“Because of the increasing rates of obesity, unhealthy eating habits and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents.”

-former Surgeon General Richard Carmona
Health changes in the United States

Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among U.S. Adults Aged 18 years or older

Obesity (BMI ≥30 kg/m²)

1994

2000

2010

Diabetes

1994

2000

2010

Obesity changes in Iowa

2004

Source: Centers for Disease Control

2011
Physical activity during leisure time in Iowa

2004

2011

Source: Centers for Disease Control
Blue Zones® Longevity Hot Spots

LOMA LINDA, CA
SARDINIA
IKARIA
OKINAWA
NICOYA PENINSULA, COSTA RICA
Blue Zones Power 9®

Move Naturally
1. Make daily physical activity an unavoidable part of your environment

Right Outlook
2. Know your purpose
3. Downshift: work less, slow down, take vacations

Eat Wisely
4. Eat until 80% full
5. More veggies, less meat & processed food
6. Drink a glass of red wine each day

Belong
7. Create a healthy social network
8. Connect/reconnect with religion
9. Prioritize family
LIFE RADIUS  
BLUE ZONES: OPTIMIZING THE ENVIRONMENT

20 MILES
LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT

POLICY

20 MILES
LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT

POLICY

BUILT ENVIRONMENT

20 MILES
LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT

POLICY

BUILT ENVIRONMENT

SOCIAL NETWORK

20 MILES
LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT

POLICY
BUILT ENVIRONMENT
SOCIAL NETWORK
BUILDING DESIGNS

20 MILES
Blue Zones Project® has selected 15 Iowa communities to serve as *demonstration sites*. More than 17% of the Iowa population lives inside a demonstration community.
Blue Zones Community Certification Process

- **CITIZENS**
  - 20% sign up and complete one pledge action

- **EMPLOYERS**
  - 50% of top 20 employers designated Blue Zones Worksites®

- **RESTAURANTS**
  - 25% of locally owned restaurants designated Blue Zones Restaurants®

- **GROCERY**
  - 25% of grocery stores designated Blue Zones Grocery Stores®

- **SCHOOLS**
  - 25% of schools designated Blue Zones Schools®

- **POLICY**
  - Adopt recommended policies and complete recommended projects
Iowa City’s ‘Community Policy Committee’

- Committee formed with mix of city and non-city staff
- Developed work plan using Community Blueprint metrics
- City Council resolution passed to support work
- Assigned action items to committee members
- For items already in existence, gather documentation
- For new items, research and draft policy
- Blue Zones Project state team validates all items
- Goal is 17 or more points by October 2015
Community Policy

Iowa City has selected to work on the following policies:

• Complete Streets Policy
• Street-Design Manual
• Form-Based Codes
• Codes to Encourage Mixed-Use Development
• Bicycle and Pedestrian Master Plan
• Joint-Use-Of-Facilities Agreements
• Promotion of Outdoor Dining
• Support of Farmer’s Markets & Community Gardens
• Fresh-Water Drinking Fountains
...and the following Built Environment Projects:

- Safe Routes to School Project
- Establish New Community Gardens
- New Place-making Project
- New Urban Greening Project
- Complete Streets Projects
Iowa City’s Complete Streets Policy

The Vision

The City of Iowa City intends and expects to realize long-term cost savings in improved public health, reduced fuel consumption, better environmental stewardship, and reduced demand for motor vehicle infrastructure through the implementation of this Complete Streets Policy. Complete Streets also contribute to walkable neighborhoods, make the community attractive to new business and employment, create a sense of community pride, and improve quality-of-life.
Iowa City’s Complete Streets Policy

Users and Modes

This policy defines Complete Streets by this outcome: all current and projected users of the public right-of-way are intended to conveniently reach their destinations via public rights-of-way, regardless of their chosen mode of transportation for that street or road to be considered “complete.” The design, operation, and maintenance of the City of Iowa City’s street network will create a connected grid of streets accommodating a safe, easily accessible, convenient, comfortable, and visually appealing manner for all users of all ages and abilities, including motorists, pedestrians, bicyclists, transit riders, children, senior citizens, persons with disabilities, freight carriers, emergency responders, and adjacent land users.
Iowa City’s Complete Streets Policy

Implementation

The City of Iowa City will provide for the needs of all users and abilities in all planning, design, construction, reconstruction, retrofit, operations, and maintenance activities and products within the public right-of-way. Each City Department that performs physical improvements in the right-of-way (streets, sidewalks, landscaping, public utilities, etc.), and private developers that build infrastructure (streets, public utilities, etc.) for dedication to the City will perform such work in compliance with this policy. While some streets and roads may require changes to the right-of-way to better accommodate non-motorized users, many low volume streets and roads will require only minor changes, such as signage or restriping, or no changes at all (see Context Sensitive Design, below).

Complete Streets are generally accomplished through adding the following to the public right-of-way: sidewalks, bike lanes, shared use lanes (sharrows), bus stops, public spaces, improved way-finding signage, utility corridors, etc. Projects in the right-of-way will incorporate sidewalks, ADA-compliant curb ramps, ADA-compliant bus stops, bicycle facilities, and any other reasonably applicable facilities. In particular, capital projects will incorporate complete street facilities found in City Council adopted plans, including (but not limited to) the Comprehensive Plan, bicycle and pedestrian plans, ADA Accessibility Transition Plan, and district plans.
Iowa City’s Complete Streets Policy

Design Criteria and Context Sensitive Design

Each street and right-of-way design should be practically undertaken to complement the neighborhood in which it exists, while complying with accepted or adopted design standards and other guidelines based upon resources identifying best practices in urban design and street design, construction, operations and maintenance when implementing improvements intended to fulfill this Complete Streets policy. The City will consider all available design options in the following manuals to ensure access for all modes:

- *AASHTO Green Book: A Policy on Geometric Design of Highways and Streets*, by the American Association of State Highway and Transportation Officials
- *AASHTO Guide for the Development of Bicycle Facilities*, by the American Association of State Highway and Transportation Officials
- *Urban Street Design Guide*, by the National Association of City Transportation Officials
- *Urban Bikeway Design Guide*, by the National Association of City Transportation Officials
- *Iowa Statewide Urban Design Standards*, by the Institute for Transportation at Iowa State University
- *Iowa City, Iowa City Code, Title 15 – Land Subdivision*, by the City of Iowa City
Connectivity and All Agencies

The City of Iowa City will design, operate, and maintain a transportation network that provides a connected network of facilities accommodating all modes of travel. To achieve a connected network, the City will foster partnerships with the State of Iowa, the Federal Highway Administration, the Metropolitan Planning Organization of Johnson County, school district, Johnson County, surrounding cities, citizens, businesses, interest groups and neighborhoods to implement the Complete Streets policy throughout Iowa City.
Exceptions

Exceptions to the Complete Streets policy must be documented in writing by the City Engineer with supporting data that indicates the reason for the decision. The documented decision(s) will be reviewed by the City Manager or designee. Exceptions are limited to the following:

- Where there are relatively high safety risks.
- Where bicyclists and pedestrians are prohibited by law from using the roadway.
- Where a main road has multi-modal facilities for all users of the right-of-way, the PUBLIC FRONTAGE ROAD may be exempt from this policy.
- Where the project consists primarily of the installation of traffic control, including pre-timed traffic signals, or safety devices and little or no additional right-of-way is to be acquired.
- Where a project involves emergency maintenance activities designed to keep assets in serviceable condition or when interim measures are implemented on temporary detour routes.
Iowa City’s Complete Streets Policy

Exceptions

• Where the Director of Public Works and the Director of Neighborhood & Development Services jointly determine the construction is not practically feasible due to significant or adverse environmental impacts to waterways, floodplains, significant street trees, remnants of native vegetation, wetlands, or other critical areas.

• Where the cost of establishing bikeways or walkways would be excessively disproportionate to the cost of project.

• Where scarcity of population or other factors indicate an absence of need for current and future conditions.

• Where the Average Daily Traffic count (ADT) is projected to be less than 1,000 vehicles per day over the life of the project.
Iowa City’s Complete Streets Policy

Performance Measures

The City will measure the success of Complete Streets policy by using the following measures:

- Miles of bike lanes, trails, shared lane arrows striped or built
- Linear feet of pedestrian accommodations built
- Number of ADA accessibility accommodations built
- Number of exemptions from this policy approved
- Number of projects in which street trees were planted
Pedestrian Facilities

- Wide sidewalks
- Curb ramps
- Countdown timers
- Truncated domes/tactile surfaces
- All-way red phase
- Lead pedestrian phase
- Traffic calming
Speed Table
Pedestrian Refuge Islands
Iowa City Metro Trails Map
Bike Lanes
Bike Lanes
Bike Friendly Community

- All local law enforcement have bike patrol
- Iowa City Awarded *Silver* Designation
Iowa Commuting Rates by Mode

- 79% drive alone
- 4% walk
- 11% carpool
- 1.0% public trans.
- 0.4% bicycle

Source: U.S. Census, 2000
### Commuting mode

#### 2006-2010 American Community Survey 5-Year Estimates

<table>
<thead>
<tr>
<th>Mode</th>
<th>Coralville</th>
<th>Iowa City</th>
<th>Tiffin</th>
<th>University Heights</th>
<th>North Liberty</th>
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<tbody>
<tr>
<td>Commuting to Work</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>Workers (16 &amp; over)</td>
<td>9,638</td>
<td>100.0%</td>
<td>36,912</td>
<td>100.0%</td>
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<tr>
<td>Car, truck, or van (alone)</td>
<td>6,870</td>
<td>71.3%</td>
<td>21,706</td>
<td>58.8%</td>
<td>983</td>
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<tr>
<td>Car, truck, or van (carpool)</td>
<td>1,164</td>
<td>12.1%</td>
<td>3,537</td>
<td>9.6%</td>
<td>97</td>
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<tr>
<td>Public Transportation</td>
<td>727</td>
<td>7.5%</td>
<td>3,271</td>
<td>8.9%</td>
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<tr>
<td>Bicycle</td>
<td>100</td>
<td>1.0%</td>
<td>1,503</td>
<td>4.1%</td>
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<tr>
<td>Walked</td>
<td>257</td>
<td>2.7%</td>
<td>5,395</td>
<td>14.6%</td>
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<tr>
<td>Other Means</td>
<td>36</td>
<td>0.4%</td>
<td>114</td>
<td>0.3%</td>
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<tr>
<td>Worked at Home</td>
<td>399</td>
<td>4.1%</td>
<td>1,114</td>
<td>3.0%</td>
<td>21</td>
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<tr>
<td>Motorcycle</td>
<td>29</td>
<td>0.3%</td>
<td>186</td>
<td>0.5%</td>
<td>8</td>
</tr>
<tr>
<td>Taxi</td>
<td>56</td>
<td>0.6%</td>
<td>84</td>
<td>0.2%</td>
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Opportunities

• Bike lanes and sharrows
• Covered bike parking
• Road diet projects to add bike lanes
Lower Muscatine Road Diet Before
Lower Muscatine Road Diet After
South Sycamore Project
South Sycamore Project
Questions and contact info

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City of Iowa City
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Ron-Knoche@Iowa-City.org
Changes in VMT, 1987 - 2013
Once your street is improved, the curb will be right here.