

# New Brunswick Ciclovía



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# NBT: Some Background

- For 40 years, New Brunswick Tomorrow has been working with its partners, including the city, local schools and other community organizations, to help identify problems and find solutions.
- As a non-profit agency, NBT concentrates its efforts in the areas of youth, healthcare and neighborhood development.
- Whether NBT is creating new programs to serve city residents or replicating ones that have been successful elsewhere, the goal is always the same:  
*to move people forward.*



# New Brunswick: “Healthcare City”

- Population: over 55,000
- 50% • Are Latino/Hispanic – many are recent immigrants from Central America
- 20% • Are under the age of 18 – a very young community

# Facts About New Brunswick

19%

- Number of New Brunswick children who meet the recommended level of daily physical activity

88%

- Number of children who do not meet the Healthy People 2010 recommendation for eating vegetables three times a day

48%

- Number of children and adolescents in New Brunswick are overweight or obese compared to 21% nationally

55%

- Number of 3-18 year old children who have 2 or fewer days of some kind of physical activity per week during school

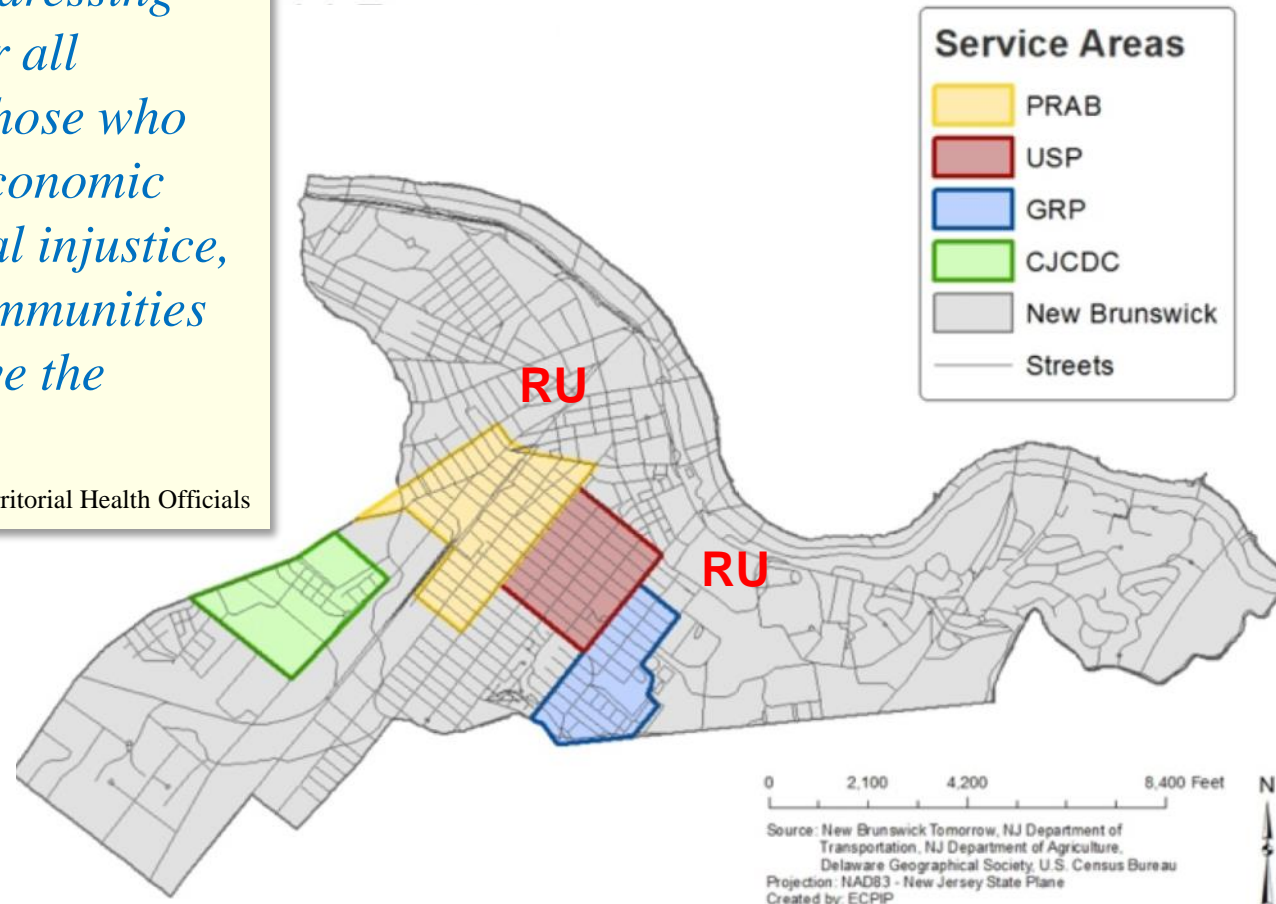
50%

- Number of New Brunswick children who live in neighborhoods with no exercise facilities.

# NEW BRUNSWICK: Health Equity

*“Health equity means addressing avoidable inequalities for all groups, with a focus on those who have experienced socioeconomic disadvantage or historical injustice, so that all people and communities feel empowered to achieve the highest level of health.”*

— Association of State and Territorial Health Officials



# Connecting Community Based Strategies

*Healthier New Brunswick brings our work together to improve the health and well-being of all New Brunswick Residents.*

- ❖ Partnerships are necessary. Partners play a variety of roles and, at their best, are trusted members of the communities and populations they serve.
- ❖ A wide range of actions contribute to and support healthy communities.

# NEW BRUNSWICK CICLOVIA

## Creating a Healthier New Brunswick through Collective Impact

Four Organizing Partners:



Over 35 Community-Based Partnerships:



Over 20,000 Ciclovía Participants throughout the city



# NEW BRUNSWICK CICLOVIA: Vision

- Public Health Impact
  - To improve the health and wellness of New Brunswick Residents
    - Encourage participation in free healthy recreation and developed improved culture of health.
    - Promote non-motorized activity and the use of active transportation
- Neighborhood Building
  - Connectivity & Social Integration:
    - creating and strengthening social relationships among neighbors
    - Connecting residential neighborhoods to New Brunswick's commercial district and University Campus, and vice versa



# 2015 Strategic Framework

## Promote active living of the New Brunswick community through open and Vehicle-free streets

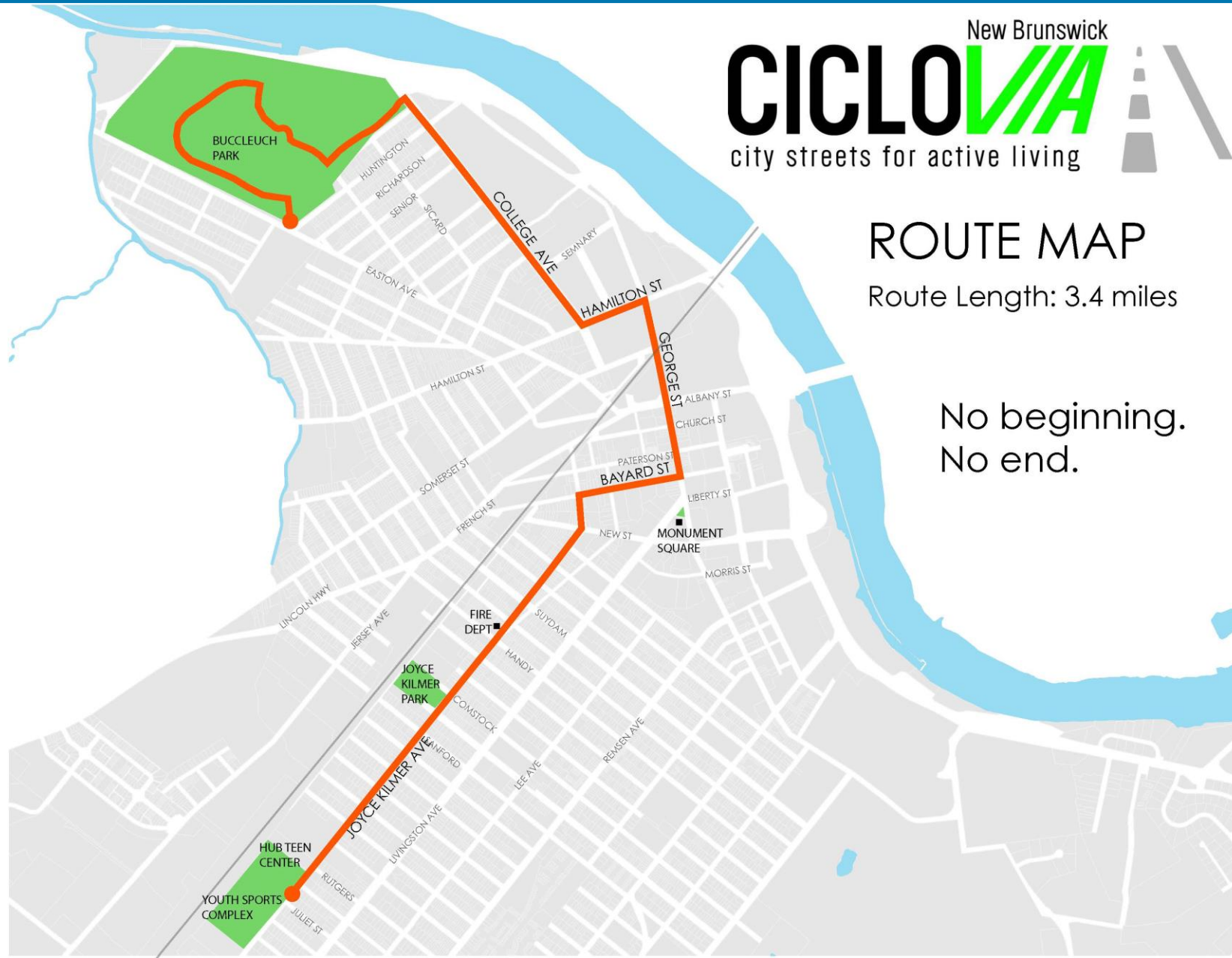
<b>GOAL #1</b>	<b>Establish a sustainable open streets program in New Jersey that contributes to the global movement.</b>
<i>Objectives</i>	(1) Gain leadership recognition of the New Brunswick Ciclovía and its contribution to movement
	(2) Act as a resource to other municipalities/communities to build capacity and contribute to increased programming in NJ
	(3) Develop a program format, scale and budget appropriate for replication and continuous implementation.
	(4) Galvanize donor organizations, agencies, City institutions and businesses to gain financial support the Ciclovía for long-term sustainability
<b>GOAL #2</b>	<b>Mobilize community to participate in active living programming to increase overall health and wellness.</b>
<i>Objectives</i>	(1) Increase the number, size and frequency of Ciclovía in New Brunswick; achieve minimum participation of 3,000 – 5,000 people in each event
	(2) Provide safe and inviting environment for physical activity that is inclusive of all people of all ages, abilities and cultural backgrounds.
	(3) Reach 80% of community members with information on ciclovía and its benefits
<b>GOAL #3</b>	<b>Promote social integration and engagement to build community.</b>
<i>Objectives</i>	(1) Design routes that connect neighborhoods by leveraging businesses, parks and open spaces.
	(2) Achieve greater appreciation of New Brunswick as a great place to live and work.
<b>GOAL #4</b>	<b>Galvanize others to align with New Brunswick's Health and Wellness Master Plan, to yield the best possible outcomes for residents, visitors and partners.</b>
<i>Objectives</i>	(1) Further engage the Rutgers University community in Ciclovía through greater student involvement, administrative support and financial contributions to offset costs.
	(2) Achieve greater City recognition of the New Brunswick Ciclovía brand, targeting business corridors and neighborhoods not directly impacted by the route.
<b>GOAL #5</b>	<b>Collect, monitor and report evaluation metrics as key program asset to inform future direction.</b>
<i>Objective</i>	(1) Implement, collect and analyze evaluation data to track progress; communicate results.

## NEW BRUNSWICK CICLOVIA: Overview



- An open streets initiative promoting healthy active living through experiencing New Brunswick's vitality, livability, and diversity in a safe place for people to exercise and play.
- During Ciclovía, the streets become temporarily car-free for 5 hours for families to run, walk, skate, ride bikes, enjoy active events along the route, and explore the city streets.
- New Brunswick Tomorrow serves as host agency, facilitating the Community Advisory committee, while also providing development support, oversight expertise, and sustainability planning

# The “Route”



New Brunswick  
**CICLOVIA**  
city streets for active living



## ROUTE MAP

Route Length: 3.4 miles

No beginning.  
No end.

New Brunswick

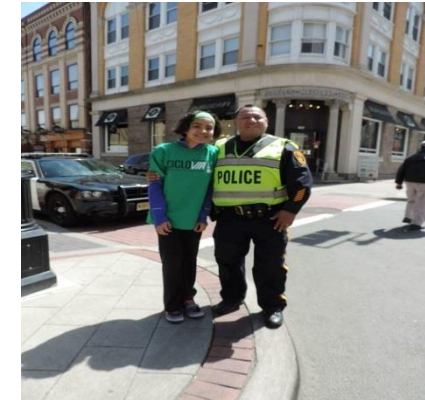
# CICLOVIA

open streets for active living



# Health & Social Benefits of NB Ciclovía

- ★ Promotes physical activity for the entire family in a safe environment.
- ★ Disseminates health information & Stimulates community outreach.
- ★ Fosters healthy living styles.
- ★ Promotes use of parks and open spaces.
- ★ Promotes police/community relations.
- ★ Promotes social integration.



# NEW BRUNSWICK CICLOVIA

In order to know how to improve, you  
need to know how you're doing.



- ★ Telling our Story:
  - Defining Success
  - Connecting to Long-term Transformation
    - Complete Streets
  - Working with Local Businesses
- ★ Purposeful Impact
  - Health Access to Health Equity

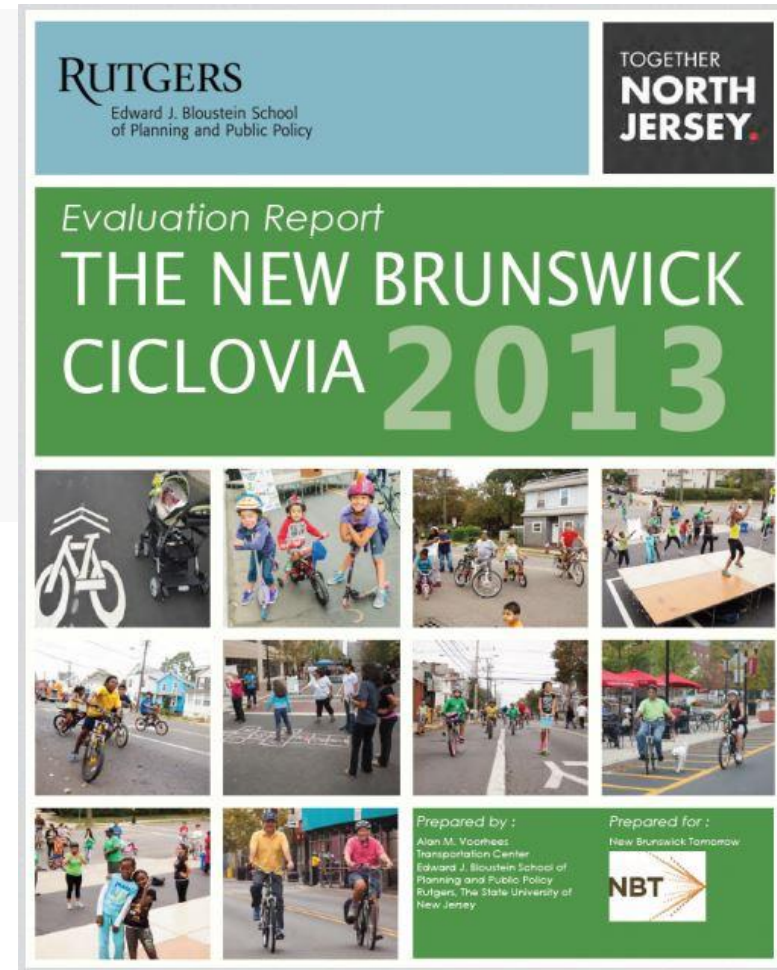


★ Purpose:

- Evaluate the effectiveness of the NB Ciclovía

★ Methods:

- Direct observations
- Pre/Post-Ciclovía Interviews with stakeholders
- Post-Ciclovía interviews with outreach coordinators
- Intercept surveys
- Counts of participants



# Key Findings: Stakeholder Collaboration



**There was effective stakeholder collaboration before and after the Ciclovía.**

# Key Findings: Respondent's Health and Wellness



**Two-thirds reported participating in activity longer at Ciclovía than when they normally exercise.**

# Key Findings: Active Transportation



**Nearly 92% stated they would consider walking and bicycling more after the Ciclovía.**

# Key Findings: Social Interaction & Engagement



**Over one-third reported visiting areas of New Brunswick for the first time.**

# Key Findings: Social Interaction & Engagement



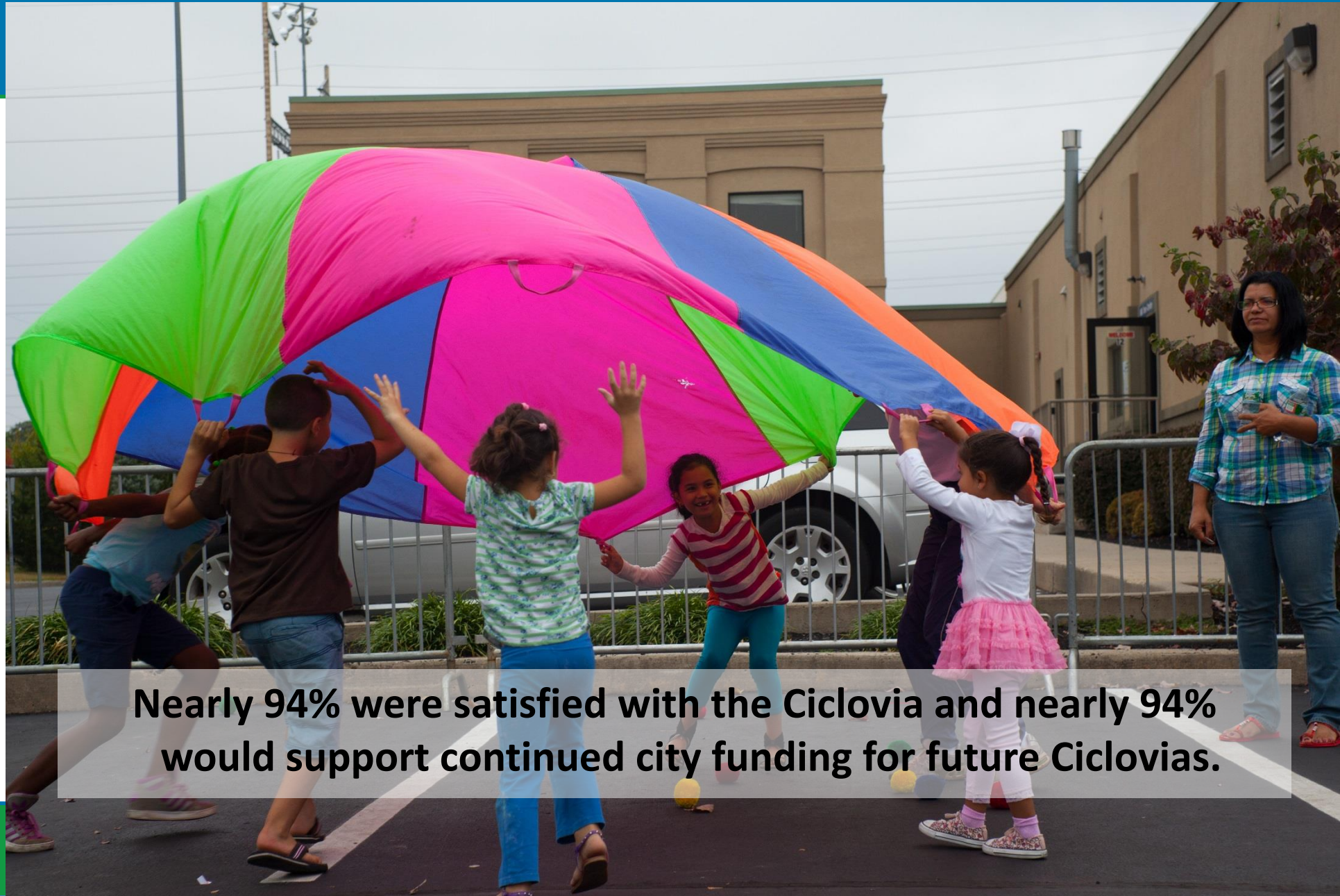
**Almost 75% considered New Brunswick a great place to live, work, and play.**

# Key Findings: Social Interaction & Engagement



**Nearly 42% discovered a store or restaurant and 49% were expected to spend between \$10 and \$59 at the Ciclovía.**

# Key Findings: Community Support



**Nearly 94% were satisfied with the Ciclovía and nearly 94% would support continued city funding for future Ciclovías.**

# Key Findings: All-Around Success!



**There were 4,000 participants of varying socio-economic backgrounds!**

# NEXT STEPS AND RESEARCH OPPORTUNITIES

## ★ Next Step(s)

- Continue Counting Participants
- Evaluate Ciclovía Bi-Annually in October
- Cultivate Community Engagement

## ★ Potential Research

- Health of New Brunswick Residents
- Social Engagement and Interaction
- Perceptions of Crime and Traffic Safety
- Etc.



able activities around **bike cars** children closed  
**community** different event family free freedom  
fun kids lots meeting open **people** riding  
roads **streets** together traffic  
**walk**



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