

TOWN OF PARADISE VALLEY

2020 Legislative Agenda and Strategy

November 7, 2019



Agenda

- Perspectives & Current Trends
- Town Legislative Interests
- Legislative Strategy
- Next Steps



Perspectives & current trends

Doug Cole

Chief Operating Officer

Highground, Inc.



Town Legislative Interests

Dawn Marie Buckland
Deputy Town Manager
Town of Paradise Valley



Town Legislative Interests

- 2019 Legislative Agenda
- Relevance in 2020
- Additions, subtractions, or modifications



Town Legislative Interests – 2019 Summary

Paradise Valley is universally enjoyed for its tourism and high quality residential living in Arizona. It embodies what people come to Arizona to enjoy. As a small community within a large metropolitan area, the Town believes local government best represents the quality of life of local communities regarding their respective public safety, legislative, financial and administrative policy matters, and that partnerships develop positive relations and are essential for success. The resulting tourism, commerce, and high quality executive housing offer tremendous benefits to the entire state.



Town Legislative Interests – 2019 Summary

Efficient and effective solutions to difficult problems should not create new agencies or regulations nor duplicate existing ones. Our residents value the ability to determine appropriate service levels to preserve PV's many unique qualities, including:

- No local property tax
- Only residential neighborhoods and resorts; no commercial
- Low density large lots
- Town Council and Municipal Judges 100% volunteers
- Active preservation of open space and mountains - no utility poles
 - Residents contribute \$ to underground utility poles
- Effective and efficient use of technology



Town's interest to protect Quality of Life, Local Revenues, and Public Safety

2019 ACTION ITEMS

- Transaction Privilege Tax (TPT) Construction Sales Tax
 - Amend MRRA to cap maximum project amount or remove alterations
 - Work with all interested parties on reform provided revenues held harmless
- Public Safety/Traffic Enforcement/Smart Technology
 - Essential tool to efficiently provide public safety within limited resources
 - Education, outreach, & signage = behavior modification/traffic safety
 - 100% of photo enforcement areas are signed at least once and at least 300' ahead
 - Additional dynamic speed signs budgeted this fiscal year
 - Citation review accomplished by PV Police Department
 - Evaluating contract options for effective and consistent service
- Public safety and quality of life concerns in the sharing economy
 - Dockless bikes and scooters, short-term rentals, etc



Town's interest to protect Quality of Life, Local Revenues, and Public Safety

2019 CONTINUING PRIORITIES

- State-shared revenues
- Rights of Way use, such as with utilities
- Zoning/preservation of quality of life, including sober living homes & short-term rentals
- Sustainable pension structure; responsible financial management



Legislative Strategy for 2020



Legislative Strategy for 2020

- Timing and makeup of budget legislative event(s)
- Legislative breakfast January 8, 2020
- Item-specific strategies
- Approach throughout session
- The Fast and the Furious: when the world turns upside down in 5.4 seconds



Next Steps



Next Steps

Study Session	November 21, 2019
Council Adoption	December 5, 2019
Legislative Breakfast	January 9, 2020
2020 Legislative Session Begins	January 13, 2020



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Questions and Discussion





