PLANNING FOR HEALTHY COMMUNITIES: MAKING THE HEALTHY CHOICE THE EASY CHOICE

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Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.
PSE State Team: Economic & Community Development (ECD)

Our programs target
• Citizen participation
• Effective organizations
• Local government decision-making
• Land use education
Ag Biz & Entrepreneurship

• Enterprise budgets through marketing plans
• Farmers Markets, Food Hubs, CSA
• Supply Chain Optimization
• Market Making
• Small scale wholesale
• Food System Development
• Urban Ag / Zoning Policy
Session Objectives

• Understand what affects the health of our communities

• Integrate healthy communities into all levels and activities of planning

• Foster opportunities for relationship building, dialogue & collaboration
What is Healthy Community Design?

• Less dependence on cars by having homes, businesses, schools, churches & parks close to each other to allow more people to walk or bike

• Parks & recreation facilities that provide opportunity for people to be physically active and socially engaged

• Allow people, if they choose, to age in place and remain in their communities

• Access to affordable and healthy foods
HEALTH OUTCOMES RANKS - 2014

SOURCE: University of Wisconsin Population Health Institute in collaboration with Robert Wood Johnson Institute
HEALTH FACTORS RANKS - 2014

SOURCE: University of Wisconsin Population Health Institute in collaboration with Robert Wood Johnson Institute
“I want my community to be a good place for all people to live regardless of age, abilities & income”

Creating social bonds and sense of community through
- Social interaction
- Civic engagement
- Personal recreation

Increasing social connections through
- Parks, public spaces
- Mixed-use communities
Social Equity

- Everyone has access and the ability to meet their needs in their community.
- Everyone has the ability to remain in their community throughout their lives.
- Everyone has many housing options at different price levels.
- Everyone has access to neighborhood centers that support jobs, commercial activity, and amenities.
Lines of segregation in Pittsburgh

1 dot = 1 person

White  Black  Asian  Hispanic  Other

Source: U-Va. Cooper Center analysis of 2010 Census data

THE WASHINGTON POST
Social Mobility & Poverty

• The Equality of Opportunity Project
• Pittsburgh ranked high
• The difference between high-mobility and low-mobility communities: early education, family structure, physical geography of metropolitan areas.

Source: NY Times & The Equality of Opportunity Project 2013
Health Is About Places To Play: Addressing Sedentary Lifestyles

Planning & Building Quality Play Areas

• Better in school
• Better mental health
• Better physical fitness
ACHD Community Health Assessment

- Survey, community meetings, secondary data
- "Our Health, Our Voice"
- (STD) rates, air quality data, mortality statistics, chronic disease and health disparities.

Source: http://www.achd.net/cha/
“I want more options to help me get outside & be more active”

• Living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth.  
  *American Journal of Preventive Medicine; President’s Council on Physical Fitness and Sports Research Digest*

• Lower-income populations & some racial and ethnic populations have limited access to parks and recreational facilities. These disparities partially explain lower physical activity levels among these populations.  
  *Active Living Research, Parks, Playgrounds & Active Living, February 2010*
Improving Access to Parks

Play Desert

- Presence
- Access
- Quality
- Use

Next 2 Miles

www.nrpa.org
Planning for Greenspace

- **OpenSpacePGH**: Comprehensive plan for open space, parks and recreation (City)
- **OSNAP**: Open Space Neighborhood Advisory Panel (URA led with City)

Image: www.greenway.ohiorivertrail.org
"I want to get around in my community easily without a car"

Shift from a model that moves cars to an active transportation model that moves people with health as a co-benefit.
Planning and Health Resource Guide for Designing and Building Healthy Neighborhoods

http://www.cdc.gov/transportation/docs/transportation-fact-sheet.pdf

Penn State Extension
Bicycle Friendly Ranking

PA. -#12 BICYCLE FRIENDLY State

- 5 BICYCLE FRIENDLY Communities
- 63 BICYCLE FRIENDLY Businesses
- 7 BICYCLE FRIENDLY Universities

http://bikeleague.org/bfa
BUILDING A BICYCLE FRIENDLY AMERICA

A roadmap to transforming states, communities, businesses and universities

THE LEAGUE OF AMERICAN BICYCLISTS
since 1880

Penn State Extension
Walkability Audits

http://www.walkableamerica.org/walkingchecklist.pdf

Walkability Checklist

How walkable is your community?

Take a walk with a child and decide for yourselves.

Everyone benefits from walking. But walking needs to be safe and easy. Take a walk with your child and use this checklist to decide if your neighborhood is a friendly place to walk. Take heart if you find problems, there are ways you can make things better.

Getting started:

First, you'll need to pick a place to walk, like the route to school, a friend's house or just somewhere fun to go.

The second step involves the checklist. Read over the checklist before you go, and as you walk, note the locations of things you would like to change. At the end of your walk, give each question a
Safe Routes to School

http://www.saferoutespa.org/
Health Is About Access To Quality Education

A Mom’s Education, A Baby’s Chances of Survival

Babies born to mothers who did not finish high school are nearly twice as likely to die before their first birthdays as babies born to college graduates.

Community Siting

- Enhances
  - Walkability
  - Bikability
- Less traffic
- Less air pollution
- Safe routes to school

Years of School Completed by Mother, All Ages

<table>
<thead>
<tr>
<th>Years of School</th>
<th>Infant Mortality Rates (per 1,000 Live Births)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–11 years</td>
<td>8.1</td>
</tr>
<tr>
<td>12 years</td>
<td>7.6</td>
</tr>
<tr>
<td>13–15 years</td>
<td>6.2</td>
</tr>
<tr>
<td>16 or more years</td>
<td>4.2</td>
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Prepared for the Robert Wood Johnson Foundation by the Center on Social Disparities in Health at the University of California, San Francisco.
Health Is About Equitable Access To Quality Housing
Health Is About Equitable Access To Affordable Nutritious Foods

Address food deserts
- Planning
- Zoning
- Regulation & fiscal incentives
- Food assistance policy
Food Access at Farmers Markets
Ag & ECD – perfect together

Credit: CS Mott at Michigan State University and Virginia Farm to Table
CONVENE → CONNECT → CATALYZE
Urban Ag Case Study

- School Gardens
- Community Gardens
- Urban Farms
- Guerilla Gardens
- Incubator Farms
Pittsburgh Urban Ag Zoning Snapshot

• February 2011 – Modern zoning passed
  • With eye that revision was needed.

• July 2015 – Updated revision passed:
  • Provisions for chickens and bees and goats
  • Provisions for sales of produce sales from community gardens
  • Ease of permit acquisition vs. public hearing
  • Reduced fees
Hilltop Urban Incubator Farm

- 6 acre CSA Farm
- 1 acre Youth Farm
- Farmland Preservation
- 15 acres of Incubator Farm
- Jobs, life skill training, improve food access
Hilltop Infrastructure Savings (projected)

- Water: 10 - 58 M gallons = $41K/acre or $2.8M

- Air: $18-80 per acre = $1,260 to $12,950

- Property Value = 4.9% increase w/ forested view

- Agritourism = 7% WPA economy (PA DCED 2004)
Geographical Context

- Urban
- Peri-Urban
- Rural
Starting points to consider

• Toolkits for elected and citizen use

• Collaborative relationships
  • Funders
  • Practitioners
  • Elected Officials
  • Citizens

• Cross pollinate disciplines

• Connect with regional and national networks
Land Consumed – Greater Pittsburgh Region

Population remained constant at 2.5 Million
Principles of Smart Growth

• One way used to start the discussion about alternative means of accomplishing community development and sustainable economic development on a regional basis
COMPACT BUILDING DESIGN

Conventional Development

Smart Growth Development
Engage

“Civic engagement should be a priority in every person’s mind. It’s important to get people involved in the democratic process at an early age, helping them build practical skills to be better able to participate throughout their lives.”

- Ramona Mullahey, Author APA report Youth in Community Planning
PRINCIPLES OF SMART GROWTH

Encourage community and stakeholder collaboration in development decisions

http://extension.psu.edu/community/ecd/courses/land-use-planning

My Community: What’s the Plan?
Students understand how communities are planned.
http://extension.psu.edu/ecd/land-use/my-community-whats-the-plan

Developing Effective Citizen Engagement:
www.smartgrowthpa.org/news_detail.asp?ID=865

Sustaining Public Engagement
www.smartgrowthpa.org/news_detail.asp?ID=866

US ROUTE 30 DEMONSTRATION PLAN
Unity Township, Pennsylvania

http://www.route30plan.com/docs/FinalDemo022808LoRes.pdf

Students identify assets in their community

https://meeting.psu.edu/p5k9xzleavt/?launcher=false&fcsContent=true&pbMode=normal

Websites, Social Media, and other E-Tools

Are you using them to the fullest extent possible?

Have you created a Blog?

http://extension.psu.edu/community/ecd/news/2014/diamonds-rough-or-not..

Diamonds All, Rough or Not...

Tags: 21st Century Community Economic Development, Building Strong Communities, Land Use and Local Decision Making

Posted: October 27, 2014

Community jewels come in many forms. They are precious. Have you hidden yours?

If you have, that's a mistake, because often people forget about the wealth they might have squirreled away ("out of sight, out of mind") years ago. Like mason jars of old coins and bills buried in the back yard, this treasure doesn't accrue interest, and risks rot and deterioration.

Or, maybe your community jewels are still right out there in...
How about Video?

To see how to use film to create enthusiasm for community projects, watch this

*Rough Diamond Trail Project, Phase II*  Vimeo –

http://vimeo.com/109631612
Trail Planning through Semi-Urban and other Barriers

In the New Kensington area the community discussion/deliberation for the potential of a trail system and better bike/pedestrian accommodation is just beginning.

- Communities and their organizations use the reports from visioning efforts at their local festivals and other events, to engage their community citizenry in further plan creation and action step implementation.

- The Cities of New Kensington and Arnold held Better Block style events this year to energize additional interest. To learn more –
  - https://www.facebook.com/groups/newkenbetterblock/

We’d love to have you involved!
Better Block Events

The video by Better Block founder Jason Roberts is both entertaining and enlightening –

https://www.youtube.com/watch?v=ntwqVDzdqAU

Opposite to the 'top down' concept of urban design is BETTER BLOCK, founded in Dallas' Oak Cliff by Jason Roberts and Andrew Howard. The Better Block project is a demonstration tool that temporarily re-visions an area to show the potential to create a walkable, vibrant, neighborhood center.
Create a Project Work Plan!

**Fish Habitat Enhancement Committee**

<table>
<thead>
<tr>
<th>Submitted by Chairpersons:</th>
<th>John/Frank</th>
<th>Dates:</th>
</tr>
</thead>
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**Project Title**: Kunklet Park Pilot Project – Nature Trail Entrance Stream Bank Restoration and Jac

<table>
<thead>
<tr>
<th>Task</th>
<th>Timetable</th>
<th>Responsibility</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Create drawing of property boundaries</td>
<td>September</td>
<td></td>
<td></td>
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<tr>
<td>“Ground Truth” the drawing</td>
<td>September</td>
<td></td>
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<tr>
<td>Develop Drawing/Plan of the Enhancement</td>
<td>October</td>
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<tr>
<td>Review Drawing with Conservation District (and Fish Commission?)</td>
<td>October</td>
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<td>Develop Budget</td>
<td>October-November</td>
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<tr>
<td>Verify Township Approval</td>
<td>November</td>
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<tr>
<td>Fundraise</td>
<td>September-May</td>
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<tr>
<td>Cultivate Volunteers and Sponsors for Materials and Labor</td>
<td>September-February</td>
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<tr>
<td>Apply for permits</td>
<td>October</td>
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<tr>
<td>Begin Construction</td>
<td>March? (weather permitting)</td>
<td></td>
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<tr>
<td>Complete Project, Stock Stream, Hold Ribbon-Cutting Event</td>
<td>April-May?/July-September? (or at next year’s festival)</td>
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*Note: Dates are placeholders and should be filled in based on the project timeline.*
Planning Grid

1. Identify actions needed (via small group discussion or using sticky notes) for project or goal
   a. Specify final outcome, final step and its product
   b. Identify starting point and its product
   c. Brainstorm list of actions to move from starting point to final step
2. Refine list of actions needed
   a. clarify
   b. identify major steps and supporting activities
   c. sort major steps and supporting activities into chronological order
   d. identify milestones for each major step
3. Transfer information (step numbers, major steps, supporting activities, and milestones) to Planning Grid
4. Work through remainder of Grid, identifying
   a. Leader or contact for the activity
   b. Time needed to complete the activity
   c. Any comments
   d. If needed, columns for additional information may be added

Project or Goal: _____________________________

<table>
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<tr>
<th>Major Step #</th>
<th>Major Step</th>
<th>Supporting Activities</th>
<th>Milestone</th>
<th>Leader or Contact</th>
<th>Time Needed to Complete Activity</th>
<th>Comments</th>
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adapted from *The Team Handbook*, Peter R. Scholtes
Planning Grid - generic.doc
More Tools for “Connecting”

• Local Community Planning Events
• Adopted Official Maps
• Community Volunteers
• Grants
• Regional Trails
• Click the graphics at right for more

• You!

We write blogs about other tools and projects that you may find interesting --

• Municipal Budgets and Comprehensive Plans -- What's the relationship?
• Community Champions – Where Would Our Communities Be Without Them?
• http://extension.psu.edu/community/ecd/news
“I'm not sure what [the community’s] new strategic planner is aiming for, but I would hope that his process includes community visioning and meetings. (Not presentations where people are "talked to," not where people just sit and complain like a city council meeting, but where stakeholders have some sort of voice through active planning and participation.)

We're in the time/era of what's called the New Public Service, where it is going to be integral for many people on a variety of levels get involved in these types of things.” -- Millennial-Age Community Member
What Communities Can Do

- Promote active transportation
- Expand public transportation
- Healthy community design
- Design to minimize adverse safety & health consequences
- Partner with state & local health agencies
- Assist organizations conducting health impact assessments
Contact Information

Heather Mikulas
Penn State Extension
Email: hem12@psu.edu
Phone: 412-263-1000

Penn State Extension
Ag Entrepreneurship – Farm and Food Biz

http://extension.psu.edu/business/farm

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http://extension.psu.edu/community/ecd

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Route 30 Master Plan

www.route30plan.com
US ROUTE 30 DEMONSTRATION PLAN

Unity Township, Pennsylvania

"The model process utilized to create the model land development for Route 30"
The Trend

“If development continued along its current trajectory, it is reasonable to assume that the existing pattern of the surrounding area would continue to replicate itself on the site. Both logic and the market say the future of the site is more big box retail, disconnected parking, more curb cuts on Route 30, and franchised base architecture. Current plans for the expansion of Wildcat Commons demonstrate this trend. It is, therefore, important NOT to compare the site to what’s there now, but to compare the site to what will happen if you do not do anything.”
Penn State Extension

http://www.route30plan.com/

CONCEPT DESCRIPTION

- Greenways define development areas and connections to rural context
- Mixed use development with highest density is centered on Route 30
- Public open space provides gathering places throughout the site
- Gateway at intersection of Route 30/981 serves as an arrival point to Latrobe and the Laurel Highlands
- Route 30 corridor remains a regional connector with parallel roads to provide local circulation
Defining features of the Charrette plan include neighborhood parks, preserved natural areas and innovative stormwater management. Proposed McKenna Square (below) is ringed by housing providing safe oversight and activity in the adjoining park.

Connectivity, Quality of Life, and Storm Water Management!