



Cloquet Active Streets Campaign



healthy northland
STATEWIDE HEALTH IMPROVEMENT PARTNERSHIP

About the Cloquet Active Streets Campaign

Healthy Northland has been working with partners in Cloquet since 2012 to make changes to local streets, sidewalks, and trails to make it easier and safer for community members to bike and walk in Carlton County. During that time, partnerships developed through the Statewide Health Improvement Partnership (SHIP) have led to over \$220,000 in leveraged funds being dedicated to improving opportunities to be physically active in Carlton County.

In 2015, the Cloquet Active Streets Demonstration project used funding from the Center for Prevention at Blue Cross and Blue Shield, and staff time from SHIP to test infrastructure changes. These included sidewalk bump-outs, sharrows, and bike lanes, to see if they are a solution for increasing physical activity and safety of residents and visitors. After the success of the demonstration project, the City of Cloquet decided to implement permanent infrastructure changes including bump-outs and bike lanes through a one-mile stretch of Cloquet Avenue. Infrastructure changes will be complete fall 2018.

Active living projects create free, local opportunities for residents to add physical activity into their daily lives.

1 in 3

Carlton County residents reported getting 5 or more days of moderate activity a week



35%

said program costs or fees were the top barrier to being physically active

Source: 2015 Bridge to Health Survey

In a 2015 community survey about the demonstration project:

75%

of respondents supported making the changes permanent



78%

said permanent bump-outs and sharrows would increase the amount they visit area shops and businesses

Source: 2015 Community Survey

2018 Community and Business Survey Results

Community members said they are more likely to be physically active because of bump-outs and sharrows.

59%

said they are more likely to walk in the community



45%

said they are more likely to bike in the community

Active living changes have had a positive impact on how Cloquet residents see the community.

59%

said they are more likely to think of their community as a healthy community



57%

said they have more pride in their community

Community members said bump-outs and sharrows make it safer to be physically active in Cloquet.

47%

said sharrows make the community safer



51%

said bump-outs make it safer to drive on Cloquet Avenue

Bump-outs and sharrows impact Cloquet's economy by changing local spending habits.

48%

said they are more likely to spend money at local businesses



100%

of local businesses contacted said sales have increased or stayed the same since the project started

Partnerships are key to making active living changes happen

Since active transportation work began in Cloquet, numerous relationships have been built and maintained to create successful change. These ongoing collaborations also continue to ensure the sustainability of projects far past initial investments. As a region, in 2016-2017, Healthy Northland had 62 collaborative partnerships, 83 supportive partners and 124 partner sites.

Healthy Northland is a seven-county collaborative that works to make the healthy choice, the easy choice in Northeastern Minnesota. The foundational funding for this work comes from the Statewide Health Improvement Partnership, started by the Minnesota Legislature in 2009. Additional funding has been secured from the Centers for Disease Control and Prevention and the Blue Cross and Blue Shield Center for Prevention. Much of this work is funded by multiple sources, but would not be possible without the foundational funding of SHIP. For more information about Healthy Northland and this study, visit us at www.healthynorthland.org