



Ministry of Housing and Urban Affairs  
Government of India



INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE

**Streets 4  
People**  
CHALLENGE

**SEASON 02**

**W2: Embracing the  
TEST-LEARN-SCALE Mantra**



## **Season 02 progress so far..**

*India Cycles4Change & Streets4People Challenges*

# Cities joined us for the Season 2 Clinics!

**Sharing common challenges faced, and even sharing some updates! Join us in the next clinic, an informal platform to connect with the Technical Partners and your peers!**



# The First Healthy Streets Capacity Development Workshop in Bengaluru!

**100 City  
Officials**

consisting of CEOs  
& Engineers, from

**37 cities**

across India,  
attended this  
workshop!





# Recap of Goals 2023: C4C & S4P Challenges Goals

## A. ACTION

*to implement physical interventions*

A1. **Test TUs & Implement** permanent cycling interventions

A2. **Test TUs & Implement** permanent walking/placemaking interventions

## B. FOUNDATION

*to bring institutional reforms*

B1. Adopt the **Healthy Streets Policy**

B2. Adopt the **HS Design Guidelines**

B3. Adopt the 3-Year **Cycling & Walking Action Plan**

B4. Adopt the **Parking Policy**

B7. Set up the **HS Committee**

B8. Set up the **HS Department / Cell**

## C. COMMUNICATION

*to build momentum*

C1. Institutionalise the **Open Streets Campaign**

C2. Declare & Host the **Pedestrian Day, Bicycle Day**

C3. Institutionalise **Cycle2Work / Cycle2Shop Campaigns**

You must be familiar with Challenge Mantra

## TEST-LEARN-SCALE

### TEST

Experience the future before committing to it by test designs.



### LEARN

Evolve the design solutions with critical feedback from citizens.



### SCALE

Expand successful street design initiatives across the city.



**Embrace this mantra as you  
work towards implementing  
on-ground transformations!**

# But first, what do we mean by testing interventions?

**Testing interventions (Tactical urbanism)** is an approach to neighborhood building that uses **short-term, low-cost and scalable interventions** to catalyze long term change.

*HP Junction, Mumbai was redesigned with simple tools like traffic cones and paint for safe pedestrian movement*





# These are quick, temporary, innovative and low-cost interventions!



**Via placemaking  
physical elements**

Source: ITDP Brazil



**Via re-programming  
existing activities**

Source: NACTO - GDCI



**By simple line-out  
markings**

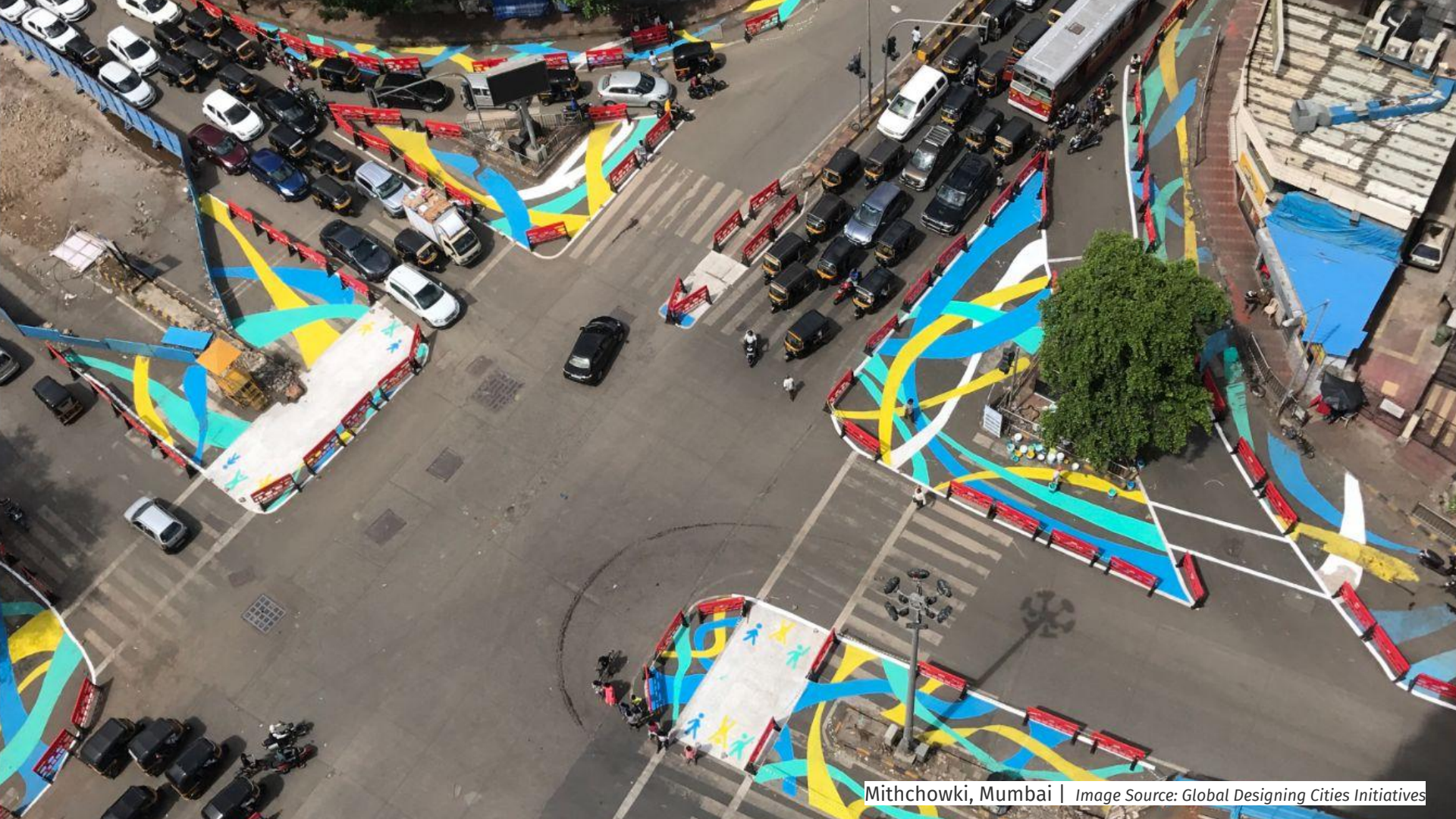
Source: StreetPlans



**By hosting campaigns  
and events!**

Source: Equal Streets Bandra





Mithchowki, Mumbai | Image Source: Global Designing Cities Initiatives

**But why should we be testing  
interventions before  
making it permanent?**

# Here are 3 reasons why!



**To check design  
feasibility and modify**

To test **what works and what doesn't work, and eliminate design mistakes**, before making a permanent change on ground. With the **learnings and citizen feedback**, there's scope to refine and improve the design.



**To gauge impact and  
travel behaviour**



**To build support with  
multiple groups**



# Here are 3 reasons why!



## To check design feasibility and modify

To test **what works and what doesn't work, and eliminate design mistakes**, before making a permanent change on ground. With the **learnings and citizen feedback**, there's scope to refine and improve the design.



## To gauge impact and travel behaviour

**Simple materials** like paint, chalk, tapes, traffic cones, etc are readily available, low cost materials, that help **understand the impact of the design faster** as it is **quick to implement**.



## To build support with multiple groups

# Here are 3 reasons why!



## To check design feasibility and modify

To test **what works and what doesn't work, and eliminate design mistakes**, before making a permanent change on ground. With the **learnings and citizen feedback**, there's scope to refine and improve the design.



## To gauge impact and travel behaviour

**Simple materials** like paint, chalk, tapes, traffic cones, etc are readily available, low cost materials, that help **understand the impact of the design faster** as it is **quick to implement**.



## To build support with multiple groups

This allows people to **physically experience a different reality** and **strengthens relationships** with road users, stakeholders and other groups. It also helps build support with the traffic police, shopkeepers, etc.



**But, have Indian Cities done this before?**

**ABSOLUTELY!**

# Indian cities have tested interventions and are continuing to do so!



**Bengaluru created safe pop-up cycle lanes**



**Kohima created a pedestrian only street by reclaiming parking spaces, one of their many interventions!**



**Gurugram tested their designs on intersections to make it safe for walking & cycling**



# Here's a glimpse of the Stage 1 tests conducted!



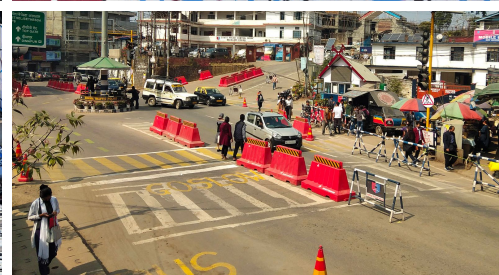
[Check out more examples here!](#)



# The placemaking marathon also witnessed many such tests on-ground!



[Here's the placemaking marathon website to find out more!](#)



**Indian cities are also learning from their tests  
before making these interventions permanent  
and scaling up to other parts of the city!**



Chennai aspired to reimagine this street...





... into a Healthy Street like this!





They tested the design & welcomed the public to experience the space!



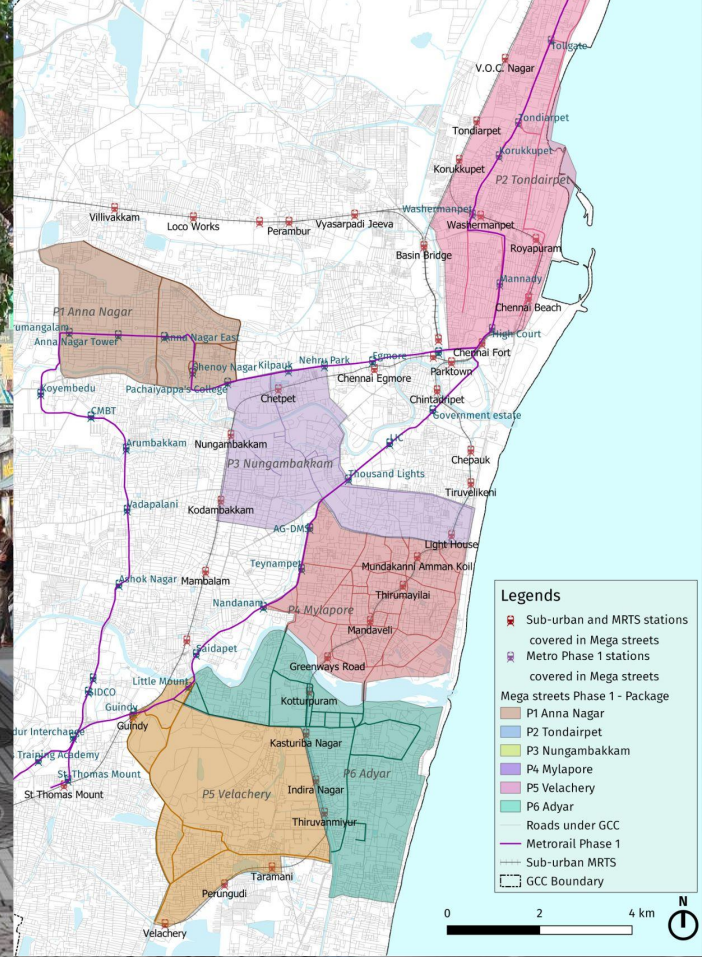


The Pedestrian Plaza is now made permanent & is a well-celebrated space!





# Learning from these trials, Chennai embraces quick-wins for Mega Streets!





# Let's hear from our cities on **how they embraced TEST-LEARN-SCALE mantra!**

## Pimpri-Chinchwad



**Mr. Bapusaheb Gaikwad**

Executive Engineer, BRTS Department,  
PCMC

**Ashik Jain**

Nodal Officer & Bicycle Mayor  
PCMC

## Jana Urban Space



**Gayathri Muthuramakrishnan**

Senior Associate - Urban Design  
Jana Urban Space Foundation



**Now, let's see how you can embed this  
towards the Challenge Goals**

**Stay tuned to hear more on the  
Submission Requirements!**

# Goals 2023: Healthy Streets, Healthy Cities (C4C & S4P)

## A. ACTION

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A2. Test TUs & **Implement permanent walking/placemaking interventions**

## B. FOUNDATION

*to bring institutional reforms*

B1. Adopt the **Healthy Streets Policy**

B2. Adopt the **HS Design Guidelines**

B3. Adopt the 3-Year **Cycling & Walking Action Plan**

B4. Adopt the **Parking Policy**

B7. Set up the **HS Committee**

B8. Set up the **HS Department / Cell**

## C. COMMUNICATION

*to build momentum*

C1. Institutionalise the **Open Streets Campaign**

C2. Declare & Host the **Pedestrian Day, Bicycle Day**

C3. Institutionalise **Cycle2Work / Cycle2Shop Campaigns**

# In this workshop, we will discuss...

## A. ACTION

*to implement physical interventions*

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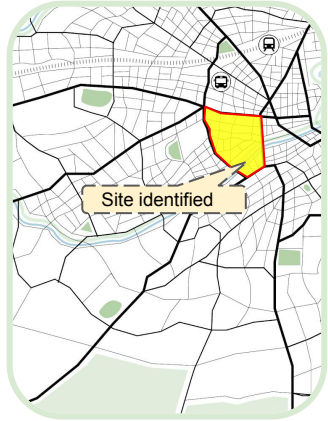


# A. Action - Goals

A1. Test TUs & **Implement permanent cycling interventions**

A2. Test TUs & **Implement permanent walking/placemaking interventions**

# A1 & A2. Implement permanent interventions - Road map Recap



Source ITDP India

**a. Identify a **NEW** site area**



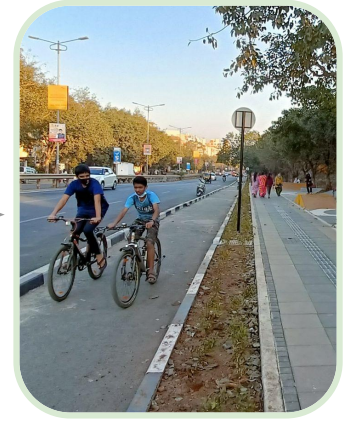
Source Bandra Collective

**b. Prepare detailed design**



Source: NACTO

**c. Test the design & capture learnings**



Source ITDP India

**d. Make it permanent**

*Engage with the community & build momentum for walking & cycling!*



# A1 & A2. Implement permanent interventions - Road map Recap



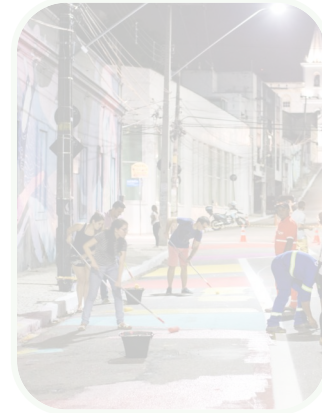
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Source ITDP India

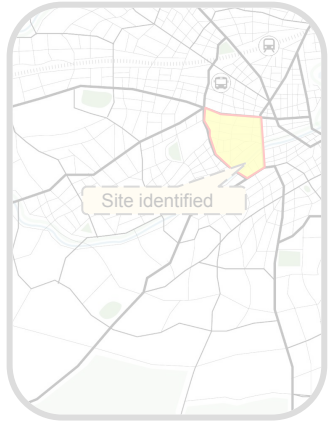
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*Engage with the community & build momentum for walking & cycling!*





# A1 & A2. Implement permanent interventions - Road map Recap



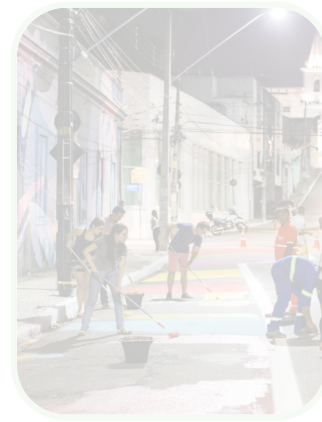
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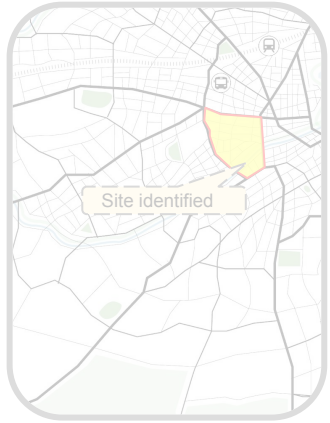
*Engage with the community & build momentum for walking & cycling!*



**Steps on how to prepare detailed design through hiring consultants will be covered in Stage 2 Workshop 3**

*Workshop dates will be shared on  
Whatsapp and Email*

# A1 & A2. Implement permanent interventions - Road map Recap



Source ITDP India

**a. Identify a **NEW** site area**



Source Bandra Collective

**b. Prepare detailed design**



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**c. Test the design & capture learnings**



Source ITDP India

**d. Make it permanent**

*Engage with the community & build momentum for walking & cycling!*





# Remember that these are quick tests, done with simple materials!



Photo: Aurangabad's planter-tires serving as a barrier to motor vehicle encroachment on cycle lanes  
Source: Aurangabad Smart City



Photo: City contractors and local volunteers redesign the street to make it safer for people  
Source: NACTO



Photo: Bengaluru compacting intersections through vibrant paints  
Source: Bengaluru Smart City



# Explore different design solutions & get it right!



Photo: Jabalpur traffic calming the streets with chicanes using traffic cones and line markings  
Source: Jabalpur Smart City



Before



After

Photo: Milan transformed an intersection into a public space with citizen inputs and monitored the space for traffic movement!  
Source: Comune di Milano

# Testing pilot interventions



## Pre Testing

- Planning the implementation
- Coordinating with Stakeholders



## During Testing

- Leveling and Cleaning
- Line Marking
- Trial Run
- Implementation



## Post Testing

- Creating a buzz
- Maintaining the intervention



## Documentation

- Document existing condition before the intervention.
- Document implementation of pilot
- Document the transformation and its impact.



# DOs and DONTs while testing!

Here are some pointers to keep in mind as you test your interventions:

- Ensure that there is proper **segregation** while testing cycle tracks
- The entirety of cycle tracks need not be painted - ensure **surface is smooth** to ride on
- Demarcate legible **spaces for on-street parking**
- Use **colourful patterns** for the **pedestrian realm** to make it attractive, but is **not required for cycle lanes**.
- Create a **traffic management plan** & use innovative materials to channelize traffic.




[Click here for more tips on testing](#)

**Note:** Seek support from City Traffic Police and involve volunteers to enforce and implement the traffic plan

**How can your city start testing the interventions on-ground?**

**Check out the guide to know more!**



**The  
Implementation  
Guidelines!**

# B. Foundation - Goals

B1. Adopt the **Healthy Streets Policy**

B7. Set up the **HS Committee**



# The Healthy Streets Policy

## What is the Healthy Streets Policy?

A Policy that sets out the vision, goals, and the steps required to transform city streets into safe, attractive, and comfortable spaces.

## Why adopt the Healthy Streets policy?

To sustain the momentum from the national Challenges and prioritise cycling and walking infrastructure in the city in the long-term.

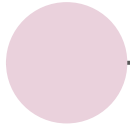


*It lays out different initiatives that citizens can expect from the city in the coming years to achieve this vision.*

# Steps to adopt the Healthy Streets Policy

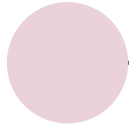
[Check out the guide to adopt the HS Policy here!](#)

1



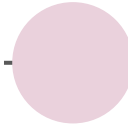
**Update the**  
Healthy Streets  
Policy Template

2



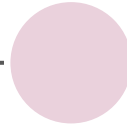
**Share it with**  
**other Government**  
**departments** for  
feedback

3



Share for **public**  
**consultation**

4



**Incorporate**  
**suggestions and**  
**adopt** the Healthy  
Streets Policy



# **Remember to set up your Healthy Streets Apex Committee!**

*Guidance has been shared in the previous workshop*



# C. Communication - Goals

C1. Institutionalise the **Open Streets Campaign**

# CELEBRATING FREEDOM WITH OPEN STREETS!





# Get started on rolling out an Open Streets Campaign, if you haven't!

## How?

1. **Select multiple streets** across your city
2. **Open up the streets** only for pedestrians and cyclists
3. **Collaborate** with local organizations to liven up the streets
4. **Capture impact, improve, and repeat**
5. And **institutionalize Open Streets** for long-term impact



[Click here to download the Open Streets Campaign Guide](#)

[Click here to find out how to institutionalize open streets!](#)

Location: Jabalpur



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# Challenge Timeline and Submission Deadlines



# Progress submission requirements: **October 2022**



## Action

1. **Detailed design for at least 5 km** of Healthy Streets network with dedicated footpaths, protected cycle tracks, and safe intersections and/or traffic-calmed street network with segregated footpath and cycling made safe in mixed traffic
2. Tested design through temporary trials and initiated permanent implementation for **at least 3 km of Healthy Streets** network (*only projects tendered out after June 2021 will be considered*)
3. Launched other initiatives: Cycle training centers, Cycle repair clinics, Public Bicycle Sharing, etc.\*



## Foundation

1. Set up **Healthy Streets Apex Committee** and conducted regular meetings
2. Shared the **Healthy Streets Policy for Public Consultation\***



## Communication

1. Hosted one of the following campaigns
  - **Open Street Campaigns** - at least 5 events in 2022
  - **Cycle2Work** - piloted the initiative
  - Mention any other campaigns

*\*Desirable, not mandatory for this Round of evaluation*



# Use the Healthy Streets, Healthy Cities leaderboard to track your progress!



Population:

Status in Challenges: **Season 1 C4C S4P** Season 2 C4C S4P Stage 2 T4A

Select a pillar: **Foundation** Select a milestone: **Healthy Streets Policy**

State:  City:

Search:

City Name	Status
Jabalpur	Completed
Pimpri Chinchwad	Completed
Aurangabad	Ongoing
Bhopal	Ongoing
Bhubaneswar	Ongoing
Chandigarh	Ongoing
Hubballi-Dharwad	Ongoing
Indore	Ongoing
Kakinada	Ongoing
Kochi	Ongoing

Showing 1 to 10 of 97 entries

Previous  2 3 4 5 ... 10 Next

Map of India showing city status: Completed (Green), Ongoing (Orange), Yet to start (Red), Data Unavailable (Grey).

Mapbox © OpenStreetMap Improve this map

**Fill in the monthly update forms to showcase your progress on the leaderboard!**

# Until Workshop 03...

## What will cities do?

### Action:

- Identify your site area
- Develop designs

### Foundation:

- Form your city team
- Reach out to citizens for support
- Set up Healthy Streets Apex Committee
- Contextualize the Healthy Streets Policy

### Communication:

- Rollout Open Streets Campaign

## What will ITDP share?

### Video & presentation from Workshop 02

### Action:

- RfP template to hire consultants

*Other guidances will be accessible through the workshop presentation*

# Thank you!



<http://bit.ly/c4conline>



<https://bit.ly/s4ponline>

