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COMPLETE

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Q1

BIA Name:

Downtown Surrey BIA

Q2

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Q4

Project Title:

Punny Reminders in Chalk

Q5**Other**

Category:

Q6

Project Description:

We wanted to provide some signage to remind people to physically distance, wash hands regularly, wear a mask, etc.

Q7

Audience:

Community

Q8

Implementation:

Our students came up with the punny sayings.

1. This might sound cheesy, but it's grate to wear a mask!
2. Have you herb? It's about thyme to wash your hands!
3. Call me a fish because I'm hooked on social distancing!
4. Do you like bread? Then you butter wash your hands!
5. It's bananas that you don't find wearing masks a-peeling!
6. Face the music: If you don't social distance, you'll be in treble!

Then they designed the stencils. On a day that looked like it would be a number of non-rain days in a row, they went out and chalked the area. They focused in the area around Skytrain Stations, bus stops, businesses that were involved in "Open with Care", and high pedestrian traffic areas. Given the large size of our area, they ended up applying approximately 40 stenciled punny sayings on sidewalks. They were sprayed with hairspray to make them last longer.

Q9

Results:

The chalk colours used were neon colours so the graphics stood out. Although they only lasted 1-2 weeks (depending on the location), we received a lot of comments from people in the area. We also used pictures of the application process and final product in our social media.

Q10

Cost:

less than \$100
