COMPLETE STREETS DEMONSTRATION DAY

Using Tactical Urbanism to Educate and Advocate
What is a Tactical Urbanism?

- A city, organizational or citizen-led approach to neighborhood building using short-term, low-cost and scalable interventions to catalyze long-term change.
LOCAL DEMO DAYS - NORTHAMPTON

- https://www.youtube.com/watch?v=AdyXbiadJFI
LOCAL DEMO DAYS - WILLIAMSBURG
Why a Complete Streets Demonstration Day?

- Collaborate
- Educate
- Advocate
- And Celebrate!
TRANSFORMING COMMUNITIES INITIATIVE

- 2016 - Trinity Health provided Transforming Communities Initiative (TCI) Grant to Live Well Springfield - 30 organizations working to build & sustain a culture of health in Springfield

- Focus on addressing social determinants of health – improving policy, systems & environment changes to improve health among school aged kids in Springfield

- TCI partners include Mercy Medical Center, Public Health Institute of Western MA, Wayfinders, MLK Family Services, Springfield Food Policy Council, PVPC, Square One
2018 Springfield Demonstration Day

Complete Streets Demonstration Details

This complete street demonstration proposes installing buffered bike lanes in both directions along Chestnut Street and enhanced crossings and school zone warnings within the project area (see map for locations). All components of this demonstration will be implemented using temporary materials (tape, spray chalk, plant pots, etc.). The following pages have additional information on the proposed treatments. In addition, the cross section enclosed highlight the before and after lane configuration for the event.
Proposed Resource Fair Location (see details next page)

Add curb extensions to decrease degree turning radius; create wider crosswalk; paint island to include rest location for pedestrians; install temporary pedestrian crossing sign

Parking — with permission of STCC

Bike-Rodeo location

Bus stop/Bike Lane/Bike Box treatment

Bike lane of varying widths — 3 ft shoulder, 4 ft bike lane, 5 ft separated bike lane (with cones)

Enhanced Crossings

Proposed New Crossings
COLLABORATE

- MassBike/Rad Springfield
- Walk Boston
- ValleyBike Share
- City – Engineer, Parks Dept., Police, Water Dept.
- WalkBike Springfield
- MLK Family Center Peer Health Advocates
- Wayfinders Community Advocates
MLK Peer Health Advocates

Collaboration & Education
EDUCATE

- Community
- Drivers ( Autos & Buses )
- Bicyclists & Pedestrians
- City – What works?
Room for a bike lane?
Almost 75% of residents surveyed in Springfield would like to walk or bike more than they currently do.

As your constituent, please make the City’s streets safer for ALL users by supporting the continued implementation of Springfield’s Complete Streets Policy and Plan.

I ask that you:
- Repair and add new crosswalks
- Maintain and repair sidewalks
- Add bike lanes

Everyone should be able to safely get where they need and want to go—no matter the way they choose to get there!
Walk & Roll Celebration
A Complete Streets Demonstration

Celebración Caminar y Pasear
Una Demostración de Calles Completas
DEMONSTRATION DAY TIMELINE

Form a Team

Select a Site, Date for Event & Develop Plan

Apply for Permits

Permit granted May 8th!

Gather Supplies, Recruit Volunteers

Walk & Roll Festival May 11, 2019

Dec 2018
Jan
Feb
March
April
May

Press Release, Posters, Flyers
SITE SELECTION

- In a TCI Neighborhood
- Complete Street improvements planned for the near future – i.e. bike lanes
- Near park or school for Resource Fair
Plan for Improvements – DPW, Police

2019 Springfield Walk & Roll Celebration – Walnut & Oak Improvements
Walk & Roll Celebration

• Walk Bike Springfield
• Walk Boston
• PVPC
• Springfield Water Dept.
• MassBike / Rad Springfield
• ValleyBike Bike Share
• Wayfinders Community Health Advocates
PERMITTING PROCESS

Events and Festival Application Form required Signatures from:

- Parks Dept
- DPW Traffic Engineering
- Police Dept
- Fire Department
- Mayor
Events Permit Route
SITE CONSIDERATIONS

- Public Parks - Fees
  Park Rental, Maintenance Deposit ($400 total)

- Police Presence for Traffic Control – Minimum of 4 hours ($225)

- Schools – Need additional permit from School Dept. but no permit fees

- Parking
Demo Day Supplies

- Templates for Bike symbol, Arrows
- Chalk
- Temporary signs (Ped Crossing, Parking)
- DUCT TAPE (at least 20 rolls)
- Corn Starch (15-20 boxes?), bucket, Tempura Paint, Paint Rollers
- CONES or Barrels for buffered bike lane
- TRUCK to haul cones
- VESTS for everyone
# Demo Day Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springfield Parks Deposit</td>
<td>$200.00</td>
</tr>
<tr>
<td>Springfield Park Use Fee</td>
<td>$200.00</td>
</tr>
<tr>
<td>Event Permit Fee</td>
<td>$10.00</td>
</tr>
<tr>
<td>Police detail (requested 4/30)</td>
<td>$228.54</td>
</tr>
</tbody>
</table>

**Total permits** $439 - $639

<table>
<thead>
<tr>
<th>Supplies</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairs &amp; table (?)</td>
<td>$50.00 - $100.00</td>
</tr>
<tr>
<td>Duct Tape – 20 rolls @ $3/roll</td>
<td>$60.00</td>
</tr>
<tr>
<td>Corn Starch (est.)</td>
<td>$50.00</td>
</tr>
<tr>
<td>Tempura paint (est.)</td>
<td>$30.00</td>
</tr>
<tr>
<td>Posters (50) &amp; fliers (250) (est)</td>
<td>$100.00</td>
</tr>
<tr>
<td>Rollers (6 pack)</td>
<td>$9.00</td>
</tr>
</tbody>
</table>

**Total Supply & DJ est.** $249 - $299

**Total estimated Direct Costs** $688 - $938
LESSONS LEARNED

- **Start early**
  - Build a Team – early opportunity to collaborate
  - Pick a Site – with City and neighborhood reps
  - Decide on Details for permitting

- **Permitting** – *Recommend the City make it easier for neighborhood groups to plan events!*

- **Logistics**
  - Truck, volunteers, supplies

- **Budget**

- **Outreach**
  - Community groups, posters, press releases, schools

- **Activities & Attractions**
CONTACT & RESOURCES

- Becky Basch, PVPC – bbasch@pvpc.org

Resources: