

Planning for a Better Future

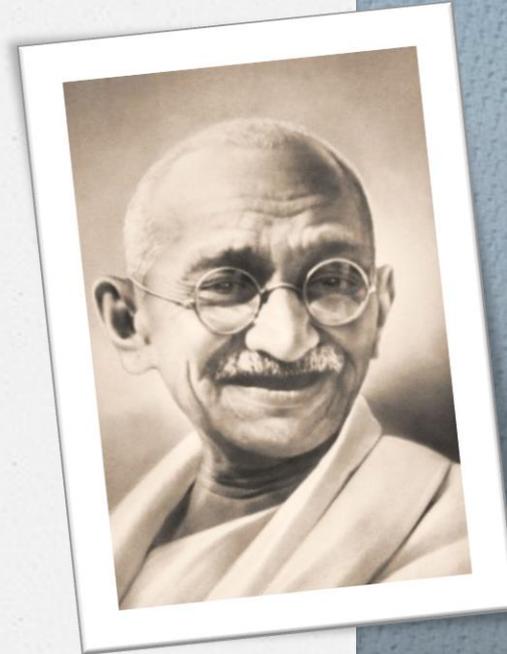
Engineering Health Into Our Communities



Greatest Community Asset

“It is health that is real wealth and not pieces of gold and silver.”

- Mahatma Gandhi



“The health of nations is more important than the wealth of nations.”

- Will Rogers



Questions?

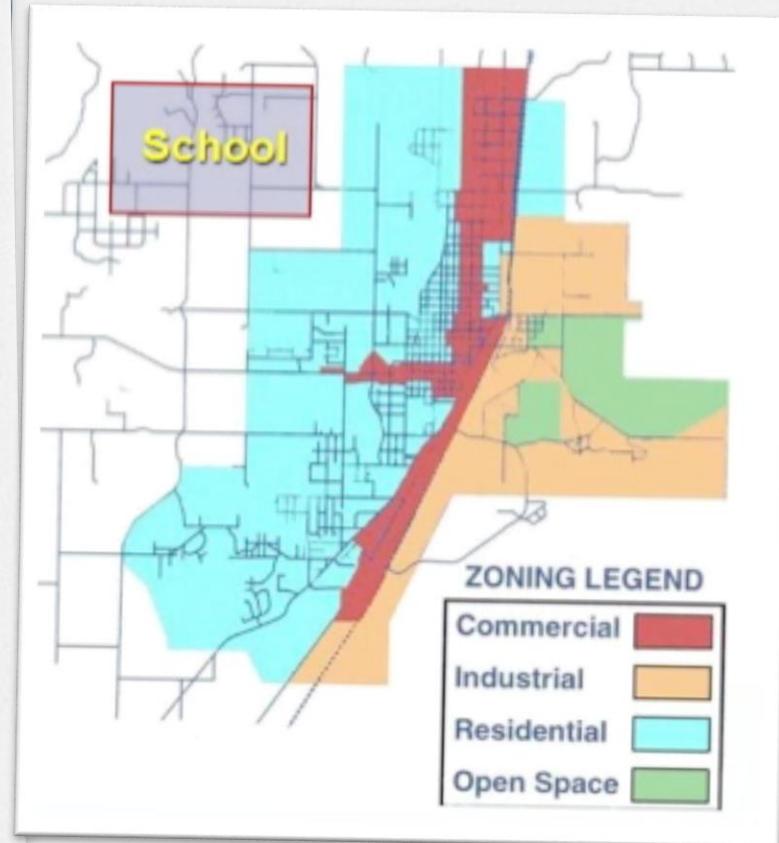
What role does community planning play in public health?





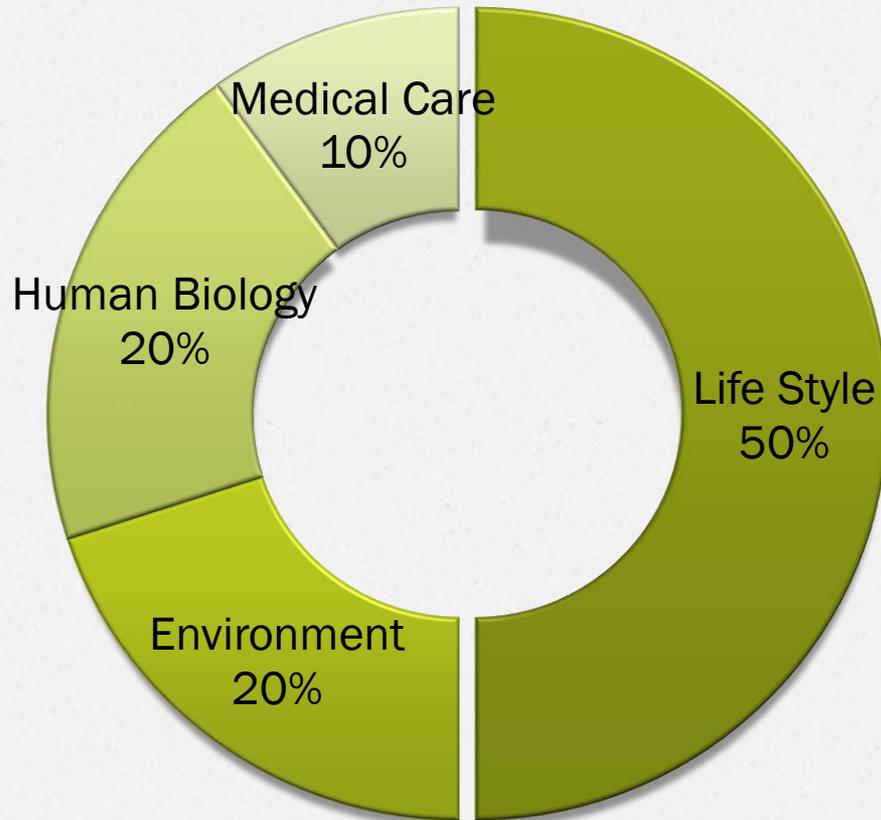
Zoning

Land use segregation





Relative impact of factors determining health status in the U.S.



Source: *Healthy People 2010, U.S. Department of Health & Human Services*





Individual

Family

Worksite

Community



Health Clubs

35,000.00

Gym and Fitness Franchises in the US Industry Market Research Report from IBISWorld Has Been Updated

The growing proliferation of public health campaigns that raise awareness about health and fitness will prompt new gym and fitness franchises to enter the market. For these reasons, industry research firm IBISWorld has updated a report on the Gym and Fitness Franchises industry in its growing industry report collection.

New York, NY (PRWEB) February 08, 2014

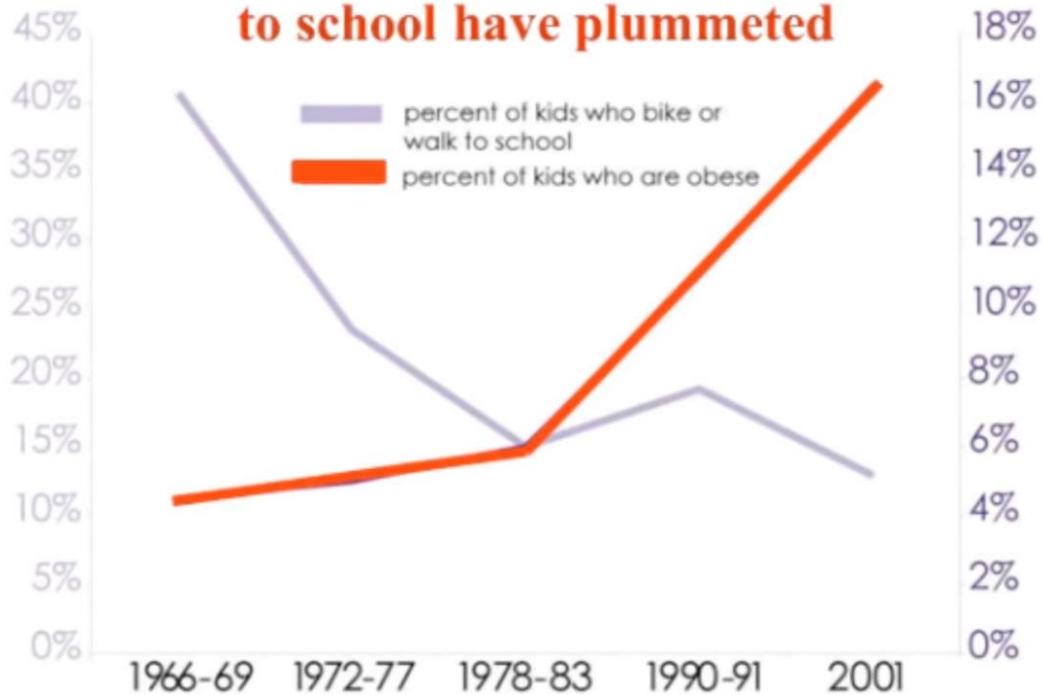


1977
1978
1981
1982
1985
1990
1992
1997
2002
2005
2006
2007
2008
2009
2010
2011
2012

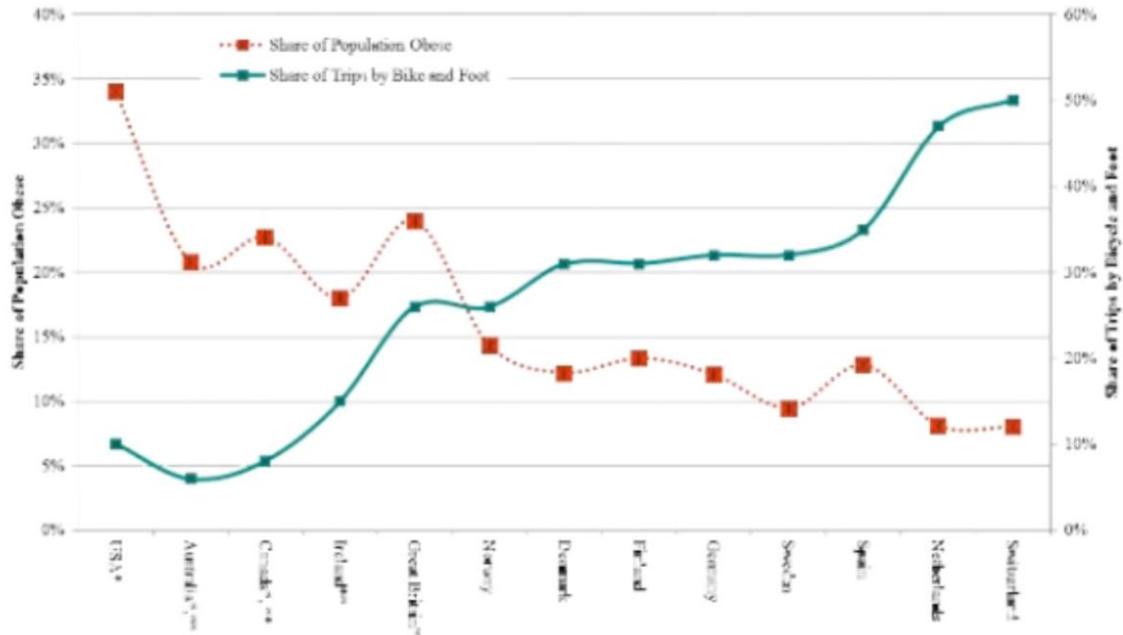
<http://www.ihrsa.org/about-the-industry/>



Obesity among US children has quadrupled as rates of walking and cycling to school have plummeted



Obesity Falls with Increased Walking and Cycling



Pucher, J., Buchler, R., Bassett, D., Dannenberg, A. 2010. "Walking and Cycling to Health: Recent Evidence from City, State, and International Comparisons." *American Journal of Public Health*. Vol. 100, No. 10, pp. 1986-1992.





Walking VS Driving

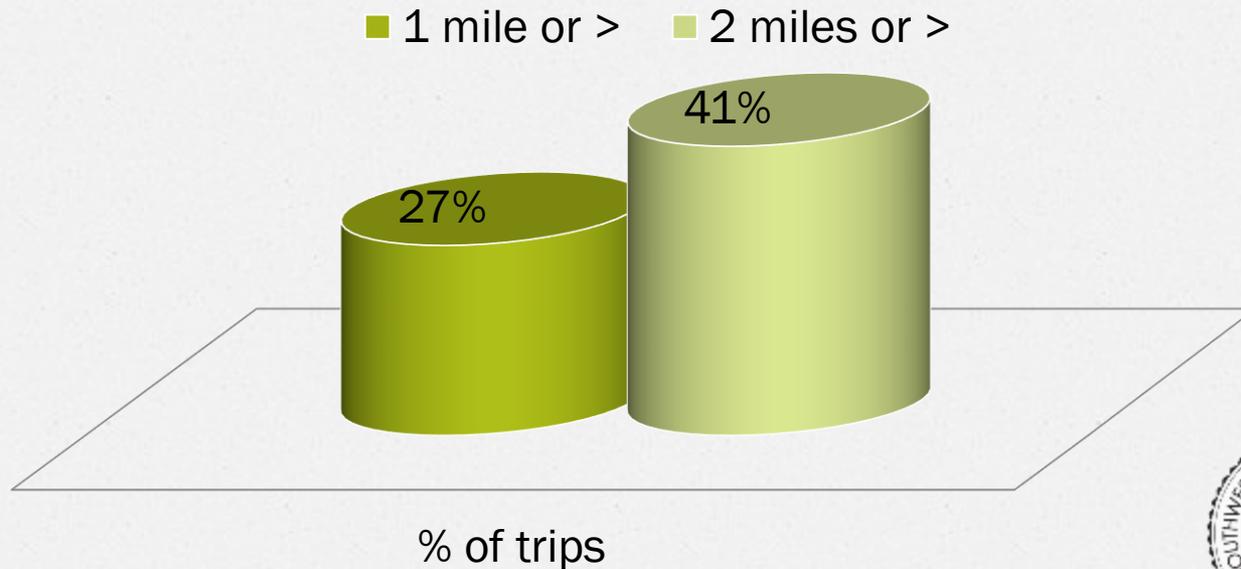
Daily, each additional hour spent **driving** is associated with a **6%** **increase** in the likelihood of **obesity**.

While, each additional kilometer **walked** is associated with a **5% reduction** in this likelihood.



Potential for Increased Walking & Cycling

2009 U.S. Trips



Why we choose to travel

Trip Type		% by Trip Type
Work		18.0%
Work Related		2.6%
Shopping	★	20.2%
Doctor & Dentist		1.5%
Family & Personal	★	24.2%
Church & School		8.8%
Social Recreational	★	24.5%
Other		0.2%

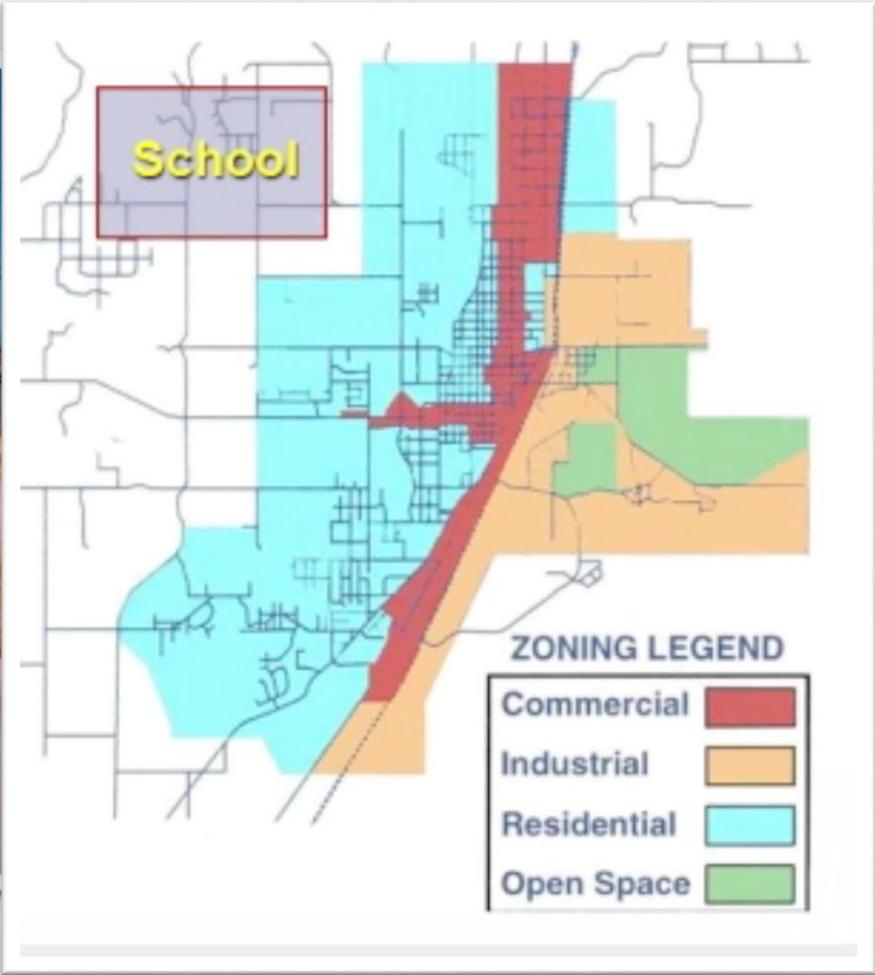
Federal Highway Administration & New York Times



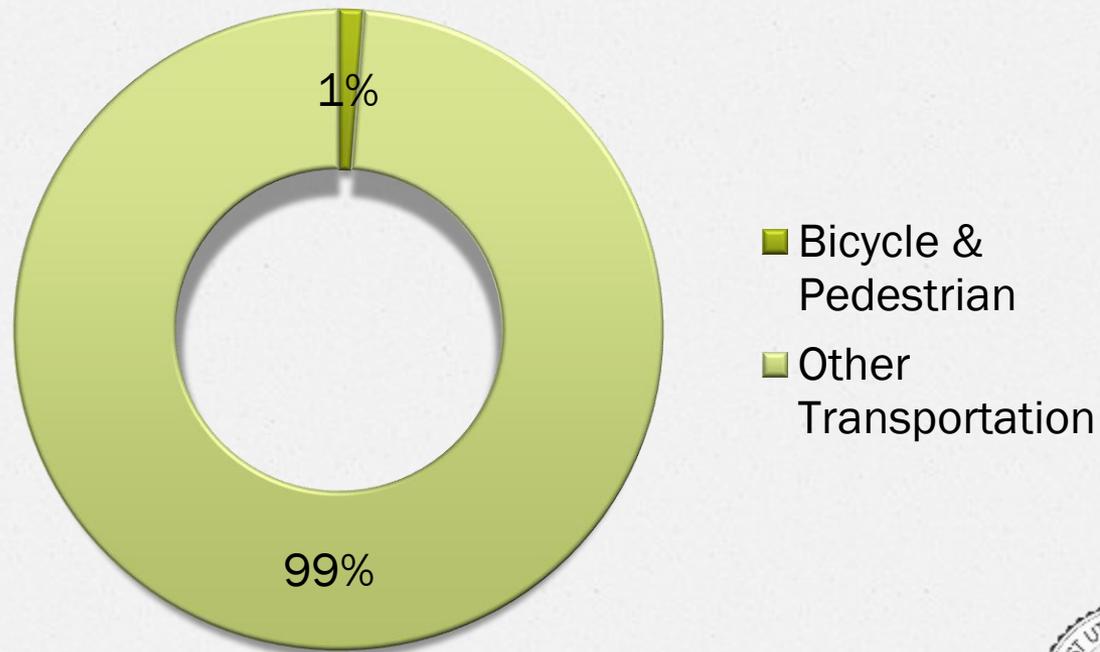
Why?

What factors are keeping people from walking or biking more in communities in the U.S.?



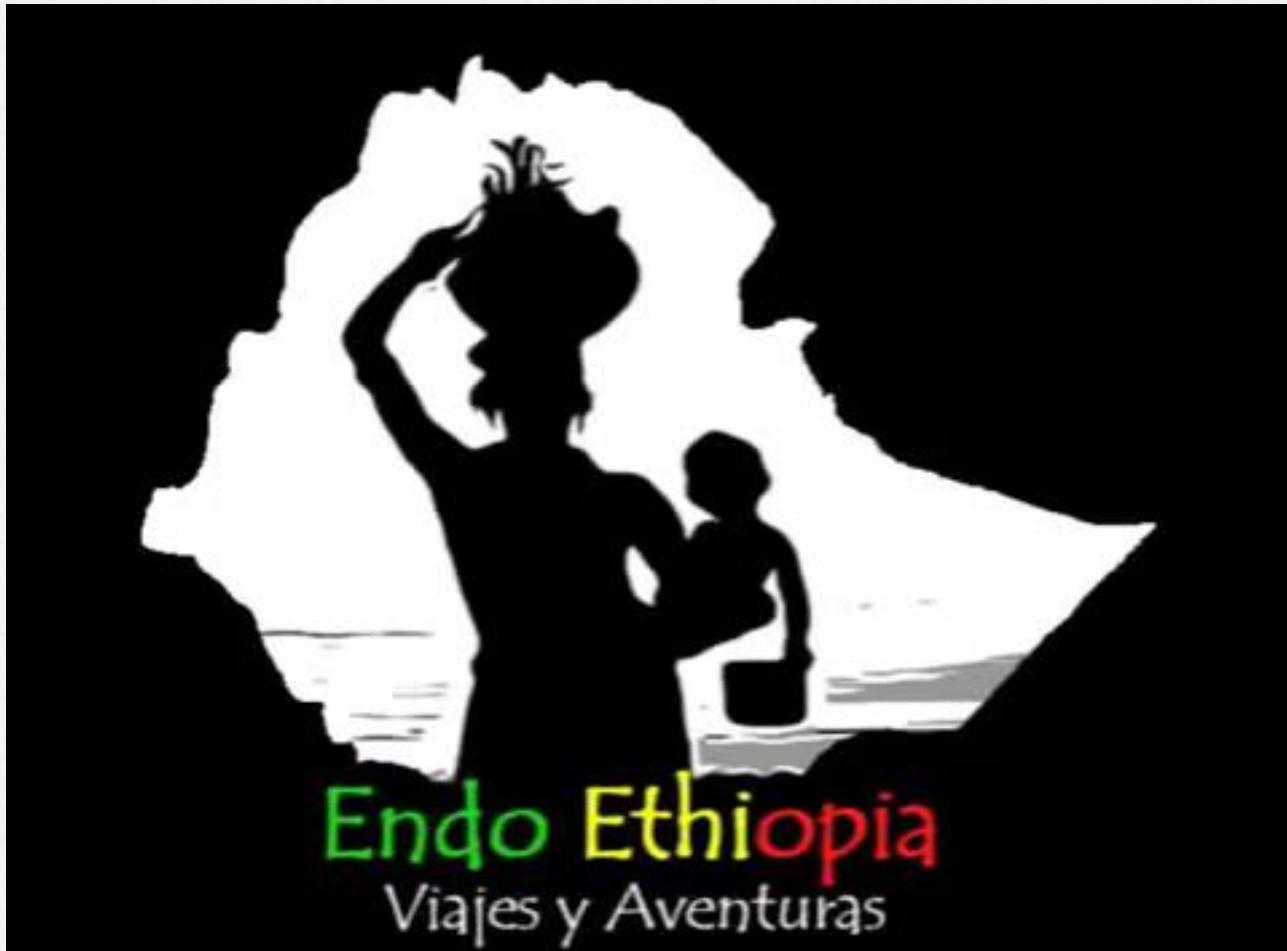


Federal Transportation Dollars



FHWA FMIS 2006-2008 Data





Endo Ethiopia
Viajes y Aventuras

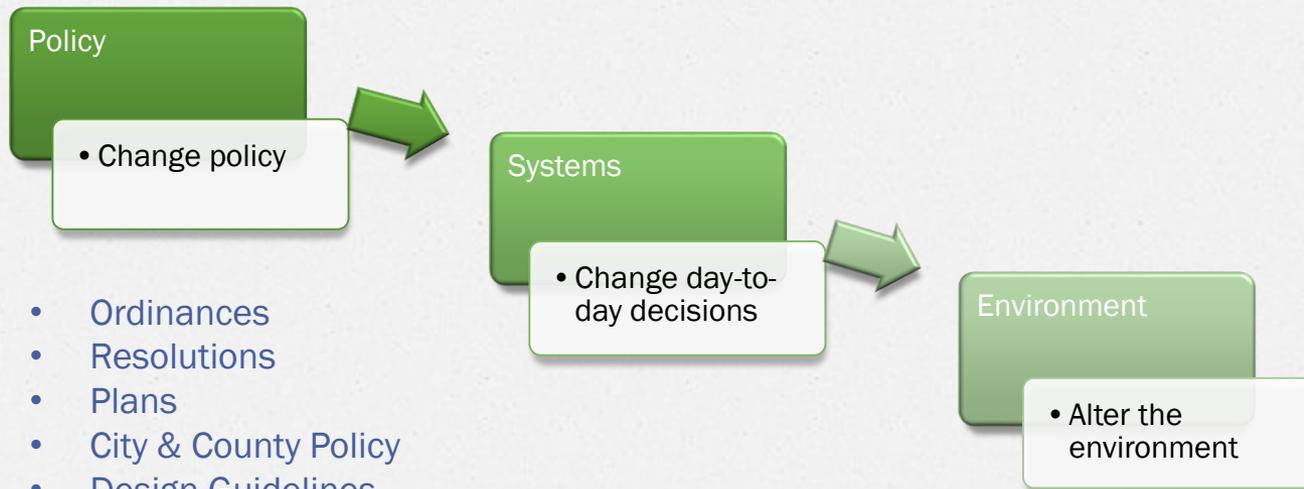


How?

What can we do to encourage and foster the principals of planning for a better future?



Policy, Systems, & Environmental Change



- Ordinances
- Resolutions
- Plans
- City & County Policy
- Design Guidelines
- Department Policy
- Executive Order
- Tax Levy
- Ballot Measure





Individual

Family

Worksite

Community



Complete Streets

- Aims to develop integrated, connected networks of streets that are safe and accessible for all people, regardless of age, ability, income, ethnicity, or chosen mode of travel.

Transforming streets from public health barriers to an asset, enabling greater return on the investment of public dollars.



Land Use

- Reducing travel demands is best achieved by changing land use policies to bring destinations closer and promoting mixed land use.
 - ✧ Parks by schools to utilize land use
 - ✧ More shopping dispersed throughout the community rather than large shopping centers
 - ✧ Community gardens



Why we choose to travel

Trip Type	% by Trip Type
Work	18.0%
Work Related	2.6%
Shopping	20.2%
Doctor & Dentist	1.5%
Family & Personal	24.2%
Church & School	8.8%
Social Recreational	24.5%
Other	0.2%



Land Use

- Reducing travel demands is best achieved by changing land use policies to bring destinations closer and promoting mixed land use.
 - ✧ Parks by schools to utilize land use
 - ✧ More shopping dispersed throughout the community rather than large shopping centers
 - ✧ Community gardens





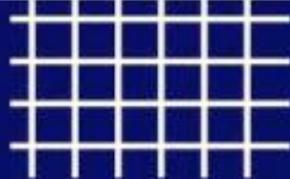
Community Gardens

Working with cities and schools to increase access to fresh fruits and vegetables.

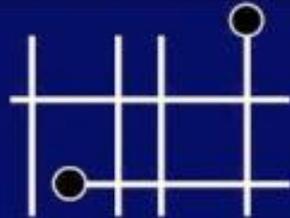


Connectivity

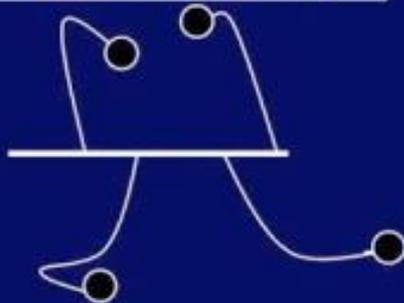
High Connectivity



Moderate Connectivity



Low Connectivity



Travel Lanes Required



ool



Road Diet



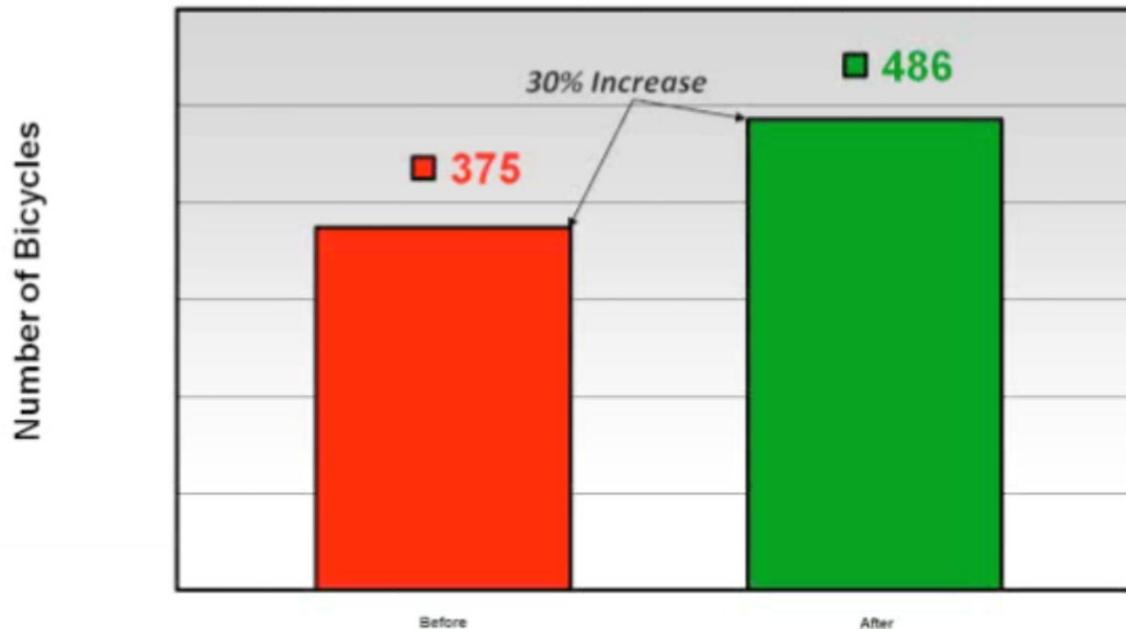
Advantages for Pedestrians

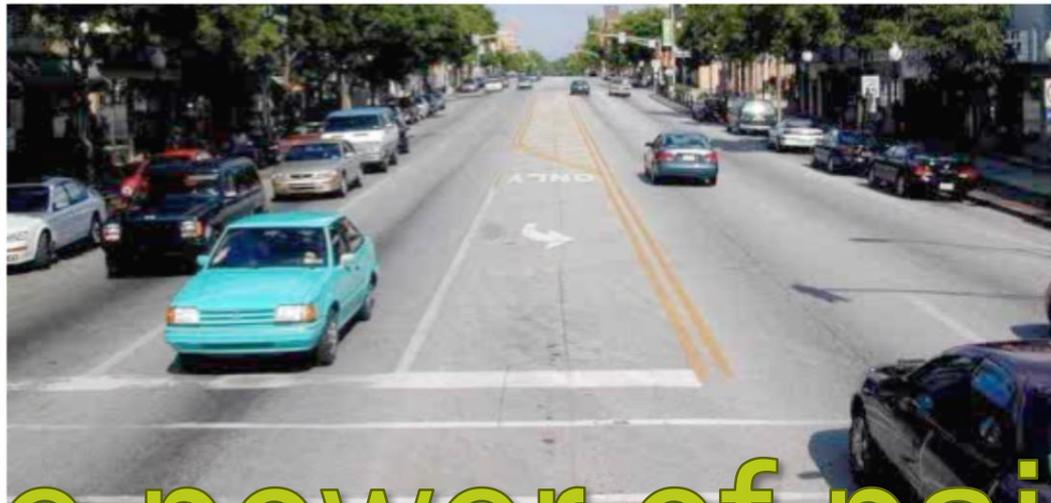
- Reclaim street for other use than moving peak hour traffic
- Reduce crossing distance
- Creates and expectation for pedestrians
- Reduce top end travel speeds
- Buffer sidewalk from travel lanes using parking or bike lanes



Other Advantages

Before/after studies: 7. Bicyclist volumes





The power of paint!



A Better Future

People will come.





Social & Mental Health

Residents of walkable communities are more likely to socially engaged and trusting, as well as reporting being happy more often.

Shannon H. Rogers, et. al., 2010





Economic Health

Lancaster California

National Complete Streets Coalition, 2012

Downtown Revitalization

→ \$10.6 million

- ▣ Pedestrian only plaza
- ▣ Wider sidewalks
- ▣ Landscaping & traffic calming

→ Return

- ▣ \$125 million in private investment
- ▣ 26% increase in sales tax
- ▣ 800 new jobs



Economic Health

National Real Estate Survey

CEO's for Cities, 2009

Complete Streets Increase Property Value

→ 15 Markets

- 1 point increase in walkability equates to a
- \$700 - \$3,000 increase



Economic Health

Walking and Bike Paths

Smith, R., 2011

- North Carolina
 - Increased property value by and estimated \$5,000
- Delaware
 - Increased property value by and estimated \$8,000



If you build it...

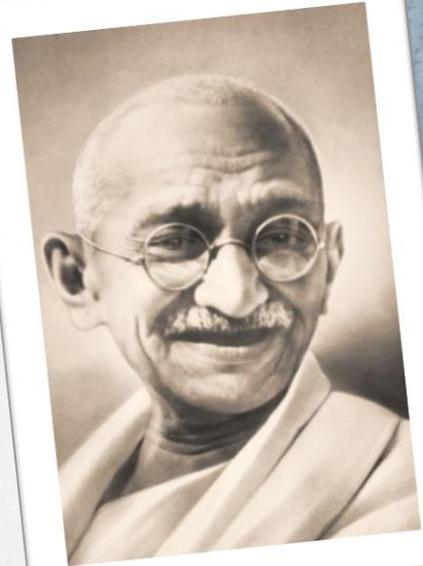




True Wealth of a Community

“It is health that is real wealth and not pieces of gold and silver.”

- Mahatma Gandhi



“The health of nations is more important than the wealth of nations.”

- Will Rogers

