

## PREFACE

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*A crisis is a terrible thing to waste.*

—PAUL ROMER

We started our firm, The Street Plans Collaborative, in the middle of the worst economy either of us—and our parents—had ever known. As a result, we treated our nascent company with frugal conservatism but one that was generous with our respective communities, with our time. So it's no wonder that we discovered the Tactical Urbanism ethos in the work of those around us, because we were using its core philosophy to incrementally grow our business.

Our ambition was, and remains, to combine planning and design consulting with what our firm now calls research-advocacy projects. To this last point, when we started our careers there was no YouTube, blogs and Facebook were just becoming a thing, and no one had heard of Twitter. Well, that's all changed, and quickly. We've never been so connected online yet so far away in our communities. But our current technology and the ethos of overlapping open source movements have played a pivotal role in our ability to learn from others and in the dissemination of Tactical Urbanism. We'll explore this key point further in chapter 3, but we want to make clear that although this book comes with a price tag, much of the information contained herein does not. And for that we're grateful.

When you have finished reading this book, we hope you feel empowered. We're writing this book because so many others have inspired and empowered us, as you will read in the discovery stories that follow. We are now more excited than ever by the endless number of creative projects that are emerging daily, and we believe strongly that Tactical Urbanism enables people to not only envision change but to help create it. This is powerful stuff. Thanks for reading.

















