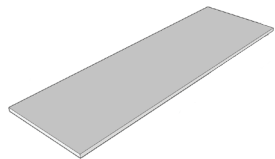


Chalk & Talk

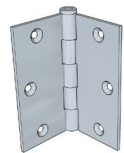
The 'Chalk and Talk' was developed at the **University of Kentucky's** College of Agriculture, Food and the Environment, the Department of Landscape Architecture and the Community and Economic Development Initiative of Kentucky (CEDIK) as a civic engagement tool. If you have any questions please contact Ryan Sandwick, Community Design Specialist at: Ryan.Sandwick@uky.edu

Here is how we do it. The 'Chalk and Talk' is more about the process than the product itself, allowing it to be customized as needed. The following design was built in a day for under \$175.

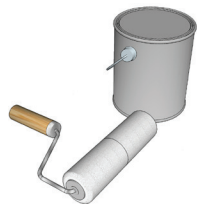
1 You'll need...



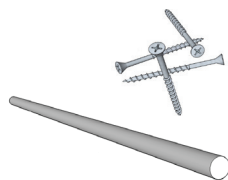
- (3) 2' w x 6' x 3/4" d sturdy, smooth wood boards. We used pre-cut edge glued panels designed to fit into the trunk of a mid-size car



- (4) hinges with screws. We used a medium, black hinge to match the black chalkboards



- (1 quart) gray primer
- (2 quarts) chalkboard paint
- Painting supplies (rollers, trays, etc.)



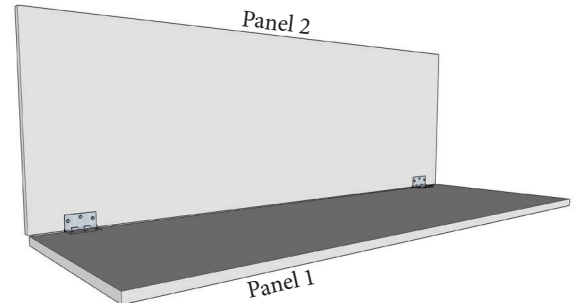
- (1) 1" diameter wood dowel
- (4) screws
- The dowel fills the gap between the panels and stabilizes the boards

2 Preparation = priming and painting

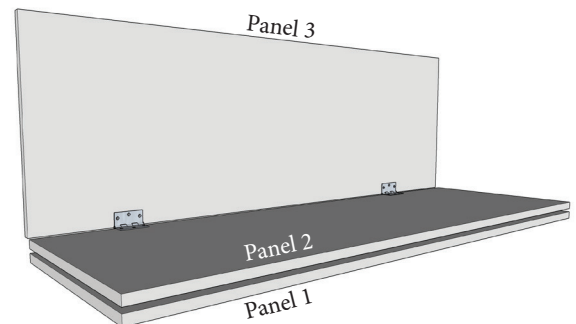
- Prime the wood panels according to the primer instructions
- Paint the chalkboards according to the paint instructions (at least 2 coats - one horizontally and a second vertically)
- Gently shade the entire face of the boards with the side of a chalk stick to prevent the first thing written on them from becoming permanently etched into it

3 Putting it together

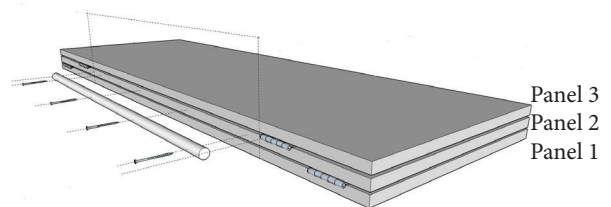
1. Attach hinges 6" in from edge of Panel 1
2. Make sure the edge of the boards are aligned before attaching hinge to Panel 2, otherwise it will not be stable when stood upright



3. Repeat with Panel 3 making sure all boards align on the bottom to ensure stability



Note: the hinges on Panel 2 must be offset from each other, otherwise panels won't open properly.

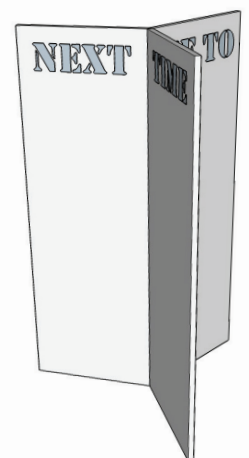


4. Size wood dowel to fit between the innermost hinges, and secure onto edge of Panel 2

4 Almost there!

Stand it up, fold the panels out to 120 degrees to make sure it is level and secure. Once it is all ready get an invitation to set it up at a local festival or fair. The prompt we have found most successful is "Next Time I Come to <city name>..."

See the reverse side for evaluation guidance.



Chalk & Talk

About

The 'Chalk and Talk' program seeks to engage people in a creative and accessible way about their feelings, thoughts and views on their city's downtown. In essence it is a way to informally gather and summarize the varying views and experiences of attendees of local festivals and events about the city while they are immersed in it. The intent is for this information to inspire dialogue and help inform the preliminary steps taken towards longer term design, planning and revitalization initiatives.

Process: A Quick Overview

1. Get permission from your partners to set up at a local fair, festival or other regional event
2. Have 1 or 2 facilitators there to engage participants and embrace the 'talk' portion as necessary
3. Depending on the design of your board it is also recommended to have facilitators there to make sure you are getting the information that you are seeking and that the chalk panels are safe and secure
4. Transcribe each of the comments and organize them by similarities to identify emerging themes. Guides on how to do this are in following sections
5. Prepare a straightforward 1- 2 page summary document to highlight your findings and process
6. Present your findings to your key partners and provide a copy of the summary document. Work with them to identify next steps based on the findings

The Day Of: A Deeper Dive

1. Find a prime, flat location to set up at the event
2. Determine which prompt to use based on what results you are trying to achieve. Our prompt, *Next Time I Come to <City Name>...* was a result of our work in rural downtown revitalization where we are seeking to bring people back downtown
3. Once you have determined your prompt, write it on top of each panel, spread across them all
4. People are often reluctant to be the first to write on a panel, so it can be helpful to have partners or the event organizers write a couple of comments first to show people what to do
5. As the boards fill up make sure to document each comment with photos before erasing it. Remove the least helpful and leave the strongest responses there

6. Keep in mind the 'talk' is as valuable as the 'chalk' of what people write, which is often shorthand versions of what was discussed. This is helpful when evaluating the responses

Evaluation Process

1. Create a table with 3 columns, or as many columns as your Chalk and Talk has panels, with each labeled with the title of that panel. Our columns are labeled *Next Time, I Come To, <City Name>...* See images below
2. This is important as some people respond to what is written on that specific panel rather than the prompt as a whole. For example, participants have written under *<City Name>* "is the best place to live" or *I Come To* "dance in the street!"
3. Place each transcribed comment into the column from the board it was written on
4. Once each comment is placed, look at relationships between them and color code entries based on easily identified similarities. There are typically 4-5 themes.
5. After each comment is given a color, arrange them in a new table according to their similarities and colors
6. This highlights your emerging themes. Each color coded table has an emerging theme that you will then label based on what their common similarity is, such as *Downtown Amenities* or *Community Pride*
7. Summarize these themes into a paragraph which will give you a snapshot of what they mean

Images illustrating the color coding process

The following table includes each of the 3 boards and everything that was written on them.

"NEXT TIME" Panel:	"I COME TO" Panel:	"MANCHESTER..." Panel:
Jesus is Awesome I'll love and ATM and Photos Potties Photos with Santa (Pictures and ideas on Main St.) Ice Bible Santa's wish here Play Day Seating A Heart Needs a KFC Photos are great! Real ice rink Art Gallery Homeless Shelter More many Bigger Gym	People Watch Sing Good Food and Music Coffee Shop Love Studio C It's my Birthday SCSD Ice Cream Shop Have Fun (s2) with smiley Coke Run Heart Music Shop Hot cocoa The bank Talk with friends Homeless Shelter We heart Santa Walkable Downtown Foodie Destination Play More care for others	Hi! What's your name? Fun Atmosphere Rudolph 2-2-2018, 2-2-4 Smiley face Jesus Love you Sigh/sobs Art Gallery Needs more food Heart Fun with friends Friend/est God Loving Town History Enjoy good food at Paris Family and History Needs a movie theater Great idea Fun Music Fest/ve 2D-sunder club Ice Skating rink Murals Ice Cream Shop Listen to a long song Homeless Shelter

The following table represents all of the comments written on the board categorized into the emerging themes from the day.

Downtown Retail	Downtown Amenities
<ul style="list-style-type: none"> Needs a KFC Real ice rink Bigger Gym Good Food and Music Coffee Shop Ice Cream Shop Color Run Music Shop Hot cocoa The bank Sephora (Sephora!) Needs more food! Needs a movie theater Great idea Fun 	<ul style="list-style-type: none"> Ice love and ATM and Photos Potties Photos with Santa (Pictures available on Main St.) Seating Homeless Shelter More parks More many Homeless Shelter Walkable Downtown Foodie Destination Play Needs a better park Homeless Shelter
Community Pride	Youth engagement and names (bestest art)
<ul style="list-style-type: none"> Jesus is Awesome A Heart People Watch Fun I love Studio C Have Fun (s2) with smiley Heart Listen Talk with friends More care for others Fun Atmosphere Smiley face Jesus Love you Friend/est God Loving Town History Enjoy good food at Paris 	<ul style="list-style-type: none"> Ice Bible Kindle see here Way Day Where are you? It's my Birthday SCSD We heart Santa Hi! What's your name? Rudolph 2-2-2018, 2-2-4 Heels Photo here Catpaw

In Summary

The 'Chalk and Talk' was developed as a fun and interactive engagement tool to initiate conversations focused on what residents and visitors would like to see or experience in their community. Our goal at CEDIK is for the 'Chalk and Talk' to act as a preliminary program, an evolving early first step toward incremental change and progress working toward long term goals.