

A man with glasses and a beard, wearing a yellow safety vest over a light blue shirt, is gesturing with his hands while speaking to a crowd of people. The crowd is diverse in age and appearance, with some people wearing backpacks. The background is a blurred outdoor setting, possibly a beach or a park. The text "STRONG TOWNS" is overlaid in large, white, serif capital letters, flanked by two horizontal white lines.

STRONG TOWNS

Building a Strong Town

EDWARD ERFURT IV | URBAN DESIGNER

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We are going to
help the
community think
differently....

....not tell you what to do.





Complicated System

Problems and Solutions

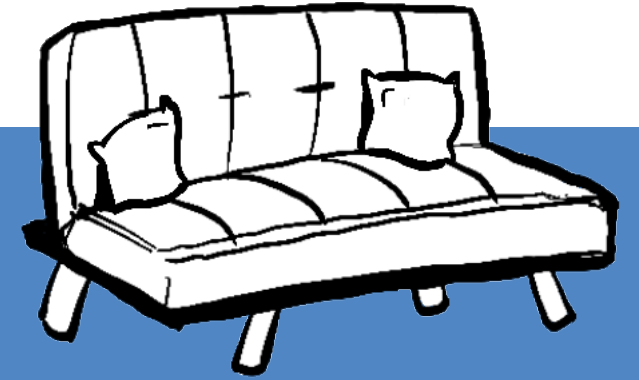
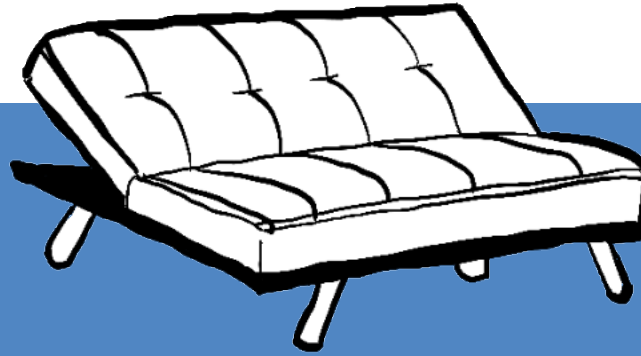
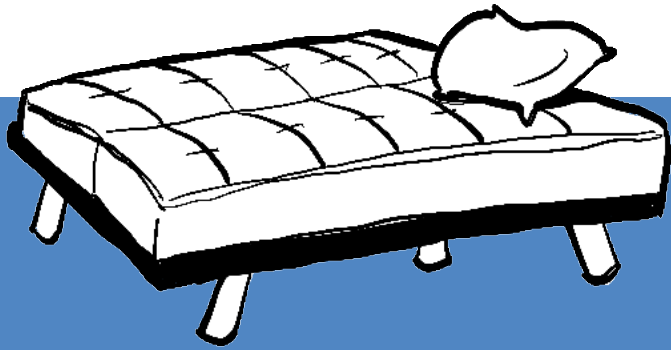
A photograph of a hillside town with colorful houses and a large stone fortress at the top. The houses are built on a steep slope, and the fortress is a large, multi-story building with many windows. The sky is overcast.

Complex System

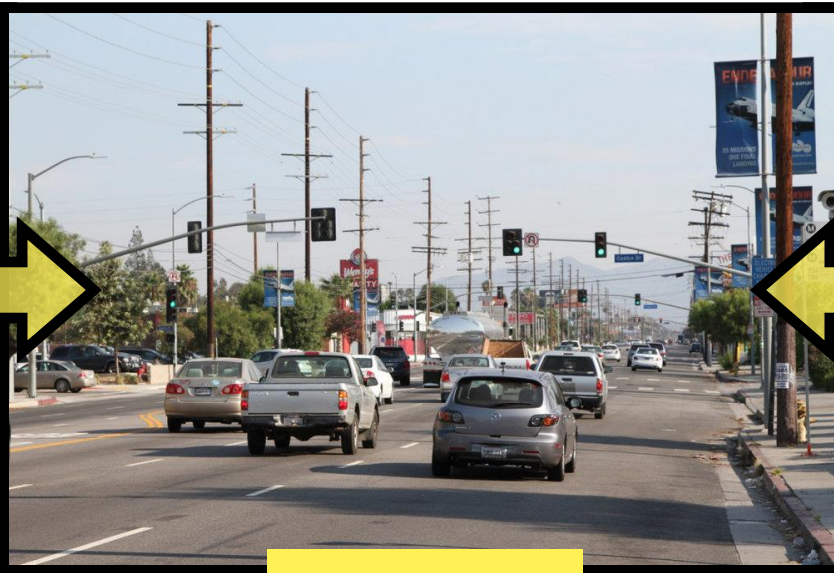
Challenges and Responses



Complicated Responses



ROAD



STROAD



STREET



STROAD

STRONG TOWNS

Crash Analysis Studio



Transform Common Knowledge Around the Cause of Crashes

Session 14: San Antonio

- **Many driver mistakes were blamed as the cause of crashes at an intersection where design prioritizes moving vehicles at high speeds**
- There were many contributing factors for these crashes. We identified 8 contributing factors
- We made 12 recommendations, including 5 immediate steps the city can take with little to no cost



Session 4: Meridian

- The intersection was constructed to be safe but designed in a way that makes it dangerous for even the most careful of drivers.
- We identified 5 primary factors
- We made 12 recommendations, including 7 immediate actions and 5 long term policy choices for the city and school board



Session 12: Rochester

- **The City felt powerless to make changes to an intersection where design prioritizes throughput over safety**
- We identified 5 contributing factors to this crash
- We made 13 recommendations, including 7 immediate steps the city can take



Update:

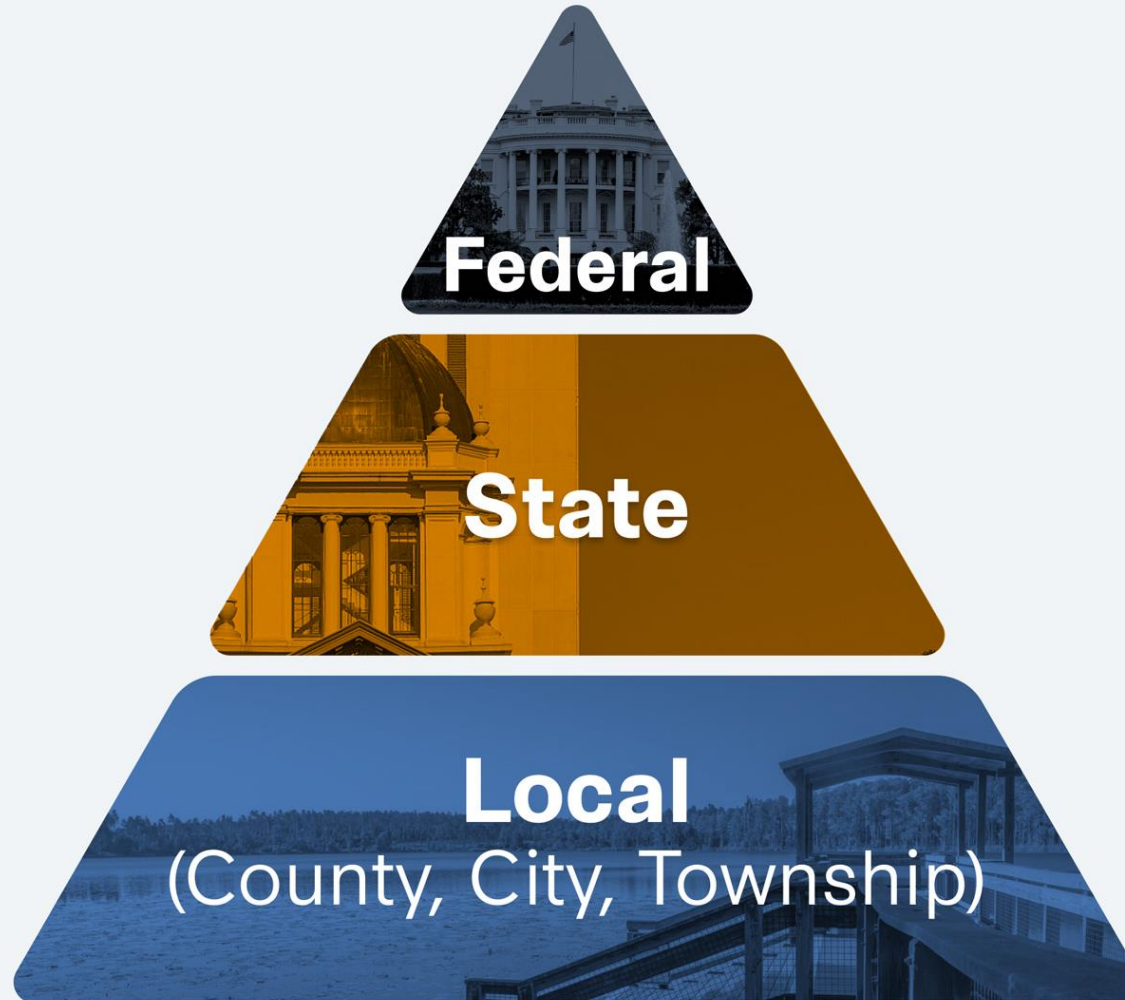
Session 12:

Rochester

- **The City was not powerless to make this street safer**
- Street Design Staff reviewed the Studio and Report
- 5 Immediate recommendations are being implemented now
- Additional safety improvements were identified by staff
- Remaining recommendations have been added to the Active Transportation Plan



Levels of Government





Immediately Address Local Needs

Horizontal



Identify a local need



Immediately do the next
smallest thing with the
resources on hand

Public Investment Process for a Strong Town



1

Humbly observe where people in the community struggle.



2

Ask the question: What is the next smallest thing we can do right now to address that struggle?



3

Do that thing. Do it right now.



4

Repeat.



Dangerous Crosswalk that Many Students Use

- Many walkers to the school use this crosswalk, and parents and teachers complain about the safety of this crossing
- Parked cars make it hard to see students attempting to cross
- Cars and buses regularly park really close to or encroach the crosswalk
- The crossing is not visible to the driver
- Ultimately identified that the crosswalk was lacking visual awareness and barriers

1

Humbly observe where people in the community struggle.



Brainstorm Possible Responses

- Hire an engineer to conduct a study or write a report to understand what is going on this city street
- Wait and apply for a grant to rebuild the roadway with a raised crosswalk or other amenities
- Research and purchase traffic calming barriers and features used in other cities
- Increase police enforcement to ticket parents and walkers that fail to follow the rules
- Add temporary cones and signage to alert drivers and shorten the crossing

2

Ask the question: What is the next smallest thing we can do right now to address that struggle?



A Safer Intersection in 80 Minutes

Seairra Jones • October 16, 2023



Strong Towns PDX, a [Local Conversation](#) group, made this intersection safer in 80 minutes using paint and traffic cones. Funding by the Parking Reform Network (Source: Strong Towns PDX.)

Before the sun rose above the horizon, a few [safe street advocates](#) arrived bleary eyed at a [stroad-like intersection](#) in Portland, Oregon. Armed with washable white paint and traffic cones, [the small group worked to create a safer street design](#). They extended the crosswalk to narrow the lanes, and they marked a median at the center turning lane, all before traffic picked up into rush hour. Even though no one in the group had painted a demonstration like this one, they completed the new intersection design within 80 minutes of their arrival.

“This was our first time doing anything like this,” said Strong Towns member and safe streets advocate Jeremiah Via. “It doesn’t take much time to improve a street, which really boggled all of our minds.”

“We wanted to do something that would actually send a message.” So, they decided to paint a safer intersection at Northeast 70th and Glisan. This heavily trafficked intersection sits between homes and businesses, and cars speed past daily as neighborhood locals try to cross the [stroad](#).

Narrow the Responses

What can we do right now with the resources available

- Medicine Hat engineers and Street Maintenance Department held a walking audit to observe the crosswalk
- Staff developed in the field that day a daylighted, mid-block crosswalk that narrowed the crossing and pushed back parked cars
- The city could deploy this plan with items they carry in the back of their trucks quickly and cheaply: cones, delineators, and paint.

2

Ask the question: What is the next smallest thing we can do right now to address that struggle?



Do that thing. Do it right now.



3

Do that thing. Do it right now.



This City Is Not Waiting for a Crash To Happen Before Creating a Safer Street

Sierra Jones • October 24, 2023



The safety installations provided by the city.

Residents of Medicine Hat, Alberta, are taking steps to ensure child safety along a crosswalk where many students walk to and from school—and they’re not waiting for one (or multiple) car crashes to occur before implementing those steps.

“I think it's important that we're proactive rather than reactive on these things,” said St Francis Xavier school principal Ryan Irving. “We're not waiting for [a crash] to happen before we put [a safer design] in place.”

Each day, children in Medicine Hat use a heavily foot-trafficked crosswalk near St. Francis Xavier school. The crosswalk is especially busy during normal school crossing times (with multiple schools in

4

Repeat.



Conventional Public Engagement



Highest Form of Public Engagement





Do the next
smallest thing
with the resources
on hand

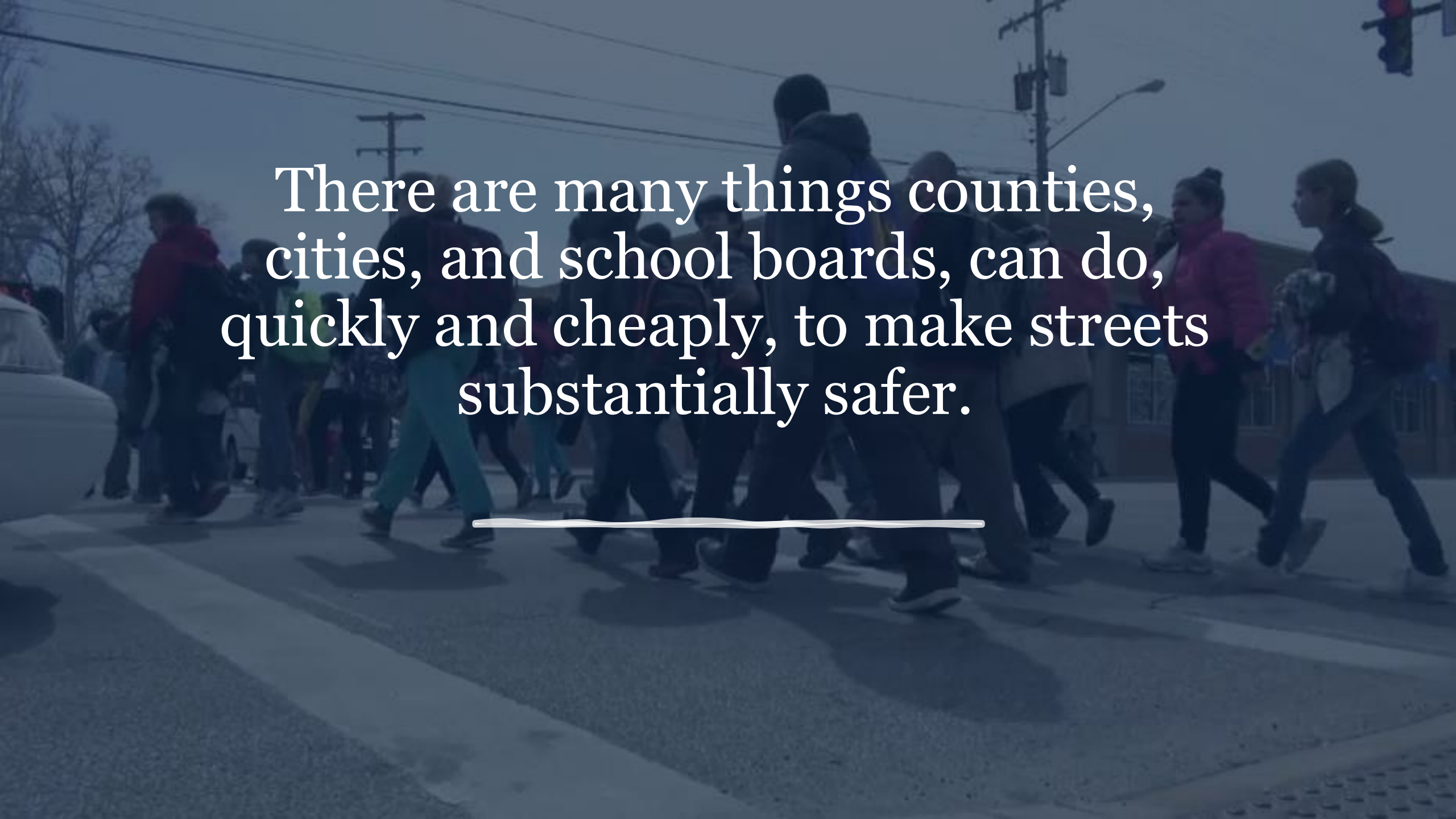
- The stuff in the back of the Public Works Truck
- The techniques used for festivals and parades
- The barricades used when maintaining utilities



www.TacticalUrbanismGuide.com



www.RoadwaysTS.ca

A group of people, including children and adults, are walking across a street crosswalk. The scene is captured in a blue-tinted, slightly desaturated style. The text is overlaid in the center of the image.

There are many things counties,
cities, and school boards, can do,
quickly and cheaply, to make streets
substantially safer.

A man with glasses and a beard, wearing a yellow safety vest over a light blue shirt, is gesturing with his hands while speaking to a diverse crowd of people. The crowd is seen from behind, looking towards the speaker. The background is a blurred outdoor setting, possibly a beach or a park. The text 'STRONG TOWNS' is overlaid in large, white, serif capital letters, flanked by two horizontal white lines.

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