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

#ulihealth  uli.org/health
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
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

STRATEGIES FOR ENHANCING HEALTH IN THE BUILT ENVIRONMENT
<table>
<thead>
<tr>
<th>PHYSICAL ACTIVITY</th>
<th>HEALTHY FOOD AND DRINKING WATER</th>
<th>HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING</th>
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</thead>
<tbody>
<tr>
<td>2. Design well-connected street networks at the human scale</td>
<td>10. Host a farmers market</td>
<td>15. Use materials and products that support healthy indoor air quality</td>
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<td>4. Provide infrastructure to support biking</td>
<td>12. Support on-site gardening and farming</td>
<td>17. Maximize indoor lighting quality</td>
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<td>5. Design visible, enticing stairs to encourage everyday use</td>
<td>13. Enhance access to drinking water</td>
<td>18. Minimize noise pollution</td>
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<td>6. Install stair prompts and signage</td>
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<td>19. Increase access to nature</td>
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<td>7. Provide high-quality spaces for multi-generational play and recreation</td>
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<td>20. Facilitate social engagement</td>
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INCORPORATE A MIX OF LAND USES

A QUALITY OF LIFE THAT GROWS ON YOU.

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.
Design the street network with the pedestrian in mind.

Favor shorter blocks with multiple intersections.

Establish pedestrian paths.
Before

1315 Peachtree
Atlanta, Georgia

After
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.
DESIGN VISIBLE, ENTICING STAIRS TO ENCOURAGE EVERYDAY USE

SWAP YOUR ELEVATOR PITCH FOR A STAIRCASE PITCH.

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
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”
BUILDING HEALTHY PLACES INITIATIVE

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.
Thank you!

#ulihealth
health@uli.org

uli.org/health
uli.org/toolkit
uli.org/healthycorridors
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.
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
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
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

- 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
  - On Track? Linking Workforce Housing and Transit in the Triangle (2013)
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
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

Healthy Kids, Healthy Communities
Active Living by Design
Healthy Eating by Design
Food and Fitness
PLACE Program
Health by Design
Port Towns Healthy Community Initiatives
Active RVA
Community Assessment and Engagement
Active Living for All
Active Living Minnesota

- Community with multiple partnerships
- Excludes 50 additional projects and initiatives. See North Carolina map.
Health and the Built Environment
ALBD 5Ps

**Preparation**

**Promotion**

**Programs**

**Where the Field is Going/Growing**
- Longer term impact
- Population reach
- Larger lever
- Helpful for sustaining change

**Traditional Public Health Approaches**
- Short-term impact
- Reach: limited group size
- High dose; unknown sustainability
- Helpful to generate demand

**Policy**

**Physical Projects**
Broadening Our Approach

Policy, Systems, Built Environments

Community

Much Better!!

Individual

Traditional Health Promotion
Strategies for Active Living

Active Transportation
Biking, walking, public transit

Open Spaces, Parks and Recreation
Facilities, community gardens

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

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

Safety and Crime Prevention
Environmental design, community policing

Source: Action Strategies Toolkit (Leadership for Healthy Communities); Recommended Community Strategies and Measurements to Prevent Obesity in the United States (Centers for Disease Control and Prevention); Local Government Actions to Prevent Childhood Obesity (Institute of Medicine)
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
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 $200,000 pedestrian-actuated crosswalk system
• **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

http://www.active-living.org/purpose---history
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
• 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.

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.
Additional Resources
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
“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
“Respect the Individual, come together as a Community.” – Vicki Gregg
Path of Wellness
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
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