Seeing is Believing

The power of interim interventions
Global Street Design Guide
Global Expert Network

40+ countries
70+ cities
What is Possible?
As of May 2017

Free Download

www.globaldesigningcities.org
Endorsed by:

35+ Cities and 25+ Organizations
Policy and Design Guidance

Capacity Building and Community Engagement

Interventions and Transformations

Metric Collection and Evaluation
Policy and Design Guidance
Capacity Building and Community Engagement
Interventions and Transformations
Metric Collection and Evaluation
2.7 Phasing and Interim Strategies

Interim design strategies offer an opportunity to quickly demonstrate change, allowing communities to experience an alternative condition and see progress in a short time frame.

Changing decades of embedded practice in designing urban streets can be challenging. A lack of green infrastructure, limited funding, and regulatory restrictions can lead to resistance at all levels of innovation and change. Longstanding design practices have often been internalized and embedded in the core culture of transportation and city planning. Phasing and interim strategies provide a means to address the inherent resistance to change while accommodating the need for flexibility and creativity.

Phasing or interim design strategies provide an opportunity to quickly demonstrate change, at a lower cost, and use existing assets that are not usually available to designers and decision-makers. Phasing and interim strategies can be used to mitigate resistance toward implementation.

Interim strategies or phased solutions provide opportunities for pilots to quickly demonstrate change, at a lower cost, and use existing assets that are not usually available to designers and decision-makers. Phasing and interim strategies can be used to mitigate resistance toward implementation.

Good examples of interim design strategies include quickATTLE changes to a street or sidewalk that can be made in a short time frame. These changes can include things like adding pedestrian islands, adding bike lanes, or installing temporary planters. These strategies can be implemented in a short time frame and can be removed when the project is complete.

Many cities have used interim design strategies to quickly demonstrate change in a street or sidewalk. These strategies can include things like adding pedestrian islands, adding bike lanes, or installing temporary planters. These strategies can be implemented in a short time frame and can be removed when the project is complete.

Phasing and interim strategies offer an opportunity to quickly demonstrate change, allowing communities to experience an alternative condition and see progress in a short time frame.
Come in many shapes and sizes!
Intersection Redesigns

Photos: NYCDOT

New York
Mid-block crossings

São Paulo, Brazil
Bike Lanes

Brisbane, Australia

https://space4cyclingbne.com/2017/09/04/pop-up-bike-lane/
Pedestrian Only Streets

Santiago, Chile
Plazas

Moscow

Image: Artur Shakhbazyan
Plazas

New York
How?
Simple Recipe

(+permits)
Toolkit: The basics

Chalk, Paint, Buckets, Rope, Brushes, Water and Tape (or official city paint)
Toolkit: Planters and Surface Treatments
Toolkit: Additional features for place-making

Seating

Tables

Umbrellas

Kiosks/Vendors
Most Importantly - People!!
Site selection
Plan ahead
People + partners
Collect metrics
Programming
Implementation Plan

A few quick tips
Site selection

- Manageable scale?
- Can you test innovative new ideas? Have an impact?
- What are you trying to achieve – have goals in mind
- Can you use this as an interim step to a longer term project?
- Check any permits required
- Place where people can activate the space
Plan Ahead

• Check dates (holidays/ strikes etc)
• Plan for enough staff support
• Make a materials checklist
• See what other projects / affecting this area?
• Spend time on site to observe
• Check dimensions
• Develop scaled drawings
• Let people know what’s happening (flyers etc)

Materials for painting

Print and check
Print the list of materials and verify you have all you need before the implementation date

- Chalks
- Gypsum
- Food coloring (if you’d like different colors than just white)
- Buckets
- Brushes
- Brooms (ideal for large surfaces like crossing)
- Water (verify if access to water)
- String (to do straight lines)
- Traffic Cones
- Measuring Tape
- Masking Tape
- Stirring paddle or paint mixers (to mix the gypsum with the water)
- Yellow tape “do not cross line” (delimitate/protect painted surface)
- Some rags/ towels (for wiping/cleaning hands etc)
- Gloves (to protect hands)
People + partners

- Local residents + businesses
- Which city agencies?
- Police?
- Local NGO’s
- Universities/ academic groups
- Schools
- Artists
- Nursery to lend plants
- Invite media
Collect Metrics

• Allocate resources wisely?
• What are you trying to demonstrate?
• Counts
• Speeds
• Surveys
• Perceptions
• Photos/ videos
• Particular users?
• (Do the same for during)
Programming

- One day or longer period?
- Music
- Artists
- Outdoor movies
- Games for kids
- Health clinics
- Outdoor Classes
- Dance/ Yoga etc
- Boards for community feedback
Implementation Plan

• Game day (or night) plan!
• Meeting time and place – brief staff
• Delivery of furniture/plants etc
• Programming schedule
• Coordinate crossing painting with low traffic (or do in two parts)
Why?
Who wants change?

Who wants to change?
TRIALS & Trainings
SHOW What's possible
Bogotá
Now seeing local engineers applying this strategy!
Now seeing local engineers applying this strategy!
Now seeing local engineers applying this strategy!

São Paulo
São Paulo
Can lead to change practices and manuals!
Addis Ababa.....Indoor training + workshops
Addis Ababa.....draft design proposals on paper
to experimenting on site!
Learning through doing
Addis Ababa, Ethiopia
Addis Ababa, Ethiopia
Addis Ababa, Ethiopia
Addis Ababa, Ethiopia
Addis Ababa, Ethiopia
Addis Ababa, Ethiopia
Turning Speed Observations

Weekends

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-wheeler</td>
<td>35</td>
</tr>
<tr>
<td>Cars</td>
<td>30</td>
</tr>
<tr>
<td>Bus</td>
<td>25</td>
</tr>
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Road users’ responses on the comfort, convenience, safety, and attractiveness of intersection before and after transformation

Before:
- 11% Very Good
- 13% Good
- 16% Neutral
- 38% Poor

After:
- 52% Very Good
- 13% Good
- 4% Neutral
- 4% Poor

Diagram shows the percentage of responses for each category before and after transformation.
Scaling Up x10 per/year
If you can’t measure it, you can’t manage it.

Michael Bloomberg
Form example

Different forms for each metric

Timeframe, date and surveyors information

Clearly register the according metrics

Key location maps

Space for surveyor notes and observations
Design strategies impacts

Before

After

Speed reduction 30%

Intersection A
- Surveyor 1
- Surveyor 2
- Surveyor 3

Intersection B
- Surveyor 4
- Surveyor 5
- Surveyor 6
How safe do you feel on the sidewalks?

BEFORE

- Happy: 5%
- Slightly happy: 15%
- Neutral: 24%
- Slightly sad: 18%
- Sad: 38%

AFTER

- Happy: 51%
- Slightly happy: 31%
- Neutral: 8%
- Slightly sad: 4%
- Sad: 6%
How safe do you feel on the crosswalks?
Measuring Change

Average speeds reduced by 30%
Change the conversation!
From considering only one user.....
to considering all users

Inclusive . Quantitative . Qualitative . Contextual
Most Importantly - People!! (Local art/design schools)
Getting the media involved
Empower

communities
Learning from local expertise
What’s happening, when, why, for how long....
During the event – inviting leaders
During the event – talking to people
During the event – learning what people care about
During the event – digital surveys
During the event - branding
During the event - partners
Cidade 2000, Fortaleza

ANTES
Cidade 2000, Fortaleza
DEPOIS
Cidade 2000, Fortaleza
Fortaleza
Quantitative survey
Pedestrians Share of the Street
Cidade 2000

BEFORE

AFTER

21%
79%

27%
73%
Cidade 2000, Fortaleza
Cidade 2000, Fortaleza
Cidade 2000, Fortaleza
Cidade 2000, Fortaleza
Cidade 2000, Fortaleza
Cidade 2000, Fortaleza
Fortaleza
Quantitative survey
Cidade 2000

94% Approve of the intervention

97% Believe Pedestrians should be prioritized over motorized traffic
2000, Fortaleza
Seeing is Believing

The power of interim interventions
Thank You!

Download the guide at www.globaldesigningcities.org

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