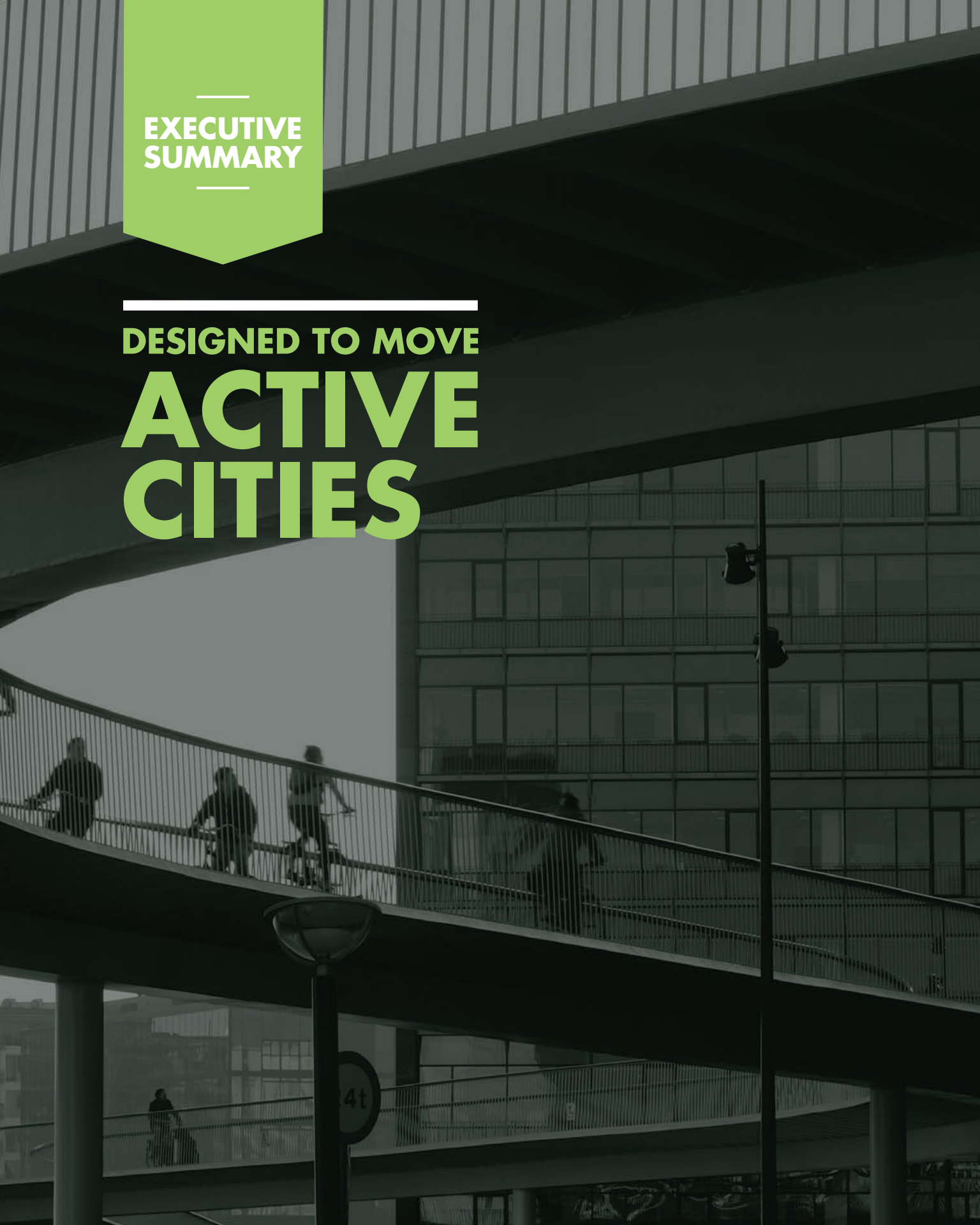


—
**EXECUTIVE
SUMMARY**
—

DESIGNED TO MOVE
**ACTIVE
CITIES**





SPORT EVENTS CREATE A CULTURE OF PHYSICAL ACTIVITY AND CAN BOOST A CITY'S GLOBAL PROFILE



ASK KIDS AND FAMILIES WHAT KINDS OF ACTIVE SPACES THEY WANT MOST



LAWS THAT SUPPORT ALL TYPES OF WHEELS CREATE A GREAT ENVIRONMENT FOR ACTIVITY



NO-CAR ZONES ARE SAFER, MORE FUN AND INCREASE ACTIVE TRANSPORT AND PARK USERSHIP



CITY PROGRAMS THAT PROVIDE DIVERSE OPTIONS GIVE MORE PEOPLE CHANCES TO BE ACTIVE

THIS IS ABOUT MAKING OUR CITIES MORE COMPETITIVE

HIGHER LEVELS OF PHYSICAL ACTIVITY ARE ASSOCIATED WITH POSITIVE OUTCOMES FOR NEARLY EVERYTHING THAT MATTERS IN CIVIC LIFE. ECONOMIC PERFORMANCE, SAFETY, HEALTH, THE ENVIRONMENT, COMMUNITY COHESION—THEY ALL IMPROVE WHEN PEOPLE MOVE.

TODAY, MANY PEOPLE DON'T LIVE IN PLACES WHERE THEY CAN WALK TO WORK OR TAKE THE STAIRS. CHILDREN CAN'T ALWAYS WALK OR BIKE TO SCHOOL SAFELY. ROADS ARE DESIGNED FOR CARS, INSTEAD OF THE PEOPLE WHO RIDE IN THEM. CITIES PAY A HIGH PRICE—FINANCIALLY AND IN THE HEALTH AND WELL-BEING OF RESIDENTS.

FORTUNATELY, A SOLUTION EXISTS. IT'S ABOUT CREATING AN ACTIVE CITY.

AN ACTIVE CITY DESIGNS URBAN SPACES FOR MOVEMENT BY ALL. IT PRIORITIZES ACTIVE TRANSPORT. PARKS AND PLAY SPACES ARE THE NORM. THERE ARE INCENTIVES FOR ACTIVE SCHOOLS AND WORKPLACES. THIS IS THE CITY THAT WILL THRIVE. AND SO WILL ITS CITIZENS.

DESIGN TO MOVE: ACTIVE CITIES IS A BLUEPRINT. IT PROVIDES A FRAMEWORK FOR CREATING AN ACTIVE CITY, WHATEVER ITS SIZE AND WHEREVER IN THE WORLD IT MAY BE.

Designed to Move: Active Cities reflects the insights and contributions of over 80 individuals and organizations from around the world. For a complete list of acknowledgments, please see the full report available online at designedtomove.org/resources.

THE EVIDENCE: ACTIVE CITIES ARE MORE COMPETITIVE

Researchers looked at 521 pieces of research across 5 key settings (parks, urban design, transport, schools and workplaces). The findings overwhelmingly support the idea that economic, safety, environmental, health and social benefits increase when cities are designed for physical activity.

The research is clear. Active cities are competitive cities. Cities designed for physical activity have increased retail activity, business revenue and economic development. Health care costs, crime rates and pollution are lower. Citizens are happier and healthier. Active cities are better off in many ways and so are the people who live in them.

Anyone who cares about the well-being of a city should care about how active that city is.

fig 1

THERE'S PLENTY OF EVIDENCE

OVER 500 FINDINGS FROM 17 COUNTRIES HIGHLIGHT THE BENEFITS OF CITIES DESIGNED TO MOVE



AN ACTIVE CITY IS A COMPETITIVE CITY

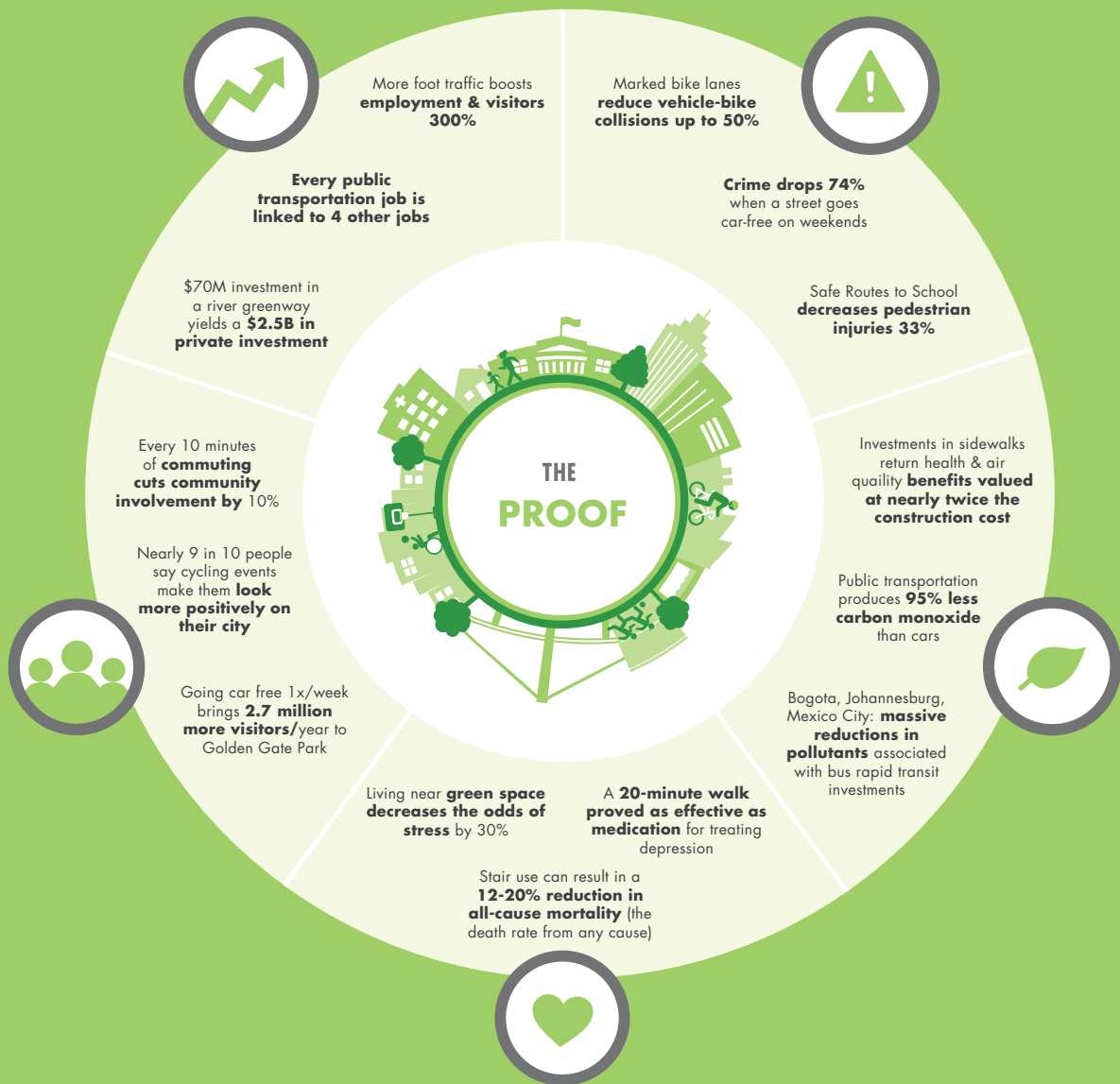
HIGHLIGHTS FROM THE FINDINGS SHOWED POSITIVE IMPACTS ON

- TAX REVENUE
- CRIME
- HEALTH CARE COSTS
- CO₂ EMISSIONS

THE CASE HAS BEEN MADE

fig 2

THE BENEFITS ARE BIGGER THAN YOU THINK



NIKE Commissioned U.S.-based Active Living Research (ALR) to compile the available evidence on the benefits of physical activity in the built environment. The full report of findings and all citations can be accessed at designedtomove.org/resources.

PROVEN INTERVENTIONS

Experts identified five “settings” in any city where physical activity has a solid return. Here are some of the biggest needle-movers in each:



OPEN SPACES/ PARKS

- Everyone lives near a park
- Everyone has access to park programs
- Urban areas feature green space
- Trails are safe, usable and nearby



SCHOOLS

- Schools are near students’ homes
- Schools have recreation and exercise facilities
- Agreements let others use school facilities when school is out



URBAN DESIGN/ LAND USE

- People live in mixed use communities
- Urban streets have greenery
- Streets are designed for safe, enjoyable walking and cycling
- Streets are connected to each other



BUILDING/ WORKPLACES

- Surrounding outdoor space is designed for people to move through
- Buildings encourage activity (e.g., visible stairs, bike parking and exercise equipment)
- Employees move thanks to active meetings, reimbursement for not parking, gym memberships and stairwell signage... to name a few



TRANSPORTATION

- Infrastructure, equipment and services accommodate and encourage walking and cycling
- Traffic calming measures make active transport safer and more enjoyable
- All residents have access to safe, reliable public transport



FUN, VISIBLE OPTIONS FOR EXERCISE AND PLAY CAN BE INEXPENSIVE WAYS TO CREATE A CULTURE OF PHYSICAL ACTIVITY



ACTIVITY FRIENDLY TRAFFIC LAWS MAKE MOVING SAFER FOR EVERYONE



OPENING UP WATERWAYS TO DIFFERENT KINDS OF MOVEMENT EXPANDS PEOPLE'S WAYS THEY CAN GET ACTIVE



MAKING RECREATION A PRIORITY ENGAGES MORE CITIZENS



WALKING AND CYCLING PATHS ALONG WATERWAYS BOOSTS TRADING, RETAIL REVENUE AND PROPERTY VALUE



SAFE, ACCESSIBLE, BUS RAPID TRANSPORT, INCREASE OPPORTUNITIES FOR ACTIVE TRANSPORT

ACTIVE CITIES DO FOUR THINGS REALLY WELL

Experts have identified the most effective strategies any city can utilize to become an active city. It's a framework that covers the highest-impact settings and can include everything from no-cost solutions that can be implemented today to completely changing the infrastructure and culture of a city.

fig 3

FOUR CALLS TO ACTION FOR ACTIVE CITIES



PRIORITIZE PHYSICAL ACTIVITY AS A SOLUTION

BUILD PHYSICAL ACTIVITY INTO MASTER PLANS, ADMINISTRATIVE ACTIONS AND INCENTIVES.

MAKE EXISTING RESOURCES ACTIVE RESOURCES

LOOK AT EXISTING RESOURCES FOR LOW-COST, HIGH-GAIN INTERVENTIONS LIKE ABANDONED SPACE AND AFTER-HOURS ACCESS TO FACILITIES.

DESIGN FOR PEOPLE TO BE ACTIVE

CITIES SHOULD BE BUILT FOR PEOPLE, NOT JUST CARS. RETHINK HOW YOU MEASURE WHERE, WHY AND HOW PEOPLE MOVE.

BUILD A LEGACY OF MOVEMENT

CREATE CHANGES THAT WILL LIVE BEYOND THE CURRENT ADMINISTRATION SUCH AS INFRASTRUCTURE AND POLICIES.

GETTING IT DONE



PRIORITIZE PHYSICAL ACTIVITY AS A SOLUTION

Champion it: Talk about the importance of physical activity, set a good example, celebrate success.

Plan for it: Build activity strategies and metrics into master plans, administrative actions and incentives across all policy areas.

Align city departments: Get everyone working together, so everyone benefits. Transport, education, culture, safety, economic development and others.

ACTIVE CITIES START AT THE TOP.

The mayor of *Oklahoma City (USA)* challenged his citizens to lose one million pounds. Then, he supported the building of trails, parks, sidewalks and safe cycling options to make it happen.

MAKE EXISTING RESOURCES ACTIVE RESOURCES

Rethink resources: Unlock parks. Open up school fields. Paint bike lanes. Reduce speed limits. Use the town square. And work to make all of those safer places to move.

Innovate and integrate: Look for unexpected solutions. Re-purpose abandoned lots, farm fields and industrial buildings to enable activity.

Use local influencers: Engage doctors, local athletes, teachers, community leaders, police... they can use their influence to inspire physical activity.

EVERY CITY HAS EXISTING RESOURCES.

New Delhi (India) recently launched Raahgiri Day, a weekly event that closes streets to cars so people can walk, bike, dance and skate freely.



DESIGN FOR PEOPLE TO BE ACTIVE

Find out what people want: Ask people what they want and need to be active.

Include everyone: Make sure everyone— e.g. children and women, the elderly, those with limited incomes and those with disabilities, has access to appropriate options.

Make physical activity a given: Expect policies, infrastructure and city efforts to support physical activity. Embed it into policies from the beginning.

DESIGN FOR PEOPLE, NOT JUST CARS.

Vision Zero in *Stockholm (Sweden)* aims for 0 road fatalities. It assumes system design—not people—is at fault for accidents. Road deaths have plummeted.

BUILD A LEGACY OF MOVEMENT

Create stakeholder demand: Take steps to ensure people like the plans in place. A new administration will be more likely to continue them.

Change the infrastructure: Create infrastructure that makes a difference: bike lanes, sidewalks, stairwells, active transport, trails, etc. They're difficult to change once they're in place.

Change the policy: Write policies, codes and ordinances that enable more physical activity.

MAKE CHANGES THAT LAST.

Innovative planning in *Bogota (Columbia)* changed the way the city moves. For example, parking on sidewalks was banned, increasing safety and accessibility.

CASE STUDIES

Here are nine cities—from varying economies—whose leaders realize action must be taken today. The best news is they’ve already come up with replicable solutions.



1

HERNANDO (USA)

Shed its reputation for obesity and became the “Healthiest Hometown in Mississippi.”



2

BUENOS AIRES (ARGENTINA)

Asked what the people needed to use active transport. And responded with practical solutions.



3

NEW YORK CITY (USA)

Coordinating across 12 city agencies to integrate physical activity into every part of city life.



4

COPENHAGEN (DENMARK)

Brought together city departments to make an active population even more active.



5

RIO DE JANEIRO (BRAZIL)

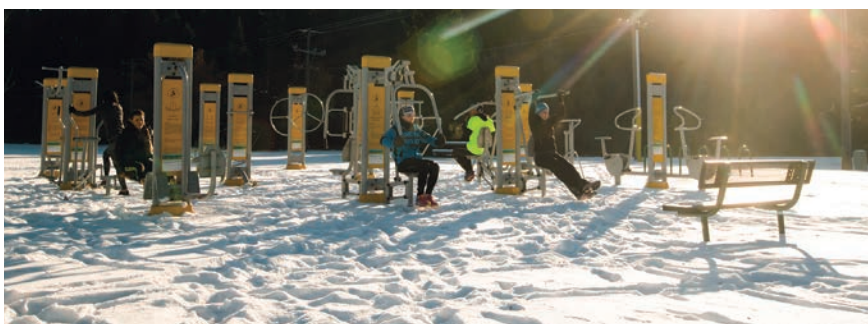
Leverages attention from the World Cup and Summer Olympics to get citizens moving every day.



6

MEDELLIN (COLOMBIA)

Took on traffic congestion and safety issues by designing its city for active people.



7

RED DEER (CANADA)

Moved from a siloed approach of transportation planning to one that ensures all modes of movement are integrated together.



8

BRISTOL (UK)

Planned for physical activity throughout urban design. And they figured out how to make it fun.



9

ADELAIDE (AUSTRALIA)

Managing growth by making the city a safer, more enjoyable and a healthier place to live, work and play.

10 QUICK WINS



01 TURN THE LIGHTS ON AND KEEP PARKS AND SPORT COURTS OPEN LATE

Phoenix, Arizona (USA) saw a drastic reduction in juvenile crime when they introduced late-night basketball in the summer. Of course, open spaces need to be well-lit and offer appropriate security presence. Phoenix achieved this for a cost of just 60 cents per participant.

02 OPEN UP SCHOOL RUNNING TRACKS, COURTS AND FIELDS TO THE PUBLIC

Making these tax-supported resources available to the public provides more opportunities for community members to get active. An American secondary school in the city of Palm Springs, California (USA) makes the running track, sport field and stadium stairs available throughout the day. To accommodate student use, clear guidelines are posted regarding which areas (e.g., outside running lanes) are available for the public.



03 BE A ROLE MODEL. WALK OR BIKE TO WORK, TAKE THE STAIRS, WORK OUT

City leaders can be high-profile champions and encourage citizens to be active. All of the case studies in *Designed to Move: Active Cities* feature mayors who are active themselves. In addition, the Oklahoma City, Oklahoma (USA) bright spot features a mayor whose personal health goals became the catalyst for citywide transformation.

04 HAVE ACTIVE MEETINGS

People get sluggish and distracted when sitting for long periods of time. Whenever possible, make meetings active by taking a walk during the discussion or encouraging people to stand up and move around.

05 REDUCE SPEED LIMITS TO 20 MPH

There is no debate that lower speed limits in urban areas and residential zones are safer for pedestrians and cyclists. Studies have shown that serious injuries or deaths resulting from automobile-pedestrian accidents are up to nine times higher in areas with 30 mph speed limits versus 20 mph. Bristol (UK) has measured attitudes about lower speed limits and found that far more motorists support them than oppose them.

06 REQUIRE STAIRS IN PUBLIC BUILDINGS AND NEW CONSTRUCTION TO BE OPENED UP FOR PUBLIC USE

Stairs are more than a fire escape. They're a great, healthy way to get from one floor to another, but many buildings don't require them to be opened up for daily use. This could have a major health benefit. Studies show that consistent stair use can be linked to a 12-20 percent reduction in all-cause mortality, including cardiovascular disease.

07 MAKE EXISTING RESOURCES LIKE TRAILS AVAILABLE FOR USE IN ALL KINDS OF WEATHER

Red Deer (Canada) plows portions of its walking trails in winter and allows the snowshoeing club to maintain other sections to ensure people are able to use the trails during snowy winters.

08 ASK CITIZENS WHAT THEY NEED TO BE MORE PHYSICALLY ACTIVE

Many of the cities profiled in *Designed to Move: Active Cities* have asked people for their opinions. For example, in Buenos Aires (Argentina), people were asked what would encourage them to cycle more. They wanted protected lanes and safe bicycle parking. The city responded and now far more people choose biking for their commutes.

09 PUT CYCLING AND WALKING ROUTE MAPS ON YOUR WEBSITE AND IN CITY APPS

Many cities offer information about walking, running and cycling routes on their websites. Make these available as mobile apps for residents and visitors to use in real time. For example, Sydney (Australia) has created "curated walks" to guide people through a walking tour of the city's cultural attractions.

10 LET PEOPLE EASILY APPLY FOR STREET-CLOSING PERMITS FOR NEIGHBORHOOD PLAY EVENTS

Active cities are often fun cities and street-play events are one more way to make physical activity enjoyable. For example, Bristol (UK) has a system in place to allow ordinary citizens to apply for a "Temporary Play Street Order" that closes streets to play on a one-time or regular basis. Families love the option and it's helped to strengthen the city's reputation as a playable city.

TOOLS & RESOURCES

There are plenty of globally relevant guidelines and recommendations available. *Designed to Move: Active Cities* brings together many of the best resources in one place. You'll find abstracts and links to expert-developed tools including:

1. Activity-friendly goals, strategies, tactics and metrics for consideration in master plans
2. Guidance from legal experts on policies, zoning and city ordinances
3. In-depth building and urban design guidelines
4. Active transport strategies and guidelines for cycling, walking, Bus Rapid Transit systems, etc.
5. Quick wins and needle-moving interventions any city can implement today
6. Practical tools for assessment and measurement
7. Examples, templates and complete case studies

LEARN MORE AT

[DESIGNEDTOMOVE.ORG/RESOURCES](https://designedtomove.org/resources)



ACTIVE DESIGN MAKES MOVING THROUGHOUT THE CITY EASIER AND MORE ACCESSIBLE TO EVERYONE



PLACING MULTI-SPORT OPPORTUNITIES IN DENSE AREAS REACHES THE MOST PEOPLE

ASK YOURSELF... WOULD YOU PREFER TO LIVE IN

AN ACTIVE CITY?

or

AN INACTIVE CITY?



THE NEXT STEP IS YOURS.

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