

How health-conscious communities grow economic vitality*

HEAL Idaho Summit 2013
Nancy Chaney, Mayor
City of Moscow

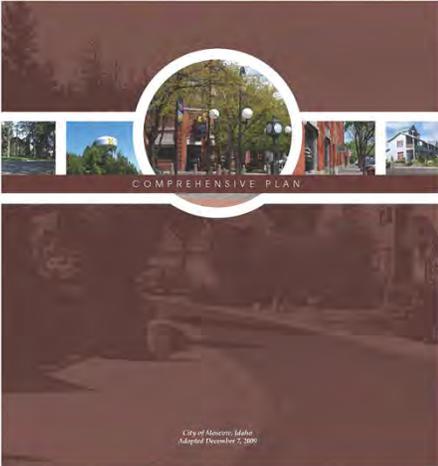
***Waistlines & Bottom Lines: A Study of Inverse Proportion**

Supporting healthy communities is a broadly-scoped objective

- Not partisan
- Not the exclusive domain of the public or private sector
- Not limited to large cities or small towns
- Not just for kids!

We approach wellness from various perspectives

- Cost savings/Costs avoided
- Human suffering
- Community livability/attractiveness to residents and investors
- Tourism
- Business interests (Food production/processing/distribution; recreational equipment & resources, etc.)
- Missions & assigned tasks
- Government's role as facilitator
- Personal



“Businesses ... locate in Moscow in large part due to the City’s exceptional quality of life. Among the physical aspects that contribute to the City’s quality of life are its pedestrian-friendly human scale ... and abundant outdoor recreational opportunities.”

Source: Comprehensive Plan, Chapter 6, Section 5.2
Economic Development: Leveraging Existing Assets, Quality of Place

Quality of place is good for healthy people and a healthy economy.

Step 1) Your community’s Comprehensive Plan is a visioning document & expression of local values

Outside magazine recently ranked the University of Idaho among its top 25 institutions with access to outdoor recreation.

OUTSIDE UNIVERSITY: 25. UNIVERSITY OF IDAHO

“Put a toe over the city’s western border and you’ll be in Washington—the nine-mile trail that connects Moscow and Pullman (home of Washington State University) is popular among cyclists and hikers. Moscow’s an easy drive (about 50 miles) from Idaho Panhandle National Forest...”

A compact 6.9 square miles, Moscow is walkable and bikeable



Geography and planning are fundamental to the physical aspects of being or becoming a health-conscious community. The physical layout of a community, including growth patterns, infrastructure development, and existing natural characteristics like rivers influence active lifestyles. The city of Moscow has 82 miles of streets, not including the university campus. We have taken a holistic approach to a healthy community, including modes of transportation, protecting our water, recycling, waste management, sustainable purchasing practices, and local foods systems. We consider community planning as it relates to greenhouse gas emissions, shorter commute times, social connectivity, and decreased costs for infrastructure and government services.

Enabling projects

- Artful bus shelters
- Incentives for bike racks
- Concept for ped underpass on Hwy 8
- Peterson Drive crosswalk/signal by UI
- College Street improvements
- Curb drops
- Sidewalk repairs, including SR2S
- Paradise Path

Moscow, being Heart of the Arts, has programs for artful bus shelters and incentives for bike racks, including artful ones. I'll show you pictures of those in a minute. Other projects to enable active modes transportation and recreation include overcoming the obstacle of Highway 8 at Styner with an underpass, the Peterson Drive crosswalk/signalized intersection, and the infamous potholes on College Street.

The City applied for and received \$295,000 in ARRA stimulus funding in 2010 and 2012 and used a good portion of those funds to install 14 curb drops at corners.

As an aside, I should mention that creating a position for a full-time in-house grants manager was one of my better ideas. If you can do it, I strongly encourage you to do so. In challenging economic times, finding outside funding can help your community or agency be more competitive.

Bicycle and pedestrian facilities are important components of the City's quality of life.

Latah Trail



Paradise Path



Chipman Trail

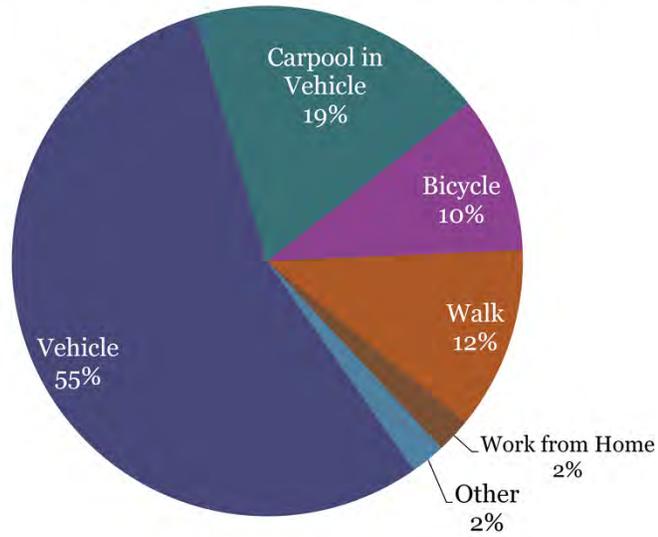


Moscow enjoys 5.5 miles miles of bicycle-pedestrian pathways in the city—known as the Paradise Path—connecting neighborhoods, schools, medical facilities, shopping, entertainment and more, and affording active transportation and recreational choices. Washington State University, a significant employer, 8-miles to the west, is connected by the popular Chipman bike-ped trail.

To the east, the nearly 20 mile Latah Trail was recently extended beyond Troy. Those routes mostly follow abandoned rail beds, although they are not exclusively rail-to-trail projects. Good resources to learn about trail-building, including funding include several web sites that are appended to these slides, and will be made available electronically for conference organizers to share.

In addition, Moscow has about almost 10 miles (including State Highways) of painted bike lanes and we are contemplating sharrows in places where painted lanes may not be workable.

Citizen Survey: Commute Mode of Transportation



41% of Moscow residents use bicycles for at least part of their commuting. Nationally, only 1.6% of people in the U.S. commute by bicycle, compared to 50% in the Netherlands and 77% in China. One American Fact Finder report from the US Census placed Moscow in the top 1% in the nation in bike-to-work commuting.

Intermodal Transit Center Artful Bus Shelters



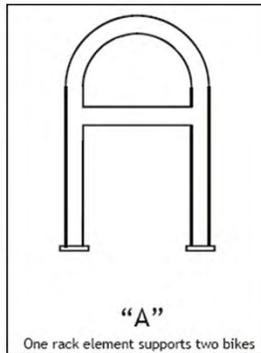
<http://www.dot.gov/tiger>

Accommodating multi-modal transportation is practical. It saves money, improves access, lessens traffic, reduces emissions, and brings people together. Moscow recently held a ribbon-cutting ceremony for our new intermodal transit center, built with \$1.5m federal Tiger 2 grant. We could build it for \$2.6 million (Tiger 2 funds, 5309, and partner participation) because the land underlying the building is owned by the University of Idaho. The ITC is an energy-efficient, water-conserving building. It links services of local transit providers, the UI's Vandal Access Shuttle, and intercity carriers Northwestern Trailways and Wheatland Express, as well as providing access for taxis, vanpools, carpools, & (apropos to today's presentation) bicyclists & pedestrians, by its proximity to Paradise Path.

Moscow has free service on two fixed-route bus loops, each taking about 30 minutes. We have about 40 designated bus stops and a dozen or so covered artful bus shelters. With about 24,000 residents, our bus service boasts almost 15,000 passenger-boardings per month, or approximately 675 per day. Bus shelters like these reflect Moscow's support for the arts, with shelter designs the result of a competition among artists in our community. Riders walk or bike to and from bus stops. The funding source for these shelters were FTA grants.

Bike Racks

Artful | Functional



Like most of your communities, Moscow has a variety of styles of bike racks. After lots of hands-on evaluation and prolonged discussion, our Transportation Commission determined that the superior style is the inverted U or A shaped rack pictured here. We were unsuccessful in passing a bike parking ordinance in late 2010, but with growing needs for racks, we incentivize their installation in 2009 by providing bike rack partnership program to provide financial assistance to business interested in installing bike racks. Moscow also has an artful bike rack program that encourages functional art by providing the Lock Onto Something Great – artful bike rack program. The goal of the project was to create design enhancements to a standard A-Shaped bike racks. These FUNctional artworks contribute aesthetically to the City of Moscow supporting our growing bike-riding community. Funding for these efforts comes from the general fund for small projects through the City’s Arts Department. Labor for the creation of the selected works is managed by the artist.

Parks

- Parks, open space, and recreational facilities are essential parts of a healthy, high quality, sustainable community environment.



Within the bounds of city limits, what we do with our spaces can also determine the health potential of our communities. Moscow has 14 developed parks, 10 more still to be developed, and public interest in having more! Our urban forestry program encourages planting of site-appropriate trees and maintaining their health, to further the overall health of our community. Among other things, trees give motorists visual cues to slow down, thereby protecting vulnerable pedestrians. They absorb CO₂, improve water quality, produce wholesome foods like fruits and nuts, and more.

We've even had some local interest in a citywide edible landscape program.

Enabling programs

- Prioritized snow removal on primary non-motorized routes
- Safe Routes to School partnership with UI
- City employee bike loan program
- Youth recreation scholarships
- Parent-child cooking classes through P&R
- Sidewalks Program
- Officer Newbill Kids Safety Fair



Active lifestyles aren't exclusively about projects and infrastructure. They involve programs and policies too. Practices that facilitate active transportation and recreation in Moscow include the snow route program that prioritizes plowing primary sidewalks and bike lanes just as we do motorized arterial and collector streets.

Program Partners

- Safe Routes to School: University of Idaho + City + Schools



- Bike for Life: Local businesses + medical center + City



One of the really fun things we did with SR2S was to host a children’s art opening titled, “I love my bike!” in Moscow City Hall. The children could see their bike art on display and they were available to answer questions and receive accolades at the reception.

You know how some places showcase Bike to Work Day? Moscow’s program has become “Bike for Life Month!” Sample activities include Tow your Tots, the Full Moon Ride, Bike to Breakfast, the Spoke’n Word Poetry Open Mic Night, and Art Walk Bicycle Yarn-Bombing...

Program Partners

- Let's Move! Cities, Towns & Counties: NLC, USDA, CDC, NACO, US-DHHS
- Mobility Task Force: local government + community volunteers



let's move
cities towns & counties

In 2010, I convened a Mobility Task Force that identified pressing needs for connectivity with relatively high ROI, and after addressing the worst and smallest so-called hot-spots, we are incrementally repairing and replacing sidewalks, etc. Moscow's budgetary line item for sidewalk improvements (to partner with property owners, including businesses) makes these projects more affordable and gets them done! (FY14 \$99,500 which includes \$20,000 anticipated home owner participation funding.) Primarily funding has been budgeted by the City through its sidewalk program, home owner participation program, and through grants such as Safe Routes to School, Tiger II, and other federal grants.

Safe Routes to School:

2009 - \$90,000
2013 - \$108,000

Moscow City-Wide Sidewalk Replacement Program:

2012 - \$110,000
2013 - \$100,000

Program Partners

- Active Living Task Force
 - Idaho Smart Growth
 - Idaho Dept of Health & Welfare
 - CDC
 - US-DHHS
 - University of Idaho
 - Local volunteers



In 2011, the City also established an **Active Living Task Force** to assist with the promotion and education of healthy and active living in our community. With the support of a grant from the Department of Health and Welfare and the support of Idaho Smart Growth, the ALTF strives to educate our community on the link between active and healthy living and transportation planning.

The Active Times recently ranked **Paradise Creek Bicycles** as the #4 best bike shop in America.

<http://www.theactivetimes.com/50-best-bike-shops-america-2013>

Mark Lebetkin reported, “Paradise Creek Bicycles, based in the small university town of Moscow, Idaho, is one of the best in the nation for one simple reason: service. Many shops on this list stand out when it comes to serving their customers and surrounding communities, but where they shine, Paradise Creek blazes with generosity thanks to the enthusiasm of owner T-Jay Clevenger, say customers. Whether Clevenger and staff are teaching schoolchildren about bike safety, lending customers tools and expertise for repairing their own bikes (instead of charging to do it), organizing community rides, offering free tune-ups or just helping patrons find the perfect bike, Paradise Creek fosters an environment of friendship rather than of commerce, and makes cycling accessible to all who walk through the door.”

paradisecreekbikes.com

Science on Ice at Palouse Ice Rink

Active Learning



Lesson on friction & gravity



Our ice rink got its start with the passion and vision of local hockey players and individual donations, eventually in coordination with the Rotary Club, and now as a private fundraising endeavor with lots of enthusiastic volunteers. Skating has become so popular that they are strained to keep up with demand. Supporters recently raised \$80K in one night toward a goal of \$300K as a local match to leverage major funders of what will be a \$1.5-3.5M facility. They recently secured a 50-year lease with the County, to keep the rink on the fairgrounds in town. The innovative Science on Ice program borrows on expertise from local academics, and bodes well for local investment in future careers in STEM fields.

Enabling policies

- Sidewalk maintenance, snow removal
- Use of City recreational facilities by charter school
- Urban Ag Ordinance
- Appropriations ordinance for prioritized investment in infrastructure
- Policies that will be based on pending Multi-Modal Trans. Plan
- Prohibit Smoking in Bars



Reference door-hanger for snow removal

The City of Moscow recently amended the City's Zoning Code to promote and facilitate Urban Ag within the City. Food production within the City has the potential to provide many health, environmental, and economic benefits to the City and its residents. Currently, the City's zoning code does not adequately address these types of agricultural activities including both the allowance for these activities to legally occur, or the provision of general standards to ensure that conflicts between land uses are adequately managed. New zoning code standards can clearly provide for the allowance of urban agriculture uses within Moscow, while including operational standards and mitigation strategies to help the community enjoy the benefits of growing, distributing, or selling food in Moscow. The goal of this project is to provide the opportunity for urban agricultural uses to occur within Moscow while being mindful of the potential need to mitigate any adverse impacts such uses may present.

Primarily funding has been budgeted by the City through its sidewalk program, home owner participation program, and through grants such as Safe Routes to School, Tiger II, and other federal grants.

Healthy lifestyles include food...

- Moscow Farmers Market:
Backyard Harvest + City +
SNAP
- School backpack program
- USDA Farm to School Grant
- Summer Lunch Program



Evidence that kids who aren't hungry learn better, and thus have improved opportunities for education and toward better-paying jobs.

...Food

- Palouse-Clearwater Food Coalition
- A new generation of restaurateurs



Costs avoided

Reduced societal costs for chronic disease

- Obesity, diabetes, heart disease
- Absenteeism
- County Commission budgets ~\$500K annually for indigent care
- Local medical center wrote off \$1.7m in 2012
- Sliding scale FQHC opened in June

Benefits realized may be hard to measure

- Value of national media attention?
- Customer loyalty to a sporting goods store or local foods restaurant?
- Reasons people move to a place?
- Value of a bike trail to a business?
- Attributes that increase property value?
- Learning capacity of a child who is well-nourished?
- Contributions of small-scale food production in a large-crop export economy?

- Think about ads you've seen enticing you and your family to vacation in a particular setting... or to retire there.
- Think about hearing youngsters imploring their parents to buy them the latest sports gear they've seen in a store or on a playfield.
- Look at Boise's beautiful greenbelt and what an economic asset and attractor it has become.
- As for value-added foods from Idaho, have you priced out those holiday gift baskets lately?



Bottom line: Healthy eating and active lifestyles are good for us and for our economy.

Resources for Bike-Ped Infrastructure & Accessibility:

Latah Trail Foundation: <http://latahtrailfoundation.org/>

NPS Rivers & Trails Conservation Assistance Program:
<http://www.nps.gov/nrcr/programs/rtca/>

Bicycle Federation of America:
http://www.bikefed.org/economic_impact.htm and

Bikes Belong: <http://www.bikesbelong.org/resources/stats-and-research/statistics/economic-statistics/>

Moscow Mobility Task Force:
<http://www.ci.moscow.id.us/engineering/Pages/Mobility-Task-Force.aspx>

Programs:

Active Living Task Force:

<http://www.ci.moscow.id.us/administration/Pages/altf.aspx>

Let's Move! Cities, Towns & Counties:

<http://www.healthycommunitieshealthyfuture.org/about-us/lets-move-cities-towns-and-counties/>

Food resources:

Moscow's veggie passport proposal:
<http://foodplay.com/shop/passport-to-freshadventures%C2%AE/>

How-to's of operating a farmers market:
<http://www.ci.moscow.id.us/arts/Pages/Farmers-Market.aspx>

USDA Farm-to-School Pilot:
<http://www.klewtv.com/news/local/Moscow-school-lunch-224322241.html>

Extension office:
<http://extension.uidaho.edu/latah/tag/food-for-thought/>

Sample policies

Urban Ag Ordinance:

<http://www.ci.moscow.id.us/records/Draft%20Documents/Draft%20Urban%20Ag%20Ordinance.pdf>

Sidewalk Ordinance:

<http://www.ci.moscow.id.us/records/CityCode/T05,C07.pdf>

Prohibit Smoking in Bars:

<http://www.ci.moscow.id.us/records/CityCode/T10,C01.pdf>;
July 20, 2009

Bike Rack Program:

<http://www.ci.moscow.id.us/administration/Pages/Bike-Rack-Program.aspx>

City of Moscow Projects

Year	Project	Amount	Location	Notes
2013	Pedestrian Curb Ramp Improvement Project	\$48,000	Highway system throughout Moscow	Pedestrian Ramps. Construct Spring 2014.
2013	Hatley Way Sidewalk Improvements	\$41,000	Mall frontage to Hatley Way	Sidewalks & Pedestrian Ramps. Construct Spring 2014
2013	Safe Routes to School - D' Street	\$108,000	D' Street - Adams to Monroe	Sidewalks & Pedestrian Ramps
2013	Moscow City-Wide Sidewalk Replacement Program	\$100,000	City Wide	Sidewalks & Pedestrian Ramps
2013	Jackson Street Parking Lot Reconstruction	\$4,000	4th Street	Fixed pedestrian ramp and sidewalk
2013	Latah County Library Improvements	\$8,000	Jefferson Street	Sidewalks & Pedestrian Ramps
2012	College Street Pedestrian Bridge	\$70,000	College Street & Paradise Creek	Pedestrian Bridge, Sidewalk, and Pedestrian Ramps
2012	College Street Reconstruction Project	\$100,000	College Street - Paradise Creek to Jackson Street	Concrete Pavers, Sidewalk, Pedestrian Ramps
2012	N Main Street Sidewalk - Morton to MBS	\$50,000	Main Street - Morton to Mosacow Building Supply	Sidewalks & Pedestrian Ramps
2012	Moscow City-Wide Sidewalk Replacement Program	\$110,000	City Wide	Sidewalks & Pedestrian Ramps
2012	ARRA Bus Shelter & Sidewalks Phase II	\$100,000	City Wide	Bus Shelters, Sidewalks, Pedestrian Ramps
2011	Blaine Street Reconstruction	\$20,000	Blain Street & 1st Street	Sidewalks, Curb Extensions, and Pedestrian Ramps
2010	ARRA Bus Shelter & Sidewalks Phase I	\$195,000	City Wide	Bus Shelters, Sidewalks, Pedestrian Ramps
2009	Safe Routes to School - Garfield Street	\$90,000	Garfield - 1st to D ; B St - Blaine to Cleveland	Sidewalks & Pedestrian Ramps
2009	Mountain View Widening - 3rd to 6th Street	\$90,000	Mountain View - 3rd Street to 6th Street	Sidewalks & Pedestrian Ramps