

TOOLBOX

SIDEWALK SAFETY MESSAGE

STENCILING CAMPAIGN



First Edition
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HOW IT WORKS

A Stenciling Campaign runs throughout the spring, summer and fall. Stencils with bicycle and pedestrian safety messages are painted on sidewalks with temporary spray chalk.

There are two sets of images--large ones with text, and smaller ones without text. The small stencils are designed to be placed most frequently, and as they have no associated text, their purpose is to make people curious. When people come across the larger version of the image, with text, the mystery will be solved. The fact that we include unexplained versions of the images will cause people to think harder about the images, and then remember them more easily.

You will most likely need to get permission from your area's public works department (or its equivalent), before starting the project. You will also need to purchase supplies and identify a group of volunteers to deploy the stencils.



Volunteers getting ready to put down a stencil on the sidewalk

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THINGS YOU NEED

Event Materials:

- Stencils
- Spray Chalk
- Wheeled hand truck dolly for transporting the stencils and chalk
- Business cards (to hand to people who have questions about the project)
- Cardboard to protect from stencil overspray
- Round paper plate to protect areas of stencil image that will be another color.
- Wet Wipes for cleaning hands (optional)
- Garbage bags (for empty spray cans and used wet wipes--optional)

Pre-Event Set Up Materials:

- Portfolio for organizing stencils and keeping them safe/ avoiding chalk stains
 - Large pieces of cardboard or coroplast (for portfolio stencils)
 - Duct tape (for making stencil holders)
 - Clear page protectors (for stencil holders)

Vendors:

- SB Signs (www.sbsigns.net): stencils
- ToolUp (www.toolup.com): spray chalk
- Amazon (www.amazon.com): wheeled hand truck dolly (recommended—Vergo Industrial S300S Folding Hand Truck Dolly)

MAXIMIZING IMPACT

Make sure that the sidewalks are dry. Spray chalk does not work well on wet surfaces .

There are two sizes of images. The purpose of the small size is to generate curiosity and mystery. The larger size solves the mystery, as it is meant to be paired with the text. The smaller size should be stenciled more frequently than the large size.

The spray chalk should be applied in a thin layer. Keep the spray can about a foot from the stencil to accomplish this, and try to cover the whole stencil in one pass. More than one layer leads to blurry and drippy images.

Make portfolios for the stencils—they keep your volunteers clean, and provide a useful surface for the visual guide. (See page 10 for a tutorial on making portfolios)

Bring business cards to hand to anyone who has questions or concerns about what you are doing. This will happen.

Split volunteers into two groups, with pairs in charge of specific stencils, and send them in different directions.

Bring cardboard for a “shield” for overspray. (See page 8 for an example of overspray)

Bring paper plates to cover parts of stencil that should be a different color. (See page 9 for an example) This is a messy activity. Make sure you and your volunteers wear clothes that can get dirty.



Post-stenciling “messy” photo

VOLUNTEER COMMUNICATIONS

**Note: Customize in the areas with capitalized text*

Recruitment text:

Stencil the City!

Maybe you're walking down the sidewalk, texting a friend. You're about to step out onto the street, and right below your feet you see something unexpected..."Stop Texting and Look Up!" Or maybe you're flying down the hill on your bike to do some shopping downtown. You're about to cross an intersection, and there's another one... "Bikes Stop Too." It's on-the-street guerrilla messaging! With a lot of help from a whole lot of volunteers, we're giving [TOWN NAME] a nudge about safe streets. Help us tag the street (legally!), and be a part of this cool project! Interested? Of course you are! Contact us : [CONTACT INFORMATION HERE]

VOLUNTEER COMMUNICATIONS

**Note: Customize the e-mail in the areas with capitalized text*

Confirmation e-mail:

Thank you for volunteer to help out with the Safe Streets stenciling campaign. The stenciling project will be [DATE, TIME],

To be comfortable:

Wear sunscreen, comfortable clothes, comfortable shoes, and bring water.

You will get chalk on your clothing and shoes, so wear clothes and footwear that you are comfortable with getting dirty. The chalk does wash out of most clothing, but may stain.

Logistics of the day:

When you arrive, we'll have a safe place for you to put your backpacks, jackets and other gear. We'll start with a quick introduction and a training on how to use the stencils. Then, we'll split into groups of 3 or 4, and head out to different parts of the community to begin stenciling.

Thank you again for your help! We'll be sending a reminder e-mail closer to the date.

PUBLIC WORKS COMMUNICATIONS

**Note: Customize the e-mail in the areas with capitalized text*

Introduction Text:

We have an important pedestrian and bicycle safety initiative that we would like to implement in [CITY]. This initiative will provide people with engaging reminders on safe behavior on our roadways and sidewalks. This initiative has been used in Burlington, and has generated a lot of interest and buzz.

Attached, please find the final designs for the walk-bike stencils. Our plan is to use spray chalk (spray chalk washes away after a few rainstorms) to stencil the large images with the corresponding text in selected locations, and stencil the small images without text in many more locations. The idea is that people will see the slightly cryptic small images, wonder what they are, and then start looking for them -- so when they see the large ones with text, they notice them.

We would like to focus our stenciling first in the following [INSERT NUMBER]areas: [INSERT AREAS] To reiterate: we will exclusively use spray chalk, so none of the stencils will be permanent. To learn more about the spray chalk, please go to this link: <http://aervoe.com/techdata/1214pds.pdf>. We are also happy to meet with you and let you see how the spray chalk works.

Do we have your go-ahead to do this? Let us know if you have any restrictions that you would like us to be aware of before we start.

Thank you for helping support our safe streets initiative!

PROPER STENCILING TECHNIQUE

Note the placement of the cardboard around the section that is being sprayed: "Be Bright at Night." This prevents overspray and keeps the edge of the image looking sharp and clean. Spraying from a distance will keep the chalk from running. A light coat is significantly better than a heavy coat.



Example of good use of shields to prevent overspray

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EXAMPLES OF OVERSPRAY

Placing cardboard around the edge of a stencil while spraying will address overspray issues



You can see the tell-tale speckles of overspray in the red circles in this photo. Placing cardboard around the edge of the stencil will help ameliorate this issue.

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HOW SHIELDS WORK

Placing plates and cardboard over the main section of the stencil will protect it from overspray from the secondary colors.



In this photo, cardboard and a plate was placed over adjacent areas of the stencil to avoid the yellow and red chalk spraying onto the white section. You can see that the head was not covered, and now has some specks of yellow.

HOW TO MAKE PORTFOLIOS

Materials:

- Sheets of -cardboard or coroplast, carefully measured and cut to be about 6" wider than the width of the largest stencil. The height of the sheet can be the same or taller than the height of the largest stencil.
- Duct tape
- Print out of the Visual Guide
- Sheet protectors

Make several portfolios and put a couple of sets of stencils in each. Try to make stencil sets that match messages or colors, for ease of set up.

You can use cardboard to make these portfolios, but it gets wet easily. For a more durable option, look for coroplast (corrugated plastic, like you see in yard signs).

1. Take two carefully measured and cut sheets of cardboard/coroplast, and line them up with each other.
2. Use the duct tape to close three of the four sides of the portfolios
3. Decide which stencils will go into the portfolio
4. Pull out the relevant Visual Guide pages for the stencils
5. Slide each selected Visual Guide page into its own sheet protector
6. Tape sheet protectors to the portfolio



You can see the sheet protector with the stencil's Visual Guide page taped to the portfolio with blue tape

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Our mission is to promote people-powered transportation and recreation for healthy and sustainable Vermont communities. Please visit our website at: www.localmotion.org or call us at: (802) 861-2700



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