



**HUMPAL STRATEGIC PLAN
2009**

AN "UPSTREAM" FOCUS

This idea comes from a fable about a village along a river. The residents who live here, according to parable, began noticing increasing numbers of drowning people caught in the river's swift current and so went to work inventing ever more elaborate technologies to resuscitate them. So preoccupied were these heroic villagers with rescue and treatment that they never thought to look upstream to see who was pushing the victims in.



904 G Street
Eureka, CA 95501
noelle@nrsrcaa.org
707.269.2054
www.humpal.org



CONTENTS

MISSION & PARTNERSHIP	4
HUMPAL'S BELIEFS	5
HISTORY AND KEY PROJECTS	6
HUMPAL'S VISION	8
ACTIVE LIVING BY DESIGN FOR ALL	9
WHY HUMPAL?	10
HUMPAL'S GOALS	12
THE "PARTNER" IN PARTNERSHIP	14
HUMPAL STEERING COMMITTEE	15
STRATEGIC PLAN METHODOLOGY & KEY PARTNERS	16
BIBLIOGRAPHY	17





MISSION & PARTNERSHIP

MISSION

Improve the ability of communities to identify tangible ways to increase access to an active and healthy lifestyle for people of all means, ages, and backgrounds.

THE PARTNERSHIP

HumPAL's partnership reaches across institutional, organizational, bureaucratic and cultural barriers to improve individual, family and community health and well-being through 'Active Living by Design.' Active living seamlessly integrates physical activity into daily routines – going to the store or doctor, getting to work or school, or playing at parks is accessible, affordable, and easy. Walking, bicycling, taking public transit, are all forms of transportation that help people lead active lives. The Partnership includes planners, architects, public health staff, transportation advocates, elected officials, policy-makers, school representatives, community organizations, senior advocates, social services providers, and resource center staff.

The Partnership uses FOUR STRATEGIES to achieve its mission:

Identifies Gaps

HumPAL identifies community needs that that simply aren't or can't be met by governments, the private sector, or other community organizations.

Convenes

When unconventional partnerships are established, innovative solutions to active living challenges are discovered. By cultivating a broad and multi-disciplinary partnership, HumPAL facilitates interaction and project collaboration between groups that are unaccustomed to working together.

Catalyzes

HumPAL incubates and pilots cutting edge policies and programs that increase people's ability to lead active lives, often adapting urban community design and transportation models for our rural region.

Builds Capacity

HumPAL staff and partners educate ourselves and others by attending both local and out-of-area trainings and conferences to share current information and best practices about Active Living by Design tools and resources, social marketing and media advocacy techniques, land use and transportation planning efforts, and school wellness projects. HumPAL also brings respected and accomplished members of health and ***built environment*** fields to Humboldt County to share knowledge and resources difficult to access locally. HumPAL researches local issues to develop Humboldt County-based data sets that inform people and contextualize local ALbD efforts.

BUILT ENVIRONMENT

The buildings, roads, utilities, homes, fixtures, parks and all other man-made entities that form the physical characteristics of a community.

<http://www.cdc.gov/healthyplaces.terminology.htm>



HUMPAL'S BELIEFS

Providing for the seamless integration of safe, convenient opportunities for active living for all residents is the best way to promote equity and to improve the public's health.

How our communities are designed and built requires thoughtful, equitable, and engaging planning processes.

Equitable, healthy, and environmentally sound community design can only be achieved with input from a variety of people representing a wide range of backgrounds, abilities, and perspectives.

Every person should have easy, safe, and affordable access to goods, services, transportation, recreation, and nature.

People's health is influenced by the surrounding natural and built environment in which they live.

By people increasing their ability to use active transportation and reducing their dependence on automobile travel, we decrease our local impact on global climate change.

Humboldt County's unique rural character is best preserved through land use and transportation planning, policies, and practices which include active living and active transportation opportunities in all communities.



ACTIVE LIVING BY DESIGN PRINCIPLES

Physical activity is a behavior that can favorably improve health and quality of life.

Everyone, regardless of age, gender, language, ethnicity, economic status or ability, should have safe, convenient and affordable choices for physical activity.

Places should be designed to provide a variety of opportunities for physical activity and should accommodate a wide range of individual preferences and abilities.

Development patterns should encourage mixed uses, compact design where appropriate, and a variety of transportation choices.

Buildings should be designed and oriented to promote opportunities for active living, especially active transportation.

Transportation systems, including transit, should provide safe, convenient and affordable access to housing, worksites, schools and community services.

Parks and green space, including trails, should be safe, accessible and part of a transportation network that connects destinations of interest, such as housing, worksites, schools, community services and other places with high population density.

Municipalities and other governing bodies should plan for ongoing interdisciplinary collaboration, promotion of facilities, behavioral supports, policies that institutionalize the vision of active living, and routine maintenance that ensures continued safety, quality and attractiveness of the physical infrastructure.

Community governing and planning processes should address the multiple impacts of the built environment and transportation choices on residents' ability to be physically active.

*- Active Living by Design, North Carolina
Institute for Public Health*



HISTORY AND KEY PROJECTS

In response to growing concern about negative health and community affects associated with community design and physical inactivity across many disciplines, NRS invited a diversity of organizations and individuals to come together in 2004 to collaboratively address these challenges in Humboldt County. The need was clear: 37 percent of school age children ages six to 19 were overweight or at-risk for overweight, compared to 15 percent nationally¹ and, in 2006, Humboldt ranked 12th highest out of 58 California counties for overweight in low-income children between the ages of five and 20 years -- with 41 percent overweight or at risk for overweight². The number of U.S. children who walk to school has plummeted from 80 percent to 10 percent over one generation³. Rising rates of overweight and obesity, were, and continue to be, leading to an increase in Type 2 Diabetes in children—a disease previously seen only in adults. Children born in 2000 or later have about a 30 percent or higher lifetime risk of developing diabetes³. Between 1990 and 2002, the percentage of obese adults in California doubled from 10 to 20 percent⁴. In Humboldt County, 30 percent of adults report that they do not walk for fun, transportation, or exercise. Among people who are overweight or obese, the rate jumps to 63 percent who do not walk for any reason other than getting around as part of daily life⁵. And there is indication that over 80 percent of American Indian adults in Humboldt are overweight or at risk for overweight -- this is a major potential impact on the American Indian population⁶.

While the built environment is not the singular cause of these numerous health problems, studies – and common sense – indicate it is a significant contributing factor. Across the country, we have

built community infrastructure that discourages walking and bicycling at every scale.

In addition, HumPAL participants recognize/d that built environments that encourage physical activity have many other community benefits, such as equitable transportation options for those of all means and abilities, a positive effect on the attractiveness and vibrancy of neighborhoods and business districts, independence for youth and elderly, and opportunities for tourism.

Recognizing that many policies and models designed to improve the public's health through the built environment are urban-based, HumPAL has brought together a diverse partnership to create policies suited to our unique rural region. The following is a history of milestones and projects HumPAL has achieved since 2003.

2003

Natural Resources Services Division of the Redwood Community Action Agency (NRS) wrote a proposal to the Robert Wood Johnson Foundation to form HumPAL – 25 of 999 proposals were funded across the country, and the HumPAL proposal ranked 59.

2004

The Humboldt Partnership for Active Living is formed with a small grant from The California Endowment, awarded to host California's State Health Officer in early 2005, to make a community presentation about the emerging national and state 'Active Living by Design' movement in Humboldt County.

2005

Dr. Dick Jackson speaks before a packed crowd in Eureka's Wharfinger Building to discuss the connections between the obesity epidemic and the way we build our communities. HumPAL hosts a series of meetings to build the partnership between a diversity of stakeholders and assembles



a Steering Committee to complete a Strategic Plan with funding from The California Endowment. HumPAL and County Public Health Officer Ann Lindsay begin hosting neighborhood Walkability Audits in each County District to assess barriers to ‘non-motorized’ transportation. HumPAL brought experts from the Victoria Transport Policy Institute, the Transportation & Land Use Coalition to discuss ‘Building Healthy Communities’ and co-hosted ‘The Aging Brain: Consequences of Physical Inactivity’ with Area 1 Agency on Aging. HumPAL put out several printed newsletters to partner organizations into 2006.

2006

HumPAL is awarded a grant from The California Endowment to focus on development of policy and programs that reduce disparities created by the built environment and its impacts on health and equity. HumPAL hosts three forums: ‘Active Living by Design: Successful Northern California Community Development Projects,’ with presenters Laura Hall and John Anderson; ‘The Village Lives,’ with presenter Mark Lakeman from CityRepair, and the first forum in the county about Safe Routes to Schools with Brett Hondorp from Alta Planning + Design. HumPAL continues to host walkability and school site audits.

2007

HumPAL hosts the well-attended, two-day ‘Defining Healthy Design in Humboldt County: A Policy Charrette.’ The Charrette training team includes the Partnership for the Public’s Health, Nelson Nygaard & Associates, and the Local Government Commission. The resultant set of policy recommendations is used to inform input to the County’s General Plan, the Regional Transportation Plan and other local planning efforts. HumPAL hosts a discussion with Sacramento and Shasta County governments using ‘blueprinting’ efforts to link land use and transportation planning efforts.

2008

HumPAL works with Human Impact Partners and the Humboldt County Department of Health and Human Services, Public Health Branch to create the Humboldt County Healthy Development Measurement Tool and the Health Impact Assessment of the Humboldt County General Plan Update. HumPAL works with committee members to create a rural Healthy Development Checklist. A Safe Routes to School Summit is held that brings together schools, law enforcement and local jurisdictions working towards creating active transportation options near schools. A Humboldt County Safe Routes to Schools Toolkit is created and made available on HumPAL’s new website. HumPAL also brings together a diverse team of organizations and agencies for the first time to collaborate on hosting ‘Bike Month’ activities that were previously held on one to two days in May by the Humboldt Bay Bicycle Commuters’ Association.

2009

HumPAL receives funding from The California Endowment to continue work in the Active Living by Design movement with particular focus on engaging the community in the connection between land use, transportation and ‘active living by design’ with focus on efforts like Transportation Demand Management, Safe Routes to Schools, and offering continued training opportunities.





HUMPAL'S VISION

VISION

HumPAL envisions a future in which *equity* is the cornerstone of all planning processes that affect the health of our communities and the quality of life for all Humboldt County residents continues to improve through beneficial land use and transportation planning, policies, and practices.

DEFINING THE VISION

Active Transportation & Public Transit

Transportation infrastructure will support users of all ages and abilities and walking, biking, and public transit are all safe, inviting, and convenient. Children play in safe and clean parks and open spaces and can safely walk or bike to school.

Community Design

All Humboldt communities will be designed to enhance interaction between neighbors and to preserve the rural character of the region. People of all ages and abilities in Humboldt County will have the means and opportunities to safely and enjoyably get around and between communities for daily and weekly needs and for fun. Most homes will be located near shops and services, reducing people's dependence on their cars for daily or weekly trips. When homes are not located near shops, goods and services are instead co-located, so residents can park and walk to other nearby destinations. New developments will consider and enhance existing connectivity within communities and between neighborhoods.

Community Participation

Local governments will be accessible and receptive to adapting policy in ways that improve human and environmental health. Local jurisdictions and development approval processes will favor projects that increase the health of residents. Citizens will have the 'know how' and desire to continually

advocate for the inclusion of active living principles in their community's planning and decision-making processes.

EQUITY:

Just and fair inclusion. An equitable society is one in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential.

(from policylink.org)

COMMUNITY DESIGN: Two Essential Components

Complete neighborhoods provide opportunities for recreation and physical activity by having connected sidewalks, safe open spaces and parks for all ages, bike lanes, and alley garages. They are designed to accommodate a variety of ages, abilities, and financial resources – so you can age in a place you were once young in, and safe housing is available to people of all income levels.

Complete streets are designed and operated to enable safe access for all modes of transportation and users. Bicyclists, pedestrians, motorists, and bus riders of all ages and abilities are able to safely move along and cross the street. A complete street in a rural area will look quite different from a complete street in a highly urban area, but both are designed to balance safety and convenience for everyone using the road.

(Humboldt Healthy Development Checklist, HumPAL)

FOUR GOALS TO ACHIEVE HUMPAL'S VISION:

1. Increase the ability of all Humboldt County residents to access goods, services, information, employment, recreation, and education, particularly by active and public transportation.
2. Ensure that the decision-makers, non-governmental organizations, residents and the development community have the tools necessary to incorporate Active Living by Design principles into new and existing community planning efforts.
3. Improve the understanding of decision-makers, non-governmental organizations, residents and the development community that ALbD principles support public economic, health, social and environmental security.
4. Catalyze new, self-sustaining, evolving partnerships between diverse disciplines to pursue and support ALbD principles.

ACTIVE LIVING BY DESIGN FOR ALL

In recent years, it has become increasingly clear that health and wealth are inextricably linked and that low income individuals are prevented from making healthy choices by conditions in the neighborhoods (the built environment) where they can afford to live.¹ Often in the United States, wealth and race are also linked; however, even when they are not, and people of color are able to afford to live in wealthier neighborhoods, their life expectancy is shorter than that of their white counterparts due in part to the impacts of chronic stress resulting from their experiences with racism.²

The Humboldt Partnership for Active Living (HumPAL) recognizes the existence of these differences in health as health inequities which are unnecessary, avoidable, and capable of being rectified in part through just practices in land use and transportation planning and policy making such as those reflected in Active Living by Design (ALbD) principles.

For instance, when ALbD principles are applied, community designs promote active, human-powered transportation and efficient, dependable public transit that makes it possible for all residents, regardless of income, age, race or ability, to access goods and services safely and conveniently. Implementing ALbD principles can improve the health of residents and preserve the natural environment through the creation of friendly, accessible neighborhoods, improved air and water quality, and plans which protect timber, agricultural, and open space lands.

HumPAL seeks to provide non-partisan, research-driven information to policymakers, elected officials and residents about how ALbD principles are key to equitable, healthy community design. An



WHY HUMPAL?

increased awareness of how current land use and transportation practices may disproportionately provide advantage to some while disadvantaging others can lay the groundwork for changes in the practices of land use and transportation professionals.

A comprehensive understanding of challenges, whether systemic, such as zoning, building codes, or funding; physical, such as location of roads, lack of trails or sidewalks; or social, such as a preference for driving rather than using more active means, is an important part of building community capacity and a prerequisite to evaluating the opportunities for institutional and policy change.

Increasingly, multi-disciplinary work between engineers, planners, public health professionals, lawyers, and community members helps each discipline to understand the important interplay and impacts of their decisions on other community efforts. Well-informed policymakers, elected officials, and residents can facilitate appropriate community designs that promote health and equity.

HumPAL, as a diverse partnership of organizations and individuals representing a cross-section of community concerns, interests, and expertise, is committed to making this multi-disciplinary work possible.



As a program of Redwood Community Action Agency, HumPAL is proudly linked to the tradition of supporting and improving community self-sufficiency. As professionals in natural resources and community planning, HumPAL staff are committed to helping north coast communities ensure that the built environment provides residents of all means and abilities with healthy, active opportunities to get around in ways that fit the context of our rural region. HumPAL was created because reformatting the built environment to facilitate safer, easier travel by foot and bicycle is a complex task that is not achievable by any one discipline alone; planners, engineers, public health practitioners, electeds, developers and residents need a place to share their knowledge, learn new skills together, and approach the task together.

The way communities are designed and built determines opportunities for physical activity and ease of access to opportunities for walking, bicycling, access to services, employment, recreation, and social activities. It also has profound effects on the health of residents and the community. It is widely documented that, since World War II, the dominance of automobile-centered development has greatly diminished opportunities for routine physical activity. Spread out, single use land development patterns have reduced transportation choices, access to services and employment, and diminished air quality and negatively affected health, -further discouraging regular daily physical activity⁹.

Other than historic town cores, current built environment conditions in Humboldt County reflect the legacy of post-WWII, auto-dominant planning decisions as do most communities across the nation. Also, long distances between communities make access to medical appointments,



full service grocery stores, schools, workplaces and a host of other necessary goods and services difficult, especially for carless residents, seniors, and those in communities not served by mass transit. In Humboldt County, public transit ridership is one percent of mode share.¹⁰

With the increased emphasis on individual car travel and development patterns that reduce connectivity, such as ‘cul de sacs,’ the number of children who walk to school has plummeted from 80 percent to 10 percent over one generation¹¹. The health ramifications of reduced access to safe places to play and the ability of children to be active include rising rates of chronic diseases such as obesity and Type 2 Diabetes in children—a disease previously seen only in adults.

Income is one of the strongest and most consistent predictors of health and disease. According to Humboldt County’s Healthy Development Measurement Tool (HDMT), households that earn less than \$15,000 are more likely to suffer negative health consequences associated with physical inactivity than household with incomes above \$50,000. In Humboldt County, 32.4% of individuals and families live below the poverty line, according to the 2000 US Census, which is higher than the national average.¹²

Not only are low income neighborhoods less likely to have infrastructure conducive to active modes of transportation or service by mass transit, but a disproportionately higher percent of pedestrian/bike collisions occur in low income neighborhoods among carless residents.¹³ Car ownership, which could afford protection from unsafe biking and walking conditions, requires 27% of a family’s household budget¹⁴ in Humboldt County, which is beyond the means of many, particularly with the high cost of housing and other necessities.

Humboldt County’s increasing senior population, which is currently 14.6% and predicted to be 25% in the next 25 years¹⁵ requires community planning

and design that will make ‘aging in place’ possible.

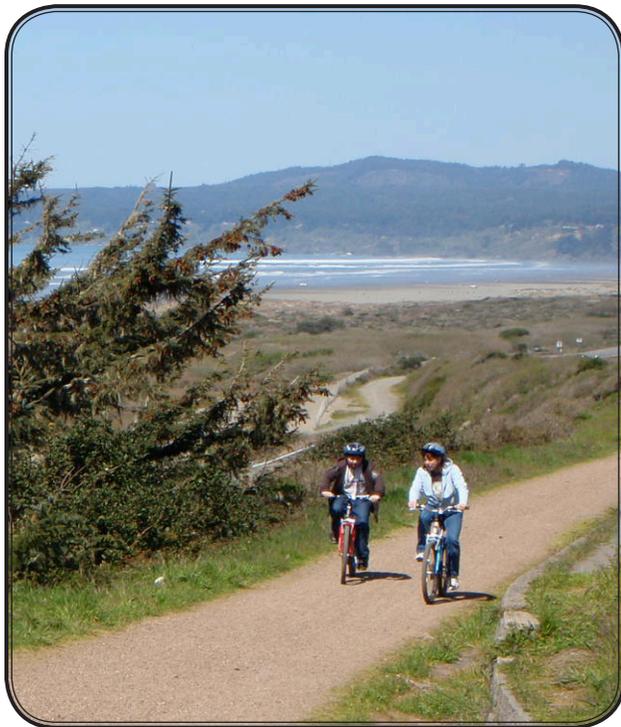
Fortunately, a new approach to community design is incorporating the strengths of pre-WWII development such as traditionally grid-patterned neighborhoods with a modern understanding of the impact of place we live on community health. In Humboldt County, this includes the recognition that many standards that improve land use and transportation systems to facilitate ALbD are designed for urban environments. In order to help rural communities become places where active living can be seamlessly integrated into the lives of all residents regardless of age, race, or income, those urban best practices and models must be examined and adapted to the unique setting of geographically dispersed populations with limited financial resources, few new development opportunities in which to incorporate walkability/bikability, and limited public transportation services.

Some community barriers to improving ALbD include: a lack of understanding about the importance of daily physical activity among those most at risk (e.g., youth, low income, seniors, mobility-impaired); a lack of understanding about the importance of community design in the fitness of individuals; a lack of understanding about the effect of poor public health on the economy; a higher than state average health problems; and the need to plan for both some residents’ desire for a more isolated, rural lifestyle and others who advocate for more intense, compact development.

ALbD principles applied in a context that fits the local community can enhance living in a rural region with small cities and communities by providing residents, policy makers and elected officials with a variety of tools and policies that increase active living and transportation opportunities that can be employed while maintaining the character of rural communities. Additionally, studies show that implementation of ‘active living’ principles are ‘value added’ improvements to communities that increase

business attraction and retention, retail sales, property values and tourism.¹⁶

The Humboldt Partnership for Active Living continues to see the need for increased community capacity and new partnerships to broaden communities' abilities to support and promote active lifestyles and to face the challenges of a rapidly shifting economy, continuing health inequities, and increasing community needs. Senior advocates and safe routes to school proponents, business community members and transportation planners, public health officials and engineers, rural residents and transit providers all have a stake in how communities are designed, built, and influenced by policy. Because so many disciplines and decision makers have a hand in these community issues, opportunities for innovative partnerships to address these challenges are numerous. HumPAL strives to provide useful, current information and to help these latent collaborators 'mix and mingle,' to gradually reverse problematic health trends through evolutions in our approach to land use and transportation **INFRASTRUCTURE.**



HUMPAL'S GOALS

GOAL 1

Increase the ability of all Humboldt County residents to access goods, services, information, employment, recreation, and education, particularly by active and public transportation.

Strategies

- Safe Routes to Schools (SR2S): Engage parents, provide technical support and serve as clearinghouse for SR2S info, bring resources to the county to assist
- Transportation Demand Management (TDM): Help establish a pilot program for employers to facilitate non-auto transport solutions for employees
- Support the development of person-centered mobility management in Humboldt County, including the consolidation of transportation resources and information.
- Improve the safety of active modes of transportation through community design and education campaigns. "Safe Routes to Transit"

GOAL 2

Promote among decision-makers, non-governmental organizations, residents and the development community the understanding that ALbD principles support public economic, health, social and environmental security.

Strategies

- Ensure that public outreach and communications take into account how ALbD relates to the rural region context.
- Through trainings, educational materials, conferences, and literature, inform community members about how ALbD can have beneficial impacts on economic development, social well-being, environmental health and public and individual health.



GOAL 3

Ensure that decision-makers, community organizations and civic groups, residents and the development community have the tools necessary to incorporate Active Living by Design principles into community planning efforts.

Strategies

- **Decision-makers** (staff, appointed and elected officials): Provide technical expertise and an 'ALbD' lens for planning efforts; incubate and pilot new models of transportation and land use planning for Humboldt County; advocate for the Planning for Active Transportation & Health (PATH) model of planning and investment (www.nrsrcaa.org/path).
- **Non-Governmental Organizations and Civic Groups:** Provide opportunities for community-based organizations to build capacity regarding ALbD principles and understand how to more effectively work together to achieve common ALbD goals.
- **Residents:** Help community members better understand the connection between neighborhood design and active living by seeking ways to engage citizens on the neighborhood level (walkability audits, using the Healthy Development Checklist); broaden partnership to include better representation from youth and low-income populations.
- **Development community:** Make it easy for developers and new developments to include 'active living by design' elements in projects by seeking opportunities to work directly with developers in initial planning processes; pursuing consideration of incentivizing inclusion of healthy design elements (e.g. in the affordable housing approval process or making Health Impact Assessment an option project review component). Promote zoning and ordinances that intensify development within areas of existing infrastructure.
- Identify how existing 'active living' facilities can be used more efficiently and effectively, and how buildings and plans could be improved.

GOAL 4

Catalyze new, self-sustaining, evolving partnerships between diverse disciplines to pursue and support ALbD principles.

- Build partnerships between schools and local jurisdictions to facilitate independent (sans HumPAL) pursuit of SR2S programs and projects
- Develop partnerships with economically-oriented organizations (chambers of commerce; businesses).
- Pursue more opportunities to engage with and create partnerships with the development community, civic groups, and transportation providers.
- Share the HumPAL model of unique partnerships with other regions if staff has the resources to do so.

“Often the development planning and approval process takes so long there’s hardly any profit in a project by the time the dirt has been dug. If there was a way to expedite plans that have ‘healthy design’ features, whatever those may be, new development would have more of those features.”

(Humboldt County Developer)



THE “PARTNER” IN PARTNERSHIP

PARTNER COMMITMENTS

- Know and commit to the goals and mission of HumPAL;
- Become educated on what “Active Living By Design” means, particularly in Humboldt County’s context, to be able to represent ALbD principles at/in appropriate meetings, planning efforts and/or events to act as a HumPAL ambassador;
- Become familiar with health inequities created by policy decisions and be able to represent equity issues in/at appropriate meetings, planning efforts and/or events when acting as a HumPAL ambassador;
- Commit to ‘walking the talk’ by making environmental, policy, and/or organizational change in the partner organization to make physical activity and healthy eating choices easier for the population served (clients, students, employees, customers, members, staff and so forth);
- Contribute in some way to HumPAL projects or events, including but not limited to monetary support and/or participation in committees, and by supporting outcomes of committee work and collaboration;
- Inform HumPAL staff of grant or other funding opportunities that further the mission and goals of HumPAL; and
- Commit to informing HumPAL staff should current representation from my organization turn over, and assist HumPAL in finding another representative;
- Commit to reporting to HumPAL how the partner organization is contributing to the Strategic Plan goals; and
- Stay up-to-date on HumPAL projects and commitments by subscribing to the E-newsletter.

HUMPAL PARTNER BENEFITS

- Advertisement of organization events, workshops, or other public outreach efforts via the HumPAL E-newsletter (approximately 500 subscribers);
- Acknowledgement from HumPAL of behavioral changes resulting from the integration of Active Living by Design principles in partner organizations;
- Unique opportunities to network and collaborate with a diversity of organizations and disciplines;
- HumPAL staff support on projects, grants or other efforts that are applicable to currently-funded HumPAL workplans; and
- Updates on HumPAL’s work and projects via the E-newsletter.



HUMPAL STEERING COMMITTEE

WHAT DOES IT MEAN TO BE ON THE HUMPAL STEERING COMMITTEE?

In addition to the Partner commitments listed previously, HumPAL Steering Committee Members:

- Attend Steering Committee meetings quarterly;
- Update HumPAL as community needs evolve in order to effectively prioritize projects where the need is the greatest;
- Actively partner with HumPAL on grants;
- Communicate updates to their organizational leadership;
- Commit staff or member time to assist with HumPAL projects; and
- Are willing to consider committing resources from their organizations at meetings

In addition to the Partner benefits listed above, HumPAL Steering Committee Member Benefits include:

- Gaining membership and participation in their events and projects through the diverse membership of HumPAL;
- Consultation for Steering Committee members' worksites regarding the incorporation of Active Living principles into their policies;
- Increased knowledge of ALbD principles through priority consideration for HumPAL trainings;
- Priority consideration for partnership with HumPAL on grant proposals; and
- The satisfaction that comes from building a healthy community.

WHAT IS HUMPAL'S COMMITTEE STRUCTURE?

HumPAL committees serve as 'think-tanks' to help plan or implement projects on an as-needed basis. They are formed by HumPAL staff and include partners, steering committee members, and others who are key to the success of the project.

Two committees are on-going - the Steering Committee and the Research and Data Committee are ongoing.



STRATEGIC PLAN METHODOLOGY & KEY PARTNERS

HumPAL's Strategic Plan Update was a six-month long process. As active living issues are better understood across our communities, more organizations and people lend their voices and efforts to improving the public's health through community design. Since HumPAL's first Strategic Plan was finalized in 2006, the active living landscape has evolved significantly, providing HumPAL with the opportunity to take a new and expanded role in the community. HumPAL staff began this discussion with its Steering Committee in 2008 and continued to gather input from the community, completing the plan in the summer of 2009.

Thirty 'key-informant' interviews, three facilitated meetings, and many drafts later, HumPAL gleaned the most pressing community needs, assessed our strengths and weaknesses, and created a series of goals defined by our partnership. We would like to thank all of our partners and steering committee members listed below for their continued support and dedication without which this project could never have been completed.



KEY PARTNERS IN THE STRATEGIC PLANNING EFFORT

Area 1 Agency on Aging
California Center for Rural Policy
Caltrans
Climate Action
Danco-Group
Department of Public Health, DHHS
Environmental Services, DHHS
Eureka City School District
Family Resource Center
First Five Humboldt
Food for People
Fortuna Elementary School District
Fortuna Planning Department
Fortuna Police Department
Garberville Community Presbyterian Church
Green Wheels
Health Officer, Humboldt County Department of Health and Human Services
Humboldt Bay Bicycle Commuter's Association
Humboldt Bay Harbor, Recreation, and Conservation District
Humboldt Community Access and Resource Center
Humboldt County Office of Education
Humboldt County Supervisor, 2nd and 3rd District
Keep Eureka Beautiful
Making Headway
North Coast Air Quality
North Coast Environmental Center Board of Directors
Northcoast Co-op
Planning Department, County of Humboldt
Planwest Partners
Public Works, City of Arcata
Public Works, County of Humboldt
Redwood Community Action Agency
Ridgewood Developers
Roads Department, Hoopa
Spencer Engineering & Construction Management, Inc.
Supahan Consulting
Transportation Safety Commission
Union Health and Labor Foundation



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⁸ Ibid. p. 3

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¹² Humboldt County Public Health Branch, Human Impact Partners, Humboldt Partnership for Active Living, (March 2008). Humboldt County General Plan Update Health Impact Assessment, p. Retrieved 8/3/09, from <http://www.humpal.org/hia>

¹³ Unpublished research. RCAA. For the period 1999 through June 2004, 89% of ped/bike collisions in Eureka, CA were in neighborhoods where between 59-91% of households earned less than \$35,000/year. Data source: PATH Project

¹⁴ Humboldt County Public Health Branch, Human Impact Partners, Humboldt Partnership for Active Living, (March 2008). Humboldt County General Plan Update Health Impact Assessment, p. 81 Retrieved 8/3/09, from <http://www.humpal.org/hia> (ST.2.c)

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