



# Catalyzing Community-Scale Movements: The Healthy, Active, and Vibrant Communities Model

February 5, 2011



## Ferguson, Missouri

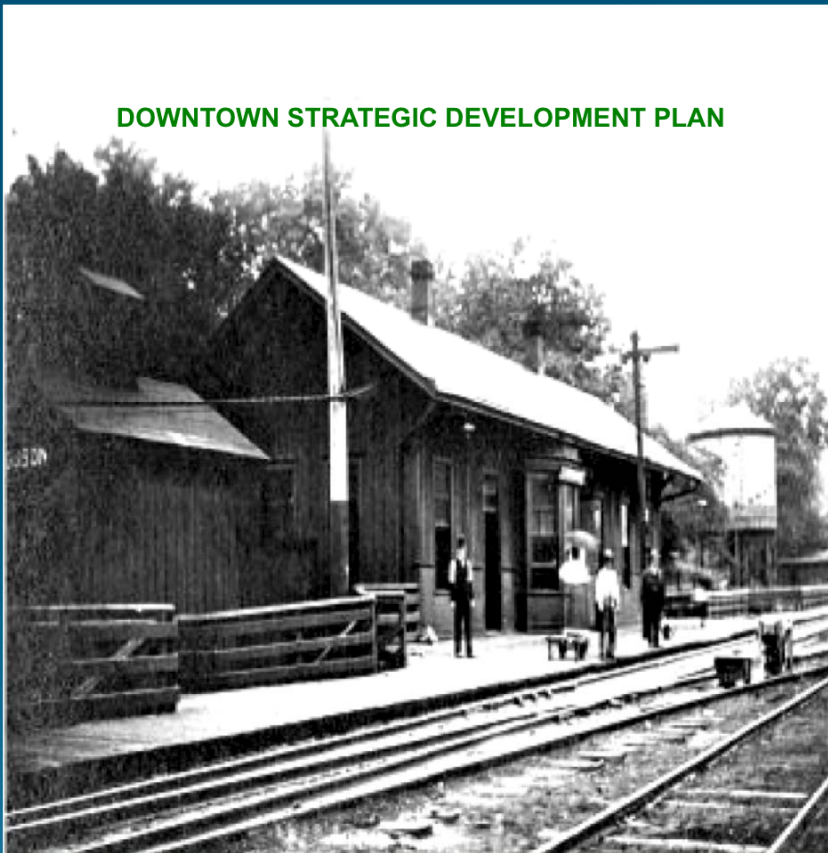
- located in suburban north St. Louis County
- historic railroad commuter suburb
- small town charm
- diverse neighborhoods
- identifiable downtown business district
- 22,000+ residents
- major employers:
  - Emerson Electric,
  - St. Louis Community College
  - University of Missouri-St. Louis,
  - Express Scripts
  - St. Louis-Lambert International Airport



[www.fergusoncity.com](http://www.fergusoncity.com)



## DOWNTOWN STRATEGIC DEVELOPMENT PLAN









- Formed Task Force
- Assessment/Survey
- Created Identity
- Education
  - Articles in Local Paper
  - Health Fair and Wellness Day
  - Conference attendance



### Fitness and Healthy Living Courageous Conversation and Live Well Fair

Struggling with the issues associated with living a healthier life?

At the Courageous Conversation, learn:

- The advantages to a preventative lifestyle.
- How to identify and overcome the obstacles to healthy eating and active living.
- How support groups can work for you.

Participants of the LiveWell Fair, include:

- Trailnet
- City of Ferguson - Parks/Rec; Farmer's Market; LiveWell
- Health Professionals

**Date:** May 2<sup>nd</sup>, 2008

**Place:** Ferguson United Methodist Church - 33 S. Florissant Rd

**Time:** Courageous Conversation - 10:00am- 11:00am

Live Well Fair - 11:00am- 1:00pm

Door prizes will be given.  
questions about this exciting program and to RSVP, please call Emily Byrne at 314.210.2705







# Sunday Parkways



- A free community event that promotes physical activity, health, and social unity in a relaxed atmosphere.
- 6 Successful Parkways - 2 years
  - Connecting residents/neighborhoods
  - Bike helmets distributed
  - Active and Fun Events
    - Aerobics; Hula Hoops
    - Free Throw Contest
    - *Do the Loop*
    - Loaner Bikes; Biker Blender
    - Face Painting; 5k Training







- A day of Active Living
  - Wellness Day at Farmer's Market
  - Biggest Yard Sale in History
  - Grand Opening of Plaza at 501
  - Free Music Concert
  - *Live Well Ferguson Twilight 5k Run/Walk*
    - Inaugural Event
    - Inspired by *Live Well Couch to 5k* program in 2009
    - 800 participated (expected 100)







Community Gardens



## Griffith School Rendering Project



### EXISTING CONDITIONS:



**Image Caption:** The above image shows the existing crosswalk adjacent to Griffith Elementary School near the intersection of Chambers Road and Day Drive.

### A COMPLETE STREETS OPTION:



**Image Caption:** The above image is a rendering of what a complete streets treatment of the site could look like. In this scenario, students would have a shorter distance to cross the street, there would be more signage to alert drivers of the crosswalks, the intersection at Chambers and Day would become a true intersection, Chambers would be put on a "road diet", and bike lanes would be added.





**H3**

## FERGUSON BICYCLE & PEDESTRIAN MASTER PLAN

THE CITY OF FERGUSON, MISSOURI

### DESIGN PRINCIPLES

#### PRINCIPLE 6:

*Implement a park and school bicycle and pedestrian loop with cross-town connectors by utilizing improved on-street sidewalks and bikeways, new off-street trails and connectors, wayfinding signage, community programming, and public awareness initiatives to connect all Ferguson parks, elementary and middle schools, high schools, downtown Ferguson, West Florissant Road, the Ted Jones Trail, and the Maline Greenway with an identified route for pedestrians and cyclists.*





## • Promotions

- Website – [www.LiveWellFerguson.com](http://www.LiveWellFerguson.com)
- Local Paper - *Ferguson Times*
- School District's Wellness Committee
- Channel 5's *Show-Me St. Louis*
- Health and Wellness Fairs

## • Disseminate

- Complete Streets Ordinance - APA PAS Essential Information Packets

## • Recognition

- 2009 Trailnet Active Living Award
- National Public Health Week 2010
  - St. Louis County proclamation recognizing the efforts of Live Well Ferguson







- Missouri Foundation for Health Grant
  - Will aid in sustainability and continued outreach
- Complete Streets Implementation
  - Take the ordinance to design and construction.
- Form-Based Code
  - Create walkable/bikeable environments
- Poster Campaign
- Live Well – Eat Well Campaign
  - Restaurant Labeling Campaign
  - “a little encouragement to eat better”



## PARTNERS



- City of Ferguson
- Ferguson Citywalk (Special Business District)
- Trailnet
- St. Louis County Dept of Health
- Great Rivers Greenway (Regional Trail Development Organization)
- Emerson Family YMCA
- EarthDance
- Ferguson-Florissant School District
- Ferguson Farmer's Market
- Northern Arts Council
- NOCOstl.com
- Volunteers, Neighbors, Residents, and *used to be strangers*







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