



Catalyzing Community-Scale Movements: The Healthy, Active, and Vibrant Communities Model

February 5, 2011



Ferguson, Missouri

- located in suburban north St. Louis County
- historic railroad commuter suburb
- small town charm
- diverse neighborhoods
- identifiable downtown business district
- 22,000+ residents
- major employers:
 - Emerson Electric,
 - St. Louis Community College
 - University of Missouri-St. Louis,
 - Express Scripts
 - St. Louis-Lambert International Airport

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City of Ferguson

Government Business & Development Residents Community

*Proud Past.
Promising Future.*

A city of small town charm, unique history and diverse neighborhoods, Ferguson is a community many are proud to call home. Located in North St. Louis County, just minutes from St. Louis-Lambert International Airport and three interstate highways, Ferguson is easily accessible to all of the St. Louis metropolitan area.

Please follow the links along the top or on the left side of this page to get the information you need. If you still need help, you can use the "Contact Us" feature for assistance.

Thanks for stopping by!

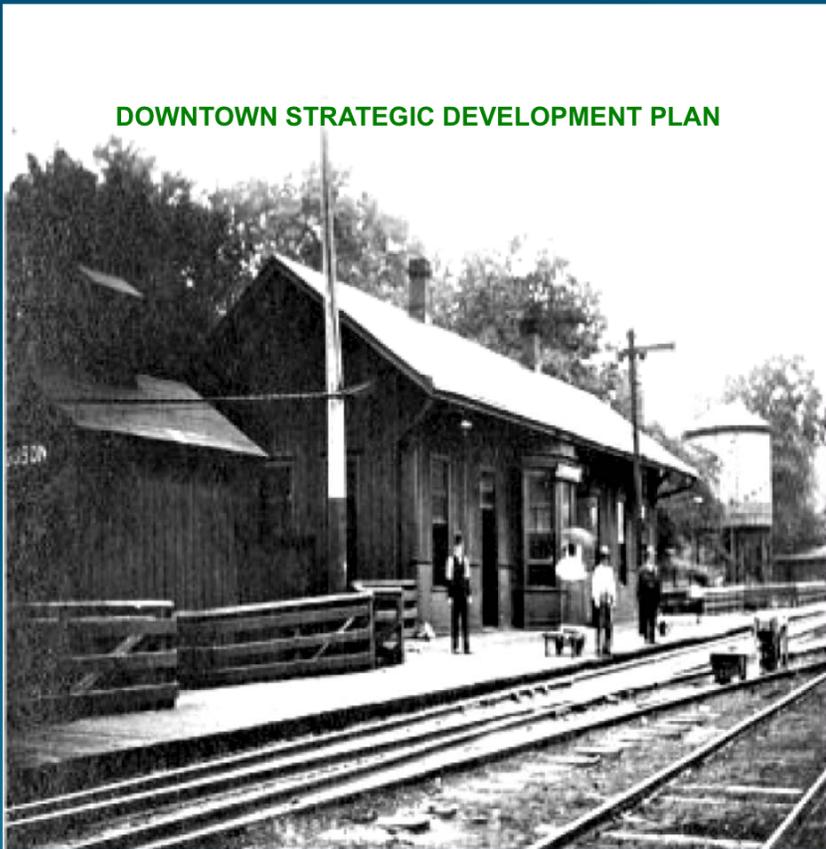
News & Announcements

- **Ferguson** **Ferguson Named a 2010 All-America City Finalist**
The National Civic League recently announced that Ferguson is one of 27 finalists to receive the prestigious "All-America City" award, which recognizes communities across the country for innovative solutions to addressing their problems. [\[Read on...\]](#)
- **Ferguson Sunday Parkways**
Back by popular demand, April 25 marks the return of the Sunday Parkways event, sponsored by Live Well Ferguson. Up first? Jeske Park. [\[Read on...\]](#)

www.fergusoncity.com



DOWNTOWN STRATEGIC DEVELOPMENT PLAN







- Formed Task Force
- Assessment/Survey
- Created Identity
- Education
 - Articles in Local Paper
 - Health Fair and Wellness Day
 - Conference attendance



Fitness and Healthy Living Courageous Conversation and Live Well Fair

Struggling with the issues associated with living a healthier life?

- At the Courageous Conversation, learn:
- The advantages to a preventative lifestyle.
 - How to identify and overcome the obstacles to healthy eating and active living.
 - How support groups can work for you.

Participants of the LiveWell Fair, include:

- Trailnet
- City of Ferguson - Parks/Rec; Farmer's Market; LiveWell
- Health Professionals

Date: May 2nd, 2008

Place: Ferguson United Methodist Church - 33 S. Florissant Rd

Time: Courageous Conversation - 10:00am-11:00am

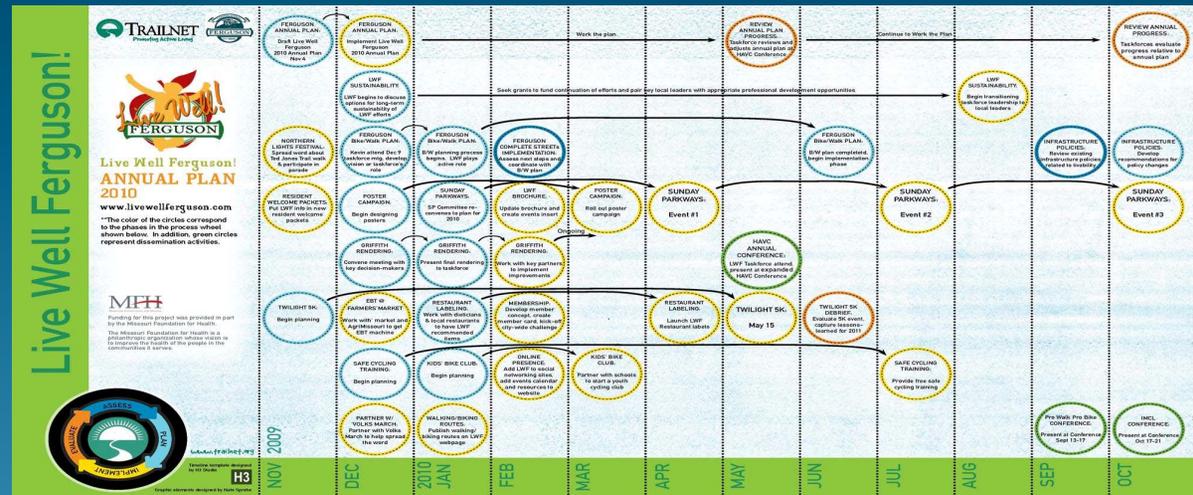
Live Well Fair - 11:00am- 1:00pm

*Door prizes will be given.
Questions about this exciting program and to RSVP, please call Emily Byrne at 314.210.2705*





- Annual Plan



- Events

- Legislation

- Complete Streets Ordinance
 - Used as template for other cities
- Community Gardens /Urban Agriculture Zoning

- Planning

- Walkable/Bikeable Master Plan
- Downtown Strategic Development Plan

Sunday Parkways



- A free community event that promotes physical activity, health, and social unity in a relaxed atmosphere.
- 6 Successful Parkways - 2 years
 - Connecting residents/neighborhoods
 - Bike helmets distributed
 - Active and Fun Events
 - Aerobics; Hula Hoops
 - Free Throw Contest
 - *Do the Loop*
 - Loaner Bikes; Biker Blender
 - Face Painting; 5k Training



COMING SOON TO FERGUSON!

Sunday Parkways

Walk and play in the streets on

- ☐ August 23
- ☐ September 27
- ☐ October 18

between 1:00 - 4:00 pm

FREE

Streets adjacent to Lang Royce Park will be closed in order to allow participants of all ages and abilities to play in the streets! Many fun activities are being planned so everyone will have a good time!

For more information, www.livewellferguson.com
Or call 314-521-7721

Sponsored by:





- A day of Active Living
 - Wellness Day at Farmer's Market
 - Biggest Yard Sale in History
 - Grand Opening of Plaza at 501
 - Free Music Concert
 - *Live Well Ferguson Twilight 5k Run/Walk*
 - Inaugural Event
 - Inspired by *Live Well Couch to 5k* program in 2009
 - 800 participated (expected 100)





Community Gardens



Griffith School Rendering Project

EXISTING CONDITIONS:



Image Caption: The above image shows the existing crosswalk adjacent to Griffith Elementary School near the intersection of Chambers Road and Day Drive.

A COMPLETE STREETS OPTION:



Image Caption: The above image is a rendering of what a complete streets treatment of the site could look like. In this scenario, students would have a shorter distance to cross the street, there would be more signage to alert drivers of the crosswalks, the intersection at Chambers and Day would become a true intersection, Chambers would be put on a "road diet", and bike lanes would be added.



H3

FERGUSON BICYCLE & PEDESTRIAN MASTER PLAN

THE CITY OF FERGUSON, MISSOURI

DESIGN PRINCIPLES

PRINCIPLE 6:

Implement a park and school bicycle and pedestrian loop with cross-town connectors by utilizing improved on-street sidewalks and bikeways, new off-street trails and connectors, wayfinding signage, community programming, and public awareness initiatives to connect all Ferguson parks, elementary and middle schools, high schools, downtown Ferguson, West Florissant Road, the Ted Jones Trail, and the Maline Greenway with an identified route for pedestrians and cyclists.





- Promotions
 - Website – www.LiveWellFerguson.com
 - Local Paper - *Ferguson Times*
 - School District's Wellness Committee
 - Channel 5's *Show-Me St. Louis*
 - Health and Wellness Fairs
- Disseminate
 - Complete Streets Ordinance - APA PAS Essential Information Packets
- Recognition
 - 2009 Trailnet Active Living Award
 - National Public Health Week 2010
 - St. Louis County proclamation recognizing the efforts of Live Well Ferguson





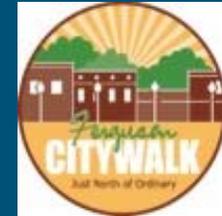
- Missouri Foundation for Health Grant
 - Will aid in sustainability and continued outreach
- Complete Streets Implementation
 - Take the ordinance to design and construction.
- Form-Based Code
 - Create walkable/bikeable environments
- Poster Campaign
- Live Well – Eat Well Campaign
 - Restaurant Labeling Campaign
 - *“a little encouragement to eat better”*



PARTNERS



- City of Ferguson
- Ferguson Citywalk (Special Business District)
- Trailnet
- St. Louis County Dept of Health
- Great Rivers Greenway (Regional Trail Development Organization)
- Emerson Family YMCA
- EarthDance
- Ferguson-Florissant School District
- Ferguson Farmer's Market
- Northern Arts Council
- NOCOstl.com
- Volunteers, Neighbors, Residents, and *used to be strangers*





www.LiveWellFerguson.com

