

City and campus partner for active transportation

GREENSBORO DEPARTMENT OF TRANSPORTATION, NORTH CAROLINA



A recently constructed pedestrian tunnel offers students and Greensboro residents a safe and direct passage through campus while averting train tracks overhead.
Photo Courtesy Greensboro Department of Transportation

THE UNIVERSITY OF NORTH CAROLINA — GREENSBORO (UNCG) has worked in close partnership with the city to promote transportation and health. Together they have established a new foundation for a number of bicycle/pedestrian and public transit initiatives that have made travel around UNCG and other parts of the city safer and more conducive to healthy lifestyles.



The Transportation and Health Tool is an online resource that provides state and metropolitan area transportation professionals with easy access to data and strategies to improve public health through transportation planning and policy. The tool was developed by the Centers for Disease Control and Prevention and the U.S. Department of Transportation, in partnership with the American Public Health Association.

THT APPLICATIONS

- Use THT strategies to advance the transportation and health dialogue
- Advance health priorities throughout three key campus corridors

EXPLORE THE THT:

www.transportation.gov/transportation-health-tool

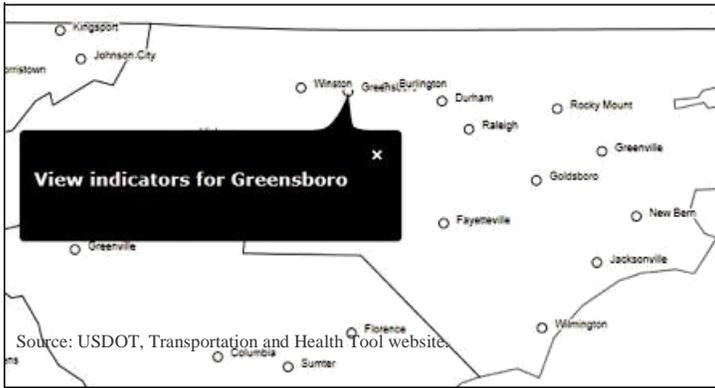
UNCG encourages bicycling and walking on campus by providing more than 860 bicycle parking racks, four bicycle repair stations, and a pedestrian underpass at a major railroad corridor. The city and UNCG are partners in Watch for Me NC, a program sponsored by the North Carolina Department of Transportation to provide pedestrian and bicycle safety education and strengthen effective enforcement.

“The city and University have put considerable effort into improving bicycling and walking transportation infrastructure and safety, enhancing transit services, and promoting equity around the UNCG campus,” said Tyler Meyer, Planning Division Manager at the Greensboro Department of Transportation (GDOT).

Because of its ongoing efforts to advance transportation and health, GDOT was selected by APHA, CDC, and the Federal Highways Administration to host a Transportation and Health Tool (THT) implementation workshop in August 2016.

The workshop opened a transportation and health dialogue between GDOT, UNCG, public health agencies, and other valuable stakeholders in the community to support and advance transportation investments that positively impact health.

Although Greensboro has made much progress in promoting active transportation, stakeholders from academia, health, and transportation had not met to specifically address the link between transportation and health in the city’s urban campus corridors. The workshop offered a way for stakeholders to share their perspectives on enhancing three corridors GDOT selected for the workshop and to foster collaboration for transportation and health initiatives in the future.



“Our goal is to promote dialogue to improve transportation, health and safety outcomes.”

— Tyler Meyer
 Planning Division Manager,
 Greensboro Department of
 Transportation

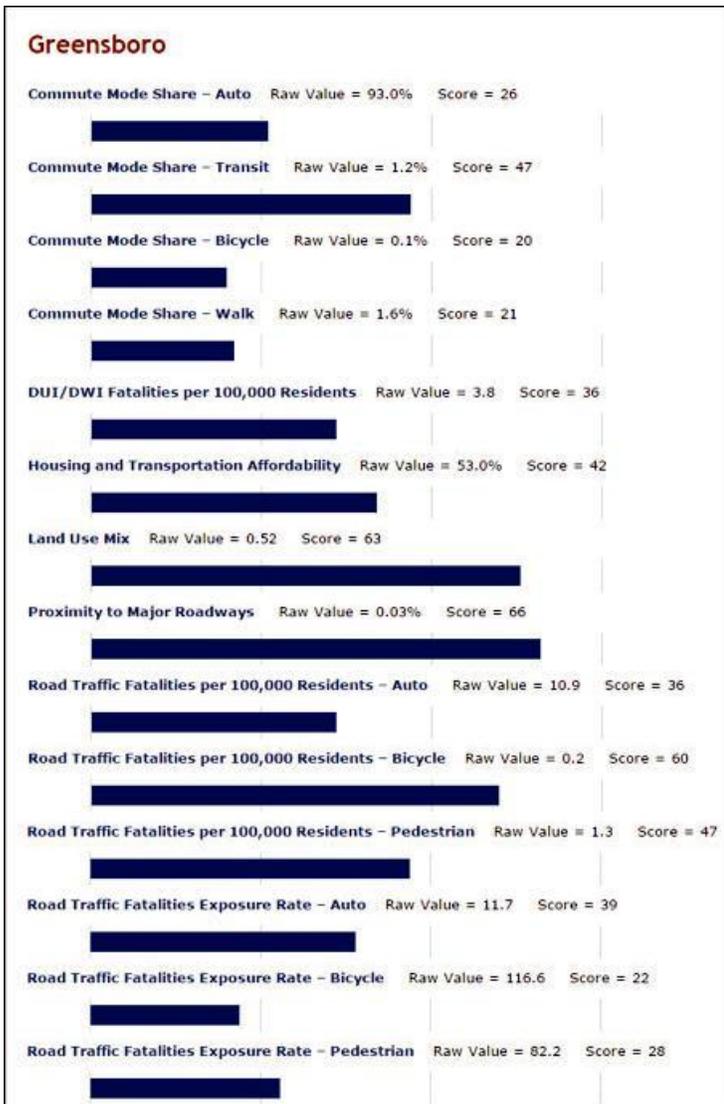
During the workshop, participants from GDOT, UNCG’s Department of Public Health, Guilford County Health Department, and other regional planning and non-profit organizations learned more about the THT. Participants worked to define the characteristics that define a healthy community, reviewed THT data for the Greensboro area, and identified resources, indicators, data, and strategies relevant to the three campus corridors.

Attendees applied the THT to identify how UNCG’s urban campus corridors could be further enhanced to support a healthy community for residents, students, and employees. Participants examined corridor maps, existing resources, opportunities and barriers, and determined THT indicators that could be used to advance transportation and health objectives in the area. The following THT indicators were identified: *Commute Mode Share; Land Use Mix; Complete Streets Policies; Road Traffic Fatalities by Mode; Physical Activity from Transportation, and Public Transportation Trips per Capita.*

Participants culminated the workshop by reviewing and selecting THT and other strategies, interventions, and policies that could improve each corridor. Key approaches identified included encouragement and promotion of:

- Safe bicycling and walking
- Safe Routes to Schools
- Complete Streets
- Connectivity
- Ride sharing programs
- Integrated health and transportation planning
- Expanded bicycle and pedestrian infrastructure
- Expanded public transportation
- Efforts to discourage distracted driving
- Traffic calming measures

These approaches, along with discussions from the work-shop, serve as a foundation for participants to advance the transportation and health dialogue in Greensboro. GDOT will continue to work collaboratively with university and public health partners to incorporate health considerations in transportation decisions and policies going forward.



Source: USDOT, Transportation and Health Tool website. THT indicator scores (represented by blue bars) demonstrate how the Greensboro, NC metropolitan statistical area (MSA) performs on key transportation and health measures compared to other MSAs. Scores are presented on a 100 point scale where 50 is the median and higher scores always represent better performance from a health perspective.

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