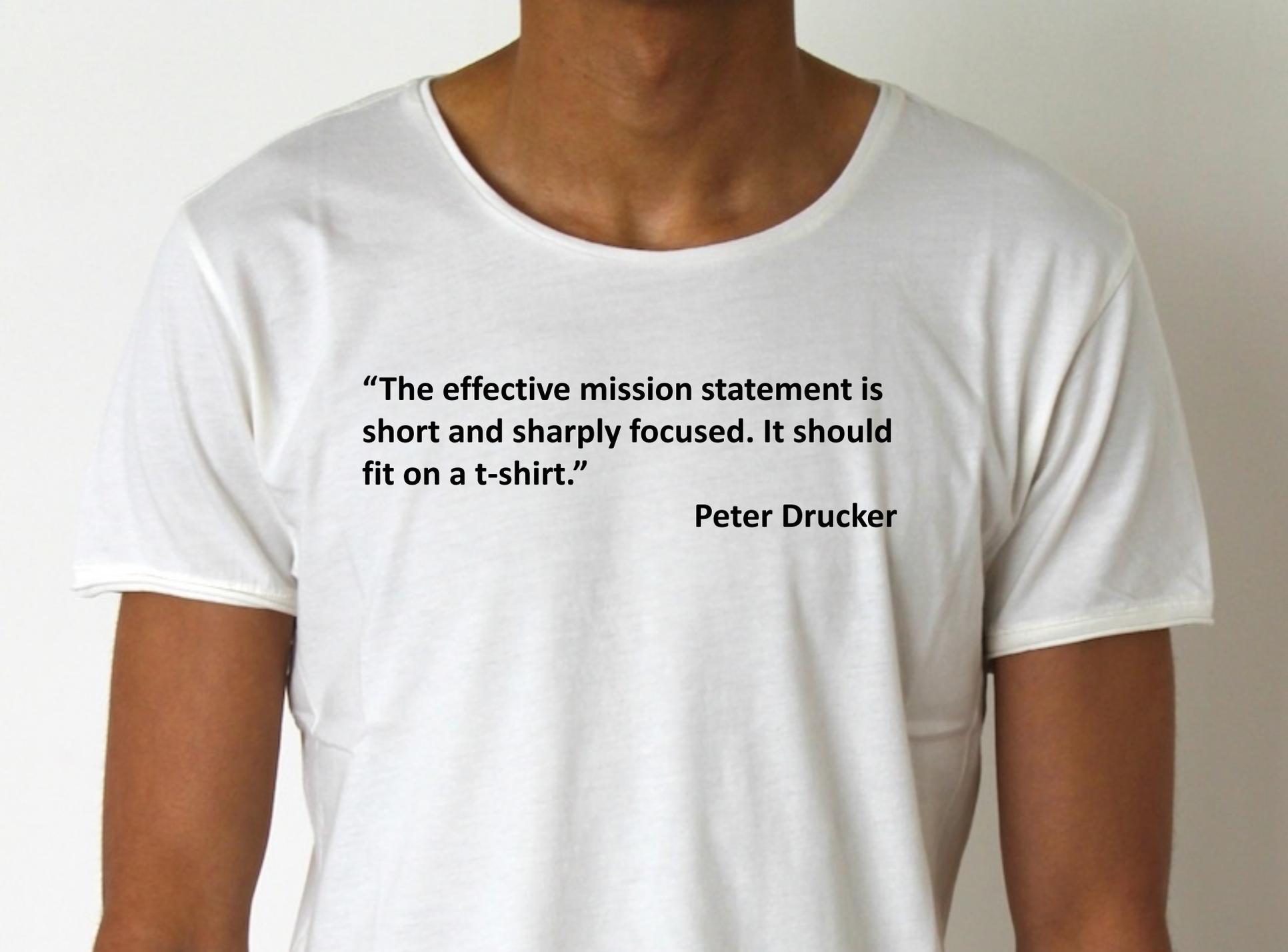




What does

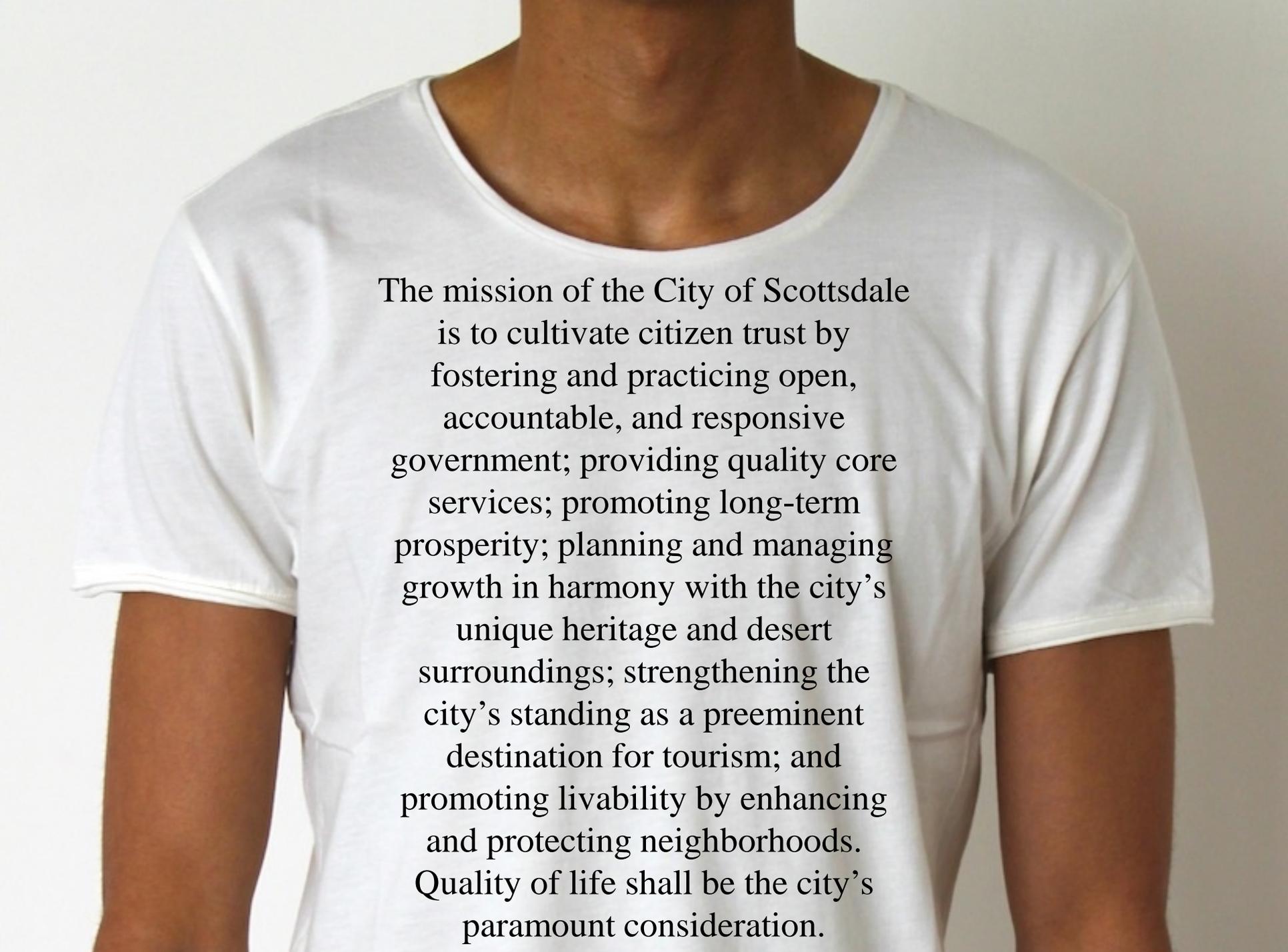
World-Class

mean?

A photograph of a person's torso wearing a plain white t-shirt. The person's head and arms are partially visible. The background is a neutral, light-colored wall. Overlaid on the t-shirt is a quote in black text.

“The effective mission statement is short and sharply focused. It should fit on a t-shirt.”

Peter Drucker

A person is shown from the chest up, wearing a plain white t-shirt. The t-shirt features a printed mission statement in a black, serif font. The text is centered on the chest and reads: "The mission of the City of Scottsdale is to cultivate citizen trust by fostering and practicing open, accountable, and responsive government; providing quality core services; promoting long-term prosperity; planning and managing growth in harmony with the city's unique heritage and desert surroundings; strengthening the city's standing as a preeminent destination for tourism; and promoting livability by enhancing and protecting neighborhoods. Quality of life shall be the city's paramount consideration." The background is a neutral, light-colored wall.

The mission of the City of Scottsdale is to cultivate citizen trust by fostering and practicing open, accountable, and responsive government; providing quality core services; promoting long-term prosperity; planning and managing growth in harmony with the city's unique heritage and desert surroundings; strengthening the city's standing as a preeminent destination for tourism; and promoting livability by enhancing and protecting neighborhoods. Quality of life shall be the city's paramount consideration.

A person is shown from the chest up, wearing a plain white t-shirt. The background is a neutral, light-colored wall. Overlaid on the t-shirt is the text "Simply Better for a World-Class Community Service" in a black serif font. The words "Simply Better" and "Service" are in a larger font size than "for a World-Class Community".

Simply Better
for a World-Class Community
Service

Simply Better Service

for a World-Class Community



Simply
Process Improvement

Better
Benchmarki

ng

Service
Customer Servi



What does

World-Class

mean?

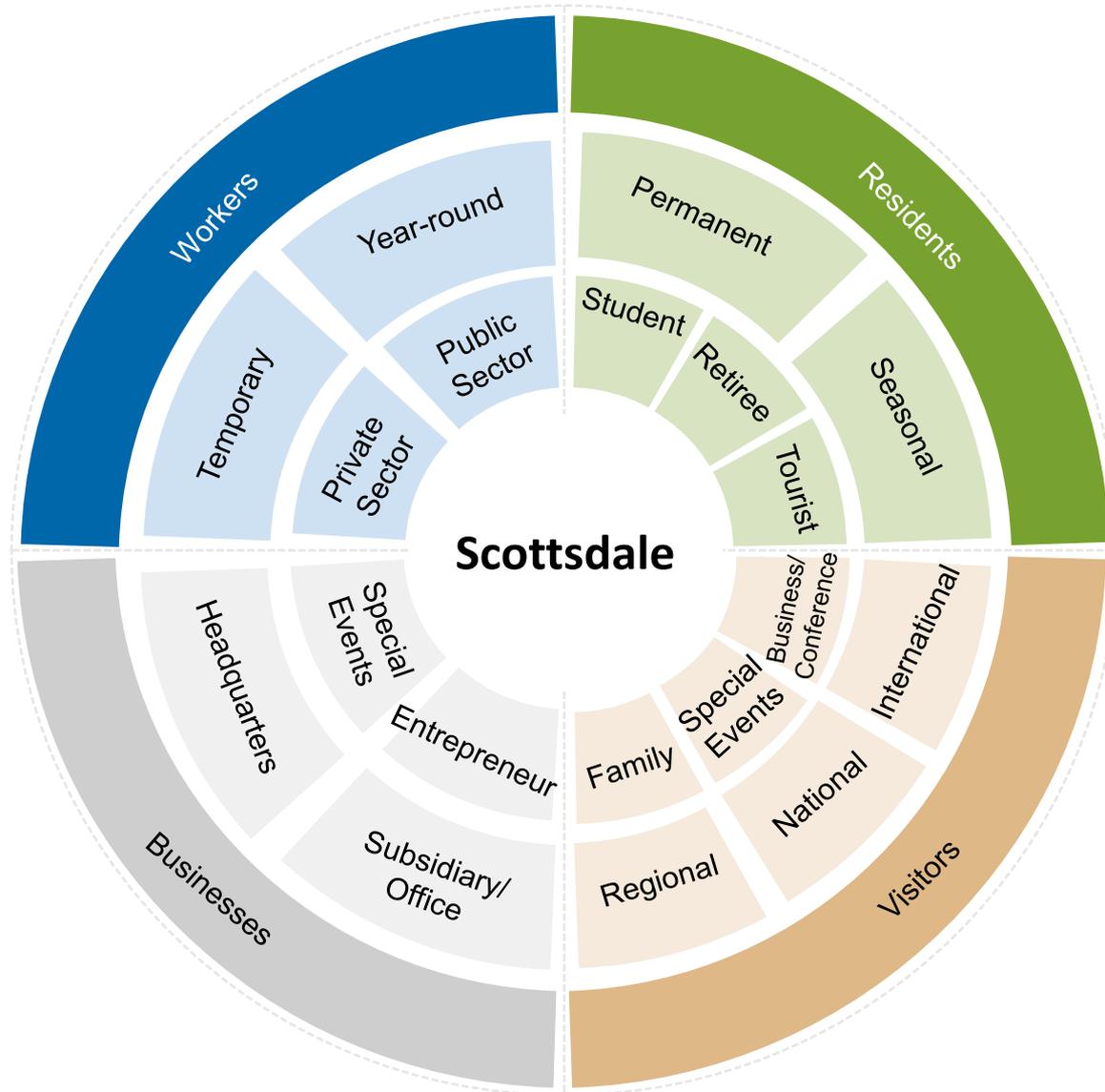
The Project Team



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A customer is an actual or potential user of your organization's products, programs, or services.

FAST COMPANY



The UNIVERSITY of OKLAHOMA
Institute for Quality Communities

MILKEN INSTITUTE

CHANGING THE WORLD IN INNOVATIVE WAYS

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JONES LANG



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LEISURE

LASALLE



Gallup · Healthways

Well-Being Index™

areavibes

MONOCLE

INSURANCE
JOURNAL

Economist Intelligence Unit

UNN MONEY



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

PLACES RATED
ALMANAC

Journal of Urban Affairs
The Journal of the Urban Affairs Association

Subjective

Scientific

World-Class Community

*Quality of Life
Quality of Place
Livability*

- **Climate / Weather** ★★
- Green Space
- Outdoor Access
- Body of Water

- Churches
- Architecture
- "Third Place"
- Outdoor Public Art
- Historical Monuments/Sights
- Museums/Galleries
- Venues

- Concentration
- Social Capital
- Beauty at Night
- Seasonal Appeal
- Manageable Size
- Sufficient Diversity

Other

Cultural Assets

Environment/
Sustainability

Specific Amenities

- Hotel Options
- Restaurants / Cafes / Bars
- Classical Music
- Characteristic Souvenirs
- Shopping Options

- Air and Water Quality ★
- Peace and Quiet

Public Services

People

- **Talent (Education)** ★★
- Creativity/Bohemia
- Tolerance / Openness
- Professional / Amateur Sports
- Cultural Events
- Social Diversity
- Attractiveness
- Good Drivers
- Nightlife
- Street Performers

- **Healthcare** ★★
- **Public Transportation** ★
- Stability
- K-12 Education
- Pedestrian Friendliness
- Urban Design
- Public Restrooms
- **Safety / Crime** ★★
- Cleanliness (Garbage, Street)
- Wireless Availability / Coverage
- Free Attractions
- Proactive Policy Development

Economics

Technology/
Innovation

- **Cost of Living** ★★
- **Employment** ★
- Economic Growth
- Wage Growth
- Corporate Tax
- Personal Tax

- Tech Leadership

Legend

- Category ★★ Referred more than 7 times
- Attribute ★ Referred 4 to 6 times



Definition
≈12 Attributes
3+ metrics each

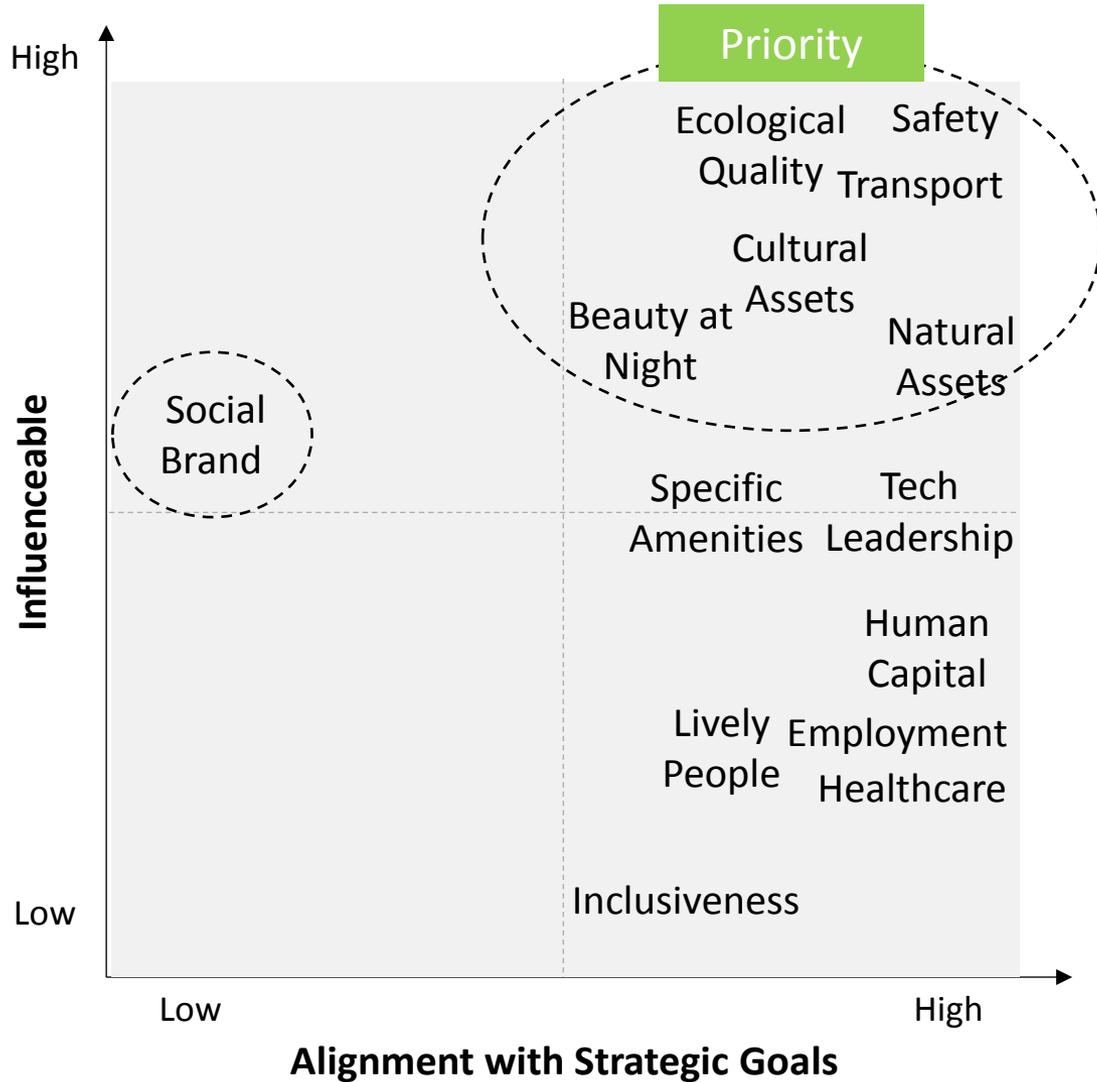
A World-Class Community

- **Supports use of natural assets, today and in the future**
- **Stewards human and cultural assets to grow their value**
- **Garners recognition as a desirable place to live and visit.**

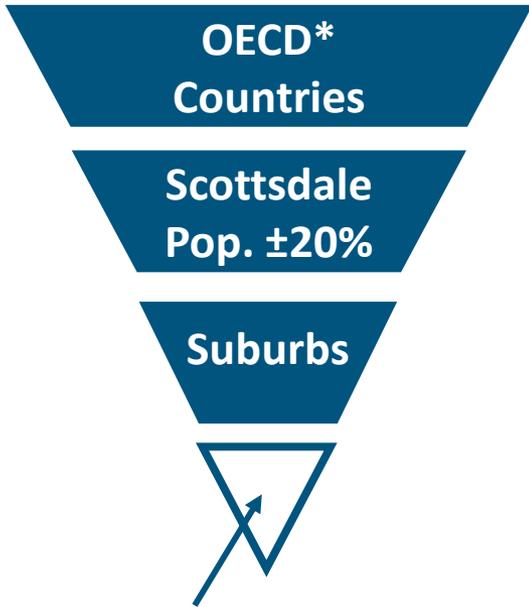
Attributes

- 1. Natural Assets**
- 2. Ecological Quality**
- 3. Cultural Assets**
- 4. Human Capital**
- 5. Lively People**
- 6. Inclusiveness**
- 7. Specific Amenities**
- 8. Tech Leadership**
- 9. Safety**
- 10. Healthcare**
- 11. Transport**
- 12. Employment Options**
- 13. Beauty at Night**
- 14. Social Brand**

Plot of 14 Attributes



All World Cities



OECD*
Countries

Scottsdale
Pop. ±20%

Suburbs

Potential Filters

- *No national capitals*
- *Proportion of MSA*
- *Workers in hospitality (%)*
- *Municipal credit rating*



164 Cities

Comparable to Scottsdale

UK	40	Poland	5	France	2
US	32	Israel	4	Netherlands	2
Japan	26	Mexico	4	Australia	1
Spain	11	Finland	3	Ireland	1
Germany	9	Italy	3	New Zealand	1
Canada	6	S. Korea	3	Portugal	1
Chile	6	Turkey	3	Sweden	1

*Organization for Economic Cooperation and Development

Topics

Subscribe



Scottsdale

City in Arizona

Bellevue

City in Washington

Burnaby

City in British Co...

Basel

City in Switzerland

Huntingt...

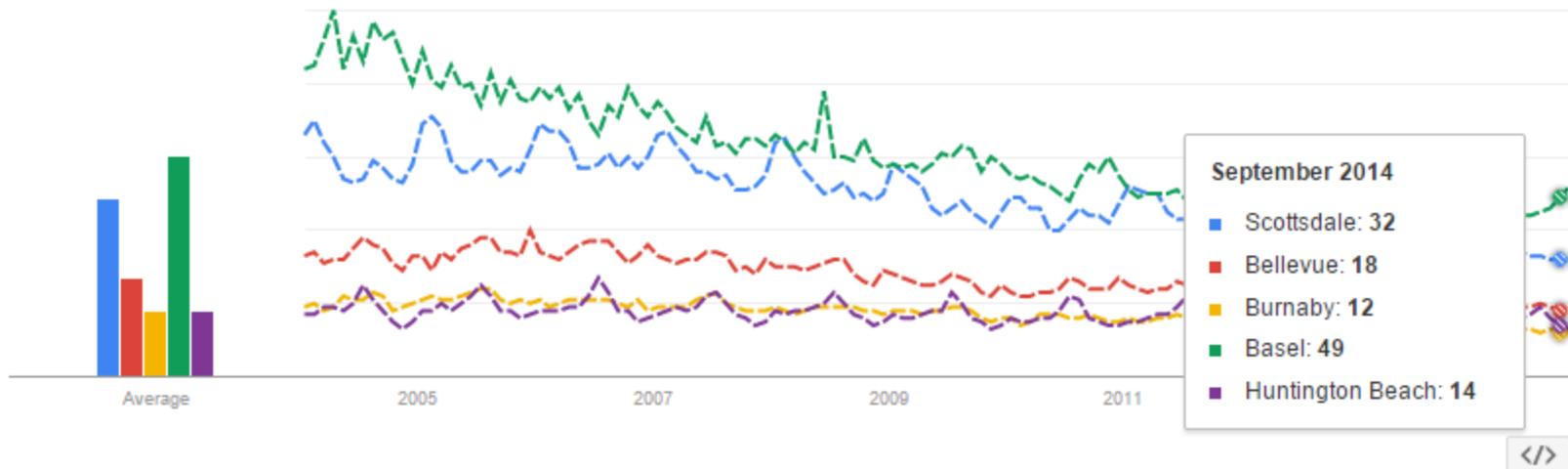
City in California

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. ?

Interest over time ?

News headlines ?

Forecast ?





What does

World-Class

mean?