

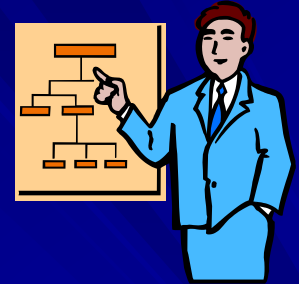
Social Sustainability & Effective Outreach



*Rocky Mountain Land Use Institute Conference
March 2009*

Speakers

■ Tom Ragonetti, President, RMLUI



■ Jean Gatza, AICP

Community Sustainability Coordinator, city
of Boulder, Colorado

■ Jessica Osborne

Planner & Urban Designer



Goals of Discussion

■ What is Social Sustainability?

- Ideas and definitions
- Changing demographics

■ Applied to Area Planning

- Strategies employed by city of Boulder
- Specific Commerce City redevelopment plan

■ Outreach & Engagement

- Alternative methods to consider



Social Sustainability is..

- Outreach and engagement
- Sense of community
- Healthcare
- Jobs that match the skills of residents
- Transportation/transit
- Education/lifelong learning
- Recreation



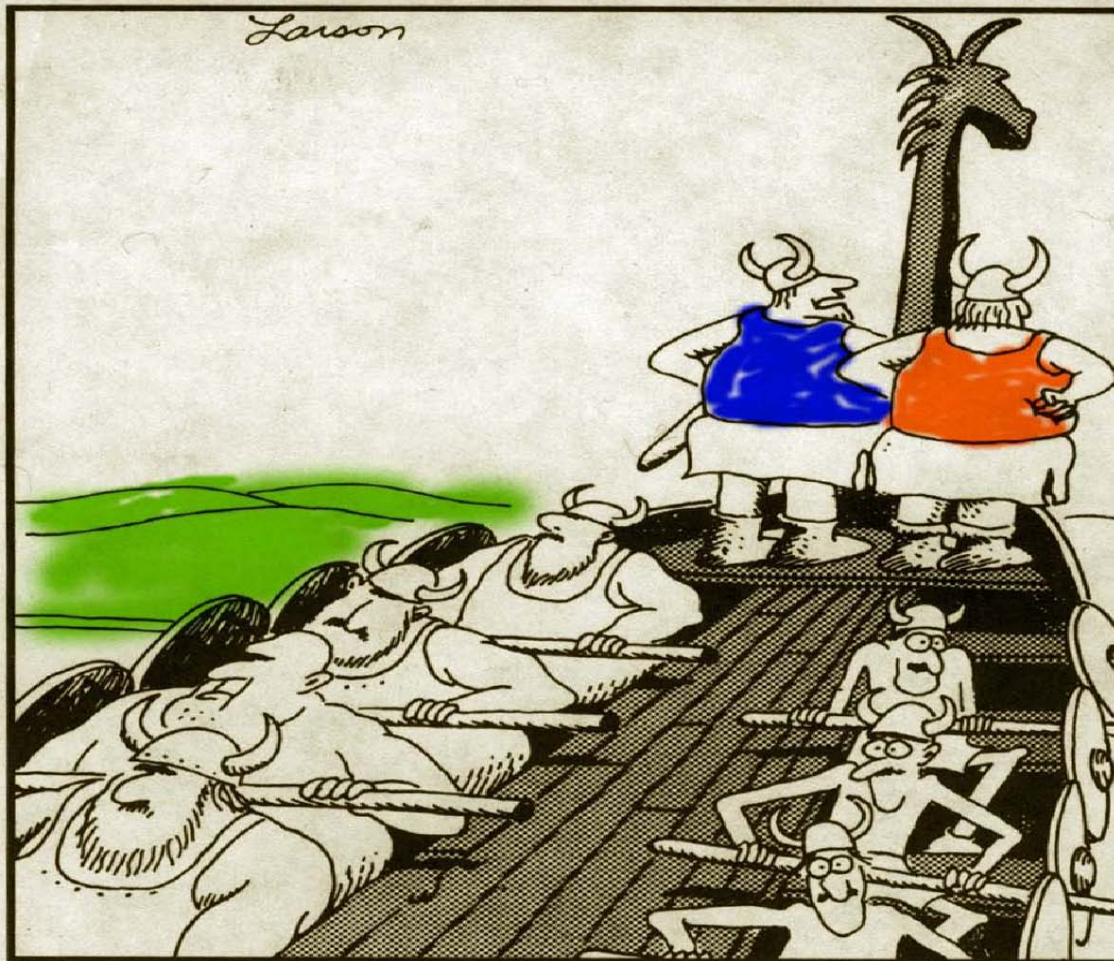
- Relationships
- Creative self-expression
- Aesthetic enjoyment
- Peace, safety and security
- Self-esteem
- Spiritual development

Why is this important?

- ***Sustainable development...to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations...***

Which really means:

- ***“Sustainable development is the only thing that stands between us and an utterly miserable descent into ecological collapse, resource wars, **worsening inequality and social implosion.**”***



"I've got it, too, Omar ... a strange feeling like we've just been going in circles."

Social sustainability helps to ensure a strong, healthy and just society.

Post Carbon Cities

Recommendations (APA December 2008 issue)

- Deal with transportation & land use
- Tackle private energy consumption
- Attack the problems piece by piece & from many angles
- Plan for fundamental changes-and make them happen
- **Build a sense of community.** Get people talking with each other, forming relationships, etc...

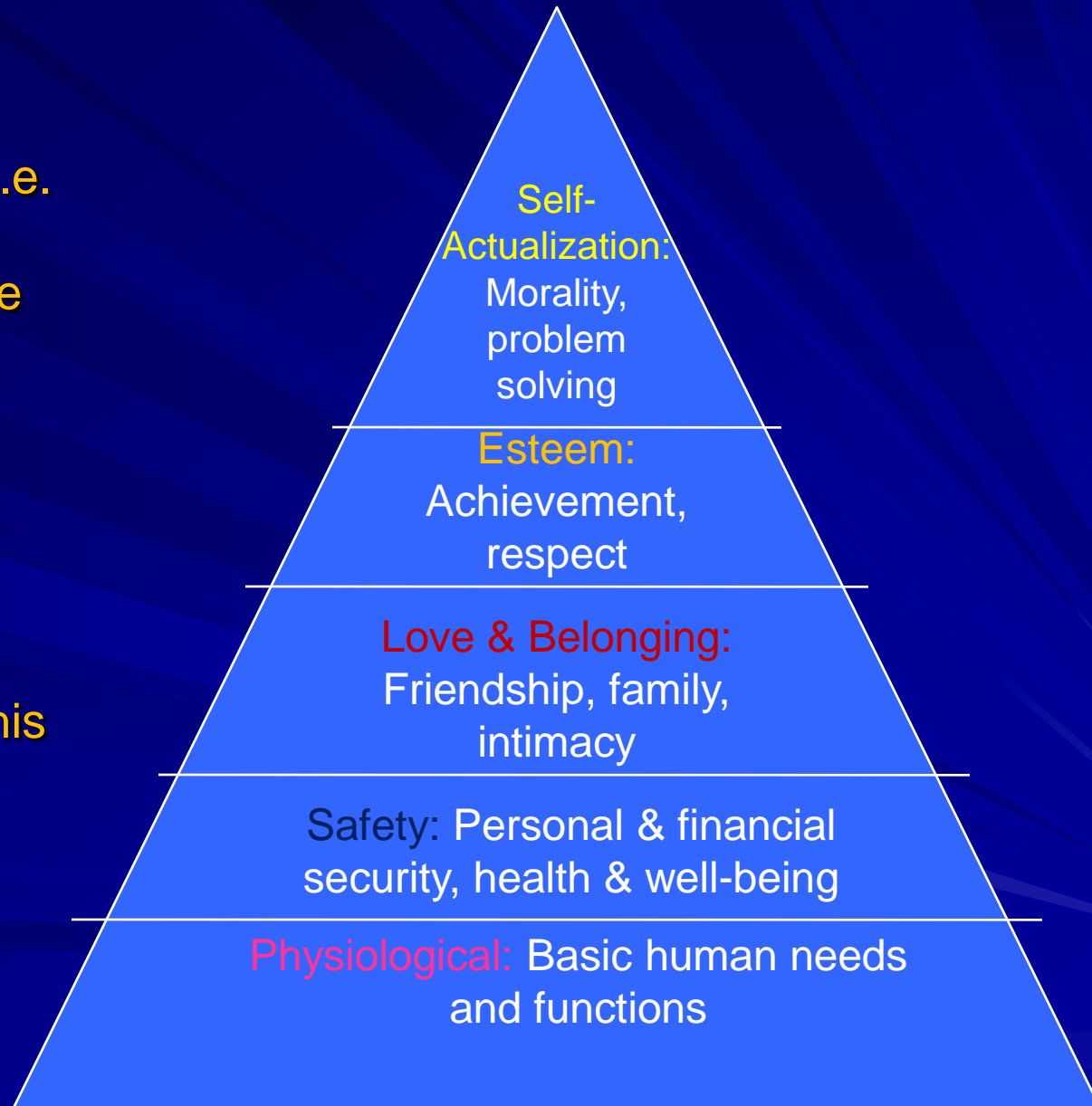
2008 Report on Colorado's Obesity Problem

- Poorer neighborhoods:
 - Fewer grocery stores, expensive fresh produce
 - More fast-food restaurants and convenience stores
 - Unsafe parks or far from community recreation centers
- Opportunities for healthier living through better community design:
 - Develop community gardens in poorer neighborhoods
 - Incorporate “walkability” into urban design
 - Work to ensure safe access to streets for peds, bikes, buses and all other users

Maslow's Hierarchy of Human Needs:

- The first lower level is associated with Physiological needs (i.e. food, shelter, safety), while the top levels are growth needs associated with psychological needs (i.e. aesthetics, relationships, equity).

- The higher needs in this hierarchy only come into focus when the lower needs in the pyramid are met.



Despite differences in demographics and socio-economic levels, all communities are facing similar issues

Indicators for Poverty, Obesity, Quality of Life; <i>2005-2007 data</i>	Boulder	Commerce City	Colorado	U.S.
Median value of owner-occupied housing units	\$453,000	\$205,000	\$230,000	\$182,000
Median family income	\$86,000	\$53,000	\$67,000	\$60,400
Disability status*	7.4%	12.7%	12.3%	15.1%
Hispanic or Latino*	8.4%	51.5%	\$19.6%	\$14.7%
Foreign born*	11.8%	21.5%	10.1%	12.5%

* Percent of total population

What does the future hold?



Changing Demographics

- Aging of the community
- Increasing non-white Hispanic populations
- Many communities facing polarization of income – greater poverty and greater wealth – losing the middle class

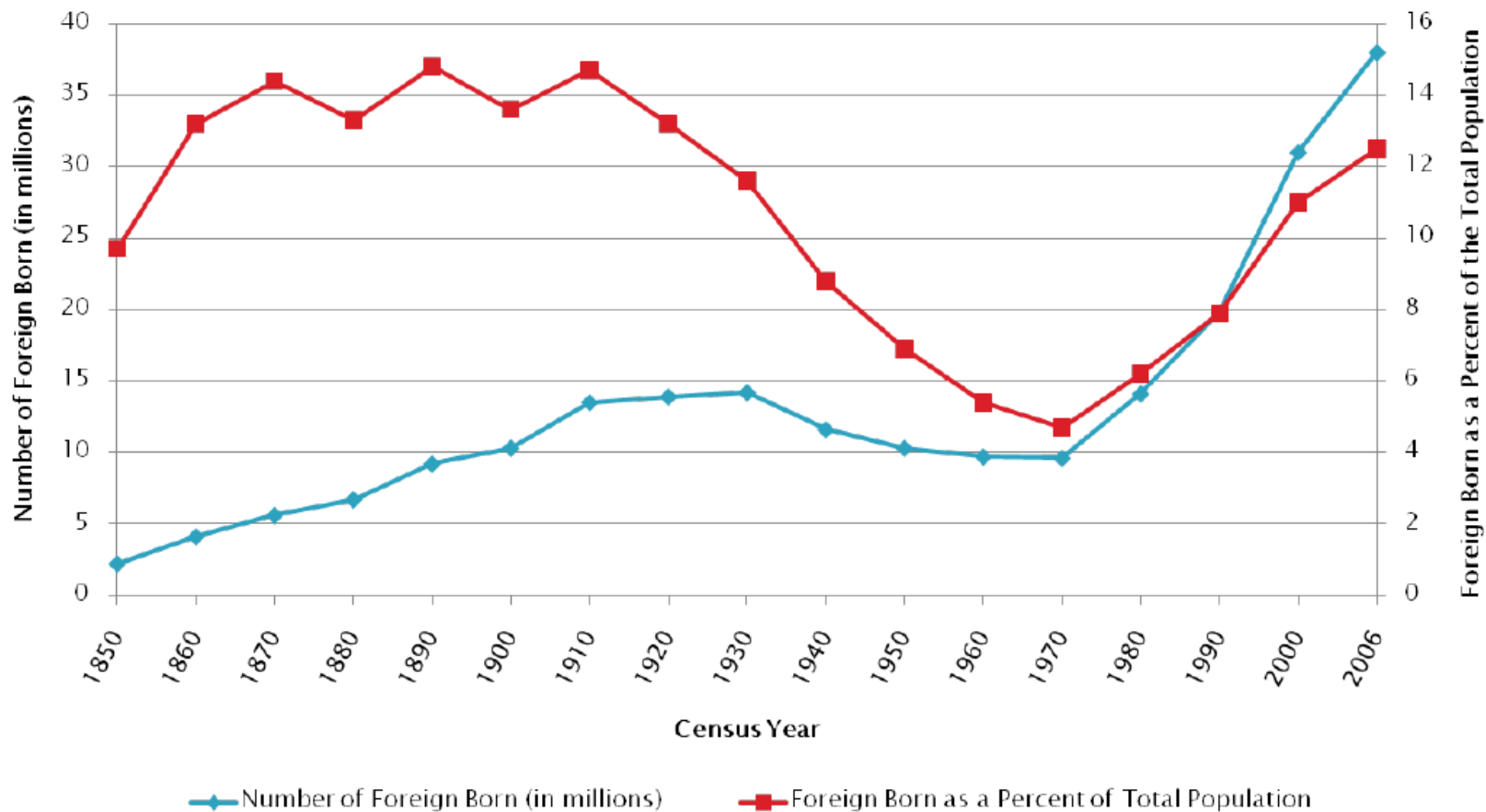


Aging Issues

- 2000 to 2020 Colorado's population 55-64 will more than double, increasing from 342,000 to 745,000
- While many will remain in the labor force than previous generation, between 2010 and 2015, the number of persons leaving the labor force will exceed those entering



Rates of Immigration



Source: US Census Bureau

Colorado Minority Populations

■ White, non-Hispanic

2005 **74%** 2035 projected to be **68%**

■ Hispanic Origin

2005 **18%** 2035 projected to be **23%**

■ Minorities

2005 **26%** 2035 **32%**



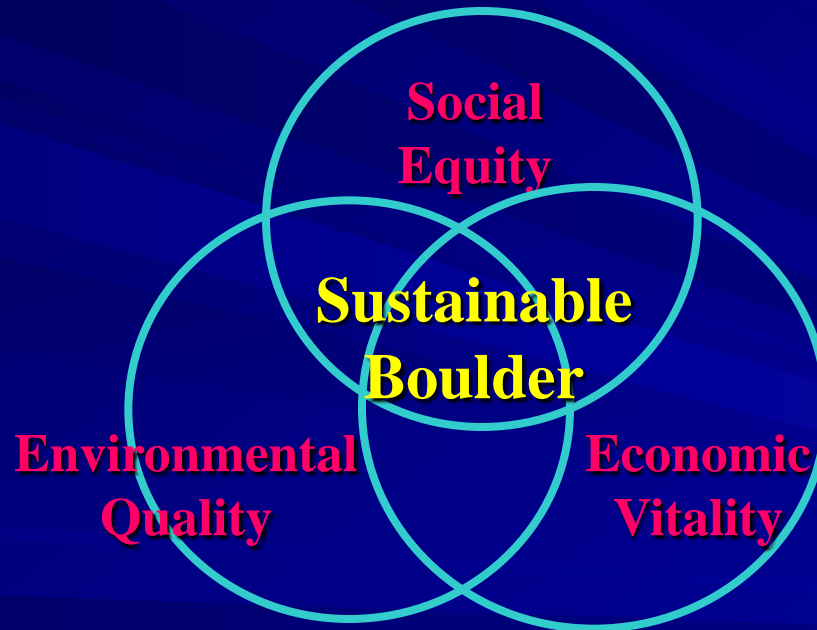
What does this mean for local planners or land use professionals?

- Walking the talk about valuing diversity
- Cultural competency or awareness training
- Mindfulness about people's needs and values for public process

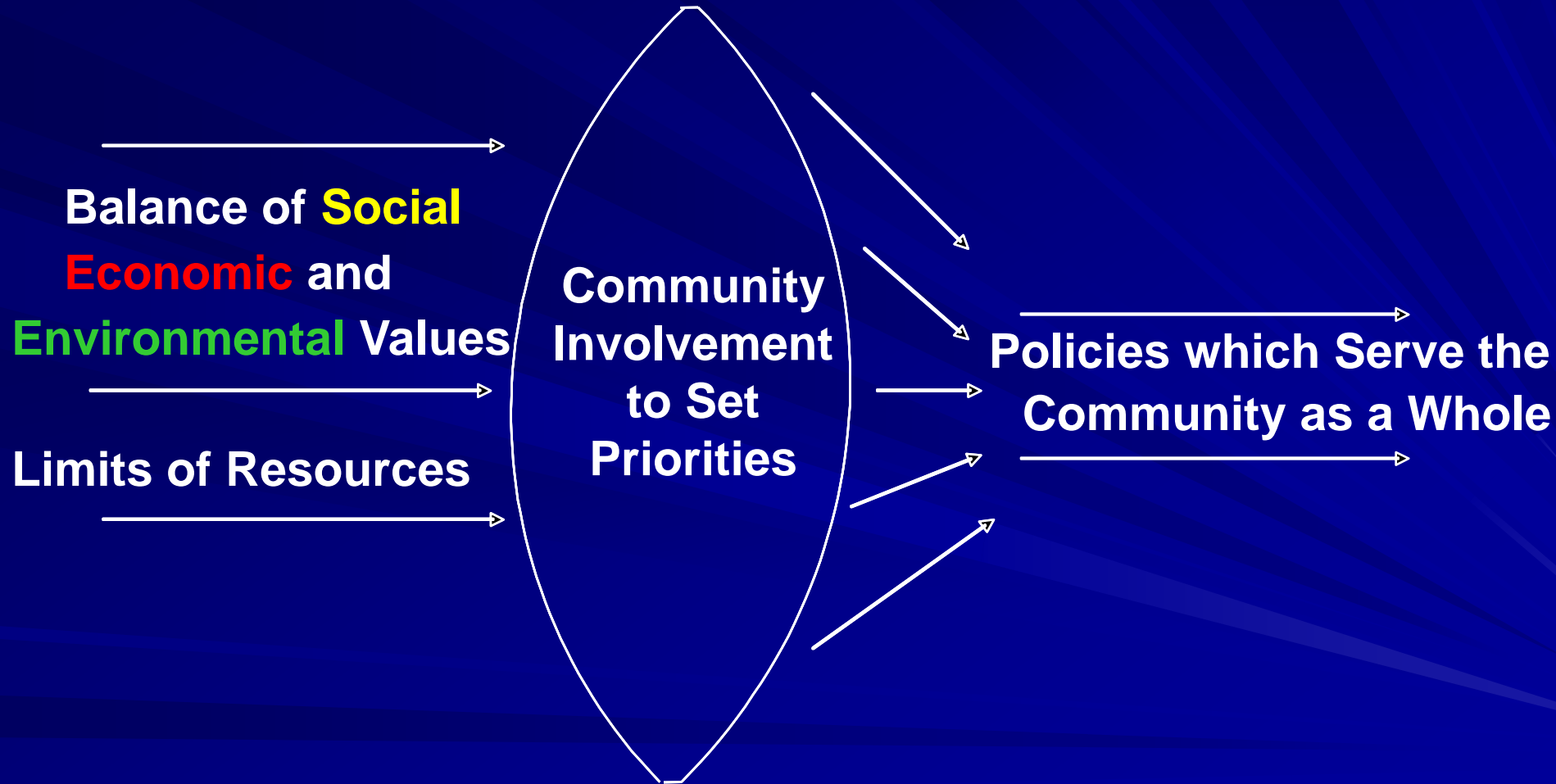


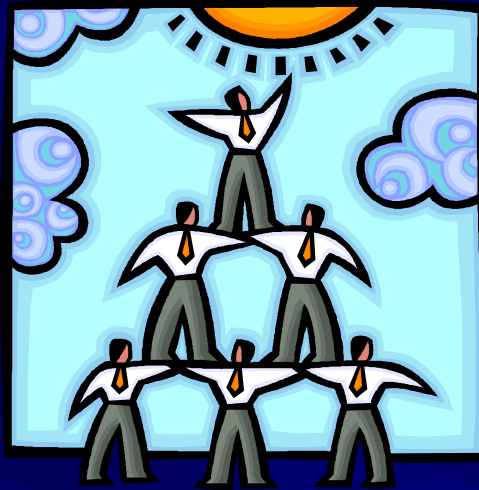
Boulder's Approach to Community Sustainability

Advancing Social Equity, Economic Vitality and Environmental Quality



Balanced Policy View





Climate Action Plan Example of Integration

Linking the Silos

Meeting Multiple Goals

Environmental

- Reducing Community Greenhouse Gas Emissions
- Increase Use of Renewable Energy

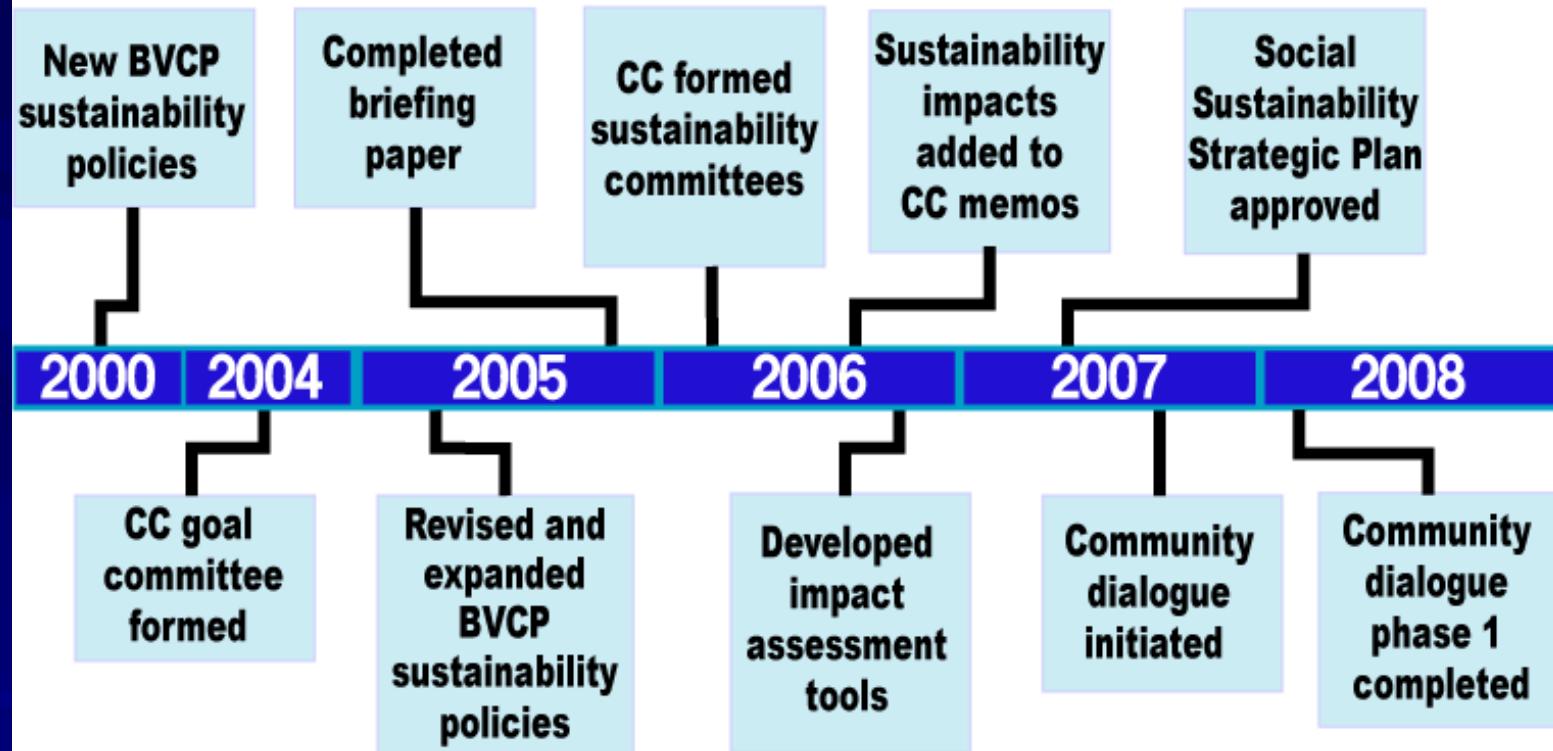
Economic

- Green Clusters / Alternative Energy Jobs
- Commercial & Industrial Energy Savings
- Connecting People and Businesses to Rebates & Tax Credits

Social

- Low Income Energy Savings / Weatherization
- Neighborhood Programs
- Education, Outreach and Marketing for all Sectors (Residential & Commercial)

Community Sustainability Timeline



Social Sustainability Strategic Plan Goals

- Promote engagement- city organization & community
- Expand and value diversity
- Improve neighborhood & community livability
- Address the needs of children, youth & seniors
- Expand collaboration with schools
- Develop a shared community vision of Community Sustainability



How do we incorporate social sustainability in community development?

- Public health
- Child care facilities
- Affordable housing
- Neighborhood pedestrian connections
- Facilities and infrastructure for people with disabilities and/or seniors
- Outreach and engagement



The connection between public health & land use

- An often overlooked indicator of social well-being (or lack thereof)
- In 2000 the nation spent an estimated \$76 billion in direct medical costs related to physical inactivity alone.



Physical Activity

```
graph TD; PA[Physical Activity] --- S[Safety]; PA --- W[Walkability]; PA --- SI[Social Issues]; S --- SBox[•Traffic safety  
•Crime rates/police calls  
•Graffiti  
•Eyes on the street  
•Cleanliness  
•Bars, liquor stores, nightclubs  
•Vagrants  
•Lighting]; W --- WBox[•Pedestrian access  
•Pedestrian amenities  
•Parking availability  
•Connectivity, direct routes  
•Variety of destinations  
•Proximity of destinations  
•Parks/public recreation spaces  
•Aesthetics  
•Convenient transit]; SI --- SIBox[•Social capital (sense of community, social involvement, participation in community activities)  
•Linguistic or racial isolation  
•Socioeconomic inequalities, segregation];
```

Safety

- Traffic safety
- Crime rates/police calls
- Graffiti
- Eyes on the street
- Cleanliness
- Bars, liquor stores, nightclubs
- Vagrants
- Lighting

Walkability

- Pedestrian access
- Pedestrian amenities
- Parking availability
- Connectivity, direct routes
- Variety of destinations
- Proximity of destinations
- Parks/public recreation spaces
- Aesthetics
- Convenient transit

Social Issues

- Social capital (sense of community, social involvement, participation in community activities)
- Linguistic or racial isolation
- Socioeconomic inequalities, segregation

Transportation

- Access & location
- Multi-modal
- Public transit
- Convenience and timing of service



28th Street Pedestrian Crossing



Before



After

- Addition of shared bus/bike lane with pedestrian crossing between Safeway and dense multi-family housing

Existing conditions

Improvements to be completed this year



Pedestrian access to transit stop

Existing conditions

Improvements to be completed this year



Transit stop

Derby Redevelopment Project

Community “happens when people are in the street, when people are speaking to each other, and when there are activities that bring people together.”

Felton Earls, Professor, Harvard School of Public Health

1. Historic commercial district in Commerce City, Colorado
2. Ongoing redevelopment effort started in 2005
3. Included Sub-Area Plan, Zoning, Design Guidelines, Façade improvement grants
4. Capital Improvement dollars for infrastructure
5. Development of Health Impact Assessment by Tri County Health Department

Derby



Demographics of the community

- Over 52% of Historic Commerce City is Hispanic or Latino
- 34% of households earning less than \$25,000
- City Council consists of 9 members, limited ethnic diversity
- *Creates significant community consistency issues*



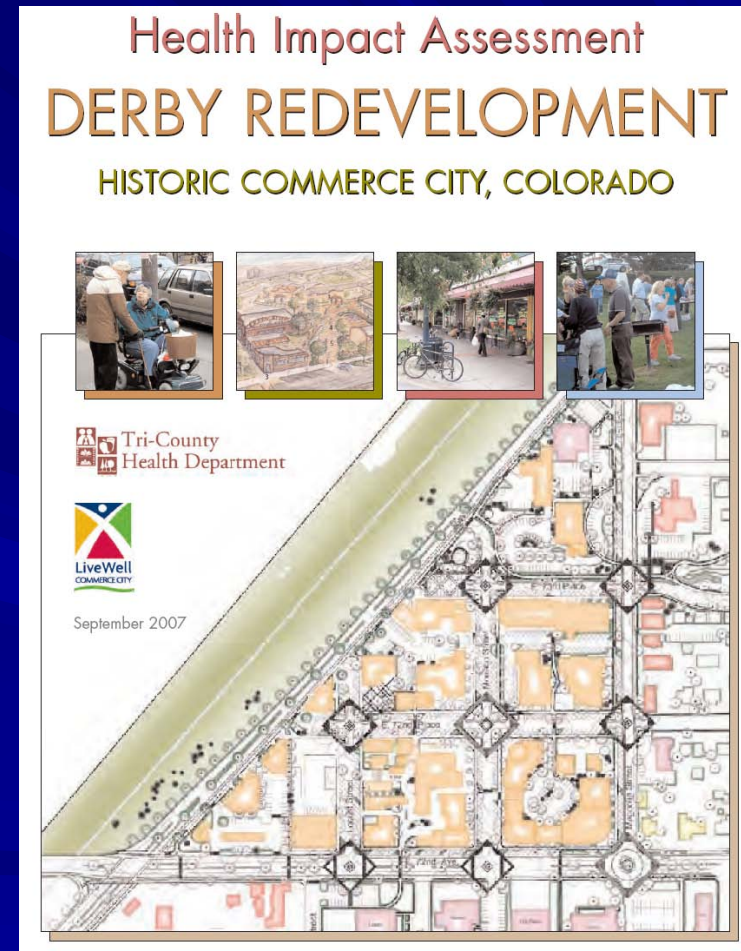
Commerce City's Derby District Redevelopment Plan

- Redefine Derby as a historic, healthy, walkable, mixed-use area
- 30 years, 4 studies on the shelf
 - This plan met unanimous City Council support
- Hundreds of public meetings, interviews, walking audits
- Transportation studies for 72nd Ave and streets in Derby



Health Impact Assessments (HIA)

- Any combination of qualitative and quantitative methods used to assess the population health consequences of a policy, project or process that does not have health as its primary objective
- Developed by Tri County Health Dept. in conjunction with Derby redevelopment project in 2007



HIA Recommendations for Derby

- 1. Phased program of capital funding for traffic calming improvements in Derby's core**
- 2. Develop Bicycle and Pedestrian Master Plan**
- 3. Integrate the green space and open space elements**
- 4. Establish Clean and Safe Initiative for Derby**
- 5. Expand the collaboration with RTD to upgrade transit service and facilities**
- 6. Promote affordable housing and universal design features**
- 7. Develop an implementation plan for elements of the redevelopment effort that are within city control.**

What made the Derby public process special?



*Newly-renovated
for use by community
or staff*

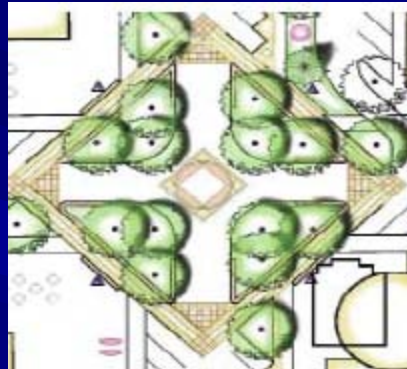
*Core-free
space, renovate*

Work with Stakeholders

- Citizens of Commerce City
- Derby residents
- Local high school students
- Churches
- Business & property owners
- City Council
- Commerce City staff



Complete Streets



Walkability is positively correlated with social capital, a measure of how much people feel they belong to a community and if their needs are being addressed

Residential Density and Affordable Housing

- Significant affordable housing in area in disrepair, aging structures
- Potential for 1-2 blocks land assembly for mixed-use, affordable housing in Derby's core
 - Challenges with zoning, cost, finding the right developer, timing
- Allow for non-conformity



Lessons Learned

- Engage community early in the process
- **Develop relationships**
- Have patience
- **Be persistent over time to keep moving along**
- Recognize that stakeholder's priorities and goals for neighborhood are equally or more valuable than planner's or official's ideas



LETHAL MEETING

Planning board meeting kills seven

DRAWN-OUT STUDY SESSION BORES HALF-DOZEN TO DEATH; WITNESSES TELL OF TERMINAL TEDIOUSNESS

By MAYA PANZAROFF
Colorado Daily Staff Interviewer

A meeting of the Greater Boulder Valley Consortium of Concerned Citizens and Planning Specialists Working to Create a Nifty Place Board (GBVCCCP-SWCNPB) ended in tragedy last night as four board members and three interested citizens

"stages" preliminary to the drafting and adoption of changes to the Greater Boulder Valley Plan (GBVP), a document that keeps reality at bay and property prices unnaturally high, bogged down when ancillary ordinances defining remuneration to lessees ceding plots for right-of-way usage by county personnel implementing the well-known "no pooppy" law were debated at terminal length. Those opposing the ordi-

Artypants, nicely interpolating a bit of Shakespeare into the end of his quote.

Witnesses said things started to look bad at the five-hour mark, when people began nodding off and could not be awakened.

"Oh the humanity," said Marty Lynn Shaver, a local activist who attends every civic meeting in town. "People were distracted, then bored, then asleep and then . . . they were

PEOPLE

EXTRA

\$314 Million Powerball Winner Not Going To Let First 4 Payments Change Him page 17

Vacuum Cleaner Salesman Asks That Ashes Be Spread On Potential Customers' Carpets page 18

Town Hall Meeting Gives Townspeople Chance To Say Stupid Things In Public

NEW BEDFORD, MA—In a true display of democracy, a town hall meeting held at the New Bedford High School auditorium Monday gave the crowd of approximately 550 residents the opportunity to publicly voice every last one of the insane thoughts and concerns they would normally only have the chance to utter to themselves.

Though the meeting was ostensibly held to discuss a proposed \$21,500 project to replace the high school's grass football field with synthetic turf, City Councilman Thomas Reed inadvertently opened the floodgates to a deluge of ill-informed, off-topic diatribes on inconsequential balderdash when he allowed those in attendance to demonstrate their God-given gift of language.

"I don't want to have some kid's torn ACL or ALS or whatever on my conscience," said 43-year-old contractor Tom Winkelman, who had apparently not heard the portion of Councilman Reed's opening remarks just moments before explaining that the risk of injury on grass and turf is virtually the same. "I also heard somewhere, I think from my cousin, that the fibers in that stuff can cause cancer."

Citizens quickly lined up at the podium to exercise their freedom of speech—for which



New Bedford citizens again mistakenly thinking they can directly participate in City Council votes.

countless Americans have died—to publicly drone on and on about everything from the root causes of the football team's poor performance last year to whether high school students should be playing sports at all.

"Now, I don't know much about this turf stuff, but you all know me and you know what kind of business I run," said hardware store owner Dan Schilling, 54, seizing the opportunity to hear his voice echo pointlessly off the

auditorium walls. "I've been saying this to my wife for years, and she agrees with me: The garbage trucks in this town are way too loud and I came here tonight to see what's being done about it."

Schilling's grievances instilled an undesired sense of confidence in the rest of the crowd, emboldening others to abandon the practice of forming cogent thoughts and instead allow streams of mind-numbing nonsense to spill coarsely from their lips.

"Who's going to fix the roads?" said 49-year-old Gordon Winters, a bona fide, class-A moron. "Do I have to fix the roads myself, or is somebody going to fix the roads? What's it gonna be? Fixed roads? Or not-fixed roads?"

After an awkward, 15-second period of silence, Winters thankfully moved away from the podium, only to be replaced by 33-year-old Laurel Hale, who seemed eager to prove to every citizen of New Bedford that she had the brainpower of an artistic dog.

"I'm just going to say one thing because I don't want to take up too much of anyone's time," said Hale as her 6-month-old daughter pawed at the microphone. Hale then somehow managed to link the synthetic-turf issue to the lack of places to spit in public areas, her inability to get the bus on at the crosswalk to work, and the apparent overabundance of cable television channels.

Added Hale: "Also, Councilman Reed, you need to get us out of bed, now."

Over the course of the six-and-a-half-hour meeting, the only variation on the endless monotony of inconsequential concerns was the occasional tone of entitlement.

"This town used to be so different," said 67-year-old Doris Miller, as if she were starring in a film in which one person's impassioned speech is so powerful that it leaves the rest of the audience in stunned silence. "Kids are different. Adults are different. People. People are different. What happened? How do we get back to the way things were? Now, Councilman Reed?"

"I fought in Korea, and by God I would do it again," said 78-year-old Ronald Schroyer, who immediately retook his seat.

With no conclusions reached about why the town has no zoo, which restaurant serves the best pizza, or what to do with the football field, Councilman Reed opted not to shoot himself and let his brains spray over the crowd, instead adjourning the meeting and thanking everyone who had taken the time to speak. ☐

Outreach – some ideas

- Immigrant Advisory Committee and Human Relations Commission
- Using web / video
- Go to people instead of having them come to you – *Use organized meetings, Meetings in a Box*
- Interactive voting
- Takes more time and more resources



Social Sustainability is..

- Outreach and engagement
- Sense of community
- Healthcare
- Jobs that match the skills of residents
- Transportation/transit
- Education/lifelong learning
- Recreation



- Relationships
- Creative self-expression
- Aesthetic enjoyment
- Peace, safety and security
- Self-esteem
- Spiritual development

Q & A



Resources and Websites

- Jean Gatz gatzaj@bouldercolorado.gov
www.bouldercolorado.gov
Link to Community Sustainability
- Jessica Osborne
jreneosborne@gmail.com
- LiveWell link (HIA)
<http://www.livewellcolorado.com/index.php>