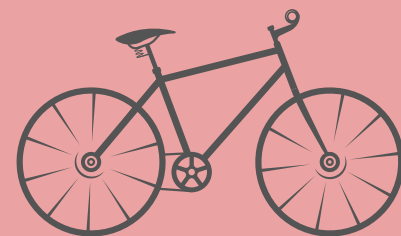


HOW TO SELL SEPARATION & IDENTIFY UNEXPECTED
PARTNERSHIPS

"A Rose By Any Other Name"

Heather Neville, Principle, VRUM Planning





Presentation Outline

POINTS OF DISCUSSION

Who is Heather?

Are we communicating?

Labels versus definition.

Goals, plans and work.

Become an authority, The Feynman Technique.

The Constant Gardiner.

The Bike Law Debacle.

The 6 Year Sidewalk Ordinance.

"Find the Helpers".

Stop and smell the roses.



A decorative border featuring various flowers and leaves. In the top left, there are pink and red daisies. In the top right, there are orange and white roses. In the bottom left, there is a large yellow daisy. In the bottom right, there is a pink daisy and a single grey leaf. The background is a solid light pink color.

Hi, Im Heather.

I love things that start with the letter "B". Mostly the beach, bicycles, birds, basketball, brewed beverages, a bald man and my boy child.

The Passionate Professional

WHAT YOU NEED TO KNOW

- Terrible at sitting on my hands.
- Deeply committed to endeavors.
- I am a local everywhere I go.
- Least favorite color is pink, except Flamingos, bubble gum, cotton candy and Starburst.






10

Number of years
committed to separate
infrastructure.

20

Number of years I
declared I would work
on trails development.





A lot can happen
in a decade

GROWTH IN THE PAST
FEW YEARS

Not much happens quickly. Settle in for
great things. Prepare for challenges.
Sometimes change occurs overnight.
Always be ready.



COMMUNICATION,
THE NEW DIRTY "C" WORD



Public Communication

Underfunded

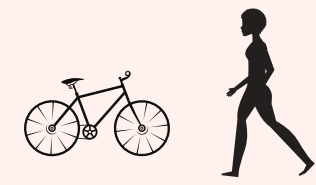
Least expensive, quickest turn around tool, smallest budget.

Unamusing

Back page, black and white, between the want ads.

Underwhelming

Does Gen Pop receive the info? Do officials understand?



"A rose by any other name
would smell as sweet"

~ Romeo & Juliet, W.S.

TRAIL, SIDEWALK, PATH, MULTI-USE TRAIL, SHARED USE FACILITY, GREENWAY, MULTI-MODAL FACILITY,
SEPERATED NETWORK, ALTERNATIVE TRANSPORTATION ROUTE, LINEAR PARK, RECREATIONAL PAVED PATH,
RAIL TRAIL, WALKING ROUTE, NON-MOTORIZED FACILITY, CYCLE TRACK, VERTICLE BUFFER

ON THE ROAD LESS TRAVELED.....

Wear a separated path...

Set Goals

For yourself & for your projects.

Make A Plan

Watch out for Seagulls.



Do Work

Do it yourself, but not by yourself.



The Feynman Method

Step 1: Identify the Subject

Write down everything and use sources.

Step 2: Teach it to a child

Speak in plain terms..with brevity.

Step 3: Identify your knowledge gaps

Do not be afraid to admit you don't know.

Step 4: Organize+Simplify+Tell A Story

Read aloud, stumbles could indicate gap in knowledge.



Shout out to Medium.com for the awesome articulation. For the entire article, "Learning from the Feynman Technique" <https://medium.com/taking-note/learning-from-the-feynman-technique-5373014ad230>



The Constant Gardener

ACTIVE LISTENING VS.
WAITING QUIETLY FOR YOUR
TURN TO SPEAK

The Bike Law Debacle

A cautionary tale.





THE 6 YEAR SIDEWALK ORDINANCE

Why no one likes a good advocate, but if you are a good advocate everyone will meet with you.



THAT RESULTED IN A BIKE SHARE

<https://www.youtube.com/watch?v=ZCSdomfCjgE>



*".....Find the
helpers."*

~ Mr. Rogers



Let people know.

Ask for help, beware of seagulls.



Set clear asks.

Some will do all. Many will do one thing if you ask nicely.



Say thank you.

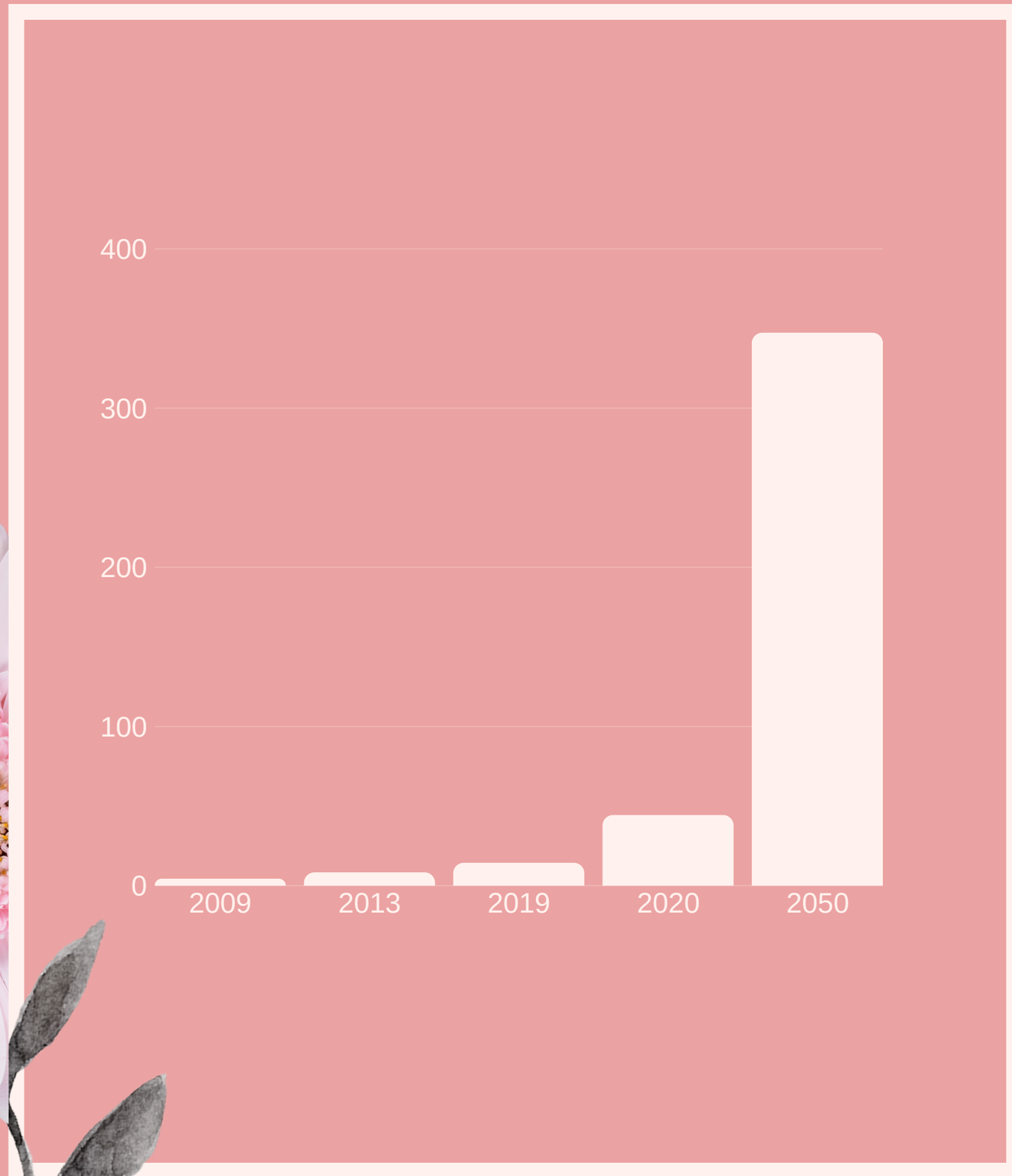
It doesn't cost a thing to be grateful.



STOP AND SMELL

THE ROSES
FRESHLY BREWED COFFEE
NEW BIKE TIRES
SWEAT AFTER VOLUNTEERING
SUBMITTED GRANT PAPERS
OLD FLORIDA WETLANDS
OCEAN BREEZE





Trials of Miles

THE "D" WORD

Demand drives everything.
Get it Done.
Down the hatch.



Find VRUM Online



Facebook
@VRUMPlanning



Instagram
@VRUMPlanning



Twitter
@HeatherNev



Contact Information

FOR ANY QUESTIONS, SHARING RECIPES OR TO CHIT-CHAT

Mailing Address

P.O. Box 1718 St. Augustine, FL 32085

Email Address

Heather@VRUMPlanning.com

Phone Number

(904) 509 -6895

