

MAIN STREET ND

MAIN STREET BEST PRACTICES: JAMESTOWN

Population: 15,441

Type of project(s): Health/Wellness, Infrastructure, Active Transportation, Activating Spaces

Project Description and Goals: The “Get Fit & Explore” initiative is designed to encourage people to get out and explore their community by including trail signage and mile markers along the 1.5-mile path. The path also features an educational “talking trail” which provides interesting historical information at each location through a mobile phone app.

How They Did It:

- This effort was led by the local Community Health Partnership. This group has been working to address obesity and health issues by increasing physical activity.
- Through the 2015 Land Use and Transportation Plan, they learned that there were numerous barriers to active transportation (like biking and walking) in Jamestown.
- To address this, they decided it was important to focus on making it easier and more fun to walk and bike around Jamestown.
- Get Fit & Explore is just one of three initiatives targeted at improving connectedness along walking and biking routes.
- This is an important step toward making it more convenient for community members to use active transportation options.



Jamestown was the winner of the 2018 Main Street Mobilizer Award!

This is a Best Practice Because:

- Bringing the community together to complete the projects allows for incremental, community-based change and can educate community members about improving their physical and mental health along the way.
- This initiative required many partnerships and funding from a variety of sources.
- By adding entertaining factors to the walking path, the community makes it more inviting for people to get out and walk or bike.
- Getting people out and about increases activity throughout town and can support local businesses by increasing foot traffic.

Learn More:

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