

Making places for and with people

Learning from COVID and International Experience
creating lively places



Gehl

Gehl — Making Cities for People

By Your Name
Your title and/or credentials
Jeff Risom – Partner, Chief Innovation Officer

Gehl are urban strategists and designers, who put people first.

We work in cities around the world, to help people solve their most difficult challenges.

We make people-first transformations globally

2000-2020

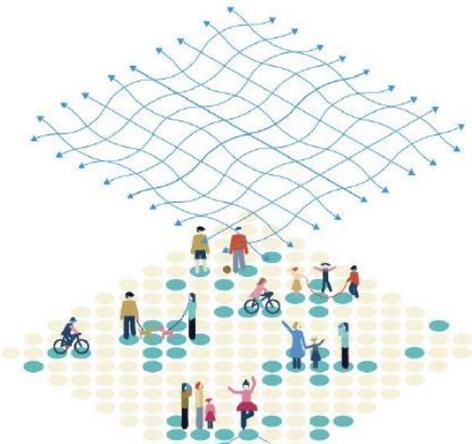
Making public life visible through data, strategy and design in over 250 cities around the world over two decades.



**Flow Optimizing +
Describing Data**
IBM, Google, Amazon,

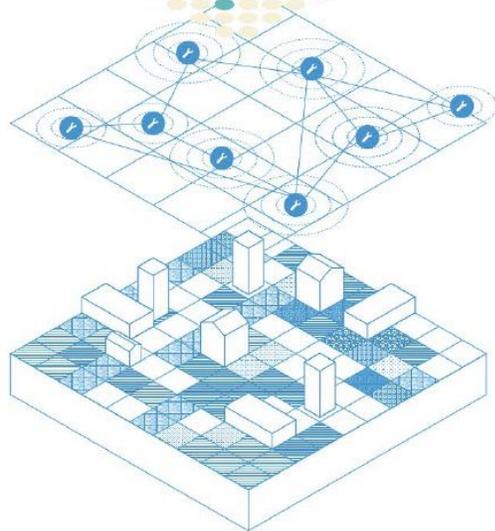


Public Life
How + who moves through
space and interacts with
one another.



Public Space
Understanding the static
data from Physical space
through human experience.

**Human Centered
Qualitative Data**
Health & School



Static GIS Data
Census, Physical Space,
Demographics, Density.

- 1. Understanding the COVID-19 impact on Cph**
 - Before/during/after insights

- 2. International examples of community mobility initiatives –**
 1. Barcelona Super Blocks
 2. National Street Service – Boise and Philadelphia
 3. Thrive Zones – Copenhagen
 4. Micro-mobility with Lyft – Austin, New York, Denver

- 3. 5 questions and suggestions to consider for traffic Islands going forward**

Hvor har vi foretaget bylivsstudier?

Horsens

Størrelse: Indbyggertal: Tæthed:
524 km² 90 370 172.3 indb/km²

Survey steder:
Havnefronten
Søndergade
Vitus Berings Pl.
Torvet
Lunden

Gehl public life data
indhentet i 2014

Svendborg

Størrelse: Indbyggertal: Tæthed:
418 km² 59 040 141.2 indb/km²

Survey steder:
Havnefronten
Torvet Svendborg
Krøyershave
Gerritsgade
Naturlegepladsen

Gehl public life data
indhentet i 2008

Helsingør

Størrelse: Indbyggertal: Tæthed:
122 km² 62 686 513.8 indb/km²

Survey steder:
Havnefronten
Fødgængerader
Axeltorvet

Gehl public life data
indhentet i 2013

København

Størrelse: Indbyggertal: Tæthed:
86.4 km² 633 449 7 331 indb/km²

Survey steder:
Gammel Torv
Strøget
Amagerbrogade
Sundbyøster Plads
Islands Brygge

Gehl public life data
indhentet i 2019



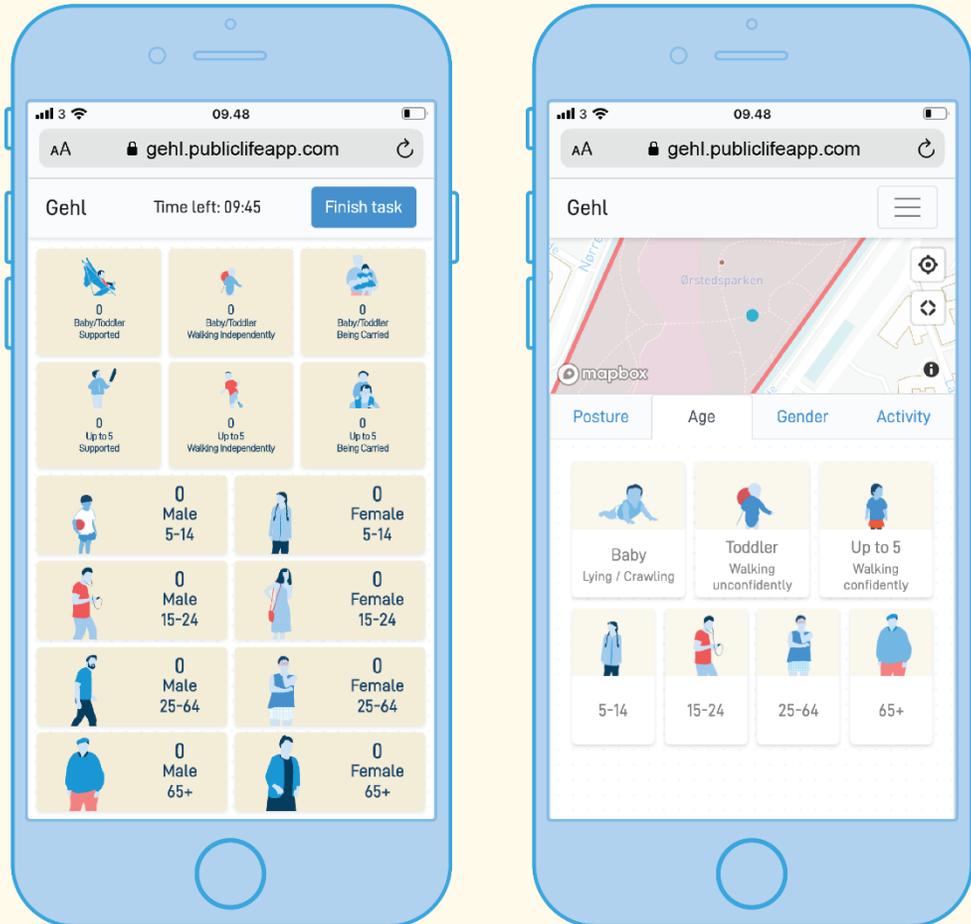
Vi registrerer
hvordan folk
bevæger sig



Vi registrerer
folk som
opholder sig

Metode: Indsamling af bylivsdata

Over 80 surveyors, 4 byer (April, Maj, Juni)



A surveyors guide to collecting Public Space Public Life Data

This manual is an appendix to the video 'PSPL surveyor guide'. Please note that there has been a few small visual updates to the platform since this introduction video was created, so now there are symbols next to the categories, aswell as new colour themes.

1. Getting into the platform

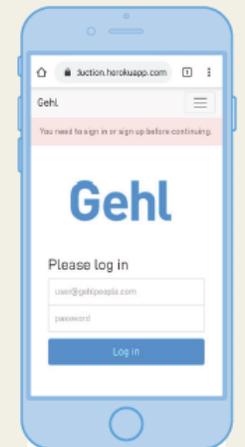
Open the web-browser on your phone and navigate to :

gehl-production.herokuapp.com

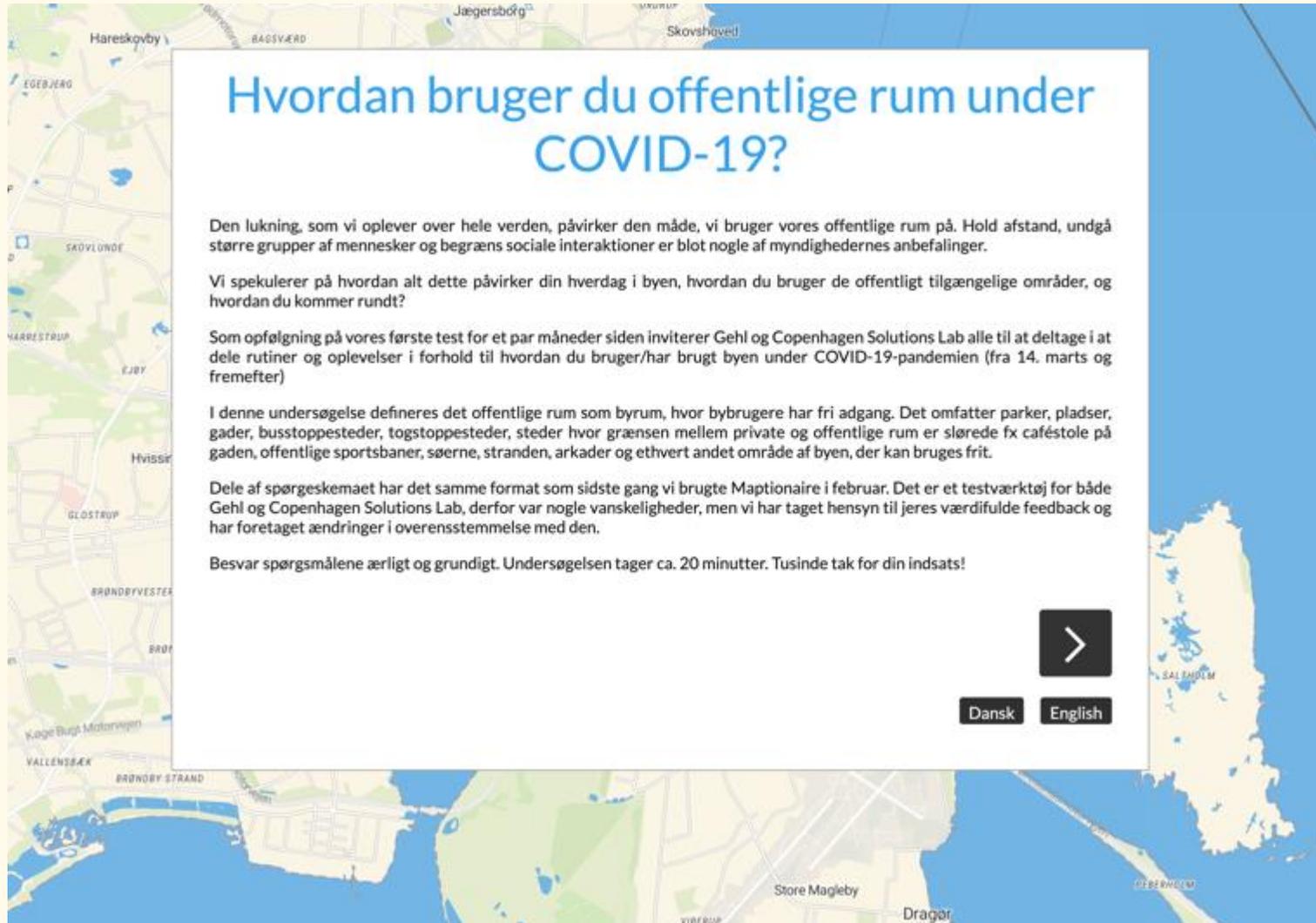
Enter the login information you have been given by your contact.

⚠ Chrome and Safari browsers work best

⚠ Note that the login is case-sensitive, so make sure you are using the right upper- and lower cases.



Metode: kvalitative studier



Hvordan bruger du offentlige rum under COVID-19?

Den lukning, som vi oplever over hele verden, påvirker den måde, vi bruger vores offentlige rum på. Hold afstand, undgå større grupper af mennesker og begræns sociale interaktioner er blot nogle af myndighedernes anbefalinger.

Vi spekulerer på hvordan alt dette påvirker din hverdag i byen, hvordan du bruger de offentligt tilgængelige områder, og hvordan du kommer rundt?

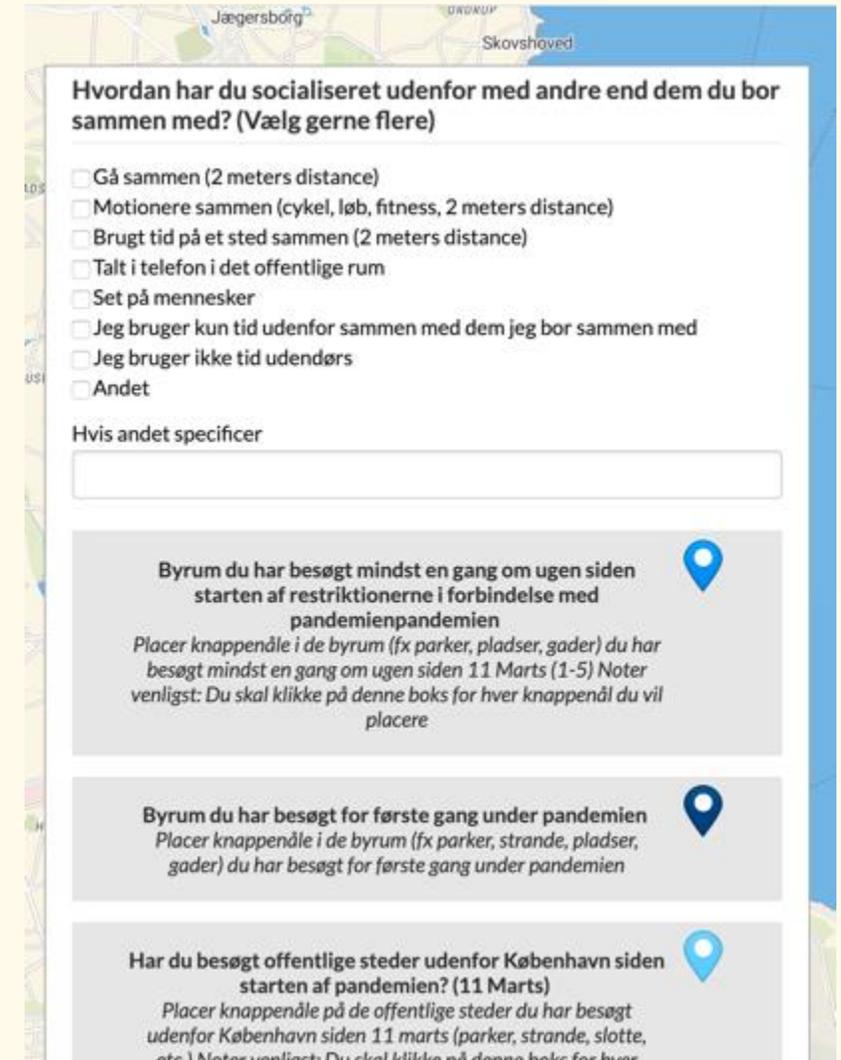
Som opfølgning på vores første test for et par måneder siden inviterer Gehl og Copenhagen Solutions Lab alle til at deltage i at dele rutiner og oplevelser i forhold til hvordan du bruger/har brugt byen under COVID-19-pandemien (fra 14. marts og fremefter)

I denne undersøgelse defineres det offentlige rum som byrum, hvor bybrugere har fri adgang. Det omfatter parker, pladser, gader, busstoppesteder, togstoppesteder, steder hvor grænsen mellem private og offentlige rum er slørede fx caféstole på gaden, offentlige sportsbaner, søerne, stranden, arkader og ethvert andet område af byen, der kan bruges frit.

Dele af spørgeskemaet har det samme format som sidste gang vi brugte Maptionnaire i februar. Det er et testværktøj for både Gehl og Copenhagen Solutions Lab, derfor var nogle vanskeligheder, men vi har taget hensyn til jeres værdifulde feedback og har foretaget ændringer i overensstemmelse med den.

Besvar spørgsmålene ærligt og grundigt. Undersøgelsen tager ca. 20 minutter. Tusinde tak for din indsats!

[Dansk](#) [English](#)



Hvordan har du socialiseret udenfor med andre end dem du bor sammen med? (Vælg gerne flere)

- Gå sammen (2 meters distance)
- Motionere sammen (cykel, løb, fitness, 2 meters distance)
- Brugt tid på et sted sammen (2 meters distance)
- Talt i telefon i det offentlige rum
- Set på mennesker
- Jeg bruger kun tid udenfor sammen med dem jeg bor sammen med
- Jeg bruger ikke tid udendørs
- Andet

Hvis andet specificer

Byrum du har besøgt mindst en gang om ugen siden starten af restriktionerne i forbindelse med pandemipandemien

Placer knappenåle i de byrum (fx parker, pladser, gader) du har besøgt mindst en gang om ugen siden 11 Marts (1-5) Noter venligst: Du skal klikke på denne boks for hver knappenål du vil placere

Byrum du har besøgt for første gang under pandemien

Placer knappenåle i de byrum (fx parker, strande, pladser, gader) du har besøgt for første gang under pandemien

Har du besøgt offentlige steder udenfor København siden starten af pandemien? (11 Marts)

Placer knappenåle på de offentlige steder du har besøgt udenfor København siden 11 marts (parker, strande, slotte, etc.) Noter venligst: Du skal klikke på denne boks for hver

Over 1.000 respondenter (på tværs af byerne)

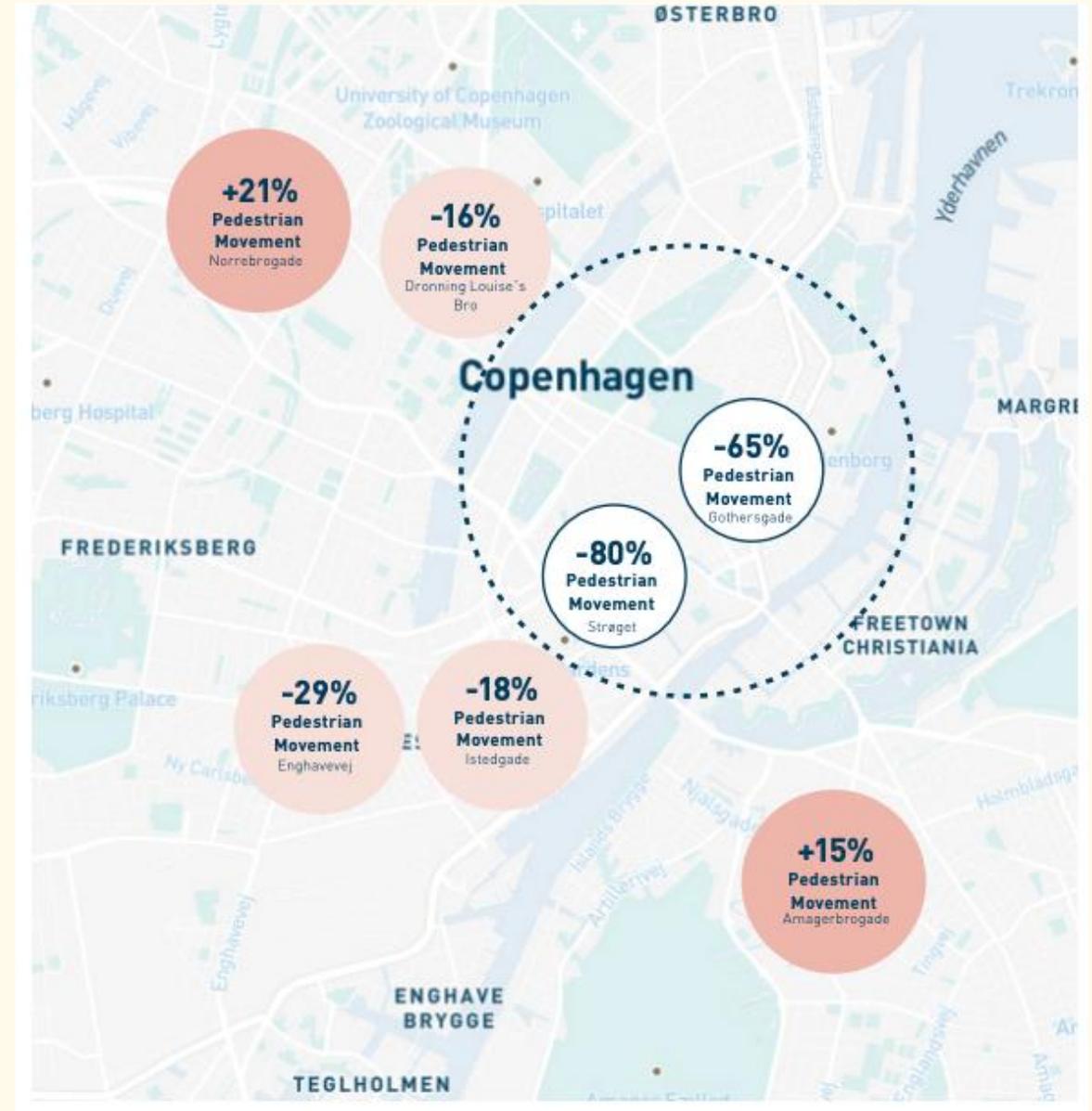
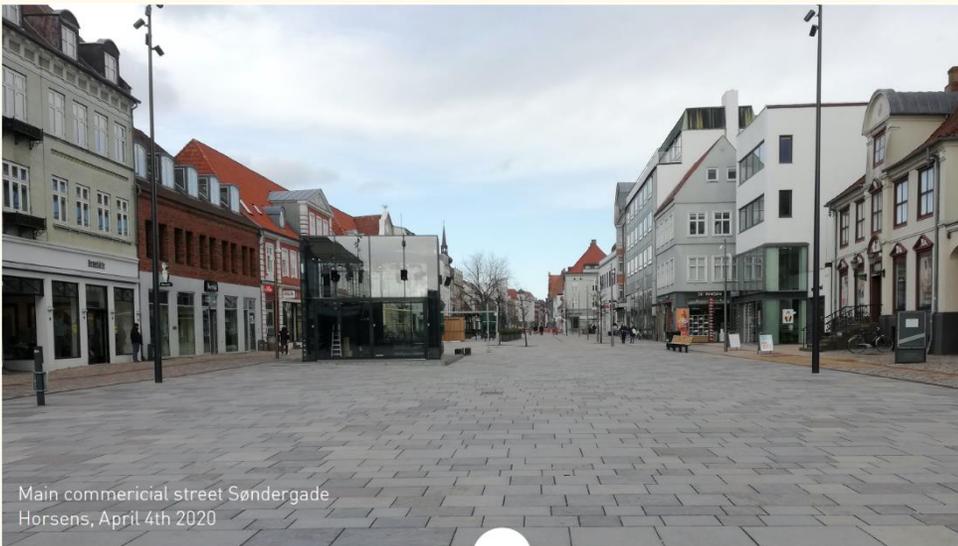
Øvrige datakilder:

- Over 400.000 opslag på sociale medier
- Større datasæt fra blandt andet JCDecaux og Metroselskabet
- 1:1 interviewer (ude i byerne)

I nedlukningsperioden...

... Gik aktiviteten i bymidterne væsentligt ned

- På Frederiksberggade/Strøget, Kbh faldt antal mennesker med 80%
- På Søndergade i Horsens faldt antal mennesker med op til 96%



... Samtidig blev lokale mødesteder på tværs af byerne vigtigere!



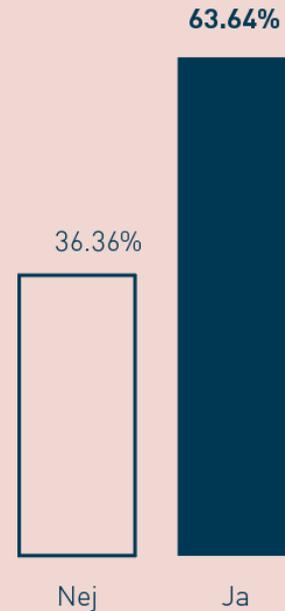
60% bruger mere tid i lokalområdet end andre steder i byen



64% siger at de værdsætter de lokale tilbud mere som forlængelse af Covid-19

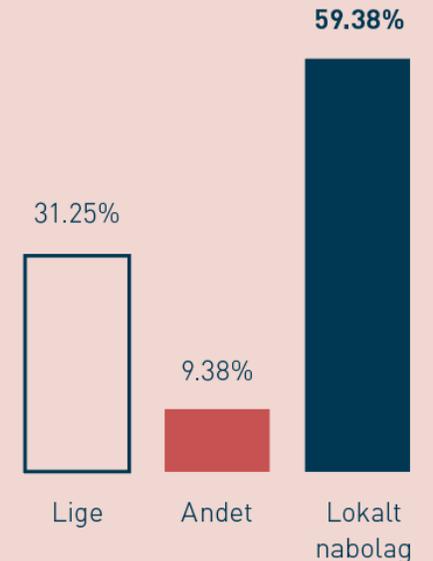
Q.

Har restriktionerne ændret dit syn på de faciliteter, som dit lokalområde tilbyder?

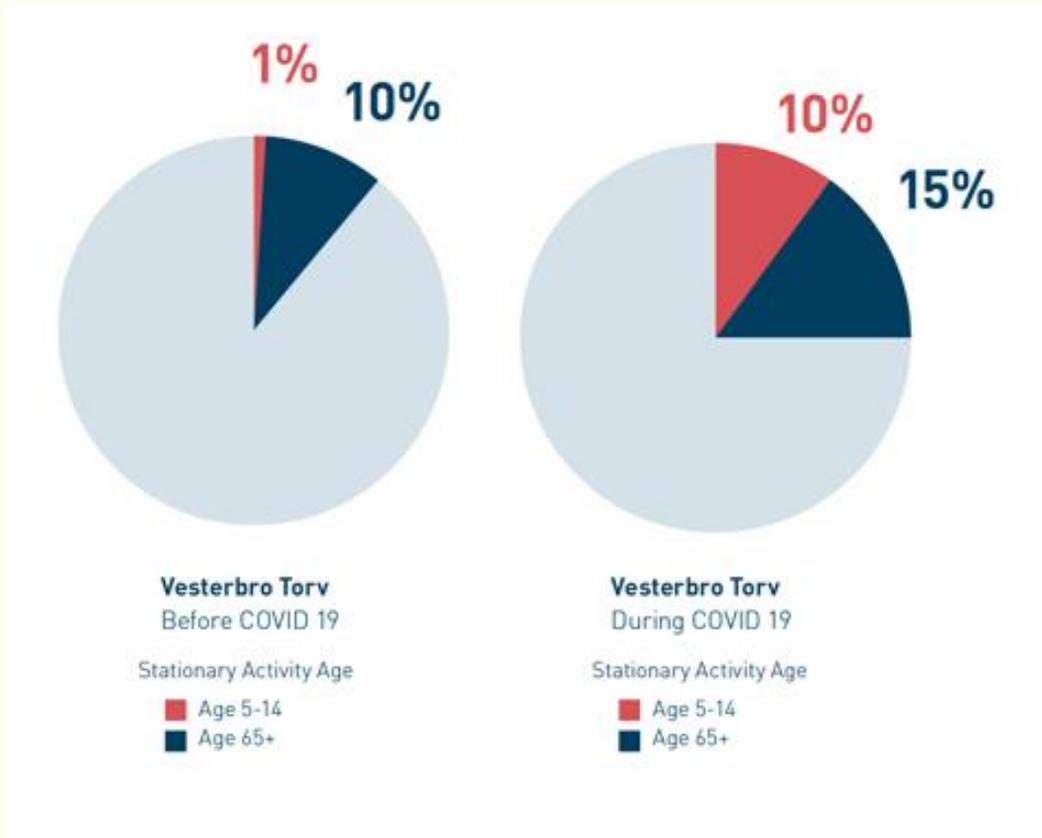


Q.

Har du brugt mest tid i dit lokalområde eller i andre nabolag?



Flere børn og ældre anvendte byens rum end før.



I genåbningsperioden...

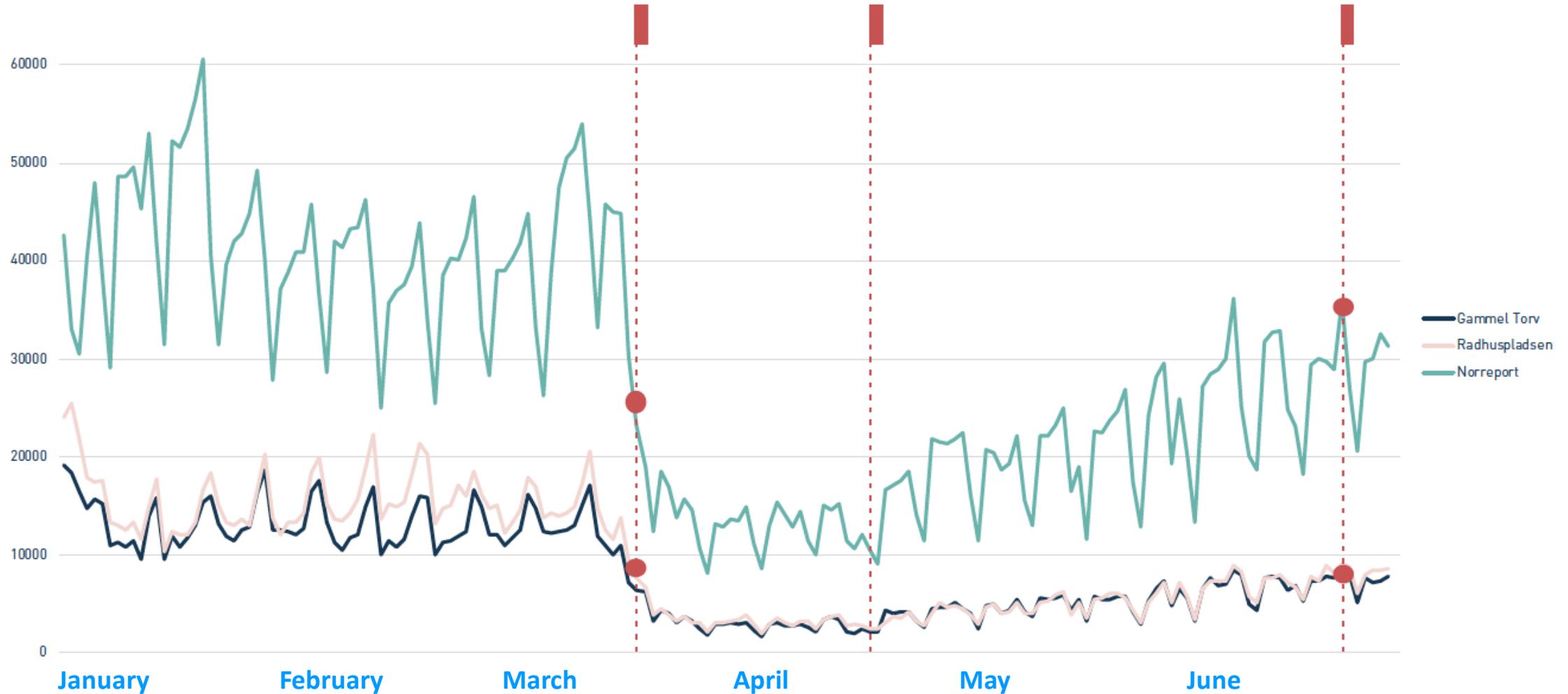
København har klaret at udflade dets fodgængeraktivitetskurve



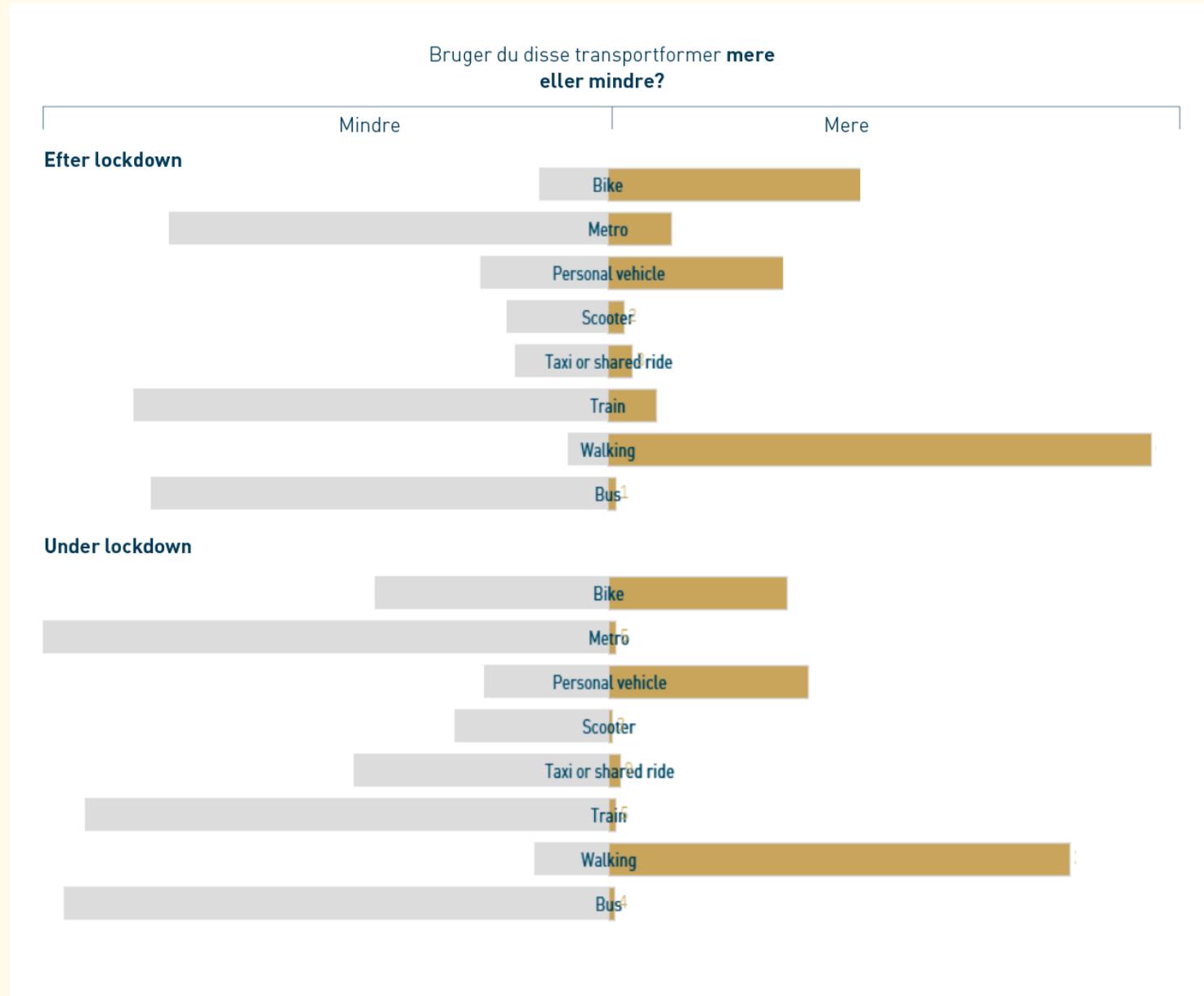
... MEN generelt er vi stadigvæk ikke tilbage til det "normale"!



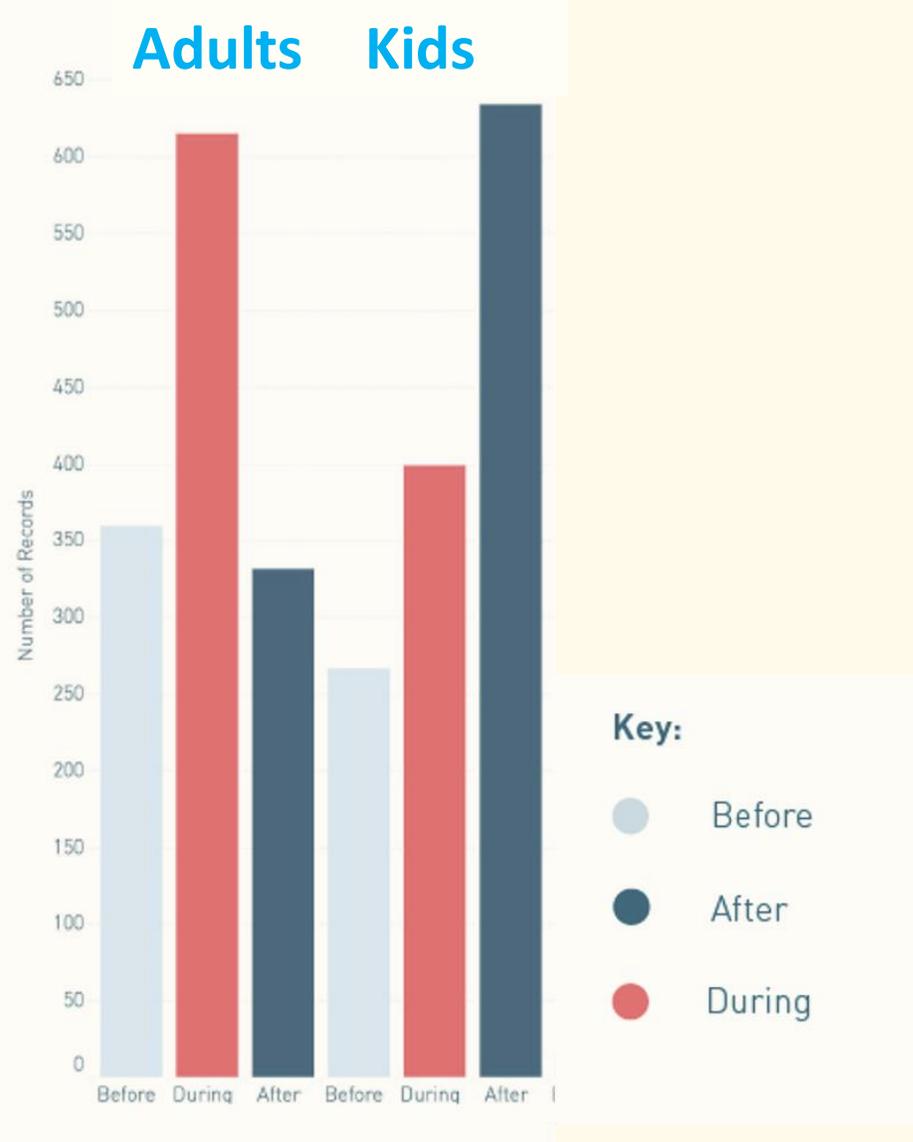
Source
JC Decaux Data for
pedestrian activity in
Gammel Torv, Norreport,
and Radhuspladsen



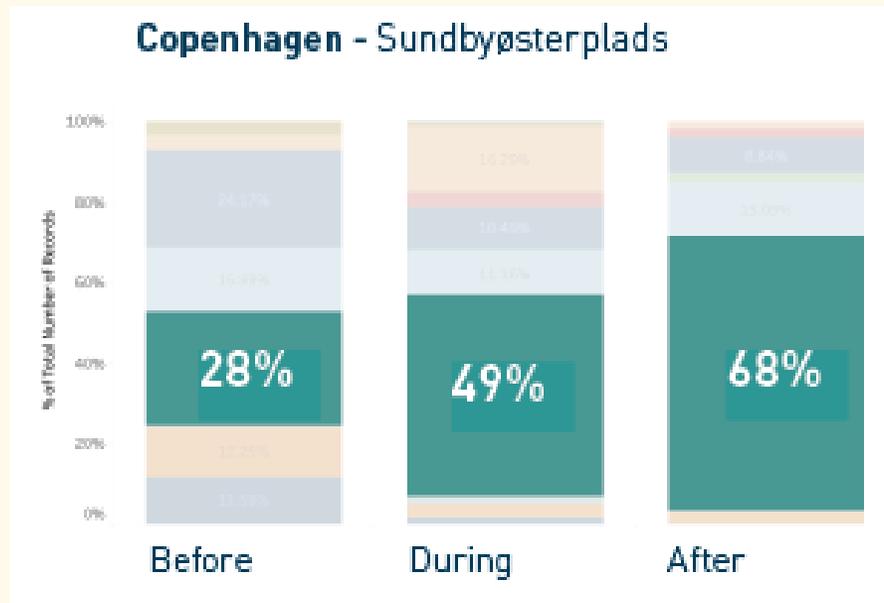
People are more likely to walk, bike – but also drive



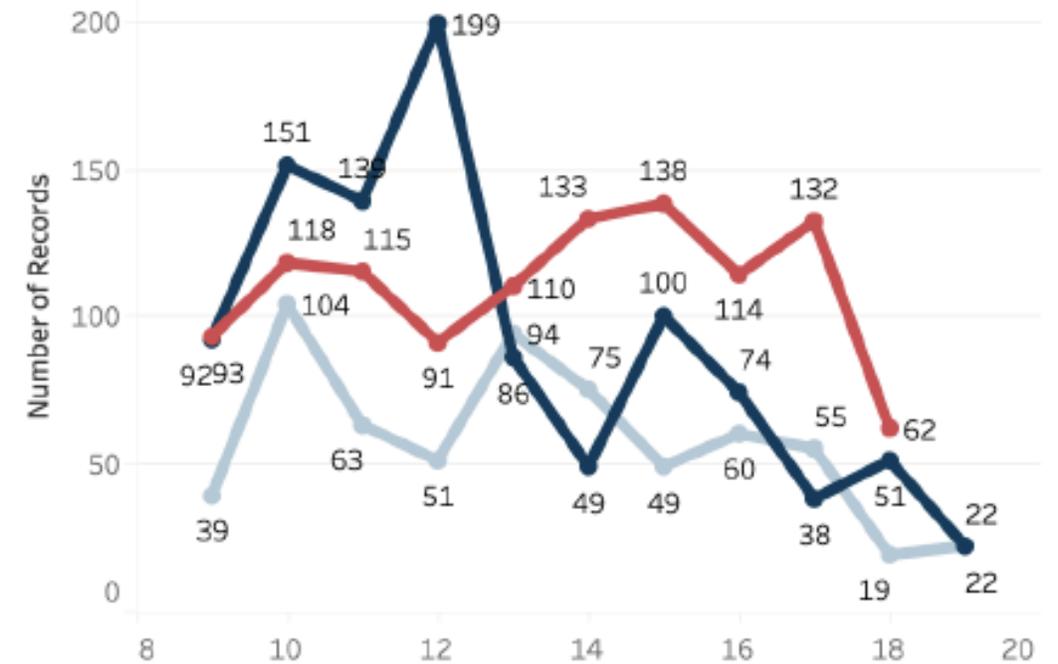
During the lockdown, local meeting places thrived – they continue to do so...



Local places are more popular after people were introduced to them



of People Spending Time - During and after



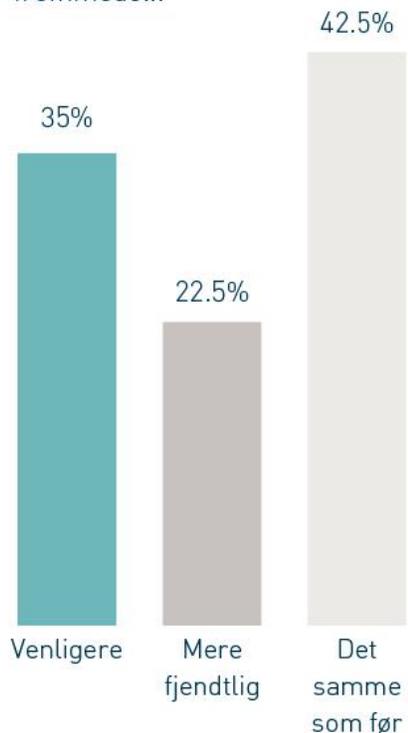
Before/During/After

- After
- During

35% af brugerne synes at deres interaktioner med fremmede er blevet mere venlige efter genåbningen

Q.

Er dine interaktioner med fremmede...

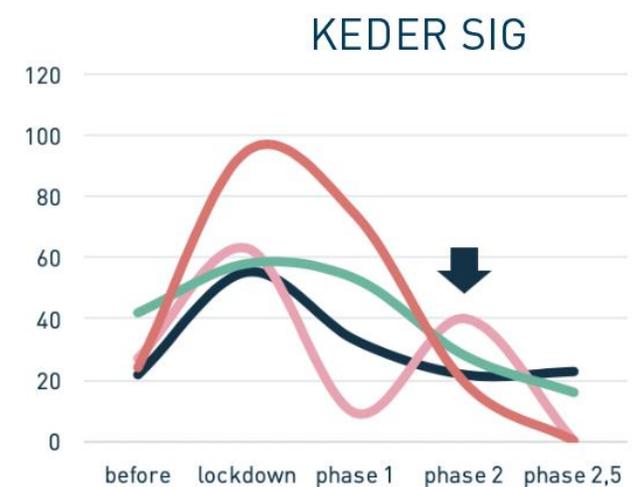
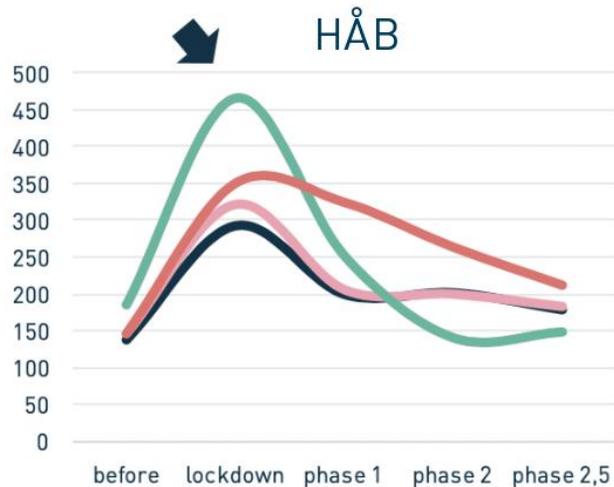
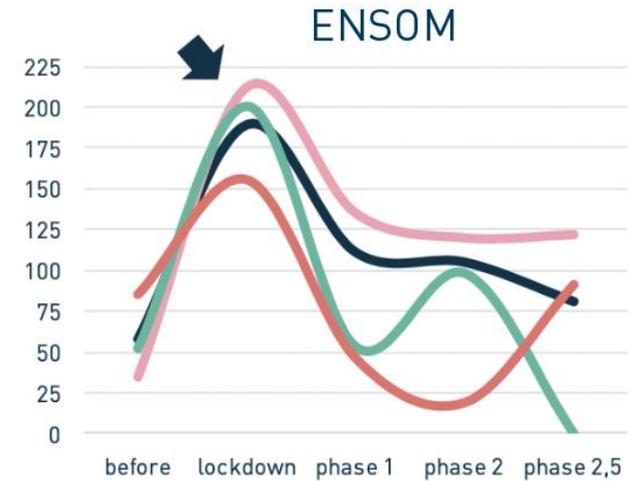


Et gennemgående udsagn for både online- og gadeinterviews er, at størstedelen synes, at deres interaktioner med fremmede enten er det samme som før - eller at interaktionerne er blevet venligere.



Følelser over tid på tværs af de fire byer

København
Horsens
Svendborg
Helsingør



**How might these
insights insights
apply for traffic
islands?**

Traffic islands Part of building back better from COVID-19

1. Car use is going up and public transit is down – can traffic islands be targeted to re-invigorate transit use in the short-term and make it more resilient long-term?

2. Local areas are more popular than ever – should the ones with the greatest amenity and housing mix be prioritized for traffic islands?

3. The social life of the city is changing – increased demand for green space, more safe contact with acquaintances outdoors. How might traffic islands be designed respond to this reality?

How might traffic islands help make Copenhagen the best city in the world for people?

1. Who will be impacted by “local” traffic islands – ensure equity
2. How might the traffic island concept impact broader initiatives around car ownership and promoting the green transition?
3. Will traffic islands contribute to major reduction Co2 Consumption, or just move traffic to other places?
4. How might traffic islands promote health equity?
5. How might traffic islands respond to trends – COVID, e-commerce, high vacancy rates and increased use of local neighborhoods?

Equity

1. Who will be impacted by “local” traffic islands?

Equity

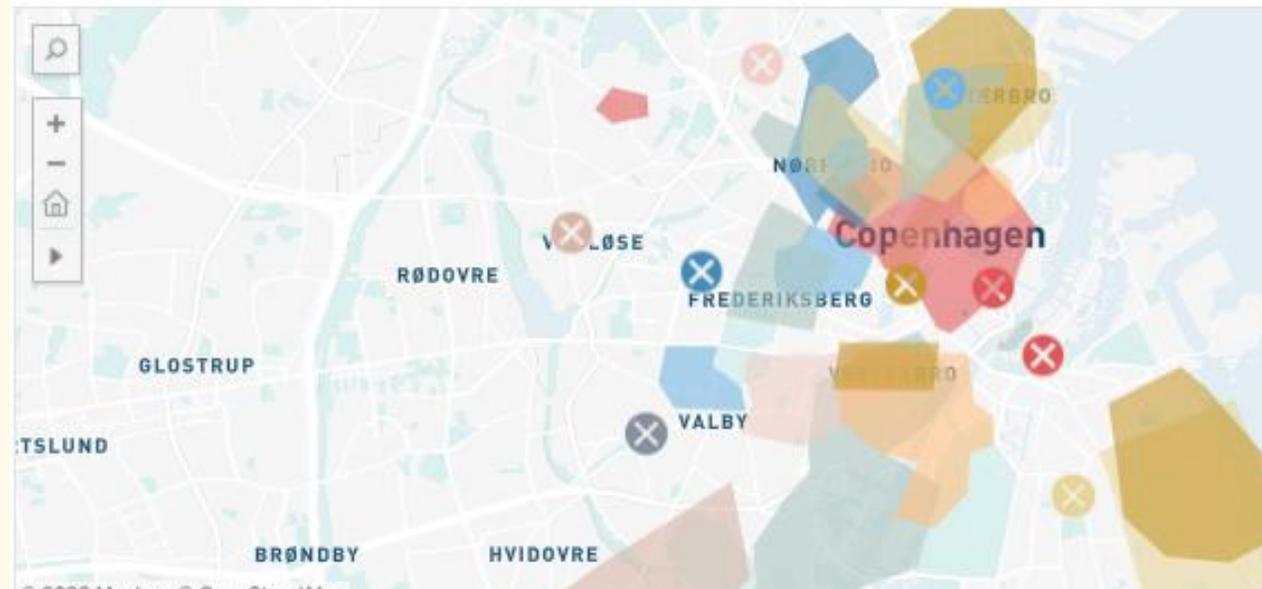
1. Who will be impacted by local traffic islands?

Survey of over 1000 copenhageners in Feb, April, June

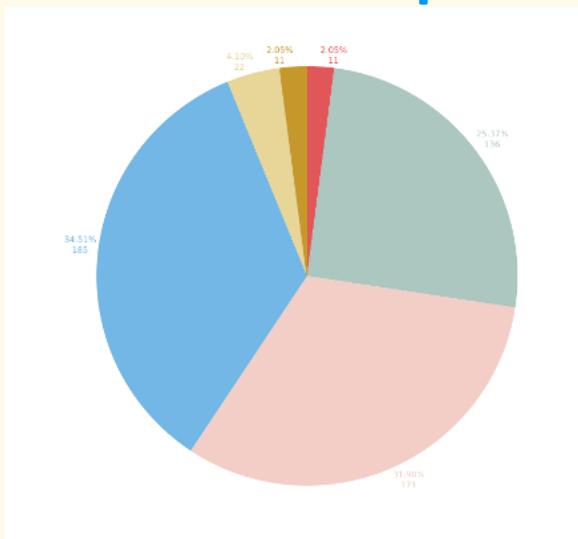
"In which area do you spend the most time?" - Only responses with co



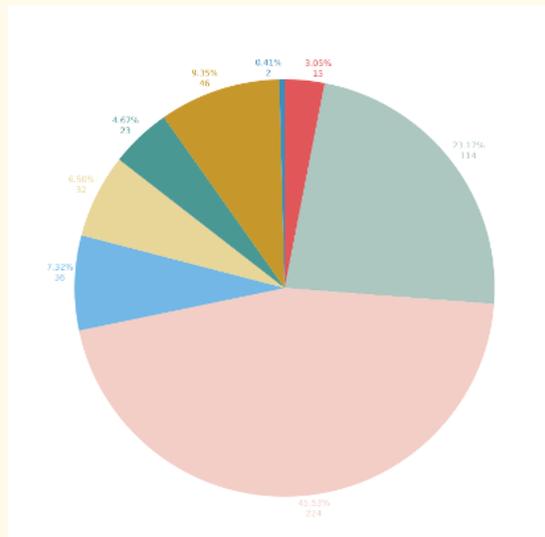
Where do you consider your local area to be?



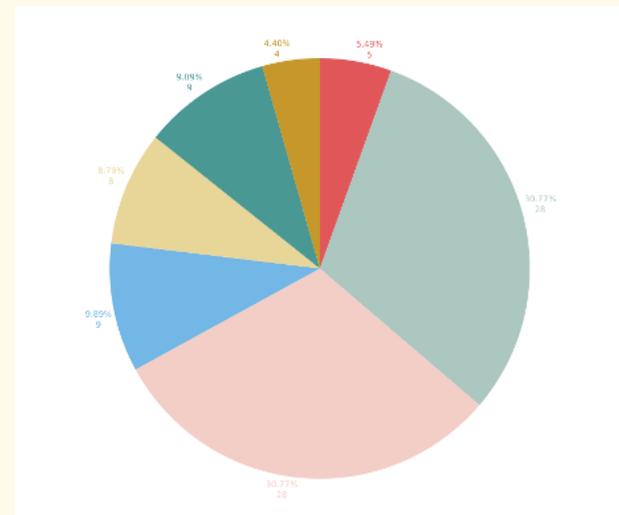
Where people spend time by neighborhood



Østerbro



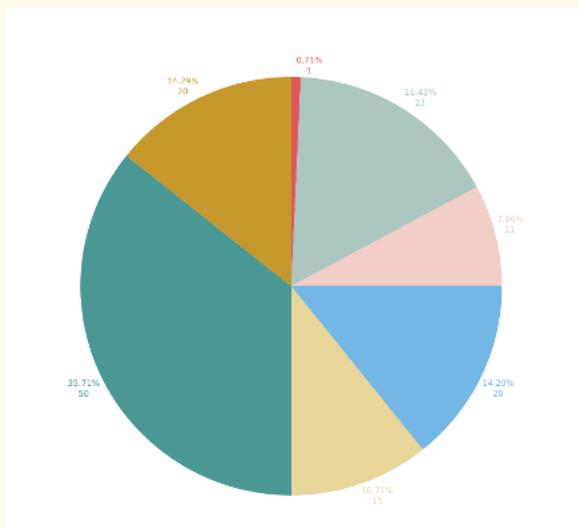
Vesterbro



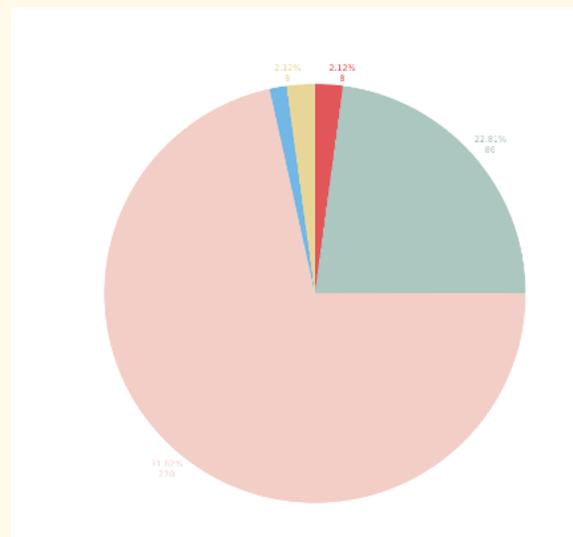
Valby

Neighbourhood

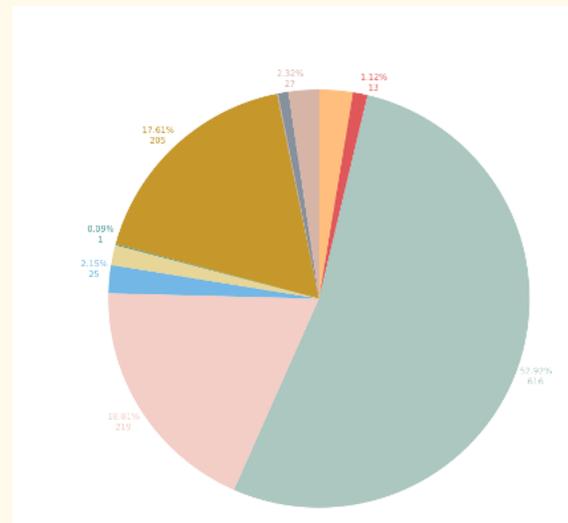
- Copenhagen K
- Copenhagen N
- Copenhagen NV
- Copenhagen Ø
- Copenhagen S
- Copenhagen SV
- Copenhagen V



Sydhavn



Nordvest

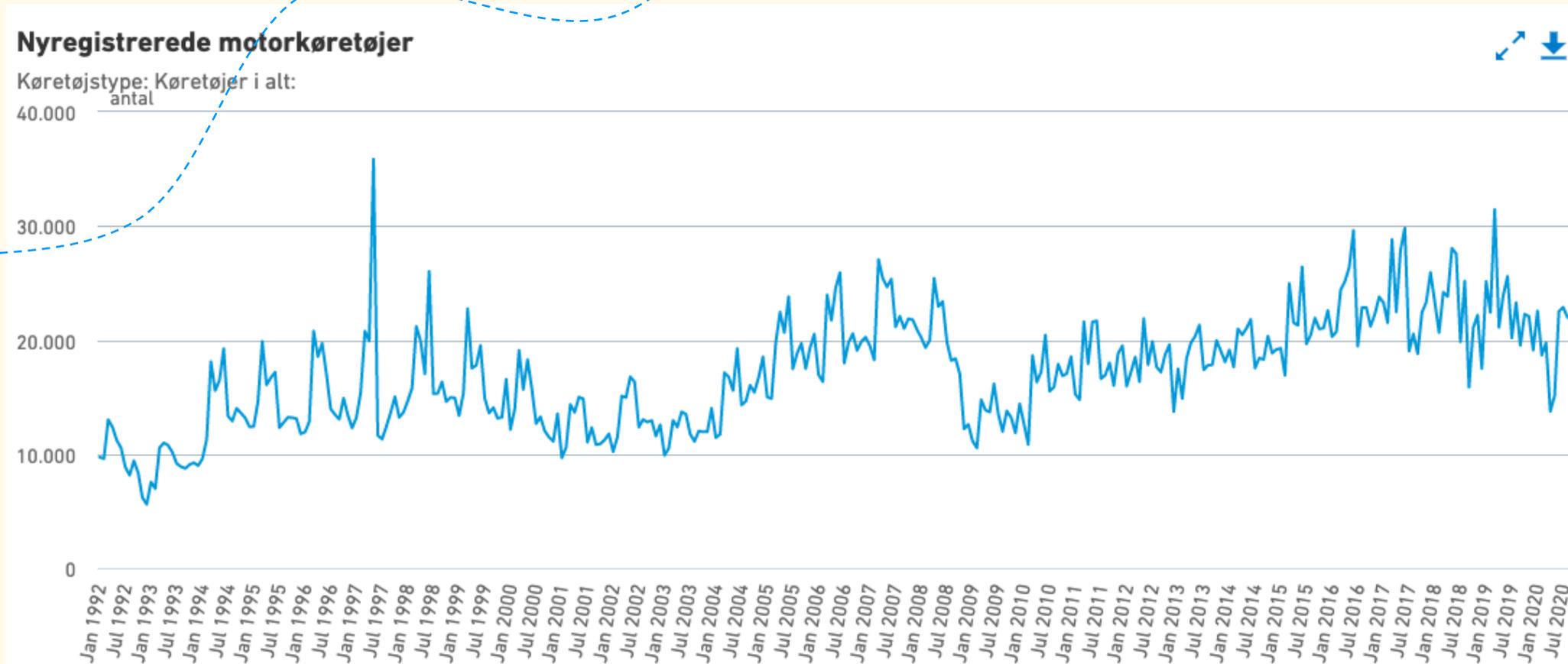


Nørrebro

Health

2. How will the traffic island concept impact broader initiatives around car ownership and switch to e-cars?

Private car ownership

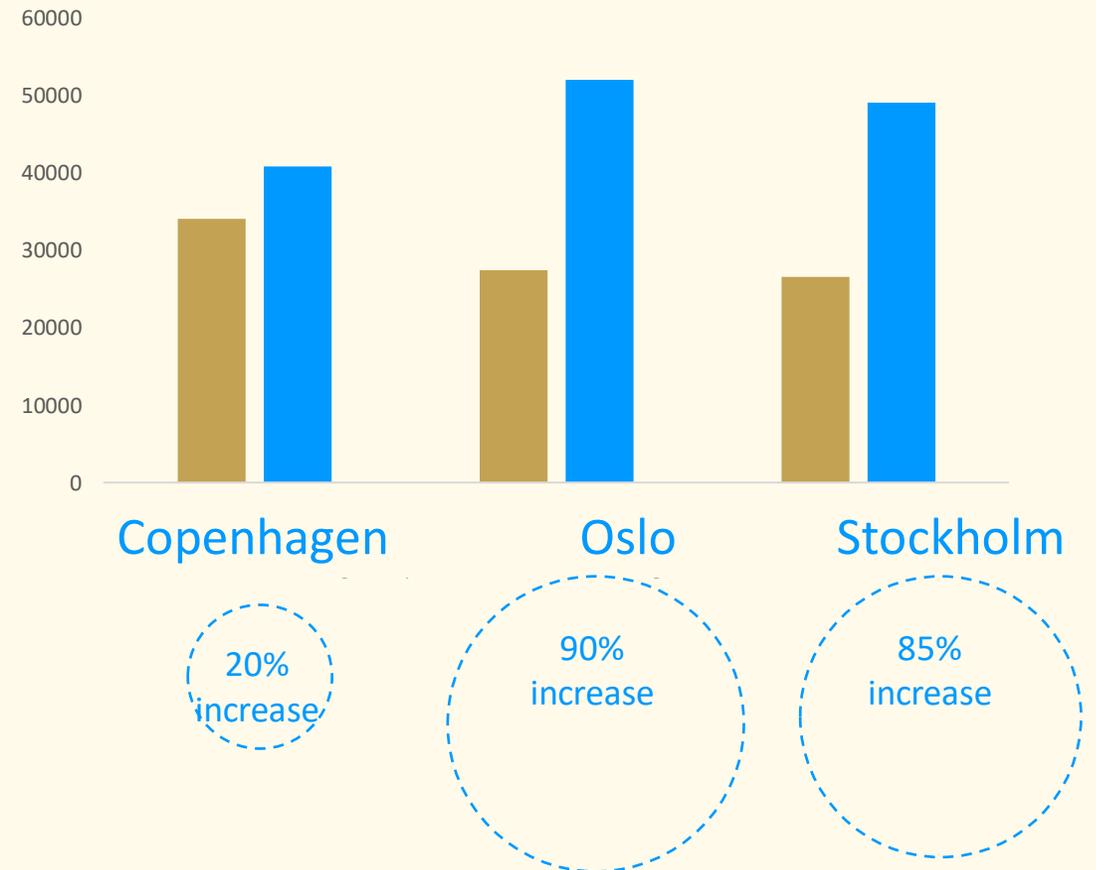


Kilde: Danmarks Statistik

Equity

How will traffic islands improve access to jobs and affordable housing?

Increase in housing m2 prices between 2006 - 2017



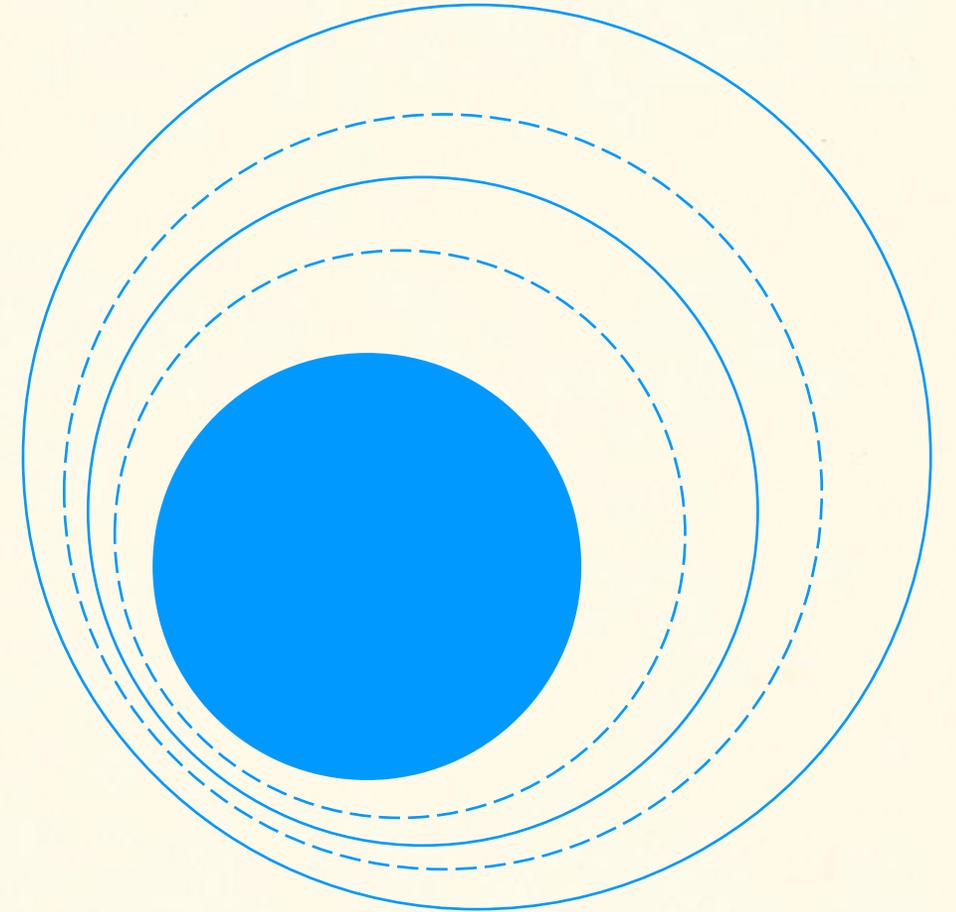
Climate Action

3. Will traffic islands-
truly make a major
impact on Co2
Consumption?

By developing circular economy models, we can reduce....

48% less
Co2

from mobility, food, and the built environment



Source: Ellen Macarthur foundation
by 2030, relative to today's levels (48%
reduction of carbon dioxide emissions by
2030, or 83% by 2050)

The entire built environment and Food system have an equally important role to play



4. How might the traffic island concept be connected with renewed focus on health equity?

Politics

“Vi kan ikke bare lade det være op til den enkelte at træffe nogle sunde valg og lave nogle kampagner om det”,

Magnus Heunicke sept 8 2020 politiken

POLITIKEN

[FORBRUG OG LIV](#)

[SUNDHED](#)

[BOLIG](#)

[DIGITALT](#)

[MOTION](#)

[BILER](#)

[LIVSSTIL](#)

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[TEST](#)

[MENU](#)

Sikker
hverdag
- alt i værnemidler
til hurtig levering



LOMAX
- det var nemt.

Årtiers indsats har slået fejl: Forskellen på danskernes sundhed vokser

Der findes social ulighed i sundhed på stort set alle tænkelige parametre i Danmark, viser ny rapport fra Sundhedsstyrelsen. Det kan ikke længere være op til den enkelte at skulle træffe de sunde valg, mener sundhedsministeren.

► AUTOMATISK OPLÆSNING

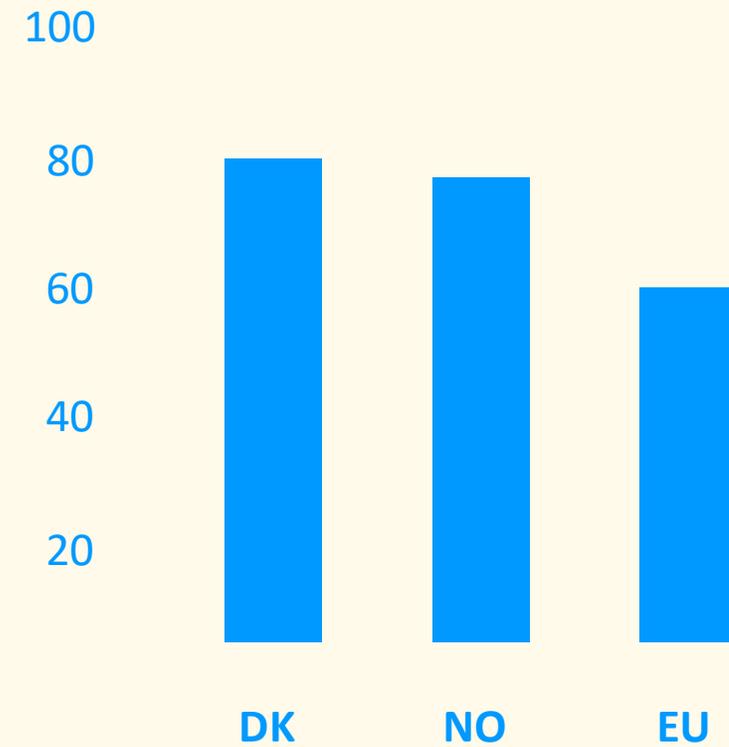


Ufaglærte jobs er ofte fysisk hårdere end faglærte jobs. Det kan have sundhedsfaglige konsekvenser, mener Tina Christensen, næsformand i 3F. Her ses Dennis Alexander Hansen og Jan Erik Pedersen, mens de maler en bygning på Frederiksbergs Allé. Foto: Anette Nyby

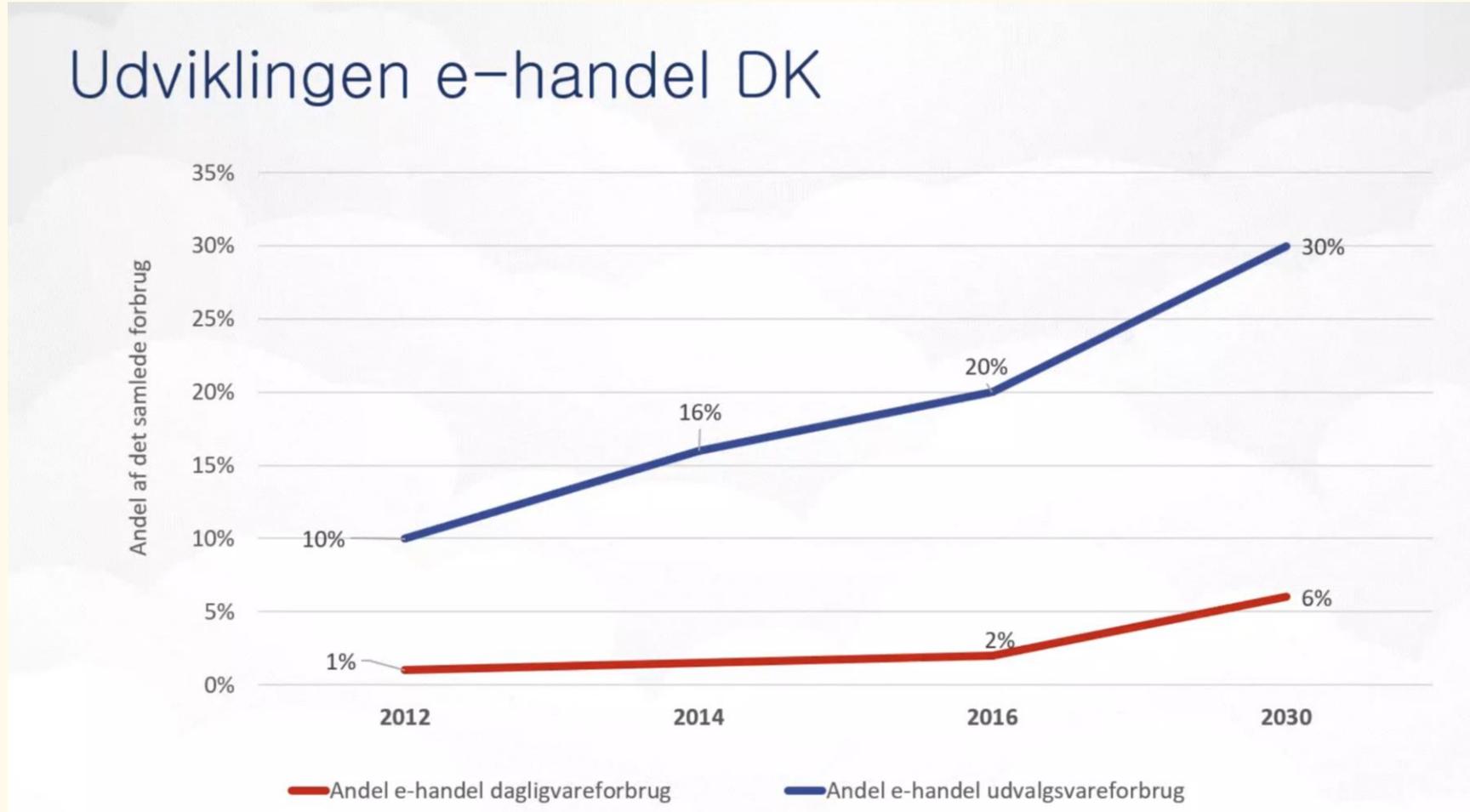
5. How might the traffic island concept be considered together with e-commerce, high retail vacancy rates and the rediscovery of local area high streets

Online shopping

% of population (2017)



Covid har skubbet på trends og tendenser som allerede var på vej...



Ny data fra
Institut
Center-
planlægning

Butiksdøden er kommet til Aarhus

Flere østjyske handelsbyer plages af en stigende mængde tomme butikker - I det centrale Aarhus står 60 butikslokaler lige nu tomme og de butikker, der er tilbage, frygter for konsekvenserne.



Flere og flere butikker lukker i Aarhus Midtby, og det efterlader tomme lokaler. De tomme lokaler i midtbyen har rundet et rekordhøjt antal med hele 60 tomme lejemål, og de mange tomme forretninger skader de åbne butikker.

27 Aug 2020

København har det største antal tomme butikker i 17 år: »Jeg vil gerne love, at butikkerne ikke forsvinder«

Der er blevet kortere og kortere mellem de tomme butikslokaler i København de sidste par årtier. Samtidig er priserne på vej ned, og detailbranchen står midt i en omvæltning, der har taget fart under coronakrisen. Alligevel er flere erhvervsrådgivere optimistiske for fremtiden.

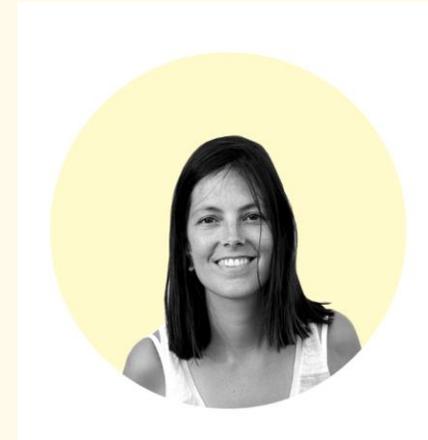


2 juli 2020

How might traffic islands help make Copenhagen the best city in the world for people?

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Barcelona - The “birth place” of the superblock



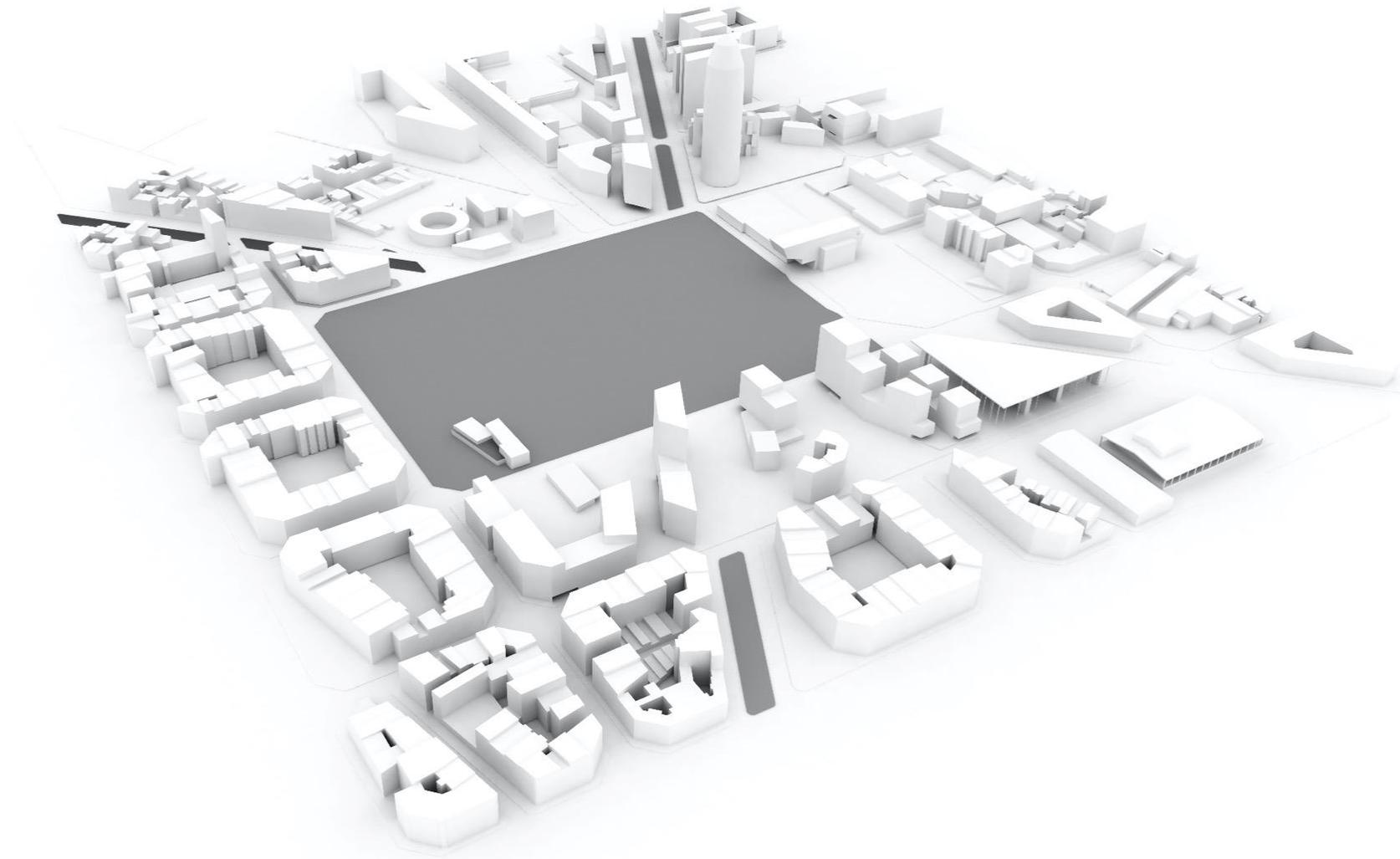
Maria Sisternas-

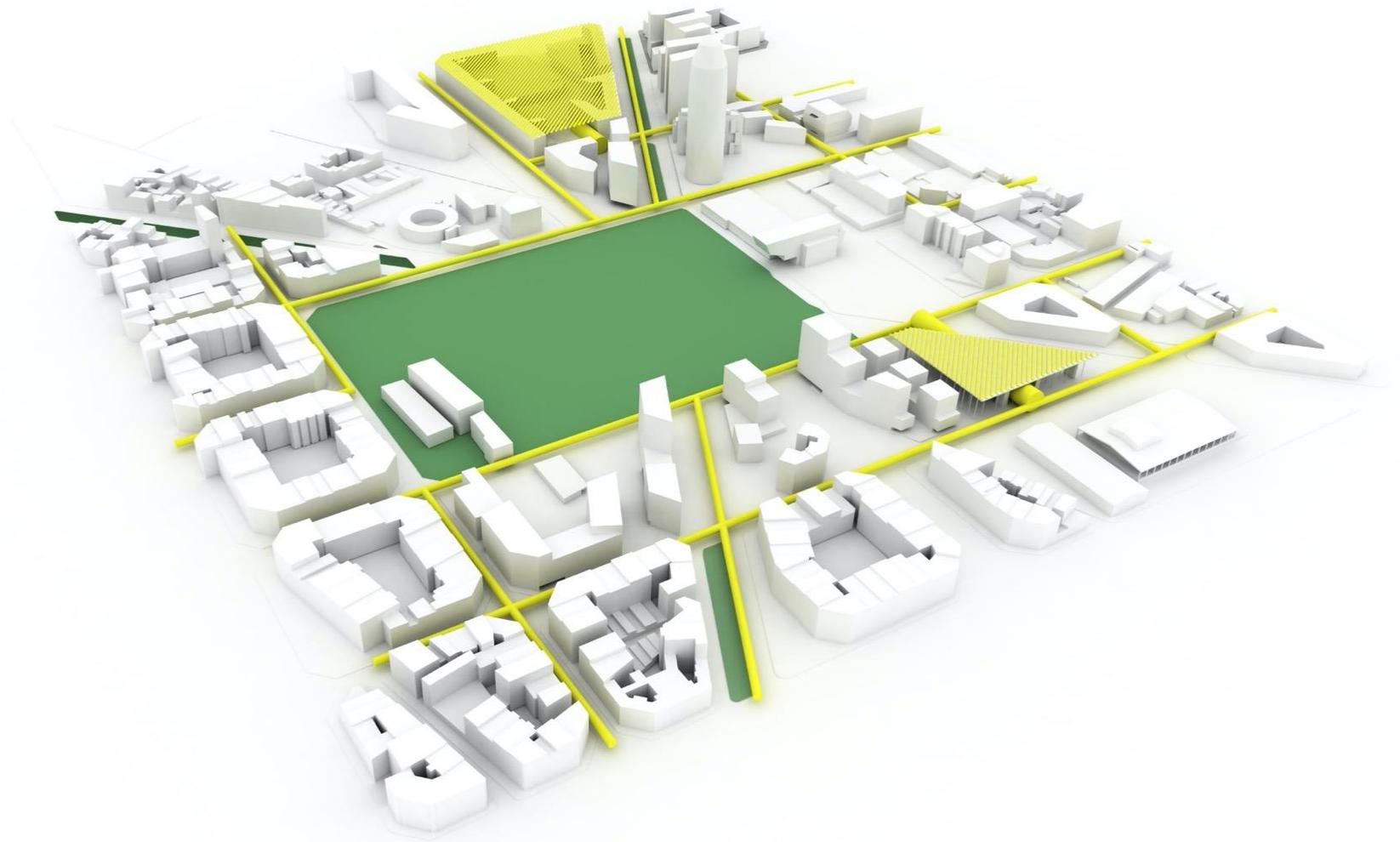
Served as Projects Director at the Barcelona City Council at the Urban Habitat Department (a Macro Area in charge of Housing, Planning, Infrastructures, Utilities, Energy and IT), she led the urban transformation of the city under Mayor Xavier Trias mandate.

PROYECTO DE ENSANCHE DE LA CIUDAD Y SU PUEBLO.
Aprobado por el Gobierno de S. M.













**RAMBLA
DELS ENCANTS**

**ÀREA DE
JOCOS INFANTILS**

**GRAN
CLARIANA**

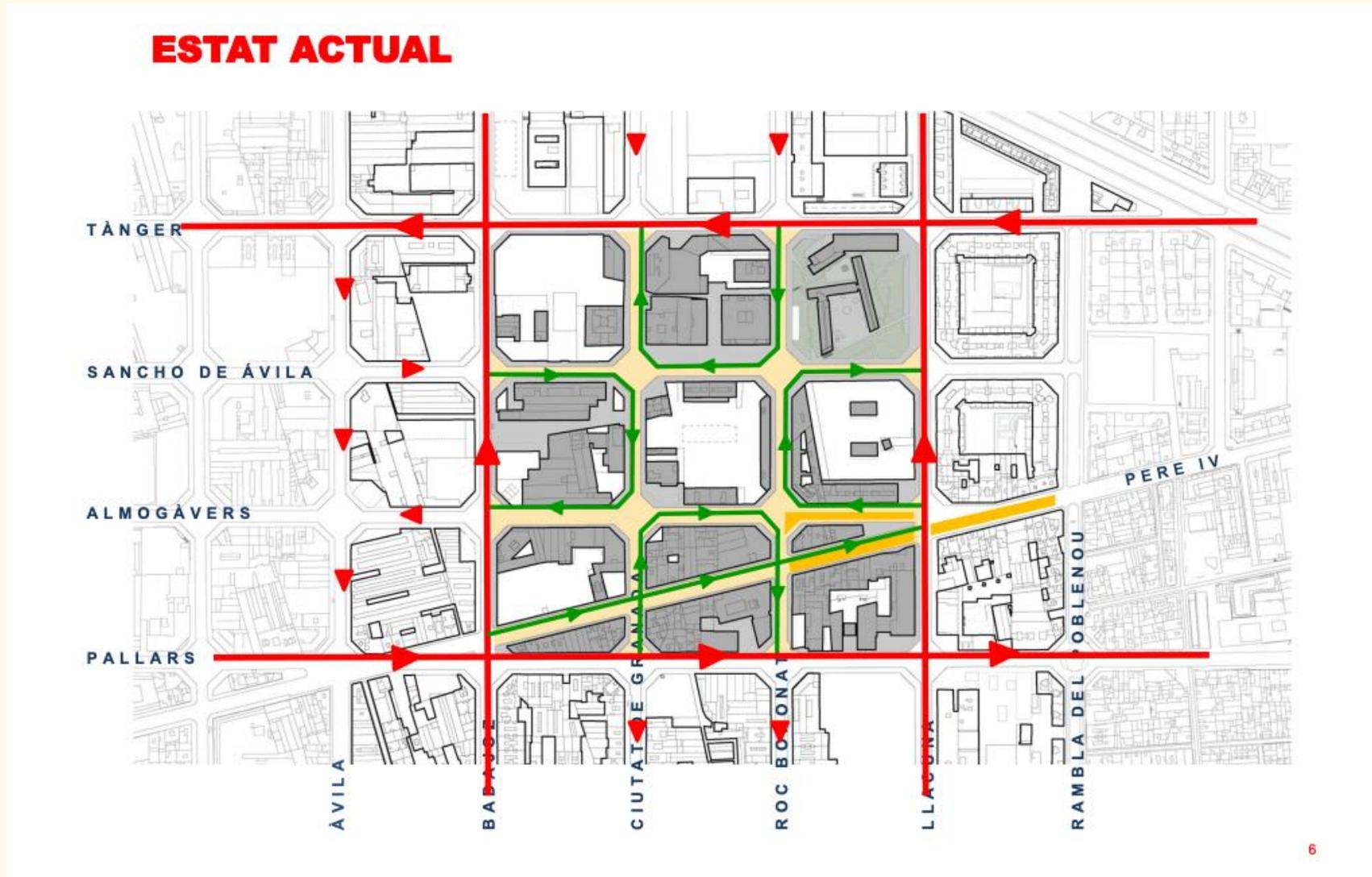
**ÀREA
DE GOSSOS**

**ESPAI
JOVENTUT**

Expanded now to Sant Antoni and Poblenou



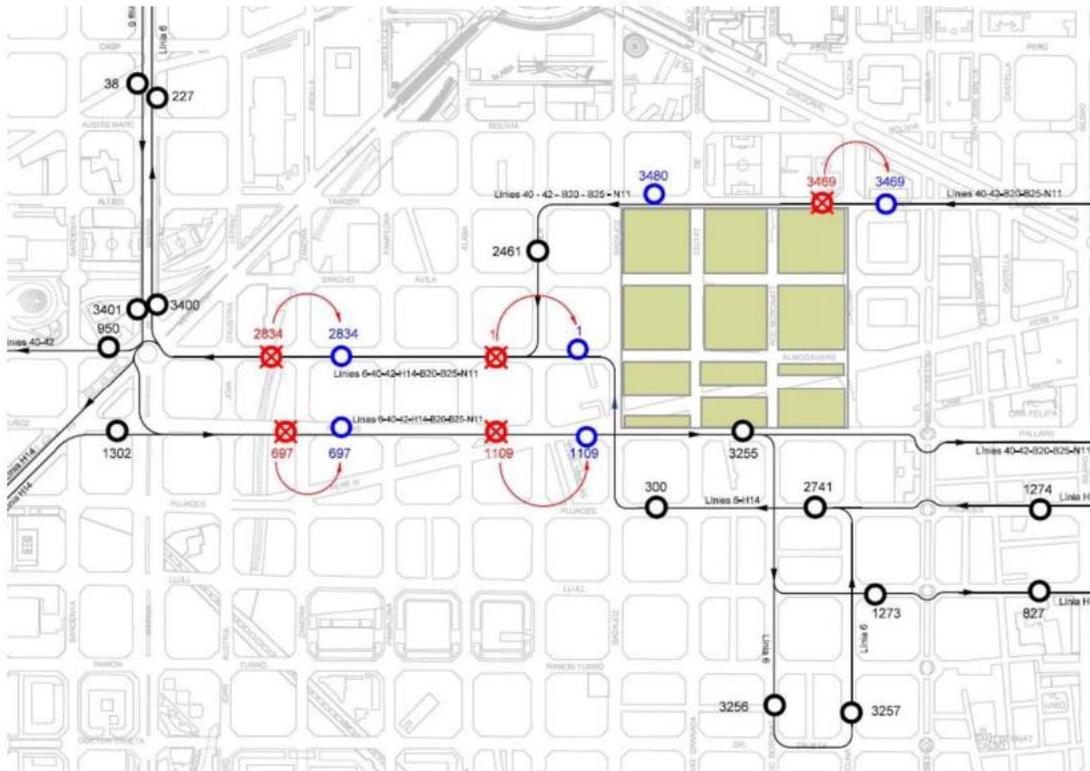
The super block grows from a unique Barcelona condition



Every possible detail is considered for life and access within the block

Acostar les noves parades a les anteriors
augmentar el nombre de parades

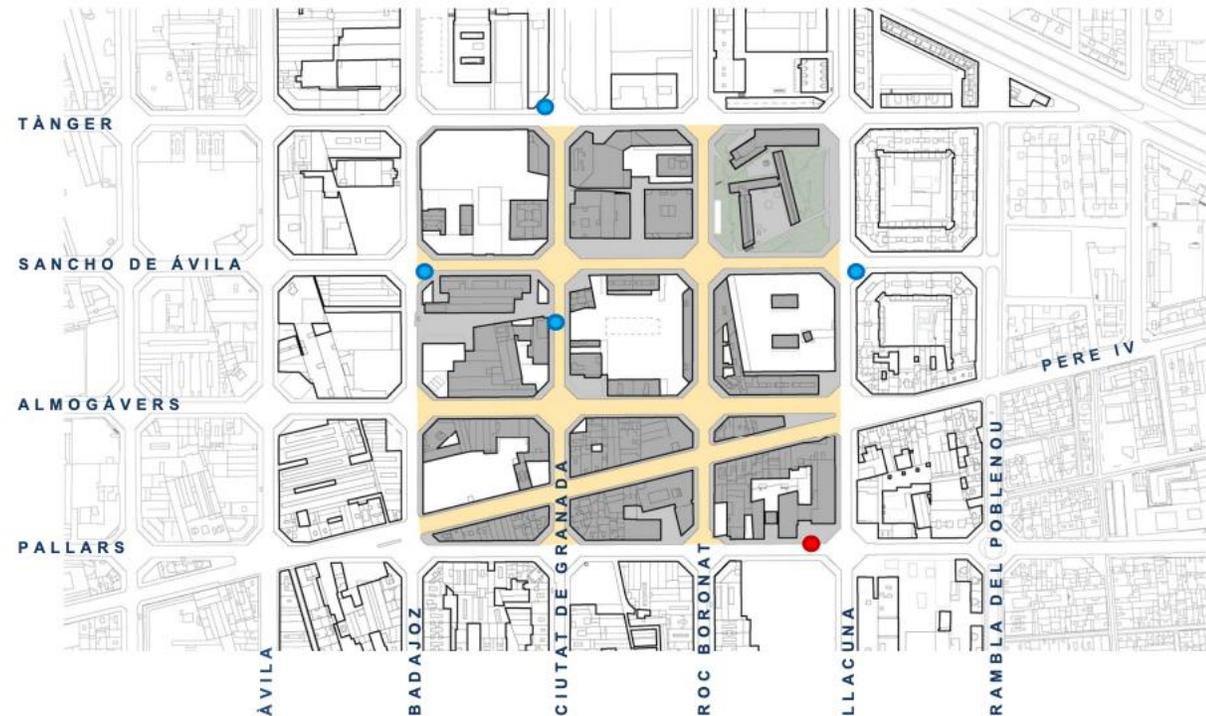
-  Parades actuals
-  Proposta de noves ubicacions de parades
-  Parades que es proposa desplaçar



Quatre noves parades de taxi

-  Parada existent
-  Parada nova

	Abans	Actual	Proposta
Places taxi	3	3	13



...but what happens outside of the block

Someone needs to be brave enough to do a city-wide superblock strategy

This is the only way to bring traffic down – be honest about the potential issues – plus 10-20% on side streets

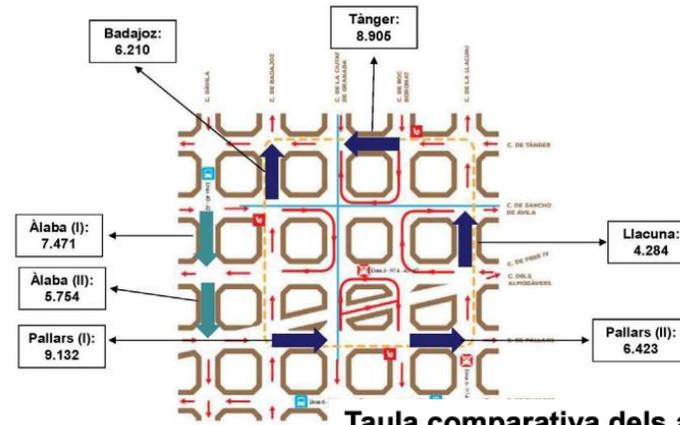
Old people want the car
Families want superblock

Tactical urbanism is wonderful – but we can't continue 10 years of pilots

https://ajuntament.barcelona.cat/superilles/sites/default/files/20161025_Sessio_treball_Comissio.pdf

SETEMBRE 2016. Amb a la Superilla i amb les obres de Pere IV.
Comptatge d'aforaments manuals i automàtics d'un dia feiner

Aforaments vehicles a la xarxa perimetral



Taula comparativa dels aforaments (en nombre):

	2015	JUNY 2016	OCTUBRE 2016
TÀNGER	5700	8700	8905
BADAJOZ	4700	5900	6210
LLACUNA	4100	4150	4284
PALLARS (I)	7500	8900	9132

Taula comparativa dels aforaments (en percentatge d'increment):

	2015	JUNY 2016	OCTUBRE 2016
TÀNGER	5700	+53%	+2%
BADAJOZ	4700	+26%	+5%
LLACUNA	4100	+1%	+3%
PALLARS (I)	7500	+19%	+3%

Key ideas to complement Trafikøer

1. What if we start with the street and a new way to love, use, and share 30% of our city's space?
2. Consider the network effects- don't just move the problem
3. Create the collaborative infrastructure necessary for systemic change

What else should be paired with
the Trafikøer concept?

1. What if we start with the street
and a new way to love, use, and
share 30% of our city's space?



Theory of Change



Participate in
Change



Surface Shared
Values



Build
Empathy

NSS Cities

Boise, ID



Pontiac, MI



Philadelphia, PA

San Francisco, CA
headquarters



San Antonio, TX





Stop N Wave

Streets to Streets Game

Pricetag the City

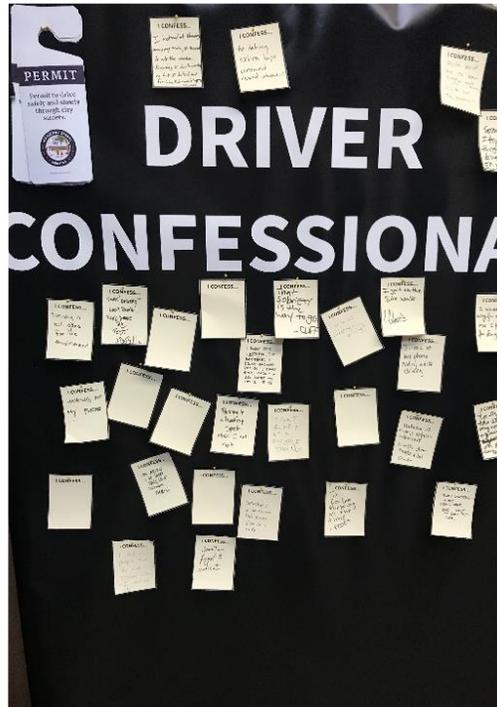
Listening Post



Welcome Mats



Emotional Car Kit



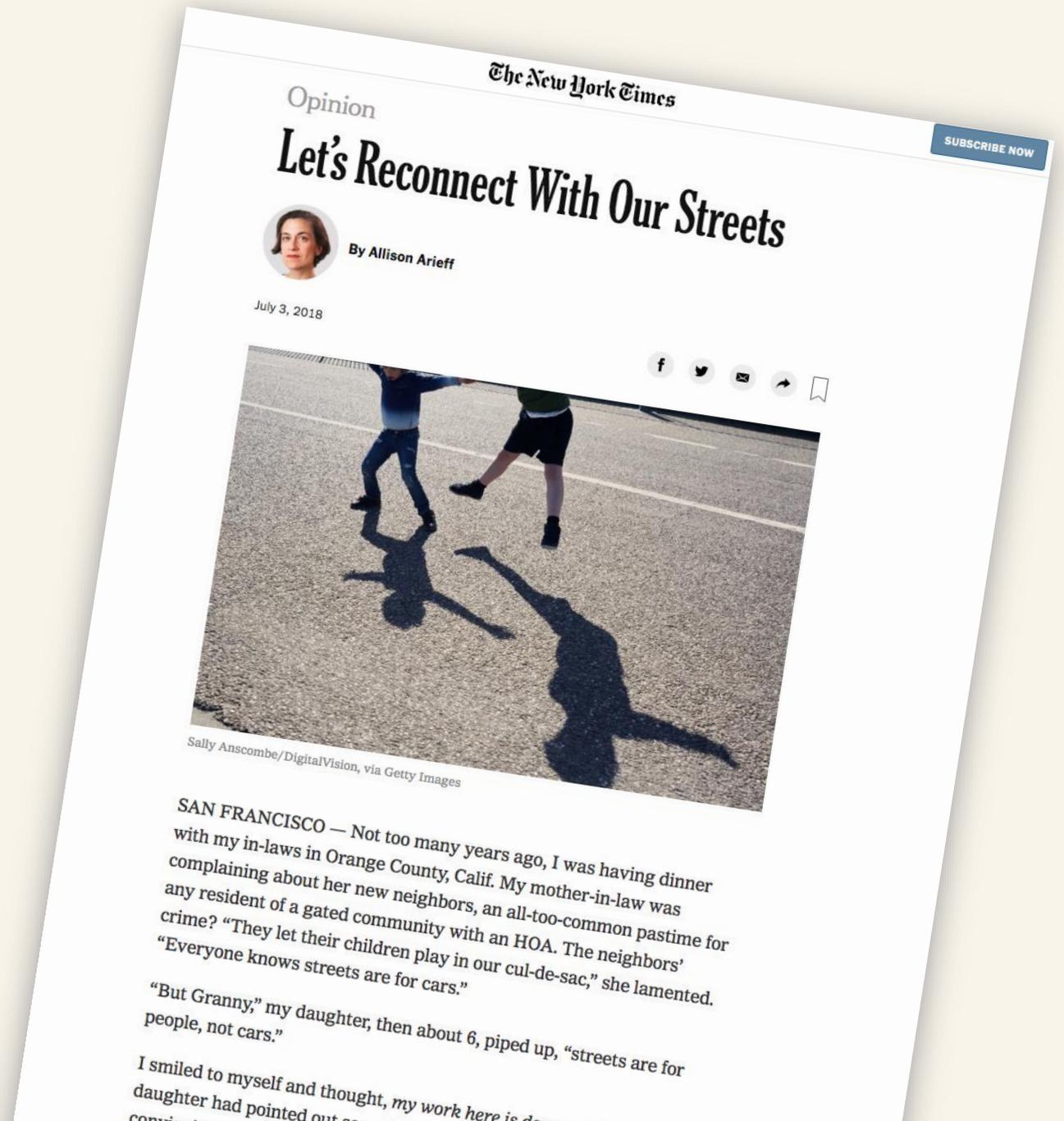
Driver Confessional

NSS in the Press

“

If well-funded initiatives like the National Street Service were adopted everywhere — and the private sector was a partner, not the decider, it could radically change the way streets are designed and built.”

— Allison Arieff, The New York Times



What else should be paired with
the Trafikøer concept?

2. Consider the network effects-
don't just move the problem.

How might design reduce negative affects of Air pollution and increase access to areas with good Air quality?



Example Copenhagen: Operationalizing hyperlocal air quality data as it relates to Copenhageners' everyday life

Goal:

- Design Thrive Zones for improved urban environments for children 0-5 yrs
- Define urban design principles that will be applied to urban renewal projects





Reduce exposure
to air pollution

- Remove street parking
- Introduce green buffer zones
- Reduce lingering at intersections
- Encourage 'mid-street' activity
- Traffic calming measures

Invite to cleaner air
routes and spaces

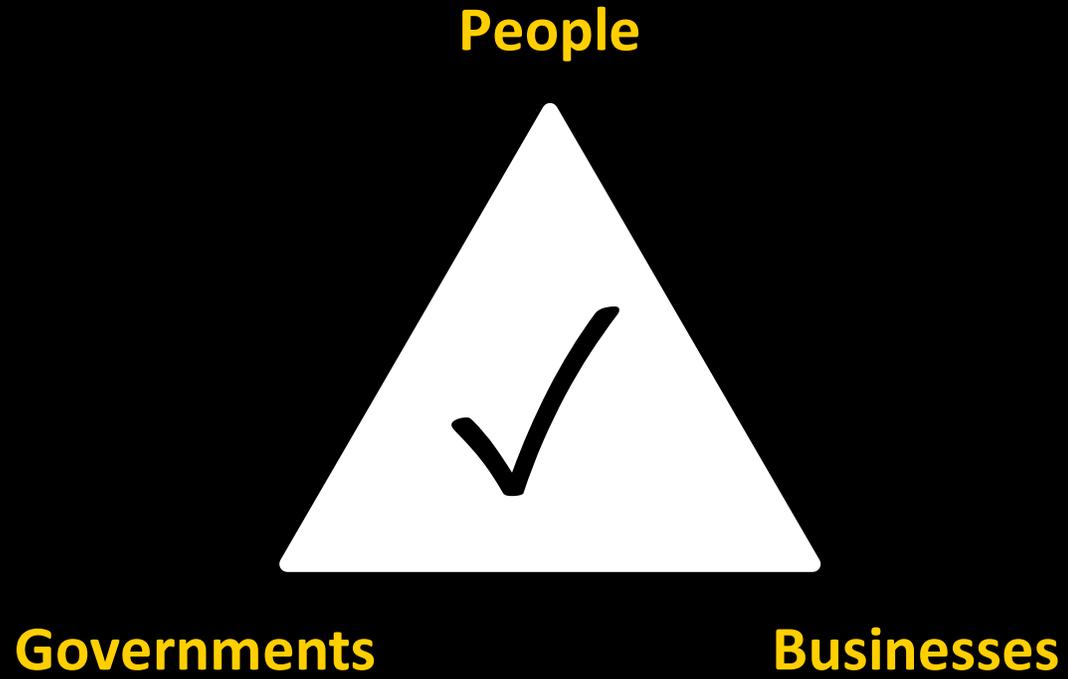
- Widening sidewalks
- Separated bike lanes for side-by-side cycling
- Safer crossings for pedestrians
- Add trees and green
- Add public seating
- Provide physical signage that this is a clear air area

What else should be paired with
the Trafikøer concept?

3. Connect with broader mobility
disruption in the private sector
Create the collaborative infrastructure
for systemic change necessary to
tackle wicked problems

This is a problem the City

CAN'T SOLVE ALONE



4 Station types allow the System to be as dynamic as cities

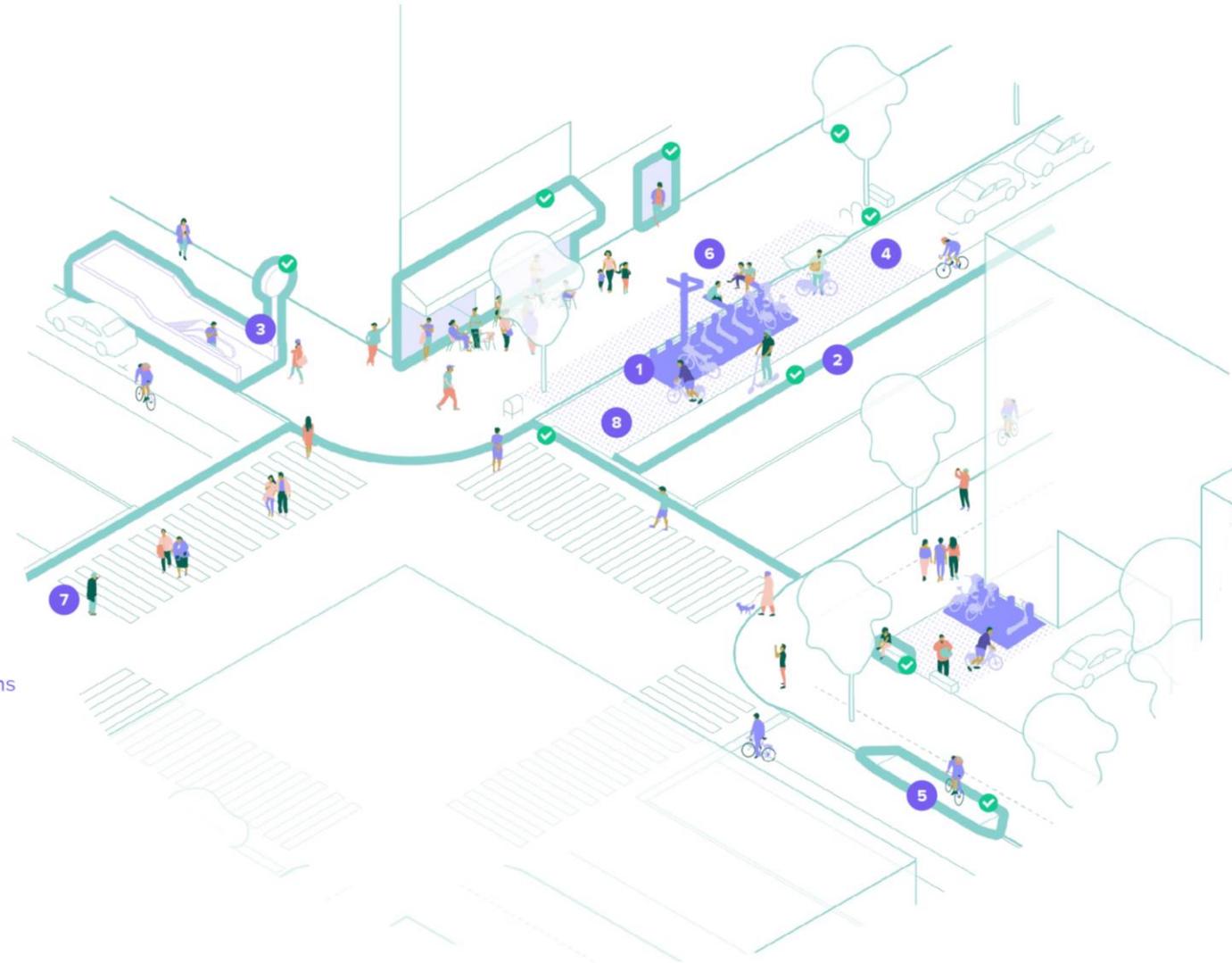


SITING PRINCIPLES

Good behavior is a result of station siting, not industrial design.

siting holistically to **improve streets**, fit neighborhood **context** and invite **good behavior**.

- 1 Select prominent locations
- 2 Near protected travel lanes
- 3 Intuitive, proximate, convenient multimodal connections
- 4 Claim the parking lane
- 5 Promote good etiquette
- 6 Give back to the street
- 7 Intuitive and explicit wayfinding
- 8 Respect clearances + buffers



**We know
transformation
starts with
people**



The Station System can impact people's lives in many ways



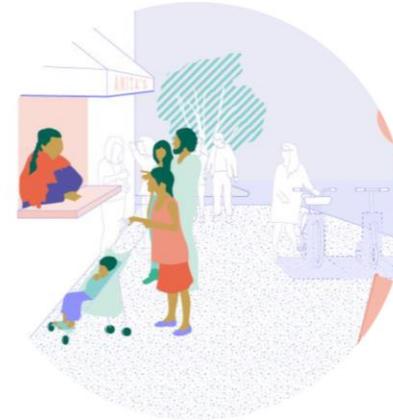
In Los Angeles...

**Improving the experience
of getting to transit can
make more time
in people's days**



In New York...

**Flexible station
typologies can
build a more
reliable network**



In Austin...

**Lyft Stations invite
better etiquette and
build trust in
communities**



The station system can be designed to help cities meet their policy goals

Prosperity

Potential impact on Access to Jobs



2.5x more jobs accessible in 30 min in Austin

Equity

Potential impact on Household Cost Reduction



\$590 reduced avg. annual household transportation cost in East Austin

Sustainability

Potential impact on Vehicle Miles Traveled



11.5% household VMT reduction in East Austin

Access

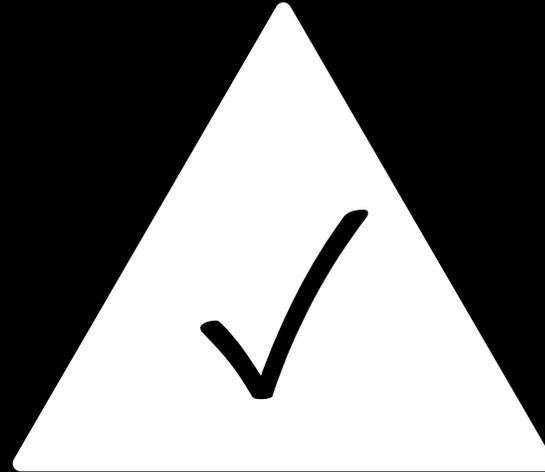
Potential impact on Access to Open Spaces



3x More access to parks in Austin

CITIZENS

A Platform to say “yes”
More agency
Leverage energy and interest



GOVERNMENT

Do more with less
Integrate Entrepreneurship
Next Gen engagement

CORPORATIONS

Go to market fast
Reduce Risk
Community Led R+D

IDEO
CO] LAB

Gehl

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Key ideas to complement Trafikøer

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How might traffic islands help make Copenhagen the best city in the world for people?

1. Who will be impacted by “local” traffic islands – ensure equity
2. How might the traffic island concept impact broader initiatives around car ownership and promoting the green transition?
3. Will traffic islands contribute to major reduction Co2 Consumption, or just move traffic to other places?
4. How might traffic islands promote health equity?
5. How might traffic islands respond to trends – COVID, e-commerce, high vacancy rates and increased use of local neighborhoods?

Traffic islands Part of building back better from COVID-19

1. Car use is going up and public transit is down – can traffic islands be targeted around metro stops and other transit infrastructure?

2. Local areas are more popular than ever – should the ones with the greatest amenity mix be best suited to a traffic island?

3. The social life of the city is changing – increased demand for green space, more safe contact with acquaintances outdoors. How might traffic islands be designed respond to this reality?



Thank you!

gehpeople.com
#citiesforpeople @jeff_risom