

## *What is a Demonstration Project?*

Demonstration projects are short-term, low-cost, temporary roadway projects used to pilot potential long-term design solutions to improve walking/bicycling, vehicle travel, and public spaces.

### Short-Term

On the short end, a one- or two-day project may be more about community engagement and exploring new ideas. Longer projects, such as those that are in place for an entire season, may be more focused on evaluating pedestrian and driver behavior and the impact of the project on traffic measures such as pedestrian usage, vehicle speeds or yielding rates.



### Low-Cost

The cost of demonstration projects will vary depending on the type, size and duration of the project as well as the materials used. In general, material costs range from \$100 to \$10,000 per installation. The cost of a demonstration project should be significantly less than the potential final capital infrastructure project being considered.

## *Why Demonstration Projects?*

Demonstration projects allow public agencies, community partners, and people walking, bicycling, taking transit, and driving to evaluate potential infrastructure improvements before potentially investing in permanent changes. Benefits of using a demonstration project approach include:

- Test aspects of safety improvements before making further investments
- Inspire action and build support for project implementation
- Develop further public awareness of the potential issue and conceptual options
- Increase public engagement by inviting stakeholders to try demonstration projects for active transportation
- Increase understanding of active transportation needs in the community
- Encourage people to work together in new ways and strengthen relationships between government agencies, elected officials, non-profit organizations, local businesses, and residents
- Gather data from real-world use of streets and public spaces

## Planning & Design

The project location should improve overall safety and pedestrian and bicycle access to priority destinations within a community. Develop an initial sketch of the project site and potential design solutions as part of the early visioning and project exploration. Once the project location, project type, and general application have been defined, it's time to start thinking more critically about site design and layout.

## Project Installation

The installation of a demonstration project requires a thoughtful breakdown of tasks, roles, and responsibilities. Consider splitting the installation into segments.



## Testing & Evaluation

Data collection is a critical component of evaluating the success of a demonstration project. Documenting conditions before and during the project installation creates a record of the community's hard work planning and designing the temporary changes and how the project impacts the community.

## Next Steps

Very short-term projects may not require any ongoing maintenance. Projects lasting a week or more will likely require a plan to maintain the project. Document lessons learned and action items for longer-term change. Summarize findings and share them with agency partners, including the road authority.