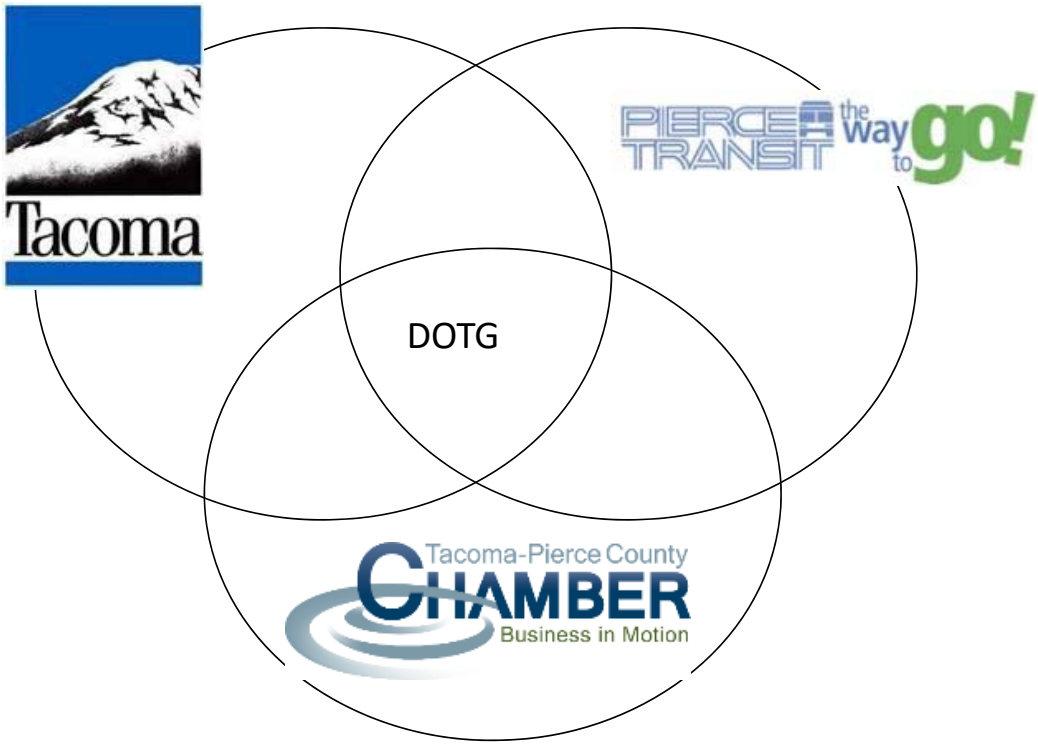
Meagan Kula

Taking Steps to Change Perceptions

apbp CONFERENCE 2019

Portland, Oregon | *August, 25-28*

Downtown Tacoma's TMA



DOWNTOWN: On the go!

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Tacoma

- 216,000 Residents
- Located on the Puget Sound
- 32 miles south of Seattle
- 58 miles northwest of Mount Rainier

Downtown Tacoma

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Tacoma’s Revitalization

Started in the 1990’s

Waterway Cleanup, New Museum District, University of WA Campus, Light Rail

DOWNTOWN: On the go!

Needed to help change perceptions of downtown before getting people out of their cars.

Walk Tacoma

10TH ANNIVERSARY

WALK TACOMA

DOWNTOWN ON THE GO

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Connecting People to Downtown Through Its History

- Terminus of the Northern Pacific Railroad
- Historic Brewery District
- Theater District
- Waterfront
- Parks
- Architecture

Walk Tacoma Downtown Walking Maps

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Walk Tacoma: Guided Walking Tours

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New Routes and Themes

Public Art Walk
Japantown Walk
Sugar Walk
Military History
Performing Art Walk
Historic Schools

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Walk Tacoma Scavenger Hunt

Collaboration

Non-profits, Government Agencies, and Community Stakeholders

Collaboration

Businesses (Sponsorships & Socials)

Collaboration

Individual Walk Leaders
(Historians, Architects,
Artists, Politicians,
and Community Leaders)

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Free Program
with
On-site
Registration

Removing Barriers to Participation

2019

Volunteers

Branding, Incentives, Fun Challenges & a Consistent Schedule

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Challenges

Consistent Schedule

Walking Wednesdays

Survey Participants & Volunteers

Why did you participate in Walk Tacoma?

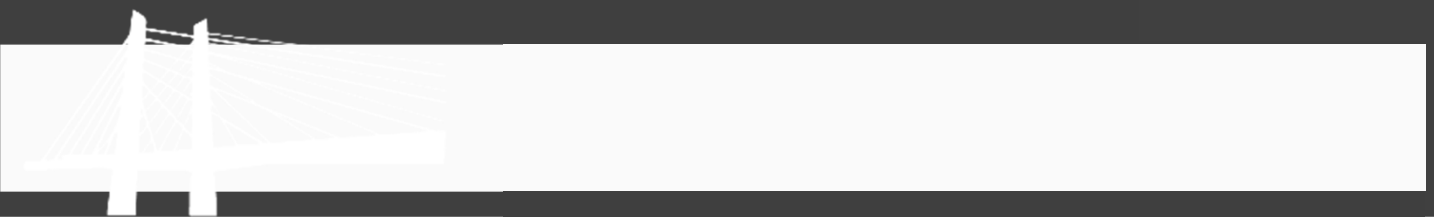
- Top two answers:
  - To learn about the history of the area
  - To learn about the community

Were any of the following transit-focused parts of the event new to you?

- Riding a Pierce Transit Bus – 33%

Walk Tacoma 10-Year Anniversary

- Program has grown tremendously
- Over 1,000 participants each year
- Over 170 participant average per walk



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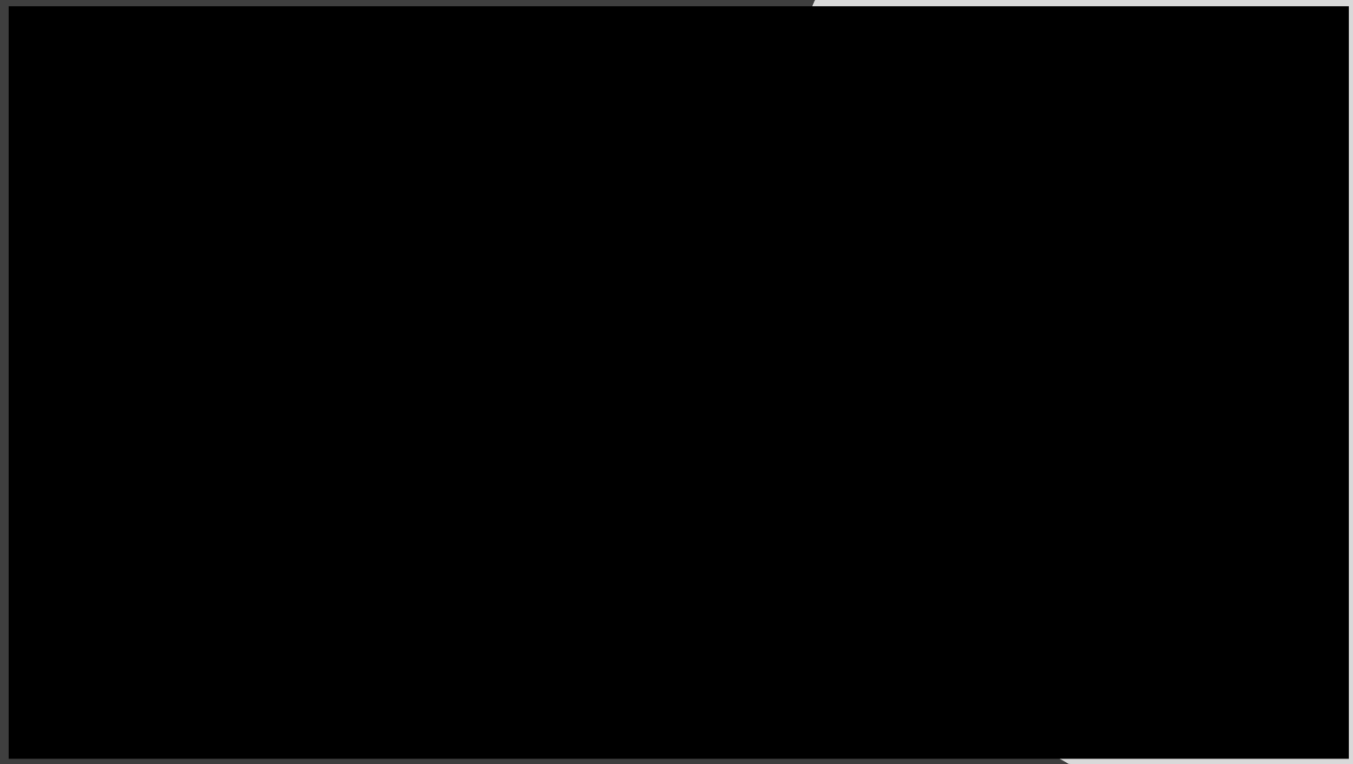

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Walk Tacoma

While Walk Tacoma is not a traditional TMA program, it is what downtown Tacoma needed.

Walk Tacoma

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