

ANNUAL NARRATIVE REPORT YEAR 4

Chapel Hill Community Health and Mobility Initiative

Town of Chapel Hill

49757

November 1, 2006 – October 31, 2007

Total grant: \$200,000

Project goal: The overall objective of the initiative is to create a culture of active living within the Chapel Hill community.

October 31, 2007

ACTIVE LIVING BY DESIGN
ADVISORY COMMITTEE MEMBERS
FALL 2007

Evie Benson	Chapel Hill YMCA
Cindy Zwiacher	Chapel Hill-Carrboro School Board
Terry Blalock	Chapel Hill Parks and Recreation Commission
Regina Blalock	Citizen-at-large
Karen Bonardi	Citizen-at-large
Liz Parham	Chapel Hill Downtown Partnership
Diana Straughan	Citizen-at-large
Perri Morgan	Chapel Hill Ped/Bike Advisory Committee
Laurin Easthom	Council Member

1. ACCOMPLISHED

Continuation of Partnership Group

During this period the ALbD program was successful in updating the partnership group with new representatives from the various partnerships. The Active Living by Design Partnership Advisory Committee includes representatives from the Chapel Hill-Carrboro school board, public health organizations, and fitness promotion organizations. Several new citizen representatives have been appointed to the committee. The Committee will assist the Active Living program to provide the Chapel Hill Town Council with recommendations on a range of topics, all related to improving the physical environment and promoting greater public awareness about active living. The officials' decisions on land use, other policies, and funding for programs and physical changes have great impact on the active living culture in our community. The advisory committee meets monthly.

Go! Chapel Hill

The Advisory Committee determined that the Go! Chapel Hill program would be divided into three areas - Active Businesses, Active Schools and Active Neighborhoods. Planning and evaluation would fall within these three areas making up the larger Go! Chapel Hill Community Wide area.

Active Schools

Active Schools participating in the Go Chapel Hill ALbD program include Rashkis, Scroggs, Estes Hills, Ephesus Elementary Schools as well as Phillips Middle School.

Infrastructure Improvements

Resulting from the efforts of the parent volunteer work through the surveys, neighborhood assessments and recommendations Flashing School Zone Lights were installed at Ephesus, Estes Hills, and Phillips Schools. The Mayor led ceremonies at each school unveiling the lights. Students "helped" turn on the lights after hearing information on being more active while being cautious. Cautionary signs were also placed near a blind student crossing spot near Scroggs Elementary.

International Walk to School Day

Ephesus Elementary, Phillips Middle School, Estes Hills, Scroggs and Rashkis Elementary School participated in International Walk to School Day on October of 2007.

Walking Wednesdays

The program included gathering points for students to meet and walk to school together. There was a celebration on the last day of the program with schools receiving "Active School" banners.

Scroggs Elementary reported a significant decrease in the drop off traffic on Wednesdays before and after school.

Activity Calendar - Classroom Challenge

Classrooms in the Active Schools were encouraged to keep the Go Chapel Hill Calendars updated and turned in monthly and at the end of the school year. Classrooms were offered playground balls (their request) as well as a school banner for participation. Students logged in hundreds of hours of time and teachers commented that the calendar motivated some students to become more active than they had been.

One school Rashkis Elementary School was added to the existing schools including schools Scroggs and Estes Hills Elementary Schools as well as Phillips Middle School.

The four existing schools conducted student surveys on student travel behavior to and from school for one 5 day week. Results were compiled with a parent survey going home with students, as well as a neighborhood audits at the Estes/Phillips and Scroggs neighborhoods. All 5 schools participated in the International Walk to School Day. Trainings were done for the neighborhood assessments.

54321 Go!

Go! Chapel Hill partnered again with Healthy Carolinians, Orange on the Move and the Chapel Hill – Carrboro City Schools in sponsoring the statewide Eat Smart Move More program that encourages 5 ways for students to be healthier. Five encourages 5 servings of fruits and vegetables, four encourages 4 cups of water, three encourages 3 servings of low-fat dairy, two encourages 2 hours or less of screen time and one encourages 1hour or more of physical activity in student’s daily schedules.

Go! Club

A classroom activity challenge was held at the 5 schools. Daily logs for 3 months were kept by individual students on time spent daily on activity. An end of year celebration was held with schools receiving Active School Banners and participating classrooms receiving playground balls for participation.

Active Businesses

Go! Chapel Hill continued partnerships with the Chapel Hill Chamber of Commerce and the Chapel Hill Downtown Partnerships. It was determined that the business community would benefit most from a program that encouraged employees to lead a healthier, more active lifestyle both inside and outside the workplace. The benefits of decrease in sick leave, higher employee morale and an increase in workplace productivity (sales) would be as a direct result of healthier employees through the Go! Chapel Hill program.

Active Businesses were promoted through the Town Go Chapel Hill Transportation Management Plan Workshop and Awards Luncheon.

Active Business Transportation Training and Award Luncheon

In September, Go Chapel Hill ALbD conducted a training workshop for Active Businesses on best ways for employees to become more active to, from and in the workplace. Speakers discussed topics such as Big Workouts in Small Places, Active Living by Design, transportation to and from work, healthy incentive programs in the workplace and Best Workplaces for Commuters. All participants took home toolkits for implementation in the workplace for employees. Awards were given based on surveys for most employees biking, most walking to work, etc.

Toolkits

Business toolkits were developed including bike/ped maps, pedometers, a 10,000 steps program, transit guides, Downtown Walking Maps and a menu for healthy living daily tips.. Toolkits were distributed with updated information on Chapel Hill Transit, new schedules and new routes as well as information to those requesting Alternative Commute materials and contacts. Toolkits continue to be updated regularly.

Downtown Walking Map

A walking map of the downtown area of Chapel Hill showing all the murals of Michael Brown in Chapel Hill and various points of interest was completed. Walking tours using the Map Routes were conducted for the National ALbD Conference, the Go Chapel Hill Active Business Workshop and the Chapel Hill Town Employees Wellness program. Maps are in constant demand from the Town's Human Resource Department, Visitors Bureau, the Chamber of Commerce, the Downtown Partnership, the University and downtown businesses. The Chamber has requested putting it in the *Perspectives* magazine for newcomers to the area. Other Towns in NC have contacted us requesting copies in order to produce such a piece for their area.

Using the ALbD Downtown Walking Maps several walking tours were conducted by the ALbD partners for Town Employees, ALbD Grantees, and Active Business Leaders.

Active Neighborhoods

Northside Neighborhood

In year 2 the ALbD Advisory Committee reviewed the NC Prevention Partners (NCP) assessment, from Year 1, of mobility barriers within the Northside neighborhood, a largely minority, low income residential area. A Public Forum was held for the Northside Neighborhood after making available the NCP report. Residents of the Northside Neighborhood attended and spoke as Town Council heard their reactions to the report. Most comments centered around the neighborhood not desiring the recommended sidewalks as it would encourage loitering and which is already a daily battle for the neighborhood.

In November 2004 the Town contracted with North Carolina Prevention Partners to conduct an evaluation of barriers to mobility in the Northside Community. The Report summarized the results of an assessment of pedestrian and bicycle facilities in the Northside neighborhood. The Report included recommendations for the repair and

construction of sidewalks, connecting pedestrian corridors, improved street lighting, and public safety improvements.

On February 28, 2005, the Council referred the Mobility Assessment of the Northside Neighborhood Report to the Town Advisory Boards for comment.

On June 20, 2005, the Council held a Public Forum to receive citizen comments on the findings and recommendations of the Mobility Assessment of the Northside Neighborhood Report. (Attachment 2)

On August 11, 2005, the Active Living by Design Advisory Committee reviewed the comments from the Public Forum. The Committee also conducted a walking study of the neighborhood reviewing the study and the comments and prepared recommendations.

At the same time Town staff provided recommendations on the draft Northside Report, including comments subsequently incorporated into the draft Plan from Police, Engineering, Public Works, Parks & Recreation and Housing departments. Comments were also received from Empowerment Chapel Hill.

On September 12, 2006, Town Staff met with residents at the Northside Neighborhood Watch meeting to present a revised draft Plan and receive comments. The comments were incorporated into the draft Plan.

Results

On January 22, 2007 the Town Council adopted the Northside Report and implementation began immediately addressing traffic calming, sidewalks, stop signs, informal paths, etc as well as designated walking loops signage.

Northside Walking Loops

Walking Loop Signs were mounted including miles and steps on designated routes.

Timberlyne Community – Windsor and Timberlyne Neighborhoods

National Walking and Bike Workshop

A Walkable Communities Workshop was conducted in November 2006. The workshop series run through the National Center for Biking and Walking (NCBW), headquartered in Washington, DC was part of a shared regional grant. This workshop was attended by residents of Timberlyne as well as Town Staff and ALbD committee members to help develop realistic strategies to make the Timberlyne community a safer and more pleasant places to walk and bike. The walking and bicycling audit helped residents understand and identify obstacles and potential solutions.

Timberlyne Trainings & Meetings

Neighborhood meetings were conducted to answer questions concerning the Walk/Bike Study that would be done in the community. Training workshops on neighborhood audits were conducted for residents in the Windsor and Timberlyne neighborhoods (making up

the Timberlyne Community). A Public Forum was conducted receiving comments resulting in a formal request/recommendation to Town Council and the ALbD Committee.

Audits & Surveys

Neighborhood walk and bike assessments were conducted on all streets in the community. The results were compiled and presented to Town Staff, ALbD and Town Council for possible retrofits. Mobility Surveys were sent and received showing patterns and trends of community residents.

Results

Bike lanes were striped on 3 streets, crosswalks were added to 6 areas, middle lane striping is being added, 37 areas were recommended by Town to power company for light installation, and traffic calming options are being studied by Town Engineering Department.

Walking Loops

Walking loops have been determined and signage is scheduled to be installed in 2008.

Estes Hills Neighborhood

Estes Hills and Phillips Schools make up the Estes Hills Community. Residents and school volunteers conducted walking assessments of the area. Mobility Surveys were completed in 2005. Audit results will be compiled in 2008.

NC 86/MLK Jr. Blvd. Pedestrian and Bicyclist Safety Recommendations

The information prepared on the NC 86 Corridor by the UNC Highway Safety Research Center collected in Year 1 enabled the Go! Chapel Hill ALbD Advisory Committee to make recommendations to Town Council for the Town's Capital Improvement Plan. The Airport Road/NC 86 corridor provides the principle means of access into the Town of Chapel Hill from the north. Town Council accepted the recommendations of the report and directed the ALbD staff to work with other Town Staff to develop an Implementation Plan. The Town secured funding and anticipated initiatives of the study in the last quarter of the year, December 05/06.

The Town of Chapel Hill contracted with consultants Ramey, Kemp and Associates to develop a Draft Plan for recommendations of improvements on NC 86/MLK Jr. Blvd. A community forum was held on September 26, 2006 for citizens to review and comment on the Draft Plan. A revised plan with those comments is currently being circulated to Town Departments and Committees and was presented to Town Council in November 2006.

The plan was adopted by Town Council in June of 2007, which secured \$250,000 in Transportation funding for the project. Implementation will begin in 2008.

Administrative

Town Employee Program

A pilot program was launched as part of the Active Business program. Town Government Employees were offered a series of lunch and learn programs and a Walking Across NC

challenge with incentives offered for those participating. Over 125 employees signed up and participated in the program which is scheduled to end in January 2008 with a new segment being implemented in February. This program will be reviewed and sent to the Active Businesses as a model for their employees to try for a healthier lifestyle.

Family Challenge

Go Chapel Hill partnered with Healthy Carolinians, Orange County Health Department and Orange on the Move to offer a county wide Family Challenge. 4 families were selected and followed over 8 weeks with weekly news articles on progress. Each family member was checked for blood pressure, weight and activity level at beginning and each week following. Personal coached met weekly offering new ways of activity fitting each family such as swimming, walking, biking etc. The challenge ended with a celebration ceremony and political leaders attending and offering congratulations. Each family received incentive baskets full of item such as pedometers, water bottles, etc.

Go! Chapel Hill Web Site

The newly designed Go! Chapel Hill website promotes all 3 areas of the Go! Chapel Hill Active Living by Design program. It is designed to be a valuable resource for those needing information on how to become involved in active businesses, schools, or neighborhoods as well as beginning a 10,000 steps program or finding information for a healthier more active lifestyle with tips or linking onto other healthy living links. The web site is updated frequently.

2. PROPOSED ACTIVITIES NOT ACCOMPLISHED

Active Businesses

The Transportation Management Plan will be used in the future to encourage businesses in Active Living. The larger Town plan is in development.

Active Neighborhoods

Neighborhood assessment process and programming ideas. Toolkits have not been developed.

Active Schools

Recommendations were not taken by the ALbD Advisory Committee to the School Board. Staff working on the Go! Chapel Hill program was part time.

3. OTHER COMMENTS FOR RWJF

None.

4. ITEMS PRODUCED DURING THE REPORTING PERIOD

Active Business

Business Active Toolkit

Downtown Walking Map
Town Employee Wellness Challenge

Active Schools

International Walk to School Day Event
Phillips, Ephesus, Estes Hills, Scroggs and Rashkis
Trainings
Trainings on Neighborhood Audits were conducted
Estes Hills and Phillips Schools Community
Infrastructure
School Zone Flashing Lights
Estes Hills and Phillips Schools
Ephesus
Physical Projects
4 Flashing Lights for Estes Hills& Phillips Schools
Healthy Challenge
Go Chapel Hill Classroom Activity Calendar Project – 5 schools
Celebrations & Presentations- 5 Go Chapel Hill ALbD Active School Banners

Active Neighborhoods

Plan for Northside Pedestrian Mobility Plan Adopted January 2007
NC 86/Airport Road Pedestrian and Bicycle Safety and Mobility Study produced a
stoplight
Updated Greenways & Trails Map through Health Department
Plan for NC 86/MLK Jr. Blvd.
Plan for Northside Walking Loops
Northside Walking Loop Signs mounted throughout neighborhood.
Timberlyne
Neighborhood Audit Report
Neighborhood Mobility Report
Draft Walking Loops Map

Promotional Materials

Redesigned Go! Chapel Hill Website
New Go! Chapel Hill International Walk to School Day Flyer
Walking Wednesday Flyers
5 TV News stories
Newsletter Entries –Chapel Hill Chamber of Commerce, Downtown
Partnership, Chapel Hill Transit Newsletter- Go! ALbD Activity Tips
Go! Chapel Hill Activity Mat for events
Newspaper Stories
Newspaper Ads
Town Newsletter Go! Stories
State Safe Routes to School Newsletter
Display Boards
Town Newsletter Go! Stories

54321 Go! Flyer