



Service Area

HEALTH + EQUITY

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“Everyone should have access to spaces and places that make it safe and easy for us to walk...Walkable communities are good for social connectedness, good for business, good for the environment, and, most importantly, good for our personal health.”

— U.S. Surgeon General, Vivek H. Murthy



Alta has developed internal standards of practice and professional trainings that inform every planning and design product.

WHAT SHAPES HEALTH?



While we know which determinants, by far, have the greatest influence on health:

- 1 SOCIAL + ECONOMIC FACTORS**
- 2 PHYSICAL ENVIRONMENT**
- 3 INDIVIDUAL BEHAVIORS**
- 4 CLINICAL CARE**
- 5 BIOLOGY + GENETICS**

The vast majority of health-directed funds are spent here:

FIVE KEY DETERMINANTS that contribute to the health of a population: Biology and genetics; clinical care; individual behaviors; physical environment; and social and economic factors.

While current research does not offer a precise measurement of contributions of each determinant, it does point to the relative impact of each, as described at left.

WHAT WOULD HAPPEN if we aligned investments with root causes? Multi-modal transportation planning directly addresses access to jobs, education, health care, recreation and essential goods and services—all of which are aspects of the social determinants of health. The physical environment, including air quality, is directly impacted by transportation choices. And we know that accessible, active environments impact individual behaviors including increasing physical activity and improving access to healthy foods.

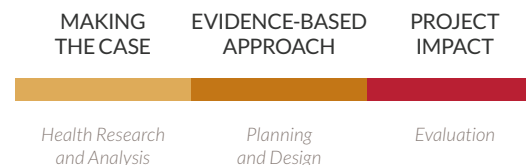
WHY ALTA?

ALTA COMBINES HEALTH RESEARCH with active transportation best practices to create healthy communities by reducing traffic injuries and preventing chronic diseases.

WE ARE INDUSTRY LEADERS in every step of the process of integrating health and creating an equity-based approach: from the upstream data collection and research framework, to data analysis and informing planning and design products, to evaluating the downstream impacts and measurable outcomes.

Stemming from a multi-year internal effort towards Research and Development of Alta's Health + Equity practice, our work spans:

- HEALTH DATA COLLECTION + ANALYSIS**
- MODELING + MAPPING**
- PROGRAMS + COMMUNICATIONS**
- FUNDING + POLICIES**
- PLANNING + DESIGN TRAININGS**






WHAT DOES A HEALTH + EQUITY-BASED PROJECT LOOK LIKE?

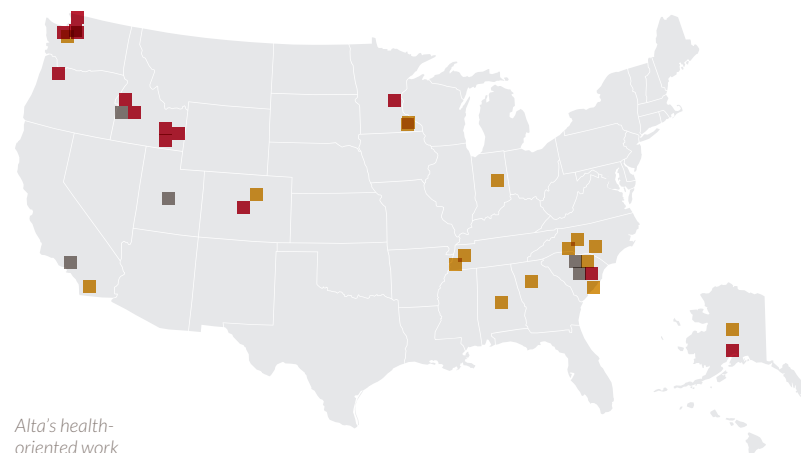
PLANNING AND DESIGN PROJECTS THAT INTEGRATE HEALTH AND EQUITY COME IN MANY FORMS. Clients incorporating these principles into their work range from Parks & Recreation agencies to State Health Departments, from local nonprofits to Economic Development Offices, and from healthcare corporations to transit agencies.

EXAMPLE PROJECTS

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|---|--|--|--|
|  Whatcom County Healthy Communities <i>Whatcom County, WA</i> |  Caldwell Healthy Conditions Assessment <i>Caldwell, ID</i> |  Shelby County Health Impact Assessment <i>Shelby County, TN</i> |  East Cooper Trail Economic Impact Analysis <i>Mount Pleasant, SC</i> |
|  Kitsap County Healthy Comprehensive Plan Review <i>Kitsap County, WA</i> |  Nampa Healthy Conditions Assessment <i>Nampa, ID</i> |  Memphis Gets Moving: Wolf River Greenway <i>Memphis, TN</i> |   Kershaw County Bicycle, Pedestrian and Greenways Plan <i>Kershaw County, SC</i> |
|  Skyway Park Activation Projects <i>Seattle, WA</i> |  Activity Connection Plan <i>Preston, Lava Hot Springs and Soda Springs, ID</i> |  Montgomery MPO Bicycle and Pedestrian Plan <i>Montgomery, AL</i> |   South Carolina Health and Planning Toolkit <i>State of South Carolina</i> |
|  Tahoma to Tacoma Trail Network Economic Impact Analysis <i>Pierce County, WA</i> |  Utah Plan for Health <i>State of Utah</i> |  Walk.Bike.Thrive! <i>Atlanta, GA</i> |   Pedestrian Master Plans for 16 Communities <i>State of South Carolina</i> |
|  Gresham Active Transportation Plan <i>Gresham, OR</i> |  Economic and Health Benefits of Cycling and Walking <i>State of Colorado</i> |  Cabarrus County Safe Routes to School Action Plans <i>Cabarrus County, NC</i> | |
|  LA County Healthy Design Ordinance <i>Los Angeles County, CA</i> |  Buffalo Health Dept. Active Transportation Plan <i>Buffalo, MN</i> |  Silver City Pedestrian Plan Healthy Living Supplement <i>Silver City, NC</i> | |
|  City of Lemon Grove Health and Wellness <i>Lemon Grove, CA</i> |  Rochester City Loop Health Analysis <i>Rochester, MN</i> |  Davidson Pedestrian Plan Health Impact Assessment <i>Davidson, NC</i> | |
| |  Mounds Greenway Economic Impact Analysis <i>Anderson, IN</i> | | |

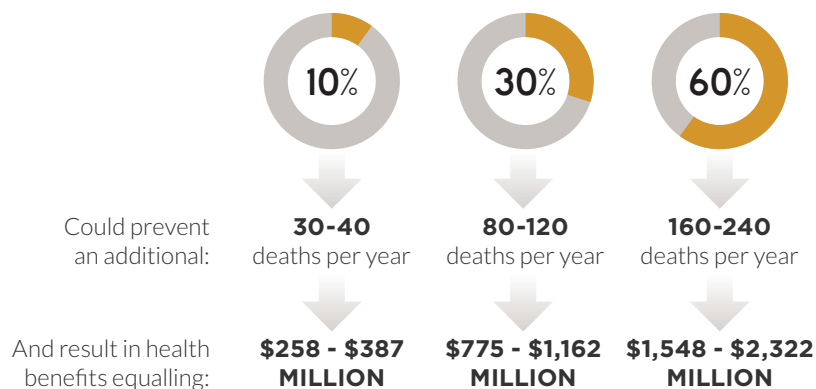
PROJECT TYPES

-  Funded through health-based resources or organizations
-  Guided by a health agency or health-based nonprofit client
-  Include a health- and equity-focused task within a broader scope of work



Alta's health-oriented work spans the United States.

INCREASING the number of cyclists and walkers by:



Source: BBC Research & Consulting and Alta Planning + Design from WHO HEAT output.

Colorado Economic and Health Benefits Analysis of Cycling and Walking

Client:
Colorado Office of Economic Development and International Trade (OEDIT)

Dates:
2016

Colorado ranks as one of the healthiest states in the country, boasting the nation's highest rates of physical activity and lowest rates of obesity. The state has invested heavily in bicycle and pedestrian infrastructure over the past several decades creating over 5,000 miles of trails in an effort to encourage residents to be physically active.

Within a larger economic analysis of statewide active transportation benefits, using the World Health Organization's (WHO) Health Economic Assessment Tool (HEAT), Alta estimated the existing and forecasted health benefits of walking and bicycling for Colorado residents. Alta created a profile of existing health conditions, reviewed existing literature on quantifying health benefits, and used travel data from the National Household Travel Survey, local travel surveys, and residents bicycling/ walking behavior surveys to estimate the current reduction in all-cause mortality, as well as forecasted reductions at various mode share targets.



SOUTH CAROLINA HEALTH + PLANNING TOOLKIT

A HEALTHY EATING AND ACTIVE LIVING POLICY GUIDE



The Health + Planning Policy Toolkit serves as a user-friendly resource for planners, public health professionals, advocates, elected officials, and other interested staff.

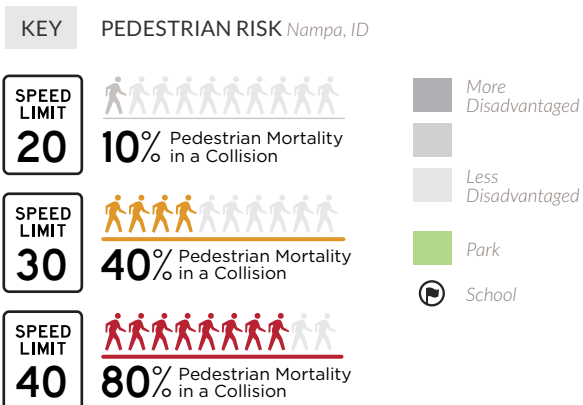
Healthy Comprehensive Planning for South Carolina

The statewide non-profit Eat Smart Move More SC, in partnership with the South Carolina Department of Health and Environmental Control, commissioned a study of strategies for integrating healthy eating and active living principles into County Comprehensive Plans in South Carolina. Alta worked with the Georgia Health Policy Center (of Georgia State University's Andrew Young School of Policy Studies) to determine the state of the practice of addressing health in comprehensive plans.

Following this assessment, Alta researched national best practices and identified model policy language related to healthy eating and active living. The Health + Planning Policy Toolkit serves as a user-friendly resource for planners, public health professionals, advocates, elected officials, and other interested staff or citizens to successfully integrate healthy eating and active living into their County Comprehensive Plan and other local planning efforts.

Client:
Eat Smart Move More SC and SC Department of Health and Environmental Control

Dates:
2013–2015



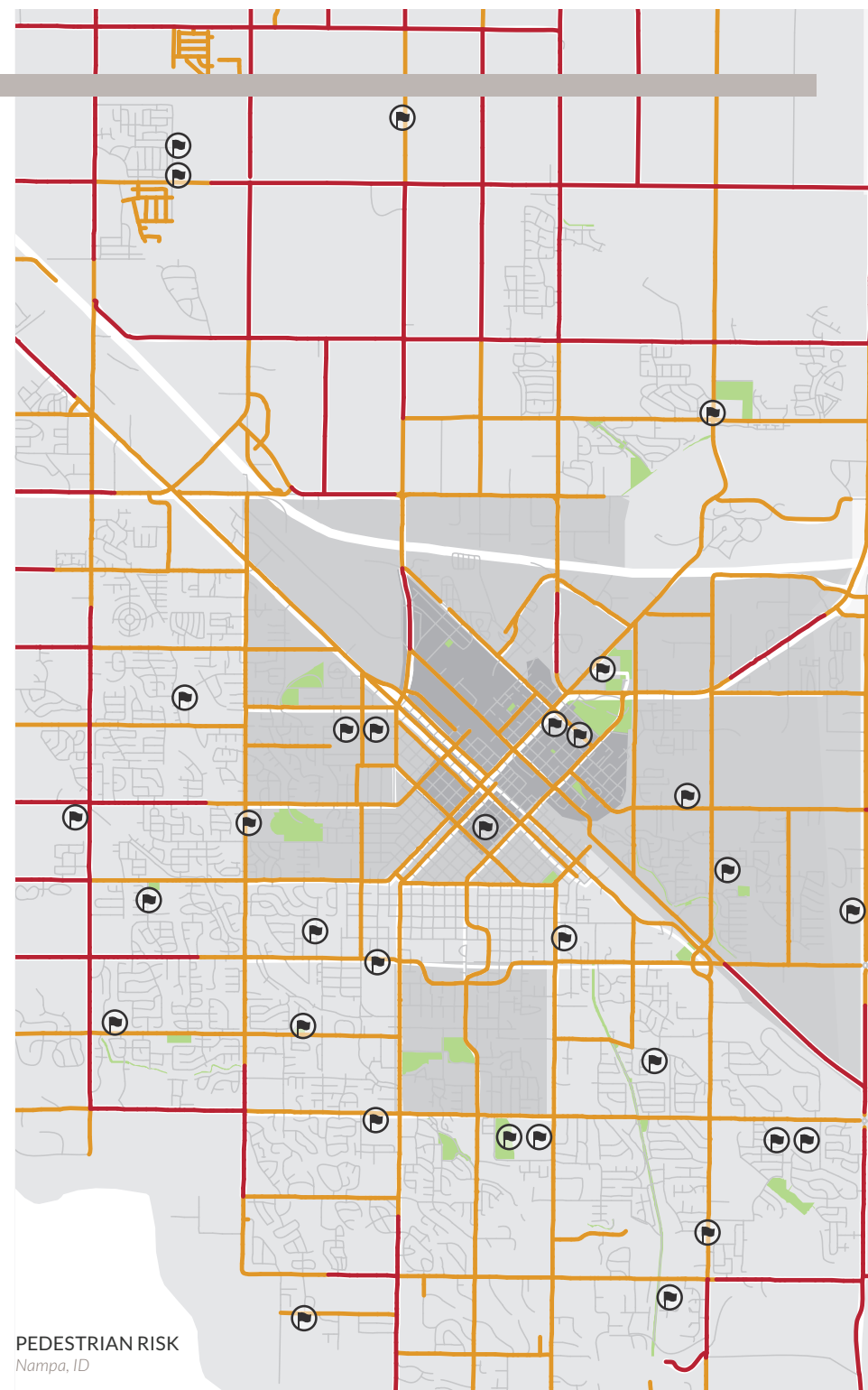
Nampa, Idaho Healthy Conditions Assessment

Client:
Blue Cross Foundation
of Idaho

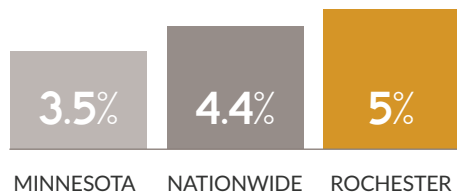
Dates:
03/2016—05/2017

Alta worked with the Blue Cross Foundation of Idaho on an assessment and neighborhood-level plan for the City of Nampa. The project is called a Healthy Conditions Assessment (HCA) and is a hybrid of a Health Impact Assessment and traditional Comprehensive Planning. The HCA approach uses social determinants of health data points to refine geographies that may be having challenges for further investigation. Once neighborhood subareas are known, Alta investigates the built environment on the ground and conducts community stakeholder interviews to determine a more accurate picture of the social and environmental conditions. Major themes unearthed during the project include inequity in the Hispanic communities, food access, affordable housing and lack of transportation options.

The project culminated with a community workshop that identified solutions to both community-wide project themes and neighborhood-level problems, stakeholders who can help intervene, and what specific action steps can be taken to make a positive and lasting impact.

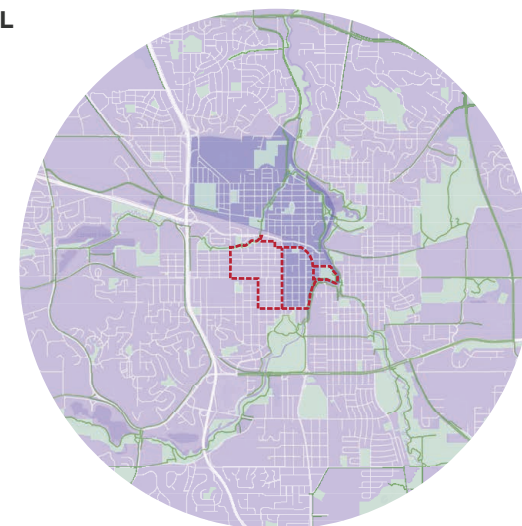
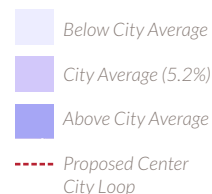


CORONARY HEART DISEASE AMONG ADULTS AGED 18+



DESTINATION MEDICAL CENTER CITY LOOP

Heart Disease Prevalence



Health Analysis for Destination Medical Center City Loop, Rochester, Minnesota

Client:
Destination
Medical Center

Dates:
2016—Ongoing

Alta is part of a team developing a preferred alignment and concept designs for the City Loop, a high-quality urban protected bikeway that is envisioned as part of the Destination Medical Center (DMC). The DMC describes itself as “a global destination for health and wellness”. As part of the site assessment phase of the project, Alta conducted a health analysis to examine the rate and distribution of chronic disease across the city. Using the CDC’s 500 Cities data, Alta developed a series of choropleth maps that geographically locate disparities in health throughout the city. In particular, Alta examined indicators that physical activity has been found to positively impact, including heart disease, obesity, diabetes, and mental health. Through this study, the data showed elevated rates of heart disease in Rochester compared to the State of Minnesota. These findings were shared at a public open house to present the role this project can play on increasing physical activity and shaping community health outcomes. In addition, this analysis is being used to justify the importance of designing the City Loop to be a safe and comfortable facility for people of all ages and abilities.

CORONARY HEART DISEASE

is the leading cause of death in the U.S.A.



1 in 4
DEATHS per year
is caused by coronary
heart disease

Genetic factors play a role in people’s risk for coronary heart disease, but a number of risk factors are highly preventable, including diabetes, overweight/obesity, poor diet, and physical inactivity.



20
MINUTES

of walking or biking each day is associated with
21% LOWER RISK of heart failure for men, and
29% LOWER RISK for women



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