TACTICAL URBANISM 2020

7 LESSONS FOR HOW BOSTON CAN CONTINUE TO BUILD GREAT STREETS BY EVERYONE, FOR EVERYONE
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
10 YEARS, TWO IMPORTANT LESSONS

1. Peoples are hungry for a new approach to mobility, planning, engagement, and project delivery.

2. Cities and citizens need policies, programs, design, stewardship, and materials guidance that enable nimble project delivery processes.
CHANGE IS SLOW, CHANGE IS EVERYWHERE...
MULTI-PURPOSE DESIGN OF PUBLIC STREETS AND WAYS

A second important public action tool is the utilization, through effective design, of the many influences of Boston’s streets and public ways on private physical development and design. In addition to serving as traffic carriers, Boston’s streets and public ways attempt / and often fail / to serve a number of other purposes. Three of these with special implications for design may be described as follows: 1) containers of activities, or public “living rooms”; 2) channels of visual communication; and 3) builders of private development and architectural potential.
The City’s understanding of the role of the street has been shifting. Rather than just serving vehicles as transportation networks, our streets can be spaces in which to convene, create, and experiment. The enhanced roles streets can play include:

**Streets as Living Rooms**: the “third spaces” where communities are forged. Placemaking strategies that create the infrastructure for these meaningful interactions include tactical plazas, parklets, open streets, and sidewalk cafes.

**Streets as Canvasses**: a place for creative expression. Programs that enable these activities include Street Murals, Percent for Art, Paint Box Program, and Street Poetry.

**Streets as Experiments**: public spaces where new technologies are tested and integrated into the built environment. The New Urban Mechanics’ Public Space Invitational, the Kiosk Program, and the Soofa bench initiative are examples of how placemaking can provide space for experimentation.
CONVENTIONAL PROJECT DELIVERY

1. Is very slow and expensive;

2. Constrains politicians, developers, and institutions who struggle to balance long-term vision with tangible results;

3. Unintentionally excludes large swaths of the population; which results in...

4. A lack of trust in government institutions and untold amounts of unrealized value creation.
This chart illustrates the progression of an iterative approach to project delivery. Though not all projects need to follow this exact model, it can be helpful to see how each project type builds towards the next, using incremental steps to deliver a capital project intended to create long-term change.

<table>
<thead>
<tr>
<th>Project Type (time interval · relative cost)</th>
<th>DEMONSTRATION (1 day - 1 month · $)</th>
<th>PILOT (1 month- 1+ year · $$)</th>
<th>INTERIM DESIGN (1 year - 5+ years · $$$)</th>
<th>LONG-TERM/CAPITAL (20 years - 50+ years · $$$$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Leaders</td>
<td>Anyone (city, non-profit, business owner, students etc.)</td>
<td>Government / organizational leadership + involvement required</td>
<td>Government / organizational leadership + involvement required</td>
<td>Government / organizational leadership + involvement required</td>
</tr>
<tr>
<td>Permission Status</td>
<td>Sanctioned or unsanctioned</td>
<td>Sanctioned</td>
<td>Sanctioned</td>
<td>Sanctioned</td>
</tr>
<tr>
<td>Materials + Maintenance</td>
<td>Very low-cost, typically low-durability. May be borrowed, easily made, or purchased; no maintenance required</td>
<td>Relatively low-cost, but semi-durable materials to maximize design flexibility while minimizing maintenance needs</td>
<td>Low and moderate cost materials, designed to balance design flexibility, performance outcomes, and maintenance</td>
<td>High-cost, permanent materials that cannot be adjusted easily; maintenance needs vary tremendously</td>
</tr>
<tr>
<td>Public Involvement</td>
<td>Optional before project implementation, Recommended during brief project lifespan</td>
<td>Required, frequent before implementation and frequent during evaluation period</td>
<td>Recommended, frequent before implementation, required during initial evaluation period, optional thereafter</td>
<td>Required before implementation, recommended during implementation and initial evaluation period, optional thereafter</td>
</tr>
<tr>
<td>Flexibility of Design</td>
<td>High: organizers expect project to be adjusted and removed within a short timeline, typically one week or weekend</td>
<td>High: proponents expect project to be adjusted; it may be removed if it does not meet goals upon initial evaluation</td>
<td>Moderate: organizers expect project to be adjusted, but it is intended to remain in place until capital upgrades are possible</td>
<td>Low: project is considered a permanent capital upgrade that is unlikely to be adjusted significantly once installed</td>
</tr>
<tr>
<td>Data Collection / Evaluation</td>
<td>Qualitative: optional, Quantitative: optional</td>
<td>Qualitative: required, Quantitative: required</td>
<td>Qualitative: recommended, Quantitative: required</td>
<td>Qualitative: optional, Quantitative: recommended</td>
</tr>
</tbody>
</table>
TACTICAL URBANISM

An approach to community-building using short-term, low-cost, and scalable projects intended to catalyze long-term change.
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.
THE 3 PHASES OF TACTICAL URBANISM

01 Rediscovering + sharing the power of the unsanctioned (2005 - 2011)

02 Engaging the conventional city-making process (2007 - 2015)

03 The Transformation of Planning + Design Practice (2015 - )
People work together in new ways - experiential engagement!

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

Builds political will and delivers public benefits faster
LESSONS FROM THE STREET: 7 RULES TO PLAN BY
#1 THE PEOPLE, THEY COME FIRST
PILOT TO INFORM CAPITAL RECONSTRUCTION
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
• Speeds dropped by 25%
• Incidents of speeding reduced from 50% to 20%.
State of Place Index Score 42.3 to 71.8

Primary Benefits: Human Needs and Comfort + Liveliness and Upkeep

Value Capture Forecast:
- **Economic Benefit:** $3,510,323.52
- **ROI:** $23.40 per dollar spent
ISN’T THIS ALL THE DATA WE NEED?
#2. TAKE EXISTING PLANS OFF THE SHELF
PARK(ING) DAY 2011
ONE BLOCK, ONE WEEK
30+ PROGRAMMING PARTNERS
Creating a pop-up park and urban forest along Biscayne Boulevard to drive momentum for "Biscayne Green," a proposal to redesign Biscayne Boulevard to include a pedestrian promenade.
VERSION 2.0: 3 BLOCKS, 1 MONTH (2017)
BISCAYNE GREEN BY NIGHT
BISCAYNE GREEN: 23 DAYS, 20,000+ PEOPLE

“Every Great Community Has Great Parks & Public Spaces”
WHAT YOU DESIGN SHOULD RESPOND TO HOW PEOPLE DO, AND DO NOT, USE PUBLIC SPACE
Biscayne Green Should Stay Downtown

Activating Downtown is one of the golden tickets to Miami’s growth into the twenty-first century. If Biscayne Green is any idea of what can occur in the area, hope exists for our most important corridor. Biscayne Green proved successful.

We need local culture Downtown and we need it bad.

The corridor is going through a rough transition. We lost many of our cultural venues to real estate development: Grand Central, Tobacco Road, Will Call, The Stage, and Elwood’s, to name a few recent closings, not to mention all the small businesses and restaurants that closed. Still, cranes litter the skyline erecting more condos into the heavens promising housing ninety percent of us will never be able to afford.

Then there’s Biscayne Green, an experiment in what Downtown could look like: an urban oasis of culture, camaraderie and community engagement. Authentic, cozy, cool. Free yet good for local businesses. Perfectly nestled in the heart of the corridor.
Plan to transform Biscayne Boulevard gets federal grant

Written by John Charles Robbins on August 8, 2017

A plan to transform Biscayne Boulevard into something other than a busy downtown street just got a significant financial boost.
Biscayne Green, a plan to create a grand promenade on Biscayne Boulevard by closing some traffic lanes, just got a boost: a long-awaited letter of concurrency from the state to the city allowed a lane closure study – the next step in making Biscayne Green a reality – to begin last month.

That study will take about nine months, said Christina Crespi, authority deputy director. “It will tell us what the impact closing lanes will be, depending on how many lanes are closed at any one time,” she said. Transportation consultant T. Y. Lin is to do the study.
#3. STICK WITH IT, STICK WITH IT, STICK WITH IT
CASCADING CHALLENGES
“We moved the painted concrete block closer to the curb which we needed to do to keep the street closed through the winter. One thing we didn’t do that I wish we did is paint the mural right up to the edge of East Street. The concept showed that, and I had commented to my own people that we need to make sure we install it like this, but I forgot about this as we were doing the painting.”

- Mark Moriarty, P.E.  
  Director of Public Works
April 4th, 2019

Wish I had good news here, but I don’t and this project continues to be a thorn in our sides. **The Jubilee Street mural just hasn’t been accepted by a large majority of the residents of Jubilee Street.** They continue to send emails and write letters demanding its removal. They’ve also gone door to door with a petition.

April 5th, 2019

Most of the people in attendance ended up being very supportive of the Jubilee Street closure after we went through how greatly it improved vehicular and pedestrian safety, and was a betterment to the neighborhood.

One thing I think you’ll all be happy to hear is that the resident who was most impacted by the closure, and originally was very, very against turned around and is now a big supporter of the closure. He talked about the traffic improvements, decreased drug activity, and that kids are using the closed space where the mural is to ride bikes.

**Our ultimate plan is to expand the park area by the end of the summer.**
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 the high 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

JOEL BANNER BAIRD/FREE PRESS

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.

ONE-DAY BIKE LANE PROPOSED

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

“We’re hoping it would give people — bicyclists as well as drivers — a chance to feel what it’s like.”

PEGGY O’NEILL
SOUTH END RESIDENT

JOEL BANNER BAIRD/ FREE PRESS STAFF WRITER

See BIKES, Page 3C
SO LET’S MAKE IT EASIER FOR EVERYONE!

COMMUNITY-LED DEMONSTRATION PROJECT POLICY + GUIDE

City of Burlington, VT | April 2016

COMMUNITY-LED DEMONSTRATION PROJECT

This pop-up project was created through the City of Burlington’s Demonstration Project Program. The program creates a pathway for everyday residents, advocacy organizations, and community groups to spearhead short-term demonstration projects alongside the Department of Public Works and other agencies.

Project Name and Description:

Project Duration: Lead Contact Person and/or Organization:

If lead contact person cannot be found, contact the Burlington Department of Public Works at 802-865-9094.

In case of emergencies, dial 911 for the Burlington Police Department.
BURLINGTON, VT DEMONSTRATION PROJECTS
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.

IDENTIFYING PRIORITY LOCATIONS FOR PROTECTED BIKE LANCES
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
PILOT PROJECTS
"QUICK BUILD" DESIGN AND MATERIALS STANDARDS

SAFER PLACES TO WALK

CURB EXTENSIONS

APPLICATION GUIDANCE

APPLICATIONS

PLANTER - CONCRETE, RECTANGULAR

IN CONTEXT

APPLICATION GUIDANCE

MEASUREMENTS

COMMENTS

SPECIFIC DESIGN GUIDELINES
CAN WE DO THIS AT THE REGIONAL SCALE?
MIAMI-DADE QUICK-BUILD PROGRAM
JUNE 2017 - CURRENT

- Partnership with Miami-Dade County Dept. of Transportation & Public Works and local nonprofit

- Four-month open competition for transportation and public space pilot projects

- $150k in local funds leveraged

- Goals: Build priority projects and adopt permitting process for Quick-Build projects
68 APPLICATIONS

7 COUNTY DISTRICTS

5 MUNICIPALITIES

18 PROJECTS SELECTED

4 PROJECTS
EXISTING CURBLES TO REMAIN

EXISTING FIRE PLACES TO REMAIN

EXISTING CURBCUT TO REMAIN

EXISTING CURBLESIDEWALK TO REMAIN

ALL EXISTING PARKING AND LANE DEMARCATIONS TO REMAIN TYP.

VALLEY GUTTERS TO REMAIN UNTOUCHED

AREA = 550 Sq Ft

AREA = 780 Sq Ft

AREA = 1,000 Sq Ft

AREA = 570 Sq Ft

AREA = 560 Sq Ft

AREA = 600 Sq Ft

AREA = 340 Sq Ft

AREA = 2,614 Sq Ft

1. MARKING: Parking Spot

2. DIGITAL COLOR GUIDE # -DIC 30

3. DIGITAL COLOR GUIDE # -DIC 125

4. DIGITAL COLOR GUIDE # -DIC 36

5. DIGITAL COLOR GUIDE # -DIC 31

6. DIGITAL COLOR GUIDE # -DIC 31
Resolution recognizing the Miami-Dade County Quick-Build Program as a catalyst for livability in Miami-Dade County; Directing County Mayor or County Mayor’s Designee to create a flexible and streamlined traffic engineering process to allow for the Quick-Build Program projects to encourage the prompt and low-cost implementation of transportation projects...
PLAZA 98 ONGOING ACTIVATION
#5: ACTION BEGETS ACTION
ENGAGEMENT VIA DEMONSTRATION PROJECTS
INFORMED POLICY RECOMMENDATIONS
Proposed: Pilot Active Curbside Uses

Curb extensions ✓
Parklets ✓
Bike share stations ✓

Bike Corrals (coming soon...)

Curbs, bike corrals, bike share stations, bus bulb/stop, delivery/ride hail
GETTING TO SCALE: 90+ NEW CURB EXTENSIONS
Plan Approved September 2019
JULY: IMPLEMENTATION UNDERWAY!
IMPLEMENTATION METHODOLOGY: QUICK-BUILD
5 MILES COMPLETED, 20 BY 2020
#6. SKIP A STEP: THE PILOT IS THE STUDY!

FAST-TRACKED 🚌 🚄

A TACTICAL TRANSIT STUDY
“Let’s not hire consultants to tell us what we already know; let’s just do this.”

- Senior Planner, Metro Transit
RESEARCH OVERVIEW: 1ST OF ITS KIND!

• Sponsored by the Transportation Research Board of The National Academies of Sciences, Engineering, and Medicine

• Projects implemented within 1-2 years of inception, and generally cost under $300k

• Researched case studies and lessons learned to encourage growth in the rapid improvement of transit across North America
METHODOLOGY

• 36 interviews, plus online investigation

• Projects span 11 states, five North American regions

• Wide variety in community size and local government structure

• 20 projects across three categories:
  - Speed + Reliability
  - Access + Safety
  - Rider Experience
WHAT'S TACTICAL TRANSIT?

- Dedicated Bus Lanes
- Bus platforms
- Prepaid Boarding Areas
- Signage
- Separated Bike Lanes
- Prepaid Boarding Areas
- Pedestrian Crossings
- Queue jump lanes
- Stop/Station Placemaking
FINDINGS: SPEED + RELIABILITY

- Travel time savings from 20%-50%, with the most common savings being 20%-30%

- Projects were shown to improve both transit and car travel times

- Most transit lanes piloted were under one mile in length, yet saw significant improvements in travel times
FINDINGS: ACCESS + SAFETY

• Projects documented 40%-65% reductions in collisions, and reductions in pedestrian fatalities

• Projects showed increases in ridership of up to 17%

• Projects documented increases in bicycle travel from 40-400%
**ADDITIONAL FINDINGS**

- Three projects resulted in proposals for dedicated permits or design guidelines to guide future similar projects.

- Most of the work was led by advocacy groups, foundations, or non-profits.

- Where transit agencies supported their efforts, impacts were significantly amplified.
#7. CITY GOVERNMENT CAN’T DO IT ALONE
A TRUE PARTNERSHIP

• City of New Haven TTP
• Community Alliance for Research and Engagement (CARE)
• Street Plans
• Citizens!
6 INTERSECTIONS / 6 NEIGHBORHOODS
EXISTING CONDITIONS
NEW HAVEN INSTALLATION: TRAFFIC CONTROL PLAN

Before installation begins, cones and barricades will be placed on Ferry St and Chapel St. Message boards with install dates will be placed at locations marked in the Traffic Control Plan. The approaches will alert drivers to a change in traffic pattern and to reduce their speed.

DAY 1: FRIDAY AUG 23
Restricted Traffic and Temporary Flagging as needed 10AM - 1PM
Soft Closure during off-peak hours 1PM - 3PM.
Crosswalk and Curb Extension Marking
- The curb extensions will be chalked and taped. Workers marking designated areas will be guarded by cones.
- During off-peak hours - the soft closures, ie. partial closure of the intersection will be in effect to chalk the crosswalks with team members stationed at necessary locations to flag vehicles.

DAY 2: SATURDAY AUG 24
Soft closure of the intersection between 7AM - 10AM
Restricted Traffic and Temporary Flagging as needed 10AM - 1PM
Crosswalk Painting and Curb Extension Mural
- Priority on crosswalks to be painted in the morning hours
- Begin with Ferry St - Houston St AND Chapel St-Houston St South and East Crosswalks in the morning
- Ferry St onto Chapel going East will be opened by 10AM
- Curb Extension Painting 7AM - 1PM - Place cones as barriers for curb extension painting.

All workers will wear reflective vests and remain within the designated work area.

SET-UP & BREAKDOWN
Cones and signages will be set up on August 23 and removed from the site and surroundings on August 24.
## MATERIALS + MATERIALS BUDGET

**Total Cost:** $26,602

**Average intersection cost:** $4,434
# Marketing + Outreach

**Call for Volunteers!**

**A Safe Routes for All Pilot Project is Coming to Dixwell**

**September 7, 2019**

Paint the Pavement! We need volunteers for this neighborhood project which will transform intersections into safer places for all street users - people walking, rolling, cycling, taking the bus and driving! Volunteers will be painting and helping install our custom project design at: Dixwell Ave., Munson St., Orchard St. & Shelton Ave.

*Rain Date: September 14, 2019*

We need your help!

Sign up to join us from 8am - 12pm, 1pm - 5pm, or all day!

www.tinyurl.com/nhvsaferroutes

Questions? Send an email to Sarah at CARE: gordonss11@southernct.edu

---

**New Haven Demonstration Project**

<table>
<thead>
<tr>
<th>Outreach Type</th>
<th>General Content</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>July</td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Project 1</td>
<td>Save the date: Aug 24th - Project 1 location, about the project</td>
</tr>
<tr>
<td></td>
<td>Call for volunteers for Project 1</td>
</tr>
<tr>
<td>Target Ad</td>
<td>Why is this Safe Streets for All Important?</td>
</tr>
<tr>
<td></td>
<td>Design details for project 1, call for volunteers</td>
</tr>
<tr>
<td>Project 2</td>
<td>Save the date: Sept 7th - Project 2 location, about the project</td>
</tr>
<tr>
<td></td>
<td>Call for volunteers for Project 2</td>
</tr>
<tr>
<td>Target Ad</td>
<td>Why is this Safe Streets for All Important? Call for volunteers</td>
</tr>
<tr>
<td></td>
<td>Design details for project 2, call for volunteers</td>
</tr>
<tr>
<td>Project 3</td>
<td>Save the date: Sept 11th - Project 3 location, about the project</td>
</tr>
<tr>
<td></td>
<td>Call for volunteers for Project 3</td>
</tr>
<tr>
<td>Target Ad</td>
<td>Why is this Safe Streets for All Important? Call for volunteers</td>
</tr>
<tr>
<td></td>
<td>Design details for project 3, call for volunteers</td>
</tr>
<tr>
<td>Direct Mail/Print</td>
<td></td>
</tr>
<tr>
<td>Project 1</td>
<td>Save the date: Aug 24th - Project 1 location, about the project (to identified neighborhood and 1 bordering neighborhood)</td>
</tr>
<tr>
<td></td>
<td>Design Print posters to post at intersection with evaluation survey (QR codes, Text for survey link)</td>
</tr>
<tr>
<td></td>
<td>Hang print posters</td>
</tr>
<tr>
<td>Project 2</td>
<td>Save the date: Sept 7th - Project 2 location, about the project (to identified neighborhood and 1 bordering neighborhood)</td>
</tr>
<tr>
<td></td>
<td>Design Print posters to post at intersection with evaluation survey (QR code, Text for survey link)</td>
</tr>
<tr>
<td></td>
<td>Hang print posters</td>
</tr>
<tr>
<td>Email Comm</td>
<td>Email 1 to Volunteers: About project 1, design information, feedback</td>
</tr>
<tr>
<td></td>
<td>Email 2 to Volunteers: Day of details, assuming influx from direct mail, evaluation survey</td>
</tr>
<tr>
<td></td>
<td>Email 3 to Volunteers: See you there! Survey link to share with neighbors</td>
</tr>
<tr>
<td></td>
<td>Email 4 Follow ups: Survey link, need back, contact for one to one input</td>
</tr>
</tbody>
</table>
Hey New Haven,
Let’s Build Safe Routes for All!

Demonstration Project
Skills + Resources Inventory

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!

Name:________________
Phone:________________
Email:_________________

Whoops! Took this sheet home with you? Take a photo of it and send it to: john@streetplans.org

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...

When the time is right, we’ll need everyone to help promote the demonstration project. Please list any relevant online or email listservs, social media, print, or other communication channels you have access to for promoting the event. (e.g. parents’ groups, classes you may attend, clubs, social groups, etc.)
SAFE ROUTES FOR ALL PLAN, NEW HAVEN, CT
38% CROSSING DISTANCE REDUCTION
RESULTS: ENGAGEMENT @ CITYWIDE SCALE

SAFE ROUTES FOR ALL PROJECT SUMMARY

<table>
<thead>
<tr>
<th>Site</th>
<th>AVG. PER SITE CROSSING DISTANCE REDUCTION</th>
<th>AVG. EXPOSED CROSSING DISTANCE REDUCTION</th>
<th>CROSSWALK REDUCTION ACROSS ALL 6 SITES</th>
<th>SPACE RECLAIMED</th>
<th>RECLAIMED PEDESTRIAN SQUARE FEET ACROSS ALL 6 SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAIR HAVEN</td>
<td>38% REDUCTION</td>
<td></td>
<td></td>
<td></td>
<td>19,492</td>
</tr>
<tr>
<td>WEST ROCK</td>
<td>40% REDUCTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DWIGHT</td>
<td>22% REDUCTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIXWELL</td>
<td>25% REDUCTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEWHALLVILLE</td>
<td>34% REDUCTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HILL</td>
<td>46% REDUCTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Asphalt Art Guide
How to Reclaim City Roadways and Public Infrastructure with Art

Asphalt Art on City Streets and Public Infrastructure

The increasing demand for these arts-driven transportation projects has inspired the creation of this Guide. Our goal is to share ideas and step-by-step tips for city agencies, community groups, and artists interested in undertaking these kinds of projects.

While cities incorporate art into public spaces in a variety of ways, the specific focus of this Guide is what we're calling asphalt art: visual interventions on roadways (intersections and crosswalks), pedestrian spaces (plazas and sidewalks), and vertical infrastructure (utility boxes, traffic barriers, and underpasses).

Taken together, these relatively low-cost, often short-term and scalable projects can create immediate positive impact and catalyze long-term improvements to the public realm.

The Guide documents a wide variety of project types and champions—from formal city-sanctioned programs to citizen-driven interventions. It also identifies key considerations, including liability and permitting, community engagement, artist curation, and installation methods.

Every city and every street are different. Not all the examples or processes in these pages will be relevant to every project, and not all streets are appropriate candidates for these kinds of treatments. But with the right local teams, sites, and projects, asphalt art has been proven to reshape the public realm quickly, affordably, and effectively.

By gathering insights and advice from dozens of projects around the world, the Asphalt Art Guide can inspire and inform professionals, advocates, and residents looking to make their streets and communities safer, more attractive, and more welcoming.
WHAT'S NEXT BOSTON?

1. Keep up the good work!

2. Tactics are a means to an end... stay focused on connecting short-term wins to long-term policy and project wins.

3. Increase resources for community-led work; it opens doors of possibility.

4. It will get harder before it gets easier.
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
THANKS!

@mikelydon
@streetplans