

Intrigue & Uncertainty TOUR

SEPT - NOV 2003

Taming school and neighborhood traffic



Thanks for inquiring about hosting a Creative Communities Incubator Event in your city as part of the **2003 Intrigue and Uncertainty Tour**. This information booklet outlines:

1. Overall goal of this year's Intrigue and Uncertainty Tour
2. Background — The Creative Communities Incubator Event Series
3. Endorsements from past participants
4. Potential elements for an event in your city
5. What you can expect as an outcome from events of varying duration, and examples of a typical program
6. Costs of an event
7. How to bid to host an event.
8. Appendix: David Engwicht profile.

1. Goals of 2003 Intrigue and Uncertainty Tour

The goals of the 2003 tour are to:

- Give residents and schools new tools to tackle traffic issues – tools that they can use on their own or in partnership with the city.
- Give the city and city officials new tools to deal with school and neighborhood traffic which:
 - cost less money than traditional traffic calming
 - require less time in public process and can be implemented quicker
 - do not aggravate drivers as much as traditional traffic calming
 - are less intrusive, and do not impede emergency vehicles.

2. About the Creative Communities Incubator Event Series

Creative Communities International is an incubator for social innovations based in Brisbane, Australia. Our goal is to build the capacity of communities to be more creative in the way they tackle social issues. We employ a highly skilled team of people to tackle issues such as school and neighborhood traffic, community consultation, local economic development, creativity in bureaucracies, vibrant public space, and crime. Creative Communities International has a passion to inspire communities to find innovative ways to deal with community issues without abdicating all the responsibility to government or other sectors of the community.

The *Creative Communities Incubator Event Series* brings together citizens and city officials in selected cities to collaboratively create new social innovations that address a particular social issue. Our goal is to develop an ongoing relationship with host cities so we can assist them to set up demonstrations of the new social innovations. This may mean helping to test, evaluate and refine the innovation.

While the 2003 Intrigue and Uncertainty Tour concentrates on school and neighborhood traffic, future event series will concentrate on other issues such as community consultation. (Find out more about Creative Communities International by visiting www.creative-communities.com.)

3. Endorsements

David Engwicht will facilitate the 2003 Intrigue and Uncertainty Tour Events. Here is what past participants in his training events have said:

The best pedestrian and bicycle innovations come from Down Under. David Engwicht, perhaps my ultimate mentor, consistently supplies highly affordable, implementable, fun and power-packed solutions.

Dan Burden, Walkable Communities

David helps us figure out creative ways to not just solve traffic problems, but a wide range of problems. Really pushes the envelope.

Paul Zykofsky, Local Government Commission, California

The best in-class educational experience I have ever had — and I have been to a lot of training!! David's creativity is inspiring – he creates a most wonderful learning environment.

Catherine Ratte, Senior Planner, Western Massachusetts

Fantastic... way ahead of most academic thinking in the field...

School of Resource Management, Simon Fraser University.

David's ability to dream and imagine, and his work to inspire the same in others created an exciting atmosphere... magical...

Bernie Kowey, Coordinator, Way To Go! School Program, Vancouver

Fabulous and insightful... "out of the box"... taps common people's inner genius.

Dr Linda Crider, Dept. of Transport, Florida

I recommend that all public neighborhood traffic officials from every city or town in America attend this course.

JJ Folsom, Urban designer/Landscape Architect, Boulder, Colorado

4. Potential elements for an Incubator Event

4.1 Taming School and Neighborhood Traffic Workshop (3 — 6 hours)

This workshop is an introduction to new methods of calming school and neighborhood traffic. These new tools, called 'second-generation traffic calming', use intrigue, uncertainty and social programs to calm drivers.

This new approach to calming traffic requires a strong partnership between the city officials and the wider community. It is therefore important that the following be invited to the workshop: elected officials; city planning staff; city community development staff; community organizations which promote walking, cycling and safer streets; health professionals; neighborhood associations; business and retail associations; emergency services including police and fire; local consulting firms involved in transport planning, street design, and urban design; and transit providers and promoters.

David has a reputation for being able to put complex concepts into down-to-earth language. Participants therefore do not need a background in engineering or planning. David uses an interactive style of presentation that involves the audience in a journey of discovery.

Topics to be covered in this workshop include:

- Understanding how the 'psychological space' occupied by a motorist determines their speed;
- How intrigue and uncertainty shift a motorists into a different psychological space that causes them to automatically slow down;
- Why intrigue and uncertainty are more effective at calming drivers than traditional 'calming' devices (which often do the opposite);
- How new street design techniques and social programs can help shift a motorist into a different psychological space by trading on the 'intrigue and uncertainty factor';
- When intrigue and uncertainty are 'bad' and how to create 'normative environments' in which intrigue and uncertainty improve overall safety;
- Why most street design, done for safety reasons, actually increases risk by engendering a 'false sense of security';
- Why the speed on streets is governed largely by the degree to which the residents have psychologically retreated from their street;
- How residents can reverse their psychological retreat and use the 'intrigue and uncertainty' factors to reduce traffic speed;
- How cultural change happens and how to design behavioral change programs that create sustainable change;
- How existing Traffic Calming Departments in cities can integrate second-generation traffic calming into an existing traffic calming program without having to dismantle the current program;
- How to involve residents in design by using the 'blank canvass approach';
- How to minimize exposure to liability;
- Examples of social and behavioral change programs currently been developed by Creative Communities International that cities can use to calm traffic in neighborhoods and around schools.

4.2 Briefing session for Mayor, Councilors and senior staff (1 — 2 hrs)

This session is only intended for those who cannot attend the half-day workshop.

4.3 Evening public meeting (2 hrs)

The evening public meeting canvases the issues covered in the workshop but in less detail and with a larger emphasis on what residents can do. The Official Street Reclaiming Chair, which folds out of a suitcase, takes center stage (see front cover for photo).

4.4 Neighborhood tour (2 — 4 hrs)

Participants from the workshop go on a walking tour or a bus tour to visit problem streets and schools. David shares ideas of how the intrigue and uncertainty factors could be used in these locations to address traffic issues. These field visits enable participants to see how the new approach could be applied to specific locations. David often comes up with novel new inventions during this process. His creativity inspires participants and helps them think outside the box.

4.5 Demonstration Instant Street Reclaiming (1 – 3 hrs)

The city picks one residential street that does not have traffic calming and has a traffic problem -- one in which residents have been actively campaigning for something to be done. It is highly desirable that the main organizers in the street attend the *Taming School and Neighborhood Traffic Workshop* or the public meeting the day before. David starts by observing how the residents have psychologically retreated from their street and suggests ways they may reverse this process. For example, if residents no longer park in the street he will get some residents to park their car in the street. David shows the residents how they can use everyday items and activity to create intrigue and uncertainty. By reversing the psychological retreat in a compressed time frame (usually one to two hours) residents and city officials see a dramatic example of how using intrigue and uncertainty reduces the speed of traffic. It is imperative that the street NOT be closed to traffic for this event and that no official signs or traffic control devices be employed. This is a demonstration of what residents can do as part of their everyday life, not some special event. An Instant Street Reclaiming is the ultimate way for both residents and city officials to experience how intrigue and uncertainty can be used to slow traffic.

[**Note:** David insists that safety be a paramount importance during these events. He never asks people to do things that are inherently unsafe.]

4.6 Action Plan Charrette (2 – 3 days)

An Action Plan Charrette is an intensive two or three days in which participants create a practical Second-Generation Traffic Calming Action Plan (working title only). The steps involved in creating this Action Plan are:

1. Brainstorm a range of potential social and behavioral change programs together with actions that various organizations and individuals can take. (Some of these will be brand new innovations, others will be adaptations of innovations being tested elsewhere.)
2. Draw up a Draft Action Plan.
3. Ask for feedback on the Draft Action Plan from groups and individuals who would need to support the plan for it to be implementable.
4. Repeat steps 2 and 3 until an Action Plan evolves that has broad support.
5. Present the Action Plan publicly and celebrate the achievement.

The Action Plan Charrette builds on the momentum gained from the workshop and field demonstrations. All participants in the charrette should have attended both the workshop and field demonstrations.

Ideally the Action Plan will be a partnership agreement between all the relevant players in the city. This includes all the groups we suggested should be invited to the half-day workshop. The partnership agreement will most probably involve setting up a number of pilot programs to test the new approaches and adapt them for the unique needs of your city. In some cases this may mean adapting programs already designed by David Engwicht and Creative Communities International (programs like the Neighborhood Pace Car, Traffic Reduction Kit, Red Sneaker Week, Traffic Tamers and Walking School Bus). In other cases it may involve designing a brand new program or set of programs (for example, the Neighborhood Pace Car was developed in Boise, Idaho, during a week-long incubator event). It is imperative that the Action Plan be a partnership between residents and the city and not just an initiative of the Traffic Calming or engineering

department. (Please note that the Action Plan is a plan of action. While it may contain some examples of detailed physical design, this is not its primary focus.)

For the action plan to be successful, it is essential that it is 'politically feasible'. This means scheduling a number of briefing sessions with the Mayor and Councilors during the two or three days to seek their input. It is also imperative that there be a number of report-back sessions that are advertised ahead of time and open to the general public. There should be a final session at the end where all the key players are briefed about the outcomes. A street celebration is a good way to celebrate the outcomes.

5. Typical programs and expected outcomes

5.1 One day Introductory Event

Outcome

- Participants will have a working knowledge of Second Generation Traffic Calming Techniques -- new methods for dealing with school and neighborhood traffic.

Typical Program

- | | |
|--------------|---|
| 9.00 – 12.30 | Taming School and Neighborhood Traffic Workshop |
| 1.30 – 5.00 | Flexible time for media, city official's briefing, meetings, etc. |
| 7.30 – 9.30 | Public meeting |

5.2 Two day Introductory & Experiential Event

Outcome

- Participants will have a working knowledge of Second Generation Traffic Calming Techniques -- new methods for dealing with school and neighborhood traffic.
- Participants will have first hand field experience of how these techniques work and how they can be applied.

Typical Program

Day One

- | | |
|--------------|---|
| 9.00 – 12.30 | Flexible time for media, city official's briefing, meetings, etc. |
| 1.30 – 5.00 | Taming School and Neighborhood Traffic Workshop |
| 7.30 – 9.30 | Public meeting |

Day Two

- | | |
|--------------|---|
| 9.00 – 12.00 | Walking or bus tour |
| 12.00 – 1.30 | Demonstration Street Reclaiming |
| 2.30 – 5.00 | Workshop continues to discuss implementation issues |

5.3 Four or Five Day Action Plan Event

Outcome

- Participants will have a working knowledge of Second Generation Traffic Calming Techniques -- new methods for dealing with school and neighborhood traffic.

- Participants will have first hand field experience of how these techniques work and how they can be applied.
- The city will have a detailed action plan, employing cutting-edge innovations, for reducing the impacts of school and neighborhood traffic. This plan will employ Second Generation Traffic Calming Techniques and will be tailored to the unique needs of your city. The action plan will have broad support and be a partnership between the community, the city, emergency services, police and the business community. The plan may include developing and testing new social innovations.

Typical Program

Day One

- 9.00 – 12.30 Flexible time for media, city official's briefing, meetings, etc.
- 1.30 – 5.00 Taming School and Neighborhood Traffic Workshop
- 7.30 – 9.30 Public meeting

Day Two

- 9.00 – 12.00 Walking or bus tour
- 12.00 – 1.30 Demonstration Street Reclaiming
- 2.30 – 5.00 Workshop continues to discuss implementation issues

Day Three & Four

- 9.00 – 12.00 Small group work on Action Plan
- 12.30 – 1.30 Open report back session
- 1.30 – 5.00 Small group work on Action Plan
- 6.00 – 7.30 Open report back session

Day Five

- 9.30 – 11.30 Presentation to city officials
- 2.00 – 4.00 Street celebration and display of outcomes

6. The costs

1 day event: \$2000 + \$600 expenses (contribution to international air fare, domestic travel, transfers, and meals.)

2 day event: \$3800 + \$700 expenses

4 day event: \$7200 + \$800 expenses

5 day event: \$8200 + \$800 expenses

All the above costs are in whichever is your local currency – USA, Euros, Canadian, Australian and New Zealand dollars. (This is to encourage the smaller countries to bid.)

The only other cost is accommodation (modest hotel is fine.)

Reduced Rates: Creative Communities International will consider financial offers below the figures quoted above if the city can mount a compelling argument as to why their city is an ideal place to host an event. In addition, Creative Communities International will consider working at a reduced rate with community organizations where support from the city is still minimal.

Terms: 50% holding deposit on signing of contract. 50% on completion of Event. Holding deposit is refundable in full should Creative Communities International cancel the tour for any reason.

There is a full refund on the deposit if the Event is cancelled up to 5 weeks prior to the time David Engwicht starts the tour. Cancellations after this time will incur a \$1000 administration and inconvenience fee.

How we use the fees: All fees are used by Creative Communities to continue its work of incubating social innovations. This includes supporting cities and organizations that are testing and refining social innovations, and setting up a series of web sites that share information.

7. How to bid for an event

Please register your interest by answering the questions on the accompanying Bid Form. If you do not have all the details worked out, you can keep the ball rolling by answering some questions now, then sending answers to the rest of the questions as they become available. (Please re-send the entire Bid Form with all questions completed.)

Please note that bidding does not mean that your city will be automatically selected as one of the cities for an event as we only have a limited time for this tour. Creative Communities International reserves the right to select the cities it believes has the strongest commitment to innovation.

Thanks for your interest in hosting an event



Ingrid Burkett

Co-Founder of Creative Communities International

8. Appendix: Profile of David Engwicht

In 1987 David headed up a community fight to stop a 'freeway' going through his home suburb in Brisbane, Australia. Prior to this David had no interest in traffic or city planning. Early in the campaign, David argued that their community should not try and push the problem into someone else's backyard, but should instead search for city-wide and long-term solutions.



Twelve months later, David authored the now influential booklet, *Traffic Calming: The Solution to Route 20 and a New Vision for Brisbane*. This booklet is widely recognized as having triggered the Traffic Calming revolution in many cities in Australia and North America.

In 1992, disappointed with the way cities were implementing the concepts in *Traffic Calming*, David wrote *Reclaiming our Cities and Towns* (also published under the title *Towards an Eco-City: Calming the Traffic*) which went on to become a text in university courses. This book changed public policy on transport at the highest level, including cities such as Edinburgh. It was also in this book that David proposed the idea of the *Walking School Bus* — an invention which has since been picked up world-wide.

David then worked as a consultant in the UK, Italy, Canada, USA, New Zealand and Australia.

In 1995 David began experimenting with ways of enabling residents to solve their own traffic problems. In 1999 the findings from these experiments were published in *Street Reclaiming: Creating Livable Streets and Vibrant Communities*. It proposed a radical new design process for our streets so they once again become places for community building, places that feed the creative wealth of the city, and places that are the engine-room of a robust local economy.

David has invented or worked with cities to develop such innovations as the *Neighborhood Pace Car Program*, *Red Sneaker Week*, the *Universal Anchoring Device* and most recently *Traffic Tamers*, a new self-funding program for getting kids walking to school that doubles as a fundraiser for the school.

In 2001, together with Dr Ingrid Burkett, David co-founded *Creative Communities International*, an organization dedicated to incubating social innovations. Creative Communities International will establish a family of web sites to share innovations and to invite participation to help evolve new innovations. It will also run a yearly *Incubator Event Series* which will focus on particular social issues.

David is an artist, street philosopher, communicator, inventor and keen observer of life. He counts his lack of formal education and his marginal experiences as a child as two of his greatest assets.