

CITY OF MISSOULA

**TACTICAL
URBANISM
TOOLKIT**



FRANKLIN TO THE FORT TRAFFIC CIRCLE MURAL

ACKNOWLEDGEMENTS

This toolkit was developed by Missoula in Motion with guidance from other Public Works & Mobility staff. It is largely based on the experiences of individual Missoulians and local neighborhood groups who have worked with city staff to create placemaking demonstrations around newly installed traffic calming infrastructure.

Thank you to the Missoulians who worked on these projects and shared their experiences with us so that we could create a toolkit to help community members make real change.

GLOSSARY

Placemaking

- The process of creating quality places where people want to live, work, and play.

Traffic Calming Infrastructure

- Roadway designs and interventions that slow vehicle speeds, minimize cut-through traffic, and enhance safety for people biking, walking, and driving.

Neighborhood Greenways

- Low volume, low speed, low stress local streets that prioritize safety, comfort, and convenience for people biking and walking.

Traffic Circle

- A small circle in the center of the intersection of two or more streets, intended to calm traffic by forcing vehicles to turn around the circle .

Bulb Out

- Curb extensions that extend the sidewalk into the parking lane to narrow the roadway and provide additional pedestrian space and visibility at key locations.

Parklet

- Pop up park that converts parking spaces into temporary people places in support of a friendly environment for people biking and walking.

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TACTICAL URBANISM

: a city and/or citizen-led approach to neighborhood building using short-term, low-cost and scalable interventions to catalyze long-term change.

INTRODUCTION

Parklets. Traffic circle murals. Strategically placed planters.

In a built environment that reflects a century of planning and design around the automobile, these temporary projects provide a vision of how our spaces could look if we designed for people first and foremost.

Missoulians are embracing a variety of projects collectively known as placemaking demonstrations - relatively quick and easy ways people can make their neighborhoods safe, comfortable, attractive, and conducive to a variety of social interactions.

Citizen-led placemaking often happens in conjunction with quick-build traffic calming infrastructure that has been installed by City staff.

The City recognizes the benefits of tactical urbanism and the value that placemaking brings to traffic calming infrastructure. Current policy direction and funding sources require City staff to install simple safety features that will effectively calm traffic.



These simple installations are a perfect opportunity for partnerships wherein the City installs the projects and community members personalize the installations in the spirit of their neighborhood.

Neighborhood organizers have already begun beautifying these spaces with art and plants as well as hosting events that help their neighbors embrace public spaces designed for people.

Placemaking is an opportunity for you and your neighbors to create a more walkable and vibrant community and we intend for this toolkit to give you the guidance you need to get started.

Case Study #1

KEMP & SCHILLING MURAL AND PARKLET

THE PROCESS

Set goals and find funding: The Franklin to the Fort Neighbors in Action worked closely with City staff to come up with ideas. They then received a Neighborhood Grant towards 8 planter boxes, 2 traffic circle murals, and 2 parklets.

Assemble a team and get supplies: The leadership team spent 2 months going to neighborhood meetings, reaching out directly to people who live nearest the project sites, and finding people interested in maintaining the planters over time. Team leaders solicited material donations from local businesses, got supplies from Home Resource, and worked with the Missoula Urban Demonstration Project (MUD) to construct planter boxes. Then they primed the circles for painting.

Get to work: The team leaders sent out an email blast and posted on social media inviting their neighbors to join them for a painting party using a design that anyone could work on. The team made sure to purchase enough paints, brushes, buckets, and cups for volunteers to use.

20

Neighborhood
volunteers

\$6,000

in funding from the City of Missoula Office of
Neighborhoods Grant



THE TEAM

The Franklin to
the Fort
Neighbors in
Action (F2F NIA)
is a group who
host community-
building
activities.

Case Study #1



"WE GOT TONS OF POSITIVE FEEDBACK DURING THE PAINT NIGHT. EVEN THOSE WHO WERE OPPOSED TO THE TRAFFIC CIRCLE WERE HAPPY THAT THEY HAD CHARACTER NOW. WE HELPED CREATE A MORE POSITIVE ATTITUDE ABOUT THEM."

- Jennie Vader, team lead



**building
planters**

**volunteers
painting**

**crowdsourcing
mural ideas**



TACTICAL URBANISM IN MISSOULA

Placemaking demonstrations can last anywhere from 4 hours to 4 years (or longer) and take on a variety of forms. This guide provides a closer look at 3 of the most common placemaking demonstrations: planter boxes, traffic circle murals, or parklets. These features help directly calm traffic while contributing to Missoula's unique culture. They help build pride in the community while reminding us that our streets are spaces where people bike, walk, roll, sell lemonade, play hockey, talk about elections, and more! These projects can help city planners and community members alike:

- Gain a better understanding of neighborhood needs on a hyper local scale
- Test new ideas before investing in more permanent solutions
- Speed up decision making and project implementation
- Encourage community involvement
- Demonstrate public support for change
- Encourage people to work together in new ways, strengthening relationships between residents, non-profits, local businesses, and government agencies

ROLES AND RESPONSIBILITIES



CITY OF MISSOULA

For the types of tactical urbanism projects featured in this toolkit, City staff will help:

- » Choose your project location using a specific set of design and location criteria.
- » Organize for street sweeping or power washing of the project area if possible/applicable.
- » Enhance safety and managing traffic control, as needed, through distribution of information, reflective vests, temporary barricades, etc.
- » Facilitate conversations with neighbors and relevant public agencies as needed.

COMMUNITY MEMBER

Then it's really all up to you. You'll have tons of creative liberty and we hope you make your project as representative of you or your community as you like! So here's what's on your list:

- » Plan and implement your project including sourcing materials.
- » Pick up any necessary safety gear.
- » Provide City staff with any follow up or evaluation you've opted to collect.
- » Maintain your project for as long as it is meant to last.



Case Study #2

3RD & MYRTLE PARKLET

The Process

Plan and Assemble a team: Safety concerns at this intersection prompted City staff to remove parking and formally establish crosswalks. Jessica, a neighbor with an interest in placemaking, shared with the adjacent businesses examples from communities that used spaces like this for parklets. The businesses and property owners then worked with City staff to develop a plan for seating, bike parking, planters, and artwork to help create an inviting space for people, ensuring the safety features would work as intended and making the best use of the space after losing parking.

Find funding: Jessica worked with City staff to apply for an AARP Community Challenge grant to cover the cost of artwork, bike racks, and additional ADA features. Due to the high profile nature of the site and scope of the project, the City required more durable and expensive materials for artwork, but also completed substantial infrastructure improvements, such as water main replacements, ADA curb ramps, and repaving of the entire intersection, prior to the project.

Get to work: Much of the citizen-led work on this project was organizational: developing the design of the parklets, soliciting and choosing an artist through a public call for art, communicating timing of improvements to adjacent businesses and neighbors. The material used for the artwork, preformed thermoplastic, needed to be installed by City staff. After the parklets were established, the nearby businesses hosted an unveiling event and hope to host First Friday events throughout the year.

20

Neighborhood
volunteers

\$12,500

in funding from the AARP Community
Challenge Grant



The Team

**City staff,
neighbors, and
adjacent
businesses and
property owners
collaborated to
make this project a
success.**

Case Study #2

more bike parking



picnic tables
and planters

"NOW THE CURB EXTENSIONS ARE ALLOWING PEDESTRIANS TO COME OUT FURTHER INTO THE STREET WITH LESS ROAD SPACE THEY NEED TO CROSS. AS A DRIVER YOU CAN SEE MORE CLEARLY DOWN THE STREET AND BIKERS ARE USING MORE CAUTION."

- Jessica Dougherty Goodburn , team lead

STEP BY STEP GUIDE

QUESTIONS TO CONSIDER



Do I want to beautify an existing installation or build something new?

Do I want an art project? A construction project?

Do I want to work with my neighbors?

Do I want to plan a big project and find funding/donations?

How long will it last?

Will it need to be maintained over time?



1. REACH OUT TO A
PLANNER



3. START PLANNING



5. GET SUPPLIES



2. ASSEMBLE A
TEAM



6. GET TO WORK



7. EVALUATE



REACH OUT

(406) 552-6081

contact@missoula-neighborhoods.org

Let City staff know you're interested. They'll provide you with information on design and location criteria and work with you to coordinate any safety and traffic control that might be necessary. The staff member can also help you brainstorm project ideas.



ASSEMBLE YOUR TEAM

The most successful projects involve a variety of people.

Which aspect of the project do you need help with?

A team can help with planning, implementing, or even maintaining a project over time.

Will you need a point person or leadership team to submit grant applications, make final decisions, and answer questions from volunteers or make sure the group stays on task?

Having someone who can coordinate larger projects is necessary for making sure things get done.

Leadership team duties can be broken down according to task - **leader, planner, promoter, designer, artist, builder.**

Missoula is filled with creative and motivated activists, artists, and organizations who get excited by these types of projects. They're the ones to call, email, chat with on social media, talk to, or invite to a neighborhood meeting!

Look for opportunities to talk to your neighbors and neighborhood organizations, local nonprofits and businesses in your area, and/or friends with experience in community organizing, design, or the arts.



LEADERSHIP TEAM

Use this space to keep track of your leadership team and their contact information.

PROJECT LEAD

DESIGNER/ARTIST/BUILDER

VOLUNTEER COORDINATOR

OUTREACH LEAD



START PLANNING

Set goals. Now that you've worked out some details and have an idea of what you want to accomplish you can begin outlining a clear vision and outcomes.

Goals can include beautifying traffic calming infrastructure, engaging with your neighbors, creating art, hiring an artist, building a certain number of planter boxes, working with specific organizations, fundraising, and creating a maintenance plan for longer lasting projects.

Create a timeline. Forming your goals and outcomes into a timeline will make the work easier. Ask yourself:

How long will my project take to organize?

How long will it take to install?

Do I want to brainstorm ideas and designs with the community or do all of the planning myself?

Each of these considerations will impact your timeline. Ask the staff member for timeline suggestions if you are unsure.

MURAL
SKETCH



Determine the cost. We have seen a spectrum of projects that range from reliance on volunteers and use of donated materials to contracting professional artists and the use of expensive, highly durable materials. The specifics of your project costs will depend on the type and location of the project, the intended outcomes and longevity, and whether you plan to pay artists and installers.

Staff will discuss options with you and help you decide if crowdsourcing from your team, soliciting donations from the community, or pursuing local, regional, or national grants might best fit your vision.

WORK PLAN

Use this space to briefly describe your project including a list of necessary steps. This will form the foundation of your timeline.

PROJECT DESCRIPTION

PROJECT STEPS



FIND FUNDING

Once you've set goals and determined the cost of your project, you'll need to figure out how to cover those costs. You can look for grant funding, crowd source in your neighborhood or plan to rely on donations.

Community Grants

- [AARP Community Challenge Grant](#)
- [City of Missoula Neighborhoods Grant](#)
- [America Walks Community Change Grants](#)
- [Project for Public Spaces Community Placemaking Grants](#)

Online Search Terms for Grants

- 'Neighborhood grant'
- 'Placemaking grant'
- 'Healthy communities grant'
- 'Neighborhood funding'
- 'Placemaking funding'

DIY Design vs. Commissioned Art

Deciding whether you want to hire an artist or do it yourself will significantly impact your budget.

If you're creating public art, DIY is the cheaper option. You'd be responsible for creating a design or brainstorming with neighbors and friends. It may be more time consuming as you decide on style, colors, scale, and sourcing supplies.

Commissioning an artist will be more costly, but you can work out a deal that divides responsibilities between the artist and your team based on your needs and ability.

This approach might also be more attractive to neighbors, or potential funders. For example, the Northside CREW secured grant funding to hire indigenous artists to design their mural project at the intersection of Holmes St. & Defoe St..

For more information or help commissioning an artist check out the [Public Art Committee](#).

TIMELINE

Use this space to outline what you're doing and when. For example Phase 1 might include setting up a leadership team, drawing up a plan, and recruiting volunteers. Phase 2 might include making a list of supplies, finding funding, and procuring supplies. Do your best to estimate how long each phase will take and use specific dates.

PHASE 1

PHASE 2

PHASE 3



GET SUPPLIES

The supplies you need will depend on your project type. You may need paints and brushes, cleaning supplies, water, wood, tools, soil, etc.

What phases are specific to your project?

For example, cleaning prior to beginning work or afterwards, priming for painting, or construction of planter boxes.

In Missoula there are a number of community resources for projects like these. A good place to start is asking your neighbors if they have leftover supplies from a house or garden project.

Check Home Resource for building and paint materials. Missoula Urban Demonstration Project has tools and workspaces for rent. The Missoula Public Library has a maker's space with tools as well and all you need is a library card.

There are plenty of ways to be cost effective when gathering supplies. Some businesses might be willing to donate materials to your project - it never hurts to ask!

SUPPLY LIST



GET TO WORK

Make a work schedule. Refer back to your timeline and goals here. You know what you want to do and how long it's going to take. Now you've got a team and supplies as well so put everything together.

Start by finding days and times that you and your team are available and make a schedule around that.

Will you need to prep the space before bringing in your volunteers? Pay attention to the season and weather forecasts. Cold and rainy = less fun. Consider planning a rain date.

Talk to the staff member to find out if there is any scheduled road maintenance for your location and inquire about safety gear. You wouldn't want to paint a street mural only to find out that the road is being repaved 2 weeks later!

Recruit volunteers. This is where your community organizing will really come into play and there are many ways to do this.

Basically, you want to let people know what you're doing, when you're doing it, and how they can be a part of it. Ask folks to RSVP so you can plan accordingly and make sure you have the right number of paint brushes or tools.

Alternatively, you can ask folks to BYOT - Bring Your Own Tools!

Install your project. You've made it to the big day! You have all of your supplies, a great group of volunteers, and the sun is shining (or at least it isn't pouring rain). Getting your hands dirty is the fun part. Once you start, provide clear instructions to your volunteers. If you have a visual concept for your project, print out the template or design so your volunteers have a reference.

Take photos and videos throughout the day to share with everyone later. People will likely come by to see what's going on. This is a great opportunity to start a larger conversation around your project and why you think it's important.





EVALUATE AND FOLLOW UP

Measurement and evaluation are crucial components of any tactical urbanism project. While research has demonstrated that the types of projects highlighted in this toolkit have multiple benefits -calming traffic, building community, increasing neighborhood pride, celebrating local artists, etc – each project is a little different and we are still learning a lot about what works (and doesn't) in Missoula.

For any of the traffic calming projects, City staff will collect before and after traffic data, such as vehicle speeds and volumes. Depending on the project, staff may also look at parking utilization, driver yield rates, or other measures of the project's impact on safety and performance of the street.

We also encourage you to collect some data. This could be as formal as taking additional traffic counts or as informal as talking to your neighbors and relating the themes of your conversations back to the city. Here are some ideas for data collection that will help you and the City maximize the value of your project:

PRE-PROJECT

- Track the number of neighbors engaged in project development
- Interview neighbors about project/traffic concerns
- Track the amount/types of materials received through donation
- Document the process

DAY OF PROJECT

- Number of volunteers
- Length of time to complete

POST-PROJECT

- Count people walking, biking, rolling, skating during a specific window of time on specific days
- Interview neighbors about perceptions of use, safety
- Interview artist/volunteers about their experience

ENGAGEMENT AMPLIFIES EFFECTIVENESS

OUTREACH TIPS

- Make a flier with project info and volunteer days
- Email neighborhood group lists
- Go door to door
- Post on neighborhood social media groups
- Post in the Nextdoor App
- Present at a neighborhood meeting and bring a sign up list
- Invite local business owners with an email, phone call, or drop by

This is true in each phase of your project - planning, assembling a team, recruiting volunteers, or installing your project. Make sure that your neighbors know about your project and are able to experience how it can benefit them. The more people who use and enjoy the space and recognize its value, the more support will be given to future projects in your neighborhood and elsewhere in the city.

There are plenty of free online resources that have design templates for social media posts or physical posters and a few places in town to print them if you don't have a printer of your own. See more resources and tips for engagement below:

RESOURCES

- City of Missoula [block party permit](#)
- [Neighborhood Traffic Management Program Energizers](#)
- Free graphic design websites
- Missoula Public Library Computers and Printers
- Missoula in Motion [Parklet program](#)

THINGS TO CONSIDER

DO

TAKE LOTS OF
PICTURES AND VIDEOS

DO

PLAN AROUND THE
WEATHER

DON'T

TAKE ON TOO MUCH

DON'T

WAIT TO GET STARTED

DO

FOLLOW UP WITH A
CITY PLANNER

DO

KEEP WORK SHIFTS
SHORT

Case Study #3

HASTINGS & MAURICE TRAFFIC CIRCLE MURAL

The Process

Plan Your Project: Madson worked closely with City stadd to choose a traffic circle in their neighborhood. They started the design process by measuring the circle and finding inspiration. Basing the design on a coaster they'd seen and on traditional Spanish tile allowed them to create something vibrant, engaging for all ages, and relatively simple to paint.

Get supplies: Finding materials was actually the easy part. After researching what they needed, all it took was one trip to Home Resource to gather simple materials - paints and paint brushes. They were able to use tools they already had and take advantage of a Home Resource discount due to their affiliation with a local nonprofit.

Get to work: Painting it themselves gave Madson instant gratification. They chose this particular traffic circle due to its proximity to their house. They could easily walk to it on work days in order to clean, prime, and paint. It also provided an opportunity to talk with their neighbors about the project.

1
Neighborhood
volunteer

\$40

self funded + a neighborhood donation



The Team

Here's one person
who did it all
themselves! Madson
took the lead on
painting a mural at a
traffic circle in their
neighborhood.

Case Study #3



Multiple project phases



planter boxes



**"PEOPLE WERE APPRECIATIVE OF
MY WORK BECAUSE
IT WAS THEIR NEIGHBOR
LEADING THE CHARGE
AND THEY WERE EXCITED BECAUSE
THEY FELT SOMEONE
INVESTING IN THEIR NEIGHBORHOOD"**

- Madson Matthias, team lead

PROJECT IDEAS



TRAFFIC CIRCLE MURAL

Beautify traffic circles in your neighborhood.



PARKLET

Public space created for people, not cars.



PLANTER BOXES

Traffic calming mechanism and beautification tool.

DESIGN CONSIDERATIONS

Street art helps calm traffic while also enhancing the sense of place. Intersection murals have referenced the natural world, accentuated nearby historic architecture, emphasized the changing seasons, mimicked Portuguese tile, and just repeated geometric shapes. The sky is pretty much the limit when it comes to painting inside of traffic circles and bulbouts. Still, these areas are within public right-of-way and there are few no-nos when it comes to design:

- »»> Avoid slogans, sayings, or large words other than the names of the street(s) or neighborhood
- »»> Avoid logos/branding/marketing for any business or organization
- »»> Avoid political designs or statements
- »»> Avoid anything that could be misconstrued as a traffic control device - i.e. no red octagons
- »»> Keep designs within the boundary of the traffic circle or bulb out

MATERIALS

PAINT

Acrylic house paint \$

Latex zone marking paint \$\$ RECOMMENDED

Garage floor paint - higher durability \$\$

DecoMark or similar preformed thermoplastic - highest durability \$\$\$

COATING

Weather seal, such as Thompson's, is recommended. Try to avoid oil-based products which can draw oils through your art from the asphalt below

Anti-graffiti seal

Anti-skid additive is not required, but strongly recommended in bulbouts

MONTANA NATIVE PLANTS

Brought to you by

F2F Neighbors in Action
&
City of Missoula

QUESTIONS CONTACT CITY STAFF



(406) 552-6081



contact@missoula-neighborhoods.org



<https://www.engagemissoula.com/neighborhood-traffic-safety-program>