

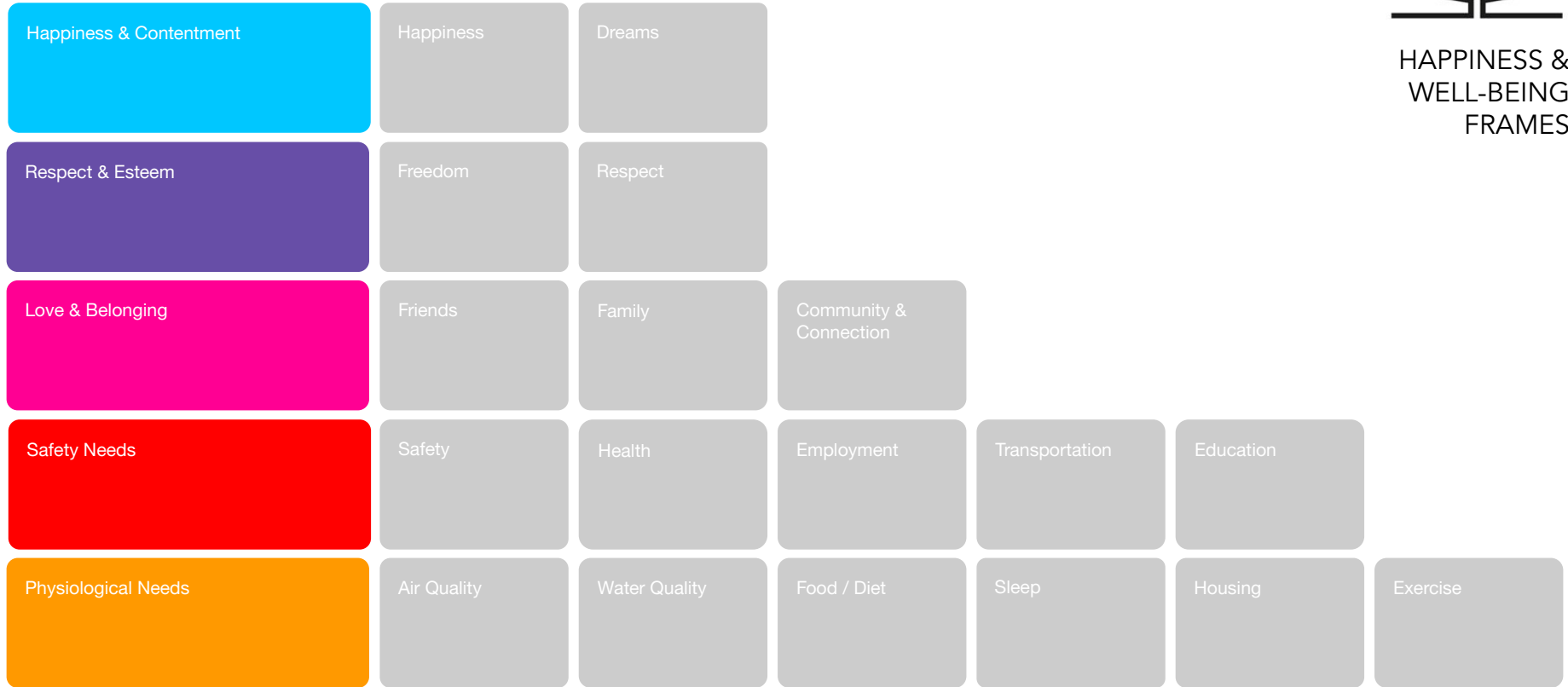
Insights & Opportunities

This section highlights the insights we uncovered for each happiness & well-being frame. After each group of insights are preliminary opportunities for HEARR and other stakeholders to consider when working to improve the health of individuals in the area.

FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



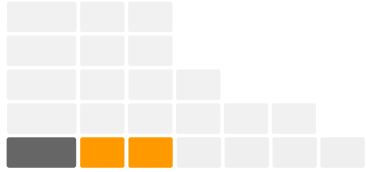
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



AIR & WATER QUALITY



Air that Can't be Beat

Air quality is perceived to be excellent by the community, and has only gotten better with the absence of the factory in the area.

"We have some of the best air in the US."

"There are some allergens, and I suppose the train may affect the air quality. Other than that, it's really great."

Misunderstanding Water Safety & Access

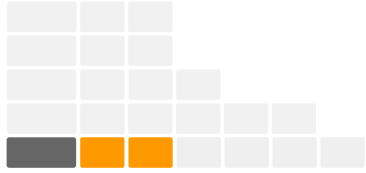
Water is perceived to be clean; however there is some confusion around whether or not the well water is safe to drink or not causing some confusion among citizens.

"I've heard some people have lead in their water. My water seems to be clean"

"The water quality is great, but I have met a few people without access to water."



AIR & WATER QUALITY OPPORTUNITIES



Water Testing

Advocate and work with water testing companies to have well-water tested for all.

Public Water Reports

Publicize and share water reports with the community.

Quality Transparency

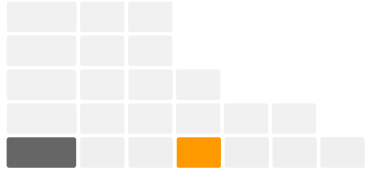
Create a grading system for water quality within the county(s).

Water Quality Education

Add water quality as a topic within science classes at the school (science experiment, group project, e.g.).

Air Quality Marketing

Test and publicize air quality measures for the area. “Best air in the county.” “You can’t breath like this in Charlottesville!”



Cost Conscious, Healthy Options

Affordable and healthy food is hard to find, especially when the main grocery establishments focus on affordable junk food.

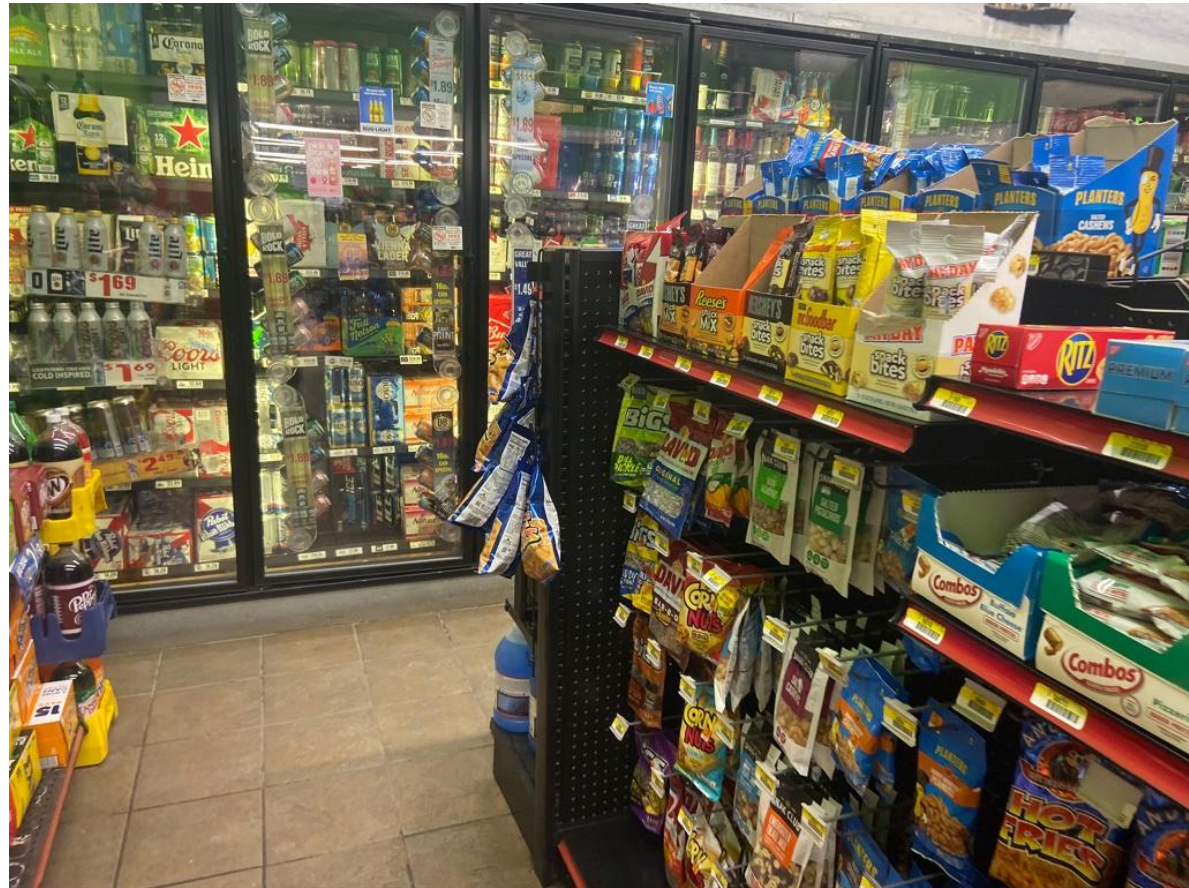
"I wish the Farmers Market made their food cheaper for those that could use it (SNAP participants and others)."

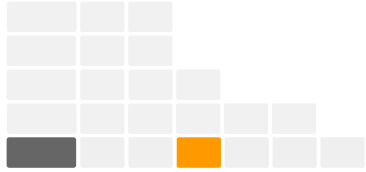
Understanding Nutritional Needs

There is a general perception that people don't know enough or are exposed to healthy eating habits in and around the area.

"We definitely have an opportunity to have more of a community center where people can learn about healthy food options"

"A community garden could help people get outdoors and learn more about healthy food."





Closer Locations

Many people travel for groceries, either because they prefer the options or it's closer to where they work. This is not preferred but is necessary.

"I travel to Whole Foods every week for my groceries. It's on my way home, but I do wish everything was more convenient."

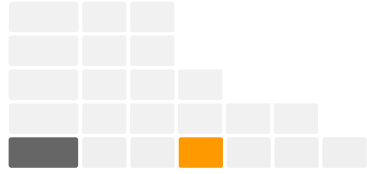
"I order food online at Food Lion for pick up. I love this service."

Locating Support

For low-income individuals there are several options for food assistance; however, these are difficult for people to find.

"There are a lot of great food banks and other programs, but for those that are new to the area, it's hard to figure out where to find these and how to access them."





Inclusive Options

Healthy food options in the area don't always match what the community has historically been eating.

"Many people in my community (AA), don't really want to eat the healthy options because it's not what they are used to."

"In Scottsville?? I'd really only recommend Lovin Oven ..."

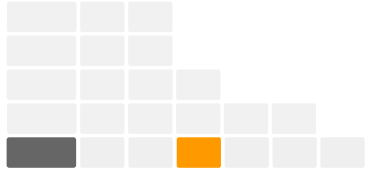
Consistent Restaurants

For residents of Scottsville, the restaurant scene is a great source of community and entertainment. Anxiety exists regarding whether or not these restaurants will be able to "make it" or stay.

"There is a lot of retail leakage in the area, so it's important that we focus on that."

"I really hope the new wine bar can make it."





Food-Up Front

Advocate and work with stores to identify and move healthy food up near the entrance.

Kids Cooking

Teach nutrition by creating cooking classes for those in the Boys & Girls Club every other month.

Equitable Markets

Invite vendors to provide extra discounts at the Farmers Market to SNAP participants.

Food for You & Me

Open up a kitchen once a week for people to learn how to cook a meal for themselves and then someone else.

Healthy Food Badge

Work with a nutritionist to label healthy restaurant food options.

Food Assistance

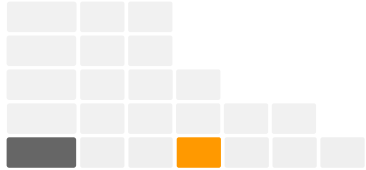
Create a resource list for food assistance programs.

HEARR Guide

Develop a guide and map of important health related resources in the area.

Food Bank Meetings

Coordinate a meeting with local food banks to identify overlap in strategies.



Local Food Workshop

Create a workshop that teaches people to grow and sell their own vegetables.

Falling Apples

Plant apple trees (or other fruit trees) throughout the area for people to eat from.

Meet-a-Chef

Invite a chef to come to a local establishment to cook healthy options for the community.

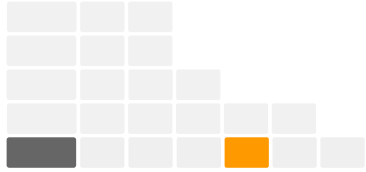
Local Food at Local Restaurants Day

Set up a day dedicated to serving healthy food options at a discount at all the restaurants in the area.

The Community Cookbook

Invite community members to contribute recipes, work with chef & nutrition to ensure their nutritional value, and share back with the community.

SLEEP OPPORTUNITIES



Noise Ordinances

Create noise ordinances for areas that are typically noisy at night.

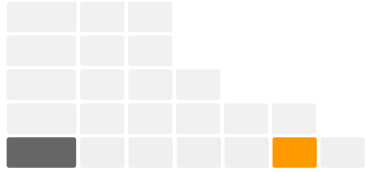
Sleep Hygiene Education

Start a sleep hygiene course at the local library for families, and others.

School Start Times

Work with administrators and school boards to push back school start times.

HOUSING



Options for the Middle

There are few options for individual family homes, which may limit growth in the area for those willing to move in and start families.

“I wish there were more options in the 200 - 300 dollar range.”

“This area is staging point for some younger folks. There isn’t much permanent, affordable housing for them.”

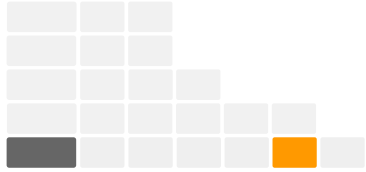
Affordable, Integrated Housing Options

There is a lack of affordable rental housing for those that really need it. When it is available it doesn’t seem to be inclusive of whites, blacks, and young.

“Affordable housing is a problem in the area, especially for some people in the low income bracket.”



HOUSING



Poor Internet Service

Many people wish the internet was faster and more reliable. People feel it causes some groups, especially people who work from home, to think about living in other locations.

“I’ve heard the internet is going to get better, but I don’t really know when.”

“If the internet isn’t good, it will probably be hard for us to get younger people to the area.”

Disruptive Housing

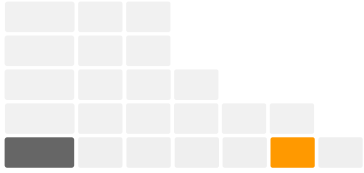
There is a general feeling of angst and concern when houses don’t match the town’s aesthetics or are not kept up to a certain standard.

“There are 2-3 vacant houses up the street that are annoying me.”

“Housing is great, but the ‘slumlord’ in the area could help the neighborhood feel better.”



HOUSING



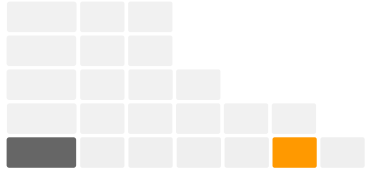
Sustainable Growth

Most people want growth to some extent, but are worried it will take away from the reasons why they live here - it's quaint, historic, and quite.

“Go see Crozet .. no one wants that”

“I would love to see more options, but I don't want the traffic to go up.”





Locally Designed Housing Rules

Create aesthetic guidelines for local buildings to abide by.

Beautification Committee

Create a committee to identify and give out awards for citizens and businesses who are doing their part to make the area beautiful. (eg. Beautiful yard, garden, Nice storefront, etc.)

Service Provider Expansion

Create an audit of service providers to increase high speed internet access in the area.

Internet Hot Spots

Create community high-speed internet hot spots paid for by the county/city.

Tire Plant Shared Housing

Develop a plan for community housing for assisted living and youth to live together in the same building.

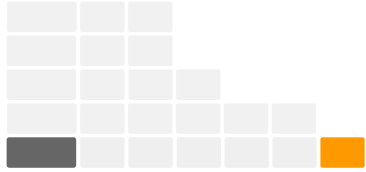
Architecture Student Collaboration

Ask architecture students nearby to help to design small and compact modular homes, or other housing solutions.

Sustainable Growth Measures

Create a simple guidance tool for town growth projects to ensure development meets community desires and expectations (e.g. keeps town quaint, low noise, opportunities for walking, etc.)

EXERCISE



Equitable, Access to Nature

There is a general understanding that there are enough nature trails in the area, but access to these have room for improvement.

"We used to have more park clean up days and activities to get people outside."

"It's really hard to know where to go and get into some of the parks ... it would be great to have an entrance behind the brewery."

Exercise Facility Availability

It's frustrating for people that there isn't an exercise facility in the area that offers the verity and cost they are looking for.

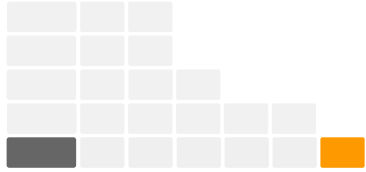
"I got to Planet Fitness, and I wish one of those were here."

"The gym around the corner is too expensive and there is no one on duty in case something bad happens."

"I use equipment in my home because it's easier than paying to go somewhere far away."



EXERCISE



Collaborative Exercise Options

Citizens want easier ways to exercise or go outdoors as a group because currently there are limited options to do so.

“The yoga studio is great, but there used to be activities for people at the school that I really enjoyed as well.”

“There seems like there could be more clean up activities or exercise options in the park.”

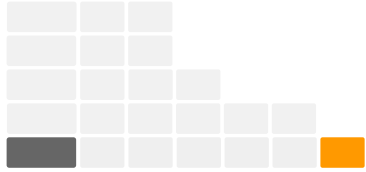
Trying to Survive

Some individuals in the area are just trying to survive to feed their families and work, so exercise really isn't at the top of their list.

“For those trying to survive, exercise is just an added to-do item that people don't want to pay attention to.”



EXERCISE



Exercise Variety

Many people find it challenging at times to explore exercise interests such as golfing, biking, and water sports in the area.

"I wish it were easier to get in and out of the river. Like ... why is it so hard to get to the boat landing?"

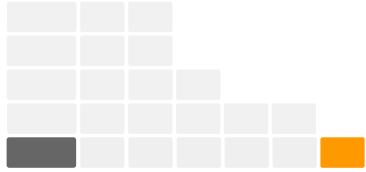
"I like biking, but I usually drive somewhere because the roads are too dangerous around here."

"If there were a new exercise facility, I would definitely want a place to hit golf balls."

"The fishing is great around here ... it's nice that they keep this pond stocked."



EXERCISE OPPORTUNITIES



Walking Trail Connections

Develop walkable connections between all the trail systems

Water Access

Create a park on the other side of the river with access to the James River.

Hiking Trail Maps

Create a map of the trails & add signs along the walking trails in the area.

Trail Access

Create two more access points for the local trails near the area.

Exercise Facility

Create a plan for a co-op exercise facility in one of the older buildings.

Neighbor by Neighbor Exercise Classes

Create a community exercise and dance class that's free for everyone to participate.

Walking Buddy

Assign walking buddies for those individuals who participate in the senior living facility.

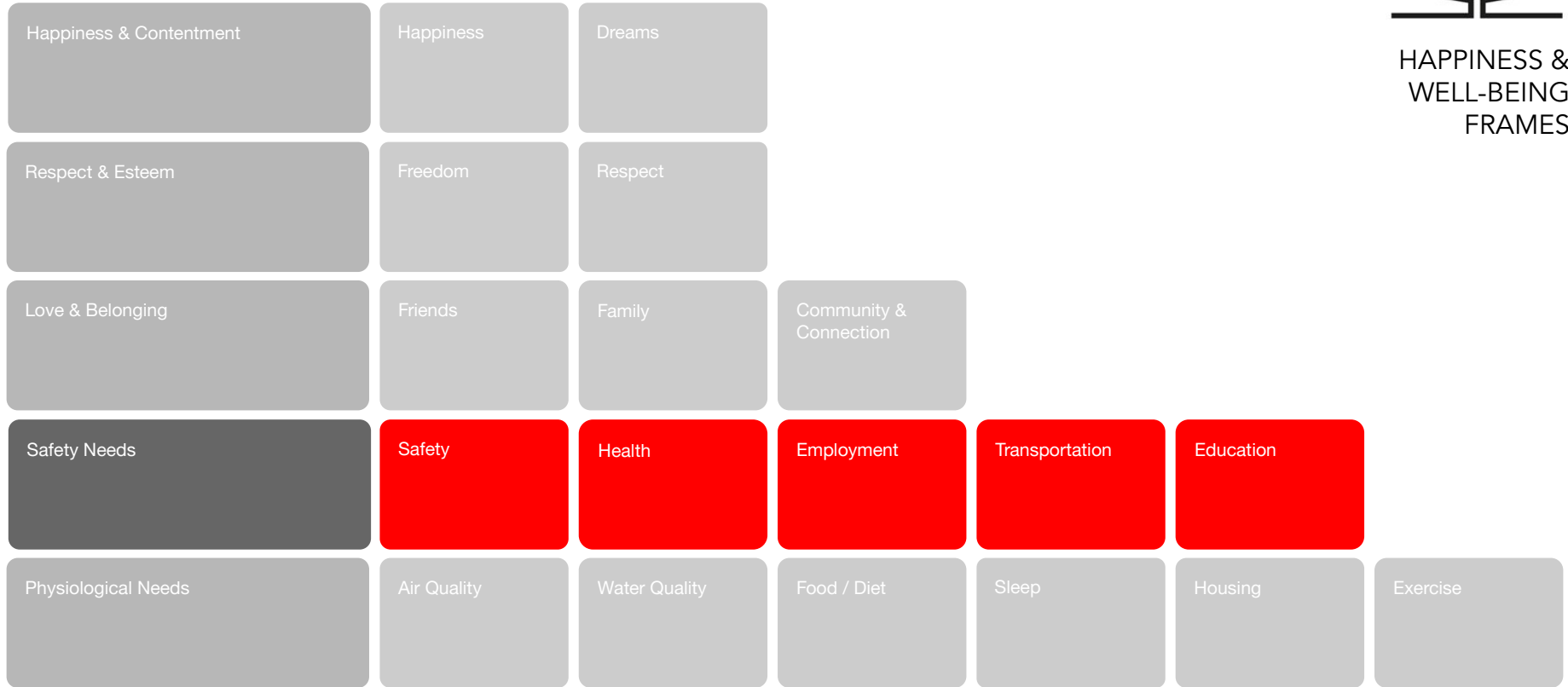
Exercise Options

Create a guide for different types of exercise options in the community.

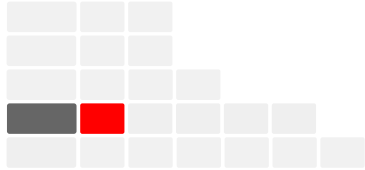
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



SAFETY



Keeping Doors Unlocked

Citizens want to continue their habits of keeping their doors unlocked and feel safe in the area.

“Someone stole a flower from my front porch once.”

“We always leave the door’s unlocked ... it’s not like we have anything worth stealing.”

Police Visibility

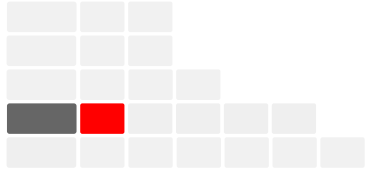
Citizens want police officers to be more visible in the area because it provides a sense of security and connectedness.

“I don’t see the police as much as I used to and that makes me weary.”

“If I could do something, I would make sure the police are more visible in the area.”



SAFETY



Concerns About Road Safety

Citizens feel that some of the roads are unsafe to be around and drive causing people to stay away from some activities.

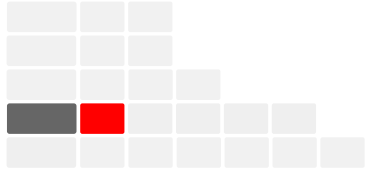
“I try not to drive on 20 at night ... do you know that there are several crashes a year on that road?”

“When I get my mail in the morning, I am really careful because I don't want to get hit by a crazy driver”

“I don't feel like I can walk on some of the roads. There really isn't a safe place to be when the speed limit is so high.”



SAFETY OPPORTUNITIES



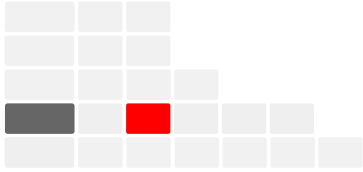
Police Paperwork Locations

Ask the Scottsville/County police to spend time charting or completing paperwork at different locations throughout the area (e.g. Yancy).

Safe Driving Tips

Provide updates to the community via Facebook, etc. about safe driving tips in the area.





Additional Care Availability

Citizens want more convenient access to care because it's frustrating knowing that options in Charlottesville are better, but they have to drive.

"The clinic I like isn't open when I can get to the office usually, and it's only open 3-4 days a week."

"I wish there was a mobile clinic where I could get my blood pressure and other items checked every few months."

Lack of Senior Medical Care

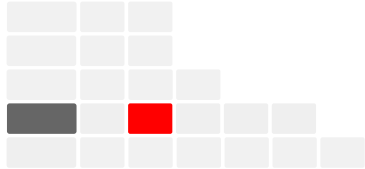
Care for the elderly is a challenge for caregivers and the elderly in the area because there is very few options for support.

"Better healthcare for the elderly, would probably be good."

"I've been thinking about leaving the area mostly because I want to be closer to facilities with full time care options."

"I wish there were a PACE clinic in the area to care for the whole person ... including transportation."





Needing Emergency Resources

Citizens feel that there is a need for more EMS services because it makes people nervous that they may not be able to get urgent medical care.

"I am a little worried that if my kids need to go somewhere quickly, they won't be able to."

"I feel like sense the EMS squad fell apart, there really isn't a great way to get emergency care. We accept that there could be a 40 minute drive."

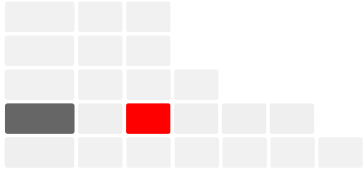
Lacking Insurance Knowledge

People feel that one of the main barriers to access to care in the area is a lack of understanding or use of insurance.

"I wish there was someone who could walk me and other seniors through this insurance process."

"There is an invisible financial barrier to care, and that's insurance."





Wanting Holistic Care Options

Medical care in the area is perceived to only be surface level, leaving people to worry that other health issues are not being handled.

“There are several behavioral issues in children that need to be addressed with medical help.”

“There should be a broader focus on healthy eating and exercise.”

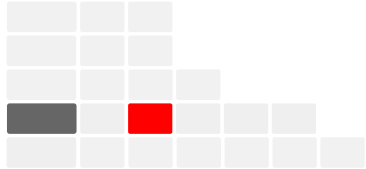
Smoking Impacts Some Areas

Although much has been done in the area, smoking is still common and causes some concern among residents.

“Smoking is still an issue in many of the surrounding counties.”

“I get really worried when other parents smoke around my kids at the playground.”





Mobile Visit

Mobile visits every quarter to the Farmers Market and the local grocery store.

Healthcare Hours

Ask local providers to extend their weeknight and/or weekend hours.

Telemedicine

Ask local providers to assess the need for a telemedicine program in the area.

Program for All Inclusive Care for the Elderly (PACE)

Investigate the possibility of developing a PACE program in Scottsville.

Community Paramedic

Collaborate with the county to have one volunteer to be available to stabilize emergency responses.

Insurance Ambassador

Consider having a “benefits manager” in the community for those who don’t understand how to get insurance.

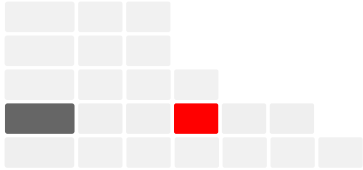
Community Smoking Cessation Program

Collaborate with an existing smoking cessation program to offer a program to those in the community.

Monthly Nutritionist

Ask the community doctor’s office if they would be willing to have a nutritionist to come every month for appointments.

EMPLOYMENT



Work From Home Movement Increasing

Many people feel that there is a new work from home and entrepreneurial movement, and the area is still learning how to support these individuals.

“A lot of younger people work from home now ... they just need good internet.” - Up and Comer

“There are lots of opportunities for entrepreneurs to move in. The times are changing.”

“The small businesses in the area don’t really have a great place for shopping or printing.”

Lacking Large Employers

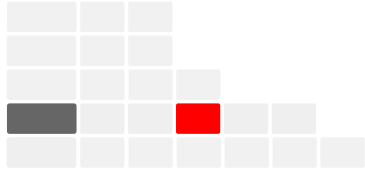
People feel that the area doesn’t have enough jobs for people to support themselves and the future growth of the town.

“There used to be a quarry with jobs, and now there is almost nothing.”

“We really need more jobs in the area to promote growth and just sustain the place.”



EMPLOYMENT



Employers & Receiving Benefits

Many jobs in the area don't offer insurance benefits, causing concern among some that people can't access things like healthcare.

"Most jobs don't have benefits. This makes it really difficult for people to have access to things they need, like medical appointments."

Workforce Supply & Dynamics

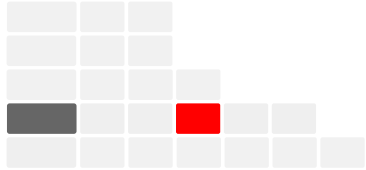
There is a general perception that the workforce in the area is spotty and has a lower than normal work ethic.

"Good help is hard to find. It seems like local folks really don't want to work that hard"

"The Tavern has a high turnover rate. People just don't want to work for some reason."



EMPLOYMENT OPPORTUNITIES



Co-Working Space

Develop a small co-working space in Scottsville with computers, internet, and office space.

UVA Entrepreneurship

Start discussions with UVA to see if they would be willing to have entrepreneurship students work with the town.

Small Business Tax Cuts

Provide tax cuts to help encourage small businesses to come to the area.

Health Insurance Co-Op

Reach out to health insurance co-ops to see if that would be a viable insurance option for those in the community.

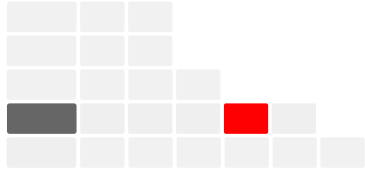
Community Job Board

Create a job board for community members to find the best local people to do work.

Indoor Farming Employer

Use the space in the old tire factory to have the largest indoor farming establishment in the region.

TRANSPORTATION



Stress of Commuting

Most people wish services were closer because it's stressful to be communicating such long distances on a daily basis.

"Traveling can cause a lot of stress ... sometimes I wish there was a carpool or something for my kids."

"You can't really survive in this area without a car."

Lack of Access

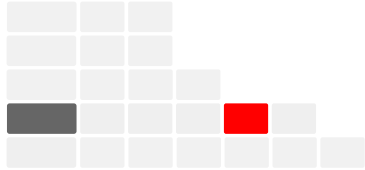
People feel that more transportation options are needed because Jaunt and private transportation doesn't meet all the needs of the community.

"Jaunt comes on a daily basis, but the options are so limited. I used to drive my neighbor around quite a bit."

"The elderly particularly don't have much freedom to get around, especially if they can't drive."

"Some of my patients share vehicles, which presents a challenge when they are trying to pick up medications. Sometimes we deliver on the way home."





Traffic & Parking Perceptions

Traffic is perceived to be dangerous and a disruption to some daily activities, especially in town when loud trucks pass downtown and when people can't find parking.

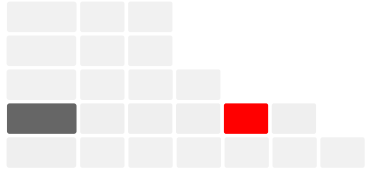
"Tucks coming in and out of the city are really frustrating ... at one point there was a bypass proposed, but I don't know what happened to that."

"I am really worried that the traffic will just increase if the town starts to grow."

"Sometimes people can't even find parking because visitors either take up all the spots or locals do."



TRANSPORTATION OPPORTUNITIES



Carpools

Establish a carpool system for the young families in the area to get to and from school and other activities.

Jaunt Expansion

Ask Jaunt if they would be willing to create a more flexible “cab driver” system for senior citizens.

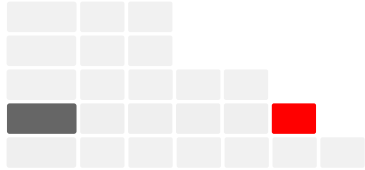
Designated Parking

Hold a few parking spots in downtown Scottsville on the main street for visitors to stop in to shop.

Park Expansion

Designate parking near the entrance to the parks for easy accessibility.

EDUCATION



Disparities Between the Have and Have Nots

Citizens want there to be less inequality in the quality of the educational systems because it's frustrating that some kids are not getting all that they might need.

"Private schools seem to be popping up in the area for those that can afford it."

"There is a larger home school network ... they have a facebook group and meet at the library often."

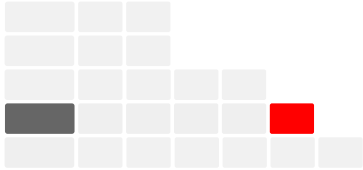
"You learn alot from your peers, so if the diversity isn't there, what are you learning?"

Opportunities to Learn About the Arts

People feel that there could be more options for children to experience the arts, but these opportunities are not always supported.

"I wish the kids in Buckingham were able to go to the Symphony, but the county didn't want to pay for the trip."





Learning Important Life Skills

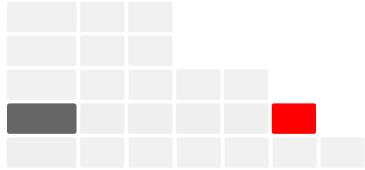
Citizens feel that life skills are not being taught at home or in the educational system, which causes worry about the future generations in the area.

“There could be more public health classes and classes in the area on basic financial skills or money management skills.”

“Sometimes it seems like the schools just seem to be checking boxes in certain areas, so the kids aren’t learning what they need.”

“A mentor program for young adults would be great within the community.”





School System Resources

Create a document that outlines the pros/cons and differences between the school systems in the area.

Combined Field Trips

Ask a few schools if they would be willing to co-run field trips to Richmond or Charlottesville to go to art & culture related locations (science museum, history museum, etc.)

Community Mentor

Ask a few individuals if they would be willing to be a mentor to younger folks in the Boys & Girls Club.

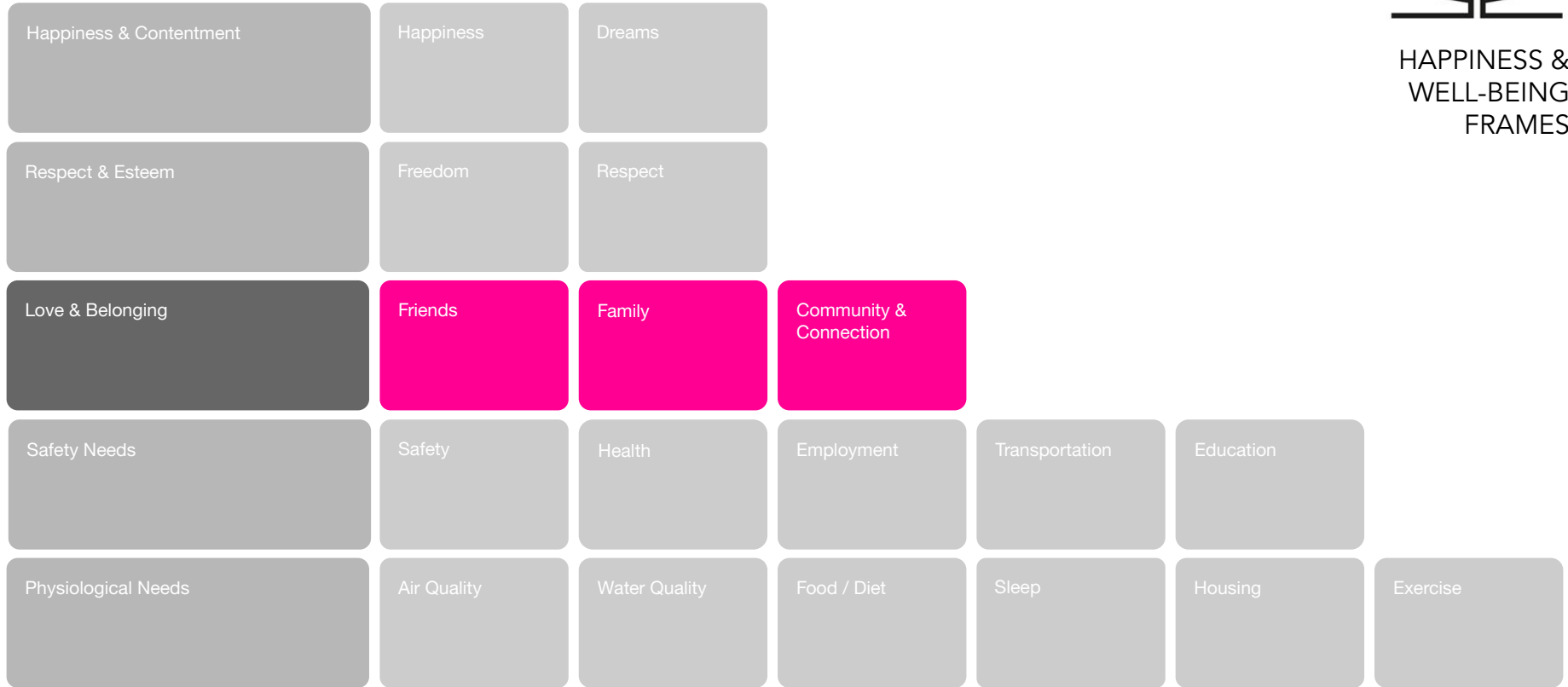
Life Skills For All

Start a life skills class at the library.

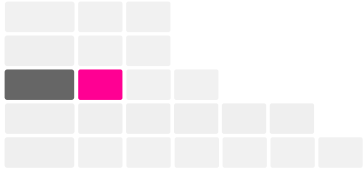
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



FRIENDS



Making Friends

Most people living closer to Scottsville perceive it to be easy to make friends in the area, as people are warm and welcoming.

“When I came back, I felt like I was welcomed back into the church community.”

“People feel really friendly in the area and everyone knows each other.”

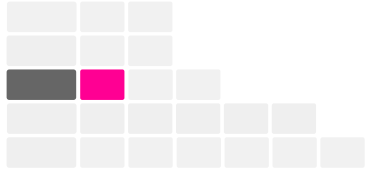
Isolated Loneliness

It’s perceived that some groups who are low-income or elderly have a hard time feeling connected and suffer from loneliness and isolation.

“People seem to be pretty connected here, but quite a few people are isolated and lonely. It’s easy to get into that space.”

“When you get outside of town, it becomes very difficult to connect with others and create relationships.”



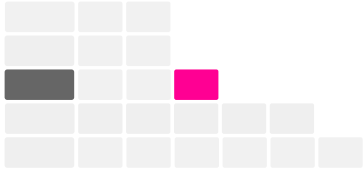


JABA Expansion

Investigate offering JABA two days a week instead of just one.

Game Night

Ask a restaurant/coffee shop/etc. if they would be willing to offer space for game night on select days for seniors and the community.



Systems of Connection

Social systems or places of connection exists, however there are opportunities for these systems to be more open so that everyone no matter their age, income, or race can participate.

“Some groups need to be pulled together closer”

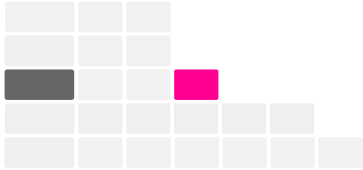
“Schools bring a lot of people together, but these spaces seem to be declining ... Victory hall and the rescue squad area isn’t used much anymore.”

“There probably needs to be a better place to foster diversity.”

“Churches seem to be declining in attendance, so there is a gap in where and how people meet and socialize.”

“There used to be big concerts that brought the whole community together.”





Getting Involved

There are many opportunities to get involved in the community; however this isn't always easy because it's often hard to know what's going on in the area and what might fit people's interests.

“Community feels like family. If I were to recommend to people how to get involved I would say go to school and get a dog.”

“Great community and I learn alot about things through Facebook.”

“I learn about what's happening in the community through the free paper most of the time.”

Youth Activities

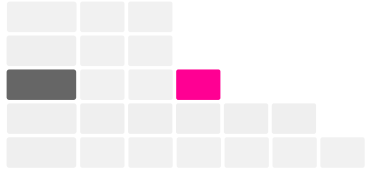
There is a general perception that youth in the area struggle to find activities that may interest them. People believe these activities would bring diverse families closer together.

“Kids really struggle here in their teens ... they usually want to go to Charlottesville.”

“Something for kids to do could bring more parents and families of diverse backgrounds together.”



COMMUNITY OPPORTUNITIES



Annual Concert

Bring in bands, plays, and/or dance performances in the summer for a concert open to all citizens in the area.

Book Club

Start a few book clubs / discussion groups that are publicized online and in the newspaper.

Game Room

Create a small game room in the community for the kids to use on the weekend.

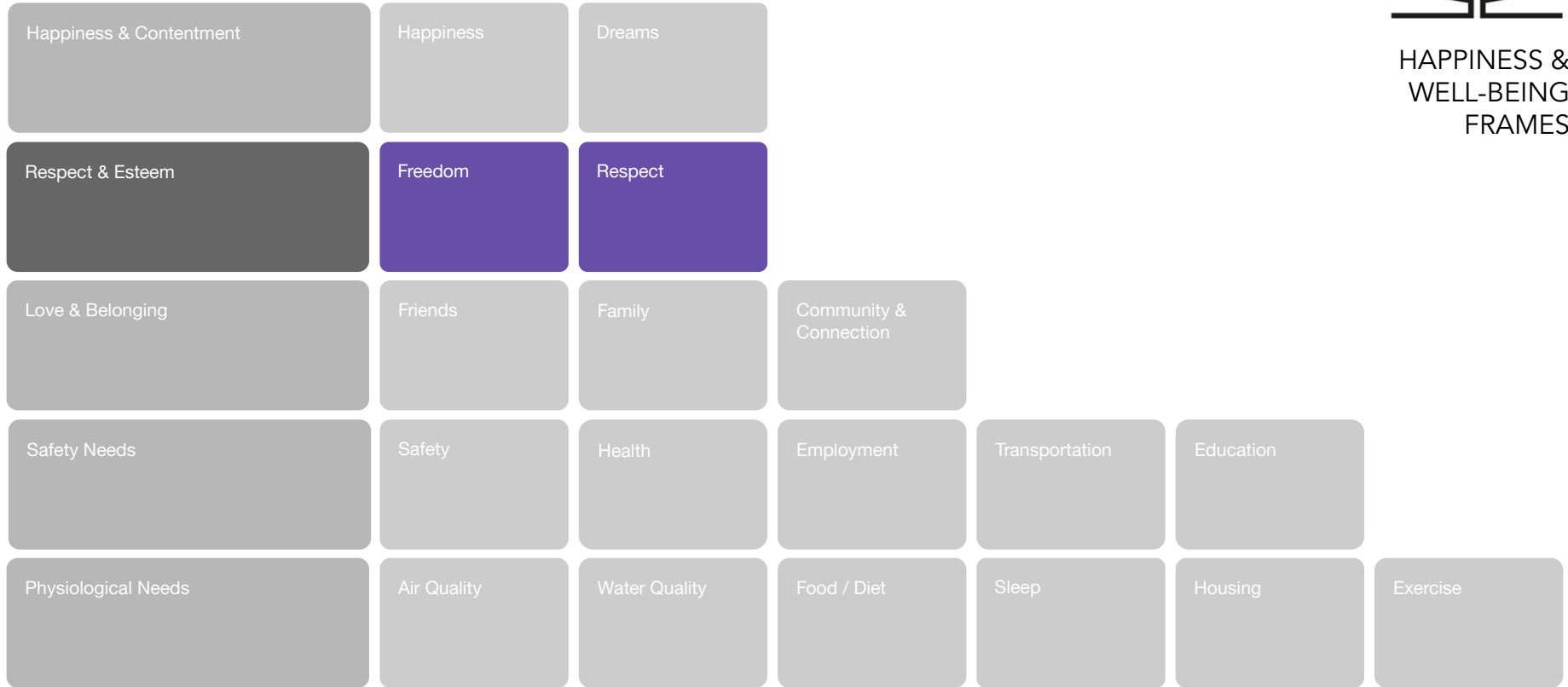
4-H Chapter

Start a local 4-H chapter in the area.

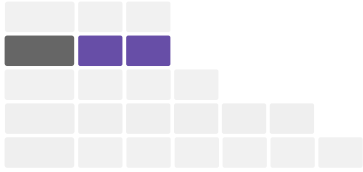
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



FREEDOM & RESPECT



Gap Between Young & Old

There is a sense of disconnect between young and old citizens in the area, which often leaves people feeling with a sense of discontent.

“Young and the old are not connecting like they should.”

“It seems that young people in the area really don’t respect elders and oftentimes they don’t volunteer their time.”

Feelings of Respect

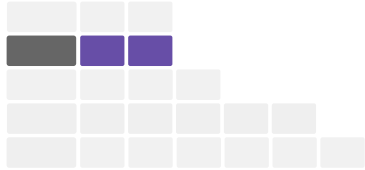
People feel that there is a sense of respect for each other in the area; however, there is still room to improve open communication.

“I feel like for the most part people respect each other ... there are definitely some differing political opinions in the area though.”

“Some people say whatever is on their minds, which isn’t always a good thing though ... basic communication skills”

“The LGBT community is growing and that’s a good thing.”





Recognizing Diversity

Citizens acknowledge the history of racial tension in the area and feel that progress has been made. However, people are cautious to spend time in historically white and/or black neighborhoods.

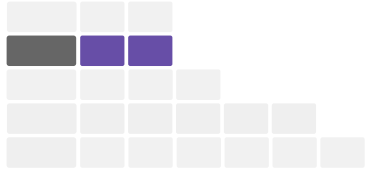
“Some people still make racially charged comments which can be a challenge.”

“There are definitely still some issues with race in the area and a divide between where people socialize.”

“The program between the African American churches and the white churches helped bring these groups together.”

“In April I received my degree recognition because when I went to college women of color were not allowed to be recognized ... “





Empathy Training

Ask a local college if they would be willing to teach an empathy training class to kids at the elementary school.

Kindness Day

Consider creating a campaign in the community around random acts of kindness.

Know Your Neighbor

Create a volunteer day for people to help out in different parts of the community they may not have spent much time in.

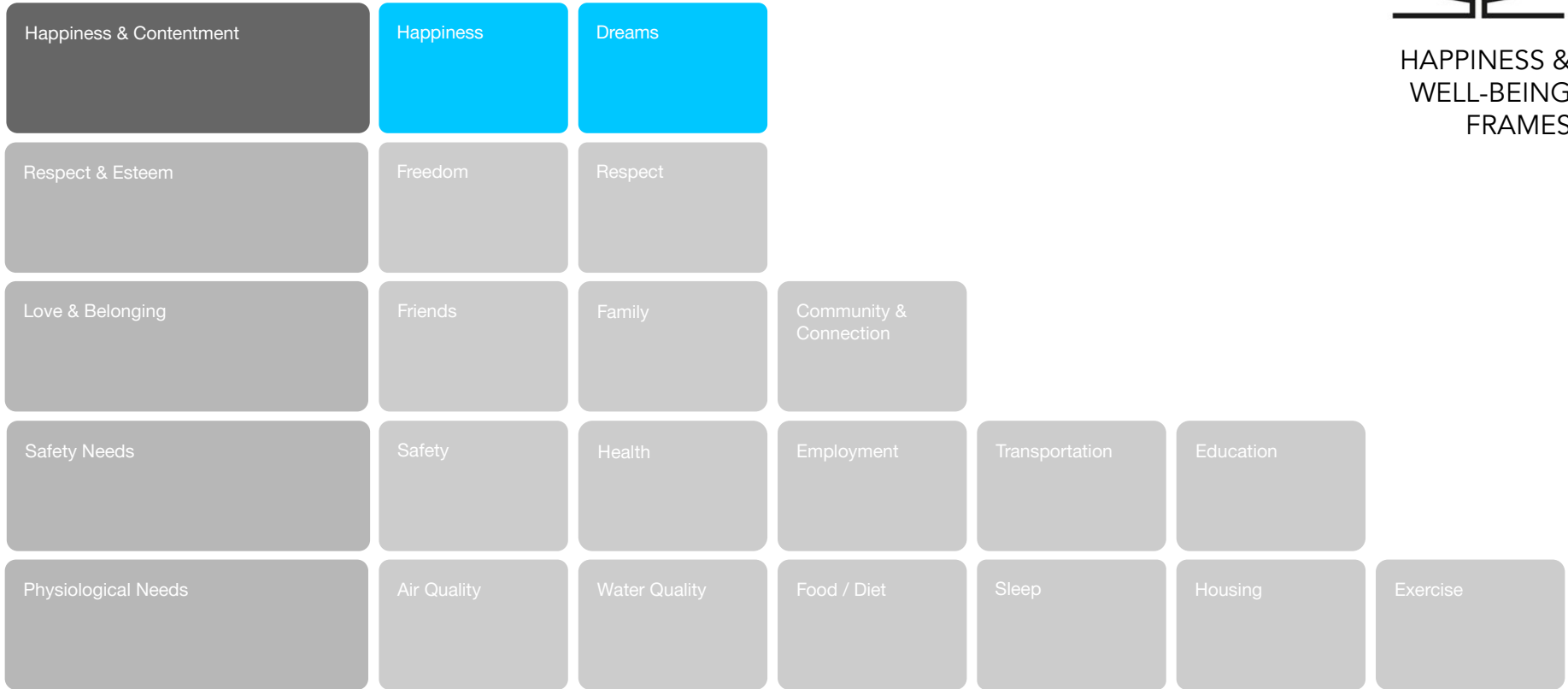
Discussion Group

Hold a meeting with local leaders to discuss diversity in the area.

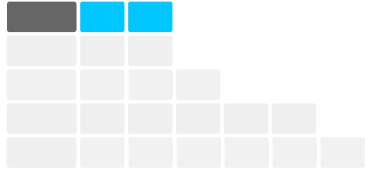
FRAMEWORK



HAPPINESS & WELL-BEING FRAMES



HAPPINESS & CONTENTMENT



Awareness of General Advantage

There is a general sense that people are happy living here; however there is recognition that happiness and contentment are not equally distributed throughout the area.

“Some people are happy, but definitely not everyone.”

“There is a lot of financial stress here impacting people’s happiness.”

“Most people are happy, but some people are lonely or they don’t know how to deal with their emotions.”

“I am happy because I have a healthy family and I like where I live. That said, I know a lot of people are struggling here.”

Community at the Heart

People state different factors on why they are happy but they overwhelmingly focus on feeling connected and supported by other people in the area.

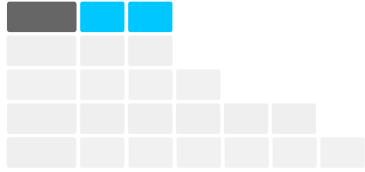
“My connections with others really make me happy.”

“I am really happy but I am still really struggling with my husband’s death. It’s a blessing to have my brothers around to support me”

“People seem to celebrate the small things around here, which makes them happy.”



HAPPINESS & CONTENTMENT



Finding Purpose and Feeling Valued in the Community

There is a general perception that people's well-being/contentment in life focuses on being able to contribute to and be apart of the community. That said, there is still a recognition that it's difficult for some to contribute to the community in meaningful ways due to a lack of time or connections.

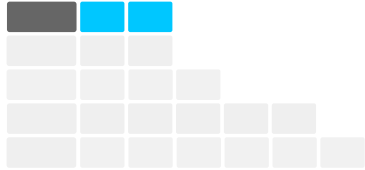
"People seem happy here, but there isn't always much for people to do and strive towards outside of just trying to survive"

"People seem happy here ... they have an impact, great community, and have a passion for there work."

"Fast food mentality with happiness is becoming a problem."



HAPPINESS & CONTENTMENT OPPORTUNITIES



Happiness/Well-Being Measurement

Work with a well-being organization or educational institution to develop an annual measurement scale for well-being and happiness of citizens in the area.

Well-Being Communications

Start using well-being and happiness verbiage in communications with the goal of having Scottsville become one of the happiest & healthiest places to live in Virginia.

Roles in the Community

Create more volunteer roles for individuals in the community.