

Active Transportation: Driving Local Economies

What does access to active transportation mean for municipalities economically? Over the past several years, a network of interdisciplinary partners across Wisconsin has been working to identify the factors that create active, vibrant communities with peaceful integration of traditional and active means of transportation (cars and buses on the traditional side; walkers, runners and bikers on the active side). This resulting workshop will help participants understand the connections between transportation, economic development, healthy communities and health equity. As a community embraces active transportation, the inevitable conflicts between cyclists and drivers increase. This workshop will also help local officials think through those conflicts to arrive at accommodations that make both sides happier.



Jen Walker

Active Communities Coordinator
healthTIDE/UW-Madison

Jen Walker serves as a connector, convener and facilitator, allowing state and local stakeholders to identify and advance shared interests in creating healthier communities.

Before joining healthTIDE, Jen served as a technical assistance provider and community coach for grant initiatives in Wisconsin and North Carolina that funded local coalitions to create policy and environmental change around active living and healthy eating.

Jen holds dual masters' degrees in public health and city and regional planning from the University of North Carolina at Chapel Hill, and a BA from Lawrence University in Appleton.



Darrin Wasniewski

Downtown Development Program Manager
*Wisconsin Economic
Development Corporation*

In his role at WEDC, Darrin Wasniewski assists downtowns and historic commercial districts across the state in revitalization efforts, always striving to increase awareness of the importance of community/downtown development in the state's greater economic development efforts.

Prior to joining WEDC, Darrin served as executive director of Main Street Orrville (Orrville, OH) and as Historic Preservation Officer for the German Village neighborhood in Columbus, OH.

Darrin holds a Bachelor of Arts in History from The Ohio State University and a Master of Business Administration with a marketing concentration from Kent State University.



Dave Cieslewicz

Executive Director
The Wisconsin Bike Federation

Dave Cieslewicz served two terms as mayor of Madison where he set the city on a path for Platinum status as one of the best biking cities in North America. Before that he started his own nonprofit, 1000 Friends of Wisconsin, which focusses on land use and transportation policy.

Dave has been an adjunct professor at the UW Madison's Department of Urban and Regional Planning where he teaches a class called Bikes, Pedestrians and Cities.

He pronounces his name *chess LEV ich*, but nobody else does.

Tips, Trends & Tactics

**The 119th League Annual Conference
October 18-20, 2017
Radisson Paper Valley
Appleton**

