
DEMONSTRATION PROJECTS: LOW-COST LOW-RISK EXPERIMENTS IN INFRASTRUCTURE

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Introductions

The Center for Prevention at Blue Cross and Blue Shield of Minnesota delivers on Blue Cross' long-term commitment to improve the health of all Minnesotans by tackling the leading root causes of preventable death and disease: tobacco use, lack of physical activity and unhealthy eating.

Funded through proceeds from Blue Cross' historic lawsuit against the tobacco industry, we collaborate with organizations statewide to increase health equity, transform communities and create a healthier state.



Introductions – What are in the business of...



- **Creating** healthy communities
- **Building** a movement for community health improvement
- **Changing** norms, attitudes and behaviors through public awareness initiatives
- **Advocating** for policy changes
- **Reducing** health inequities
- **Evaluating** and continually improving our work

Introductions – Our goals



Introductions – Our ongoing priorities



Providing community funding programs that:

- Address health disparities
- Promote active living
- Increase access to healthy foods
- Encourage community engagement



Using strategic communications, including paid media campaigns to:

- Raise awareness of public health issues
- Change attitudes and behaviors
- Support policy, systems and environmental change initiatives
- Increase visibility for our programs and funding



Advocating for state policies that support prevention, including:

- Regulating e-cigarettes, securing funding for Safe Routes to School and transportation bonding
- Future efforts directly related to our goals

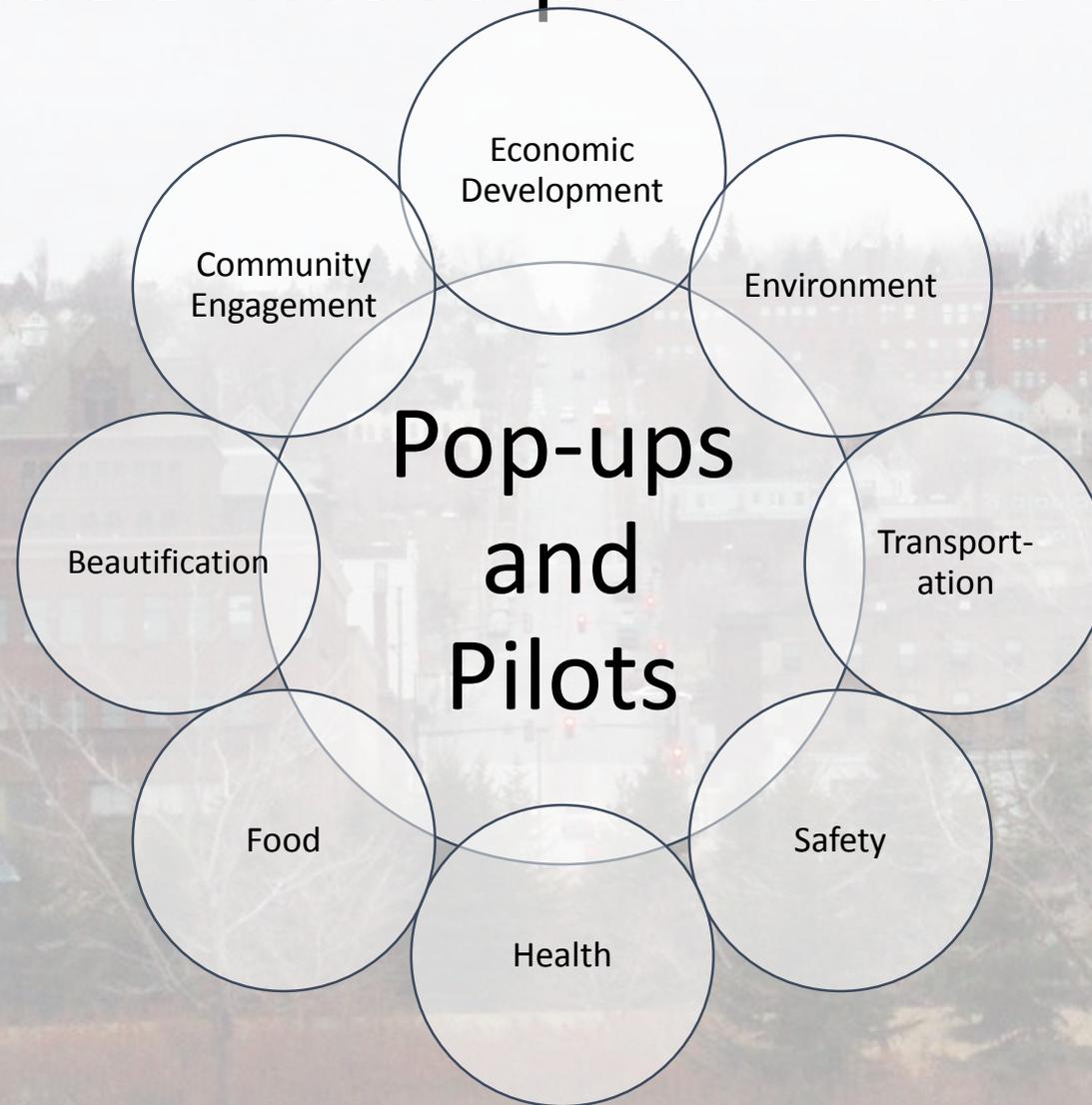
Pop-up (aka Tactical Urbanism) Examples

- Open Streets
- Play Streets
- Better Blocks
- Pop Up Cycletrack
- Pop Up Retail
- Pop Up Cafes
- Pop Up Townhall
- Guerilla gardening
- Pavement to Parks
- Pavement to Plazas
- Parklets
- Park(ing) Day
- Chair Bombing
- Weed bombing
- Intersection Repair
- Ad-busting
- Reclaimed Setbacks
- Mobile Vendors
- Depave
- Food carts/food trucks
- Site Pre-vitalization
- Etc...

What are we talking about?

- Pop-ups and pilots are low-cost, temporary projects that allow the public to experience what *could* be in community public spaces.
- They provide a way to take back public spaces for community members and induce long-term changes in communities.
- Pop-ups and pilot initiatives allow people to bypass often-arduous municipal study and approval processes on a temporary basis.
- Pop-ups and pilots should evaluate and consider long-term improvements. They can transform into permanent infrastructure improvements or policies if the experiment goes well.
- An ‘unsuccessful’ project can be just as valuable as a successful project in term of information gathering. It’s just paint, so the stakes are low!

Initiatives can (and probably should) address multiple issue areas



Temporary



Photo from lifewithoutbuildings.net

Temporary



Photos by Sam Rockwell

Semi-Permanent

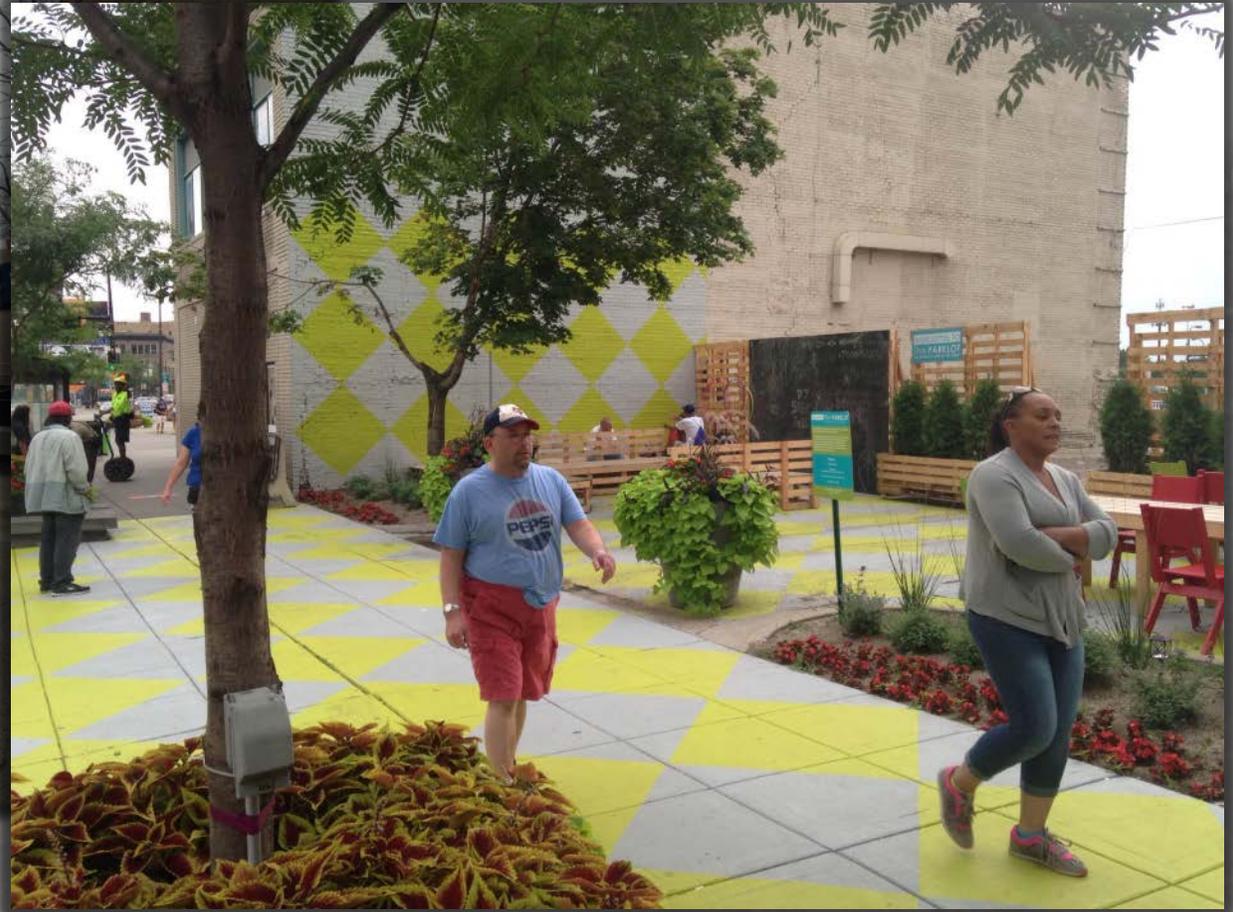


Photo by Healthy Duluth Area Coalition



Photo by Sam Rockwell

Semi-Permanent



Photos by Sam Rockwell

Semi-Permanent



Photos by Eric Weiss

Government Led



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Government Led



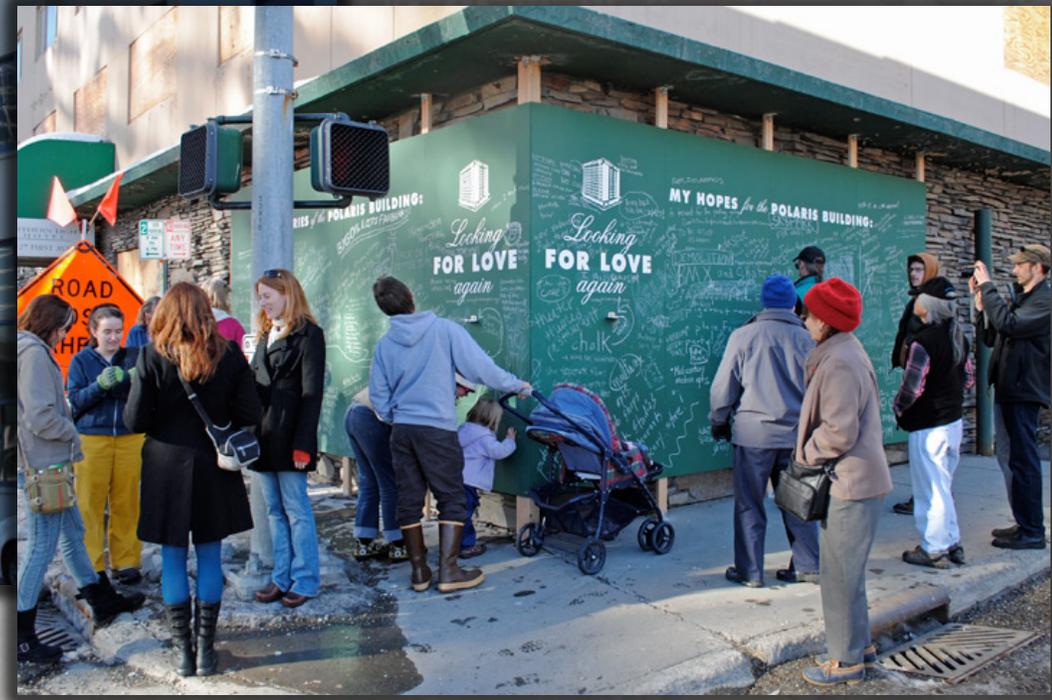
Photo from sfpavementtoparks.sfplanning.org, a city program

Local Coalition Efforts at Work!



Photos sent by Lisa Luokkala of
Healthy Duluth Area Coalition

Engagement



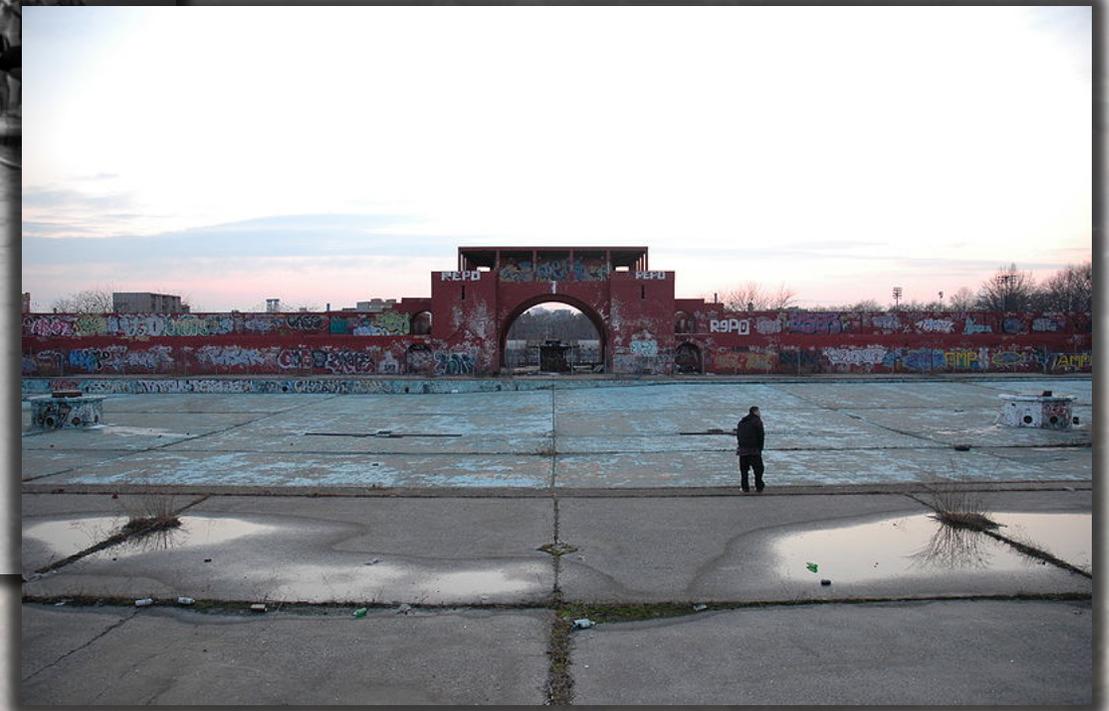
Source: Candy Chang

Engagement



1937 photo (above) from nycparks.gov

Photo (below) by Chad Nicholson, Creative Commons License



Engagement



Photo from Wikipedia, in the public domain

Engagement



Photo from NYC Parks Dept

Dos and Don'ts

DO	DO NOT
Choose a location or issue to highlight and address	Choose which type of pop-up you'll do before assessing the long-term goals
Use ideas from other communities	Replicate someone else's project piece by piece
Plan appropriately	Plan for perfection
Work across sectors to engage the full community	Plan the pop-up in a vacuum
Put together a communications plan – before, during, and after	Leave people wondering “what's that?”
Put together an evaluation plan – before, during, and after	Get too busy and leave yourself with only anecdotal evidence

Workshop

- You've each been assigned a community by table
 - 1 urban communities
 - 2 suburban communities
 - 1 rural communities
- Each group will analyze the community (Part I) and design a pop-up/pilot initiative (Part II).
- You will need to create a visual representation of your project using the maps and supplies provided.
- After the project, one or two groups will present their project and the larger group will participate in a critique of the work (Part III).

Workshop

- Agenda packets have detailed steps to consider, please follow this form (additional questions in back if you finish early)
- Assign one recorder and one main presenter
- Community information packet
 - Community description*
 - Map with numbers corresponding with photos in following pages
- Design project as though your group is a BENEVOLENT POP-UP/PILOT GOD – you can manage the various players however you see fit
- Stay on task, consider time
- Have fun and everyone participate

A panoramic view of a town, likely in the Pacific Northwest, under a heavy, overcast sky. The scene is dominated by a tall, dark brick clock tower on the left side. The town is built on a hillside, with numerous multi-story buildings, some with red brick facades. In the foreground, there are several evergreen trees and a few bare deciduous trees. A street with traffic lights and a few cars is visible in the middle ground. The overall atmosphere is misty and somewhat somber due to the weather.

Questions?

THANK YOU!!

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