

# ACTIVE LIVING

A WILCO WELLNESS ALLIANCE WORKING GROUP



## GOAL

Provide increased access to active living resources and wellness opportunities to Williamson County residents.



### 1 ACCESS

By 2019, the Active Living working group will increase trail mileage in Williamson County by 10%.

1. Encourage trail mileage growth in the county and advocate for trails as a health benefit.
2. Gather trail data on gaps, needs, master plans, and trail usage.
3. Increase awareness for existing trails in the county.
4. Identify resources of funding.
5. Advocate for trail maintenance.

### 2 AWARENESS OF RESOURCES

By 2019, the Active Living working group will work to increase participation in active living opportunities in Williamson County by 5%.

1. Determine baseline of current number of active living opportunities and participation in active living opportunities in Williamson County.
2. Break down participation in active living opportunities by financial costs.
3. Promote It's Time Texas Choose Healthier app to all member organizations and register active living opportunities onto app.
4. Increase unique partnerships.



### 3 COLLABORATION

By 2019, the Active Living working group will increase the number of organizations who participate in the working group.

1. Identify and recruit organizations that should be present at working group meetings.
2. Increase information sharing and networking of active living opportunities within member organizations.
3. Promote active living opportunities and campaigns through [www.healthywilliamsoncounty.org](http://www.healthywilliamsoncounty.org), community calendar, and social media.
4. Share active living best and/or innovative practices within member organizations.
5. Register active living organizations and services on Aunt Bertha.

