TACTICAL URBANISM 202

A How-To
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@MikeLydon | @streetplans | @Open_Streets
00 Preface

01 Disturbing the Order of Things

02 Inspirations and Antecedents of Tactical Urbanism

03 The Next American City and the Rise of Tactical Urbanism

04 Of Cities and Citizens: Five Tactical Urbanism Stories

05 A Tactical Urbanism How-To

06 Conclusion: Go Out and Use This Book!
What Tactical Urbanism *Can Do*

- Deepen understanding of local user’s needs at a very local scale.
- Draw attention to perceived shortcomings in policy / physical design.
- Widen public engagement.
- Test aspects of a plan before making large political / financial investment.
- Expedite project implementation.
- Encourage people to work together in a new way, strengthening relationships between residents, non-profits, local businesses, and government agencies.
A Tactical Urbanism
How-To:
TACTICAL SPECTRUM

Build a Better Block
Informal Bike Parking
Intersection Repair
Guerrilla Gardening
Reclaimed Setbacks
Weed Bombing
Chair Bombing
Ad-Busting

Park(ing) Day
Park-Making
Pop-Up Town Hall
Micro-Mixing
Site Pre-Vitalization
Pop-Up Retail
Food Carts/Trucks
Mobile Vendors
Depave
Camps

Pavement to Plazas
Pavement to Parks
Open Streets
Play Streets
Pop-Up Cafes
Parkmobile

UNSANCTIONED TACTICS SANCTIONED
Define: Sanctioned vs. Unsanctioned

**UNSANCTIONED**

- 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 System
- City/Entities Will Not Help Obtain/Expedite Permits (if any), handle Insurance etc.

**SANCTIONED**

- 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/Partners Will Help Obtain/Expedite Permits (if any), handle Insurance etc.
Auburn Avenue, Atlanta Georgia
Lifelong Communities

LIFELONG COMMUNITIES
A REGIONAL GUIDE TO GROWTH AND LONGEVITY

JULY 2009
Lifelong Communities 7 Principles

Connectivity
Pedestrian Access + Transit
Neighborhood Retail + Services
Social Interaction
Diversity of Dwelling Type
Healthy Living
Consideration for Existing Residents
How Many of Your Communities have Spent $60,000 on a Planning Project?
Design Thinking:

- Empathize
- Define
- Ideate
- Prototype
- Test
- (Diagram loops back to Empathize)
1. Empathy: Understanding Context

- Understand Users (past/present)
- Scale
- Adjacencies
- Leverage Existing Plans and/ or Initiatives
2. Define Challenges/Opportunities

- Current Public Perception
  - Drug Dealing / Use
  - Vacant Lots / Buildings

- Site History - Stakeholders
  - WERD
  - MLK’s Legacy
  - Local Churches
  - Madam CJ Walker
  - Auburn Research Library
“I appeal to all of you to get into this great revolution that is sweeping this nation. Get in and stay in the streets of every city, every village and hamlet of this nation until true freedom comes, until the revolution of 1776 is complete.”

John Lewis

MARCH ON WASHINGTON
AUGUST 28, 1963
On May 9th 1942, the Atlanta Daily World wrote a story covering a new Atlanta Urban League program that aimed to create a “better block movement.” According to the article, over fifty families attended the event, where two “moving pictures” were shown by the Tuberculosis Association, health literature handed out, and a group of neighborhood children sang. Here, it was announced that the program aimed to “create community consciousness by backing the neighbors and keeping things moving through active participation of the people in the community.” The program stressed the importance of local residents sharing common problems with each other so that methods to solve them could be arrived at together. A four-block section was defined as the area where the improvement plan would take place. Garden seeds were then handed out to each person in attendance, but only if they pledged to return the next week to meet again.
3. Ideate: Opportunities – What Will Work Here?
Project Ideas
Skill-Sharing

I have ...
- plants/trees
- tools (drills, hammers, etc.)
- a wheelbarrow
- a hand truck
- paint
- wood pallets
- plywood
- patio furniture
- chairs/benches
- folding tables
- a truck
- something else:

I can help with...
- painting
- basic carpentry
- publicizing the event
- general buildout
- transporting supplies
- activities & programming
- something else:

I can be reached at...
name: 
organization: 
email: 
phone number:
Online Tools: Neighborland

How can we make Sweet Auburn a lifelong community?

Ask by Atlanta Regional Commission on May 22, 2014

I want to type your idea here

Answer

3 neighbors want whimsical wayfinding signs in Sweet Auburn, Atlanta.

Atlanta Suggested by Sweet Auburn Visioning Workshop on May 27, 2014

3 neighbors want outdoor movie screenings in Sweet Auburn, Atlanta.

Atlanta Suggested by Sweet Auburn Visioning Workshop on May 27, 2014

2 neighbors want a coffee shop and market that sells produce from Wheat Street Gardens in Sweet Auburn, Atlanta.

Atlanta Suggested by Sinan on Jun 3, 2014

2 neighbors want temporary seating in Sweet Auburn, Atlanta.
Aligning Ideas with Existing Plans

- Provide short-term design improvements on select vacant properties on the west end of Auburn Avenue.

- Plan a volunteer clean-up day for public spaces and vacant lots along Auburn Avenue.

- Consider offering simple paint-up/fix up design assistance on smaller vacant properties to increase their curb appeal.

- Utilizing the ‘property development partnership team’ approach establish a plan that employs ‘block by block’ strategies for revitalizing the Auburn
Partnerships

Thank You To Our Partners!

Civil Bikes • 3x3 Project • HDDC • Ebenezer Baptist Church • PEDS
Wheat Street Baptist Church • Living Walls • Wonderroot • Neighborland
People for Bikes • Georgia Conservancy • Sweet Auburn Digital Media Initiative
Central Atlanta Progress • Atlanta Beltline • Atlanta Housing Authority
Atlanta Bicycle Coalition • Old 4th Ward Business Association • AARP
Truly Living Well Center for Natural Urban Agriculture • Atlanta Street Car
Madam CJ Walker Beauty Shoppe & Museum • The Goat Farm Arts Center
Team Better Block • Fulton County Office of Community Development
Epsten Group • Big Bethel A.M.E. Church • Alta Planning + Design
The Creatives Project • Piedmont WellStar Health Plans • Kaiser Permanente
Atlanta Preservation Center • PBA30/WABE 90.1 • W.E.R.D. Radio Live • CNU Atlanta
Atlanta Food and Farm • MercyCare • Special Projects • The Art of Community

How can we make our neighborhoods lifelong?
Share your ideas at: https://neighborland.com/livingbeyondexpectations
Share your photos using #lifelongcommunities and #sweetauburn
Planning – Yes, there has to be some!

PROJECT MAP

The project team developed a set of icons to help participants and attendees connect the seven Lifelong Community principles to the project elements transforming Auburn Avenue. These icons were placed on the event schedule (see pages 15 and 16) and the project map poster. As shown in the key below, project elements directly addressed all seven Livable Community Principles.

MAP KEY

- Green Lane Demonstration
- 1. Interstate 85
- 2. John Wesley Dobbs Plaza
- 3. Pop-up Shops
- 4. MCJW Beauty Shoppe & Museum
- 5. Historic Auburn Research Library Plaza
- 6. Public Bathrooms
- 7. Truly Living Well Wheat Street Gardens
- 8. Pop-up Plaza, Stage, Media Check-in
- 9. Wheat St. Baptist Church
- 10. Courtyard
- 11. Wheat St. Towers
- 12. Street Car Stop
- 13. Martin Luther King Natn’l Historic Site
- 14. Ebenezer Baptist Church
- 15. Atlanta Regional Commission Survey
- 16. Neighborland Community Idea Wall
# Ideas for Materials

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
<th>Potential Source</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astroturf or Felt (cut-able)</td>
<td>Can be used to create a green/grass effect in a parklet or to simulate a grassy median.</td>
<td>Can be purchased online, or from a local garden store. Typically $25-35 for 4' x 6' of Astroturf.</td>
<td>Medium</td>
</tr>
<tr>
<td>Bike Lane Stencil</td>
<td>Stencil should conform to official MUTCD standards if possible.</td>
<td>Can borrow official DPW stencil with advance notice through loan system.</td>
<td>$0 (if not damaged)</td>
</tr>
<tr>
<td>Bollards</td>
<td>Aim for movable, reflective, waist-high bollards - they are ideal for creating a visual barrier and channelizing traffic.</td>
<td>Approx. 30 movable bollard posts are available for loan from Local Motion.</td>
<td>$0-$200</td>
</tr>
<tr>
<td>Duct Tape</td>
<td>Cheapest tape option for striping, easy to source and work with. Not appropriate for overnight use because it is not reflective!</td>
<td>Can purchase online.</td>
<td>Low</td>
</tr>
<tr>
<td>Paint - Corn Starch</td>
<td>Very washable, non-toxic. Requires minimum of 30 min. to dry.</td>
<td>Easy to make from equal parts corn starch and water + food coloring. The more corn starch, the thicker the paint.</td>
<td>Low</td>
</tr>
<tr>
<td>Paint - Tempera</td>
<td>Powdered tempera can be used in place of or to enhance corn-starch paint.</td>
<td>Can purchase online. (Ex: Sergeant Art Time Powder Tempera)</td>
<td>Low</td>
</tr>
<tr>
<td>Planter Boxes</td>
<td>Simple wooden boxes will suffice.</td>
<td>Can be borrowed from Local Motion.</td>
<td>$0-$200</td>
</tr>
<tr>
<td>Plants</td>
<td>Add beauty to project, but also require careful transport, watering, etc.</td>
<td>Try to borrow from local nursery or garden store where possible. Be prepared to pay for any plants that are damaged during the demonstration.</td>
<td>Medium</td>
</tr>
<tr>
<td>Seating</td>
<td>Comfortable, movable seating can be created using benches, milk crates, hay bales, and more.</td>
<td>Consider borrowing chairs or benches from nearby businesses or residents. Or, create simple benches from raw materials like cinder blocks and planks of wood. (Many items may be available from the ReSOURCE Building Material store).</td>
<td>Varies</td>
</tr>
<tr>
<td>Spray Chalk</td>
<td>Eco-friendly spray-able chalk. May require a power washer to remove.</td>
<td>Can be purchased online. Price typically ranges from $5-$15 per 15 oz. can</td>
<td>Medium</td>
</tr>
<tr>
<td>Straw Wattle</td>
<td>Creates a curb-level barrier - easy to install and morph into the shape needed.</td>
<td>Available at landscape/garden stores.</td>
<td>~$150 per 25’ x 9”</td>
</tr>
<tr>
<td>Traffic Cones</td>
<td>Movable, reflective - can be used to create a visual barrier and/or channelize traffic</td>
<td>Can be borrowed from DPW with advance notice through a loan system.</td>
<td>$0 (if not damaged)</td>
</tr>
<tr>
<td>Traffic Tape</td>
<td>Higher durability tape, reflective. Purchase 4” wide if possible.</td>
<td>Can purchase online.</td>
<td>High</td>
</tr>
<tr>
<td>Wayfinding Signs</td>
<td>Can purchase complete kit from Walk Your City, or make your own!</td>
<td>DIY, or try walkyourcity.org/ (Complete kit for 16-sign campaign = approximately $375)</td>
<td>Varies</td>
</tr>
<tr>
<td>Wood Pellets</td>
<td>Use pallets to make chairs, benches, tables, planters, a stage, parklets, a bike rack, and more.</td>
<td>Often available as an in-kind donation from local businesses. Use pallets with “HT” stamp not “MB” (the later means the pallet was treated with toxic methyl bromide)</td>
<td>Varies</td>
</tr>
</tbody>
</table>
Permits: The Art of the Workaround
Look to Existing Regulations, Find Loopholes

1. Special Event / Block Party Permits
2. Construction Mitigation Practices
Branding

Sweet Auburn
LIVING
BEYOND
EXPECTATIONS
Hey Atlanta! Let’s make Sweet Auburn even sweeter!

The Atlanta Regional Commission (ARC) “Living Beyond Expectations” Lifelong Community Demonstration Project will temporarily transform two blocks of Auburn Avenue in Old 4th Ward into a model Lifelong Community—a healthy, walkable place that provides a variety of housing, transportation and service options for people of all ages to live through all stages of their lives.

Over the course of three days, from Friday, June 19 through Sunday, June 21, ARC will work with stakeholders and volunteers to temporarily transform Auburn Avenue between Fort Street NE and Jackson Street NE using innovative, affordable materials and engaging programming. The model demonstration project will serve as a tangible example of how any community can transform itself into a vibrant place for people of all ages.

The street transformation will feature:
- Pop-up Shops
- Outdoor Café Seating
- Live Music
- Local Food
- Bike Lanes
- Community Art
- Games & Performances
- Classes/Workshops

& Celebrations of the History of the Old Fourth Ward & “Sweet” Auburn

Local businesses are encouraged to get involved! Want to set up a pop-up shop, lead a fitness class or engage throughout their lifetime. That means we will need more choices for housing and transportation, better strategies for maintaining health and expanded access to services. Working together, citizens, government, businesses and philanthropic organizations can realize the promise of longevity and create, throughout the Atlanta region, Lifelong Communities that allow us to live life “Beyond Expectations.”

For more information about this project, visit our Facebook page: http://on.fb.me/1eSSVX3

For approximately five years, ARC has been working closely with select communities throughout the Atlanta region, from Maconit in Cobb County to Tuscalo in DeKalb to Roswell in Fulton County, to help them define and implement elements that will re-create their neighborhoods into healthy places for persons of all ages to live. This demonstration project in the Sweet Auburn area will allow planners, community leaders, residents and individuals from throughout the region to experience concepts in active and in practice that contribute to a Lifelong Community.

Living Beyond Expectations is a project of the Atlanta Regional Commission’s Lifelong Communities Initiative. The 21st century offers the promise of longevity, allowing us to live longer than ever before.

To get involved, please contact Roz Tucker, ARC Senior Program Specialist, at roztucker@atlantaregional.org, or Julie Pyers at julie@atlantaregional.org.

For more information, including exact times and locations, visit our Facebook page: http://on.fb.me/1eSSVX3

Thank You To Our Partners!
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Wheat Street Baptist Church • Living Walls • Wonderroot • Neighborland
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Atlanta Progress • Atlanta Beltline • Atlanta Housing Authority
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The Creatives Project • Piedmont WellStar Health Plans • Kaiser Permanente
PBA30/WABE 90.1 • W.E.R.D. Radio Live • CNU Atlanta
Atlanta Food and Farm • MercyCare • Special Projects

How can we make Sweet Auburn a “Lifelong Community”? Share your ideas at: https://neighborland.com/livingbeyondexpectations
Share your photos using #lifelongcommunities and #sweetauburn
Project Schedule (Blackmail Yourself)

**SATURDAY JUNE 21ST**

**ALL DAY LONG**
- Green Lane Project Demonstration (Auburn Ave. from Hilliard St. to Jackson St.)
- Pop-up Library and Book Sale (Historic Auburn Research Library Plaza)
- W.E.R.D. Radio Live (Corner of Auburn Ave. and Hilliard St.)
- Sweet Auburn Digital Media Initiative Demos (Historic Auburn Research Library Plaza)
- Neighbor Ideawall (Auburn Ave. and Hilliard St.)
- Central Atlanta Progress Pop-Up Shops
- Get to Know Local Organizations (Historic Auburn Research Library Plaza)

**TOURS + CLASSES**
- Living Walls Walking Tour (Meet at the Pop-Up Plaza) 10:30AM, 4:00PM
- Drop-in Learn to Ride Bike Class (Historic Auburn Research Library Plaza) 10:00AM, 11:00AM, 12:00PM, 1:00PM, 2:00PM
- P.E.D.S./Atlanta Preservation Center Walking Tour (Meet at the Pop-Up Plaza) 11:00AM, 5:00PM
- 3x3 Milk Crate Gardening Demo (Historic Auburn Research Library Plaza) 11:00AM, 12:00PM, 1:00PM, 2:00PM, 3:00PM, 4:00PM, 5:00PM
- Wheat Street Garden Tour (Meet at the Corner of Auburn Ave. and Hilliard St.) 11:30AM
- Civil Bikes Tour (Meet at the Civil Bikes Pop-Up Store, 344 Auburn Ave.) 7:00PM

**PROGRAMMING**
- 8:00AM - Atlanta Streetcar Run the Rails 5K
- 11:00AM - Project Kick-off (Pop-Up Plaza stage)
- 12:30PM - Mini GROOVE Class led by Curvi Yogini (Pop-up Plaza stage)
- 1:00PM - Macuile Brazilian Capoeira Group (Pop-up Plaza)
- 1:30PM - Address from Local Community Leaders (Pop-up Plaza Stage)
- 2:00PM - DeDee and the Puddin’ Milkers (Pop-up Plaza Stage)
- 2:30PM - A Community Conversation with the Elders of the Old Fourth Ward (Wheat Street Towers Courtyard)
- 6:00PM - DJ Dee Dleave (Pop-Up Plaza stage)
- 8:30PM - Steel Magnolias Outdoor Movie Screening (Pop-Up Plaza)

**SUNDAY JUNE 22ND**

**ALL DAY LONG**
- Green Lane Demonstration Project (Auburn Ave. from Hilliard St. to Jackson St.)
- Food Trucks (Throughout Event Area)
- Pop-up Library and Book Sale (Historic Auburn Research Library Plaza)
- W.E.R.D. Radio Live (Corner of Auburn Ave. and Hilliard St.)
- Sweet Auburn Digital Media Initiative Demos (Historic Auburn Research Library Plaza)
- Neighbor Ideawall (Auburn Ave. and Hilliard St.)
- Central Atlanta Progress Pop-Up Shops
- Get to Know Local Organizations (Historic Auburn Research Library Plaza)

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- 2:30PM - A Community Conversation with the Elders of the Old Fourth Ward (Wheat Street Towers Courtyard)

The schedule for event weekend programming appears above and to the left. Even with the printed schedule as a guide, the event team remained flexible, sometimes shifting project timelines to better serve the community.
Team Roles

- Moneymakers (fundraisers)
- Hunter-Gatherers (materials)
- Makers (design/construction)
- Coordinators (logistics)
- Mouthpieces (communication)
- Documentarians (film, blog etc.)
Money-Makers: Finding National Sponsorship

GLP-0030 CRATE STENCILS

SIDE ONE // WOODEN CRATE (LOGO SHOWN WITH BLACK INK AT 7.5" WIDE)

SIDE TWO // WOODEN CRATE (LOGO SHOWN WITH BLACK INK AT 8.7" WIDE)
Hunter-Gatherers: Finding Materials, Tools
Coordinators: Handling Project Logistics
Mouthpieces: Build Awareness!
Documentarians
Makers: Building all Project Elements
Advice: Plan for the Unexpected
4. Prototype: Build + Learn
## Sweet Auburn Living Beyond Expectations
Better Block Community Build Classes

### Home

**Show**: 10 entries

<table>
<thead>
<tr>
<th>IMAGE</th>
<th>TITLE / DESCRIPTION</th>
<th>DATE / TIME</th>
<th>ENROLL</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Bicycle Lane" /></td>
<td>How to repair a bicycle lane into a Green Lane – The Green Lane program sponsored by People for Bikes will transform a narrow buffered bike lane on Auburn Street into a super safe barrier separated lane.</td>
<td>June 20, 9:00 AM - 1 PM</td>
<td><a href="#">ENROLL NOW</a></td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Public Space" /></td>
<td>How to activate a public space Activating public space requires comfortable places to set, food and multiple things to do. We'll introduce the concept and work with</td>
<td>June 20, 9:30 AM - 1:30 PM</td>
<td><a href="#">ENROLL NOW</a></td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Another Image" /></td>
<td>June 21, 7 AM to 9 PM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Search:
Project Information Kiosks
Wayfinding – Walk [Your] City Signs

IT IS A 1 MINUTE WALK TO WHEATST. BAPTIST CHURCH
Protected Bikeway
Demonstration Parklet
Programming
Bring out Your Politicians
Collect Feedback in Real-Time

- More Green Clean Area
- Nicer Bus Shelters
- Genuine Love to Know Love. True Love in Young and to Extend Love. Genuinely to All People
- Better Mix of Uses & A Nice Public Space
- Closer Groceries
- Fight Gentrification
- Turn the vacant Green to Z Project
Project Video: https://vimeo.com/99127663
Measure The Results!
Tactical Urbanism Demonstration Project
Summary Report
July 2014

Measure The Results + Share!

10% DECREASE IN NOISE LEVELS, FROM 77 TO 72 DECIBELS

35% DECREASE IN AVG. VEHICLE SPEED, FROM 17MPH TO 12MPH

83% INCREASE IN VOLUME OF CYCLISTS ON AUBURN AVE. ON SATURDAY
Atlanta One Year Later…

Tactical Urbanism Project Showcases Walk-Friendly Streets for All Ages at Atlanta Streets Alive Sunday

Contact: Cheryl Mayerik
Phone: 404-463-3296
E-mail: cmayerik@atlantaregional.com

(Atlanta - Apr 16, 2015)

STAYING MOBILE AND CONNECTED AS WE AGE

(Atlanta, GA, April 16) - Sunday, April 19, the Atlanta Regional Commission (ARC) will join Atlanta Streets Alive in Atlanta’s historic West End neighborhood to demonstrate some of the important elements that create an age-friendly place. Atlanta Streets Alive is designed to give people the opportunity to experience vibrant, people-oriented streets that encourage walking, biking and other healthy activities, by taking cars out of the equation for an afternoon. ARC is teaming up with the Atlanta Bicycle Coalition (ABC) to demonstrate how walk-friendly communities enable both young and old to live well and age in place.

Through a grant provided by ARC, event coordinators will employ a planning practice known as tactical urbanism to
Snellville News: Pop-up Public Market Set for May 16, Thanks to ARC Grant

Wisteria Pop-Up Marketplace is expected to draw hundreds of visitors to Towne Center.

Snellville, GA

By SCOTT BERNARDE (Patch Staff) - January 15, 2015 4:23 pm ET
ARC, Atlanta Streets Alive to use ‘tactical urbanism’ to revitalize Atlanta’s West End

April 16, 2015, 4:43pm EDT

The Atlanta Regional Commission (ARC) and Atlanta Streets Alive will join forces April 19 to employ a planning practice known as tactical urbanism to temporarily and inexpensively transform and revitalize key aspects of the Atlanta’s historic West End to lead to safer transportation options for older adults.

ARC reported the event coordinators will demonstrate some of the important elements that create an age-friendly place.

Tactical urbanism showcases methods, ideas and projects that tackle specific challenges in a community, and has led to permanent changes in many communities. For the West End area, the intention of ARC and ABC is to make community improvements that are designed to keep older adults moving and connected to their communities.
Residents of East Atlanta who helped build a community gathering place found that they built something in addition to a park – a real sense of community. To hear Joe Peery describe it, the community park came together in a fashion similar to the soup in the folktale about stone soup.
This week, TransitCenter spoke with Binh Dam and Simon Berrebi about a new initiative pioneering unique forms of citizen engagement with Atlanta’s transit system — the MARTA Army. The group has recently received attention for mobilizing citizens to install self-produced bus timetables at stops across Atlanta’s vast bus network, and it’s not stopping there. The following is an abridged version of the interview, lightly edited for clarity.

What’s your one-sentence description of the MARTA Army?
...it is about getting it right for now and at the same time being **tactical** and **strategic** about later...and about disturbing the order of things in the interests of change.

- Nabeel Hamdi

author: about the art of practice and the limits of planning in cities
Double Down on The Things That Work

INVEST IN GOOD TIMES!
Planning Your Own Project
Establish a Long-Term Vision, Work Backwards

**IN THE END... WALK THE DELTA WILL**

1. Identify pedestrian needs/desires
2. Set the stage for LRT unique station design
3. Be known as more than an intersection!

**NEXT MONTH...**

Intersection Repair!

Engage schools & community to develop a street mural to create a place and calm traffic.

**TODAY**

1) Demo new crosswalk
2) Engage residents to identify other locations
3) Highlight destinations
FIVE WHYS?

Problem Statement:

WHY IS THIS HAPPENING?

Why? Because...

Why? Because...

Why? Because...

Why? Because...

Why? Because...

Action:
**Action:**

What would demonstrate progress in under 48 hours?

What would demonstrate progress in about 48 weeks?

What would demonstrate progress in about 48 months?

**Location:**

48-Hour Project: Who needs to be involved to make it happen?

48-Hour Project: How will it get done?