



Request for Proposal

Better Block PDX
Summer 2017



Photos: Jonathan Maus/BikePortland (top left, middle right), Greg Raisman (bottom right), Better Block PDX (others)



What is Better Block PDX?

We are a volunteer-led effort encouraging everyone to imagine what spaces could be when they are designed for people. We partner with community organizations, Portland State University students, Portland Bureau of Transportation, and you to create inviting and interactive places through tactical urbanism “pop-up” projects.



What is a Pop-up project?

Pop-ups are short term demonstrations of improvements to underutilized spaces. They allow community members and city leaders to imagine improvements to the streetscape in the most interactive way possible: by experiencing them! The term “pop-up” refers to how they may be set-up overnight and taken down within a few days later.

We Want your Project Ideas!

Partnership is essential to Better Block PDX pop-up projects. In our first few years of operation, the process for selecting projects was informal. This year we are taking a more democratic approach and are crowdsourcing the search.

We are looking for public places where small changes to the streetscape will make a big difference. This is an opportunity for your community organization to partner with us to plan your pop-up project.

All it takes is an idea to get started!

Regardless of project scale or desired level of assistance, we want to help bring your project to life!

Four larger-scale projects will be selected to go through the PSU Project Pathway, through which planning students will develop reports.

Two of which will go through an engineering phase to produce a traffic plan.

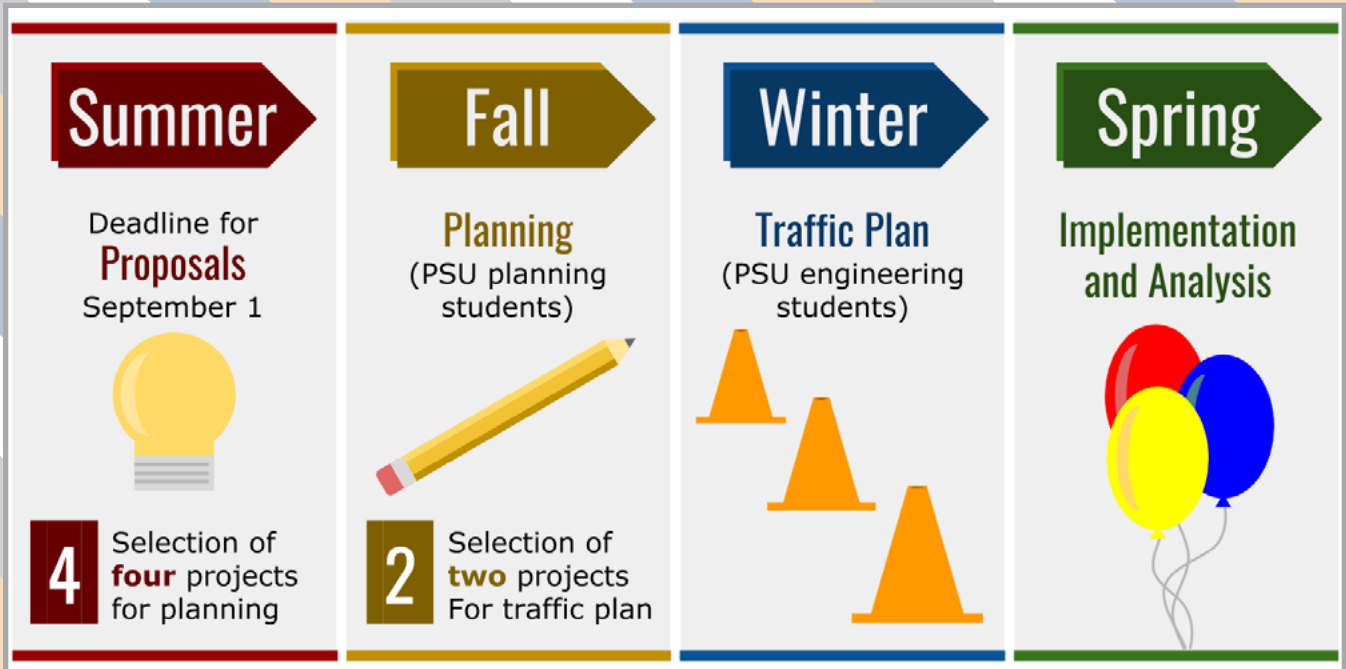
All projects will receive a follow-up email to discuss alternative opportunities to bring these ideas to life!

The Deadline for Proposals is

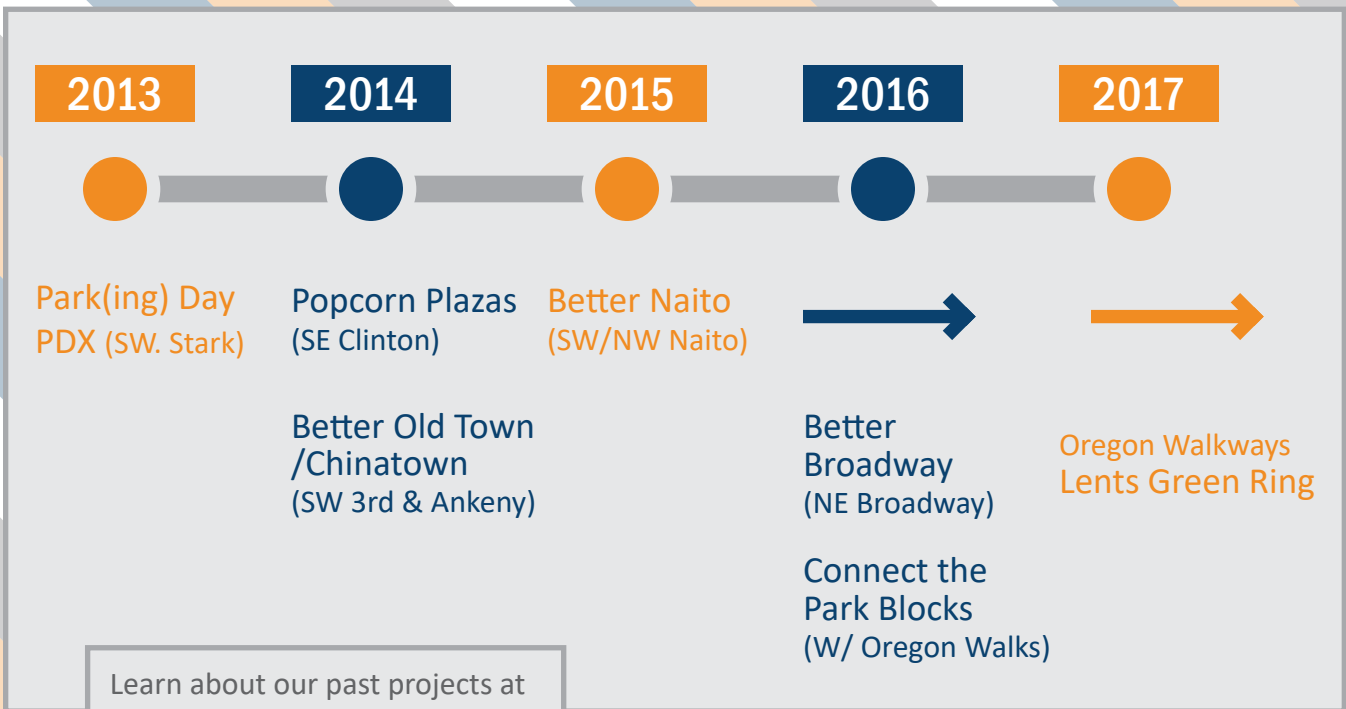
September 1, 2017

Fill out the application on pages 9-11 electronically and send to betterblockpdx@gmail.com or fill out the [online form](#) instead.

The Process



Past Better Block PDX Projects



Learn about our past projects at betterblockpdx.org/projects/

What Makes a Good Pop-up Project?



Community Involvement

A collaborative process brings people together and re-enforces senses of community while simultaneously producing an outcome tailored to a community's character and needs. In being actively involved in the project, people are more supportive of permanent change.

Low Risk, High Reward

While "pop-up" projects are taken down as quickly as they appear, their purpose is to demonstrate value as permanent improvements. There is little to lose if a pop-up project is unsuccessful at achieving its purpose, but there should be potential to spark long-term change.



Light, Cheap, and Quick

Giving community members and city leadership a taste of what a place is missing with limited resources raises the question of how a permanent solution can be done even better. A sudden change in the streetscape brings an element of surprise to those who may have taken a place for granted.

Attention, Curiosity, and Conversation

A good project does not go unnoticed by a passerby, and while it is important for a pop-up project to demonstrate a realistic solution, having eye-catching elements can spark curiosity and conversation, and make it more memorable. It should also be inviting to everyone and allow for a variety of different uses.



Community Events and Markets

A community event is a good situation to debut a “pop-up”. Masses of people who are drawn into such events would be right there to experience the change in streetscape.



Travel Portland

Portland, OR



Travel Portland

Portland, OR

Block Parties

You may be surprised to learn just how inexpensive it is to obtain a block party permit through the City of Portland. Like larger community events, block parties are a good way to bring a neighborhood together and build community.



PBOT

Portland, OR



Sarasota Police Department

Sarasota, FL

Street Seats & Parklets

The idea for converting parking spaces into short-term or long term parks or seating areas is attributed to San Francisco-based Rebar Group, and has been implemented in cities across the globe.



Building Active Anaconda Team

Anaconda, MT



Better Block PDX

Portland, OR

Intersection Painting

Activities as simple as painting an intersection fosters interaction among neighbors and establishes a sense of community pride.



Greg Ralsman - Flickr

Portland, OR



Lisa Cach

Seattle, WA

Pedestrian Plazas

Excess street space where there is a lack of activity are prime for Pedestrian Plazas. They should be designed to promote a variety of activities such as eating or drinking, meeting up, people-watching, as well as to pass through



Jim Simmons
Living Streets LA

Los Angeles, CA



Felicity J. Mackay, PBOT

Portland, OR

Bicycle Facilities

Pop-up bicycle facilities attract all types of cyclists, including those who would otherwise feel uncomfortable riding a bicycle in the street. They also give concerned business owners an idea of how it would affect them.



Better Block PDX

Portland, OR



Urban Repair Squad Toronto

Toronto, ON

Play Streets

Popularized in New York City and London, Play streets bring organized and supervised play to areas with otherwise limited recreation opportunities for kids.



Police Athletic League, Inc.

New York City, NY



SDOT

Seattle, WA

Open Streets / People Streets

Events like Sunday Parkways typically take place on single weekend days. They open up the street to pedestrians and cyclists for a more social environment.



J. Maus, BikePortland

Portland, OR



Bradley P. Johnson

Minneapolis, MN

Pop-up Crosswalks

Crosswalks are tricky to implement, even as short-term pop-up projects, but they go a long way in making a street more comfortable and accessible for pedestrians.



Alex Garland

Seattle, WA



BikePortland

Portland, OR

Signage

A simple arrow with travel time or distance to destinations highlights walking as a convenient way to get around. Walk [Your City] signs feature QR codes for walking directions on a mobile device.



Walk [Your City]

Raleigh, NC



Turbo Nashville

Nashville, TN

And more...

A pop-up project doesn't need to conform to an above category. It can be unprecedented or unusual. Playable pianos, umbrella canopies, interactive art pieces, and a pop-up tea truck are just a few examples of what can come from originality. Your creativity is the limit to what kind of tactical urbanism projects can be done.



1859 Oregon's Magazine

Portland, OR



Cristi Gerecke
EthnoTraveler Magazine

Agueda, Portugal



Candy Chang

New Orleans, LA



The City Repair Project

Portland, OR

Resources

[Portland in the Streets](#)

[The AARP Pop-up
Demonstration Tool Kit](#)

[Crosswalk Guidelines
for Portland](#)

[Lighter, Quicker, Cheaper
\(Project for Public Spaces\)](#)

[Pop-Ups for
Safe Routes to School](#)

[Quick Builds for Better Streets
\(PeopleForBikes\)](#)

[Streetmix.net](#)

[Tactical Urbanist's Guide to
Materials and Design](#)

[Where the Duct Tape
Meets The Road
\(Safe Routes to School\)](#)

Application

Contact information

Organization
Name:

Contact Name:

Address:

City:

State:

ZIP:

Telephone:

Email:

Initial Idea

Where do you propose a pop-up project?

What is this place like, currently?

What are you hoping to make better?

What Ideas do you have for re-imagining the street or public space?

What date (or time of year) do you have in mind and for how long?

Further Project Details

What are some ways to program the space and make it inviting to all?

Is there a public event that could be complemented by a pop-up?

How will volunteers be recruited?

Community Support

Who are the local leaders and champions for this idea?

How will all community stakeholders be engaged in the process?

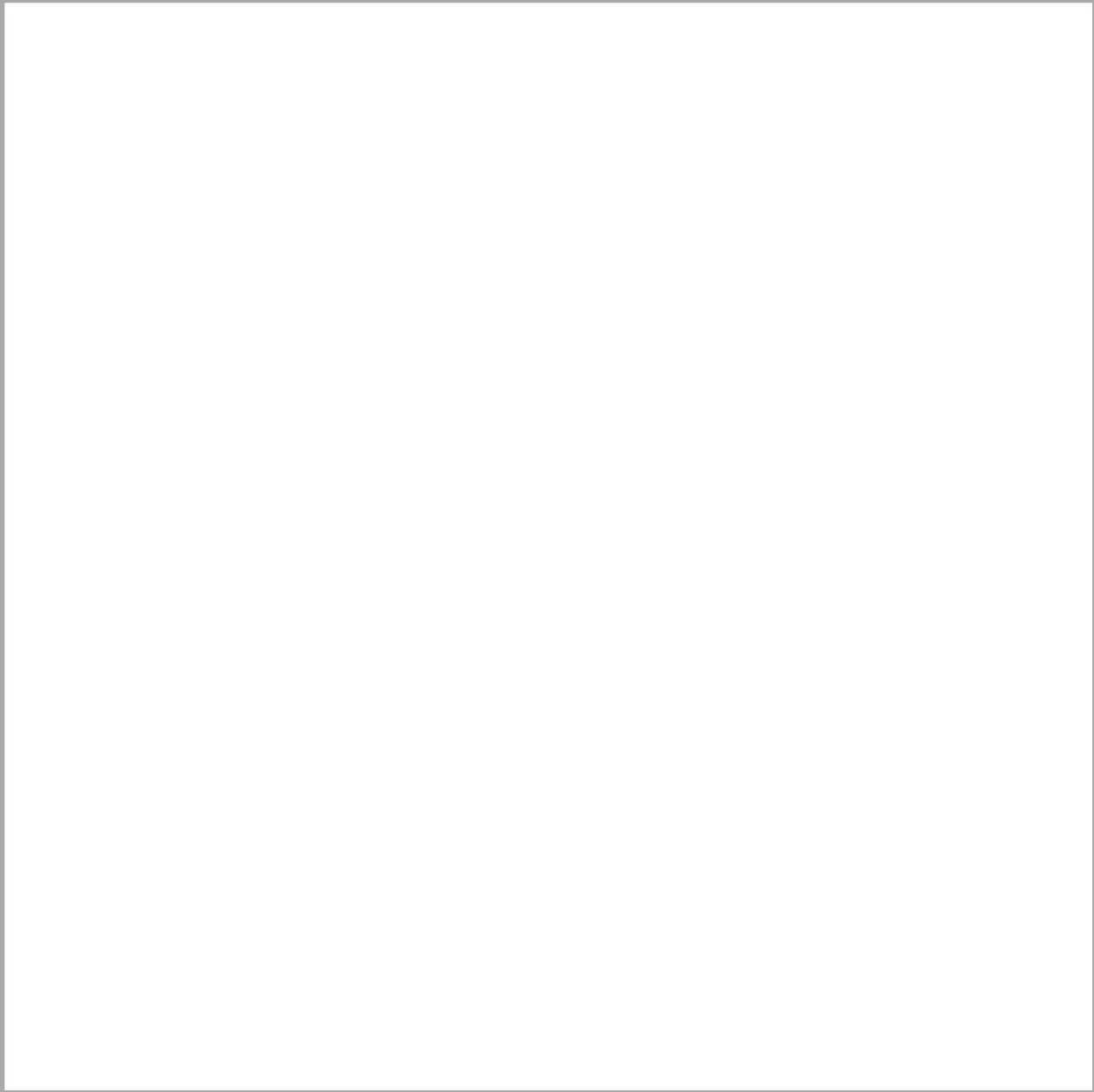
Objectives and Performance Measures

What is the desired outcome of this project?

How would you measure success?

Rough Site Plan

Please draw a simple map here that demonstrates your idea, or attach a drawing or another visual element if submitting this form electronically. This does not need to look professional.



Submit your application as a PDF via email to betterblockpdx@gmail.com or fill out the [online form](#)