



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: November 10, 2010

To: PUBLIC SAFETY & HEALTH COMMITTEE
Referral to: WAYS & MEANS/BUDGET COMMITTEE

Subject: CONTRACT WITH MOD & COMPANY FOR A BICYCLE/
PEDESTRIAN-FOCUSED LOCAL LEVEL MEDIA CAMPAIGN IN
NORTH MINNEAPOLIS

Recommendation: Council authorization for the proper City officials to contract with Mod & Company for a bicycle/ pedestrian-focused media campaign in North Minneapolis, for the period of December 1, 2010 through March 18, 2012, for \$200,000 from 01300-8600130.

Previous Directives: None
Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
Phone: x2884

Approved by: _____
Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval Not Applicable _____
Policy Review Group (PRG) Approval _____ Date of Approval _____ Not Applicable

Presenters in Committee: Kristen Klingler, Project Coordinator, Communities Putting Prevention to Work (CPPW)

Financial Impact (Check those that apply)

No financial impact (If checked, go directly to Background/Supporting Information).

Background/Supporting Information Attached

The contract with Mod & Company for approximately \$200,000 is to assist with the development, implementation, and evaluation of a bicycle/pedestrian-focused local level media campaign in North Minneapolis. The goal of the campaign will be to help increase residents' awareness of the biking and walking resources available in their community, including the future Bike Walk Center, the Nice Ride bike share expansion, bike and pedestrian way finding signs to common destinations, and infrastructure projects like bike lanes and bike boulevards that are either being planned or have been implemented. By increasing awareness of these resources, we aim to encourage North Minneapolis residents to bike and walk more often for transportation and recreation.

To carry out the campaign, MDHFS would combine its funding with additional funding from Transit for Livable Communities (TLC), a Minnesota non-profit organization, to retain the services of Mod & Company. Mod & Company was selected by TLC through a formal competitive bidding process. TLC has partnered with numerous City of Minneapolis Departments (including Public Works, CPED, and MDHFS) to plan and implement bicycle and pedestrian related projects. They currently have a contractual relationship with the City of Minneapolis to administer funds from the large-scale Federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) initiative.