Streets for People CHALLENGE
Background

Challenge roll-out & Stages
Stage 1: Pilot intervention and conceptual city-level scale-up plan
Stage 2: Scaling up the transformation and strategizing measures for long-term impact

Role of citizens & organizations

Timeline

Submission requirements

Evaluation criteria & Jury

Guidance for cities

Questions & Clarifications
The Streets for People Challenge is an initiative of the Smart Cities Mission, Ministry of Housing and Urban Affairs (MoHUA), Government of India, to inspire cities to create walking-friendly streets through quick measures, in response to COVID-19. The Challenge will support cities across the country to develop a unified vision of streets for people in consultation with stakeholders and citizens.

The Challenge aims to create flagship walking initiatives in cities which focus on placemaking and liveability. Cities will be required to reimagine their streets as public spaces through the lens of economic regeneration, safety, and child-friendly interventions, in order to ensure a green recovery from COVID-19.

The India Programme of the Institute for Transportation and Development Policy (ITDP) will be the knowledge partner, providing guidance through the preparation of resource material and facilitating online peer-to-peer learning workshops.

Location: Chennai
COVID-19 has presented the need for physical distancing while moving through the city and accessing essential services. Cities around the world, such as Bogota, Berlin, and Milan have responded by transforming streets for walking and cycling, to ensure safe mobility during COVID-19.

The pandemic has also highlighted the importance of urban open spaces for recreation, mental health, and to enhance the liveability of a city. By placing health and economic recovery at the core of their interventions, cities have reallocated streets for pedestrians, while also allowing local businesses to reopen safely. In New York, the Open Streets: Restaurants programme has saved 80,000 jobs \(^{[1]}\) by allowing establishments to expand into sidewalks. A Transport for London report shows that improving streets for walking and cycling can increase retail sales by up to a staggering 30% \(^{[2]}\).

The Streets for People Challenge builds on the advisory \(^{[3]}\) issued by the Ministry of Housing and Urban Affairs to all states/ cities/ municipal corporations that recommended holistic planning for pedestrian-friendly market spaces. The Challenge considers participatory approach as its core value. A city-led design competition becomes an integral component to gather innovative ideas from professionals across the country.

Indian cities should leverage this opportunity to reimagine streets as public places to make them safe and people-friendly.

\(^{[1]}\) Reopen News: Mayor Bill de Blasio says Open Restaurants Program saved 80,000 jobs in NYC
\(^{[2]}\) TARSAP Report - Harrow Street Spaces - Appx C - Aug 20
\(^{[3]}\) MoHUA recommends Holistic Planning for Pedestrian Friendly Market Spaces in Consultation with Stake Holders
The Ministry of Housing and Urban Affairs is proud to launch the Streets for People Challenge to celebrate life on our Indian streets. I urge all cities to work towards making this vision of happy and healthy streets a reality.

Mr. Kunal Kumar IAS
Joint Secretary, Smart Cities Mission, Ministry of Housing and Urban Affairs

Walkable cities are safe, healthy, and vibrant. As we recover from COVID-19, let us come together with our citizens and stakeholders to create pedestrian-friendly streets that will also boost the local economy.

Mr. Durga Shanker Mishra IAS
Secretary, Ministry of Housing and Urban Affairs

As cities are easing out from lockdown and working out safe, affordable and equitable modes of transport with possible social distancing, the need for pedestrianisation of streets for walking and creating public spaces is very important.

Ms. Shreya Gadepalli
South Asia Programme Lead, Institute for Transportation and Development Policy (ITDP)

The Streets for People Challenge aims to inspire Indian cities to reimagine streets as public spaces that everyone can access and enjoy—young and old, rich and poor, men and women, able and disabled. It is an invitation to create pedestrian paradises—for all citizens, with all citizens.
The Streets for People Challenge is open to all cities under the Smart Cities Mission, capital cities of States/UT’s and cities with a population of over 5 lakh population. The list of eligible cities is provided in the Annexure.

The Challenge requires each city to test at least one flagship walking project and enhance liveability in one neighbourhood. Streets and public spaces around transit hubs, heritage zones, commercial streets, market areas, recreational corridors or any high footfall zones can be considered as potential locations for the flagship project. For cities under the Smart Cities Mission, the interventions will be a pan-city initiative and not limited to the ABD area only.

The Streets for People Challenge will have two stages:

1. Pilot intervention and conceptual city-level scale-up plan;
2. Scaling up the transformation and strategizing measures for long-term impact.
What can cities do as **FLAGSHIP PROJECTS**?

- Create pedestrian-friendly streets in high footfall areas
- Create pedestrian-only streets in high footfall areas
- Reimagine dead spaces as public spaces

Pedestrian plaza at T.Nagar in Chennai, India  
Source: ITDP India

Pedestrianised spaces around the Golden Temple in Amritsar, India  
Source: Incredible India

Under flyover spaces reimagined as public spaces in Mumbai, India  
Source: DNA
What can cities do as NEIGHBOURHOOD PROJECTS?

- Convert parking spaces to pop-up parks
- Revitalise dead spaces in neighbourhoods
- Create walking links through parks and institutional areas for shorter routes

Parking spaces reclaimed as pop-up parks in Piazza Dergano in Milan, Italy
Source: NACTO-GDCI

Repurposing underutilized spaces in dense neighbourhood as child-friendly spaces in Udaipur, India
Source: Akhilesh Tank, ICLEI-SA/Urban95 Udaipur, Udaipur Municipal Corporation and Bernard van Leer Foundation

Shared setback space used as local street in Mumbai, India
Source: ITDP India
Cities should identify a nodal officer and other members of the team who are expected to coordinate on the planning, design, and implementation of the Challenge. The cities are also encouraged to hire interns through the ‘TULIP’ programme to support them for the two stages.

In the longer term, the MoHUA encourages cities to convert these temporary interventions into permanent ones. Pilot interventions implemented prior to the launch of the Streets for People Challenge will not be considered. The cities can, however, build on the existing interventions or proposals in their cities as part of the Challenge.

To ensure well-designed interventions and greater citizen participation, cities will roll out a design competition for professionals across the country. The competition will be launched through a design brief consisting of site details and entries will be evaluated by local officials, citizens, experts, and other stakeholders.

Cities can test quick, innovative and low-cost interventions using elements such as planters, seaters, barricades, signages, paints, makeshift play equipments, and by engaging with the community through events and campaigns. Cities can also strategise shared ownership policies and activate spaces through programming.
Stage 1
Pilot intervention and conceptual city-level scale-up plan (Sep ’20- Jan ’21)

The aim of Stage 1 is to encourage cities to initiate and test quick interventions and promotional activities to create walking-friendly streets and further develop a conceptual city-level scale-up strategy.

Stage 1 is split into three steps

Step 1 (Sep ’20- Nov ’20)
Identifying the pilot locations
- Cities select at least one pilot for flagship walking project and neighbourhood through effective community engagement and conduct a preliminary site analysis;
- Cities update design competition template with selected site information.

Deliverable: Progress report with information on the selected sites and competition design brief.

Step 2 (Nov ’20- Dec ’20)
Designing pilots through a city-led design competition
- Cities launch the design competition for a duration of 1 month;
- Cities evaluate and select the best design proposals through engaging with local officials, citizens, experts, and other stakeholders.

Deliverable: Progress report on the design competition and the selected design for the pilot testing.

Step 3 (Jan ’21- Feb ’21)
Testing and evaluation of pilots
- Cities test pilots and document learnings;
- Cities develop a conceptual city-level scale-up plan.

Deliverable: Progress report on testing and learnings from the pilot and the conceptual city-level scale-up plan.
The ‘Streets for People Festival’ will be launched in Feb ‘21 to showcase the entries of the shortlisted cities as an online virtual exhibition.

The ITDP India Programme will provide ongoing remote assistance to the cities in strategizing and testing pilots as well as to develop their conceptual city-level scale-up strategy. The support will include:

- Connecting cities with local CSOs and design experts for assistance in implementation;
- Developing knowledge resources: Best practice case studies and step-by-step processes;
- Conducting online training workshops: On planning, design, and testing of interventions; evaluating the impact of interventions; effective community engagement, communication, and outreach;
- Facilitating peer-to-peer interactions between cities.

Qualification criteria for cities to be eligible for evaluation:

- All cities have to test at least one pilot: comprising a flagship walking initiative and a neighbourhood scale intervention;
- Report submission: The evaluation of the pilot, its learnings and the conceptual city-level scale-up plan has to be submitted by the cities as a report;
- Citizen collaboration: Cities shall be encouraged to collaborate with CSOs and local practitioners as they develop and implement their plans. Citizen collaboration will be a key metric in the evaluation of proposals submitted by the cities.

The Smart Cities Mission, through a reputed panel of experts will review the submissions and shortlist 11 cities that will move into Stage 2.

The shortlisted cities will receive the following:

1. Citation and award;
2. Guidance from national and international experts for scaling up the pilot interventions, planning, and implementation.
Stage 2
Scaling up the transformation and strategizing measures for long-term impact (Feb ’21- May ’21)

The aim of Stage 2 is for the shortlisted cities to further develop and commence the implementation of the conceptual city-level scale-up plan submitted in Stage 1. Cities will also strategize and initiate the implementation of measures for long-term impact with inputs from national and international experts.

Deliverable:
The cities should submit their implementation report by 31st May ’21.

The ITDP India Programme will provide ongoing remote assistance to the cities as they develop and implement their plans. The support will include:

- Developing knowledge resources: Best practice case studies and step-by-step processes;
- Conducting online training workshops: On scaling up interventions, strategizing and implementing long-term measures; effective community engagement, communication, and outreach;
- Facilitating peer-to-peer interactions between cities.

The Smart Cities Mission, with the assistance of the ITDP India Programme and a panel of experts, will review the submissions and rank the cities based on their performance at the end of Stage 2.

The evaluation criteria will be shared at a later date. The awards for the best cities will be announced in June ’21 and an online virtual exhibition will showcase the work done by the cities.

Further, the Smart Cities Mission and the ITDP India Programme will support the cities to use the success of their temporary interventions and transform them into permanent infrastructure as a catalyst for other cities to follow their lead.

Location: Auckland
Source: greaterauckland.org.nz
Future rounds of the Challenge

Cities that do not qualify in Stage 1 will be eligible to re-apply for selection to Stage 2 with additional assistance from experts to revise their proposal. The timelines for the submission of the revised proposal will be shared with the cities at a later date. The process will repeat multiple times to encourage cities to embrace a people-friendly transformation of our streets.

Role of citizens & organizations

Interested citizens, CSOs as well as urban designers, planners, and other experts who wish to collaborate with their cities can express their interest by filling in the details in the ‘Support your City’ section (opens post the registration closes for cities).

The selection of partner for collaboration will be at the discretion of City Authority. In case of any questions, you can write to contact@streets4people.in.

The potential ways in which you can support the city are:

- Coordinate between your city team and other organisations in the Challenge roll-out
- Ensure participatory planning through community engagement
- Mobilize volunteers for surveys and on-ground implementation work
- Be a volunteer for surveys and on-ground implementation work
- Promote through social media and otherwise
- Document through photos, videos, & blogs
- Monitor and evaluate the impact of the intervention
- Bring sponsors or be a sponsor
- Ensure the representation of women, children, and other vulnerable groups in all stages of the Challenge

Location: Utah
Source: AIA
Online registration opens: 11th Sep ‘20
Online registration closes: 18th Sep ‘20 23:59 (IST)

Submission of Stage 01 proposals: 11th Feb ‘21
Announcement of short-listed cities and launch of the online virtual exhibition: 25th Feb ‘21

Submission of the implementation report: 31st May ‘21
Announcement of best performing cities: June ‘21
Commencement of the next cycle of the Challenge: July ‘21

Any changes to the above timeline will be intimated to the cities.
05 Submission requirements

The list of submission requirements will be announced later on: smartnet.niua.org/indiastreetchallenge/

06 Evaluation criteria & Jury

The stage-wise submissions of the cities would be reviewed based on the quality of:

- Pilot Intervention
- Participatory processes
- Conceptual city-level scale-up plan &
- Innovative strategies for funding the implementation of long-term measures.

The list of the jury and the performance indicators for evaluation will be announced later on: smartnet.niua.org/indiastreetchallenge/
The ITDP India Programme will provide ongoing remote assistance to the cities in strategizing and implementing pilots as well as their conceptual city-level scale-up strategy through a series of online workshops with national and international experts to assist cities in developing and implementing their proposals.
**Stage 1**
**Pilot intervention and conceptual city-level scale-up plan**

**Step 1: Identifying the pilot locations**
*Online Workshop 1 | 1st Oct ’20*
- Introduction to the project
- How to identify potential sites through effective community engagement
*Online Workshop 2 | 22nd Oct ’20*
- Formulating the design competition - template, do’s and don’ts
- Conducting site survey and mapping
- Question & Answer session

**Step 2: Designing pilots through a city-led design competition**
*Cities launch a design competition | 2nd Week of Nov ’20*
*Online Workshop 3 | 26th Nov ’20*
- Evaluating design proposals through community engagement
- Peer city discussions
- Question & Answer session
*Cities close design competition | 2nd Week of Dec ’20*
*Cities evaluate and identify best design proposals and submit the report | 2nd Week of Dec ’20*

**Step 3: Testing and evaluation of pilots**
*Online Workshop 4 | 17th Dec ’20*
- Testing of design and building support
- Peer city discussions to share learnings
- Question & Answer session

**Stage 2**
**Scaling up the transformation and strategizing measures for long-term impact**

*Online Workshop 5 | 21st Jan ’21*
- Monitoring & Evaluation of pilots
- Preparation of conceptual city-level scale-up plan
- Peer city discussions to share learnings
- Question & Answer session
*Pilot testing report and conceptual city-wide scale-up plan submission | 11th Feb ’21*
*Announcement of short-listed cities and launch of the online virtual exhibition | 25th Feb ’21*

**Online Workshop 6 | 26th Feb ’21**
- Scaling up pilot interventions and strategizing measures to convert the interventions into permanent infrastructure
- Peer city discussions to share pilot intervention cases & learnings
- Question & Answer session
*Submission of the implementation report | 31st May ’21*

Peer city and review discussions from March ’21 will be conducted monthly and the dates will be informed to the cities.
### Questions & Clarifications

In case of any questions, the nodal officer from the city can write to:

**contact@streets4people.in**

The common questions received will be answered on the Frequently Asked Questions (FAQ) page of the Challenge website.

### Annexure: List of cities eligible to participate in the Challenge

| S.no | Cities               | 17     | 18     | 19     | 20     | 21     | 22     | 23     | 24     | 25     | 26     | 27     | 28     | 29     | 30     | 31     | 32     | 33     | 34     | 35     | 36     | 37     | 38     | 39     | 40     | 41     | 42     | 43     | 44     | 45     | 46     | 47     | 48     | 49     | 50     | 51     | 52     | 53     | 54     | 55     | 56     | 57     | 58     | 59     | 60     | 61     | 62     | 63     | 64     | 65     | 66     | 67     | 68     | 69     | 70     | 71     | 72     | 73     | 74     | 75     | 76     | 77     | 78     | 79     | 80     | 81     | 82     | 83     | 84     | 85     | 86     | 87     | 88     | 89     | 90     | 91     | 92     | 93     | 94     | 95     | 96     | 97     | 98     | 99     | 100    | 101    | 102    | 103    | 104    | 105    | 106    | 107    | 108    | 109    | 110    | 111    | 112    | 113    | 114    | 115    | 116    | 117    | 118    | 119    | 120    | 121    | 122    | 123    | 124    | 125    | 126    | 127    | 128    | 129    | 130    | 131    | 132    | 133    | 134    | 135    | 136    | 137    | 138    | 139    | 140    |
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For more details, visit:
smartnet.niua.org/indiastreetchallenge/