George Road Complete Streets Implementation Plan
Health Impact Assessment: Final Report

Citizens Advisory Committee (CAC) Meeting
Hillsborough Metropolitan Planning Organization
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George Road HIA: Comprehensive Pathways Diagram

**Plan, Policy Program, Project**
- George Road Complete Streets Implementation Plan

**Immediate Outcomes**
- Increased access to complete streets/active living system
- Increased access to safely designed roadways
- Increased access to nature/green space
- Increased access to regional trail system
- Increased physical activity

**Intermediate Outcomes**
- Decreased risk of crime
- Decreased bicycle and pedestrian injuries and deaths
- Decreased stress levels
- Increased restorative benefit on health
- Increased exposure to outdoor air pollutants and irritants
- Increased exposure to heat

**Long-Term Outcomes**
- Decreased prevalence of chronic disease
- Decreased premature mortality
- Improved overall mental health and well-being
- Decreased crime-related incidents
- Increased asthma/respiratory disease exacerbations
- Increased heat-related illness
- Increased exposure to heat

**George Road HIA: Comprehensive Pathways Diagram**
Health Impacts Summary
<table>
<thead>
<tr>
<th>Determinant/Outcome</th>
<th>Likelihood &amp; Direction of Impact</th>
<th>Magnitude of Impact on Local &amp; Regional Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Safely Designed Roadways</td>
<td>Likely ↑</td>
<td>Significant</td>
</tr>
<tr>
<td>Bicycle/Pedestrian Injuries and Deaths</td>
<td>Likely ↓</td>
<td>Moderate</td>
</tr>
<tr>
<td>Risk of Crime</td>
<td>Likely ↓</td>
<td>Moderate</td>
</tr>
<tr>
<td>Crime-Related Incidents</td>
<td>Likely ↓</td>
<td>Moderate</td>
</tr>
<tr>
<td>Access to Regional Trail System</td>
<td>Likely ↑</td>
<td>Significant</td>
</tr>
<tr>
<td>Access to Green Space/Nature</td>
<td>Likely ↑</td>
<td>Significant</td>
</tr>
<tr>
<td>Physical Activity Levels</td>
<td>Likely ↑</td>
<td>Significant</td>
</tr>
<tr>
<td>Stress Levels</td>
<td>Likely ↓</td>
<td>Moderate</td>
</tr>
<tr>
<td>Restorative Benefit on Health</td>
<td>Likely ↑</td>
<td>Moderate</td>
</tr>
<tr>
<td>Chronic Disease Outcomes</td>
<td>Likely ↓</td>
<td>Moderate</td>
</tr>
<tr>
<td>Good Mental Health/Well-Being</td>
<td>Likely ↑</td>
<td>Moderate</td>
</tr>
<tr>
<td>Premature Mortality</td>
<td>Likely ↓</td>
<td>Low</td>
</tr>
<tr>
<td>Exposure to Outdoor Air Pollutants</td>
<td>Likely ↑</td>
<td>Moderate</td>
</tr>
<tr>
<td>Asthma/Respiratory Disease</td>
<td>Likely ↑</td>
<td>Moderate</td>
</tr>
<tr>
<td>Exposure to Heat</td>
<td>Likely ↑</td>
<td>Moderate</td>
</tr>
<tr>
<td>Heat-Related Illness</td>
<td>Likely ↑</td>
<td>Moderate-Severe</td>
</tr>
</tbody>
</table>
HIA Recommendations
Mitigate Crime and Bicycle and Pedestrian Injuries/Fatalities

- Increase lighting throughout the corridor
- Incorporate CPTED (crime prevention through environmental and landscaping design)
- Increase wayfinding throughout the corridor
Mitigate Crime and Bicycle and Pedestrian Injuries/Fatalities

- Ensure design features (particularly traffic calming features) comply with the FDOT Complete Streets Plan and match Hillsborough County’s Complete Street Ordinance
- Reduce speed limit to 25 MPH in areas of George Road Corridor, except at Memorial where it is 35 MPH; and/or during peak times, recommend zones (similar to school zones) with flashing lights and reduced speed
- Conduct a bus stop environment and connectivity assessment
Improve Access to Nature/Green Space and Physical Activity

- Install pedestrian-level street lights to encourage physical activity in early morning/evenings
- Promote landscaping to increase shade cover
- Along the trailways and throughout the corridor include:
  - Wayfinding signage; mileage markers to encourage physical activity; emergency signage/call boxes; garbage cans; dog bag dispensers/waste receptacles; signs with “scoop the poop;” park benches; drinking fountains
- Install bathroom facility at Town ‘N Country Greenway where connects with George Road Corridor
Improve Access to Nature/Green Space and Physical Activity

- Market the George Road Corridor so residents are aware of the connector between the two trails (Town ‘N Country Greenway and Courtney Campbell)
- Complete a pedestrian/bicyclist count annually before implementing the complete streets plan along George Rd. and after to measure increase in use
- Consider complete street project to connect west end of Town ‘N Country Greenway with Upper Tampa Bay Trail
Mitigate Respiratory Disease Exacerbations and Heat-Related Illness

- Encourage planting of shade trees that are more allergy-friendly and plant trees uniformly throughout corridor
- Increase landscape planting throughout the corridor focusing on species that are known to filter out pollution
- Provide education on how to reduce heat-related illness and respiratory-related exacerbations (due to allergens and pollution)
- Install drinking fountains and park benches throughout system
Policy Recommendations

- Look more holistically at transportation decisions and health; expand from individual impact (crashes) to community impact (chronic disease, mental health, asthma, etc.)
- BOCC should adopt a Complete Streets Policy (stronger than MPO resolution)
- Develop screening criteria for the MPO to complete future HIAs based on specific factors i.e. cost of project, location, population affected, funding source for future MPO projects, plans, etc. and consider developing a Health in All Policies Resolution to include HIA screening process
HIA Outputs and Outcomes to Date

- Draft of HIA Final Report complete for your review
- MPO developed an understanding of the utility of HIA
- Increased awareness of health impacts of a Complete Streets Plan
- Advanced the value of the relationship between equity and health
- Strengthened partnership between MPO and DOH (collective impact)
- Increased DOH representation on MPO Committees- new member on BPAC and proposal to add DOH to TAC
- Consideration by MPO to institutionalize Health in All Policies (HiAP) and HIA in their processes (HiAP Resolution to include HIA Screening Checklist for MPO projects)

Key Strengths of HIA:
- HIA included an interdisciplinary approach
- Great cross-agency training, learning, and understanding (competency)
Next Steps

1. Continue to Present Final George Rd. HIA Report to MPO Committees (February 2017)
2. Pilot an HIA Screening Process for MPO Projects (by March 31, 2017)
3. Amend MPO Technical Advisory Committee By-Laws to include a DOH-Hillsborough representative (Winter 2017)
4. Determine methods to institutionalize HiAP throughout the MPO (Spring 2017)
5. Finalize the HiAP Resolution from lessons learned from HIA Screening Process Pilot and institutionalization of HiAP practices (Spring 2017)
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