

## **MAAC Awareness & Education Working Group Report**

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**Staff:** Julie Salter-Keane, Community Projects Manager, City of Kingston

### **1. Parking Awareness Campaign**

- a. Looking to launch early spring (date TBD)
- b. #nowyouknowygk
- c. On-going discussion of template and scripts developed
- d. Looking at 3 concepts which include correcting misconceptions, respecting access aisles and curb ramps
- e. Brainstormed ideas on how to share more broadly in Kingston
  - i. Discussed screening/launch party
  - ii. TV PSA
  - iii. Audio and video can be re-purposed for radio advertisements

### **2. AccessAbility Awareness Campaign May 26 – June 1**

- a. General discussion on topics to be covered for the week, possible options are below:
  - i. Performance at Grand Theatre
  - ii. Gyms, physical, and mental health
  - iii. StopGap ramps
  - iv. City of Kingston Softball team with Rec & Leisure
  - v. Library
  - vi. Breakwater park
  - vii. Museum
- b. Goal of the week is increasing awareness while also showcasing Kingston was achieved
- c. Discussion on how it would be promoted – primarily through the use of social media