

Experimentation as a Public Engagement Strategy in the Bridge X Proposal for Reimagining Brooklyn Bridge

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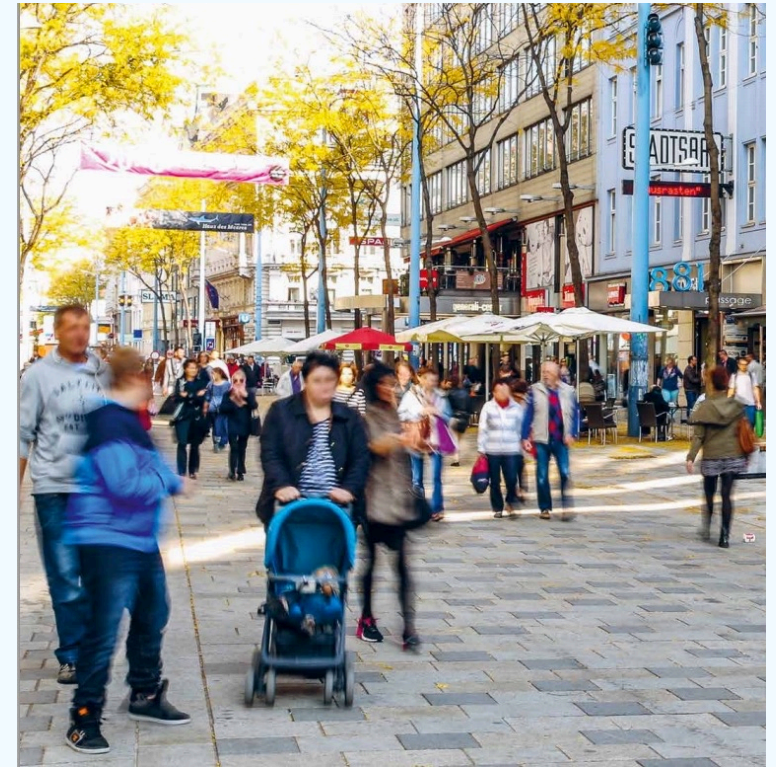
Big transport changes are needed ...



Climate Emergency



Justice & Equity



Liveable Cities

Big changes are hard, they're ...

- bold ideas ...
- difficult to model and evaluate ...
- politically dangerous ...

Gürtel-Pool:

€ 170,000 for Social-Democrat / Green Party election campaign gag!

FPÖ
RUDOLFSHEIM-FÜNFHAUS

Mag. Dietbert Kowarik
Gemeinderat und Landtagsabgeordneter
Obmann FPÖ Rudolfsheim-Fünfhaus
www.dietbert.at

Gürtel-Pool:

€ 170.000,- für rot-grünen Wahlkampfschmäh!

Gürtelmittelzone



...wird zu



www.fpoe-wien.at

Impressum: FPÖ Wien, Rathausplatz 8, 1010 Wien

Bold ideas ...



Wha duh ya nutz?

Difficult to model and evaluate ...



Where did the traffic go?

Politically dangerous ...



Left side (Negative coverage):

- DEBATT
Varför hinder vad beror konsekvenser? Anslutningen till Essingeleden har varit ett stort problem för trafikanter som vill komma till centrum. Det är en utmaning för staden att hitta lösningar.
- Stockholm City 850915
Projektet som kör i diket
- Stockholm City 850916
Kaos hotar Essingeleden
Riskerar att korkas igen när trängsolförsöket inleds
- TRÄNGSELTRÄSKET
Fortsatt kaos för biltullarna
- Aftonbladet 851222

Right side (Positive coverage):

- STOCKHOLM BILTULLARNA**
Folk har insett fördelarna
Biltullarna har blivit en succé för staden. Trafiken har blivit bättre och inkomsten från tullarna används till att förbättra staden.
- Biltullarna - en succé**
- Tummen upp för biltullarna**
Aftonbladet 851222

Quotes below the clippings:

Left side:

- "Charges heading for the ditch"
- "Bypass threatened by chaos"
- "Charging chaos continues"

Right side:

- "Stockholm loves the charges"
- "Charges a success"
- "Thumbs up for the charges"

We always knew it would work.

How were these big changes achieved?



DEMONSTRATION



PILOT PROJECT



INTERIM DESIGN



PERMANENT INSTALLATION

Tactical Urbanism = Experimentation

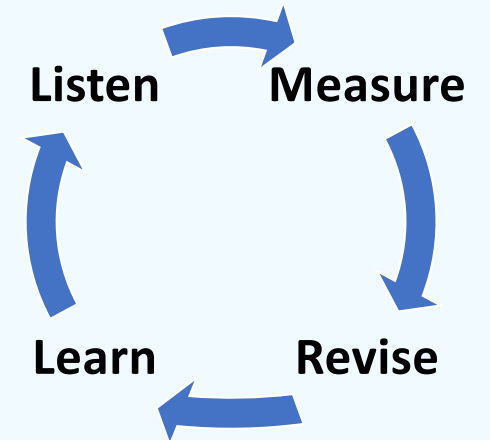
Strategies for successful experimentation



*Inclusive & detailed
advance planning.*



*Quick & dirty
implementation.*



Rapid & continuous improvement.

REIMAGINING BROOKLYN BRIDGE



VAN
ALEN
INSTITUTE

SUBMISSIONS DUE APRIL 19



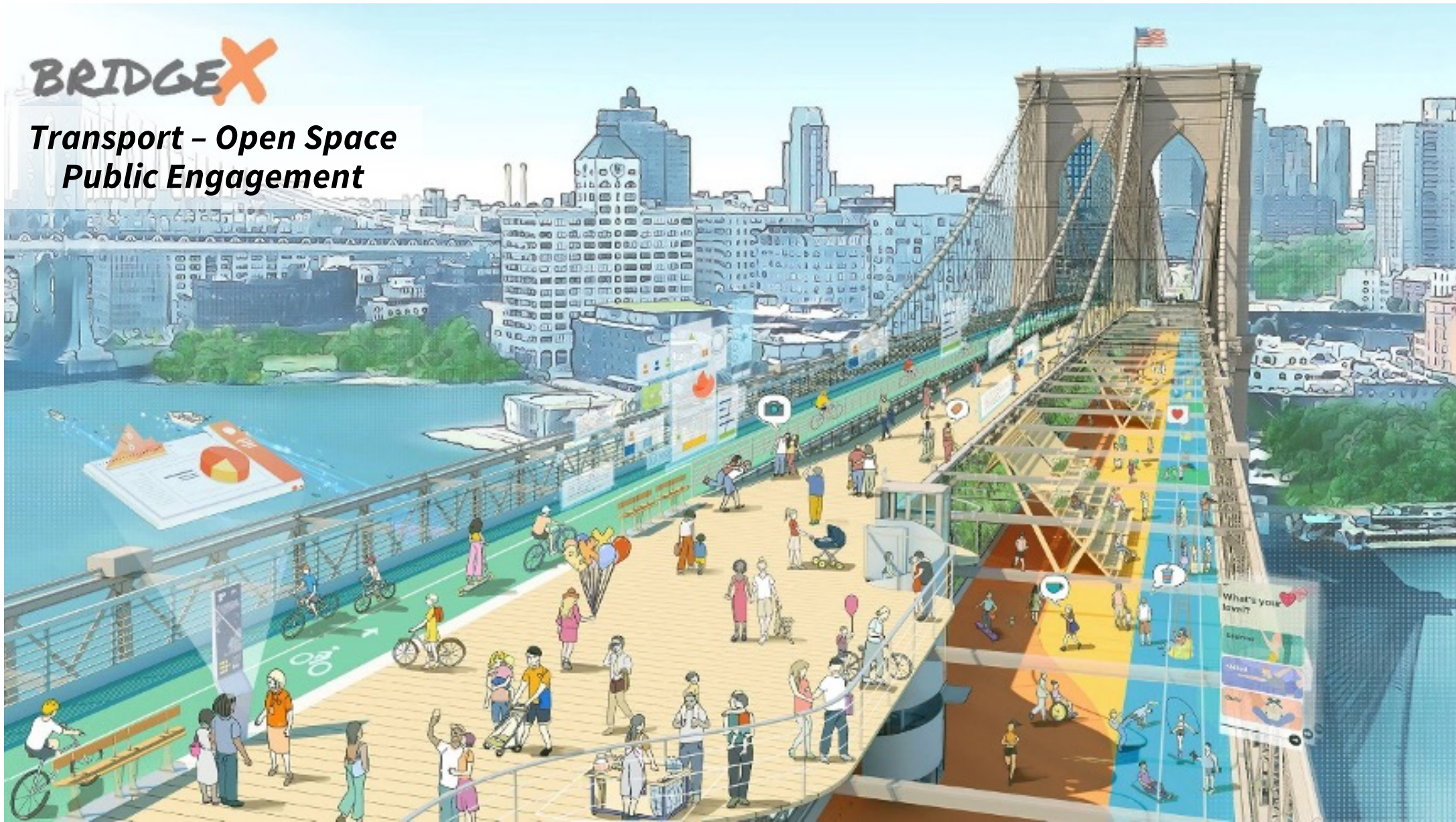
New
York
City
Council

Design competition

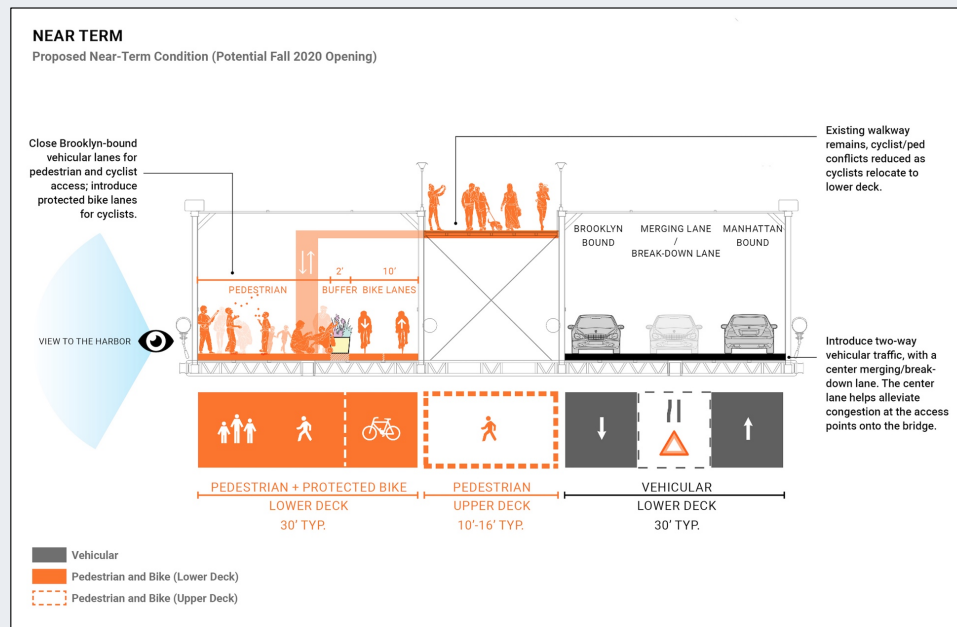
- Goal: Reduce pedestrian & bike congestion on bridge promenade;
- 200+ entries;
- 3 chosen for further development;
- Added goal: Covid-19 response;
- Expert jury and stakeholder input during design review meetings.

BRIDGEX

**Transport – Open Space
Public Engagement**



Transport



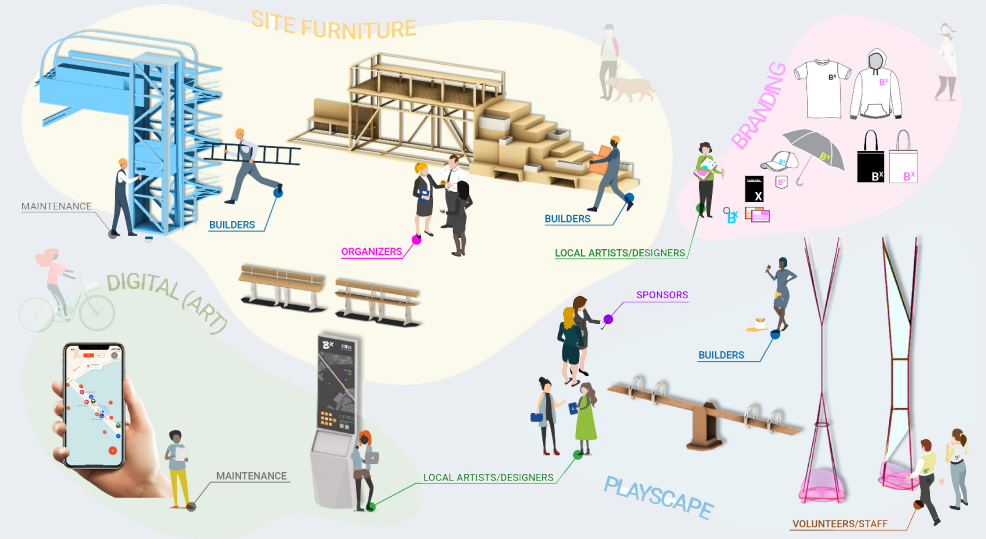
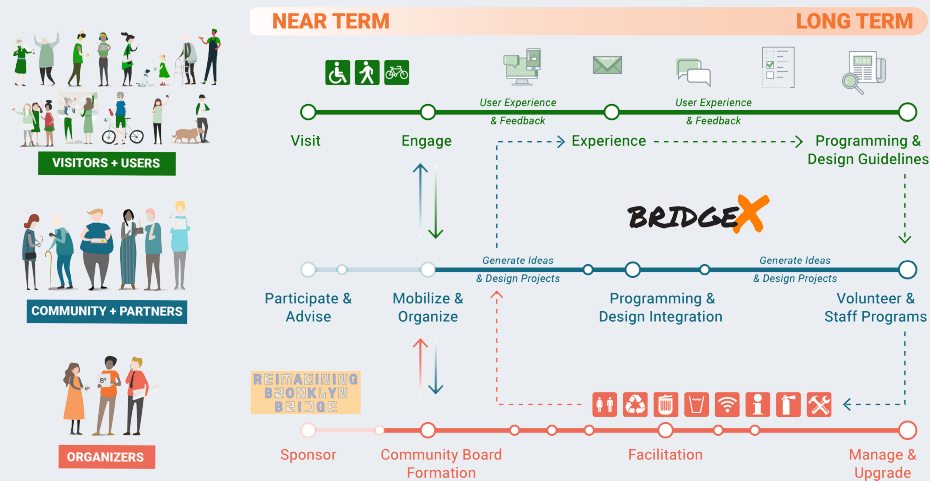
- Replace Brooklyn-bound lanes with open space, walkway & cycle expressway;
- Shift vehicle traffic to Manhattan-bound lanes (1 lane/direction + break-down lane);
- Reconfigure vehicle access & create new walking/cycling access routes.

Open Space



- Provide walkway & cycle expressway to relieve promenade congestion;
- Create and animate new open space for activities, hanging-out & social distancing;
- Develop a virtual bridge app supporting engagement, education & entertainment.

Public Engagement

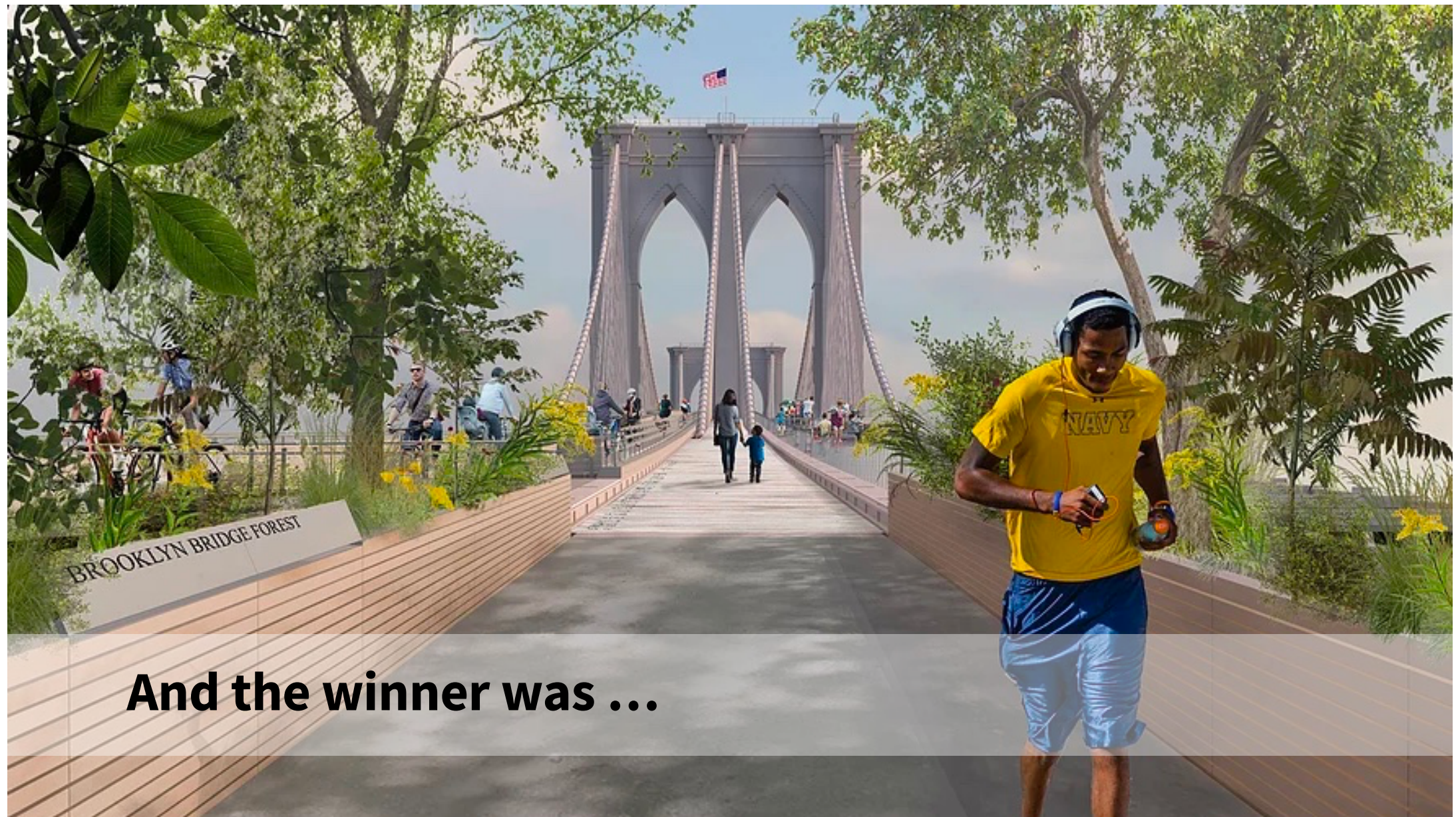


- Develop near-term design with limited (due to Covid) stakeholder / expert input;
- Use extensive in-person and virtual engagement program to revise design;
- Experiment with traffic changes and open space design + activities.

Experimentation in Bridge X

- Refine access routes and open space;
- Test a big change → traffic reduction;
- During promenade widening project;
- Public input helps determine whether to keep the Bridge X traffic reduction.





And the winner was ...

Timing



- San Francisco took advantage of an earthquake to remove the Embarcadero Freeway;
- Stockholm took advantage of a political situation to test congestion charging;
- New York took advantage of their experience to pedestrianize Times Square.

Conclusions

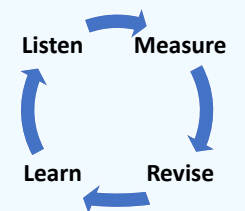
Urban transport needs major change.



Experimentation can inspire change.



Look for opportunities to experiment.



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Bridge X Proposal: <https://www.bridgeX.today>

Bridge X Transport Study: <https://andynash.com/nash-publications/2020-Nash-Bridge-X-Transport-Plan.pdf>

TRB 2021 Paper Pre-Print: TBA

References and Sources

- Photos and illustrations by ScenesLab and Andrew Nash unless noted.
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BRIDGE^X THANK YOU

www.bridgex.today



Questions?

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