

## COGS Candidate Questionnaire

Instructions: Please fill out the information requested and return it by **May 4, 2020** via email to: [cogspc1@gmail.com](mailto:cogspc1@gmail.com). Upon receipt of your completed questionnaire, you may be contacted to schedule an appointment for an interview with the COGS Political Committee.

*Your complete and unedited responses will be posted on the informational COGS website for public review, along with those of the other candidates. Please keep your answers brief.* However, if you need more space the box will expand to accommodate you. If needed, please continue on an additional page.

No.	Question	Response
1.	<b>Demographics</b>	
1.a.	Name	John Little
1.b.	Address	13952 East Geronimo Road 85259
1.c.	Phone	480-720-4777
1.d.	Years in Scottsdale	Moved here in 1985 Total years in Scottsdale 19
1.e.	When did you register to vote in Scottsdale? Have you failed to vote in any Scottsdale or General Election since you registered?	I first registered to vote in Scottsdale in 1985 I have not failed to vote in my recollection
1.f.	Have you been elected or appointed to City positions including City Task Forces, Boards, Committees or Commissions? If so, please list.	I became a city employee in 1985 and for the duration of my employment was precluded from serving in any appointive or elective public role. I served as staff liaison to a long list of city boards and commissions in my official capacity and served on many regional planning groups including the Discovery Triangle, which could have brought much needed economic development opportunities and jobs to south Scottsdale w/o light rail.
1.g.	Please list any Civic Activities or organizations you belong to.	I am on the Board of Directors for the Miracle League of Arizona serving special needs children and their families. I am a Grande member of the Scottsdale Charros
1.h.	Education/Training	Fifty years ago I attended the University of Minnesota in the Urban Studies Program. I left school early to take a career assignment in the field of public transportation. I also successfully completed Arizona State University's Advanced Public Executive Program through the School of Public Affairs
1.i.	Current Occupation or Pre-Retirement	I am a partner in the consulting firm dba Social Prosperity Partners. Our main client is PetSmart Charities. Our product is designing citizen engagement strategies. <a href="http://www.socialprosperity.us">www.socialprosperity.us</a>
1.j.	Other personal information that you would like to share:	Married to wife Lori who works as a Clinical Exercise Physiologist. Two sons, three grandchildren
2.	<b>Campaign Information</b>	
2.a.	Address	13952 East Geronimo Road 85259
2.b.	Phone	480-720-4777

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2.c.	Fax	
2.d.	Web-site address	www.johnlittlescottsdale2020.com
2.e.	E-Mail address	johnlittlescottsdale2020@gmail.com
2.f.	Endorsements	No organizational endorsements at this time
3.	Why have you decided to become a candidate for City Council?	<p>I love Scottsdale. Scottsdale is a unique community. You can tell the first time you enter from an adjacent city. Our traffic lanes are wider, our sign ordinance is more restrictive, our setbacks and view corridors are wider and more expansive, our desert open space is magical. It is worth protecting. We can do this two ways: We can preserve it and we can nourish it. We need to protect our unique attributes while looking for ways to expand our assets and leverage our opportunities for economic well being. This is especially true now that we have been made painfully aware of how vulnerable we are to changes in the national and global economies. We cannot enclose ourselves in a bubble. We have state and regional partners we have to get a lot better at working with. I have the history, the experience, the passion and the love to ensure our place in the pantheon of great American cities. I have watched many well-intentioned and dedicated city council members fail because they lacked any prior knowledge of the inner workings of municipal government. I love passion in candidates as much as anybody but as the old adage goes..."the only true source of knowledge is experience." I am also trusted by neighborhood leaders and business leaders. You can't be effective in an echo chamber. I want to serve because I have a proven track record of bringing balance, fairness and responsiveness to all my decisions. Just ask the neighbors who wanted the freeway quieted, neighborhood streets calmed, code enforcement beefed up, homes around the airport protected. My work as Executive Director of Downtown also speaks for itself. The merchants and gallery owners never had a more attentive and effective advocate. On site, seven days a week we were there. I will make that same commitment to the citizens of Scottsdale. I will be there for you.</p>
4.a	Identify 3 major issues facing the Council.	<p>Provide visionary leadership and clear direction to staff in order to build the team that will help us navigate for the four to six year economic recovery following the COVID-19 crisis.</p> <p>Heal the deep divide, it's exhausting to even watch the fighting and nastiness when there is important work to be done.</p> <p>Talk Less/Listen More Too much speechifying from the dias</p> <p>Restore trust by being uncompromisingly ethical in action and perception</p>

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4.b	Identify 3 major issues facing the City.	<p>Post Corona Economic Recovery</p> <p>Diversify our economic base</p> <p>Bring forth a citizen driven General Plan that has broad support.</p> <p>Conduct a comprehensive audit of every aspect of our charter, ordinances, policies and practices which require public participation. Analyze each one and ask the question Does this promote meaningful citizen participation or does it inhibit it?</p>
5.	If elected, what would you like to accomplish?	<p>Build a stronger relationship with SUSD by incorporating an Education Element or Chapter in the General Plan</p> <p>Keep our promises vis a vis the General Plan which today has many promises that remain unfulfilled</p> <p>Completely remodel from stem to stern citizen engagement processes</p> <p>Help the City Council realize they are not just the "senior Planning Commission". Nor are they the "super DR Board". They are the policy makers, the direction setters. The City Council finds itself so far down in the weeds on zoning cases it is mostly abdicating its responsibility in providing strategic direction. We have looming issues as they relate to transportation, aging, water, open space, infrastructure (remember the last bond only addressed a third of the actual need). How will we fund the balance (approximately \$500 million) of needs? Other issues relate to competition from other cities and the Salt River Pima Maricopa Community for economic development. Finally, what in the world are we going to do about affordable housing and how can we attract young families and workers to Scottsdale given the cost of housing? No young families equals declining school enrollment and declining tax base, falling home values and higher taxes.</p> <p>I would like to take the lead on creating a strategy for having a comprehensive community conversation about citizen representation and inclusion...and if appropriate, how districting might help or hinder the quality of life in Scottsdale.</p>
6.	<p>Are there matters that may come before the City Council in which you would have a Conflict of Interest?</p> <p>If yes, what would the conflicting issues be?</p>	<p>👍 No 👍 Yes</p> <p>None, but if there were ever even the slightest question I would consult immediately with the City Attorney as required.</p>
7.	<b>Identify citizen/city processes that you believe need to be:</b>	

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7.a.	Created	<p>Revamped Citizen Engagement processes</p> <p>On line signature collecting for candidates and ballot props</p> <p>All mail in voting for all elections</p> <p>Small business bridge loan program</p>
7.b.	Improved	<p>Code Enforcement</p> <p>Data Security</p> <p>Maintenance of public right of ways and alleys</p>
7.c.	Reduced	<p>Scottsdale's enduring brand is marked by exceptional service levels. I do not support reducing or eliminating citizen service levels. If we do, we move away from goodness. It would be a harbinger of a slow decline into mediocrity. On the other hand I believe there are many programs and services that could be more efficiently delivered at lower costs.</p>
7.d.	Eliminated	<p>See above.</p>
<p><b>8. Please state your position and/or action on the following zoning and land use issues:</b></p>		
8.a	<p><b>What is your position on citywide rezoning requests, text amendments, and General Plan Amendments that significantly change land use or increase height and/or density, especially in proximity to low-scale residential neighborhoods?</b></p>	<p>I know there are many citizens who believe that once zoning is in place it must not be changed and people who believe the General Plan is inviolate. There are many reasons rezoning can work to the benefit of the city and neighborhoods. Likewise once a year the community is presented with one or two major GP Amendments. Some pass, but many more are nipped in the bud before reaching policy makers. The Preserve itself was a significant change in land use that directly resulted in increased density in Ironwood Village, Windgate and DC Ranch. I don't believe anyone wants to revisit that decision. We all hopefully realize that taking 30,000 acres out of development foreshadowed increased building height and density in the rest of our city. It's a trade off we all would make again in a heartbeat. People are moving here. We can expect 50-60 thousand additional citizens over the next couple of decades. Unable to sprawl, we will by necessity become more dense. Some of the slack will be taken up by infill some by increasing building heights in appropriate places. One of those places was downtown Scottsdale where in 2018 The city council approved Type 3 zoning permitting higher building and significantly more density. If there were a single place in Scottsdale where taller buildings and greater density is appropriate it is the urban core. But not all of the urban core. Old Town, the real Old Town should be protected from any rezoning.</p>

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<p>8b</p>	<p>Typically, zoning entitlements are granted based on a promise to build to a specified development plan, with defined stipulations, that presumably provides some benefit to the city. Once granted, if the property is sold, the new owner does not have to build what was originally promised in exchange for the entitlements.</p> <p><b>Would you support conditioning zoning change approvals on building exactly what was promised, and if wasn't, the zoning would revert back to the original restrictions? If not, how would you hold the property owner, and any subsequent owners, to the plan promised in order to get the change?</b></p>	<p>No. This is unnecessarily restrictive. It would send a message that Scottsdale is a really difficult place to do business. Now, while that might be exactly the message some want to send, it would have a chilling effect on economic development and would simply end up raising your taxes, reducing revenue, reducing service levels and ultimately lowering your property values. Accordingly, it is an aspirational notion that is not practical and would have unintended negative consequences.</p> <p>I would support conditioning zoning change approvals on building “essentially” what was promised. “Exactly” what was promised could have unintended consequences for the city and the applicant as conditions change.</p>
<p>8.c</p>	<p>Recently, Scottsdale Fashion Square redevelopment was granted significant increases in height, without the location(s) for the height increase being identified.</p> <p><b>What is your opinion of this type of open-ended provision?</b></p> <p>Scottsdale Fashion Square contributes about \$13 million and 7% of the sales tax collected in Scottsdale.</p> <p><b>What are your recommendations to maintain SFS's viability and tax revenue stream?</b></p>	<p>I support transparency that is much less open-ended.</p> <p>To protect Fashion Square there is an old planning adage. "Retail follows rooftops". Accordingly we need more people living downtown as well as more people visiting. Tourists alone are not enough to sustain Fashion Square. Also it is important to understand the future of Fashion Square will be in the hands of non-locals who will make bottom line decisions. As bricks and mortar retail decline and on-line purchasing increase it is prudent to develop contingency plans if the day comes. It came for Los Arcos, we are watching it at PV Mall and it darn near came for the Pavilions following the recession in 2007-2014.</p>
<p>8.d</p>	<p>In “The Outpost” project, rezoning case, rural land was rezoned to commercial adjacent to resident large lot rural lands, against staff recommendations, breaking with a longstanding policy prohibiting such rezoning.</p> <p><b>What impact do you believe this action had and will on similar future rezoning cases?</b></p>	<p>Even the tiniest rural community is anchored by a gas station/general store like Pinnacle Peak store. With 100' setbacks from the two minor arterials, drainage modifications and stipulations to build sidewalks and trail connections it seems to me the use was appropriate. The CUP case was in fact supported by staff. 1-GP-2017 and 10-ZN-2015 Two gas stations within 3 miles and only 1 feed store. We don't need to add to traffic congestion by our failure to provide quality designed commercial projects near rural neighborhoods.</p>
<p>8.e.</p>	<p><b>What is your position on the prompt and precise enforcement of the conditions and stipulations prescribed in a Conditional Use Permit?</b></p>	<p>I support the prompt and precise enforcement of conditions and stipulations in CUP's. Most businesses move quickly into compliance after notification. Those that don't should have their CUP's revoked and the non-compliant owner forced to shut down if necessary while reapplication is made. Having to come back to</p>

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	<p><b>What is your position on the revocation of a Conditional Use Permit whose holder was not in compliance with all major CUP conditions and stipulations that negatively impact neighbors?</b></p>	<p>the City Council after revocation would be a pretty high risk gambit.</p>
<p>8.f.</p>	<p>Identify any impacts (good and bad) upon the city with the addition of numerous multi-family/apartment complexes citywide and the continued rezoning of single-family parcels into multi-family parcels.</p> <p><b>How do you think the changing demographics of our residents will impact future demand for housing types?</b></p> <p><b>How will it impact what you believe the majority of residents want their city to be?</b></p>	<p>I have a mother in law who was forced to move from her home because her income and health both took a downturn. We couldn't find affordable options for her in Scottsdale. She now lives in Show Low.</p> <p>Our son and our two granddaughters live in Eastmark in East Mesa because they cannot find housing in Scottsdale for their young family that they can afford at this stage of their lives. They would move into an affordable three bedroom rental unit in a minute.</p> <p>The General Plan committed to providing "life-cycle" housing for Scottsdale. Where is it? Who's working on it? What will our community look like with fewer young families and seniors (our fastest growing demographic segment) on fixed incomes being forced to relocate?</p> <p>We can all paint that picture and it isn't pretty.</p>
<p>8.g.</p>	<p><b>Would you support a designated Entertainment District with its own unique Noise and Event Ordinances?</b></p> <p><b>What should be done to protect adjacent neighborhoods?</b></p>	<p>I think the designation "Entertainment District" is currently ill-defined. I do not find any part of the current district appealing to me. I would like to see more restaurants, small coffee shops, more retail and small performing arts venues. The old notion of a "district" needs to be re-thought. With the exception of the "real" or original old town, lets just get rid of the whole notion of separate district identities. If we do this we won't need to "protect adjacent neighbors. We will have created a new amenity that should be an asset to nearby property owners.</p>
<p>8.h.</p>	<p>Scottsdale is currently reviewing the existing noise ordinance. <b>What changes, if any, would you recommend to the existing allowable noise levels and ordinance?</b></p>	<p>I like the new ordinance as it relates to noise emanating from party houses. I might want to consider that concurrent with the \$1,500 fine for a third offense that the city also suspend the business tax license for the rental property effectively closing it down for a period of one year.</p>
<p>8.i</p>	<p>Currently, all rural land parcels, regardless of size are in a single category of "Rural", allowing a five-acre zoning to be rezoned to one-acre parcels with only a <b>Minor General Plan Amendment (simply majority of council needed)</b>.</p>	<p>The General Plan process that is underway currently will address this issue. I consider General Plan amendments as a way of addressing or redressing strategic issues of city-wide impact. Because we have charged citizens with this responsibility and we know this issue will be on their policy table for discussion, it is disrespectful to get out ahead of their deliberations. Let the people decide.</p>

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	<p><b>Do you support a change to the General Plan Update to create the 2 Rural zoning categories-</b></p> <p><b>1] parcels of 1 to less than 5 acres</b></p> <p><b>2] parcels of 5 acres or more,</b></p> <p><b>requiring a MAJOR General Plan Amendment and super majority vote to subdivide a 5 acre or greater parcel? Why or why not?</b></p>	<p>Nothing is as detrimental to citizen empowerment that having the elected officials and candidates suck all the oxygen out of the room by preemptively telling everybody what they will or will not support before citizens voices have been heard.</p>
9.	<p>There are not enough Preserve tax funds remaining to allow acquisition of all the remaining land within the voter approved McDowell Sonoran Preserve Boundary.</p> <p><b>Should the city council determine if citizens want to complete the Preserve and if so how to pay for it?</b></p> <p><b>If not, how do you propose utilizing the remaining and future dedicated Preserve funds?</b></p>	<p>Put it to a public vote. Ask the citizens if they want to finish acquisition..</p>
10.	<p><b>Please state your position and/or action on the General Plan:</b></p>	
10.a	<p><b>What is your vision for the city?</b></p> <p><b>What should Scottsdale look like in 10, 20, or 30 years from now?</b></p>	<p>Vote for me if you really want someone to address this issue. This community is going to look markedly different over the course of the next 20 years. The pace of change, economics, technology and land values will shift dramatically. Unless we figure out a way to really engage with citizens we will have to address the issue of districting. I am neither for or against at this point. I am only interested in the best most effective way to open up government for all our citizens. If we can do that, then the next 20-30 years will be the future we will have all collectively designed.</p>
10.b	<p><b>How should the city grow to remain desirable and become and remain sustainable?</b></p>	<p>The city will grow in population. There will not be corresponding impacts on traffic in a post-COVID world due to increased options for working from home. There will however be increased demands on water, sewer, sanitation, schools, public safety and recreation. We need to stay ahead of the curve and ensure we have plans in place for projected growth. Necessarily we will grow up, yes there will be demands for increased building height and density. Buying the Preserve set us on that course much like the resolution of the Hillside ordinance and Toll Brothers litigation required increased density in places like DC Ranch and Wingate. We traded open space for density. I believe it was the best trade we ever made.</p>
10.c	<p>Scottsdale voters have not approved an updated General Plan since 2001.</p> <p><b>Why do you believe the prior</b></p>	<p>It is our collective failure. Yours and mine and the policy makers. Too much quibbling. Too much self-interest versus community interest. Poor process for gathering input is partly the cause. And</p>

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	<b>updates have failed?</b>	we seem to be inviting the same problem..
10.d	<p>The city council, in a study session, shelved the Citizens' Task Force 2012-2014 draft update and did not submit it to the voters.</p> <p>They approved the 2001 GP plus the required AZ state elements without a public vote to be used during a new draft 2035 attempt.</p> <p>In 2020 one member from specific city council-appointed boards and commissions were selected for a <b>General Plan Review Committee</b> who are meeting online.</p> <p><b>What recommendation do you have for the success of this 2035 final draft? What do you project will be its weaknesses?</b></p>	<p>Too important to make the General Plan update a "Zoom" conference call in. There is an old adage that I subscribe to; If people can't weigh in, they won't buy in.</p> <p>It needs way, way more input from common citizens. My neighbors are smart and love Scottsdale but they have no idea the update is underway. They read, but they also lead busy lives and somehow we still haven't figured out how to open this process up.</p> <p>I won't be satisfied if we have "hundreds" participating. We are a community of a quarter million. It's not good enough because it will be the same "hundreds" that show up and decide everything for the rest of us. You know who they are. I know who they are. Good people, just not representative of the whole breadth of Scottsdale.</p>
11.	<b>Please state your position and/or action on the following finance issues:</b>	
11.a	<p>The COVID-19 pandemic has taken a severe toll on Scottsdale's finances, businesses, and tourism industry. While an exact dollar figure is not yet available, we know it is in the millions.</p> <p><b>What ideas do you have to:</b></p> <p><b>1] restructure the city budget with respect to budget cuts or other financial stop gaps?</b></p> <p><b>2] revive our economy, business, and tourism amidst pandemic fears?</b></p> <p><b>3] support small businesses as they struggle to re-open?</b></p> <p><b>4] create a sustainable budget?</b></p>	<p>1. Let the City Manager manage. Provide staff strategic direction then get the heck out of the way. Do not micro manage this process. Most candidates have never even been through a single budget cycle. The city staff if told to find a solution to a 60-100 million dollar revenue shortfall will respond with ideas, strategies, options and recommendations for policy makers. They are specially trained and qualified to provide choices for the council and our citizens. Ultimately the electeds must make the decisions and that reflects the best division of labor to move forward.</p> <p>2. Make sure that any cuts in the budget do not impact public safety. Then make sure tourism and econ dev budgets and staffing remain whole. Cutting them would be tantamount to reducing ammunition to front line soldiers. Jump starting our economy (short term) will require us to develop integrated marketing strategies with the transportation, hospitality and entertainment industries to reach out to "early adopters" within targeted demographic and geographies of those most likely to travel again and invite them to Experience Scottsdale. There will be no silver bullets or easy answers..</p> <p>3. Provide small bridge loans to businesses of less than 10 employees. Revise procurement code to give significant advantage to Scottsdale small businesses.</p> <p>4. Help our community understand that development is critically important to any city's long term sustainability. Also job creation and providing housing options for your families who live work, play learn and spend their hard earned money in Scottsdale.</p>



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11.b	<p><b>Do you support using taxpayer funds to subsidize or enter private-public partnerships for private sector investments such as buildings, stadiums, promoted events, etc.?</b></p>	<p>As long as it doesn't violate the gift clauses embodied in State Law or our City Charter AND has essentially comparable benefit for the taxpayers.</p>
11.c	<p>At present, the City has awarded multimillion-dollar contracts to the Scottsdale Cultural Council and Experience Scottsdale without going through a bid process.</p> <p><b>Are you for or against continuing this practice and why?</b></p>	<p>A modified bid process could provide new approaches but I would not support just "opening it up" completely. You don't do that to long term business/community partners. Anybody in business knows that there are better ways of achieving desired economies than simply bidding out these services.</p> <p>I would propose a series of work study sessions to explore in depth what might be value added with a different approach. I believe both organizations have been extraordinary and reliable partners.</p>
12.	<p align="center"><b>Please state your position and/or action on the following transportation questions:</b></p>	
12.a	<p><b>What solutions would you have for the current traffic congestion problems occurring throughout the City (types of mass transit, traffic control devices, etc.)?</b></p>	<p>Telecommuting, shared ride programs, bicycling, variable work hours, better land use planning, expanding active traffic management using technology. allow more density in urban areas, discourage urban sprawl, promote shopping from home, encourage walk and bike to school programs keeping parents at home during the peak traffic hours. Making sure private and charter schools which have CUP and traffic management plans adhere to them. Expand bus services. Build more roundabouts for improved traffic flow and safety. Remove traffic signalization where it is no longer needed, increase the number of acceleration and deceleration lanes in the city, use offset left turn lanes more extensively.</p>
12.b	<p>Within the Downtown area, the city has charged in-lieu parking fees when a developer had not provided enough real parking spaces. These phantom spaces have been used repeatedly instead of actual parking availability. It was generally assumed these fees would be used at some point to build a parking facility. However, that apparently was not the case, as the city cannot account for these funds as they were not placed into a separate budget line or fund.</p> <p><b>How do you propose to deal with Downtown parking issues and the use of in-lieu parking fees?</b></p>	<p>Better use of technology and signage. I would also support re-calculating the parking requirements for hotel, resort, multi-family, office and retail.</p> <p>I would eliminate in- lieu. I think we should explore a downtown overlay improvement district to fund parking, signage, marketing, streetscape and infrastructure amenities for downtown businesses.</p>
13.	<p align="center"><b>Please state your position and/or action on the following questions:</b></p>	

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13.a	<p><b>What steps would improve Public Safety to reduce impaired driver/pedestrian traffic deaths in our downtown?</b></p>	<p>I am the only candidate that has actually implemented programs that reduced traffic deaths. I worked with ADOT to be the first community in the east valley to use photo radar on the 101.</p> <p>I also would implement the “Responsible Hospitality Program” employed by other downtown entertainment districts across America that produces safer downtowns and fewer DUI’s through city managed partnerships. I first proposed this approach in 2004 but the City Council at the time dismissed the idea. We could have made a real difference in safety and health over 15 years ago.</p>
13.b	<p>Residents citywide have expressed concern about the lack of responsiveness or fine enforcements by of the Code Enforcement department.</p> <p><b>How would you improve this situation?</b></p> <p>We flat out need to increase by a third the number of people we have working in the field. We can’t expect them to do the job with the woefully understaffed department. Code enforcement is a critically important community service. We should take it more seriously than we do.</p>	
13.c	<p><b>Do you believe that the mindset of your supporters and contributors is representative of Scottsdale residents’ values and vision?</b></p> <p><b>If so, why?</b></p> <p><b>If not, why?</b></p>	<p>There is no single mindset of my supporters or contributors. My supporters are from the north and south, the neighborhoods and businesses. They are young and old and they disagree among themselves on issues of development and preservation.</p> <p>The mindset of my supporters reflect a hope for a council member who will listen and lead, who will adhere to ethical standards of behavior and who can be trusted to do the right thing for all citizens and who is not beholden to special interests.</p>
14.	<p><b>Identify city services that you believe need to be:</b></p>	
14.a	<p>Created</p>	<p>We should inaugurate a massive urban garden program and I love VK's proposal for urban forestry program</p> <p>Interest free “bridge” loan program for small businesses who are negatively impacted by major development projects or city capital projects e.g. water, sewer, utility work. projects.</p> <p>The city should have a conversation with residents about their interest in creating improvement districts for the eventual undergrounding of all HV transmission power lines 138KV or</p>

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		less..
14.b	Improved	<p>Signage and technology to maximize public parking in the downtown.</p> <p>We need to find a way to plant perennial low water use ryegrass so we can return to a time when we overseeded the greenbelt each tourist season. I realize and know full well the costs of water and maintenance but perhaps there is a creative and strategic application for this idea.</p> <p>Right of Way landscaping in the south needs to be drastically improved.</p> <p>Segregated bike and walking paths through the greenbelt</p>
14.c	Reduced	
14.d	Eliminated	<p>Services are performed by people. People that have families and bills. Specifically naming services to be "eliminated" is tantamount to advocating someone's job being eliminated. I don't feel it is consistent with best practices in industry to suggest the elimination of jobs without forethought or a well-communicated process. Getting out of the economic doldrums will require a highly dedicated and motivated workforce which can't be maintained in an environment where employees are treated as replaceable parts. I would (and have) asked the employees which services they would recommend for reduction or elimination. They always respond, because they know where there is waste and inefficiency and frankly most others do not. That is why most "politicians" simply blurt out that we need "across the board cuts".</p>
15	<b>Identify city revenue sources that should be:</b>	
15.a	Created	<p>tax on single use plastics</p> <p>Extension of premises leases in the downtown should be allocated to downtown improvements.</p>
15.b	Increased	<p>State shared revenues</p> <p>Federal assistance to cities for COVID relief</p>
15.c	Reduced	<p>While this is not the time to even think about reducing any revenue source, after an economic rebound I would want to see a comprehensive review of service/reservation fees. I would like to see reduced rates for Scottsdale citizens for classes, greens fees, facility rentals etc.</p>

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15.d	Eliminated	Food tax after economic recovery
16.	Is there anything in your background that you would not like publicized on the front page of local newspapers?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes (If yes, please explain) I once wore a speed-o to a public beach.
17.	Additional Comments:	<p>Thank you for the opportunity to respond to your survey questionnaire. I know Scottsdale, I know its neighborhoods and its people. I have lived my whole life being in service to my community. It's all I've ever wanted to do. It has given meaning to my life. I'm 70 years old. I'm not climbing anyone's ladder, I'm not dependent on income from any outside source. I don't owe anyone any favors or money (except my mortgage). I have survived the death of our son six years ago, I am a cancer survivor, I stood my ground and asked the city council to cancel my contract on live TV in the Kiva in front of 200 supporters. Our family has deep Scottsdale roots. My wife Lori and her two sisters attended Hohokam, Pima and Scottsdale High, My mother in law Shirley Greer was a SUSD teacher and taught for many years at Yavapai and Tonalea. The Greer family grew up at 82nd and Osborn. My legacy and reputation in Scottsdale is secure win or lose. People know they can trust me, that I will treat them with respect, that I will not be drawn into the muck and mire, that I am my own man and I will be an independent voice for the community. I will support some development projects just as I will oppose some. I will be ethical, honest and compassionate. I will not betray the public trust, ever. While working at the city I was known as the "toxic waste handler" because I was always asked to deal with the really hard stuff that others didn't want to touch. As a City Councilmember I will bring that same sort of courage and commitment to the hard work of policy making. In a day when public officials are treated with disregard and contempt, I couldn't be more proud to do the work on your behalf no matter the cost.</p> <p>Finally, no other candidate even comes close to having a real record of accomplishments on behalf of neighborhoods and everyday citizens and small business.</p> <p>*With Roberta Pilchers help I "saved" Scottsdale's Rose Garden from destruction relocating every bush by hand and shovel to its current home at the Scottsdale Artist's School.</p> <p>*I redirected the Pima Road alignment to move traffic further from homes at Ironwood Village.</p>

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	<p>*I initiated the request that ADOT apply rubberized asphalt on the 101 to protect property values and residents living on our eastern edge.</p> <p>*I led Scottsdale's fight against the FAA's Northwest 2000 flight changes over Scottsdale..</p> <p>*I made the decision to downsize Via Linda from 130th St. to Fountain Hills from a four lane roadway to two. Protecting homeowners from increased traffic.</p> <p>*I found the money and installed the very popular festive lighting all over our downtown to benefit merchants and shoppers.</p> <p>*I put together and managed the Downtown Group that provided 24/7 365 days a year service to merchants and downtown property owners.</p> <p>*I was the point person with SRP to figure out a way for Scottsdale to host ESPN's Super Bowl broadcast from the Marshall Way trolley bridge in 2008.</p> <p>*I directed the expansion of the trolley service in downtown, in south Scottsdale and inaugurated the resort trolley service connecting Fashion Square and the Pavilions.</p> <p>*The Transportation at my direction initiated a comprehensive installation of traffic calming strategies throughout Scottsdale to discourage cut-through traffic and speeding.</p> <p>*Initiated the solution to the horrific number of deaths on the 101 when we demanded ADOT install barriers and photo radar. I recall that following our intervention we went from 9 fatal accidents to zero the following year.</p> <p>*I was the first city staffer to propose the publication of spanish language budget documents and presentations for non-English speaking Scottsdale citizens.</p> <p>*In 1999 a vocal group of McDowell Mountain Ranch residents seemed intent on stopping the construction of McDowell Mountain Ranch Park Aquatics Center and Skate Park, I was asked to step in to work with them over their concerns about noise, traffic and crime. Today this facility is universally considered a valuable neighborhood amenity.</p> <p>My career at the city in nine different roles of increasing responsibility has given me organizational and street level knowledge of this community that no other city council candidate can offer. I've worked with neighborhoods and businesses with equal passion and commitment. Even</p>
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## COGS Candidate Questionnaire

		people that disagree with me know they can trust me, that I am a gentleman and that I treat everyone with respect. I will bring both humility and dignity to my public service.
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Signature John Little

Date 5-2-2020

Please type your name for your electronic signature.

Thank you for your time and careful consideration of each response.

Please email your completed questionnaire by May 4, 2020 to: [cogspc1@gmail.com](mailto:cogspc1@gmail.com)

**ALL completed candidate's questionnaires will be posted on the COGS website at [www.cogsaz.net](http://www.cogsaz.net)**