Northwest Arkansas
Protected Bicycle Pilot Projects
Better Streets, Better Places

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

STREETPLANS

MIA MI
NE W YORK

El Paso, TX
BRT Transfer Station Bicycle Sheds

KEY
- Proposed Bikeway
- Sun Metro BRT Lines
- City Parks
- Franklin Mountains State Park
- City of El Paso
- 1/2-Mile Pedestrian Shed
- 1-Mile Bicycle Shed
- 3-Mile Bicycle Shed
Existing
Automobile Space: 80%
People Space: 20%
Awesome! Now What?!  

Proposed

Automobile Space: 50%
People Space: 50%
Real Change is Hard!
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!

Images: Left; Nina Munteneau, Middle: NYCDOT, Right: Street Plans
Publications
550,000+ downloads / impressions across 150+ countries

Vol. 5 (Italy) Coming Soon!

Tacticalurbanismguide.com
The Tactical Urbanism Spectrum

CONDITIONS FOR AN UNSANCTIONED PROJECT
- Intervention is smaller in scale
- There are few if any organizational champions
- Leaders aren’t willing to address existing plans, policies, project delivery protocols with action
- Can’t find a way to utilize the system
- City/entities will not help obtain/expedite permits, traffic control plans etc.

CONDITIONS FOR A SANCTIONED PROJECT
- Intervention is larger in scale
- You have identified organizational champion(s)
- There are existing plans and/or policies that city leaders want to address with action
- There are ways to use the system creatively
- City/entities will help obtain/expedite permits, traffic control plans etc.

In Planning by Doing, Gehl Studio created a Scope Compass, providing another way to outline how a project could be positioned within the spectrum of sanctioned to unsanctioned, and across the axes of time intervals, from short-term to long-term. To read more in the Planning by Doing document, visit bit.ly/GehPlanningbyDoing

INTRODUCTION • 17
1. Communities are really hungry for a new approach to civic engagement and project delivery.

2. Cities and citizens need policies, programs, design, and materials guidance that enable this new approach to civic engagement and project delivery.
THANK YOU

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Cliff Wilson | Director of Operations, Statewide Striping | Parsippany, NJ
Howard Wu, AICP | Associate Transportation Civil Engineer, City of Seattle | Seattle, WA
Project Delivery Spectrum

- very low budget (< $10,000)
- short timeline (< 1 week)
- Citizen led

- low budget (< $100,000)
- Short timeline (6 mo – 1 yr)
- developer, non-profit, gov’t

- modest budget (> $200,000)
- extended timeline (1-3 yr)
- gov’t led
ARMADILLOS

Typical Dimensions: Available in 3 and 5" length sizes, requires 15 ft. 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.

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?

✓ Expedite implementation and deliver public benefits faster.

✓ Test aspects of a program, project or plan before making large political/financial investments.

✓ Allow people to physically experience alternative options and re-imagine how streets and public spaces could be used (marketing).

✓ Widen public engagement, gather data from the real-world users of streets and other public spaces.
Bike NWA

• 3 cities, 2 months!
• $30,000 material budget
• 1 month duration

Project Goals

• Test bikeway types + materials
• Build protected bikeways
• Bikeway education
• Building relationships + local capacity
Mapping the process

**PREP**
- Project Initiated: Sep 1
- Branding, Communications, Outreach: Sep 6 - 9
- Evaluation Plan + Data Gathering: Sep 12 - 16
- Initial Site Planning: Sep 19 - 23
- Public Meetings, Outreach: Sep 26 - 29

**BUILD**
- Striping, Maintenance + Removal Plan: Oct 3 - 7
- Second Round Public Meetings: Oct 10 - 14
- Materials Procurement: Oct 3 - 21
- Install!: Oct 26 - 31
- Demo Live!: Nov 1 - 30
- IMBA Summit: Nov 1 - 30
- Removal: Dec 1 +
So you have an idea? Assemble your Core Project Team

PRO Tips

✓ The core project team must include community partners. Cannot be exclusively consultants and city staff!

✓ Your team should have political cover; look for a high ranking champion.

✓ Core project team members should be in regular contact (these are your new best friends).
4 Main elements of TU Project Planning

• Communication (Branding + Public Outreach)
• Planning (Site Plan + Install Plan)
• Build (Procurement + Equipment)
• Evaluation (Data collection + Surveys)
Communication

- Project Branding
- Digital Communications
- Public Outreach
- Media Outreach
Start with a communication plan

PRO Tips

- Communications plan includes:
  - Dates for Media outreach
  - Dates for Public outreach
  - Talk to folks who already have media connections + outlets.
  - Rely on partners to spread the word and make connections
Project Branding

BIKE NWA

Rogers

BIKE NWA

Rogers Activity Center

November 2016

BIKE NWA

#1BikeRogers
#BikeNWA2016

What is BikeNWA?

BikeNWA is a series of month-long bikeway pilot projects in the Cities of Bentonville, Rogers, and Bella Vista, AR.

This pilot project will enhance mobility in Downtown Rogers, and better connect the Activity Center with the Railyard Bike Park.

Help us make a more bikeable Rogers!

Downtown Farmer’s Market

Join us!

Thursday, Sept. 29 | 5:30pm

Connecting Downtown, the Railyard, and Lake Atalanta to the Activity Center

Visit http://bit.ly/BikeRogers to take our brief survey!

bikeNWA.org
Digital Communication
Look for partners!

- Non-profits
- Downtown Associations
- Neighborhood associations
- BID
- Relevant industry partners
- Tourism Board
- Chamber of Commerce
- Local businesses
Planning

Site Planning

Install Planning

Programming*
Start With Existing Plans + Studies

PRO Tips

✓ Identifying right project is key
✓ Don’t get detailed yet
✓ Look for existing plans/studies that merit testing
✓ Identify the widest number of alternatives from the start
✓ Keep an eye on constructability + red flags. Some projects are easier to implement than others. Identify criteria for team and public to use to decide (supportive businesses, ease of construction, politics...etc.)
Share plans early and often with Public

PRO Tips

- Hash out site plan ideas IRL
- Identify champions, volunteers, sponsors
- Leave meetings with homework – for you and public
**Ideate: Skill-Sharing**

**Skills/Resources Inventory**

- I have or can get access to...
  - Plants/trees
  - Tools (drills, hammers, etc.)
  - Wheelbarrow
  - Shovel
  - Wood pallets/crates
  - A truck (pick-up or larger)

- I want to VOLUNTEER!
  Have any skills or passions you could translate into programming for the event?

- I can help lead...(and/or recruit someone to help lead...)
  - Volunteer recruitment
  - Distribute postcards
  - Photos/video of event
  - Business outreach (at site)
  - Neighbor outreach (at site)
  - Food/Drink vendors

- I can help the group spread the word via...
  We’ll need everyone to help promote the event!
  Please note the listers or channels you have access to for promoting the event. (e.g. parents’ groups, classes you attend, clubs, etc.)

**PRO Tips**

- Follow up with folks 1 on 1.
- Go door to door. The best way to communicate is still face to face.
- Make changes to the site plan based on what you hear and what resources start to pop up.

**Want to be part of the Action Team?**

Name: __________________________
Phone: _________________________
Email: _________________________

For more information: www.bikenwa.org

Help us make a more bikeable Rogers!
Talking to People We Don’t Normally Talk To
The Build Team - Identify Team Roles

- Moneymakers (fundraisers)
- Hunter-Gatherers (materials)
- Makers (design/construction)
- Coordinators (logistics)
- Mouthpieces (communication)
- Documentarians (film, blog etc.)
Develop a site plan...

**PRO Tips**

- Include typical dimensions
- Note materials + install notes
- MUTCD Sign locations
- More clarity here means a smooth procurement process
Setting the Date

PRO Tips

- Set a date early and stick with it! (Blackmail yourself)
- Look at the event calendar and leverage existing events (i.e., opening of trail, IMBA).
- Be aware of events that may impact your build.
- Pay attention to the weather. Have a contingency plan.
<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
<th>Quantity/Amount</th>
<th>Est. Total Cost</th>
<th>Source/Link</th>
<th>Delivery Date</th>
<th>Delivery Location</th>
<th>Removal Plan</th>
<th>Notes/Questions</th>
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<tr>
<td>Traffic Control</td>
<td>Cones</td>
<td>190+ cones</td>
<td></td>
<td>City</td>
<td>Nov 1</td>
<td>Street Plans</td>
<td></td>
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<tr>
<td></td>
<td>Safety Vests</td>
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<td>Donated</td>
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<td></td>
<td>Industrial Trash Bags</td>
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<tr>
<td>Preparation</td>
<td>Push broom + dust pan</td>
<td>2-3</td>
<td></td>
<td>Donated</td>
<td>Nov 2</td>
<td>City</td>
<td></td>
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<tr>
<td></td>
<td>Disposable respirator mask</td>
<td>2-3</td>
<td></td>
<td>Included Below</td>
<td>Nov 1</td>
<td>City</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bike Signs (colorful, branded)</td>
<td></td>
<td></td>
<td>Included Below</td>
<td>Nov 1</td>
<td>City</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Zip ties for sign attachment</td>
<td>3, 20-packs at $4/pack</td>
<td>Included Below</td>
<td>Nov 1</td>
<td>City</td>
<td>City of Rogers City Hall</td>
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<tr>
<td>Misc Materials</td>
<td>TBO</td>
<td></td>
<td>$254</td>
<td>Home Depot, Lowes</td>
<td>Nov 1</td>
<td>Street Plans</td>
<td></td>
<td>Rogers Farmers Market</td>
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<tr>
<td>Divester</td>
<td>Planters</td>
<td>4 barrels, 10 - 9' Trough</td>
<td>$1,239</td>
<td>Rogers Farmers Market</td>
<td>Oct 31</td>
<td>Rogers Farmers Market</td>
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<tr>
<td>Bike Lane Marking</td>
<td>BLACK OUT TAPE for existing</td>
<td>3 rolls of 8' x 120'</td>
<td>$978</td>
<td><a href="http://stop-painting.com/pavement-markings/black-line-mark-a-night">http://stop-painting.com/pavement-markings/black-line-mark-a-night</a></td>
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<td>Center Line</td>
<td>4' YELLOW TAPE</td>
<td>750, 265 yd., 1 roll + 120 yd @ $650/roll, 3 rolls</td>
<td>$1,642</td>
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<td></td>
<td>12' WHITE TAPE</td>
<td>3 x 30 yd rolls, $225/roll</td>
<td>$2,580</td>
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<td></td>
<td>5' WHITE TAPE</td>
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<td>Bike Lane Protection</td>
<td>Armadillo</td>
<td>42 @ $58.09 each @ 6' on center</td>
<td>$2,369</td>
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<tr>
<td></td>
<td>Surface Mount Plastic Dividers</td>
<td>80 for Rogers - $24 each @ 10' on center</td>
<td>$2,095</td>
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<tr>
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<td>Cycle lane delineator</td>
<td>45 for Rogers - $50 each @ 8' on center</td>
<td>$2,059</td>
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<td>Planters</td>
<td></td>
<td>$768</td>
<td>plants</td>
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<td>Nov 1</td>
<td>Street Plans</td>
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** TOTAL: $17,426 **
3-4 weeks out - Detailed Budget

PRO Tips

- Identify materials storage location early.
- Make sure you have access to storage for build day.
- Include a removal plan for everything.
- Identify stewardship of materials after project. Who will take care of removal and storage of items post-build?
Choosing the right materials

PRO Tips

✓ Consider durability - How long can the materials stay in the ground?

✓ Donated materials work for some items.

✓ Be mindful of long lead times for bulk/special orders.

✓ Expect things to go wrong.

✓ Use this as an opportunity to test materials.
2-3 weeks out - Build Day Schedule

PRO Tips

- The team should have one captain. The person who is directing work and knows all.

- Designate activity captains. Practice makes perfect!

- Set up should happen in the days before. Blocking lanes, parking, prelim install can all happen prior.

- Make sure area is clean and dry.
Ongoing - follow up, follow up, follow up!

**PRO Tips**

- Increase internal communications in final weeks.
- Triage plan – know when to hold ‘em and when to fold ‘em. Be realistic about resources.
- Expect last minute changes and adjustments.
- Get lots of rest night before!
Evaluation
Surveys

PRO Tips

✓ Get data early on for:
  ✓ Traffic volumes + speeds
  ✓ Bike/Ped Counts
✓ Use Intercept surveys – both digital + paper to get more info
✓ Make sure you get actual users, and not trolls.
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 building plan when positioning shots.
The Build!
Putting it all together
Draw + measure first

PRO Tips

✓ Critical first step - measure + chalk out lines – this time saver will make everything else move smoothly.

✓ Expect variations from the site plan.
Installing protective barriers

PRO Tips

✓ Some devices will need to be drilled, others can be glued. Gorilla Glue works wonders!
Lay down tape and striping

PRO Tips

✔️ Use a striping machine for easy, straight lines.

✔️ Depending on project duration, you may want to change the type of paint used. Some are more permanent than others.
Pavement Marking Stencils
Testing Materials + Types
NWA’s First Neighborhood Greenway

PRO Tips

- Find a steward for any live plants – these will need to be watered!
- Diverters are for low speed, low volume streets.
Signs = wayfinding, educational, MUTCD
There will be adjustments and follow-up...