ITDP India Programme

Smart City MISSION TRANSFORM-NATION

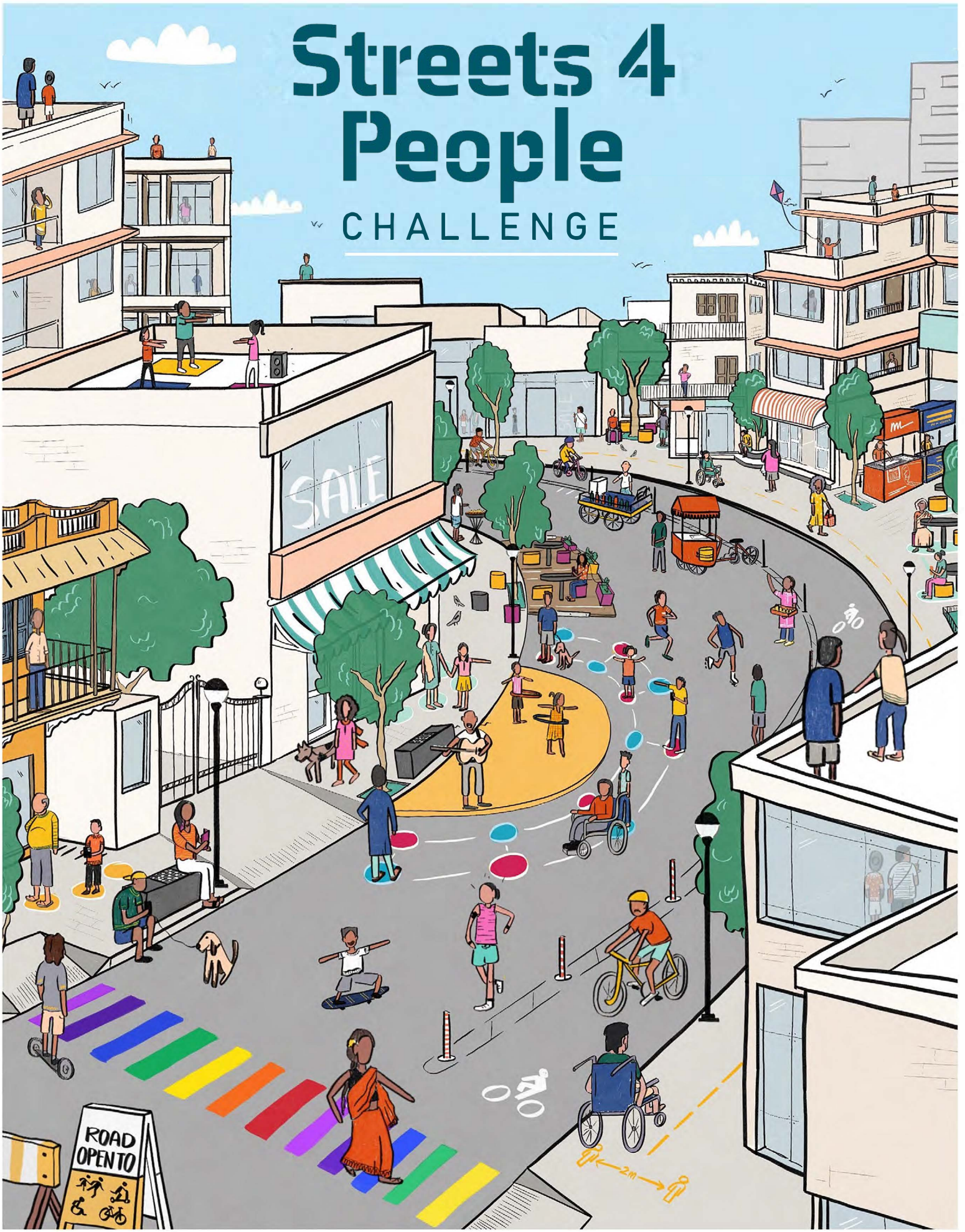
Ministry of Housing and Urban Affairs
Government of India

FIT INDIA

स्वच्छ भारत
एक कदम स्वच्छता की ओर

Streets 4 People

CHALLENGE



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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

Location: Gurugram
Source: Raahgiri Foundation

01 Background

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

Mr. Hardeep Singh Puri
Minister of State (Independent Charge),
Ministry of Housing and Urban Affairs

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. 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.

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.

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.

Location: Atlanta
Source: Atlanta City Studio

02
Challenge roll-out & Stages

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.

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.

What can cities do as FLAGSHIP PROJECTS?

Create pedestrian-friendly streets in high footfall areas

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

Source: Incredible India

Create pedestrian-only streets in high footfall areas

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

Reimagine dead spaces as public spaces

Under flyover spaces reimagined as public spaces in Mumbai, India
Source: DNA

What can cities do as NEIGHBOUR HOOD PROJECTS?

Convert parking spaces to pop-up parks

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

Revitalise dead spaces in neighbourhoods

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

Create walking links through parks and institutional areas for shorter routes

Shared setback space used as local street in Mumbai, India
Source: ITDP India

Location: Long Beach
Source: Street Plans

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.

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 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.

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.

Location: Portland
Source: Kai Bates

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 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:

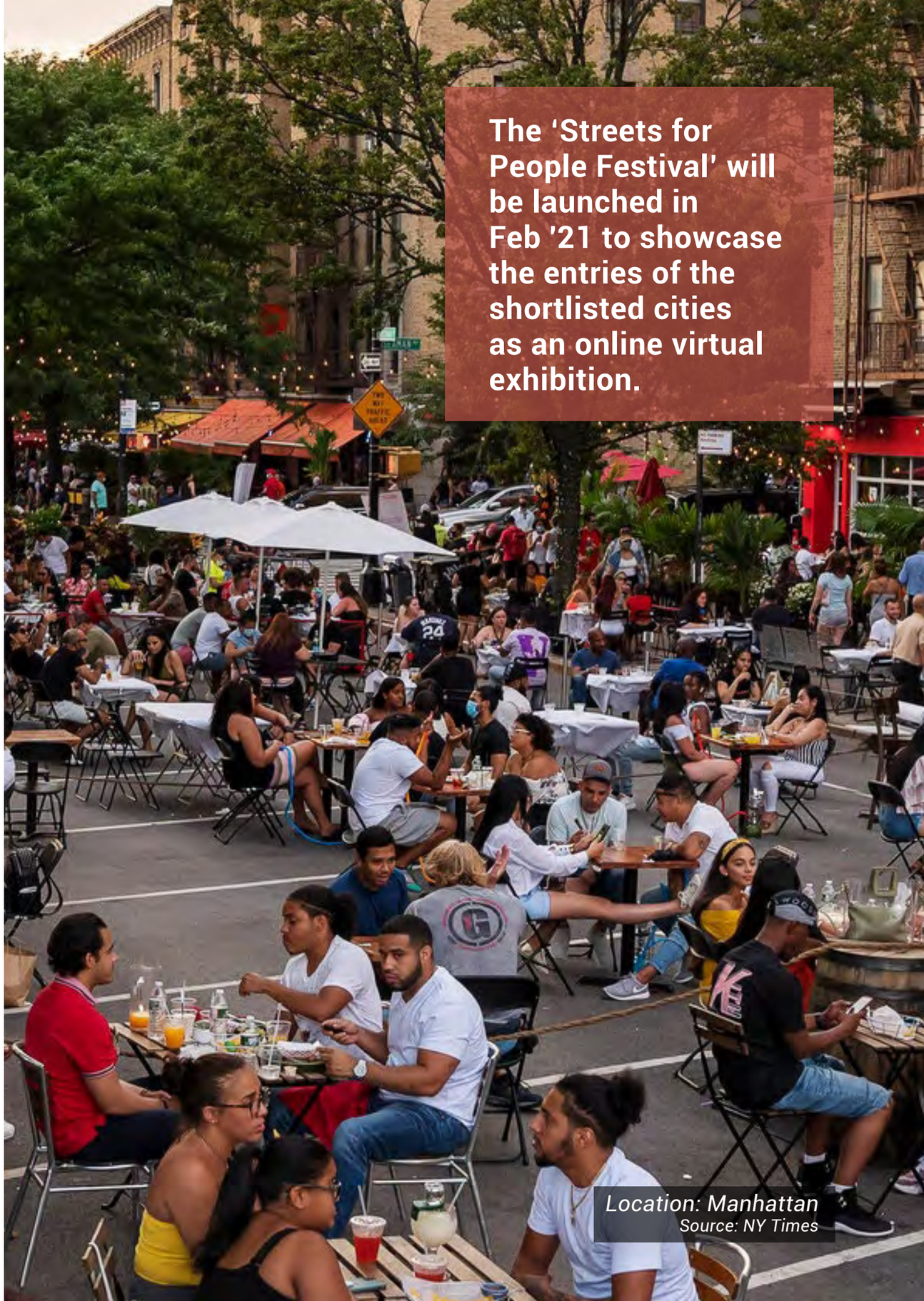
- **All cities have to test at least one pilot:** comprising a flagship walking initiative and a neighbourhood scale intervention;
- **Report submission:** The evaluation of the pilot, its learnings and the conceptual city-level scale-up plan has to be submitted by the cities as a report;
- **Citizen 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.



The 'Streets for People Festival' will be launched in Feb '21 to showcase the entries of the shortlisted cities as an online virtual exhibition.

Location: Manhattan
Source: NY Times

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.

Location: Auckland
Source: greaterauckland.org.nz

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.

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.

Location: Utah
Source: AIA

03 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 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

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.

04 Timeline

Apply

Online registration opens: **11th Sep ‘20**

Online registration closes: **18th Sep ‘20 23:59 (IST)**

Stage 01

Submission of Stage 01 proposals: **11th Feb ‘21**

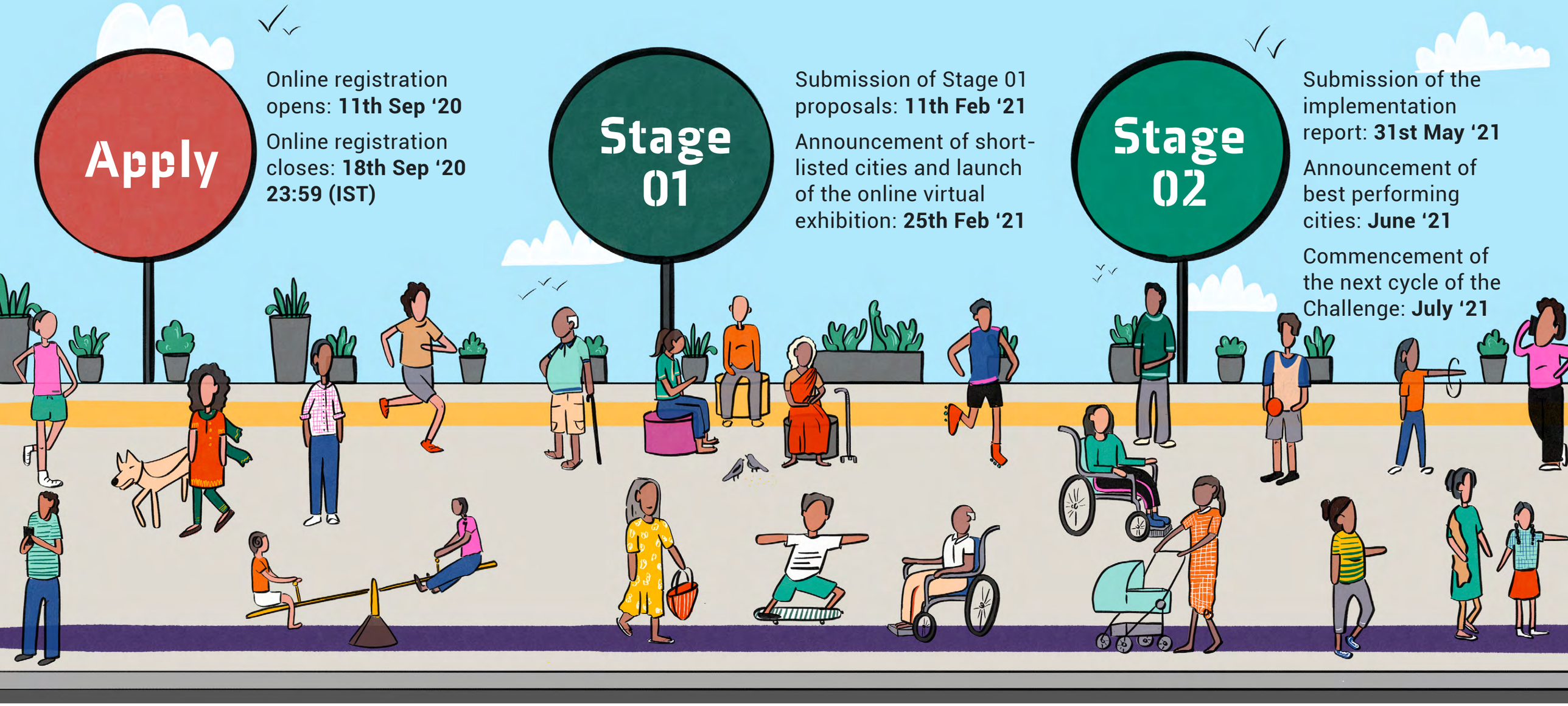
Announcement of short-listed cities and launch of the online virtual exhibition: **25th Feb ‘21**

Stage 02

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/

Location: Mumbai
Source: bandra.info

07 Guidance for cities

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.

Location: New York
Source: NYC DOT

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

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

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

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.

Location: Chennai

08 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
1	Agartala
2	Agra
3	Ahmedabad
4	Aizawl
5	Ajmer
6	Aligarh
7	Amravati
8	Amritsar
9	Asansol
10	Aurangabad
11	Bareilly
12	Belagaavi
13	Bengaluru
14	Bhagalpur
15	Bhavnagar
16	Bhiwandi
17	Bhopal
18	Bhubaneswar
19	Bihar Sharif
20	Bikaner
21	Bilaspur
22	Bokaro Steel City
23	Chandigarh
24	Chennai
25	Coimbatore
26	Cuttack
27	Dahod
28	Daman
29	Davangere
30	Dehradun
31	Delhi
32	Dhanbad
33	Dharamasala
34	Diu
35	Durgapur
36	Durg-Bhilainagar
37	Erode
38	Faridabad
39	Firozabad
40	Gandhinagar
41	Gangtok
42	Ghaziabad
43	Gorakhpur
44	Gulbarga
45	Guntur
46	Gurgaon
47	Guwahati
48	Gwalior
49	Hubli-Dharwad
50	Hyderabad
51	Imphal
52	Indore
53	Itanagar
54	Jabalpur
55	Jaipur
56	Jalandhar
57	Jammu
58	Jamnagar
59	Jamshedpur
60	Jhansi
61	Jodhpur
62	Kakinada
63	Kalyan
64	Kannur
65	Kanpur
66	Karimnagar
67	Karnal
68	Kavaratti
69	Kochi
70	Kohima
71	Kolhapur
72	Kolkata
73	Kollam
74	Kota
75	Kozhikode
76	Kurnool
77	Leh
78	Lucknow
79	Ludhiana
80	Madurai
81	Malappuram
82	Malegaon
83	Mangalore
84	Meerut
85	Moradabad
86	Mumbai
87	Muzaffarpur
88	Mysore
89	Nagpur
90	Namchi
91	Nanded Waghala
92	Nashik
93	Naya Raipur
94	Nellore
95	New Town Kolkata
96	Noida
97	Panaji
98	Pasighat
99	Patna
100	Pimpri Chinchwad
101	Port Blair
102	Prayagraj
103	Puducherry
104	Pune
105	Raipur
106	Rajkot
107	Ranchi
108	Rourkela
109	Sagar
110	Saharanpur
111	Salem
112	Sangali
113	Satna
114	Shillong
115	Shimla
116	Shimoga
117	Siliguri
118	Silvassa
119	Solapur
120	Srinagar
121	Surat
122	Thane
123	Thanjavur
124	Thiruvananthapuram
125	Thoothukudi
126	Thrissur
127	Tiruchirappalli
128	Tirunelveli
129	Tirupati
130	Tiruppur
131	Tumakuru
132	Udaipur
133	Ujjain
134	Vadodara
135	Varanasi
136	Vasai Virar City
137	Vellore
138	Vijayawada
139	Visakhapatnam
140	Warangal

For more details, visit:
smartnet.niua.org/indiastreetchallenge/