



*Kristen Jeffers, MPA*

# Portfolio

[www.kristenejeffers.com](http://www.kristenejeffers.com)

# Resume *and* Writing Samples

My resume, as included here, has my most relevant job experiences.

My writing samples are as follows:

- An original reported feature written for the web about a well-known urban planner for an online urban planning site focused on millennials. While I was familiar with this person, I was assigned by the publication to write a long-form original interview for them.
- A researched feature written as a reported feature for the web for the same urban-focused publication.
- An op-ed/essay written for a print alt-weekly and its online site.
- A news brief about a new city parking program for the urban millennial site.
- A monthly newsletter, which was created for email, but also is reposted as blog post for a bike advocacy nonprofit in the Midwest.

# Kristen Jeffers, MPA

336-317-3054 | [kjeffers2@gmail.com](mailto:kjeffers2@gmail.com) | [www.kristenejeffers.com](http://www.kristenejeffers.com)

Experienced Content Developer and Strategist passionate about developing online and offline content and materials that tell an organization or individual's story as well as teaching that individual or organization how to tell their own story.

## Professional Experience

2010 -  
PRESENT

### Founder and Editor

#### *Kristen Jeffers Media*

Created and manage suite of websites, email newsletters and social media pages to advocate for urban planning, good governance and the environment, as well as showcase surface pattern designs and teach lessons in public speaking.

- Written and syndicated feature articles and op-eds in a number of state, local and national trade publications and appeared as a subject matter expert on local and national news programs.
- Developed branding and editorial schedule for podcast, website and print materials.
- Increase page views and open rates for websites and email newsletters.
- Facilitated community stakeholder engagement meetings and groups in Chattanooga, TN and Birmingham, AL.
- Created content guide and presented live workshop for social media for community designers.
- Keynote speaker at 2014 American Planning Association Virginia and CityWorksXPO 2016
- Mentor for Summer 2014 Knight 880 Cities Fellows.

2015 - 2016

### Communications and Membership Manager

#### *BikeWalkKC*

Maintained and scheduled content on all social media accounts, nurtured relationships with media outlets and coordinate media and marketing campaigns.

- Increased organic and paid engagement on Facebook and Twitter.
- Increased frequency and opens on email newsletter.
- Appeared on behalf of the organization on local NPR affiliate 3 times and local NBC affiliate resulting in increased awareness around bike and pedestrian safety.
- Launched and completed two online bike-share ridership contests, resulting in sustained higher ridership.
- Recruited, hired and managed graphic design vendor.
- Developed a number of flyers, logos and social media and website banners using Adobe Illustrator, InDesign and Photoshop.

2012 - 2013

**Public Affairs Officer**

*North Carolina Humanities Council*

Responsible for all general public relations needs, advising grantees of publicity and marketing guidelines, managing the scheduling of social media content, producing a biannual magazine and maintaining the organization's website.

- Assisted with building an agency intranet via our Drupal-powered website which improved staff and board communications.
- Stayed within budget and kept annual awards event on schedule.
- Revamped how certain fliers for agency programs were created, saving money on production costs.

2011

**Communication Director**

*Friends of DJ Hardy*

Responsible for all things communication and writing related for this second-time candidate running against an incumbent city council member in a small city.

- Received endorsements from the major daily newspaper, and two major alt-weeklies regarded in the region as sources for news on city governance and workings.
- Wrote and managed platform that reached people of all ages, skill levels and economic groups living in the district.
- Grew my section of the campaign from one to three, utilizing two interns who have gone on to find full-time employment and continue to be civic advocates.

2011-2012

**Marketing and Communication Assistant**

*Guilford Child Development*

Responsible for developing and scheduling the social media presence and assisting with other communication tasks as needed for regional early childhood education organization

- Trained two staff members for three successful local news media appearances.
- Ignited interest in Facebook and Twitter for interdepartmental communications.
- Relieved communication staff of necessary duties, including producing the monthly newsletter, making regular updates to the website and agency brochure

2010-2011

**Graduate Research Assistant-Political Science**

*University of North Carolina at Greensboro*

One year graduate assistantship awarded on merit

- Researched and drafted manuscripts on immigration reform and Latino nonprofit organizations
- Covered phones, received mail and visitors to department office
- Prepared and executed department events.

**Education**

- 2004 - 2007 **Bachelor of Arts in Communication**  
*North Carolina State University*  
Magna Cum Laude
  
- 2010 - 2012 **Master of Public Affairs**  
*University of North Carolina at Greensboro*  
Community and Economic Development

**Skills**

<p><b>CMS AND SOCIAL MEDIA SITE MANAGEMENT:</b> Hootsuite, TweetDeck, WordPress, Joomla, Drupal, Movable Type, iContact, AWeber, Google Adwords, OpenAtrium, MailChimp, NetCommunity, Github, Trello.</p>	<p><b>SOCIAL MEDIA FRONT-END SITES:</b> Facebook, Twitter, Pinterest, Google+, LinkedIn, Meetup, Flickr, Foursquare, Tumblr, Pinterest, Snapchat</p>
<p><b>RESEARCH/DATABASE:</b> SPSS, Survey Monkey, Cision Media Source, Google Analytics, Facebook Insights, Twitter Counter, ACGI, BurrellsLuce, The Raisers Edge, Salesforce.</p>	<p><b>BLOGGER/WRITER</b> Discussing current issues online and delivering media campaigns and marketing communications to support organizational goals. Tracking and analyzing Google Analytics and making content decisions based on results.</p>
<p><b>OFFICE SOFTWARE:</b> Microsoft Office, Adobe Creative Suite, Apple iWork</p>	<p><b>LANGUAGES:</b> HTML, CSS</p>

## Get to know the bike activist bringing diversity to DC's bike scene

by Kristen Jeffers

The Nickel Tour: Whether on her bike, at her writer's desk, or out in the community, Veronica Davis is a Washington presence that is fostering worthwhile change, and doing it with flair.

If you follow Veronica O. Davis on Twitter, you'll notice a few things. Smiling women on bikes. Community meetings of all sizes and stripes. Adoration for her Terps, the Nats and D.C. United. And, as she's fond of tagging her posts, #everydayisahustle.

That last sentiment is more than a hashtag, though. It's a way of life.

Following Davis on and offline, you'll learn she's not only always literally on the go, as a car-free resident biking near constantly to west of the river from her Capitol View home: She's also after starting something new, most often in the world of bicycling.

She's probably best known for the kind of energy that sparked Black Women Bike, a group she organized to encourage fellow female African-American bikers in the District to travel on sets of two wheels (a feat that earned her recognition as a White House Champion of Change).

But she's also an active player on the The Rent is Too Darn High slate for the D.C. Democratic State Committee. which actively encourages residents to vote and to be informed, and still finds time for outreach and education, the most famous of which was a ride with known rabble-rouser in print Courtland Milloy, who once likened bicyclists to terrorists.

"I've always been amazed at not just the command of the topics that Veronica instills in her staff, but their consistent enthusiasm and ability to patiently walk people through the process of understanding and making decisions," says Payton Chung, a D.C. bike advocate and writer for Streetsblog USA. "As a bike advocate, Veronica's been both tireless and strategic in her efforts to make sure that people see the diverse faces of bicyclists. At a time when thousands of us were left sputtering by a particularly offensive Post column about bicycling, Veronica took the bold step of inviting the columnist out for a ride."

To say she's seemingly everywhere—packing a lot of passion and patience— is an understatement.

But it comes naturally to the civil engineer, bike advocate and small business owner, who was born just across the Potomac in Alexandria.

She spent most of her childhood in suburban New Jersey, but “was always fascinated by the city,” Davis says, cherishing her early memories of the monuments and returning to the area to visit her great uncle.

She was back again to attend the University of Maryland at College Park for civil engineering, following in the footsteps of her father, a former president of ASCE, the international association for civil engineers.

Something she also shares with her father: activism.

“My parents met at a college protest,” she says, “they were both active in the community and social justice in and around my sister and I, and they would take us to various events.”

After stints working elsewhere she started her own engineering and planning firm, called Nspiregreen, with partner Chancee Lundy in 2009.

She settled into the Ward 7 neighborhood of Fairfax Village. One day in 2010, as she was cycling through the neighborhood, she noticed a young African-American girl who pointed to her. “Mommy, mommy, there’s a black girl on a bike,” she said.

It was enough for her to reach out to her fellow black cyclists to form a support group that could encourage women, many of whom hadn’t been on a bike since childhood, to give it another try.

Today, a movement that started as three women with a dream is now 1,500 members strong on Facebook.

“We are giving women tools to do more. If they were biking on the weekends, they are now biking to work. If they weren’t biking at all, they are biking on the weekends,” she says.

The group is more than a cycling club, though. It’s an advocacy group.

“We now have two black women on the D.C. Bike Advisory Council. Without Black Women Bike, I don’t know if we’d see black women in leadership in the D.C. bike advocacy movement,” Davis says.

Part of advocacy is education. We are all now familiar with Milloy’s written charge for people to physically harm bicyclists who refuse to obey normal traffic laws.

The news rippled through both the D.C. and the national bike community and Davis spoke up the following day on D.C.’s WTOP to extend an invitation, as she does for so many who don’t bike: Ride with us.

The ride was well documented by those same outlets and produced lots of commentary, humor and concern.

“I can actually see where Milloy is coming from in many ways. He made excellent points about how we have lots of Black and Latino riders, lots of poor and homeless riders, but

we cater too much to white, wealthier riders. A biker is not necessarily a bike advocate and that has to change,” Davis says.

While she herself is not on any formal bike committee besides the ones she’s created, she’s had a role in many of the bike improvements throughout the District. In Fairfax Village, she worked with the community to get a bikeshare station and sharrows on one of the streets. Throughout Ward 7, she had bike racks installed at major commercial areas including grocery stores.

Through Black Women Bike, she has conducted seminars such as “How to Ride on the Streets of DC Safely” to provide women the tools to have the courage to bike as a form of transportation.

Through her professional work as the co-owner of Nspiregreen, she was part of the consultant team that worked on moveDC, the District’s long range transportation plan. MoveDC envisions over 200 new miles of bike infrastructure, along with other public transit goals.

So what’s next for this self-described “jill-of-all-trades”? Who knows. But she does have a few wishes for cycling and her neighborhood.

“As a resident who lives east of the Anacostia River, my biggest wishes are for safer pedestrian and bike access to the bridges and additional pedestrian and bike access to Anacostia Park,” she says.

And whether it’s acting on wishes or continuing activist action, one thing is certain: hustle will be involved.

## A Canadian DJ and budding politician is reinventing Detroit's bike scene

by Kristen Jeffers

The Nickel Tour: How a young, laid back Canadian DJ wound up making bikes – and becoming a local icon – in Detroit.

The address is 13369 Elmira Street, Detroit, MI. There's 50,000 square feet of space inside. That space is sparsely populated with people, no more than 30 actually, and it's a little grimy. Especially for a factory in Detroit, where most people are used to being able to eat off of the floors. There are gears and wheels and machines. There are no cars, in part or full. There are approximately 100 vehicles laying around, some black and others white. This is a high-volume manufacturing facility.

This is Detroit Bikes. And it all started with a taxi ride.

Founder Zak Pashak hopped into that taxi and was treated to a rant by his driver about bike lanes, cyclists and how they appeared to cause him more trouble. This all sounded very wrong to Pashak, who from that point forward sought to change the conversation and the conditions for bikers.

First of all, he did somewhat agree with the driver about the biking culture. Even in his native Canada, it seemed to only be about serious, racing-level cyclists. He sought to build a different bike, one that was better suited for everyday transport. That way, bikes could become as ubiquitous and easy to operate as cars.

In Pashak's own words: "Cycling is becoming a more relevant mode of transportation with more cities implementing bike share programs and bike lanes," said Pashak "Now is the time to redefine the way people think about cycling. To show casual bikers and non-athletes that biking is a realistic option."

And with that spirit, the one time club owner, DJ and aspiring politician took his moxie and spirit to Detroit in 2012 and Detroit Bikes was born.

Inside that 50,000 square feet building, nearly 60 prototypes were tested. The goal was to find the perfect commuter bike, one similar to those created by the well-known commuter bike company Linus, but a little bit cheaper. On a basic, customer-service level, he wanted a bike that was strong and light, at a size that anyone could feel comfortable in, with simple braking, ease of cargo hauling and the right balance of wheel size.

The final bike, the A-Type, a nod to storied carmaker and bicycle enthusiast Henry Ford's Model T, comes only in basic black. It's cargo rack boldly proclaims who made it. And it was truly a made in Detroit enterprise, save the parts that just can't be sourced locally at

two being this one is solid white and the frame is step-through.

So what's next? Pashak hopes to have bikes not just in bike shops, but either in your closest big-box store or a specialty lifestyle store like Restoration Hardware, according to this article in Canadian Business. He really wants to promote the whole made in Detroit ideal and the spirit of manufacturing. He is projected to do \$4 million in business this year and wants to be able to make \$15 million over five years. He's not the only Detroit "artisan" bike game in town. A man was already incorporated as the Detroit Bike Company and doing custom bikes when Pashak looked to incorporate. Fossil Watch founder Tom Kartsotis decided to put his custom bikes (and other things) company Shinola in Detroit after a focus group told him they would buy things that had Made in Detroit on the label.

But if you were looking for a Detroit entrepreneur with a wholesale solution for the ills of Detroit, Pashak's not your guy. "I'm not going to go to a TED Talk and tell people how to solve the problems of Detroit," he said in that same Canadian Business interview. "I mean, I will, but hopefully on a bar stool, not with a microphone."

Instead, when he's not at the factory and he's hopped off that bar stool, you'll find him on Joy Road at his home in the shadow of Henry Ford's old manse, the spirit of one idealist on wheels influencing another.



[Click to Print](#)

Tuesday, December 31, 2013

## YES! WEEKLY ESSAY CONTEST WINNER: THE HARVEST OF OUR FUTURE

By Kristen Jeffers



The future of our region lies in something we may have abandoned in the last few years — the fields. These new fields are more metaphorical than physical, but important nonetheless. The Piedmont Triad is planting the right seeds, believe it or not, for our future. However, there are a few more fields and crops to plant to ensure that we have the future we need.

One of the first fields we need to plant is right outside our door, in the grass/ concrete we already have: our neighborhoods. We need to cultivate and harvest places where we can walk or bike to all needed services. We need to eat better, so better to clear off a vacant home or two, or corner off a neighborhood park that's already vast and plant some veggies and maybe even wheat and soy for bread and pretty much any meat we eventually want to create. What corners and spaces are left, we use to be active and move our bodies so we aren't weighed down physically and mentally. And of course, we have plenty of homes, in forms that work for all types of people and life choices.

The second fields should be our matured downtowns and main streets. When we go downtown, it should feel like the Festival of Lights or Bookmarks Festival or Barbecue Festival all year long. LeBauer Park and the Winston Salem Arts District will help with that, with all of the places available for people of all ages and interests to have something to do. All types of music and dance scenes and professional and public services should be available. Transportation should radiate out of our depots and roll down not only the roads but the tracks on a regular basis.

Next, we should continue to encourage the garden of our youth to bloom. When our children go to school, not if, but when our children go to school, they should not be ridiculed for learning or force-fed into rigid boxes that check off arbitrary ideals or things that "colleges" and "employers" and even "families and

children" and "politicians" want. We should learn the basics, then branch off into what works best, knowing that we are all left and right brained. The joint brain we have should allow us to do things that put that food from our garden on the table, but also enjoy exploration

and laughter and making mistakes that work themselves out eventually. Of course, this also leads into giving adult people the opportunity and the skills they need to work, and allowing that work to provide for a family, no matter its size or shape.

And finally, we need a harvest of love.

Love from a distance those that we can't see eye to eye with and love in tandem those that we can't live without. No stringing along people who don't make us better. No holding up certain people, places, companies and ideals as gods and trophies when all they are, are ideals and points in a greater map of time. No one company, ideal, bike lane, bus route, solar panel or skin color will hold us back, keep us from going forward or be the one thing that sustains our future. They will all work together to make this region and other regions, places where we can be a part of the harvest of the American Present.

*Kristen Jeffers, a Greensboro native and resident, blogs at The Black Urbanist. !*

## These smiling parking meters help the homeless

The Nickel Tour: cities across the country are allowing commuters to donate spare change through parking meters. Could this creative solution yield big results?

For many of us, the site of a parking meter after sliding into a nice downtown parking space incites ire. It's bad enough we had to drive in, now they want to charge us? We understand that parking's not free, but still. In Pasadena though, you may find yourself staring at an orange parking meter with a smiley face. You might smile even more when you find out you can donate through those meters to the homeless community in the area and know that it's going directly to putting people in new homes.

The Pasadena campaign, dubbed the Real Change Movement is a collaboration between several local homeless services providers, the United Way of Greater Los Angeles, churches and other social service and community groups. The campaign launched on August 13 and so far eight organizations around Pasadena have elected to place meters around the city.

Right now, their goal is to raise awareness about homelessness and give people options for handing out spare change to help homeless people besides giving it directly to panhandlers. Pasadena joins its California neighbors San Luis Obispo and San Diego, along with Denver in using parking meter style donation venues to help the homeless. Denver was the first to create such a program back in 2007. In its first month, they collected \$2,000. Now, the program regularly collects \$100,000 a year across 85 parking meters. The funds are funneled through the local United Way and into a number of social services that provide aid for those who are chronically homeless.

In San Diego, the program not only has the support of community nonprofits and social services, it has the backing of a homegrown parking meter company, who donated their special meters, and Cox Communications, the local telecommunications provider. In addition, the program is administered by the Downtown San Diego Partnership, which has a program, Work Your Way Home, that allows for homeless people who want to move to an area where they would be more stable, to work for the Partnerships downtown Clean and Safe program.

After a certain number of hours, homeless workers can receive a bus ticket to go anywhere in the continental US they would like to go. However, the San Diego program is not making as much money yet and only has 21 meters thus far. "It's not a huge money maker but it's a great educational tool," said Kelly Knight. Knight is the homeless outreach supervisor for the Downtown San Diego Partnership Clean and Safe program, in an interview with local public radio station KPCC. "We make about \$300 a month from the meters, and we've had other larger donations come from having the meters [...] We are a tourist city. People come here and they enjoy our beautiful city. And they see someone asking for money, and it pulls at their heartstrings. The meters give them an option." Above all, at least in Pasadena, they make us smile back.



# Redefining our streets as places for people to build a culture of active living

Sign In

Get Involved

About

Education

Women Bike KC

Advocacy

Events



## June News and Notes

Posted on June 3, 2016 by Kristen Jeffers

Thanks everyone for another successful Bike Month. Now as we move into June and the summer months, join us for some other fun events.

## NEW BELGIUM CLIPS IS JUNE 9TH

Picture yourself in the park after dark drinking beer. Legally. With your friends, lights, lawn games, good tunes and a giant screen playing short films full of folly. Bonus: your fun is benefiting a local non-profit.

**NEW BELGIUM CLIPS**  
BEER & FILM TOUR

**KANSAS CITY** THIS PARK  
THURSDAY, JUNE 9

DOORS 7:00pm FILM 9:00pm

HIGH 5s TO THOSE WHO RIDE  
[NEWBELGIUM.COM/CLIPS](http://NEWBELGIUM.COM/CLIPS)

NEW BELGIUM BREWING

a FUNdraiser for

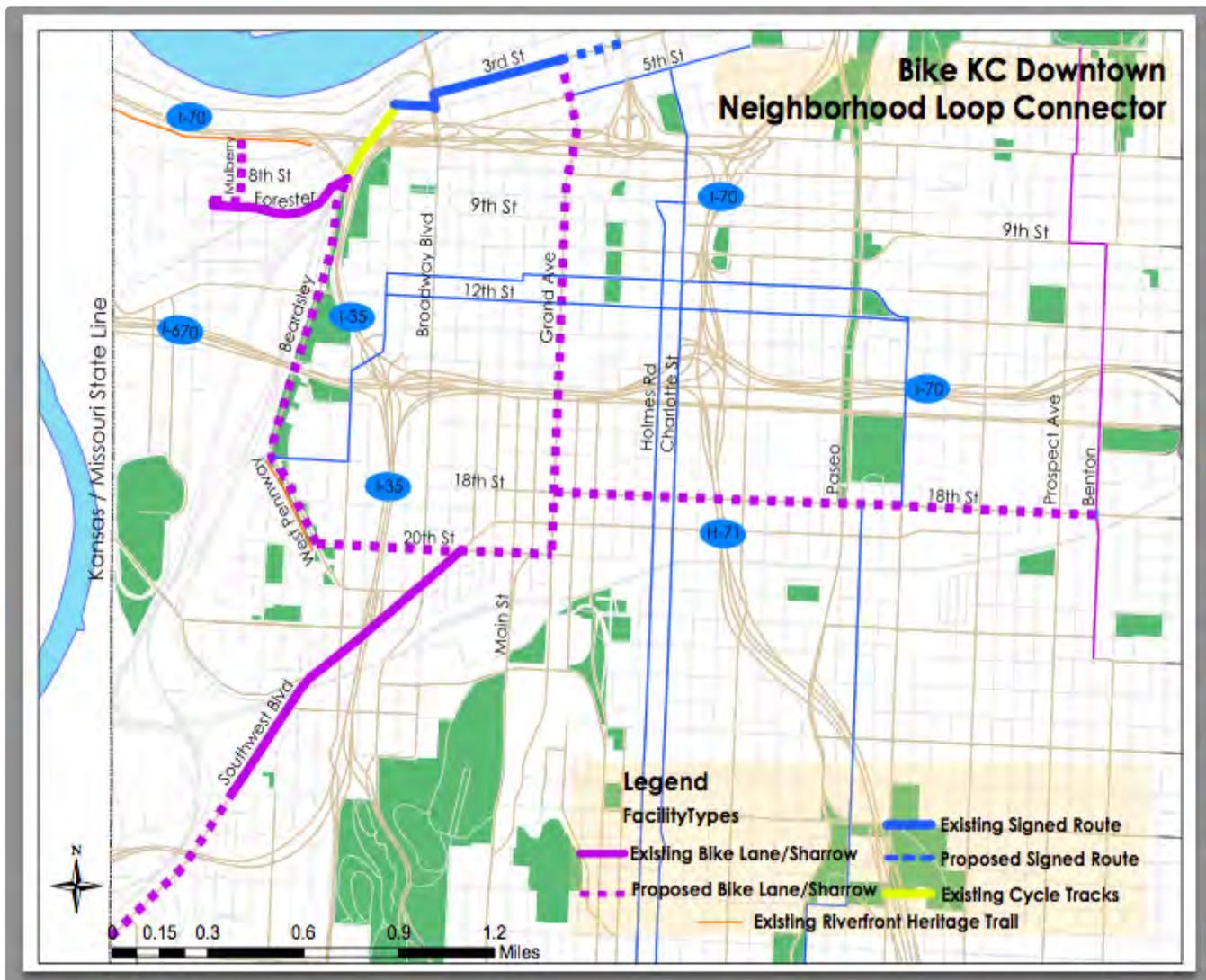
New Belgium Clips is coming up on June 9th—That's next THURSDAY, at 7:00 p.m. in Theis Park. **WE NEED VOLUNTEERS**, especially in our box office area. Otherwise, get ready to join us for another fun evening of sampling the best of New Belgium brews and films under the stars. **Learn more about the event here!**

## YOUTH AMBASSADORS AT EAST HIGH SCHOOL: A CATALYZING FORCE!



We told you a bit about our new Youth Ambassadors program last newsletter, but we wanted to tell even more stories about the program, namely it's East High School iteration. Here's the story **on our site** and **on the site of our partner agency and grantor the Health Care Foundation of Greater Kansas City**

## KCMO DOWNTOWN BIKE LOOP GOES TO BID, OTHER BIKEWAY AND INFRASTRUCTURE PROJECTS ANNOUNCED



The long, long-delayed project to add 13 miles of bike lanes in the Greater Downtown is finally moving forward! The project went out to bid for a construction company recently to start the work this summer. It's looking hopeful that this project will finally come to fruition later this year, after two years of delays and more than five years of discussion and planning. [Learn more about other bike infrastructure projects planned in KCMO.](#) Also, please be sure to [let MARC know your thoughts about the Grand Boulevard bridge replacement.](#)

**JOIN #WOMENBIKEKC FOR A NORTHLAND BIKE RIDE!**



Meet our WomenBikeKC committee members on June 29th at 6:30 p.m., at either the Downtown Airport or at the Line Creek Trail for a fun no-drop ride. All riders will reconvene at Cinder Block Brewery in Northtown after the rides. **Check out some of the fun places committee members have ridden their bikes on vacation!**

**INTRODUCING OUR NEWEST MEMBER DISCOUNT,  
10% OFF AT THE SUNDRY**



Show your orange membership card and get 10% off of any orders at The Sundry in the Crossroads. BikeWalkKC would like to thank The Sundry for their support.

**SEE YOU AT OUR NEXT HANDLEBAR HAPPY HOUR ON JUNE 22ND AT 5:30 AT BIKESOURCE AT 95TH AND MISSION ROAD IN OVERLAND PARK**



We are excited to put on our first Handlebar Happy Hour of the year at BikeSource in Overland Park. Come out for some great brews, eats and bike demos, along with catching up with all your cycling friends!

## COME WORK WITH US!

We are in need of **youth bike instructors a part-time graphic designer and a full-time Development Manager!**

## JOIN BIKEWALKKC

Your membership helps us continue our quest to advocate, congregate and educate people around bikes and pedestrian activities throughout the region. Plus, there's some cool discounts, including a brand new one from BikeSource. **Click here to join.** And for those of you new members who haven't recieved their membership packet, look for it in the mail soon. Also, please let us know if your contact information has changed.

## JOIN KANSAS CITY B-CYCLE

For just a litte more each year (like \$65), you can leave your bike at home and ride to some of KC's hot spots. **Click here to join.**

Posted in News.

Like 0

Tweet

G+1 0

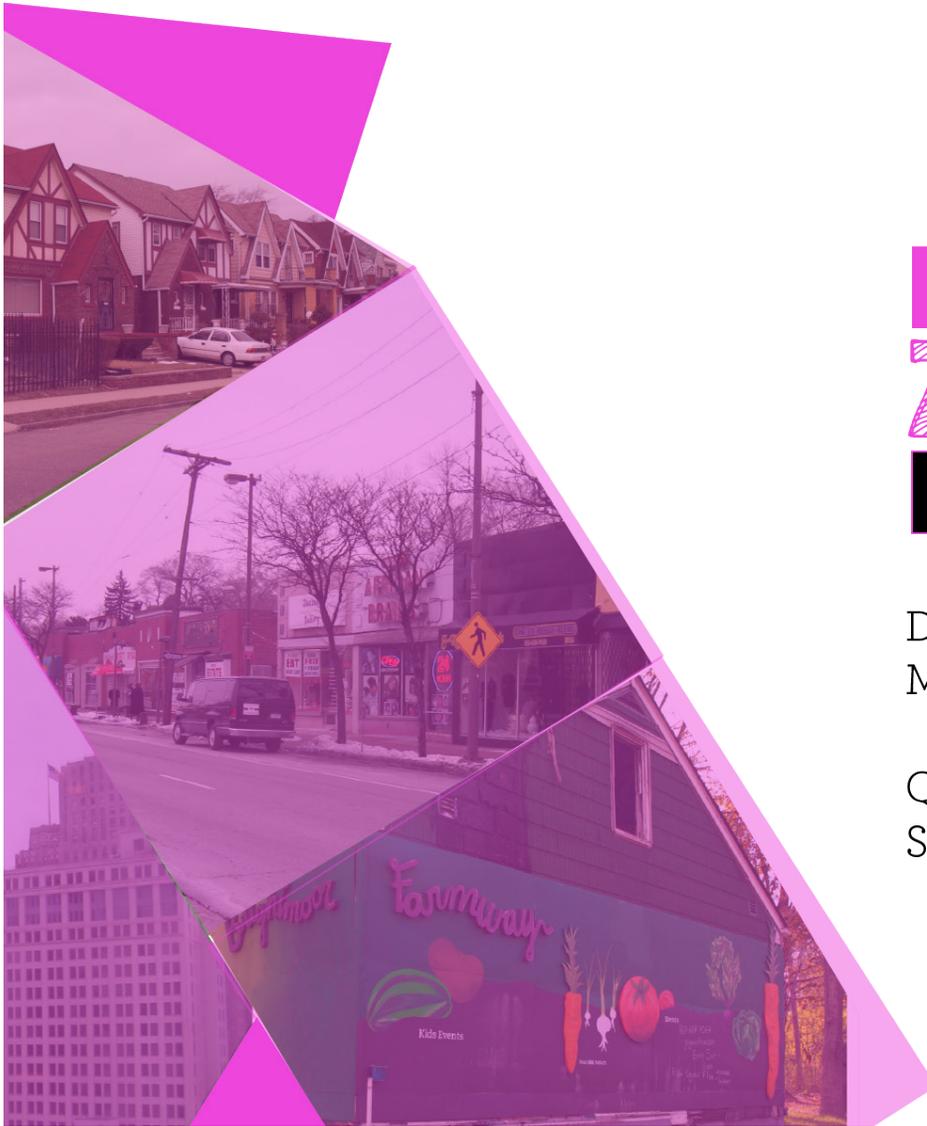
← [Discount at The Sundry in...](#)

[Kansas City, MO Loses Its...](#) →



# Design Samples: Client Work

Over the course of my career, I've provided a variety of communication and design services for nonprofit and professional service organizations. Here are few samples of proposal covers, online and print advertisements and poster designs.



## Pink Zones Detroit

Design-Led Regulation for  
Main Street Revitalization

Qualifications of  
September 2016

This is a template developed for a design work statement of qualifications for the project mentioned above. While we did not win the project, the design on the proposal book was a huge hit with my design team, who spanned several states and worked virtually to pull together this document with only three weeks between the RFP release and the deadline for proposal submittal.

## Design Samples: *Client Work*



### **MAINTAIN YOUR RIDE CLINIC: END OF SEASON TUNE UP!**

**DECEMBER 17<sup>TH</sup>  
6-8 P.M.  
BIKEWALKKC OFFICE  
3269 GILLIAM ROAD SUITE C, KCMO**

Get your bike tuned up before winter hibernation. This clinic will work through flat repair, bike care and cleaning, brake adjustment, derailleur adjustment and hub overhauls.

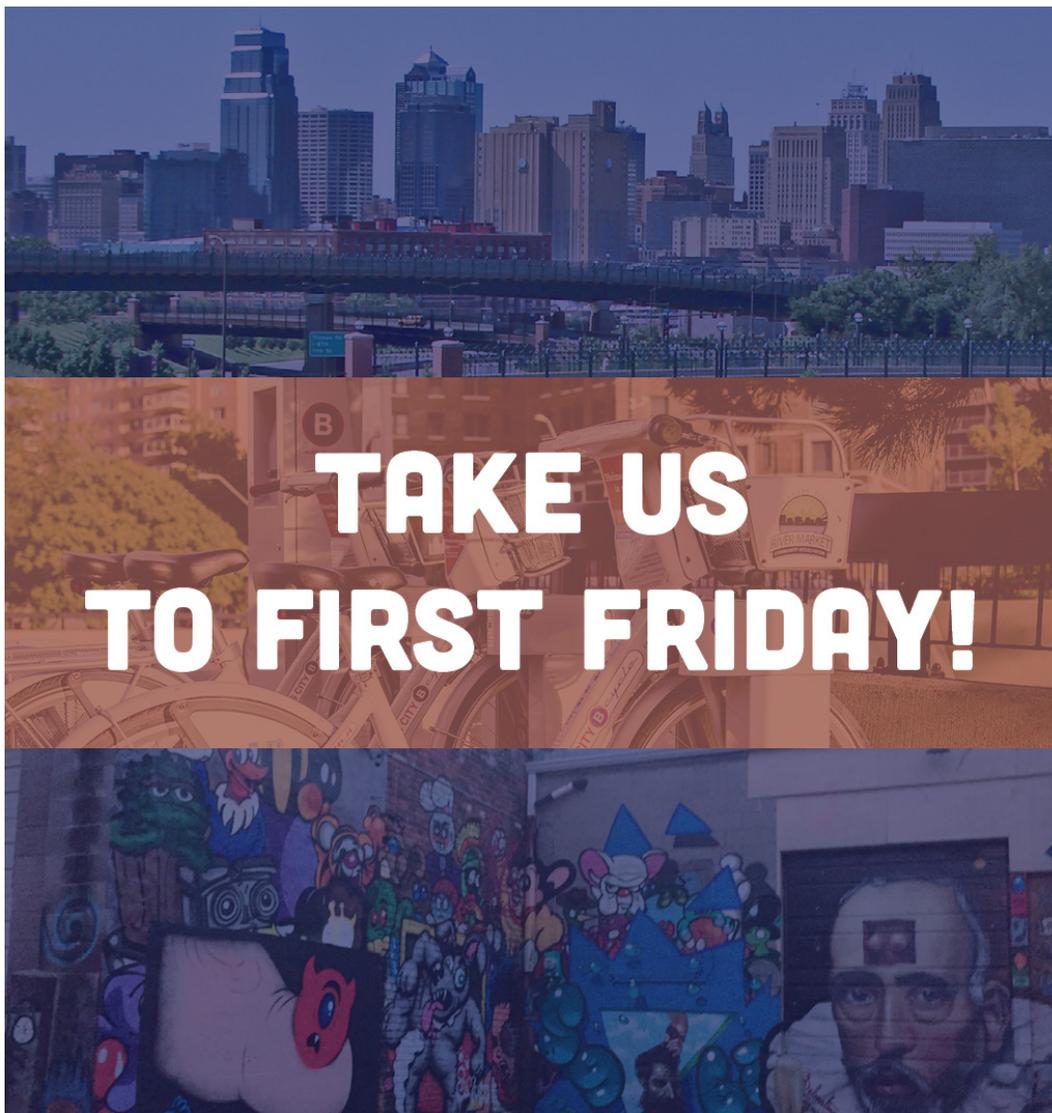
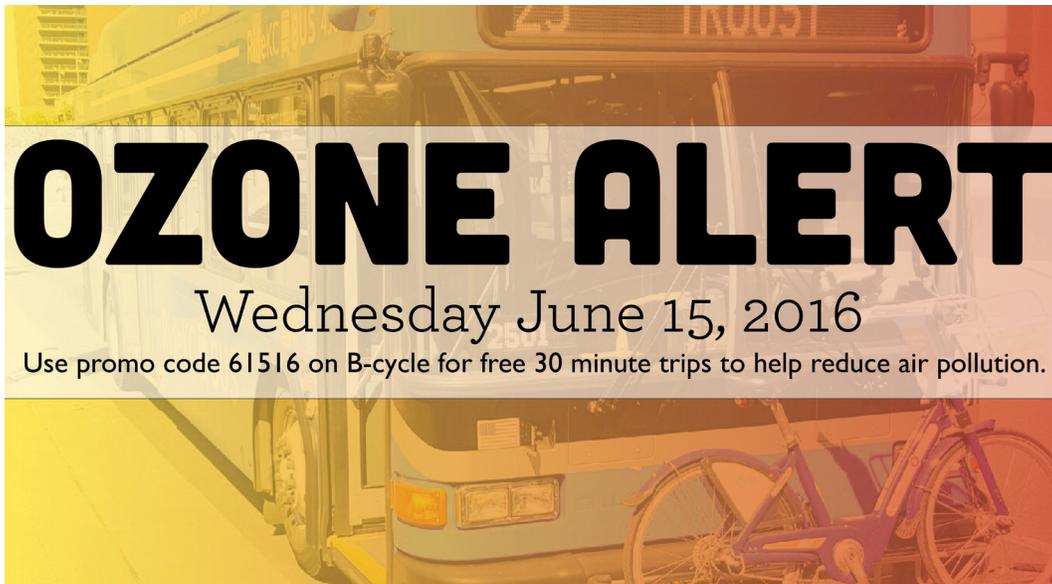
Suggested donation \$25. If you join BikeWalkKC between now and then, the clinic is free!

**LEARN MORE AND REGISTER AT [WWW.BIKEWALKKC.ORG](http://WWW.BIKEWALKKC.ORG)**



Kansas City B-cycle and BikeWalkKC are two separate, non-profit, brands running out of the same office with the same staff and almost the same board. Kansas City B-cycle is the bikeshare system of the Kansas City metro area. BikeWalkKC, which was founded in 2010, is the parent organization of Kansas City B-cycle and serves as the premier bicycle and pedestrian advocacy and education organization for the Kansas City Metro area. The B-cycle brand is heavily influenced by the national B-cycle network branding, but I was able to add a couple of personal touches, as you see with the headline of the ad on the left. The BikeWalkKC ad on the right is for an education program and is consistent with our own in-house stylebook, which was developed before my arrival.

Until we could bring in part-time graphic design help, at which point I shifted to doing art direction for both brands, I was tasked with creating all of our graphics. which in the case of the ad on the left, ran in several local altweekly newspapers, with a major circulation. The ad on the right was created for Facebook and our monthly newsletter which reached over 1500 donors, supporters and friends of the organization.



These are examples of two ads created exclusively for social media as alerts or reminders. Although neither brand is specifically mentioned here, I used the brand colors to help convey which side of the office issued each message,

## Design Samples: *Client Work*



THIS STATION IS SPONSORED BY

### 18th & Vine Jazz District

American Jazz Museum ● Black Archives of Mid-America ●  
Black Chamber of Commerce ● Black Economic Union (BEU) ●  
KC Friends of Alvin Ailey ● Jazz District Redevelopment Corporation (JDRC) ●  
KC Call Newspaper ● Negro Leagues Baseball Museum

### Night Clubs & Restaurants

Blue Room ● Danny's Big Easy ●  
KC Blues & Jazz Juke House ● Knockout Chicken Bar & Grill ●  
Mutual Musicians Foundation

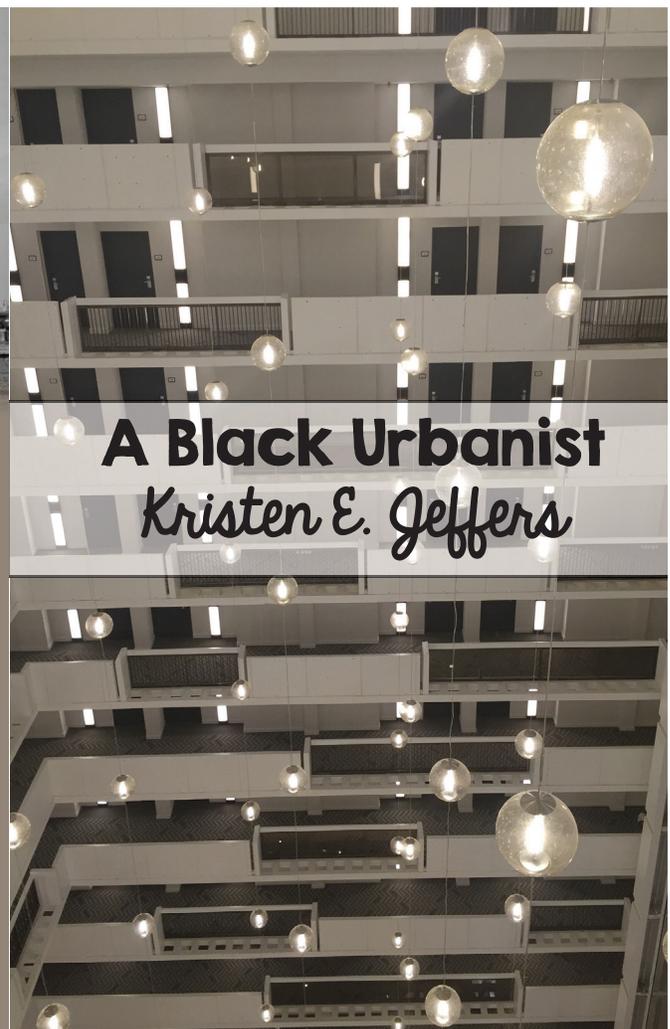
### Outdoor Attractions

American Jazz Musicians Walk of Fame  
● Charlie Parker Memorial ●  
Jay McShann Outdoor Pavilion ● Jazz District Patio Terrace ●  
Sunday Summer Concert Series

Each B-cycle station had an end poster on it. One side showed a system map and the other could be offered as advertising space, paid or in-kind. This is an in-kind ad I designed for the 18th and Vine Historic Jazz District. The image is one I took with my iPhone and I had the native fonts on my system from prior projects.

# Design Samples: *Self-Driven*

For six years, I have shared my thoughts and ideas on urban design and planning via The Black Urbanist. A key piece of this was branding myself in tone, look and feel. The Black Urbanist has since birthed spinoff projects North Carolina Placebook, PlantoSpeak, and Kristipattern, all of which now fall under the Kristen Jeffers Media banner. Below are samples of a book cover, social media banners, presentation notes and educational materials.



Cover for my first book, “**A Black Urbanist.**” I did the front cover photography, recolored an image done by Stephanie Easton Photography for the back cover and did all of the interior formatting of the content for this 48-page volume using a template for the site Blurb, who handled the printing and publishing.

## Design Samples: *Self-Driven*

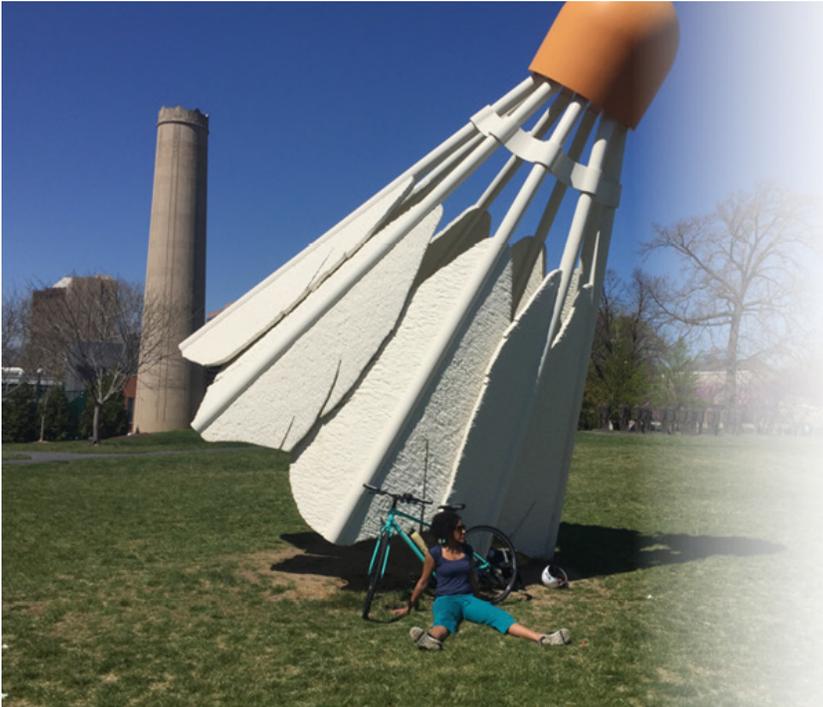


# The Quest for a Forever Home in an Era of Mass Gentrification

Kristen Jeffers

[www.theblackurbanist.com](http://www.theblackurbanist.com)

Image: 14th and J Street by Flickr user Josh udner, a CC BY-ND  
2.0 licence)



# On a Woman and Her Bikes

Kristen Jeffers

[www.theblackurbanist.com](http://www.theblackurbanist.com)

Image: Me at the base of one of the pieces of Shuttlecock by Claes Oldenburg and Coosje van Bruggen at the Nelson-Atkins Museum of Art in Kansas City. Image by Malcolm Kenton

These images, as well as the two on the following page, are examples of banners I've created to promote my blog content on Facebook and Twitter. Square and Vertical versions also exist for Pinterest and Instagram. As I began to do Facebook ad promotions, I moved away from using these kinds of images due to regulations on text, but will be bringing them back for Twitter, Pinterest and Instagram.

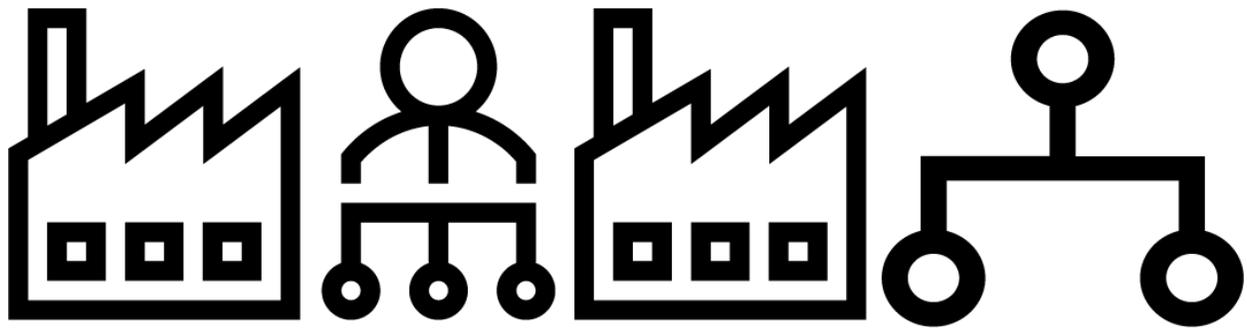


# Why Are Black Folks Moving?

Kristen Jeffers

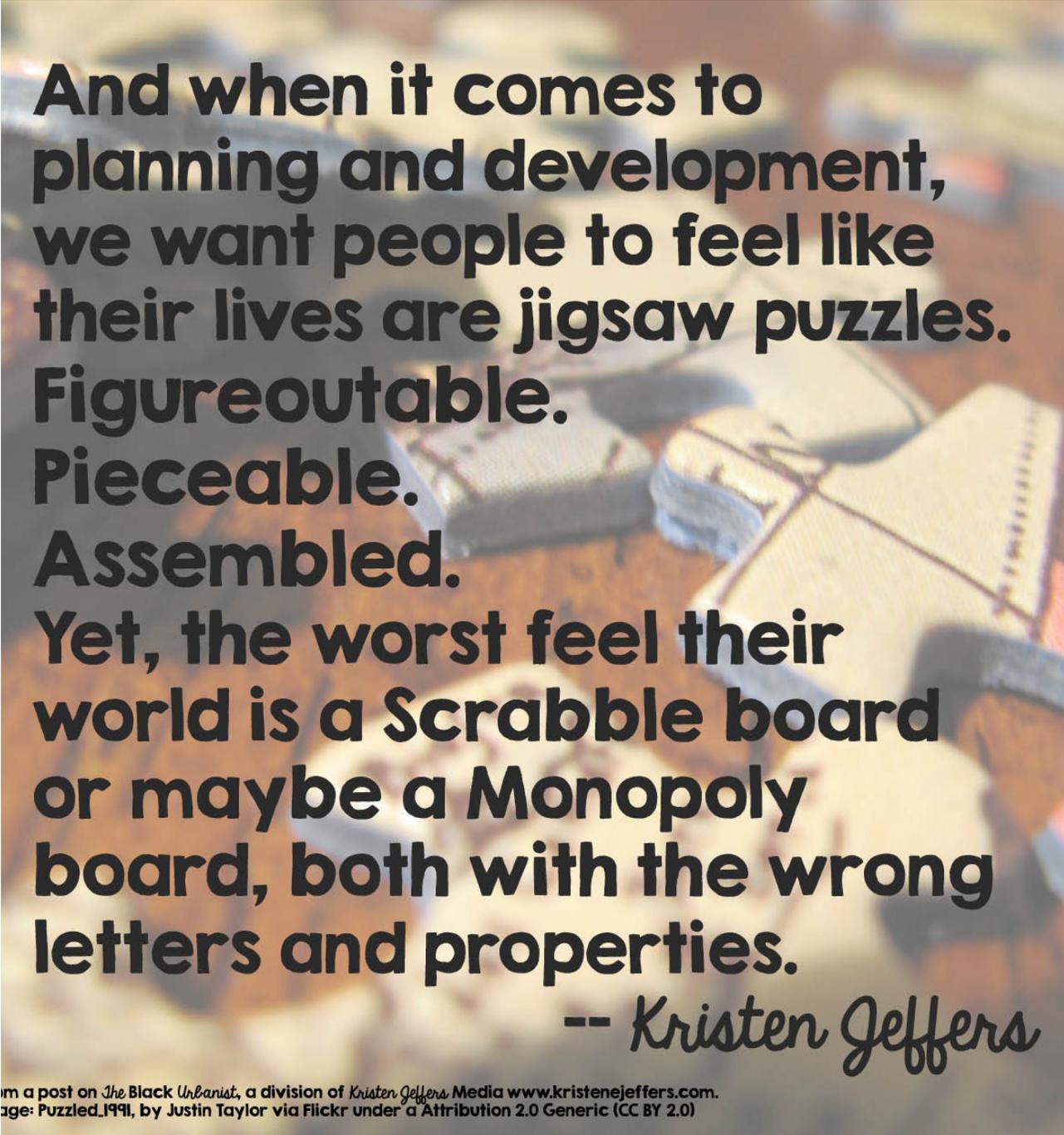
[www.theblackurbanist.com](http://www.theblackurbanist.com)

*Image: The loading a U-HAUL to move to my first Greensboro apartment in June 2012*



## *The Urban Hierarchy Was Never Dead*

*Kristen Jeffers* [www.theblackurbanist.com](http://www.theblackurbanist.com)



**And when it comes to  
planning and development,  
we want people to feel like  
their lives are jigsaw puzzles.  
Figureoutable.  
Pieceable.  
Assembled.  
Yet, the worst feel their  
world is a Scrabble board  
or maybe a Monopoly  
board, both with the wrong  
letters and properties.**

*-- Kristen Jeffers*

from a post on *The Black Urbanist*, a division of *Kristen Jeffers Media* [www.kristenejeffers.com](http://www.kristenejeffers.com).  
Image: *Puzzled\_1991*, by Justin Taylor via Flickr under a Attribution 2.0 Generic (CC BY 2.0)

This is an example of taking a pull-quote from one of my posts and using it to promote the post on social media. This image was specifically for posting on Instagram.

On the following page, you will find the checklist portion of my workbook on social media usage. The entire book was drafted in Keynote for Mac, using my personal style book and the constraints of producing something simple and something in landscape format.

# Community Design Communication Checklist

**Before you start using the public engagement tools below, make sure you have these items in place.**

- Name of Initiative (Can come up with this later, but you at least need a working name) \_\_\_\_\_
- Organization/Person/Group Primarily Responsible for Communication and Outreach \_\_\_\_\_
- Other Organizations/People/Groups Who Will Assist with Communication and Outreach \_\_\_\_\_
- Stakeholder/Contact List
- Written narrative of your project, practice or the community's story.
  - Short-form-- including catchphrases, quotes from important people and a quick summary of what you want to do
  - Long-form-- You can get away with not having it all written out, but you do need to be able to draw from this master document
- Potential event plans that take into account diversity of lifestyles and information distribution needs.
- Note how you'll manage the addiction.

**Now, you're ready to select your tools. Remember, you do not need all of these at once, but if you can maintain all of them, you will have maximum engagement of your community or project.**

## Social Media Sites

- Facebook
- Twitter
- Perriscope
- Pinterest
- Snapchat
- Instagram
- YouTube
- Vimeo
- LinkedIn
- SoundCloud
- Reddit

## Social Media Management

- Juicer.io
- Hootsuite/Buffer/Other Mass Posting Manager
- Storify

## Design Tools/Platforms

- Landscape
- Canva
- Adobe Creative Suite

## Website/Email/Office Software

- Google Drive-- Forms, Docs, Sheets
- Google Email
- Dropbox
- Mailchimp Account
- Website Hosting-- BlueHost
- Website domain name-- BlueHost
- Wordpress.org Download or Wix template
- Conference Call/Webinar
- Live Streaming--
- Online space to collect public feedback