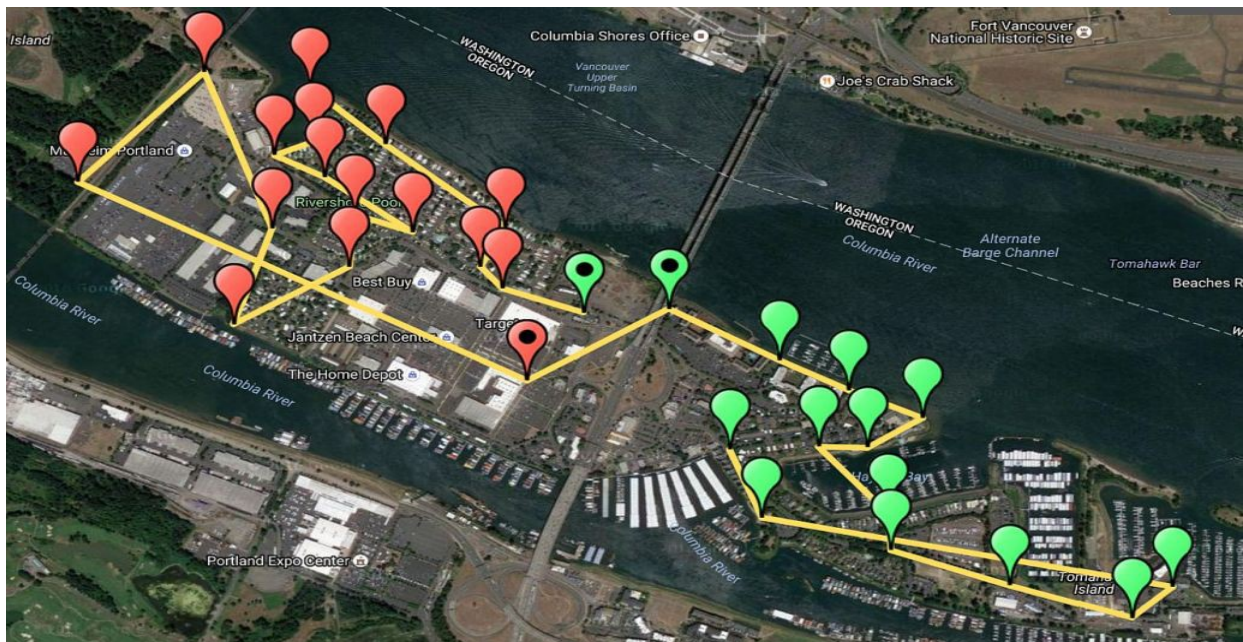


I (Heart) Hayden Island

a Neighborhood Virtual Tour

This proposal creates a “virtual tour” around Hayden Island. It uses QR codes, which can be created at little or no cost, to guide visitors around the island.

Visitors at each signpost will be automatically redirected to the HiNoon (neighborhood association) website. Web-based multi-media, keyed to each of the 20-30 locations around the island will then be displayed on the user's phone. Both (passive) QR codes and (active) Bluetooth beacons are used to send the url to a phone for presentations. The goal is to enhance the appreciation of Portland's only island neighborhood.



INTRODUCTION

Hayden Island is a destination spot and will become more so in the future. Many visitors stay at one of the three large hotels, attending events at the Expo Center or Delta Park, while others come to boat or fish. Island visitors may increase when the Vancouver Waterfront development, just across the Interstate Bridge, opens in 2018.

This proposal ties residents and visitors together in a shared experience. The “virtual tour” guides people to the attractions, history, and nature. Some 30 unique locations are matched to 30 web pages using QR codes. In addition to passive QR codes, active Bluetooth Beacon are used to send notifications to phones. Beacons make linking to the content effortless.

I HEART HAYDEN ISLAND

Red hearts have become iconic...and make a good marker for different attractions on the island. QR codes have enabled many communities to create “virtual tours” at little or no cost. An active Bluetooth beacon is also hidden inside the heart. Below the heart (or on it) is the QR code which points to a webpage. A few lines of text explains the attraction and how to view the tour.



Small heart boxes would be distributed around the island at interesting spots.

Near the heart and QR code is a map of the island, perhaps in green yarn. Red yarn shows your current location.

When the Eastside Streetcar line opened in 2012, I created a QR code for each stop. It directed users to a page on [my Streetcar Website](#), which featured vintage music, text and photos for each stop.

This tour could be designed similarly. Wordpress.com provides free hosting.



POTENTIAL DESTINATIONS:

1. Columbia River (history)
www.hayden-island.com/geologic-history
2. Interstate Bridge (history)
www.hayden-island.com/columbia-river-crossing/
3. Sternwheeler (history)
<http://www.hayden-island.com/stern-wheelers/>
4. Red Lion (commercial)
5. Oxford Suites (commercial)
6. Menjiro Restaurant (commercial)
7. Columbia Crossing Marina (commercial)
8. Where the Tomahawk was found (history)
9. Lotus Isle Park (nature)
10. McCuddy's Island Cafe (commercial)
11. Tomahawk Bay Restaurant (commercial)
12. Tomahawk Bay Marina (commercial)
13. Sexton's Chandlery (commercial)
14. Yacht Harbor (commercial)
15. Ricky Point (nature)
16. Island Cove Floating Homes (commercial)
17. Fire Station #17 with boats (history)
18. North Portland Harbor (history)
20. JBMI Moorage (commercial)
21. Jantzen Beach Mall (commercial)
22. Manufactured Home Park (commercial)
23. Gazebo on Columbia River (nature)
24. Vancouver Waterfront (nature)
25. Trailroad Bridge (history)
26. Vancouver Amtrak (commercial)
27. Port of Vancouver (commercial)
28. Native Americans (history)
29. West Hayden Island (nature)
30. Gay Hayden's house (history)
31. Birds and Wildlife (nature)



Hayden Island Virtual Tour



Stop #1 The Interstate Bridge

Historical footage of the Interstate bridge



2/14/1917 Interstate Bridge Dedication

www.myhaydenisland.com

The Long Beach (WA) Peninsula Visitors Bureau [put QR codes along the 8.5-mile coastal Discovery Trail](#). San Antonio's famous River Walk [placed a dozen QR codes along their 1.7 mile trail](#). The codes point out areas of interest and deliver an [audio narration](#) by a local historian.

ADDRESSING NEEDS

Some 10,000 people shop at the Jantzen Beach Mall every day. Next year [Vancouver's Waterfront Park](#) will open with 400 new hotel rooms, new office space and residential condominiums.

It will inevitably bring additional visitors to Hayden Island and increase traffic and congestion.


The island's neighborhood association, led by Jeff Geisler, has been a unifying force on the island, representing some 20 different HOAs. But increased visitors and traffic, homelessness, lottery business, growth, and other factors could strain the unified community.

About 2,500 full-time residents live on the island, which is roughly divided equally into two sections. East side residents live in higher end condominiums with close proximity to moorages and yacht clubs. A similar number of people live on the West side in the manufactured home community as well as an RV park and two floating home moorages.


The island's hotels are frequently full with visitors in the summer, attracted by the Expo Center, Delta Park, Salmon fishing, or Stern wheeler rides up the Columbia.

We want to celebrate the island's history, nature, business, and its people. This proposal would highlight some of the most interesting aspects of the island, using the people, the land, and the water as themes.

Our hope is that through this QR code “virtual tour”, we can cause people to better appreciate the island and inspire everyone to work together for a better future, through mutual respect and shared experience, celebrating our diversity.



QR Code Smart Tour Home



Everywhere you go in the City of Long Beach, you can find QR codes to scan. With so many interesting and unique treasures to explore, the QR codes offer additional information on many of the town's features.

Nineteen of the codes constitute a tour of Discovery Trail, which winds through the dunes and offers ocean vistas as well as historic sites.

To begin the Discovery Trail tour, look for the QR code at the World's Longest Beach Arch on Bolstad Avenue. Additional QR codes can be spotted throughout the downtown area as well as at the City parks and playfields.

CREATING AND USING THE VIRTUAL TOUR

The creation of this virtual tour is dead simple. [Half the work is already done.](#) Dedicated webpages have already been completed with embedded video, pictures and text – such as geologic history (www.hayden-island.com/geologic-history) or my Hayden Island VR tour (<https://kuula.co/post/7fy4S>).



A “Virtual Tour” section in the HiNoon website would be the repository of the 30 new pages, each with a unique URL. It would also drive traffic to the neighborhood association web site. Free QR code software (<http://www.qr-code-generator.com>) lets anyone print a QR code for each webpage.



Nothing new has to be invented. No special expertise. No expense. QR codes can also be useful for translation.

The main reason for applying for the

Portland Bureau of Transportation Grant is to give us access to mount small QR signs on lamp poles on city streets. We'll ask for about \$3,000 for a community party and rollout, perhaps on Valentine's Day.



BLUETOOTH BEACONS

One innovative element is the Bluetooth beacon. They are cheap (under \$20 each), easy to setup, and run continuously, maintenance free, for 1-2 years on a couple of AA batteries. All Bluetooth beacons do is “broadcast” the supplied URL every few seconds - like a lighthouse - to any nearby phone.



Gimbal



Radius Networks



Estimote



Signal 360



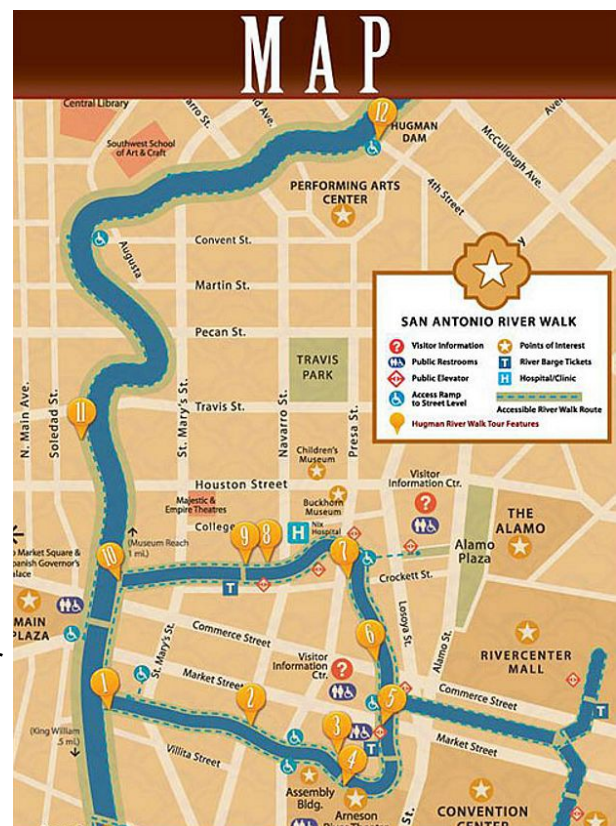
GPShopper



Aruba

Beacons are useful because many phones may not have (free) QR Code software installed. Beacons don't need special software in the phone. They send a “notification” and the url to your phone. As you walk near the Beacon, you see the notification. Click on the message's embedded url and you are taken to the web page. Beacons can work with both iPhone and Android. We support both. Notifications [disappear when the user walks away.](#)

Beacons are popular in malls. The newest version, Bluetooth 5.0, with additional features, is currently only available in a few phones, but will likely be popular in a year or so. Bluetooth 5.0 can send a data payload, not just a URL. That means no internet connection may be necessary to send an audio narration or video to a phone.



Currently, Bluetooth Beacons require your phone to have a data plan (or WiFi connection) to make the link to the external webpage. Bluetooth 5.0 also has 4X the range, making delivery across the river possible from the Oregon side of the river. Bluetooth 5.0 is intriguing. It makes this proposal more innovative.

BUDGET AND TIMELINE

One of the main goals of the Hayden Island Virtual Tour is to drive traffic to the Hi-Noon website and enable the 501(c)3 to generate self-sustaining revenue.

Hi-Noon is unlikely to require any maintenance budget for this Virtual Tour. There's nothing to break. The QR code costs essentially nothing to print and the linked webpages require NO special expertise and won't be changed often.

All we really need is 30-40 Bluetooth Beacons, craft supplies, and a Mariachi band for the party. Figure about \$3000 for everything.

SUMMARY

Many communities have created Virtual Tours. They cost almost nothing. Print signs with a QR code. They link to your webpage. Done.

Making 30 linked webpages on Wordpress.com will cost virtually nothing.

What are the benefits?

A Virtual Tour can bring history to life. Showcase past and present leaders. Enrich communications. Appreciate the environment. Celebrate diversity and unite neighbors.

The goal is to better appreciate our shared environment and heritage so we can work together for a better future for all.



LINKS AND RESOURCES

QR Code Virtual Tours

<https://pdxstreetcar.wordpress.com>

<https://kuula.co/post/7fy4S>

<http://funbeach.org/blog/qr-codes-getting-started>

<http://www.qrtoursmilfordnh.org/>

<https://www.monuments.com/living-headstones>

<https://qagis.sanantonio.gov/ohp/hugmantour>

I Heart Campaigns

<http://www.iheartyakima.com>

<https://www.iloveny.com/>

QR Code Readers

<https://www.qrstuff.com>

<http://www.3gvision.com/Downloadi-nigmaReader.html>

Bluetooth Beacons

https://en.wikipedia.org/wiki/Bluetooth_low_energy_beacon

[https://en.wikipedia.org/wiki/Eddystone_\(Google\)](https://en.wikipedia.org/wiki/Eddystone_(Google))

<https://en.wikipedia.org/wiki/IBeacon>

<https://developers.google.com/beacons/>

<https://youtu.be/t9DtI0nYW9A>

<https://youtu.be/ntwRxCGO-Is>

<https://youtu.be/3nYyApSiSLQ>

VR Tours

Virtual guided tour of Paris

<https://youtu.be/sJxiPiAaB4k>

Experience Amsterdam

<https://youtu.be/FzrkpXIRP1M>

A London City Guided Tour

<https://youtu.be/m9ECIKA1VeQ>

360° Underwater National Park

<https://youtu.be/v64KOxKVLVg>

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Hayden Island Virtual Tour



Stop #1: Interstate Bridge



www.myhaydenisland.com

Hayden Island Virtual Tour



Stop #2: Sternwheelers



www.myhaydenisland.com

Hayden Island Virtual Tour



Stop #3: Geologic History



www.myhaydenisland.com