

CAN WALKING AND BIKING HELP SUSTAIN RURAL GROCERY STORES?

RURAL GROCERY SUMMIT

JUNE 7, 2016

Marisa C. Jones, MS
Nutrition and Physical Activity Project Manager
Safe Routes to School National Partnership

 @marisacjones





Safe Routes
to School
**National
Partnership**

About the National Partnership

We are a nonprofit organization that improves the quality of life for kids and communities by promoting **active, healthy lifestyles** and safe infrastructure that **supports bicycling and walking.**

MARISA JONES

**NUTRITION AND PHYSICAL ACTIVITY PROJECT MANAGER AT
THE SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP**



- **Based in Philadelphia, PA**
- **My portfolio of work at the National Partnership involves supporting communities to adopt policies that create places for people to be physically active, access nutritious foods at prices they can afford, and understand and develop strategies that look at these fields simultaneously.**
- **About me: I am an avid runner and have run seven marathons**

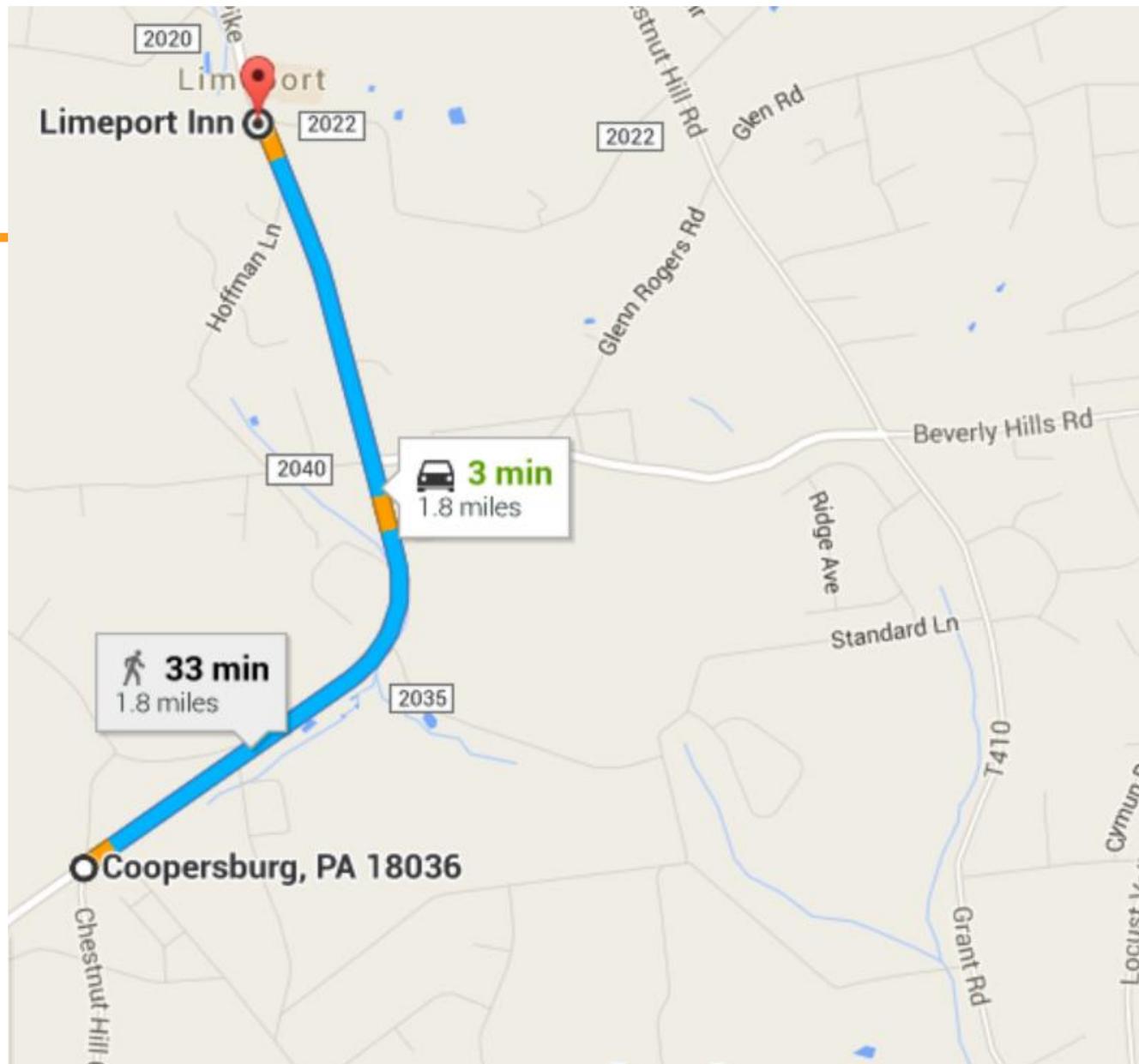
YE OLD COUNTRY CUPBOARD



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Limeport, PA



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SAFE ROUTES TO HEALTHY FOOD



Hanley's General Store
Jeffersonville, VT
Population: 746

SAFE ROUTES TO HEALTHY FOOD IN ACTION



New walking, biking, and public transit routes to healthy food stores

- In Hyattsville, MD, the city waives the fee for its Call-A-Bus program when riders use the service to reach the city's Farmers' Market.

Improved walking, biking, and transit infrastructure near food retail

- In Philadelphia, PA, the developer of a new grocery store worked with SEPTA to extend an existing bus line to service the grocery store.

Policies and practices that accommodate people who walk and bike to food retailers

- In Haverhill, MA, MassBike partnered with a local bike shop to host events to install bike baskets and racks for local residents, many of whom are low-income and rely on bikes to reach grocery stores.

Incentivizing active transportation to food retailers

- The Brattleboro Food Co-op in Brattleboro, VT (pop. 12,046), provides a free banana to shoppers displaying their bike helmets.

Co-locating healthy food options with existing transit infrastructure

- In Montreal, advocates worked with the Societe de Transport de Montreal to establish permanent food markets at metro stops in low-food access neighborhoods

HEALTHY FOOD ACCESS IS A CHALLENGE IN RURAL AMERICA



Canto, A., L.E. Brown, and S.C. Deller. 2014.

ACTIVE TRANSPORTATION IS A CHALLENGE IN RURAL AMERICA



DISTANCE



LACK OF INFRASTRUCTURE



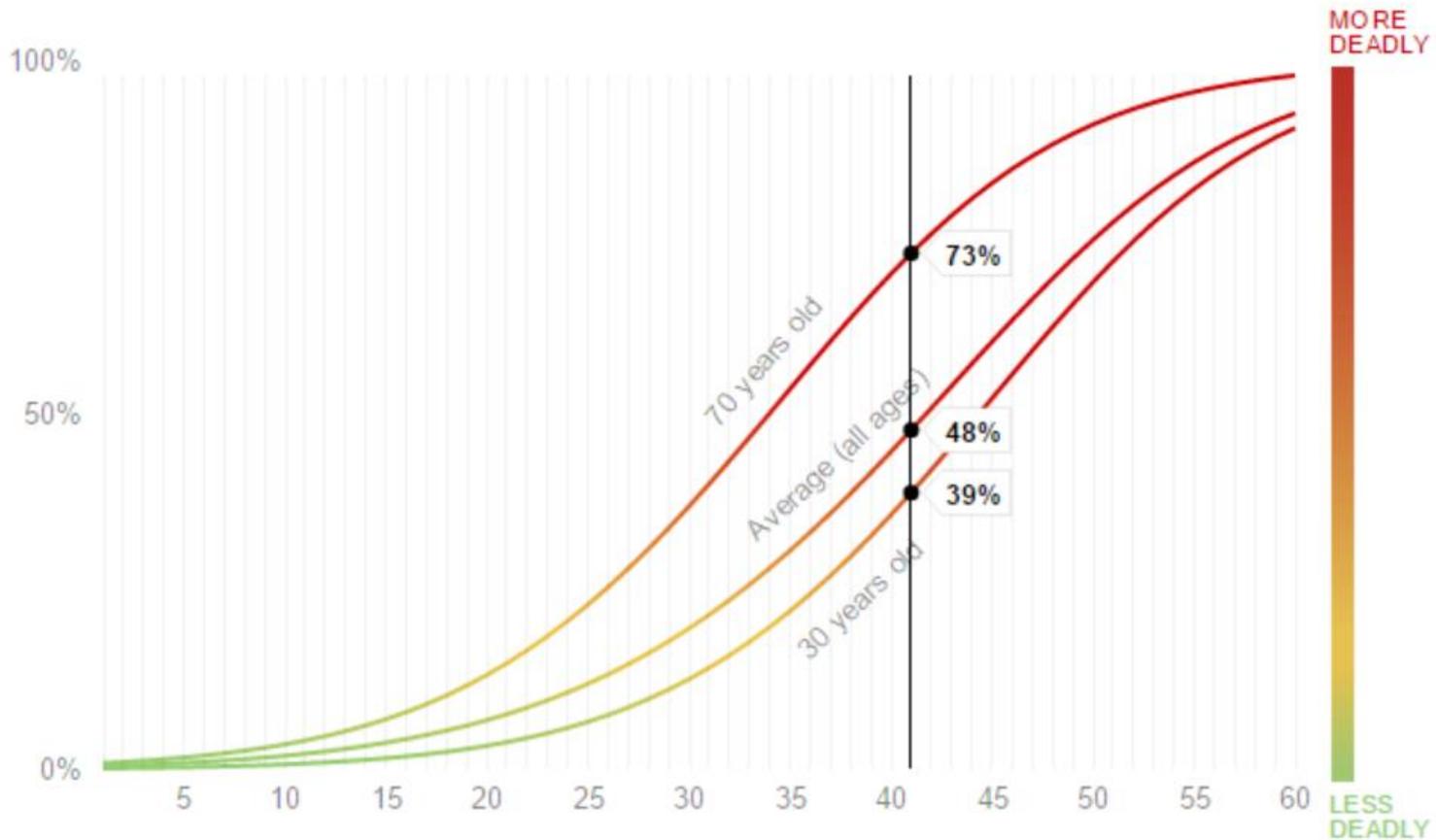
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SPEED



HIGH RATES OF INJURY AND FATALITY



CAR CULTURE



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SPENCER PLATT/GETTY IMAGES



CAN THESE TWIN CHALLENGES OFFER SOLUTIONS TO ONE ANOTHER?

RURAL AMERICANS ARE WALKING AND BIKING



Saxtons River, VT (pop. 554)



Navajo Nation

DISTANCE



In rural areas, nearly 40% of trips are shorter than 3 miles and nearly 20% of those trips are shorter than 1 mile



Missoula, MT

PLACEMAKING



West Washington Street, Middleburg, VA, Population: 751

ECONOMIC DEVELOPMENT



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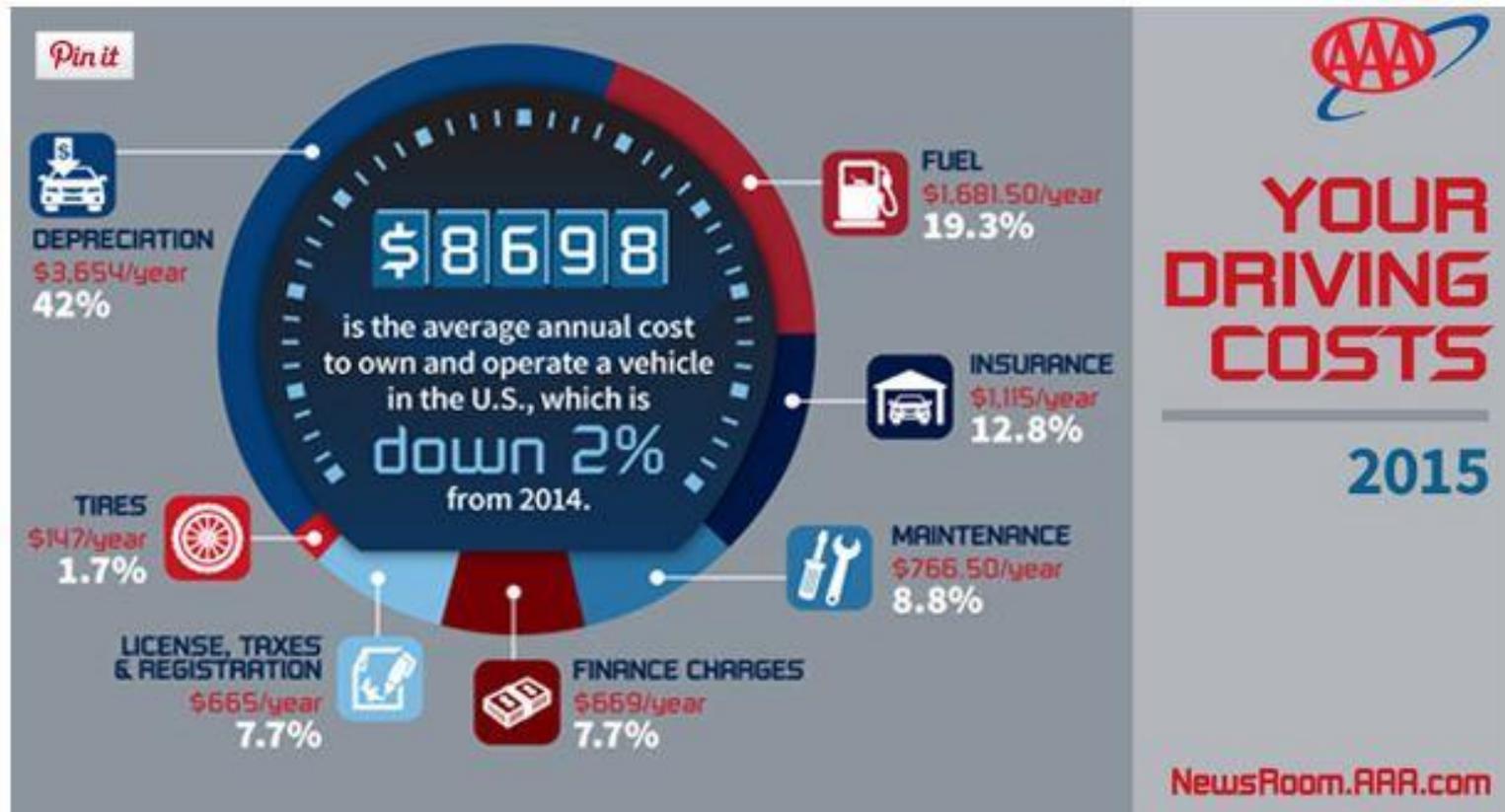
Telluride, CO, Population: 2,319

Photo Credit; QT Luong, terrageria.com



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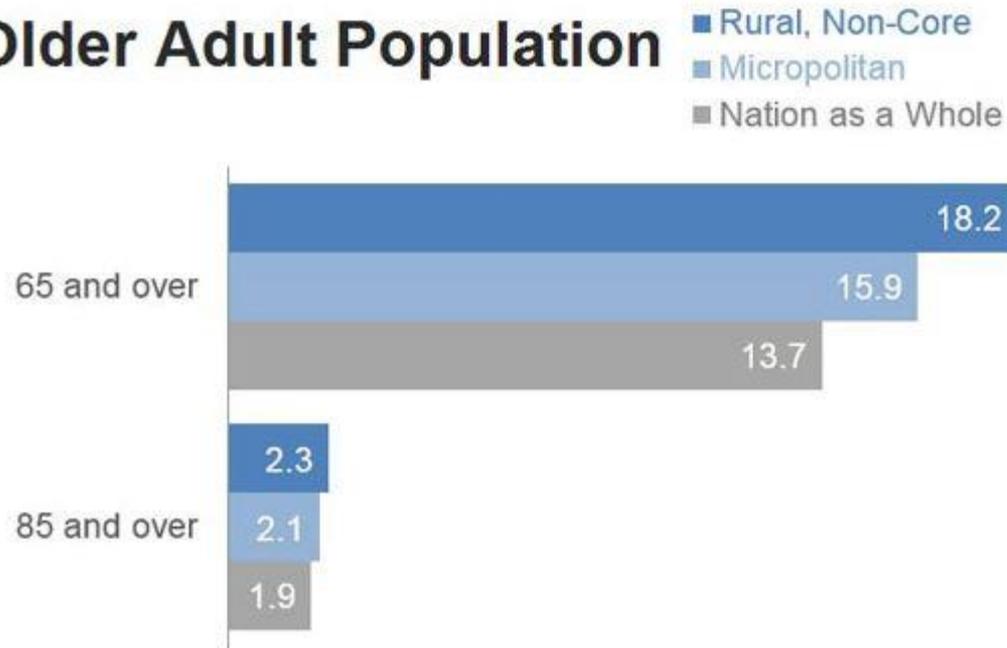
COST OF CAR OWNERSHIP



AGING POPULATION



Older Adult Population



Source: Geographic Comparison Tables [0103](#) and [0104](#), 2010-2014
American Community Survey 5-Year Estimates

MILLENIALS



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INDEPENDENCE



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UNITY, MAINE



Unity, Maine (pop. 2,100)

Photo Credit: Renaissance Planning



IDEAS FOR GROCERS

Ask and understand customer needs

- Would your shoppers ever walk/bike to the store? Why or why not?
- Do they want a bike rack or are they okay leaning their bike against the porch?

Make it easy/attractive for your community

- Amenities like air pump or bike repair supplies
- Serve as a bike rental/community bike signout spot

Use active transportation for delivery

- Save on gas costs by biking or walking to drop off grocery delivery

Partner with advocates

- You are the business voice in your community. Asking for slower speeds in town/along commercial corridors will have more resonance coming from you.



IDEAS FOR ADVOCATES

Encourage growth in town centers

- Use governmental decisions, policies, and incentives to encourage new growth to occur in town centers and commercial nodes, rather than in far flung locations
- Develop a destination. Walkable and bikeable hubs allow people in rural areas to easily walk and bicycle when they are in the town center.

Address issues with safety

- Plan for sidewalks, bike lanes, safe ways to cross streets
- Enforce speed limits
- Work with the media to ask drivers to drive more safely in town

FOR MORE INFORMATION:

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