Integrating Indicators of Smart Growth into Real Estate Listings

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New Partners for Smart Growth Conference
Charlotte NC, February 4, 2011
Community Design and Health

Related to land use:
- Obesity, physical activity, CVD
- Water quantity and quality

Related to automobile dependency:
- Air pollution and asthma
- Climate change contribution
- Car crashes
- Pedestrian injuries

Related to social processes:
- Mental health impact
- Social capital
- Environmental justice
Walkable Community Designs: Connectivity and Physical Activity

Suburban Development

Traditional Neighborhood

Drawing by Duany Plater Zyberk, in ITE Journal 1989;59:17-18
Transportation Design to Encourage Physical Activity

Cooper River Bridge, Charleston, SC
Transportation Design to Discourage Physical Activity
Relationship between Sprawl and Air Pollution

Source: Measuring Sprawl and Its Impact, www.smartgrowthamerica.org
Deaths and Injuries to Motor Vehicle Occupants and Pedestrians

• Leading cause of deaths among persons 1-34 years old
• Annual toll from motor vehicle crashes in United States:
  • 34,000 deaths
  • 2.4 million nonfatal injuries
  • $100 billion in costs

Sources: NHTSA 2010; USDOT 2008; Naumann 2010
Social Capital

- Defined as social networking, civic engagement, trust and reciprocity
- Decreased by long commutes
Point-of-Decision Prompts

- Effective in moderately increasing levels of physical activity, on the basis of strong evidence that they are effective in increasing the percentage of people choosing to take the stairs rather than an elevator or escalator.

Task Force for Community Preventive Services
http://www.thecommunityguide.org
Menu Labeling

Providing information may influence choices
Countdown Timers on Walk Lights
Gas Mileage Indicator in a Fuel Efficient Car
Energy Efficiency Information
for Appliances
Information on Energy Efficiency in House
Communicating Links Between Health and Built Environment: Mostly Aimed at Professionals
Reaching the Public

- Housing location and community design affect physical activity
- How can we encourage prospective homebuyers to consider walkability?
Conveying Walkability Information to Homebuyers
Providing Walkability Information to Homebuyers May Influence Choices and Promote Health

www.cdc.gov/healthyplaces
www.epa.gov/smartgrowth