

SCOTTSDALE UPDATE

News for our residents and customers

April/May 2018



Welcome to Old Town

Downtown Scottsdale has a new brand, based on months of market research and merchant interviews.

The area will now be known as Old Town, a nod to the historic district in the heart of downtown.

“Old Town Scottsdale has seen a lot change around it as the city has evolved, but it has remained a core part of our identity as a community,” said Mayor W.J. “Jim” Lane. “This branding effort embraces that identity, and reinvests our energy, our creativity and our money to keep the area thriving.”

Scottsdale’s Tourism and Events Department began working last year with an outside research firm and marketing agency to understand perceptions of the area and identify ways that could increase visits from Valley and Arizona residents seeking a unique, vibrant, fun and safe place to spend time.



Expect to see the new Old Town brand around Scottsdale’s downtown in the coming months.

Merchants, residents and others provided input via interviews, focus groups and surveys to help city staff better understand perceptions in this key area of the city. That research revealed a key challenge – and potential solution.

While the city for years has referred to the area as Downtown Scottsdale, with “Old Town” at its historic core, a clear majority of local consumers and business owners refer to the entire downtown area as Old Town Scottsdale.

The new brand and marketing campaign will build on that.

Learn more about the research and strategy behind the Old Town Scottsdale brand by visiting ScottsdaleAZ.gov and searching “Old Town.”

When it comes to commuting, less red is better

We’ve all been there -- stuck at a red light, anxiously awaiting the signal change, finally getting the green. And then going through the same ritual a half mile ahead.

Thanks to new technology and some intuitive sleuthing, many commuters are enjoying shorter waits and quicker trips through Scottsdale.

The city is wrapping up a two-year project that analyzed traffic flow to reduce both red light waits and commuting times in 15 high-traffic corridors. Here’s a sampler of the successes:

- On a section of Hayden Road between McKellips and Indian Bend roads, travel time was reduced by 17 percent, or about 2.2 minutes.
- The commute along Scottsdale Road between Frank Lloyd Wright and Shea boulevards was reduced by 19 percent.
- A section of Scottsdale Road between Pinnacle Peak Road and Frank Lloyd Wright Boulevard saw travel times drop 12 percent.

Traffic analysts looked at a variety of factors to adjust signals for those routes. Once they understood traffic patterns and conditions, they customized patterns like lagging or leading left-turn arrows to minimize wait times.

“It’s like making a new recipe,” said city traffic engineer Leslie Bubke. “You may have one for chocolate cake, but at times you change up the ingredients looking for the best taste.”

Bubke said the city should complete the traffic corridor analyses in May. The goal is to reduce travel times in those areas by 10 percent; so far, they are beating that mark.

“We want to give more people more green lights at the right times,” she said -- a recipe most commuters will enjoy.

Learn more at ScottsdaleAZ.gov, search “traffic management.”



A new chlorine system at McDowell Mountain Ranch Aquatic Center boosts safety and water quality. The system eliminates the need to store and handle chlorine in bulk, which makes things safer. It will also improve water quality and reduce exposure to potential recreation water illness for the swimming public. A capital project funds this safety improvement at each city pool – McDowell Mountain Ranch Aquatic Center was the first to receive it, Cactus Aquatic Center is scheduled next. Learn more about city construction projects at ScottsdaleAZ.gov, search “construction.”

*"Do unto others
as you would
have them do
unto you."*

That's the Golden Rule and it's a value that drives programs and services within the city of Scottsdale.

In fact, Mayor W.J. "Jim" Lane proclaimed Scottsdale a Golden Rule City just about one year ago. It means that Scottsdale, along with cities all over the world, seeks to model those 11 powerful words in both deed and action.

The Golden Rule is reflected in the Scottsdale Police Department's community engagement committee, designed to listen to and act upon citizens' issues. The committee encourages mutual respect and understanding while working towards cultural awareness and unity.

You can also find the Golden Rule in the programs of the Scottsdale Public Library as it hosts cultural heritage months and supports diversity of thought through book recommendations and educational programs.

The spirit of the Golden Rule is exhibited every day by Scottsdale citizens through neighbors helping neighbors, volunteerism and countless small courtesies extended with smiles.

The Scottsdale Human Relations Commission seeks to recognize these actions. They reflect the common fundamental qualities of the Golden Rule: kindness, respect, civility and empathy.

The Scottsdale Human Relations Commission is an advisory body to the Mayor, City Council and staff. To learn more about its mission and to see its meeting schedule and agendas, visit ScottsdaleAZ.gov, search "Human Relations."



Earth Day Scottsdale 2018

As Scottsdale residents, we are stewards to one of the most beautiful and fragile environments on the planet. Earth Day is April 22. Join us as we celebrate the Sonoran Desert and take steps to protect the beauty and natural resources of our community. Here's a sample of activities in April:

Pitch in for Scottsdale Clean & Scenic. Volunteer groups and individuals are invited to join a citywide cleanup event April 21. Registered groups receive free trash bags, safety vests and cotton gloves. Registration deadline is April 12. Call 480-312-7898 to get involved or for more information visit ScottsdaleAZ.gov, and search "Adopt a Road."

Celebrate Water Awareness Month in April by learning how to save water inside and outside your home. Take a free water efficiency class, request free landscaping and leak brochures, explore the Scottsdale Xeriscape Garden at Chaparral Park and visit ArizonaWaterFacts to learn what's real and what's myth when it comes to our water supplies. Get details on all these programs by visiting ScottsdaleAZ.gov, search "water."

"Building with Earth & Mass" is the April 5 topic of the Green Building Lecture Series. Learn about the timeless technology and simplicity of converting earth into efficient and durable structures. The free program runs from 7 to 8:30 p.m. at the Granite Reef Senior Center. Learn more at ScottsdaleAZ.gov, search "Green Building."

Nominate People and Places for Spirit of Scottsdale Awards

The awards honor people and places in southern Scottsdale that contribute to the community physically, aesthetically or socially. The Neighborhood Advisory Commission is accepting nominations through April 15. Entries must include a photo of the person or place nominated, and fall within southern Scottsdale (Indian Bend Road south, within city limits). To nominate visit ScottsdaleAZ.gov and search "spirit awards."

THINGS TO DO

For details, search terms **in bold** at ScottsdaleAZ.gov:

- **Gold Palette** ArtWalk features "A Taste of Scottsdale: Eat, Drink & Art," April 5
- **Run the Runway** race offers "plane" old fun, April 7
- Please your palate at the Scottsdale **Culinary Festival**, April 14-15
- Attend free Scottsdale **Philharmonic** concert, April 15
- **Night at Scottsdale Stadium**, April 20



A pedal-powered tour of the Valley's best public art explores Old Town Scottsdale April 8; north Scottsdale April 15.
Info: ScottsdaleAZ.gov, search "cycle the arts."

SCOTTSDALE UPDATE is published six times per year by the city of Scottsdale. If you have questions or suggestions, please email communications@ScottsdaleAZ.gov.

General city information:

480-312-3111 or email questions@ScottsdaleAZ.gov



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