

Walk SMC - A Walking Action Plan

Project Goal

St. Mary's County's Walking action plan will include strategies and activity goals to increase the public's awareness of opportunities to get out and exercise in the community, enhance current walking trails with appropriate signage, educate the community and stakeholders on complete streets and create a safe and walkable community.

Multi-sector team of Partners

- Department of Recreation and Parks
- St. Mary's County Health Department
- Department of Economic Development
- MedStar St. Mary's Hospital
- College of Southern Maryland
- St. Mary's County Libraries
- Tri county Youth services Bureau
- St. Mary's Tennis Association
- SMADC
- St. Mary's County Public Schools
- Healthiest MD Businesses
- Patuxent Tidewater Land Trust
- Minority Outreach
- United Health Care
- St. Mary's County Tourism
- Department of Information Technology
- St. Mary's County Public Information Office
- Department of Human Resources
- Town of Leonardtown

Strategies & Timeline

Strategy 1: Create and submit a walking Plan- SEPTEMBER 2019

Activity 1 : Meet with Potential Partners/Stakeholders (March-May 2019)

- First meeting/introduction of concept to HEAL Team 3/27/19
- Meeting with Health Department 4/11/19
- Meeting with Transportation Department
- Meeting with Planning/Town of Leonardtown
- Additional Meetings with HEAL team

Strategy 2: To Promote existing walking materials to educate the public about the benefits of walking --SEPTEMBER 2019

Activity 1: Update, revise and maintain an electronic copy of the "Get Out and Walk" A St. Mary's Guide to Walking for Fun and Fitness resource and provide to Health Department for printing.

- Develop a list of community 5k run/walks in the community.
- Gather all Community Walking maps in electronic format.
- Promote marketing the current St. Mary's County More to Explore program.
- Provide financial assistance to the More to Explore program for end of program prizes.
- Collaboration with Information Technology in the creation of county and state parks map.

Activity 2: Signage

- Purchase and install signage at Chancellors Run Regional Park trail.
- Purchase and install Community Standards/Get out and Walk signs in each Park.
GOAW- will have logo, benefits of walking and QR code to the Electronic Copy of the Get Out and Walk brochure.

Activity 3: Social Media Campaign toolkit

- Consisting of regular (no less than monthly) outreach.
- Monthly Press releases from SMCG & SMCHD (May-Dec)
- Weekly highlights in SMCG Employee Fitness Email
- SMCG Employee news- PIO Office- Quarterly Walking Benefits page.
- Provide all said materials and publish online
 - Healthy St. Mary's facebook
 - Recreation and Parks facebook
 - More to Explore facebook
 - SMCHD facebook
 - Medstar St. Marys Hospital
 - Metcom employee newsletter

Activity 4: Community Outreach

- Attend community events and meetings to provide information on the benefits of walking, copies of the "Get Out and Walk" booklet, More to Explore program material and other fitness, wellness and exercise information.
- Have Get Out and Walk booklets available at all Recreation and Parks facilities and programs.
- Provide Get out and Walk materials to all partner agencies both in hard and electronic copy.

Activity 5: Create a Walk St. Mary's logo

FUTURE YEARS

Strategy 3: Educate partners, elected officials and community advocates on Complete Streets. "Complete streets" defined as streets that provide accommodations for users of all transportation modes including, but not limited to, walking, cycling, public transportation, automobiles and freight.

Activity 1: Meet with multi sector team partners, host community meetings and present at CSMC and Town of Leonardtown meetings.

- Provide examples of complete street goals, policies and model projects.
- Provide information on Conferences, online workshops and trainings available and encourage officials to send appropriate staff.
- Survey residents about safety while biking and walking, speeding traffic in residential areas, dangerous intersections and arterials and provide to CSMC and Town officials.

Strategy 4: Expand the promotion of existing walking materials & Continue to provide Health Education

Activity 1: print and disseminate additional copies of Get out and Walk

Activity 2: Create a Walk St. Mary's Website

- links to current walking materials
- sample social media campaigns for community duplication
- Worksite wellness ideas and models
- Links to partners website pages that include opportunities/facilities and or events to get out and walk.
- Work with Recreation and Parks to update the Community Standards/Get out and Walk signs in each Park to have QR code on signs direct you to website.

Activity 3: Community Outreach

- Attend health, wellness and or educational workshops and events and share all current materials and resources.

Strategy 5: To have local County and City Government adopt a complete streets policy.

Activity 1: Assist officials in the creation of a Complete Streets Council to assist in the creation of policies.

- Policy includes goals and intent.

- Policy includes procedures for routine roadwork including: repairs and upgrades
- Policy includes procedures for expansions and new construction.
- Policy includes procedures for private development.

Strategy 6: Assist County and Town Government & Town on continuing Complete Streets Goals.

Activity 1: Provide statistics based on the survey results of targeted prioritized project areas and common safety concerns.

Activity 2: aid in design and the location of possible funding opportunities to implement projects