



Streets 4 People

CHALLENGE

WORKSHOP 7

Towards the first milestone - W7

Presentation



Ministry of Housing and Urban Affairs
Government of India



41

Cities have launched 'Streets for People Design Competition'

28 cities including Bhopal, Pune,
and Bangalore have conducted
walking audit with nearly 1000
registrants of the design
competition.

21 cities including Chandigarh,
Nagpur, and Kochi have
identified the winners.





21

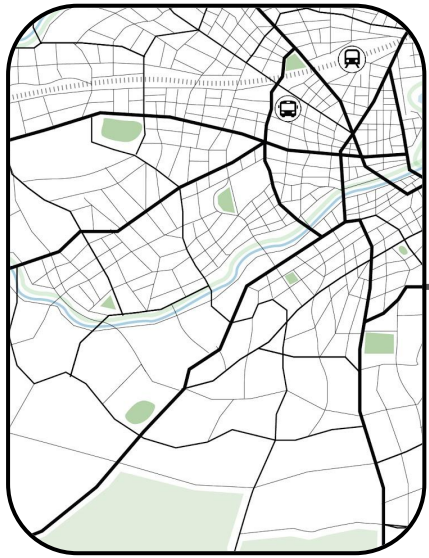
Cities have initiated work for pilot testing

22

Cities have initiated work for scale-up activities



The Challenge roadmap: Stage 1



Source ITDP India

Identify pilot locations



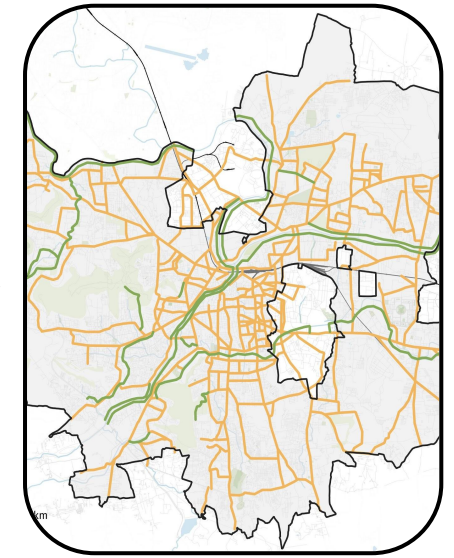
Source Bandra Collective

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!



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!

We are here

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



A quick summary
of the previous workshop...

TEST your pilot!

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

Testing pilot interventions



1. Refine the winning design



2. Before pilot testing



3. During pilot testing



4. After pilot testing

Design

Implementation

1. Refine the winning design

- 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**



Check out the design guidelines from the [India Cycles4Change official website!](#)

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

Eg: TU Budgeting

Sl No	Particulars	Unit	Per Unit cost	No. of units required per km (as per design)	Cost estimate per kilometer
1	Traffic cones	Nos.	Rs. 750 - 400	XX	XXXX
2	Nylon heavy duty rope	Meter	Rs. 20 - 50	XX	XXX
3	Thermoplastic paint	Kg	Rs. 30 - 65	XXXX	XXXXX
4	Planter boxes	Nos.	Rs. 70 - 150	XXXXX	XXXXX
5	(Other items to be included as per design proposal)				

Rates are given as per current market price, may differ across cities. We recommend you to include a definite value, not range

Eg: TU Implementation plan

Sl No	Street Name / Landmark	Activities	Stakeholders	Days									
				01	02	03	04	05	06	07	08		
1	Rajaji Road - Segment 01	Clearing up the encroachments	ULB, Volunteers										
2	Rajaji Road - Segment 02	Painting work	Volunteers, Traffic police										
		Installing street furniture	Volunteers, local residents, Hired carpentry team										
3	(Build the table as per design proposal)												



3. During the pilot testing

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



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

Use quick, low-cost, innovative materials!



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 new activities and art facilities



04. Surface treatment

To highlight reallocation of road space and 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!

Program your pilot! Make it Liveable!



A. CONNECT WITH THE STORIES OF THE SPACES

- Conduct **heritage/tree walks**
- Host campaigns to spread awareness on **local issues**



B. CREATE VIBRANT MARKETS

- Provide **market/vendor spaces**
- Encourage **restaurants to spill out on the street**



C. KEEP SPACES FLEXIBLE

- Create **pop-up play spaces**

Check out the [Guide to Program Pilots](#) for more details on how to make your pilot liveable!

4. After the launching the pilot

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

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



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

Testing pilot interventions



1. Refine the winning design

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



2. Before pilot testing

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



3. During pilot testing

- Prepare the site
- Outline the proposed design
- Put in effect the alternate traffic plan
- Implement the final design



4. After pilot testing

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

Design

Implementation

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

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 collaborative pilot design & testing process

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**



Questionnaire for moderating the discussion will be shared with the cities soon!

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



Know your stakeholders and their concerns

To effectively showcase the pilot transformation,

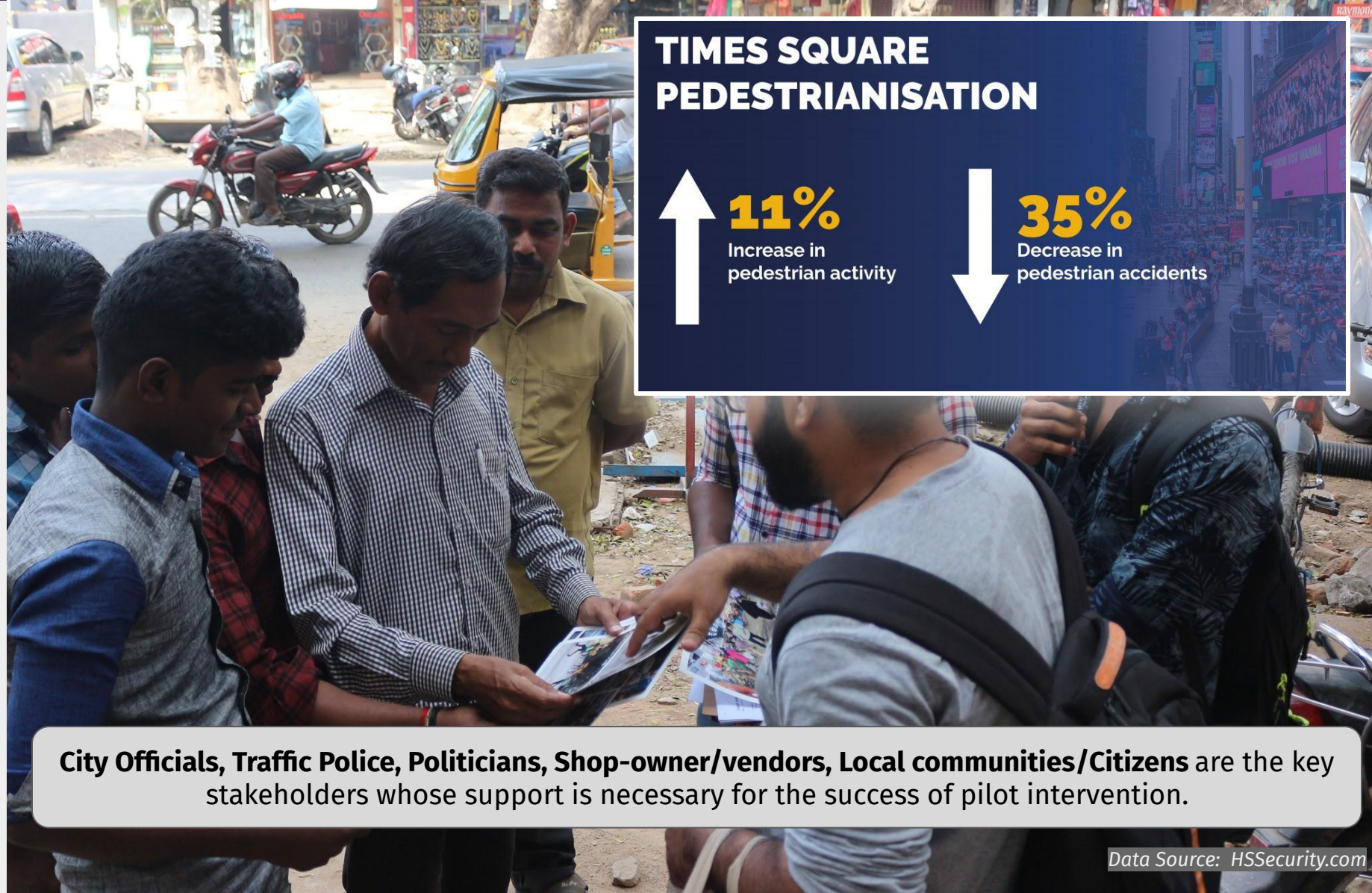
1. Know your stakeholders
2. Know their concerns
3. Capture and present a relevant impact point

Example:

Stakeholder - Shop-owners

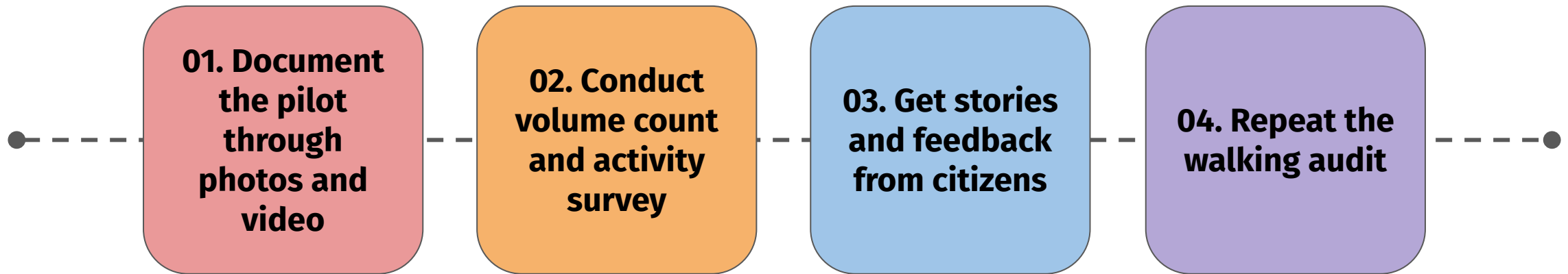
Concern - Loss in business due to reduced parking space

Impact point - **50% increase in footfall after pilot testing** (by conducting before and after volume count survey)



City Officials, Traffic Police, Politicians, Shop-owner/vendors, Local communities/Citizens are the key stakeholders whose support is necessary for the success of pilot intervention.

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



These are the preliminary and required 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.

01

Document the pilot through photos and videos



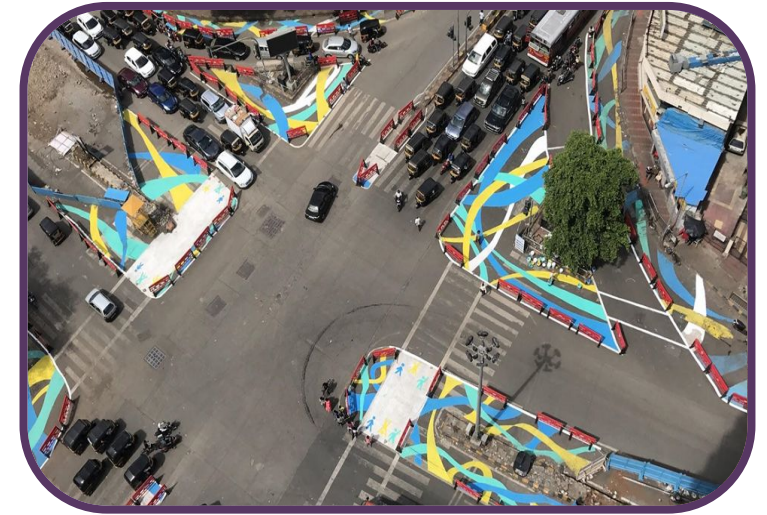
Before testing

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.

Visual documentation of the pilot interventions when presented in comparison of before-after could help all stakeholders to understand the transformation and its impact.

Tips to take good photos and videos

- Capture **happy faces and emotions**



Tips to take good photos and videos

- Capture **happy faces and emotions**
- Capture the pilot when it is **actively used by diverse people** - cyclists, pedestrians, street vendors including women, infants, toddlers, young girls, elderly, differently-abled.



Tips to take good photos and videos

- Capture **happy faces and emotions**
- Capture the pilot when it is **actively used by diverse people** - cyclists, pedestrians, street vendors including women, infants, toddlers, young girls, elderly, differently-abled.
- **Capture the diverse activities:** including playing, socialising, resting, shopping, vending, 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**.
(preferably aerial photographs and timelapse videos)
- Capture how the pilot is used during **day and night**, also **peak-hour and non peak-hour**.



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.



Guide and template for conducting the traffic volume count and activity surveys will be shared soon!

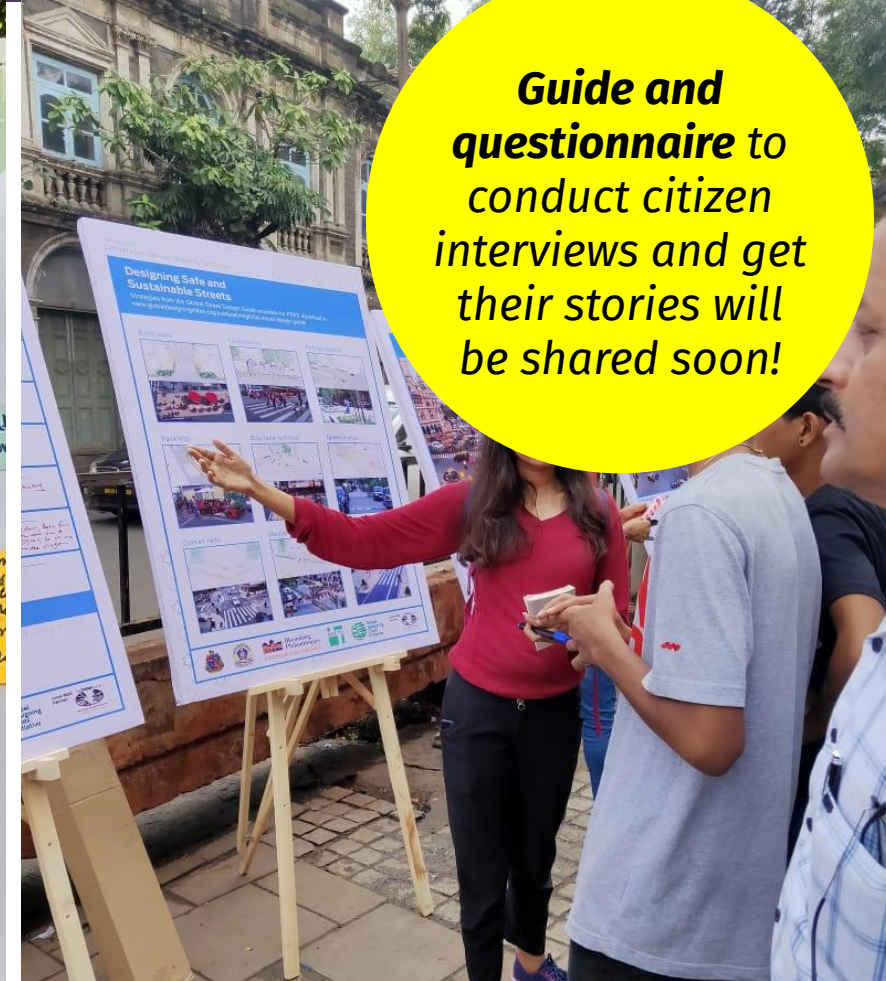
Conduct the surveys during the peak-hours. Avoid rolling out survey during special occasions or unusual situations including local festivals, political events, or COVID lockdown/curfew.

WHY?

To receive suggestions from citizens 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**



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.

04

Repeat the walking audit

WHY?

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

HOW?

1. **Form a 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!

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



The **format and template** for submission will be shared with the cities soon!

Kick-start work for **Scale-up activities...**

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

So, how can we scale-up **Streets for People**?

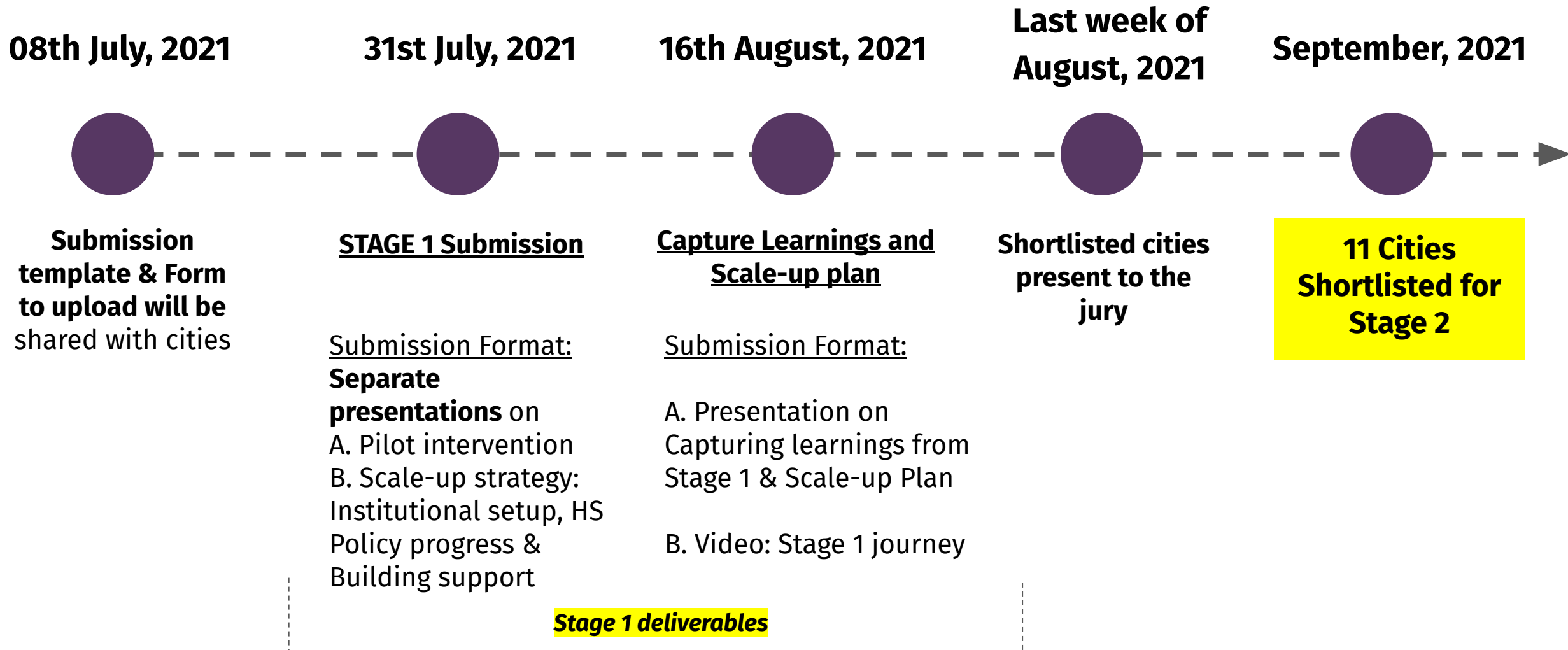


A [detailed guide to scale-up](#) has been already shared with the cities! Check S4P website!

Stage 1 deadlines are fast approaching...

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

Timeline of submission and evaluation process



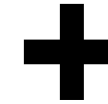
S4P Stage 1 - Submission requirements



Pilot intervention



Scale up strategy



Building support

31st July
Stage 1 Submission

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

16th August
Share learnings and progress

- **Capture learnings**

- Institutional setup - **Create the Apex Committee, Initiate work on the Healthy Streets Department**
- Healthy Street Policy - **Initiate work towards adopting the Policies**

- Streets for People scale-up Strategy - **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 - Submission guidelines

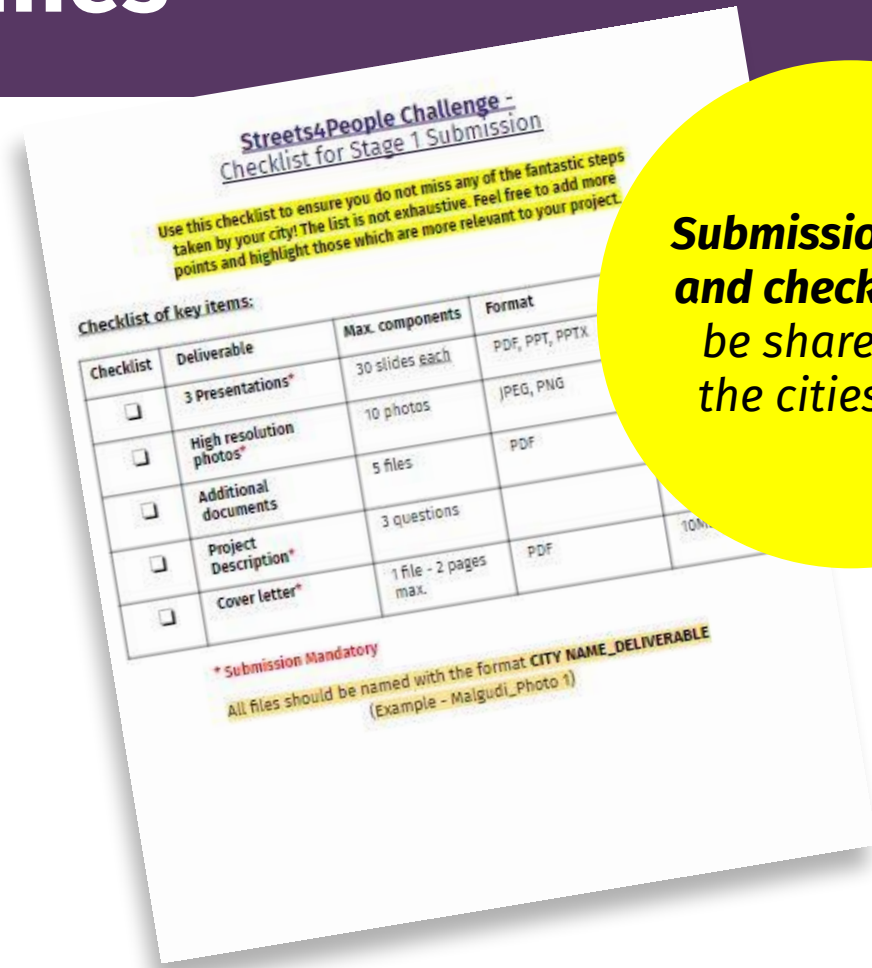
Submission deliverables for July 31st

- **2 presentations*** (Max 30 slides each)
- **Photos*** (Max 10)
- **Additional documents** (Max 5)
- **Project Description*** (Responses to 3 questions)
- **Cover letter***

Submission deliverables for August 16th

- **1 presentation*** (15 slides)
- **Video***

*** Mandatory Submission**



Use this checklist to **ensure you do not miss any of the fantastic steps** taken by your city! The list is not exhaustive. **Feel free to add more points and highlight steps** which are more relevant to your project.

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 (30)• STREET 4 PEOPLE PLAN (30)	<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

Streets 4 People team will share

1. Presentation and video of this session
2. Guide to capture learnings
3. Submission template for presentation and submission form

Thank you

A programme of



Conducted by



www.itdp.in