



Walkable Tigard: A Communications Plan



STEP UP
Studio

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OVERVIEW

Tigard is striving to become one of the most walkable cities of its kind and a model for healthy, engaged communities in a low-density suburban city. To get there, Tigard will need to make great strides developing and implementing pedestrian-oriented infrastructure and programming. But the city will also face challenges getting the word out about its commitment to, and progress toward walkability. To that end, this document aims to be a guide for simple communication efforts about Tigard's walkability that can be easily and effectively implemented.



I. GOALS

1. Promote Tigard's status as a leading walkable suburban city
2. Showcase Tigard's growing pedestrian network
3. Foster community support for more walkable neighborhoods

II. KEY MESSAGES

Focusing communication efforts around a small handful of positive, action-oriented messages increases the reach and effectiveness of the overall strategy. The following four messages should provide ample opportunities to tie specific stories (people and place) to the overarching theme (walkability in Tigard):

People in Tigard prefer to walk.

Tigard is more walkable than you thought.

There is always a good reason to walk.

You can help make Tigard a better place to walk.

III. AUDIENCES

Communication efforts about walkability in Tigard have a number of different audiences on a local, regional, national, and global scale:



***Tigard residents, businesses, and workers
(local)***



***Metro area residents, businesses, and workers
(regional)***



***Regional partners, governments, and institutions
(regional)***



***Peer cities
(regional, national)***



***Active transportation interest groups
(local, regional, national, global)***

IV. TOOLS

Having a variety of different tools, and utilizing them effectively to reach different audiences is at the heart of any good communications plan. Here is a quick rundown of the main tools currently available to help tell the story about walkability in Tigard.

Neighborhood Walking Maps

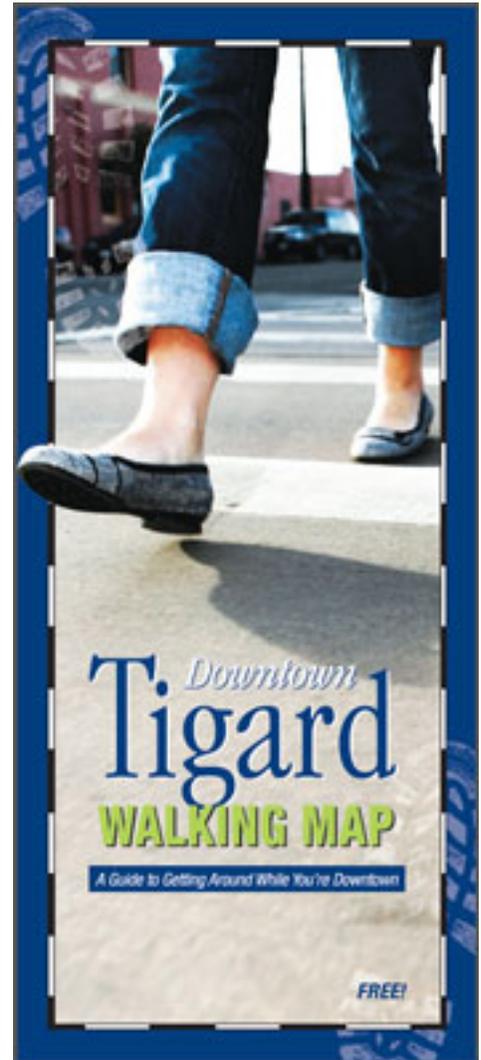
With help from Metro, Tigard created a walking map for the Downtown neighborhood (www.tigard-or.gov/community/downtown_tigard.php). Creating similar walking maps that feature route options, destinations, and interesting sights for other neighborhoods around town would be a tremendous set of assets for highlighting how walkable Tigard already is and continues to become. Such maps would not need to be as in depth as the map for Downtown Tigard. For example, Kirkland, Washington has created a set of walking maps for different neighborhoods with tips, routes, and points of interest (www.kirklandwa.gov/depart/parks/parks/neighborhood_walking_maps.htm).

Cityscape Monthly Newsletter

The city's monthly newsletter is expected to switch to online distribution starting in August 2014. Regardless of distribution method, this is a valuable channel for reaching a wide range of Tigard residents. For this reason, the newsletter should have a monthly column exclusively about walkability and pedestrian issues. As with social media posts, this is a great place to highlight new pedestrian facilities or assets like events or maps. The newsletter could also feature a "Walk of the Month" route located in different neighborhoods around the city.

Print and Digital Collateral

As the city engages entities outside the region through economic development, partnerships, or other efforts, it is crucial that the key messages about walkability be incorporated into the materials that the city uses to present itself. From selected images to quality of life highlights, Tigard's commitment to walkability should be present throughout the city's suite of print and digital collateral.



Walking Tours

Walking Tours are an easy, affordable, and fun way to showcase the city's pedestrian facilities while connecting city staff and leaders with residents. Weekly or monthly walks could be led by city councilors or department heads, providing an ideal opportunity to both "walk the talk" and "talk the walk." Any and all scheduled walking tours should be listed on the city's public calendar of events and highlighted through the channels listed below.

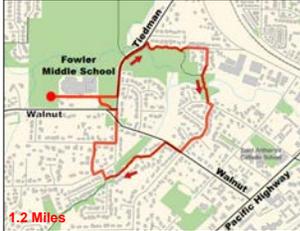
Social Media

Facebook and Twitter can be effective tools for sharing assets like events and walking maps, engaging community volunteers, or starting conversations about walkability. The City's and Mayor Cook's Facebook accounts each have over 550 followers. At least once a week the City's Facebook page should have an announcement, event, link, a photo, or other post related to walkability. This will help keep walkability at the front of people's minds. Additionally, sites like www.mapmywalk.com could be utilized to connect with enthusiastic walkers and share walking routes.



Join your Tigard friends and neighbors for walking tours around Fowler Middle School and Summerlake Park. Together we will experience the good, the bad, and the ugly sides of being a pedestrian as we look for ways to make Tigard one of the most walkable cities in the country.

NEIGHBORHOOD WALKING TOURS



1.2 Miles

MONDAY, 4/14/2014, 3:30-5:30pm

Fowler Middle School Walk & Talk

10865 SW Walnut Avenue. We'll meet in the parking lot between the tennis courts and baseball diamond.



1.6 Miles

SATURDAY, 4/19/2014, 10:00am-12:00pm

Summerlake Park Walk & Talk

12325 SW Katherine Street. We'll meet in the parking lot of Woodward Elementary School.

Water and light refreshments will be provided

Can't make it to the walking tours? *We still want to hear from you!*

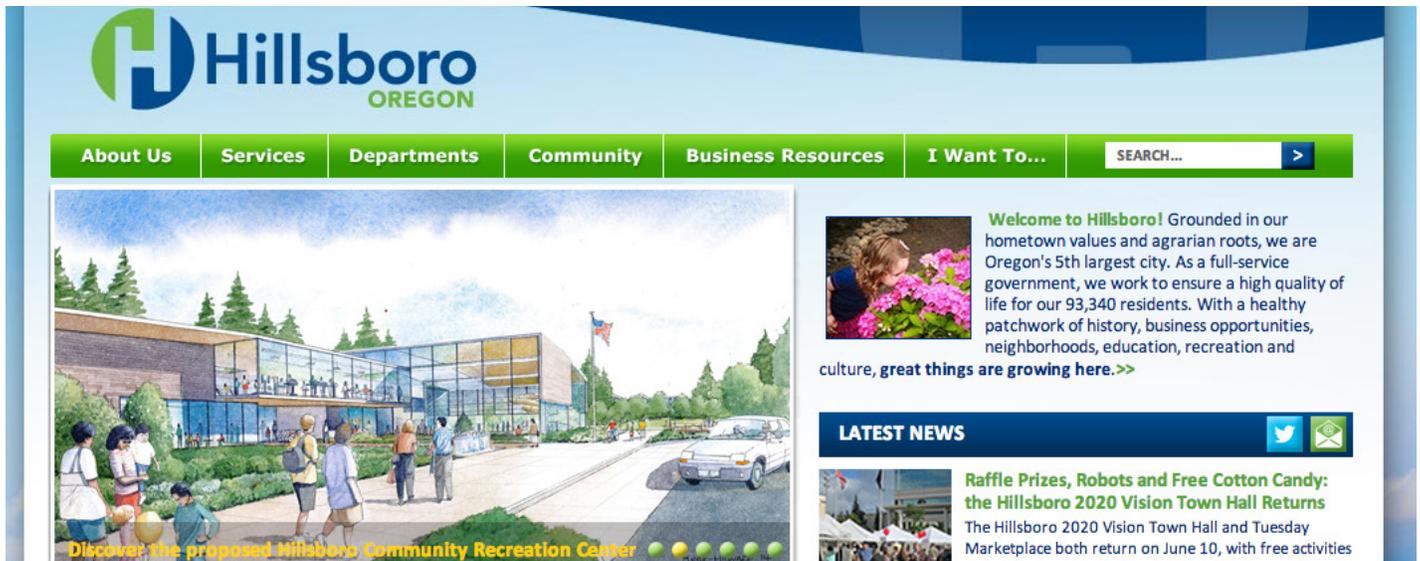
TigardWalks.com/Survey - Take our 10-min survey and tell us why you do or don't walk in your neighborhood.
TigardWalks.com/Map - use the online map to show us specific barriers and suggestions in your neighborhood.
[Facebook.com/TigardWalks](https://www.facebook.com/TigardWalks) - stay in touch and share your ideas and stories through facebook.

StepUP Studio is a team of urban planning graduate students at Portland State University, engaged in a workshop project to help make walking in Tigard's neighborhoods more safe and enjoyable. Learn more at tigardwalks.com or [facebook.com/tigardwalks](https://www.facebook.com/tigardwalks).



tigard-or.gov

The city's main website is due for a redesign that should bring easier navigation and more attractive content to the front. This is a perfect opportunity to infuse walkability-related messaging throughout the website. For example, if the new homepage includes 3-5 rotating slides for featured content (a common template for institutional websites such as www.pdx.edu and www.ci.hillsboro.or.us) at least 1 active slide should at all times point to content that highlights walkability in Tigard (an announcement of a new path segment, an upcoming walking event, a new neighborhood walking map, etc.).



The screenshot shows the Hillsboro Oregon website homepage. At the top is the Hillsboro Oregon logo. Below it is a navigation menu with links for About Us, Services, Departments, Community, Business Resources, and I Want To... There is also a search bar. The main content area features a large image of a proposed community recreation center with the text "Discover the proposed Hillsboro Community Recreation Center". To the right, there is a "Welcome to Hillsboro!" message and a "LATEST NEWS" section with a link to "Raffle Prizes, Robots and Free Cotton Candy: the Hillsboro 2020 Vision Town Hall Returns".

Media Outreach

When press releases are issued or stories are pitched to the media, special care should be given to think critically about the role that walkability plays. Announcements or stories about safety, sustainability, quality of life, community, health, economic vitality—walkability contributes to them all. For example, the Ferguson Plumbing property on SW Burnham Street that the city recently acquired is located in the heart of the city, mere blocks from Main Street, City Hall, and the Transit Center, all while abutting the Fanno Creek Trail. As such it represents a tremendous opportunity to invest in the continued prosperity of Tigard’s most walkable and critically vital neighborhood.



The following matrix indicates the level of impact each strategy is likely to have toward each of the three goals of the Walkability Communications Strategy:

	<i>Promote Tigard's status as a leading walkable suburban city</i>	<i>Showcase Tigard's growing pedestrian network</i>	<i>Foster community support for more walkable neighborhoods</i>
Neighborhood Walking Maps	Minimal Impact	Major Impact	Moderate Impact
Walking Tours	Moderate Impact	Major Impact	Major Impact
Print and Digital Collateral	Major Impact	Minimal Impact	Minimal Impact
Social Media	Major Impact	Major Impact	Major Impact
tigard-or.gov	Moderate Impact	Major Impact	Minimal Impact
Cityscape Monthly Newsletter	Moderate Impact	Moderate Impact	Major Impact
Media Outreach	Major Impact	Major Impact	Major Impact

V. MEASUREMENT

This plan’s effectiveness can be measured through a number of outcomes including:

- Increased attendance at and participation in walking tours and walkability events
- Anecdotal and formal surveys of audiences
- Walkability project proposals submitted
- Walkability project proposals funded
- Web and social media analytics
- Tigard and walkability mentions in local and national media stories (earned media)