

Quick Build Toolkit

Will County // December 2025

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Section I.

Background

The Will County Safety Action Plan, adopted in June 2025, recommends the implementation of quick-build pedestrian safety improvements along roadway segments or at intersections with identified pedestrian safety concerns. The purpose of this memo is to outline best practices to guide the quick-build process. The memo is intended to be used by Will County Department of Transportation, or any of the local agencies within Will County.

Defining a Quick-Build Project

A quick-build project, also known as a demonstration project, is a short-term, low-cost, and easy-to-install roadway project that pilots potential long-term design solutions to improve real or perceived safety on a roadway. Often, the type of improvements are small scale and lend themselves to improving level of traffic stress experienced by those walking, rolling, and bicycling. Example projects include crosswalk markings, curb extensions, bicycle lanes, mini-roundabouts, or median refuge islands.

Quick-build projects are short-term in nature, meaning they can be in place for a single day up to several months. The project's purpose can shape the project's duration: a short project may focus on generating excitement and community engagement or quickly prototyping and exploring new ideas. Longer projects are more effective for measuring impact of the design change on roadway user behavior.

Quick-build projects can also vary in cost, depending on the project duration, type, size, and materials used. Material costs typically range from \$100 to \$10,000 per installation. As such, quick-build projects are convenient and cost-effective ways to test the efficacy of proposed infrastructure projects, which require significantly more capital.

Quick-build projects enable public agencies, community partners, and individuals who walk, bike, take transit, or drive to work to collaborate on evaluating potential infrastructure improvements before investing in permanent changes. Quick-build projects enable jurisdictions to:

- **Test** aspects of safety improvements before making further investments by inviting stakeholders to try the projects in real-time.
- **Collect** data from real-world use while developing public awareness of issues and conceptual options.
- **Inspire** action and build support by strengthening relationships between government agencies, elected officials, non-profit organizations, local businesses, and residents.



Marked crosswalk in Baltimore, MD

Section II.

Quick-Build Toolkit

The following provides a general overview of a typical quick-build process.

Process Snapshot

1. Assess the Challenges

- Every quick-build location will have challenges associated with them. The most common will be the willingness of the agency having jurisdiction over the roadway to participate. If the location selected is owned by an agency outside of the lead, they should be contacted before too much effort is spent on the location. They should be presented with data to support an improvement such as crash data, public comment, recommendations from past plans, and/or observed driver behavior. Potential modifications should be discussed in a collaborative way to meet the goals of both agencies. Once initial agreement is reached, the rest of the process can continue with continued collaboration throughout.
- Weather is often a challenge. Paint installations should occur according to the manufacturer recommendations which is often 40 degree air temperature and dry pavement. The installation can occur in early spring and stay in place as long as the jurisdiction desires.
- Often, snow plow crews are not comfortable maneuvering around flexible delineators. One way to address this concern is to install the posts in the spring, observe driver behavior until fall and remove the posts. If the build achieved the desired result, a more permanent solution can be pursued during the winter months.

2. Building the Team

- Once project sites have been identified, assemble community and agency stakeholders including the roadway jurisdiction. You can find roadway jurisdiction here:
<https://idot.maps.arcgis.com/apps/webappviewer/index.html?id=671e6e55488141709e9df88937456c66>
 - o Potential stakeholders:
 - Transportation Planner or Civil Engineer
 - Will County DOT
 - Local Municipalities the project is in
 - Local police
 - Will County Government
 - Adjacent property owners
 - Nearby businesses
 - Nearby schools or childcare centers
 - Transportation advocacy organizations such as Active Transportation Alliance or Ride Illinois
 - Local bike or run clubs
 - Volunteers
- Convene Visioning Meeting
 - o Example Agenda:
 - Review relevant plans & studies
 - Determine existing information to be collected
 - Confirm project location and the safety challenges
 - Review recommended countermeasures from Safety Action Plan
 - Identify jurisdiction for location, if not already involved
 - Discuss additional stakeholders to include
 - Discuss what a successful outcome will look like
 - Refine potential site list

3. Choosing a Site and Selecting a Project Type

- Convene Project Development Workshop
 - o Example Agenda
 - Introduce project to workshop participants
 - Build consensus around problems and potential solutions at project site
 - Discuss public engagement needs/plan
 - Discuss potential solutions that address goals and needs at the selected site
 - Discuss duration of build
 - Discuss evaluation strategies
 - Discuss permitting requirements
- Confirm support from jurisdiction and identify permitting needs
- Sketch initial project layout in coordination with jurisdiction
- Draft installation plan in coordination with jurisdiction
- Conduct any initial baseline data for comparison

- Identify necessary project materials, quantities, costs and vendors in coordination with road authority

4. Planning, Design, and Evaluation

- Refine project layout, installation plan, removal plan, and materials as needed
- Determine need for Temporary Traffic Control during installation and removal
- Consider emergency, maintenance and transit vehicle access
- Procure project materials for installation
- Seek support from residents and business owners on the block adjacent to the project area
- Define evaluation strategies and develop data collection methods and materials
- Identify people to assist with data collection, outreach, and project installation/removal
- Create educational and promotional materials to share with project partners and supporters

A note on ADA Compliance

The Americans with Disabilities Act (ADA), enacted on July 26, 1990, prohibits discrimination against individuals on the basis of disability. ADA is most commonly applied on roadways through the use of curb ramps that allow people using mobility devices to easily move from the sidewalk into the roadway at a crosswalk and tactile warning strips that help visually impaired people identify a crossing location. Quick-build projects should not remove or reduce access for people using mobility devices; they should improve access if possible. Quick-build projects should not install a crosswalk without an accompanying curb ramp at both ends.

5. Planning, Design, and Evaluation

- Develop detailed plan/timeline for project installation and removal highlighting material transport and arrival, temporary traffic control timing (if needed), set-up of project elements, programming and evaluation activities, volunteer shifts, and site inspection
- Submit applications for permits to the jurisdiction, if needed
- Create Temporary Traffic Control Plan in coordination with jurisdiction, if needed
- Conduct outreach to residents, business owners, and other stakeholders near the project
- Conduct baseline data collection

6. Installing, Maintaining, and Removing the Project

- Notify residents and business owners near the project of installation impacts
- Install project per agreed upon treatment, materials, and build-day timeline, in compliance with safety, permitting, and traffic control requirements
- Collect input from roadway users about their experience before and after installation
- Document the installation and final product with photos and videos
- Conduct data collection while project is in place, using the same tools and methodology as the baseline data collection
- Conduct field visits and site maintenance as necessary
- Prepare for removal of the quick-build project; create a Traffic Control Plan, if needed
- Remove the demonstration project and inform people within the project site of changes

7. Post-Removal

- Convene the core planning team, including the jurisdiction, for a project debrief
- Compile input from residents, businesses, and other stakeholders
- Develop and share evaluation summary with core team and partners
- Summarize lessons learned and determine next steps



Paint and Post volunteers in Baltimore, MD

Site Selection

Choosing a site requires weighing factors such as:

- Has a strong need or desire to make a change at a specific location already been identified in a previous plan, or through another process that included community members?
- Which locations improve overall safety and pedestrian and bicycle access to priority destinations such as schools, parks, and grocery stores?
- Are the physical characteristics of the site appropriate? Has the site been evaluated to identify issues for people walking, rolling, or biking?

Always include the road authority in conversations when selecting a project location. The road authority will ultimately need to approve the location and can advise on whether any permits are needed, and the time required to apply for and secure permits, if needed.

Physical Site Characteristics

Consider the following physical characteristics when choosing a quick-build project location. These existing characteristics can simplify planning and installation of a project.

Desirable Characteristics

- Clear sight distance
- Posted speed 40 mph or below
- No more than four lanes of traffic (not including turn lanes)
- Average daily traffic of 15,000 motor vehicles per day or less
- Usable curb ramps present
- Adequate existing lighting

Characteristics to Consider for Long-Term Implementation

- State, county, or local road ownership
- Roadway design standards or requirements
- Presence of drainage structures
- Presence of other utilities

Planning Considerations

In addition to physical site characteristics, consider some broader planning factors when choosing the demonstration project location.

Strongly preferred factors

- Potential to improve overall safety and pedestrian access to priority destinations
- Opportunity to prioritize equity - aim to select a site that supports health for children or older adults who are low-income, of color, native, immigrants, or who have disabilities
 - Need or desire, demonstrated in one or more of the following ways: Location and/or issue has been identified in a previous plan such as a SRTS Plan, Comprehensive Plan, Pedestrian or Bicycle Plan, other planning process, or engineering study
 - There is already strong community support and consensus around a project location and/or issue
 - Previous community engagement has indicated the location and/or issue is a priority

Preferred Factors

- Potential for long-term funding or upcoming construction
- Improves safety or access for priority populations

Undesirable Factors

- No community engagement has occurred; it's recommended that in-person engagement has already happened—as part of a previous plan or other planning process (e.g., a student listening session, community meeting, etc.)
- No support from the jurisdiction

Selecting Project Components

Potential Project Components

Component	Definition	Site Consideration	Design Consideration	Materials
Stop Line	Shows motorists where to stop for pedestrians in advance of a crosswalk.	Install stop lines in coordination with marked crosswalks. Stop lines can be used on intersection approaches with stop signs or at traffic signals. At midblock crossing, a STOP HERE FOR PEDESTRIANS sign may be needed.	Stop lines should be perpendicular to travel lanes and used with marked crosswalks. Locate stop lines at least four feet in advance of a marked crosswalk.	White traffic paint or temporary pavement marking tape Stencil (purchased or made) STOP HERE FOR PEDESTRIANS signs
Mini Traffic Circle	Operate in the same way as roundabouts: stay right and yield to people already in the intersection. Mini traffic circles may reduce speeds at minor intersection crossings.	Implement at four-way stop intersections on low volume/low speed streets, although they may be appropriate at two-way stop intersections. Installing a mini traffic circle may be more challenging because it is in the middle of the roadway. The paths for buses, emergency vehicles, and other commercial vehicles should all be evaluated before implementing a mini traffic circle.	Pay careful attention to the available lane width and turning radii. Consider marking crosswalks to clarify where pedestrians are meant to cross and where they have priority. On residential streets, the travel space should be about 15 feet wide (measured from the corner to the nearest point on the edge of the traffic circle).	White traffic paint or temporary pavement marking tape for edge lines White flexible posts for edge lines Yellow traffic paint or temporary pavement marking tape for center lines or median areas Yellow flexible posts or longitudinal channelizer for splitter islands and central island Operational signs
Conventional, Buffered, Separated Bike Lane	Designated space for people to ride bicycles within the street right-of-way. Buffered bike lanes include an additional striped buffer between the	Bike lane demonstration projects may require more detailed traffic control planning. Consider how to transition the project end points. The easiest way to create a separated bike lane is to add a buffer and physical barrier to an	For all bike lane types, a vehicle travel lane of 10-11 feet should be preserved. Common dimensions for bike lanes are as follows: CONVENTIONAL 5-7 feet	White traffic paint or temporary pavement marking tape for lines White traffic paint and

	bike lane and adjacent vehicle travel/parking lane. Separated bike lanes include physical separation between the bike lane and adjacent vehicle travel lane.	existing conventional bike lane. Streets with shoulders or wide outside lanes can also work well. Consider the frequency of curb cuts or driveways and trash/recycling collection schedules.	BUFFERED 5-7 feet + 2 feet painted buffer SEPARATED 5-7 feet + 3 feet or greater physical barrier (such as a flex post).	stencils or temporary pavement marking message kit Bike lane-related signs White flexible posts or longitudinal channelizer for separated bike lanes
Median Refuge Island	Creates a two-stage crossing for pedestrians, shortens pedestrian crossing distance, and reduces the number of lanes pedestrians have to cross at once. Median refuge islands are located between opposing lanes of traffic.	Median refuge islands may be used at signalized or non-signalized crossings. Projects may be easiest to install in a location where a striped median, left-turn lane, or two-way left-turn lane is present, but not needed for left-turning traffic. Installing and removing this project can be more challenging because medians are located in the center of an active street.	Median refuge islands should be at least 10 feet wide; however, they can be as narrow as six feet. Median refuge islands that are at least 40 feet long are generally more noticeable for approaching motorists. When installed on a two-way street, median refuge islands should be placed along the centerline of the roadway between opposing vehicle travel lanes with a KEEP RIGHT sign placed on each end.	Yellow traffic paint or temporary pavement marking tape Earth-tone colored paint Yellow flexible posts or longitudinal channelizer KEEP RIGHT signs
Curb Extension	Also called bump-outs or bulb-outs, visually and physically narrow the roadway. They create shorter crossings for pedestrians and increase visibility of people walking and driving. Consult with the jurisdiction about what types of amenities would be allowed in the roadway as part of a temporary curb extension installation.	Curb extensions can be used at intersections or mid-block crossings and on commercial or residential streets. Curb extension demonstrations will be easiest on streets with shoulders or curbside parking.	The length of a curb extension needs to be at least the width of the existing crosswalk markings, if present. Curb extensions may need to be slightly narrower than adjacent parking lanes. Barrier elements such as flex posts, planters, and other vertical elements can be used to demarcate the curb extension from parking and travel lanes.	White traffic paint or temporary pavement marking tape Earth-tone colored paint White flexible posts or longitudinal channelizer
High-Visibility Crosswalk Markings	Highlight pedestrian crossing locations. Ladder, zebra, and continental	Crosswalk marking may be applied where pedestrian traffic is anticipated and encouraged. Crosswalk markings will be easiest at	Stripe the crosswalk as wide as or wider than the walkway it connects to. Align the crosswalk as closely as possible to the	White traffic paint or temporary pavement marking tape

	crosswalk markings are more visible to approaching motorists than parallel lines. Patterns and designs can also be used for creative placemaking.	intersections or crossings where ADA-compliant curb ramps are in place and where walkways exist on both sides of the street. If the site does not already have ADA-compliant curb ramps, temporary ramps can be added as part of the project.	pedestrian desire line. Consider crosswalk markings in combination with other treatments such as a stop line, curb extensions, or median refuge islands. Consider using retroreflective materials in low-light conditions. Where appropriate, use municipal branding or motifs to create vibrant designs for added interest.	Crosswalk stencil (purchased or made)
Lane Reduction	Reduces the number of travel lanes on a street.	Lane reductions work best on streets that have multiple lanes of traffic in each direction where the existing volume may not require multiple lanes. Reducing the number of lanes can reduce speeding and multiple-lane crash threat risks at pedestrian crossings. Lane reductions can also free up space for demonstrations of different uses such as separated bike lanes, or bike parking.	Work closely with the road authority to determine if a lane reduction is feasible based on existing traffic volumes. Options may include converting a travel lane to a dedicated turn lane at an approaching intersection or merging two lanes into one. If a lane reduction project includes a signalized intersection, signal detection or timing may need to be adjusted.	White traffic paint or temporary pavement marking tape for edge lines and lane lines Yellow traffic paint or temporary pavement marking tape for center lines and medians White flexible posts for outside curbs Yellow flexible posts for medians Operational signs



Paint and post bike lane in Rockville, MD



Temporary curb extension in Oak Park, IL



Paint and post project in Chicago, IL



Painted crosswalk in Richmond, IL



Paint and post intersection in Saint Louis, MO

Materials

Materials should be selected based on the context of the project and its duration. Pavement marking texture is important, since some types of paint can become slippery when wet. Some materials are not appropriate for use in the roadway. Any objects that are placed in the roadway should be MUTCD-compliant and crashworthy. Work with the Core Team to identify specifics about the materials including colors, dimensions, quantities, and vendors.

For a shorter-term project (e.g., two to three weeks), diluted tempera paint or temporary pavement marking tape may be an option for easy removal at the end of the project; for longer-term projects, more durable acrylic traffic paint may be more appropriate (however, it is much harder to remove—coordinate with the jurisdiction on the type of paint to use and potential approaches to project removal). Common materials for quick-build projects are included in the table below.

Common Materials

Item	Purpose
VERTICAL SEPARATION	
Surface Mount Flexible Delineator, white, 36"	Used along with white striping to create elements such as curb extensions or separated bike lanes. Place one flexible delineator every 8-10' around a curb extension and one every 8-20' for bike lanes.
Surface Mount Flexible Delineator, yellow, 36"	Used along with yellow striping to create elements such as medians or centerlines. Place one delineator every 5' to demarcate median.
Temporary Curb (could be plastic or pre-cast concrete)	Used to emphasize the presence of a temporary median or other infrastructure. Place one temporary curb approximately every 8'. Some types of temporary curb may also be used with flexible delineators.
Adhesive butyl pad, 4" or 8" square	Temporarily secure flexible delineator posts to the pavement.
PAVEMENT MARKING	
Striping paint (white)	Spray within pavement marking stencils to create bike lanes symbols and other pavement markings.
Reflective Removable Tape, white - 6"	Use to stripe edge of curb extensions
Reflective Removable Tape, yellow - 6"	Use to stripe centerlines or edges of median refuge island
Reflective Removable Tape, black - 6"	Use to cover existing pavement markings

Tempera Paint (liquid, 1 gallon container), earth tone red	Paint the inside of curb extensions and other elements with an earth tone color, such as red. Paint may be diluted with water based on expected project duration. Paint quantities will vary based on quick-build project design. Add corn starch to diluted paint as a thickening agent.
Tempera Paint (liquid, 1 gallon container), white	Paint high visibility crosswalks. Paint may be diluted with water based on expected project duration. Paint quantities will vary based on quick-build project design. Add corn starch to diluted paint as a thickening agent.
Corn Starch	Add corn starch to diluted paint as a thickening agent.
Acrylic Traffic Paint (liquid, 1 gallon container), earth tone	Use for longer duration installations.
Acrylic Traffic Paint (liquid, 1 gallon container), white	Use for longer duration installations.
Bike Lane Stencil (78"), 1/16" width	Create a crisp pavement marking.
Bike Lane Arrow (72"), 1/16" width	Create a crisp pavement marking.
Glass Beads, 50 lb bag	Add to wet paint for reflectivity.
Paint Brushes, various sizes	Use for additional creative designs, as appropriate
Acrylic Paint (liquid, 1 gallon container), various colors	Add creative placemaking elements as appropriate
SIGNS/TRAFFIC CONTROL	
Traffic cones (pack of 6)	Demarcate work area.
Roll Up Sign 36x36 and stand - "Work Zone Ahead"	Placed in advance of installation site. Use two signs for corridor installation or four for intersection installation.
Temporary signage and sign stand	Include signage to indicate temporary changes. For example, "KEEP RIGHT" (R4-7) by medians.
INSTALLATION AND CLEANUP SUPPLIES	
Stiff bristle broom and dust pan	Clean pavement in advance of installation.
Roller cover set (standard size, typically 9" to 12")	Use for pavement markings.
Roller cover set (4")	Use for lane line markings.
Roller frame (standard size, typically 9" to 12")	Use for pavement markings.
Roller frame (4")	Use for lane line markings.
Roller extension pole 3-6'	Use for pavement markings.
Buckets	Use for mixing paint.
Plastic tub/tray for roller	Use for pavement markings.
Disposable nitrile gloves (10 count minimum, per 1 unit)	Gloves for installation volunteers.
Box cutter	Cutting traffic tape.
Scissors	Misc cutting of materials.
Safety vests	On-street safety.
Cotton twine	Mark curves of curb extensions.
Tape measure (35')	Misc measuring.
Sidewalk chalk, sticks (box)	Mark misc elements.
Chalk reel (100') and powder chalk	Mark straight lines before installing traffic tape.

Documenting and Evaluating

Data collection is critical to evaluate the success of a quick-build project. Documenting conditions before and during the project installation creates a record of the temporary changes and how the project impacts the community. Remember to take photos and video before project installation, during installation, and while the project is active. Careful documentation can help the project team understand the project's impact, note any necessary future changes, and begin to build a case for future permanent capital improvements.

The following methods are intended to collect qualitative and quantitative data about the conditions before and after the demonstration project is installed. If the project does not perform as intended, future designs can be calibrated to reflect lessons learned.

1. Developing evaluation questions

The first step is developing the questions that the evaluation will seek to answer. Engage the team and other key stakeholders, such as community groups and businesses located near the project site, to articulate the evaluation questions. Avoid yes/no questions. Examples of evaluation questions include:

- How many people engaged with the project site?
- What impact did the project have on driver behavior at this site?
- How did the project affect pedestrians' perception of safety at the site?
- What did users like and dislike about the project?
- The evaluation questions will determine the best data collection methods and tools to use.

2. Ensuring consistent data

Plan to collect data before, during, and after the demonstration project is installed. Collecting data before the project and during the project is especially important when it comes to quantitative data so that there is a baseline to examine changes over time. Qualitative data may be less impacted by time of day, day of week, weather, or special events. Key considerations for ensuring consistent data include:

- Collect data during the same time of day and day of week, and adjust as needed to account for weather, construction, or other activities that may impact people's behavior.
 - Try to collect data during two or more time periods, such as a weekday evening peak and Saturday afternoon. To reduce variability, data collected on multiple weekdays at the same time of day can be averaged together.
- For locations near schools, collect data midweek on Tuesday, Wednesday, or Thursday. Saturday is recommended for weekend counts. Collecting data during daily peaks provides the largest sample size for comparing before/during data. Identify two consecutive hours for data collection that overlap peak activity.
- Pedestrian and bicycle volumes are significantly more affected by weather than driving volumes. Postpone data collection if it is raining, snowing, or excessively hot.
- Avoid collecting data on holidays, during construction, or other events or special circumstances that may impact pedestrian, bicycle, or driver behavior.

Evaluation Methods

Below are common qualitative and quantitative evaluation methods for demonstration projects.

Interactive Data Collection

Interactive or engaged data is collected from people and includes elements such as quotes or observations. This kind of data tells the story of the project in a human-centered way.

Common Metrics to Evaluate with Interactive Data

- Pedestrian and Bicycle Level of Service / Level of Traffic Stress: how users perceive a service condition (delay, travel time, speed, comfort).
- User Perceptions: measurement of how safe a person feels under various network scenarios. The measure predominantly applies to infrastructure and roadway network conditions, not safety as an element of security.

Interactive Data Methods

Intercept Surveys	Develop a 3-question survey to ask people who pass through the project area.
Questionnaire	Use paper or electronic questionnaires to gather more detailed information on-site, or as a follow-up to the project.
Interviews and Testimonials	Develop a list of key stakeholders to interview and record their thoughts so that, with permission, their feedback can be used as testimonials in the future.
Idea Board	Provide a space for people to quickly write down ideas and see what others have shared. This could be a large chalkboard, blank paper or canvas. Consider providing prompts to generate feedback such as “I like this because...” or “I dislike this because...” Staff the idea board to orient people to the project and invite people to share feedback.
Social Media	Develop a hashtag for users of social media to have conversations and share input and ideas related to the demonstration project.

Passive Data Collection

Passive evaluation is data that can be collected through observation or analysis. Examples include pedestrian, bicycle, and vehicle counts or traffic speeds. Video, automated data collection, and manual data collection are all viable strategies for passive data collection.

Common Metrics to Evaluate with Passive Data

- Adherence to Traffic Laws: how well people driving, bicycling, and walking obey current traffic laws, such as speed, yielding rates, and crosswalk usage.
- Average Travel Time: the average time it takes road and sidewalk users to travel a specified distance.
- Delay: average delay (seconds) associated with bicycling and walking at specific locations.
- Mode Split: proportion of total trips by transportation mode (i.e., walking, bicycling, etc.).
- Pedestrian Space: proportion of public right-of-way dedicated to sidewalks, plazas, median refuges, and crosswalks.
- Volume: number of people walking and bicycling in a specified area for a designated period of time.

Passive Data Methods

Pedestrian, Bicycle, and Vehicle Counts	Volume data can be collected by video, automated counters, or manual counts. Create a schedule that accounts for consistent data collection windows and uniform counting periods. Collect data during the same time period before and after the project is in place.
Vehicle Speeds	Speed data can be conducted with a radar gun or road tubes. It can also be approximated by marking a 100-foot measurement on the roadway and using a stopwatch to record the time it takes for a driver to travel that distance.
Activity Counts	Beyond counting who is passing through the project area, record who is staying and what they are doing through regular activity counts, which are conducted at standard intervals. Gather information about what people are doing (sitting, standing, reading, etc.), perceived personal characteristics such as age, and how long they're staying. Consider consulting local businesses on number of patrons, where applicable.
Driver Stop and Yield Compliance	Observe and record the number of drivers who yield or stop for pedestrians in the marked crosswalk before, during, and after the project.
Vehicle Delay or Red Light Stop Times	Have a project partner or volunteer use a stopwatch to time how long it takes for them or other motorists to get through the project area before and after the project is in place.
Pedestrian Crossing Distance	Measure the pedestrian crossing distance before and during the project and note changes in terms of crossing distance and/or crossing time.
Emergency and Transit Vehicle Access	Invite the fire department, transit operators, and other emergency vehicles to navigate the project site to test how well their vehicles can maneuver around the demonstration project. Record the results with video.
Resources Leveraged	Track volunteer involvement, in-kind donations, financial contributions, and other resources. These metrics demonstrate support for the project.
Bicycle Parking Inventory and Utilization	Track the number of bicycle racks in the project area and the number of bicycles locked to bike parking spaces.

After data collection is complete, compile and analyze the data. Develop materials to report and communicate the findings of the evaluation to the team, key stakeholders, and the public. Refer to the evaluation questions to help organize the results.

Liability Considerations

Everyone involved in the development and implementation of a quick-build project must consider safety at every stage of the project. The quick-build projects propose geometries and designs that have the potential to increase safety when appropriately applied. Consider taking the following actions to address liability concerns:

- Document the existing conditions at the site, especially those that may create dangerous conditions, and how the proposed treatments may impact them.
- Document the design process and rationale for identifying the proposed treatments.
- Document and formalize the relationship between and roles of project partners.
- Follow state and national standards.
- Project partners may obtain liability insurance for the project, which may or may not be a requirement of the permit approval process.

Section III.

Communications Toolkit

Frequent and consistent communication is critical to the success of a quick-build project, as a significant percentage of people who interact with the installation will likely not have been involved in planning, design, or implementation. Communicate early and often to inform, promote, engage, recruit, and energize people about the project. The following strategies outlined below may be used to share information about the project including the location, proposed changes, project purpose and goals, and duration.

Marketing and Communication Strategies

Tool	Purpose
Press Release	Distributed to local news media channels to share information about the project more broadly. A press release can include information such as the project purpose, location, goals, and ways to get involved.
Newsletter	Customized for certain stakeholder groups such as business owners, advocates, or members of a school community.
Social Media	X, Facebook, Instagram, NextDoor, YouTube, Reddit, and other social media platforms can communicate information to key stakeholders and the public.
Door to Door	Provides an opportunity to have more personal conversations with people who may be directly impacted by the project. Encourage neighbors to ask questions, share ideas, express concerns, and invite them to be involved.
Posters / Flyers	Include key project information and compelling graphics to inform people of the upcoming quick-build project. Share posters or flyers with project partners and nearby businesses to display for employees, visitors, and passersby.

Promotional Kit	Include sample email text, Facebook and Twitter posts, and project-related graphics to make it easy for project partners and supporters to share information.
Talking Points	Provide talking points to community partners and any project volunteers who will be involved with data collection, project installation, stewardship, and removal to ensure that everyone is on the same page about messaging and communication.
Postcards	Allow people to take key project information home with them and provide links to project websites or online engagement tools. Postcards can be handed out during data collection, installation, or removal.
Public Workshop	Hold a public workshop during the initial project planning and design to gather feedback and ideas for potential modifications.
Project Website	Create an up-to-date central repository for information about the quick-build project.



Community painting day in Saint Louis, MO

Example Copy

Newsletter/Email/Media

For Immediate Release

CONTACT: (NAME)

PHONE: (PHONE)

(COMMUNITY NAME) To Launch Quick-build Pilot Project

The (City / Town) of (Name) is set to launch a short-term, low-cost active transportation quick-build project (at / along) (street). The project will allow members of the public to try out potential street changes designed to improve comfort, safety, and enhance the community. The pilot will start on (date) and be installed for approximately (duration). The project will include (project description).

This quick-build offers an opportunity to collect public input regarding street improvements using temporary, low-cost materials before investing in longer-term solutions. Changes will be evaluated during the project to consider project impacts. There are many ways for you to get involved. Residents and visitors are invited to come and try the quick-build while it is installed. Interested in volunteering with project set up and/or evaluation? Please contact (name and contact information)

Social Media Post 1

Walking and biking quick-build projects are coming to (community name) in (season/year)!

(Community) will host an active transportation quick-build project on (location) from (start date) to (end date) to test real-life solutions to improve the safety, active living, and beauty of the community.

You are invited to come and participate! For more information, including how to volunteer, please contact (name and contact information).

Don't forget to "Like" and "Share"!

###

Social Media Post 2

How can we make lasting improvements to our community?

Short-term quick-build projects are a way to experience changes to our streets that could improve the health, safety, and beauty of the community.

(Community) will host active transportation quick-build projects in (season / year)! You are invited to come and participate! For more information, including how to volunteer, please contact (name and contact information).

Help spread the news! Hit “Like”, “Share”, or leave a comment below.

###

General Talking Points

WHAT IS A QUICK-BUILD PROJECT?

A quick-build project, also known as a demonstration project, is an inexpensive way to test street improvements using short-term materials.

Quick-build projects provide flexibility to observe, learn, and make adjustments before investing in permanent changes.

The goal of the quick-build project is to test new designs and ideas to improve the safety, health, happiness, and vitality of the community. Community members have the opportunity to try new designs and share feedback and ideas.

PROJECT PROCESS

Workshops took place in (month) to select project sites and start the design process. (Roadway jurisdiction), the local school district, and (community name) worked closely to plan and design projects.

Communities are providing materials and coordinating volunteers to help with data collection and installation.

Similar short-term projects have previously been installed in other communities throughout Illinois and in other states.