

VOICES FOR HEALTHY KIDS: ACTIVE PLACES

Let's get moving to help underserved communities

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DID YOU KNOW?

- Children in neighborhoods lacking access to sidewalks, parks, playgrounds and recreation centers have a 20 to 45 percent greater risk of becoming overweight
- 65% of families making \$25,000 or less do not own a car
- There are 850,000 children living in gang violence “hot zones” all over the country
- Very low-income families can see as much as 55% of their earnings eaten up by transportation costs
- Transportation is the second largest expense for households in the United States, costing more than food, clothing and health care
- 75% of all jobs are located outside city centers

DEFINING STREET SCALE

Street-scale urban design and land use policies involve the efforts of urban planners, architects, engineers, developers, and public health professionals to change the physical environment of small geographic areas, generally limited to a few blocks, in ways that support physical activity.

Policy instruments employed include:

- Building codes
- Roadway design standards
- Environmental changes

Design components include:

- Improved street lighting
- Infrastructure projects to increase safety of street crossing
- Use of traffic calming approaches (e.g., speed humps, traffic circles)
- Enhancing street landscaping

HOW STREET SCALE IS IMPLEMENTED?



Street Scale:

The adoption of Complete Streets and Safe Routes to School policies, MAP-21 and TAP funds, bicycle and pedestrian transportation planning, and other active transportation improvements to increase physical activity in underserved communities.





Safe Routes
to School
**National
Partnership**

THE 5 E'S

- **Engineering**
- **Education**
- **Enforcement**
- **Encouragement**
- **Evaluation**



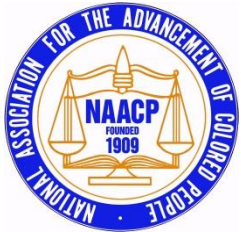


THE 6TH E = EQUITY

“Almost regardless of the specific measures, it seems that social equity is correlated with economic growth and the stronger studies have provided evidence of not just correlation, but probable causation, with improving social equity actually contributing to more rapid economic growth.”

"Buddy, Can You Spare Some Time? Social Inclusion and Sustained Prosperity in America's Metropolitan Regions," Building Resilient Regions Closing Symposium, Talk/Oral Presentation, Washington, DC, Urban Institute

NATIONAL ACTIVE TRANSPORTATION DIVERSITY TASK FORCE





TASK FORCE GOALS

- Be an active participant of the National Active Transportation Diversity Task Force
- Identify and address resource gaps, successes, challenges around street scale
- Inform the Safe Routes to School National Partnership of success stories and potential trends
- Serve as an ambassador for the Voices for Healthy Kids: Active Places project
- Publicize resources, research and best practices that exist that promote street scale
- Serve as a conduit to announce Voices for Healthy Kids technical assistance and grant opportunities
- Build a diverse community of experts in the street scale field

STREET SCALE POLICY

LEVER 1



- Codify Safe Routes to School programs in state laws and provide state level funding to enhance federal appropriations
 - Example: Hawaii

STREET SCALE POLICY LEVER 2



- Secure SRTS/bike/ped funds from MAP-21 at the state level
 - Example: Washington State

STREET SCALE POLICY

LEVER 3



- Secure Complete Streets policies at state and local levels
 - Example: Georgia

STREET SCALE POLICY

LEVER 4



- Secure a percentage of state appropriations for the transportation budget for bike/ped
 - Example: Oregon

STREET SCALE IMPROVEMENTS NATIONAL OUTREACH STRATEGY



HOW CAN YOU HELP?



- Campaign identification (Technical Assistance applications due October 18, 2013)
- Press local elected officials
- If you are an elected official -> create policy
- Partner, partner, partner



CONTACT

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