

AN ALPROHEALTH GUIDEBOOK

action items

FOR INCREASING ACCESS TO

healthier foods

AND PROMOTING

active transportation

TO EVERYDAY DESTINATIONS



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Table of Contents

Program Partner	07
Acknowledgements and Special Thanks	07
How to Use This Guidebook	09
Step 1	10
Step 2	13
Step 3	18
Nutrition Action Items	22
Physical Activity Action Items	46

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SOUTH



PROGRAM PARTNER



ACKNOWLEDGEMENTS AND SPECIAL THANKS

Special thanks to the Centers for Disease Control and Prevention Division of Nutrition, Physical Activity, and Obesity for their guidance in helping communities become healthier places to live, work, play, and grow. Special thanks to the programs listed next to the photographs in this publication.



HOW TO USE THIS GUIDEBOOK

We are excited to share this guidebook with you and your community in hopes it will improve your community's health, livability, and quality of life. Its purpose is to assist you and your community coalitions in your efforts to plan for and implement policy, system, and environmental interventions that promote increased access to healthy foods and active transportation to everyday destinations.

In this book you will be guided through a straightforward 3-step process of identifying community goals, picking activities that will help you accomplish these goals (we have a lot of options!), and outlining a work plan with timelines and coalition assignments to get it done. Everything presented can be realistically implemented by communities of any size, but that does not mean this process is an easy one.

This guidebook is meant to be written in, highlighted, and marked up as you brainstorm with fellow community stakeholders about ways to improve access to healthy foods and active transportation options where you live, work, play, and grow. Make notes in the margins, doodle as needed, and add ideas to those presented. And if you think of anything we missed, please let us know so that we can share it with everyone else working toward these same goals.

This guidebook was designed by the ALProHealth Project Management Team at Auburn University, with support from the Centers for Disease Control and Prevention Division of Nutrition, Physical Activity, and Obesity (CDC DNPAO), and the Active People Healthy Nation Program.

Carry forth the healthy fight!

THE ALPROHEALTH TEAM

STEP 01 ESTABLISH GOALS FOR YOUR COMMUNITY

We've all said things like, *Wouldn't it be great if our community had _____?* or *I wish my community was _____*. To start this process, think about your typical day. How easy is it for you, your family, your friends, and your neighbors to access healthy foods each day? Can those in need in your community conveniently find or receive healthy foods? Are people able to go to work and school, visit friends or family, go to worship, or do fun activities without using their car? Can you park in one place and safely run all your errands downtown without getting back in your car? These are all important ways to tell if your community is livable for all.

As you think about these questions, write down specific ways your community could be improved to allow **YOU** to access healthier foods or to walk and bike more to places you go each day.

Next, write down specific ways your community could be improved to allow **YOUR FAMILY** to access healthier foods or to walk and bike more to places they go each day.

Finally, write down specific ways your community could be improved to allow **YOUR NEIGHBORS** to access healthier foods or to walk and bike more to places they go each day.

If you are with your community coalition, share your ideas with each other. What are some of the common ideas? Have you forgotten an underserved group in your community? Think about those who are not in the room. Who else should you talk to in order to make sure everyone's voice is heard?

As you compare ideas with your community coalition, discuss which ideas would serve the most people. Use the space below to list the group's top five goals for making your community a healthier place to live.

1.

2.

3.

4.

5.

Additional Notes



SELECT ACTION ITEMS

Following are some goals that are likely similar to yours in the areas of access to healthier food and active transportation. Find the goals that most similarly match and work with your goals. If a box is colored in, it means that the action item listed above it may help you to achieve that goal.

From there, each action item has its own page on which we've compiled an overview that includes a photo, next steps for implementation, who to work with to get it done, and how to measure success.

You do not need to take on every action item to accomplish your goal(s). Sometimes one action item will get the job done; other times, you may need multiple action items implemented over an extended period of time to achieve lasting change. Bonus points if you find a single action item that supports multiple goals!

STEP
02 **SELECT ACTION ITEMS**

Access to Healthier Foods

Use the blue boxes below to find the action items that will help you reach your goal.

Healthy Donations and Food Drives
Storage and Refrigeration
Gleaning
Become a Partner Agency with a Regional Food Bank
Expanded Hours
Healthy Snacks and Beverages
Healthy Food Education
Healthy Prepared Meals

GOALS	PAGE NO.	24	25	26	27	28	29	30	31
Make it easier to eat healthy outside the home									
Promote healthy food and beverage choices									
Engage businesses to become places where the healthy choice is the easy choice									
Promote good choices to children									
Learn about healthy foods and beverages									
Make it easier for vulnerable populations to make good choices									

Healthy Nutrition Guidelines
Good Choice Guidelines
Physical Changes Inside Retail Locations
Physical Changes Outside Retail Locations
Memorandum of Understanding
Promotional or Informational Signage
Voucher Incentive Programs
Food Retail Price Influencing
Backpack Program
Summer Feeding Program
Improving Nutrition Standards in After-school Programs
Community or School Gardens
Healthy or Active Fundraisers
Breastfeeding Friendly Sites

	32	33	34	35	36	37	38	39	40	41	42	43	44	45

STEP 02 SELECT ACTION ITEMS

Active Transportation

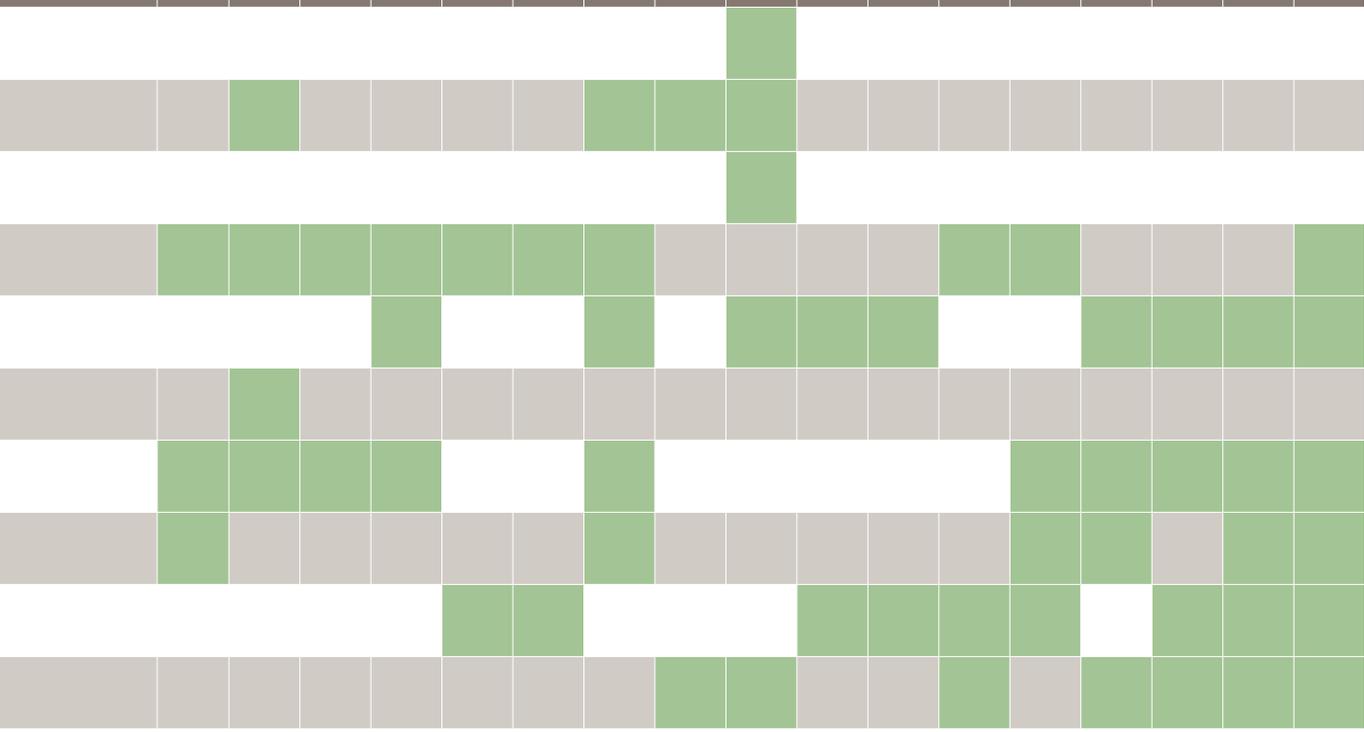
Use the green boxes below to find the action items that will help you reach your goal.

Sidewalk Accessibility Improvements
Road Diets
Inclusion of Bike Facilities
Midblock Crossings
Crosswalks
Public Art Installations
Painted Intersections
Traffic Calming
Neighborhood Greenways

GOALS	PAGE NO.	48	49	50	51	52	53	54	55	56
Make it easier/safer to cross the street		Green	Green		Green	Green		Green	Green	
Make it easier/safer to walk/bike along the road		Green		Green	Grey	Grey	Grey	Green	Green	Green
Connect a neighborhood to an everyday destination		Green	Green	Green	Green	Green			Green	Green
Promote recreational walking/biking		Green	Green	Green	Green	Green	Green	Grey	Green	Green
Promote walking/biking to work/school/shopping		Green	Green	Green	Green	Green			Green	Green
Slow down traffic that goes too fast		Grey	Green	Grey	Grey	Grey	Green	Green	Grey	Grey
Promote economic growth on a street								Green	Green	
Encourage group activities on a street/corridor								Green	Green	Green
Engage the community with walking/biking								Green	Green	Green
Engage with schools/students on walking/biking										

Benches
Safer Parking
Lighting
Signs and Wayfinding
Beautification Projects
Downtown Green Space
Pedestrian Malls
Walking School Bus
Identify and Promote Safe Corridors
Walk/Bike to School Day
Walk/Bike to Work Day
Monthly Group Bike Ride
Downtown Block Party
Bike Parking
Bike Benefits Program
“Bike and Walk There” Campaign
Bike Share Program

57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73



STEP 03 BUILD YOUR WORK PLAN

Now that you've picked a few action items, it's time to plan out the work. The work plan to the right allows you to create a road map for achieving your goals through the action items you selected. Your coalition will identify why each action item is important, how to complete each action item, who is going to help, and what resources you will need. Make sure you think through realistic timelines, share responsibilities, and have all the right people at the table. Don't forget about those people you're trying to help in the process—they're going to know what works best for them and ensures long-term success. For example, if you're working on improving safety around a school, you'll need both school representatives AND parents to be on board. While successful projects absolutely must have a champion, they cannot happen without team support. Finally, keep in mind that work plans are living documents and are subject to change (just like the menu at your favorite restaurant). Just roll with challenges and remember you are making your community a better place for everyone!

<h2>Action Items</h2> <p>Actions should contribute to success of a goal and be SMART: Specific, Measurable, Achievable, Relevant, and have a Time Frame.</p>	<h2>Why is this important for our community?</h2> <p>Describe this action and write out a complete and compelling sentence or two about why it's important.</p>	<h2>How will we know success?</h2> <p>How will your community measure the success of this project? *There also will be data collected for evaluation purposes.</p>	

<p>How long will this take?</p> <p>What is the time frame? Short (0–6 months) Medium (6–12 months) Long (1–2 years)</p> <p>Feel free to adjust these as needed.</p>	<p>What are the next steps?</p> <p>What are the specific steps to accomplish this action item?</p>	<p>Who is leading, and who will play a supporting role?</p> <p>Who is the primary responsible organization or person? Who else will help?</p>	<p>What are the costs, and what resources do we already have?</p> <p>Brainstorm financial costs and human resource needs, even if a source is still unknown. Brainstorm existing or possible sources.</p>

This work plan was developed using evaluation tools from EPA's Healthy Places for Healthy People Program.

STEP
04



Yeah, we know we said it was a 3-step process, but this is us cheering you on from the sideline! Go get 'em!

Get out there
AND
make it happen!



Healthy Donations and Food Drives	24
Storage and Refrigeration	25
Gleaning	26
Become a Partner Agency with a Regional Food Bank	27
Expanded Hours	28
Healthy Snacks and Beverages	29
Healthy Food Education	30
Healthy Prepared Meals	31
Healthy Nutrition Guidelines	32
Good Choice Guidelines	33
Physical Changes Inside Retail Locations	34
Physical Changes Outside Retail Locations	35
Memorandum of Understanding (MOU)	36
Promotional or Informational Signage	37
Voucher Incentive Programs	38
Food Retail Price Influencing	39
Backpack Program	40
Summer Feeding Program	41
Improving Nutrition Guidelines in After-school Care	42
Community or School Gardens	43
Healthy or Active Fundraisers	44
Breastfeeding Friendly Sites	45





nutrition

ACTION ITEMS



HEALTHY DONATIONS AND FOOD DRIVES

This action item refers to hosting or promoting food drives where healthier nonperishable foods are requested for donation to your local food bank.

Increasing the amount of healthier food at food banks in your community will assist those in greatest need with providing healthier options for their families. Food and water are the basic necessities of life, and everyone deserves access regardless of circumstances.

■ Next Steps

Contact your local food bank director to identify their needs. If they are interested in increasing their supply of healthier foods, work with them to host or promote food donation events with an emphasis on healthier foods.

■ Who to Work With

Work with the director of a local food bank to ensure identified needs can be addressed by your coalition. If the current supply of donations is adequate, see if there are other ways your coalition can assist their efforts to feed those in need. For example, your coalition could help with promoting existing food drives.

■ Measuring Success

Success can be measured by the amount of foods donated through any particular event or over the course of multiple events. You can also measure the amount of promotional materials produced to advertise for food drives.



STORAGE AND REFRIGERATION

This action item refers to purchasing equipment to expand or enhance a food bank's storage capabilities. This can be through additional shelving units, dehydrators (to process fresh foods), refrigerators, freezers, and other items that expand a food bank's ability to store donations.

Increasing the ability to store greater amounts and types of food at food banks in your community will assist those in greatest need with obtaining food. Food and water are the basic necessities of life, and everyone deserves access regardless of circumstances.

■ Next Steps

Contact your local food bank director to identify their needs and see if expanded storage and equipment (e.g., refrigeration) are needed. Additional shelving and refrigeration provides more room to store food, and dehydrators can be used to process fresh fruit into dried fruit.

■ Who to Work With

Work with the director of your local food bank to ensure that identified needs can be addressed by your coalition. The goal is to increase the types of food that can be stored for longer periods.

■ Measuring Success

Success can be measured by the increase in types of food that can be stored and distributed after the addition of new storage and equipment. Food banks should keep records of their distributions, and this would be a simple way to track progress.



GLEANING

This action item refers to partnering with a gleaning program or initiative like the Alabama Gleaning Network, a regional division of gleaning efforts by the Society of St. Andrew. Gleaning is the process of picking up produce left behind after farmers are finished harvesting.

Gleaning is a creative and low-cost way to source fresh produce to local food pantries, senior feeding sites, or other food service sites. This will increase the amount of nutritious food available for those in your community who are hungry or otherwise would not have access.

■ Next Steps

Discuss with your coalition and local food pantry representatives whether gleaning would be a feasible way to increase supply to your food pantries. Talk with farmers in your area to see if they would be interested in participating. Remember, this is food that is left behind after the farmer has harvested.

■ Who to Work With

You will need to work with the local food pantry needing assistance. From there, contact the Alabama Gleaning Network (<https://endhunger.org/alabama/>) to discuss if gleaning can be an opportunity to increase your food pantry's supply.

■ Measuring Success

Success can be measured by the increased amount of donations received through a gleaning program. You could also measure the increased amount of distributions you are able to give away thanks to the increased supply of donations.



BECOME A PARTNER AGENCY WITH A REGIONAL FOOD BANK

This action item refers to becoming a partner agency with a regional food bank, like the Montgomery Area Food Bank, in order to increase affordable procurement of healthy food items for distributions at your local food pantry.

Smaller food pantries are at a disadvantage when it comes to stocking inventory. Many agencies purchase from for-profit retailers like Walmart, Costco, and Target. Partnering with a regional food bank will increase access and affordability of foods that your local food pantry can procure.

■ Next Steps

Reach out to your regional food bank to see how to become a partnering agency. The sponsoring organization (partnering agency) usually will need to hold 501(c)(3) status or qualify as a church to become a partnering agency. Fill out the necessary application and work closely with your regional food bank to prepare for the initial site visit. Once your organization has met all of the requirements, you will officially be a partner organization.

■ Who to Work With

Your organization/church governing body must approve participation and provide a signed letter of approval. Contact your regional food bank for assistance with the application process.

■ Measuring Success

Success can be measured by receiving approval as a partnering agency. After establishing your food pantry, you will be able to record the number of people or families you serve.



EXPANDED HOURS

This action item refers to extending the hours of operation for places that provide healthy food, specifically the places where food donations are received. This includes your local food banks and could be implemented in privately owned grocery stores.

Extending the open hours of food banks, even for a day or two, gives those in need more opportunities to receive food. Recipients of donations may not always be available during food bank hours of operation due to family or work obligations.

■ Next Steps

Discuss with your local food bank director whether expanding hours would benefit those receiving donations or if it is possible from a staff standpoint. Privately owned grocery stores also may be open to expanding hours if members of the local community regularly voice how they wish the store was open earlier or later.

■ Who to Work With

If expanding hours of a location is something your coalition would like to do, approach the director or manager of the location to discuss the possibility. Perhaps changing hours would be just as effective as expanding hours without adding any additional work.

■ Measuring Success

Success can be measured by an increase in the hours of operation for a food bank or grocery store. You may be able to track the additional amounts of donations distributed due to expanded or altered hours.



HEALTHY SNACKS AND BEVERAGES

This action item refers to offering a healthy snack and beverage option where snacks are already being served. This can be at community events, workplace meetings, church gatherings, youth functions, recreation centers, school events, or anywhere else snacks are being served.

Offering healthy snacks and beverages during social gatherings allows community members to make a healthier choice if they wish to do so. Healthy snacking and drinking fewer sugar-sweetened beverages are small but important steps in the right direction toward eating better.

■ Next Steps

Brainstorm the types of events you could envision changes being made in the snacks and beverages (such as water) served. Some examples include workplace meetings, church gatherings, and events for youth like Vacation Bible School. You do not have to completely eliminate unhealthy options, but providing a healthy alternative gives people the choice to eat better.

■ Who to Work With

Once you have identified the event(s) where you would like to have healthy snack and beverage options, work with the leaders of those events or organizations to see what type of healthy snack and beverage options would work best. Work with your local county Extension nutrition educators/agents to identify healthy options.

■ Measuring Success

Success can be measured by counting the amount of people at events where healthy snacks and beverages were provided. Even if participants did not consume a healthy snack or beverage, providing the healthy option is a step in the right direction.



HEALTHY FOOD EDUCATION

This action item refers to offering direct education to members of the community regarding access to and consumption of healthy foods.

Healthy eating can be a struggle for those who do not know what is healthy or how to select and prepare healthy options from the grocery store. Alabama Extension has a wealth of knowledge available through county Extension nutrition educators/agents who offer healthy nutrition education on a regular basis.

■ Next Steps

If your coalition would like to implement nutrition education initiatives, like healthy shopping and cooking classes, contact your local Extension office to see what programs they provide. You will want to identify a specific audience and meeting location for the nutrition education.

■ Who to Work With

Work with your county Extension nutrition educator/agent to identify nutrition education classes that would fit the audience you intend to work with.

■ Measuring Success

Success can be measured by the number of people who attend nutrition education classes. In some cases, knowledge increases and behavior changes can be measured by asking questions before and after programs to identify the effectiveness of a class.



HEALTHY PREPARED MEALS

This action item refers to implementing healthy meals and recipes where prepared meals and beverages are being served. This can be meals and beverages served at community events, workplace meetings, and faith-based community functions.

We consume a lot of food and beverages away from our homes. Having a healthy prepared meal and beverage, such as unsweet tea or low-fat milk, during those instances can help community members make better choices.

■ Next Steps

Brainstorm with your coalition to identify the places where prepared meals and beverages are served. This can be during workplace luncheons or church family meals. Next, identify any of those locations where your coalition would like to offer assistance in serving healthier choices.

■ Who to Work With

Work with the director of the location or organization your coalition chooses to assist, and identify the need or desire for healthy meals and beverages. Healthy office lunches or church family meals are a great place to start. County Extension nutrition educators/agents can offer assistance in creating or identifying healthy recipes for better choices.

■ Measuring Success

Success can be measured by the number of community members being served a healthy meal.



HEALTHY NUTRITION GUIDELINES

This action item refers to utilizing established healthy nutrition guidelines (i.e., Choose MyPlate) to determine the healthfulness of foods provided to others (through prepared meals, food demonstrations, food donations, etc.).

Using healthy nutrition guidelines ensures that food provided to individuals in emergency food settings, at sporting events, or in faith-based communities meets the designation of a healthy choice.

■ Next Steps

Discuss with your coalition realistic nutrition guidelines for specific settings. Examples of guidelines include *Good Choice*, Feeding America, Choose MyPlate, *Dietary Guidelines for Americans*, and others available from federal agencies.

■ Who to Work With

Work with your SNAP-Ed educator to identify the appropriate nutritional guidelines to follow based on the location you choose (food bank, school, recreation center, faith-based organization, etc.).

■ Measuring Success

Success can be measured by the percentage of available foods in a particular setting that comply with healthy nutrition guidelines. If you can track sales of healthy foods, this would be an effective way to estimate success.



GOOD CHOICE GUIDELINES

This action item refers to implementing *Good Choice* through your county SNAP-Educator to promote healthy foods in locations where food is received or purchased. The *Good Choice* program was developed by the Alabama Department of Public Health and expanded by Alabama Extension.

Identifying healthy foods quickly and easily is one important step for increasing the consumption of healthy food in your community. Eye-catching signage placed around grocery stores can help direct the consumer to healthy choices.

■ Next Steps

Discuss the possibility of placing *Good Choice* promotional materials throughout one or multiple grocery stores in your community. If you identify a grocery store you would like to work with, approach the store manager to gauge his/her interest in promoting healthy foods like fruits, vegetables, low-fat milk, and lean meat.

■ Who to Work With

The primary partner for this action item will be the grocery store you choose to work with. Work through your county SNAP-Educator and the grocery store to formulate a game plan for advertising healthy choices using *Good Choice* promotional materials.

■ Measuring Success

Success can be measured by the number of promotional materials placed around a store or town. If healthy items are moved to display them more prominently, this can be documented to demonstrate the store manager's willingness to promote healthy food items. Contact your county Extension SNAP-Educator for tools to assess the store's environment before you make any changes.



PHYSICAL CHANGES INSIDE RETAIL LOCATIONS

This action item refers to making physical changes to the interior of locations that sell or serve food and beverages. The goal is to increase the attractiveness of a food store to attract more and new customers. Suggestions could include ensuring that aisles are clear, installing attractive signs that promote healthy items, placing healthy products in an inviting location, or simply cleaning.

Creating a space that is clean and feels inviting will attract more and new customers. Store managers should make sure that their customers know they sell healthy foods and beverages and where those items are located. Attractive displays can make healthy items more appealing.

■ Next Steps

Brainstorm with your coalition to discuss a grocery store or food service location that could benefit from a facelift. See if anyone has a personal or professional relationship with the store owner or manager, who may be more willing to listen to an acquaintance.

■ Who to Work With

Find the person in your coalition who would be best to address the store owner or manager. This could be someone with a personal or professional relationship, or it could be the county Extension SNAP-Ed educator who feels comfortable discussing healthy changes that can be made. Remember, this business is the owner's/manager's livelihood. You absolutely do not want to make changes that he or she thinks would be detrimental to sales overall.

■ Measuring Success

Success can be measured by the number of physical changes made to the interior of a store to increase attractiveness and promote healthy items. Contact your county Extension SNAP-Ed educator for tools to assess the store's environment before you make any changes.



PHYSICAL CHANGES OUTSIDE RETAIL LOCATIONS

This action item refers to making physical changes to the exterior of locations that sell or serve food. The primary goal is to increase the attractiveness of a food store in order to attract more and new customers. Suggestions could include displaying banners and signage that advertise healthy items, removing alcohol and tobacco displays, clearing the entrance doors of any signage, painting, adding lighting, or planting flowers.

Creating a vibrant and inviting space will attract more and new customers. Store managers should make sure that their storefront feels inviting to a consumer and is free of any negative aspects that may deter potential customers from entering. Attractive storefronts are more appealing to the consumer, and making changes may lead to an increase in traffic into a store.

■ Next Steps

Brainstorm with your coalition about a grocery store or food service location that could benefit from a facelift. See if anyone has a personal or professional relationship with the store owner or manager, who may be more willing to listen to an acquaintance.

■ Who to Work With

Find the person in your coalition who would be best to address the store owner or manager. This could be someone with a personal or professional relationship, or it could be your county Extension SNAP-Ed educator who feels comfortable discussing healthy changes that can be made. Remember, this business is the owner's/manager's livelihood. You absolutely do not want to make changes that he or she thinks would be detrimental to sales overall.

■ Measuring Success

Success can be measured by the number of physical changes made to the exterior of a store to increase attractiveness and promote healthy items. Contact your county Extension SNAP-Ed educator for tools to assess the store's environment before you make any changes.



MEMORANDUM OF UNDERSTANDING (MOU)

This action item refers to creating a signed agreement between your coalition and a food store that details how each party will play a role in promoting healthy food items within a store. For example, a store owner can commit to purchasing and displaying healthy foods in the store, while the coalition can commit to providing promotional materials for healthy foods and conducting in-store nutrition education or recipe tastings.

A memorandum of understanding (MOU) between a store and your coalition will encourage accountability between the two partners. MOUs are generally not legally binding but are rather a measure of goodwill between two parties stating that both sides are committed to making sure that improvements are implemented and sustained. The time frame for an MOU can vary based on your situation, but a one-year agreement would be a good place to start.

■ Next Steps

Once you have established a relationship with a store owner, your coalition may wish to sign an MOU that assigns roles and encourages accountability of both parties. Remember, this is not a legally binding contract but rather a measure of goodwill to demonstrate that both sides are willing to work together to accomplish a common goal.

■ Who to Work With

Discuss this option with the manager or owner of your partner store to see if this is something that will be beneficial. Example MOUs are available online, and draft MOUs related to healthy food retail can be obtained from the Extension ALProHealth team.

■ Measuring Success

Success can be measured by the number of MOUs signed between your coalition and a partner store.



PROMOTIONAL OR INFORMATIONAL SIGNAGE

This action item refers to placing promotional or informational signage around your community or in locations where food and beverages are sold to promote making better choices.

Promotional and informational signage can educate consumers and point them in the right direction of purchasing and consuming healthier food and beverages.

■ Next Steps

Brainstorm with your coalition members about locations where promotional and informational signage would be effective and appropriate. This can be at grocery stores, community or recreation centers, churches, schools, ball fields, or other locations where food and beverages are purchased or received. Contact your county Extension SNAP-Ed educator to ask about availability of promotional or informational signage.

■ Who to Work With

Once you have identified a location where signage can be placed, contact the person in charge of the location to discuss the possibility of promoting healthy living through signs around the building. This can be messaging regarding general healthy eating habits or signage like the *Good Choice* promotional materials that direct consumers to healthy items within a grocery store. Contact your county Extension SNAP-Ed educator to identify the appropriate messaging for signs.

■ Measuring Success

Success of this action item can be measured by the number of promotional or informational materials installed throughout your community.



VOUCHER INCENTIVE PROGRAMS

This action item refers to working with food retailers or farmers markets to promote the acceptance of vouchers. For food retailers, becoming an authorized SNAP and/or WIC vendor will increase customer base and sales volume. Similarly, farmers markets can become certified to accept SFMNP (Senior Farmers Market Nutrition Program) vouchers to expand their customer base and sales volume.

Increasing access to and affordability of healthy foods and beverages to vulnerable populations are important priorities to increasing the healthfulness of your community. Voucher incentive programs make healthy items more affordable and accessible to those who would otherwise not be able to afford them.

■ Next Steps

Discuss with your coalition the requirements for becoming an authorized SNAP and WIC vendor. Many grocery stores and farmers markets currently accept these vouchers. Work with store owners and farmers market managers to see if there are any stores that do not currently accept vouchers.

■ Who to Work With

Work with your county Extension office and the ALProHealth state team to identify the requirements for becoming an authorized SNAP or WIC vendor. If there are grocery stores within your community that do not currently accept these vouchers, gauge the interest in becoming involved from the store owner. Remember, accepting these forms of payments will increase customer base and sales volume.

■ Measuring Success

Success can be measured by the number of new institutions that accept SNAP, WIC, or SFMNP vouchers. It may also be helpful to measure the average number of patrons that visit these locations (food stores or farmers markets) to estimate an impact that vouchers have.



FOOD RETAIL PRICE INFLUENCING

This action item refers to working with food retailers to incentivize the purchase of healthy foods through sales, lower prices, promotions, or any other tactic to make healthy foods and beverages more affordable.

Lowering the price of healthy items increases affordability, meaning more community members will have increased access to these healthy foods and beverages.

■ Next Steps

Discuss with your local grocery store owner creative ways to lower prices of certain healthy foods and beverages, such as choosing an item to be on sale each week, giving out customer loyalty cards to be redeemed for a healthy item, hosting special events around holidays, giving discounts to certain groups (like a senior discount day), or any other creative way to lower prices without cutting deeply into profit margin.

■ Who to Work With

You will need to work closely with a grocery store owner in order to accomplish this task. Remember, the store is the owner's business and livelihood. Lowering prices can affect bottom lines and profit margins. However, lowering prices while increasing demand could lead to higher profits due to an increase in sales volume.

■ Measuring Success

Success can be measured by the number of healthy items marketed through price influencing methods.



BACKPACK PROGRAM

This action item refers to working with your local schools, school board, or Child Nutrition Program director to ensure that schoolchildren have adequate access to food during weekends and holidays.

For some children within your community, the meals they receive at school may be the only nutritional meals they eat during a day. Backpack programs help to ensure that students have food to eat during weekends and holidays when they are not in school.

■ Next Steps

Contact your local school system administration or child nutrition program director to see if any backpack programs exist within your community. If so, see if there are any ways your coalition can assist in these efforts. If not, gauge the interest and feasibility of other community organizations in supporting/starting a backpack program.

■ Who to Work With

School administrators, superintendents, or child nutrition program directors will be crucial to implementing a program for feeding youth outside of school hours. To ensure that some of the backpack items comply with *Good Choice*, contact your county Extension SNAP-Education educator for assistance.

■ Measuring Success

Success can be measured by the number of snacks, meals, or backpacks sent home with children throughout a given school year.



SUMMER FEEDING PROGRAM

This action item refers to working with your local schools, school board, or Child Nutrition Program director to ensure that schoolchildren have adequate access to food during summer vacation.

For some children within your community, the meals they receive at school may be the only nutritional meals they eat during a day. Summer feeding programs help to ensure that students have food to eat during times when they are not in school such as in the summer.

■ Next Steps

Contact your state department of education or your local school child nutrition program director to see if any summer feeding programs exist within your community. If so, see if there are any ways your coalition can assist in these efforts. If not, gauge the interest and feasibility of other community organizations in starting/supporting a summer feeding program.

■ Who to Work With

The state department of education or your local school child nutrition program director and interested community organizations will be crucial to implementing a program for feeding youth during the summer. Contact the Extension ALProHealth state team to identify requirements for receiving additional assistance to implement a summer feeding program.

■ Measuring Success

Success can be measured by the number of meals (or students) served during a summer feeding program.



IMPROVING NUTRITION STANDARDS IN AFTER-SCHOOL PROGRAMS

This action item refers to working with organizations that provide after-school care in order to increase the amount of healthy food and beverages being offered. After-school programs typically provide snacks or access to vending machines where children can purchase snacks and beverages. Having healthy options will ensure that children have the opportunity to make a healthy choice.

Increasing the availability of healthy foods wherever foods are purchased or consumed allows community members to make a more healthful choice.

■ Next Steps

Work with your coalition to identify locations that provide after-school care. Contact the director of the after-school program to see if any snacks are being served. If so, see if there are ways your coalition can assist in providing healthier snacks and beverages. If healthy snacks are already being served, brainstorm other ways your coalition can complement these programs.

■ Who to Work With

Work with the directors of after-school programs to identify ways your coalition can assist in increasing access to healthy food. Your county Extension SNAP-Ed educator can provide *Good Choice* assistance.

■ Measuring Success

Success can be measured by the number of after-school programs offering healthy snacks. This can either be through snacks being served or through healthy items offered in vending machines at these after-school care facilities. Offering water or low-fat milk is important too.



COMMUNITY OR SCHOOL GARDENS

This action item refers to establishing or enhancing community or school gardens as a way to increase the availability and accessibility of healthy foods in your community.

Community and school gardens provide the opportunity to participate in the growing and harvesting of fresh vegetables while inevitably increasing the amount of healthy foods consumed. School gardens also can be used as a teaching opportunity to educate children on where their food comes from.

■ Next Steps

Community and school gardens are not easy! They require a lot of maintenance, primarily through the work of volunteers. If you have a set of individuals dedicated to the success of a garden, these obstacles can be overcome. Contact a community organization or school that would be interested in starting a garden and work with your local Extension agents to brainstorm ways your coalition can assist in the development of gardens.

■ Who to Work With

Identify any community organizations or school systems that would be interested in starting gardens, and brainstorm ways your coalition can assist in those efforts.

■ Measuring Success

Success can be measured through the amount of food (weight) harvested from the community/school garden in a given year. Contact your county Extension SNAP-Education educator for assistance in weighing the harvest.



HEALTHY OR ACTIVE FUNDRAISERS

This action item refers to creating fundraisers that do not involve selling foods or products such as cookies, wrapping paper, or magazines. Instead, healthy fundraising efforts involve other creative ways to raise money for schools, like organizing walks, swims, or runs, washing cars, or conducting sports clinics or sports tournaments.

Healthy fundraising provides a way to raise money for schools without promoting unhealthy eating. Healthy fundraising is a public demonstration of your school's commitment to promoting healthy behaviors among students, families, and communities.

■ Next Steps

Have a conversation with your school administrators and fundraising groups to discuss the idea of a healthy fundraiser. To see more ideas, visit www.actionforhealthykids.org/game-on/find-challenges/at-home-challenges/1207-healthy-fundraising.

■ Who to Work With

You will need to partner with your school administration and groups involved with implementing fundraisers, such as parent-teacher organizations and friends of the school groups.

■ Measuring Success

Success is measured by the implementation of a healthy fundraiser. Funds raised can be compared against other traditional fundraisers to identify whether healthy fundraisers are more profitable.



Shu-Wen Tzeng, Tiger Babies Breastfeeding Support

BREASTFEEDING FRIENDLY SITES

This action item refers to working with daycares, work sites, and other public locations to increase the amount of breastfeeding friendly locations.

Breastfeeding is known to lower the risk of death from infectious disease in the first 2 years of life, and growing evidence suggests that breastfeeding can protect against obesity in childhood.

■ Next Steps

Contact your local Extension office for information on the breastfeeding friendly child care certification program. Identify any child care providers, work sites, or other public locations that would like to become a friendlier place for nursing mothers and babies.

■ Who to Work With

Partner with the location's management and mothers who use the location.

■ Measuring Success

Success can be measured by the number of breastfeeding friendly sites created or enhanced through work from your coalition.

A smiling woman with curly hair, wearing a red jacket, a colorful patterned scarf, black pants, and black shoes, is sitting in a wheelchair with pink frame accents. She is on a paved sidewalk outdoors, with trees and a blurred car in the background. The text 'physical activity' is overlaid in white, bold, lowercase letters, and 'ACTION ITEMS' is overlaid in smaller, black, uppercase letters below it.

physical activity

ACTION ITEMS



Sidewalk Accessibility Improvements	48
Road Diets	49
Inclusion of Bike Facilities	50
Midblock Crossings	51
Crosswalks	52
Public Art Installations	53
Painted Intersections	54
Traffic Calming	55
Neighborhood Greenways	56
Benches	57
Safer Parking	58
Lighting	59
Signs and Wayfinding	60
Beautification Projects	61
Downtown Greenspace	62
Pedestrian Malls	63
Walking School Bus	64
Identify and Promote Safe Corridors	65
Walk/Bike to School Day	66
Walk/Bike to Work Day	67
Monthly Group Bike Ride	68
Downtown Block Party	69
Bike Parking	70
Bike Benefits Program	71
“Bike and Walk There” Campaign	72
Bike Share Program	73



Greg Wilson, Walking Redwood City

SIDEWALK ACCESSIBILITY IMPROVEMENTS

Sidewalks can be improved in many ways to help promote walking, jogging, and running, including creating smooth, level surfaces, clearing debris, building ramps with appropriate slopes, and installing detectable warning domes (seen in the picture).

These improvements ensure that sidewalks may be used by all pedestrians, including children, older adults, blind citizens, and those that use a wheelchair, walker, or scooter.

■ Next Steps

Coalitions should (1) identify important corridors where sidewalks provide important connections to everyday destinations, (2) assess the quality of these sidewalks through a walk audit (AARP has a free guide for conducting walk audits in your town), (3) review and select specific accessibility improvements, and (4) work with a local transportation partner to construct these accessibility improvements.

■ Who to Work With

Constructing accessibility improvements requires working with the city engineer and the Alabama Department of Transportation.

■ Measuring Success

Success can be measured by recording the length of the sidewalk that was improved. Additionally, you can measure the number of pedestrians using the sidewalk. Ideally, this would be a measurement of pedestrians using the sidewalk before and after any changes are made.



Alyson West, Ped Bike Images

ROAD DIETS

After a road is built, we sometimes realize that it may have been oversized to accommodate larger vehicles, larger volumes of vehicles, or unanticipated pedestrian or cycling activity. This often results in vehicles traveling too fast and roadways that are hard to cross. In these cases, we can go back and retrofit the pavement markings in a process called a *road diet*. The road diet can reduce the number and width of lanes, add in two-way left turn lanes, add medians, and add many other aspects to promote active transportation.

Road diets make existing roadways comfortable for pedestrians and cyclists without reducing the capacity or flow of the traffic. A true road diet will work within the existing right-of-way so that it is a less expensive option as well.

■ Next Steps

Coalitions should (1) identify important corridors where a roadway acts as a barrier to walking or cycling, (2) assess the traffic conditions and access options, (3) review and select road diet options, and (4) work with a local transportation partner to mill and restripe the roadway.

■ Who to Work With

Completing road diets requires working with the city engineer and the Alabama Department of Transportation.

■ Measuring Success

Success can be measured by recording the length of roadway where a road diet was implemented. Additionally, you could use video recordings before and after street changes to identify any changes in driver and pedestrian behaviors.



Kristen Brookshire, Ped Bike Images

INCLUSION OF BIKE FACILITIES

One of the best ways to promote cycling in your community is to provide designated spaces for cyclists to feel safe while riding. There are many options, like marking sharrows, including a bike lane, or creating a separated bikeway or even a shared-use path. These are located on the sides of roads, providing a place where cyclists don't have to worry about pedestrians (or, if it's fully separated, drivers).

Bicycle facilities identify safe places for cyclists to ride and inform motorists about where to expect cyclists. Bicycle facilities have shown to increase revenue in downtown areas as well as increase home values.

■ Next Steps

Coalitions should (1) identify corridors where bike facilities provide important connections to everyday destinations, (2) assess the current perceived and actual safety of these corridors, (3) review and select specific facility options, and (4) work with a local transportation partner to construct these facilities.

■ Who to Work With

Installing bike facilities requires working with the city engineer and the Alabama Department of Transportation.

■ Measuring Success

Success can be measured by recording the length of the installed bicycle facilities (bike lanes) and the number of cyclists that use the facility.



Federal Highway Administration

MIDBLOCK CROSSINGS

Midblock crossings are crosswalks not located at intersections. They are designed to support pedestrians needing to cross far from intersections. These crossings can be upgraded with many characteristics that improve pedestrian visibility and safety, including medians, signs, and beacons. The image above shows a rectangular rapid flash beacon that can be added to crosswalk signs. This solar-powered sign flashes at drivers for a short time when activated by a pedestrian needing to cross the street.

This is a great option for downtown or school areas where pedestrians need to cross busy streets but prefer not to walk to intersections that are far away.

■ Next Steps

Coalitions should (1) identify important corridors where pedestrians are crossing busy streets without a crosswalk to reach everyday destinations, (2) assess whether the nearest intersection is too far away, (3) review and select specific midblock features, and (4) work with a local transportation partner to construct the crossing.

■ Who to Work With

Creating midblock crossings requires working with the city engineer and the Alabama Department of Transportation.

■ Measuring Success

Success can be measured by recording the number of pedestrians using this new crossing. Additionally, you can record the number of unsafe crossings made by pedestrians before and after the addition of a midblock crossing.



Dan Burden, Ped Bike Images

CROSSWALKS

This simple countermeasure helps to promote pedestrian safety when crossing busy streets. Crosswalks can feature simple paint or include enhancements, such as be elevated, stamped with faux brick patterns, installed with bump-outs, or painted to enhance visibility. Crosswalks can also include signs on the side of the road or in the middle of the road as seen in the picture above.

Crosswalks inform motorists that they should be paying attention to pedestrians crossing the street. Crosswalks should therefore be used in locations where pedestrians need to frequently cross streets to access everyday destinations.

■ Next Steps

Coalitions should (1) identify important intersections where pedestrians are crossing busy streets without a crosswalk to reach everyday destinations or where existing crosswalks are faded and unable to be seen easily by motorists, (2) review and select specific crosswalk features, and (3) work with a local transportation partner to construct the crosswalk.

■ Who to Work With

Installing crosswalks requires working with the city engineer and the Alabama Department of Transportation.

■ Measuring Success

Success can be measured by recording the number of pedestrians using the crosswalk as well as the speed of vehicles traveling through the corridor. Measurements taken before and after crosswalk installation/updates will offer an opportunity to see how improvements directly affect driver and pedestrian behavior.



Brandon Whyte, Ped Bike Images

PUBLIC ART INSTALLATIONS

Creating or installing public works of art can add character to everyday destinations. This can be done at schools (as seen in the picture) or at other everyday destinations around town, particularly in the downtown area.

Public art and murals can create a more vibrant and inviting space for citizens and visitors to your town. These installations can also aid in reinforcing an established identity or brand of the town. If your town is known for something special, think about ways to incorporate that within public art or murals.

■ Next Steps

Work with your local city council, chamber of commerce, or any other local organization interested in installing public art. Schools may be interested in revitalizing a structure on their campus. Think of creative ways to utilize local artists and include community members. Can the work be done collectively or is it an individual project?

■ Who to Work With

You will need to work with owners of the property you wish to enhance through public art. You will also need to identify the type of art and artist you wish to utilize. Other considerations should be costs involved with materials needed and the timeline for completing a project.

■ Measuring Success

Success can be measured through the number of murals or works of art installed within a community. A more impactful way to measure success may be to have informal conversations with the viewers to ask what they enjoy about visiting the site.



City of Tampa, Florida

PAINTED INTERSECTIONS

Communities may paint simple artwork on intersections to emphasize the shared roadway space. The art typically is designed by a local artist, and the community gets together to fill in the design with durable roadway paint.

Painted intersections are great for place-making and promoting walkable neighborhoods. They slow down traffic on residential and local streets as well as emphasize that the roadway environment will also be used by pedestrians and cyclists. Additionally, the painting process is great for community development and social cohesion.

■ Next Steps

Coalitions should (1) identify important intersections, neighborhoods, or corridors where they want to publicly highlight the importance of walking and cycling, (2) assess which intersection(s) are most appropriate for painting, (3) generate art, and (4) work with local planners to paint the intersection.

■ Who to Work With

Painting intersections requires coordination with city engineers and city safety officers.

■ Measuring Success

Success can be measured by recording the changes in speeds through the intersection and the numbers of pedestrians/cyclists using the corridor.



Dan Burden, Toole Design Group, Ped Bike Images

TRAFFIC CALMING

There are many ways to calm or slow down traffic on roads where it is moving too fast to make it a comfortable place for pedestrians or cyclists. Options for promoting a safer and more welcoming space for walking and cycling include chicanes (as seen in the picture), speed humps, medians, and even planters. Traffic calming works best when paired with other countermeasures.

Streets with traffic calming slow down traffic and make pedestrians and cyclists feel more welcome to use this space.

■ Next Steps

Coalitions should (1) identify important corridors where pedestrians and cyclists need to be promoted or where traffic seems to be driving too fast for safe walking and cycling activities, (2) assess whether the corridor is unsafe and the traffic implications of slowing down vehicles, (3) review and select specific traffic calming features, and (4) work with a local transportation partner to construct the features.

■ Who to Work With

Traffic calming projects require working with the city engineer.

■ Measuring Success

Success can be measured by recording the changes in speeds through the corridor and the numbers of pedestrians/cyclists using the corridor.



City of Burlington, Vermont

NEIGHBORHOOD GREENWAYS

Neighborhood greenways are streets with signs identifying them as safe spaces designated for pedestrians and cyclists. Greenways often parallel major roadways and include countermeasures to ensure that the corridor is better for walking and cycling to everyday destinations. These countermeasures can include traffic calming and bicycle facilities.

Greenways become a central spine of walking and cycling activity within a community. Businesses and activity centers should have access to these greenways to promote active travel to everyday destinations.

■ Next Steps

Coalitions should (1) identify important corridors where there is a parallel street to support walking and cycling access to everyday destinations, (2) assess how well the corridor supports accessibility to these destinations and activities, (3) review and select specific greenway features, and (4) work with a local transportation partner to add signage, markings, and traffic calming to the street.

■ Who to Work With

Neighborhood greenways require working with the city engineer and the Alabama Department of Transportation.

■ Measuring Success

Success can be measured by recording the changes in speeds through the corridor and the numbers of pedestrians/cyclists using the corridor.



Dan Burden, Ped Bike Images

BENCHES

Amenities like benches encourage pedestrian traffic in downtown areas. Benches offer pedestrians opportunities to stop and rest, enjoy the downtown space, or interact with other people.

Benches are ideal for downtown areas where you are trying to promote more pedestrian activity. They create a sense of place and allow visitors to enjoy their time in that location longer.

■ Next Steps

Coalitions should (1) identify important downtown areas where walking should be promoted, (2) assess good locations for congregating pedestrians at benches, and (3) work with local city officials to install benches.

■ Who to Work With

Placing benches around your community requires coordination with city planners.

■ Measuring Success

Success can be measured by the number of new benches placed around your town. Additionally, you can record the number of pedestrians in the area before and after enhancements are made.



Tom Hylton

SAFER PARKING

Back-in parking is replacing traditional pull-in parking across the country. This parking simply requires restriping of street parking, with lines shifted by 45 degrees. Instead of pulling headfirst into a parking spot and having difficulty seeing when backing out to leave, this design slows traffic as a car backs in and offers a full 180-degree view of the roadway when leaving.

Back-in parking offers three main benefits to your community: (1) When motorists back into spaces, they are able to see pedestrians, cyclists, and other vehicles around them; (2) When motorists drive out from spaces, they are also able to see pedestrians, cyclists, and other vehicles clearly; and (3) When children are entering/exiting the vehicle, the car doors open to block them from running into traffic (instead directing them to the curb).

■ Next Steps

Coalitions should (1) identify important corridors where there are conflicts between vehicles, pedestrians, and cyclists, (2) assess what factors are causing these conflicts, (3) work with a local transportation partner to restripe the parking, and (4) create an education campaign to teach citizens and visitors about the proper parking maneuver.

■ Who to Work With

Changing parking requires working with the city engineer.

■ Measuring Success

Success can be measured by recording the length of the street on which new parking spaces were striped. Additionally, you can report the actual number of restriped parking spaces.



Ron Bloomquist, Ped Bike Images

LIGHTING

Communities may add lighting to streets in many ways, including tying lights into the electrical grid and adding lamp poles, solar-powered lights, and more. They can be added on many roadway types and in downtown areas.

Streets with proper lighting promote safe travel in ways that include making pedestrians and cyclists visible at night and reducing crime rates. Lighting is ideal for downtown areas and important corridors equipped with other countermeasures such as greenways.

■ Next Steps

Coalitions should (1) identify important corridors where pedestrians and cyclists may be at night or where safety issues could potentially be solved by installing lighting, (2) review and select specific lighting features, and (3) work with a local transportation partner to add lighting to the street.

■ Who to Work With

Installing lighting requires working with the city engineer and power companies.

■ Measuring Success

Success can be measured by recording the length of roadway for which lighting was installed or enhanced. Additionally, you can record the changes in speeds through the corridor and the numbers of pedestrians/cyclists using the corridor.



Dan Burden, Ped Bike Images

SIGNS AND WAYFINDING

Installing signs, maps, or directional arrows around town can help people more easily navigate from place to place. This should be focused specifically on engaging walkers or bikers to encourage physical activity.

Walking and biking are forms of active transportation (using physical activity to get from place to place) that can benefit our health. Wayfinding signs allow residents and visitors to navigate around town without driving a car.

■ Next Steps

Brainstorm the locations around town you would like to highlight. Think about important destinations around town, like schools, libraries, parks, grocery stores, post offices, courthouse, restaurants, visitor center, or any other culturally relevant locations.

■ Who to Work With

Work with your local city government to gain approval to install signs around town. Your local chamber of commerce would be a valuable partner to include as well. Identify what type of signage you would like: one large map (like a mall directory), multiple permanent signs, or multiple temporary signs that can be changed in the future.

■ Measuring Success

Success can be measured by the number of signs installed or the number of everyday destinations promoted through signage.



Bluffton Icon, Ohio

BEAUTIFICATION PROJECTS

Enhancing or refurbishing the visual appearance of a destination or location can increase the attractiveness of and traffic to an area. This can be accomplished in a variety of ways, but some examples of beautification improvements include implementing cleanup initiatives, planting trees, flowers, or other greenery, installing decorative street lights, adding public art, enhancing streetscapes, and instituting other improvements that increase the appeal of your community.

Visually appealing destinations have a strong connection to economic development. City councils often undertake beautification projects in order to enhance tourism and commerce. People prefer to walk around and spend time in visually appealing environments that make them feel safe and welcome.

■ Next Steps

Identify a location or multiple locations where you think beautification projects would help to enhance the visual appeal of your community. This likely will be throughout a downtown area or around a major community space like a park or city square.

■ Who to Work With

Work with your city council and chamber of commerce to identify any proposed beautification projects that currently exist and ways your coalition can help them advance this initiative. If projects do not exist, brainstorm creative ways to enhance the visual appeal of your community.

■ Measuring Success

Success can be measured by the number of locations enhanced through beautification projects.



Eric Lowry, Ped Bike Images

DOWNTOWN GREENSPACE

Creating or enhancing a greenspace (an area of grass or trees intended for recreational or aesthetic purposes) in your downtown area can enhance the appeal and attractiveness of your community.

Greenspaces offer an inviting public space for people to freely gather. Research suggests that access to parks and greenspaces increases the amount of physical activity people receive while also promoting mental health.

■ Next Steps

Discuss with your coalition the benefits and possible locations for a greenspace around town. You will need to identify a location and the types of amenities (benches, trash cans, landscaping, walking paths, etc.) required before approaching city personnel with your idea.

■ Who to Work With

Work with your city council or parks and recreation department to determine the feasibility of creating such a space. Greenspaces serve as outdoor recreation areas and will likely fall under the management of your local parks and recreation provider.

■ Measuring Success

Success can be measured by the number of greenspaces created or enhanced through your coalition's efforts. If a new space is created, you can estimate the daily or weekly use of the greenspace by visual observation.



Dan Burden, Ped Bike Images

PEDESTRIAN MALLS

Pedestrian concourses or zones are areas created to limit or prohibit vehicle access. These are typically streets lined with storefronts or other amenities and are closed off to automobile traffic.

Prohibiting automobile traffic will encourage and increase foot traffic, ultimately leading to higher levels of physical activity. This type of action item also promotes economic development by creating a zone where people can safely and easily move between places to spend money.

■ Next Steps

Discuss with your coalition whether there are any roadways that would benefit from being closed to automobile traffic, even if only for a temporary demonstration or block party. In many rural towns, this may be a side street or other non-major roadway that does not experience much thru traffic.

■ Who to Work With

You will need to work with your city council or city planner to discuss the possibility of prohibiting automobile traffic on a street. One option would be to discuss temporarily closing certain streets during downtown block party events in order to encourage people to walk around and visit stores downtown.

■ Measuring Success

Success can be measured by the length of the pedestrian mall, making note of whether that change is permanent or temporary.



Northeast Iowa Food and Fitness Initiative

WALKING SCHOOL BUS

A walking school bus is what it sounds like—a group of adults leading children on a walk to school from a designated pickup point or multiple points. It can be informal, with a few families taking turns walking their children, or more structured, as in the picture above.

Fewer children are walking or biking to school for a variety of reasons, and this is contributing to the decrease in physical activity of our younger generations. A walking school bus provides the opportunity for children to be physically active to and from school and can lead to improved performance in school.

■ Next Steps

Start simple and remember that this initiative can grow in the future. Start with a small group of interested individuals located near a school and gauge the interest of those schoolchildren and parents in creating a walking school bus.

■ Who to Work With

Work with your local schools and parent–teacher organizations to determine the feasibility of implementing a walking school bus. Some schools are located on the edge of town, where walking and biking is not safe. However, other schools are centrally located in town and could provide a great opportunity for children to walk and bike.

■ Measuring Success

Success can be measured by the number of children and adults participating in the walking school bus.



Kristen Langford, Ped Bike Images

IDENTIFY AND PROMOTE SAFE CORRIDORS

Identifying safe routes for walking and biking and utilizing resources to promote the use of these safe routes will increase the ability of people to safely and easily walk or bike around town.

Choosing to walk or bike as opposed to driving increases our levels of physical activity and ultimately leads to better health. Safe corridors for walking and biking are crucially important first steps to increasing active transportation. People need to feel safe outside of a car; otherwise, they will choose to drive.

■ Next Steps

Discuss with your coalition whether any commonly used routes or paths could benefit from enhancing the safety of walking and biking. Think of local roads that connect multiple everyday destinations to increase maximum use of these routes.

■ Who to Work With

Work with your coalition and city planner to determine the feasibility of enhancing the safety of corridors. Changes to US and state highways will require working with your state department of transportation. Use signage (like wayfinding signs) to promote the use of these corridors.

■ Measuring Success

Success can be measured by the length of streets enhanced or promoted as a safe corridor for walking or biking.



Mike Cynecki, Ped Bike Images

WALK/BIKE TO SCHOOL DAY

A walk/bike to school day is a designated day where children are encouraged to walk or bike to school rather than drive or carpool.

Fewer children are walking or biking to school for a variety of reasons, and this is contributing to the decrease in physical activity of our school-aged children. A walk/bike to school day provides the opportunity for children to be physically active to and from school and can lead to improved performance in school.

■ Next Steps

Work with your local schools and parent–teacher organizations to gauge interest in this type of initiative. Much like the walking school bus, it would be beneficial to include an adult presence with groups of kids to encourage safe walking and biking behavior.

■ Who to Work With

You will need to work with your school administration, students, and parents to ensure success. Law enforcement presence can provide an additional level of safety.

■ Measuring Success

Success can be measured by the number of children participating in the walk/bike to school day. The number of bike/walk to school days in a given school year also can be reported to demonstrate success.



Bike/Walk Tampa Bay

WALK/BIKE TO WORK DAY

A walk/bike to work day is a designated day where employees are encouraged to walk or bike to work rather than drive or carpool.

Walking and biking are forms of active transportation (using physical activity to get from place to place) that can benefit our health. Walking and biking to work provides an opportunity for adults to be physically active on their way to and from work.

■ Next Steps

Discuss with your coalition ideas for workplaces that may adopt a program like this. It does not have to be formal and can be as simple as a few employees riding together. You can always start small and see if the idea grows.

■ Who to Work With

You will need to work with employees of a workplace to gauge interest. You may also work with employers to see if they can provide incentives to encourage employees to walk or bike to work.

■ Measuring Success

Success can be measured by the number of adults participating in a walk/bike to work day. The total number of walk/bike to work days in a given year also can be reported to demonstrate success.



Dan Burden, Ped Bike Images

MONTHLY GROUP BIKE RIDE

A group bike ride can be a fun and interactive community event that provides physical activity. Group bike rides can be small informal events organized by a group of citizens or can be larger formal events promoted by city officials.

Biking is a form of active transportation that can benefit our health by increasing our levels of physical activity. Group bike rides also increase social cohesion and allow residents to participate in physical activity with others rather than alone.

■ Next Steps

Discuss this idea with your friends, family, coworkers, and neighbors to gauge interest. If there is a significant level of interest, identify a route where people of all abilities can easily and safely bike. Remember, you can start small and build on this initiative in the future (involving more people, writing grants for bicycle equipment, creating a formal bike ride group, etc.).

■ Who to Work With

You will need to identify residents in town who would be interested in participating in an event like this. If a large group will be riding on streets with cars, consider working with law enforcement to create a safe environment for everyone to bike.

■ Measuring Success

Success can be measured by the number of people and the number of miles traveled during a group bike ride.



Dan Burden, Ped Bike Images

DOWNTOWN BLOCK PARTY

Hosting a celebration downtown can encourage residents to come together and celebrate a particular occasion. Encourage merchants to set up tents or booths at the block party to promote local businesses.

Downtown block parties help to increase social interaction between residents who otherwise would not have the opportunity. Block parties also provide a chance for local businesses to promote their services or products to residents.

■ Next Steps

Discuss with your coalition the possibility of hosting a block party. Work with your local chamber of commerce to brainstorm ideas that would work in your community. Were there events in the past that fizzled out? Are there current celebrations planned that your coalition can assist with? These events will require a lot of coordination (city officials, law enforcement, merchants, entertainment, food, etc.), so a planning team is highly encouraged.

■ Who to Work With

Work with your local merchants to gauge interest. City officials will need to be involved if you plan to hold the party in a public space (try to avoid private locations that may deter some individuals who won't feel comfortable). Law enforcement will need to be involved to enhance safety. Also consider what types of food and entertainment you would like to see.

■ Measuring Success

Success can be measured by the estimated number of attendees at a downtown block party.



Dan Burden, Ped Bike Images

BIKE PARKING

Installing bike racks around town at everyday destinations will encourage people to bike to these locations by providing a convenient location for them to park and lock their bikes.

Biking is a form of active transportation that can benefit our health by increasing our levels of physical activity. This also ties into economic development and downtown revitalization by creating a more vibrant and inviting downtown area.

■ Next Steps

Discuss the possibility of adding bike racks to everyday destinations around town. Identify the destinations that would benefit from these additions. Think about the connections between these everyday destinations and whether residents would be able to bike between these destinations safely and easily.

■ Who to Work With

Work with the institutions that are located where you would like to install bike racks. You also can work with local tech school programs to have students involved in the design process. This could be a fun contest for students to design bike racks that are specific to your community.

■ Measuring Success

Success can be measured by the number of bike racks installed at everyday destinations around town.



BIKE BENEFITS PROGRAM

Many communities work with local stores to offer discounts or rewards to people who bike to that location. These free programs offer cyclists a sticker or participation card that can be shown (along with their bike helmet!) to receive the discount or reward.

Bike benefits programs have been shown to (a) promote cycling for shopping and other utilitarian purposes, (b) boost spending in participating stores, (c) emphasize cycling as a preferred mode, especially in downtown areas, and (d) reduce demand for on-street parking.

■ Next Steps

Coalitions should work with local business partners to build up the bike benefits program. Determine which benefits each location will offer. Market the free program to citizens. Promote the program through special announcements and events. If there are specific locations where cyclists are being encouraged to bike, these corridors should be focused on with safer designs and other action items from the workbook.

■ Who to Work With

A bike benefits program requires working with a downtown merchants association, chamber of commerce and/or city officials.

■ Measuring Success

Success can be measured by counting (a) the number of people that register for the bike benefits program, (b) the number of times the bike benefits program rewards are claimed, or (c) the number of cyclists present in the stores supporting the program.



Walk Your City Program

“BIKE AND WALK THERE” CAMPAIGN

Citizens can be encouraged to walk or bike through a targeted marketing campaign such the one pictured above. The idea behind this campaign is to provide specific examples of how people can incorporate biking into their lives. This can involve using existing stories of current cyclists or simply showing a map of locations within a 5- or 10-minute walk from major destinations. The goal is to emphasize how easy it is to get around town in ways that people may not have considered before.

Campaigns make walking and cycling personal and aim to make individuals think about how they could incorporate walking/cycling into their own lives by seeing (a) people they know/associate with walking or cycling and (b) how locations they frequent are accessible by walking or biking.

■ Next Steps

Coalitions should work with a marketing firm or chamber of commerce to identify target audiences, theming, and marketing goals.

■ Who to Work With

A “bike and walk there” campaign should be coordinated with a city council, chamber of commerce, and/or downtown merchants association. It may be helpful to work with a marketing firm to develop and implement the campaign.

■ Measuring Success

Success can be measured by counting the number of walkers and cyclists before and after the campaign.



Shawn Turner, Ped Bike Images

BIKE SHARE PROGRAM

Bike share programs use smartphone apps to let citizens check out bikes from racks, like a library book. Most systems are free for the first hour of use, with a nominal fee per hour afterwards, provided the bike is returned to a marked bike rack.

These free bikes help make cycling accessible to everyone, promote cycling visibility, and increase ridership.

■ Next Steps

Coalitions should (1) identify important downtown areas where bike share should be promoted, (2) assess good locations for implementing bike share stations, (3) work with local city officials to install racks, and (4) develop a maintenance program (often provided by bike share companies).

■ Who to Work With

Bike share programs require coordination with city engineers and city safety officers.

■ Measuring Success

Success can be measured by counting the number of bike share checkouts.

