

*Healthy Klamath Community
Initiative*



UNCONVENTIONAL INTERVENTIONS WITH BIG RETURNS

Using funding from the Cambia Health Foundation and patient data from 2012, obesity and obesity-related chronic diseases, such as high blood pressure, high cholesterol, and diabetes, as well as cost of care, were mapped to form neighborhood “hot spots” throughout Klamath Falls. Additionally, a walkability scale was created and overlaid on the maps. Now, for the first time, health disparities can be visualized by neighborhood. These maps bridge clinical medicine with public health, facilitating informed solutions in the form of innovative built environment endeavors and health prevention.

After careful consideration and multiple meetings with stakeholders and local experts, an intervention to address the health disparities provided by the GIS maps was identified. The solution not only satisfied Healthy Klamath’s three priority areas, but sustainability, an important factor, was also at its core. The group decided that a protected bike lane, running through a stretch of Klamath with poorer health outcomes and high cost of care, would most improve health.

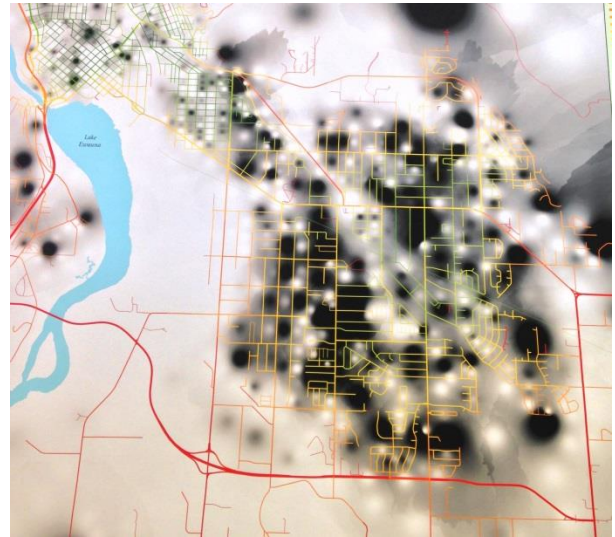


Figure 1. Sample GIS Map

Protected bike lanes result in numerous economic, health, and safety benefits. By increasing foot traffic and making streets more pedestrian friendly, protected bike lanes result in **fewer commercial vacancies** and **improved quality of life**. Ninety-six percent of bicyclists feel safer with protected bike lanes, resulting in **more families, youth, and elderly riding** on the paths. They result in **fewer cycling injuries, auto traffic speed decreases, and crashes decline**. Finally, the health benefits of regular cycling are significant. Asthma rates decrease with less car pollution, and physical activity increases, important for Klamath Falls, where only 70% of its residents have access to exercise opportunities, and 19% are physically inactive.

By increasing the number of bicycle riders and frequency of trips, health equity improves, providing access for more Klamath citizens to a safe method of travel. Additionally, protected bicycle **lanes increase nearby property values, decrease commercial and residential vacancies, and spur business development**, all economic trends that relate

to health and well-being. The three-mile route is a connector in Klamath Falls that meanders past a major grocer, improving access to fresh fruit and vegetables for nearby residents without a car, and which bridges Klamath's largest park with downtown.

Demonstration Project

In an effort to raise public awareness and support, a pop-up (temporary) protected bike lane consisting of planter boxes was created for Klamath's June Third Thursday downtown event (see Figure 2). It stretched an entire block and demonstrated to the public what a protected bike lane could look like.

Informational pamphlets and water bottles were distributed. Overall, the public was supportive of the initiative.

Conclusion

Understanding the multifaceted nature of good health, Healthy Klamath endeavored to create a solution that would intertwine and support infrastructure, economic development, and poverty reduction, and ultimately create a default that would further enable the easy choice to be the healthy choice. Aiming to design and engineer the protected bicycle path in 2016, the community successfully united on an ambitious goal, and thanks to outside funding, has the opportunity to create an exciting and sustainable project, with the potential to revitalize many neighborhoods, if not the entire town of Klamath Falls.



Figure 2. Matt Dodson, City Councilman, and Bruce Beeson, Executive Director of IYS, show off their protected bike lane project

WHY BUILD PROTECTED BIKE LANES?

WHAT ARE THEY?



Protected bike lanes put a barrier between drivers and bike riders.

The barrier can be parked cars, plastic posts, or planters.

They are popular in cities with high amounts of bike riders for everyday use.



GOOD FOR SAFETY

89%

fewer injuries among bike riders on streets with protected bike lanes.⁵



Bike- and pedestrian-friendly street design leads to less collisions, even when there are more people out!⁶



DRIVERS don't have to worry about unexpected bike maneuvers.



PEDESTRIANS don't have to worry about bike riders on the sidewalks.

GOOD FOR BUSINESS



9th Ave in New York City saw a **49%** increase in business after protected bike lanes were installed.¹ Nearby streets only saw a 3% increase.



55% More bike traffic on Kinzie St in Chicago after a protected bike lane was installed.²

A Portland study found bike riders will *go out of their way* to a street with good bike infrastructure. That's more business exposure.³



Pedestrians and bike riders in Toronto **SPENT THE MOST MONEY** and visited stores more often.

Maybe because it costs less to walk or bike?

GOOD FOR LAWFULNESS



In Chicago, protected bike lanes have resulted in a 161% increase in the number of bike riders obeying the stoplight.⁷

GOOD FOR EVERYONE



71% of Americans have expressed interest in riding a bike more often, but find it unsafe.⁸ *Are you one of them?*

LESS

Each bike on the road is one less car in traffic, causes less pollution, less wear on the road (and therefore less taxpayer-funded maintenance), and creates a healthier population.

LIKE PROTECTED BIKE LANES?

TELL YOUR LOCAL ELECTED OFFICIALS!

 **Transitized.com**

1. NYC DOT, Measuring the Street: New Metrics for 21st Century Streets
2. CDOT, http://www.cityofchicago.org/city/en/depts/cdot/provdrs/bike/news/2011/sep/initial_findingskinziestreetprotectedbikelane.html
3. Jennifer Dill, *Bicycling for Transportation and Health: The Role of Infrastructure*, <http://www.palgrave-journals.com/jph/journal/v30/nS1/full/jph200856a.html>
4. The Clean Air Partnership, 2009, *Bike Lanes, On-Street Parking and Business: A study of Bloor Street in Toronto's Annex Neighbourhood*

5. Kay Teschke, M. Anne Harris, et. al. *Route Infrastructure and the Risk of Injuries to Bicyclists: A Case-Crossover Study*.
6. <http://injuryprevention.bmj.com/content/9/3/205.abstract>
7. Chicago Tribune, *City says Dearborn bike signals keeping cyclists in line*, June 10 2013.
8. NHTSA, Volume II: Findings Report National Survey of Bicyclist and Pedestrian Attitudes and Behavior, 2008