

WALKWICOMICO

COMMUNITY WALKING/WALKABILITY PLAN

Part 1: Vision

The following vision statement was adopted by WalkWicomico in November of 2017: Wicomico County is a community where people walk for transportation, health, and recreation because walking here is safe, convenient, and accessible.

Part 2: Background

Current conditions that affect walking:

1. 36% of residents report being obese and 27% report being physically inactive, yet 85% report access to exercise opportunities.
2. Salisbury is becoming more walkable, with activities such as adding sidewalks, crosswalks, and pedestrian fences as well as officially recognizing more trails, revamping Riverwalk Park, and having more events that people can walk during. The other 7 municipalities have financial limitations that are keeping them from having similar advances, but planners are working with them to at least add sidewalks. WalkWicomico is working with towns to host community walks and to provide signage.
3. There are a number of higher speed roads such as Routes 50, 13, 12, and 349, and these roads are US or MD routes, which are not under local jurisdiction.
4. Drivers don't respect crosswalks and red lights.
5. Some Shore Transit stops are in areas without sidewalks.

Reasons these conditions need to be changed and benefits of changing:

1. There's an obvious disconnect between what's available and what people take advantage of. We need to create a culture change wherein people think they're missing something if they aren't accessing our trails, joining our new walking culture, etc. Changing our culture will mean that the people living in our county will become active, participators, and so, become healthier.
2. Lots of people "in the know" are aware of what's going on in Salisbury, but this has to get out to the people who don't know about activities or have never participated in them as well as people who live outside of Salisbury. Also, smaller municipalities can use Salisbury as a model for some efforts such as community walks and marking walking routes. The culture of change needs to affect all areas of the county, not just Salisbury for the entire county to benefit from healthier lifestyles.
3. The high speed roads are not comfortable or safe to walk on. Slowing traffic, increasing buffers, and placing signage could improve this situation to allow people in on these roads and in the more rural areas to walk.
4. Safety is a primary concern for pedestrians. Encouraging people to walk more and educating drivers about pedestrian safety is important to keep everyone safe and to promote walking as a safe activity.
5. Transporting people safely is wonderful, but if they have to walk from a bus stop on a dangerous road, the job is only partly done. Protection needs to be given not only to recreational walkers, but also to those who walk for transportation.

Part 4: Data related to specific goals – ie pedestrian collisions, existing walking programs

Pedestrian On Foot Involved Crash Summary (Source: Maryland Department of Transportation/Motor Vehicle Administration/Highway Safety Office)

	2012	2013	2014	2015	2016	5 Year Avg.	%
Fatal Crashes	2	0	2	3	0	1	3.2
Injury Crashes	34	33	39	36	52	39	89.4
Property Damage Crashes	2	4	2	5	3	3	7.4
Total Crashes	38	37	43	44	55	43	100.0
Total of All Fatalities	2	0	2	3	0	1	
Total Number Injured	35	37	41	40	62	43	

There are no known formalized walking programs in existence.

Part 3: Community Partnership (All to provide input as coalition member – ongoing.)

PARTNER	CONTACT	MISSION	VISION	PROGRAMS	CONTRIBUTIONS
City of Fruitland	Raye Ellen Thomas Mark Swift				Host community walk/s
City of Salisbury	Jake Day Julia Glanz				Host community walk/s Technical assistance (TA) for social media
City of Salisbury Disabilities Advisory Committee	Tim Meagher				Advocate for/Linkage to differently abled
City of Salisbury Parks and Recreation Committee	Dave Herrick				Linkage to interested/ active city residents
Community members	Marion Keenan Christine Carpenter				Linkage to community at large

Deer's Head Hospital Center	Mary Beth Waide				Possible in/formal Joint Use Agreement for community to walk on property
Eastern Shore Regional GIS Collaborative (paid)	Lauren McDermott Carl Flint				Data collection and maintenance Website development/maintenance
Maryland Department of Planning	Tracey Gordy, Senior Regional Planner	Provide guidance, analysis, outreach, and support, to ensure that all the State's natural resources, built environment, and public assets are preserved and protected to achieve its goals for economic, community, and environmental vitality.	Planning supports efforts to change Maryland for the better; and will lead as the premier resource and center of planning excellence.	Planning has a full portfolio of professional staff, data resources, and programmatic assistance to aid local governments, State sister agencies, and the citizens of Maryland.	Planning expertise, to include transportation planning; local government contacts and knowledge; access to federal, state, and local funding sources and contacts; and technical support and expertise.
Peninsula Regional Medical Center	Jeanne Ruff				Linkage to chronic disease population Medical/physical activity TA
Richard A. Henson Family YMCA	Deanna Harrell				Linkage to families Physical activity TA

Salisbury/Wicomico Metropolitan Planning Organization	Keith Hall				Planning TA Promotional items funding
Shore Transit	Brad Bellaccico				Linkage to non-car owning population Planning TA
Town of Delmar	Kayla Brennick				Facilitate community walks
University of Maryland Extension Service	Karen Redderson				TBD
Wicomico County Government	Weston Young				TBD
Wicomico County Health Department	Cara Rozaieski Jennifer Johnson Annissa Church				Manage coalition, website, social media Facilitate funding opportunities Act as fiscal agent
Wicomico County Public Schools	Carl Vincent Nick Thompson				Walking group leader Access to families
Wicomico County Recreation, Parks, and Tourism	James Simmons				Physical activity TA Access to community/ youth

NOTE: Thus far, the coalition is mainly Caucasian and from professional partners. A goal is to become more inclusive and representative of our community. This will begin by asking current members to invite other agencies they partner with to join, as well as WiCHD creating a list of agencies and seeing which coalition members know someone and/or WiCHD making calls directly. It is hoped the Walking Movement Leader training will also increase diversity. Outreach to minority organizations, communities, and individuals will also be conducted. Many of the following goals and strategies will be planned with this goal in mind.

4. GOAL	5. STRATEGIES	5. ACTOR	5. TIMEFRAME	6. CHALLENGES - SOLUTIONS	7. EVALUATION
Easier/shorter term:					
Maintain active (and interactive) social media account/s.	--Post motivational/informational/event content on Facebook, Instagram, and Twitter at least 1/day --Market account/s in print materials	Wicomico County Health Dept. (WiCHD) City of Salisbury (CoS) Christine Carpenter (CC)	By Sept 29, 2018	--Time: Schedule a week at a time --Staff: Have several admins --Funding to continue: Put line item in next grant	<ul style="list-style-type: none"> # and frequency of posts: minimum 4 posts per week # of followers: 200 Respond within 1 hour to 80% of messages
Provide website to encourage people to walk and to provide walkers with Wicomico-specific walking information.	--Build, vet, and publish content including static and changing content	WiCHD Eastern Shore Regional GIS Collaborative (ESRGC)	By June 30, 2018	--Time: Use time blocking & put updates on calendar	<ul style="list-style-type: none"> # of websites launched: 1
	--Do regular and social media campaign to promote website	WiCHD WalkWicomico (WW)	By June 30, 2018	--Possibly small audience: Request everyone to share, send alerts to media, etc.	<ul style="list-style-type: none"> # of promotional campaigns: 3
	--Change pictures and events	WiCHD Other admin/s? Followers	Quarterly	--Time: Calendar reminders --New photos: Request on website & social media	<ul style="list-style-type: none"> # of times new content is added: 4 (quarterly)
Create walking app	--Contract with vendor that did Somerset's app --Apply for MDH seed funds	WiCHD Contractor	By Sept 29, 2018	--Creating content: Use Somerset's as guide --Building in analytics/ user connections: Discuss with contractor	<ul style="list-style-type: none"> # of apps created: 1
	--Do regular and social media campaign to promote app	WiCHD	Ongoing	--Possibly small audience: Request everyone to share, send alerts to media, etc.	<ul style="list-style-type: none"> # of promotional campaigns: 3

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Support Parks Rx program managed by Parks & Rec (if approved by MDH)	--Share social media promotion of Parks Rx	WW	By Sept 29, 2018	--Lack of interest.	<ul style="list-style-type: none"> # of "scripts" provided to patients: 50
Recruit, train, and retain walking movement leaders (WMLs)	--Contract with Walk2Connect to deliver training	WiCHD/MDH SCHD WoCHD	By Sept 29, 2018	--Getting word out: Ask partners to share, do media alerts/Press Release	<ul style="list-style-type: none"> # trainings: 1
	--Recruit trainees from municipalities, towns, businesses, subsidized housing, &/ neighborhoods	WiCHD WW	By Sept 29, 2018	--Lack of interest: Provide food, "sell" it via website, social media, flyers, WalkWicomico, partners, staff, etc.	<ul style="list-style-type: none"> # of people trained: 15
	--Retain trained leaders	WiCHD WW	Ongoing	--Lack of interest due to low participation: Help with advertising, communicate frequently via email/newsletter, bring together as a group periodically, submit names of active leaders for local awards	<ul style="list-style-type: none"> # of communications to trained leaders: 6 (at least every other month) # of trainees that create a walking plan within 6 months: 5

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Harder/longer term:					
Increase diversity of coalition, as well as input it receives	--Educate current partners about the need for diversity and health equity	WiCHD	Ongoing	NA	<ul style="list-style-type: none"> # of trainings: 1 per year
	--Do outreach to diverse partners to involve them in coalition (using Walking College action plan)	WiCHD WW	Ongoing	--Lack of interest: Do culturally appropriate outreach, show genuine interest in their active participation	<ul style="list-style-type: none"> # of new coalition members: 7
	--Do outreach to diverse populations to solicit input and feedback regarding their needs and coalition plans (per Walking College action plan)	WiCHD WW	Ongoing	--Lack of interest: Involve diverse coalition members in the outreach	<ul style="list-style-type: none"> # of people from diverse populations providing input/ feedback: 25
Recruit/encourage creation of walking clubs	--Register clubs on website	WiCHD WW WMLs	Ongoing	--Lack of interest due to low participation: Promote on social media and website, hold challenges between groups and advertise outcomes	<ul style="list-style-type: none"> # of clubs registered on website: 5
Recruit community members to conduct walking audits	--Provide training --Share results with decision makers --Report back to community	WW Walking Movement Leaders (WML)	Ongoing	--Lack of interest: Build on successes of other audits, utilize WMLs to reach their communities, give kudos to conductors	<ul style="list-style-type: none"> # people doing audits: 10 # of audits done: 10
Post signs to mark walking routes in municipalities, towns, businesses subsidized housing, and/or neighborhoods.	--Do outreach to groups --Facilitate working with state and county roads	WiCHD MDP Additional WW members as needed	Ongoing until signs are gone	--Getting permission to place signs: WW members that have relationships can help facilitate, share benefits info w/ decision makers --Staff to put up signs: Brainstorm ideas with location	<ul style="list-style-type: none"> # signs placed: 45+/- (remaining inventory) # routes marked: 2

4. GOAL	5. STRATEGIES	5. ACTOR	5. TIMEFRAME	6. CHALLENGES - SOLUTIONS	7. EVALUATION
Recruit municipalities, towns, businesses, churches, and/or neighborhoods to host regular community walks	--Do outreach to groups	WiCHD MDP Additional WW members as needed	Ongoing	--Lack of interest: Build on successes of other locations, promote on social media, provide incentives, create a culture of walkers	<ul style="list-style-type: none"> • # meetings/presentations held: 4 • # walks held: 2
Educate/advocate to decision makers to consider/ include walking/ physical activity in policies, systems, and environments	--Educate partners/decision makers about positives of inclusion (e.g., return on investment, health equity)	WiCHD WW MDP S/WMPO City of Salisbury Wicomico County	Ongoing	--Lack of interest: Present solid case backed by data, utilize partners and their connections, learn correct terminology/processes	<ul style="list-style-type: none"> • # of communications with decision makers: 10
Pursue activities that coalition deems desirable such as partnering with events such as 3 rd Friday and the National Folk Festival, possibly with a merchant tie-in (passport)	--TBD	TBD	TBD	TBD	TBD