Walkable Tigard: 
A Communications Plan

Route #1 ~
This casual 1.4 mile loop starts by heading south from Woodard Park to SW Johnson. Walk down Johnson until SW Grant where you will take a Left and walk to connect to the brand new segment of the Fanno Creek Trail. Take the trail southeast, going under Hwy 99 before reaching Main Street, where you can enjoy the local flavor of Tigard businesses. From there walk northeast on Main Street until reaching Tigard Street where you take a left, again going under Hwy 99, heading northwest on this return portion of the loop. You will see the railroad tracks to your right where there is a plan for future trail development. When you reach SW Katherine St. take a left and walk for about 500 ft. until Karol Ct., where you will take another left to head south, back to Woodard Park to finish the loop.

Route #2 ~
This 2.6 mile loop also begins by heading south from Woodard Park to SW Johnson, but you take a quick right on SW Brookside and walk until reaching SW Walnut. Take care while crossing Walnut and take its sidewalk northwest until reaching SW Pathfinder Ct which is a dead-end street where you will take a left. At the end of the cul-de-sac, you begin the Pathfinder-Genesis trail. Begin walking southwest and enjoy the quiet natural surroundings as you head along Krueger Creek. Continue walking for about 2/3 of a mile until reaching SW 115th. Head north on this quiet street's sidewalk until the sidewalk ends then carefully continue for about 50 feet before turning left on SW Fonner, and a quick right on SW 116th Pl. A cut-through trail at the end of the cul-de-sac will lead you to 116th Ave. Take this street for about 350 feet until reaching a paved trail on your right. Taking this will get you to SW 114th Terrace, where you will head north to SW Walnut. Take a right on Walnut and walk through Fowler Middle School's parking area until you reach a path. Follow this path behind the school until the next path which is the Fowler Woods Trail. This trail heads north and then east until reaching the Fanno Creek Trail, where you will head south, crossing SW Tiedeman at the marked crosswalk to reach Woodard Park.

Route #3 ~
This 2.6 mile loop takes you across SW Tiedeman, briefly along the Fanno Creek Trail until reaching the Fowler Woods Trail. Take this trail to SW 113th Pl., up to SW Tigard St. where you will take a left to reach SW 115th. Take a right turn to head north until reaching SW Cottonwood Ln. and follow that around the curve until your first right which is a cul-de-sac. Take the trail at the end of the cul-de-sac which will bring you in to Englewood City Park. Ignore the first left trail you come to and walk a few more feet to take a right on a well traveled path that will take you southeast. After traveling on this path between two houses you will end up on SW Mary Pl. Continue on this until reaching SW Black Diamond Way where you will take a left and continue until meeting back up with the Fanno Creek Trail. Take a right on Fanno Creek Trail and walk until you get back to Woodard Park, after using the crosswalk on SW Tiedeman.

Route #4 ~
This quick route is a third of a mile and allows you to walk from Woodard Park along a small section of the Fanno Creek Trail before quickly heading back east along the SW Katherine Street, a Tigard neighborhood street, until reaching SW Karol Court. Here is where you will take a right, continuing down Karol Court until coming back to Woodard Park.
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.

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.).
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:

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<tr>
<th>Minimal Impact</th>
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<th>Major Impact</th>
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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)