

Driving Foot Traffic Downtown Committee

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Foot traffic is key to a thriving downtown, and our demographics reflect a shift to a younger population. Quality of life is an important factor when families are choosing what city they call home. Minot must be unified to ensure families and business experience a quality of life they expect from their community.

An important element of quality of life for downtown Minot is accessibility, including safe crosswalks, wheelchair accessibility, trail signage, bike paths, a connection to the greenway, bus routes and more. The city must keep in mind key demographics such as college students with or without vehicles, the elderly, individuals in wheelchairs, and those with disabilities.

We can't emphasize enough the importance of wayfinding signage. Whether that be signage for a gathering space, store, restaurant or a trail. It is important for us to take a step back when considering signage. You want signage that is helpful not only to local citizens but also to someone visiting downtown for the first time. We want their first experience to make an impact. What we don't want is their first experience to begin with frustration because they can't find where they need to be.

Along with traditional signage digital maps and applications are a huge component to navigating in the digital world. As we mention previously our demographics are changing and our population is younger than ever before. This also means the way we find information is changing. The days of using a paper map are becoming less and less. Having your map available digitally and easy to find is a key element when inviting individuals downtown.

Events and programming can also play a significant role to increasing foot traffic. Our downtown merchants already do an amazing job at creating events for a diverse group of individuals. By partnering on more events and a consistent programming we believe this will result in more individuals visiting Downtown on a regular basis. Partnering on events also means more groups promoting and marketing the event on different channels. The downtown gathering space will be a key component with programming and events.

It will be vital to keep our existing bridge crossings open to promote foot traffic to the downtown. We want to promote the walkability of the downtown and not impede neighborhoods from being able to do so. It is also important to keep all trails and bridge crossings well maintained not only in the summer months but the winter months as well.

As we look at future flood control and greenway planning we need to make sure the downtown is a priority and it is accessible from the greenway and flood wall openings are imperative when it comes to the bringing attentional foot traffic downtown.