

On Tue, Jul 7, 2020 at 9:54 AM John Little <[johnlittlescottsdale2020@gmail.com](mailto:johnlittlescottsdale2020@gmail.com)> wrote:  
To the Arizona Green Chamber,

Thank you for allowing me to participate in this questionnaire. I would be humbled and honored to receive an endorsement from your organization – I am committed to promoting positive environmental and sustainability issues. Thank you again for this opportunity and I look forward to your response.

Regards,  
John Little

P.S. My campaign manager, Adam, spoke with an employee at your organization named Beverly yesterday and she assured us that the questionnaire could be submitted today. We are grateful for your understanding and we thank you for your patience during these busy times.

## 10 Questions for Scottsdale Candidates – 2020

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?

The good news is that the current General Plan for our city has key elements that articulate our aspirations as they relate to energy, sustainability, conservation and environmental planning. The bad news is that just because these elements are in the plan is no guarantee that they will be implemented. While we have done a decent job articulating goals, our track record on being a leader is less than stellar. I would propose we develop an “Environmental Dashboard” that can help educate citizens and policy makers on the progress we are making towards our goals. Behind the Dashboard we should be able to see real time reports and easily identify who is responsible for results. The voter-approved General Plan is a sacred commitment to citizens that the city will follow through and achieve the outcomes identified in the plan.

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?

We are almost built out as a community so the days of having to provide water/wastewater infrastructure to new developments is largely behind us. Developers built the last two large master planned communities nearly twenty years ago. Nonetheless, smaller subdivisions like Fiesta Ranch will place new demands on water and for that reason Scottsdale continues to require developers to avoid any negative impacts from costs associated with extending services to new subdivisions and commercial developments

I hate to say it but the number one goal to safeguard our water supply is to elect a Congressional delegation from our state who will fiercely lead the fight for Arizona’s water future. Congress holds

the cards and as California increases its representation in Washington, Arizona's allocation will be increasingly threatened. Beyond this, critical strategies must be implemented that address education and conservation. The public, especially young people, must be made to understand we live in an arid climate and that conservation strategies such as reclaiming wastewater, groundwater recharging and xeriscaping can help secure a brighter water future. I would propose we increase the city staff that conducts water audits for homeowners. There is only one water auditor who helps homeowners conserve water. I participated and as a result our water consumption was reduced by 20%.

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?

Back to our General Plan – Energy is a state mandated element in our community's General Plan. In fact our first goal in the plan commits us to becoming a Net Zero energy community that balances energy efficiency with renewable energy generation. General Plan elements are required to also identify measures or outcomes and I would support the establishment of a goal. When the GP update goes to the voters and it is approved we will then have a citizen endorsed goal and I think that should give Net Zero significant public support.

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?

We need to take a strong position on “Zero Waste” packaging. Recycling is more and more difficult and it is more efficient to tackle waste at the source of production by using plant-based alternatives. Unfortunately, citizens have not been very compliant in keeping non-recyclables out of the waste collection process. The result is more tonnage going to the landfill. Our landfill on the Salt River Community is scheduled to be closed in fifteen years. What then? This is a significant strategic issue that we need to begin planning for now. I support rewriting the city's procurement code to give preference on bid awards to companies that adopt Zero Waste packaging principles. I would also grant a tax holiday for businesses who could demonstrate significantly reducing their waste.

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?

I strongly support existing urban design and landscape guidelines that promote shade and walkable streets. I would support rewriting design review guidelines to require buildings downtown

to paint rooftops white. Black asphalt parking lots must incorporate landscape elements with shade structures and/or trees. I would look to make mandatory streetscape designs that encouraged the construction or retrofitting of covered walkways. I have contacted a major Fortune 500 company who would like to discuss a major initiative that would involve their corporation providing trees and people to help plant trees throughout Scottsdale at no cost to the city.

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?

Achieving carbon neutrality goals by 2050 is an ambitious goal. Retrofitting buildings to incorporate better insulation, more efficient HVAC and solar would be a good first step. Automakers are phasing out internal combustion engines and that too will have a significant impact, reducing travel demand is another key strategy and the pandemic can't help but be instructive about the benefits of working remotely. Supporting these trends and providing tax credits and no interest loans for building modifications would be possible. The Federal Government will need to step in and provide direct financial support to businesses and industries to become leaders. We have to incentivize the early adaptors to create momentum for change.

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?

I have a dear friend from my days at the University of Minnesota, who has helped a local urban Native American community develop a resilience hub. The tribe worked with city departments to apply for a grant that helped establish the program. He shared with me the fact that creating the hub was easier than sustaining it. He shared that there are substantial labor commitments that need to be solidified and that it requires lots of hearts and hands to make it work. Lastly, as with most Fed grant programs, there are a significant amount of "strings" attached and reporting elements that are pretty demanding. I would be in favor of having a community conversation about what kind of benefit we can bring to people, at what cost and with what long-term outcome.

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?

Healthy food is a cornerstone of my proposal to develop a comprehensive plan to become America's Healthiest City. I believe that as people begin to travel they will be increasingly concerned about their personal health and well-being. We should expand Scottsdale's brand by incorporating best practices for hygiene and wellness. That means expanding farmer's markets, promoting urban farming, reducing obesity, lowering the incidence of heart disease and diabetes, providing free masks, hand sanitizer, and sunscreen throughout the city, ensuring our resort and restaurant staff are trained and uncompromising in their commitment to clean facilities. That our schools serve wholesome food and that our school facilities and public buildings have state of the art air exchangers. This could result in a healthier environment for all and serve as an effective strategy for attracting visitors post-pandemic.

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?

Yes, Absolutely. We have the initiatives, we've made the commitment in the General Plan. The City Manager's job is to execute the plan. The Council's job is to articulate the goal and define the outcome. If the City Manager believes additional staff is needed to perform the work described above, I would enthusiastically support it.

10. Issue: sustainability in the General Plan. The long-term sustainability of Scottsdale's economic, social, and environmental future is a theme in the current proposed General Plan 2035. What sustainability-related language, visions, goals and metrics are you most supportive of in the draft General Plan? Is there other sustainability-related language, visions, goals and metrics that you would like to see included in the draft General Plan?

There is no mention that I'm aware of in the General Plan update that addresses opportunities to collaborate with major utility providers, local entrepreneurs, local schools and universities and our eastern neighbors the Salt River Maricopa Indian Community to explore a collaboration to develop solar farms and wind generated power. As the SRPMIC phases out recycling and landfill operations over the next 15 years, it may be the perfect time to initiate such a partnership.