



2022 ORGANIZATION STRATEGIC PLAN

These objectives were prioritized by City Council, March 22, 2022, and are grouped by strategic goal. The “to” statements are taken from the Community Values outlined in the Scottsdale General Plan 2035. Progress updates will be provided online, go to ScottsdaleAZ.gov, search “priorities.”

Respect Character and Culture

- To create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions, update and amend the **public art** ordinances, policies, and procedures by Dec. 31, 2022.

Karen Churchard, tourism and events director, 480-312-2890

- To enhance and protect Scottsdale’s neighborhood identity, character and livability through appropriate land uses and high standards for design, review existing and planned **character areas** and identify a timeline for developing new or revising existing plans by Dec. 31, 2022.

Erin Perreault, acting planning, econ. dev. and tourism executive director, 480-312-7093

Conserve and Preserve the Environment

- To lead the region in the stewardship and sustainable management of the Sonoran Desert environment, conduct public outreach, adopt a **sustainability plan**, and initiate a heat mitigation plan based on the Cooler Scottsdale study by Dec. 31, 2022

Lisa McNeilly, sustainability director, 480-312-2831

- To lead the region in the stewardship and sustainable management of the Sonoran Desert environment, update the integrated **water resources master plan** to ensure we have a long-term roadmap to manage Scottsdale’s water resources by Dec. 31, 2022.

Brian Biesemeyer, Scottsdale water executive director, 480-312-5683

- To lead the region in the stewardship and sustainable management of the Sonoran Desert environment, start work on a **net-zero energy strategic plan** by Dec. 31, 2022.

Dan Worth, public works executive director, 480-312-5555

Foster Well-Being

- To promote a culture of community safety, resilience and well-being for residents, visitors, employers, and employees, review and plan revisions to the **emergency management plan and program** by Dec. 31, 2022.

Troy Lutrick, emergency manager, 480-312-1886

- To foster social connectivity and cultivate a welcoming environment respecting human dignity as well as citywide and regional diversity, evaluate the effectiveness of **housing and human services** programs, updating the 5-year Consolidated Plan by Dec. 31, 2022.

Greg Bestgen, human resources director, 480-312-0104

Revitalize Responsibly

- To support and maintain the unique features and local identity that make Scottsdale special, evaluate and improve Scottsdale’s **neighborhood and conservation programs** by Dec. 31, 2022.

Erin Perreault, acting planning, econ. dev. and tourism executive director, 480-312-7093

Advance Innovation and Prosperity

- To embrace a diverse and innovative economy to sustain our high quality of life, monitor implementation of Scottsdale’s **economic development strategic plan** by Dec. 31, 2022.

Rob Millar, economic development director, 480-312-2533

Notes: The strategic goals are the community values from the voter-approved Scottsdale General Plan 2035. These strategic goals are the five most important to focus on this year base on the nine objectives identified from the Year 1-5 Implementation Plan in the General Plan by City Council. Go to ScottsdaleAZ.gov, search “General Plan.”