

DTPR Signage Risk Assessment

Risk

The signage pilot is a direct response to recognition of competing public interest. The local community has previously expressed:

1. Concern that signs, flyers and stickers placed in historic districts and right-of-way have potential to be detrimental to community aesthetic and related value.
2. Desire to have transparency and visibility into the various pilots that are occurring within the real-world street environment in which they live and work.

Poorly managed signage practices can lead to erosion of trust between the TIZ and the local community

Mitigation

- The Signage Pilot is designed to mitigate these risks by shortening feedback loops from the community – Feedback will be reviewed throughout the pilot and adjustments will be made.
- Pilot signage concurrently informs of a community benefit pilot operated by JustAir, seeking to improve visibility and traceability of air quality within the TIZ. Can simultaneously measure usefulness and acceptance of signage.

