

North Central Austin
A Healthy Eating Active Living (HEAL)
Pilot Program

Austin, Texas



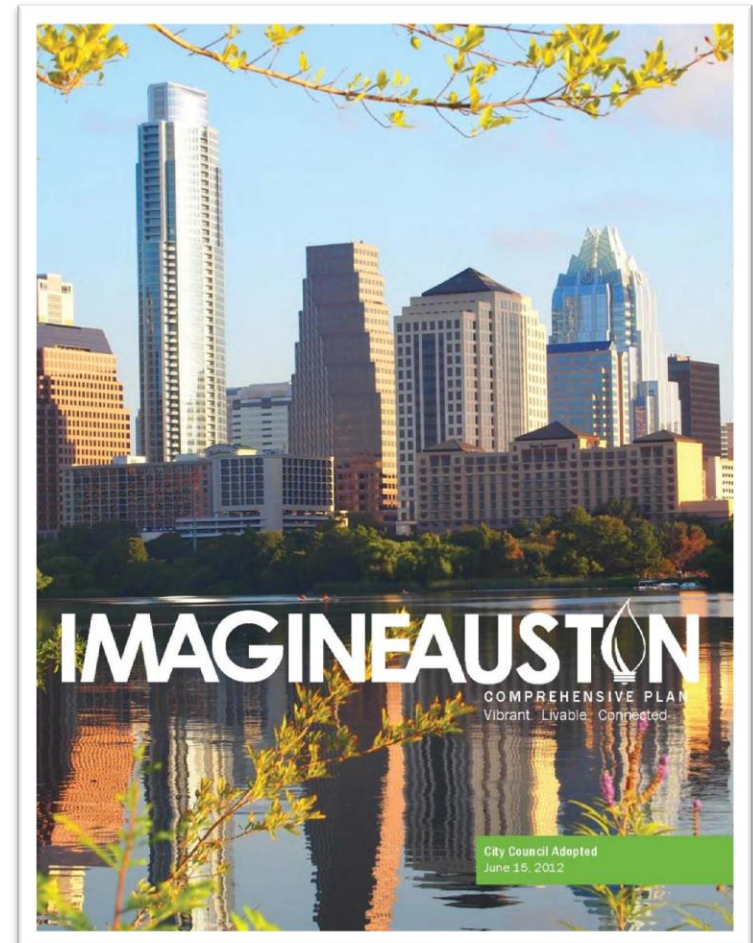
Program Goals

- Increase physical activity through an Active Transportation encouragement program
- Improve access to nutritious food through neighborhood food systems planning



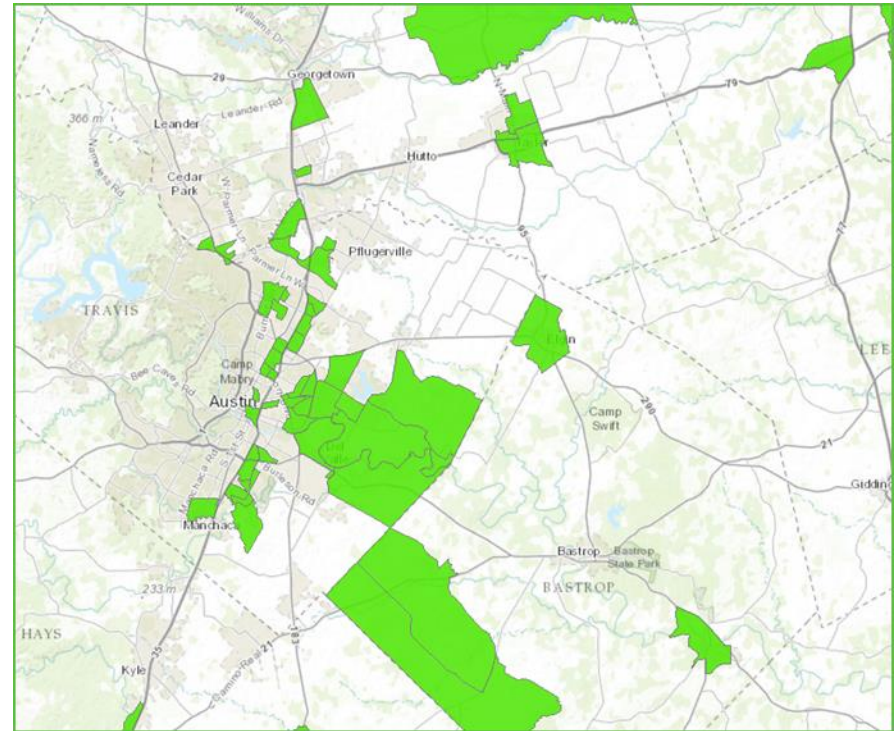
Strategic Approach

- Aligns with the priorities set forward in the City of Austin's 30 year comprehensive plan 'Imagine Austin'
 - Increasing local food production and decreasing food insecurity.
 - Support an affordable and healthy community by providing a safe transportation network which integrates physical activity into daily life.



Strategic Approach

- Employs evidence-based strategies to improve access to nutritious food and physical activity
 - Vancouver's 'District Food Planning'.
 - Portland's Smart Trips Program
- Results in a series of 'neighborhood food plans' and active mobility programs.



Austin Food Desert Map

Goals

Neighborhood Food System Planning

- Pilot Community has increased their knowledge of how to change the policy impacting the communities food system
- 5% increase in purchasing of locally-produced healthy food (survey results)
- 75% increase in awareness of how to access healthy locally-produced food (survey results)



Goals

Active Transportation Encouragement Program

- Increase awareness of active transportation choices (enrollment with an encouragement program)
- Increase physical activity (rates of active travel)
- Increase in positive attitudes towards use of active transportation (survey results)



A two-way cycle track for children at Hart Elementary school.

Food Planning

Pilot Planning Approach

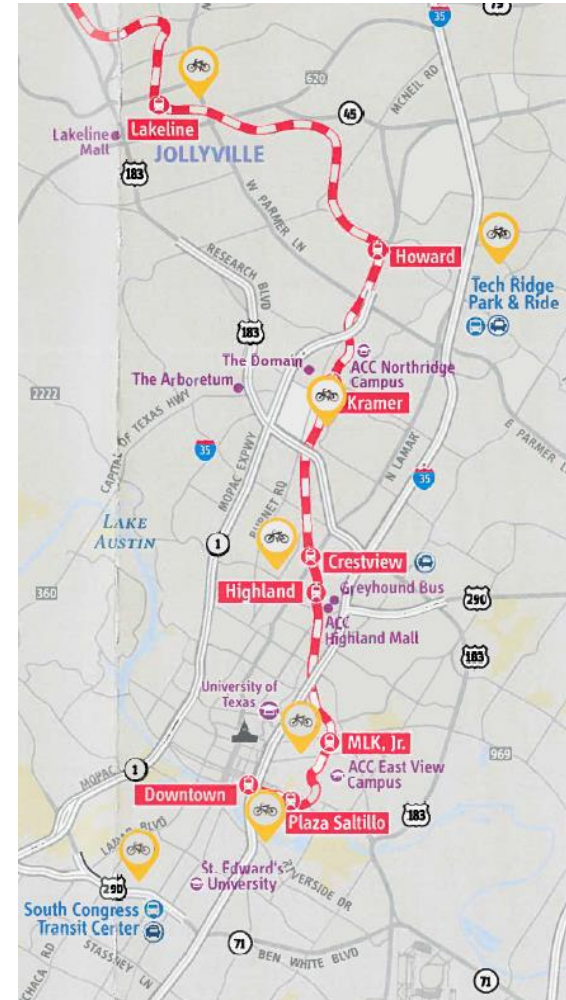
- Develop quantitative metrics specific to the North Central Austin community
- Map food system assets and liabilities:
 - Existing community gardens, school gardens, urban farms
 - Location of food retail, farmers markets, etc.
 - Dietary-related health indicators
 - Gaps in the food chain



Transportation

Program Development

- Map transportation system
 - Bus routes and transit stops
 - Bike routes
 - Origins (residential areas)
 - Destinations (medical facilities, schools, employment centers, recreational areas)
- Develop a suite of encouragement programs in partnership with area partners that meet the unique needs of the North Central Austin community.



Outreach

Food and Transportation Community Engagement

- Identify and engage stakeholders in the food and transportation system
 - Neighborhood Association, the YMCA, local Community Centers, church groups, school groups, business associations, etc...
 - Non profit advocacy groups, existing coalition members and partners
- Implement outreach plan to share quantitative metrics and solicit qualitative community perspective
 - Focus groups in targeted locations
 - Surveys for the broader community



Food Planning

- Reconcile quantitative metrics with community knowledge to create a more accurate picture of the local food systems assets and liabilities.
- Develop a North Central Austin Food System Report
- Present Report to Food System stakeholders and get feed-back based on findings and set priorities for action.



Food Planning

- Develop Food System Tool-Kit
 - Match COA resources and private sector resources with identified Food System Community priorities.
- Tool kit could include support for the following:
 - ✓ new community gardens or school gardens
 - ✓ enhancement of existing community gardens and school gardens
 - ✓ new Commercial Urban Farms (roof-tops/ aquaponics/ in-door/ etc...)
 - ✓ new food processing business
 - ✓ new food hubs for food distribution
 - ✓ new commercial kitchen
 - ✓ Increased retail access to local/ healthy food at corner stores/ grocery stores
 - ✓ new Farmers Markets/ Farm Stands/ School Farm Stands/ Neighborhood Food Purchasing Co-ops
 - ✓ new food waste recovery business
 - ✓ new centralized community composting system
- Implement evaluation survey

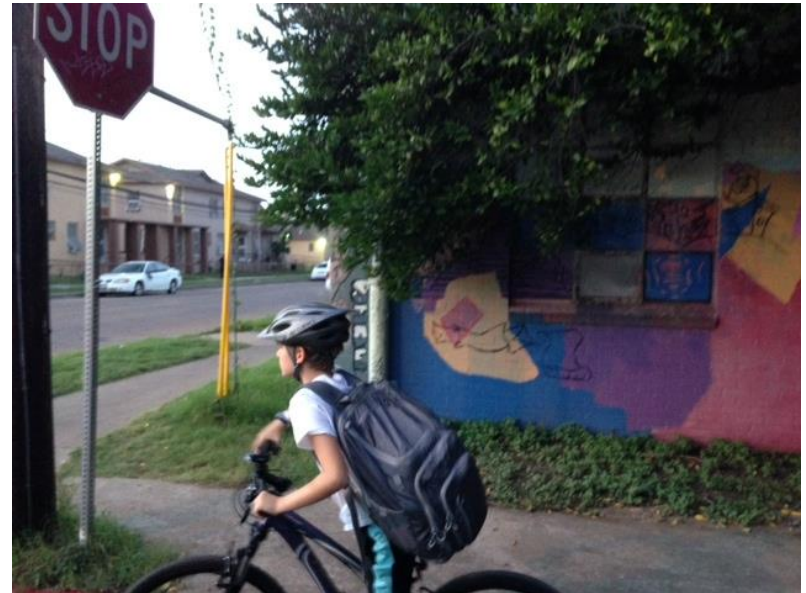
Transportation

- Create Transportation Toolkit with maps, educational information and calendar of events
- Mail out newsletter inviting community to request toolkit
- Respond to toolkit requests



Transportation

- Conduct motivational interviews with interested stakeholders to encourage use of active transportation
- Deliver encouragement programs in community
- Measure enrollment in programs, conduct satisfaction survey with enrollees.



Timeline

- Gather data on 4 sectors of the food system
- Gather data on existing transportation system
- Select food system and transportation metrics with ties to Imagine Austin
- Develop external food and transportation system stakeholder groups

Map food and transportation system assets and liabilities

Spring 2015

Neighborhood Food Planning and Transportation Program Development

- Identify food system metrics for neighborhoods
- Develop active transportation programs
- Work with neighborhood stakeholders to identify food system priorities
- Work with neighborhood stakeholders to identify audiences for active travel programs.
- Distribute information about active transportation programs.
- Develop neighborhood food system plan

Summer 2015

- Develop tool-kit to assist in achieving desired changes
- Implement active transportation programs
- Evaluate impact and opportunities for future collaboration

Neighborhood Food System Tool-kit and Transportation Program Implementation

Fall 2015

Contact Us



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