

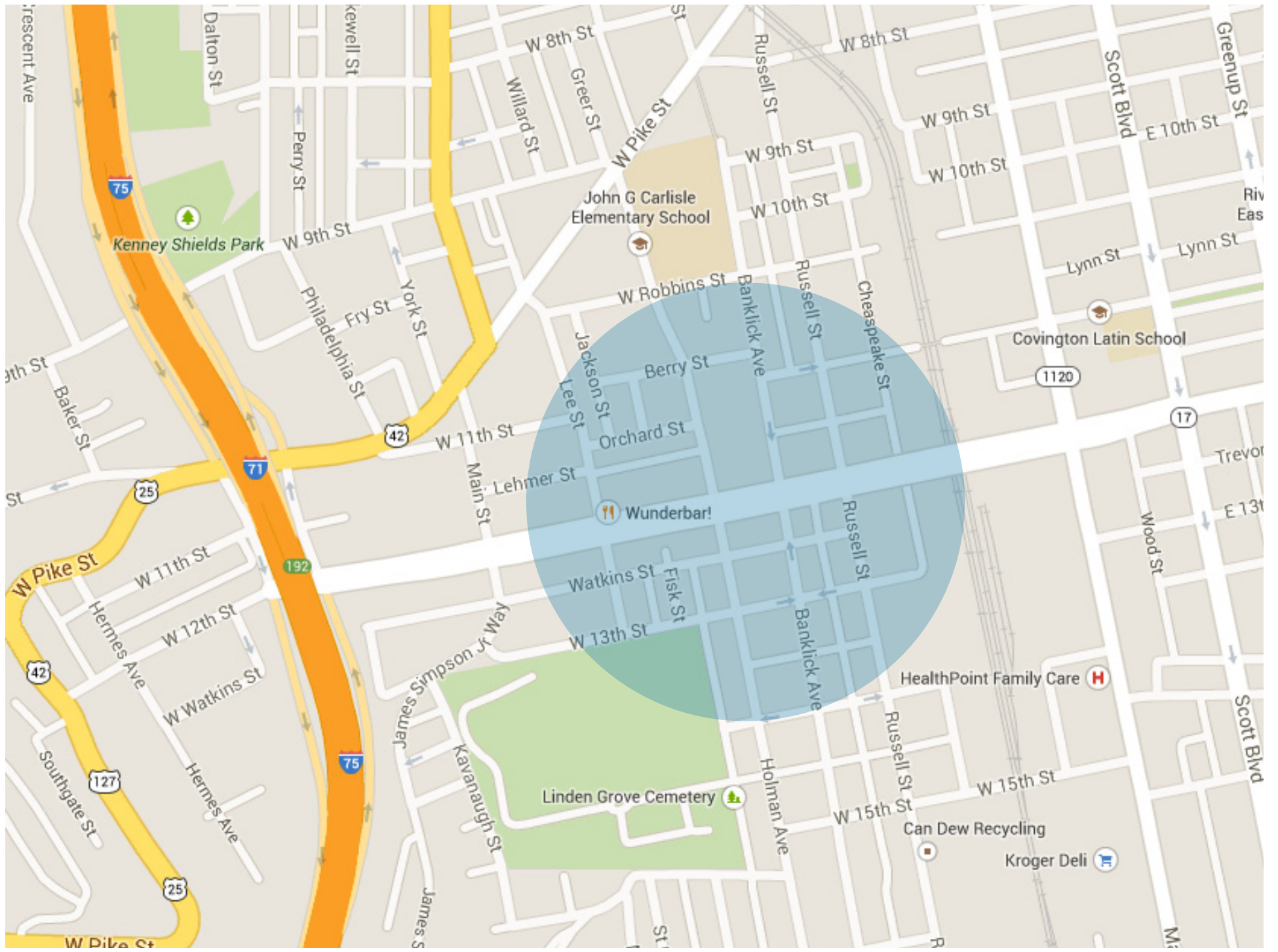
# THE COVINGTON CONNECTION

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# PROJECT BRIEF

**Challenge:** The widening of 12th Street west of the railroad has physically split the West Side of Covington and increased an existing sense of social divide.

**Intended Outcome:** To implement a solution that increases the social capital of the West Side through physically and/or socially decreasing the 12th Street divide.



Kenney Shields Park

John G Carlisle Elementary School

Covington Latin School

Wunderbar!

Linden Grove Cemetery

HealthPoint Family Care

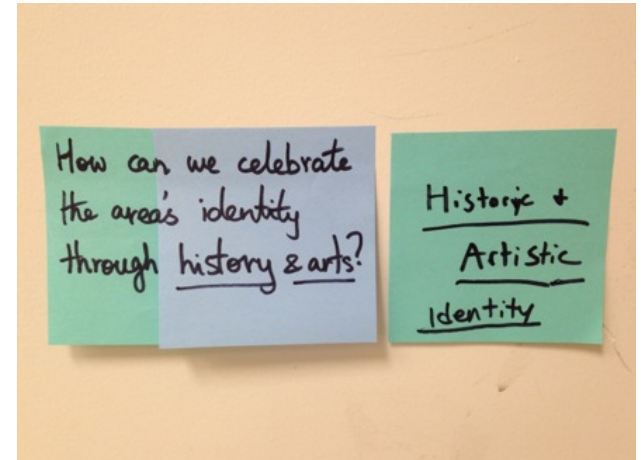
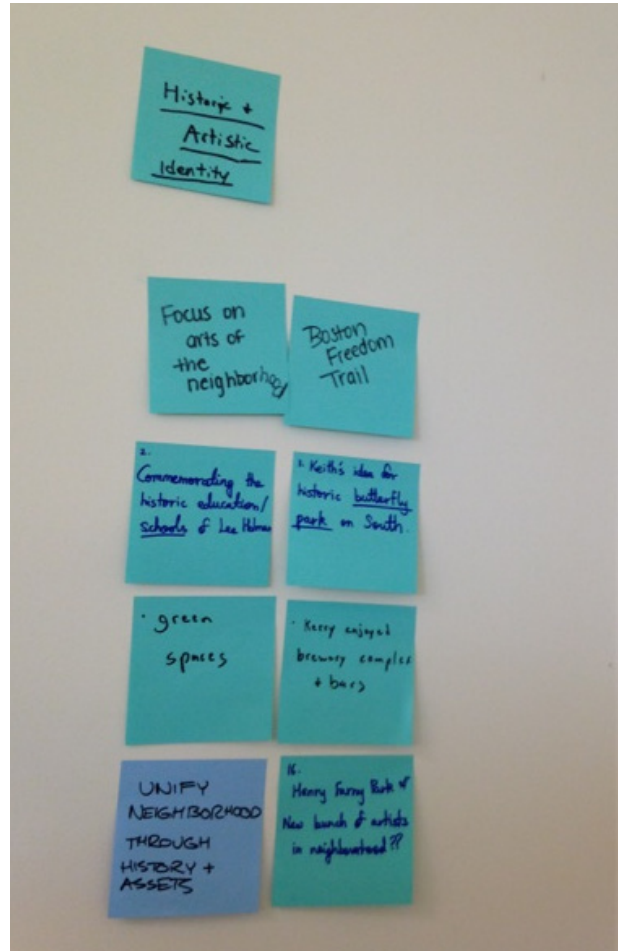
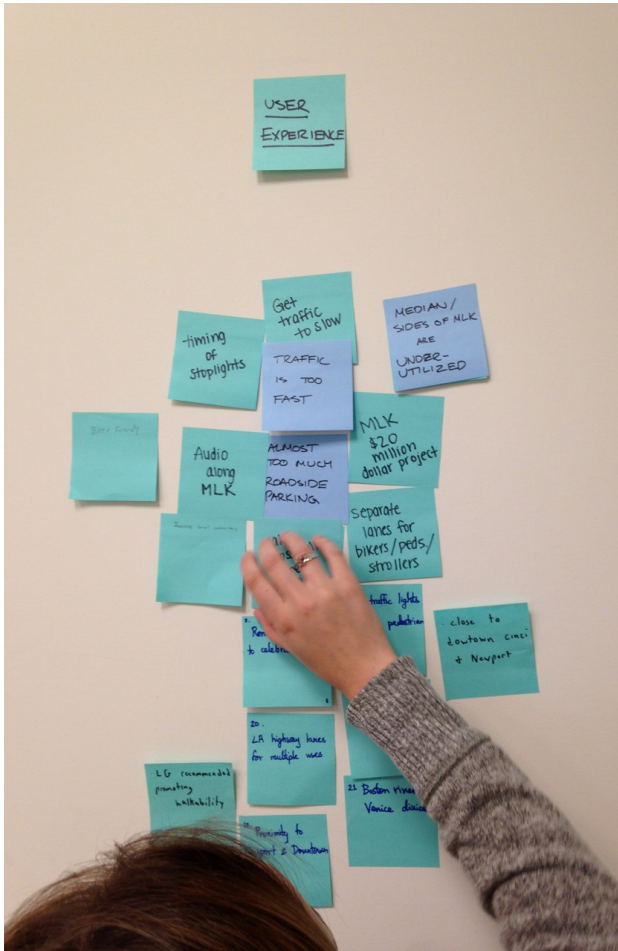
Can Dew Recycling

Kroger Deli

# KICKOFF LEE-HOLMAN VISIT



# IDEATION BLAST!



**1** Gathering + grouping all of our insights

**2** Posting up ideas within these groups

**3** Converting each group title to a question for more focused ideation

# PROTOTYPING

Interactive board mockups on either side of Jefferson Street near UC's campus (same width as 12th Street)



We received moderate feedback, mostly from UC students

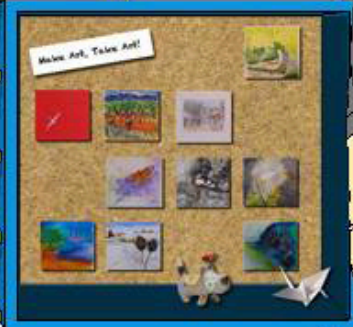
# THE COVINGTON CONNECTION

What can you do  
to change your  
community?



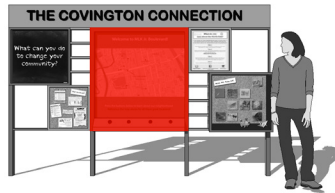
Welcome to MLK Jr. Boulevard!

Press the buttons below to learn about our neighborhood.  
Reference the map above for all these great locations!



## INTERACTIVE COMMUNITY BOARD

# 1. INTERACTIVE MAP!



Detailed representation of the neighborhood's most appealing assets via recorded voice panel

## Northern side buttons:

- Personal reflection of Southside community member
- Art Celebration
- Southside attractions (schools, parks, cemetery)
- Intercom

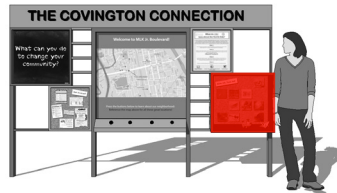
## Southern side buttons:

- Personal reflection of Northside community member
- Historic Celebration
- Northside attractions (eateries, bars, entertainment)
- Intercom





## 2. MAKE ART/TAKE ART + FREE LIBRARY!



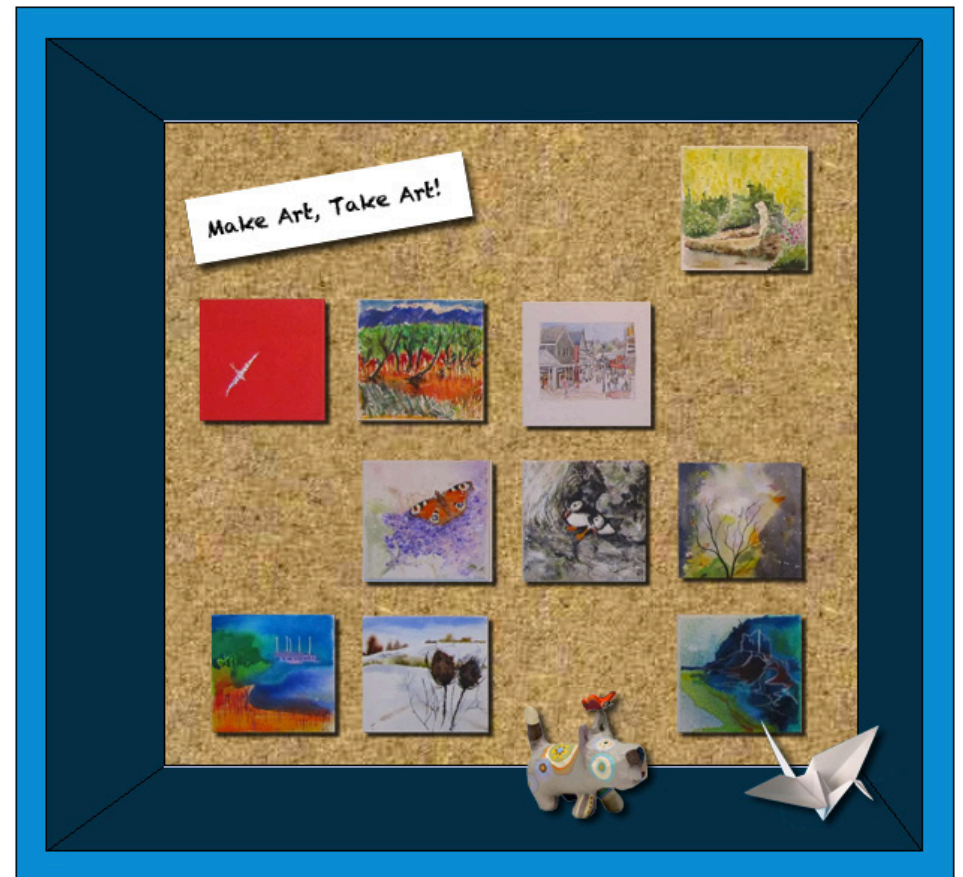
Community exchange of small art pieces and compact books

**Make art/take art panel on northern side:**

- Shadowbox design with corkboard back for pinning
- Children, adults, neighborhood artists can post their own pieces and take others

**Little free library on southern side:**

- Enclosed shelf of books for a 1-for-1 exchange
- Encourage books for all ages
- Ties in to existing free libraries nearby



# 3. SOCIAL MEDIA!



Users post pics of themselves to CGN social media sites enjoying favorite Westside spots

## Social media panel on northern side:

- Informs users to post pictures with favorite locations on the Southside using **#BestoftheSouth**

## Social media panel on southern side:

- Informs users to post pictures with favorite locations on the Northside using **#BestoftheNorth**



## What do YOU love about the North Side?

**\*\* The Center for Great Neighborhoods wants to know what \*\* your favorite spots are to eat, shop, sightsee and hang out to the North of 12<sup>th</sup> Street/Martin Luther King Boulevard!**

**\*Step 1\***  
Take a photo of yourself, a friend or family at a location you love on the North side of 12<sup>th</sup> Street / MLK Boulevard in Covington.

**\*Step 2\***  
Tweet or post your photo, with a one-sentence description of why you love this spot, to one of our social media sights below (be sure to tag us in the photo!) with the hash tag:

**#BestOfTheNorth**

**\*Step 3\***  
Check back daily to see if your post made the Picture of the Week. If it **did**, you're name will be entered into a drawing with the other weekly winners for that month, and the winner drawn will receive a

**\$50 cash prize**  
courtesy of the Center for Great Neighborhoods!

**\*Step 4\***  
Keep on submitting those photos! A new winner will be picked every month!

@cgncovington      Center for Great Neighborhoods of Covington      CGNcovington

# 4. COMMUNITY INVOLVEMENT!



Community bulletin for people to post ways of connecting with other members of the Westside

## Relevant examples:

- Upcoming events
- Skillshare opportunities
- Entertainment
- Community service opportunities
- classifieds



# 5. ASPIRATIONAL CHALKBOARD!



Residents respond to the presented questions and express their own opinions and neighborhood pride

**Suggested question on northern side:**

- "What do you want to see improve in your neighborhood?"

**Suggested question on southern side:**

- "What do you love about your neighborhood?"



# BRINGING IT FULL CIRCLE

**Challenge:** The widening of 12th Street west of the railroad has physically split the West Side of Covington and increased an existing sense of social divide.

**Intended Outcome:** To implement a solution that increases the social capital of the West Side through physically and/or socially decreasing the 12th Street divide.

**Why this Solution Works:** The Covington Connection generates foot traffic across 12th Street in addition to providing a means of interaction amongst community members, all with a bit of fun!

# ESTIMATED COST

**Overall structural/misc.:** \$400

**Interactive map + Control panel:** \$165 - \$200

**Make art/take art + Free library:** \$200 - \$400

**Social media panel:** \$120

**Involvement board:** \$35 - \$40

**Chalkboard:** \$20 - \$25

(specific cost breakdowns included on flash drive copy of presentation)

# IMPLEMENTATION PLAN

- **Decide on location:**

We believe the best placement of the boards is directly across from each other on either side of 12th St. between Lee St. and Holman St.

- **Assess material cost:**

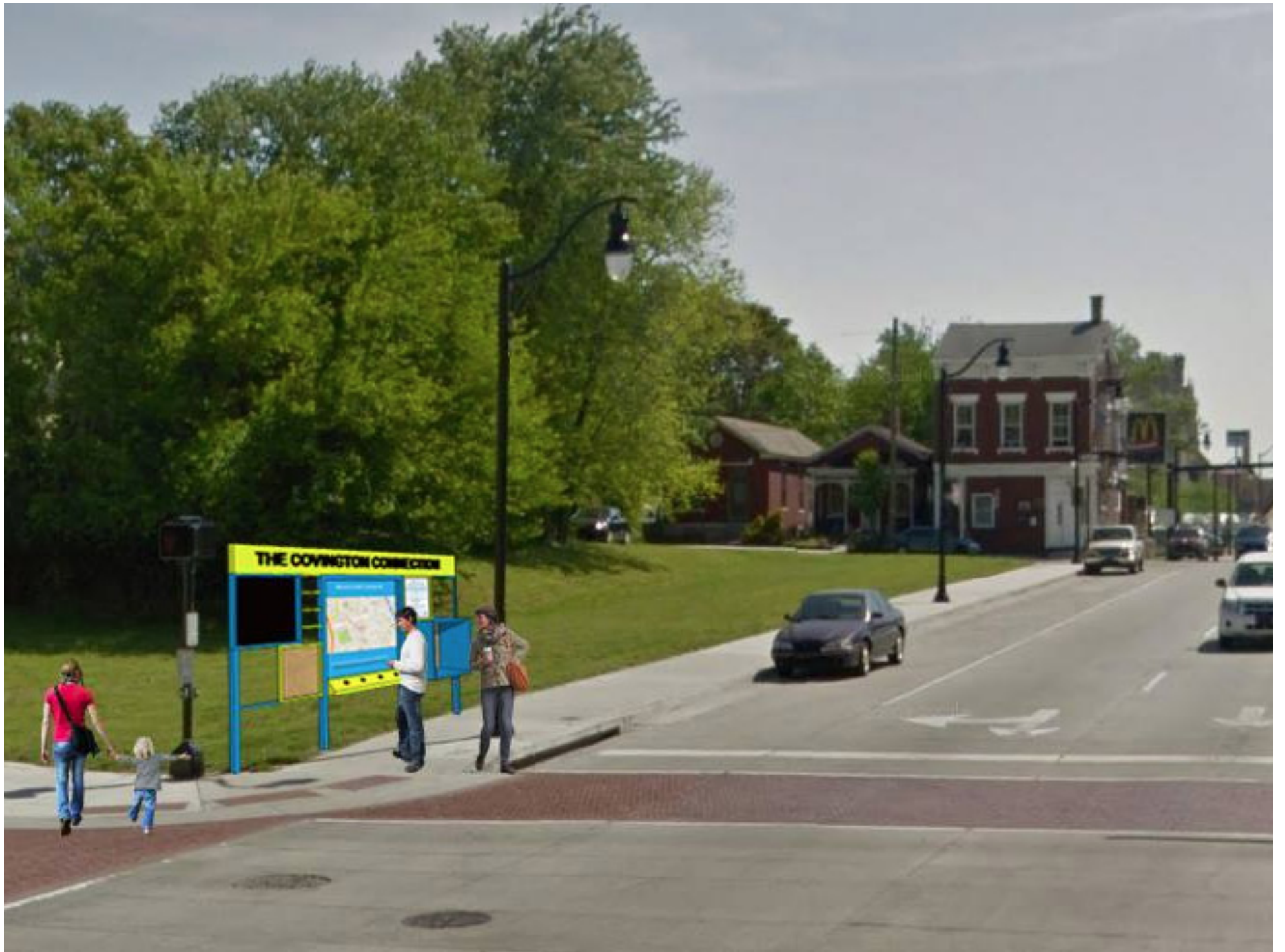
Estimates are rough; a more detailed cost analysis is recommended before construction.

- **Market boards to community:**

Generating awareness of the advantages of these boards is key to their success. It will be easier for people to understand our intent through strategic marketing.

- **Continual evaluation:**

To ensure the boards are being used to their greatest potential it is important to gauge interaction and adjust any aspects if necessary.





**THANK YOU!!!**