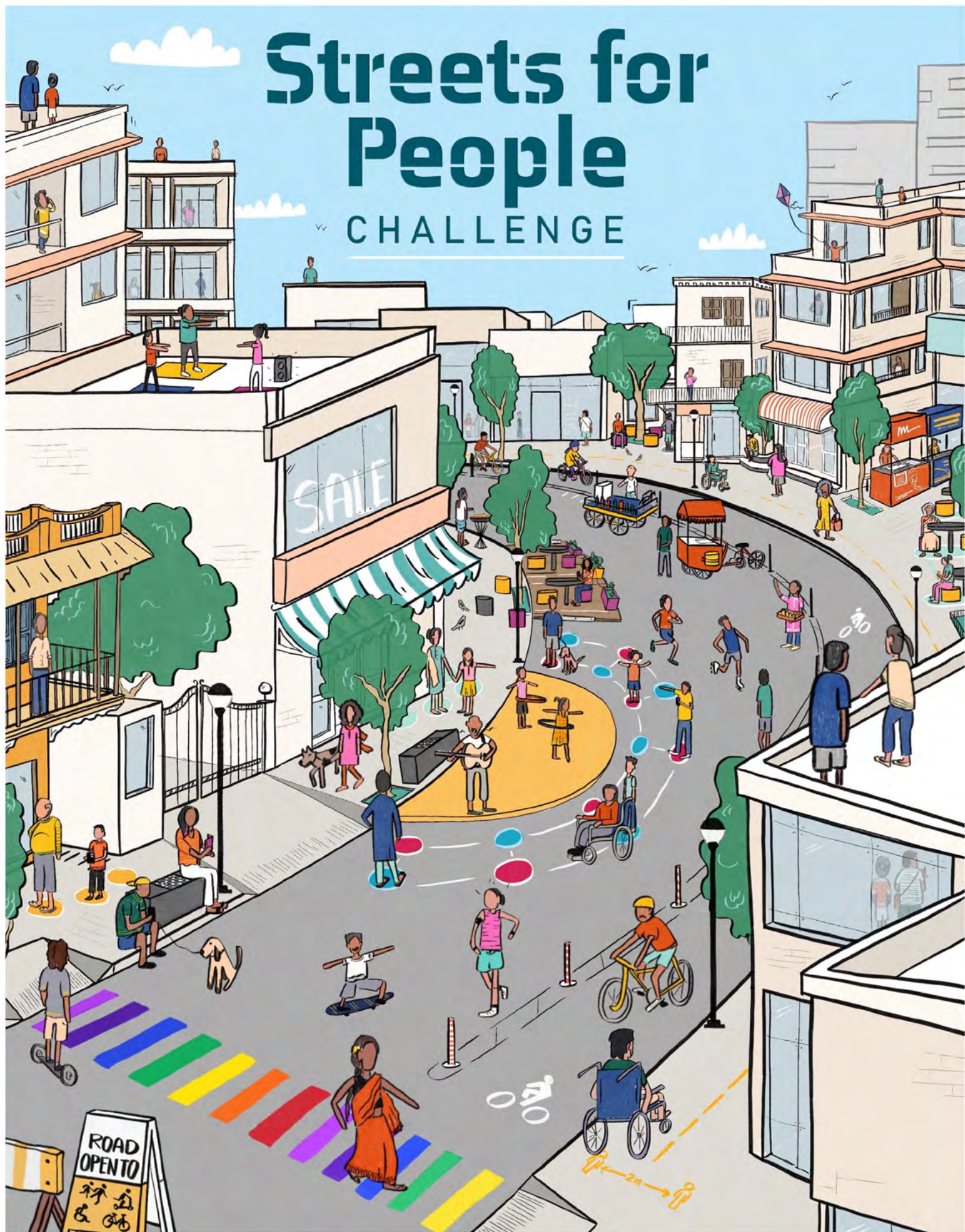


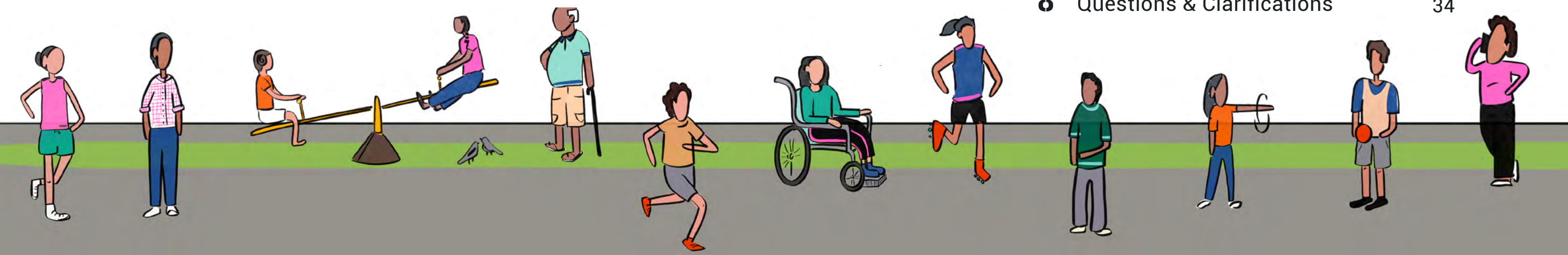
Streets for People

CHALLENGE



Contents

1	Background	5
2	Challenge roll-out & Stages	8
	Stage 1: Pilot intervention and conceptual city-level scale-up plan	
	Stage 2: Scaling up the transformation and strategizing measures for long-term impact	
3	Role of citizens & organizations	23
4	Timeline	24
5	Submission requirements	26
6	Evaluation criteria & Jury	26
7	Guidance for cities	28
8	Questions & Clarifications	34



The *Streets for People Challenge* is an initiative of the Smart Cities Mission, Ministry of Housing and Urban Affairs (MoHUA), Government of India, to inspire cities to create walking-friendly streets through quick measures, in response to COVID-19. The Challenge will support cities across the country to develop a unified vision of streets for people in consultation with stakeholders and citizens.

The Challenge aims to create flagship walking initiatives in cities which focus on placemaking and liveability. Cities will be required to reimagine their streets as public spaces through the lens of economic regeneration, safety, and child-friendly interventions, in order to ensure a green recovery from COVID-19.

The India Programme of the Institute for Transportation and Development Policy (ITDP) will be the knowledge partner, providing guidance through the preparation of resource material and facilitating online peer-to-peer learning workshops.



Location: Chennai



Location: Gurugram
Source: Raahgiri Foundation

01 Background

COVID-19 has presented the need for physical distancing while moving through the city and accessing essential services. Cities around the world, such as Bogota, Berlin, and Milan have responded by transforming streets for walking and cycling, to ensure safe mobility during COVID-19.

The pandemic has also highlighted the importance of urban open spaces for recreation, mental health, and to enhance the liveability of a city. By placing health and economic recovery at the core of their interventions, cities have reallocated streets for pedestrians, while also allowing local businesses to reopen safely. In New York, the Open Streets: Restaurants programme has **saved 80,000 jobs** ^[1] by allowing establishments to expand into sidewalks. A Transport for London report shows that improving streets for walking and cycling can **increase retail sales by up to a staggering 30%** ^[2].

The *Streets for People Challenge* builds on the **advisory** ^[3] issued by the Ministry of Housing and Urban Affairs to all states/ cities/ municipal corporations that recommended holistic planning for pedestrian-friendly market spaces. The Challenge considers participatory approach as its core value. A city-led design competition becomes an integral component to gather innovative ideas from professionals across the country.

Indian cities should leverage this opportunity to reimagine streets as public places to make them safe and people-friendly.

[1] Reopen News: Mayor Bill de Blasio says Open Restaurants Program saved 80,000 jobs in NYC

[2] TARSAP Report - Harrow Street Spaces - Appx C - Aug 20

[3] MoHUA recommends Holistic Planning for Pedestrian Friendly Market Spaces in Consultation with Stake Holders



Mr. Hardeep Singh Puri
Minister of State (Independent Charge),
Ministry of Housing and Urban Affairs

The Ministry of Housing and Urban Affairs is proud to launch the Streets for People Challenge to celebrate life on our Indian streets. I urge all cities to work towards making this vision of happy and healthy streets a reality.

Mr. Durga Shanker Mishra IAS
Secretary,
Ministry of Housing and Urban Affairs



As cities are easing out from lockdown and working out safe, affordable and equitable modes of transport with possible social distancing, the need for pedestrianisation of streets for walking and creating public spaces is very important.



Mr. Kunal Kumar IAS
Joint Secretary, Smart Cities Mission,
Ministry of Housing and Urban Affairs

Walkable cities are safe, healthy, and vibrant. As we recover from COVID-19, let us come together with our citizens and stakeholders to create pedestrian-friendly streets that will also boost the local economy.

Ms. Shreya Gadepalli
South Asia Programme Lead,
Institute for Transportation and Development Policy (ITDP)

The Streets for People Challenge aims to reimagine streets as public spaces that are accessible to all groups of people. The time has come for Indian cities to design streets for the people and with the people. Let's work together to create pedestrian paradises.





Location: Atlanta
Source: Atlanta City Studio

02

Challenge roll-out & Stages

The *Streets for People Challenge* will have two stages:

- ① Pilot intervention and conceptual city-level scale-up plan;
- ② Scaling up the transformation and strategizing measures for long-term impact.

The *Streets for People Challenge* is open to all cities under the Smart Cities Mission, capital cities of States/UT's and cities with a population of over 5 lakh population. The list of eligible cities is provided in the Annexure.

The Challenge requires each city to test at least one flagship walking project and enhance liveability in one neighbourhood.

Streets and public spaces around transit hubs, heritage zones, commercial streets, market areas, recreational corridors or any high footfall zones can be considered as potential locations for the flagship project. For cities under the Smart Cities Mission, the interventions will be a pan-city initiative and not limited to the ABD area only.

What can cities do as **FLAGSHIP PROJECTS?**

Create pedestrian-
friendly streets in high
footfall areas



Pedestrian plaza at T.Nagar
in Chennai, India

Create pedestrian-only
streets in high footfall
areas



Pedestrianised spaces around the
Golden Temple in Amritsar, India

Reimagine under
flyover spaces as
public spaces



Under flyover spaces reimaged
as public spaces in Mumbai, India

What can cities do as NEIGHBOUR HOOD PROJECTS?

Convert parking spaces
to pop-up parks

Parking spaces reclaimed as pop-up
parks in Piazza Dergano in Milan, Italy



Revitalise dead spaces
in neighbourhoods

Repurposing underutilized spaces in
dense neighbourhood as child-friendly
spaces in Udaipur, India



Create walking links
through parks and
institutional areas for
shorter routes

Shared setback space used as
local street in Mumbai, India





Location: Long Beach
Source: Street Plans

Cities can test quick, innovative and low-cost interventions using elements such as planters, seaters, barricades, signages, paints, makeshift play equipments, and by engaging with the community through events and campaigns. Cities can also strategise shared ownership policies and activate spaces through programming.

To ensure well-designed interventions and greater citizen participation, cities will roll out a design competition for professionals across the country. The competition will be launched through a design brief consisting of site details and entries will be evaluated by local officials, citizens, experts, and other stakeholders.

Cities should identify a nodal officer and other members of the team who are expected to coordinate on the planning, design, and implementation of the Challenge. The cities are also encouraged to hire interns through the 'TULIP' programme to support them for the two stages.

In the longer term, the MoHUA encourages cities to convert these temporary interventions into permanent ones. Pilot interventions implemented prior to the launch of the *Streets for People Challenge* will not be considered. The cities can, however, build on the existing interventions or proposals in their cities as part of the Challenge.

Stage 1
Pilot intervention and conceptual city-level scale-up plan (Sep '20- Jan '21)

The aim of Stage 1 is to encourage cities to initiate and test quick interventions and promotional activities to create walking-friendly streets and further develop a conceptual city-level scale-up strategy.



Stage 1 is split into three steps

Step 1 (Sep '20- Nov '20)
Identifying the pilot locations

- Cities select at least one pilot for flagship walking project and neighbourhood through effective community engagement and conduct a preliminary site analysis;
- Cities update design competition template with selected site information.



Deliverable:
Progress report with information on the selected sites and competition design brief.



Step 2 (Nov '20- Dec '20)
Designing pilots through a city-led design competition

- Cities launch the design competition for a duration of 1 month;
- Cities evaluate and select the best design proposals through engaging with local officials, citizens, experts, and other stakeholders.



Deliverable:
Progress report on the design competition and the selected design for the pilot testing.



Step 3 (Jan '21- Feb '21)
Testing and evaluation of pilots

- Cities test pilots and document learnings;
- Cities develop a conceptual city-level scale-up plan.



Deliverable:
Progress report on testing and learnings from the pilot and the conceptual city-level scale-up plan.



The ITDP India Programme will provide ongoing remote assistance to the cities in strategizing and testing pilots as well as to develop their conceptual city-level scale-up strategy. The support will include:

- **Connecting cities with local CSOs and design experts** for assistance in implementation;
- **Developing knowledge resources:** Best practice case studies and step-by-step processes;
- **Conducting online training workshops:** On planning, design, and testing of interventions; evaluating the impact of interventions; effective community engagement, communication, and outreach;
- **Facilitating peer-to-peer interactions between cities.**



Qualification criteria for cities to be eligible for evaluation:

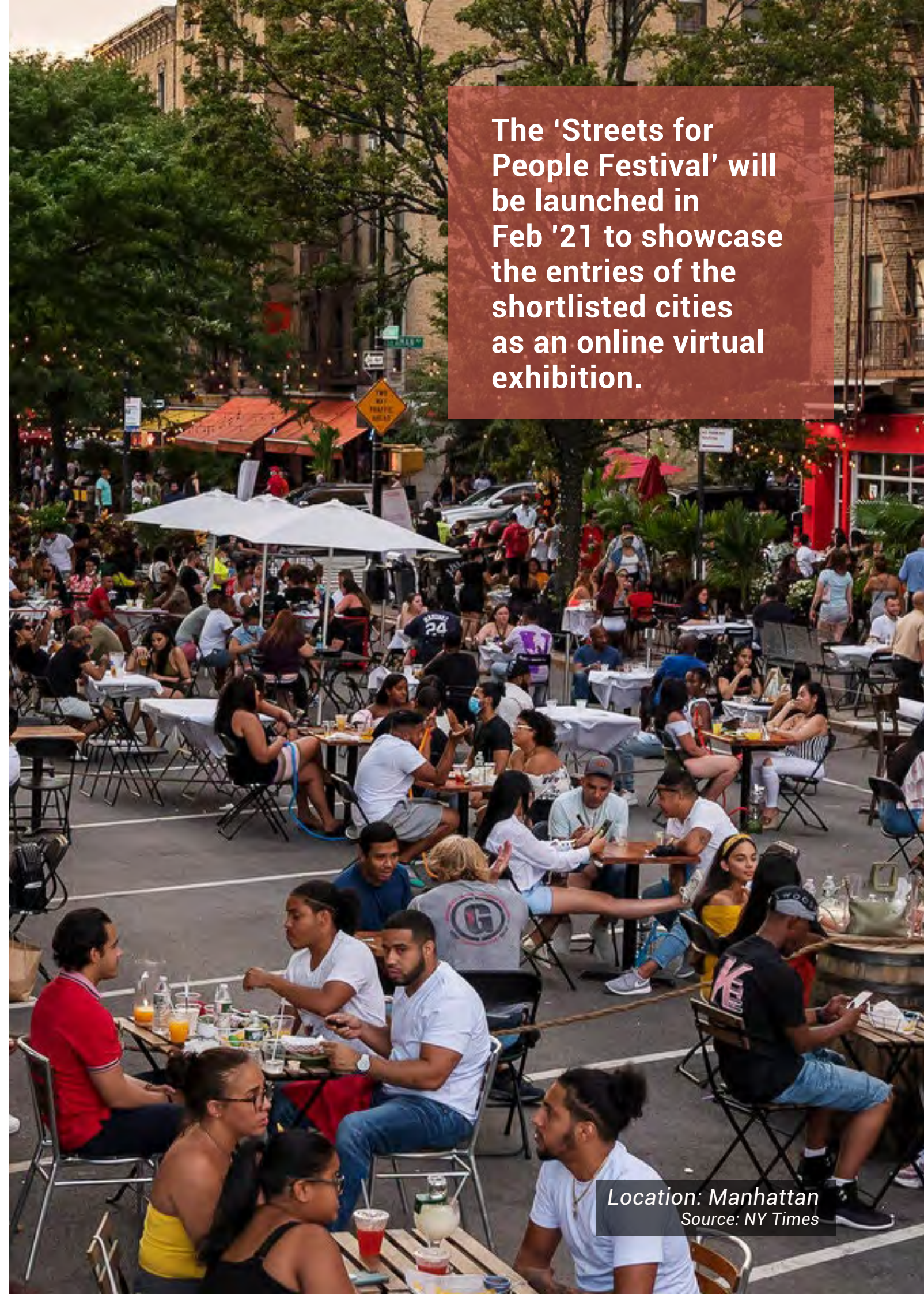
- **All cities have to test at least one pilot:** comprising a flagship walking initiative and a neighbourhood scale intervention;
- **Report submission:** The evaluation of the pilot, its learnings and the conceptual city-level scale-up plan has to be submitted by the cities as a report;
- **Citizen collaboration:** Cities shall be encouraged to collaborate with CSOs and local practitioners as they develop and implement their plans. Citizen collaboration will be a key metric in the evaluation of proposals submitted by the cities.

The Smart Cities Mission, through a reputed panel of experts will review the submissions and shortlist 11 cities that will move into Stage 2.

The shortlisted cities will receive the following:

- ① Citation and award;
- ② Guidance from national and international experts for scaling up the pilot interventions, planning, and implementation.

The 'Streets for People Festival' will be launched in Feb '21 to showcase the entries of the shortlisted cities as an online virtual exhibition.

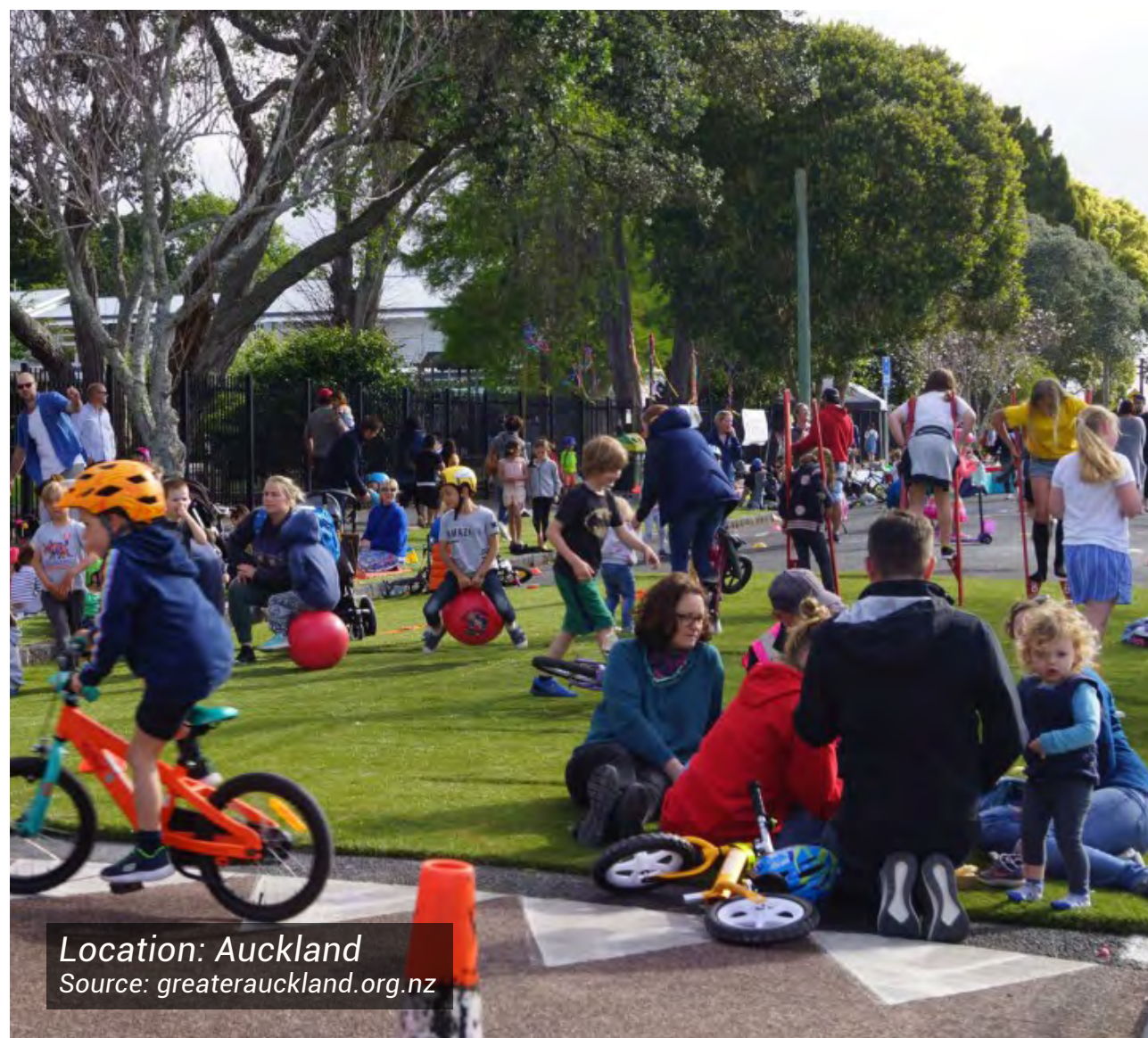


Location: Manhattan
Source: NY Times

Stage 2

Scaling up the transformation and strategizing measures for long-term impact (Feb '21- May '21)

The aim of Stage 2 is for the shortlisted cities to further develop and commence the implementation of the conceptual city-level scale-up plan submitted in Stage 1. Cities will also strategize and initiate the implementation of measures for long-term impact with inputs from national and international experts.



Location: Auckland
Source: [greeterauckland.org.nz](https://www.greeterauckland.org.nz)



Deliverable:

The cities should submit their implementation report by 31st May '21.



The ITDP India Programme will provide ongoing remote assistance to the cities as they develop and implement their plans. The support will include:

- **Developing knowledge resources:** Best practice case studies and step-by-step processes;
- **Conducting online training workshops:** On scaling up interventions, strategizing and implementing long-term measures; effective community engagement, communication, and outreach;
- **Facilitating peer-to-peer interactions between cities.**

The Smart Cities Mission, with the assistance of the ITDP India Programme and a panel of experts, will review the submissions and rank the cities based on their performance at the end of Stage 2.

The evaluation criteria will be shared at a later date. The awards for the best cities will be announced in June '21 and an online virtual exhibition will showcase the work done by the cities.

Further, the Smart Cities Mission and the ITDP India Programme will support the cities to use the success of their temporary interventions and transform them into permanent infrastructure as a catalyst for other cities to follow their lead.

Future rounds of the Challenge

Cities that do not qualify in Stage 1 will be eligible to re-apply for selection to Stage 2 with additional assistance from experts to revise their proposal. The timelines for the submission of the revised proposal will be shared with the cities at a later date. The process will repeat multiple times to encourage cities to embrace a people-friendly transformation of our streets.

03 Role of citizens & organizations

Interested citizens, CSOs as well as urban designers, planners, and other experts who wish to collaborate with their cities can express their interest by filling in the details in the 'Support your City' section (opens post the registration closes for cities)

The potential ways in which you can support the city are:

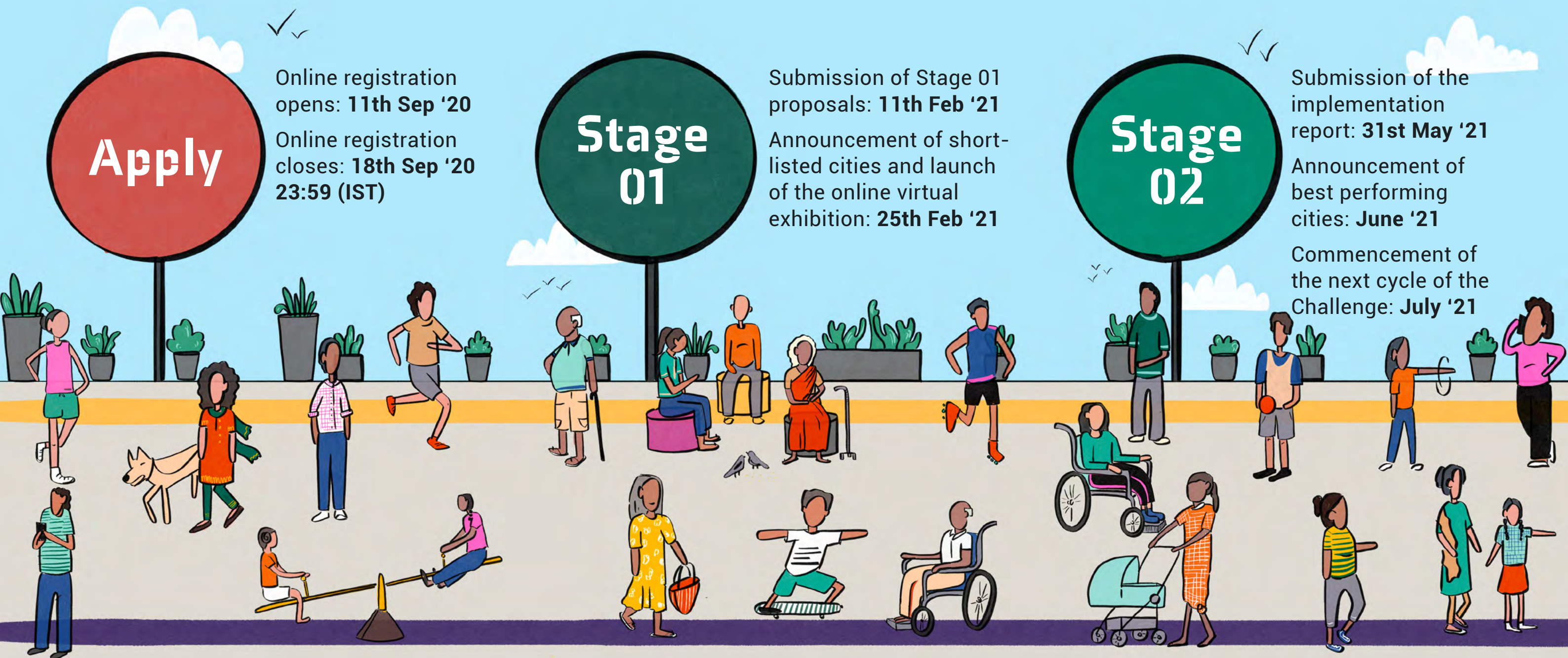


- Coordinate between your city team and other organisations in the Challenge roll-out
 - Ensure participatory planning through community engagement
 - Mobilize volunteers for surveys and on-ground implementation work
 - Be a volunteer for surveys and on-ground implementation work
 - Promote through social media and otherwise
 - Document through photos, videos, & blogs
 - Monitor and evaluate the impact of the intervention
 - Bring sponsors or be a sponsor
- Ensure the representation of women, children, and other vulnerable groups in all stages of the Challenge

The selection of partner for collaboration will be at the discretion of City Authority. In case of any questions, you can write to contact@streets4people.in.

Location: Utah
Source: AIA

04 Timeline



Any changes to the above timeline will be intimated to the cities.

05 Submission requirements

The list of submission requirements will be announced later on: smartnet.niua.org/indiastreetchallenge/

06 Evaluation criteria & Jury

The stage-wise submissions of the cities would be reviewed based on the quality of :

- Pilot Intervention
- Participatory processes
- Conceptual city-level scale-up plan &
- Innovative strategies for funding the implementation of long-term measures.

The list of the jury and the performance indicators for evaluation will be announced later on: smartnet.niua.org/indiastreetchallenge/



Location: Mumbai
Source: bandra.info

07 Guidance for cities

The ITDP India Programme will provide ongoing remote assistance to the cities in strategizing and implementing pilots as well as their conceptual city-level scale-up strategy through a series of online workshops with national and international experts to assist cities in developing and implementing their proposals.

Location: New York
Source: NYC DOT

Stage 1

Pilot intervention and conceptual city-level scale-up plan

Step 1: Identifying the pilot locations

Online Workshop 1 | 1st Oct '20

- Introduction to the project
- How to identify potential sites through effective community engagement

Online Workshop 2 | 22nd Oct '20

- Formulating the design competition - template, do's and don'ts
- Conducting site survey and mapping
- Question & Answer session

Step 2: Designing pilots through a city-led design competition

Cities launch a design competition | 2nd Week of Nov '20

Online Workshop 3 | 26th Nov '20

- Evaluating design proposals through community engagement
- Peer city discussions
- Question & Answer session

Cities close design competition | 2nd Week of Dec '20

Cities evaluate and identify best design proposals and submit the report | 2nd Week of Dec '20

Step 3: Testing and evaluation of pilots

Online Workshop 4 | 17th Dec '20

- Testing of design and building support
- Peer city discussions to share learnings
- Question & Answer session

Online Workshop 5 | 21st Jan '21

- Monitoring & Evaluation of pilots
- Preparation of conceptual city-level scale-up plan
- Peer city discussions to share learnings
- Question & Answer session

Pilot testing report and conceptual city-wide scale-up plan submission | 11th Feb '21

Announcement of short-listed cities and launch of the online virtual exhibition | 25th Feb '21

Stage 2

Scaling up the transformation and strategizing measures for long-term impact

Online Workshop 6 | 26th Feb '21

- Scaling up pilot interventions and strategizing measures to convert the interventions into permanent infrastructure
- Peer city discussions to share pilot intervention cases & learnings
- Question & Answer session

Submission of the implementation report | 31st May '21

Peer city and review discussions from March '21 will be conducted monthly and the dates will be informed to the cities.



Location: Chennai

08 Questions & Clarifications

In case of any questions, the nodal officer from the city can write to :
contact@streets4people.in

The common questions received will be answered on the Frequently Asked Questions (FAQ) page of the Challenge website.

Annexure: List of cities eligible to participate in the Challenge

S.no	Cities	17	Bhopal	34	Diu	51	Imphal	81	Malappuram	111	Salem
1	Agartala	18	Bhubaneswar	35	Durgapur	52	Indore	82	Malegaon	112	Sangali
2	Agra	19	Bihar Sharif	36	Durg-Bhilainagar	53	Itanagar	83	Mangalore	113	Satna
3	Ahmedabad	20	Bikaner	37	Erode	54	Jabalpur	84	Meerut	114	Shillong
4	Aizawl	21	Bilaspur	38	Faridabad	55	Jaipur	85	Moradabad	115	Shimla
5	Ajmer	22	Bokaro Steel City	39	Firozabad	56	Jalandhar	86	Mumbai	116	Shimoga
6	Aligarh	23	Chandigarh	40	Gandhinagar	57	Jammu	87	Muzaffarpur	117	Siliguri
7	Amravati	24	Chennai	41	Gangtok	58	Jamnagar	88	Mysore	118	Silvassa
8	Amritsar	25	Coimbatore	42	Ghaziabad	59	Jamshedpur	89	Nagpur	119	Solapur
9	Asansol	26	Cuttack	43	Gorakhpur	60	Jhansi	90	Namchi	120	Srinagar
10	Aurangabad	27	Dahod	44	Gulbarga	61	Jodhpur	91	Nanded Waghala	121	Surat
11	Bareilly	28	Daman	45	Guntur	62	Kakinada	92	Nashik	122	Thane
12	Belagaavi	29	Davangere	46	Gurgaon	63	Kalyan	93	Naya Raipur	123	Thanjavur
13	Bengaluru	30	Dehradun	47	Guwahati	64	Kannur	94	Nellore	124	Thiruvananthapuram
14	Bhagalpur	31	Delhi	48	Gwalior	65	Kanpur	95	New Town Kolkata	125	Thoothukudi
15	Bhavnagar	32	Dhanbad	49	Hubli-Dharwad	66	Karimnagar	96	Noida	126	Thrissur
16	Bhiwandi	33	Dharamasala	50	Hyderabad	67	Karnal	97	Panaji	127	Tiruchirappalli
						68	Kavaratti	98	Pasighat	128	Tirunelveli
						69	Kochi	99	Patna	129	Tirupati
						70	Kohima	100	Pimpri Chinchwad	130	Tiruppur
						71	Kolhapur	101	Port Blair	131	Tumakuru
						72	Kolkata	102	Prayagraj	132	Udaipur
						73	Kollam	103	Puducherry	133	Ujjain
						74	Kota	104	Pune	134	Vadodara
						75	Kozhikode	105	Raipur	135	Varanasi
						76	Kurnool	106	Rajkot	136	Vasai Virar City
						77	Leh	107	Ranchi	137	Vellore
						78	Lucknow	108	Rourkela	138	Vijayawada
						79	Ludhiana	109	Sagar	139	Visakhapatnam
						80	Madurai	110	Saharanpur	140	Warangal



For more details, visit:
smarnet.niua.org/indiastreetchallenge/