The Power of Interim Transformations

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NACTO National Association of City Transportation Officials
GDCI Global Design Cities Initiative
Design Guidance

A permission slip to innovate!
Global Expert Network

70+ cities in 40+ countries
What is Possible?
Inspiring examples from around the world
Policy and Design Guidance

Capacity Building and Community Engagement

Interventions and Transformations

Metric Collection and Evaluation
From considering only one user.....
......to considering all users

Inclusive . Quantitative . Qualitative . Contextual
Neighborhood Main Street
- 58% decrease in injuries to all users
- 67% decrease in pedestrian crashes
- 29% decrease in speeding
+ 49% increase in retail sales
Grand Streets
Buenos Aires, Argentina

98% reduction in crashes
63% reduction in bus travel times
5619 Tons reduction in CO2

Credit: City of Buenos Aires
Reclaiming Public Spaces

- Sidewalk extensions
- Pedestrian-priority streets
- Intersection redesign
- Pedestrian plazas
Reclaiming residual space
Reclaiming residual space
Reclaimed intersections
Reclaimed intersections
These transformations require time and money!
ACT NOW!
From Pop-up To Permanent
São Paulo, Brazil
São Paulo, Brazil
São Paulo, Brazil
• Process and implementation are quicker and less expensive

• Create examples that promote innovative solutions and contribute to change in practices

• Engage local communities through participatory process and by building together

• Evaluate and refine the design and eventually restore the original conditions
Duration / Length

- Days (pop-up)
- Months
- Years

Interim Intervention
A simple “recipe”

(+permessi)
Toolkit: The basics

Chalk, Paint, Buckets, Rope, Brushes, Water and Tape (or official city paint)
Toolkit: Planters and Surface Treatments
Toolkit: Additional features for place-making

- **Seating**
- **Tables**
- **Umbrellas**
- **Kiosks/Vendors**
Most Importantly - People!!
Project Evaluation
• Make the case for the project: build community and political support

• Communicate achievements and progress

• Document a project: Because people forget how it was before!

• Build evidence to advocate for innovative projects
If you can’t measure it, you can’t manage it.

Michael Bloomberg
SHIFT HOW WE MEASURE SUCCESS
SHIFT HOW WE MEASURE SUCCESS

Access/Mobility (Multi-modal)  |  Public Health + Safety  |  Economic Sustainability

Environmental Quality  |  Livability/ Quality of Life  |  Equity
Quantitative evaluation
Quantitative evaluation

Fortaleza
Pedestrians share of the street before and after
Cidade 2000

B E F O R E

21%
79%

A F T E R

27%
73%
Bogotá
Percentage of pedestrians walking on the sidewalks vs. roadbed

- 30% walking on the sidewalks
- 70% walking on the roadbed

- 3% walking on the roadbed
- 97% walking on the sidewalk
During the event – talking to people
During the event – learning what people care about
Cidade for People
City 2000
79% of people interviewed in the area said they felt ‘unsafe’ or ‘very unsafe’ crossing the streets.
Fortaleza
Qualitative survey
Pedestrian Perceived Safety
Cidade 2000

11% Felt Safe Crossing the Street

Before

80% Feel Safe Crossing the Street

After
The vast sea of asphalt...
...became the new heart of the neighborhood!
During the event – digital surveys
During the event – Survey Panels

Cidade 2000, Fortaleza
Fortaleza
Quantitative survey
Cidade 2000

94% Agree with the intervention

97% Believe pedestrians should be prioritized over motorized traffic
Cidade 2000
Capital implementation
Site selection
Plan ahead
People + partners
Data collection
Communications
Programming
Implementation Plan