

## Wisconsin Active Together – Community Strategy and Resource Guide

<b>Event Strategy</b>
1. <a href="#">Set-up One-time Community building rides (e.g., Slow Roll, Bike Rendezvous, etc.)</a>
2. <a href="#">Promote Walk to School day/week (October)</a>
3. <a href="#">Promote Bike to work week (May)</a>
4. <a href="#">Bike to Work Day (May 19) or AHA's National Walking Day (April 15)</a>
5. <a href="#">Set-up Open Streets dates</a>
6. <a href="#">Share and Be Aware classes and rides</a>
7. <a href="#">Conduct a Bike donation or bike swap event</a>
8. <a href="#">Participation in the National Bike Challenge or the APHA Billion Steps campaign.</a>
9. <a href="#">Conduct community walk-bike audits</a>
10. <a href="#">Conduct safety education campaigns</a>
<b>Signature Program Strategy</b>
11. <a href="#">Set-up regular weekly or monthly community building rides</a>
12. <a href="#">Set up a bicycle benefits program with local retailers</a>
13. <a href="#">Establish a Cycle Without Age program</a>
14. <a href="#">Set-up "Stop for your Neighbor" walking education campaigns</a>
15. <a href="#">Set-up Weekly/ Monthly travel training or transit club events</a>
<b>Environmental Changes</b>
16. <a href="#">Create simple community walking loops / trails with signage</a>
17. <a href="#">Install bike racks and/or fix-it stations</a>
18. <a href="#">Install "Walk Your City" signage or paint on sidewalks for routes that connects people to destinations</a>
19. <a href="#">Place physical walking/biking route maps in the community</a>
20. <a href="#">Establish a community bike share</a>
21. <a href="#">Build a better bus stop (bus stop design contests)</a>
<b>Demonstration Projects Strategy</b>
22. <a href="#">Pop-up sidewalk, protected bike lane or bike boulevard</a>
23. <a href="#">Create pop-up visible crosswalks</a>
24. <a href="#">Set-up pop-up traffic calming</a>
25. <a href="#">Pop-up directional signage or maps network. Include transit stops in network</a>
26. <a href="#">Pop up art at local 'activity hubs' like main streets, schools, bus stops, senior centers, etc.</a>
27. <a href="#">Create first mile/last mile connections demos to show safe walking connections to transit stops</a>
<b>Local Outreach Strategy</b>
28. <a href="#">Create supporter email lists</a>
29. <a href="#">Conduct grassroots education</a>
30. <a href="#">Conduct local official education</a>
31. <a href="#">Conduct a Local Walk/Bike Civics Course</a>
32. <a href="#">Adopt a health equity resolution</a>
33. <a href="#">Collect walk/bike transit/ transportation rider's stories</a>
34. <a href="#">Conduct walking meetings with local leaders/legislators or office hours on the bus</a>
35. <a href="#">Participatory public art</a>
36. <a href="#">Participatory photo mapping/photovoice</a>
37. <a href="#">Conduct community walk/bike audits</a>
38. <a href="#">Share support lists with local allies and/or disseminate partners' events /info to your supporter lists</a>
<b>Outcome Strategy</b>
39. <a href="#">Apply for walk or bike friendly designation award</a>
40. <a href="#">Establish a Bike/Ped Committee</a>
41. <a href="#">Adopt a Bike/Ped Plan</a>
42. <a href="#">Create a Safe Routes to School Plan</a>
43. <a href="#">Serve as a mentor to other communities</a>
44. <a href="#">Attend a statewide conference /summit on active transportation</a>
45. <a href="#">Establish consistent Wayfinding Signage</a>
46. <a href="#">Establish model workplace physical activity transportation policies with large local employers</a>
47. <a href="#">Connect trails across city or county lines in bike/ped plans</a>
48. <a href="#">Support leadership development opportunities / roles with individuals in underrepresented communities</a>
<b>Destination Policy Strategy</b>

49. <a href="#">Local Complete Streets policy</a>
50. <a href="#">Local Safe Routes to School funding</a>

## Strategy #1 – Community Building Walks or Rides

STRATEGY TYPE: Local Action Strategy - Event	
<b>DESCRIPTION</b> Implement walking and biking events as a way to provide visibility to your efforts in creating a more active community. This guide provides ideas, strategies and resources to organize biking events in your community.	
<b>RESOURCES</b>  <b>Web Resources:</b> <a href="#">National Bike Month Guide</a>  <b>Contents:</b> <ul style="list-style-type: none"><li>• Introduction - Why celebrate bike month? Promotion matters.</li><li>• Ideas for bike month: infographic-making connections</li><li>• Getting started: key steps to success timeline - 9 steps for successful events<ul style="list-style-type: none"><li>○ Write a plan</li><li>○ Start fundraising</li><li>○ Build partnerships</li><li>○ Recruiting and working with volunteers</li><li>○ Promoting the event</li><li>○ Enjoy the event</li><li>○ Reward volunteers and recognize sponsors</li><li>○ Evaluate success</li><li>○ Prepare for next year</li></ul></li><li>• The many faces of bike month.<ul style="list-style-type: none"><li>○ Examples and stories</li><li>○ Sample documents: <i>Letter requesting sponsorship » Press release » Bike Month Proclamation</i></li></ul></li><li>• Making the case:<ul style="list-style-type: none"><li>○ Health, productivity, economic, environmental and transportation</li><li>○ Map showing the economic benefits of bicycling</li></ul></li><li>• Additional resources<ul style="list-style-type: none"><li>○ <i>Education Resources » Overcoming Bike Commuting Concerns » Bike Month Bingo</i></li></ul></li></ul>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #2 - Walk to School day/week (October)

<b>STRATEGY TYPE:</b> Local Action Strategy - Event	
<b>DESCRIPTION</b> Join students, families, school leaders, community partners and mayors around the country on October 4 to celebrate the benefits of walking to school during International Walk to School Day.	
<b>RESOURCES</b>  <b>Web Resources:</b> <a href="#">Walk to School Day</a>  <b>Contents:</b>  <b>PLAN AN EVENT</b> <a href="#">How to Plan</a> - Walk and Bike to School Day events can be simple or elaborate. A school might start by hosting a big event, and then hold low key events over time. Another place might start simple and then build efforts in subsequent years. Read on to learn more about planning the event.  <a href="#">Event Ideas</a> - Walk and bike events come in all sizes. Make the event something that will resonate with what families, the school and broader community care about. Browse these ideas to help you plan your event.  <a href="#">Get Media Attention</a> - Promoting your event in the community can help build awareness of your event theme or cause, such as healthy habits, neighborhood safety or a sense of community. We've provided some tools to help you get started.  <a href="#">Downloadable Materials</a> - Use these downloadable materials to help with promoting your event, decorating the school, or getting the students involved in and excited about the celebration.  <b>BEYOND THE DAY</b> <a href="#">Year-Round Biking and Walking</a> For most schools, a one-day event is not enough. Communities see the promise of healthier students and safer streets. Learn more about transitioning your event into ongoing activities.  <a href="#">Student Education</a> - Programs that encourage walking and bicycling should also incorporate safety education. In order for children to adopt new skills, they need practice time and repeated reinforcement of the key messages. The following walking and biking resources can help.  <a href="#">Safe Routes to School</a> - Safe Routes to School (SRTS) programs are sustained efforts by parents, schools, law enforcement, advocacy groups, community leaders and government to improve the well-being of children by walking and biking to school.  <a href="#">Why Walk or Bike</a> - Events are a wonderful way to celebrate the joy and independence of walking and biking to school and they bring schools and communities together for a common purpose. Most of all, they are fun!  <b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #3 – Bike Week (early June)

STRATEGY TYPE: Local Action Strategy - Event
<p style="text-align: center;"><b>DESCRIPTION</b></p> <p>Bike to Work Week is usually in Late or early June. The Bicycle Federation of WI has materials and resources for local events to promote the week.</p>
<p style="text-align: center;"><b>RESOURCES</b></p> <p><b>Web Resources:</b> <a href="#">Bicycle Federation of WI</a></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Introduction             <ul style="list-style-type: none"> <li>○ Why celebrate bike month?</li> <li>○ Promotion matters</li> </ul> </li> <li>• Ideas for bike month             <ul style="list-style-type: none"> <li>○ Infographic: making connections 4</li> </ul> </li> <li>• Getting started: 12 key steps to success             <ul style="list-style-type: none"> <li>○ Timeline: 9 steps for successful events</li> </ul> </li> <li>• The many faces of bike month             <ul style="list-style-type: none"> <li>○ Sample documents:                     <ul style="list-style-type: none"> <li>» letter requesting sponsorship</li> <li>» press release</li> <li>» bike month proclamation</li> </ul> </li> </ul> </li> <li>• Making the case             <ul style="list-style-type: none"> <li>○ Map: the economic benefits of bicycling</li> </ul> </li> <li>• Additional resources             <ul style="list-style-type: none"> <li>○ Education resources</li> <li>○ Overcoming bike commuting concerns</li> <li>○ Bike month bingo</li> <li>○ Workplace poster</li> </ul> </li> </ul> <p><u>National Resources:</u>  <a href="#">National Bike Month Guide</a>              Bike to work checklist <a href="https://www.bikeshophub.com/blog/2007/05/17/commuting-101-bike-to-work-day-checklist">https://www.bikeshophub.com/blog/2007/05/17/commuting-101-bike-to-work-day-checklist</a>              Bicycle Friendly Business <a href="http://bikeleague.org/sites/default/files/Attributes_of_BFB.pdf">Bicycle http://bikeleague.org/sites/default/files/Attributes_of_BFB.pdf</a></p>
<p style="text-align: center;"><b>TRAINING OPPORTUNITIES</b></p> <p><b>Webinar Trainings:</b> <a href="#">Bike to Work Week Evolution</a></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b> <a href="#">Bicycle Federation of WI</a></p>

## Strategy #4 -Bike to Work Day (May 19) or AHA's National Walking Day (April 5)

STRATEGY TYPE: Local Action Strategy - Event	
DESCRIPTION	
Bike to Work Day (Mid-May) or American Heart Association's (AHA) National Walking Day (Mid-April). One day events that can be used to raise awareness of walking or biking and used to kick-off longer campaigns.	
RESOURCES	
<p><b>Web Resources:</b></p> <p><a href="#">AHA National Walking Day</a> - The first Wednesday in April is National Walking Day. The American Heart Association sponsors this day to remind people about the health benefits of taking a walk. Wear your sneakers (or take them with you) to work, and at some point in the day, you are encouraged to take a 30-minute walk.</p> <p>Bike to work checklist <a href="https://www.bikeshophub.com/blog/2007/05/17/commuting-101-bike-to-work-day-checklist">https://www.bikeshophub.com/blog/2007/05/17/commuting-101-bike-to-work-day-checklist</a></p> <p>Bicycle Friendly Business <a href="http://bikeleague.org/sites/default/files/Attributes_of_BFB.pdf">Bicycle http://bikeleague.org/sites/default/files/Attributes_of_BFB.pdf</a></p>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	

## Strategy #5 – Open Streets event(s)

<b>STRATEGY TYPE:</b> Local Action Strategy - Event	
<b>DESCRIPTION</b> Ride the Drive is more than just closing roads to traffic. Madison Example: At this year's Ride the Drive you can stroll, roll, pedal or glide your way to three downtown area parks—join us at Brittingham Park, Olin Park and Law Park! Select the park name below for a complete listing of activities, food, fun and entertainment at each park!	
<b>RESOURCES</b>  <b>Web Resources:</b> <a href="#">Open Streets Project Madison Example</a>  <b>Contents:</b> <ul style="list-style-type: none"><li>• Activities &amp; Vendors</li><li>• Entertainment</li><li>• Food</li><li>• Info &amp; Swag</li><li>• Volunteering</li><li>• Road Closures</li><li>• If You Live On The Route</li><li>• Vendors</li><li>• Frequently Asked Questions</li></ul> <b>National Resources:</b> <a href="#">Open Streets Project – national resources</a>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <a href="#">Association of Pedestrian and Bicycle Professionals</a> (Fee associated with webinars) <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #6 – Share and Be Aware classes and rides

STRATEGY TYPE: Local Action Strategy - Event	
DESCRIPTION	
<b>Share &amp; Be Aware</b> is a data driven statewide campaign to make walking and biking even safer by educating all road users. Every person, whether walking, biking, or driving has a role to play in traffic safety.	
RESOURCES	
<b>Web Resources:</b> WI Department of Transportation Information	
<b>Contents:</b> <ul style="list-style-type: none"><li>• <a href="#">Safety: Share &amp; Be Aware</a><ul style="list-style-type: none"><li>○ <a href="#">Bicycle Laws</a></li><li>○ <a href="#">Biking</a></li><li>○ <a href="#">Classes</a></li><li>○ <a href="#">Driver's Education</a></li><li>○ <a href="#">Driving</a></li><li>○ <a href="#">Resources</a></li><li>○ <a href="#">Walking</a></li></ul></li></ul>	
<b>Other resources:</b> <ul style="list-style-type: none"><li>• <a href="#">WI Bike Federation one-page flyer</a></li></ul>	
TRAINING OPPORTUNITIES	
<b>Webinar Trainings:</b>	
<b>In-person Training:</b> <a href="#">WI Bike Federation Classes</a> (check to see about any current offerings)	
<b>Learning/Sharing Group:</b>	
<b>1 to 1 Technical Assistance or Mentoring:</b>	



## Strategy #7 - Bike donation or bike swap event

STRATEGY TYPE: Local Action Strategy - Event	
DESCRIPTION	
Promote the use of bicycles by “recycling” used bikes and making them available for use by new owners.	
RESOURCES	
<b>Web Resources:</b> <a href="#">International Bicycle Fund</a>	
<b>Contents:</b>	
<ul style="list-style-type: none"><li>• <a href="#">Finding a place to donate Your Bike</a></li><li>• <a href="#">Options for Recycling/Reusing Bicycle Parts</a></li><li>• <a href="#">Organizations Collecting and Distributing Used Bicycles</a></li><li>• <a href="#">Organizations Requesting Bikes</a></li><li>• <a href="#">Organizations Requesting Bicycle Related Training</a></li><li>• <a href="#">Individuals wanting to find a used bike</a></li><li>• <a href="#">Guide to Recycling Bicycles Internationally</a></li></ul>	
TRAINING OPPORTUNITIES	
<b>Webinar Trainings:</b>	
<b>In-person Training:</b>	
<b>Learning/Sharing Group:</b>	
<b>1 to 1 Technical Assistance or Mentoring:</b> Oshkosh Cycling Club (Melissa)	
<a href="mailto:foxvalleybikeswap@gmail.com">foxvalleybikeswap@gmail.com</a>	
<a href="http://oshkoshcyclingclub.com/bikeswap">http://oshkoshcyclingclub.com/bikeswap</a>	

## Strategy #8 - Participation in the National Bike Challenge or the APHA Billion Steps campaign.

Encourage individuals, teams, schools and/or worksites to sign up.

STRATEGY TYPE: Local Action Strategy - Event	
DESCRIPTION	
The National Bike Challenge and Billion Steps Campaign are multi-week promotions to increase physical activity. Online tools allow individuals and teams to track their activity.	
RESOURCES	
<b>Web Resources:</b> <ul style="list-style-type: none"><li>• <a href="#">League of American Bicyclists - National Bike Challenge</a> - The National Bike Challenge is a nationwide event uniting thousands of current bicyclists — and encouraging countless new riders. It is a free and easy way to challenge yourself, your colleagues and your community to ride more while competing on a local, state and national level.</li><li>• <a href="#">National Bike Challenge login</a></li><li>• <a href="#">Billion Steps information</a> - Help us reach our goal of collectively walking 1 Billion steps.. You can join APHA's team, or create your own team to compete as a group of friends, an organization or even a whole community!</li><li>• <a href="#">Billion Steps sign up</a></li></ul>	
<b>Contents:</b> <ul style="list-style-type: none"><li>• </li></ul>	
TRAINING OPPORTUNITIES	
<b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #9 – Conduct a community walk audit

STRATEGY TYPE: Local Action Strategy - Event	
DESCRIPTION	
<p>An audit is an unbiased examination/evaluation of the walking and biking environment. The general purpose of an audit is to identify concerns for pedestrians and bicyclists related to the safety, access, comfort, and convenience of the environment. In addition to identifying problem areas, an audit can be used to identify potential alternatives or solutions (such as engineering treatments, policy changes, or education and enforcement measures).</p>	
RESOURCES	
<p><b>Web Resources:</b></p> <ul style="list-style-type: none"><li>• <a href="#">WI Audit tool</a></li></ul> <p><b>Contents:</b></p> <p>The tool provided directions on how to do an audit and consists of three parts:</p> <p>Part 1: Audit Tool. A two-sided audit tool to score the features in the area being reviewed.</p> <p>Part 2: Audit Map. A two-sided map with a sample on one side and space on the other side to paste the area being reviewed and make notes and references on specific features.</p> <p>Part 3: Reference Guide. A seven-page reference list to assist with completing the 2-page audit and/or to record more detail on what you see as part of the audit.</p> <ul style="list-style-type: none"><li>•</li></ul> <p><b>National Resources:</b></p> <p><a href="#">Audit information</a> and tools from the Pedestrian and Bicycle Information Center</p>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b> Virtual trainings for communities <a href="#">WI Department of Health</a> (Email Request)</p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b> <a href="#">WI Department of Health</a> (Email Request)</p>	

## Strategy #10 - Conduct a Safety Education Campaign

STRATEGY TYPE: Local Action Strategy - Event	
<b>DESCRIPTION</b> In Wisconsin, the bicycle and pedestrian travel network provides excellent biking and walking options for residents and visitors. An important goal of this network is to make biking and walking safer and more convenient by working with communities and counties throughout the state. Bicycle and pedestrian travel is increasingly recognized as a practical transportation alternative in addition to its recreational and health benefits. It is important for children and adults to understand the importance of safe bicycling and walking and how to practice these safety measures.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Kids Safety</a> – WI Department of Transportation resources <a href="#">Share and Be Aware info</a> <b>Contents:</b>  <b><u>Kids Safety</u></b> <ul style="list-style-type: none"><li>• <a href="#">Activities</a></li><li>• <a href="#">Bike safety</a></li><li>• <a href="#">Bike parts</a></li><li>• <a href="#">Bike checklist</a></li><li>• <a href="#">Bus safety</a></li><li>• <a href="#">Crossing the street</a></li><li>• <a href="#">Helmets and dress</a></li><li>• <a href="#">Night safety</a></li><li>• <a href="#">Pedestrian safety</a></li><li>• <a href="#">Road rules</a></li><li>• <a href="#">Street signs</a></li><li>• <a href="#">Teachers and parents</a></li><li>• <a href="#">Where to bike and walk</a></li><li>• <a href="#">Injuries and fatalities</a></li><li>• <a href="#">Rules and pointers</a></li><li>• <a href="#">For kids and parents</a></li><li>• <a href="#">Resources</a></li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #11 – Regular weekly or monthly community building rides or walks

STRATEGY TYPE: Local Action Strategy - Program	
DESCRIPTION	
The League of American Bicyclists provides a manual describing the steps to consider in forming a bicycle club.	
RESOURCES	
<b>Web Resources:</b> <ul style="list-style-type: none"><li>• <a href="#">How to Start a Bike Club or Advocacy Org</a> – League of American Bicyclists</li></ul>	
<b>Contents:</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Overview and Steps to Starting a Bicycle Club</li><li>• Selecting Officers<ul style="list-style-type: none"><li>○ Selecting Officers and Their General Duties</li></ul></li><li>• Developing By-laws for Your Club<ul style="list-style-type: none"><li>○ Key Sections</li><li>○ Examples of By-law formats</li></ul></li><li>• Obtaining Federal Identification Number and Nonprofit Status<ul style="list-style-type: none"><li>○ Initial Steps</li><li>○ Applying for Nonprofit Status with the IRS</li></ul></li><li>• Liability Issues<ul style="list-style-type: none"><li>○ Insurance Information</li><li>○ Liability</li></ul></li><li>• Club Meetings<ul style="list-style-type: none"><li>○ Establish a regular meeting schedule</li><li>○ Attract new members</li></ul></li><li>• Develop Membership &amp; Retention Strategies</li><li>• Fundraising</li><li>• Communications<ul style="list-style-type: none"><li>○ External and internal</li></ul></li><li>• Organizing Rides &amp; Volunteers</li><li>• Advocacy and Your Community</li><li>• The basics of bicycle advocacy</li><li>• Forming and sustaining advocacy in your club</li><li>• Resources</li><li>• Appendix<ul style="list-style-type: none"><li>○ Sample Waiver</li><li>○ Medical Refusal Form</li><li>○ Incident Investigation Report Form</li><li>○ Sample Cue Sheet</li><li>○ Safe Road Riding</li><li>○ Draft By-Laws</li></ul></li></ul>	
<a href="#">Organizing a Bike Club</a> – International Bicycle Fund Overview	
TRAINING OPPORTUNITIES	
<b>Webinar Trainings:</b> <a href="#">How to Start and Sustain a Women's Bike club</a>	
<b>In-person Training:</b>	
<b>Learning/Sharing Group:</b>	
<b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #12 – Bicycle benefits program with local retailers (e.g., bike bingo)

STRATEGY TYPE: Local Action Strategy - Program	
DESCRIPTION	
RESOURCES	
<b>Web Resources:</b> <a href="#">How a Bicycle Benefits program works</a> <a href="#">Bike Bingo - Fox Cities example</a> <a href="#">Bicycle Benefits - Madison example</a> <a href="#">Success Story</a>	
<a href="#">Communities with bicycle benefits programs in WI and list of benefits by community</a>	
Albany Appleton-Fox Cities Ashland Black Creek Brillion Brookfield Cedarburg Chilton Clintonville Cottage Grove Cross Plains Delafield DePere Eau Claire Fitchburg Fond du Lac Grafton Green Bay Green County Hales Corners Jackson Janesville Jefferson County Kewaskum Madison Manitowoc/Two Rivers	Marinette Mayville Menomonie Mequon Middleton Milwaukee Monona Monroe New Glarus New London Oshkosh Peshtigo Port Washington Princeton Ripon Shorewood Slinger South Milwaukee Stevens Point Thiensville Verona Waupun Wauwatosa West Bend Whitefish Bay
TRAINING OPPORTUNITIES	
<b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #13 – Cycle Without Age programs

STRATEGY TYPE: Local Action Strategy - Program	
<b>DESCRIPTION</b> Cycling Without Age is a movement started in 2012. The program helps the elderly get back on a bicycle, but in a way that accommodates their limited mobility. The answer is a three-wheeled trishaw that can offer free bike rides to local nursing home residents.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Cycling Without Age</a> – A complete how-to web site  <b>Contents:</b> <ul style="list-style-type: none"><li>• <a href="#">About</a></li><li>• <a href="#">The pilot</a></li><li>• <a href="#">How To Get Started</a><ul style="list-style-type: none"><li>◦ <a href="#">Becoming an Affiliate</a></li><li>◦ <a href="#">Get Your Chapter Started</a></li><li>◦ <a href="#">Getting a Bike</a></li><li>◦ <a href="#">A Flying Takeoff Package</a><ul style="list-style-type: none"><li>• <a href="#">Oskosh, Wisconsin Takeoff</a></li><li>• <a href="#">West Hartford, Connecticut Takeoff</a></li><li>• <a href="#">Singapore Takeoff</a></li><li>• <a href="#">Saint John, New Brunswick Takeoff</a></li></ul></li><li>◦ <a href="#">Cycling Without Age Funding</a></li></ul></li><li>• <a href="#">News</a><ul style="list-style-type: none"><li>◦ <a href="#">Social media</a></li><li>◦ <a href="#">Blog</a></li><li>◦ <a href="#">Long Rides</a></li><li>◦ <a href="#">Media</a></li></ul></li><li>• <a href="#">Resources</a><ul style="list-style-type: none"><li>◦ <a href="#">The book</a></li><li>◦ <a href="#">Brand Book</a></li><li>◦ <a href="#">Partnership Guidelines</a></li></ul></li><li>• <a href="#">Bike Sales</a></li><li>• <a href="#">Events</a></li><li>• <a href="#">FAQ</a></li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <a href="#">Cycling Without Age WI Contacts</a> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #14 – “Stop for your Neighbor” walking education campaigns

STRATEGY TYPE: Local Action Strategy - Program	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><a href="#">How to lead a Stop for Your Neighbor Crosswalk Action</a> – Wisconsin Walks</p> <p><a href="#">A Resident’s Guide for Creating Safe and Walkable Communities</a></p> <p><b>Contents:</b></p> <p><b><u>How to Lead A Stop For Your Neighbor Crosswalk Action</u></b></p> <ul style="list-style-type: none"><li>• Select a crosswalk (marked or unmarked) where people want to cross but people driving are not good at yielding (speed limit under 35 is ideal).</li><li>• Download and print the Wisconsin Walks October sign and the Yield to Pedestrians sign below:</li><li>• Get a friend or family member to help stage a mini crosswalk safety demonstration at a crosswalk near you. Ideally the crosswalk should be have pavement markings and should not be at an intersection controlled by traffic signals or stop signs. All you have to do is wait until the approaching cars have a safe stopping distance and walk across the street alone or with others while holding up the signs as a reminder to people driving by the law requires them to let people cross the street when they are in a crosswalk. Be assertive but also make sure that the people driving have time to stop and can see you.</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	



**Strategy #15 – Weekly/Monthly travel training or transit club events (trips to farmer’s market using alternative transportation)**

STRATEGY TYPE: Local Action Strategy - Program	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b> Association of Travel Instruction</p> <p><b>Contents:</b></p> <ul style="list-style-type: none"><li>•</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b></p>	

## Strategy #16 – Create simple community walking loops / trails with signage

<b>STRATEGY TYPE:</b> Local Action Strategy – Environmental Change	
<b>DESCRIPTION</b>	
<b>RESOURCES</b>	
<b>Web Resources:</b>	
<b>Contents:</b>	
<ul style="list-style-type: none"><li>•</li></ul>	
<b>TRAINING OPPORTUNITIES</b>	
<b>Webinar Trainings:</b>	
<b>In-person Training:</b>	
<b>Learning/Sharing Group:</b>	
<b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #17 – Installing bike racks and/or fix-it stations

STRATEGY TYPE: Local Action Strategy - Environmental Change	
<b>DESCRIPTION</b> Bike racks and fixit stations encourage bike transportation. Fixit stations include all the tools necessary to perform basic bike repairs and maintenance, from changing a flat to adjusting brakes and derailleurs. The tools are securely attached to the stand with stainless steel cables and tamper-proof fasteners. Hanging the bike from the hanger arms allows the pedals and wheels to spin freely while making adjustments.	
<b>RESOURCES</b>  <b>Web Resources:</b>  <a href="#">LaCrosse Example</a>  <a href="#">Milwaukee Example</a>  <b>Contents:</b>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <a href="#">How-to use a fixit station</a> <a href="#">Return On Investment Active Transportation</a> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #18 – “Walk Your City” signage or paint on sidewalks for routes that connects people to destinations

STRATEGY TYPE: Local Action Strategy - Environmental Change	
DESCRIPTION	
Instructions on how communities can make street signs for campaigns using pedestrian and bike signage that show the distance, in minutes, to everyday amenities to help increase walking and biking.	
RESOURCES	
<p><b>Web Resources:</b> <a href="#">Walk Your City Toolkit</a></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Intro</a><ul style="list-style-type: none"><li>○ <a href="#">About</a></li><li>○ <a href="#">History</a></li><li>○ <a href="#">Process</a></li></ul></li><li>• <a href="#">Prep</a></li><li>• <a href="#">Plan</a></li><li>• <a href="#">Build</a></li><li>• <a href="#">Implement</a></li><li>• <a href="#">Follow-up</a></li><li>• <a href="#">Introduction</a></li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b></p>	

## Strategy #19 – Place physical walking/biking route maps in the community

STRATEGY TYPE: Local Action Strategy - Environmental Change	
<b>DESCRIPTION</b> Find the top rated bike trails in Wisconsin, whether you're looking for an easy short bike trail or a long bike trail, you'll find what you're looking for. Click on a bike trail to find trail descriptions, trail maps, photos, and reviews.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Traillink</a> – An interactive website where you can search for local trails and list your own trails. <b>Contents:</b>  <b>Find Trails by Type of Activity</b>  <a href="#">Bike</a>  <a href="#">Birding</a>  <a href="#">Cross Country Skiing</a>  <a href="#">Dog Walking</a>  <a href="#">Geocaching</a>  <a href="#">Hiking</a>  <a href="#">Inline Skating</a>  <a href="#">Mountain Biking</a>  <a href="#">Running</a>  <a href="#">Walking</a>  <a href="#">Wheelchair Accessible</a>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #20 – Community Bike Share

<b>STRATEGY TYPE:</b> Local Action Strategy - Environmental Change	
<b>DESCRIPTION</b>	
A two-page summary of how Wood County set up a small community bike share program	
<b>RESOURCES</b>	
<b>Web Resources:</b> <ul style="list-style-type: none"><li>• Wisconsin Active Community Alliance example: <a href="#">Wood County</a></li></ul>	
<b>Contents:</b> <ul style="list-style-type: none"><li>• First steps</li><li>• Starting the conversation</li><li>• Gaining community support</li><li>• Challenges</li><li>• Key Lessons</li><li>• How to get started in your community</li></ul>	
<b>TRAINING OPPORTUNITIES</b>	
<b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #21 – Build a better bus stop (bus stop design contests)

STRATEGY TYPE: Local Action Strategy - Environmental Change	
DESCRIPTION	
<b>RESOURCES</b>  <b>Web Resources:</b>  <b>Contents:</b> <ul style="list-style-type: none"><li>•</li></ul>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #22 – Pop-up sidewalk, protected bike lane or bike boulevard

STRATEGY TYPE: Community Engagement – Demonstration Project	
<b>DESCRIPTION</b> “Quick Wins” - The majority of infrastructure improvements are expensive and labor-intensive—but they are often not the only or most effective way to bring energy and life into a downtown’s streets and public spaces. Quick win projects can go by many names—the most common being “lighter quicker cheaper” projects, tactical urbanism, quick builds or pop-up projects.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Colorado Downtown Streets Toolkit</a> - Quick Wins overview pages 80 – 83. Community Examples Pages 84 – 86.  <b>Contents:</b> <ul style="list-style-type: none"><li>• Performance Tracking</li><li>• Maintenance Plan</li><li>• Outreach Permits</li><li>• Plan</li><li>• Funding</li><li>• Strategy</li><li>• Sense of Urgency</li><li>• Team</li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	



## Strategy #23 – Pop-up visible crosswalks

<b>STRATEGY TYPE:</b> Community Engagement – Demonstration Project	
<b>DESCRIPTION</b> “Quick Wins” - The majority of infrastructure improvements are expensive and labor-intensive—but they are often not the only or most effective way to bring energy and life into a downtown’s streets and public spaces. Quick win projects can go by many names—the most common being “lighter quicker cheaper” projects, tactical urbanism, quick builds or pop-up projects.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Colorado Downtown Streets Toolkit</a> - Quick Wins overview pages 80 – 83. Community Examples Pages 84 – 86.  <b>Contents:</b> <ul style="list-style-type: none"><li>• Performance Tracking</li><li>• Maintenance Plan</li><li>• Outreach Permits</li><li>• Plan</li><li>• Funding</li><li>• Strategy</li><li>• Sense of Urgency</li><li>• Team</li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #24 – Pop-up traffic calming

STRATEGY TYPE: Community Engagement – Demonstration Project	
<b>DESCRIPTION</b>  Pop-up traffic calming demonstrations can showcase proven methods of slowing traffic and increasing safety with traffic calming designs. The demonstration projects can be used to educate community members, elected officials, and city staff on how to work together to create safer, more vibrant, and healthier communities. These educational events have the potential to influence policy change for better street design.	
<b>RESOURCES</b>  <b>Web Resources:</b>  <a href="#">Demonstration Video</a>  <a href="#">Slow Your Street: Written How-to Guide for Pop-Up Traffic Calming</a>  <b>Contents:</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Planning process</li><li>• Community engagement</li><li>• Site plans</li><li>• Traffic calming lending library</li><li>• Demonstration day</li><li>• Data</li><li>• Appendix</li></ul>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

**Strategy #25 – Pop-up directional signage or maps network. Include transit stops in network**

<b>STRATEGY TYPE:</b> Community Engagement – Demonstration Project	
<b>DESCRIPTION</b>	
<b>RESOURCES</b>	
<b>Web Resources:</b>	
<b>Contents:</b>	
<ul style="list-style-type: none"><li>•</li></ul>	
<b>TRAINING OPPORTUNITIES</b>	
<b>Webinar Trainings:</b>	
<b>In-person Training:</b>	
<b>Learning/Sharing Group:</b>	
<b>1 to 1 Technical Assistance or Mentoring:</b>	

**Strategy #26 – Pop up art at local ‘activity hubs’ like main streets, schools, bus stops, senior centers, etc.**

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"><li>•</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	

**Strategy #27 – First mile/last mile connections demos to show safe walking connections to transit stops**

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"><li>•</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	

## Strategy #28 – Create supporter email lists

STRATEGY TYPE: Community Engagement – Local Outreach	
<b>DESCRIPTION</b> Educate your local partners and officials about the value that walking, biking and other forms of transportation bring to a local community. WACA developed this <a href="#">one-pager</a> that you can use to let key people in your community know why it benefits them economically to invest in active transportation.	
<b>RESOURCES</b>  <b>Web Resources:</b>  <b>Contents:</b> <ul style="list-style-type: none"><li>•</li></ul>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

**Strategy #29 – Grassroots education (potential topics: economic benefits, trips under 2 miles, Stop for your Neighbor)**

<b>STRATEGY TYPE:</b> Community Engagement – Demonstration Project
<p align="center"><b>DESCRIPTION</b></p> <p>Educate your local partners and officials about the value that walking, biking and other forms of transportation bring to a local community. The Wisconsin Active Communities Alliance (WACA) developed this <a href="#">one-pager</a> that you can use to let key people in your community know why it benefits them economically to invest in active transportation.</p>
<p align="center"><b>RESOURCES</b></p> <p><b>Web Resources:</b></p> <p><a href="#"><u>WACA Active Transportation = An Economically Vibrant Community</u></a></p> <p><b>Contents:</b></p>                      
<p align="center"><b>TRAINING OPPORTUNITIES</b></p> <p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b> <a href="#"><u>Active Transportation Conference - UW-Lacrosse</u></a> Annual training conference.</p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>

## Strategy #30 – Local official education (e.g., meetings, 1-pagers, walk/bike/ride transit with your mayor)

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><a href="#">Tips on how to talk to elected officials about public health issues</a></p> <p><a href="#">WACA Active Transportation = An Economically Vibrant Community</a></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"><li>• Tips on how to talk to elected officials</li><li>• Samples of letters to the editor and written testimony</li><li>• Toolkits on advocacy</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	



## Strategy #31 - Local Bike Walk Civics Course

<b>STRATEGY TYPE:</b> Community Engagement – Demonstration Project	
<b>DESCRIPTION</b> Bike Walk Civics is a workshop that teaches participants how to become powerful bike and walk advocates in their community. To make our communities places where more people walk and bike to the store, park, jobs, and school, we need many more people getting active and effective.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Bicycle Federation of WI</a> – Visit the Bicycle Federation of WI for available trainings. <b>Contents:</b> Winter 2017 Bike Walk Civics Presentations <ul style="list-style-type: none"><li>• <a href="#">#1 Making the Case, Safety, and Design Bike Walk Civics Presentation, Making the Case for Walking and Biking &amp; Laws</a></li><li>• <a href="#">#2 Navigating Government Processes: Planning &amp; Funding Temporary to Permanent: King Street Bicycle Boulevard Presentation</a></li><li>• <a href="#">#3 Building Partnerships: Allies &amp; Electeds MilWALKee Walks, Bike Walk Civics Presentation Tony</a></li><li>• <a href="#">#4 Inspiring Change: Media &amp; Field Trips Grantsburg sample 4-16</a></li></ul> 2016 Pilot Webinar Presentation files (feel free to use locally) <ul style="list-style-type: none"><li>• <a href="#">#1 Benefits of Biking and Walking</a></li><li>• <a href="#">#2 Engineering/Design, Safety Tips, Bike/Ped Law</a></li><li>• <a href="#">#3 Civic Structures, &amp; Planning and Funding</a></li><li>• <a href="#">#4 Partnerships and Media</a></li><li>• <a href="#">#5 Elected Officials. #5.2 Audit Training</a></li><li>• <a href="#">#6 Building an Advocacy Agenda &amp; Culture of Ideas, &amp; Wrap Up</a></li><li>• <a href="#">All powerpoints combined into one file</a></li></ul> Bike Walk Civics Webinar recordings are on the <a href="#">Bike Fed youtube channel</a> for you to watch if you missed them.	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <a href="#">Bicycle Federation of WI</a> <b>In-person Training:</b> <a href="#">Bicycle Federation of WI</a> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #32 – Adopt a health equity resolution

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><a href="#">Model Health in All Policies Resolution</a></p> <p><b>Contents:</b></p> <p><a href="#">Model Health in All Policies Resolution</a></p> <ul style="list-style-type: none"><li>• Description</li><li>• What does the resolution do?</li><li>• Resolutions, ordinances and executive orders</li><li>• How to adapt the resolution?</li><li>• Samples</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b> <a href="#">Advancing the Intersection of Health, Equity, and Transportation Health, Equity and Transportation Presentation</a> (powerpoint)</p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b> Victoria Faust <a href="mailto:vnfaust@gmail.com">vnfaust@gmail.com</a></p>	

## Strategy #33 – Collect walk/bike transit/ transportation rider’s stories

<b>STRATEGY TYPE:</b> Community Engagement – Demonstration Project	
<b>DESCRIPTION</b> Intercept surveys are a time-tested method for gathering transportation information about the choices people make about how they get around, what they think, and what they want.	
<b>RESOURCES</b> <b>Web Resources:</b>  <a href="#">Bike Share Intercept Survey Toolkit - A How-to Guide for Learning More about Bike Share in Your Community</a>  <b>Contents:</b> <b>1 Getting Started</b> 6 What Is an Intercept Survey and Why Would You Use One? 9 When Should You Use an Intercept Survey? <b>2 How to Survey</b> 14 What Goes Into a Survey? 16 Picking Locations 19 Picking Dates and Times 21 Training Surveyors 24 Number of Responses 25 Capturing and Recording Data <b>3 Creating Your Survey</b> 30 How Do You Design a Survey? 31 Choosing Questions 33 Types of Questions 36 Survey Flow 37 Question Wording <b>4 Questions to Use (English and Spanish)</b> 42 Background 46 Rider Behavior 61 Economics 63 Knowledge of Bike Share 65 Perception of Safety 68 Perceptions of Biking/Bike Share 70 Barriers to Biking 72 Barriers to Bike Share 74 Demographics 78 Model Responses for System-Specific Questions 87 Example Bicycle Facility Pictures <b>More Resources (p. 92)</b>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #34 – Gathering information for walking meetings with local leaders/ legislators or office hours on the bus

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
Neighborhood Walk & Talk events are opportunities to connect community members with city leaders while introducing helpful resources and tools for creating change in their own neighborhoods.	
RESOURCES	
<p><b>Web Resources:</b></p> <p><a href="#">How to conduct a walking meeting</a></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Purposes and Benefits of Meetings <ul style="list-style-type: none"> <li>○ Educate and inform</li> <li>○ Problem solve</li> <li>○ Enhance creativity</li> <li>○ Socialize and build team spirit</li> <li>○ Make decisions</li> <li>○ Resolve conflict</li> </ul> </li> <li>• Who the Meeting is with <ul style="list-style-type: none"> <li>○ Size of the group</li> <li>○ One on One Meetings</li> <li>○ Small Group Meetings of 3-5</li> <li>○ Medium Size Groups of 6-15</li> <li>○ Larger Groups of 16 or More</li> </ul> </li> <li>• Age, Ability, Interest</li> <li>• Where to have the meeting <ul style="list-style-type: none"> <li>○ Natural settings such as parks or trails</li> <li>○ Urban settings, which are both stimulating and convenient</li> <li>○ Indoors is possible given large enough hallways or spacious areas like convention centers or malls</li> <li>○ Attention to the route is important—avoid noisy roads</li> <li>○ Determine the start location, course, and finish location. When is the meeting?</li> <li>○ Season</li> <li>○ Time of Day</li> </ul> </li> <li>• Planning suggestions <ul style="list-style-type: none"> <li>○ Determine Course</li> </ul> </li> <li>• Roles: Leadership, Recording</li> <li>• Process</li> <li>• Evaluation</li> <li>• Dealing with challenges</li> </ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b> <a href="#">Walk and Tall Meetings</a></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	



## Strategy #35 – Participatory public art

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
Public art is no longer confined to static memorials poised in stone or metal. An emerging new world order of public art encourages—even urges—the viewer to participate.	
RESOURCES	
<b>Web Resources:</b>  <a href="#">Public art examples</a>  <b>Contents:</b> <ul style="list-style-type: none"><li>•</li></ul>	
TRAINING OPPORTUNITIES	
<b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #36 – Participatory photo mapping/photovoice

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p>See contact below</p> <p><b>Contents:</b></p>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p> <p>Emily Dieringer, Fox Valley Thrives <a href="mailto:foxvalleythrives@gmail.com">foxvalleythrives@gmail.com</a></p>	

## Strategy #37 – Community walk audit

### STRATEGY TYPE: Community Engagement – Demonstration Project

#### DESCRIPTION

An audit is an unbiased examination/evaluation of the walking and biking environment. The general purpose of an audit is to identify concerns for pedestrians and bicyclists related to the safety, access, comfort, and convenience of the environment. In addition to identifying problem areas, an audit can be used to identify potential alternatives or solutions (such as engineering treatments, policy changes, or education and enforcement measures).

#### RESOURCES

##### Web Resources:

- [WI Audit tool](#)

##### Contents:

The tool provided directions on how to do an audit and consists of three parts:

Part 1: Audit Tool. A two-sided audit tool to score the features in the area being reviewed.

Part 2: Audit Map. A two-sided map with a sample on one side and space on the other side to paste the area being reviewed and make notes and references on specific features.

Part 3: Reference Guide. A seven-page reference list to assist with completing the 2-page audit and/or to record more detail on what you see as part of the audit.

##### National Resources:

[Audit information](#) and tools from the Pedestrian and Bicycle Information Center

#### TRAINING OPPORTUNITIES

**Webinar Trainings:** Virtual trainings for communities [WI Department of Health](#) (Email Request)

**In-person Training:**

**Learning/Sharing Group:**

**1 to 1 Technical Assistance or Mentoring:** [WI Department of Health](#) (Email Request)



**Strategy #38 – Share support lists with local allies and/or disseminate partners' events /info to your supporter lists**

STRATEGY TYPE: Community Engagement – Demonstration Project	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><b>Contents:</b></p> <p>The <a href="#">Greater Wisconsin Agency on Aging Resources</a> (GWAAR) can assist in getting information to the aging network</p>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	

## Strategy #39 – Apply for walk / bike friendly designation

STRATEGY TYPE: Outcome Goals – Systems Change	
<b>DESCRIPTION</b> The Bicycle Friendly Community program provides a roadmap to improving conditions for bicycling and guidance to help make your community's vision for a better, bikeable community a reality. Designation as a Walk Friendly Community sets you up as an example among peer cities and raises local awareness about the value of supporting a walkable environment.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">Becoming a Bicycle Friendly Community</a> or <a href="#">Walk Friendly Community</a> <b>Contents:</b> <b>Bicycle Friendly Community Components</b> <ul style="list-style-type: none"><li>• High Speed Roads with Bicycle Facilities</li><li>• Total Bicycle Network mileage to Total Road Network Mileage</li><li>• Bicycle Education in Schools</li><li>• Share of Transportation Budget Spent on Bicycling</li><li>• Bike Month and Bike to Work Events</li><li>• Active Bicycle Advocacy Group</li><li>• Active Bicycle Advisory Committee</li><li>• Bicycle Friendly Laws &amp; Ordinances</li><li>• Bike Plan is Current and is Being Implemented</li><li>• Bike Program Staff to Population</li></ul> <b>Walk Friendly Community Components</b> <ul style="list-style-type: none"><li>• Community Profile</li><li>• Status of Walking</li><li>• Planning</li><li>• Education &amp; Encouragement</li><li>• Engineering</li><li>• Enforcement</li><li>• Evaluation</li><li>• Additional Questions</li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <a href="#">Bicycle Friendly Community</a> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b> <a href="#">Bicycle Friendly Community</a>	

## Strategy #40 – Establish a Bike/Ped Committee or Safe Routes to School Task Force

STRATEGY TYPE: Outcome Goals – Systems Change	
<b>DESCRIPTION</b> A bike/pedestrian committee can help create a community where bicycling and walking are integral components of quality of life and economic development, and can contribute to efforts of being a healthy, safe, and livable community.	
<b>RESOURCES</b>  <b>Web Resources:</b>  <b>Wisconsin Active Community Alliance (WACA) Examples:</b> <ul style="list-style-type: none"><li>• <a href="#">Brown County</a></li><li>• <a href="#">Dane County</a></li></ul> <b>Contents:</b> <ul style="list-style-type: none"><li>• First steps</li><li>• Starting the conversation</li><li>• Gaining community support</li><li>• Challenges</li><li>• Key Lessons</li><li>• How to get started in your community</li></ul>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #41 – Adopt a Bike/Ped Plan

STRATEGY TYPE: Outcome Goals – Systems Change	
<b>DESCRIPTION</b> Planning so that pedestrians, bicyclists, and motorists can travel safely and conveniently can be a balancing act, but the benefits reaped by well-balanced transportation and land use planning are significant. Communities that are bicycle- and pedestrian-friendly have one thing in common: they place a high priority on planning methods and policies that favor alternative modes of travel.	
<b>RESOURCES</b>  <b>Web Resources:</b> <ul style="list-style-type: none"><li>• <a href="#">Wausau Plan Example</a></li><li>• <a href="#">Winnebago Co Example</a></li><li>• <a href="#">Portage Co Example</a></li><li>• <a href="#">Sample Plans from the Pedestrian and Bicycle Information center</a></li></ul> <b>Contents:</b>  <b><u>Wausau Plan Outline</u></b> <ul style="list-style-type: none"><li>• <b>Chapter 1: Plan Overview</b></li><li>• <b>Chapter 2: Evaluation</b></li><li>• <b>Chapter 3: Engineering</b></li><li>• <b>Chapter 4: Encouragement</b></li><li>• <b>Chapter 5: Education</b></li><li>• <b>Chapter 6: Enforcement</b></li><li>• <b>Chapter 7: Implementation</b></li><li>• <b>Appendix A: Summaries of Relevant Plans and Policies</b><ul style="list-style-type: none"><li>○ Statewide Documents</li><li>○ Regional Documents</li><li>○ Local Planning Documents Municipal Codes</li></ul></li><li>• <b>Appendix B: Traffic Stress Analysis Background and Methodology</b><ul style="list-style-type: none"><li>○ Typical Methods for Calculating Level of Service</li><li>○ Types of Bicyclists and the New “Typical Bicyclist”</li><li>○ Level of Traffic Stress Methodology</li><li>○ Rating Rural Roads</li></ul></li><li>• <b>Appendix C: Law Enforcement Continuum of Training</b></li></ul>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #42 - Create a Safe Routes to School Plan

STRATEGY TYPE: Outcome Goals – Systems Change	
<b>DESCRIPTION</b> By starting with children and the trip to school, communities become safe places for everyone to walk and bike. Safe routes programs can increase physical activity for students and the broader community.	
<b>RESOURCES</b> <b>Web Resources:</b> <ul style="list-style-type: none"><li>• <a href="#">National Center for Safe Routes to School</a></li><li>• <a href="#">East Central WI RPC Safe Routes resources</a></li><li>• <a href="#">WI Department of Transportation Resources</a></li></ul> <b>Contents:</b> <b><a href="#">National Safe Routes Program</a></b> <ul style="list-style-type: none"><li>• <a href="#">Program Tools</a></li><li>• <a href="#">Build and sustain a program</a></li><li>• <a href="#">Get law enforcement resources</a></li><li>• <a href="#">National progress</a></li><li>• <a href="#">Funding</a></li><li>• <a href="#">Success stories</a></li><li>• <a href="#">Training</a></li></ul> <b><a href="#">East Central WI Regional Planning Commission Safe Routes Program</a></b> <ul style="list-style-type: none"><li>• <a href="#">About us</a></li><li>• <a href="#">Regional program</a></li><li>• <a href="#">Local programs</a></li><li>• <a href="#">Events</a></li><li>• <a href="#">Multimedia</a></li><li>• <a href="#">Public Notices</a></li><li>• <a href="#">Resources</a></li></ul> <b><a href="#">WI Department of Transportation (WI DOT) Resources</a></b> <ul style="list-style-type: none"><li>• WI documents and resources</li><li>• Safe Routes programs in Wisconsin</li><li>• WI DOT Newsletters</li><li>• Walking school bus resources</li><li>• National Safe Routes resources</li><li>• Safe Route resources for other professionals</li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b> Melissa Kraemer Badtke, East Central WI RPC, <a href="mailto:mbadtke@ecwrpc.org">mbadtke@ecwrpc.org</a>	

## Strategy #43 – Serve as a mentor to other communities

<b>STRATEGY TYPE:</b> Outcome Goals – Systems Change	
<b>DESCRIPTION</b> One of the best ways to help communities develop active transportation initiatives is to learn from each other. The list of communities below have agreed to serve as mentors, upon request, on an as time allows basis.	
<b>RESOURCES</b> <b>Web Resources:</b> <b>Contents:</b> <ul style="list-style-type: none"><li>• Please list contact information and the numbers of the strategy(ies) you are willing to mentor other communities on.</li><li>• Community List:</li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #44 – Attend a statewide conference / summit on active transportation

STRATEGY TYPE: Outcome Goals – Systems Change	
<b>DESCRIPTION</b> Conferences with active communities as one of the focus areas provide a great opportunity for individuals or local teams to learn about ways to create change in their community. Along with the material presented, there are often opportunities to learn and network with peers that have similar interests.	
<b>RESOURCES</b>  <b>Web Resources:</b>  See below for training workshops  <b>Contents:</b>	
<b>TRAINING OPPORTUNITIES</b>  <b>Webinar Trainings:</b> <b>In-person Training:</b> <ul style="list-style-type: none"><li>• <a href="#">Midwest Active Transportation Conference - UW-La Crosse</a></li><li>• <a href="#">WI Bike Summit</a></li><li>• <a href="#">America Walks</a></li><li>• <a href="#">Walk, Bike, Places Conference</a> (formerly Pro Walk/Pro Bike)</li></ul> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	

## Strategy #45 – Establish consistent wayfinding signage

STRATEGY TYPE: Outcome Goals – Systems Change	
<b>DESCRIPTION</b> A bicycle/pedestrian wayfinding system consists of comprehensive signing and/or pavement markings to guide bicyclists and walkers to their destinations along preferred routes. Signs are typically placed at decision points along the routes – typically at the intersection of two or more bikeways or walkways and at other key locations leading to and along bicycle/pedestrian routes.	
<b>RESOURCES</b> <b>Web Resources:</b> <ul style="list-style-type: none"><li>• <a href="#">Urban Bike Design Guide on signage</a> National Association of City Transportation Officials (NACTO)</li><li>• <a href="#">Manual on bikeway signage</a> Manual on Uniform Traffic Control Devices (MUTCD)</li></ul> <b>Contents:</b> <b><u>Urban Bike Design Guide</u></b> <ul style="list-style-type: none"><li>• Description and types of signs (confirmation, turn and decision signs)</li><li>• Types of destinations</li><li>• Pavement markings</li><li>• Benefits of signage</li><li>• Sample applications</li><li>• Design guidance and examples</li><li>• Maintenance</li></ul>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	



## Strategy #46 – Establish model workplace policies with large local employers

STRATEGY TYPE: Outcome Goals – Systems Change	
DESCRIPTION	
Making it easy for employees to be active at work and in commuting to and from work is a great way to encourage physical activity. The resources listed provide ideas on how to improve your workplace to increase activity.	
RESOURCES	
<p><b>Web Resources:</b></p> <p><a href="#">Wisconsin Worksite Wellness Resource Kit</a></p> <p><a href="#">Onalaska Active Community Toolkit</a></p> <p><a href="#">Ohio Active Commute Toolkit</a></p> <p><a href="#">How to Build an Active-Transportation Plan at Your Workplace</a> (article)</p> <p><b>Contents:</b></p> <p><a href="#">Wisconsin Worksite Wellness Resource Kit</a> (see physical activity section)</p> <p><u>Low Resource Examples</u></p> <ul style="list-style-type: none"> <li>• Support physical activity breaks during the workday, such as walking or stretching Including desk stretches for ergonomic reasons.</li> <li>• Map out on-site trails or nearby walking routes.</li> <li>• Host walk-and-talk meetings.</li> <li>• Post motivational signs at elevators &amp; escalators to encourage stair use.</li> <li>• Have employees map their own biking or walking route to and from work.</li> <li>• Provide bicycle racks in safe, convenient, and accessible locations.</li> </ul> <p><u>Medium Resource Examples</u></p> <ul style="list-style-type: none"> <li>• Provide shower and/or changing facilities on-site.</li> <li>• Promote active commuting to work and biking and walking while at work by offering commuters and employees special assistance (e.g. “pool bikes” for local travel near the worksite, umbrellas for walkers, emergency back-up travel/ taxi services for cyclists and walkers, etc.)</li> <li>• Provide outdoor exercise areas such as fields and trails for employee use.</li> <li>• Start employee activity clubs (e.g., walking, bicycling).</li> <li>• Explore discounted or subsidized memberships at local health clubs, recreation centers, or YMCAs.</li> </ul> <p><u>High Resource Examples</u></p> <ul style="list-style-type: none"> <li>• Offer on-site fitness opportunities, such as group classes or personal training.</li> <li>• Provide treadmill or other type of exercise workstations, either for individuals or as a group access machine.</li> </ul> <p><a href="#">Onalaska Active Commuting Toolkit</a></p> <ul style="list-style-type: none"> <li>• Getting started</li> <li>• ABC Quick Check</li> <li>• Bike Fit</li> <li>• Outfitting your bicycle</li> <li>• Outfitting yourself</li> <li>• Riding in the dark</li> <li>• Riding in traffic</li> <li>• Bicycle security</li> <li>• Fixing a flat</li> <li>• Walking basics</li> <li>• Resources</li> </ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p>	

<b>1 to 1 Technical Assistance or Mentoring:</b>
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## Strategy #47 – Connect trails across city or county lines in bike/ped plans

STRATEGY TYPE: Outcome Goals – Systems Change	
DESCRIPTION	
<b>RESOURCES</b>	
<b>Web Resources:</b>	
<b>Contents:</b>	
<ul style="list-style-type: none"><li>•</li></ul>	
<b>TRAINING OPPORTUNITIES</b>	
<b>Webinar Trainings:</b>	
<b>In-person Training:</b>	
<b>Learning/Sharing Group:</b>	
<b>1 to 1 Technical Assistance or Mentoring:</b>	

**Strategy #48 – Support leadership development opportunities / leadership roles  
with individuals in underrepresented communities**

STRATEGY TYPE: Outcome Goals – Systems Change	
DESCRIPTION	
RESOURCES	
<p><b>Web Resources:</b></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"><li>•</li></ul>	
TRAINING OPPORTUNITIES	
<p><b>Webinar Trainings:</b></p> <p><b>In-person Training:</b></p> <p><b>Learning/Sharing Group:</b></p> <p><b>1 to 1 Technical Assistance or Mentoring:</b></p>	

## Strategy #49 – Local Complete Streets policy

### STRATEGY TYPE: Outcome Goals – Destination Policy

#### DESCRIPTION

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.

By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right of way to enable safe access for all users, regardless of age, ability, or mode of transportation.

#### RESOURCES

##### Web Resources:

WACA Example:

- [LaCrosse County](#)

US DOT:

- [Smart Growth America Complete Streets Resources](#)
- [Small Town & Rural Multimodal Networks](#) - The *Small Town and Rural Multimodal Networks* guide is a design resource and idea book to help small towns and rural communities support safe, accessible, comfortable, and active travel for people of all ages and abilities.

American Planning Association

- [Healthy Communities Policy Guide](#)

##### Contents:

##### Smart Growth America Complete Streets Resources

- Case Study
- [Fact sheet](#)
- [Guide](#)
- Model policy
- [Presentation](#)
- [Report](#)
- Toolkit
- Webinar

##### Small Town and Rural Multimodal Networks

- Introduction
- Mixed traffic facilities
- Visually separated facilities
- Physically separated facilities
- Key network opportunities
- Planning and project development

#### TRAINING OPPORTUNITIES

Webinar Trainings:

In-person Training:

Learning/Sharing Group:

1 to 1 Technical Assistance or Mentoring:

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## Strategy #50 – Local Safe Routes to School funding

STRATEGY TYPE: Outcome Goals – Destination Policy	
<b>DESCRIPTION</b> Safe Routes to School (SRTS) is a national and international movement to create safe, convenient and fun opportunities for children to bicycle and walk to and from schools. The goal of the program is to enable and encourage children K-8th grade, including those with disabilities, to walk and bike to school. The SRTS program is based on the principles of the 5-E's: Engineering, Encouragement, Education, Enforcement, and Evaluation. The program facilitates the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution. The program also will play a role in reversing the alarming nationwide trend toward childhood obesity and inactivity. SRTS funds are limited to children K-8 and to projects located within two miles of a school.	
<b>RESOURCES</b> <b>Web Resources:</b> <a href="#">East Central WI Regional Planning Commission Example</a>  <a href="#">WI Department of Transportation Resources</a>  <a href="#">Bike/Pedestrian Funding</a>  <a href="#">Transportation Alternative Program (TAP) Funding</a>  <b>Contents:</b>	
<b>TRAINING OPPORTUNITIES</b> <b>Webinar Trainings:</b> <b>In-person Training:</b> <b>Learning/Sharing Group:</b> <b>1 to 1 Technical Assistance or Mentoring:</b>	