Case Study:
City of Puyallup

Fit and Well:
A Community Vision with a Focus on Health

Puyallup Demographics

- Population: 37,980
- Mostly residential, but includes mix of commercial and industrial uses
- Historic downtown with typical suburban build-out on South Hill
- Major employers: Good Sam Hospital, Fair, School District, Pierce College, WSU Extension, South Hill Mall, Auto dealers

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2015 Comp Plan Update

- <u>Overall goals</u>:
  - Reduce length, more accessible to layperson, update format
- <u>Vision statement</u>:
  - Less specific, yet more focused
- <u>Direction</u>:
  - Council and Planning Commission both supportive of the update goals
- <u>Health</u>:
  - Incorporate throughout plan rather than as stand-alone element

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Imagine Puyallup featured on the cover of Time *magazine. A town so attractive it's the envy of cities throughout the country. A model town making the best use of its resources...a lively downtown core, a safe country-like atmosphere, an agricultural heritage, a commitment to history and a strong sense of community. Puyallup will be a larger suburban community with ample employment opportunities and a diverse population; a community able and willing to accept financial responsibility for its needs.*

This is envisioned for the year 2010 with such images as:

- A park stretching along both banks of the Puyallup River;
- A renewed downtown with connecting footpaths and bikeways;
- New downtown buildings in scale with the surrounding historic structures;
- Quality housing development with nearby services for seniors and disabled;
- Tree-lined lanes recapturing "a walk through yesteryear;"
- Mixed residential densities but a predominantly single-family community; and
- Well planned new neighborhoods with schools, parks and services interconnected to the rest of the community.

The city's centerpiece is a revitalized, lively downtown bustling with residents, visitors, and shoppers, both young and old. Commercial areas are buffered with street trees and surrounded by graceful, well-preserved historic neighborhoods. By 2010, the town will have developed an economic development strategy that will help attract visitors and new businesses, as well to assist existing businesses.

The city boasts a parks system for various purposes: athletics, strolling and quiet time. Centennial Park serves as a meeting place and home of special events. People walk along the River Walk, enjoy connecting trails throughout the greater community; and sturdy souls can bike all the way to Mt. Rainier.

Puyallup maintains its character and mobility as it grows into the next century. The city will be managing growth with the use of impact fees paid by new development, enhanced schools, roads and other basic services accompany additional affordable housing, new commerce and clean light-industrial parks. A rail system carries commuters to employment centers, keeping the street system unclogged and manageable. SR 167 (and its extension), Canyon Road, Shaw Road, and 176th Street extension form an outer belt, reducing downtown pass-through traffic.

In 2010 the Puyallup school district will rank among the nation's top ten. Of note is the district's close relationship with the community and city government while offering unique educational programs relevant to the public.

The Puyallup of the future honors its long-standing agricultural heritage with the preservation of bulb fields, open space, festivals and Farmer's Market. A farsighted farmland preservation program enables the city to preserve areas of highly productive agricultural lands in the valley. A new performing arts center and better use of the Fairgrounds enhance the heritage. The emphasis on culture, education and recreation reaches all ages. Puyallup respects its youth, families, elders and newcomers alike.

Through conscientious planning and design, new and old residential neighborhoods and commercial districts relate to each other and are linked by pedestrian walkways and bike trails, trees, flowers and architectural elements. Old parts of town are restored and have been adapted for new uses. Service, safety and a sense of community distinguish the city from others.

Known as the "gateway to Mt. Rainier," the Puyallup of 2010 has established its place in the region and is a model city. Strong community values are in evidence everywhere. Thoughtful and accountable leaders, with respect for citizens' views, support responsible growth as more people move to the area to enjoy the city's assets.

Political Context

- Skepticism of Planning driven ideas
- Perception that public has not been accurately represented in the past
- Tight control of public process
- Uncertainty - upcoming election could change direction

Stakeholder Group

- <u>Purpose</u>:
  - Engage the public for the duration of update
  - Avoid criticism of staff not listening to public opinion
- <u>Process</u>:
  - Identified participants – active community groups, major businesses, agencies
  - Reviewed with Council and requested input
- <u>Result</u>:
  - Lack of Council support → "Key Communicators"

Visioning Process

- Kick-off open house
  - Identify and reach out to underrepresented groups
  - Take advantage of other opportunities (farmers market, library patrons)
- Survey
  - Development of questions
  - Outreach to seniors in collaboration with Health Department

Community Feedback

- Visioning wall
- Survey responses
- Use of toolbox to develop vision and framework goals
- Identification of "health" as community priority
  - Specific desires: ped/bike facilities, recreation opportunities, healthy/local food)

Updated Vision

In 2035, Puyallup will be an active, friendly community that embraces its heritage. While preserving its small-town feel, it will grow responsibly to include diverse transportation, recreation, and housing options. Maintaining its quality of life, Puyallup will encourage economic development, education opportunities, and ample amenities for all ages.

- Also established Framework Goals
- Preliminary "endorsement" from Planning Commission and City Council

Reengage Community

- Currently taking updated vision back to the public
- "Did we correctly reflect community input?"
- Range of responses – many contradicted original input

Toolbox Resources

- Visioning
  - Update vision statement and goals to reflect community health priorities
- Community Assessment/Existing Conditions
  - Assessment questions used to develop survey
  - Work with TPCHD to identify underrepresented populations
- Goal Formulation
  - Include community health in framework goals
  - Statement of intent in Comp Plan introduction
- Policy Development – future update work

Lessons Learned

- Identify underrepresented groups early on
- Coordinate with other agencies
- Initial efforts to spread the word will pay off
- Survey questions – ask the right ones
- Never underestimate political impacts

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Creating Fit and Well Communities
Tools Included; Some Assembly Required

Washington APA Conference
October 2, 2013

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Game Changing Strategies

Public Health Trends—Then

- Clinical care for the underserved
- Direct services and individualized care
- Emphasis on communicable diseases caused by pathogens and vectors

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Public Health Trends—Now

- Population-based
- Policy development
- Primary prevention–"upstream"
- Chronic disease prevention
- Health disparities and health equity

Planning for What?

Planning for Whom?

www.pedbikeimages.org/Dan Burden

Creating Healthy Places for All

VIEW OF A HEALTHY COMMUNITY

What are Healthy Communities?

Healthy and sustainable places built on a balanced foundation of people-prosperity-planet
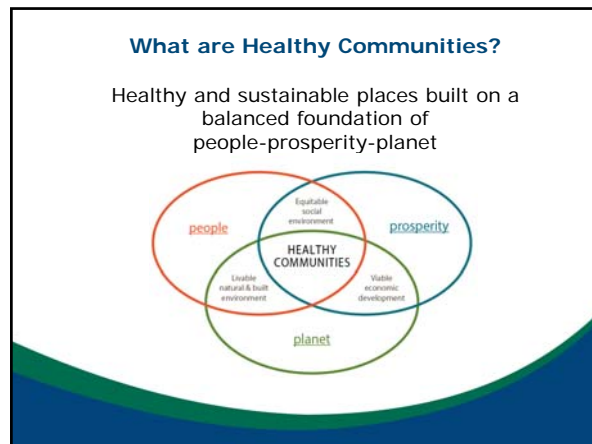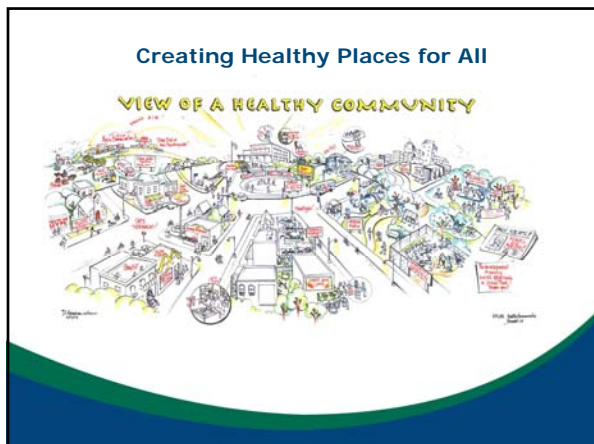
What Are Planners Saying and Asking?

- Not enough resources
- Need evidence and policy language
- Health equity is hard to sell
- No political will or support
- No resource for rural communities
- Who are the underserved?
- What does it mean to wear a health lens?
- Where should we start integrating health?

What's the Problem?

How do we create healthy communities?

"Show me the tools!"

A Solution

An evidence-based toolbox to address:

- **How**—Process tools that provide a health lens for your planning work.

- **What**—Policy tools that provide language and best practices to address health disparities, physical, mental health priorities.

  www.tpchd.org/HealthyCommunityPlanningToolbox

Inside the Toolbox: Process Tools

Steps in Comprehensive Plan Update Process

- Visioning
- Community Assessment and Existing Conditions Update
- Goal Formulation
- Policy Development
- Draft Plan Review
- SEPA Review
- Final Plan Adoption
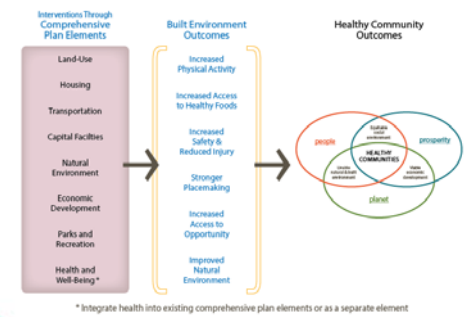- Plan Implementation
- Plan Monitoring and Performance Management

Inside the Toolbox: Process Tools

Wearing a Health Lens in Visioning

- Amend vision statement to represent collective aspirations of diverse communities
- Emphasize community health priorities revealed in needs assessment process with diverse groups

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Inside the Toolbox: Policy Tools

* Integrate health into existing comprehensive plan elements or as a separate element

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Inside the Toolbox: Policy Tools

Policy Tool to Affect Placemaking Outcome (Land-Use Element/Mixed-Use Policy)

Design Guidelines for Traditional Mixed-Use Neighborhood Developments
www.ci.westminster.co.us/Portals/0/Repository/Documents/City Government/tmund.pdf

Purpose—Provide design guidelines applicable to small and rural communities.

Type of Tool—Sample implementation tool: design guidelines that may be adapted for policy development.

Summary Description—Provides smart growth design guidelines for developing large sites in small towns or rural areas.

Your Health Department is Ready to Help....

- Partner with you
- Assist in community visioning, public engagement and environmental scan
- Provide evidence-based research and data, definition of terms
- Help craft or review policies
- Assist with HIA or integrating health in EIS
- Provide letters of support, make presentations

Thank You!

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