• 10 counties within our region
  • Calumet, Fond du Lac, Green Lake, Marquette, Menominee, Outagamie, Shawano, Waupaca, Waushara, and Winnebago

• Serve 3 Metropolitan Planning Organizations (MPOs)
  • Fox Cities (Appleton) TMA
  • Oshkosh
  • Fond du Lac

• Tribal Community
  • Menominee Tribe
Healthy Wisconsin Leadership Institute
Well City Fox Cities
Weight of the Fox Valley
Re:TH!NK – Winnebago’s Healthy Living Coalition
Fox Valley Thrives
UW Oshkosh College of Nursing
Who is Weight of the Fox Valley?

To win, we must lose. Together.

**REDUCED OBESITY**

**Collective Impact**
- Using a collective impact approach, Weight of the Fox Valley will develop plans that:
  - Create shared goals
  - Mutually support efforts
  - Communicate consistent messages
  - Develop common success measures

**The Players**
- **BACKBONE ORGANIZATIONS**
  - United Way Fox Cities
  - Oshkosh Area United Way
- **ACTION TEAMS**
  - Teams align with the Wisconsin Nutrition, Physical Activity and Obesity State Plan
  - [www.dhs.wisconsin.gov/physical-activity](http://www.dhs.wisconsin.gov/physical-activity)

**ACTION TEAMS**: Active Communities, Early Childhood, Food Systems, Healthcare, Schools, Worksite
Active Communities Action Team

- Consensus to focus on active transportation
- ECWRPC Initiatives Supported
  - Bicycle and Pedestrian Plan
  - Wayfinding Signage
  - Complete Streets policies
    - Goal Statement: To increase the number of people walking and bicycling by supporting implementation of complete streets policy in local communities within the tri-county region.
      - Complete streets policies adopted for the MPOs
      - Increase mileage of complete streets facilities
      - Increase in wayfinding signage throughout the tri-county area
      - Increase the number of people bicycling and walking
Who is Fox Valley Thrives?

A regional alliance working to advance health equity through aligned efforts, relationship and capacity building, co-learning, and strategic action.

- Community Organizers
- Public Health professionals
- Planners
- Community partners committed to equity
Photomapping
What is Photomapping?

- PPM uses participatory photography and public participation geographic information systems to facilitate community-based research collaborations to produce shared practical knowledge.

- Participating community members take photos, discuss the meaning behind the photos with facilitators, and subsequently produce a narrative.

- Using locational information captured by the community member’s smart phone, or supplied by them, the residents’ qualitative narratives and photos are linked to a specific location on a map.
Goals of the FVT Photomapping Project

- Dispel common myths
- Raise the voices of people
- Identify issues and opportunities
- Identify change
Engaging the Community

- Attend an “issues night,” eat food, chat with others (“taco night”)
- Attend recruitment event, hear overview of project (“meatball night”)
- Sign up to participate, answer initial questionnaire (including demographics, experiences and opinions, and email address)
- Data collected into a spreadsheet accessible by select research personnel
Why We Like Photomapping

Engage with people who walk, ride bikes and/or ride transit to gain a better understanding of their commute AND involve them in action.

Collecting data from community members

Identify areas, processes, policies, and other elements, in our community that are facilitating or impeding people moving around safely, confidently, and effectively.

Create something impactful to share with local/state decision-makers.
Lessons Learned and Outcomes

• Too many participation options
• Lack of readiness/training
• Recruiting participants

• Short-term outcomes: photos, stories, and summary documents
• Mid-term outcomes: impact on budgets for an increase in transportation infrastructure
• Long-term outcomes: continue to engage partners to become part of the democratic process
Outcomes of Partnerships

- Data/Metrics
- Policy and Systems Change
- Partnership Development
- Co-Learning
Thank you!

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