There is a fundamental link between the places we live, work, study, and travel through and our health. Trailnet is working to create model Healthy, Active and Vibrant Communities that truly support resident health, from cradle to cane.
Connecting the Dots:
Trailnet’s Healthy, Active & Vibrant Communities Initiative
Building Capacity for Healthy Communities
April 8, 2010
Presentation Goals

- Overview of HAVC model
- Share the tools HAVC has used and created
- Share HAVC successes and lessons-learned
Trailnet’s mission is to lead in fostering healthy and active communities through innovative programs, planning, and policies that promote walking and bicycling.
Trailnet’s Vision

Trailnet works to promote Active Living resulting in:

• Healthy Individuals
• Healthy Communities
• Healthy Environment
Trailnet’s Approach

**Planning:** Bicycle and pedestrian plans

**Policy/Advocacy:**

**Events:** Creating social networks around physical activity

**Programming:** Safe Routes to Schools

**TravelGreen:**

**Regional Trail System:** Collaborating on regional efforts
Promoting Active Living

A way of life that integrates physical activity into daily routines.

**Active Lifestyles** require communities to have safe and convenient choices for people to walk, bike and be physically active on a daily basis.
THE CONCEPT:

Trailnet acts as a *catalyst* to initiate multi-component, community-scale obesity prevention interventions with partner communities.

Funding for this project was provided, in part, by The Missouri Foundation for Health.
THE DOGMA:

Long-term changes through
- Policy
- Environments
- Social Networks of Support & Healthy Social Norms

Funding for this project was provided, in part, by The Missouri Foundation for Health.
The Healthy, Active & Vibrant Communities Initiative

THE DOGMA: Policy

Diagram showing layers from individual to public policy:
- **Individual**
  - Knowledge, attitudes, skills
- **Interpersonal**
  - Family, friends, social networks
- **Organizational**
  - Organizations, social institutions
- **Community**
  - Relationships among organizations
- **Public Policy**
  - National, state, local laws
The Healthy, Active & Vibrant Communities Initiative

THE DOGMA: Environments
“Contact, encounter and exchange of ideas among citizens in the public realm are fundamental requirements for citizens’ well being.” (Aristotle)
The Healthy, Active & Vibrant Communities Initiative

THE DOGMA: Social Networks
The Healthy, Active & Vibrant Communities Initiative

HOW:

Enlist local decision-makers as champions and build their capacity to be successful.

Funding for this project was provided, in part, by The Missouri Foundation for Health.
HAVC Overview

1) Select partner communities
2) Host Kick-Off Event
3) Form multi-disciplinary local taskforce
4) Monthly taskforce meetings
5) Conduct assessments
6) Create an action plan
7) Work to implement action plan
8) Share successes & lessons-learned
1) Select partner communities
2) Host Kick-Off Event
3) Form local taskforce
4) Monthly taskforce meetings
5) Conduct assessments
6) Create an action plan
7) Work to implement action plan
8) Share successes & lessons-learned
Promising Early Successes - Ferguson Sunday Parkways
Promising Early Successes – De Soto Farmers’ Market
Promising Early Successes - Old North
Promising Early Successes - Complete Streets

**Adopted locally by:**
- City of De Soto
- City of Ferguson

**Being considered by:**
- City of St. Louis
- Crystal City

**Adopted Nationally by:**
- State of Illinois
- State of California
- State of Wisconsin
- State of Maryland
- State of Oregon
- City of Seattle, WA
- City of Buffalo, NY

**More information on Complete Streets:**
http://www.completestreets.org/policies.html
Promising Early Successes

Big Plans...
It All Boils Down To...

“The Choices We Make Are Driven By The Choices We Have”

The obesity epidemic is the natural result of the systems that surround us.

An issue of access, An epidemic by design
Community Selection

Original Intent of Grant:

- Partner with four communities
- Significant levels of low-income residents
- Learn from multiple contexts (rural, suburban, urban)
- Racially diverse
Resources & Limitations:

- One full-time staff member

- Five collaborating agencies to help create resources and select communities
  - Grace Hill Settlement House
  - St. Louis Regional Bicycle Federation
  - St. Louis County Department of Health
  - US Green Building Council, St. Louis Chapter
  - Whittaker Homes

- Commitment to create a “Toolkit”
Active Process:

1) Develop a set of Selection Preference Criteria
2) Partners make a big list of potential communities
3) Discuss pros & cons (map geography of synergistic overlaps)
4) Narrow list
5) Attend community meetings to gauge interest and informally gauge readiness
6) Meet with community leadership to provide an overview of the initiative
7) Identify final communities, identify local point person, execute LOA
Community Selection Tools

Tools We Used

Community Selection Preference Criteria for Trailnet’s Healthy, Active & Vibrant Communities Initiative

Not necessarily in order of importance:

1. Selection of Diverse Communities
   - Two urban, one suburban, one rural
   - Diverse in population and area size
   - Diverse in social and economic factors

2. Community “Readiness” informal assessment
   - Level of self-organization; regular meetings of local neighborhood groups and key officials
   - Citizen committees or volunteer groups in place
   - Local health or wellness initiatives in place
   - Partnerships with neighboring communities
   - Partnerships with other outside agencies
   - Awareness of need for improved community health and well-being

3. City Commitment
   - City Staff
   - Elected Officials
   - Local Partner Organizations; schools, CDC, faith-based orgs, health dept., and institutions
   - Designated local planner/person
   - City or housing vision
   - 3 or more cities or counties
   - Memos of Agreement

4. Strategic overview with:
   - Federal Grant Panel communities
   - Trailnet GTS schools/communities
   - HHS/NIH/DOE
   - Healthy Community Initiatives
   - Community Education Service Providers
   - Great Rivers Greenways infrastructure and planned projects

Form Partnership Between Community and Trailnet

Identify key stakeholders including elected officials, city planners, school leadership, community orgs / CDCs / Health Department, faith-based orgs, health departments, local health initiatives, and other institutions. Trailnet staff contact stakeholders, introduce the HACI initiative and gauge interest.

If community is on board, local decision-maker (mayor, city manager, or director of local community org) identifies a core group of partners and signs Letter of Agreement with Trailnet. Local partners introduce Trailnet staff to additional key stakeholders to identify a core local partnership group for Taskforce.

Healthy, Active & Vibrant Communities Kickoff

Invite core group of leaders from all four communities to attend Healthy, Active & Vibrant Communities kickoff. Kickoff will include presentations by Trailnet staff, city planners, traffic engineers, and others, as well as group discussion. Trailnet presents the kickoff.

Form a Local Taskforce

Work with each community to form a task force consisting of a group of stakeholders who will work together to transform the community into a healthy and active community. Identify this core group will consist of representatives from the local government, health department, schools, homeowners association, faith-based organization, community organizations, major employers and others possibly.

Monthly Taskforce Meetings

Monthly taskforce meetings in each community. Trailnet and Local Point Person plan and execute together:

   1. Introduce initiative, identify community obstacles, identify opportunities
   2. Gather important information through community readiness and needs assessments
   3. Discuss best practices, case studies, and evidence-based approaches to shape vision
   4. Develop an identity/brand for the initiative including a logo (for example, Love Wet Ferguson)

Develop an Action Plan

Work with key stakeholders to develop an Action Plan that:

   - Outlines the objectives to improve physical activity and nutrition identified in the community meetings
   - Outlines the opportunities to transform physical environments, culture, and policy
   - Projects outcomes with SMART objectives

Trailnet staff draft the plan from public meeting input and based on Taskforce feedback.

Implementation Phase

Trailnet staff work with Healthy, Active & Vibrant Community Taskforce and local decision-makers to implement the Action Plan. Trailnet takes the lead and implementation with Trailnet staff support.

Produce Final Write-up and Case Studies

Trailnet staff work with Healthy, Active & Vibrant Community Taskforce and local decision-makers to draft and produce a final write-up of successes, challenges, and lessons-learned. Trailnet draft write-up and case studies with community input.

Letter of Agreement

Trailnet

(Thracean) ("hereinafter referred to as Project Organizer") and

(Thracean) ("hereinafter referred to as Collaborative Community")

Project Organization agrees to:

   1. Distribute the Healthy, Active & Vibrant Community Toolkit with case-studies
   2. Make Project Organizer aware of local needs and obstacles
   3. Work with Local Point Person to develop a Local Taskforce consisting of key stakeholders
   4. Coordinate and facilitate Healthy, Active & Vibrant Communities Kick-Off event
   5. Coordinate and facilitate Local Taskforce meetings
   6. Coordinate and facilitate 2-3 public meetings to identify obstacles to healthy lifestyles, as well as opportunities and community priorities
   7. Work with Taskforce to prioritize community suggestions and Toolkit recommendations
   8. Draft, edit and produce an Action Plan based on community and Taskforce input
   9. Meet with Project Organizer, Collaborative Communities, and other local leaders to begin implementing Action Plan
   10. Leverage other Trailnet services, such as Safe Routes to Schools and Community Bike and Pedestrian Planning, for implementation in Collaborative Communities if desired by community

Collaborative Community agrees to:

   1. Identify key community leaders and stakeholders
   2. Introduce and facilitate discussion with key community leaders and stakeholders to summarize the local Taskforce
   3. Attend the Healthy, Active & Vibrant Communities Kick-Off event sponsored by Project Organizer
   4. Participate in scheduled taskforce meetings (monthly or bimonthly)
   5. Assist with planning and facilitation of 2-3 public meetings to gather community input
   6. Provide feedback on document once final Draft is reviewed by Trailnet staff
   7. Work with Taskforce to implement the Action Plan

Ann Mack, Executive Director
Trailnet

John Shaw, City Manager
City of Ferguson

Date

Designated Local Point Person

Download online - http://www.center-trt.org/
De Soto, MO

Ferguson, MO

Old North St. Louis neighborhood of St. Louis City

The West End neighborhood of St. Louis City
Community Selection - Key to Success

1) Take Your Time

This may be the most important decision you make.

2) Be Clear

Clearly articulate the initiative goals and process from the beginning.

3) LOA or MOU

Sign a Letter of Agreement with your community partner that outlines roles and responsibilities.

4) Focus Area or Focal Point

Identify a clearly defined focus area or focal point for your work. Local sense of identity and cohesion is very important.
Capacity Building -- Kick-Off Event

Half-day event

Speakers cover a range of topics

Speakers & Topics Included:

- Shannon Bergmann, Alliance for a Healthier Generation, The Role of Schools: The Healthy Schools Program
- Ross Brownson, Director, Prevention Research Center, SLU, Active Living 101
- Tim Busse, Town Architect, The New Town at St. Charles, Institutionalizing Walkability & Bikeability into Local Policy
- Nadim Kanafani, Pediatrician, Children’s Hospital, The Role of Healthcare Institutions and Professionals
- Greg Luttrell, Principal, Trail Systems Engineering, Building Complete Streets and Great Streets
- Almut Stephan-Marino, Adjunct Instructor Dietetics, Fontbonne University, Healthy Living, One Bite at a Time

Community Brainstorm Sessions:
Local Point Person is an important gateway

Lots of individual contact: phone, meetings, and emails

Keep Asking: Who else should be at the table?
Capacity Building -- Local Taskforces

Who should be at the table:

• Local elected officials
• City staff
• Residents
• Business owners
• Local health department
• Chamber of Commerce
• Healthcare providers
• Schools…
Initial Community Brainstorm Activity
Healthy, Active & Vibrant Communities Initiative

One of the key components of Trailnet's Healthy, Active & Vibrant Communities Initiative is the formation of a multi-disciplinary local taskforce in each community that will focus on improving options for physical activity and healthy eating.

At the first 2-3 local taskforce meetings, Trailnet staff facilitated a series of brainstorm sessions with the following goals:
- Spark discussion among a multi-disciplinary group
- Help the taskforce members learn about one another's perspectives
- Frame the obesity epidemic in terms of some of its root causes
- Begin to identify obstacles to and opportunities for change

For this exercise, we had a facilitator state a series of six long-term goals to the group and ask the group to identify obstacles and opportunities to achieving each goal. A note-taker recorded the answers on an easel of paper that everyone could see.

Below are the six long-term goals:

Goal 1: To provide all residents access to safe, well-maintained recreation amenities (parks, greenways, community center, etc.).

Goal 2: To ensure all residents can safely walk, wheel, or bike from any point A to any point B in your community.

Goal 3: To provide all residents easy access to affordable, healthy foods.

Goal 4: To make the school environments models of healthy lifestyles, including food-served, physical education, and health-related education.

Goal 5: To create social support networks and healthy social norms.

Goal 6: To provide all residents access to health screenings, education, and resources to best manage their health.

This exercise served as a great tool to align a somewhat disparate group of local leaders around a preliminary set of common goals, while deepening their understanding of the obstacles to living healthy lives and the local resources available to begin addressing the issue.
Facilitated Monthly Taskforce meetings, with help from Local Point Person. At each meeting, keep the group focused on the overall goals & process:

- Initial brainstorm
- Conduct Readiness Assessment
- Conduct Needs Assessment
- Develop an Action Plan
- Implement the Plan

**Print the initiative goals and process on the back of every agenda**
HAVC Core Activities

Community-Wide Active Event

Rendering Project

Built Environment Policy

Toolkit – Best practices and evidence-based strategies
Developed a resource for our community partners.

**Best-Practice Recommendations for:**

- Schools
- Community Residents
- Design Practitioners
- Faith-Based Organizations
- Healthcare Providers
- Local Governments
- State and Federal Govs.
- Workplaces

**DOWNLOAD online:** [www.trailnet.org/HAVC_Toolkit.php](http://www.trailnet.org/HAVC_Toolkit.php)
A tool to disseminate:

- systems-based vision for preventing obesity
- evidence-based and best-practices interventions distilled into simple actionable recommendations
- Valuable resources
- Trailnet’s model and lessons-learned
A HUGE team effort

You can disseminate information and ideas outside of your area of expertise -- just partner with the experts!
INTRODUCTION

Focuses on root causes and the big picture. Includes suggestions for a process that communities can follow to create a movement in their community.

Begins on pg. 12
RECOMMENDATIONS

Eight sections targeted at specific design-making groups. Each section includes an introduction, a sets of recommendations, mini-articles, and case studies. Each section can stand on its own.

Begins on pg. 19
**RECOMMENDATIONS:**

**LOCAL GOVERNMENTS**

CITY AND COUNTY GOVERNMENTS, METROPOLITAN PLANNING ORGANIZATIONS, COMMUNITY DEVELOPMENT CORPORATIONS, AND HOMEOWNERS’ ASSOCIATIONS

**DEVELOP A COMMUNITY-WIDE CAMPAIGN TO PROMOTE HEALTHY AND ACTIVE LIFESTYLES**

**INTRODUCTION**

In recent years, cities throughout the country have initiated community-wide campaigns to encourage residents to become more physically active and eat healthier. These campaigns have been found to be highly successful at improving the health of community residents. They also often result in increased sense of community, more vibrant local economies, increased sense of safety, and a revitalized local economy.

The key to collaboration brings in carrying out a successful community-wide campaign in the formation of a taskforce. The taskforce should be made up of community leaders including elected officials from local government, schools, organizations, and businesses. Each of these institutions plays a critical role in the local government design and build the streets we walk, the director of public health and recreation is involved in these tasks and programming, the schools teach children physical education and feed them lunch, and sometimes breakfast, and the local healthcare providers track us about health and wellness. The taskforce should meet monthly to discuss and collaborate on efforts to improve the health and wellness of the community. Begin by identifying community obstacles to active living and healthy eating and then work to address the obstacles. (For additional information and resources see pages 13-17)

The most successful campaigns are multi-component campaigns that focus on:

- the built environment
- increasing access to resources such as healthy food
- community education and public awareness
- fun local components such as 3-5 run/walks to build social networks of support
- coordination with key local institutions such as schools, YMCA, and healthcare providers

Support local viability by accommodating people of all abilities:

- a well-defined location such as a neighborhood or a food point such as a park or school
- institutionalizing solutions through policy

Enable success at all life stages, including

- children
- young adults
- older adults
- and adults with disabilities

- Nurturing communities
- Nurturing children
- Nurturing adults
- Nurturing older adults
- Nurturing adults with disabilities

- Nurturing communities
- Nurturing children
- Nurturing adults
- Nurturing older adults
- Nurturing adults with disabilities

**PROMOTE ACTIVE LIVING**

**REVAMP LAND USE**

- Develop zoning overlays and design standards that encourage pedestrian and transit-oriented development, i.e. walkable cores, pedestrian-friendly streetscapes, parking, and transit-oriented development. This can be achieved by adopting form-based zoning codes. (See case study on page 37)
- Other planning and incentives for developers to use form-based codes.

**FOCUS ON MOVING PEDESTRIANS**

- Create a comprehensive mobility plan for all modes of transportation, including a focus on safe-occupancy can travel towards walking, biking, and transit use.
- Complete the Streets-Define local street design standards to ensure that new streets and major improvements are designed for people of all ages and abilities, including sidewalks, bike lanes, and other safety measures. (See case study on page 37)
- Plan for multimodal transportation: Bicycles and other alternative modes of transportation include attributes that allow people to easily switch transportation modes.
- Create pedestrian networks that interface with cycling amenities (bike lanes, pedestrian bridges, public transit and streets.
- Provide bicycle parking at transit stations, bus stops, and important community destinations.
- Consider building bikeways that provide secured storage and transit-oriented facilities.

**MAINTAIN CONNECTIONS**

- Work towards greater connectivity at neighborhood, development, and municipality scale, and connections to sidewalks, bikeways, trails, and transit route connectivity.
- Work towards greater connectivity in neighborhoods, development, and municipality scale.
- Create greenways, bike lanes, and corridors between developments to forge overall connectivity not reliant on streets.
- Implement planning measures that encourage new development and major renovation efforts to make these connections.

- Nurturing communities
- Nurturing children
- Nurturing adults
- Nurturing older adults
- Nurturing adults with disabilities

- Nurturing communities
- Nurturing children
- Nurturing adults
- Nurturing older adults
- Nurturing adults with disabilities

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- Nurturing children
- Nurturing adults
- Nurturing older adults
- Nurturing adults with disabilities

- Nurturing communities
- Nurturing children
- Nurturing adults
- Nurturing older adults
- Nurturing adults with disabilities

Other initiatives include:

- Require employers to provide on-site facilities such as bike parking, showers, and lockers for bike commuters
- Increase access to parks and recreation facilities
- Develop joint-use facilities for parks, libraries, pools, and other community facilities

**RIGHTSIGIN, Photo courtesy of www.publicdomainpictures.net.org - Michael King**
RECOMMENDATIONS: LOCAL GOVERNMENTS

(PROMOTE ACTIVE LIVING CONCEIVED)

CREATE SAFE AND WALKABLE NEIGHBORHOODS

- Create walking trails that are pleasant to walk and bike, as well as in close proximity to amenities to encourage outdoor physical activity and recreation.
  - Encourage green-lit streets, pocket parks, playgrounds, sidewalks, places, community gardens, walking paths, and greenways.
  - Involve your local residents such as rivers, creeks,topography, and forested areas for these amenities. Plan to meet or exceed NRECA (National Recreation and Park Association) guidelines.

- Identify local areas to snatch the local neighborhoods throughout their use.

- Preserve commercially and ecologically important sites from development while being sure to set aside patches of community parks, and greenways in developing areas.

- Increase safety and sense of safety in neighborhoods.

- Sense of safety is absolutely critical for your success.

- Construct street calming measures such as roundabouts, speed bump, and roundabouts that reduce automobile traffic and increase safety and appeal for pedestrian activity. Reduce speed limits to 25 mph in residential areas. (See examples on pages 28-30)

- Allow drivers of pedestrians and cyclists presence, slow down, and stop accompanying signs.

- Adjust traffic signage to serve various children, and individuals with disabilities, how adequate time to cross.

- Evaluate or eliminate mid-block curbs, such as driveways, that encourage pedisets.

- Focus on Cores Prevention Through Environmental Design (CPTED).

- Increase pedestrian safety on foot and on bike.

- Enhance street-level pedestrian lighting.

- Encourage homeowners to use porch lights—especially with new-construction.

- Encourage homeowners to use porch lights—especially with new-construction.

- Provide incentives:
  - Work with state elected officials to create a state tax credit for the development and improvement of physical activity facilities, and improved walkability and identifiability.
  - Create a grant program to fund local efforts.
  - Allocate a percent of staff time percent to support development of public physical activity facilities and programs in surrounding communities.
  - Encourage neighborhood revitalization.

- Encourage property owners by implementing a new crosswalk property tax credit off of improvements and some land values, thereby encouraging speculation and encouraging local use.

- Deliver your local economy:
  - Decrease our dependence while promoting community revitalization by investing in local shops, renovation, and arts with relocation facilities for retail, arts, and public transit use.
  - Provide taxes and other incentives for business to offer physical activity, healthy food options, and child care accommodations to employees.

- Provide workplace programs for county and city employees (see workplace recommendations on page 62)

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Great Streets Initiative...

East-West Gateway launched the St. Louis Great Streets Initiative in early 2006 to expand the way communities think of their streets. Rather than viewing a roadway project as solely a way to move more cars and trucks faster, the goal of the St. Louis Great Streets Initiative is to trigger economic and social benefits by centering communities around interesting, lively, and attractive streets that serve all modes of transportation.

As part of this initiative, East-West Gateway launched a St. Louis Great Streets Initiative website that is rich-full of information, including: a design tutorial, design recommendations, and real world examples of great streets in action.

Be sure to explore this resource: www.greatstreetssl.org

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Photo courtesy of www.publicimages.org / Ommcraft
RECOMMENDATIONS: LOCAL GOVERNMENTS

PROMOTE HEALTHY EATING

ATtract HEALTHY FOOD RETAILERS

- Attract grocery and other retail outlets offering healthy foods to underserved areas through financial and regulatory incentives. Provide support by incentivizing their businesses.
- Encourage small store owners to provide healthier food options, such as fruits, vegetables, and whole-grain items, by creating specific incentives through tax incentives, grants, low-interest loans, and training.
- Locate markets or grocers within convenient walking and cycling distance of public spaces (1/2 to 1 mile).

SUPPORT HEALTHY EATING

- Establish accessible farmers’ markets or farm stands programs in underserved areas. Provide programs to bridge the gap between farmers’ market prices and low-cost nutrition assistance.
- Work with neighborhood food stores and supermarkets to lower prices of healthy foods and create healthier food options.
- Encourage residents to support local CSAs (Community Supported Agriculture), farmers’ markets, and grocery stores that sell healthy foods.
- Establish and promote community gardens and organize events to activate the gardens as public spaces.

RED IN RESTAURANTS

- Require fast food restaurants to provide nutrition information on menu boards in type and in easily-visible positions.
- Encourage other restaurants to provide nutrition information on their menus as well.
- Create local zoning ordinances that restrict marketing of fast foods near schools or within neighborhoods.
- Promote local restaurants that provide healthy options in neighborhoods with low options for healthy eating.
- Create legislation to ban the use of artificial trans fats in restaurants.
- Implement a municipal fast-food tax to help fund parks and recreation or health initiatives.

INSTITUTIONAL SIZING SUCCESSES

- Create a local and regional food policy council to encourage local political, business, and community groups to create policies and support access to healthy foods.
- Require all food and drink purchases with government funds to be local and/or organic as well as meet high nutrition standards through the creation of a local food policy.

CASE STUDY: COMPLETE STREETS

Complete Streets policies are an explicit commitment to design, build, and maintain streets in a manner that accommodates safe and continuous travel for all users regardless of age, ability, and mode of transportation (foot, bicycle, car, bus, train, etc.). Complete Streets policies have been adopted throughout the United States at various levels of government (local, regional, and state) and are often cited as the beginning of a more comprehensive commitment to building healthier communities. When fully implemented, Complete Streets means more walkers and bikers, therefore healthier individuals; more walkable and bikeable communities; and less driving means less pollution, resulting in a healthier environment.

- Complete Streets policies are the framework to make our communities healthier places to live.
- Complete Streets policies are the framework to create a more sustainable and resilient community.
- Complete Streets policies are the framework to create a more equitable and inclusive community.

In the fall of 2008, Trillium worked with the Cities of De Soto and Ferguson, Missouri to develop local Complete Streets policies.

Consider some or all of the following elements for a strong policy:

- Include details about when the policy goes into effect (e.g., “effective immediately for planning and financial purposes and effective for all aspects of projects in 5 years, including construction.”)
- Specify who is accountable to ensure the policy is implemented.
- State that your city will support staff professional development specific to improving non-motorized transportation options through training, seminars, workshops, or conferences and include organization fees in your annual budget.
- Set a deadline for reviewing and updating existing planning, design, construction, maintenance, and operations standards to ensure they are consistent with the Complete Streets policy. For example, new design standards that do not require sidewalks will result in obstacles for pedestrians and should be updated to require sidewalks that are wide enough to comfortably accommodate pedestrians.
- Specify that all development and redevelopments in the public domain (building to building) will be subject to this policy, i.e., that policy applies to the infrastructure improvements of all new retail or new home builders—no one is except sales/occupying enterprises involved.

Links to for Text of Example Complete Streets Policies:

- City of Seattle: http://www.seattle.gov/complete-streets
- Additional online resources: http://www.completedata.org

Technical Assistance:

Trillium’s staff members are available to provide a presentation on Complete Streets and other infrastructure policies that promote healthy, active, and vibrant communities to local decision-makers in your community. Staff are also available to answer any questions you may have about the policies or implementation of such local policies.

If you would like to learn more about Complete Streets contact Faulkner, Trillium’s Active Living Program Manager, faulkner@trillium.org, 214-456-1234 x 12.
<table>
<thead>
<tr>
<th>FUNDER NAME</th>
<th>AREAS OF INTEREST</th>
<th>GEOGRAPHIC FOCUS</th>
<th>ELIGIBILITY</th>
<th>GRANT RANGE ($)</th>
<th>CONTACT INFO</th>
</tr>
</thead>
</table>
| Aetna Foundation               | Healthy Community Grants Program  
Focus areas include depression, obesity and health professional training | Specific funding areas include St. Louis & County | 501(c)(3) organizations | 25,000 – 60,000 | [aetna.com/foundation](http://aetna.com/foundation) |
| Allen Foundation               | Priority Areas Include:  
To assist in the training of persons to work as educators and demonstrators of good nutritional practices  
To encourage the dissemination of information regarding healthful nutritional practices and habits | National | 501(c)(3) organizations & in special cases hospitals or medical clinics, community organizations and K-12 schools | 5,000 – 100,000 | [allenfoundation.org](http://allenfoundation.org) |
| American Hiking Society        | Projects funded include building and maintaining trails which will result in visible and substantial ease of access, improved hiker safety, and/or avoidance of environmental damage | National | 501(c)(3) organizations | 500 – 5,000 | [americanhiking.org/alliance/fund.html](http://americanhiking.org/alliance/fund.html) |
| Bike Coalition                  | Fundable projects include bike paths, lanes, and routes, as well as bike parks, mountain bike trails, BMX facilities, and large-scale bicycle advocacy initiatives | National | 501(c)(3) organizations | Up to 10,000 | [bikesbelong.org](http://bikesbelong.org) |
| Burlington Northern Santa Fe Foundation | Health and Human Services including serving disadvantaged communities | Includes MO | 501(c)(3) organizations | 1,000 – 100,000 | 708/924-5645 |
| Covidiem (formerly TYCO/Mallinckrodt) | Covidiem Partnership for Neighborhood Wellness grants support programs that provide prevention, care and treatment strategies for obesity, particularly among children | Specific funding areas include St. Louis & County | 501(c)(3) organization or an accredited educational institution | 1,000 – 20,000 | [mallinckrodt.com/index.aspx](http://mallinckrodt.com/index.aspx) |
| Dana Brown Charitable Trust    | The primary purpose of the trust is to provide for the health, education and welfare of children in the St. Louis metropolitan area. | St. Louis | 501(c)(3) organization | Avg. 10,000 – 100,000 | David Diener  
c/o U.S. Bank  
P.O. Box 397  
St. Louis, MO 63161-6695 |
| Emerson Charitable Trust       | Civic grant program contributes to organizations that protect our citizens, further the economic health of our communities, and help build and maintain public assets such as parks and zoos | Specific funding areas include St. Louis & County | 501(c)(3) organizations | 10,000 – 1,000,000 | [emersoncommunity.html](http://emersoncommunity.html) |
| Gateway Foundation             | Recreation, parks/playgrounds, Urban/community development | St. Louis, MO | 501(c)(3) organizations | 10,000 – 200,000 | [gatewayfoundaion.org](http://gatewayfoundaion.org) |
| General Mills Foundation        | Healthy Kids grant program for community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle | National | 501(c)(3) and 501(f)(a) status not-for-profit organizations and agencies | 10,000 | [generalmills.com/corporate/commitments/champions.aspx](http://generalmills.com/corporate/commitments/champions.aspx) |
Capacity-Building - Annual Planning

Healthy, Active & Vibrant Communities Initiative
ANNUAL PLAN 2010

The color of the circles correspond to the phases in the process chart shown below. In addition, green circles represent successful activities.

www.trailnet.org

HVC Initiative

Focus on initiative sustainability and dissemination throughout 2011
Implementation continues through 2011

Focus on initiative sustainability and dissemination throughout 2011

Focus on initiative sustainability and dissemination throughout 2011

Focus on initiative sustainability and dissemination throughout 2011
Capacity Building -- Develop an Identity

Name

Logo

Materials

  Brochure
  Website
  Posters
  Event Flyers
  Banners
Capacity Building -- Identity Development

Name: Live Well Ferguson!

Logo

Materials
  Brochure
  Website
  T-Shirts
  Flyers
  Banner

PROMOTING
ACTIVE LIVING
&
HEALTHY EATING

www.livewellferguson.com
Capacity Building -- Professional Development

Link local leaders to professional development opportunities. Attend with them.

Where possible, provide funding to support their education.

Pro Walk Pro Bike 2008, St. Louis Contingent
Share ideas, resources, and translate best-practices into interesting and often funny blog posts.

Visit our blog: trailnetstl.blogspot.com
Capacity Building -- Annual Conference

Annual follow-up to the Kick-Off event.

- Networking
- Sharing successes/challenges
- Expert speakers
- Annual planning session
- Great PR for their efforts
- Share the model with other local communities and leaders
LIVABLE St. LOUIS Conference
Creating a Movement of Healthy, Active & Vibrant Communities

Friday, April 30
8am - 5pm

FEATURING: Chris Leinberger, the Brookings Institution  Mayor Chip Johnson, Hernando, MS
SESSION TOPICS: local innovations, community engagement, bike/ped planning, TOD, healthy eating, and regional/state efforts

Reconnecting urban planning, public policy, and public health to create vibrant communities that provide the highest quality of life for residents, from cradle to cane!
Technical Assistance and Support

- Researching and drafting policy
- Graphic design
- Event planning
- Invite content experts for discussions
- Work with outside decision-makers to remove red tape
- Grant writing
- Connect local efforts to regional, state, and national efforts
Success Stories

Researching and drafting policy -- Complete Streets

Graphic design -- Sunday Parkways

Event planning -- Sunday Parkways

Invite content experts for discussions -- Old North

Work with outside decision-makers to remove red tape -- De Soto Farmers’ Market

Grant writing -- Clay Elementary School Garden

Connect local efforts to regional, state, and national efforts -- State PE and Farm-to-School policy
Complete Streets -- Example

**Priming the Pump:**
Presentation to City Council re: Complete Streets

**Professional Development:**
Councilman Dwayne James attends Pro Walk Pro Bike
Invite him to attend session on Complete Streets

**Technical Assistance and Support:**
Research model policies
Create a menu of options for CS policy
Help draft policy text

**Institutionalization:**
Council unanimously approves CS policy
Next working to incorporate CS into zoning code
Ferguson is now pursuing their own grants
De Soto Farmers’ Market

Ban on public farmers’ markets:
County Health Department was concerned

Sharing the vision:
Trailnet and Get Healthy De Soto meet with key Health Department staff to share our vision: improve local access to healthy foods, primarily fresh fruits and vegetables

Removing the red tape...
County Health Department develops farmers’ market guidelines encouraging safe, healthy markets
De Soto Rendering

- Recognized need
- Developed trail concept
- Fleshed out the vision
- Develop rendering
- Identify costs
- Began enlisting others behind vision
- De Soto leadership is now working to move the project forward

GET HEALTHY DE SOTO RENDERING PROJECT
A Trail Connecting De Soto’s Schools
Major re-development of historic town center planned:
  Opportunities for major pedestrian and bicycle infrastructure

Sharing best-practices:
  Trailnet staff attend community charrette and other planning meetings to share best-practices for promoting peds/bikes

Getting specific:
  Grab a tape measure and some chalk

Invite content expert:
  Greg Luttrell, PhD, PE, attends a planning meeting to discuss details of street widths, parking lane widths, traffic calming, etc.

Plans adjusted:
  Sidewalks are wider, corner bulb-outs, clearly marked crosswalks
Key Lessons Learned

For this type of initiative:

- Need a Focal Point or Focus Area defined by common identity
- Clearly defined community partner and LOA
- Professional Development and Technical assistance are key
- Early successes are key to build momentum
- Broadest coalition possible will help ensure success
- Develop local champions
- The more residents know about good planning principles, the better
- Time-intensive, but yields sustainable results
One of four communities selected to participate in CDC/RWJF Early Assessment of Programs and Policies to Prevent Childhood Obesity in the area of land-use and transportation policy

Identified as an “Emerging Intervention” by the Center for Training and Research Translation

See more online - http://www.center-trt.org/
Federal Leadership

The future is trans-disciplinary
HUD, EPA, and DOT announce “Livability Principles”
Federal Leadership

Livability Principles

① Provide more transportation choices  
② Promote equitable, affordable housing  
③ Enhance economic competitiveness  
④ Support existing communities  
⑤ Coordinate policies and leverage federal policies and investment  
⑥ Value communities and neighborhoods- invest in healthy safe walkable neighborhoods
ACKNOWLEDGEMENTS

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City of De Soto

Other Partners / Supporters:

Nadim Kanafani, MD
Ross Brownson, PhD
Greg Luttrell, PhD, PE

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QUESTIONS?

Thank You!