Scaling Up: MAKE BIG SMALL PLANS

Tony Garcia
Better Streets, Better Places

• Transportation Planning
• Placemaking + Tactical Urbanism
• Architecture
• Public Outreach
• Training | Workshops
Visualizing Safe Streets

Existing
Automobile Space: 80%
People Space: 20%
Awesome! Now What?!

Existing
Automobile Space: 80%
People Space: 20%
Real Change is Hard!
This is where it all started

Action Alert: MDX Expansion Plan Review

by COMMUNITY COMMENTARY on JANUARY 24, 2012 - 2 COMMENTS

Do you love the Everglades? If so, then come to a meeting tonight.

Miami Dade Expressway Authority plans to use money from existing toll
Inspiration: Memorial Day Weekend, 2009
Lessons In Iterative Design

- **2009** – 3-day pop-up plaza, with lawn chairs
- **2010** – Pilot plaza with paint and temporary materials
- **2012** – Iterate design, evaluate outcomes, move forward with permanent design
- **2014** – Permanent plaza construction underway
- **2015** – Project Complete!
80% of Plans Are Never Implemented!

- Kaplan et. Al. (2005), Harvard
Why? This is How Most Cities Still Think about Project Delivery.

- slow + expensive
- (too) large scale aka. “Silver Bullet”
- Lack of transparency
- One way / static input
- Inflexible / Not results oriented
...reinforcing low trust in government

Public Trust in Government: 1958-2014

Public trust in the government remains near historic lows, although somewhat higher than during the October 2013 government shutdown. In a survey conducted in February 2014, 24% said they trust the government in Washington always or most of the time.

Explore public attitudes towards the federal government over time and compare the data with other key national indicators, such as consumer sentiment, the unemployment rate and changes within the elected leadership.
Expectation of progress + innovation

- We expect software + products will always get better.
- We are willing to tolerate imperfections; in fact these are expected.
Uncovering Tactical Urbanism

1. inexpensive
2. temporary
3. existing plans
4. Social capital
Putting the *Making* back in Placemaking
Make your plans work for you

BICYCLE NETWORK PLAN: CATEGORY 2: IMPROVE EXISTING

CATEGORY 2: IMPROVEMENTS TO EXISTING FACILITIES

The 5-10 year plan envisions improvements that can be made to the existing bikeway network (as identified in this report). These are envisioned as upgrades to facilities that exist today to safer facility types, as well as upgrades to Category 1 projects, a network of protected bike lanes on major corridors, and a network of secondary greenways on residential streets. Existing bike lanes and sharrows on major corridors should be converted into protected bicycle facilities, and critical connections at 71 Street, 63 Street, 51 Street, and Alhambra Chase Ave should be made. Major interventions in the plan occur on state or county roads, where the volume of traffic is above 25,000 ADT or the speed above 35 mph.

Notable in the Category 2 projects are improvements to Normandy Drive, Dade Boulevard, 6 Street, 53rd, and Washington, all of which currently have bicycle facilities that are used and should be upgraded to facilitate greater use, comfort and, most importantly, safety. Implementation of all Category 2 projects will result in an anticipated mode shift increase of between 5 - 10%.

23 PROTECTED BICYCLE LANE MILES

5% 10-YEAR BICYCLE MODE SHIFT

BICYCLE FACILITY TYPES

DADE BOULEVARD
SIDEWALK LEVEL PROTECTED BIKE LANES

PROTECTED LANES

LEGEND: BICYCLE NETWORK

- Existing
- Proposed
- Protected bike lane
- Grouped bike lane
- Neighborhood Greenway
- Neighborhood Bikeway

- Shared Lane
- Shared Space
Recognize the 2 systems at play:

Foot Logic: Corner Store

Car Logic: Corner Store

Sidewalks alone are not going to cut it.
BUILD, MEASURE, LEARN

Adapted from The Lean Startup by Eric Ries
TOP DOWN

Mayors | City Councilors | Municipal Departments

Developers
Entrepreneurs
Business Improvement Districts

TACTICAL URBANISM

Advocacy Organizations
Artists
Planning + Design Firms

BOTTOM UP

Citizen Activists | Community Groups | Neighborhood Organizations
**ITERATIVE PROJECT DELIVERY**

This chart illustrates the progression of an iterative approach to project delivery. Though not all projects need to follow this exact model, it can be helpful to see how each project phase builds towards the next, using incremental steps to deliver a capital project intended to create lasting change.

<table>
<thead>
<tr>
<th></th>
<th>DEMONSTRATION (1 day - 1 week - $)</th>
<th>PILOT (1 month - 1 year - $8)</th>
<th>INTERIM DESIGN (1 year - 5 years - $$8$)</th>
<th>LONG-TERM/CAPITAL (5 years - 50 years - $$$$)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Leaders</strong></td>
<td>Can be led by anyone (city, citizen group, or both)</td>
<td>Government leadership/ involvement required</td>
<td>Government leadership/ involvement required</td>
<td>Government leadership/ involvement required</td>
</tr>
<tr>
<td><strong>City-Citizen Collaboration</strong></td>
<td>Optional (but recommended!)</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td><strong>Permission Status</strong></td>
<td>Sanctioned or unsanctioned</td>
<td>Always sanctioned</td>
<td>Always sanctioned</td>
<td>Always sanctioned</td>
</tr>
<tr>
<td><strong>Materials</strong></td>
<td>Low-cost, typically low-durability, can be borrowed or homemade</td>
<td>Relatively low-cost, but semi-durable materials</td>
<td>Low-moderate cost materials, designed to balance flexibility with maintenance needs</td>
<td>High-cost permanent materials that cannot easily be adjusted</td>
</tr>
<tr>
<td><strong>Public Involvement</strong></td>
<td>Public input + public action</td>
<td>Collaborative stewardship</td>
<td>Collaborative stewardship</td>
<td>Collaborative stewardship</td>
</tr>
<tr>
<td><strong>Flexibility of Design</strong></td>
<td>High organizers expect project to be adjusted and removed</td>
<td>High organizers expect project to be adjusted; it may be removed if it does not meet goals</td>
<td>Moderate: organizers expect project to be adjusted, but it is intended to remain in place until capital upgrades are possible</td>
<td>Low: project is considered a permanent capital upgrade that is unlikely to be adjusted significantly once installed</td>
</tr>
<tr>
<td><strong>Collect data to refine approach for current or future projects?</strong></td>
<td>Recommended</td>
<td>Always</td>
<td>Always</td>
<td>Always - project performance can inform future investments</td>
</tr>
<tr>
<td><strong>Connected to official planning process?</strong></td>
<td>Sometimes</td>
<td>Always</td>
<td>Always</td>
<td>Always</td>
</tr>
</tbody>
</table>

Terms and diagram format based on People for Bike’s “Quick Builds for Better Streets”, which defines the pilot/interim time intervals above as “quick build” projects. To access Quick Builds for Better Streets, visit bit.ly/PFQuickBuild
ARMAFILLOS

Typical Dimensions: Available in 3 and 5” length sizes, Requires 15ft of width for buffer area.

Estimated Cost: $40-50 per unit, depending on size and quantity ordered.

Overview: Low, mountable plastic bump that can be used to achieve a curb-like barrier effect.

Recommended Applications and Installation

- Bike Lanes: Place cones along edge of lane, 1 every 5-8 ft. Installation does not require specialized equipment. Simply drill holes and install. A team of three people can install about 100 meters in a day. The product’s pre-sunk bolt holes can accommodate anchors of various sizes.

Tips and Considerations

- Easily installed and removed.
- Durable and mountable for emergency vehicles, city service vehicles, etc.
- Minimal/no stormwater obstruction.
- Set armadillos at an angle to allow cyclists to cross barrier if necessary.
- Low visual profile can lead to a decreased perception of safety for people walking or biking.
- Manufacturer recommends using mechanical anchors with chemical adhesives. Plastic mechanical anchors are not recommended.

Potential Sources

- Purchase from traffic control or construction equipment suppliers.

CONCRETE “TURTLE” BUMPS

Typical Dimensions: Require 15 ft. of width.

Estimated Cost: $3-5/ft. ($15k-$30k/ lane, per mile)

Overview: Often used as barrier near light rail tracks, these low, mountable bumps can be used to achieve a curb-like barrier effect.

Recommended Applications and Installation

- Bike Lanes: Place cones along edge of lane, 1 every 5-8 ft. Affix to pavement using chemical adhesives such as epoxy.
- Curb Extensions and Plazas: May be combined with planters or other barrier elements to define the edge of a plaza or curb extension. Affix to pavement using chemical adhesives such as epoxy.

Tips and Considerations

- Note that installation/set time will be impacted by weather and temperature. Buttons should be allowed to fully set before sustaining any impact.
- Durable and mountable for emergency vehicles, city service vehicles, etc.
- Minimal/no stormwater obstruction.
- Low visual profile can lead to a decreased perception of safety for people walking or biking.

Potential Sources

- Purchase from traffic control or construction equipment suppliers.
Why Tactical Urbanism?

 ✓ Widen public engagement from real-world users.
 ✓ Expedite delivery of public benefits.
 ✓ Test a program, project or plan before investments are made.
 ✓ Allow people to physically experience alternative options.
1. Widen Public Engagement
Ludlam Trail Case Study

August 2015
Ludlam Trail

I'm a neighbor!
A Public Hearing is not a Public Process

Ludlam Trail Corridor Charrette • Follow-Up Presentation
The community is invited to see the results of the recent Ludlam Trail Corridor public workshops.

District 6
Commissioner Rebeca Sosa

Thursday, April 23
at 6:00 pm

West Miami Middle School
7525 Coral Way
Miami, FL 33155

The study area for District 6 includes
the FEC Railroad Corridor from Blue Lagoon
(NW 7th St.) to Bird Road (SW 40th St.).

District 7
Commissioner Xavier L. Suarez

Wednesday, April 29
at 6:00 pm

South Miami Senior High School
6856 SW 53rd St.
Miami, FL 33155

The study area for District 7 includes the FEC
Railroad Corridor from Bird Road (SW 40th St.)
to the Snapper Creek Expressway (SR 878).

For more information, please call: 305-375-2513

Multiple members of individual community councils may be present. These events are free and open to the public.
For sign language interpreter services and for materials in accessible format,
call Alain Donderiz at 305-372-6779 five days in advance.

For legal ads online, go to: http://legalads.miamidade.gov
The public speaks
Jumpstarting Progress
1 month + $200k later....
What a difference a year makes!

November 2014

November 2015
2. Allow people to **experience alternative options**

>> Bike NWA Case Study
• 3 cities, 2 months!
• $30,000 budget
• 1 month duration

Project Goals:

• Test bikeway types, routes + materials
• Building relationships + local capacity
Putting it all together
Lay down tape and striping
Talking to People We Don’t Normally Talk To
Testing Emergency Response
What we learned

“Absolutely I’d like a stronger/permanent connection. The option for using Cherry St instead of Poplar between 1st and 3rd is not given below. That is the route I think would be safest, most direct and the best overall option. Glad to have the experiment and hope you get a lot of feedback.”
Documenting the Project

PRO Tips

✓ Get creative with locations!
✓ Look for aerial shots from local buildings, cranes.
✓ Don’t forget about time lapse photography and drone footage.
✓ Think about how the photos with build out plan when positioning shots.
There will be adjustments and follow-up...
3. Expedite delivery of public benefits.

Biscayne Green
Bayfront Park is 32 Acres!
250' distance from building face to park!
2009: Downtown Miami Master Plan

DOWNTOWN MIAMI
MIAMI...
Epicenter of the Americas
2025 Downtown Miami Master Plan

3.2 Create Grand Promenade Along Biscayne Boulevard

Paseo de Recoletos, Madrid, Spain
Miami DDA
Paseo de Recoletos, Madrid, Spain
www.thejcd.com
2012: Bayfront Parkway
A Rendering in Real-Time
2013-2014: DDA Biscayne Blvd. Plan
Knight Cities Challenge names finalists, including 12 from Miami, for $5M in grants
The Art of Tactical Urbanism
2017 - Build out!
Adapting the Process in real time
Art Crosswalks - 1st in Miami-Dade
Site Furniture
Redesigning the Street
Data: 23 days, 20,000 People
Biscayne Green Should Stay Downtown

02/05/2017 11:30 pm ET

Activating Downtown is one of the golden tickets to Miami’s growth into the twenty-first century. If Biscayne Green is any idea of what can occur in the area, hope exists for our most important corridor. Biscayne Green proved successful.

We need local culture Downtown and we need it bad.

The corridor is going through a rough transition. We lost many of our cultural venues to real estate development: Grand Central, Tobacco Road, Will Call, The Stage, and Elwood’s, to name a few recent closings, not to mention all the small businesses and restaurants that closed. Still, cranes litter the skyline erecting more condos into the heavens promising housing ninety percent of us will never be able to afford.

Then there’s Biscayne Green, an experiment in what Downtown could look like: an urban oasis of culture, camaraderie and community engagement. Authentic, cozy, cool. Free yet good for local businesses. Perfectly nestled in the heart of the corridor.
Did I just hear Ken Russell on WLRN pledge to make Biscayne Green permanent by the end of his time in office?

Tony Garcia
January 12, Miami

You, Ivan Osoirio, Emily Kay and 28 others

Like Comment Share

1 share

Ken Russell That would be crazy. I'm sure he didn't say that. We'd better listen:

http://wlrn.org/injecting-green-space-make-way---

Injecting Green Space' To Make Way For Pedestrians On Biscayne Boulevard

WLRN.org

Unlike Reply Remove Preview

2 January 12 at 11:59pm
What's next? Tactical Regionalism

Quick-Build Program

The Miami-Dade Transportation Quick-Build Program is a County effort that provides funding and technical assistance to anyone who wants to make short-term, low-cost transportation improvements to their neighborhood. Funding for this program is provided by a grant awarded to the non-profit Green Mobility Network by the New York City-based non-profit, Transit Center.

Quick-Build projects are based off the project delivery process called Tactical Urbanism, coined by Miami-based urban planning/design firm The Street Plans Collaborative.

By using the Tactical Urbanism framework, we hope to inspire city leaders, citizens, institutions, and other entities to take action now in their neighborhoods.

> Learn more information

Tactical Urbanism projects include:

- Public Spaces
  Disappearing Green in Downtown Miami transformed two parking medians into a dog park, playground, seating area, open lawn, and venue for live entertainment. The city is still evaluating the impact it will have on the surrounding area.

- Bike lanes
  This month-long project in Bella Vista, Arkansas allowed the city to test out a new route for a protected bicycle facility. In addition, their efforts to make it permanent in the future.

Miami-Dade Quick-Build Program
WE WILL:

☐ BUILD BIKE LANES.
☐ PAINT CROSSWALKS.
☐ IMPROVE MOBILITY.
WHAT CAN YOU BUILD UNDER THE QUICKBUILD PROGRAM?

- Traffic Calming
- Street Trees
- Crosswalks
- Sidewalk Improvements
- Transit Lanes
- Transit Stop
- Public Seating
$350k in funding so far...

68 Applications

18 selected projects
IMPROVING TROLLEY SIGNAGE
Mira Eso Tu!
Pro-Tips for Using TU
Pro-Tips for Using TU

✓ Be practical. What can you accomplish with limited time + $
✓ Expect things to go wrong! (They will – manage expectations!)
✓ Don’t ‘copy and paste.’
✓ Don’t always as for permission!
Thank You!

tony@streetplans.org