



WASHOUGAL ROUND TABLE

“Before I Die Wall”
Project Charter
March 2017



PROJECT GOAL

2017 Tactical Urbanism Project

By September 30, 2017, Washougal Round Table will publish via email and web an interactive final report that includes community engagement tactics, development milestones, PR & Marketing tactics, data, images, and results from their “Before I Die Wall” tactical urbanism project.

PROJECT OBJECTIVES



TACTICAL URBANISM

Leverage the wall project to justify future campaigns. Build community confidence and receive public input. Participation from area businesses and organizations.

EDUCATION

Create an opportunity for interaction & information sharing between groups who don't normally spend time together. Share our endeavors with surrounding cities.

URBAN AMENITIES

Utilize the wall to engage a wide array of age levels and bring people to downtown Washougal. Create a sense of enthusiasm and civic pride. And build social capital.

COMMUNICATION

Build the foundation of a PR & Marketing committee that will bring awareness to Washougal. Expand our communications database. And focus on social communications.

PROJECT ASSUMPTIONS

PARTICIPATION

That the community desires this type of platform & is willing to engage.

LOCATION

That WRT will have the access and permission to construct a "wall".

STAFFING

That WRT's core development committee members are committed and will not change over.



FUNDING

That WRT will be able to source the funds to pay for supplies and tools needed to execute on the project.

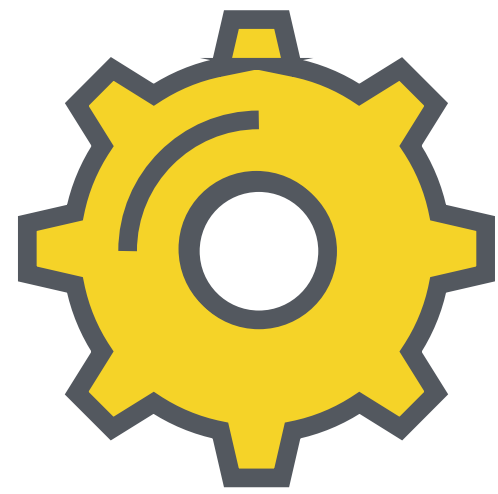
PERMITTING

That the City of Washougal will grant us the permits, if necessary, to display the "wall".

DAMAGE TO WALL

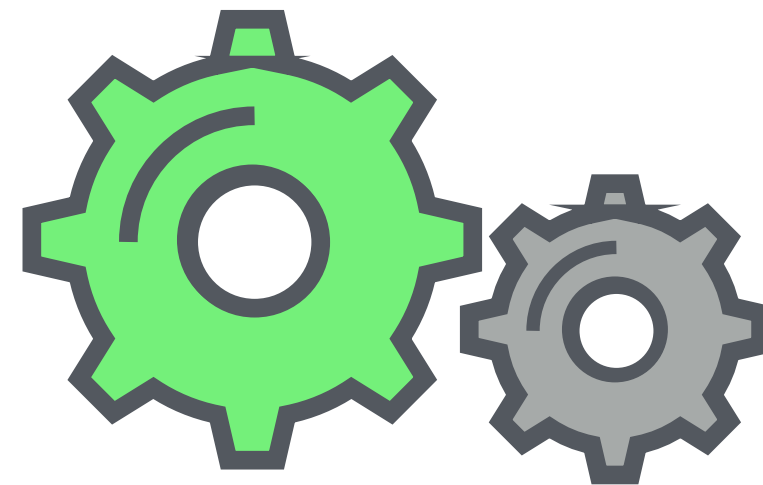
That "acts of God" (weather, nature), vandalism, and other such events won't impact the "wall".

PROJECT DELIVERABLES



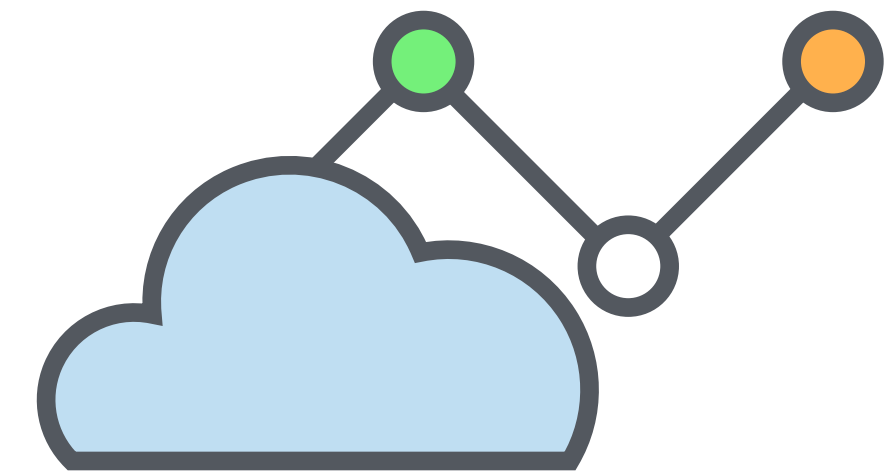
PEOPLE

Expanded volunteer base. A media relations database as well as at least two press releases. An entire series of documents and templates that can be used by volunteers & members for future projects.



INNOVATION

Social media and digital communications content (awareness). Imagery - photo and video documentation. Brand identity and graphic design for all platforms.



SUSTAINABILITY

Partnership agreements. An interactive art installation (wall) that can be reused for other projects. Final project report with metrics that can be used for future campaigns.

MARCH MILESTONES

PHASE: INITIATION



Volunteer Management

Assemble a volunteer database and outreach effort plan. Develop volunteer expectations and planning sheets. Coordinate with other teams to support their recruiting needs & efforts.

Operations & Logistics

Begin work on wall concepts (including digital components & interactivity). Identify locations. Outreach to local innovators.

Government Relations & Budgets

Outreach to DWA, local organizations, and businesses to further build out existing database. Create budget spreadsheet, work with operations on costing.

Marketing & Public Relations

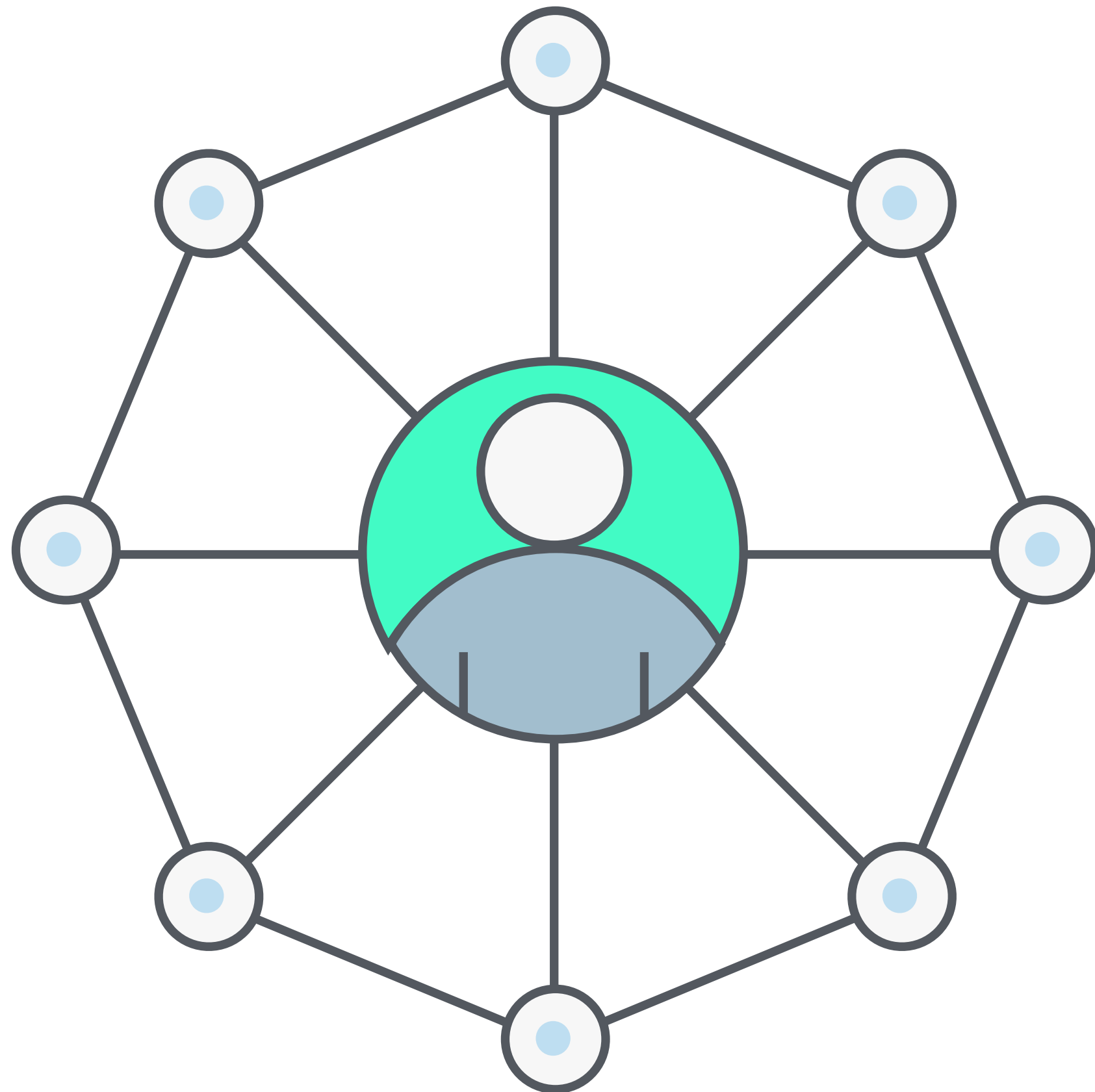
Identify key audience & demographics. Brand identity and supporting graphic design. Begin outlining promotional campaign.

KEY GROUP DECISION

Clarify wall theme(s).

APRIL MILESTONES

PHASE: DEVELOPMENT



Volunteer Management

Finalize volunteer database. Coordinate the open house logistics & theme for the volunteer hoedown open house.

Operations & Logistics

Continue work on wall design & start actual build with the addition of the innovator design members. Identify possible building AND storage locations.

Government Relations & Budgets

Begin work to acquire permits and coordinate needs with operations. Start sourcing and fundraising efforts for costs.

Marketing & Public Relations

Draft initial press release. Work on finalizing initial brand identity concepts and submit to group for approval. Start on communication plan.

KEY GROUP DECISION

Volunteer hoedown on Tuesday, April 18th.

MAY MILESTONES

PHASE: FINALIZE DEVELOPMENT



Volunteer Management

Kick off volunteer communications series. Confirm volunteer schedules for all teams. Manage calendar appointments & set recurring reminders.

Operations & Logistics

The wall(s) design comes to completion and preparations begin on-site for installation.

Government Relations & Budgets

Finalize all outstanding permitting tasks. Continue communications & relationship building efforts with the City. Updates to budgets & collect invoices from teams.

Marketing & Public Relations

Finalize all outstanding design tasks. Prepare digital communications for publication. Soft launch Facebook group. Create Facebook event. Finish media database.

KEY GROUP DECISION

Approval of all PUBLIC communications (press release, email blasts, website & social media launch).

JUNE MILESTONES

PHASE: PROJECT LAUNCH!



Volunteer Management

Volunteer subcommittee is in high-gear this month. High-impact communications required. Outreach to all databases to ask for support and engagement.

Operations & Logistics

Wall installation is complete. Team coordinates video and photo of installation, documenting the process.

Government Relations & Budgets

Coordinate official unveiling event with city & local officials. Outreach to local businesses to recruit support. Mid-project budget report.

Marketing & Public Relations

Publication of all communications systems. Invitations go out to influencers for July social media campaign. Content sharing promotion.

KEY GROUP DECISION

Development meeting date (TBD) dedicated to unveiling event.

JULY MILESTONES

PHASE: MAINTENANCE



Volunteer Management

Outreach to volunteers to come back to the site and engage with the wall. Prep & recruit for tear down phase. Begin planning for volunteer wrap up party.

Operations & Logistics

Wall maintenance requires the team to regularly check for wear, tear, and abuse. Installation of any additions (multiple sections).

Government Relations & Budgets

Host secondary site event for city officials and stakeholders that missed the first. Update budget spreadsheet & collect all outstanding invoices.

Marketing & Public Relations

Manage all on-going digital campaigns. Coordinate Instagram influencer day. Conduct media follow-up outreach program.

KEY GROUP DECISION

Finalize coordination of event/site tear down logistics.

AUGUST MILESTONES

PHASE: PROJECT WRAP UP



Volunteer Management

Committee to coordinate and hold a volunteer & partner thank you party. Begin data preparations for final report.

Operations & Logistics

Tear down of all on-site materials and delivery to storage. Coordinate video & photo documentary of tear down. Begin data preparations for final report.

Government Relations & Budgets

Finalize all budget spreadsheet numbers and prepare for final report.

Marketing & Public Relations

Distribution of media and key partner thank you blast (with next steps). Begin data preparations for final report.

KEY GROUP DECISION

Debrief meeting. All dev committee members to attend the volunteer/partner thank you party.

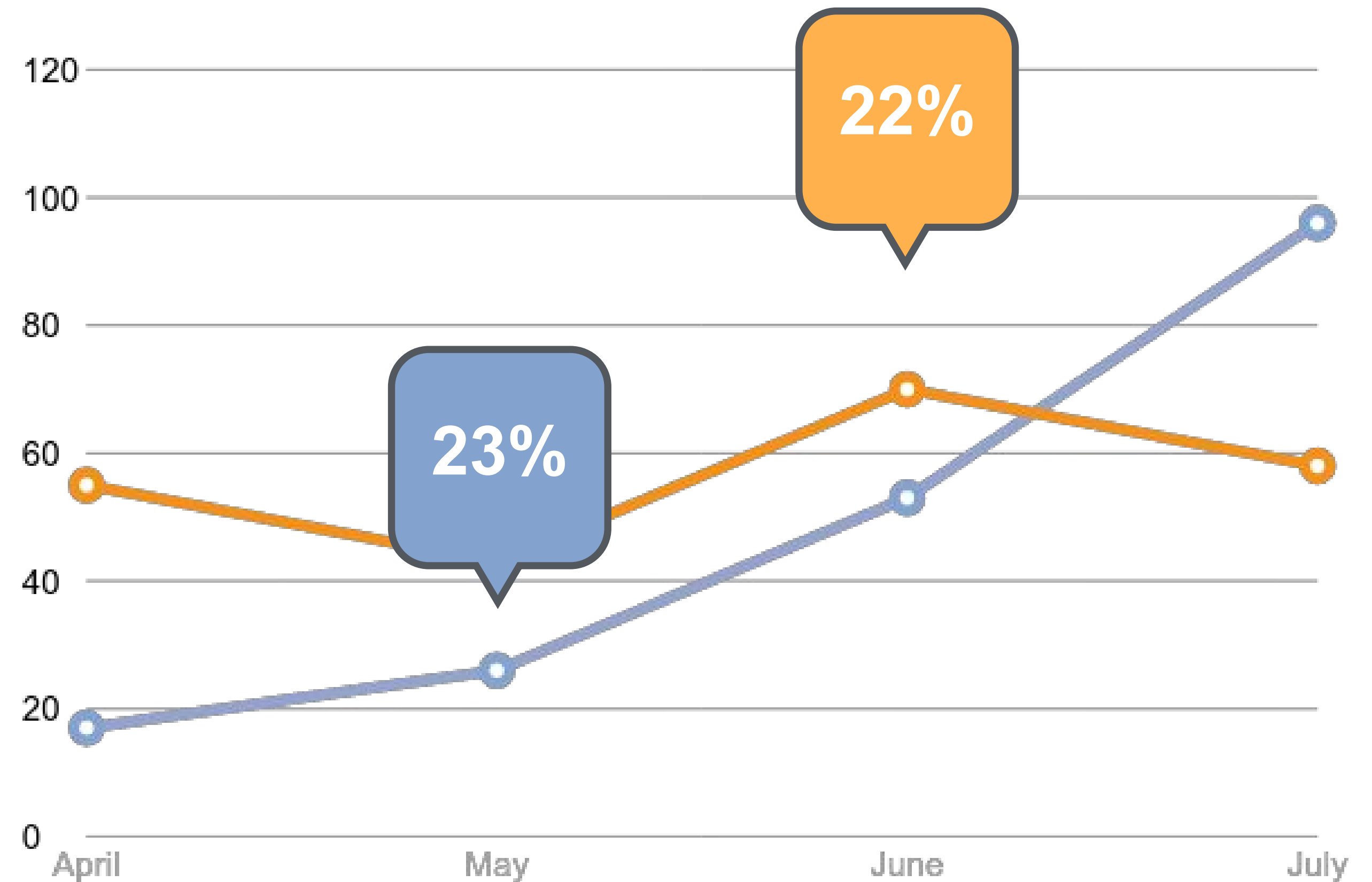
SEPT MILESTONES

PHASE: FINAL REPORT

PROJECT CONCLUSION

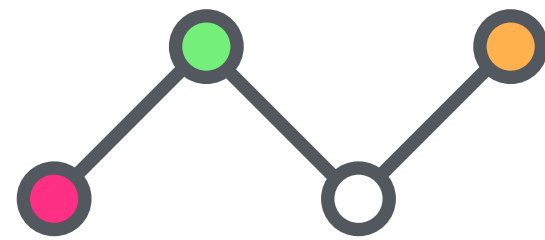
WRT wraps up their efforts with the publication of a final report. All sub-committees will submit their individual sections for design & inclusion in the report.

WRT dev committee will hold a meeting to discuss lessons learned, set next steps, and begin work on identifying the next project.



PROJECT RISKS

MITIGATION STRATEGIES TBD



Analysis Process

Working on identifying potential risks reduces fear-based actions and allows a group to feel prepared and comfortable with the tasks ahead.

What If's, Maybe's & Other Scenarios

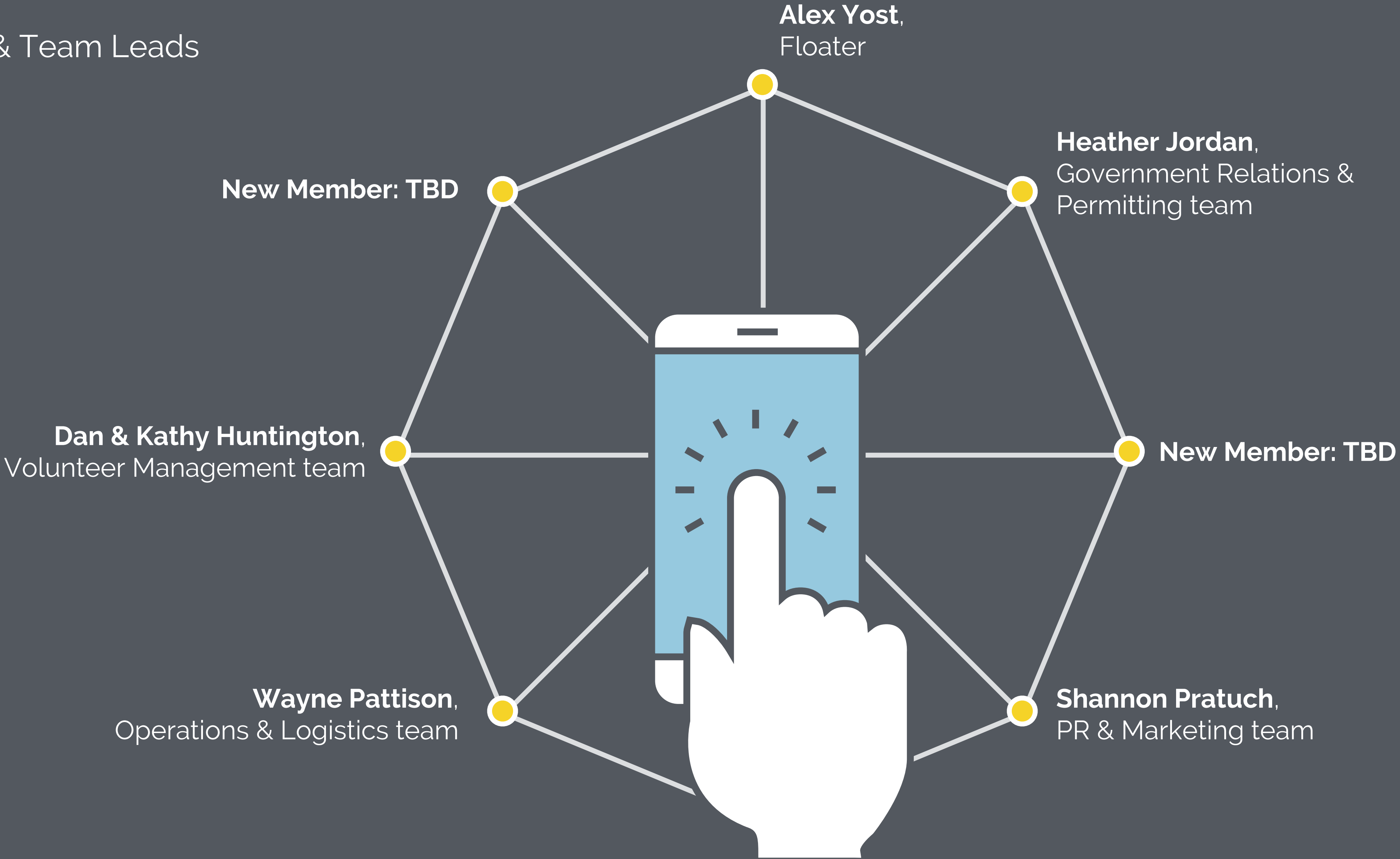
- Damage**
Volunteer or individual is injured on-site; Weather; Vandalism; Supplies stolen

- Negative Engagement (Perceived or Real)**
Handling mean-spirited comments on wall; Editing process; Conflicting responses & how to mediate; A group feels left out

- WRT's Fears to Overcome**
Not being taken seriously; No one engages in the project; Other organizations or potential partners view us as a 'threat'.

PROJECT ORG CHART

Roles & Team Leads



TIME IMPACT

Estimated Hours Volunteered for
Each Sub-Committee Team



XXX

Volunteer
Management
Team



XXX

Operations &
Logistics Team



XXX

Government
Relations & Budgets
Team



XXX

Public Relations
& Marketing
Team

SUCCESS METRICS

What Success Looks Like To Us

Bring awareness to Washougal



feedback

Partnerships

Create new partnerships and get local organizations working together collaboratively.



Viral Campaign



Media Exposure

Receive at least two media hits and build new connections and awareness of Washougal's upswell within the press community.

Create excitement



Build Community

Use this project to create "little Washougal waves" of impact that reach beyond our immediate area and connect with others eager to participate now & in the future.

www.washougalroundtable.com

