

Health by Design 2012 Workplan

Health by Design Mission

To create a built environment that promotes physical activity and protects the natural environment through education, advocacy and action.

Health by Design Coalition Goals

- Increase walking, biking, and other public transit options
- Encourage land use decision making that promotes public health
- Increase neighborhood, city, and regional connectivity
- Reduce dependency on automobiles

Health by Design Values

Integrity: Demonstrating respect and fairness toward all, valuing each person's opinions and skills, and conveying the Coalition's message honestly and ethically.

Cooperation: Communicating and making decisions based on clear, open processes, the inclusion of many voices, and consensus building when possible.

Achievement: Setting measurable goals and timelines to evaluate the success and progress of the Coalition's efforts.

Learning: Emphasizing education, both with our members and through community outreach efforts, to strengthen and develop the Coalition and Mission.

Fun!

Health by Design Principles

Inclusivity: We will strive to create diversity among our membership and not discriminate based on race, color, nationality, ethnic origin, religious belief or affiliation, age, gender, marital status, sexual orientation, disability, socio-economic background, or any other inappropriate distinction.

Community Focus: Whenever possible, we will promote citizen participation in the planning and implementation strategies of programs to which we contribute, striving to encourage stakeholder involvement in activities for the betterment of the environment and health of citizens.

Economic Viability: Consideration will be given to the economic viability of proposals and initiatives pursued. Although not the only factor in decision-making, we will strive to consider the economic viability of any actions and the impact on those involved before proceeding with a course of action.

Following Best Practices: To maximize efforts and resources, policy, programmatic and procedural "best practices" will be followed. If there are no "best practices" for any work proposed, the coalition may implement other suggestions, but the efforts will have to be evaluated to justify future use.

Health by Design Strategic Workplan Goals

1. Develop, grow and maintain Health by Design (HbD) as an effective coalition
2. Pass a Complete Streets ordinance in the City of Indianapolis
3. Increase funding for and implementation of bike and ped projects in Indianapolis
4. Increase rates of children walking and biking to/from school in Indianapolis
5. Increase funding for transit options in Central Indiana
6. Improve coordination of transportation and land use planning in Central Indiana
7. Pass a Complete Streets policy through the Indianapolis MPO
8. Pass a statewide Complete Streets policy (in 2012 General Assembly)
9. Increase funding for and implementation of bike, ped, and transit projects through INDOT
10. Develop an independent Safe Routes to School state partner network
11. Further establish the Indiana Citizens' Alliance for Transit's independence
12. Advance HbD priorities through federal policy advocacy

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Goal 1: Develop, grow and maintain Health by Design (HbD) as an effective coalition	Responsible Lead	Assessment/Evaluation
Tactic #1: Cultivate leadership among partners to advance the HbD initiative		
Benchmarks for Tactic #1: HbD has more, diversified volunteer leadership internally; there is external leadership advancing HbD goals	Date completed by: Ongoing through December 31, 2012	
Activity #1: Assess current interests and needs of partners re: potential leadership Activity #2: Recruit additional coalition leadership with clarity around role, expectations, etc. Activity #3: Promote and provide learning & training opportunities for partners, leaders, and targets Activity #4: Explore feasibility and opportunities for peer-to-peer site visit(s)		
Tactic #2: Strengthen current partner engagement and strategically recruit new partners		
Benchmarks for Tactic #2: Partners share responsibility for HbD activities and are supported in their roles. There is a system for recruiting, supporting, and engaging new partners.	Date completed by: Ongoing through December 31, 2012	
Activity #1: Assess interests, roles, needs of current partners Activity #2: Provide opportunities, tasks, specific roles for partners to fill Activity #3: Formalize partnership commitments and sharing of resources Activity #4: Assess who is missing from the coalition and invite participation, engagement		
Tactic #3: Evaluate coalition processes and impact of activities		
Benchmarks for Tactic #3: System for evaluation is in use and is informing broader initiative	Date completed by: Ongoing through December 31, 2012	
Activity #1: Begin tracking coalition activities using dashboard system Activity #2: Use system to develop case statement, inform other activities, continually improve Activity #3: Determine system for defining issues, tracking/monitoring community-level indicators and the timeline for reporting them		

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Tactic #4: Identify, strengthen, prioritize, and sustain administrative and operational systems (website, e-updates, action alerts, tracking/reporting, financial management, database maintenance, etc.)			
Benchmarks for Tactic #4: Administrative systems and supports are detailed, evaluated, prioritized, and sustained	Date completed by: December 31, 2012		
Activity #1: Identify and assess functioning of current systems and supports Activity #2: Consider additional systems and supports needed Activity #3: Explore how to improve, streamline, and/or offload systems and supports			
Tactic #5: Hold strategic educational events to build the coalition and advance the initiative			
Benchmarks for Tactic #5: Educational events, programs, and presentations are selected, coordinated, and held with clear purpose and objectives	Date completed by: Ongoing through December 31, 2012		
Activity #1: Provide educational programs at full coalition meetings Activity #2: Plan and host Urban Planning Scholar Series events Activity #3: Present HbD, campaigns, and initiatives at strategically selected programs, conferences, events, etc. Activity #4: Look for opportunities to advance HbD effort through targeted educational programs			
Tactic #6: Formalize and implement a communications plan			
Benchmarks for Tactic #6: A communications plan is developed and actively implemented	Date completed by: Ongoing through December 31, 2012		
Activity #1: Finalize and implement communications plan Activity #2: Establish clear processes and systems for information-sharing with/among partners Activity #3: Review and update coalition messaging			

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Tactic #7: Increase and diversify coalition funding			
Benchmarks for Tactic #7: There is more funding for HbD staff, programs, and activities and it comes from more sources	Date completed by: December 31, 2012		
Activity #1: Meet with MCPHD leadership to discuss options, contacts, plan Activity #2: Develop case statement Activity #3: Hold Funders Breakfast Activity #4: Identify potential funders and ask for coalition support			

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Goal 2: Pass a Complete Streets ordinance in the City of Indianapolis		Responsible Lead	Assessment/Evaluation
Tactic #1: Assess current status of potential ordinance			
Benchmarks for Tactic #1: Relevant discussions/meetings occur	Date completed by: June 1, 2011		
Activity #1: Learn/understand where mayor stands Activity #2: Learn/understand where City Council members stand Activity #3: Talk/meet with other relevant decision-makers (DMD, DPW, MPO)			
Tactic #2: Work with appropriate City contacts to develop ideal ordinance language			
Benchmarks for Tactic #2: Model ordinance language is developed	Date completed by: December 1, 2011		
Activity #1: Connect with national Complete Streets coalition to learn about latest thinking, resources, services, costs Activity #2: Meet/talk with person(s) drafting ordinance language Activity #3: Ensure strongest possible language is included in proposed ordinance			
Tactic #3: Organize and conduct advocacy activities			
Benchmarks for Tactic #3: Specific advocacy activities are conducted, tracked, and documented	Date completed by: December 31, 2012		
Activity #1: Compile list of Indy-specific Complete Streets campaign partners Activity #2: Send sign-on letter to Mayor, Council Activity #3: Conduct media advocacy activities Activity #4: Send "internal" updates to advocates, as needed/appropriate Activity #5: Research, prepare info related to economic arguments, other communities' efforts, etc.			

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Tactic #4: Prepare for policy implementation			
Benchmarks for Tactic #4: Coalition partners and City staff are prepared for successful implementation of CS policy	Date completed by: December 31, 2012		
Activity #1: Bring coalition partners up to speed on what implementation means/looks like Activity #2: Assess readiness, needs, concerns of City staff Activity #3: Consider/organize/plan resources, activities, events to assist with CS implementation			

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Goal 3: Increase funding for and implementation of bike and ped projects in Indianapolis		Responsible Lead	Assessment/Evaluation
Tactic #1: Maximize bike/ped infrastructure through ReBuild Indy			
Benchmarks for Tactic #1: Specific bike/ped projects are identified and included as part of ReBuild Indy	Date completed by: December 1, 2011		
Activity #1: Meet with City leadership re Phase II projects Activity #2: Meet with DPW re: Phase II projects <ul style="list-style-type: none"> a. Request tracking/accounting/reasoning for projects b. Secure commitment to completion of planned bikeways Activity #3: Connect with others to reiterate importance of bike/ped projects in ReBuild Indy <ul style="list-style-type: none"> a. Councilors b. Neighborhood Liaisons c. Partners – LISC, INRC, CDCs Activity #4: Organize and mobilize advocates, as needed			
Tactic #2: Ensure bike/ped facilities are prioritized within annual budget and routinely included as part of other projects (new/re-construction, development, etc.)			
Benchmarks for Tactic #2: Funded projects include bike/ped facilities	Date completed by: Ongoing through December 31, 2012		
Activity #1: Review and track capital improvement projects through process Activity #2: Advance discussion about and secure use of clear project selection/prioritization methodology – data used, overlays, links to other projects/opportunities Activity #3: Monitor projects in progress and at completion for successes, concerns, lessons learned			
Tactic #3: Support improved integration and alignment of processes among relevant city departments			
Benchmarks for Tactic #3: Meet with Mayor, DMD, and DPW to develop shared understanding/statement of current processes, simple improvements to process, and identification of where HbD can help	Date completed by: December 31, 2012		

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<p>Activity #1: Review, track, and document planning projects and processes</p> <p>Activity #2: Meet with City leadership and staff (separately and together)</p> <p>Activity #3: Understand roles of/links to other partners, other public agencies, City Council, etc.</p> <p>Activity #4: Understand “ideal” hand-off of plans for implementation</p> <p>Activity #5: Understand where breakdowns occur and how to remedy</p> <p>Activity #6: Understand opportunities for HbD to assist, provide advocacy support</p> <p>Activity #7: Communicate findings, lessons, opportunities for participation to partners, public</p>			
<p>Tactic #4: Increase public demand for bike/ped facilities through alignment of HbD goals and partner activities</p>			
<p>Benchmarks for Tactic #4: Partner activities provide education and advocacy opportunities to general public; examples of greater public demand for bike/ped facilities are measured, observed</p>	<p>Date completed by: Ongoing through December 31, 2012</p>		
<p>Activity #1: Participate in community planning projects, as needed/appropriate</p> <p>Activity #2: Work with partners to ensure HbD priorities are advanced through community-based activities, events, plans, and projects</p> <p>Activity #3: Work through partners to highlight and promote facilities and utilization</p> <p>Activity #4: Conduct media advocacy activities</p>			

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Goal 4: Increase rates of children walking and biking to/from school in Indianapolis		Responsible Lead	Assessment/Evaluation
Tactic #1: Support and enhance IPS' Safe Routes to School (SRTS) activities			
Benchmarks for Tactic #1: IPS is successful in Y1 grant activities; IPS and HbD partner in SRTS activities	Date completed by: Ongoing through December 31, 2012		
Activity #1: Meet re: SRTS program awards, next steps, help needed Activity #2: Meet re: SRTS in other district efforts Activity #3: Determine best role for HbD and partners Activity #4: Find/commit support to IPS' SRTS activities, as needed			
Tactic #2: Explore opportunity for dedicated SRTS-like funds through City, MPO			
Benchmarks for Tactic #2: Formal meetings to discuss this topic occur	Date completed by: December 1, 2011		
Activity #1: Meet with MPO/City leaders to assess willingness to dedicate funds to SRTS Activity #2: Research, find other local examples for reference, guidance Activity #3: Ensure schools are prioritized as destinations in other planning and project activities			
Tactic #3: Advance SRTS programs and policies throughout Indianapolis			
Benchmarks for Tactic #3: Indy-area SRTS programs are successful; new SRTS opportunities are identified	Date completed by: Ongoing through December 31, 2012		
Activity #1: Engage funded programs (4), assess if/what support is needed from HbD Activity #2: Inventory schools/districts – current policies, # of walkers/bikers Activity #3: Assess readiness and needs of schools/districts related to SRTS participation Activity #4: Identify and prioritize opportunities with specific schools Activity #5: Provide education, resources, technical assistance, etc. as requested			

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Goal 5: Increase funding for transit options in Central Indiana		Responsible Lead	Assessment/Evaluation
Tactic #1: Support and enhance activities of IndyGo and CIRTAs to secure transit funding			
Benchmarks for Tactic #1: HbD leadership/participation in transit funding advocacy activities	Date completed by: Ongoing through December 31, 2012		
Activity #1: Communicate regularly with IndyGo/CIRTA leadership re: needs, opportunities Activity #2: Share resources, information, etc. with decision-makers and key stakeholders Activity #3: Provide ongoing advocacy support			
Tactic #2: Advance dialogue re: flexing existing funding sources to transit (Surface Transportation Program funds, local option income taxes, etc.)			
Benchmarks for Tactic #2: Resources have been shared and key conversations with local/regional leaders on this topic have occurred	Date completed by: Ongoing through December 31, 2012		
Activity #1: Compile and organize supporting data, info, resources Activity #2: Prioritize key decision-makers with whom to share info, strategize options Activity #3: Seek opportunities to publicly advance issue through media advocacy			

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Goal 6: Improve coordination of transportation and land use planning in Central Indiana		Responsible Lead	Assessment/Evaluation
Tactic #1: Support Indy Rezone activities			
Benchmarks for Tactic #1: Representation of HbD partners on all Indy Rezone workgroups; ongoing, open communication re: status of grant activities	Date completed by: Ongoing through December 31, 2012		
Activity #1: Work with DMD to identify and recruit workgroup members Activity #2: Participate in Steering Committee activities and other overarching activities/events Activity #3: Provide specific supportive or advocacy-related actions, as needed			
Tactic #2: Support more land-use planning activities through the Indianapolis MPO			
Benchmarks for Tactic #2: Specific MPO activities integrate trans and land-use planning occur	Date completed by: Ongoing through December 31, 2012		
Activity #1: Follow-up on potential for activities to develop from unfunded grant app Activity #2: Follow-up on intentions, next steps for planning activities referenced in LRTP Activity #3: Assess status, next steps for TOD-related activities as linked to transit planning			
Tactic #3: Engage in City of Indianapolis planning updates and activities			
Benchmarks for Tactic #3: HbD representation/participation in key planning activities	Date completed by: Ongoing through December 31, 2012		
Activity #1: Review/assess planning processes, timelines, current docs, etc. Activity #2: Meet w/ key City staff to understand opportunities, needs, barriers, etc. Activity #3: Participate in the planning processes and encourage public input Activity #4: Seek opportunities to formalize/legalize plan components to advance HbD priorities			

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Goal 7: Pass a Complete Streets policy through the Indianapolis MPO		Responsible Lead	Assessment/Evaluation
Tactic #1: Assess current status of potential policy and policy language			
Benchmarks for Tactic #1: Relevant discussions/meetings occur	Date completed by: June 1, 2011		
Activity #1: Learn/understand next planned steps Activity #2: Learn/understand where MPO leadership and Indianapolis Regional Transportation Council committees stand Activity #3: Confirm intention of policy application – to Congestion Management Process only or universal application to projects Activity #4: Work with MPO staff to ensure strongest possible language is proposed			
Tactic #2: Organize and conduct advocacy activities			
Benchmarks for Tactic #2: Specific advocacy activities are conducted, tracked, and documented	Date completed by: December 1, 2011		
Activity #1: Compile list of Indy MPO-specific Complete Streets supporters Activity #2: Send sign-on letter to MPO staff, IRTC Activity #3: Conduct media advocacy activities (Op Eds, LTEs, articles) Activity #4: Send “internal” updates to advocates, as needed/appropriate Activity #5: Research, prepare info related to costs, other examples			
Tactic #3: Prepare for policy implementation			
Benchmarks for Tactic #3: Coalition partners and MPO staff are prepared for successful implementation of CS policy	Date completed by: December 31, 2012		
Activity #1: Bring coalition partners up to speed on what implementation means/looks like Activity #2: Assess readiness, needs, concerns of MPO staff Activity #3: Consider/organize/plan resources, activities, events to assist with CS implementation			

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Goal 8: Pass a statewide Complete Streets policy		Responsible Lead	Assessment/Evaluation
Tactic #1: Propose Complete Streets legislation			
Benchmarks for Tactic #1: Complete Streets bill is filed	Date completed by: December 31, 2011		
Activity #1: Identify sponsor for Complete Streets legislation Activity #2: Draft bill language Activity #3: Communicate bill info to partners, INDOT, other legislators			
Tactic #2: Organize and conduct advocacy activities			
Benchmarks for Tactic #2: Specific advocacy activities are conducted, tracked, and documented	Date completed by: December 31, 2012		
Activity #1: Organize partners and Complete Streets supporters Activity #2: Send sign-on letter to key legislative committee members Activity #3: Conduct media advocacy activities (Op Eds, LTEs, articles) Activity #5: Send "internal" updates to advocates, as needed/appropriate Activity #6: Research, prepare info related to costs, other states' activities, examples			
Tactic #3: Prepare to advocate for effective policy implementation			
Benchmarks for Tactic #3: Coalition partners are prepared to advocate for successful implementation of CS policy	Date completed by: December 31, 2012 and beyond		
Activity #1: Bring coalition partners up to speed on what implementation means/looks like Activity #2: Assess readiness, needs, concerns of relevant INDOT, local community staff Activity #3: Consider/organize/plan resources, activities, events to assist with CS implementation			

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Goal 9: Increase funding for and implementation of bike, ped, and transit projects through INDOT	Responsible Lead	Assessment/Evaluation
Tactic #1: Track, monitor, and provide public input re: INDOT planning, programming, funding, and related activities		
Benchmarks for Tactic #1: System is developed for tracking and monitoring key programs; HbD provides formal public input at all possible points	Date completed by: Ongoing through December 31, 2012	
Activity #1: Establish current status of draft Long Range Transportation Plan (LRTP) and next steps for public input Activity #2: Seek answers re: questions of missing programs (Transportation Enhancements (TE), Highway Safety Improvement Program (HSIP), etc.) and monitor in next budget Activity #3: Review outcomes of recent TE evaluation – confirm status/completion of projects Activity #4: Research history and monitor ongoing use of federal multi-modal program funding Activity #5: Begin tracking/monitoring Statewide Transportation Improvement Program process and projects		
Tactic #2: Ensure Complete Streets approach is implemented as part of Context Sensitive Solutions and in use of new design manual		
Benchmarks for Tactic #2: Documentation of project examples of new bike/ped/transit facilities resulting from implementation	Date completed by: Ongoing through December 31, 2012	
Activity #1: Meet w/ INDOT reps re: status of design manual and inclusion of CS Activity #2: Meet w/ INDOT reps re: CSS and expectations as related to inclusion of CS Activity #3: Request information/process for tracking, monitoring project examples		

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Tactic #3: Build the case for investing in multi-modal transportation options			
Benchmarks for Tactic #3: Materials/Resources are shared with key INDOT leadership; 3 strategic meetings occur	Date completed by: Ongoing through December 31, 2012		
Activity #1: Provide research, data, and information on best-practices to key decision-makers Activity #2: Identify and meet with strategic INDOT, Gov's office contacts Activity #3: Share state comparison data to highlight Indiana's needs, shortcomings, opportunities			

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Goal 10: Develop an independent Safe Routes to School state partner network	Responsible Lead	Assessment/Evaluation
Tactic #1: Contribute to the ongoing leadership and organizational development of the network		
Benchmarks for Tactic #1: The SRTS state partner network exists outside of HbD leadership and administration (though fiscal support may remain)	Date completed by: Ongoing through December 31, 2012	
Activity #1: Recruit and support a leadership team Activity #2: Determine and establish needed administrative and operational systems and supports Activity #3: Work with partners to conduct needs assessments, strategic planning for network Activity #4: Explore and prepare for SRTS-specific funding opportunities		

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Goal 11: Further establish the Indiana Citizens' Alliance for Transit's independence		Responsible Lead	Assessment/Evaluation
Tactic #1: Continue to contribute to the ongoing leadership and organizational development of ICAT			
Benchmarks for Tactic #1: ICAT exists outside of HbD leadership and administration (though fiscal support may remain)	Date completed by: Ongoing through December 31, 2012		
Activity #1: Work with leadership team to implement ICAT's workplan Activity #2: Seek financial support for ICAT-specific staffing and activities Activity #3: Seek additional strategic partnerships specific to ICAT's development			

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Goal 12: Advance HbD priorities through federal policy advocacy		Responsible Lead	Assessment/Evaluation
Tactic #1: Communicate HbD priorities to IN Senators (2) and Representatives (9)			
Benchmarks for Tactic #1: Initial contact w/ delegation; as needed contacts as policy issues/opportunities arise	Date completed by: Ongoing through December 31, 2012		
Activity #1: Send introductory letter to new congressional delegates re: HbD priorities, policy interests Activity #2: Send letters of support/opposition on specific legislative issues Activity #3: Seek strategic opportunities to meet/build relationships with Sens/Reps and staff Activity #4: Provide requests, support, appreciation, etc. to delegates as related to local projects Activity #5: Seek opportunities to participate with local/state partners, EOs to reach Sens/Reps			
Tactic #2: Participate in federal advocacy activities coordinated by national coalitions/orgs (Transportation for America, Complete Streets, League of American Bicyclists, Alliance for Biking and Walking, Safe Routes to School National Partnership, Rails to Trails Conservancy, American Public Health Association, etc.)			
Benchmarks for Tactic #2: Participation in sign-on letters, advocacy activities media opportunities, events, etc.	Date completed by: Ongoing through December 31, 2012		
Activity #1: Monitor national coalition/org activities as related to HbD efforts Activity #2: Participate in advocacy activities, events as appropriate and able			