

POP-UP STRATEGIES

Pop-up Sidewalk, Protected Bike Lane or Bike Boulevard	Pop-up events can be a creative, locally-powered alternative to the kind of capital-heavy & top-down planning processes that typify most transportation investments. One of the greatest advantages of employing these kinds of projects is the ability to “test drive” a design solution almost immediately & with direct community involvement.	<ul style="list-style-type: none"> • AARP Pop-up Toolkit
Pop-up Visible Crosswalks	Same as above.	<ul style="list-style-type: none"> • Colorado Downtown Streets Toolkit - Quick Wins Overview p. 80 - 83, Community Ex. p. 84 -86
Pop-up Traffic Calming	Same as above.	<ul style="list-style-type: none"> • Demonstration Video
Pop-up Signage and Wayfinding	Same as above. Don’t forget to include transit stops in the network.	
Pop up Art Events	Same as above. Consider hosting the art events at activity hubs like main streets, schools, bus stops, senior centers, etc.	

AWARENESS EVENTS

Promote Walk to School Day and Week (October)	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.	<ul style="list-style-type: none"> • Walk Bike to School Site • School/Youth Programs from CDC Active People, Healthy Nation
Promote Bike to Work Week	Join the Wisconsin Bike Fed and their events around the state during Wisconsin Bike to Work Week.	<ul style="list-style-type: none"> • Bike to Work Checklist • Bike League Bicycle Friendly Business Page
Promote National Bike Month (May)	Promoting bike month encourages folks to participate in a collective appreciation for biking and its many benefits to the community and the individual.	<ul style="list-style-type: none"> • National Bike Month Guide
Participate in the National Bike Challenge or the APHA Billion Steps campaign	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.	<ul style="list-style-type: none"> • National Bike Challenge • Billion Steps Campaign
Promote Bike to Work Day (May 19) or AHA’s National Walking Day (April 5)	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.	<ul style="list-style-type: none"> • AHA National Walking Day

ENVIRONMENTAL CHANGES

<p>Create Simple Community Walking Loops and Trails with Signage</p>	<p>Easy to follow walking loops with ample signage provide a simple route for community members to be active. The routes could be spread around in public parks or natural areas. The goal of the routes is to make it as easy as possible for the community to get moving.</p>	
<p>Install Bike Racks and/or Fix-it stations</p>	<p>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.</p>	<ul style="list-style-type: none"> • La Crosse Example • Mt. Pleasant Example • How to Use a Fix-it Video (UW-Platteville)
<p>Put up “Walk Your City” Signage or Paint Sidewalks with Nearby Walking Routes</p>	<p>The signage could include 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.</p>	<ul style="list-style-type: none"> • Walk Your City Toolkit
<p>Place Physical Walking and Biking Maps in the Community</p>	<p>Even with GPS in our pockets, it's important to have maps to help people navigate and orient themselves while on trails or when they're just starting their trek.</p>	<ul style="list-style-type: none"> • East Central Wisconsin Trail Wayfinding Guidebook
<p>Establish Consistent Wayfinding Signage</p>	<p>A bicycle/pedestrian wayfinding system consists of comprehensive signing and/or pavement markings to guide bicyclists and walkers to their destinations along preferred routes.</p>	<ul style="list-style-type: none"> • East Central Wisconsin Trail Wayfinding Guidebook • Manual on Uniform Traffic Control Devices • Urban Bikeway Design Guide
<p>Create an Open Streets Program</p>	<p>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!</p>	<ul style="list-style-type: none"> • Open Streets Toolkit Webpage • Open Streets Madison Example

SYSTEMS CHANGES

<p>Start a Community Bike Share Program</p>	<p>Community bike share programs allow infrequent bike users the opportunity to ride. Bike share programs provide an additional form of transportation for those that need a bike in a pinch, can't afford to own a bike, or those looking for a different way to explore your community.</p>	<ul style="list-style-type: none"> • Wood County Example
<p>Establish a Bike/Ped Committee or Safe Routes to School Task Force</p>	<p>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.</p>	<ul style="list-style-type: none"> • Wausau Bike/Ped Committee • Brown County Example • Dane County Example
<p>Create a Safe Routes to School Plan</p>	<p>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.</p>	<ul style="list-style-type: none"> • National Center for Safe Routes to School Plan • East Central RPC Safe Routes resources • School/Youth Programs from CDC Active People, Healthy Nation
<p>Establish Model Workplace Policies with Large Local Employers</p>	<p>Make it easy for employees to be active at work and in commuting to and from work is a great way to encourage physical activity.</p>	<ul style="list-style-type: none"> • Wisconsin Worksite Wellness Resource Kit • Onalaska Active Community Toolkit • Active Transportation at the Workplace Article
<p>Start an Essential Streets Program (this would be a new strategy- it's based on a Next City article I read about equitable planning in Oakland, CA)</p>	<p>The Essential Streets Program in Oakland, CA helps all communities make their streets safer. Some neighborhoods might want open streets, others might want traffic calming. Essential Streets allows for each slice of the community to make their own priorities.</p>	<ul style="list-style-type: none"> • Next City Article on Essential Streets Program in Oakland
<p>Connect Trails across City/County Lines in Bike/Ped Plans</p>	<p>See Bike/Ped Plans</p>	<ul style="list-style-type: none"> • Kenosha County Bike Plan • East Central RPC Bike Plans and Resources

POLICY CHANGES

<p>Adopt a Health in All Policies Resolution (HiAP)</p>	<p>HiAP is a collaborative approach that integrates and articulates health considerations into policymaking. It helps your community make a positive influence on the health outcomes of all communities and people, no matter the policy.</p>	<ul style="list-style-type: none"> • Legacy Communities Alliance for Health • Health, Equity and Transportation Presentation
<p>Adopt a Local Complete Streets Resolution</p>	<p>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.</p>	<ul style="list-style-type: none"> • East Central RPC Example • Smart Growth America Complete Streets Resources • Small Town and Rural Multimodal Networks
<p>Adopt a Bike/Ped Plan</p>	<p>Bike and Pedestrian plans help communities plan for a complete network of active transportation infrastructure. By prioritizing active transportation initiatives in a bike/ped plan, your community can be ready for funding opportunities.</p>	<ul style="list-style-type: none"> • Wausau Bike Plan • Kenosha County Bike Plan • East Central RPC Bike Plans and Resources
<p>Apply for Local Safe Routes to School Funding</p>	<p>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.</p>	<ul style="list-style-type: none"> • East Central RPC SRTS • Transportation Alternatives Program

OUTREACH AND EDUCATION

<p>Safety Education Campaigns (Kids safety, Share and Be Aware, Frogger events, Stop for your Neighbor campaigns)</p>	<p>An important goal 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. So it's important for children and adults to understand the importance of safe bicycling and walking and how to practice these safety measures.</p>	<ul style="list-style-type: none"> • Kids Safety - WisDOT • Share and Be Aware • Green Bay Frogger Event • School/Youth Programs from CDC Active People, Healthy Nation
<p>Conduct a Community Walk/Mobility Audit</p>	<p>An audit is an unbiased examination/evaluation of the walking, biking, and mobility 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>	<ul style="list-style-type: none"> • DHS Walk Audit Tool • AARP Walk Audit Worksheets
<p>Promote First & Last Mile Connection Options to Transit Stops</p>	<p>Accessible transit is dependent on being able to get to transit stops. The mile radius around transit stops is an equally important space to consider. It's also a great space to promote bike/pedestrian infrastructure.</p>	<ul style="list-style-type: none"> • American Public Transportation Association First/Last Mile Solutions
<p>Grassroots Education</p>	<p>Educate your local partners and officials about the value that walking, biking and other forms of transportation bring to a local community.</p>	<ul style="list-style-type: none"> • Increased Transportation Opportunity One-pager
<p>Local Official Education</p>	<p>Start building relationships with local elected officials. A positive relationship with them will make policy changes easier when the time comes.</p>	<ul style="list-style-type: none"> • Tips on Connecting with a Local Legislator
<p>Host a Local Bike Walk Civics Course</p>	<p>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.</p>	<ul style="list-style-type: none"> • Bike Walk Civics Course Presentation • Bike Walk Civics Webinar Recordings
<p>Gather Information from Walking Meetings with Local Leaders & Legislators or Office Hours on the Bus</p>	<p>Neighborhood Walk & Talk events are opportunities to connect community members with city leaders while introducing helpful resources & tools for creating change in neighborhoods.</p>	<ul style="list-style-type: none"> • Walking Meeting Guides • Walking Meeting Ted Talks
<p>Participate in or Organize Active Transportation Forums, Summits, or Roundtables</p>	<p>Active community forums 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.</p>	<ul style="list-style-type: none"> • 2020 Fox Cities Trail Summit Report • Walk/Bike/Places Conference

COMMUNITY BUILDING

<p>Start Community Building Rides/Walks (i.e. Slow Roll, Bike Rendezvous)</p>	<p>Implement walking and biking events as a way to provide visibility to your efforts in creating a more active community. The bike month guide provides ideas, strategies and resources to organize biking events in your community.</p>	<ul style="list-style-type: none"> • National Bike Month Guide • Walk on Saturday walks from Get Healthy Watertown
<p>Start a Bike Club or Advocacy Group. Or Start with Regular Weekly/Monthly Rides or Walks</p>	<p>The League of American Bicyclists provides a manual describing the steps to consider in forming a bicycle club.</p>	<ul style="list-style-type: none"> • How to Start a Bicycle Club or Advocacy Org • Organizing a Bike Club - International Bike Fund • How to Start and Sustain a Women's Bike Club
<p>Create Supporter Email Lists</p>	<p>Educate your local partners and officials about the value that walking, biking and other forms of transportation bring to a local community.</p>	
<p>Collect Walk and Bike Transit/Transportation Rider's Stories</p>	<p>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.</p>	<ul style="list-style-type: none"> • Intercept Survey Toolkit
<p>Participatory Public Art</p>	<p>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.</p>	<ul style="list-style-type: none"> • Examples
<p>Participatory Photomapping and Photovoice</p>	<p>Photomapping events allow the people who most use spaces to contribute to feedback on how it can be changed. This event would be a great way to engage the community during COVID-19 pandemic.</p>	
<p>Cycling Without Age Program</p>	<p>Cycling Without Age (CWA) started in 2012. The program helps seniors get back on a bicycle, but in a way that accommodates possible limited mobility. CWA programs use a three-wheeled trishaw powered by volunteers for free bike rides to local nursing home residents.</p>	<ul style="list-style-type: none"> • CWA Website • CWA Wisconsin Contacts
<p>Host Bike Donation or Bike Swap Events</p>	<p>Promote use of bicycles by “recycling” used bikes & making them available to be used by new owners.</p>	<ul style="list-style-type: none"> • International Bicycling Fund Recycling Bicycles Page
<p>Consider a Bicycle Benefits Program with Local Retailers</p>	<p>Bicycle Benefits programs promote wearing a helmet, and visiting local retailers with discount programs for bikers. It's a win-win for active transportation and the local economy.</p>	<ul style="list-style-type: none"> • Bicycle Benefits Program • Bicycle Benefits Success Story

EQUITY

<p>Support Leadership Development Opportunities / Leadership Roles with Individuals in Underrepresented Communities</p>	<p>Bring everyone to the table when making decisions. That means also supporting people in leadership positions that represent the diversity of your community.</p>	
<p>Start Building Relationships with Communities that are Traditionally Underrepresented in the Planning Process</p>	<p>It's important to build relationships and trust with communities that you haven't worked with before. Build relationships with underrepresented communities based on community input and needs before starting the planning process. Future planning will be more equitable and inclusive for everyone.</p>	
<p>Use a Racial Equity Toolkit to Ensure Equitable and Accessible Outreach and Engagement Strategies</p>	<p>Equitable and inclusive planning is critical and must be addressed. If you're struggling to identify ways to improve your community's process, consult one of the racial equity toolkits here.</p>	<ul style="list-style-type: none"> • Toole Design Equitable Approach to Rebalancing Streets • Government Alliance on Race & Equity Tools and Resources