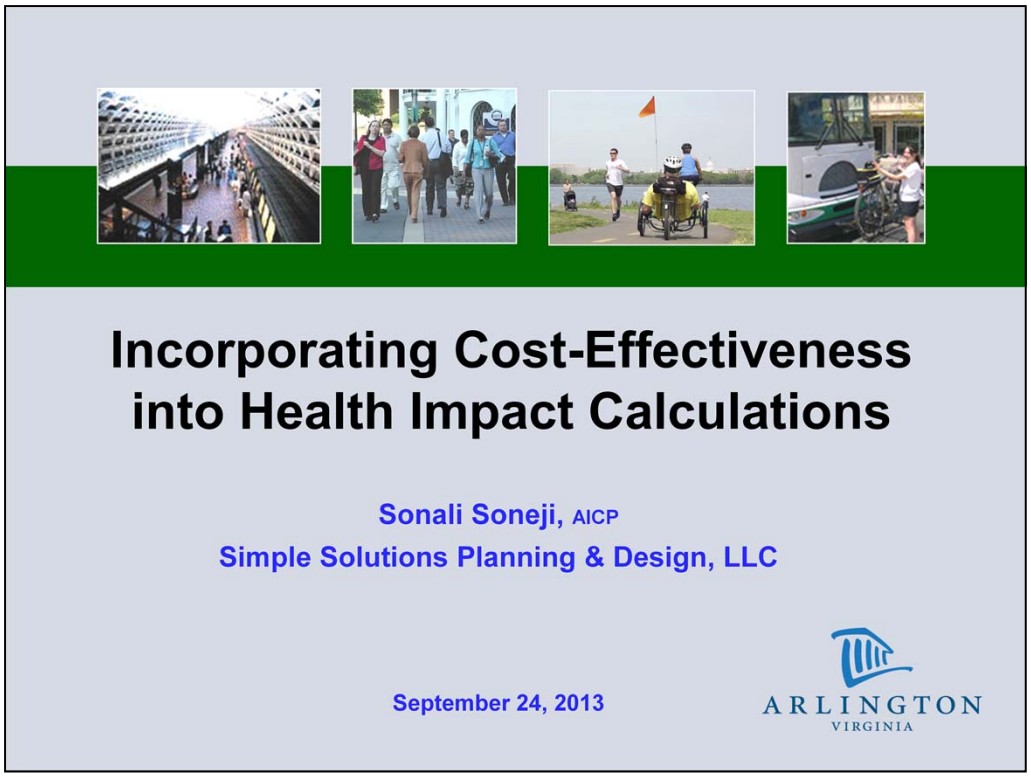


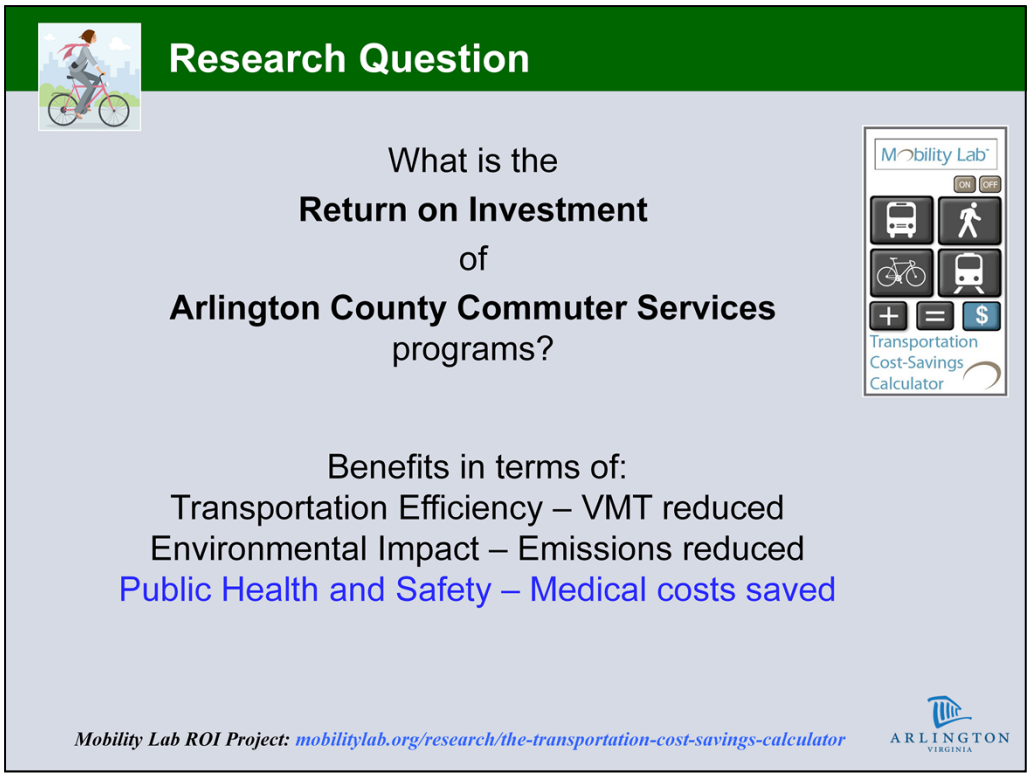
Hi –

Today I'm here to talk about the Parking and Curb Space Management element of the Master Transportation Plan.

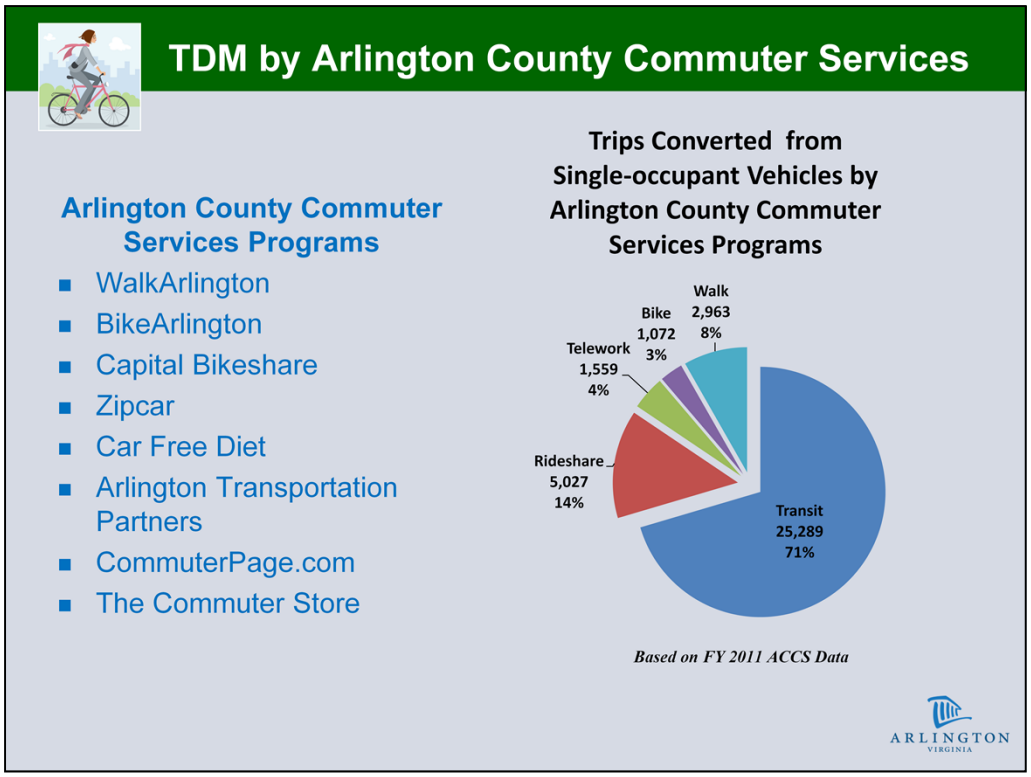
I have distributed copies of our 1st draft. It has an introductory section and then 3 sections, one about on-street parking, the next on off-street parking and the last to do parking for people with disabilities.

In this presentation, I am going to focus on the issues that I anticipate are the most controversial, most of them tend to relate to off-street parking and the development process. For those of you who have read the draft, if I don't mention something you think is worth discussing, please bring it up.

I have also distributed a memo related to changing the parking requirements for site plan office buildings. We will touch on this briefly, but today is not the time I would like to go into this in detail.



The Return on Investment Project (ROI) aims to develop consistent measurement approaches to estimate the savings in terms of health costs due to customer support, outreach and education offered to the users of the multimodal transportation system.



Helps reduce 511,000 pounds of CO2 emissions every day.

Charting the Influence

	Behavior Changes	*Determinants*	*Health Impacts*	
TDM Programs *(outreach, timely information & subsidies)*	**Fewer SOV VMT**	**More Physical Activity**	**Longer Life**	**Cost Savings** *Benefits to Individuals and Community*
	More Active Travel	**Better Access to Healthcare and Healthy Food**	**Healthier Life**	
	Wiser/Safer Use of Transportation	**Fewer, Less Severe Crashes**	**Fewer Injuries**	
	More Affordable Travel	**Less Exposure to Pollutants**	**Fewer Diseases**	
	Efficient Shifts between Modes	**Better Sleep; Less Stress**	**Fewer Deaths**	

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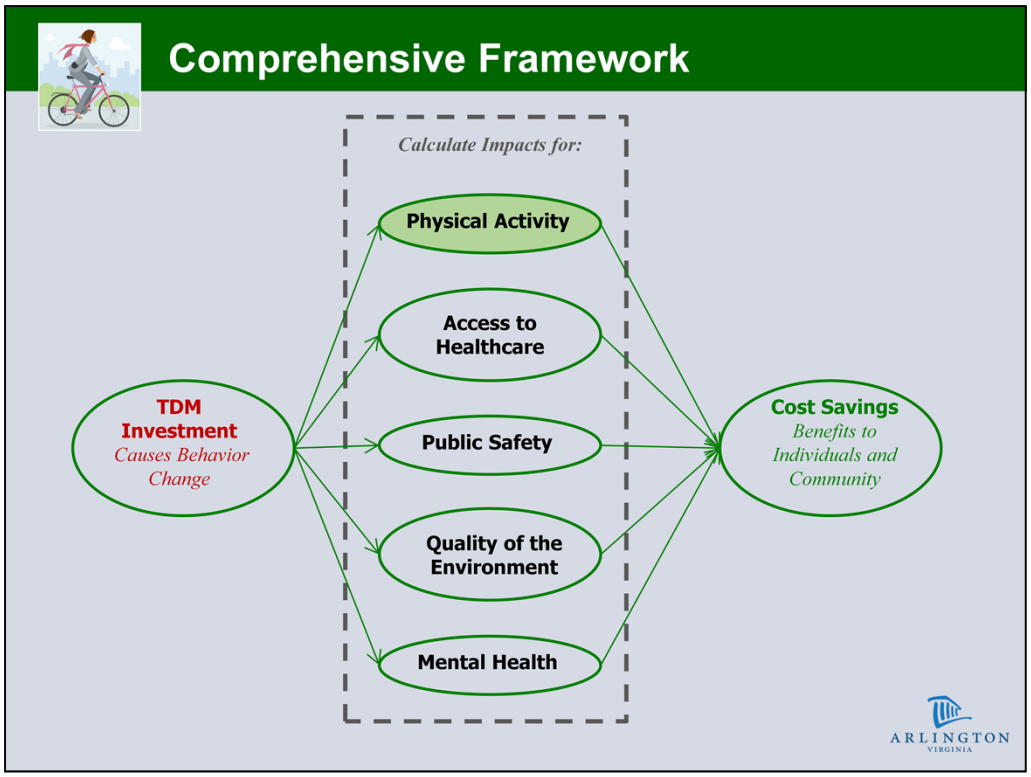
Comprehensive Framework
Calculate Impacts for:
Physical Activity
Access to Healthcare
Public Safety
Quality of the Environment
Mental Health
TDM Investment
Causes Behavior Change
Cost Savings
Benefits to Individuals and Community
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Role of TDM in Physical Activity

- TDM increases physical activity through:
  - Offering active transport infrastructure (makes choice more **convenient**)
  - Offering active transport subsidies (makes choice more **affordable**)
  - Offering information, training, and promotion of active transport options (makes choice more **obvious**)
- Results may be measured as:
  - Trips shifted from driving mode to active mode
  - New miles walked or biked
  - New minutes walked or biked

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Physical Activity Benefit Calculators

Health Economic Assessment Tool (HEAT)

www.heatwalkingcycling.org

Calculates the savings of reduced mortality due to increased physical activity, specifically walking and bicycling.

Key Variables:

Study Population = 2,200 (1% of Arlington adults)

US Mortality Rate = 794 deaths per 100,000 people

Value of a Statistical Life = $5.8 million

HEAT
Health economic assessment tool

Welcome to the WHO/Europe Health Economic Assessment Tool (HEAT).

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Physical Activity Benefit Calculators

Physical Inactivity Cost Calculator (PICC)

www.ecu.edu/picostcalc

Estimates economic losses of reduced morbidity to calculate external benefits of increased physical activity

- medical costs for injuries
- workers' compensation
- lost productivity

Key Variables:

Median annual income = $ 85,600

Prevalence on Inactivity = 17% (2009 County Health Rankings)

% of adults over age 65 = 11%

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Savings from Increased Physical Activity

If an additional 1% of Arlington adults started getting the CDC-recommended levels of physical activity by walking or biking for their daily commute, the annual cost savings would be:

- $7.5 million in the first year due to reduced mortality
- $12 million per year due to reductions in lost productivity, workers' compensation claims, and medical costs of injuries

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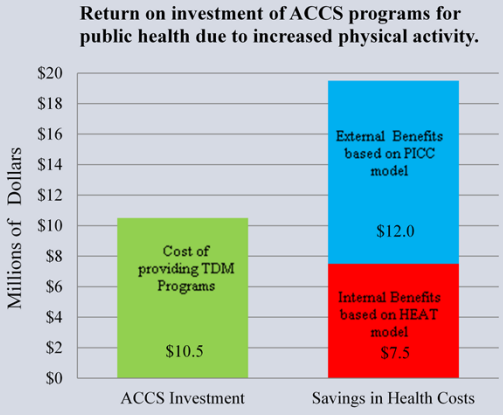
Return on Investment

The return on investment was almost 200%

when the annual cost of providing TDM programs in Arlington was compared to the physical activity benefits calculated based on the HEAT and PICC models.



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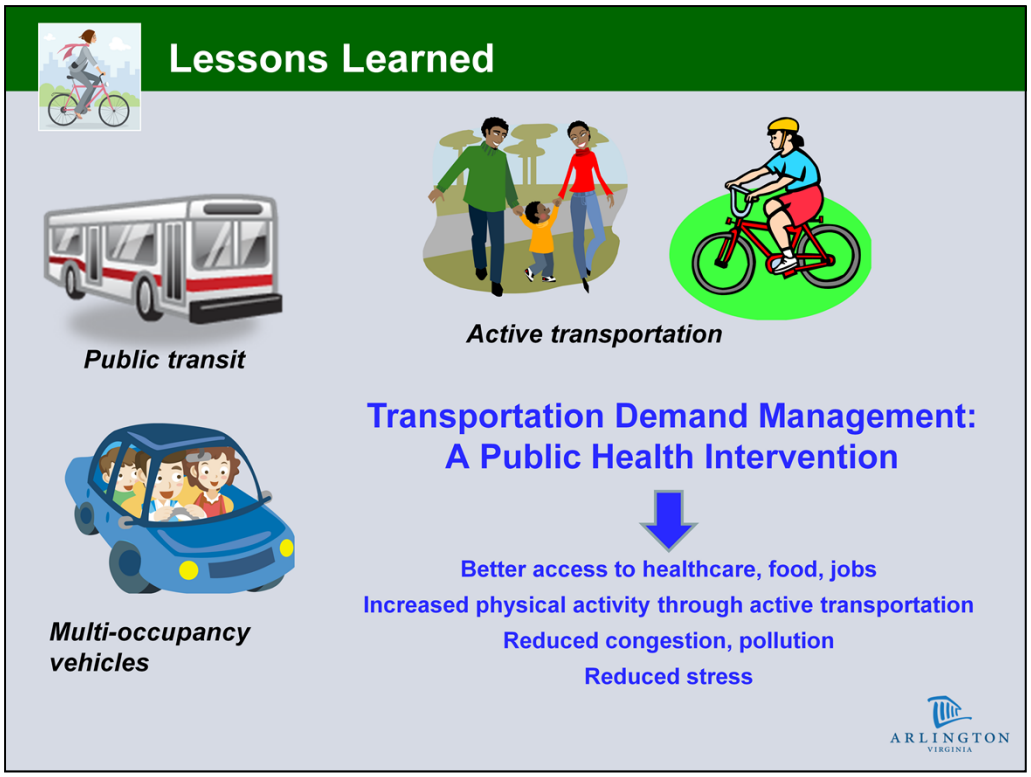

Shifting the mode share from vehicle travel to public transit and active transportation influences public health in several ways. Adoption of more active modes of transportation can result in healthier lifestyles, higher life-expectancy, reduced stress-related illness, and reduced illness/death from obesity, heart and lung diseases, and diabetes. Education and awareness campaigns designed to enhance public safety can reduce accidents and fatality associated with all modes of travel. Affordable and convenient access to medical care, healthy food, jobs, and education can improve the ability of individuals to remain healthy. Increased use of green transportation modes can reduce pollutants that enter the air and water, which in turn results in less disease and more healthy communities.

Lessons Learned

Increased productivity and presenteeism accounted for almost half the cost savings.

Arlington has a:

- High median income
- More physically active population (%)

Insight:

Arlington's employers play a major role by supporting healthy commuting and reducing physical inactivity at work.

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Lessons Learned

Cost savings calculators can play a major role in promoting healthy policies.

Criteria for selection of tools for this project:

- Easy to understand and use
- Easily available to download and customize
- Factors and assumptions transparent

Insight:

Cost effectiveness calculations clarified the pathways an initial investment in transportation services can result in public health benefits.

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Share your thoughts

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