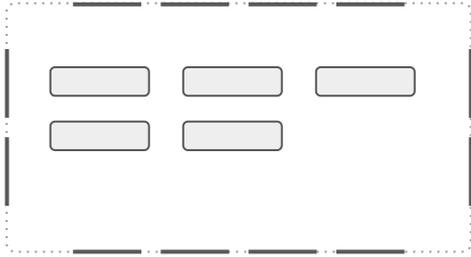


Workshop Feedback

This section provides a description of the workshop that we completed and an overview of the feedback received for each concept. We then placed them in order of what the workshop participants ranked as being the most impactful.

PUBLIC FEEDBACK WORKSHOP



Outline

3 - 7 pm EST on Dec. 17th

Stakeholders and citizens invited

HEARR team facilitated

Participants asked to rank & provide feedback

MMSZ team summarized feedback



CONCEPT OVERVIEW

Each concept rank is listed below. The following feedback pages are listed in rank order.

5
**Co-Working
Scottsville**

4
**Cooking fresh,
eating well**

2
**HEARR
Guide**

3
**Neighbor by
Neighbor Exercise**

4
**Local
Growth**

1
**The Service
Brigade**

4
**Around Town
Clinics**

1

The Service Brigade

Many elderly citizens have difficulty with transportation for running errands, and feel disconnected with the younger community members.

The Service Brigade invites citizens to befriend, run errands for, and support seniors in the community in various ways.

VALUE OF CONCEPT

Solves known problems in health, social, and transportation
Inexpensive start-up
Multigenerational is important
Helping to keep EMS calls down and this may reduce cost
Provides much needed services, such as transportation
Extremely valuable.
Don't have to do it on a large scale
Identifies those that fall through the cracks
Another level of safety
Chance for a time travel trip back to what was going on.
Younger people feeling listening to
Builds on concepts of caring through spirituality

What value would this bring to the community?

NEW IDEAS

Beyond smartphones - needs a primitive way to sign up
Set up grubhub or uber to match people to others
Could have small projects for people to work on together ... young people to select
Go directly to the senior center to ask what they need
Recognizing fall hazards and how to fix them ... match with clinical folks
Build out the pen pal program and scale it up .
Collect data from kids on their experience with a program like this
New name --- "Service for Seniors" or "Friends on Wheels"
Have an annual event to bring the kids and the seniors together
Teaching simple internet skills
Pre-K and preschool adopt a senior group
Sharing of life philosophies about respect, etc.
Mentoring going both ways

What new ideas did we learn to improve this concept?

CONSTRAINTS

Marketing and communication
Lack of internet access
Lack of parents encouraging this type of relationship
Breakdown of community ... community breakdown has happened
Getting young people on board.
Energizing the community
Consistency with the individuals.
Transportation
Pride on the senior's part
Background checks and liability
Safety and training

What might you change in this concept to make this happen?

SUPPORTS

Well-functioning churches - could build or continue to grow
Students at the high school could do the projects
Could roll out with a current elementary school project about internet
Meals on wheels ... help to find the people interested in this service
Church youth groups might be a supply
Boy Scouts and Girl Scouts
JABA has two programs (neighbor to neighbor - phone calls and fish program)
Other programs include, JAUNT, 7 rivers day school, and Triple C camp
Use and connect with EMS and social services

What might help this grow and develop?



2

HEARR Guide

There are a lot of services in the area that people are unaware of what is available.

The HEARR Guide is a dynamic list of important health related resources in the area.

VALUE OF CONCEPT

*Draw other concepts together
Many people don't know what's in the area
Could be a one-stop shop
Huge step towards giving an identity to the region
Could help address visibility issues*

What value would this bring to the community?

NEW IDEAS

*Search function (if it's digital) to narrow down what they are looking for
Needs to be some commercial advertising for the guide
Use networks to market the guide (doctors, etc.)
Have real estate agents leave guide at rental properties, etc.
Need a dedicated person to update it every month
Perhaps there is a seasonal theme
Could be a place for people to sign up to volunteer, etc.
Have a banner at the launch
Option to have a live person's phone number on the guide (someone to call)
Needs to be a way for users to know when entries need updating*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*Needs a communication plan
Target audience would need to be identified.
Labor for info collection and maintenance
People having internet connectivity could be an issue.
Needs to be well-designed ... and kept current.
There needs to be a large print version or version for seniors.
Some people will just Google information.
The scope is really important.
Needs to be easy to interpret*

What might you change in this concept to make this happen?

SUPPORTS

*Buy Fresh, Buy Local Guide (Virginia) already exists
Lots of organizations could help distribute info (Churches, libraries, schools)
IRIS (UVA program to help here).
NaborForce App (does something similar, get Liz to help)
Aunt Bertha (does something similar)*

What might help this grow and develop?



Neighbor by Neighbor Exercise

3

Exercise tends to not happen because of lack of facilities, or is individualized.

Neighbor by Neighbor Exercise is where small groups can come together to socialize and exercise, and is built around different interest areas for community members.

VALUE OF CONCEPT

*Promotes exercise and mental health
Affinity groups are important*

What value would this bring to the community?

NEW IDEAS

*Need mix of online and paper versions
Involve Parks and Rec for classes.
To get it started, it's important to front load a group (do it a few times and then publicize)
Use music in the courses ... people love the music component
One site with everything in it ... ??
Publicize what's already available in Scottsville
Could use the gym at the local school for this.
Promoting things to do "work" or other "activities" could be good!*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*No sidewalks
Curvy roads and it's not safe to walk
People don't know about the trails ... getting the word out.
Going to be challenging to get people started (some incentives could help)*

What might you change in this concept to make this happen?

SUPPORTS

*Trails exist
Storefronts are available
Seniors would love it ...
Use MeetUp to do this.
Use Rural Virginia or Scottsville Monthly to help subsidize a calendar.
Piedmont Environmental Council is always putting together different things to do.*

What might help this grow and develop?



4

Cooking fresh, eating well

Fresh food can be difficult to find,
and people aren't always sure how to
cook in a healthy fashion.

Cooking Fresh, Eating Well is a
service that invites a different chef to
give an easy and fun cooking class,
focusing on healthy, local comfort
foods, every week at the local
farmers market.

VALUE OF CONCEPT

*Huge need for food access and knowledge of how to cook it.
It would be fun!
Folks need basic cooking skills around how to use fresh produce
Would be beneficial for addressing health issues / food insecurity*

What value would this bring to the community?

NEW IDEAS

*Push the info through the churches or host classes there
Posting at the BG club or local school
Have doctors suggest classes to patients and maybe host at the clinic
Doctors could have a schedule of classes to hand out
Have classes at the food bank ...
Could there be a monetary award for coming to the class ... spending money at the Market
Antoine Brenson (teaches AA students to move into a cooking career) students might be
able to do the classes
Baltimore - Black Church Food Security Network (example)
Do it in conjunction with a large community event
Have a growth component and cooking component (nutrition or healthy living classes)
Have a SNAP come once a month to help people sign up
Needs to be culturally appropriate food
Could be hosted in people's homes.*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*People may not want to use SNAP because it might be too expensive.
Getting the word out might be hard
Challenges around logistics for the farmer's market might be hard
Some local chefs may be too busy
Not big enough scale (cooking class might only reach 5-10 people)
Getting money and volunteers might be hard
Needs to be free ...
Needs to be simple and easy
People need food access and then knowledge*

What might you change in this concept to make this happen?

SUPPORTS

*HEARR
Area Churches
Farmers Market
Local Farms, local chef
C-Ville Food Justice Network might be able to help set it up!
EMS-Building could be used ... wheelchair accessible.
Local food hub has a program called Fresh Farmacy (subscription that's free
for food)*

What might help this grow and develop?



4

Local Growth

Opportunities for community gardening are currently lacking, and answering this can be an amazing catalyst for exercise, healthy eating, and beautifying the community.

Local Growth creates community gardens near the walking paths and around the local towns that allow people to come and pick herbs or fruit when needed.

VALUE OF CONCEPT

*Does the right thing for those in need
There are gardeners that would like this
This would be visible and engage others
There is plenty of land here.
Investing yourself adds value
Teaching people to grow is a good thing
Healthy value given the culture around here
Could have a therapeutic value, and could collaborate with local artists on how to make this work.*

What value would this bring to the community?

NEW IDEAS

*Could there be a payment model for this?
Could "tith" back to the community or give back
Set specific goals for production (need to give to the Church, etc.)
If you are going to do it, you need to go big ...
Fresh Farmacy Perspection.
River can be a good part of the process
Marketing as a healthy activity ... wide variety of products / fruit trees
Could grow a lot of blueberries here in the area*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*Many people already have gardens ...
Who is the gardener ... who will grow?
Maintenance issue
Land needs to be closer to where people need it.
Work is very hard and requires a lot of management
Maintaining the gardens can be difficult
Might not benefit people who are struggling (can it be near them)*

What might you change in this concept to make this happen?

SUPPORTS

*Look to various organizations around to clear the land.
Volunteer base may be hard to find.
Paid leader?
Use cooking classes to educate
Local stores could help
Engage master gardeners
Use volunteers to help manage a team
Schedule meetings at gardens*

What might help this grow and develop?



4

Around Town Clinics

It is difficult to make it to clinics in available hours for simple health questions.

Around Town Clinics are visits from health care providers every quarter to the Farmers Market and the local grocery store for free basic health checks and answering of questions.

VALUE OF CONCEPT

*Anything that brings more healthcare is good.
Eliminates travel to Charlottesville.
Mini-triage or health screenings ... is it an entry point (might more valuable)
Could be an educational resource
Could help people without health insurance / farmers market model
Reoccurring health needs could be addressed.
Convenient*

What value would this bring to the community?

NEW IDEAS

*More accessible walk in model could replace this ... pop up clinic at the squad.
Telemedicine support for this could help.
More than just screening ... if you do it, take another step.
Minute Clinic is a good idea.
Could be at multiple locations, like Food Bank or exercise area
Could Combine things, like Eating Healthfully (Local growth, this concept, and fresh cooking)
Utilizing volunteers for this.*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*Business model could be a constraint
Legal issues could be an issue
People may not trust the providers if they move around
What about referral processes ... this could be difficult
Need to set expectations about what they can come here for (services available, etc.)
Not consistent care ...*

What might you change in this concept to make this happen?

SUPPORTS

*Start small - get feedback and see what the response is
Start really small to check and see what people gravitate to.
UVA staff could do this and cover a medical assessment
Could have a community health worker linkage
Use interns from UVA, Sentara, etc.*

What might help this grow and develop?

5

Co-Working Scottsville

Jobs are important but can be difficult to come by in the area, often requiring people to drive to Charlottesville, and remote work is difficult because of lack of internet access.

Co-Working Scottsville is a small space in Scottsville with computers, internet, and office space. Supporting small business, remote working, etc.

VALUE OF CONCEPT

*Allows people to work from home
Provides jobs and an area to socialize*

What value would this bring to the community?

NEW IDEAS

*Possibly using the tire plant for job training ... PVCC and KATEC.
Tradesman might want something like this.
Use UVA and PVCC to find people to use this ... help with cost, etc.
One man met a lot of people who have started their own businesses ... so they may want to teach or learn
Retired tradesman may want to teach skills.
Should include printer, fax, etc. and a conference room with privacy*

What new ideas did we learn to improve this concept?

CONSTRAINTS

*How many people really have jobs in this area who could telecommute
High speed internet!!
Cost of the space may high
Some people might not accept the high tech nature of the work
Might a lack of volunteers.
Anything we plan needs consistency ...*

What might you change in this concept to make this happen?

SUPPORTS

*People would definitely use the wi-fi
We have storefronts available.
UVA, PVCC, etc. might help fund things
Contact the Charlottesville Investment Collaborative (promotes these things)
Louisa is just starting a coworking space
May be able to use the tire plant
Could use some of Yancy's space for this (Yancy has some computer classes, but they want more).
Could use town council space for the co-working group*

What might help this grow and develop?

