

# **Communications Group - Walkability & Way Finding – July 2<sup>nd</sup>, 2015**

## **Introductions**

The meeting began shortly after 10 o'clock and had the addition of members from across different work groups.

## **Updates from Carrie Map**

Following the last meeting Carrie emailed out the map she had been developing from google maps. Additional pictures can be added, but she provided those that were already available on google. An idea proposed, inspired by the London Tour, was to add older pictures of the buildings from years ago so that when someone walks past it, their phone will provide them with the picture and history.

Boundaries and the fact of producing digital copies first as a template before going to hard copies were also discussed.

The big discussion here revolved around a discussion brought up in the earlier business owners meeting. The idea of paying to get on the map vs paying for additional features was discussed. Engagement looks different for different people and as some members voiced, some are willing to pay and others aren't. Sustainability in producing maps w/o Vista needs to be considered. The discussion around permanent signs reflects the idea that not all businesses will stay in business. Permanent signs should probably reflect landmarks and other time tested locations. Where the signs are placed and how we can then distribute it was also discussed as it could affect the buy in from businesses.

## **Updates from Marisela**

While Marisela was unable to attend, there was a discussion around the original idea of signage and walkability. The original idea started with focusing on the amenities in the community, the fitness trail, and a message board. More groups have added their ideas, but this was the original concept. Funding for these projects is on the horizon.

The group brought up the fact that there are two different audiences that signage needs to address: The community and those who visit. Each one will have different objectives that need to be met. Someone also proposed maybe focusing on only 5 specific items within the community for signage to keep it simple. Where to house the information was the last topic of discussion, which led into Austin's update.

### **Updates from Austin**

Austin has done work cleaning up the hill on 18<sup>th</sup> and Vernor. It's 0.7 acres of property that Southwest Housing Solutions has and there is the potential to set up a park there. Signage could take up some of the space here in order to draw attention to those coming through the viaduct.

### **What are we doing first?**

A big question was with what projects will be done first. Due to the scale of the signage project, only a few will be able to happen at the start. The group agreed that starting with resident engagement is the best approach and focusing on walkability. The group discussed working with residents during the July 23<sup>rd</sup> event to have residents discuss walkability. Residents during the event would give feedback on where to walk so we can put it on the map. How to present this was debated and included ideas such as blowing up large vista maps or just using standard sticky notes on a sheet of paper. The goal is to see where people spend their money during the week. Once these ideas are set into stone, the group wishes to have some sort of art added to it to help cement the resident engagement/involvement.

### **Feedback**

The group wants to focus on the walkability aspect first and then build on that component afterward. There was also a recommendation of using a #addtothemap feature on social media to build some buzz.

## **Next steps**

Going forward the group knows that they want businesses to work on web presence so when signage is added they can take full advantage of it. They want to get businesses on google and even proposed using one business as a test to show off the successes of getting a stronger google presence. They feel that by showing a success it would then encourage other businesses to do the same.

## **Next Meeting**

Thursday, July 9<sup>th</sup> @9:00. The goal is to get a good idea of how to present the signage component at Vista meeting.