

## 4. COMMUNITY WELL-BEING



### INTRODUCTION

The strength of the community relies on the well-being of all of its members. A healthy, livable community provides both necessary physical and social infrastructure. Although physical features, such as walkability, good quality housing and health care systems, and access to open space and recreation facilities can encourage people to make healthier choices, community well-being relies on more than just a city's physical form. Health and human services, faith-based resources, non-profit partnerships, and social relationships are equally important and collectively help people achieve their basic needs and reach their full potential.

High-quality, safe housing is one core aspect of community well-being. Scottsdale embraces housing options for people living and working in the city; people at different life stages and income levels; and people with various social and physical needs. Scottsdale also values housing that enhances the character, diversity, and vitality of the city, and respects the Sonoran Desert environment. Proactive maintenance and improvement of the existing housing stock, revitalization of neighborhoods, encouragement of context-appropriate infill housing, and continued commitment to community safety and sustainability will ensure Scottsdale's neighborhoods continue to thrive in the future.

Another critical aspect of community health is recreation facilities as well as programs that enhance the social, psychological, and physical well-being of citizens. A well-managed, interconnected system that provides active and passive recreational opportunities should be available to all ages, on a year-round basis. In addition, open spaces are not merely desirable, but are integral to the community's overall physical and social well-being.



The Community Well-Being Chapter represents Scottsdale's continuous efforts to enhance community health, safety, and vitality through, not only improvement of physical assets, but also the community's social and health conditions.

#### **ELEMENTS IN THIS CHAPTER:**

- Healthy Community
- Housing
- Recreation
- Safety

*"Recognizing that general health and well-being connect to the quality of living environment, we visualize a community whose neighborhoods are firmly established, safe, and healthy."*

*- Scottsdale Visioning Health and Human Services Committee (1992)*

## Community Well-Being Chapter

### HEALTHY COMMUNITY ELEMENT

- Goal HC 1** Promote access to health and human services
- Goal HC 2** Provide access to healthy, local foods
- Goal HC 3** Build on wellness and healthful living
- Goal HC 4** Ensure diversity and inclusion
- Goal HC 5** Accommodate senior citizens
- Goal HC 6** Foster a caring community

### HOUSING ELEMENT<sup>‡</sup>

- Goal H 1** Support diverse housing options<sup>‡</sup>
- Goal H 2** Provide a variety of housing options<sup>‡</sup>
- Goal H 3** Provide generational housing options<sup>‡</sup>
- Goal H 4** Prevent housing discrimination

### RECREATION ELEMENT<sup>‡</sup>

- Goal R 1** Develop quality recreation facilities
- Goal R 2** Provide recreational diversity<sup>‡</sup>

### SAFETY ELEMENT<sup>‡</sup>

- Goal S 1** Prevent hazards<sup>‡</sup>
- Goal S 2** Prepare for emergencies
- Goal S 3** Deliver emergency response
- Goal S 4** Prepare for disaster recovery
- Goal S 5** Maintain airspace/transportation safety
- Goal S 6** Flood impact protection
- Goal S 7** Maintain safety through crime prevention
- Goal S 8** Promote hazardous materials safety

[<sup>‡</sup> = State-required]



## HEALTHY COMMUNITY ELEMENT

Scottsdale has long been viewed as a healthy community. Clean air, sunshine, and natural desert beauty attracted early settlers to the city. The warm, dry desert air made Scottsdale a magnet for health seekers searching for relief from ailments. This trend is still prevalent today, with tourists seeking abundant sunshine, rejuvenation, and medical care in our many resorts, spas, and high-quality healthcare system. This visitation trend is also largely responsible for the development of Scottsdale's excellent healthcare system. The health of a community, however, involves more than just remedy for ailments. A healthy community balances exceptional healthcare services and prevention aids, with the physical, social, cultural, and environmental needs of all community members.

Today, Scottsdale has one of the largest per capita senior citizen populations in the country. The community celebrates and prepares for its increased human longevity through intergenerational opportunities; older adult support; providing a continuum of care; and offering activities that allow seniors to age-in-place. Scottsdale also provides exceptional parks, community centers, and recreational facilities that serve residents and visitors of all ages.

Furthermore, the city has been repeatedly recognized for its efforts to improve the well-being of local youth and families, including: classes and programs for children; sports and recreation programs; critical human services; access to informational resources and early learning and literacy programs at four library branches; and promoting family self-sufficiency.

Scottsdale's citizens have long valued that every resident has an opportunity to share in all aspects of health and human services. As such, Scottsdale has maintained a culture of wellness and a high-quality system of healthcare providers and human services. While the city aspires to provide services for all of its residents and families, it is impossible for government to address every aspect of human need in Scottsdale. As the population continues to evolve, it will be critical for the private sector, non-profits, and schools to provide services, activities, and care to various generations in the community.

Through the goals and policies of the Healthy Community Element, Scottsdale will maintain a leadership role in providing wellness for all citizens, respond to the needs of families, take care of our neighbors and our elders, and provide opportunities for youth to grow and become leaders in our future community.



## Goals and Policies

### Goal HC 1

Promote access to health and human services for citizens of Scottsdale.

#### Policies

- HC 1.1** Support the development, preservation, and enhancement of critical healthcare facilities, particularly in underserved areas. Work with healthcare administrators to plan and develop facilities of the most suitable size, location, quality, and type. *[Cross-reference Economic Vitality Element]*
- HC 1.2** Work with public and private partners to develop and maintain pre-hospital emergency medical and advanced life support programs. *[Cross-reference Safety Element]*
- HC 1.3** Identify locations throughout the city for heat relief and human service care centers (e.g., for services related to families, youth, senior citizens, domestic violence, homelessness, disabilities, and mental and behavioral health) and design facilities to accommodate the types of service provided. *[Cross-reference Housing; and Public Buildings Elements]*
- HC 1.4** Consider human service needs in future plans for city services and facilities. *[Cross-reference Housing and Public Buildings Elements]*
- HC 1.5** Support infrastructure for telehealth and virtual chronic care monitoring.



## Goal HC 2

Strive to provide access to healthy, local foods throughout the community.

### Policies

- HC 2.1 Encourage fresh food markets as an important part of neighborhood retail centers.
- HC 2.2 Support public and private locations for community gardens, farmers markets, and other local food sources. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- HC 2.3 Work collaboratively with regional partners and local organizations to assess and identify areas lacking access to healthy food resources. *[Cross-reference Public Services & Facilities Element]*



- HC 2.4 Educate citizens on the benefits of properly prepared fresh foods.
- HC 2.5 Support the creation of a network to share and receive locally grown produce.

### Goal HC 3

Build on Scottsdale’s leadership role in wellness and healthful living.

#### Policies

- HC 3.1** Provide quality recreation, community events, and neighborhood services that foster physical activity and encourage healthful living. *[Cross-reference Recreation Element]*
- HC 3.2** Develop and maintain city programs that encourage healthful lifestyle choices.
- HC 3.3** Publicize the health-related successes of the city, residents, and local employers.
- HC 3.4** Continue to foster and market Scottsdale as a resort, wellness, rejuvenation, and healthcare destination. *[Cross-reference Economic Vitality Element]*





**Goal HC 4**

**Ensure Scottsdale is a welcoming city that is supportive and inclusive of all people.**

*Policies*

**HC 4.1** Recognize and celebrate diversity and inclusion through multicultural community activities and events. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Elements]*

**HC 4.2** Improve access to city and community programs that allow people to receive the services they need. *[Cross-reference Public Services & Facilities Element]*

**HC 4.3** Collaborate with multicultural and diverse community organizations to identify issues of discrimination within the city and develop programs to address them.

**HC 4.4** Encourage neighborhood organizations, real estate agents, property management companies, and others to share information about citywide resources with new residents.

**HC 4.5** Foster inclusivity by following Scottsdale’s Golden Rule guidelines.



## Goal HC 5

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Accommodate the physical, social, and economic needs of Scottsdale’s senior citizen population in community decisions.

### *Policies*

- HC 5.1** Address the increasing needs of Scottsdale’s senior citizen population by:
- Providing opportunities for older citizens to interact with the community;
  - Promoting a variety of choices in residential living options;
  - Supporting and promoting the provision of elder care services from public and private providers, including employers;
  - Meeting their changing mobility needs; and
  - Promoting aging-in-place initiatives.

*[Cross-reference Public Services & Facilities; Circulation; and Housing Elements]*

- HC 5.2** Work collaboratively with public and private partners to plan for the needs of Scottsdale’s aging population. *[Cross-reference Public Services & Facilities; Recreation; Circulation; and Housing Elements]*

**Goal HC 6**

Foster a caring community where people are involved in community life, citizens help each other, and youth, families, and older adults are nurtured and supported.

*Policies*

**HC 6.1** Create a sense of belonging among residents and visitors by:

- Promoting opportunities that bring people together;
- Enhancing intergenerational activities;
- Programming that fosters civil dialogue and mutual understanding; and
- Encouraging broad participation in local neighborhoods and community-wide activities.



*[Cross-reference Neighborhood Preservation & Revitalization; Recreation; and Community Involvement Elements]*

**HC 6.2** Promote social responsibility and development of personal capabilities among Scottsdale’s youth and family members, and emphasize prevention and early intervention to enable youth to make healthy choices.

**HC 6.3** Encourage public land uses, such as parks and schools, to act as neighborhood centers, and promote community interaction. *[Cross-reference Land Use; Public Buildings; and Neighborhood Preservation & Revitalization Elements]*

**HC 6.4** Promote a culture of volunteerism and community service through improved access to information about community service opportunities. *[Cross-reference Community Involvement Element]*

**HC 6.5** Cultivate future community leaders by involving youth in civic affairs and community service. *[Cross-reference Community Involvement Element]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

CAVE CREEK RD.

RIO VERDE DR.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

HonorHealth  
Scottsdale  
Thompson Peak

HonorHealth  
Scottsdale Shea

Cholla Health  
Center

Mayo Clinic Scottsdale

HonorHealth  
Scottsdale Osborn  
Heuser Family  
Medicine Center

Palute WIC

### Health Facilities

-  Hospital
-  Maricopa County Health Services
-  Neighborhood Outreach Access to Health (NOAH)
-  Scottsdale McDowell Sonoran Preserve (See Open Space Element)



56th ST.  
64th ST.  
SCOTTSDALE RD.  
HAYDEN RD.  
PIMA RD.  
LOOP 101

96th ST.  
104th ST.  
112th ST.  
120th ST.  
128th ST.  
134th ST.  
142th ST.

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