

# Linking Public Health and Planning

## *Siler City Pedestrian Master Plan*

**Mike Zelek, MPH**

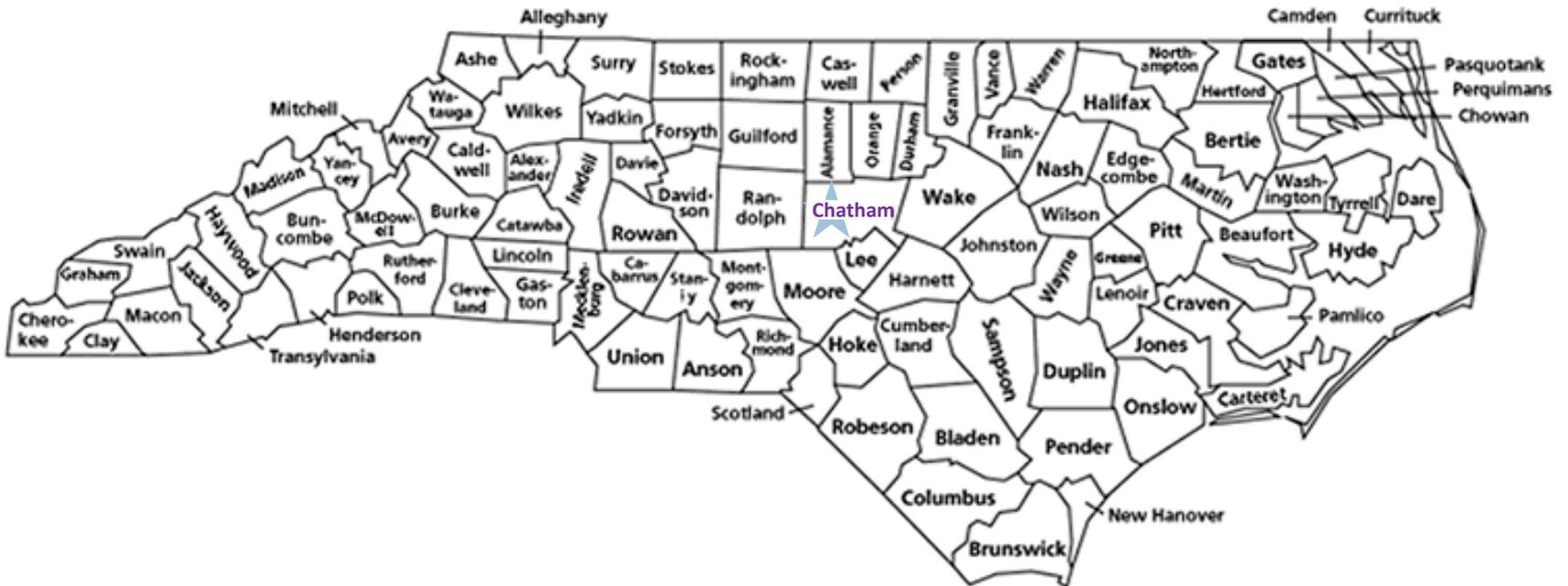
**Health Promotion & Policy Division Director**  
**Chatham County Public Health Department**

**SRTHF Webinar**

***March 22, 2018***



# Where we are



# Where we really are

- **Obesity is top health concern in Chatham**
- **Siler City has a higher poverty rate than the county as a whole (28% vs 12%)**
- **About half of residents identify as Hispanic**
- **Many residents lack access to recreation facilities and healthy food options**
- **Obesity epidemic not unique to Chatham**

# Where we really are

**Innovative, diverse strategies and partnerships are necessary to tackle such a widespread problem**

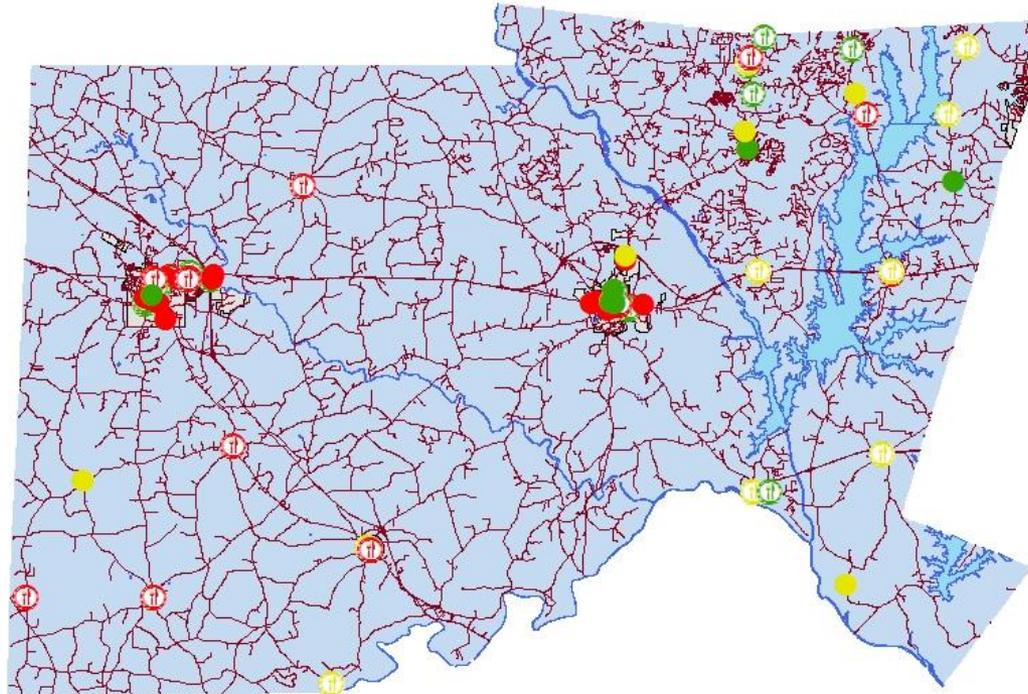
# Healthy Foods Assessment

- Develop inventory of stores with healthy food options to guide future projects
- Devise metrics to categorize stores based on MyPlate and fresh produce
- Surveyed 82 stores across county

Healthy Food Criteria	
●	No MyPlate, No Fresh Fruit/Vegetables
●	No MyPlate, < 5 Fresh Fruit/Vegetable Types
●	No MyPlate, $\geq$ 5 Fresh Fruit/Vegetable Types
⊘	MyPlate, No Fresh Fruit/Vegetables
⊘	MyPlate, < 5 Fresh Fruit/Vegetable Types
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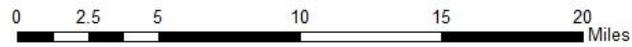


# Healthy Food Availability in Chatham County



**Healthy Food Criteria**

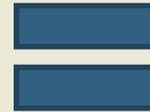
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# Siler City Ped Plan

- **At time of food assessment, Town of Siler City was in process of creating a Pedestrian Master Plan**
- **Met with Siler City and Alta Planning + Design staff to discuss CCPHD collaboration in plan**
- **Looked for new ways to incorporate health into plan**
- **Few examples from other cities**

# Making the Connection



**Default Pedestrian Plan Model**

**Healthy Food Store Inventory**

**A Siler City with more safe places to walk and improved access to healthy food**

# Healthy Living Supplement



## Siler City, NC Pedestrian Master Plan

2013

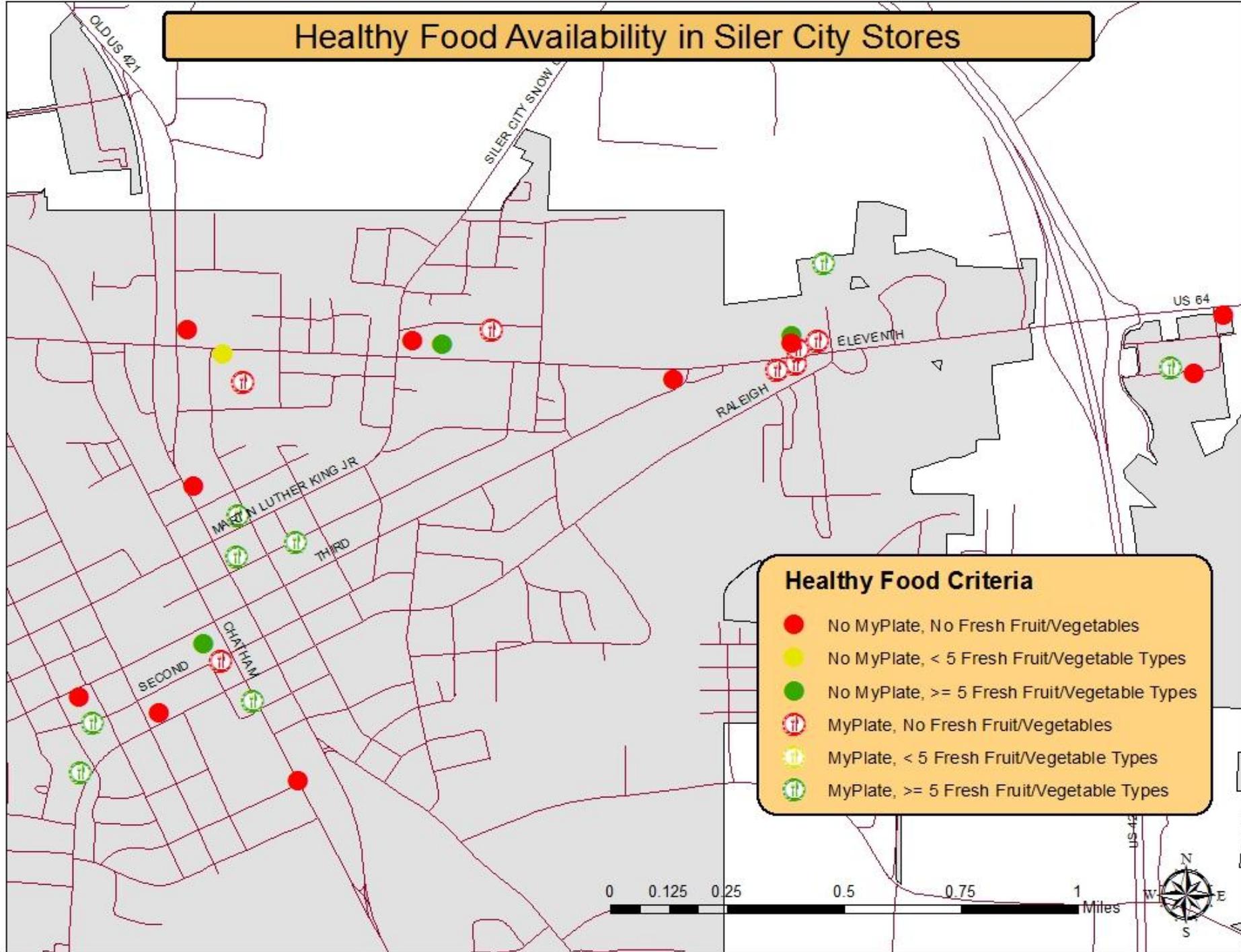


Division of  
Bicycle &  
Pedestrian  
Transportation

Coaly Design  
Landscape Architecture + Land Planning



# Healthy Food Availability in Siler City Stores



# Figure C.6 Potential Connections to Healthy Food Vendors



# Making the Connection

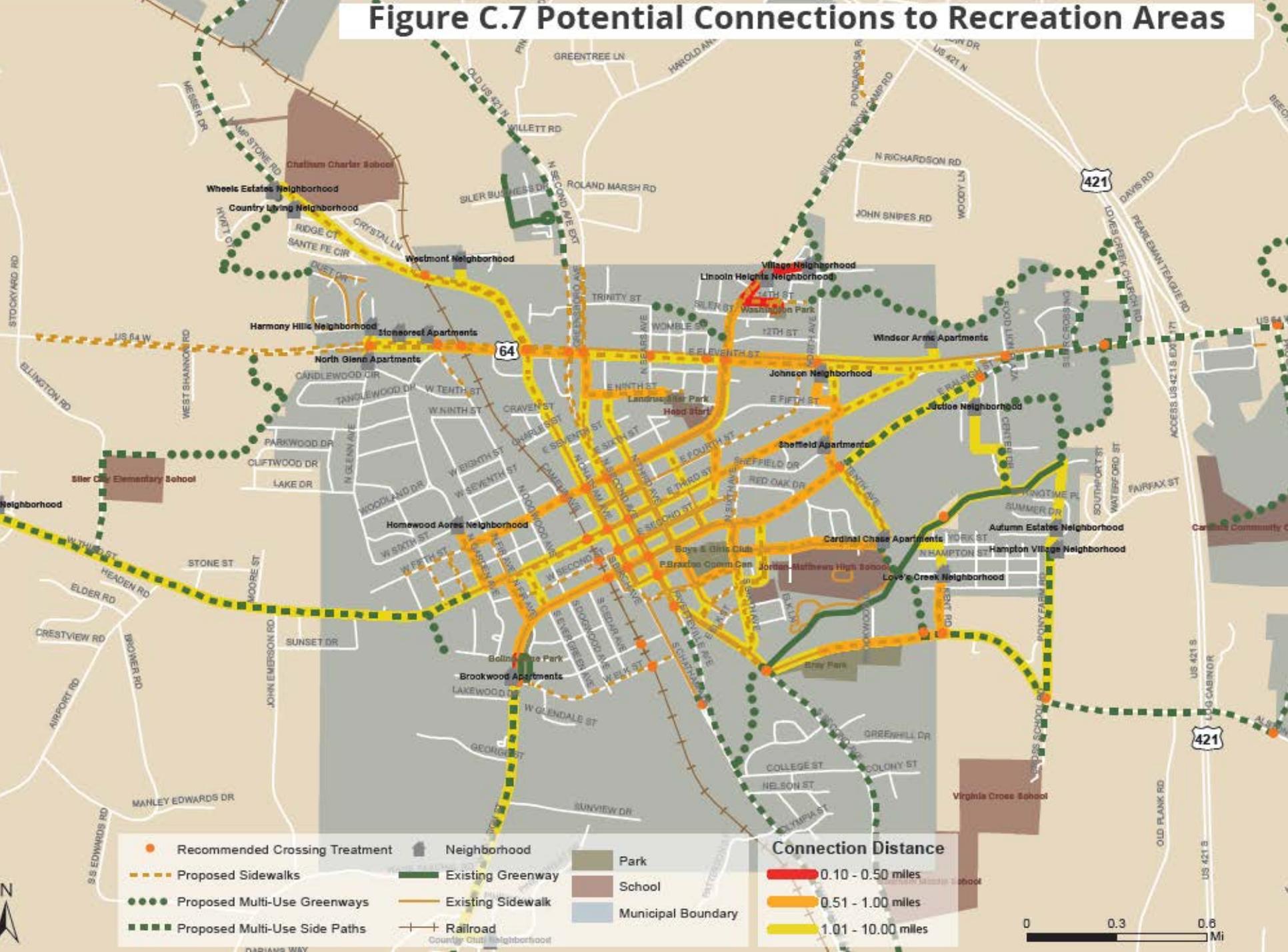
## Top Tier for Healthy Foods

Neighborhood	Compare Foods	Food Lion	La Jallisco #1	Piggly Wiggly	El Tienda Centro	La Tienda Posadita	Tienda Loma Bonita	Walmart
Autumn Estates Neighborhood	2.6	1.2	2.3	2.6	2.2	2.1	2.4	1.4
Brookwood Apartments	0.3	2.2	1.0	0.2	0.6	1.0	1.0	3.1
Cardinal Chase Apartments	1.4	1.1	1.1	1.4	1.0	0.9	1.2	2.0
Cateland Place Apartments	1.8	2.2	1.2	1.9	1.5	1.4	1.2	3.1
Country Club Neighborhood	1.3	3.2	2.0	1.2	1.6	2.0	2.0	4.1
Country Living Neighborhood	2.1	3.3	1.6	2.2	1.9	1.9	1.6	4.2
Hampton Village Neighborhood	2.6	1.3	2.4	2.6	2.2	2.2	2.5	1.5
Harmony Hills Neighborhood	1.9	2.3	1.3	2.0	1.7	1.5	1.3	3.2
Homewood Acres Neighborhood	0.4	2.3	0.7	0.5	0.9	0.9	0.7	3.2
Johnson Neighborhood	1.5	0.8	1.0	1.6	1.2	0.9	0.9	1.7
Justice Neighborhood	1.8	0.4	1.5	1.8	1.5	1.3	1.5	1.3
Lincoln Heights Neighborhood	1.6	1.4	1.0	1.7	1.3	0.9	0.9	2.3
Love's Creek Neighborhood	1.9	1.3	1.7	1.9	1.4	1.6	1.8	2.0
North Glenn Apartments	1.9	2.3	1.3	2.0	1.6	1.5	1.3	3.2
Sheffield Apartments	1.3	0.9	0.9	1.3	1.0	0.7	0.9	1.8
Stonecrest Apartments	1.6	2.1	1.1	1.8	1.4	1.3	1.1	3.0
Tripp Cottages Neighborhood	2.0	3.8	2.5	2.1	2.4	2.5	2.5	4.7
Village Neighborhood	1.7	1.5	1.1	1.8	1.5	1.1	1.1	2.4
Westmont Neighborhood	1.5	2.7	1.1	1.7	1.3	1.4	1.1	3.6
Wheels Estates Neighborhood	2.2	3.4	1.7	2.3	2.0	2.0	1.7	4.2
Windsor Arms Apartments	1.8	0.4	1.3	1.9	1.5	1.1	1.4	1.4

Note: Unit of measurement for connection length is miles. Connections shorter than a half mile are highlighted in green; connections between half a mile and one mile are highlighted in orange.

Prioritization Criteria	Weighted Score
Reported Pedestrian Crash Location	4.57
Connectivity/access to Proposed Facilities	4.00
Lower-income Areas (US Census)	3.93
Direct Access to/from an Existing Trail or Sidewalk	3.86
High Density Areas (US Census)	3.79
Park or Recreation Center Proximity (1/2 mile radius)	3.79
Low-vehicle Access Areas (US Census)	3.50
Elem., Middle, and High School Proximity (1/2 mile radius)	3.43
Limited English Proficiency Areas (US Census)	3.21
Minority Population Areas (US Census)	3.14
Top 1-3 Recommendations from 2013 Public Comments	3.14
Direct Access to Healthy Food Opportunities	3.14
Ethnicity/Origin Population Areas (US Census)	3.00
Direct Access to Major Shopping Centers/Business Areas/Downtown	2.93
High Chronic Disease Rate Areas	2.93
Areas of Elderly (65+ years old) Population	2.86
Areas of Youth (<18 years old) Population	2.71
Corresponds to Previous Recommendation (CTP, other plans, etc.)	2.57

# Figure C.7 Potential Connections to Recreation Areas



# Benefits of Collaboration in Plan

- **Addresses both planning and public health issues and brings fields together**
- **Value added by combining existing projects**
- **Targets Chatham's priority health issue**
- **Fosters town-county relationship**
- **Establishes partnership for future projects**

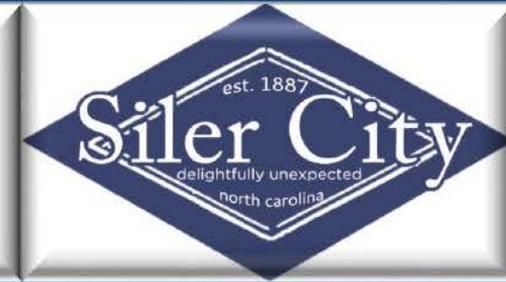
# Ongoing Partnership

- **Constructing ADA curb ramps in downtown Siler City (Healthy Communities funds)**
- **Safe Routes to School Project at Chatham Middle (Town, Health Dept, County Schools funds)**
- **Healthy corner store project at Siler City tienda**
- **Parks Master Plan partnership**

# Funding

- Town has ranked project list for SPOT 3.0
- Siler City submitted three recommended projects from ped plan for funding last year, all were funded

# Community Improvements/Outside Resources



## Parks and Recreation:

• Siler City Swimming Pool	\$ 1,000,000	(50% Local Match)
• Triangle Community Foundation (Pool)	\$ 15,000	
• Chatham County (Pool)	\$ 83,000	
• Oak Foundation Soccer/Multipurpose Field	\$ 60,000	
• Loves Creek Greenway	\$ 1,200,000	

## Transportation:

• ADA and Crosswalk Projects	\$ 90,000	
• HWY 64 Improvements	\$10,000,000	(20% Local Match for Ped)
• Various Sidewalk Projects		
• East 3 <sup>rd</sup> Street	\$ 200,000	(20% Local Match)
• East Raleigh Street	\$ 100,000	(20% Local Match)
• North Chatham Study	\$ 100,000	(20% Local Match)
• Safe Routs to School Grant (Second Ave)	\$ 500,000	(10% Local Match - Health Department and County Schools Assisted)

***“Securing outside resources to make these projects possible could not be done without strong partnerships between Chatham County, Chatham EDC and the Town of Siler City.” –Town of Siler City***

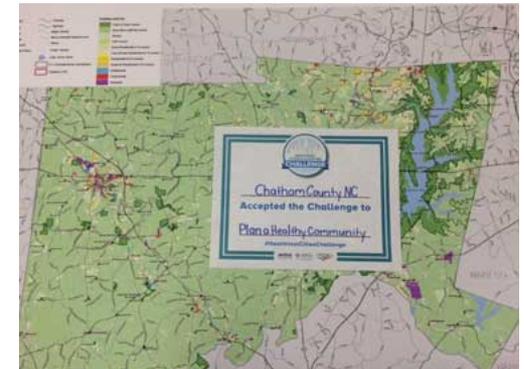


# Other Public Health + Planning

- **Ped Plan project launched an ongoing partnership between planning and health county wide**
  - ❖ **Siler City Parks Master Plan**
  - ❖ **Town of Goldston Master Plan**
  - ❖ **Pittsboro UDO**
  - ❖ **Pittsboro Parks Master Plan**
  - ❖ **Chatham County Parks Master Plan**
  - ❖ **Chatham County Comprehensive Plan**

# Recognition/Funding

- Duke Endowment funds Chatham Health Alliance
- Healthiest Cities and Counties Challenge
- Spotlight Award Winner
- Siler City- 2015 NC Rural Center Small Town of the Year



## Leveraging Partnerships Built Through the Comprehensive Plan

**NEWS UPDATE:** Chatham County is a **Spotlight Award Winner!**

**Recognition:** The Chatham Health Alliance is leveraging partnerships with the county health department to adopt a Health in All Policies (HiAP) approach for their long-term plan. Their plan includes multiple initiatives to target obesity.

# Ideas for Collaboration

- Get to know each other
- Find mutual goals/priorities
- Look at additional resources
- Planners are public health practitioners
- Partnership between planning and public health can strengthen projects and open doors to new resources



# Thank you!

- **The Town of Siler City**
- **Siler City Planning Department**
- **Adrienne Binder and Allison Young, UNC MPH graduates**
- **Alta Planning + Design**
- **Community Transformation Grant/Healthy Communities**

# Questions?



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