

Building Healthy Communities, for the Triple Bottom Line

Australian Heart Foundation

Perth, WA
Oct. 2011



The view from the bike path.

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A few simple points:

- **Some perspective** on the real epidemics we face.
- **A clear message**; a case for activity inducing settings!
- The need comprehensive **policy change**, not just programmatic efforts.
- A call to action as **public health agents** and advocates for positive community change!



A most encouraging sight, walking for errands.

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Youthful recollections

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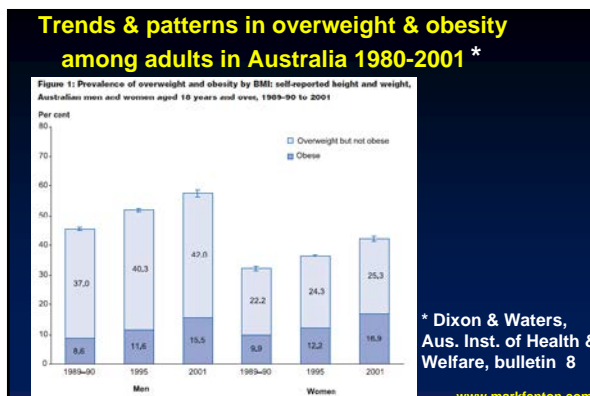
Not just my idea . . .

Kids held back with 'over-organised' play, says Shane Gould

PARADISE — Kids are being held back from the joys of play, says Shane Gould, the Olympic swimmer and author of the new book 'The Last Child in the Woods'. Gould says parents are over-organising their children's play, which is leading to a decline in children's physical activity and mental health. She argues that children need to play freely in nature to develop their imagination and resilience.

The Australian, 14-Oct-2009

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A suggestion:

Change the conversation. It's not just an obesity epidemic. We're tackling twin epidemics of physical inactivity and poor nutrition.*

* Two of the three biggest drivers of skyrocketing healthcare costs in US.

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The bad news in just three numbers:

30 Minutes of daily physical activity recommended by national guidelines.

45 % of Australian adults actually meet these recommendations.

\$1.5 Billion estimated annual health care costs due to physical inactivity
(Healthy Spaces & Places, Planning Inst. Australia, Heart Foundation, Aus. Local Gov't Association)

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W.H.O. Global Recommendations on Physical Activity for Health 2010

www.who.int/dietphysicalactivity/factsheet_recommendations/en/index.html

- **150 minutes/week** of moderate physical activity; 300 min/week even better for health.
- Any activity is better than none.
- Can be **broken up**.
- Reduced risk for CVD, diabetes, osteoporosis, obesity, dementia in old age, clinical depression, a growing list of cancers . . .



Getting some exercise, or just getting around downtown?

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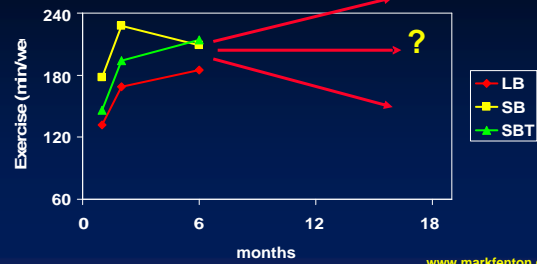
Why is it so resistant to change?

I believe in large part the **stickiness** problem!

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Exercise Participation

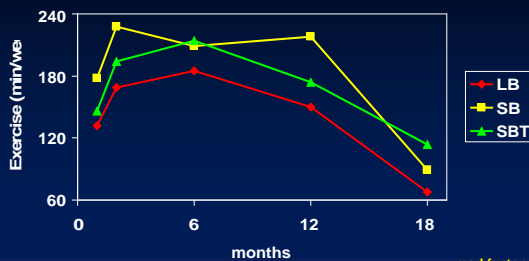
Effect of Short Bouts, Home Treadmills
(Jakicic et al., J. Amer. Med. Assoc., 282, 16)



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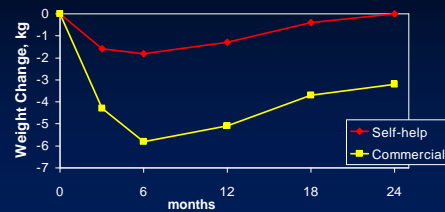
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Self-help vs. Commercial Weight Loss Programs

(Heshka et al., J. Amer. Med. Assoc., 289, 14; Apr. 2003)



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A realization:
 Go for lifestyle change, not just “exercise” for the actively inclined. We need increases in **routine, daily physical activity** for **everyone**.

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Necessary and important, but not enough. >



< We must build communities where people are intrinsically more active.



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What does the evidence suggest leads to more routine activity?

1. Variety of uses within walk, bike, & transit distance.
2. Connecting facilities: sidewalks, trails, bike lanes.
3. Destinations are functional & inviting for pedestrians, bicyclists, & transit users.
4. Safe & accessible for all ages, incomes, abilities

www.thecommunityguide.org
 CDC Guide to Community Preventive Services




www.markfenton.com

Or in Planner-Speak:

- Land use mix.
- Network of bike, pedestrian, transit facilities.
- Functional site design & details.
- Safety & universal access.

Sydney




Cliff walk

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1. Land use.

Varied destinations in proximity.



Compact neighborhoods & shared open space.



E.g. post office, grocery, schools

Mixed use, multi-family.

Housing above, retail below.



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Bicycle network options:



Shar-rows (shared use arrow)





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Transit riders are physically active.

Besser, Dannenberg, *Amer. J. Prev. Med.*, 29 (4), Nov. 2005.

Just during the daily walk to transit:

- Half of transit riders walk at least 19 mins.
- 29% get at least 30 mins. of activity.
- Minorities, poor (income <\$15k/yr.), denser urban dwellers more likely to get 30+ mins./day due to transit trips.



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3. Site design:



Which setting is more appealing for shopping on foot and by bike?

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Site design?

Research & practice suggest:

- Pedestrian friendly access; buildings are near the sidewalk, not set back.
- Trees, benches, water, aesthetics, lighting, scale.
- Details: bike parking, open space, plantings, materials.



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4. Safety.

- Engineering can dramatically improve safety.
- Increasing pedestrian and bike trips *decreases* overall accident & fatality rates.



Median islands



Roundabouts



Curb extensions

(Jacobsen P, *Injury Prevention*, 2003; 9:205-209.)

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Diagonal parking increases on-street capacity, but . . .



Des Moines, IA



Reverse angle:

- Fewer, less severe collisions.
- Safer for bikes & pedestrians.
- Slows traffic.

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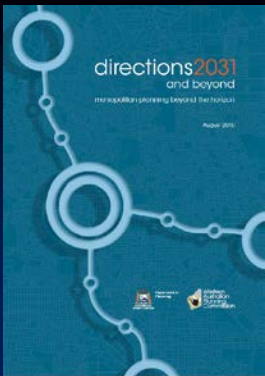
Recap - Four Elements of Healthy Community Design:

- **Mix of destinations** in close proximity (think village centers, not strip malls & boxes).
- Complete, connected **network of facilities** for pedestrians, bicyclists, & transit.
- Sites & destinations **designed to reward** active travelers & healthy eating.
- **Safe & accessible** for users of all ages, incomes, & abilities.

www.activelivingresearch.org



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< None of this is "news" to you; well captured in the Directions 2031 planning document

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So how to get there?



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Three fundamental approaches:

- Focus on what interests key decision-makers & partners, esp. economics!
- Create an interdisciplinary leadership (stealth) group & focused action teams.
- Launch the Political Cover Program (an ideal task for the health partners).



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1. Engage all likely partners . . .

Environmental:

- Reduced traffic; air, water, & noise pollution.

Social:



- Equitable transportation.
- More personal connections.

Education, schools:

- Improved health, safety; behavior & performance!
- Reduced transportation costs and infrastructure.
- More community engagement; schools as neighborhood centers.

Safety:

- Kids, elderly mobility.
- Crime deterrent.

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Walking the Walk: How Walkability Raises Housing Values in U.S. Cities
CEOs for Cities report*

- Based on 94,000 transactions in 15 markets.
- Compared sale prices & WalkScores (1-100 based on number of nearby destinations . . .)
- Higher WalkScore correlated to higher home values.
- Denser cities (San Fran., Chicago) saw greater affect than less dense (Tucson, Fresno).

Average to above average walkscore = \$4,000 to \$34,000 increase in home value


*www.ceosforcities.org/work/walkingthewalk
www.walkscore.com

www.markfenton.com

On Common Ground
Nat'l Assoc. of Realtors pub.; Summer 2010
www.realtor.org

The Next Generation of Home Buyers:

- Taste for urban living.
- Appetite for public transportation.
- Strong green streak.
- Plus, Americans are driving less overall!



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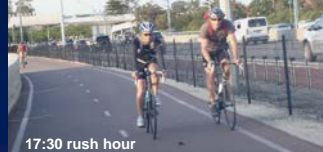
E.g., Health Economic Assessment Tools; H.E.A.T. for Bicycling and Walking

- Developed by World Health Organization
- Being used by European transport planners
 - Used for either:
 - Point in time or pre-/post-comparisons
 - Needs basic mode split, trip duration data
 - Output = \$ value of statistical life years saved
- Other inputs: average number of days, % return journeys, payback time & discount rate.

Interactive tool at: www.heatwalkingcycling.org

E.g. coming across the Narrows Bridge

- Estimate a % of cycling trips, average trip duration/distance
- Health benefit based on value of life-years saved:
 - \$1.6 million over a decade!



17:30 rush hour



What's happening?

- 1st & 2nd generation malls & big boxes are struggling.
- Employers seek vibrant, livable communities, where employee health, satisfaction, & retention are high!



Or more simply:
Which generates more economic activity, a dying mall or thriving downtown?

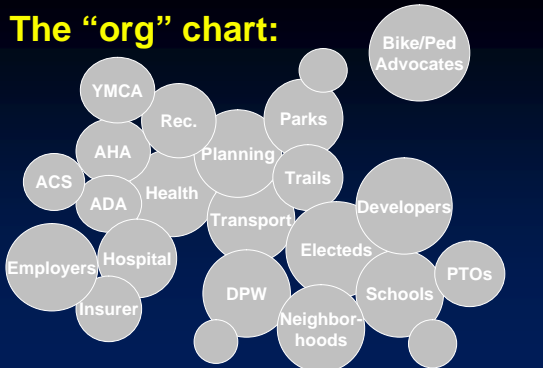
2. Build a compact, focused, interdisciplinary leadership team targeting healthy design:

- Education, schools
- Planning & Zoning
- Engineering, DPW
- Parks, Recreation
- Public Health & Safety
- Historical preservation
- Social justice & equity
- Chamber of Commerce
- Developers, Lenders, Realtors
- Neighborhood Assoc., Church & Service Groups
- Environment, Conservation

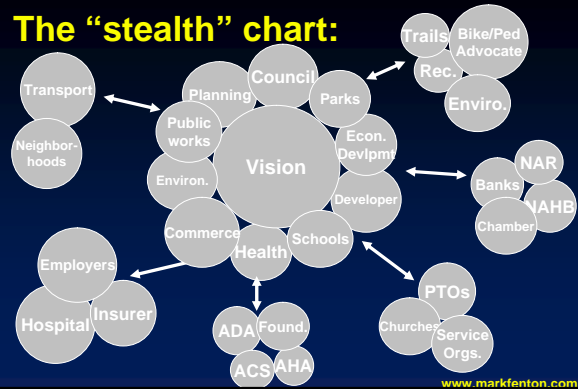


Policy information:
www.lgc.org
www.vtppi.org

The "org" chart:



The "stealth" chart:



To be on the stealth leadership team people must:

- Fully embrace the **vision** of active, healthy community design.
- Be able to spend time on this as part of **job responsibilities**; not just volunteers.
- Have **community influence** and be able to **reach** critical partners.



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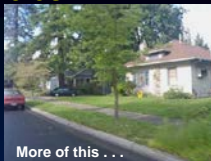
Fenton's prescription for healthy design

- Zoning ordinance** and subdivision rules & regulations focused on mixed-use.
- Complete Streets** design guidelines.
- Trails & greenways:** Transportation networks, not just recreation.
- Transportation Demand Management;** a transit & a bicycle-friendly community.
- Safe Routes to School:** Create policy-based plan, all 5 Es.

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a. Enlightened zoning policies.

- Use more compact older neighborhoods (e.g. with alleys) as a guide; overlay districts first if necessary.
- Density bonuses for corner stores/neighborhood retail, affordability, infra-structure improvements.
- Higher residential densities, clusters, grid streets.
- *No more cul-de-sacs!*
- Sidewalk & trail connections.



More of this . . .



... less of this?

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- Use downtowns as a guide for retail areas; no more mall and sprawl designs.
- Buildings at the sidewalk, parking on-street or behind, bike parking required.
- Reward (require?) multi-story, mixed use (is density bonus enough?).
- Don't let parking drive the process; set maximums, share complementary uses, require ped, bike, transit access.



In the US, we are using the lull!

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Require not just traffic, but multi-modal transportation analysis for all development.



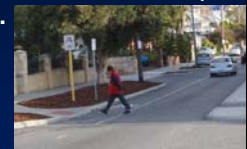
Mitigation = transit, bike, & pedestrian facilities, possibly systemic rather than on site.



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b. Build Complete Streets into ordinance:

- All users (pedestrians, cyclists, transit riders, & drivers) of all ages & abilities considered in every road project (new, repair, maintenance).
- Not just arterial, collector, local . . . Add alleys, parkways, boulevards.
- Roadway design = posted speed (not 85th %ile).
- Limited, specific exceptions.



www.completestreets.org

www.markfenton.com

The apparent phases of CS implementation:

- i. Passage of a policy resolution or executive order.
- ii. Adoption of DPW/engineering *policy*.
- iii. Adoption of detailed roadway design standards or *guidelines*.
- iv. Engineering practice (staff, consultants) actually includes routine consideration of pedestrians, bicycles, & transit in absolutely every project (including routine paving, painting, etc.).

www.engicom.com.au/products/complete-streets/
www.markfenton.com

c. Develop a comprehensive network of *transportation trails*.

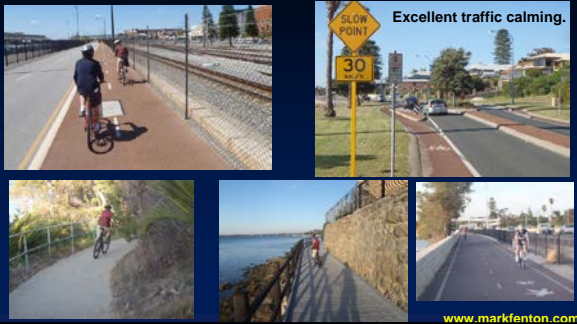
Set priorities:

- **Connect** to other elements of transportation network.
- Focus on **destinations** (schools, shopping, parks, senior housing, etc.)
- Build into the **fabric of the community**.
- Promote for **transportation** (not just recreation).
- Focus on **key links**.



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Pursue all possible corridors, including roads, utilities, and rail-with-trail projects.



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d. Create bicycle- & transit-friendly communities.

- Plan for bike lanes on wide streets. Bike racks in downtown & destinations: schools, library, parks, shopping.
- Maps, way-finding signs.
- Possible awards program: platinum, gold, silver, bronze, honorable mention.

www.bikeleague.org



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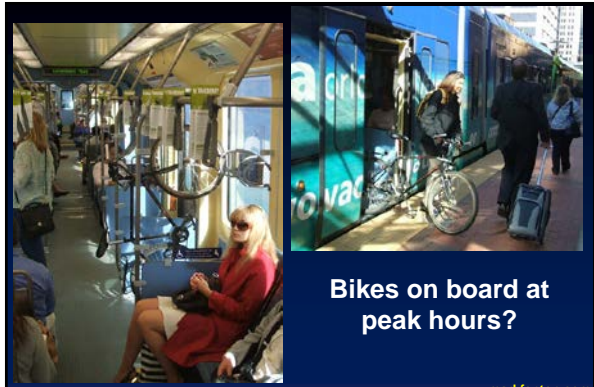
TDM = Transportation demand management.

- E.g. TravelSmart
- Institutional support of IDs as **transit passes**, tie to wellness programs!
- Start w/ schools, city employees, hospital . . .
- State of the art **parking** policies & practices (market pricing, maxima not minima).



- Bike racks on busses (?)
- Increase time, frequency of coverage.

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Carrots & sticks . . .

E.g. Don't make parking a car too cheap or easy!

- Charge the true, market rate of parking spaces.



Busting the great Fremantle parking myth

Queensgate car parking bays available last week:		QUEENSGATE CAR PARK, Henderson St, Fremantle	
Friday 30 September	2 pm - 192 bays	Open hours	Mon-Thu: 7 am to midnight; Fri-Sat: 24 hours; Sun: Closes at midnight
Saturday 1 October	11 am - 478 bays	Fee	\$1.80 per hr
Sunday 2 October	1 pm - 100 bays	Other	\$4.50 (over 2 pm Sun-Thurs); \$5.50 all day rest parking (Mon-Fri if no before 10 am)
Monday 3 October	12 noon - 180 bays		
Tuesday 4 October	2 pm - 343 bays		
Wednesday 5 October	10 am - 258 bays		
Thursday 6 October	11 am - 220 bays		

A culture of bicycling

E.g. Bike parking corral at events, farmers market; prizes to users; raise funds for bike facilities; students to operate.

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e. Comprehensive Safe Routes to School programs.

- **Premise:** More students more safe physical activity, more of the time.
- **Where it's safe enough,** more walking & cycling to school.
- **Where it's not, make it safer!**
- Activity for **all students.**
- **Benefits:** Health & safety; academic performance; transportation efficiency.



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Formalize community-wide Safe Routes to School efforts.

Leadership committee to commission working groups, plan workshops for each school.

- **Evaluate** where kids come from, what mode, & why at each school.
- Develop school plans w/ all 5 E's
- **Engineer** preferred routes.
- **Educate & encourage** safe behavior (drivers & kids).
- **Enforce** proper speeds, procedures for all.



Columbia, MO

www.saferoutesinfo.org

www.markfenton.com

Create action teams:

- Small, strong, well-connected leadership team.
- Tight, focused action teams on specific topics.
- No monthly meetings, just functionally targeted work.



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3. Launch the "Political Cover Program"

- Actively recruit a large core of engaged citizens to support healthy policy & project efforts.
- Educate them on providing constructive, effective public testimony & discourse (letters to the editor, etc.).
- Inform them (email blasts, blogs, tweets, TV & radio?) of any & all opportunities to provide input & support.



www.completestreets.org

www.markfenton.com

Community advocacy made EASIE:

- **Education.** Teach first, to get *informed* input, reaction.
- **Anticipation.** Be ready for NIMBY, CAVE, BANANA.
- **Simplification.** Easy messages to grasp & repeat.
- **Infiltration.** Become part of the decision-making entities.
- **Emotion.** Appeal to inner parent, grandparent, child.



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Core principals (my thought):

- It's not really about building sidewalks & painting bicycle lanes & crosswalks.
- It's about building the **capacity** and the **policies** to create these everywhere.
- It's never really about the *money*.
- It's about the long term **vision** and the **political and community will** to make it a reality.

VISION

LEADERSHIP

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Why care about stickier communities for active living?

- The **inactivity** epidemic; **our kids may pay!**
- **\$1.5 billion** in healthcare expenditures due to population physical inactivity.
- **Carbon footprint**, air & water quality challenges.
- Failing **transport infrastructure**; hour+ commute time/day, traffic congestion & costs.
- OPEC; drilling in **ANWR**; **oil wars** in Mid-east.
- More eyes on the street, **less crime**.
- **Shopping locally**, keeping dollars close.

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Olshansky et.al., "A Potential Decline in Life Expectancy . . ." *New Eng. J. of Med.*, March 17, 2005