

97th CML Annual Conference

June 18–21, 2019 • Breckenridge, CO

Infrastructure for Healthy Living Drives Economies
 June 19 | 1:00 – 2:15pm
 Julie George, LiveWell Colorado
 Jamie Hackbarth, Office of Economic Development and International Trade
 Kerstin Anderson, Town of Dillon
 Jill Mendoza, City and County of Broomfield



CONTENTS OF THIS PRESENTATION REFLECTS THE VIEW OF THE PRESENTER, NOT OF CML.



LiveWell Colorado
HEAL
CITIES & TOWNS
CAMPAIGN



KAISER PERMANENTE

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The Campaign

Three Focus Areas

1. Active community
2. Access to healthy food
3. Healthy workplace

Four Levels of Recognition

1. Eager
2. Active
3. Fit
4. Elite

4

58 HEAL Cities/Towns



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The Economic Case Behind Healthy Community Projects

Jamie Hackbarth, Colorado Office of Economic Development and International Trade

Economic Development

Improve the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life

Economic Metrics

- Population
- Age
- Employment and Industries
- Concentration
- Employment Growth Rates
- Real Estate Values
- Real Estate Costs

- Value Added
- Educational Attainment
- Assets
- Wages
- Tax Base
- Business growth/starts
- Healthcare Costs

Economic Resiliency

What makes some communities in Colorado thrive?
Ability to recover from a disruption

Driving Factors	Hindrances
● Quality of Life	● Housing Availability & Supply
● Education & Health Care ☆	● Labor Market
● Community Leadership	● Youth and Family Retention
● Industry Diversity ☆	● Smart Growth
● Transportation	

Why economics?

What's the ROI?

How will this impact our community?

Show me the numbers.

Why should I support this project?


The value of place.

- **Places > People > Jobs**
 - A new paradigm for economic developers.
- **Community quality** | Most highly considered factor by business owners and community members in selecting a location to live
 - Outweighs job opportunities, even salary!
- **Talent attraction and retention** | Key factor in determining business location
 - Available and attainable housing plays a role



Place, Health and Economics

Project for Public Spaces' Strategies for Making Healthier Places



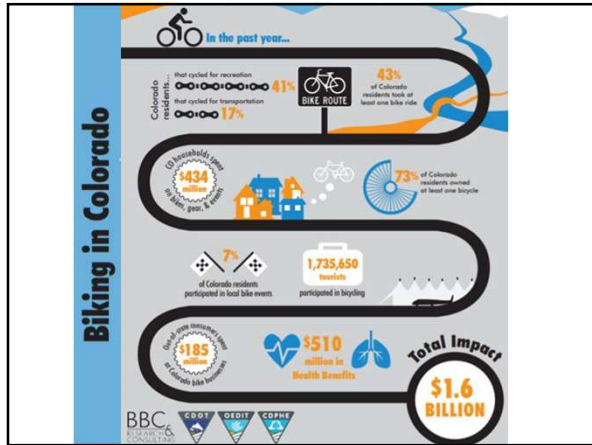
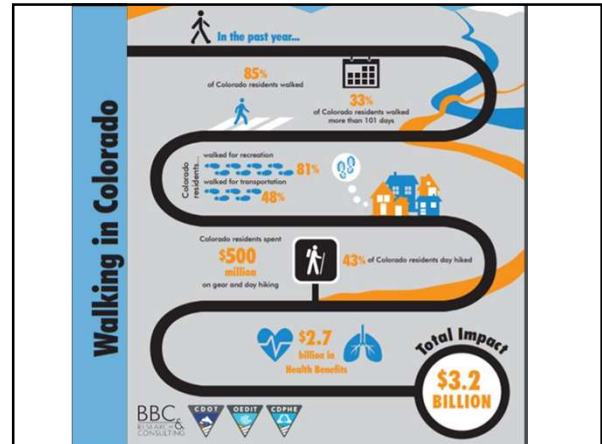
WALKING & BIKING




Economic Impacts of Walking & Biking

- **Spending and tax base** | Shoppers arriving on foot/by bike spent 8.5 - 25% more compared to those arriving by car
- **Real estate values** | A \$700 - \$3,000 increase in assessed value has been associated with every one-point increase in Walk Score.
- **Health care costs** | If just one out of every ten adults started a regular walking program, the U.S. could save \$5.6 billion in health care costs
- **Job creation** | Bicycling and walking projects create 11-14 jobs per \$1 million spent, compared to just 7 jobs created per \$1 million spent on highway projects.

Case Study

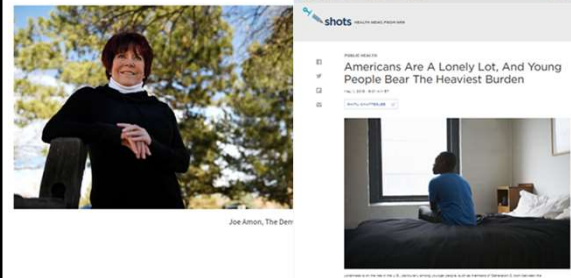


Economic Impacts of Social Interaction

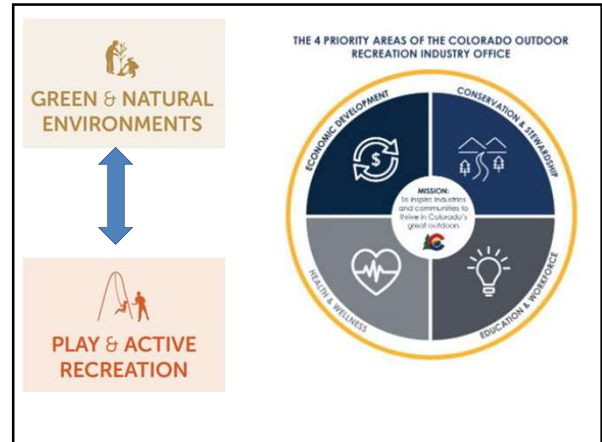
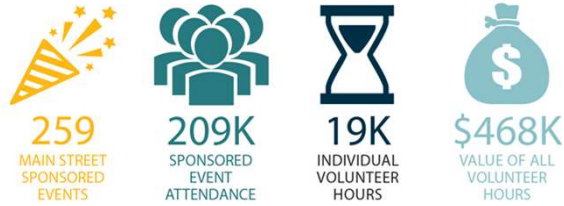
- **Spending and tax base** | Well-planned improvements to public spaces within town centers can boost commercial activity by up to 40 percent and generate significant private sector investment
- **Real estate values** | When values rise, there is risk of displacement, which can severely impact neighborhood social networks
- **Health care costs** | Social isolation can be as harmful for senior citizens as smoking 15 cigarettes per day and can lead to higher rates of chronic disease, depression, dementia and death

Seniors face growing health risk from social isolation

Close to a third of Denver's 69,000 residents older than 65 are at risk of isolation



Case study - Main Street Program



Economic Metrics of Outdoor Industry

71% OF COLORADO RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Colorado recognize that outdoor recreation supports health, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.

IN COLORADO OUTDOOR RECREATION GENERATES:



Source: Outdoor Industry Association, Colorado Report

Real Estate Values & Tax Value

TABLE 2. ENHANCED RESIDENTIAL PROPERTY VALUE DUE TO PROXIMITY TO PUBLIC PARKS IN COLORADO SPRINGS AND PARKS OWNED BY COLORADO SPRINGS BUT LOCATED OUTSIDE THE CITY BOUNDARY (2016\$)

CATEGORY	VALUE
Within 500 feet of public parks in Colorado Springs or parks outside city boundary but owned by Colorado Springs	
Number of homes	38,900
Total market value	\$10,000,000,000
Additional market value due to parks	\$502,000,000
Total property tax revenue due to parks	\$2,580,000

Case Study: Durango

Fostering outdoor recreation and downtown vibrancy simultaneously



Public organization collaboration

Healthy Businesses:

Business involvement and investment in the community leads to positive ROI and VOI:

- Talent retention
- Talent Attraction
- Lower Health care costs
- Enhanced Workforce
- Long term growth
- Reduced absenteeism → improved productivity
- Increased community presence → backbone of community
- Improved customer loyalty
- Improved internal culture
- Supporting CO lifestyle

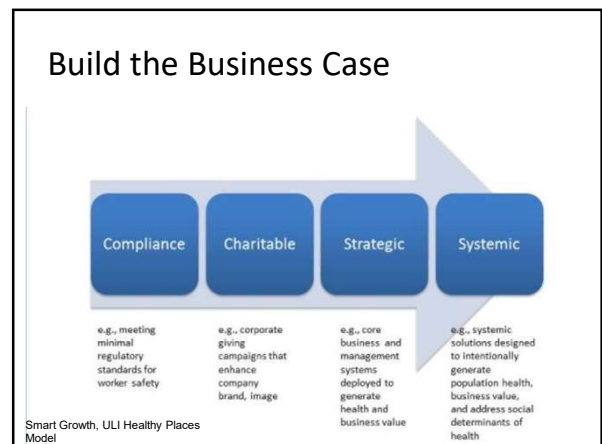


Case Study: Salida & Business Involvement

Quality of Life: Investing in Natural Amenities and Placemaking

Businesses shift to niche and building creative district

Involvement in community center



Communicating the Business Case

- **Metrics/Measurement:** Identify the starting point and how you will measure progress
- **ROI:** Speak the language of investment and profit to audience
- **Clear Concise Communication:** Tailored toward size, level of readiness and value proposition

Observations & Economic Resiliency Guide

- Vision your Community
- Invest in Education and Healthcare
- Invest in Community Assets
- Infill/Density and Annexation Options
- Take Risks
- Collaborate and Work Regionally
- Empower and Engender Leaders

Takeaway Exercise: *Apply Economic Perspective to a Healthy Community Project*

- What's the economic case?
- Who are your stakeholders?
- How will you communicate to the stakeholders?
- How may this change the way you approach projects?



Healthy Community Opportunities:

OEDIT

- Small Business Development Center Healthy Business Consulting
- Healthy Community Awards
- Placemaking Initiative (Blueprint 2.0)
- Build your outdoor industry (Blueprint 2.0)
- Colorado Creative District (CCI)
- Colorado Small Business Certified Community (SBDC)
- Colorado OutdoorRx Report

DOLA

- Main Street
- Technical assistance (planning, regional staff, UTA)
- Funding
- [Colorado Downtown Streets book](#)

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 Kerstin Anderson, Director of Marketing
 Communications & Economic Development



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Events Strategy




Dillon Amphitheater

- 9.7 million revitalization investment
- 1,500 – 3,500 Nightly
- Average group size 3.2
- Average person spends \$39 per visit
- 52% Local, 33% In-state, 16% Out of State
- 50% staying in Paid lodging and about half of that staying specifically in Dillon
- Water stations
- Focus on multi-modal transportation

Leslie's Community Garden

- Sold 22 plots drawing people into the town center.
- Donated over 100lbs of produce to WIC & FIRC (3 grow to share beds plus 3 special feature beds)
- Led the County in food donations
- Garden Talks: Seed propagation, edible and medicinal, pollinators, nutritional component
- Partnering with local school to provide healthy food options
- Outdoor Community Space
- Yoga and meditation classes




Marina, Recreation Path & Concessionaire Partners

10 great ways to enjoy Dillon's waterfront





HEAL City designation & Healthy Workplace Initiatives

- 87% participation
- All encompassing- Mind, body, financial, education




Infrastructure for Healthy Living Drives Economies

Broomfield, Colorado
CML Conference
June 19, 2019



TRAILS

Multi-Use Paths	98 Miles
Detached 8-Foot Sidewalks	98 Miles
Soft-Surface Trails	28 Miles
On-Street Bike Lanes	80 Miles
Total	304 Miles



 **OPEN LANDS**



Broomfield Planning Area	24,043 acres
40% Open Lands Goal	9,617 acres
Existing Open Lands	8,361 acres
Current % of Open Lands	34.8 %




B Healthy Broomfield


- Committed to promoting and strengthening a healthy community.
- Prioritized health and wellness by joining the HEAL Cities & Towns Campaign as an Active Member in 2017.
- Broomfield is regularly recognized for its commitment to healthy lifestyles.



THE BROOMFIELD 100

- Back by popular demand!
- Earn points by exploring the Broomfield trail system.
- The purpose of the event is to promote outdoor exercise, healthy living, and to learn about Broomfield and its trail system.
- Feature challenges specifically for children.
 - Catch a grasshopper
 - Build a leaf boat
 - Construct a fairy house




Make Health & Wellness Easy!



Employee Wellness Committee Support

- Deliver support baskets with healthy snacks and other items during your busy or challenging times of the year.
- Goal is to do one basket per department or specialized area in 2019.
- Supervisors fill out a questionnaire identifying suggested time of year, along with recommended items or other ways to support their staff.




Fit, Flexible & Strong Employee Challenge

- Six-week challenge to learn how to develop the right balance of cardiovascular, strength and stretching exercises.
- Goal is to do 150 minutes of movement a week.
- Track your exercise minutes using the printable log card.
- At the end of the challenge, participants are eligible for prizes.

 **Tobacco Education & Prevention**

Youth Who Turn in Vaping Devices Will Receive a FREE Rec Pass



 **Health & Human Services**

Strategic Outcome: Action Plan for Obesity Prevention

Goals:

- Increase Community Outreach and Public Awareness Related to Obesity Prevention.
- Improve Nutrition and Physical Activity Among Broomfield Residents.
- Enhance Worksite Wellness Programs in Broomfield.

Accomplishments:

- New coalition members were added to the group and diversity of membership expanded.
- Communication plan adopted for B Healthy Broomfield's One Small Change Campaign.
- Implemented 100% healthier snack and beverage vending options in Broomfield Community Center and Paul Derda Rec Center.
- Employee Wellness Fair

 **OPEN SPACE AND TRAILS**

Strategic Outcome: Health, Leisure and Educational Opportunities

Goals:

- Environmental Stewardship and Wildlife Preservation and Management
- Build Understanding of Open Space and Trails
- Trail Design and Construction
- Facilities and Effective Transportation Infrastructure
- Safe Community

Accomplishments:

- Updated Broomfield trail map
- Provided 47 education and outreach programs with over 5,000 attendees
- Volunteer programs to highlight the open space and trails over
- Continued to participate and lead in research on key wildlife issues
- Prepared and installed 20 new Open Space and Trails signs
- Responded to 1,100 inquiries from the public

Place to Live In the US Healthiest Community in the U.S.

Place to Live In the US Healthiest County in Colorado

 **Recent Success**











Member of the KUKA Group

 **QUESTIONS, COMMENTS, AND DISCUSSION**

