## EAU CLAIRE NTERMISSI \* N

### Improving Health & Social Isolation in Winter Upper Midwest Planning Conference October 3, 2019 Eau Claire, WI



Robert Wood Johnson Foundation



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# NTERMISSI \*N

Help us shape winter in Eau Claire!







Wintermission is a bold initiative to make it easier for people of all ages and backgrounds to get outdoors, be active, and connect with one another in winter.



A non-profit organization based in Toronto, Canada

Their mission is to improve the quality of life for people living in cities no matter their age, ability or socioeconomic status. What if everything we did in our cities was great for an 8 year-old and an 80 year-old?



Public space transformation as a driver for social equity and quality of life for <u>all</u>





# Social Isolation

Consequences of Social Isolation

- We're lonelier than ever
- It affects us all
- It's terrible for our health

Winter and Social Isolation

- Short days, lack of light
- Temperature
- Accessibility
- Adapting to new environments

# "You become a shut-in"



# Public Life

### Public Life = Physical activity Social interaction Connection to nature Access to sunlight and fresh air

# Winter in Eau Claire

It's cold It's long It's snowy











# **Our Wintermission**

Spark conversations about winter life
Test innovative solutions to bring public life to the public realm
Develop short, medium, and long-term strategies to advance inclusive city building in winter cities

# **Our Wintermission**

Engage
 Pilot
 Scale



# Winter City Strategy

- Winter City Vision Statement
- Design guidelines
- Best practice recommendations
- Action plan with new projects, policies and events



Winter Cities Shake-Up Conference (Jan 2019)

\*

Community engagement reports (Jun – Jul 2019) Develop Winter City Strategies (Mar – May 2020) Convene for project wrap-up (Oct 2020)



FLCOME

# Community Engagement Process March - May 2019

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

## The 8 80 Rules of the Engagement

#### 1. Take it to the streets

2. Be inclusive

3. Play with a purpose4. Value people's time

5. Create some buzz.

#### **HABLEMOS DEL INVIERNO!**

Queremos saber qué es lo que te gusta del invierno en Eau Claire y qué se podría mejorar. Completa el cuestionario en: WINTERMISSION.ORG/EAUCLAIRE

Wintermission Eau Claire es una iniciativa que busca facilitar que las personas de todas la edades y entornos disfruten del aire libre, visiten espacios públicos y se mantengan activos durante el invierno.

#### Tus ideas ayudarán a:

- \* Guiar el Plan Estrategico Ciudad de Invierno
- \* iCrear una serie de proyectos y eventos que se lanzarán el próximo año!

Wintermission Eau Claire es un proyecto dirigido por la Alcaldía de Eau Claire, Eau Claire City-County Health Department, Visitar Eau Claire, Eau Claire Parques, Recreación y Silvicultura, Universidad de Wisconsin Eau Claire, y la corporación de desarrollo económico, con el apoyo de 8 8º Cities y The Children & Nature Network.



Creating Cities for All. 🕅

# Spark Conversation

- L.E. Phillips Senior Center
- Altoona Public Library
- JONAH
- Pinehurst Park: Winter After Hours
- Business Focus Group
- SHIFT Cyclery and Coffee Shop
- Hmong Focus Group
- La Luna Grocery Store
- University of Wisconsin Eau Claire





## **Pop-up Engagements**

- 13 locations
- "go to them" approach
- Visual prompts



We want to hear from you! Use the sticky notes, dots and markers available to share your responses.

Walking, biking, and taking public transit in winter would be easier if there was more: (Use the dots to select 2 options)



Visiting parks in winter would be better if there was/were more: (Use the dots to select 2 options)













## My favorite winter memory is...







## **Focus Groups**

- 7 focus groups held
- Extensive conversations

# Stakeholder Workshop

- Awareness building
- City & county collaboration







1,000+ People Engaged

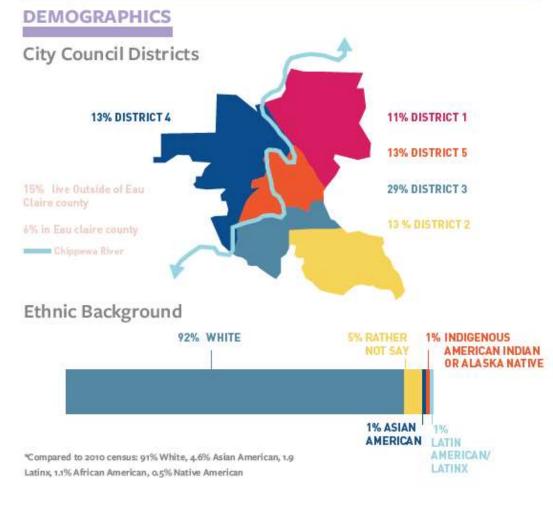
533 People Attended Engagement Events 471 Survey Responses

## COMMUNITY RESPONSES

III. SALES

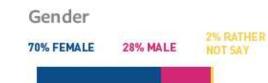


#### **SURVEY RESPONSES**



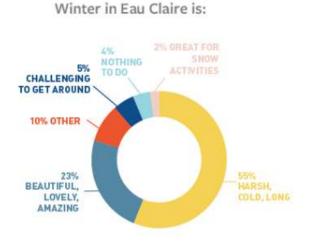
#### Age

9% YOUNG ADULT 74% ADULT 17% SENIOR

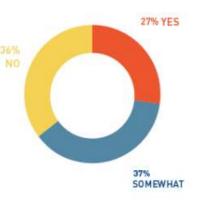


#### CURRENT RELATIONSHIP WITH WINTER

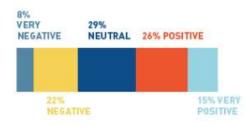
#### CURRENT RELATIONSHIP WITH WINTER



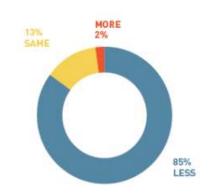
Do you experience feelings of isolation or a lack of contact with friends and family in the winter?



How would you describe your overall attitude towards winter?



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



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





Better Snow Management More activities/ More affordable activities Opportunities for Outdoor Activities (I.e. ice rink, trails, fat bike racing, Ski hill, etc)

6%

5%

Places to warm up

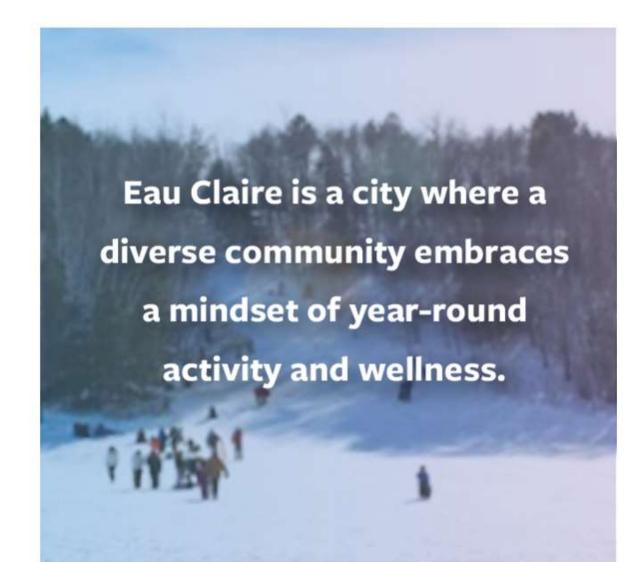
More family friendly activities 2%

Better communication /information

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

#### **VISION STATEMENT**

Based on the input from local stakeholders, the Eau Claire Winter City Strategy will be guided by the following vision statement:



#### **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**



### **Community Priority Potential Pilot Projects**

Awareness Winters Inclusive Winter

Snow & Ice Management	Volunteer snow shoveling Snow clearing priorities Snow & ice clearing methods Dedicated winter run route
Winter Mobility	Bike share Shuttle bus to winter activities Winter-proof shelters Winter way-finding signage
Winter Events & Activities	Expand winter programming Fire pits in parks Gear share Placemaking fund
Winter Culture	Winter sport mentoring Resource guide & library Winter media kit





Eau Claire, Wisconsin

This certificate acknowledges the city of Eau Claire, Wisconsin as a participant in the Wintermission project and their ambition to become a national leader in winter city building

> 880 cities

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# THANK YOU!

# facebook.com/wintermissioneauclaire

wintermission.org/eauclaire

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