



Blazing a Trail:
*A Collaborative
Model for Complete
Streets in Rural Towns*

*Cathy Costakis, MS
Senior Consultant-Built
Environment
Montana State University*

New Partners for Smart Growth
February 15, 2014

Objectives

- Montana-brief intro
- Public Health Case
- Complete Streets Progress in Montana
- Building Active Communities Initiative

Montana—A Large Rural State



On the Frontier...

- 4th largest state geographically
- 44th largest by population
- 6.7 persons per square mile
- 45 out of 56 counties defined as “frontier”
- Aging population
 - By 2030 anticipated to be 5th highest in 65+ population (25.8%)
- Median Household Income
 - Ranked 38 (fact2finder.census.gov)

Why Public Health?

Preserve the public
health, safety and
welfare

Public Health and Planning
have a long history



Public Health Priority

Seven out of every ten deaths
are caused by
CHRONIC DISEASES

\$190 billion spent annually on
obesity-related illness

Rural vs. Urban Obesity

- Rural residents have higher rates of chronic diseases compared to their urban counterparts, and obesity may be a major contributor to this disparity.

Journal of Rural Health, 2012



Tobacco

Poor nutrition

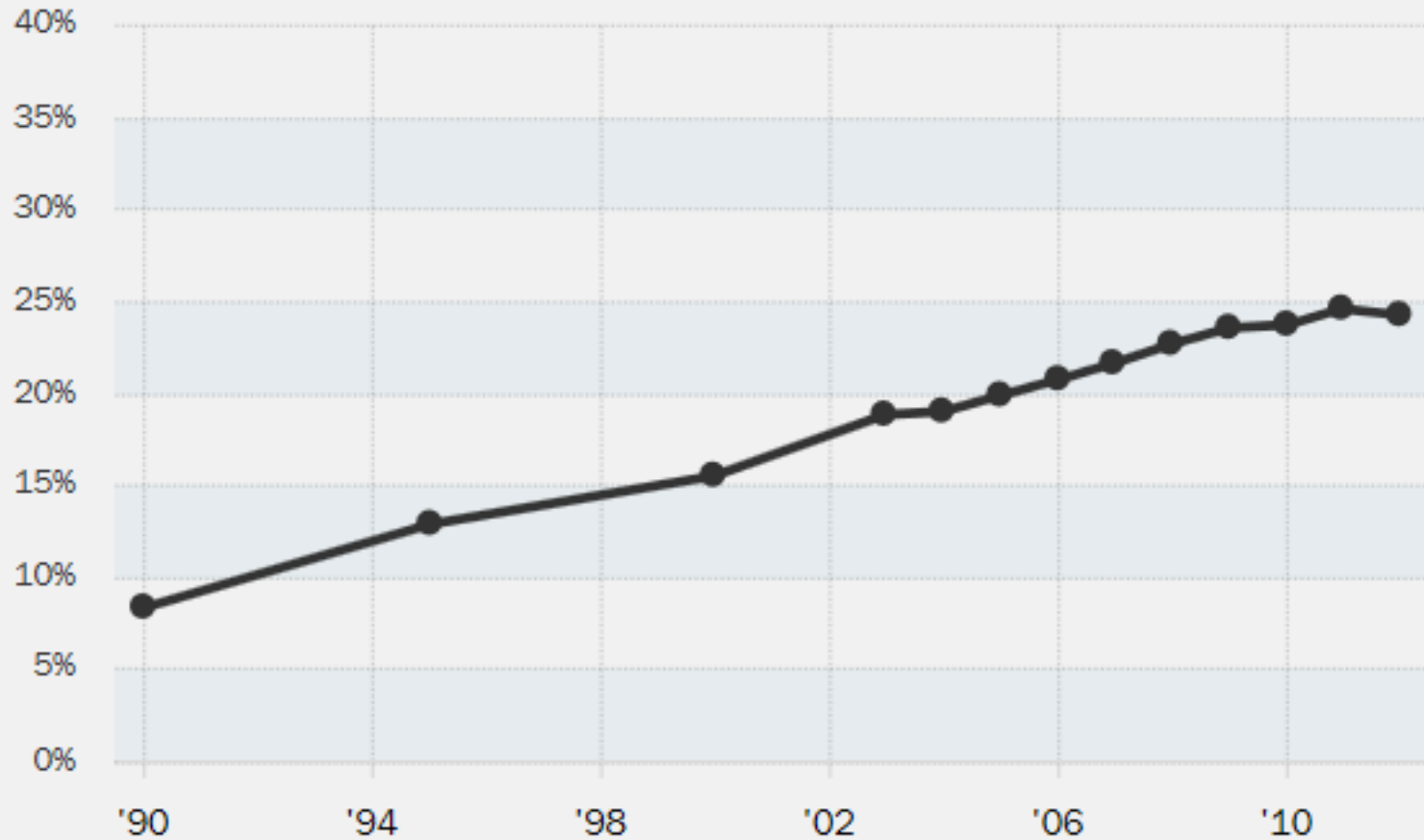
Sedentary lifestyles

Prevalence of the population attaining sufficient physical activity to meet public health recommendations:

- Ages 6-11 years total **42.0%**,
- Ages 12-15 years total **8.0%**
- Ages 16-19 years total **7.6%**
- Ages 20-59 years total **3.5%**
- Ages 60+ years total **2.4%**

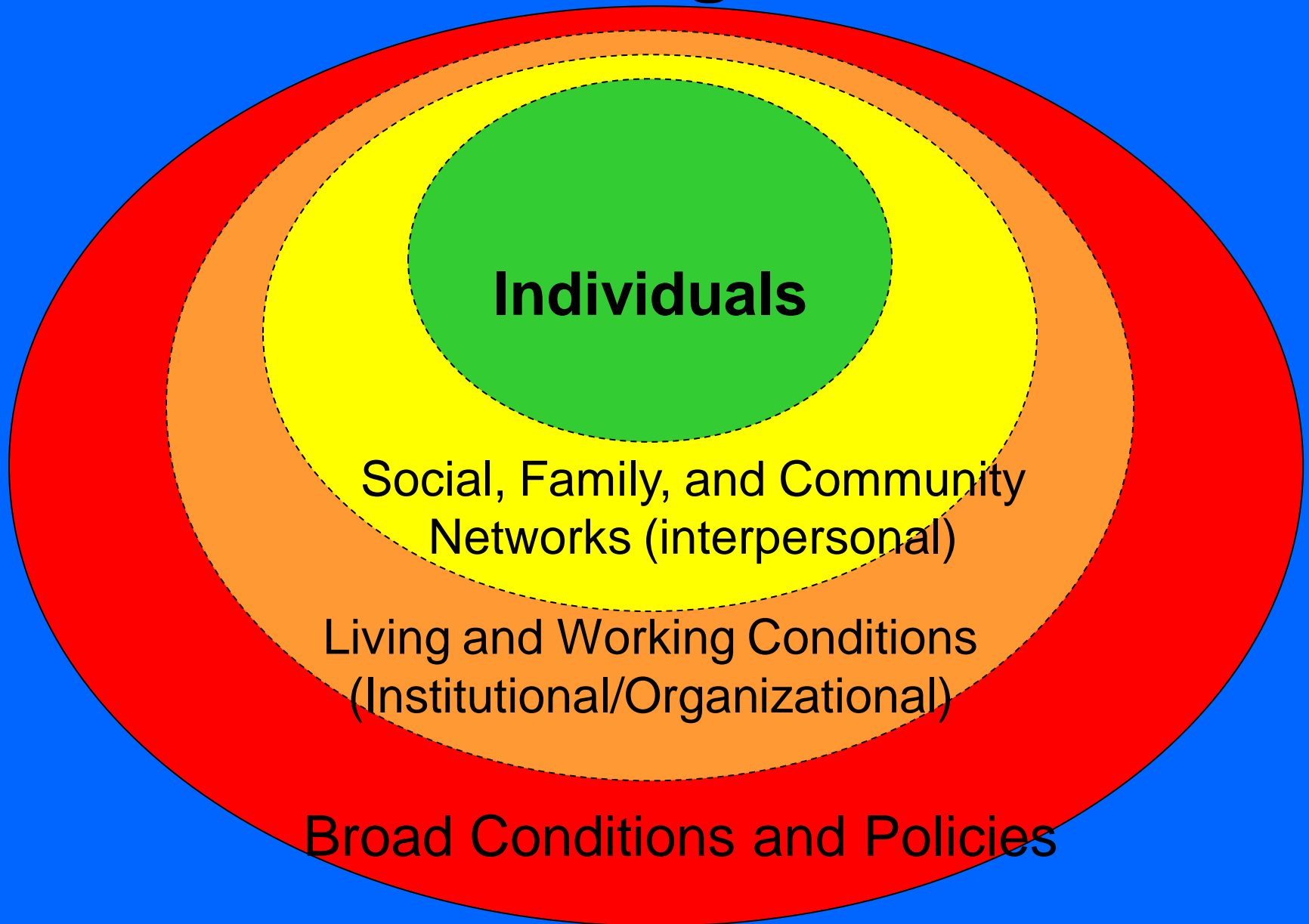
Source: [Troiano RP, Berrigan D, Dodd KW, Masse LC, Tilert T, McDowell M. Physical activity in the United States measured by accelerometer. Medicine & Science in Sports & Exercise. 2008 Jan;40\(1\):181-8.](#)

Adult obesity rate in Montana (1990-2012)



Source: Trust for America's Health and Robert Wood Johnson Foundation. [F as in Fat: How Obesity Threatens America's Future \[PDF\]](#). Washington, D.C.: 2013.

Social-Ecological Model





Make the healthy choice the
easy choice...

“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change”

-Institute of Medicine

Transportation and Land Use Policy affects *Health*

TRANSPORTATION INVESTMENTS



LAND USE PATTERNS



TRAVEL BEHAVIOR



HEALTH



Source: Hidden Health Costs of Transportation, Urban Design 4 Health, Inc. and APHA









new real fruit smoothies



I'm lovin' it



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Building Capacity of the Public Health Workforce

- 2005—CDC obesity prevention grant builds state level capacity
- 2008—funding local health departments
 - National Complete Streets Coalition
- 2010—Communities Putting Prevention to Work (CPPW)
 - Complete Streets
- 2012—Community Transformation Grant
 - Building Active Communities Initiative

Walkability Workshops



National Complete Streets Coalition-workshops



Montana Complete Streets Policies

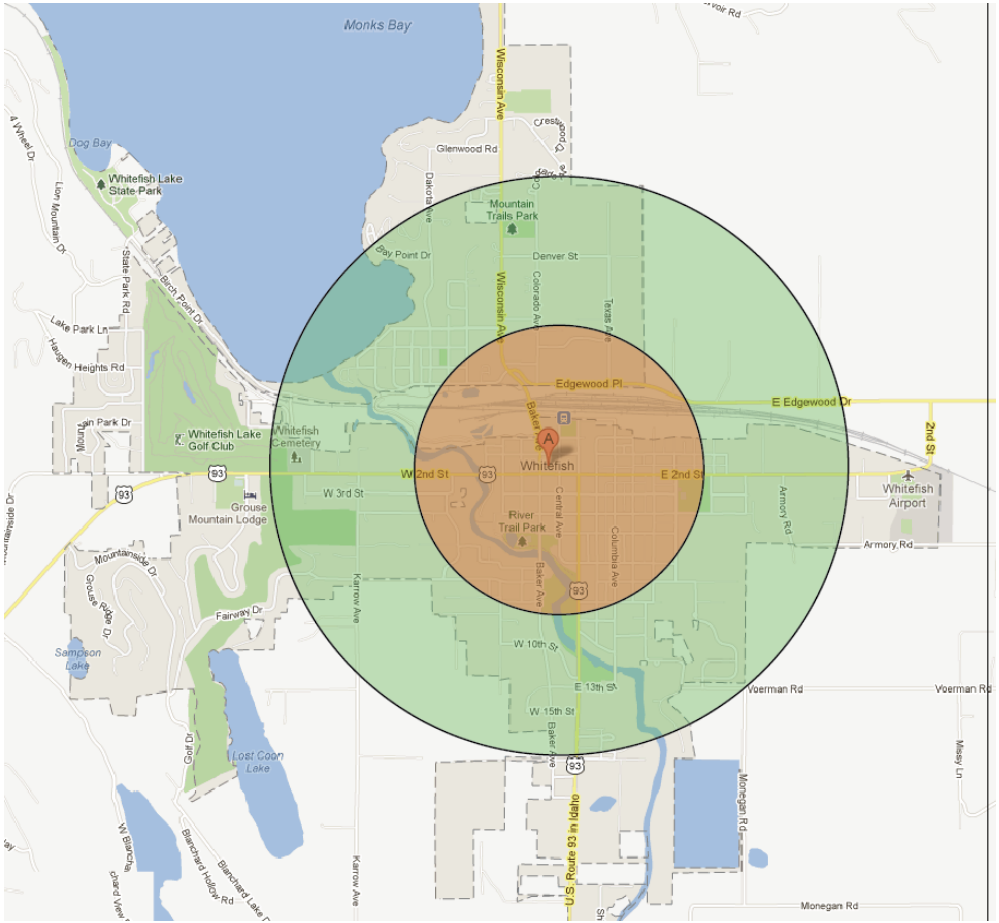
- Missoula—2009
- Bozeman and Helena—2010
- Billings—2011
- Shelby--2014

Biking and Walking Potential

- Small towns are ideally sized to maximize bicycling and walking potential
- Average walking trip in US = 1.2 miles (50% less than half mile)
- Average bicycling trip in US = 4 miles (60% less than 2 miles)

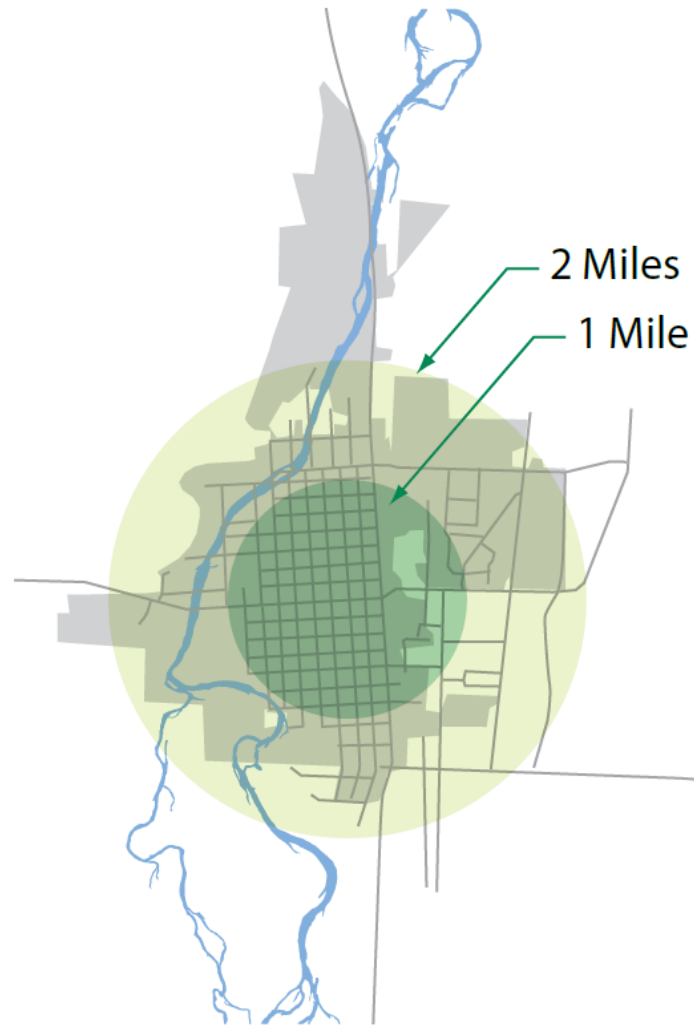
Biking and Walking Potential

- Whitefish



Biking and Walking Potential

- Hamilton



Building Active Communities Initiative

- Goal: To encourage policy and environmental changes that help make communities safer, more accessible and inviting places for people to walk or bike or take public transportation (if available).

Building Active Communities Initiative (BACI)

- Application process
- Action Institute—March 18-20, Bozeman
- Resources
- Mentoring/Technical Assistance
- Advisors
- BACI Webinar Series
- Mini-grants

2013 Action Institute



2013 Action Institute





Building Active Communities Workbook

2014

Montana Building Active Communities Workbook



Communities
Transforming

To make healthy living easier

Contents



Building Active Communities: Resource Guide

2014

Montana

Building Active Communities
Resource Guide



Communities
Transforming

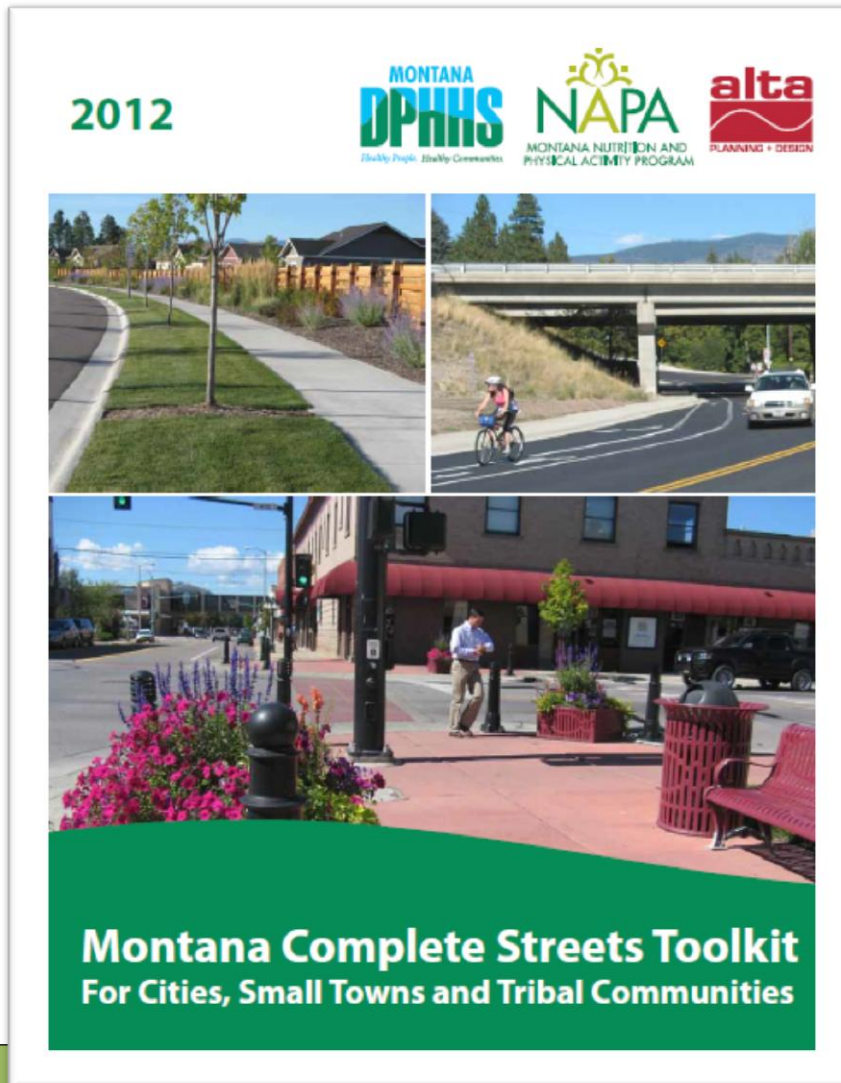
To make healthy living easier



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Montana Complete Streets Toolkit



- Resource
- Planning Guidance
 - Case Studies
- Design Guidance

- For City/County/Town staff,
- Elected officials
- Citizens

BACI Advisors

- Bike Walk Montana
- Alta Planning + Design
- Future West
- Flathead County Public Health Department
- MSU Extension Community Development
- City of Helena, Engineering

BACI Advisors

- Western Transportation Institute
- Smart Growth America
- Community Planning Bureau MT
Department of Commerce
- Montana Fish, Wildlife and Parks
- Montana Disability and Health Program

Building Active Communities: Key ingredients

- Transformative Leadership
- Community Vision
 - Engaged and educated community members
- Supportive Plans/Policies/Projects
- Performance monitoring/evaluation
- Partnerships
- Patience



THANK YOU!

Cathy Costakis, MS
Senior Consultant-Built Environment
MT NAPA Program
costakis@montana.edu
406.994.5734
www.mtnapa.org