DIY PLANNING

STEVEN CHESTER · LISA GEDGAUDAS · MATT PROSSER · DAVE SACHS
DE-INDSUTRIALIZATION
SHIFTING DEMOGRAPHICS
TAC·TI·CAL

1: ADROIT IN PLANNING OR MANEUVERING TO ACCOMPLISH A PURPOSE

2: OF OR RELATING TO SMALL-SCALE ACTIONS SERVING A LARGER PURPOSE
SHORT TERM ACTION.

LONG TERM CHANGE.
TACTICS

UNSANCTIONED  SANCTIONED
Man Goes To Jail For Painting His Own Crosswalk

BY ANDREW DALTON IN NEWS ON MAY 31, 2013 1:25 PM

In the recently-out-of-bankruptcy town of Vallejo, California, where public services are still scarce, one local man has gone to jail for taking matters into his own hands and painting a crosswalk in a dangerous intersection.

Fifty-two-year old Anthony Cardenas allegedly told city officials it was a necessary addition to the intersection of Illinois Street and busy Sonoma Boulevard. "He admitted freely that he had painted the crosswalk and he'd done what he thought was correct for the neighborhood," Vallejo Police Sgt. Herman Robinson told ABC7. "Caltrans is responsible for painting the sidewalks and they do surveys from time to time and they decide where there's going to be the crosswalks."
SPACE REIMAGINED
PROTOTYPING

APRIL 9-11

#MSPF

Prototypes are grouped into 5 districts along Market Street. View the festival map here.

Sanctioned

Embark

Financial District

1st - 2nd St

Drumm - Stewart St

Unsanctioned

Market

Retail Heart

3rd - 4th St

9th - 10th St

6th - 7th St

About the festival - Prototypes - Festival Event Schedule - Team & Sponsors - Get Involved
TACTICIANS
POP-UP BIKE LANE
PAVEMENT TO PARKS
Harnessing the Power of Tactical Urbanism for Planning Success

By Sarah Showalter, AICP, and Steven Chester
VISIONING
TESTING
IMPLEMENTING
BIKES ON BROADWAY

SEP 26

1PM - 5PM
IMPLEMENTING

P.S. YOU ARE HERE

P.S. YOU ARE HERE
SOLUTIONS

INTELLIGENT RESPONSES
Tactical Urbanism HERE is a new way to share, discover, and inspire tactical urbanism in Denver.

Our urbanist mission: transform our shared spaces into functional, beautiful, creative people-space; Hands-on, intelligent urban experimentation to change how a place works and is perceived, ultimately leading to permanent change. No urban intervention is too big or too small to share on Tactical Urbanism HERE. Post what you see, share what you learned. Are you ready?
P.S. YOU ARE HERE

GRANT OVERVIEW
In the spirit of Denver’s new cultural plan, Imagine 2020 and as we look to Denver’s future, we understand that public and shared spaces are key to enriching the social and personal health, happiness and well-being of our residents and neighborhoods.

In April 2014, Denver Arts & Venues launched P.S. You Are Here, a citywide creative placemaking and neighborhood revitalization program that cultivates collaborative, community-driven, outdoor projects in Denver’s public spaces.

The program is designed to inspire innovative ideas by community members who themselves would be impacted by the projects. We encourage place-based, grassroots involvement from residents, artists, neighborhood associations, non- and for-profit organizations and businesses to claim, initiate and drive the creation of temporary, authentic demonstrations and activation of outdoor public spaces.

These creative, short-term physical improvement projects in spaces like parks, alleys, streets, sidewalks, courtyards, medians and stairways - transform our underutilized urban spaces to increase collaboration, honor heritage, build civic engagement, beautify neighborhoods, enrich communities and foster healthier and more social and economically viable communities that inspire long-term change.
BUDGET

*P.S. You Are Here* is a partnership between the City of Denver’s Budget and Management Office and Denver Arts & Venues. The budget comes from our cities Capital Improvement Projects (CIP) budget:
- 2014 - $40,000
- 2015 - $65,000

KEY REQUIREMENTS

- Projects must be located in an outdoor, public space within the City and County of Denver
- Projects must be on display for a minimum of 3 months up to 1 year
- Projects must be free and open to all members of the public
- Grant recipients must match the grant award 1:1 with cash, donated goods and services, volunteer hours

SELECTION REVIEW CRITERIA

- Neighborhood Participation & Community Partnerships
- Creativity, Artistic Quality, Scope & Merit
- Planning, Feasibility & Maintenance
- Economic & Community Vitality
- Community Benefit & Social Impact
GRANTING STAFF & REVIEW COMMITTEE

The micro-grant program will be administered by the Create Denver initiative through Denver Arts & Venues with the support of a review and election committee consisting of representatives from Denver Arts & Venues, City Attorney’s Office, Community Planning and Development, the Department of Finance, the Office of Economic Development, Parks & Recreation and Public Works. Staff and Committee members include:

Review Committee:
Lisa Gedgaudas, Program Administrator, Create Denver (grant staff)
Brad Dodson & Laura Perry, City Budget & Management Office
Karen Good, Public Works
Michael Sapp, Mayor’s Office
Steven Chester, Community Planning & Development
David Marquardt, Parks & Recreation
Wendy Towber, Office of Economic Development

Rosalind Alston, Agency for Human Rights and Community Partnerships
Giles Flanagan, CFO Real Estate Group
Michael Chavez, Public Art Manager, Arts & Venues
Tariana Navas-Nieves, Cultural Affairs Director, Arts & Venues
P.S. YOU ARE HERE

THE TOOLKIT: WHERE DO I START?

• Identify your project partners
• Community input and collaboration
• Review the list of RNO’s, Art Districts, Special Districts
• Encourage participation among long-time residents, and neighbor
• Consider community dynamics and local history in your area

HELPFUL LINKS

Places/Spaces
• Denver Council Districts
• Map of Parks maintained by Denver
• Denver Art & Creative Districts
• Interactive Map of Property Owners
• Transit Oriented Development in Denver
• Denver Bike Map

Neighborhoods
• Registered Neighborhood Organizations
• Adopted Neighborhood Plans

Permitting and Design Standards
• Public Works and Right of Way services permitting
• Right of Way
• Alternative Bike Rack Design Standards
• Americans with Disability Act (ADA) Design Standards
• Permitting Requirements
• CDOT Special Use Permits:
• RTD Permits
2014 - 2015

In 2014 P.S. You Are Here provided $40,000 in grants to seven community-lead groups in the City of Denver including Redline, La Alma Neighborhood Association, Whittier Neighborhood Association, Chaffee Park, Athmar Park, Access Gallery, BirdSeed Collective and Jefferson Park. Arts & Venues is excited to announce that these projects are now underway for 2015.
NEW OPTIONS FOR PUBLIC PARTICIPATION IN PROJECT FINANCING
CROWDFUNDING
WHAT IS CROWDFUNDING?

- Platforms that allow the general public to contribute to businesses, projects, causes
- Two main types
  - Monetary return
  - Non-monetary return
Save My Relationship

$325 of $300
Raised by 24 people in 4 days

Donate Now

SHARE ON FACEBOOK

1.7K TOTAL SHARES
SHARE
194 TWEET
1.5K

Created March 10, 2015
Azel Still Ball Jr.
Real Estate Investments
CIVIC PROJECTS

CREATE CIVIC LIFE

New and interesting

Manchester Youth

Help us make a greener

Middleport in Motion: the
Use in Tactical Urbanism
Arapahoe Street Protected Bike Lane

- Total project cost of $155,000 for project design
- $120,000 from Gates Family Foundation grant and Downtown Denver BID
- Remaining amount ($36,085) from the community through ioby.org
- The overall campaign allowed the project to occur more quickly than waiting for City funds to become available
More Traditional Crowdfunding for Cities

Denver Mini-Bonds
Usefulness to Planners

• Shifts decision making to public (crowd)
• Leverages resources of all stakeholders
• Increases resources for desired projects
• Decreases time to get project funded
• Builds community buy-in
• Increases partnership opportunities
• Proves viability of new or untested concepts
Issues and Barriers

- Perception of pushing cost to public for municipal projects
- Regulation of publically initiated campaigns
- Incorporation into plans or city process
- Interface of public projects within private platforms
- Everyday citizens often can’t participate when monetary returns are involved
Social Impact bonds
What is an SIB?

• Pay for Success contract
• Existing concept applied to social services
• Elements
  – Private and philanthropic investors provide capital to fund social interventions
  – Public agency repay investor once (and if) desired outcomes of program are achieved
  – Program generates a cost savings that can be used to repay investors
SIB Concept

Source: Forbes; Social Finance US
SIB Structure

- Investor
- Intermediary
- Target population
- Service provider
- Impacted public entity
- Intervention

Cost savings and public benefit
Feasibility Criteria

• Monetizable
• Reasonable time horizon (typically 5 to 10 years)
• Existing evidence of achievable outcomes
• Appropriate legal and political conditions
Common Areas of Use

• Education
• Employment
• Criminal Justice
• Social welfare
Location of SIBs

FIGURE 2
U.S. progress on social impact bonds

Source: AmericanProgress.org
Colorado SIB Efforts

• HB 15-1317
  – Legislation that enabling use of pay-for-success contracting by governments

• City/County of Denver and State of Colorado
  – Issued RFIs to seek interested parties
  – Topics include Early Childhood, At Risk Youths, Supportive Housing, Criminal Recidivism, and Homelessness

• Denver is creating a program targeting chronic homelessness through increased funding in prevention programs
Reasons to Use SIBs

• Increases funding options and funders
• Evidence based approach
• Opportunity to prove concepts
• Cost reduction for service provision
• Potential for greater impact
Potential Issues

• Increases risk
• New concept
• Tries to assign monetary value to often qualitative benefits
• A solution in search of a problem
Barriers to Use

• Determining the financial structure
• Ability to scale (upside to success)
• Being able to monetize outcomes
• Potential legal/political resistance
• Finding a financial upside
USING JOURNALISM & ADVOCACY TO ELEVATE THE CONVERSATION & CREATE TANGIBLE CHANGE
AS A BLOGGER, THIS IS WHAT PEOPLE THINK I DO:
AND THIS IS WHAT I THINK I DO:
A BRIEF HISTORY OF STREETSBLOG

• Founded in NYC in 2006, Streetsblog is a daily news source connecting people to information about sustainable transportation and livable communities.
• NYC, LA, San Francisco, Chicago... and now Denver.
• Report on the movement to transform cities by reducing dependence on private automobiles and improving conditions for walking, biking, and transit.
• We are connective fiber for people all over the country working to make their streets safer and more sustainable.
• Connect local, grassroots livable streets advocates with one another and to a national movement for reform.
STREETS BLOG AS DIY PLANNING

• Nontraditional media is the journalism world’s pop-up bike lane
• Low overhead
• Consolidates advocates in one place
• Creates a space for change to happen
• Outsize difference (if done well and responsibly)
OUR ROLE IN TACTICAL URBANISM

• Elevate the voices of advocates and their ideas for DIY street changes
• Advocates can’t be critical. We can.
• Fill a void in coverage from traditional media
• Critical voice (and positive voice when appropriate)
• Singular focus = accountability and expertise
OUR READERS ARE NOT JUST JOE PUBLIC

• They are influential. Our readers are engaged and influential at work and in their communities. 25% of our readers are professional city planners or engineers.
• Many are elected officials.
CASE STUDY: VISION ZERO DENVER

Lay the groundwork

Why Denver Needs to Get Serious About Street Safety and Adopt Vision Zero

May 4, 2015 Traffic deaths are not an inevitable fixture of modern life, but preventable tragedies that can be systematically eliminated by smart public policy. That’s the thinking behind Vision Zero, an increasingly influential approach to street safety in cities around the world. Now is the ideal time for Denver’s leaders to join in. Vision Zero has its origins in Sweden, where […]

denver.streetsblog.org/2015/05/04/why-denver-needs-to-get-serious-about-street-safety-and-a
CASE STUDY: VISION ZERO DENVER

Prove It

Traffic Fatalities Per 100,000 People
CASE STUDY: VISION ZERO DENVER

The Drumbeat

June 15  Electeds Heading to San Fran With Eyes on Vision Zero

June 23  Hancock Administration “Taking a Hard Look” at Vision Zero

July 10  Mayor Hancock on Vision Zero: “It’s Not If, But When”

Sept. 14  Hancock’s Budget Nods at Vision Zero, Better Streets, But No Guarantees Yet

Sept. 16  Denver’s Largest Neighborhood Coalition Demands Vision Zero

Sept. 23  Hancock Administration Poised to Adopt Vision Zero Plan
CASE STUDY: VISION ZERO DENVER

The Harmony

Yes, Timothy Erickson’s Death Was a Failure of Street Design

Five of Seven Pedestrian Deaths in Denver This Year Happened on Two Streets

Denver’s Regional Planners Target Timid Goal for Traffic Safety

CDOT’s ‘Bold’ Plan to Reach ‘Intermediate Goal’ of Fewer Traffic Deaths

Portland Officials Expected to Adopt 10-Year Vision Zero Plan

What Denver’s Transportation Engineers Can Learn From Seattle

Widening Streets Near the Broadway and I-25 Transit Station Makes No Sense

Meet Hank, the Guy CDOT Created to Scold People Who Get Hit By Drivers
CASE STUDY: SAN FRANCISCO PARKLETS
2006: PARK(ING) DAY

super sweet video
SF PARKLETS: 2006 - 2009

Parklet in Front of Mojo Cafe is a Community Destination
by Matthew Roth

Persia Triangle in the Excelsior Welcomes Two Parklets
by Aaron Bialick

Eyes on the Street: New Parklet on Columbus Avenue

New Parklet Appears in Front of Swissnex at Montgomery and Jackson Streets (Curbed)
PARK(ing) and Parklet Day: Reclaiming the Curb for People

Eyes on the Street: Rebar Crews Grace Columbus Ave. with Second Parklet
SF PARKLETS: 2006-2009
ONCE REBELLIOUS, NOW CODIFIED AND ENCOURAGED
“Five years after the city installed its first parklet, there are more than 50 of these neighborhood gathering spaces throughout San Francisco. Using a couple of parking spaces for public space is no longer the act of rebellion it was ten years ago. The practice is now an institution in SF, and parklets are more widespread here than in any other city.”

-Streetsblog SF
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