Metro Healthy Comprehensive Plans Work Group Meeting
Friday, November 09, 2018
9:00 a.m. – 11:00 a.m.

Sign-in and light refreshments at 8:50 a.m.
Southdale Library, 2nd floor “Full Meeting Room”
7001 York Ave. S. Edina, MN 55435

Agenda

1. Welcome & meeting overview 9:00 a.m.

2. Moving into implementation: Resources for local government 9:15 a.m.

In this presentation, Ross Daniels and Mary Marrow, (Public Health Law Center, Mitchell Hamline School of Law), will introduce the Local Plan Implementation Toolkit. The Toolkit:

- Provides resources and a framework for public health advocates, planners, and other community partners to make progress on implementing community health goals included in local plans.
- Includes a specific resource containing possible strategies to communities hoping to incorporate food systems policies into their plans.

3. Moving into implementation: Important future planning discussion 10:00 a.m.

After a brief recap of the Workgroup, including purpose and past input, participants will take part in a facilitated discussion to help design the Workgroup for 2019.

Questions to consider:

- What are the priority implementation areas, projects and topics in your 2040 plan?
- What are the opportunities to address or strengthen the environment for health in these areas?
- List topics where you could use information, skills or other assistance – be as specific as you can.

4. Wrap Up 10:45 a.m.

- Workgroup organizing and design – subcommittee members needed
- Partner announcements (All - as time allows)
- Next Meeting: January, 2019, details TBD
LOCAL PLAN IMPLEMENTATION TOOLKIT

Ross Daniels, Planner
Mary Marrow, Senior Staff Attorney

Metro Healthy Comprehensive Plans Workgroup
November 9, 2018

This work has been funded by the Statewide Health Improvement Partnership, Minnesota Department of Health.
• Our mission: *Improving health through the power of law.*

• Our services include helping partners shape local, state, and national health policies; and creating resources that help others understand opportunities to improve community health.
LEGAL TECHNICAL ASSISTANCE

- Legal Research
- Policy Development, Implementation, Defense
- Publications
- Trainings
- Direct Representation
- Lobby
“Across the U.S., local governments are beginning to include goals and objectives that promote public health into their comprehensive plans. These long-term plans impact how people make choices of where to live and how to get around, their ability to access healthy foods and opportunities for physical activity, and affect broader issues of social equity, clean air and water, and more.”

-American Planning Association

“We believe everyone deserves healthy communities. Those are communities where everyone has a safe and healthy home, everyone has access to safe and healthy food and decision-makers consider health and equity when making transportation and land-use decisions.”

-American Public Health Association
ROADMAP

• The Implementation Gap
• Local Plan Implementation Toolkit
• What’s next?
• Discussion
MOVING FROM LANGUAGE TO IMPLEMENTATION
THE IMPORTANCE OF PLAN IMPLEMENTATION
WHAT’S THE ELEPHANT IN THE ROOM?

Sometimes, even if I stand in the middle of the room, no one acknowledges me.
THE IMPLEMENTATION GAP

STEP BY STEP
WHO DOES WHAT?

COMMUNITY VISIONING
OBJECTIVE: Lay the foundation for the comprehensive plan by examining: vision, goals, and outcomes that reflect community health principles.

COMMUNITY-BASED ADVOCATES
HEALTH DEPT STAFF
- Educate community members and decision-makers on the links between planning decisions and health, health, and equity.
- Work with elected officials and other stakeholders to build consensus among businesses, residents, city managers, and associations.
- Educate them about the importance of healthy food access policies.
- Organize residents to participate in community meetings, providing training on message development and public speaking.
- Organize workshops and presentations for key decision-makers and land use policy and food, health, and equity.
- Package and disseminate data documenting and/or supporting local health concerns.

COMMUNITY-BASED ADVOCATES
HEALTH DEPT STAFF
- Identify and recruit educators (e.g., neighborhood, health, housing, schools, etc.) with diverse experiences and perspectives to commit to serve.

ANALYSIS OF EXISTING CONDITIONS
OBJECTIVE: Document baseline health, equity, and built environment data in a way that informs policy development and can be measured and evaluated over time.

COMMUNITY-BASED ADVOCATES
HEALTH DEPT STAFF
- Provide/integrate relevant health data (e.g., maps correlating health outcomes with neighborhood conditions).
- Coordinate data-driven strategies for health education and prevention on the community's current health status and research options and/or educational materials and effective strategies and staff use-on-use.
- Coordinate community health assessments, vulnerability and resiliency audits, community food assessments, and/or other analyses to inform policy priorities.

NEED HELP?
Here’s a helpful resource for effective engagement strategies and using an equity lens for comprehensive planning.

PLANNERS
- Ask planners what type of community would be most helpful come opportunities to address food concerns.
- Write community articles that include both strengths and opportunities for improvement.
- Conduct interviews with community members and stakeholders.
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- Conduct interviews with community members and stakeholders.

PLANNERS
- Relate plan drafts and be transparent with stakeholders on decision-making process and end goals.

FUNDERS
- Support community-based policy analysis, health impact, and assessment (e.g., community benefit plans).

IMPLICATIONS
OBJECTIVE: Translate health vision into on-the-ground change.

PLANNERS
- Work with partners to ensure that community planning documents (e.g., zoning codes, development regulations, etc.) are specific and have support of goals outlined in the comprehensive plan.
- Continue to educate elected officials and other stakeholders about the goals of the plan and the steps necessary to achieve them.

Miguel Geisler
Executive Director, Minnesota Food Charter

Planning is intended to improve peoples’ lives. What better way to fulfill this purpose than policies and plans that improve health and increase access to healthy food?
LOCAL PLAN TOOLKIT
BACKGROUND

• Builds on local, regional, and national work linking local planning with community health priorities.

• Developed in partnership with the Minnesota Department of Health, and SHIP grantees in the Twin Cities and Greater Minnesota.

• Reflects input from local public health and planning practitioners and other community health partners.

• Connects active and multimodal transportation planning with food access through “Safe Routes to Healthy Food” strategies.
LOCAL PLAN
IMPLEMENTATION TOOLKIT

The Toolkit can aid communities fill in gaps in existing implementation components of plans by:

– Developing detailed implementation strategies and actions
– Identifying key partners and local resources essential to successful plan implementation
– Providing framework for responding to local health equity priorities and anticipating or addressing unanticipated consequences
– Evaluating plan implementation process to ensure progress towards plan goals being made.
LOCAL PLAN IMPLEMENTATION TOOLKIT COMPONENTS

Includes four tools, to be used in relationship with each other:

- A **worksheet** intended to facilitate a community’s development of an action plan to implement health goals and action items into its planning document.

- A comprehensive **healthy food access resource** including potential goals and actions to achieve food access priorities in local planning efforts.

- A **community partner resource** to facilitate identification of key community resources and partners in the planning process.

- An **evaluation resource** to inform evaluation of plan implementation process and outcomes.
LOCAL PLAN IMPLEMENTATION TOOLKIT
LOCAL PLAN IMPLEMENTATION TOOLKIT WORKSHEET

Health Equity Impact Assessment

Evaluation and Assessment of Unintended Consequences

Local Plan Goal

Health Equity Impact Assessment

Evaluation and Assessment of Unintended Consequences

Implementation Objective 1

Implementation Objective 2

Implementation Objective 3

Action Step 1

Action Step 2

Action Step 1

Action Step 2

Action Step 1

Action Step 2

Stakeholders, Funding & Resources

Timeframe for Action

Anticipating Challenges

Health Equity Impact Assessment

Evaluation and Assessment of Unintended Consequences
LOCAL PLAN IMPLEMENTATION TOOLKIT

WORKSHEET

**Blank Worksheet**

Local Plan Goal

Implementation Objective

Health Equity Impact Assessment

What health inequities currently exist in the community? How does the action plan impact these inequities? Why were specific objectives or actions chosen/prioritized over others?

Evaluation and Assessment of Unintended Consequences

How will you solicit diverse feedback to monitor for unintended consequences of working toward the objective or taking a specific action?

Evaluation and Assessment of Unintended Consequences

How will you measure and respond to unintended consequences of this objective or action?

Evaluation Plan and SMART Objectives

Formative Evaluation: what resources do you need to evaluate implementation?

Process Evaluation: What key activities will you perform and how often? Are you on track to complete these objectives?

**Outcome Evaluation:** What has the outcome of your implementation action been?

**Impact Evaluation:** What progress has this action had in realizing the long-term public health goal?

**SMART (Specific, Measurable, Achievable, Relevant, and Timely) measures or other feedback will you use to assess progress toward your goal over time?**

**What measures might others use to evaluate the value of your work and progress toward your community health goal?**

**Action Steps**

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<tr>
<th>Action 1</th>
<th>Stakeholders, Funding and Resources</th>
<th>Timeframe for Action</th>
<th>Anticipating Challenges</th>
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Action 2

Action 3

Action 4
UNDER CONSTRUCTION
A guide providing a variety of potential plan goals for a community, and various implementation actions to achieve those goals.

PLAN GOAL:
Ensure bicycle and pedestrian facilities connect consumers with healthy food sources.

POSSIBLE IMPLEMENTATION ACTIONS

- Identify and fill gaps in connectivity between pedestrian and bicycle facilities and healthy food outlets.
- Ensure bike parking is available at local farmers’ markets, grocery stores, and other healthy food outlets.
- Develop a Safe Routes to Healthy Food initiative to identify needs and gaps in the active transportation system impacting food access.
- Assess and map connectivity of pedestrian paths, bike paths, and transit routes to sources of healthy food and to hunger relief services.
- Identify communities/neighborhoods with low car ownership or that include elderly and homebound individuals.
- Evaluate the accessibility of healthy food sources by transit, active transportation, or mobile food delivery from these neighborhoods.
- Identify the safety and comfort concerns of community members traveling along active transportation paths and transit routes.
PLAN IMPLEMENTATION TOOLKIT
Working with Community Partners

Effective plan implementation often involves a wide range of multi-sector partners. This document provides an overview of different types of public sector, private and nonprofit sector, and other community partners and stakeholders who could be involved in the implementation of different local plan goals.

Local plan implementation can be supported by the involvement of:

- Public Sector Officials, Partners, and Stakeholders
- Community-Based Partners and Stakeholders
- Local Nonprofits and Social Service Agencies
- Economic Development and Local Business Interests
- Education Sector
- Professional Associations

Planners must ensure that as many voices as possible of the community are being heard.
KEY PLAYERS

COMP PLAN IMPLEMENTATION

Evaluating the implementation of a local plan can help planners, public health advocates, and other community members better assess progress and spot opportunities to support community health goals.

Evaluation can support local plan implementation by:

1. **Assessing community readiness**
2. **Measuring progress toward long-term goals**
3. **Pinpointing strengths & weaknesses**
4. **Understanding the lasting impact**
5. **Supporting strategic resource allocation**
6. **Prioritizing community health investment**

Evaluation need not be complicated to have a positive impact on the implementation of local plans. Even simple evaluation techniques can help maximize impact and build support for local plan implementation activities that tangibly improve the health and wellbeing of local communities.

When and How Evaluation Can Support Local Plan Implementation

Evaluation can be a helpful tool at any point during the local plan development and implementation process, moving beyond its common use as a tool to retrospectively assess the impact of an activity after the fact.

www.publichealthlawcenter.org
HUNGER RELIEF IN LOCAL PLANNING
PLAN GOALS AND ACTIONS

How to Create Healthy & Equitable Local Food Systems

http://www.publichealthlawcenter.org/topics/healthy-eating/access-healthy-affordable-food
http://mnfoodcharter.com/
WHAT’S NEXT?

- Facilitator’s Guide
- Prioritization Guide
- Workshopping the toolkit with community partners and SHIP grantees
- Revisions based on feedback
- Making toolkit available at www.publichealthlawcenter.org for communities
DISCUSSION
THANK YOU!!

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Metro Healthy Comprehensive Plans Workgroup

Question 1: What are the priority implementation areas, projects and topics in your 2040 plan?

1. Affordable housing-density w/ equity lens
2. Denser housing/mixed use development
3. Active transportation-pedestrian policy & planning capacity
4. Safe routes to healthy food
5. Tenant protection ordinance
6. Energy planning
7. Creating place: as an economic driver; engaging residents; higher quality design
8. Transportation options- a balanced system
9. Planners: bikeability; walkability; connectivity- SRST
10. Public Health (PH)- also food access & equity
11. Equity & public engagement
12. Community engagement- esp w/ diverse community members
13. Equity
14. Climate change planning & adoption efforts
15. R.E. pathways/ employee retention
16. Identify how PH can add value & support comp plan implementation
17. Housing : kinds in the park grants
18. Transportation- keeping things maintained
19. Housing affordability
20. Transit LRT projects- SW green & Bottineau blue
21. How to engage city planners so PH can partner w/ them in meaningful ways on comp plan implementation
22. Zoning update
23. Racial equity- contracting
24. Talk/ normalize the conversation
25. Economic prosperity- Econ direction; work force
26. Climate action plan- implementation renewable electricity
27. Reducing racial disparities
28. Expanded inclusionary housing policy
29. Community based food assessments
30. Connectivity w/ active transportation
31. Safe routes to school
32. Safe routes to food
33. Transportation projects/ roads & bridges
34. Consider people
35. Duplexes in all LDR
36. Active transportation
37. Park design/access including: passive rec & active rec balance; connection to nature; demographic changes market changes
38. ADUs
39. Transportation- technology- advanced traffic management system
40. Child care affordability
41. Sidewalk trail/ maintenance accessibility
42. Food study
43. Climate action & health impacts- creating climate action plan/ implementing specific strategies

**Question 2:** What are the opportunities for your community to address or strengthen the environment for health in these areas?

1. SRTS
2. Bike/ ped connectivity
3. Protecting and preserving natural resources
4. Food study: opportunity to improve access & security
5. Based on comp plans find ways PH can support health related goals
6. Grant writing for infrastructure grants/ funding (connectivity/ safety)
7. Bring jobs into neighborhoods where people live/ jobs to people instead people to jobs
8. Transit access
9. Reduce economic disparities
10. Food study: opportunity to understand needs
11. Feel included, identify issues, understanding
12. Education, stability, housing security
13. Discuss & share education, concepts & tools
14. Housing: safe/secure affordable housing
15. Mixed use housing
16. Improved pedestrian safety
17. Affordable housing
18. Changing political climate in MN may increase resources/support in certain areas (transportation, infrastructure/ econ dev/ climate change)
19. Greater citizen/ community organization around issues in plans may lead to stronger partners
20. Remaining competitive- the market is driving & demanding healthy communities. Reframe not as a “nice to” but a “we have to”
21. Changes in engagement & data collection which prioritize people & health
22. People centered design
23. Cross streets more safely
24. Improving air quality
25. Collaboration with community partners
26. Flexible funding- band the funding curves include health staff in planning & project dev
27. Supporting transit
28. Establish check list &/or criteria for access to healthy food into project as a goal
29. Energy efficiency
30. Mixing use
31. Make it okay to de-silo: sometimes the best transportation solution is a housing action etc.
32. Don’t even discuss the topics as ‘health’ topics or reframe health around community priorities. Health can back seat sometimes.
33. Adopt county plan, goals & vision

**Question 3:** List **topics** where you could use information, skills or other assistance – be as specific as you can.

1. Groups to apply for grants together
2. Dealing with elected officials
3. Share ways PH can identify how to support city planners (by reviewing their comp plans)
4. Annual reporting celebrating success & work planning
5. Education for the transportation engineers
6. Measurable indicators that are easy to collect
7. Website/ webpage design
8. Sharing info & progress
9. How to tell stories of why something is important
10. Data sources available (SHIP)
11. Being able to tell the story of what’s being done & how it ties to vision & goals
12. Evaluation of indicators of community development & health which communities have or are using
13. Sidewalk policy guidance- how to fund locally
14. Ripple mapping- to evaluate social networking
15. Evaluation PHLC- how to practice this with planners
16. Funding
17. Evaluation & indicators
18. Identifying priorities
19. Contracting best practices- POCI; women; Vets; presentations, fact sheets, lists of vendors
20. Grants/ funding that is useful
21. Equity planning
22. Evaluation measures

**Parking lot issues:**

- Met Council participation
- Plan It series