

Telling the AST Story Coaching Session

5 June 2020

Q&A (from Chat Box)

Questions for Thunder Bay

Question: Laura Zeglen: Great work Caroline and April. I love this work, but thinking this feels like a lot of work to create these visual materials. What are the plans to make sure they get used to their full potential over the long term?

Answer: aprilhadley: One other way we were planning to use the videos and pictures is in presenting to City Council.

Question: jgourley: Do you have any suggestions to help with photo permissions?

Answer: Caroline Cox: @jgourley With photo permissions, we are pretty lucky. Both boards allow us to be covered by their internal board photo permission form that parents have already signed. For our local Catholic board, they have to release the video/image first and then we share it as a partner. The public board is more relaxed and will let us release videos/images ourselves.

Question: Louise Clunas: Caroline, I see you tightening one of the wayfinding signs - did you need to install them yourselves? or was this just for a photo op? or did Thunder Bay Traffic Ops install them?

Answer: aprilhadley: Louise, we did mostly install the signs ourselves, we did enlist some support from participating schools and their parents, and Thunder Bay Fire Rescue helped with installation at one school as well. :)

Answer: Caroline Cox: Adding to April's answer, installing the signs ourselves is not a decision that we would repeat. It was a lot of work!

Question: gormanc: Looks like the signs are mounted at student eye level. Does this pose a challenge with regards to winter maintenance (do they get covered/damaged by snowbanks)?

Answer: Caroline Cox: Crystal, yes, the signs are at eye level. One sign was defeated by a snowplow but there was no other damage.

And Crystal, we had no issues with the signs getting buried in snowbanks.

Question: Wallace: Approximately how much of your overall project budget went towards the services of the professional videographer/photographer?

Answer: aprilhadley: In relation to Wallace's question about the percentage of our budget allocated to this, it's approximately 6%.

Question for Fenella Hood

Question: Louise Clunas: Fenella, would you please refresh me as to what the 4 C's stood for? thx!

Answer: Fenella Hood: 4 C's: Character, Context, Content, Creation :)