed that developing alternative transportation modes would help. Thirty-six percent (37%) agreed that improving pedestrian accommodations would help. Forty-two percent (41%) were neutral regarding if providing longer crosswalk signal times would help residents move about the city.

The 2000 Citizen Telephone Survey had a few additional options. The top three rated in the 2000 Survey in order were: provide bus shuttle service to and from facilities, improve pedestrian accommodations such as sidewalks, paths, and shade, and develop alternative transportation modes such as improved public transit or light rail. Since the Transportation Master Plan was adopted after the 2000 survey, and provided extensive outreach on transportation issues, these 2000 transportation options were not included in this survey.

6. Solutions to help Scottsdale residents move about the city:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Improve pedestrian accommodations such as sidewalks, paths, shade, etc.	32% (2010)	37% (2324)	22% (1372)	5% (315)	3% (167)	3% (169)
Develop alternative transportation modes	29% (1874)	29% (1863)	24% (1539)	9% (544)	6% (362)	3% (175)
Provide longer crosswalk signal times	17% (1099)	21% (1355)	41% (2629)	12% (763)	5% (298)	3% (213)

Question 7: Higher density development should be encouraged in:

When asked where higher density in the city should occur, McDowell Road corridor was tied with twenty-eight percent (28%) agreeing and another twenty-eight percent (28%) neutral on density developing here. Twenty-five percent (25%) agreed it should be in the downtown. On the remaining options, the majority rated them neutral: within the Airpark, Shea/Scottsdale Road corridor, along Indian Bend Wash, and along the resort/office employment corridors.

7. Higher density development should be encouraged in:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Downtown Scottsdale	19% (1229)	25% (1592)	22% (1381)	18% (1132)	12% (775)	4% (248)
Along the resort/office employment corridors	12% (745)	27% (1706)	30% (1917)	16% (1016)	10% (663)	5% (310)
Along Indian Bend Wash	7% (445)	15% (941)	33% (2120)	24% (1520)	16% (1024)	5% (307)
McDowell Road corridor	20% (1287)	28% (1765)	28% (1789)	11% (669)	9% (553)	5% (294)
Within the Airpark	11% (708)	21% (1323)	34% (2152)	18% (1120)	12% (776)	4% (278)
Shea/Scottsdale Road corridor	8% (496)	17% (1072)	33% (2082)	22% (1370)	15% (968)	6% (369)

Question 8: Improve the usefulness of public transit in Scottsdale:

Three ways were presented on how to improve the usefulness of public transit in Scottsdale. The majority of respondents rated agree to each solution: revitalize mature areas that already have a higher concentration of people and businesses, provide incentives to developers and builders to focus development, and concentrate future development along major streets.

8. Improve the usefulness of public transit in Scottsdale:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Revitalize mature areas of the city that already have a higher concentration of people and businesses	34% (2168)	40% (2527)	16% (1046)	3% (208)	3% (179)	4% (229)
Provide incentives for developers and builders to focus new development in already established areas	27% (1700)	32% (2052)	20% (1257)	10% (605)	8% (512)	4% (231)
Concentrate future city development along major streets	21% (1364)	33% (2067)	28% (1801)	8% (535)	5% (301)	5% (289)

Question 9: Encourage development of recreation facilities:

Respondents were asked to rate the development of certain recreation facilities. The majority of respondents strongly agreed with the development of passive open space like the McDowell Sonoran Preserve. Forty percent (40%) of respondents agreed to the development of recreation areas like Indian Bend Wash. Thirty-eight (38%) percent agreed to the development of bikeways. The majority of respondents (37%) also agreed with the development of both senior/community centers, and active recreation sites. The majority of respondents were neutral on the issue of developing more golf courses. The 2000 Citizen Survey asked the same question and had similar results. All categories were very highly rated except golf courses in 2000, with the top being bikeways.

9. Encourage development of recreation facilities:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Bikeways	34% (2173)	38% (2422)	19% (1184)	4% (248)	2% (150)	3% (180)
Recreation corridors like the Indian Bend Wash	35% (2208)	40% (2560)	18% (1128)	2% (157)	1% (91)	3% (213)
Passive open space like the McDowell Sonoran Preserve	39% (2482)	31% (1988)	19% (1178)	5% (295)	3% (192)	3% (222)
Senior or Community Centers	26% (1665)	37% (2375)	27% (1703)	4% (244)	2% (135)	4% (235)
Active recreation sites for activities (basketball, tennis, football, etc.)	23% (1467)	37% (2343)	28% (1802)	6% (367)	3% (172)	3% (206)
Golf courses	9% (591)	16% (1008)	34% (2137)	20% (1300)	15% (924)	6% (397)

Question 10: What should Scottsdale’s values be:

The last survey question asked what Scottsdale’s values should be. All of the values presented in the survey are existing in the current 2001 General Plan (see Appendix A). These General Plan values were offered in order to benchmark if the community’s values have changed over the past ten years. Six out of the eleven values were rated strongly agree by the majority of respondents:

- Commitment to sustainability
- Preserving livable neighborhoods
- Respecting the environment and preserving the desert
- Coordination of transportation options and decreasing automobile travel
- Maintaining high standards of aesthetics
- Economic vitality

Three values were rated agree by the majority of respondents: promoting growth that serves the community needs, respecting cultural heritage and facilitating human connections. Embracing change and embracing diversity were both rated neutral by the majority of respondents.

10. What should Scottsdale's values be:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Answer
Commitment to sustainability	42% (2700)	39% (2503)	11% (677)	2% (112)	1% (72)	5% (293)
Preserving livable neighborhoods	53% (3342)	39% (2498)	5% (296)	1% (38)	1% (37)	2% (146)
Facilitating human connections	23% (1442)	34% (2132)	33% (2072)	4% (270)	2% (148)	5% (293)
Respecting the environment and preserving the desert	57% (3604)	29% (1825)	10% (604)	2% (107)	1% (75)	2% (142)
Respecting cultural heritage	28% (1760)	35% (2255)	26% (1637)	5% (323)	3% (160)	3% (222)
Coordination of transportation options and decreasing automobile travel	30% (1913)	28% (1811)	23% (1486)	9% (588)	6% (355)	3% (204)
Maintaining high standards of aesthetics	46% (2920)	35% (2248)	13% (815)	2% (104)	1% (61)	3% (209)
Embracing change	19% (1213)	29% (1832)	34% (2143)	9% (548)	5% (329)	5% (292)
Promoting growth that serves community needs	29% (1841)	41% (2594)	20% (1253)	4% (277)	3% (171)	3% (221)
Embracing diversity	22% (1422)	27% (1712)	31% (1995)	9% (542)	7% (451)	4% (235)
Economic Vitality	49% (3084)	35% (2233)	10% (635)	1% (67)	1% (56)	4% (282)

Part III: Write-In Answers

In addition to the answers provided for each of the survey questions, an “other” option was provided where respondents could write-in their own answer. It should be noted that the “other” answers were written in by a small percentage of the total 6,357 respondents. These “other” write-in answers do provide insight, however, because many represent viable options the city could have presented and in turn could have received high ratings.

The following is a list of the repeated “other” responses to each of the ten survey questions.

1. The most important characteristics of the city are:

High quality schools/Education (25)	Equestrian/Horse (6)	Desert preservation (3)
Parks/Open space (19)	Trail system with access to mtns (5)	Low density (3)
Low taxes (17)	Balance budget (5)	Bus routes (3)
Western heritage (17)	Define high quality life (5)	Restaurant/Bars (3)
Add light rail system (10)	Walking paths (5)	Less bars (2)
Public transportation (9)	Low height (5)	Churches (2)
Traffic issues (9)	Noise issues (4)	End photo radar (2)
Biking / Bike paths (9)	More height (3)	Pedestrian friendly (2)
Air quality (9)	Safety (3)	Friendly citizens (2)
Small, open/Good government (8)	Water quality (3)	Environmental commitment (2)
Clean/Cleanliness (8)	Pollution control (3)	Solar (2)
Jobs/Economic Development (7)	Beauty (3)	
Stop spending (6)	Access to preserve (3)	

2. Importance of issues as Scottsdale matures and grows:

High quality schools/Education (18)	Attract businesses (5)
Open space/Parks (12)	Low density (5)
Traffic issues (11)	Balance budget /Stop spending (5)
Enough resorts (10)	Completion/Expansion of preserve (5)
More medical (9)	Bike paths (4)
Low taxes (7)	Equestrian/Horses (4)
Safety (6)	Maintain views/Restrict height (4)
Water quality (6)	Expand/Need bus service to north (3)
Jobs (6)	Affordable housing (2)
Desert preservation (5)	Green/Sustainability (2)

3. Scottsdale should be known for:

Western heritage (31)	Jobs (6)
Safety (22)	Great place to live (5)
High quality schools/Education (18)	Equestrian/Horses (5)
Green/Sustainability (10)	Preservation of desert (4)
Low taxes (9)	McDowell Sonoran Preserve (4)
High quality of life (8)	Add light rail (3)
Parks/Open space (7)	Well run government (3)
Clean/Cleanliness (7)	Shopping (2)
Family friendly (6)	Easy to start business (2)
Natural beauty (6)	Clean industry (2)

4. Importance of housing choices:

Low density (13)	Houses (3)
No more apartments (7)	Horse property (2)
No more condos (3)	Preserve open space (3)
More condos (3)	Rural (2)

5. Areas of Scottsdale in greatest need of improvement:

Southern Scottsdale (20)	Traffic flow (4)
Pima Rd. (8)	Empty car dealers (2)
Preserve open space (6)	Public transportation (2)
Streets/Roadway maintenance (5)	Equestrian (2)
City Council (4)	Fill vacant properties (2)
Complete McDowell Sonoran Preserve (4)	Less sprawl (2)
Lower taxes (4)	Stop building strip malls (2)
Add light rail (4)	No light rail (2)
Job creation (4)	Limit/Slow growth (2)
Noise (4)	Finish canal waterfront (2)
Attractive buildings (3)	No development in N. Scottsdale (2)
Schools (2)	More services in N. Scottsdale (2)

6. Solutions to help Scottsdale residents move about the city:

Add light rail system (72)	Expand/Increase trolley service (7)
More bike lanes/Paths (38)	No public transportation (4)
Improve traffic flow/ Synchronize traffic lights (37)	More parking (3)
No light rail (15)	More trees (3)
More bus service (12)	Shuttle service (2)
More shade (11)	No photo radar (2)
Improve/Increase public transportation (8)	Add more photo radar (2)

7. Higher density should be encouraged in:

No high density (14)	Scottsdale Rd. north of 101 (5)
Nowhere (10)	Shea Corridor (3)
North Scottsdale (9)	Southern Scottsdale (2)
Discourage development/Growth (8)	I don't know (2)
Keep more open space/Open land (8)	Fill vacancies (2)
North of 101 (6)	

8. Improve the usefulness of public transit in Scottsdale:

Add light rail system (44)
No light rail (6)
No incentives (5)
More bus services (5)

9. Encourage development of recreation facilities:

No more golf courses (56)	Hiking paths (3)
Horse trails (9)	Bikeways/Paths (3)
Dog parks (9)	Swimming pools/Center (3)
Tennis courts/Center (5)	Senior centers (2)
Desert open space (4)	Children's parks (2)
Soccer fields (4)	Fishing lakes (2)

10. What should Scottsdale's values be:

No light rail (5)	Sustainability (2)
Public safety (4)	Stop sprawl (2)
Preserve desert open space (3)	Add light rail (2)
High quality education (3)	Balanced budget (2)

Appendix A: 2001 General Plan Vision and Values

COMMUNITY VALUES

In the year 2025, Scottsdale will be a community that:

- Demonstrates its commitment to environmental, economic, and social sustainability and measures both the short and long-term impacts of our decisions;
- Creates, revitalizes, and preserves neighborhoods that have long-term viability, unique attributes and character, livability, connectivity to other neighborhoods in the community, and that fit together to form an exceptional citywide quality of life (i.e. the whole is greater than the sum of its parts);
- Facilitates human connection by anticipating and locating facilities and infrastructure that enable human communication and interaction; and by promoting policies that have a clear human orientation, value and benefit;
- Respects the environmental character of the city with preservation of desert and mountain lands, and innovative ways of protecting natural resources, clean air, water resources, natural habitat and wildlife migration routes, archaeological resources, vistas, and view and scenic corridors;
- Builds on its cultural heritage, promotes historical and archaeological preservation areas, and identifies and promotes the arts and tourism in a way that recognizes the unique desert environment in which we live;
- Coordinates transportation options with appropriate land uses to enable a decreased reliance on the automobile and more mobility choices;
- Maintains or improves its high standards of appearance, aesthetics, public amenities, and levels of service;
- Recognizes and embraces change: from being predominantly undeveloped to mostly built out, from a young town to a maturing city, from a bedroom community to a net importer of employees, and from a focus on a single economic engine to a diverse, balanced economy;
- Simultaneously acknowledges our past (preservation of historically significant sites and buildings will be important), and prepares for our future;
- Promotes growth that serves community needs, quality of life and community character;
- Recognizes and embraces the diversity of the community by creating an environment that respects the human dignity of all without regard to race, religion, national origin, age, gender, sexual orientation, or physical attributes.

COMMUNITY VISION

Each of us has a vision of what Scottsdale should be like in the future. Although our visions are different, they share common qualities and reference points. We hope to create a safe, attractive city for ourselves, our children, and for future generations. We envision a city where the natural environment is protected, where excellent services are provided, and where citizens are true partners in their city government. We aspire to create a city that is economically healthy and a good place to do business. We envision a city that has balanced mobility options and connections to citywide and regional networks. We see our community as a great place to live now and in the future.

Many characteristics combine to make Scottsdale what it is now. The physical setting of the Sonoran Desert, the character of our Downtown, thriving businesses and industries providing diversified employment, a historical emphasis on arts and culture, and a variety of neighborhoods, each unique in character, allowing for a broad range of lifestyles.

The passage of time inevitably brings changes. Scottsdale today differs from the city of twenty or fifty years ago and is different now than the city it will be in twenty or fifty years. The task facing us is to retain the most important characteristics of our city in the face of changes we cannot control, and manage as well as possible, those forces we can control.

Unanimous agreement about the future is not the goal of the General Plan. Rather it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community's unique characteristics and still welcome the future. The Scottsdale General Plan strives to reflect a coherent vision of the hopes, dreams, and aspirations of a diverse population - senior citizens and children, long-term residents and newcomers, those living in established neighborhoods and those living in newly created neighborhoods.

The community vision is built from a foundation of citizen-driven processes. Building on the Scottsdale Town Enrichment Program (S.T.E.P.) forums of the 1960's, 1970's, and early 1980's, the most recent "visioning" processes, Scottsdale Visioning (1991-'92) and CityShape 2020 (1994-'96), identified dominant themes and created Guiding Principles for the community. Through the General Plan update public participation process known as Future in Focus (1999-2001), the vision, themes, and principles were validated. Changes have taken place since the Visioning and CityShape processes, and there are differences of opinion in the community about what the future should hold, but the foundation laid by the Shared Vision and CityShape 2020 holds true.

SCOTTSDALE VISIONING AND THE SHARED VISION

In 1991, a process of "community visioning" was initiated to identify the most important and significant beliefs and desires about the long-term future of the community. In December 1992, the City Council accepted a report outlining Scottsdale's Shared Vision. The Shared Vision identified four mutually supportive Dominant Themes, which reflect Scottsdale's special qualities and are the foundation for Scottsdale's long-term vitality. The Four Themes represent Scottsdale's core expression. They define who we are and present an inspiring vision of our emerging special place in the broader regional, national and global economy.

The Four Dominant Themes are:

- **Sonoran Desert:** Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.
- **Resort Community:** Tourism and the constant influx of people from all over the world strongly affects our way of life as well as our economy.
- **Arts & Culture:** Scottsdale's cultural assets are an integral part of the community and a basis for further development.
- **Health & Research:** Scottsdale has a culture of wellness and an optimistic spirit of innovation. Health, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

Twenty-four VisionTasks, (not specified here) were developed which relate to these Four Dominant Themes and describe actions that implement the Shared Vision and enhance our city's character. The VisionTasks were considered when specific strategies presented in this General Plan were developed.

CITYSHAPE 2020

As a spin-off of the Visioning process, a comprehensive review of the General Plan called CityShape 2020, was begun in late 1994. CityShape 2020 was intended to be an extensive educational and community outreach process that would be responsible for reaffirming and improving the Scottsdale General Plan as an expression of the Shared Vision. CityShape 2020 built upon the legacy of citizen participation from the S.T.E.P. forums of the 1960's, 1970's, and early 1980's, and the Scottsdale Visioning program. Completed in 1996, the recommendations from the CityShape 2020 process are the basis for planning in Scottsdale today.

The recommendations include:

- An enhanced focus on "character and quality" in development
- A three-level approach to planning:
 - * Level 1 - Citywide Planning
 - * Level 2 - Character Planning
 - * Level 3 - Neighborhood Planning
- The establishment of the Six Guiding Principles (which are equal, with no priority in the listing):

Preserve Meaningful Open Space: The city of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.

Enhance Neighborhoods: Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.

Seek Sustainability: Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.

Support Economic Vitality: Scottsdale is committed to the goal of supporting its existing economic strengths by: targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community which strengthen our ability to meet this goal.

Advance Transportation: The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.

Value Scottsdale's Unique Lifestyle and Character: Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.



QUESTIONNAIRE

This is YOUR community, define your vision for it!

Using a one to five scale where "1" means "not at all important" and "5" means "very important", rate how important you feel the following are for the City of Scottsdale.

The General Plan is the overarching policy document for the city.

Your insight is a valued tool used to develop the General Plan for Scottsdale's future.

1. The Most Important Characteristics of the City are:

	Not at all Important			Very Important	
	1	2	3	4	5
Public facilities and services	1	2	3	4	5
Arts and culture	1	2	3	4	5
Physical appearance	1	2	3	4	5
Open space and land preservation	1	2	3	4	5
High quality of life	1	2	3	4	5
Safety	1	2	3	4	5
Community and neighbors	1	2	3	4	5
Convenience/Access	1	2	3	4	5
Other _____					

2. Importance of Issues as Scottsdale Matures and Grows:

	Not at all Important			Very Important	
	1	2	3	4	5
Public Services (waste, water, sewer, etc.)	1	2	3	4	5
Public Facilities (libraries, rec. center, senior center)	1	2	3	4	5
Preservation of historic buildings and sites	1	2	3	4	5
Public open space	1	2	3	4	5
Low to moderately priced housing	1	2	3	4	5
Public transit	1	2	3	4	5
Concentrated areas of employment/work sites	1	2	3	4	5
Development of special areas such as resorts or medical offices	1	2	3	4	5
Other _____					

3. Scottsdale Should be Known for:

	Not at all Important			Very Important	
	1	2	3	4	5
Sonoran desert	1	2	3	4	5
Resort community	1	2	3	4	5
Arts and culture	1	2	3	4	5
Health and research	1	2	3	4	5
Sustainable community	1	2	3	4	5
Outdoor recreational community	1	2	3	4	5
Other _____					

4. Importance of Housing Choices:

	Not at all Important			Very Important	
	1	2	3	4	5
(House, apartment, condo, townhouse, etc.)	1	2	3	4	5

Would you say you strongly agree, agree, are neutral, disagree, or strongly disagree with the following topics?

5. Areas of Scottsdale in Greatest Need of Improvement:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Downtown Scottsdale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
McDowell Road corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Established, older areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shea Blvd./Scottsdale Rd. commercial area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater Airpark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scottsdale Rd. north of the Loop 101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____					

COMPLETE THE QUESTIONNAIRE AND RETURN WITH YOUR UTILITY PAYMENT

If you prefer, you can complete the questionnaire online: www.scottsdaleaz.gov/generalplan/update

DEADLINE
Please return questionnaire by December 31, 2009



Would you say you strongly agree, agree, are neutral, disagree, or strongly disagree with the following topics?

6. Solutions to Help Scottsdale Residents Move about the City:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Improve pedestrian accommodations such as sidewalks, paths, shade, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop alternative transportation modes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide longer crosswalk signal times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____					

7. Higher Density Development Should be Encouraged in:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Downtown Scottsdale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Along the resort/office employment corridors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Along Indian Bend Wash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
McDowell Road corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Within the Airpark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shea/Scottsdale Road corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____					

8. Improve the Usefulness of Public Transit in Scottsdale:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Revitalize mature areas of the city that already have a higher concentration of people and businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide incentives for developers and builders to focus new development in already established areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concentrate future city development along major streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____					

9. Encourage Development of Recreation Facilities:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Bikeways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation corridors like the Indian Bend Wash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passive open space like the McDowell Sonoran Preserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior or Community Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active recreation sites for activities (basketball, tennis, football, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____					

10. What should Scottsdale's Values Be:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Commitment to sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving livable neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitating human connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respecting the environment and preserving the desert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respecting cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordination of transportation options and decreasing automobile travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining high standards of aesthetics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Embracing change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting growth that serves community needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Embracing diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Vitality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____					

This information will be used for statistical purposes only. Please check all that apply.

Occupational Category

- Business
- Tourism
- Entertainment
- Education
- Financial
- Health Care
- Real Estate (Realtor, developer)
- Homemaker
- Retired
- Student
- Other _____

Ethnic Group

- African American
- Asian
- Caucasian
- Hispanic
- Native American
- Other _____

Community Affiliation

- Resident (Full-time)
- Resident (Seasonal)
- Visitor
- Business Owner
- Property Owner

Age Group

- 17 + under
- 18 to 25
- 26 to 40
- 41 to 65
- Over 65

Gender

- Male
- Female

