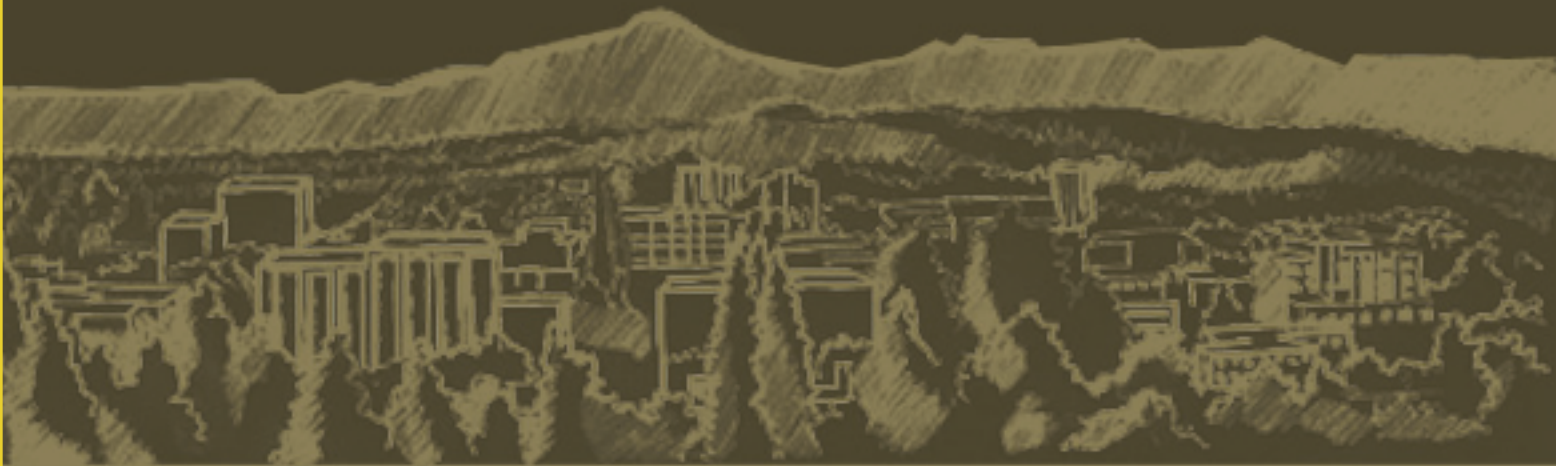


Tactical Urbanism

EUGENE, OREGON

*A guidebook to help neighbors
make a change in their community.*



December 2015

Acknowledgements

We would like to thank the following people in making this project possible by sharing information, advice, encouragement, and guidance in the exploration of Tactical Urbanism in Eugene!

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Will Dowdy: *City of Eugene Urban Design Planner*

Tom Larsen: *City of Eugene Traffic Operations Manager (Retired)*

Rob Inerfeld: *City of Eugene Transportation Planner*

Katie Geiser: *Community member involved in 22nd and Garfield Intersection Painting*

Dirk Beaulieu: *Community member involved in 22nd and Garfield Intersection Painting*

Melissa: *FAN community member*

FAN board and Neighbors

SUNA board and Neighbors

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Introduction

“Real World Eugene,” a Planning, Public Policy and Management course, is an undergraduate class that aims to provide students with hands-on experience in the fields of planning and public policy. It was offered for the first time in the fall term of 2015 at the University of Oregon. Course instructors, Bethany Steiner and Bob Parker, along with community partners, selected four areas of development for the undergraduates to research and address through a project of their own choosing. This is how we, a group of five undergraduate students of the University of Oregon, came together to develop this guidebook. Our team’s objective was to research the movement of tactical urbanism and provide information on its relevance and application in Eugene.



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We live in an increasingly urban world, where changing demographics and shifting environments demand a fluent approach to planning and community development. However, city governments do not always have the proper resources and ability to respond to these needs. Community organizers and citizens are then inspired to take an active role in the process. In their book, “Tactical Urbanism: Short-term Action for Long-term Change, authors Lydon and Garcia introduce the concept of tactical urbanism as a variety of short-term projects directly enacted by citizens. The movement encompasses not just the implementation of tactics but the intention behind them to call for social change and foster a stronger sense of community and neighborhood identity.

We don’t presume to offer the definitive guide to tactical urbanism. Eugene already has a strong precedent of projects that could be considered tactical urbanism, such as free book libraries, painted intersections, and parklets, to sanctioned events like Sunday Streets. However, through our in-depth research on five tactics, our experience implementing an intersection mural project, and a compilation of the resources we have found, we hope to promote the movement’s growth, engage interested citizens, and create a resource for those interested in implementing their own tactical urbanism project in Eugene.

Public Opinion

The following section will review the public opinions we received throughout our 10 week study of tactical urbanism. We collected these opinions by conducting a survey, attending FAN and SUNA neighborhood meetings, doing outreach on a project in the Friendly Area Neighborhood, and conducting interviews with community members and people who have been involved in acts of tactical urbanism.

I. Survey Results

Personal Reflections:

2. Meeting Reflection: Friendly Area Neighborhood
By: Dianna Montzka and Morgan Greenwood
3. Interview Reflection: with Emily Farthing, coordinator of Eugene's Sunday Street
By: Dianna Montzka
4. Meeting Reflection: South University Neighborhood Association open house
By: Megan Knox
5. Interview Reflection: with Ridhi D'Cruz, volunteer co-coordinator of the Portland City Repair Group
By: Jackie Stinson
6. Interview Reflection: with Katie Geiser and Dirk Beaulieu
By: Jackie Stinson and Morgan Greenwood

Survey Results

Survey Results

Purpose of the survey:

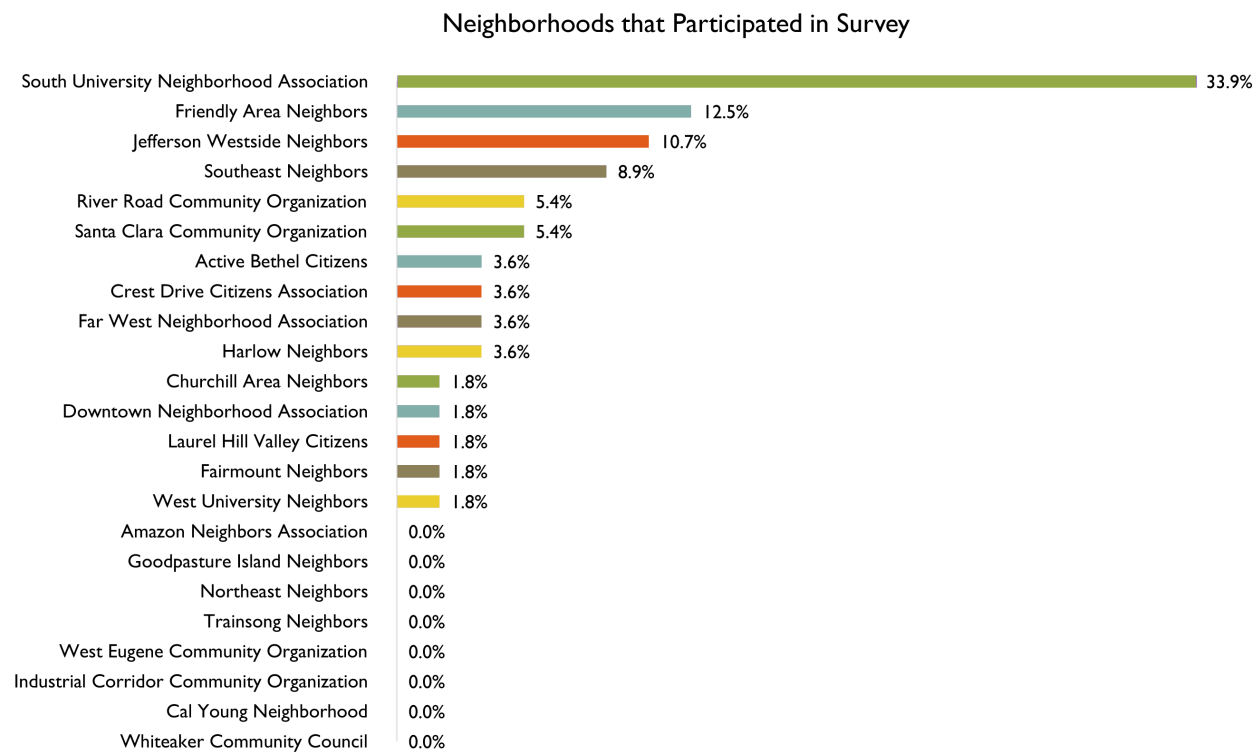
- To determine the residence of Eugene’s familiarity with the concept of tactical urbanism
- Reveal resident’s opinions of tactical urbanism projects

Distribution method:

- Attended the South University Neighborhood Association open house
- Attend the Friendly Area Neighborhood monthly meeting
- Posted on the Neighborhood Leaders Council listserv, through Jason Dedrick
 - The listserv reaches current representatives of the NLC, neighborhood chairs, and some past leaders

Timeframe:

Open for approximately 1 month (October 2015 – November 2015)

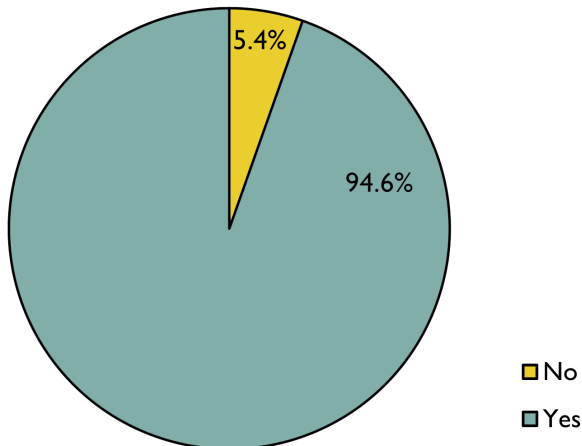


Total Responses: 56

- 8 of the 23 neighborhood associations were not reached.
- Attending the South University Neighborhood Association open house was a successful means of outreach. 33.9% of the responses, or 19 people from the South University neighborhood took the survey.

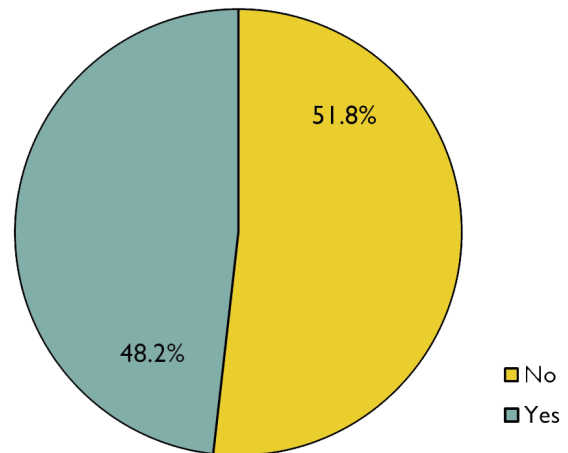
Survey Results

Percentage of people who have witnessed acts of tactical urbanism in their neighborhood



Total Responses: 56

Percentage of people who have participated in acts of tactical urbanism in their neighborhood



5.4%, which equates to 3 people, responded that they have never witnessed an act of tactical urbanism in their neighborhood.

These three responses came from the following neighborhood associations:

- Active Bethel Citizens
- Fairmount Neighbors
- West University Neighbors

The member from West University Neighbors responded that they have participated in an act of tactical urbanism, although they have not seen one in their neighborhood.



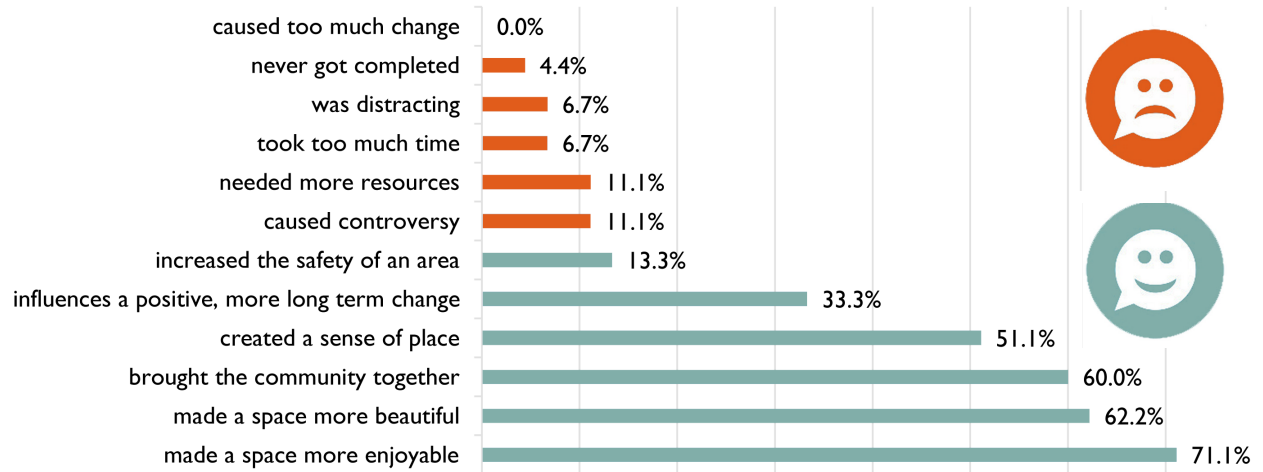
We were excited to see that almost half of the respondents have participated in an act of tactical urbanism!



How can we encourage more neighbors to try a tactic?!

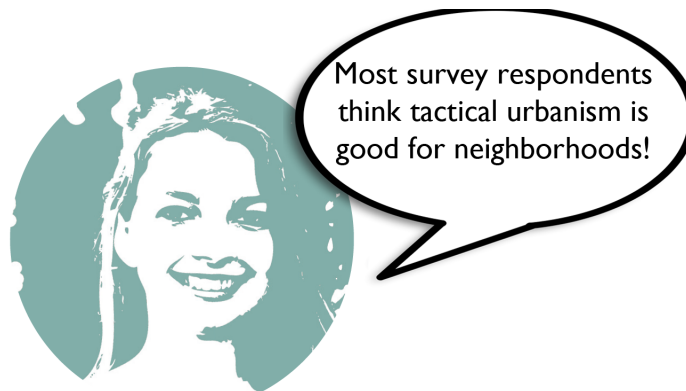
Survey Results

The Act of Tactical Urbanism I Participated in/witnessed...



Total Responses: 56

This question asked respondents to complete the statement by selecting all that applied. Most respondents selected options that indicate a positive response to tactical urbanism. The respondents of this survey appear to support community-building projects in their neighborhoods.



Personal Reflections

These personal reflections come from individuals in the tactical urbanism group and present information and findings from interviews that were conducted with community members and neighborhood meetings. Neighborhood meetings are an important and underutilized guidance tool that all of Eugene residents have access to. Each reflection taught us something different about the process of tactical urbanism and why community engagement is important. Interviews are also a great way to not only get information about a project, but also to build social capital.

“Attend your monthly neighborhood meetings! – Get involved!”

Friendly Area Neighborhood Meetings

By: Dianna Montzka and Morgan Greenwood



We attended two Friendly Area Neighborhood meetings. In both of these meetings it was alarming how few community members were in attendance. For a fairly large neighborhood, we were expecting at least 10 community members to attend with the intention of listening to what is going on in their neighborhood or to share their opinions. This was not the case. Only 2-5 people showed up in each meeting to give a public opinion, and all speakers focused on one topic. Members were overwhelmingly concerned with the South Willamette development. From this experience, we wonder how involvement can be strategically increased, although people cannot be forced to want to be involved. It is possible that people did not show up because the meetings are around dinner time. We hope that this project can present community involvement in a way that inspires more people to want to be a part of change that happens in their neighborhood. If there is more conversation and awareness of these acts of kindness, beautification, and community building, hopefully a sense of place and energy for individual involvement will increase.

In terms of the FAN board members, we felt that overall the community is well represented. There are board members of different ages, experiences, and backgrounds that bring something different to the table. It is great that our team member, Morgan, joined the FAN board between the time of our appearance at the first and second meeting, and would suggest to every neighborhood association a youth representative brings an important perspective. We were also very pleased that the board took our project proposal very seriously; it wasn't something that was brushed away because it was a "student project."

Overall, the meetings were an interesting experience. They were satisfying, yet we were left wondering how they could be more successful by increasing neighbor presence and involvement.

Personal Reflections

“How the City of Eugene can help!”

Interview with Emily Farthing on Sunday Streets

By: Dianna Montzka



Emily Farthing is a UO student who is a temporary employee at the City of Eugene. She is responsible for coordinating Sunday Streets. My interview with her gave me insight on how Sunday Streets was formed in Eugene. My independent research on Open Streets revealed how an event like Sunday Streets can start from within the community and become a more sanctioned and organized event through the City. Eugene Sunday Streets has similar goals of tactical urbanism. These are to bring the community together, to create a long-term change (in this case, people’s transportation habits), and to make people think a little bit differently about the world around them. Although Sunday Streets is completely sanctioned, community members from different neighborhoods can elect their neighborhood to host Sunday Streets. In the end, the City is the one who decides where Sunday Streets will be held for the yearly event, but what I thought was most important is that the City strives to choose neighborhoods that are under served and could benefit most from these types of events. In this sense, it is important for community members to know that the City can be a partner in completing acts of tactical urbanism. By turning an act of tactical urbanism to a sanctioned event, there is opportunity to involve more parts of the community, like local bike shops and other local businesses, as seen in Sunday Streets. There are also more opportunities for funding, support, person power, outreach, and more!

YAY Community Engagement!

Meeting with SUNA board open house

By: Megan Knox



Bryce, Dianna, Jackie and I attended the South University Neighborhood Association open house in November. The purpose was to introduce our project, gather participants for our survey, and establish contacts within the neighborhood who are interested in tactical urbanism. The neighborhood board was very helpful to our group and agreed to let us have some time on their agenda to address the audience. We were able to briefly explain tactical urbanism to interested community members and invite them to take our survey. The open house was very well attended, and a great part of the experience was hearing other community members share news of current projects, in particular some instances of tactical urbanism already taking place. In recent years, the South University neighborhood worked to paint the area's fire hydrants with bright, playful designs. Now the neighborhood is working to create several free, miniature libraries in peoples' front yards. It was exciting to see how tactical urbanism is already being used in Eugene to create community change, even if it's not being identified with this specific name. Through our participation in the open house we gained several invaluable contacts, including Jeff Petry, Eugene's parking manager, who wished to make himself and his department available as a resource for citizens. Overall, the feedback we received at this meeting was very positive. We heard from both community members who had not heard of tactical urbanism before but would like to get involved, and people who had worked on the community's past projects and had very gratifying experiences.



Personal Reflection and Interview Summaries

Interview with Ridhi D’Cruz: Volunteer Co-Coordinator, Diversity and Equity Team, Placemaking Organizer

By Jackie Stinson



Mission Statement of the Portland City Repair Group:

The City Repair Project fosters thriving, inclusive and sustainable communities through the creative reclamation of public space. City Repair facilitates artistic and ecologically-oriented placemaking through projects that honor the interconnection of human communities and the natural world. We are an organized group action that educates and inspires communities and individuals to creatively transform the places where they live. The many projects of City Repair have been accomplished by a mostly volunteer staff and thousands of volunteer citizen activists. (www.cityrepair.org)

Ridhi D’Cruz began her involvement with the Portland City Repair group in 2011, when she proposed a project on the campus of Portland State University. In 2013, she became placemaking organizer.

As Ridhi and I discussed the history of the City Repair group, she informed me of various projects they have completed, and her enthusiasm for community engagement projects shined through.

The Portland City Repair group was founded in 1996 by a group of community members trying to make their neighborhood safer. The organization has grown through the empowerment of the community. Ridhi disclosed that when there is grief, anger or sadness in a city, people are empowered to transform this energy into engagement projects. This energy is what has kept the City Repair group going.

Ridhi described community engagement projects as a “roller coaster ride.” She said that these emotions are the reason placemaking organizers come in to help. “*There is a need for support and someone to believe in them,*” she revealed. It was clear to me that Ridhi takes pride in and really enjoys holding this position.

Ridhi and the Portland City Repair Group have really established themselves on the basis of bettering the community and serving as a resource for neighbors to complete their own projects. She discussed with me ways that they have diversified their approach to funding, since “*some folks are in need and some have money.*” An example of this approach is the group selling their Placemaking Guidebook. Ridhi said that they are currently working to keep their guidebook up to date.

In addition to funding through guidebook sales, the group really encourages community

Personal Reflection and Interview Summaries

members to get creative with fund raisers. Some examples are cookie bake sales and musician benefits. Other funding tools that Ridhi suggests are Neighborhood Association Grants and donations from local businesses.

My favorite part about my discussion with Ridhi was discovering her perspective on the completion of projects. When I asked her how often their projects get completed, she was hesitant to answer my question. She made it clear that everything is a process. **“Infrastructure building is one part, but inhabiting it with the community is the second part,”** Ridhi explained. She really fosters the idea of placemaking through community engagement. When going about your own community engagement project it is important to remember, **“Physical infrastructure is inspiring but it is about working together to allow friendships to be forged.”** – *Ridhi D’Cruz.*

Interview with Katie Geiser and Dirk Beaulieu of the Far West Neighborhood

By Jackie Stinson and Morgan Greenwood



Katie Geiser and Dirk Beaulieu are residents in the Far West Neighborhood Association. They piloted the first City Repair project in Eugene: a pocket park and an adjacent painted intersection at the corner of 22nd and Garfield.

The opportunity to interview Katie and Dirk was a privilege and we could not thank them enough for their hospitality. Their teamwork and commitment to their project was inspirational. When discussing what made the project work for them, Katie said *“It worked for me because Dirk was there.”*

The team was able to delegate the work load based on their personalities and strengths, which made the project successful. Dirk’s assertive personality kept them on track. He said that when democratic coordination got difficult he simply decided *“We’re doing this. I’m doing this. We’re getting this done.”* Katie’s quiet determination and organizational skills complemented Dirk well. Dirk said Katie was *“good at mucking through.”* Katie flawlessly documented their entire process into a series of binders. Without the organization of someone like Katie, steps needed to complete a project could get overlooked.

The two of them kept the project under their own supervision. The city’s traffic engineers had never dealt with a tactical urbanism street repair project; therefore, there was no set protocol to follow. Dirk emphasized that the city needs to develop a protocol for

Personal Reflection and Interview Summaries

community members to follow, but ultimately, the impetus for the project needs to come from the neighbors. Both Katie and Dirk commented that they wouldn't want to dissipate the energy for the project by dealing with more layers of bureaucracy.

“It is important to keep the project your own,” said Katie.

Katie and Dirk considered their project a success when they noticed more people walking around their neighborhood. Katie and Dirk both noticed that once a visual landmark was produced, other like-minded Eugene residents were drawn into the community. They started to envision a consistent and cohesive group (perhaps a club dedicated to the maintenance of the pocket park and intersection mural) in their neighborhood, but it was never came to fruition. *“Poof, where'd everybody go?”* Dirk chuckled as he expressed his disappointment in the participation of the community dwindling.

Katie and Dirk noted that the block parties continued, but that was really the only thing that drew people together. This is the challenge that many community members face when implementing projects: to keep neighbors excited, involved, and invested.

Some advice from Katie and Dirk is to think ahead; specifically, they noted that continuous funding is important for re-painting the intersection. Their hope is that the city of Eugene will be more open and organized in their support of these projects by, for example, setting a clear guideline for the block party permit or waiving the block party insurance. The block party insurance is very costly, and obtaining the barricades stipulated in the block party permit were the most difficult part of the process, according to Dirk.

Katie and Dirk are proud of the impact they made on their community, but wish the enthusiasm could have lived on. They are excited to see efforts being made across Eugene to implement more community engagement projects.

When your project gets challenging, ***“Just think: This is going to build community”***

– Katie Geiser

Precedent Studies

Tactical Urbanism

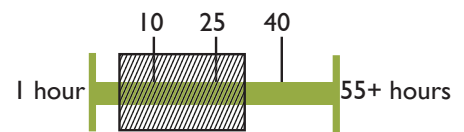
Tactic Breakdown



The following five precedent studies are examples of tactical urbanism that have occurred in many places around the U.S. and the world. These examples are to inspire, educate, and provide different scales of tactical urbanism in terms of time needed, money required, people power to get the job done, and the amount of resources and materials needed for the project. Keep in mind that within each type of precedent, the scale can shift from one side to the other depending on the actual instance of the tactic. Guerrilla gardening, for example, can be as small as a clump of decorated moss along a walkway, or as large as a community garden in an empty parking lot. To accommodate this variety within tactics, we have provided a continuum scale to reflect the extremes on each side. See explanations of the categories below.

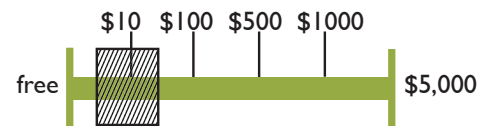
Time:

This scale represents the total estimated time it will take to complete a tactic.



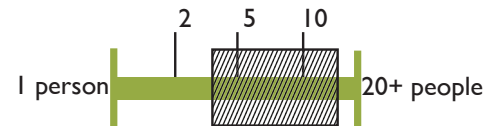
Money:

This scale represents the total amount of money that may be required for a tactic. In some cases it refers to cost of resources and materials, where in other cases it may include fees, permits, and insurance.



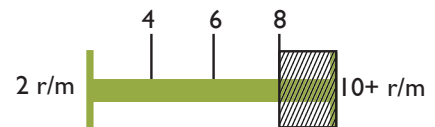
People Power:

This scale represents the number of people needed to complete the project.



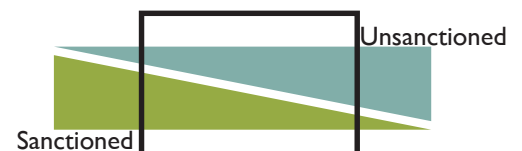
Resources and Materials:

This scale represents resources and materials needed. An example of this would be paint, rollers and brushes, barricades, and permits for a painted intersection



Sanctioned vs. Unsanctioned:

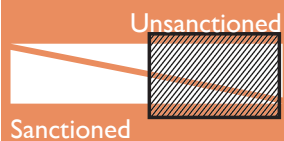
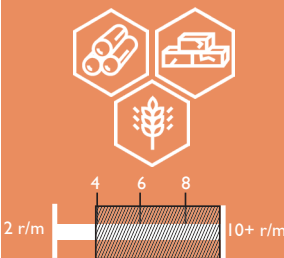
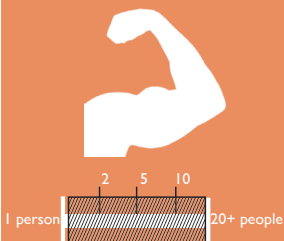
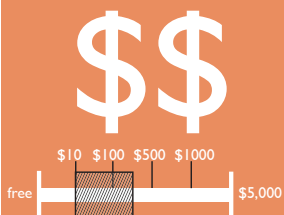
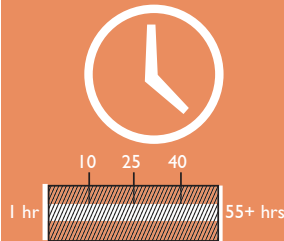
This scale shows a representation of how involved the City may be with a tactic. Some tactics are easy to do without permission or permits, but other tactics legally require involvement with the city



Guerrilla Gardening

GUERRILLA GARDENING

Tactic Breakdown



Introduction:

Guerrilla gardening is the act of gardening on public or private space, of which the gardener may not have the legal rights to make use. This land may belong to the city or a private owner, but is often abandoned or seen as underutilized. The objectives of guerrilla gardening are numerous. It may address the need for green spaces in our increasingly urban environment, or simply serve to beautify and area and bring some nature into people's lives. Guerrilla gardening is also a tool to address food security. Community gardens in empty lots are a common way to provide free fresh food to neighbors, and can also act as a community building activity, as people will come together to maintain and harvest from them. Less traditional methods - like grafting fruit bearing branches onto non fruit bearing trees - are also examples of people protesting the lack of affordable, healthy produce in cities. Whether by increasing food security or aesthetic appeal, guerrilla gardening can be a great tactic for increasing livability, rewilding urban areas, and changing people's mindset about the use of public space.

Background:

Growing plants on property without permission has been taking place for centuries, but the term "guerrilla gardening" was first association with a group of New York gardeners in the 1970's. The self-proclaimed "Green Guerrillas" decided to take action against the overwhelming urban decay in the city by throwing seed bombs over fences into empty lots and street medians. These 'seed bombs' were lumps of mud packed with seeds, compost, water, and clay which can be tossed onto unused land with the hope that they flourish into flowering displays or even vegetable plants. The group gained attention and members, and their first large scale project revolved around turning a vacant, debris-filled lot into the Bowery Houston Farm and Garden. They achieved this by galvanizing community action and soliciting donations from local businesses. The group has remained active in the last forty years, and now boasts a network of over 600 community gardens in the city. The term has since grown to become associated with a variety of techniques and actions, which have been employed in the U.S. and worldwide with growing enthusiasm.

Examples I: Pothole Gardens

Gardeners can utilize a variety of spaces, from the largest lots to cracks in the pavement. London resident Steve Wheen, known to his fans as the Pothole Gardener, has gained international attention for

Guerrilla Gardening

his projects, which initially began as a creative solution to his neighborhood's pothole problems. Whleen has created over 150 tiny gardens so far, and he runs a blog where he shares photos of his gardens and similar projects submitted to him from all over the world. Planting miniature gardens in potholes and crevices in city streets and sidewalks creates a sense of play and beauty for residents to appreciate. Whleen documents this in several videos on his blog, which watch passersby reacting to his freshly planted pothole gardens with curiosity and delight. This tactic also sends a message to city officials who receive complaints and maintenance requests about the potholes and yet continue to not address them. Creating a pothole garden takes minimal time and monetary investment, and can draw citizen and city attention to otherwise hazardous road obstructions.



Photo courtesy of www.insminiatures.com



Photo courtesy of www.milkwood.net

Example 2: Guerilla Community Gardens

Creating community gardens on underutilized or abandoned land remains one of the most easily recognizable and widespread forms of guerrilla gardening. Although the tactic takes a higher level of input and time than another form, the benefits it can create for a community, relative to the cost, make it worth the investment well worth it. So called “Gangster Gardener” Ron Finley has had a far reaching impact, bringing national attention to the movement. Finley grew up in South Central L.A., an area he describes as one of America’s food deserts, chock full of strip malls and liquor stores but very few grocery stores or healthy eating options. In 2010, Finley’s exasperation at having to drive over thirty minutes to find a fresh piece of fruit in his neighborhood fueled him to plant a garden in the only space available to him: the strip of land between the street and the sidewalk. This piece of land is technically owned by the city but its maintenance is the responsibility of the property owner. Planting is not allowed in this space, and eventually city officials confronted him with a citation to remove the garden. In response, Finley’s gardening group, L.A. Green Grounds circulated a petition to get the city to desist, and succeeded after receiving community, media, and even city official support.

In the Ted Talk that launched him to national recognition, Finley estimates that the municipality owns approximately 26 square miles of vacant lots - an amount of space he estimates could cultivate 725 million tomato plants. As of 2013, Finley’s group L.A. Green

Guerrilla Gardening

Grounds has helped install a total of 27 edible gardens and has monthly “dig-ins”, which gather diverse groups of volunteers to turn overlooked urban land into food zones. Finley’s story is just one in a multitude of people, projects, and organizations which have used gardening as a tool for social empowerment.

Guerrilla Gardening in Eugene:

In the past decade Eugene has had several projects surrounding the creation of community gardens. Although not all guerrilla gardening in the strictest sense, these projects demonstrate our community’s interest in community building through urban agriculture. In 2009, Friendly Area residents came together to turn an empty right of way on the intersection of 21st and Van Buren into a garden to help feed those in need. Anne Donahue, the plot’s neighbor and city of Eugene Composting and Agriculture Program coordinator, was one of driving forces behind this project, and helped coordinate the process with the city. The city responded with enthusiasm when the idea was proposed and hopes to encourage similar action by more residents. The group applied for a neighborhood matching grant in 2009 and was awarded \$5,000, which covered the costs such as tools and a city permits (the permit costs about \$250). Neighbors hired a tractor company to remove debris and till the land, and organized neighborhood work parties to build beds. By the next spring, it was producing spinach, beets, garlic and more.

The garden, known as Common Grounds Garden - which operates on a communal basis rather than through individually owned plots - is open to all for harvesting, and is the first licensed community garden in Eugene to be built on city property. However, it is worth noting that not all gardens or projects must take such a sanctioned approach. In an article with the Eugene Daily News, Donahue notes that there is no way to measure how many unofficial community gardens exist within the city limits, noting, “There’s a lot of ‘guerilla gardens,’ and as long as they keep things tidy, it’s not an issue...As long as you don’t stop pedestrian walkways, and keep it nice and maintained, it becomes a real benefit to the area.” (Gartrell).



Photo courtesy of www.eugenedailynews.com

Guerrilla Gardening

A guerrilla garden can be as small or large scale as you wish; sanctioned through the city or operate in a more rogue fashion; and provide food for its creator or a larger community. Eugene has some conditions which make it uniquely advantageous for guerrilla gardeners. We are an ecologically minded community, and there is already a strong framework of support for local urban farming and permaculture groups. Additionally, we have an abundance of rainfall during most of the year, as finding sources to water their gardens can be one of the greatest challenges gardeners in other areas face. Gardens can grow food but are also valuable as an aesthetic addition to a space lacking greenery or aesthetic appeal. No matter the scale or type, a guerrilla garden will have an impact on its community, whether by beautifying an area, increasing food security, or building community around nature.



Photo courtesy of www.eugenedailynews.com



Photo courtesy of www.eugenedailynews.com

Resources:

The city of Eugene has a well-established urban agriculture department, and their website offers both material and community resources for those who wish to get involved with the creation of community gardens or even working at or renting a plot in an existent one. Their 'material resources' tab can direct gardeners to some free gardening essentials like leaves for composting, wood chips, mulch, and manure. It also offers information on Eugene's many different gardening and food security projects, like the School Garden Project, Huerta de la Familia, and FOOD for Lane County's Grassroots Garden. It also has information on the neighborhood matching grant, which can be used for gardening projects.

<https://www.eugene-or.gov/index.aspx?NID=767>

Sources

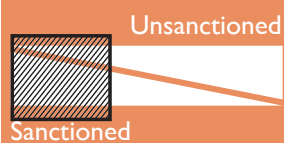
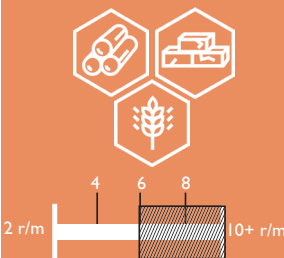
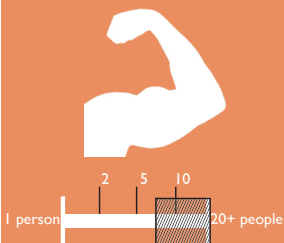
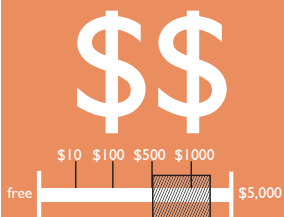
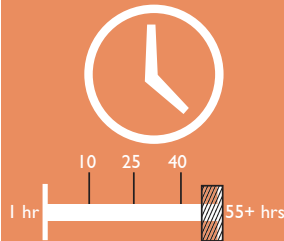
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Gartrell, Nate. "Eugene Residents Form Community Garden for the Needy | Eugene Daily News." Eugene Daily News. N.p., 05 Apr. 2012. Web. 29 Nov. 2015. <http://eugenedailynews.com/2012/04/eugene-residents-form-community-garden-for-the-needy/>

Site Previtization

SITE PREVITALIZATION

Tactic Breakdown



Introduction:

The goal of previtalization is to prepare the public for the future development of a specific site. By creating a temporary “mock-up” of development at the location of a future main street or civic space, developers can test run ideas and incubate unique businesses, all while bringing citizens together on a previously overlooked site. Events and programs are used to attract residents to these new districts. Pop-up shops, open-air markets, live music or dancing might happen over a continued basis. Other projects, including urban agriculture or pop-up parks, can fill empty lots to entice development.

The design tools for previtalization range from prefabricated structures to mobile vendors or food trucks. Other indoor and outdoor spaces may be constructed with reused and recycled materials from the site itself. For example, shipping pallets and containers can provide structural support. The energy and excitement of a new community be brought to life in a matter of weeks, as opposed to the years that a full build-out frequently takes. By utilizing site previtalization, communities can forge their own identities and incubate local businesses, while simultaneously establishing the type and style of development would be best suited for the location.

One demonstration of previtalization can also incorporate other types of tactical urbanism. For example, if a street section has been marked for redevelopment, parklets could be constructed along the sidewalk, to indicate the need for public green space. Similarly, guerilla gardening could be utilized in a vacant lot: what was once perceived as an eyesore could be demonstrated to be a find site for urban agriculture. Pop-up shops and food trucks are also used to encourage commerce

Background:

Previtalization is a relatively new style of tactical urbanism. It was first implemented in Hercules, California in 2007. The city awarded a former Bay Area Rapid Transit park-and-ride lot to a private developer with the intention of developing New Town Center. At completion, New Town Center was envisioned to become Hercules’ new “downtown,” according to the developer’s website, with retail, entertainment, offices and residential spaces. In the meantime, a temporary “shopping center,” comprised of several airstream trailers, a multitude of food carts and an outdoor stage, was installed on the future New Town Center site.

Site Previtization

Examples of Previtization

Louisville, Kentucky:

- Launched a program called ReSurfaced in 2014 that “explores creative strategies to activate underutilized urban spaces” by making low-cost investments to activate the space in the short term.
- Resurfaced is an initiative of City Collaborative, a partnership between the city of Louisville, the University of Louisville, and private industry.
- Four projects have been completed so far, all bringing attention to vacant lots in downtown Louisville , including:
 - A massive public art project and gathering space in an under-utilized riverfront surface lot
 - A bourbon festival, celebrating Kentucky’s heritage, held behind the facades of two vacant lots on Main Street
 - A beer garden at the same location, in the heart of downtown Louisville



Photo courtesy of www.facebook.com/resurfacedonmain

Memphis, Tennessee:

- To save the historic Tennessee Brewery from demolition, private sector stakeholders and community organizers collaborated to put on an event dubbed “Tennessee Brewery Untapped.”
- Every weekend during the spring, the courtyard and two inside rooms of the brewery were converted into a beer garden.

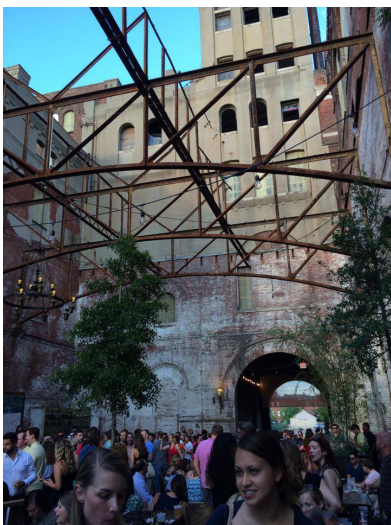


Photo courtesy of www.facebook.com/TNBreweryUntapped

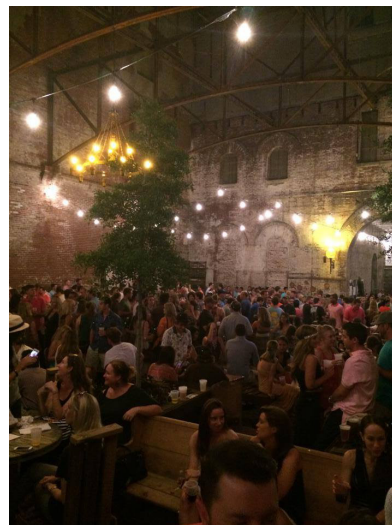


Photo courtesy of www.facebook.com/TNBreweryUntapped

Site Previtization

- The project was so successful and well-received that a second Untapped event is to take place this year.
- Thanks to the exposure of the first previtalization event, a local developer purchased the brewery. He intends to renovate it and transform it into residential housing.

Previtalization in Eugene

Eugene has yet to see any significant examples of previtalization. However, as the city adds EmX lines to various transportation corridors, previtalization could be used to assuage the fears of business owners and neighbors who might otherwise have difficulty envisioning the effect of new development. In the short term, previtalization could be used along south Willamette Street to demonstrate the impact that lane restriping and area rezoning could have. Specifically, an open streets event could be held to show the benefits of reduced vehicle speeds when bicycles are introduced to the traffic flow. Additionally, parklets could provide much-needed green space for pedestrians to sit, and pop-up shops could attract shoppers who usually speed through the corridor in their cars.

Previtalization Resources in Eugene

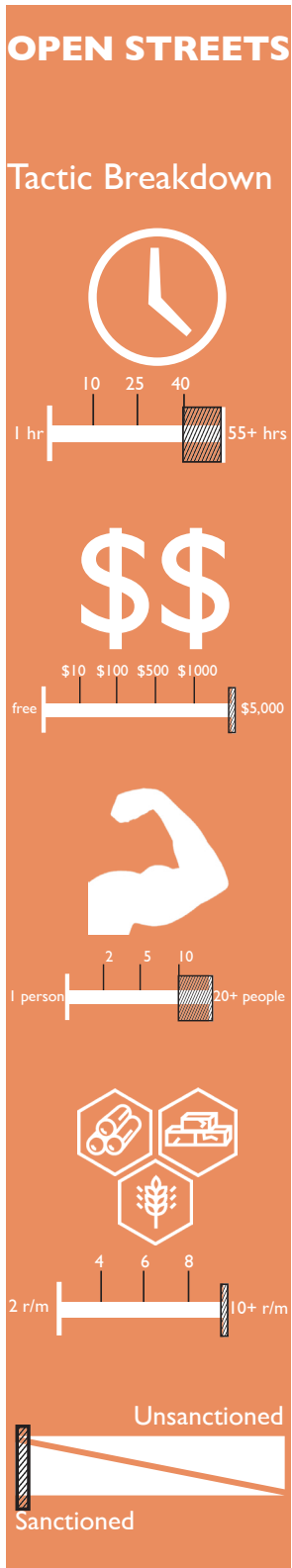
Community Development Division
Downtown and Urban Renewal Information
541.682.5536

Library, Recreation and Cultural Services Division
Community Events
541.682.6347

Sources:

www.canin.com/tactical-urbanism-site-previtalization-new-communities/
www.brokensidewalk.com/2014/resurfaced/
www.resurfaced.org/
www.memphisflyer.com/NewsBlog/archives/2015/02/06/brewery-untapped-will-make-a-comback
www.memphisflyer.com/memphis/untapped/Content?oid=3659512

Open Streets



Introduction:

Open streets is an initiative that, “temporarily closes streets to automobile traffic, so that people may use them for walking, bicycling, dancing, playing, and socializing.” This form of tactical urbanism leans more on the sanctioned spectrum of tactics, but nonetheless, it is an initiative that brings community together and encourages a different way of thinking. One may think of open streets as a big block party, however, there is a much larger core objective and vision behind this tactic. It is a way for the people to take back the streets from cars and fill them with people and community energy. As mentioned, it can spark a different way of thinking about how streets are designed and used, and how the community can make an impact on those factors. A key objective is encouraging the community to take transformation of the city into their own hands: an overarching goal of tactical urbanism. By highlighting other modes of transportation, such as biking, walking, or public transit, the open streets initiative focuses on physical activity, healthy and sustainable lifestyles, and community engagement. In addition, open streets initiatives are valuable to the town in which they are hosted due to economic, environmental, and public health benefits. Overall, the open streets initiative is a fun way to get the community out on the streets, to have fun and promote a healthy environment, for themselves and their city.



Photo courtesy of www.openstreetsmpls.org



Photo courtesy of www.bikewalkalliance.org

Background:

Open street initiatives date back to 1965, when Seattle launched Seattle’s Bicycle Sundays. This popular event triggered similar open street initiatives in New York City (1966), San Francisco (1967), and Ottawa, Ontario (1970)². The initiative also spread to other parts of the world, like Bogotá, Columbia. Bogotá is famously known for its Ciclovía event, and is actually thought to be the original open streets, although it started 9 years after Seattle’s first Bicycle Sunday.

More recently in the livability movement, many cities were launching open streets initiatives and there was no place to keep track of those participating. In 2010, the Open Streets Project was founded as a resource and gatherer of all things open streets. Since

Open Streets

then, the project has tracked all cities that host an open street initiatives in North America and Canada, and created an Open Streets Summit conference, providing a place to share and track information regarding open streets. They act as an overall motivator and hub of precedents for people who want to bring open streets to their city!

Examples of Open Streets:

Since its inception, the open streets initiative has spread to major cities across the U.S. and Canada, which has led to the establishment of seven main models that other cities can adopt. These are Cleveland, Ohio; the state of Kentucky; Portland, Oregon; San Francisco, California; Seattle, Washington; Savannah, Georgia; and Winnipeg, Manitoba (CAN). In addition, there are many cities who have followed Bogotá's Ciclovía footsteps such as Los Angeles' 'CicLAvia', Oakland's 'Oaklavia', and San Francisco's 'CicloSDias' (although they also have their own model, the name is adopted). Each of these models offer a little something different in terms of cost, activities, funding sources, lead organizers, and route type. Below is a map showing the broad spread of initiatives across the U.S. as different cities are becoming more and more interested to establish sustainable lifestyles in their communities.



Photo courtesy of www.usa.streetsblog.org

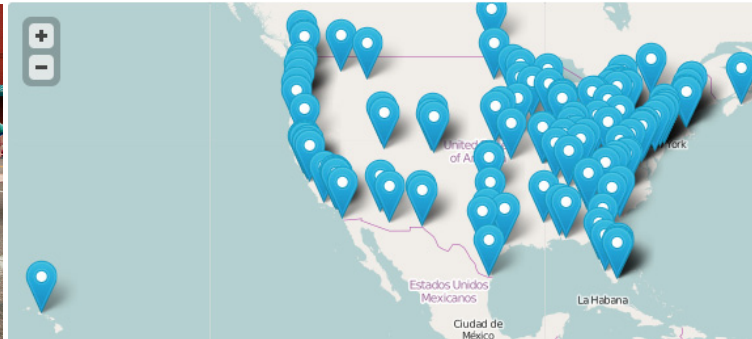


Photo courtesy of www.openstreetsproject.org

Open Streets in Eugene:

Eugene, Oregon is one of over 100 cities that have adopted an open streets initiative. Eugene named their open streets initiative 'Sunday Streets' and adopted the Portland Model in 2011. Since 2011, the initiative was a yearly event, and in 2013, the city decided to have two events per year. Sunday Streets usually occur during the summer, with different types of routes in different locations. Overall, the initiative is organized by the City of Eugene and is funded by several donors and sponsors including LTD, Greater Eugene Area Riders (GEARs), Arriving by Bike, Bike Friday, ODOT, PeaceHealth, Northwest Community Credit Union, Life Cycle Bike Shop, and the University of Oregon's Outdoor Program. Like in many of the other initiatives around the U.S., activities such as rolling, walking, and dancing down the street take place. Booths offering food, transportation/bike info, or advice are on the street, and activities are focused at parks along the route. The activities along the route and at the park nodes include DJ's, musical performances, massages, food carts, slip n' slides, slack-lining, Frisbee, dance classes, hoola-hooping, West African drum circles, and much more.

There were two Sunday Streets this year in July and September. In July Sunday

Open Streets

Streets was held downtown and in September Sunday Streets was held in the Friendly Area Neighborhood. In past years, Sunday Streets has been held in the Harlow neighborhood, Whiteaker neighborhood, South University neighborhood, Bethel neighborhood, 5th Ave/ Washington-Jefferson Park, and continues to be held downtown. The city makes an effort to choose neighborhoods that are under served or they haven't yet reached, and they try to match the Sunday Street event with another program from the city, called smart trips. With these two transportation focused events, the city hopes to make the biggest impact on the neighborhood. Every year the number of participants and volunteers increase, which shows how well the initiative works as a community builder and alternative transportation promoter. Eugene has also set up a way to gather feedback through online surveys, which can let them know how well the community responds to these events and lead to more successful Sunday Streets in the future. These surveys can be taken online, but there are also surveyers walking around at the event, gathering data from community members about how much this event is impacting their choices. In fact, 57% say the event is altering how they view transportation, and they would be more willing to bike.



Photo courtesy of www.eugeneagogo.com



Photo courtesy of www.orbike.com

Sources:

Lindsay Selser: Eugene Transportation Options Coordinator
541-682-5032

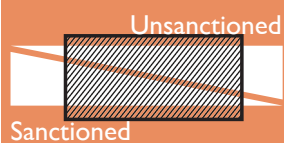
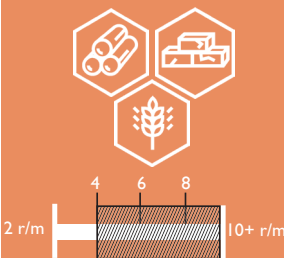
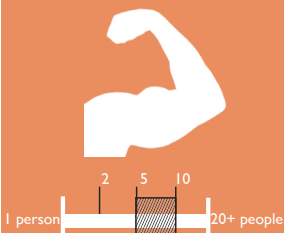
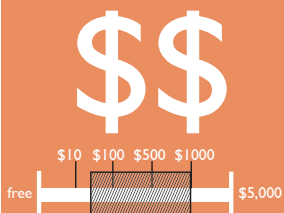
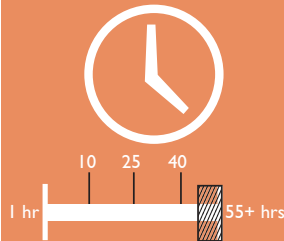
Emily Farthing: Eugene Sunday Streets Coordinator
Interviewee for the information on Sunday Streets

Jessica Kessinger: Eugene Smart Trips Coordinator
541-682-5032

Parklets

PARKLETS

Tactic Breakdown



Introduction:

Tactical urbanism includes projects such as “pavement to parks” or “pavement to plazas.” A parklet is a very common approach towards these projects. A parklet repurposes portions of a street or parking spaces into public space. They may include a variety of public amenities such as seating, art, and landscaping.

Background:

Parklets are a very popular form of tactical urbanism and are appearing in cities throughout the country, such as San Francisco and Boston. From large cities to smaller college size towns, a parklet is a useful tool for any place that has a vision for a more fun and interactive community. In order for this to be a reality, it requires a local push from citizens, students, and business owners.

The main materials used vary:

- Benches and tables: wood or recycled and reused materials
- Planter Boxes: wood or metal, native and seasonal plants
- Flooring (if used): wood

Example I: Waco, TX

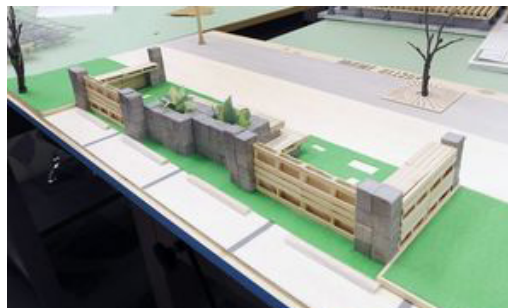


Photo courtesy of www.wacotrib.com

Description:

Interior design students at Baylor University created a parklet in downtown Waco. The parklet was to be used by football fans for downtown tailgating activities for home games in the 2014 season. Fans would gather to take part in pregame festivities and they would catch a shuttle to the stadium.

It was a 35-foot long installation that consisted of benches and tables made of **wooden pallets**, **flower planters** and **columns of rock filled wire boxes**. They received a lot of help, organization, and funding from the Waco downtown development corporation.

The parklet was removed in April 2014, however the university

Parklets

would like to continue to carry out the project again with a new group of students. Although the parklet was short lived, it was regularly used by families, groups of people heading to football games, and business people on a day-by-day basis. The head of the Waco downtown development corporation mentioned that a permanent parklet structure would have to be approved through the cities permitting process. The temporary structure was very useful in sparking deeper ideas of how to transform the downtown area.

Example 2: Portland, OR



Photo courtesy of www.foodcartsportland.com



Photo courtesy of www.pdxmonthly.com

Description:

Portland's first parklet is called the SoMa: South of Market Street parklet in downtown. The parklet was designed by Portland State University architecture students and it is located along the 4th avenue food carts. The design incorporates environmental considerations such as storm water management, and reused and sustainable materials. It has low benches with tables, high tables with stools, and high-back benches for long-term seating. The parklet design also targets beauty and aesthetics with seasonally changing plants of all sizes. Created as a public gathering place, the parklet is also wheel chair accessible.

The project was approved in May 2014, and the success depended on the fundraising and support students could gain from the suppliers and contractors. They have a total of 141 supporters and \$15,640 in total fundraising. The Parklet was implemented in the spring of 2015.

Parklets in Eugene:

Description:

Eugene has also implemented a parklet, although its existence was temporary. The AIAS (American Institute of Architecture Students) organized the 2nd annual HOPES design competition for a parklet. This competition fostered collaboration among UO students and the community to develop a the parklet. The parklet was located in one street side parking space in downtown Eugene on west Broadway in front of Townshend's Tea. It was here for a First Friday art walk, and stayed in downtown for a week. The parklet had great responses from the community and the City is looking into how the parklet can be permanent.

Parklets

The design that was chosen from the competition is:

- Easily assembled
- Easily removed
- Built of recycled or donated materials
- Provides at least seating for 10+ people
- Considers ecology of materials and impact of streetscape
- Illustrate good design strategies
- Meets safety criteria



Photo courtesy of www.flickr.com

The parklet was required to have minimal separation from sidewalk, slip resistant floor, no loose particles like gravel, adequate drainage, used as a street side buffer, have adequate structural support, and use environmentally safe materials. **Materials used in the past have been wood flooring, walls, and benches, with wooden planter boxes.**

Sources:

http://www.wacotrib.com/news/higher_education/urban-parklet-designed-by-baylor-students-to-be-installed-on/article_400f0835-c56c-57f1-8368-5c3c524db931.html

http://www.wacotrib.com/news/downtown_waco/austin-avenue-parklet-removed-new-project-mulled-for-downtown-waco/article_d952f7af-c6d5-5f48-bc5e-c7d7a8e457ea.html

<http://www.foodcartsporeland.com/2015/06/23/soma-parklet-at-psu-food-cart-pod-now-open/>
<https://hopesparkletcomp.files.wordpress.com/2015/03/hopes-design-comp-brief.pdf>

Resources:

If you hope to implement your own parklet, contact city of Eugene officials.

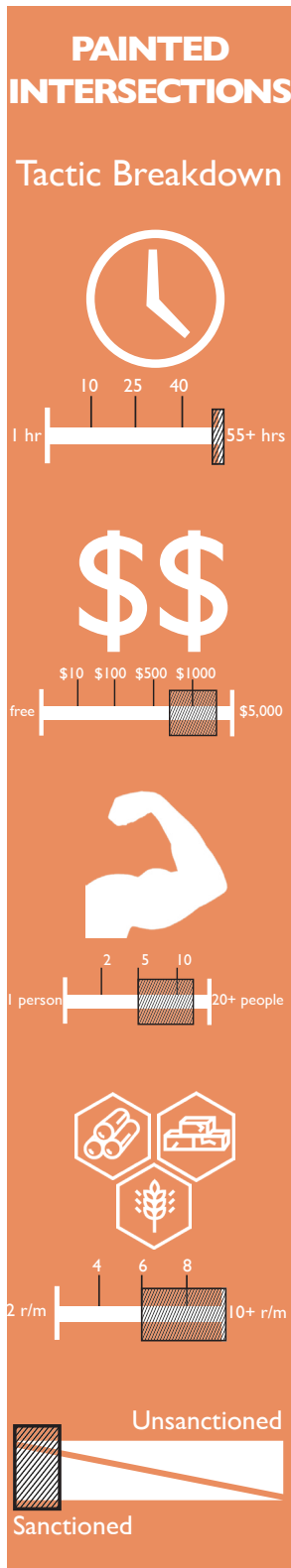
-Tom Larsen: City Traffic Operations Manager (Projects involving streets and intersections)
tom.c.larsen@ci.eugene.or.us

-Brian Elliot: Technical Specialist (Parks and Open Space Planning)
brian.n.elliott@ci.eugene.or.us

-Chris Henry: Transportation Planning Engineer (Public Works Engineer)
chris.c.henry@ci.eugene.or.us

-Land-use permit center and staff: located in Atrium Building in Downtown
541-682-5505

Painted Intersections



Introduction:

Painted intersections are a form of a community building and place-making tactic. It transforms an intersection into a communal space. The process of designing and painting an intersection fosters engagement between community members, which continues to take place throughout the intersection's maintenance plan. The upkeep and repainting of intersections encourage community members to engage long term. Painted intersection projects often develop into intersection repair projects, where community members further enhance the space; benches, gardens, and bulletin boards are often placed on corners. Painted intersections make drivers aware that they are entering a place of importance. These intersections are deemed important by the people of the neighborhood who embody a sense of community.

Background:

Painted intersections originated in Portland, Oregon in 1996. The first project was at the intersection of SE 9th Ave. and SE Sherrett Street, better known as Share-It Square. The intersection was painted by a group of neighbors with the aspiration to make their community more safe. Years later, this group developed into Portland City Repair Group. In 1996 there was no legal infrastructure in place for painted intersections; therefore, when the community members asked the city for permission, they were denied. The community members still went forth with their project, and worked towards making such projects legal. Their efforts resulted in a partnership with the Portland Bureau of Transportation. The Portland Bureau of Transportation has established an ordinance for intersection painting projects because they perceive these projects as a way to build community within the neighborhoods. The Portland City Repair Group is now a well-established, non-profit group that promotes and helps to carry out community engagement projects in Portland, Oregon.

To learn more about the Portland City Repair Group, see the interview section on page 13 with Rhidi D'Cruz

<https://www.portlandoregon.gov/transportation/67083>

Reference: Interview with Rhidi D'Cruz from City Repair

Painted Intersections

Example I: Portland, Oregon

Village Building Convergence Program

Portland's City Repair Group has established an annual event, VBCP, designated to community engagement projects. The projects include, but are not limited to intersection repair, natural building, and ecological landscaping. This program started in 2000, and has grown tremendously; the first year one project was complete, but today the program averages the completion of 40 projects.

VBCP Project Example: <http://www.cityrepair.org/jades-jewel>

Title: Jade's Jewel

Year painted: 2015

Location: NE Tillamook & 61 Ave

Inspiration: Sponge Bob Squarepants

Description: This neighborhood sensed that their community was dwindling, as they experienced some illnesses and deaths amongst their neighbors. To bring their community back together they painted the streets "rockin' colors."

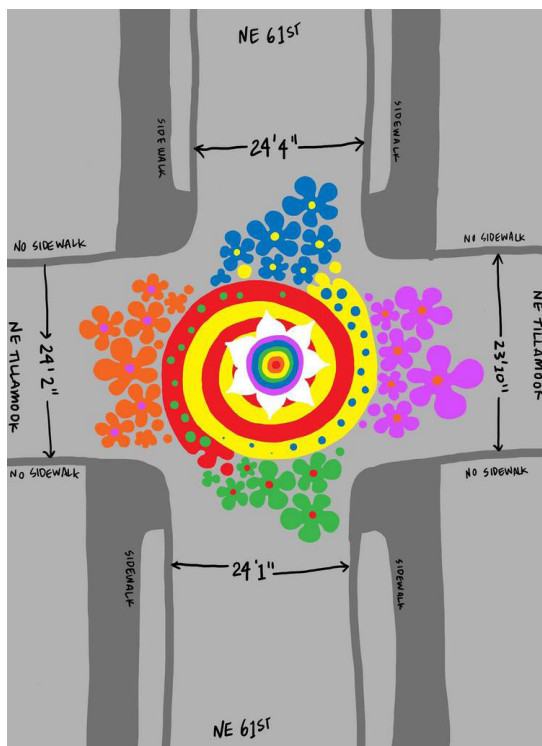


Photo courtesy of www.cityrepair.org/jades-jewel



Photo courtesy of www.cityrepair.org/jades-jewel

Painted Intersections

Example 2: Denver Colorado:

The city of Denver sees their intersection painting projects as a way to contribute to neighborhood place-making and improve the safety of intersections. There are currently two painted intersections in Denver:

1. 25th and Eliot, completed in 2012
2. 16th and Curtis, completed 2014



25th and Eliot. Photo courtesy of www.tacticalurbanismhere.com



16th and Curtis. Photo courtesy of www.tacticalurbanismhere.com

Description:

The city took advantage of an event called “Meet in the Streets” to complete the 16th and Curtis project. Meet in the Street is a summer event where the 16th Street Mall is only open to pedestrians. It takes place on Sundays from 10 a.m. to 6 p.m. Free activities are offered, such as face-painting and games. Painting the intersection during this event was a well-grounded plan because most cities and neighborhoods require a block party permit, which legally shuts down the road to cars, to complete an intersection repair project. The “Meet in the Streets” event shut down the road to cars for the intersection project.

Painted Intersections

Painted Intersections in Eugene:

Location: 22nd and Garfield

People involved: Katie Geiser and Dirk Beaulieu

Year Completed: 2007

Inspiration: Buddhist Mandala

Description: Mark Lakeman, the co-founder of the Portland City Repair Group, inspired Katie and Dirk to initiate community engagement projects. The painted intersection was developed as a complementary project to a pocket park located at the same intersection. The purpose of the project was to foster community engagement.

Tips that made this project successful:

1. Have a meeting place:

The members involved in this project met at the Buddhist Zendo at the corner of 22nd and Garfield.

2. How to get people involved:

Neighbors on Garfield Street had been holding annual block parties for a number of years before they attempted to organize the intersection mural project. Because neighbor relationships were already developed, block parties acted as the anchoring tool that helped engender the social capital needed to complete the painted intersection.

3. How to Reach out to the community:

I-Neighborhoods was a social media website that Katie and Dirk used to reach out to their neighbors and get them involved. Unfortunately, this website has shut down. When piloting a community project, it will be helpful to use a computer-based system where all community members can be reached.



Photo courtesy of Jackie Stinson



Photo courtesy of www.blissmonkeystudio.blogspot.com

Painted Intersections

4. Points of Contact:

The Planning Department and Transportation Department were points of contact. It is helpful to work with one person from the department throughout the project. That way, information and knowledge is not lost as it changes hands.

5. Have strong, consistent leadership:

When gathering community support became difficult, Dirk and Katie stuck to their plan. "I'm doing this, we're getting this done" was their mind-set.

6. Look to previous projects:

Katie and Dirk emphasized that we do not need to be recreating the wheel. They said to look to Portland as they have well established projects.

7. Make sure to inform your neighbors:

Painted Intersection projects require road closure. Make sure to tell the surrounding residence in advanced so they can plan an alternate route.

8. Be prepared for extra costs:

Block Party Insurance: \$334

Block Party Permit: \$85

(prices as of 2007)



Photo courtesy of www.blissmonkeystudio.blogspot.com

Sources:

<http://www.cityrepair.org/jades-jewel>

Sources:

<http://www.thedenverchannel.com/news/local-news/meet-in-the-streets-offers-free-family-friendly-activities-on-the-16th-street-mall-sunday>

<http://www.bizjournals.com/denver/news/2014/07/21/downtown-denver-event-stepped-towards-new-urban.html>

<http://www.tacticalurbanismhere.com/place/intersection-art>

Painted Intersection Project

In order to learn about tactical urbanism through a first-hand experience, we have been working to complete an intersection painting project. The idea for this project was brought to us by Erik Steiner, a community member living on 26th Avenue, near Olive Street. Mr. Steiner had requested that the city install stop signs at the corners of the intersection, because it is a 'four-way-go' and was regarded by neighbors as dangerous for pedestrians and children at play. When the proposal for stop signs was rejected, Mr. Steiner was influenced to initiate a project that both fosters community engagement and addresses the safety concerns. The mural will address these safety concerns by transforming the intersection into a place of importance and alerting motorists that they are entering an area of significance. Intersection paintings in Portland and beyond have been successful in setting the precedent that street murals are a tool for community-building and place-making. Projects centering on community engagement can be complex and require a lot of people power, which is why our group agreed to help Mr. Steiner implement this project. The intention is to make this neighborhood a more friendly and interactive place.

We have already started the process of legitimizing this project by both city standards, and in the eyes of neighborhood residents, but there is much more to be done. We hope that our efforts will culminate in a closed-street block party during which neighbors will participate in the painting of the intersection. This will engender a festive and lively atmosphere with music, food, and activities, as well as support from local businesses. Mr. Steiner has already spoken with the owner of Arriving By Bike, a near-by bicycle shop, and they have expressed interest in participating in such an event. This event will give the neighbors a chance to come together, interact, and get to know one another. The final product will create a beautiful street mural that establishes neighborhood identity.

Painted Intersection Project Steps

1. Designate the location for the project.
2. Reach out to all community members in the area of the project that aren't part of the project team, to gain full support and discuss the vision for the project.
3. Conduct a design charrette.
 - The project group should take the initiative to come up with some design examples themselves. Have the project group come together to quickly create a few design options. Critique each design and vote on which ones work the best. Voting can help the design process, 100% written approval is required.
4. Collect written approval of the design from all the impacted property neighbors.
5. Research the materials needed and estimate costs.
 - Skid resistant paint
 - Rollers and brushes
 - Buckets and trays

Painted Intersection Project

- Tape
 - Towels and drop cloths
 - Design stencils
 - Block party permits and Insurance
 - Total estimates: \$1,015. All the items listed above are included in this estimate and would paint one intersection.
6. Contact city officials for guidance- Tom Larsen: City Traffic Operations Manager
Logistics to comply with city guidelines:
- The paint used must be lead-free, skid-resistant and standard traffic paint colors must be used (blue, yellow, green, white). Any paint colors used for traffic paint.
 - The design must not appear to be a traffic control device, give direction or distract drivers.
 - The paint cannot be within the statutory crosswalk.
 - There must be written approval of the mural design from all of the neighbors within a one-block radius of the intersection.
7. Set a date for the project to be carried out.
Because the paint needs several hours of at least 55 degree weather to dry, the implementation of the block party/mural painting is largely weather-dependent.
8. Gather materials needed.
- Based upon the approved design, the quantity of gallons of paint will be calculated. Besides paint rollers and brushes, tape, towels and drop-cloths, some stencils or pre-cut guides may be necessary, depending on the design.
9. Apply for a special event by filling out the City of Eugene event notification form.
- This must be completed 60 days prior to the event.
 - This can be found on the City of Eugene website. Click on tab for event organizers and there will be a quick link to the list of permits. This is under the community events page in the cultural services section in the library, recreation and cultural services department.
 - Contact the community event manager: 541-682-6347
10. Apply for a block party permit.
- This must be completed 2-4 weeks prior to the event.
 - The residents in the neighborhood must apply for this.
 - This can be found on the City of Eugene website. Click on tab for event organizers and there will be a quick link to the list of permits. This is under the community events page in the cultural services section of the library, recreation and cultural services department.

Painted Intersection Project

- Contact the planning and development department: 541-682-5086
11. Apply for proof of liability insurance agreement.
 - This must be completed 14 days prior to the event.
 - This can be found on the City of Eugene website. Click on tab for event organizers and there will be a quick link to the list of permits. This is under the community events page in the cultural services section of the library, recreation and cultural services department.
 - Contact risk services 541-682-5662
 12. Apply for a right-of-way use permit for street closures.
 - This must be completed 7 days prior to the event.
 - This can be found on the City of Eugene website. Click on tab for event organizers and there will be a quick link to the list of permits. This is under the community events page in the cultural services section of the library, recreation and cultural services department.
 - Contact the public works department: 541-682-5086
 - There is a charge for this permit.
 13. Arrange with the city to have the intersection cleaned the night before the intersection is painted.
 - This will make painting easier, and increase the durability and lifetime of the design.
 - Contact Public Works Maintenance: 541-682-4800 at least 7 days prior to the event; Damon Joyner: 541-682-4835
 14. Give the neighbors a 24-hour advance notice of road closures.
 - Install barricades one block in advance at all points of the intersection.
 - Party organizers are responsible for notifying adjacent property owners, police and fire department.
 - Barricades must be provided by the party organizers. Can be rented from American Barricades or West States for Eugene Sunday Streets.

Neighborhood Matching Grant Information

Based on the estimated costs, determine whether or not a grant is necessary.

Apply to Neighborhood Matching Grant through the City of Eugene.

- This can be found on the City of Eugene website in the neighborhood services tab in the city managers office of Central Services Department. There are quick links for the grant guidelines and application.
- Pre-reviews are due on October 30th for the upcoming year.
- Final grant applications are due on January 19th of the project year.

Painted Intersection

Grant requirements:

Apply for Grant Pre-Review

The pre-review consists of:

- A complete project description.
- A list of people we have been in communication with.
- Budget estimates for supplies, permits, insurance, and all other expenses.
- The project's schedule.

Official Grant

- The person who applies for the grant must be a resident of the neighborhood in which the project is taking place.
- There must be written approval from the surrounding neighbors within 4 blocks of the intersection.
- The project must be endorsed by the neighborhood association.
- Local neighbors are responsible for annual maintenance.

-If a grant is not needed, the group producing the project may pay for the expenses out of pocket or conduct own project fundraising.

Potential Challenges

Tactical urbanism projects all vary in the amount of money and materials needed. These projects are heavily dependent upon neighborhood support and buy-in, and depending on the location and type of the project, city officials may provide support. The biggest challenge is to maintain clear and open lines of communication with neighborhood residents, and addressing potential concerns before they become an impediment. Efforts to mitigate these concerns must be enumerated, and the group organizing the project must be in regular and consistent contact with all parties involved as the project develops.

A lack of funding is a large hurdle to overcome. In order to reduce the challenge of funding, there are options in Eugene such as applying for a neighborhood matching grant, independent fundraising efforts (via a neighborhood yard sale, for example), and/or to solicit neighbors and local businesses for donations.

Painted Intersection

Community Outreach Notes

By: Dianna Montzka and Jackie Stinson



Painting the intersection of 26th and Olive is a project designed for community engagement; therefore, it was crucial to get the community involved during the initial phases of the project. We not only wanted to spread the word about our project, but we also found it necessary to ask community members for their ideas on elements to include in the design of the mural. It was Jackie's idea to take advantage of Halloween, with a greater chance of people opening their door to talk to strangers. Our newly coined term "candyvassing" turned out to be a great strategic plan, but there are some lessons to be learned for future "candyvassers."

There was an overwhelmingly positive response to our proposed project. The initial intention was to hand out flyers so that neighbors had a tangible piece of information to remind them to contact us with ideas. However, although all of the people who opened their doors had agreeable and energetic conversations with us, only one community member has emailed us with their ideas.

If we were to complete this process over again, we would gather contact information from everyone who answered their doors. This would allow us to follow up with them if they did not initiate contact. We also learned that it would have been a good idea to gather signatures from the neighbors who wanted to endorse the project, as these signatures are required for the final grant application. In addition, we will need 100% approval of the final design from the surrounding neighbors. Although we will need to return to the community members' doors to complete these tasks, our initial contact gave us confidence in our project as we gathered verbal neighborhood support. Overall, "candyvassing" served as a fun and unique initial point of contact with the neighbors.



Resources

Human Rights & Neighborhood Involvement
99 W. 10th Ave.
Suite 116
Eugene, OR 97401
Ph: 541-682-5177

Eric Johnson: Traffic Operations Manager
Eric.P.Johnson@ci.eugene.or.us
Ph: 541-682-4959

Cindy Clarke: Neighborhood Matching Grant
Program Manager
Cindy.J.Clarke@ci.eugene.or.us

Jason Dedrick: Policy and Systems Analyst of the
City of Eugene
Jason.P.Dedrick@ci.eugene.or.us

Rob Inerfeld: Transportation Planning Manager
Ph: 541-682-5343

Eugene's urban agricultural department:
<https://www.eugene-or.gov/index.aspx?NID=767>

Atrium Building
99 W 10th Ave.
Eugene, Oregon 97401
Ph: 541-682-8336
Fx: 541-682-5593

Lindsay Selser: Eugene Transportation Options
Coordinator
Ph: 541-682-5032

Jessica Kessinger: Eugene Smart Trips Coordinator
Ph: 541-682-5032

Brian Elliot: Parks and Open Space
brian.n.elliott@ci.eugene.or.us

Chris Henry: Traffic Calming
chris.c.henry@ci.eugene.or.us

Katie Geiser: Piloted first community engagement
project in Eugene
Katieg3@gmail.com

Dirk Beaulieu: Piloted first community engagement
project in Eugene
dirkbeaulieu@gmail.com

Portland City Repair Group
consult@cityrepair.org
info@cityrepair.org

Community Development Division
Downtown and Urban Renewal Information
541.682.5536

Library, Recreation and Cultural Services Division
Community Events
541.682.6347

Sandy Shaffer: Youth and Family Services Manager
City of Eugene Recreation and Cultural Services
sandy.l.shaffer@ci.eugene.or.us

Shane MacRhodes works on creating a city
that works for families and kids by building safe,
comfortable and inviting streets, paths, and built
environments. Streets can be used for more than just
moving people in cars; from street art and pocket
parks to cycle tracks and traffic calming there are a
lot of ways to create safe (and fun) routes to schools
in our community.
macrhodes@4j.lane.edu
macrhodes@mac.com

City of Eugene - Special Event Planning Guide
This document offers detailed instructions on how to
plan and carry out a community event while complying
with city regulation, including information on insurance,
permits, and street closures.
file:///C:/Users/Acer/Downloads/
Eugene%20Planning%20Guide-for%20
website_201506121825297488%20(1).pdf

Conclusion

In conclusion, we hope this guidebook is able to cultivate community projects throughout every neighborhood in Eugene. Some acts of tactical urbanism may be small, and some may be large, but they all have the potential to create long-term change in the community. The purpose of this guidebook is to give inspiration and accessibility to the tools that are needed for tactical urbanism projects, specific to Eugene. By conducting precedent studies, administering a survey, and participating in an act of tactical urbanism ourselves, we hope we have provided the community with a smoother path to succeeding in their own acts of tactical urbanism.

Taking this project to the next step:

In order to expand the tool we have already provided, to maintain the energy around making positive change for the community, and to put the continued development of tactical urbanism into the hands of the community, we are in the process of developing a website that can host a log of tactical urbanism in Eugene. We see this as a platform for community members to contribute records of tactical urbanism they have seen or participated in. By doing this, the community creates, for itself, a place where knowledge, contacts, resources, and experience can be shared.

We are unsure of a timeline in which the website will be complete. Please check in with your neighborhood association or the office of Human Rights & Neighborhood Involvement of the city of Eugene (see Resources page for contact info) to get the latest updates on the website status. In the meantime, we hope you are able to get out in your neighborhood, connect with your community, and make a change for the better!