Two Goal V Webinars

1. April 23, 2013 webinar
   – Focus: mapping local playspaces, completing a needs assessment, developing an action plan, and launching proven policies, programs or initiatives aimed at increasing access to physical activity.
   – Recording: News/Webinar Archive section: www.HealthyCommunitiesHealthyFuture.org

2. Today’s webinar
   – Focus: Go deeper on proven policies, programs, and initiatives aimed at increasing access to physical activity.
Today’s Presenters

• Robert S. Ogilvie PhD, Vice President for Strategic Engagement, ChangeLab Solutions

• The Honorable Madeline Rogero, Mayor of Knoxville, Tennessee
Goal V Basics

• GOAL V: To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives.

• Tour of Goal V on
  www.HealthyCommunitiesHealthyFuture.org
Send Us Your Questions Throughout

Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today’s presentation is being recorded. Slides and recording will be sent within 48 hours.
Subject Matter Expert:

ChangeLab Solutions
Robert S. Ogilvie, PhD
Innovative Solutions

To create healthy places

Presented by
Robert S Ogilvie, PhD
VP Strategic Engagement
The information provided in this seminar is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

The primary purpose of this training is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation. ChangeLab Solutions incorporates objective non-partisan analysis, study, and research in all our work.

No federal funds were used to create this presentation.
Policies to create active communities
Comprehensive Plans:

- Long-term policy guide
- Broadly stated objectives, principles, standards
- Covers 10-30 year time period
The Goal: Complete Neighborhoods
strategies for mixed-use zoning

- infill development
- Adopt urban design guidelines for activity (pedestrian access and bicycle parking)
- density bonuses to incentive quality public spaces
“Each neighborhood must contain a mixture of lot types to provide a {
\textit{variety of uses and diverse housing options}} within the neighborhood.

Each neighborhood must contain at least one \textit{Mixed-Use or Retail Building} Lot.”
strategies for active transportation

✓ Create multi-modal infrastructure
✓ ensure destination network
✓ equitable access
Bike parking at school
Municipal Bike Infrastructure Policies
Policies can require:

- Bike parking in all new developments
  
  *Fort Worth, TX*

- Bike parking when there’s a major remodel
  
  *Oakland, CA*

- Parking garages to provide bike parking
  
  *Cleveland, OH*

- Large events to provide temporary, monitored bike parking
  
  *Alameda, CA*
Mixed Use Neighborhoods with transit
“Locate transit stops to maximize access and optimize transit service and pedestrian and bikeway connections. Where located near cross-roads and major activity centers, stops should be at one-quarter mile intervals.”
Complete Streets Principles

1. Complete Streets Serving All Users

Transportation improvements will be planned, designed, constructed, operated and maintained to support safe and convenient access for all users.
strategies for complete streets

✓ multi modal transportation system
✓ design for comfort and safety
✓ incremental change
“As a matter of standard practice the transportation system should be designed, built, and maintained in a manner that accommodates not only automobiles but transit vehicles and non-motorized modes of travel as well.”
Access to recreation space
strategies for parks and recreation

✓ access and proximity
✓ plan for cultural / lifestyle preferences
✓ open space requirements
“Within 1000 feet of every lot in residential use a Civic Space designed and equipped as a playground shall be provided.”
strategies for joint use

✓ simple – open the gates after school
✓ complex – design and construct shared-use spaces
✓ mutually beneficial partnerships
Find a solution where everyone wins

Earlimart School District

Benefit – 3½ acre park
Responsibility – park maintenance and liability.

Tulare County RMA

Benefit – access to site as emergency “ponding basin”
Responsibility – planning, funding, and construction

Earlimart Community

Benefit – new park accessible to all residents
Benefit – beautification of neighborhood
Key Strategies

• Reach out to potential partners
• Engage stakeholders
• Identify likely stumbling blocs
• Look for funding from diverse sources
• Understand the legal environment
• Manage risk prudently
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TOOLKITS & FACT SHEETS

Green for Greens
Finding Public Funding for Healthy Food Retail

Putting Business to Work for Health
Incentive Policies for the Private Sector
Getting to Grocery
Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

Healthy Mobile Vending Policies
A Win-Win for Vendors and Childhood Obesity Prevention Advocates

Mobile vending — selling foods from portable vehicles — can be an important step toward reversing the childhood obesity epidemic. This fact sheet shows how mobile vending regulations can promote healthy eating in communities that need it the most.

Childhood obesity is epidemic in the United States. Obesity rates in children and adolescents have more than tripled over the past four decades. Recent studies show that if this trend continues, today's young people may be the first generation in American history to live sicker and die younger than their parents' generation.

What’s more, obesity and its health-related complications are found at higher-than-average rates among Latino, African American, and American Indian children. Studies also indicate that children of color are more likely to live in "food deserts," where residents have very limited access to high-quality, nutritious food—and the lower-quality food that is available often costs more than it does in other neighborhoods.
Thank you!

Robert Ogilvie

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Local Perspective:

Mayor Madeline Rogero
Knoxville, TN
ACTIVE KIDS AT PLAY
Knoxville, Tennessee
JOINT USE AGREEMENTS:
Outdoor Knoxville Adventure Center
JOINT USE AGREEMENTS:
Christenberry Community School
JOINT USE AGREEMENTS:
Greenways at Knox County Schools
CREATING SAFE ROUTES TO SCHOOL
Lonsdale Walking School Bus
COMPLETE STREETS
Bicycle Commuting Signs
COMPLETE STREETS
Alternative Transportation Coordinator
ACTIVE KIDS AT PLAY
Knoxville, Tennessee
Want More Information on LMCTC?

• Visit: www.HealthyCommunitiesHealthyFuture.org

• Sign up for the LMCTC newsletter: go to homepage, click on Newsletter signup in the footer, fill out information in box.
Is Your Local Elected Official Committed to the 5 Goals?

• See if your city, town or county’s local elected official is participating by going here:
  Home page -> See Progress
Additional Information

• Local elected officials/designees can sign up to LMCTC by clicking here on the home page.

• Not a local elected official? Connect with your local elected official about what support you can help them in their LMCTC participation, or encourage them to participate.
Questions and Answers

Your Participation

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Summer Webinars

June 19—How counties can participate in Let’s Move! Cities, Towns and Counties, held in collaboration with National Association of Counties (NACo)

June, July, August (Dates TBA)—Focus on achieving the LMCTC goals by city size (small, medium, and large)
THANK YOU!!!

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