

# **WALKSacramento Strategic Plan**

## **A Framework for Collective Action**

### **Mission**

WALKSacramento is a nonprofit planning and advocacy organization that improves quality of life and health equity through community-centered policy and systems change in land use, transportation, and community development.

### **Vision**

All people, regardless of race, income, or ability, live in neighborhoods that:

- Are designed for health and happiness;
- Are sustainable and green;
- Support thriving local economies; and
- Promote civic engagement.

### **Values**

- We value place-based strategies that create healthy people, places, environments, and economies.
- We value authentic partnership with communities that lifts up the voices of overburdened and under-resourced communities in decision making.
- We value prioritized investment in and for marginalized communities that recognizes historic inequities.
- We value progressive and immediate strategies that address our collective climate crisis, understanding that historically marginalized communities will be impacted the most by climate change.
- We value working with and lifting up partners who contribute to a safer, healthier, and more equitable region.
- We value delivering high quality services, resources, and assistance to communities and partners in advancement of our shared objectives.

## Organizational Goals

### Livable Communities and Equitable Development

Health, wealth, and access to opportunity are maximized through community centered investment, policy, and programs in support of healthy community design.

### Multimodal Choice and Mobility Justice

Transportation systems prioritize active transportation and transit to achieve more balanced, equitable, and carbon-free communities. Promote healthy behaviors and create demand for actively designed neighborhoods.

### Safe Streets for All

All streets are designed and operated to safely meet the needs of people of all abilities and modes. Roadway fatalities are eliminated and investment is prioritized in historically marginalized communities.

### Community Empowerment and Advocacy

Residents and community-based organizations develop and implement a vision for their community that improves quality of life and spurs ongoing civic engagement and empowerment.

## Key Approaches



**Policy &  
Investment**



**Planning &  
Design**



**Programs**










**Community  
& Coalitions**

# Livable Communities and Equitable Development

*Objective:* Health, wealth, and access to opportunity are maximized through community centered investment, policy, and programs in support of healthy community design.

## Smart Growth and Equitable Development

-  1. Work with partners to enact local and regional policy that supports smart growth and equitable development. Advocate for Health in All Policies Approach. Develop a Smart Growth and Equitable Development policy platform, including:
  - Transit Oriented Development
  - Development without displacement
  - Zoning
  - Parking
  - Universal design for all ages and abilities
-  2. Grow awareness of smart growth and equitable development strategies, benefits, opportunities, and best practices. Convene trainings, host webinars, and produce resources on concepts and best practices, particularly around TOD, Complete Streets, and designing for all ages, abilities, and backgrounds.
-  3. Grow the influence of Development Review. Develop a strategy to provide technical assistance to agency staff and developers for more consistently implementing smart growth and equitable development principles into projects. Host annual workshops, regular webinar series, and information about projects being reviewed.
-  4. Expand awareness and implementation of community engagement best practices. Enact inclusive, culturally competent, and effective public engagement in all WALKSacramento projects. Grow WALKSacramento's role informing public engagement strategies and leading outreach efforts for projects, especially where there are concerns of displacement.
-  5. Advocate for stronger data collection to quantify the impact of transportation investment, health improvement, and other indicators. Create neighborhood scorecards to track change over time. Quantify economic development benefits of complete street and transit investment projects.
-  6. Develop and expand strategic partnerships with organizations working towards livable communities, including:
  - Housing and equitable development advocacy organizations
  - Economic development organizations, such as PBIDs and chambers of commerce
  - Advocates for aging
  - SMUD, SACOG, SMAQMD, SacRT, and other agencies working toward sustainable growth and equitable development
-  7. Expand relationships with partners on urban greening and climate resilience to improve mental and physical health, air quality, and quality of life. Expand involvement in addressing urban heat island effect and climate resilience through policy, planning, and community programs.

## Healthy Community Design



8. Expand efforts to integrate healthy community design and health equity supportive strategies into local and regional policies. Advocate for a Health Equity in All Policies approach.



9. Expand awareness of the sources of trauma and stress in communities and the link to the built environment. Expand partnerships with organizations working to address trauma and chronic stress.



10. Expand programs that strengthen collaboration between health and built environment professionals. Provide resources and technical assistance to support regional collaboration and capacity building on health in the built environment.



11. Expand educational programs and create resources to grow support for and implementation of active design principles. Lead workshops, trainings, webinars, etc.



12. Expand technical assistance programs to integrate health into the planning process at the local level, inform and lead community-based planning efforts, and improve competitiveness for funding.



13. Establish a coalition of Sacramento-based partners to inform, advocate for, and guide efforts related to health in the built environment.

## Placemaking and Crime Prevention Through Environmental Design



14. Expand community buy-in to WALKSacramento's mission through community programs, relationship building, and events. Grow funding and sponsorships to lead programs including Open Streets events, neighborhood walk and bike tours, etc. Prioritize events in historically under-served communities.



15. Expand WALKSacramento's influence and expertise promoting CPTED strategies. Provide technical assistance to agencies, CBOs, and other partners in promoting safer, more livable communities through public-interest design. Host regular CPTED and placemaking trainings. Develop resources and guidance on implementing placemaking and CPTED strategies.



16. Advocate for Crime Prevention Through Environmental Design (CPTED) principles to be incorporated in every project. Expand the definition of CPTED to include quality of life, health, and placemaking.



17. Enact local policy and plans that support creative, community-led placemaking strategies. Expand WALKSacramento's role informing and delivering community placemaking and wayfinding plans, projects, and events.



18. Work with partners in the arts, business, and civic engagement sectors to implement creative placemaking projects including better blocks programs tactical urbanism, and community wayfinding.

# Multimodal Choice and Mobility Justice

*Objective:* Transportation systems prioritize active transportation and transit to achieve more balanced, equitable, and carbon-free communities.

## Active Transportation



19. Advocate for greater local and regional investment in creating low-stress, connected, and complete active transportation networks across neighborhoods, prioritizing historically marginalized and under-invested in communities.



20. Work with partners to enact local and regional policy that supports multimodal choice and mobility justice. Develop a policy platform, including:

- Creative, visionary policies including freeway removal and car-free zones
- Active Transportation First policies
- Environmental and transportation justice strategies



21. Advocate that race equity analyses are applied to local and regional transportation plans.



22. Expand our role advocating and planning for trail projects throughout the region.



23. Expand our role creating, informing, and delivering transportation demand programs for people of all ages and abilities to encourage mode shift to more sustainable modes of travel.



24. Establish a regional trails coalition; expand education in support of trail projects and the elements of great trails.

## Transit



25. Advocate for prioritized investment in and implementation of bus rapid transit (BRT) in the Sacramento region. Provide technical assistance to agencies for implementation of BRT. Lead public engagement and community-based planning around BRT.



26. Advocate for City and County prioritization of closing first and last mile transit gaps. Identify gaps and strategies to close them through community-based planning initiatives.



27. Expand our role in transit education and encouragement programs, especially for students.



28. Develop a bus stop enhancement program - advocate for improving bus stops and transit stations throughout the region, with priority in EJ communities.



29. Grow partnerships with transit advocacy organization and participate in and/or lead shared policy and funding advocacy campaigns.

## New Mobility



30. Advocate for new transportation technologies to be more accessible in historically marginalized communities. Advocate for better balancing of streets to accommodate next gen transportation.



31. Continue to advocate for greater multi-modal choice in addition to electrification and automation of the transportation fleet. Prioritize Active Transportation in new mobility.

# Safe Streets for All

*Objective:* All streets are designed and operated to safely meet the needs of people of all abilities and modes. Roadway fatalities are eliminated and investment is prioritized in historically marginalized communities.

## Vision Zero



32. Advocate for more local and regional funding directed towards improving roadway safety, prioritized in historically marginalized communities.



33. Track and drive implementation of City of Sacramento Vision Zero Plan. Ensure that the City is meeting targets and prioritizing communities where improvements are most needed. Advocate for and support greater adoption of Vision Zero plans across the region.



34. Advocate for a race equity framework applied to local roadway safety planning. Educate partners about how race equity and safety are linked.



35. Expand our role performing public engagement and community-based planning on roadway planning projects.



36. Grow our role in delivering relevant, culturally competent safety education and messaging throughout the region.



37. Establish the Safe Streets for All Coalition with the goal of supporting and informing our work on traffic safety. The Coalition should incorporate mobility justice and ADA justice approaches and develop a slate of policy initiatives to guide local, regional, and statewide advocacy. Form as an advisory board to WALKSacramento.



38. Grow resident-led advocacy for safe streets on a neighborhood by neighborhood and coalition basis. Support community-planning initiatives in neighborhoods to inform investment.

## Safe Routes



39. Advocate for more local and regional funding allocated toward sustaining SRTS programs.



40. Expand adoption of Safe Routes supportive policy at the local, regional, and school district levels.



41. Advocate for greater priority placed on Safe Routes to parks, retail, and other community destinations. Define metrics for success and strategies. Advocate for policies that support Safe Routes to Parks and Healthy Retail.



42. Grow our involvement in Safe Routes to School Technical Assistance for plans and programs.



43. Expand our role delivering SRTS programs, sustainably, throughout the region. Expand civic engagement as a core tenant of SRTS, particularly for middle and high school students.

# Community Empowerment and Advocacy

*Objective:* Residents and community-based organizations develop and implement a vision for their community that improves quality of life and spurs ongoing civic engagement and empowerment.



44. Advocate for more local and regional funding to support community-based planning and more effectively engage hard-to-reach populations in the civic process.



45. Advocate for policies, strategies, and commitments for deepening meaningful community engagement in local and regional planning processes. Provide resources and direction for strengthening public engagement and public partnership. Significantly grow WALKSacramento's role informing and leading public engagement.



46. Grow involvement and partnership with neighborhood organizations across the region. Support and lead community-based planning to grow neighborhood capacity and advocacy for community priorities. Increase organizational funding to enact community-planning projects in historically marginalized neighborhoods.



47. Expand role in supporting civic engagement, specifically with youth. Develop and implement programs to train and support community champions in taking on leadership roles in the built environment.



48. Engage with partners to grow WALKSacramento's role in advocacy at the statewide level. Serve as more effective bridge between local community priorities and state policy.



49. Grow local and regional capacity of community-based organizations to advocate in partnership with WALKSacramento through trainings, workshops, and joint advocacy.



50. Engage in related initiatives and grow partnership with community and ethnic-based organizations in support of aligned programs including the CA Census, GOTV, and other social equity and civic engagement efforts.