



City of Scottsdale 2014

Youth Town Hall Report



MAY 2014

Made possible through the efforts of the 2013/2014 Scottsdale Mayor's Youth Council



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Program Summary

The 2014 Scottsdale Youth Town Hall was planned, organized and implemented by the City of Scottsdale's Mayor's Youth Council (SMYC). The Scottsdale Mayor's Youth Council is coordinated by Youth and Family Services, an agency in the City's Parks and Recreation Department. The Staff at Youth and Family Services work directly with the Office of the Mayor to bring this program to the citizens of Scottsdale. The promotion of youth voice in government is one of the core missions of the Scottsdale Mayor's Youth Council.

The purpose of the 2014 Scottsdale Youth Town Hall was to promote youth involvement and youth voice in government, focusing on the City of Scottsdale's 2014 General Plan. The General Plan is a document produced by the City of Scottsdale's Long Range Planning Department. This department provides updates to the General Plan and conducts public outreach to ensure planning efforts meet the long range vision of residents and stakeholders. The General Plan is a statement of goals and policies that work as the primary tool for guiding the future development and character of the city over the next 10 to 20 years. According to Arizona law, every city and town must have a General Plan

which must be updated and ratified by the voters every 10 years. The General Plan is scheduled to go before voters in November of 2014.

The 2014 Scottsdale Youth Town Hall was held at ASU SkySong, successfully bringing together over 70 Scottsdale youth. Approximately 30 adults, who work for the City of Scottsdale or represent the Scottsdale community, attended the event to provide background information or answer questions if needed. SMYC members served as masters of ceremony, recorders and facilitators. Courtney Klein, the CEO of SeedSpot, provided an inspiring keynote address on youth voice and activism, along with her personal experience in the development and management of a non-profit business. Six break-out sessions were offered, each one concentrating on a key topic in the General Plan: transportation; neighborhoods; character and design; economic development; open space and recreation; and healthy communities. Youth in each session created recommendations reflecting their opinions and hopes for Scottsdale's future. SMYC has prepared the 2014 Youth Town Hall Report to share their vision with the Long Range Planning Department, citizens and city leadership.

The following report will outline the areas discussed, provide an overview of the discussion, and provide suggestions for the 2014 General Plan Task Force. It is the hope of the Scottsdale Mayor's Youth Council that the ideas expressed will be considered as the City of Scottsdale moves forward with planning for the future. The Scottsdale Mayor's Youth Council contends that the 2014 Scottsdale Youth Town Hall participants represent the future citizens of Scottsdale and their ideas and suggestions should be considered as Scottsdale looks to the future. It is important to note that some of the recommendations are for services or amenities that the City of Scottsdale already has. The authors of this report believe that this represents a need to find ways to market more effectively to teens. Some suggestions are to increase outreach through social media as well as to increase information available at the high schools.

This report will be available on the Scottsdale Mayor's Youth Council Website www.scottsdaleaz.gov/education/SMYC. When it is appropriate and keeping with the mission of the Scottsdale Mayor's Youth Council, members are available to present the findings from the 2014 Scottsdale Youth Town Hall upon request.

Scottsdale Mayor's Youth Council Officers 2013 - 2014

Sarah Sakha - President

Anita Ramaswamy - Treasurer

Rachel Dodell - Vice President

Bronte Ibsen - Secretary

Heidi Artigue - Project Manager

Kayvon Martin - Historian

Daniel Morgan - Advisor to the Scottsdale Mayor's Youth Council
Human Services Specialist, City of Scottsdale Youth and Family Services

Scottsdale Mayor's Youth Council Members 2013 - 2014

- | | | |
|----------------------|-------------------|----------------------|
| Sydney Allen | Ramit Gupta | Diandra Papadakis |
| Arshan Barzani | Marli Ibsen | Lakshman Patel |
| Caroline Breidenbach | Tea Jaimes | Neej Patel |
| Alley DeRungs | David Keyser | Scarlet Reynoso |
| Ellen Dries | Natalie Kilker | Heidi Rodriguez |
| George Frentzel | Malavika Krishnan | Prakriti Shukla |
| Brad Garr | Delaney Lamoureux | Preston Blaine Wiley |
| Vivienne Gellert | Savannah Lane | Kelsey Yurek |
| Kamren Gilbard | Nina Lutz | Zoe Zacharopoulos |
| Robert Goldman | Mahnoor Mukarram | Cecilia Zhao |
| | Ashley Norman | |



2013-2014 Mayor's Youth Council with Mayor Lane

Scottsdale City Council

W.J. "Jim" Lane
Mayor

Suzanne Klapp
Council Member

Guy Phillips
Council Member

Virginia Korte
Council Member

Robert Littlefield
Council Member

Dennis Robbins
Council Member

Linda Milhaven
Council Member



SMYC members assisting with annual Adopt-a-Family holiday program

“The 2014 Scottsdale Youth Town Hall allowed youth to gather and discuss issues that are important to their future.”

Mayor Lane with Simulated City Council

Letter to City Council

Honorable Mayor Lane and Members of the City Council,

Over the past year, the Scottsdale Mayor’s Youth Council (SMYC) has accomplished a great deal. Events, tours, and activities organized by SMYC have allowed the entire Youth Council to actively participate in the City of Scottsdale while learning about local government. We would like to thank you for your ongoing support of the Youth Council and our projects.

The events that SMYC partook in this year were incredibly successful. Tours of various facilities, including the Police and Fire Training Center and the Sonoran Preserve, allowed SMYC members to learn more about our city. Events, like the Simulated City Council Meeting, allowed SMYC members to experience our city first hand from the perspective of our council members, city officials, and other citizens.

The 2014 Scottsdale Youth Town Hall allowed youth to gather and discuss issues that are important to their future. The groups discussed various issues and worked together to solve them. Within this report, you will find their thoughts and recommendations regarding Scottsdale’s 2014 General Plan.

On behalf of the Youth Council, we would like to thank you once more for your commitment to Scottsdale’s youth. Our successes would not be possible without your support.

Sincerely,

The Scottsdale Mayor’s Youth Council Officers



2014 YOUTH TOWN HALL AGENDA

JANUARY 23, 2014 4:00 P.M. – 7:00 P.M.

ASU SKYSONG

1475 N. SCOTTSDALE RD.

SCOTTSDALE, AZ 85257

3:45-4:30 p.m.	Refreshments
4:30-4:35 p.m.	Welcome Address: Sarah Sakha, Scottsdale Mayor's Youth Council President
4:35-4:55 p.m.	<p>Keynote Speaker: Courtney Klein</p> <p>Courtney is an Arizona native and graduate of Arizona State University with an undergraduate and masters degree in Nonprofit Management. Courtney is the CEO and Co-Founder of SEED SPOT. SEED SPOT's mission is to support social entrepreneurs that are developing a product, service, or technology that improves the lives of people or communities on a local, national, or international level. Courtney served as the Co-Founder & CEO of New Global Citizens, a nonprofit organization she launched in her senior year of college with a mission to educate, empower, and invest in young people to change the world. Additionally, Courtney worked as the Director of Strategic Planning & Development for the Greater Phoenix Economic Council. Courtney has received numerous awards honoring her as a woman of change and top young civic leader.</p>
4:55-5:00 p.m.	Breakout Session Descriptions: Heidi Artigue, Scottsdale Mayor's Youth Council Project Manager
5:00-5:10 p.m.	Transition to Breakout Sessions
5:10-5:45 p.m.	Breakout Sessions
5:45-6:00 p.m.	Break and Regroup in Convergence Room
6:00-6:20 p.m.	Group Reports (3 minutes each)
6:20-6:35 p.m.	Closing Remarks: Honorable Mayor W.J. Jim Lane
6:35-6:45 p.m.	Final Thanks to Community Supporters: Rachel Dodell, Scottsdale Mayor's Youth Council Vice President

Group 1: Transportation

Facilitator: Savannah Lane

Recorder: Bronte Ibsen

City of Scottsdale Staff:

John Kelley, Senior Transportation Planner

Susan Conklu, Senior Transportation Planner

Adam Yaron, Planner



Circulation in Scottsdale is a major part of the City's General Plan and is closely tied to land use. Transportation is not just a matter of getting from here to there.

Transportation systems are the veins and arteries of the community; the city's circulatory system. Scottsdale's circulation system consists of a network of surface streets, freeways, public transit, aviation, an on- and off- street bicycle network, and a pedestrian circulation system. All of the individual elements of the circulation system work together towards moving persons and goods throughout the city.

Questions

CONSIDER THIS... WHEN IN DISCUSSION, IT IS HELPFUL TO REFLECT ON THE DIFFERENT NEEDS OF ALL GENERATIONS.

- What forms of travel will be important for the city's residents, visitors, employees and business owners now, and in the future?
- Should Scottsdale enhance opportunities for non- vehicular travel? If so, how?
- How well is Scottsdale connected to other destinations in Scottsdale? What about outside of Scottsdale, regionally? How could this be improved? (Consider bus routes, sidewalks, bike paths, etc.)

Group 1: Transportation

Discussion Summary:

Participants of the transportation discussion group identified various modes of transportation within Scottsdale and how to improve them. While students felt that transportation within Scottsdale is available, many do not believe that citizens are currently aware of the opportunities available to them. The transportation group identified the following as some of the most important modes of transportation to improve upon:

- Buses
- Biking
- Walking
- Light Rail

Recommendations:

1. Increase accessibility in Downtown Scottsdale

Transportation group participants found that many Scottsdale citizens are unaware of the transportation resources available to them. By increasing advertising to students, many citizens would become aware of public transportation and many would feel more inclined to utilize it. For buses specifically, communicating prices and having special deals for students would increase use.

2. Invest in advertising

Transportation group participants found that many Scottsdale citizens are unaware of the transportation resources available to them. By increasing advertising to students, many citizens would become aware of public transportation and many would feel more inclined to utilize it. For buses specifically, communicating prices and having special deals for students would increase use.

3. Increase routes

By implementing routes in more suburban parts of Scottsdale, more students would be able to utilize the city's public transportation resources. Especially in the warmer months, walking and biking to far away bus stops is nearly impossible. Thus, by adding stops closer to residential neighborhoods and schools, more students and citizens would be able to utilize the buses.

Group 2: Neighborhoods

Facilitator: Prakriti Shukla

Recorder: Nina Lutz

City of Scottsdale Staff:

Ross Cromarty, Project Coordination Liaison

Greg Bestgen, Citizen Liaison



The term neighborhood has many meanings and uses. Some examples of what determines a neighborhood include:

- The small group of houses in the immediate vicinity of your home or to a larger area with similar housing types and market values;
- The area surrounding a local institution supported by residents, such as a church, school, library or shopping district;
- The area defined by a political precinct or district;
- The areas' buildings shared or have similar architecture style;
- The character of the area such as rural, suburban, or urban with similar density and building construction;
- The social structure, such as that dictated by age, race, class, or gender, that may affect how someone perceives a neighborhood; and
- The presence of naturally occurring boundaries, or commonly recognized neighborhood names.

Questions

- What components make up a great neighborhood?
- What would you improve/add to Scottsdale neighborhoods to make them great?

Group 2: Neighborhoods

Discussion Summary:

Participants of the neighborhoods group identified the components of great neighborhoods and how to improve Scottsdale's neighborhoods. Several neighborhood components were talked about, including diversity, safety, cleanliness, and uniformity. Participants also discussed how to attract young people to Scottsdale after high school and college. Ultimately, the group felt that by increasing socioeconomic diversity, available home styles, and access to amenities, more people would be inclined to live in Scottsdale. The neighborhood group believes it is time to reinvent Scottsdale as a diverse, family and business community.

Recommendations:

1. Gear programs and amenities towards younger citizens

To encourage young people to stay in Scottsdale, business opportunities and amenities should be strongly advertised to them. With more events like the Youth Town Hall and developments like ASU's SkySong, Scottsdale can become an innovative city and be successful in attracting younger citizens and professionals. Additionally, by building community centers and parks, teens are able to bond with their community members in an affordable manner.

2. Encourage diversity in development

The neighborhood group believes that Scottsdale should encourage a variety of developments. By allowing for different home styles, apartments, condos, housing units, and businesses, Scottsdale will attract a more diverse population. By allowing for different architecture styles, levels of affordability, and locations, Scottsdale will attract more diversity in its neighborhoods.

Group 3: Character/Design

Facilitator: Kamren Gilbard

Recorder: George Frentzel

City of Scottsdale Staff:

Steve Venker, PNT Manager

Bob Wood, Project Coordination Liaison



The Character and design define the unique expression, special attributes and physical features of a place, as integral components of a community. The natural and built environments (Building scale and massing, landmarks, architectural character, open space, and streetscapes), sensory experiences (primarily visual) and cultural expressions associated with character and design are ways in which a community's identity and values are expressed. These expressions assist in creating a relationship between people and their environment, their feeling of time and place, and their sense of well-being.

Questions

- What are Scottsdale's identifying characteristics? How would you describe them?
- Are there areas of the city that are more identifiable / unique than others? Are there areas lacking character and identity?
- How can Scottsdale preserve and/or enhance the character of these areas?

Discussion Summary:

Students in the character and design group discussed preserving Scottsdale's western heritage while implementing additional buildings and landscapes into our city. The group focused on Scottsdale's current character and how to improve it for the future.

Group 3: Character/Design

Recommendations:

1. Preserve the native landscape

We should preserve the native landscape through factors (i.e. recessed windows) that allow for buildings to blend in to the environment and landscape. Additionally, the city should add more landscaping; specifically, introduce more native plants and cacti to meld the desert, buildings, and other installations together.

2. Increase art within the city

Scottsdale should encourage and enhance art within the city. By implementing more public art pieces, the city gains immense character. An easy way to involve the community while promoting public art is by holding competitions for mural designs and bus wraps. Additionally, the city should encourage artistic and musical performances within Scottsdale by promoting performance spaces, museums, and events.

Group 4: Economic Development

Facilitator: Zoe Zacharopoulos

Recorder: Cecila Zhao

City of Scottsdale Staff:

Danielle Casey, Economic Development Director

Mary Vandevord, Senior Planner



The economic vitality of a community typically involves improving the performance and capacity of business and commercial activities in order to create a better economic future and higher quality of life for its citizens. To do this, communities tend to focus on creating a favorable investment environment, creating jobs, and raising income levels through a variety of means.

As there is no single definition for economic development, there is no single strategy, policy or program for achieving successful economic development – a healthy, vibrant economy is vitally important for maintaining and enhancing Scottsdale’s lifestyle and identity.

Questions

- What are the economic and growth challenges you see for the City of Scottsdale over the next 5, 10, and 20 years?
- What types of jobs/businesses/industries are best suited for the kind of city you envision Scottsdale becoming in the future? Why?
- Businesses today look for communities with significant Arts and Culture experiences. How can Scottsdale support a creative workforce along with providing Arts and Culture programs that offer those experiences?

Group 4: Economic Development

Discussion Summary:

Business development, industry, and job growth were a few of the topics that the Economic Development group discussed. More specifically, the group focused on how to attract growing businesses to Scottsdale, how to involve youth in business development, and how Scottsdale's economic future needs to start now. Overwhelmingly, the group believes that diversity in business is necessary to properly utilize Arizona's resources, maintain our tourism industry, and keep Scottsdale's small town charm.

Recommendations:

1. Encourage diverse businesses

Different types and sizes of businesses should be in Scottsdale. By attracting small and large businesses alike, the city allows easier access to a wide array of products and services. Additionally, a mixture of businesses is quintessential to keeping Scottsdale's small town feel.

2. Preserve land for future businesses

In order for future businesses to be in Scottsdale, there must be available land and retail space. The Economic Development group recommends preserving land and space for future businesses, so there is equal business opportunity for future Scottsdale residents. Additionally, by incorporating current businesses into empty developments, the city prevents the unnecessary degradation of natural resources and land.

Group 5: Open Space and Recreation

Facilitator: Neej Patel

Recorder: Ashley Norman

City of Scottsdale Staff:

Don Hadder, Principal Planner

Tim Barnard, Parks & Recreation Manager



Open space has long been a major contributor to the physical and aesthetic quality of Scottsdale. In Scottsdale, the term ‘Open Space’ means different things:

- Developed Open Space includes parks, golf courses (public or private) and sometimes major drainage facilities;
- Natural Open Space includes significant environmental amenities or hazards, such as mountainous terrain, steep slopes, boulder features, flood hazard areas, lush desert vegetation, natural drainage channels, migration routes and historic water flows. Natural Open Space in Scottsdale is intended to remain as permanent open space. Low impact activities, such as hiking, equestrian and mountain bicycling trails are common in these areas; and
- Scottsdale’s McDowell Sonoran Preserve is natural open space consisting of the mountain and desert land designated by the City Council as suitable for preservation. Scottsdale’s Preserve will remain as permanent open space with limited improvements.

Questions

- Scottsdale has more open space per person than most other cities in America. How do you feel about how well Scottsdale uses and manages its open spaces?
- Are there areas in Scottsdale lacking open space? If so, how can more open space be incorporated into those areas of the city? (Make a distinction between “active” and “passive” recreation)
- Scottsdale offers a plethora of recreation services and programs. How well do you these programs adequately serve the community’s needs?

Group 5: Open Space and Recreation

Discussion Summary:

The students of the Open Space and Recreation group discussed the city's overall use of the municipal land available to the residents of Scottsdale. The discussion stemmed to the use of our parks in general and how the city may make improvements to attract more visitors to parks. The discussion also mapped a thorough discussion of the "open" land found in Scottsdale and how we may better utilize that as well.

Recommendations:

1. Park Locations

The group reached consensus that the parks of Scottsdale are adequately placed. It determined that the city "seemed" to have effectively planned and placed parks according to population density, therefore there is no lack of parks. The parks are also convenient for pedestrians and in turn contain a vast networking of trails. The group raised no objections regarding the accessibility and locations of the city parks. They also appreciated the seamless incorporation of nature into our city's venues.

2. City vs Facility

The next portion of the discussion focused on the debate between City vs Facility. Many of the participants voiced concerns regarding the lack of attractions to the park. When they stated the term "attractions" they were referring to socially organized events. Many of the students suggested that the park system offer communal events such as a weekly men's basketball league, or a tennis league, and any other recreational leagues of that sort. They also suggested that the city implement a sort of rental system for equipment such as tennis rackets.

3. Nature

The final point the students urged was that they would like the wildlife and vegetation in parks advertised more; they feel that wildlife and vegetation is a major selling point. The students advise the city to place signs in parks describing the wildlife and vegetation found in designated areas, they also advise the city to devise a sort of "map" system, which will help park goers plan their visit and allow them to identify their current location.

Group 6: Healthy Communities

Facilitator: Delaney Lamoureux

Recorder: Natalie Kilker

Scottsdale Healthcare Staff:

Tricia Neus, Community Health Educator

City of Scottsdale Staff:

Taylor Reynolds, Associate Planner



Scottsdale has long been viewed as a healthy community. Clean air, sunshine and natural desert beauty were responsible for attracting early settlers to the city. The warm, dry desert air made Scottsdale a magnet for East Coast and Midwestern health seekers searching for relief from ailments such as tuberculosis, asthma and consumption. This trend is still prevalent today, with tourists and residents escaping the somber gray skies from elsewhere in the country for abundant sunshine, as well as, seeking rejuvenation in our many resorts and spas. The health and happiness of a community, however, involves more than just remedy for ailments. A healthy, happy community balances adequate healthcare services and prevention aids, with the physical, social, cultural and environmental needs of all community members.

Questions

- How can the city support and nurture youth and families?
- How could the community be designed to encourage walking or bicycling?
- How can the City of Scottsdale take an active role in promoting healthy lifestyles?

Discussion Summary:

The students in the Healthy Communities group discussed how the city can better itself by supporting and nurturing youth and families, encouraging healthy activity, and promoting active and healthy lifestyles. The group found that while the city adequately provides for most of its citizens, the group feels that there are still groups that could use more support. Thus, the group believes that by working on promoting healthy lifestyle choices and implementing new community programs, Scottsdale will be a healthier place to live.

Group 6: Healthy Communities

Recommendations:

1. Expand healthy food options

Scottsdale should strongly consider implementing community gardens and farmer's markets. While supermarkets and chain stores are inevitable, healthier food is found at farmer's markets and in gardens. By allowing citizens to grow and sell food products, Scottsdale is promoting healthier lifestyles and a neighborly environment.

2. Increase access to exercising, as well as advertising

By widening bike paths, increasing hiking and walking trails, and implementing new skate parks, Scottsdale allows for healthier citizens. Additionally, for the warm summer months, the city should implement more water bottle filling stations along walkways and paths. However, this alone will not cause citizens to become more fit. The city must actively engage citizens by advertising the many exercising resources it has. Community centers, parks, and trails are often left unnoticed by citizens due to a lack of advertising. Families will become more active if the city targets students since the students will tell their families about Scottsdale's exercising options. Additionally, by using simple tools like social media, the city can spread the word about various facilities with little-to-no cost.

3. Notify citizens of pollution-heavy days

Through either a website or social media accounts, the city should implement pollution notices. Many Scottsdale residents are prone to severe allergies, which are only worsened by pollution in the environment. If the city is able to easily warn at-risk populations of heavy pollution, proper precautions can be taken by those who are most affected.

4. Implement more campaigns to combat illegal substance abuse

The city should conduct more substance abuse research and gather more information on drug abuse within Scottsdale. While effective campaigns, like "Not My Kid," are already established within the city, many citizens still actively abuse illegal substances. The city should take a multifold approach by cracking down on laws, preventing access to drugs, and promoting more drug awareness campaigns within the city.

Special Thanks

The Scottsdale Mayor's Youth Council extends a special thanks to the following individuals and groups for their support in the efforts to make the 2014 Scottsdale Youth Town Hall a success:

The Mayor's Office

Special thanks must go to the Honorable Mayor W. J. "Jim" Lane for his continued support of the Scottsdale Mayor's Youth Council. Mayor Lane has been an advocate for Scottsdale youth since before his election to public office, most notable his service as a Board Member for the Scottsdale YMCA. When Mayor Lane began his term as Mayor in January of 2009, he made it a point to learn about the Mayor's Youth Council and has since played an active role in the vision and direction of the Scottsdale Mayor's Youth Council. Mayor Lane was a great supporter of the Youth Council taking on the challenge of reassuming the responsibility of planning and implementing the Scottsdale Youth Town Hall.

Rachel Smetana, the Management Assistant to the Mayor, has been invaluable in maintaining lines of communication between the Mayor's Office and Youth and Family Services to help coordinate the Scottsdale Mayor's Youth Council in addition to assisting with the logistics of planning the Youth Town Hall.

City of Scottsdale Youth & Family Services

Valerie Kurth, Administrative Secretary

Community Services, Youth and Family Services

Hugh McGill, Human Services Manager

Community Services, Parks and Recreation Planning and Administration

Kevin McKee, Human Services Representative

Community Services, Youth and Family Services

Joanne Meierdirks, Human Services Coordinator

Community Services, Youth and Family Services

Daniel Morgan, Human Services Specialist

Community Services, Youth and Family Services

Advisor to the Scottsdale Mayor's Youth Council

Special Thanks

City of Scottsdale Employees & Community Partners

Tim Barnard, Parks & Recreation Manager

Community Services, Parks and Recreation Planning & Administration

Greg Bestgen, Citizen Liaison

Community & Economic Development, Community Outreach

Danielle Casey, Economic Development Director

Community & Economic Development, Economic Development Administration

Susan Conklu, Senior Transportation Planner

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Ross Cromarty, Project Coordination Liaison

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Don Hadder, Principal Planner

Community & Economic Development, Current Planning

John Kelley, Senior Transportation Planner

Community & Economic Development, Transit

Tricia Neus, Community Health Educator

Scottsdale Healthcare, Community Health Services

Taylor Reynolds, Associate Planner

Community & Economic Development, Advance Planning

Mary Vandevord, Senior Planner

Community & Economic Development, Advance Planning

Steve Venker, PNT Manager

Community & Economic Development, Current Planning

Bob Wood, Project Coordination Liaison

Community & Economic Development, Advance Planning

Adam Yaron, Planner

Community & Economic Development, Advance Planning