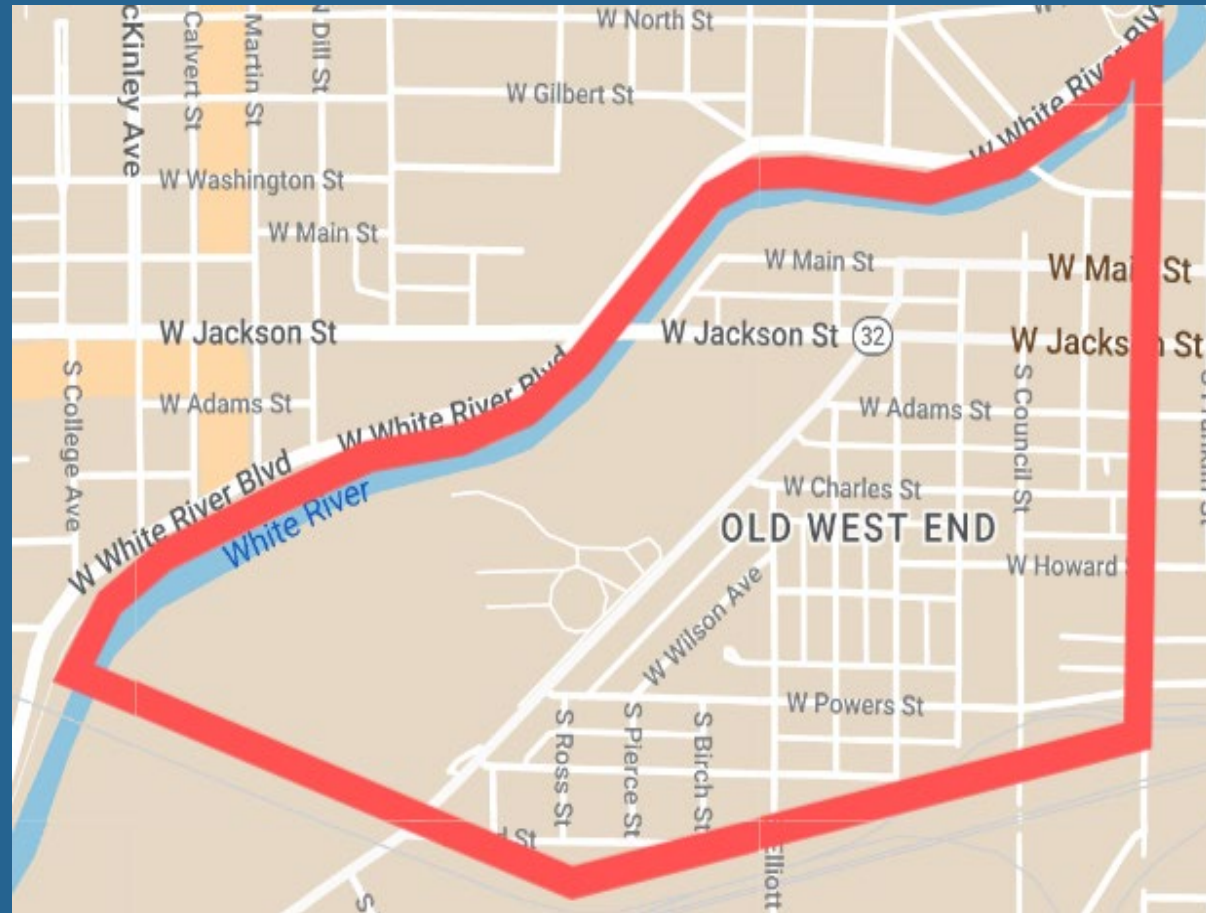


Placemaking with Neighborhood Infrastructure

OWENA's Social Program Signs
Project



The Neighborhood



Old West End

- ~28 blocks, ~800 units, ~1,600 neighbors
 - Notorious, blight, low-income neighborhood
- Many neighbors are pedestrians and have needs we cannot answer

- All volunteer organization
- Some neighbors are victims of abuse, addiction, illiteracy, poor health, and/or homelessness

This program allows them to seek resources

- at their own capability
- w/o opportunity for judgement

Requires low maintenance for OWENA

- Update maps
- Replace signs

Association

OWENA has performed some projects :

- Semi-annual clean ups with Muncie Sanitary District.
- Abandoned building board ups.
- Installation of two parks. *Placemaking!*

OWENA mostly uses programs to help neighbors :

- Resident Advocacy Committee
- Neighborhood Picnic (free food!)
- Bicycle Registry
- Pet Registry
- Neighborhood Rummage Sale
- Historic Cemetery Tour *Placemaking!*
- *Social Programs Signs!*



Concerns



- Indiana is the 22nd state in persons in poverty , and 42nd in persons experiencing homelessness .
- Muncie is the second Hoosier city in persons in poverty , and one of the highest Hoosier cities (per capita) in persons experiencing homelessness .
- OWE is the lowest -income neighborhood in Muncie with some of the largest vacant and abandoned homes in the city .
- OWE has the highest occurrence of persons without reliable transportation for a neighborhood in Muncie .

Engagement

OWENA won a community **GIS award** in 2012.
OWENA and Muncie have engaged **placemaking** activities .

- Two Parks: **Clifton -Wallace** and **Community Circle**
- “**Keep Muncie Weird**” is an uncoordinated effort to keep Muncie unconventional .

OWENA uses **QR code and freeware** (e.g. Google forms, Google Maps, etc.).

Three Themes :

- **Immediate** : What could we do now?
- **Simple** : What can we do plainly?
- **Long-term** : Will it last?

Could we use QR codes to direct people to resources ?

If so, how would they get circulated? Stickers? Yard signs?



Infrastructure



Signs are a long standing **civic infrastructure**

- From simple designation in ancient times
- To modern digital signs that are dynamic and **interactive**

Signs are integral to today's urban navigation

- But can be **purposeful** in design and placement
- Can **target** audience and location

CONCEPT



Have seen other messages on signs in other places

- Crime or drug oriented
- Neighborhood oriented

Saw a sign placed on the back of another in a different city

- Zero clutter
- Universal access

Purposeful messaging targeting

- Neighbor pedestrians



DESIGN

OWENA created two different categories of signs

- Informational
- Inspirational

Informational signs have QR Codes

- Directs user to Google Map showing location of resources
- Resources (originally) include: Abuse, Addiction, Illiteracy, and homelessness

Inspirational signs had messages of:

- Kindness
- Cleanliness
- Crime

Eventually one more of each category was added:

- Sharing The Road
- Finding Food

**Domestic Violence is a
Community Issue**

If You or Someone You Know Are
in Crisis



Scan This Code With Your Phone
or Call
(765) 288-HELP (4357)

Together, We Can End The Abuse.



**Escape the Cycle of
Addiction**

If You or Someone You Know Are
in Crisis



Scan This Code With Your Phone
for Addiction Recovery Help



Together, We Can End The Harm.



Reading is Fundamental

If You or Someone You Know
Needs Help With Reading



Scan This Code With Your Phone
for Resources



Together, Everyone Can Read.



Housing is a Human Right

If You or Someone You Know Are
Suffering a Housing Crisis



Scan This Code With Your Phone
for Help



Together, We Can Make Sure
Everyone Has a Home.



Food is Essential

If You or Someone You Know Needs
Affordable, Clean, and Safe Food



Scan This Code With Your Phone
for Food Resources



Together, We Can Reduce Hunger.



**INFORMATIONAL SIGNS WITH QR CODES FOR
DV, Literacy, Addiction, Homelessness, Safe Food**



These agencies can take you in and help you get you off the streets.

15 views

Published 8 days ago

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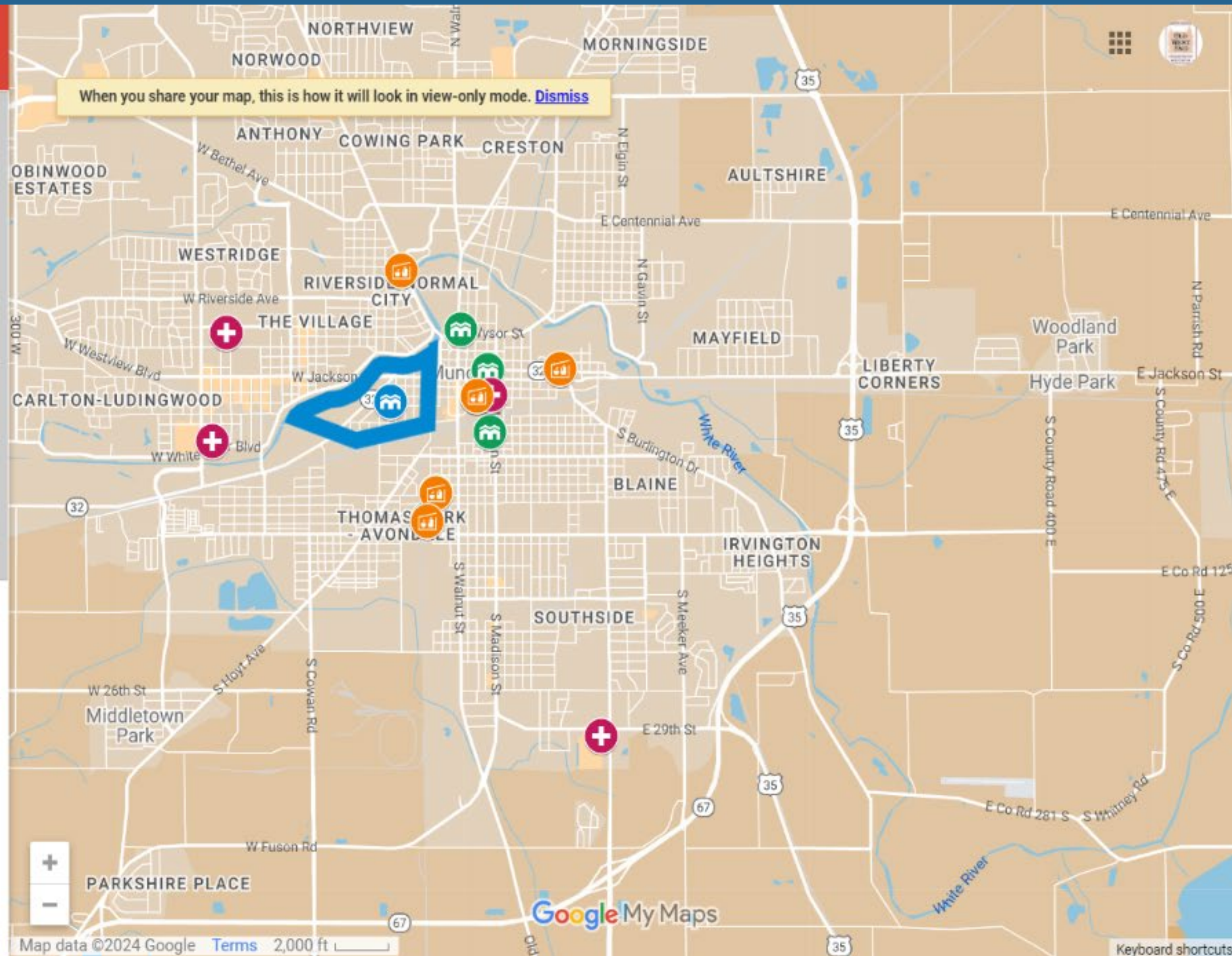
Homelessness Resources

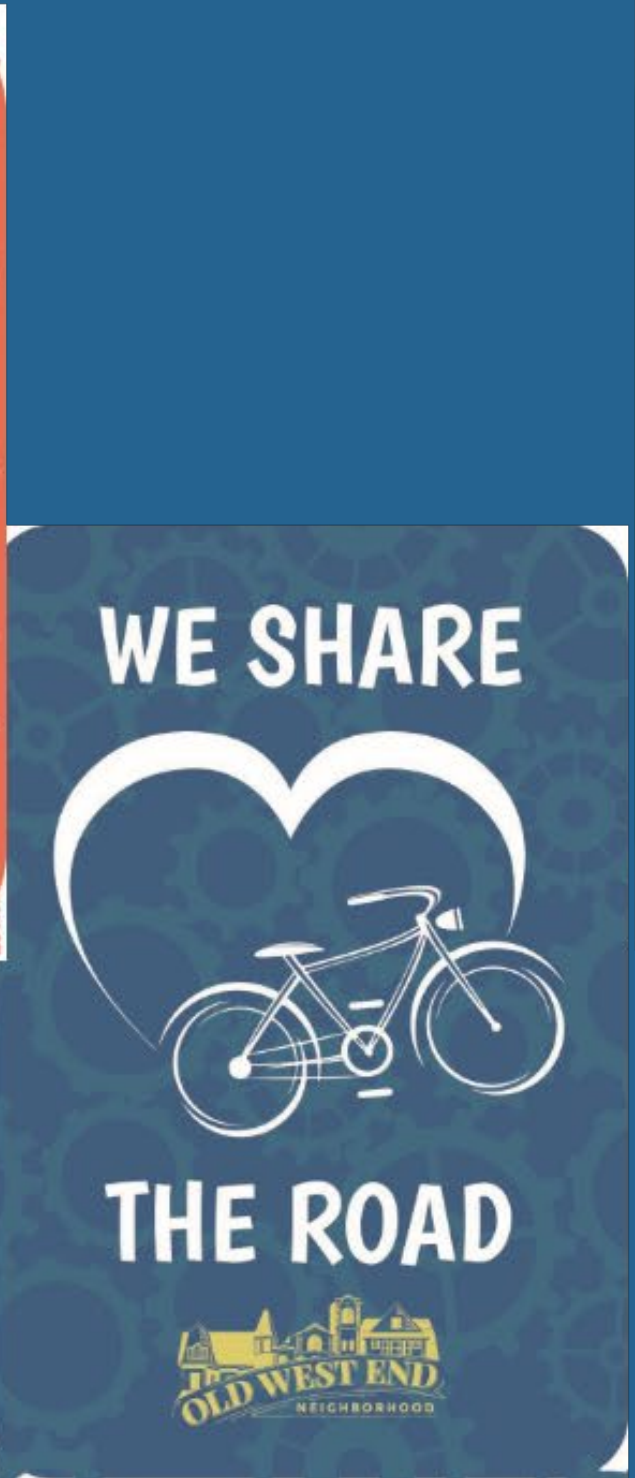
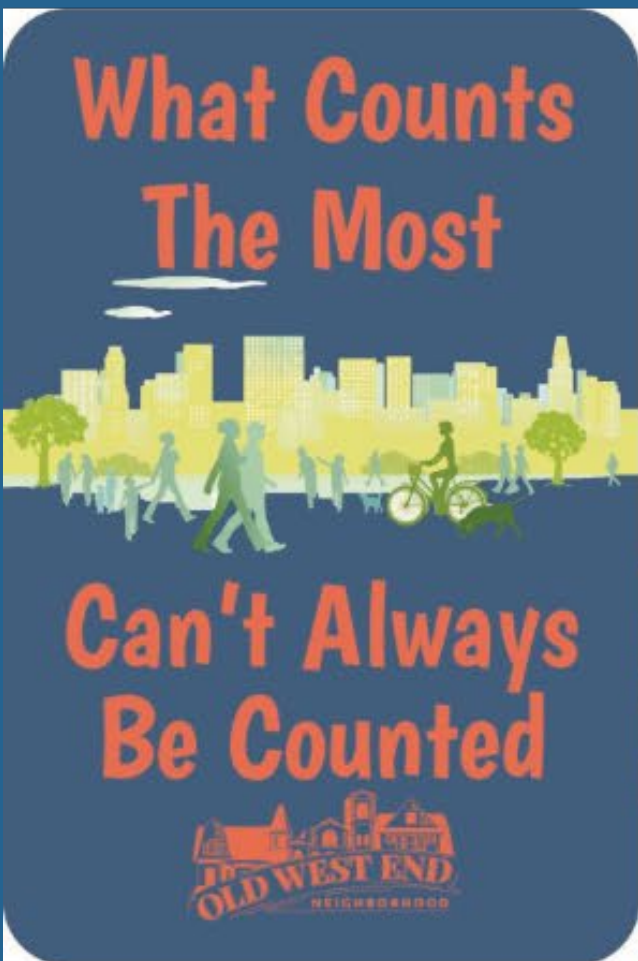
- Muncie HUB
- Christian Ministries-Delaware
- Muncie Housing Authority
- Muncie Mission
- Walnut Commons
- YWCA of Muncie



Health Resources

- Open Door Health Services
- IU Health Ball Memorial Hospital Emergency...
- Open Door Urgent Care
- Open Door Health Services - White River





INSPIRATIONAL SIGNS WITH MESSAGES ABOUT
Kindness, Cleanliness, Safety

METHOD

Community brainstorming & surveys

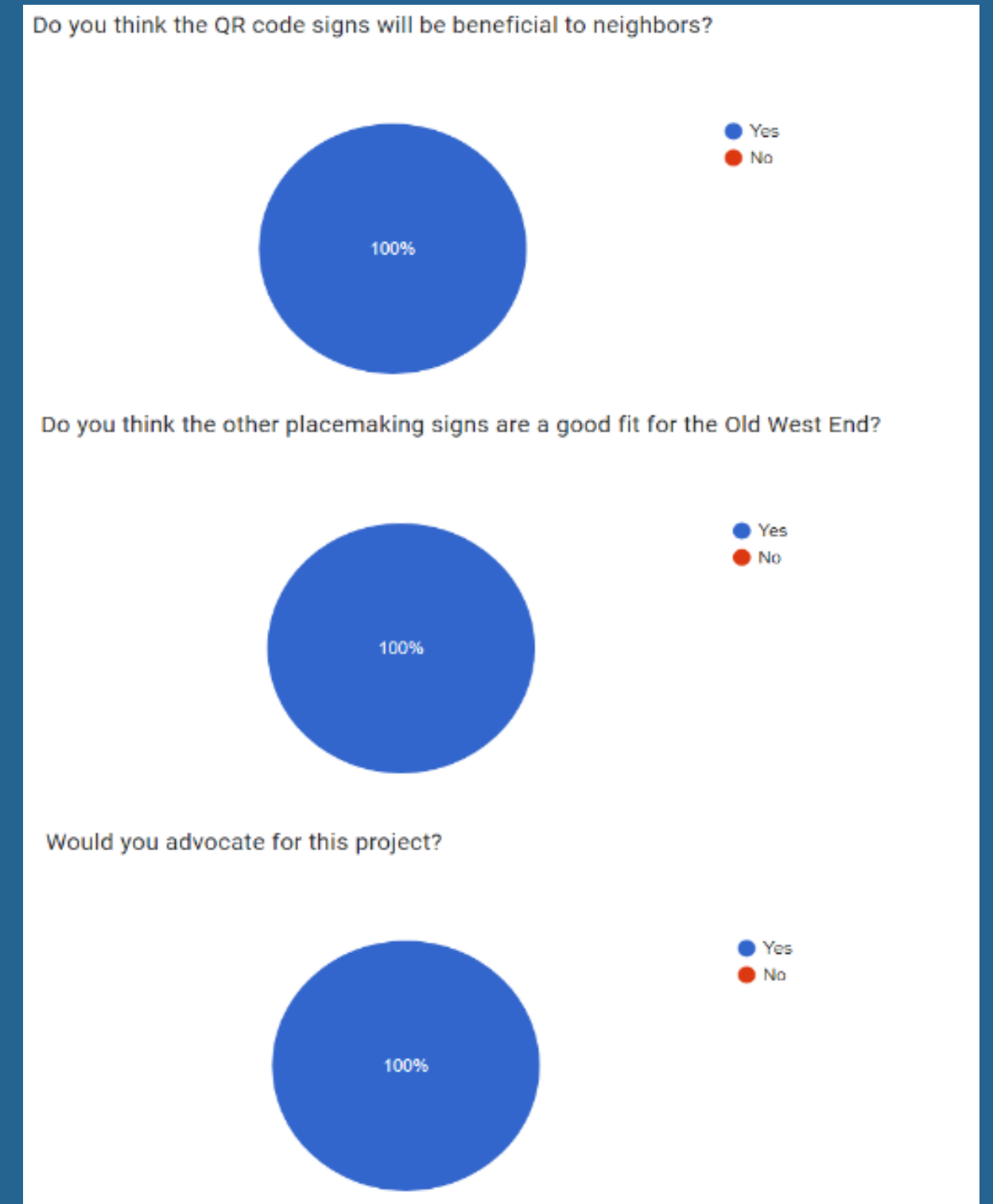
- OWENA officers created the original concept
- OWENA surveyed neighbors on the project

Public meetings & refinement

- Bi-monthly meetings received support
- Included additional inspiration and informational signs

Locations

- Help from County GIS gave us the sign locations
- OWENA volunteers created the Google Maps



PARTNERS

As an **all volunteer** organization, partnerships are **important** to any project or program OWENA wants to do.

After initial concept design, OWENA partnered with **Tribune Showprint** owner, **Kim Miller** to help finalize designs of the signs, especially the placemaking signs. **Local artist!**

OWENA reached out to **local agencies** involved in the focus areas for their input, corrections, and letter of support .

- **Muncie Community Schools**, **Addiction Coalition of Delaware County**, and the **Muncie Mission**.



PERMISSION

Wanted to use **existing** NO PARKING signs.

- **Less clutter**
- **Easier install**

Needed the City of Muncie's **permission** .

- **City Engineer reviewed Manual of Uniform Traffic Control Devices.**

Political roadblock :

- **City Leadership and Neighborhood Leadership didn't get along.**

Politically friendly neighbor as intermediary

- **Supported the project**
- **Understood the concepts**
- **Could approach civic leadership**

WHY IT WORKS

Low-cost, high-visibility

- ARPA grant paid for the signs
- Spread all around the neighborhood

Neighborhood-led

- Neighborhood volunteers installed all 64 signs.
 - Simple hand tools (wrenches and ladders) sufficed.

Builds trust

- Willingness to help

Turns placemaking into service delivery

- Rolled out both categories of signs together



OUTCOME



Installed in **everyday places**

- 64 locations across the neighborhood

Scannable, simple

- QR codes work on **all smart devices** .

Meets neighbors where they are

- Best reaches **pedestrians**

OWENA consistently has received **positive feedback** regarding the signs, especially the placemaking.

- Very few complaints

The maps via QR codes have received over **1000 views!**

Replacements available & Expansions planned.



QUESTIONS / DISCUSSION

*WHAT **NEEDS** EXIST IN YOUR NEIGHBORHOOD?*

*WHAT **INFRASTRUCTURE** DO YOU ALREADY HAVE?*

*WHAT **MESSAGES** WOULD YOU POST?*

*WHAT **BARRIERS** WOULD YOU FACE?*

