RECLAIMING
Streets 4 People

How Indian cities embarked on a journey to reclaim its streets for people

ITDP INDIA

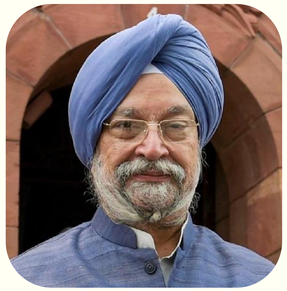
Smart City
MISSION TRANSFORM NATION

Ministry of Housing and Urban Affairs
Government of India

FIT INDIA

स्वच्छ भारत
एक कदम स्वच्छता की ओर

MESSAGE FROM THE LEADERS



Every citizen's voice is crucial. Listening to the people and understanding their concerns have been at the heart of the *Streets4People* Challenge. By providing valuable feedback and suggestions for the design solutions, the citizens and stakeholders ensured that the pilots reflected true aspirations for the city and in the process have made these spaces their own.

Hardeep Singh Puri
Minister of State (I/c),
Housing and Urban Affairs

The city is meant to be for the people, by the people! It is critical to involve the citizens in designing their own city. The design competition approach of the *Streets4People* Challenge, involving design professionals, students and other organisations, to develop and test creative solutions with cities, is a true testament to democracy and participatory design.

Manoj Joshi
Secretary, Ministry of Housing and Urban Affairs

113 cities signed up for the *Streets4People Challenge*

ABOUT *STREETS4PEOPLE* CHALLENGE

In 2020, the Government of India launched the *Streets4People* Challenge to inspire over 100 cities **to reimagine streets as safe, happy, and healthy public spaces.** This is in line with National Urban Transport Policy (2006) that calls for a paradigm shift from car-centric roads to people-centric streets.
In Stage 1 of the Challenge, cities worked towards the vision of creating a city-wide network of 'Healthy Streets'.

COVID-19 forced people to physically distance themselves which highlighted the urgent need for open public spaces, for recreation and mental health. Indian cities can recover its economic and social well-being by focusing on the walkability and livability of the city, and to build resilience. In New York, the Open Street: Restaurants Program has **saved 80,000 jobs by allowing establishments to expand into sidewalks**[1]. A Transport for London report shows that improving streets for walking and cycling can **increase retail sales by up to a staggering 30%**[2].

113 cities signed up for the *Streets4People* Challenge. They adopted a new mantra of engaging with citizens, crowdsourcing ideas, and testing innovative, inexpensive, and quick ideas to create walking-friendly streets. Cities have transformed the challenge into one of India's most successful community-driven movement!

1. Reopen News: Mayor Bill de Blasio says Open Restaurants Program saved 80,000 jobs in NYC
2. Working Together on COVID-19 recovery: The Streetspace for London Plan: May 2020

150+ events temporarily transformed streets into lively public spaces!

1.5 lakh Citizens engaged across the nation through the events!

Top Image: Kohima
Bottom Image: Pune

THE CHALLENGE MANTRA

TEST-LEARN-SCALE is not a new idea;
applying it to the Indian context was.

TEST

Experience the future before committing to it.

LEARN

Evolve solutions with critical feedback from citizens.

SCALE

Expand successful initiatives across the city.

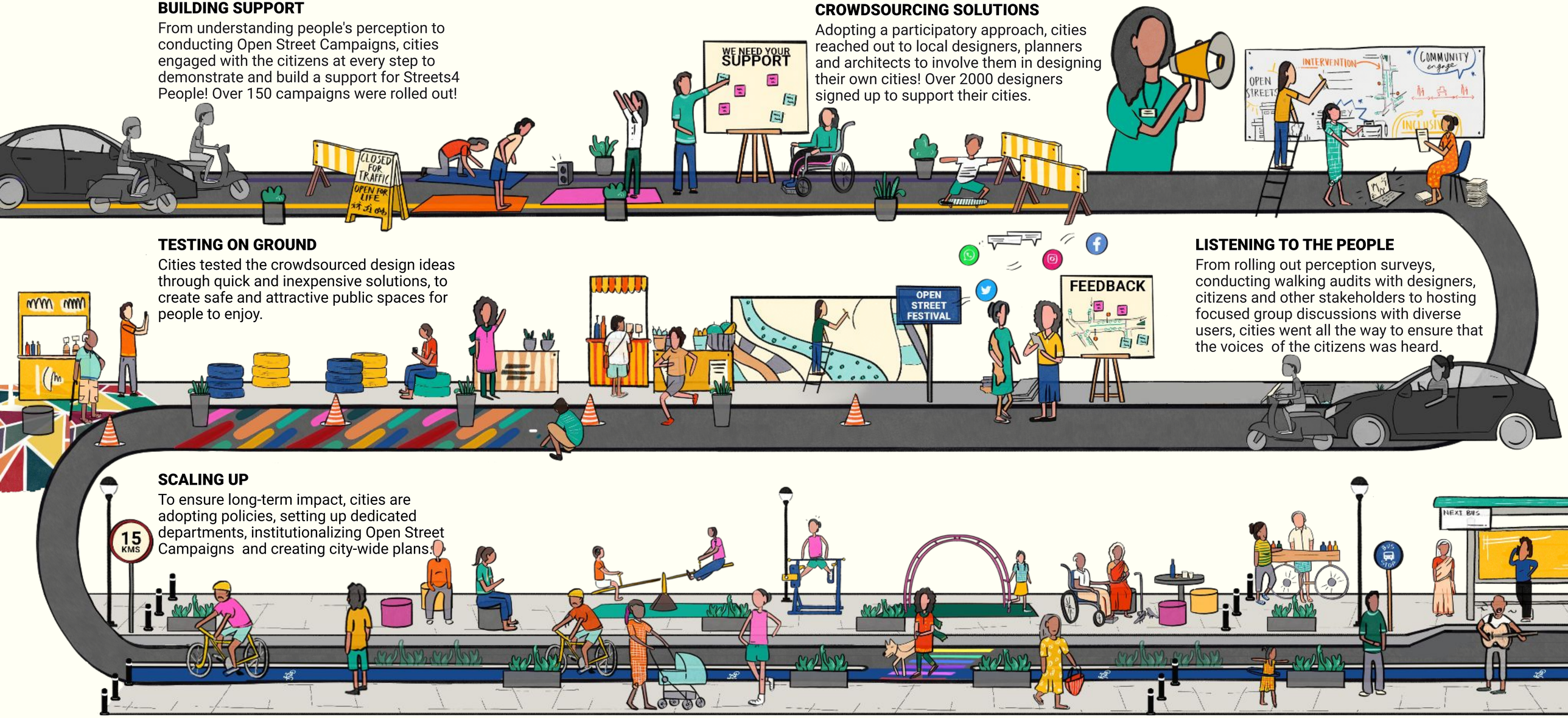
THE *STREETS4PEOPLE* JOURNEY

BUILDING SUPPORT

From understanding people's perception to conducting Open Street Campaigns, cities engaged with the citizens at every step to demonstrate and build a support for Streets4 People! Over 150 campaigns were rolled out!

CROWDSOURCING SOLUTIONS

Adopting a participatory approach, cities reached out to local designers, planners and architects to involve them in designing their own cities! Over 2000 designers signed up to support their cities.



TESTING ON GROUND

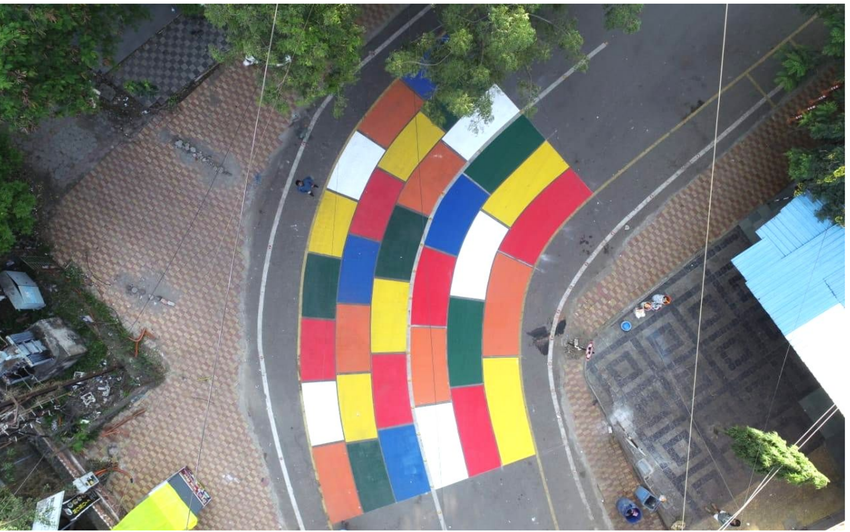
Cities tested the crowdsourced design ideas through quick and inexpensive solutions, to create safe and attractive public spaces for people to enjoy.

LISTENING TO THE PEOPLE

From rolling out perception surveys, conducting walking audits with designers, citizens and other stakeholders to hosting focused group discussions with diverse users, cities went all the way to ensure that the voices of the citizens was heard.

SCALING UP

To ensure long-term impact, cities are adopting policies, setting up dedicated departments, institutionalizing Open Street Campaigns and creating city-wide plans.



Amrit Mahotsav

Of the 38 cities who submitted their Stage 1 proposal, 15 cities were selected as pioneers for showcasing exemplary leadership, creative on-ground transformation, and extensive collaboration with citizens.

Read on to know more about the work done by **the Top 15!**

INDIA'S *STREETS4PEOPLE* PIONEERS

TOP 11 AWARDEES

Aurangabad | Bengaluru | Gurugram | Kochi | Kohima | Nagpur | Pimpri Chinchwad | Pune | Udaipur | Ujjain | Vijayawada

4 JURY SPECIAL MENTIONS

Imphal | Karnal | Silvassa | Vadodara

TOP 11

Opening streets to people, not cars!

Leveraging the success of their Open Street Campaigns, Aurangabad reclaimed carriageway space by using **vibrant paints and bollards!** They also added low cost seating that allowed citizens to spend time and enjoy the newly created space.

BENGALURU

TOP 11

For the people, by the people!

Bengaluru tested their pilot interventions using **colourful paints, planters, and low cost seating.** They involved children, women, and community representatives to get feedback and create these public spaces!

GURUGRAM

TOP 11

Pedestrianizing markets and school zones!

Gurugram tested the **pedestrianization of 2 sites -** a flagship market as well as a neighbourhood school zone. Based on citizen feedback, the city introduced traffic safety zones, games for children in parking areas, Swatch Bharat zones, and much more!

KOCHI

TOP 11

Sustainable all the way!

Kochi redesigned a neighbourhood intersection and several other neighbourhood pockets by reclaiming space from the carriageway! **With a focus to go-green**, the city planted new saplings at the **pilot locations and used innovative reusable materials** (such as discarded boats and refrigerators) for seating and landscaping.

KOHIMA

From parking to parks!

Kohima reached out to their citizens to tackle their greatest challenge - **parking!** They took bold steps in transforming parking spaces into vibrant community spaces with curbside seating and planters.

TOP 11

NAGPUR

TOP 11

Re-imagining busy market streets!

Working closely with technical experts and key stakeholders, Nagpur strategically reorganised the street section along a very busy market street to allocate more walking space for people. The city used **colourful paints, old car tyres as planters and seating made with scrap materials** to demarcate the new walkways!

PIMPRI CHINCHWAD

TOP 11

Walking and cycling champions!

A pioneer in NMT infrastructure, Pimpri Chinchwad worked closely with their Street Design Consultants to further their city wide **Harit Setu Masterplan**, connecting green spaces across the city. They also tested a pilot by reclaiming carriageway space for segregated cycle lanes and footpaths!

PUNE

Activating dead spaces!

Pune reclaimed space from the carriageway along several corridors to create safe and exciting **‘experience zones’** for all citizens. The city activated these edges by painting the spaces, conducting laughter yoga sessions, music sessions, introducing kids play areas and wayfinding posters.

TOP 11

UDAIPUR

TOP 11

Transforming the transit experience!

Working closely with the experts and key stakeholders, Udaipur **re-organized traffic flow at a local bus station in the city centre.** The city used vibrant paints and bollards to re-organise the parking and improve the walkability around the bus station.

UJJAIN

TOP 11

Towards permanent pedestrianization!

Ujjain transformed a chaotic heritage site along the city's lake into a car-free zone. The citizens welcomed this bold transformation with open arms which led to **permanent pedestrianization of this street!**

VIJAYAWADA

TOP 11

Involving the community at every step!

Having selected their pilot location through online polling, the city ensured a successful pilot transformation from the very beginning! **Using old car tyres, colourful paints, and bollards,** Vijayawada reclaimed their streets for people at 3 locations around the city!

IMPHAL

JURY SPECIAL MENTION

Creating street museums!

Imphal **designed a street museum** along their pilot stretch along with multiple creative minds from the city. They hosted several activities to liven up the street museum such as yoga for the elderly, food fests and more! The vibrant colours painted on the streets made the space come alive!

KARNAL

Bringing art to the streets!

Karnal activated **dead corridors and spaces under flyovers** by introducing vibrant and interactive street art murals. They conducted multiple Open Street Campaigns along these stretches that allowed the citizens to experience Streets for People!

JURY SPECIAL MENTION

SILVASSA

JURY SPECIAL MENTION

Innovating materials to create magic!

Working closely with experts and key stakeholders, Silvassa gave an **intricate touch to their design interventions** by using recycled materials such as bamboo, thatch baskets, fabric meshes and more! Focusing on women safety, they added innovative street lighting, especially along the heavily shaded stretches.

VADODARA

Advocating for change!

Bringing together designers, local stakeholders and government authorities, the city of **Vadodara hosted a walking audit** and multiple focused group discussions to advocate for change at the grassroot level. Along with experts, the city has designed the pilot and aim to use vibrant paints and patterns to create Streets for People in Vadodara!

JURY SPECIAL MENTION

WAY FORWARD:
SCALING UP FOR LONG-TERM IMPACT

In Stage 2, the cities will use their learnings and continue to work towards a vision for **"Healthy Streets"**—integrating walking, cycling, and public transport to make streets safe and convenient for all. Stage 2 will focus on the following:

Foundation

Cities will adopt a Healthy Streets Policy and Parking Policy as a commitment towards creating better streets for all. A Healthy Streets Apex Committees and Design Cells will strengthen institutional capacity and drive the transformation.

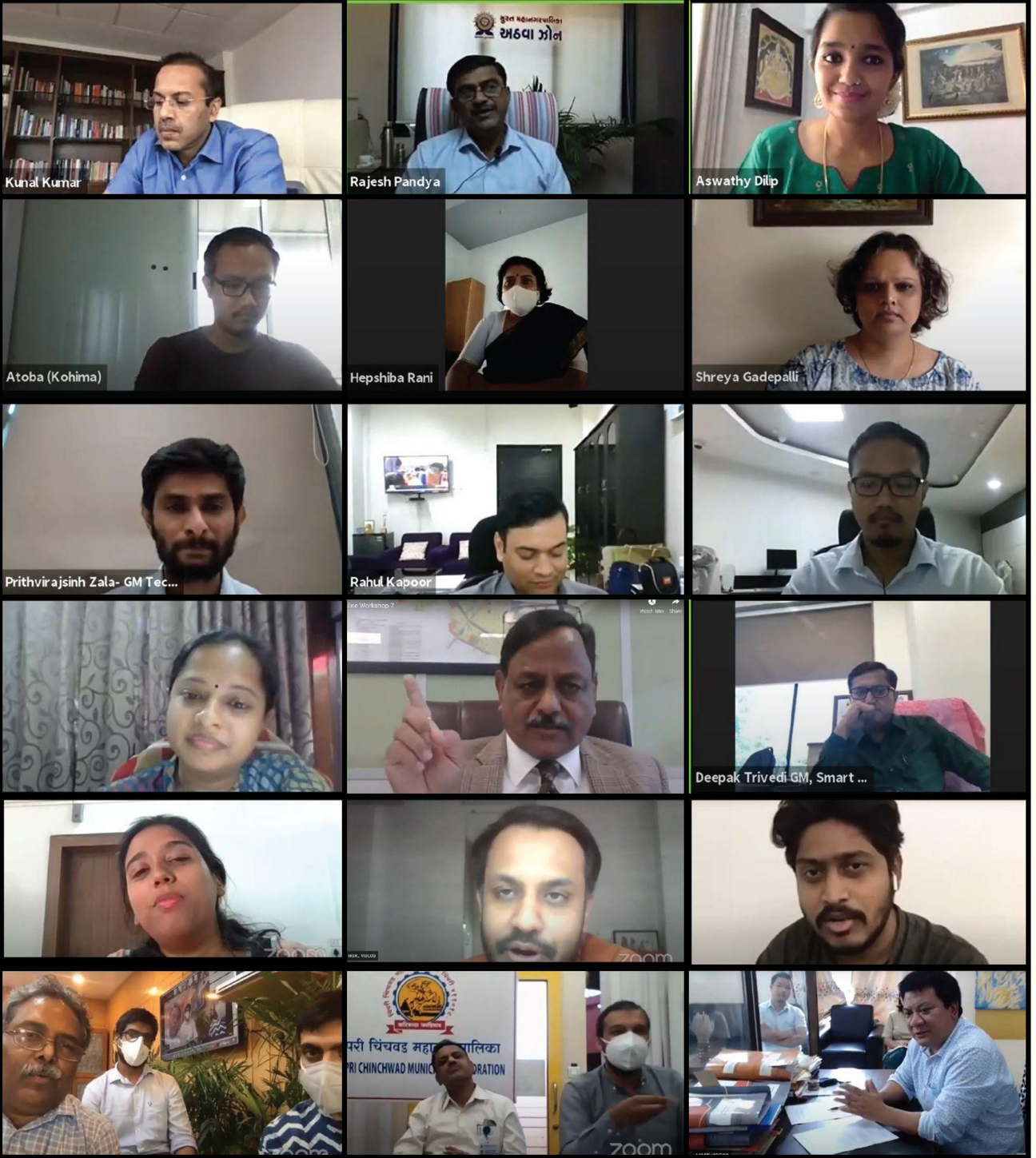
Action

Cities will develop an ambitious five-year visionary plan and a budgetary plan, based on the Healthy Streets principles. The plans will include expanding walking and placemaking initiatives, and converting their pilots into permanent infrastructure.

Communication

With dedicated teams, cities will develop communication strategies to increase local support for street transformation activities. Cities will plan regular online and offline activities to engage with their citizens and celebrate walking and cycling.

Location: Bengaluru



SUPPORTING THE CITIES

The cities are being supported by a team of 25—from the Smart Cities Mission and the Institute of Transportation and Development Policy (ITDP India), through an innovative capacity development programme. The support includes:

1

Conducting workshops

Monthly workshops sustain the momentum of the Challenge by bringing cities together regularly, introducing new concepts, and facilitating peer-to-peer learning. Design discussions with experts help cities refine their proposals.

2

Creating a library of resources

Drawing from our decades of experience in supporting Indian cities implement sustainable transport solutions, we are creating resources including technical guidelines and editable communication templates.

3

Building a community of champions

Streets4People Challenge inspired over 600 civil society organisations and more than 2000 design professionals across the country to sign-up to help their cities. We are facilitating partnerships between them and their cities.

A BIG SHOUT-OUT TO THE SUPPORTERS

We thank all the organisations, Architects, Planners, Urban Designers, Students, Bicycle Mayors, and Resident Welfare Associations for supporting the cities and relentlessly driving the work forward to make walking and cycling safe, and fun across the nation.

OUR JURY

We thank all our jury members for taking the time to evaluate the submissions and for sharing their valuable feedback with the cities.

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South Asia Director
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Our special thanks to Shreya Gadepalli, for her guidance and contribution in shaping up the Stage 01 of Streets4People Challenge.

MEET THE PEOPLE BEHIND THE SCENES

Challenge host

Smart City
MISSION TRANSFORM-NATION

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