

## Clay and Cass County YMCA - Pioneering Healthy Community Meeting Recommendations for moving forward Aug. 27, 2008

Key regional initiatives to create healthier communities:

- Cass-Clay County Initiative for Healthy People (CCCIHP)
  - Healthy eating and active living by design.
  - Channels: education & childcare, work sites & community, healthcare & insurance, government (policy), industry (food) & media
- YMCA Activate America – Pioneering Healthy Community; broad partnership (e.g. Metro CoG, planners, schools, Universities, media).
- BCBS-MN Active Living Grant to Moorhead
- Dakota Medical Foundation leadership & financial support.

Build a strategic plan based on the CCCIHP plan, add specific action steps.

Recommended initiatives for consideration:

1. Create strategic collaborative for implementation
  - a. Hire collaborative coordinator (ideally with financial support of Dakota Medical Foundation)
  - b. Steering group: County health dept; schools; YMCA - PHC; Metro-CoG; city planning; traffic engineer; health insurance (e.g. BCBS of ND, MN)
  - c. Focused action plan
2. Targeted education of and engagement with key players
  - a. Developers, real estate, private engineering & design firms, banks
  - b. Public, especially parents
  - c. Elected and appointed officials (councilors, planning, conservation, & health boards, etc.)
  - d. City staff - planning, public works, engineering, health, conservation.
3. Evaluation program - launch immediately to get baseline data, validate expenditure on coordinator position.
  - a. School travel data survey; include show-of-hands validation surveys.
  - b. BCBS MN - Moorhead community survey;
  - c. Baseline data on
    - i. Health status (PA, obesity, nutrition, etc.)
    - ii. Process & infrastructure (miles of trail, walking school busses launched, road diets completed, etc.)
    - iii. Policy changes (conventional vs. form-based codes, roadway standards, etc.)
    - iv. Travel data (mode share, vehicle miles, crash data, etc.)
4. Safe Routes to School; range of activities from easy to substantial
  - a. Begin with targeted schools, then roll out district-wide
  - b. Workshop schools to create plans with all 5 Es: Evaluation, Engineering, Encouragement, Enforcement, Education.
  - c. Walk to School day events; launch walking school busses
  - d. Adopt a crosswalk program; kids to paint, maintain (flags? landscaping?)
  - e. Alter transportation policies (increase "no bus" radius; neighborhood bus stops for a walk-to-the-bus program)

5. Pursue Complete Streets
  - a. Phase I: Pass resolution at city council - Every time we touch a street take into account pedestrians, bicyclists, transit, motor vehicles.
  - b. Phase II: Upgrade roadway standards to make Complete Streets the norm.
  - c. Choose several model corridors for treatment, e.g. road diets, bike lanes, comprehensive side paths.
6. Create healthy community zoning codes & practices
  - a. Village center style commercial designs (parking in back, quality bike-ped access, new parking regulations with maxima and credits for bike, ped, and transit accommodation)
  - b. Mixed-use, affordability incentives
7. Execute regional trail plan (begin with existing plan(s))
  - a. Focus on completing network and local connectors.
  - b. Identify priority segments for highest impact (e.g. school to neighborhood)
  - c. Integrate Maintenance and Operation planning into process (maintenance endowments, Friends of the Trail organizations, formalized adopt-a-trail program, trail patrols & security, etc.)
8. Aggressive Active Commute program
  - a. Partner with health insurance for strong incentives to active commuting
  - b. Provide subsidized transit passes, but pay for parking
  - c. Student and employee IDs to act as transit pass
  - d. Create downtown bike station (bike parking, mechanic, lockers, showers).
9. Regional Bike Sharing program
  - a. Bike fleets on college campuses, at major employers with multiple locations.
  - b. Students given bikes upon arriving on campus; recycle a bicycle program
  - c. Swipe-card municipal bike fleet
10. Pursue long-term stable funding of healthy community coordinator position
  - a. Other grant programs? Foundations?
  - b. Subsidized by three cities, county, other stakeholders (insurance, etc.)