



BETTER BLOCK

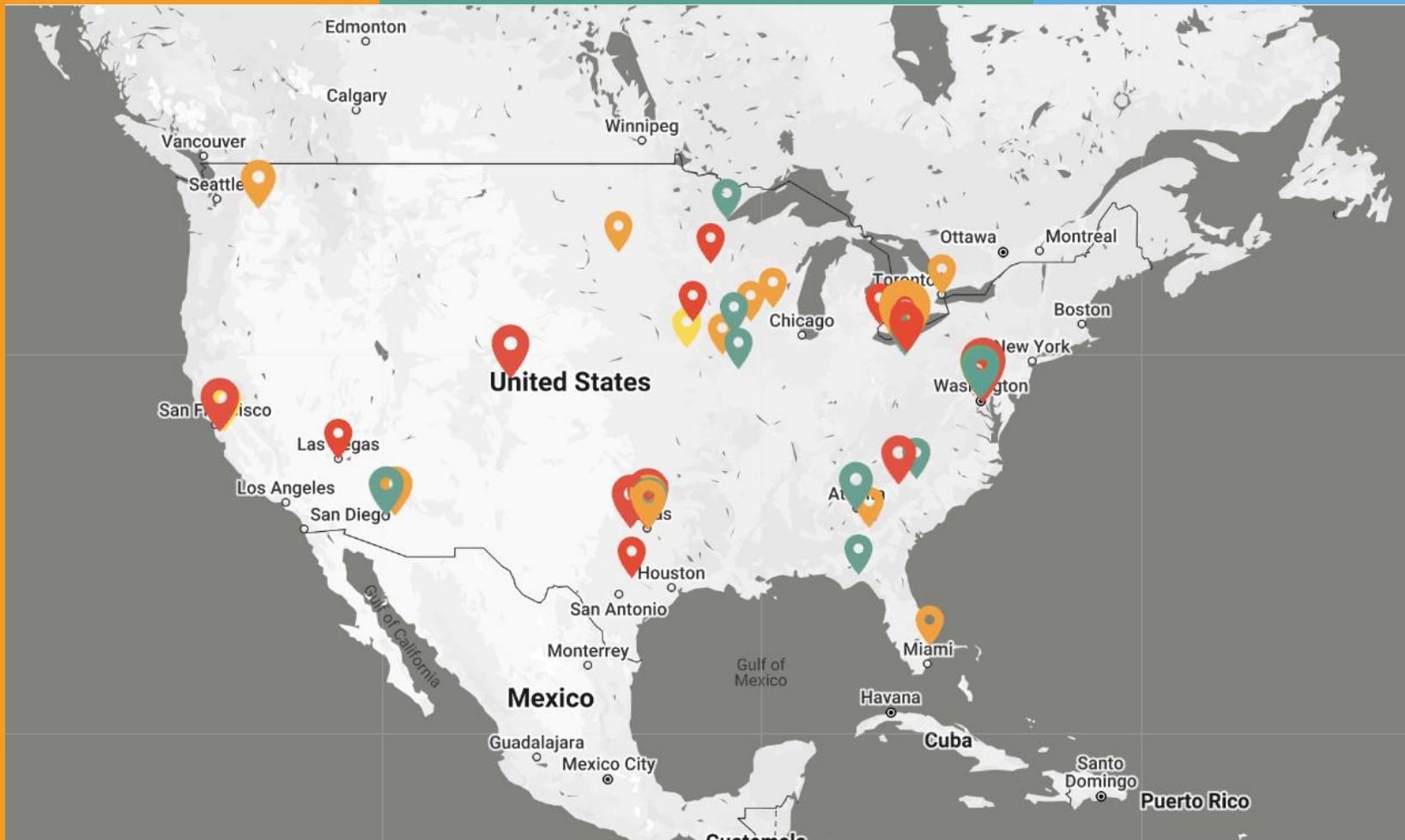
Designing Safe Roads

For all users

But First:

A bit of history, and how we go about
our work.

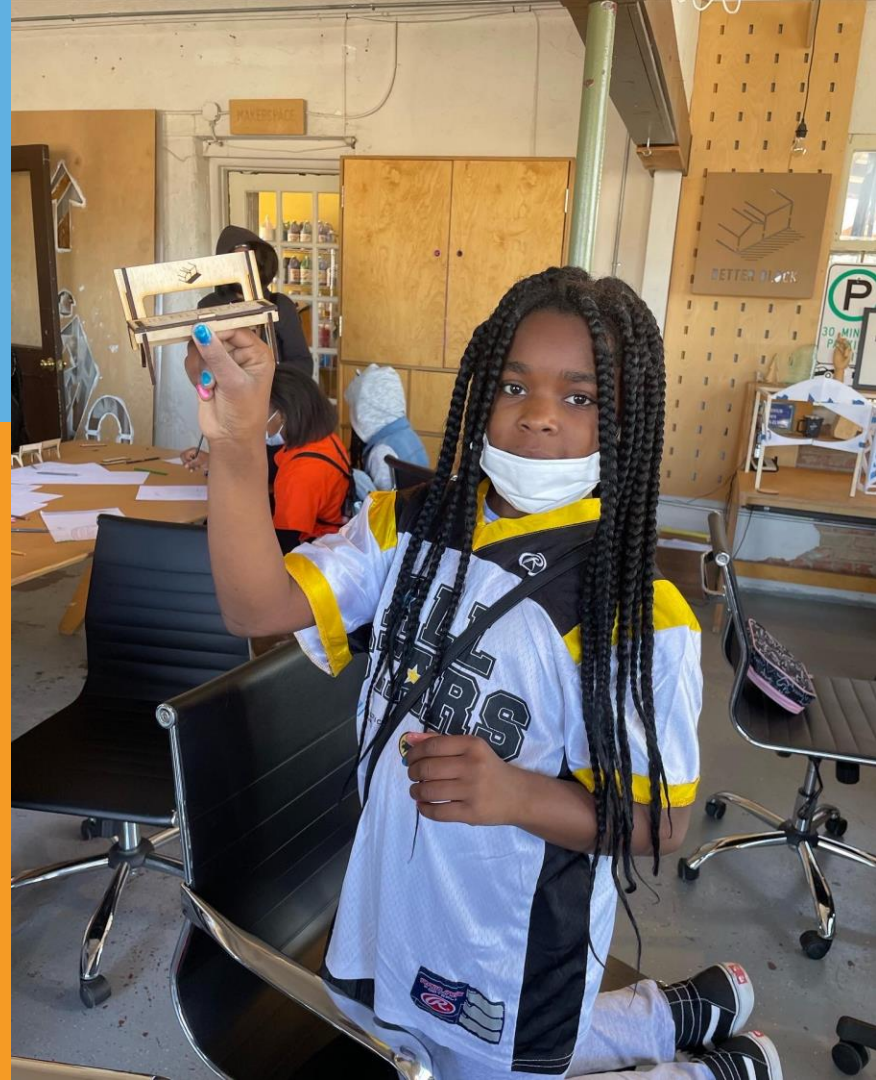




Map

Satellite









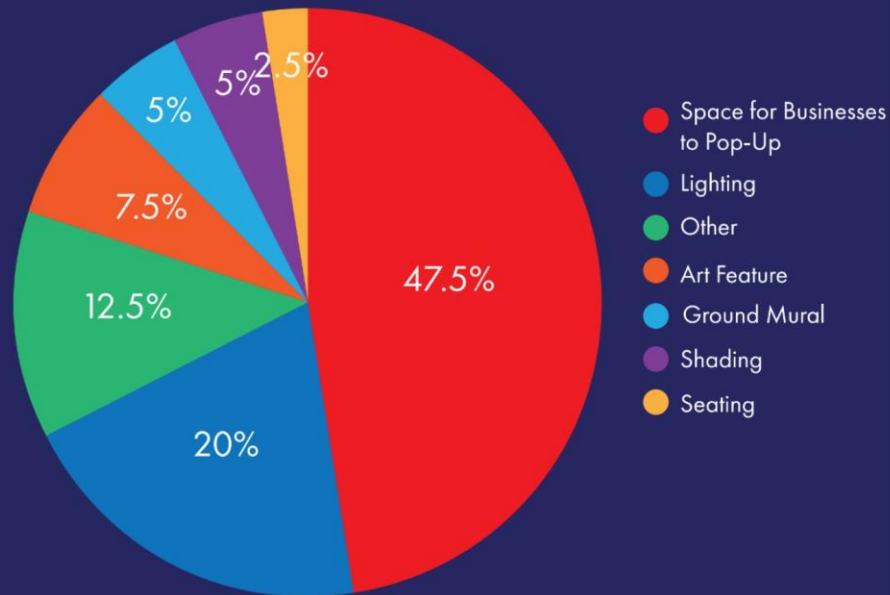
The Better Block Process



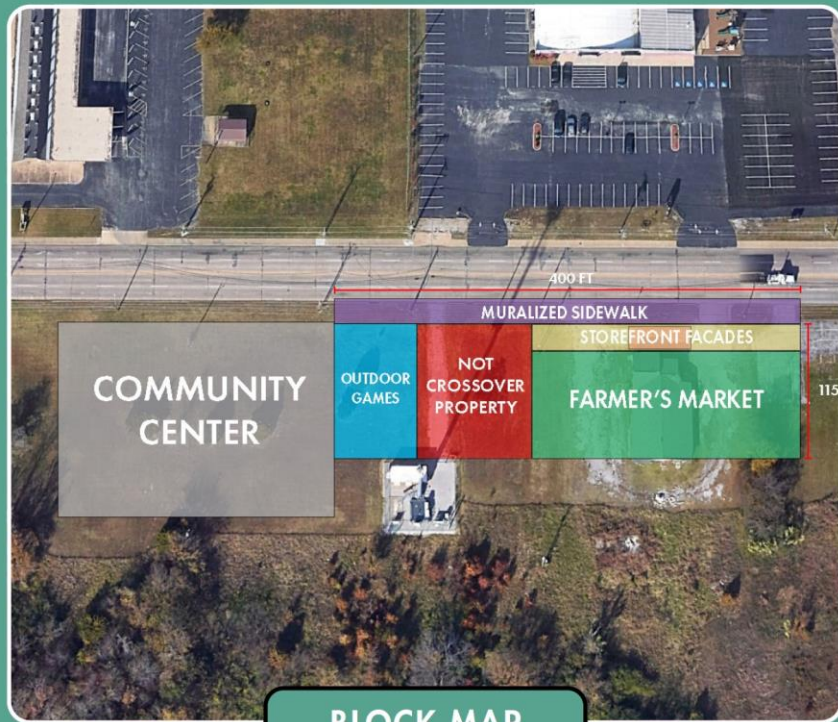
DAY 1-30: COMMUNITY ENGAGEMENT AND FEEDBACK



What would you like to see in this space?



DAY 31-60: DESIGN

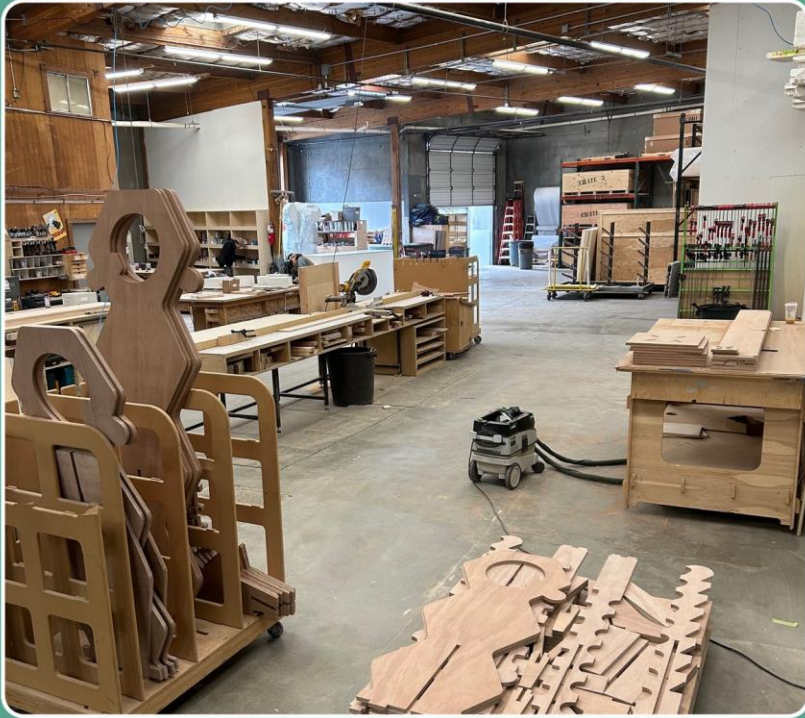


BLOCK MAP



DESIGN 1

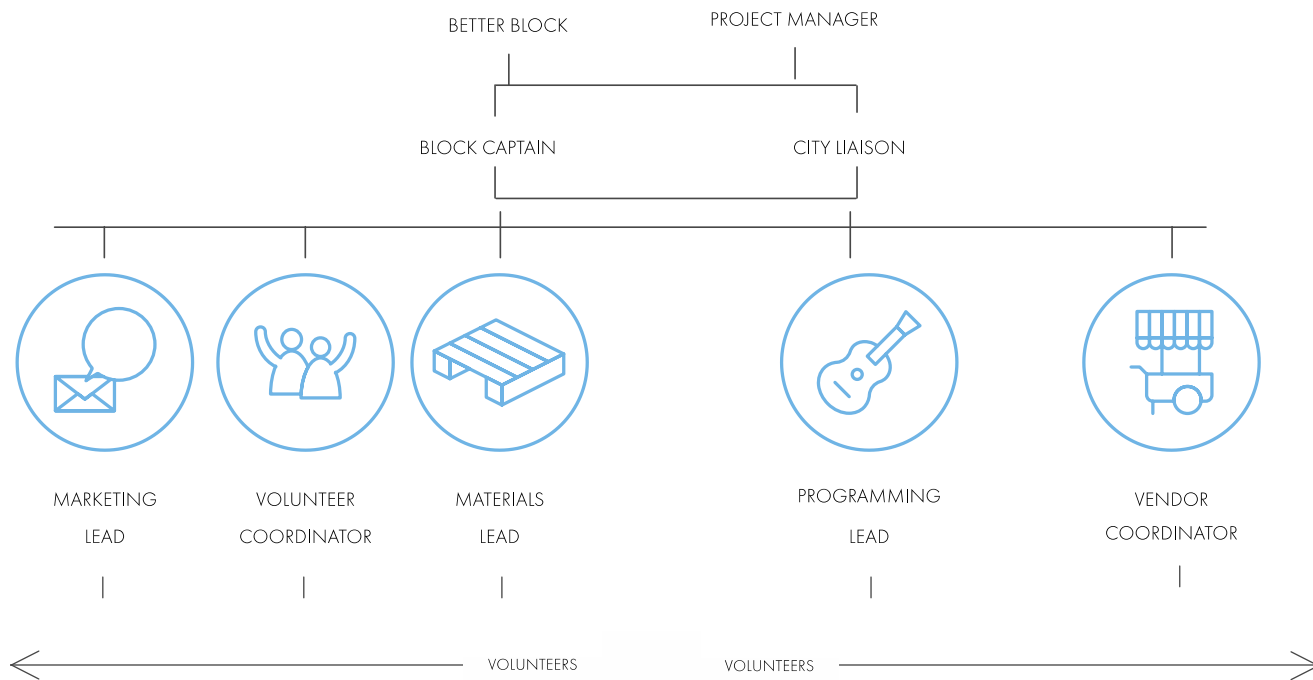
DAY 61-116: FABRICATION AND PLANNING





ORGANIZE

ESTABLISH YOUR TEAM



Core Team

The core volunteer team for the Better Block project will meet weekly and will help shape the project. Typically, this team consists of the Better Block project manager, a city liaison, Block Captain(s), and volunteer team leads (as needed).



CITY LIAISON

Time Commitment: 35-50 hours, Excluding week of event

The city liaison is usually a representative of the local government that can advocate for the project within the municipality. They will join in on most meetings from day one. Primarily, this person will join us in listening to the community members as they shape the event, but will provide feedback where necessary and will assist in cutting through the red tape as we work on permitting. This person will also assist greatly in helping us make local connections and helping market the kickoff and event.



MARKETING LEAD

Time Commitment: 25 Hours

- Lead will reach out to the community about the project. This could be through social media, the webpage, and printed materials.
- Pass out marketing materials to promote the event
- Reach out to media and organize press
- Report on the weekly call to the team what has been done to promote the Better Block that week and any needs



VOLUNTEER COORDINATOR

Time Commitment: 10 Hours Leading Up To Install Week, 24 Hours Install Week

- 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
- Set volunteer schedule for build/tear down
- Be on-site 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 LEAD

Time Commitment: 12 Hours, Excluding Week Of

- Confirm storage of materials
- Work with Better Block to organize materials as they come in
- Report on call what materials we have and what we need



PROGRAMMING LEAD

Time Commitment: 30 Hours, Excluding Week Of

- Work with partners to find performers for programming (music, art, theater, etc.)
- Use community survey results to drive the programming calendar
- Develop a program schedule six weeks out that can be marketed
- Work within budget, if applicable
- Be on-site to help performers figure out where to go
- Ensure you have everything they need to perform



BLOCK CAPTAIN

Time Commitment: 35-50 hours, Excluding week of event

The Block Captain is a volunteer position that can be filled by 1-3 people and is arguably the heart and soul of the entire event. This person / these people will be appointed by the Better Block and city liaison based on their local involvement, their ability to lead, and their availability and interest in leading a change in their community. This person will attend all meetings and will appoint volunteer leads as needed to create a successful community event. The Block Captain is a person who deeply understands the community issues at hand and is committed to creating a community reflective of all their neighbors vs. their personal interests.



VENDORS COORDINATOR

Time Commitment: 30 Hours, Excluding Week Of

- Find vendors for the event to have pop-up shops (food, alcohol, small businesses, etc.)
- Make a list of vendors with a contact and what they do/sell
- Find out what the vendors need to set up
- Work with Project Manager to develop a plan for the vendors
- Work with Project Manager to create a plan for load in/load out
- Report on weekly call what has been accomplished/needed



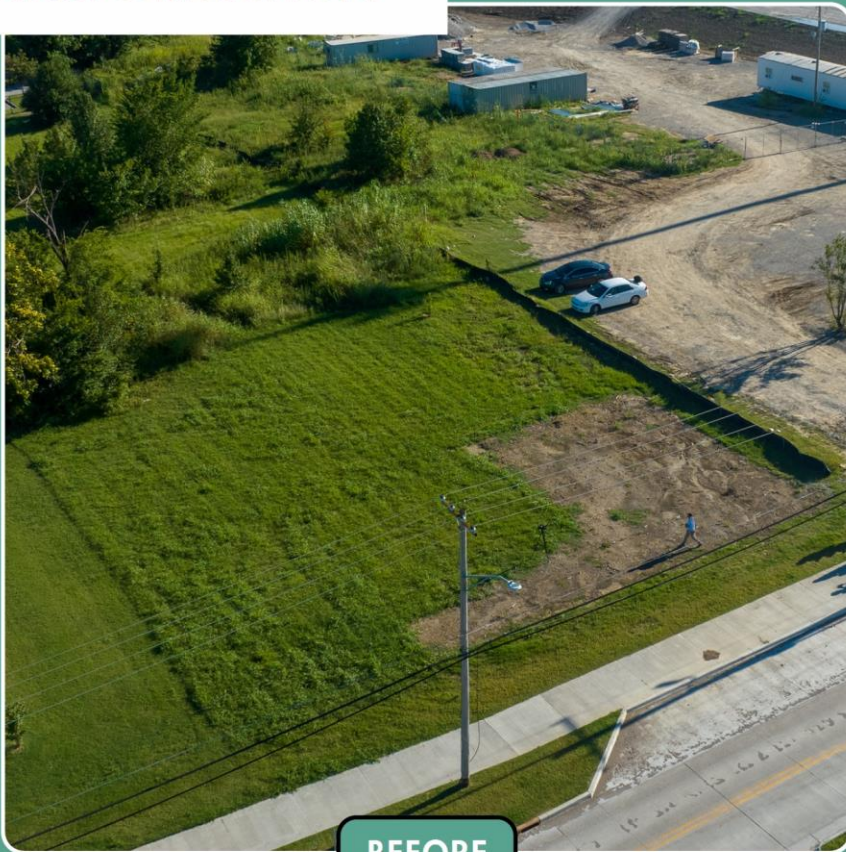
DAY 117-120: IMPLEMENTATION



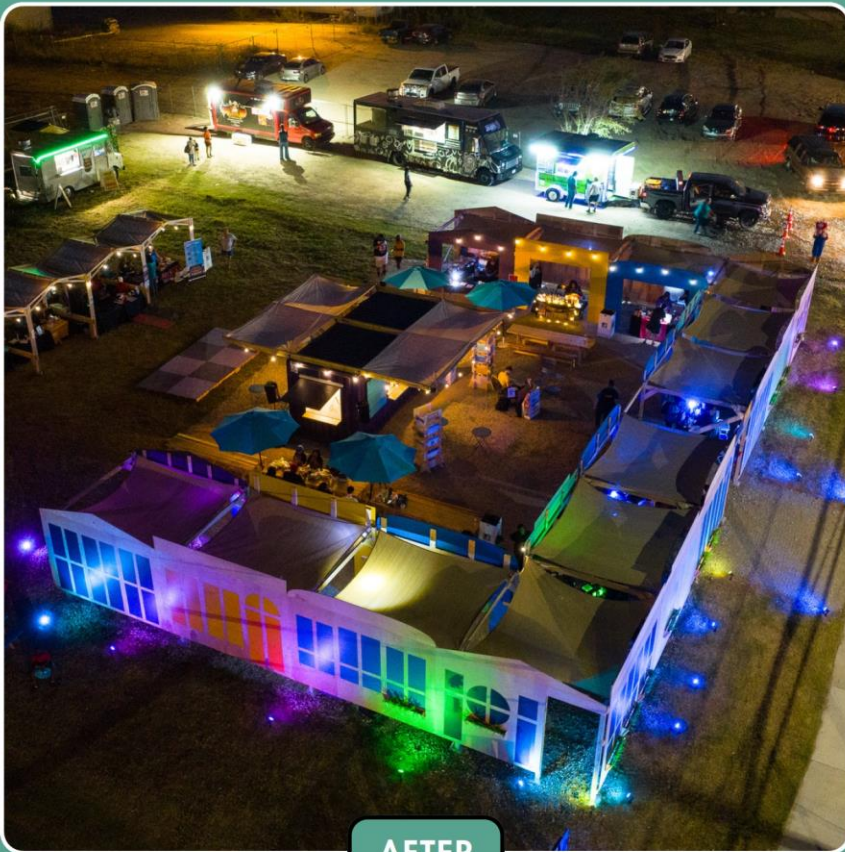
DAY 120: DEMONSTRATION



TRANSFORMATION



BEFORE



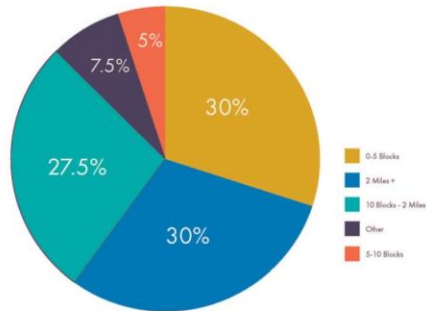
AFTER

2023 | TULSA, OK



FINAL REPORT

QUESTION:
How far do you live from the area?



THE DESIGN

The location was a vacant grass lot and it presented an opportunity to create an expansive vibrant public space. We wanted to take advantage of the size of the space by enclosing multiple storefront buildings which would lead people through an entrance into a walkable space inside. However, the site posed challenges related to the ground and surrounding. Our goal was to design elements that could withstand various weather conditions. To fight the sun, we included shade for the ground and our design of the storefronts offered shade for visitors and vendors. Utilizing the Better Block in a Box as a foundation, we built upon our digitally fabricated elements to complete the project.



BRINGING PEOPLE TOGETHER

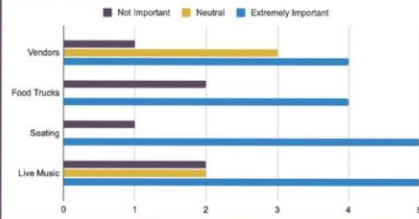
There were more than **500** people in attendance for both the Friday night and Saturday afternoon activations, which was incredibly wonderful to see. But our favorite moments were watching how people used the space during the full activation. As soon as we put our seating, people were using it. The pallet stage allowed a space where kids could showcase their skills, such as jump roping. There is a great appetite for activation in North Tulsa, and a great deal of partnerships and possibilities. There is definitely a desire to see the possibility of a farmers market, and it is certainly an idea worth pursuing.

Thank you to all of the partners, vendors, performers, food trucks, artists, and production crew involved!

George Kaiser Family Foundation	Coates	Consulting Skills on Wheels
Phoenix District Tulsa	Crossover Community Impact	Fulton Street
Crossover Community Center	North Tulsa Community Federal Credit Union	Madison Strategies
Vibrant Neighborhood Partnership	League of Women Voters of Metropolitan Tulsa	Mike Cameron
EAT365STN	Tulsa Tech	Ted Rich & The Tea Party
Dive North Tulsa	Tulsa Teah	The Jack Joint
Build in Tulsa	Tulsa Responds	And many more!

SURVEY FEEDBACK

Rate the importance of each element of the Phoenix District Better Block



RECOMMENDATIONS

1. Allow Phoenix District Tulsa to take the lead. Through this project, they found the various roles that work best for each person and identified areas they need more help. Continue to build on that. One recommendation from them was to have an Executive Director who can create more framework for the group and put a strategic plan into place outlining sustainability and staff. We propose someone whose sole focus is the Phoenix District and can commit full-time to the position.
2. Establish Long Term Plans of the Site. Collaborate with Crossover Community Center, the City, and Phoenix District Tulsa to develop the long-term plans for the site. In response to the practice survey feedback, consider incorporating a live/work space concept at the location, aligning with the community's preferences and enhancing the site's appeal.
3. Create a Proposal Based on the Learning. Leverage the insights gained from the Phoenix District Better Block to construct a comprehensive proposal for the city. Highlight the positive impacts of the project, community benefits, and the potential for future development and revitalization. Highlight the survey feedback highlights a prevailing sentiment of safety, fostering an environment that encourages additional businesses to thrive in North Tulsa.
4. Enhance Accessibility and Safety. Given the challenges posed by the vacant grass lot, consider incorporating concrete or gravel pathways to improve mobility. Walk-in pathways, clear signage and better signage from the street will help contribute to create a welcoming and secure environment for all. Upon completion of the construction, the newly added sidewalks will significantly enhance accessibility and walkability in the area.

Don't be afraid to put ourselves into the space. As we say, build for love not fear. Create and place elements and let the community use them. Trusting neighbors to take care of them.

5. Collaborate with Local Organizations. Continue to form partnerships with respected local organizations, such as Tulsa STEM, to jointly create educational initiatives. By collaborating with experts, you can provide accurate and impactful information and promote active stewardship within the community. This project showed that there is a lot of excitement and a lot of desire to bring new concepts to the area. Continue to build on that excitement.

6. Continue to Deploy the Better Block in a Box. Utilize the versatility of the Better Block in a Box for a variety of ideas with multiple organizations such as hosting cooking classes, or even a pop-up show at different locations around North Tulsa. Let other nonprofits rent the Box to activate in a variety of ways.

An Open-Source Design Library for Building Better Blocks



wikiblock



Table (Mehmet)



Chair (Richmond)



Chair (Hugo)











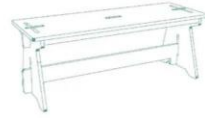
THE DREAMBOX COUCH



Jones Chair

Helton Chair

Guster Cafe Set



Greenline Bench



Frogtown Screen



Friendly Street Sign



Forney Chair



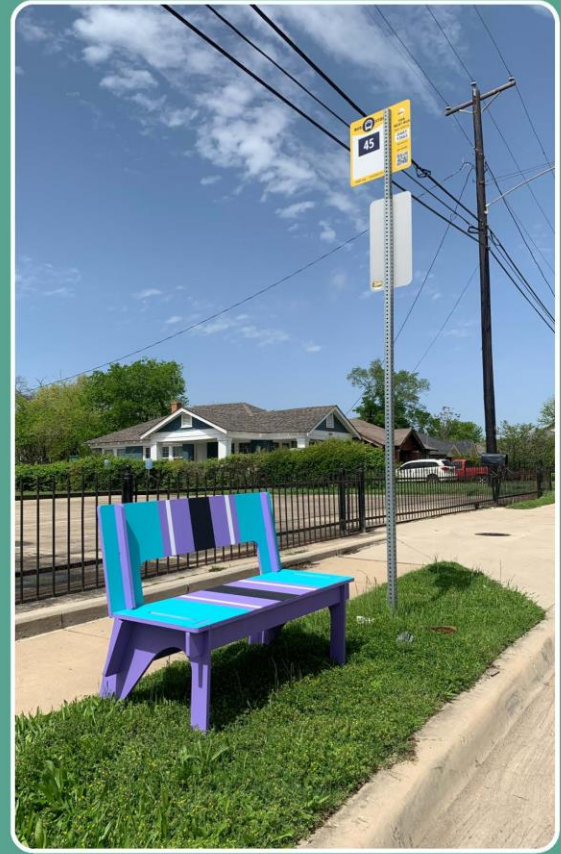
Ford Chair



Dreambox Couch

DREAMBOX PAINTING WORKSHOP







COMMUNITY RESPONSE



COMMUNITY RESPONSE



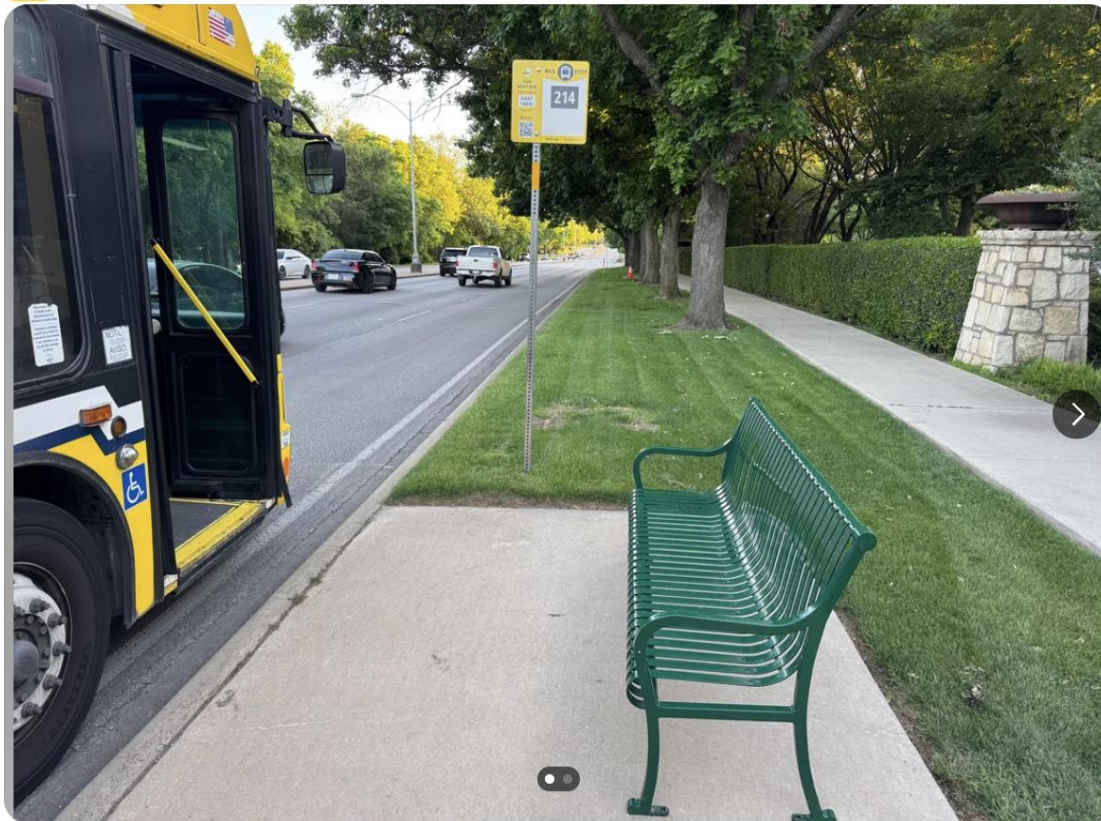


r/dart · 2 mo. ago
DART_Opr8r



Apparently installing unapproved seating spawns official seating

Bus



A couple months ago I posted about a wooden "community bus bench" that was installed at the Garland Rd @ Whittier bus stop near the arboretum. Noticed that bench is now gone and was replaced with a metal bench.



Map

Satellite



SOVA Better Block in a Box









Movie Screen

Cafe Sets

Kids' Games

Lawn Chairs

Blankets

Air Chairs

Light Poles

Umbrellas

Beer Garden Tables

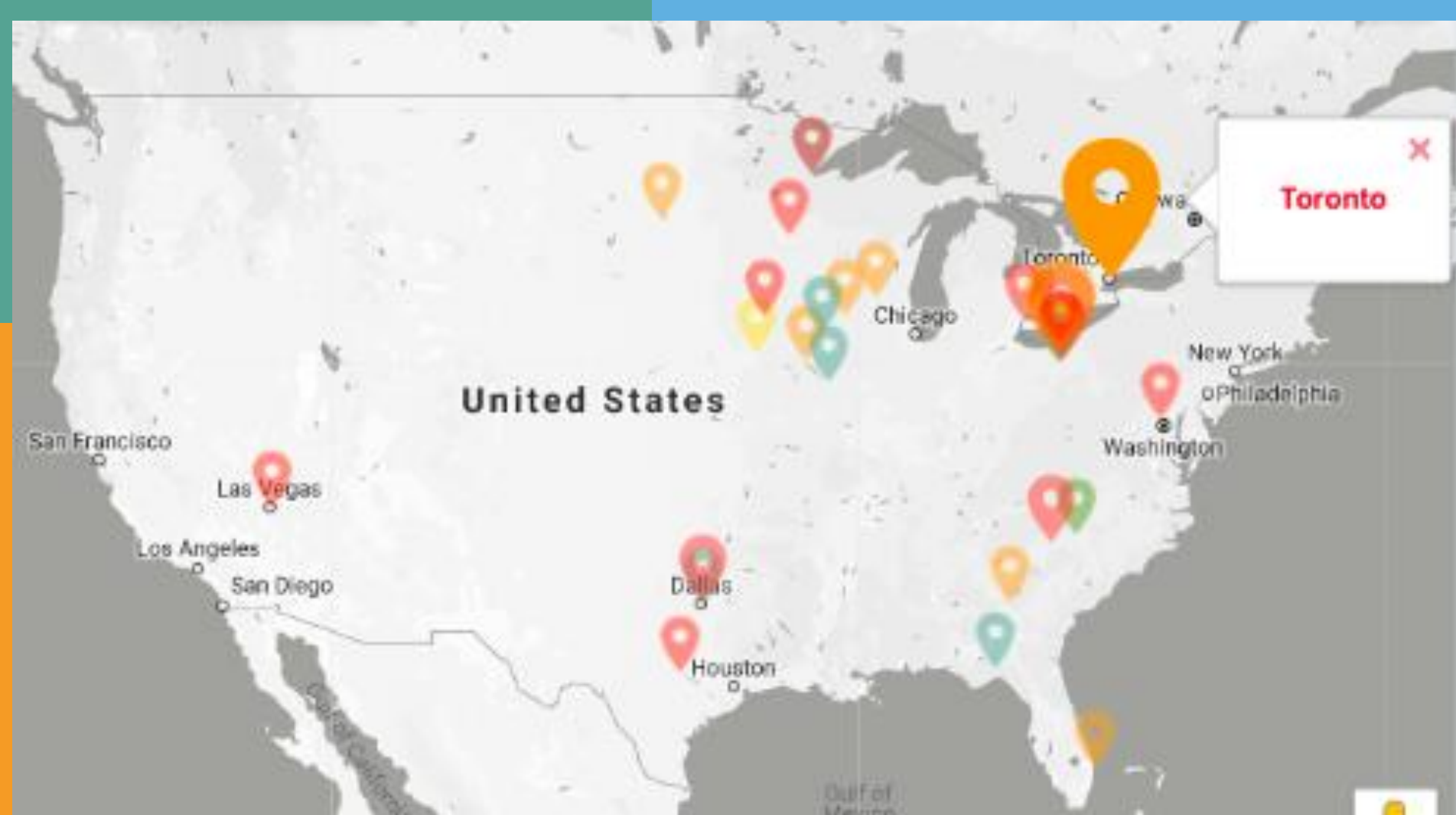






Temporarily Addressing Streets

For permanent change







2046 Danforth Ave

Toronto, Ontario



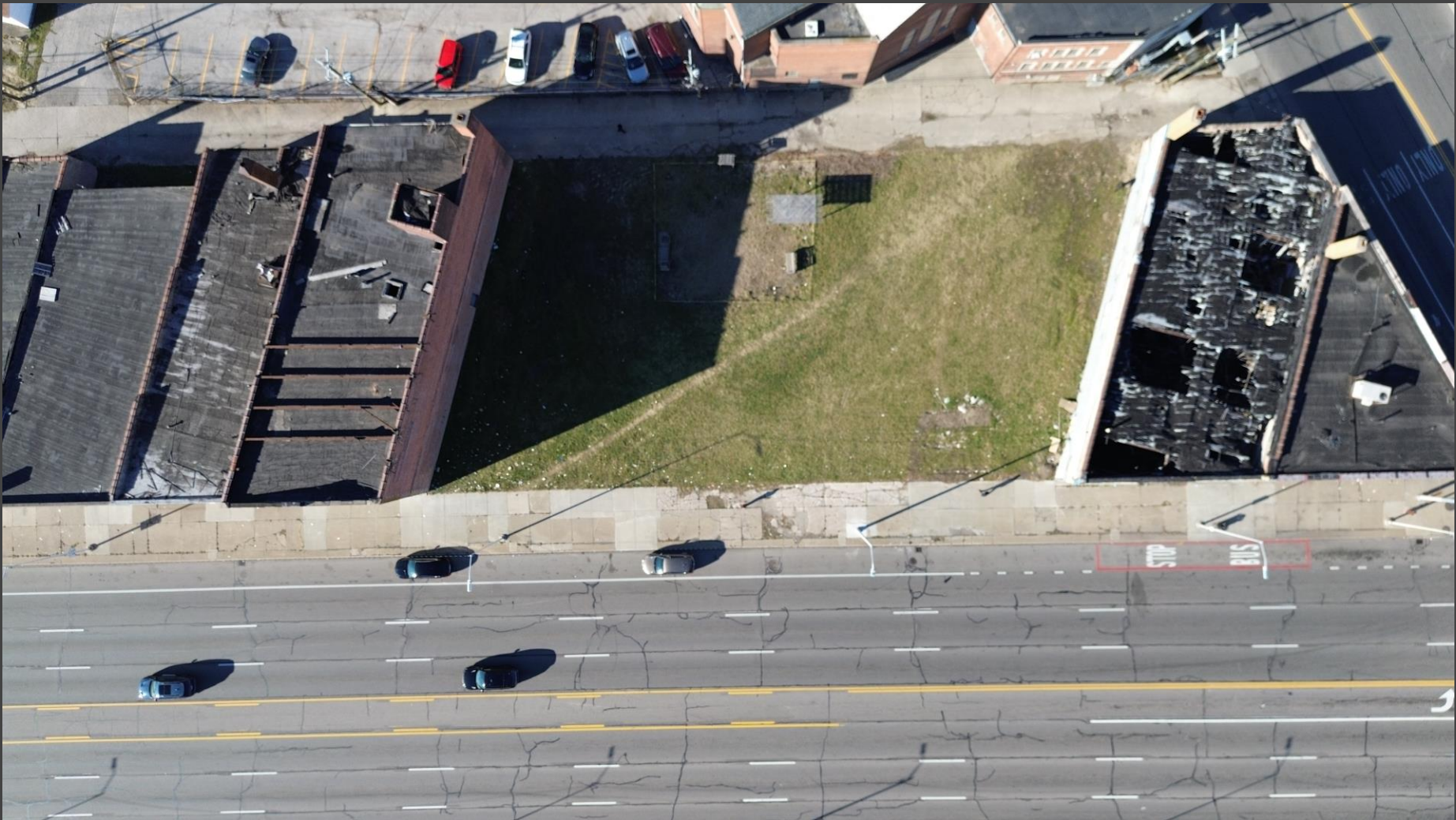
Google Street View

Jul 2024

[See more dates](#)





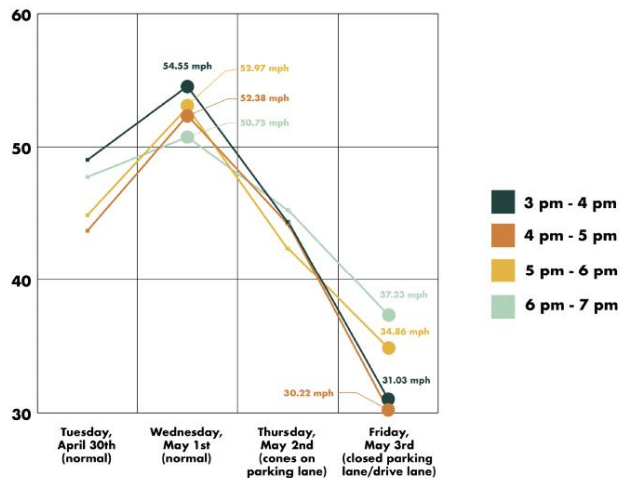






STREET STUDY (HIGHEST/LOWEST AVERAGE SPEED)

Using a speed gun, we measured traffic speeds on Gratiot Avenue along Detroit at the top of every hour from 3 PM to 7 PM over four days. The data revealed a significant impact on traffic flow, particularly on Friday, May 3rd, when a parking lane and drive lane were closed. This change resulted in a dramatic decrease in speeds, with the most significant drop being 43% during peak hours compared to days with no lane closures.



STREET STUDY (PERCENT DECREASE)

During peak hours from 3 pm to 5 pm on Friday, the event day, traffic speeds on Gratiot Avenue fell by over 40% compared to the highest average speeds on other days, as a parklet and food trucks temporarily occupied the parking lane and drive lane.



Detroit awarded \$12.5M Safe Streets for All Grant to improve Gratiot Avenue



City officials & local business owners gathered at the G7 community courtyard to announce a \$12.5 million dollar award to the City of Detroit to make Gratiot Avenue safer. The Safe Streets for All (SS4A) grant was awarded by the US Department of Transportation (USDOT) and the State of Michigan (MDOT) Infrastructure Office (MIO). This award is in addition to the nearly \$50M received from USDOT over the last two years to address dangerous streets and intersections around the City, which will be rolled out next spring.

The entire corridor of Gratiot within Detroit city limits, from 8 Mile Road to downtown, will be the focus of projects to make meaningful and lasting improvements to increase safety and reduce crashes. Between 2019 and 2023, there have been 2,542 crashes, 38 fatalities, 1,237 injuries, and 93 pedestrians hit along the Gratiot corridor. To read



Map

Satellite



Quincy Better Block



United States

San Francisco

Las Vegas

Los Angeles

San Diego

Gulf of California

Mexico

Mexico City

Gulf of Mexico

Houston

Miami

Cuba

Dominican Republic

Ottawa

Toronto

Chicago

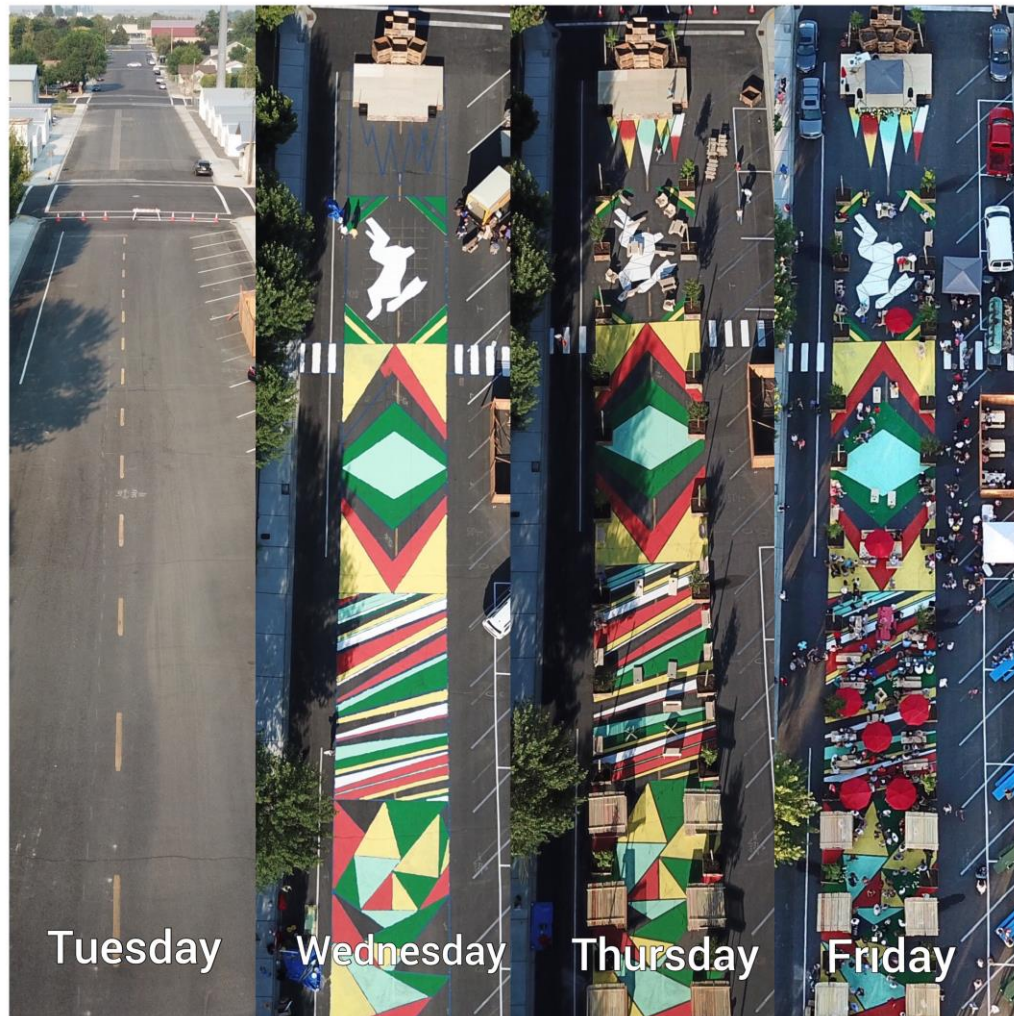
New York

Washington









Tuesday

Wednesday

Thursday

Friday







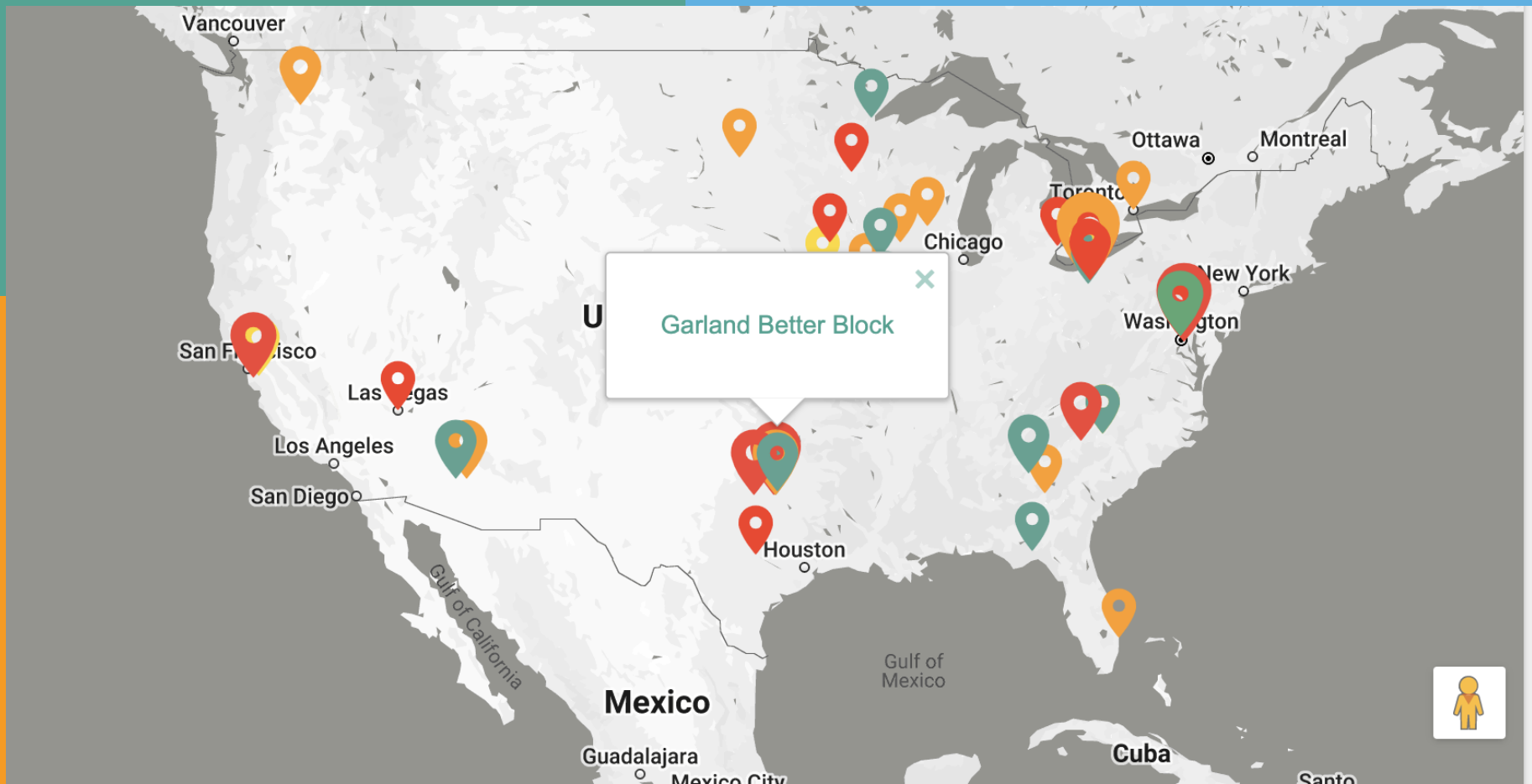


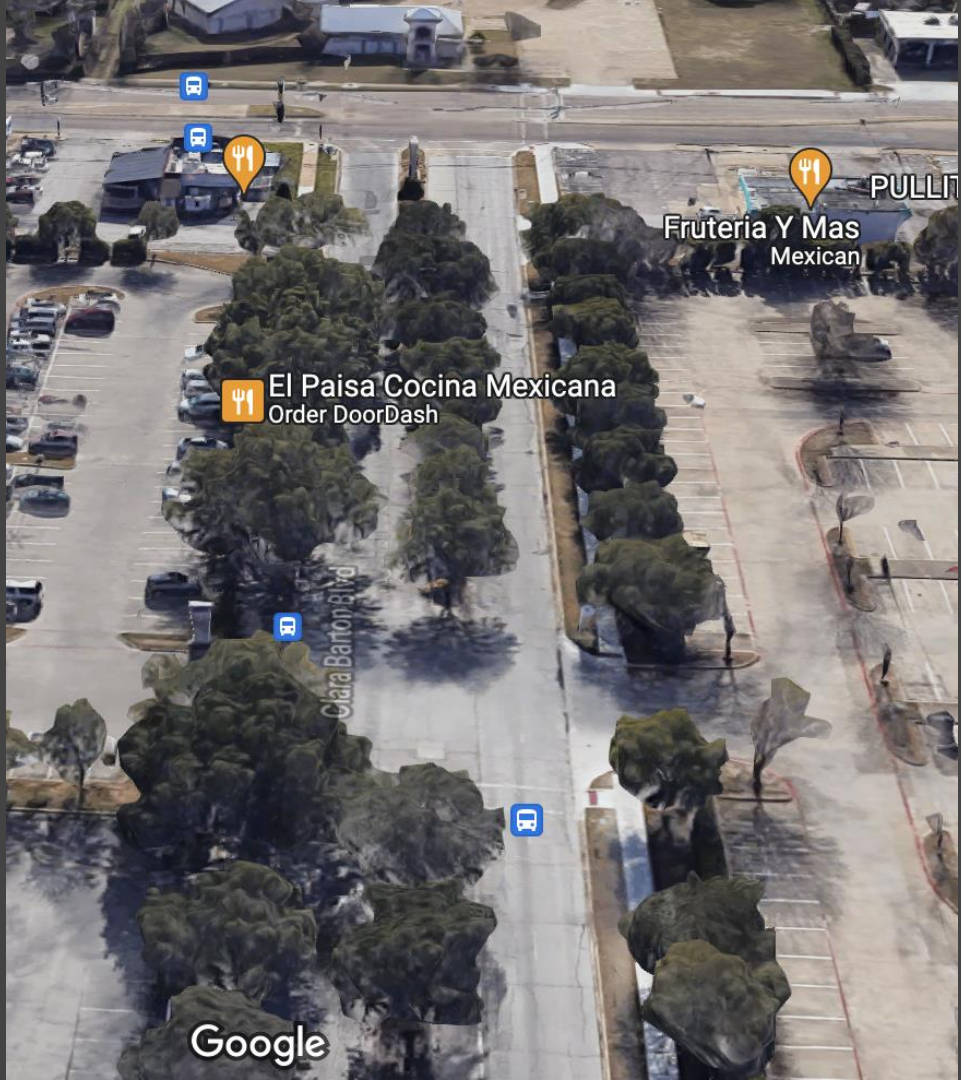












El Paisa Cocina Mexicana
Order DoorDash



Google













Thank you!

krista@betterblock.org

