



# Wisconsin Active Together Application

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## About the Initiative

**Wisconsin Active Together** recognizes and supports community groups and partnerships for their commitment to building active, vibrant communities. This initiative helps communities build on what they are already doing to grow and promote their local places to walk, bike and be active, by offering achievable strategies to help move efforts towards policy and systems gains.

### Why participate? Community groups can...

- Gain recognition for their commitment and progress in creating a local culture where more people can easily and safely walk, bike and be active.
- Mobilize community members in working towards greater local policy and systems change.
- Be part of building a statewide movement in support of active, equitable and economically thriving communities across the state.
- Get connected to resources, training, peer communities, and other experts working on similar issues in Wisconsin.

**Who is eligible?** Any self-defined, local, place-based community entity. The entity, group or coalition must work with other partners in the community (rather than in isolation) to accomplish shared goals, be interested in making their community a more physically active place, and be able to meet the application criteria.

*Examples of applicant entities could include but are not limited to: Local Public Health Coalitions, Local walk/bike advocacy groups, Municipal/Town/County Boards (e.g., official Bike Ped Committee), Neighborhood Associations, Main Street Organizations, Chambers of Commerce, Schools/Districts, Parent-Teacher Organizations, etc.*

**What kinds of people / roles might complete this application?** Examples might include but are not limited to: coalition coordinators or volunteers, people who coordinate or volunteer with interest or advocacy groups (e.g., walking, biking, trails, parks groups), municipal or county staff who work with communities or community groups, neighborhood association leadership or members, local business leaders or chamber of commerce staff, parent-teacher organization members, etc.

**Who developed this initiative?** Members of the healthTIDE Active Communities Team, a diverse and multidisciplinary group of state-level and community-based partners from across Wisconsin, collectively identified the need to support more local-level action on strategies that make it easy, safe and inviting for people to walk, ride a bike and be active in their communities. The team developed this initiative together and works to coordinate supports to include assistance to applicants, peer networking, and connections to technical assistance, among other resources.

**What are key strategies?** The “Community Assessment Strategies” that appear in the assessment checklist include strategies that Wisconsin communities and coalitions have said are effective in their communities, and are supported by evidence from research and/or use in other states’ campaigns. The overall framework provides communities with a pathway to move towards community-level impact that prioritizes fairness and equity. It is informed by evidence that suggests that policy, systems and environmental change are key drivers in creating place-based access to physical activity in communities.

**Apply to be recognized! Need more information? Visit the [Frequently Asked Questions](#) page.**

## **WISCONSIN ACTIVE TOGETHER APPLICATION PROCESS**

The application uses a 3-step online format. You must apply online. We are unable to accept paper or emailed submissions.

The online application does not need to be completed all at one time. When you finish each page and select “next/save”, your work is automatically saved to that point so you can return later (from the same computer) to complete the application and submit it.

We encourage collaboration with community partners in completing the application. To make the collaborative process easier, applicants can use the Microsoft Word template to work together on gathering and refining information for the application. However, all final submissions must be completed online.

### **STEP 1 – ABOUT THE APPLICANT**

**Provide general information and contact information**

### **STEP 2 –ACTIVITIES ASSESSMENT**

**Provide information about the current and upcoming actions making it easier to walk, bike and/or be active in the community, including:**

- Brief open-ended descriptions of your current work, progress, needs and approach towards fairness and equity
- Checklists of active communities strategies in three categories

### **STEP 3 –MAKE IT OFFICIAL – ATTACH SUPPORTING DOCUMENTS AND TAKE THE PLEDGE**

- **Letter of Support.** The letter should be written by a key partner who can show awareness and support for the applicant entity’s efforts to create more opportunities for physical activity in the community. The letter should come from a partner that

has some decision-making power concerning a policy strategy that the applicant entity is pursuing. [Sample letter of support](#).

**Photograph(s).** Include one or more photographs that are representative of your group's work to create more ways to walk, bike and be active in the community.

Please note: Applicants may attach documents directly within the online application, OR may email documents to [info@WIActiveTogether.org](mailto:info@WIActiveTogether.org). Required emailed attachments must be received for the application to be considered complete, and the email must reference the community name.

- **Pledge.** You will be presented with four check boxes that must be completed, as a way to show your commitment to growth and forward progress in your efforts to create a more active community.

Following these three steps, applicants will push the “submit” button to complete the process.

Please contact [info@WIActiveTogether.org](mailto:info@WIActiveTogether.org) with questions or to receive support with the application.

## STEP 1: ABOUT THE APPLICANT

**1a. What is the name of the community in which you focus your efforts?**

\_\_\_\_\_

**1b. How do you define the geographic scope of this community?**

☐ Neighborhood(s)

☐ Municipality

☐ County

☐ Regional

☐ Self-Identified Community

☐ Other: \_\_\_\_\_

**1c. Name of the applicant entity (the local coalition, group or partnering organization):**

\_\_\_\_\_

**1d. Contact person.** Please list a contact person who is willing to respond to emails from staff and provide an annual update on your group's checkboxes.

☐ Name: \_\_\_\_\_

☐ Organization (if applicable): \_\_\_\_\_

☐ Mailing address: \_\_\_\_\_

☐ City: \_\_\_\_\_

☐ Zip code: \_\_\_\_\_

☐ Phone number: \_\_\_\_\_

☐ Email address: \_\_\_\_\_

**1e. How did you hear about the Wisconsin Active Together application? (check all that apply)**

- ☐ Word of mouth
  - ☐ Conference or workshop
  - ☐ Wisconsin Active Together website
  - ☐ Community Partner
  - ☐ Statewide organization or agency
  - ☐ Social media (Facebook, Twitter, etc.)
  - ☐ Media (press release, newspaper, etc.)
  - ☐ Other. Explain: \_\_\_\_\_
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**STEP 2: CURRENT ACTIVITIES ASSESSMENT**

This part of the application paints a picture of the activities and strategies that your group / coalition is using within the community to make it easier for people to walk, bike and be active. First, a series of descriptive questions allows applicants to share their story of progress. Next, applicants complete 3 checklists that show their pathways towards long term community-level change.

**2a. History and description of applicant's efforts on active communities.** Briefly describe the history of the applicant entity's efforts and current involvement to make it easier, safer or more inviting for people to walk, bike and be active.

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**2b. Key Collaborators.** Describe how your work demonstrates a spirit of partnership and collaboration by naming key partners and describing how their roles contribute to progress in the community.

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**2c. Accomplishments and Forward Progress.** Please share a few of your most noteworthy or impactful accomplishments, and discuss how you are building upon those accomplishments moving forward.

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**2d. Challenges.** What are the biggest challenges that you face in your work?

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**2e. Resources needed.** What types of information, resources or assistance would you be interested in accessing, to help make forward progress and address challenges?

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**Prioritizing Fairness.** Where people live shouldn't determine their health outcomes or their opportunities to make healthy choices, but unfortunately this is very often true. Equity-focused partnerships and practices are needed to ensure that local active communities efforts contribute towards eliminating, not widening, the gaps between populations with the most and least access to healthy, active communities. For some coalitions, equity may be a new concept. Others may be more advanced. Regardless of an applicant's starting point, Wisconsin Active Together seeks to build a network of coalitions that are committed to continuously learning and improving practices that advance fair and equitable outcomes through their work. This portion of the application serves as a baseline to understand how equity is understood and addressed in an applicant community, and to encourage applicants to think about what is working well and how they would like to grow in the future.

**2f. Has the applicant entity specifically acknowledge that not everyone has the opportunity to safely walk, bike and be active, and that these differences are avoidable and unjust?**

☐ Yes

☐ No

**2g. Does your group / coalition work to address inequitable opportunities for active living when it comes to (check all that apply):**

☐ Socioeconomic status

☐ Race / ethnicity

☐ Immigration status or language barriers

☐ Community isolation related to geography or infrastructure (e.g., rural communities)

☐ Disability status

☐ Other. Explain: \_\_\_\_\_

**2h. Has the group / coalition engaged in learning about the local historical context that has contributed to place-based unfairness in opportunities to walk, bike and be active?**

☐ Often

☐ Occasionally

☐ Rarely

☐ Never

**2i. Has your group / coalition used any equity action tools in its work? (e.g., community engagement tools, equity checklists. Examples include but are not limited to: [Community Engagement Assessment Tool](#), [Toolkit](#), [Comprehensive Checklist](#), [Fast Checklist](#))**

☐ Often

☐ Occasionally

☐ Rarely

☐ Never

**2j. Describe how the group / coalition's partnerships and leadership structure help to advance fairness and equity.** Ideas to consider:

- Describe collaboration with residents, organizations and/or agencies who live in or are led from within communities that have inequitable access?

-Are you led by, or does the decision-making structure include residents, organizations and/or agencies who live in or are led from within communities that have inequitable access?

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**2k. What is working well when it comes to advancing fairness and equity through your work to create a healthy, active community?**

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**2l. How would you like to grow and improve in the coming year, when it comes to advancing fairness and equity through your work to create a healthy, active community?**

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## 2m. Community Strategy Checklist

### General Instructions for the Wisconsin Active Together Strategy Checklist

On the next three pages, you will see separate lists of active community strategies grouped in three categories:

- **Local Action Strategies (Blue)**,
- **Community Engagement Strategies (Yellow)**, and
- **Community Level Impacts (Green)**.

To be awarded as a Wisconsin Active Together community, the applicant must have:

- at least **one Blue strategy** in place, plus
- at least **one Yellow strategy** in place, plus
- at least **one Green strategy** adopted and being implanted OR a commitment to work towards a Green strategy in 2018

Communities with more experience in working on active communities initiatives are encouraged to consider adding one or more additional strategies in the Yellow or Blue categories that they think might integrate well with their existing efforts. **While additional strategies are not required to receive a recognition award**, evidence shows that integration of multi-level strategies supports forward progress on policy and systems impacts.

#### **Blue Checklist: Local Action Strategies**

##### **Definition.**

Local Action Strategies include events, programs and environmental changes that create more visible opportunities for people to walk, bike and be active. They build excitement, boost use of existing facilities and reinforce an active community as a cultural norm.

##### **Instructions.**

In column 1, please check all of the strategies that the applicant (with collaborative partners) currently has in place. *(To check a box, the applicant must be either the lead coordinating entity or a highly engaged implementation partner on another entity's initiative).*

In column 2, check any strategies that the applicant (with collaborative partners) plans to add to its existing work in the coming year. *(To check a box, the applicant will be either the lead coordinating entity or a highly engaged implementation partner on another entity's initiative).*

Please visit the [Strategy Guide](#) if you have questions about any strategy listed in the checklist.

Local Action Strategies (minimum of 1)	Currently in Place	Focus for Upcoming Year
Events		

One-time Community building walks or rides (e.g., Slow Roll, Bike Rendezvous, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Walk to School day/week (October)	<input type="checkbox"/>	<input type="checkbox"/>
Bike week (June 3 - 10)	<input type="checkbox"/>	<input type="checkbox"/>
Bike to Work Day (May 19) or AHA's National Walking Day (April 5)	<input type="checkbox"/>	<input type="checkbox"/>
Open Streets event(s)	<input type="checkbox"/>	<input type="checkbox"/>
Share and Be Aware classes and rides	<input type="checkbox"/>	<input type="checkbox"/>
Bike donation or bike swap event	<input type="checkbox"/>	<input type="checkbox"/>
Participation in the National Bike Challenge or the APHA Billion Steps campaign. Encourage individuals, teams, schools and/or worksites to sign up.	<input type="checkbox"/>	<input type="checkbox"/>
Safety education campaigns	<input type="checkbox"/>	<input type="checkbox"/>
<b>Programs</b>		
Regular weekly or monthly community building rides or walks	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle benefits program with local retailers (e.g., bike bingo)	<input type="checkbox"/>	<input type="checkbox"/>
Cycle Without Age programs	<input type="checkbox"/>	<input type="checkbox"/>
"Stop for your Neighbor" walking education campaigns	<input type="checkbox"/>	<input type="checkbox"/>
Weekly/Monthly travel training or transit club events (trips to farmer's market using alternative transportation)	<input type="checkbox"/>	<input type="checkbox"/>
<b>Environmental Changes</b>		
Create simple community walking loops / trails with signage	<input type="checkbox"/>	<input type="checkbox"/>
Installing bike racks and/or fix-it stations	<input type="checkbox"/>	<input type="checkbox"/>
"Walk Your City" signage or paint on sidewalks for routes that connects people to destinations	<input type="checkbox"/>	<input type="checkbox"/>
Place physical walking/biking route maps in the community	<input type="checkbox"/>	<input type="checkbox"/>
Community Bike Share	<input type="checkbox"/>	<input type="checkbox"/>
Build a better bus stop (bus stop design contests)	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>

## Yellow Checklist: Community Engagement Strategies

### Definition

Community engagement strategies use creativity and novelty to uncover new possibilities in the built environment, along with relationship building, connecting and fostering community leadership to develop a base of advocates who care about sustained progress.

### Instructions

In column 1, please check all of the strategies that the applicant (with collaborative partners) currently has in place. *(To check a box, the applicant must be either the lead coordinating entity or a highly engaged implementation partner on another entity's initiative).*

In column 2, check any strategies that the applicant (with collaborative partners) plans to add to its existing work in the coming year. *(To check a box, the applicant will be either the lead coordinating entity or a highly engaged implementation partner on another entity's initiative).*

Please visit the [Strategy Guide](#) if you have questions about any strategy listed in the checklist.

Community Engagement Strategies (minimum of 1)	Currently in Place	Focus for Upcoming Year
<b>Demonstration Projects</b>		
Pop-up sidewalk, protected bike lane or bike boulevard	<input type="checkbox"/>	<input type="checkbox"/>
Pop-up visible crosswalks	<input type="checkbox"/>	<input type="checkbox"/>
Pop-up traffic calming	<input type="checkbox"/>	<input type="checkbox"/>
Pop-up directional signage or maps network. Include transit stops in network	<input type="checkbox"/>	<input type="checkbox"/>
Pop up art at local 'activity hubs' like main streets, schools, bus stops, senior centers, etc.	<input type="checkbox"/>	<input type="checkbox"/>
First mile/last mile connections demos to show safe walking connections to transit stops	<input type="checkbox"/>	<input type="checkbox"/>
<b>Local Outreach Strategies</b>		
Create supporter email lists	<input type="checkbox"/>	<input type="checkbox"/>
Grassroots education (potential topics: economic benefits, trips under 2 miles, Stop for your Neighbor)	<input type="checkbox"/>	<input type="checkbox"/>
Local official education (e.g., meetings, 1-pagers, walk/bike/ride transit with your mayor)	<input type="checkbox"/>	<input type="checkbox"/>
Local Bike Walk Civics Course	<input type="checkbox"/>	<input type="checkbox"/>
Collect walk/bike transit/transportation rider's stories	<input type="checkbox"/>	<input type="checkbox"/>
Walking meetings with municipal leaders/legislators or office hours on the bus	<input type="checkbox"/>	<input type="checkbox"/>
Participatory public art	<input type="checkbox"/>	<input type="checkbox"/>
Participatory photo mapping/photovoice. (recommendation: focus on project areas most impacted by lack of access to active transportation)	<input type="checkbox"/>	<input type="checkbox"/>
Community walk audit	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>

### Green Checklist: Community Level Impacts

#### Definition

Local groups / coalitions are encouraged to work towards making an impact on a community-wide scale, through policy, systems and environmental changes that help residents reach and use local destinations in an active and safe way.

#### Instructions

In column 1, please check all of the strategies that the applicant (with collaborative partners) currently has in place. (To check a box, the applicant must be either the lead coordinating entity or a highly engaged implementation partner on another entity's initiative).

In column 2, check any strategies that the applicant (with collaborative partners) plans to add to its existing work in the coming year. (To check a box, the applicant will be either the lead coordinating entity or a highly engaged implementation partner on another entity's initiative).

Please visit the [Strategy Guide](#) if you have questions about any strategy listed in the checklist.

Community Level Impacts (minimum of 1 or upcoming year commitment to implement 1)	Currently in Place	Focus for Upcoming Year
<b>System Change Milestones</b>		
Apply for walk / bike friendly designation	<input type="checkbox"/>	<input type="checkbox"/>
Establish a Bike/Ped Committee or Safe Routes to School Task Force	<input type="checkbox"/>	<input type="checkbox"/>
Adopt a Bike/Ped Plan	<input type="checkbox"/>	<input type="checkbox"/>
Create a Safe Routes to School Plan	<input type="checkbox"/>	<input type="checkbox"/>
Serve as a mentor to other communities	<input type="checkbox"/>	<input type="checkbox"/>
Attend a statewide conference /summit on active transportation	<input type="checkbox"/>	<input type="checkbox"/>
Establish consistent Wayfinding Signage	<input type="checkbox"/>	<input type="checkbox"/>
Establish model workplace policies with large local employers (e.g., local government, private businesses) (ex.: bike racks, showers, incentives for walking or biking to work)	<input type="checkbox"/>	<input type="checkbox"/>
Connect trails across city or county lines in bicycle and pedestrian plans	<input type="checkbox"/>	<input type="checkbox"/>
Support leadership development opportunities / leadership roles with individuals in underrepresented communities / those that lack access to active transportation	<input type="checkbox"/>	<input type="checkbox"/>
Adopt a health equity resolution	<input type="checkbox"/>	<input type="checkbox"/>
<b>Priority Policies</b>		
Local Complete Streets policy	<input type="checkbox"/>	<input type="checkbox"/>
Local Safe Routes to School policy / funding	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>	<input type="checkbox"/>

### Step 3: Make it Official – Attach Supporting Documents and Take the Pledge

**Ready to apply?** Attach the two required documents listed below, take the pledge and then hit the “Submit” button.

If you don’t have the two required documents, you can still take the pledge now, and submit your application. You can email the two attachments later to [info@WIActiveTogether.org](mailto:info@WIActiveTogether.org).

**Attachment 1: Letter of Support.** Applicants must submit a letter of support from an entity or decision making body (other than the applicant) that would be responsible for approving or making the policy change that the applicant has committed to work towards (in other words, a strategy that was selected from the Green Columns). A letter of support does not require that the body has adopted or approved the policy right now. Instead, it means that the decision making body is aware of the group or coalition’s efforts and supports their process of working to make the community an easier and safer place to walk, bike and be active. [Sample letter of support](#).

***What kinds of decision-making bodies might be able to provide a letter of support?*** Some examples might include but are not limited to: town or municipal boards, neighborhood associations, chambers of commerce, boards of health, school boards, etc. In each case, it will depend upon the policy / systems change strategy that the applicant has committed to work towards in the coming year. If you have a question about the entity that should provide a letter of support, please contact [info@WIActiveTogether.org](mailto:info@WIActiveTogether.org).

**Attachment 2: Community Photo(s).** Please include one or more photo images that capture the efforts that your group is working on to create ways to walk, bike and be active.

**Final Step: Take the Pledge.**

By submitting this application, we pledge to (must check all boxes for application to be complete):

- ☐ Grow and sustain a visible local culture of walking and biking;
- ☐ Make our efforts part of a statewide network working to improve the policies, systems and environments that enable people to walk and bike safely throughout communities;
- ☐ Prioritize equity in our work by: (1) partnering with communities and/or populations who face the greatest barriers to walking, biking or being physically active, and (2) by using an equity action tool in our future work. Examples include but are not limited to: [Community Engagement Assessment Tool](#), [Toolkit](#), [Comprehensive Checklist](#), [Fast Checklist](#)
- ☐ Be willing to share our progress with WI Active Together in 1 year.

SUBMIT