



Welcome:

We are delighted that you can join us today!

- As the meeting begins, please introduce yourself by entering your **name and organization** in the **chat box**.
- While in the chat box, please note the link to our [brief survey](#) on **winter active living projects** and if / how **Hennepin County Active Living** could help your organization with a project through our technical assistance program or other efforts.



Agenda

9:00 a.m. Welcome & Introductory Remarks:

- **Marion Greene**, Commissioner, District 3, Hennepin County

9:10 a.m. Presentations

- **Wintermission Eau Claire:** Combating social isolation and increasing physical activity through an innovative 8 80 Cities program
Jake Wrasse, Legislative and Community Relations Liaison, University of Wisconsin-Eau Claire
- **Love Local Initiative:** Using place-based strategies to support Hennepin County business districts during the pandemic
Jen Krava, Director of Programming + New Initiatives, Forecast Public Art; Ryan Kelley, Hennepin County Housing and Economic Development

9:40 a.m. Q & A

10:55 a.m. Announcements

10:00 a.m. Adjourn

10:00 a.m. Additional discussion and Q & A (OPTIONAL)

Active Living Hennepin County Partnership meeting, December 11, 2020



ALHC Community Conversation

What does active living look like in winter—during a pandemic?

Active Living Hennepin County Partnership meeting, December 11, 2020



EAU CLAIRE
WINTERMISSION ❄️

Improving Health & Social Isolation in Winter

Active Living Hennepin County

December 11, 2020

Virtual Meeting



WINTERMISSION

EAU CLAIRE

Help us shape winter in Eau Claire!



Social Isolation

A group of people, including an elderly man with a cane and a woman on a phone, are walking on a snowy sidewalk. The scene is set in a city street with a building featuring graffiti in the background. The overall atmosphere is one of winter and urban life.

“You become a shut-in.”

Public Life



Our Wintermission

1. Convene
2. Engage
3. Test
4. Strategize



Wintermission Timeline

Wintermission Cities Selected

January 2019

Buffalo, NY, Eau Claire, WI and Leadville, CO selected Through a national Competition to participate in Wintermission

Pilot Project Planning

June - September 2019

Wintermission teams review community feedback and identify new ideas to improve life in winter

Winter City Strategy Development

March-July 2020

Using lessons learned, the Eau Claire Winter City Strategy provides recommendations to continue improving public life in winter



Community Engagement

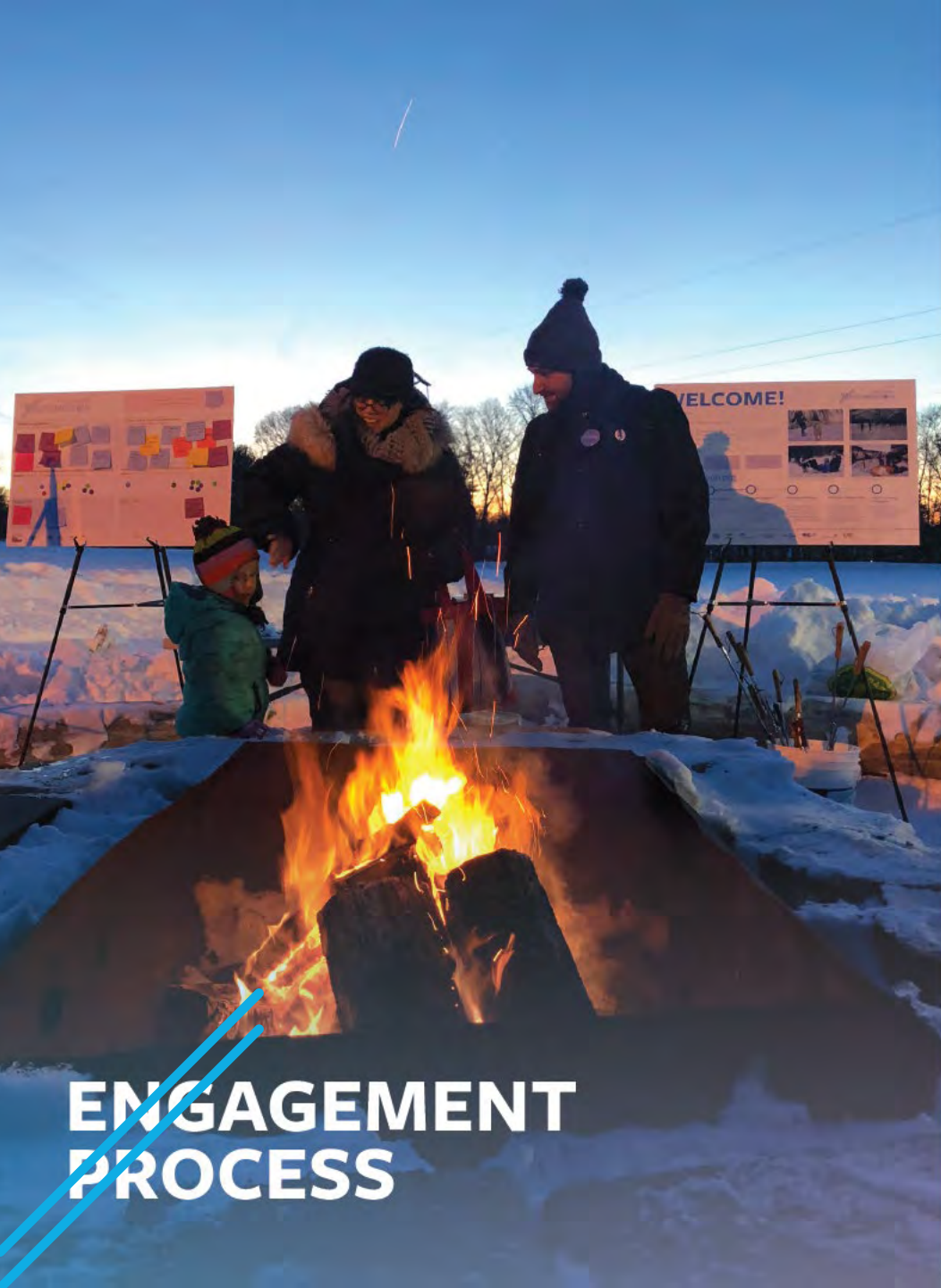
March - May 2019

Start a city-wide conversation about what people love about winter in Eau Claire and what could be improved

Pilot Project Implementation

October - March 2020

Wintermission Eau Claire teams test a series of programs, activities, and events to animate public spaces in winter



**ENGAGEMENT
PROCESS**

Community Engagement Process

March - May 2019

1. Pop-up Engagements
2. Focus Groups
3. Stakeholder Meetings
4. Surveys



1,000+

**People
Engaged**



533

**People Attended
Engagement Events**



471

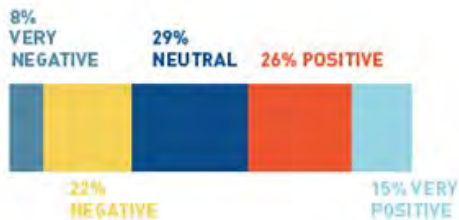
**Survey
Responses**

CURRENT RELATIONSHIP WITH WINTER

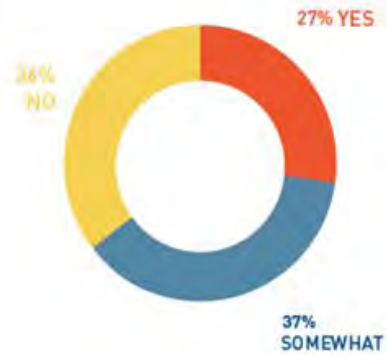
Winter in Eau Claire is:



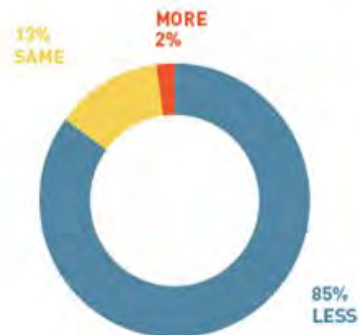
How would you describe your overall attitude towards winter?



Do you experience feelings of isolation or a lack of contact with friends and family in the winter?



How much time do you spend outdoors during the winter compared to the rest of the year?



CURRENT RELATIONSHIP WITH WINTER

Complete the sentence: Winter in Eau Claire would be better if...



Other responses were primarily suggestions outside the abilities of the Wintermission team to implement, such as less snow or warmer temperatures.

COMMUNITY PRIORITIES

We analyzed the feedback from all Wintermission Eau Claire surveys, workshops, pop-ups, and stakeholder meetings and have distilled them into four priority areas:



Snow & Ice Management



Winter Mobility



Winter Events & Activities



Winter Culture

Dedicated Winter Route

A dedicated winter recreation path creates a circuit around the Randall Park neighborhood. The route will receive high priority plowing after snow events for people to have a safe place to be active.



Winter Way-finding Signage

New and improved signage will help guide people in Eau Claire to key winter activities or attractions like Winter After Hours at Pinehurst Park.



Winter Gear Share

One of the largest barriers of being active in winter is access to the appropriate gear. Free winter gear will be made available to check out through the libraries in both Eau Claire and Altoona.



Highlight Winter Programs

Eau Claire is rich in winter programming. Wintermission will better promote and create awareness of winter event opportunities.



Reframing Winter Culture

How we talk about winter affects how we feel about winter. Wintermission Eau Claire will take a positive approach when communicating the winter season to hopefully change residents' perceptions.



Eau Claire Marathon Build Up Runs
 November 19, 2019

We have been working since April on a plan to have clear trails throughout the winter and today marks the "opening" of the Winter Recreation Path. All trails will be plowed as usual, but this 4 mile priority loop will be plowed first so that people have a safe place to walk and run throughout the winter months. Think of it as the go to place when the streets and sidewalks are a mess. Huge thanks to the city for shaping the plans, Wintermission for helping champion the idea and to all the people expressing support throughout the process. It's been a long road, but now we know the "road" will be clear after a snowfall!

<https://www.uwec.edu/.../wintermission-city-of-eau-claire-es.../>

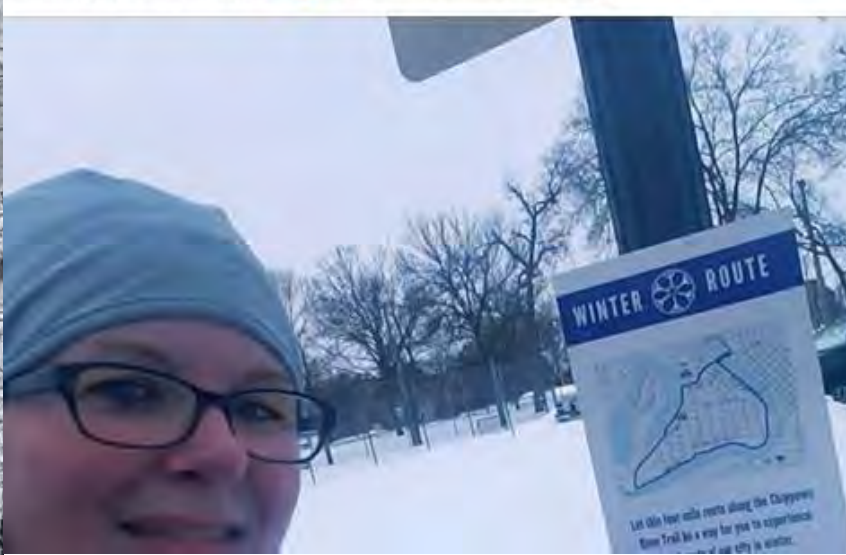


132 23 Comments 12 Shares



January 4 at 8:25 AM

First run since Thanksgiving! Have lost all endurance and strength in being sick most of 2 months, so I only pushed to 2.5 miles. But it felt great and I realized how much I missed running Saturday mornings. LOVE the new Wintermission route...its definitely clear enough to run at dark thirty in the morning when I workout. #RunEC #WinterRunning



Eau Claire Marathon Build Up Runs
 January 18 at 7:10 AM

We are ON for the morning! Trail has had a plow and it is beautiful.



Winter Recreation Path



Wayfinding & Signage

CROSS COUNTRY SKIING TRAILS



SNOWSHOEING TRAILS





EauWinter.com

Winter Recreation Venues

Get out and enjoy winter with these perfect recreational locations in the Eau Claire area. From outdoor ice rinks, scenic snowshoe paths, sledding hills to so much more, these places are the ones that will have you celebrating the winter months! Eau Claire has an abundance of spots to enjoy all winter activities. We encourage you to get out there and appreciate them! Don't forget to take some pics to share with #EauWinter and #CaptureEC.

View By: Grid List Map **Sort By:** Recommended



Categories

- Ice Skating (10)
- Cross Country Skiing (9)
- Winter Kubb (9)
- Hiking (7)
- Snowshoeing (7)

[View More](#)

Neighborhoods

- Eau Claire (12)
- Altoona (2)
- Augusta (2)
- Osseo (1)

[CLEAR FILTERS](#)



Beaver Creek Reserve

S1 CTY Rd. K, Fall Creek, WI 54742

[Quick View](#) [Visit Website](#)



Boyd Park

1202 Fairway St., Eau Claire, WI 54701

[Quick View](#) [Visit Website](#)



Buffalo River State Trail

Buffalo River State Trail, Mondovi, WI 54755

[Quick View](#) [Visit Website](#)



Carson Park

199 Carson Park Dr, Eau Claire, WI 54701

[Quick View](#) [Visit Website](#)



Demmler Park

524 Putnam Rd., Eau Claire, WI 54701



Fairfax Park

4200 Fairfax St., Eau Claire, WI 54701



Half Moon Lake

615 Randall St., Eau Claire, WI 54701



Hobbs Municipal Ice Center

915 Menomonie St., Eau Claire, WI

PROGRAMS AND EVENTS

Expand Winter Gear Share – Expand the successful Wintermission pilot project offering free access to recreational winter gear.

Expand Winter After Hours – Bring existing fantastic weekly even in Pinehurst Park to neighborhoods and parks across the city.

Winter Business Pledge Campaign – Pledge from businesses owners to embrace winter and work together to make winter an asset for local entrepreneurs.

Public Music – Support local musicians and Eau Claire's cultural industry with outdoor winter concerts.

Warming Hut Competition – Partner with local artists and designers to build warming huts around the city. Offer prizes for the most innovative or fun designs.

Snow Sculpture Competition – Support local neighborhoods in competing against each other to see who can create the best snow sculptures.



INFRASTRUCTURE AND OPERATIONS

Enhance + Expand Winter Route – Expand the successful Wintermission pilot project. Options for expansion include lengthening the route, or adding programmatic elements.

Signage + Wayfinding for Trails – Make it easier for residents to access outdoor recreational opportunities with improved wayfinding and signage to key destinations.

Ski Lift in Pinehurst Park – Improve accessibility and usage of the Pinehurst Park ski hill by installing a ski lift.

Winter Greenhouse + Gardening – Make age-friendly activities like gardening and urban agricultural accessible all year round through a winter greenhouse.

Winter Block Party Kits – Support residents and community groups in programming their neighborhoods for winter fun with winter activation kits.

Warming Zones – Use fire pits, drop-in warming stations in public buildings, and even pop-up saunas to encourage people to spend more time outdoors.

Fat Bike Bike Share – Provide affordable or free access to fat bikes with a bike share program that will expand active mobility options in winter.

Senior Center Shuttle – Make it easier for older adults to access the L.E. Phillips Senoir Center during colder months by providing a free shuttle service to and from the center.

Bus Stop Enhancements – Improve the experience of transit users by adding weather protection and other amenities to transit stops and stations.

PLANS, POLICIES, AND GUIDES

Build Out Eauwinter.com – Continue the work begun by the Wintermission Eau Claire pilot project, and develop further a social media campaign to change how residents think and talk about winter.

Warming Location Guide – Create a simple to use and access resource that plots out the many locations in Eau Claire where residents can duck inside to warm up.

Rooftop Shoveling Guide – Develop a resource with tips and tools for keeping rooftops safe and clear of too much snow.

Winter Design Guidelines – Plan for warmth, light, and comfort in winter by developing a planning framework to support future winter-friendly development and initiatives.

Winter Tourism Strategy – Unlock economic opportunities by marketing the many natural landscapes and recreational opportunities present in the Chippewa Valley.

Winter Innovation Awards – Encourage local businesses to program for winter by giving out awards for best winter cocktail, holiday storefront, and other winter-themed competitions.

Plow Municipal Sidewalks – Clear municipal sidewalks of snow and ice, removing a major barrier to participating in social activity in winter for many residents.



THANK YOU!

facebook.com/wintermissioneauclaire

EauWinter.com

wintermission.org/eauclaire

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Business District Recovery Program

- Part of broad effort to address economic impacts of COVID
- Possible due to CARES Act Funding
- Solicited Letter of Interest from cities
- Created two scopes of work:
 - Marketing
 - Public Space Enhancement



Business District Recovery Program

LOVE LOCAL

SUPPORTING HENNEPIN COUNTY BUSINESS DISTRICTS THROUGH COVID-19



**LOVE
LOCAL
SHOP
SAFE**



Now more than ever it's important to support your local businesses. You can reduce the risk of COVID-19 while supporting local businesses by:

- Shopping online
 - Ordering takeout
 - Shopping alone
 - Wearing a mask properly when shopping in person
 - Visiting stores briefly and during off-peak hours
 - Washing your hands frequently
 - Staying home if you're feeling sick
- #lovelocalHC



LOVE LOCAL

HENNEPIN COUNTY
MINNESOTA

TOUR THE DOMES!
ART-INSPIRED
INVITING SPACES
IN 5 CITIES NEAR YOU.

LOVE LOCAL

Visit our Business District today! The area is open across the globe. Stop for Vietnamese and winning Thai food, and cap it off with the metro area. www.brooklynpark.org

**SHOP
SAFE
MASK UP
SOCIAL DISTANCE**



EDINBURGH CENTRE
85TH AVE. & HWY. 252

Brooklyn Park

SUPPORTING HENNEPIN COUNTY BUSINESS
DISTRICTS THROUGH COVID-19

**LOVE
LOCAL
SHOP
SAFE**



SUPPORTING HENNEPIN COUNTY BUSINESS
DISTRICTS THROUGH COVID-19



FORECAST

PLANNING + ENGAGEMENT

CREATIVE STUDIO

LEARNING INSTITUTE

INSPIRATION



WHAT KIND OF FUTURE DO WE WANT TO BUILD TOGETHER?



Forecast is a nonprofit organization that activates, inspires, and advocates for public art that advances justice, health, and human dignity.



WE SUPPORT,
FUND AND TRAIN
ARTISTS WHO
WORK IN PUBLIC





WE PARTNER AND
CONSULT ON
PUBLIC ART AND
CREATIVE
PLACEMAKING
PROJECTS



About This Publication

WE BUILD LOCAL
CAPACITY,
GATHER STORIES

AND SHARE
RESEARCH

Digital publication and conversation series from *Forecast* highlights how artists are partnering with cities, communities to courageously tackle the vital issues of our time. It focuses on how cities, communities, and others can benefit from partnering with and hiring artists to help meet the essential needs of this edition, focused on public health, was created in collaboration with the University of Florida's Center for Arts in Medicine and ArtPlace America.

The local research and framework behind this edition comes from *Creating Healthy Communities through Cross-Sector Collaboration*. This groundbreaking 2019 white paper was created by The University of Florida Center for Arts in

**CREATING
HEALTHY
COMMUNITIES
THROUGH
CROSS-SECTOR
COLLABORATION**



Public space: engagement

- Focus groups
- Surveys
- Businesses
- Clientele

Public space: Strategy



Just launched!

It's business as unusual. Check out the ultimate playbook of customizable plans, distancing recommendations, and more.

[VIEW OUR FREE, ONLINE GUIDE HERE](#)

Public space: Strategy



BLOCK PARTY

A flexible approach to outdoor dining that is adaptable and easy to implement for many different sites, and street configurations.



Neil Reindel
20:51, Sep 07, 2020

♡
31



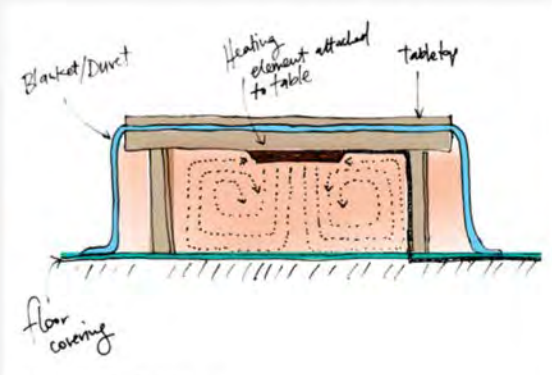
Cozy Cabins

Small modular, adjoining "cabins" that fit within the footprint of a standard parking space.



Amy Young
Updated on 17:43, Sep 07, 2020

♡
3



Heated Tables

Modify the Japanese Kotatsu, an economical way to keep warm and cozy in cold months



Ellie Henderson
11:12, Aug 28, 2020

♡
4

Public space: Strategy



Public space: Strategy









Public space: Strategy

- Create a renewed enthusiasm for customers/clients to come back to the business district and gather safely
- Provide spaces for people to enjoy goods purchased from district businesses, to take a stop and rest while moving through the district
- Pull people through the district so they stay longer and explore more businesses
- Offer an artistic element that gives visitors something to do while in the district, and that can also act as a draw for people to the district
- District wide strategy, not just focused on one or select businesses
- Utilize public spaces/publicly owned spaces as possible
- Do not close street or take away on street parking
- This is a demonstration project - what can we do in a short amount of time with readily available materials?

Four part strategy:

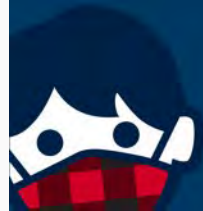
1. Shelter/Windblock - something that creates spaces where people can be shielded from the elements and still be comfortable outside. This could include overhead and/or wall structures.
2. Heating + Seating - place for people to rest, warm up, and spend more time in the district.
3. Wayfinding + Sanitizing - visual cues that help people find their way through the district and encourage them to spend more time, and sanitization stations
4. Lighting - illuminating new seating areas, providing a sense of warmth in the cold, dark winter days.



Dial back to save lives

Restrictions begin
Friday, November 20 at 11:59pm

www.mn.gov/covid19



STAY SAFE MN

mi



LIVE LOCAL
Winter Ice Storm
Operation Storage with Support
Proudly
Supporting
Local
Businesses







LOVE LOCAL
Say Hello to Zeta
Reticuli
Max Michres
@max_michres
www.maxmichres.com















LIVE LOCAL
For the health and safety of our customers,
please do not enter the domes and remain outside.
QR Code



What can you do?

1. Prioritize the most vulnerable
2. Clear sidewalks, bike lanes, and walking paths of snow and ice
3. Make outdoor lighting "human scale"
4. Design for winter by creating comfortable "micro-climates"
5. Use snow and ice to a community's advantage
6. Maintain park amenities
7. Provide winter programs and activities

THANK YOU!

Jen Krava
Director of Programming

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Forecastpublicart.org



Panel Q&A

What does active living look like in winter—during a pandemic?

Active Living Hennepin County Partnership meeting, December 11, 2020





Partner updates

What does active living look like in winter—during a pandemic?

Active Living Hennepin County Partnership meeting, December 11, 2020





Winter Strategies COVID-19 Toolkit

Winter weather brings challenges for cities and businesses to keep their residents and customers engaged comfortable and safe throughout COVID-19. The toolkit:

- Shares best practices and creative ideas to support our partners efforts to safely encourage active living and maintain business during this winter of COVID-19.
- In particular, the winter toolkit presents strategies to support:
 - People staying connected to their communities in order to reduce social isolation and support mental health
 - Outdoor active living and physical wellness
 - Continued access to critical services for all members of our community
 - Economic vitality by driving customer traffic and sales to small businesses and to commercial districts
- [View the winter weather toolkit](#)
- [View other updated COVID-19 response toolkits](#)

STRATEGY 1:

New Strategies of Creating Wellness in Winter

Q: How can we better support people's physical wellness and active living with limited use of indoor space?

A: Fully embrace what is possible outside and support those who are less comfortable venturing out.



STRATEGY 2:

Outdoor Places to Support Commercial and Social Activity

Q: How can we create welcoming outdoor spaces that support commercial and social activity?

A: Keep people warm, engaged, illuminated and connected



STRATEGY 5:

Winter Mobility and Access

Q: How can we support accessibility to commercial districts and other destinations while sustaining increased interest in biking and walking, whether for local trips or physical activity?

A: Support bikers, walkers and transit riders in the winter by creating reliable maintenance systems, de-mystifying winter walking and biking, and making the waiting experience better for bus riders.



STRATEGY 3:

Winter Events

Q: How can we produce winter events in a way that still supports our businesses and communities and is COVID-19-safe?

A: Flip events around - have activities over an extended period of time spread throughout a district or community rather than on a single day at one location.



STRATEGY 4:

Winter Regulation

Q: What policies and procedures can be put in place to support COVID-19-safe winter activities?

A: Examine your permitting process to make it easier to do "small good things".



Hennepin County Active Living

Denise Engen

Laura Fredrick

Robb Luckow

Crystal Myslajek



Funding for this project was provided from the Minnesota Department of Health through the Statewide Health Improvement Partnership (SHIP). SHIP supports community-driven solutions to expand opportunities for active living, healthy eating and commercial tobacco-free living.

A photograph of a winter scene. In the foreground, a basketball hoop stands on a tall pole, partially covered in snow. The hoop is white with a blue border and the word "GRAPHITE" is visible. The background is filled with snow-covered evergreen trees under a bright sky. The ground is covered in a thick layer of snow.

Discussion

What does active living look like in winter—during a pandemic?

Active Living Hennepin County Partnership meeting, December 11, 2020





Discussion

- *What is your organization doing to keep residents and customers active and engaged?*
- *What are you hearing from your residents? What are your challenges?*
- *What questions do you have of other partners?*
- *What can Hennepin County Active Living provide in technical assistance that would be helpful?*

Thanks for coming!

