

Streets for People

CHALLENGE

Guide to effectively
communicate your Proposal



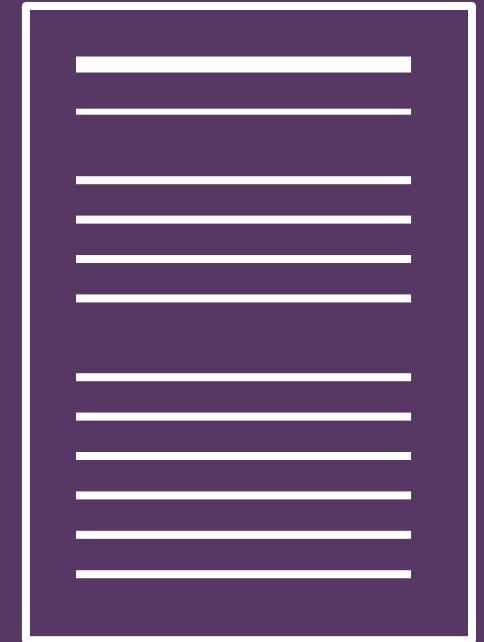
Submission requirements



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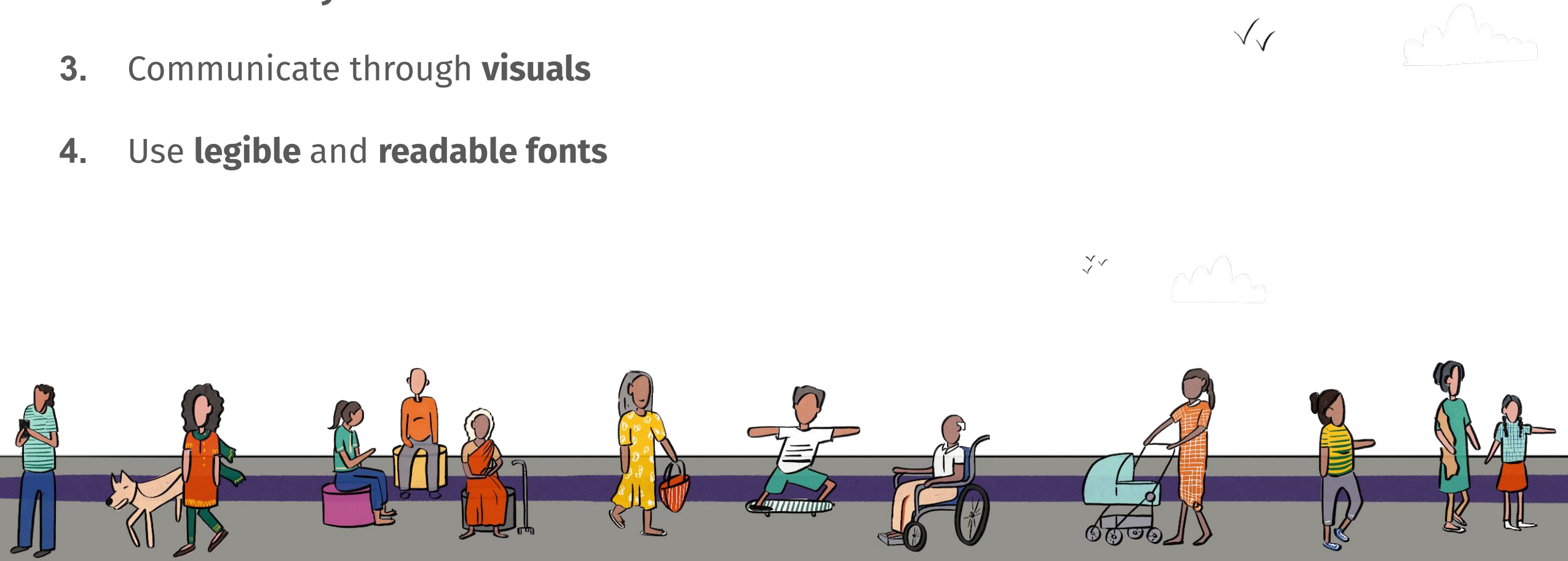


A. TWO A1 SHEETS

B. 20 SLIDE DECK

C. PROJECT
STATEMENT

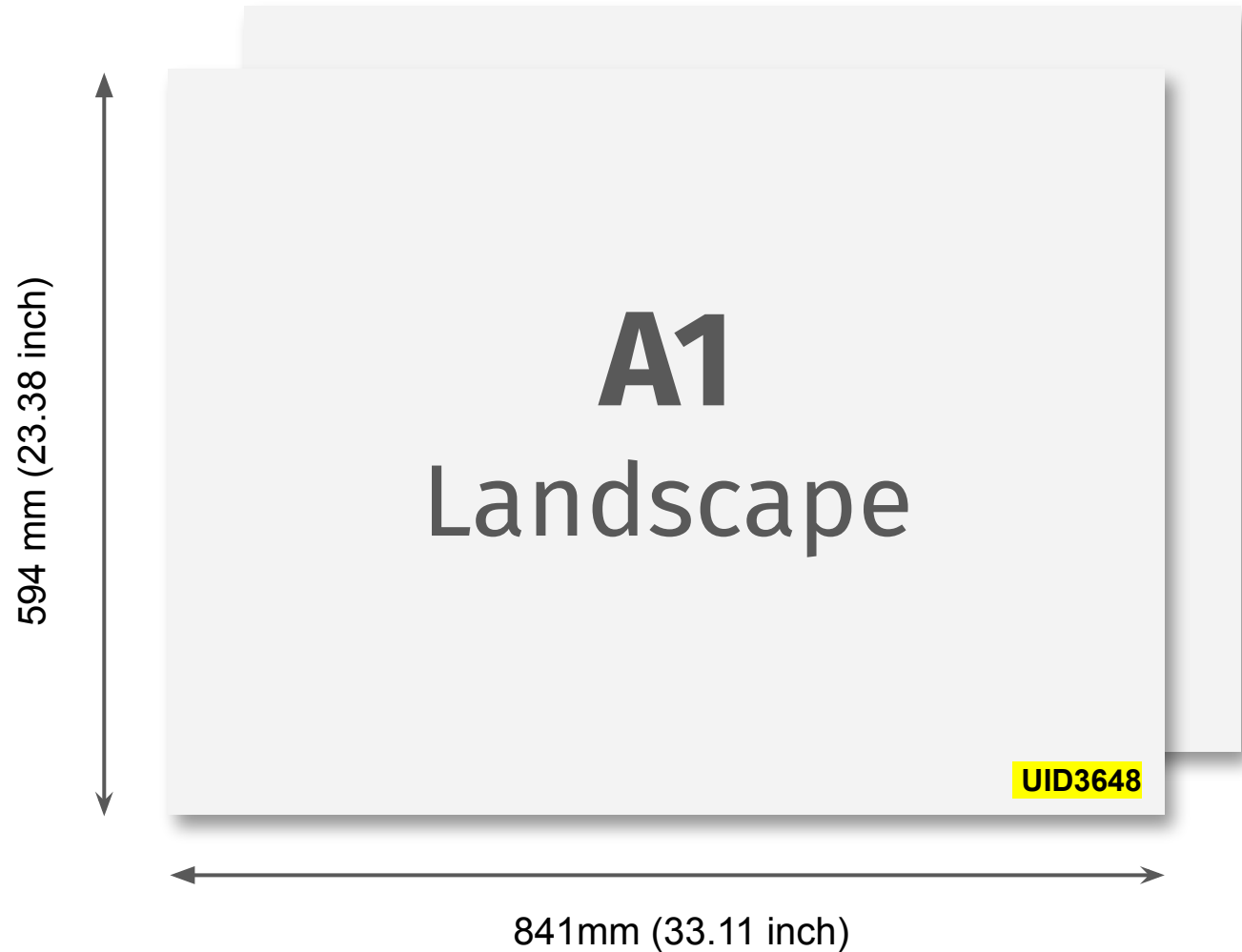
1. Use **A1 landscape orientation**
2. Work on a **layout that fits the narrative**
3. Communicate through **visuals**
4. Use **legible** and **readable fonts**



A. TWO A1 SHEETS

Use A1 Landscape orientation

- Work with **A1 Landscape orientation** only
- **Unique registration ID** should be mentioned at the **right bottom corner** of each sheet.
- **Team name, logos and organisation should not be mentioned** on the sheets
- Setup **5 mm margin on all the sides**



A. TWO A1 SHEETS

Identify a layout that fits the narrative

- Get the Jury's attention by building a **visual narrative with diagrams, illustrations, and renders.**
- **Balance out the content and white space, do not make it cluttered.**
- Take inspiration from the sample layouts!



LIMINAL STREETS CAPES
Incremental design strategies for ever-changing streets of Mumbai

के ये फार्मि सिटी?
People, Audience & Features

कौनसे काल है?
Hours identification and analysis

कौनसे काल है?
Conceptual Framework

के कौ कौ?
Design Strategies

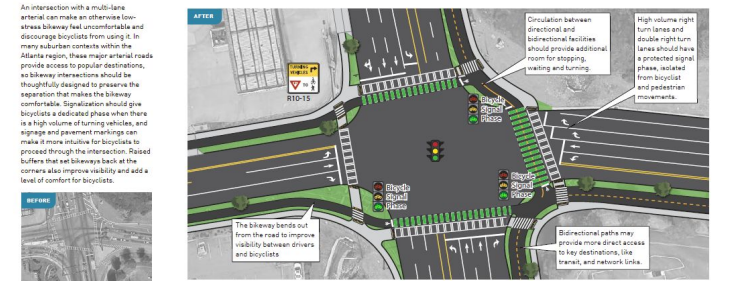
54 Garhwal smart parking spots
60% Reduced pollution on the road
22 lanes for flexible temporary road spots

MSL253
Kajaram Mukham Ray Road
Mumbai Street Lab

Source: Illustrarch.com

OVERCOMING MAJOR BARRIERS

IDEA: All Ages and Abilities Bikeway Crossings of a Major Arterial



Precedents

References

Alta Planning and Design, *Evolution of the Protected Intersection*

FHWA, *Manual on Uniform Traffic Control Devices (Intersection Approval for Optimal Use of a Green Corridor)*, Document for 8th Edition (2011)

FHWA, *Manual on Uniform Traffic Control Devices (Intersection Approval for Optimal Use of a Bikeway Signal)*, Case 810-101

NACTO, *Urban Bikeway Design Guide: Bikeway Signal Heads*

Source: Illustrarch.com

MADE IN PORTLAND

CLIMATE
OPTIMAL BUILDING ORIENTATION
All buildings are oriented to receive maximum solar gain

LIVABILITY
Every resident has access to public space, work, recreation, food and cultural amenities within 5 min walk

HEALTHY COMMUNITY
SPORTS & RECREATION
A system of complete streets, priority pedestrian, biking and storm water management

WATER MANAGEMENT
The development is structured around an integrated storm water management strategy

GREENWAY
A public greenway along the waterfront is integrated into the development

VERTICAL FARM
Promotes sustainable food production on-site for dining and engaging the broader community

Source: Illustrarch.com

Application

ROADWAY TYPE
Where a signal crosses major arterial

SPEED AND VOLUME
The intersection where this treatment is used should be appropriate general volume at least one mile north have volume and high speeds. Volume in a specific range of volume and speeds for which this is appropriate.

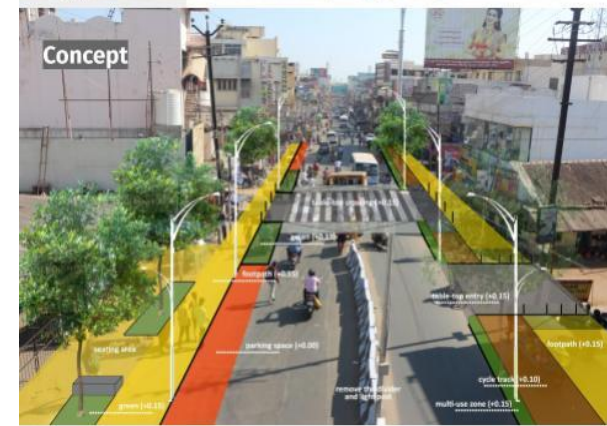
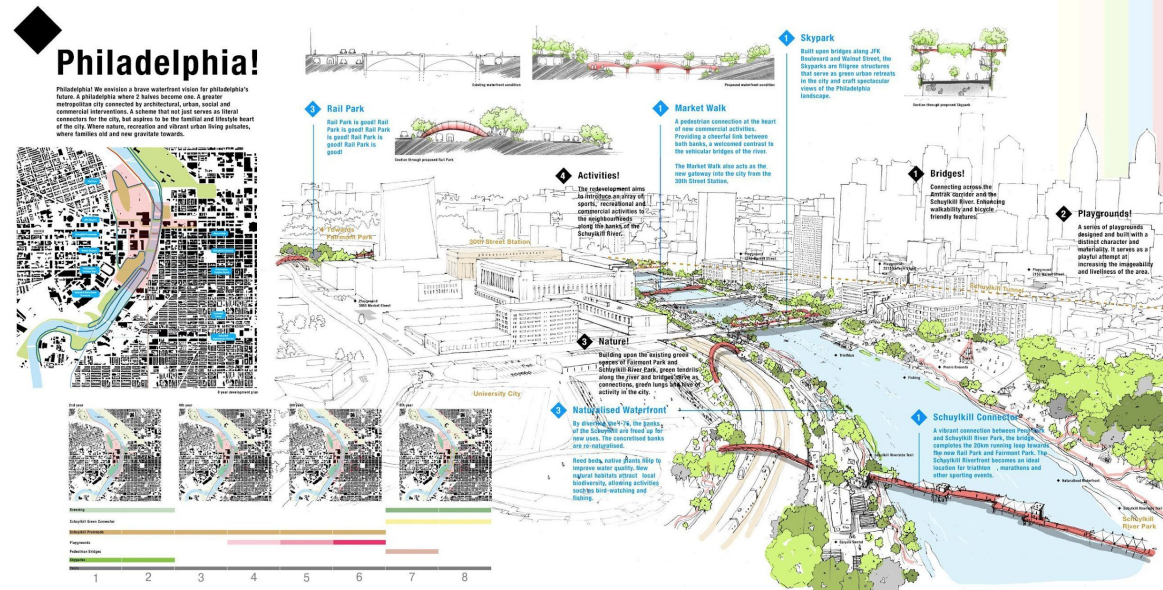
WALKING & BIKING PROPENSITY
For use in parts of the region with moderate to high walking, biking and transit propensity.

IMPLEMENTATION DIFFICULTY
Requires a significant investment for planning, design, and construction.

A. TWO A1 SHEETS

Communicate through visuals

- Use the resources provided by the city to portray the proposed transformation through renders
- Convey your point using photos, illustrations and visuals.



- **Justify left** to increase the readability of the text
- Use varying font weights from regular to **black**.
- Use **single font** or a **combination of two fonts**, do not use too many fonts.

It's not quite The Soprano's, but it's close

"I'm a probate lawyer. I represent people who contest their parents' wills. I want to write a book about all the things I've seen. It's not quite The Soprano's, but it's close. My colleague likes to say that contested wills are the final battleground of a dysfunctional family. Everything from childhood gets brought to the surface. You'd be amazed how long people can hold grudges. And probate court is their last chance to get revenge for 'Mom loving you more. The crazy thing is how many clients would rather be right than be happy. It's almost always smartest to settle. It costs both sides more to fight it out than to make a deal. Yet people still choose to spend all their time and money, just to get a judgment from the court that will prove they're right one final time."

"
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Font Size: 30
Line Height: 48
Letter Spacing: 0

Font Size: 18
Line Height: 36
Letter Spacing: 0

Resources:
[1. Google font combinations for your design project](#)

[2. Typography Manual](#)

- **Vision statement** with **supporting visuals**
- **Key plan**
- Design **concept & diagrams**
- **Detailed plan** and **sections** of the design intervention
- Implementation strategy addressing **parking, vending and other on-site challenges**
- Rough **budget estimate** and **phasing**
- At least **3 renders / views** of the design intervention



1. Create an **interesting narrative**
2. Follow the **5/5/5 rule**
3. Pay attention to **slide design**

Resources:
[Three tips for beautiful PowerPoint presentations](#)



- **Know your audience** - tailor your presentation for the city officials and public.
- The **content** should be **self-explanatory**.
- Give a **brief overview at the start**. Then present the design proposal.

Prioritize people while planning...

Prioritize the movement of people over motorized vehicles through planning strategies.

- Develop the larger network for **walking and cycling**
- Identify street segments/ areas for **complete or partial pedestrianisation**
- Propose strategies to **manage vehicular traffic**
- Create **shorter networks** for walking and cycling by breaking the block sizes

Most desirable

Walking

Cycling and other non-motorized modes

Public transport

Freight

Motorized private vehicles

Least desirable

Making a successful design submission

- A. Develop a vision
- B. Get the basics right in design
- C. Detail-out the proposal
- D. Communicate your proposal

- Use **no more than 5-words** per line of text, **5-lines** of text per slide, or **5 text-heavy slides** in a row.
- The proposal should be explained with the **20 slide presentation**.
- Use the **slide master** feature to **create a consistent and simple design template**.

2. CONDUCT A HANDLEBAR SURVEY

Conduct a handlebar survey across the neighbourhood to identify the key pain points such as:

- **Fast moving vehicles**
- Fear of being **eve-teased / attacked**
- Unsafe **intersections**
- Unmanaged **parking**

And others...

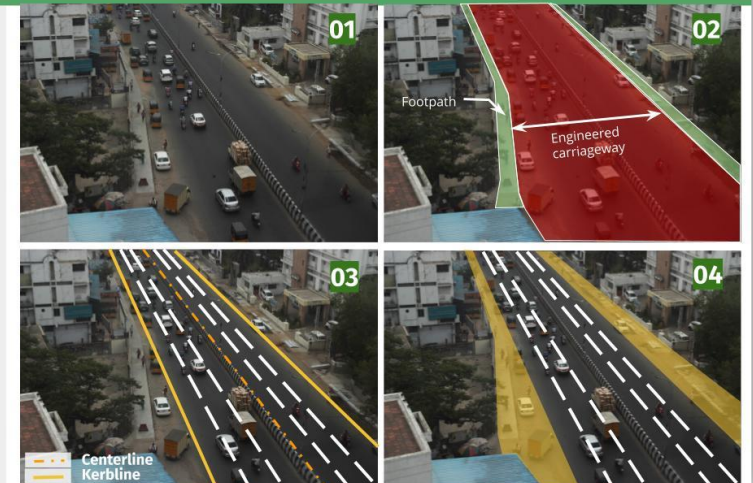
Some questions to ask on the handlebar survey:

1. *Is it safe and comfortable to walk on this street, even if it has a footpath?*
2. *Is it safe to cycle on this street, even if it has a cycle lane?*
3. *Is it safe and convenient to cycle across the intersection?*



Reclaim space by **creating a consistent carriageway**

01. Existing scenario
02. **Present status** of footpath & engineered carriageway
03. **Begin from the centerline** and mark a **uniform carriageway**
04. **Reclaim the space along both the edges** to accommodate pedestrians, cyclists, and Multi-use zones.

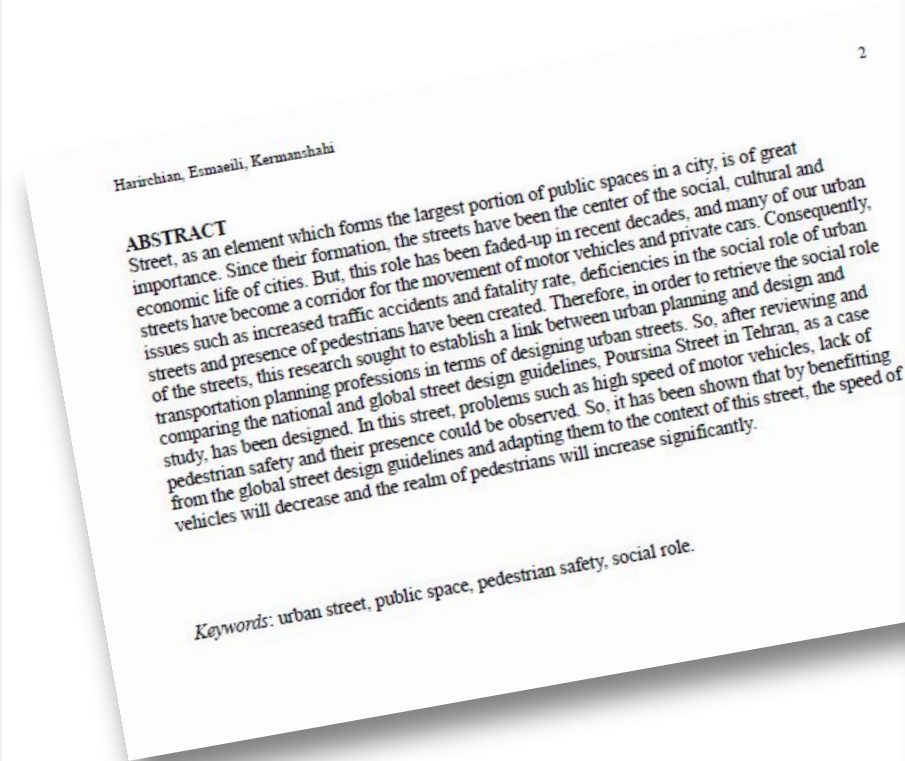


- Use **large visuals, images and illustration** to enhance your presentation.
- **Standardize the position, colors, and styles.**
- Choose **readable colors and fonts.**



[Check out some free powerpoint templates here!](#)

- Write about the **design intervention** in **200-300 words**.
- Explain the **design methodology** and the **outcomes of the proposal**.



LINK TO "METHODOLOGICAL PROPOSAL FOR GENERATING A PEDESTRIAN CROSSWALK SAFETY INDEX (PCSI)" WEB SITE:

<http://geomapas.centrogeo.org.mx/scpi/index.html>

METHODOLOGICAL PROPOSAL FOR GENERATING A PEDESTRIAN CROSSWALK SAFETY INDEX (PCSI)

Executive Summary

Abstract

We propose a Pedestrian Safety Index for crosswalks along main roads in Mexico to reduce fatalities and improve crossing conditions. The pedestrian crosswalk safety index intends to be a useful tool for stakeholders, allowing them to assess crosswalk quality and identify issues to be improved. In order to identify and weight the index criteria, about 53 state of the art documents were reviewed; a non-probabilistic survey was conducted (N=1000); in situ observations were carried out and a multi-criteria analysis method was implemented with a sample of 503 signalized crosswalks in Mexico City. The final index has 19 criteria arranged in 5 macro-criteria related to the infrastructure, design and operation conditions of the crosswalk. One of the main findings is that both land use mix and crossing distance are the most important variables in predicting traffic incidents, both being positively correlated and statistically significant. The second one is that roughly 90% of the surveyed crosswalks in Mexico City do not meet the minimum design criteria to ensure a secure and comfortable crossing.

Rationale & main goals

Traffic incidents are considered as negative externalities derived from car-oriented transit policies. In Mexico, traffic fatalities are the first death cause among children between 5 and 14 years old and the second one between 15 to 29. According to the Ministry of Public Security (Secretaría de Seguridad Pública SSP), within Mexico City 61% of those fatalities happen over main streets.

The main goal of this proposal is to produce a Pedestrian Crosswalk Safety Index (PCSI), in order to reduce fatalities and to improve crosswalk design conditions.

Participate and submit your proposal for the
Streets for People Challenge's
City-led Design Competition

1. Select your city
2. Sign up for the competition
3. Attend the walking audit session
4. Submit your proposal

Winning solutions will be implemented

Streets for People

CHALLENGE

A programme of



smartnet.niua.org/indiastreetchallenge/competition/#call-for-ideas