



# Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

**REGIONAL CONFERENCE 2014**

## **Building Healthy Communities**



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

# Challenges

Planning For Health:  
A Call to Action

Dr. Ruth Petersen

Chronic Disease is

**PREVENTABLE**

- Physical Activity
- Better Food
- Reduce Smoking

2/3 ADULTS ARE OBESE

1/3 of Children



Diabetes Early in Life For the REST of ones life

Obesity in North Carolina

**Contributors**

- Transportation
- Lack of Safety
- Screen-based Activities
- Poor Diet

You Don't NEED

**FRUIT LOOPS!!!**

It's on a Bike Trail!

**Build Healthier Communities**

Go Smoke-Free

Safe Places

Active Transportation

Healthy Food Access

Reduce Unhealthy Food

Sidewalks

Destinations

Public Transportation

Healthy Food Venues

Think **HARM REDUCTION**

It's not Personal Responsibility It's **OUR RESPONSIBILITY**

Where you LIVE **MATTERS**

**Hardest** On the Most **VULNERABLE**

**Healthy Communities** Begin with **Healthy Design**

Healthy Eating

Protect Farmland

Healthy Food Retail

**LARGE SCALE DESIGN**

Why close Grocery stores in Poor Neighborhoods

Incentivize!



Building Healthier Communities  
**Planning and Public Health Working Together**

Just get **EVERYBODY** in a Room!!

Foster Health Well-being

Background Data

Evidence Based strategies

Active Living strategies

Destinations  
Transportation  
Walking

Parks

Bike to School

# Challenges



# Session Take-Aways

- Building healthy communities is good for the economy;
- Millennials and baby boomers are asking for healthy communities;
- Aging in place and Universal Design have benefits for individuals and communities;
- Incorporating health into local government decision-making makes good business sense.

# Planning For Health A Call to Action

What do **YOU** commit to  
working on in  
**your community?**

Get Health  
in all  
Policies

Remember  
Parks &  
Recreation!

Bring  
Minority  
Groups  
Together

Continue to  
Ask P&Z to  
"Get on the same  
page"

Communicate  
that we're  
all in the same  
boat

Get into the  
Private Sector  
Pocketbooks

Connect the  
Economy to  
Health  
in the  
Public Eye

Break down  
the Silos

Define & Encourage  
Prevention  
in lieu of  
Intervention

Take the Fear  
out of  
Change

Encourage  
Broad View  
Among local  
Stakeholders

Be the  
Catalyst for  
Building  
Relationships

Show that  
land uses can  
support health

Continue to  
Spread Value  
of HIA's

# Comments and Questions?



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## **Health and Wellness as Economic Development: A Bicycle Story**



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# Health and Wellness as Economic Development: A Bicycle Story

Ned Barrett

Trails Coordinator

Partners for Active Living

Right Places, LLC

# Session Take-Aways

- A focus on health and wellness is economic development
- Partnerships create change
- Happiness matters







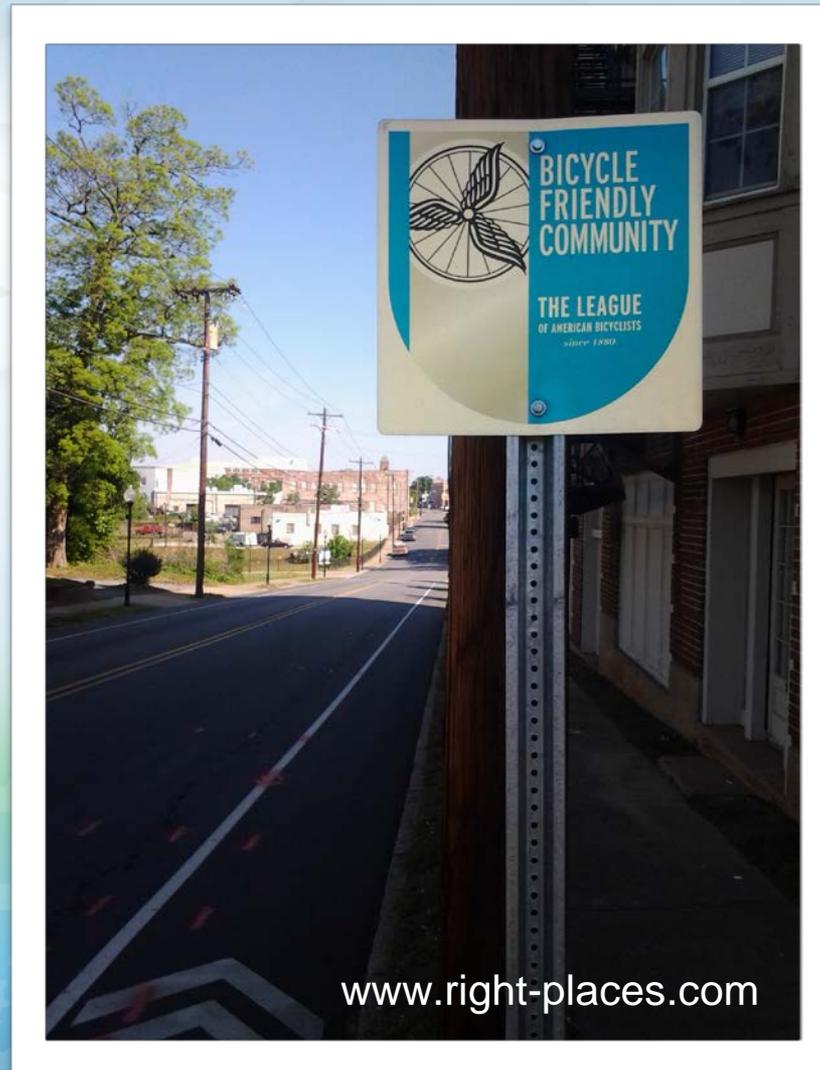
# Partners for Active Living

In 2003, South Carolina had the 5<sup>th</sup> highest rate of obesity in the nation, the 2<sup>nd</sup> highest rate of stroke, the 6<sup>th</sup> highest rate of hypertension, and the 8<sup>th</sup> highest rate of diabetes.

Obesity related diseases cost over \$1 billion a year in South Carolina, according to the Centers for Disease Control and Prevention.

# Bicycle Friendly Community

## League of American Bicyclists



[www.right-places.com](http://www.right-places.com)

# The Five E's

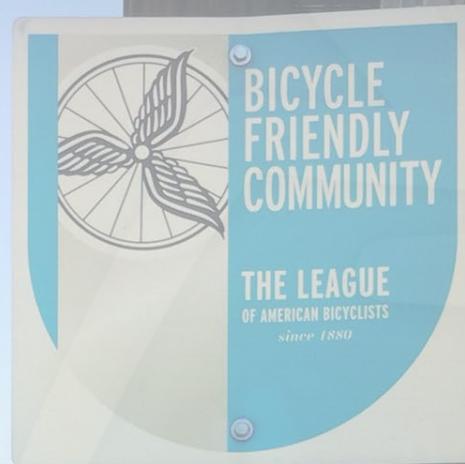
Encouragement

Enforcement

Evaluation

Engineering

Education



# Encouragement







# SPARTANBURG **B**cycle



## BY THE NUMBERS

OVER 28,000 MILES  
RIDDEN

2,000  
USERS

=100  
1.1 MILLION  
CALORIES BURNED  
=calorie content of 600  
chocolate milkshakes

3,800  
TRIPS  
TAKEN

= 200

2 **B** 14

27,246 LBS  
OF CO<sub>2</sub>  
EMISSIONS  
REDUCED

[WWW.SPARTANBURG.BCYCLE.COM](http://WWW.SPARTANBURG.BCYCLE.COM)

# Enforcement



# Education



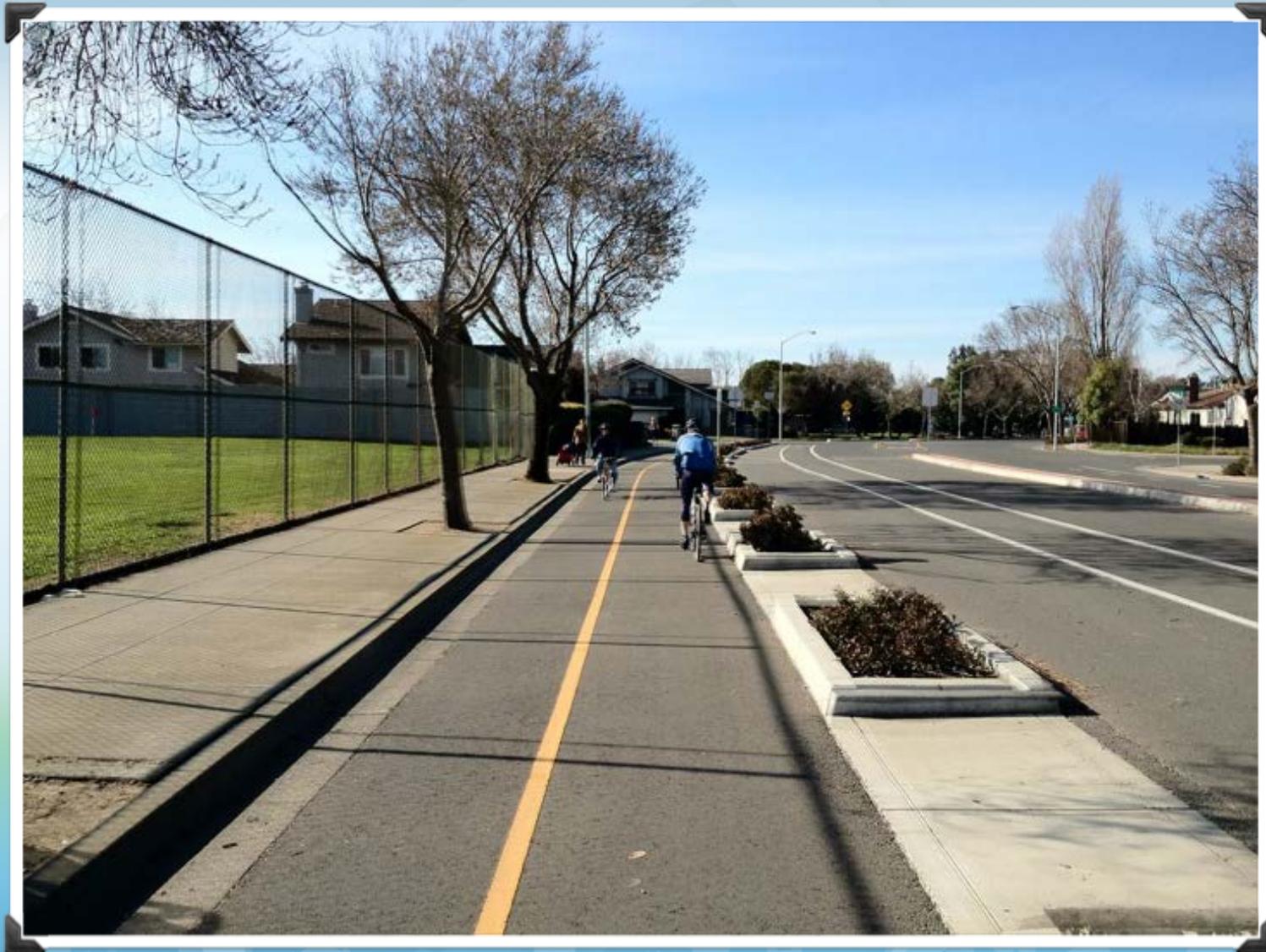
[www.right-places.com](http://www.right-places.com)

# Engineering



[www.right-places.com](http://www.right-places.com)

# Protected bike lanes



# Multi-use paths



[www.right-places.com](http://www.right-places.com)

# Evaluation

- MBF Rail Trail and Wadsworth Trail reports
- Walk/Bike to School participation
- B-cycle usage
- Attendance at events
- Trail counters

# Partnerships



[www.right-places.com](http://www.right-places.com)

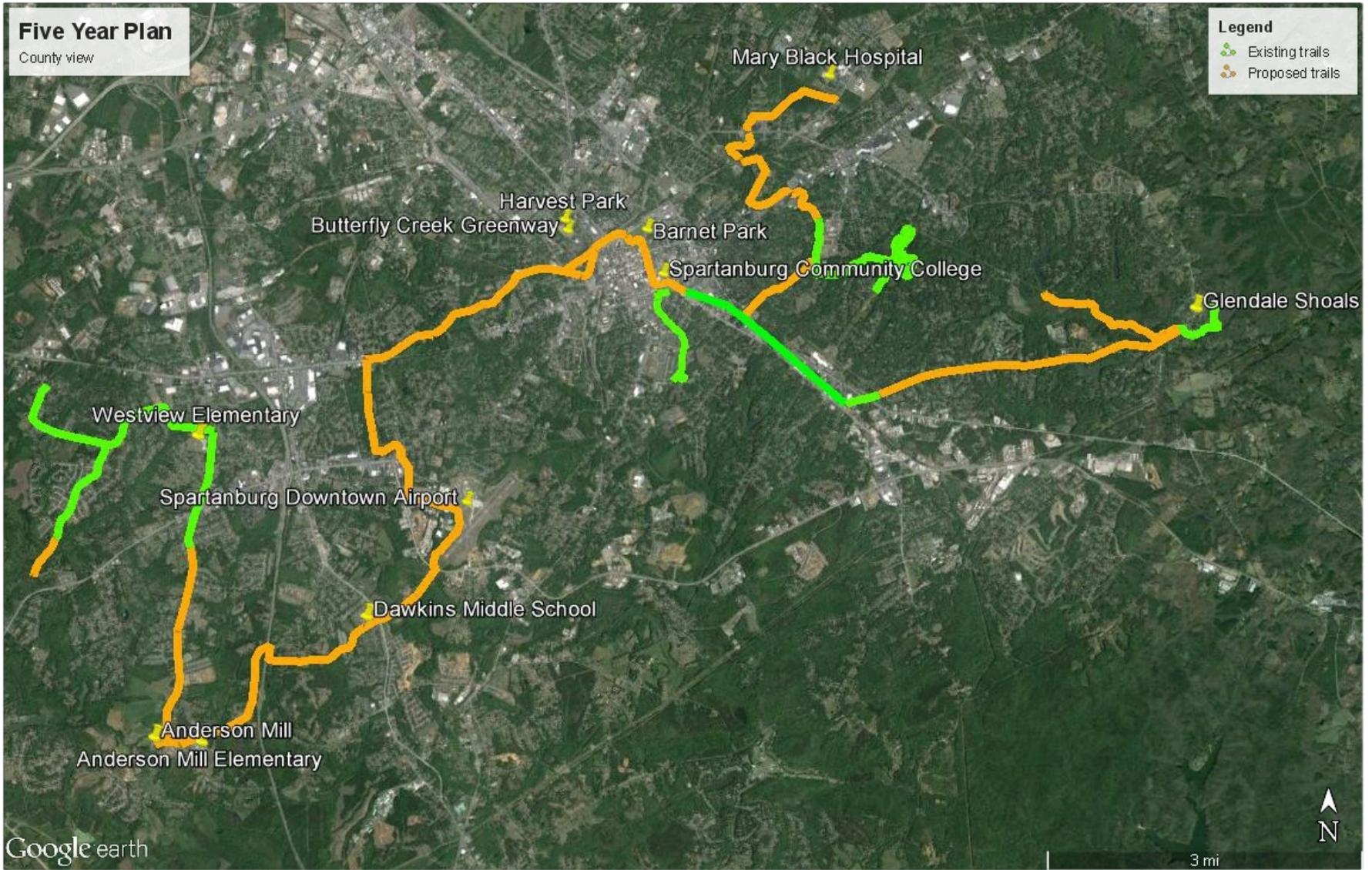
- Eight Streetscape Improvements downtown  
\$2.5 million in Tax Increment Financing funds  
South Carolina's first protected bike lanes
- City and County invest in trails plan
- City and County invest in trail coordinator position
- City and County dedicate annual funding for trail development

# Five Year Plan

County view

## Legend

- Existing trails
- Proposed trails



Google earth

3 mi



# Health Benefits

Residents who live within 1/4 mile of a recreational facility are 25% more likely to meet their daily required amount of activity.

Centers for Disease Control



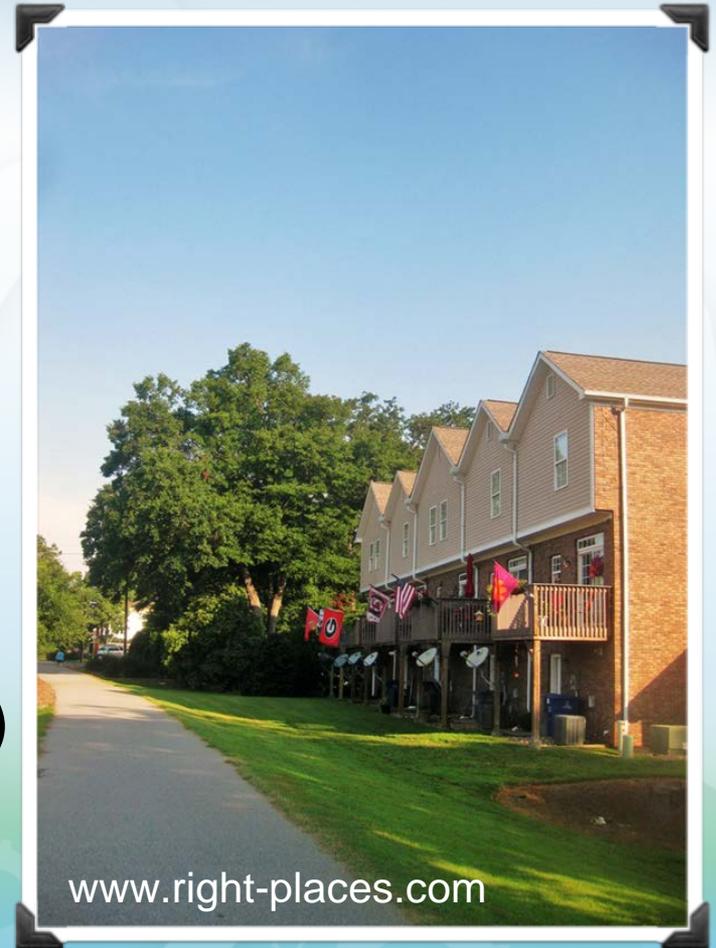
# Health and economics

A Nebraska study found that each mile of trail results in \$3 of direct health savings. (Active Living Research)



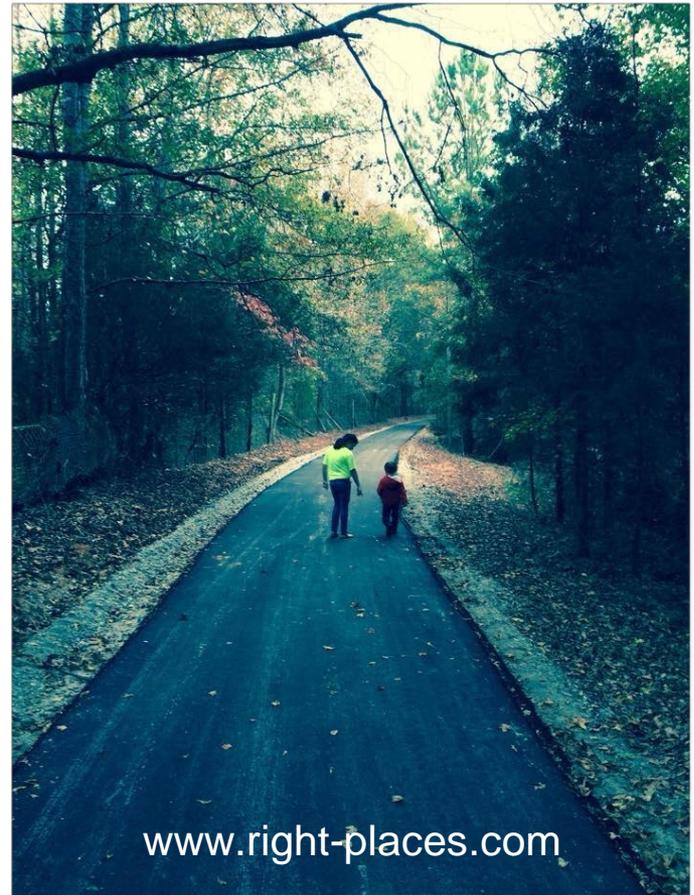
# What Realtors and Homebuyers Say

Greenways and pedestrian trails have been shown to increase the value of adjacent properties by as much as 5 to 20%.  
(National Association of Realtors)



# What Realtors and Homebuyers Say

In a survey of homebuyers by the National Association of Realtors and the National Association of Home Builders, trails ranked as the second most important community amenity out of a list of 18 choices.



[www.right-places.com](http://www.right-places.com)



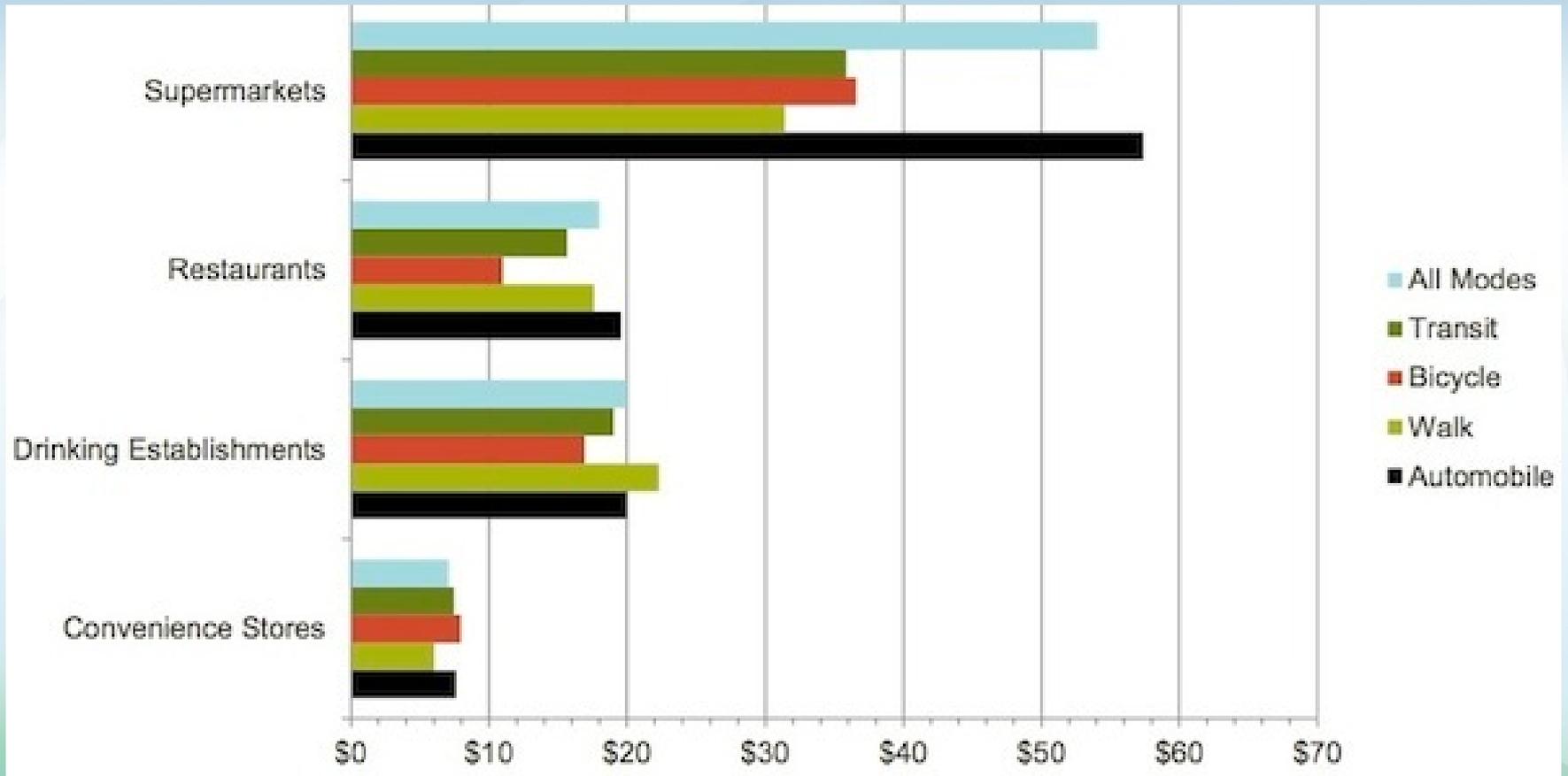
A study in Northampton, Massachusetts, showed that homes near trails sold in 29.3 days compared to 50.4 days for other homes.

# Economic Development

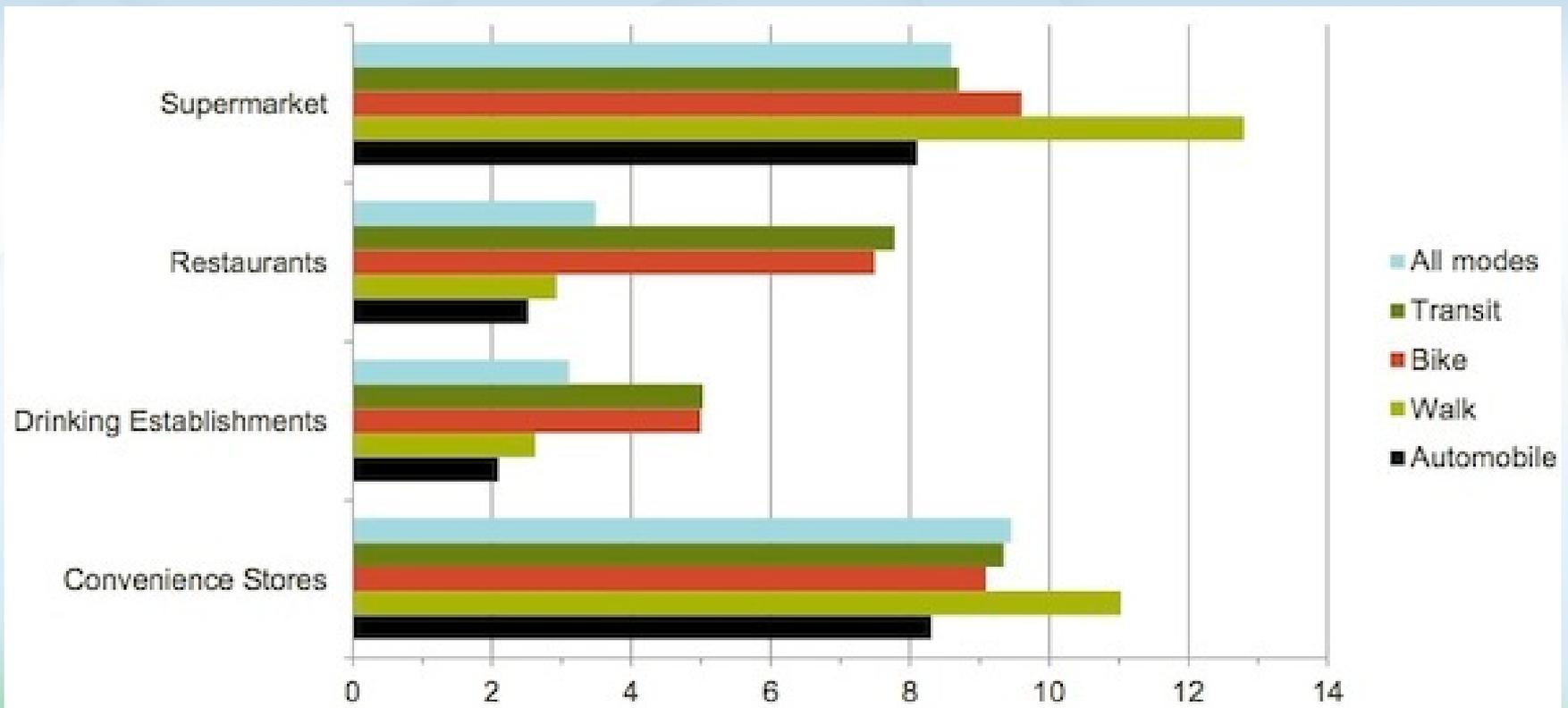
Overall, the businesses near the County segments of the [the Swamp Rabbit Trail] have reported **revenue or sales increases of 30 to 85 percent** since its arrival. (Spartanburg Trails and Greenways Plan)



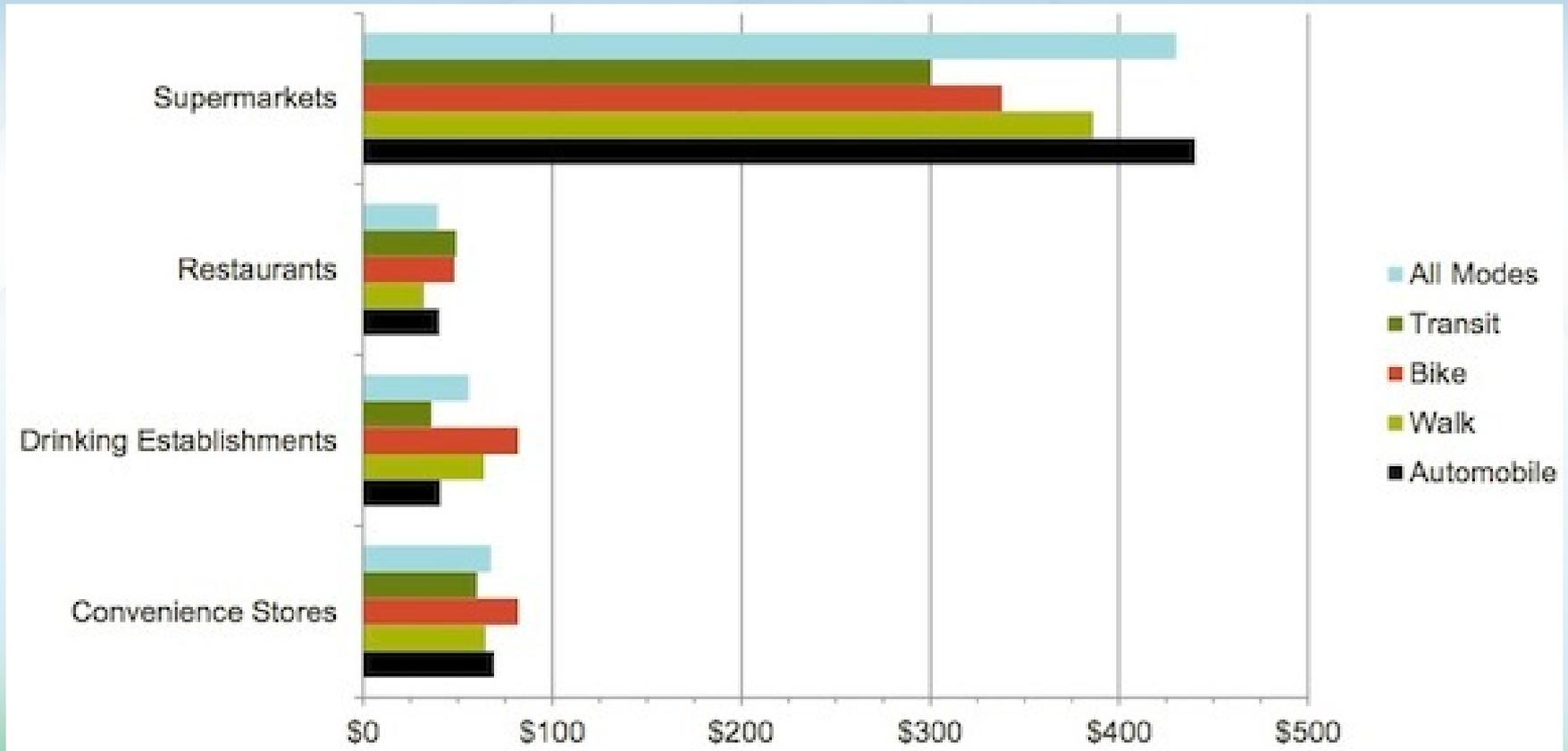
# Spending per Visit



# # of Visits per Month



# Spending per Month







**12 new businesses**

**2009-2012**

**35 new businesses**

**2013-2014**





“...characteristics of traditionally designed communities (i.e. an emphasis on public transit, walkability and shared public spaces) were found to have a statistically significant positive impact on self-reported happiness.”  
(Leyden, Kevin M. and Abraham Goldberg)





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# Universal Design for Homes & Community

Presentation by:

Carolyn Cook, LiveSmart Design

Katherine Hebert, Creating Community Change Consulting

# What is Universal Design?

It is the design of products and environments to be usable by as many people as possible (regardless of their size, age or ability) without the need for specialized design.

**Everyone uses the space equally.**

# Why do we need Universal Design?

## People live longer

- Average life span 76 years
- 77 million baby boomers moving into old age

## People live with disabilities

- 160 million people in US have a disability regardless of age—1 in 5 people.
- People survive injury that was previously fatal.

## Private single family homes are built w/o accessibility

- Private homes excluded from mandated accessibility codes
- Steps at every entry, narrow doorways & bathroom smallest room

# How is UD Implemented?

- Build into initial design of the home for future adaptability
- Retrofit into older home for aging-in-place
- Design w/ 'need specific' features for physical impairment

# Universal Design Entry

Well-defined

Zero-step entry

Covered Doorway

Side lites for visibility

34"W door opening

Lever door handle

Proper lighting

Package shelf or rail

**NO STEPS!!!!**





# Steps everywhere



**We can do better**

# Universal Design Bathroom

- Wet room
- Wheelchair radius
- Transfer clearances
- Accessible sink
- Contrasts
- Grab bars
- Balanced lighting



# UD Bathroom Features



Wall-Hung Toilet



Grab Bars



# UD Bathroom Features

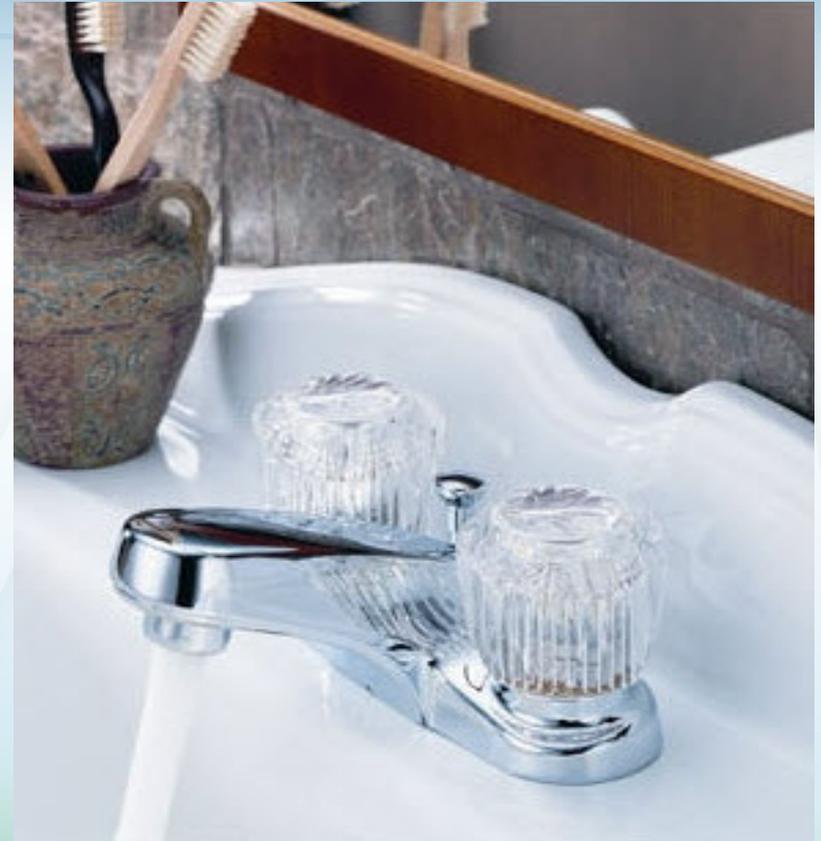


- Tub w/ Cantilevered Ledge

# UD Bathroom Features



Lever Handle



Knob Handle---hard to use

# Universal Design Kitchen

Open shelves

- Side-by-side refrigerator

- Balanced lighting

- Knee-hole under cooktop

- Ventilation

- Multiple counter heights



# UD Kitchen Features



# UD Kitchen Features



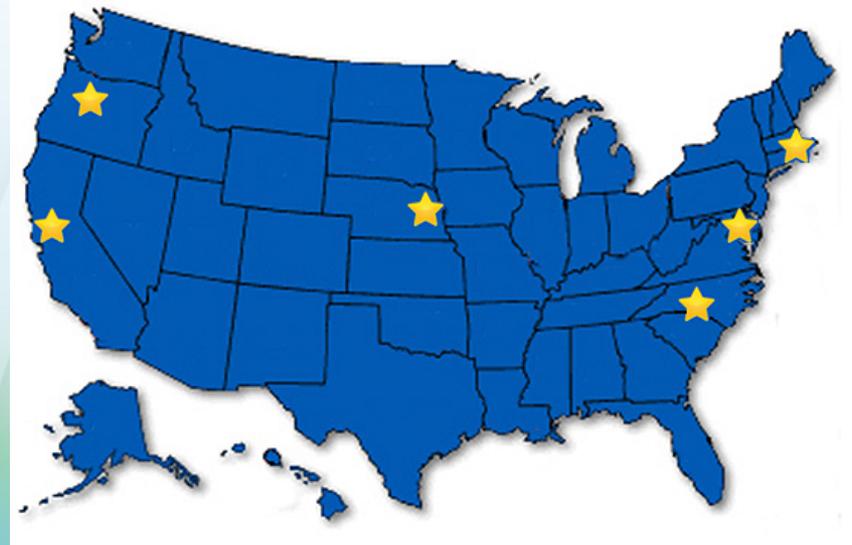
• Microwave drawer

# Universal Design Home



# Davidson Design for Life

- “To help Davidson be a community that is healthy today and even healthier tomorrow while serving as a model for other small towns by implementing healthy design.”  
(DD4L Mission)



# Definition of HIA

- Systematic process (Six Steps)
- Data sources and analytic methods (Evidence Based)
- Input from stakeholders (Participatory)
- Potential health impacts (Positive & Negative)
- Distribution of those impacts (Health Equity)
- Four Ps (Policy, Program, Plan, Project)
- Provides recommendations (Prospective)



# HIA Framework

- What's the current situation...
- What's the future looking like...
- Who will be impacted the most...
  - Age (youth, seniors)
  - Low-Income
  - Ability
- How will they be impacted if...
- What can the Town of Davidson do ....
- What can others do...



# HIA Findings

- Corresponds with the Town's Vision/ Planning
- Current and Future Housing Stock
  - 3,671 households- 64% Single Family, 15% Townhomes
  - Additional 2,000-5,000 households (2010-2030)
- Population Changes
  - 1,368 or 13% of population 65+ (2010)
  - 65+ expected to increase to 2,377 (2030)  $\approx$  25% of pop.

# HIA Findings

- Seniors
  - Aging-in-Place Survey (2008)
    - 82% currently live in own home
    - 94% want to remain in Davidson
    - 70% want to live in current home as long as possible
    - 10% will move to another dwelling in Davidson (downsize)
    - 15% will move into assisted living within Davidson (The Pines)
  - Health Implications
    - Falls
    - Social Isolation
    - Stress Caused by Displacement
    - Financial Constraints



# HIA Findings

- Youth

- Davidson, NC
  - 1,344 children under age of 10
  - 40% of children are under age of 5
- Unintentional Injury Leading Cause of Death
  - Drowning, burns, and falls
    - 44% of deaths ages 1-4
    - 31% of deaths ages 5-9
  - Falls in Mecklenburg County
    - 169 hospitalization cases from 2007 to 2009
    - 11,697 visits from 2007 to 2009
- Health Implications
  - Falls
  - Burns
  - Early Development/Independence
  - Safety
  - Social Health



# HIA Findings

- Low-Income
  - Renovation vs. Initial Construction
    - Zero-step entry- \$3,300 versus \$0-250
    - Wide doorways- \$700/door versus \$2/ door
    - Reinforcing walls-\$300-400/wall versus \$160/wall
  - Cost of Assisted Living/ Healthcare
    - \$75,000/ Year in Mecklenburg Assisted Living Complex
    - \$61,000/ Year in Mecklenburg Private Nurse

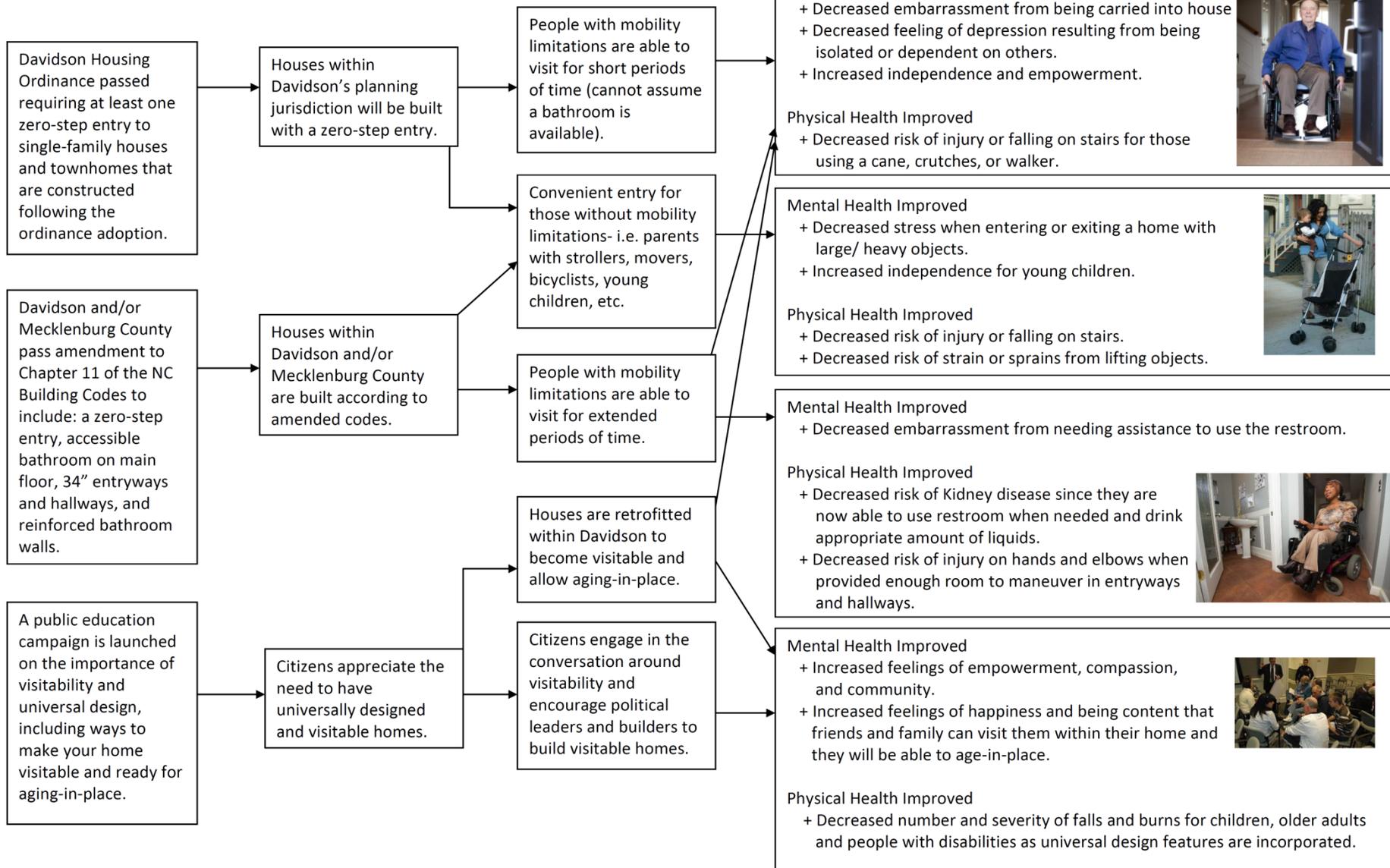


# HIA Findings

- People with Disabilities
  - 36 Million People in U.S. have a disability (12%)
  - 79 Adults in Davidson receive Adult Medicaid Services due to disability
  - 1,715 Adults in Davidson (20% estimated)
  - 450 Children in Davidson (18% estimated CSHCN)
- Health Implications
  - Social Isolation
  - Embarrassment
  - Kidney Disease
  - Falls, Burns, Scrapes, Bruises

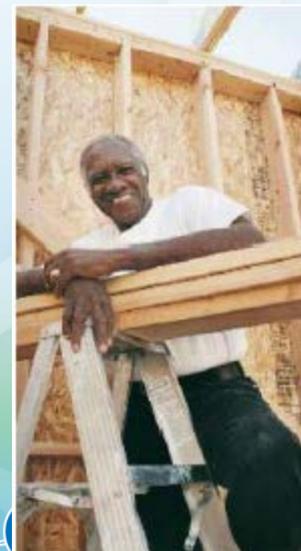


# Health Impacts of Recommended Efforts to Increase Visitability and Universal Design in Housing



# HIA Recommendations

- Davidson Ordinance- Zero-Step Entry
- Mecklenburg County Ordinance- Hallways, Doorways, Bathroom, Reinforced Walls
- Public Education Campaign
- Track Availability of Housing and Market
- Voluntary Program for Homebuilders
- Assistance in Retrofitting Homes



# Session Take-Aways

- Universal Design can be practical and beautiful
- Less expensive to incorporate into initial construction
- Health Implications of Visit-ability
- Minor Policy Change= Big Impact



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# Comments and Questions?