

**BMA PROJECT PROFILE**

*iYo Camino/Yo Cuento! (I Walk/I Count!)*  
for the North Central Texas Council of Governments

In 2005, Bowman-Melton Associates concluded a nationally-acclaimed bilingual pedestrian encouragement campaign it had undertaken on behalf of the North Central Texas Council of Governments. The *iYo Camino/Yo Cuento! (I Walk/I Count!)* campaign was established following target



community input for ways to encourage both merchant and community support for walking more. The campaign utilized cartoon characters created by a nationally syndicated cartoonist, and featured printed informational and promotional elements coupled with billboard and bus-bench advertising targeting two largely Hispanic and very walkable neighborhoods in the D/FW Metroplex.

The award winning public outreach project included deployment of outreach personnel to educate merchants on the benefits of supporting pedestrian access for the businesses and those who walk. More than 300 campaign

door decals were placed on entrances to area businesses, press advisories were sent to English and Spanish media outlets, and free billboard and bus bench placements were secured in more than 2 dozen strategic locations.



The creative campaign developed by BMA resulted in over 100 column-inches of print media coverage, a reception and ribbon cutting hosted by Ambassadors of the Greater Dallas Hispanic Chamber of Commerce, and support identified from 265 business contacts, 46 civic and other organizations. More than 2,000 bilingual bookmarks and more than 4,000 bilingual brochures were distributed during the course of the campaign.

**Client:** North Central Texas COG  
**Year:** 2005  
**Project Mgr:** Annie Melton, AICP

