



# BETTER BLOCK MANUAL

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# HISTORY OF BETTER BLOCK



Better Block began with an idea from a group of neighbors who wondered, “How could we have bike lanes like those found in Holland? How could we have night food markets like those found in Thailand and beer gardens like those in Munich?” They realized they couldn’t. There were decades-old ordinances on their city books that prohibited them from creating spaces like those they dreamed of.

So they did the only thing they could: they took back their block.

They painted bike lanes, coordinated pop-up food markets and retailers, and created a beer garden. They called their experiment the Better Block, and through it, the community brainstormed together, learned together, and ultimately

shared in the beautiful and vibrant spaces they helped create together.

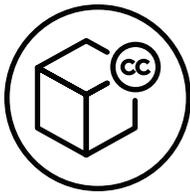
The drive to make places better was put in the hands of neighbors, and they ran with it. Over the years, Better Blocks have been implemented from Portland to Detroit and Melbourne to Tehran.

In 2015, the John S. and James L. Knight Foundation gave Founding Director Jason Roberts a capacity grant to create a nonprofit that could continue the work, and provide resources and tools to community leaders interested in creating their own Better Blocks. Thus the Better Block Foundation, with headquarters in Dallas, was born.

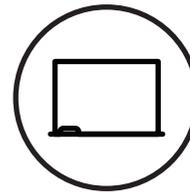
# WHAT WE DO

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We're an international urban design nonprofit, and we're passionate about communities. Our mission is to educate, equip, and empower communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods.



Develop open-source media to help cities, community groups, and emerging leaders create rapid prototyping



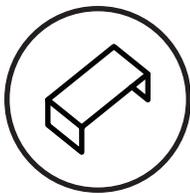
Create opportunities for communities and their leaders to gain exposure to and training from urban planning experts, civic innovators, and architects through global symposiums



Facilitate community engagement through input and information, employing charrettes, and neighborhood meetings and workshops about the value of rapid prototyping to enhance public life



Host and organize study tours to benchmark successful examples of sustainable initiatives around the world



Create new and improve existing modeling tools through experimentation with innovative technologies and scientific solutions



Create mentorship programs for emerging leaders and young urbanists

## Timeline for a Better Block



# Detailed Timeline for a Better Block

	Due Date	Who's responsible	Completed?	Notes
<b>First steps</b>				
Schedule initial call with team				
Designate local point person				
Set date for kick-off trip				
Create logo				
Create website		Local Team		
Distribute project timeline and task list		Better Block		
Create Facebook event/page		LT and BB		
<b>Kick-off Trip</b>				
Book venue for kick-off		LT		
Book flights, hotel, rental car		BB		
Print & distribute postcard		LT		
Develop trip itinerary		LT		
Schedule meetings		LT		
Prepare kick-off presentations		BB		
Create observation survey for community walk		BB		
Setup venue for presentation		LT		
Introduce project/Better Block at event		LT		
<b>Community engagement</b>				
Set weekly call schedule		BB		
Analysis of survey results		LT and BB		
Ongoing emails/social posts				
Setup at community events				
<b>Concept Planning</b>				
Analyze and summarize survey results		BB		
Distribute survey results to team		BB		
Review results on team call with Jason		BB and LT		
Decide on Better Block installations/interventions		BB and LT		
Design concept plan & map		BB		
Summary of survey results				
List of final interventions				
Materials list & budget for each intervention				
Build plan/workshop structure for each intervention				
Outline CLT policies & regulations relevant to planned interventions		BB and LT		
Distribute plan to team for feedback, edit as necessary		BB		
Create volunteer sign-up forms		BB		
Update website with concept plan and project dates		BB		
<b>Community Organizing &amp; Project Prep</b>				
Set times for workshops and events		LT and BB		
Outreach and recruitment of workshop attendees		LT		
Outreach to property owners and entrepreneurs for potential pop-up businesses		LT		
Apply for necessary permits and street closures		BB and LT		
Contact local build partners for supplies and materials		BB		
Create programming schedule (live music/performances/art installations)		LT		
Secure build space and storage on block		LT		
Secure local photographer/videographer for workshops and event day		LT		
Book flights & hotel		BB		
Source and purchase materials for workshops		BB		
Monitor signups and communicate with workshop participants prior to project date		BB		
Finalize list of pop-up businesses		LT and BB		
Clearly delegate any week-of tasks on shared document		BB		
Make any final materials orders		BB		
Send reminder email to volunteers		BB		
Send local team week-of schedule/run of show		BB		
Finalize week-of purchase list		BB		
Book rentals (u-haul, scissor lift, port-o-lets, traffic cones, detour signs, etc. )		BB		
Conduct metrics for "before" results		LT and BB		
Create plan for materials/elements after event (donation, permanent installation, etc.)		BB		
<b>Better Block Week - Team onsite</b>				
Purchase onsite materials (Home Depot/Lowes)		BB		
Deliver all materials to build site		BB		
Local team meeting		LT and BB		
Volunteer Waivers		BB		
Final buildshop for remaining elements		BB		
Krista to Present and Better Block kicks off		BB		
Distribute onsite surveys to gather feedback		BB		
Conduct traffic & pedestrian counts		BB		
<b>Post-event</b>				
Schedule wrap-up call with team in lieu of report		BB		
Collect photos and video from team		BB		
Summarize survey & traffic data		BB		

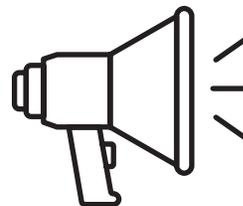
# HOW TO BUILD A BETTER BLOCK

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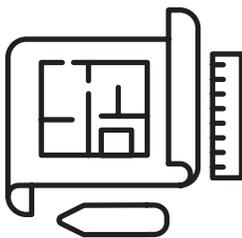
In the following pages, we'll outline the details for each of these steps. Follow these, and we promise that you will have a somewhat successful, not-too-stressful, nearly enjoyable experience. Things won't always go well. But that's okay. We're here to guide you through, and we'll all learn along the way. We're excited to work with you. Let's build a Better Block together!



1. SELECT



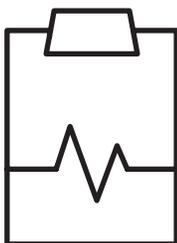
2. ORGANIZE



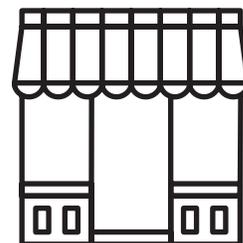
3. DESIGN



4. BUILD



5. EVALUATE



6. ESTABLISH



**1. SELECT**

# STEP 1: SELECT A SITE

The first step in creating a Better Block is to select the site. There are several ways to go about this, but here's the process we propose.

## 1. Use Survey to Select Three to Five Potential Sites

You and your core team should identify three to five sites in your city that you think would benefit from a Better Block. Use the survey below to help you determine the sites that should make the cut. Print this out, and take it with you and your team as you survey the area.



When selecting the site, keep in mind:

- It needs to be a block length between 200 and 400 feet.
- It's best when there are buildings with small form on either side.

Metric	Rating (1 = poor, 4 = strong)
Edges that define space Interest from local partners	
Leasable/available buildings which present opportunities for temporary business development	
Potential for multi-modal street infrastructure	
Proximity to a neighborhood	
Trees	
Total	

## 2. Engage Better Block

Once you have the three to five sites identified, reach out to Better Block to have us come do a spec trip. During the spec trip, we will ride/walk/bike with you to see the sites you've identified. We'll evaluate which site not only has the best form but also the best community support—and that part is important. During the spec trip, invite community leaders who would like to show off their area. But be clear with them that their site may not be chosen.

Put together a few meetings for the Better Block team to inform stakeholders and leaders about the approach and the reason for our visit.

Present the potential locations and seek input from citizens and business owners to help with the final selection.

When Better Block returns from the trip, we will prepare a report on which site has the most potential and our recommendations. We will also send along the full scope for the project.



This is when you and your team will decide if you want to host a Better Block. If it's a go, then you move to the next step, organize.

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### 3. Kickoff

The kickoff is an important aspect of the Better Block, because it's not only the community's introduction to the project, but it's also an opportunity to garner excitement. Our team will come out for the kickoff. We will have a keynote presentation about what the Better Block is and why we're in your community. We will then work with the community to build a Morris Column. The Morris Column will stay in the neighborhood and will be a community board to spread news, ask prompts (via a chalkboard), and inspire.

If you are at the point of your project that you have your community leads identified, we can also host an Urbanism 101 class. This class goes through the basics of urbanism and also outlines the Better Block's process and goals. It's an opportunity to do a deep dive into the principles.

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### 4. Survey

Data will be gathered via surveys at the event (and after), and during open discussion. This data will be used to determine what works well in the community, what is missing,

what skillsets the surveyee brings to the table, and who is not at the table. This information is used to determine committee heads, volunteers, and interventions.



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## Vacant Building Survey

### Vacant Building 1

Address: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Site Contact: \_\_\_\_\_

Date Contacted: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Allowed Access? ( Y / N ) \_\_\_\_\_

Electricity? ( Y / N ) \_\_\_\_\_

Water? ( Y / N ) \_\_\_\_\_

Other Notes: \_\_\_\_\_

### Vacant Building 2

Address: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Site Contact: \_\_\_\_\_

Date Contacted: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Allowed Access? ( Y / N ) \_\_\_\_\_

Electricity? ( Y / N ) \_\_\_\_\_

Water? ( Y / N ) \_\_\_\_\_

Other Notes: \_\_\_\_\_

### Vacant Building 3

Address: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Site Contact: \_\_\_\_\_

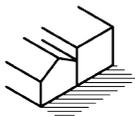
Date Contacted: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Allowed Access? ( Y / N ) \_\_\_\_\_

Electricity? ( Y / N ) \_\_\_\_\_

Water? ( Y / N ) \_\_\_\_\_

Other Notes: \_\_\_\_\_



**BETTER  
BLOCK**

# BETTER BLOCK COMMUNITY SURVEY

Name \_\_\_\_\_  
\_\_\_\_\_

Gender \_\_\_\_\_  
\_\_\_\_\_

Age \_\_\_\_\_  
\_\_\_\_\_

Race/Ethnicity \_\_\_\_\_  
(optional)

Do you live or work in the district?

I live here       I work here

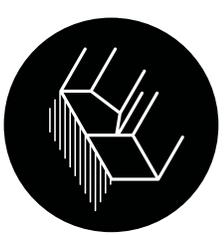
Do you own a business?

I have a business

I would be interested in starting a  
business

How can we contact you?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

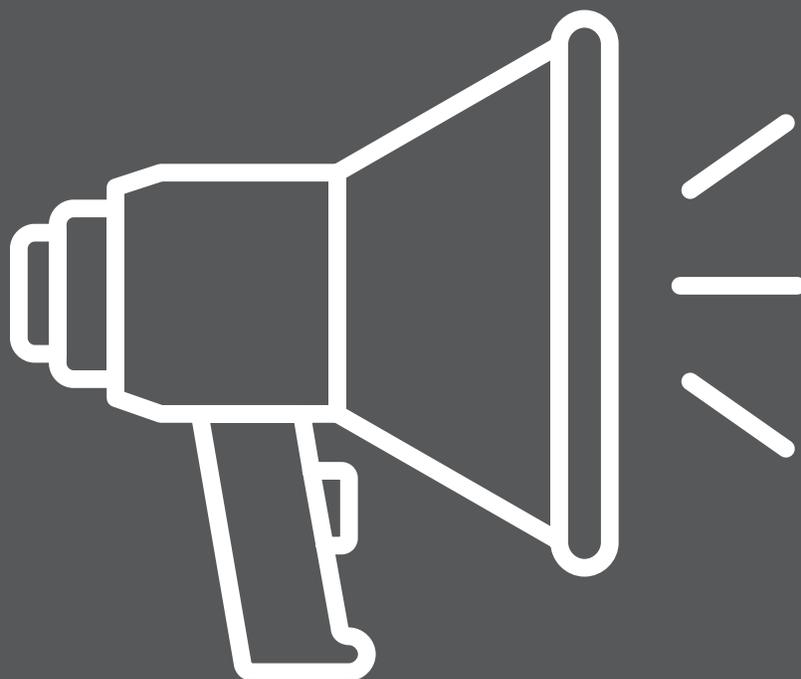


**What do you like about the area?**

**What's missing from the area?**

**What are you good at?**

**Are you interested in helping?**



## 2. ORGANIZE

# STEP 2: ORGANIZE

Here's where the real work begins. In order to pull off a Better Block in just 90 days, you and your team must be organized.

## 1. Identify Stakeholders

Stakeholders will be your volunteers, and they're property owners, public officials, and programming partners. It's imperative that you get to know them as soon as possible so they can play as big a role as they'd like in the planning of the Better Block.

You'll find these stakeholders at community meetings, in neighborhood associations, and at City Hall meetings. They're also organizing the farmers markets, game nights, and local concerts. Also, check the surrounding schools for volunteers (all ages welcome). Other places to look for potential committee leaders include bicycle advocacy organizations, schools with urban planning organizations, existing events that happen in the area, urban farming groups,

food truck purveyors, farm to market restaurants, cultural/historical organizations, music groups, and event coordinators.

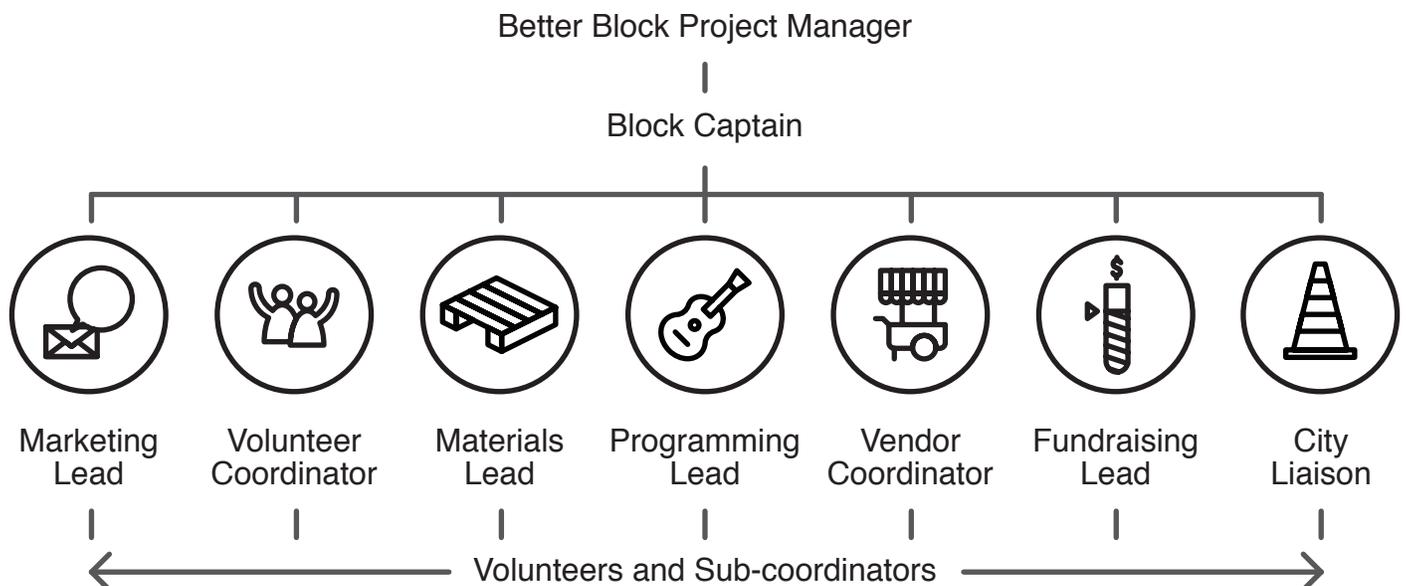
Send emails to these groups letting them know about the Better Block and asking if they'd like to be a part of it. Then work with them to develop a plan to overlap existing events or organizations into the Better Block.



One thing to keep in mind: Better Blocks are fast and furious. And a lot of the details start to fall into place the week of the Better Block. Prepare as much as possible, but be willing and able to roll with the punches.

## 2. Form Committees

Establish teams and team leaders to ensure that all of the following tasks are covered.



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### 3. Committee Roles

#### Marketing



- Lead will handle all communications and outreach to the community about the event. This includes social media, the webpage, and printed materials.
- Run Facebook content
- Webpage content
- Develop marketing materials to promote the event
- Reach out to media and organize press
- Find photographers/videographers for the weekend of
- Report on the weekly call to the team what has been done to promote the Better Block that week and any needs

#### Volunteer



- Lead will coordinate the recruiting of volunteers to help with the build and tear down of the Better Block
- Act as primary contact for anyone who wants to volunteer
- Manage website volunteer forms
- Set volunteer schedule for build/tear down
- Be onsite to direct volunteers day of build/tear down
- Report on weekly call about how many volunteers we have and what skills we have in that group

#### Materials and Wikiblock



- Organize a materials list from build data and concept map
- Acquire material (ask for donations)
- Find area to store materials
- Inventory and organize materials
- Find someone to take materials after build
- Report on call what materials we have and what we need
- Create a Google doc build list that everyone can add to
- Reach out to potential workshop

#### Programming



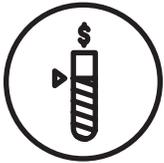
- Work with partners to find performers for programming (music, art, theater, etc.)
- Develop a program schedule two weeks out that can be marketed
- Be onsite to help performers figure out where to go
- Ensure you have everything they need to perform

## Vendors



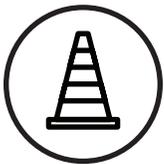
- Find vendors for the event to have pop-up shops
- Make a list of vendors with a contact and what they do/sell
- Find out what the vendors need to set up
- Develop a plan for the vendors in conjunction with the concept map
- Figure out permitting needs of vendors
- Report on weekly call what has been accomplished/needed

## Fundraising



- Identify potential donors
- Set up meetings to make asks for donations
- Track donations
- Recognize donors

## City Liaison

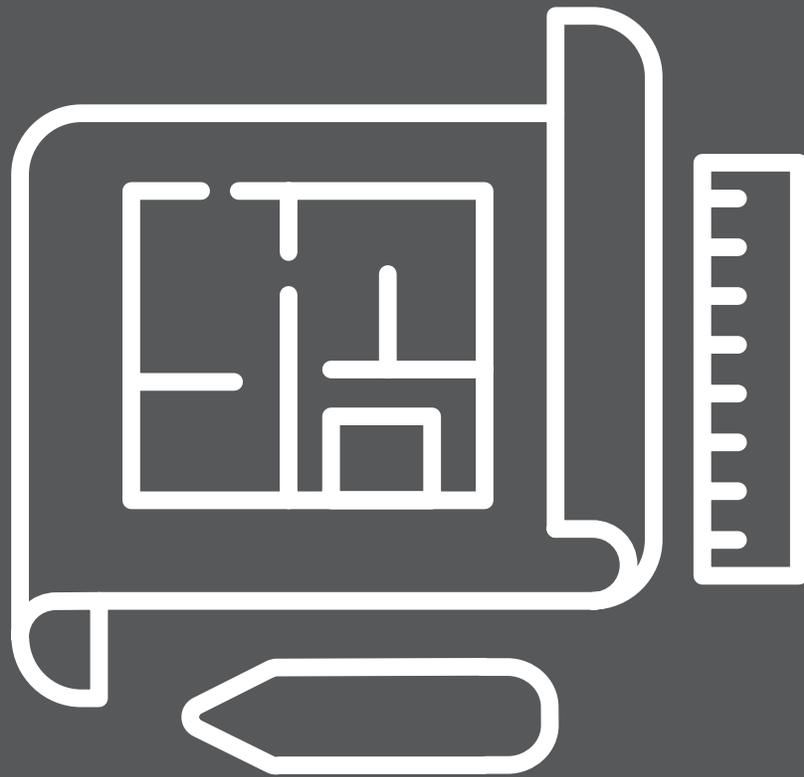


- Work on permitting
- Research codes that need to change
- Identify resources



Cuyahoga Falls Better Block





### 3. DESIGN

# STEP 3: DESIGN

One of the biggest elements of the process is putting together the concept plan, which leads to the materials list.

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## 1. Developing the Concept Plan

Based on the results of the survey, the Better Block team will work with your team to determine what interventions are needed in the area.

We'll begin with defining the focal points of the Better Block and establishing walking and biking connection. After talking through the list of all possible interventions, we'll narrow it down to the top five to seven.

Once the interventions have been confirmed, we will create the concept plan. This will show where the interventions are going in the street.

Once the concept map is finished, we can then determine the materials list. We will know how much paint, how many pop-up vendors, and what Wikiblock elements will be needed to finish the plan.

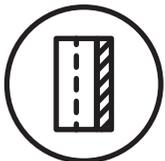


The team will also need to talk to the traffic control agency regarding safety cones and warning signs. A member of the team will need to reach out to City Hall to determine which permits are required for the project.

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## Elements of Better Block

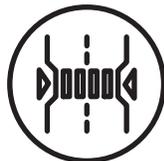
Establish teams and team leaders to ensure that all of the following tasks are covered.



Bike Lane



Crosswalk



Bulbout



Parklet



Landscaping



Wikiblock



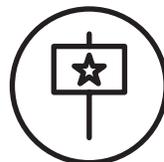
Pop-up Shop



Seating



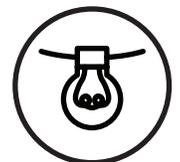
Food Truck



Activity

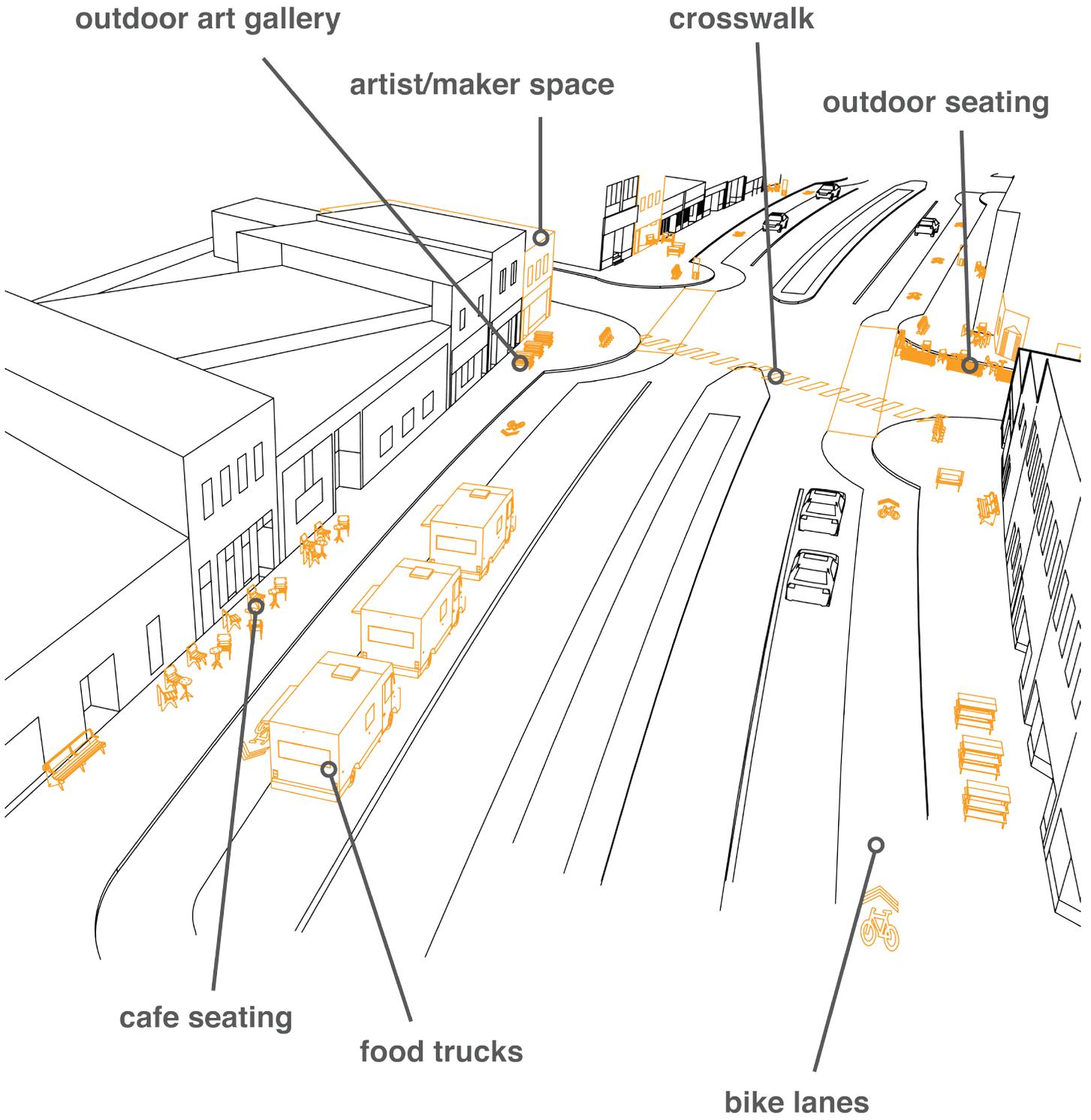


Signs

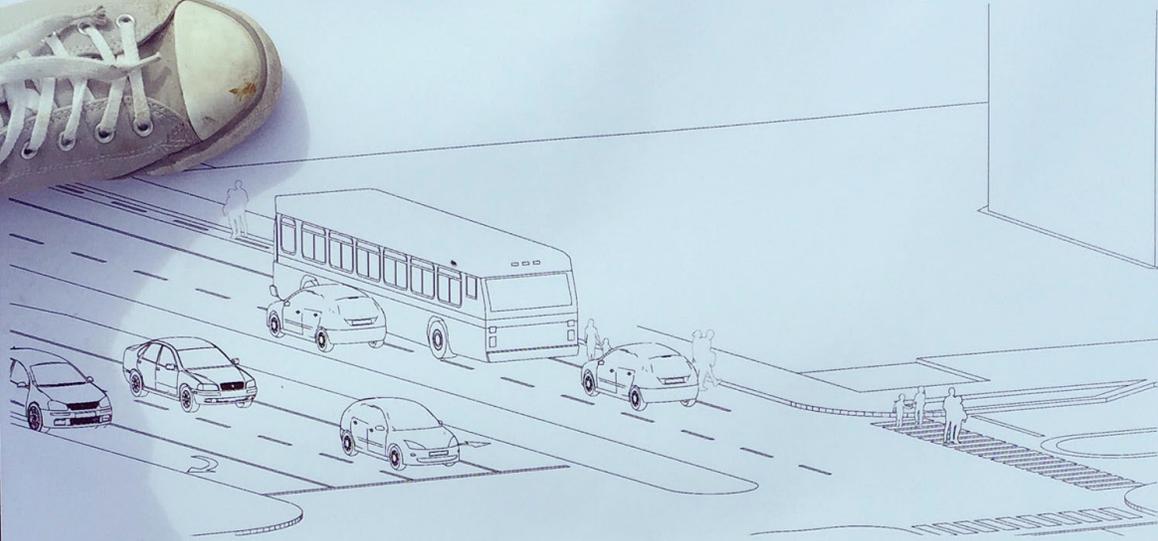


Beer Garden

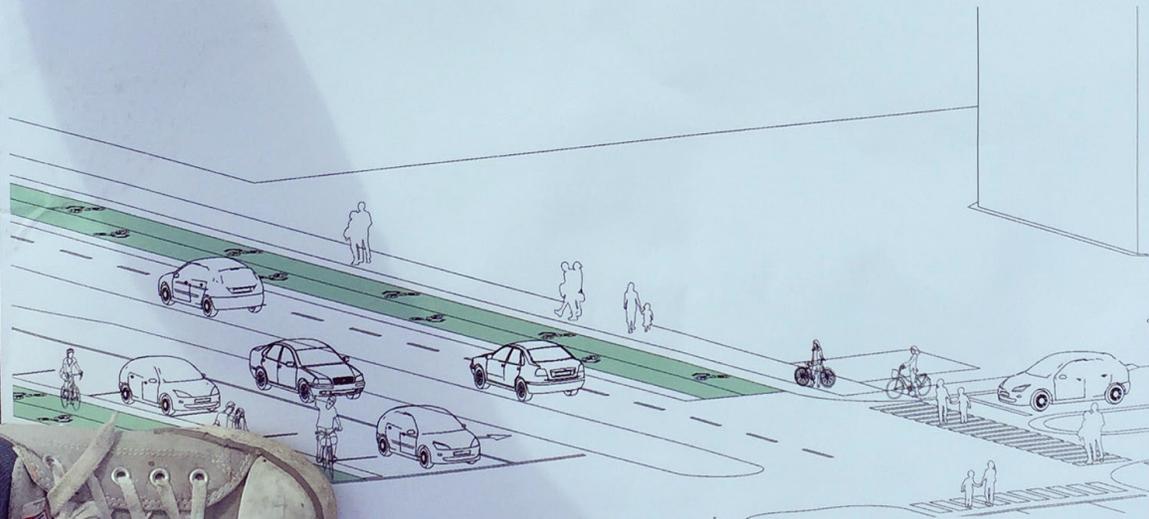
# Kenmore Better Block Concept Plan



EXISTING



PROPOSED





## 4. BUILD

# STEP 4: BUILD

The goal of the Better Block is to use the materials and resources within the neighborhood. Therefore, you should try to borrow as much of it as you possibly can.

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## 1. Lead-up to the Better Block

You will need a budget for items such as duct tape, spray chalk, and tempura paint. You'll also want to set aside some money for volunteer t-shirts, snacks, and marketing materials. The week leading up to the Better Block is one of the busiest times (and also exciting, as everything starts to fall into place). The Better Block team will arrive two to three days before the Better Block to begin installation. We will bring volunteer forms and muscle. We'll work

with your Volunteer Committee lead to ensure we have plenty of hands on-site for the builds. Our team will lead the workshops with the volunteers. Be prepared for a lot of running around during this time. We'll be gathering materials and supplies as we go, though we will try to have as much in place beforehand.

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## 2. Tips for Build Days



- Dumpster
- uHaul
- Storage
- Appropriate clothing
- Ladder
- Work on the street treatments during low-traffic times
- Build in two hours for set up and tear down
- Bring sunscreen
- Snacks for volunteers
- Take lots of photos
- Have a rain plan



Barberton Better Block



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**Volunteer Release Form**

**BETTER BLOCK FOUNDATION  
VOLUNTEER PARTICIPATION**

**AGREEMENT INCLUDING WAIVER AND RELEASE**

The Owners, Partners and Principals of BETTER BLOCK FOUNDATION (ORGANIZERS) on condition of your signing this waiver and affirming the promises and statements contained below, agrees to permit you to participate in the volunteer service project ("PROJECT") known as BETTER BLOCK VOLUNTEER WORKSHOP, and elsewhere in, on or about the Premises on the [ADDRESS HERE].

I, \_\_\_\_\_ acknowledge the following statements are true:

I acknowledge that my services are provided strictly on a volunteer basis, without any pay or compensation of any kind, and without any liability of any nature on behalf of the organizers; all services are performed at my own risk.

I acknowledge that my participation in volunteering with activities involved in the PROJECT entails known and unanticipated risks that could result in physical or emotional injury, damage to me, to my property, or to third parties related to my participation in the following activities: Better Block volunteer workshops.

I certify that I have adequate insurance to cover any injury or damage I may cause or suffer while participating, or else agree to bear the costs of such injury or damage myself. I further certify that I am willing to assume the risk of any medical or physical condition I may have.

On behalf of myself, my heirs, personal representatives and executors, I hereby disclaim, release and waive any and all claims against the organizers for personal injuries or damages to property sustained by myself or any other person arising out of my participation in the PROJECT, including claims and damages arising in whole or in part from the negligence or the organizers, its agents or employees.

IT IS MY EXPRESS INTENT TO RELEASE THE ORGANIZERS FROM ANY AND ALL CLAIMS ARISING FROM MY PARTICIPATION IN THE PROJECT REGARDLESS OF WHETHER SUCH CLAIMS ARE FOUNDED IN WHOLE OR IN PART UPON ALLEGED NEGLIGENCE OF THE ORGANIZERS, ITS AGENTS OR EMPLOYEES.

In signing this release and waiver I am relying wholly upon my own judgment, belief and knowledge. By signing this document, I acknowledge that if anyone is hurt or property is damaged during my participation as a volunteer, I may be found by a court of law to have waived my right to maintain a lawsuit against the organizers on the basis of any claim from which I have released them herein. I have had sufficient opportunity to read this entire document. I read and understand it, and I agree to be bound by its terms.

**VOLUNTEER SIGNATURE**

**DATE**

\_\_\_\_\_

\_\_\_\_\_

**ADDRESS**

**CITY**

**STATE**

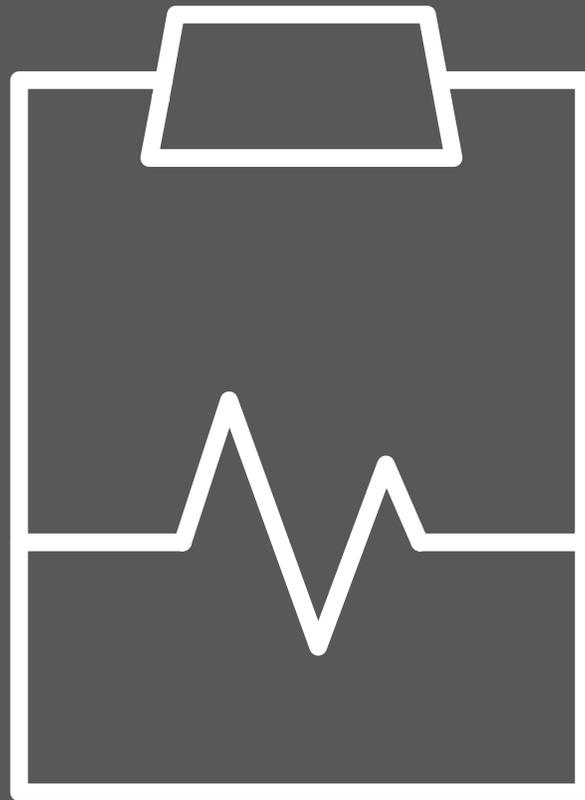
**ZIP CODE**

\_\_\_\_\_

**TELEPHONE NUMBER**

**EMERGENCY NUMBER**

\_\_\_\_\_



# 5. EVALUATE

# STEP 5. EVALUATE

During the Better Block, gather as much data as possible to help tell your story for the next step. We have worked with Gehl Institute to put together a playbook for how to gather data, evaluate it, and use it in your storytelling. Be sure to have photographers and videographers on the ground capturing the event.

Better Blocks are used in various stages of project delivery, but are most often used prior to final alternative analysis. Use the findings and momentum discovered during the Better Block to create a final design that is both challenging, yet achievable. The creativity of generalists (citizens, moms, dads, kids, artists, neighborhood leaders, and regular Joes) will improve the design and enliven the street-design process, while supporting the professional designer, engineer, and planner's responsibilities.

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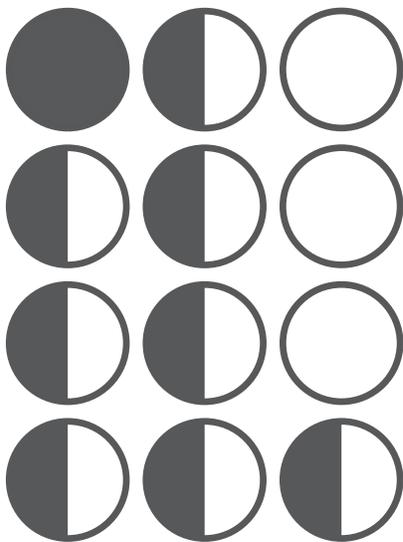
## Useful Metrics to Collect



- Speed of cars (contact police department to get a speed gun)
- Decibel counts (use a phone app such as Decibel Meter Pro)
- 12 quality criteria
- Dot map
- Desire lines
- Pedestrian and bike counting

**23 mph**

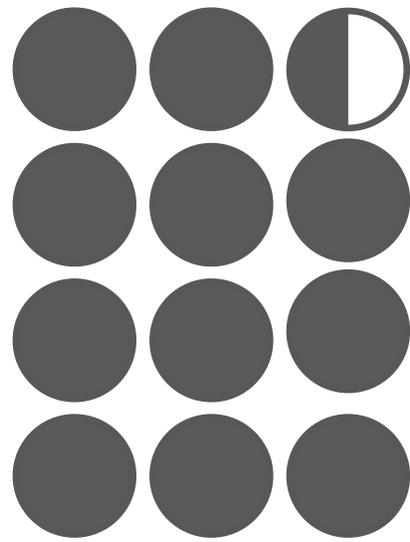
average car speed before



without interventions

**13 mph**

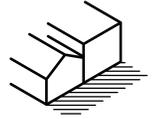
average car speed after



with interventions

feeling safe, feeling secure, micro climate, connected, walkable, sit & stay,  
seeing, talk & listen, activity & function, human scale, identity, senses

# Better Block



## 12 Quality Criteria

Date:

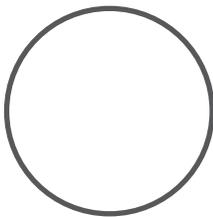
Time:

Weather:

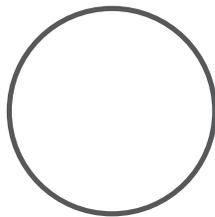
Notes:

Observe the space around you, and rate it on each of the categories below. Fill in the circle completely if the space meets the criteria, half way if it partially meets, and leave it blank if it doesn't.

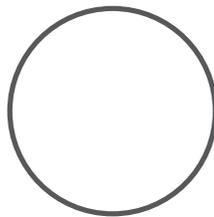
PROTECTION



feeling safe



feeling secure



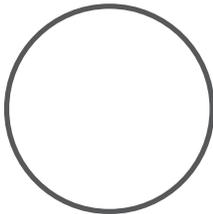
micro climate

**feeling safe** – protection for pedestrians against cars

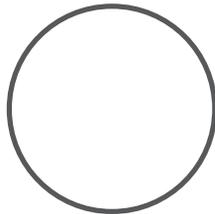
**feeling secure** – protection against crime and violence

**micro climate** – protection against the elements (rain, cold, etc.)

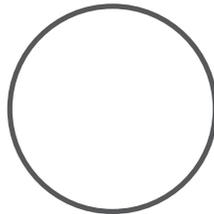
COMFORT



connected



walkable



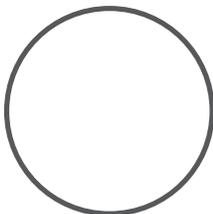
sit & stay

**connected** – space is connected to surroundings and resources

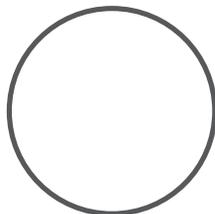
**walkable** – room for walking, interesting facades, accessible for everyone

**sit & stay** – opportunities to sit in the space and reasons to stay

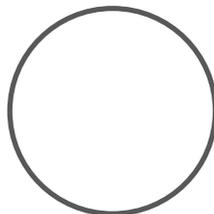
ENJOYMENT



seeing



talk & listen

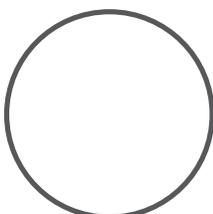


activity & function

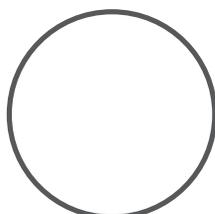
**seeing** – good sight lines, pleasant views, and reasonable viewing distances

**talk & listen** – space is conducive to talking and listening

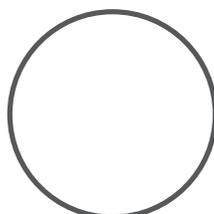
**activity & function** – varied range of activities and functions



human scale



identity



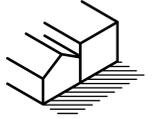
senses

**human scale** – things are at eye-level, you can recognize faces across the space, you don't feel small in the space

**identity** – space has a strong visual identity

**senses** – good design, rich sensory experience

# Better Block



## Counting

Date:

Time:

Weather:

Notes:

Set a timer for 10 minutes, and count the number of people you see by age and gender. It helps to draw an invisible “line” and when someone crosses it, you count them. Use an “M” for male and an “F” for female.

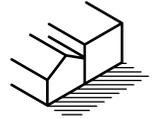
**0-15**

**15-30**

**30-60**

**60+**

# Better Block



## Dot Map

Date:

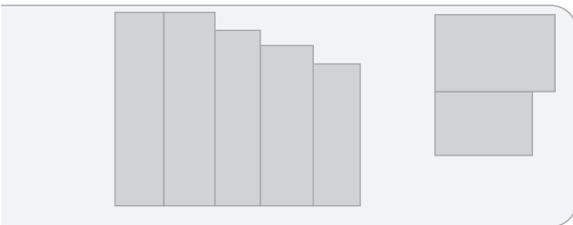
Time:

Weather:

Notes:

Set a timer for 10 minutes, and put a mark on the map for every person you see who stays in a place for more than a few minutes. Be sure to use different marks for people doing different actions.

▲ sit  
✕ stand



2nd Street NW

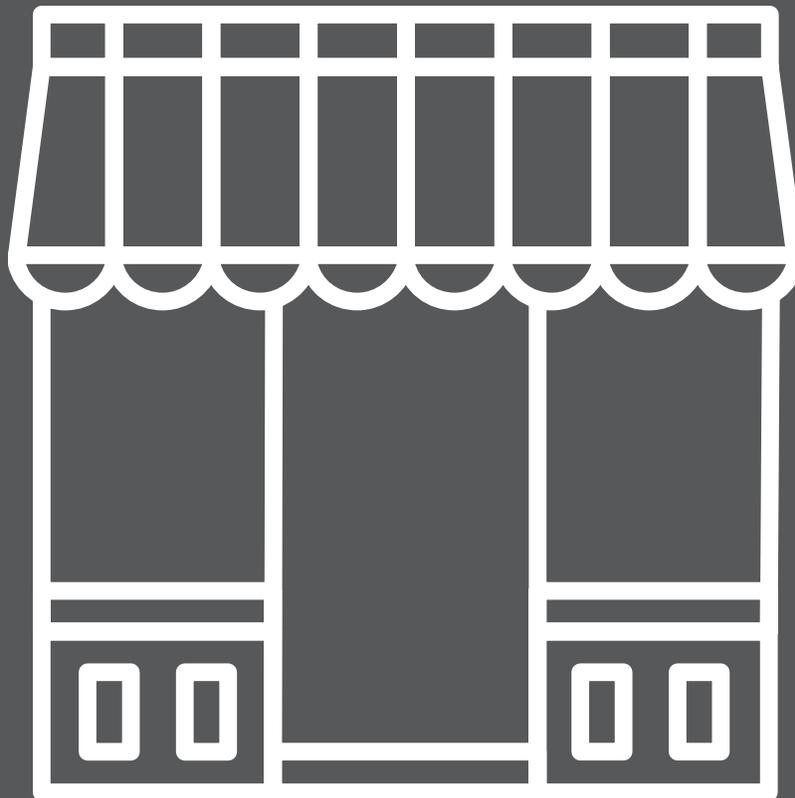


W Paige Ave



Kenmore Better Block



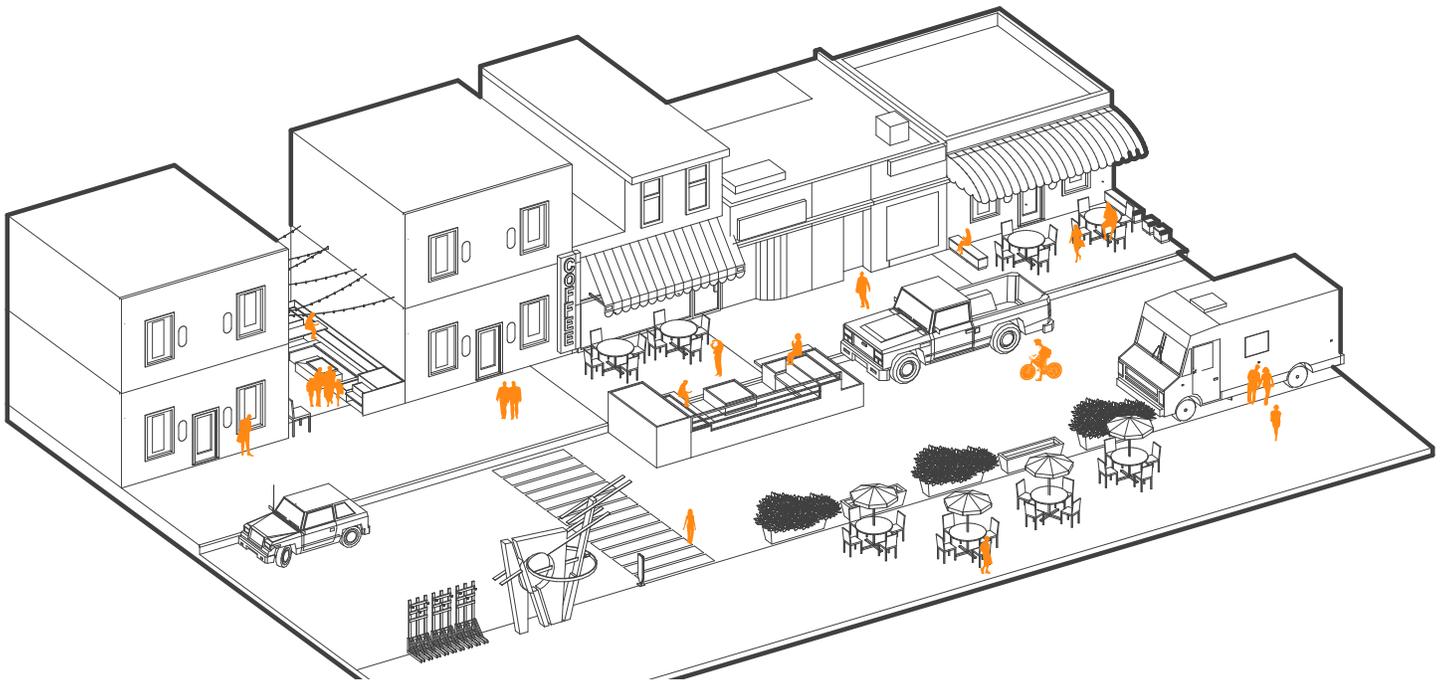


## 6. ESTABLISH

# STEP 6: ESTABLISH

The benefits of rapid prototyping (the philosophy behind Better Block) are two-fold:

1. The neighborhood comes together to use its resources and knowledge to demonstrate what it wants.
2. City Hall sees how people respond to these interventions. If it doesn't work, you can blame it on Better Block and everything goes back to normal after we leave. If it does work, then we can work together to make some of the proposed changes permanent.





# RESOURCES

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## **Iowa Downtown Resource Center**

<https://www.iowaeconomicdevelopment.com/Community/idrc>

The Iowa Downtown Resource Center is Iowa's go-to resource for information related to the preservation, revitalization, and redevelopment of downtown. The center provides links to funding and technical assistance resources, hosts the annual Iowa Downtown Conference, and is home to the award-winning Main Street Iowa program.

## **Healthy Hometown – Iowa Healthiest State Initiative**

<http://www.iowahealthieststate.com/resources/schools/healthy-hometown/>

The Healthy Hometown model promotes community improvement through eating well, moving more, and feeling better.

## **Iowa Department of Transportation – Bicycle and Pedestrian**

[https://iowadot.gov/systems\\_planning/planning/bicycle-and-pedestrian](https://iowadot.gov/systems_planning/planning/bicycle-and-pedestrian)

The Iowa DOT provides assistance to help improve community walkability and bicycling — supporting components to placemaking.

## **Iowa Department of Public Health**

<https://www.idph.iowa.gov/LPHGrantSpace/ArtMID/3984/ArticleID/95080/Active-Living-By-Design-Shares-New-Resources>

This agency's mission is to protect and improve the health of Iowans. The department provides resources to help communities develop and improve built environments to support and promote active living.

## **Rural Policy Research Institute (RUPRI)**

<http://www.rupri.org/>

RUPRI is a leading resource on policies impacting rural places and people. In addition to its rural and policy maker engagement work, RUPRI conducts research and policy analysis services and disseminates best practices around the world.

## **AARP Livable Communities**

<http://www.aarp.org/livable-communities/>

This website from AARP provides many recent resources to support livable, age-friendly, thriving communities.

# RESOURCES

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## **Guide for Business Districts to Work With Local Artists: A Creative Placemaking Toolkit**

<https://www.ida-downtown.org/eweb/dynamicpage.aspx?webcode=Springboard16>

The Springboard for the Arts created The Guide for Business Districts to Work with Local Artists as a free guide for place managers to work with artists on creative placemaking projects. Tools found in the guide include partnership building between business districts and artists, collaboration between community stakeholders, budgeting and project management.

## **Citizen Institute for Rural Design**

<https://www.rural-design.org/>

The Citizen Institute for Rural Design helps bring together communities of 50,000 or less for a community design workshop. The program's website provides a keyword searchable database of best practices and webinars on timely topics.

## **Exploring Our Town**

<https://www.arts.gov/exploring-our-town/>

Exploring Our Town is a resource of the National Endowment for the Arts that showcases creative placemaking projects from across the country and shares lessons learned.

## **Creative Exchange: Powered by Springboard for the Arts**

<http://springboardexchange.org/>

The Creative Exchange is a tremendous resource of artist-developed toolkits and inspiring stories to help support your creative placemaking efforts.

## **Next Generation: The Future of Arts & Culture Placemaking in Rural America**

<https://ruralgeneration.org/>

Next Generation facilitates regional networks linking community development, the arts, policy, and design. Also available is a digital exchange and a national Rural Creative Placemaking Summit.

## **How Arts and Cultural Strategies Create, Reinforce, and Enhance Sense of Place**

<https://www.planning.org/research/arts/briefingpapers/character.htm>

This brief from the American Planning Association focuses on four key points to enhancing sense of place. 1) Understanding the community context, 2) Celebrating community character, 3) Local implementation framework, and 4) Arts and cultural programming.

# RESOURCES

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## **Creative Placemaking**

<https://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf>

This white paper by Ann Markusen and Anne Gadwa for The Mayors' Institute on City Design provides great, creative placemaking resources from data on size and breadth of the arts in the national economy to policy best practices and creative placemaking case studies.

## **Artscape**

<http://www.artscapediy.org/Home.aspx>

Artscape — focused on do-it-yourself creative placemaking — has a robust website offering case studies, guides, webinars, best practices, and online courses in creative placemaking.

## **Project for Public Spaces**

<https://www.pps.org/>

The Project for Public Spaces is a leading placemaking resource providing assistance and resources to communities across the globe. Visit this site for a plethora of placemaking resources.

## **Transportation for America**

<http://creativeplacemaking.t4america.org/>

Integration of transportation into creative placemaking is critical. Transportation for America brings the perspective of transportation to the eight approaches to creative placemaking available on the organization's website.

## **Arts, Culture and Transportation: A Creative Placemaking Field Scan**

<http://t4america.org/wp-content/uploads/2017/09/Arts-Culture-Field-Scan.pdf>

Transportation for America in partnership with ArtPlace America recently released this new resource to help transportation professionals integrate artists into design and delivery of transportation projects. According to Transportation for America, "This field scan explores seven of the most pressing challenges facing the transportation sector today, and identifies how arts and culture contribute to solutions."



