



Murrieta General Plan Update

COMMUNITY WORKSHOP
Goals for a Healthy Murrieta
October 21, 2010
7:00 – 8:30 PM

Workshop Agenda

- About the General Plan Update
- Healthy Community Planning
- Small Group Discussions
- Group Presentations
- Conclusion and Next Steps



Pumpkin Raffle!



About the General Plan Update



Murrieta Today

- Over 100,000 residents
- Quality of life sustained by public investments:
 - Parks and recreation
 - Schools
 - Library
 - Community events
- Room to grow
- Educated workforce would like jobs closer to home



Murrieta General Plan

- Long-term plan for development
 - Private development
 - Public infrastructure & services
- Required by California
- Adopted in 1994, with portions updated in 2006
- Updated General Plan will address contemporary policy issues:
 - Climate Change
 - Sustainability
 - Smart Growth
 - Green Building
 - Healthy Community



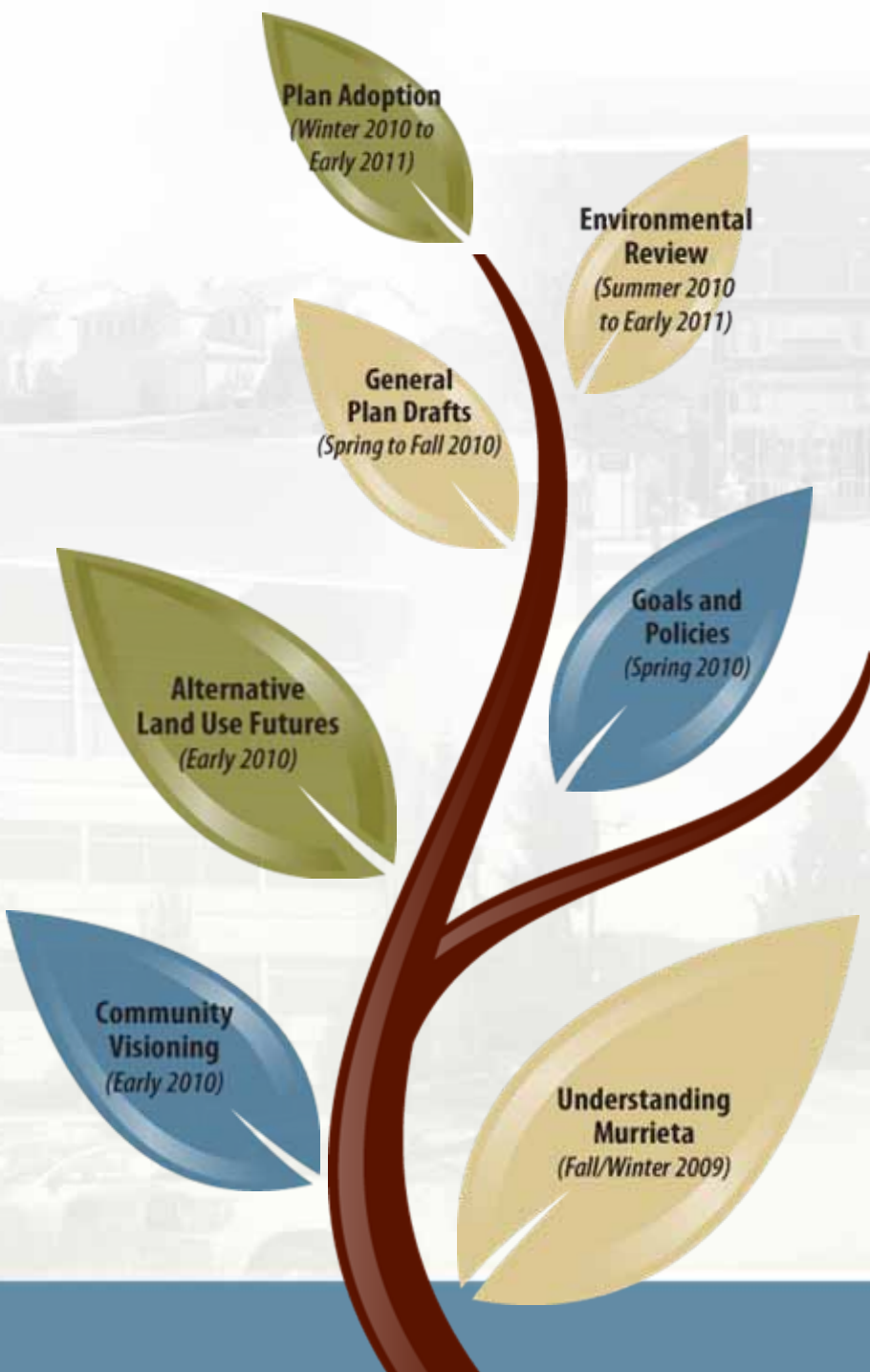
Murrieta General Plan Update Topics

- Vision
- Economic Development
- Land Use *
- Circulation *
- Conservation *
- Recreation
- Open Space *
- Air Quality
- Noise *
- Infrastructure
- Safety *
- Housing *
- Healthy Community

* Required by State Law



Economic development is the City Council's top priority



The Update Process: Fall/Winter 2009 to Early 2011





Early Stages

Visioning workshops
Online surveys



Community priorities

Community
Visioning
(Early 2010)

Understanding
Murrieta
(Fall/Winter 2009)



Community Priorities

- Natural Environment
- Rural Areas
- Community Character
- Recreation and Culture
- Historic Downtown Murrieta
- Youth Amenities
- Sustainable Economy
- Transportation
- Infrastructure and Services
- Governance





Land Use

Land use changes in
5 Focus Areas

Public workshops

City Council /
Planning Commission
Hearings

Alternative
Land Use Futures
(Early 2010)

Community
Visioning
(Early 2010)

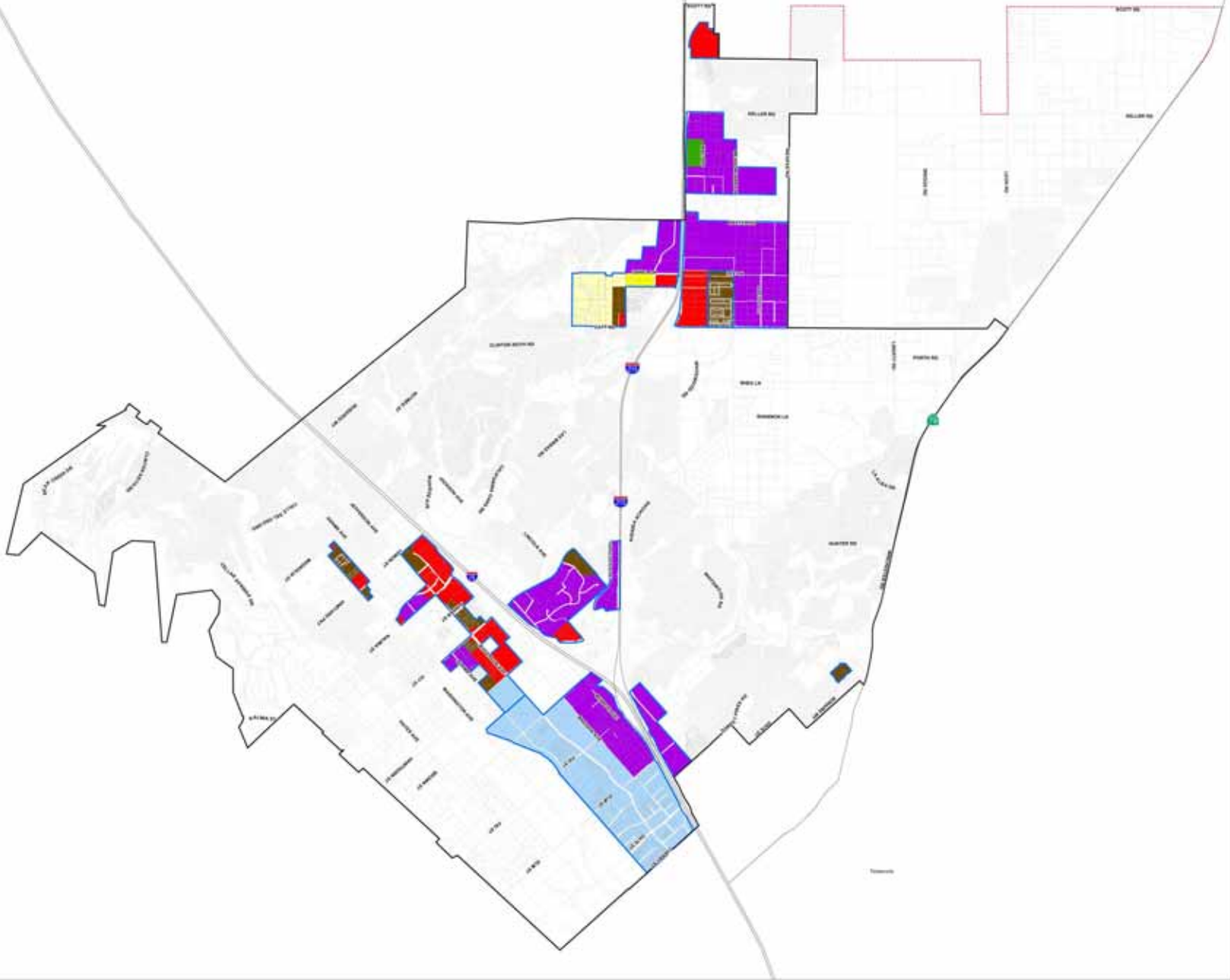
Understanding
Murrieta
(Fall/Winter 2009)





LEGEND

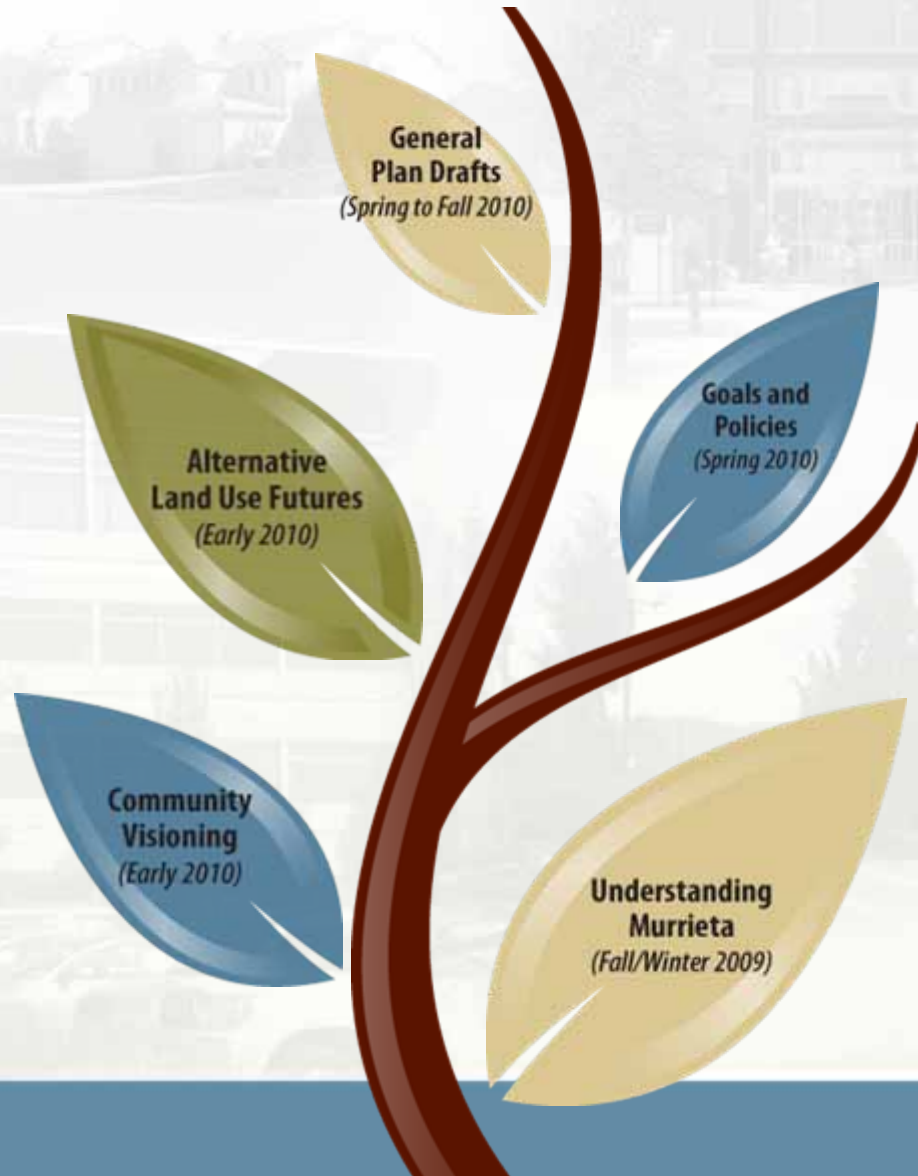
-  Rural Residential
-  Single Family Residential
-  Multiple Family Residential
-  Commercial
-  Business Park
-  Professional and Office
-  Parks and Open Space
- Parcels
-  Focus Areas
-  Sphere of Influence
-  City Boundary

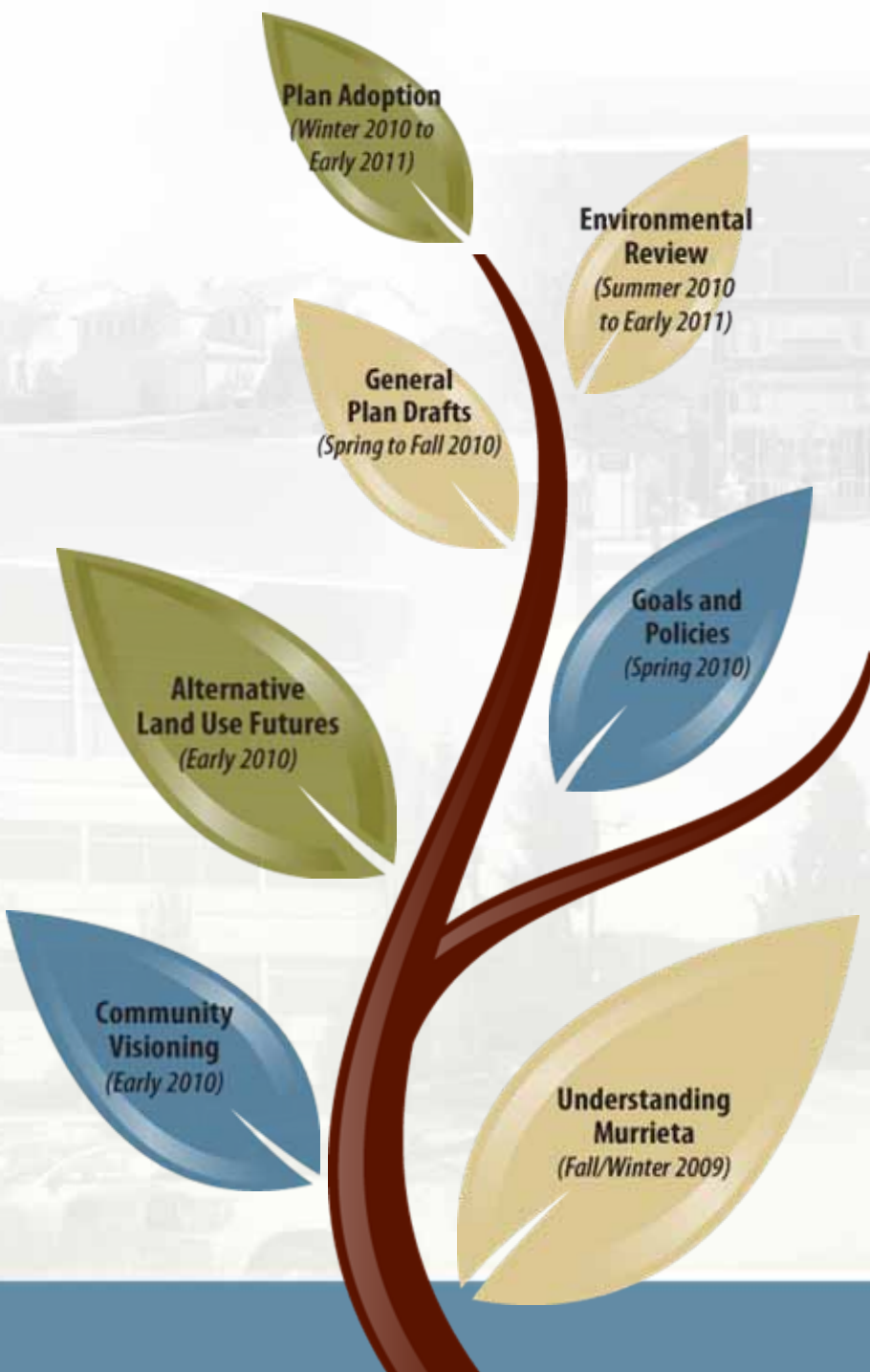


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Where We Are Now

Writing the draft
General Plan, which
includes goals &
policies





Next Steps

Public Review Draft
General Plan

Environmental Impact
Report

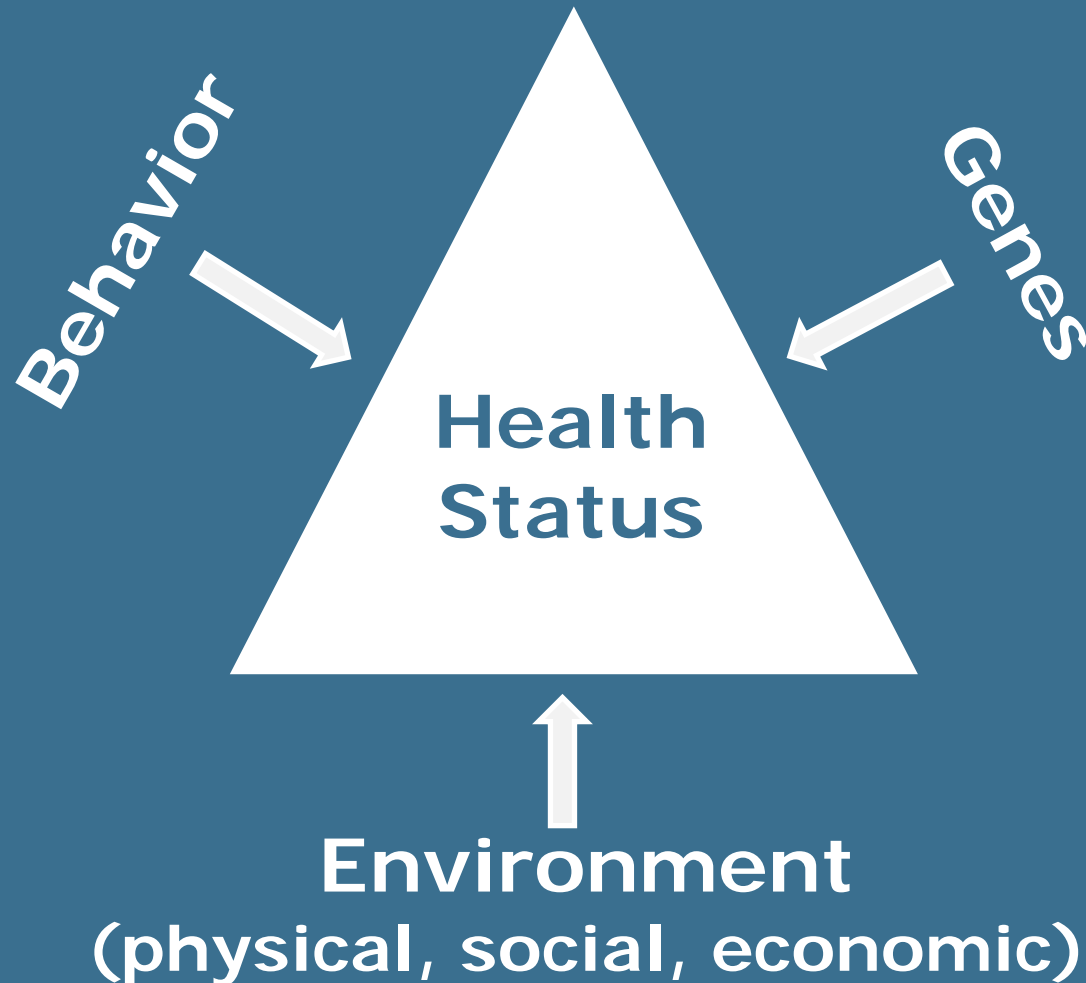
Plan Adoption!



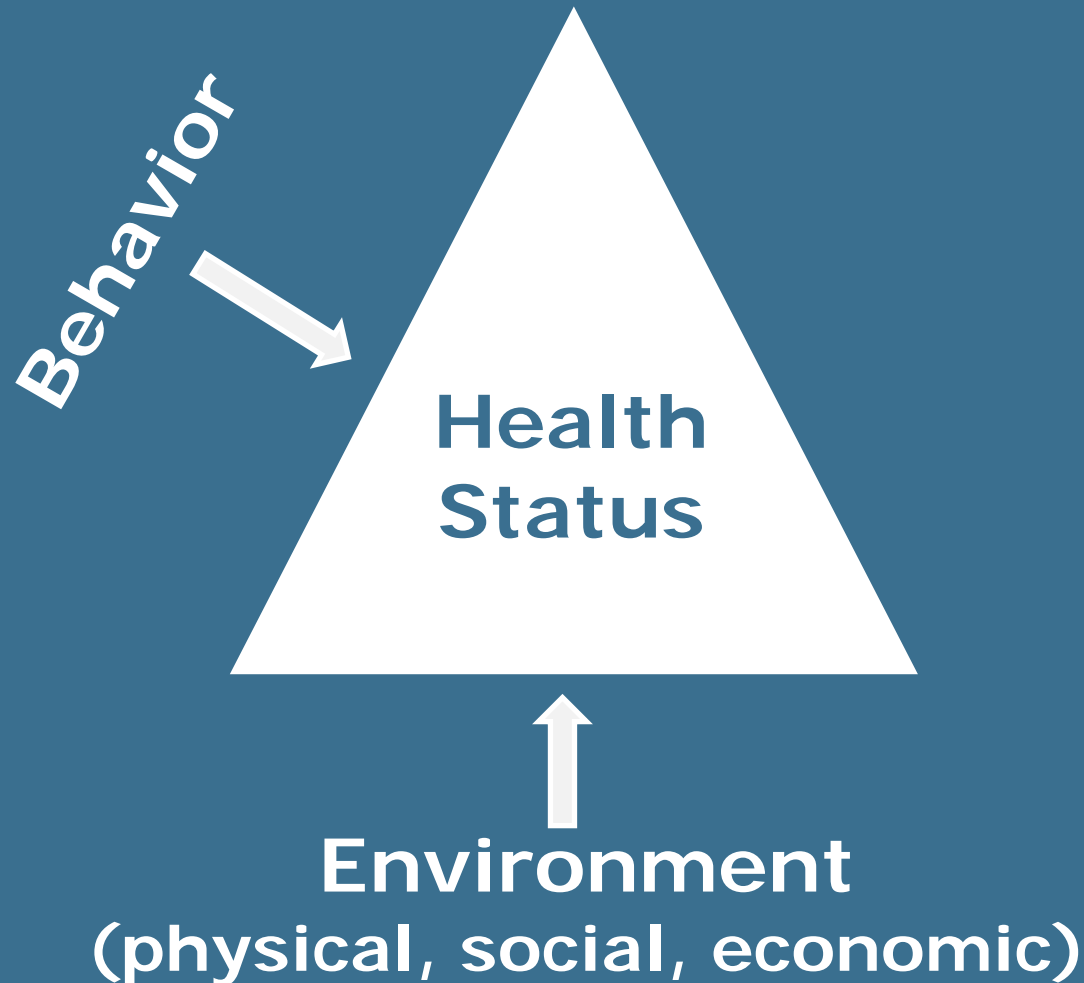
Healthy Community Planning



What Determines Health Status?



What Does the “Built Environment” Influence?





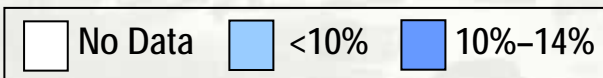
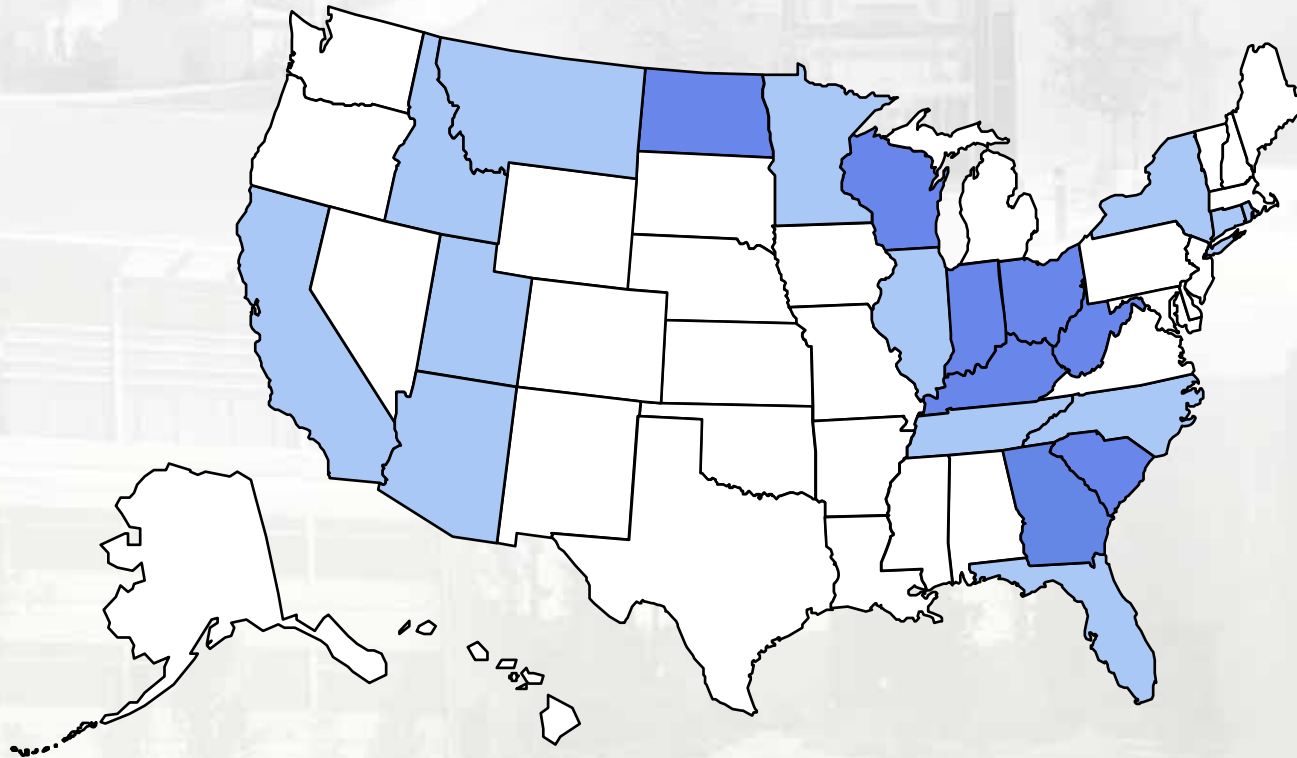
Source: CDC

Does Our Built Environment Promote Health?

Obesity Trends* Among U.S. Adults

BRFSS, 1985

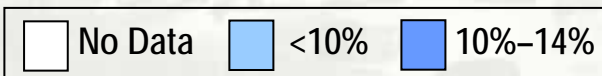
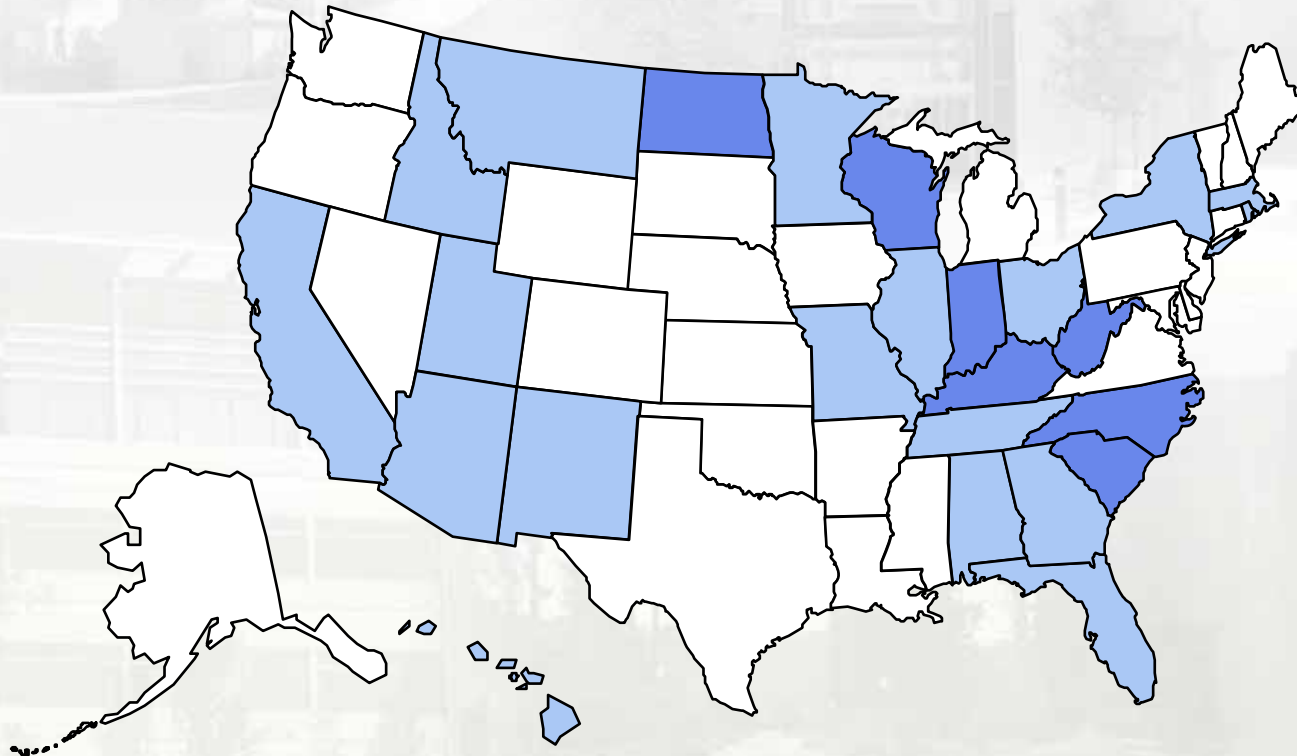
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Obesity Trends* Among U.S. Adults

BRFSS, 1986

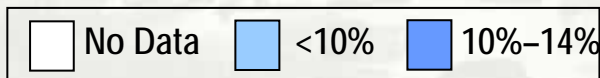
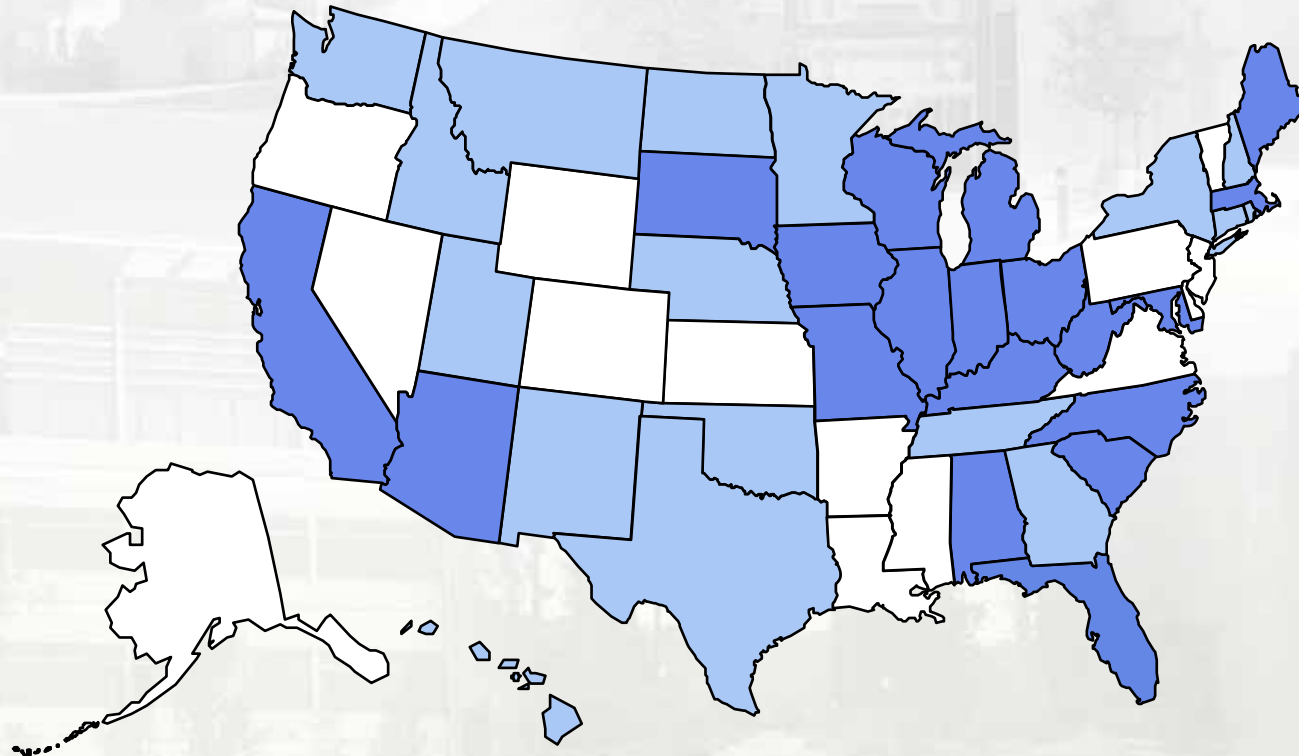
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Obesity Trends* Among U.S. Adults

BRFSS, 1988

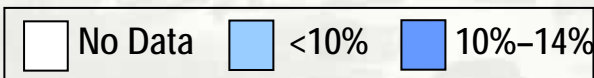
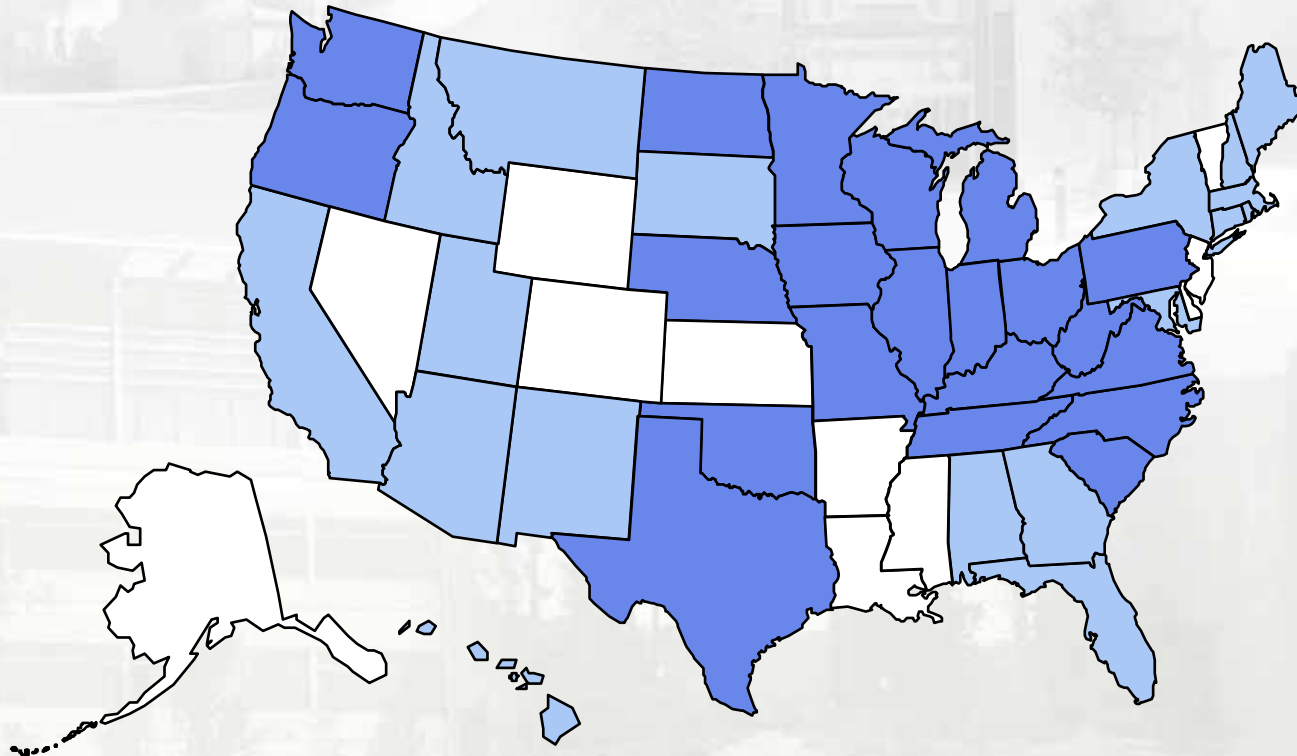
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Obesity Trends* Among U.S. Adults

BRFSS, 1989

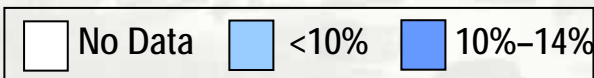
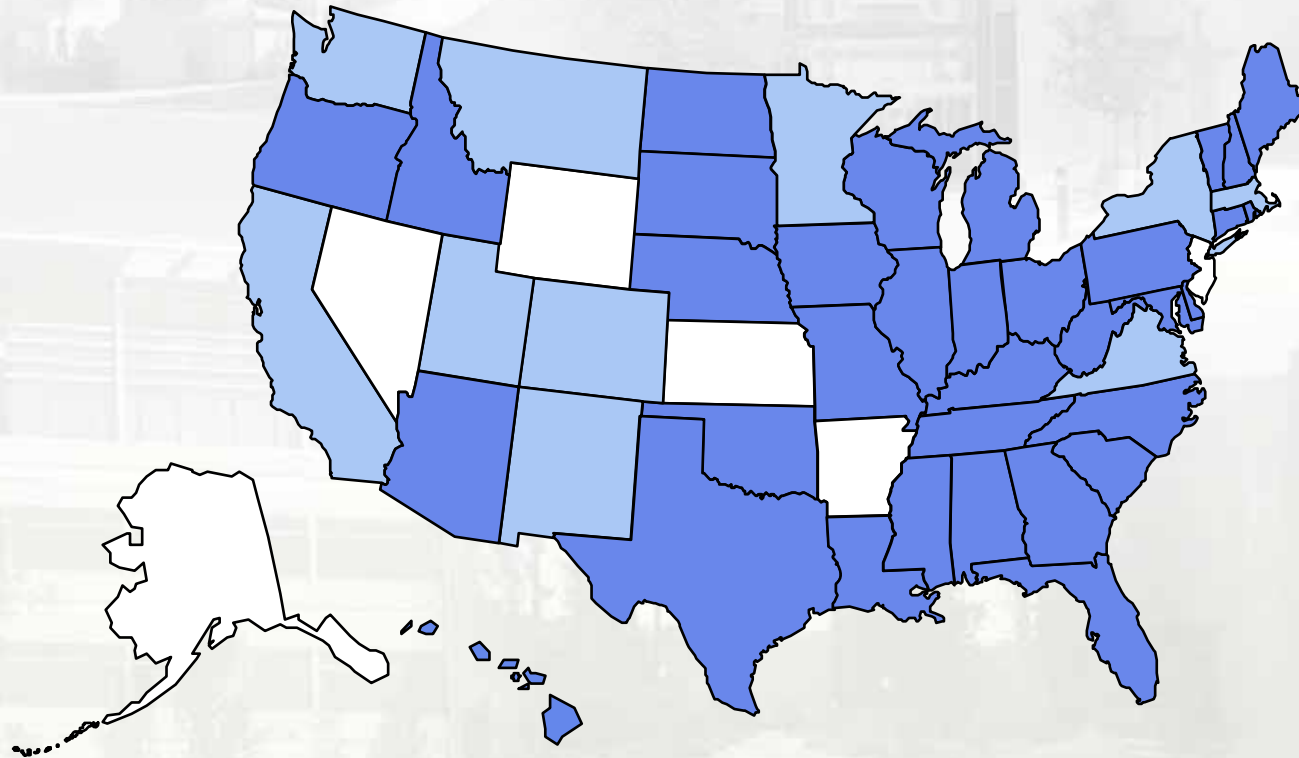
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Obesity Trends* Among U.S. Adults

BRFSS, 1990

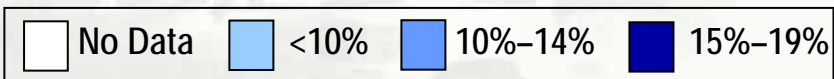
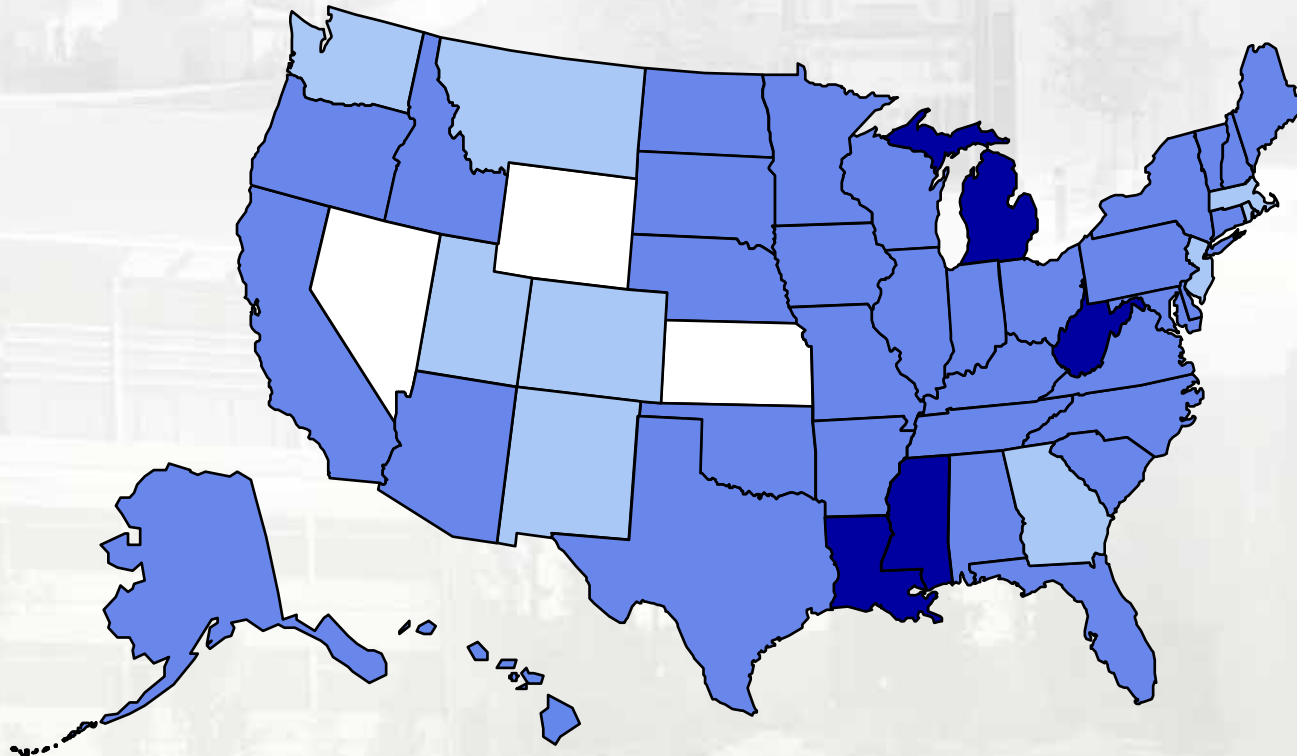
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Obesity Trends* Among U.S. Adults

BRFSS, 1991

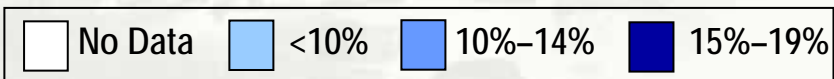
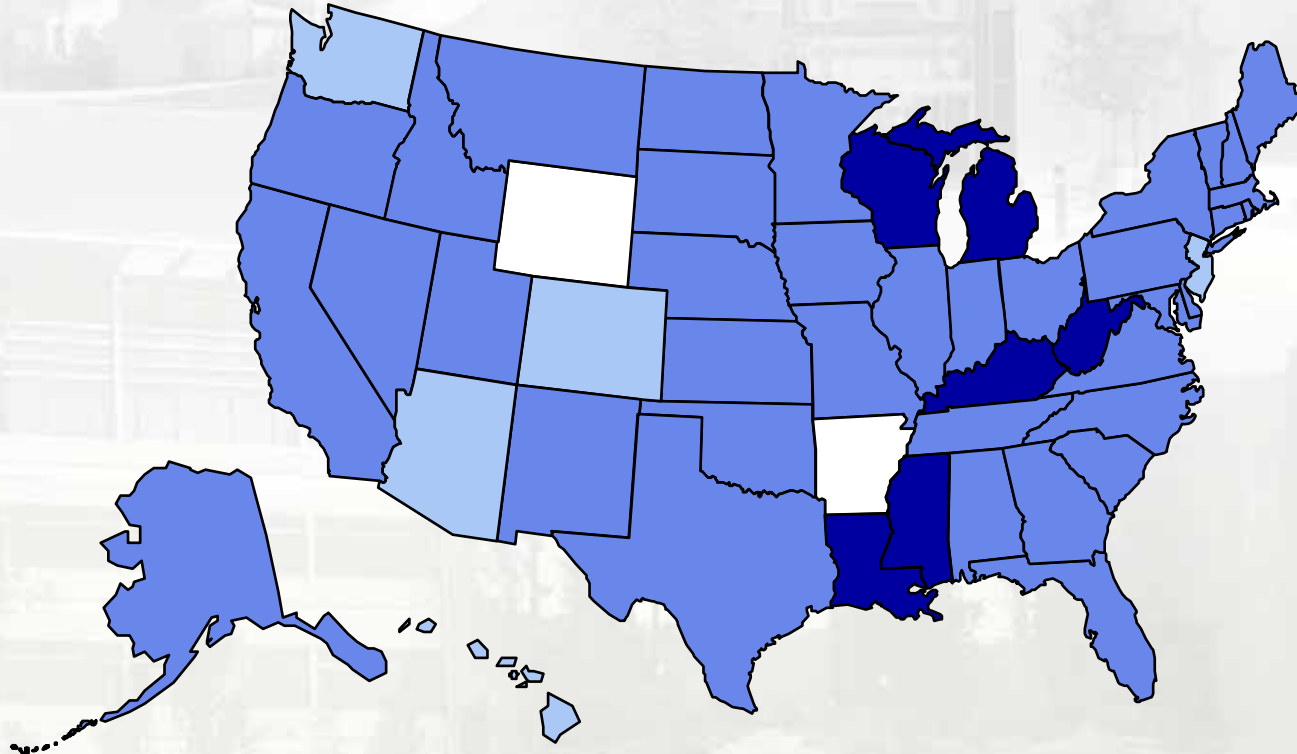
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Obesity Trends* Among U.S. Adults

BRFSS, 1992

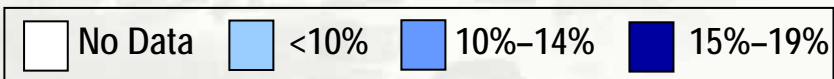
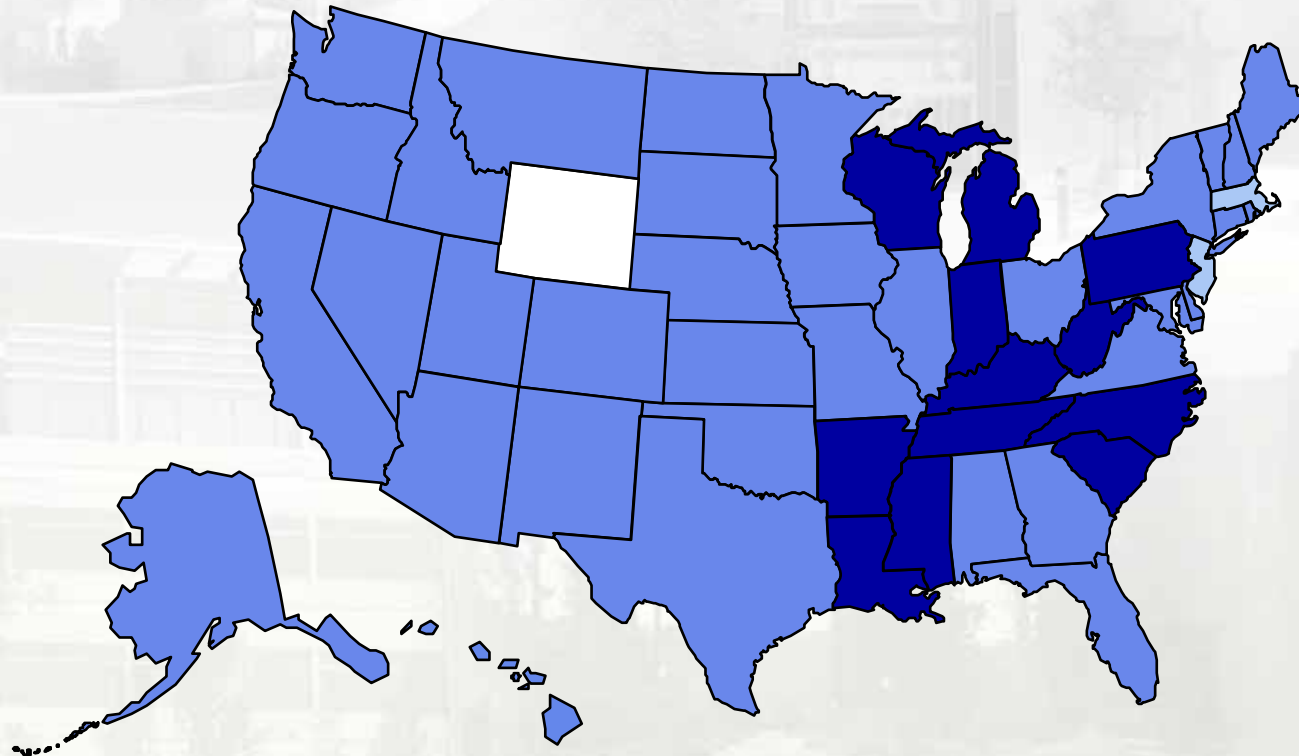
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Obesity Trends* Among U.S. Adults

BRFSS, 1993

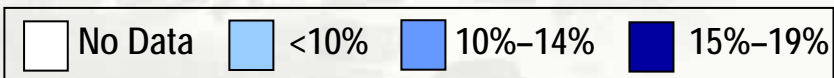
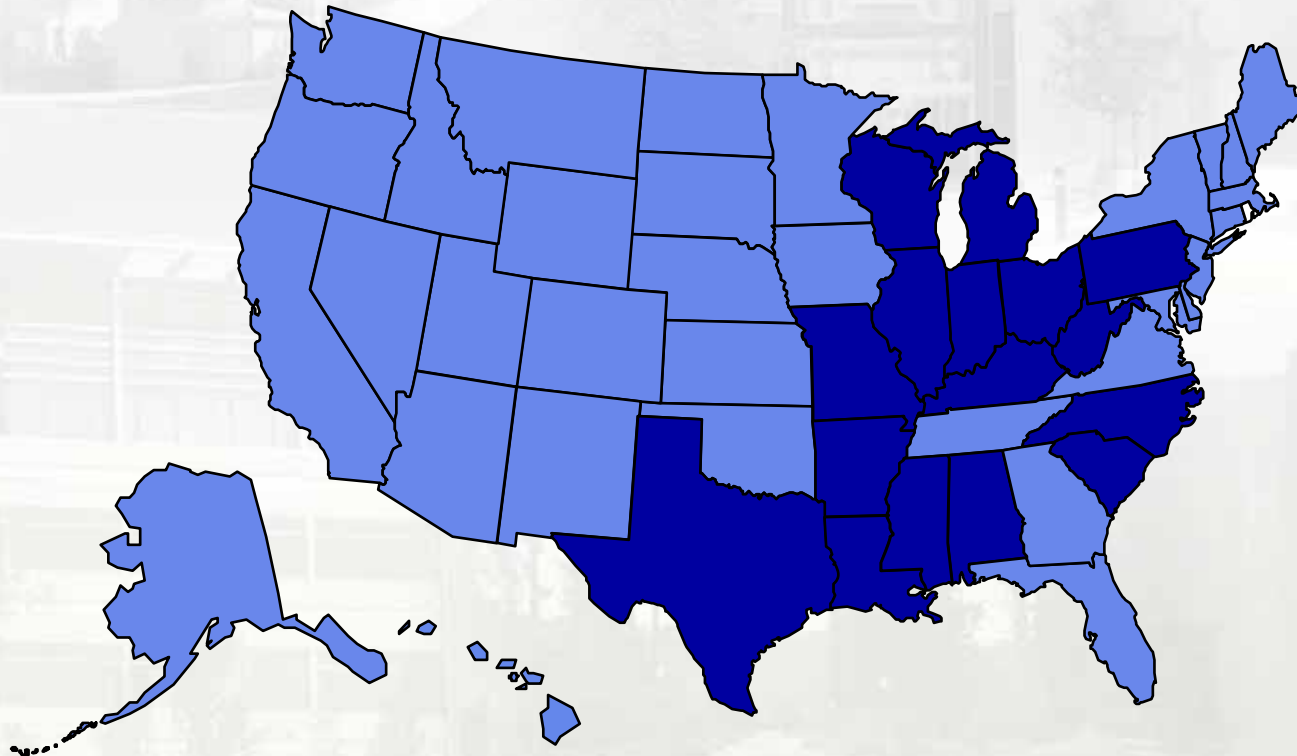
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Obesity Trends* Among U.S. Adults

BRFSS, 1994

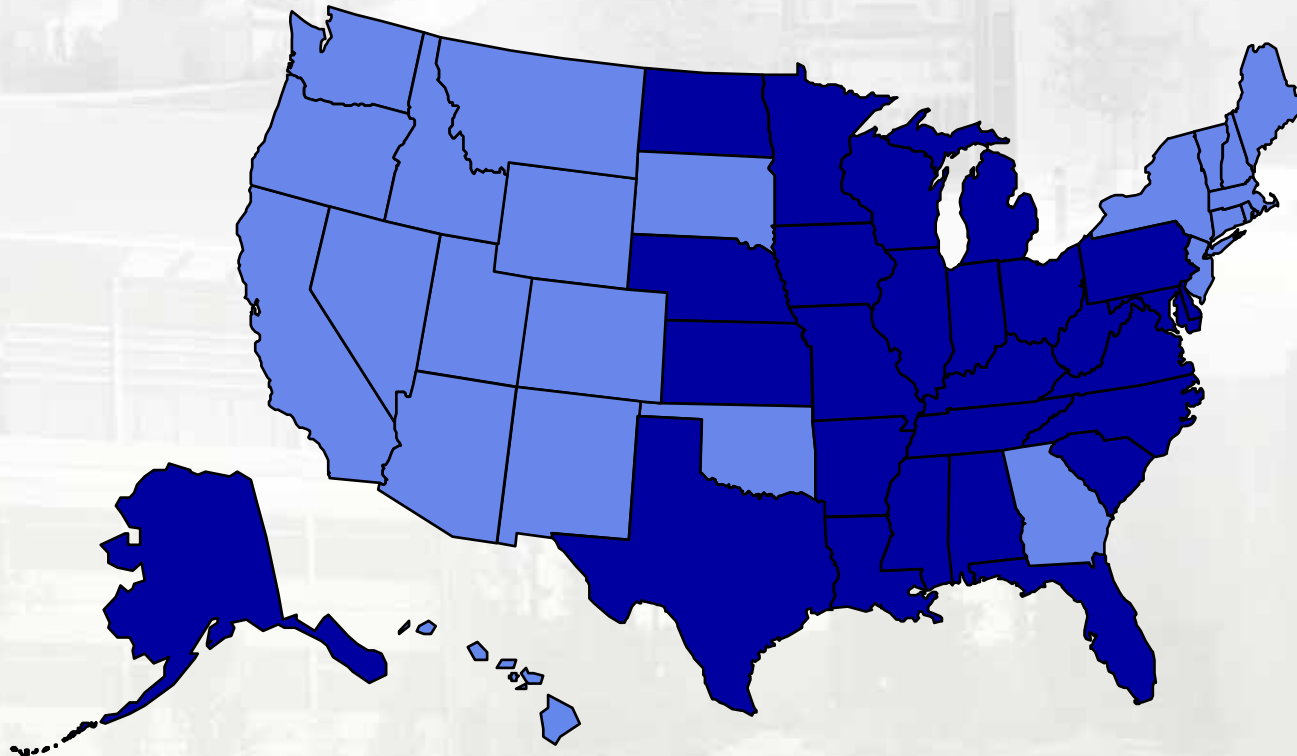
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Obesity Trends* Among U.S. Adults

BRFSS, 1995

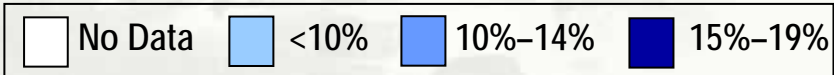
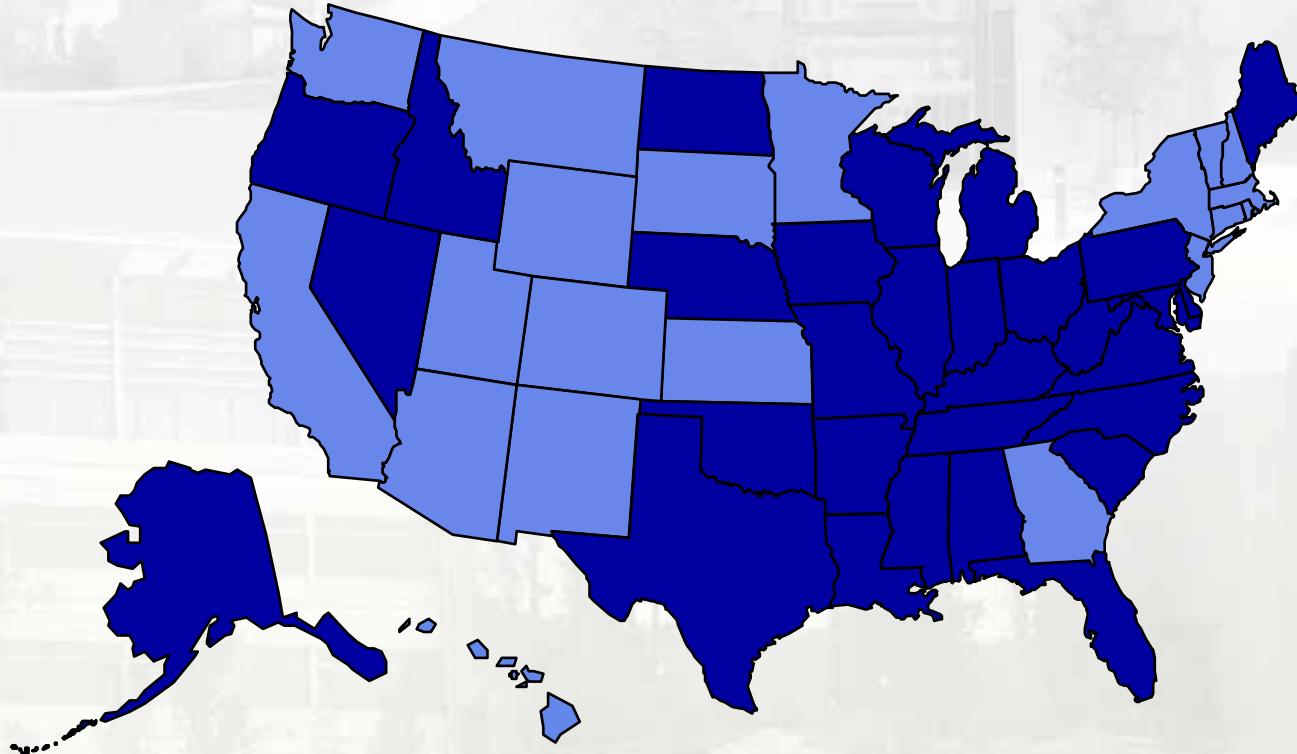
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Obesity Trends* Among U.S. Adults

BRFSS, 1996

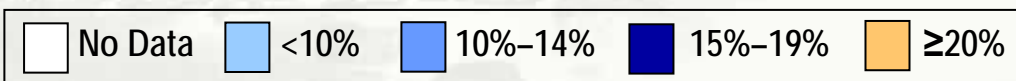
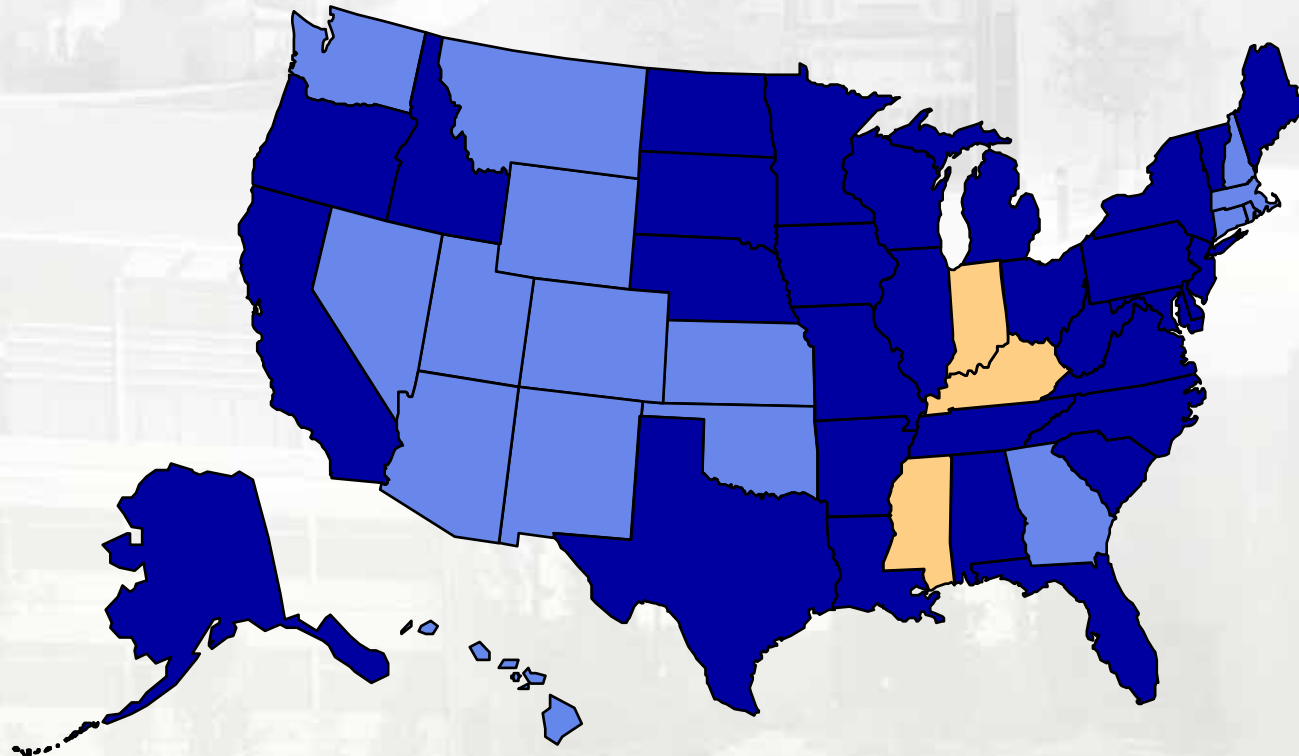
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Obesity Trends* Among U.S. Adults

BRFSS, 1997

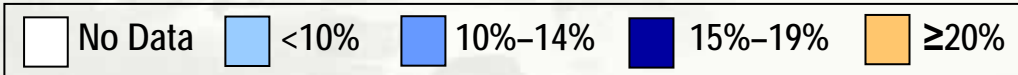
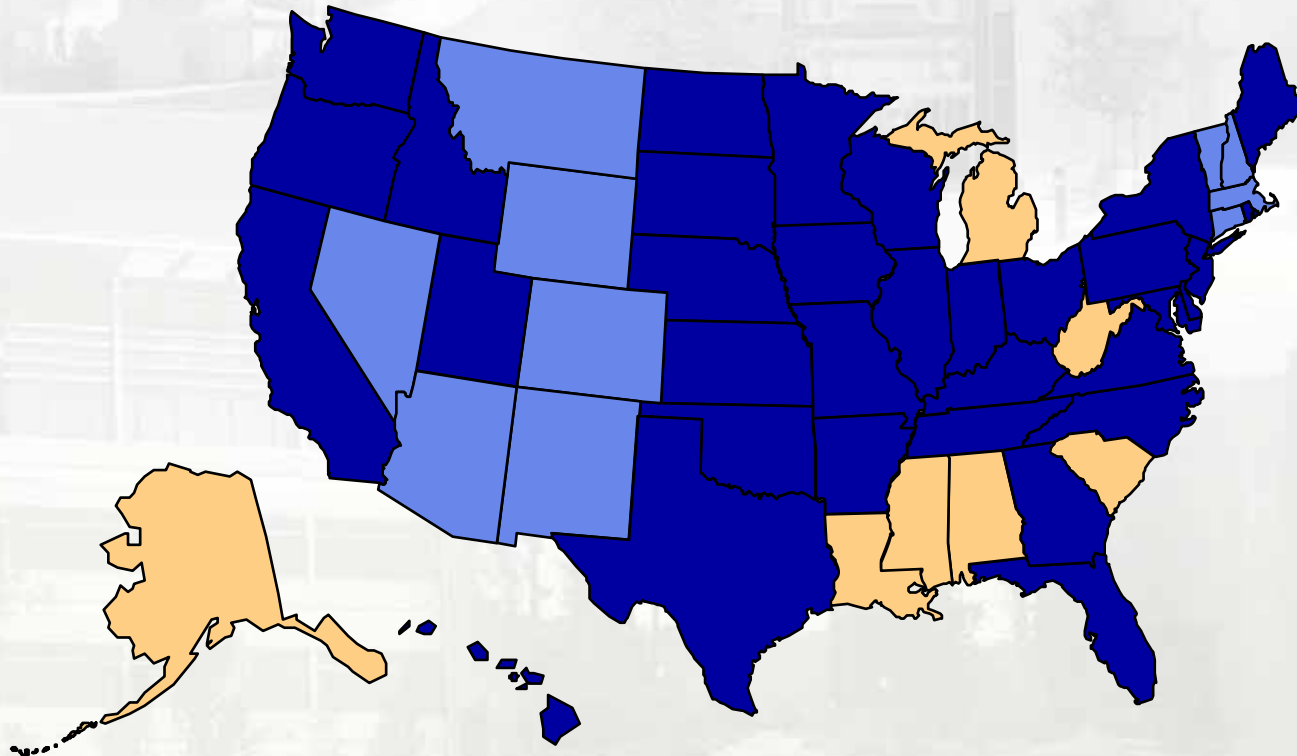
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Obesity Trends* Among U.S. Adults

BRFSS, 1998

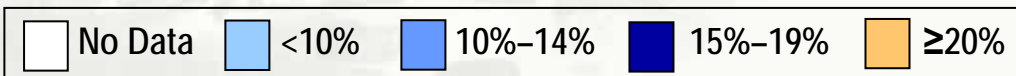
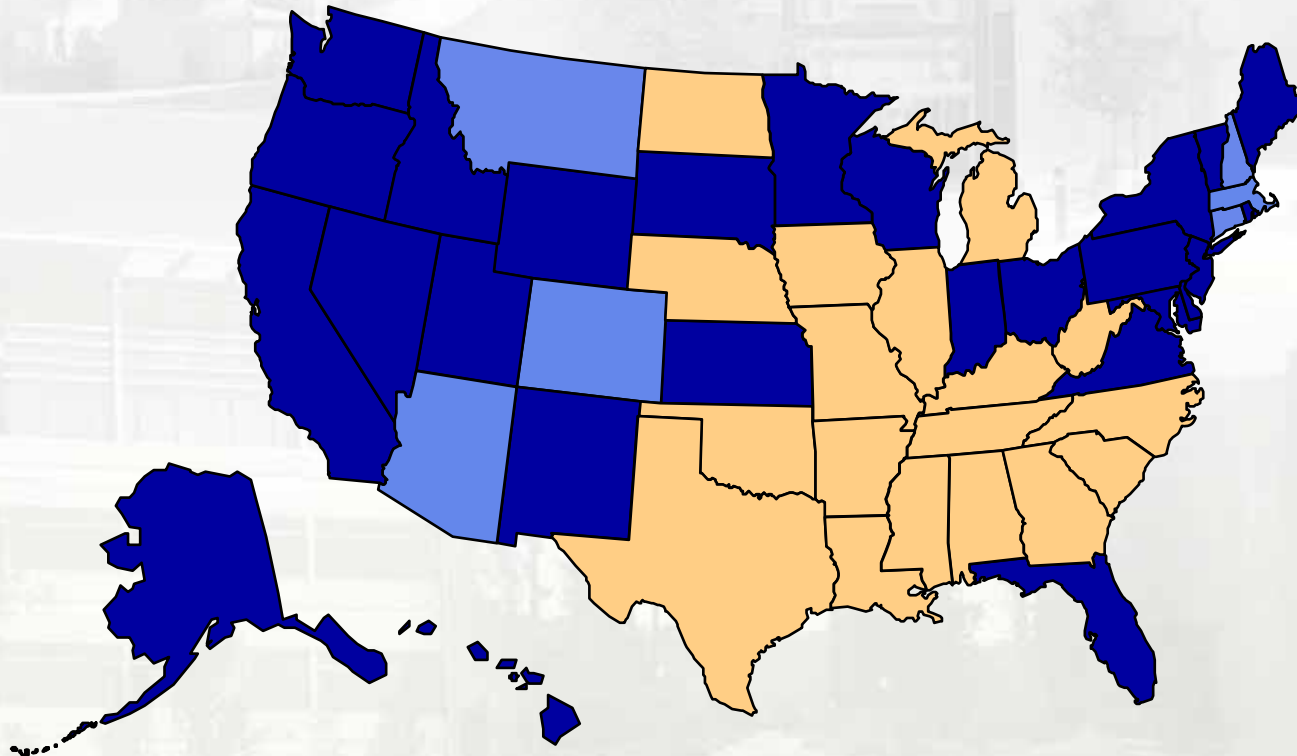
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Obesity Trends* Among U.S. Adults

BRFSS, 1999

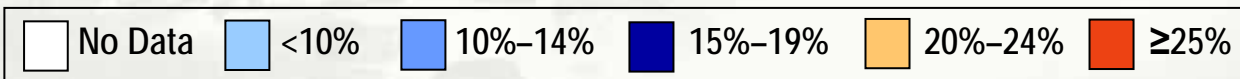
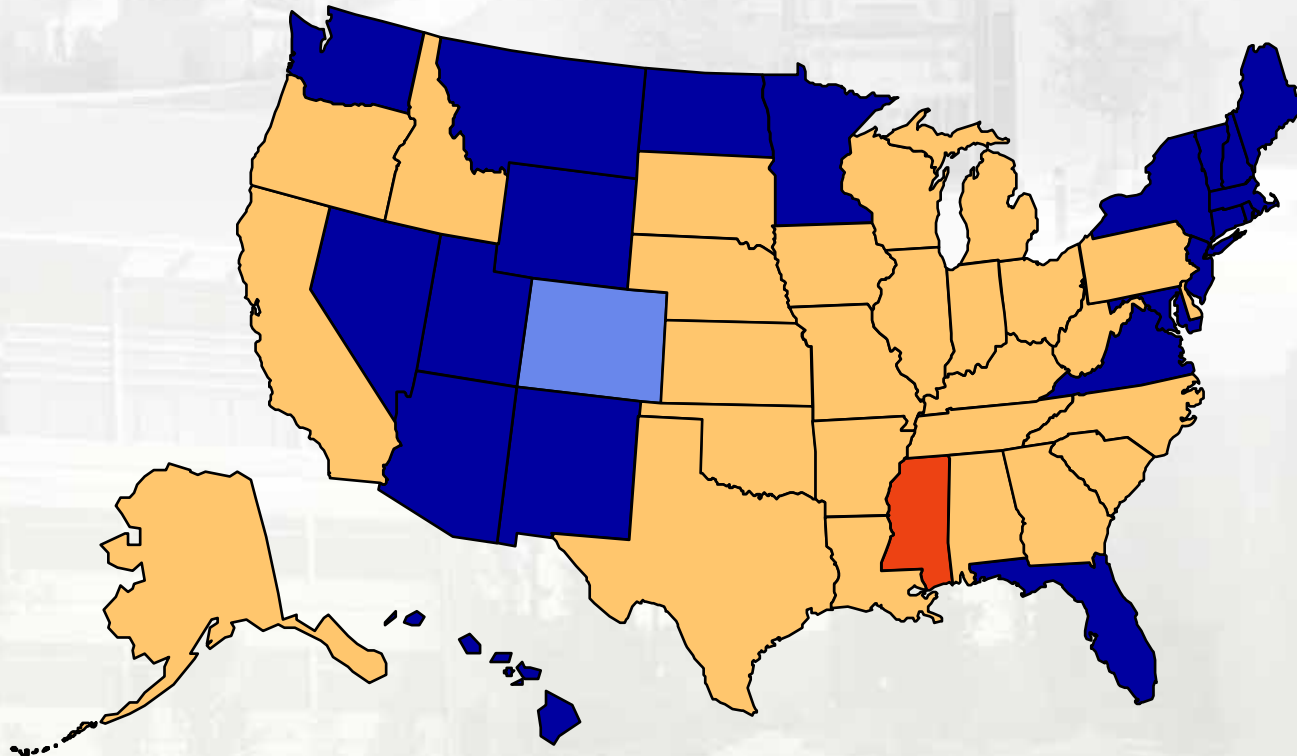
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2001

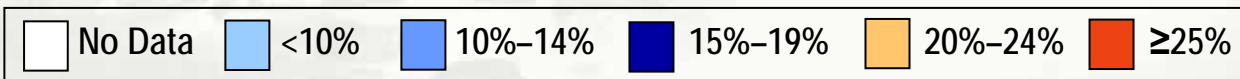
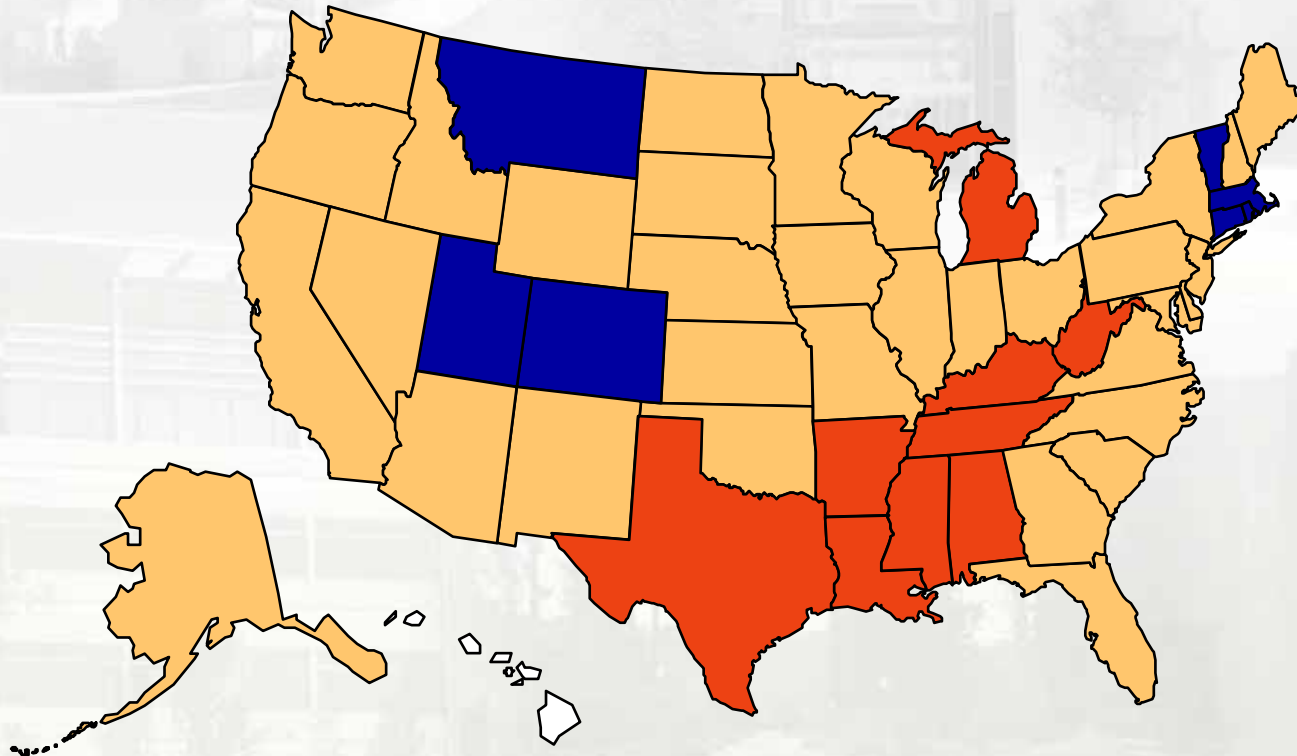
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Obesity Trends* Among U.S. Adults

BRFSS, 2004

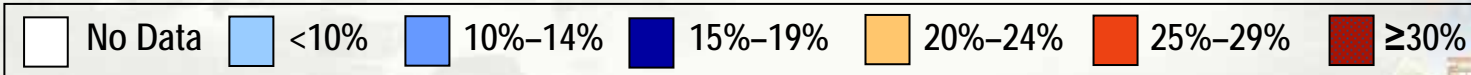
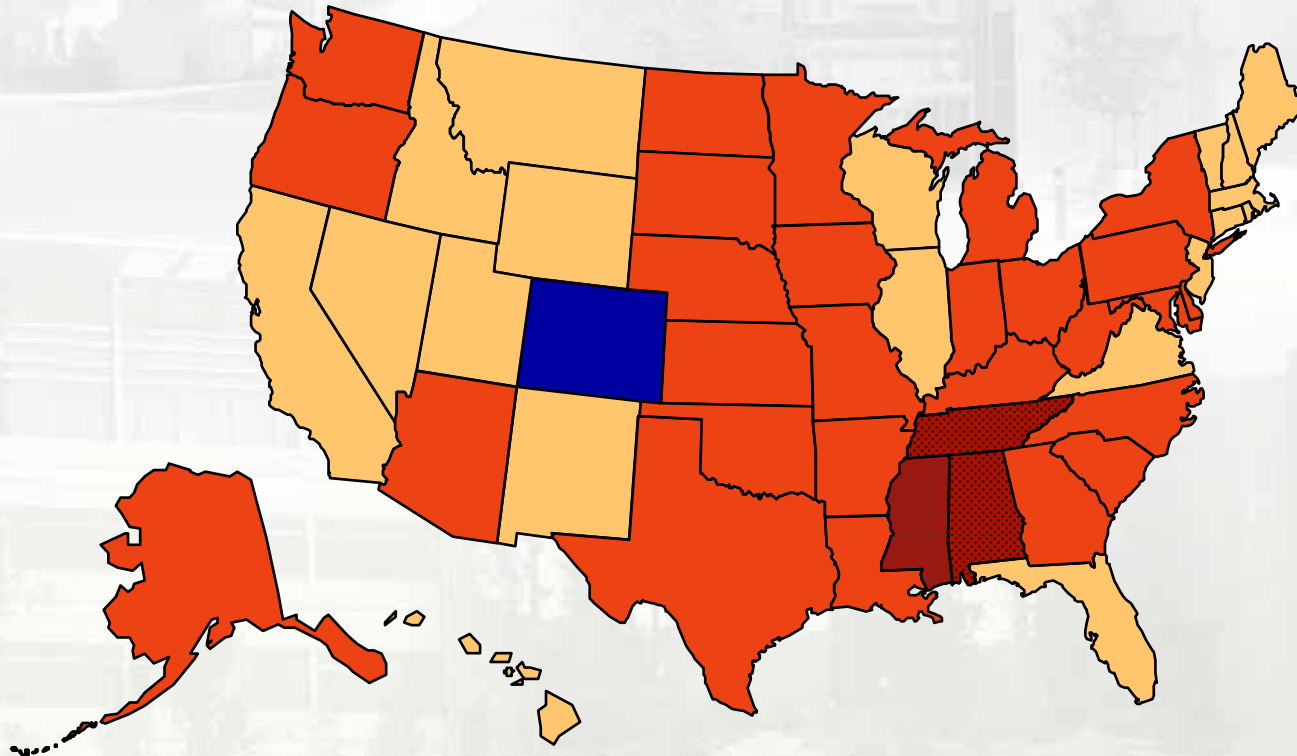
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2007

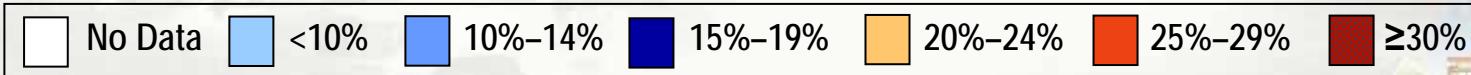
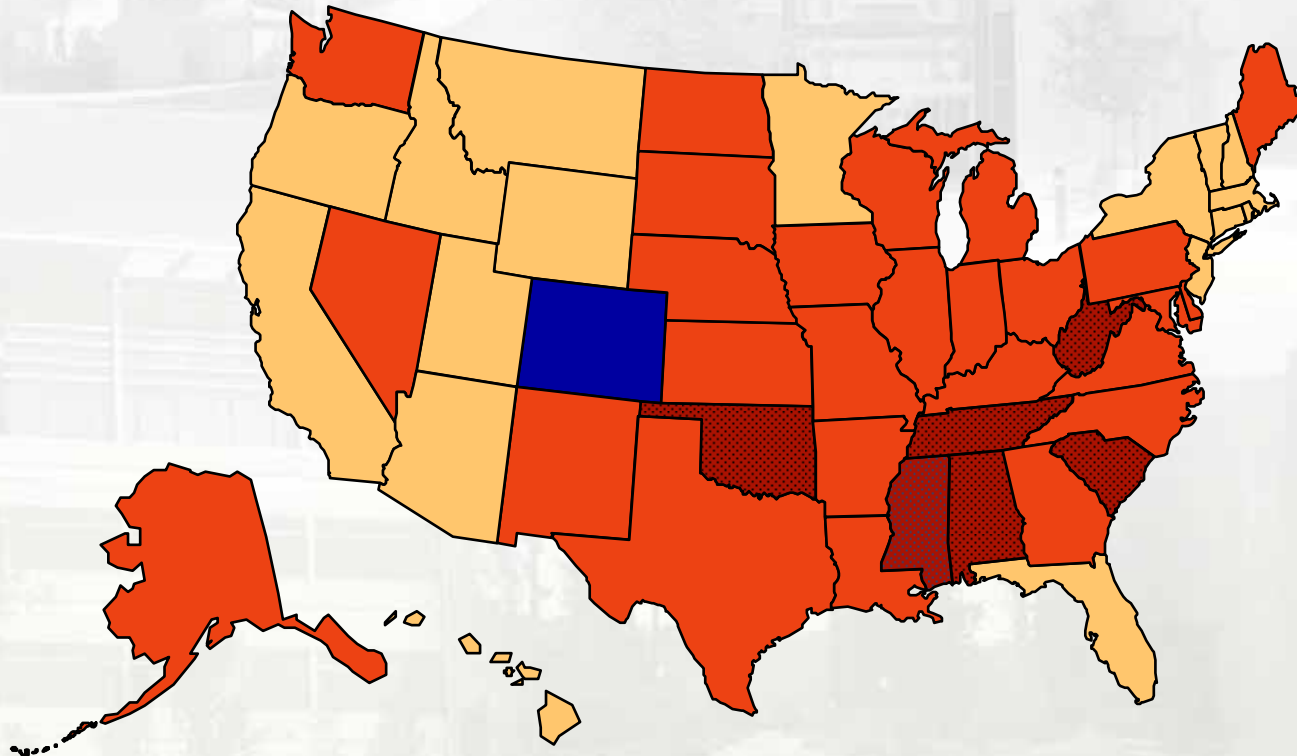
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Obesity Trends* Among U.S. Adults

BRFSS, 2008

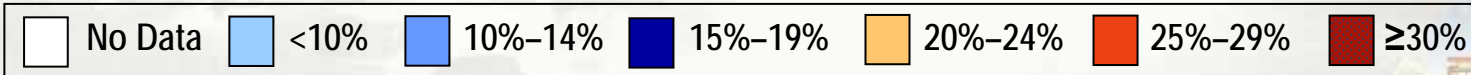
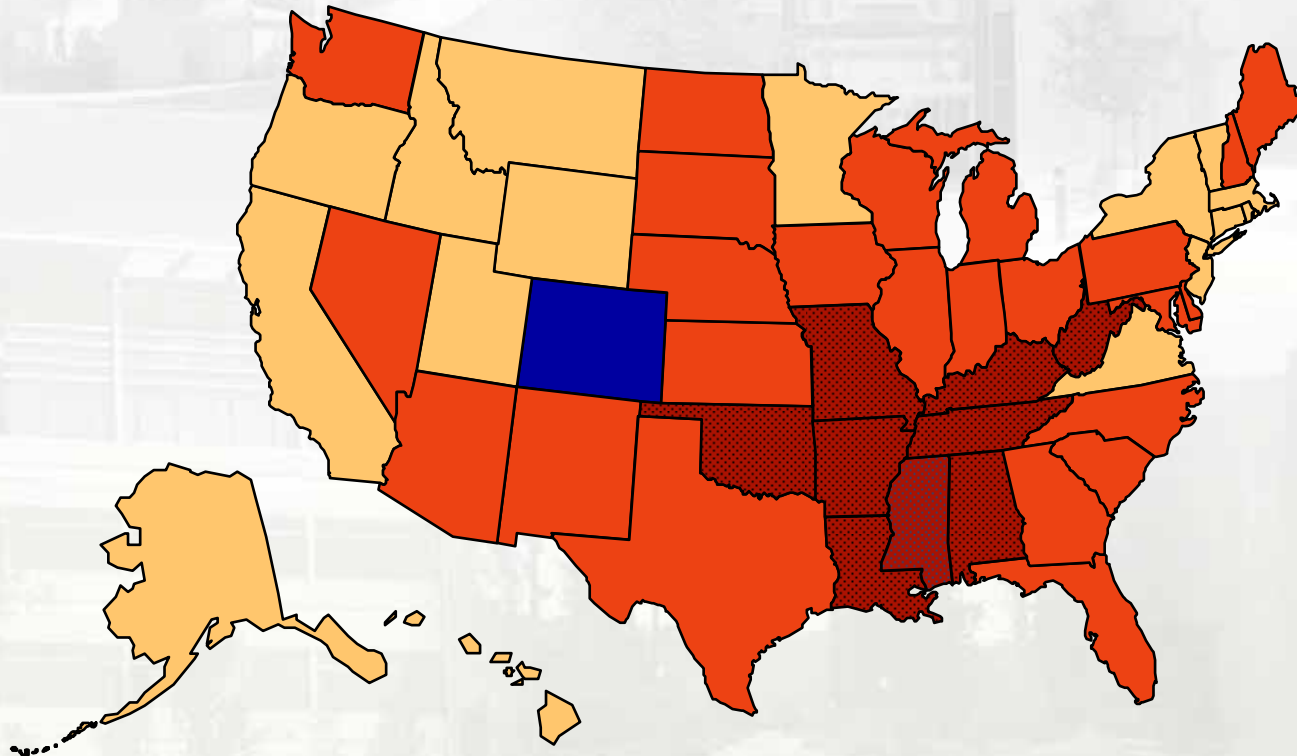
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Obesity Trends* Among U.S. Adults

BRFSS, 2009

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



U.S. Obesity Statistics

- 1 in 6 youth ages 6-19 is overweight.
- 64% of U.S. adults are overweight and 1 in 3 are obese.
- Being obese or overweight increases risk for cancer, heart disease, stroke, diabetes, and Alzheimer's.



Related National Trends?

Nutrition

- Americans consume around 10% more daily calories than they did in the 1970s.
- U.S. kids get about 40% of their daily calories from junk food.

Physical Activity Levels

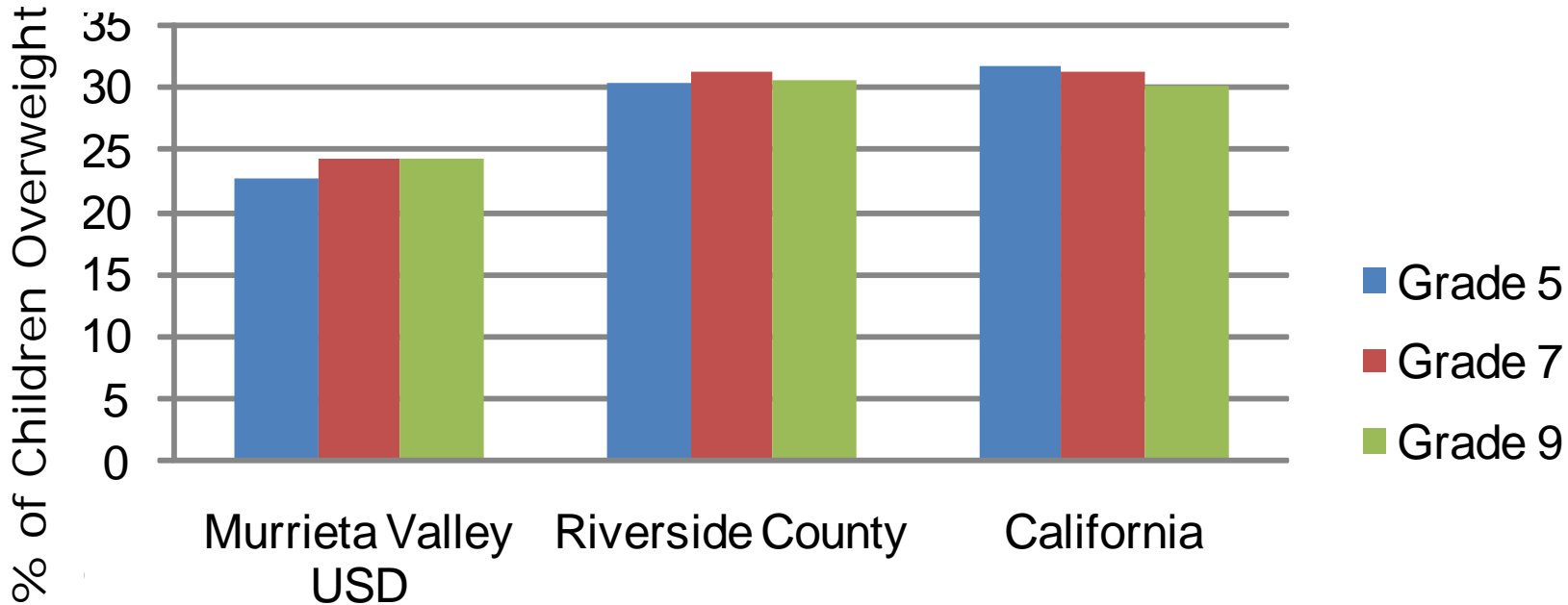
- 27% of U.S. adults are sedentary, and 50-70% do not achieve recommended physical activity.
- 1 in 3 high school youth do not engage in vigorous physical activity.
- U.S. children watch more hours of TV in a year than attend hours of school.



Data Sources: 2000 BRFSS, 2002 NHANES, Powell 1994, Pratt et. al. 2000; CDC. Giles-Cortie, Billie, 2002. National Cancer Institute, 2010; 2002 National TV Turnoff Week Data; *Journal of the American Medical Association*

Murrieta Statistics

% of School Children With Unhealthy Body Composition



Source: 2008-09 California Physical Fitness Report



Policy Decisions
Parks, Urban Form,
Transportation System, and
Land Use



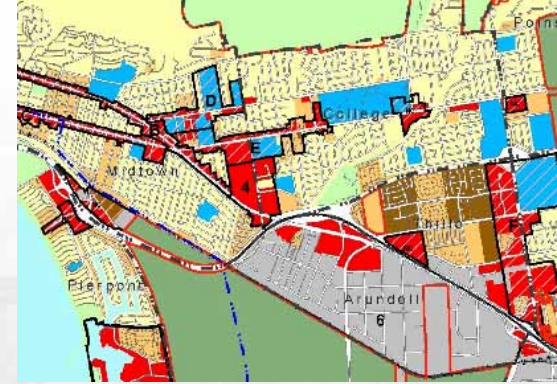
Built Environment
Access to Goods and Services
Travel Choices
Street Design



Health Indicators
Physical Activity Levels, Time Spent Driving
Access to Nutrition and Healthcare
Pollution, Stress



Health Outcomes
Diabetes, Obesity
Traffic Accidents, Respiratory Illness
Crime, Mental Health Issues



Making the Connection

The Data: Access to Healthy Food

- Low fruit and vegetable consumption is a strong predictor for chronic disease and obesity.
- The presence of a full-service neighborhood grocery store has been associated with higher fruit and vegetable intake and fewer overweight residents.



Sources: Obesity Research, 9(3), 171-178.
Inagami, S., et al (July 2006). You are where you shop: Grocery store locations, weight, and neighborhoods. American Journal of Preventive Medicine, 31(1), 10-17.
Epstein, L. H., et al. (March 2001). Increasing fruit and vegetable intake and decreasing fat and sugar intake in families at risk for childhood obesity.

Murrieta: Access to Healthy Food

- Relatively well-served by grocery stores (1.4 grocery stores / 10,000 residents).
- Relatively low proportion of liquor, convenience and fast food stores.
- 25 retail dessert outlets.
- Riverside County residents eat more fast food than CA residents.
- About ½ the population eats the recommended 5+ daily servings of fruits and vegetables.
- New community garden (Produce for People) and farmers' market (at Village Walk Plaza).



Riverside County: Physical Activity

Among Riverside County adults:

- 14.3% report having no physical activity on a regular basis.
- 50.1% report some physical activity.
- 17.7% report moderate physical activity.
- 17.8% report vigorous physical activity.

What Impacts Physical Activity?

- Land Use
- Transportation
- Parks and Recreation



The Data: Land Use and Health

- People who live in walkable neighborhoods report 30 mins. more walking than less walkable areas (Saelens, 2003).
- Residents of most walkable areas of Atlanta were found to be 2.4 times more likely to get recommended amount of physical activity (Frank, 2005).



Murrieta: Land Use

- Lower density
- Separation of land uses
- Mostly automobile-oriented
- Most residential neighborhoods are protected from toxic sites and other pollution sources (e.g., freeways)



The Data: Active Transportation Health Benefits

As walking and cycling increases:

- The tendency to be overweight or obese decreases
- The tendency to be physically active increases
- Per capita air pollution decreases
- Transit use increases



Automobile Transportation Health Risks

As driving increases:

- Tendency to be overweight increases
- Occurrence of traffic crashes increases
- Exposure to air pollution increases
- Driving related stress (road rage) increases
- Water quality decreases
- Civic participation declines



Murrieta: Transportation

- Average Murrieta commute is 36.5 minutes each way (CA average is 27 minutes).
- Most (77%) drive to work alone and only 1.4% walk or take public transit to work.
- Strong bicycle infrastructure to encourage mode shift.
- Streets grid has multiple barriers to walking (e.g., cul-de-sacs and unsafe crossings).



Photo Source: City of Murrieta. Historic Photos.
<http://www.murrieta.org/images/albums/historic/index.asp>

The Data: Health and Parks

- People living within 1/4 mile of a park are 25% more likely to meet the Surgeon General's minimum exercise recommendation of 30 minutes three Xs a week.
- In one study of young children, a 1% increase in park and recreation area within a 1/2-mile radius of the home was associated with a 1.2% increase in physical activity.



Sources: L. Frank et al., 2000, Linking Land Use with Household Vehicle Emissions in the Central Puget Sound: Methodological Framework and Findings, Part D, Vol. 5, Transportation Research.

Roemmich, J. N., et al. (2006). Association of access to parks and recreational facilities with the physical activity of young children. *Preventive Medicine*, 43(6), 437-441.

Murrieta: Parks and Recreation

- The city contains 476 acres of parkland within 48 total parks.
- There are six areas in the city underserved by parks (*further than ½ mile from a park*).
- At current population levels, the city requires 34 acres of additional park space to meet its internal standard of 5 acres of parkland per 10,000 residents.



Healthy Community Element

Key Topics:

- Access to Healthy Food Sources
- Healthy Transportation
- Land Use and Design
- Access to Parks and Recreation
- Other topics of importance we hear tonight ???



Small Group Discussions



Small Group Discussion

- Your table has 30-40 minutes for 2 topics
- Work toward consensus!
- Help everyone to contribute
- Keep an open mind



Group member roles:

- Presenter*
- Recorder*

Worksheets



Governance

Promote community involvement and provide for a fiscally sound future.

1) Warm-Up Discussion

Spend a few minutes thinking as a group about what the City should try to accomplish.

Discussion questions: What kinds of decisions do you feel the public should be involved in? What kinds of information do you expect the City to provide? In what ways can community members assist the City? Do you see opportunities to provide for the City's long-term fiscal health?

Notes:



Community Character

Protect and foster a strong sense of community and safety, as well as the "home town" feeling.

1) Warm-Up Discussion

Spend a few minutes thinking as a group about what the City should try to accomplish.

Discussion questions: When do you experience a sense of community in Murrieta? What makes you feel safe? What about Murrieta seems like a "home town"? What is it that the City needs to protect and foster?

Notes:

2) What should the City's major goals be, for Community Character?

1.

2.

3.

3) Can you suggest ways that the City can promote health while pursuing these goals?

1

Warm-Up Discussion

2

What should the City's major goals be?

3

Can you suggest ways that the City can promote health while pursuing these goals?



Join a Table!

Table Name	Community Priorities
Community	Community Character / Governance
Heritage	Historic Downtown Murrieta / Rural Areas
Economy & Services	Sustainable Economy / Infrastructure and Services
Environment & Transportation	Natural Environment / Transportation
Recreation, Culture & Youth	Recreation and Culture / Youth



Group Presentations



Conclusion and Next Steps



THANK YOU!

For more information, contact:

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City of Murrieta
generalplan@murrieta.org
(951) 461-6412



www.murrietaplan.info