

Transportation, Land Use, and Community Design

The daily routines and lives of West Virginians are significantly influenced by the transportation systems, strategic use of land, and the built environment of their communities. Transportation, land use, and community design professionals have an important role to play in establishing environments that allow citizens to engage in lifestyle physical activity. The planning processes that these professionals engage in should be conducted in a way that promotes all modes of transportation, including walking, bicycling, the use of mobility devices, and mass transportation. Building multi-sector partnerships, providing training for transportation and planning officials, and leveraging policy changes are key strategies to establish physical activity infrastructure and enhance the well-being and lifestyle choices of West Virginians.

Strategies and Tactics

Priority Area 1: Structural Capacity

Priority Area 1 Strategy

Prioritize increasing physical activity access and opportunities in transportation and comprehensive planning through state agencies' strategic plans, internal policies, and standards of practice.

Priority Area 1 Tactics

1

Obligate the full annual apportionment for Transportation Alternatives Set Aside (TASA) or a reduced match for high-need areas (rural, low-income, transit dependent) to aim for comprehensive transportation improvements for funding.

2

Provide professional development to DOT/DOH staff on creating infrastructure that is safe for all users, and across the rural-urban spectrum following a Safe Systems approach.

3

Provide professional development opportunities for planning professionals on how to increase access to places for physical activity into comprehensive plans, particularly in underserved communities (e.g., Healthy Living and Active Design Scorecard).

4

Recruit and provide training for elected officials on how to utilize local comprehensive plans, zoning codes, and land use plans to increase access to physical activity spaces and support pedestrians and bicyclists.

5	Provide training for state and local DOH and MPO staff on new techniques for pedestrian and bicyclist counts on roadways, and fund annual counts.
6	Conduct active lifestyle resource audits to promote indoor and outdoor opportunities for exercise and movement as well as assess for needed improvements or additional resources to support physical activity for all, including those using mobility devices.

Priority Area 2: Public Awareness and Social Marketing

<i>Priority Area 2 Strategy</i>
Enhance public awareness of how land use, transportation planning, and comprehensive planning processes may increase and/or improve active transportation infrastructure within communities.

<i>Priority Area 2 Tactics</i>	
1	Increase public awareness of the Comprehensive Plan and Long-Range Transportation Plan processes and impact on physical activity infrastructure through earned, paid, and social media.
2	Encourage all government agencies and media to eliminate the use of “accident” in all media related to motor vehicle crashes - using “crash” instead.
3	Utilize public “pop up” events as part of the transportation planning process to gain community input on how changes to roads can improve bicyclist and pedestrian safety.
4	Engage in Walk to School Day and Bike to School Day events to raise public awareness about non-motorized transportation needs of school children.
5	Conduct walkability or bikeability audits, that also assess the built environment, to raise public awareness of improvements needed to support the safety of pedestrians, and bicyclists, including those with disabilities or chronic conditions (e.g., arthritis).

Priority Area 3: Community Engagement and Environment

<i>Priority Area 3 Strategy</i>
Engage the public in transportation, land use, zoning, and comprehensive plan development to create buy-in and support.

<i>Priority Area 3 Tactics</i>	
1	Expand opportunities for citizens to assume an active role in community transportation planning and oversight.
2	Improve access to, and quality of, safe parks and play spaces in small and rural communities.

3	Increase the number of miles of safe infrastructure for active transportation.
4	Increase the number of physical activity advocates on local- and state transportation boards and commissions.
5	Increase the number of physical activity-supportive infrastructure projects in local transportation improvement plans and the State Transportation Improvement Plan (STIP).
6	Increase engagement of physical activity organizations and advocates in the Comprehensive Plan and Long-Range Transportation Plan processes to identify existing and needed physical activity infrastructure, projects, programming, events, or collaborations.
7	Update the WV State Trails Plan with a comprehensive community-engaged process.

Priority Area 4: Policy

Priority Area 4 Strategy	
Advocate for land use, transportation, and community design policies that effectively promote/address physical activity.	

Priority Area 4 Tactics	
1	Add a physical activity requirement in the state comprehensive planning code (§8A-3-1. Purpose and goals of a comprehensive plan).
2	Urge local and state policy makers to increase active transportation and physical activity by enacting policies or ordinances that increase investment in trails, walking, and biking infrastructure and transit.
3	Encourage local and state jurisdictions to adopt regulations that require buildings and transportation facilities to be designed according to principles that maximize safety and compliance with statutory requirements (e.g., ADA).
4	Increase the number of local jurisdictions and metropolitan planning organizations with Complete Streets (or Safe Systems) policies and ordinances.
5	Develop state and local level performance metrics for (a) walking and bicycling for transportation and (b) pedestrian- and bicycle-related crashes, injuries, and fatalities.

Priority Area 5: Multi-Sector Collaboration

Priority Area 5 Strategy	
Collaborate with other sectors to integrate physical activity in transportation, land use, and community design decisions in urban and rural environments.	

Priority Area 5 Tactics

1

Provide systematic collection and assessment of land use, zoning, and transportation planning documents as they relate to supporting access to safe places for physical activity (ex. Open Streets Initiatives: Measuring Success Toolkit).

2

Collaborate with public health, healthcare, and advocacy groups to integrate physical activity-related committees in the land use, transportation and comprehensive planning processes.

3

Collaborate with schools, businesses, higher education institutions, nonprofits, sports organizations, and local governments to support applications for programs (i.e., Bicycle Friendly Business, Community, and University programs, Walk Friendly Communities).

4

Collaborate with schools, churches, local Veterans Affairs, law enforcement, and businesses to support Walk/Bike to School, National Bike Month, and Walk/Bike to Work activities.

5

Collaborate with higher education to develop a community planning degree in an accredited degree program.

6

Collaborate with state and local law enforcement to improve timeliness, access to, and use of crash data to identify locations for pedestrian and bicycle safety improvements.