



# 500 Cities Data Challenge Snapshot

Jefferson Parish Complete Streets Coalition Meeting  
February 20, 2019



# About 500 Cities Data Challenge

- ◆ Administered by Urban Institute, in partnership with the Robert Wood Johnson Foundation
- ◆ Is \$1 million grant initiative that encourages communities to dig into the [500 Cities dataset](#) in support of...
  - ◆ building the foundation for better cross-sector collaboration and
  - ◆ how communities can use data more effectively
- ◆ This project is one of 10 nationally



# What are healthy communities?

- ◆ Healthy communities are “communities where everyone has a safe and healthy home, everyone has access to safe and healthy food and decision-makers consider health and equity when making transportation and land-use decisions.”



# Healthy Communities Portfolio

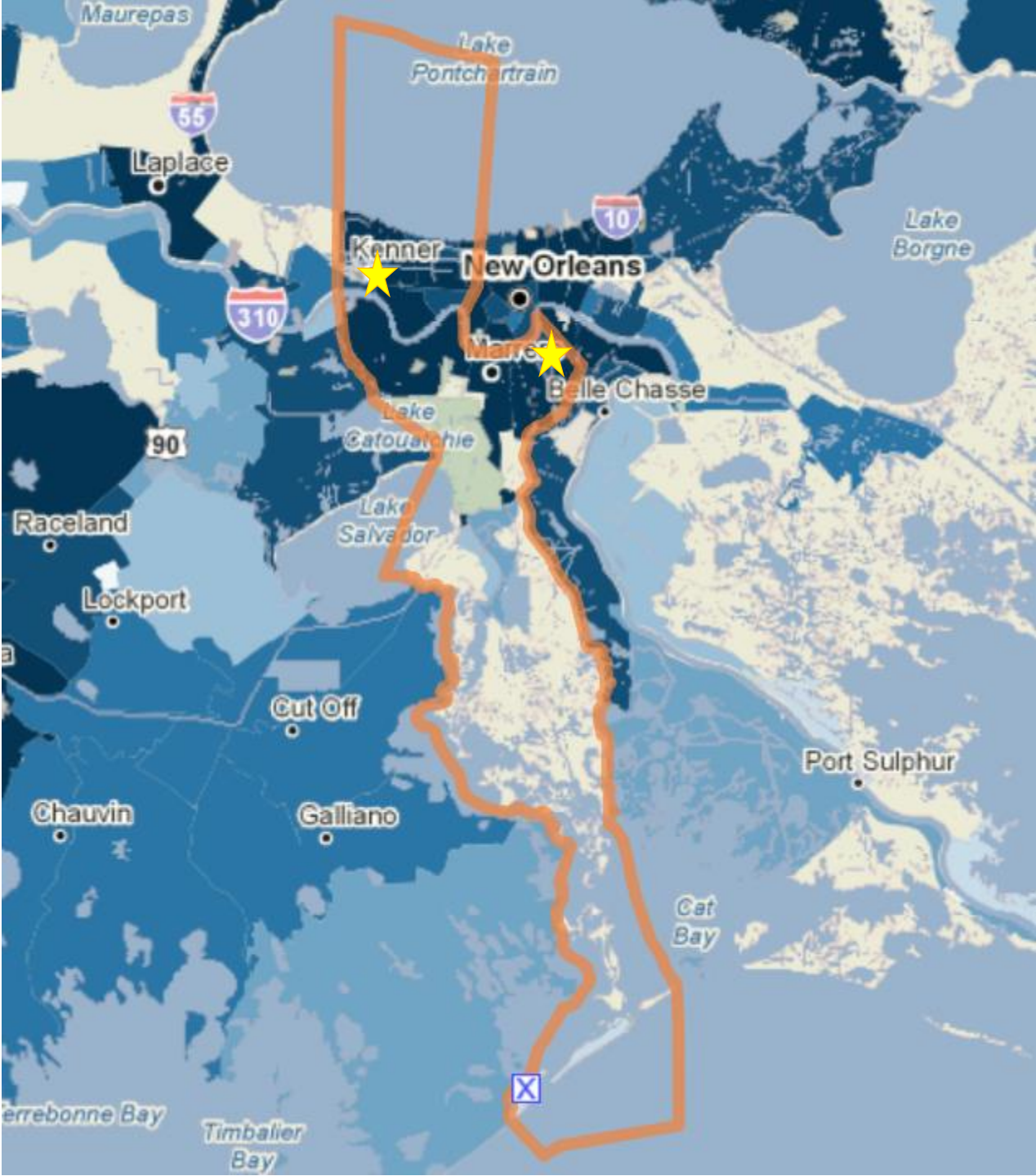
- ◆ Mission: Building communities that deliver positive health outcomes through improved data capacity and policies that promote vibrant, equitable, and adaptive environments
- ◆ Focus: Housing, transportation, economic opportunity, health impacts of climate change, and the built environment

## TEAM

- ◆ Sandra V. Serna, Associate Director
- ◆ Barrie Black, Manager

# Jefferson Parish Data Overview

Focus: Terrytown & Kenner



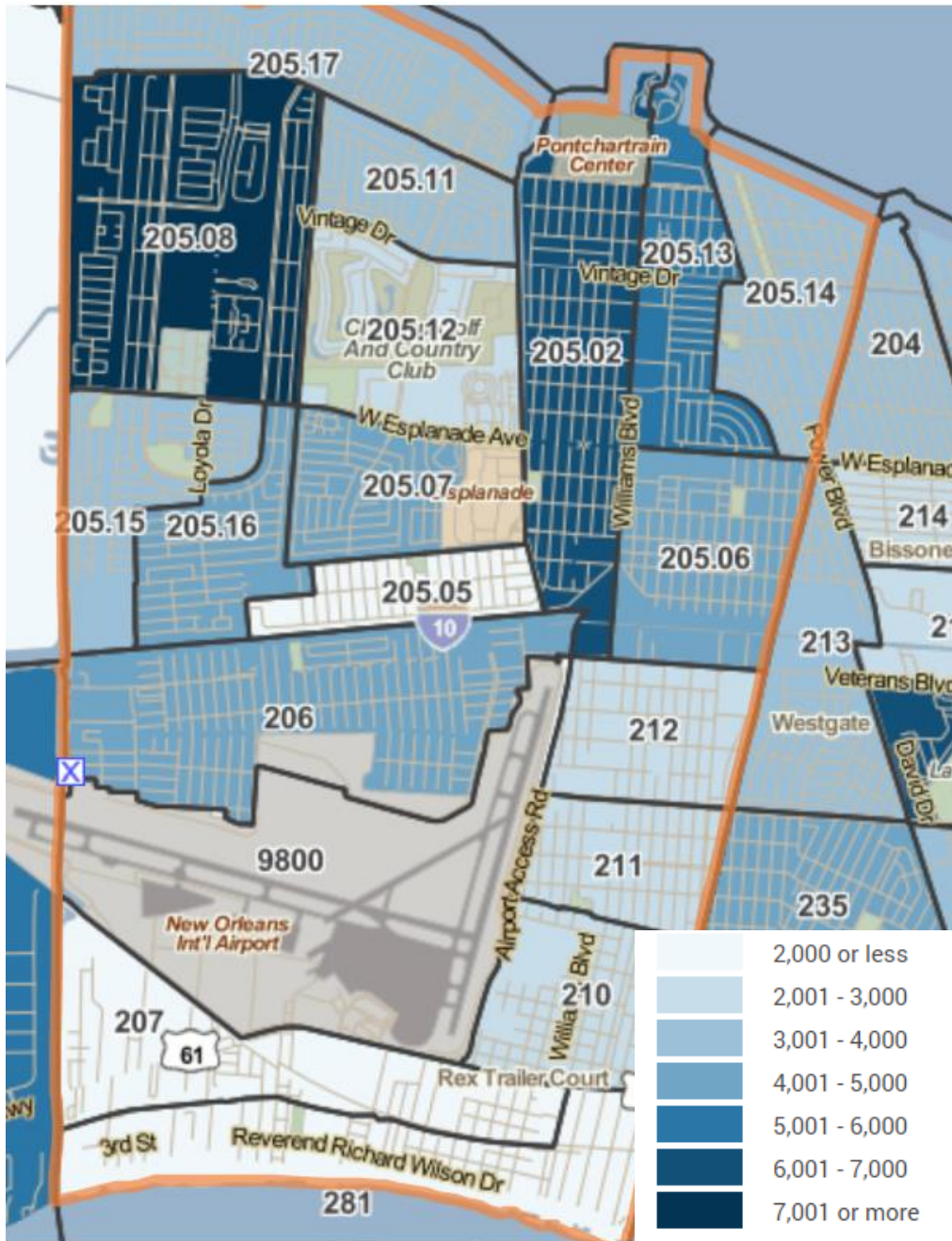
# Kenner, LA Population Trends

Population	2000	2010	2013-2017	Change 2000 to 2013-2017 (%)
Area	70,517	66,702	67,253	-4.63%
Counties (Jefferson)	455,466	432,552	437,038	-4.05%
State (Louisiana)	4,468,976	4,533,372	4,663,461	4.35%

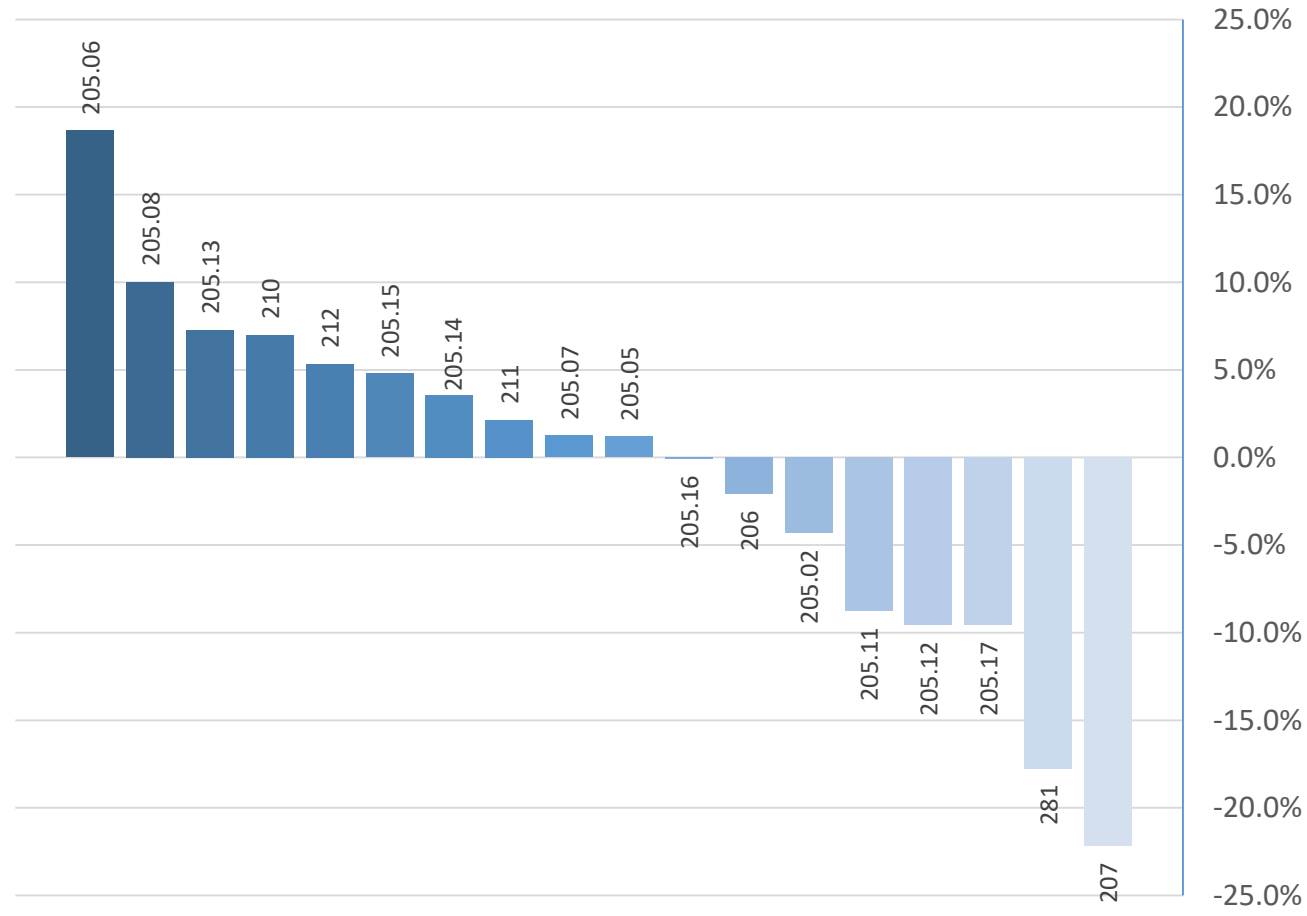
Race	2000	2010	2013-2017	Percent of Total Population in 2013-2017	Percent of State Population in 2013-2017 (Louisiana)
White	47,890	41,102	43,772	65.09%	62.39%
African American	16,148	15,994	16,277	24.2%	32.18%
Asian	1,815	2,461	2,566	3.82%	1.74%
Native Hawaiian or Pacific Islander	71	24	0	0%	0.03%
American Indian or Alaskan Native	160	248	147	0.22%	0.58%
Some Other Race	2,915	5,148	3,471	5.16%	1.21%
Two or More Races	1,518	1,725	1,020	1.52%	1.88%

Ethnicity	2000	2010	2013-2017	Percent of Total Population in 2013-2017	Percent of State Population in 2013-2017 (Louisiana)
Hispanic	9,732	14,918	16,629	24.73%	4.97%

# Estimated population of census tracts in Kenner, LA totals 67,253



Estimated percent change in the number of people between 2000 and period of 2013-2017 by census tracts in Kenner, LA



# Terrytown, LA Population Trends

Population	2000	2010	2013-2017	Change 2000 to 2013-2017 (%)
Area	25,397	23,319	24,216	-4.65%
Counties (Jefferson)	455,466	432,552	437,038	-4.05%
State (Louisiana)	4,468,976	4,533,372	4,663,461	4.35%

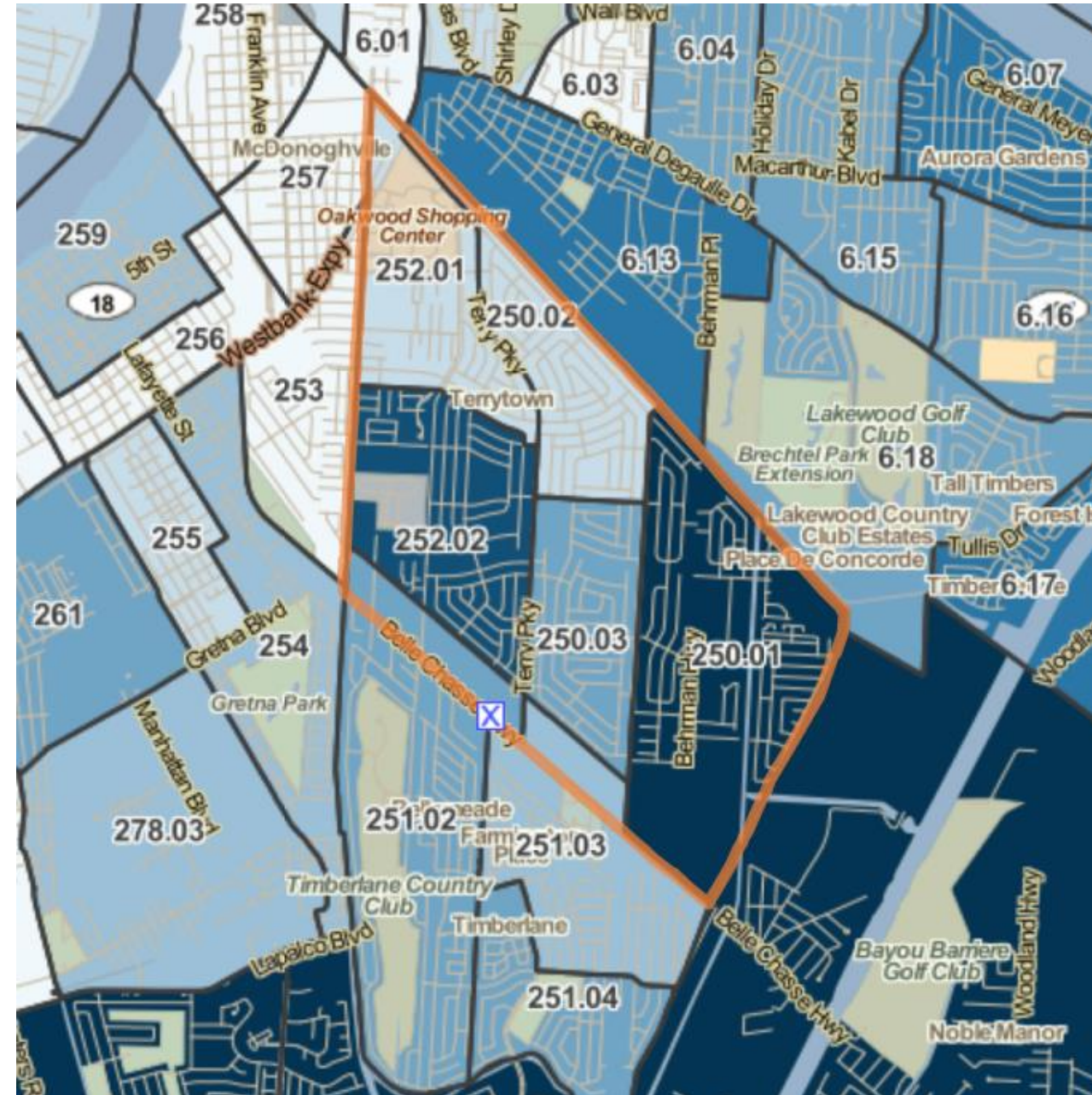
Race	2000	2010	2013-2017	Percent of Total Population in 2013-2017	Percent of State Population in 2013-2017 (Louisiana)
White	14,402	10,444	10,079	41.62%	62.39%
African American	9,055	9,278	9,468	39.1%	32.18%
Asian	686	948	1,149	4.74%	1.74%
Native Hawaiian or Pacific Islander	0	14	0	0%	0.03%
American Indian or Alaskan Native	77	99	228	0.94%	0.58%
Some Other Race	739	1,860	2,252	9.3%	1.21%
Two or More Races	438	676	1,040	4.29%	1.88%

Ethnicity	2000	2010	2013-2017	Percent of Total Population in 2013-2017	Percent of State Population in 2013-2017 (Louisiana)
Hispanic	2,213	4,068	4,876	20.14%	4.97%

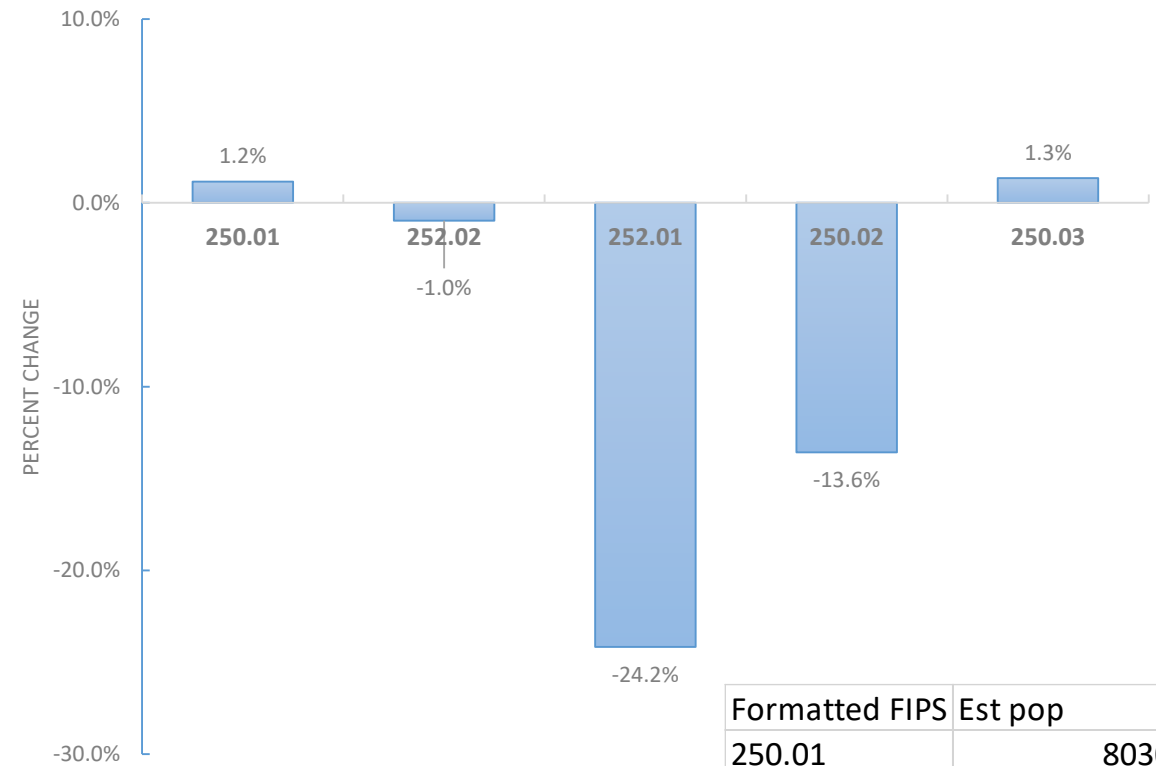
Age	Number of People in Age Group	Percent of People in Age Group	Percent of People in Age Group (Louisiana)
Under 5	1,859	7.68%	6.66%
Under 18	6,962	28.75%	23.86%
Working Age (18-64)	14,779	61.03%	62.08%
Aging (65+)	2,475	10.22%	14.06%



# Estimated population of census tracts in Terrytown, LA totals 24,216



Estimated percent change in the number of people between 2000 and 2013-2017 by census tract in Terrytown, LA



Formatted FIPS	Est pop
250.01	8030
252.02	6565
252.01	2404
250.02	2997
250.03	4085

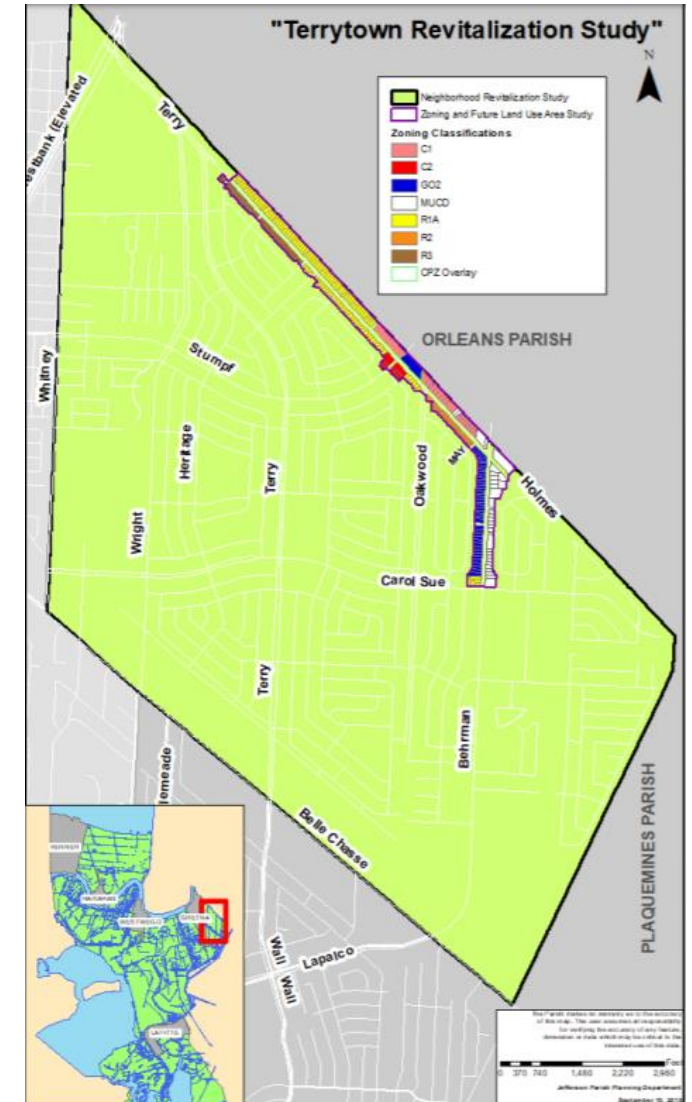
# Terrytown Neighborhood Revitalization Pilot Program

Aimed at stimulating housing investment and enhancing existing housing units throughout Terrytown

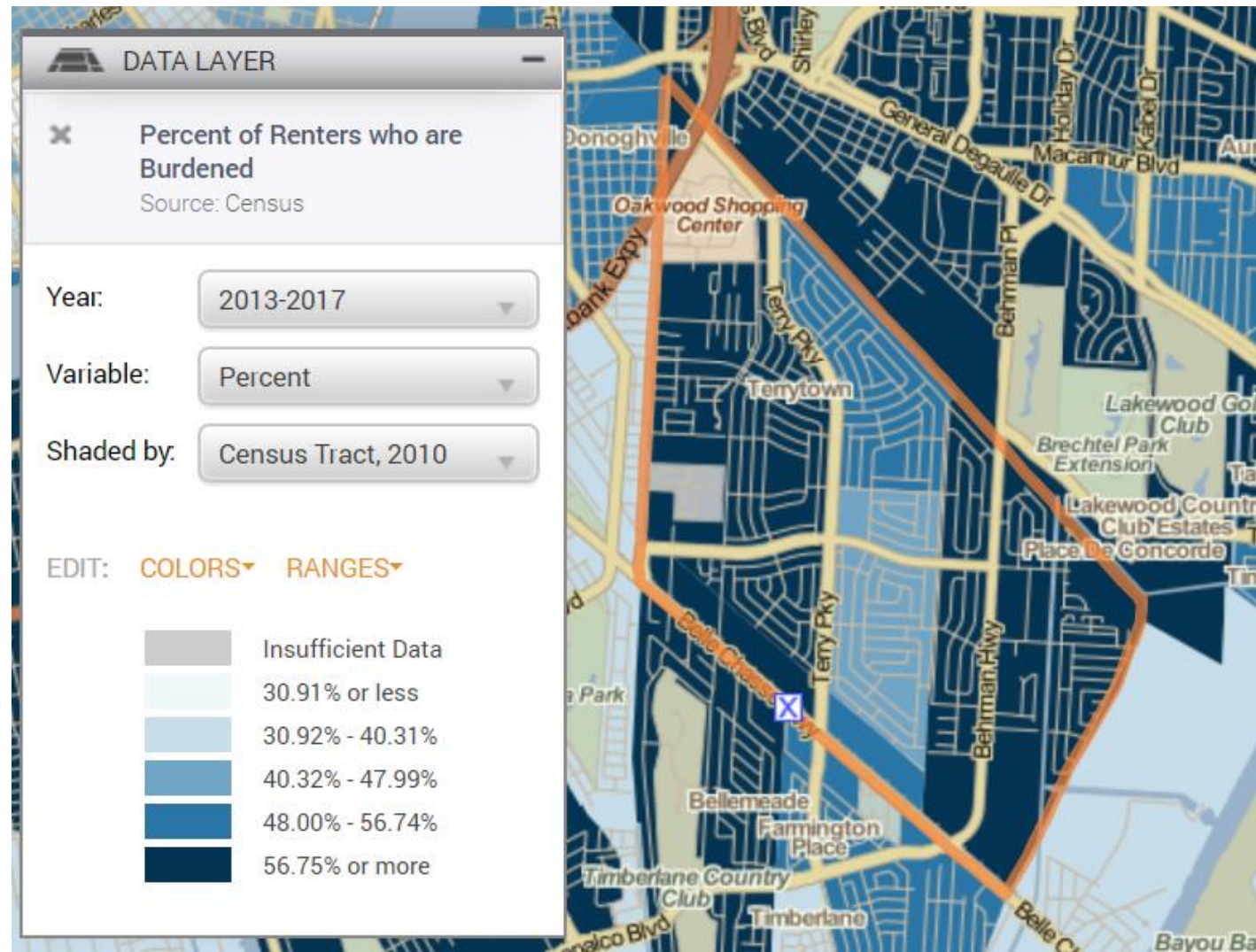
## Goals (Smart Growth Planning, 2007)

1. To expand housing opportunities
2. To strengthen community fabric
3. To put Terrytown to work

Per resolution dated September 19, 2018: authorizes JEDCO to coordinate and participate in the Terrytown neighborhood revitalization pilot program in cooperation with parish departments & partner organizations guided by Jefferson Parish Housing Stock Enhancement Strategic Plan

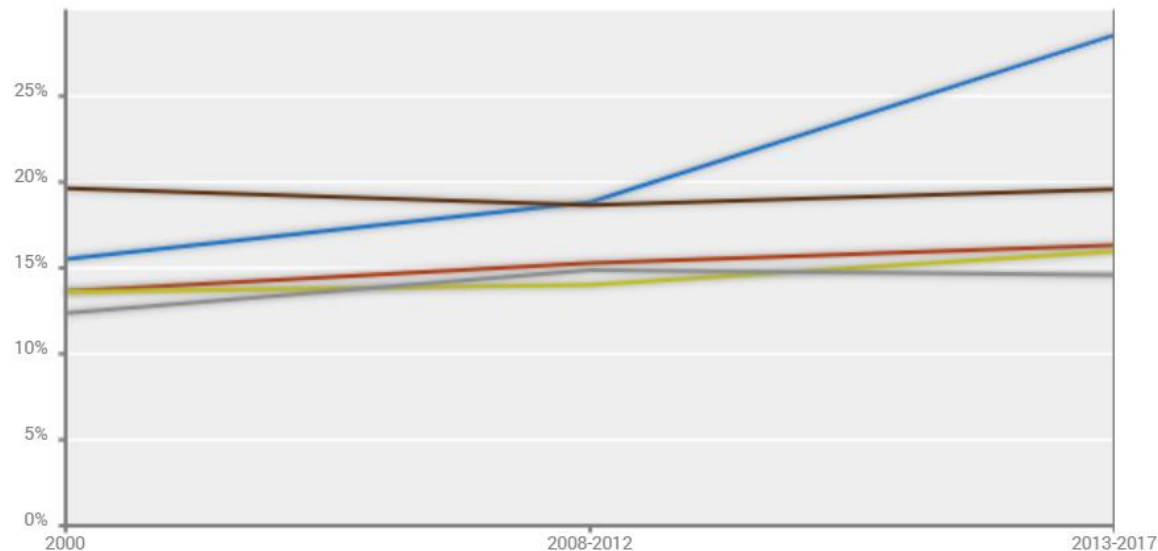


# Estimated percent of all renters who are cost burdened between 2013-2017 in Terrytown








# Estimated percent of all people that are living in poverty

	Percent of People in Poverty		
	2000 ×	2008-2012 ×	2013-2017
■ Jefferson, LA (County, 2010) <b>equivalent to</b> Jefferson Parish, LA (County, 2000)	13.65%	15.27%	16.32%
■ Kenner, LA (City, 2010) <b>and</b> Kenner, LA (City, 2000)	13.62%	14.01%	15.97%
■ Terrytown, LA (City, 2010) <b>and</b> Terrytown, LA (City, 2000)	15.52%	18.83%	28.56%
■ Louisiana (State)	19.64%	18.66%	19.59%
■ United States (National)	12.38%	14.88%	14.58%



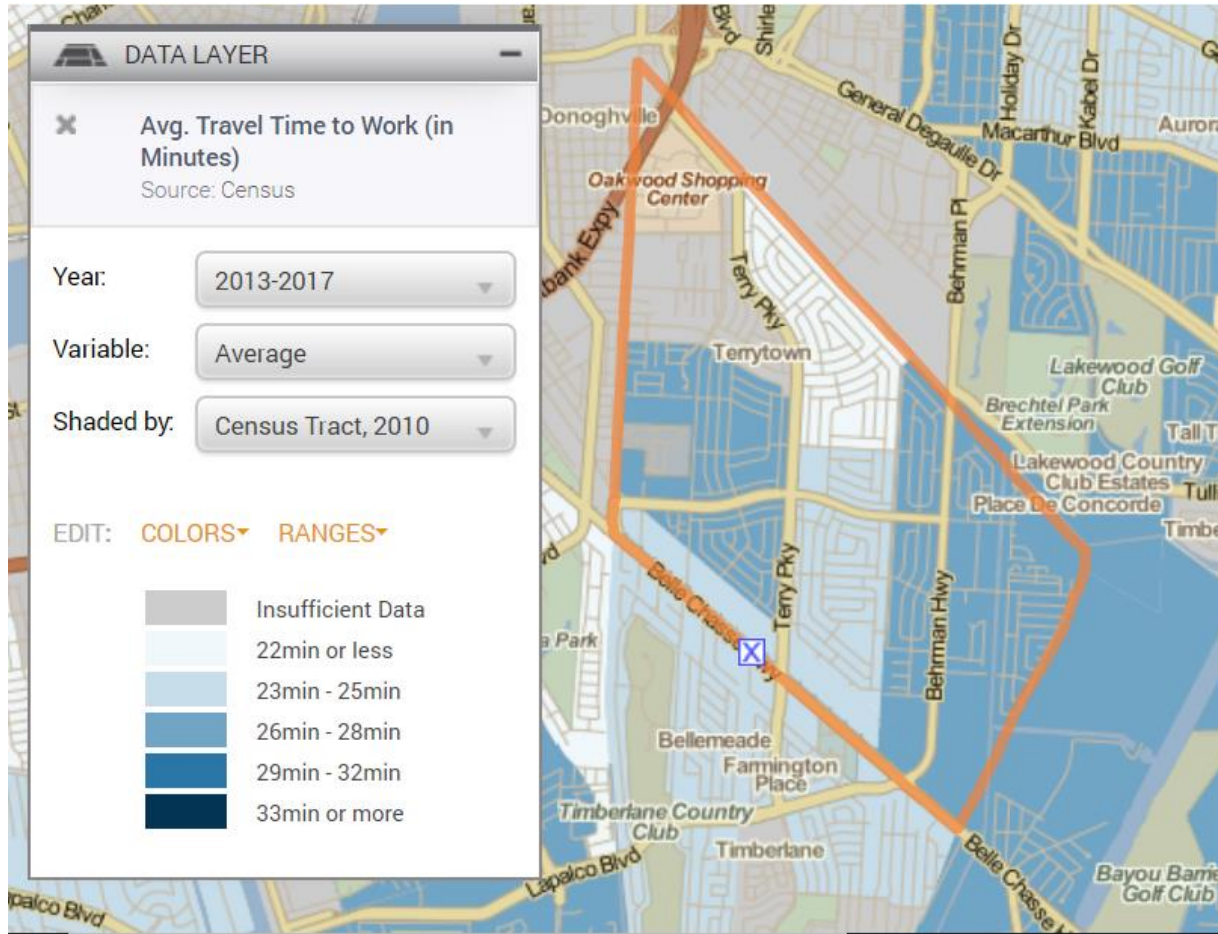
# Estimated average travel time to work in Jefferson Parish is 24min

Estimated percent of workers who: 1) drove to work and 2) used public transit

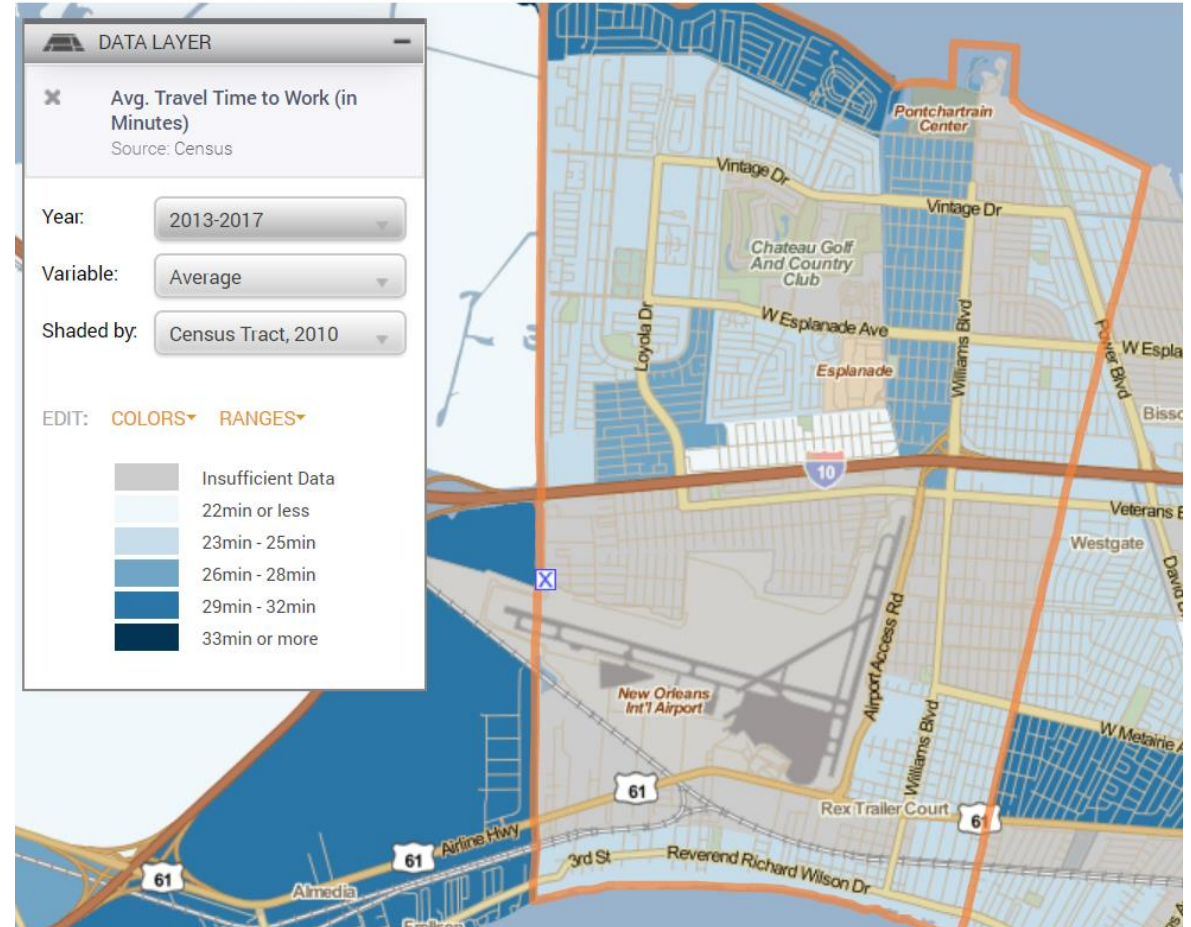
	Percent of People Who Drove to Work			Pct. of People Who Took Public Transit to Work		
	2000 ×	2008-2012 ×	2013-2017	2000 ×	2008-2012 ×	2013-2017
 Jefferson, LA (County, 2010) <b>equivalent to</b> Jefferson Parish, LA (County, 2000)	92.27%	92.72%	92.88%	2.2%	1.46%	1.13%
 Kenner, LA (City, 2010) <b>and</b> Kenner, LA (City, 2000)	91.65%	93.22%	92.64%	2.18%	1.25%	1.12%
 Terrytown, LA (City, 2010) <b>and</b> Terrytown, LA (City, 2000)	90.51%	92.62%	94.49%	3.42%	2.21%	1.91%
 Louisiana (State)	91.74%	92.48%	92.1%	2.21%	1.28%	1.31%
 United States (National)	87.88%	86.17%	85.6%	4.57%	4.98%	5.13%



# Estimated average travel time to work in minutes in 2013-2017



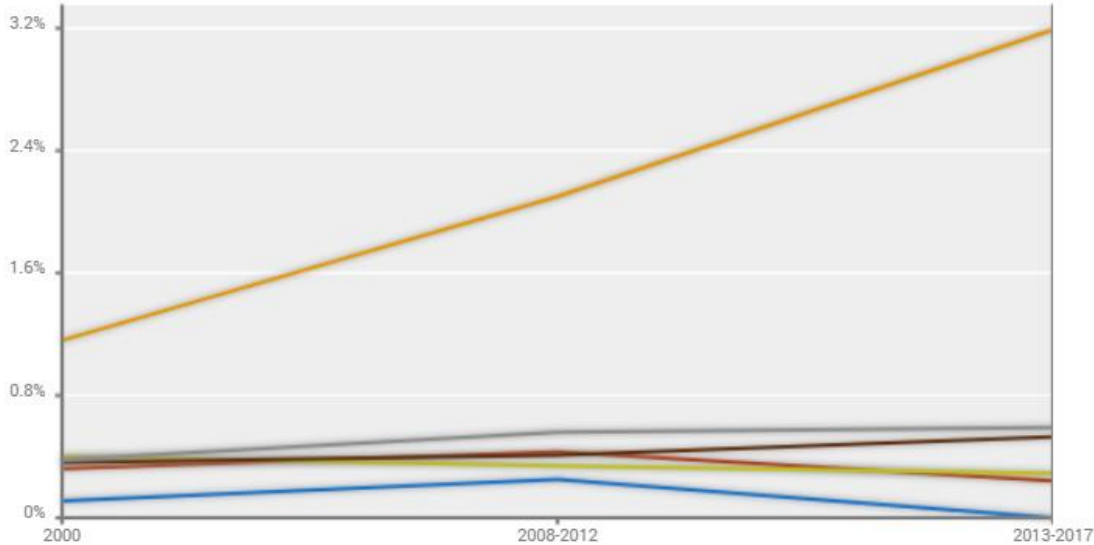
Terrytown, LA: averages 26min



Kenner, LA: averages 24min

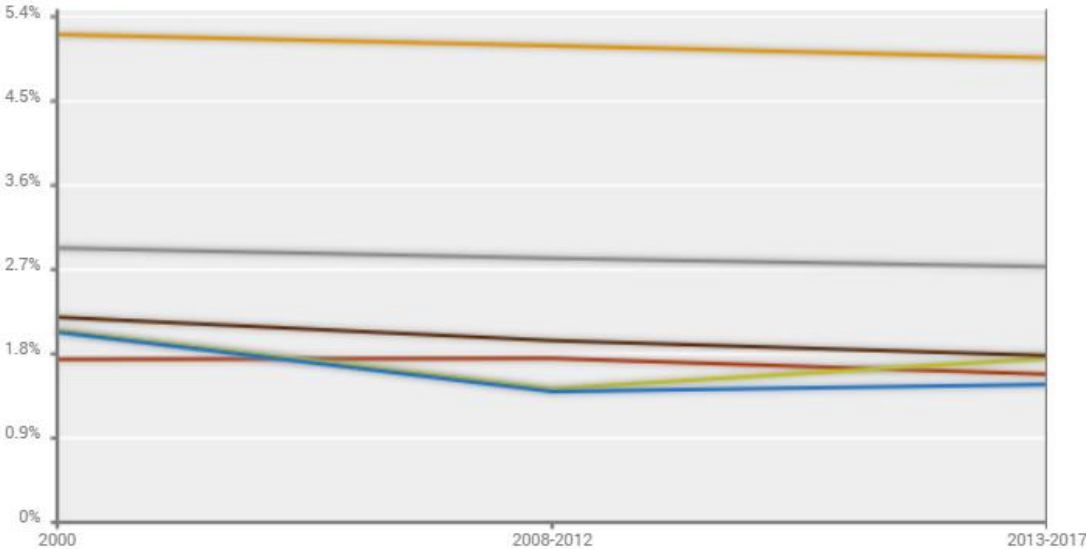
# Estimated percent of workers who commuted to work by bicycle

	Pct. of People Who Rode Bike to Work				
	2000	×	2008-2012	×	2013-2017
<span style="color: red;">■</span> Jefferson, LA (County, 2010) <b>equivalent to</b> Jefferson Parish, LA (County, 2000)	0.32%		0.43%		0.24%
<span style="color: yellow;">■</span> Kenner, LA (City, 2010) <b>and</b> Kenner, LA (City, 2000)	0.4%		0.34%		0.29%
<span style="color: blue;">■</span> Terrytown, LA (City, 2010) <b>and</b> Terrytown, LA (City, 2000)	0.11%		0.25%		0
<span style="color: brown;">■</span> Louisiana (State)	0.36%		0.41%		0.53%
<span style="color: gray;">■</span> United States (National)	0.38%		0.56%		0.59%
<span style="color: orange;">■</span> New Orleans, LA (City, 2010) <b>and</b> New Orleans, LA (City, 2000)	1.16%		2.1%		3.19%



# Estimated percent of workers who commuted to work by walking

	Pct. of People Walking to Work		
	2000	2008-2012	2013-2017
Jefferson, LA (County, 2010) <b>equivalent to</b> Jefferson Parish, LA (County, 2000)	1.74%	1.75%	1.58%
Kenner, LA (City, 2010) <b>and</b> Kenner, LA (City, 2000)	2.05%	1.43%	1.75%
Terrytown, LA (City, 2010) <b>and</b> Terrytown, LA (City, 2000)	2.03%	1.4%	1.47%
Louisiana (State)	2.19%	1.94%	1.78%
United States (National)	2.93%	2.82%	2.73%
New Orleans, LA (City, 2010) <b>and</b> New Orleans, LA (City, 2000)	5.21%	5.09%	4.96%





# Fact: Making it easier for people to walk, bike, and take public transit stimulates the local economy

Total savings from biking walking and taking transit instead of driving can add up

- Dallas, TX: people save an average of \$9,026 annually by switching from driving to taking transit
- Residents in Cleveland, OH have saved an average of \$9,576

Not just big cities

- In Wisconsin, economic benefits of public transit alone are \$730 million

“Green dividend”

- Residents can spend their car savings in other ways to keep money circulating in economy through housing, entertainment, restaurants, etc.

# Fact: Complete Streets can raise property values by improving walkability & connectivity

Complete streets policies lead to networks that are safe and accessible increasing walkability

- 1 point increase in walkability as measured by WalkScore.com increased home values by \$700 to \$3,000 within 15 real estate markets, including Jacksonville, FL and Stockholm, CA

Value in networks of Complete Streets that are connected throughout a community

- Property value increase is amplified when walkable neighborhoods are near each other

Preference for walkable neighborhoods is likely to increase

- Nationally, the population of college graduates, ages 25-34, moving to walkable neighborhoods has increased by 26% in the past decade
- Jefferson Parish West Bank Revitalization Study that found while there is “still a demand for large lot detached single family dwellings, there is also a desire for mixed-use walkable neighborhood developments that provide greater mobility and amenities.”

# Implementing Complete Streets Policy can spur private investment

Especially in retail districts and downtowns where pedestrians and cyclists feel unwelcome:

Washington D.C.,  $\frac{3}{4}$  mile corridor in Barracks Row helped attract 40 new businesses and nearly 200 jobs, plus increases in sales and foot traffic.

- Included new patterned sidewalks and traffic signals

Lancaster, CA public investment of \$10.6 million project spurred \$125 million in private investment, 26% increase in sales tax revenue, and 800 new jobs

- Added pedestrian safety features as part of a downtown revitalization effort, including pedestrian-only plaza, wider sidewalks, landscaping, and traffic calming

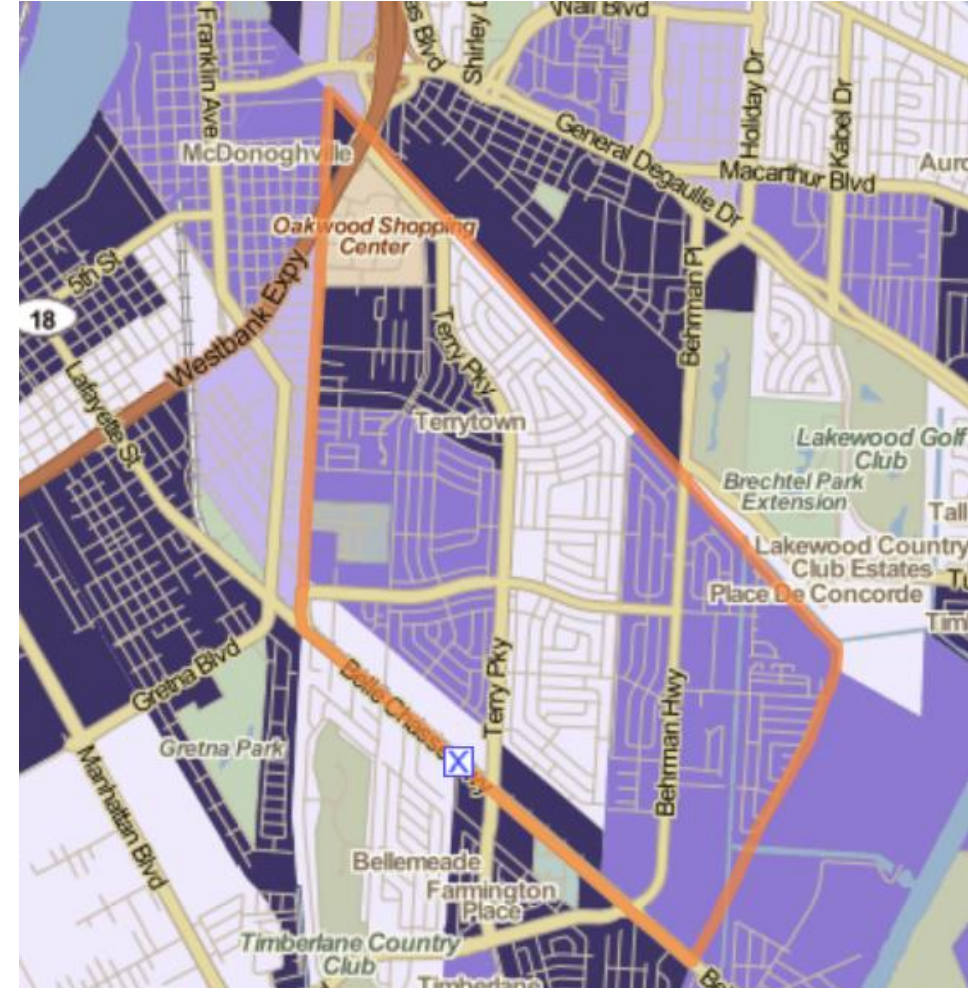
# Housing and transportation access social vulnerability level, 2016

Kenner, LA



- Insufficient Data
- High
- Moderate to High
- Low to Moderate
- Low

Terrytown, LA

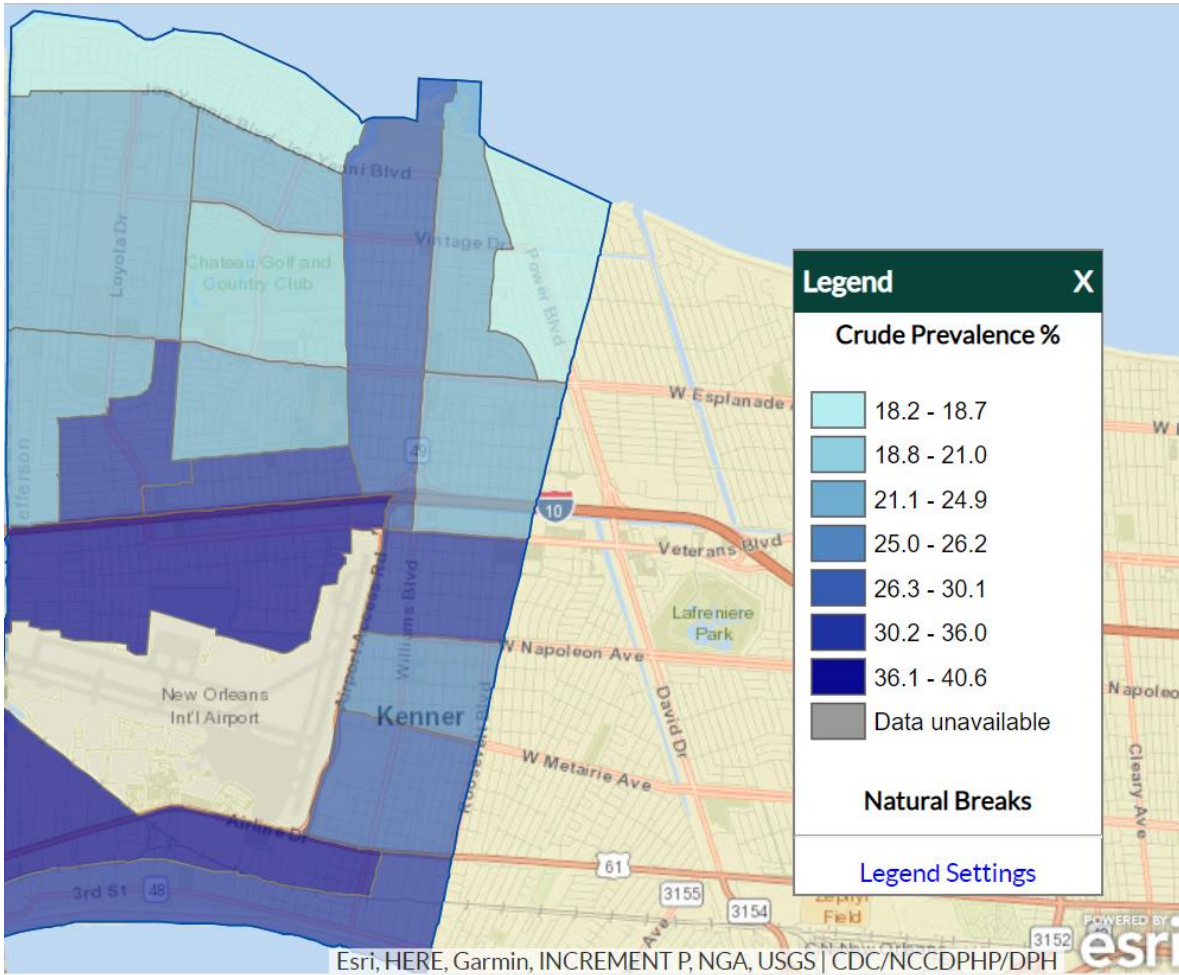




**Health**

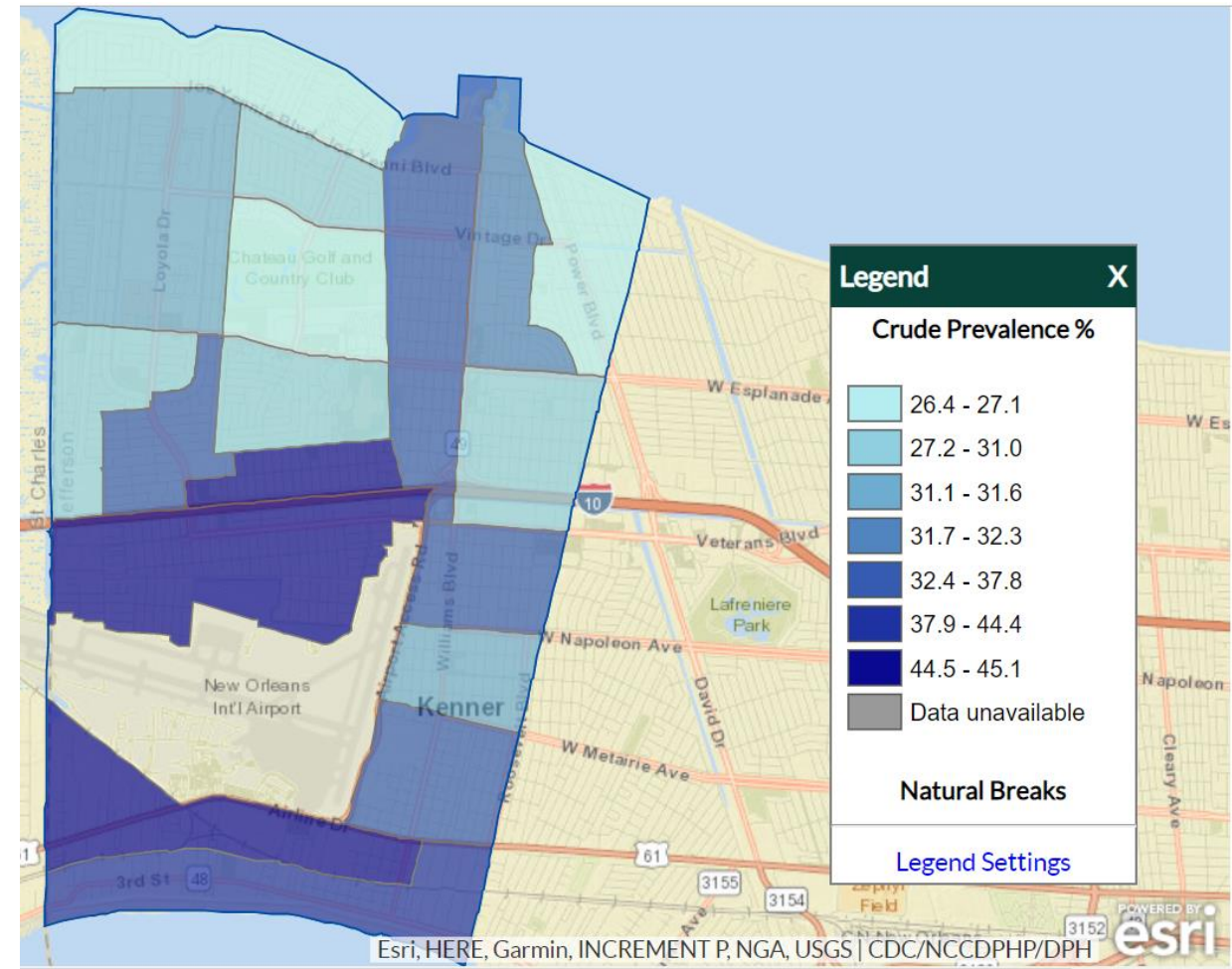
# Physical Inactivity, 2016

Model-based estimates for no leisure-time physical activity among adults aged  $\geq 18$  years



# Obesity, 2016

Model-based estimates for obesity among adults aged  $\geq 18$  years



# Complete streets provides opportunities for increased physical activity with features that promote regular walking, cycling, and use of transit

## On a daily basis

- Each additional hour spent driving is associated with a 6% increase in likelihood of obesity
- Each additional kilometer walked is associated with a 5% reduction in likelihood
- According to a Frank, Andresen, and Schmidt study of obesity

## Walkability has direct relation to health

- People in walkable neighborhoods did about 30-45 more minutes of moderate intensity physical activity per week and were substantially less likely to be overweight or obese than similar people living in low-walkable neighborhoods.

## Public health researchers recommended building more sidewalks, improving transit service, and shifting highway funds to create bike lanes

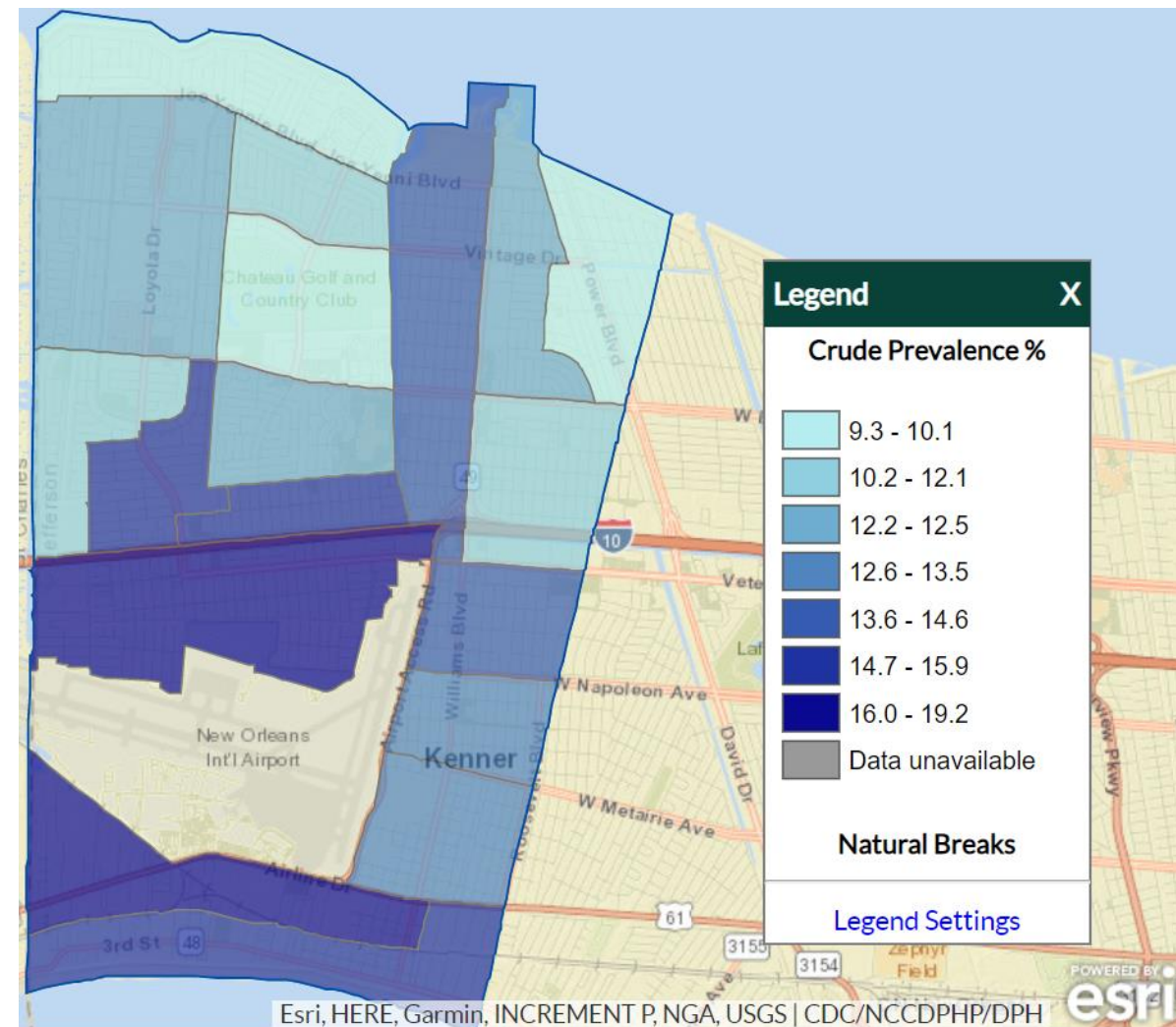
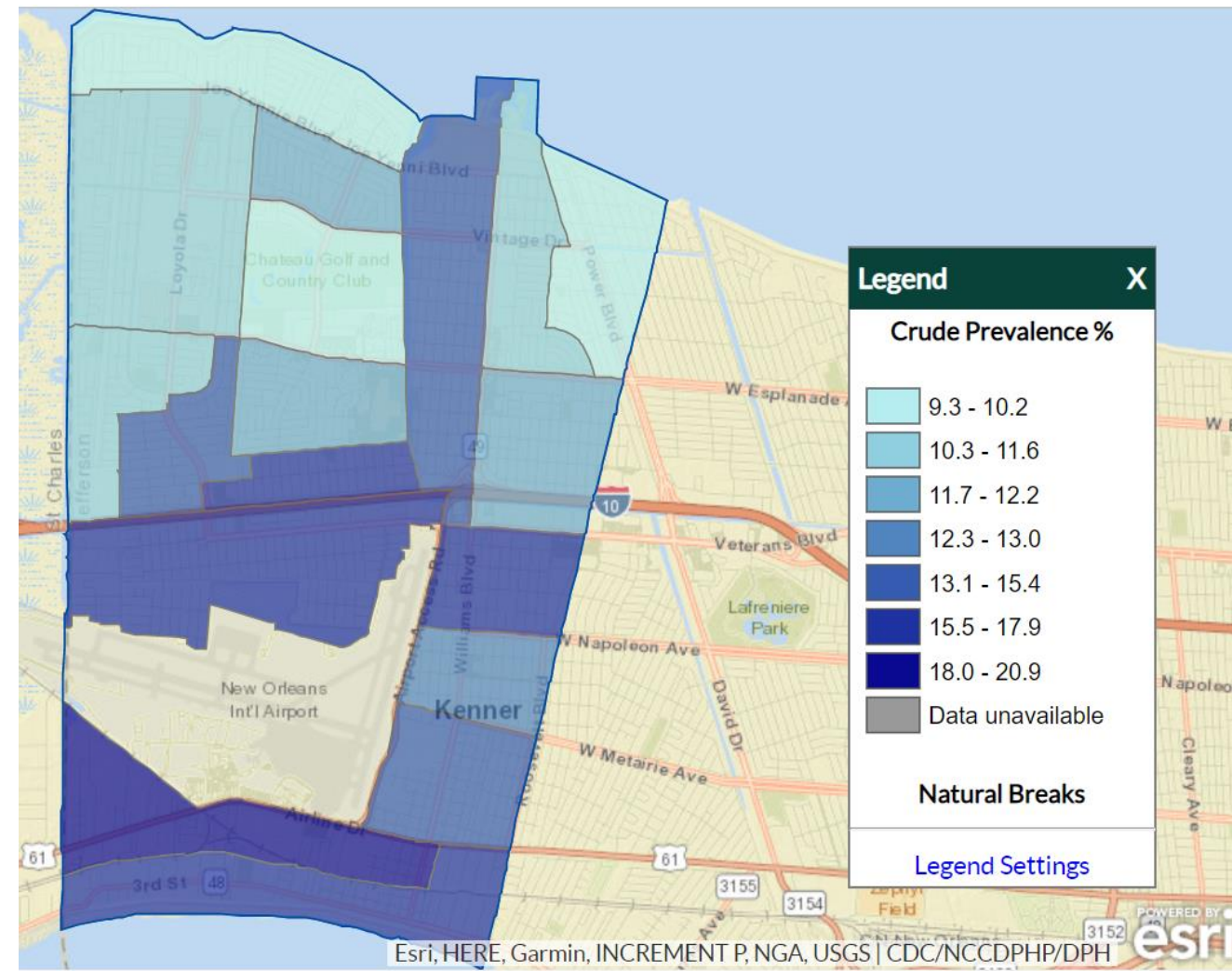
- 43% of people with safe places to walk within 10 minutes of home met recommended activity levels. Among those without safe places to walk, just 27% met recommendation
- Residents are 65% more likely to walk in neighborhoods with sidewalks
- **Transit- nearly 33% of transit users meet the recommendations for minimum daily exercise through their daily travels**

## Physical Health in Kenner, 2016

Model-based estimates for physical health not good for  $\geq 14$  days among adults aged  $\geq 18$  years

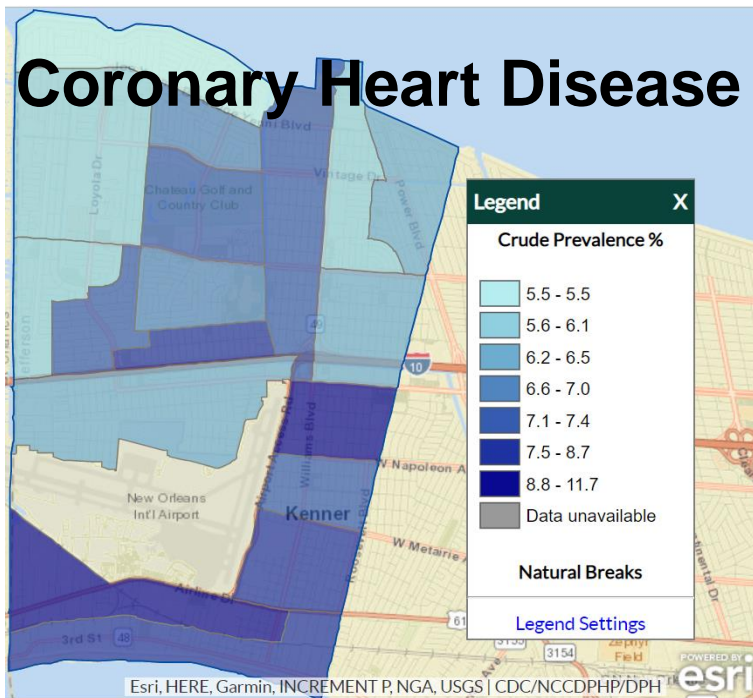
## Mental Health in Kenner, 2016

Model-based estimates for mental health not good for  $\geq 14$  days among adults aged  $\geq 18$  years

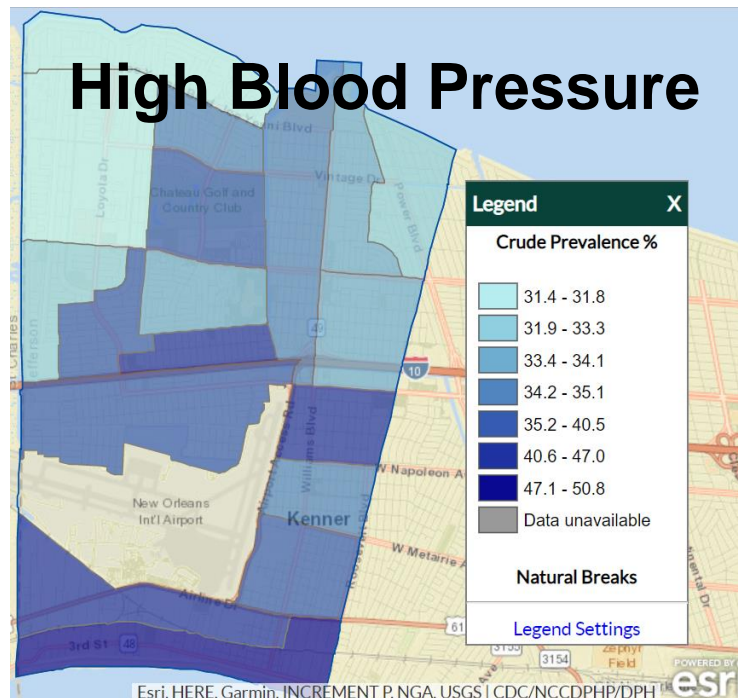




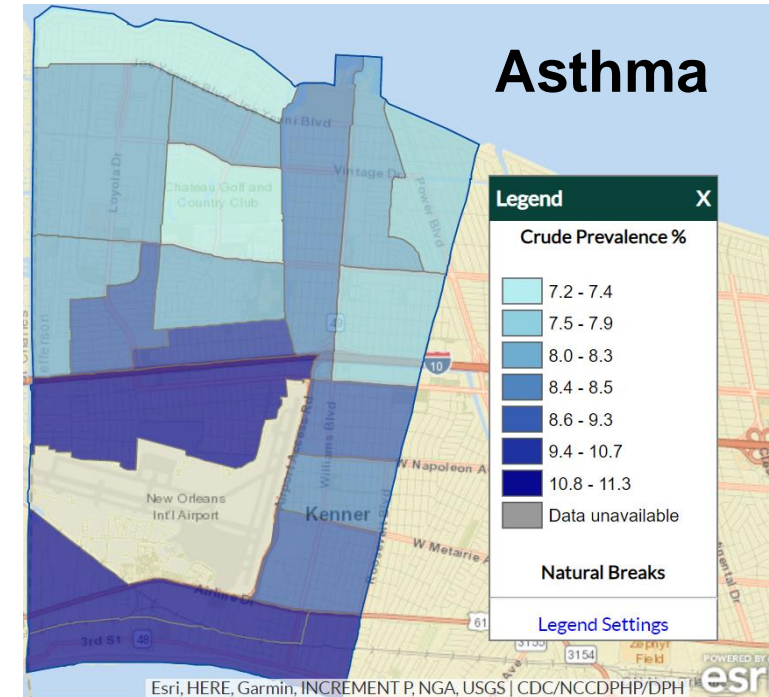
# Coronary Heart Disease



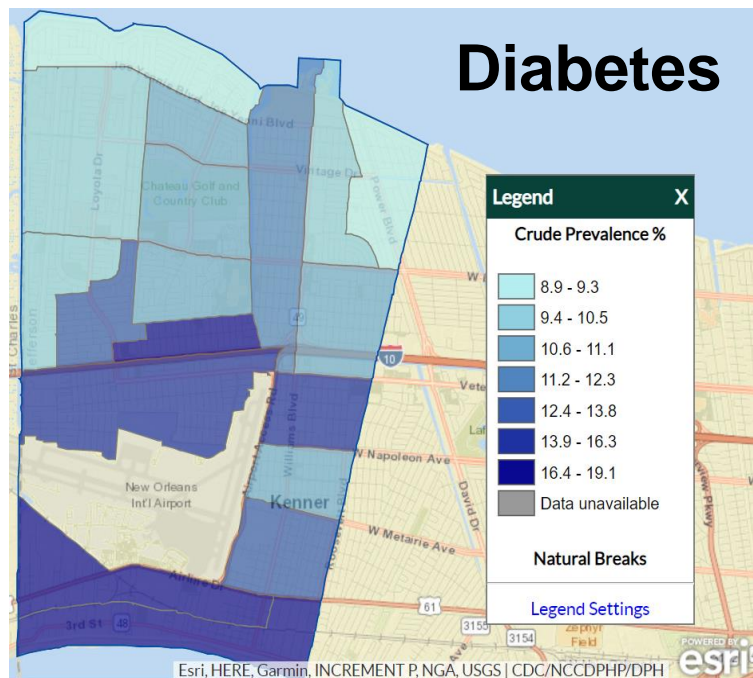
# High Blood Pressure



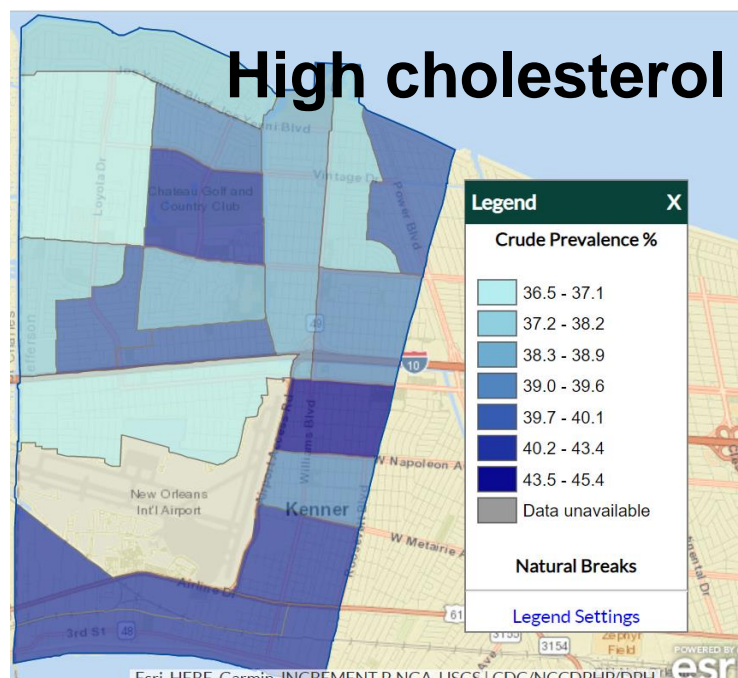
# Asthma



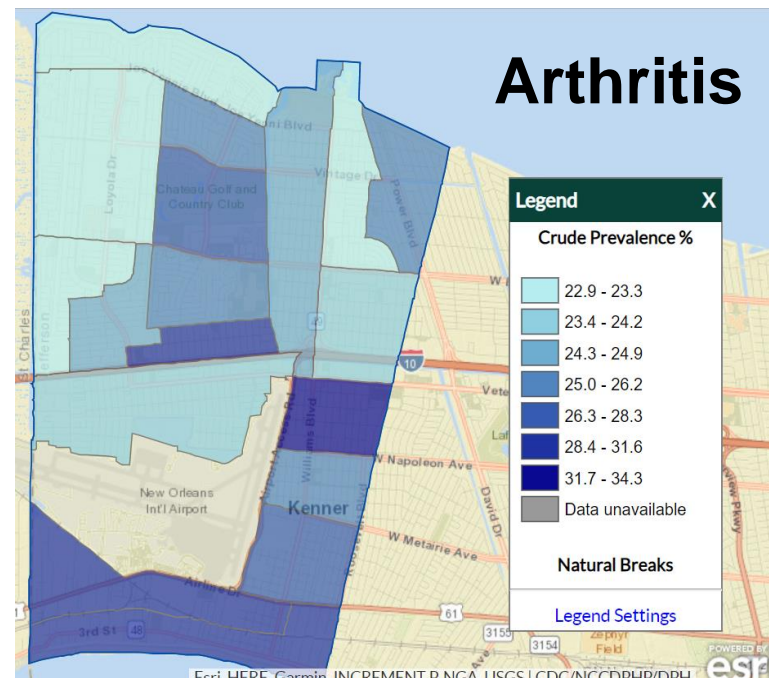
# Diabetes



# High cholesterol



# Arthritis



# 500 City Health Dashboard Metric Comparisons: Physical Environment

Park Access  
+



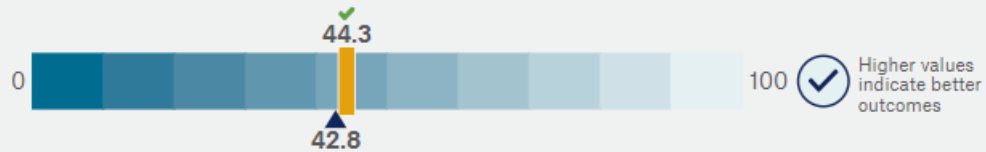
Walkability -



Air Pollution -  
Particulate  
Matter +



## Walkability



Kenner had a walkability score of **44.3**, compared to an average of **42.8** across the Dashboard's 500 cities.

### Description:

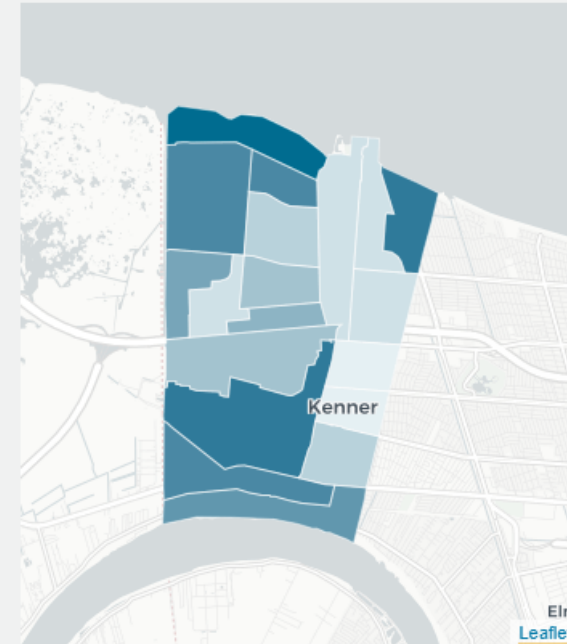
Neighborhood amenities accessible by walking as calculated by Walk Score® (index)

### Source:

[Walk Score®](#)

### Years of Collection:

2018



[See City View](#)

Housing with  
Potential  
Lead Risk +



Lead  
Exposure  
Risk Index +



Limited  
Access to  
Healthy  
Foods +



# 500 City Health Dashboard Metric Comparisons: Health Outcomes

Dental Care +



Prenatal Care +



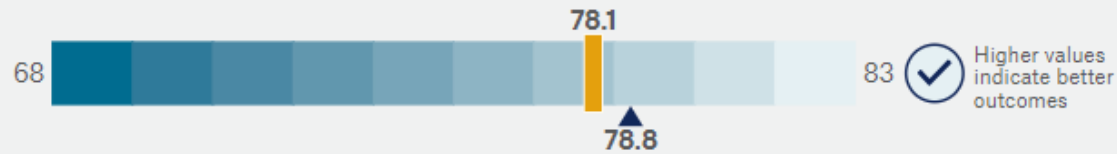
Preventive Services +



Uninsured +



## Life Expectancy



**Kenner** had an average life expectancy at birth of **78.1**, compared to an average of **78.8** across the Dashboard's 500 cities.

### Description:

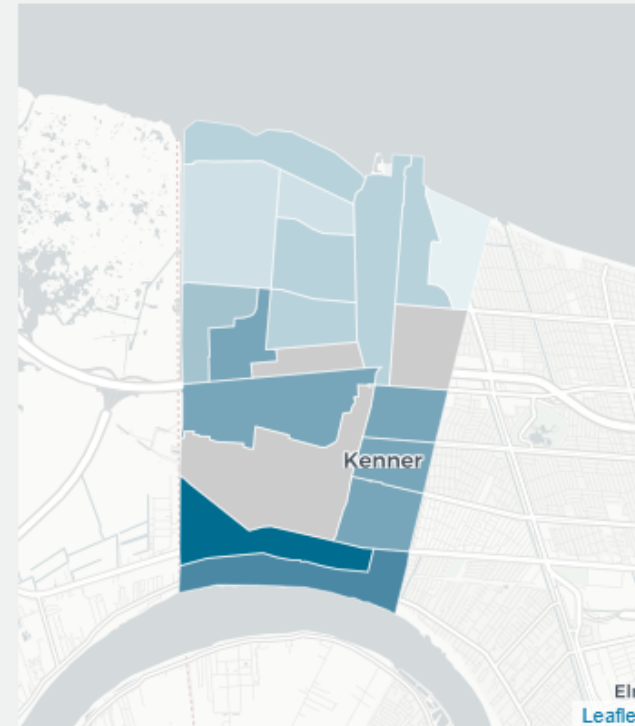
Life expectancy at birth (average)

### Source:

U.S. Small-area Life Expectancy Estimates Project (USALEEP): Life Expectancy Estimates File, National Center for Health Statistics

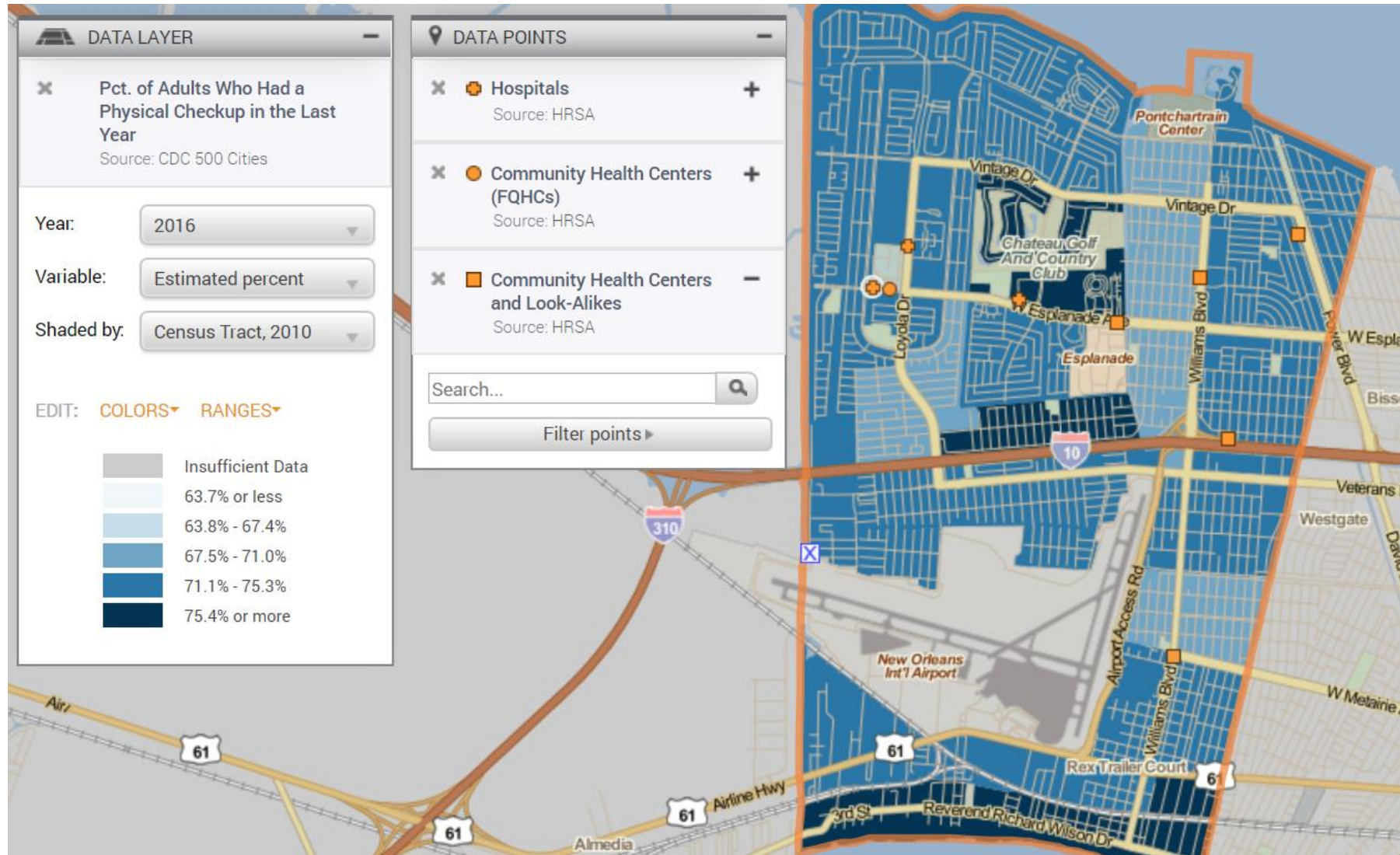
### Years of Collection:

2010-15



[See City View](#)

# Adults who had a physical checkup in the last year & available hospitals and community health centers in Kenner, 2016





# In conclusion

- ◆ There is some overlap among certain socioeconomic indicators and health indicators within census tracts
  - ◆ e.g. Poverty and housing burden is tied to poorer health.
- ◆ Census tracts with the largest prevalence or burden of chronic disease, no matter which disease, tend to be the same
- ◆ While not a silver bullet, the addition of amenities & infrastructure that improves walkability, ease of travel/ transit options, connectivity, and beautification can also
  - ◆ Provide easy, accessible options for increased physical activity
  - ◆ Increase property values and neighborhood appeal
  - ◆ Draw additional consumer traffic to local businesses
  - ◆ Combine with design elements that improve air quality & provide noise abatement

# Complete Streets for Health Equity: An Evaluation of New Orleans and Jefferson Parish



Recommendations



## Recommendations for Jefferson Parish

Despite not having a formal Complete Streets program, Jefferson Parish has committed to invest almost \$56 million in active transportation projects, more than half of which will fund improvements in zip codes whose mean household income is significantly lower than the parish average. To move this commitment to Complete Streets into practice and continue to prioritize lower income neighborhoods, Jefferson Parish should take the following steps:

### Institute a comprehensive Complete Streets Program that

- Follows the general best practices as outlined in the National Complete Streets Coalition's "Ten Elements of a Complete Streets Policy" framework.<sup>14</sup>
- Sets up a system of Complete Streets performance measures, based on this report, that prioritizes health equity and regularly report progress to the public.
- Develops measurable goals related to health equity, safety, and connectivity.
- Ensures meaningful community engagement and transparency at all levels of decision-making, especially through the creation of a committee with members of the public and various Jefferson Parish departments to oversee implementation and evaluation.
- Builds on the vision of the Jefferson Parish Bicycle Master Plan and other planning efforts to create a framework that prioritizes high-quality Complete Streets connections to the places they are needed most.

### Expand the bicycle network to high poverty residential areas

- In addition to planned investments in lower income neighborhoods, the parish should prioritize expanding its bicycle network to residential neighborhoods, particularly those with high poverty rates.

### Work to embed Complete Streets in routine transportation decisions

- This includes updating master plans, design guidance, project selection and prioritization criteria, and any other documents, policies, and practices that guide routine transportation decisions.

### Encourage more staff trainings

- The person-hours of staff training listed account for a very small number of planners and engineers in the Jefferson Parish Department of Engineering. Moving forward, the parish should both encourage more staff trainings on current design standards and implement a standardized process for tracking completion of these trainings.

### Proactively intervene to protect vulnerable users from traffic crashes

- Pedestrian and bicyclist injuries and fatalities in Jefferson Parish have remained relatively steady. However, as the parish invests in active transportation infrastructure and more people start walking and biking, new potentials for conflict between drivers, bicyclists, and pedestrians on the roads may arise. To proactively combat this, the parish should pay particular attention to the safety of vulnerable users, especially for black bicyclists who currently experience disproportionately higher risk of being struck and killed or injured by cars.



# Thank you!

Barrie Black [ablack@lphi.org](mailto:ablack@lphi.org)

Sandra Serna [sserna@lphi.org](mailto:sserna@lphi.org)

