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Short-term Rental Resource Center

Transforming resident experience in Scottsdale, AZ

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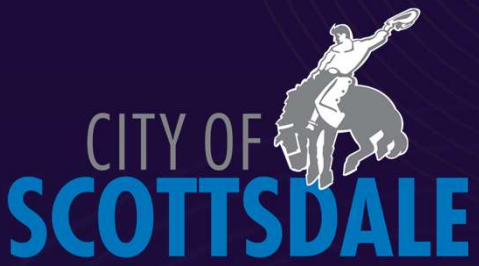
Welcome!



Explore the creation of Scottsdale's Short-term Rental Resource Center-an award-winning digital platform that bridges the gap between community concerns and government transparency. I'm Kari Johnson, Business Intelligence Manager, proud to represent the team behind this transformative initiative.

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About Scottsdale

With a population of 250,000 and growing, Scottsdale is home to residents who expect modern, responsive government services. Known for innovation, we are building a digital future rooted in data transparency, accessibility, and cross-departmental collaboration.

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The Business Need

- A surge in short-term rentals created tension in neighborhoods, with residents unsure of who to contact or how to resolve issues.

- Calls to city staff were rising, while visibility into STR compliance remained limited.

- We needed a digital solution that clarified ownership, educated the public, and reduced friction.

Resident-inspired Innovation

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- Surveys and listening sessions revealed a clear resident priority.
- Accessible tools that provide answers-who owns the property, is it licensed, and how can I reach them?
- This feedback was treated not as a suggestion, but a foundational blueprint.

Solution: Short-term Rental Resource Center

- A user-friendly map tool that helps individuals find properties, check license statuses, and contact owners directly.
- It is designed to be mobile-friendly and considerate of both residents and STR operators.
- "I want to" drop-downs expose interactive reports and options to report violations.

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The Technology Behind It

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Integration of real-time licensing information, dynamic overlays, and geospatial AI provide hyperlocal insights.

Layered pop-up definitions and contextual help ensure confident navigation for users

ESRI "Instant App" technology powers an immersive Google Maps-like experience for searching

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Measurable Impact

- **20% returning users:** indicates residents get what they need in one visit.
- 4,700+ active STR listings monitored
- 63% licensing compliance rate tracked

These KPIs reflect improved transparency, reduced ambiguity, and a more empowered resident base.

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"Since launch, we've seen a 60% decrease in short-term rental complaints and increased direct communication between neighbors. Staff resources have shifted from reactive complaint handling to proactive enforcement and education. The platform continues to improve as feedback flows in."

Internal Impact

In addition to the public tool, a secure internal version utilized by law enforcement and code enforcement agencies was later developed. This version features comprehensive, confidential data layers that improve investigations and outreach. It has become a valuable operational resource within the organization.

Lessons Learned

- Don’t wait for perfection—start with pain points and iterate openly.
- Trust is fostered through transparency and sustained through a user-friendly and consistent digital environment.
- Cross-departmental collaboration is not optional—it’s the engine behind sustainable, scalable innovation.

Partners and Collaboration

- Professionals from various sectors, including Business Services, Code Enforcement, Police, Communications, IT, and GIS contributed significantly to this initiative.
- Scottsdale partnered with Public Digital through the Bloomberg Philanthropies City Data Alliance program for support.
- This partnership led to the creation of a Data Services Standard, establishing a framework for consistency.
- Deckard Technologies collaborates for Rentalscape integration concerning online short-term rentals.

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