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To: Arizona Green Chamber of Commerce

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1. Issue: enterprises and citizens. What do you think are the best policies to inform and incentivize businesses and citizens to adopt energy upgrades, sustainable transportation, and other green infrastructure practices?

I have lived in Scottsdale since 1979, practice architecture, and have participated in the Green Building program in Scottsdale. When I served as City Councilman (2000-2004) we created and incentivized the Green Building to streamline building permit processes and incentivize application of sustainable principles.

Over the course of my four-decade career, I frequently met up with Anthony Floyd, AIA City of Scottsdale Green Building architect and director, at national American Institute of Architects conventions coast-to-coast. Scottsdale has a robust program and is open to suggestions.

The only thing I would add is: Business responds to well-crafted tax incentives. Citizens love social media connections and Green Building Program should be promoted as much as possible.

2. Issue: water. Development in Scottsdale is closely tied to long-term accessibility of water for industrial and residential use. Given the current strain on water resources due to a 20+ drought in the watershed that supplies the Central Arizona Project, what policies, strategies or incentives would you either pursue or support, if elected, to ensure our long-term water supply?

My family has deep roots in the Southwest dating from the Spanish colonial period in Tubac 1751, the earliest Baptism recorded in our Ortega family. Water sources and depletion have been the greatest factor in the dispersion of my family line from the Santa Cruz River, Gila and Salt River basins.

My Grandfather, Joes Ismael Ortega, was born in 1902 on a ranch just north of Tucson told me many stories about his father, while I attended the University of Arizona, studying architecture. Eight of his siblings were born in Tucson, but he and two others were born on the banks of the Gila River. The Sonoran earthquake of 1887 had changed the water table of the Santa Cruz altering farming and ranching in the Arizona Territory. Water sources have always been fragile in Arizona. By 1931, his brother Leandro Ortega settled in Tempe, farming in the Salt River basin.

Scottsdale utilizes three sources, wells, Salt River Project watershed and Central Arizona Project delivery. The cheapest way to increase the availability of limited resources is conservation. This has been achieved through rebates for installing low-flush toilets and irrigation using gray water, which should be expanded. But more importantly and significant water escalation rates encourage xeriscaping.

Scottsdale has been aggressive in purchasing CAP water allocations when other users decline their allotments.

3. Issue: renewable energy. If elected, what policies, strategies or incentives would you pursue or support to encourage the growth of renewable energy jobs in the city? What policies, strategies or incentives would you pursue or support to encourage the use of renewable energy by citizens? Many cities are declaring renewable energy goals for their municipal operations – for example “x% renewable energy by 2030.” Do you think Scottsdale should have such a goal? If so, what are your thoughts about a goal?

Renewable Energy is a concept that involves heavy manufacturing, such as windmill blades and solar collectors. There are few locations in Arizona (northern) where wind generators work. Perhaps the city can attract associated industry vendors to the Airpark complex. And as renewable energy becomes ever more competitive in price with fossil energy, the city will and shall be a leader in the Valley in adopting and using it. Setting a percentage goal that may or may not be reachable, and does not appear prudent.

4. Issue: waste and recycling. A number of cities have had to limit, or even altogether abandon, recycling efforts due to the inability to find third party companies willing to handle and process recycled materials. If elected, what policies, strategies or incentives would you either pursue or support to address this situation?

The shutoff of recyclables in China and landfill facility fire have dramatically affected all Arizona cities. The city has a recyclables sorting facility partnership near the SRPMIC landfill. This would be a perfect location to bring actual recycling facilities back to the U.S. We would probably be overwhelmed with recyclable materials from other cities, and that could be a major generator of jobs.

5. Issue: heat mitigation. The entire Valley, including Scottsdale, has seen a steady rise in the last few decades of higher average temperatures during the summer months. If elected, what policies, strategies or incentives would you either pursue or support to mitigate the human and economic impacts of increasing heat?

In 2018, the Mayor and Council passed the Old Town Character Area Plan (OTCAP) which re-designated the 75-block downtown Scottsdale center for six to 12 story buildings. Not only were they wrong by altering the aesthetics, character and density of Scottsdale, they would create an huge heat island. Two mayor 2020 candidates Ms. Korte and Ms Klapp voted for the OTCAP and are out of touch with the dire consequences of their action.

Other mayoral candidates, Ms. Borowsky, Mr. Littlefield, Ms. Klapp and Ms. Korte (while in office) failed to garner support for the mandatory General Plan in 2011 and failed again in 2013. Their failure has led to granting waivers and amended height and density standards leading to increased traffic and loss of view corridors.

When I held office (2000-2004) we held community -wide meetings, gathered citizen input and successfully adopted and voters ratified the General Plan 2001 which is the only valid General Plan. As mayor, I will Listen. Learn and Lead to enact a new General Plan 2035. I am the only candidate with successful planning experience.

We have have a beautiful greenbelt within our city which by itself cannot mitigate the Urban Island heat effect generated by Council actions. I seek office to reverse their unauthorized and irresponsible urbanization of Scottsdale. No amount of lighter colored materials will help, nor adopting light colors for buildings and roofs.

6. Issue: carbon emissions and air pollution. A number of cities around the world (including here in the U.S. desert southwest) are adopting "carbon neutrality" goals – setting a specific year goal by which the city's operations will be carbon neutral. There are many ways to reach such a goal. If elected, would you support the establishment of a "carbon neutrality" goal for the City of Scottsdale? What policies, strategies or incentives would you pursue, support or incentivize to reduce carbon emissions and help clean the air?

Setting a specific Carbon Neutrality Goal that may or may not be achievable appears to me to be a publicity stunt, seeing as how it could never be achieved during my own administration. I will however make every effort to work toward that goal, for instance by requiring new construction by the city and developers as carbon-neutral as possible.

7. Issue: resilient energy hubs. Some Valley cities have adopted plans to address the human risks of rising temperatures. One idea is to create "resilience hubs" at fire stations, community centers, schools and churches that are outfitted with solar panels and battery storage. In the event of an emergency that compromises the electrical grid, these resilience hubs will ensure that first responders and evacuees have access to electricity and cooling. If elected, would you advocate, support or incentivize a similar concept for Scottsdale?

Our electrical grid has never been compromised, given that SRP uses mostly renewable energy, and APS has the Palo Verde Nuclear Power Plant (which incidentally emits less radioactivity than a similar coal plant). However, the city has several Senior Centers that could and should be used as resilient energy hubs.

8. Issue: healthy food systems. Sustainable access to healthy, sustainable, abundant, sources of food have risen to be a critical issues for all levels of society. Solutions have included increased access to farmers markets, encouraging urban agriculture, reducing food waste, city coordination with local farmers, the creation of detailed city food plans, the dedication of city personal to improve access and more. Would you like to see such a philosophy applied also to Scottsdale?

I would certainly encourage this approach. Did you know that urban agriculture exists in Scottsdale, at Scottsdale Community College Community Gardens? I cannot think of any local farmers now, but our neighbors at the Salt River Pima might well step in, given city encouragement. I support non-toxic pesticides and approved chain-of custody labeling.

9. Issue: coordinated sustainability effort work within municipal operations. In the last decade, a number of Arizona cities have added a staff position responsible for sustainability initiatives within the municipal hierarchy. The purpose of the position is to drive and coordinate policies initiatives for energy, waste and water efficiency across departments – among other things. In some cities, the position has more than paid for itself within a few years because of efficiencies implemented. If elected, would you advocate for or support the creation of a similar sustainability position within Scottsdale?

I am wholeheartedly in favor of such a staff position. In fact I have a candidate for it: Dr. Bodo Diehn, who has in the past chaired the city's Environmental Quality Advisory Board, and was the CEO of the Sonoran Sustainable Resources Institute at Scottsdale Community College.

I believe that each project which goes thru the Development Review Board should be held accountable for arid climate response. When I served on DRB (ten years including four as councilman) I would always question why so much glass was used facing west. Especially, "cookie cutter" projects must respect and understand that we live in an arid climate.