

## 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	Becca Linnig
1.b.	Address	8407 E Monterey Way
1.c.	Phone	480.570.8845
1.d.	Years in Scottsdale	22
1.e.	When did you register to vote in Scottsdale? Have you failed to vote in any Scottsdale or General Election since you registered?	Upon arrival – Not sure
1.f.	Have you been elected or appointed to City positions including City Task Forces, Boards, Committees or Commissions? If so, please list.	No
1.g.	Please list any Civic Activities or organizations you belong to.	I was President of the local REALTOR Association in 2018, volunteer with the City as Ambassador, Block Watch Captain and on District one Community Engagement Committee
1.h.	Education/Training	Licensed REALTOR for over 13 years
1.i.	Current Occupation or Pre-Retirement	Residential REALTOR and Property Manager
1.j.	Other personal information that you would like to share:	Boy & Girl Scout Mom, Member of Scottsdale Presbyterian Church, been in DC for years to lobby at Capitol Hill
2.	<b>Campaign Information</b>	
2.a.	Address	8407 E Monterey Way, Scottsdale AZ 85251
2.b.	Phone	480.570.8845
2.c.	Fax	480.355.0735
2.d.	Web-site address	<a href="http://www.beccaforscottsdale.com">www.beccaforscottsdale.com</a>
2.e.	E-Mail address	<a href="mailto:becca@beccaforscottsdale.com">becca@beccaforscottsdale.com</a>

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2.f	Endorsements	
3.	Why have you decided to become a candidate for City Council?	I have been a life long servant and feel we need someone that is active in the community, with children in the school system and lives South of Shea. When we moved here 22 years ago I joined the Scottsdale Block Watch Advisory Council (City took over), within six months I was the Block Watch Captain and shortly after joined Sonnie Kirtley as an Ambassador. I have witnessed the impact of decisions made at City Hall on the community and I would like to restore faith in our local government.
4.a	Identify 3 major issues facing the Council.	1) Lack of faith in our local government and their decisions 2) New Mayor will take time to settle in 3) Budgeting and prioritizing projects
4.b	Identify 3 major issues facing the City.	1) The most obvious right now is our budget and reserves 2) Heat Index 3) Identify new revenue sources
5.	If elected, what would you like to accomplish?	We need to start connecting the dots. In a lot of ways we have a small town mentality with big town issues. Collaboration between all divisions of the City and residents is imperative. In addition, no one is discussing the impact of development to the heat index. We need to work with developers to use resources to mitigate the heat from building in the desert.
6.	Are there matters that may come before the City Council in which you would have a Conflict of Interest?  If yes, what would the conflicting issues be?	X No <input type="checkbox"/> Yes
7.	<b>Identify citizen/city processes that you believe need to be:</b>	
7.a.	Created	Create a more collaborative structure where all divisions of the City and key residents have a seat at the table.
7.b.	Improved	Infrastructure needs cannot be ignored. The crumbling bridges at Civic Center and 68 <sup>th</sup> St were not acceptable. Must have regular inspections and allocate funds (and build reserves) to maintain all infrastructure needs.
7.c.	Reduced	I believe this pandemic shines a large spotlight on several opportunities to reduce excess spending.

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7.d.	Eliminated	
<b>8. Please state your position and/or action on the following zoning and land use issues:</b>		
8.a	<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>	I don't think anything should ever be done on a "citywide" basis like rezoning. The City is diverse and we need to look at every request independently.
8b	<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 it wasn't, the zoning would revert back to the original restrictions?</b></p> <p><b>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>	There are companies that specialize in <i>only</i> the acquisition and plan approval with no intention of building. I understand that a property is more valuable to sell when there is an approved plan in place however, a review of the current program is necessary.
8.c	<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 believe it is necessary to work closely with all the partners in our city. However, having been in business a long time I have never written an open-ended contract. I do not believe it benefits anyone. If you set guidelines they provide expectations and allows for consequences if they are not followed.</p> <p>I like the new vision of what they are creating; an "experience" rather than "going to the mall". The stay at home order has forced people to shop online that may have never done so before and gotten them comfortable with the process. Retail has been struggling even before the pandemic therefore creating more of the "experience mentality" will enhance the foot traffic and in return more revenue.</p>

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8.d	<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>This project is years in the making and I was not involved in the meetings from this case but read the report.</p> <p>This type of rezoning will continue to be introduced therefore every project needs to be evaluated for what it brings to the community.</p>
8.e.	<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><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>Once issued CUP needs to be enforced. Sometimes painful but it eliminates the possibility of a law suit that the city “played favorites” down the road</p>
8.f.	<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 understand the need for additional housing and maximizing the land we have from a developer perspective and as a South Scottsdale resident I have seen several large projects built. I have also seen what was a single-family home on a large lot turned into a small single family community.</p> <p>It is difficult to get excited about infill projects that do not offer a benefit to the community. I met with Mike Fox at the Western Museum and he has been collaborating with the Museum Square project to bolster the museum. It is a great example of how developers can work with the community to enrich the area.</p> <p>Scottsdale has three distinct components; 1) downtown, 2) suburban and 3) desert. We need to honor and protect each area.</p>
8.g.	<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>The short-term rentals (weekends or daily options) have posed a greater challenge by expanding functions we have previously known to be limited to commercial businesses and subsequently enforceable and contained. We are the #2 city for bachelorette parties right behind Austin. We need to find a way to address how to keep this from impacting our neighborhoods and community.</p>

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8.h.	<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>As the mother of three children I know how frustrating it is when a neighbor is not being very neighborly especially at bed time.</p> <p>I do not encourage too many restrictions however places like BLK Live was a poor design for being so close to residential property. It is important that we have quiet enjoyment of our property.</p>
8.i	<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><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>I would consider it.</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>My understanding is the remaining land is not attractive for developers but would complete the vision for the preserve.</p> <p>It would be nice to finish what was started and acquire the land.</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>We could have never predicted 10 years ago that we would get in a strangers car and go to a strangers home then ask a stranger to bring us dinner.</p> <p>That said I believe what we are and have been missing is human connection. The stay at home has made us all realize how much we miss socialization and human contact. We need to embrace tech but provide a great face to face experience.</p>

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10.b	<b>How should the city grow to remain desirable and become and remain sustainable?</b>	Scottsdale is a city that has multi-generational families and we need to continue the succession plan for the current residents and their families as well as attract new companies like medical and bio-tech to avoid being too tourism centric.
10.c	Scottsdale voters have not approved an updated General Plan since 2001.  <b>Why do you believe the prior updates have failed?</b>	There is a distrust between the residents and the council as well as too many missing pieces.
10.d	The city council, in a study session, shelved the Citizens' Task Force 2012-2014 draft update and did not submit it to the voters.  They approved the 2001 GP plus the required AZ state elements without a public vote to be used during a new draft 2035 attempt.  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.  <b>What recommendation do you have for the success of this 2035 final draft? What do you project will be its weaknesses?</b>	Scottsdale has a bad habit of recycling the same people and it results in the same outcome. There is nothing addressing education or sustainability. We are a very young city (and state) and we have the fortune of learning from others mistakes. We need to have a diverse group of LEADERS with a strong vision for the future to create the GP.
11.	<b>Please state your position and/or action on the following finance issues:</b>	
11.a	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.  <b>What ideas do you have to:</b>  <b>1] restructure the city budget with respect to budget cuts or other financial stop gaps?</b>  <b>2] revive our economy, business, and tourism amidst pandemic fears?</b>  <b>3] support small businesses as they struggle to re-open?</b>  <b>4] create a sustainable budget?</b>	There has to be a deep dive review on all spending and what can be reallocated after identifying what is most important. Projects approved by the bond should be prioritized if considered at all at this time.  As a realtor I have the unique opportunity to predict the future. I manage furnished rentals and for the past 14 years I can tell you a year in advance how healthy our season will be. I am already seeing an uptick in activity and when checking in with local business owners they are at the starting gate with appointments made and consumers at the ready.  The challenge will be going forward which makes it imperative that we build reserves.

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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>Scottsdale is unique in the partnerships it has with buildings, stadiums and promoted events. A partnership should be an endeavor that benefits all parties. As a past President of the local REALTOR Association we are very careful not to spend dues dollars on items that do not benefit the majority of the members.</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>It is my understanding that the no-bid process is because there are no other organizations that can provide the level of services these offer. If there are other contractors that provide the same service there should be a process for competition.</p>
12.	<p><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>Our current transit system needs to be revamped because right now it does not work which is why no one uses it. When I moved here 22 years ago I wanted to get to work on the bus 5 miles away. It would have required me starting my day 2 hours early to catch the bus. I rode my bike in less than 30 minutes. There are successful systems but ours is not one of them.</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>The greatest need for additional parking is during peak season. I spend a great deal of time downtown and there are large buses dropping people off to shop. A parking service could be utilized during high season or other creative ways to accommodate during high use times. I heard a local hotel owner say his parking is down over 70% from last year due to ride sharing. I wouldn't want to rush into building a cement structure that will increase the heat index downtown if the need for parking is decreasing over time. Walkability has been a buzz word for a few years now.</p> <p>It is unfortunate that the funds cannot be accounted for.</p>
13.	<p><b>Please state your position and/or action on the following questions:</b></p>	
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 hoping with the ride share options we have seen a reduction in deaths. It is very apparent to me after the introduction of bikes and scooters the downtown needs a slower speed limit after a certain hour and on higher traffic days.</p>

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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>There is simply not enough staff to handle all the complaints. They need to create an app for reporting and automate the process. Snap a picture, send it in and issue the appropriate response. (We are very fortunate to have a city full of residents that care enough to submit concerns to enforcement!)</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>Yes, I spend a lot of time outside my home in Scottsdale working and entertaining. I am always asking questions and listening to the rhetoric around me. In addition, my volunteer work keeps me at the forefront of local news and issues.</p>
14.	<b>Identify city services that you believe need to be:</b>	
14.a	Created	Regular routine infrastructure exams, online signature system for campaigns
14.b	Improved	Transit system
14.c	Reduced	
14.d	Eliminated	
15	<b>Identify city revenue sources that should be:</b>	
15.a	Created	Recycle building materials that are being torn down
15.b	Increased	Reserves!!
15.c	Reduced	
15.d	Eliminated	
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) My families personal information such as my children's schools etc.
17.	Additional Comments:	I welcome questions to clarify any answers. Please call me at 480.570.8845



## COGS Candidate Questionnaire

Signature Becca Linnig

05/06/2020 Date

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)**