

APPENDIX A - PLANNING RESOURCES

There are many planning tools available if you want additional information about what to consider as you are planning your ACEs initiative. Appendix A provides you with additional information in four areas:

- Asset Mapping
- Long-term Strategic Plan
- Intervention Action Plan
- Smart Growth Principles

Asset Mapping

Asset Mapping is the process of cataloging the resources of a community. Asset mapping can serve a number of purposes:

1. Identify possible resources
2. Provide a foundation for strategic planning and implementation
3. Deepen understanding of key regional systems and linkages
4. Become a catalyst for new partnerships
5. Be an organizational and motivational tool for implementation

Go to <http://dhs.wi.gov/health/physicalactivity/Sites/Community/AssetMapping> for a detailed explanation and tools to do asset mapping.

Long-term Strategic Plan

A strategic plan provides overall direction for accomplishing a goal or set of goals over a period of several years. It is used to help a coalition or group focus its resources and energy, to ensure that members of the coalition are working toward the same goals, and to assess and adjust the coalition's direction in response to a changing environment.

Go to <http://dhs.wi.gov/health/physicalactivity/sites/Community/StrategicPlan.htm> for a detailed explanation and tools to do strategic planning.

Intervention Action Plan

An intervention action plan utilizes a step-wise process for the development of an intervention. The plan, at a minimum, should contain the following components:

1. Expected outcomes (health outcomes and behaviors) of the target audience;
2. Evidence that the intervention design decisions can be linked to knowledge and understanding of the target audience; accomplished through the social marketing planning approach (includes a formative assessment component)
3. Clearly stated and measurable goals and objectives;
4. Components that specifically address environment and policy change;
5. Defined implementation strategies (including where, when, and how) that utilized the best available evidence and that accomplish the intervention's defined goals and objectives; and
6. Defined evaluation design and methodology.

Go to <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/InterventionPlan.htm> for a detailed explanation and tools to do intervention planning.

Smart Growth Principles

Listed below are smart growth resources that might be helpful in the planning and implementation steps of your initiative.

Smart Growth Online <http://www.smartgrowth.org/>

Smart Growth Scorecard (Colorado) – A Community Self-Assessment Scorecard
http://www.epa.gov/smartgrowth/scorecards/Colorado_Scorecard.pdf

Smart Growth Principles:

100 Policies for Implementation - 10 per principle

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
- 4. Create walkable neighborhoods**
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
- 8. Provide a variety of transportation choices**
9. Make development decisions predictable, fair and cost effective
10. Encourage community and stakeholder collaboration in development decisions
From Getting to Smart Growth – 100 Policies for Implementation
<http://www.smartgrowth.org/pdf/gettosg.pdf>

Here are two specific examples related to ACEs:

Chapter 4 – Create Walkable Communities (pages 25-32)

1. Provide grants or other financial assistance to local communities to retrofit existing streets and sidewalks to promote more walkable communities
2. Concentrate critical services near homes, jobs, and transit.
3. Require building design that makes commercial areas more walkable.
4. Adopt design standards for streets that ensure safety and mobility for pedestrian and nonmotorized modes of transport.
5. Adopt design standards for sidewalks.
6. Require traffic-calming techniques where traffic speed through residential and urban neighborhoods is excessive.
7. Beautify and maintain existing and future walkways.
8. Provide Americans with disabilities easy access to sidewalks, streets, parks, and other public and private services.
9. Connect walkways, parking lots, greenways, and developments.
10. Identify economic opportunities that stimulate pedestrian activity.

Chapter 8 - Provide a Variety of Transportation Options (pages 61-68)

1. Finance and provide incentives for multimodal transportation systems that include supportive land use and development.
2. Modify roadway level-of-service standards in areas served by transit.
3. Plan and permit road networks of neighborhood-scaled streets (generally two or four lanes) with high levels of connectivity and short blocks.
4. Connect transportation modes to one another.
5. Zone for concentrated activity centers around transit service.

6. Require sidewalks in all new developments.
7. Address parking needs and opportunities.
8. Collaborate with employers and provide information and incentives for programs to minimize or decrease rush-hour congestion impacts.
9. Adjust existing transit services to take full advantage of transit-supportive neighborhoods and developments.
10. Cluster freight facilities near ports, airports, and rail terminals.