

Field Assignment Goals/Areas of Interest: Conducting a literature review, pulling together local data, presenting to stakeholders, writing reports

Project: Bicycle and pedestrian encouragement and engagement in Minneapolis

Brief Project Description: Recently, the City of Minneapolis reapplied for Bicycle Friendly Community status and was re-awarded Gold-level status; the City is interested in advancing to the next level higher (platinum status) the next time it applies. One of the biggest gaps identified through the application process was the education and encouragement activities (part of the “5 E’s used to advance biking and walking). The Minneapolis Health Department is interested in exploring how the City can better conduct education and encouragement activities for biking and walking, with the goal of increasing these healthy modes of transportation across the city. The Fieldwork Experience (FE) student will work in partnership with the Active Living Coordinator at the Health Department to:

- Conduct an assessment of existing bicycle and pedestrian encouragement activities happening across the city (led by the City and others) to establish a baseline and identify gaps
- Research encouragement and education activities happening in other cities across the country and the investment those cities are making into that work
- Pull together existing data available (collected by the City and others) to identify current walking and biking behaviors, facilitators, and barriers across different demographics within the city
- Conduct a literature review for evidence-based and promising practices of bicycle and pedestrian encouragement and education activities that lead to behavior change
- Summarize findings for community stakeholders

Timeframe/Required Hours:

- March through May 2016 (or sooner, depending on FE student availability)
- Ideally, the FE student will be available for 10 hours/week at minimum
- Approximately 120 hours
- Two students may be selected for field work experiences; scope of work will be refined depending on whether one or two students are completing the work
- This is an unpaid position

| Overarching Goal | |
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| Based on an assessment and literature review, identify gaps and make recommendations for bicycle and pedestrian encouragement and engagement activities in Minneapolis | |
| Learning Objectives | Key Activities |
| 1: Conduct an assessment of | <ul style="list-style-type: none"> • Review the City’s applications for Bicycle Friendly |

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| existing bike/ped encouragement activities in Minneapolis | <p>Community status and the Winter Cycling Congress; document findings</p> <ul style="list-style-type: none"> • Work with Active Living Coordinator to hold a meeting with bike/ped stakeholders to gather more information from them about existing activities and gaps and available sources of data about biking and walking; document findings • Create one summary of existing activities |
| 2: Research bike/ped encouragement and engagement activities in other cities | <ul style="list-style-type: none"> • Work with Active Living Coordinator to identify list of cities to contact • Work with Active Living Coordinator to develop a questionnaire to use in gathering input • Contact cities and ask them to complete the questionnaire (method for completing the questionnaire is TBD) • Document and summarize findings |
| 3: Pull together existing data about biking and walking in Minneapolis (bike/ped behavior, facilitators, and barriers) | <ul style="list-style-type: none"> • Work with Active Living Coordinator to identify potential data sources • Review the data and pull out relevant information • Summarize findings |
| 4: Conduct a literature review on evidence-based and promising practices on bike/ped encouragement and education activities that lead to behavior change | <ul style="list-style-type: none"> • Identify and review existing research on the topics, including journal articles, research summaries, and white papers (Active Living Coordinator will point out some good places to start this work) • Write a summary of findings, including a bibliography |
| 5: Summarize findings for stakeholders | <ul style="list-style-type: none"> • Document methods used to gather information and synthesize all information in an internal summary for MHD • Write a short (e.g., 2 page) summary of project findings in plain language for community stakeholders • Potentially present findings to stakeholders, including the Bicycle and Pedestrian Advisory Committees |

Key outcomes:

- A summary of work completed, findings, and recommendations
- Plain-language executive summary of findings for community stakeholders and policy makers
- Potentially: presentations to the City’s Bicycle and Pedestrian Advisory Committees

How to apply:

Submit your resume and cover letter to Sarah Stewart at sarah.stewart@minneapolismn.gov by Tuesday, February 23. If you have any questions, email Sarah Stewart or call 612-673-3987.