STREETS AS PLACES
ACTION PACK

Are you an active member of your community trying to improve streets for people? Does your community have more “through” streets than “to” streets? If so, look through these proven tactics to tackle common roadblocks!

Resource: Seattle’s Streets Illustrated Guide explores street design possibilities—from the bustling urban core to quiet neighborhoods—and explains what works, where, and why. (www.pps.org/streetsactionpack)

Resource: StreetMix is a free, online tool which allows anyone to experiment with street design and share their vision with the community.

Resource: The URBACT II Local Support Group Toolkit is an excellent resource for advice on engaging with local stakeholders and action planning.

Resource: The information included in this deck came from a scan of 20 community advocates who shared their successes, failures, and big ideas for making change happen. We stacked the deck with their comments.

Every card in this deck corresponds to a theme and has advice on how to tackle common roadblocks.

Each theme is grouped into four action categories: vision, support, consensus, and momentum.

Check out the resources listed on each card. They come from renowned experts as well as advocates like you, and were hand-picked to help you along the way.

A COMMON LANGUAGE

Having a consistent vocabulary among all players helps to communicate your vision effectively, build trust and confidence, and leads to a more efficient process of physical and policy change.

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COMMUNICATION

Better understanding yields greater support. To get people on board and reach your desired outcome, help your neighbors and officials develop a shared vision and build consensus on how it will impact them.

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LEVERAGING CONSTITUENTS

Recognizing the skills and power you have as an engaged member of the community is the first step in leveraging your ability to create change.

Resource: The URBACT II Local Support Group Toolkit is an excellent resource for advice on engaging with local stakeholders and action planning. (www.pps.org/streetsactionpack)
INVOLVING SCHOOLS

Engaging students of all ages is one of the best ways to enrich their educational experience while building place attachment and creating bridges between communities, government, and the streets they share.

Resource: Y-PLAN is a program out of Berkeley, CA that equips high school students with the tools and confidence to work with city officials to realign the way our cities and schools run. (www.pps.org/streetsactionpack)

BUILDING BUY-IN

You're engaged and excited — now, how can you get your community to become part of the momentum?

Resource: The Ikea Effect explains why we care more about the things that we choose, touch, and create. The PPS Lighter, Quicker, Cheaper (LQC) resource has many ideas to help sustain momentum. (www.pps.org/streetsactionpack)

THE ROLE OF THE EXPERT

Technical experts can help locals imagine design possibilities and opportunities for policy change while being a needed “reality check” for what is feasible.

Resource: PPP's A Citizen's Guide to Better Streets details how you can influence the final outcome of road projects, and includes a 10-Step Checklist of Positive Actions. (www.pps.org/streetsactionpack)

BUILDING & SUSTAINING A MOVEMENT

You're engaged and excited — now, how can you get your community to become part of the momentum?

Resource: The Ikea Effect explains why we care more about the things that we choose, touch, and create. The PPS Lighter, Quicker, Cheaper (LQC) resource has many ideas to help sustain momentum. (www.pps.org/streetsactionpack)