

Calumet Collaborative Wayfinding Initiative



What, How, & Measuring Success

What: Create a comprehensive bi-state wayfinding system for the Calumet that capitalizes on placemaking opportunities and builds community engagement.

How: Unite a complex and fragmented Calumet region and alter the region's existing perceptions by calling attention to the region's assets.

Metrics

Coming 2019

Project	Dates	Tasks and Progress	Next Steps
CNHA Branding and Identity	Current - Q3 2019	The Lakota Group will create an identity and brand for the Calumet National Heritage Area (CNHA) with community and stakeholder engagement at the core of the process.	Focus groups, phone interviews and surveys occurring in February - March 2019. Outputs will inform the visual representation and messaging of the CNHA.
Wayfinding Implementation Toolkit	Q3 2019	One output from The Lakota Group's project is an implementation toolkit will be created that organizations can use to introduce CNHA identity and branding to the region.	Educate organizations on how to use the implementation toolkit, create physical wayfinding signs.
Survey to inventory current wayfinding projects	Not yet started	Working group to create a survey to determine what signage, maps, and brochures already exist in the area so the new wayfinding concept can incorporate those systems.	Not yet started, however one missing wayfinding item to develop is a tri-fold driving map.

Partners

ArcelorMittal, Black Metropolis National Heritage Area Commission, Calumet Heritage Partnership, Chicago Community Trust (CCT), Chicago Park District, Chicago Southland Convention and Visitors Bureau, Field Museum, Forest Preserves of Cook County, Friends of the Parks, Gaylord and Dorothy Donnelly Foundation, Illinois Department of Natural Resources (IDNR) Coastal Management Program, Illinois Office of Tourism, Indiana Dunes Tourism, Lakota Group, Metropolitan Planning Council (MPC), National Park Service (NPS), NiSource, NOAA, Northwestern Indiana Regional Planning Commission (NIRPC), OneRegion, Openlands, South Suburban Mayors and Managers Association

Contact

Ashley Hodges
 ashley@calumetcollaborative.org
 or
[Livable Communities page](#) on Calumet Collaborative website