SHOW ME: COMPLETE STREETS IMPLEMENTATION AND ENGAGING INFLUENCERS

TROY J. BROUSSARD, AARP LOUISIANA
WHY WE DID WHAT WE DID
JEANNE GEORGE, PH.D., STAC CHAIR
SHOW ME WHERE: THE DATA
LYNN MALONEY-MUJICA, ELOS ENVIRONMENTAL
Complete Streets Pilot Program Study Area
Census Tracts (CT) and Block Groups (BG) Identified
STAC Study Area
16,000 Residents
3.6% of parish population
4.1% of parish workers
Complete Streets Pilot Program Study Area

Census Tracts (CT) and Block Groups (BG) Identified
• Locations of traffic signals and crosswalks
• Locations of CATS transit stops and ridership at each stop
• High demand public places, such as hospitals, schools, parks, community centers, libraries and other public facilities
• Locations of bicycle and pedestrian crashes (2011-2016)
• Census block data for commuting and other job-related data
• Demographic and health data

List of Geospatial Layers Compiled to Determine Target Areas

Sources: EBR GIS, ELOS GIS, CATS, LADOTD, CityKey, American Community Survey
Access to Public Facilities

Blue-shaded Area is within ¼-mile (5 minute walk) of a Bus Stop
Pedestrian Bike Crashes within 500 feet of Bus Stop
Identified Target Areas
FOSTER/FLORIDA CORRIDOR STUDY AREA

Healthy destinations in your area:

- 3 full service grocery stores
- 6 public parks
- YWCA fitness center
- 7 schools

Map courtesy of Mid City Studio, Baton Rouge, LA
COMMUNITY ENGAGEMENT
RACHEL DIRESTO, CENTER FOR PLANNING EXCELLENCE
PUBLIC AGENCY PARTNERS

• BR Department of Transportation and Drainage
• BR Planning Commission
• Capital Area Transit System
• Louisiana Department of Transportation and Development
  – Safety, Traffic Engineering, and District Engineers
• Capital Region Planning Commission (MPO)
• Mayor’s Office
• Metro Council members (3 Districts)
• BREC
MOVE MORE ➔ FEEL BETTER

DID YOU KNOW?

Residents of the Foster/Florida Corridor are more likely to be obese, have diabetes, suffer high blood pressure and stroke than other Baton Rouge residents and other Americans.
HEALTH DISPARITIES in the FOSTER/FLORIDA CORRIDOR

Obesity in adults 18 years and older by census tract

The census tracts labeled 1-5 above are those included in the Foster/Florida Corridor study area. The darker colors indicate higher rates of obesity; lighter colors indicate lower rates.

The pattern of disparity pictured left is consistent with the disparities present for other chronic health issues such as diabetes, stroke, and heart disease in the Foster/Florida Corridor study area.

Improving access to safe and convenient walking and biking facilities can help reduce health disparities by making it easier to include physical activity in residents’ daily routines.
### Health Risk in Your Community:

<table>
<thead>
<tr>
<th></th>
<th>Foster/Florida Corridor Average</th>
<th>Foster/Florida Corridor High</th>
<th>Baton Rouge Average</th>
<th>U.S. Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obesity</td>
<td>41.4%</td>
<td>48.9%</td>
<td>34.8%</td>
<td>28.7%</td>
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<tr>
<td>High Blood Pressure</td>
<td>42.8%</td>
<td>54.2%</td>
<td>38.4%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>14.3%</td>
<td>20.9%</td>
<td>11.4%</td>
<td>9.4%</td>
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<tr>
<td>Stroke</td>
<td>4.8%</td>
<td>7.3%</td>
<td>3.7%</td>
<td>2.8%</td>
</tr>
<tr>
<td>No leisure time physical activity</td>
<td>36.3%</td>
<td>43.6%</td>
<td>38.4%</td>
<td>30.2%</td>
</tr>
</tbody>
</table>

### Opportunity in Your Community:

Foster/Florida Corridor is the 2nd most walkable area of Baton Rouge based on the distance to nearby places and pedestrian friendliness.²

### You Can Take Action to Improve Your Health:

Walking and biking to destinations such as work, school, and grocery stores are great ways to get the recommended amount of physical activity for adults – about 30 minutes a day, 5 days a week.³

- **Less than 1 mile/day**: Walking as little as 5 ½ miles a week has been shown to reduce the risk of cardiovascular events by 31%⁴ - that’s less than a mile a day!
- **Every little bit counts!**: Physical activity can be performed 10 minutes at a time, throughout the day, to reach your 30-minute goal.⁵
- **Go easy**: Biking is gentle on joints, strengthens core muscles, and improves balance.⁶
- **Lower your numbers**: Walking and biking improve heart function and help lower blood pressure and cholesterol.⁷
Sorry we missed you!

The Baton Rouge Sustainable Transportation Action Committee (STAC) was in your neighborhood today conducting a survey about safe walking, bicycling, and transit use in your area.

Community feedback and participation are key to developing infrastructure projects that will meet the needs of those who live, work, and travel in this area of town.

Please take a few minutes to go online and share your thoughts with us!

https://www.surveymonkey.com/r/STACBRsurvey

STAC is a joint initiative led by

[Logo for Center for Planning Excellence]

[Logo for AARP Louisiana]
Final Video
OUTCOMES

• Top ranked project for Safe Routes to Public Places grant
• Local Road Safety Program Grant (Road Diet)
• Florida Boulevard Road Safety Assessment by DOTD
• GICD for Review of LADOTD Complete Streets Policy
  • Florida Blvd Site Visit and Workshop
• BR IS/GIS Department to provide data & staff resources
  • Tool for councilpersons to request coverage in their districts
  • Two councilpersons already interested
MORE QUESTIONS?

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