

Defining Healthy Design in Humboldt County: A Policy 'Charrette'

Including Methods, Outcomes & Lessons Learned



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By
THE HUMBOLDT PARTNERSHIP FOR ACTIVE LIVING

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POLICY 'CHARRETTE' PURPOSE

The mission of the Humboldt Partnership for Active Living (HumPAL) is to improve individual, family and community health and well-being through the seamless integration of routine physical activity into daily life ('active living'). HumPAL accomplishes this through education, policy change and support of community design that encourages active living. This partnership includes professionals, community members and elected and appointed officials representing a diversity of disciplines that include public health, transportation engineering, community development, economic development, youth and senior programs, environmental interests, social services, and others.

HumPAL's overarching goal is to get 10% more Humboldt County residents physically active by 2015 (approximately 12,000 people).

According to the National Charrette Institute, their definition of a charrette

...combines [a] creative, intense work session with public workshops and open houses... [in] a collaborative planning process that harnesses the talents and energies of all interested parties to create and support a feasible plan that represents transformative community change.

Charrettes are employed across the country and the world to bring together diverse stakeholders and public interests to consider what is best for a community – specifically and traditionally regarding a proposed community development project. In this case, HumPAL desired to harness that same level of creative intensity to address a community design challenge faced at the policy level in rural northwestern California. Since policy dictates design standards, and design standards have the most significant influence over the built environment, one of HumPAL's goals is to proactively and effectively help public policy evolve to encourage instead of discourage physically active transportation and lifestyles.

The intent of this experimental application of the charrette format to policy design was to:

- Provide planning, engineering and public health professionals, elected officials and interest groups (such as developers, non-motorized transportation advocates and senior and youth advocates) with an understanding of and enthusiasm about the benefits of a policy framework that supports active living by design (ALBD);
- Help elected and appointed officials embrace active living policies as efficient rather than burdensome regulatory guidance;
- Promote consistency between the Regional Transportation Plan and County/City General Plans; and
- Produce a set of active living policy recommendations for local and regional governments that will fit into standard General Plan Element and Regional Transportation Plan formats (including related implementation measure examples).

CHARRETTE PLANNING TEAM

HumPAL Staff & Partnership Volunteers

HumPAL is staffed by employees of the Natural Resources Services Division of Redwood Community Action Agency in Eureka, California. The HumPAL Policy Subcommittee played an integral role in designing and implementing the event. Committee membership included government, private sector and advocacy organization representatives from Humboldt County Department of Health & Human Services, Planwest Partners, Green Wheels of the Northcoast Environmental Center, Caltrans District 1, Area 1 Agency on Aging, Arcata City Council, Humboldt Bay Bicycle Commuters' Association, Spencer Engineering & Construction Management, and the Healthy Humboldt Coalition. In order to guarantee success, this group met weekly for six weeks prior to the event. Many hours of staff time were contributed for logistical preparation by the County Division of Environmental Health, and the Area 1 Agency on Aging. Planwest staff prepared one of the presentations and facilitated small group work.

Consultants

Consulting expertise was a key factor in the success of the event. Consultants each made presentations, facilitated large group discussions and small group work. Consultants included:

- Lisa Feldstein, formerly the Senior Policy Director with the Public Health Law Program, who has engaged advocates in the land-use decision-making process throughout California, developed tools for training advocates about the relationship between the built environment and public health, and provided technical assistance for creating and implementing land use policies that support healthier communities. Lisa's presentation focus was on the link between land use planning and public health and on current efforts by California cities and counties to incorporate public health into land use and transport policymaking.
- Paul Zykofsky, AICP, Director of Land Use and Transportation Planning at Sacramento's Local Government Commission, who has directed the LGC's Center for Livable Communities for 12 years. He has a great deal of experience in government policymaking related to sustainable community development and street design, is an experienced charrette facilitator, and has coordinated many efforts to engage community stakeholders in both English and Spanish. Paul's presentation focus was on a variety of sustainable community planning and design trends and successes.
- Jeremy Nelson, Senior Associate, Nelson|Nygaard Consulting Associates, who has eight years of experience as a transportation and land use planner and public policy analyst in the public, private, and non-profit sectors with a focus on interactions of land use and development patterns, transportation systems, and public health outcomes. Jeremy's presentation focus was on techniques for 'retooling' transportation planning mechanisms to improve efficiency, quality and active transportation opportunities.

CHARRETTE METHODS

A relatively detailed account of planning efforts and decisionmaking is included in Appendix A with an invitation, event agenda and list of participants. The following is a rough outline of the two-day event.

Day One: Tuesday

- Events began after lunch to get a high-paced start and reduce costs.
- As people arrived, they were asked to write one- to two-word value statements on three 'stickies' addressing important aspects of life in Humboldt County. This exercise would get them thinking from the beginning about what is important to them (Appendix B), as would be the process in a standard charrette, so they could then apply that information throughout and the planning team would also be informed by these values.
- HumPAL made a brief welcome presentation with information about HumPAL, the purpose of the charrette and the agenda. Introductions were brief and interactive to provide participants with a sense of the group rather than taking the time at that point to introduce 50 individuals. People stood according to their professional identity – as planners, advocates, health professionals, etc – and then in response to a series of questions about design, (e.g. stand if the majority of children in your neighborhood walk to school, stand if you have access to goods and services within walking distance of your home).
- Lisa Feldstein made a 25-minute presentation about why we should use health as a lens when planning and designing the built environment and how a number of California jurisdictions are starting to implement policies to this effect.
- Ann Lindsay, M.D., Humboldt County Public Health Officer, and Chair of the HumPAL Research Subcommittee made a 10-minute presentation about the state of public health as it relates to physical inactivity in Humboldt County and highlighted HumPAL's goal to increase the number of physically active county residents by 10%.
- Paul Zykofsky led a visioning exercise, summarized below (Appendix C). He then made a 25-minute presentation about the Local Government Commission's work; current information about how land use and community design affects active living and travel patterns; and rural applications of these ideas.
- Jeremy Nelson made a 25-minute presentation about transportation planning with an emphasis on the flaws of Level of Service (LOS) as an appropriate tool for transportation planning and the need to replace it with Quality of Service (QOS) standards in transportation planning and policies with an assortment of case studies to illustrate the effective application of QOS planning.
- Lisa, Ann, Paul and Jeremy answered questions about their presentations.
- George Williamson of Planwest Partners made a presentation that utilized, as a case study, his firm's work in Del Norte and several other counties to inventory and establish recreational multi-use trail facilities as an aspect of fostering ALBD.
- After a break, participants were randomly split into four small groups facilitated by the consultants and Planwest Partners. Each group was tasked with:
 1. Describing a place where you can (or do, have) live/d actively (e.g. what works, what inhibits active living? What makes you drive, walk?);
 2. Working backwards to envision policy requirements for this place); and
 3. Scribbling and reporting back to the whole group as a final activity of the day. Results were typed overnight and made available for group work on the second day.



Day Two: Wednesday

- The day began with an early, healthy networking breakfast that was well-attended.
- HumPAL staff provided a summary of Tuesday outcomes (values, vision, group work).
- Paul Zykofsky gave an introduction to LGC's 'Community Image Survey' as a tool for helping the public envision various types of development.
- Attendees split into small groups based on pre-determined topics, except for the addition of one of two additional key interests identified the previous day prior (safety or open space; safety was selected). Participants self-selected into groups (two of them had more than ten people, one had only three). Each group was provided an LCD projector and laptop and given a PowerPoint format to complete that included identification of goal/s and related policies and implementation measures for each goal.
- A panel of planning commissioners and a local councilman provided their perspectives on this effort, what new or valuable information they learned and shared their advice and recommendations about how to implement the ideas generated at the Charrette.
- After closure and evaluations, the project team reconvened for a walking meeting to distill what we learned about the process and to identify HumPAL's priority next steps.

VALUES & VISIONS OF PARTICIPANTS

To help make sure charrette facilitators were on the right track and to document the foundational interests of participants, they were asked to record basic personal values as well as visions of an optimal future for the community.

Values

Upon arrival, participants were asked to identify three core values they hold in relationship to living in Humboldt County (Appendix B). A summary of those value types include:

- Friendly neighbors, close-knit and small community values; slower pace of life
- Small, compact communities that conserve open spaces, working lands and provide for outdoor recreational activities
- Availability of jobs and prosperity
- Socioeconomic consciousness and responsibility
- Local small-operation agricultural industry and access to quality food
- Outdoor recreational opportunities and access to them
- Walkability/bikability of communities and opportunities for exercise through daily activities
- Good, coordinated public transportation
- Good air, water quality; serenity healthy ecosystems
- Safe places to walk and bicycle
- Education/entertainment opportunities



Participants were given a few minutes to craft a vision statement that embodied their hopes for the community in 20 years. A report of all visions are included in Appendix C. Examples of portions of these visions, categorized by related policy issue, include:

Transportation Visions

- I want to be able to ditch my truck and live a full life.
- Arcata and Eureka: closed city centers to all motorized non-emergency traffic. City centers would be for peds, cyclists and disabled. All major arterials and corridors have safe bike paths and ped ways to accommodate travel to and from Eureka – Arcata – McKinleyville – Trinidad (also a CA Coastal Trail link). Increase landscaping beautification, especially McKinleyville and Eureka. Maybe Arcata – Eureka corridor could have a covered bike path.
- My community has the goods, services, recreation and employment opportunities incorporated in an accessible manner by transportation not dependent on cars. E.g. town square with covered walkways, parking on perimeters, residential options to include in town and rural spaces, green space for spontaneous recreation as well as formal.

Land Use Visions

- Affordable, energy-efficient; diverse income folks living together
- A community where I can give up my car and get around
- Some streets with wide sidewalks; front porches in use; more night time use of downtown areas
- No more sprawl until every urban lot has been developed. Development should be served by public water, sewer, fire services, etc.
- A community where people young and old take leisurely strolls through pedestrian crowded streets in the evening. The outdoors are a social area where neighbors can chat with neighbors and children have a place to organize play.
- Big city [amenities?] with the feel of a small village. Community pockets interconnected with corridors of public transportation and green connectors to a belt. Pockets with youth center, senior volunteer program, arts for the community, markets, and police/assistant centers.

Visions of Access to Open Space

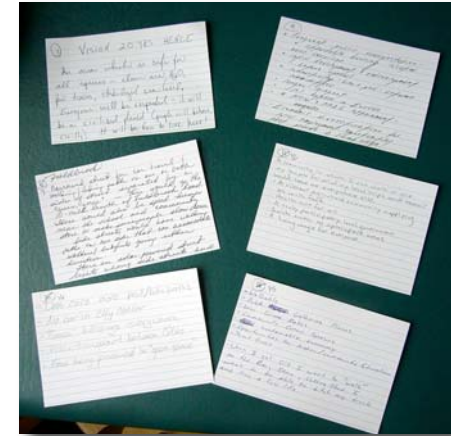
- Expanded waterfront activities
- More parks; swim pool; recreation center; public golf course; historic walking routes
- A vibrant agricultural community supplies us with food... public sees and supports ag operations as open space
- Quick access to open space areas
- Salmon can swim from the bay to the headwaters and we can see them do it

Visions of Access to Goods & Services

- Neighborhood schools that kids can walk to
- When I get old I want to “walk” to the bar, store, coffee shop
- Seniors can live in affordable housing and access goods and services even if carless
- Seniors can move to smaller houses in the same neighborhoods where they raised their families and keep their neighborhood network intact
- Fresh fruits and veggies and nutritious foods available within walking distance to more of our population
- Well developed neighborhood shopping areas

Safety Visions

- Safe gathering places like plaza and community forest
- No crime (most significant deterrent to youth pedestrians)
- Health care for everyone
- More sheriffs
- Reduced lawlessness
- More eyes on the streets, porches
- Less drug use affecting community
- Evening social spaces attractive, illuminated



HEALTHY DESIGN POLICY RECOMMENDATIONS

Small groups met on both Tuesday to start the process of identifying what makes a community a place that encourages active transportation. On Wednesday, participants self-selected into groups about land use, transportation, access to goods and services, and safety to spend just over an hour drafting policy concepts within those contexts that would encourage active transportation.

Day One: Tuesday

Participants were asked to:

- Describe a place where they could (or do, have) live/d actively (e.g. what works, inhibits active living, encourages driving?);
- Work backwards to envision policy requirements for this place); and
- Scribe and report back to the whole group.

- 1) **Walking / Bicycling** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
 - a. Make walking the first, best, and safest choice for more local-serving trips within residents' neighborhoods.
 - b. Encourage separated/divided bicycle lanes to increase bicycling as a viable option for more trips among novice/occasional cyclists.
 - c. Prioritize funding for trails and active recreation infrastructure and facilities.
 - d. Narrowing streets (ex: Sunny Brae)
 - e. Widening sidewalks (ex: Sunny Brae)
 - f. Requiring landscaping and greening of streets, including:
 - i. Planted medians and islands
 - ii. Planted buffers between pedestrians and traffic lanes
 - iii. Requiring street trees
 - g. Removing utility and other poles that obstruct sidewalks

- h. Prioritizing safe pedestrian access through commercial parking lots
 - i. Requiring pedestrian walk signals be timed to allow seniors, the disabled, and others who need additional time to cross streets sufficient time to cross intersections safely and comfortably
 - j. Provide wide sidewalks, trees between street and sidewalk, safe crossings
 - k. Improve connectivity
 - l. Provide benches
 - m. Design with pedestrians in mind
 - n. Provide bicycle lanes, trails and boulevards
 - o. Include paved shoulders on all roads in rural areas that can be used by bicyclists and pedestrians
 - p. Support provision of bicycle lockers and showers at workplaces
 - q. Provide incentives for employees to reduce auto trips
- 2) **Transit** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Improve transit service quality
 - b. Reduce transit travel times
 - c. Provide incentives to reduce transit rider out-of-pocket costs (e.g. “class pass” programs for university students)
 - d. Reduce operating costs to provide more service with same budget
 - e. Seek dedicated and local sources of funding
 - f. Provide bicycle racks on buses
 - g. Provide automated information on when next transit vehicle will arrive
 - h. Increase availability of transit
- 3) **Streetscape** - Humboldt County jurisdictions should encourage a streetscape that features front porches in order to:
- a. Increase “eyes on the street” and safety
 - b. Make streets friendlier and more inviting
 - c. Allowing homes with setbacks of 10 feet if they include front porches, instead of the 20 feet otherwise required
 - d. Require deeper setbacks for homes with garage entrances at the front
 - e. Exempt front porches from lot coverage calculations
 - f. Exempt porch square footage from taxable area calculations for homes
- 4) **Parking** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Develop off-street parking requirements that recognize that parking demand for new development is variable and allow flexibility to in meeting parking demand by allowing parking reductions for projects that include:
 - i. Mixed uses
 - ii. Shared parking
 - iii. Off-site parking within walking distance
 - iv. Programs to reduce vehicle trips and parking demand, such as unbundling parking costs, car-sharing, and free transit passes to project users

- b. Reduce parking requirements for residential projects whose occupants are known to have reduced vehicle ownership such as affordable housing, senior housing, etc) parking demand basis
 - c. Consider parking needs at an area-wide level (park once district) rather than requiring each site to provide its own dedicated parking
- 5) **Transportation Performance Measures** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Study the feasibility of developing appropriate transportation performance measures for multiple modes (transit, bikes, and pedestrians) with the ultimate goal of not relying exclusively on automobile LOS (Level of Service) as the sole measure of operational performance, especially on key corridors.
 - b. Develop evaluation/monitoring tools to measure the effectiveness of multimodal performance measures and adjust performance measures on periodic basis as necessary.
 - c. Give priority access for alternative forms of transportation
 - d. Reduce amount of parking
 - e. Redirect money that goes to cars to support alternative forms of transportation
 - f. Consider health outcomes of reducing vehicle traffic when allocating funding
- 6) **Land Use** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Encourage infill development in urbanized areas and discourage greenfield development in agriculture/open space/habitat/conservation areas.
 - b. Encourage a variety of housing types in all neighborhoods to allow residents to “age in place” and not force families whose situation changes to be forced to move out of their neighborhood.
 - c. Encourage a variety of retail services within mixed use developments appropriate to the demographics of the residents so that people don’t have to drive across town services.
 - d. Improve quality of all schools so that neighborhood schools become a first choice for parents and people don’t have to drive across town to take their kids to school.
 - e. Create public gathering places, outdoor cafes
 - f. Ensure that buildings have eyes on public spaces
- 7) **Safety** - Humboldt County jurisdictions should pursue policies, programs, and investments to improve community safety by:
- a. Work with neighborhoods to establish and support neighborhood watch groups.
 - b. Encourage eyes on public spaces, trails
 - c. Improve lighting
 - d. Increase presence of law enforcement
- 8) **Transportation Accessibility Measures** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Establish a seat on HCAOG representing human-powered transport
 - b. Increase the frequency of public transportation so that it is a viable alternative to automobile dependency
 - c. Provide 24 hour public transportation

- d. Ensure that transit routes serve the destination needs of those who utilize public transportation by providing reliable service to parks, grocery stores, health care, schools, and other services and amenities of daily life
- 9) **Safe Routes to School** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Require that schools establish and support walking groups to school (“walking school buses”)
 - b. Require that students attend their local neighborhood school
- 10) **Parks** - Humboldt County jurisdictions should pursue policies, programs, and investments to:
- a. Encourage the development of new parks and discourage the payment of park “in lieu” fees
 - b. Encourage the development of pocket parks to ensure greater access to local parks by residents
 - c. Encourage the development of playgrounds to ensure greater access to local parks by residents
- 11) **Partnership with the Private Sector to Promote Healthy Activity** - Humboldt County jurisdictions should pursue policies, programs and investments to:
- a. Encourage employers to provide time and other incentives to employees to engage in physical activity
 - b. Support employers who create incentives for employees to engage in physical activity by helping them find ways to reduce the cost of health insurance
 - c. Establish programs for businesses to provide sporting equipment and other goods and services to residents who can document engagement in physical activity

Day Two: Wednesday

Transportation

Goal A: Increase physically active transportation (walking, bicycling, transit) and reduce reliance on sedentary modes of transportation.

Policy A1: Develop performance measures to measure progress towards our goal.

- a. Implementation Measure: Measure and report per capita VMT and number of trips.
- b. Implementation Measure: Measure and report per capita passenger miles and number of trips by physically active modes.
- c. Implementation Measure: Periodically/annually evaluate and compare percentage of trips by mode relative to growth in population and travel.
- d. Implementation Measure: Count all modes a traffic study is done (corridor study, EIR for new development) so we have ongoing baseline data.



- e. Implementation Measure: Periodically collect surveys of transit riders for both demographic info, travel behavior info, and qualitative factors (cleanliness, etc)
 - Utilize existing technologies to understand where service gaps are (modify existing “transit trip planner” websites).

Policy A2: Increase both real and perceived safety of physically active modes by:

- Increasing sense of personal safety in the public realm (sidewalks, bus shelters, etc) and on transit vehicles.
 - Decreasing collisions, injuries, and fatalities (relative to total modal population, relative to total trips, relative to total volume of trips by that mode on a specific corridor).
- a. Implementation Measure: Completion / build out of ped/bike networks.
 - b. Implementation Measure: Develop streetscape standards that emphasize ped/bike safety (lighting, trees, greenery, traffic calming measures, etc)
 - c. Implementation Measure: Develop building design standards (ground floor transparency) and revise zoning codes (mixed use zoning, human activity presence, encouraging building lines to embrace the sidewalk, require better parking design, lighting) to emphasize ped/bike safety, especially on key ped, bike, transit corridors.
 - d. Implementation Measure: Facilitate the development of community/neighborhood watch programs to help increase safety and build neighborhood safety.
 - Promote/publish safe ped/bike routes as well as actual relative risks (risks of child abduction vs. risk of childhood obesity).
 - Promote a regional coordination / cooperation on transportation safety data & information.

Policy A3: Improve local and regional transit service, increase ridership, and improve public perception of transit (fast, frequent, fabulous).

- a. Implementation Measure: Extend the usefulness of privately-funded shuttles (casinos, social service providers, etc) to make additional loops/stops to supplement and coordinate fixed-route transit.
- b. Implementation Measure: Coordinate existing fixed-route transit services (schedules, hubs, marketing, fares).
- c. Implementation Measure: Develop standards for transit shelter amenities (seating, schedules, etc) tailored to local conditions/resources.
- d. Implementation Measure: Develop transit-oriented streetscape and building design standards for key transit nodes and corridors, partially funded via development impact fees.
- e. Implementation Measure: Improve amount and awareness of employer-based incentives for walking, biking, and taking transit and reduce auto trips.
- f. Implementation Measure: Improve locally-based programs and mechanisms to help people take transit and self-organize for ridesharing, walking school buses, bike buddies, etc.

- g. Implementation Measure: Study bus stop spacing and locations in order to make sure bus stops are in the right places and within walking distance of population.
- h. Implementation Measure: Improve frequency of service, especially in urban areas.
- i. Implementation Measure: Pursue private-public partnerships and streamline opportunities for employers/institutions to fund transit service that benefits their populations.
- j. Implementation Measure: Consider a variety of vehicle types to serve different types of needs (not everything has to be an industrial feeling large bus with a few passengers).

Policy A4: Develop funding mechanisms to accomplish previous transportation goal, policies, and implementation measures.

- a. Implementation Measure: Develop local funding sources that are not solely contingent on development (slow growth rate and cyclical funding source), such as:
 - Parking fees (public parking charges, unbundling parking for new development)
 - Transportation sales tax
 - Employer contributions as part of an “transportation management association”
 - Local gas sales tax
 - Impact fees
 - Local vehicle impact fee based on impacts of your vehicle impacts (weight, number, vehicle miles travel)
 - Maximize grants for availability
- b. Implementation Measure: Consider ways to reallocate and/or growing existing funding sources to prioritize “active transportation” investments while maintaining existing road maintenance.

Policy A5: Study how new development impacts transportation performance and develop tools to evaluate these impacts well as mitigation measures to address these impacts.

Access to Goods & Services

(Definition) Critical goods and services: access to nutritious food, medical care, childcare, senior centers, social and recreational facilities, essential goods for daily living

(Definition) Transportation nodes: safe, well-lit, pedestrian friendly central locations where you can access buses, safe bike parking, covered waiting areas, public toilets, parking, and critical goods and services with co-located housing options

Goal A: Critical goods and services are clustered at transportation nodes



(Healthy Hubs) that are accessible by all forms of transportation including public transportation, cars, walking, biking

Policy A1: Create a Healthy Hub Master Plan

- a. Implementation Measure: Community Development Services shall delineate details such as streetscape, weather protected secure bike facilities, off-street parking, design guidelines, etc
- b. Implementation Measure: Community Development Services shall facilitate early, maximum community input to ensure community ownership and support of the final plan

Policy A2: New development incorporates mixed-use or has specific access to transportation nodes

- a. Implementation Measure: Community Development Services shall work with regional transportation planners to study appropriate transportation impact fees for future development as well as targeted areas for transportation routes based on potential new development
- b. Implementation Measure: The Economic Development Director shall identify critical goods and services that support healthy choices and plan how to encourage them to locate near the Healthy Hubs (potentially a conditional use permit)
- c. Implementation Measure: Community Development Services shall work with community partners (e.g. CalTrans) towards interconnecting out-lying housing by trails and public transportation.

Goal B: Critical goods and services are clustered at transportation nodes accessible by all forms of transportation including public transportation, cars, walking, biking.

Policy B1: Community Development Services shall prioritize senior and supportive housing within a half of a mile transportation nodes or along transportation lines.

- a. Implementation Measure: Zoning should require “universal design” in development immediately proximate to Healthy Hubs.
- b. Implementation Measure: Provide for tax incentives for “universal design”.
- c. Implementation Measure: Local government shall be required to provide universal design build out within this defined area.
- d. Implementation Measure: Zoning shall allow senior and supportive housing as of right (density level to be determined).

Policy B2: Infill development within ½ a mile of a transportation node should be encouraged to include a variety of housing stock and co-location with goods and services.

- a. Implementation Measure: Zoning shall require mixed-use development of housing and critical goods and services.

Land Use

GOAL A: Create detailed community plans in areas where development is anticipated (master plan).

Policy 1: Infrastructure fund “sinking fund”

- a. Implementation Measure: Analysis of impacts/costs
- b. Implementation Measure: Establish nexus between new development and impacts on developing areas
- c. Implementation Measure: Public education campaign

Policy 2: Develop a form-based code

- a. Implementation Measure: Identifying who will pay for the charette and conduct WAY in advance & in conjunction w/ GPU
- b. Implementation Measure: establish in general plan concepts of form based codes to be implemented into zoning codes

GOAL B: Encourage mixed use development

Policy: Identify metrics/parameters for mixed use development

- a. Implementation Measure: Allow flexibility for identification of mixed used centers as part of GPU
- b. Implementation Measure: Develop a detailed plan for development of mixed use spaces with parameters/distances/ratios that work well for walkability that support mixed use

GOAL C: Less sprawl

Policy: Make development absorb/account for full costs of development impacts

- a. Implementation Measure: Identify costs of sprawl
- b. Implementation Measure: Create disincentives for sprawl

GOAL D: develop plan to create and protect open spaces that support active living

Policy: Congruency between conservancy and county covenants on open space

- a. Implementation: Identify where more park and open space need to be provided to support new developments
- b. Implementation: Partnership between land owners and public agency

GOAL E: Greater emphasis on green buildings

- a. Implementation: LEED-ND (neighborhood design standards by the US Green Building Council entitled 'Leadership in Energy and Environmental Design').

GOAL F: Sufficient affordable housing



Policy: Make sure have enough affordable housing

- a. Implementation: Sweat equity
- b. Implementation: Attachment units

Safety

Goal: Safe communities and safe passage within and between them.

Policy 1: Public education on safe travel in all modes.

- a. Implementation Measure: Staging community events that demonstrate multimodal safety.
- b. Implementation Measure: Bicycle and pedestrian safety programs in schools and workplaces.
- c. Implementation Measure: Community awareness marketing campaigns.

Policy 2: Safe travel routes clearly marked.

- a. Implementation Measure: Clearly marked and classified bike and pedestrian routes.
- b. Implementation Measure: Bicycle and pedestrian networks in all communities and between communities.
- c. Implementation Measure: Better signalization of crossing and routes.

Policy 3: Maximize user safety

- a. Implementation Measure: Mandatory helmet law for all bicyclists.
- b. Implementation Measure: Design for intersection safety.
- c. Implementation Measure: Increased traffic calming measures on major roadways.

Policy 4: Attracting more alternative transportation users through better facilities and user incentives.

- a. Implementation Measure: Better signage and facilities.
- b. Implementation Measure: Employer incentives to increase ridership.
- c. Implementation Measure: Increase use of outdoor spaces at night.



SUMMARY OF PANEL INSIGHT

Jeff Smith: District 4 Planning Commissioner

The HumPAL goal of getting 10% of people in Humboldt County more active is one everyone can agree on. The implementation of this is harder to get agreement on; we need to look outside the box to pay for the bike/pedestrian infrastructure. Smith stated that the redevelopment boat has been missed and that was probably the best opportunity to cover costs. The impacts of property rights and affordability must be considered. Smith stated that the minute someone has to pay for these impacts, they become an adversary of the project. He questioned why we cannot as a community pay for something we value. He stated that developers are ambivalent and are driven by the market and regulations. Developers don't need to be a hurdle. Public officials lack courage to implement plans in the face of infill oppositions. Smith stated that developers cannot do the infill and *have* to sprawl if they get fought on projects: HumPAL needs to support the political 'backbone' for infill or smart development.

Lisa Feldstein: Consultant

Feldstein stated that commissioners are volunteers and their work is a labor of love. They rely on planning staff. She advised that people send information in writing in advance [of meetings] and to bring more copies, as well as be organized and polite. Planning commissioners' task is to figure out, or balance, the best decision. She stated the need to explain things so different perspectives can hear issues.

Stephen Avis: Eureka Planning Commissioner, Fortuna City Planner

Avis spoke about seeking less threatening language about these issues for conservative communities. He stated the need for policy of elements that appeal to a broad audience – even in the conservative community of Fortuna, interest and progress occur and can happen anywhere. He encouraged people to seek supporters across the political spectrum.

Mark Wheatley, Arcata City Councilmember and (at the time) Vice Mayor

Wheatley stated that with diverse input comes a better product. Rural needs are different and are hard to get across to cities. He stated that currently two-thirds of kids faced with diabetes and diminished life expectancies than their parents. He cited Potowat as an example of implementation. There is a need for the right mix between public and private money. He also stated that kids need to be involved – this is also one way of getting through to parents. Wheatley advised using metrics, measurements (for example, Richmond diagrams) to get plans off the shelf and implemented. Wheatley suggested there be a planning academy for kids – this is one aspect of critical public education. Small, incremental steps can be taken via investment in fabulous projects so people can support it.



LESSONS LEARNED

Participants completed evaluations of the event (Appendix E). In summary, participants now feel more comfortable working on and discussing active living by design issues. Some of the most useful information from the charrette was reported to be the diversity of perspectives on how to achieve active living by design; the idea of including health professionals in planning; the specific tools planners can modify and use to include health measures in planning the built environment; the concept of using 'Quality of Service' rather than 'Level of Service'; and (for non-planners) learning the language associated with community planning. Participants expressed a desire to further learn about funding opportunities, social marketing techniques, and to further the work begun at the event by having public health officials educate planners and discuss opportunities to specifically plan for seniors, form public and private partnerships and develop active living by design 'best practices' for developers.

Participants noted that information learned at the event will be implemented through education of clients, elected officials, planners, Caltrans and public health. Several participants responded that they could directly implement the active living by design principles learned at the charrette in their daily work through wellness programs, county work plans, advising clients and recommendations to the County General Plan update. Funding opportunities, conflict mediation, access to event presentations and outcomes and more focused technical support were the most requested additional resources. Other requests were to provide more opportunities to do this type of work, development of goals related to small-scale agriculture and the frustration of pursuing regional trail development goals in the absence of a regional entity to assume long term operations and maintenance obligations.

After the charrette, the team met to discuss outcomes, lessons learned and next steps, as reported below.

Outcomes Analysis

- Many participants registered a great deal of satisfaction with both the expertise and array of subjects covered by these visiting consultants.
- Policy drafted in this effort in many cases will still require additional work by professional planners to be clear and useful. Time was too short for groups to be able to really work on goals, policies and implementation measures, which would have been more productive if the group drafting effort had been several hours in length. Could this be accomplished over weeks of time? (Difficulty is cost of consultants, if they remain involved. And, loss of 'intensive' focus on issues.) The other challenge was that HumPAL had initial feedback that if the two-day event was longer, then fewer people would attend.
- See summary of evaluations, above, and lessons learned, below for ideas about potential next steps.

Lessons Learned

Logistics

- Providing very healthy, delicious, light foods for snacks and meals was exceptionally well received.
- Using four (loaned) laptops, projectors and screens for notetaking during Day 2 group work turned out better than expected, and gave us a 'leg up' on having typed notes that participants could see during the process. Members of the Policy Subcommittee willingly loaned

equipment. Luckily, there were several people in attendance who could function as IT consultants and all LCD projectors functioned, which could have easily not been the case. Being down one scribe from the four planned, however, meant we had to ask for a volunteer who was not familiar with the process, plan or all of the language.

- We needed more and better 'breakout' space than we had.
- It was good to start in the afternoon and ease into the work, then start again in the morning when people were fresh.
- Needed bigger names on nametags.

Process

- Splitting up group work into day one and day two had both positive and negative effects: it gave participants time to warm up to new ideas and integrate new information before setting down to 'draft' policy the next day, however work on day one in many respects overlapped with that accomplished on day two, so that it was a little frustrating to some participants not to 1) use day one group thinking as a primer to start with on day two and 2) feel like they were in some cases covering a bit of the same ground.
- Going from discussing 'place' to 'policy' was a good technique.
- Iterative process that is common to charrettes was not reached here. It may not be as possible in this context.
- From an experienced charrette manager and facilitator: this was much harder than a standard charrette. In particular, the possibilities of what to discuss and focus on are enormous compared to a finite development project.
- A site visit for consultants before the charrette would be preferable. Would require additional funding.
- Mostly planners chose the transport group on day two: we allowed participants to self-select on day two.
- Need to work with all presenters closely to ensure their topic and approach fits with intended objectives.
- The LGC visuals/examples can come across fairly urban, which can have a dissuasive effect on some rural region planners/engineers.
- Should have involved the media as a participant so they could learn the issues.



Next Steps

Charrette Followup

- Several versions of the report should be developed: 1) thorough version with methods and information useful to funders and others who want to learn from our experiment; 2) more focused report on the policy recommendations for planners of all local jurisdictions; and 3) a summary for decisionmakers.
- Who implements these recommendations; need to identify.

- Take recommendations out to share with the public and further refine: repeat this process if possible with a wider variety of stakeholders. One approach might be to illustrate: these are the types of buildings and streets that these policies are intended to produce. Another angle: have an open house, lots of visuals, good food. Maybe LGC's Community Image Survey. Need more funding to do any of this.
- Identify top five policy priorities for HumPAL to pursue adoption.
- Interview County Planners to get input on how helpful (or not) the effort and report are.

For HumPAL

- Take opportunities for press conferences and op ed pieces: new document, field tour, etc...
- Idea: a 'planning academy' similar to that in Sacramento that is months long. There is a workshop version in Redwood City that has shorter events on a quarterly basis.
- HumPAL needs to frame the public debate on this issue. One idea is to help ensure proactive public education, such as the City of Roseville's presentation set to audio that aired regularly on public access television.
- Get advocacy groups more tools and information (e.g. peak oil action group).
- Bus tour of ALBD examples, some local. Then take this info and momentum to produce the healthy development checklist.
- Need to develop political backbone on this issue: public education, get staff, electeds and appointeds more info.
- Need more clarity about HumPAL's '10% more residents physically active' goal: which residents, those moderately or not active?
- Need to make more explicit connections between active transportation and health.
- Input was received that HumPAL needs to focus on educating the public at large; especially in contentious neighborhoods where projects are proposed that could promote or dissuade ALBD, and where neighborhoods are opposing ALBD approaches.

For HumPAL's Partners

- Public Health Officer and team need to go give a training to the Community Development Department(s) with more detail and statistics: planning/engineering participants in particular asked to learn more about the Public Health Officer's presentation topics. There are staff who want more information but don't have time to chase it themselves.
- Pursue pledges by various groups to pursue specific policies and implementation measures (e.g. Green Wheels takes on biking buddies program concept).

Health Impact Assessment

- A HumPAL project funded by current grant, to team up to host a workshop about HIA in rural regions. Previous discussion has focused on diverting from a workshop to actually conducting an HIA.
- Resistance and infeasibility if applied to private developments. (A design checklist is good for private developments.)
- A good application to perhaps analyze the General Plan Update or other plans.

Healthy Development Checklist

- One of HumPAL's next projects funded by current grant. Audience is planners, architects, engineers, commissioners, developers.
- Involve key interested participants and stakeholders in creation of checklist.
- With existing budget, focus on creation of a two-page summary. Identify needs and opportunities for more desirable ~20-page version and seek funding accordingly.
- Is it a 'design' or 'development' checklist? Development... more practical vs. ethereal.
- LEED-ND checklist has some useful information to start with. Shasta's is good but general. Need to customize for Humboldt County.
- Either use it as an endorsement tool or franchise it to other groups.
- Would help to have a layperson's checklist as well.

Active Living By Design 'Bus Tour'

- Idea for next project; currently unfunded.
- Where? Original motivation is to see New Urban Builders' projects in Chico and Redding. Could also consider ALBD issues in Willow Creek and Weaverville on the way. Another route option is Cloverdale, Windsor, Petaluma.
- Include folks from local sites to discuss projects and get them to help organize, as well.



APPENDICES

Appendix A

Methods, Invitation, Agenda & List of Participants

Originally, the HumPAL team had planned to host visiting experts at two ‘roundtable’ discussion events for a variety of decisionmakers, each to be followed by evening public presentations – a standard HumPAL format for both engaging decisionmakers and educating the public on a variety of active living by design issues on a limited budget. Topics were conceptually going to be focused on ‘Complete Streets’ and ‘Integration of Land Use & Transportation Policy to Achieve ALBD’. However, with high travel costs to bring visiting experts to this area, and a desire to produce a set of policy recommendations out of these efforts, we gravitated toward joining these events into a more intensive ‘workshop’ format. Additionally, HumPAL staff has long desired to see the charrette format used in Humboldt County, and also wanted to foster a collaborative approach to understanding good ALBD policy.

Charrettes are not well known or understood by most professionals in Humboldt County. Charrette facilitation training is expensive and there are no known NCI-certified facilitators in the area. The traditional multi-day format is also costly and is perceived to be beyond the financial means of most jurisdictions or developers, partially because the benefits of proactive, collaborative problemsolving are not well understood. The model of a charrette was chosen to introduce the concept and technique and because of the intensity with which the work is approached. Guaranteeing participants something time-certain with tangible outcomes and negligible cost was the process goal. It was determined by the consulting and HumPAL team that the term ‘charrette’ was an adequate description as long as it was described as a deviation from standard charrette design.

As a result of a multi-disciplinary team from the county attending the annual LGC Smart Growth Conference earlier in the year – including HumPAL staff, the Director of Environmental Health and a County Supervisor – it was determined that this event needed to make clear the importance of the county’s “healthscape” and the need to “bust professional silos” by providing an opportunity for participants to challenge compartmentalized knowledge. The charrette was designed to encourage all participants to see themselves as knowledgeable about an important component of the county’s health and reliant on others to be successful. Activities were designed to give participants the opportunity to meet professionals from a wide array of disciplines in order to facilitate future collaboration and capacity-building.

The HumPAL Policy Subcommittee met weekly to help HumPAL determine how best to ensure an effective event, determine who to invite to participate and collect necessary background information. Outcomes of these meetings and weekly hour-long phone conferences with the consultants were shared between the two parties. Prior to the event, Nelson|Nygaard Consulting Associates established an FTP site where there was an active exchange of materials and vetting of presentations.

Nearly three weeks in advance of the event, hardcopy invitations were sent to members of (private and public sector) professional planning and engineering communities, public and environmental health staff, planning commissioners (particularly from the County),

elected officials, homebuilding building and realty professionals, lending institutions, public safety officers, public school administration representatives, and a variety of community organizations representing seniors, youth, disabled and non-motorized transportation advocates. HumPAL quickly realized that hardcopy invitations were not being processed, and scrambled to collect email addresses and send email invitations. We determined that hardcopy invitations were time consuming and less effective than email invites. However, notes written on, for instance, letters to County Planning Commissioners by the County Public Health Officer and Environmental Health Director seemed to have a very positive effect – four of six Commissioners attended all or part of the event.

HumPAL staff intended to meet with a few key groups of stakeholders before the event to discuss ALBD in each stakeholders' context, but ran out of time to meet with more than County Planners.

The County of Environmental Health processed RSVPs, and the Area 1 Agency on Aging arranged food orders. Policy Subcommittee member organizations loaned laptops, LCD projectors and screens for breakout groups. AmeriCorps Watershed Stewards assisted with logistics onsite.

Participants were asked for a \$20 donation to help cover food and materials expenses, and to create a feeling of “buy-in” among participants. HumPAL had never previously charged for an event. It did not seem to negatively affect attendance and it enhanced the ability to plan accurately the amount of food and materials needed. Scholarships were offered to anyone who asked – one participant took advantage of this offer.

The event agenda is included in Appendix A, and was modified to reflect actual times of event components. The event was planned to be two half-days because it was determined this schedule would result in more attendance than two full days, since this issue is just emerging as an important one in Humboldt County and because potential attendees seemed to prefer a schedule that felt like less impact on their work-days. One day was determined to be too short to share the information necessary and to get participants the tools needed to draft policy. The evening in between gave the team time to assess, summarize and provide updated materials to group in the morning.

HumPAL staff, members of the Policy Subcommittee and consulting team gathered early on Tuesday, August 7, 2007 to refine scheduling and facilitation tasks and intended outcomes. The team worked on Tuesday night to compile notes and create presentations reflecting values and visions of participants. The team met on Wednesday afternoon and over dinner to go over outcomes, lessons learned and next steps.

Invitation

July 11, 2007

Dear X:

The Humboldt Partnership for Active Living (HumPAL) invites you to **join a brief but productive effort to help support vision for healthy, sustainable, equitable, and economically-productive communities.**

Please plan to attend the **“Defining Healthy Community Design in Humboldt County” Policy Charrette** Tuesday afternoon August 7th from 12:30-5:00 p.m. and Wednesday August 8th from 7:30-1:00 p.m. at the Eureka Women’s Club, 1030 J Street.

What is a charrette? It’s an intensive, multi-day, multidisciplinary process which culminates in the creation of a solution. This charrette is being initiated to address the challenge of crafting good healthy design policy, which can’t be done without bringing people with different expertise together in the same room to work collaboratively. Traditionally, charrettes are used by planners, architects and others to design buildings, neighborhoods, and cities. This **Policy Charrette is a first-of-its-kind effort to use the intensive charrette process to suggest policies addressing health and the built environment.**

Why should you attend the ‘Defining Healthy Community Design’ Policy Charrette?

- To increase your understanding of and enthusiasm for the **benefits of land use and circulation policies which enable healthy lifestyle choices;**
- To learn how active living policies are **integral components** of land use and transportation plans – and profitable development responses to changing demographics – **rather than more burdensome regulatory guidance;**
- To build stronger **working relationships** with others working on active living policy in Humboldt County;
- To have a **voice in the drafting of policies** to guide health-supporting development in our county; and
- To help us provide **active living policies useable by all local governments** that will fit into General Plan Land Use and Circulation Element formats and the Regional Transportation Plan.

To facilitate this fast paced, interactive, hands-on event, we will be joined by three multidisciplinary experts in the fields of land use planning, transportation planning, development and the built environment, and public health:

- Lisa Feldstein, J.D., formerly of the Public Health Law Program, a project of the Public Health Institute (www.healthyplanning.org), with expertise in facilitation, health-based land use and transport policy.
- Paul Zykofsky, Local Government Commission (www.lgc.org), with expertise in charrette facilitation, active living and land use policy expertise, and engaging diverse stakeholders.
- Jeremy Nelson, Nelson\Nygaard Consulting Associates (www.nelsonnygaard.com), with expertise in innovative transportation policies to reduce auto traffic and increase mobility options and development incentives and design standards that support healthy communities; facilitation and community outreach specialist.

To register: call Humboldt County Environmental Health at 445-6215 before July 25th

Bring: \$20 (made out to RCAA-HumPAL) for continental breakfast, a ‘silo busting’ networking lunch on Wednesday and materials costs. We’re unable to offer a discount for partial attendance.

You will receive: a charrette information packet prior to the event

Space is limited and scholarships are available. Partial funding of the event is provided by The California Endowment and the Partnership for the Public's Health, a project of the Public Health Institute.

We hope you can join us for this exciting, one of a kind opportunity to work with one another across disciplines and jurisdictions to draft policies useful to us all.

Sincerely,

Jennifer Rice, Humboldt Partnership for Active Living and Co-Director, Natural Resources Services Division, RCAA

Defining Healthy Design in Humboldt County: A 'Policy Charrette'

with the HUMBOLDT PARTNERSHIP FOR ACTIVE LIVING, 2007

Tuesday, August 7: Afternoon Workshop

Eureka Woman's Club, 1531 J Street, Eureka

12:30 **Greeting, Sign-in** and 'values' exercise

1:00 **Welcome, Purpose, Introductions**

Why Consider Health When Planning & Designing The Built Environment?

Lisa Feldstein, J.D.

Toward A Healthier Humboldt

Facts and figures by *Ann Lindsay, M.D., County Health Officer*

1:50 **Humboldt's Active Living 20-Year Vision** *individual participation*

Through A Health Lens: Land Use & Transport Planning

General Plans & Land Use Planning Impacts on Public Health by *Paul Zykofsky, A.I.C.P.*

Circulation Elements, RTPs, zoning codes, LOS and other planning measures: how they relate to and impact active transportation by *Jeremy Nelson*

Q & A

3:25 BREAK

3:35 Land Use & Policy Trends on the Healthscape

Examples from Humboldt County by *Planwest Partners*

3:50 Our Active Places: Where Are They And How Do They Work?

Groups of 8 or less:

1. Describe a place where you can (or do, have) live/d actively (what works, what inhibits active living? what makes you drive, walk?)
2. Work backward to identify envisioned policy requirements for this place
3. Organize and report group summaries by categories of values, identified earlier

4:45 **Closure, Agenda For Tomorrow Morning**

See reverse for Wednesday agenda

For more information about HumpAL:

Call 707.269.2054

Email humpal@nrsrcaa.org

Click www.nrsrcaa.org/humpal

Sign up for our free bi-monthly e-news!

For more information about Lisa, Jeremy and Paul's work:

Public Health Institute's Land Use & Health Program: www.healthypanning.org

Nelson/Nygaard Consulting Associates: www.nelsonnygaard.com

Local Government Commission: www.lgc.org

Wednesday, August 8: Morning Workshop Eureka Woman's Club

7:30 **Healthy Continental Breakfast**

8:00 **Summary of Tuesday's Work & Instructions For Group Work**

8:15 **Community Image Survey: An Introduction** Paul Zykofsky, LGC

8:30 **Drafting Active Living Goals, Policies & Implementation Measures for Humboldt County**

Groups of 8 or less address one of the following problem statements:

- Transportation:** Policies and tools to ensure scarce transportation dollars are prioritized for transport projects addressing health goals. Examples: Performance measures; prioritization tools, evaluation tools, streetscape design guidelines, etc...
- Land Use/Development/Built Environment:** Policies and tools to ensure new development and redevelopment (greenfield or infill) address health goals. Examples: General plan designated growth areas, zoning codes, building design guidelines, etc...
- Facilities Siting, Design, Public Access to Goods & Services:** Policies and tools to ensure new and existing government/service facilities (e.g. schools, clinics) are located and designed to address health goals. Examples: Siting criteria for new facilities, design guidelines for government facilities, 'healthy access' plans to ensure adequate multimodal infrastructure and connectivity to new existing facilities, etc...
- Safety** (determined after Tuesday's values and vision input)

9:40 **Evaluation of Active Living Policy Ideas**

Each group presents their drafts and all discuss

10:30 **BREAK**

10:45 **HumpAL: Sharing Charrette Outcomes**

11:00 **Strategizing Implementation: Current & Former Planning Commissioners**

discuss constraints and opportunities related to implementing charrette ideas and priorities

- Lisa Feldstein, former San Francisco Planning Commissioner
- Mary Gearhart, Humboldt County Planning Commission
- Stephen Avis, Eureka Planning Commission
- John Marshall, Fortuna Planning Commission

12:00-1:00 **"Policy Event of the Season" Lunch** – networking about next steps

Closure, Input & Appreciations

Thank you for your participation!

The Humboldt Partnership for Active Living, a program of the Natural Resources Services Division of Redwood Community Action Agency
THANKS

Funders for making this event possible

The California Endowment The Partnership for the Public's Health (a program of the Public Health Institute)

Cooperators for contributing staff time to making this event successful

Humboldt County Department of Health & Human Services: Environmental Health & Public Health Branches
Planwest Partners Area 1 Agency on Aging

HumpAL Policy Subcommittee Members for their time and energy to craft an innovative

Ann Lindsay, M.D., County Public Health Branch
Brian Cox, County Environmental Health Branch
Tiffany Wilson, Planwest Partners
Lindsay Walker, Caltrans District 1
HumpAL, NRS/RCAA staff: Melanie Williams, Jennifer Rice, Brooke Sayre, Helen L'Annunziata, Morguine Sefcik
Logistics Support: County Environmental Health, A1AA, AmenCorps Watershed Stewards
Chris Rall, Green Wheels
Mark Wheelley, City of Arcata Council
Mark Lovelace, Healthy Humboldt
Julie Sessa, Area 1 Agency on Aging

Consultants for bringing their experience around the state and beyond to Humboldt County and for their personal time

Paul Zykofsky, Local Government Commission: www.lgc.org
Jeremy Nelson, Nelson|Nygaard Consulting Associates: www.nelsonnygaard.com
Lisa Feldstein, J.D.: Lisa Feldstein Consulting

List of Participants

Name	Organization	Title
Aaron Antrim	Greenwheels	Outreach Director
Adele James	The California Endowment	Program Officer
Robert Bronkall	County of Humboldt Department of Public Works	Associate Engineer
Brian Cox	County of Humboldt, Environmental Health Branch	Director
Chris Rall	Greenwheels	Executive Director
Chris Jones	Tri- County Independent Living	
David Spinosa	County of Humboldt, Environmental Health Branch	
Dorina Espinoza	Co. of Humboldt, Public Health Branch; Network for a Healthy CA, Northcoast Region	Physical Activity Specialist
Jessica VanArsdale	California Center for Rural Policy	Faculty
George Williamson	Planwest Partners	Principal Planner
Warren Tamerius	Hoopa Valley Roads Department	Transportation Planner
Susan Ornelas	Jacoby Creek Land Trust	Executive Director
Jeff Smith	DANCO Builders; County Planning Commission	Commissioner
Judy Anderson	Humboldt County Board of Education	Boardmember
Karen Diemer	City of Arcata, Environmental Services	Director
Katherine Armstrong	Partnership for the Public's Health	
Lindsay Walker	Department of Transportation, District 1	Transportation Planner
Maje Hoyos	County of Humboldt, Environmental Health Branch	Environmental Health Specialist
Michelle Postman	County of Humboldt, Public Health Branch	
Mary Gearheart	County of Humboldt, Planning Commission	Commissioner
Peter Jarasusch	Winzler and Kelly Consulting Engineers	Transportation Planner
Julie Sessa	Area Agency on Aging	Coordinator
Rick Martin	Northcoast Unified Air Quality Management District	Air Pollution Control Officer
Mark Wheatley	City of Arcata; Department of Fish & Game	Councilman; Basin Planner
Scott Kelly	Spencer Engineering	Principal Engineer
Sheila Parrott	City of Eureka	Traffic Engineer
Steve Salzman	Winzler and Kelly, Consulting Engineers	Senior Project Manager
Tiffany Wilson	Planwest Partners	Planner
Mike Atkins	Atkins Resources	Registered Professional Forester
Joyce Houston	County of Humboldt, Public Health Branch	Dietician
Alyson Hunter	County of Humboldt, Community Development Dept	Planner
Ann Lindsay	County of Humboldt, Public Health Branch	Health Officer
Joyce Plath	Eco Lodging	Building Designer
Susan Penn	Northcoast Environmental Center	Development Director
Michael Richardson	County of Humboldt Department of Community Development	Planner
Connie Stewart	Assemblywoman Patty Berg's Office	
Lara Weiss	County of Humboldt, Public Health Branch	
Sonja Kin	Caltrans Office of Planning	Transportation Planner
Stephen Avis	City of Fortuna Planning Department, Eureka Planning Commission	Assistant Planner, Commissioner
Dick Hansis	Humboldt State University, County Planning Commission	Professor, Commissioner

Appendix B

Values Exercise Responses

Economic – jobs and socioeconomic consciousness

- Development served by public utilities
- Jobs
- Prosperity
- Development that supports the community
- Housing for everyone
- Compact and desirable housing development

Recreation

- Affordable culturally active community – concerts, conferences, theater
- Recreational opportunities
- Recreational opportunities

Agriculture & Food

- Agriculture Industry
- Good local food
- Farmer's Market
- Access to high quality food
- Knowing your farmer

Friendly Neighborhoods & Close Communities

- Know neighbors, friendly
- Friendly neighbors who feel like they live in a neighborhood
- Knowing your neighbors
- Small community values
- Friendliness of communities
- Neighbors that are friends
- Feeling of community
- People know and care about each other
- Maintain county as a “good place to raise children”

Land Use Designation and Development

- Open spaces for recreation
- Compactness of towns
- Clean air and water (achieved by cluster development)
- Open space
- Preserving open natural places
- Destination within walking distance – mixed use
- Rural living (low density)
- Reduce sprawl
- Small enough to move around easily
- Small communities



- Ability to easily interface with the natural environment
- Ag lands mixed with towns and rural housing
- Consolidate development
- Articulated communities

Walking & Biking

- dependency on fossil fuels
- safe to walk everywhere
- neighborhoods that are walkable and likeable – people before cars
- rarely need to drive my car
- bike paths inner city
- bicycle/walking opportunities and a culture that encourages these activities
- exercise in everyday lifestyle
- bike path Arcata to Eureka

Public Transportation

- public transportation that is not scary
- thorough and reliable public transportation
- functional public transportation
- public transportation and facilities to encourage alternative transportation
- coordinated public transportation

Nature

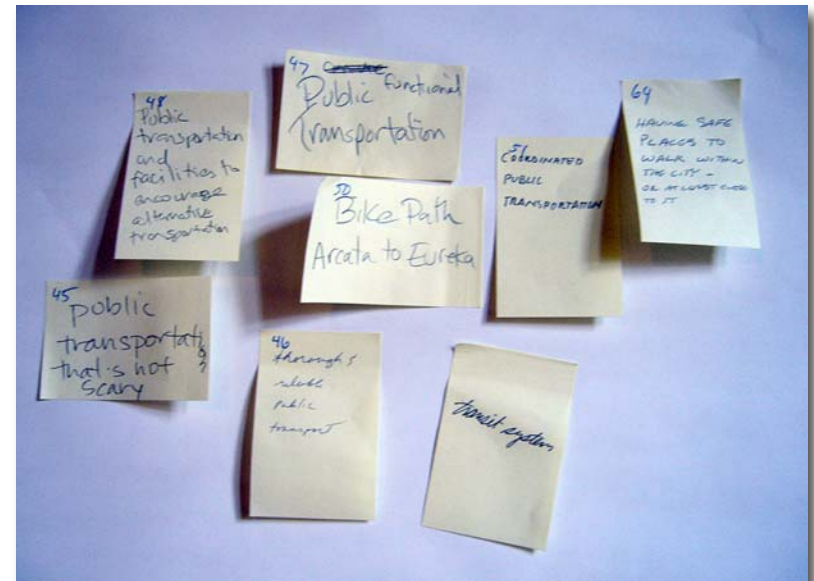
- good air quality
- timberlands
- beautiful environment: redwoods, ocean, nature
- public access to rivers and beaches
- nature at its best
- visual serenity from nature
- access to wildlands
- fresh air
- native songbirds
- integrate nature into the urban environment
- ready access to natural landscapes
- good: surf, snow, trails, rivers

Safety

- having safe places to walk within the city – or at least close to it
- safe environment
- safe walking paths throughout community
- safety for bicyclists and pedestrians
- can safely walk (in a short period of time) to a food market that has fresh, fresh produce
- Safe walking and living places

Physical Activity

- incorporate physical activity into daily living; exercise safely right outside my door
- access encourages activity



- PE in every grade in elementary school

Education

- good education/entertainment opportunities

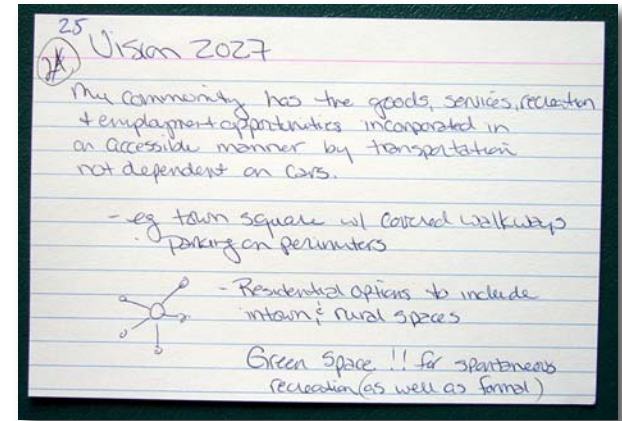
Miscellaneous

- Connections – schools, business, government, non-profits
- Ability to enjoy outdoors year 'round
- Slower pace
- Efficiency instead of waste
- Friendly, weather, medical care, education
- Acceptance of diversity

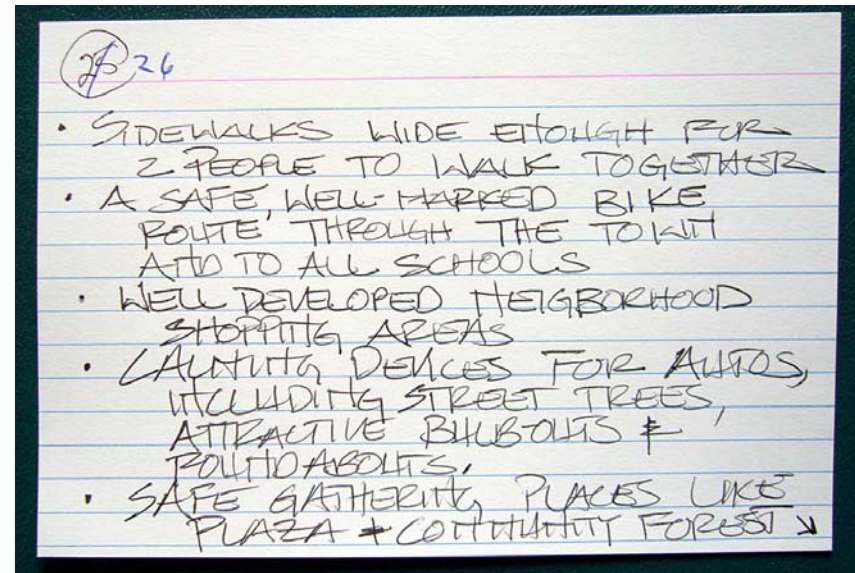
Appendix C

Vision Statements of Policy Charrette Participants

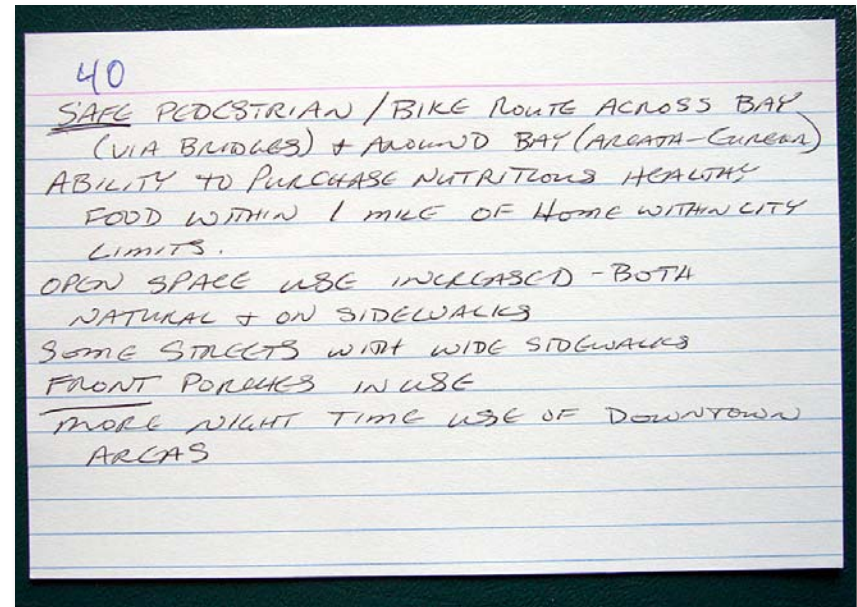
1. An area that is safe for all species – clean air, water, few toxins, stabilized sea level. Everyone will be respected – it will be a civilized place (people will behave civilly). It will be fun to live here!
2. Sidewalks: the whole length of the Hoopa valley floor. Addition of bicycle lanes and trails/multi-use paths for the majority of surface streets and pedestrian use areas. Pedestrian crossing at Trinity River Bridge and “Blue Slide” stretch of Hwy 96.
3. Ban on politicians; well paved/maintained roads and interconnecting modes of transportation, sidewalks, bike lanes, etc; no graffiti; all overhead utilities undergrounded; well-funded law enforcement; expanded shopping opportunities
4. Frequent public transportation and affordable housing located near services; infill development and redevelopment before sprawl; connectivity – bike and pedestrian- between communities; Larger airport; 101 bypass in Eureka; PM10 and PM2.5 attainment; economic diversification for local employment opportunities that provide a living wage
5. Diverse community groups integrated, participating in a balanced way. Maintain/ enhance access to nature. Increased active transportation opportunity. Less fog, more sun. Educational opportunities. Economic stability for all. Healthy. Fruit trees, community vegetable gardens.
6. A community where people young and old take leisurely strolls through pedestrian crowded streets in the evening. The outdoors is a social area where neighbors can chat with neighbors and children have a place to organize play. Fresh food is readily available streets are too narrow for car traffic and parking.
7. Fieldbrook – narrowed street for car travel and walking/biking path on one or both sides of the street separated by a “green zone” – this would go the 10-mile length of Fieldbrook Road. There would also be speed humps near the school and community store to make sure people slow down, side streets would have walking paths on one side that can accommodate walkers/bicyclists going either direction. There are solar-powered street lights along side streets along rural areas of Field brook roads.
8. An affordable, accessible community – accommodating many resources; history as a legacy – preserves resources
9. Gas costs \$6.00/gal – most of the students at HSU ride a bike/walk/bust. There is a bike lane between Eureka and Arcata. We have been through a recession and people’s attitudes have changed to value small pleasures/goods/neighbors/etc. This has matured our community outlook, more organic food is grown, and people are choosing it for health/flavor.
10. Exterior of shops offices – downtown etc look Fresh and clean and well-maintained. No storied parking garages – small lands lots around the DT area. No freeway through downtown Eureka – move it to outside bypass – then make streets walkable with benches. Complete old town and boardwalk area – be able to walk along bay – but in order to walk the transients and homeless have to be reduced – SAFETY – people won’t walk if they don’t feel safe – our community needs to Clean Up – drug culture – criminal activity with it must be reduced or eliminated.



11. I'll be 56 so it'll be tougher to walk or bike one mile to down ton. I envision the crappy convenience store and vacant commercial lot becoming a mixed-use high density development supporting a restaurant and café and development of the grocery store into one with better options. Upstairs SRO's could provide density to support these businesses. The nearby school hopefully will become more legally accessible for me to run my dogs. I don't envision many changes in the immediately neighboring residences except younger people
12. A community in which I can walk or use my bicycle for all of my local trips and transit would take me everywhere else. A vibrant agricultural community supplies us with food. Healthcare for all. A truly participatory local government. Quick access to open space areas. A living wage for everyone.
13. Humboldt County's population has grown by ten percent over the last twenty years, perhaps even much more, with migration from So. Cal and the growth of HSU according to the CSU master plan. Despite this, there has been very little encroachment on the open spaces that have attracted people to Hum Co and vigen it its character because of development has occurred within existing city limits. Downtown areas have been built-up, with residential units required at the top of all multi-story structures. This micro-urban density, along with policies that have ended subsidized parking have created corridors ideally suited for the frequently running buses.
14. Change in infrastructure. Cities and counties becoming more independent yet easily connected by public transportation. Cleaner cities and less sprawl. Social services – children to seniors. Parks/local farming.
15. Walkable; public gathering places; low crime rates; community open spaces; sustainable economy; opportunities for higher/community education; street trees; when I get old I want to “walk” to the bar, store, coffee shop. I want to be able to ditch my truck and live a full life.
16. Less cars, more ped/bike paths. No car in city center. Green buildings everywhere. Public transport between cities. Food being produced in “open space.”
17. I live in Henderson Center/work downtown. Need smaller community grocery stores like there were 10-15 years ago in the Henderson Center. Slower traffic – more traffic calming. Wider sidewalks in some places. Emphasis OFF Broadway. Neighborhood schools – all of our ?? schools border the city – the only public elementary schools are on the fringes of town. There are a couple of private schools in the middle of town.
18. Local food production – 80%? Most trips by walking, bicycle or small electric vehicles. Access for everyone to food, recreation, healthcare, education, social interaction, physical activity that does not require going to a gym/health club. Much production local so that impacts are visible.
19. Re-route 101 traffic around Eureka; infrastructure rehab – public utilities. More bike trails. More sheriffs.
20. Big city with the feel of a small village. Community pockets interconnected with corridors of public transportation and green connectors to a belt. Ockets with youth center, senior volunteer program, arts for the community, markets, and police/assistant centers.
21. Bike-able routes. More access for fresh produce. No additional fast food places. Preserved open space. Emphasis on transit modes that don't worsen air quality. Reduced obesity rates
22. Bike/ped paths connecting neighborhoods, bay, gulches; calming, nature-scaped streets; dark sky compliant lighting; public transportation that is well scheduled; quiet; more small grocery stores
23. Affordable, energy-efficient diverse income folks living together. A community where I can once again give up my car and get around. Trails around the Bay that meets needs of seniors and kids; easy access to schools, open space, visitability, healthy food, medical care, community gatherers. Things are like when I was kid ??
24. 20 year vision: integrating walkable/bikeable urban landscape; interconnected open space; linking with communities to our N,S,E,W. Strong ???



25. Vision 2027: My community has the goods, services, recreation and employment opportunities incorporated in an accessible manner by transportation not dependent on cars. E.g. town square with covered walkways, parking on perimeters, residential options to include in town and rural spaces, green space for spontaneous recreation as well as formal
26. Sidewalks wide enough for 2 people to walk together; a safe, well-marked bike route through the town and to all schools; well developed neighborhood shopping areas; ? devices for autos, including street trees, attractive bulb-outs and roundabouts; safe gathering places like plaza and community forest
27. No crime: crime is the most significant deterrent to youth pedestrians. Road/walk/bike traffic accommodated through rural areas that connect communities; i.e. rail to trail conversion.
28. Expanded waterfront activities; reintroduce trolley or light rail in Eureka, connect on exist rail system to Scotia/McKinleyville; more neighborhoods centers like Henderson Center; dedicated bike boulevards crossing Eureka with no cars or with no thru route for cars; safe trails through gulch areas; more fog; community gardens
29. walking routes; bike routes; more parks; swim pool; recreation center; public golf course; historic walking routes (trails); better shopping
30. In 20 years, I'd like my community to be safer and more economically stable. I'd like to see a population that's healthy and self-supporting. I would like no more sprawl until every urban lot has been developed. Development should be served by public water, sewer, fire services, etc.
31. Fresh fruits and veggies and nutritious foods available within walking distance to more of our population
32. Seniors can live in affordable housing and access goods and services even if careless
33. Friendly neighborhoods with beauty all around
34. More sidewalks and bike paths
35. Seniors can move to smaller houses in the same neighborhoods where they raised their families and keep their neighborhood network intact
36. Opportunities to purchase locally grown foods
37. A safe city that has the minimal impacts to the environment, i.e. sustainable – people can own a home and take pride in being part of a community vision. Development is limited to the existing boundaries and the transportation modes are balanced. You chose the ?? and the path is before, use water and wastewater are sacred and reused – we reuse everything possible. Everyone is aware of their impacts and means are available to reduce theirs.
38. All people have access to healthy food, places to be physically active, public transportation that does not rely on fossil fuels and healthcare
39. Arcata and Eureka closed off city centers to all motorized traffic, except police when necessary. City centers would be for pedestrians, bicyclists, and disabled – OK ADA approved! All major arterials and corridors have safe bike paths and ped ways to accommodate travel to and from Eureka – Arcata – McKinleyville – Trinidad. This would also link CA Coastal Trail for visitors and local to enjoy safely. Increase landscaping beautification, esp McKinleyville and Eureka. Maybe Arcata – Eureka corridor could have a covered bike path.
40. Safe pedestrian/bike route across bay (via bridges) and around bay (Arcata/Eureka) ability to purchase nutritious healthy food within 1 mile of home within city limits. Open space use increased – both natural and on sidewalks. Some streets with wide sidewalks; front porches in use; more night-time use of downtown areas.



Appendix D

Policy Charrette Evaluations

1. Do you feel like you gained knowledge that makes you feel more comfortable discussing and working on ‘active living by design’ (ALBD) issues?
 - Yes (x7)
 - Absolutely (x2)
 - More about introducing the concept than understanding it
 - I like having experts from various aspects of built environment to better understand intersections and competing uses
2. Information that was particularly helpful in the last two days:
 - It is important to complete gaps in pedestrian and bicycle facilities
 - Info that helps integrate community planning/ development with public (attn?) Specific tools used by planners that can be modified to include health measures
 - Orientation to format Goals, policy, implementation
 - Transit in a rural area will most likely be a pipe dream. Much like the railroad.
 - The most useful part was the facilitated discussions – everyone had ideas, Lisa helped us fit it into GPU format
 - Hearing a diversity of views on how to achieve active living
 - Include health professionals in planning
 - Hearing perspective of planners, developers – a little bit anyway. Openness to listen and respond to a variety of perspectives
 - Coming from health education standpoint, learning from and learning the language of planners and developers was great
 - Concept of Quality of Service vs. LOS
 - Converting general ideas/ concepts into specific policy and implementation on language; learning planning discourse
 - Jeremy’s presentation on alternatives to LOS and other traffic models, analyses, etc. ways to make trans. Routes safer, more viable
 - Transferable lessons from other communities
 - Opportunities to integrate health/ trans criteria
 - Transportation
 - Local Govt. Commission’s work
3. Are there other ALBD topics or issues you want more information on or training about?
 - Funding sources to implement public projects
 - How funding works – Caltrans, school buses, etc.
 - Would like one opportunity for public health to take the lead and educate planners / developers
 - Social marketing might be topic we could all benefit to learn
 - Continue work begun today
 - How to achieve goals on time (implementation)
 - The senior population may be the group that increases most substantially in the near future – what are their needs and how can we plan for them
 - Social marketing
 - Best practices and requirements of developers

- How to best get the word out
- Public/ private partnerships
- Senior/ supportive housing projects
- LOS Criteria/ ??? metrics

4. How will you use information you learned here in your work or in your community?

- Recommend the policies in the General Plan. Have funding sources identified to ensure that the policies can be implemented. Otherwise, the policy is a pipe dream
- Networking opportunity is important for my work
- I love the idea of including all risks in decision making (e.g. childhood risk of abduction vs childhood risk of obesity)
- Public Health will work with planning to incorporate ideas developed in charrette in GPU
- I will incorporate and integrate ALBD principles into planning of development and activities.
- Advocate for more useable, frequent plan for them, transit from rural communities advocate for access to healthy foods in all our communities through planning process.
- In planning and implementing county work plan
- Wellness programs
- Advising clients, educating public
- Enhance conversations with Caltrans, planners, county and local officials; build state support for local projects that include ALBD. Promoting HumPAL among neighbors and friends (I'm also re-inspired to drive even less!)
- Educate the public and electeds on the amenities that our community will receive as a result of ALBD friendly developments
- Project specific and broader planning strategies
- Opportunities to educate community
- Thinking through complexity of built environment factors and taking a more realistic approach to promoting health through built environment

5. Are there additional resources you need that would allow you to use this information more effectively?

- Funding to build identified public projects
- Lisa F's draft papers she showed us Tuesday
- Need more baseline info on details
- Documentation of workshop outcomes available to public, consultants, policy makers
- Love the idea of a Healthy Living best practices checklist for elected officials and planners
- Jeremy!
- More focused technical assistance – funding strategies
- Conflict mediation among competing interests

6. Is there anything you'd like to share that you didn't get to say? Fee free to use the reverse.

- Policies need to remember "time = money" when encouraging non-motorized transportation. If it is not convenient, it will not be fully (or even partially) used.
- We need more opportunities to do this work
- Goals aimed at encouraging small-scale sustainable commercial agriculture to grow that healthy food.
- Fantastic lunch on Wed.! Thank you.
- The need to link these rural/ urban trail development opportunities on a regional scale will not occur without a regional management entity to assume the long term operations and maintenance obligations. This must be resolved in the context of broader open space issues.

Appendix E

Policy Charrette Budget

Estimate does not include in-kind labor or equipment usage or administrative and overhead costs.

HumPAL labor (approximate)	\$10,000
Consultants time, materials, travel and per diem	\$13,865
Long distance charges	\$237
Facility rental	\$250
Food and materials (approximate)	\$500
TOTAL	\$24,852

Appendix F

Policy Charrette Presentations

Attached, in chronological order, to the complete form of this report. To reduce file size for the version of this report that is sent via email, presentation PDFs are viewable online at www.nrscaa.org/humpal.

