Tactical Urbanism
Project Delivery for Response + Recovery
We Create Better Streets, Better Places

Tactical Urbanism + Placemaking
Transportation Planning + Design
Public Space Design + Development
Urban + Architectural Design
Urban Policy Development
Public Outreach + Engagement
Education | Training | Workshops
Research-Advocacy
Understand what Tactical Urbanism is and how it’s used.

Comprehend how Tactical Urbanism is used to improve the project delivery process over three time intervals.

Learn how to empower citizens to lead the change.

Grasp how Tactical Urbanism programs and policies can enhance community resilience.
Conventional Project Delivery

1. Overly focused on large-scale projects;
2. Is very slow and expensive;
3. Public process lacks transparency and breeds mistrust.
4. Static and inflexible approach to design
Miami’s I-395 reconstruction project lambasted as traffic-generating boondoggle

BY LINDA ROBERTSON

JULY 01, 2019 07:15 AM, UPDATED JULY 01, 2019 08:26 PM

The mother of all highway construction projects starts on Jan. 14, 2019, with the initial stage of the $800 million redesign of I-395.
Historically Low Public Trust

Public trust in government near historic lows

% who trust the govt in Washington always or most of the time

Click and drag in the plot area to zoom in.

Moving average  Individual polls

Click legend items to remove them from chart.
80% of plans are never implemented.

- Kaplan et. al. Harvard University (2005)
“...city planning lacks tactics for building cities that work like cities...”

- Jane Jacobs
Tactical Urbanism
An approach to community-building using short-term, low-cost, and scalable projects intended to catalyze long-term change.
Tactical Urbanism Is:

1. Inexpensive
2. Not permanent
3. Often Based on Existing Plans
4. People-driven, people-centered
Society Expects Nimble ‘Versioning’

Windows Version 3

Windows Version 10
User Experience vs. Design

User Experience

Design
Build | Measure | Learn

TEST
PLAN, TEST AGAIN
PLAN, INVEST

DATA
MEASURE
PROJECT

LEARN
IDEAS
BUILD

TACTICAL PROJECTS
TOP DOWN
Mayors | City Councilors | Municipal Departments

TACTICAL URBANISM

BOTTOM UP
Citizen Activists | Community Groups | Neighborhood Organizations

Developers
Entrepreneurs
Business Improvement Districts

Advocacy Organizations
Artists
Planning + Design Firms
Common Applications

1. Public Engagement
Demonstrations projects as a tool / platform for engaging people in citymaking.

2. Pilot / Interim Design
Test before you invest, interim projects for defined time periods.

3. Policies + Programs
Embedding TU processes into the DNA of the city-making process.
Benefits

1. People work together in new ways – experiential engagement!

2. Helps uncover what works, and more importantly, **what doesn’t**!

3. Builds political will and delivers public benefits faster!
Three Phases

Tactical Urbanism in Practice
Three Examples
1. The Pilot is the Planning Process
Coxe Avenue, Asheville, NC
Pilot to Inform Capital Reconstruction
120+ Volunteers
What are we measuring?

We want to know what street changes benefit you most. To help figure this out, we’re measuring:

- Bike, pedestrian & car counts to see who uses the street and how.
- Email surveys to learn how our Tweaks have changed community members’ experiences using the street.
- Your direct feedback!

Text "streetsurvey" to 555888 to share your thoughts.

Asheville Street Tweaks Team
Shaping Public Spaces For People
• Average speed reduced by 28%
• Incidents of speeding reduced from 66% to 21%
• Highest speed before: 89mph
• Highest speed after: 41mph
• Vehicular counts: No change
1. State of Place Index Score 42.3 to 71.8

2. Primary Benefits: Human Needs and Comfort + Liveliness and Upkeep

3. Value Capture Forecast:
   - **Economic Benefit:** $3,510,323.52
   - **ROI:** $23.40 per dollar spent
Isn’t This All the Data We Need?
2. Anyone Can Be A Tactician!
Kalihi Intersections, Honolulu, HI
Farrington High School Students
Translating Vision to Action

SEGMENT 1

SEGMENT 2

1- PRIMER GREEN / 2-LEAF OUTLINE

3- 4" WHITE OUTLINE

4- VEIN OUTLINE

5-PAINT VEINS

6-BLUE BACKGROUND/ 8-SEALER

Note: The images and text in this document are illustrative and not intended for actual use or replication.
Implementation
Could a one-day traffic switcheroo nudge Burlington motorists, bicyclists and pedestrians into behavior that is more civil, efficient and safe?

That notion is behind a “pop-up” bike lane on South Union Street proposed for May 29. The idea will undergo a final city review Tuesday.

The proposed event would afford bicyclists a high-visibility, two-way passage from Shelburne Street to Edmunds Middle School — a protected “cycletrack.” Motorists would be restricted to a single, northbound lane for the day, separated from bicycles by caution cones, from 5:30 a.m. to 8:30 p.m. The street typically allows vehicle drivers north- and southbound passage.

“We’re hoping it would give people — bicyclists as well as drivers — a chance to feel what it’s like,” South End resident Peggy O’Neill said.

O’Neill, a key organizer for the demonstration, has for the past month lobbied city officials and dozens of neighbors to give the pop-up a try.

The mother of three children, O’Neill is an avid cyclist, a frequent walker and a

ONE-DAY BIKE LANE PROPOSED

‘Pop-up’ event would grant bicyclists more space on South Union Street

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PEGGY O’NEILL

SOUTH END RESIDENT

JOEL BANNER BAIRD

FREE PRESS STAFF WRITER

Guarded: Vicki Oftedal-Leary, at right, alerts motorists to a school-bound bicyclist’s passage across South Union Street at Maple Street on Thursday morning in Burlington.

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See BIKES, Page 3C
WHAT WE LEARNED

The demonstration projects represented an unprecedented collaboration between Burlington’s government agencies, advocates, local businesses, and residents, and they helped our team gather input for the plan. They also allowed a broad base of people not normally involved with the technical planning process to experience new and unfamiliar street design types. If this were the only outcome, then the projects could be considered a success!

Yet, beyond raising awareness and gathering input, our team learned what didn’t work. Some aspects of the designs tested were imperfect. For example, the number of parking spaces moved off the curb on N. Winooski Ave. limited visibility for motorists turning into driveways located along the west side the street. Such conflict points between people driving and cycling could be ameliorated by changing the design approach, which underscores the value of testing design in the first place.

That said, the conversations we had with people during the demonstrations helped us deepen our understanding of what people like about protected bikeways, and what their interests and concerns are for more permanent infrastructure. Of course, there are many ways to design protected bike lanes besides the parking and planter-protected types shown in the demonstrations. Public input during the demonstration underscored that adding protected facilities remains a high priority for people in Burlington.

In addition to sparking important community conversations, the demonstrations allowed our team to gather some hard data. The Chittenden County Regional Planning Commission (CCRPC) collected vehicle speed and volume data on North Winooski Ave. and North Union St. from Friday, September 11 through Wednesday, September 23. The data allowed us to see how vehicle traffic was affected with and without the demonstration projects. Here is what we learned:

• Volumes of vehicles did not change significantly; in fact volumes on both Union and Winooski were slightly higher during the pilot than on the following weekend, possibly due to re-routing of traffic during the Open Streets BTV event.

• Vehicle speeds were significantly lower during the demonstrations, as shown in the graphs to the right.

Thus, the two demonstrations showed that each of the primary corridors has additional capacity for motoring, and that redesigning the street with protected bikeways could lead to a much higher percentage of drivers observing the speed limit!

*Speed data (right) was collected in partnership with CCRPC. Data is limited to between the hours of 10:00 a.m. on Saturday through 4:00 p.m. on Sunday. Demonstration project data was collected during these hours September 12 to 13; Normal Conditions data was collected during these same hours on September 19-20.
With Citizens’ Help, Cities Can Build A Better Bike Lane — And More

September 15, 2016 · 4:47 AM ET
Heard on Morning Edition

LAUREL WAMSLEY
Scaling The Methodology
Why We Do This Work

“The brain tends to remember 10% of what it reads, 20% of what it hears, but 90% of what it does or simulates.”

- Edgar Dale
Tactical Resilience
TU: A Method For Project Delivery

Quick-Build

- **DEMONSTRATION** (1 day - 1 month · $)
- **PILOT** (1 month - 1+ year · $$)
- **INTERIM DESIGN** (1 year - 5+ years · $$$)
- **LONG-TERM/CAPITAL** (20 years - 50+ years · $$$$)
From Emergency Response to Recovery

Response

- **EMERGENCY RESPONSE**
  - (1 week to 3 months • $)

- **SLOW RE-OPENING**
  - (3 months – 1 year) • $$

Recovery

- **NEW NORMAL**
  - (6 months – 10 years) • $$$

- **LONG-TERM/CAPITAL**
  - (20 years – 50+ years • $$$$$)
Two Initial Responses

Chicago

VS.

Denver

Ashleigh Rezin Garcia / Sun Times

Kevin Sloosh via Twitter
#COVID19Streets Response Typology

- Open Streets
- Open Streets - "Streateries"
- Open Curbs
- Shared Streets
- Temporary Bike Lane
- Pedestrian Signal Recall
Open Streets
DIY Open Streets
Open Curbs
Shared Streets
Temporary Bikeways
Summary Data

225+ Cities
25+ Countries
6 Core Tactics
300+ Applications
Top 10 Cities (Miles)

- Paris: 225 miles
- Montreal: 200 miles
- Lima: 175 miles
- Vancouver: 150 miles
- NYC: 125 miles
- Portland: 100 miles
- Pasadena: 75 miles
- Rome: 50 miles
- Oakland: 25 miles
- Brussels: 0 miles
<table>
<thead>
<tr>
<th>Applied in Cities with &lt; 100,000 Population</th>
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<tbody>
<tr>
<td>Alameda, CA</td>
</tr>
<tr>
<td>Asheville, NC</td>
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<tr>
<td>Belfast, ME</td>
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<tr>
<td>Bend, OR</td>
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<tr>
<td>Bentonville, AR</td>
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<tr>
<td>Beverly Hills, CA</td>
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<td>Boulder, CO</td>
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<td>Brookline, MA</td>
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<td>Burlington, VT</td>
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<td>Carrboro, NC</td>
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<td>Culver City, CA</td>
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<td>Duluth, MN</td>
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<td>Drummondville, QC</td>
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<td>Edmonds, WA</td>
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<td>Emeryville, CA</td>
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<tr>
<td>Exeter, NH</td>
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<tr>
<td>Greenville, SC</td>
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<tr>
<td>Hampton, NH</td>
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</tbody>
</table>
12 Lessons To Date

1. **Leadership, responsiveness, and creativity matter most.**
   
   Example: London, UK

   “COVID-19 will fundamentally change the way we travel around our city. Central London will become one of the largest car-free zones in any capital city in the world, increasing walking and cycling and improving our air quality.” – Mayor Sadiq Khan

2. **Many communities are meeting the moment by leveraging related programs, fast-tracking plans and/or policies.**

   Example: Oakland, CA
3 Creating “Open Streets” in parks + along waterfronts was most common initial response.

Example: Philadelphia, PA

4 Don’t overcomplicate things. You can apply your maintenance of traffic plan protocols for typical roadway construction or special events (festivals, road races etc.)

Example: Cities everywhere

Example: New York City

Small cities are as capable as any to act. Indeed, limited resources and lack of bureaucracy are a recipe for innovation.

Example: Rockland, ME
Ongoing evaluation + iteration key to performance, identifying potential for mid-to long-term transformation.

Example: Minneapolis, MN

Troubling behavior/management issues yet to materialize as feared.

Example: Cities everywhere
Most cities do not have a protocol for rapid response (tactical urbanism) initiatives, both bottom-up and top-down.

Example: Burlington, VT

Too little focus on equity. Be intentional about neighborhoods that lack open space, businesses not on the main commercial street, etc. Craft messaging/outreach accordingly.

Example: Providence, RI
Cities are expanding / extending initial responses, pivoting towards defining “the new normal.”

Example: Montreal, ON

Dining + retail, and transit is the emerging frontier...

Example: Tampa, FL
What's Important Right Now?
### Emerging Practice

#### Streets for Pandemic Response & Recovery

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#### Types of Policies to Consider

<table>
<thead>
<tr>
<th>Public Health Response</th>
<th>Neighborhood Streets (local/residential)</th>
<th>Neighborhood Main/High Streets (small retail/office, residential, schools, institutions)</th>
<th>Major Urban Streets (transit, retail/office, institutions, schools)</th>
<th>Edge Streets &amp; Boulevards (in/alongside parks, waterfronts, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay-at-home orders in place</td>
<td>• &quot;open streets&quot; (pop-up parks) • slow streets or local access only • speed management (movable barriers, gateway treatments, signs) • Wi-Fi hotspots • open-air coaling zones/sanitation</td>
<td>• sidewalk expansions for queuing, outdoor markets, &amp; access • pop-up bike and walk lanes • temporary pick-up/drop-off zones</td>
<td>• sidewalk expansions for access &amp; queuing • temporary pick-up/drop-off zones • shorten signal cycles • put pedestrian signals on retail</td>
<td>• street closures to vehicular traffic, for medical services, recreation, markets, etc.</td>
</tr>
<tr>
<td>Pre-vaccine re-opening</td>
<td>• local access only treatments • lane removal/street closures for schools &amp; religious/cultural service providers</td>
<td>• tactical lane/parking space removal, street closures for outdoor restaurant seating, outdoor markets, etc. • sidewalk expansions for queuing &amp; access • tactical bike lanes • designated pick-up/drop-off delivery zones • bike &amp; shared micromobility parking</td>
<td>• bus-only lanes, tactical islands/in-lane stops, bus priority signals, expanded bus stops • lane removal/parking space removal for outdoor restaurant seating, outdoor markets • sidewalk expansions for queuing &amp; access • protected bike lanes • speed management</td>
<td>• street closures to vehicular traffic, e.g., for recreation, markets, schools, etc. • expanded bike lanes &amp; bike/bike-shared micromobility parking zones • speed management</td>
</tr>
<tr>
<td>Vaccine/post-COVID</td>
<td>• speed management (e.g., speed limit changes &amp; geometry) • play streets slow streets and local access-only policies &amp; design</td>
<td>• sidewalk widenings • speed management (e.g., speed limit changes &amp; geometry) • expanded bike lanes &amp; bike/essared micromobility parking zones</td>
<td>• bus-only lanes with off-board fare collection, bus islands, and沮丧 • high frequency bus service • expanded bike lanes &amp; bike shared micromobility parking zones • sidewalk widenings • speed management</td>
<td>• open space expansions • expanded bike lanes &amp; bike/bike-shared micromobility parking zones • speed management</td>
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</table>
SLOW STREETS

Reduce traffic volume and speed to a minimum so that people can walk, bike, and run safely.

**CONTEXT**
- Streets with low vehicle volume and low to moderate speeds, where vehicle volumes have dropped, or serve redundant through-traffic role during COVID disruptions.

**KEY STEPS**
- Install temporary traffic barriers and “Local Traffic Only”, Slow/Shared, or branded signs (e.g. “Stay Healthy Streets”) at main vehicle entry points
- In neighborhoods, establish a grid of entry points into the local street network where barricades should be installed
- Identify stewards to take care of and monitor barricades
- Allow local access, deliveries, and emergency vehicles

**TIMEFRAME**
- One week
- Days to months

---

**Planning**
- Identify a network of streets that can be closed at key entry points, where interior intersections remain unobstructed.
- Examine proposed neighborhood greenways, bike boulevards, or routes that await implementation.
- Consider including other low-volume streets or those with low to moderate speeds.

**Engagement**
- Reach out to homeowners associations or other residential district organizations.
- Partner with neighborhood coalitions and bike shops; reach workers through advocates and employers.
- Partner with stakeholders and advocates to place flyers or safety contact local residents.
- Tap community groups to identify key obstacles or issues affecting design or segment length.

**Design + Implementation**
- Identify which intersections to close fully and which to partially close, preserving local access but preventing most through-movements.
- Place light separation to partially block streets and indicate restricted use and lower speeds (typically 5-10 mph / 10-15 km/h).
- Use temporary “Local Traffic Only” signs, which can be attached to barricades or A-frames if necessary.

**Monitoring**
- Key criteria: number and percent change in demand; use an automated device, such as a tube counter, to gather bike volume counts and short (15-minute to 1-hour) sample pedestrian counts if practical.
- Use counts or conduct surveys to determine whether and where segments should be expanded.

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**Brussels, Belgium**
Brussels created a 20 km/h (12 mph) zone in the downtown core, allowing pedestrians to walk more safely in the roadbed.

**Oakland, CA, USA**
Oakland used signs mounted on A-frames to designate streets as local access only, creating a 24-mile “slow streets” network.

**Dunedin, New Zealand**
Dunedin approved a plan that reduced speeds to 10 km/hr and allowed city center businesses to extend into the streets, creating shared spaces for multiple modes.
Provide space for outdoor dining so that restaurants can comply with physical distancing guidelines while resuming dine-in operations.

**CONTEXT:**
- Where restaurants, cafes, food stalls, and/or street food vendors are clustered along several blocks

**KEY STEPS:**
- Identify restaurant clusters and designate dining street zones
- Waive existing permit fees for outdoor dining within preselected zones, as necessary
- Establish clear occupancy standards (e.g., table counts) for dining street zones

**TIMELINE:** One week
**DURATION:** Months

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**Planning**
- Establish “street dining” zones by temporarily closing streets or lanes or repurposing parking space within emergency executive orders, as needed.
- Waive sidewalks dining permit fees; set occupancy standards.
- Tap parking enforcement officers and public works to assist with support tasks; local associations can be asked to assist with cleaning and monitoring.
- Commit to an initial duration and hours of operation, noting any city or state “stay-at-home” restrictions that govern operations.
- If present, consider transit performance and access for essential workers before settling on location and segment length. Not advised for major transit routes serving essential workers or destinations.

**Engagement**
- Create brief form allowing businesses and street vendors to register interest, as necessary. Message an iterative approach from the outset.
- Use local business groups and BIDs, local associations, and other partnerships to publicize programs, fast-track assessment and notification within each neighborhood.
- Keep interagency communications open, especially emergency management and any cleaning or maintenance crews.

**Design + Implementation**
- Use heavy separation at endpoints to close street to vehicle traffic, as needed.
- Use tables, chairs, and umbrellas as needed; establish guidance for storage and deployment of equipment to ensure pedestrian, bike, and vehicular access in off-hours (to maintain ample pedestrian access).
- Establish a delivery protocol for restaurants based on hours of operation, overall access.
- Measure from back-of-seat to back-of-seat when using markings to indicate distancing standards or public health guidelines.
- Maintain sidewalks clear of tables and chairs to allow ample, physically-distant pedestrian movement.

**Monitoring**
- Key criteria: confirm table spacing according to public health guidelines; maintain clear zone for pedestrian movement.
- Survey restaurants and vendors periodically for feedback, and adjust hours of operation as needed.

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Vilnius, Lithuania

Eighteen public spaces in Vilnius, including the central Cathedral Square, have been opened for outdoor cafes and restaurants to allow businesses to operate safely. More spaces are expected to open during the summer.

Cincinnati, OH, USA

Cincinnati’s expanded street seating plan allows establishments to use parking spaces as expanded outdoor seating areas for dining.

Tampa, FL, USA

Tampa has temporarily suspended approval requirements for restaurants to expand operating space in designated portions of the public right-of-way.

Project Planning

1. Project Type Selection
2. Project Branding
3. Communication + Marketing
4. Project Team
5. Budget
6. Public Engagement
7. Build Plan
8. Evaluation
9. Maintenance / Removal Plan
10. Project Summary
1. Project Type Selection

1. Assess resources, determine why, what, and for initial duration.

2. Test/engage new project / policy ideas (demo/pilot)

3. Implement projects identified in a master plan (demo/pilot)

4. Refine and extend successful demonstrations or pilots (interim design)

Terms and diagram format based on PeopleForBike’s “Quick Builds for Better Streets,” which defines the pilot / interim time intervals above as “quick build” term change. Intended to create long-term deliverable capital projects through incremental steps to progress in an iterative approach to project progression. Though not all projects need to follow this exact model, it can be helpful to see how this progression of an iterative implementation and frequent evaluation can help project lifespan and performance outcomes, and place until capital upgrades are possible.

- **Quick-Build**
  - **Emergency Response**
    - EMERGENCY RESPONSE
      - (1 day - 1 month ∙ $)
    - SLOW RE-OPENING
      - (3 months - 1 year ∙ $$)
  - PILOT
    - PILOT
      - (1 month - 1+ year ∙ $$)
  - INTERIM DESIGN
    - INTERIM DESIGN
      - (1 year - 5+ years ∙ $$$)
  - LONG-TERM/CAPITAL
    - LONG-TERM/CAPITAL
      - (20 years - 50+ years ∙ $$$$)

- **Response**
- **Recovery**

Project Type Selection

- Flexibility of Design High: organizers expect
  - Public Involvement
  - Permission Status Sanctioned or unsanctioned
  - Project Leaders Anyone (city, non-profit, business owner, students)

- **EMERGENCY RESPONSE**
  - Emergency response
    - Semi-durable materials designed to be easily made, or purchased; no maintenance required
    - Recommended during brief timeline, typically one week
    - May be borrowed, etc.

- **DEMONSTRATION**
  - Demonstration
    - Semi-durable materials that cannot be that is unlikely to be adjusted
    - Recommended before project to be adjusted; it is intended to remain in place until capital upgrades are possible
    - (1 day - 1 month ∙ $)

- **PILOT**
  - Pilot
    - Low and moderate cost materials, designed to be adjusted easily; maintenance needs vary tremendously
    - Recommended before project to be adjusted; it is intended to remain in place until capital upgrades are possible
    - (6 months - 10 years ∙ $$)

- **INTERIM DESIGN**
  - Interim design
    - Low and moderate cost materials, designed to be adjusted easily; maintenance needs vary tremendously
    - Required during initial implementation, frequent before implementation, optional thereafter
    - (1 year - 5+ years ∙ $$$)

- **LONG-TERM/CAPITAL**
  - Long-term capital
    - High-cost, permanent capital upgrade
    - Required during initial implementation, frequent before implementation, optional thereafter
    - (20 years - 50+ years ∙ $$$$)

# Project Criteria

<table>
<thead>
<tr>
<th>CONNECTIVITY</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>How well does the project enable pedestrian and non-motorized connectivity?</td>
<td>What kind of materials will meet the project duration/durability goals?</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>VISIBILITY</th>
<th>COMPLEXITY OF INSTALL</th>
</tr>
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<tbody>
<tr>
<td>How well does the project create visual recognition from passersby?</td>
<td>How complex are the logistics to installation?</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>SAFETY</th>
<th>PUBLIC ENTHUSIASM</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much does the project improve pedestrian safety?</td>
<td>Does the project relate to a master plan, or is there public support?</td>
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<table>
<thead>
<tr>
<th>RETAIL POTENTIAL</th>
<th>PARTNERSHIP</th>
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<tbody>
<tr>
<td>How well does the project support existing retail, or attract new tenants?</td>
<td>Have possible partners been identified?</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>COST</th>
<th>STEWARDSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much of an investment will the project be in labor, design, installation?</td>
<td>How complex is the maintenance of the project? Is there a steward identified?</td>
</tr>
</tbody>
</table>
Every New Haven residents has a right to connect safely and efficiently to jobs, parks, social opportunities, entertainment, and city services.

1. For trips under 1/2 mile, make walking / wheeling an easy, safe choice.

2. For trips between neighborhoods and, put every resident within proximity of an an all ages and abilities bikeway.

3. For trips across neighborhoods and the region, ensure safe, comfortable access to and the reliability of CT Transit bus routes.
Phase 1 Focus: Six Neighborhoods

Initial pilots focused on neighborhoods that can benefit most from safe street investments.

1. Dixwell
2. Fairhaven
3. Hill North
4. Newhallville
5. West River / Dwight
6. West Rock / West Hills
2. Project Branding

1. Develop project identity consistent with project type / context. This includes a project name.

2. Name the project; link it to existing policies/plans wherever possible.

3. Find ways to incorporate the brand consistently across project elements.
3. Communications + Marketing

1. Keep project messaging consistent

2. Maximize digital, print, and in-person marketing opportunities

3. Work with local media to build awareness / excitement

4. Scale communications efforts with a local media kit - distribute sample posts, banners, logos etc.
4. Project Team

1. Core project team should include community partners, not just technical experts.

2. If the project exists on public ROW, seek a government or political champion.

3. Expect to be in frequent contact with the project team, especially as the build date draws near.
### 5. Project + Materials Budget

#### Set budget early; it drives scale / duration

#### Breakdown hard vs. soft costs

#### Keep budget as lean as possible

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**NEWHALLVILLE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Item</th>
<th>Total Quantity Required</th>
<th>Unit cost</th>
<th>Ext. Total Cost</th>
<th>Delivery</th>
<th>Notes/Questions</th>
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<td>Paint</td>
<td>Sherwin-Williams Porch &amp; Floor Enamel (Color: Red Red SW6088)</td>
<td>SEAL RED 12 GALLONS</td>
<td>1200 SF</td>
<td>$12</td>
<td>EACH ROLL IS 50 FT LONG</td>
<td>PROVIDED BY CITY OF NH</td>
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</table>

<table>
<thead>
<tr>
<th>RETURNS</th>
<th>RETURNS</th>
</tr>
</thead>
</table>

**SUBTOTAL Materials** $1,462
6. Public Engagement

Action-oriented workshops

In-field outreach (door to door, intercept surveys, public life surveys, existing data collection, demonstration project etc).

Use all of the above to build awareness and sign up volunteers!

The project build is your largest platform for public engagement.

Hey New Haven,
Let’s Build Safe Routes for All!

I want to volunteer!
Do you have skills, passion, materials, or social connections that could translate into supporting our community-built demonstration projects? If so, we’d love to hear about it!

I have or can get access to...

- Plants / small trees
- Tools (drill, Scissors, etc.)
- Wheelbarrow / cart
- Shovel
- Wood pallets / crates
- A truck (pick-up or larger)
- Paint brushes / paint trays
- Safety vests or cones
- Printing capability
- Something else

I can help lead...(and/or recruit someone to help lead...)

- Volunteer recruitment
- Distribute postcards/flyers
- Photos/video of event
- Business outreach (at site)
- Neighbor outreach (at site)
- Contact food/drink vendors
- Supply procurement
- Supply transport
- Partnership with local groups
- Something else:

I can help spread the word via...

- Volunteer recruitment
- Distribute postcards/flyers
- Photos/video of event
- Business outreach (at site)
- Neighbor outreach (at site)
- Contact food/drink vendors
- Supply procurement
- Supply transport
- Partnership with local groups
- Something else:

Whoops! Took this sheet home with you? Take a photo of it and send it to john@streetplans.org
7. Build Plan(s)

1. Site Plan
2. Materials Staging Plan
3. Project Schedule
4. Implementation Plan (traffic control, permits etc.)
5. Volunteer Management Plan
6. Project Clean Up Plan
8. Evaluation Plan

1. Measure What Matters Most
2. Qualitative/Quantitative
3. Measure “Before”/ “After”
4. Allocate Enough Resources
5. Visualize Data Summary
6. Ongoing Measurement / Refinement
9. Maintenance / Removal Plan

1. Every project is unique.

2. Ensure maintenance resources/needs in place before moving forward with scale/scope of project.

3. Prepare a removal or adjustment plan if/when necessary.
10. Project Summary

1. Create project summary documenting process, successes, lessons learned, evaluation results etc.

2. Leverage communication plan to share the summary widely.

3. Start iterating or planning your next project!
46% Crossing Reduction
38% Crossing Reduction
Oh, And Don’t Forget to Celebrate!
Thanks!

@mikelydon
@streetplans
street-plans.com