

An aerial photograph of a city street featuring a vibrant, large-scale mural. The mural is painted on a blue background and depicts several stylized faces with colorful, abstract features like lightning bolts, rainbows, and geometric shapes. The street is flanked by brick buildings on the left and a parking lot with a white truck on the right. Pedestrians are visible on the sidewalks, and a crosswalk is marked on the street.

Tactical Urbanism

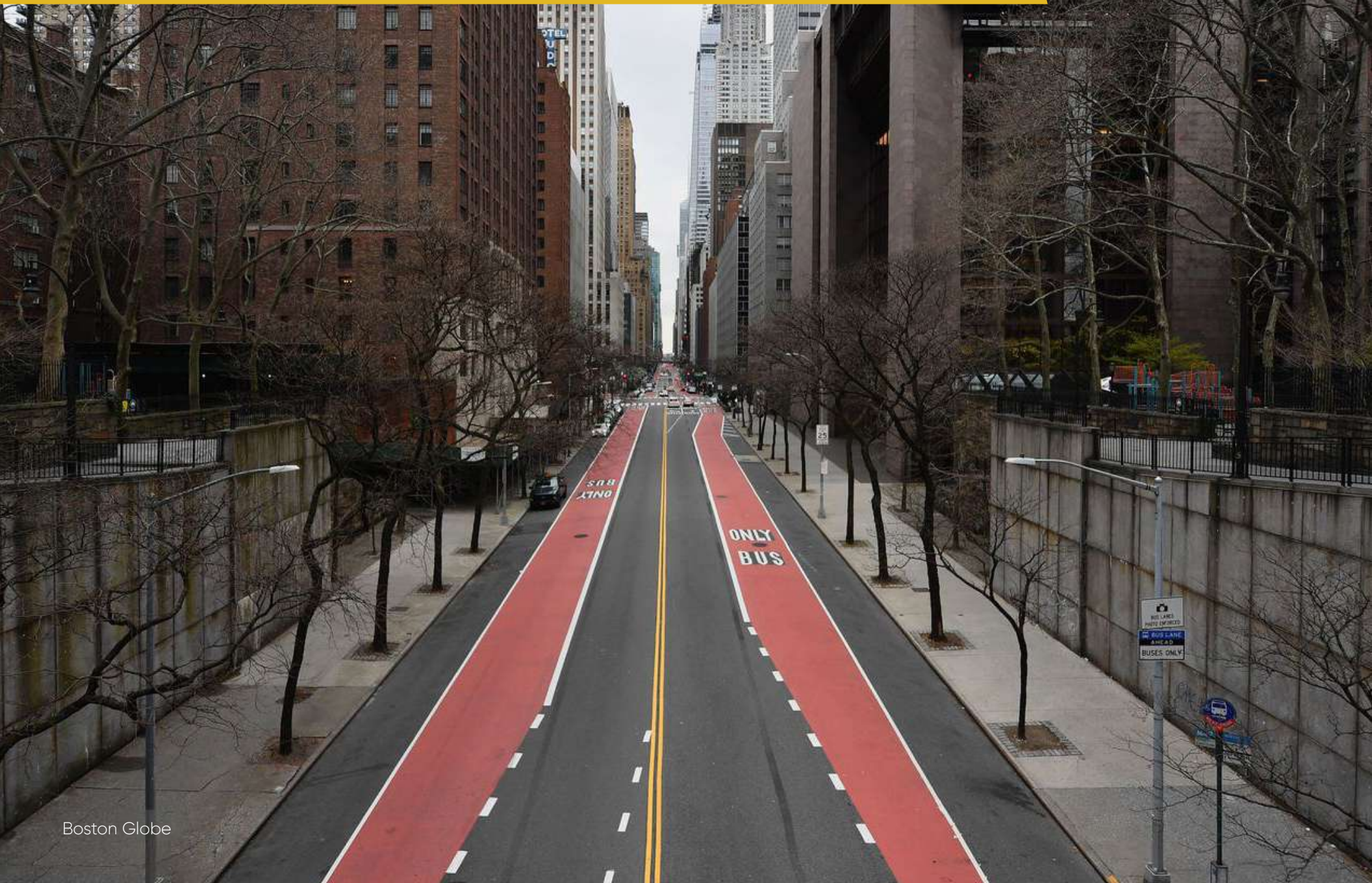
A Tool for Crisis Management?

@MikeLydon | @StreetPlans
TUMI/NUMO Webinar | April 2nd, 2020

Thanks for Having Me



What is NYC Without People?



STREETPLANS

MIAMI

NEW YORK

We Create Better **Streets**, Better **Places**

Tactical Urbanism + Placemaking

Transportation Planning + Design

Public Space Design + Development

Urban + Architectural Design

Urban Policy Development

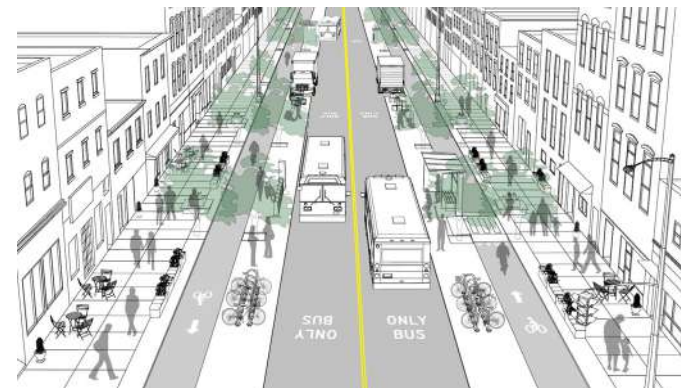
Public Outreach + Engagement

Education | Training | Workshops

Research-Advocacy



Let's Ride JC Bike Master Plan /
Bikeway Design Guide



'Streetopia' – NYC

Tactical Urbanism

An approach to community-building using short-term, low-cost, and scalable projects **intended** to catalyze long-term change.

How do we...

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.



Project Type
(time interval · relative cost)

Project Leaders

Permission Status

Materials + Maintenance

Public Involvement

Flexibility of Design

**Data Collection /
Evaluation**

LONG-TERM/CAPITAL
(20 years - 50+ years · \$\$\$\$)

Government / organizational
leadership + involvement
required

Sanctioned

High-cost, permanent materials
that cannot be adjusted easily;
maintenance needs vary
tremendously

Required before
implementation, recommended
during implementation and
initial evaluation period,
optional thereafter

Low: project is considered a
permanent capital upgrade
that is unlikely to be adjusted
significantly once installed

Qualitative: optional
Quantitative: recommended

Tactical Urbanism

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.



Project Type

(time interval · relative cost)

DEMONSTRATION
(1 day - 1 month · \$)

PILOT
(1 month- 1+ year · \$\$)

INTERIM DESIGN
(1 year - 5+ years · \$\$\$)

LONG-TERM/CAPITAL
(20 years - 50+ years · \$\$\$\$)

Project Leaders

Anyone (city, non-profit, business owner, students etc.)

Government / organizational leadership + involvement required

Government / organizational leadership + involvement required

Government / organizational leadership + involvement required

Permission Status

Sanctioned or unsanctioned

Sanctioned

Sanctioned

Sanctioned

Materials + Maintenance

Very low-cost, typically low-durability. May be borrowed, easily made, or purchased; no maintenance required

Relatively low-cost, but semi-durable materials to maximize design flexibility while minimizing maintenance needs

Low and moderate cost materials, designed to balance design flexibility, performance outcomes, and maintenance

High-cost, permanent materials that cannot be adjusted easily; maintenance needs vary tremendously

Public Involvement

Optional before project implementation, Recommended during brief project lifespan

Required, frequent before implementation and frequent during evaluation period

Recommended, frequent before implementation, required during initial evaluation period, optional thereafter

Required before implementation, recommended during implementation and initial evaluation period, optional thereafter

Flexibility of Design

High: organizers expect project to be adjusted and removed within a short timeline, typically one week or weekend

High: proponents expect project to be adjusted; it *may* be removed if it does not meet goals upon initial evaluation

Moderate: organizers expect project to be adjusted, but it is intended to remain in place until capital upgrades are possible

Low: project is considered a permanent capital upgrade that is unlikely to be adjusted significantly once installed

Data Collection / Evaluation

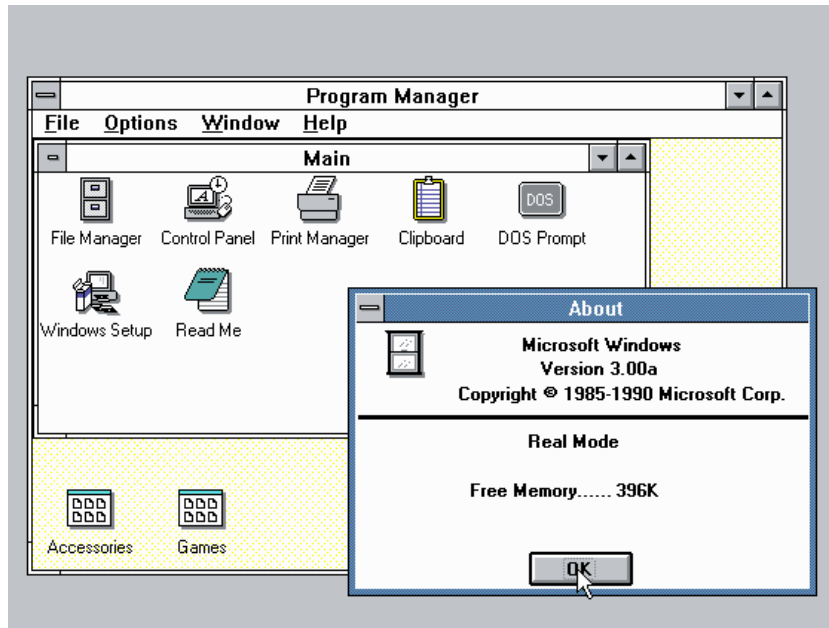
Qualitative: optional
Quantitative: optional

Qualitative: required
Quantitative: required

Qualitative: recommended
Quantitative: required

Qualitative: optional
Quantitative: recommended

Society Expects Nimble 'Versioning'

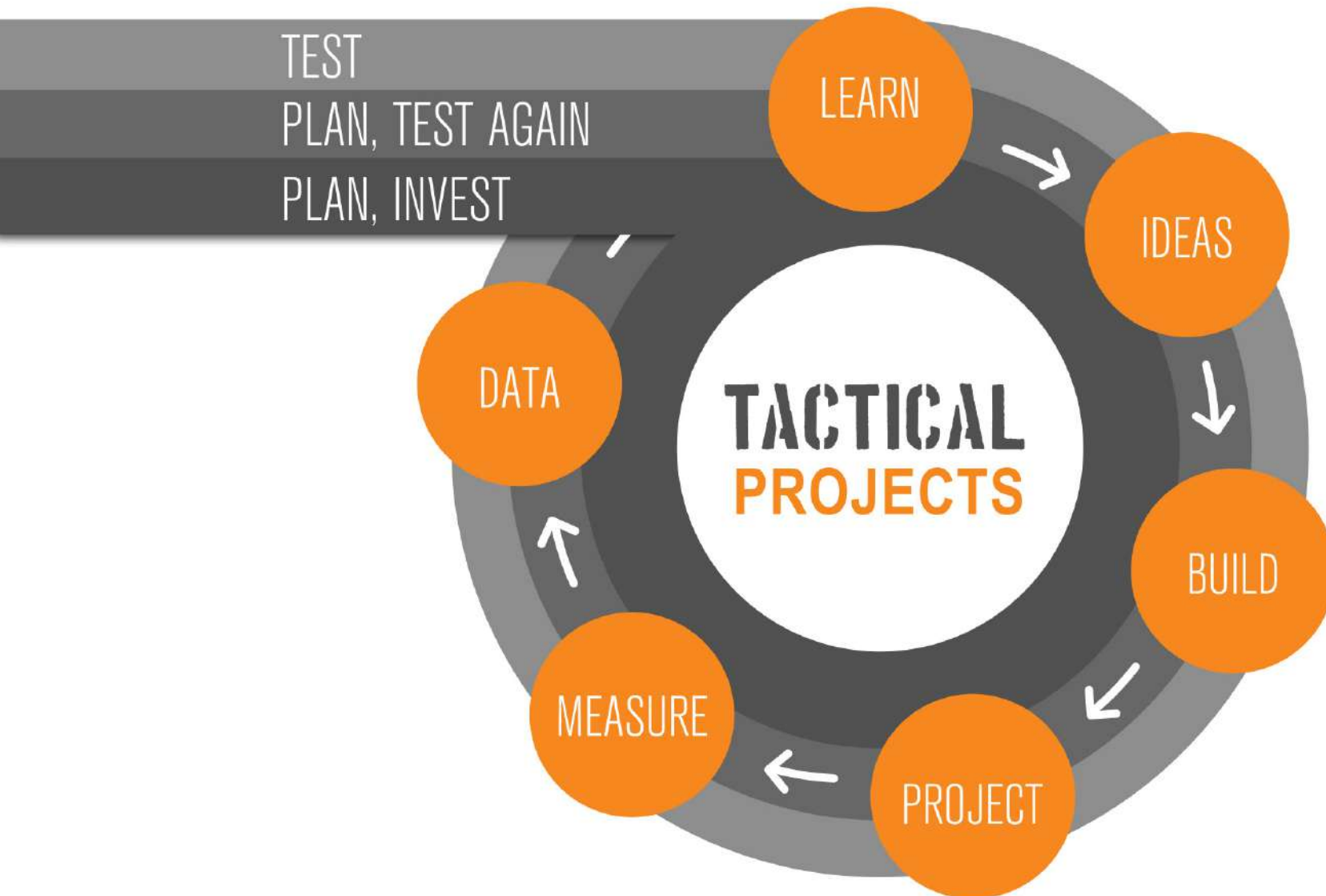


Windows Version 3



Windows Version 10

Build | Measure | Learn



User Experience vs. Design



User Experience

Design

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.

TOP DOWN

Mayors | City Councilors | Municipal Departments



BOTTOM UP

Citizen Activists | Community Groups | Neighborhood Organizations

Conventional Project Delivery

- 1 Overly focused on large-scale projects;
- 2 Is very slow and expensive;
- 3 Lacks transparency and breeds public mistrust.
- 4 Static and inflexible approach to design



Tactical Urbanism Is:



- 1 Obsessed with small projects.
- 2 Quick and very inexpensive.
- 3 Is 100% transparent in intent/execution
- 4 Flexible; People-driven, people-centered

Benefits

- 1 People work together in new ways – “the experiential city”
- 2 Helps uncover what works, and more importantly, **what doesn't!**
- 3 Builds political will and delivers environmental, **economic, and social benefits**, faster!



Our Well-Being: Happy by Design



An elegant but underperforming public space



- Significant reduction in stress
- Significant increase in perceived restoration and social well-being.
- Stationary activity increased 500%

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

Place Attachment





1

No new plans; take existing plans off the shelf, long-term plans emerge from short-term action.



2

You aren't planning a project; you are writing a story, and it might be a long one!



3

The pilot is the study.

4

Anyone can be an urban tactician. —————→

5

You can't scale what you don't permit.



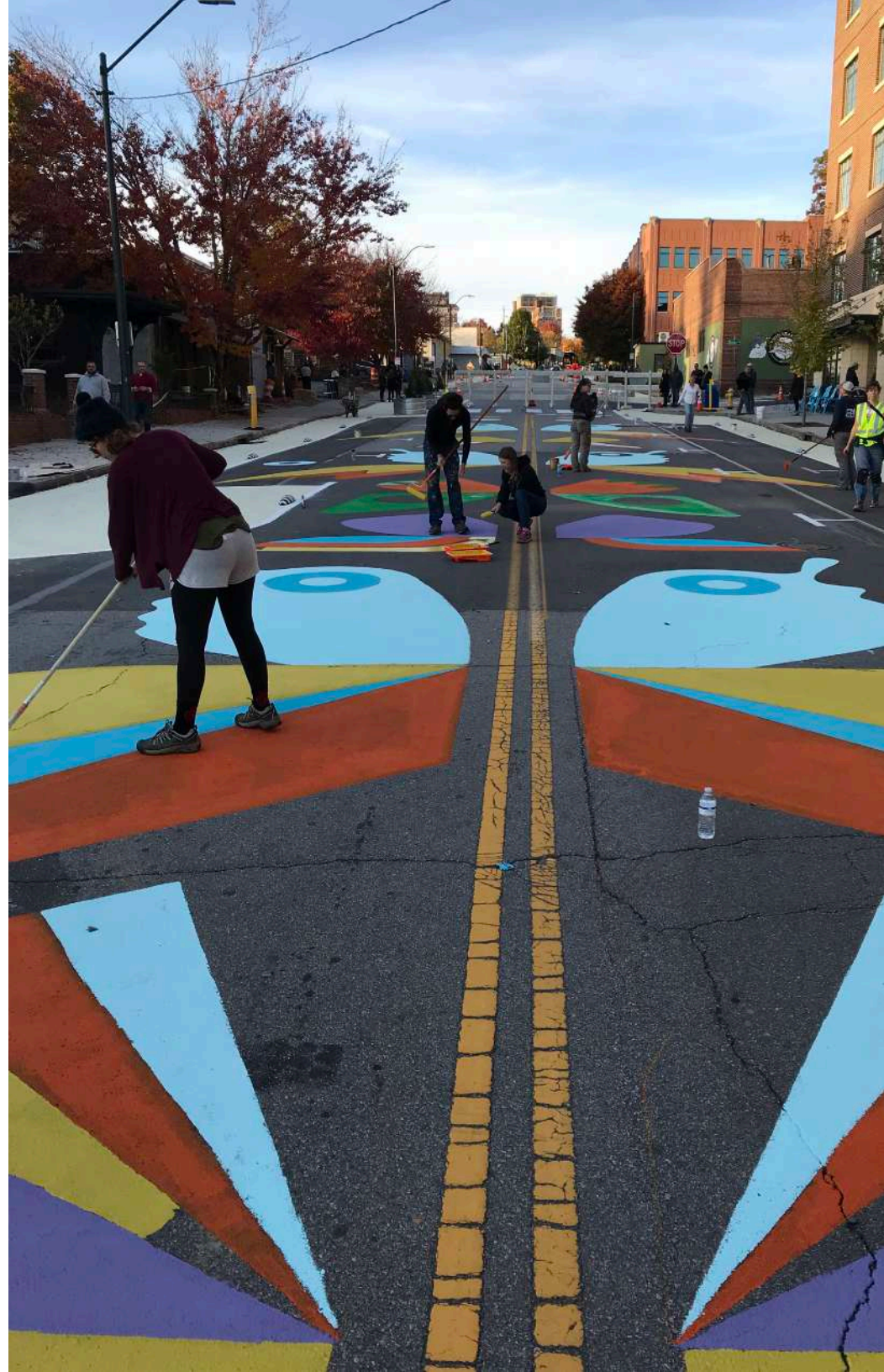
The Pilot is the Study



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!

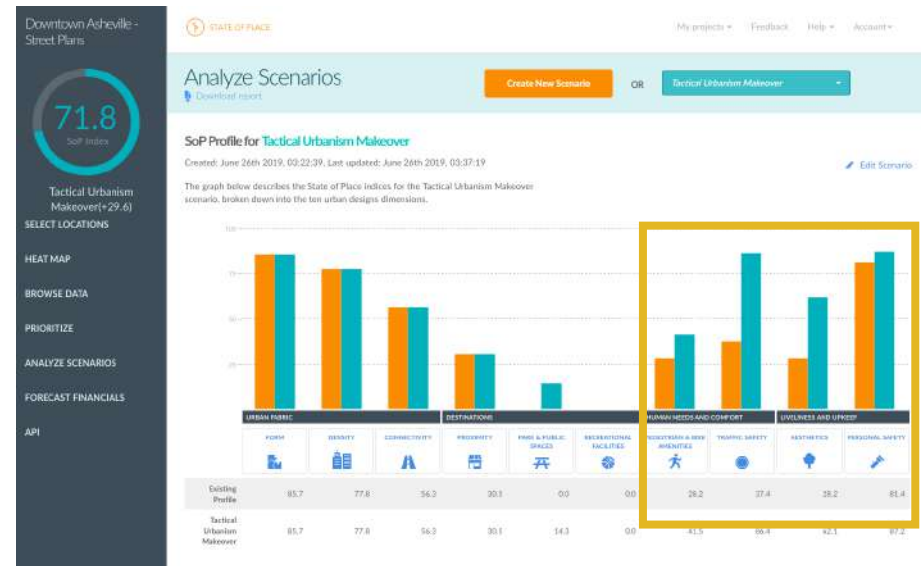
Text "streetsurvey" to
555888 to share
your thoughts





- 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

Value Capture



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:

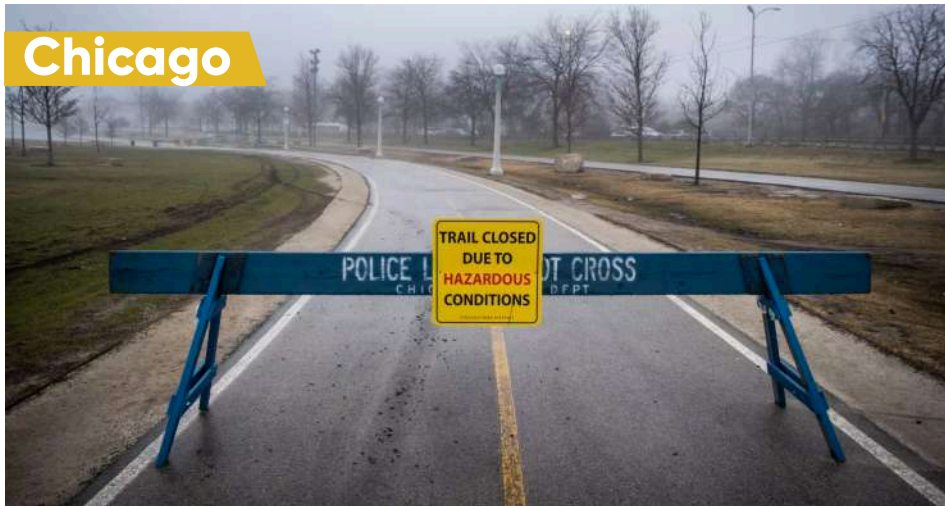
- **Economic Benefit:** \$3,510,323.52
- **ROI:** \$23.40 per dollar spent

Isn't This All the Data We Need?



Tactical Resilience? COVID-19 Responses

Chicago



Ashleigh Rezin Garcia / Sun Times

VS.

Calgary



Kevin Sloosh via Twitter

Bogota Iterates Ciclovía

Bogota | New York City



Open Parkways

Portland, OR | Minneapolis | Montgomery
County, MD | Philadelphia | Denver |
Duluth | Cambridge, MA | Winnipeg



DIY Open Streets

Portland, OR | Others...???



Temporary Bike Lanes

Berlin | New York City | Mexico City







LET'S RIDE JC

CYBER CAFE
PHONE CARDS
COMPUTER REPAIR
FAX SERVICE
201-333-3278

GREAT CHINESE FOOD
841 BERGEN AVE.

No More Begging!

**DO NOT PUSH
BUTTON**

**PEDESTRIAN SIGNAL
AUTOMATED**

**Auckland | Sydney | Adelaide | Perth |
Asheville | Cambridge, MA | Brookline,
MA | Chapel Hill, NC | Ottawa, ON**

Policy Shifts

- 1 Free bikeshare, scooter, para-transit for “essential workers” (Berlin, NYC, Chicago, Mexico City, Austin etc.)
- 2 Relaxing crackdown on e-throttle bikes (NYC)
- 3 Expanding farmer’s market hours/adding curbside pick-up (Winter Garden, FL, Santa Ana, CA, many others)



Open Streets Protocol

- 1 Establish criteria and map the network of appropriate streets
- 2 Leverage partners (block/condo/co-op associations, BIDs, non-profits. Sign-up volunteer block captains. Trust human beings.
- 3 Re-purpose construction + event infrastructure (cones/barricades/coroplast signs etc.) for lightweight traffic management
- 4 Monitor and allocate police resources only where issues arise



Stay Informed

City	Open Streets	Miles / Kilometers	Temporary Bikeways	Miles/Kilometers	Latest Info / Notes	Sources
New York City	Yes	1.5 mi. / 2.4 km	Yes	.77 mi. / 1.23 km	Four pilot streets in four boroughs announced 3/25, pilot to last through Monday, 3/30 and then re-assessed; two temporary protected bike lane segments (Smith Street (Brooklyn) and closing 2nd Avenue PBL gap (Manhattan))	https://nyc.streets
Bogotá	Yes	22 mi. / 35 km	Yes	-	As of March 27 and until April 13 there will be 35 kms of temporary bikeways based on the ciclovía network and with same logistics. Before total quarantine, there were 76 kms (after an initial 22). Also 400 bicycles lent to health providers by NUMO, Despacio, Muvo.	https://www.amsa.org
Berlin	No	-	Yes	- 1.2 mi. / 1.9km	Leveraged existing contractor for initial two projects; likened temporary bus lane protocols for when rail transit repairs occur	https://www.laiga.org
Philadelphia, PA	Yes	4 mi. / 6.4 km	No	-	Park setting; MLK Drive is closed Sunday April - October; city leveraged this route for CoronaClosures. Civil society prepared a proposal of 130 km of temporary bikelanes for the Secretary of Mobility, still awaiting response from the authorities. The 1.7 km new pop-up bike lane (#CiclovíaTemporal) in Mexico City was established not by the city government, but by one of the 16 sub-districts (alcaldía Miguel Hidalgo)	https://www.nhqs.org
Mexico City	No	No	Yes	1 mi. / 1.7 km		https://bikelanes.org
Portland, OR	Yes	?	-	-	DIY block "opening" from PE teacher Sam Ballo;	https://twitter.com
Portland, OR	Yes	7.5 mi. / 12 km	-	-	Roadways closed in 10 parks citywide	https://stccc.gov
Minneapolis	Yes	2.5 mi. / 4 km	-	-	Focused on parkways along the Mississippi; partial and full open streets in effect March 27th - April 10	https://bikespot.org
Calgary, AB, Canada	Yes	3.75 mi. / 6 km	-	-	6 street segment closed as pilot for March 28/29. Locations not announced, to avoid overcrowding.	https://www.mta.org
Montgomery County, MD	Yes	1.1 mi. / 1.7 km	-	-	Leveraging/piloting an expansion of the weekly Sunday closure of Sligo Creek Parkway April 3-5	https://calgaryherald.com
Being Considered						
Seattle, WA	TBD	?	TBD	?	???	
Toronto, ON, Canada	TBD	?	TBD	?	Part of Yonge Street under consideration	https://www.theglobeandmail.com
Vancouver, BC, Canada	TBD	?	TBD	?	Being discussed internally at city; public input being welcomed	https://www.theglobeandmail.com
Cambridge, MA	TBD	?	TBD	?	A proposal under consideration	
Cincinnati/NKY	TBD				Proposal	

* If you have details for any of the above or more, please update/edit as necessary

** Share Google Photos from your city during this historic time here: <https://photos.app.goo.gl/ED6kU3PzPHVbqRF7>

<https://bit.ly/39tRNMI>



<https://photos.app.goo.gl/>

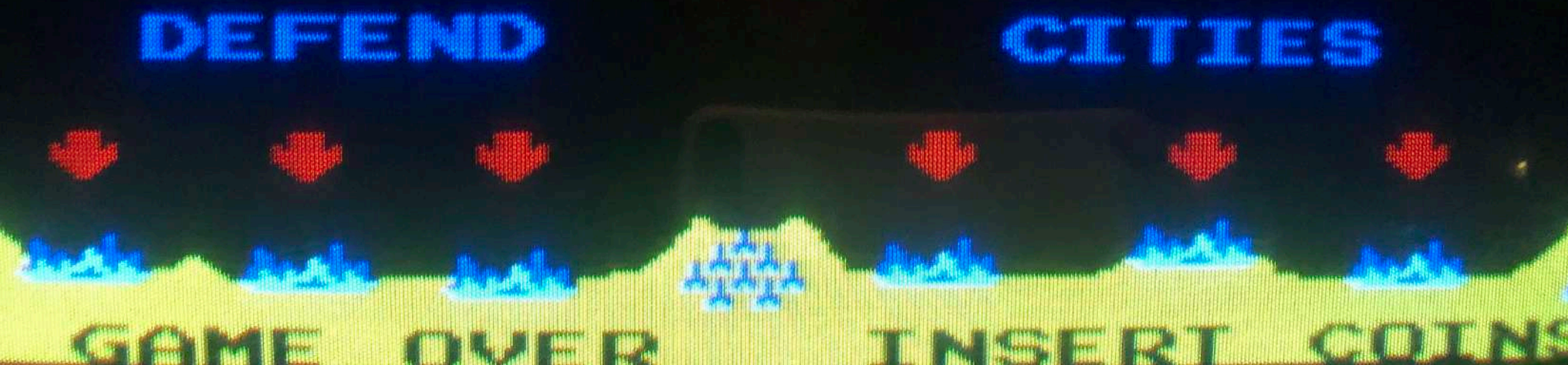
What Happens Next?

1. Cities hit hardest first, rural/suburban areas could be next; recovery in some cities will be faster, possibly exacerbating inequality/political divides further; how to recover transit systems?

2. Density blowback will be uneven; cities must thrive for societies to meet climate, housing, economic goals etc.; This does not lead to the "end of the city."

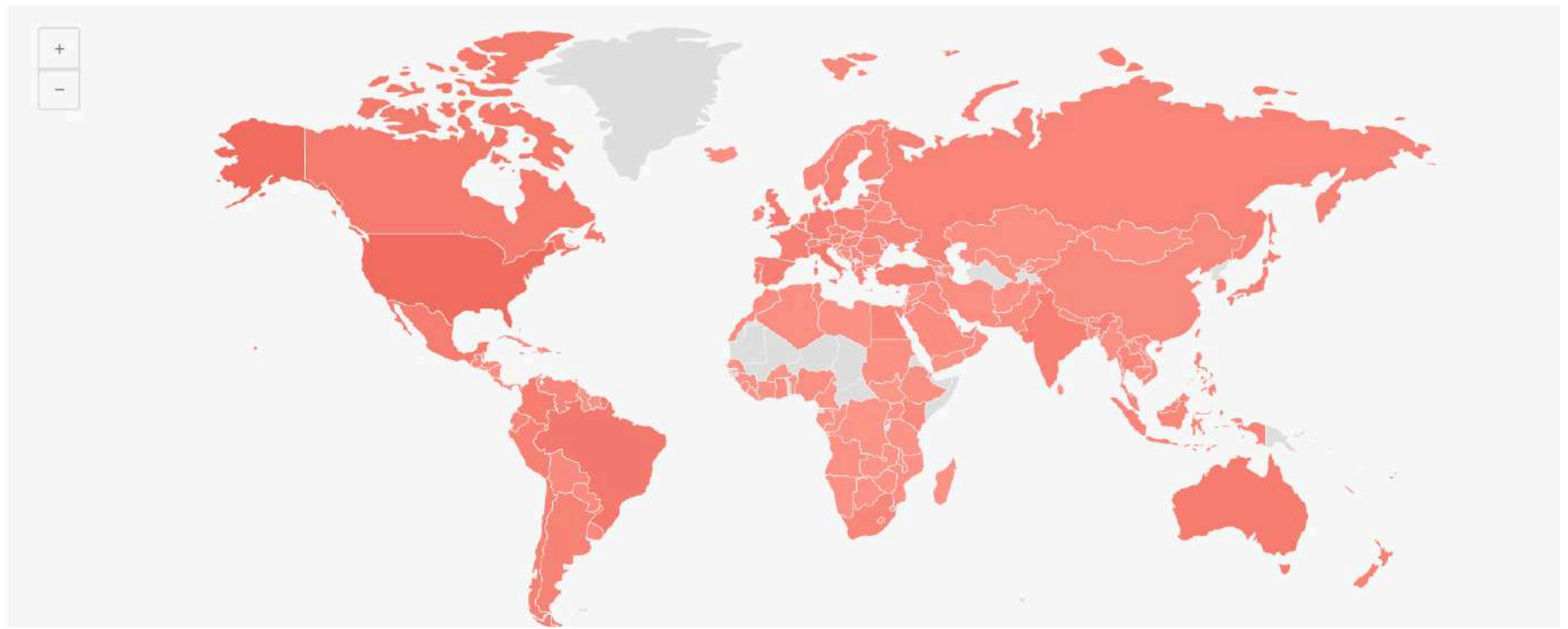
3. Some cities will develop stronger policies/protocols (healthcare, public realm, transportation etc.) to manage future pandemics and advance resilience; many won't.

4. Actions taken (or not) over next four months implicate urban design responses for the next 40 years.



Two Takeaways

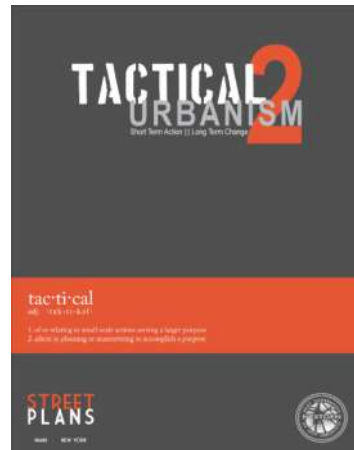
- 1 Across the globe, people are hungry for a new, more inclusive approach to building resilient cities that we can all contribute to.
- 2 Cities and citizens need policies, programs, design, stewardship, and materials guidance that enable nimble placemaking and project delivery processes.



www.tacticalurbanismguide.com



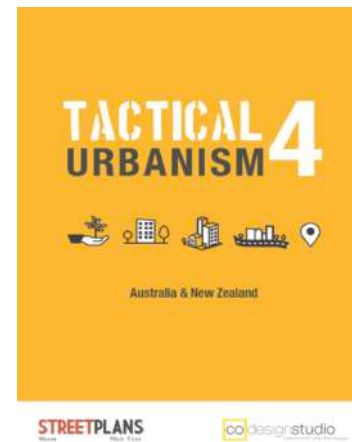
North America (2011)



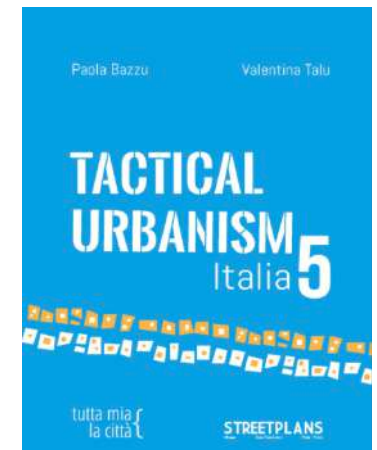
North America (2012)



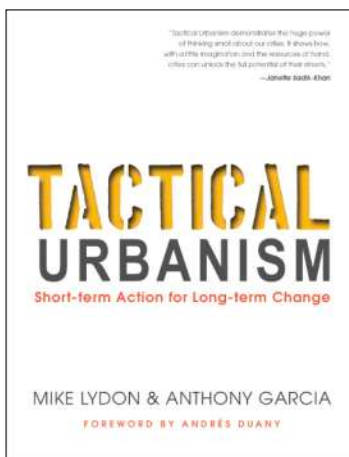
South America (2013)



Australia / NZ (2014)



Italy (2017)



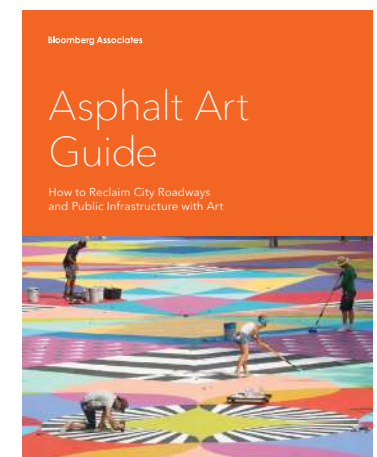
Island Press (2015)



North America (2016)



North America (2019)



North America (2019)

Thanks!

@mikelydon

@streetplans

