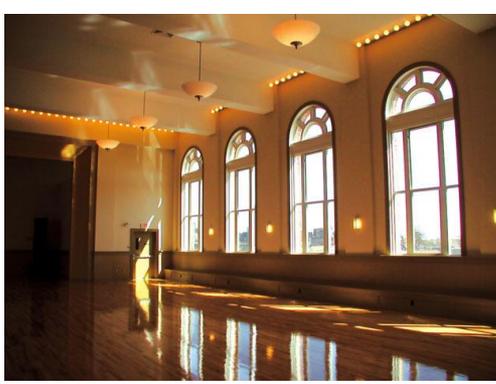


# COMPLETE STREETS ROXBURY

ANGELA KELLY, MADISON PARK DEVELOPMENT CORP.



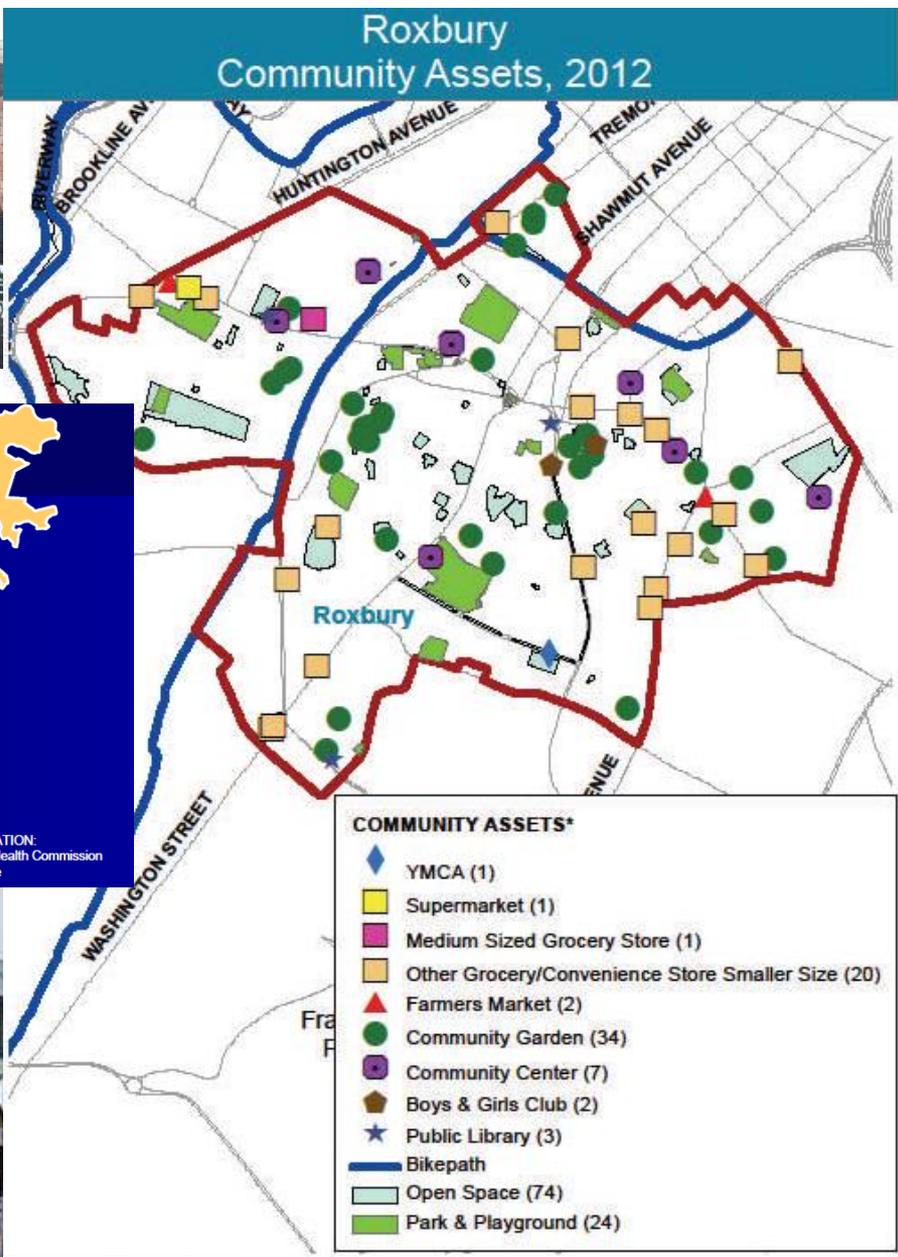
# Madison Park Development Corporation



- **Affordable Housing: 1200+ units in Roxbury**
- **Community Action: Resident Leadership, Public Safety, Civic Engagement, Youth Development, Health Equity & Wellness**



# WELCOME TO DUDLEY SQUARE, ROXBURY



# DEMOGRAPHICS OF DUDLEY SQUARE, ROXBURY

Area: 0.393 square miles

Population: 6,900

Population density:

Lower Roxbury:  17,563 people per square mile  
 Boston:  12,906 people per square mile

Median household income in 2011:

Lower Roxbury:  \$30,778

Boston:  \$49,081

Percentage of population below poverty level:

Lower Roxbury:  54.7%

Boston:  23.2%

Figure 15.1a Females by Age, Roxbury, 2010

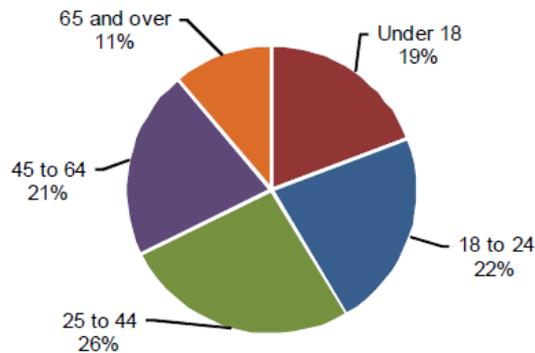
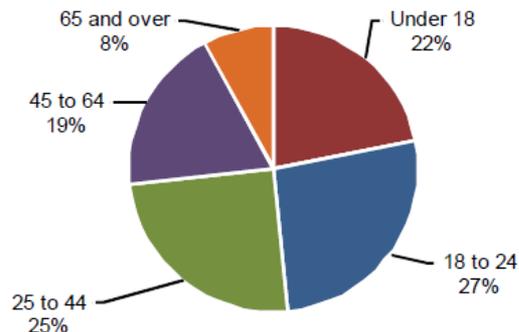
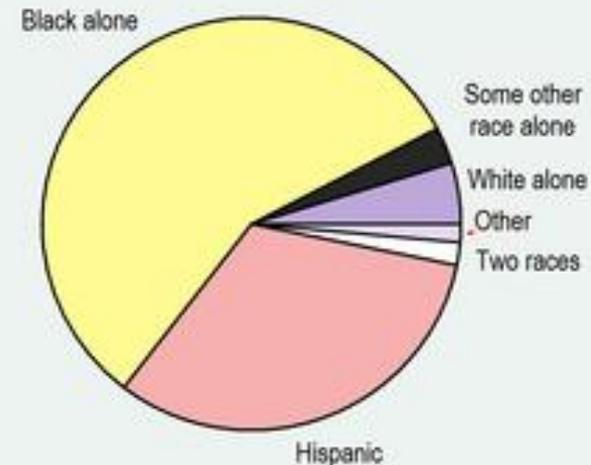


Figure 15.1b Males by Age, Roxbury, 2010



DATA SOURCE: Census 2010, US Department of Commerce, Bureau of the Census, American FactFinder

Races in Lower Roxbury in Boston, MA



Source: Urban Mapping, Inc.  
<http://www.city-data.com/neighborhood/Lower-Roxbury-Boston-MA.html>

# WHY WORK ON COMPLETE STREETS IN ROXBURY?

- **Health Equity**
- **Public Safety**
- **Environmental Justice**
- **Economic Development**
- **Civic Engagement  
& Resident Empowerment**



# HEALTH EQUITY

- Health disparities, particularly related to chronic disease, remain disproportionately widespread in low-income communities and communities of color.
- **Obesity:** Nationally, non-Hispanic Blacks have the highest rates of obesity (44.1%) followed by Mexican Americans (39.3%).
- **Heart disease** is the leading cause of death for people of most ethnicities in the United States. The death rate due to heart disease is significantly higher in Roxbury than for the rest of Boston (169.5 deaths vs. 152 per 100,000 residents).
- **Diabetes:** Compared to non-Hispanic whites, the risk of diagnosed diabetes is 18% higher among Asian Americans, 66% higher among Hispanics/Latinos, and 77% higher among non-Hispanic Blacks. It is more prevalent in Roxbury than Boston.
- **Asthma:** Among Boston neighborhoods, Roxbury has the highest rates of asthma-related hospitalizations for children under age five years old.

<http://www.cdc.gov/nccdphp/dch/programs/reach/>

<http://www.bphc.org/about/research/Pages/HOB2012-2013.aspx>



# HEALTH EQUITY: SOCIAL & COMMUNITY DETERMINANTS OF HEALTH

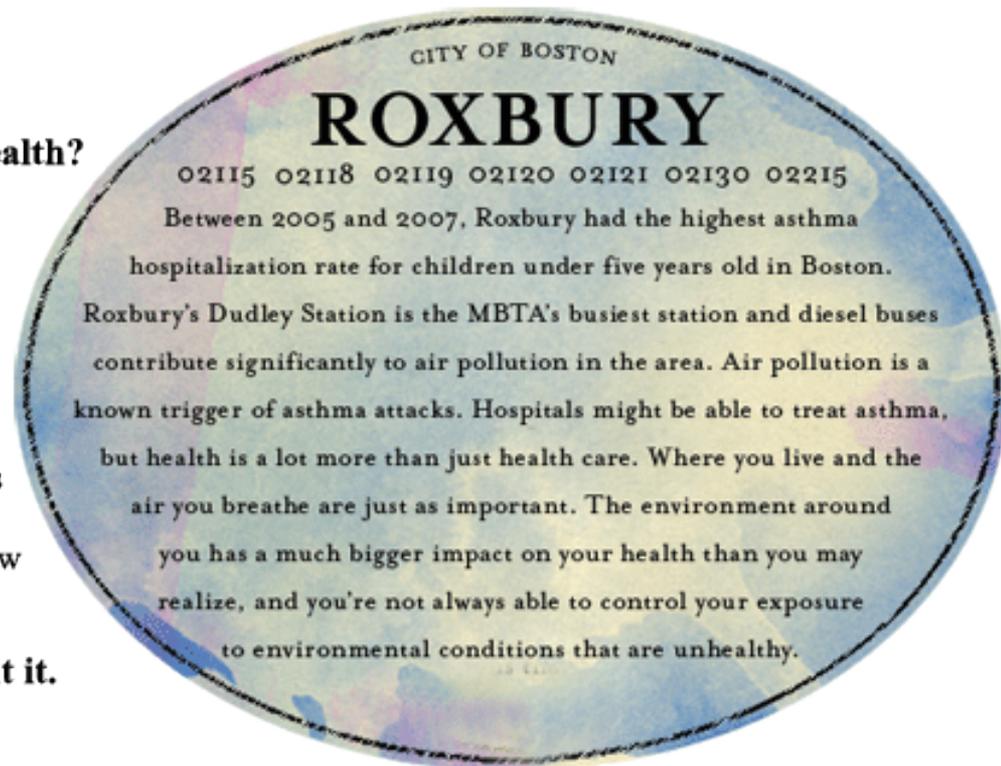
## PLACE MATTERS.

**What do you think of when you think of your health?  
Probably not your zip code.**

But where you live can have a lot to do with how healthy you are.

And in our city, neighborhoods just a few miles apart can vary greatly in the social and environmental factors that influence the health of the people living in them. Health is a lot more than health care. And good health isn't always a matter of personal choice. Where people live can shape how well or even how long they live.

**It's time to start thinking about it. Talking about it.  
And doing something about.**

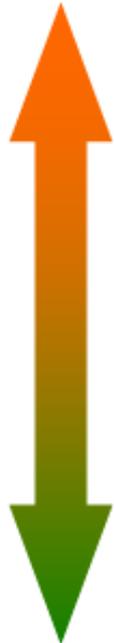


	<i>Roxbury</i>	<b>Boston</b>
<b>Regular Physical Activity</b>	<b>51%</b>	57%
<b>Obesity</b>	<b>27%</b>	21%
<b>Asthma</b>	<b>15%</b>	11%
<b>Diabetes</b>	<b>11%</b>	6%
<b>Emergency Dept. Visits for Asthma, per 1,000 children &lt; age 5</b>	<b>59.7</b>	31.5
<b>Heart Disease Hospitalizations per 1,000 residents</b>	<b>14.7</b>	11.2
<b>Diabetes Hospitalizations per 1,000 residents</b>	<b>4.7</b>	2.3
<b>Death Due to Heart Disease per 100,000 residents</b>	<b>169.5</b>	152
<b>Death Due to Homicide per 100,000 residents</b>	<b>16.4</b>	7.9

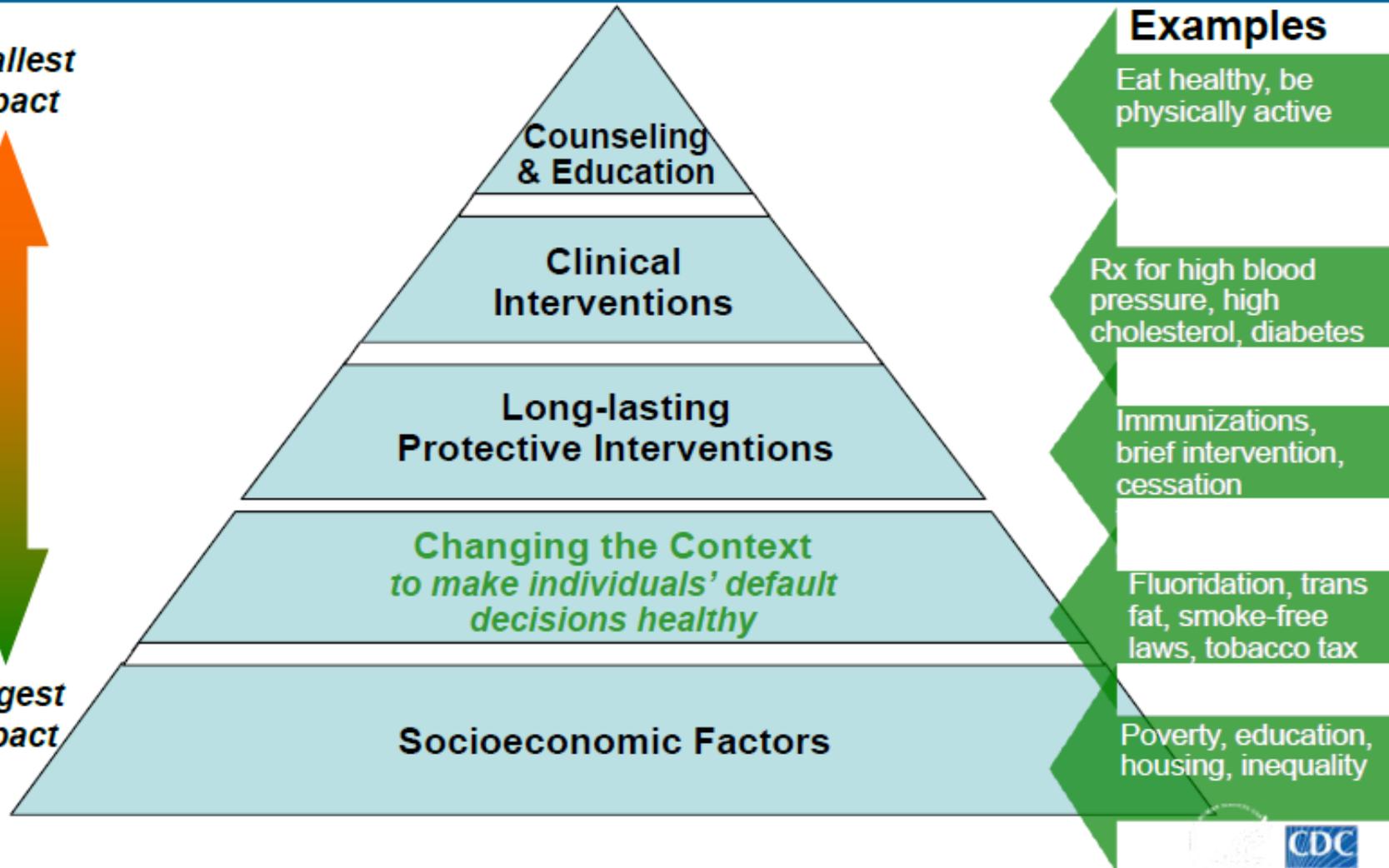
# CDC “Health Impact Pyramid”

## *Shifting our Emphasis*

*Smallest  
Impact*



*Largest  
Impact*



### Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation

Fluoridation, trans fat, smoke-free laws, tobacco tax

Poverty, education, housing, inequality

# PUBLIC SAFETY

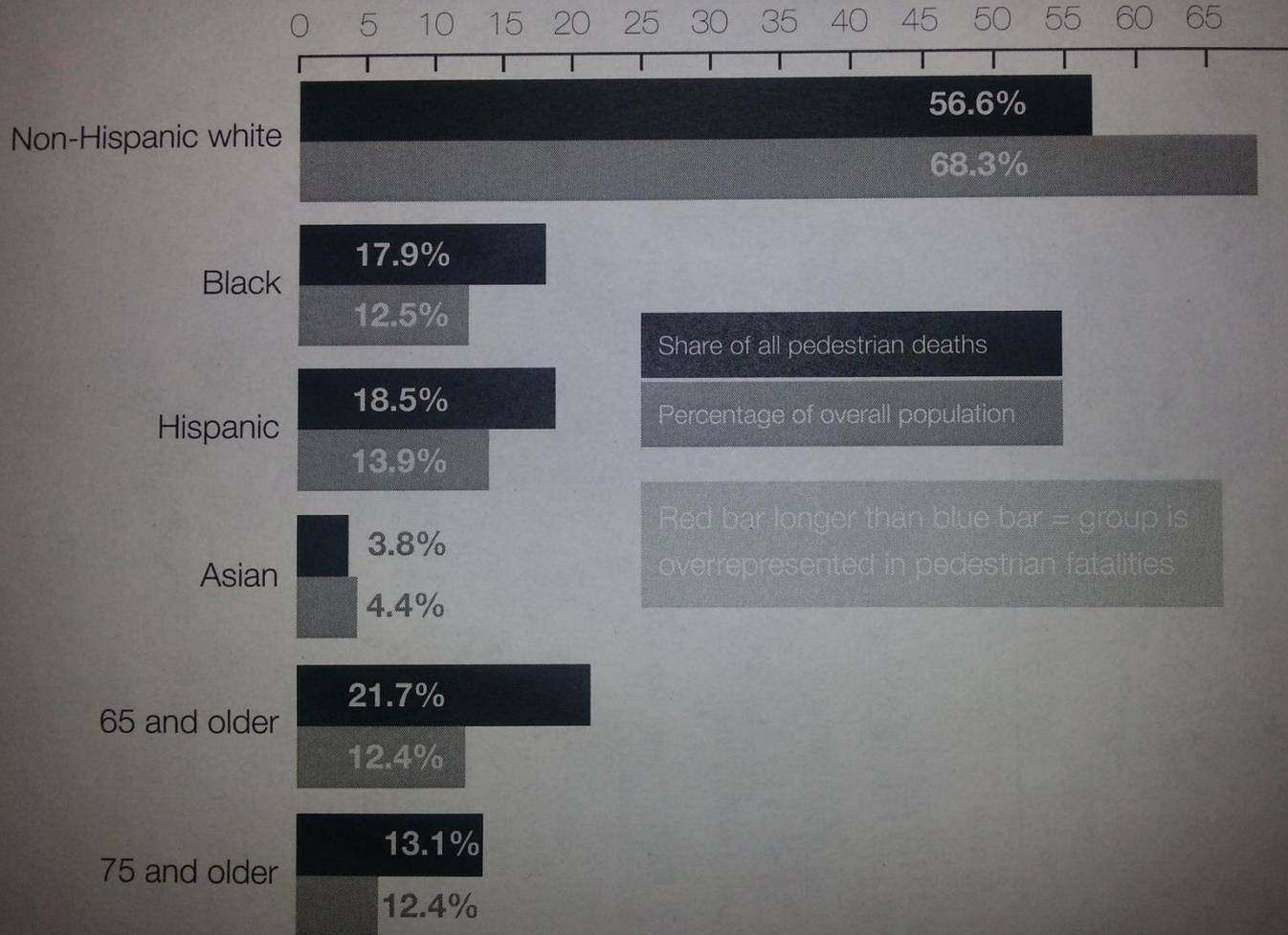
- **We see a reciprocal relationship between Safe Streets and Complete Streets**
  - Safe streets are more walk-able and bike-able streets
  - Streets where people walk and bike are safer streets



# PUBLIC SAFETY

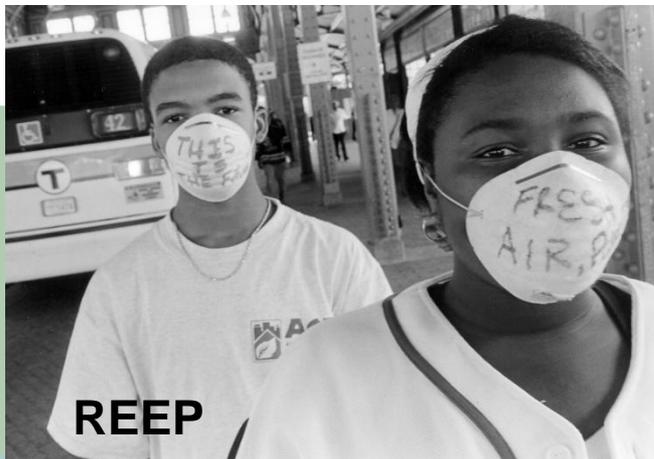
Percentage of pedestrian deaths compared to share of population

Source: <http://t4america.org/docs/dbd2011/Dangerous-by-Design-2011.pdf>



# ENVIRONMENTAL JUSTICE

- **Complete Streets that encourage walking, bicycling, and active transit can help to reduce air pollution in communities, like Roxbury, that are disproportionately affected by poor air quality**
- **Inequitable distribution of amenities and resources that make streets, sidewalks, and neighborhoods more walkable, bike-able, clean, green, vibrant, and attractive is itself an environmental injustice**
  - *“Why do they have \_\_\_\_\_ in \_\_\_\_\_ but not in Roxbury?”*



# ECONOMIC DEVELOPMENT



# CIVIC ENGAGEMENT & RESIDENT EMPOWERMENT

- Increase resident voice in city planning processes
- Hold planners, developers, and politicians more accountable to community-identified concerns and priorities
- Utilize new tools and technology to close the gap between residents and government



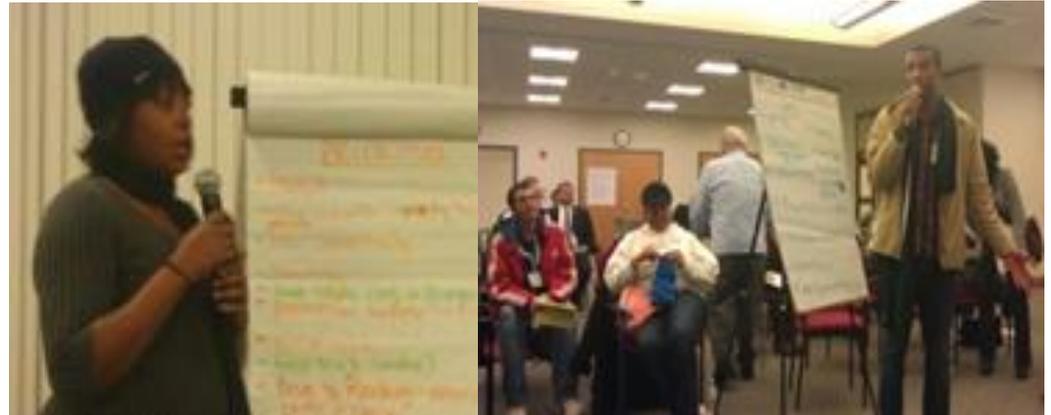
# WHAT HAVE WE DONE?

- Created a Team of Complete Streets Advocates, trained by WalkBoston and MassBike with support from BPHC
- **Planned events, built partnerships, and distributed resources to promote walking, biking, physical activity, transit use, community gardening & green space revitalization**
- Assessed the “built environment” of the neighborhood, created and shared reports of our findings, and advocated that city officials make specific improvements
- **Mobilized vocal community participation in planning meetings and processes related to street design and developments**



# MEET THE TEAM

- **Complete Streets Advocates: Community Residents, Organized by MPDC, Trained by WalkBoston and MassBike with Support from BPHC & local hospitals**

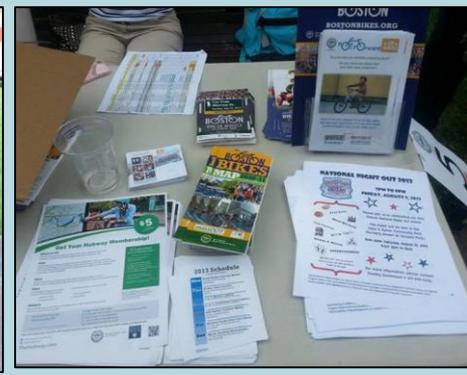


# Engaging Youth Leaders



# WHAT DID WE DO?

- ***Built partnerships, planned events, and distributed resources to promote walking, biking, physical activity, transit use, community gardening & green space revitalization***
  - Complete Streets Kick-Off Walk with Mayor Menino & Mark Fenton
  - Presentations at Community Meetings
  - Info at Health and Resource Fairs
  - Distribution of Pedometers, Bike Helmets, Water Bottles, etc.
  - Hubway Days and Bike Give-Aways, Biking & Walking Groups
  - Building a Base -- Participants in Community Supported Agriculture program, Community Gardens, Yoga and Zumba classes, etc., Public Safety & Violence Prevention Organizers





**Complete Streets Kick-Off:  
Neighborhood Walk with  
Mark Fenton & Mayor Menino**

# Identifying & Addressing Barriers to Bicycling & Walking

- Maintenance and appearance of the built environment
- Lack of amenities that encourage walking and bicycling
- The need for desirable destinations to walk or bike to
- Presence of, access to, and confidence riding bikes
- Fears/perceptions of safety – accidents, crime, violence
- Increasing costs of and cuts to transit service



# Identifying & Addressing Barriers to Bicycling & Walking

<u>Challenge</u>	→	→	<u>Solution</u>
■ Feeling Unsafe			Walking & Biking in Groups
■ Lack of Access to Bikes			Give-Aways with Boston Bikes
■ Hubway Registration Process (email, cc, etc.)			Hosting “Hubway Day” sign-up events in computer centers
■ Lack of desirable destinations or attractive environments in which to walk or bike or play			Creating community gardens and public art; Promoting community participation in planning re: use of vacant lots

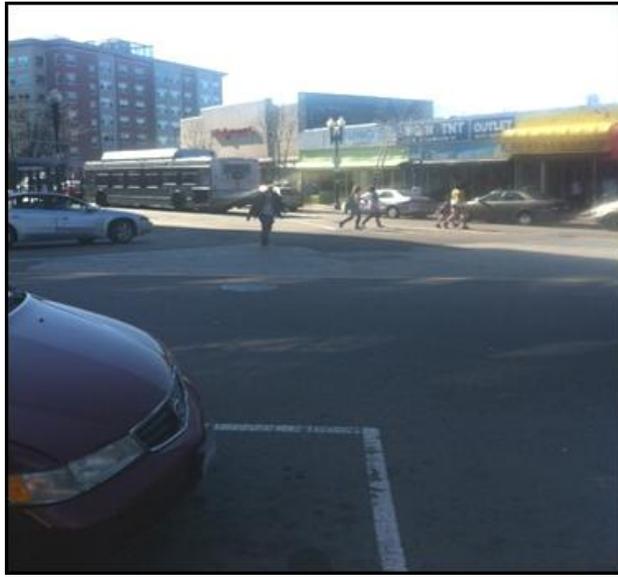


# ASSESSING THE BUILT ENVIRONMENT

Community residents and youth leaders collected data on...

- Width and condition of sidewalks and streets
- Presence and condition of crosswalks and timing of WALK lights
- Presence of bicycle infrastructure – bike paths, bike lanes, sharrows, bike parking, bike storage on buses
- Speed limits – Are the posted? Do they seem to be enforced?
- Signage – for motorists, pedestrians, cyclists and transit users
- Trash and presence and condition of trash /recycling receptacles
- Lighting – sufficient? pedestrian level?
- Assets to preserve & promote– destinations, art/murals, trees, gardens and green spaces



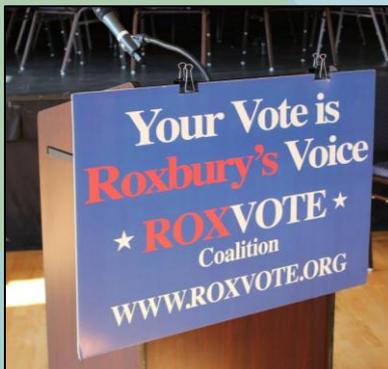


## Findings of Neighborhood Walk Audits



# REPORTING OUR FINDINGS

- Partnering with the researchers (BPHC, etc.)
- Meeting with Boston Transportation Department
- Raising questions, concerns, requests of candidates & elected officials
- Using tech tools like Citizens Connect, Google Maps, Facebook, Instagram, etc. to report problems and raise awareness



# YOUTH REFLECTIONS ON CONDUCTING ASSESSMENTS

- **“Every time I walk down the street now, I notice what it’s like. Now I see all these details I didn’t see before. I notice what’s missing and what would make it safer, cleaner, and healthier.”**
- “This project had an impact on me. I see the community differently and my role differently. I know changes are needed and I can help make them happen.”
- **“I feel like I’ve become more responsible. I want to do more to keep my own neighborhood clean.”**
- “This broadened my views about life in this community. It helped me overcome stereotypes about Dudley Square.”
- **“I noticed how youth can be treated by adults in the community and that the assumptions they make are not fair. I realized I can work as a professional and should be respected.”**



# Mobilizing the “Friends of Melnea Cass Blvd.”

- Community Outreach for Public Planning Meetings
- Pushing to Make the Process More Transparent, Accessible, Participatory & Accountable
- Making the plans more “Hands-On” with a 3-D Community Walk-Through
- Using op-eds, petitions, lobby visits, and direct action to demonstrate community concerns





# WHAT WE'VE LEARNED

- Importance of partnerships
- Availability of resources
- Investing in youth and community members
- Addressing stereotypes about who walks and bike
- Momentum of working on “concrete” projects 😊
- It’s possible to have an impact!
- Use of new tools and technology
- Decision-makers are more accessible and influence-able than we may think
- Make the connections: walking, bicycling, physical fitness, transit, food justice, gardens and green spaces, safety, health, environment, economic development, equity, and empowerment
- Be creative and have fun!



# LET'S TALK

**Angela Kelly**

**Assistant Director of Community Action**

**Madison Park Development Corporation**

**Dudley Square, Roxbury**

**[akelly@madison-park.org](mailto:akelly@madison-park.org)**

**617.849.6234**



**I look forward to hearing about what's  
happening in YOUR community, too!**