

DURHAM



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CITY OF MEDICINE

CITY OF DURHAM

OFFICE OF THE MAYOR
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August 28, 2012

Partnership for a Healthier America, Inc.
Lawrence A. Soler
President & CEO
2001 L St. NW
Suite 750
Washington, DC 20036

Dear Mr. Soler:

The City of Durham is submitting this letter of authorization in response to Partnership for a Healthier America's Play Streets Request for Proposals. As a community, we recognize the need to encourage and increase the number of physical activities for our children, families, and residents. As a result, the City has already supported four *Open Streets* events, two in 2011 and two in 2012.

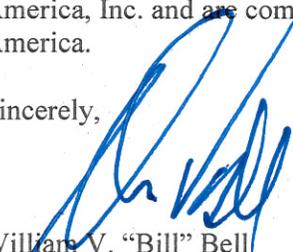
Additionally, the City's Strategic Plan includes a commitment to increase access to open space and recreational activities. Our goal is to create thriving livable communities, and the City's Strategic Plan Champion for this goal is the primary contact for the Play Streets proposal. The contact information is listed below.

Primary Contact

Constance Stancil, Director
Department of Neighborhood Improvement Services
101 City Hall Plaza
Durham, NC 27701
Constance.Stancil@durhamnc.gov
(919) 560-1647

Our vision establishes a foundation for a livable and active community, and with the seven-member team in our Community Engagement Division we have the capability to sustain a Play Streets program that will promote the social change necessary for our residents to be more physically active. We look forward to working with Partnership for a Healthier America, Inc. and are committed to developing the programs necessary for a healthier America.

Sincerely,



William V. "Bill" Bell
Mayor

Exhibit B

AGREEMENT

Between

PARTNERSHIP FOR A HEALTHIER AMERICA INC.

And

CITY OF DURHAM

This Agreement is entered into by PARTNERSHIP FOR A HEALTHIER AMERICA, INC. ("PHA"), a nonprofit charitable organization organized under the laws of the State of Delaware, located at 2001 L St. NW, Suite 750, Washington, D.C. 20036, and City of Durham ("City"), located within the State of North Carolina with principal City offices located at 101 City Hall Plaza, Durham NC 27701.

On July 18, 2012, PHA issued a Request for Proposal ("RFP") to cities and towns across the United States, inviting them to apply for funds to support local Play Streets programs. This RFP is hereby incorporated by reference into this Agreement. On August 29, 2012 City submitted its proposal ("Proposal"), which is also incorporated by reference herein.

By signature on this Agreement, PHA signifies that City's Proposal has been selected and City will receive fifty thousand dollars (\$50,000), as set forth in the RFP, to support its Play Streets program.

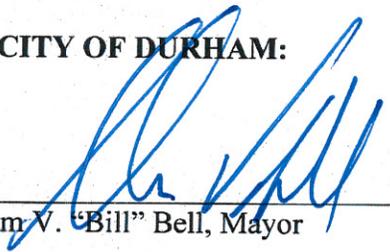
By submitting the Proposal and by signature on this Agreement, City agrees that, if selected by PHA to receive funds to support its Play Streets program, it will meet the requirements set forth in the RFP and execute the program as set forth in the Proposal. In addition, City agrees to the following provisions:

- **Insurance.** City shall maintain, at its own cost and expense, a program of insurance for general liability within the limits established by the state in which it resides throughout the performance of this Agreement. Documentation regarding such liability insurance shall be provided to PHA upon request. City agrees to notify PHA of any changes in coverage of such insurance and will provide PHA with written notice of cancellation thirty (30) days prior to the effective date of such cancellation.
- **Indemnification.** City agrees to indemnify, defend, and hold harmless PHA, and its directors, officers, employees, volunteers, agents, and sponsors, from and against any and all liabilities, demands, claims, actions, or causes of action, assessments, judgments, losses, costs, damages or expenses, including reasonable attorneys' fees, sustained or incurred resulting from or arising out of the Play Streets program and events and activities funded by PHA's financial award. The obligations set forth in this section shall survive termination of the Agreement.

- Use of Name and Marks. Any use, or authorization of use, by City of PHA's name, logos, trademarks, or service marks in marketing or other materials must first be approved in writing by PHA.
- Default. Should City fail to meet the requirements set forth in this Agreement, PHA shall be entitled to a return of all funds or to reduce or withhold future payments.
- Entire Understanding. This Agreement supersedes any and all prior understandings and agreements, oral or written, and all amendments to and modifications of this Agreement must be in writing and signed by an authorized representative of each party.
- Waiver. A waiver of any breach of any provision of this Agreement shall not be deemed a waiver of such rights, nor shall the same be deemed to be a waiver of any subsequent breach, either of the same provision or otherwise.
- Severability. If any provision of this Agreement is found to be illegal, invalid, or unenforceable, such determination shall not affect the validity, legality, or enforceability of any other provision of this Agreement.
- Governing Law. The Agreement shall be governed by, interpreted, and construed in accordance with the laws of the District of Columbia.
- Representations and Warranties. City warrants that: (i) it is duly authorized and existing under the laws of its jurisdiction and is in good standing under the applicable laws of such jurisdiction; (ii) it has the authority and power to enter into this Agreement; (iii) the person executing this Agreement on behalf of the City fully authorized to do so; and (iv) there are no legal restrictions or bars to City entering into this Agreement.

IN WITNESS WHEREOF, the parties hereto have hereinafter executed this Agreement on the last date and year written below.

FOR CITY OF DURHAM:



 William V. "Bill" Bell, Mayor

FOR PARTNERSHIP FOR A
 HEALTHIER AMERICA, INC:

 Lawrence A. Soler, President & CEO

Date

8-29-2012

Date

Vision and Goals

City roads can either connect neighborhoods or divide communities. Ideally, roads can also promote better health with sidewalks and bike lanes while linking business and social activities. But Durham is far from this ideal at present. Durham's streets are ready for a redefinition. We have had success in staging our brand, "Bull City Open Streets," for the last three years across Durham, but need to take this event to the next level and start changing the culture of the community via Play Streets. We have a strong foundation of partners willing to make Play Streets a part of Durham's transformation from the City of Medicine to the City of Health.

According to the Durham Bicycle and Pedestrian Advisory Commission Report¹, Durham streets are dangerous and this impact hits Durham's most vulnerable populations. A UNC Highway Safety Research Center study cited by the report suggests that, on a per-capita basis, Durham has the most pedestrian crashes involving children in North Carolina, and African-American residents made up almost 60% of crash victims during the study period.

If Durham residents perceive the streets to be unsafe then there can be a link made for the lack of physical activity and higher obesity rate among both adults and children. Consider these statistics:

- North Carolina has the 12th highest rate of adult obesity in the nation, at 28.3%; 30% of Durham's adults are obese.²
- 18.6% of North Carolina children are obese.³
- 20% of Durham adults are physically inactive.²

Durham's goal is to make the streets of Durham a viable option for safe and fun activity for all citizens, especially the two-thirds of the population comprised of minorities. Play Streets will not only help us transform our streets, but also increase neighborhood awareness and acceptability of bicycling and walking as safe and fun modes of travel. It will also engage Durham businesses in supporting biking/walking events and culture.

The long term vision is to make Play Streets a regular part of Durham's civic life. The Play Streets events will demonstrate that it can be done, that it can be popular and that it takes minimal effort for maximum impact making Durham a safer and more fun place to be physically active. Our vision of the Play Streets opportunity for Durham is to bring together critical partners across the civic and business sectors to make our brand, "Bull City Open Streets," a part of the Durham culture and schedule of community activities.

We plan to hold events in east, west, central and south Durham. Each event will be planned and held in partnership with local neighborhood associations. Ultimately, we hope to host a major Play Streets event along Main Street, Durham. It will connect the western and eastern halves of our city with thousands of residents participating. This successful series of events will set the foundation for sustained weekly or monthly events in the years to come.

Technical Approach

History. Durham has held 7 Bull City Open Streets events in the last three years, funded by a grant from Clean Energy Durham and Triangle Transit. The route for the first Bull City Open Streets consisted of a .9 -mile loop in downtown Durham that included the city's Farmers' Market, Durham Central Park, and the old Durham Athletic Park. This route was chosen due to its proximity to a rentable pavilion, its inclusion of a downtown bike route, transit accessibility, and positive stakeholders. Due to the success of the event, we held four events in 2011 and two in 2012. We added two new locations in inner city, residential neighborhoods with routes between .66 and .75 mile.

Bull City Open Streets 2010-2012						
Location	Partner Event	Day	Date	Time	Attendees	Miles
Downtown	none	Sunday	5/23/10	2pm - 6pm	1000	0.9
Downtown	Earth Day	Sunday	5/1/11	10am - 4pm	700	0.9
Driver Street	none	Saturday	6/18/11	12pm – 5pm	150	0.66
Crest Street	CommunityDay	Saturday	9/10/11	10am – 3pm	75	0.10
Downtown	none	Sunday	10/9/11	1pm - 4pm	900	0.9
Downtown	Earth Day	Sunday	4/22/12	11am - 3pm	200 (rain)	0.8
Driver Street	none	Saturday	6/9/12	3pm - 7pm	450	0.66

Increasing physical activity and alternative transit were the goals of past events funded by a grant from Clean Energy Durham and Triangle Transit. Streets were closed off for walking, biking, skating and other forms of physical activity. Partner agencies also provided information and activities for participants.

For events with no partner event, the route was divided into four zones - Bike, Fitness, Food, and Kids. Several bike advocacy groups ran the Bike Zone. Participants received information, bike helmets, free bike check-ups, and could try a smoothie made in a “fruit-smoothie machine,” a blender mounted on the back of a bicycle powered by pedaling. Volunteer fitness instructors led free sessions in the Fitness Zone, such as yoga, boot camp, zumba and belly dancing. The Food Zone included popular restaurants and food trucks. The events did not have a nutrition focus, so there were no restrictions on the food sold. The Kids Zone was a large open space away from the road where children could participate in games and contest such as a bean bag toss, hula hoops, jump ropes, sack races, and dance-offs. Police and fire department officials provided presentations on bicycle and fire safety. At later events, short performances by local groups (e.g., a dance troupe or skate board artist) and drawings for prizes took place at the end of the event in order to entice people to stay for the entire event. Twenty partner agencies were involved in successfully conducting the seven events. Their names and roles are provided in Appendix A.

Promotion was conducted through Clean Energy Durham's website, flyers, street signs, a Bull City Open Streets Facebook page and Twitter account. Boys and Girls Clubs promoted the events to their members. Neighborhood groups, such as Partners Against Crime and the Inter-Neighborhood Council promoted the events to their listserves.

Unfortunately in June 2012, Bull City Open Streets came to a halt when the grant was not renewed. However, the City and County are both committed to find a way to run future events. Neighborhood Improvement Services is holding a similar event along a length of Main Street in October 2012 to test their capacity to be the home organization for future Open Street events. Funding from BCBS Play Streets would allow Durham to continue the wonderful momentum that has built over the last three years while we work to determine how to fund Open Streets without a granting agency.

Frequency/Design. We aim to have 5 Open Street events, in a various neighborhoods, between November 2012 and October 2013. In choosing potential event locations, we took into account

- Proximity to attractions like parks, trails, and architectural landmarks;
- Underserved and minority neighborhoods;
- Proximity of bus stops to encourage the use of public transit to the events.

We plan to hold events using the original downtown loop and Driver Street locations. We will work with city agencies and neighborhood associations to choose another community location and to design a route that fills that community's needs. We hope to hold the last, culminating event down 2.5 miles of Main Street, traversing several different communities. The occurrence of the smaller scale youth event sponsored by Neighborhood Improvement Services in October 2012 will test if a Main Street route is feasible. (The Downtown, Driver Street and Main Street route maps are provided in Appendix B.) The tentative schedule, to be approved by city and partners agencies is

- Downtown route (March)
- Downtown route (late April)
- Driver Street route (early June)
- Community Location to be Determined (early September)
- Main Street (fall 2013)

As stated above, we took into account if a neighborhood was underserved during our selection process. Three of our five events will be held in low income and/or minority neighborhoods in Durham. Northeast Central Durham is the highest crime, lowest income section of the city. Revitalization of Northeast Central Durham is part of the city's strategic plan and the residents are totally engaged in the Open Streets effort - attendance doubled between the first and second Driver Street events. The "dream route" along Main Street encompasses three low income neighborhoods. The other TBD community location will also be an underserved neighborhood.

Although Durham applied for a Promise Neighborhood grant through our East Durham Children's Initiative (<http://edci.org>), we were not funded. Therefore, none of our events will take place an official Promise Neighborhood, but the Northeast Central Durham event is held within our East Durham Children's Initiative Zone.

Partners/Sponsors. An Open Streets program provides a great opportunity for collaboration among many types of organizations. There were four lead organizations for past Open Street events including Clean Energy Durham, GoTriangle and Get Up

and Go Durham (associated with Triangle Transit), The Partnership for a Healthy Durham, and Durham CAN (Congregations, Associations, and Neighborhoods). These four organizations have committed to continued support. However, Triangle Transit is no longer able to provide funding. In addition, all of the partners listed in the table on page X are interested in participating in future events and are hopeful that Bull City Open Streets will continue. The Inter-faith Food Shuttle has also committed to providing healthy food at low cost at future events that serve low-income neighborhoods (see email of intent, Appendix C).

We would like to enlist more participation from organizations, agencies and businesses in future Open Streets events such as the Partners Against Crime groups, the Inter-Neighborhood Council, Durham Congregations in Action and the Chamber of Commerce. We are planning a presentation to the Chamber of Commerce in September to pitch the idea that a lot more commerce takes place at 5-10 mph rather than 35-65 mph. The 17 groups that have agreed to be a future Open Street partner are listed in Appendix D.

Programming. We plan to design an event that will have three major, sustainable physical activity components: biking, kid's activities and walking. Durham is home to half a dozen bike groups who are eager to continue to provide the services listed under History on page 2 on a volunteer basis. Open Streets is also the perfect place for kids to learn to ride their bikes since it is safe and provides plenty of support.

A number of partners will provide children's games (hula hoops, hop scotch, bean bag toss, jump ropes, dance-offs, limbo rock, four square, shooting basketball hoops outdoors, relay and sack races, Frisbee drills, tug of war, Simon Says, Red light, Green light, etc.) The Durham Parks and Recreation Department has twelve facilities. The YMCA has four facilities. There are also other groups that are very invested in physical activity for children, e.g., Be Active, I9 Sports, the Salvation Army Boys and Girls Club, the John Avery Boys and Girls Club, and Girls on the Run. Between these 20+ partners, we fully expect to find volunteers to coordinate the children's activities at each event. We will also enlist a special group of citizen volunteers who help with intramural sports or Little League teams so that the children are always served.

In order to promote walking the entire course, everyone who crosses the barricade into the Open Streets will be given a 3x5 card. Participation stamps can be collected at designated educational stations set up by different partners along the route. These educational stations will provide some small service, e.g., free blood pressure check, height or weight measurement, calculation of BMI, nutrition or physical activity information, etc. If all stamps are collected indicating that someone has walked the entire route (2/3 mile to 1 full mile), they will be able to turn in their full card to the information booth and receive a small event souvenir of the event.

Other programming will be limited to alternate means of enticing people to walk or bike the equivalent or more of the entire route: a foot or bike race that incorporates the official loop as part of the course, a kick-off parade that will encourage participants to "fall in line" and walk the route behind the band and other performers, or a scavenger hunt that using the health education booths for clues.

We intend to use the grant money to improve advertising for the events, to purchase the souvenir and promotional items and to pay a former Clean Energy Durham intern to teach a Durham Neighborhood Improvement Association employee all of the nuts, bolts and lessons learned over the three years of producing Bull City Open Streets.

Sustainability. Durham City and County governments and the Partnership for a Healthy Durham (community coalition) have adopted strategic plans that promote and will sustain physical activity levels beyond this event. For example: 1) The first “Healthy Mile Trail Durham” is being stenciled on neighborhood sidewalks in September to create permanent walking loops with mileage markers. These trails will be expanded to other areas, including the Open Streets routes so that residents continue to use these trails. 2) A community-wide website is being developed so that residents and healthcare providers can search for all activities that promote movement, such as sports leagues, fitness classes, playgrounds and Open Streets events. This one-stop website and a paper map of places to get physically active in Durham will be advertised at all Open Streets. 3) The City of Durham Neighborhood Improvement Services Department (NIS) partnered with the community driven North East Central Durham Livability Initiative to: create a walking club, assess an existing trail for walkability, mark a pedestrian walking trail and bicycle trail, organize a Ride Your Bike Day (bike safety class, free helmets and bike rodeo) and will continue this work. 4) Bull City Open Streets already distributes fitted helmets to children and adults, and repairs bicycles at no charge which removes a barrier to physical activity and increases the likelihood of additional safe bicycling beyond the event. By hosting events in neighborhoods, it also allows community members to see physical activity as a social norm.

The City of Durham NIS has been a key organizer of Open Streets in the past and is now committed to taking the lead. To do this, NIS will provide continual staff support from their three Community Engagement positions to plan and host Open Streets. By year three, NIS has committed to funding a position that focuses on Open Streets. The strong network of partners that have planned previous events will continue to support them. (See Appendices D and E for the 3-year plan and specific partners and roles.) Further, The Board of Health recently approved the 3- year strategic plan which included Bull City Open Streets.

Finally, the adoption of the County and City Strategic Plans provides the greatest opportunities for maintaining the support of current and/or projected local partners. By incorporating a commitment to increasing physical activity into the framework of the local governments, residents and other organizations will continue to be a part of this movement, including Bull City Open Streets. Each entity will also continue creating new and innovative ways to engage the community and with the success of our current programs, we will collaborate with new partners that have similar interests and goals.

Promotion/Advertising. The promotion and advertising for the Play Streets event will follow both traditional and non-traditional channels. We will utilize our partners’ reputations and connections to promote the event and align with their brands (e.g., Y for family activity, BCBSNC for their concern for healthy North Carolinians, etc.). We will create a communications subcommittee from all partners to best utilize their

connections and develop messaging that is pertinent for each of the key audiences. We will determine the best channels and messengers to get residents to the events. We will use the Play Streets communication and marketing materials to promote the event (along with the recognition that Durham is one of ten cities nationwide to be awarded the honor to host these events). We will continue using the Bull City Open Streets branding as it already has traction and history in the community but will expand the logo to more evergreen materials (banners and signs for road closures that can be reused in events going forward). We would also like to use the logo for branded schwag to let attendees carry the logo to their communities and daily lives (t-shirts, sport packs, etc).

After the communication subcommittee determines the best channels and messages to reach the priority populations, we will implement the communication plan leading up to the event. We will use traditional media, community networks and social media. A critical part of the communication planning is to include community members and leaders as part of the process. These community champions are opinion leaders in their communities and will spread the word about the Play Streets in their communities. One important subgroup of leaders is local clergy that are engaged around community health issues. These faith-based leaders will participate in our events with their congregation as part of the healthier Durham challenge. For example, Durham CAN (Congregations, Neighborhoods and Associations) identified obesity as a top priority in 2010 and became one of our founding partners. City leadership has already committed to support the event through their channels. We expect city and county leaders to help promote Play Streets as signature Durham events that will occur every year. We will conduct outreach to businesses along the Main Street route as well as in each of the community events in order to benefit from more foot traffic and allow them to connect with additional businesses to demonstrate the economic benefits of Play Streets.

Food/Nutrition. Bull City Open Streets provides a wonderful opportunity to provide participants with health information. Many organizations, including Durham County Health Department (DCHD), the YMCA, and Durham Parks and Recreation, had information tables at past Open Street events and provided hundreds of participants with information about healthy eating and physical activity. These and similar organizations will be invited to future Open Street events. The DCHD Nutrition Division, Eat Smart, Move More, Durham Central Market and Durham Natural Agriculture have committed to provide interactive displays, information, recipes, cooking demonstrations and/or taste tests of healthy food at future Open Streets events.

To reinforce nutrition messaging, Bull City Open Streets will use the PHA guidelines for all food sold. The Program Coordinator will organize a healthy snack sale at each event. Healthy snacks, such as reduced fat string cheese, reduced fat yogurt cups, pudding cups, and pretzels will be sold to Open Street participants and no snack will cost over one dollar. The Inter Faith Food Shuttle Mobile Market will also provide free fresh produce to Open Street participants. Feed My Sheep and Whole Foods Market have also promised to provide healthy snacks free or at cost for these events. Exposing participants to the healthy snacks and teaching participants that healthy foods are affordable may bring about healthy behavior changes.

Measurement and Reporting. Events will be measured by attendance and participation.

Measuring attendance:

1. Each intersection along the course will be barricaded and staffed by volunteers who will distribute one sticker per participant. Total participation per event will be measured by the number of stickers distributed, which will be determined by the number of empty sticker sheets turned in to event staff.
2. Two teams of cyclists will ride the event course with counters to tally the number of people they pass during one lap. These laps will occur on the hour and the half-hour. Three volunteers comprising Team One will ride sequentially, spaced by five minutes, on the hour. Similarly, Team Two will ride on the half hour. If the three estimates per team are all within 50 people of each other, all three counts will be averaged. Otherwise, the two closest measurements will be averaged.

Measuring participation:

1. Children who have participated in an activity will fill out a raffle ticket for a prize drawing at the end of the event. Past prizes have been used bikes courtesy of Mr. Days, our “bike man”, who routinely refurbishes outgrown or lovingly used bikes for another child. Mr. Days never accepts payment for remaking a bicycle.
2. As previously stated, participants will be given a map of the event which marks the “stations” along the route and he/she can present his/her card to be stamped then exchange it for a souvenir. Cyclists will grab a differently colored ribbon from volunteers as they ride by. Cyclists will exchange their ribbons for their souvenirs. The number of souvenirs distributed will indicate physical activity participation.
3. As is normal with 5K races and bike races, participants will register and completion times will be logged.

Measuring overall success:

Increased attendance and participation will be considered measures of overall success. Additionally, route maps will request feedback via social media sites (i.e., Twitter and Facebook) for each event. A volunteer “reporter” will interview participants for video-recorded feedback. Comment boxes will be set up at the information table and course “stations.” We will also conduct spot surveys at various public venues inquiring about knowledge of Open Streets, past attendance, and feedback on the program.

The lessons learned are extensive. However, the most important ones to document are the following:

1. Partnering with an established event (i.e., Earth Day or the Crest Street Community Day) robs the open streets event of its singular identity, so events should be independent.
2. Saturday or Sunday afternoon are the optimal times as people need to do required errands or go to church on weekend mornings
3. Classes are a waste of the instructor’s time. In past events, many attendees watched the classes while they ate vendor food instead of participating.

Detailed Budget and Budget Narrative

Budget Line Item	Year 1 Total	Year 2 Total	Year 3 Total
Total Grant Funds:	\$25,000	\$25,000	\$0
Open Streets Event Costs:			
Police reserves (10 officers)	\$800	\$800	\$800
Portable Toilets (4)	\$1,280	\$1,280	\$1,280
Tents / Shelter	\$1,000	\$1,000	\$1,000
Subtotal	<u>\$3,080</u>	<u>\$3,080</u>	<u>\$3,080</u>
Advertising:			
Event Notification Fliers (3,000)	\$3,600	\$3,600	\$3,600
Advertising	\$2,000	\$2,000	\$2,000
Subtotal	<u>\$5,600</u>	<u>\$5,600</u>	<u>\$5,600</u>
Promotional:			
Pedometers (100)	\$1,000	\$1,000	\$1,000
Water Bottles (200)	\$1,320	\$1,320	\$1,320
T-shirts for volunteers (120)	\$4,000	\$4,000	\$4,000
Subtotal	<u>\$6,320</u>	<u>\$6,320</u>	<u>\$6,320</u>
Event Planning / Coordination:			
Event Coordinator (10 hrs / wk)	\$10,000	\$10,000	\$10,000
Total City of Durham Funds:	\$26,250	\$26,250	\$51,250
Open Streets Outreach / Volunteer Recruitment			
Community Coordinators (15 hrs / wk)	\$26,250	\$26,250	\$26,250
Total Budget	<u>\$51,250</u>	<u>\$51,250</u>	<u>\$51,250</u>

Budget Narrative:

The overall budget for the Open Streets Project is based on funding from two sources, with half (\$25,000) coming from the Partnership for a Healthier America, Inc. grant and the other half (\$26,250) coming from the City of Durham for the first two years. The City of Durham will fund the project in its entirety beginning in Year 3 (\$51,250). Four open streets events are planned each year, with an estimated attendance of 750 – 1,000 people at each event. In addition, 120 volunteers will participate at each event in a range of activities, which include running event activities, providing information on health and nutrition, offering water and healthy snacks, and interacting with attendees. The costs can be grouped into five major categories: event costs, advertising, promotional give-aways at the events, event planning, and outreach. The annual event costs are \$3,080 (\$770 per event) for police, portable toilets, and shelter. The annual advertising costs are \$5,600 (\$1,400 per event) for event notification fliers and advertising. The annual promotion costs are \$6,320 (\$1,580 per event) for give-aways at the events such as pedometers, water bottles, and T-shirts for volunteers. An event coordinator is required for the planning and coordination for the events. The annual budget supports $\frac{1}{4}$ of an FTE (\$10,000) for the event coordinator. The City of Durham will provide staff time from community coordinators for outreach activities with private and public participants, as well as volunteer recruitment. The annual budget for outreach is \$26,250, which is 40% of an FTE.

References

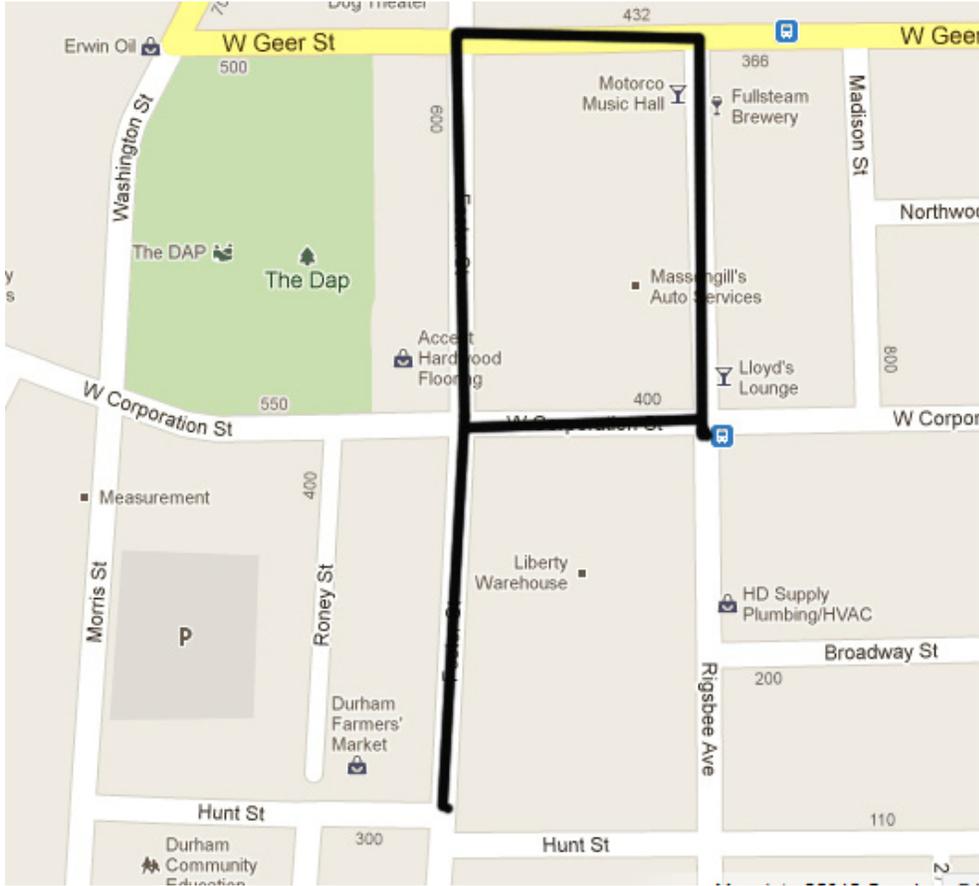
1. Durham Bicycle and Pedestrian Advisory Commission Report.
http://www.bikewalkdurham.org/BPAC_maps.html. Accessed August 24, 2012.
2. County Health Rankings. 2011: Durham, NC. County Health Rankings website.
<http://www.countyhealthrankings.org/north-carolina/durham>. Accessed August 18, 2011.
3. North Carolina State Center for Health Statistics. Behavioral Risk Factor Surveillance System. 2008-2010 BRFSS topics. Obesity. North Carolina Department of Health and Human Services website.
<http://www.schs.state.nc.us/SCHS/brfss/2010/durh/topics.html#pcs>. Accessed August 30, 2011. Updated July 14, 2011.

Appendix A. Original Partners

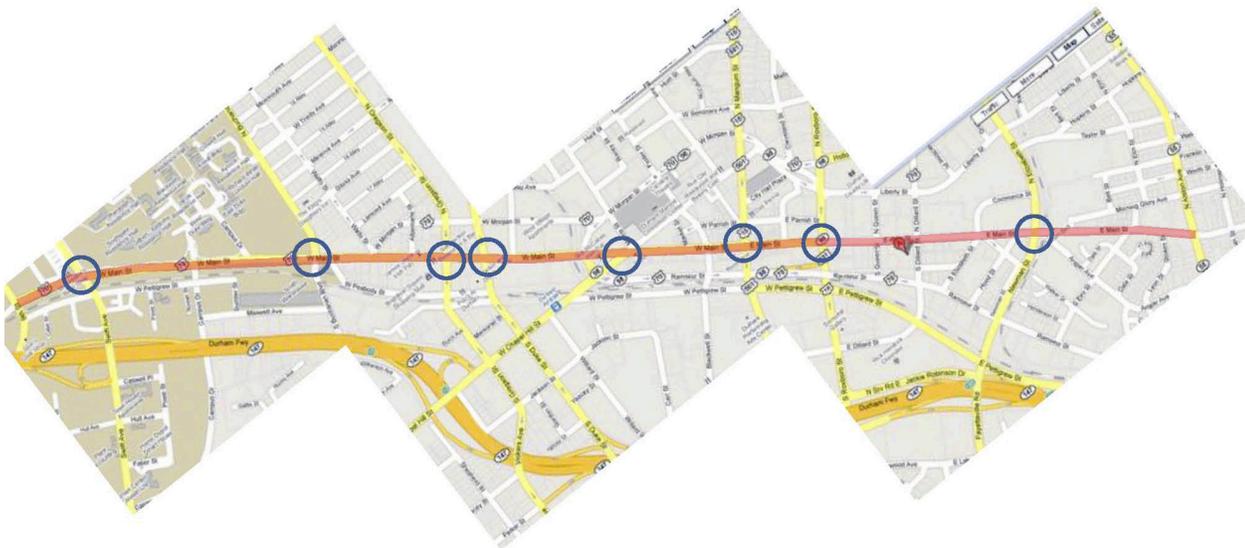
Partner Agencies	Role
Be Active, NC	Information, Kids activities
Bicycle Pedestrian Advisory Commission	Information, free trail and bike maps
Blue Cross Blue Shield of NC	Funding in 2010
Clean Energy Durham	Main organizer and funding source; free bike-blended smoothie stand
Downtown Durham, Inc.	Business offerings/promotions
Durham Bicycle Coalition	Bike repair
Durham Bike Co-op	Bike helmets
Durham Central Market	Information and reasonably-priced food option for downtown Durham
Durham Congregation, Associations and Neighborhoods	Volunteers and promotion to their listserve
Durham County Health Department/ Partnership for a Healthy Durham	Co-organizer; nutrition education; other information and BMI calculation
Durham Department of Transportation	Barricades for street closure
Durham Department of Parks and Recreation	Street closure permit; fitness classes; kid activities; equipment
Durham Fire Department	Safety demonstration
Durham Police Department	Bike safety and K9 unit presentation
Durham Police Reserves	Traffic supervision and unit presence
El Centro Hispano	Health information in Spanish and zumba instructors
I-9 Sports	Kids activities and games
Neighborhood Improvement Services	Promotion (flyers, signs, etc.)
Playworks	Kids activities and games
YMCA	Fitness instructors; bouncy house
Triangle Transit and GO Triangle	Bus detours, extra transit service

Appendix B. Routes of successful Bull City Open Streets

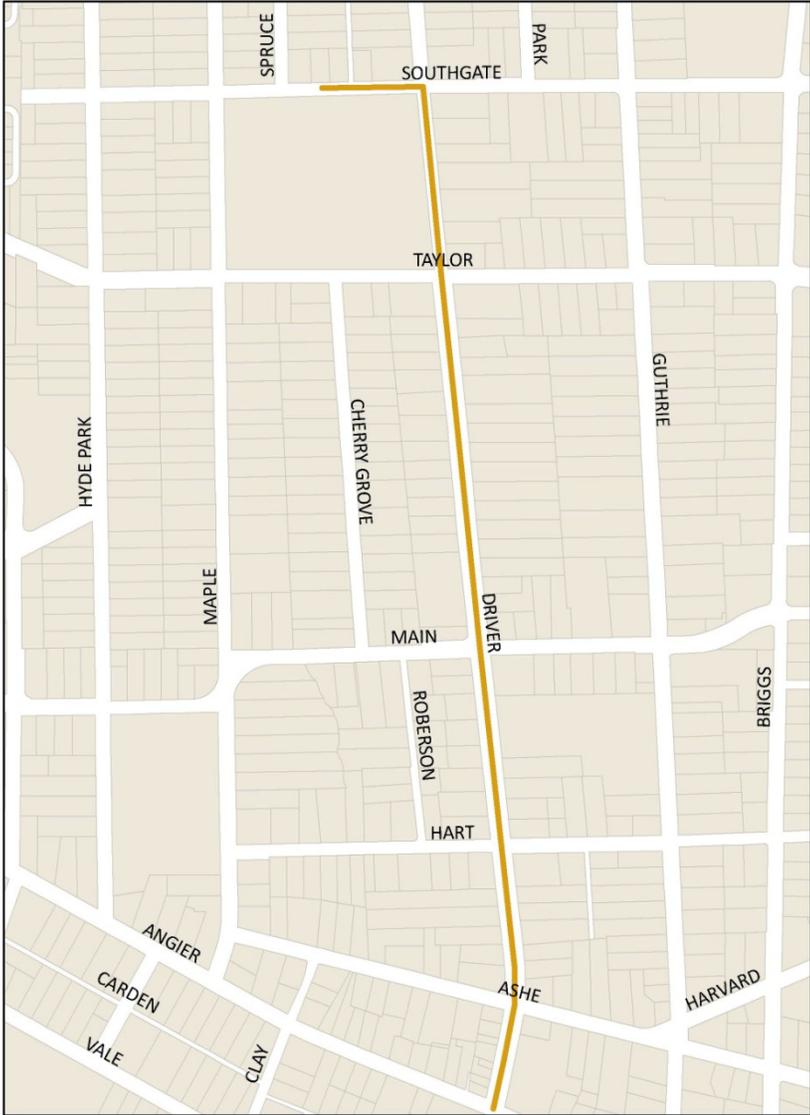
Downtown route



Main Street route



Driver Steet route



Appendix C. Email of Intent from Inter-Faith Food Shuttle

From: Kia [kia@foodshuttle.org]
Sent: Monday, August 27, 2012 10:11 AM
To: Jennifer McDuffie
Cc: Elizabeth Newman
Subject: Fruit for Open Streets

Hi Jennifer,

I apologize for not getting back to you on Friday as I indicated. Again, I'm willing and very invested in coming up with a plan that works best for all involved. I proposed that we provide 4 free produce distributions for the 4 Bull City Open Streets events. This option works better on our end because we can provide whatever donated produce we have in stock free of charge to children and families. While there are some costs associated with staff time and food transport here, we won't be dealing with the risk of purchasing food items that might not sell.

You proposed that we provide produce (apples, oranges, and bananas) to be sold to children for approximately \$0.25 per item. I believe this method is risky, because there is no guarantee that the items will sell, but they must be purchased beforehand. The cost per bulk unit of each fruit is listed below. While we can purchase smaller quantities, the price will go up if we choose to do so. Also, the cost of these items tends to fluctuate by season.

Red apples 138 = \$41 (\$0.30 each)
Florida oranges 113 = \$31 (\$0.27 each)
4 boxes of bananas (appx 300) = \$86 (\$0.29 each)

As I indicated on the phone, Although the cost is not huge, I would be hesitant to take the risk of spending the money up front to purchase the produce without a guarantee that we could recoup the investment. I would however, be happy to sell the fruit to your group at cost. Because we are committed to building community in Durham, we are willing to provide transportation and a staff driver for either option without any additional fees.

Please let me know your thoughts. I have a number of meetings today, but should be at my desk intermittently throughout the day. I can respond quickest through email.

Best,

Kia Baker
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Inter-Faith Food Shuttle
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Appendix D. Future Bull City Open Streets Partners

New Partner Agency	Role
Bicycle Chain	Donation of bike parts, accessories
Bull City Running group	Organize a 5 K run/walk
Bull City Cycling	Organize a 20 – 50 bike race
Bulltown Strutters	Parade band
Check It, Change It (through Healing with CAARE, Inc.)	Free blood pressure screening
Duke-Durham clinics (Holton, Lyon Park, etc.)	Height measurement
Durham Health Innovations	Information on health resources
Durham Natural Agriculture: DNA (the urban farmer's group)	Food donation, farming/plant education
Durham Public Schools	Provide bands, majorettes for parade
Durham TRY	Information on youth services
Eat Smart Move More (State Wellness group)	Provide health information handouts
Feed My Sheep	Food donation
Girls on the Run	Kids run and self-esteem information
Healthy Lifestyles (Duke Pediatrics)	Weight measurement and counseling
Inter-Faith Food Shuttle	Food donation through mobile market
Inter-Neighborhood Council	Promotion to neighborhoods
Partners Against Crime groups	Event promotion to community

Appendix E. 3-year Plan

Strategy to increase physical activity	Timeline	Responsible partners
Bull City Open Streets	2013: five Bull City Open Streets <ul style="list-style-type: none"> • Downtown route (March) • Downtown route (late April) • Driver Street route (early June) • Community Location to be Determined (early September) • Main Street (fall 2013) 2014 and beyond: Keep at this level or increase	Lead agency: City of Durham, Neighborhood Improvement Services Lead partner: Partnership for a Healthy Durham and Durham County Health Department BPAC: bike maintenance workshop; NC DOT: free helmets for children; Clean Energy Durham: advertising and promotion; Triangle Rails to Trails and Durham Bike Coalition: bike activities; Whole Foods: provide fruit for bike Smoothie activity; DATA/Triangle Transit: cooperation with changing bus routes around Open Streets area; NC Prevention Partners I9 Sports, Playworks: staff children’s activities YMCA: staff adult activities Other partners listed in Appendix D
Stencil additional Healthy Mile Trails in neighborhoods and on Open Streets routes	2012-13: 3 trails 2013-14: 3 trails 2014-15: 3 trails	Lead agency: Partnership for a Healthy Durham; Durham Department of Transportation, Durham Parks and Recreation, Lincoln Community Health Center, Durham County Health Department, and Mount Vernon Baptist Church
Physical activity website	2012: finalize plans for website; get three quotes; get funding approved by County and Duke; secure contract and begin website development 2013: advertise website and ensure it is current	Durham County Health Department and Duke University will share funding and responsibility to update regularly. Duke is committed to having paid students do updates.