SET (Street Experiments Tool) is a platform that inspires and shares knowledge on how to plan, implement, and support street experiments - both by offering original content as guidance and external resources.

But what exactly is a street experiment? Luca Bertolini - professor at the University of Amsterdam - offers a definition. Street experiments are “intentional, temporary changes of the street use, regulation and/or form, aimed at exploring systemic change in urban mobility” (Bertolini, 2020, p. 735). During a street experiment, different urban actors together implement a try-out intervention, giving the street a new and potentially radical set-up that offers more space to soft, active mobility and a healthy and liveable public realm. In short: moving away from “streets for traffic” and towards “streets for people”. Street experiments differ fundamentally from permanent and predetermined interventions. Crucially, by being temporary and reversible they allow the exploration of solutions where there is still uncertainty or not enough consensus, about what could work or not, and why. A street experiment typically explores such solutions in co-creation with citizens, who provide essential feedback. A street experiment can take many different shapes - from parking spaces being turned into small gardens, to entire streets being transformed into playful, artistic walking areas - each offering a local and temporary, but potentially scalable solution to our cities’ biggest challenges, such as the climate crisis and the COVID pandemic.

What is the SET Guidelines KIT
If you want to get familiar and start off by getting a basic understanding of the process of organizing a street experiment, look no further than this document: the SET Guidelines Kit!

It goes without saying that every street experiment has a unique approach. There is no such thing as a one-size-fits-all solution. Nonetheless, some fundamental lessons can be applied to every street experiment. Read on to learn about all of these essential considerations, and you’ll increase your chances to turn your street experiment idea into a effective and widely-accepted project!

From considering the basic first steps to imagining long-term impact, there is a lot to cover, so let’s dive into it!
SET Your Challenges.

Street experiments can help us with all kinds of small-scale, and yet far-reaching spatial problems. Not a single street (and its surrounding context) is ever the same, making every street experiment one-of-a-kind. First of all, you need to identify the main challenge your street faces. What is the most pressing issue that stands in the way of your street becoming a “street for people” instead of a “street for traffic”? Streets bring together a complex range of people, activities, and mobility uses, making it difficult - or even impossible - to pinpoint an isolated issue that single-handedly dictates the streetscape. Nonetheless, it’s important to start pinpointing one or multiple key challenges. For example, is your street...

- Dominated by parking spaces?
- Lacking space, furniture, or facilities for public activity, such as relaxing, playing, or socializing?
- Unsafe or uncomfortable to use for soft-mobility users due to prominent space only for cars and vans?
- Missing greenery, not just as a healthy counterweight to motorized traffic, but also as a pleasant aesthetic backdrop?
- Experiencing any other kind of issue?

Current literature on street experiments has generated some helpful scales for

1) assessing a street experiment on the basis of different transformative qualities and
2) considering different elements of urban space that can be transformed by a street experiment. Both of these points are useful to think about when setting your challenge. In what ways would you like your street experiment to make an impact? What parts of your street do you hope to tackle primarily?

Second, the following functionalities of urban space - introduced by Kinigadner et al. (2021) - can all be impacted and changed by a street experiment to a more or lesser extent. Which aspects need a change in the case of your experiment?

- Environmental aspects (e.g., sound or air pollution)
- Economic aspects (e.g., retail attractiveness)
- Mobility-related effects (e.g., transport modes share, traffic safety)
- Urban functions (e.g., street form and uses)
- Social aspects (e.g., social cohesion, physical and mental health)
- Other aspects

For example, is your street...

- Radically foregrounded by the experiment fundamentally different from dominant practices?
- Challenge driven: Is the experiment a step toward a potentially long-term change pathway to address a societal challenge?
- Feasible: Is it possible to realise the experiment in the short term and with readily available resources?
- Strategic: Can the experiment generate lessons about how to reach the envisioned fundamental changes? Can the agents needed for such changes access these lessons?
- Communicative/mobilising: Can news about the experiment reach and possibly mobilise the broader public?
On this very first step is where you already need to start thinking about how to involve different groups in the process! This matter will return again and again throughout the entire process, as participation and engagement makes up the essence of any “successful” street experiment. Whose different viewpoints can you already start including? The most important thing is that you listen to local people. Could you have an informal talk with passersby? Are there any neighborhood associations, youth centers, or other collectives that might have thought about this before? Maybe you can get a second opinion from a representative of the city council? Your project’s main problem should concern not just a challenge for you, but a challenge for all street users.

**KEEP in Mind.**
Keep in mind there can be a great deal of overlap between these types of stakeholders! Adopt these categories as you like - they are just to help you structure your ideas on whom to involve. Here are some things to consider when putting together your core team:

- How will you reach people to recruit for your team (through e.g. flyers or meetings - see Communication section)?
- What different roles (and potentially) titles should be given to each team member?
- Will you use a clear organization structure, or maintain a more fluid and flexible team distribution? Why?
- How will you manage your team dynamics, in terms of keeping track of tasks and working with meetings?
- How can you make sure your team is diverse, not just in terms of professional skills and practical talents, but also in terms of representing socioeconomic backgrounds (gender, economic standing, ethnicity, culture, and politics)?

**Build Your Team.**
Now that the initial challenge has been identified, it’s time to gather a team of devoted people to carry out the process with.

In doing this, it’s important to brainstorm about the different kinds of stakeholders that contribute to or interact with your street experiment. We suggest you approach this through the following categories:

**Core Team** Stakeholders actively co-organizing the experiment and providing input:
- e.g. members of the local neighborhood, volunteers or street associations.

**Allies** Stakeholders who are not the driving force but somehow contribute something to the project, such as specific expertise or work, but are not involved throughout the whole process and rather “passive supporters” of the project:
- e.g. urban designers, city representatives, local business owners, researchers, on-site volunteers, artists, students, representatives from local institutions (schools, sports clubs, libraries, etc.)

**Users** The kinds of stakeholders you expect to be experiencing your street experiment once it’s set up, either as active participants or coincidental visitors. Users’ voices should be heard throughout the whole process. Remember, it’s about streets for people:
- e.g. passersby and commuters, playing children, students, shop owners, local residents

Create a stakeholder diagram to keep a visual overview of the different parties involved! For example, use arrows and icons to indicate the kinds of relations or dependencies these parties have from each other, and what their main tasks and responsibilities are.
Now that you have selected your main challenge and you have a team, it’s time to really delve into the process!

UNDERSTANDING Your Street.
Like with any urban intervention, it is crucial to first gain an elaborate understanding of the context you’re working with. This helps not only to tweak your experiment to further fit the street’s desired function and the local community’s needs, but also to anticipate backlash.

Here are some examples of questions to help you situate your experiment in the local setting:

RESEARCH & DOCUMENTATION.
There are countless ways to answer questions such as the above and make sense of your context, from formal research to creative interactions! Next to ideal wishes, you should also consider the resources available. Will you be able to carry out and document your analysis, and how? Here are some possibilities:

RESEARCH
Carry out personal observations: walk around, look, listen, and take in as much sensory information as possible!

Do background research: read city plan documents, news articles, and statistics from the municipality or other research bodies.

Talk with different stakeholders, such as local city representatives, business owners, leaders of community centers, or everyday citizens on the street.

Take a detailed survey amongst residents and other street users to gain an understanding of their everyday uses, needs and concerns regarding the street.

DOCUMENTATION
Identify different local actors’ interpretations of the street by letting them create a mental map of the street according to their everyday practices.

Keep track in a notebook or write a report to synthesize the different data collected.

Do your own mapping of the street: draw a layout of the current street use and design and combine this with possible future ideas. Get creative!

A great resource for measuring the human, public sphere of a city street is the Gehl Public Life Tools guide: this document introduces a systematic method for studying “the physical and social elements of a place”. Based on direct observation, this method moves carefully from collecting data to telling a holistic story about your street’s public realm. Also check out this guide for Measuring and Evaluating Streets by the Global Designing Cities Initiative, the ‘Power of 10 Challenge’ and ‘The Place Game’ by Project for Public Spaces, and other resources on our website.
Street Design [1]
How is your street currently laid out in terms of mobility? How do different mobilities such as driving, parking, walking, cycling, and riding public transport share in space and intensity? How are these spaces distributed (in width), marked, and regulated by, for example, traffic signs and crossings? Do active and soft modes of mobility receive enough space, or is motorized traffic too dominant? How do these dynamics connect to the mobility patterns in the wider surrounding area?

Street Design [2]
How does the street currently facilitate activities other than transport and mobility, such as play, sports, sitting, pop-up commerce or cultural gatherings?

Street Design [3]
How have the street’s establishments been zoned? Do the buildings have commercial, residential, or mixed use?

Stakeholders [4]
Are there any nearby institutes or facilities - such as universities, schools, libraries, sports centers, concert halls, etc. - impacting the street’s everyday use?

Stakeholders [5]
What does the local demography look like? What groups can you differentiate in terms of age, nationality, culture, religion, occupancy, and housing set-up? How do these groups, on average, prefer to use the street?

Politics [6]
How is your street situated within the city’s wider urban development plan? Will any significant changes take place nearby that your street might need to adapt to in the future? For example, will new housing be built in the area, or are the local traffic conditions set to change (because of e.g. new public transport lines or car-free zones?)

Politics [7]
What does your city’s current political agenda regarding urban mobility and public space look like, and to what degree does your experiment correspond to or deviate from it? What expectations can you make up from this in terms of governmental support?

Inspiration [8]
Have any projects similar or related to street experiments taken place in your city in the past? Are there any future plans for related projects in your city? Could you gain any resources or knowledge from this? How to get in touch with the initiators of such projects?
ACTION PLAN
In broad categories, what kind of work needs to be done to at least get your street experiment off the ground? For example, what will generally be your team set-up and your plans in terms of formal legitimization, communication, participation, design, and implementation? According to what budget estimations and funds or subsidies will you realize your project? And how are you going to monitor and evaluate the experiment in order to learn what you want to learn? Your action plan can be worked out in greater detail in your project timeline.

FULFILL the Formal Steps
Once you have written your concept note, you can start presenting this coherent plan to the outside world. This also means getting your experiment officially recognized, which includes two vital elements: gathering funding and applying for permits.

While both funding and permit processes differ vastly according to local contexts, here are some helpful things to consider, regardless of where your experiment takes place.

FUNDING. Street experiments often take place in collaboration with local municipalities, which is therefore also a common source of funding. However, can you think of other ways to finance your project? For example:

- EU-funded programs
- National or regional funding
- Crowdfunding

Depending on your programming:

- Cultural funds, free resources (e.g. volunteers or materials from schools, community centers, etc.), NGOs or private companies, whose efforts line up with the goals you have in mind for your space.

- Noise permits
- Event permits
- Permits for traffic changes e.g. roadblocks, remarked lanes, or removed parking space
- Exploitation permit in case your project hosts commercial activities, e.g. terraces
- Alcohol permit in case this is sold at your event
- Object permit, for any large materials being placed in your space, with consequences for e.g. safety and accessibility.
- Permits for potential film- or photo shoots taking place at your experiment.

Next, since street experiments often take place on publicly owned land, you have to apply for permits to make sure your street experiment gets approved by different local authorities. Some cities are stricter than others, but here are a number of permits that might apply to your situation:

DEFINE your concept
Once you have a clear view of your challenge and context, and your team has been established, it’s time to prepare your project in a concept plan. This should include at least the following elements:

YOUR VISION What is your long-term idea for your space - and your city at large - and how will this experiment contribute to exploring it? What do you want to learn from the experiment and why?

YOUR MISSION What tangible result do you hope to achieve in this urban space, and how does it symbolize the shared goals of the different stakeholders? What lessons do you hope to learn?

This document should not only present a clear and accessible description of how and why you plan to carry out your experiment; it should also be an appealing piece of information in terms of text and visuals. A good concept plan can make your funding applications, support gathering campaigns and general communication to any interested party a lot easier.
It's up to you to create a case-specific timeline!

While invaluable elements to a street experiment, participation and citizen engagement are tricky processes. They lay bare tensions and differing opinions and there are no methods for doing it ‘perfectly’. In fact, there are many arguments not to engage in participation, as this thought-provoking card-game illustrates! Don’t let yourself be discouraged by this and remember that streets are spaces for negotiation and public debate! Try to think deeply about what participation means to you and how you can realize it without a sense of tokenism.

**PLAN Your Process**

Even though street experiments start off (and often remain) short-term trajectories, they always require a thorough planning. As many tasks as possible should be considered beforehand and structured according to an elaborate timeline, marking when different people involved should carry out their specific responsibilities.

When planning your experiment, don’t forget to dream big, but start small! Approach your experiment as an iterative process, and build up through careful phasing. After all, street experiments should help build an openness to new ideas and an understanding of what’s standing in the way of change (Bertolini, 2020, p. 735). A street experiment’s ‘success’, then, is not necessarily about implementing a new, widely supported street design, but about learning lessons in synthesis with all the people involved. Furthermore, a good citizen engagement trajectory paves the way for more future acceptance, empowerment, and initiative on the side of all kinds of participants. Municipalities can also learn new lessons about participation through engaging with street experiments that strongly involve citizens.

But who to involve in a street experiment? The most important group to provide with a sense of ownership is the (local) civic community. Realizing “streets for people” cannot happen without them playing a prominent role. However, it’s also essential to engage professionals from the public and private sector in your project as well, as they can help bring in official support and creative or organizational expertise.

Participation and citizen engagement is something that shouldn’t just take place during the experiment. There are plenty of other stages where input, feedback, and collaboration from participants prove valuable, for example when organizing an open call for a new street design, or when collecting opinions for future iterations.

**ENGAGE**

The importance of participation and citizen engagement for a street experiment cannot be understated. According to Bertolini, “[t]aking place in a public space is perhaps the strongest communicative and mobilising asset of street experiments”, and “public participation is seen as key – if not the most important indicator of success” (2020, p. 748).

**EMPOWERING**

Giving rise to new citizen initiatives/organizations, letting citizens run future events, for everyone who has been closely involved with or inspired by the project.

**CONSULTING**

Workshops, The Place Game by Project for Public Spaces, interviews, surveys: for citizens who’d like to get more familiar with the project and have important local insights to share.

**INFORMING**

Posters, flyers, newsletters, social media campaigns, informative events, notice boards, website posts (more info: see Communication section), for the general public.

**INVOLVING**

Community building site, ideas competition, co-managing, volunteering, street games: can also be done with younger age groups (e.g. school classes).

**COLLABORATING**

Community gardening, on-site polls, exhibition areas for local artists: a way of mobilizing local talent.

**CONSULTING**

Here are some recommendations on how to engage through different platforms, tools and methods:
Most street experiments are by default a collective endeavor, which shows the importance of clear communication channels and keeping all interested or involved people in the loop of what’s going on. A comprehensive communication strategy helps to avoid conflict, involve different stakeholders, inform the public, make the process run smoothly amongst organizers, and spread the concept of street experiments to wider contexts.

Throughout the process, you will constantly run into important pieces of information you’ll need to communicate to a specific group or audience. Here are some recommendations on what to communicate:

**[for involved stakeholders]**

- **Announcements** of the idea or start of the project to relevant stakeholders (the municipality, practitioners, local business owners, neighborhood associations), and the general public.
- **Open-call messages** meant to recruit people to join the team or contribute in another way.
- **Invitations to activities and meetings** for input and participation.
- **Instructions for registered volunteers** and follow-up information about their tasks.
- **A collection of critical insights and data** reviewing the experiment and project development, to be translated into, for example, an open-source report that can be used for future consultation.

**[for the general public]**

- **General communication channels** amongst the core team, such as online chat groups or project management platforms. And during the event: a detailed script on the project implementation.
- **A general platform** (website, email address, telephone number, or social media account) offering people basic information and a way to get in touch.

Besides all these different types of announcements, messages, and pieces of content, you can—and should!—use various communication tools and methods, in order to reach and involve multiple audiences that can offer diverse input, feedback, and expertise. Here are some recommendations on how to communicate through different tools and methods:

- **Meetings or workshops** for participating and informing
- **Leaflets or flyers** (left in mailboxes, information stands, or stuck to car windows)
- **Kick-off event**
- **On-site posters and signs**
- **Online promotion and information—website articles, social media posts, blogs**
- **Approaching external communication channels**—e.g., the municipality’s website, the local newspaper, or the neighborhood association’s information wall/agenda.
- **Surveys** (electronic, by mail, or in person)
- **Newsletters** (electronic or by mail)

A pop-up stand or visitors kiosk where people can ask questions during certain hours

Regardless of the content you communicate and the tools and methods you’re using, remember the following:

A thorough communication strategy doesn’t just ensure that the project is acknowledged, legitimized, and contributed to by a sufficient number of people. It also helps to bring together and represent different backgrounds in terms of age, gender, culture, ethnicity, religion, sexual orientation, politics, economic standing, and physical ability. It’s vital that your project involves a diverse set of participants: realizing a “street for people” means representing all people as best as you can.

Communication is an ongoing process before, during, and after your experiment, and often proves a challenging task, as it involves a lot of back-and-forth correspondence with others. As such, give every task a well-considered place in your timeline, leaving leeway for unanticipated surprises.
**CHOOSE Your Site**

As your experiment timeline is taking shape and different steps are put in motion, it’s time now to work on what the experiment is really about: the space’s new design. To start off the design phase, carefully analyse that the data that has been collected so far in the planning process to agree upon a street area for the implementation of your experiment. Try to look at the site selection through the lens of the problem you identified in the first step, e.g. if the core issue of the street was on-street parking, then perhaps, just designing alternate solutions for the parking spots seems more logical.

Apart from the core issues of the street, going through the questions listed below might also help to further narrow down the area of intervention - especially when a street has more than one core issue.

- **Which site area/core issue has the most residents in its favour?**
- **Which site area responds best to the context?**
- **Which site area would achieve the maximum possible results while keeping the disruptions to a minimum?**
- **Which site area would require lesser financial assistance?**

Based on your contextual analysis, a site of intervention can take many forms. To get your imagination running, we have listed 4 possible street area typologies identified by Bertolini 2020. The choice of area is not limited to these categories, it can include more nuanced area demarcations based on your respective context.

**RE-PURPOSING SECTIONS OF STREETS** Part of a street is given a new purpose so that the whole street’s main function as a channel for motorized traffic is either removed or at least challenged, for the benefit of more and better public space. Under utilised corners on streets can be repurposed with paint, planters and low cost furniture to make way for interactive streets.

**RE-PURPOSING PARKING SPACE** Adapting the space usually taken up by parked cars to “experiment with alternative ways of designing, regulating and using city streets’ that don’t claim space as statically as cars do. A great example of this is the variety of Parklets popping up in streets across cities.

**RE-PURPOSING ENTIRE STREETS** The entire street becomes a place for “non-motorised traffic and non-mobility-related uses (e.g. playing, socialising, exercising, or just being outside)”. As Bertolini puts it, this is arguably the “ultimate” street experiment. A 3000 sqm area in Santiago, Chile was recovered for pedestrians, cyclists and users as a place of stay.

**RE-MARKING STREETS** Re-allocating spaces “for different types of traffic, pedestrian crossings, and parking spaces” to configure traffic flows and public spaces that better fit soft mobility and human interaction. A cross walk in London was painted to make it more visible for drivers to see and reduce speed. It created a safer and fun route for people to move.

**RE-PURPOSING ENTIRE STREETS** The entire street becomes a place for “non-motorised traffic and non-mobility-related uses (e.g. playing, socialising, exercising, or just being outside)”. As Bertolini puts it, this is arguably the “ultimate” street experiment. A 3000 sqm area in Santiago, Chile was recovered for pedestrians, cyclists and users as a place of stay.

**RE-PURPOSING ENTIRE STREETS** The entire street becomes a place for “non-motorised traffic and non-mobility-related uses (e.g. playing, socialising, exercising, or just being outside)”. As Bertolini puts it, this is arguably the “ultimate” street experiment. A 3000 sqm area in Santiago, Chile was recovered for pedestrians, cyclists and users as a place of stay.
EVERY DESIGN HAS A STORY
A street experiment design (concept) should narrate

In a street experiment, the design of the space will influence how users interact with it. A thoughtful design composition can help initiate all kinds of social interactions, foster a communal spirit and strengthen ties between different social groups. In Aat Vos’s book How To Create a Relevant Public Space (2017), Aga Skorupka, a psychologist who focuses on the interactions between humans and physical environments, shared her insights about public spaces in the form of a few guiding concepts for designing a meaningful public space, which are also relevant for street experiments.

These guiding concepts can provide a solid foundation for building an inclusive and purposeful design story for your street experiment.

An Inviting Access
A street experiment that is physically and visually more accessible will attract a bigger audience and thus generate support and acceptance.

A sense of safety and security
A street experiment that addresses concepts such as car traffic in the area, street width, inclusive design, influences the users’ perception of the space.

A space for comfort
A street experiment that provides people with a sense of autonomy in adjusting the space as they like, increases their comfort levels.

A meaningfulengagement
A street experiment that creates chances for passive (observation) or active (moving, climbing) engagement, provides the users with a sense of ownership, thus generating a positive attitude towards the experiment.

A value for utility
A street experiment that provides the visitors with a variety of spatial uses, gives them more reasons to return.

DESIGN ASPECTS

After you have developed a strong narrative, it is time to translate that concept into various design elements.

Below is a list of a few questions to help you start the conversations with your support team members: Some questions might be relevant for one context more than others.

Apart from these questions, four aspects of design are an absolute must to consider while designing any street experiment. For detailed design solutions, you can check out the extensive resource library on www.streetexperiments.com

How will you achieve improved access for pedestrians and cyclists, children and passersby?

How will your experiment space be comfortable but engaging?

What kind of public space elements can be easily incorporated into the existing urban fabric?

How can different age groups engage with the experiment at the same time?

How will you resolve the issue of too many parking spots?

How and what materials can you use to keep your experiment sustainable?

What season is your experiment meant for, and how can you align it with your local weather expectations?

How will this affect the experiment’s running time?
MOBILITY
Just as all street experiments ultimately serve to - in some way - change urban mobility, your project will likely also include a significant reconfiguration of the street’s traffic flow. What will these changes be, and how can you include solutions (e.g. diversions for cars, alternatives for parking spots, and alternative mobility options such as a bike-sharing station or micro-mobility hubs) in your design?

ACCESS
The main aim behind street experiments is to provide better access to residents, children and passersby to their street and move them to the top tier in the pyramid of mobility hierarchy. Therefore, the mobility restructuring plan should aim to not only reduce the use of cars, but also provide increased access to the users. This can be done by increasing the footpath width. Another option could be to restrict the car traffic flow to certain times of the day. Furthermore, introducing safer cycling paths or closing off sections of the streets for public use can also help in creating safe access.

PROGRAMMING
Street experiments are not just about creating a new space layout and leaving it as is, they are also about enticing new forms of interaction and bringing together a community, showcasing and empowering local people with special talents and backgrounds. This often goes hand in hand with special program designs, which could include all types of activities, like design workshops, public plays, sports, and anything else you can imagine! With a degree of flexibility, programming the space for certain days of the week, can enhance people’s engagement with the street experiment and thus affect their experience positively.

PUBLIC SPACE
Street experiments often include the opening up of spaces (e.g. by removing car parking) for the benefit of new layouts and public activities. Which new physical elements will your space include, then? Whether it’s turning a parking spot into a parklet or creating seating spaces near a street cafe, adding green planters to soften the streetscape, or introducing streets as canvases for children to chalk out their imaginations, these additions can enhance the use of space.

CONSTRUCTION, MATERIALS AND IMPLEMENTATION
The practical aspects of implementing a street experiment involve the construction of the designed/conceptualised elements (from street furniture to remarking spaces or installing charging stations for micro-mobility). It’s advisable to get input from professionals or representatives within your core and support team.

Within the scholarship of street experiments and tactical urbanism, there are many resources that can provide the implementers with an easy set of tools and methods and in some cases, open-source techniques to create their own, easily recyclable, design intervention elements. Check out the resource library at www.streetexperiments.com

MATERIALS
Take a look at other street experiments and the materials that were used. A good start can be browsing through our Instagram page or the many listed experiments and resources on SET website. Start thinking about the existing furniture on the site that can be used and make a list of places you can acquire material for new low-cost temporary structures and other amenities. Materials such as sustainable (street) paint, chalk, bollards, wooden pallets, planter boxes, hay bales, soil, plant cuttings, can be found in plenty of recyclable quantities.

TASKS DISTRIBUTION AND TIMETABLE
With different elements needing to be remarked, removed, and added, giving your street a new physical arrangement requires a great deal of logistic planning. It is advisable to create a list of people that have either volunteered to help with implementation or are part of your core and support team and create a chore chart. Hang it in an accessible location or post it online on a communal channel, so everyone is aware of their task and responsibilities.

After the design aspects have been finalised, it is time to gather materials, and start putting together the experiment in real-time.
This is when your street experiment finally takes place! Up to this point, everything that could have been planned beforehand should have been set in place. Your implementation is where all practical tasks are carried out. In short, a good implementation means - despite everything having been planned before - making sure the right person takes care of the right task at the right time. This ensures your event is well built-up, programmed, regulated, supervised, and broken down again throughout the running time.

A project briefing, planned with the core team, well beforehand.

A script, for internal use, to be distributed to all inner team members and including the following elements:

A list of contacts including all stakeholders that might need to be contacted or provided information throughout the process, from project supervisors to volunteers and local business owners to suppliers of materials.

A timetable providing an overview of all tasks, when they should be carried out, at what location, and by whom. Tasks could involve:

The build-up: delivering, constructing, and managing the incoming materials.

Documentation, monitoring and on-site reporting, through for example video and photography or interviews and conversations with visitors. More about this in the next sections!

Informing visitors, whether they have specific questions or are just passing by. Prepare some flyers or a QR code with information.

Coordination of activities: whether it’s a catering service or a workshop for kids, externals providing a certain activity at the street experiment need to be welcomed and instructed properly.

Being on standby for overall communication.

Breaking down: providing clarity in when which material will be removed and/or picked up, and by whom.

Have arguments and data ready to talk with opposers (e.g. increased sales, a car which in average is occupied by 1.5 persons, could be parked 95% of the time, there are more democratic and creative ways of utilizing this space, eg. A bike rack that could host up to 12 bikes, or a parklet that creates a temporary public space to socialize.)

Here are some helpful tips and tools for making your implementation run smoothly.
Bertolini approaches street experiments by default as short-lived projects, “temporary at the time of their implementation, regardless of the changes later becoming permanent, or the interventions being repeated”. It is therefore vital that insights and experiences can live on beyond your experiment, and contribute to future interventions. This is why observation and evaluation are critical elements in the process of a street experiment.

**MONITOR**
Before doing any evaluation, you need to start with initial observations, which proves the importance of monitoring your experiment throughout the process. Two essential questions to ask yourself while monitoring your experiment are:

- What kind of data or insights do I need to look back at and evaluate my experiment in a substantial way? Go back to the aspired goals and lessons you formulated when setting your challenge and writing out your concept.

- How is this data best collected throughout the process? There are many ways to collect data and insights about your experiment. Some you might already have explored in your street diagnosis, but here are some more recommended tools:

  - **On-site voting, notice boards, collection boxes for ideas**
  - **On-site or door-by-door interviews with participants, stakeholders, and passersby**
  - **Personal observation**
  - **Counting and measuring types of interactions with and visits to the site**
    (see e.g. Gehl Public Life Tools)
  - **Online review surveys**

Depending on the aims, different ways of gathering data might fit. For example, do you want to gather qualitative data on behavioural changes your experiment might have stimulated? Then a survey might be the best idea. Or do you want to gather stories of how people enjoyed this new space? Perhaps you could collect these in on-site conversations!

In terms of design, it is important to observe how the space is being used. What types of people are mostly using the space? What activities are they doing? How do they make use of the space throughout different times and weather conditions?

**EVALUATE**
Now that you have gathered all sorts of data and documentation on your street experiment, what do you make of this? What criteria will you keep in mind while judging the way your experiment unfolded? You might wonder whether your street experiment was a ‘success’. Here, it’s important to remember that a street experiment’s success is not what you think it might be.

Indeed, ‘success’ doesn’t mean instantly creating a happy neighbourhood full of excitement and new connections, or a permanent new layout for your street. That would be great, of course, but street experiments are above all about generating lessons, and even a seemingly ‘failed’ experiment could spark plenty of them.

So with that in mind, try to assess the different data you gathered in a way that extracts lessons that might apply to future street interventions, whether it concerns the way the project was managed, how different stakeholders responded, or something else. And think also about potential lessons that go beyond the single street. Maybe you have learned something of broader relevance about mobility or public space in your city? Something worth sharing widely?

**A helpful tool for assessing how different parts of your street experiment unfolded, is to return to the following five categories, mentioned also in the S.E.T. Your Challenge section**

- **Radical**: Are the practices foregrounded by the experiment fundamentally different from dominant practices?
- **Challenge driven**: Is the experiment a step toward a potentially long-term change pathway to address a societal challenge?
- **Feasible**: Is it possible to realise the experiment in the short term and with readily available resources?
- **Strategic**: Can the experiment generate lessons about how to reach the envisioned fundamental changes? Can the agents needed for such changes access these lessons?
- **Communicative/mobilising**: Can news about the experiment reach and possibly mobilise the broader public?

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radial</td>
</tr>
</tbody>
</table>

What were relative strengths and weaknesses? Which were synergies? Which were trade-offs? What implications for future interventions?
Every street experiment aims to be a small yet meaningful contribution to a larger change trajectory. By making sure street experiments keep taking place and learning from each other, urban enthusiasts all around the world have the potential to strategically change streets and cities in the long term.

Here are some questions you can ask yourself to look at your experiment from a long term perspective:

- **What feedback was given to your street experiment, and how could it inform future projects?**
- **Did your experiment have any impact beyond the experiment’s main goals?**
  - If it did have an impact, how did that work?
  - Did your experiment seem to have affected broader processes (e.g., the public debate in the city) and longer-term processes (e.g., the development of mobility or public space policies)?
  - If not, why not? And what impacts could have been made if things had been done differently?
- **What are the implications of all this for future street experiments?**

We are also curious for your thoughts! How do you define systemic change, and how can we reach it through street experiments? How do you hope your experiment will impact mobility and public space in your city, and how might that process work? How will you spread your story, make sure people can get in touch, and explore other urban spaces/partners for future inspiration and collaboration?

---

**INDIVIDUAL BEHAVIOURAL CHANGE** Users start using different modes of transportation such as e-scooter or riding a bike instead of using their car.

**ORGANIZATIONAL CHANGE** Neighbours create a group to keep up to date about the street experiment: (e.g. Create a social media account and inform others about the events taking place, or a WhatsApp group to organize the maintenance of the experiment such as watering the plants).

**INSTITUTIONAL CHANGE** New policies or regulations are implemented in the city (e.g. At the end of 2020 in the City of Munich a draft resolution was submitted to the city council, with specific procedures to follow and scale-up parklets & Summer Streets, now it is a permanent programme).

**MATERIAL CHANGE** Physical change in the streetscape (e.g. Sendlingerstraße or Piazza Zenetti).

---

Are you interested in further approaching the debate on long term change and systematically evaluating the impact of street experiments? Then check out this recent paper in which VanLoose et al. (2022) introduce and apply a framework to assess the transformative potential of street experiments... Here are some of the observed effects in a nutshell:

- Users start using different modes of transportation such as e-scooter or riding a bike instead of using their car.
- Neighbours create a group to keep up to date about the street experiment: (e.g. Create a social media account and inform others about the events taking place, or a WhatsApp group to organize the maintenance of the experiment such as watering the plants).
- New policies or regulations are implemented in the city (e.g. At the end of 2020 in the City of Munich a draft resolution was submitted to the city council, with specific procedures to follow and scale-up parklets & Summer Streets, now it is a permanent programme).
- Physical change in the streetscape (e.g. Sendlingerstraße or Piazza Zenetti).

We are also curious for your thoughts! How do you define systemic change, and how can we reach it through street experiments? How do you hope your experiment will impact mobility and public space in your city, and how might that process work? How will you spread your story, make sure people can get in touch, and explore other urban spaces/partners for future inspiration and collaboration?
References

Bertolini, L. (2020). From “streets for traffic” to “streets for people”: can street experiments transform urban mobility? Transport Reviews, 40(6), 734-753. DOI: 10.1080/01441647.2020.1761907


SET Guidelines Kit is a collaboration between:

- Technical University of Munich
  - Ana Rivas
  - Julia Kinigadner

- University of Amsterdam
  - Luca Bertolini
  - Teus Hagen
  - Aroosha Zahid

- Ghent University
  - Teus Hagen
  - Lennert Verhulst

Reference SET Guidelines Kit: