# **1** assemble a multi-disciplinary team **2** seek high-level leadership

Bring together a team of professionals and stakeholders that represent the range of users and uses of your public streets. This team will guide the development of

standards/plans by representing the wide range of street design considerations, best practices, and technical specifications.

Consider including: Engineer

Community Planner / Transportation Planner Economic Development / Business Representative Public Art / Arts Organization Representative Urban Designer / Landscape Architect Stormwater Professional

Communications Professional Project Manager

Seek out a champion(s) outside of your project working group. There are lots of trade-offs in the quest to build Great Streets. This leadership can offer the support and encouragement to your team and the decision-makers when difficult choices have to be made.

Potential Champions: Mayor

Town Manager

An Elected Official

Arts Community Representative Business Community Representative Advocacy Organizations

A well-known and trusted community member

# **3** transform the RFP **4** stay engaged!

The Request for Proposals (RFP) is your project’s first impression. Make sure it reflects your Great Streets vision. Some questions to consider:

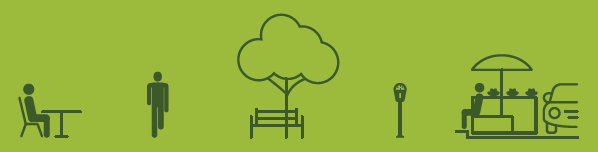
* **How do you describe your project?** Does the RFP use a lot of technical jargon or visionary language?
* **Who are the professionals you need to support your work?** Look at your own multi-disciplinary team... what additional and complementary skills do you need?
* **Which skills do you want to lead the project?** Engineers have a very important role to play, but who do you want leading the creative / exploratory process?
* **Which details can you leave open-ended?** Which details are critical to outline vs. being negotiated later? How can you ensure you see the professionals’ creativity vs simply reiterating your RFP?

Streets are complex, and their function and safety will (rightly) continue to be important concerns. And

trade-offs will inevitably be made, either in the planning stages or the first time you get a cost estimate. In order to ensure Great Streets don’t become Just Another Ordinary Street... stay engaged. Two critical times you’ll need the collective brainpower of your team:

1. **In the Planning Stages.** Our consultant said, “street design is a game of inches,” and the details can get boring or frustrating. But a few precious inches could fundamentally change a project’s vision. Make sure your street users’ needs aren’t forgotten by staying engaged in the nitty-gritty.
2. **As Projects get Built.** Most projects go through multiple iterations before the first shovel of dirt is moved. Even so, few go exactly as planned.

Additional design decisions may be made during a project’s construction. Bring the same lens to these on-going changes as you did to the planning stages.



**great streets** in your community!

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