Visual Communication for Public Presentations

Jessie Maran | HHPR

What is Visual Communication?


Like to
Write?
Yes
No

Focused

Intuitive

Visual Communication

Concise

Visual Communication for Public Presentations

Jessie Maran | HHPR

Visual Communication for Public Presentations

Presented by
Jessie Maran, HHPR

Public Communications Camp
sponsored by
Pacific Northwest Clean Water Association (PNCWA)
April 11, 2014

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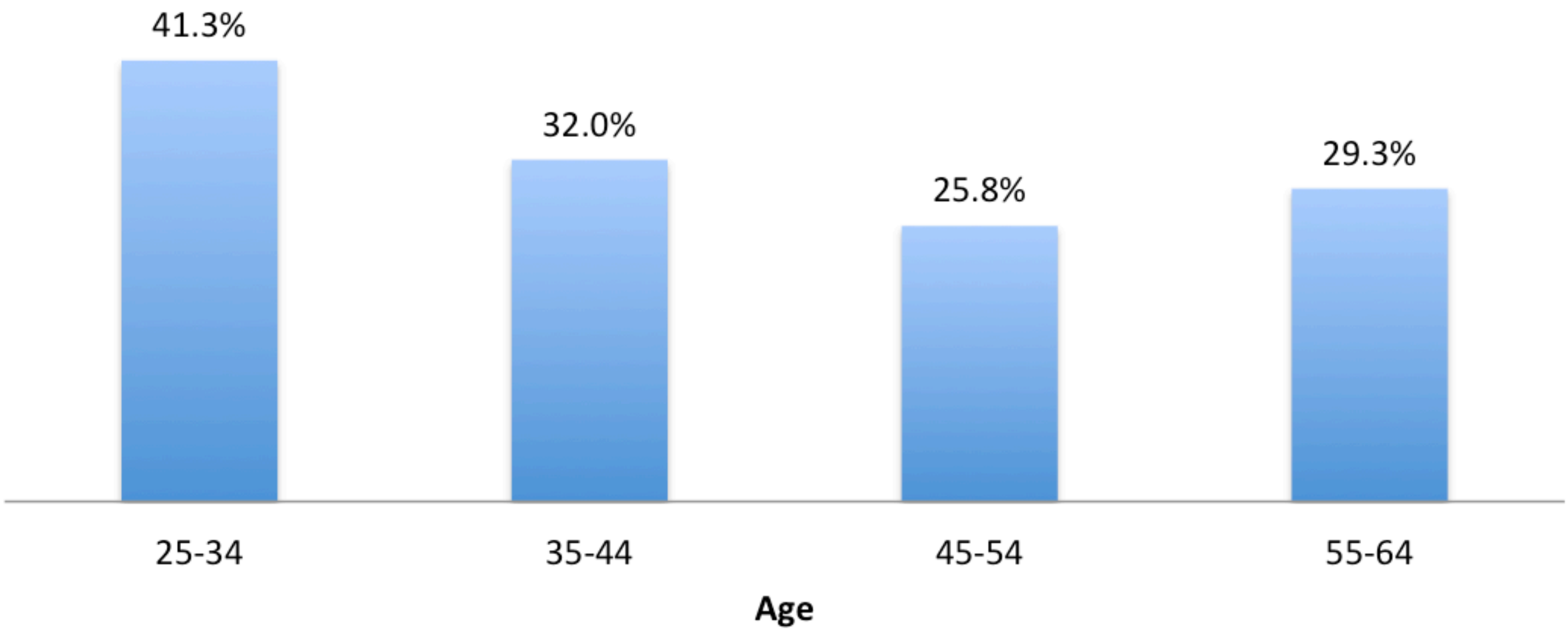
Percent of Americans who spend at least a year earning less than 150% of the poverty line, by age group

Mark Rank, Thomas Hirschl, and Kirk Foster, *Chasing the American Dream*, forthcoming



www.theatlanticcities.com 11-7-2013

Young Adults Are More Likely to be Broke

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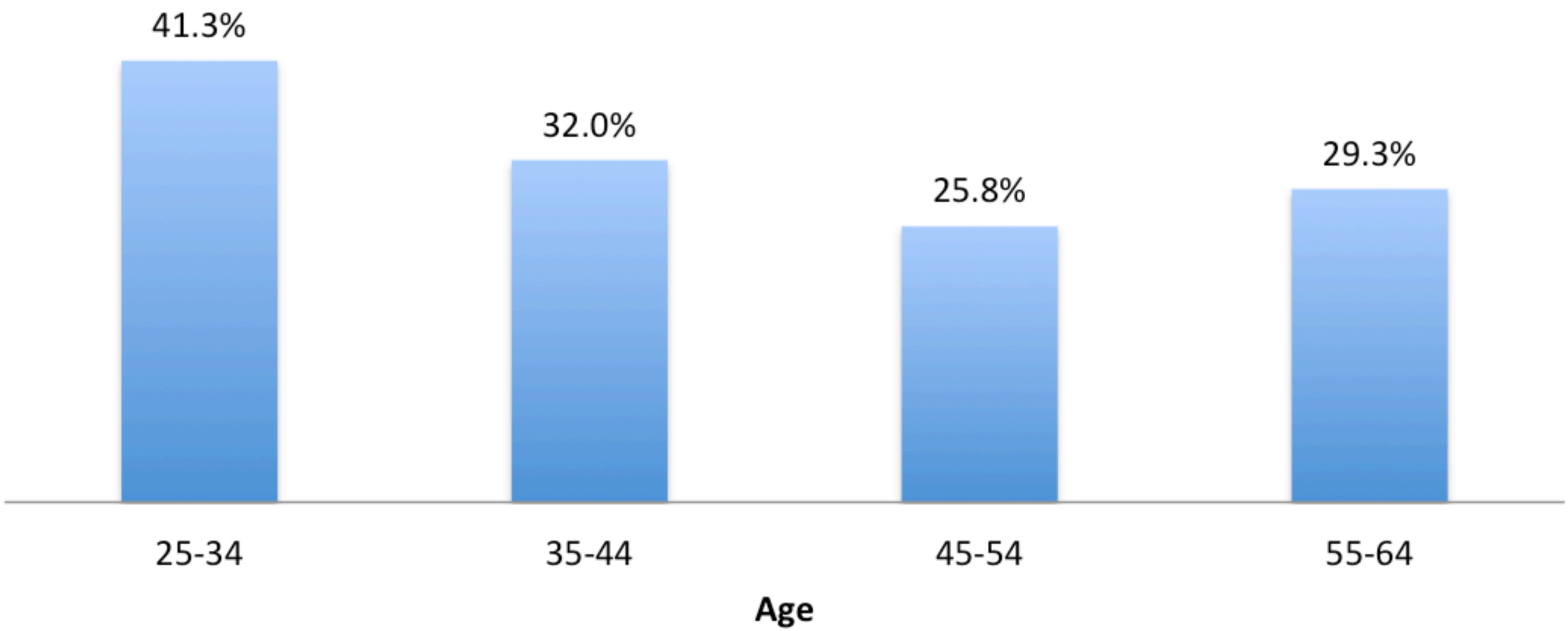

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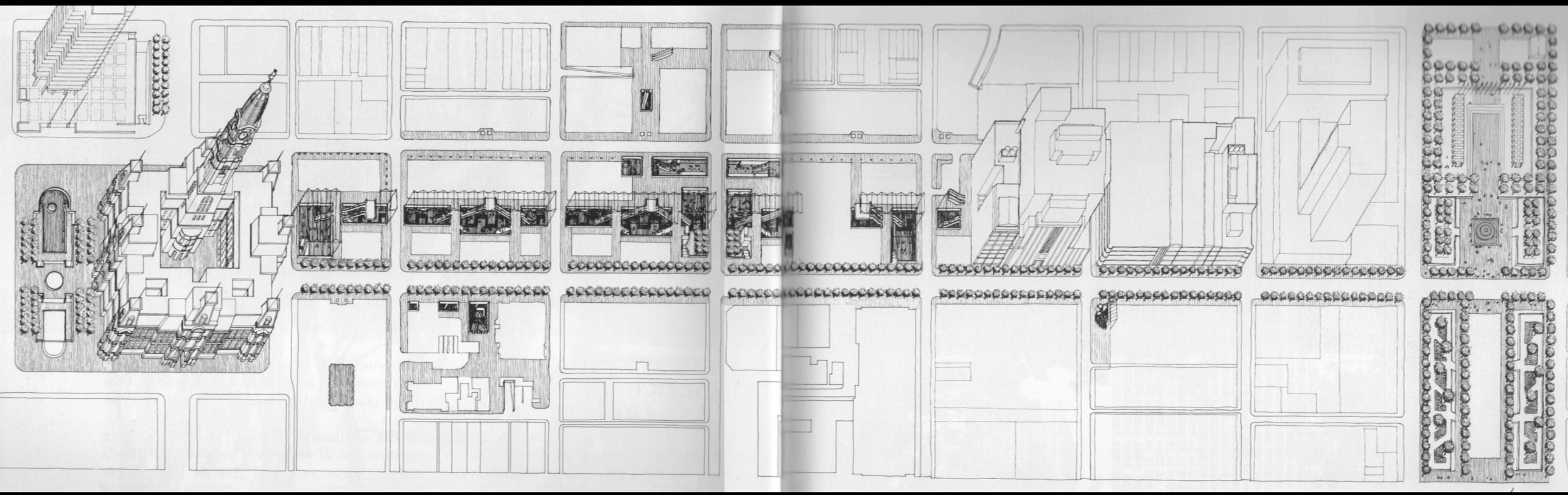
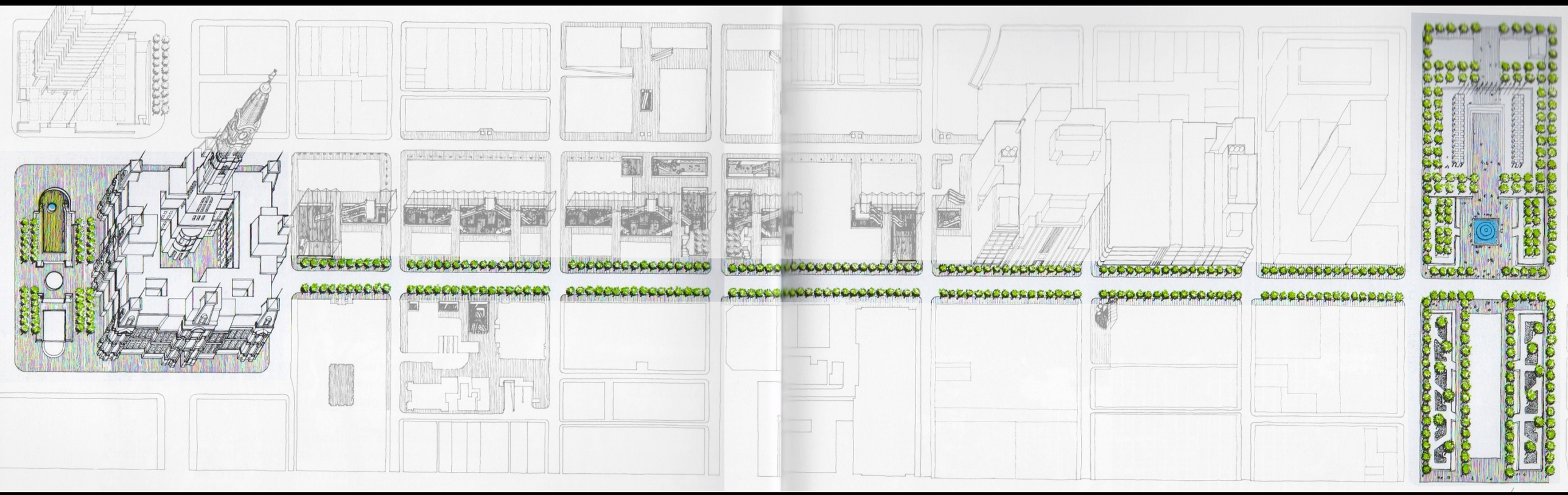


Image from *Design of Cities* by Edmund Bacon



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Focused

Intuitive

Visual Communication

Concise

DESIGN PRINCIPLES

Hierarchy

Consistency

Contrast

Context

Focused

Intuitive

Visual Communication

Concise

Hierarchy

Consistency

Contrast

Context

Focused

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Visual Communication

Concise

Establish a ***Hierarchy***

This is the first.

This is the second.

This is the third.

Establish a ***Hierarchy***

This is the first.

This is the second.

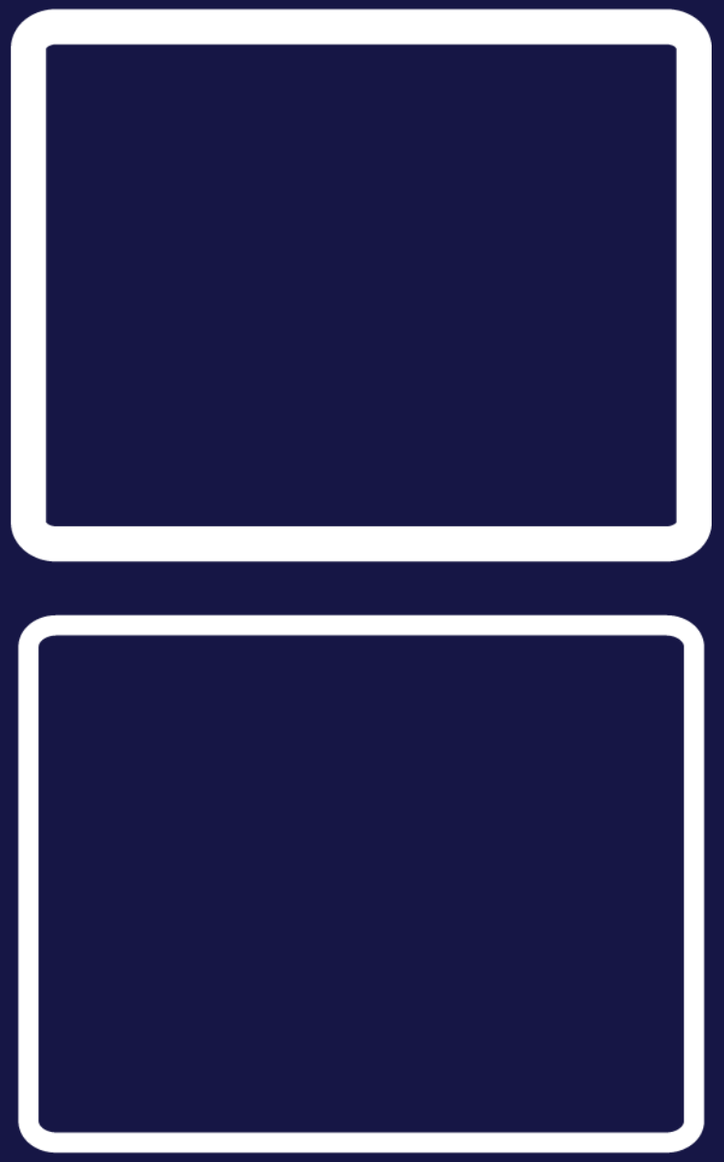
This is the third

Establish a ***Hierarchy***

This is the first.

This is the second.

This is the third.



Hierarchy

Consistency

Contrast

Context

Focused

Intuitive

Visual Communication

Concise

Maintain ***Consistency***

The Key to Consistency

Consistency is not found in sameness, but in the recognizable similarity of features.

– Anonymous

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Consistency is not found in sameness, but in the recognizable similarity of features.

– Anonymous

Hierarchy

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Context

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Intuitive

Visual Communication

Concise

Distinguish through ***Contrast***

Distinguish through ***Contrast***

Distinguish through ***Contrast***

Hierarchy

Consistency

Contrast

Context

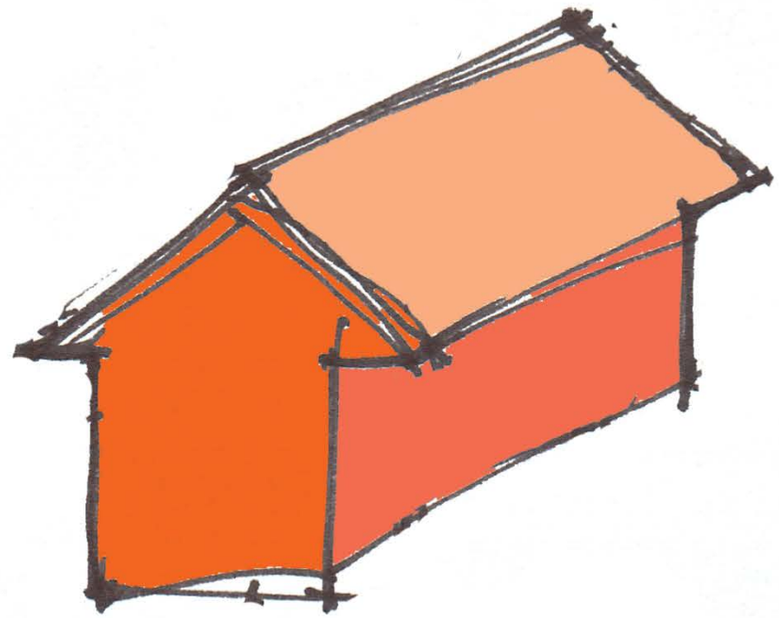
Focused

Intuitive

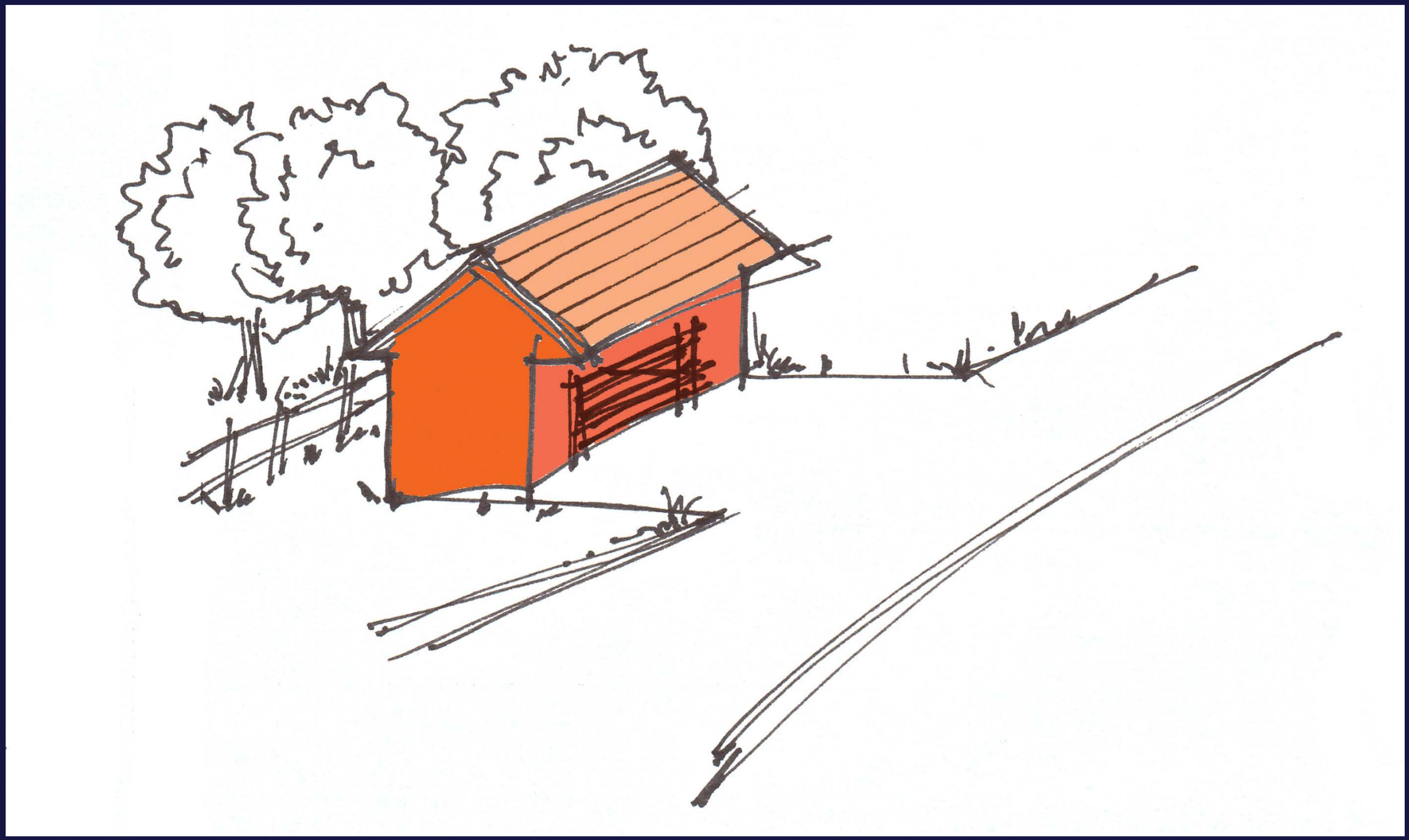
Visual Communication

Concise

Connect with ***Context***



Connect with ***Context***



Hierarchy

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Context

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CASE STUDIES

Collateral

Diagrams

Plans

Sections/Perspectives

Collateral

Diagrams

Plans

Sections/Perspectives

Mile Post 49.2 to Mile Post 57.45

U.S. 26 MT. HOOD HIGHWAY

Safety and Preservation Project

See inside for upcoming Open House information

About the Project

The Mt. Hood Highway (U.S. 26) i
one of the most beautiful drives i
Oregon taking travelers through
the Mt. Hood National Forest.
highway serves a great variety
users, including visitors enjoy
beauty of the wilderness, out
enthusiasts taking advantag
recreational activities offer
the many resorts, traveler
through to reach the Will
Valley to the east and the man
and commercial haulin
many safety concerns
along this beautiful r
crashes have occurr
prove fatal.
ODOT is working
of crashes while p
surrounding are
serves Oregonia

Construction could begin in early 2014

Construction and Travel Impacts

Construction on the project could begin in early 2014. This will be a multi-year project, and we are working to keep the construction timeline as short as possible. Construction will take place in the spring, summer and fall. However, the contractor may choose to work in the winter months as well. Information about the construction schedule and duration will be available this summer.

During construction, at least one travel lane will be open in each direction. However, rock blasting needed for the rockfall work will require temporary full highway closures and closures of nearby trails. More information about closures and travel impacts will also be provided in the summer of 2013. Highway closures will not take place during holiday weekends.

Improving Safety through Education

ODOT and law enforcement will embark on an education campaign to complement this project. The campaign is aimed to improve safety and reduce crashes by changing driving behaviors.

Other Projects Coming to Mt. Hood

New Electronic Message Signs and Cameras
Design work is just starting on a project to install additional cameras on U.S. 26. Travelers can view these cameras by visiting www.TripCheck.com to check the road conditions before heading up the mountain. While on the road, additional electronic message signs will give drivers important real-time information. More information about this project is expected later in 2013.

Mt. Hood Multimodal Transportation Plan
ODOT, in partnership with Mt. Hood National Forest, Clackamas County, Hood River County and FHWA Western Federal Lands Highway Division, is embarking on a project to explore additional highway safety measures and enhanced travel options to address Mt. Hood transportation needs.
For more information visit: www.oregon.gov/ODOT/HWY/REGION1/pages/MtHMTP.aspx

Oregon Highway 35
This summer, ODOT will repave OR 35 between Odell and Parkdale and install rumble-strips. Rumble-strips assist in preventing crashes by alerting drivers when they travel outside of their travel lane.

Open House

what
Join us for an open house to learn more about this project and direct your questions and comments to ODOT staff

when
Thursday, March 14, 2013
5:00 to 7:00 pm

where
Resort at the Mountain, Welches, OR
or come to our online open house anytime March 14 - April 7 at www.us26mthoodsafety.org

PROJECT OVERVIEW

PROJECT GOAL

Reduce Severe Crashes and Preserve U. S. 26

ELEMENTS

- Paving between Rhododendron and OR 35 Junction
- Cutting back the rock slope on the west end of the project for rock fall mitigation
- Highway widening to install the median barrier
- Installing a median barrier between the east- and westbound lanes for about a 2.3-mile stretch of U.S. 26 from east of Kiwanis Camp Road to east of Mirror Lake

CONSTRUCTION

SCHEDULE

Preliminary Plans	Currently under design
Final Plans	August 2013
Bid Award	December 2013
Construction Starts	Early 2014
Construction Ends*	2017

*Subject to change based upon weather and site conditions

During construction, travelers can expect:
- Short-term highway and trail closures due to controlled rock-blasting
- Highway lane closures and shifted travel lanes

More information will be available in Summer 2013. ODOT will also host another open house with information relating to construction before work begins.

REDUCING SEVERE CRASHES

PROBLEM

After implementing many of the solutions recommended in the audit for the stretch just east of Rhododendron, ODOT is now designing solutions to address the safety concerns from half a mile east of Kiwanis Camp Road, through the curves, to east of the Mirror Lake trailhead. Along this 2.8-mile stretch:

- 109 crashes occurred
- 31 were cross-over crashes
- 4 people died
- 88 people were injured

SOLUTIONS

A median barrier is proposed between the eastbound and westbound lanes in this section to prevent head-on crashes.

The current passing lanes end in curvy sections which are difficult for drivers. ODOT plans to extend the downhill passing lanes for a total of about 1,400 feet. This provides drivers with more room and time to form a single lane of traffic.

REDUCING ROCKFALL HAZARDS

PROBLEM

Rock falling from the slopes adjacent to U.S. 26 between Kiwanis Camp Road and Mirror Lake is hazardous to travelers.

Currently, several rock slopes are very close to the highway alignment. As rock falls from the slope, it typically lands in the highway and becomes a hazard to motorists. Several crashes and significant damage to vehicles have been recorded due to rock fall.

SOLUTION

Move the existing rock slope away from the roadway to:
- Create a more stable slope to reduce rock fall.
- Create a wider catchment area to retain rocks that may fall from the slope.

APPROACH

Crews will use controlled blasting to loosen and break up the rock. This work will be done in stages, starting from the top and working down.

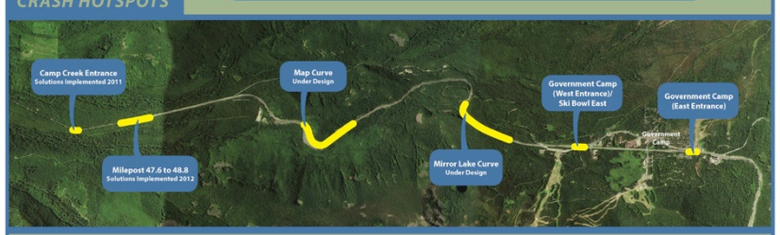
Workers will use equipment to excavate the blasted and loosened rock. Some of the rock removed from the slope will be used for asphalt, highway widening, and the retaining wall on this project. Other forms of rock and soil stabilization will also be used.

ROAD SAFETY AUDIT

An independent team of traffic safety, emergency response, and highway professionals performed a Road Safety Audit of U.S. 26 between Camp Creek and Government Camp. This audit identified the number and types of crashes that occurred in this seven-mile stretch and recommends various solutions to improve safety.

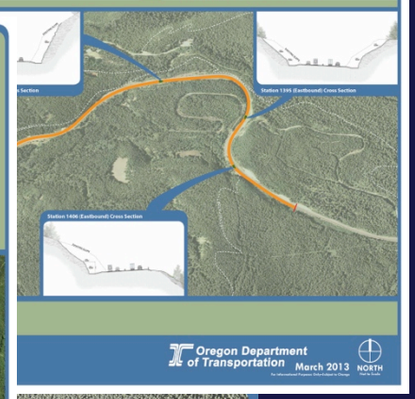
Along this seven-mile study area:
- 301 crashes occurred
- Four people died
- 243 people were injured
- 29 people were seriously injured

CRASH HOTSPOTS



Mile Post 49.2 to Mile Post 57.45
U.S. 26 MT. HOOD HIGHWAY

Oregon Department of Transportation March 2013 NORTH



Oregon Department of Transportation March 2013 NORTH

Mile Post 49.2 to Mile Post 57.45

U.S. 26 MT. HOOD HIGHWAY

Safety and Preservation Project

Proposed Work

Oregon Department of Transportation

June 2013
For Informational Purposes Only
Subject to Change

NORTH

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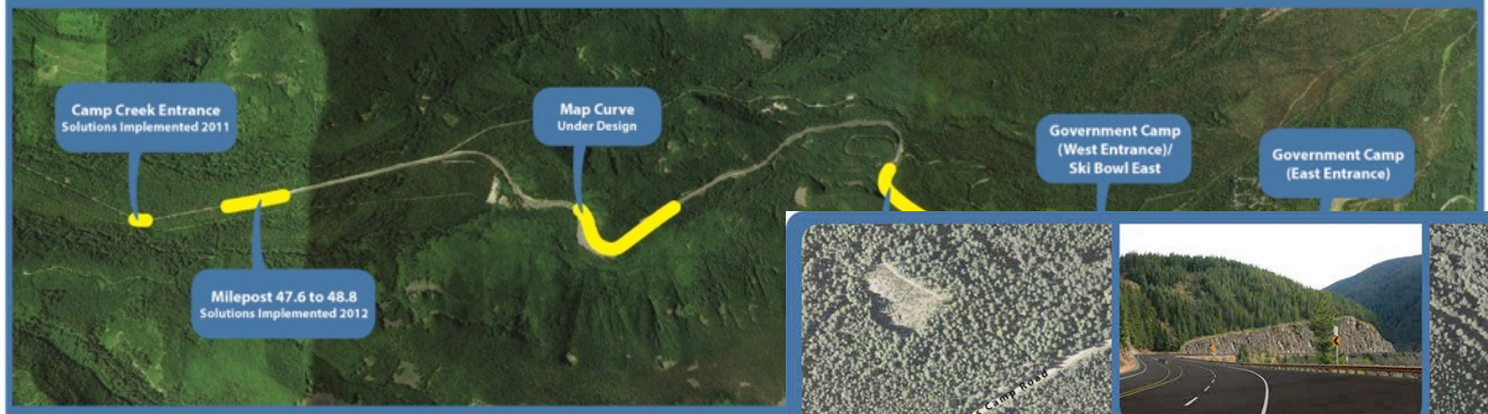

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U.S. 26 MT. HOOD HIGHWAY
Safety and Preservation Project

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Mile Post 49.2 to Mile Post 57.45

U.S. 26 MT. HOOD HIGHWAY

Safety and Preservation Project

Oregon Department of Transportation

March 2013

For Informational Purposes Only–Subject to Change

NORTH

Not to Scale

ODOT is looking to cut the rock slope back from the roa… …table rock slope

Proposed Project Elements

Reducing Rockfall Hazards

Rocks fall onto U.S. 26 on Mt. Hood east of Rhododendron near the run-away truck ramp. The rocks are hazardous to travelers if they impact or need to weave around the fallen rocks in the road. ODOT maintenance crews regularly clear the roadway of rocks.

ODOT plans to cut back the rock slope away from the highway. ODOT is currently designing the rock cut slope so that it is stable and has an adequate rock catchment area to contain any future rock fall.

Reducing Head-On Crashes

Head-on crashes can often result in serious injury. Eleven head-on crashes occurred in the curves east of Kiwanis Camp Road to east of the Mirror Lake Trail Head. This is highest total of these types of crashes in the seven-mile study area.

ODOT is planning to install a median barrier between the eastbound and westbound lanes of this one-and-a-half mile section of U.S. 26 to prevent head-on crashes.

Extending Passing Lanes

The passing lanes on this segment of U.S. 26 start and end in curving sections of the highway creating a dangerous situation for all road users.

ODOT is planning to extend the downhill passing lanes about 1,400 feet on both ends of the existing passing lane. This will give drivers more room to return to a single lane of traffic.

Improving the Pavement Surface

Pavement along U.S. 26 is rutted and creates hazard for all travelers. This project includes re-paving from Rhododendron to Oregon Highway 35.

For more information contact: | Kimberly Dinwiddie, ODOT Community Affairs
503-731-8281 | Kimberly.Dinwiddie@odot.state.or.us

Construction could begin in early 2014

Construction and Travel Impacts

Construction on the project could begin in early 2014. This will be a multi-year project, and we are working to keep the construction timeline as short as possible. Construction will take place in the spring, summer and fall. However, the contractor may choose to work in the winter months as well. Information about the construction schedule and duration will be available this summer.

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Open House

what

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when

Thursday, March 14, 2013
5:00 to 7:00 pm

where

Resort at the Mountain, Welches, OR

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ODOT is looking to cut the rock slope back from the roadway and design a more stable rock slope

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I-80/Central Avenue Interchange Improvement Project

The Project

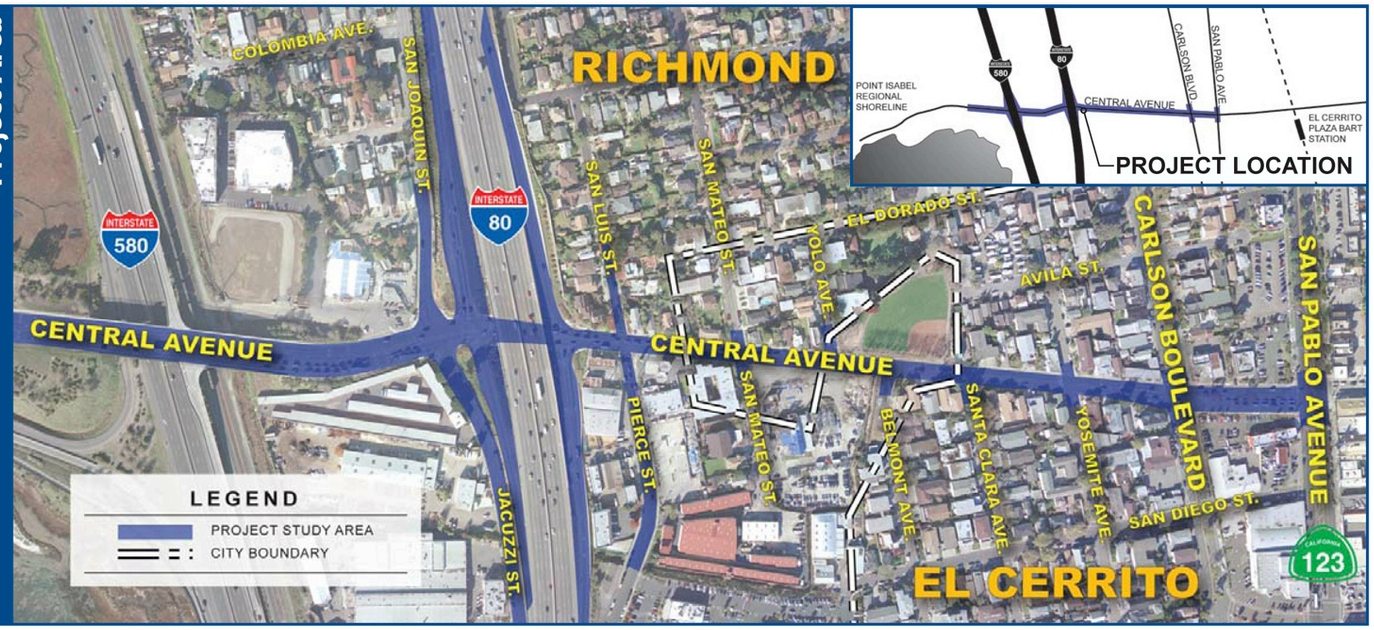
Central Avenue serves as the primary connection between the El Cerrito Plaza BART station and the I-80 and I-580 freeways. It also serves as an important east-west route between commercial areas and local neighborhoods. The four closely spaced signalized intersections along Central Avenue between Jacuzzi Street and Pierce Street lack sufficient storage capacity, resulting in poor intersection operations and heavy congestion during peak travel times.

A Project Study Report is being prepared to examine possible improvements for the I-80/Central Avenue Interchange. Alternatives under consideration may include modifications to the existing I-80/Central Avenue Interchange and/or to the local street intersections. Following approval of the Project Study Report, it is anticipated that a Project Report and an Environmental Document will be prepared.

Project Benefits

The goal of the I-80/Central Avenue Interchange Improvement Project is to improve overall traffic operations at the I-80/Central Avenue Interchange and along Central Avenue between Jacuzzi Street and San Pablo Avenue.

Project Area



Funding to Date

Funding Sources:

Contra Costa County Sales Tax Measure J: $14M
Developer Fees: $7.1M
Federal Earmarks: $2.7M

Anticipated Project Costs: To be determined

Project Milestones

Task Name:	Milestone Date:
Preliminary Conceptual Alternatives	Summer 2007
Project Open House	Fall 2007
Draft Project Study Report	Winter 2007-08
Final Project Study Report	Spring 2008
Draft Environmental Document	Summer 2009
Final Environmental Document	Summer 2010

Sponsors

THE CITY OF EL CERRITO

City of Richmond

Stakeholders

CCTA

WCCTAC West Contra Costa Transportation Advisory Committee

Caltrans

Safety Improvements and Features:

- *Efficient connectivity to Shared-Use Path*
- *Clear sight lines through curves*
- *Visibility to adjacent MAX line and Powell/Division ramp*
- *Path lighting*
- *Low-growing vegetation*
- *Fencing along East side of path*

I-205 SHARED-USE PATH
DIVISIONUNDERCROSSING

I-205 Shared-Use Path at SE Division St.

Path Alignment

Oregon Department of Transportation

Safety Improvements and Features:

- *Efficient connectivity to Shared-Use Path*
- *Clear sight lines through curves*
- *Visibility to adjacent MAX line and Powell/Division ramp*
- *Path lighting*
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- *Fencing along East side of path*

I-205 SHARED-USE PATH
DIVISIONUNDERCROSSING

I-205 Shared-Use Path at SE Division St.

Path Alignment

Oregon Department of Transportation

fatal / or life-altering injury

US26: Mt Hood Highway Safety Project: MP 49.9 - 52.6

Crash Data 2003 - 2012, Coded to State Highway

All Crashes F and A: ◆ ~~B and C:~~ ~~PDO:~~

Cross centerline: ○ Road departure: △ – Run-off-the road

Ice or Snow on road: * Other lane departure: □ Out-of-lane crash

Ⓟ pedestrian hit.

TARGET: ALL LANE DEPARTURE

TARGET: F A CRASHES ONLY

48.9 / 49.0

49

49.25

49.5

49.75

50

50.25

50.5

51.25

51

51.15 end of extra lane

50.26 start ctr barrier

MT HOOD HIGHWAY NO. 026

FATAL AND SERIOUS INJURY CRASHES

From 2003 to 2012, these crashes were recorded between west of Map Curve to east of the Mirror Lake Trailhead. Due to the lack of landmarks along the roadway, most crashes are coded at the nearest half-milepost.

LEGEND

- Fatal
- Life-Altering Injury
- Pedestrian Involvement
- Centerline Crossover Crash
- Run Off the Road Crash
- Other Out-of-Lane Crash
- Center Barrier
- Forest Service Trail
- Milepost

Mile Post 49.2 to Mile Post 57.45

U.S. 26 MT. HOOD HIGHWAY

Safety and Preservation Project

Oregon Department of Transportation

January 2014

For Informational Purposes Only–Subject to Change

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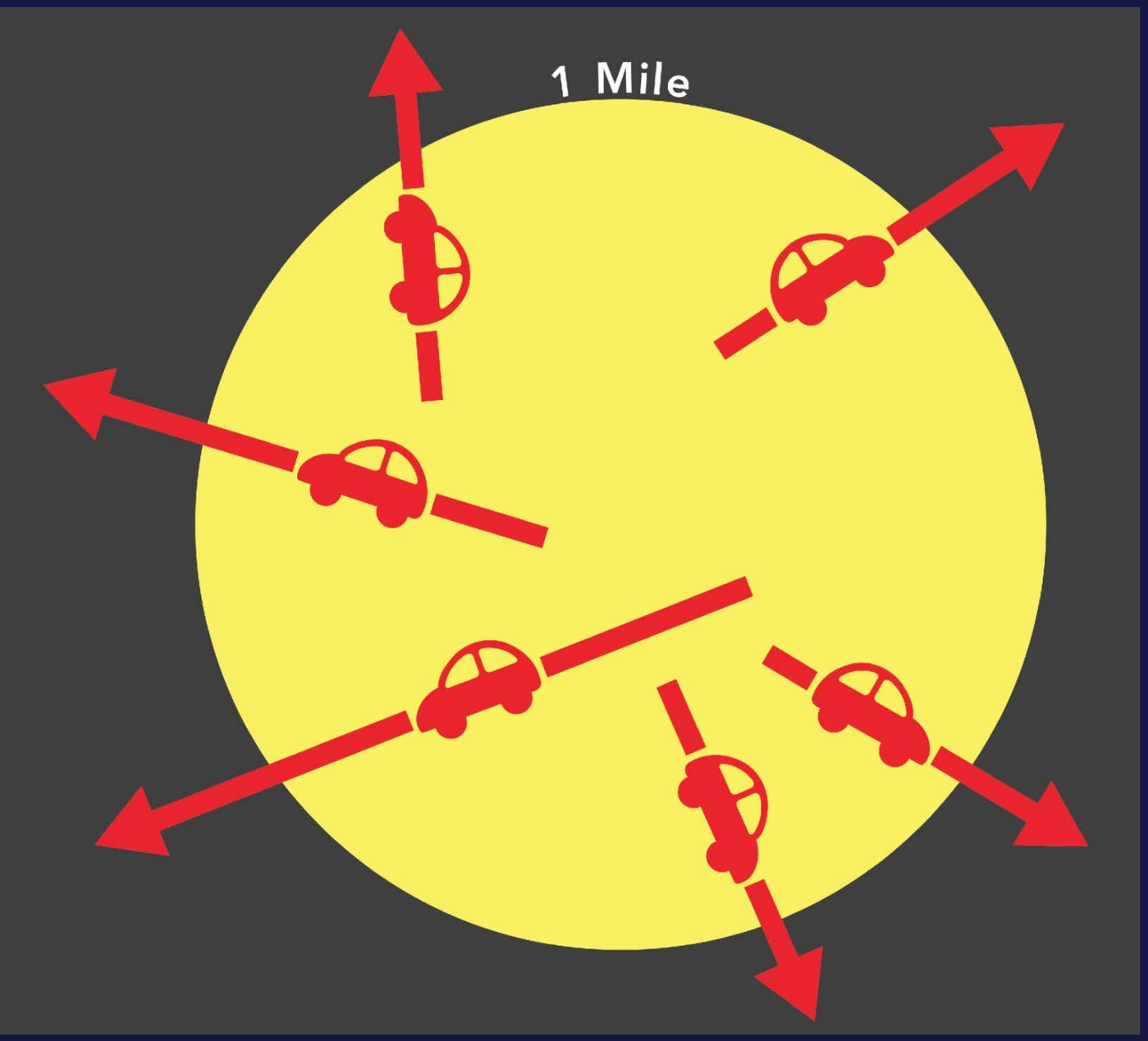
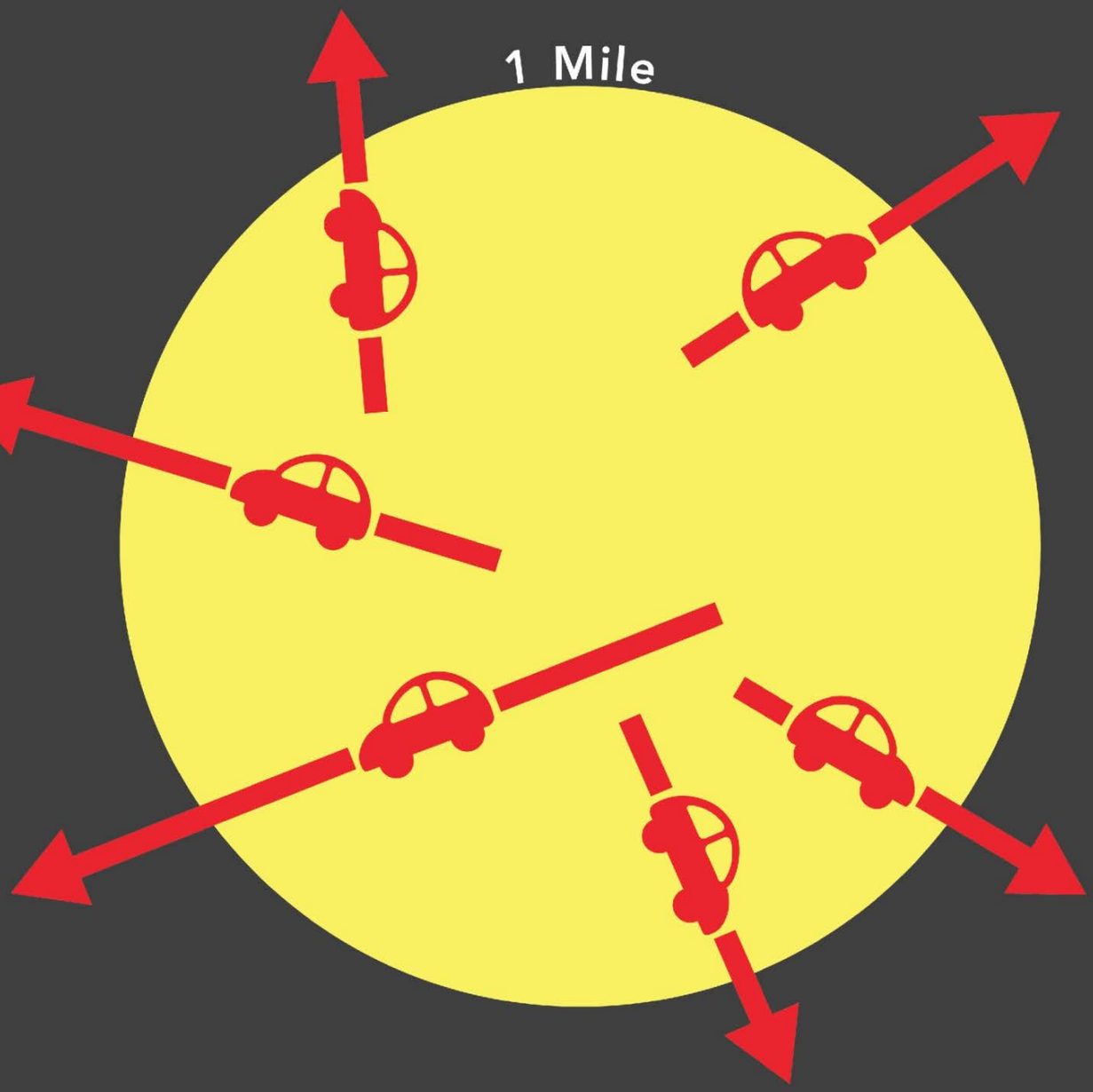


Suburban Travel Patterns



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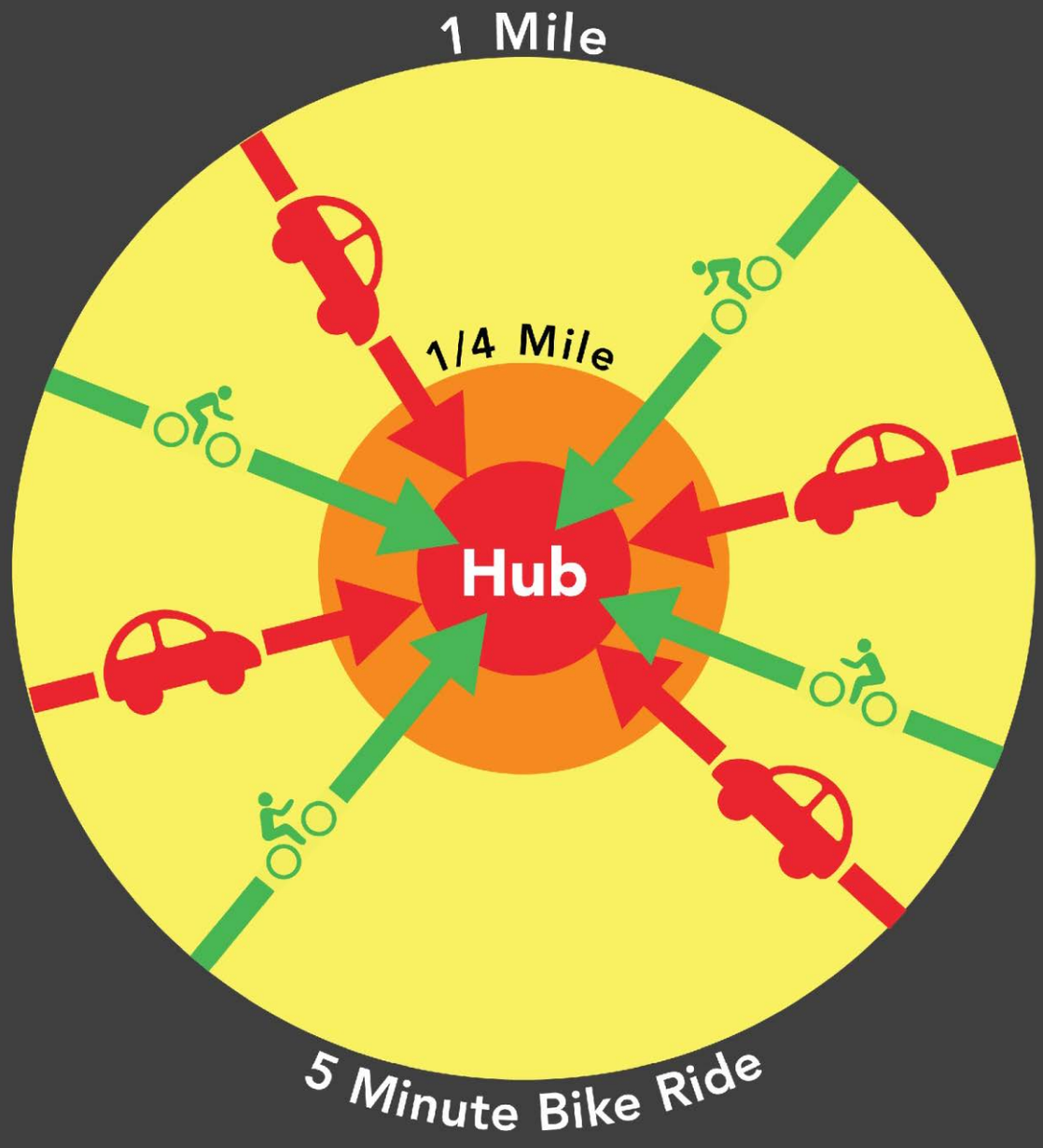
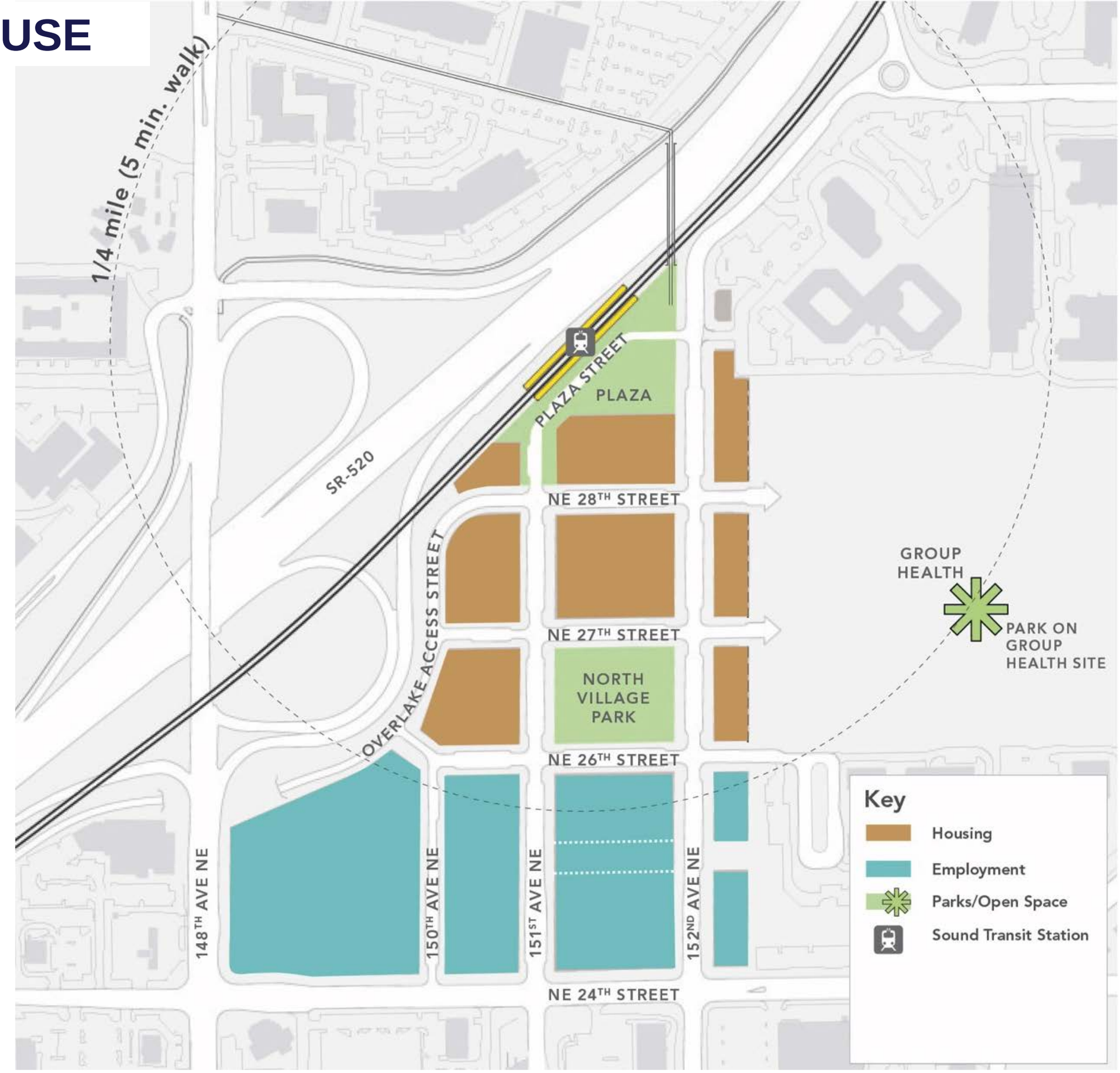
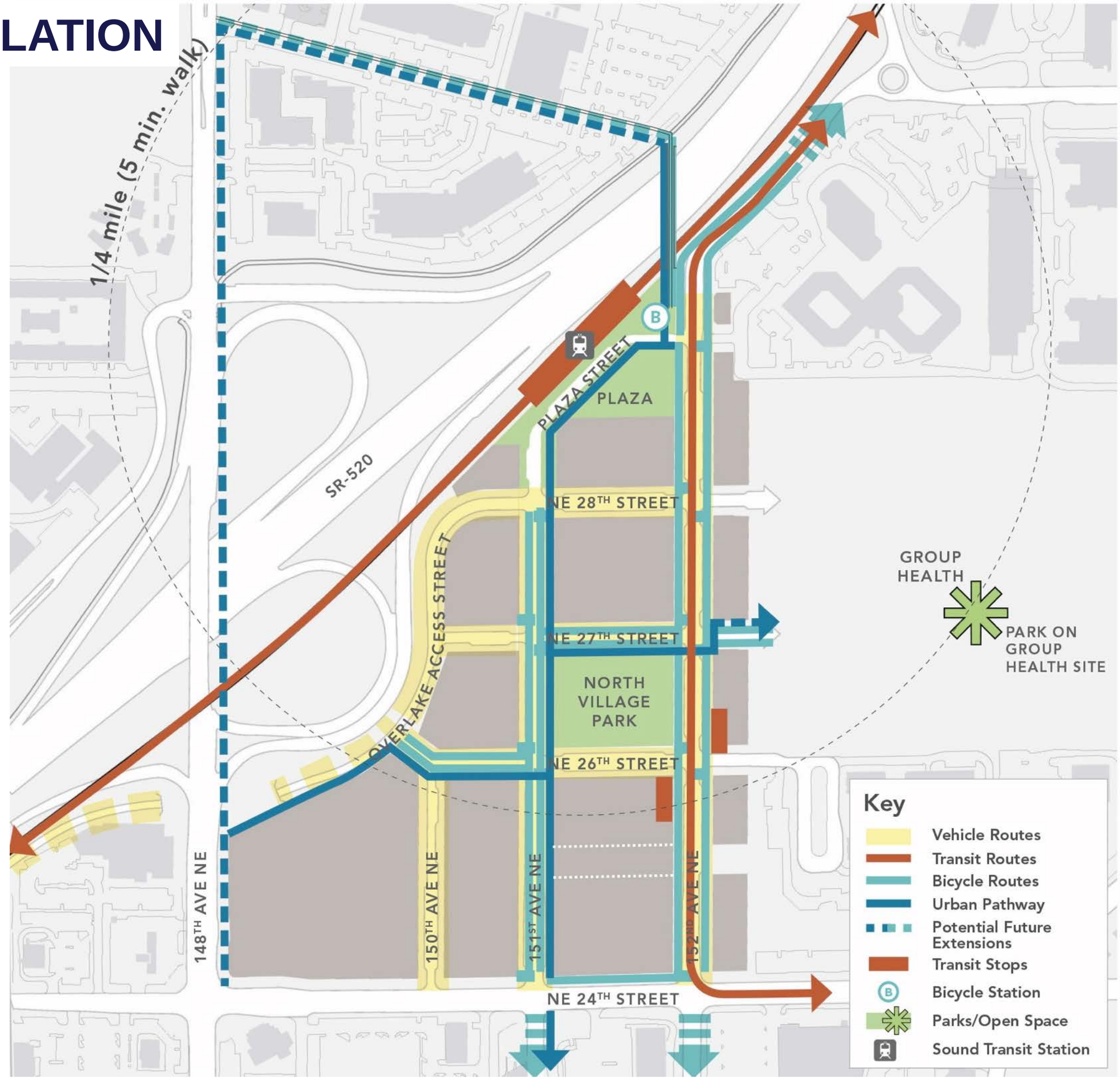


Urban Travel Patterns

LAND USE


1/4 mile (5 min. walk)
SR-520
PLAZA STREET
PLAZA
NE 28TH STREET
NE 27TH STREET
NE 26TH STREET
NE 24TH STREET
OVERLAKE ACCESS STREET
NORTH VILLAGE PARK
GROUP HEALTH
PARK ON GROUP HEALTH SITE
148TH AVE NE
150TH AVE NE
151ST AVE NE
152ND AVE NE
Key
Housing
Employment
Parks/Open Space
Sound Transit Station

CIRCULATION



TRANSIT


1/4 mile (5 min. walk)
SR-520
PLAZA STREET
PLAZA
NE 28TH STREET
NE 27TH STREET
NE 26TH STREET
NE 24TH STREET
OVERLAKE ACCESS STREET
148TH AVE NE
150TH AVE NE
151ST AVE NE
152ND AVE NE
NORTH VILLAGE PARK
GROUP HEALTH
PARK ON GROUP HEALTH SITE
Key
Sound Transit LRT
Overlake Village Station
RapidRide
RapidRide Stop
Parks/Open Space
Sound Transit Station

BICYCLE

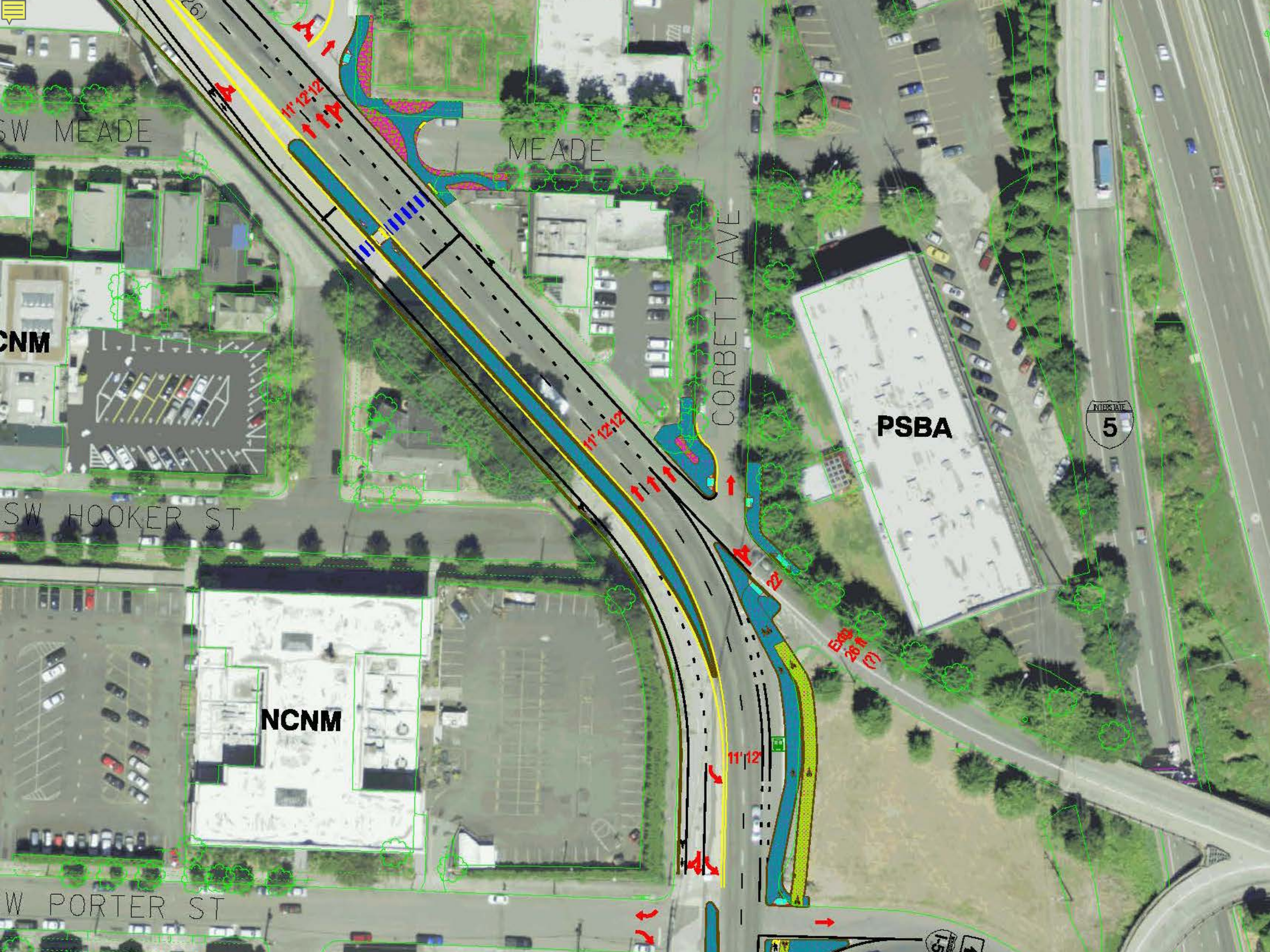

1/4 mile (5 min. walk)
SR-520
PLAZA STREET
PLAZA
B
NE 28TH STREET
NE 27TH STREET
NE 26TH STREET
NE 24TH STREET
OVERLAKE ACCESS STREET
NORTH VILLAGE PARK
GROUP HEALTH
PARK ON GROUP HEALTH SITE
148TH AVE NE
150TH AVE NE
151ST AVE NE
152ND AVE NE
Key
Protected Bikeway
Potential Extension
Bicycle Lane
Bike Box
Bike Station
Parks/Open Space
Sound Transit Station

Collateral

Diagrams

Plans

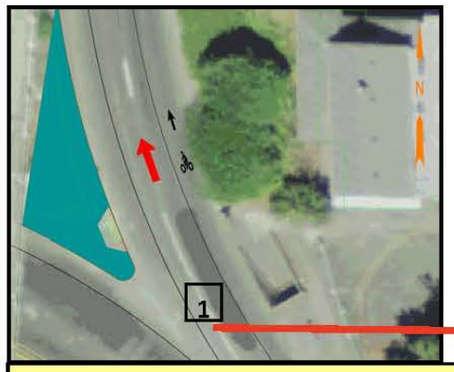
Sections/Perspectives


SW MEADE
MEADE
CORBETT AVE
CNM
PSBA
INTERSTATE
5
SW HOOKER ST
NCNM
W PORTER ST
11' 12'12
11' 12'12
11' 12'
22'
Exist
26 ft
(2)


(US 26)
SW Meade St.
SW Corbett Ave.
PSBA
I-5
SW Hooker St.
SW Kelly Ave.
26
SW Porter St.

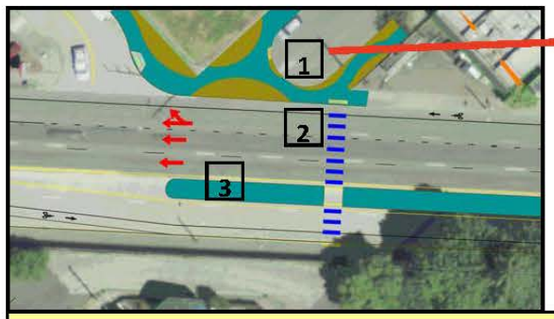
U.S. 26 (Kelly Ave.): SW 1st Ave. to Ross Island Bridge

ODOT, the City of Portland, TriMet, the National College of Natural Medicine, Portland State Business Accelerator, and the South Portland Neighborhood Association have partnered on a bicycle and pedestrian safety project with a focus on traffic calming. The project extends along Kelly Avenue from the west end of the Ross Island Bridge to SW 1st Avenue. The project is expected to improve safety and to reduce the overall severity of crashes in the area.



Kelly Avenue at Naito Parkway

1. Reduces the exit to Naito Parkway from Kelly Avenue from two lanes to one. This will allow a pedestrian crossing and marked bike lane up the ramp.

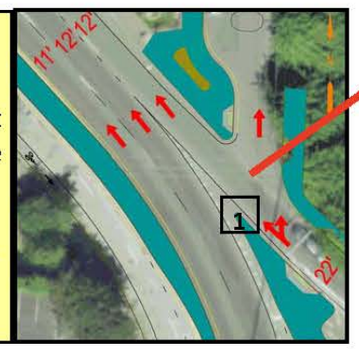


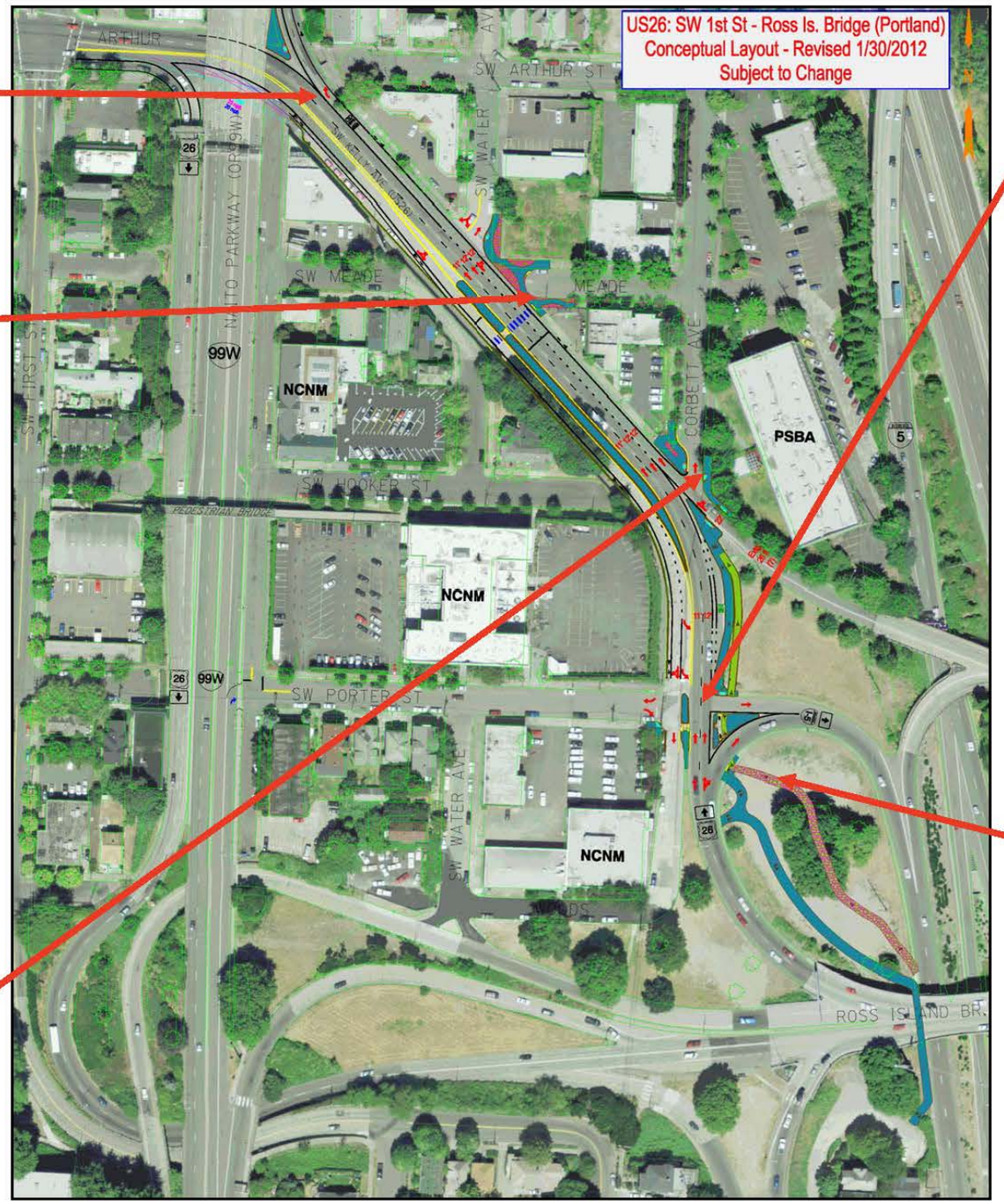
Kelly Avenue at Meade Street

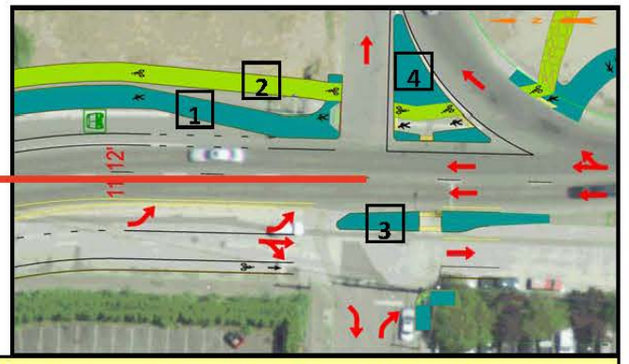
1. Constructs a cul-de-sac on Meade at Kelly Avenue. Drivers will access Meade via Water, Arthur & Corbett.
2. Installs a Rapid Flash Beacon and marked crosswalk on Kelly Avenue just south of Meade.
3. Removes the inside southbound Kelly Avenue travel lane and replaces it with a raised concrete median island (from Meade to just south of Corbett). This will restrict turning movements and provide a pedestrian refuge.

Kelly Avenue at Corbett Avenue

1. Restricts access to Corbett Avenue from Kelly Avenue for drivers traveling from the Ross Island Bridge - drivers will access Corbett via Water and Arthur.

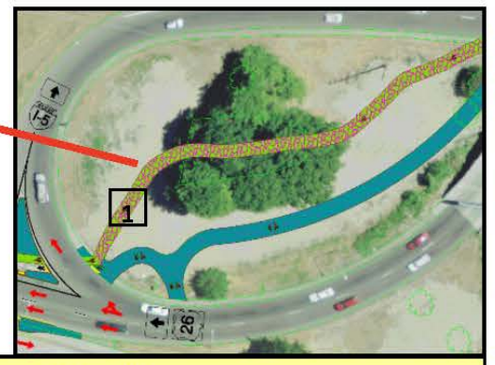






Kelly Avenue at Porter Street/Hood Avenue

1. Replaces the existing northbound Kelly Avenue access to Corbett with a new bus pullout and stop.
2. Installs a sidewalk and a new bike path adjacent to the new bus pullout.
3. Installs a pedestrian refuge island at the intersection of Kelly and Porter; restricts vehicles from traveling through Porter to I-5 southbound and restricts vehicles from turning left onto Porter from the Ross Island Bridge.
4. Installs a pedestrian refuge island at the intersection of Kelly Avenue and Hood Avenue (where cars access I-5 southbound from the Ross Island Bridge).



Kelly Avenue at Hood Avenue

1. Constructs a new bicycle/pedestrian path that will connect to the new Gibbs Street Pedestrian Bridge.

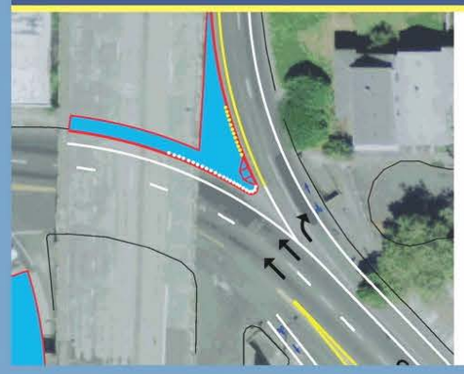
www.oregongov/odot/hwy/region1/kellyavenue

U.S. 26 (SW Kelly Avenue) Safety Improvements:
SW 1st Avenue – Ross Island Bridge

ODOT, the City of Portland, TriMet, the National College of Natural Medicine, Portland State Business Accelerator, and the South Portland Neighborhood Association have partnered on a bicycle and pedestrian safety project with a focus on traffic calming.

The project extends along Kelly Avenue from the west end of the Ross Island Bridge to SW 1st Avenue. The project is expected to improve safety and to reduce the overall severity of crashes in the area.

KELLY AVENUE AT NAITO PARKWAY RAMP

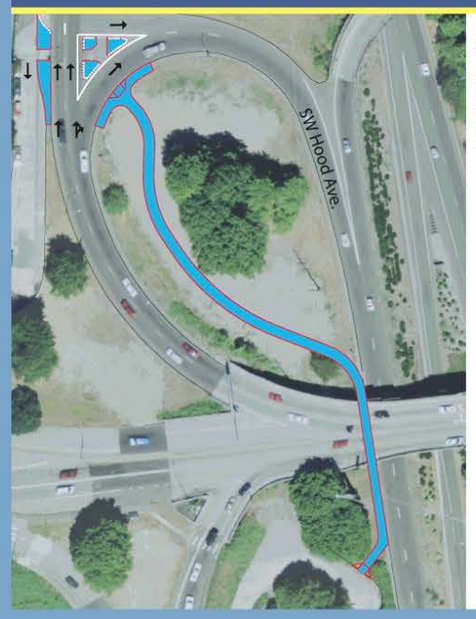


- Change the existing thru/right turn option lane at the ramp to a thru lane only for Kelly Avenue.
- Change the existing lane striping on the ramp to Naito Parkway to provide one travel lane and a marked bike lane.
- Provide a safer pedestrian crossing across the ramp.

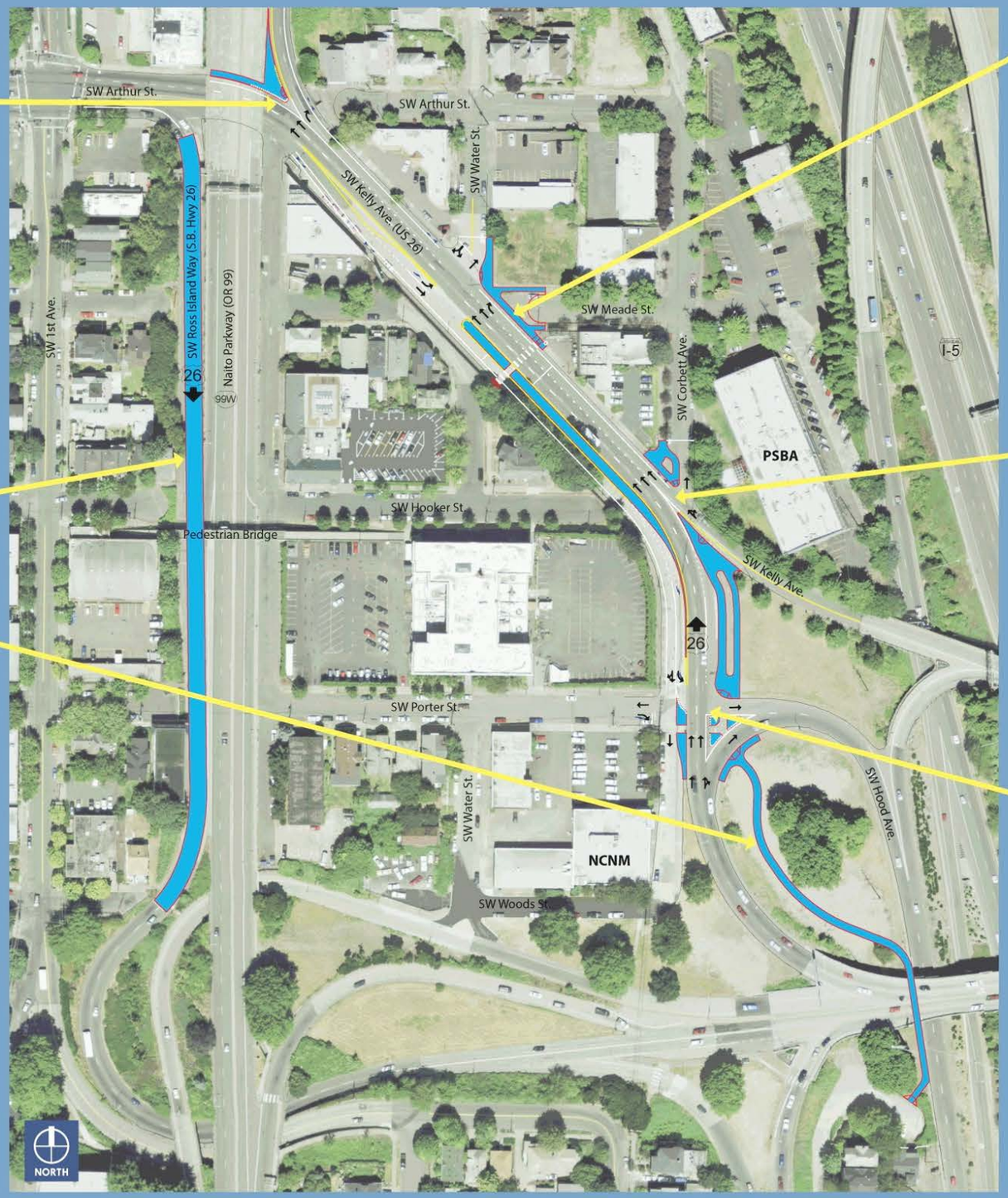
SW ROSS ISLAND WAY (U.S. 26 SOUTHBOUND)

Replace the concrete pavement between Arthur Street and the Ross Island Bridge on ramp.

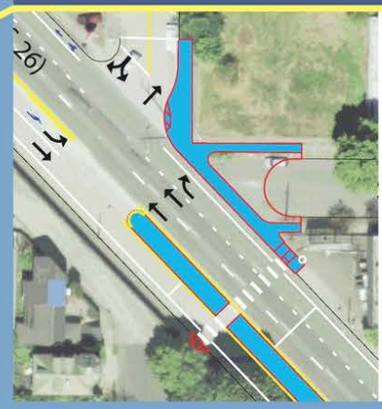
KELLY AVENUE AT HOOD AVENUE



Construct a new illuminated bicycle/ pedestrian path that will connect to the new Gibbs Street pedestrian bridge.



KELLY AVENUE AT MEADE STREET

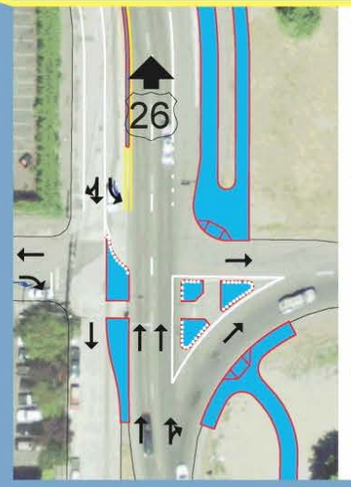


- Turn Meade Street into a cul-de-sac at Kelly Avenue. Drivers will access Meade Street via Water Street, Arthur Street and Corbett Avenue instead.
- Install a rapid flash beacon and marked crosswalk on Kelly Avenue just south of Meade Street.
- Provide a pedestrian refuge and restrict left turns by removing the left lane from southbound Kelly Avenue from Meade Street to just south of Corbett Avenue and replacing it with a raised concrete median island.

KELLY AVENUE AT CORBETT AVENUE

Restrict access to Corbett Avenue from Kelly Avenue for drivers traveling from the Ross Island Bridge. Drivers will access Corbett Avenue via Water and Arthur streets instead.

KELLY AVENUE AT PORTER ST/HOOD AVE



- Improve pedestrian connectivity and safety at the TriMet bus stop at the intersection by building a new bus pullout, sidewalks and bike lane. The adjusted curb line and new bus pullout will allow buses to merge back into traffic more safely after serving the stop.
- Install a pedestrian refuge island at the intersection of Kelly Avenue and Porter Street, which will:
  - Restrict vehicles on Porter Street from crossing the ramp from the Ross Island Bridge in order to get to the on-ramp for I-5 southbound.
  - Restrict vehicles coming off the Ross Island Bridge from turning left onto Porter Street
- Install a pedestrian refuge island at the intersection of Kelly Avenue and Hood Avenue (where cars access I-5 southbound from the Ross Island Bridge).

Collateral

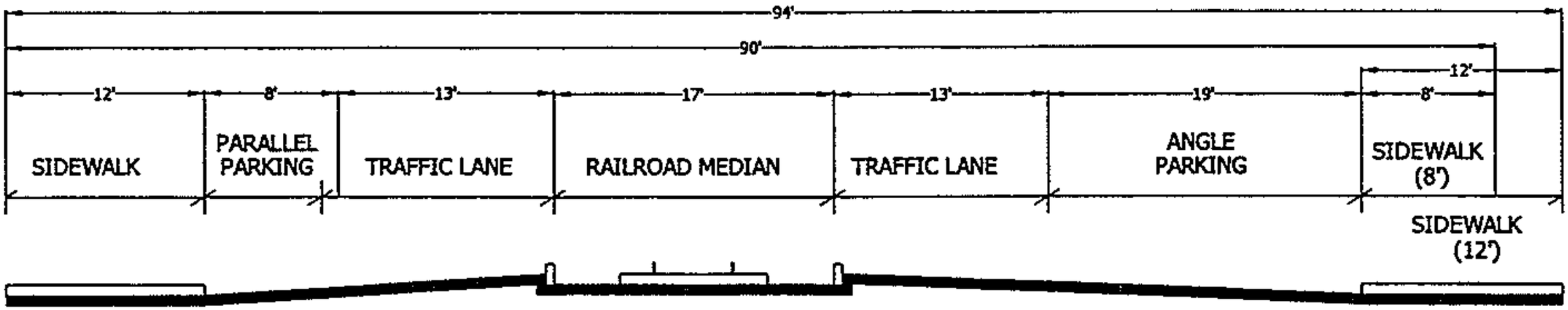
Diagrams

Plans

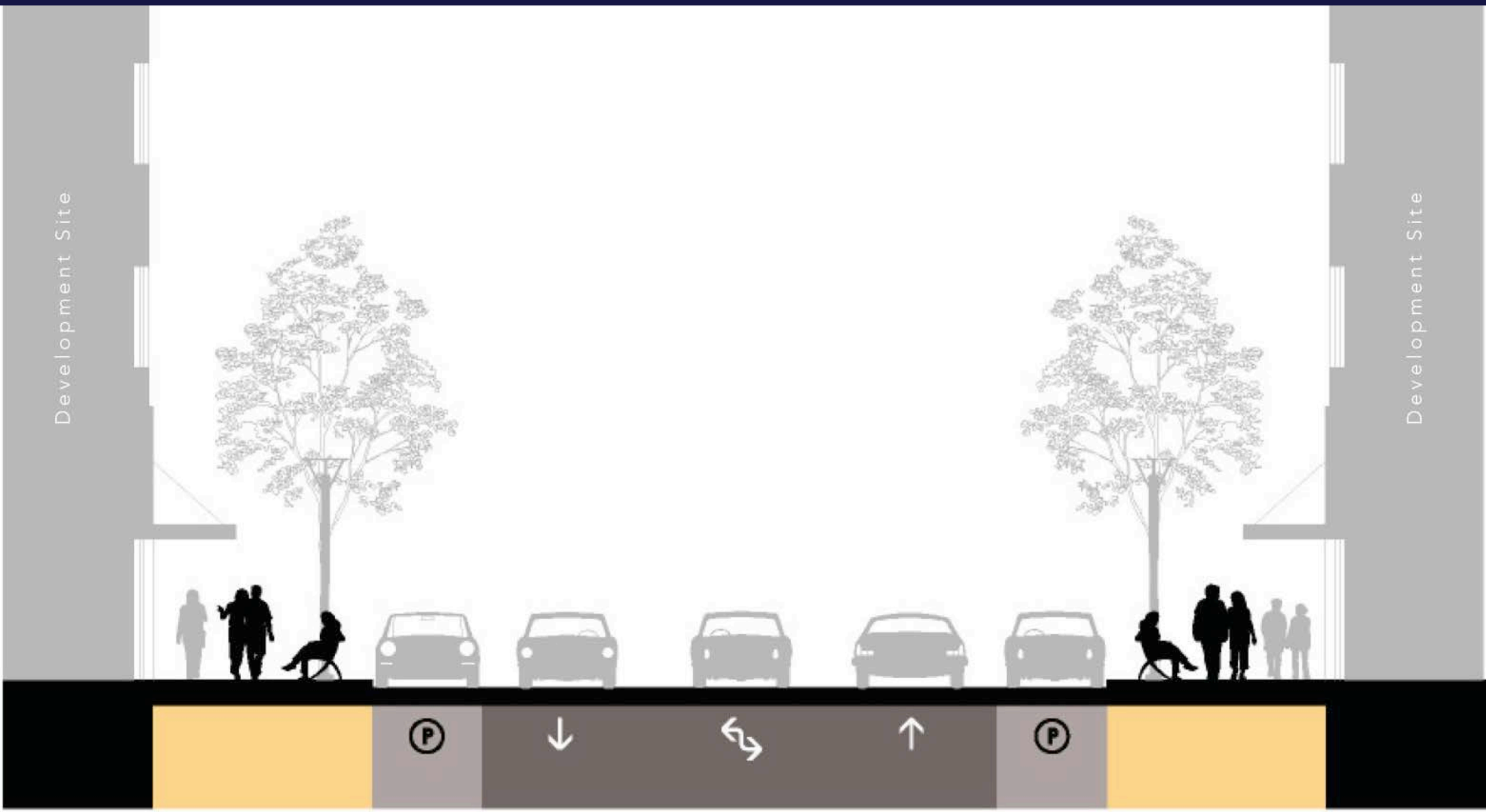
Sections/Perspectives

TYPICAL SECTION

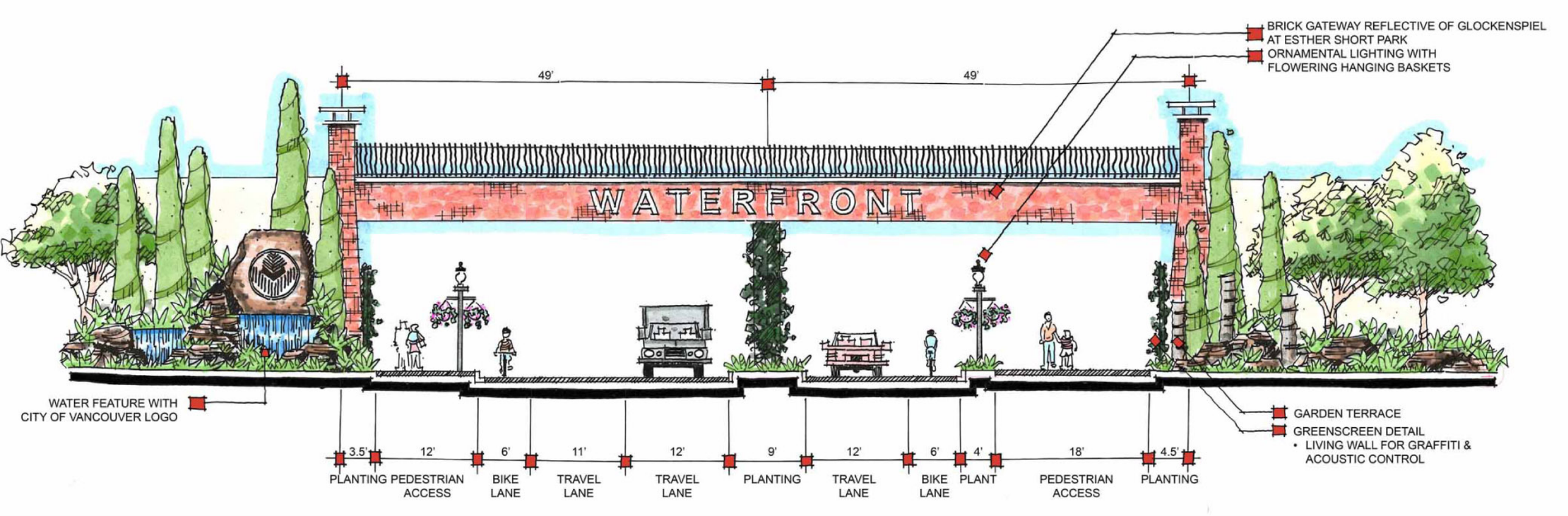
A ST from W 2nd to E 2nd ST



Section A - A



Access Street Section

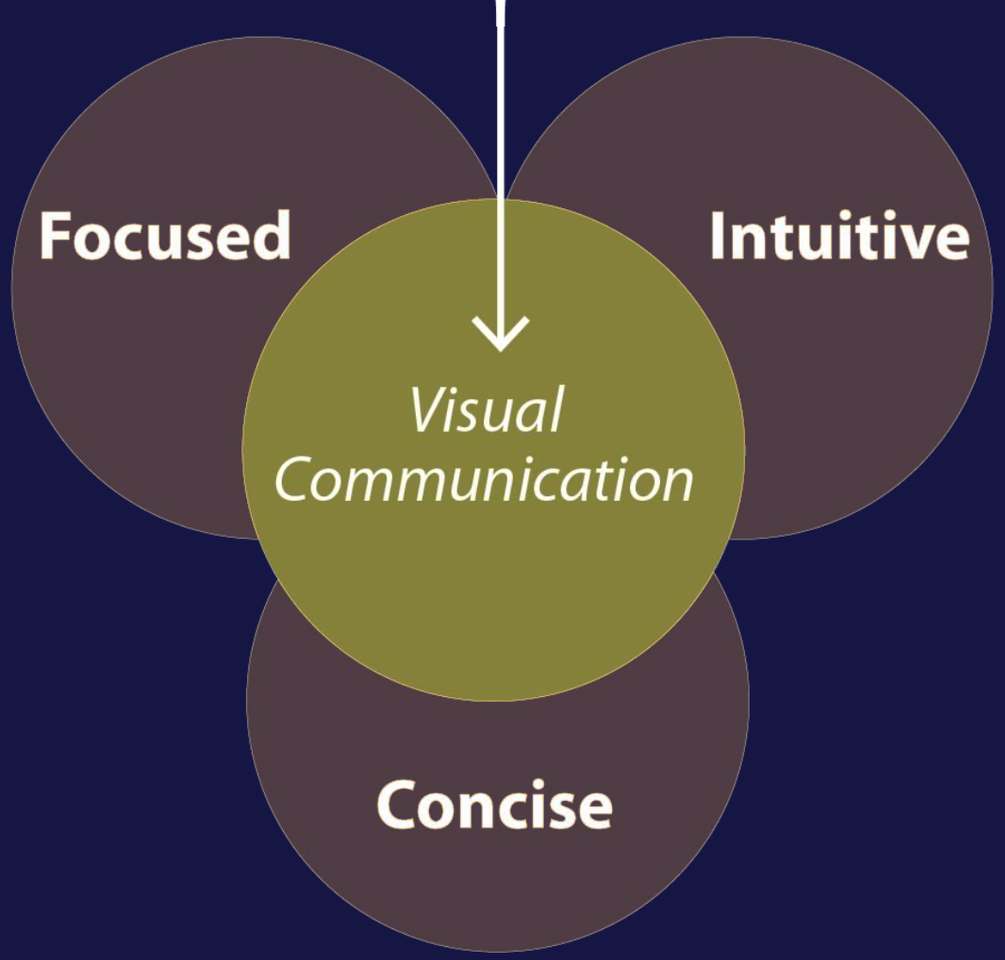

BRICK GATEWAY REFLECTIVE OF GLOCKENSPIEL AT ESTHER SHORT PARK
ORNAMENTAL LIGHTING WITH FLOWERING HANGING BASKETS
49'
49'
WATERFRONT
WATER FEATURE WITH CITY OF VANCOUVER LOGO
GARDEN TERRACE
GREENSCREEN DETAIL
• LIVING WALL FOR GRAFFITI & ACOUSTIC CONTROL
3.5' PLANTING
12' PEDESTRIAN ACCESS
6' BIKE LANE
11' TRAVEL LANE
12' TRAVEL LANE
9' PLANTING
12' TRAVEL LANE
6' BIKE LANE
4' PLANT
18' PEDESTRIAN ACCESS
4.5' PLANTING

Hierarchy

Consistency

Contrast

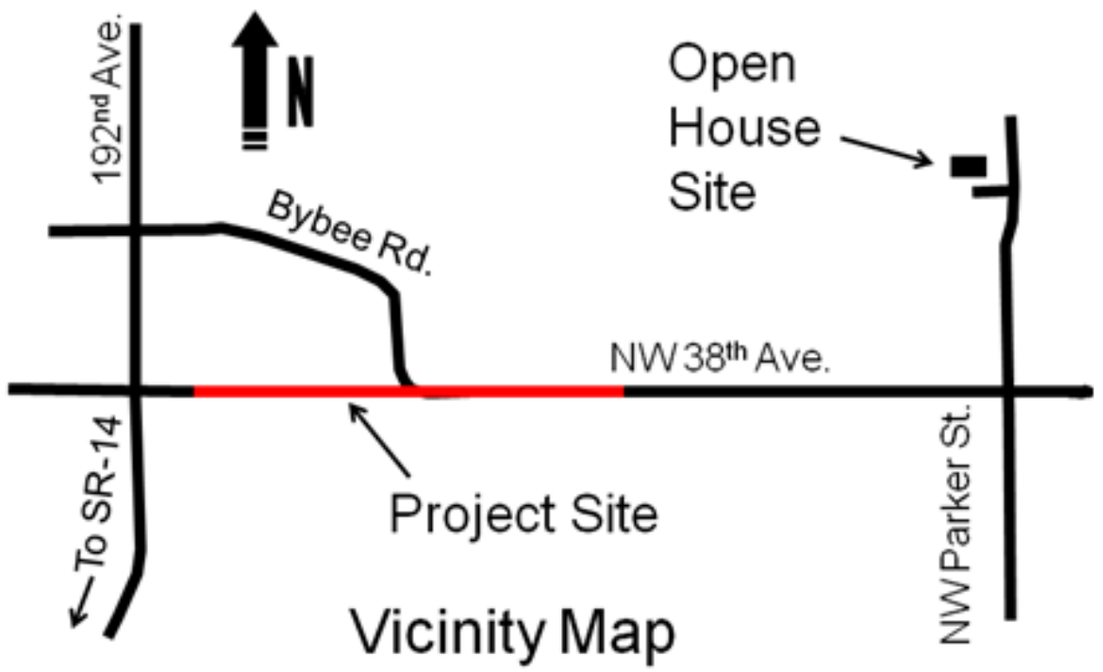
Context



Let’s try this!

You are invited to an Open House ...

The City of Camas will be hosting an Open House on Phase 1 of the NW 38th Avenue /SE 20th Street Extension Roadway Improvements Project on Thursday, April 26, from 5:30 p.m.-7:30 p.m. at Camas Fire Station 42 located at 4321 NW Parker Street; Camas, WA 98607.



Vicinity Map

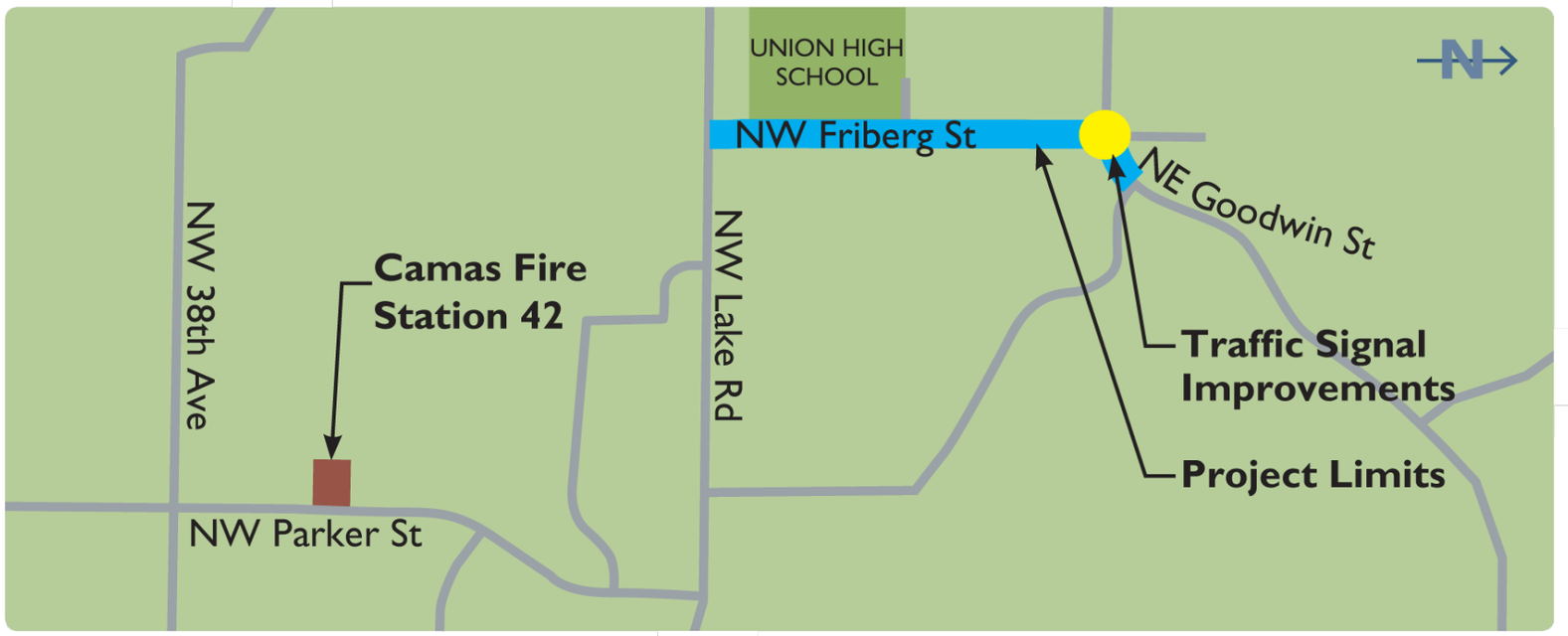
NW Friberg Street and NE Goodwin Road Improvements Open House

When:
Thursday, August 22nd
5:30 p.m. to 7:30 p.m.
Drop in anytime. No formal presentation scheduled.

Where:
Camas Fire Station 42 – Community Room; 4321 NW Parker St. Camas

Please join us for an Open House to learn about proposed improvements to these roads including:

- Widening both roads to two travel lanes with a center turn lane (3 lanes total)
- Improvements to the Friberg Street and Goodwin Road intersection
- Sidewalks and Bike Lanes
- Streetlighting



City of Camas WASHINGTON

For questions or to request Assistive Listening and Other Services, please contact James "Curleigh" Carothers, City of Camas Engineering Manager, at 360-817-7230 or jcarothers@cityofcamas.us

Resources

The Non-Designer's Design Book
Robin Williams

Information is Beautiful
David McCandless

Visualize This
Nathan Yau

Universal Principles of Design
Lidwell, Holden, and Butler

Critique of NSA's "PRISM" PowerPoint slides
(A web search will show many redesigned versions)

WTF Visualizations
www.wtfviz.net