

CITY COUNCIL REPORT



Meeting Date: July 2, 2015
 Charter Provision: *Provide for the orderly government and administration of the affairs of the City*
 Objective: *Determine Policies*

ACTION

FY 2015/16 Organization Strategic Plan. Approve Resolution No. 10196 adopting organizational priorities for Fiscal Year 2015/16, and directing staff to implement the priorities and to provide regular updates on the progress of implementing these priorities.

BACKGROUND AND ANALYSIS

The Mayor and City Council held a strategic planning workshop Feb. 24, 2015 to review priorities and provide direction on changes to priorities and objectives. There were two changes to the short-term goals or priorities. Changes are in bold.

- a. **Continue working Partner** with residents, businesses and **SkySong** to revitalize the McDowell Road corridor.
- c. **Carry out the Create and adopt** comprehensive economic development strategy.

Objectives were also revised by a staff team based on feedback received from the City Council at the Feb. 24, 2015 strategic planning workshop.

STAFF CONTACT

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APPROVED BY

Brian Biesemeyer, Acting City Manager
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6-16-2015
 Date

ATTACHMENTS

1. Resolution No. 10196
2. FY 2015/16 Organization Strategic Plan

Action Taken _____

RESOLUTION NO. 10196

RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING ORGANIZATIONAL PRIORITIES FOR FISCAL YEAR 2015/2016

WHEREAS, the Mayor and City Council desire to affirm a number of priorities that address critical issues facing the community at large; and

WHEREAS, the priorities are to be implemented in a manner consistent and in compliance with the City Charter, City Ordinances and General Plan;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Scottsdale, as follows:

Section 1. Adopts the following organizational priorities for the City of Scottsdale for Fiscal Year 2015/2016:

- a. Continue working with residents, businesses and SkySong to revitalize the McDowell Road corridor.
- b. Provide strategic support of tourism and visitor events.
- c. Carry out the comprehensive economic development strategy.
- d. Develop a transportation strategy that anticipates future needs.
- e. Prepare and adopt fiscally sustainable operating and capital budgets.
- f. Reinvest in a high performance organization and work culture.

Section 2. That the organizational priorities adopted pursuant to Section 1 above shall be implemented in a manner consistent and in compliance with the City Charter, City Ordinances and General Plan.

Section 3. That City staff is hereby directed to provide the City Council with regular updates on the progress of implementing the priorities outlined in this Resolution.

PASSED AND ADOPTED by the Mayor and Council of the City of Scottsdale this 2nd day of July, 2015.

ATTEST:

CITY OF SCOTTSDALE, an
Arizona municipal corporation

Carolyn Jagger
City Clerk

W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney

By: Luis E. Santaella, Senior Assistant City Attorney

FY 2015/16 Organization Strategic Plan

Mission Statement

Simply Better Service
for a World-Class Community



Scottsdale Strategic Goals

- Value Scottsdale's Unique Lifestyle and Character
- Support Economic Vitality
- Enhance Neighborhoods
- Preserve Meaningful Open Space
- Seek Sustainability
- Advance Transportation

Mayor and City Council Priorities

- Continue working with residents, businesses and SkySong to revitalize the McDowell Road corridor.** Develop, prioritize and implement actions that promote the revitalization of the McDowell Road corridor revitalization area.
- Provide strategic support of tourism and visitor events.** Continued investment maintaining the high degree of attractiveness of Scottsdale as a location for tourism and events. This has broad economic and social impact but must continually be upgraded and enhanced to be competitive and authentic. Ensure that we effectively implement the tourism strategic plan.
- Carry out a comprehensive economic development strategy.** Ensure that Scottsdale is viewed as a strong and relevant economy for attracting and maintaining a broad base of employers, industry segments and talented workforce.
- Develop a transportation strategy that anticipates future needs.** Develop a broad, multi-modal transportation strategy that creates regional linkages and anticipates the overall transportation needs of the community.
- Prepare and adopt fiscally sustainable operating and capital budgets.** Ensure the adopted budget is aligned with strategic goals, includes input from citizens and key stakeholders, provides plans for maintaining the city's infrastructure, and ensures the delivery of efficient and effective services.
- Reinvest in a high performance organization and work culture.** Focus on efforts that support the workforce to ensure Scottsdale employees feel valued for their contributions, are equipped to perform at a high level, receive feedback and recognition based on their performance and receive pay that is fair, equitable, and competitive in the local market.



FY 2015/16 Organization Strategic Plan



Mayor and City Council Priorities and Key Objectives

A. Continue working with residents, businesses and SkySong to revitalize the McDowell Road corridor

1. Identify possible revitalization tools and decide which ones are appropriate to use
2. Understand market conditions and focus marketing efforts to recruit desired businesses
3. Support community efforts to establish a new “brand” or identity
4. Improve linkages to nearby amenities and adjacent communities
5. Work with area residents to strengthen neighborhoods in and around the revitalization area

B. Provide strategic support of tourism and visitor events

1. Enhance visitor experiences and promote Downtown Scottsdale as a destination
2. Collaborate with community and local tourism industry to accomplish tourism strategic plan
3. Update special events ordinance based on feedback from community and event producers
4. Advance Desert Discovery Center through considering concept development contract

C. Carry out the comprehensive economic development strategy

1. Retain and grow existing economic drivers and employers
2. Support efforts to cultivate, retain and attract talent needed by present and future employers
3. Focus efforts and investment in strengthening key employment and business centers
4. Elevate Scottsdale’s engagement in the national and international economic development arena
5. Build a Scottsdale business location brand on par with Scottsdale’s tourism brand
6. Grow and attract high quality firms and jobs in targeted sectors
7. Pursue economic opportunities that enhance quality of life and maintain strong neighborhoods

D. Develop a transportation strategy that anticipates future needs

1. Develop a broad transportation improvement strategy to guide efforts over the next 10 years
2. Improve street, transit, and trail connections while minimizing neighborhood impacts
3. Design, build, operate, and maintain barrier-free streets for all users
4. Increase communication related to transportation options, funding and needs

E. Prepare and adopt fiscally sustainable operating and capital budgets

1. Create a website for citizens to easily access budget and financial information
2. Evaluate options for ensuring long-term financial sustainability
3. Evaluate performance and make adjustments as needed throughout the fiscal year

F. Reinvest in a high performance organization and work culture

1. Review and update employee compensation plan to ensure fairness and equity
2. Offer relevant training for employees at all levels of the organization
3. Ensure high-quality, responsive service is provided through efficient and effective processes