

Atlanta Streets Alive: A Movement Building a Culture of Health in an Urban Environment



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Ciclovias: A healthy epidemic



Bogota, Colombia



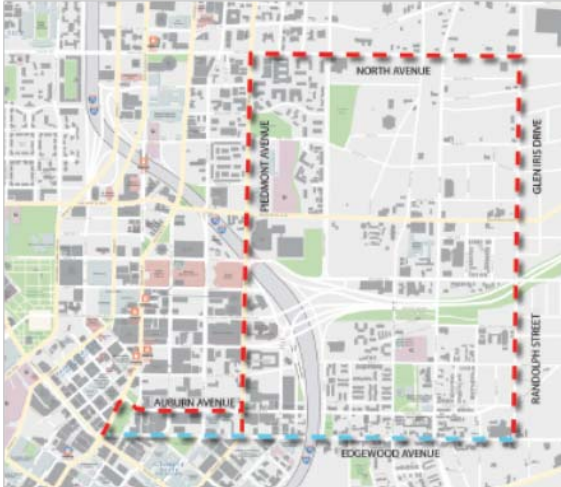
- Ciclovias /Open Streets
- Promoting the use of public space
- Closing streets to motorized vehicles temporarily and to open them to people
- Over 108 worldwide
- 33 occurring weekly¹
- Over 70 “open streets” hosted in U.S cities 2009-2012²
- 47 U.S cities in 26 States in 2011³

1. Ciclovias Recreativas Network of the Americas

2. Zieff SG, et al (2013). Ciclovía initiatives: engaging communities, partners, and policy makers along the route to success. *J Public Health Manag Pract JPHMP*.

3. Kuhlberg J, et al (2014). Open Streets Initiatives in the United States: Closed to Traffic, Open to Physical Activity . *JPAH*, 11

Atlanta Streets Alive (ASA)



Pilot event May 2010

- Pilot event May 2010 - 1.5 miles of streets in downtown Atlanta.

Growth:

- 10 additional events until 2014
- 4 different routes
- Main streets
- Increasing miles & attendance



Purpose

- To evaluate the first five ASA events (from May 2010 to May 2012).
- To learn more about the characteristics of ASA participants, the influence of the event on their physical activity, as well as perceptions of safety and neighborhood social capital during the event.

Table 1. Details of the Atlanta Streets Alive (ASA) events evaluated

Event	Date	Location	Length of the route	Scheduled time	Evaluation Method
ASA 1	May 23, 2010	Edgewood Avenue	1.5 miles	1:00- 6:00 pm	Counts and survey
ASA 2	Oct 17, 2010	Edgewood Avenue	1.5 miles	1:00- 6:00 pm	Counts and survey
ASA 3	June 11, 2011	Edgewood Ave, Auburn Ave	2 miles	10:00 am-2:00 pm	Counts only
ASA 4	June 25, 2011	Edgewood Ave, Auburn Av	2 miles	4:00 pm -8:00 pm	Counts only
ASA 5	May 20, 2012	Highland Avenue	2 miles	2:00 – 6:00 pm	Counts and Survey

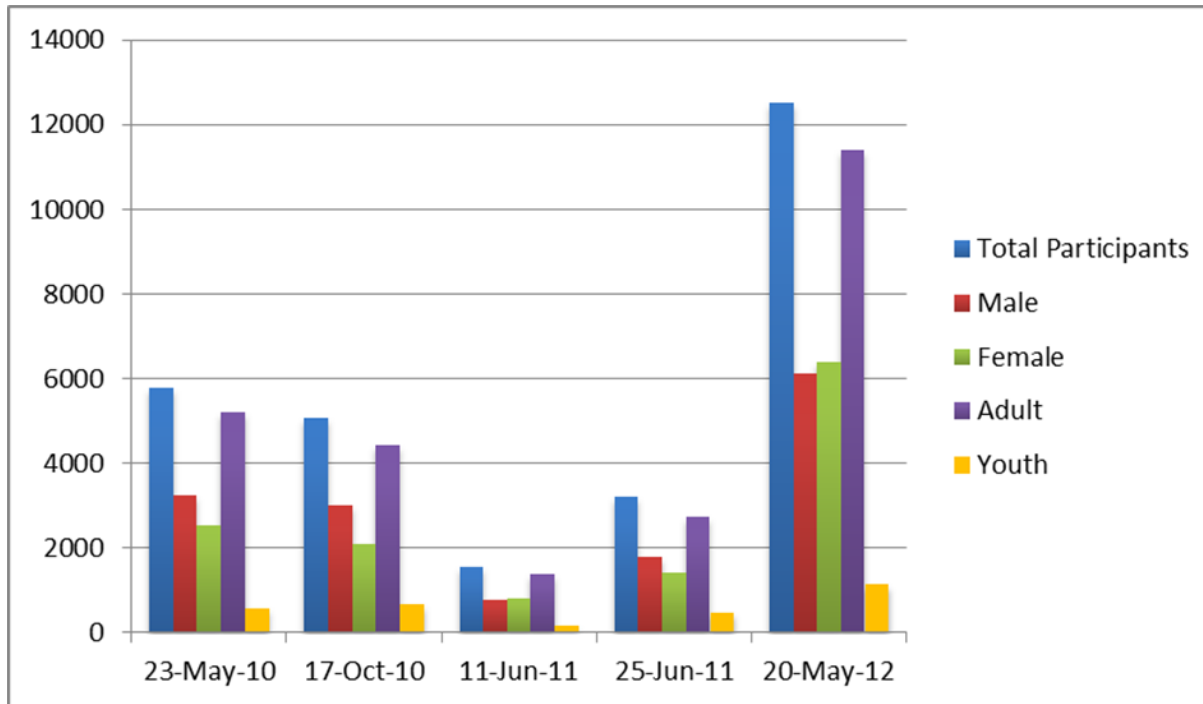
Methods



- **Participant counts**
 - 4 trained observers per count location
 - Tally counters and observation
 - number of participants, type of activity performed, gender, and age category
- **Participant survey**
 - Intercept surveys
 - Five components:
 - physical activity
 - transportation mode to the event and location of residence
 - social capital and safety perceptions
 - characteristics of participation and perceptions about the event
 - demographics

Results

Figure 1. Estimated participation per Atlanta Streets Alive event assessed by observation



Results

Table 2. Demographic characteristics of the Atlanta Streets Alive participants assessed by survey (2010, 2012)

	ASA 1 N(%) ^a	ASA 2 N(%) ^a	ASA5 N(%) ^a	Total N(%) ^a	X ² (P)
Sex					
Female	63(52.6)	107(46.5)	119(52.7)	296(50.3)	25.6(<.001)
Male	70(47.4)	122(53)	92(40.7)	277(47)	
Education attainment					
High school	6(4.5)	16(7)	4(1.8)	26(4.4)	45.6(<.001)
Some college	30(22.6)	46(20)	17(7.5)	93(15.8)	
Bachelor/above	97 (72.9)	163(70.9)	184(81.4)	444(75.4)	
Race					
Black	33(25.6)	59(25.7)	29(14.1)	121(20.5)	22.9(.001)
White	73(56.6)	129(56.1)	154(75.1)	356(60.4)	
Latino	11(8.5)	12(5.2)	9(4.4)	32(5.4)	
Other	12(9.3)	30(13)	13(6.3)	55(9.3)	
Mean Age	33.3(9.1) ^b	34.9(11.1) ^b	32.5(14.9) ^b	33.6(12.4) ^b	F _{2,579} =2.1(.123) ^c
Transportation Mode					
Car	50(37.6)	75(32.6)	72(31.9)	197(33.4)	49.9(<.001)
MARTA	24(18)	44(19.1)	3(1.3)	71(12.1)	
Bicycle/Walk	53(39.8)	107(46.5)	151(66.8)	311(52.8)	
Estimated spending					
Nothing	24(18)	39(17)	27(11.9)	90(15.3)	25.1(<.001)
< \$10	60(45.1)	100(43.5)	80(35.4)	243(41.3)	
≥ \$10	47(35.3)	91(39.6)	105(46.5)	240(40.7)	

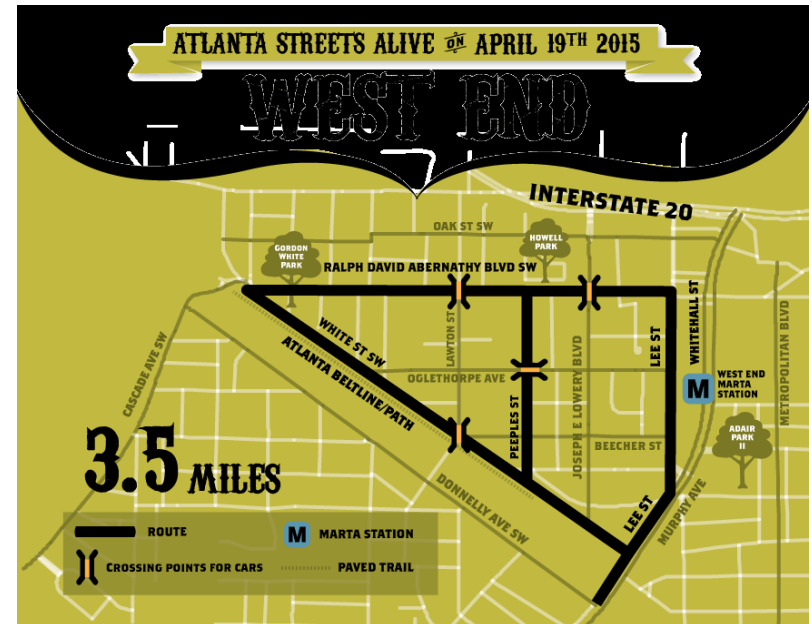
Results

Table 3. Physical Activity (PA) characteristics at the Atlanta Streets Alive events assessed by survey (2010, 2012)

Type of PA ^b	ASA 1		ASA 2		ASA 5		TOTAL N= 589		P
	N(%) ^a ;	Mean Minutes (SD)	N(%) ^a ;	Mean Minutes (SD)	N(%) ^a ;	Mean Minutes (SD)	N(%) ^a ;	Mean Minutes (SD)	
Walking	92(69.2);	58(64)	162(70.4);	53(58)	180(79.6);	59(51)	434(73.7);	57 (57)	P=.529
Cycling	58(43.6);	39(53)	89(38.7);	30(56)	75(33.2);	29(51)	222(37.7);	32.3(53)	P= .203
Stations	27(20.3);	4(15)	67(29.1);	13 (35)	27(11.9);	3(13)	121(20.5);	7.5(25)	P<.001
Meeting PA recommendation	31(23.3)	-----	46(20.0)	-----	37(16.4)	-----	114(19.4)	-----	P=.258
Alternative activity									
Indoors/TV/computer	46(34.6) ^g		114(49.6) ^g		123(54.4) ^g		224(38) ^g		P=.001
Other recreational activity/outdoors	69(51.9)		91(39.6)		64(28.3)		283(48)		
Other	17(12.8)		24(10.4)		26(11.5)		67(11.4)		
Average minutes at the event	151(70)			148(72)		130(50)		142(65)	P=.002
Total minutes of PA		109(55)		97(66)		95(55)		99 (60)	P=.154

Lessons Learned

- Events like ASA may improve **access** to safe public spaces for physical activity and recreation among **minorities**.
- ASA allows **active transportation** to be showcased as safe and beneficial to local residents.



Lessons Learned

- ***ASA, neighborhoods and business along the routes***
 - 1550 to 12520 participants per event in 1.5 to 2 miles.
 - ASA can also attract people from other neighborhoods as reflected in ASA's first route.
 - nearly 82% of the ASA participants anticipated spending \$10.00 USD or more at the event.



Lessons Learned

- ***ASA and promotion of PA***
 - ASA provided an opportunity to accumulate a substantial amount of PA to **meet the 150 minutes a week (CDC)**.
 - participants of events like ASA may **avoid sedentary time** and may be persuaded to engage in active recreation with many others in a public setting.
 - **walking** was observed to be the most frequent activity among ASA participants
 - Increasing opportunities for walking is likely to have a large public health impact since it is the most popular form of PA in the US



<http://www.atlantaintownpaper.com>



Lessons Learned

- ***Participants' perceptions of the ASA events***
 - ASA offers public spaces for activity and recreation in which **participants feel safe**
 - The majority of participants perceived ASA as **inclusive** and as promoting **socially cohesive environments where people “get along with each other”** and as allowing social contact with people they normally would not.
 - ASA was also perceived as an event that created **more vibrant environments** and enhanced a positive perception of the event area.



Implications for future events

- Higher mileage = increased attendance = increased cost and time spent fund-raising.
- Next steps for ASA
 - To continue to build on the growth, and translate the demand into safer, more **complete streets** every day.
 - To increase to a quarterly event by partnering more close with the City of Atlanta in the near future.
 - To continue to add new routes to bring the initiative and its goals to more parts of the city.



Conclusion

- Growing attendance, increasing distance and diversity of routes, participants and sponsorships highlights the potential for health impact.
- For ASA's continued growth and expansion, it must become a standing event on the City calendar to increase the potential population impact.
- Adding neighborhoods to this positive movement will support the building of a culture of health in the City of Atlanta.



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