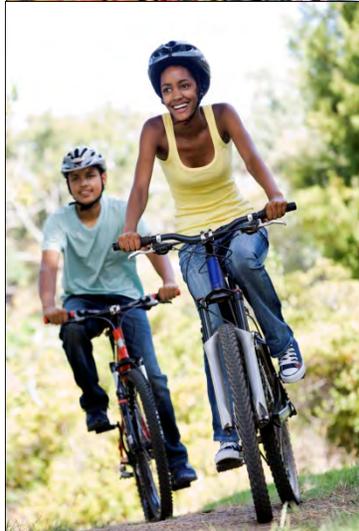


BUILT ENVIRONMENT AND HEALTH HANDBOOK



January 2011

Built Environment and Health Handbook

The Built Environment and Health Handbook is a guide that will assist planning professionals and related disciplines in creating community environments that promote and foster health. This document is meant to provide the tools and resources to further develop a relationship between land use planning, community design, the built environment and health.

This document was developed as a resource by Tri-County Health Department as part of our Communities Putting Prevention to Work (CPPW) Initiative.

Tri-County Health Department is the largest local health department in Colorado, serving 29 jurisdictions with a total population of 1.3 million. It is our mission to protect, promote and improve the health, environment and quality of life for the residents of Adams, Arapahoe and Douglas Counties.



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This handbook was developed by the following Tri-County Health Department staff: Bill Mahar, Carol Maclennan, Elizabeth Kay Marchetti, Jennifer Barbour, Keith Cooper, Matt Cunningham, Maura Proser, and Todd Hockenberry with support from Leanne Jeffers, Public Health Training Manager and Lisa Schott of the Regional Institute for Health & Environmental Leadership (RIHEL) and by Jessica Osborne, Active Community Environments Coordinator, Healthy Living Branch Colorado Department of Public Health and Environment.

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A special thank you to Tri-County staff member, Anne Childs, for her assistance with formatting and editing the handbook.

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TCHD staff can provide technical assistance on any element involving the built environment and connections to health. For example, we can assist on individual development application review, long range planning, and educational presentations. We can provide referrals to other TCHD staff resources in the Environmental Health; Nutrition; Epidemiology, Planning and Communication; and Nursing Divisions; e.g., retail food service safety, community gardens; public health data; survey design; program evaluation.

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TOOLS

The tools to assess the current conditions pertaining to the health of a community are widely available to planning professionals and city staff. This section provides a sampling of tools that can provide insight into the present state of community health and/or activity and methods to developing an approach in planning for healthy populations.

- Community Food Assessments
- Health Equity
- Walkability and Bikeability Assessments



Community Food Assessments

Definition, Purpose & Audience

A Community Food Assessment (CFA) is a systematic method to determine what kind of food environment exists in a community. “It includes the collection of various types of data to provide answers to questions about the ability of existing community resources to provide sufficient and nutritionally sound amounts of culturally acceptable foods to households in a community (USDA Community Food Security Assessment Toolkit).” A CFA can come in a variety of different formats and the purpose and audience will vary depending upon the particular needs and goals of the assessment that are to be carried out (the resources provided at the end of this section link to various options). The most common formats are checklists and interviews/surveys.

The basic steps of a CFA include researching the local food system, sharing the findings and implementing changes based on the findings. The process is intended to bring together a diverse array of stakeholders who can collaborate to carry out the assessment, an important piece that can help empower the community. While the process can take many forms, the end goal is to improve access to healthy foods for community residents.

Geographic Settings

CFAs can be carried out in urban, suburban and rural settings. Depending upon the specific CFA tool used, some indicators and questions may need to be tweaked according to context. The USDA’s Community Food Security Assessment Toolkit (link below), however, can be used in any setting with minimal adjustments.

Implementation Level

CFAs are generally designed to be carried out and implemented at the local level. They can be done by local governments or community oriented non-profits, but should always involve stakeholders from the community. Many of the recommendations that result from a CFA will be designed for local implementation, though it is possible that higher level recommendations could be generated (though these would require a much different implementation strategy).

Intended Outcomes

Policy

Possible policy outcomes could include:

- Zoning changes to allow for healthy food establishments in more locations.
- Changing codes and regulations will make community gardens, farmers markets and mobile vending (of healthy foods) easier to establish.
- Code changes that allow for greater urban agriculture and livestock (such as chickens and goats).

- Easier access to food stamps and other government assistance programs.
- Improved school wellness policies that increase access to healthy foods for students.

Systems

Conducting CFAs can help communities better understand and improve their local food systems. One result might be the creation of food policy councils that can actively engage with the food system to help determine what changes are needed. More broadly, CFAs can help lead to a more systematic approach to inclusive planning in communities, laying the foundation for residents and other stakeholders to regularly come together and address issues facing their community.

Environmental Change

Possible environmental changes may include:

- Increased availability of healthy foods in local stores.
- Increased community gardens and farmers markets.
- Community Supported Agriculture programs.

To learn more about Community Food Assessments, please visit:

- Community Food Security Assessment Toolkit:
<http://www.ers.usda.gov/Publications/EFAN02013/>
- Community Food Security Coalition – Community Food Assessment Program: http://www.foodsecurity.org/cfa_home.html
- National Cancer Institute – Measures of the Food Environment:
<https://riskfactor.cancer.gov/mfe>
- Community Healthy Living Index (includes physical activity as well as healthy eating): www.ymca.net/communityhealthylivingindex

This information is provided by Matt Cunningham, TCHD Built Environment Specialist.

CPPW Grantee Considerations to Effectively Address Health Disparities

Health disparities are preventable differences in the burden of disease, injury and violence, or opportunities to achieve optimal health experienced by socially disadvantaged racial, ethnic, and other populations, groups and communities. These disparities are inequitable and are directly related to the historical and current unequal distribution of social, political, economic, and environmental resources. Populations can be defined by factors such as race or ethnicity, gender, education or income, disability, geographic location (e.g., rural or urban), or sexual orientation.

(CDC. Community Health and Program Services (CHAPS): Health Disparities among Racial/Ethnic Populations. Atlanta: U.S. Department of Health and Human Services; 2008)

Addressing health disparities requires familiarity with the demographic make-up of the community to be served. Awareness of the community's diversity enables the proposed activities to be implemented in a culturally competent manner and address the residents' various needs.

The most recent demographic information (American Community Survey rather than 2000 Census data) should be thoroughly reviewed and taken into consideration with regards to:

- Race
- Ethnicity
- Gender
- Age
- Disability status
- Preferred language
- Socioeconomic status

According to State of Colorado Best Practices in Cultural Competence, there are five essential elements that contribute to a system's ability to become more culturally competent. The system should:

- Value diversity
- Have the capacity for cultural self-assessment
- Be conscious of the "dynamics" inherent when cultures interact
- Institutionalize cultural knowledge
- Develop adaptations to service delivery reflecting an understanding of diversity between and within cultures

These five elements must be manifested in every level of the service delivery system and should be reflected in attitudes, structures, policies, and services. Successfully implementing culturally competent interventions requires consideration of the challenges and assets of each community.

Output/Deliverable	Considerations	Resources
Soliciting Community Input via Public Meetings	<ul style="list-style-type: none"> • Are interpreters available for meetings? • Will there be simultaneous interpretation or separate monolingual meetings? <ul style="list-style-type: none"> • Are sign language interpreters available? • Will there be multiple meeting times? • Will childcare be provided? • Will there be incentives for attendance? 	<ul style="list-style-type: none"> • Asian Pacific Development Center (APDC) Interpreter's Bank www.apdc.org
Soliciting Community Input via Surveys	<ul style="list-style-type: none"> • Will they be available in multiple languages? • Are they written at the appropriate reading level? 	<ul style="list-style-type: none"> • The Spring Institute • APDC
Soliciting Community Input via Focus Groups	<ul style="list-style-type: none"> • Will there be separate meetings based on language as needed? • Where and how will participants be recruited? • Will there be a stipend provided to participants? • Will childcare be provided? 	<ul style="list-style-type: none"> • CREA Results
Leadership Teams/ Community Coalitions	<ul style="list-style-type: none"> • Is there diverse representation from appropriate community groups? (Racial/ethnic, disability, low income, etc.) • Are interpreters available for meetings as appropriate? 	<ul style="list-style-type: none"> • The Spring Institute • APDC Interpreter's Bank
Promotional Activities	<ul style="list-style-type: none"> • Are marketing and promotional materials linguistically appropriate? • Are they planning to serve food that is culturally appropriate? 	
Community Gardens	<ul style="list-style-type: none"> • Are gardening training, instruction, classes and signage linguistically appropriate? <ul style="list-style-type: none"> • Are bilingual community members available to lead classes and trainings? • Is the location accessible by those without a car? • Public transportation? Walking? Biking? • Will there be culturally appropriate fruits and vegetables planted? • Is it wheelchair accessible? 	<ul style="list-style-type: none"> • American Disability Association (ADA) www.ada.gov • See page seven of the <i>Rangevue Library District Proposal</i> • Denver Urban Gardens www.dug.org
Walking/Biking Paths	<ul style="list-style-type: none"> • Is it wheelchair accessible? • Are signs and maps linguistically appropriate? 	<ul style="list-style-type: none"> • ADA www.ada.gov • NW Aurora Bicycle and Pedestrian Master Plan

This information is provided courtesy of Keith Cooper, TCHD Health Disparities Coordinator.

Walkability and Bikeability Assessments

Definition, Purpose & Audience

“Walking and bicycling audits, sometimes called assessments, are processes that involve the systematic gathering of data about environmental conditions (social, built and natural) that affect walking and bicycling.



Walking and bicycling audits provide community stakeholders (parents, children, school staff, public works or traffic department staff, local engineers or planners, and law enforcement) with the information they need to effectively analyze the design and condition of the transportation network and are typically performed by personnel with experience in pedestrian and bicycle issues or training on the specific audit tool used.”

While specific walking and bicycling audit tools vary, some common elements include:

- Street lighting
- Sidewalk width and condition
- Street crossings
- Parking, on-and off-street
- Traffic volume
- Presence of bicycle lanes
- Topography
- Presence of dogs, trash, and debris
- Building placement
- Presence of landscaping

Geographic Settings

Walking and bicycling audits are appropriate in any geographic setting, whether urban, suburban or rural. Similar assessment questions are likely to be used for each.

Implementation Level

Walking and bicycling audits are implemented locally, and usually take either a narrow, street level focus or a broader, neighborhood level focus. Collecting information on the details of the individual street segments that comprise a route or network will provide a detailed and comprehensive assessment, but may require more intensive training, data collection, and analysis while information collected at the neighborhood level provides an overview of walkability and bikeability throughout a network but may not allow for pin-pointing specific areas along a route that are problematic (National Center for SRTS).

Intended Outcomes

Walking and bicycling audits do not directly lead to policy, systems, or environmental changes. However, they often inform the appropriate use of other more comprehensive tools, such as Safe Routes to School, Complete Streets, Health Impact Assessments and others. Generally speaking, the intended outcomes of walking and bicycling audits are:

- Identify areas conducive to walking and cycling,
- Identify areas where changes are needed, and
- Inform the solutions chosen to make change.

(National Center for SRTS)

Two sets of walkability and bikeability assessments have been used locally. The non-profit Partnerships for Healthy Communities developed the first as part of a larger process of partner engagement and community organizing around healthy behaviors. The City of Aurora developed the second set in coordination with Tri-County Health Department's Nutrition Division to gather residents' input for the Northwest Aurora Bicycle and Pedestrian Plan. Both sets of assessments are in English and Spanish and are included in the Additional Information section.

This information is provided by Lisa Schott of the Regional Institute for Health & Environmental Leadership, National Center for SRTS, and Walkable and Livable Communities Institute, Inc.

RESOURCES

There are numerous resources that can assist in efforts to develop healthy and active communities. The resources in this section include a variety of programs, public outreach methods and techniques that will assist in planning for healthy communities. Many resources are specifically designed to achieve an understanding of the health of a community—where it excels and where improvements can be made.

- Bicycle and Traffic Counters
- Community Asset Mapping using Geographic Information Systems (GIS)
- Complete Streets
- Health Impact Assessment
- Healthy Development Measurement Tool
- Meeting in a Box
- Photovoice
- Rubber Band Planning
- Healthy School Sites
- Safe Routes to School
- Sustainable Community Development Code: Rocky Mountain Land Institute



Bicycle & Pedestrian Electronic Traffic Counters

Definition, Purpose, & Audience

Electronic counters are mobile devices that use electronic sensors to count the number of pedestrians and/or bicyclists who pass over a specific location. They can gather both continuous count and direction of travel data, which can be downloaded remotely. Electronic counters have broad application—they can be mounted on sidewalks or trails, or embedded in roadway pavements.



Automatic counters are employed to allow data driven decisions for creating more active travel options that result in higher levels of bicycling and walking. Different audiences have complimentary reasons for pursuing this goal. The Colorado Department of Transportation (CDOT) began using them to reduce congestion and improve air quality. CDOT hopes to see more people walk and bike, particularly for trips of five miles or less. Health agencies want to see more human-powered travel to reduce chronic disease and obesity. Bicycle and pedestrian advocates and policy makers may support the development of balanced transportation systems for environmental, health and economic reasons.

CDOT is a national leader in the use of electronic bicycle and pedestrian counters. It currently has eight continuous counters around the state: six on trails and two on roadways. In addition to the continuous counts, CDOT is also managing five short-duration counters that are rotating around the state. Since June, 2010 the agency has collected data in 15 communities, some having multiple locations.

By placing counters in various locations, CDOT will examine traffic patterns that until recently were only performed for motorized traffic. The counts will also help measure whether or not usage increases in areas where there have been improvements in the infrastructure.

By recording bicycle and pedestrian activity on a 24-hour, 7-day a week basis, CDOT mirrors the way the agency counts motorized traffic. This provides CDOT the information necessary to analyze and determine usage and need, and whether usage increases in areas where infrastructure improvements have been made. Without counter data, transportation agencies can only guess at those outcomes.

Geographic Settings

Counters can be used in urban, suburban and rural settings.

Implementation Level

Counters are used at the local level.

- In 2010, the City of Aurora began updating its Bicycle and Pedestrian Plan with grant funds from Tri-County Health Department's Communities Putting Prevention to Work grant. They will use electronic counter data as an evaluation tool to recommend master plan policy changes for identifying and prioritizing new bicycle and pedestrian facilities.
- CDOT analyzed counter data on a high-volume usage on a trail along a state highway. Results showed that bicyclists continued to commute on the trail even in bad weather, as soon as snow was removed. CDOT has since changed its snow clearance policy, removing snow from the trail beginning 24 hours after the last snowflake drops.

Intended Outcomes

Policy

- Counters are installed locally, but creation of a database of local information can eventually influence policy decisions about bicycle and pedestrian systems at the local, state and national levels.

System

- If use of electronic bicycle and pedestrian counters becomes the norm, the practice can lead to system wide changes in transportation planning and funding.

Environmental

- Counter data can result in the construction of more bicycle and pedestrian facilities that are also safer and more widely used.

This information is provided by Betsy Jacobsen of CDOT's Bicycle and Pedestrian Traffic Counting Program. To learn more, please contact Betsy Jacobsen, 303.757.9962 or Betsy.Jacobsen@dot.state.co.us or Liz Stolz, 303.757.9495, or Elizabeth.Stolz@dot.state.co.us.

Community Asset Mapping using Geographic Information Systems (GIS)

Definition, Purpose & Audience

Community Asset Mapping provides a shared inventory of the valued aspects of a community's built environment. In doing so, it also provides the foundation for assessing gaps and making community improvements. Asset mapping using geographic information systems (GIS) in healthy eating and active living research and evaluation is a proven method for communities to identify, analyze, describe and document geographic features and community assets of importance.

GIS can illustrate inequitable distributions of food access across low-income communities, and the lack of infrastructure for safe walking, biking, and outdoor recreation. In recent years, GIS has become a vital tool to detail the full landscape of a community's built environment, from fast food outlets, grocery stores and farmers markets to park entrances, walking routes to schools and transit infrastructure. As spatial datasets have become more robust and detailed, they are being used to map low-income communities to increase their access to nutritious food and opportunities for physical activity.

To this end, GIS is a very useful tool that can inform community stakeholders, planners and researchers to determine where infrastructure inequities exist and focus on specific areas.

Implementation Level

Local

Community Asset Mapping in (HEAL) research has been successfully implemented at the local level.

Examples of this include:

- Community Health Partnership: Multnomah County, Oregon
- Healthy Kids, Healthy Communities: Jacksonville, Florida
- Camden County (NC) Fit Together Project
- Eat Smart, Move More Colleton County, South Carolina

State and National

Large scale mapping projects to identify community assets may be too cumbersome and detailed to be a viable project. However, some websites exist that provide an interactive mapping tool that can help in community asset identification.

- Network for a Healthy California - GIS Map Viewer
- The Reinvestment Fund – Policy Map
- USDA – Your Food Environment Atlas

Intended Outcomes

Policy

Informing policy makers and program development using GIS has been proven to be a very useful tool. By visually displaying community features and what each community considers assets, policy makers are better equipped to make decisions, enhance partnerships and identify potential sources for collaboration. Maps and GIS in general also help enable policy makers to ask new questions and better strategize and promote their agendas. This process is likely to result in more robust and health-supporting policies.

Systems

GIS has become an integral part of many local governments. When used for (HEAL) research, policy makers are better informed to make system changes because key aspects of their communities are identified.

Environmental

Community asset mapping is an intersection of urban planning, identifying health determinants and community needs. It helps identify areas of our built environment to focus funding, such as those that lack infrastructure to promote safe walking, biking, and outdoor recreation.

This information is provided courtesy of Todd Hockenberry, TCHD Geographic Information Systems (GIS) Coordinator.

Complete Streets

Definition, Purpose & Audience

“Complete Streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street.

Creating complete streets means transportation agencies must change their orientation toward building primarily for cars. Instituting a complete streets policy ensures that transportation agencies routinely design and operate the entire right of way to enable safe access for all users. Places with complete streets policies are making sure that their streets and roads work for drivers, transit users, pedestrians, and bicyclists, as well as for older people, children, and people with disabilities (National Complete Streets Coalition FAQ).”

Complete Streets policies improve safety, encourage walking and bicycling for health, address climate change and oil dependence, and foster strong communities.

Before



After



Geographic Settings

Complete Streets can be applied in urban, suburban, and rural settings, but will look very different in each based on the unique physical characteristics of the setting and specific needs of its users. In all cases, complete streets “are designed to balance safety and convenience for everyone using the road (National Complete Streets Coalition FAQ).”

Urban: “Here, the pedestrian environment is improved with wide sidewalks, curb bulb-outs, and pedestrian traffic signals. Motorists have plenty of on-street parking and the wide lanes allow trucks and buses to pass through comfortably. Cyclists can easily share the lane with automobiles (National Complete Street Coalition FAQ).”



Suburban: “This suburban road features a sidewalk on just one side, accommodating the neighborhood pedestrians. Cyclists and motorists can share the travel lane, as speeds are slow and traffic levels are low (National Complete Streets Coalition FAQ).”

Rural: “The paved shoulders on this rural lane easily accommodate the anticipated levels of pedestrian and bicyclist use (National Complete Streets Coalition FAQ).”



Implementation Level

Across the nation, 175 jurisdictions have adopted Complete Streets policies or have made written commitment to do so. Seven policies exist in Colorado, including one at the state level and six at the local level (National Complete Streets Coalition Atlas).

Local

- Colorado Springs, CO – Complete Streets Amendment to the Intermodal Transportation Plan
- Basalt, CO – Complete Streets design
- Boulder, CO – Transportation Master Plan
- Golden, CO – Resolution No. 2059
- Fort Collins, CO – Master Street Plan
- La Plata County, CO – Resolution No. 2007-33 (National Complete Streets Coalition Atlas)

State

- State of Colorado – Colorado Statutes 43-1-120 (HB 1147) (National Complete Street Coalition Atlas)

Intended Outcomes

Policy

Complete Streets can take many forms including:

- Ordinances and resolutions
- Rewrites of design manual
- Inclusion in comprehensive plans
- Internal memos from directors of transportation agencies
- Executive order from elected officials such as Mayors or Governors

Systems

- Complete Streets can create transportation systems change such that roadway capacity is no longer thought of solely in terms of vehicular capacity, but rather in terms of person capacity.

Environmental

- When implemented successfully, Complete Streets policies lead to environmental changes. Examples include, but are not limited to:
 - Sidewalks
 - Bike lanes (or wide paved shoulder)
 - Special bus lanes
 - Comfortable and accessible transit stops
 - Frequent cross opportunities
 - Median islands, accessible pedestrian signals
 - Curb extensions
 - Raised crosswalks
 - Sidewalk bulb-outs

To learn more about Complete Streets and the National Complete Streets Coalition, please visit www.completestreets.org.

This information is provided by Lisa Schott of the Regional Institute for Health & Environmental Leadership.

Health Impact Assessment

Definition, Purpose, and Audience

Health Impact Assessment (HIA) is a process for objectively evaluating the potential health consequences of a proposed policy, program or project on a population. It is used to raise decision-makers' awareness of possible health impacts for any type of project, but particularly those such as land use and transportation planning, that are often considered outside the realm of public health. Because HIAs look at the distribution of impacts across demographic groups, they are especially useful in improving community engagement and addressing the needs of underserved groups.

The purpose of an HIA is to give policy makers and officials evidence-based recommendations for consideration before they adopt a policy or decide to build a project. HIA recommendations can provide them practical strategies for increasing health benefits and minimizing adverse health effects of a project.

There are several types of HIAs. Rapid or desktop HIAs can be done within a few weeks, while comprehensive HIAs are more time and resource intensive and may take several months to complete. The first step in an HIA is scoping, which is a process to determine whether an HIA is appropriate for the project under consideration. A helpful resource to use for scoping and as a framework for conducting HIAs is the Healthy Development Measurement Tool.

Geographic Settings

HIAs are appropriate for all settings.

Urban

- Trenton, N.J: Plan for revitalization for area farmers markets
- Atlanta, GA: Beltline transit, trail and parks project
- Minneapolis, MN: Redevelopment of blighted urban corridor
- Commerce City, CO: Sub-area plan for the Derby District

Suburban

- Natomas Unified School District, suburb of Sacramento, CA: Safe Routes to School Program

Rural

- Garfield County, CO: Proposed gas drilling activities

Implementation Level

HIA is relatively new to the United States. As of the end of 2010, just over 100 have been completed here. Most of the U.S. HIAs have been conducted at the local or regional level.

Local

- Decatur, Georgia: Plan for a citywide multi-modal transportation system
- Oakland, CA: Project to develop 54 low-income senior housing units and new retail services
- Taylor County, FL: Proposed coal-fired power plant
- City and County of Denver, CO: Denver Housing Authority Lincoln Park Housing Project
- Commerce City, CO: Derby Redevelopment

State

- Massachusetts: Policy on eligibility for housing vouchers for low-income families

National

- 2002 Federal Farm Bill: Federal policy on farm subsidies, rural development and land conservation

Intended Outcomes

Because of its flexibility and potential breadth, HIAs can result in favorable impacts across the health spectrum. Below are examples of how HIAs have been utilized:

Policy

- Master plan policies
- Code revisions
- Adoption of statutes or ordinances

E.g., the (San Francisco) Eastern Neighborhoods Community HIA looked at plans for rezoning three contiguous neighborhoods. Based on the HIA recommendations, the planning commission adopted an ordinance and incorporated multiple health-supportive policies into the area plans.

Systems

- Routine involvement of health agencies in built environment decision-making
- Development and tracking community health indicators

E.g., as a result of the Denver, CO Lincoln Park Housing Project HIA, the Denver Housing Authority customized a health measurement tool that contains indicators and metrics. This tool will be used to design future projects.

Environmental Change

- Construction of safe and convenient bicycle, pedestrian and transit systems
- Building parks, trails, open space and recreation facilities within easy access of all residents
- Increasing the amount of affordable housing in neighborhoods with amenities and services

E.g., based on recommendations of the San Francisco Rincon Hill Area Plan, decision-makers directed the developer to increase and change the location of the project's affordable housing, and created a community impact fund for community services and infrastructure.

To learn more about HIAs, please visit:

- Health Impact Assessment: Derby Redevelopment, Commerce City, Colorado http://www.tchd.org/pdfs/hia_final.pdf
- National Association of County and City Health Officials site [Health Impact Assessment \(HIA\) | NACCHO](#)
- American Planning Association, on line HIA training [American Planning Association, HIA - Bing](#)
- Centers for Disease Control and Prevention [CDC - Healthy Places - Health impact assessment \(HIA\)](#)

This information is provided by Carol MacLennan, TCHD Environmental Health Policy Coordinator.

Healthy Development Measurement Tool

Definition, Purpose & Audience

The Healthy Development Measurement Tool (HDMT) is “a comprehensive evaluation metric to consider health needs in urban development plans and projects” (San Francisco Department of Public Health, 2006). It is intended to analyze the potential positive and negative health impacts of proposed development related to the social and physical environment. The tool is designed to address issues such as obesity, cardiovascular problems, asthma, diabetes, accidents and injuries, lack of quality public space, environmental issues such as polluted air and water, and poor housing conditions.

The intent of the HDMT is to encompass the wide variety of factors that can influence health through the built environment. It is composed of three primary components: 1) a Community Health Indicator System, 2) a “Healthy Development” Checklist, and 3) a Menu of Policies and Design Strategies. The indicator system encompasses over 100 indicators of social, economic, and environmental conditions that are used to evaluate baseline conditions in the area under review. These data can be reviewed over time to track performance and they can be mapped to allow comparison between neighborhoods to highlight disparities and drive investment and attention to where it is needed most. The checklist contains targets corresponding with each indicator that are used to determine whether plans, policies, or developments will achieve the stated health goals. The menu of policies and strategies is a list of potential actions that can be taken to achieve the health objectives.

Geographic Settings

- “Primarily geared towards large-scale residential or mixed-use residential development projects.” (www.thehdm.org)
- “While the HDMT may be applied to development at all scales, not all criteria may be applicable to a specific project.” (www.thehdm.org)
- The HDMT can also be applied to comprehensive and area plans, bicycle and pedestrians plans, and incorporated into health impact assessments.

Urban

- The HDMT was developed in an urban setting and is calibrated for urban land use patterns.

Suburban/Rural

- The checklist can be easily adapted to fit other types of land use patterns. Many of the items are useful in a variety of settings, but the metrics and indicators may need to be adjusted to reflect the context of application.

Implementation Level

The HDMT is typically implemented at the local level. It can be done by a variety of organizations, including:

- Public agencies (e.g. Planning, Public Health, Parks & Recreation, Public Works)
- Neighborhood organizations
- Developers

Intended Outcomes

Policy

- The HDMT can lead to a variety of policy changes in zoning and building codes, design guidelines, plan documents and capital fund allocations.
- Throughout the checklist, examples are provided from San Francisco codes that can help in the formation of policy changes.

Systems

- Using the HDMT can lead to sustained incorporation of health concerns into a community's planning and development processes.

Environmental Change

- There are many different environmental changes that can result from applying the HDMT:
 - Bicycle and pedestrian infrastructure
 - Parks, trails and recreational facilities
 - Transit improvements
 - Affordable housing
 - Access to community amenities such as educational and cultural facilities, health care, public spaces and daily goods and services
 - Decreased pollution

To learn more about The Healthy Development Measurement Tool, please visit: www.thehdmt.org.

This information is provided by Matt Cunningham, TCHD Built Environment Specialist.

Meeting in a Box

Definition, Purpose & Audience

Meeting in a Bag (or Box) is a bag or box filled with all the materials and instructions required for a person to host and facilitate a public input meeting at their home for friends and neighbors. This method for gathering community input encourages participation from those who don't have the time or desire to attend a traditional, evening, or public outreach meeting. It helps ensure that more people's voices are included in the community planning discussion and is particularly well-suited to discussions around community values and vision.

The audience is broad; adult and youth residents of the community could host or attend a meeting.

Geographic Settings

Urban

- The example of the success by the City of Spokane, Washington (over 2,500 people participating in more than 100 meetings in 1996!) may indicate that an urban setting will generate the most successful results. More residents with greater access to more neighbors may be the ideal.

Suburban

- This setting is certainly appropriate and can be successful though attendance numbers may be less than in urban settings.

Rural

- This setting presents the greatest challenge to local planners. Early outreach to invite community leaders to host some meetings may be necessary to ensure a meaningful number of attendees.

Implementation Level

Local

- Austin Texas: Imagine Austin Comprehensive Plan
- Roswell, Georgia: 2030 Comprehensive Plan
- Branson, Missouri: Community Plan 2030 Branson Comprehensive Plan
- Douglas County, Colorado: 2030 Comprehensive Master Plan

State and National

It is not clear whether a state or national agency has attempted to gather public input through this method.

Intended Outcomes

Policy

- Community input gathered this way can certainly lead to policy change if planners are allowed to synthesize verbatim comments into policy statements that are incorporated into a policy document.

Systems

- If a community implements its various policy document, then community input can lead to systems change within a variety of public institutions. The policy changes could be the impetus for revisions to zoning and subdivision regulations as well as roadway design manuals.

Environmental Change

- When elected officials enforce their regulations, which have their basis in the community's vision and values, then the built environment will reflect those values.

This information is provided by Elizabeth Kay Marchetti, TCHD Built Environment Policy Coordinator.

Photovoice

Definition, Purpose & Audience

Photovoice is a community-based participatory technique that uses documentary photography to catalyze policy and environmental change. Participants receive training on photography, ethics, critical discussion and policy advocacy. They are given cameras and instructed to take pictures that represent their ideas, thoughts, or feelings about particular issues in their communities. After facilitated dialogue about the meaning of the resulting pictures and what can be done, photographers write captions on their pictures. The photos are then ready to be shared with stakeholders or decision makers to advocate for change. Compelling themes often emerge that greatly increase the visibility of issues, ensuring that they are addressed. Some recent projects have actively involved policy makers in the process. For example, they have been asked to suggest forums for display and discussion of the photography.



Photo provided by LiveWell Commerce City

Photo taken by a Commerce City resident during a public outreach process that utilized Photovoice.

Their caption read, “Where are the children? Could they be frightened by the gang activity? An otherwise beautiful park is scarred by graffiti on the tree – and what it signals to families in the neighborhood.”

Photovoice has been successfully employed by both youth and adults on a broad range of topics, including public health. It is a creative way to give voice to community members who might not otherwise have the opportunity to engage with their policy makers in discussions about important community issues.

The Kaiser Permanente Community Health Initiative has used Photovoice in five states where it is supporting “Healthy Eating and Active Living” projects. Many of the examples below are Colorado projects funded directly by Kaiser Permanente or through LiveWell Colorado.

Geographic Settings

Photovoice is appropriate in any setting.

Urban

- Denver, CO: Park Hill Thriving Communities
- Denver, CO: Lincoln Park
- Commerce City, CO: Derby District, LiveWell Commerce City
- Colorado Springs and Pueblo, CO: LiveWell Colorado

Suburban

- Steamboat Springs, CO: LiveWell NW Colorado
- Fresno, Kings, Madera and Kern Counties, Central California: Regional Obesity Prevention Program

Rural

- Bent County, CO: LiveWell Bent County

Implementation Level

Photovoice is particularly suited to community scale projects. However, input gleaned from community projects can be combined to affect policies on regional or state levels.

Intended Outcomes

Policy

- A Photovoice project in process will inform recommended policies for the LiveWell Colorado Built Environment Blueprint. Bent County, Pueblo, Colorado Springs and NW Colorado Photovoice results will be used to help address the distinctive needs of urban, suburban, rural and resort town settings.
- The Bent County Photovoice Project provided input to support the development of its Comprehensive Plan.

Systems

- Issues highlighted by the two Denver Photovoice projects focused the city on food access concerns, resulting in the launch of a citywide initiative to address the issue.

Environmental Change

- The Park Hill Thriving Communities Photovoice project was instrumental in the recent construction of Axum Park in an underserved area of the neighborhood.
- Bent County's Photovoice project is supporting the county's Safe Routes to School application for infrastructure improvements.

This information is provided courtesy of Sage Health Consulting, LLC
www.sagehealthconsulting.com

To learn more about Photovoice, please visit:

Our Stories - Photovoice | Kaiser Permanente Community Benefit:
https://info.kp.org/communitybenefit/html/our_stories/global/our_stories_4.html

Rubber Band Planning

Definition, Purpose & Audience

Rubber Band Planning is a hands-on, visual technique that engages community members in the local planning process. It is used to help communities set priorities for funding infrastructure such as sidewalks, crossing, streetscapes and other treatments to improve walkability. Participants pin lengths of string on large maps of their neighborhoods that show residential streets and important features such as schools, shops, parks, etc. The pins determine the actual route that a person would take from his neighborhood to the nearest destination of specific land uses. Markers are then used to draw lines on the overlapping layers of string. Strong lines will appear when all the markings have been done and the pins removed. The lines with the greatest dimensions indicate areas of greatest need for improvements.

This exercise has several benefits:

- It is a fun approach to community involvement.
- It can be used by virtually anyone, regardless of language, ability or age. It may be particularly effective for school-aged children, who sometimes provide the richest information because their neighborhood is their world.
- It gives accurate results, increasing the likelihood that capital investments will be money well spent.
- It is inexpensive.
- It builds community buy-in to the planning process.

Geographic Settings

This technique is appropriate for urban and suburban locations, where residential neighborhoods are within walking distance – a few blocks to two miles – from common destinations.

Implementation Level

Rubber band planning can only be used locally.

Intended Outcomes

Policy

- Data from rubber band planning sessions can support the development of transportation plan policies relating to walking, bicycling, traffic calming, etc.

Systems

- This technique could become a standard public involvement tool if it yields effective results in terms of cost-effective investments that garner community support.

Environmental Change

- The technique can direct funds to needed infrastructure improvements.

To learn more about rubber band planning, please visit:

http://docs.mvrpc.org/wcw/1_Walkability2007_1A_comprsd.pdf

This information is provided by Carol MacLennan, TCHD Environmental Health Policy Coordinator.

Healthy School Sites

Definition, Purpose & Audience

A healthy school site involves many factors including how it relates to the community. The spaces outside of schools should have quality breathing environments, safe play equipment, non-toxic surfaces, and systematic transportation areas to encourage young people to explore, play, and learn in the outdoor environments. The purpose is to ensure that the healthy interior environment is complemented and supported by the exterior environment. The audience is a combination of: the students who engage with the space; the educators who are stewards of, and work in, the space; and the parents and community members who rely upon the space to be safe and accessible.

Geographic Settings

Urban – Dora Moore K-8 School, Denver, CO

Previously, there were very few people who used this area, now a learning landscape. After the renovations to this small urban space, the school grounds are vibrant with color and always have children (and adults!) sharing the large turf field and separate areas for each age group. The younger kids are safe behind a fence, while the older children have a bit more room. The entire area has:

- A very tall perimeter fence on three sides as a buffer to high volume streets.
- Side exits from the enclosed landscape so that children do not exit onto the street, but rather next to the building, about twenty feet from the sidewalk.
- A landscaped buffer between the school sidewalk and the public sidewalk, which creates a safe zone so that children do not exit the play area directly next to a busy street.

This landscape is open to the public, which has worked out positively for the school. It is used consistently by all types of user groups and is an example of “eyes on the street” advocated by author Jane Jacobs.

The entrance of the school is south facing, thereby reducing the build-up of snow and ice, greatly reducing accidents.



Source: Denver Public Schools

Suburban – Clear Sky Elementary School, Castle Rock, CO

The synthetic turf field at this location makes it ideal for use year-round. The turf is:

- Grass-like in feel, yet quickly absorbs rain and melts snow in the winter.
- Does not harden or have the possibility of being overused, dried out or reduced to soil.
- Has a longer lifespan and is softer for children to play on than sod.

Though there has been some concern regarding the amount of heat emanating from the turf on a hot day, this has typically not been a problem.

Another significant landscape component is the species of the trees, shrubs and perennials that:

- Reduce water use.
- Are low-allergen producers because they do not require bees for pollination.
- Do not have thorns or poisonous parts.
- Do not produce fruit or large cones.

The maple family, the spruce family, the boxwood, sedum, lambs ear, and many grasses fit this category very well.

The walking and bicycle path which unites the school and park sites is another important aspect. The path connects the school and park spaces to the surrounding neighborhoods without requiring children to ride in the streets.

Parking and transportation are two other significant factors in suburban locations especially when considering the relationship between parking and carpool lanes and bus lanes. A well-placed bus lane that is separated from a generous drop-off/pick-up lane which can accommodate many private automobiles is very important. Ensuring separation between drop-off/pick-up and bus lanes means children, parents, and staff only have to focus on one system versus looking for vehicles from multiple directions.

Careful design of driveways off of major roads is also important to ensure the safety of children, the disabled, and older adults who frequently walk across vehicular travel ways.

Encouraging people to carpool, use a bus system, and walk and bicycle using well-designed paths are all wonderful ways to reduce emissions from vehicles. Some incentives that will lead to a reduction in traffic and emissions from idling vehicles close to a school include:

- Adding a preferential carpool/vanpool lane to the drop-off/pickup lane for those with three or more in a vehicle.
- Preferential spots in the parking lot for carpool/vanpool helps to alleviate some of the drop-off/pick-up traffic and especially near the school.

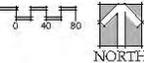
These emissions are not only harmful when children are outside, but are also harmful when ventilated to the interior of the building.



Clear Sky Elementary School & Bison Park

Site Plan • Castle Rock, Colorado • June 2008

DESIGN CONCEPTS



Source: Site Plan by Design Concepts and RB+B/Hutton

Rural – Sangre de Cristo PreK-12, Mosca, CO

Acreage of land offered for schools in a rural setting is often larger than in urban or suburban settings and multiple sites may be available. Because there could be more than one option for the location and arrangement of the school site, it is important for the health of students and staff to be aware of and avoid nearby elements such as:

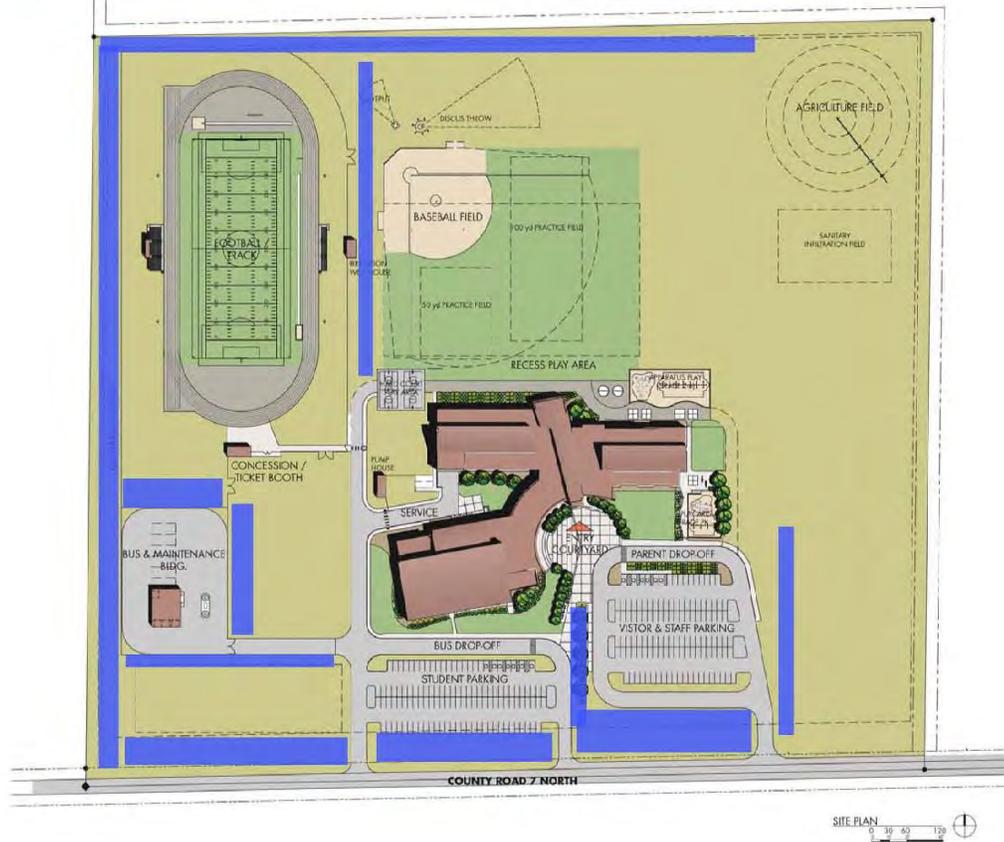
- Highways, high traffic streets, and railways.
- Hazardous depositories and other systems which continuously release toxic emissions.

Sangre de Cristo School is adjacent to a county road and is planted with swales or raingardens at the edge of the site, at the edge of all pavements, and between large, flat spaces such as fields. Raingardens clean stormwater runoff before it returns to the aquifer from which the school's drinking water and irrigation water comes. As a result, no polluted water will run into the street or off-site locations. Students must traverse a courtyard to the south, walking over a series of rough pavers stretching at least 100 feet. This reduces the amount of soil and toxins which enter the building on students' footwear. In addition, the entry vestibule itself has a ten-foot wide rough carpet which removes finer particles.

In the Colorado climate, sun and wind control are important considerations. For a Pre-K playground, shade structures are required per state health department requirements to protect children from excessive sun and heat. At some sites, wind and sun protection in the form of fences, walls, or trees may be needed.

Sangre de Cristo has few bike racks located outside since few children ride their bikes because of the long distance and because the bike theft rate is low. In suburban and urban areas more students and staff would ride their bikes in all weather and would prefer interior bike racks or racks inside a locked area.

Raingardens



SANGRE DE CRISTO PRE K - 12 SCHOOL

klipp | hutton

Site Plan by: Design Concepts and Klipp/Hutton

Implementation Level

Local – The local level is where the most critical step in siting schools occurs: cooperation and negotiation between local planners, land developers, and the school district or department. Coordinated planning between the public and private sectors is necessary to ensure that an efficient process results in schools that meet the needs of the students and staff as well as community members who use the space for meetings and events.

State – The State of Colorado does not yet require school districts to comply with any siting regulations and allows each district to establish its own siting regulations. Siting guidelines only apply to districts that have won Building Excellent Schools Today (BEST) funding awards from the State.

National – The Environmental Protection Agency has created draft School Siting Guidelines.

Intended Outcomes

Policy

A history of successful cooperation among local planners, the school district, and developers could result in the local government or the school district adopting new, healthy school siting policies.

Systems

Local school districts will develop comprehensive siting requirements for all new schools. The local government and school districts could agree to permanent, cooperative procedures to formalize voluntary negotiation processes.

Environmental Change

Thoughtful siting and planning of school environments will result in learning, recreation, meeting, and event spaces that are healthier, more accessible, and support active lifestyles.

This article is provided courtesy of Hutton Architecture Studio, and was written by Kerrie Kannberg, LEED AP, and Paul Hutton, AIA, LEED AP, and TCHD Built Environment Policy Coordinator, Elizabeth Kay Marchetti, AICP.

To learn more about Healthy School Sites please visit the Environmental Protection Agency's site to review its draft School Siting Guidelines.

http://www.epa.gov/schools/epa_school_siting_guidelines.pdf

Safe Routes to School

Definition, Purpose & Audience

“Safe Routes to School (SRTS) programs are sustained efforts by parents, school, community leaders and local, state, and federal governments to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school.

SRTS programs examine conditions around schools and conduct projects and activities that work to improve safety and accessibility, and reduce traffic and air pollution in the vicinity of schools. As a result, these programs help make bicycling and walking to school safer and more appealing transportation choices thus encouraging a healthy and active lifestyle from an early age (National Center for SRTS).”

Geographic Settings

SRTS programs exist across the country in all geographic settings; urban, suburban and rural. Different engineering treatments may be necessary, specific to each context.

Urban: “The Greenway Pedestrian Bridge was built over the Greenway Parkway in Phoenix, AZ to allow students to walk or bicycle to Aire Libre Elementary School (National Center for SRTS).”



Suburban: “As part of a new subdivision in Chapel Hill, NC, a connector path was built to connect Mary Scroggs Elementary School to a cul-de-sac of an adjacent residential street (National Center for SRTS).”

Rural: “In Mill Valley, CA an asphalt multi-use path with wheelchair accessibility connects Edna Maguire School to the county’s North-South Bikeway/Bay Trail (National Center for SRTS).”



Implementation Levels

Local

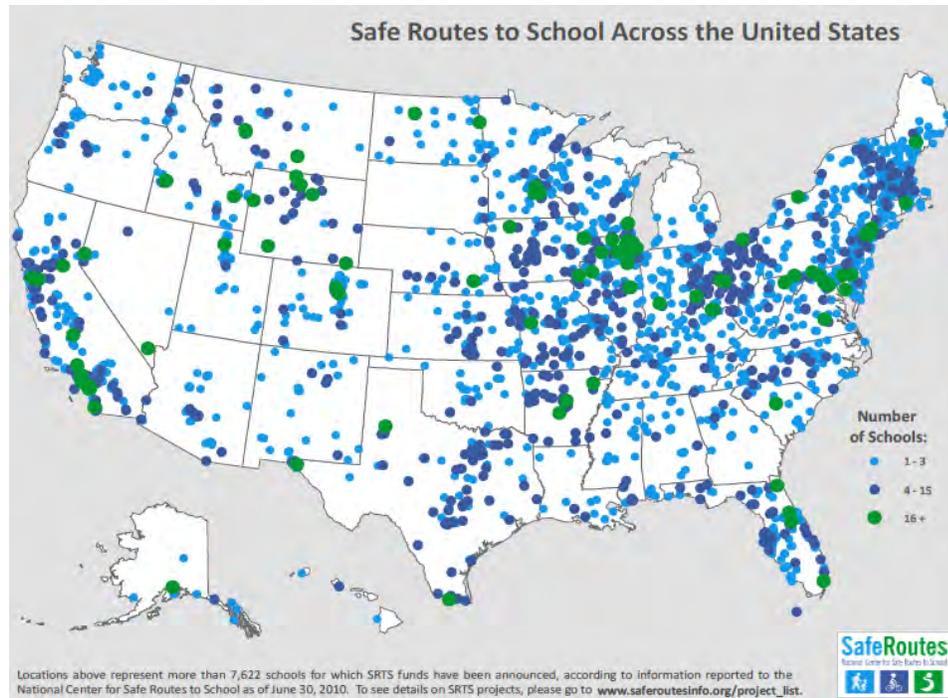
- Each year CDOT distributes SRTS funds to agencies throughout the state. Since 2005, 107 projects have been approved for funding (Colorado SRTS).

State

- Colorado’s Safe Routes to School Program is administered by the Colorado Department of Transportation. School districts, schools, cities, counties, state entities, tribal entities, and nonprofits who partner with a state subdivision are eligible to apply (Colorado SRTS).

National

- In August 2005, Congress passed federal legislation (section 1505 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU)) establishing a national SRTS program which dedicated a total of \$612 million towards SRTS from 2005 to 2009 (National Center for SRTS).



Intended Outcomes

Successful Safe Routes programs may include policy development, planning and implementation of infrastructure improvement strategies, and increased education and enforcement of traffic laws (National Center for SRTS).

Policy: Existing policies may support or hinder walking and bicycling behavior. SRTS programs implemented at a school district-wide level can work to change policies that are unsupportive (National Center for SRTS).

Systems: School districts, parks and recreation special districts, and local jurisdictions can begin to regularly collaborate on the development of long-range land use, transportation and school siting policies, and to jointly develop capital improvement budgets to create and maintain safe routes for walking and bicycling to schools.

Environmental: Applicants can request SRTS funds for infrastructure projects and non-infrastructure activities. Infrastructure projects produce environmental changes, and can take the form of:

- Bicycle parking facility installation
- Street striping for bicycle lanes or crosswalks
- Off-street bicycle and pedestrian facility development
- Sign installation
- Traffic calming device installation
- Sidewalk improvement or installation
- Connectivity improvements between locations

To learn more about the National Center for Safe Routes to School, please visit:
www.saferoutesinfo.org.

To learn more about Colorado Safe Routes to School, please visit:
<http://www.coloradodot.info/programs/bikeped/safe-routes>.

This information is provided by Lisa Schott of the Regional Institute for Health & Environmental Leadership

Sustainable Community Development Code: Rocky Mountain Land Use Institute

Definition, Purpose & Audience

A multi-disciplinary model code developed by the Rocky Mountain Land Use Institute to address the three aspects of sustainability—environmental, economic, and social equity. The Sustainable Community Development Code (Code) is regularly updated and expanded, but it currently contains eight sections. Several sections are specific to healthy eating and active living: Mobility and Transportation; Healthy Neighborhoods, Housing and Food Security; and Community (Public Participation and Community Benefits).

Within each section are several goals that might be found in a zoning code. For each, the Code provides three levels of effort for achieving that goal: 1) removing barriers (bronze), 2) providing incentives (silver), and 3) adopting regulations (gold). Each section also includes key statistics, references and code examples and citations.

By providing model zoning code examples for many aspects of healthy eating and active living, the Code can help local governments take their health-promoting policies the next step—to implementation.

Geographic Settings

The Code is applicable to urban, suburban and rural communities.

Implementation Levels

The Code is for local governments.

Intended Outcomes

Policy

- The function of codes is to implement policy. However, because codes and policy documents are updated as needed, code changes can also result in jurisdictions revisiting and updating policies in their master plans and other long range guidance documents.

Systems

- By design, most code changes apply system wide.

Environmental Change

- Buildings, infrastructure, urban form and amenities are all influenced by local code.

The Sustainable Community Development Code can create health-promoting changes in any number of ways. Some examples include:

- More community gardens and farmers markets in a broad range of zones
- Small scale agriculture (fruits, vegetables, nuts, chickens, bees) occurring in urban and suburban settings
- Rural agricultural lands protected and expanded for local food production
- Robust pedestrian, bicycle and transit systems
- Walkable communities
- Increased accessibility to parks, open space and recreation centers
- Affordable housing is distributed across residential zones, ensuring better access to services for all groups
- Universal design ensures health equity for all residents
- Improved traffic safety for pedestrians, bicyclists and motorists alike

To learn more about the Sustainable Community Development Code, please visit <http://law.du.edu/index.php/rmlui> and click on Program.

This information is provided by Carol MacLennan, TCHD Environmental Health Policy Coordinator.

CASE STUDIES

The two case studies presented, the Northwest Aurora Bicycle and Pedestrian Plan and the Derby Redevelopment District in Commerce City, are examples of how the health of a community was taken into consideration in the planning process. These studies are representative of exemplary practices in planning where careful consideration was taken to be contextually sensitive, reliant on public input and innovative in design.

- Northwest Aurora Bicycle and Pedestrian Plan
- Derby Redevelopment District



Northwest Aurora Bicycle & Pedestrian Plan

7 P Framework Case Study

Northwest Aurora Bicycle & Pedestrian Master Plan: Connecting the Opportunity Triangle

Community: City of Aurora, Colorado

Description: A one-year process (2005-2006) to develop a Bicycle and Pedestrian Master Plan for northwest Aurora. The 2003 Aurora Comprehensive Plan (ACP) recommended that the city update the 1998 Aurora Bike Plan. The impetus for this more focused plan was the fast pace of redevelopment taking place at the Stapleton, Lowry, and Fitzsimons redevelopment sites, the ten-square-mile area which became known as the Opportunity Triangle. The goal of the project was to ensure that opportunities for connectivity, accessibility and mobility for alternative modes of travel were not lost in the rapidly changing Opportunity Triangle. The plan addressed six key recommendations of the ACP and proposed a series of recommendations designed to coordinate the planning and provision of bicycle and pedestrian facilities within the city and reaching beyond its borders to neighboring jurisdictions.

The project was supplemented with a mini-grant award of \$5,000 from the Colorado Physical Activity and Nutrition program. The purpose of the grant was to develop and implement the community involvement element for the Bicycle and Pedestrian Plan. The City collaborated with Tri-County Health Department (TCHD) on community outreach strategies and developed a process that made a special effort to include participation by the disadvantaged, racial minorities and low income citizens of Northwest Aurora.



Power – Who are the power holders/brokers within the community?

City Council, Neighborhood Associations, Aurora Public Works, Police, Parks and Planning Departments,

Philosophy – What are the underlying values that influence(d) and direct(ed) this project? Where are they documented?

The planning context included many key factors including:

- Proactively identify facility needs before development occurred to reduce the cost of such facilities and thereby increase the efficiency with which facility planning is provided. Area demographics indicating that 49% were of Hispanic origin, 17% of residents lived in poverty and 14% did not own a vehicle.
- The need to get a plan in place to be eligible to access federal transportation dollars
- The redevelopment of three very large, closely proximate properties which would add over 60,000 new homes, 40,000 new jobs and have access to three new light rail stations
- The desire to capitalize on all of the above and support multi-modal access to and through the northwest portion of the city

Policy – What policies and regulations were/are being addressed or impacted? How are they documented?

- 2003 Aurora Comprehensive Plan
(<https://www.auroragov.org/AuroraGov/Departments/PlanningAndDevelopmentServices/ComprehensivePlanningDivision/PlansAndStudies/ComprehensivePlan/2003ComprehensivePlan/index.htm?ssSourceNodeId=1894&ssSourceSiteId=621>)
- Aurora Roadway Design and Construction Specifications Manual
<https://www.auroragov.org/AuroraGov/Departments/PublicWorks/EngineeringServices/043684?ssSourceNodeId=687&ssSourceSiteId=621>
- Public Works Plans Review process for all dedicated city streets
- Urban Street Standards
<https://www.auroragov.org/stellent/groups/public/documents/article-publication/030275.pdf>

Procedure – What processes and procedures are/were used or affected? Where are they documented?

- Existing conditions analysis, which included bicycling all of the city's bicycle routes and walking along sidewalks of major thoroughfares, neighborhoods, and trail connectors. (Chapter 4 - Travel Framework of the Northwest Aurora Bicycle & Pedestrian Master Plan: <https://www.auroragov.org/AuroraGov/Departments/PlanningAndDevelopmentServices/ComprehensivePlanningDivision/PlansAndStudies/NWAuroraBicycle-Ped.Plan/index.htm?ssSourceNodeId=1894&ssSourceSiteId=621>)
- Integration of local health issues into the planning process.
 - Tri-County Health Department was invited to be a member of the Project Team from the outset.
 - Healthy snacks and supermarket gift cards (targeted to women who needed assistance in purchasing pre-natal vitamins) were distributed to survey respondents.

- Diverse and extensive community outreach and involvement.
 - Various types of community meetings: general, open Study Session/Council briefings.
 - On-site Spanish translators at public meetings.
 - Bi-lingual survey developed.
 - Went to residents where they were: special public meetings were arranged to facilitate input from Women, Infants, and Children (WIC) clients, parents of elementary school students, homeless families, and seniors.
- Leveraged financial resources: grants (COPAN Active Community Environment Task Force), city funding.
- Created a Bicycle and Pedestrian Task Force to ensure participation from a wide range of city departments.
- Created an expert panel of Bicycle Aurora members that regularly met to critique and review progress on the plan, recommend needed bike route alignments, and provide counsel.
- Analyzed police accident reports of pedestrian and bicyclist crashes with automobiles.
- Used Geographic Information System (GIS) to map the location and cause of each pedestrian or bicyclist crash with an automobile.
- Used GIS maps to solicit input from area residents regarding existing conditions of area sidewalks, trails, and on-street bicycle routes.

Project – What activities and “on the ground” actions have been implemented or are being planned?

- City Actions
 - Programs and Plans
 - Planning Department authorized to appoint a city-wide Bike/Pedestrian Coordinator and Coordinator was appointed.
 - Bicycle and pedestrian coordination team established with representatives from Public Works, Parks & Recreation and Planning Departments.
 - Detailed cost estimates developed for implementing all facility projects identified in the NW Aurora Bicycle & Pedestrian Master Plan.
 - Cooperation between Planning and Public Works to ensure that repaved roads that are planned as bike routes are striped at the time of repaving.
 - National award winning bike and pedestrian safety video produced: Commuters Survival Guide:
<http://apps.auroragov.org/apps/vse/vsehome.cfm?vl=12>
 - Bicycle Design Standards manual developed and adopted.
 - Federal Safe Routes to School grants awarded and implemented.

- Federal stimulus grants awarded to install ten miles of new on-street bike lanes and develop city-wide bike network program plan and pedestrian and bicycle way-finding sign program.
- Numerous bicycle and pedestrian infrastructure improvement proposals submitted to the Denver Regional Council of Government's (DRCOG) Transportation Improvement Program for possible federal funding.
- City Sustainability program contains a strong bike and pedestrian element.
- 2009 Comprehensive Plan adopted with enhanced strategies and policies supporting the further development of bicycle and pedestrian facilities.
- Westerly Creek Greenway plan developed to daylight the creek and provide new recreation opportunities and open space amenities.
- New 3,000 lineal feet Aurora Senior Center walking/exercise track planned.
- New bicycle & pedestrian design standards for development within Urban Center or TOD designated areas.
- Electronic bike/pedestrian detectors awarded and installed.
- Hispanic mother's-of-elementary-school-children traffic safety committee formed.

Partnerships – What partnerships and internal/external resources existed or were created and with whom?

Aurora Police, Fire, Public Works, Water and Parks & Open Space Departments, Aurora Public School District, Tri-County Health Department, Regional Transportation District, Bicycle Aurora, Aurora Senior Center, Colorado Physical Activity & Nutrition, Stapleton Transportation Management Authority, Colorado Department of Transportation, City & County of Denver, Urban Drainage & Flood Control District

Promotion – How were the goals and/or activities of this example shared and promoted and with what audiences? How is the project/infrastructure maintenance being addressed?

- What began as a small-area plan has evolved into a significant element of the transportation planning program in the city. Promotion efforts evolved into a funded program which far exceeded staff expectations.
- The city maintains all new infrastructure. In each report to city council staff adds a paragraph to address the associated ongoing maintenance costs of each proposed facility improvement.
- An existing procedure was streamlined so that resident concerns regarding crosswalk timing could be addressed in a timely manner. Recent improvements to crossing times at intersections supports the broader goals of the plan of improving access and safety particularly among the disabled, older adults, and young people.

This information is provided courtesy of Jay Pierce, City of Aurora Principal Planner.

Derby Redevelopment District

7 P Framework Case Study

Derby Redevelopment Plan

Community: Derby District, Commerce City, CO

Description: A 2½ year process (2005-2007) to develop a Sub-Area Plan, Design Guidelines and Zoning Ordinance. The project was undertaken to spur and guide redevelopment of the formerly thriving business district in Commerce City’s historic core. Like many 1950s-era places, Derby’s original character was jeopardized by disinvestment and dwindling resources. Its social scene had also neglected to promote safe places to walk, bike, shop and play, despite several parks and links to civic amenities. A strong partnership among local residents, businesses, community advocates, city government, the local health department and LiveWell Commerce City led to Council’s unanimous adoption of progressive redevelopment plans. The sustained commitment of the partners is reaping continuing results on the ground.

Power – Who are the power holders/brokers within the community?

City Council, community residents, local businesses, grantors

Philosophy – What are the underlying values that influence(d) and direct(ed) this project? Where are they documented?

The key value is the shared commitment by the city and stakeholders to revitalize Derby into a thriving, healthy, locally grown district. Previous plans for Derby had gathered dust on the shelf. The City made it a priority to show tangible changes in Derby to rebuild community trust in the City’s commitment to Derby. (Sub-Area Plan and related documents, ongoing community-building process, Derby Review Board, Derby Business Association)

Policy – What policies and regulations were/are being addressed or impacted? How are they documented?

Sub-Area Plan, Design Guidelines, Zoning Ordinance,
<http://www.ci.commerce-city.co.us/index.aspx?nid=168>

Procedure – What processes and procedures are/were used or affected? Where are they documented?

- Project “champion,” the City’s Project Manager
- Integration of local health into the planning process
 - Tri-County Health Department was invited to be a member of the project team from the outset.
 - Joint community outreach by staff/consultants and the health department.

- Joint meetings/briefings of staff, agencies (e.g., Fire Department) and City Council by staff/consultant and health department.
- Consultants who embrace and craft outcomes that promote health
- Diverse and extensive community outreach and involvement
 - Senior History Day
 - Walkability Assessments (see Tools Section)
 - Recruitment of residents for the walkability assessment by local non-profit with bi-lingual staff and strong, trusted neighborhood relationships
 - Photovoice (see Resources Section)
 - Kaiser Educational Theater Program
 - Various types of community meetings: general, students/parents, mono-lingual Spanish speakers, open Study Session/Council briefings
 - On-site Spanish translators
 - One-on-one meetings with businesses
- Health Impact Assessment, http://www.tchd.org/pdfs/hia_final.pdf
 - Local health data
 - GIS maps
 - Literature review
 - Compilation of community input
 - Implementation recommendations
- Leveraged financial resources: grants (LiveWell Commerce City, Community Development Block Grant and corporate), City funding
(Various reports, Health Impact Assessment, photos, city web site)



Community outreach meetings with youth.

Photo provided by LiveWell Commerce City and Dan Burden, Walkable and Livable Communities Institute, Inc.

Project – What activities and “on the ground” actions have been implemented or are being planned?

- City Actions
 - Financial
 - Purchase and renovation of vacant storefront to create Derby Resource Center
 - Improvements to Joe Reilly Park
 - Construction of “Derby Diamond” intersection and associated improvements
 - Funded Commercial Catalyst Program, matching fund for façade improvements
 - Façade improvements, landscaping, street furniture and lighting for the building that houses the Derby Resource Center and other retail businesses
 - Alley improvements behind the Derby Resource Center building
 - Planting the “Derby” evergreen tree
 - In-kind staff support for formation of Derby Business Association
- Other Public Agency Actions
 - Adams County – Community Development Block Grant for Resource Center
 - Rangeview Library renovation – including community garden
- Private Actions
 - Suncor – funded part-time Derby Redevelopment Coordinator
 - Derby Business Association
 - Local business façade improvements (private match, Commercial Catalyst Program)
 - New businesses; e.g., Insurance firm, coffee shop/entertainment/educational classes, dentist office, restaurant, etc.
 - Action Coalition – citizen coalition supported by Community Enterprise/Partnerships for Healthy Communities to improve aesthetics and compliance with city code.

Partnerships – What partnerships and internal/external resources existed or were created and with whom?

Derby Review Board, Derby Business Association, Tri-County Health Department, LiveWell Commerce City, non-profits (e.g., Community Enterprise, Partnerships for Healthy Communities), improved local business partnerships, Suncor, City of Commerce City, Adams County, Rangeview Library District, Adams 14 School District, Housing Authority

Promotion – How were the goals and/or activities of this example shared and promoted and with what audiences? How is the project/infrastructure maintenance being addressed?

- Hundreds of meetings with stakeholders, agencies, businesses, grantors, non-profits, content experts, elected officials, older adults, children, etc.
- City maintains/upgrades infrastructure
- Staffing of the Derby Resource Center
- Derby Business Association (maps, banners, events) supported by dues, mini-grants through the Denver Foundation

- Celebratory “openings” (e.g. Joe Reilly Park, Derby Diamond intersection improvements, etc.) covered by City and media
- City website and newsletters

Health Impact – How did or can this project favorably impact the health and well-being of the community?

- Voices of residents and stakeholders were heard. Many of these people would not normally have participated in the planning process. Their input, involvement and feedback are memorialized in the Sub Area Plan, which reflects the community values for Derby’s redevelopment.
- The Design Standards and Zoning Ordinance heavily promote clean and safe places, improved parks, a diverse mix of uses (including affordable housing), and better linkages to sidewalks, trails and paths – features that foster social connections, access to services, and make physical activity the easy choice.
- The infrastructure upgrades will slow traffic and place pedestrians and bicyclists in areas to cross where they are safe and highly visible to motorists.
- The business incentive funds promote private investments in commercial and residential uses in Derby, encouraging Derby’s return to a thriving hub that encourages a mix of people and activities.
- The Health Impact Assessment compiled a variety of data that typically would not have been analyzed and considered in the development of a Sub Area Plan. It supported the health promoting policies, zoning and guidelines that are woven into Derby’s redevelopment plans.
- The new partnerships and resources discovered during the redevelopment process are significant, and can provide the sustainable foundation for Derby’s long term revitalization.
- The processes and tools that the city applied to Derby can be replicated in other city efforts, spreading the benefits citywide.

This information is provided by Carol MacLennan, TCHD Environmental Health Policy Coordinator and Jessica Osborne, Active Community Environments Coordinator, Healthy Living Branch Colorado Department of Public Health and Environment.

ADDITIONAL INFORMATION

The additional information provided is specifically targeted to provide resources on the current health of communities within the Tri-County region. Included in this section are community health profiles, walkability and bikeability assessment examples and the list of CPPW grant projects.

Health Information:

The Leading Causes of Death in the Tri-County Health Department Jurisdiction
Social Determinants of Health: Built Environment

Assessments:

- Bicycle and Pedestrian Questionnaire: City of Aurora
 - English version
 - Spanish version
- Neighborhood Walkability & Bikeability Assessment: Partnerships for Healthy Communities
 - English version
 - Spanish version

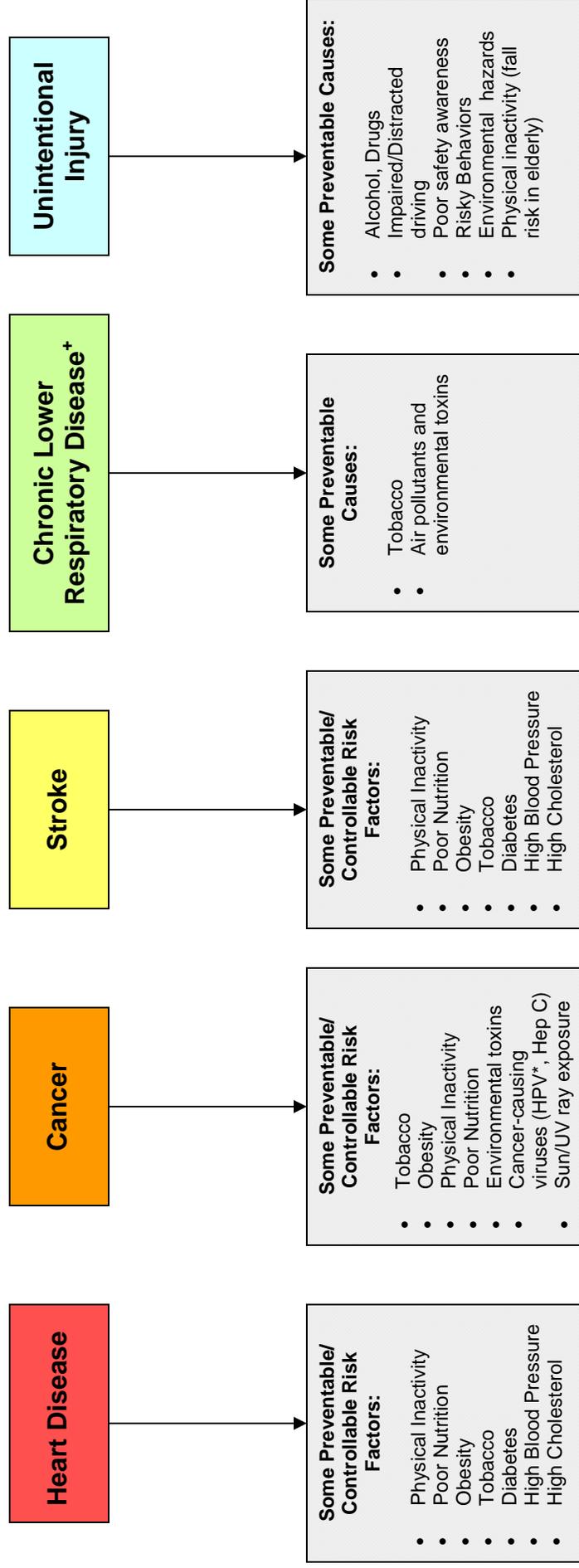
Built Environment and Economic Studies:

- A New Path to Economic Development *
- Built Environment Resources
- Estimating the Employment Impacts of Pedestrian, Bicycle, and Road Infrastructure
- Markets Make it the Right Place to Live *
- Placemaking: A Community's Appeal Drives Economic Prosperity *

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The Leading Causes of Death in the Tri-County Health Department Jurisdiction



The 4 Leading Causes of Death in Adams, Arapahoe, and Douglas Counties

1. Cardiovascular Diseases (includes Heart Disease and Stroke)
2. All Cancers
3. Unintentional Injuries
4. Chronic Lower Respiratory Disease

*Chronic Lower Respiratory Disease refers to a group of diseases that cause breathing-related problems and airflow blockage that is not fully reversible. It includes emphysema, chronic bronchitis, and in some cases asthma.

*HPV (Human Papilloma Virus): A sexually-transmitted virus which can cause cervical cancer in some women

**Hep B and C (Hepatitis B Virus and Hepatitis C Virus): Viruses which are spread primarily through blood-borne contact (i.e. needles) and sexual contact. These viruses can cause liver cancer in some people

SOCIAL DETERMINANTS OF HEALTH: BUILT ENVIRONMENT

Features of physical and social environments often overlap, but together they can create vastly different opportunities to be healthy. Our homes and our communities have enormous impact on our health. Living in unhealthy homes and communities can severely limit choices and resources. To improve health we must promote health where we live, learn, work and play.

Healthy environments—including safe, sanitary housing and neighborhoods with sidewalks, playgrounds and full-service supermarkets—encourage healthy behaviors and make it easier to adopt and maintain them. Neighborhoods where residents know and feel connected to each other also tend to promote better health.

However, the reality is that housing quality varies dramatically by social and economic circumstances. Healthy homes and communities are out of reach for many families. Substandard housing is much more of a risk for some families than others.

People are more likely to be active when they live in neighborhoods with better resources for exercise, such as parks and walking or jogging trails; with less litter, vandalism and graffiti; and with streets that are pedestrian-friendly (1). Car-centric communities, the result of suburban sprawl and zoning that segregates residential and commercial areas, offer few opportunities for exercise and increase air pollution.

WHAT IS A HEALTHY COMMUNITY?

- Safe, high-quality, affordable housing for all residents;
- Safe streets, sidewalks and places for children to play and adults to exercise;
- Clean air, water and protection from exposure to chemical and structural hazards;
- Limits on the exposure of residents, particularly children, to promotion and sale of hazardous substances including alcohol and tobacco.

A HEALTHY COMMUNITY PROMOTES THE HEALTH OF ITS RESIDENTS BY HAVING:

- Full-service grocery stores located nearby that offer affordable, healthy foods;
- Safe, attractive and accessible indoor and outdoor places for children to play and adults to exercise, including green spaces;
- Places for people to gather and interact, including

SUMMARY

Where we live, learn, work and play can have a greater impact on how long and well we live than medical care.

- **Our zip code may be more important to our health than our genetic code**
- **A person's health and chances of becoming sick and dying early are greatly influenced by powerful social factors such as education, income, nutrition, housing and neighborhoods**
- **There is more to health than health care**

places of worship and activities bringing people together to promote the common good;

- Convenient and affordable public transportation to access services and opportunities that are important for health but are not available within walking distance, reduce pollution and encourage walking.

(1) Heinrich K, Lee R, Suminski R, et al. "Associations Between the Built Environment and Physical Activity in Public Housing Residents." *International Journal of Behavioral Nutrition and Physical Activity*, 4(1):56, 2007; Giles-Corti B and Donovan RJ. "The Relative Influence of Individual, Social and Physical Environment Determinants of Physical Activity." *Social Science and Medicine*, 54(12): 1793-1812, 2002

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Bishaw A. *Areas with Concentrated Poverty*: 1999. Washington: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau, 2005. Available at: www.census.gov/prod/2005pubs/censr-16.pdf

Excerpts taken from the Robert Wood Johnson Foundation Commission to Build a Healthier America Report: *Beyond Health Care: New Directions to a Healthier America*: www.commissiononhealth.org/Report.aspx?Publication=64498

SOCIAL DETERMINANTS OF HEALTH

“Social determinants of health are life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education and health care, whose distribution across populations effectively determines length and quality of life.”

S. James in Promoting Health Equity: A Resource to Help Communities Address Social Determinants of Health, CDC, 2008

Addressing the Social Determinants of Health through Healthy Public Policy to Achieve Health Equity Among All Coloradans

The Public Health System can affect population health outcomes by addressing the SDoH through a life course perspective. By directing attention to how policies can positively change the social determinants of health, how they operate at every level of development and continuing our work on individual factors, changes can be made to Colorado's health outcomes.

Advocating For and Defining Public Policy to Achieve Health Equity

Local and state policy that is focused on the social determinants of health, such as economic development (education & adequate income), community environment (built environment & transportation) and the social factors (social support, leadership and racism), have the greatest effect on making the changes needed to achieve health equity.

Coordinated Interagency Efforts

In order to ensure that awareness and engagement is built around the social determinants of health across all state agencies and public health partners, there must be coordinated interagency efforts. With this engagement comes a stronger voice to make the policy changes necessary to achieve equity.

Creating Supportive Environments to Enable Change

Changes need to happen internally within agencies

because work on the social determinants of health is a shift in the way we currently address public health issues.

Data Collection, Monitoring and Surveillance

The social determinants framework requires that we look for and look at data in new ways. By engaging system partners in data sharing and learning how to appropriately analyze and interpret data from fields such as education, transportation, and housing, the social determinants framework provides a rich and robust view of health. This type of data synthesis will lead to a deeper understanding of the many issues that ultimately affect the health and health behaviors of people in families, neighborhoods and communities.

Population Based Interventions to Address Individual Factors

Although addressing the social determinants of health means working more deliberately on the previously mentioned areas, population based interventions of the current public health system are still needed.

Community Engagement and Capacity Building

Community members must be engaged and informed in order to move policy change forward. Communities are the most important participants in identifying the problem and educating decision makers on changes that can benefit all. With proper support, such as knowledge, skills and tools, communities can champion solutions that result in long term changes to the social determinants of health.

SUMMARY

Policies at the state and local level must include more equitable distribution of economic opportunity, community empowerment and positive social factors. Changes need to occur that create a system supportive of this policy perspective, including a more comprehensive set of data indicators, leading to greater coordinated interagency efforts and community support.

Bicycle & Pedestrian Questionnaire

1. ? If you have a job, how do you get there?

Drive___ Carpool___ Bus___ Walk___ Bike___ I Do not work___

2. Are the streets in your neighborhood a safe place to bicycle?

Very safe___ Somewhat safe___ Somewhat unsafe___ Not safe___

3. How often do you bicycle?

Every day___ Twice a week___ Once a week___ Once a month___ Never___

4. If you bike, what is the purpose? Check all that apply.

Fun/recreation___ To travel to work___ To get to school___ To do errands___
Other_____

5. If you bike, what are your major safety concerns? Check all that apply.

Riding in the street___ Crossing streets___ Streets are too narrow___ Cars go too
fast___ Other_____

6. ? Do you feel safe walking in your neighborhood?

Very safe___ Somewhat safe___ Somewhat unsafe___ Not safe___

7. Is your neighborhood a pretty place to walk?

Very pretty___ Somewhat pretty___ Somewhat unattractive___ Not attractive at all___

8. If you walk, what are your major safety concerns? Check all that apply.

Too many cars___ Cars drive too fast___ Strangers___ Crossing streets___ No
sidewalks___ Narrow sidewalks___ Sidewalks too close to the road___ Not enough
lighting, feel unsafe___ Other_____

9. Why do you walk? Check all that apply.

Fun /recreation___ Walk the dog___ To do errands___ Walk to the bus stop___
Walk to school___ Walk to the park___ Don't have a car or other way to go somewhere
Other_____

10. What keeps you from walking? Check all that apply.

No sidewalks___ Narrow sidewalks___ Sidewalks too close to the road___ Too much
traffic on streets___ Strangers___ Not enough lighting, feel unsafe___ No direct way
go where I want to go___ Not enough safe places to cross streets
Other_____

11. How does your child(children) get to school?

I drive them to school___ Carpool___ Bus___ Walk___ Bike___ There are no children in my household___ Other_____

12. Do you think your child is safe walking/biking to school?

Very safe ___ Somewhat safe ___ Somewhat unsafe ___ Very unsafe ___

13. What is your biggest safety worry when your child walks/bikes to school? Check all that are true..

Strangers___ Too many cars___ Cars drive too fast___ Crossing streets___ No Sidewalks___ Narrow sidewalks___ Sidewalk too close to the street___ Other_____

14. What cross streets are nearest your home? (Example: 16th & Moline)

15. How many people are in your family? _____

16. How many cars does your family own? _____

17. Are there children between the ages 5-18 years old in your house? Yes___ No___

1. ¿Qué manera le hace viajar al trabajar mas seguido

Maneje____ Coche de uso compartido____ Autobús____ Caminar____ Bicicleta____
No trabajo____

2. ¿Las calles en su vecindario son un lugar seguro de ir en bicicleta

Muy Seguro____ Algo seguro____ Algo peligroso____ No seguro____

3. ¿Con qué frecuencia le hace va en bicicleta

Cada día____ Dos veces a la semana____ Una vez a la semana____
Una vez al mes____ Nunca____

4. ¿Si usted bicicleta, qué es el propósito? Verifique todo que aplica

Placer/recreación____ Para viajar al trabajo____ Para llegar a la escuela____
Para hacer los recados____ Otro_____

5. ¿Si usted bicicleta, qué es su seguridad mayor concierne? Verifique todo que aplica

Manejando la bicicleta en la calle____ Travesando la calle____
Las calles son demasiado angosto____ Los coches van rápidamente____
Otro_____

6. ¿Las calles en su vecindario son un lugar seguro de andar

Muy Seguro____ Algo seguro____ Algo peligroso____ No seguro____

7. ¿Su vecindario es un lugar visualmente agradable de andar

Muy agradable____ Algo complacer____ Algo desagradable____
No hay complacer____

8. ¿Si usted anda, qué es su seguridad mayor concierne? Verifique todo que aplica

Demasiados vehículos____ Los coches manejan demasiado rápido____

Extranjeros____ travesando la calle____ No hay aceras____
Las aceras son muy estrechas____ Las aceras son demasiado cerca a la calle

No encendiendo bastante, siente peligro____ Otro_____

9. ¿Por qué anda usted? Verifique todo que aplica

Placer/recreación____ Para andar con el perro____ Para hacer los recados____
 Ande a donde el autobús para____ Ande a la escuela____ Ande al parque____
 No tengo carro o como llegar____
 Otro_____

10. ¿Qué es los obstáculos mayores que mantienen usted de andar más

Ningunas aceras____ Las aceras son muy estrechas____ Las aceras son demasiado cerca a
 la calle____ demasiado trafico en las calles____ Extranjeros____ No encendiendo
 bastante, siente peligro____ No dirija ruta a donde quiero ir lugares____ No hay lugares
 seguros para cruzar____ Otro_____

11. ¿Qué manera llega su niño/niños a la escuela

Yo los manejo para escuela____ Coche de uso compartido____Autobús____
 Caminando____ Bicicleta____No hay niños en mi casa____
 Otro_____

12. ¿Se siente usted seguro que su niño camina/andar en bicicleta a la escuela

Muy seguro____ Algo seguro____ Algo inseguro____ Muy inseguro____

13. ¿Qué es su mayor preocupacion cuando sus niños anda/bicicleta pare la escuela, Verifique
 todo que aplica.

Extranjeros____ Demasiados Coches____ Los coches manejan a rápidamente____
 Travesando él callé____ Ningunas aceras____ Las aceras son muy estrechas____
 Las aceras son demasiado cerca a la calle____ Otro_____

14. ¿Qué cruce de la calle es más cercano su casa? (Ejemplo: 16th y Moline)

15. ¿Cuántas personas están en su familia

16. ¿Cuántos coches posee su familia

17. ¿Hay niños entre las edades de 5-18 años de edad en su casa

Sí____

No____

Produced by



NEIGHBORHOOD WALKABILITY & BIKEABILITYASSESSMENT

Partnerships for Healthy Communities

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Publication Page

Developed by Partnerships for Healthy Communities, the Neighborhood Walkability & Bikeability Assessment tool combines a community-based participatory approach with the latest research on health outcomes and the built environment.

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Acknowledgements

The development of the Neighborhood Walkability & Bikeability Assessment tool was made possible by the dedication and leadership of our partner organizations: Commerce City Community Enterprise, Tri-County Health Department, the City of Commerce City, Georgia Southern University and the IMAGINE! Coalition.

Without the leadership of our pilot neighborhoods in Commerce City, there would be no tool. We owe a debt of gratitude to the over 300 residents from Alsup, Central, Dupont, Hanson, Kemp, Monaco, Rose Hill neighborhoods and the Derby District for their time and feedback about the assessment tool.

The activities currently underway to improve the health and aesthetics in Commerce City were catalyzed by the Photovoice project of 2009 led by members of the IMAGINE! Coalition. The energy and expertise of Sage Health Consulting allowed residents and agency partners to take full advantage of the results of the Neighborhood Walkability & Bikeability Assessments.

This tool was adapted from assessments developed by the US Department of Transportation and National Highway Safety Administration. Using data gathered from resident input, the process of community engagement has been developed by Community Enterprise and Partnerships for Healthy Communities.

Funding for the Neighborhood Walkability & Bikeability Tool was made possible by LiveWell Commerce City, a LiveWell Colorado community.



Commerce City, Colorado USA

Assess how safe it is to walk and ride a bike in your neighborhood

Date: _____

Block(s) surveyed: _____

Thank you for filling out this assessment. Please fill in all the information. We will not share your name and contact information with anyone.

Name: _____

Phone number: _____

E-mail: _____

Address: _____

I would like more information about Partnerships for Healthy Communities and these programs (CHECK ALL THAT APPLY):

- Schools
- Crime prevention/Safety
- Recreation
- Jobs
- Transportation
- Wild Walk
- Nutrition/cooking classes
- Neighborhoods
- Streets
- Community garden
- Walk/running/biking club

The next four questions tell us a bit about you.

A. What language do you prefer to speak? English Spanish Other _____

B. What is your gender? Male Female

C. What is your age? _____

D. What is your race/ethnicity? African American

Asian

Hispanic / Latino

Native American

White/Caucasian

Other _____

The next four questions tell us about your neighborhood.

A. What is the name of your neighborhood? _____

B. Are the streets in your neighborhood a safe place to walk and/or ride a bike? (CHECK ONE BELOW)

- YES, it is a great place to walk and ride a bike
- SOMETIMES, but it needs work
- NO, it is an unsafe place to walk and/or ride a bike

C. What would make your neighborhood a safer place to walk and ride a bike?

- Less cars
- Cars that go slower
- Nicer people
- Fenced in dogs
- More sidewalks or paths to walk or bike on
- More sidewalks or paths leading to where you need to go
- More lights
- Safer places to cross streets
- Cleaner air from cars or less trash
- Other (WRITE IN REASON): _____

D. Which elementary school is closest to where you live?

- Alsop Central Dupont Hanson Kemp Monaco Rosehill

To assess how safe it is to walk in your neighborhood, answer the questions below.

1. Please write in the place and/or names of cross streets where you went for a walk.

(Example: 29th & Adams) _____

2. Was it a safe place to walk? YES NO

3. Did you walk on a sidewalk or on the road? (CHECK "A" or "B" BELOW)

A. On a sidewalk, path, or trail where cars were not allowed

B. On the road with cars

Why did you have to walk on the road with cars? (CHECK ALL REASONS)

No sidewalk path

Sidewalk path was blocked with things like cars, shrubs, poles

Sidewalk path started and stopped

Sidewalk path was too narrow and/ too crowded

Sidewalk path did not go where you needed to go

Other (WRITE IN REASON): _____

4. Were the streets easy or hard to cross? (CHECK "A" or "B" BELOW)

A. The street was easy to cross WRITE NAME OF STREET: _____

B. The street was hard to cross WRITE NAME OF STREET: _____

Why was the street hard to cross? (CHECK ALL REASONS BELOW)

Street was too wide

Traffic was too fast

Traffic light made you wait too long or didn't give you enough time to cross

View of traffic was blocked

No ramp, or ramp needed repair

No crosswalk or stripping

Other (WRITE IN REASON): _____

To assess how safe it is to ride a bike in your neighborhood, please answer the questions below.

5. Where do you ride a bike most often?

- I do not ride a bike (GO TO QUESTION 8)
- In my neighborhood (WRITE NAME OF NEIGHBORHOOD) _____
- On a trail or path (WRITE NAME OF TRAIL) _____
- Another place (WRITE IN ANSWER): _____

6. Where do you ride the bike the most? (CHECK "A," "B," or "C" BELOW)

- A. On a sidewalk
- B. On a trail or path trail where cars were not allowed
- C. On the road with cars

7. What places would you like to go on a bike?

- Work (WRITE IN NAME) _____
- School (WRITE NAME OF SCHOOL) _____
- Recreation Center
- Wal-Mart
- Northfield shopping
- Other (WRITE IN ANSWER) -

The next questions are about your walking and biking habits.

8. How often do you go for a walk?

- Never
- Every day
- 1 time a week
- 2-3 times a week
- 2-3 times a month

9. How often do you ride a bike?

- Never
- Every day
- 1 time a week
- 2-3 times a week
- 2-3 times a month
- Other (WRITE IN ANSWER): _____

10. For what reasons do you walk or ride a bike? (CHECK ALL REASONS BELOW)

- For fun and/ fitness reasons
- To go to work or school
- To shop or do things you need to do (example: shop, do laundry, buy food)
- You don't own a car
- Other (WRITE IN REASON): _____

11. What keeps you from walking and/or riding a bike in your neighborhood? (CHECK ALL REASONS BELOW)

- Too many cars
- Cars go too fast
- Scary people
- Scary dogs
- No sidewalks or paths to walk on
- No sidewalks or paths leading to where you need to go
- No lights
- No safe places to cross streets
- Dirty air from cars or lots of trash
- Other (WRITE IN REASON): _____

Thank you for filling out this assessment.



Producido por



EVALUACIÓN: CAMINAR Y ANDAR EN BICICLETA EN LA VECINDAD

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Página de Publicación

Desarrollado por Partnerships for Healthy Communities, la herramienta de evaluación tocante a la vecindad y las posibilidades de caminar y andar en bicicleta combina un enfoque basado en la participación de la comunidad con las últimas investigaciones sobre los resultados de salud y el medio ambiente construido.

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Copyright © 2009 evaluación de Caminar y andar en bicicleta de la vecindad es un material con derecho de autor y se utiliza aquí bajo licencia de Partnerships for Healthy Communities.

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Agradecimientos

El desarrollo de la herramienta para la evaluación de las caminatas y la bicicletas en las vecindades fue hecho posible por la dedicación y el liderazgo de nuestras organizaciones asociadas: Empresas Comunitarias de Commerce City, Tri-County Health Department, la Ciudad de Commerce City, Georgia Southern University, y la coalición de IMAGEN!

Sin el liderazgo de nuestras comunidades piloto en Commerce City, no habría ninguna herramienta. Tenemos una deuda de gratitud con los más de 300 habitantes de las vecindades de Alsup, Central, Dupont, Hanson, Kemp, Mónaco, Rose Hill y el Distrito Derby por su tiempo y sus comentarios acerca de la herramienta de evaluación.

Las actividades actualmente están en curso para mejorar la salud y la estética de la ciudad de Commerce City y fueron catalizadas por el proyecto Fotovoz de 2009 dirigido por miembros de la Coalición del grupo de IMAGEN. La energía y la experiencia de Sage Health Consulting le permitió a los habitantes y socios de la agencia a sacar el máximo provecho de los resultados de la posibilidad de caminar y andar en bicicleta en la Vecindad y de esta forma crear la herramienta de evaluación.

Esta herramienta fue adaptada de las evaluaciones desarrolladas por el Departamento de Transporte de E.U. y la Administración de seguridad Nacional de las carreteras. Utilizando los datos obtenidos por la participación de los habitantes, el proceso de participación de la comunidad ha sido desarrollado por Empresas Comunitaria de Commerce City y Partnerships for Healthy Communities.

La financiación/ fondos para la herramienta de evaluación tocante a la posibilidad de caminar y andar en bicicleta en las vecindades fue posible gracias de LiveWell Commerce City, una comunidad LiveWell Colorado.



Commerce City, Colorado USA

Evalúe que tan seguro es caminar y andar en bicicleta en su vecindad

Fecha: _____

Cuadras caminadas / encuestadas: _____

Gracias por llenar esta evaluación. Por favor de completar toda la información. No compartiremos su nombre ni su información de contacto con nadie.

Nombre: _____

Número de Teléfono: _____

Correo Electrónico: _____

Dirección: _____

A mi me gustaría tener mas información acerca de las asociaciones de comunidades saludables y de los siguientes programas. (Marque todo lo que le aplique):

- Escuelas Prevención de Delito/ Seguridad Recreación Trabajos Transportación
 Caminata Silvestre Nutrición/cursos de cocina Vecindades Calles Jardín Comunitario
 Clubs de Caminatas/ Maratones, andar en bicicleta

Las siguientes cuatro preguntas nos habla acerca de usted.

A. ¿Cual es su idioma de preferencia al hablar? Inglés Español Otro _____

B. ¿A que genero pertenece? Masculino Femenino

C. ¿Cual es su edad? _____

D. ¿Cual es su raza/ origen étnico?

Afro Americano

Asiático

Hispano / Latino

Nativo Americano

Blanco/ Anglosajón

Otro _____

Las siguientes cuatro preguntas nos habla de su vecindad.

A. ¿Cual es el nombre de su vecindad? _____

B. ¿Son las calles de su vecindad seguras para caminar o para andar en bicicleta? (elija una)

- Si, es un gran lugar para caminar y andar en bicicleta
- A veces, pero necesita trabajo
- NO, es un lugar inseguro para caminar y para andar en bicicleta

C. ¿Que haría a su vecindad un lugar mas seguro para caminar y andar en bicicleta?

- Menos Carros
- Carros mas despacio
- Gente amable
- Perros encorralados
- Mas baquetas/ aceras para caminar y o andar en bicicleta
- Mas aceras/ banquetas con senderos guiando hacia lugares donde uno tiene que ir
- Mas luces/ alumbramiento
- Lugares más seguros para cruzar las calles
- Aire más (menos contaminado) por los carros y menos basura
- Otro (escriba una razón): _____

D. ¿Cuál escuela primaria esta cerca de donde usted vive ?

- Alsup
- Central
- Dupont
- Hanson
- Kemp
- Monaco
- Rosehill

Para evaluar que tan seguro es de caminar en su vecindad conteste las siguientes preguntas.

1. Por favor escriba los nombres de las calles que camino/ las calles principales.

(Ejemplo: 29th y Adams) _____

2. ¿Es un lugar seguro para caminar? YES NO

3. ¿Usted caminó en la acera o en la calle? (seleccione “A” o “B”)

A. en la acera/banqueta, sendero o camino donde los carros no son permitidos

B. en la calle/ carretera con carros

¿Porque tuvo que caminar usted en la carretera/calle con los carros?
(seleccione todas las que apliquen)

No existe una banqueta/acera

Las aceras estaban cubiertas por cosas carros, ramas, postes

Aceras/ banquetas empiezan y terminan

Las aceras/ banquetas estaban muy angostas y muy saturadas

Las banquetas no llevan a donde uno tiene que ir

Otro (escriba una razón): _____

4. ¿Fue fácil o difícil cruzar las calles? (marque "A" o "B")

A. La calle fue fácil de cruzar. Escriba el nombre de la calle: _____

B. La calle fue difícil de cruzar. Escriba el nombre de la calle: _____

¿Porque fue difícil cruzar la calle? (seleccione todas las que apliquen)

La calle es muy ancha

El tráfico pasa rápido

Las luces de tráfico me hicieron esperar mucho tiempo o no me dieron tiempo de cruzar

La vista del tráfico fue obstruida

No hay rampa, o la rampa necesita reparación

No hay señal de cruce o designación de cruzar

Otro (escriba la razón): _____

Para evaluar que tan seguro es andar en bicicleta en su vecindad, por favor conteste las siguientes preguntas.

5. ¿En donde monta usted su bicicleta con frecuencia?

- Yo noto bicicleta (continúe en la pregunta 8)
- En mi vecindad (escriba el nombre de su vecindad) _____
- En un sendero/ camino (escriba el nombre de este
_____)
- Otro lugar (escriba respuesta): _____

6. ¿En donde monta usted bicicleta con frecuencia? (marque "A," "B," o "C")

- A. en la acera/ banqueta
- B. en un sendero/ camino donde los carros no son permitidos
- C. en la carretera con los carros

7. ¿A cuales lugares le gustaría ir en bicicleta?

- Trabajo (escriba el nombre de este) _____
- Escuela (escriba el nombre de la escuela) _____
- Centro de Recreación
- Wal-Mart
- Tiendas de Northfield
- Otro (escriba respuesta) -

Las siguientes preguntas son acerca de sus hábitos de caminar y andar a bicicleta.

8. ¿Que tan seguido sale usted a caminar?

- Nunca
- Todos los días
- 1 vez por semana
- 2-3 veces a la semana
- 2-3 veces al mes

9. ¿Qué tan seguido monta usted bicicleta?

- Nunca
- Todos los días
- 1 vez a la semana
- 2-3 veces a la semana
- 2-3 veces al mes
- Otro (escriba respuesta): _____

10. ¿Por que razón usted camina o monta su bicicleta? (indique sus razones)

- Por diversión y razones de salud
- Para ir al trabajo y o la escuela
- Para comprar o hacer cosas que tengo que hacer (ejemplo: compras, lavar ropa, comprar comida)
- No es dueño de un carro/ automóvil
- Otro (escriba la razón): _____

11. ¿Qué es lo que lo previene de caminar o de montar su bicicleta en su vecindad?
(Seleccione todas las que apliquen)

- Muchos carros
- Los carros pasan muy rápido
- Gente temerosa
- Perros temerosos
- No hay aceras/ banquetas donde uno pueda caminar
- No hay aceras/ senderos que lo guíen a donde uno quiere ir
- No hay luces de cruce
- No hay lugares seguros para cruzar las calles
- Aire sucio de los carros o mucha basura
- Otro (escriba razón): _____

Gracias por completar esta evaluación.





Reading Terminal Market

A New Path to Economic Development

There was a time when the term “economic development,” as used by most public officials and business leaders, referred to the practice of luring firms and jobs to a jurisdiction by selling companies on the benefits of that community — such as favorable tax rates — and providing monetary incentives to locate there. Now, communities increasingly are realizing that the quality of the places within the community are playing a larger role in today’s economic decisions.

It may be surprising, in an age when much work can be done through a fast internet connection, that location and place seem to be more important than ever. But, in fact, many communities understand that in a world where a job can be located anywhere, people need to have a good reason to choose their city or town.

English consultant and writer Charles Landry stresses the economic importance of place, especially of commercial streets that provide a compelling experience and bring people together. He makes the case that places need “distinction” — emphasizing what is unique about them; “variety” — of people, businesses, culture, buildings; and “flow,” the ability of people to choose their own walking paths at their own pace. Landry makes a direct link between these physical manifestations of place and attracting talent and business.

In this issue of *On Common Ground*, we consider the role placemaking plays in economic development today. From celebrating the uniqueness of a place to bringing amenities such as food markets to make more complete walkable neighborhoods, placemaking is becoming a leading economic development strategy.

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For more copies of this issue or to be placed on our mailing list for future issues of *On Common Ground*, please contact Ted Wright, NAR, at (202) 383-1206 or twright@realtors.org.

On Common Ground is also available online at www.realtor.org/smartgrowth

Built Environment Resources

The below information was compiled by the Regional Institute for Health and Environmental Leadership.

National Resources

Active Living by Design (www.activelivingbydesign.org) is a national program sponsored by the Robert Wood Johnson Foundation and the University of North Carolina at Chapel Hill School of Public Health. The website contains useful statistics and case studies on efforts to promote physical activity via environmental changes.

Active Living Research (www.activelivingresearch.org) is national program sponsored by the Robert Wood Johnson Foundation that supports research to examine how environments and policies influence active living for children and their families. The website includes an online research database and policy-related case studies.

The **Centers for Disease Control, Designing and Building Healthy Places** (www.cdc.gov/healthyplaces/) provides an overview of Healthy Community Design and key health issues related to land use, as well as fact sheets and many other publications and online resources.

The **Centers for Disease Control, Physical Activity Resources for Health Professionals** (www.cdc.gov/physicalactivity/professionals/index.html) offers information and tools for those who have an interest in or responsibility for increasing physical activity. It provides key reference documents, data and surveillance resources, information to assist with program planning and evaluation, and ideas for physical activity promotion. The **Active Environments** section of these resources (www.cdc.gov/physicalactivity/professionals/environment/index.html) provides public health, community design and related sites that complement Active Community Environments (ACES) efforts.

The **Community Food Security Coalition** (www.foodsecurity.org) provides information on food systems, assessing food security, and protecting local produce suppliers.

Design for Health (www.designforhealth.net) is a collaboration between the University of Minnesota and Blue Cross and Blue Shield of Minnesota aiming to connect local governments with new research into the health influences of built environments. The website includes a technical assistance library, fact sheets, and case studies.

The **Environmental Protection Agency** has many resources on air, water, transportation, smart growth, brownfields, etc. (www.epa.gov and www.epa.gov/smartgrowth/)

The **Landscape and Human Health Laboratory** (<http://lhhl.illinois.edu/index.htm>) is a multidisciplinary research laboratory dedicated to studying the connection between greenery and human health.

Leadership for Healthy Communities (www.leadershipforhealthycommunities.org) is a national program designed to support local and state government leaders nationwide in their efforts to reduce childhood obesity through public policies that promote active living, healthy eating and access to healthy foods. It focuses, in particular, on policy efforts that can improve nutrition and increase physical activity among children at high risk for obesity.

The **National Association of City and County Health Officials (NACCHO)** has a “Community Design and Land Use Program” web portal, which includes fact sheets, profiles, a flowchart for collaboration between planners and health departments, a planning/health jargon glossary, and other resources (www.naccho.org/topics/hpdp/Land_Use_Planning.cfm).

The **National Center for Safe Routes to School** (www.saferoutesinfo.org) assists communities in enabling and encouraging children to safely walk and bike to school. The Center strives to equip Safe Routes to School programs with the knowledge and technical information to implement safe and successful strategies. In the process, programs are working to reduce traffic congestion and improve health and the environment, making communities more livable for everyone.

Policy Link (www.policylink.org) is a national research and action institute advancing economic and social equity by “Lifting Up What Works®” - a way of focusing attention on how people are working successfully to use local, state, and federal policy to create conditions that benefit everyone, especially people in low-income communities and communities of color.

The Public Health Law & Policy **Planning for Healthy Places** (www.healthyplanning.org) has a variety of resources and toolkits that highlight the relationship between the built environment and public health, and provide practical “how to” guidelines to help health advocates participate in land use and economic development processes.

Rocky Mountain Land Use Institute, **Sustainable Community Development Code** includes innovative code guidelines for Healthy Food Systems, Parking, and Complete Streets. Additional codes are also under development. (<http://law.du.edu/index.php/rmlui/sustainable-community-development-code-and-reform-initiative>).

The **San Francisco Department of Public Health** has developed a **Healthy Development Measurement Tool** (www.TheHDMT.org), which contains resources for health impact assessments and includes a set of health-related planning goals, backed by rationales from academic literature and connected to a range of standards for implementation.

Transportation for America (<http://t4america.org/>) is a growing, national coalition committed to creating a new national transportation program that will take America into the 21st Century by building a modernized infrastructure and healthy communities where people can live, work and play.

The **Unnatural Causes** video (http://www.unnaturalcauses.org/video_clips.php) is the acclaimed documentary series broadcast by PBS and now used by thousands of organizations around the country to tackle the root causes of our alarming socio-economic and racial inequities in health. Short video clip samples can be viewed online. Each video clip illustrates a key concept from UNNATURAL CAUSES. Some are excerpted from the documentary, while others are Web-exclusive content.

The **U.S. Green Building Council** has published a report, “Understanding the Relationship Between Public Health and the Built Environment” (www.usgbc.org/ShowFile.aspx?DocumentID=1480), which compiles extensive research on the health impacts of various land use patterns and transportation designs.

Colorado Resources

LiveWell Colorado (www.livewellcolorado.org) aims to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado's mission is to inspire and advance policy, environmental and lifestyle changes that promote health through the prevention and reduction of obesity. Part of this work includes developing Policy Blueprints (<http://www.livewellcolorado.org/resources/policy-blueprints>):

Built Environment Policy Blueprint: This Blueprint will initiate a process examining how the built environment may be affecting health outcomes throughout Colorado, and what communities are doing to increase opportunities for healthy eating and active living.

Food Policy Blueprint: This Blueprint seeks to identify the most pressing policy needs and opportunities to strengthen access to healthy foods in Colorado.

The Colorado Department of Public Health and Environment, **Colorado Health Data** website (www.cdphe.state.co.us/hs/datahome.html) allows access to data from many programs within the State Health Department.

A Sample of Resources on Community Strategies

CDC Recommendations for Improving Health through Transportation Policy

(<http://www.cdc.gov/transportation/docs/FINAL%20CDC%20Transportation%20Recommendations-4-28-2010.pdf>). The Centers for Disease Control and Prevention (CDC) gives specific recommendations for including the consideration of public health within transportation issues.

Essential Smart Growth Fixes for Urban and Suburban Zoning Codes

(http://www.epa.gov/smartgrowth/essential_fixes.htm). The document explores 11 "Essential Fixes;" addressing the most common barriers local governments face in implementing smart growth. Topics include mixing land uses, fixing parking requirements, modernizing street standards, managing stormwater, and adopting smart annexation policies, among others. Each Essential Fix describes the problem or barrier and the actions that the community could take to overcome that barrier. These actions are organized as modest adjustments, major modifications, or wholesale changes to give communities options based on their political will, financial resources, and organizational capacity. Communities can apply parts of fixes or multiple fixes or entirely overhaul their codes.

Growing Smarter, Living Healthier: A Guide to Smart Growth and Active Aging

(<http://www.epa.gov/aging/bhc/guide/index.html>). This guidebook is intended for older adults who are interested in how our communities work and how we might help them become more 'age-friendly.' This guide addresses the basic principles of neighborhood and town design, and is intended to help one understand *why* community design matters, and *how* becoming involved in your community's decisions about growth can make it a better place in which to grow old.

Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communities

(http://www.policylink.org/atf/cf/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/HFHC_SHORT_FINAL.PDF). This PolicyLink report, lifts up emerging solutions that can improve health, spark economic development, and help transform underserved communities into communities of opportunity.

Leadership for Healthy Communities: Action Strategies Toolkit

(<http://www.rwif.org/childhoodobesity/product.jsp?id=42514&c=EMC-ADV>). This Toolkit was created to help provide guidance on the best approaches policy-makers can use to make their states, communities and schools healthier places to live. The toolkit offers practical examples of policy approaches and resources covering a wide range of issues, including increasing access to parks and recreation centers, improving safety for bicyclists and pedestrians, offering healthier foods in schools, and attracting grocery stores that provide healthy, affordable foods to lower-income communities.

Local Government Actions to Prevent Childhood Obesity, Report Brief, September 2009

(<http://www.iom.edu/Reports/2009/ChildhoodObesityPreventionLocalGovernments.aspx>). The Institute of Medicine (IOM) released this report to serve as a practical guide for government officials at the city, town, township or county level who want to take action to address healthy eating and active living. This report recommends 58 action steps organized under 15 broad strategies. In addition, the IOM Committee also highlighted 12 of the most promising strategies across the report.

Putting Smart Growth to Work in Rural Communities

(http://icma.org/en/icma/knowledge_network/documents/kn/Document/301483/Putting_Smart_Growth_to_Work_in_Rural_Communities). Many rural communities are facing challenges, including rapid growth at metropolitan edges, declining rural populations, and loss of working lands. This report focuses on smart growth strategies that can help guide growth in rural areas while protecting natural and working lands and preserving the rural character of existing communities. These strategies are based around three central goals: 1) support the rural landscape by creating an economic climate that enhances the viability of working lands and conserves natural lands; 2) help existing places to thrive by taking care of assets and investments such as downtowns, Main Streets, existing infrastructure, and places that the community values; and 3) create great new places by building vibrant, enduring neighborhoods and communities that people, especially young people, don't want to leave.

Recommended Community Strategies and Measurements to Prevent Obesity in the United States – an MMWR report (www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm). The report contains 24 recommended obesity prevention strategies focusing on environmental and policy level change initiatives that can be implemented by local governments and school districts.

The Implementation and Measurement Guide

(http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf). The guide includes measurement data protocols, a listing of useful resources, and examples of communities that successfully implemented each obesity prevention strategy.

School Bicycling and Walking Policies: Addressing Policies that Hinder and Implementing Policies that Help (www.saferoutesinfo.org/resources/program-development_tip-sheets.cfm). To help encourage more walking and bicycling, the Safe Routes to School National Partnership and the National Center for Safe Routes to School have released this jointly-developed resource. This tip sheet was developed in response to numerous requests from across the country.

Economic Benefits of Built Environment Strategies

The below information was compiled by Tri-County Health Department.

Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design Research Synthesis http://activelivingresearch.org/files/Synthesis_Shoup-Ewing_March2010.pdf

“This research synthesis reviews the sizable body of peer-reviewed and independent reports on the economic value of outdoor recreation facilities, open spaces and walkable community design.”

Economic Effects of Traffic Calming on Urban Small Businesses http://www.emilydrennen.org/TrafficCalming_full.pdf

“This study investigates how changes to the streets and sidewalks in urban areas to make them safer, more attractive, and more livable (“traffic calming”) affect retailers in highly urbanized areas.”

The Walkability Premium in Commercial Real Estate Investments

http://www.u.arizona.edu/~gpivo/Walkability%20Paper%208_4%20draft.pdf “We find that, all else being equal, the benefits of walkability are capitalized into office, retail and industrial property values with more walkable sites commanding higher property values. On a 100 point scale, a 10 point increase in walkability increases property values by 1 to 9 percent, depending on property type. We also find that walkability is associated with lower cap rates and higher incomes, suggesting that the higher values are caused by both higher incomes and expectations of less risk, greater income growth, or slower depreciation. All walkable property types generated higher income and therefore have the potential to generate returns as good as or better than less walkable properties, as long as they are priced correctly.”

Walking the Walk: How Walkability Raises Housing Values in U.S. Cities

<http://www.ceosforcities.org/work/walkingthewalk> “The report, ‘Walking the Walk: How Walkability Raises Housing Values in U.S. Cities’ by Joseph Cortright, analyzed data from 94,000 real estate transactions in 15 major markets provided by ZipRealty and found that in 13 of the 15 markets, higher levels of walkability, as measured by Walk Score, were directly linked to higher home values.”



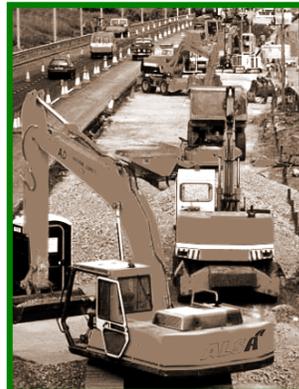
ESTIMATING THE EMPLOYMENT IMPACTS OF PEDESTRIAN, BICYCLE, AND ROAD INFRASTRUCTURE

CASE STUDY: BALTIMORE

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December 2010



In this case study, we estimate the employment impacts of various transportation infrastructure projects in the city of Baltimore. We are particularly interested in examining the differences in employment resulting from different project types: those that focus on bicycle and pedestrian infrastructure and those that do not. Using an input-output model, we evaluate project-specific data provided by the City of Baltimore. We find that pedestrian and bicycle infrastructure projects create 11-14 jobs per \$1 million of spending while road infrastructure projects create approximately 7 jobs per \$1 million of expenditures. Below we describe the projects we analyzed and present more detailed estimates of the employment impacts.

Project Descriptions and Data

We acquired data from the City of Baltimore for a variety of completed infrastructure projects. Included in these are footway repair projects, bike lane projects, and road repair projects. The footway repairs included excavation and concrete removal, repairing and replacing concrete sidewalks, repairing and replacing drainage systems, planting trees, constructing pedestrian ramps, and laying brickwork. The bike lane projects included signing and marking for on-street bike lanes as well as a planned bike boulevard which will include signing and marking as well as curb extensions, bollards, and planters. Road repair projects fell into two categories: the more basic resurfacing jobs which entailed excavation, paving, and pavement marking; and the more elaborate road repair projects which also included more engineering work, drainage and erosion control, signage, and utility relocations.

For each project, the city provided us with expenditure data detailing the engineering, construction, and materials costs. We then used an input-output model to estimate the employment impacts resulting from these expenditures. For this case study, we used IMPLAN version 3.0 along with the 2008 Maryland data set for our analysis. The input-output (I-O) model allows us to assess the economy-wide impacts of various activities. In addition to the direct jobs that are created in the engineering and con-

struction firms involved in infrastructure projects, jobs are created in the supply chain of these industries, which we call ‘indirect jobs.’ These indirect jobs are in industries such as cement manufacturing, sign manufacturing, and trucking. Furthermore, as workers in the direct and indirect industries spend their earnings, they create demand in industries such as food services and retail establishments, which we call the ‘induced effects.’ The I-O model captures not only the direct employment and output effects of an activity, but also the indirect and induced effects, and therefore provides a more complete picture of the impacts resulting from infrastructure spending.

Employment Impacts

Using the data provided by the City of Baltimore, we construct five infrastructure categories in our model: (1) footway repairs; (2) on-street bike lanes; (3) planned bike boulevard; (4) road repairs and upgrades; and (5) basic road resurfacing. For each category, we use IMPLAN to estimate the direct and indirect employment impacts. We then estimate the induced effects to be 38% of the combined direct plus indirect effects.¹ In the table below, we present the employment impacts resulting from spending \$1 million on each of these infrastructure projects.

As we see from the table on the following page, \$1 million in spending on pedestrian projects creates 11.3 jobs. Six of these jobs are directly created in the construction and engineering industries. An additional 2.2 jobs are indirectly created in industries such as concrete manufacturing and sign manufacturing. Further, 3.1 jobs in retail, healthcare, and food services are created through the induced effect. Thus a total of 11.3 jobs result from the initial \$1 million pedestrian project. The employment multiplier in the rightmost column shows that for each job directly created

¹ In previous work, we assume that the national induced employment effects are equivalent to 40% of the combined direct and indirect effects (see the discussion in “Green Prosperity” by Pollin, Wicks-Lim, and Garrett-Peltier, available at www.peri.umass.edu). Here, we adjust the induced effect downward since local induced effects will tend to be smaller than national induced effects as residents of Maryland buy goods and services from out of state in addition to buying foreign imports. We use the local supply/demand ratio in IMPLAN to adjust the induced effect from 40% to 38% for this study.

EMPLOYMENT PER \$1 MILLION EXPENDITURES					
	Direct jobs per \$1 million	Indirect jobs per \$1 million	Induced jobs per \$1 million	Total jobs per \$1 million	Employment multiplier
Pedestrian projects	6.0	2.2	3.1	11.3	1.9
Bike lanes (on-street)	7.9	2.5	4.0	14.4	1.8
Bike boulevard (planned)	6.1	2.4	3.2	11.7	1.9
Road repairs and upgrades	3.8	1.5	2.0	7.4	1.9
Road resurfacing	3.4	1.5	1.9	6.8	2.0

by a pedestrian project, an additional 0.9 jobs are created in the indirect and induced industries.

Of the five types of infrastructure projects analyzed in the City of Baltimore, we see that for a given level of spending, on-street bike lanes create the greatest number of jobs. Each \$1 million spent creating on-street bike lanes directly creates 7.9 jobs and creates a total of 14.4 jobs when we include the indirect and induced effects. By comparison, pedestrian projects and bike boulevards create slightly fewer jobs: about 6 direct jobs and 11 total jobs for each \$1 million spent. The two categories of road repairs have the lowest employment effects, with 3-4 direct jobs and approximately 7 total jobs created for each \$1 million. Thus bike lanes, for a given level of spending, create about twice as many jobs as road construction.

Why do the employment impacts differ? Two major sources of variation in project costs cause these differences: labor intensity and the relationship between engineering and construction expenses. First, the labor intensity of the projects varies. That is, some projects are more labor-intensive; a greater proportion of the overall expenses are spent on labor versus materials. More labor-intensive projects will have greater employment impacts. Second, the ratio of engineering costs to construction costs varies across projects. Engineering is a more labor-intensive industry than construction, and therefore has a higher employment multiplier. Projects with higher engineering costs (as a share of total project expenses) will therefore have greater employment impacts than projects with a smaller share of engineering costs. These two sources explain the differences in our job estimates presented above. Projects such as footway repairs and bike lane signing and

painting are labor intensive – they use a high ratio of labor to materials in comparison to projects such as road repairs, which spend a greater proportion of their total project budget on materials.

On the following page we present the top ten industries which experience employment gains as a result of spending on infrastructure construction. As we see from the table, for all projects, most jobs will be created in the construction industry. For bike projects, the second leading industry of job creation is architecture and engineering. For pedestrian and road projects, manufacturing industries such as stone, cement, plastic pipes, and wiring devices all see important job creation effects. In addition to the construction, engineering, and manufacturing industries, employment is also created in industries such as wholesale trade, truck transportation, food services, accounting, and legal services.

Investment in transportation infrastructure of all types will generate employment in various industries throughout Baltimore and the State of Maryland. In this case study we find that investments in bicycle and pedestrian infrastructure create the most employment for a given level of expenditure. While road construction projects create approximately 7 jobs per \$1 million spending, pedestrian projects create over 11 jobs for the same level of spending, and bicycle projects create up to 14 jobs. Other studies have shown that investments in bicycle and pedestrian facilities can reduce carbon emissions and improve quality of life. Here we find that these investments bring an additional benefit to the community: they are an important source of job creation.

EMPLOYMENT IMPACTS: TOP TEN INDUSTRIES (DIRECT AND INDIRECT JOBS)

	Footway repairs	On-street bike lanes	Bike boulevard (planned)	Road repairs and upgrades	Road resurfacing
1	Construction of other new nonresidential structures	Construction of other new nonresidential structures	Construction of other new nonresidential structures	Construction of other new nonresidential structures	Construction of other new nonresidential structures
2	Cut stone and stone product manufacturing	Architectural, engineering, and related services	Architectural, engineering, and related services	Plastics pipe and pipe fitting manufacturing	Wiring device manufacturing
3	Cement manufacturing	Employment services	Employment services	Ferrous metal foundries	Other concrete product manufacturing
4	Architectural, engineering, and related services	Food services and drinking places	Food services and drinking places	Cut stone and stone product manufacturing	Asphalt paving mixture and block manufacturing
5	Wholesale trade businesses	Real estate establishments	Wholesale trade businesses	Other concrete product manufacturing	Cut stone and stone product manufacturing
6	Employment services	Services to buildings and dwellings	Real estate establishments	Cement manufacturing	Greenhouse, nursery, and floriculture production
7	Services to buildings and dwellings	Wholesale trade businesses	Services to buildings and dwellings	Architectural, engineering, and related services	Sign manufacturing
8	Real estate establishments	Management, scientific, and technical consulting services	Accounting, tax preparation, bookkeeping, and payroll services	Asphalt paving mixture and block manufacturing	Cement manufacturing
9	Food services and drinking places	Accounting, tax preparation, bookkeeping, and payroll services	Management, scientific, and technical consulting services	Greenhouse, nursery, and floriculture production	Plastics pipe and pipe fitting manufacturing
10	Transport by truck	Legal services	Legal services	Sign manufacturing	Architectural, engineering, and related services



Farmer's Market in Little Rock, Ark.

Markets Make It the Right Place to Live

Public Food Markets Enhance
the Quality of Life in a Community

By John Van Gieson

Early in the country's history, Americans bought much of the food they didn't grow themselves from local farmers at public markets that were a focal point of their communities. Many of those markets faded away in the last century, but now public markets are roaring back.

Public market advocates say that Thomas Jefferson wrote the Declaration of Independence in a room he rented overlooking a public market in Philadelphia. Could it be that Jefferson's stirring call for American independence was inspired in some way by the sound of farmers and their customers haggling over the price of cabbage and tomatoes? It's an intriguing possibility.

Over the years, outdoor markets evolved into ornate market halls in many cities, but most of the public markets disappeared, due largely to advances in refrigeration and transportation that allowed supermarkets to sell year-round food produced in distant places. Strawberries out of season in Philadelphia? No problem. We'll get them from farmers in Florida, California or Chile.

Public markets are undergoing a huge revival all over the country. More than ever, savvy American consumers want to buy their fruit, vegetables and other food stuffs, much of it produced organically, from local farmers at local markets.

The U.S. Department of Agriculture reported earlier this year that there are 6,132 public markets across the country — a 16 percent increase in just one year. The New York-based Project for Public Places (PPS), reported that the number of open-air farmers markets increased from 1,700 to more than 5,000 in just 15 years. PPS assists and advises governments and groups interested in developing public markets all over the world.

"Public markets are not just places of commerce," PPS said in an article on its website, www.pps.org. "Successful markets help grow and connect urban and rural economies. They encourage development, enhance real estate values and the tax base, and keep money in the local neighborhood. Public markets also offer low-risk business opportunities for vendors and feed money back into the rural economy where many vendors grow, raise and produce their products."

Another benefit is the way markets bring people from different backgrounds together, allowing them to mix and mingle comfortably, PPS said.

“A lot of people find one of the great amenities in a neighborhood is having a market in the neighborhood that you can walk or bike to,” said PPS consultant David O’Neil, former manager of the Reading Terminal Market in Philadelphia. “Markets are very social. People tend to go to the market with other people.”

Public markets operate from one to seven days a week. Many are seasonal, especially in colder cities, but some operate year-round. The number of farmers who sell their produce at the markets can range from a handful to more than 100. Attendance ranges from a few thousand to the 200,000 pedestrians who crowd the area around the Union Square Greenmarket in Lower Manhattan on summer Saturdays.

The vast majority of the markets operating today are open-air farmers markets where local farmers sell their produce from stalls or booths. About 100 of the grand old market halls that once dominated the urban food-scape have been preserved and restored. At least one of them, Pike Place Market in Seattle, is a must-see tourist attraction where fishmongers delight visitors by hurling hefty salmon over the counters.

The Union Square Greenmarket in a popular New York park located just north of Greenwich Village is probably the best known farmers market in the country. The Union Square market is one of 51 greenmarkets operated by GrowNYC in all five of the city’s boroughs,

assuring New Yorkers that fresh local produce is readily available no matter where they live.

Union Square Greenmarket is open four days a week, Monday, Wednesday, Friday and Saturday, attracting farmers from up to 250 miles away. Greenmarket advocates said the two-acre market has resulted in the preservation of 30,000 acres of farmland in the New York, New Jersey and Pennsylvania area.

“We have a producer-only market, meaning we’re an opportunity for small family farms,” said Jeanne Hodesh, publicity and special events coordinator for Greenmarket. “Our mission is twofold: to generate a steady source of produce to the New York City market and to provide steady sources of income to small family farmers.”

Once rundown, squalid and populated by drug dealers, Union Square Park has been revitalized since the Greenmarket opened in 1976 and the neighborhood now ranks as one of New York’s hottest retail areas, even in the midst of the national recession.

“The Greenmarket has been a huge part of the reason why the neighborhood has fared as well as it did during the economic downturn in the last couple years,” Jennifer E. Falk, executive director of the Union Square Partnership, told the New York Times.

The Union Square Greenmarket boasts an extra added attraction that few other farmers markets can match — top New York chefs or their “foragers” come to the market first thing in the morning to buy produce for their restaurants. Hodesh said they use specially designed bicycles and carts to haul the produce back to their restaurants.

The Greenmarket has been a huge part of the reason why the neighborhood has fared as well as it did during the economic downturn in the last couple years.



Union Square Greenmarket in New York City



Reading Terminal Market
in Philadelphia, Pa.

Photos provided by the
Reading Terminal Market



Once a quarter, she said, Greenmarket sponsors a “Tours and Tastes” event where a chef leads groups of 15 to 20 people through the market, encourages the farmers to talk about their crops and takes the group back to his or her restaurant to whip up a gourmet meal featuring produce purchased at the market.

The Reading Terminal Market in Philadelphia is a farmers market located in a 78,000-square-foot market hall built in 1892. The building was owned by the defunct Reading Railroad, which operated a train station on the second floor above the market.

General Manager Paul Steinke said the Reading Terminal Market attracts about 115,000 visitors a week, about 5.7 million a year. “We’re very careful to try not to cater too heavily to tourists,” he said. “We don’t have any souvenir stands. We don’t have any chains or franchises at all. It’s all locally owned businesses.”

The market is open seven days a week year-round, flying in produce from California, Florida and South America in the winter, Steinke said.

The Reading Terminal Market attracts about 115,000 visitors a week, about 5.7 million a year.

In 1980, after the railroad folded, the market was down to 20 vendors and was close to collapse. A couple of managers from the Reading Co., the real estate company that succeeded the railroad, drove out to Pennsylvania Dutch country west of Philadelphia, and invited about a dozen Amish farmers to sell their goods at the market. The Amish farmers revived public interest in the market, and the Reading Co. invested heavily in restoring it. Thirty years later, 13 Amish farmers are among the 78 vendors who sell their goods at the market.

Pike Place Market, the sprawling market district on the edge of downtown Seattle, also has a no chains policy, but with one notable exception: The first Starbucks, dating to 1971, is located in the market.

Pike Place is a market behemoth, comprised of 23 buildings spread out over nine acres. Eight buildings have residential components, mostly apartments for low-income seniors.



Photo provided by the Reading Terminal Market

The market was targeted for demolition in the 1960s by politically connected developers who wanted to build a hotel, apartments, four office buildings, a hockey arena and a parking garage on the site. Market lovers rose up in opposition and passed a 1971 initiative preserving the market and creating The Pike Place Market Preservation and Development Authority to run it.

About 100 farmers rent tables by the day with 40 more setting up outside on “Farm Days on the Cobblestones” during summer Wednesdays, Saturdays and Sundays. Pike Place is much more than a farmers market, however. The district is also home to more than 200 year-round commercial businesses, 190 craftspeople, 70 restaurants, four fish markets and 240 street performers and musicians.



Charlie Schuck for the Pike Place Market PDA



Charlie Schuck for the Pike Place Market PDA

visitors and generated \$100 million in sales. The Seattle Convention and Visitors Bureau advises on its website that “No trip to Seattle is complete without a trip to Pike Place . . .”

PPS’ O’Neil said the River Market, a few blocks from Bill Clinton’s Presidential Library in Little Rock, Ark., is an excellent example of a market that has contributed to revitalization of a downtown neighborhood in a smaller city. The market includes a market hall that opened in 1996 and a farmers market under two pavilions that’s open two days a week from May to October.

“It’s extremely popular,” said Sharon Priest, executive director of the Downtown Little Rock Partnership. “If you go down there early in the morning you have to squeeze



Photo provided by Little Rock Convention & Visitors Bureau

Above: River Market in Little Rock, Ark.
Left: Pike Place Market in Seattle, Wash.

Pike Place is much more than a farmers market. The district is also home to more than 200 year-round commercial businesses ...

Responding to charges that customers buying produce were being gouged by merchants, Seattle politicians created the Pike Place market in 1907. The market’s website says that eight farmers drove their wagons to the market on opening day — and were overwhelmed by 10,000 eager shoppers.

Last year, said Scott Davies, public information specialist for the Pike Place Market Preservation and Development Authority, the district attracted 10 million

through the crowds. We’ve been trying for years to make that critical mass happen.”

Doug Smith, a Little Rock REALTOR®, said he and his wife love the farmers market and go there often. Smith has taken up canning and buys the okra he likes to pickle at the market.

“It’s a really cool farmers market,” Smith said. “They’ve got a wonderful pavilion where they have it. It’s a very cool destination.”

The French Market in New Orleans is one of the oldest continuously occupied market sites in the country, with the original buildings constructed by the Spanish in 1779. The market is located near the Mississippi River at the eastern end of the French Quarter next door to the Café du Monde, famous for its delectable beignets.

The market's status as a farmers market is greatly diminished with most of the space now occupied by a flea market, tourist souvenir shops and prepared food stands. It may be a good place to buy gumbo, but not to buy the ingredients to make your own gumbo.

Amy Kirk, marketing director for the French Market Corp., said competition from other markets, some of which were destroyed by Hurricane Katrina, and a drop in the population of the French Quarter due to rising housing prices, were factors in the decline of the food market that once served much of the city.

"We're trying to get farmers to come here, but they are not seeing the kind of traffic they used to see," Kirk said. "I would say it would be a year before they begin to come back." ●

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Photo courtesy of Bryan J. Smith

Urban Groceries — a boon for economic development in downtowns

A revitalized area of downtown St. Louis where young professionals and empty nesters are moving into renovated loft apartments had a lot going for it, but one thing was missing — a grocery store. In fact, there were no grocery stores in downtown St. Louis.

That changed on Aug. 11, 2009, when Schnucks, a St. Louis-based supermarket chain with 105 stores in seven states, opened a prototype urban grocery called Culinaria.

"It has a trendy upscale look," said Gail Brown, a St. Louis REALTOR® who specializes in the downtown area. "It's very hip, very urban. It fits right in, I think, to the lifestyle that people who want to live downtown enjoy. It's wonderful asset to the downtown community."

Many downtown and inner city neighborhoods are "food deserts" lacking grocery stores where residents can buy good food conveniently at reasonable prices, but that is rapidly changing. Many supermarket chains, including trendsetters Whole Foods and Trader Joe's, are opening smaller urban stores in cities across the country. Even big box giant Walmart is reportedly working on plans to build 300 to 400 downsized urban groceries in the 20,000-square-foot range.

Urban groceries typically run in the range of 10,000 to 25,000 square feet, although Rouses, a supermarket chain with 37 stores in Louisiana and Mississippi, is building a 40,000-square-foot store in an old Cadillac dealership in downtown New Orleans, which has seen a surge of condo and apartment construction. Suburban supermarkets usually range 40,000 to 50,000 square feet, with some running as large as 80,000 square feet, said Larry Lund, a Chicago supermarket consultant.

Culinaria has two levels, a 21,000-square-foot grocery store on the first floor and a 5,000-square-foot wine bar and market upstairs. Lori Willis, Schnucks communications director, said the wine bar has become a popular place for downtown office workers to meet for lunch and drinks after work.



Culinaria in St. Louis, Mo.

“We created the store in the belief that downtown would continue to grow and evolve and that will sustain the store,” Willis said. “Culinaria is successful in many different ways. At this point in time it is not what you would consider profitable because it is so new and is trying to find its niche in the downtown area.”

Urban groceries compensate for the lack of space in smaller stores by limiting the numbers of brands on their shelves. Instead of half-a-dozen brands of soup or potato chips, they may stock just one, usually their house brand.

“We’ve been able to come up with an inventory of over 22,000 products,” Willis said. “We’re able to offer the same breadth of products, but not the same variety.”

Urban groceries are usually owned and operated by supermarket companies, but a coalition of local and national nonprofits and government agencies came together in Flint, Mich., to open a new urban grocery store called Witherbee’s Market & Deli. Built at a cost of \$1.8 million, the 10,000-square-foot store opened in June in a former tire store.

“It was created to address the food desert that we have here in the city,” said Judith Christenson, program director for the Flint Neighborhood Improvement & Preservation Project.

The Flint office of the Local Initiatives Support Corp. approached NIPP three years ago with the idea of forming a coalition to build an urban grocery in Flint’s downtown area. LISC gave NIPP a \$900,000 construction loan, the Charles Stewart Mott Foundation contributed \$165,400 to help buy the building and the state of Michigan’s Cit-



Trader Joe’s in Madison, Wis.

For the neighborhood it’s produced a healthy food choice. Residents can walk to the store where before they had to take taxis or buses to get to the stores on the outer fringes of the city.

ies of Promise program provided a grant and tax credits totaling \$385,000. NIPP owns the building and leases it to Demeter’s Horn LLC, which is a partnership between David White and Perry Compton — two local neighborhood residents who operate the store.

“For the neighborhood it’s produced a healthy food choice for them and given them more control over their environment, if you will,” Christenson said. “They can walk to the store where before they had to take taxis or buses to get to stores on the outer fringes of the city.”

Trader Joe’s opened an urban grocery in 2006 in a commercial area on Monroe Street in Madison, Wis. A store that had served the area for years closed in 2001 when the owner retired, and merchants and residents in the neighborhood were eager to replace it.

Trader Joe’s is a quirky, upscale grocery where the employees all wear Hawaiian shirts. The Madison store was built on the site of the store that closed, occupying the ground floor of a five-story building with 52 condos upstairs.

“It’s been a great hit,” said Carol “Orange” Schroeder, chair of the Monroe Street Merchants Association. “Because it’s the only Trader Joe’s in Madison at the moment we get a lot of traffic from the rest of the city which helps the businesses on the street.” ●

Placemaking



Campus Martius Park

A Community's Appeal Drives Economic Prosperity

By Brad Broberg

Is a city appealing because it's prosperous or is it prosperous because it's appealing?

That may sound like a chicken-or-egg question, but in this case, there's a right answer — or at least a growing awareness that creating vibrant public spaces is a winning economic strategy.

As a report by the Project for Public Spaces (PPS) points out, place has always mattered. The first cities, after all, emerged because people gathered at crossroads, creating lively hubs to exchange goods and ideas.

The basic premise holds true today. Cities need appealing places — parks, plazas, main streets, markets — where people can interact. Provide them, and prosperity — in the form of jobs — will follow.

“This is what businesses seek,” states the PPS report. “They want places that are attractive to employees, places where connections can happen, where productivity and creativity increase and where the professional networks foster collaboration and innovation.”

The report, “Putting Our Jobs Back in Place,” argues that placemaking is the best way to generate lasting prosperity at a time when technology gives people and companies greater freedom to work and do business wherever they please.

“There's a realization ... that capital and people can go where they like more than ever before,” says Ethan Kent, a vice president with PPS, a nonprofit organization based in New York that helps cities create public spaces. “For that reason, place matters more than ever.”

Placemaking is the best way to generate lasting prosperity at a time when technology gives people and companies greater freedom to work and do business wherever they please.

Placemaking is a go-to strategy for driving prosperity — and smart growth.

That's made placemaking a go-to strategy for driving prosperity — and smart growth.

A place that attracts people will also attract development. And that gives cities an opportunity to exercise smart growth principles such as density, walkability, mixed-use, access to transit and green design/construction as additional development occurs. "We think placemaking is often the best way of accomplishing smart growth," Kent says.

The redevelopment of Campus Martius Park in downtown Detroit showcases how placemaking, smart growth and economic development can go hand-in-hand.

"Right from the start, Campus Martius was meant to be a new place for economic development in the heart of downtown anchored by a major public space," says Robert Gregory, president of the nonprofit organization overseeing the park and one of the people who led the effort to build it.



Mission accomplished. "It's exceeded expectations," Gregory says. "We get calls from places all over the country that want to repeat what we've done."

What Detroit did — with help from PPS — was turn a tangled intersection into a 2.5-acre park that draws 2 million visitors a year and won an urban open space award from the Urban Land Institute. But that's not all. Since opening in 2004, the \$20-million park has triggered an estimated \$700 million of adjacent development — including a new headquarters for business software maker Compuware Corp.

Compuware's desire to move its headquarters from the suburbs to a more central location paralleled the city's interest in building Campus Martius Park, which enabled the two projects to proceed as one. "The fact that they were planned together made a big difference," Gregory says. "It created a critical mass of momentum."

More than 2,200 Compuware employees work in the high-rise that is 1.2 million square feet. They were joined this summer by 1,700 employees of Quicken Loans, which moved its headquarters from the suburbs and now leases four of the tower's 16 floors. Coming to an adjacent building over the next few years: 500 employees of GalaxE.Solutions, a New Jersey-based business software maker that's expanding to Detroit.

Campus Martius Park



Placemaking is an emerging economic development strategy.



All of that adds up to a shot in the arm for an ailing community. “Detroit is a very hurting city, but right around the park there’s been an infusion of restaurants and small shops,” says Bill McGraw, director of media relations at Compuware. “The park has helped create a sophisticated urban feeling.”

Slowly but surely, it’s also creating a neighborhood where people don’t just work, but want to live as empty retail and office buildings are being converted to housing. “So far, we’ve had 15 or 20 employees move into the city ... and we have a ton of other people looking into it,” says David Carroll, vice president at Quicken.

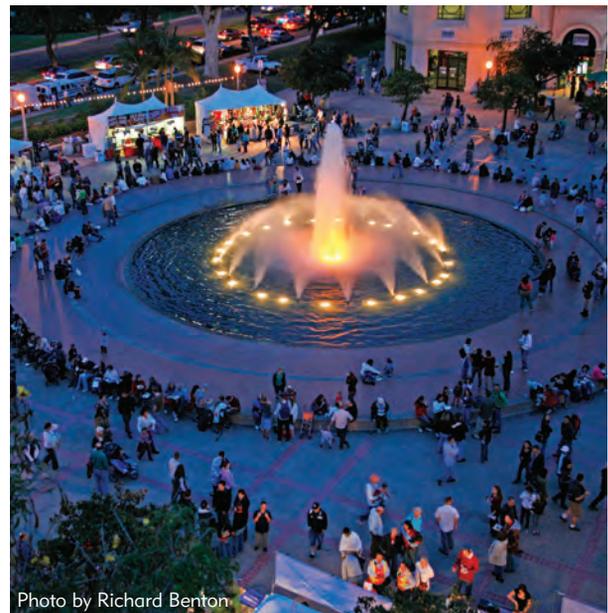
The pairing of the Compuware building with Campus Martius Park is a case of one plus one equaling three, Carroll says. “The building is great. The park is great. We really looked at it as a package deal.”

Campus Martius Park offers many placemaking lessons. The most important: give people lots to do throughout the day, week and year. Besides providing benches and tables for people to hang out, Campus Martius Park hosts music, movies and other events plus a cafe. In the winter, people flock to an ice skating rink.

“Eighty percent of the success of a public space is how it’s managed,” says Kent. “Focus on what people are going to do there, then support that with the design. If design leads, you’re limited. That’s where some of these (projects) have gone wrong.”

A century ago, before it was carved up and covered by roads, Campus Martius was considered the heart of the city, a green gathering space in the middle of town. And so it is again. “Most every city has an area like Campus Martius that could become a great public space,” Gregory says.

While placemaking is not new, doing it “on purpose” is an emerging economic development strategy. “We know we’re not reinventing the wheel,” says Karin Sommer, project manager for Placemaking Chicago. “In some communities, (placemaking) happens organically, but in others, it needs a little help.”





Bike to Work Week in the Polish Triangle in Chicago, Ill.



Placemaking Chicago is a collaboration between the Metropolitan Planning Council and the PPS. Its mission: promote grassroots placemaking through outreach, education, collaboration and advocacy.

Many of the projects supported by Placemaking Chicago are modest compared to Campus Martius, but the hope is they will blossom into something bigger. “One of the ideas of placemaking is to start with the petunias — start with something small and generate energy,” Sommer said.

Placemaking Chicago recently helped local residents develop a plan to turn an unappealing plaza above an underground train station into a welcoming entry to their urban neighborhood. While thousands of people pass through the quarter-acre plaza — a.k.a. the Polish Triangle — every day to catch the train or hop on a bus, they rarely tarry as the plaza offers few reasons — a fountain, metal benches and some trees — to linger.

“It’s not a great place right now, but we came up with a realistic plan based on what residents said they would like to see in that space,” Sommer says.

The plan is being acted on in bits and pieces, but one goal is to boost nearby retail by making the plaza a better place to visit through improved lighting, more attractive landscaping and ongoing activities such as art fairs and musical performances.

One of the ideas of placemaking is to start with something small and generate energy.

Oakland County Economic Development in Michigan takes a micro and a macro approach to placemaking, assisting specific communities with specific projects like downtown revitalization while also branding the county and its distinct geographic environs with place-based identities. “If we don’t establish Oakland County as a place people want to be, all the local stuff we do won’t matter,” says Doug Smith, deputy county executive.

In the late 1990s, Oakland County began billing itself as Automation Alley to reflect the deep pool of high-tech manufacturing talent within the auto industry. More recently, it launched a Medical Main Street initiative to spotlight the growth of the health care industry in the area — fueled over the years by the generous medical benefits of auto workers.

DestinationOakland.com highlights seven place-based environs within the county ranging from Natural Rivers to World Crossroads — each with unique social, natural and economic qualities that appeal to different people. “We use



Downtown placemaking initiative in Owensboro, Ky.

Owensboro employers will be better able to compete with employers in larger cities for talent, thanks to placemaking.

that all the time in economic development,” Smith says. “With some small high-tech companies, the trail system is sometimes more important than the taxes.”

Authenticity is the key. “How you brand is critical, but branding has to have reality behind it,” Smith says. “You have to take a critical look at your geography and resources and understand what your place-based assets are.”

That’s what Owensboro, Ky., is doing. “Owensboro is a river town that had really lost touch with its connection to the river and its understanding of how downtowns are important to the quality of life,” says Fred Reeves, executive director for the downtown development authority.

Working with Gateway Planning Group out of Fort Worth, Texas, Owensboro launched a downtown placemaking initiative. The plan: restore a 4-acre park on the Ohio River that had been gnawed in half by erosion; create a plaza connecting the park to the downtown; establish a regional farmer’s market in the plaza; build a new convention center; and convert a federal highway that bisected downtown into a local street.

“Every one of those pieces is in some stage of moving forward,” says Reeves. One of the expected benefits: Owensboro employers will be better able to compete with employers in larger cities for talent, thanks to placemaking.

“We will have the most beautiful destination park on the Ohio River ... and when employers bring job candidates in, they’re going to see a really neat downtown, and they’re going to like it,” Reeves said. ●

Brad Broberg is a Seattle-based freelance writer specializing in business and development issues. His work appears regularly in the Puget Sound Business Journal and the Seattle Daily Journal of Commerce.



Photo courtesy of South Side Local Development Company



Photo courtesy of Bryan J. Smith

REALTORS® Fund Placemaking Study

Placemaking makes sense, but a study by the Michigan State University Land Policy Institute will explore whether it makes dollars. Supported by a \$75,000 grant from the NATIONAL ASSOCIATION OF REALTORS®, the study will look at how key placemaking outcomes influence home values in three Michigan cities.

The specific cities and data involved still were being worked out at press time, but qualities of place likely to be considered include walkability, mix of uses, population density and access to transit, said Mary Beth Graebert, program development manager at the institute. Look for results sometime next year.

Gilbert White, a Lansing, Mich., REALTOR®, is the past executive in residence at the land institute and leads the advisory committee for the placemaking study. Although he looks forward to seeing the results of the study, he believes the market already has rendered its verdict on how placemaking can create value. “If you look at residential prices in urbanized areas with transportation options, they’ve held up much better,” White says.

After 70 years of auto-oriented sprawl development, people are hungry for something different, says White. “There’s a huge supply-and-demand imbalance in the market,” he says.

That’s why REALTORS® need to understand the power of placemaking, says White. “I’m sure a lot of REALTORS® are suffering in this economy and part of that is because they’re still trying to sell the same old same old,” he says. “Wouldn’t you rather have a contract to sell (homes) in a mixed-use building than an auto-dependent suburb?” ●



Above: Campus Martius Park



Photo courtesy of Bryan J. Smith