



# Building a Sustainable and Prosperous Desert City

Scottsdale has long focused on creating a successful and sustainable community for its residents, businesses and visitors. Over generations, the city has evolved with vision and purpose, setting a high standard among its peer communities, particularly for those thriving in a challenging desert environment. Scottsdale’s General Plan 2035, which was approved by voters in November 2021, guides the city as one that provides exceptional experience, outstanding livability, community prosperity and distinctive character.

Scottsdale’s achievements from the past year and objectives for the next are focused on achieving the seven strategic goals outlined in General Plan 2035. Continue reading to learn how Scottsdale is fulfilling its 2035 mission and ensuring a long and prosperous future for the community.

If you have comments or suggestions on how we can improve this document, please contact the City Manager’s Office: 480-312-2800 | [citymanager@ScottsdaleAZ.gov](mailto:citymanager@ScottsdaleAZ.gov).

## Scottsdale exceeded five percent water savings through internal city efforts



**10,900,000  
gallons**

of water saved by removing grass through city rebate program



**5,000,000  
gallons**

saved in parks



**5,000,000  
gallons**

saved in water services



**895,000  
gallons**

saved in facilities



**9 miles**

of city water pipes cleaned using a recycling filtration truck



## Respect Character and Culture

*Scottsdale protects and enhances the community’s unique features*



Learn more at [ScottsdaleAZ.gov](https://www.ScottsdaleAZ.gov), search “general plan”

## Highlighted Accomplishments

- As the big game was hosted on the other side of the Valley, Scottsdale was home to dozens of Super Bowl LVII activities, including the ESPN Main Street Tailgate in Historic Old Town, which brought nearly 30,000 visitors to Scottsdale and brought international media exposure valued at \$4.2 million.
- To help the city shine in the spotlight, 50 different maintenance and restoration projects were completed around the city prior to Scottsdale’s Super Season, including updates of the Old Town Cowboy sign and improvements in the Entertainment District which will be enjoyed by city residents all year round.

## Looking Forward

- The city will collaborate with the Phoenix Local Organizing Committee to plan events and activities for the 2024 NCAA Men’s Basketball Final Four.
- A new event, “Noon Year’s Eve,” will be held at McCormick-Stillman Railroad Park Dec. 31 featuring a noon ball drop and snow play.



Old Town cowboy sign



## Conserve and Preserve the Environment

Scottsdale leads in the stewardship of the Sonoran Desert environment

### Highlighted Accomplishments

- Scottsdale was granted membership to the Organization of World Heritage Cities in recognition of the community’s efforts to preserve and protect Frank Lloyd Wright’s Desert home and laboratory, making Scottsdale among an elite group of 200 cities to receive membership.
- Scottsdale Water increased water available for reuse and aquifer recharge by over nine percent, or 1 million gallons a day.

### Looking Forward

- The Protect and Preserve Scottsdale Task Force will deliver recommendations regarding future funding for the protection, preservation and maintenance of Scottsdale’s parks, open spaces and other community amenities as a 0.2% sales tax dedicated to purchasing land for the McDowell Sonoran Preserve expires in 2025.
- Scottsdale Water will present the third One Water Brewing Showcase at Canal Convergence in Fall 2023, an opportunity to sample beer made exclusively with ultra-purified, recycled water from Scottsdale’s Advanced Water Treatment Plant.

The **48 square miles** of Scottsdale’s McDowell Sonoran Preserve is the equivalent to **36 of New York City’s Central Park**



Learn more at [ScottsdaleAZ.gov](https://www.ScottsdaleAZ.gov), search “preserve”



## Collaborate and Engage

Scottsdale fosters transparent, responsive and collaborative community involvement



Adaptive playground at Thompson Peak Park

### Highlighted Accomplishments

- Three park playgrounds were replaced, including a newly accessible playground for children with physical disabilities at Thompson Peak Park.
- Vista del Camino’s Community Assistance Program distributed over \$4.1 million in rental assistance to 547 households and over \$332,000 in utility assistance to 595 households through various funding sources.

### Looking Forward

- Scottsdale is exploring partnerships with Scottsdale Unified School District and Maricopa County Community Colleges to establish the Scottsdale Promise scholarship and internship programs for current and future Scottsdale students.
- The city will continue community programs including the Adopt-a-Senior holiday program to serve low-income seniors and disabled adults and the Back-to-School program to provide school supplies, clothes, shoes and more for Scottsdale students.

Reporting issues is EZ

**SCOTTSDALE EZ**

Residents made 39,184 requests using Scottsdale EZ last year. The number one request? Residential container repair. Have a broken recycling container or other issues? Report it at [ScottsdaleAZ.gov](https://www.ScottsdaleAZ.gov), search “EZ”.



## Foster Well-Being

Scottsdale promotes a culture of physical and mental health, safety and well-being

### Highlighted Accomplishments

- The Scottsdale Police Department completed realigning its resources which resulted in redeploying patrol squads and introducing new units such as the Short-Term Rental Squad, Park Rangers and expanding the Real Time Crime Center to better meet service needs of Scottsdale residents.
- After completing a community-wide assessment, the city joined a variety of community partners to announce the Blue Zones Scottsdale Project, a comprehensive initiative focused on transforming the environments where people live, work, learn and play to improve community well-being, resilience and economic vitality.

### Looking Forward

- A variety of programs will assist Scottsdale residents facing a housing crisis, including a bridge housing program which will assist 120 individuals with emergency shelter and transitional housing and the community action program at Vista del Camino Community Center, which will provide emergency rent assistance to 230 Scottsdale households.
- The city will complete construction of the Bell Road area multiuse sports fields, begin construction of Indian Bend Wash improvements and a new fire station near Hayden Road and Loop 101.



## Connect the Community

Scottsdale connects all community members through safe and efficient mobility options

### Highlighted Accomplishments

- Scottsdale resumed operating the Spring Training game day trolley following COVID-19 suspension and modified the route to focus on connecting attendees from parking garages to Old Town Scottsdale.
- Through focused effort, Scottsdale boosted productivity and levels of service in maintaining transportation infrastructure, with a 19 percent improvement in average repair times while replacing 94 streetlight poles and completing 850 LED fixture upgrades.



## Advance Innovation and Prosperity

Scottsdale embraces a diverse and innovative economy

### Highlighted Accomplishments

- Using a \$5 million grant, Scottsdale reconfigured aircraft operations at the Scottsdale Airport in preparation for the Super Bowl and WM Phoenix Open weekend, successfully supporting over 900 aircraft over the weekend, and 490 other aircraft following the weekend events.
- Scottsdale Economic Development recruited or retained 12 businesses in Scottsdale, resulting in 797 jobs at an average salary of \$90,005 representing a total five-year economic impact of \$3.1 billion.

### Looking Forward

- The city will improve comfort and safety of bus stops around Scottsdale through deep cleaning, enhanced lighting, new shade structures and greater accessibility.
- The city will evaluate and monitor the performance of the public transit system to help bring ridership to pre-COVID levels while ensuring riders are getting the services most beneficial to them.



Want to help out? Learn more at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "volunteer"

### Looking Forward

- Continue work to identify cost effective and reliable electric powered work trucks that could begin replacing traditional gas powered light-duty pickup trucks for full workday operations.



Scottsdale Airport

-  **6:04 minutes** average police response time.
-  **5:51 minutes** average fire response time.
-  Fire Department public education and outreach connected with **58,810 people**.
-  Scottsdale libraries welcomed more than **550,000 visitors**.
-  **60 volunteers** with Vista del Camino & Paiute neighborhood centers
-  **21,851 food boxes** provided at senior and community centers.
-  Scottsdale's McDowell Sonoran Preserve had **870,000 visits**.



# Revitalize Responsibly

Scottsdale vigorously evaluates the short and long-term impacts of development and redevelopment decisions

## Highlighted Accomplishments

- Continued the Choose Scottsdale HUUB program offering free access to an online community and resource center for small businesses.
- In collaboration with Colorado Basin municipal and public water providers, Scottsdale adopted an ordinance to implement more water efficiency practices by prohibiting natural grass in front yards of new single-family homes built after August 15.

## Looking Forward

- Continue developing a citywide Sustainability Plan and Heat Mitigation Plan based on the Cooler Scottsdale study for City Council adoption.
- Begin implementing and training staff on the 2021 edition of the International Code Council Family of Building Codes.

The typical Scottsdale household pays less for monthly water, wastewater, trash and recycling services than the average rates for other Valley cities.

Source: City of Tempe 2023

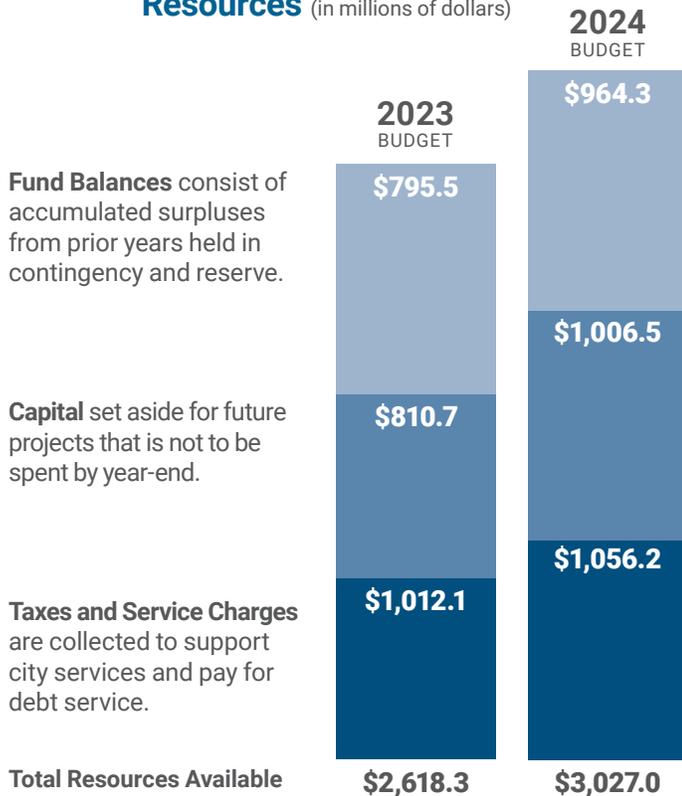


Bills may vary based on actual usage and size of property  
\*Average of the eight largest cities in the Valley

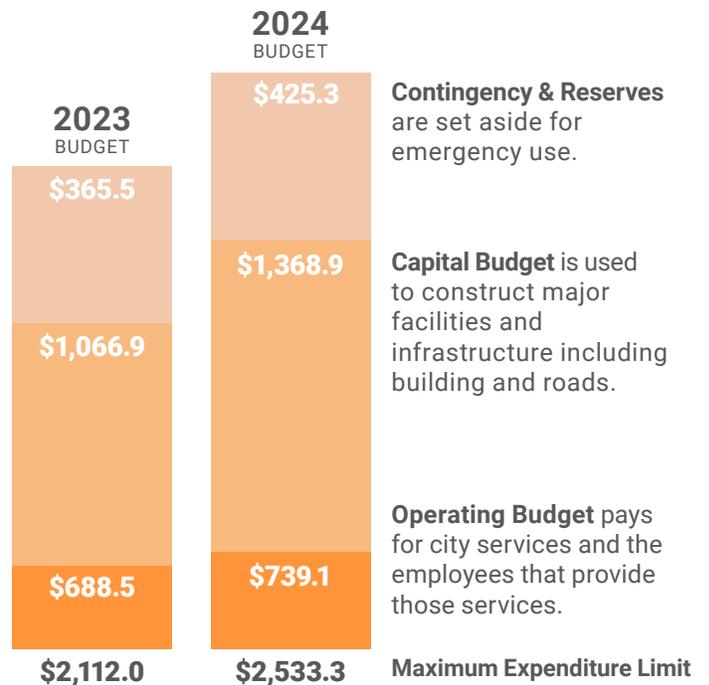
## Resources and Expenses

Scottsdale is required by law to adopt a budget each year and cannot spend more than the total budgeted amount. This includes all city funds for the fiscal year ending June 30. The budget was adopted by the City Council in June 2023. The city's financial statements are audited annually by an independent auditor. The most recent audit from October 2022 received a clean opinion.

### Resources (in millions of dollars)



### Expenses (in millions of dollars)



[Learn more at ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "finance"

Some numbers may not add correctly due to rounding.