In It Together

Public Works Role in Creating an Active Community

Learning Objectives

1. Develop a framework for creating an active community.

2. Engage others to be part of the "movement" towards an active community.

3. Encourage your community to be active through fun Public Works initiatives.

What is an "Active Community"?

Simply stated it is a community where people can easily and safely walk, ride a bike and be physically active.

As Public Works professionals, why should we care?

- Safety
- Health
- Economic Impact
- Environmental Impact
- Social Cohesion
- Popular Demand

Wisconsin Active Together

What is Wisconsin Active Together?

- It is an initiative that recognizes any community group or coalition that is making it easier for people to walk, bike and be active

  AND

- Meets basic criteria to demonstrate that commitment

Why was it created?

The hope is that the Wisconsin Active Community campaign will lift up and celebrate all the work that is already happening to create more active communities across Wisconsin.

Why Apply?

- Provides recognition for growth and forward progress
- Helps leverage community engagement towards bigger change
- Application process gets you in the same room with a variety of perspectives
- Application is easy!
- Allows you to be part of the statewide rising tide for active communities

Wisconsin Active Together Application

- www.wiactivetogether.org

- Part 1 – Basic information about applicant.

- Part 2 – Assessment of current and up-coming actions making it easier to walk, bike and be active in the community.

  - Strategy Checklist

- Part 3 – Letter of support from your local community, a photo that captures your efforts and a 4-part pledge that shows your commitment to this initiative.
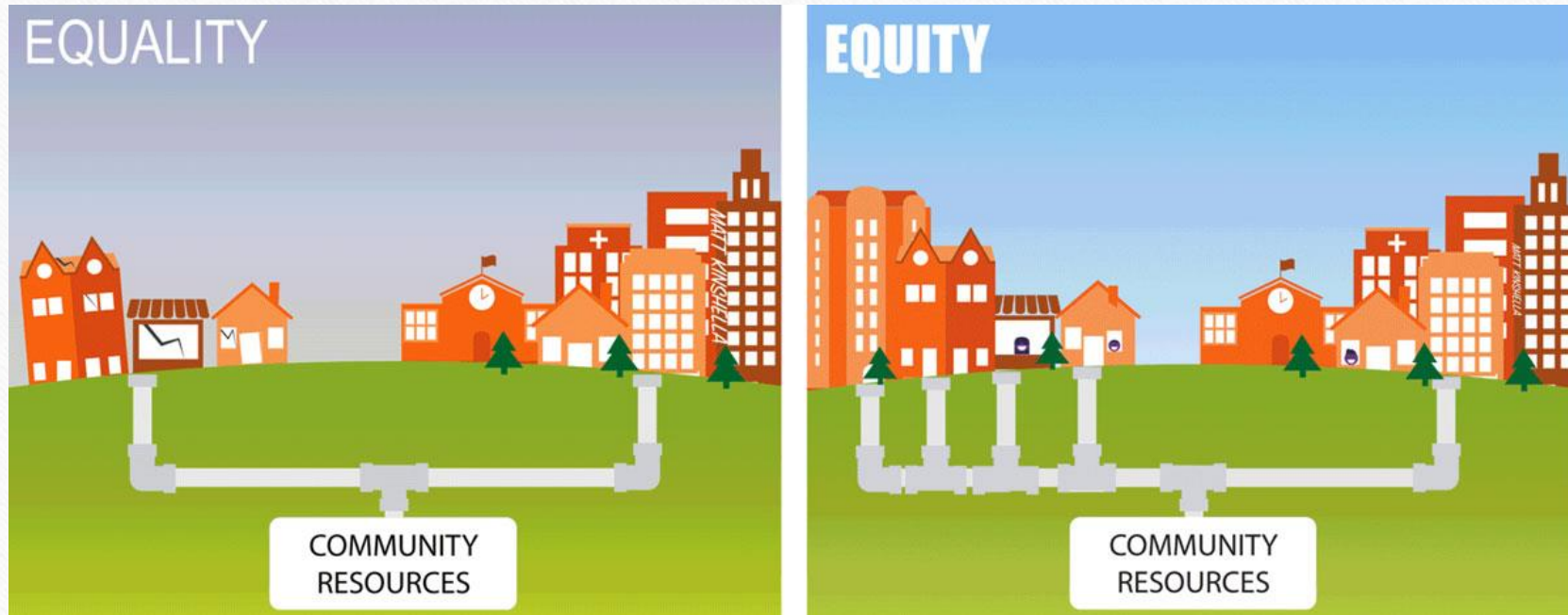
Checklist examples for Appleton

- Blue Checklist – Local Action Strategies
  - "Walk Your City" signage or paint on sidewalks for routes that connect people to destinations
- Yellow Checklist – Community Engagement Strategies
  - Participatory public art
- Green Checklist – Outcome Goals
  - Local Complete Streets Policy
  - Health in all Policies Ordinance

Equality versus Equity

Why should we care about equity?

- The zip codes where people live should not determine their health outcomes or opportunities to make healthy choices.
- Providing safe places to walk, bike and be active must be for EVERYONE regardless of socioeconomic status, race/ethnicity, rurality, immigration status, age or disability status.
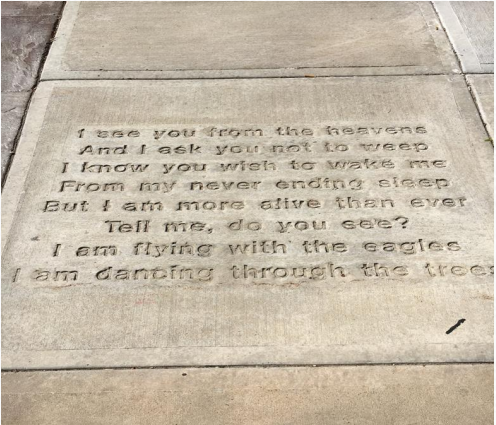
How do you develop a framework for creating an Active Community?

- Policies/Plans/Ordinances
  - Sidewalk Installation Policy
  - Complete Streets Policy
  - Health in all Policies Ordinance
  - Creating a Sustainable City Plan
  - Comprehensive Plan – Transportation Chapter

What are some fun Public Works initiatives that the City of Appleton has done?

Appleton Public Works

- We may not be artists, but we are collaborators & we have the infrastructure!
- We've taken our infrastructure & engaged others to be part of the "movement" towards an active community
  - Appleton Downtown Inc.
  - Appleton Area School District
  - Lawrence University
  - Local artists, businesses and organizations
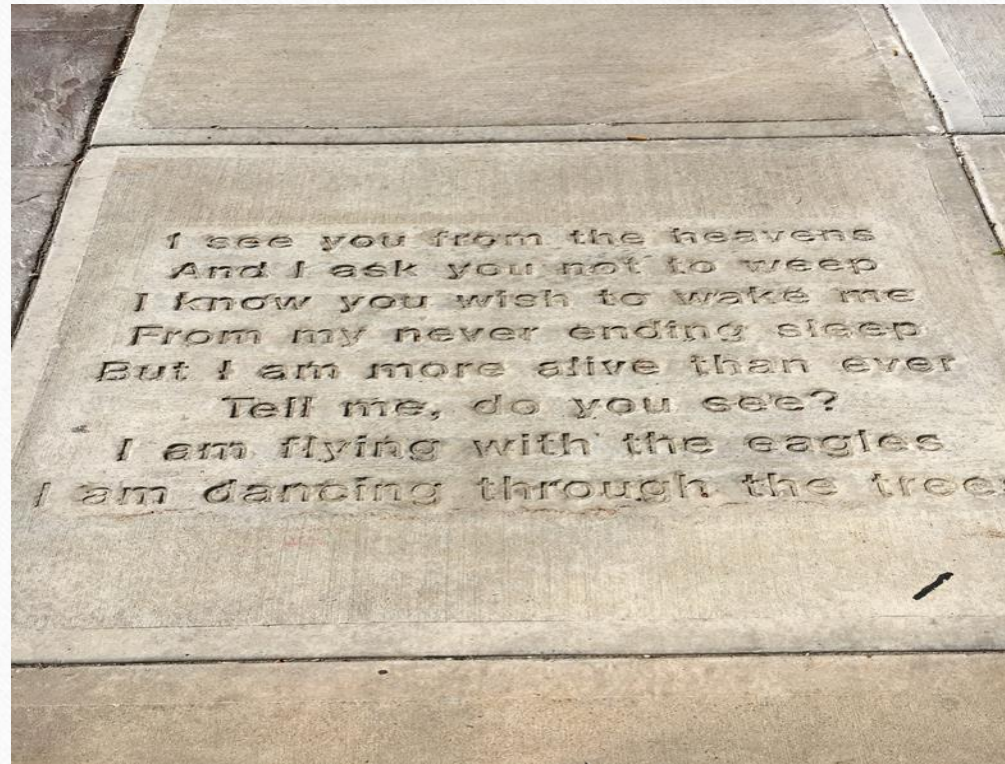
"Active Community" Projects to date

- Sidewalk Poetry Program
- Fox Trot Trail Project
- Safe Rotes to School Sidewalk Painting Program
- Manhole Compassion Project
- Traffic Control Box Project
- Yarn Art Project
- Sidewalk Chalking Project
- Bridge Chalking Project
- Mural Painting Project

Sidewalk Poetry Project

Fox Trot Trail Project

Safe Routes to School Sidewalk Painting

Edison Elementary School

Manhole Compassion Project
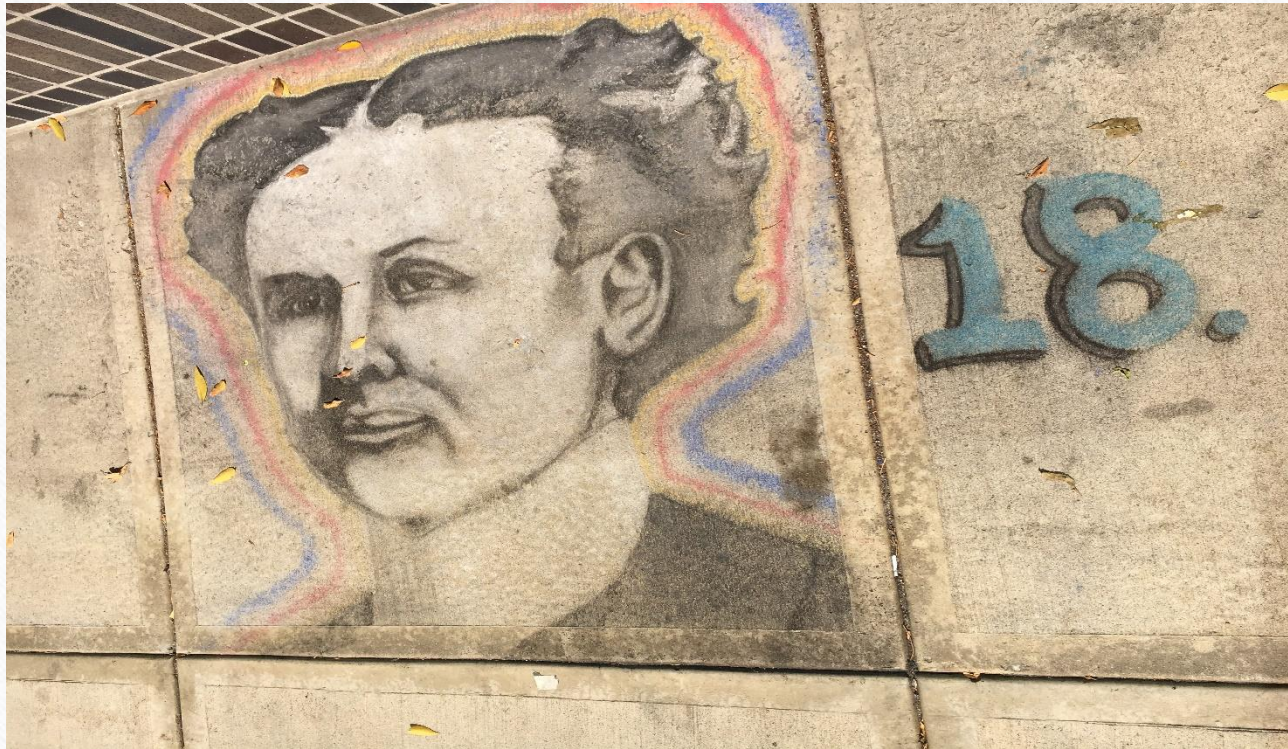
Traffic Control Box Project

Yarn Art Project
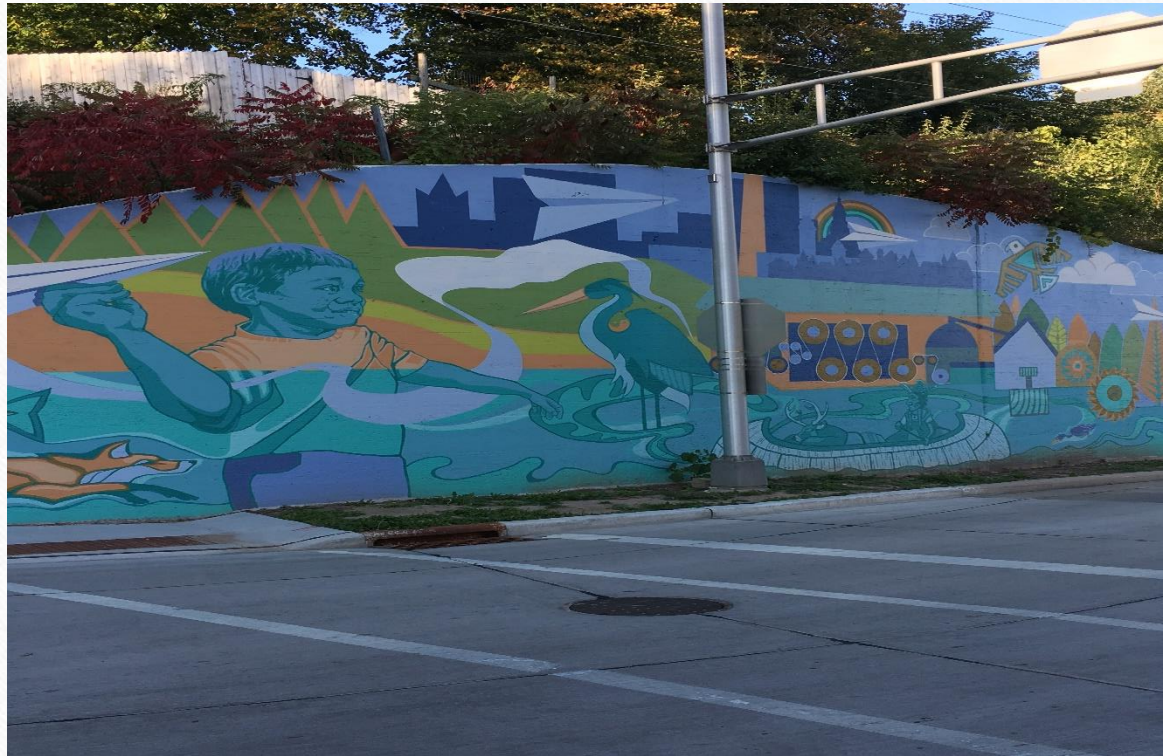
Sidewalk Chalking Project

Bridge Chalking Project

Mural Painting Project

Questions?

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