



## **2019 City of Scottsdale Bond Engagement Plan**

### Objective:

To monitor and participate in the 2019 City of Scottsdale Bond planning process and evaluate its potential impacts, both positive and negative, on the DC Ranch community-at-large. Depending on evaluation results, an official DC Ranch position on the Bond may or may not be adopted by the DC Ranch Community Council at the appropriate time.

### Background:

The City of Scottsdale's Capital Improvement Program (CIP) is a list of projects the city has identified that it needs to build, repair, expand or maintain to effectively and efficiently serve the community. In early 2018, approximately \$800 million worth of projects were identified. This is a large list as the last bond approved by Scottsdale voters was in 2000. The projects are geographically-diverse and cover a wide-range of issues to include public safety, infrastructure, parks, public buildings, technology and so on.

In late 2018 and as directed by the City Council CIP Subcommittee, these projects were narrowed down to 67 with a cost of approximately \$450 million. At this dollar amount or less, the projects could be paid for with no increase to property taxes as the city would be retiring debt as it takes this debt on.

In February 2019, the 67 projects were presented for public review, ranking and comment. With that feedback in hand, a new list of priority projects will be created. The City Council may ask for community support to finance these projects via a bond election that would be held in November 2019.

Within the list of 67 projects are the Thompson Peak Bridge expansion, the addition of a dog park at Thompson Peak Park and Flood Control measures for the Reata Wash. It is important to note that the City of Scottsdale agreed to pay for the final half of this bridge when DC Ranch was developed (DMB paid for and built the first half). Twenty years later, residents are still waiting for the city to fulfill its promise. DC Ranch residents continually express the need for a dog park in North Scottsdale. The addition of one at Thompson Peak Park would satisfy this need. Many homes in DC Ranch are within the Reata Wash flood plain. A flood control structure would positively impact these homeowners.

The DC Ranch Community Council will provide updates to residents on the Newsworthy section of DCRanch.com. The Council welcomes input from any resident, Ranch Association, Covenant Commission member, and any other relevant group as it pertains to this engagement plan. The Council may conduct outreach to gather community input.

If appropriate, the DC Ranch Community Council may develop a position on the bond and a related message that it will share with the broader community on behalf of DC Ranch.

DC Ranch's civil dialogue policy will be upheld: *Residents and DC Ranch employees shall conduct themselves in a manner that is civil and respectful, refraining from abusive, demeaning, or hostile language or behavior.*

The process below outlines the approach DC Ranch will take to the 2019 Bond::

Targeted audiences: DC Ranch residents, City Staff, Scottsdale Mayor and City Council

Approach: DC Ranch Community Council will:

- Schedule and participate in various meetings and conversations with city staff and other relevant groups as appropriate
- Communicate with city staff and elected city officials on areas of potential positive and/or negative impacts on the community-at-large and if appropriate, desired solutions to mitigate that impact
- Inform residents of opportunities for individual engagement
- Provide updates to the Community Council and Ranch Association Boards and residents as information becomes available

Spokesperson: Chris Irish with support from Jenna Kohl, and the DC Ranch communications team

News media inquiries: Attribute all quotes and comments to spokesperson

Resident questions: Direct to Chris Irish

Anticipated timeline: February 2019 – November 2019

Key factors:

1. **Community Values/Quality of Life** – The Community Council will evaluate the Bond's impact on DC Ranch's community values and quality of life issues for residents.
2. **Safety / Security** – The Community Council will study and consider the Bond's potential impacts on the community as it compares to safety and security matters.
3. **Property Values** – The Community Council will consider any impact the Bond may have on increasing or decreasing DC Ranch and/or Scottsdale property values.
4. **Economic Impact** - The Community Council will evaluate direct impact of the Bond on property taxes and the overall economic benefits the Bond presents to Scottsdale that may result in keeping other Scottsdale taxes low.
5. **Scottsdale's Stature** – The Community Council will carefully consider how the Bond's passage or defeat may influence Scottsdale's stature as a world-class city and its correlation to the DC Ranch brand.