



## ORGANIZATION STRATEGIC PLAN (2021-2022)

These items are included in the Organization Strategic Plan and are grouped by Strategic Goal. Council identified priorities, including those discussed during the City Council Retreat are identified with a plus sign (+). Items were identified by staff through the budget process are noted with a caret (^). Updated items from the 2019-2020 plan that were not completed – although substantial effort was made but could not be completed due to the COVID-19 pandemic – which could be carried over are noted with an asterisk (\*). Regular progress updates are provided on the online dashboard, go to [ScottsdaleAZ.gov](http://ScottsdaleAZ.gov), search “priorities.”

### Value Scottsdale's Unique Lifestyle and Character

- Judge all new projects to ensure they keep the high quality of life for residents for which Scottsdale is known+
- Ensure plan to guide future development is in place through General Plan Update on November 2021 ballot+
- Update Ethics Code for staff, elected and appointed officials, and city vendors to strengthen provisions+
- Improve procedures for citizen advisory groups regarding conflict disclosures, absence, and recusal reporting+
- Consider pilot to temporarily turn some Old Town streets into walk-only zones for one weekend per month+
- Monitor Bond 2019 project design and construction to ensure all projects are completed in timely manner+
- Complete design for Second Street and Main Street streetscape projects to improve walkability of Old Town^

### Support Economic Vitality

- Review Old Town proposals and how they improve transportation, infrastructure, sustainability, and tourism+
- Revise and adopt the Old Town Character Area Plan to clearly identify zoning and reduce bonus provisions+
- Adopt plan to expand affordable housing including state tax credit and reduce homeownership barriers+
- Address Old Town parking by assessing each district's needs and issues and developing appropriate response+
- Improve process for project approval by improving communications between Planning Commission and DRB+
- Update the tourism strategic plan to guide Scottsdale's attractiveness and sustainability as a destination^
- Identify locations for use of bond funding for additional parking areas to support Old Town retail and events^
- Identify and implement automated parking solution at WestWorld to support signature events by 2022^
- Revitalize southern Scottsdale corridors by identifying commercial properties in need of improvement\*
- Carry out Smart City priorities that use technology to improve livability based on community input\*
- Undertake analysis to determine the cost of development, and whether impact fees should be expanded\*