



## FOR IMMEDIATE RELEASE

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### **LiveWell Colorado Awards Pueblo the Elite Status for Commitment to Healthy Living**

*Pueblo Attains LiveWell Colorado's HEAL Cities & Towns Campaign Elite Status*

DENVER, March 29, 2017—LiveWell Colorado is proud to award the Elite Status City recognition to the City of Pueblo. The city achieves this milestone recognition from LiveWell's HEAL Cities & Towns Campaign for adopting five healthy eating and active living policies that help make it a healthy place to live, work, and play.

"Pueblo is extremely proud to be recognized as a LiveWell Elite City. It is reflective of our commitment to improve healthy living, and our residents and overall community efforts to be more active," said City Council President Steve Nawrocki. "A LiveWell lifestyle is critically important for building a strong vibrant community."

"Pueblo has demonstrated a serious commitment to building a healthier community," said Julie George, LiveWell Colorado's director of the HEAL Cities & Towns Campaign. "They've made policy changes that help create safer access to walking, biking, and public transportation for residents."

There are four levels of the LiveWell Colorado HEAL Cities & Towns Campaign: Eager, Active, Fit and Elite. In order to qualify for Elite status, a city must have adopted at least five healthy eating and active living (HEAL) policies. The following are just a few of the policies adopted by Pueblo:

- Adopted the 2040 Regional Transportation Plan which provides the framework for providing increased opportunities for multi-modal transportation throughout the Pueblo area, including future bicycle and trails routes, and increased access to public transportation.
- Adopted City Center Streetscape Standards that create a bicycle and pedestrian oriented environment by providing buffers between sidewalks and moving traffic. The standards also include installation of landscaping, continuous ADA complaint sidewalks, public art, bicycle racks, and pedestrian friendly intersections and crosswalks.
- Made numerous investments to improve active transportation infrastructure including streetscaping on Santa Fe Avenue, streetscaping and pedestrian improvements on CO 96 through the business districts; installation of bike lanes on Elizabeth Street, Greenwood Street, Orman Avenue and Goodnight Avenue; renovation of the Dix Park Playground; construction of a new bicycle and skate park; construction of curb ramps and sidewalk in low income area; and transit bus replacement.
- Created and staffed a health and wellness coordinator position.
- Modified the municipal code to include "Accessory Community Gardens" as a "use by right" within nearly every zone district. This was implemented to encourage development of these

spaces.

Pueblo Triple Aim played a role in helping to convene stakeholders to talk about implementing strategies at a municipal level. “A key outcome of these efforts have been expansion of bicycling and pedestrian accessibility,” says Lindsay Reeves, community engagement director for Pueblo Triple Aim. “Adding pedestrian cross-walk timers, bicycle racks, and bike lanes has made it easier for community to get out and be active. We’ve seen a big expansion in cycling within Pueblo. The community has embraced this change and even created the HEAL Cities Cycling Club.”

To learn more about Pueblo and their healthy living initiatives, please visit [www.pueblo.us](http://www.pueblo.us).

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### **About LiveWell Colorado**

LiveWell Colorado is a statewide nonprofit organization committed to preventing and reducing the barriers to healthy eating and active living (HEAL) in Colorado. With the goal of eliminating health disparities and advancing health equity, LiveWell Colorado focuses its efforts on policy, environmental and lifestyle changes that remove barriers and increase access to healthy behaviors. Working in partnership with obesity-prevention initiatives across the state, LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity to make Colorado the healthiest state in the nation. For more information, visit [www.livewellcolorado.org](http://www.livewellcolorado.org).