
Achieving Built-Environment and Active Living Goals Through Music City Moves

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Background: Nashville, Tennessee, formed Music City Moves (MCM), an interdisciplinary, countywide partnership to implement its vision for the community: a metropolitan region where routine physical activity is a fundamental part of daily life for all residents.

Intervention: Music City Moves' main focus was the pursuit of changes in community planning policies to help shape Nashville's built environment and facilitate walking and bicycling. To complement this focus, MCM developed a suite of health programs to support physical activity in high-risk populations and a countywide promotional campaign designed to increase awareness and get people active through event participation.

Results: Nashville made considerable strides in improving policies and regulations related to building and site design to improve the built environment for pedestrians and cyclists, including passage of (1) specific plan zoning; (2) revised subdivision regulations that introduced a "walkable subdivision" option for developers; and (3) a community-character manual that will guide future land-use planning. Programs and promotions have increased awareness and participation, and the Tour de Nash bike/walk event showcases yearly changes in the built environment.

Lessons learned: Political leadership has been critical to MCM's success. Leadership of the partnership by the planning department facilitated regulatory changes in planning policies.

Conclusions: Music City Moves has accelerated Nashville's movement to improve the built environment and encourage active living. The beneficial impact of policy changes will continue to be manifested in coming years; however, ongoing political support and education of stakeholders in the planning process will be necessary to ensure that planning policies are fully implemented.

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Introduction

When the Robert Wood Johnson Foundation (RWJF) released its Active Living by Design (ALbD) request for proposals in 2002, Nashville was already experiencing a resurgence in its commitment to create more livable communities. The initial project team for the community partnership that would become known as Music City Moves (MCM) saw an opportunity to leverage early efforts to increase physical activity among Nashvillians and build momentum. Many of the basic components of the ALbD 5P (preparation, promotion, programs, policy, and physical projects) community action model,¹ introduced by

RWJF as a means to increase active living opportunities, were beginning to take shape in Nashville. Both public and private organizations were working on projects such as Walk to School Day and Safe Routes to School. In the same year, the master plans for sidewalks, greenways, parks, and bikeways proposed spending nearly \$400 million over 10 years for improving and building new facilities. A philosophical policy shift was also taking place at the Metro Nashville Planning Department (Metro Planning), as leadership worked to establish policies to improve walkability and create sustainable communities. The ALbD grant represented a chance to accelerate meaningful policy change.

Although Nashville was building momentum with these initiatives, Nashville's health statistics underlined substantial challenges still facing the community. Overweight and obesity were increasing steadily. In 1996, 49% of adult Nashvillians were overweight or obese. This increased to 53% in 1998, and was up to 57% in 2002.² Results from the 2001 Youth Risk Behavior Survey showed 13% of sampled Nashville high school

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students were overweight, and an additional 17% were at risk of becoming overweight.³

The ALbD grant represented an opportunity to coordinate public and private resources in an interdisciplinary, countywide partnership to improve health and quality of life in Nashville. Working under the umbrella of Healthy Nashville 2010, a community-wide health initiative established by the mayor, MCM's main focus was to change underlying land-use policies and regulations, thereby increasing basic opportunities for physical activity and allowing residents to embrace active living. To complement the partnership's focus on policy change, MCM planned to develop a suite of health programs to encourage active living together with a countywide promotional campaign that would get people active through event participation while increasing community awareness. The final goal was to achieve built-environment improvements to enhance opportunities for walking and biking. Because the grant did not include funds for capital improvements, MCM focused on identifying environmental barriers that could be affordably addressed if needed improvements were identified. Given MCM's focus on policy change, the partnership lead agency was Metro Planning. Metro Planning's staff were well positioned to guide planning authorities through major regulatory change.

Methods

Settings and Populations

Music City Moves is unique in scale, both programmatically and physically. The focus area for MCM is Nashville/Davidson County, which includes 533 square miles of diverse topography and settlement patterns ranging from central-urban city to rural farms. The county's population of 569,891 swells during the daytime with commuters from other counties, estimated at over 200,000.⁴ Ninety-five percent of the population lives in urbanized areas. Nashville is diverse, racially and ethnically. The population is 67% white and 26% black or African-American, with the remaining 7% composed of people with Asian, Hispanic, American Indian, or other ethnic origins. Nashville is also unique in that it is one of only 14 municipalities in the U.S. with a consolidated city-county government. The elected mayor and city council govern both the city of Nashville and its county, Davidson.

The Metro Nashville region is a classic example of post-World War II growth: a dispersed land-use development pattern where parking lots and single-use buildings replaced much of the historic downtown, and where land uses are separated and supported by an expansive automobile transportation system. As in many other jurisdictions across the country, a variety of regulatory barriers have perpetuated development patterns that are not conducive to active living. Sidewalks were not a requirement in Nashville's zoning ordinance until 1998; the same time frame saw a dramatic increase in outlying conventional-suburban development throughout the city. Other development-related ordinances,

such as the subdivision regulations, also facilitated a more cul-de-sac-based network of streets.

Active Living by Design Community Action Model

Music City Move's intervention design is based generally on the ALbD 5P community action model (www.activelivingbydesign.org/our-approach/community-action-model). The project coalesced around the premise that community health issues are multifaceted and require partnerships that mobilize a wide range of resources.

Preparation: involve, strengthen, and mobilize partners. Preparation efforts focused on engaging additional partners to support active living and increasing financial and in-kind support of its initiatives. The core MCM partners included the county health department (Metro Health); Metro Planning; a bicycle advocacy organization known as Walk/Bike Nashville; and the Community Health and Wellness Team, a nonprofit advocacy group that had coordinated Walk to School Day for over 10 years. The core partners had worked together from 2000 to 2002 on joint initiatives to improve walkability in Nashville. With the launch of MCM, the core partners identified and recruited a broad range of partners from many sectors and disciplines (Table 1). Annual partnership meetings of the entire partnership were held to provide work plan updates, while the core partnership met twice a month to work through objectives of the grant program.

Promotions: increase awareness. The MCM 5-year promotions plan focused on three components: (1) utilize print, TV, and radio media as outreach mediums; (2) create a first-class website to serve as a community resource; and (3) maintain existing and create new events to energize the community around being active in Nashville's built environment. In 2004, MCM created the Tour de Nash, an event to celebrate Nashville's improving built environment and increase interest in physical activity and healthy eating (Figure 1). The Tour de Nash, held every May, features walking and biking events. Maps and tour routes highlight new and existing parks, greenways, sidewalks, and bikeways. A website for MCM was launched in 2005 to outline the grant program, but it later grew into a community resource showcasing maps and resources for active living in Nashville. Highlights of promotions and other 5P activities are in Table 2.

Programs: increase demand for physical activity. The goal of MCM was to increase opportunities for active living for specific target groups. A total of five programs were developed, including Wise Moves for African Americans and Hispanics who worked in buildings with stairs, Sisters Together for ethnic-minority women, MCM Kids for elementary school-aged youth, Walk-to-Shop for seniors in adult living centers, and STEPS for neighborhood residents utilizing local community centers.

Wise Moves promoted using stairs regularly and walking to lunch as a way to increase physical activity in daily living. The program used motivational signs, framed artwork, painting or carpeting, and music to encourage stair use, and also encouraged people to walk to lunch regularly. Through a partnership with the Matthew Walker Comprehensive Health Center and the Watkins College of Art and Design, stairwells in the Matthew Walker Center were decorated with art projects provided by Watkins students.

Table 1. Music City Moves project partners

Partners	Expertise and contribution
Metro Planning Department (lead agency)	Planning, policy reform leadership, overall program management, staff in-kind
Metro Health Department	Health expertise, programs lead, research, staff in-kind
Walk/Bike Nashville	Advocacy, programs lead, research, events, fundraising
Community Health and Wellness Team	Programs, event management, fundraising
Partners and sponsors at large (examples only; full list at www.musiccitymoves.org)	
Bridgestone Firestone (Corporate Nashville)	Events sponsor (Tour de Nash, \$20,000)
Cumberland Pediatric Foundation	Donated helmets for MCM Kids (Safe Routes to School)
Eddie George (NFL Star/Heisman Trophy Winner)	Spokesman and national active living champion
Green Hills Apartment for Retired Teachers	Walk-to-Shop program, infrastructure improvements
Kroger (Green Hills)	Program and infrastructure improvements
Mayor's Office	Policy, funding, vision support
Metro Parks Department	Events, programs, staff in-kind
Metro Public Works	Infrastructure improvements
Metro Planning Organization	Policy, transportation symposium
Metro Legal Department	Policy, regulatory assessments
Metro Schools Department	Schools coordination
Matthew Walker Health Center	Wise Moves program support
Memorial Foundation	Program sponsor (\$5,000)
redpepper	Marketing, website, events
REI	Program sponsor (\$5,000)
Tennessee Tribune	PSAs, advertisements, staff in-kind
Think Media	Event management, marketing, public relations
Vanderbilt University (Department of Human and Organizational Development)	Assisted in the development of the Active Living Neighborhood Survey
Walmart	Event sponsor (\$3,000)
WRLT Lightning 100 (radio station)	PSAs, advertisements, in-kind staff

MCM, Music City Moves program; NFL, National Football League; PSA, public service announcement

To implement Sisters Together, Metro Health worked with African-American Greek sororities and churches to recruit women and encourage them to reach or maintain a healthy weight by becoming more physically active and eating healthier foods. Originally developed by the NIH, the program was modified for the Nashville community and implemented for 2 years beginning in 2005.

Music City Moves Kids was implemented at seven elementary schools, bringing hands-on bicycle and pedestrian safety education to physical education classes. It brought together community members, local government agencies, and parents to pinpoint and address barriers to safe routes to school. Each school established a set of priorities for increasing walkability and bikeability, which were identified and developed through community meetings and walking audits of the surrounding infrastructure.

Walk-to-Shop was designed to improve the built environment for older adult residents and to promote physical activity for seniors as a part of daily living, including walking

to shop at nearby stores. The Green Hills Apartments for Retired Teachers was the community for this pilot project. Program action steps included a Walk-to-Shop assessment tool, needs assessment through focus groups of seniors, and advocacy training. The program gained insight into levels of physical activity as well as beliefs, attitudes, and perceived barriers to physical activity among residents. Information about barriers would later be used to advocate for physical improvements.

Policy: influence decisions to ensure supportive infrastructures are institutionalized. A unique aspect of MCM was the fact that it was led by a government planning agency, allowing the partnership to pursue policy reform at a more resolute level and negotiate pre-existing regulatory and policy barriers, which spanned multiple government agencies. The grant was the impetus the planning department needed to improve regulations that needed improvements from a functions and operations standpoint. Challenges for addressing barriers included retrofitting developed areas and existing public facilities, especially those experiencing a cyclical downturn, and ensuring that new development and public facilities were designed for active living.

Music City Moves tackled policy reform through the leadership of Metro Planning Director's (Rick Bernhardt, a chartered member of the Congress for New Urbanism and former chair of the New Urbanism Division of the American Planning Association; www.cnu.org) collaboration with partner organizations and consultants, and the involvement of elected officials who ultimately embraced and adopted policies they knew would positively affect the built environment,

even when those policies were unpopular. In 2003, prior to the ALbD grant award to MCM, Metro Planning secured a grant from the Smart Growth Leadership Institute to support a study of Nashville's development regulations, including zoning codes and subdivision regulations. After the study was complete, MCM hired a policy consultant to help rewrite Nashville's subdivision regulations to incorporate language designed to encourage more bicycle and pedestrian movement (Figure 2). Metro Planning adopted the new subdivision regulations in 2006.

Music City Moves pursued other planning policy strategies as well. Partnership efforts contributed to the following accomplishments:

- creation and institution of an active living–neighborhood survey that would become part of the detailed neighborhood design and planning process at Metro Planning⁵;
- creation of a bicycle parking ordinance that requires certain new developments to provide bicycle parking (regulation scheduled to be adopted in 2009);

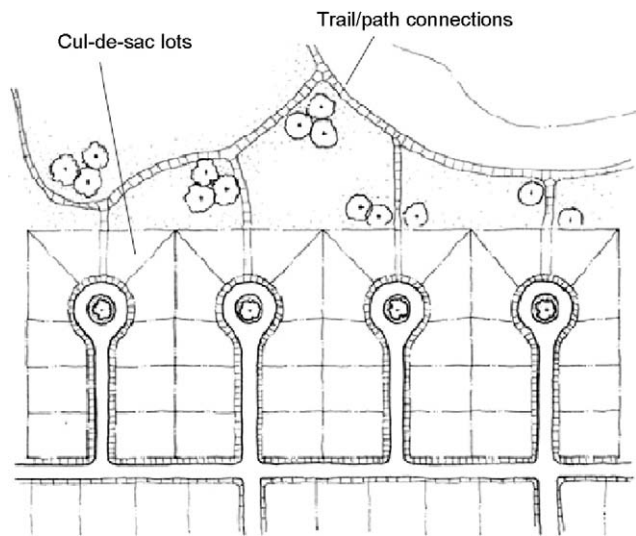


Figure 1. The new Metro Subdivision Regulations (adopted 2006) included several active living amenities, including requirements for cul-de-sacs to include trail or path connections to adjacent land uses

- creation of new countywide planning policies and regulations (Community-Character Manual and Specific Plan) that contain provisions for more walkable and bikeable developments.

Physical projects: implement specific physical improvements that promote physical activity. Most of MCM's physical-project recommendations evolved from barriers identified in three programs focusing on the built environment (Wise Moves, MCM Kids, Walk to Shop). Although MCM did not have its own funds to make physical improvements, it helped advocate for a series of specific improvements to make it easier for seniors to walk to nearby stores, and improvements around schools to allow children to walk and bicycle to school (Table 2).

Results

Expanding Public Awareness and Support for Change

At the inaugural Tour de Nash event, MCM expected about 200 attendees, but more than 500 people participated. Over the years, participation increased, and, at the 5th Annual Tour de Nash in 2008, more than 1500 people walked, biked, and skated across the city's landscape. The event's funding support has expanded from in-kind support only in early years to \$40,000 in annual sponsorships for the 2008 event. Pre-existing active-living events such as Walk Nashville Week, Bike to Work Day, and the Great Commuter Race also grew substantially under the partnership's guidance.

A workplace assessment that was developed by MCM staff as part of the Wise Moves program showed considerable increase of stair usage during the intervention, although the long-term impact has not been analyzed. Sisters Together has also enjoyed success. More than 50 women participated in group walking clubs and trained

together to participate in the County Music Half Marathon and Tour de Nash events. Through this program effort, three walking clubs and a softball team were formed. More than half of Sisters Together participants walked the Country Music Half Marathon.

Changing Community Design Policies to Support Active-Living Infrastructure

During the grant period, Metro Planning achieved substantial changes in policies and regulations related to building and site design and designed to improve the built environment for pedestrians and cyclists. Although the impact of these changes is not immediate, the effects will be long-lasting and are beginning to be seen across Nashville. Small-scale physical change was initiated in response to program findings (Table 2). The most notable physical changes, though, are beginning to be seen as a result of macro-scale policy changes.

Specific Plan zoning. In 2005, the city council approved the creation of the Specific Plan district, a new base zoning district that applies urban design standards specific to the development, to the site, and to the community within which the development is proposed.⁶ This means that standards such as location and orientation of buildings, parking, pedestrian, and vehicular access can vary per the Specific Plan district.

Specific Plan district. The impetus for the creation of the zoning district was a situation faced by many municipalities: "one-size-fits-all" zoning code regulations where the "size" is a conventional suburban model featuring separated land uses and lack of connectivity for vehicles, bicycles, and pedestrians. Using Specific Plan zoning, developers, communities, and council members can create neighborhoods, centers, and corridors that reflect the existing community character or as the community envisions it to be.

The Specific Plan zoning district is now widely used. Many projects that have used this zoning have produced improved environments for walking and biking due to better placement of buildings, entrances, and parking, thereby creating more walkable sidewalks, more thoughtful vehicular access (e.g., cutting down on pedestrian/bicycle/vehicular conflicts), and more mixed use and mixed housing with more creative and usable open spaces.

Revised subdivision regulations. Music City Moves championed policy improvements by providing financial assistance to hire a consultant to update Metro Planning subdivision regulations in 2006 and advocate for their adoption. The most important change made to the subdivision regulations was the addition of a new chapter on walkable subdivisions.⁷ This chapter provides standards to support more walkable subdivisions through improved vehicular, bicycle, and pedestrian connections, reduced block lengths, discouragement of

Table 2. Music City Moves: highlights from 5P activities

5Ps	2003	2004	2005	2006	2007	2008	Planned
Preparation	Core partners (Metro Planning, Metro Health, Walk/Bike Nashville, Community Health Wellness Team) formalized and applied for ALbD grant; began work on 5Ps	Core partners recruited at-large partners and key partners for in-kind projects; agency relationships developed to implement programs Program, promotions, and policy action teams created 1st Annual Partnership meeting	Additional key partners recruited for in-kind projects, including Nashville Predators (National Hockey League team) Started first quarterly e-news letter for at-large partners and event participants	Walk/Bike Nashville hires first paid executive director Eddie George (National Football League star) as spokesman Metro Council Mayor's office approved \$550,000 in capital funding for physical projects	Strategic planning sessions with consultants \$550,000 in capital funding is rescinded because of local and national economic conditions	Annual meeting Sustainability planning—Metro Health and Mayor's Office	Increased coordination with mayor newly appointed—Health Leadership Council
Promotions	Planned Tour de Nash Conducted Walk Nashville Week: 9000 participants; included 40 elementary schools in Walk to School Day event	Launched Tour de Nash—500 participants Conducted Walk Nashville Week: 11,000 participants; included 45 elementary schools in Walk to School Day event	2nd annual Tour de Nash—400 participants (inclement weather) Launched www.musiccitymoves.org project website	Tour de Nash: 850 participants raised \$9000 in-kind and cash Conducted Walk Nashville Week: included more than 50 schools on Walk To School day Local CBS affiliate creates 30-minute show on MCM website; adds local active living resources	Tour de Nash: 1200 participants Largest Walk Nashville Week: included 52 schools on Walk To School day	Tour de Nash: 1400 participants Walk Nashville Week expanded with new events Assisted in creating State TN 3 Feet law for cyclists (this is also in Policy Reform Category)	Tour de Nash planned May 2009 Walk Nashville Week planned
Programs	Planned Safe Route to School—MCM Kids	MCM Kids launched at Eakin Elementary—200 students reached with bike, pedestrian, and safety education Walk-to-Shop program launched for seniors	MCM Kids continued Wise Moves created for Matthew Walker Health Center Walk-to-Shop continued	Conducted MCM Kids at new school including follow-ups from previous schools Conducted Sisters Together with 50 minority women	Conducted Sisters Together with 25 minority women Received sponsorship for MCM kids	STEPS Program with community centers MCM Kids—three new schools and follow-up from previous schools	Train-the-Trainers program for MCM Kids (Safe Routes to School)
Policy reform	Research on policy barriers to active living Received grant from Smart Growth Leadership Institute to examine development codes	Hired consultant to improve subdivision regulations for walking and biking Began creating active living neighborhood audit tool with Vanderbilt University	Continued work on changes to subdivision regulations Utilized active living audit tool in three Nashville neighborhoods	Adopted new subdivision regulations Developed draft of bike parking ordinance	Work on adoption of bike parking Plan for transportation symposium	Transportation symposium to establish new street design standards Adopt Community Character Manual policy	Adopt bike parking regulations at Metro City Council Pursue improved school siting policy
Physical projects	—	Received commitments from public works departments to make infrastructure improvements	Walk-to-Shop: new crosswalks, senior seating areas, automatic doors, shopping carts, pedestrian buttons; Wise Moves: stairwell improvements; Safe Routes to School: new crosswalks, signs, traffic calming, bike lanes	Sidewalk built through Walk to School Day event at Tom Joy elementary school; Walk-to-Shop: pedestrian timing signal improved for seniors; new signs	Programs added; new recreational improvements; work with public works toward implementation	—	Follow-up on existing projects in pipeline

MCM, Music City Moves



Figure 2. The Tour de Nash walking and biking event has expanded from 500 participants in 2004 (shown above) to more than 1400 in 2008. It has also become a major community outreach tool and fundraiser.

cul-de-sacs, and the provision of context-sensitive street design. Specifically, walkable subdivisions:

- allow lots to front onto an open space, creating safe, usable spaces for recreation;
- support hamlet-style development, grouping homes in rural areas while preserving the majority of the land as open space;
- support cottage subdivisions (i.e., small-lot subdivisions fronting onto open space) in infill situations;
- emphasize street and pedestrian connectivity in residential, commercial, and mixed-use developments.

Metro Planning made a strategic decision to make the walkable subdivision provisions optional rather than mandatory in order to avoid political controversy that could have jeopardized their adoption. The availability of these standards, in conjunction with continued education of stakeholders by staff, has resulted in the use of the standards in subdivisions approved throughout the county. The use of cul-de-sacs in subdivisions has dropped dramatically, and the inclusion of more usable open space and better pedestrian connections has increased.

Convincing the community and district council members of the need for additional street connectivity remains a challenge. Many suburbs built in the latter half of the 20th century included numerous cul-de-sacs, straining the few “through” streets. As a result, many community members remain convinced that any new “through” streets will bear disproportionate amounts of traffic and should be opposed. Although the new subdivision regulations have been used less than expected, elements of the new regulation influenced the design and language of other ordinances and policies in Nashville, including zoning tools such as overlays and specific plans, and the main land-use policy, the

Community-Character Manual. These policies have been invoked frequently.

Community-Character Manual. Many communities use land-use policies to guide future zone change and subdivision decisions. Land-use policies give general guidance on development and are applied to land during community planning processes. As with zoning district and subdivision regulations, community land-use policies may unintentionally make development less welcoming to pedestrians and cyclists by separating uses, discouraging connectivity, diminishing useable open space, and the like.

In August 2008, Metro Planning adopted the Community-Character Manual, a dictionary of community-character policies that will guide future zone change and subdivision decisions in Nashville. The manual features design guidelines including elements that affect a development’s attractiveness for walking and biking, including building form, vehicular access, block length, connectivity (both bicycle/pedestrian and vehicular), landscaping, lighting, and parking. There are design standards for what neighborhood and commercial centers should look like in rural, suburban, and urban areas, each with walkability and bikeability features that are unique to that space.

The community-character policies were applied for the first time in 2008 to Community Plan Updates, the future planning documents for Nashville. The use of the community-character policies gives Metro Planning staff opportunities to discuss with all stakeholders the importance of creating built environments where walking and cycling are safe, comfortable, and convenient options.

Discussion

Working Across Disciplines: Benefits and Challenges

Although some partners had collaborated informally before, MCM’s major collaboration among health-focused partners (e.g., health department and health providers), Metro Planning, and bike/pedestrian advocacy organizations proved very productive. Each brought specialized knowledge and resources to help carry out different aspects of the 5P model. There were challenges. There was a great deal of turnover in representation from Metro Health, which required time to orient new team members and reunite the partners around common goals. Some of the community design policy changes were not initially embraced by important players, such as the public works department, leading MCM to work harder on education and political support for the mission.

The status quo was difficult to challenge in other areas, too. For instance, progressive design recommendations such as “road diets” faced intense scrutiny from local transportation engineers, and approval of some design recommendations has stalled.

Leadership Matters

One of the leading champions for active-living amenities in Nashville was the mayor during the MCM grant period, Bill Purcell. Nicknamed the “neighborhood mayor” because of his emphasis on building sidewalks, parks, and schools, Purcell directly backed the partnership’s pursuit of RWJF funding and later approved \$550,000 in government funds (later rescinded because of budgetary constraints) for the MCM program. He brought in a new progressive planning director who embraced walkable neighborhood policies and created the Healthy Nashville Leadership Council to address many health concerns. The current mayor, Karl Dean, has taken an even more aggressive leadership role on the issue. He ordered updates to all master plans related to parks, sidewalks, greenways, and bikeways. He created the city’s first Bicycle and Pedestrian Committee and a Green Ribbon Committee (with a mobility subcommittee) to address environmental issues for the city. As a visible example, he walks from his home to take the city public bus to his office and approved free public transit for all city government employees. The leadership from the top, including the commitment from department heads at Planning and Health, was key in securing active-living wins. Metro Planning, as lead agency, had a close working relationship with policymakers, and this position of trust allowed change to proceed far more efficiently than if change had been pursued by advocates with less direct regulatory knowledge and influence.

Ongoing Education Is Critical to Policy Change Implementation

Instituting macro-level policy change and implementing large-scale (i.e., capital) physical projects have been complex and challenging goals. Guiding the new Specific Plan zoning regulation to adoption via a 40-member city council and educating countywide groups on its impacts was an intricate process. When a Specific Plan zoning district is created for a new development, its content and appropriateness, including the addition of features that promote walking and cycling, are only as good as the development plan it promotes. The Specific Plan district is also only as good as the community and the district council member demand. Therefore, the education of stakeholders on the value of creating developments that are walkable and bikeable continues to be paramount. While Specific Plan zoning is an immensely useful tool, the commitment to create development that promotes healthy living must continue during the implementation process.

Integration of 5Ps Proved Fruitful Yet Challenging

Initial buy-in to the 5P model by the MCM team was difficult because it differed from traditional health-

promotion approaches, but early successes built support. Using programs to identify needed infrastructure and advocate for physical project improvements worked well and allowed MCM to capitalize on “low-hanging fruit.” Improved pedestrian signs, crosswalks, and upgraded stairwells were achieved through negotiations with partners with the ability to implement the changes. But, MCM capital projects recommendations frequently faced challenges resulting from missing financial and political support, notwithstanding the documented need for improvements collected through MCM programs. Although 5P efforts such as Tour de Nash and policy reforms made a major impact at a countywide level, the size of the project area (i.e., the entire county) remained a consistent challenge. Music City Moves worked around this challenge by focusing efforts in specific areas. Programs were implemented in places where Metro Planning was developing a community plan, often incorporating “active living–friendly” planning concepts. Infrastructure improvements were recommended through the plans in conjunction with MCM programs such as Safe Routes to School, and MCM events were also promoted in the same communities. This focused integration of efforts resulted in more visible impact in targeted Nashville communities.

Conclusion

Music City Moves has accelerated Nashville’s movement to improve the built environment and encourage active living among residents. There is increasing demand for improved transit, parks, and walking and biking facilities in community plans developed throughout the city. Music City Moves has been a key part of the healthy communities’ cultural-paradigm shift underway in Nashville. The renaissance is still taking place, and, once again, Nashville is embracing the idea that its built environment is fundamental to its sustainability.

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The project name (Music City Moves) was developed by Nancy Nace (formerly of Metro Health) and inspired by

Nashville's reputation as the "music city" and the goal to get residents "moving."

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