



**THE
INTER
TWINE**

2013 CONCEPT PRESENTATION
MARCH 6, 2013

PRESENTED BY





THE INTERTWINE

It's what we call **OUR INTERCONNECTED NETWORK OF PARKS, TRAILS, AND NATURAL SPACES**. From the North at Mt. St. Helens to the South at the confluence of the Willamette and Molalla Rivers; from the East at the foothills of the Cascades to the Western border of the Coast Range; it's a **WIDE AND DIVERSE AREA**, enjoyed by **DIVERSE GROUPS OF PEOPLE**, in wildly **DIFFERENT WAYS**.

By weaving urban centers with nature tame and wild, the Intertwine is a **WISE** and **COST EFFECTIVE SOLUTION**,

makes us **HAPPIER, HEALTHIER, AND WEALTHIER**. In fact, it's core to our **NORTHWESTERN IDENTITY**.

Because the Intertwine is also about **GROWING CONNECTIONS** between people and open spaces. About paying the **COST OF COMMUNITY** with the **REWARDS OF NATURE**. About how we best **USE, PROTECT, PROMOTE**, and **CONNECT** vital resources that are **FUN, FREE**, and right **OUTSIDE OUR FRONT DOOR**.



**THE INTERTWINE IS OUR
PLAYGROUND**
OUR PROVIDER | OUR SANCTUARY | OUR SENTRY



to issues that come along with popularity and population growth.

Who can blame the 3 million new residents who will call Clackamas, Clark, Multnomah, or Washington county home in the next 20 years? A **LIFE MORE INTERTWINED** with nature

In an era where sharp differences seem insurmountable, we look for ideas that can bring us together. No matter how we choose to experience the outdoors, a vibrant Intertwine is **PART OF OUR HISTORY, CENTRAL TO OUR FUTURE**, and **SOMETHING WE CAN ALL AGREE ON**.



PRACTICAL

With many diverse partners representing so many sides of the issues, we provide an honest and impartial platform for discussion. Fact-based and data-driven, we strive to foster education and understanding of the issues.

RESOURCEFUL

We're a more efficient and effective approach to getting stuff done. From planning, communicating, implementing, building, and restoring nature, we focus the energy and insight of our partners into a force greater than the sum of our parts.

PASSIONATE

We are diverse people with different causes, but we are united in belief that more nature in our lives has prolonged and profound benefits for everyone. We remain committed to seeing this reality flourish.

PLAYFUL

We're committed to the idea that nature inspires our minds, stimulates our senses, and tickles our fancy. And that just because something's good for you doesn't mean it can't also be fun.



MISSION

To build the awareness, support, and understanding of the critical function nature plays when intertwined with our urban lives.

POSITIONING

The Intertwine is a positive force with the power to unify our region.



1. ESTABLISH A UNIQUE VOICE

Speak in a manner that is clear and bold, yet capable and easygoing.

2. INCREASE AWARENESS OF THE INTERTWINE BRAND AND DEFINITION

Our interconnected network of parks, trails, and natural spaces is also an experience, a thought process, and a critical resource.

3. CREATE A POSITIVE ASSOCIATION BETWEEN CITIZENS AND THE INTERTWINE BRAND

Appeal to *rational* and *emotional* reasonings that focus on what feels good.

4. APPLY PERSONAL BENEFITS WITH THE SOCIAL BENEFITS OF THE INTERTWINE

What I get, why I should care, and how it relates to the whole.

5. STRENGTHEN OUR PARTNER'S BRANDS WITH THIRD-PARTY COLLABORATION

Together we symbolize the benefits of public/private/non-profit coalitions.

6. ENGAGE EPICENTERS THROUGHOUT REGION TO LOCALIZE AND AMPLIFY MESSAGING

Target neighborhood business districts and community centers with specific messaging and integrated media (mass, grassroots, and digital media).



1. THE INTERTWINE IMPROVES OUR HEALTH

Walking, jogging, hiking, biking, or just playing, when we go outside, we get active. When we're active, we gain energy, drop the weight, move our bodies more and visit the doctor less.

2. THE INTERTWINE INCREASES OUR HAPPINESS

Everyone defines happiness differently, but access to nature is proven to reduce stress and make us safer. Some find this in the sights, sounds, and smells. Others find it in the rush of the wind through their hair.

3. THE INTERTWINE SAVES OUR MONEY

Properly engineered, nature makes our cities more livable at a fraction of the cost. From cleaning our soil, water, and air, to reducing health care costs, to increasing our property values, no critical infrastructure has the ROI like nature.

4. THE INTERTWINE CREATES NEW JOBS

Like any good infrastructure project, Parks, Trails, and Natural Spaces take planning, preparation, and physical effort to install correctly. We're about as shovel-ready as it gets.

5. THE INTERTWINE HAS SOMETHING FOR EVERYONE

Parks, trails, and natural spaces are a diverse set of resources that belong to all of us. How they're used, however, is up to you. From the casual observer to the hardcore participant, nature is free, easy, and right outside your door.

6. THE INTERTWINE IS AWESOME

More than green points on a map. More than efficient drainage or sound policy. Nature is exhilarating, awe-inspiring, and just plain fun to be a part of – an experience bigger than us all.



CONCEPT FRAMING

The Intertwine has too many benefits to speak to all at once. These core messages drive what we want people to understand from our concepts:

PROXIMITY

The Intertwine is close, accessible, and easy to enjoy, no matter where in the city you might be.

DIVERSITY

The Intertwine has something for many different types of people looking to do many different things in many different ways.

COMMUNITY

The Intertwine brings people together, unifies our identity, and is a critical infrastructure that benefits everyone.

POSITIVITY

The Intertwine has many benefits that make us happier and healthy. And most importantly, have a whole lot of fun.



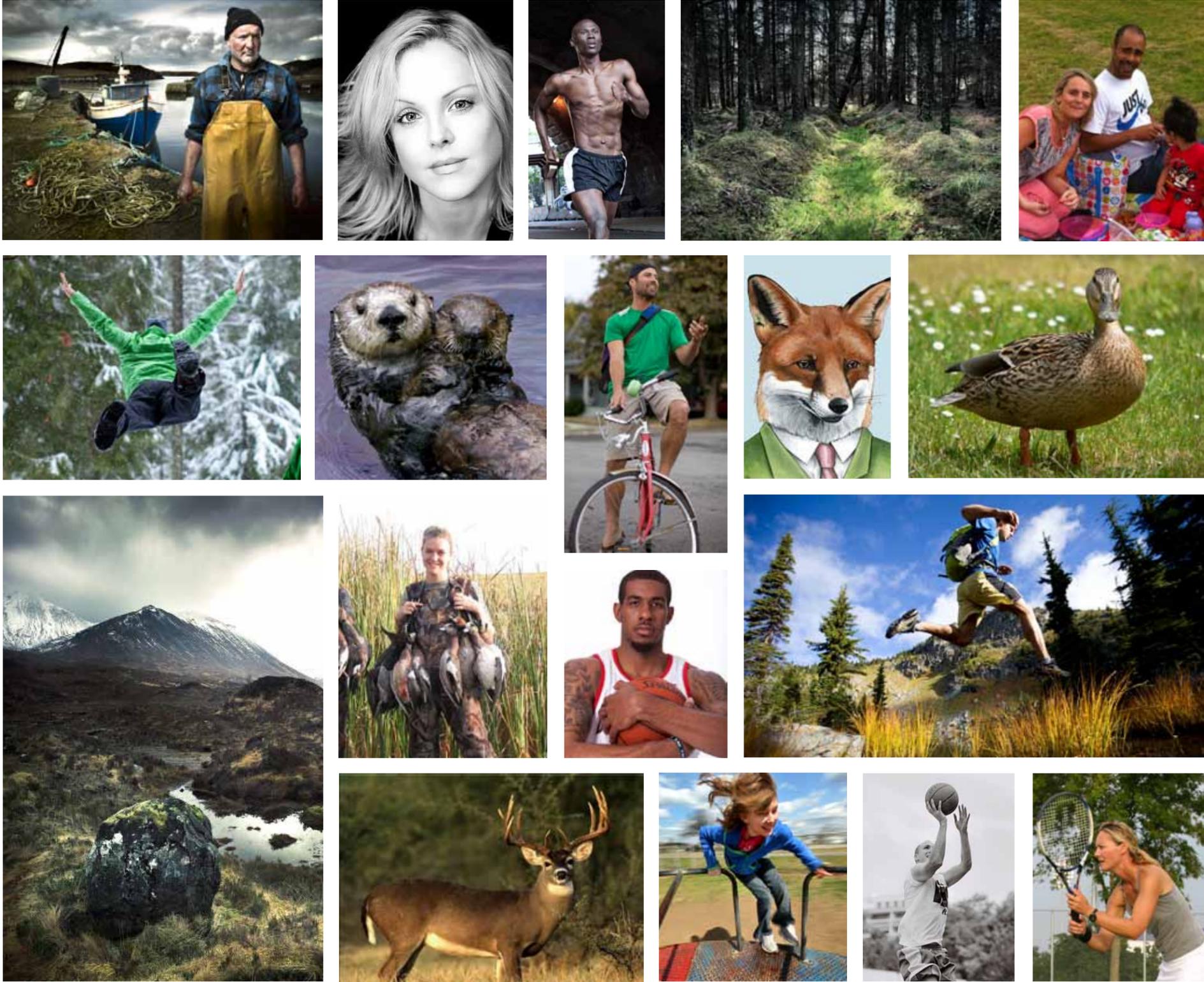


**THE
INTER
TWINE**

CONCEPTS



THE INTERTWINE | COMMON GROUND



COMMON GROUND

Our Common Ground celebrates the diverse uses and users of the Intertwine. Because nature belongs to all of us, regardless of how we choose to experience it. One person's bird watching grounds is another's fishing spot. Just like one person's playground is another's water filtration system. We may not agree on which of nature's benefits we choose to embrace, but we can all certainly agree that nature is a part of what it means to be a Northwesterner.

Our Common Ground juxtaposes native animals to represent the many different 'types' of people in our community. Dressed as cyclists, basketball players, hikers, fishermen, runners, students, etc... the animals characterize our ability to coexist outdoors despite our differences. A second message, of course, is to connect the Intertwine with the many different animal species that tug at our heart strings, and call the Intertwine home.





COMMON GROUND

Common Ground includes two contrasting animals, dressed like humans, at the same Intertwine location. This shows that there's room for every character on the Intertwine. It clearly defines the Intertwine as a place where all are included and welcome.

ADDITIONAL PAIRINGS

LUMBERJACK & HIPSTER

Beaver in flannel, Mouse in Andy Warhol glasses and concert tee
"The Intertwine builds jobs."

BUSINESS MAN & SWIMMER

Otter in swimsuit, Owl in suit and tie
"The Intertwine is our lunch break."

TRUCKER & CYCLIST

Raccoon in trucker hat and aviators, cougar in helmet and biking tights
"We take the Intertwine to work."



ARTIST'S WORK: RYAN BERKLEY



COMMON GROUND-SINGLE

The single page execution of the Common Ground concept shows individual animals native to particular Intertwine locations. Our simple and bold headline proclaims exactly what the Intertwine does for us. This reiterates the Intertwine benefits we share despite our differences.

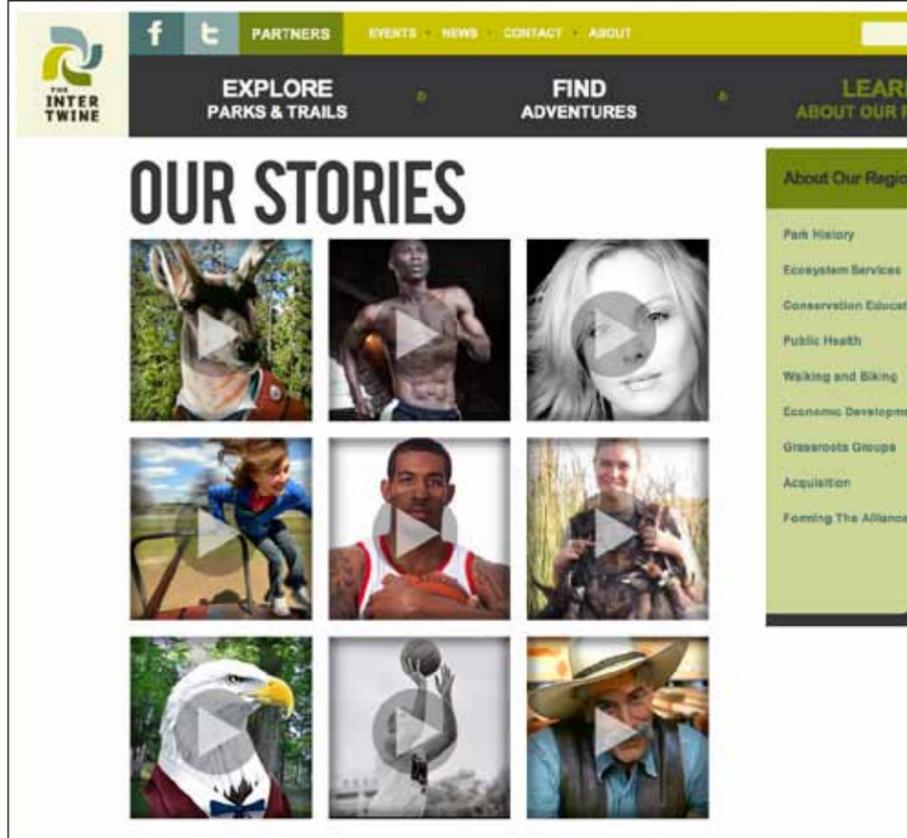


AD EXTENSIONS:

- Squirrel** (marathon runner): *"The Intertwine takes my breath away."*
- Fish** (peaceful hippie) *"The Intertwine is a total trip."*
- Bear** (basketball player) *"I crossover the Intertwine."*
- Eagle** (country farmer) *"The Intertwine saves us money."*
- German Shepherd** (police officer) *"The Intertwine protects us."*

OUR INTERTWINE VIDEOS

Our Intertwine is a series of gritty documentary short stories about sponsor employees, animals, and local celebrities interacting with the Intertwine. It emphasizes the effect that the Intertwine has on our mind, body, and spirit. The final products can also be repurposed into radio or TV spots. This also gives our brands a chance to connect deeper with the Intertwine and individually sponsor a production.



MADE FOR YOU AND ME

Made For You & Me is a cover on Woody Guthrie's patriotic song, "This Land Is Your Land." We've remixed the lyrics, Intertwine style, and plan to work with a local band to produce it. The final production will include different celebrities, animals, and sponsor employees belting out the lyrics at Intertwine locations.

*This land is our land, Intertwined land.
From Balch Creek Canyon to Sauvie Island,
From Fern Hill Wetlands to Mount Hood Meadows,
Nature was made to Intertwine.*

COMMON CAUSE

Common Cause works with local celebrities like LaMarcus Aldridge and Storm Large to shed light on the Intertwine's benefits. It shows familiar faces we might not associate with parks and trails touching on the Intertwine's benefits. This helps local celebrities strengthen their image and helps us educate our neighbors.



(powerful actress & musician) 'Nuff Said.

HEADLINE EXTENSIONS

- LaMarcus Aldridge for Trees.**
(tall Portland Trail Blazer) Knows good things grow on trees.
- Sam Elliott for the Critters.**
(iconic cowboy actor) His voice talking about fuzzy bunnies. That's funny...
- Alex Morgan for Feeling Good.**
(star of the Portland Thorns) Connects fitness with a cheerful disposition.



CREATURE COASTERS

Our Creature Coasters bring the critters of the Intertwine to a place we're all comfortable, our neighborhood bar and grill. Each side tells the story of a different animal at the same spot on the Intertwine. This is a simple way to communicate with a captive audience and reinforce the Common Ground concept. It's also a great way to increase sponsor involvement among beer brands that align with our outdoor mission.



COASTER QUOTES

Dog: I have the run of Thatcher Park by day.

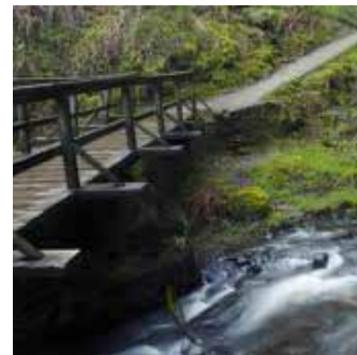
Owl: I come alive at the Thatcher Park night club.

FIND YOUR SPIRIT ANIMAL

Find Your Spirit Animal harnesses the energy from the personified animals into an addictive mobile Intertwine app. Within the app you can answer a few questions to discover your spirit animal or simply skip straight through to choose your own. The app allows you to choose your animal, clothing, and backdrop. After you've found your spirit animal, users are educated on the animal and benefits of the backdrop. The animals can be shared on Twitter and Facebook, bringing more attention to the Intertwine.



THE INTERTWINE | EXPLORE YOUR BACKYARD



EXPLORE YOUR BACKYARD

Explore Your Backyard celebrates the beauty we have around us. We're minutes from destinations others journey hours or days to experience. Why spend the money, use the gas, or take the time to travel to far-off places? From pristine wild areas to unique parks and features, *Explore Your Backyard* is a challenge to look around, see your region in a new light, and take advantage of our nearby getaways. This concept shows just how close we are to an adventure.

Explore Your Backyard creates a platform for local artists and photographers to offer their own interpretation of the Intertwine's local beauty. Each piece focuses on the allure of a nearby Intertwine location and the simplicity to fully enjoy it. This encourages our neighbors who might be intimidated by the outdoors while daring outdoor regulars to explore further.

PHOTOGRAPHERS

WOODS WHEATCRAFT | woodswheatcraft.com

DONALD A. HIGGS | donaldahiggs.com

JIM CRUCE | audubonportland.org/local-birding/jim_cruce

BYRON WILL | byronwillphotography.com

HALEY STROHSCHN | bit.ly/LGnXEF

BRIAN MATIASH | portfolio.brianmatiash.com/

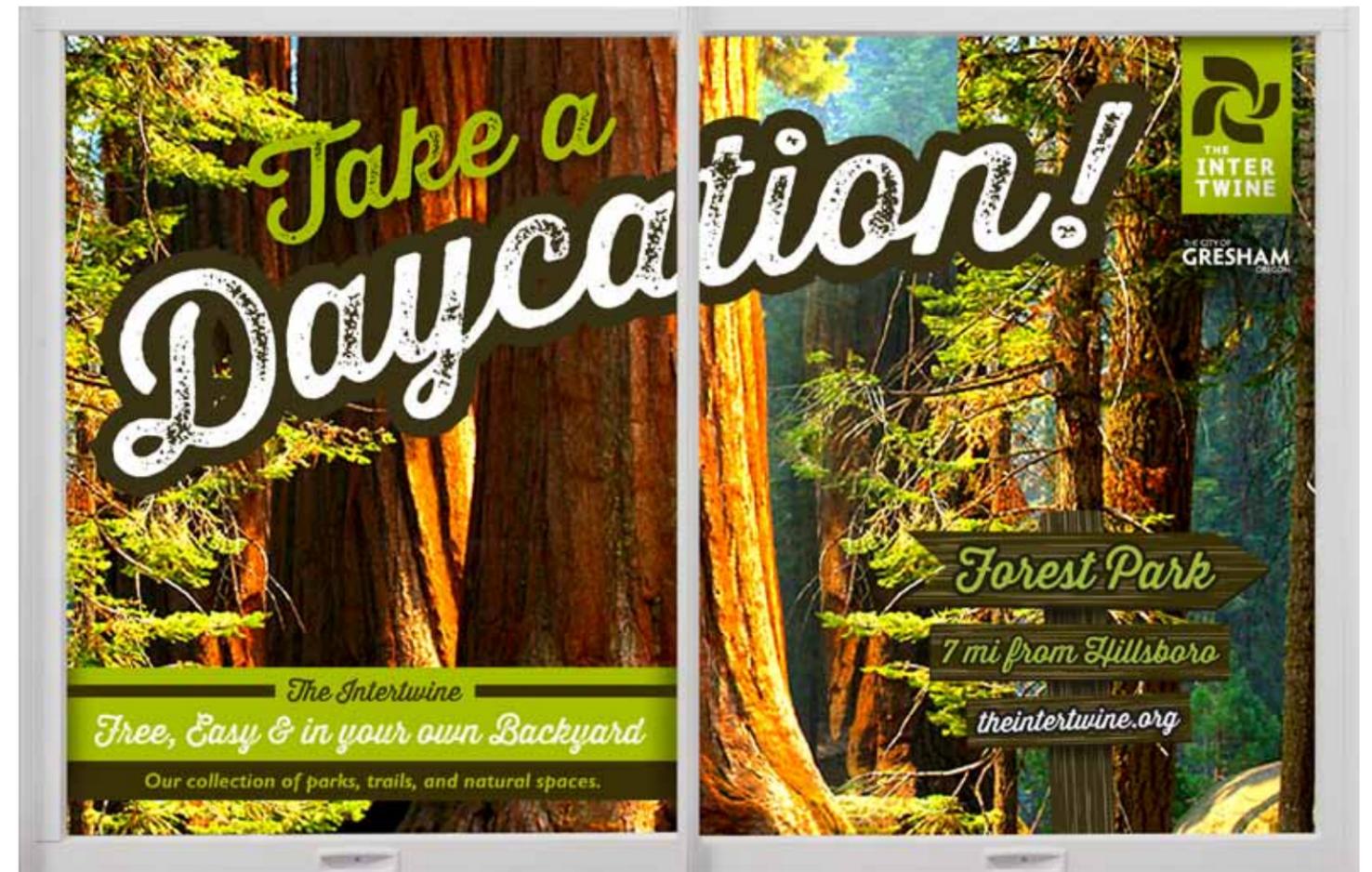


THE INTERTWINE | YOUR BACKYARD | AD COMP A



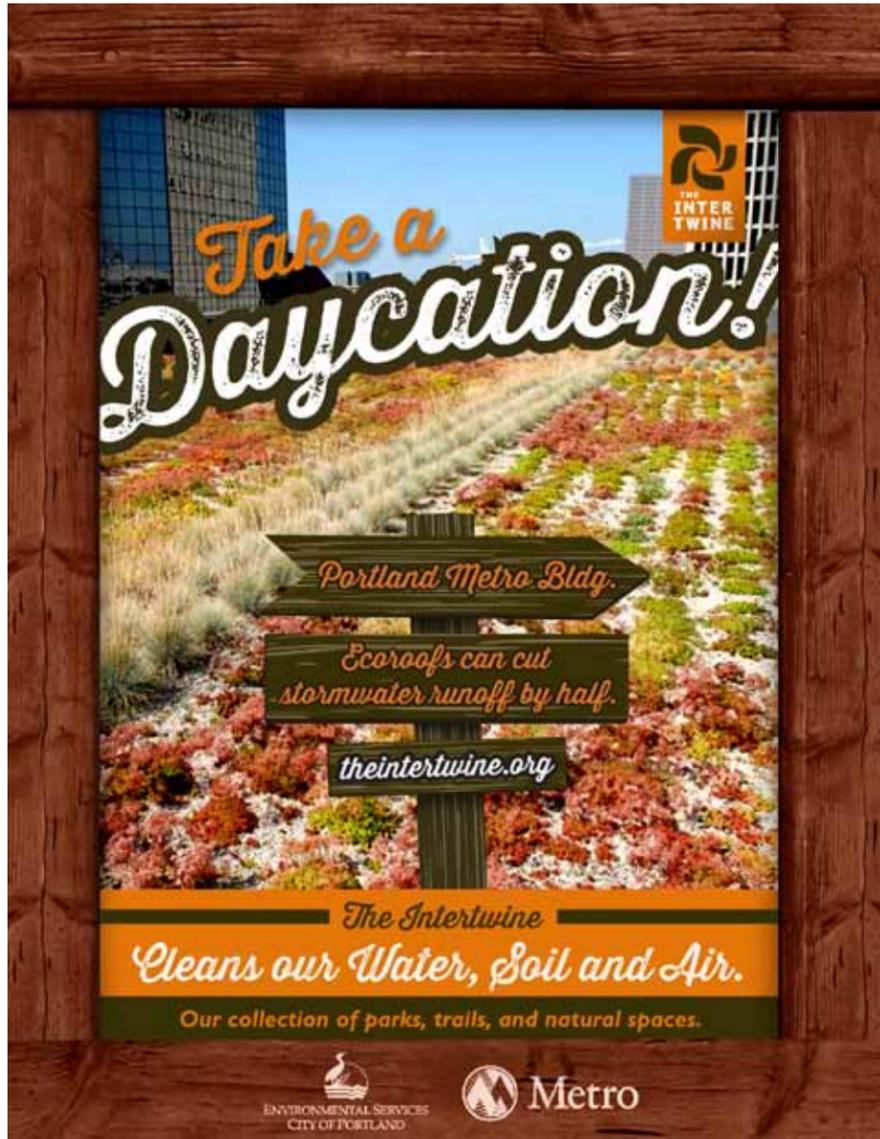
DAYCATION

Daycation is a reminder that we don't have to travel far to getaway. We use local photography of scenic Intertwine locations and place them in a window frame to reinforce their proximity. This literally establishes the concept that these adventure spots are in our own backyard. These will be placed in highly urban areas to contrast chaos with serenity. The window concept extends from billboards to actual frames being placed around town.



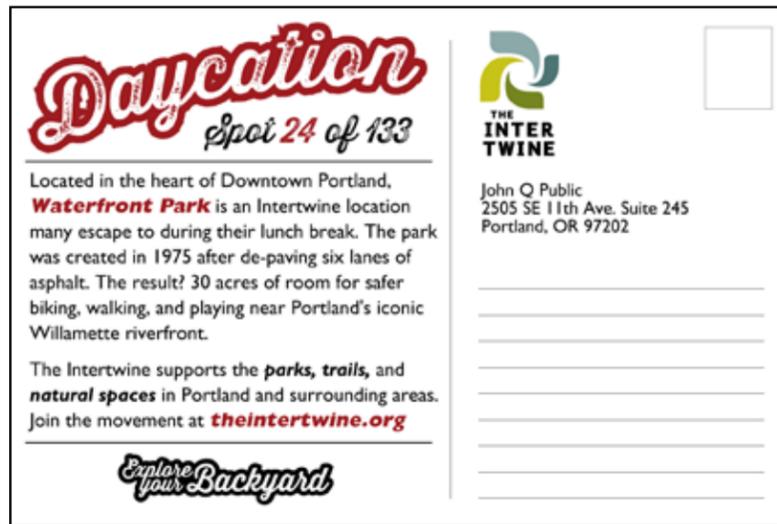
DAYCATION-SINGLE

Single page ecosystem services executions clearly communicate the practical benefits of the Intertwine.



DAYCATION POSTCARDS

Daycation Postcards promote Intertwine 'getaways' like the Route 66 postcards of yesteryear. They provide a snapshot reminder of what you can do in and around the featured location. For locals, they're reminders of where you can go and what you can do right in your own backyard. For tourists, they become a keepsake that promotes the natural beauty that defines the Portland/Oregon brand to the outside world. The card collection could also be packaged for sale at local retailers as an additional revenue stream for the Intertwine.



EXPLORE-IT-YOURSELF (EIY)

EIY is the Intertwine's do-it-yourself guide for the outdoors. EIY connects Intertwine locations, or adventures, with some of the skills you might want to know in order to be successful. We've included everything from making a fire, taking a hike, or spotting a hawk. EIY uses a humorous take that is designed to speak to all levels of outdoor engagement, from the newly active park goer to the grizzled outdoorsman.



EIY EXTENSIONS

1. Create fire with flint
2. Catch a fish
3. Make a layup
4. Fix a flat
5. Take a hike
6. Float the river
7. Run a 5k

BACKYARD ART

Backyard Art brings the Intertwine indoors. From First Thursday art walks, to displays at community centers, churches, and local businesses, BYA features commissioned works by local photographers inspired by the unique beauty, wildlife, and people of the Intertwine. Our goal is to broaden an appreciation of our nature in the City by working with photographers who specialize in natural themes or who normally work outside the genre. This idea can also be extended to amateurs through a crowd sourced, Instagram campaign. All images are then curated into a yearly 'Backyard Art of the Intertwine' book.



THE INTERTWINE | YOUR BACKYARD | TACTICS

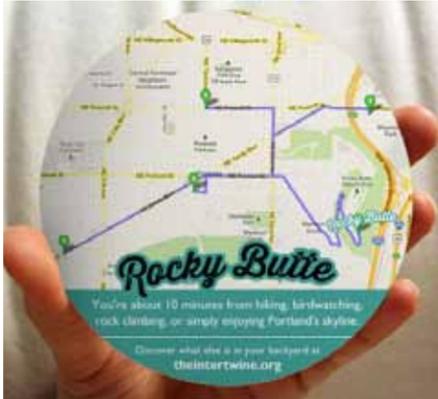
ADVENTURE TRAILHEADS

Adventure Trailhead markers will be placed in various locations around the urban centers of Portland, Hillsboro, Beaverton, Oregon City, Gresham, and Vancouver. By highlighting the proximity of an Intertwine location, we want to educate urban dwellers on just how easy, and close, it is to enjoy the Intertwine.



DAYCATION COASTERS

Daycation Coasters are customizable collateral sponsored by bars and breweries that show the proximity to a nearby Intertwine adventure. Side A shows a certain Intertwine location and side B includes a map of the bar's location in relation to the nearby park, trail, or natural space. Like the Creature Coasters, this is a simple way to increase sponsor involvement from restaurants or breweries that align with our outdoor mission.





HEADLINE

FROM FOREST PARK TO FOREST GROVE

DROP ON BY

Like a friendly neighbor's invitation, the Intertwine invites you to *Drop On By*.

Drop On By reinforces the proximity and easygoing nature of enjoying the Intertwine. The art conveys this through bridges connecting different locations, symbolizing the Intertwine's connectedness, usefulness, and enjoyment. Also shown in the art are activities people can do at these Intertwine locations.

CONCEPT EXTENSIONS

FROM TABOR TO TALBERT

Mountain biker using both mountains as a halfpipe.

FROM BETHANY TO BLUE LAKE

Diver jumping from waterfall into lake.

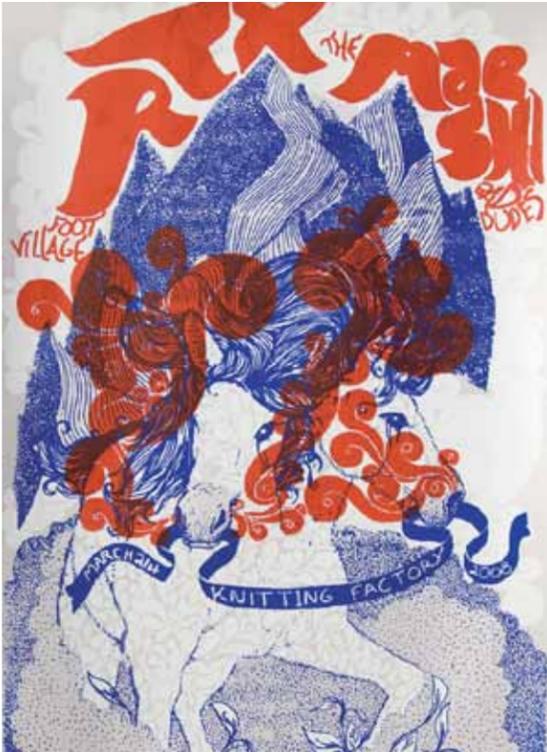
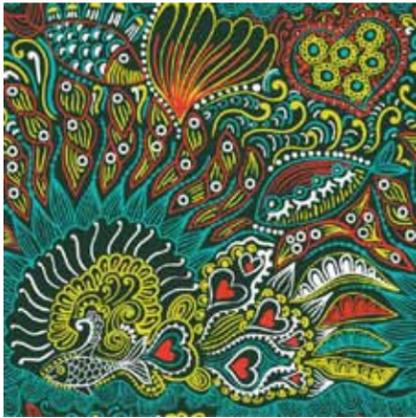
FROM OAK'S BOTTOM TO ELK'S ROCK

A bird flies over the head of a man with binoculars looking up.

ARTIST'S WORK: ADAM HAYNES



THE INTERTWINE | IT'S ALL GOOD



IT'S ALL GOOD

The Intertwine does a whole lot of good in many different ways. From making us happier, healthier, and more connected to our communities, to reducing our pollution, increasing our wildlife, and improving our safety, more nature in our lives is a good thing. But due to its interconnected nature, it is actually hard to place one benefit over another. That's why the main thing you need to know about the Intertwine is that *it's all good!*

It's All Good is a fun, vibrant, and upbeat interpretation of all the good things the Intertwine has to offer. From flora to fauna and all things in between, *It's All Good* depicts the entirety of the Intertwine as a harmonious system with everyone having a good 'ole time. Using imaginative illustration, bold colors, and positive copy, we create a lively world where everyone enjoys the benefits of the Intertwine.





Max Crist



ADDITIONAL ARTISTS

Alberto Cerriteño



Brook Weeber



Emek



Santiago Uceda



INSPIRATION SERIES

The Inspiration Series is a platform for local artists to interpret how they're inspired by all that's good about the Intertwine. Each scene elaborately depicts the entire system of the Intertwine as a complex, but positively happy place for everyone and everything.

HEADLINES

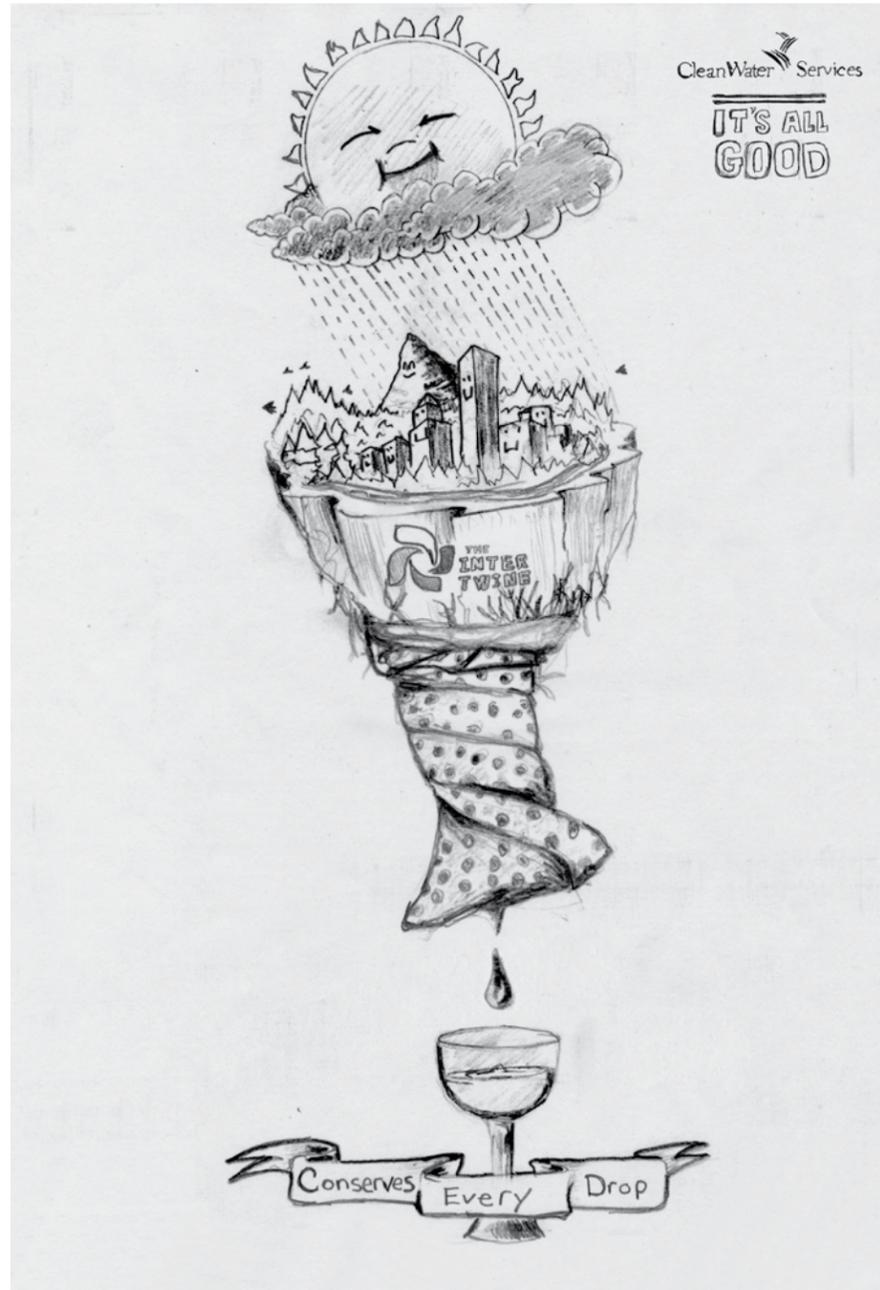
Everyone's happier with cleaner water.
 We all breathe easier with clean air.
 Our favorite things are fun and free.



THE INTERTWINE | IT'S ALL GOOD | TACTICS

IT'S ALL GOOD-SINGLE

Single page ecosystem services executions clearly communicate the practical benefits of the Intertwine.



IT'S ALL GOOD VIDEO

Video follows the flight of an urban falcon as it takes off from its nest atop the St. John's Bridge. It swoops down through the urban canopy, parks, trails, and natural spaces of the Intertwine. Throughout its travels we encounter the "good vibrations" of nature—the sun, wind, flora, and fauna. These vibrations flow outward and create people who are enjoying nature. The people are all the creations of their senses—the real determiner of their "good time" in nature.

FIVE SELECTED SENSORY SCENES:

- *Smell* - Children smelling flowers.
- *Sound* - Couple dancing to music created from wind blowing through trees.
- *Taste* - People picking and eating berries from a bush.
- *Touch* - People swimming in a lake.
- *Sight* - Sunlight shining on runners.



Video Artist Alberto Cerriteño: <http://vimeo.com/6819126>

ALL GOOD DIARIES

Hosted by former NPR reporter and Portlander, Ketzell Levine, the *All Good Diaries* is a radio documentary series designed to introduce residents to the many special places and interesting people that make up the Intertwine. Ketzell's unique journalistic storytelling takes listeners on emotive, informative, and interesting journeys through the region's diverse parks, trails, and natural spaces.



IT'S ALL GOOD TREASURE HUNT

With an area as diverse as the Intertwine, there's no telling what kind of treasure you'll find. Wild postings communicate a geocaching treasure hunt at an Intertwine location to passersby. Frisbees, t-shirts, coupons from sponsors, and/or other incentives are given away to people who find them first. Geocaching is a great tactic for spurring interest and involvement. Through doable adventures and giveaway incentives, we inspire people to explore new areas of the Intertwine.



THE SENSATIONAL MAP APP



Finally, a mobile map that lets users explore the many parks, pathways, and natural spaces using their sight, sound, smell, taste, and touch. Like you would for activities, users can search for Intertwine locations based off the five senses. Locations and features will be updated constantly to unveil new adventures on the Intertwine catered to our five senses. Users will be the first to know when the Rhododendrons are blossoming or where and when to experience the aroma of the Ginkgo Trees.

INCLUDED WITH THE SENSATIONAL SEARCH FILTER ARE THESE FEATURES:

- Pop-up alerts of seasonal changes to fauna, flora, and locations.
- Exclusive Intertwine activities, such as Geocaching Treasure Hunts.
- Intertwine Soundtrack Player (plays music for specific parks, pathways, and natural spaces).

IT'S ALL GOOD SOUNDTRACK

Music amplifies fun, evokes emotion and connection, and gets us out and about. Here we commission local bands and musicians to musically interpret their own Intertwine experience. Through a diverse range of musical styles, we tell musical tales of different Intertwine locations. We geotag their music to their spot of inspirational origin, so that people on the Intertwine can share the same musical moment, too.

