



We're Talking Tactics: Fast Installations to Make Community Spaces

**15th Annual
New Partners for
Smart Growth Conference**



Agenda

- Part I: Tools, Strategies, Examples
 - Josh Meyer, Local Government Commission
 - James Rojas, Place It!
 - Ken Snyder, Placematters
 - Michele Reeves, Civilis Consultants
 - Kirk and Ridhi, City Repair
- Part II: Green Loop Map Solutions



“... it was the minds of 11 year olds that
Imagination
could see that potential” - Craig Stecyk 1975

“The lack of resources is no longer an excuse not to act. The idea that action should only be taken after all the answers and the resources have been found is a sure recipe for paralysis.”

- Jaime Lerner

Architect, urbanist, former mayor of Curitiba, Brazil

Innovation

- Minimal Viable Project
- “Whatever concept you have, you get it out to market as soon as possible” – Toody Maher, Pogo Park
 - Build best product with least effort
 - Release quickly
 - Use feedback to tailor the next version to user needs

Walk [Your City]

IT'S AN
18 MINUTE
WALK TO
GLENWOOD
SOUTH



IT'S A
7 MINUTE
WALK TO
RALEIGH CITY
CEMETERY



Walk [Your City]

Crowdfunding

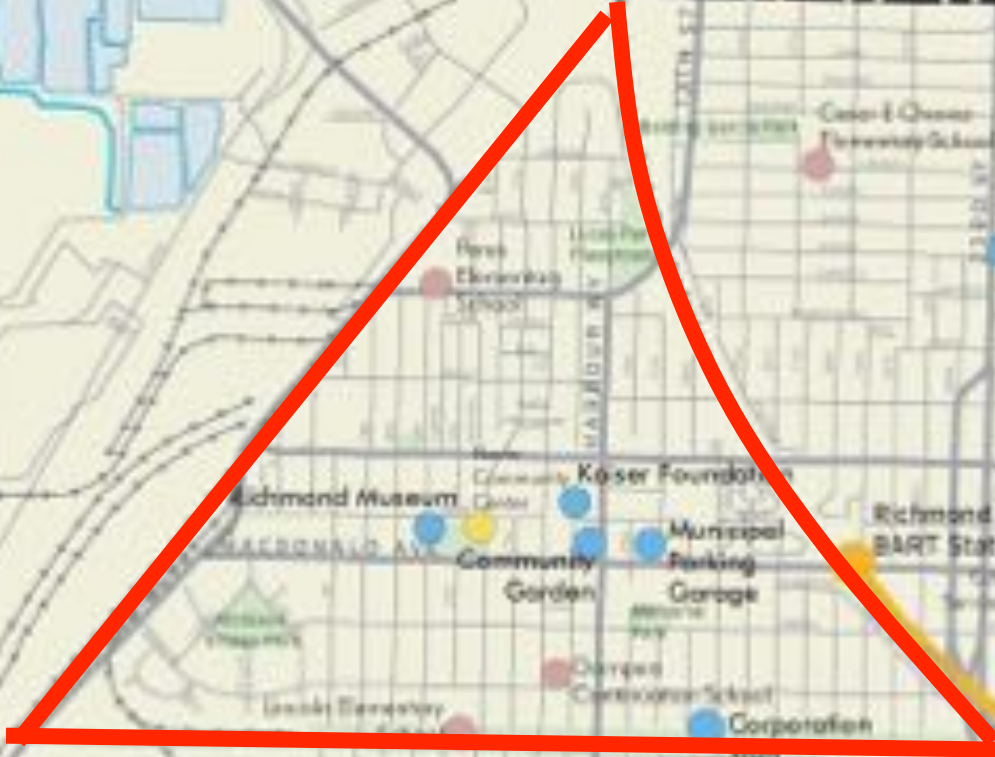
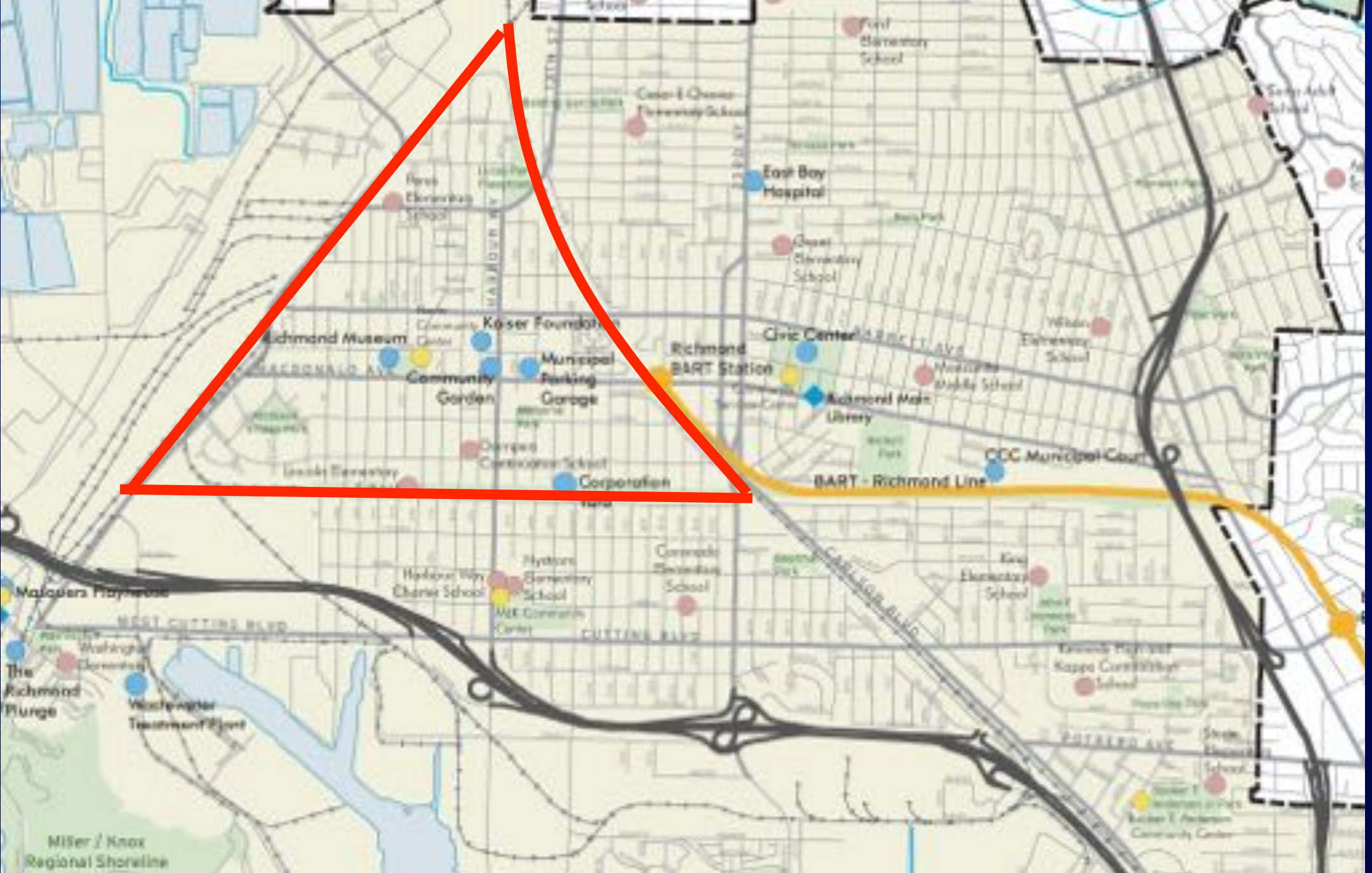
- Used Kickstarter to put sign template on line (549 backers pledged \$11,364)
- Now online/mobile platform
- Walkyourcity.org



Yellow Brick Road

- Conceived by local youth in 2008





Connect assets
with the Yellow
Brick Road



Peres
School

Elm
Park

Nevin
Center

BART

Lincoln
School

Greenway

Mapping the Yellow Brick Road









STOP

197

BUSTAS

RED

AK







Developing the Solutions





Preparing for the Installations

- Roundabouts
- Curb extensions
- Crosswalks
- Bike lanes
- Back-in angle parking
- Sidewalk widening



to the **YELLOW BRICK ROAD**



Living Preview

Friday, October 17
1pm - 4pm

Saturday, October 18
10am - 1pm

Elm Playlot (Pogo Park)
720 Elm Avenue
Richmond, CA 94801

Information
call: 510-215-5500
email: contact@pogopark.org

Come and experience the "Living Preview" for yourself: a life-sized, temporary installation to show the proposed changes to the streets around Elm Playlot, a small city park and children's playground located in the heart of Richmond's Iron Triangle neighborhood.

Funded by a grant from Caltrans, our goal is to design street improvements that will a) slow cars down and b) create a network of child and family-friendly streets that encourage people to walk and ride a bike (instead of using a car) to get to key destinations in the Iron Triangle neighborhood.

We encourage you to come to the Living Preview, test a sample route (in 3-D!), and let us know what you think. We want to incorporate your feedback into our final design. See you there!



FEHR PEERS



Temporary Striping Plan

- Roundabouts
- Curb extensions
- Crosswalks
- Bike lanes
- Back-in angle parking
- Sidewalk widening

LEGEND

STRIPING

- Spray Chalk
- White Duck Tape
- Yellow Duck Tape
- Spray Chalk Sharrow Legend
- Spray Chalk Bicycle Lane Legend
- Curb: straw wattle or sandbags
- Raised landscape planter, wine barrel, or similar vertical element

SIGNS

- ▽ YIELD sign on A-frame, place garbage bag over STOP sign
- ⊘ NO PARKING signs on A-frames

NOTE: Wayfinding signs to be located throughout route and key turning points along the route





Local Government

www.lgc.org



















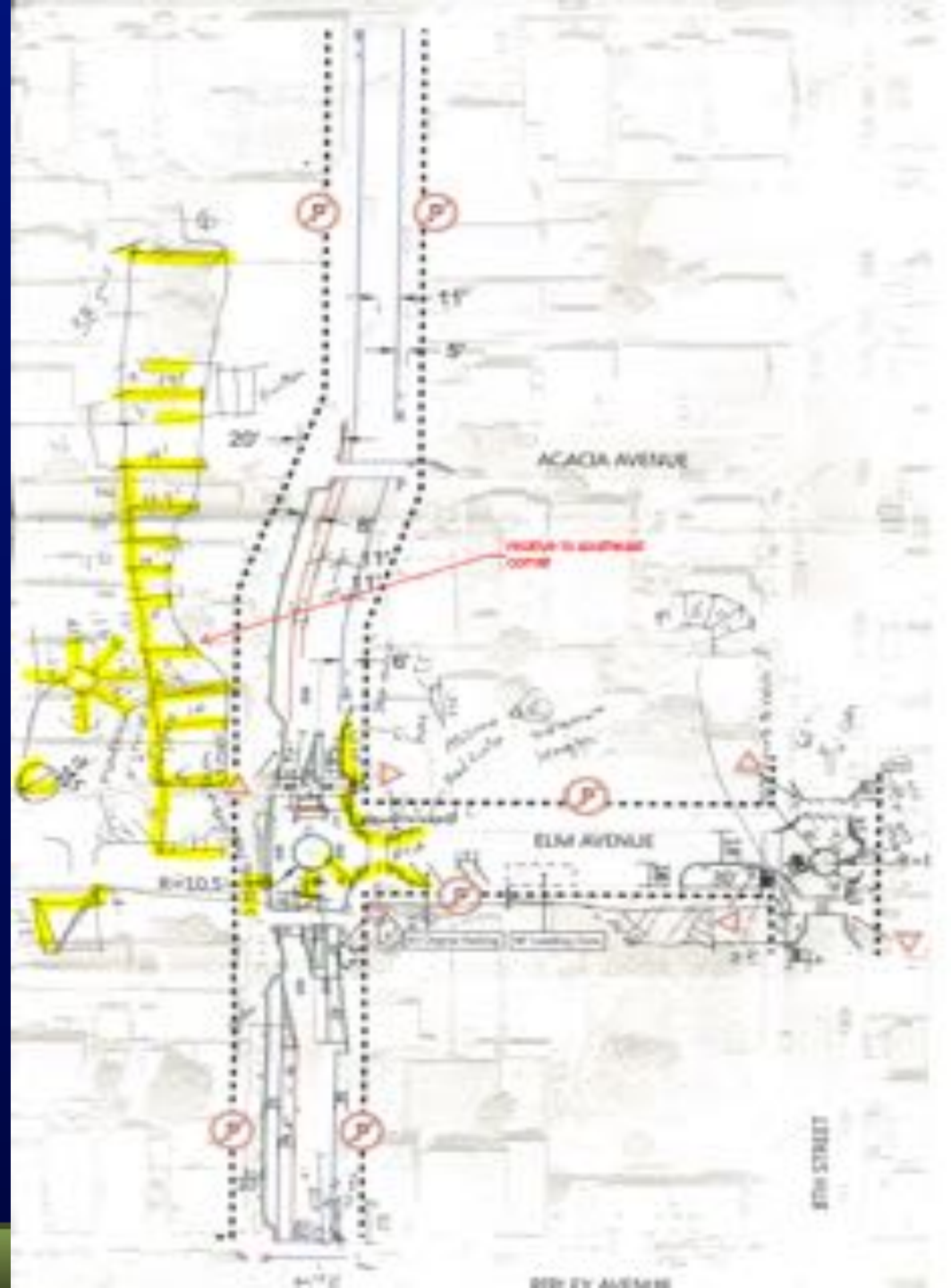
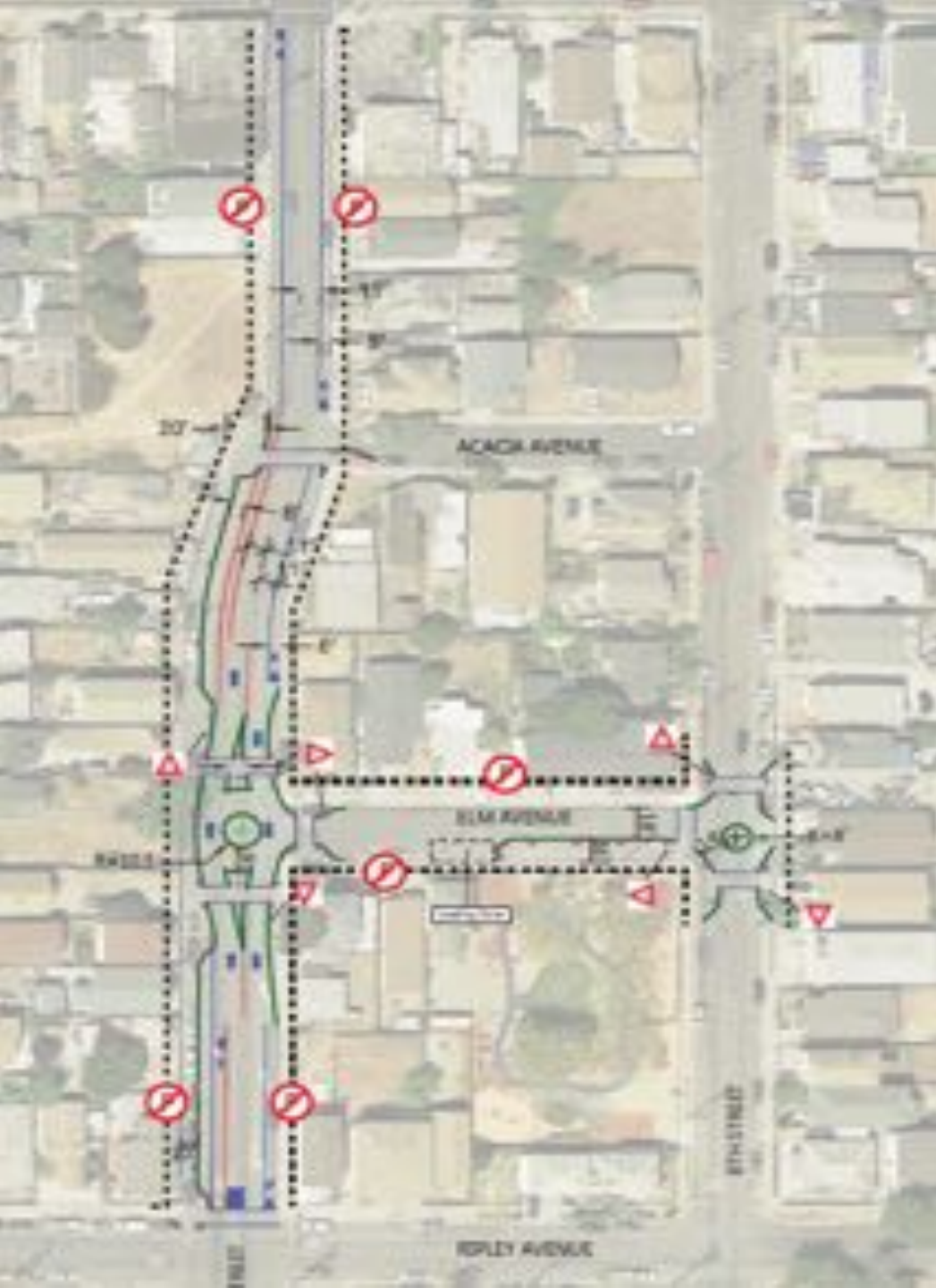












Community-Based Plan



Yellow Brick Road *Iron Triangle Walkable Neighborhood Plan*

Transforming lives by transforming public space.



FEHR & PEERS

February 2015



This project is funded in part by a grant from the Environmental Justice grant program of the California Department of Transportation

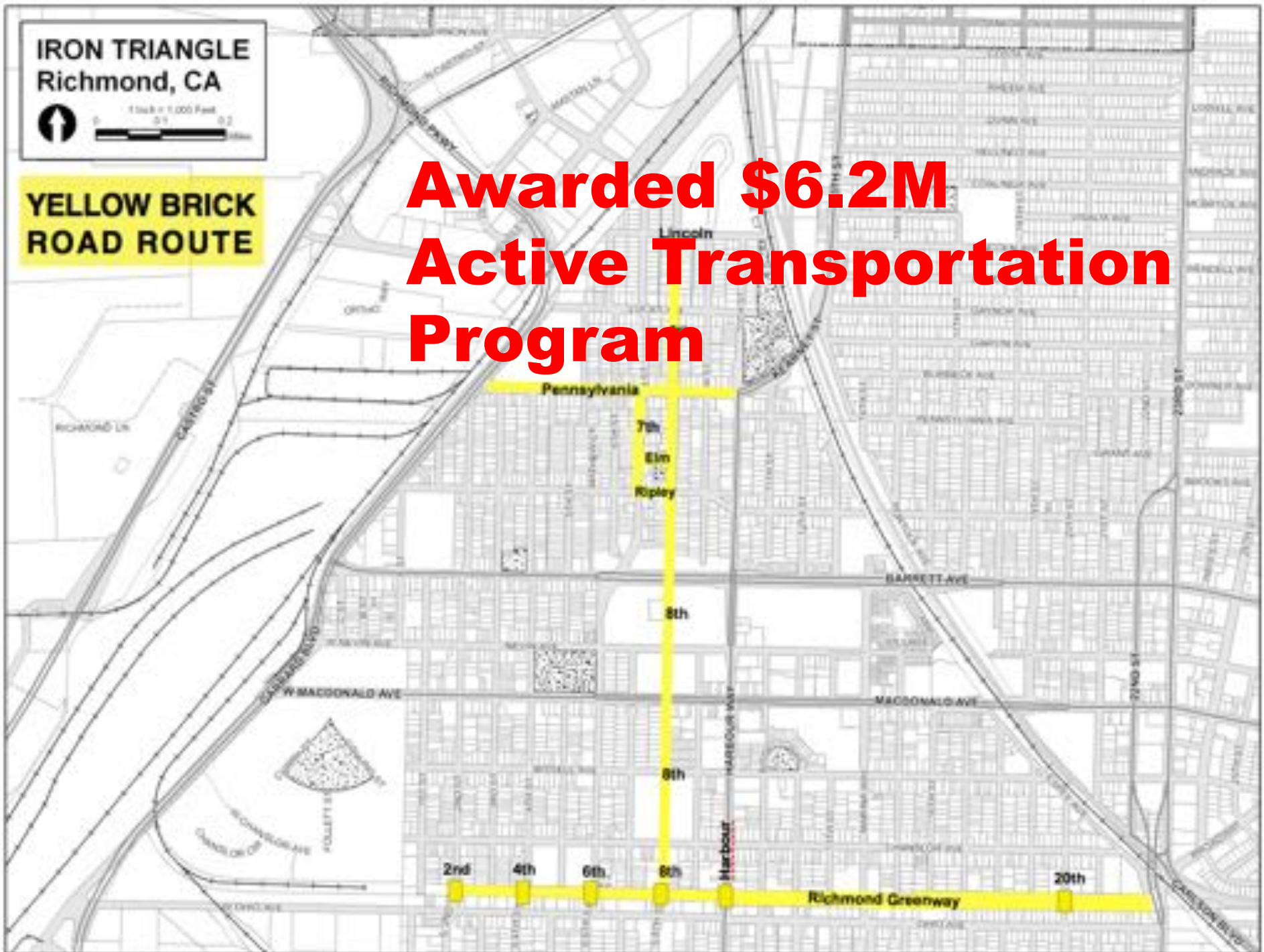
**IRON TRIANGLE
Richmond, CA**



1 Inch = 1,000 Feet
0 0.1 0.2 Miles

**YELLOW BRICK
ROAD ROUTE**

**Awarded \$6.2M
Active Transportation
Program**



**Awarded \$50,000
NFL Play 60, Play On**



