

BUILDING GROUND-UP MOMENTUM FOR ACTIVE COMMUNITIES IN WISCONSIN



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TODAY

1. Talk about WHY and WISCONSIN CHALLENGES
2. The NETWORK and how we built Wisconsin Active Together
3. The THEORY and PRACTICE behind the campaign
4. How it looks in COMMUNITIES - Spotlight on Appleton
5. Apply what you learned in CONVERSATION



A group of children wearing helmets are riding bicycles through a course of orange traffic cones set up on a residential street. Several adults, including police officers in uniform, are supervising the activity. The scene is outdoors on a paved road with houses and trees in the background. A semi-transparent text box is overlaid in the center of the image.

The choices we make are
driven by the choices we have

Photo Source: Emily Dieringer

CHALLENGES IN WISCONSIN



- Decreasing share of transportation budget going to local roads and general aids
- Underfunded TAP program
- No more state Complete Streets law (2015 budget motion)
- Local can't use eminent domain powers for bike ped projects (2017 budget motion)



healthTIDE

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Wisconsin Active Together is here! A new campaign to recognize communities around the state for their efforts to promote active lifestyles and places to be active. Join us to make Wisconsin Active Together!

Learn more and apply here: www.wiactivetogether.org

#WIActiveTogether



👤 7,412 people reached

Boost Again

BUILDING A NETWORK FOR CHANGE



OUR FOUNDATIONS IN COLLECTIVE ACTION

- 1:1 Meetings
- Coalition meetings – live & virtual
 - Intentional about process**
 - Participatory meeting design
 - Maximize interaction, creativity, consensus building
- Connecting People to People and People to Resources
- Establishing Work Groups to move things forward



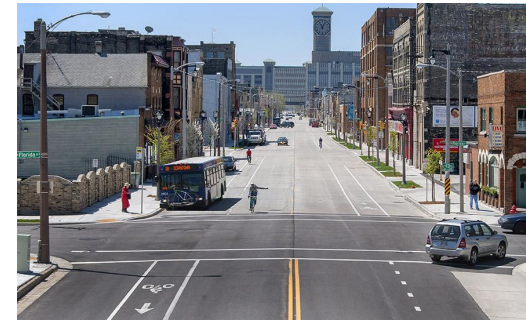
WISCONSIN **Active**

TOGETHER

- Recognizes local progress and commitment
- Connects and reinforces a network of state and local partners
- Helping to build a rising tide of support for active communities



WHAT STRATEGIES DO WE LOOK FOR?



LOCAL ACTION

Local Action

GOAL: Create more visible opportunities for active transportation to build excitement, boost use, and reinforce walking and biking as a cultural norm

EXAMPLES

- Community walks / rides
- Walk to school day/week
- Open Streets events
- Create simple walking loops



COMMUNITY ENGAGEMENT

Community
Engagement

GOAL: Use of creativity and novelty uncover new possibilities in the built environment, along with relationship building and connecting to develop a base of advocates who care about sustained progress

EXAMPLES

- Temporary 'parklets' or 'bike lanes'
- Gathering supporter lists
- Local walk/bike civics course
- Participatory Photomapping



PSE MILESTONES & OUTCOMES

PSE Milestones & Outcomes

GOAL: Promoting access and connection to destinations in an active and safe way, and help to build the statewide movement

Milestone Examples

- Bike / ped plans
- Consistent wayfinding signage
- Model workplace policies
- Attend statewide conference(s)
- Mentor other communities

Destinations Examples

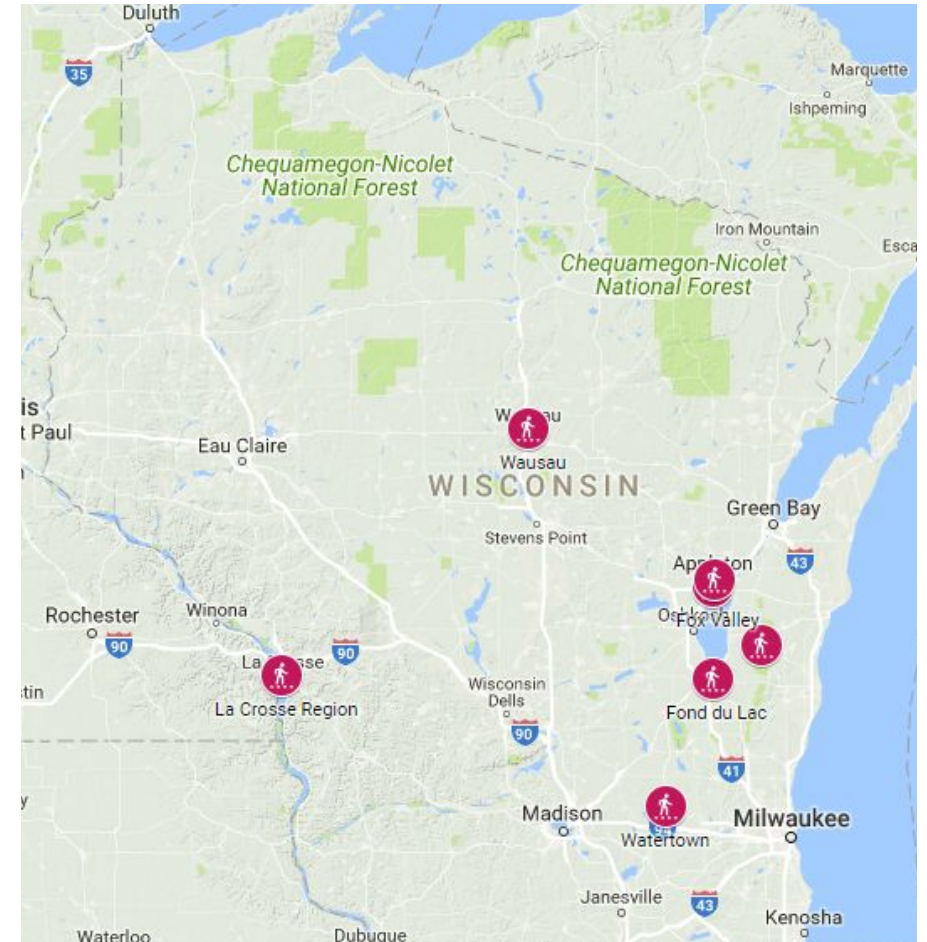
- Complete Streets policy
- Safe Routes to School



2018 RECOGNITION AWARDS

- Appleton
- Fond du Lac
- Fox Valley Region
- La Crosse Region
- New Holstein
- Watertown
- Wausau

14 more applicants currently under review!



WHY APPLY?



- Provides recognition for growth and forward progress
- Application is straightforward, easy to complete
- A pathway to leverage programs and community engagement towards bigger change
- Get connected to, or be part of offering resources, training, peer support
- Be part of something bigger – build the statewide rising tide for active communities



APPLETON'S STORY

As a WI Active Together Community



THE DEPARTMENT OF PUBLIC WORKS ROLE

- Policies/Plans
- Development Agreements
- Making it Fun



THE DEPARTMENT OF PUBLIC WORKS ROLE

Policies/Plans

- Sidewalk Installation Policy
- Complete Streets Policy
- Health in All Policies
- Creating a Sustainable City Plan
- Comprehensive Plan – Transportation Chapter



THE DEPARTMENT OF PUBLIC WORKS ROLE

Development Agreements

- Include trails/access to riverfront in Development Agreements
- Include sidewalks and trail connectivity in residential Development Agreement



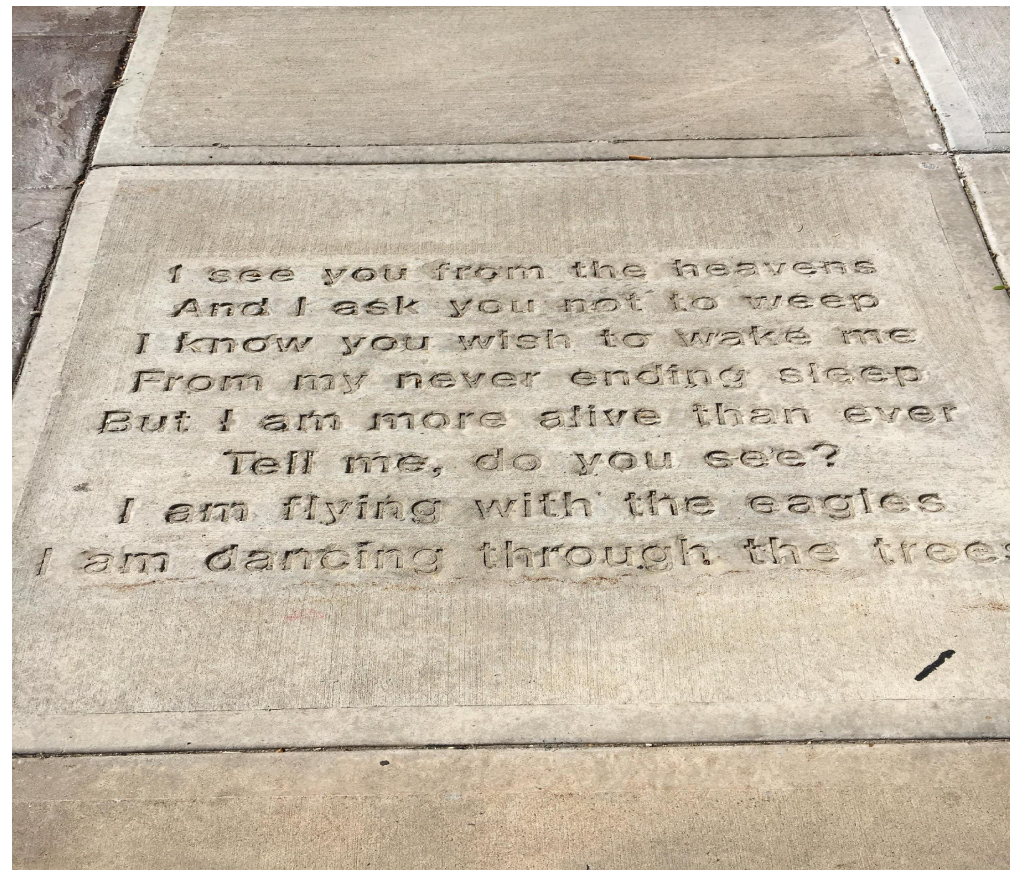
THE DEPARTMENT OF PUBLIC WORKS ROLE

Making it Fun

- Sidewalk Poetry Program
- Fox Trot Trail
- Sidewalk Painting for Safe Routes to School
- Sidewalk Chalk Events
- Traffic Control Boxes
- Yarn Art
- Mural Painting

THE DEPARTMENT OF PUBLIC WORKS ROLE

Sidewalk Poetry Program



THE DEPARTMENT OF PUBLIC WORKS ROLE

Fox Trot Trail



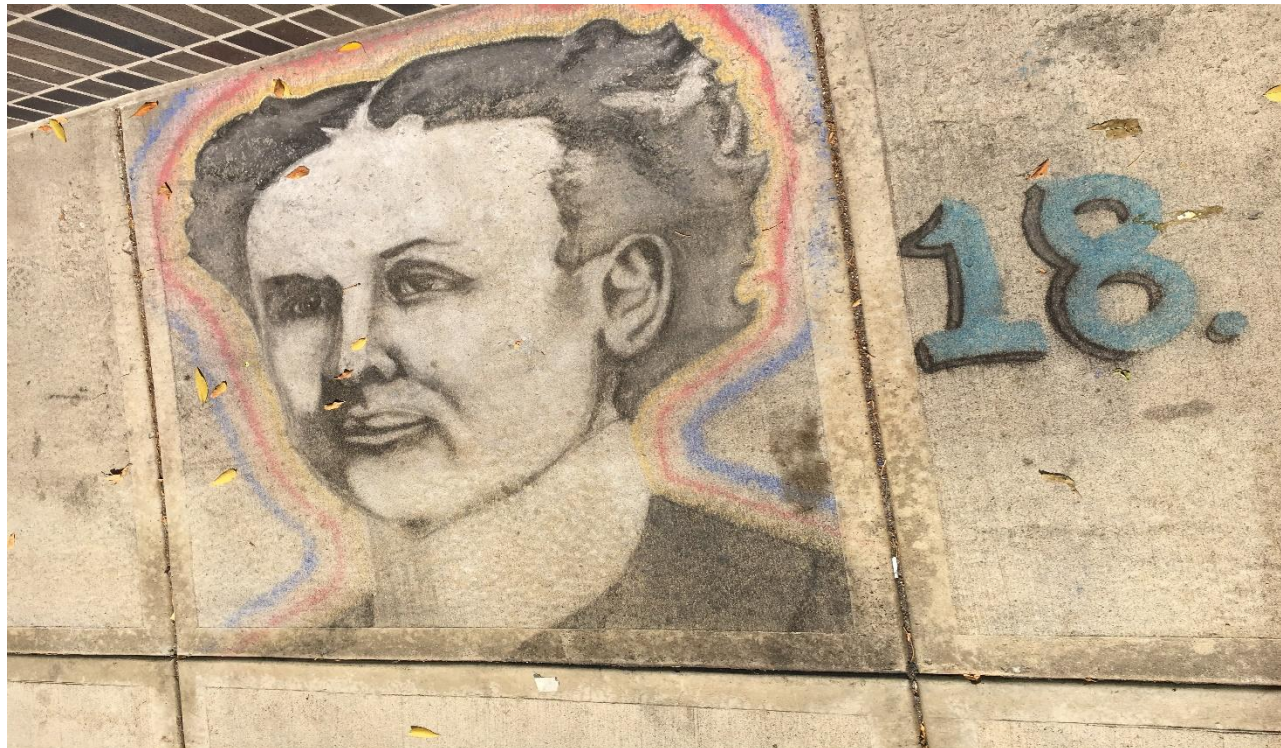
THE DEPARTMENT OF PUBLIC WORKS ROLE

Sidewalk Painting for Safe Routes to School



THE DEPARTMENT OF PUBLIC WORKS ROLE

Sidewalk Chalking Events



THE DEPARTMENT OF PUBLIC WORKS ROLE

Traffic Control Boxes



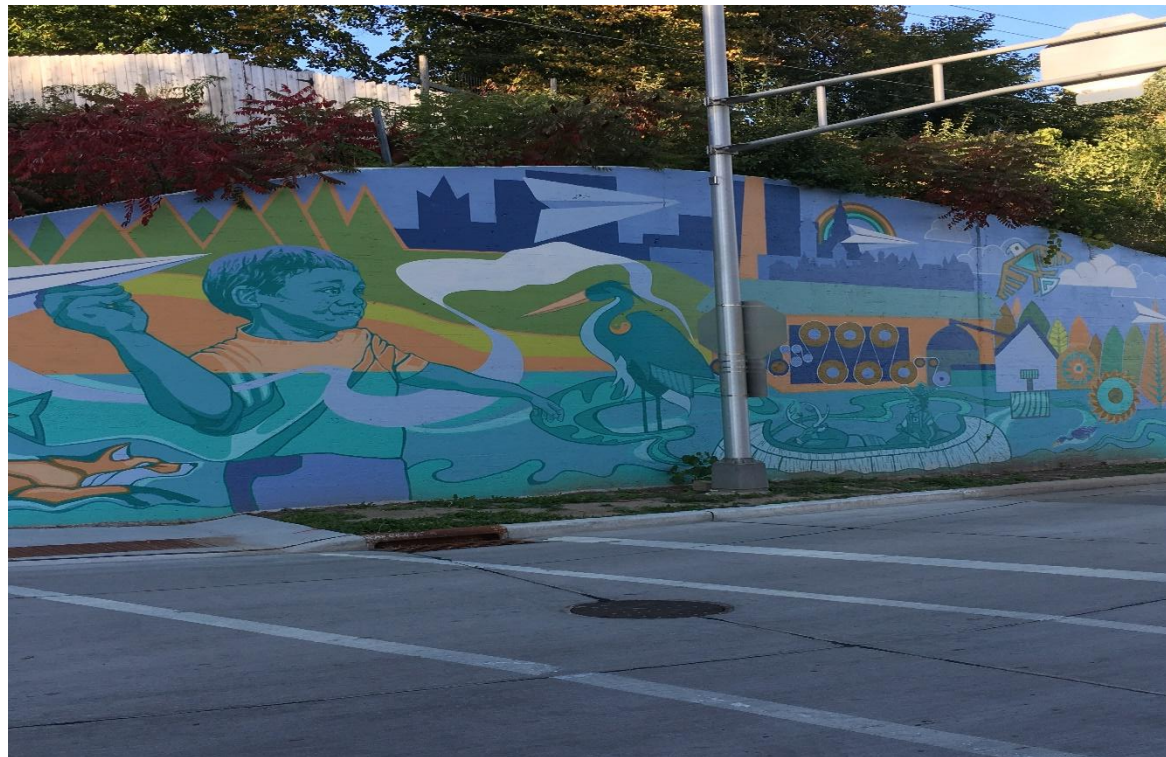
THE DEPARTMENT OF PUBLIC WORKS ROLE

Yarn Art

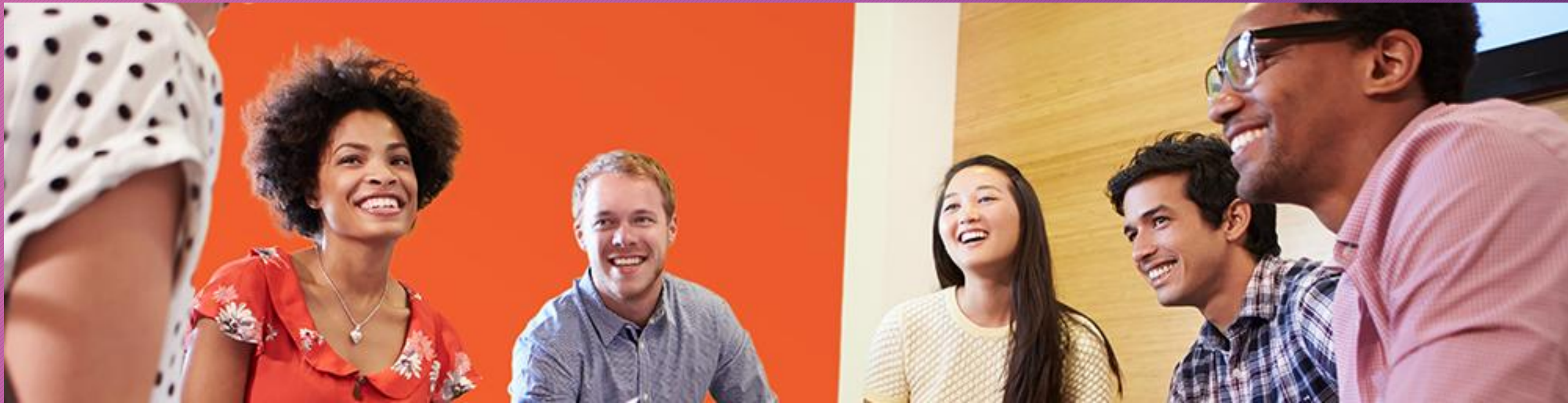


THE DEPARTMENT OF PUBLIC WORKS ROLE

Mural Painting



Cultural Diversity and Competency Considerations in Planning

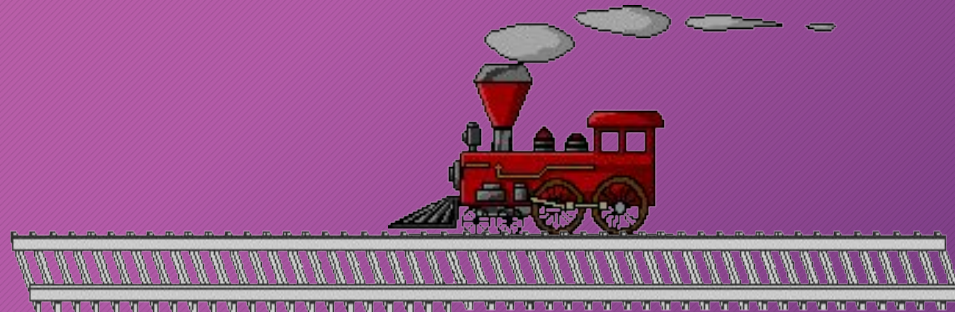


Defining Cultural Competence

A defined set of values and principles, and demonstrated behaviors, attitudes and structures that enable employees and leaders to work effectively cross-culturally.

Cultural Derailing Behaviors *Carry A Powerful Impact*

Doesn't Matter What Message You Send
Only the Message That Was Received!
INTENT vs. IMPACT



Cultural Diversity

- The Cultural Competence Continuum
 - Where Are We Now?
 - Where Could We Be?



The LEARN Model

Listen to other's perception of the opportunity

Explain your perception of the opportunity

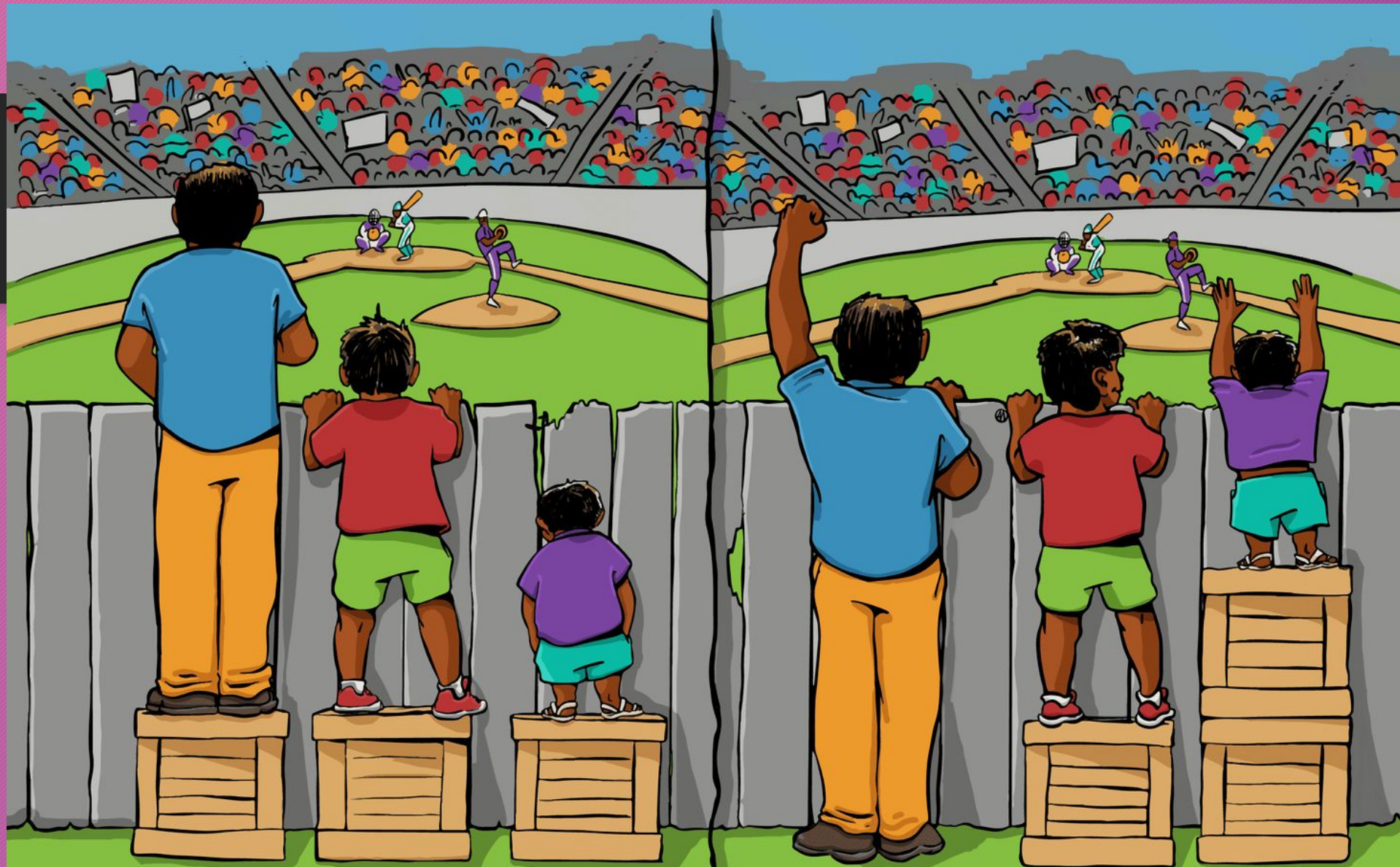
Acknowledge and discuss
differences/similarities

Recommend approach

Negotiate approach

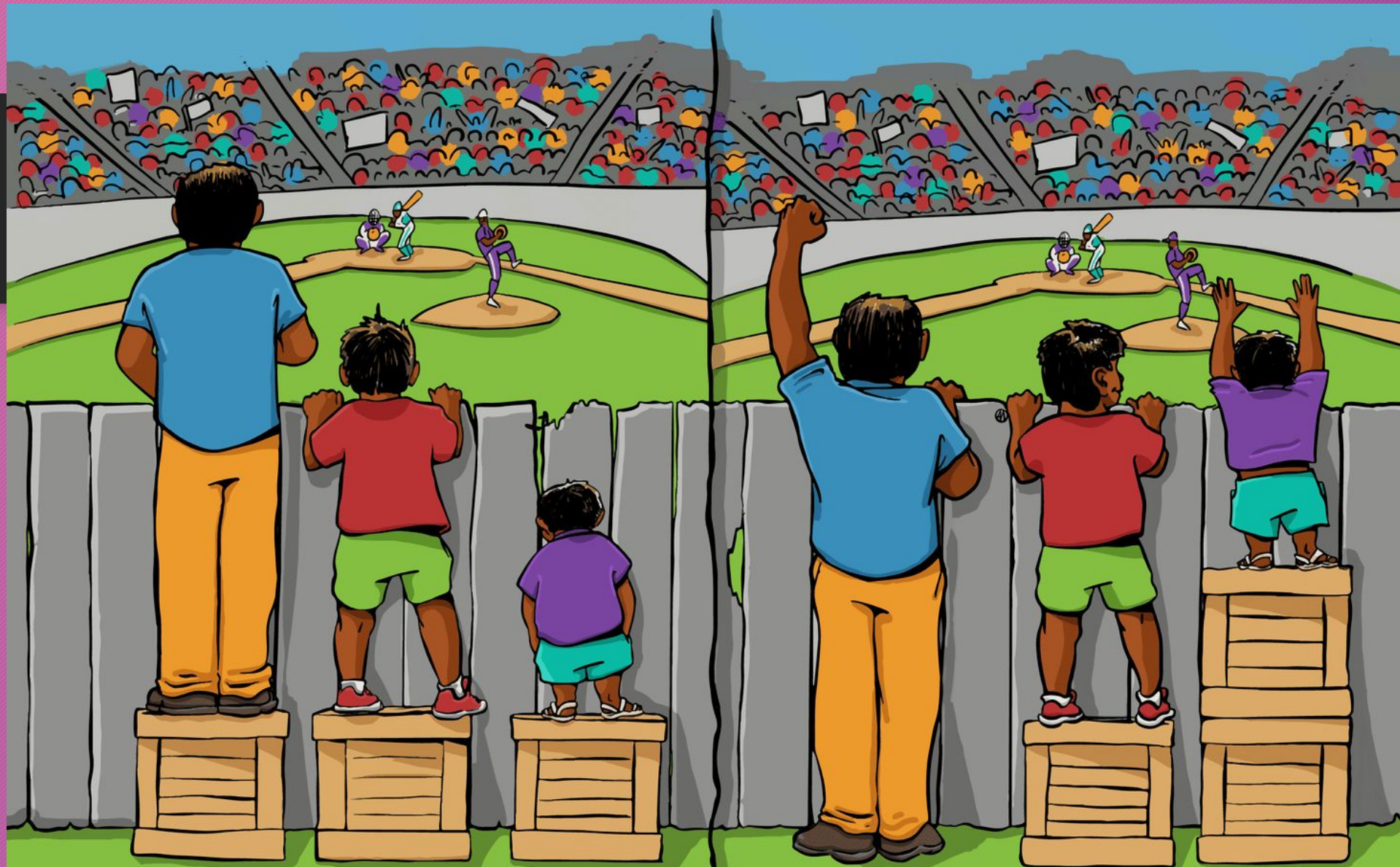


Adapted from Berlin and Fowkes from Stanford University



EQUALITY

EQUITY



EQUALITY

EQUITY

Active Together!



Skills and Characteristics of Cultural Competency: 5 Essential Elements

1. Value diversity and understand what cultural diversity truly represents
2. Have the capacity for cultural self-assessment
3. Be conscious of the dynamics inherent when cultures interact with planning projects
4. Acquire institutionalized culture knowledge - polished through Cross-Cultural Encounters
5. Develop adaptations to planning delivery reflecting an understanding of cultural diversity

Questions for us?

Our question for you:

What opportunities or challenges exist in your community to make continual progress on making it easier to walk, bike or be active?



THANK YOU!

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