Alta Planning + Design:

“Creating Active, Healthy Communities.”

www.altaplanning.com
The Demand is Here

Americans Want Choices

• 55% of Americans would rather drive less & walk more.

• Transit use is growing faster than population or highway travel.

• Nearly one-third of Americans don’t drive:
  
  21% of Americans over 65; Children under 16; mobility impaired; carless households
The Demand is Here

Trails consistently rank in the top five amenities in making real estate purchase decisions. (NAHB)
Your Toolkit

SOUTH CAROLINA HEALTH + PLANNING TOOLKIT
A HEALTHY EATING AND ACTIVE LIVING POLICY GUIDE

PLANNING
Comprehensive Plan
Must be reviewed every five years
Must be completely updated every ten years

IMPLEMENTATION
Zoning ordinances
Regulations for the subdivision or development of land
An official map and appropriate revisions showing the exact location of existing or proposed public streets, highways, utility rights-of-way, and public building sites
Landscape ordinance
Capital improvements program
Policies and procedures to implement the adopted comprehensive plan elements
Articulate Needs, Benefits

HEALTH + ENVIRONMENT NEEDS

DIABETES COSTS CHARLESTON COUNTY
$166 MILLION

21% OF PEOPLE IN CHARLESTON COUNTY HAVE NOT EXERCISED IN THE LAST MONTH

26% OF THE ADULT POPULATION IN CHARLESTON COUNTY IS OBSE

SOUTH CAROLINA RANK 46 / 50 FOR CORE DETERMINANTS OF HEALTH

HEALTH + ENVIRONMENT BENEFITS

MORE PEOPLE MEETING THE CDC RECOMMENDED HOURS OF PHYSICAL ACTIVITY (≈ 30 minutes/day)

3,050,000 MILES BIKED PER YEAR

361,000 MILES WALKED PER YEAR

$176,000 ANNUAL HEALTHCARE COST SAVINGS

$88,000 SAVINGS FROM REDUCED VEHICLE EMISSIONS PER YEAR

That’s the equivalent of 6 round trips to the moon

That’s the equivalent of 1,000 trips across South Carolina

The equivalent of 1,000 hours with a personal trainer (at ~ $50/hour)
Prepare a Plan
When the WOLF RIVER GREENWAY IS COMPLETE, THE MEMPHIS REGION WILL GAIN

- **Walk Trips**: 1,190,000 miles walked per year, that’s the equivalent of 390 cross-country road trips.
- **Bike Trips**: 1,254,000 miles biked per year, that’s the equivalent of 50 trips around the earth!
- **Reduced Healthcare Costs**: $1,467,000 in annual healthcare cost savings, that’s the equivalent of 4,900 trips to the doctor!
- **More Physical Activity**: 57% more people meeting the CDC recommended hours of physical activity (150 minutes).
- **Reduced Vehicle Emissions**: $7,185,000 savings from reduced vehicle emissions per year.

**Why It Matters**

- **Memphis is the Least Fit City in the U.S.**

- **35%** of the adult Memphis regional population is obese.* Along with 9% of low-income pre-schoolers.

- **28%** of people in Memphis have not exercised in the last month.

- **50%** higher diabetes rate than the national average.*
**Document Your Impact**

The Memphis region will gain:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>More bike trips per year</td>
<td>1,126,000</td>
</tr>
<tr>
<td>More walk trips per year</td>
<td>4,650,000</td>
</tr>
<tr>
<td>Health benefits per year</td>
<td>$1,467,000</td>
</tr>
<tr>
<td>Transportation benefits per year</td>
<td>$2,842,000</td>
</tr>
<tr>
<td>Environmental benefits per year</td>
<td>$7,185,000</td>
</tr>
<tr>
<td>One-time, up-front construction benefits</td>
<td>$26,972,000</td>
</tr>
<tr>
<td>Economic benefits per year</td>
<td>$2,920,000</td>
</tr>
</tbody>
</table>

Over $14 million in total benefits per year.

*Image source: Memphis Daily News*
Case Study: Albert Lea, MN

1. Created a public education campaign
2. Organized walking & biking groups
3. Made public spaces more appealing for pedestrians
Case Study: Albert Lea, MN

Results (since 2009):

- 30 walking & biking groups have been formed and ½ are still going strong
- Added 6 miles of sidewalks near schools, centers and businesses
- Curb extensions added to make street shorter
- New bikeway built that connects downtown to a nearby state park
- Walking has increased 70%
- Biking has increased 74%
- Residents have lost a combined total of 8,000 pounds
Infrastructure: Design
Non-Infrastructure: Programs

- Transportation infrastructure interventions
  - traffic calming to lower vehicle speeds
  - designing a network for all pedestrians & bicyclists
  - bicycle parking
  - infrastructure maintenance
  - manage automobile parking

- Non-infrastructure transportation interventions
  - wayfinding (signage)
  - marketing & publicity
  - enforcement
  - safe routes to school programming & education
  - employee incentive programs
  - temporary street closures
Programs: Activate Public Space
Policy: Joint Use Agreement
Program: Network Maps

Biking & Walking Maps
Infrastructure: Wayfinding

Wayfinding is *much* more than the occasional sign.
Wayfinding BENEFITS

Ease and Comfort
Vision Leads To Branding

**Hand in Hand GREAT DESIGN**

**BRANDING, IDENTITY, AND STANDARDS**

**LOGO AND COLORS**

The Razorback Greenway has one primary logo and four approved alternatives. The Solid Color Logo must comply with the approved PANTONE color palette. Grayscale, and Black and White Versions should be used on a solid white background. When solid white is not possible, it is acceptable to place a white circle around the logo with a buffer of white appearing around the outer lettering.

The font used in the logo is Today E7F and should never be altered or changed. Versions of the logo are available in .ai and .jpg with the fonts outlined. The logo should not be reproduced or duplicated without the approved vectorized typeface.

**PARTNER LOGOS**

In addition to the Razorback Greenway logo, partner logos will appear on the signage package. The Walton Family Foundation and Northwest Arkansas Regional Planning Commission will appear as the major funding contributor and organizing agency, respectively. City and Town logos aid in user orientation and unite the trail as a regional transportation and recreation facility. Each municipality will have their logo placed on the Razorback signage where the trail passes through their boundary. Acceptable formats of partner logos are below. (See each sign design for placement and sizing standards).
Hand in Hand GREAT DESIGN

Branding Fuels Experience
Encouragement

**LEGIBLE LONDON - Increased Transit Use**

$1 (£.66) Invested = $0.90 to $2.40 in Transportation Benefits Retured
Programs: Custom Campaigns
PROGRAM IMPACT

THE GO GARFIELD PARK TEAM SURVEYED PARTICIPANTS AFTER THE PROGRAM ENDED. NEARLY 300 PARTICIPANTS TOOK THE SURVEY. HERE ARE SOME OF THE SURVEY RESULTS:

1,042
EAST & WEST GARFIELD PARK RESIDENTS PARTICIPATED IN THE GO GARFIELD PARK CAMPAIGN BY ORDERING A BIKE.

64%
Many participants told us Go Garfield Park encouraged them to use transportation options more often.

8 out of 10 participants feel more informed about their transportation options.

7 out of 10 participants feel more encouraged to walk, bike, or take transit in the future.

6 out of 10 participants feel more connected to the community.

Another 1,000 people attended community events with Go Garfield Park staff.

NEIGHBORHOOD OUTREACH

According to post-program survey responses, the top four reasons for participating in Go Garfield Park were a desire to:

- Gain personal health benefits
- Explore the neighborhood
- Obtain more transportation information
- Meet neighbors and community groups

Confidence in all modes, especially walking and using the bus, increased after residents participated in Go Garfield Park:

"This program helped me get a senior card to ride transportation."

"I have lost 15 pounds since getting involved with Go Garfield Park. No diet change. I just get up and move more."

HOW COMMUNITY MEMBERS HEARD ABOUT GO GARFIELD PARK:

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct mail</td>
<td>60%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>25%</td>
</tr>
<tr>
<td>Community organization</td>
<td>18%</td>
</tr>
</tbody>
</table>

The Go Garfield Park team attended 59 community events with over 1,000 community members and spoke directly to more than 900 community members.
Safe Routes to School

SRTS programs aim to create healthy, convenient, and fun opportunities for children to walk and bike for school trips.
SRTS Partners

- School Administration
- Crossing Guards
- Parents & Guardians
- Planners & Public Works
- Police Officers
- Bicycle & Pedestrian Advocates
- Neighbors
Safety Concerns Feedback Loop

- Fewer students walk/roll to school
- Rising concerns about walking/rolling safety
- More parents drive children to school
- Increased traffic congestion around schools
The Need for SRTS

73% decrease
in children walking/rolling to school

SRTS programs can result in a

25% increase
in walking & biking over 5 years
The Problem:
Design is bike/ped unfriendly

School layout encourages students to cross outside of marked crosswalks
The Problem:

Design is bike/ped unfriendly

School entrances & exits promote undesired behaviors
The Problem:
Design is bike/ped unfriendly

Sidewalks are too narrow for the number of pedestrians

Sidewalks are obstructed
The Problem: Equity Need

- **Low Income**: 49%
- **Middle Income**: 59%
- **High Income**: 89%

**FATALITY RATE**

- **Higher for Hispanic Bicyclists**: 30%
- **Higher for African-American Bicyclists**: 23%
The Problem:

Increased driving results in...

- Lack of physical activity, which contributes to childhood obesity and chronic disease
- Increased traffic, which leads to decreased safety and air quality near schools

Safe Routes to School programs are part of the solution.
The 5 E’s of SRTS

Combination of Solutions:

- Infrastructure: **Engineering**
- Non-infrastructure programs & policies: **Education, Encouragement, Enforcement, Evaluation**

SRTS works to create life-long healthy habits and community connectivity
The 6th E: Equity

**EQUITY** is a consideration for all SRTS activities, ensuring that all residents have access to and can take advantage of the resources provided through the program.
Evaluation: Walking Audit

A practical “on-the-ground” exercise to observe:

– Bike/ped circulation around the school
– Safety issues
– Motor vehicle interaction
– Barriers
– Opportunities
Audit Agenda

- Introductions
- Observe pick-up circulation
- Walk about & discussion
- Reconvene, debrief
- Discuss programmatic opportunities
Embrace a broad vision of wayfinding:
Beyond tourism, city image and commercial goals
Wayfinding is crucial to the public health and safety of all of all motorists, walkers, cyclists and transit users
Walk Audit Focus Areas: Access

How are students walking and biking to/from school?
Walk Audit Focus Areas:

Signs

Are signs clear and visible?
Are traffic warnings appropriately marked?
Products:
Barriers and Opportunities
Products: Infrastructure Improvements

Reach Academy Elementary Improvement Plan

1. Reach Academy entrance
   - Paint 200-foot long, wide crosswalk on school driveway, eliminating approximately 12 parking spaces. Parking inventory shows that parking demand can be accommodated on Sunnyvale Street and 59th Avenue.
   - Install bike and pedestrian ramps at Warner Avenue pedestrian crossing.
   - Establish student-vehicle program to escort children to and from school.
   - Create informational materials to send home with students explaining new crossing zones.
   - Work with Oakland Police Department to provide targeted enforcement during school commutes.

2. Bancroft Avenue at 58th Avenue
   - Replace pedestrian signals for southbound crossing.
   - Consider a Leading Pedestrian Signal (LPS) for southbound pedestrians crossing 58th Avenue.
   - Consider prohibiting right turns on red for southbound vehicles turning right onto 58th Avenue.
   - Consider prohibiting U-turns for northbound Bancroft Avenue vehicles.
   - Strictly enforce residential parking restrictions.

3. 58th Avenue
   - Install speed feedback signs on 58th Avenue east of Sunnyvale Street.
   - Install speed feedback signs on 58th Avenue west of Sunnyvale Street.
   - Consider organizing a walking school bus program for students living north of Reach Academy.

4. Bancroft Avenue
   - Install bike lane signs on Bancroft Avenue between 58th and 61st Avenues.

5. Bancroft Avenue at Warner Avenue
   - Add Assembly B signs at median at unsignalized crossing at Warner Avenue.
   - Consider additional treatments to enhance motorist awareness of school crossings.

Alameda County Safe Routes to Schools
www.alamedacounty.sr2s.org
Products:

Recommended Route Maps

SUGGESTED ROUTES TO:

O. H. ANDERSON ELEMENTARY SCHOOL

HOW TO USE THIS MAP

This suggested route to school map is intended to encourage students to consider walking or bicycling to school. Adults are responsible for choosing the most appropriate option based on their knowledge of the different routes and the skill level of their student.
Products:
Outreach Materials

TIPS FOR KIDS
WALK & SKATE SAFE!

USE A CROSSWALK & THE CROSSING GUARDS:
Always cross at corners or at a marked crosswalk where drivers expect to see you. Cross with the crossing guard if your school has one.

LOOK BEFORE YOU CROSS:
Look left, right, and left again before crossing a street. Make eye contact with drivers before stepping off of the sidewalk.

BE VISIBLE:
Wear reflective or bright-colored clothing and walk with one or more walking buddies.

WALK WITH CARE:
If there is no sidewalk, walk facing traffic as far to the side of the road as possible, but do not weave in and out of parked cars.

TIPS FOR KIDS
BIKE SAFE!

WEAR YOUR HELMET:
It models good behavior. Helmets should fit snug, be level on your head and should always be buckled firmly under your chin.

RIDE PREDICTABLY:
Look for vehicles and signal to drivers which direction you plan to go before making turns. Ride in a straight line. Avoid the door zone, about five feet away from parked cars.

RIDE WITH TRAFFIC:
Ride on the right, in the direction of traffic. Obey all signs and signals.

LOCK YOUR BIKE:
When you get to school, lock your bike to a bike rack inside the campus. Lock both your front wheel and the bike frame to the rack.

SAFETY TIPS FOR PARENTS & GUARDIANS

RESPECT THE ZONE:
Halting, slow down in school zones. The safe speed may be less than 25 miles per hour.

SET A GOOD EXAMPLE:
Follow instructions from crossing guards.

WATCH FOR CHILDREN:
Stop for pedestrians in crosswalks and at unmarked intersections. Look for children who may be crossing mid-block, too.

BE AWARE AND ALERT:
Set aside distractions and keep an eye out for unexpected movements by children.

GO WITH THE FLOW:
Follow your school’s drop-off and pick-up procedures. Pull to the curb rather than letting kids out in the street.

AVOID UNSAFE MANEUVERS, SUCH AS MID-BLOCK U-TURNS.

RESPECT THE NEIGHBORHOOD:
Park in legal spaces and avoid double parking or blocking neighbors’ driveways. Consider carpooling or walking/biking to school.

PLAN your walking or biking route with your student.
FORM or join a walking school bus or bike train. Walking school buses and bike trains are groups of students who walk or bike together to school with a parent or adult volunteer.

MORE INFORMATION
Email cathy.wyland@isd832.net to find more community and school resources.

SUGGESTED ROUTES TO
O.H. ANDERSON ELEMENTARY SCHOOL
Education: Technical Training

Classes can be

Half Day or All Day

We employ

National Best Practices

and provide

State-Level Guidance & Interpretation
Multimodal design guidelines for the rest of us.

FHWA Publications Website and ruraldesignguide.com
Mixed Traffic
Visually Separated
Physically Separated
Thank You.

Questions?

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