Healthy Places Initiative: Designing an Active Arvada

Community & Character in Colorado: From Metro to Resort

APA Colorado State Conference

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October 1st, 2015
Learning Objectives

• How to move from policy adoption to policy implementation

• How to integrate healthy living into the comprehensive plan

• How and where to build infrastructure to get residents engaged and active

• How to leverage implementation funding

• Success stories engaging underserved populations
Background and Existing Policies
Inclusion of Health in the Comp. Plan Update

New Emphasis on Health

• Develop a balanced, multi-modal transportation system

• Develop safe and comprehensive multi-purpose bicycle, trail and pedestrian systems

• Enable access to fresh, healthy food for all
Healthy Places: Parks, Trails and Open Space Master Plan

- Recommendations
  - Add new park types
  - Cutting edge park amenities
  - Complete critical trail gaps
  - Sustainability
  - Increase Citizen Activity Levels
How far are you willing to walk?

Research shows that most people are comfortable walking a half-mile distance to reach a destination like a park or open space site. A quarter-mile is often cited as a more reasonable walk for families with young children or older adults.
- Benchmarking Over Time
  - 6 parks currently planned
  - New neighborhood parks will be added with new developments
  - Must add more parkland to prevent decline of acres over the next 10 years
Quiz: Give an example of a park type or amenity that could be integrated into a parks master plan update to integrate health?

Quiz: What is one health element that could be integrated into a comp plan update?
Healthy Places Initiative: Arvada
• 3-year, $1M grant
  – Urban Land Institute partnership with the Colorado Health Foundation

Prioritize:
  – Healthy Programming Options
  – Built Environment Infrastructure
Healthy Places: Physical Activity

• Within the Study Area
  • 45% below median income
  • 69.5% of children are on free or reduced lunch
  • 49.4% minority children in schools
  • Limited access to healthy food
    (Jefferson County Public Health 2013)
Healthy Places Is…

• Community-led
• Safety
• Movement… and fun
• Good business
Healthy Places: New Commuter Rail

AURA
Arvada Urban Renewal Authority

RTD

Gold Line Commuter Rail

The Colorado Health Foundation
Healthy Places: Urban Land Institute

Urban Land Institute
Building Healthy Places Initiative

CITY OF ARVADA

A ULI Advisory Services Panel Report
Arvada Colorado
March 17-22, 2013

The Colorado Health Foundation
Quiz: We said that Healthy Places Is... four different things. Name one and say why.

Quiz: The Healthy Places Initiative is a partnership between what two organizations?
Healthy Places: Year 1 Accomplishments

- Neighborhood Engagement
- Way-Finding
- New Infrastructure
- Making Connections
Healthy Places: Neighborhood Engagement

- Community Meetings
- Public Workshops
- Presentations To City Officials
- Stakeholder Committee Meetings

Partner Type:
- Resident 51%
- Community Organization 15%
- Local Business 13%
- Education 6%
- Faith Based Organization 6%
- Government 9%
Healthy Places: Engaging the Underserved

• Hold meetings in the evening, on the weekends and in the neighborhood

• Go to where people are already gathered

• Incentivize with Food and Fun!

• Provide Translation and Day Care
Healthy Places: Communications

- Facebook
- Twitter
- NextDoor.com
- Arvada.org
- HealthyPlacesArvada.org
- Press Releases
- Snail Mail
- Door to Door
Bicycle Blended Smoothies

The Colorado Health Foundation

Bike Corral at the Farmers Market
Healthy Places: Active Living Mini-Grants

• Addressing Play Deserts

• Park Activation

• Active Living Programming
  – Bird Watching
  – Yoga, Tai Chi, Health Fairs
  – Boot camp
  – Soccer League
Healthy Places: Bike Meet-Ups

Healthy Places
Monthly Bike Meet-ups

Rose Chavez: 720-898-7535 or Wesley Dismore 720-898-7749
All Rides Meet in Olde Town Square

August 30th
I Scream, You Scream,
We all Bike for Ice Cream!
Free ice cream for all participants!
Ride leaves at 5:00 pm.

October 30th
Halloween Costume Bike Ride.
Ride in costume and decorate your bike to match. Prizes for the best costumes!
Ride leaves at 6:00 pm.

September 27th
Sustainability Tour
Find out about some cool green destinations including a few local community gardens in Arvada. Participants will enjoy some free green giveaways!
Ride leaves at 9:30 am.

November 8th
Hot Chocolate and Fall Color Cruise.
Everyone enjoys free hot drinks after cruising the local trail system and enjoying the changing fall colors.
Ride leaves at 3:00 pm.

The Colorado Health Foundation
Quiz: Name one way to activate a park

Quiz: Name one way to engage the underserved in your community

Quiz: Name a communication tool to reach out to the community
Year 2: Taking Action… and Having Fun!
Healthy Places: Neighborhood Park Retrofits

- Neighborhood Festivals & Redesign Days
- Amenities and Connectivity
- Healthy Programming
- Neighborhood Leadership
Healthy Places: Before and After Homestead Parks
Healthy Places: Before and After Terrace Park
Healthy Places: New Bike Infrastructure

- 59 new bike racks installed
- Parks 34
- Olde Town Arvada 17
- City Hall 8
Healthy Places: Way-Finding Signage

- Audit performed to identify locations
- Increase awareness of neighborhood amenities
- Improve connections between neighborhoods, parks, schools, and transit
Healthy Places: Leveraging Opportunity

• Capital Improvement Plan
• City Committees
• 2nd Saturdays, Farmers Markets
• Gold Line Transit Stations
• Communications within the City
• Public works, Streets, Paving Projects, Sidewalks etc.
Healthy Places: Challenges & Next Steps

**Challenges:**
- Measuring economic impact
- Neighborhood engagement

**Next Steps:**
- Building resident leadership
- W. 60th Ave. Sidewalks
- Homestead and Terrace Park Retrofits
Quiz: Name a challenge of the Healthy Places Initiative.

Quiz: Name a way to leverage your health related work.
Thank you

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Questions