Streets 4 People
CHALLENGE
WORKSHOP 7

Guide for capturing learnings - W7

Templates & Guides

Step-by-Step guide for capturing learnings

Through the Streets for People Challenge, the cities are embracing **TEST-LEARN-SCALE** approach. As you test your pilots on ground and strategize your scale-up activities, it is critical to reflect upon the activities completed so far and compile learnings.

Capturing learnings is a mandatory component for the stage 01 evaluation process.

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

To capture learnings,

A – Reflect on the S4P Challenge: Stage 01 journey

B – Measure the impact of the pilot

A. Reflect on the S4P Challenge : Stage 01 Journey

WHY?

- To document your collaborative process

- To discuss on what worked, what did not, and compile learnings for the future

HOW?

- **Organise a S4P working team meeting**

- **Moderate the discussion** using the questionnaire

- **Reflect on your learnings**

Download the *questionnaire for moderating the discussion* from here!

In addition to the internal S4P working team, include **CSO/NGO partners, jury members or experts, and community representatives** who were part of the process at different stages.
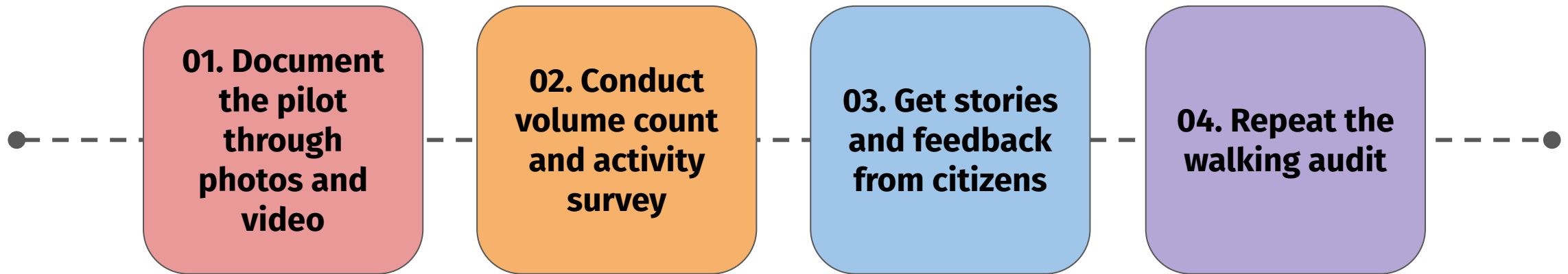
B. Measure the impact of the pilot

WHY?

- To **assess** if the interventions have made a positive impact

- To **showcase the benefits** of the initiative to citizens and decision-makers

- To **build support** for similar projects in the future

- To **gather feedback** from the users and make changes accordingly

65% on average **more people spending time** on the sidewalks

How can you **measure the impact** of the pilot?

01. Document the pilot through photos and video

02. Conduct volume count and activity survey

03. Get stories and feedback from citizens

04. Repeat the walking audit

These are the preliminary tools for measuring the impact of your pilots. **The cities are encouraged to employ other innovative methods as well to present a strong case for Streets for People.**

Know your stakeholders, to identify **WHAT** to measure!

To effectively showcase the pilot transformation,

1. **Know your stakeholders**
2. **Know their concerns**
3. **Identify a relevant impact point**
4. **Measure using the right tool**

Example:

Stakeholder - *Shop-owners*
Concern - *Loss in business due to reduced parking space*
Impact point - <u>**50% increase in footfall after pilot testing**</u>
Tool - *Before & After volume count survey*

TIMES SQUARE PEDESTRIANISATION

↑ **11%**
Increase in pedestrian activity

↓ **35%**
Decrease in pedestrian accidents
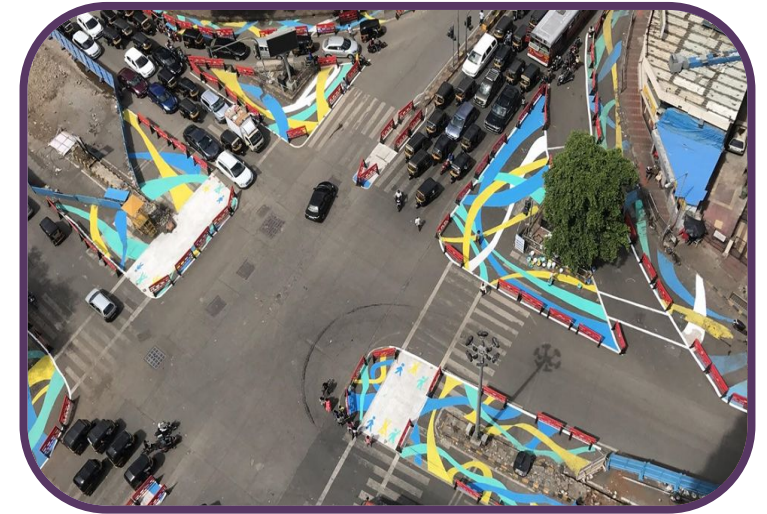
Data Source: HSSecurity.com

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.

Before-After visual documentation of the pilot interventions is the most impactful way to present the transformation and its impact.

Capture **happy faces** and emotions!

Capture **diverse user groups!**

Capture the pilot when it is **actively used by diverse user groups -** cyclists, pedestrians, street vendors including women, infants, toddlers, young girls, elderly, differently-abled.

Capture diverse activities!

Capture the diverse activities: playing, socialising, resting, shopping, vending, performing, etc.

Tips to take good photos and videos

- The **Before and After** photos and videos should be taken from the **same angle**, **location,** at the same **time of the day.**

- Capture how the pilot is used during **day and night, also peak-hour and non peak-hour.**

Specific recommendations:

1. High-quality aerial & eye-level photographs
2. Time lapse videos
3. Video coverage of entire pilot stretch using drone

Pearl Street Plaza, Dumbo, New York City street change. Pic: NYC Department of Transportation

Conduct volume count & activity survey

WHY?
To measure the impact on footfall and activities after the pilot implementation

HOW?
1. **Identify volunteers and orient them**

2. **Conduct the surveys** before and after the pilot testing

3. **Collect and compile data** (disaggregated by gender, age, and disability)

4. **Analyse data** and present the impact.

Download the Guide and template for traffic volume count and activity surveys here!

Conduct the surveys during the peak-hours. Avoid rolling out surveys during special occasions or unusual situations including local festivals, political events, or COVID lockdown/curfew.
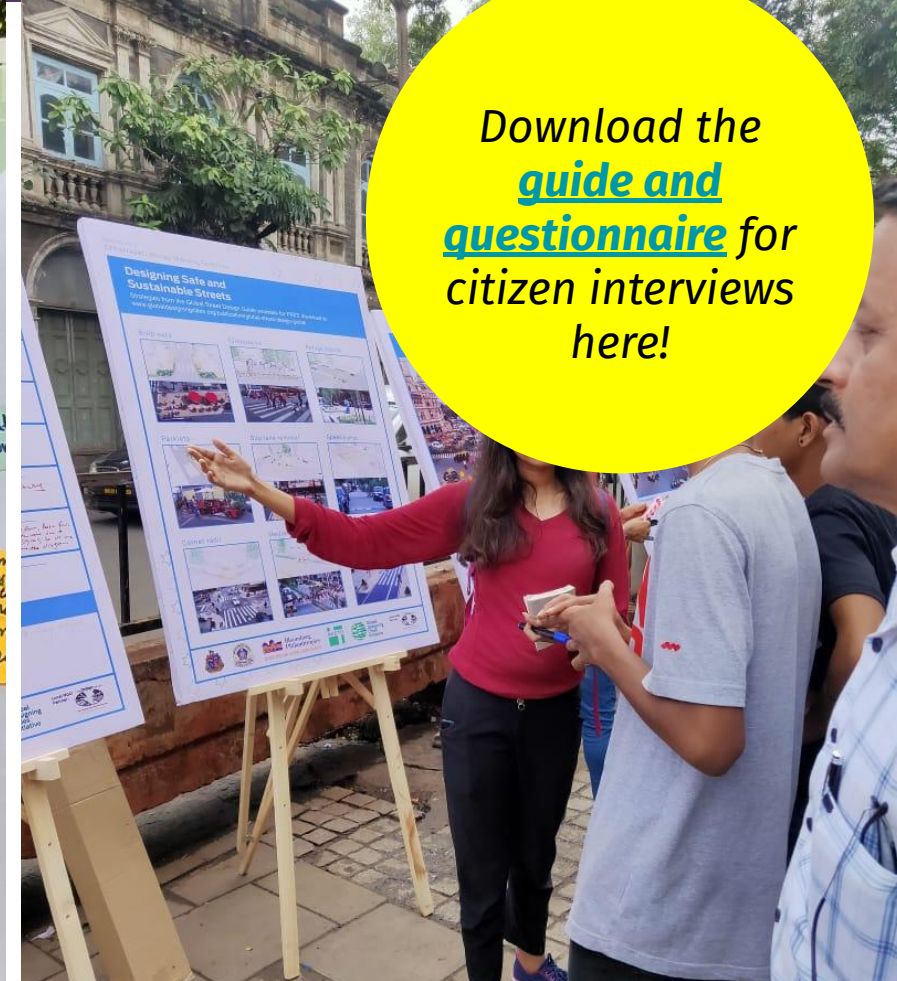
Online Traffic Volume survey tools: Fulcrum, Counterpoint

WHY?
To **receive feedback and collect human stories**

How?

1. Set up **feedback boards/panels** and feedback booths in pilot site

2. Conduct **personal interviews** with the citizens

3. Organise **public consultation sessions**

Download the [guide and questionnaire](#) for citizen interviews here!

Make sure to have a women representative in the feedback collection team. Focus on collecting stories from children, caregivers, pre-teenage girls, elderly, and other vulnerable users.

Source: The Urban Vision

Repeat the walking audit

WHY?
To **assess the design intervention** and identify any further on-ground concerns

HOW?
1. **Form an audit team** with representation from city officials, winning participants, and other stakeholders

2. **Use the walking audit checklist** to conduct the audit on ground

3. **Compile and analyse the findings** in comparison to the past audit.

Download the *walking audit guide and checklist* from the S4P website!

Use the learnings to resolve the issues on ground, **maximize the impact of pilot** and **strategize scale up plan**!

Thank you

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