

2019 Strategic Plan
Walk & Roll Harvey
Leadership Team
Healthy Harvey Coalition



Funded by a grant from the Kansas Department of Health and Environment.



Walk & Roll Harvey

Vision

A Healthier Harvey County

Mission

Working together to improve the health, safety, and success of all people in Harvey County.

Purpose

To promote bicycling, walking, and active lifestyles in Harvey County.

Structure



Vision: A Healthier Harvey County

Mission: Working together to improve the health, safety, and success of all people in Harvey County



Walk & Roll Harvey

Strategy One – External Communications

1. Communication with elected officials, city/county staff, planning commission members, etc.
 - a. Develop at least one relationship in each community
 - b. Regular contact with focus on planning commissions
 - c. “Old 81 Route” between Hesston and Newton/North Newton
 - d. Regular update to each city council/commission per year

2. The team will secure new contacts and email addresses on an ongoing basis

3. The team will identify one ‘champion’ in each community

4. Tell our story to the larger community and show cycling and walking as a viable transportation option
 - a. Letters to media
 - b. 3 or more listening meetings
 - c. Promote via social media
 - d. Capture powerful stories from cyclists
 - e. Community events such as Open Streets

5. Complete strategic plan
 - a. To be updated in in January 2021



Strategy Two - Internal Communications

1. Communication Calendar
 - a. Online and annual update in January
 - b. Reminder/alert system

2. WRH Leadership Team will have contact information for members

3. Team will develop a list serve

4. A "talking points" list will be developed
 - a. Assignments to present talking points to other groups in the County

5. Completed Strategic Plan
 - a. To be updated in January 2021



Strategy Three – Education and Safety

1. Pedestrian and bicycle education in elementary schools
2. Pedestrian and bicycle education for driver's education and defensive driver programs
3. Helmets
 - a. Develop strategy and partners for purchase of bicycle helmets
 - b. Develop strategy for distribution of helmets to at-need youth and families
4. Communication – Internal and External Tie-in



Strategy Four – Collaboration

1. Build Partnerships and Collaboration Throughout County
 - a. Recruit members
 - b. Develop partnerships with government, schools, and organizations

2. Bicycle/Pedestrian Master Plans in All Municipalities and for the County

3. Proactive Planning Activities
 - a. Work with planning commissions and city governance to decrease or eliminate variances for sidewalks issued in new development
 - b. Advocate for installation of needed crosswalks and appropriate signals

4. Build Awareness of Issues
 - a. Sidewalks and alternate funding options for them

5. Experimentation
 - a. Open streets and community events
 - b. “Quicker. Cheaper. Easier.” road configuration options (i.e. curb bump-out or back-in parking)

