

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

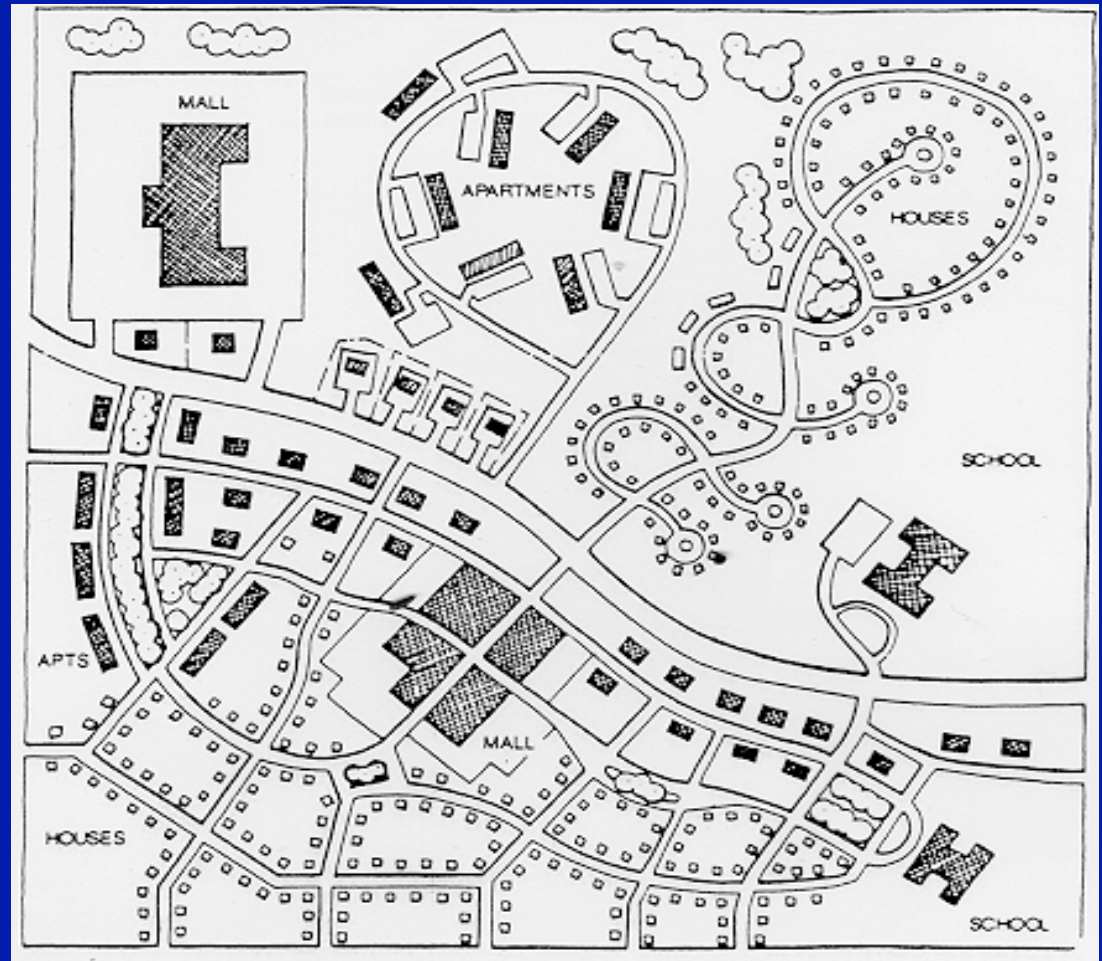
- Mental health impact
- Social capital
- Environmental justice

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

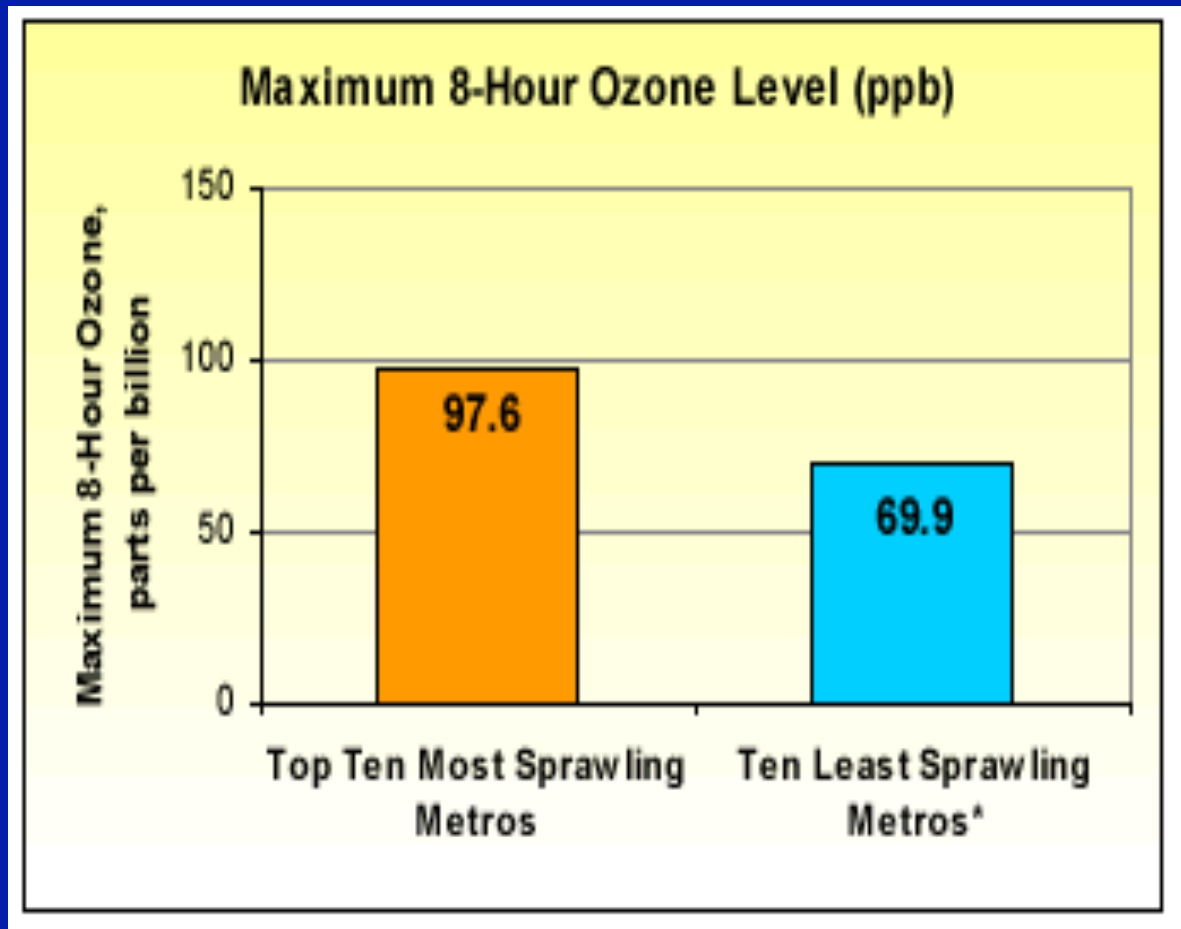


Cooper River Bridge, Charleston, SC

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



Make the healthy choice the easy choice



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




Based on standard U.S. Government tests

ENERGYGUIDE

Refrigerator-Freezer
With Automatic Defrost
With Top-Mounted Freezer
Without Through-The-Door Ice Service
Capacity: 20.9 Cubic Feet

Whirlpool Corporation
Models: E11FHT1M10,
GT15K1T1M10

**Compare the Energy Use of this Refrigerator
with Others Before You Buy.**

This Model Uses 442 kWh/year	 ENERGY STAR® A symbol of energy efficiency
Energy use (kWh/year) range of all similar models	
Uses Least Energy 457	Uses Most Energy 530
The Estimated Annual Energy Consumption of this model was not available at the time the range was published.	

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only models with 20.5 to 22.4 cubic feet and the above features are used in this scale.

**Refrigerators using more energy cost more to operate.
This model's estimated yearly operating cost is:**

\$37

Based on a 2001 U.S. Government national average cost of 8.2¢ per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

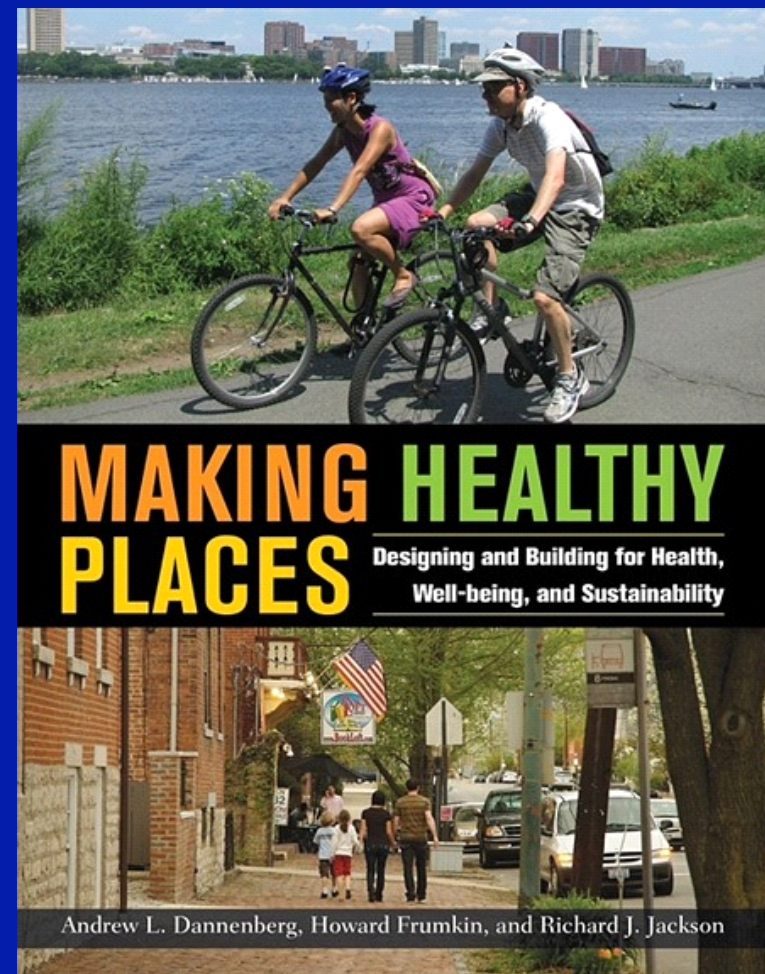
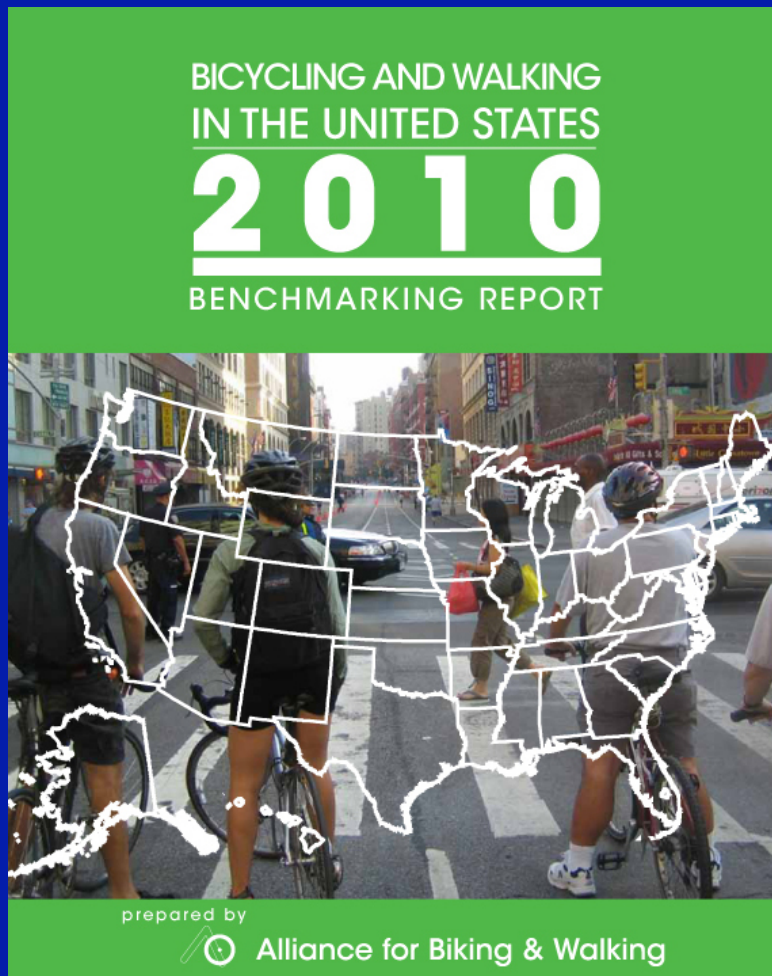
Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 CFR Part 302).

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Information on Energy Efficiency in House

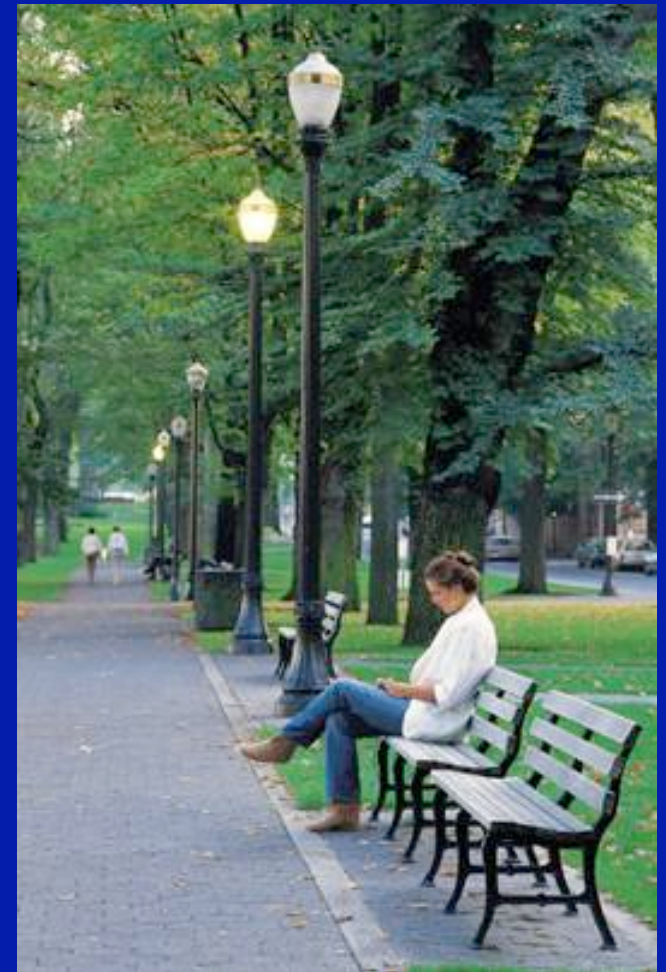


Communicating Links Between Health and Built Environment: Mostly Aimed at Professionals



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

Walk Score of 2800 East Roy Street Seattle WA

http://www.walkscore.com/score/2800-East-Roy-Street-Seattle-WA

dash diet Apple Yahoo! Google Maps YouTube Wikipedia Popular News (2037)

Pandora Radio - Listen to Free Int... Walk Score of 2800 East Roy Stre...

Walk Score® Find a Walkable Place to Live.
Rankings | Walkable Neighborhoods | How It Works | Walk Score On Your Site | Blog

Type an Address: 2800 East Roy Street Seattle WA Go

Walk Score
74 Very Walkable
Out of 100 2800 E Roy St Seattle

Overview Customize Map Commute Capitol Hill

Restaurants
Cafe Flora 0.1mi

Coffee
My Coffee House 0.09mi

Groceries
Village Mart 0.13mi

Shopping
Missi Lu 0.11mi

Schools
The Valley School 0.31mi

Parks
Prentiss I Frazier P 0.3mi

Books
City of Seattle: Ma 0.92mi

Bars
Bottleneck Lounge 0.45mi

Entertainment
Washington Ensemble 0.52mi

Post Offices
Postal Plus 0.8mi

[View more amenities](#)
[Something missing?](#)

Public Transportation
Transit Score: **60** Good Transit
9 nearby routes: 9 bus, 0 rail, 0 other

.1 mi - 11 .1 mi - 84 .15 mi - 8
.28 mi - 43 .28 mi - 48 .51 mi - 12

Compare Your Walk Score
Seattle top 10%: 99
Your score: 74
Seattle average: 77

60% of Seattle residents have a higher Walk Score.

Walk Score and nearby amenities for 2800 E Roy St Seattle. See [more nearby amenities](#) like grocery stores, restaurants, and coffee shops or get a [commute report](#) from this address to where you work.

Providing Walkability Information to Homebuyers May Influence Choices and Promote Health



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