



Making it Better  
CREATING A HEALTHIER COMMUNITY TOGETHER

## Way Finding Signs Point to Safe Biking and Walking Routes

### Did You Know?

Minneapolis has been ranked as the #1 bicycling city in the county, according to *Bicycling Magazine*, partly because of its extensive system of bike lanes and off-street bike paths.



### Overview

While the extensive network of bicycle and pedestrian infrastructure within the city of Minneapolis provides physical connections to many destinations, additional point of decision prompts are needed to help users navigate safely and quickly. This “way finding” information can be presented through on-street signage, sidewalk kiosks, and posted maps. The Minneapolis Bicycle and Pedestrian Master Plans both identified the need for appropriate bike and pedestrian signage, especially in areas of the city where new bike and pedestrian lanes had been installed, but where accompanying signage was missing.

In 2011, as part of the Communities Putting Prevention to Work initiative, the Minneapolis Department of Health and Family Support (MDHFS) partnered with the Minneapolis Department of Public Works to install more than 450 bicycle and pedestrian way finding signs in several Minneapolis neighborhoods, including: Cedar Riverside, Near North, the North Loop, Phillips, Seward, and Weber-Camden. The sign locations were chosen based on existing gaps as well as community input gathered at neighborhood meetings.

## Results and Accomplishments

As a result of this project, the Department of Public Works developed Pedestrian Way Finding Sign guidelines to use in the selection and installation of all pedestrian way finding signs for the city of Minneapolis. This internal policy will help guide consistent development, usage, and installation of pedestrian way finding signs in the future. Bicycle Way Finding Sign guidelines were already in existence and were used to inform sign design and placement for this project.

The installation of these signs in North Minneapolis was evident to residents as illustrated by a survey conducted for the CPPW *Bike.Walk.Move* campaign. In the pre-survey (before sign installation), 48% of respondents reported seeing signs in their neighborhood marking routes for biking and walking, while in the post-survey (after sign installation), 75% reported seeing signs. The signs serve as a visible reminder that non-motorized transportation is a viable and safe option for community residents.

## Synergies

The bike and pedestrian way finding signs were one component of a larger effort to encourage more physical activity across the city. In North Minneapolis, where the majority of CPPW funding was concentrated, signage complemented the expanded Nice Ride Minnesota bike share network, the Venture North Bike Walk Center, ongoing Safe Routes to School efforts, and the Bike Walk Move campaign.

## Future Plans

As future funding becomes available, the City of Minneapolis will continue to work with community partners to implement bike and pedestrian way finding improvements in appropriate locations, in accordance with the established guidelines.

For additional Bike and Pedestrian Way Finding Sign reports and resources, please visit: [http://www.minneapolismn.gov/health/cppw/dhfs\\_signs](http://www.minneapolismn.gov/health/cppw/dhfs_signs)

For more information, contact:  
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