

Advancing Economic Development Through Active Transportation



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We're glad you're here!

Where are we going?



- Explore the concept: Active Transportation as tool for Economic Development
- See local case studies
- Discuss in Small Groups: applying this concept in your work
- Connect to the Broader Movement

Why does Active Transportation Matter to you?



Active Transportation: Any human-powered mode of transportation, such as walking, biking or wheeling (sometimes to or from a transit stop).

Trends in Economic Development

Gradually moving from “Dealmaking,”
or, offering incentives to individual
companies...



...to “Placemaking,”
Creating a desirable location in
which to live and do business



Making places that grow economies

Economic Development questions all of our partners should be asking and measuring:

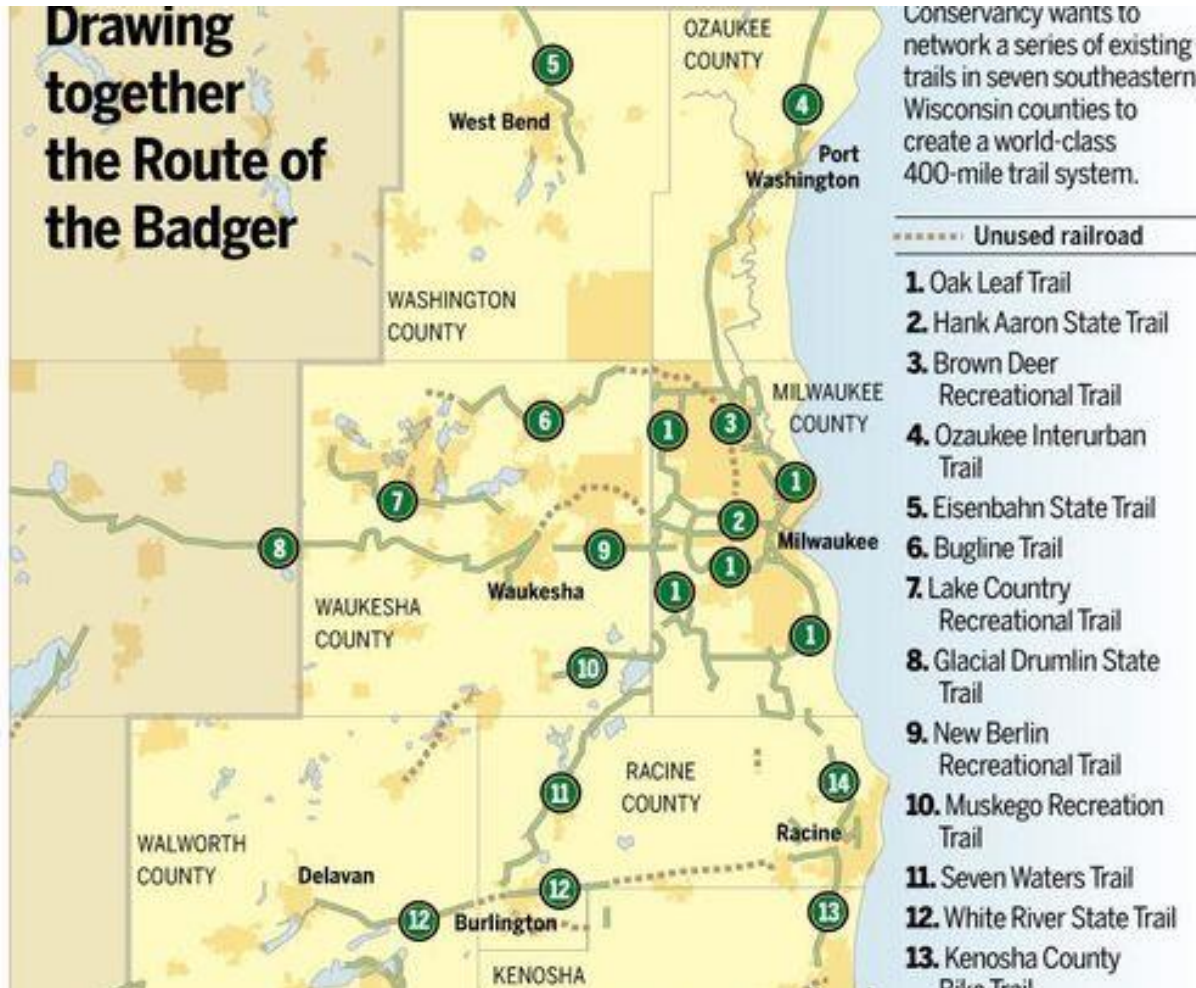
- Are we investing in the community?
- Do we have an educated workforce?
- Do people enjoy living here?
- Are all people welcomed and supported (including women and minorities)?
- Is the triple bottom line part of our decision making?



*Active Transportation
can do that....*

*(With intention, effort, and
inclusive processes, of course!)*

Investing in the Local Economy



Generating Tourism



Connecting Conover and Phelps



November 15, 2015

Connecting People to Jobs and School



Attracting / Retaining Talent



Aging in Community



Diversity and Social Equity



Local Case Studies



Green Bay Active Communities Alliance

- ❑ Placemaking as an opportunity
- ❑ Create the conditions for collaboration
- ❑ Work together on identified strategies to make it safer and easier to be active in our community
- ❑ Engineering, education and enforcement



Green Bay Active Communities Alliance



Wisconsin Rapids Bike Share

At the start:

- Public Health-driven, partnership-based
- A tangible way to increase physical activity



**More opportunities
for riding a bicycle**

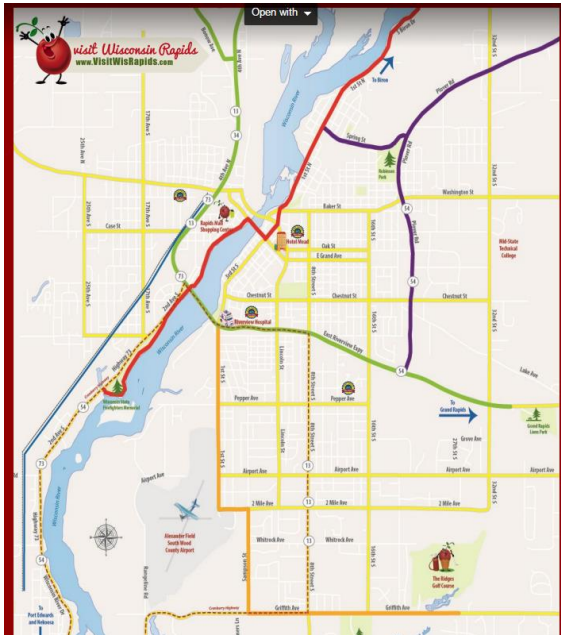


**Pushes local demand for
environmental changes**

Wisconsin Rapids Bike Share

Our shift to ‘investing in place’ has sparked local conversations on:

- ❑ Equity
- ❑ Economic development



Wisconsin Rapids Bike Share

Challenges Moving Forward

- How to adapt and grow with all of these lenses at the forefront
 - Health
 - Economic development
 - Equity
- Can be really hard for partners who have not worked at these intersections



Small Groups: Let's apply these concepts to our work!



Questions for Reflection:

1- What opportunities do you see in your work to advance economic development through active transportation?

2- What is your challenge to capitalizing on these opportunities? What help do you need?

Process:

Reflect internally and write response to the question on paper (2 min)

Put on your consulting hats!

Process	Time
Get in small groups. Count off by numbers; chairs into a circle.	
Rapid-fire share-out. Each person quickly shares their consulting question.	5 min
Choose one consulting case study to build out	2 min
Consultants ask clarifying questions of client	2 min
Consultants generate ideas, suggestions, coaching advice (Client turns around, back facing the consultants)	4-5 min
Share advice with the client. Client reflects on what was useful	1-2 min
Report back. Client from each group reports question discussed and insights gained, so we can all learn.	2 min / group

Connecting Local Efforts to a Bigger Movement



Statewide Healthy Communities Collective Impact Movement



[Connect](#)

[Teams](#)

[About](#)



Creating a wave of health in Wisconsin

healthTIDE's Collective Impact Teams



Active Communities



Healthy Food Retail



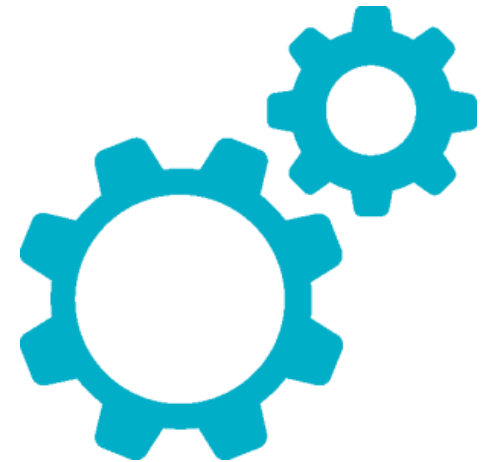
Schools



Early Childhood



Hospitals



Leadership Council

Active Communities Team

Priority Strategies

Active Transportation

- Complete Streets policies
- Safe Routes to School



Community Design and Land Use

- Increase bike/ped opportunities locally
- Comprehensive land use plans include health



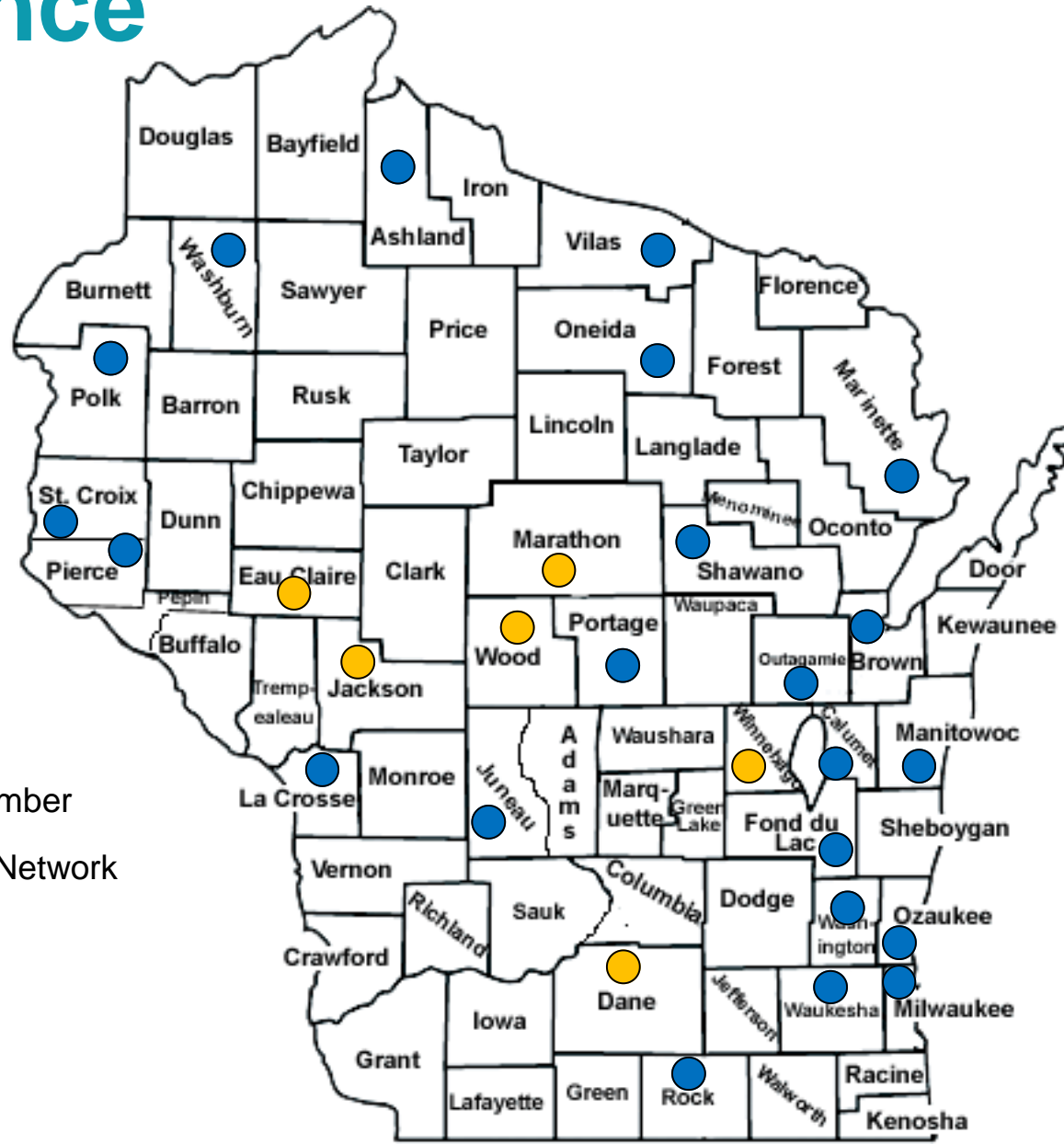
Places to Play and Be Active

Create Local recreation master plans that:

- include health via design best practices
- are referenced in bike/ped plans



Wisconsin Active Communities Alliance



- Core Team Member
- Part of WACA Network

Get Involved

- Educate local decision makers about the importance of active transportation to the local economy
- Use press release or letters to editor templates
- Connect with your local healthy communities coalition
- Join WACA's Monthly networking calls
- Get on healthTIDE's email list
- Contact Jen Walker for more info on any of the above (jen.walker@wisc.edu)



www.facebook.com/healthTIDE



@health_TIDE



@health_TIDE



www.medium.com/@healthTIDE

Thank you!



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wood county
HEALTH DEPARTMENT

Nationally Accredited

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