

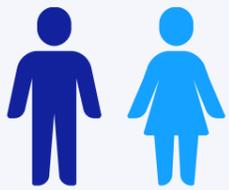
GET ACTIVE WASHOE

Physical Activity Engagement and the Built Environment Assessment



To create successful strategies for promoting physical activity, it's crucial to understand our community members' demographics and preferences. We collected information from Reno and Sparks residents through surveys to learn about their exercise habits and interests in staying active. Research shows that a well-designed built environment can promote physical activity and encourage active transportation for people to walk or cycle to their destination.

RESPONDENT DEMOGRAPHICS



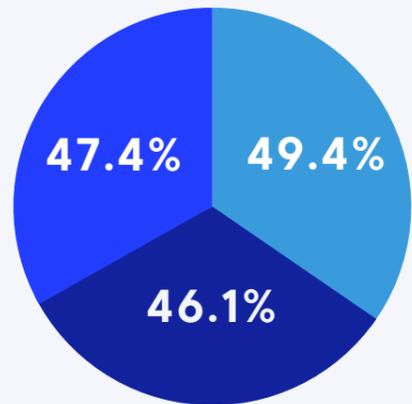
Sample Size: **154**
 Age Range: **22-28**
 Gender: **74.7%** Female, **24.7%** Male

Ethnicity

- **50.6%** White
- **31.8%** Hispanic/Latino
- **7.1%** Asian/Pacific Islander
- **2.6%** Black/African American
- **0.6%** Native American/American Indian
- **5.2%** Other

Residential Zip Code

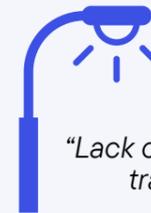
- 89502: **24.7%**
- 89431: **13.6%**
- 89506: **11.0%**
- 89512: **6.5%**
- 89508: **5.8%**
- 89433: **5.2%**



EXPLORING OUTDOOR FEATURES

Participants reported the following outdoor features need improvements:

- Sidewalk or Streets
- Road Markings
- Outdoor Lighting

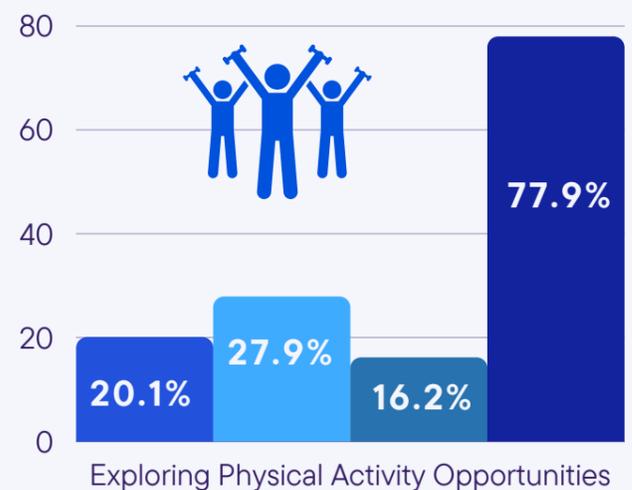


"Lack of sidewalks and speeding traffic in 25mph zone."

EXPLORING PHYSICAL ACTIVITY OPPORTUNITIES

Participants reported they **would** engage in the following opportunities:

- ◆ Community Hosted Event (Walk/Run/etc)
- ◆ Group Led by Gym, Community Center, Work, etc.
- ◆ Other: (Hiking/Fishing/Swimming, Ride Bike, Walking)
- ◆ Home or Independent



Participants preferred to participate in exercise at the **park**.

49.70%

88.0%

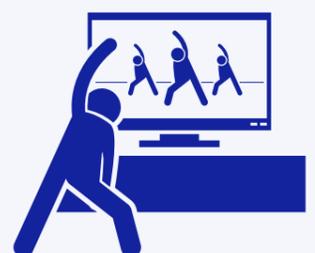
Participants preferred to exercise **independently or at home**.

Participants will **not** participate in outdoor exercise unless they are *familiar* with the location.

64.3%

81.80%

Participants felt **safe** exercising participating in their *preferred* setting.



"There is lack of proper safe street crossing areas. People don't pay attention."