



PROGRAM IDEAS FOR ACTIVATING ROUTES TO PARKS AND HEALTHY RETAIL



The California Department of Public Health, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CaChampionsForChange.net



INTRODUCTION

Safe and Active Routes to Parks and Healthy retail means people can use transportation modes that require human energy. Walking and biking are the most common forms of active transportation. Public transit is also an important mode as it can provide opportunities to reach farther destinations, while walking and biking can serve as first mile and last mile connections. Easy identification of nearby neighborhood parks and healthy retail is critical for space activation and ongoing maintenance of locations.

People are more likely to use active transportation when there is a diversity of uses and interest in destinations. Activating parks and healthy retail provide an opportunity to provide a diverse range of programming that appeal to all ages and abilities of residents. By activating a route to the space, more activity is generated and benefits not only from new activity upon arrival to a destination, but provides an opportunity for neighbors to connect, improves safety, and can help with regular upkeep of a destination.



A busker plays music in Denny Park, Seattle while other park listeners, read, relax and enjoy the park's seating and tables in mid-afternoon. The non-permanent furniture allows for park users to move the furniture to suit their needs. Source: Seattle Parks

PARKS ACTIVATION

Activating parks and routes to parks can include low cost, easy-to-implement programs to larger landscaping and play structure projects. It is important to not only activate the park space itself, but also consider creative solutions to draw nearby residents in to the park. Parks, regardless of the size can inspire unstructured play and activity – which is especially important for children. They can also provide a community gathering space for picnics, events, and exercise programs. Having a park in a neighborhood is not always enough for it to be activated and regularly used on its own. It is critical to consider nearby access to the parks and how to promote the park.



Community programs and events can be low-cost, take minimal planning, and are a great way to connect community residents and leaders.

PARKS ACTIVATION: IDEAS FOR ACTIVATION

Programming Ideas:

- Government assistance or Community resource pop up events
- Walking programs
- Parent/child playgroups
- Rec Sports games
- Community meetings
- Regularly scheduled exercise classes such as yoga, walking groups, etc.
- Community clean up events
- Add wayfinding signage programs to highlight community amenities and low-stress routes for walking and biking to and from the park
- Creative wayfinding and signage programs to highlight routes to the park and also amenities within the park
- Kids summer programming
- Movies and Concerts in the Park
- Farmer's Markets
- Temporary and Permanent Public Art

Engineering and Construction Ideas:

- Secure and visible bike parking
- Shade trees and shade structures
- Comfortable seating
- Picnic Tables
- Social games – chess tables, hopscotch, basketball, etc.
- Pedestrian-scale lighting



Source: Bike-in Movie Night, Seattle Parks

PARKS ACTIVATION: COMMUNITY RESOURCES

City of Sacramento Public Bicycle Rack and Scooter Parking Program

www.cityofsacramento.org/Public-Works/Transportation/Programs-and-Services/Bicycling-Program/Racks

The City of Sacramento Public Works Department will install bicycle racks and shared-rideable drop zones in the public-right-of-way on public property.

Sac County 311 Connect

With Sac County 311 Connect, you can report non-emergency issues including, landscaping maintenance, potholes, bike lane cleaning, illegal dumping, graffiti, street light repair, and more. Call 3-1-1 or (916) 808-5011 if outside city limits: (916) 808-8563 or download the SAC 311 mobile app on the Apple App Store or Google Play Store.

Sacramento County Parks & Recreation District

www.saccounty.net/live-visit/Pages/ParksRecreation.aspx

The Sacramento County Parks & Recreation District provides information on parks within the county, programming, and contact information.

Sacramento Tree Foundation, Neighborwoods Program

<https://www.sactree.com/neighborwoods>

The NeighborWoods Program is a community-led movement working to improve Sacramento neighborhoods and bring tree-lined streets, shaded parks, and schools to neighborhoods across Sacramento County. The neighborwoods program can organize neighborhood-wide tree planting events, free trees, tools, expertise, and education for tree care.

Walk Your City

www.walkyourcity.org/

The Walk Your City program is a DIY wayfinding program perfect for piloting wayfinding signage in your neighborhood. Walk Your City hosts resources for everything you need to get started from planning and designing signs to making the signs for you.

HEALTHY RETAIL ACTIVATION

Access to Healthy Food can include identifying routes to existing routes and also planning for ways to integrate healthy foods in new and creative ways. Healthy Foods and physical exercise are be co-benefits of each other. Activating routes to healthy food for active transportation encourages a well-rounded healthy lifestyle.

Programs to encourage access to healthy foods and education of healthy foods shopping and cooking can provide a community gathering space and serve as an educational experience for all ages.

Source: Robert Couse-Baker, Flickr



HEALTHY RETAIL ACTIVATION: IDEAS FOR ACTIVATION

Programming Ideas:

- Community gardens
- Community cooking or shopping classes at nearby healthy retailers
- Healthy food themed Wayfinding routes
- School gardens
- Neighborhood Farmers Market Pop-ups at public gathering spaces and neighborhood markets
- Youth food education programs
- Healthy Food Scavenger hunts

Engineering and Construction Ideas:

- Secure and visible bike parking
- Shade trees and shade structures
- Comfortable seating
- Pedestrian-scale lighting

Source: <http://www.planhillsborough.org/>



HEALTHY RETAIL ACTIVATION: COMMUNITY RESOURCES

Alchemist CDC & Oak Park Sol

<http://alchemistcdc.org/>

Alchemist CDC provides education and access to healthy food at Farmer's Markets with CalFresh and supporting initiatives such as community gardens with Oak Park Sol all with the mission of connecting communities to land, food, and opportunities.

California Certified Farmer's Markets

<http://www.california-grown.com/Market-times.html>

The Certified Farmer's Markets provides location and time information for farmer's markets located within the Sacramento area.

Health Education Council

<https://healtheducouncil.org>

The Health Education Council works to promote health and prevent chronic disease in underserved communities. HEC works with communities to and schools to provide nutrition education, physical activity programs, family budgeting, and tobacco use prevention.

Public Health Institute Center for Wellness and Nutrition

<http://centerforwellnessandnutrition.org/healthyretail>

The Public Health Institute's healthy retail and food systems program focuses on working with farmers' markets and stores of all sizes to increase purchase and consumption of fruits and vegetables.

Sacramento Food Bank and Family Services

<https://www.sacramentofoodbank.org/>

Sacramento Food Bank and Family Services (SFBFS) provides food bank services and family services to individuals and families in need. SFBFS' food access program helps distribute fresh fruits, vegetables, and other food items to families throughout Sacramento County. The goal of the program is to improve access to low or no cost healthy food options in communities with food deserts or cost barriers to purchasing healthy foods.

Sacramento Food Policy Council

<https://www.sacfoodpolicy.org/>

The Sacramento Food Policy Council aims to propel collective action toward an equitable and sustainable food system by building alignment, advancing policies, and convening advocates, policymakers, and organizations around a shared agenda.

