



## **Engagement Plan for 2024 City of Scottsdale Ballot Initiatives:**

### **Protect and Preserve Act and Expenditure Limit**

#### **Objective:**

To monitor and participate in the Nov. 5, 2024, City of Scottsdale election through public support of two Ballot Initiatives, the Protect and Preserve Act and the Expenditure Limit, both placed on the ballot by Scottsdale City Council.

#### **Background:**

The City of Scottsdale will have two initiatives on the November ballot. The campaign to support is called 'Vote YES-YES.' The initiatives enable the City of Scottsdale to take care of its most prized assets, the Preserve, the Greenbelt and city parks, and the ability to spend the revenue it generates.

Caring for these assets, both for maintenance and safety issues, is critical to keeping property values high. With the Preserve in our backyard, DC Ranch wants to ensure it ages in a manner that our residents can continue to enjoy. While older parks in Scottsdale will get priority, parks near DC Ranch will also benefit down the road.

The Protect and Preserve Ballot Initiative guarantees 30 years of funding to maintain assets that directly impact Scottsdale's stature as a world-class city. The Expenditures Limit Ballot Initiative allows Scottsdale to spend its revenue as needed to ensure first-class services and amenities to its residents and tourists. Both Ballot Initiative will reflect positively on the DC Ranch brand.

Staff recommends that at the July 25, 2024 Community Council Board of Directors Meeting the board vote to publicly support both Ballot Initiatives.

#### **The Protect and Preserve Act is a sales tax initiative.**

- Currently Scottsdale has a .2% Preserve sales tax that funds the purchase of preserve land (2/10ths of 1 percent, not 2%).
- It will expire July 1, 2025.
- A citizen's committee was formed, they had 22 public meetings, and made the following recommendation:
  - Ask voters to continue the tax for 30 more years but at a reduced rate of .15%.
  - This would reduce Scottsdale's overall sales tax by .05%.

- The initiative changes how the funds will be used – from buying land to make the Preserve to maintaining and protecting the Preserve along with the Greenbelt and city parks.
- Scottsdale’s sales tax is lower than every other city in the Valley except Gilbert and Chandler.

**The second initiative is the Expenditure Limit, sometimes referred to as a Permanent Base Adjustment.**

- The Arizona state legislature sets the limit for how much a city can spend each year.
- Any increase in the limit must be approved by voters.
- Scottsdale has not asked for an increase in 18 years.
- The formula used by the state gives Scottsdale the 2<sup>nd</sup> lowest expenditure limit in the Valley.
  - Scottsdale is allowed to spend \$2,393 per capita.
  - The City of Maricopa has the highest spend at \$9,948 per capita.
  - Phoenix can spend \$7,015 per capita.
- If passed, the \$22M base adjustment will increase Scottsdale’s spending limit \$250 Million.
- It does not increase taxes or allow the city to spend more than it brings in.
- Scottsdale residents have high expectations for service and amenities, and yet the state allows other cities to spend much more than Scottsdale.
- It’s possible that if the expenditure limit is not raised, funds brought in by the Preserve and Protect Act might not be able to be spent as it could put Scottsdale over the limit.

The DC Ranch Community Council will provide updates to residents on the Public Affairs 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.

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 in support of the 2024 Ballot Initiatives:

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

- Approach: DC Ranch Community Council will:
- Write an official statement in support of the Ballot Initiatives to be shared with residents and the public.
  - Communicate through various articles and tools the positive impacts of the Ballot Initiatives on DC Ranch and Scottsdale.
  - Provide resources to where additional information on the Ballot Initiatives can be accessed.
  - Participate in various meetings and conversations with relevant groups as appropriate.
  - 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 Jona Davis, and the DC Ranch communications team

News media inquiries: Attribute all quotes and comments to spokesperson

Resident questions: Direct to Chris Irish

Anticipated timeline: June 2024 – November 2024

- Key factors:
1. **Community Values/Quality of Life** – The Community Council has evaluated the Ballot Initiatives’ potential impact on DC Ranch’s community values and quality of life issues for residents.
  2. **Safety / Security** – The Community Council has considered the Ballot Initiatives’ potential impact on the community as it compares to safety and security matters.
  3. **Property Values** – The Community Council has considered the impact the Ballot Initiatives have on increasing or decreasing DC Ranch and/or Scottsdale property values.
  4. **Economic Impact** - The Community Council understands the direct impact of the Ballot Initiatives on Scottsdale’s sales tax and the overall economic benefits the Ballot Initiatives present to Scottsdale.
  5. **Scottsdale’s Stature** – The Community Council has considered how the Ballot Initiatives’ defeat may influence Scottsdale’s stature as a world-class city and its correlation to the DC Ranch brand.