



HEALTHY COMMUNITIES

MARCH 5, 2013

PRIORITY

Reduce Illegal Dumping

INDICATORS

1. % of citizens satisfied with cleanliness of city streets and public areas
2. % of neighborhoods in which litter index is maintained or reduced

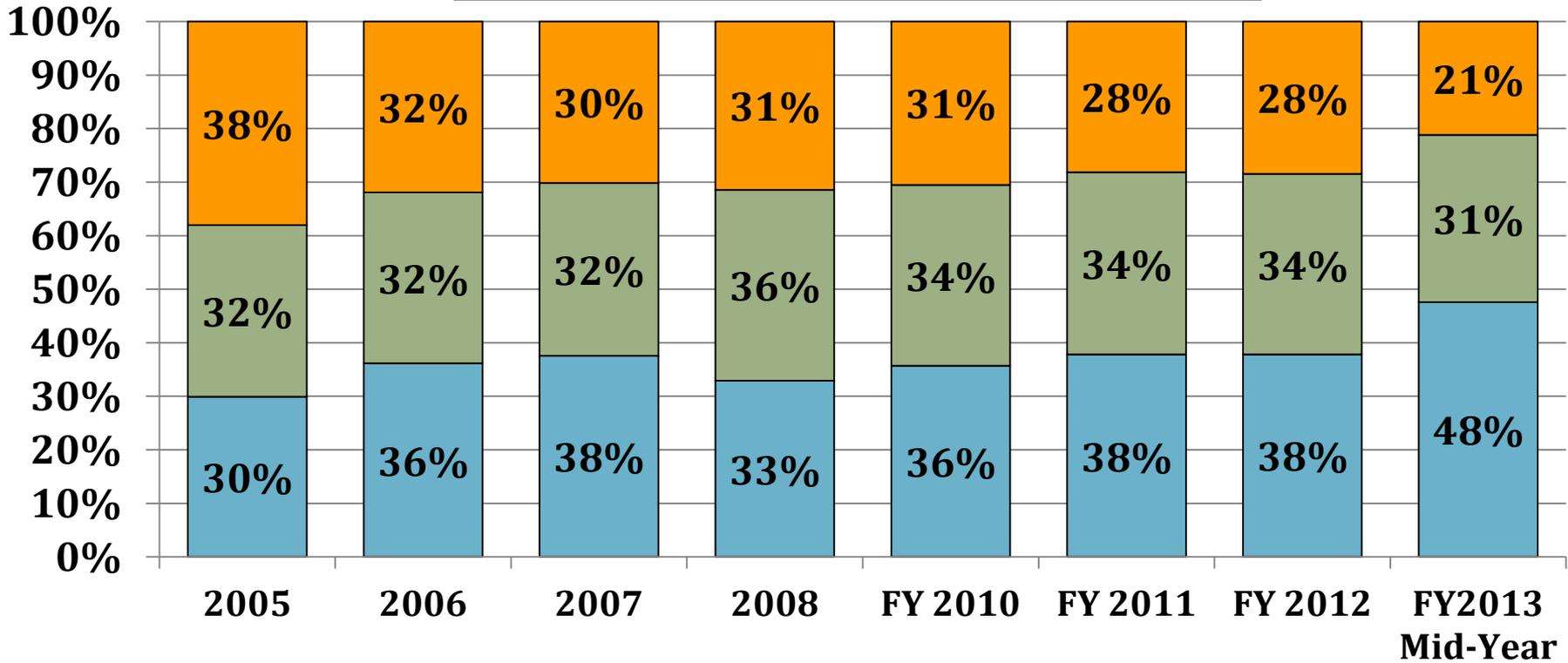
Additional Indicators to inform discussion:

1. **Illegal Dumping Tonnage**

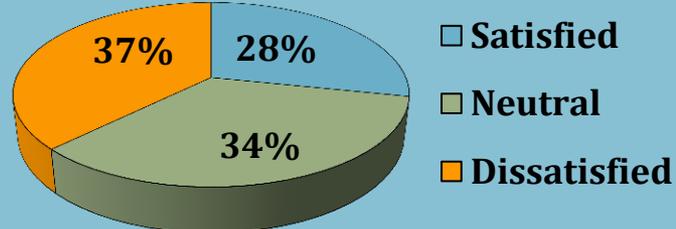
CITIZEN SATISFACTION WITH CLEANLINESS OF STREETS/PUBLIC AREAS

Positive Trend: 

■ Satisfied ■ Neutral ■ Dissatisfied

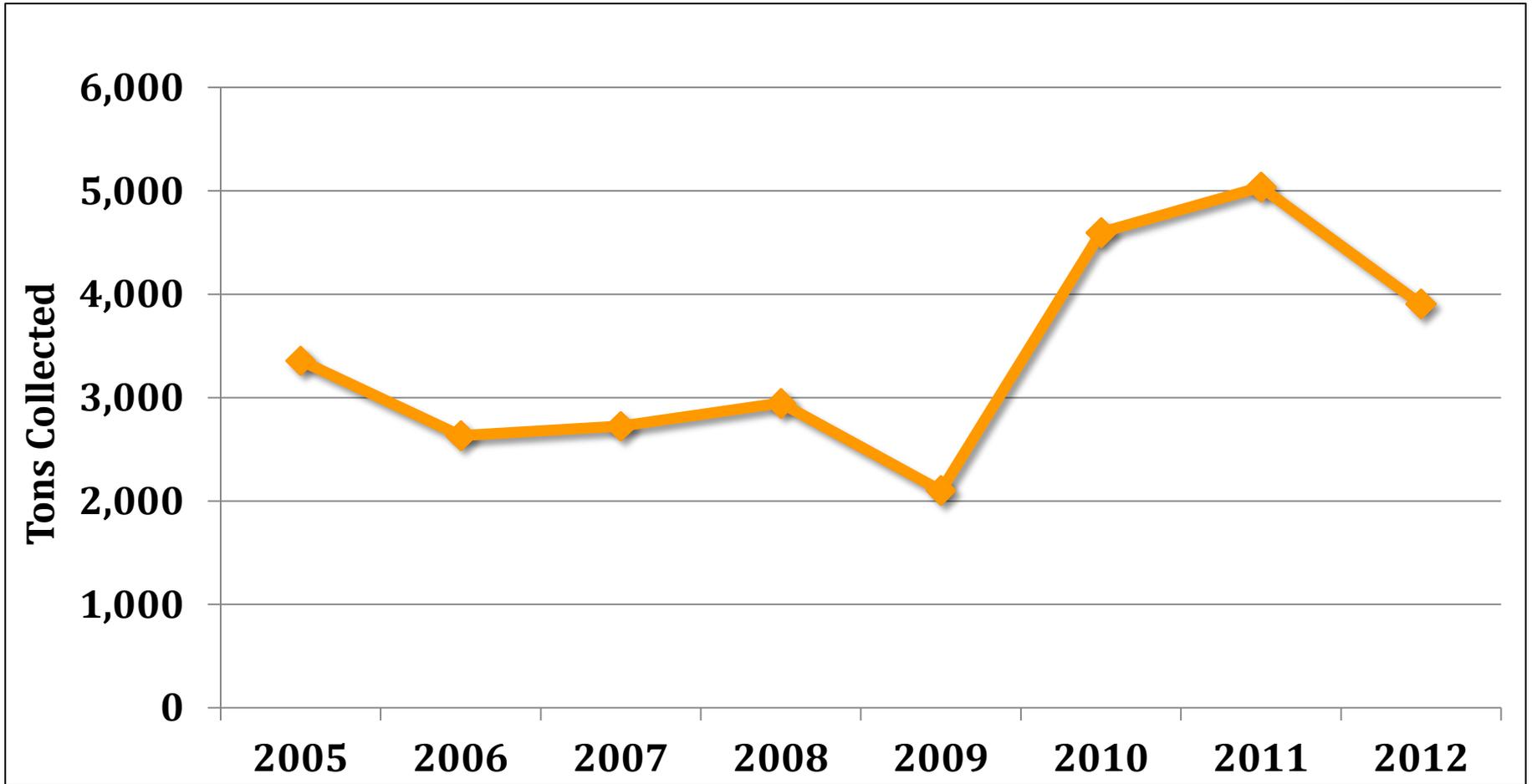


FY13 Mid-Year Results for "Efforts to Clean Up Illegal Dump Sites"



TONS OF ILLEGAL DUMPING COLLECTED

Watch
Trend



WHAT DOES LITTER LOOK LIKE?

1 = No Litter



2 = Slightly Littered



3 = Littered



4 = Extremely Littered



Photos provided by:

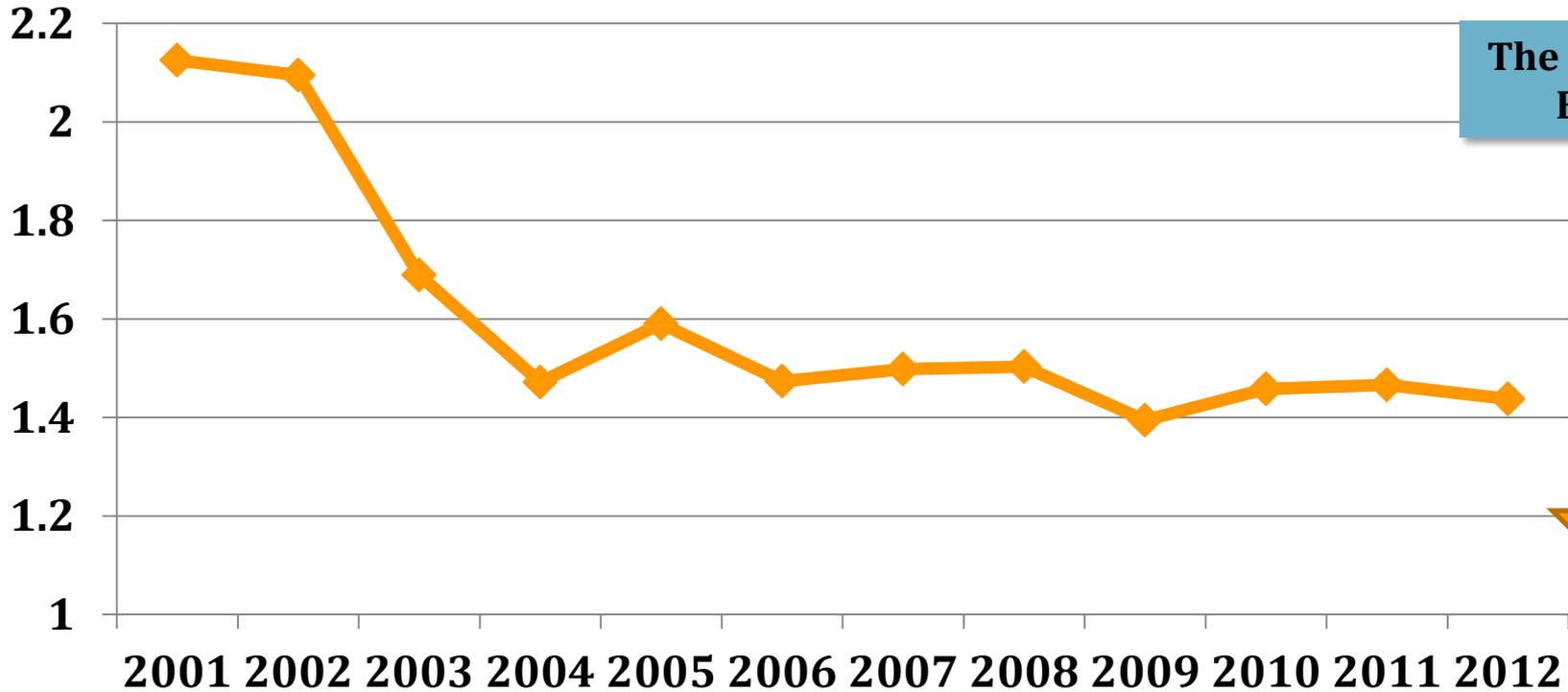


Keep Kansas City Beautiful

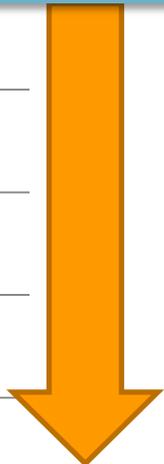
CITYWIDE LITTER INDEX

**Positive
Trend:** 

Litter Index Citywide Avg



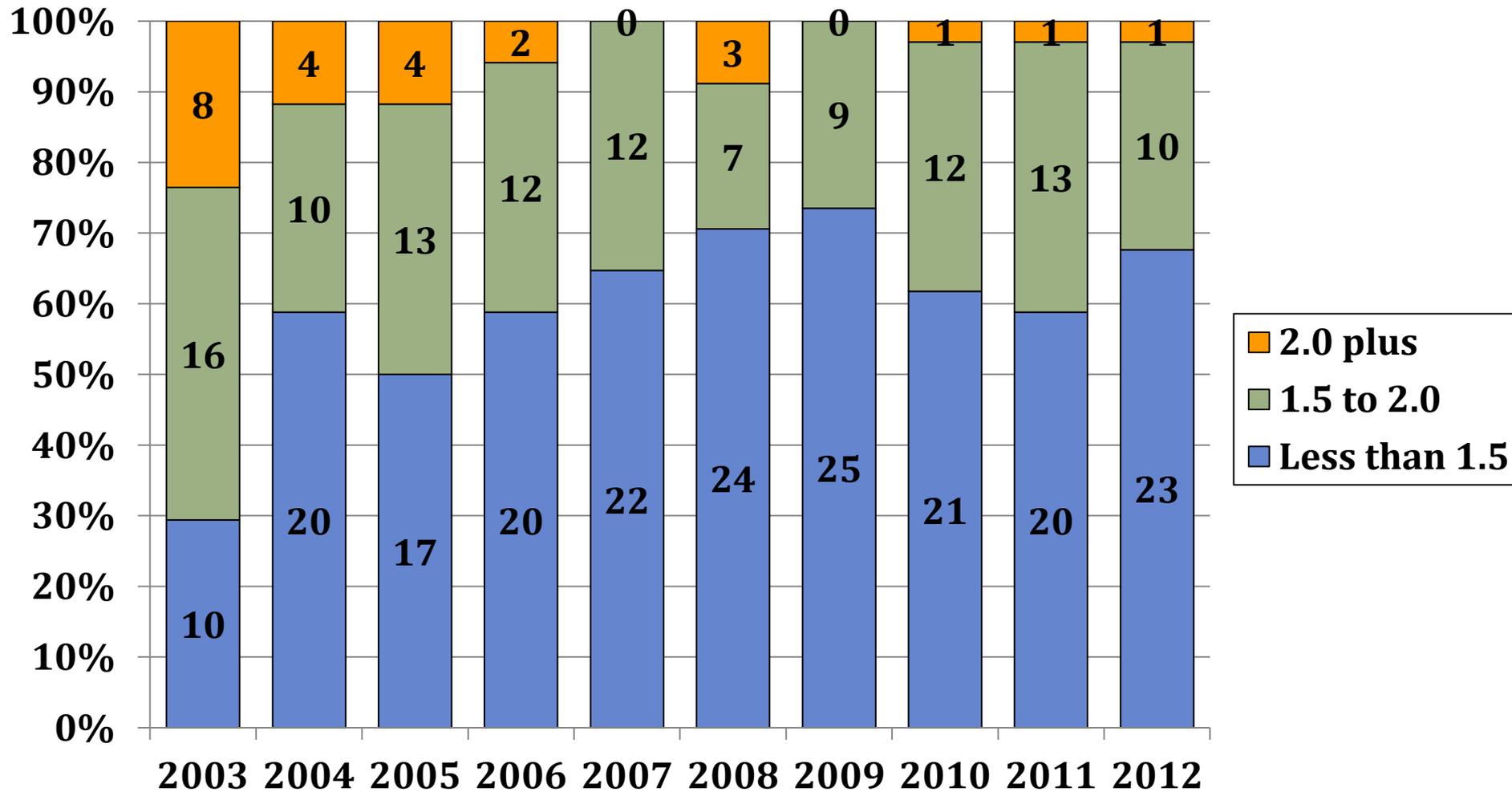
**The Lower the
Better!**



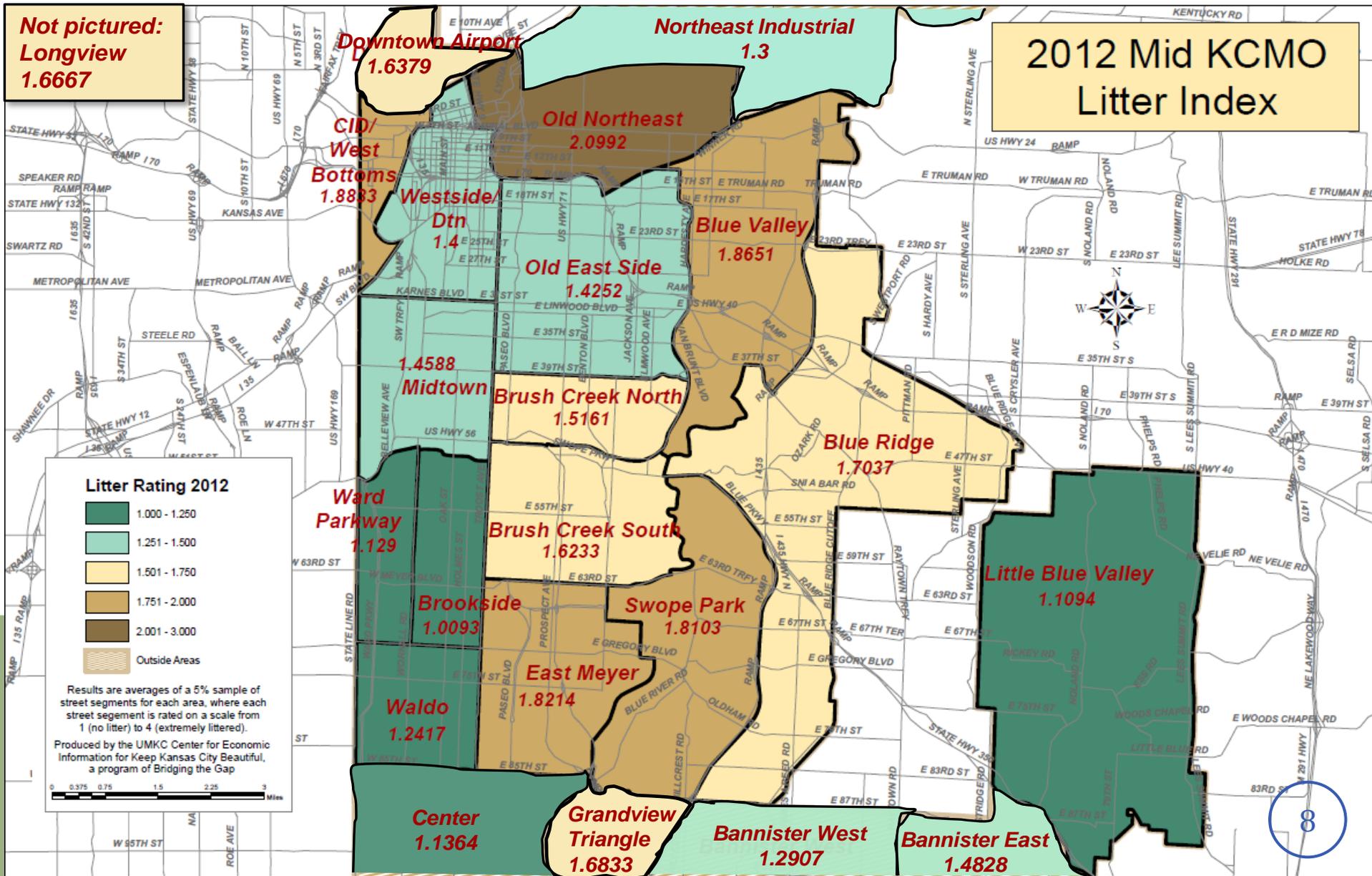
LITTER INDEX BY NEIGHBORHOOD AREA

Positive Trend: 

Comparison Between 34 Neighborhood Areas



2012 LITTER INDEX BY NEIGHBORHOOD



PRIORITY

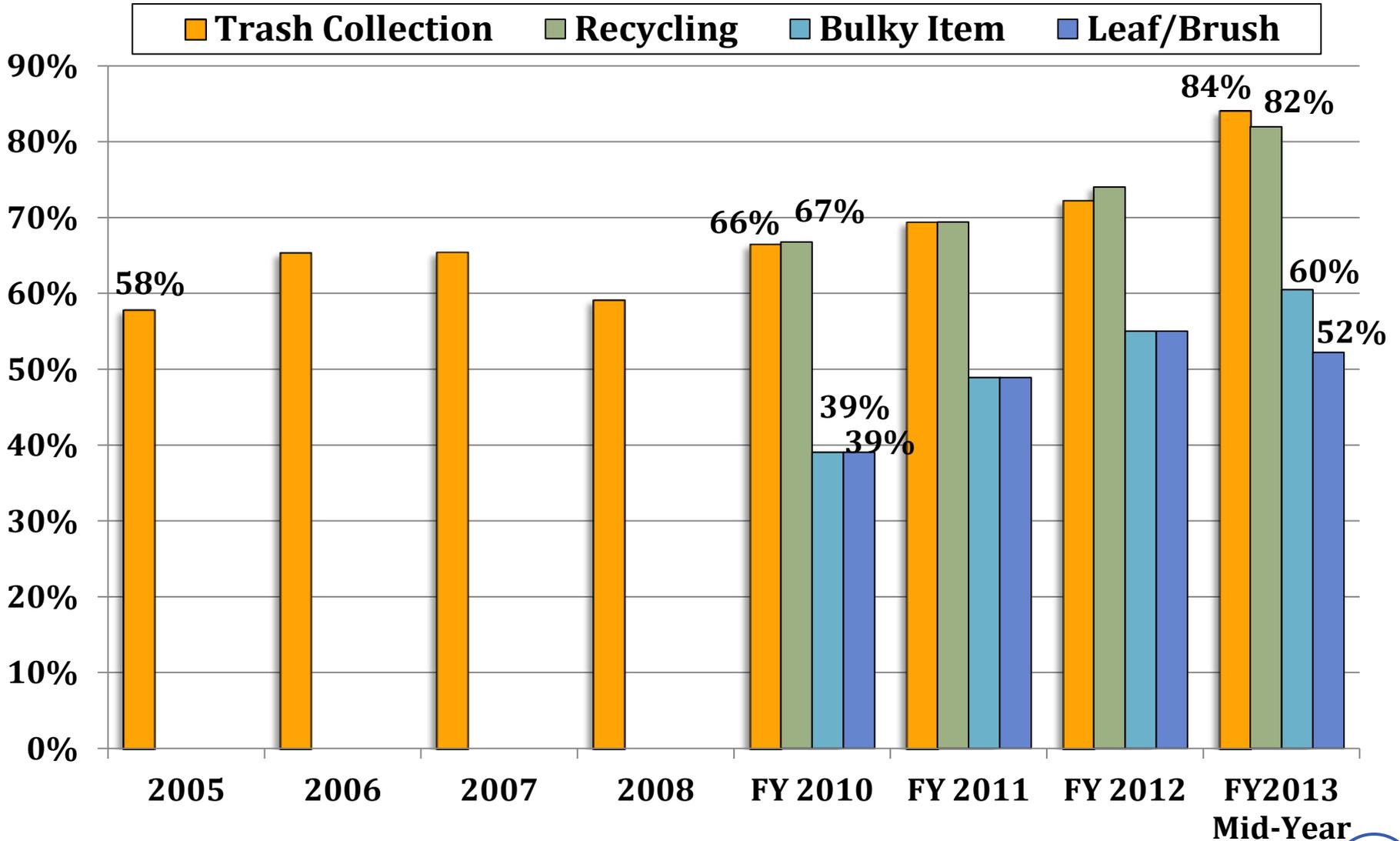
Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

INDICATORS

- 1. % of citizens satisfied with customer service**
- 2. % of citizens satisfied with communication**
- 3. % of businesses satisfied with City services**
- 4. % of customers satisfied with 311 service request outcomes**

CITIZEN SATISFACTION: SOLID WASTE SERVICES

**Positive
Trend:** 



311 CUSTOMER SATISFACTION: SOLID WASTE SERVICES (FEB 2012 – JAN 2013)

**Positive
Trend:** 



PRIORITY

Encourage active living and healthy eating via strategies in the KC Community Health Improvement Plan (KC CHIP)

INDICATORS

- 1. % of community without easy access to healthy eating options**

WHAT IS KC CHIP?

- **The Kansas City Community Health Improvement Plan (KC CHIP) is a five-year community-wide strategic plan that focuses on the improvement of health in Kansas City**
- **Created through 10 interactive community meetings, engaging over 95 agencies (churches, neighborhoods, non-profits, hospitals, clinics and community health agencies)**

KC CHIP targets six strategic issues:

- Ensuring access to clinical preventive services, illness care, and public health services/interventions
- Healthy equity and social determinants of health
- Ensuring a safe and healthy community environment
- Ensuring every child has a healthy start
- **Encouraging active living and healthy eating**
- Tobacco free living

**Current Council Priority focuses on:
Encouraging active living and healthy eating**

RESOURCES TO ADDRESS HEALTHY EATING AND ACTIVE LIVING

\$3.5 million Community Transformation Grant (CTG): Partnership between MARC, KCMO, Independence and Jackson County Health Departments helps address KC CHIP strategic issues, focused particularly on Jackson County (currently in year 2 of 5 year grant) with support from MORE2 and CCO.

1. Tobacco-Free Living

2. Active Living and Healthy Eating

3. Increased Use of High-Impact, Quality Preventative Services

4. Health and Safe Physical Environments

HEALTH INEQUITY IS GEOGRAPHIC: LIFE EXPECTANCY BY ZIP CODE

Zip Code*	Life expectancy (years)	Zip Code*	Life expectancy (Years)
64158	85	64108	76
64112	83	64110	76
64113	83	64111	76
64156	83	64131	76
64157	83	64133	76
64151	82	64124	75
64152	81	64134	75
64153	81	64129	74
64154	81	64123	73
64114	79	64145	73
64117	79	64106	71
64118	79	64127	71
64155	79	64109	70
64116	78	64128	70
64119	78	64132	70
64137	78	64130	69
64138	78		

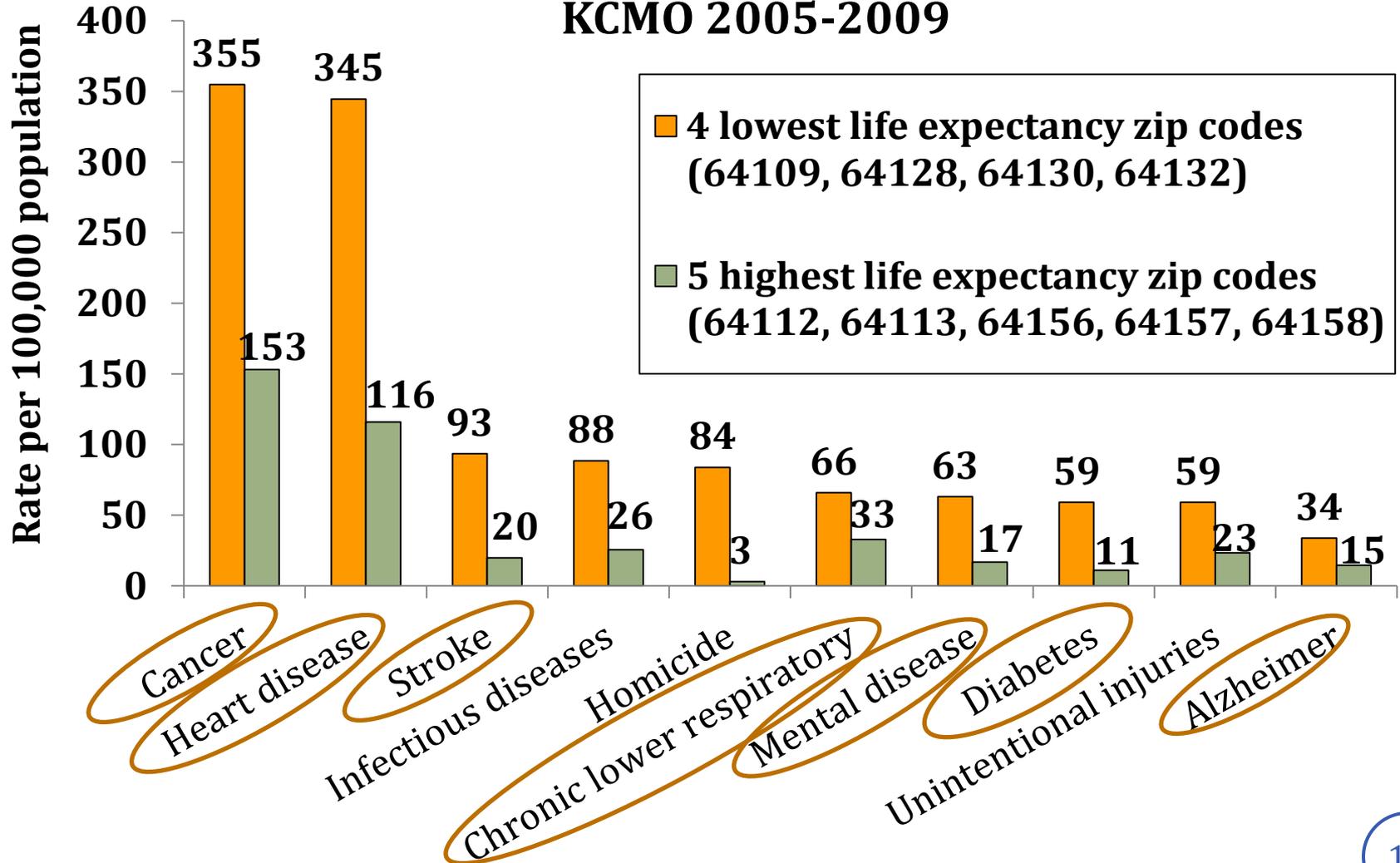
16 years difference

*Zip codes with population >5,000 people.

GEOGRAPHIC HEALTH INEQUITY IS RELATED TO ACTIVE LIVING AND HEALTHY EATING

Watch Trend

Leading Causes of Crude Mortality in Two Areas KCMO 2005-2009



GOALS AND STRATEGIES FOR HEALTHY EATING AND ACTIVE LIVING (HEAL)

- **Advance policy, environmental, and system changes promoting healthy eating and active living in **our communities****
 - **Identify and mobilize community resources to increase availability of supermarkets in underserved areas**
 - Improve availability of affordable healthier food options using activities such as farmers markets, urban agriculture
 - Support creation and/or enhancement of places for physical activity
 - Promote livable streets
- **Advance policy, environmental, and system changes promoting healthy eating and active living in our organizations**
 - Work with employers, faith-based agencies and schools to implement policies/practices that promote access to healthy foods and beverages and physical activity

AVAILABILITY OF SUPERMARKETS IN UNDERSERVED AREAS

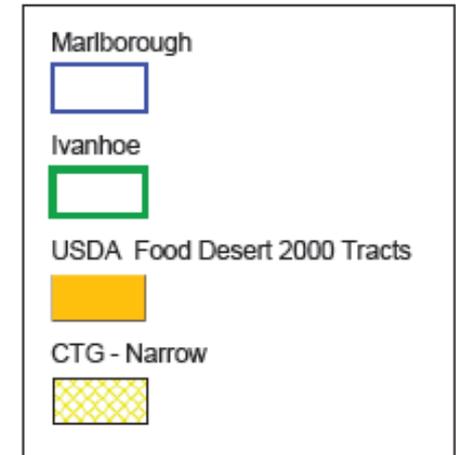
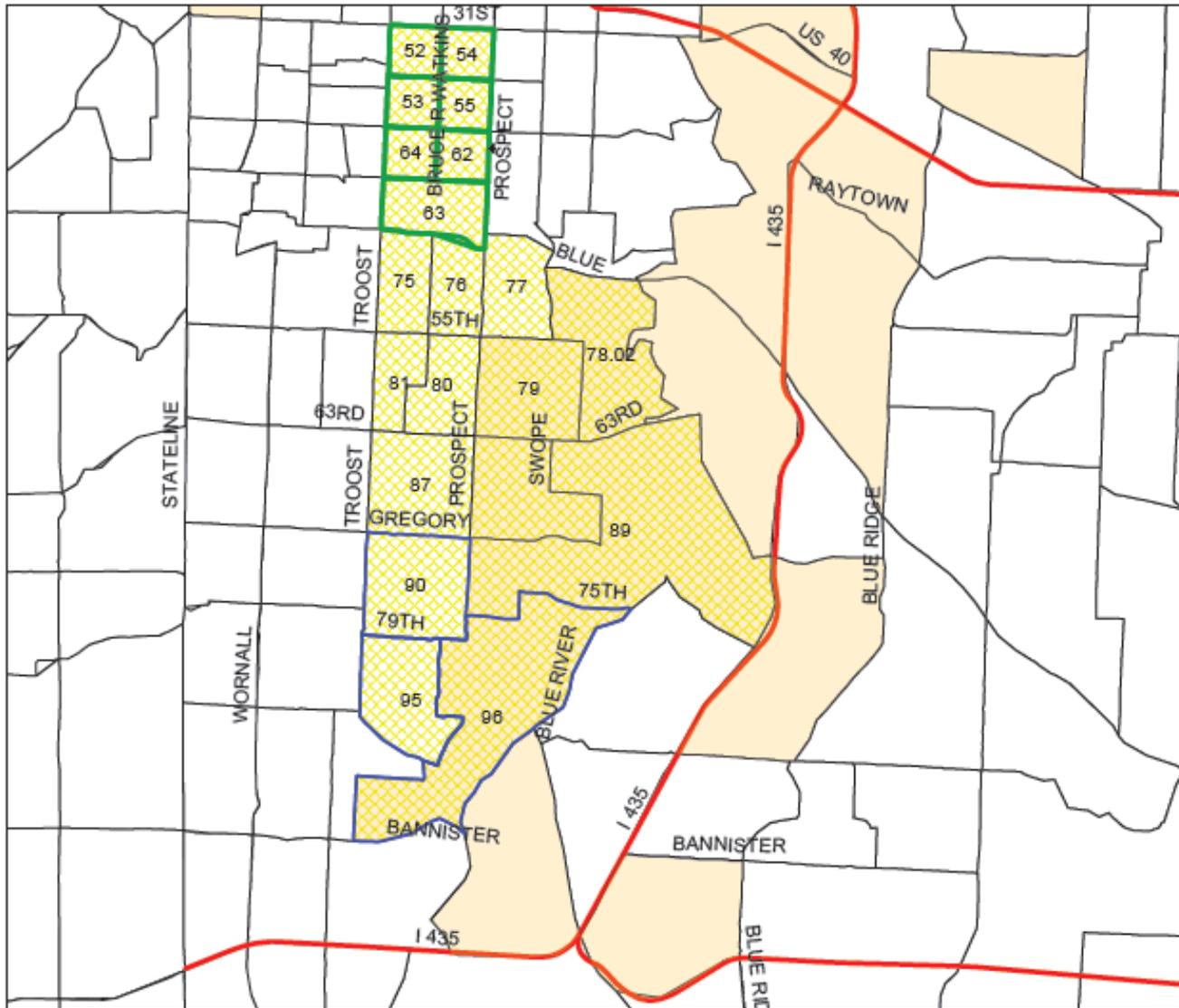
How do we define “underserved”?

USDA’s definition of term “food desert”: “a low-income census tract where a substantial number or share of residents has low access to a supermarket or large grocery store” (more than 1 mile to nearest grocery store)

Community Transformation Grant (CTG) approach: focus on low-income communities with higher rates of health disparities (measured via hospitalization rates)

USDA DEFINITION COMPARED TO CTG APPROACH

Kansas City, Missouri CTG Area - Narrow Definition
With 2000 Census Tract Labels



FOOD ACCESS ANALYSIS FOR “HOT SPOT” ZIP CODES AND KANSAS CITY

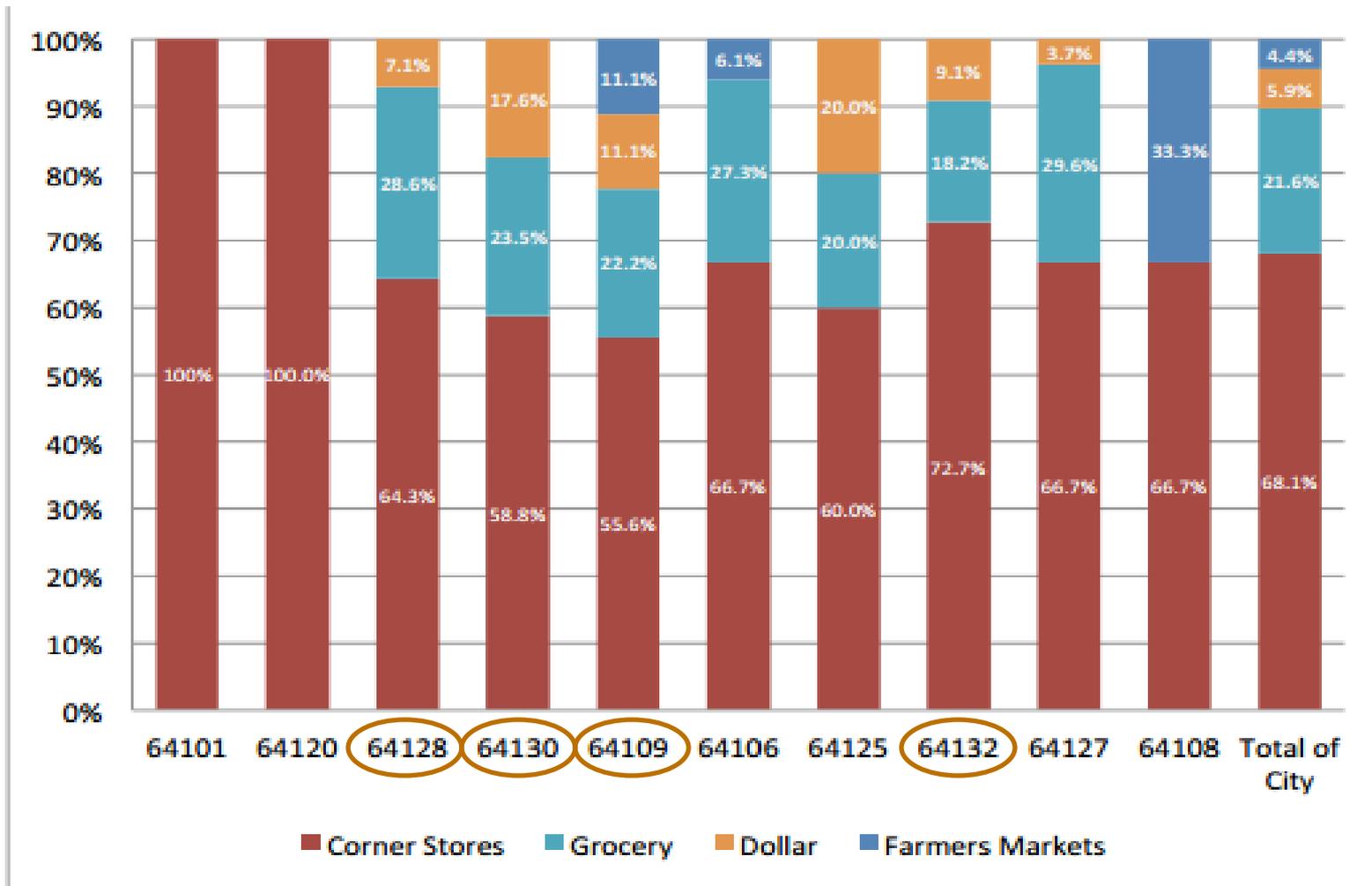


Figure 5. Comparison of food access between zip codes with the highest ER admissions and Kansas City. Source. Mid American Regional Council 2010

CORNER STORES INITIATIVE

- **Project to work with existing corner stores to remerchandise/relabel their healthier food options, and also potentially add new healthy food options**
- **Beginning in Ivanhoe and Marlborough neighborhoods**
- **Within KC – target is to work with 2 corner stores by the end of the year. (Within Jackson County – 4 total corner stores)**
- **Initiative is still in the planning phase**



Example from Corner Store Initiative, St. Louis

CORNER STORES EXAMPLE – ST. LOUIS

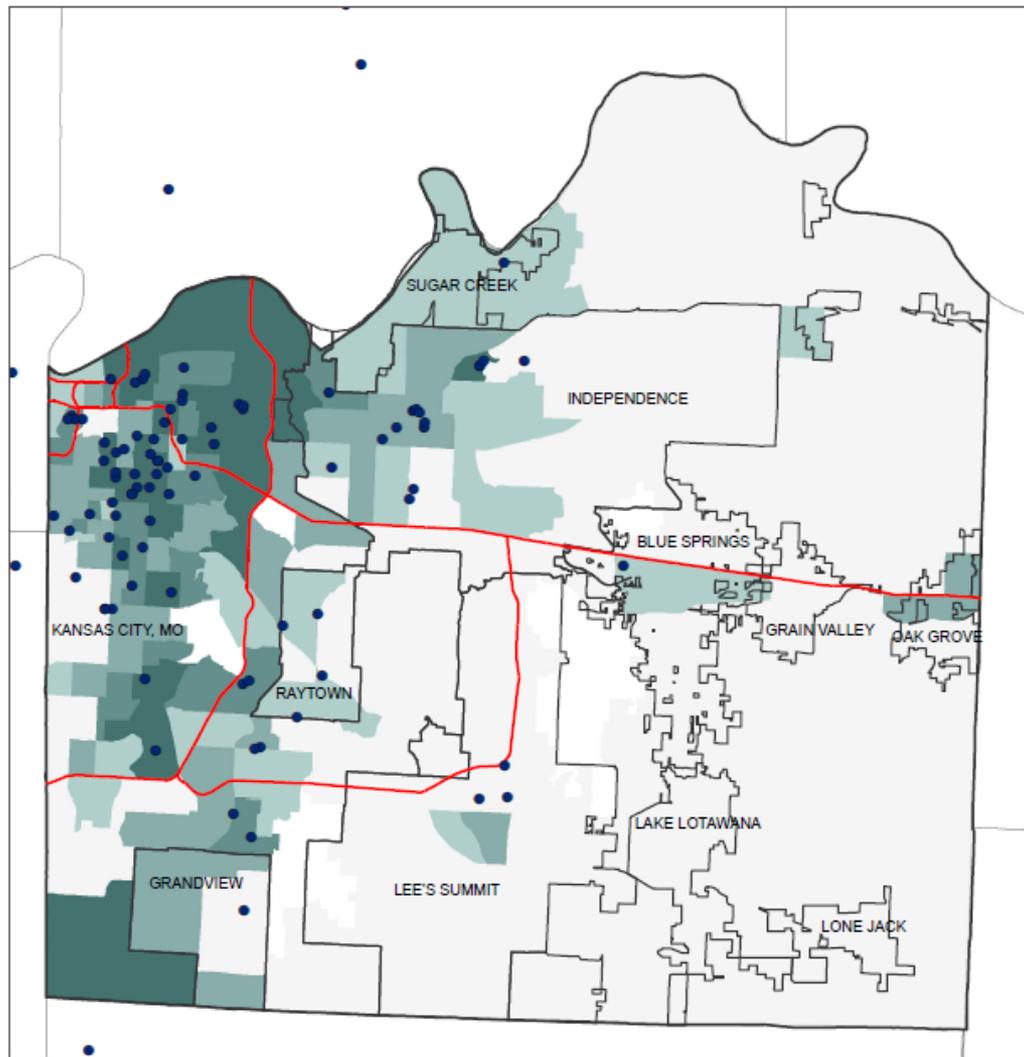


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IMPROVE AVAILABILITY OF HEALTHY OPTIONS THROUGH URBAN AGRICULTURE/FARMERS MARKETS

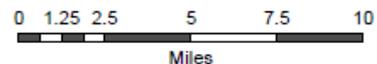
Percent of Population within 100% Poverty with Community Garden Locations



Percentage of population within 100% Poverty

- 35% or Greater
- 25% to 34.99%
- 15% to 24.99%
- 10% to 14.99%
- Less than 10%

- Community Garden
- Interstate



IMPROVE AVAILABILITY OF HEALTHY OPTIONS THROUGH URBAN AGRICULTURE/FARMERS MARKETS

- **CTG is working to help identify, develop and support community gardens as one strategy for increasing access to healthy foods.**
 - Have met with Ivanhoe and Marlborough to discuss starting gardens in these neighborhoods in the upcoming year
 - Met with KC Community Gardens to understand support/resources that are needed.
 - Using maps to help identify/analyze areas that don't have gardens in place.
- **Other City Efforts**
 - **Aviation** - Community Garden
 - **OEQ** - Urban Sustainability Directors Network urban agriculture report
 - **Council/City Manager** – Brightfarms, Growtainers, Institutional Buying
 - **City Planning** – Urban Agriculture Ordinance Section 88-312
- **Other Community Efforts**
 - Beans and Greens
 - Truman Mobile Market

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CREATION AND/OR ENHANCEMENT OF PLACES FOR PHYSICAL ACTIVITY

- **Active Living KC Initiative**
- **Bike KC**
- **Trails KC**



ACTIVE LIVING KC INITIATIVE

GOAL: to encourage healthy lifestyles by putting regular physical activity back into our daily routines and encouraging healthy eating.

- **International Walk & Bike to School Day Events**
- **Walking School Bus**
- **Safety Street Modules**
- **Bike Racks at Schools**
- **Development Code Review**
- **Health Impact Assessments**
- **Asset Map of Hickman Mills**



ACTIVE LIVING KC: WALK & BIKE TO SCHOOL

- **Hosted 5 Walk and Bike to School Events in Hickman Mills School District**
- **More than 445 students, teachers, and parents participated**



ACTIVE LIVING KC: WALKING SCHOOL BUS

Walking School Bus programs were started at:

- **Dobbs**
- **Ingles**
- **Johnson**



ACTIVE LIVING KC: SAFETY STREET

1,984 HMSD students K – 3rd grade completed ALKC Safety Modules:

- **Bicycle Safety**
- **Walking Safety**
- **Healthy Eating**



ACTIVE LIVING KC: BIKE RACK INSTALLATION

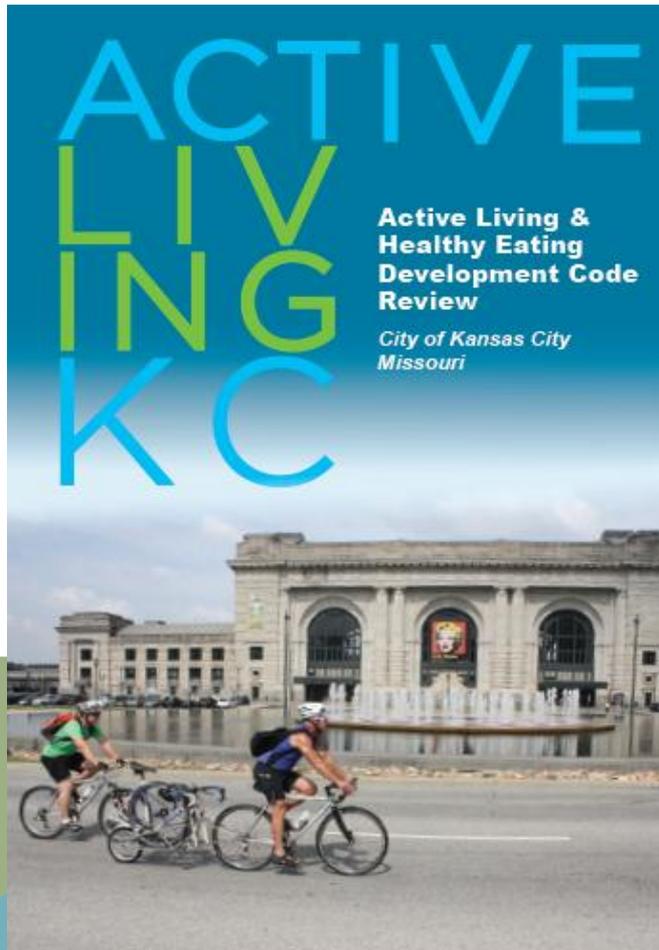
Hickman Mills & Center School Districts

- **14 elementary schools**
- **156 spaces for bikes**



ACTIVE LIVING KC: DEVELOPMENT CODE REVIEW

Reviewed code for compatibility to the creation of areas that support physical activity & healthy eating



Priority Recommendations for 5 key areas

- **Connectivity & Pedestrian Access**
- **Support for Urban Agriculture**
- **Incentives for Active Living & Healthy Eating**
- **Site Plan Review**
- **Area Plans**

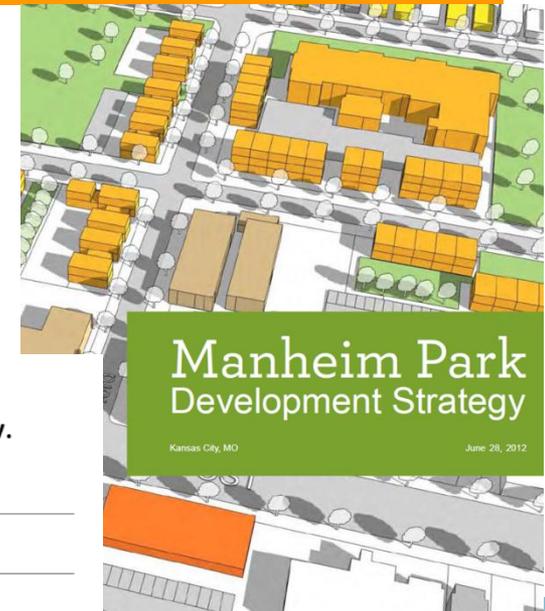
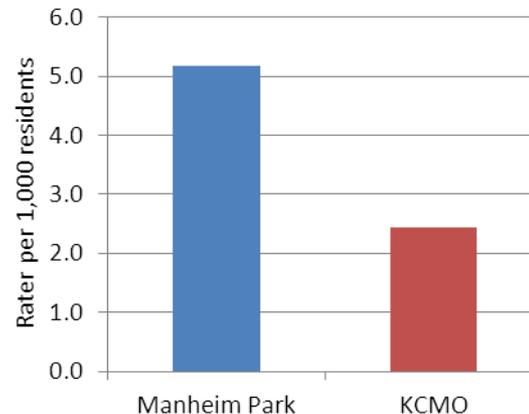
ACTIVE LIVING KC: HEALTH IMPACT ASSESSMENT

HIA is a process to evaluate potential health effects of a plan, project, or policy before it is built or implemented.

Two Assessments Completed

- **Manheim Park Development Strategy**
 - Provided neighborhood with tools for requesting walkable and bikable development design elements
- **Greenfield Development**
 - Evaluated cost of public health and expense to City of sprawl development

Chart 3: Rate of Diabetes Hospitalizations: Manheim Park v. KCMO as a Whole

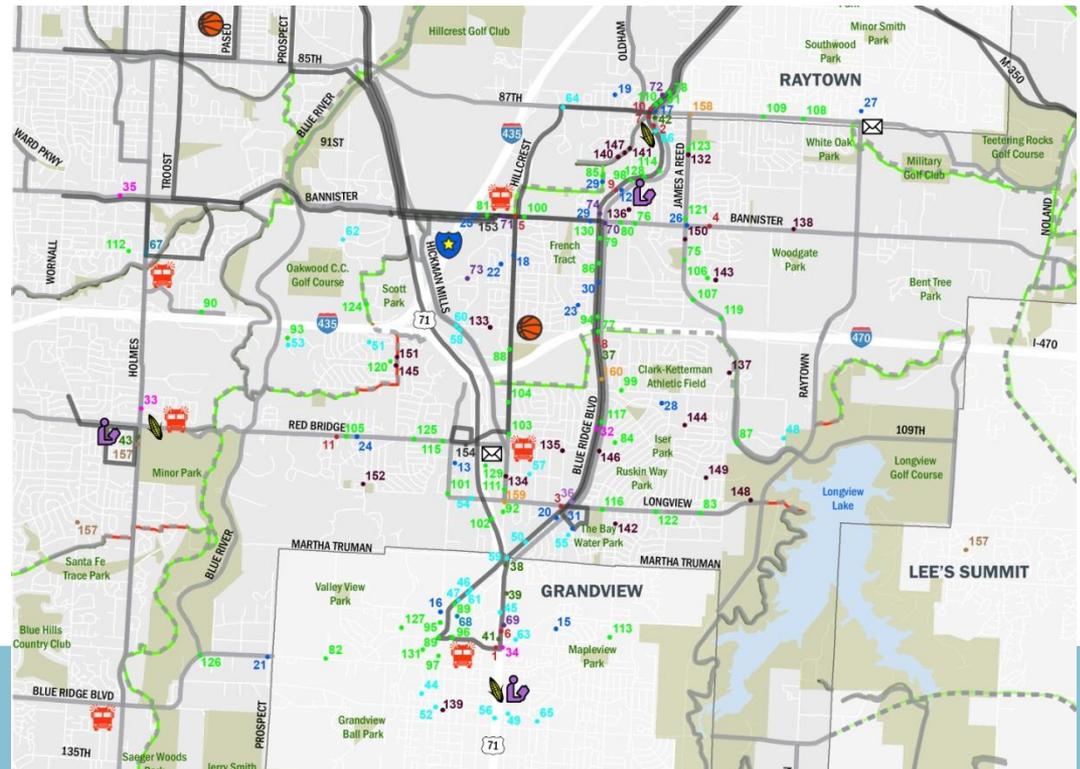


ACTIVE LIVING KC: ASSET MAP OF HICKMAN MILLS

Asset mapping is a process of identifying the gifts, skills and capacities of individuals, institutions and informal groups within a community.

Results of the asset map are intended to:

- Increase coordination among community groups
- Identify gaps
- Develop a resource list for healthy eating and active living services
- Share information in both a map and corresponding booklet format



BIKE KC AND TRAILS KC

Integrated trails and on-street bicycle facilities map
www.kcmo.org/bikekc



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LIVABLE STREETS: BIKE PARKING AUDIT

Installed 28 racks at City buildings and parks adding 196 bike parking spaces

- Completed inventory of existing bike parking
- Each rack has been geocoded and translated into Google Maps
- Identified locations for new rack installation
- Meeting with neighborhoods to vet proposed new locations
- Summer 2013 installation of new racks

Neighborhood	Number of Racks	Bike Capacity
18th & Vine	2	8
W. 39th St.	2	9
Brookside	9	26
Columbus Park	1	4
Crossroads	22	73
Downtown	70	155
River Market	12	36
South Plaza	4	45
Westport	56	95
Westside	6	34
TOTAL	184	485



LIVABLE STREETS: BICYCLING & WALKING INFRASTRUCTURE

2013 Construction Projects

- **Longview Road** – Blue Ridge Blvd to Spring Valley Road, includes bike lanes and sidewalks
- **Chouteau Parkway** – Hwy 210 to Chelsea, includes bike lanes, sidewalk and 8' trail
- **Benton Blvd** – St. John Avenue to Swope Parkway will include combination of bike lanes and sharrows. Work to start in spring 2013. Estimate work completion by fall 2013.
- **Armour Blvd** – permanent sharrow pavement markings and signage. Work to start in spring 2013. Estimate work completion by Fall 2013
- **Street Overlay Program** – staff review and make recommendations for additional on-street bike facilities. Spring 2013 list includes: completion of Southwest Blvd transition from bike lanes to sharrows; Cherry Street; Charlotte; Holmes.
- **Street Reconstruction Program** – staff review and make recommendations for additional on-street bike facilities
- **Bicycle Master Plan** - creation of comprehensive bicycle facilities plan. Bids received. Consultant selection in process.



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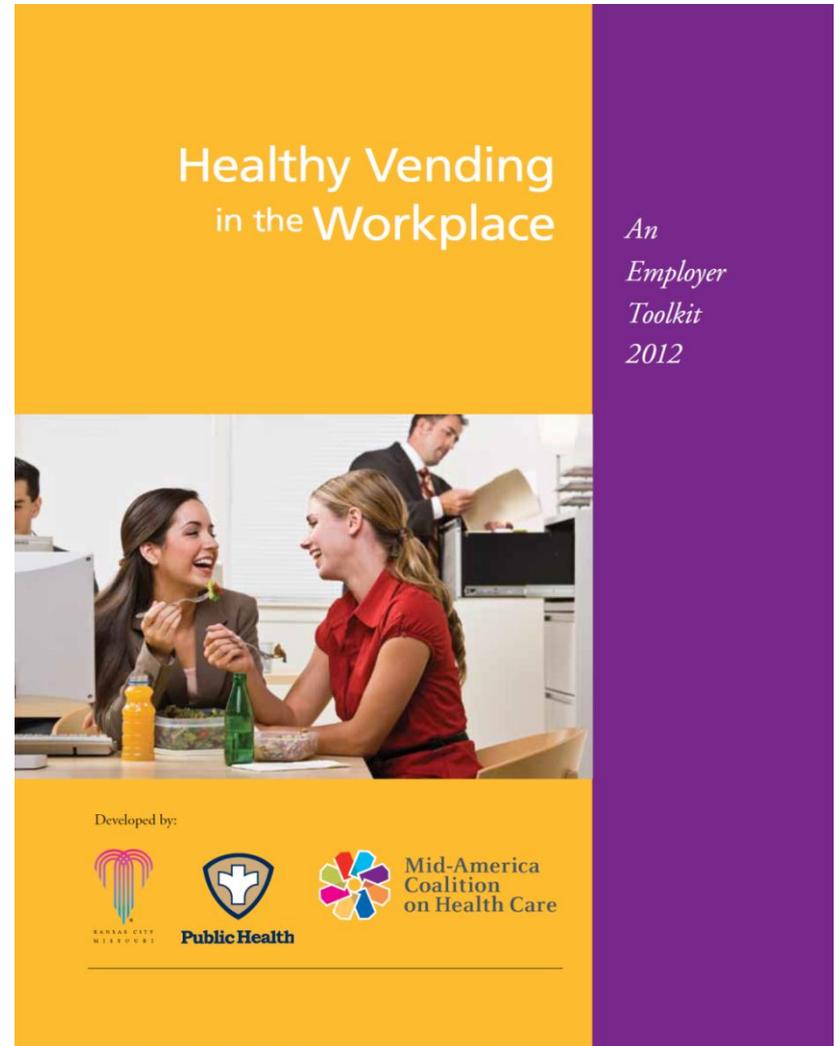
WORKING WITH SCHOOLS ON PROMOTING HEALTHY FOOD/ACTIVE LIVING

- **Health Dept/CTG is partnering with Weighing In to work with KCMO school districts to achieve the following goals from the Wellness Policy Assessment:**
 - 80% of school districts will have policies encouraging staff to be role models for healthy behaviors by August 1, 2015
 - 80% of school districts will have policies regarding engaging families to provide input in meeting district wellness goals by August 1, 2015



WORKING WITH BUSINESSES ON PROMOTING HEALTHY FOOD/ACTIVE LIVING

- Healthy Vending Toolkit was released in fall 2012
- Began outreach to employers – goal is to work with 5 new Jackson County employers to implement the toolkit in 2013
- Working with City’s Health Care Trust and Procurement Division to address these recommendations in-house
- Other City initiative: Time to Be Well



PRIORITY

Emphasize the focus on the customer across all City services; engage citizens in a meaningful dialogue about City services, processes, and priorities using strategic communication methods.

INDICATORS

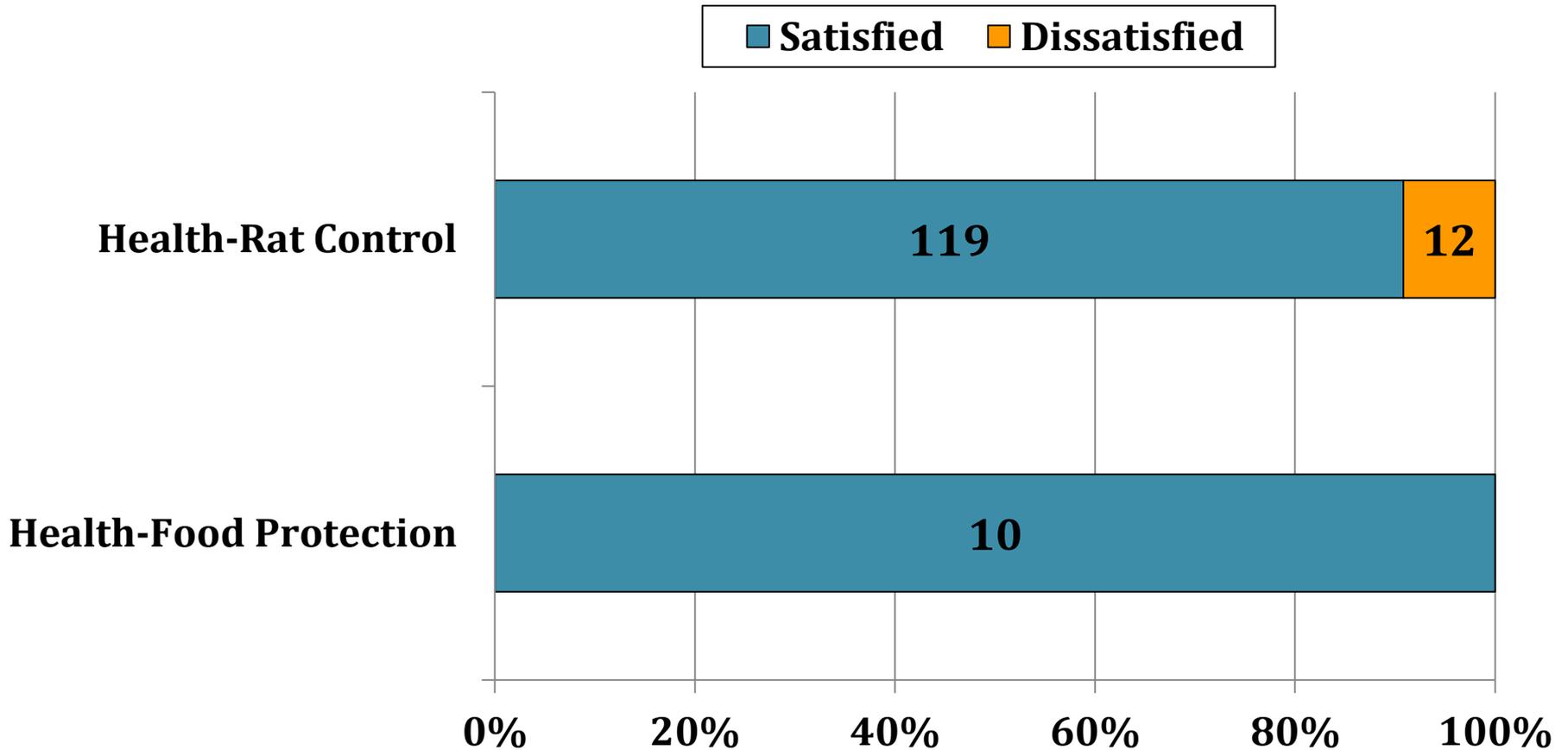
- 1. % of citizens satisfied with customer service**
- 2. % of citizens satisfied with communication**
- 3. % of businesses satisfied with City services**
- 4. % of customers satisfied with 311 service request outcomes**

Additional Indicators to inform discussion:

- 1. Food Excellence Awards**
- 2. Food Inspection Program Survey**

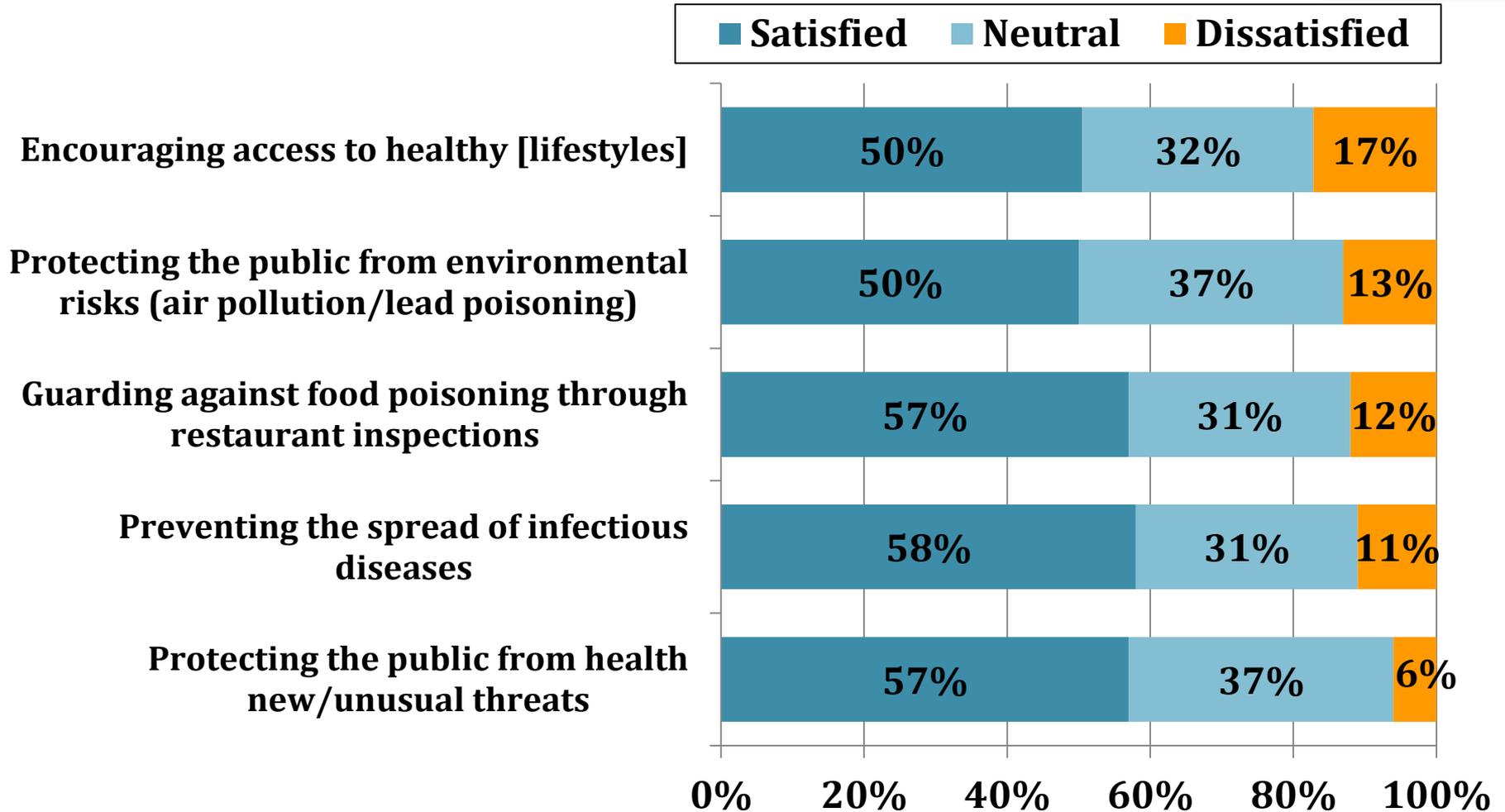
311 CUSTOMER SATISFACTION: HEALTH SERVICES (JAN 2012 – DEC 2012)

**Positive
Trend:** 



CITIZEN SATISFACTION: HEALTH DEPT SERVICES (FY2013 Q2)

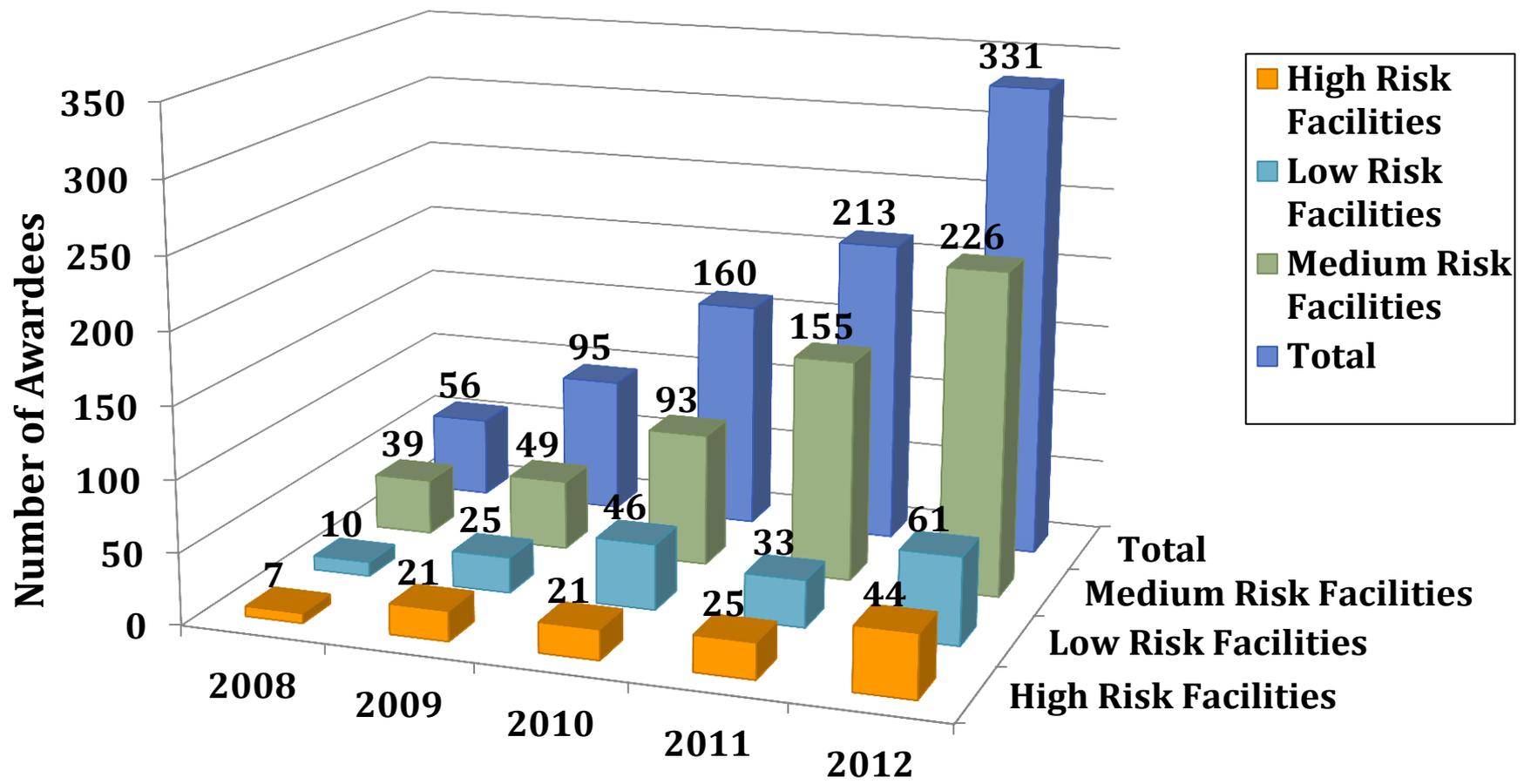
Watch
Trend



Results from FY2013 Quarter 2 administered by
ETC, Institute in September 2012

GRADE A FOOD EXCELLENCE AWARDS

Positive Trend: 



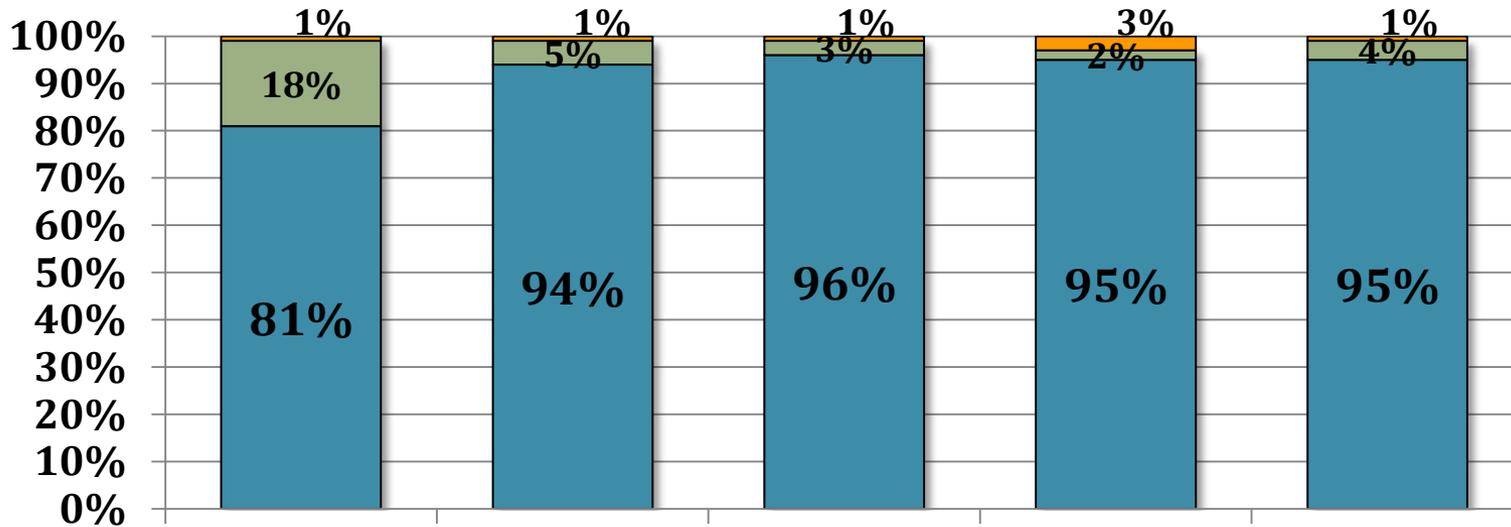
Requirements: In compliance with food handler requirements; limited critical and non-critical violations (depending on facility risk level); critical violations corrected on site; no repeat violations; valid Food Service Permit; not identified as a source of food-borne illness.

SURVEY OF FOOD ESTABLISHMENTS – OVERALL RATINGS OF FOOD INSPECTOR

Positive Trend: 

N=150

- Poor
- Good
- Excellent



Professionalism *Courtesy* *Helpfulness* *Advice Given* *Customer Service*

Inspector Qualities	Excellent	Good	Avg.	Unsatis.	Poor	No Ans.
Professionalism	84	18	0	0	3	0
Courtesy	94	8	0	0	3	0
Helpfulness	96	6	0	0	3	0
Advice Given	89	7	0	0	9	0
Overall Customer Service	88	14	0	0	3	0

PRIORITY

Ensure that any City or shared community animal shelters meet industry standards and work with the community to address issues of pet population and responsible pet ownership

INDICATORS

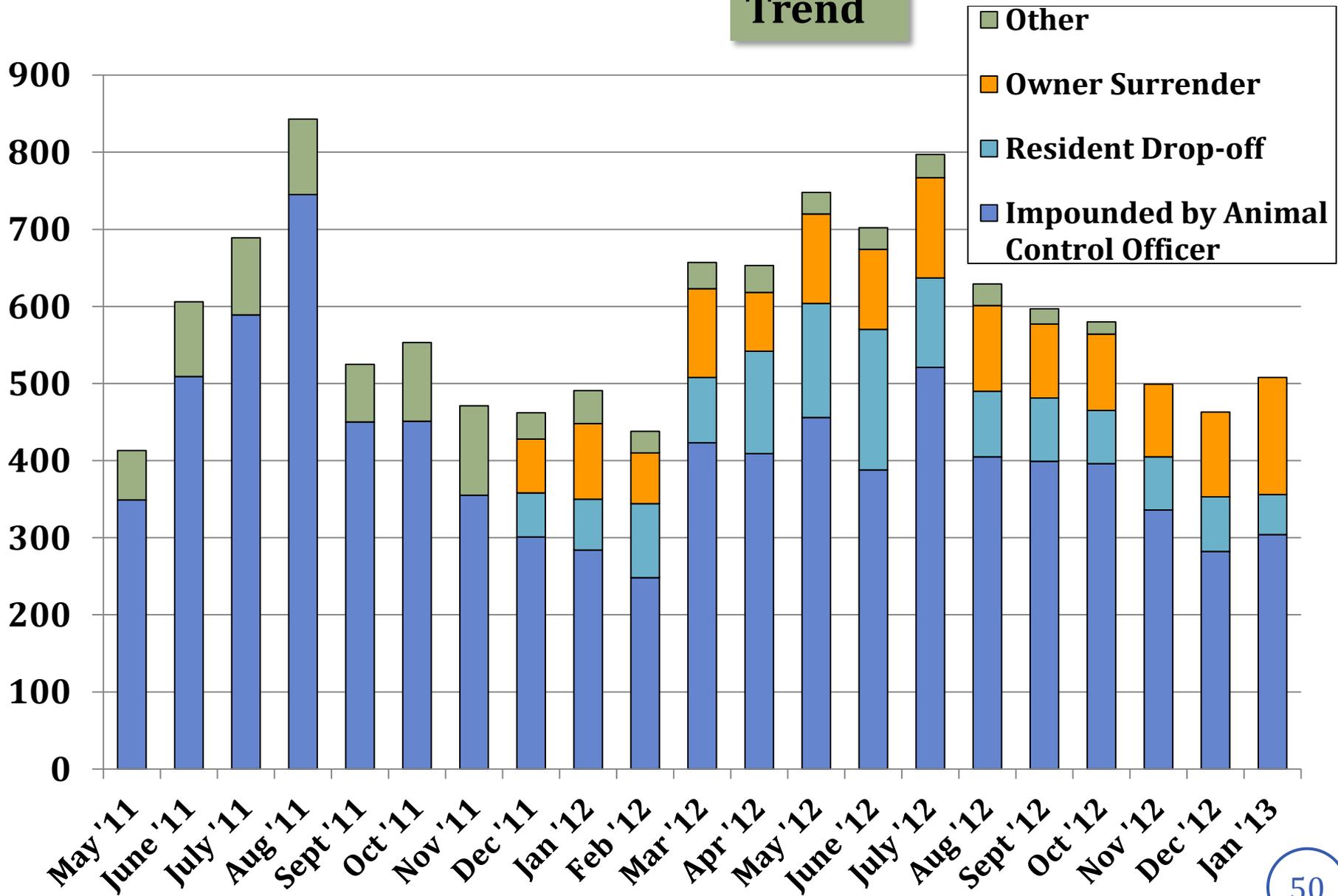
- 1. Live release rate from City animal shelter**
- 2. Number of pets licensed**

Additional Indicators to inform discussion:

- 1. Animal Intake by Type**

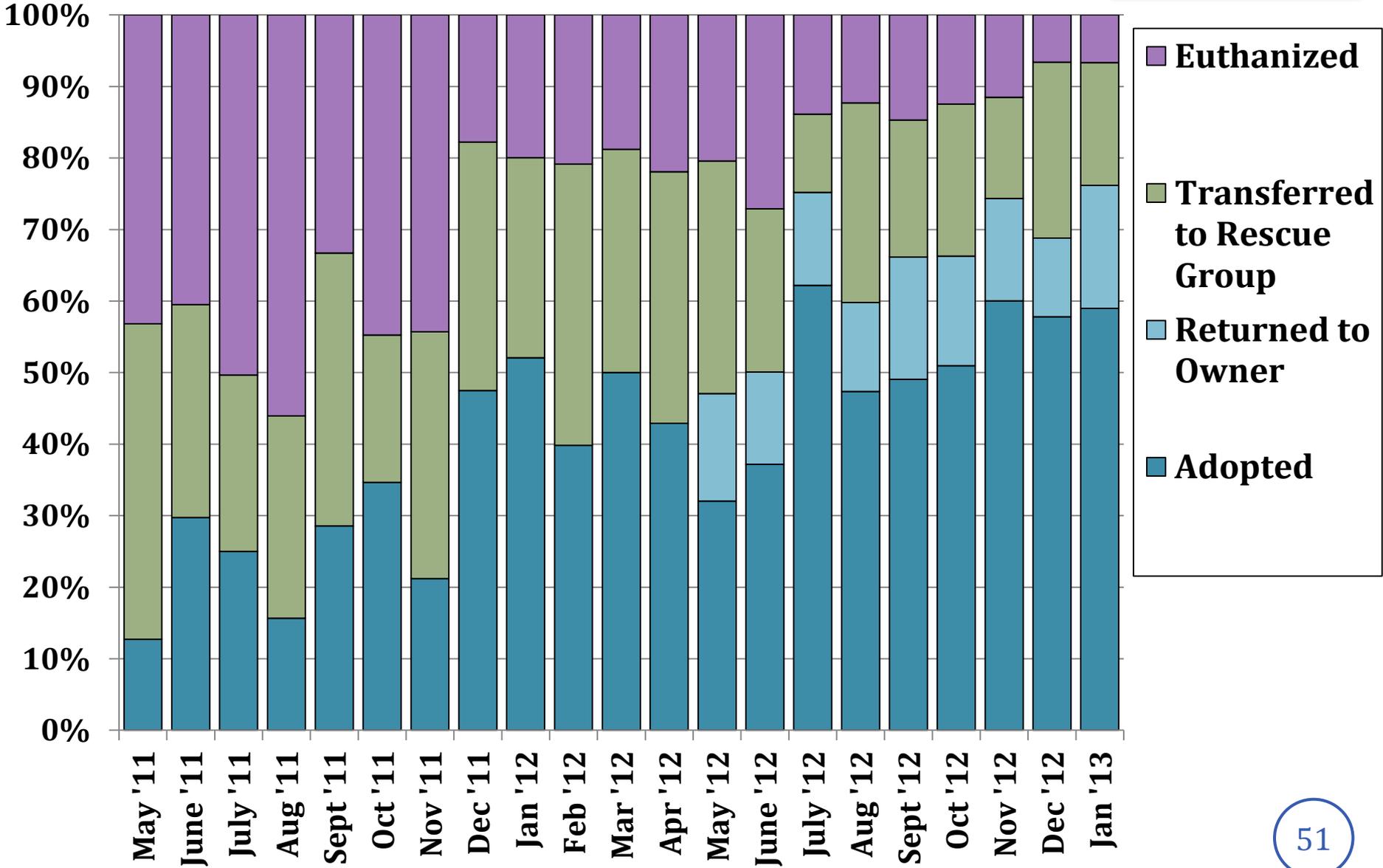
ANIMAL INTAKE BY TYPE

**Watch
Trend**



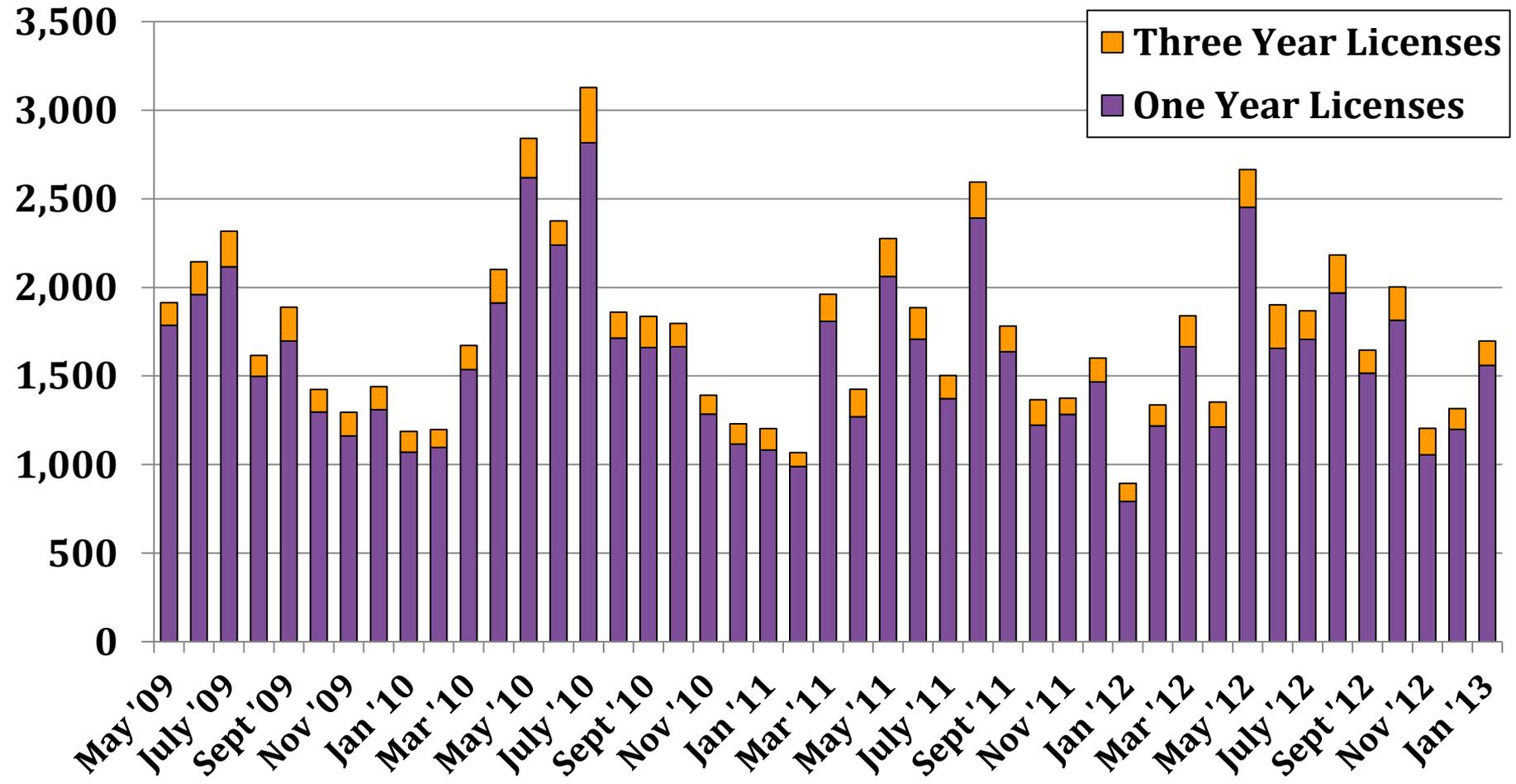
ANIMAL OUTCOMES

Positive Trend: 



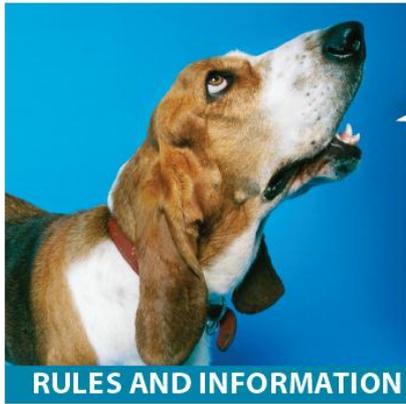
PET LICENSES ISSUED

Negative Trend: 



Pets w/ Licenses Snapshot as of 12.31.12
Cats: 3,352
Dogs: 20,572
Ferrets: 4

RESPONSIBLE PET OWNERSHIP CAMPAIGN



Animal Health and Public Safety Division

NEIGHBORHOODS AND HOUSING SERVICES DEPARTMENT

Raise the "woof."

RULES AND INFORMATION ON PET OWNERSHIP IN KANSAS CITY

RULES AND INFORMATION ON PET OWNERSHIP IN KANSAS CITY

1. Immunize your pet dogs and cats against rabies. You will need a current copy of rabies immunizations to obtain a pet license.
2. Purchase a pet license for each dog, cat and ferret over 120 days old. All one-year pet licenses are \$10 (altered or unaltered pets). All three-year pet licenses are \$27 (altered or unaltered). This assists in monitoring and controlling the pet population.
Three Ways to License Your Pet
 - Come to the City's animal shelter, 4400 Raytown Road.
 - Contact your vet, who may be able to sell pet licenses directly.
 - Visit Pet Data online at www.petdata.com. Visit the Animal Health & Public Safety Division's Web page at www.kcmo.org/animal to view list of participating vets and other licensing related questions.
3. Place a dog tag on your dog's collar when it is outside your residence. This will make it easier to contact you in the case your dog runs loose and is impounded.
4. Limit the number of dogs, cats and ferrets over 120 days you own to a total of four.
5. Provide your pet with sufficient good and wholesome food, water, shelter, veterinary care when needed, and adequate daily exercise.
6. Do not leave your pet in a motor vehicle when weather conditions could endanger its life.
7. When outdoors, your dog must be effectively restrained at all times (i.e. with a fence or leash).
8. Securely confine any dog with a disposition to bite, so that it cannot escape.
9. Do not allow pets to put people in fear of physical injury or allow them to obstruct access to utility meters or mailboxes.
10. Notify the Police Department at 911 and Animal Control at 816-513-1313 if your pet has been involved in a biting incident. The animal must be impounded for rabies observation.
11. Remove any excreta deposited on public or private property by your pet.
12. Do not let your dog roam.
13. It is mandatory for all dogs over 6 months of age to be spayed or neutered.

Violations of City ordinances are punishable by fines of \$50 to \$500 and/or six months in jail. More serious violations carry a minimum fine of \$250. Adherence to the ordinances of Animal Health and Public Safety will assure that people and pets coexist as good neighbors.

CONTACT INFORMATION FOR LOW-COST SPAY/NEUTER CLINICS IS AS FOLLOWS:

Heart of America Humane Society
(Provides financial assistance)
1-800-384-3143

The Humane Society of Greater KC
5445 Parallel Parkway
Kansas City, KS 66104
913-596-1000

Kansas City Pet Project
4400 Raytown Road
Kansas City, MO 64129
816-513-9821

PAWS (provides discount certificate)
P.O. Box 16664, Raytown, MO 64133
816-252-2680

Spay and Neuter Kansas City
1116 E. 59th St.
Kansas City, MO 64110
816-353-0940



This list has been provided to summarize the most common and standard rules governing animal ownership in Kansas City, Mo. It is not all inclusive. If you have questions, please call Animal Health and Public Safety at 816-513-1313.



TAGS WON'T WORK IF YOU DON'T PUT THEM ON!

Thousands of pets are lost each year in Kansas City. Many are never reunited with their owners. Most lost pets lack one vital piece of information. **Identification.** Project TLC – tag, license and chip your pet. It is your pet's ticket home! Pet owners pay only \$30 for rabies vaccination, KCMO pet license and chip! For more information, visit www.snkc.net or call 816-353-0940.



PRIORITY

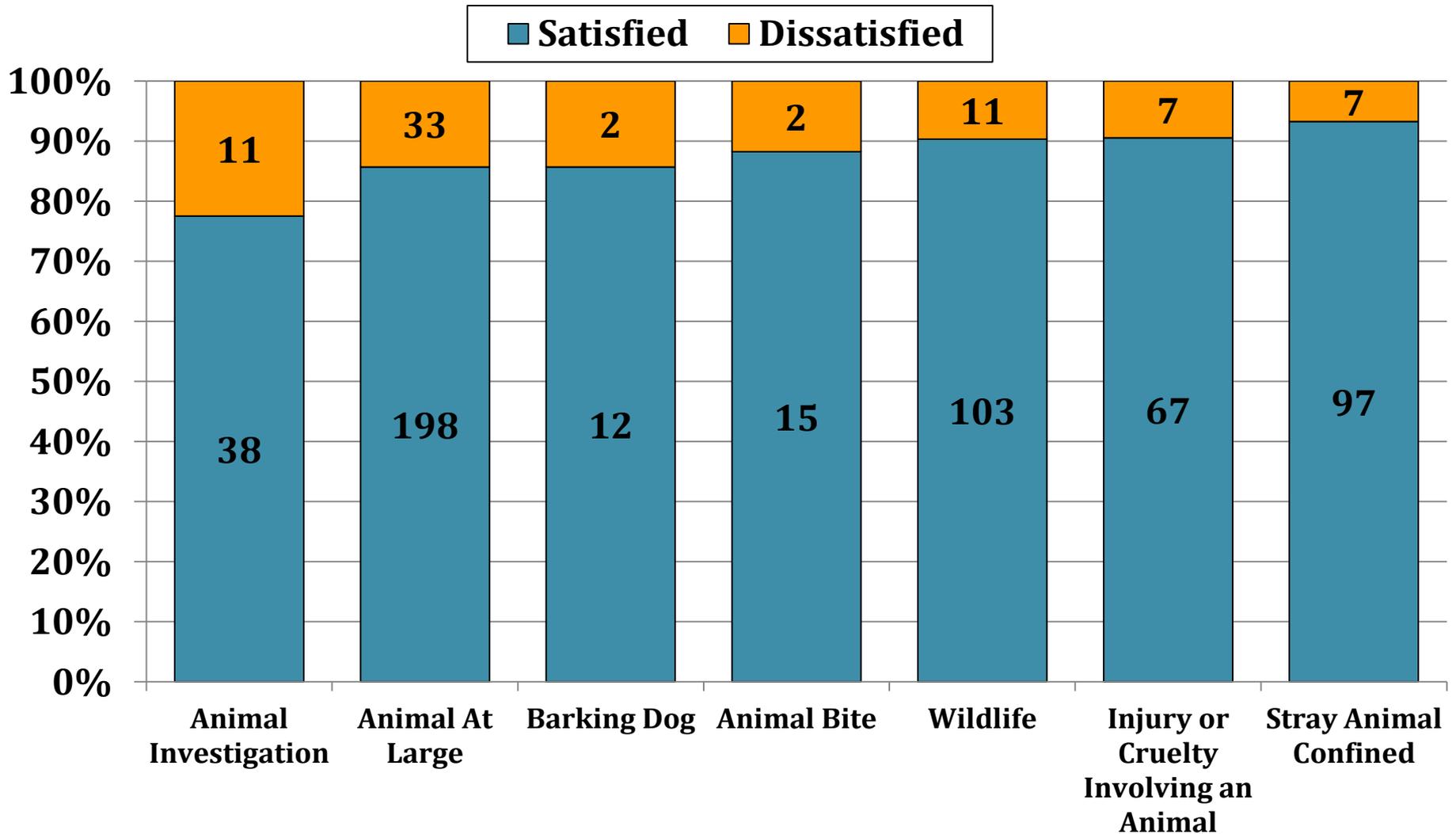
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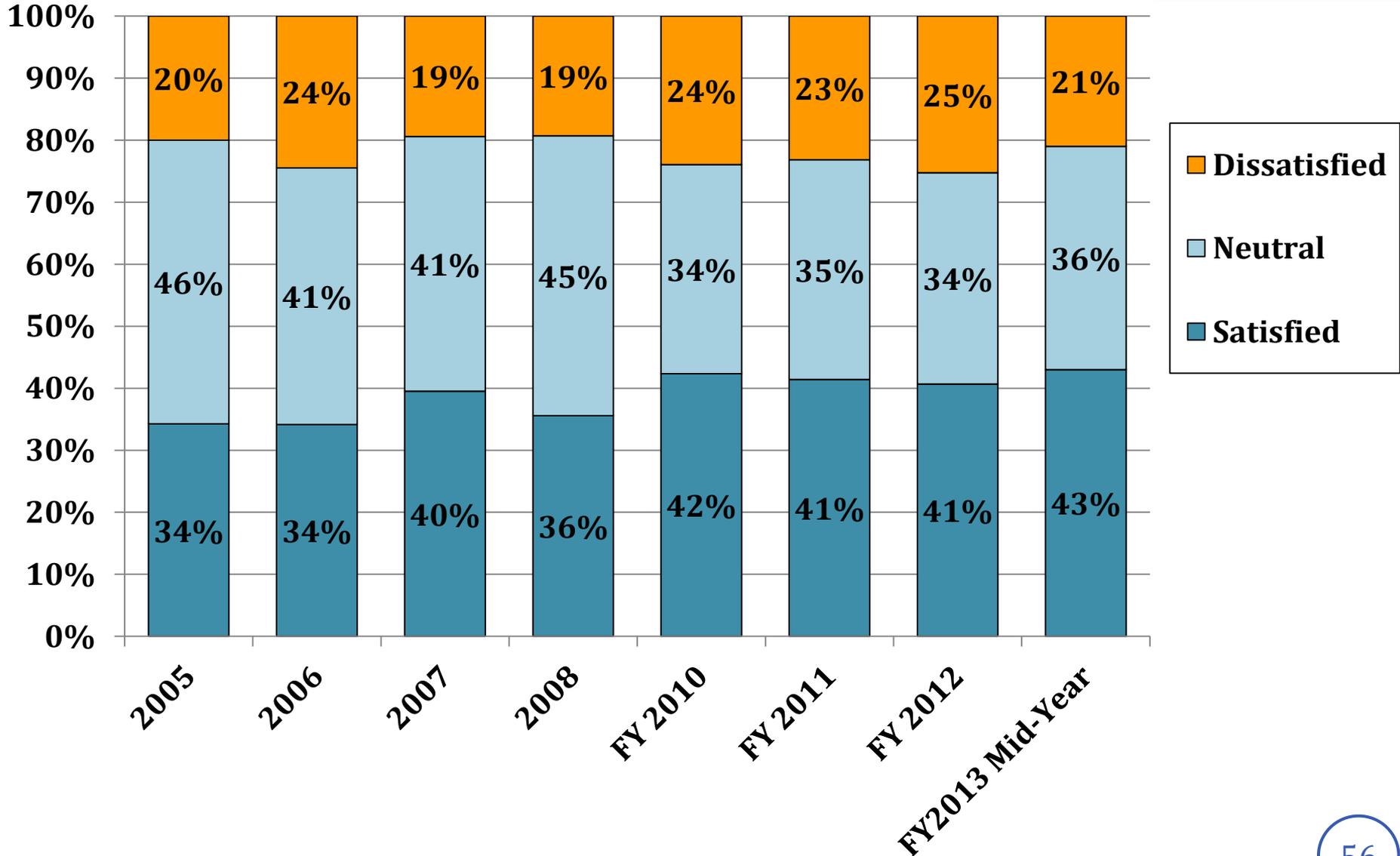
311 CUSTOMER SATISFACTION: ANIMAL CONTROL (JAN 2012 TO DEC 2012)

Positive
Trend: 



CITIZEN SATISFACTION: ANIMAL CONTROL

Positive Trend: 



Final Thoughts or Questions?

