



Overview of Minneapolis Interventions

Intervention Area	Interventions	Description
Active Living (biking and walking)	Increase Enforcement Of Traffic Laws Related To Cyclists And Pedestrians.	The Minneapolis Police Department will place safety officers at identified problem areas to provide information and enforce traffic laws related to pedestrian and bicyclists. A corresponding communications campaign will increase awareness among bicyclists, pedestrians, and motorists about traffic safety laws.
	Community Bike/Walk Center In North Minneapolis.	Improve bike/walk infrastructure in North Minneapolis through a community bike/walk center that employs residents to provide low-cost bike repair services and to serve as a distribution/sales center for donated and refurbished bicycles; will also include programming to increase social support for biking and walking
	Enhanced Safe Routes to School.	MDHFS and Minneapolis Public Schools will develop a tailored Safe Routes to School Plan for 10 individual schools using the customized technical assistance and the Safe Routes to School Toolkit.
	Signage for bikeways and walkways	Design and implement common way-finding signage on Minneapolis bikeways and walking paths to support physical activity and promote usage of the build environment.
Community-Based Physical Activity	Improved Park Safety With Youth Outreach Workers.	Increase usage of Minneapolis Park and Recreation sites by employing outreach workers to improve the level of safety in Northside city parks and encourage community residents to utilize park space and physical activity programming.
Healthy Eating	“Neighborhood-Level Resource Clusters”	MDHFS will work with community partners to develop 4 neighborhood-level resource clusters to address residents' needs related to food production, preparation, and preservation knowledge and training.
	Market Bucks: Subsidize Farmer’s Market Purchases for Fruits/ Vegetables.	MDHFS will provide matching funds for customers using Electronic Benefits Transfer at farmers' markets (i.e. spend a minimum of \$5 in EBT, get a \$5 coupon to use on fruits and vegetables). Supportive efforts include providing resources (recipe cards, nutritional information, etc), promotion of EBT and Market Bucks programs
Media	Movement to Change Campaign	Media campaign to engage residents in understanding and supporting the healthier environment approach.