WRI INDIA | SUSTAINABLE CITIES

STREETS for ALL

A toolkit for decision makers, city officials & citizen groups

EMBARQ

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STREETS FOR ALL TOOLKIT

6,27,000
Premature deaths due to air pollution[1]

3% Decline in GDP due to motor vehicle crashes[2]

140,000 Deaths due to road accidents[3]

10% Transport sector's contribution to GHG emissions[4]

Executive Summary

Over the last decade, cities across India have witnessed rapid urbanisation resulting in excessive motorisation. With over 15 million cars in India in 2015, car ownership in several cities like Delhi, Bangalore, and Chennai is more than 100 cars per 1,000 population. While overall vehicular ownership is low compared to other global cities, the current levels have resulted in severe congestion and deteriorating urban environment including road fatalities, air pollution, greenhouse gas emissions (GHG), economic loss and so on. Streets are intended as public spaces serving the needs of different types of users across all leve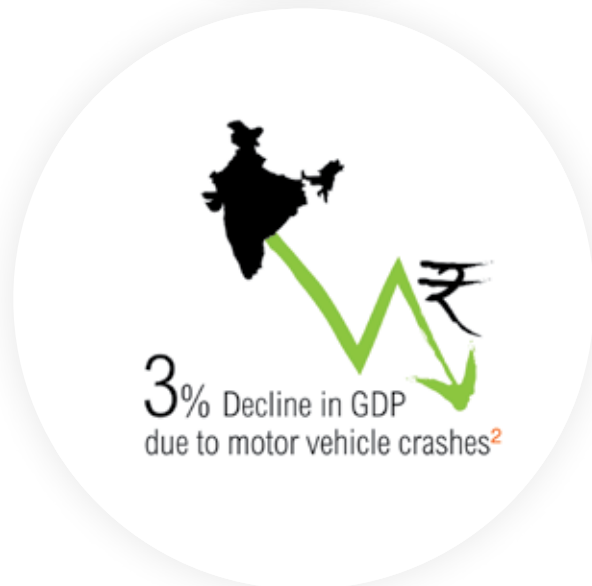ls, and not just vehicles. According to India's National Urban Transport Policy (NUTP), streets should be designed with an equitable allocation of road space.

1. http://www.downtoearth.org.in/news/delhi-loses-80-lives-to-air-pollution-every-day-says-study-50222
2. http://www.autocarpro.in/news-national/economic-loss-road-accidents-india-estimated-gdp-8580
3. http://ncrb.nic.in/StatPublications/ADSI/ADSI2014/chapter-1A%20traffic%20accidents.pdf
4. http://unfccc.int/resource/docs/natc/indbur1.pdf

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Following the success of Colombia's Ciclovía, which began in Bogotá in 1976, similar open street initiatives have spread to at least 110 cities worldwide.[5]

The Streets For All Initiative

The Streets for All initiative is a sustained community movement towards the provision of better and safer walking and cycling infrastructure in our city. It provides a platform for engagement between government, media, NGOs, technocrats and the community, in order to jointly develop workable solutions to improve the safety and mobility conditions on our streets. Streets for All could be a weekly, bi-weekly, or monthly open streets event[6] when select streets are closed to private vehicles for several hours. Usually held on Sundays, streets are opened up for the exclusive use of pedestrians, cyclists, and other users of non-motorised transport (NMT).

Following the success of Colombia's Ciclovía, which began in Bogotá in 1976, similar open streets initiatives have spread to at least 110 cities worldwide. The initiative started as Raahgiri Day in Gurgaon in 2013, one of the first successful open streets events in India. It has been replicated and adopted under different names in several cities across India with new events taking place weekly.

Core Values

Safety: Every activity performed at the event must prioritise the safety and well-being of all who participate.

Inclusiveness: All activities are free and everyone is welcome to attend.

Respect: Everyone is mindful of the rights of fellow attendees, and respects police authority and traffic laws.

Neutrality: Streets for All will not be affiliated with any political or religious groups and will be a non-commercial initiative.

Family-Oriented: Every Streets for All event will be appropriate for people of all ages and will not contain speeches or activities that are considered deliberately offensive.

Clean Streets: No food, leaflets, or other branding materials that could end up as litter will be sold or distributed. Attendees must also make an effort to minimise waste in the area to ensure that the event does not cause a disturbance to the wider locality.

5. http://880cities.org/images/openstreets-template/pdf/FactSheet_CicloviasRecreativas.pdf
6. An open street event closes streets to automobile traffic temporarily, so that streets may be used for other purposes, eg. walking, cycling, jogging, etc. For more on open street events The Open Streets Guide.

Objectives Of The Initiative

Improving Road Safety: The initiative promotes Cities Safer by Design, a set of urban design recommendations through infrastructure change that helps reduce traffic fatalities.[7] In addition, Streets for All initiative seeks to spread awareness of issues of road safety and to promote good traffic habits for all users.

Reducing Pollution: By encouraging walking and cycling and public transport, the Streets for All initiative is dedicated to lowering the pollution levels in cities. This is beneficial to both the environment and to the public health.

Promoting Health And Wellness: The World Health Organisation (WHO) recommends 150 minutes of moderate-intensity, or 75 minutes of vigorous-intensity aerobic activity per week for adults aged 18-64 (World Health Organization 2015). The Streets for All initiative can be a great way to work towards this goal in promoting health and wellness and encouraging people to move away from their sedentary lifestyles.

Development For All: Streets for All is intended to bring together people from a variety of backgrounds. This initiative is meant to inspire more inclusive development of India's transportation infrastructure to ensure that streets and other public spaces remain truly public.

7. More information can be found on Cities Safer by Design report, found at the WRI Publications webpage.

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The Streets For All Toolkit aims to serve as a guidebook for citizen groups and communities to implement the Streets for All initiatives in their local areas. It provides detailed steps for planning, operating, implementing and evaluating these open streets events.

1.0 Planning

Duration Of The Planning Phase: 3-6 Months

Launching a new Streets for All initiative requires extensive planning. From choosing the team and the location, to requesting permission to holding the event and garnering support, the planning process may take three to six months of preparation. This chapter will detail this process and offer estimated timelines for getting each step done.

Build CORE
TEAM

1

1.1 Building Core Team

<u>Duration:</u> 1-2 Weeks

The most fundamental step to ensure a successful Streets for All initiative is to build a competent and motivated core team. The role of the Streets for All team will be to direct every step outlined in this toolkit. As for useful skills, team members should possess the following attributes:

- Knowledge of local government structure and institutions including municipal corporation, police, and residential associations
- Ability to connect with government agencies, prominent local leaders, business owners, and the public
- Management and organisational skills to oversee event planning, operations and implementation, as well as impact evaluation
- Passion for one's community and social cause

2

Bring
PARTNERS
on board

1.2 Partner & Community Engagement

<u>Duration:</u> 2-3 Months

Partners are individuals or organisations from all sectors in the community who have a stake in the success of the Streets for All initiative. Having strong partnerships is essential to the success of the initiative, both in the short term and the long term.

<u>Government Partners:</u> The municipal corporation approves permits to hold the event at the desired location and time and potentially funds the initiative. The support of public bus transport agencies is essential to provide the means for attendees to arrive to the event and divert certain routes passing through the Streets for All corridor. The traffic police ensures the safety and smooth flow of traffic and the police force maintains order and security throughout the day of the event. State public works departments construct and maintain the transport infrastructure used by motor vehicles and NMTs alike. Individual leaders in the government, such as municipal corporators, can serve as champions for the causes the Streets for All initiative supports.

<u>Community Partners:</u> Partners in the community can include residential groups, cycling associations, NGOs, schools, hospitals, and even individual citizens. These partners can contribute in a number of ways. For example, they may share knowledge and innovation, provide spaces at their facilities in the corridor for parking or activities, or serve as a source of volunteers to help guide the event.

<u>Community Residents:</u> The public's support of the programme is a great indicator as to the future success of the initiative. These will be the participants of the events when Streets for All gets off the ground. It is also

Road Safety: On average, how many traffic accidents occur in the area? How many of them involve pedestrians and cyclists?

Land Use Patterns: Is the area composed of high-density, mixed-use spaces that contain plenty of residential and commercial properties around the primary corridor? Would there be many shops open during a Streets for All event that would help attract a bigger crowd? Is the corridor well-shaded? Are there service roads?

Partner Support: How likely will this corridor receive authorisation to conduct a Streets for All event by the municipal corporation? Is the necessary funding available to cover capital costs and recurring costs? Have members of the local community shown their support by indicating they would volunteer or attend the event or participate as activity organisers?

Traffic Conditions: How much motor traffic passes through the corridor? How would traffic be diverted when roads are closed to personal motor vehicles during a Streets for All event? Are there available detours to avoid the corridor and keep traffic flowing smoothly? Is traffic signage in the area clearly marked? What is the width of the corridor and the number of intersections?

Public Transport: How easy is it for people to reach this location without the need for personal motor vehicles? Do the bus or metro lines intersect near the corridor to ensure more passengers come through the area?

important for citizens to engage with their local leaders to request policy makers to make public funds available for the initiative.

Media Partners: The print media can publish articles and opinion pieces relevant to urban transportation issues that are relevant to Streets for All. They can also publish event schedules and information that would facilitate new attendees to come to the events. Radio and television media can run ads for Streets for All that promote the event to a wide audience.

Business Partners: Local shops, small businesses, and corporate partners that stand to gain from a strong attendance of Streets for All events can be incentivised to inform their customers of events and updates.

1.3 Corridor Selection

Duration: 1-2 weeks

Deadline: Before permit applications are submitted the ideal corridor for Streets for All Initiative should be iconic (well-known within the city) easily accessible for people. There should be parallel alternative roads to divert traffic and should not be on a hospital or an emergency route. The corridor should be a mixed-use corridor with abundant residential and commercial properties. The traffic police must approve the corridor in order to be a suitable location. Therefore, it is good practice to list more than one viable corridor around the locality to serve as a possible event site.

Some of the most important questions one must ask of a potential corridor when conducting the feasibility may include:
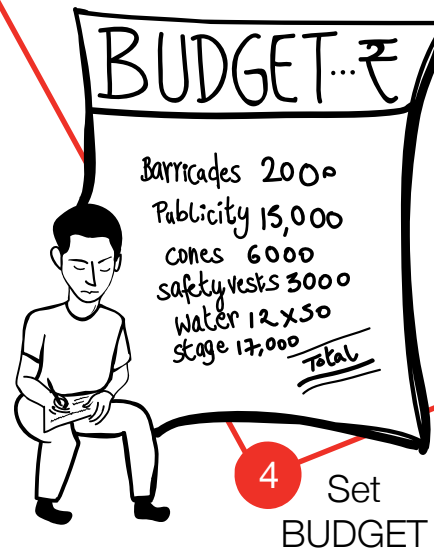
Pollution: What is the condition of air and noise pollution?

Emergency Services: How far are the nearest police and fire stations? Is there a hospital or clinic near the corridor that could treat attendees who may need medical assistance during an event? Are there service lanes that can be used by emergency vehicles to easily navigate through the corridor?

Local Organisations: Are there organisations headquartered in and around the corridor who can potentially become a Streets for All as partner? Is this organisation (school, hospital, business, NGO, residential association, government entity) a good source for volunteers, knowledge, or any other valuable resource to Streets for All, and are they willing to participate?

Available Parking: Are there offices, schools, or other buildings in the area that are typically not operating on Sundays that have available parking spaces for those attendees who must drive to the event?
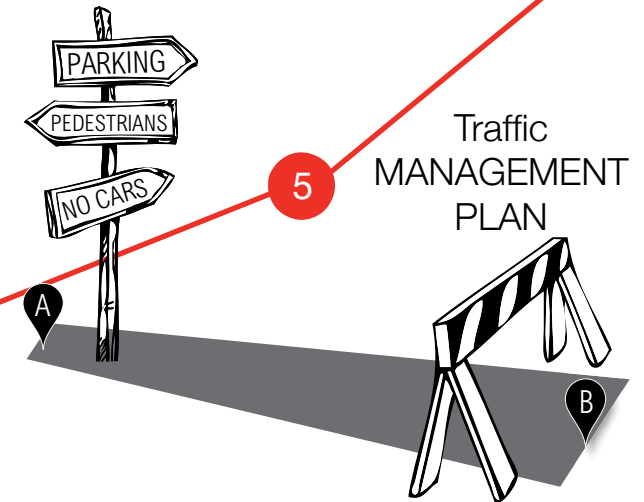
Special Considerations: Are there heritage monuments or other characteristics about the area that make it a suitable Streets for All site? Are there religious institutions that need access during the Streets for All initiative?

4 Set BUDGET

5 Traffic MANAGEMENT PLAN

1.4 Budgeting

<u>Duration:</u> 1-2 weeks

Costs for hosting Streets for All events will vary greatly from one location to another, depending on a range of factors. Most costs fall into one of two categories: capital costs or recurring costs. Capital costs refer to the mandatory expenses needed to bring the first Streets for All event to operability. Recurring costs refer to periodic expenses that repeat each time a Streets for All event takes place (weekly, monthly, etc). See **Appendix 1 & 2** for detailed information.

1.5 Traffic Management Plan

<u>Duration:</u> 1-2 Weeks

<u>Deadline:</u> Before permit applications are submitted

The purpose of the traffic management plan is to maintain smooth traffic flow around the event corridor on Streets for All day, and to provide this information to the public. It is important to coordinate with residents who own cars inside the corridor and within the immediate neighbourhood who may need to drive on the day of the event. It is essential that the existing traffic in the area be minimally affected and alternate routes for the diverted traffic be carefully planned. The traffic management plan should take into consideration traffic re-routing for internal minor streets connecting to the event corridor.

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Signage and other way-finding information for the public should be created in coordination with traffic police and other participating agencies. A traffic management plan for the programme should be put up on the event website, Facebook page and other media being used to publicise the event. A series of articles with the traffic management plan should be circulated before and during the programme through the media partners.

1.5.1 Proposed Plan For Access To Adjacent Properties: For the traffic rerouting plan to work for the duration of the event, there is a need for regulating the access points in and out. This should be executed by strategic placement of movable barricades across median breaks. These include the mid-block U-turns, intersecting minor streets and other minor intersections. These points should be manned by police constables who will allow the entry and exit for vehicles that need to access a property or alternatively that have come out of such a property and need to continue onward. A comprehensive effort should be made to notify all residents along the route of the traffic management plan. Through this, residents will be able to identify the nearest access points near their gate and the median or minor intersection will be opened for the occasional vehicle that needs to access/leave a property. Volunteers should also be placed at fixed intervals to assist police with all such movements.

1.5.2 Proposed Bus Re-Routing Plan: In order to avoid confusion for the bus commuter, all rerouted

Figure 1: Location map of event location in Raahgiri Day, Gurgaon

routes should be clearly marked on a map and the information be shared with commuters along the corridor. A commuter whose bus is re-routed should walk to the closest bus-stop on the other road, by walking down any one of the many minor streets. The planning team should work very closely with the bus transport agency to coordinate all these efforts. Signage must be placed at bus-stops indicating rerouting and the same should be put up on the Streets for All event website, Facebook page, and other media outlets being used.

1.5.3 Parking Management: It is critical that the existing parking in this area be handled efficiently to avoid traffic issues. An inventory of open spaces that can alternately serve this parking demand should be prepared

in this regard. The recommended list of parking area locations should be arrived at through discussions and suggestions of municipal corporation and police officials. Parking at these locations must be charged, and the revenue generated should be used to cover the expenses related to managing the parking.

The traffic management plan is used to facilitate the approval of permits required to close streets, reroute traffic, and perform other necessary event functions that require special authorisation. The format of the traffic management plan may vary depending on which governing body is granting authorisation. Generally, it will include a detailed map of the corridor illustrating which streets will be closed to personal motor vehicles, and how traffic will be diverted during the event.

1.5.4 Access For Municipal Corporation's Solid

Waste Management Vehicles: A consolidated plan should be developed with the corporation to coordinate the garbage collection times such that collections on the corridor happen after the event.

1.5.5 Access For Emergency Vehicles: Emergency
vehicles should be granted all accesses with no restrictions. Additionally building partnership with local hospitals for the event will be essential so that there is emergency medical care, first-aid and health check-ups available at all times during the event.

Permits
& Event
AUTHORIZATION

1.6 Event Authorisation And Permits

Duration: (1-3 Months)

Deadline: 3 weeks before the scheduled event
Procedures for permit applications will vary between the different agencies that grant them. It is important to identify which activities require permits and contact the appropriate public office and receive instructions for each particular permit process.

Generally, the team will need to write a letter asking for approval of the permit, fill out all required forms, attach supporting documents, and pay the required fee to obtain a permit. Supporting documents may include the traffic management plan, selected corridor, or others. If there is any question or doubt about whether a permit is necessary for a particular function, the team should consult with a local government official for confirmation. Instances that

require permits and the agencies that grant them may include:

Closing Streets/Diverting Traffic/Managing Major Intersections: Contact the local and central traffic police

Street Vendor And Crowd Management: Contact the local traffic police

Parking Management: Contact the local traffic police

Excessive Noise: Contact the local and central traffic police
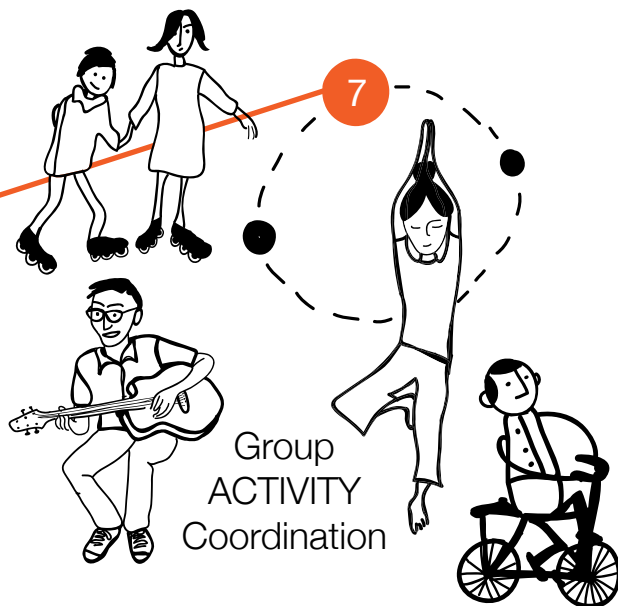
Use Of Public Property: Contact the local municipal agency

Alternate routes for trash collection: If trash collection coincides with the timing of the event, contact the local municipal agency

Hosting A Non-Commercial Event: Contact the District Collector

Fire Hazard: Contact the local fire station

Rerouting Buses: Contact the bus transport agency

After the permit application and all supporting documents have been submitted, it will be necessary for the team to perform regular follow-ups with the granting authority. This is to ensure the process is moving and the permit will be processed in a timely manner.

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Group
ACTIVITY
Coordination

1.7 Group Activity Coordination

Group activities provide one of the best incentives for people to come out to Streets for All events. These activities can be both fun and engaging, while spreading awareness about the initiative's objectives and abiding to the core values.

The core team or event manager should strive to have as many group activities as the event site can accommodate without overwhelming the participants. Potential activity coordinators should be informed that they must apply to hold activities well in advance, no less than three weeks before an event.

This time allows for their group activity application to be reviewed, and for logistical questions to be answered ahead of the event. Activities can vary from fitness, sports, arts and crafts, board games and awareness campaigns. Any activity organised should not be in violation of the core values of the Streets for All initiative.

2.0 Branding, Marketing And Communication

2.1 Branding

Having a successful brand early in the campaign is an effective way to associate causes like road safety, wellness, and protecting the environment with the Streets for All initiative. A strong brand reflects the mission of Streets for All, while offering a glimpse into how it accomplishes that mission. The brand logo can include a tagline or catchphrase that sends an additional message to an audience.

It will be up to the core team whether to adopt the name "Streets for All" for the initiative, align with an existing brand (with support from that campaign's coordinators), or create an entirely new brand. In some cases, the wishes of the initiative's partners, or the public may steer this decision one way or another. For example, Raahgiri Day is a brand that is found in about a dozen open streets initiatives across India. However, Mumbai's open streets initiative chose to go with a new brand of its own, Equal Streets, at the request of its partners. Once a brand and logo have been designed, this identity should be used consistently and should remain unchanged. This helps build brand recognition with the intended audience – the initiative's partners and the public. The logo should be displayed prominently on banners, materials and other supplies featured at open street events, as well as in advertisements and social media. The logo or brand name should be registered as a trademark so as to prevent its misuse.

Equal Streets Logo (Mumbai)

Raahgiri Day Logo (Multiple Cities)

2.2 Marketing

The objective of marketing is to create an outreach strategy to significantly impact people's perception and establish a long term relationship with the participants of Streets for All initiative.

2.2.1 Engaging The Press: Engaging the press helps in spreading awareness about the initiative and reaching out to a wider audience with location details. It also helps in addressing any negative misconceptions specifically the inconvenience caused to motor-vehicle users. Opinion pieces on the benefits of Streets for All initiative can generate positive perception and participation.

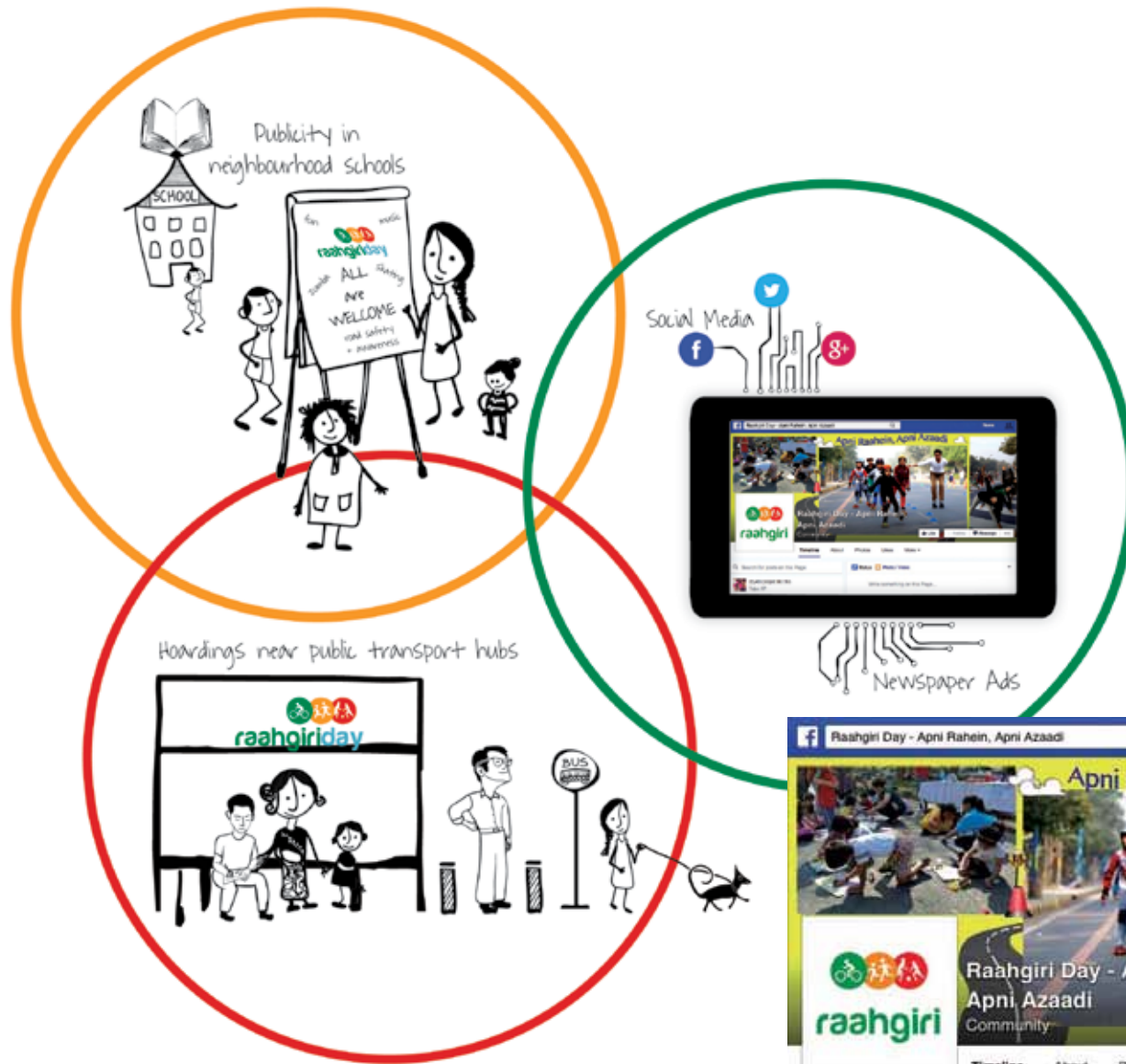2.2.2 Spreading The Word Through Social Media:
A vital part of the marketing strategy is to involve the students and young adult demographic. In Raaahgiri-

Gurgaon, a Facebook campaign was launched to reach out to a wider audience. Once the page was functional, it proved to be popular even amongst the general public with almost 22,400 likes to the page as of March 2016.

The page provides event updates to the general public. It also enables two-way communication between the organisers and the public to receive feedback as well as post comments, complaints and suggestions.

Several participants often requested to have their photos tagged online. As the number of followers increased, the media began to pay attention to the page, often referring to it for updates and photographs.

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Publicity in neighbourhood schools

SCHOOL

raahgiri day
ALL ARE WELCOME

Social Media

f

g+

Hoardings near public transport hubs

raahgiri day

BUS

Newspaper Ads

Once the page was functional, it proved to be popular even among the general public with almost 22,400 likes to the page as of March 2016. The page provides event updates to the general public. It also enables two-way communication between the organisers and the public to receive feedback as well as post comments, complaints and suggestions.

Raahgiri Day Facebook page

Although most social media tools are typically considered user friendly, it is a good idea to have a social media manager on the core team. This expert should be able to effectively use the most common social media tools available, across platforms (web browser, mobile apps, etc.), media and location-based services.
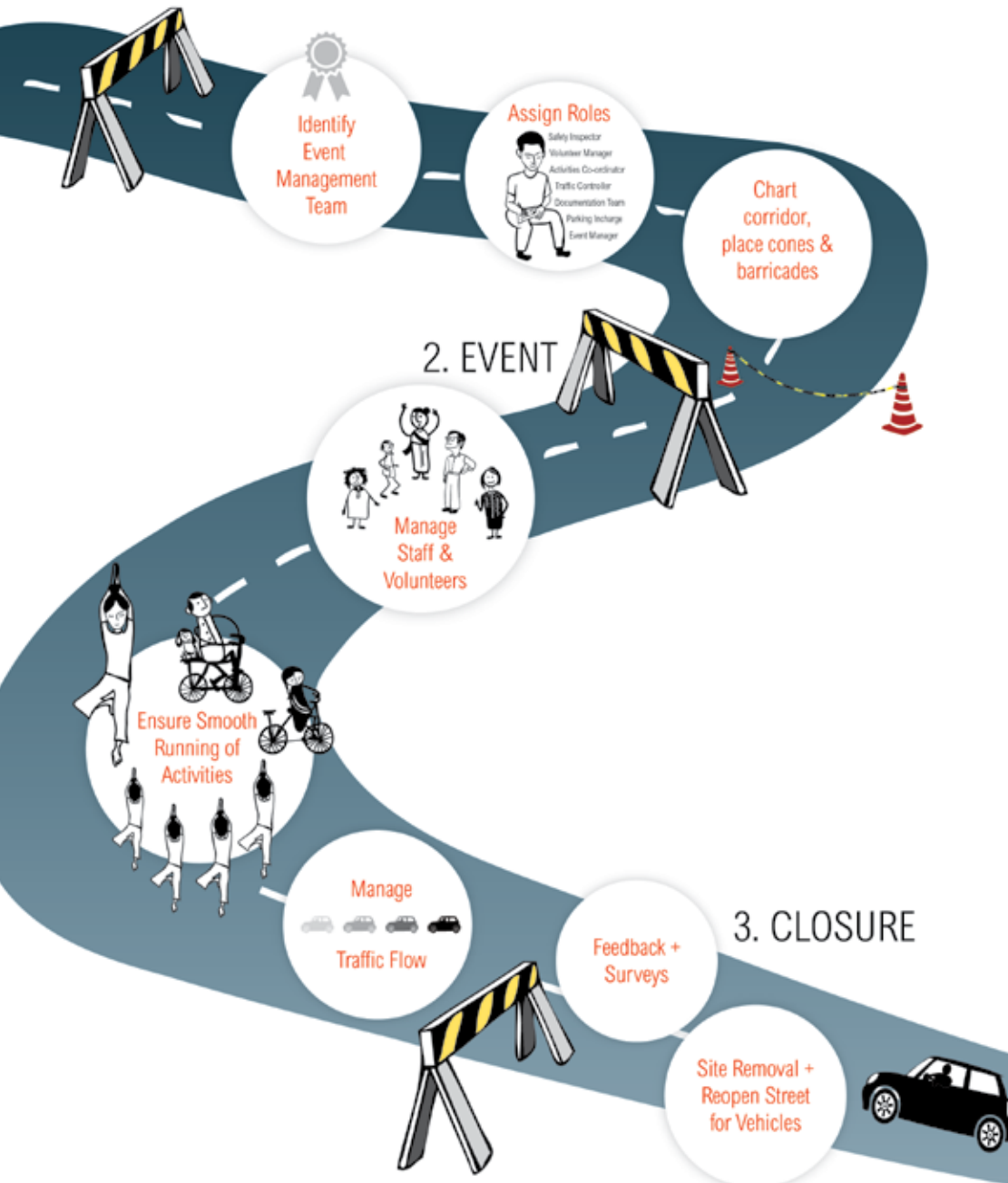
2.3 Communications

A communications plan develops the content for different media outlets and tailors it toward targeted audiences. In practice, the line between marketing and communications is blurred, with both activities occurring simultaneously for maximum effectiveness. Table 2.1 lists the different communication modes that can be used to achieve multiple objectives.

Mode of Communication	Uses
Newsletters / Pamphlets	- Periodic updates of events, needs, successes and plans - Create awareness - Engage the community
Public Forums / Seminars / Workshops	- Engage stakeholders and focus groups - Address questions and doubts
Study Tours to existing Streets for All initiatives	- Provide information - Develop relationships with the media
Interactions with the Media and Press Conferences	- Strengthen their role as a partner - Increase project visibility - Address criticism
Online Channels (Websites, Facebook, Email, etc.)	- Two-way communication between users and agency - Receive user feedback - Collect data

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1. IMPLEMENTATION

Identify Event Management Team

Assign Roles
Safety Inspector
Volunteer Manager
Activities Co-ordinator
Traffic Controller
Documentation Team
Parking Incharge
Event Manager

Chart corridor, place cones & barricades

2. EVENT

Manage Staff & Volunteers

Ensure Smooth Running of Activities

Manage Traffic Flow

Feedback + Surveys

3. CLOSURE

Site Removal + Reopen Street for Vehicles

3.0 Implementation Plan

The Streets for All initiative is composed of several tasks that must be completed in a timely manner to ensure the day's success. Event management is the supervision and coordination of all the details involved with operating a Streets for All event. Because this task has many moving parts that require careful coordination and attention to detail, it will be necessary for the core team to either assign a dedicated team or hire a professional event manager. The roles and responsibilities of the event management team will vary greatly from one location to the next, depending on the size and scope of the initiative, as well as the approved budget. Some of the common responsibilities of an event management team may include:

- Coordinating with Traffic Police to divert traffic and ensure safety of attendees in and around the event corridor
- Coordinating all the activities at the event with partners and their requirements
- Supervising logistical tasks like setting up the stage and electrical equipment
- Acting as a point of contact to partners, volunteers, and the public during the Streets for All event
- Ensuring permits and authorisations are up to date before each event
- Settling payments between parties for event costs and other fees if any
- Public relations and the media
- Contingencies and preparing for unexpected challenges

3.1 Event Preparation

Assemble The Streets For All Staff: Gather the core team, event management staff, volunteers, activity coordinators, and anyone else involved with setting up the day's event. Get a head count of all staff. Verify that the traffic police are arriving to the site as well.

Assign Roles: Delegate tasks and post locations for volunteers and activity coordinators, and distribute safety vests or badges as needed.

Enclose The Event Corridor: Set up signage, traffic cones, and ropes to cordon off the area to personal motor vehicles. Ensure barricades are being set up along

the perimeter of the corridor. Be sure to follow the traffic management plan. Track all equipment being used that day.

Set Up Within The Corridor: Set up bicycle rental stations, stages, kiosks, banners, tables and chairs, runner boards, and public address systems according to the site plan.

3.2 Event Execution

Greet Attendees: Ensure that pedestrians, cyclists, and others entering the event corridor are aware of the day's event and activities, and answer any questions.

Keep Motor Vehicles From Entering: Check that event and traffic signage both remain clearly visible throughout the event, and watch for motorists who may try to mistakenly enter the corridor.

Coordinate Activities: As group activities end and new ones begin, be sure to let attendees know. Circulate event schedules whenever possible and check with activity coordinators to make sure they begin on time.

Check On Event Staff: Be sure that all personnel are accounted for at all times, and that they are able to take breaks as needed, including for lunch.

Engage Attendees: The event is an excellent opportunity to have a public discourse about issues such as road safety, health, and the environment. Get participants' thoughts on the event, including suggestions and constructive criticisms. If surveys have been created ahead of time, distribute them throughout the day and collect user feedback to improve future events.

Contingencies: As with any large event, it is important to anticipate the possibility of unexpected issues arising. Dealing with contingencies must be factored into the event budget, and it is important to have strong partnerships with local police, hospitals, and other emergency services. Emphasise the importance of safety to attendees, and check that activities are being performed in a safe manner. Have first aid kits available around the corridor in case of minor cuts and bruises, and distribute a list of emergency contact numbers to all staff.

3.3 Event Closing

Inform Attendees: While attendees are free to remain on site as the event closes, it is important to remind them that motor vehicles will soon be allowed to pass through the corridor. Remind people to take normal pedestrian and cyclist precautions and to stay out of the streets when normal traffic flow resumes in the corridor by announcing and directing them to the nearest exit.

Site Removal: Collect all equipment used for the day's event, and ensure it is returned in the same condition as when it was issued.

Reopen Event Corridor: After the streets have been cleared of stages, kiosks, tables and other equipment, begin removing signage and barriers to motor vehicles. Coordinate with the traffic police so that normal traffic conditions can resume properly.

Release Event Staff: Thank all volunteers for helping make the day's event a success and encourage them to participate in future events, and to bring a friend or family member.
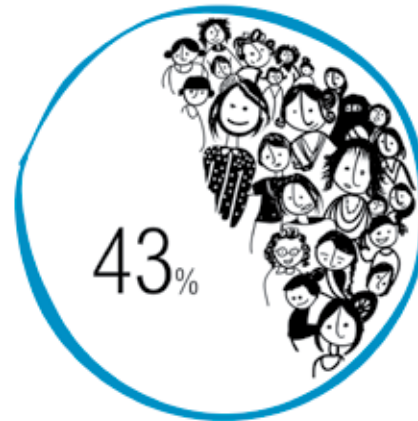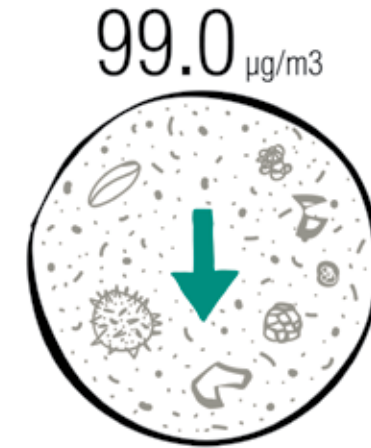
5 to 0

Road fatalities came down
from 5 to 0 [8]

(Between Nov 2013-Oct 2014)

43%

43% of all attendees
were women [9]

99.0 µg/m3

Air quality (PM 2.5 down from
147 µg/m3 to 99.0 µg/m3 [10]

4.0 Impact Evaluation

As with most projects or initiatives it is necessary to evaluate the effectiveness of Streets for All. While a full impact evaluation study cannot be conducted until after multiple events have taken place, it is important to think about this step early in the planning phase. Impacts are evaluated by collecting data on various indicators in the community, before and after Streets for All events have been held. These data are then compared to each other to glean changes that indicate trends that may be linked to the initiative – the impacts of Streets for All on the community. The collected data may take one of two forms: quantitative data or qualitative data.

4.1 Data Collection

Quantitative data is information that expresses an amount or range of an indicator. This can be anything from the number of traffic accidents in a given location at a given time, or the amount of pollution in the air. This type of information may be acquired by looking at recorded events, such as documented cases of motor vehicle crashes, if available. In other cases, it may require special instruments that can take precise measurements, such as a device that measures pollution by measuring particulates emitted into the air by cars.
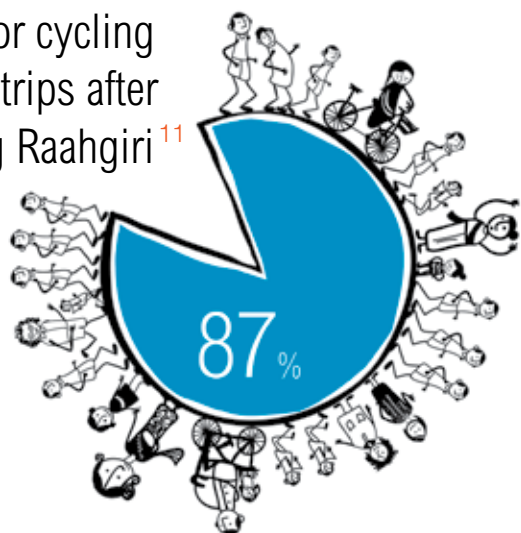
Qualitative data, on the other hand, may be more accessible in order to measure the impact of Streets for All and present findings to partners. This type of information approximates or characterises values

of indicators without giving a number or range of figures. This can include simple opinion polls and surveys, both inexpensive and effective methods to acquire this type of information.
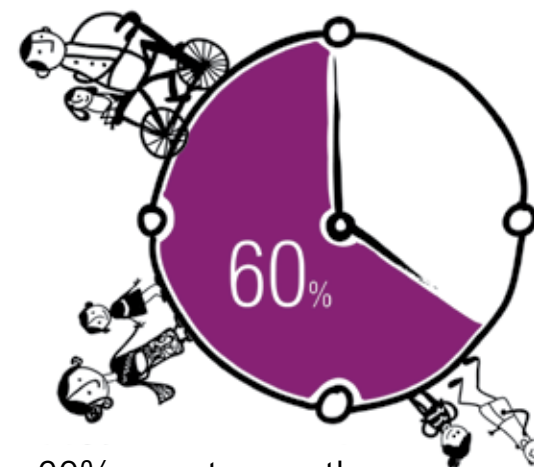
4.1.1 Feedback Survey: The team can create surveys tailored to different participants who attend events to get different perspectives on the effectiveness of Streets for All with regard to the community. Amongst the different participants are the public, volunteers, business owners, and activity coordinators. A good survey prominently features the initiative's branding, asks clear questions that do not require complex answers, and captures as much identifying information as possible. The better the survey, the better the feedback and data.

8, 9, 10. Survey done in Nov 2014 to measure impacts of Raahgiri Day, Gurgaon, one year after implementation. Survey questionnaire similar to the one shown in the Appendix was used.

87% started walking or cycling for short trips after attending Raahgiri[11]

87%

29% increase in sales of local businesses[12]

29%

60% spent more than 4 hours at Raahgiri[13]

60%

4.2 Primary Impacts

The following indicators directly correlate to the objectives Streets for All seeks to accomplish. These should be assessed before the launch of the initiative in the planning phase, and then after each event in order to evaluate the impact on the community.

Road Safety: How do the local statistics on traffic-related accidents, injuries and fatalities compare before and after Streets for All was implemented? How do these numbers look in terms of road accidents involving pedestrians, cyclists, and other non-motorised transport users? What types of activities, seminars, or public discussions that took place during open street events aimed to address this issue straight on? Did the Streets for All campaign have a measurable impact on road safety?

What more can be done during Streets for All to improve road safety?

Public Health: Has there been any improvement in the overall state of health and wellness in the community? Are more people choosing to walk or cycle to get around, particularly for short trips? Is there any indication that respiratory illnesses due to air pollution have decreased?

The Environment: Are there instruments available that can measure air quality, particularly gaseous air pollutants and particulate matter emitted from cars? Do these measurements show a negative trend in air pollution over time? As for noise pollution, do residents in the area report hearing less honking from vehicles since Streets for All launched in their community? Are there new activities that can be

introduced to Streets for All events to tackle these two issues of air and noise pollution?

Local Economy: Do shop owners around the corridor report increased business on Streets for All day on account of attendees visiting their shops? Could these increases result in more jobs in the community? Consider creating a survey specifically for business owners impacted by open street events to gather relevant data.

4.3 Secondary Impacts

While these indicators do not immediately fall under the scope of the Streets for All objectives, they indirectly affect the primary impacts above. The questions below may not be answered very soon after the start of the initiative, but may be answered over the long term.

11, 12, 13. Survey done in Nov 2014 to measure impacts of Raahgiri Day, Gurgaon, one year after implementation. Survey questionnaire similar to the one shown in the Appendix was used.

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Social Impacts: Do members of the community engage with each other more frequently on account of Streets for All? Is there greater use of public spaces by pedestrians, cyclists, and other non-motorised transport users after attending the events?

Public Transport And Non-Motorised Transport Usage: Are people opting not to drive personal motor vehicles in favour of walking, cycling, using public transport, or even carpooling? How many cars are being taken off the road at any given time due to increased awareness of the benefits of other modes of transport? What spill over effects does this trend have on other causes important to Streets for All?

Infrastructure Development: Is public policy shifting in favour of more inclusive development of street space? Are new roads being constructed with fewer car lanes and flyovers in order to accommodate other forms of transport, such as bicycle lanes and pavements for pedestrians? Are government officials hearing the message that transportation infrastructure should benefit more people than only motor vehicle users?

CAR-FREE DAY

Air quality in Gurgaon was visibly better the morning after car-free day.

2 DAYS AFTER

http://bit.ly/1Nk0I5V

Photo credit: Jasbir Singh/ Jam & Ketchup

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Day After Car Free Day: September 23, 2015   2 Days After: September 24, 2015

5.0 Way Forward

Streets for All is meant to be one part of a wider initiative to improve the quality of life across our cities. This initiative is about bringing people together from all walks of life, united in the cause of greater safety, health, and prosperity to all Indians. In order to bring lasting change, these issues must be scaled up from the grassroots level to countrywide. The more the communities engage their citizens through events like Streets for All, the better chance there is in bringing attention to these issues nationally. And the more citizens bring these issues to the attention of their government, the better chance there is of success in ensuring more inclusive streets for all. These engagements can lead to changes in policy that make cities safer through better design. New initiatives can emerge as well, such as Car Free Day in Delhi, Gurgaon and Hyderabad, which encourages motorists to use alternative means of transportation by giving up their cars on week day travel. The goal is to have cities with safer streets, healthier citizens, a cleaner environment, and a stronger economy that we can all enjoy.

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Appendix 1 & 2

Sl. No	Item	Total units for the entire stretch
1	Activity stage along with PA system	1
2	Cycles (through Sponsorship)	200
3	Tables	10
4	Transportation for chairs and tents	1
5	Chairs	20
6	Placement of cones, barricades and signage	1
7	Event supervision and backend support	1

Table 1.1: List of items (Recurring Costs) Raahgiri Day, Gurgaon

Sl. No	Item	Total units for entire stretch	Remarks
1	Cones	150	Used for managing traffic. Quantity will depend on actual site conditions. May be procured by the civic authorities.
2	Nylon rope for cones (per metre)	200	Used for managing traffic and also connecting cones. Quantity will depend on actual site conditions. May be procured by the civic authorities.
3	Safety vests for Volunteers	15	Quantity will depend on actual site conditions. May be procured by the civic authorities.
4	Barricades (iron)	20	Quantity will depend on actual site conditions. Traffic Police may be able to provide these. Also plastic barricades may be used at about Rs 2000 per unit
5	Traffic signage with stand	10	Quantity will depend on actual site conditions. May be procured by the civic authorities.
6	No Parking signage (1.5ft x 1.5ft)	10	Quantity will depend on actual site conditions. May be procured by the civic authorities.
7	Streets for All banners (6ft x 3ft)	10	For tying up with ropes for blocking smaller crossings. Quantity will depend on actual site conditions. May be procured by the civic authorities.
8	Runner boards (6ft x 2ft)	20	To mark activity areas.
9	Streets for All boards (8'x6')	6	Quantities will depend on actual site conditions. May be procured by the civic authorities.
10	Side stands for Streets for All boards	6	
11	Standees	10	For spreading the message about Streets for All and also giving visibility to the partners. May be procured by the civic authorities.
12	Kiosk - information desk + other	2	

Table 1.2: List of items (Capital Cost): Raahgiri Day, Gurgaon

Appendix 3 - Feedback Survey
Personal information

Gender
☐ Male ☐ Female

Age
☐ 10-19 years
☐ 20-29 years
☐ 30-39 years
☐ 40-49 years
☐ 50-59 years
☐ 60=< years

Monthly income
☐ Nil
☐ 0-7500
☐ 7500-10000
☐ 10000-20000
☐ 20000-30000
☐ Above 30000

Occupation………………………………………………………………………

General information

How frequently do you visit Raahgiri?
☐ Rarely or Just once
☐ Once in a month
☐ Twice in a month
☐ Thrice in a month

RAAHGIRI SUNDAY
Travel Information -

Specify distance travelled to reach Raahgiri location

………………………………………………………………………

By which mode did you reach the event?
☐ Cycle
☐ Auto Rickshaw
☐ Car
☐ 2W/Motorcycle
☐ Walk
☐ Bus
☐ Tata magic

How many members (family/friends) are accompanying you while travelling?
☐ None, travelling alone
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ More than 5 (Specify number) …………………………………….

Time taken to reach Raahgiri location?
☐ Less than 5 minutes
☐ 5-10 minutes
☐ 10-15 minutes
☐ 15-20 minutes
☐ 20-25 minutes
☐ 25-30 minutes
☐ More than 30 minutes (Specify) ……………

Level of Physical Activity

How much time do you usually spend on the following activities at Raahgiri?
Walking & Cycling at Raahgiri

Walking | Time Spent (Minutes)	Cycling | Time Spent (Minutes)
☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 (Specify) ………………..	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 (Specify) ………………..

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Other forms of Physical Activity undertaken on Raahgiri Sunday

Type of Activity	Name of Activity	Time Spent (Minutes)
Vigorous Physical Activity	☐ Aerobics ☐ Zumba ☐ Running	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 (Specify) ……………….
Moderate Physical Activity	☐ Double Tennis ☐ Yoga	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 (Specify) ……………….

Pre Raahgiri Sundays

<u>Travel Information</u>

What did you do on Sundays before Raahgiri?

Activity Undertaken	Mode of Travel	Distance Travelled (km)	Time Spent (Minutes)	No.of Members Accompanying
☐ Stay at Home ☐ Shopping ☐ Work ☐ Recreation ☐ Other ………… (Specify)	☐ Walk ☐ Cycle ☐ Car ☐ 2W/Motorcycle ☐ Auto Rickshaw ☐ Tata Magic ☐ Bus		☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 ………… (Specify)	☐ None ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ >5 ………… (Specify)

Impact of Raahgiri (Impact/influence on days other than Sundays)

How did Raahgiri influence you?

(a) Have you increased walking & cycling?   ☐ Yes   ☐ No

(b) If yes, please explain

Mode of Travel	When	Purpose	Time Spent (Minutes)	No. of Trips/ Week
Walk	Pre Raahgiri Weekdays	☐ Shopping ☐ Health ☐ Work ☐ Education ☐ Recreation ☐ Other ………	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 ……	
	Post Raahgiri Weekday	☐ Shopping ☐ Health ☐ Work ☐ Education ☐ Recreation ☐ Other ………	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 ……	
Cycle	Pre Raahgiri Weekdays	☐ Shopping ☐ Health ☐ Work ☐ Education ☐ Recreation ☐ Other ………	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 ……	
	Post Raahgiri Weekday	☐ Shopping ☐ Health ☐ Work ☐ Education ☐ Recreation ☐ Other ………	☐ 5-10 ☐ 10-15 ☐ 15-20 ☐ 20-25 ☐ 25-30 ☐ >30 ……	

Did you buy a cycle?   ☐ Yes   ☐ No

Do you think there is a need for separate bicycle track in your city…………………..

Will you prefer cycling provided there are cycle tracks in the city? …………………..

Will you use the bicycle sharing system if available? …………………………………...

Do you want any area in your neighbourhood to be pedestrianised? ☐ Yes ☐ No

If yes,   (a) Which area? …………………………………………………………………..

(b) Why? ………………………………………………………………………..............
Would you prefer walking, if there are pedestrian walkways?   ☐ Yes   ☐ No

Perception of Safety

Do you prefer Raahgiri over other public spaces/ outdoor spaces in the city?
☐ Yes   ☐ No
If yes, Why?
……………………………………………………………………………………
For what reasons do you use Raahgiri?
☐ Meeting Friends
☐ Physical Activity
☐ Accompanying children
☐ Other (Specify) ……………………………………………………………………

Do you use public spaces in the city, other than Raahgiri?   ☐ Yes   ☐ No
If yes, what are the public spaces you prefer using?
☐ Park   ☐ Marketplace   ☐ Others, Specify
……………………………………………………………………………………
For what activities / reasons do you use the above mentioned public spaces?
☐ Meeting friends
☐ Physical Activity
☐ Accompanying children
☐ Other (Specify) ……………………………………………………………………
Any suggestions you have regarding Raahgiri

……………………………………………………………………………………

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Authors

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STREETS for ALL

A toolkit for decision makers, city officials & citizen groups

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