

Walkability Strategic Action Plan

Goal: *Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.*

Objective 1: Identify and assess neighborhood routes in Hickory.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
1.1 Assess environmental readiness for walking routes.	1.1.1 Schedule walking audits for each of the seven routes.	# routes TBD	Scheduled dates, group RSVPs	November 20 th meeting	Amy	Walkability Group
	1.1.2 Conduct walking audits.	4 group members per route, route number TBD	Completed audits	December	Walkability Group	
	1.1.3 Compile results with a review of existing data.	TBD number of routes	Audit summary reports	January	Zack	
	1.1.4 Share results and discuss improvement feasibility/cost analysis for any barriers identified on routes.	One meeting	Meeting minutes	January	Dave Leonetti	Other city planning staff
	1.1.5 Prioritize routes based on environmental analysis.	TBD number of routes in order	Prioritization list	January	Walkability Group	City planning staff
1.2 Assess community readiness for walking routes.	1.2.1 Identify neighborhoods for outreach based on environmental audit.	1 neighborhood	Ranked prioritization	January	Walkability Group	
	1.2.2 Create list of key stakeholders in each neighborhood.	Minimum of 2 reps. per each of 5 sectors (10 total)	Contact list	January	Zack	Schools, businesses, faith community, public services, residents
	1.2.3 Contact/meet with stakeholders to discuss routes, identify broader community engagement opportunities, and gain feedback.	1 meeting (group or individual)	Feedback from interviews/group meeting	February	Zack	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

	1.2.4 Survey community members to gain feedback on readiness and walking behaviors.	Appropriate sample for neighborhood size, at least 60% return	Completed surveys	February	Zack	
	1.2.5 Compile and share results with community and City.	1 meeting with city, 1 meeting with stakeholders, and 1 community forum meeting	Agenda/feedback from each meeting	March	Marcus & Zack	
1.3 Assess community need for walkability.	1.3.1 Gather data related to access to publicly-available spaces for physical activity in Hickory. (transportation, parks, etc.).	1 per neighborhood	Final report	January	Zack	Taylor Dellinger
	1.3.2 Gather census-tract data related to health and socioeconomic factors related to low physical activity.	1 per neighborhood	Final report	January	Zack	Taylor Dellinger
	1.3.3 Compile data to determine factors of need.	1 per neighborhood	Final report	January	Zack	Taylor Dellinger
1.4 Prioritize routes for implementation and determine timeframe.	1.4.1 Review all prioritization data and organize routes for implementation from first to last.	TBD number of routes in order	Prioritization list	March	Walkability Group	

Walkability Strategic Action Plan

Goal: *Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.*

Objective 2: Generate leadership support for walkability within municipalities and relevant community sectors.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
2.1 Develop a purpose statement with multi-sector rationale to promote overall benefits of walkability.	2.1.1 Identify community sectors that will benefit from increased walkability.	5 sectors	Sector list	November	Amy	Schools, business, community organizations, churches, public services
	2.1.2 Gather data and information about the benefits of increased walkability that will resonate with each identified sector.	Literature review	Report	December	Amy	
	2.1.3 Draft purpose statement.	1 Overall statement	Draft statement	January	Amy	
	2.1.4 Develop appropriate mode(s) of communication for purpose statement (print, electronic, etc.).	3 modes	Drafts	January	Amy	
	2.1.5 Develop message points for use in all outreach.	3 points per sector (15 total)	Drafts	January	Amy	
2.2 Generate awareness of walkability initiative and benefits among community decision-makers.	2.2.1 Identify community decision-makers in areas related to current/potential walkability plans.	8 leaders	Contact list	February	Amy	
	2.2.2 Meet with community leaders (individually or together) to share information about walkability initiative and community benefits.	1 meeting	Meeting agenda	March	Amy	Rob, Lala
	2.2.3 Gather information about how walkability fits within their vision for the community to understand potential needs, barriers, and opportunities.	1 meeting	Meeting feedback	March	Amy	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

	2.2.4 Maintain two-way communication with leaders on a regular basis.	Once per quarter	Communication method (email, call, etc.)	Beginning in March and ongoing	Amy	
2.3 Promote relevant policies and inclusion of health considerations in community development plans.	Actions will be updated depending on need and scope of projects	TBD	TBD	Ongoing		

Objective 3: Develop route design and structure within selected communities.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
3.1 Implement walking route in one pilot community in the City of Hickory.	3.1.1 Select pilot community based on environmental and community readiness and needs assessments.	1 community	Prioritization list	March	Walkability Group	
	3.1.2 Identify neighborhood residents to serve as community walkability “champions” and participate in route implementation.	10 people	Participant list	February-April	Zack & Marcus	
	3.1.3 Determine route name.	Name	Name approval	March	Walkability Group and Champions	
	3.1.4 Make improvements to areas on route identified for construction, repair, safety considerations, and/or beautification.	# Improvements TBD	Audit results and checklist	April – June	Neighborhood and City	
	3.1.4 Identify route marker locations.	# Markers TBD	Selected route location mapping	April-June	City	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

	3.1.5 Develop/secure route marker materials (signage, etc.).	# Markers TBD	Selected route location mapping and checklist	April-June	City	
	3.1.6 Post route markers.	# Markers TBD	Selected route location mapping and checklist	April-June	City	
	3.1.7 Officially open route.	1 event	Opening invite/plan	June	Walkability Group	
3.2 Implement additional walking routes in the City of Hickory based on prioritization criteria and resources.	3.2.1 Select next route(s) for implementation and repeat implementation action steps.	1 route	Next selection from prioritization and assessment process	TBD	Walkability Group	

Objective 4: Partner with local agencies and organizations to develop activation programming for routes.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
4.1 Identify partners with an interest in activation programming for routes.	4.1.1 Survey residents to determine activities of interest and measure interest.	Appropriate sample for neighborhood size, at least 60% return	Completed surveys	February	Zack	
	4.1.2 Use survey results to identify community partners who may align with community programming needs/interests.	One partner	Partner list	March	Zack	Robin, Angie, Lala, Marcus
	4.1.3 Share survey results with potential community partners and discuss potential activation programming.	One meeting	Meeting feedback	March	Zack	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

4.2 Develop activation programming for routes.	4.2.1 Work with identified partner(s) to develop program(s).	1 Partner, other actions TBD based on partner and program	Partner plan	April – June	Lala	
	4.2.2 Identify neighborhood residents to serve as activation program “champions” and participate in program development.	10 residents	Contact list	February-April	Lala	

Objective 5: Develop and implement a communications plan promoting route usage in the community.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
5.1 Generate neighborhood and community awareness of existence of walking routes.	5.1.1 Develop route map.	1 Map	Map draft	March	City	
	5.1.2 Develop distribution point(s) for route map (signage, website, app).	3 points	Drafts for each point	April-June	Amy	
	5.1.3 Include promotion of map access in all community outreach.	# of outreach materials	Examples and presence of promotion	April – June	Amy	
	5.1.4 Develop an event to promote opening of route (ribbon cutting?).	1 event	Agenda	Route Opening June	Amy	
	5.1.5 Distribute press release/photos and conduct media relations.	1 release	Media coverage	April – June	Amy	
	5.1.6 Post information on appropriate social media sites.	# posts in outreach plan	# of posts and interactions	April – June	Walkability Group	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

	5.1.7 Develop a flyer/door hanger and distribute to residents in neighborhood, at neighborhood association meetings, etc.	# distributed based on neighborhood	Count of distribution	April – June	Amy	
	5.1.8 Develop and distribute outreach materials appropriate for neighborhood specific channels.	1 piece per identified channel	# of channels used, examples of materials developed	April-June	Amy	Neighborhood
5.2 Promote walking route programming to encourage participation.	5.2.1 Determine target audience(s).	# audiences TBD based on plan	List of audiences	April – June	Identified partner	
	5.2.2 Develop and implement coordinated promotional/publicity campaign with route programming partner(s).	Based on plan	Based on plan	April – June	Identified partner	
5.3 Develop social marketing campaign to encourage walking/mobility on a community level.	5.3.1 Determine target audience(s).	# audiences TBD based on plan	List of audiences	April – June	Amy	
	5.3.2 Research evidence-based practices for social marketing promotion of walking/being active.	Literature review	Completed report	April – May	Zack	
	5.3.3 Assess existing social marketing campaigns.	Literature review	Completed report	April – May	Zack	
	5.3.4 Develop campaign identity/theme and related messaging.	# indicated based on plan	TBD	June – August	Amy	
	5.3.5 Determine venues for messaging.	# indicated based on plan	TBD	June – August	Amy	
	5.3.6 Deliver messaging.	# indicated based on plan	TBD	June – August	Amy	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

Objective 6: Identify new opportunities for walkability improvements, enhancements and partnerships by building an information-sharing network with municipal planning leaders.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
6.1 Maintain awareness of community development projects that have the potential for walkability considerations.	6.1.1 Identify local planners in Catawba County.	10 planners	Contact list	November	Amy	
	6.1.2 Host meetings with planners to share information about walkability initiative/goals.	1 meeting	Meeting agenda	January – February		WPCOG
	6.1.3 Ask planners to share information about current/future development plans that have potential for walkability considerations.	1 meeting	Meeting minutes	January – February		WPCOG
	6.1.4 Identify opportunities for partnership and prioritize based on timing, resources, and need.		Opportunity list	January – February		WPCOG
	6.1.5 Maintain two-way communication with planners on a regular basis.	Communication monthly	Communication channel	Ongoing		

Objective 7: Identify and prioritize additional target communities for walkability improvements in Catawba County.

Strategy	Actions/Tasks	Performance Target	Measure	Timeline	Who to Lead	Who to Engage
7.1 Identify neighborhood routes in Catawba County.	7.1.1 Review maps of communities and existing sidewalks.	8 communities	Review report	January – March	Zack & Planner	Todd Stroop
	7.1.2 Review known opportunities to enhance/partner with development projects.	# opportunities identified	Opportunity list	January – March	Walkability Group	

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

	7.1.3 Determine target routes.	Prioritized routes from review	Prioritized list	As needed	Walkability Group	
7.2 Assess community need for walkability.	7.2.1 Gather data related to access to publicly-available spaces for physical activity in target areas (transportation, parks, etc.).	1 per community	Reports giving overview of community	January – March	Zack	Taylor Dellinger
	7.2.2 Gather census-tract data for health and socioeconomic factors related to low physical activity in target areas/countywide.	1 per community	Reports giving overview of community	January – March	Zack	Taylor Dellinger
	7.2.3 Compile data to determine areas of need.	1 per community	Final report	January - March	Zack	Taylor Dellinger
	7.2.4 Prioritize areas for action based on community need results.	TBD number of routes in order	Prioritization list	March	Walkability Group	
	7.2.5 Discuss potential routes with applicable municipal/community leadership to determine routes for further assessment.	The remaining strategies and action steps will be determined and updated based on projects identified with other communities.		As needed		
7.3 Assess environmental readiness for walking routes.	7.3.1 Schedule walking audits for selected routes.			As needed		
	7.3.2 Conduct walking audits.			As needed		

Walkability Strategic Action Plan

Goal: Creating a culture of walkability by identifying, creating, and promoting safe and accessible pedestrian routes in our community.

	7.3.3 Compile results with a review of existing data.			As needed		
	7.3.4 Share results and discuss improvement feasibility/cost analysis for any barriers identified on routes.			As needed		
	7.3.5 Prioritize routes based on environmental analysis.			As needed		
7.4 Assess community readiness for walking routes.	7.4.1 Identify neighborhoods for outreach based on environmental audit.			As needed		
	7.4.2 Create list of key stakeholders in each neighborhood.			As needed		
	7.4.3 Contact/meet with stakeholders to discuss routes, identify broader community engagement opportunities, and gain feedback.			As needed		
	7.4.4 Survey community members to gain feedback on readiness and walking behaviors.			As needed		
	7.4.5 Compile and share results with community and municipal leadership.			As needed		
	7.4.6 Prioritize routes based on community readiness results.			As needed		