

**COGS Political Committee  
2018 Candidate Questionnaire**

Instructions: Please fill out the information requested and return it by **March 8, 2018 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	Solange Whitehead
1.b.	Address	13281 N. 99 <sup>th</sup> Place Scottsdale, AZ 85260
1.c.	Phone	480.510.3480
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 in the past 6 years?	Registered upon arrival. Missed one election – most recent City bond. It goes against my nature to vote against bonds when our City needs investment. Could not in good faith entrust this City government with money to misuse. Bond lumped needed and special interest projects and there is the looming issue of a Council willing to violate voter intent with preserve bond dollars. I chose to boycott.
1.f.	Have you been elected or appointed to City positions including City Task Forces, Boards or Commissions?	City Preserve Commissioner – 2 cycles/6 years total.
1.g.	Please list any Civic Activities	Board Member, Protect Our Preserve, provided funding for Scottsdale Community College's 3D lab, recipient of Arizona Wildlife's Conservationist of the Year (2009), received various other from the City of San Diego and other organizations for my civic engagement.
1.h.	Education/Training	Electrical Engineer, licensed Real Estate Agent
1.i.	Occupation	I have put on hold my real estate work in order to run for office and once elected, be educated and effective on City Council. I continue to manage my personal rental properties.
1.j.	Other personal information that you would like to share?	Wife, mother of 3, all kids graduated SUSD. I have a personal goal to be fluent in Spanish – slowly but surely!
2.	<b>Campaign Information</b>	
2.a.	Address	15029 N. Thompson Peak Pkwy, Suite B-111 Scottsdale 85260
2.b.	Phone	480.510.3480
2.c.	Fax	
2.d.	Web-site address	<a href="http://www.SolangeForScottsdale.com">www.SolangeForScottsdale.com</a>
2.e.	E-Mail address	<a href="mailto:SolangeForScottsdale@gmail.com">SolangeForScottsdale@gmail.com</a>

**COGS Political Committee  
2018 Candidate Questionnaire**

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2.f	Contributors greater \$500 (attach separate page if desired)	<p>\$500 + Donors</p> <ol style="list-style-type: none"> <li>1. Ralph and Iris Szwarc, \$1,000</li> <li>2. Robert and Lisa Better, \$ 500</li> <li>3. Rob and Annette Rubin, \$ 500</li> <li>4. Marcia Banks, \$500</li> </ol>
2.g	Endorsements	Mayor Mary Manross
3.	Why are you a candidate for City Council?	To restore community priorities, financial responsibility, and public trust at City Hall and to protect the McDowell Sonoran Preserve from development without explicit voter approval.
4.	Identify 3 major issues facing the Council.	<p>\$350 million or more in unfunded infrastructure needs.</p> <p>Misuse of public debt and voter approved Preserve bond dollars to construct a private interest Desert Edge/DDC that will furthermore rely on tax dollars for operation and maintenance.</p> <p>Lack of public trust in the elected officials resulting from the above two items combined with this Council's repeated lack of regard for community input, staff guidance, and existing zoning when approving development projects. Too often the final development does not incorporate the hard won community driven concessions that were required during the project approval process.</p>

No.	Question	Response
5.	If elected, what would you like to accomplish?	<p>Restore financial responsibility:</p> <ul style="list-style-type: none"> <li>- End public funding for the Desert Edge/DDC.</li> <li>- Minimize new debt with stringent review of infrastructure projects to remove any that do not represent a) an immediate need or b) have a direct community benefit.</li> <li>- Institute/expand matching grants to double tax dollar impact for neighborhood and business district enhancements.</li> <li>- Encourage staff to prioritize low cost, fast turnaround quality of life improvements such as benches in the dog park. These visible and meaningful improvements can quickly restore trust, quickly upgrade quality of life, and get the most bang for our tax payer bucks!</li> <li>- Be creative in seeking ways to expand the occupancy/use of the Stadium, West World, and other venues for the purpose of increasing revenue and expanding community programming.</li> <li>- Reduce costs by rewarding staff for identifying and implementing cost reducing ideas.</li> </ul> <p>Pass an updated General Plan</p>
6.	<p>Are there matters that may come before the City Council in which you would have a Conflict of Interest?</p> <p>What type of issues would these be?</p>	<p>X No    Yes</p>
7.	<b>Identify citizen/city processes that need to be:</b>	
7.a.	Created	A commission and/or Council subcommittee to study and plan for increasing temperatures projected to span more months with goal of minimizing impacts on tourism and quality of life, and public safety.
7.b.	Improved	<p>Zoning enforcement</p> <p>Optimize routes, increase frequency, and raise public awareness for our existing public transportation to create a legitimate alternative to cars and create connections with the light railBike sharing, a great concept and success, needs refining.</p> <p>Increased citizen voices on Boards and Commission, reversing term limits.</p>
7.c.	Reduced	Outsourcing and the use of consultants for defining and driving City priorities.

**COGS Political Committee  
2018 Candidate Questionnaire**

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7.d.	Eliminated	Desert Edge/DDC Funding
8.	<b>Please state your position and/or action on the following zoning and land use issues:</b>	
8.a.	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?	This is out of control and unacceptable. The City Council must pass an updated General Plan in conjunction with the community stakeholders and thereby restoring trust, achieving voter supporter and providing a road map for future growth. We must plan growth, uphold our standards and favor existing zoning requirements or adhere to strict, community supported blending of new growth into existing communities and ensure infrastructure and city services keep up with the growth.
8.b.	<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. 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?</p> <p>If not, how would you hold the property owner, and any subsequent owners, to the plan promised in order to get the change?</p>	Deny certificate of occupancy. Enforcing these agreements – particularly those made as a condition for community support for the project – are a primary function of a City government.

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8.c.	<p>Recently, Scottsdale Fashion Square redevelopment was granted significant increases in height, without specifying which areas/buildings would utilize the height increase. What is your opinion of this open-ended provision.</p> <p>Scottsdale Fashion Square contributes about \$13 million and 7% of the sales tax collected in Scottsdale. What are your recommendations to maintain SFS's viability and tax revenue stream?</p>	<p>Scottsdale's premium "price tag" is based on high standards.</p> <p>The Fashion Square project is one of many that a City Council could have turned into a win-win-win for developer, tax payers, and current residents. But did not. One of so many 'opportunities lost' that do not particularly help the developer but DO HURT SCOTTSDALE.</p> <p>The City should not 'prop' up a private corporation but serve constituents. The increased density – which is already in place or permitted – can improve immediate sales in the given area if there are shaded, enjoyable and safe pedestrian corridors combined with reliable public transportation. This should be the City's focus because it improves our competitiveness as a walkable, high quality of life community. As a side benefit, residents that walk spend locally which will benefit Fashion Square and thus protect this important revenue source.</p>
8.d.	<p>In "The Outpost" project, rezoning case, rural land was rezoned to commercial, against staff recommendations, breaking with a longstanding policy prohibiting such rezoning. What impact do you believe this action will have on similar cases?</p>	<p>I am unsure of what remaining options the City/City Council for this particular project. I believe my job on Council will be to review the options and implement a 'best scenario' path for The Outpost and work to prevent this type of rezoning in the future.</p>
8.e.	<p>What is your position on the prompt &amp; precise enforcement of the conditions and stipulations prescribed in a Conditional Use Permit?</p> <p>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?</p>	<p>A conditional use permit should be limited to special occasion events such as a parade, or race, or holiday concert.</p> <p>As with zoning, the City should strictly enforce CUP permits. As well as revoke any CUP permit when the user is not in compliance. The impact of a CUP should be evaluated based on the upside to the community as a whole and the potential downside to immediate neighbors.</p>

**COGS Political Committee  
2018 Candidate Questionnaire**

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8.f.	<p>Identify any impacts (good and bad) upon the city with the addition of numerous multi-family/apartment complexes citywide.</p> <p>How do you think the changing demographics of our residents will impact future demand for housing types?</p>	<p>As a realtor, I have been monitoring the apartment building boom with some concerns for years. The need for apartments rose suddenly during the housing bust (families losing homes) coupled with decreased jobs/wages for college graduates. This was a temporary trend and data suggests those same demographic groups are now buying homes. If vacancy rates increase and rent prices fall, this can make Scottsdale more affordable to a broader range of people which can enrich our community but the City must plan and prioritize it.</p> <p>To maximize the upside of the apartment boom years, the City should require 1) property owners to maintain and upkeep properties to the highest standards 2) provide adequate public safety to maintain low crime rates and reduce vehicle speeds and 3) encourage neighborliness with public spaces with seating, room for kids, and shade.</p>
8.g.	<p>What is the economic impact of the Entertainment district to Scottsdale?</p> <p>Identify both the positive and negative impacts of this district to Scottsdale.</p> <p>How would you describe the effectiveness of Code and Police Enforcement in this district?</p> <p>Would you support a designated Entertainment District?</p> <p>If so, would that ED have unique Noise and Event Ordinances?</p>	<p>Public safety has to be a top priority. I am not yet well versed on this topic but it is unacceptable and heartbreaking to imagine a business owner arriving to work and finding a deceased woman in his garden.</p> <p>This is unacceptable in Scottsdale.</p> <p>The first step has to be a re-alignment of priorities from the business owners and an earnest joint effort with the City to make changes needed to restore review law and order, decrease noise, and minimize trash or other visible and negative impacts of the entertainment district.</p>
8.h.	<p>Do you support protection/preservation of our remaining zoned Rural Neighborhoods? If, yes, how would you accomplish this?</p>	<p>Yes. Prioritize existing zoning and work with the community to visualize a path forward which should be defined in an updated General Plan that voters can get behind and approve.</p>
9.	<p><b>Please state your position and/or</b></p>	<p><b>action on the following McDowell Sonoran Preserve issues:</b></p>

No.	Question	Response
9.a.	<p>Do you support the construction of the proposed 72,000 sq. ft. Desert Discovery Center (DDC)/Desert Edge (DE) as a concept only without the decision of location?</p> <p>Do you support a public vote on the project? Why or why not?</p> <p>Do you support a public vote on changes to land use or construction beyond trails and trailheads in the Preserve? Why or why not?</p> <p>Would you support DE if it were located at Taliesin West or other location outside of the Preserve?</p> <p>How would you fund the proposed \$72 million construction cost of the proposed DDC/DE?</p> <p>Would you support using Preserve Tax dollars for any of its construction costs if it is built in within the current Preserve?</p> <p>How would you fund the estimated \$2 million annual operating deficit?</p> <p>If you do not support the DDC/DE as currently proposed, then what would you support as a DDC/DE and how would you fund it?</p>	<p>No.</p> <p>If the City is to continue its consideration of a DDC, a public vote is the only legitimate path forward for a DDC because it uses the Preserve and preserve tax dollars in a manner not approved by the voters.</p> <p>Same as above.</p> <p>I do not support use of public debt/public dollars for a a DDC at Taliesin or any other location. There is no public need or public benefit. Per the City Charter: "The City shall not give or loan its credit... except where there is a clearly identified public purpose and the City ... receives direct consideration substantially equal to its expenditure." .</p> <p>Construction costs and operation/maintenance: I do not support as stated for the above reasons but particularly today. This City is facing a financial crisis and does not have needed funding to maintain current facilities. Adding debt or budget burden for the DDC unacceptable without voter approval.</p>
9.b.	<p>There are not enough Preserve tax funds remaining to allow acquisition of all the land within the voter approved McDowell Sonoran Preserve Boundary. Do you believe remaining land should be acquired, and if, so, how do you propose paying for it?</p>	<p>This is a voter decision.</p> <p>Staff should identify acquisition options with current funding. Next, evaluate and prioritize the 4,000 contiguous acres remaining and anticipated costs of acquiring 'blocks' of this land. Working with the State, identify when a new bond will be needed. Clearly timing it in conjunction with expiration of the first sales tax would be ideal. There are a lot of issues and possible scenarios that must be considered and the City must work to present the best options to the voters.</p>
10.	<p><b>Please state your position and/or</b></p>	<p><b>action on the General Plan:</b></p>

**COGS Political Committee  
2018 Candidate Questionnaire**

10.a	<p>In March 2012, by a vote of 52% to 48%, Scottsdale voters turned down the General Plan Update. The city council voted against putting the 2014 General Plan or 2016 General Plan updates which included resident input on the November 2018 ballot.</p> <p>Why do you believe the 2012 Update was defeated?</p> <p>How do you think the city should proceed on a revised General Plan 2035 Update?</p>	<p>I believe the public trust has been declining since 2010. The City Council's refusal to accept thoughtful, practical, and community oriented input for the General Plan gives credence to and further reduces the public trust.</p>
11.	<b>Please state your position and/or action on the following finance issues:</b>	
11.a	<p>Do you support using taxpayer funds to subsidize or enter into private-public partnerships for private sector investments such as buildings, stadiums, promoted events, etc.?</p>	<p>Recognizing that each partnership is unique, I would like to see basic guidelines for public-private partnerships that ensure that private partners share in risk and the public has guaranteed benefits that are equal or exceed its expenditure. I believe shorter contractual periods and periodic re-evaluation periods will allow the City to ensure the public benefit aspects are being met.</p>
11.b	<p>In Nov. 2013, voters defeated a \$212 million bond package by a substantial margin. In 2014, voters barely passed 2 of the 6 bond questions. What message do you take from that?</p>	<p>Lack of public trust in City government which was worsened by 'bundled' bonds lumping good and bad projects without any clear stipulations on which projects will ultimately receive the funding.</p>
11.c.	<p>At present, the City has stated a need of \$800 million to fully fund needed repairs and maintenance of City infrastructure.</p> <p>Should the cost of maintenance be included when appropriating funds for capital projects?</p> <p>How do you propose to fund the needed capital projects?</p> <p>How do you propose to fund maintenance projects?</p>	<p>The first step is to eliminate any non-essential infrastructure funding. The DDC is top of this list.</p> <p>Second, evaluate and remove any project that is not an immediate need and does not have a direct community benefit. Example: public debt for a drainage project on STL.</p> <p>Increase competitive bidding and streamline inefficiencies (burdens on contracted businesses) to reduce costs for completing infrastructure projects.</p> <p>Invest time and resources to get the input and buy in of the public prior to a bond vote. Making use of utility bills, emails, and city volunteer spokespeople at events to raise awareness. By the time it is on the ballot, it should be a slam dunk.</p>

11.d	<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>Are you for or against continuing this practice and why?</p>	I support competitive bids. Period.
12.	<b>Please state your position and/or action on the following transportation questions:</b>	
12.a	<p>What solutions would you have for the current traffic congestion problems occurring throughout the City?</p>	<p>I have not fully researched our City's options and best practices in other cities. My views are evolving. . As stated, I strongly support genuine public transportation options and increased safety and options for pedestrian traffic. In areas with less density, properly timed traffic lights and speed enforcement – reducing accidents – are known ways to reduce traffic congestion.</p> <p>Another important program with multiple upsides is a partnership with schools to expand safe routes to school options. This can reduce morning traffic up to 30%, reduce incidents of children being hit by cars (usually incidents involve the parent of another student), and improve health and academic success of children.</p>
12.b	<p>Several surrounding cities that currently utilize light rail are now expanding it to provide both connectivity between cities and to extend access. Do you support construction of light rail in Scottsdale or another form of high capacity transit to reduce cars on the road?</p> <p>If so, what kind and where, and how would you fund it?</p>	No, I do not support light rail in Scottsdale. I support expanding our unique trolley service to seamlessly provide connections to the light rail service.
13.	<b>Please state your position and/or action on the following questions:</b>	
13.a	<p>What steps would improve Public Safety to eliminate future murders and impaired-driver/pedestrian traffic deaths in our downtown?</p>	<p>Public safety is a top concern city for the safety of our constituents and reduction of tragic car related deaths – far too often involving youth.</p> <p>Public safety and low crime rates have big payoffs financially too. Safe, walkable communities are more attractive to businesses, retain higher property values, have result in lower crime rates! Reducing cars improves air quality and reduces 'heat' in the immediate area.</p>
13.b	<p>Residents citywide have expressed concern about the lack of responsiveness or fine enforcements by of the Code Enforcement department. How would you improve this situation?</p>	Code enforcement is a low cost way to sustain and increase our Scottsdale brand. Increase staffing, increase fines, but also offer matching grants for neighborhoods, homeowners, and businesses willing to invest in improvements.

**COGS Political Committee  
2018 Candidate Questionnaire**

13.c.	Do you believe that the mindset of your supporters and contributors is representative of Scottsdale residents' values and vision?	Yes.
14.	<b>Identify city services that need to be:</b>	
14.a.	Created	Evaluate the economics of green waste recycling and other trash diversion programs with potential citizen subscriptions that combined with reduced landfill costs/future landfill replacement costs can be cost effective.
14.b.	Improved	Neighborhood and street safety programs. Zoning enforcement Staffing levels at the police and fire departments Recycling education programs Pedestrian crosswalks (as done along the Canal) Prioritizing road maintenance projects
14.c.	Reduced	Bulk trash reduced to every other month.
14.d.	Eliminated	
15.	<b>Identify city revenue sources that should be:</b>	
15.a.	Created	Revenue sources from expanded use/minimizing vacancy at existing City venues.
15.b.	Increased	Business fees that sufficiently pay for public services.
15.c.	Reduced	
15.d.	Eliminated	Any revenue source that is not cost effective.
16.	Is there anything in your background that you would not like publicized on the front page of local newspapers?	X No Yes (If yes, please explain)
17.	Additional Comments:	

Signature \_\_\_\_\_ *Salange Whitehead* \_\_\_\_\_

Date 3/8/18 \_\_\_\_\_

Please type your name for your electronic signature.

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

Email questionnaire to: **cogspc1@gmail.com**

COGS Political Committee

Copper Phillips, Chairperson

Contact Phone: (602) 509-1174