



PRACTICAL APPROACHES TO BUILDING HEALTHY PLACES

Tuesday, September 29, 2015

8:15 – 10:00 am

Research Triangle Foundation, 12 Davis Drive, Research Triangle Park, NC 27709

Program

Welcome

*Marcus Jackson, Director of Urban Investments, TradeMark Properties
Chair of Mission Advancement, Urban Land Institute-Triangle*

ULI Healthy Places Toolkit

Kathleen Carey, Executive Vice President & Chief Content Officer, Urban Land Institute

Creating a Healthy Active Research Triangle

John Hodges-Copple, Director of Regional Planning, Triangle J Council of Governments

Community Approaches to Healthy Place Making: Case Studies

Mary Beth Powell, Senior Project Officer, Active Living by Design

Incorporating Healthy Place Making in Project Design & Implementation: Case Study

Jeffrey Paine, Partner, Duda|Paine Architects

Questions, Discussion & Audience Response Polling

Kathleen Carey is ULI's Executive Vice President and Chief Content Office, where she is responsible for the development of all of ULI's content, including the management of all of ULI's research Centers and initiatives. Kathleen has over 20 years of experience in the commercial real estate industry, most recently as Chief Operating Officer of GE Capital Real Estate's Global Investment Management Company.

As a long time ULI member prior to joining the staff in 2012, Kathleen served on the Urban Development Mixed Use Council, and founded ULI's Women's Leadership Initiative, serving as its inaugural Steering Committee Chair and Chair of its Executive Committee. Kathleen is an attorney admitted to practice in New York, Connecticut and California.

John Hodges-Copple is Director of Regional Planning for the Triangle J Council of Governments, where he directs the Council's work related to land use, transportation, infrastructure and the environment. Prior to his position with Triangle J, he worked with a multi-state economic development organization, an environmental consulting firm and a transportation consulting firm.

The focus of John's work is on developing and managing partnerships that bring together public, private, university and civic organizations to address the opportunities and challenges facing the growing Research Triangle region of North Carolina. John has a masters degree in Regional Planning from UNC-Chapel Hill and a Bachelor of Science in Engineering from Duke University.

Mary Beth Powell is a Senior Project Officer for Active Living By Design, where she provides technical assistance and support to clients, community partnerships and funders in their efforts to increase opportunities for physical activity and improve healthy food access at the community level.

Prior to joining ALBD, Mary Beth was Deputy Director of an NIH-funded Interdisciplinary Obesity Center, Associate Director for the Center for Urban and Regional Studies and Community Outreach Coordinator at the Institute for Environmental Studies, all located at The University of North Carolina at Chapel Hill.

She currently serves as an Executive Committee member for the North Carolina Alliance for Health, a statewide coalition advocating for health and wellness policies before North Carolina's legislative and executive branches. Mary Beth has a Bachelor of Science degree from West Virginia University and a Master of Public Health degree from the University of North Carolina at Chapel Hill.

Jeffrey Paine, AIA is a Partner with Duda | Paine Architects, a nationally recognized architectural design firm located in downtown Durham. Since founding the firm in 1997, Jeff Paine and Turan Duda have designed corporate campuses for a number of companies including Pier 1 Imports, COX Enterprises, Bank of America, NCR and Time Warner Cable. In addition, they have designed wellness-centric projects such as Duke Integrative Medicine, Duke University's Health and Wellness Center and Project Wellness in Orlando.

Duda | Paine's experience in these two project types merged at the BlueCross BlueShield of Tennessee's Corporate Headquarters in Chattanooga. Today Jeff will outline the project's wellness focused design and the company's corporate commitment to employee health and wellbeing.



ULI Triangle

Practical Approaches to Building Healthy Places

Kathleen Carey
Urban Land Institute



September 29, 2015

ULI Urban Land
Institute
Building Healthy
Places Initiative

Why health?

Chronic and communicable **diseases** are directly or indirectly related to the **built environment**:

- By 2020 U.S. health care expenditures will consume **19 percent** of GDP
- The obesity epidemic in the U.S. costs **\$147 million** annually
- Asthma, respiratory diseases, cancer all linked to built environment

ULI BUILDING HEALTHY PLACES INITIATIVE

Leveraging the power of ULI's global networks to shape projects and places in ways that improve the health of people and communities

- **Raising awareness**
- **Defining the approach**
- **Exploring the value proposition**
- **Advancing the state of practice and policy**

Launched July, 2013

**Research | Convenings | Outreach and Education |
Solving Local Challenges | Partnerships**



BUILDING HEALTHY PLACES

T O O L K I T



STRATEGIES FOR ENHANCING HEALTH
IN THE BUILT ENVIRONMENT

PHYSICAL
ACTIVITY

HEALTHY FOOD
AND DRINKING
WATER

HEALTHY
ENVIRONMENT
AND SOCIAL
WELL-BEING



PHYSICAL ACTIVITY

1. Incorporate a mix of land uses
2. Design well-connected street networks at the human scale
3. Provide sidewalks and enticing, pedestrian-oriented streetscapes
4. Provide infrastructure to support biking
5. Design visible, enticing stairs to encourage everyday use
6. Install stair prompts and signage
7. Provide high-quality spaces for multi-generational play and recreation
8. Build play spaces for children

HEALTHY FOOD AND DRINKING WATER

9. Accommodate a grocery store
10. Host a farmers market
11. Promote healthy food retail
12. Support on-site gardening and farming
13. Enhance access to drinking water

HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING

14. Ban smoking
15. Use materials and products that support healthy indoor air quality
16. Facilitate proper ventilation and airflow
17. Maximize indoor lighting quality
18. Minimize noise pollution
19. Increase access to nature
20. Facilitate social engagement
21. Adopt pet-friendly policies

1

INCORPORATE A MIX OF LAND USES

STRATEGIES ▼

A QUALITY OF LIFE THAT GROWS ON YOU.

Participation in community gardening activities can increase consumption of fruits and vegetables, and promote social bonds and connections.

Find more helpful tips in the new digital edition of ULI's Building Healthy Places Toolkit.

www.uli.org/toolkit

ULI Urban Land Institute



- ➔ Provide a mix of uses in new projects, such as residential, retail, office, recreation, and community facilities.
- ➔ Provide retail and service uses on the ground floor.

2

DESIGN WELL-CONNECTED STREET NETWORKS AT THE HUMAN SCALE

STRATEGIES ▼

- ➔ Design the street network with the pedestrian in mind.
- ➔ Favor shorter blocks with multiple intersections.
- ➔ Establish pedestrian paths.

Victoria Gardens
Rancho Cucamonga, CA

1315 Peachtree Atlanta, Georgia



Before



After



Mueller
Austin, TX

4

PROVIDE INFRASTRUCTURE TO SUPPORT BIKING

STRATEGIES ▼

- ➔ Where possible, provide bikeways within the street network.
- ➔ Maximize connections to existing bicycle networks.
- ➔ Provide secure indoor bicycle parking.
- ➔ Set up a bike share program for residents or tenants.

5

DESIGN VISIBLE, ENTICING STAIRS TO ENCOURAGE EVERYDAY USE

STRATEGIES ▼

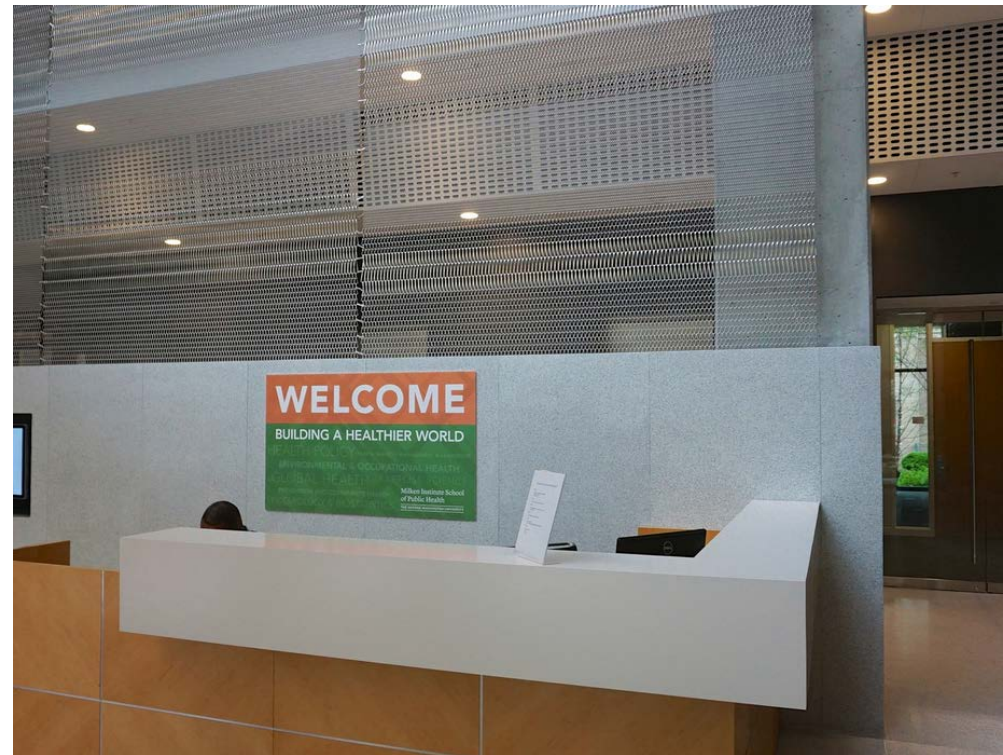
SWAP YOUR ELEVATOR PITCH FOR A STAIRCASE PITCH.



Texas Medical Center in Houston

- ➔ Provide open stairs that are unobstructed by turns or other obstacles.
- ➔ Use aesthetic treatments such as vivid colors, artwork, and music.
- ➔ Provide keys or access cards so building users have secure access.

George Washington University Milken Institute School of Public Health Washington, DC





7

PROVIDE HIGH-QUALITY SPACES FOR MULTIGENERATIONAL PLAY AND RECREATION

STRATEGIES ▼

- ➔ Site and design projects to maximize access to parks and recreation spaces.
- ➔ Incorporate exercise equipment for all ages.
- ➔ Locate new parks and play spaces in view of busy sidewalks or streets, and incorporate lighting.



FEATURED PROJECT

Innovation Park

Charlotte, North Carolina

PROJECT TEAM

BECO South LLC
Redline Design Group

- ➔ Redevelopment of former 13-building IBM complex
- ➔ 7,000 square foot fitness center with wellness programs and classes
- ➔ Free bike-sharing program
- ➔ Half-mile “indoor track” along interconnected corridors

HEALTHY CORRIDORS PROJECT

Many corridors are:

- Dangerous
- Dirty
- Disconnected
- Dismal

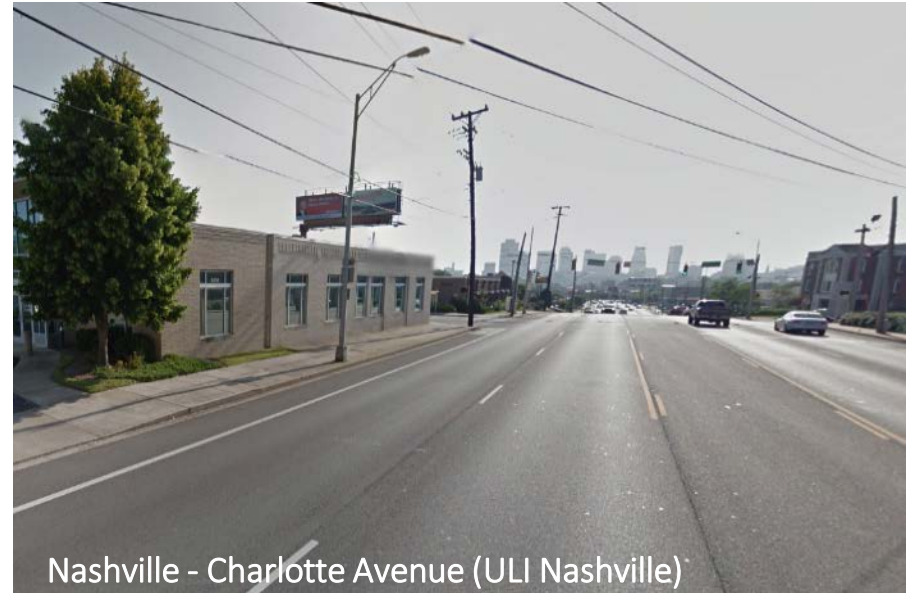
But they are also **assets** for communities.
Can we reinvent them in **healthier** ways?



HEALTHY CORRIDORS PROJECT: DEMONSTRATION CORRIDORS



Boise – Vista Avenue (ULI Idaho)



Nashville - Charlotte Avenue (ULI Nashville)



Los Angeles - Van Nuys Boulevard (ULI LA)



Denver - Federal Boulevard (ULI Colorado)

HEALTHY CORRIDORS PROJECT: GOALS AND OUTCOMES

- Spur equitable improvements in Demonstration Corridors
- Advance a new, healthier vision for corridors
- Develop a replicable strategy for holistically healthy corridors
- Help nurture a new community of practice for “corridor oriented development”





TAKING IT TO THE NEXT LEVEL

- ➔ Forge new partnerships that support health priorities.
- ➔ Work toward a deeper understanding of community health needs.
- ➔ Measure health outcomes.
- ➔ Use language that reinforces health messages.
- ➔ Consider health at every stage of development.
- ➔ Make the **healthy** choice the **easy** choice.

ULI BUILDING HEALTHY PLACES INITIATIVE

Thank you!

#ulihealth

health@uli.org

uli.org/health

uli.org/toolkit

uli.org/healthycorridors



**Urban Land
Institute**

Triangle



TRIANGLE J COUNCIL OF GOVERNMENTS

Creating a Healthy Active Research Triangle



John Hodges-Copple

September 29, 2015

What is a Healthy Place? Why are they important?



- Healthy places support the physical, mental & social well-being of those who live, work, learn, and visit there
- **66%** of North Carolinians are **overweight or obese**
- **52%** don't get recommended amount of physical activity
- **\$17 billion+** in medical bills and lost worker productivity is linked to overweight or obese adults
- Together, physical inactivity and unhealthy eating are the **2nd leading preventable cause of death** in NC

RWJ Foundation CountyHealthRankings.org

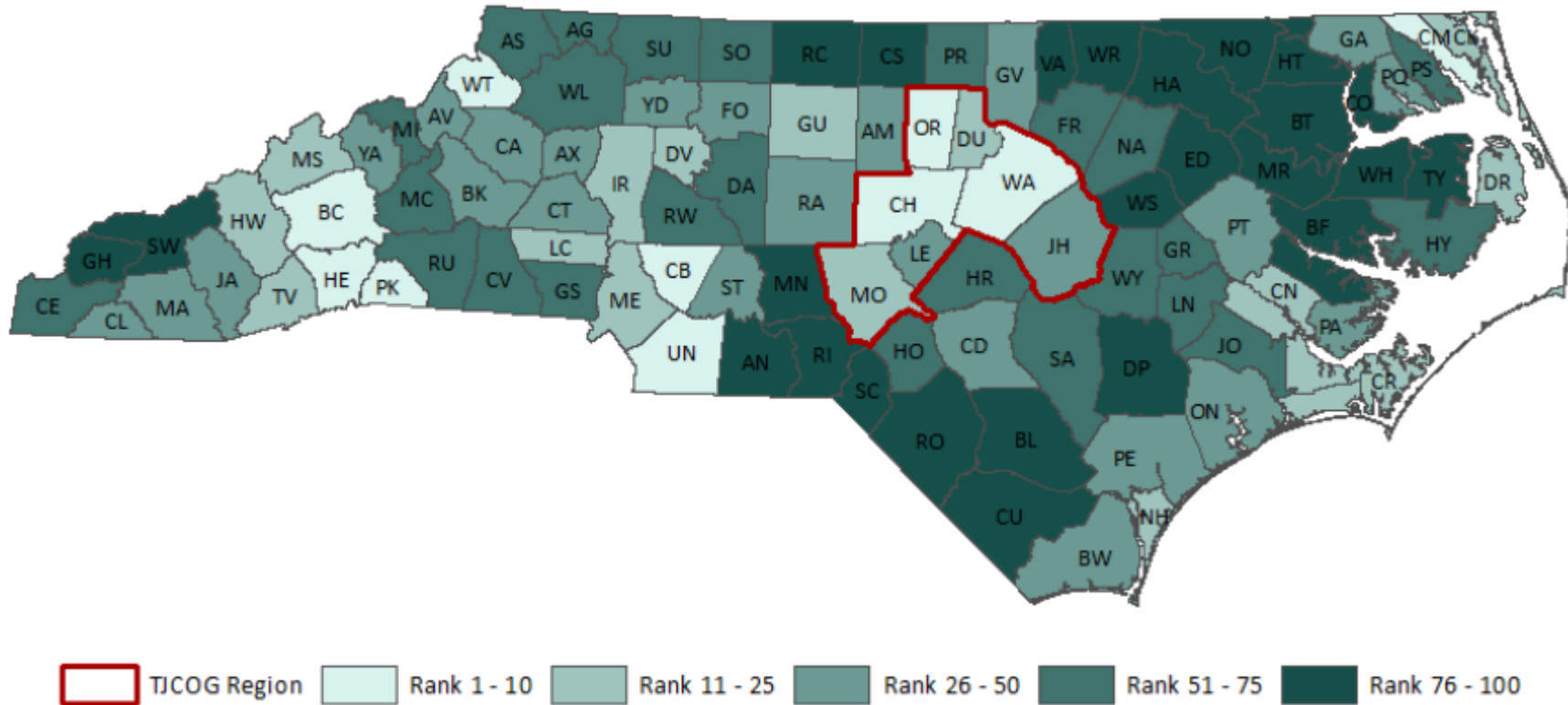


Figure 1: 2015 Overall Health Factor Rankings

County Community Health Assessments



- All counties list **obesity, physical activity, and/or built environment** as a top health priority
- In surveys, majority of residents exercise at home or in their neighborhood
- Health Assessments are an **opportunity to partner with health agencies** to build healthier places and measure progress

Every one of us must take responsibility for making healthy choices about what we eat, how physically active we are, and whether we avoid risky habits like smoking. But when it comes to making healthy decisions, many Americans face barriers that are too high to overcome on their own – even with great motivation.

– Robert Wood Johnson Foundation

Key Points from the Research



- Conventional development – with low densities and single uses — is associated with less walking and cycling and more car travel than compact communities.
- People who engage in transit-related physical activity are significantly more likely to meet public health guidelines for leisurely physical activity as well.
- 50% of trips in the U.S. are 3 miles or shorter, and >25% are less than 1 mile. Yet as many as 69% of those short trips are taken in private motorized vehicles.
- Neighborhoods with green space and sidewalks score higher on measures of social capital. Social capital – trust, belonging and engagement – is linked to lower childhood obesity, better adult mental health, and reduced crime.
- Regular physical activity can be as effective as medication in reducing symptoms of depression.

A Regional Approach to Creating Healthy Places



- **Identify and Measure**
 - Where are commuters using active transportation?
 - Where are there gaps in access to parks and trails?
 - Measure health, physical activity, and built environment indicators

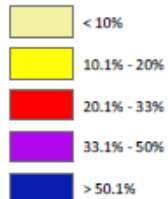


TRIANGLE J COUNCIL OF GOVERNMENTS
September 2015

0 2.5 5 10 Miles

Means of Transportation to Work 2013 5-year ACS Block Groups

Active Commuters - Walk, Bike, Bus



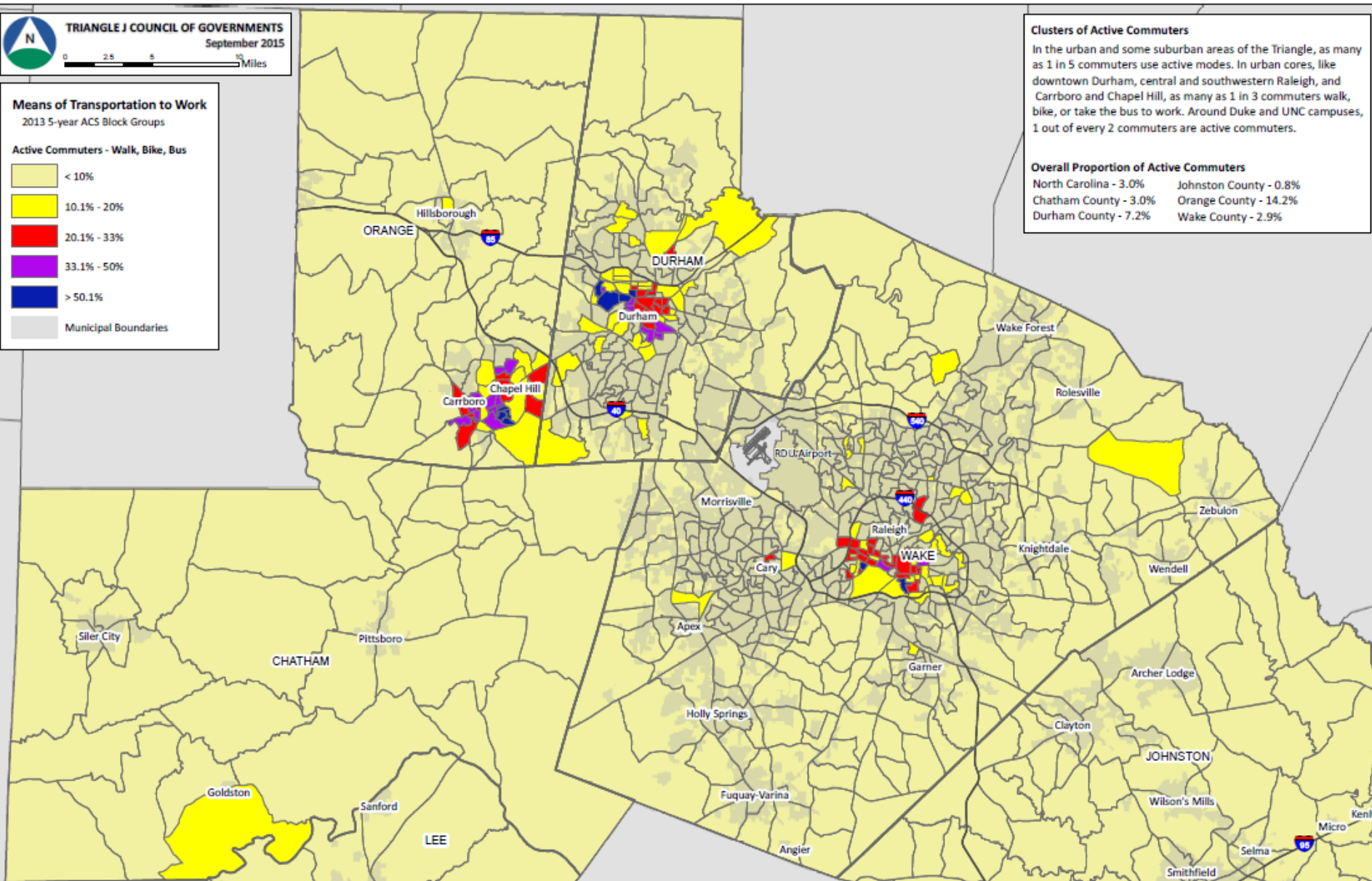
Municipal Boundaries

Clusters of Active Commuters

In the urban and some suburban areas of the Triangle, as many as 1 in 5 commuters use active modes. In urban cores, like downtown Durham, central and southwestern Raleigh, and Carrboro and Chapel Hill, as many as 1 in 3 commuters walk, bike, or take the bus to work. Around Duke and UNC campuses, 1 out of every 2 commuters are active commuters.

Overall Proportion of Active Commuters

North Carolina - 3.0%	Johnston County - 0.8%
Chatham County - 3.0%	Orange County - 14.2%
Durham County - 7.2%	Wake County - 2.9%



A Regional Approach to Creating Healthy Places



- **Connect People to Places**
 - Improve last-mile connections
 - Leverage existing infrastructure



Before, May 2009

photo: completestreetsnc.org



After, August 2010

photo: completestreetsnc.org

A Regional Approach to Creating Healthy Places



- Connect People to Places
 - Overcome significant barriers and fill key gaps



photo: pbworld.com



photo: panoramio.com

- Use of the ATT **increased by 233%** after construction of the bridge
- Average duration of active travel **increased from an average of 138 to 162 minutes** per week (recommended amount is 150 minutes/week)

A Regional Approach to Creating Healthy Places



- **Develop Complete Communities**
 - Implement land use and/or design standard changes
 - Prioritize investment in underserved areas with health needs
 - Prioritize transportation projects that support active lifestyles



Comments, Questions



- The preparation of this report was sponsored by the *Triangle Partnership for Development & Infrastructure*; sponsors include major universities, the RTP and Triangle J COG
- View this report and others in the series online at www.tjcog.org/lucid.aspx
 - Living by the Popsicle Rule: The Market for Living in Vibrant Centers and Walkable Neighborhoods (2010)
 - On Track? Linking Workforce Housing and Transit in the Triangle (2013)



TRIANGLE J COUNCIL OF GOVERNMENTS

Practical Approaches to Building Healthy Places

Cooperative Approaches for Increasing Physical Activity

Research Triangle Park, NC

September 29, 2015

Mary Beth Powell, MPH

Senior Project Officer



Agenda

- About Active Living By Design
- Our approach in supporting community change
- Community Examples
- Resources



Meet the ALBD Team

EXPERTISE: Public Health, Planning, Health Policy, Social Work, Business, Community Development, Communications, Architecture, Nutrition and more

Active Living By Design



ALBD creates community-led change by working with local, state and national partners to build a culture of active living and healthy eating.



We guide the implementation of field-tested, community-specific strategies to create healthier places.



We empower leaders at all levels to leverage their contributions and deepen their impact.



We strengthen dialogue and enrich partnerships cultivating long-term, community-led change.

ALBD's Work

- TA and coaching to nearly 200 partnerships in 30 states, DC, Puerto Rico
- Leadership and management of healthy community grant programs (5 national, 7 state, 2 local)
- Collaboration and strategic partnerships with dozens of other national, state and local foundations and funding partners
- 50+ other consulting and advisory relationships



ALBD's Work – 2002 - 2015





Health and the Built Environment

Preparation

Promotion

Programs

**Traditional Public
Health Approaches**

- Short-term impact
- Reach: limited group size
- High dose; unknown sustainability
- Helpful to generate demand

**Where the Field
is Going/Growing**

- Longer term impact
- Population reach
- Larger lever
- Helpful for sustaining change

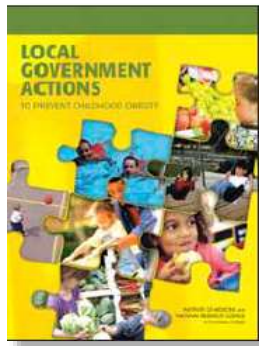
Policy

Physical Projects

Broadening Our Approach



Strategies for Active Living



Open Spaces, Parks and Recreation
Facilities, community gardens

Land Use for Active Living
Design and land use plans, zoning

Active Transportation
Biking, walking, public transit

Quality Physical Activity at and around Schools
Shared-use agreements, safe routes to school

Safety and Crime Prevention
Environmental design, community policing

Community Stories of Policy, Systems and Environmental Change



Columbia, MO



Ped Net
Coalition

Spartanburg County, SC



Partners for
Active Living
(PAL)

Buffalo, NY



Buffalo
Niagara
Medical
Center

Columbia, MO

- Lead Agency - Ped Net Coalition
- ALbD and HKHC grants - \$650K 2003 - 2013
- Built PedNet membership to 6,700 and directed Columbia's Active Living Partnership since 2003
- \$22 million federal Non-motorized Transportation Pilot Program grant – FHA



PedNet

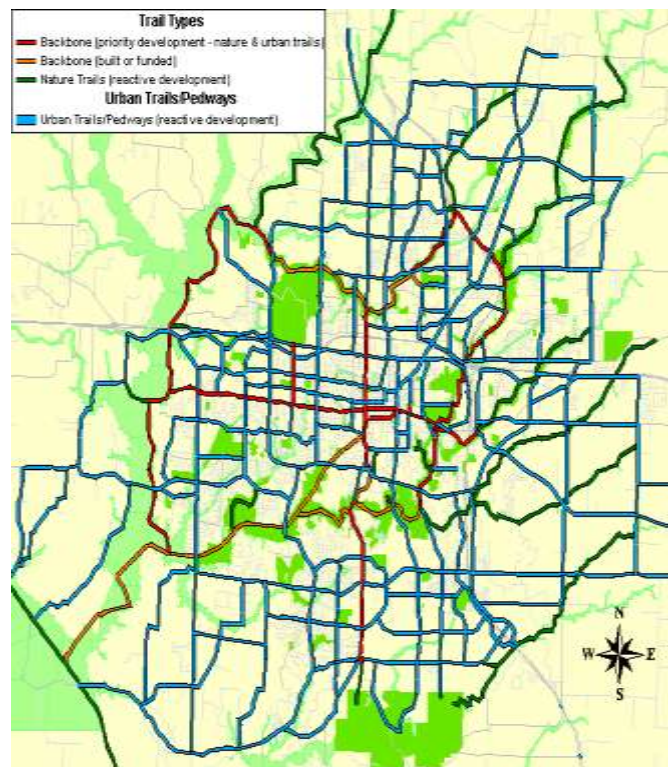
COLUMBIA, MISSOURI



POINT OF VIEW DOCUMENT

NON-MOTORIZED TRANSPORTATION
PILOT PROGRAM

DECEMBER, 2005



Columbia's Healthy Environment Policy Initiative (HEPI)



Street Design Standards Policy Campaign –
new standards – 5 ft. sidewalks, 6 ft. bike
lanes, narrower driving lanes.

Columbia Public Schools – Walking School Bus
Program ; school wellness policies

Speed Reduction Ordinance – kid-friendly
speed limit signs; construction of a \$200,00
pedestrian-actuated crosswalk system



It's time to GET ON BOARD...

The Walking

School BUS

PedNet

P.O. Box 7124, Columbia, MO 65205
(573) 864-2556 • www.pednet.org

Spartanburg County, SC

- **Partners for Active Living (PAL) Collaborative** – HKHC funds to support advocacy work for connectivity
- **Complete Streets Resolutions** – adopted by City of Spartanburg and County of Spartanburg
- **Hospitality tax (2%)**– supported parks and recreation and additional biking and walking trails, improved sidewalks and bicycle racks



Spartanburg County, SC

- **Joint-use agreement** between Spartanburg School Districts 6 & 7 open school facilities to the public
- Adoption of **county-wide Bicycle and Pedestrian Master Plan**
- Construction of **Woodruff's greenway trail**
- **Food hub** developed with **bike-sharing station** to increase transportation options



Buffalo, NY

- **Third highest poverty rate** among major U.S. Cities – pop. 260,000
- **Integrated health into the Buffalo Green Code**, the city-wide land use and zoning policy for the next 20 years
- **Created youth seats** on Bicycle and Pedestrian Advisory Board, Food Policy Council and School Wellness Committee



Buffalo, NY

- Led comprehensive **active living and healthy eating assessments** to develop 8 policy briefs
- Launched a **bike-rack program in city's commercial district**
- Added **21.3 miles of bike lanes and sharrows** and funding for 18.5 additional miles.

<https://vimeo.com/album/2609476/video/80089968>



Ingredients or “Keys” to Success

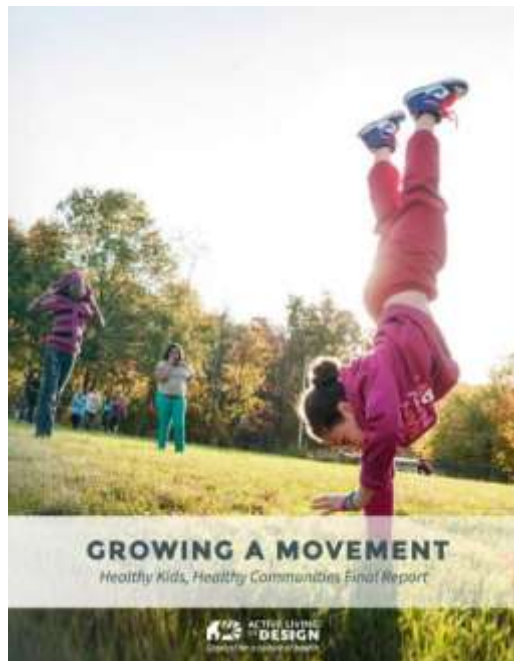
- ✓ Meaningful Community Engagement
- ✓ Health Equity Focus
- ✓ Facilitative Leadership
- ✓ Culture of Learning
- ✓ Strategic Communication
- ✓ Sustainable Thinking



Resources: Active Living By Design



Growing a Movement



Lessons for Leaders



Investing in Healthy Community Change



Visit www.activelivingbydesign.org for the free PDFs or <http://www.blurb.com/user/ALBD> to purchase your own hard copy.

Resources: Active Living Research



For more information, see our research synthesis at www.activelivingresearch.org/disparities

Active Living Research
www.activelivingresearch.org

Additional Resources



ChangeLab
Solutions



preventobesity.NET

ALBD Social Media



- Facebook
 - Like our page for weekly blog posts and more
- Twitter: @ALBDorg
 - Join us in the Culture of Health conversation
- LinkedIn
 - Network with us and other thought leaders in the healthy communities field
- Monthly newsletter
 - Sign up on our website!



Visit www.activelivingbydesign.org to connect with us on social media



Thank You!

For more information...

www.activelivingbydesign.org

Mary Beth Powell, MPH
Senior Project Officer

marybeth_powell@activelivingbydesign.org

CASE STUDY:

BLUECROSS BLUESHIELD OF TENNESSEE CORPORATE CAMPUS

CHATTANOOGA, TENNESSEE



DUDA | PAINE
ARCHITECTS



“Our centralized Cameron Hill campus – which brought thousands of employees together in one location for the first time – has increased employee collaboration, creativity and productivity.”

Ms. Vicky Gregg, Former Chief Executive Officer
BlueCross BlueShield of Tennessee

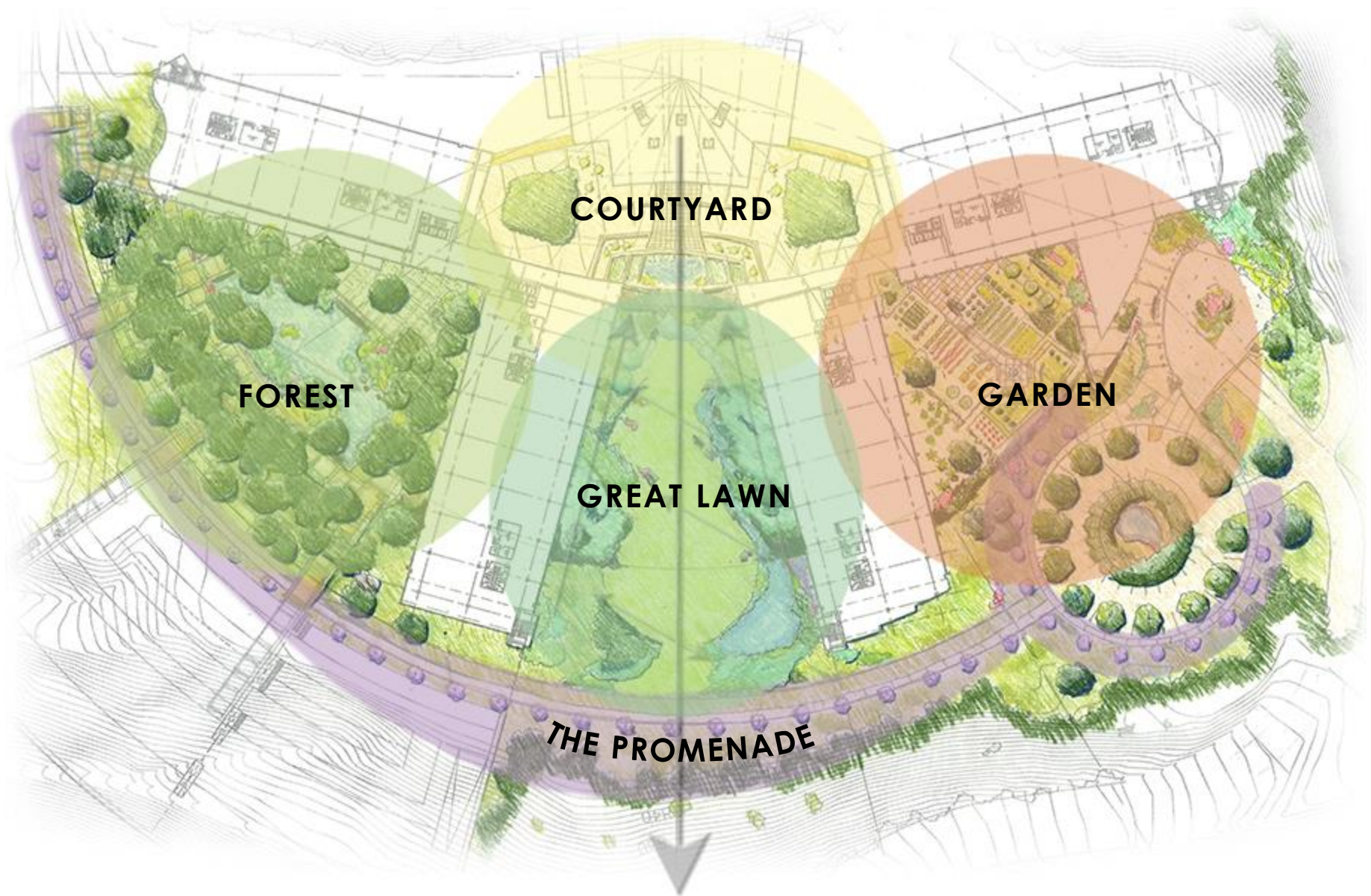


Campus Grid

Formal Piazza

Spine Connector





FOREST

COURTYARD

GREAT LAWN

GARDEN

THE PROMENADE



“Respect the Individual, come together as a Community.” – Vicki Gregg





Path of Wellness



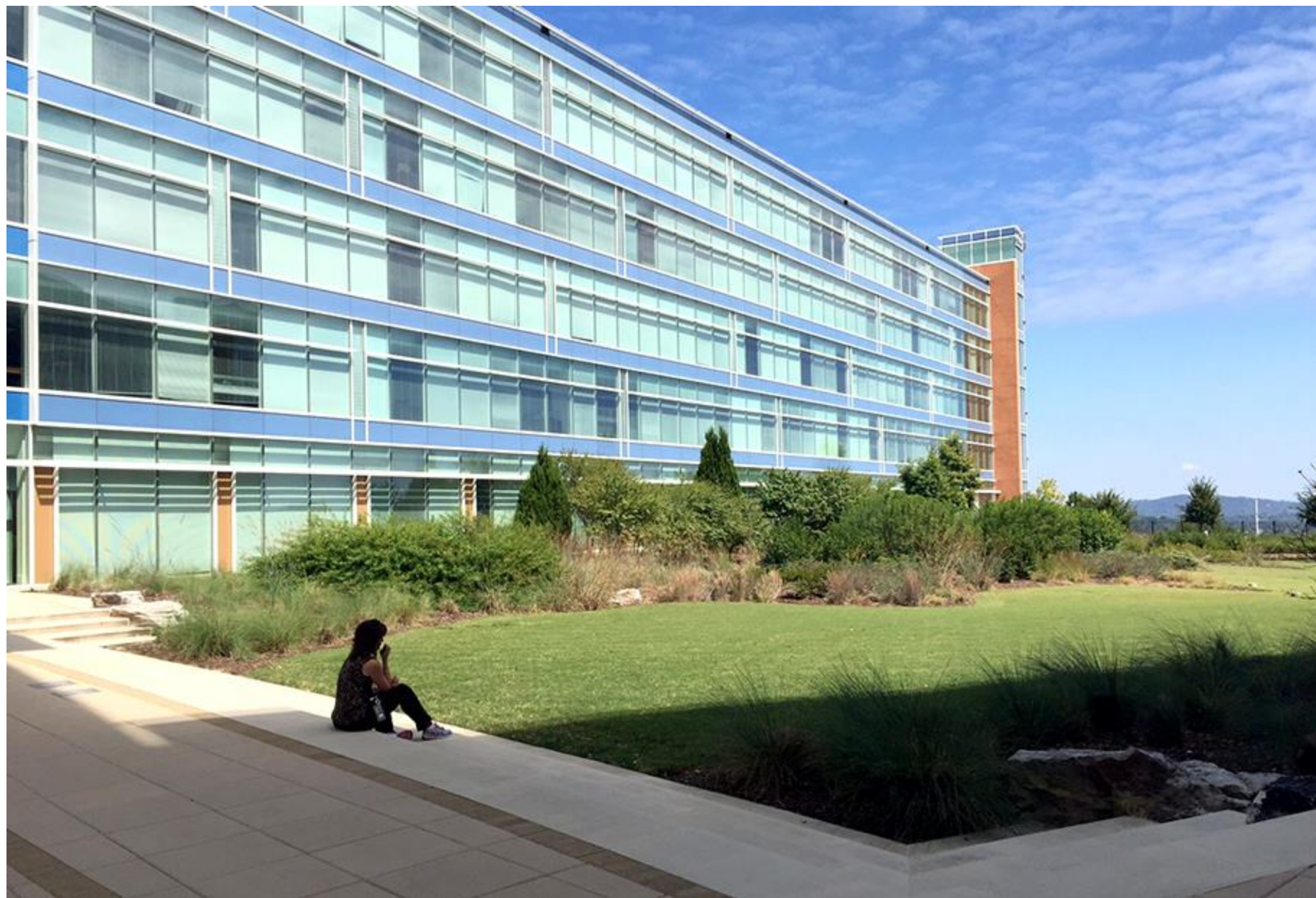
The Forest



The Courtyard



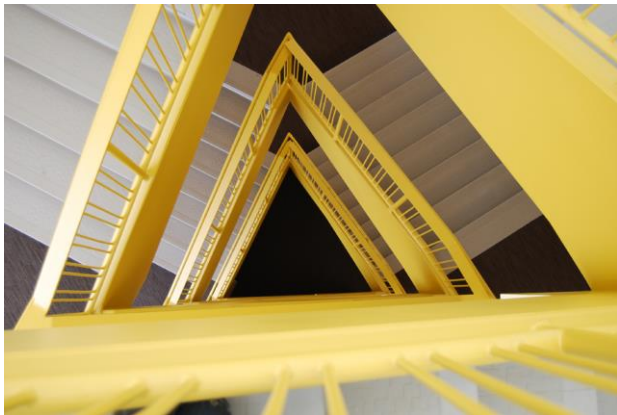
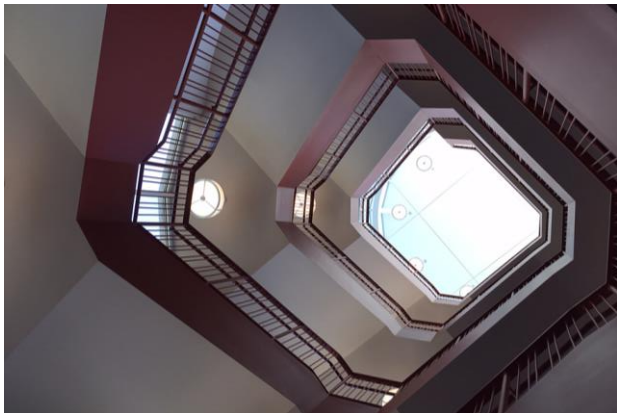
The Courtyard + Skybridges



The Great Lawn



The Garden



Enticing Stairways



Path of Wellness

Take charge

Be personally responsible for your health and fitness





HEALTHY INCENTIVES

- Biometric Screening
- Annual Health Assessment
- Free Membership to the Fitness Program, Health Portal + Fitbit
- Open to Families on Saturdays
- 5 Trainers, 3 Massage Therapists
- 50% off Massages
- Quarterly Incentive Program...\$200 Bonus
- Onsite Clinic + Pharmacy
- Tobacco Free Campus

Subsidized Healthy Dining





Onsite Farmers Market

CAMERON HILL FITNESS CENTER

managed by

Onlife™
HEALTH



Over 700 visits per day



Weekly Exercise Increased by Over 50%





Over 90% Participation in Employee Health Program



“The building design, Fitness Center, OnLife Health and 100% commitment of Leadership to help us achieve our health goals is greatly appreciated by the employees and we are able to share and encourage this healthy lifestyle with our families, friends and neighbors.”

- BCBST Employee

"I discovered life and my place in it and I will never be the same."

- Deleslyn Mitchell



DELESLYN MITCHELL

My first thought after I finished the Gulf Coast Half Ironman Distance Triathlon on May 11, 2013, was "I have never worked harder for a finish line in my life!"

Now, I realize that, "Yes, I have worked harder to reach a goal."

On September 18, 2007, I weighed 243 pounds. My life was filled with lonely days, dark thoughts you don't talk about at parties, and waves of hopelessness.

I have always heard that a "click" happens to people when they decide to turn their life around. My "click" was holding my best friend's brand new baby boy for the first time. I knew at that moment, that in the shape I was in, I had little hope of getting married and having a family of my own because I wouldn't be healthy enough to care for them. I cried myself to sleep that day.

At 5 a.m. on September 19, 2007, I made my miracle happen. I got on a treadmill.

Nine months later in April of 2008, I was 75 pounds lighter and running my first 5K race - the Chickameuga Chase. In April of 2009, I ran my first half marathon in Nashville.

Since I started my journey on September 19, 2007, I have lost 85 pounds and I'm working on losing the last 15 to reach a total loss of 100 pounds. I've run two full marathons, 15 half marathons, and dozens of 15Ks, 10Ks and 5Ks. I've also swam, biked and ran several sprint-distance triathlons, Olympic-distance triathlons, and two Half Ironman Triathlons. I am currently training for my first Full Ironman Triathlon on November 2, 2013.

When I got on that treadmill September 19, 2007, I discovered life and my place in it and I will never be the same.





DUDA | PAINE
ARCHITECTS