



Approved March 22, 2023

**CITY OF SCOTTSDALE
NEIGHBORHOOD ADVISORY COMMISSION
REGULAR MEETING MINUTES**

WEDNESDAY, FEBRUARY 22, 2023

**ONE CIVIC CENTER - COMMUNITY DEVELOPMENT
COMMUNITY DESIGN STUDIO - NAVE
7506 EAST INDIAN SCHOOL ROAD
SCOTTSDALE, ARIZONA 85251**

PRESENT: Jonathan Budwig, Chair
Larry Hewitt, Vice-Chair
William James, Commissioner
Louise Lamb, Commissioner
Bridget Schwartz-Manock, Commissioner
Richard Siegel, Commissioner

ABSENT: Rachel Putman, Commissioner

STAFF: Taylor Reynolds, Project Coordination Liaison
Adam Yaron, Commission Liaison

Call to Order/Roll Call

The meeting of the Neighborhood Advisory Commission was called to order at 5:00 p.m. A formal roll call was conducted, confirming members present as stated above.

Public Comment

No comments were submitted.

1. Approve Draft Summary Meeting Minutes January 25, 2023

Commissioners asked for the following amendments:

- ▶ Page 4, Paragraph 1, 1st Sentence should read "The applicant "does" have frontage..."
- ▶ Page 4, Paragraph 2, 3rd Sentence, should read "Highland Estates have dumped spa and pool water in the alley creating water problems and ruts".
- ▶ Page 4, Paragraph 3, 4th Bullet, 2nd Sentence, should read "We have taken care of the alley in a public safety way, which has been tiring and we need the city to partner with us to clean this up."

- ▶ Page 5, Paragraph 6, 3rd Sentence, should read Asplundh traverses this alley to access trees on behalf of the Salt River Project,”.

COMMISSIONER JAMES MOVED TO APPROVE THE MINUTES OF THE JANUARY 25, 2023, AS AMENDED, MEETING AS PRESENTED. VICE-CHAIR HEWITT SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0) CHAIR BUDWIG, VICE CHAIR HEWITT, AND COMMISSIONERS JAMES, LAMB, SCHWARTZ-MANOCK, AND SIEGAL VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

2. Scottsdale Demographic Overview: US Census ACS 2017-2021 5-Year Estimates

Andrew Sweeney, Citizen Service Representative, presented a demographic overview and statistics relating to Scottsdale residents. This information is contained within the 2021 US Census American Community Survey, an annual report released by the Bureau of Labor Statistics and covers select housing, demographic, economic, and social characteristics.

The following information relates to Scottsdale:

- ▶ 19,000 new residents over the last ten years with an estimated population of 238,685 in 2021.
- ▶ 80% of the new residents belong to a race or ethnicity other than white, creating a more diverse community.
- ▶ There are 5,000 more females than males
- ▶ The median age is 48 years old due to a decrease in the 19 and younger age bracket and increase in the 65+ age bracket.
- ▶ The median household income is \$97,000 due to nearly 60% of the population earning \$100,000+ annually.
- ▶ 16,000 residents live below the poverty line, which is the lowest in nine years.
- ▶ 60% of the residents have bachelor's degree, 25% have an associate degree or some college, 12% are high school graduates, and 3% did not graduate from high school.
- ▶ 30,000 residents are proficient in more than one language with Spanish being the most common.
- ▶ There are 135,000 housing units, which is a 7.5% increase since 2011. 75,000 units are owner-occupied, inclusive of 21,000 units that are seasonal or vacant and 38,000 units are renter occupied.
- ▶ The median gross rent has increased by \$465 over the last ten years, due to fewer monthly rentals below \$1,000.

In response to questions from the Commission, Mr. Sweeney stated he would research the 18% of the population whose annual income is under \$50,000 and report back to the Commission. The age related to the numbers presented varies as it depends on the statistics being used and would further develop his research to determine if the 18+ year olds living at home making less than \$30,000 influences the 18% with an annual income under \$50,000. This presentation is not public but can be shared with the Commission. Rents could be decreasing now, but the data presented based on the 2021 report would not have captured that.

3. Office of Citizen Service: “Hello Scottsdale”

Joy Racine, Community involvement Manager, provided an overview of the focus areas for the Office of Citizen Service and current programs they are involved in. The presentation today will highlight the implementation of “Hello Scottsdale” service that provides opportunities for residents and visitors to find information and get questions answered via an SMS messaging service

The idea of this pilot program that started on January 18, 2023, came from working with the UK company Hello Lamp Post, which developed a program that uses an AI functioning component to allow residents and visitors to ask questions and obtain answers while out in the community. The program does not retain any personal information, making it completely anonymous.

Three types of signs are being used in Scottsdale that offer a number to text or QR code to scan:

- ▶ Pop-up event signs will allow users to find out where additional events will be held and/or to speak of their experience at the current event.
- ▶ Old Town signs are used for wayfinding.
- ▶ Solid Waste stickers will be placed on trash cans and allow users to find information related to solid waste. Only 150,000 homes will be issued stickers during the pilot phase.

How this program helps the Community Involvement Office:

- ▶ Collect the number of people using the service
- ▶ Track the questions being asked
- ▶ Provide targeted marketing information
- ▶ Tailor the program to answer the most common questions
- ▶ Tourism will use the system when promoting events

In response to questions from the Commission, Ms. Racine stated if certain information has not been integrated the response would vary, but could say something like, “Sorry, I don’t know the answer, but I will get back to you”. There are times when the answer is based on a different question, as the system uses key words, one of the things staff is working to fix. The messaging service is mostly used in the Old Town when the Ambassadors are not present. Currently, a soft launch of the service is being promoted through the use of signs, social media, and press releases. Another push will occur when the solid waste pilot begins. The three SMS areas are used as a local FAQ that allows staff to gather information that allows decision making that will be beneficial to the public. Because the communication is anonymous, it is not possible to do push notifications or email blasts. However, in the future they could invite the public to opt into notifications.

4. Recognition of Service: Commissioner Rachel Putman

Mr. Yaron recognized Commissioner Putman for her six years of service on the Neighborhood Advisory Commission. City Council is expected to nominate applicants for Commissioner Putman’s replacement on February 28, 2023, and appointment at their meeting on March 7, 2023. Commissioner Putman was unable to attend this meeting, but sent a message expressing her gratitude to the Commission.

Chair Budwig stated on behalf of the Commission thanked Commissioner Putman for her time and expressed appreciation for everything she brought to the Commission.

5. Identification of Future Agenda Items

The Commission requested the following items:

- ▶ Brick-by-Brick Program
- ▶ Map of all neighborhood associations to include background and scope

6. Staff Updates (A.R.S. 38-431.02(K))

Mr. Yaron provided the following staff updates:

- ▶ Staff worked with Code Enforcement to send appropriate letters and notification of neighborhood obligations for the alley next to Caballo Ranchos. This notification went to all adjacent neighborhoods. Staff will continue to monitor the situation and provide relevant information to the Commission as needed.
- ▶ A reminder the Spirt Award recognition will occur at the March 7, 2023, City Council meeting with Vice-Chair Hewitt and Commissioner Lamb presenting the awards. Staff will work with Vice-Chair Hewitt and Commissioner Lamb to provide a narrative and prepare them for the presentation.
- ▶ The next meeting is March 22, 2023

7. Adjournment

THERE BEING NO FURTHER BUSINESS BEFORE THE COMMISSION,
COMMISSIONER SEIGEL MOVED TO ADJOURN THE MEETING AT 5:39 P.M.
COMMISSIONER LAMB SECONDED THE MOTION, WHICH CARRIED SIX (6)
TO ZERO (0) CHAIR BUDWIG, VICE CHAIR HEWITT, AND COMMISSIONERS
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