



Streets for People

CHALLENGE

WORKSHOP 5

Embracing Test-Learn-Scale - W6

Templates & guides



Ministry of Housing and Urban Affairs
Government of India



एक कदम स्वच्छता की ओर



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Cities have rolled-out city-led design competition!



VMC Commissioner Prasanna Venkatesh and other officials releasing posters on 'Streets for People' in Vijayawada on Monday

Focus on walking-friendly streets

HANS NEWS SERVICE
VIJAYAWADA

VMC taking part in 'The Streets for People Challenge,' an initiative of the Smart Cities Mission, Union Ministry of Housing and Urban Affairs

MUNICIPAL Corporation will participate in 'Streets for People Challenge', an initiative of the Smart Cities Mission, Ministry of Housing and Urban Affairs (MOHA), Government of India, to inspire cities to create walking-friendly streets through quick measures in response to COVID-19, said the VMC Commissioner Prasanna Venkatesh on Monday. Along with other VMC officials, he released a poster related to the 'Streets for People Challenge'. The

initiative was inaugurated by the Ministry of Housing and Urban Affairs on September 11. Speaking on the occasion, the commissioner said the VMC is participating in the challenge and appealed to the people to encourage it.

The initiative is a part of the Smart Cities Mission, a unified vision across the country to create smart cities and improve the quality of life of citizens. The initiative aims to create walking-friendly spaces through quick measures in response to COVID-19, said the commissioner. He also mentioned that the VMC has been appointed as the nodal agency for the challenge.

NASHIK
Streets for People
CHALLENGE

Do you feel safe to walk in the city's streets?
We want to hear from you!

Survey link:
<https://forms.gle/FpN8NvtbqeDioxTo8>

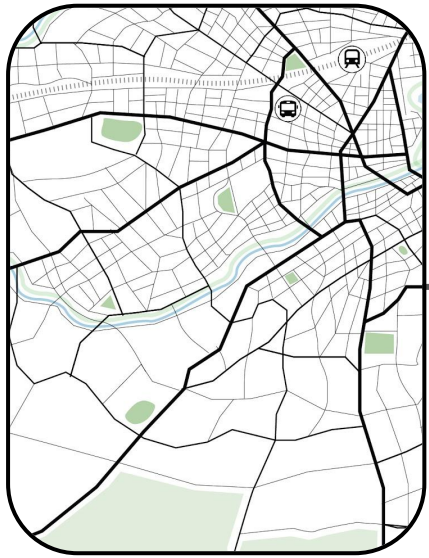
Logos at the bottom: TDP, Smart City, Ministry of Housing and Urban Affairs, Government of India, FIT INDIA.



10

Cities have selected their winning design entries

The Challenge roadmap: Stage 1



Source ITDP India

Identify pilot locations



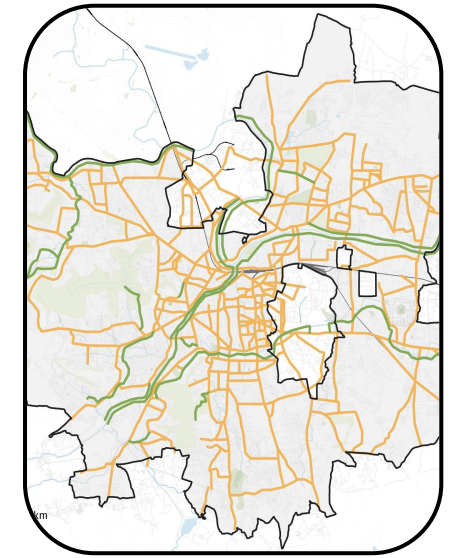
Source Bandra Collective

Host a city-led design competition



Source: NACTO

Test pilot interventions



Source ITDP India

Scale up and strategize for long-term impact!

Engage with the community & build momentum for streets for people!



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So, lets gear up
for testing the pilot interventions...

A **detailed [pilot implementation guide](#)** has been already shared with the cities! Check S4P website!

Testing pilot interventions



1. Refine the winning designs

- a. Work closely with the winning team
- b. Integrate cycling interventions
- c. Join design discussions with the ITDP expert team
- d. Present your design to the community for feedback



2. Before pilot testing

- a. Prepare a detailed work schedule
- b. Prepare a traffic management plan
- c. Identify stakeholders and distribute responsibilities
- d. Seek necessary approvals



3. During pilot testing

- a. Prepare the site
- b. Outline the proposed design
- c. Put in effect the alternate traffic plan
- d. Implement the final design



4. After pilot testing

- a. Spread the word
- b. Showcase and encourage participation
- c. Ensure enforcement and maintenance.

Design

Implementation

a. Prepare the site

- **Fix any potholes and level the surface.**
- **Sweep and wash any road surface that is dusty and soiled** to clear the settled soil, litter and old road markings if possible.
- **Prune trees** to remove obstructions in the path of cyclists and pedestrians.



b. Outline the proposed design

- **Mark the edges of the pedestrian space, cycle lane, parking, property entrances.**
- **Mark out any design features** that are planned as part of TU
- In streets with heavy traffic, **marking should be done during night** to avoid disruption.

Materials used for marking :

- Chalk/Chalk powder (or)
- Water based Paint



c. Put in effect an alternate traffic plan

- **Conduct trial runs of the pilot for a short period** to observe the traffic movement.
- **Observe the site conditions** (including property entrances) and **adjust the design and turning radius at intersections** (especially for bus movement).

Materials used for trial run :

- Traffic cones
- Barricades
- Chalk/Paint to outline



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

d. Implement the final design

- **Revise the design** based on the learnings from trial run
- **Alter the BOQ & work schedule** based on final design and procure materials prudently
- **Place warning signs and barricades** to cordon off the road and ensure the safety of volunteers while implementation.
- **Make it a community-led process**



Note: Maintain and run the pilot testing for minimum 1 month to receive feedback from the community and learn from the process.

Implementation elements



01. Segregators

To protect pedestrians and cyclists from fast-moving traffic



02. Street seating

To encourage people to stay and spend time in the pilot location



03. Other Place-making elements

To introduce programming and art facilities



04. Surface treatment

To highlight reallocation of road space liven it up with colors



05. Signages

To inform the new traffic regulations

Check out the [implementation guide](#) for more details on the implementation elements!

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Implementation



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- b. Showcase and encourage participation
- c. Ensure enforcement and maintenance

a. Spread the word

- **Create a buzz on social media** by telling the citizens about the new Streets for People interventions in the city!
- As you launch the pilot kickoff event, **invite the citizens to join in** and celebrate these interventions!
- Spread the word through **print media** and other channels too.



[Here's a poster template to spread the word!](#)

b. Showcase and encourage participation

Roll out an [Open Street Campaign](#) along with **the pilot intervention** and kick-start the Streets for People revolution in your city!

A few points to keep in mind for Open Streets Campaign:

- Ensure **participation from all stakeholders**- residents, shop-owners, media etc.
- **Document the event through and through!**



c. Ensure enforcement and maintenance

- **With traffic police**, ensure that **motor vehicles do not ride or park** on the space dedicated for walking and cycling.
- **Maintain the planters, street furniture, and other installations** with support from residents, shopkeepers, and local stakeholders.
- **Run the pilot testing** for **minimum 1 month**.
- **Clean the site** regularly and **reapply paint** when it fades.



Strict enforcement and maintenance play a key role in creating successful pilot projects.



Documentation is critical across all steps



Before testing

Document the existing condition of the street/intersection/neighbourhood before the intervention.



During testing

Document volunteers and other stakeholders implementing the pilot.



After testing

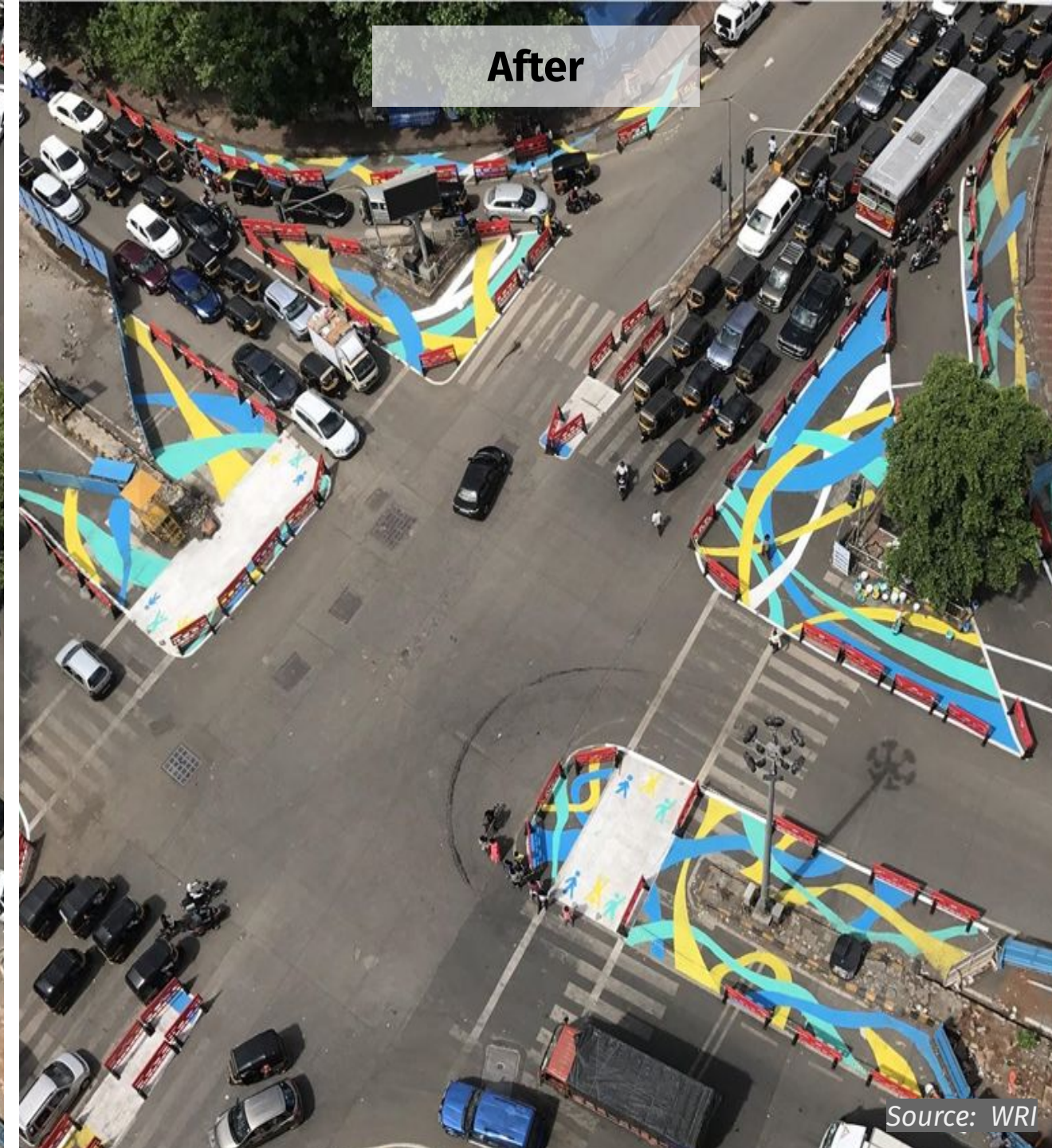
Document the transformation and its impact.

Shoot a 10 minute video before and after testing at the same location, at the same time of the day (peak hour preferred) + Capture photographs of same location before and after the implementation

Before



After



Use drone shots to capture the before and after transformation achieved through pilot implementation.

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Design

Implementation

Congratulations on a **successful TEST!**

TEST



Source: NACTO-GDCI

Test designs through
pilot interventions

LEARN



Source: ITDP India

Learn from pilots
together with citizens

SCALE



Source: Autocosmos

Scale up solutions to
transform the city

Now, let's take a look at **Capturing Learnings..**

TEST



Source: NACTO-GDCI

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pilot interventions

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Scale up solutions to
transform the city

Capturing learnings to inform the scale-up



1 - Reflect on the collaborative design process

2 - Document insights from pilot testing

3 - Measure the impact of the pilot test

Capturing learnings is a **critical step before scaling up Streets for People across your city**. Note that the learnings captured during this phase is a part of the **mandatory evaluation requirement for Stage 1 of the Challenge**.

1. Reflect on the collaborative design process

You have rolled out a Design Competition to re-imagine your pilot location. Based on that process, **reflect on the following questions:**

- What were the **key challenges** faced by your city as you **rolled out the Design Competition**?
- What were your **strategies for communication & outreach** of design competition? How was the response?
- How did you facilitate **collaborative design** process with participants?
- What could you have **done differently**?



2. Document insights from pilot testing

Based on the pilot testing process on ground, reflect on the following questions:

- How did the design evolve **from the design competition phase to the testing phase**? What were the **key challenges** faced by your city?
- What were the **roadblocks** faced as you tested the new traffic plan? How did you tackle them?
- Who were the **different stakeholders you engaged with for pilot testing**? What were your strategies? How did they respond?
- What could you have **done differently**?
- Are there any **other innovative avenues** the city can explore to **obtain funds for Streets for People scale up**?



3. Measure the impact of the pilot test

Measuring the impact of the pilot test is a key step to **capture learning, build support, and strategize your scale up plan for Stage 02.**

It shows whether the pilot was **successful in achieving the desired outcomes. A few methods include:**

- Add a **feedback board/ suggestion boxes** at the pilot location
- **Deploy volunteers** to collect individual feedback
- **Get testimonials and interviews from the users.** Ensure to get feedback from all user groups such as women, children etc.
- Other **innovative ideas to collect feedback** can be experimented!



We will share a **'Capturing Learnings'** guide with you shortly

So, cities should maintain the pilot test on ground for at least 1 month!



The Challenge roadmap: Stage 1



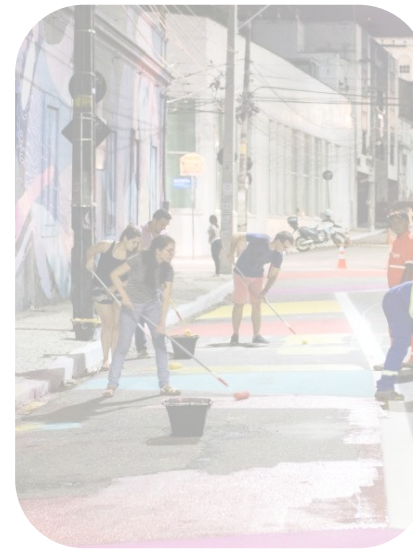
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Scale up and strategize for long-term impact!

Engage with the community & build momentum for streets for people!



**As you test the pilots, kick-start work for
scale-up strategies...**

The key idea of **scaling up
Streets for People** is to create a city-wide
network of **Healthy Streets**

What are Healthy Streets?

10 PILLARS OF HEALTHY STREETS

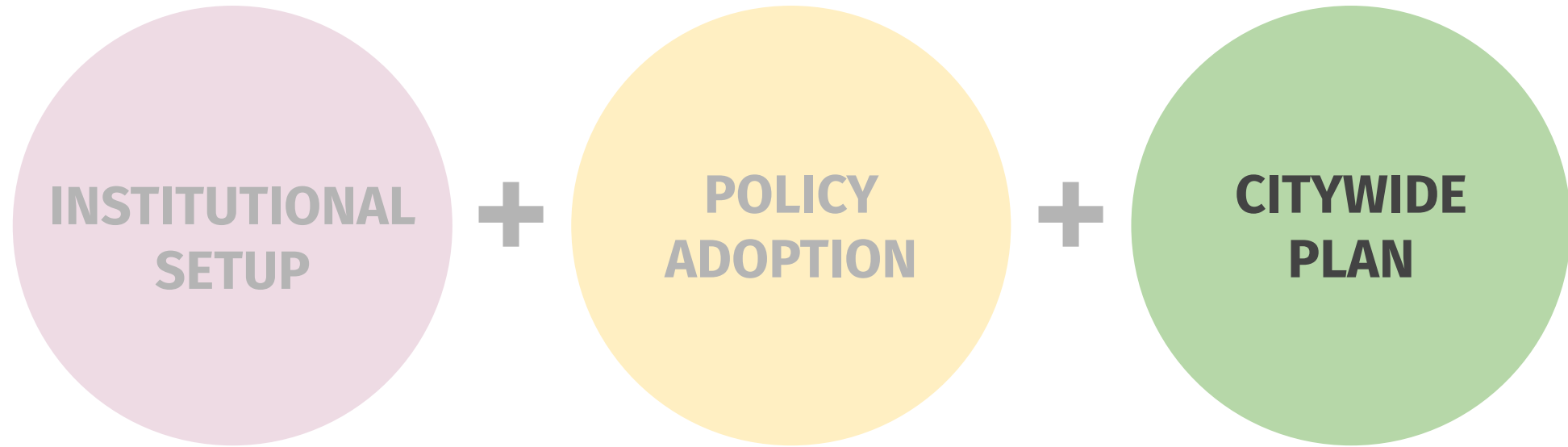


So, how can we achieve **Healthy Streets**?



Discussed in the previous workshop

So, how can we achieve **Healthy Streets**?



The long term goal is to develop **Healthy Streets across the city!**

Let's take a look at how we can get started **in the coming year..**

Make existing pilots permanent



Strategize and select **at least 3 more sites to test** out in the coming year

Get Started on the Citywide Healthy Streets Plan

Draft the **Citywide Healthy Streets Plan** for 2021-'22

For stage 1 submissions:

- Bring in the **learnings** from the pilot testing
- Develop the **scale up strategy**
- **Engage with the community** throughout the process

Identify **funding sources and investments** for 2021-'22

- Initiate work towards the **budget approval in stage 1**

*We will share detailed guidance on the **Healthy Streets Plan** shortly*

**Embracing the citizen-led approach
& building the momentum**

1. Continue Open Streets Campaign

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Cities have conducted an Open Streets Campaign

We encourage all cities to launch an Open Streets Campaign!

Launch Open Streets Campaign in your pilot locations to showcase the intervention and invite the citizens for Streets for People celebration.



We have shared the **Open Streets** guide and templates already!

Cities like Jabalpur, Karnal, Gurugram, Hubballi Dharwad have been conducting regular open streets events

2. Leverage Open Street Campaign for long-term change

Build on your Open Streets initiatives and scale it up for long-term transformation.

- **Set up web portals and interactive applications** for identifying and announcing open streets locations.
- **Partner with CSOs, institutions, and other organisations** for devising localised community-led open street initiatives.

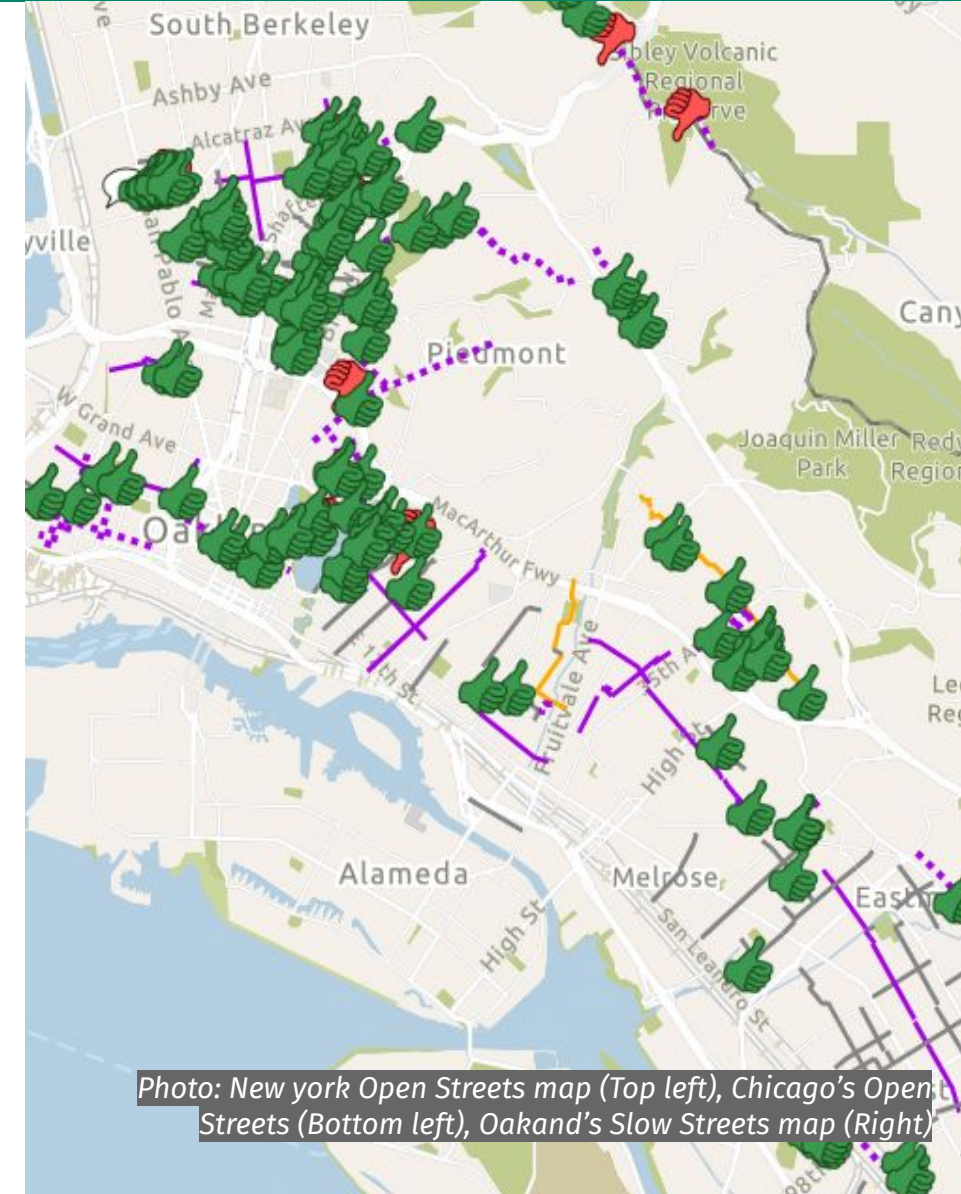
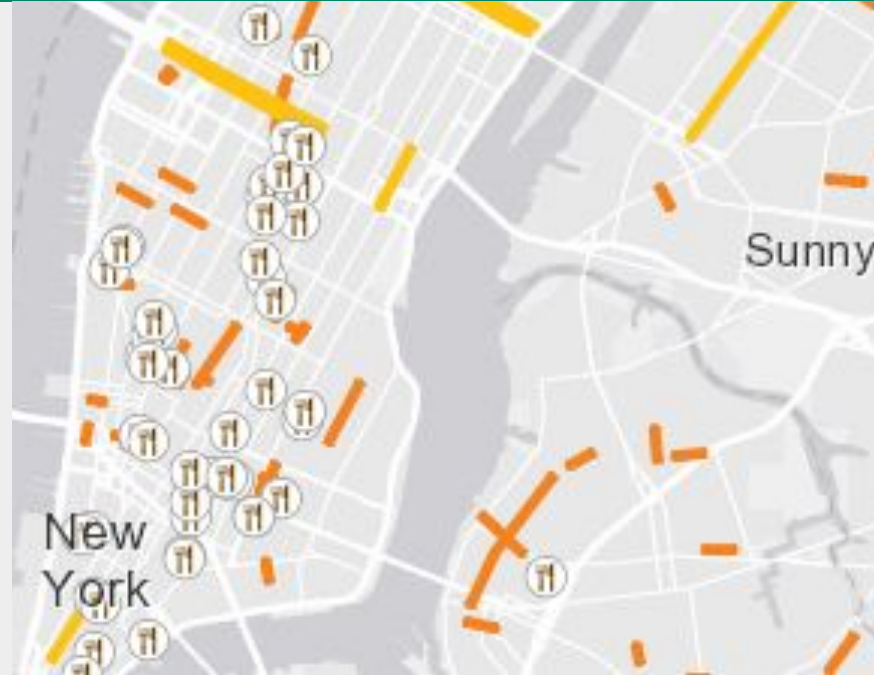


Photo: New York Open Streets map (Top left), Chicago's Open Streets (Bottom left), Oakland's Slow Streets map (Right)

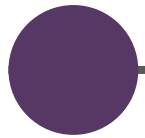
Stage 1 deadlines are fast approaching...

**Let us take a look at the
evaluation process!**

**Stage 1 submission deadline has
been extended to **April 30th!****

Timeline of submission and evaluation process

31st March, 2021



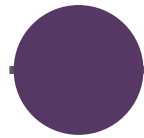
**Submission
template** shared
with cities

30th Apr, 2021



STAGE 1 Submission

31st May, 2021



Capturing Learnings

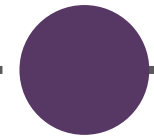
All cities to share
captured learnings by
this deadline

June, 2021



**Shortlisted cities
present to the
jury**

June, 2021



**11 CITIES
SELECTED**

STAGE 2 BEGINS...



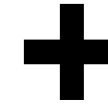
Stage 1 - Submission requirements



Pilot intervention



Scale up strategy



Building support

30th April
Stage 1 Submission

- Test at least **1 pilot on the ground - Comprising of both flagship & neighbourhood pilots**

31st May
Share learnings and progress

- **Capture learnings**

- Institutional setup - **Create the Apex Committee, Initiate work on the Healthy Streets Department**
- Healthy Street Policy & Parking Policy - **Initiate work towards adopting the Policies**
- Healthy Streets Plan - **Create strategy for plan & budget, initiate work towards the budget approval**

- **Open Streets Campaign, Perception survey** and other initiatives
- **Work towards institutionalizing** Open Streets Campaigns

Stage 1 - Evaluation Scoring

Pilot intervention	Scale up strategy	Building support
<ul style="list-style-type: none">• FLAGSHIP (30)• NEIGHBOURHOOD (30)• CAPTURING LEARNINGS (20)	<ul style="list-style-type: none">• PROGRESS ON INSTITUTIONAL SETUP (20)• PROGRESS ON HEALTHY STREETS POLICY (20)• PROGRESS ON PARKING POLICY (20)• SCALE UP PLAN (20)	<ul style="list-style-type: none">• OPEN STREETS CAMPAIGNS, PERCEPTION SURVEYS & OTHER INITIATIVES (25)• INSTITUTIONALIZE OPEN STREETS CAMPAIGNS (15)
TOTAL 80	TOTAL 80	TOTAL 40

TOTAL 200 MARKS

ANY CHANGES WILL BE COMMUNICATED TO CITIES

Until Workshop 7

DESIGN COMPETITION

1. Select the winning entries and share with us

TESTING PILOTS

1. Refine the winning designs & Join for design discussions
2. Plan pilot testing with stakeholders

SCALEUP STRATEGY

1. Initiate work on the Institutional setup, Healthy Streets and Parking Policy
2. Develop the scale up plan

COMMUNITY ENGAGEMENT

1. Launch more open street campaigns!

Also, don't forget to send in the updates through the WEEKLY UPDATE FORM!

Streets for People team will share

1. Presentation and video of this session
2. Parking Policy Template
3. Guide to capture learnings
4. Guide for scale up & funding
5. Submission template

Thank you

A programme of



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