

EXPERIMENTAL POP UPS: Tactical Urbanism in Greater Philadelphia

April 20, 2022

Logan Axelson, Senior Transportation Planner
Cassidy Boulan, AICP, Assistant Manager, Bicycle Programs
Betsy Mastaglio, RLA, Associate Director, Multimodal Planning



EXPO

EXPERIMENTAL POP-UPS

Tactical Urbanism

Low-cost, short-term projects that spark long-term change.

Expo is DVRPC's tactical urbanism support program.

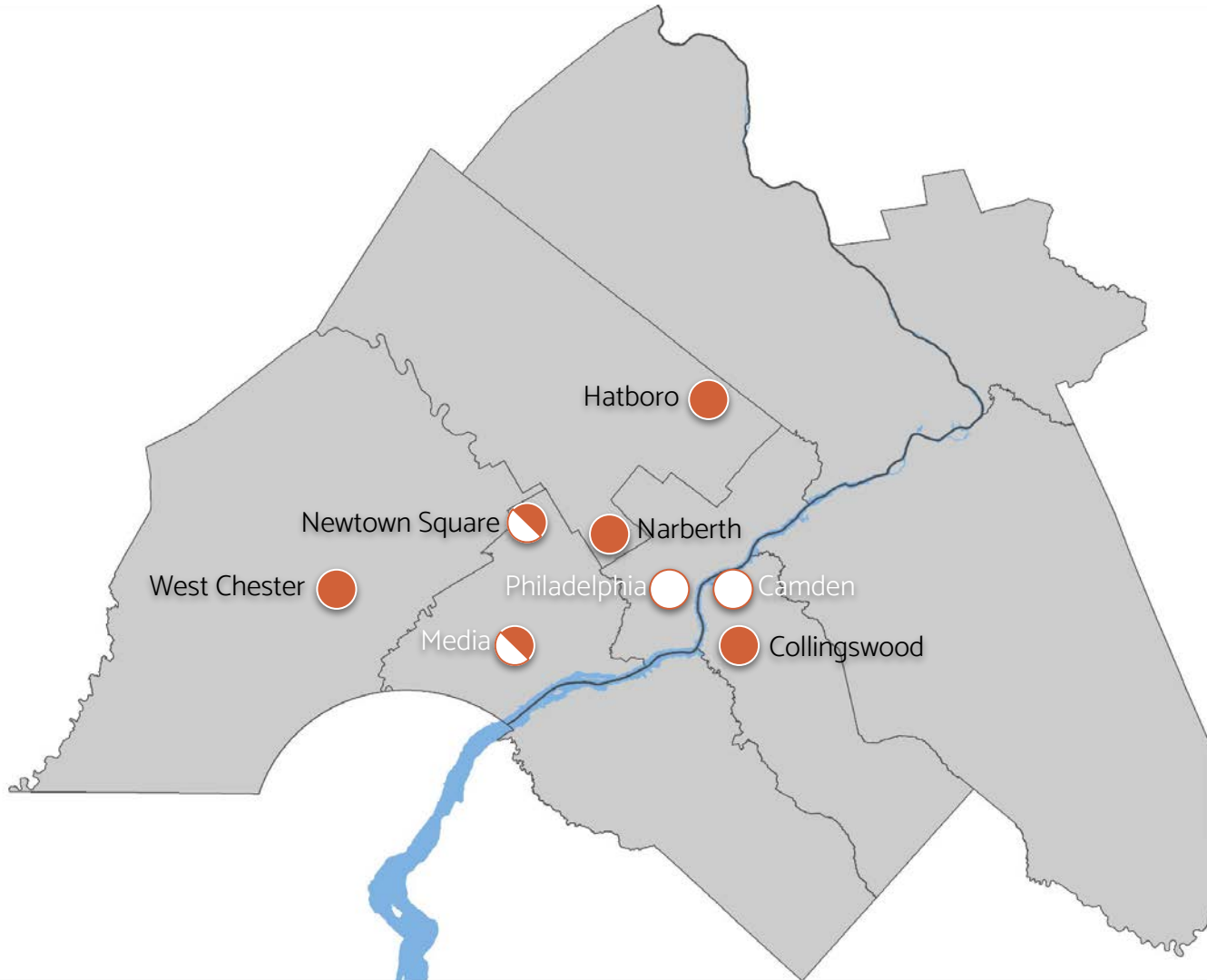


Expo Projects

○ Where we've
popped up

● Where we're
popping up
soon

◐ Ongoing
partnerships



Kimberley Bezak

Founder, Narberth Cycling Club

Karen Taussig-Lux

Grants Administrator and Project Manager
for Media Borough

Linda McIsaac

Founder and Chair, Gather in the Circle,
a nonprofit in Newtown Square, PA

Cassandra Duffey

Borough Administrator for Collingswood, NJ

Wheels on Windsor, Narberth, PA



+

Project goals:

- Safer cross-town bicycle route
- Pilot new street treatments

+

Design elements:

- Protected bike lane
- Seasonal materials

WHEELS ON WINDSOR

PREP AND SIGN PLAN

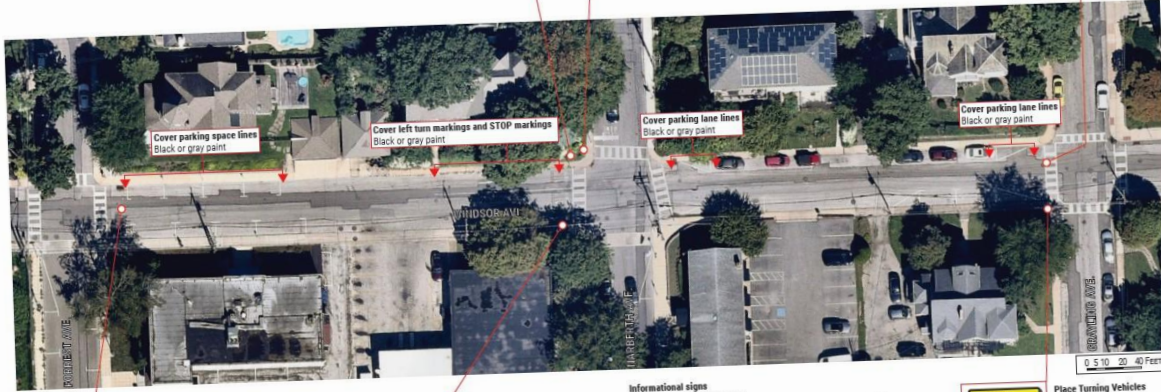
Cover parking meters
Using plastic bags or other opaque material, cover the parking meters on the north side of Windsor Ave. between Forrest Ave. and Narberth Ave. to indicate no parking.

Place "Except Bikes" sign on existing "Do Not Enter" sign
Existing sign is located at the northwest corner of Windsor Ave. & Narberth Ave.



Place Turning Vehicles Yield to Bikes/Peds sign
Must be located on northwest corner of Windsor Ave. & Narberth Ave.
Must be visible to drivers traveling south on Narberth Ave.

Place Bike Lane Ahead sign and Bike Lane Ends sign
Use a straw bale in the bike lane buffer to place signs at beginning/end of bike lane.
Bike Lane Ahead sign must face west.
Bike Lane Ends sign must face east.



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Place Turning Vehicles Yield to Bikes/Peds sign
Located on southwest corner of Windsor Ave. & Narberth Ave.
Must be visible to drivers traveling east on Windsor Ave.

Informational signs

There are 2 informational sign designs, and 5 copies of each design. Each printed sign should be placed on a sandwich board. Each block should get one of each sign.

The sandwich boards may be placed either on the sidewalk or in the buffer, but should be oriented to be visible to cyclists and pedestrians.

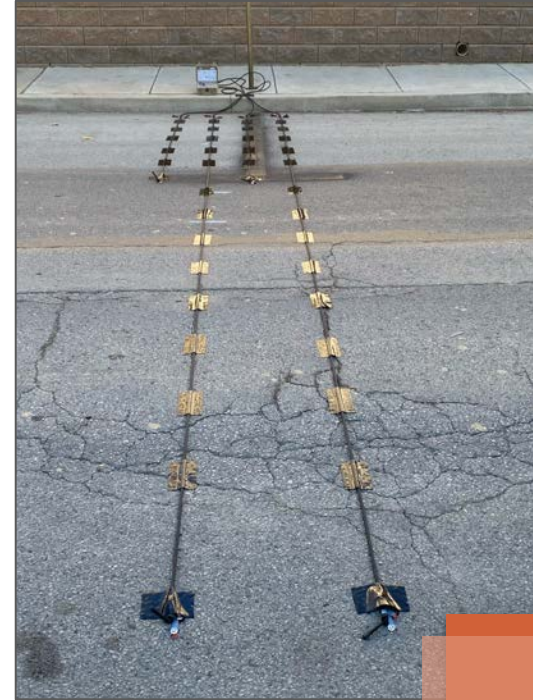
Info. Sign 1



Info. Sign 2



Place Turning Vehicles Yield to Bikes/Peds sign
Located on southwest corner of Windsor Ave. & Graying Ave.
Must be visible to drivers traveling east on Windsor Ave.



Design Support

Traffic Counts

WHEELS ON WINDSOR

10 DAY POP-UP

KIMBERLEY BEZAK

NARBERTH CYCLING CLUB



HOW DID WE GET HERE?



- 2006: Bike Narberth Plan
- 2016: NarbEarth Day Pop-ups
- 2018: Parking Study Recs
- 2019: Comp Plan Goals
- 2019: Windsor Ave Workshop
- 2020: Climate Action Plan
- 2020: COVID-19 Lockdown



THE "WHY"?

- Showcase complete streets
- Test ideas with minimal cost + resource intensity
- Assess user experience; real-time feedback & data
- Inform future decision making





WOW PLANNING

Temporary Paint, Barriers + Signage
Infographics / Education
Social Media Event, Press Release, Fliers

Coming Soon!

Experience it and take the survey!



WHEELS ON WINDSOR

NOV 20-30, 2020



Windsor Avenue, between Forrest and Grayling Avenues

Hey! What's going on here?

It's a two-way protected bikeway demonstration.

What's a two-way protected bikeway demonstration?

Wheels on Windsor lets us try out temporary roadway improvements for minimal cost and resources while gathering data and feedback.

This bikeway makes the road safer for everyone by separating people on bikes from cars and pedestrians using a buffer with a physical barrier—in this case, straw bales!

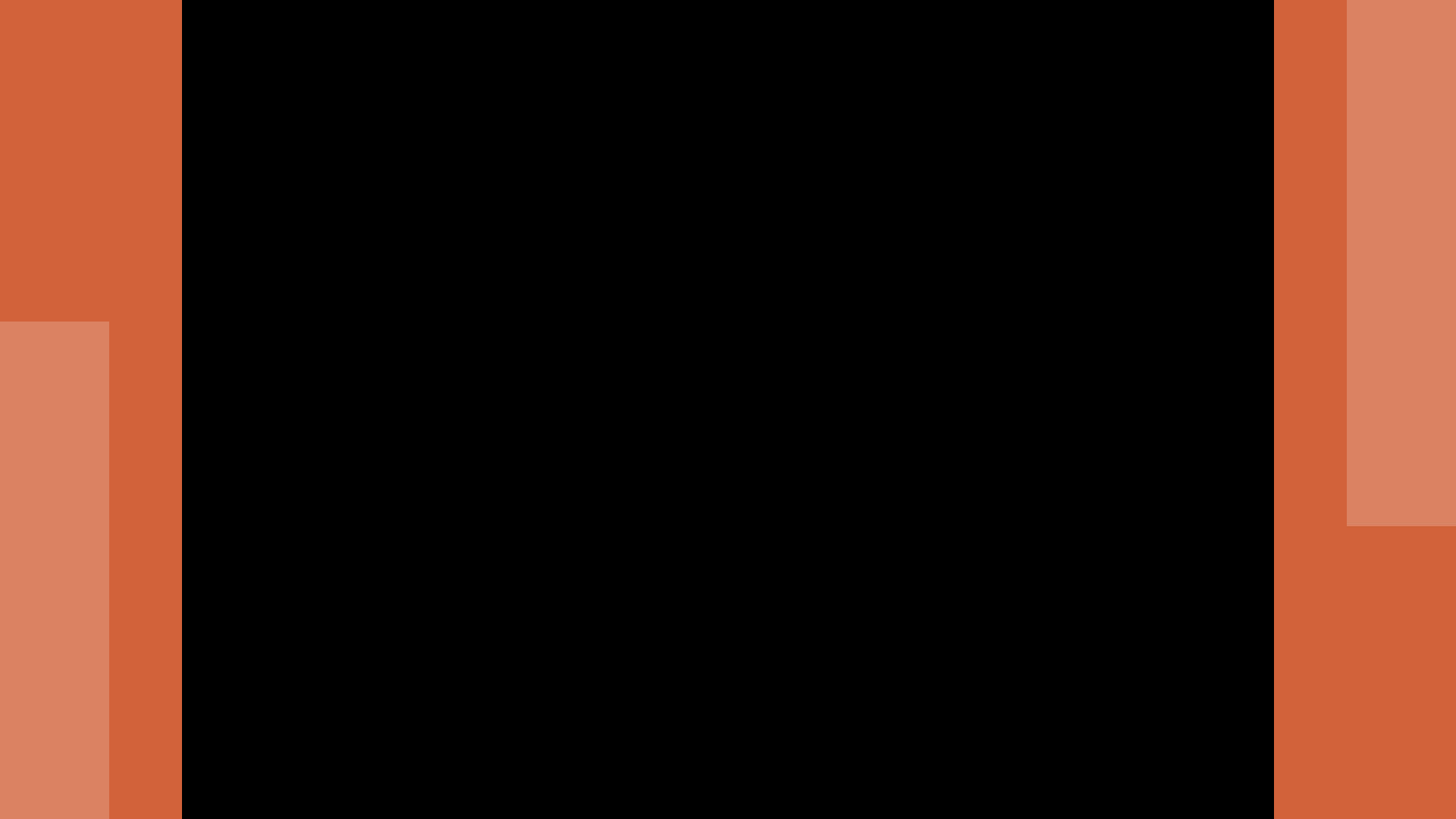
So, what do I do?

Bring your family and friends and experience it in any mode of transportation you want!

Then give feedback by scanning the QR code for an online survey!

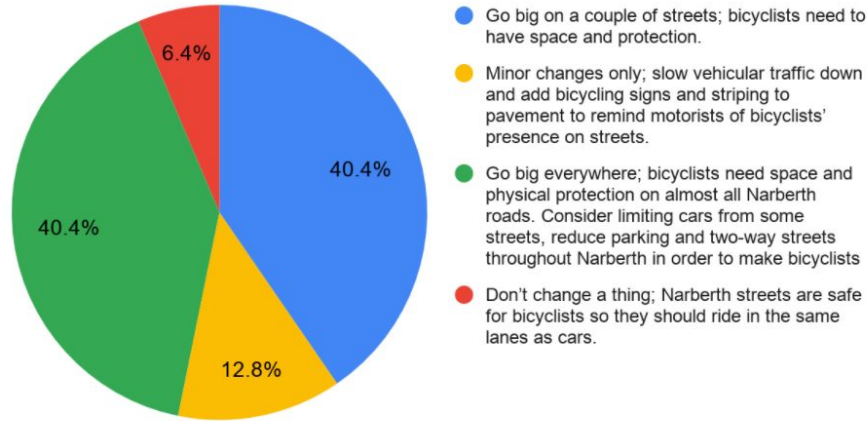
** For a hard copy of the survey, please contact Narberth Borough at 610-664-2840.





SURVEY RESULTS

On-street bicycling can feel safe or stressful depending on how a street is designed. Which changes would you support in order



93.6% of visitors who completed survey support future bicycle improvements.

Count of Would you like to see more pop-up projects in Narberth?



Only ~1/4 of respondents did not support future pop-up projects in Narberth.

Media, PA



+ Project goals:

- Calm traffic
- Increase stop sign compliance

+ Design elements:

- Trout intersection mural

Performance measures

Stop sign compliance at 3rd and Jackson, before and after mural

	Before mural (9/14/2021, 7am-1pm)		After mural (10/14/2021, 7am-1pm)	
No stop	191	15.0%	110	9.7%
Rolling stop	618	48.6%	476	42.1%
Complete stop	463	36.4%	544	48.1%

"No stop" = No substantial slowing of approach speed

"Rolling stop" = Slowing of approach speed

"Complete stop" = Complete or near-complete stop (~compliance)

Source: DVRPC review of video collected at 3rd/Jackson intersection. Numbers include northbound and southbound, combined.

Media Borough Street Mural Program

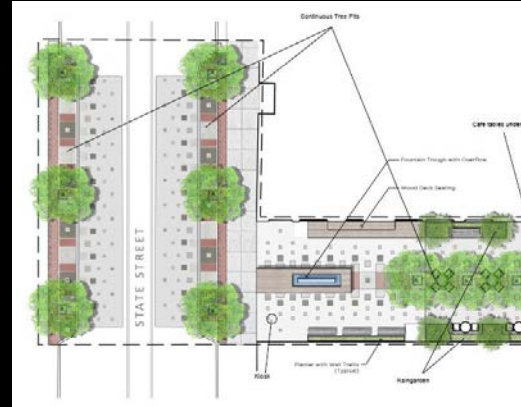


Photo Credit: Rich Hoffman, Coyopa Productions

Beginnings

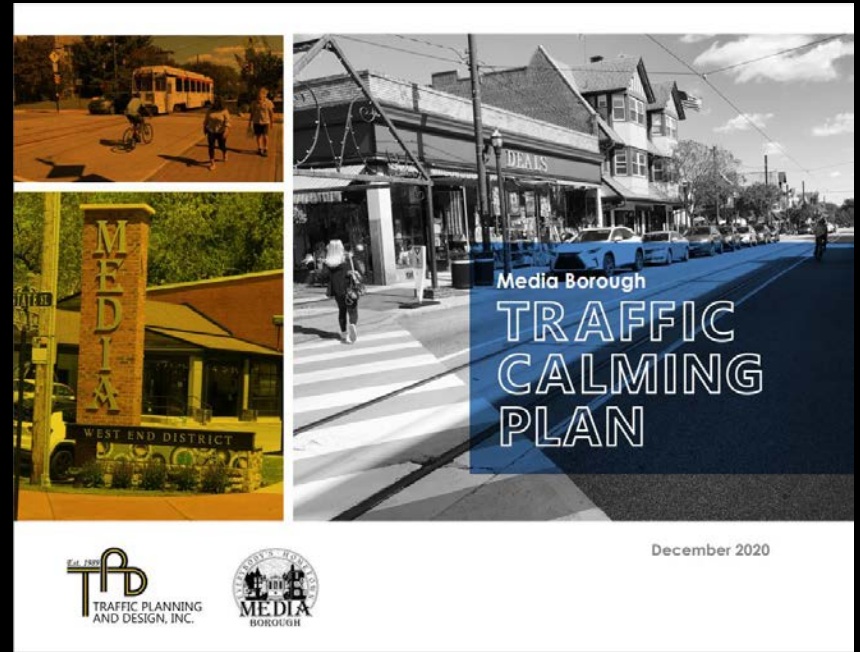
A Series of Borough Plans, funded by
Funded by DVRPC's TCDI Grant
Program, discussed decorative
crosswalks as

1. Traffic Safety features
 2. Placemaking measures
- 2016 MB Wayfinding Plan ([link](#))
 - 2017 Plum Street Mall Renovation Design ([link](#))
 - 2017 Economic Development Strategy ([link](#))
 - Media Environmental Advisory Council (EAC)



2020 Traffic Calming Plan

- Funded by DVRPC's TCDI Grant Program
- Led by the Media Borough Public Safety Committee and consultant, Traffic Planning & Design
- Recommended street murals as a traffic calming measure
- [Link](#) to Plan



Collaborations:

- Media Borough Council
- MB Public Safety Committee
- Media EAC
- Media Arts Council
- Transition Town Media
- Media Open Streets
- DVRPC Expo Group



MEDIA ARTS COUNCIL



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

--Margaret Mead

Meetings:

- Weekly, bi-weekly or monthly, as needed
- Zoom
- Inventing as we went – best thinking of a group of 6 creative people with a mix of experience.
- Tight meetings with agendas
- Humor





Funding:

- Borough Council fully supported the mural as a recommendation of the Traffic Calming Plan
- Earmarked \$2,500 in the 2021 General Budget
- Media EAC contributed \$500 from its annual budget
- Total: \$3,000 – this amount was too low

Timeline for Trout Mural

Month 1:

Form Committee
Select Location
Submit Mass Gathering Permit
Application – Friday through
Wednesday for a Saturday
event

Month 2:

Develop “Call for Artists”
Advertise Call for Artists in

- Newsletters
- Social Media
- Online newspapers

Month 3:

Re-advertise Call for Artists

Month 4:

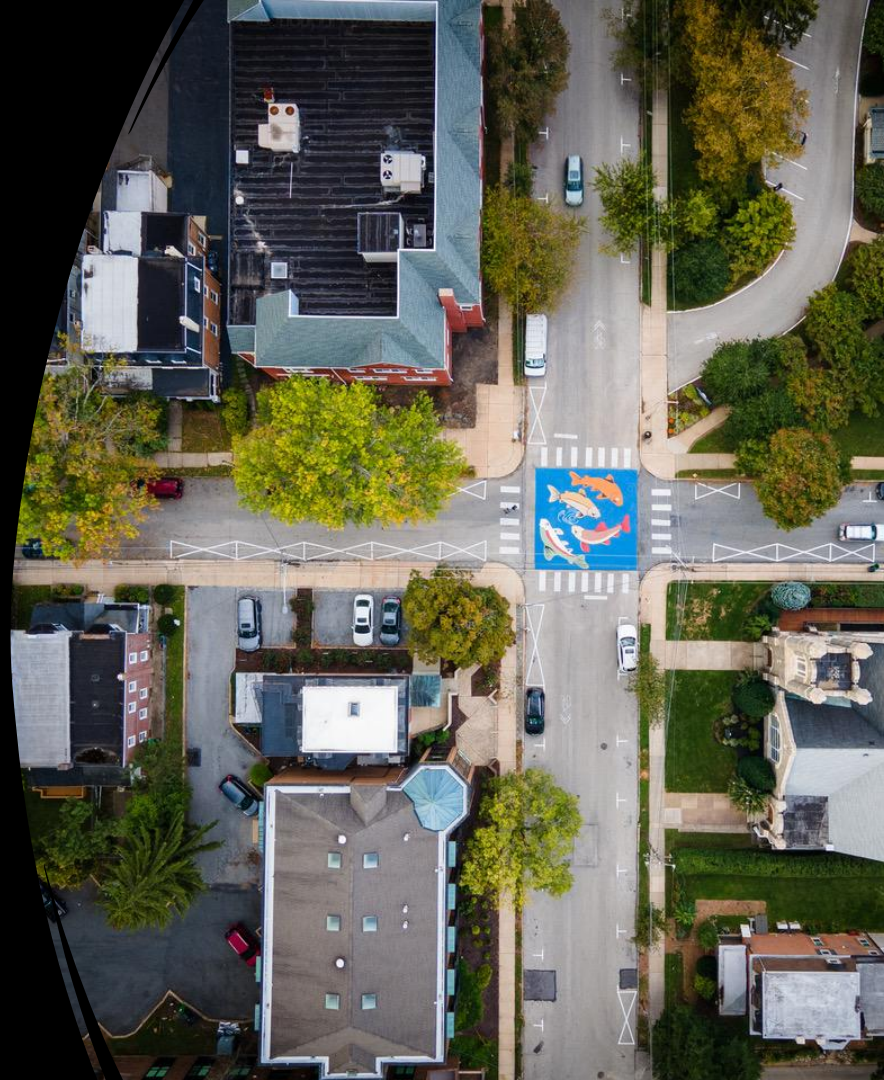
Submission deadline
Committee reviews
submissions & selects finalist
Forwards selected design to
Public Safety Committee

Month 5:

Forward selected design to
Borough Council
Artist notification
Create Sign-Up Genius
Call for Volunteers
(newsletters, social media,
online newspapers—link to
Sign-Up Genius)

Month 6:

Artist and committee develop
paint and supply list
Order, purchase supplies
Artist creates final plan to scale
Artist determines painting
procedure for event



Volunteers

Sign-Up Genius:

Painters:

- Age 9 & up, Age 9-12 must be accompanied by an adult
- 7 half-hour time slots
- Can sign up for 2 slots
- Numbers allow for walk-ins

Non-painting Volunteers:

- Age 15 & up
- 6 one-hour time slots
- Can sign up for as many slots as you want

Jobs:

- Set-up
- Paint & supply table staff
- Water buckets
- Clean brushes & rollers
- Clean-up

Committee Jobs:

- Volunteer check-in
- Show minder
- Crowd watcher
- Cleaner upper (spills, etc.)
- Question Answerer
- Floater



Budget Analysis

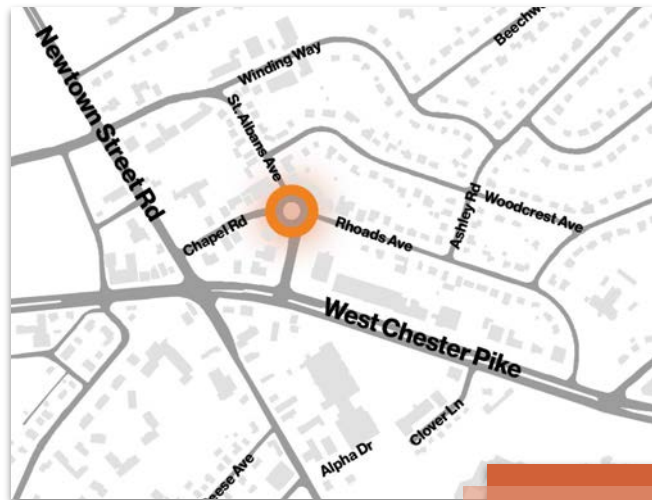
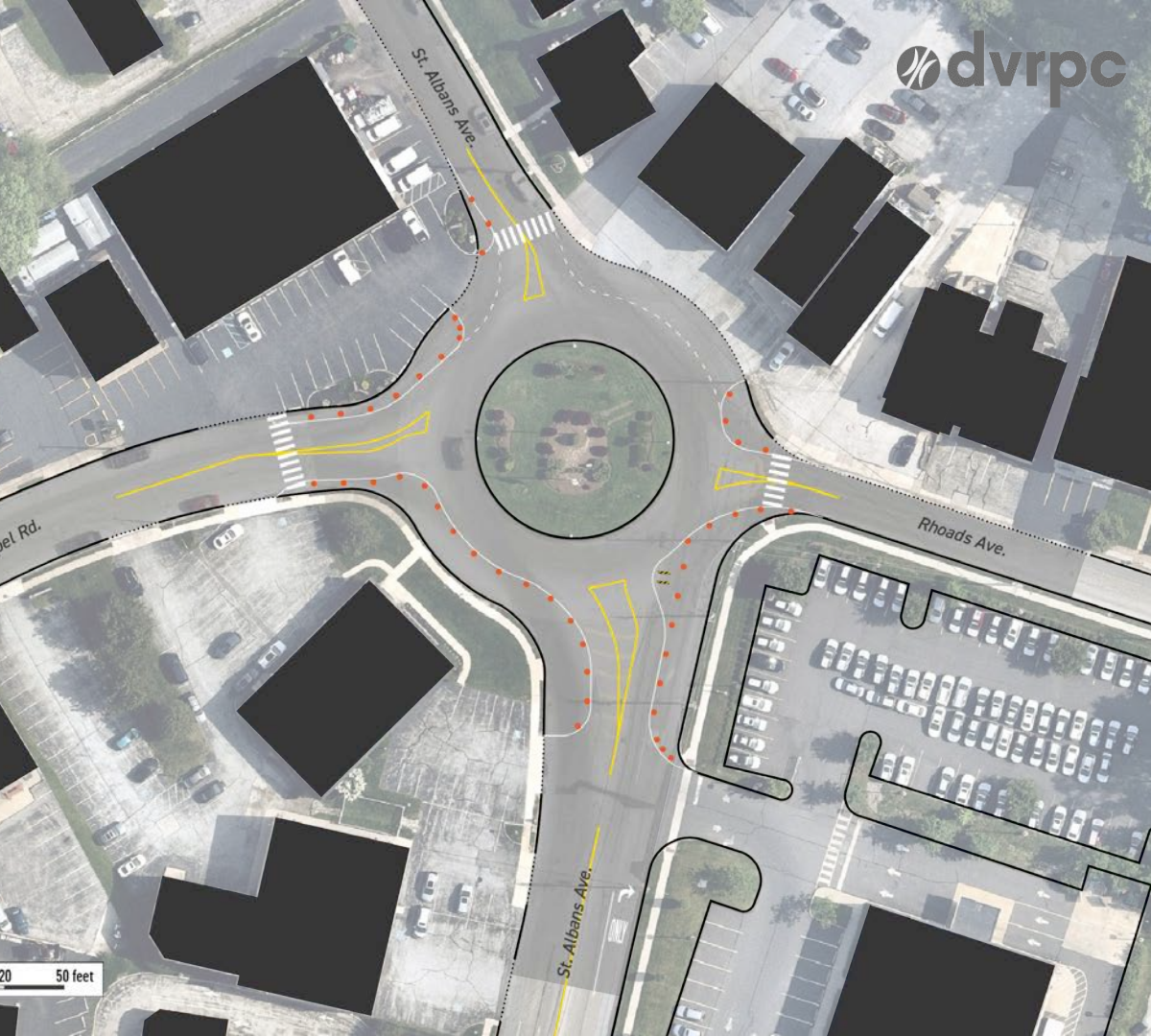


Item	Qty	Unit Type	Unit Cost	Total Cost	Comments
Paint					
Behr Premium Porch & Patio Anti Slip Porch Paint - 10 colors	19	gal	\$ 35.00	\$ 665.00	Paint has not proved long-lasting. We are investigating other paints.
Behr Concrete & Masonry Bonding Primer	4	gal	\$ 24.00	\$ 96.00	
Seal-Krete Clear-Seal 1-part Clear Soft-Gloss Acrylic Garage Floor Epoxy	3	gal	36.98	\$ 110.94	
Brushes					
1" angled	12	item	\$ 4.00	\$ 48.00	Needed 20.
2" straight	17	item	\$ 3.27	\$ 55.59	Needed 25.
Rollers - 3" to 12 "(incl handles)					
3" rollers with cover & handles	22	item	\$ 4.50	\$ 99.00	Needed 30.
9" roller cover, 6-pack	3	6-packs	\$ 15.00	\$ 45.00	
9" 5-wire roller frame w handle	12	item	\$ 4.18	\$ 50.16	
Linzer 4 ft. Wood Extension Pole with Metal Tip	3	item	\$ 7.00	\$ 21.00	
Paint trays					
6" paint trays	20	item	\$ 2.00	\$ 40.00	Needed 30.
9" paint trays	2	10 pk	\$ 5.97	\$ 11.94	
OTHER SUPPLIES (Home Depot, Amazon, Five Below)					
Paint stirrers	20	item	\$ -	\$ -	
Chalk Reel	1	item	\$ 7.00	\$ 7.00	
Stanley 100' measuring tape	1	item	\$ 15.00	\$ 15.00	
Trash bags	1	box	\$ 6.99	\$ 6.99	
Builder paper	1	item	\$ 13.00	\$ 13.00	To cover tables
Sidewalk Chalk	5	box	\$ 2.00	\$ 10.00	Chalk drawing area for younger children
Eco Gloves - Large	1	box of 100	\$ 15.00	\$ 15.00	
Rags-recycled	20	lbs.	\$ 11.00	\$ 11.00	
Paper cups	1	box of 100	\$ 12.00	\$ 11.00	
Water Dispenser-Rubbermaid, 5 gal	1	item	\$ 35.00	\$ 35.00	
Pails - 10 Qt. size	8	item	\$ 8.00	\$ 64.00	Needed 15
DONATION:					
Pop-Up Tent -- MAC Loan	1	item	\$ -	\$ -	
Buckets - 6-gal. size	4	item	\$ -	\$ -	Needed 10
OTHER EXPENSES:					
Artist				\$ 1,000.00	This was too low for the amount of work. Raised it to \$2,000 for 2022.
Music				\$ 300.00	
Slushie Cart				\$ -	
Porta Potty Rental				\$ 210.00	
TOTAL:				\$2,940.62	

St. Albans Circle, Newtown Square, PA



- + Traffic circle redesign
- + Materials
- + Outreach
- + Travel monitoring
- + Implementation support
- + Survey design





Gather in the Circle

For the community
By the community

Linda McIsaac, Founder and Chair



St. Albans Circle, Newtown Square, PA

About us

Launched in 2020, Gather in the Circle is a non-profit comprised of civic minded volunteers who work with local government and businesses, as well as area stakeholders, to help reimagine a more livable downtown Newtown Square, PA. We focus on building community, increasing inclusiveness, and sparking ideas for sustainable change.



Circle at Sundown 2021

2021 Projects

POP UPS & STREET PARTIES



FARMERS MARKET



TRAFFIC CALMING



Goals

**ALIGN WITH OUR COMMUNITY
STRATEGIC PLAN**

**SHORT TERM TESTING OF IDEAS FOR
LONG-TERM CHANGE, AND
REIMAGINING OF UNDERUTILIZED AREAS**

**COMMUNITY TOGETHER WITH
GOVERNMENT**



Farmers Market, St. Alban's Church parking lot



Traffic calming and crosswalks with DVRPC's EXPO team

Planning expertise

Physical tools

Data collection and analysis



Successes and Challenges of Traffic Calming Pop Up



WE DID IT

**FEEDBACK
DATA
REPORTING**

**PUBLIC
OUTREACH
WAS
CHALLENGING**

**NEGATIVE
FEEDBACK
WAS
DISTRACTING**



Any questions? Thank you!



@GatherintheCircle



#gatherinthecircle



linda@gatherinthecircle.com
pam@gatherinthecircle.com



Atlantic Ave, Collingswood, NJ



+ Project goals:

- Improve bicycle and pedestrian access
- Pilot new street treatments

+ Design elements:

- Curb extensions
- Advisory bike lanes
- New crosswalks



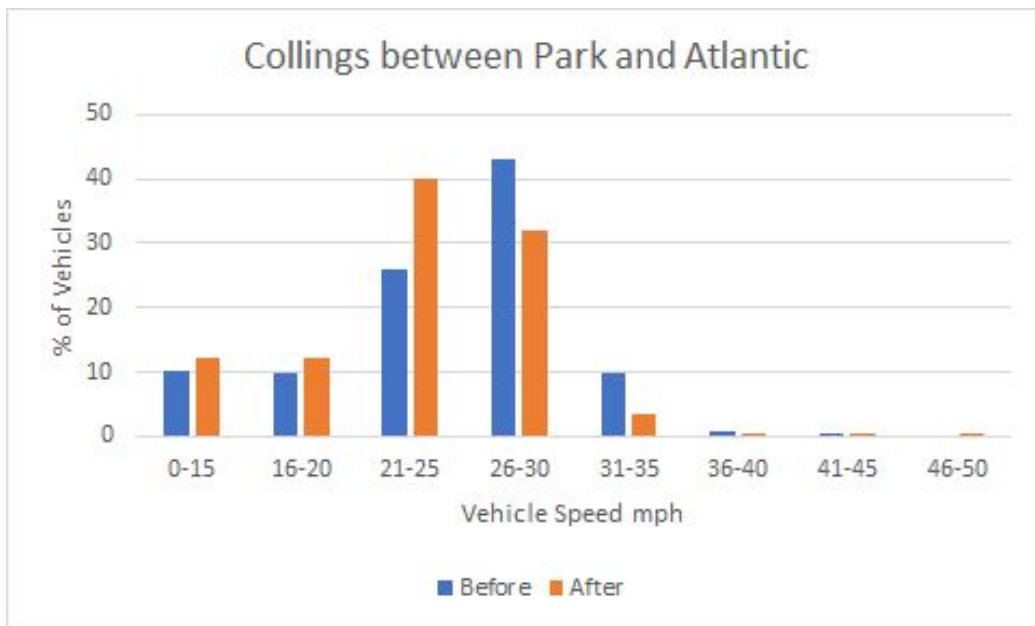
Advisory bike lanes: what and why

What:

- Provide bike lanes on either side of the street
- All cars use center lane unless passing
- Cars must yield to bicyclists in the lanes

Why:

- Increases passing distance
- Slows cars
- Shows bikes where to position themselves in the road



Performance measures

On Atlantic Ave, about 7% fewer vehicles were going above 25 MPH once the EXPO project was on the ground.

19% fewer vehicles on the Collings Ave were driving above 25 MPH.



Borough of Collingswood

April 20, 2022

Cassandra Duffey, Borough Administrator
cduffey@collingswood.com

Collingswood

Project Background

Collingswood

CONNECT 2020 BICYCLE AND PEDESTRIAN MASTER PLAN

- Adopted a master plan in 2020
- Multi-municipal plan made possible with a grant from DVRPC
- Plan serves as a roadmap to guide projects and implement bike and ped infrastructure and improvements
- Community driven planning process



All Aboard Atlantic



FROM PLANNING TO IMPLEMENTATION

- Project location was a key corridor identified in the Connect 2020 plan by residents through our extensive public outreach.
- Key partners included DVRPC, Cross County Connection TMA, PATCO, Camden County, and the Community.



All Aboard Atlantic

Collingswood

PROJECT GOALS

- Improve bicycle and pedestrian safety
- Test out modifications at a minimal cost & gather feedback
- Encourage more walking and cycling among residents as an alternative to driving
- Support equity and inclusivity in the community through the creation of streets that work for people of all abilities and methods of travel



All Aboard Atlantic

WHAT WE TESTED

Advisory Bike Lanes

A Variety of Bump-Outs

WHAT'S BEING TESTED:

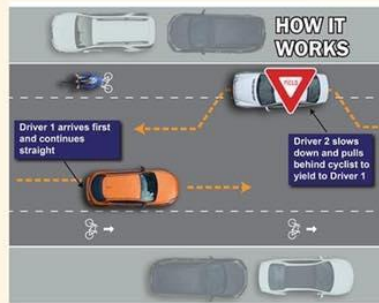
Advisory Bike Lanes

- Ideal for streets too narrow for standard bike lanes
- Drivers use single center lane
- When passing an oncoming driver, both move over into the bike lane if no bicyclist present
- When a bicyclist is in the advisory lane:
 - Pull over behind them
 - Drive slowly
 - Wait for your turn to use the center lane to pass

This concept may sound unfamiliar, but it is no different than a narrow Collingswood street with parked cars. When two drivers approach, one pulls behind the parked car to let the other pass.

Bump-Outs

- Extend the sidewalk/curb line into the shoulder
- Improve pedestrian visibility
- Reduce crossing distance and time spent in street
- Narrow the road, slowing drivers down
- Effectiveness can be tested through pilot projects using materials like paint, flex-posts, and "armadillos"
- Armadillos are elongated domes that can be driven over, allowing large vehicles to turn onto the street with no problem



All Aboard Atlantic

COMMUNITY ENGAGEMENT

- Press Releases, E-News, Social Media, Town Crier, Town Forum
- Project Kick-Off Event
- Intercept Surveys and Event Tabling
- Community Participation in Project through Artwork



All Aboard Atlantic

SURVEY SUMMARY

367 SURVEY RESPONDENTS

78.47% PATCO USERS

81.99% COLLINGSWOOD RESIDENTS

69.48% OF USERS ARE MOTORISTS

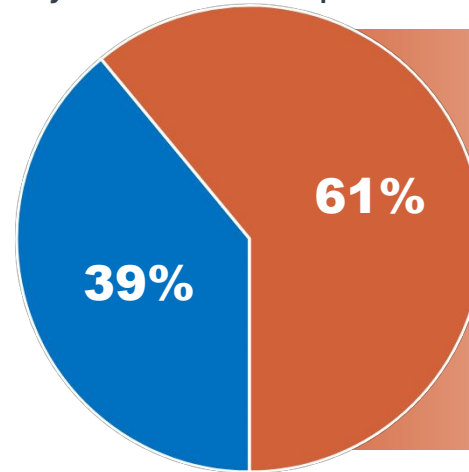


Responses About Safety

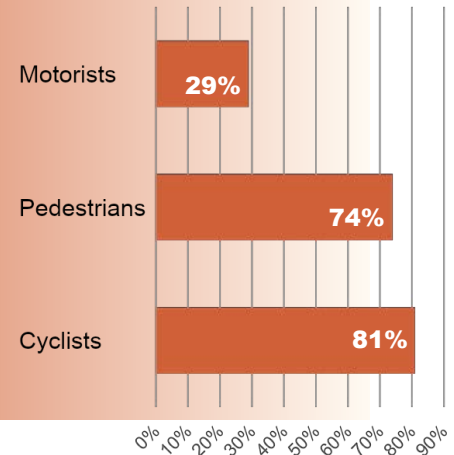
Two questions regarding respondents' views about the project regarding safety were asked.

The first question was regarding safety with respect to mode types

Did the project make it safer for any modes of transportation?



If so, for which modes?



Yes, for at least one mode

No

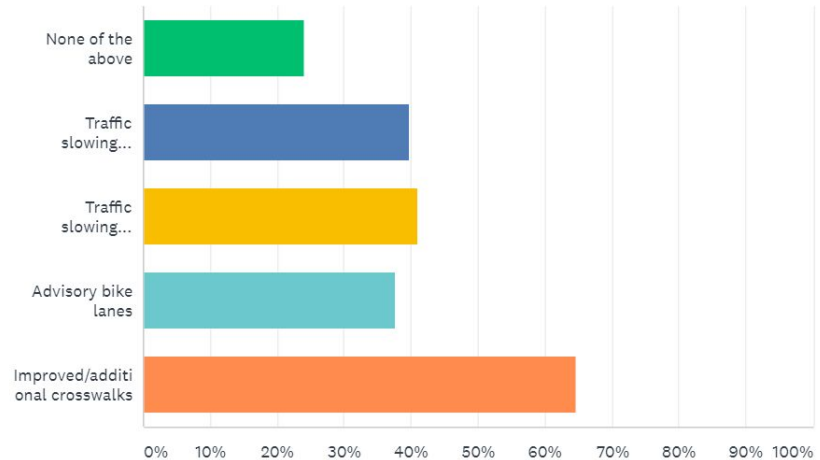
Responses About Safety...continued

The second question was geared towards specific project elements. Approximately **24%** did not think any of the project elements should be made permanent with **76%** stating the following elements in order of popularity should be:

- Improved and additional crosswalks
- Traffic slowing bumpouts
- Advisory bike lanes

The following aspects of the project made it safer overall and should be made permanent? (Check all that apply)

Answered: 359 Skipped: 8



Open Ended Questions

We asked respondents two open ended questions. The first question was how we could have made the project better and the second was an open-ended comments questions. Below are some repetitive themes:

- The advisory bike lanes were confusing to drivers, more signage and education is needed
- Overall people were happy the Borough was taking steps to address bike and pedestrian safety
- The bumpouts at Collings Avenue were very popular among pedestrians
- People did not like the armadillos and felt as though they were a hazard
- There was a consensus that people drive too fast down Atlantic and don't adhere to stop signs

Takeaways - Knowledge is key!

- ▶ **Education** – the survey answers indicated a need to do more to educate people about bike and pedestrian safety and laws. For instance, quite a few respondents indicated that we don't need bike lanes because bikes can use the sidewalk.
- ▶ **Understanding** – there needs to be more awareness of the fact that many people depend on biking as a main mode of transportation and not all users have the same ability or level of confidence.
- ▶ **Project Implementation Challenges** – The Borough needs to work with community to provide better information on how challenging it is to implement projects with conflicting needs – i.e. narrow streets, parking tradeoffs, etc.

More info:
dvrpc.org/expo



Contact

Logan Axelson: laxelson@dvrpc.org

Cassidy Boulan: cboulan@dvrpc.org

Betsy Mastaglio: bmastaglio@dvrpc.org

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