

Public Input and Stakeholder Engagement

Members of the public and key stakeholders were involved in the planning process at key decision points throughout the project:

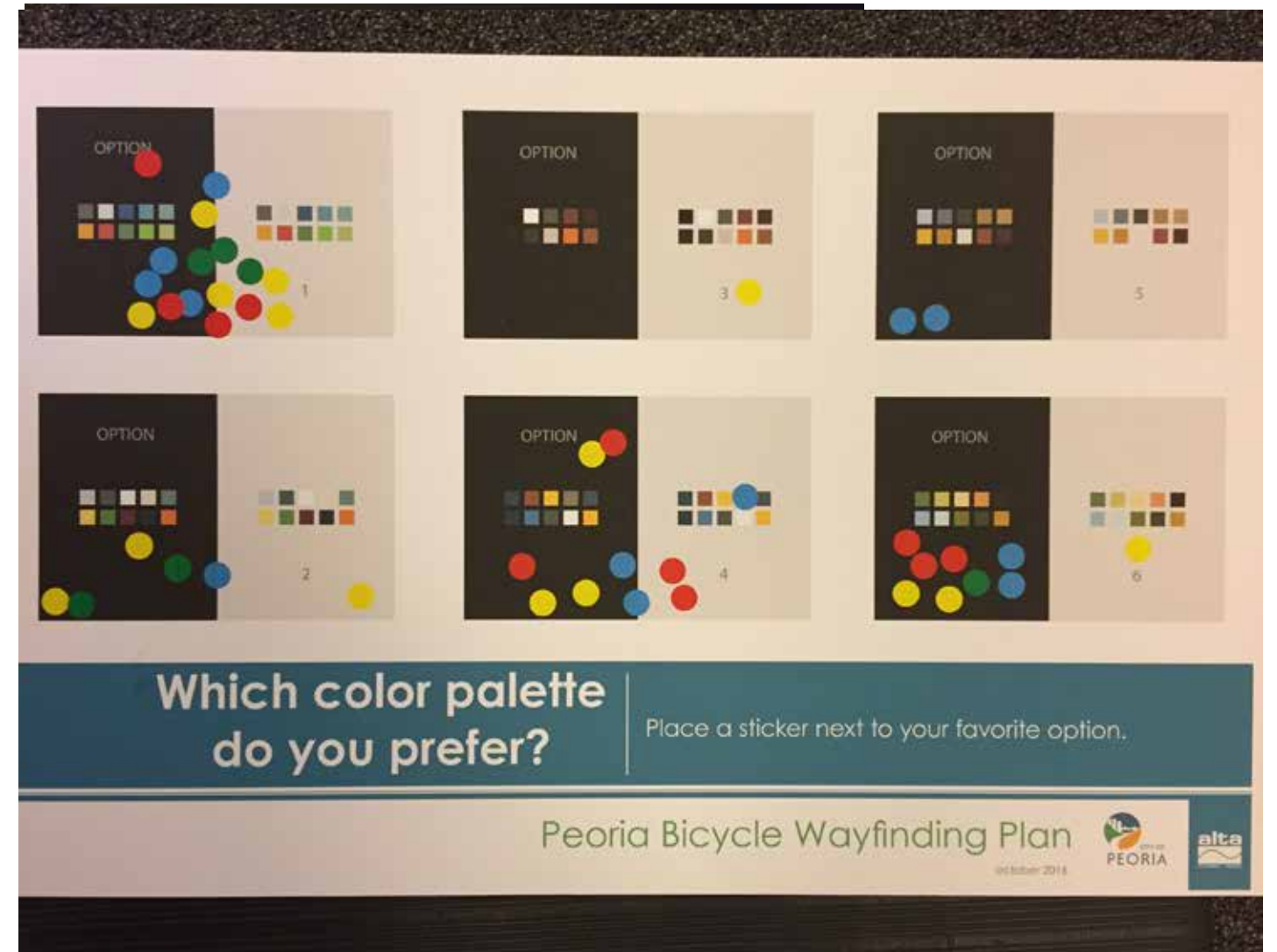
- **Project Kick-off:** Crucial decision makers formed a steering committee to discuss project goals and destination selection and prioritization. A visual preference survey (VPS) allowed members of the steering committee to discuss their ideas for how to express Peoria's unique history and contemporary culture through wayfinding. The kick-off meeting revisited crowd-sourced data from the 2016 Peoria Bike Plan's online mapping exercise. These popular destinations framed a discussion of which destinations to prioritize within the City's wayfinding system.
- **Creative Material Development:** The project team discussed the initiative with members of the public at Peoria's first CityFest, held within the Warehouse District. Members of the public provided comments about their preferred signage styles, left notes about their favorite aspects of Peoria, described their favorite bicycling and walking routes, gave input about possible signage color palettes, and shared other thoughts about the system.
- **Draft Creative Materials:** The steering committee met during Fall 2016 to review draft creative materials. The project team explained the inspiration for each concept and discussed potential material and color choices. Ultimately, the steering committee chose one preferred concept for refinement and eventual presentation to City Council.

Public Input: 2016 City Fest

City Fest provided the perfect venue for the project team to discuss their work with members of the public. The following boards represent feedback heard at the event.

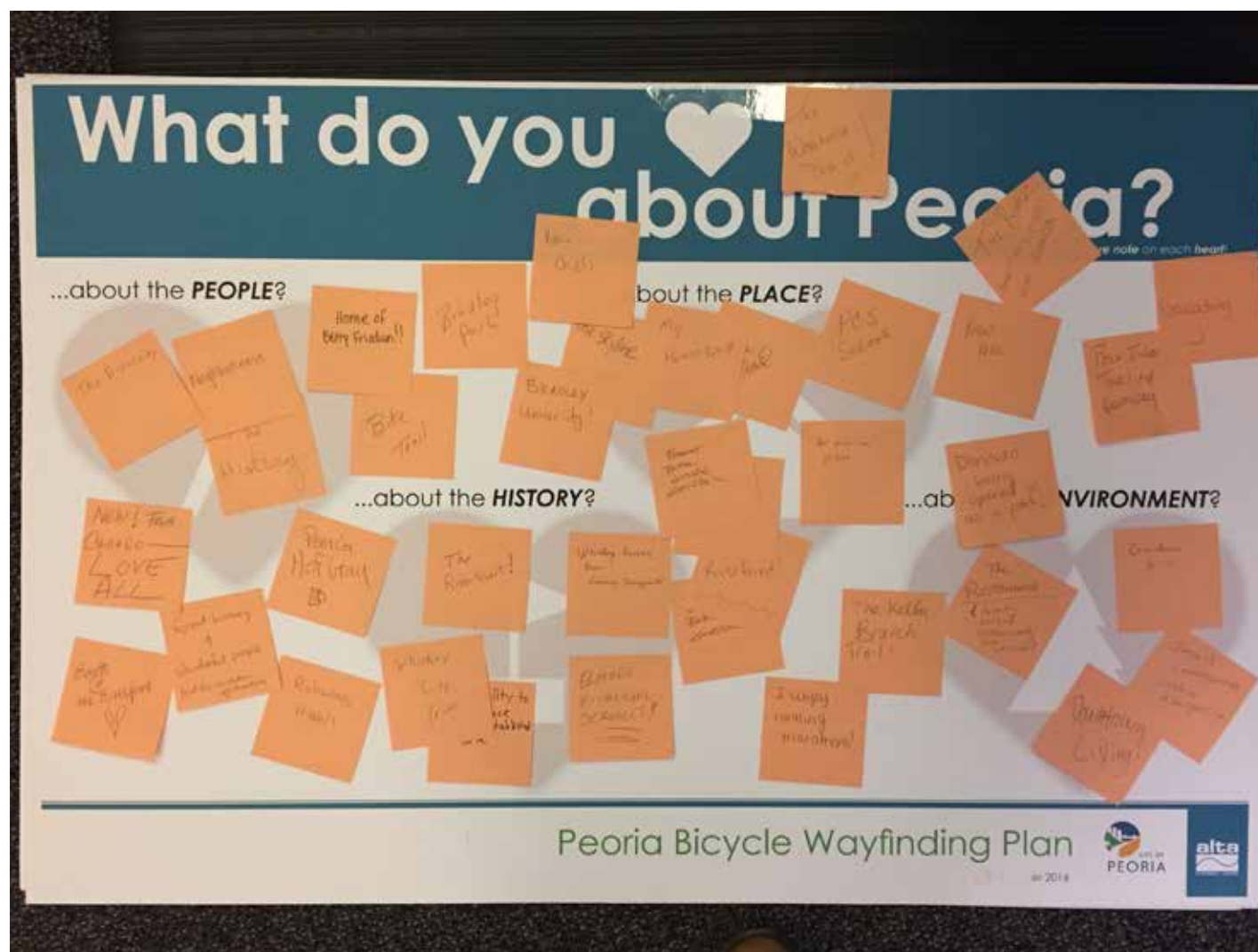


CityFest was held on October 22, 2016 to celebrate the renewed stretch of Adams Street between Pecan Street and Persimmon Street. The event marked the conclusion of the City's green infrastructure pilot project. The event will continue each year and will highlight other updated and improved sections of the city.



When asked about color palettes, participants gravitated to bright colors displayed on a dark background. Vibrant colors, including some similar to the City of Peoria logo colors, were preferred. The project's draft creative concepts use high contrast colors. Some concepts draw inspiration from industrial materials and others use colors from the City's logo.

Project staff asked CityFest attendees to select their three favorite sign styles. The four signs shown above represent the participants' top four choices. The project team reflected upon these signs' attributes when producing the draft signage concepts that were presented to the steering committee in fall 2016. These concepts use a similar mix of materials, utilize layering and texture, and feature high contrast colors.



Members of the public were asked to provide comments about aspects they love about the people, history, place, and environment in Peoria. Open spaces were frequently mentioned. The post-it notes showed a combination of pride in Peoria's past and delight in its modern amenities and vitality. The project team used this input as inspiration when developing concepts that paid homage to Peoria's history (i.e., industry, warehouses, and railroads), while using clean lines and modern color combinations.



Event participants left color coded lines and dots on the map above to represent bicycling and walking routes, destinations, and homes in Peoria. Green dots show homes and red dots show destinations. The resulting map displays clusters of destinations near downtown and Junction City. Yellow lines represent popular bicycling routes and blue lines represent popular walking routes. The project team used this map to check the list of destinations selected as those to which signs should guide people. When asked to provide input about where they bike and walk, residents frequently were very grateful for the City's existing low-street bicycle routes and the Rock Island Greenway. Residents also provided anecdotes about where they would like to someday walk or bike as the City's infrastructure develops.

