

“County Policies & Initiatives to Build Healthier Communities & Workplaces”

James F. Rhodes, AICP
Planning Director

December 1, 2011



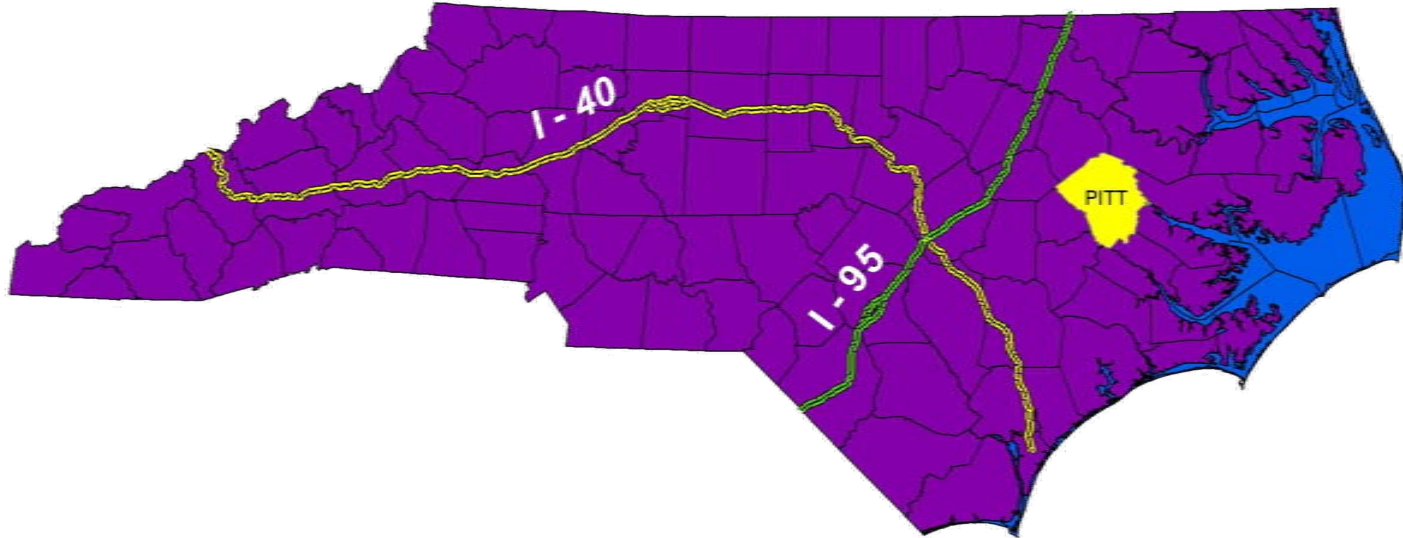
“Leader in the State, Best in the East.”

"Health Considerations in County Planning"

- Introduction / Background
- Current Issues
- Plans / Policies
- Successes
- Next Steps



"Leader in the State, Best in the East."



- 656 Sq. Miles (25th in NC)
- 168,148 People (15th in NC)
- 10 Municipalities (Greenville - County Seat)

"Leader in the State, Best in the East."

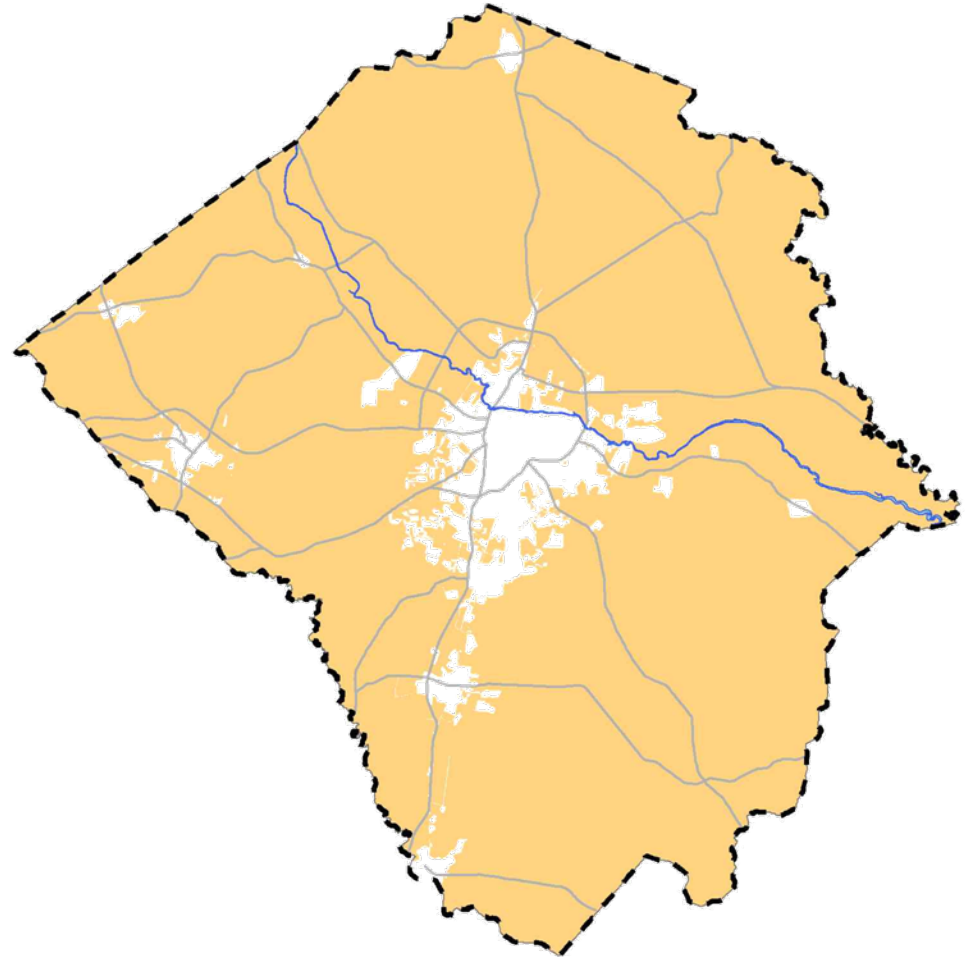


Land Area

- 92% Unincorporated
(604 Sq. Miles)

Population

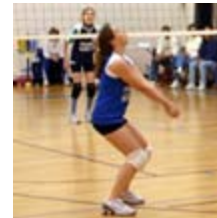
- 35% Rural
(59,341 People)



"Leader in the State, Best in the East."

Community Schools & Recreation

- Policy adopted to make all schools available for public use in 1978
- Shared use of facilities
- Sports programs and more



"Leader in the State,

Planning 252.902.3250 [www.pitt](http://www.pittcountync.gov)



County schools

School Sites





County-Wide Recreation Master Plan



- Pitt County's First Recreation Plan
 - Adopted December 1998
- Updated August 2003
- Plan Highlights
 - Pressing Needs – Non-incorporated areas & municipalities without recreational facilities
 - Identified need for Recreation Center and Regional Park
 - Trails identified as the second choice of preferred recreation facilities following swimming pools
 - Financing Opportunities – grants, bonds, facility sponsorships, etc.



"Leader in the State, Best in the East."

Current Issues



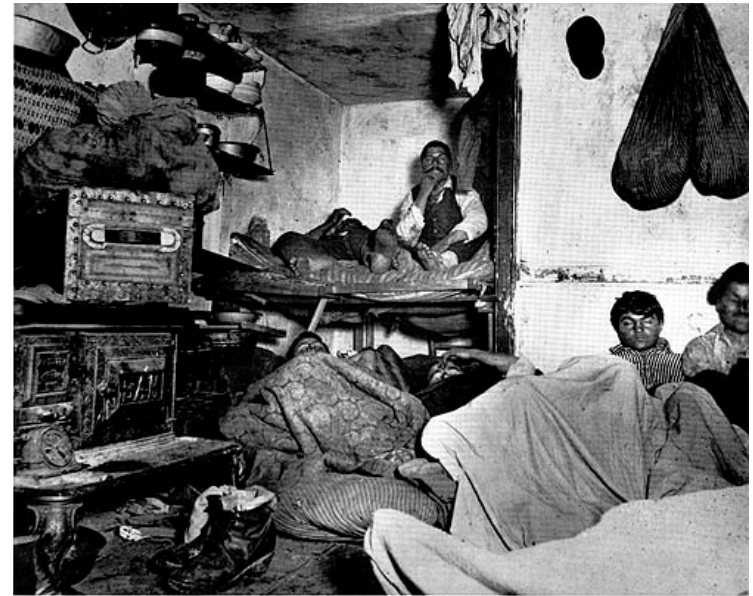
"Leader in the State, Best in the East."

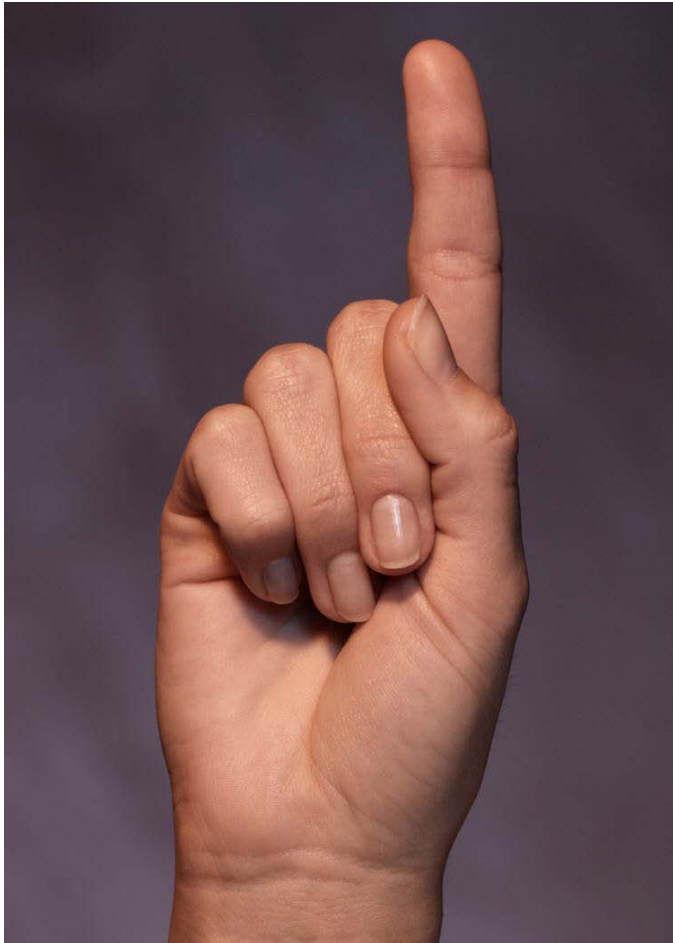
- Activity levels have decreased, and increasing obesity rates are becoming epidemic.
- The historical connection between planning and public health has been lost.



"Leader in the State, Best in the East."

- Planners must return to the principle of promoting the **health**, safety, and general welfare of the community.





Greenville, NC
is #1 in the
NATION...



"Leader in the State, Best in the East."

...in fast food consumption!!!

- Greenville ranks #1 in “heavy quick service restaurant” (QSR) users.
- **59%** of fast food customers patronized a fast food restaurant **12 or more** times a month – roughly **3 times per week**.



Incidence of Heavy+ QSR Users (12+ in past month)

ALL MARKETS AVERAGE 42%

Greenville, NC 59%

McAllen, TX 58%

Memphis, TN 55%

Oklahoma City, OK 55%

Charleston/Huntington, WV 55%

Lowest Incidence

Portland, ME 27%



"Leader in the State, Best in the East."

- In the last 2 decades, obesity rates have increased dramatically nationwide.
- Since 1980, the percentage of children ages 2-19 who are obese has **tripled**.
- Childhood obesity leads to chronic diseases such as diabetes.



- Obese people have 43% higher healthcare costs than healthy-weight people.
- **\$147 Billion** a year in the US.
- National security threat.
- Our children may live a shorter life than their parents.



How did we get to this point???



"Leader in the State, Best in the East."

- ~300 more calories per day than in 1985.
- Increased consumption of sugary drinks.



"Leader in the State, Best in the East."

- Consumption of unhealthy foods has increased while physical activity has decreased.



"Leader in the State, Best in the East."

- Proliferation of “unhealthy” land uses, such as fast food restaurants
 - Nutritionally deficient menu options
 - “Super-sized” portions



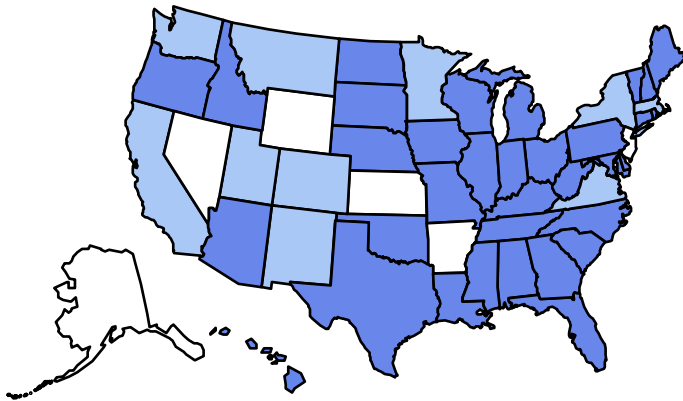
“Leader in the State, Best in the East.”

Obesity Trends* Among U.S. Adults

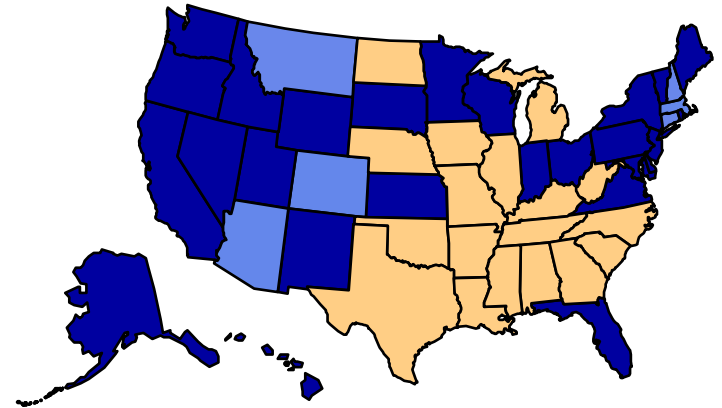
BRFSS, 1990, 1999, 2008

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)

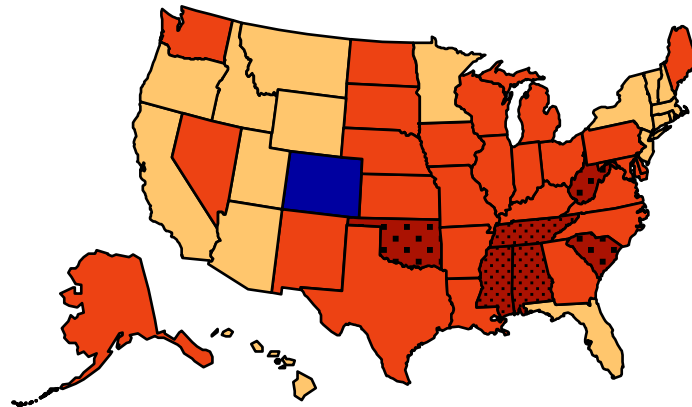
1990



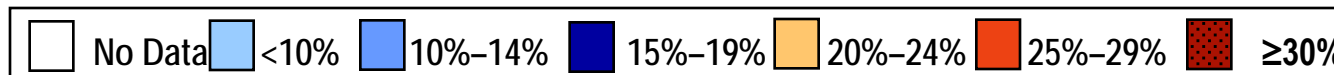
1999



2008



Source: www.cdc.gov/obesity





- **\$402.9 million** CDC grant authorized by the American Recovery and Reinvestment Act of 2009.
- \$3.8 million awarded to NC Division of Public Health.
- Pitt County Health Department and Appalachian District selected as recipients of \$1.6 million grants.





- Community initiative aimed at producing sustainable, positive and improved health outcomes through policy, systems, and environmental changes.
- Goal is to increase levels of physical activity, improve nutrition, decrease obesity rates, and decrease smoking prevalence.
- Increase availability/affordability of healthy foods.





- New farmers' markets, community gardens, and expanded community-supported agriculture programs.
- Signage to promoting recreational destinations.
- Increase physical-activity in the workplace.
- Strengthen plans that support healthy eating and active living.
- Support afterschool programs to provide 30 minutes or more of daily physical activity.





- City of Greenville
- East Carolina University
- Greenville-Pitt County Chamber of Commerce
- NC Cooperative Extension, Pitt County Center
- Pitt County Board of Health
- Pitt County Government
- Pitt County Memorial Hospital
- Pitt County Schools
- Pitt Partners for Health
- Town of Ayden
- Town of Winterville



"Leader in the State, Best in the East."



- Ensuring land use patterns that benefit public health
- Improving access to healthy foods
- Improving access to recreational facilities

Plans/Policies



"Leader in the State, Best in the East."

“Health and the Built Environment”

- Symposium that offered presentations by planners, developers and health care professionals related to the health and economic benefits of building mixed-use and walkable/bikeable communities.
- **136** attendees, including elected officials, planners, public health professionals, developers, and citizens



“Health and the Built Environment”

– Sponsored by:

- Pitt County Health Department
- Pitt County Planning Department
- City of Greenville Community Development Dept.
- Town of Winterville Planning Department
- Town of Ayden





Mitchell Silver

Mark Fenton



"Leader in the State, Best in the East."

- **Roundtable Discussion**

- Panelists included representatives offering different perspectives on the relationship between health and the built environment.
- Multi-disciplinary group exercises.

- **Leadership Breakfast**

- State and local officials and community leaders.



Comprehensive Land Use Plan Update

- Focuses on four areas to achieve better community health:
 1. Parks and Recreational Facilities
 2. Access to Healthy Foods
 3. Access to Alternative Modes of Transportation
 4. Complete Neighborhoods



1. Parks and Recreation Facilities

- Ensure equitable distribution of parks and recreation facilities.
- Provide a diverse range of park types, functions and recreational opportunities.
- Create safe and sustainable public spaces and facilities.
- Collaborate with Pitt County Schools and other partners to develop innovative park arrangements and provide a diversity of facilities.





**Boyd Lee
Park (City of
Greenville)**



**Alice F. Keene
District Park
(Pitt County)**

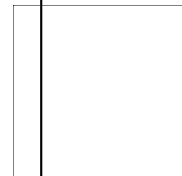
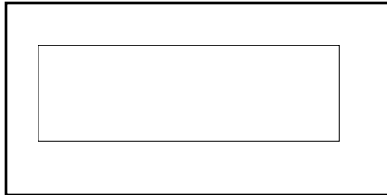
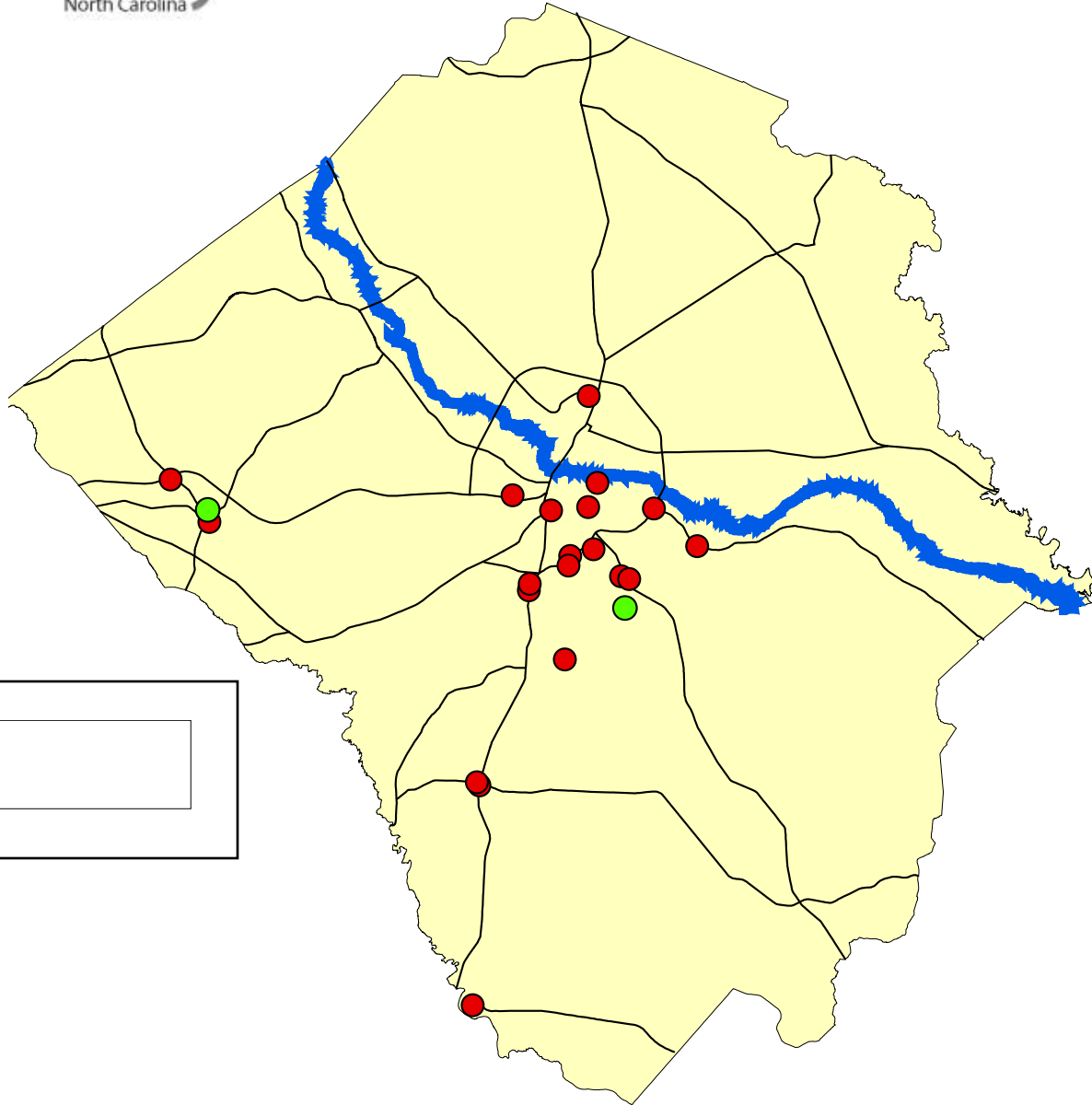


"Leader in the State, Best in the East."

2. Access to Healthy Foods

- Encourage more food co-operatives and business partnerships.
- Encourage community gardens.
- Collaborate with Public Health to educate residents about buying local foods and adopting healthy lifestyles.





3. Alternative Modes of Transportation

- Improve bicycle and pedestrian circulation routes.
- Encourage more bicycle and pedestrian travel.
- Educate residents about bicycle and pedestrian safety.





**Multi-modal Transportation
Facilities (ie. "Complete Streets")**

4. Complete Neighborhoods

- Implement land use policies that encourage community gardens, passive open space, and use of residential agricultural zoning.
- Increase safety in neighborhoods and public spaces.





- **Bicycle & Pedestrian Master Plan**
 - Developed by Greenville Urban Area Metropolitan Planning Organization (MPO)
 - Pitt County, Greenville, Winterville, Ayden, Simpson
 - Provides recommendations for improvements to the bicycle and pedestrian networks within the MPO Planning Area.

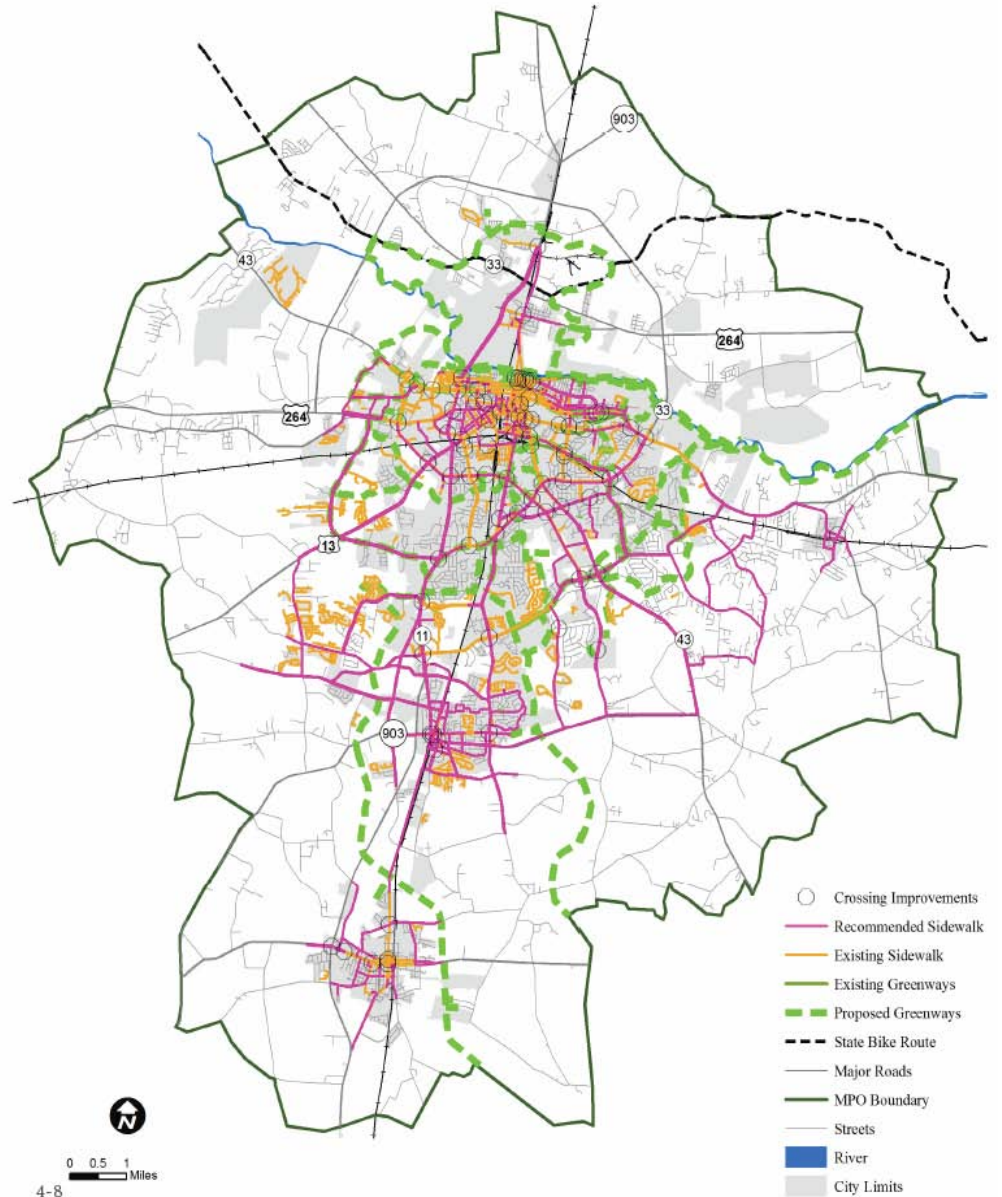




PEDESTRIAN NETWORK

Greenville Urban Area MPO

MAP 4.1 PEDESTRIAN RECOMMENDATIONS: MPO

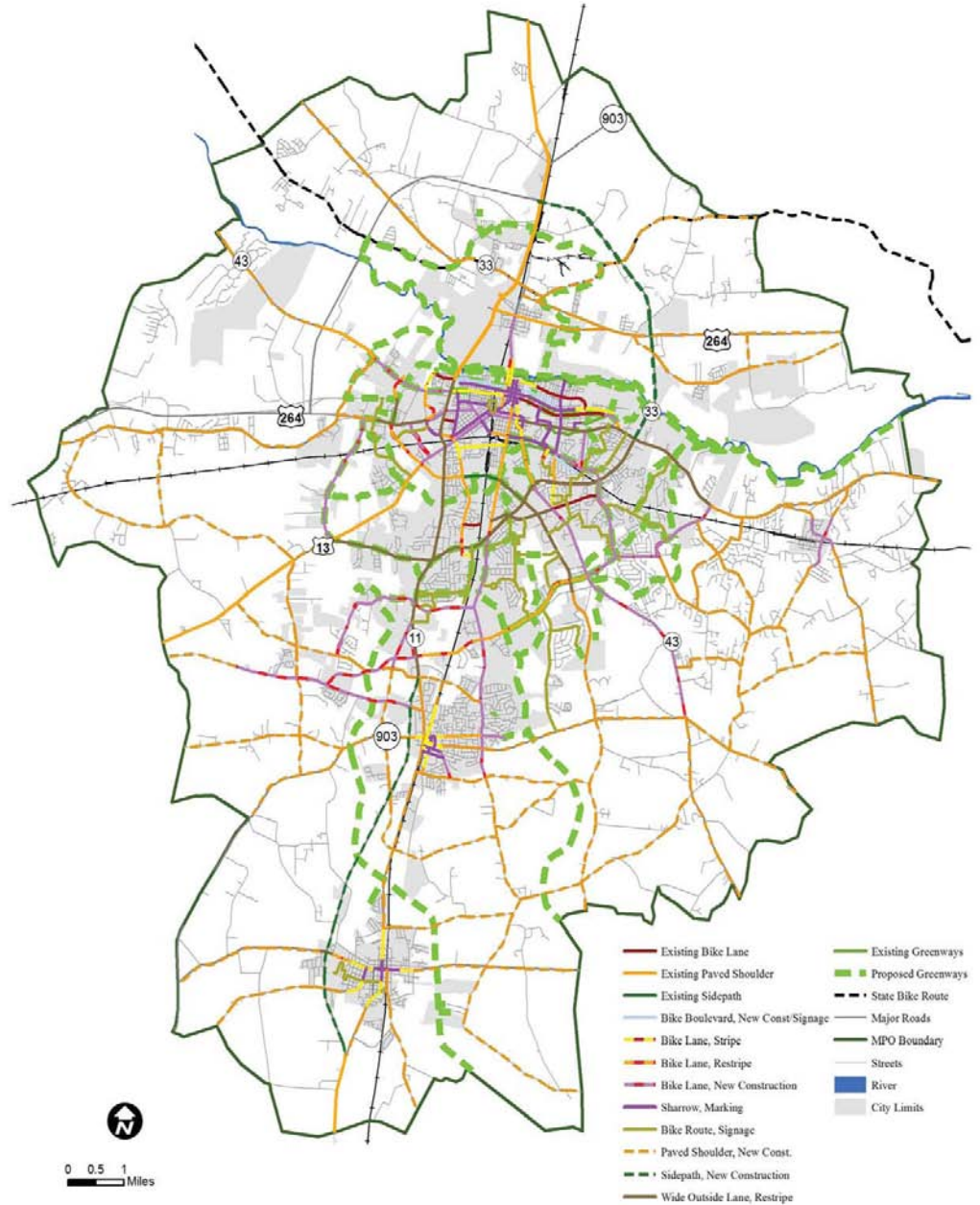




BICYCLE NETWORK

Greenville Urban Area MPO

MAP 3.1 BICYCLE RECOMMENDATIONS: MPO

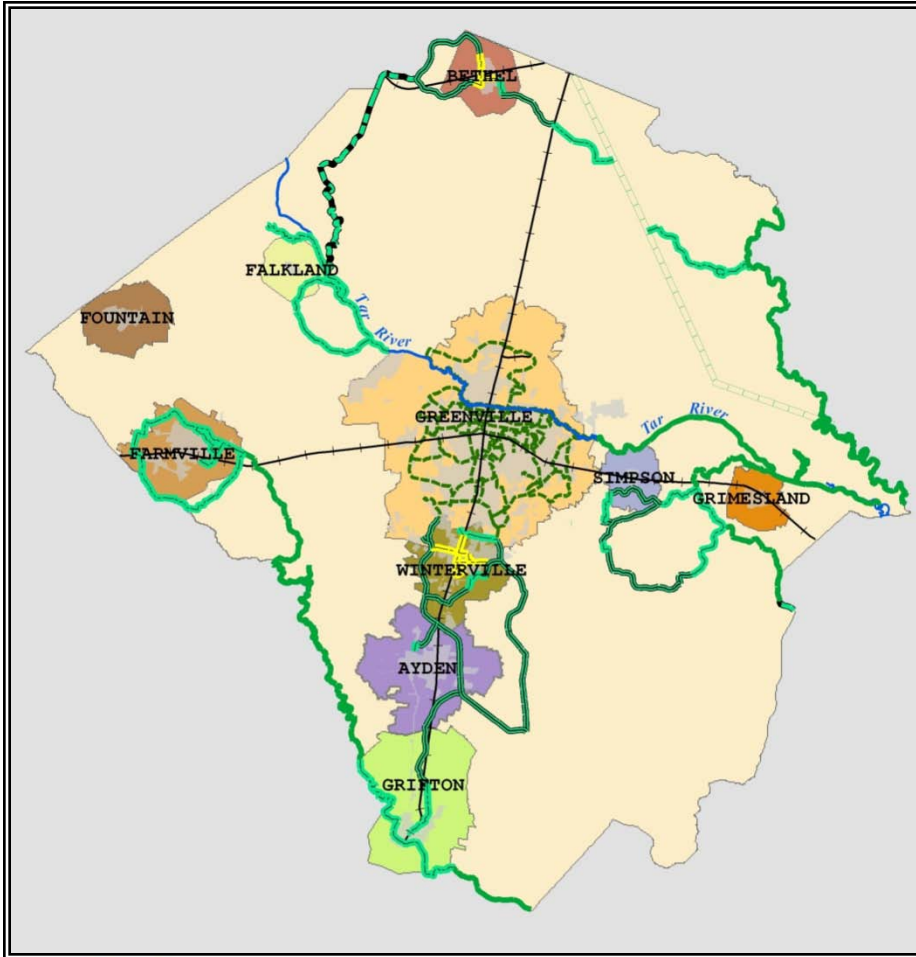




- Assistance from ECU Planning Department
- Encompasses small municipalities and rural areas outside of Greenville
- Extension of City of Greenville Greenways Plan



"Leader in the State, Best in the East."



- Utilization of existing drainage laterals
- Incorporation of Coastal Carolina Trail



"Leader in the State, Best in the East."



"Leader in the State, Best in the East."

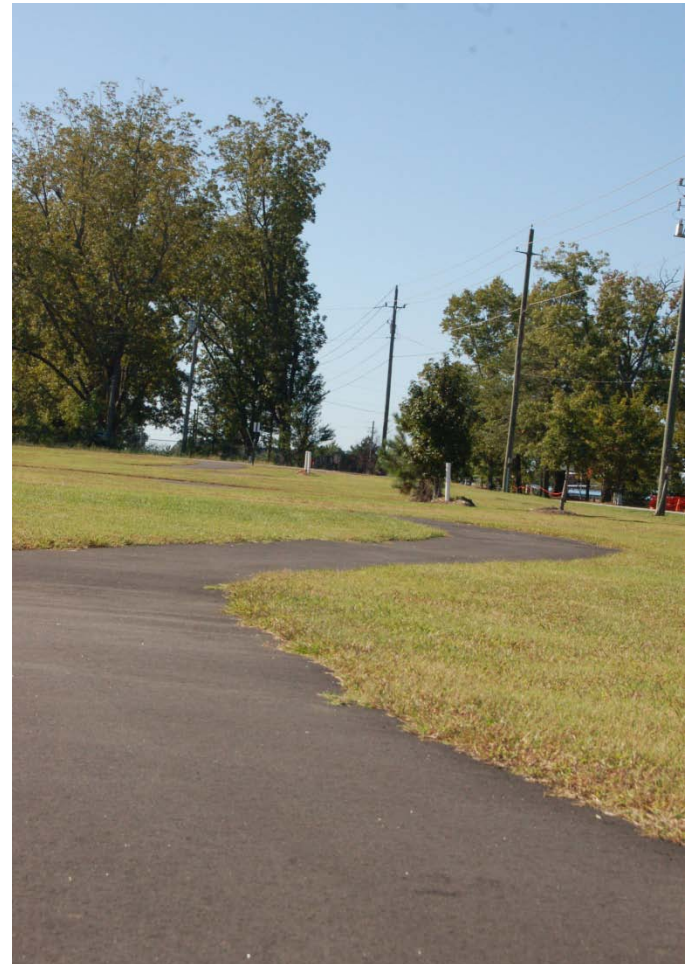
Successes!



"Leader in the State, Best in the East."

Recreation Complex

- *Community Schools & Recreation*



District Park



Alice F. Keene District Park



Pitt County Council on Aging Senior Center



Farmers Market



Pitt Community College Greenhouse



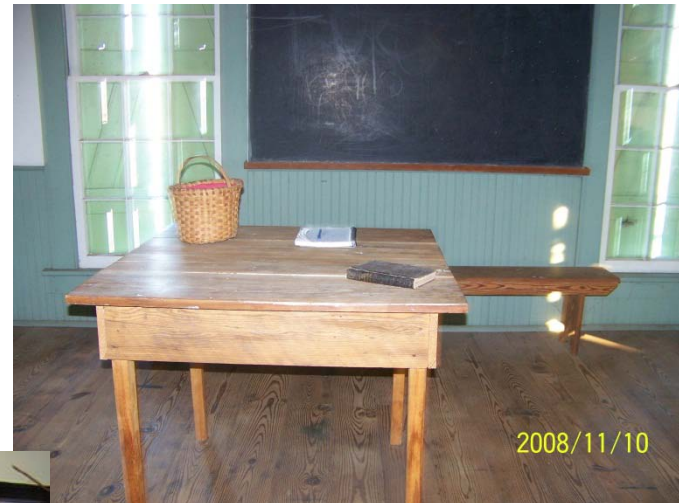
Recycling Center



Animal Shelter



Village of Yesteryear



Community Garden



Daily Reflector



Daily Reflector

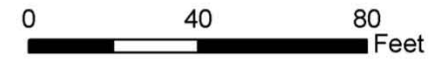


Alice F. Keene District Park

Pitt County's Making Pitt Fit Community Garden

Garden Layout

-  Garden Site
-  Welcome Garden
-  Children's Garden
-  Gathering Area
-  Garden Bed
-  Storage
-  Compost
-  Mulch
-  Water System
-  8' Fence
-  Information Kiosk

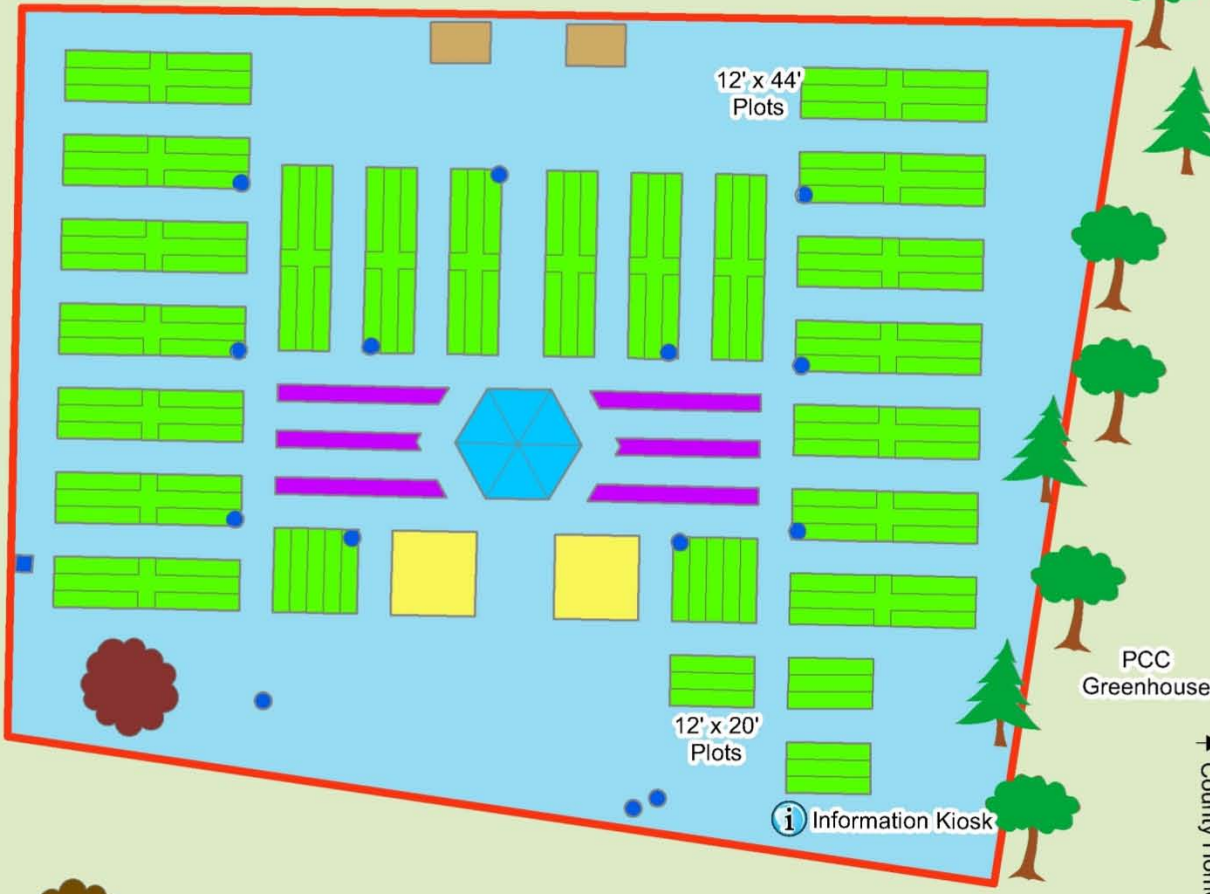


Map Produced By
Pitt County Planning Department

May 2011

Wintergreen School

County Home Road



Parking

PCC Greenhouse

Information Kiosk

12' x 44' Plots

12' x 20' Plots









Connecting Existing Residential Areas



Greenville Greenway Extension to District Park



"Leader in the State, Best in the East."

- **County Home Road Crosswalk**
 - #1 Pitt County Priority Project in Bicycle & Pedestrian Master Plan





**Pitt County
Farmers Market**

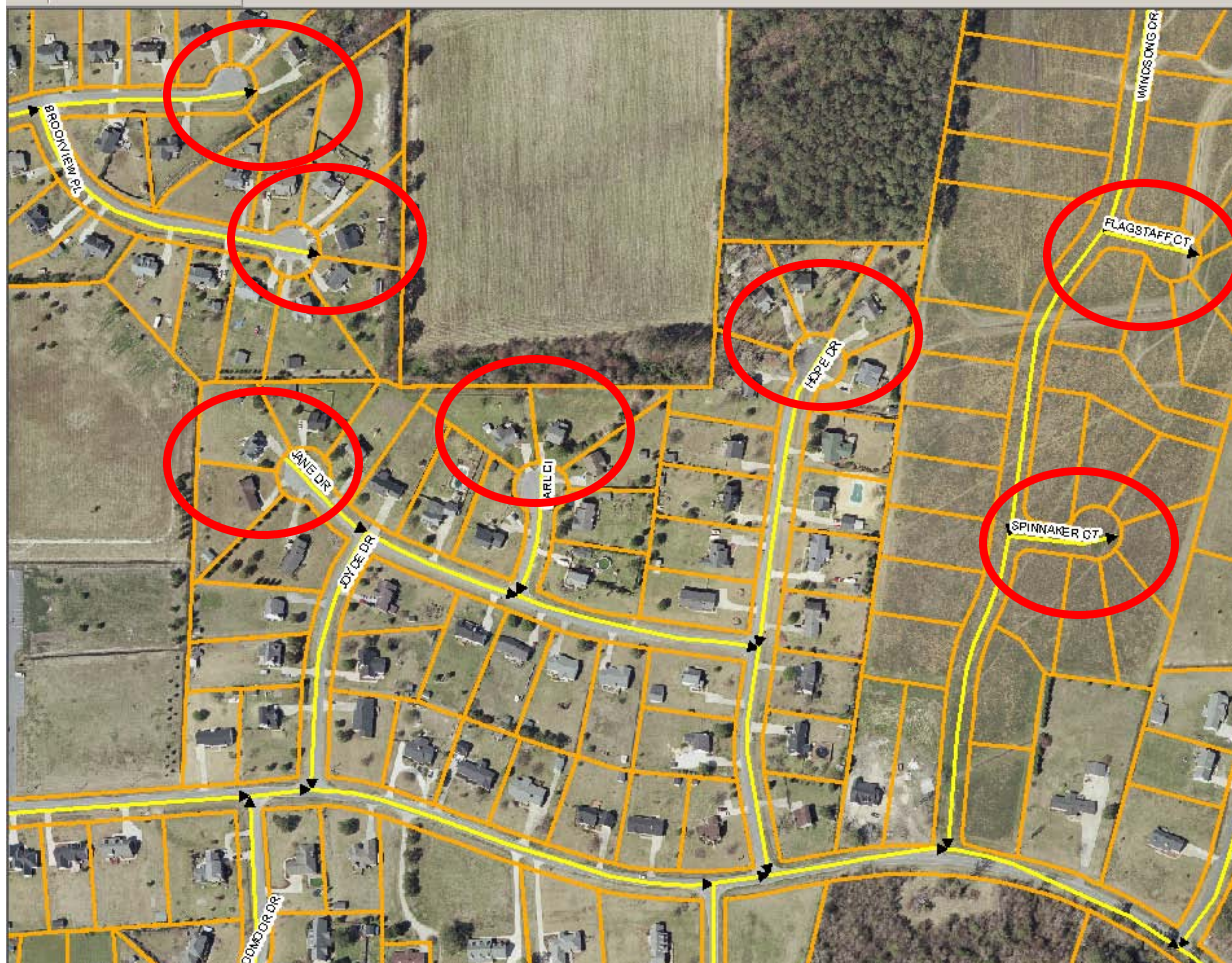
**Village of
Yesteryear**

**Wintergreen
Primary/Intermediate**

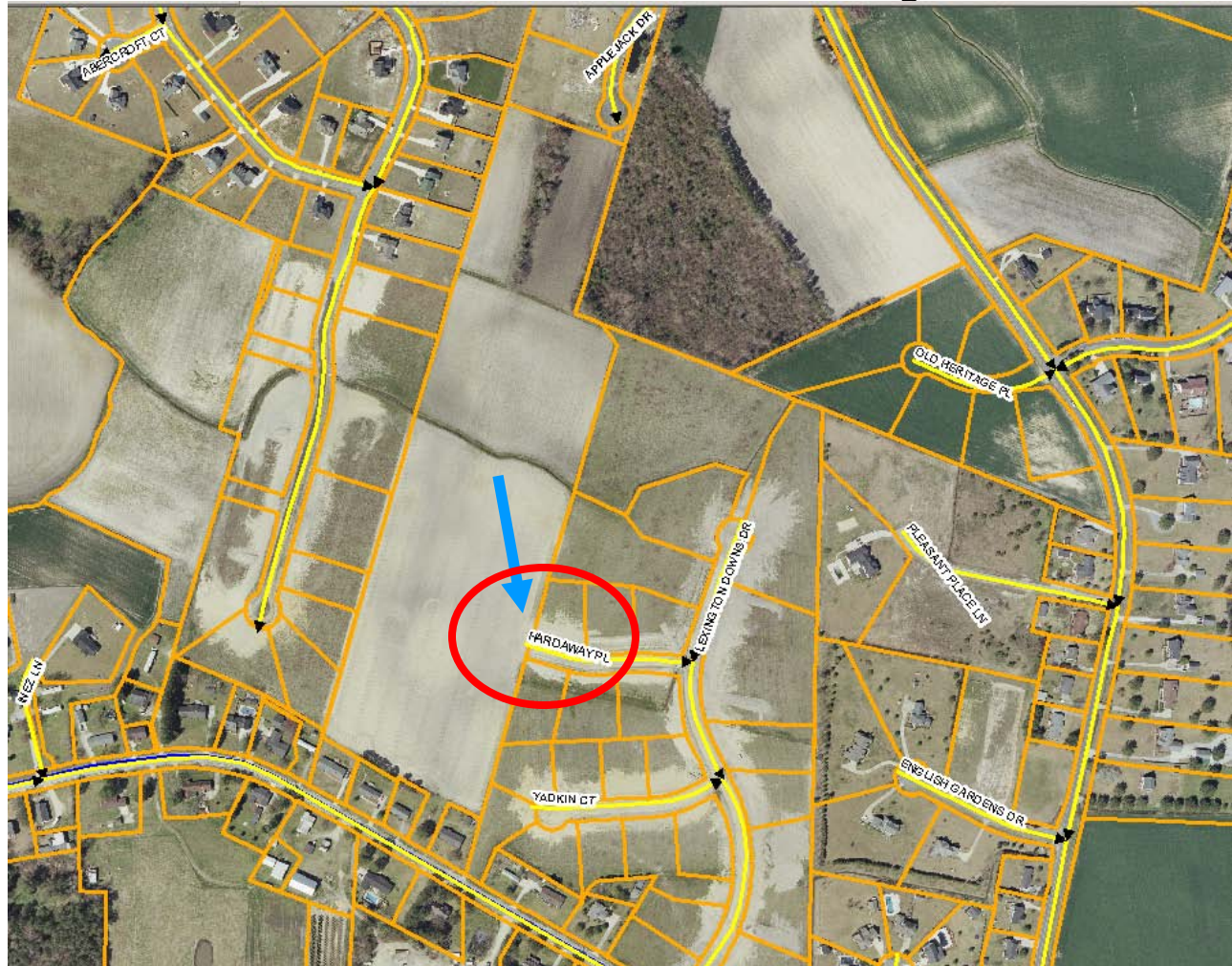
**Alice Keene
District Park**

**Making Pitt Fit
Community
Garden**

Street Interconnectivity - Bad



Street Interconnectivity - Good



Street Interconnectivity - Good



- Safe Routes to School
 - Ensure that schools are appropriately planned and located.
 - Provide safe routes to schools from surrounding developments.



"Leader in the State, Best in the East."



Walking School Bus

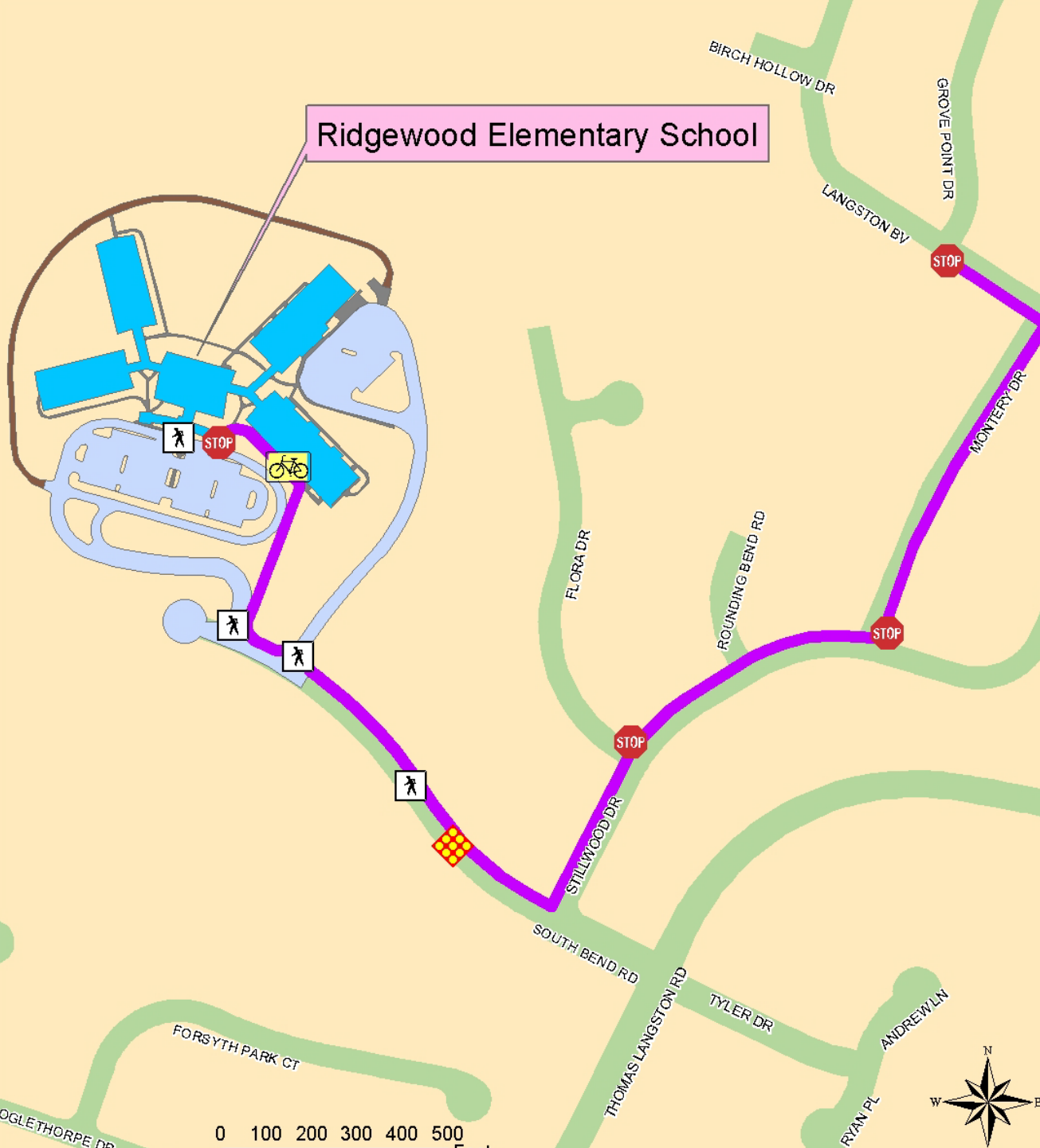


- Marked/Designated Crosswalks
- Properly Identified Volunteers

- Properly Identified Children - Bag Tags



Ridgewood Elementary Safe Routes To School



- Crosswalk
- Bicycle Rack
- Speed Hump
- Walking School Bus Stop
- Walking School Bus Route
- Ridgewood Elementary School
- Sidewalks
- Future 1/4 Mile Trail
- School Roads
- City Roads

Improvements

- * High Visibility Crosswalk at drop-off/dismissal area of Ridgewood Elementary School
- * High Visibility Crosswalk 450 feet northwest of intersection of South Bend Road and Stillwood Drive
- * High Visibility Crosswalk at School Bus/Cafeteria entrance of Ridgewood Elementary School off South Bend Road
- * High Visibility Crosswalk was added at entrance to Ridgewood Elementary School Parking Area
- * Walking School Bus Routes with 4 Stops
- * Speed Hump added 300 feet northwest of intersection of South Bend Road and Stillwood Drive
- * Bicycle Rack added near East Wing of Ridgewood Elementary School







Stop for pedestrians

ECU
Baseball

ECU
Baseball

ECU
Baseball

ECU
Baseball

ECU
Baseball

ECU
Baseball

ECU
Baseball

WALK

WALK

WALK

WALK

R

- **Next Steps**

- Continue to Expand Partnerships
- Update/Implement Plans and Policies
- Solicit Political Support
- Seek Funding





Need More Info...

Contact:

James Rhodes, AICP

Director

Pitt County Planning & Development

(252)902-3250

Email: jfrhodes@pittcountync.gov

www.pittcountync.gov/depts/planning

Visit Us on the Web @ www.pittcountync.gov/depts/planning



"Leader in the State, Best in the East."

Planning 252.902.3250 www.pittcountync.gov