

Scoring RE-AIM Dimensions for Two Built Environment Strategies

PHYSICAL ACTIVITY

Complete Streets

revitalize central retail district and connect to residential areas via infrastructure improvements to support safe biking, walking, and use of public transit

NUTRITION
Farmer's Market

RE-AIM Dimension

Reach

Numerator

Observed average number of daily shoppers = 100

Observed average number of daily visitors = 2000

Denominator

Residents within a 3 mile buffer of the market = 1000

Residents within a 5 mile buffer of district = 7000

REACH SCORE (0.0-1.0)

$100/1000 = .10$

$2000/7000 = .28$

Effectiveness

Average # of Market customers/day that purchase fruit and vegetables = 60

Average # of visitors/day that walk, bike or take public transportation to get to the retail district = 100

EFFECTIVENESS SCORE (0.0-1.0)

$60/100 = .60$

$100/2000 = .05$

Adoption (Inclusion/Approval)

Numerator

Agencies and individuals that accepted the invitation and participated = 9

Agencies and individuals that accepted the invitation and participated = 20.

Denominator

Total agencies and organizations invited to participate in establishing the farmer's market = 10

Total agencies and organizations invited to participate in establishing the complete streets/revitalized district = 25

ADOPTION SCORE (0.0-1.0)

$9/10 = 0.9$

$20/25 = .80$

Implementation

Implementation score is a subjective rating from 0.0-1.0 of how closely the actual implementation met the planned criteria to assure maximum reach and effectiveness.

- anchors:
 0.0 = no criteria met
 0.25 = somewhat met
 0.50 = about half met
 0.75 = mostly met
 1.0 = all met

- Original setting for Farmer’s Market, in a church parking lot within a neighborhood had limited access to the Farmer’s Market.
- The community has identified a new location on a side street that can be closed off to traffic and is adjacent to retail and restaurants. This will increase the visibility and will be mutually beneficial to the market and the adjacent businesses.
- Setting for Complete Streets project addressed public transportation, sidewalks, and bike lane between low income neighborhoods and redeveloped space. The community was unsuccessful in attracting a grocery store to address a major need. Barriers to constructing traffic calming (i.e., curb extenders, reduced speed limit signs and all ways stops) are still being worked through.

IMPLEMENTATION SCORE (0.0-1.0)

.75

.50

Maintenance (project—can later be assessed)

Maintenance score is a subjective rating from 0.0-1.0 of likelihood that built environment change (and resulting reach and effectiveness) will be sustained.

- anchors:
 0.0 = unlikely (no plans)
 0.25 = somewhat unlikely
 0.50 = could go either way
 0.75 = likely
 1.0 = very likely (policy and budget)

No plans have been discussed for sustaining the Farmer’s Market as a permanent structure.

Commitment to continuously improve the district by adding green areas and expanding the pedestrian and biking infrastructure has been written into the 10-year budget and master plan for the city.

MAINTENANCE SCORE (0.0-1.0)

0.0

1.0

REAIM SUMMARY SCORE
(average across dimensions =0.0-1.0)

.47

.53