Tactical Urbanism
A Tool for Crisis Management?

@MikeLydon | @StreetPlans
TUMI/NUMO Webinar | April 2nd, 2020
Thanks for Having Me
What is NYC Without People?
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.
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</th>
</tr>
</thead>
<tbody>
<tr>
<td>(time interval - relative cost)</td>
</tr>
</tbody>
</table>

### Project Leaders

- **Sanctioned**
  - Anyone (city, non-profit, Sanctioned or unsanctioned)

### Permission Status

- **Sanctioned**
  - Very low-cost, typically low-

### Materials + Maintenance

- **Sanctioned**
  - Optional before project

### Public Involvement

- **Sanctioned**
  - Recommended during brief

### Flexibility of Design

- **Sanctioned**
  - High: organizers expect project

### Data Collection / Evaluation

- **Sanctioned**
  - Quantitative: optional

---

**LONG-TERM/CAPITAL**

(20 years - 50+ years - $$$$$)

<table>
<thead>
<tr>
<th>Government / organizational leadership + involvement</th>
<th>required</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sanctioned</strong></td>
<td></td>
</tr>
<tr>
<td>High-cost, permanent materials</td>
<td></td>
</tr>
<tr>
<td>that cannot be adjusted easily; maintenance needs</td>
<td></td>
</tr>
<tr>
<td>vary tremendously</td>
<td></td>
</tr>
<tr>
<td><strong>Required before</strong></td>
<td></td>
</tr>
<tr>
<td>implementation, recommended</td>
<td></td>
</tr>
<tr>
<td>during implementation</td>
<td></td>
</tr>
<tr>
<td>required</td>
<td></td>
</tr>
<tr>
<td>and initial evaluation period</td>
<td></td>
</tr>
<tr>
<td>optional thereafter</td>
<td></td>
</tr>
<tr>
<td><strong>Low</strong></td>
<td></td>
</tr>
<tr>
<td>project is considered a permanent capital upgrade</td>
<td></td>
</tr>
<tr>
<td>that is unlikely to be adjusted significantly once</td>
<td></td>
</tr>
<tr>
<td>installed</td>
<td></td>
</tr>
<tr>
<td><strong>Qualitative</strong>: optional</td>
<td></td>
</tr>
<tr>
<td><strong>Quantitative</strong>: recommended</td>
<td></td>
</tr>
</tbody>
</table>
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.

### Tactical Urbanism

<table>
<thead>
<tr>
<th>Project Type</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><strong>(time interval ∙ relative cost)</strong></td>
<td>Sanctioned or unsanctioned</td>
<td>Sanctioned</td>
<td>Sanctioned</td>
<td>Sanctioned</td>
</tr>
<tr>
<td><strong>Project Leaders</strong></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><strong>Permission Status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Materials + Maintenance</strong></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><strong>Public Involvement</strong></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><strong>Flexibility of Design</strong></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><strong>Data Collection / Evaluation</strong></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>

Terms and diagram format based on PeopleForBike’s “Quick Builds for Better Streets,” which defines the pilot / interim time intervals above as “quick build” projects. To access Quick Builds for Better Streets, visit: bit.ly/QuickBuildsReport (Images: Street Plans).
Project Leaders
Anyone (city, non-profit, business owner, students etc.)

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 needs
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
User Experience vs. 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

TACTICAL URBANISM

Bottom Up

Citizen Activists | Community Groups | Neighborhood Organizations

Developers
Entrepreneurs
Business Improvement Districts

Advocacy Organizations
Artists
Planning + Design Firms
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

- Significant reduction in stress
- Significant increase in perceived restoration and social well-being.
- Stationary activity increased 500%
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
Tactical Urbanism in Practice
Five Lessons from the Street
No new plans; take existing plans off the shelf, long-term plans emerge from short-term action.

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

The pilot is the study.

Anyone can be an urban tactician.

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
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?
Tactical Resilience? COVID-19 Responses

Chicago

VS.

Calgary

Ashleigh Rezin Garcia / Sun Times

Kevin Sloosh via Twitter
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
No More Begging!

DO NOT PUSH BUTTON
PEDESTRIAN SIGNAL AUTOMATED
Policy Shifts

1. Free bikeshare, scooter, paratransit 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
<table>
<thead>
<tr>
<th>City</th>
<th>Open Streets</th>
<th>Miles / Kilometers</th>
<th>Temporary Bikeways</th>
<th>Miles / Kilometers</th>
<th>Latest Info / Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City</td>
<td>Yes</td>
<td>1.5 mi / 2.4 km</td>
<td>Yes</td>
<td>0.7 mi / 1.1 km</td>
<td><a href="https://www.eastrivergreenway.org/">https://www.eastrivergreenway.org/</a></td>
</tr>
<tr>
<td>Bogota</td>
<td>Yes</td>
<td>22 mi / 35 km</td>
<td>Yes</td>
<td></td>
<td><a href="https://www.mtbogota.com/">https://www.mtbogota.com/</a></td>
</tr>
<tr>
<td>Berlin</td>
<td>No</td>
<td>1.2 mi / 1.9 km</td>
<td>Yes</td>
<td></td>
<td><a href="https://www.berlin.de/">https://www.berlin.de/</a></td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>Yes</td>
<td>4 mi / 6.4 km</td>
<td>No</td>
<td></td>
<td><a href="https://www.phillybikeplan.com/">https://www.phillybikeplan.com/</a></td>
</tr>
<tr>
<td>Mexico City</td>
<td>Yes / No</td>
<td>1 mi / 1.7 km</td>
<td>Yes / No</td>
<td>1 mi / 1.7 km</td>
<td><a href="https://www.mxm.com/">https://www.mxm.com/</a></td>
</tr>
<tr>
<td>Portland, OR</td>
<td>Yes / No</td>
<td></td>
<td></td>
<td></td>
<td><a href="https://www.portlandoregon.gov/">https://www.portlandoregon.gov/</a></td>
</tr>
<tr>
<td>Portland, OR</td>
<td>Yes</td>
<td>7.5 mi / 12 km</td>
<td>No</td>
<td></td>
<td><a href="https://www.portlandoregon.gov/">https://www.portlandoregon.gov/</a></td>
</tr>
<tr>
<td>Mexico City</td>
<td>Yes / No</td>
<td>2.7 mi / 4 km</td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.mxm.com/">https://www.mxm.com/</a></td>
</tr>
<tr>
<td>Edmonton, Canada</td>
<td>Yes / No</td>
<td>3.75 mi / 6 km</td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.edmonton.ca/">https://www.edmonton.ca/</a></td>
</tr>
<tr>
<td>Minnesota, MN</td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.minnesota.gov/">https://www.minnesota.gov/</a></td>
</tr>
<tr>
<td>Toronto, ON, Canada</td>
<td>Yes / No</td>
<td></td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.toronto.ca/">https://www.toronto.ca/</a></td>
</tr>
<tr>
<td>Vancouver, BC, Canada</td>
<td>Yes / No</td>
<td></td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.vancouver.ca/">https://www.vancouver.ca/</a></td>
</tr>
<tr>
<td>Cambridge, MA</td>
<td>Yes / No</td>
<td></td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.cambridge.gov/">https://www.cambridge.gov/</a></td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>Yes / No</td>
<td></td>
<td>Yes / No</td>
<td>1.1 mi / 1.7 km</td>
<td><a href="https://www.chicago.gov/">https://www.chicago.gov/</a></td>
</tr>
</tbody>
</table>

*Stay Informed*
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.
Across the globe, people are hungry for a new, more inclusive approach to building resilient cities that we can all contribute to.

Cities and citizens need policies, programs, design, stewardship, and materials guidance that enable nimble placemaking and project delivery processes.
Thanks!

@mikelydon
@streetplans