

HEALTH *by*
DESIGN

MENU OF SERVICES

MUNICIPAL PARTNERSHIPS, ENGINEERING
COLLABORATION, COMMUNITY ENGAGEMENT,
POLICY ADVISING, AND CAPACITY BUILDING

Health by Design partners with municipalities, public agencies, engineering and planning firms, and community stakeholders to support safer, healthier, and more connected communities. We operate at the intersection of public health, transportation, and the built environment, providing both strategic guidance and hands-on support to help projects move from planning to implementation.



ABOUT

Health by Design is a 501(c)(3) nonprofit organization with the ability to enter into fee-for-service contracts with public- and private-sector partners. This model allows us to contribute specialized expertise to municipal and consultant-led projects while generating earned revenue that supports our broader mission-driven work statewide.

LETTER FROM THE CHIEF IMPACT OFFICER



**MARJORIE
HENNESSY,
AICP**

Our team has supported major initiatives including the City of Indianapolis Walkways Pedestrian Safety Plan, the Vision Zero Action Plan, and policy advising for local governments developing tools such as tactical urbanism ordinances. We also provide workshops and trainings, most recently through the Indiana Criminal Justice Institute to support transportation safety efforts.

Partnering with Health by Design means gaining a collaborative team that brings urban design expertise, strategic communications savvy, and cross-disciplinary experience to move projects forward efficiently and effectively.

A handwritten signature in blue ink that reads "Marjorie Hennessy". The signature is fluid and cursive, with a large loop at the end.

Health by Design works alongside municipalities, public agencies, engineering and planning firms, and community partners to help move transportation and public-space projects from concept to implementation. As a 501(c)(3) nonprofit, we bring a unique combination of mission-driven purpose and practical expertise. Our ability to enter into fee-for-service contracts allows us to serve as a reliable project partner while generating earned revenue that strengthens our long-term work across Indiana.

Partners choose Health by Design because we complement technical teams with strong coordination, clear stakeholder engagement, and an understanding of municipal processes. We help align project partners, facilitate meaningful public participation, and translate complex information into clear, actionable outcomes.

At Health by Design, we believe the strongest communities are built through collaboration. For more than two decades, our organization has worked alongside public agencies, engineering and planning firms, and community partners to help turn complex transportation and public-space challenges into practical, implementable solutions.

MEET THE TEAM



Ashlyn Devine, MA
Director of Advocacy &
Grants



Iliana Enriquez
Director of Social Innovation &
Community Engagement



Taylor Firestine, MUD
Director of Healthy
Communities



Marjorie Hennessy, AICP
Chief Impact Officer



Abby Highsmith
Director of Administration
& Logistics



Anne-Marie Taylor, MPA
Chief Operating Officer



Andrea Watts
Director of Communications



Fatma Yousif
Director of Workforce
Development

COMMUNITY & STAKEHOLDER ENGAGEMENT

To support effective public participation, gather meaningful feedback, and inform transportation and planning decisions through well-designed engagement processes. What we offer:



- Community and stakeholder engagement strategy development
- Stakeholder identification and outreach planning
- Facilitation of public meetings, programs, workshops, and listening sessions
- Coordination with neighborhood organizations, advocacy groups, and local businesses
- Clear documentation and data synthesis of public input
- Community Walk Audit and Safety Assessment
- Community Needs Assessment

Partner Role: Health by Design often supports engineering and planning firms by leading or supplementing engagement components within larger contracts—allowing technical teams to focus on design and analysis while ensuring engagement activities are organized, accessible, and clearly reported.

Typical Deliverables:

- Engagement plans and timelines
- Meeting agendas and facilitation materials
- Public input summaries and reports
- Recommendations aligned with project goals



PROJECT MANAGEMENT & PLAN DEVELOPMENT

To support and manage complex planning initiatives and ensure coordination across departments, consultants, and stakeholders from project kickoff through plan adoption. What we offer:



- End-to-end project management
- Coordination across municipal departments and consultant teams
- Timeline, milestone, and deliverable tracking
- Support for plan development, review, and adoption processes
- Translation of technical information for public-facing materials

Health by Design brings experience navigating municipal workflows and public processes, helping projects stay on schedule and move efficiently toward implementation.

Relevant Experience

- Community Engagement Lead – [Vision Zero Action Plan](#), City of Indianapolis (2025)
- Community Engagement Lead – [Move Safe: Regional Safety Plan](#), Michiana Council of Governments (2024)
- Project Lead – [Cycle 219](#), Gary Public Transportation Corporation (2024)
- Project Manager – Indianapolis/Marion County Walkways Pedestrian Safety Plan (2016)
- Community Engagement & Safety Plan development - Safe Routes to Healthcare (Health Engagement Zones), Eskenazi Health
- Neighborhood and Built Environment Project Lead - [Indy Health District Health Impact Dashboard](#)
- Walk Audits Facilitated — Town of Zionsville (2025); Town of Clermont (2025); Far Eastside/John Marshall School (2022); Health & Hospital Corporation of Marion County (2024)

POLICY ADVISING & TECHNICAL ASSISTANCE

To support municipalities in developing and implementing policies that advance transportation safety, public space improvements, and people-centered design. What we offer:



- Policy review and analysis
- Technical advising related to transportation safety and tactical urbanism
- Drafting and refinement of policy language, ordinance, and resolutions
- Support for staff briefings, public meetings, and adoption processes

Provided technical assistance to support the development of a local tactical urbanism ordinance and alignment with municipal procedures and planning goals.

Relevant Experience

- Policy Advising & development— Town of Cumberland, 2025 Tactical Urbanism Ordinance
- Policy Advising — City of Indianapolis, 2024 Vision Zero Ordinance
- Policy Advising — City of Indianapolis, 2022 Complete Streets Ordinance Update
- Policy Advising — Town of Cumberland, 2020 Complete Streets Policy
- Policy Advising — City of Indianapolis, 2012 Complete Streets Ordinance



WORKSHOPS & TRAININGS

To build local capacity and support professional development for municipal staff, engineers, planners, and community leaders working on transportation safety and public-space projects. What we offer:



- Custom workshops and trainings tailored to project or agency needs
- Topics may include:
 - Transportation safety and Vision Zero principles
 - Community engagement best practices
 - Tactical urbanism and quick-build approaches
- Public health and the built environment
- Safe Routes to School
- In-person and virtual delivery options

Relevant Experience

Health by Design has delivered workshops and trainings in collaboration with statewide partners, including the Indiana Criminal Justice Institute, supporting local practitioners focused on traffic safety and injury prevention.

- Vision Zero & Traffic safety workshops
- Over 50 Active Living Workshops since 2016 through the Indiana Department of Health
- Four train-the-trainer Active Living Workshops with the Tennessee Department of Health



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