



ORGANIZATION STRATEGIC PLAN

These items are included in the Organization Strategic Plan and are grouped by Strategic Goal. Council priorities, including those discussed during the City Council Retreat are identified with an asterisk. Staff provides monthly progress updates via the online dashboard, go to ScottsdaleAZ.gov, search “performance.”

Value Scottsdale's Unique Lifestyle and Character

- Conduct state-required process to update General Plan in preparation for voter-approval in 2021
- Work with San Francisco Giants and Scottsdale Charros to improve spring training facilities and experience
- Update Old Town design guidelines to enhance the area's high-quality planning, architecture & urban design
- Consider new high-quality developments to revitalize Old Town Scottsdale's Arts and Arizona Canal districts

Support Economic Vitality

- Identify locations and funding for additional parking areas to support specialty retail in Old Town*
- Revitalize southern Scottsdale corridors by revitalizing the appearance and vitality of commercial areas*
- Develop and begin implementation of Smart City Strategic Roadmap with citizen and business input*
- Increase WestWorld's vitality through implementing key recommendations from Business Plan final report*
- Carry out the economic development strategy and provide strategic support of tourism and visitor events*
- Track progress towards completion of the Nationwide Realty Investors campus at Hayden & 101

Enhance Neighborhoods

- Work with community to complete age-and dementia-friendly assessment and develop action plan*
- Engage with Cities of Service to expand volunteer opportunities and develop community service plan*
- Explore ways to use new technologies and methods to increase citizen involvement and engagement*
- Construct Indian Bend and Desert Mountain fire stations to complete Bond 2015 funded projects
- Work with community to increase donations for programs that benefit seniors and families in need

Preserve Meaningful Open Space

- Strengthen walkability of Old Town by improving connectivity between Civic Center, Arts and Canal districts*
- Prioritize remaining acres within Preserve boundary and develop acquisition plan based on projected funds
- Complete construction of Fraesfield & Granite Mountain trailheads, start work on Pima/Dynamite trailhead
- Conduct public meetings and gather citizen input on Indian Bend Wash master plan
- Successfully launch the Scottsdale Heritage Connection at Civic Center Library

Seek Sustainability

- Preserve and Enhance Environment through energy, green building, solar, solid waste & water initiatives*
- Undertake analysis to determine the cost of development, and whether impact fees should be expanded*
- Prepare and adopt fiscally sustainable operating and capital budgets*
- Reinvest in a high-performance organization and work culture*
- Continue efforts to fund needed, unfunded city infrastructure needs through Bond 2019 program
- Implement an enhanced water recharge program by constructing four new aquifer storage and recovery wells

Advance Transportation

- Support efforts to reduce preventable accidents, including consideration of Distracted Driving Ordinance*
- Anticipate and plan for future transportation needs through carrying out the Transportation Master Plan*
- Start Hayden & Thomas safety improvements, and reopen Drinkwater Boulevard, Pima & 68th Street bridges
- Regularly review bus and trolley performance reports to achieve on-time performance and ridership goals
- Ensure city streets are well maintained to achieve very good rating on Pavement Condition Index (80)

Notes: 4/15/19. The Strategic Goals are the chapter headings from the voter-approved 2001 General Plan and also the guiding principles developed through the CityShape 2020 process. The key deliverables have been identified by City Council and City staff and placed under the appropriate Strategic Goal. More information about the General Plan and CityShape 2020 may be found on the City's website, go to ScottsdaleAZ.gov, and search “General Plan”