

# WINTERMISSION

## EAU CLAIRE

**Wintermission aims to combat social isolation and increase levels of physical activity in winter for all Eau Clairians.**

Winter is a wonderful time of year, but lack of sunlight, cold weather, and snow can make it difficult to get around and spend time with friends and family. As a result, winter leads many people to experience feelings of loneliness and social isolation. Wintermission seeks to change that dynamic by addressing barriers that prevent people from getting the most out of the season. How are we going to do this? It's a simple three step process:

1. Engage residents about winter in Eau Claire – March-May 2019
2. Test out ideas to reduce social isolation in winter – November – March 2020
3. Develop a long term winter city strategy for Eau Claire – March – July 2020

### What we heard

In March 2019, Wintermission Eau Claire facilitated a city wide conversation about winter. We asked folks to complete the sentence, **Winter in Eau Claire would be better if...**The most common answers were:



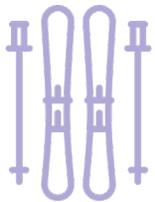
**Better snow management**



**More family friendly activities**



**Places to warm up**



**Opportunities for outdoor activities**

(I.e. ice rink, trails, fat bike racing, Ski hill, etc)



**Better communication / information**



**More activities / more affordable activities**

## Pilot Projects

Wintermission Eau Claire is implementing a series of pilot projects to reduce social isolation for the 2019/2020 winter season.



Stay tuned for project updates!

@wintermissioneauclaire

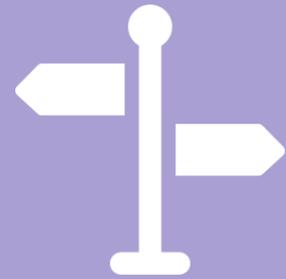
### Dedicated Winter Route

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.

