



POP Action Plan – Physical Activity

Physical Activity:

Our Challenge: How can we make physical activity an integral and routine part of life?

Proposed action from Obesity Summit: (1) Design roadways that include reduced speed limits, increase street lighting, continuous bike lanes and sidewalk, and pull out bus lanes (where possible); (2) Create better access and programming in multi-use spaces; (3) Educate citizens and elected officials on “rules of the road”.

| | |
|-------|-----|
| Agree | |
| 1. | 83% |
| 2. | 85% |
| 3. | 64% |

Objective (s): (SMART – Specific, Measurable, Achievable, Realistic, Time-based)
 Complete a minimum of 10 Walkability* Audits in Hillsborough County communities/neighborhoods by September 2014.

| Actions Steps <i>Broadly what will be done</i> | Owner <i>Who will do it?</i> | Resources <i>Funding/time/people/materials</i> | Timeline <i>By when? M/D/YYYY format</i> |
|---|---|--|--|
| 1. Determine plan, process, and select tool for audit | POP Action Planning Committee` | <ul style="list-style-type: none"> •Create pdf information sheet about group •Decide on an audit tool to use | December 2013 |
| 2. Identify communities/neighborhoods for audits | Center for Urban Trans Research/USF | <ul style="list-style-type: none"> •Neighborhood Associations •Create POP:PA Facebook/Youtube | November/December 2013 |
| 3. Recruit partners, volunteers and participants | POP | | May 2014 |
| 4. Complete Walkability Audits in selected neighborhoods | POP Action Planning Committee | <ul style="list-style-type: none"> •COT Neighborhoods Division •Green Artery •Tampa Heights | May 2014 |
| 5. Analyze results and evaluate | Center for Urban Trans. Research/City of Tampa/Dan C. | | June 2014 |
| 6. Present results and recommendations to relevant stakeholders (media, community, policy makers, planners) | Center for Urban Trans. Research | <ul style="list-style-type: none"> •MPO Transportation Committee •COT/Hills Cty Transportation Division •HART | Sept. 2014 |

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|---|---------------|--|--------------|
| 7. Utilize results and recommendations to promote increased physical activity? | POP | | |
| 8. Utilize results and recommendations to promote community designs and planning that encourage walkability | POP | <ul style="list-style-type: none"> • COT Planning Department • COT Transportation Division | |
| 9. Evaluate project and action plan outcome/results | POP | Partners, project report | October 2014 |
| 10. Seek opportunities to publish results and replicate in other neighborhoods | CUTR/USF, DOH | Audit data | Ongoing |

Team

Lead: Jason Jackman

Members: Norene Miller, Sharon McArthur, Nan Klater, Cherisse Wilks, Eugene Honrath, Melissa Messman

***Notes**

Walkability is a measure of how friendly a community or area is to walking and opportunities for physical activity. Community design variables are linked to physical activity, and Walkability indices are correlated with body mass index and the physical activity of local populations. People who live in “activity friendly” neighborhoods are more likely to meet recommendations of ≥ 30 minutes of moderate activity. (Source- Frank, et al. (Winter 2006). "Many Pathways from Land Use to Health" (PDF). Journal of the American Planning Association. p. 77.; Frank, et al. (February 2005). "Linking objectively measured physical activity with objectively measured urban form: Findings from SMARTRAQ". American Journal of Preventive Medicine. pp. 117–25.)

Walkability Day Tampa Bay - May 3, 2014. Website access to survey/checklist tool April 1, 2014.