

The Open Streets Guide



Opening Streets to People || Sharing Resources || Transforming Communities



Acknowledgments

Research, Publication, Website

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Do You Have Open Streets?

About This Project

The Open Streets Project is an ongoing collaboration between the Alliance for Biking & Walking (Alliance) and The Street Plans Collaborative (Street Plans). The goal of the project is to share information about open streets and increase the number, size, and frequency of initiatives occurring across North America.

The Open Streets Project began in early 2010, when Street Plans began independently examining the breadth and diversity of open streets initiatives in the United States and Canada. Despite their growing popularity, it was quickly discovered that there was no central place to find information or to share best practices. In the fall of 2010, Street Plans partnered with the Alliance to engage local advocates and open streets organizers across North America.

The Open Streets Project includes this published guide and an interactive website: www.OpenStreetsProject.org. This guide includes an introduction, best practices overview, 67 case studies organized into a typology of seven common model types, and a graphic summary of our findings.

The website includes all of the case studies, news updates, and dozens of organizing and informational resources. It's designed to encourage advocates and new open streets organizers to explore related efforts in other peer cities, and invites experienced organizers to continually update and share best practices, maps, photos, videos, and publicity materials via the individual initiative blog feature.

If you have or are planning to open your streets, please contact Info@OpenStreetsProject.org. We'd like to be in touch, learn more about your effort, and add the initiative to the Open Streets Project.

State of Kentucky Albany-El Cerrito
Minneapolis Barrie San Francisco
Washington, DC Durham Charleston
Simcoe Pensacola San Antonio
Madison Fargo Hamilton Redding
Chicago Winnipeg Hoboken
Atlanta Ottawa Los Angeles
Portland Westchester County
Coral Gables Oak Forest Roanoke London
Cornwall Tucson El Paso Clearwater
Phoenix Miami Spartanburg Somerville
Niagara Falls Missoula Philadelphia
Cleveland Kansas City Pinecrest Lincoln
Cambridge Woodstock New York City
St. Louis Savannah Spokane Oakland
Parkersburg
Baltimore Wayne County
San Mateo County Waterloo Eugene
Boulder Ann Arbor Seattle Ferguson
Denver Lexington Long Beach

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1

Open Streets Initiatives

Introduction

“

People traffic replaces car traffic, and the streets become ‘paved parks’ where people of all ages, abilities, and social, economic, or ethnic backgrounds can come out and improve their mental, physical, and emotional health.

”

- Gill Peñalosa,
Executive Director, 8-80 Cities

Open streets initiatives temporarily close streets to automobile traffic, so that people may use them for just about any activity but driving—walking, jogging, bicycling, dancing, and social activities all flourish! According to Gil Peñalosa, Executive Director of 8-80 Cities, “People traffic replaces car traffic, and the streets become ‘paved parks’ where people of all ages, abilities, and social, economic, or ethnic backgrounds can come out and improve their mental, physical, and emotional health.”

As of early 2012, there are more than 70 known initiatives in North America (67 are documented in this guide). Open streets have quickly become one of the most exciting advancements in the livable cities movement. Indeed, they are now increasingly common in towns and cities that are seeking new and fun ways to achieve environmental, social, economic, and public health goals. Such programs also allow citizens to see and connect with their community in a new and exciting way.

Many North American open streets initiatives draw inspiration from those held in Central and South America, where they are called “ciclovías.” The term, which translates to English as “bike path,” was coined in Bogotá, Colombia, a city that began experimenting with its model Ciclovía initiative in 1974. Like most initiatives, Bogotá’s path to success was not linear and has required collaboration among many actors. Nonetheless, with approximately 120 km (70 miles) of streets open for non-motorized activity each Sunday and holiday, and weekly participation rates that can exceed 1 million, Bogotá is the de facto leader of this growing global movement.

However, before there was Ciclovía in Bogotá, there was “Seattle Bicycle Sundays,” a car-free initiative connecting several parks along a 3-mile stretch of Lake Washington Boulevard. Launched in 1965, Seattle’s ongoing effort predates Bogotá’s Ciclovía by nearly a decade. Additionally, Seattle’s Bicycle Sunday promptly inspired similar initiatives in the parks and parkways of New York City (1966), San Francisco (1967), and Ottawa (1970), making open streets a decidedly North American phenomenon.

*Left: Bike Miami Days, Florida’s first open streets initiative.
(Image: Mike Lydon)*



*Baltimore's Sunday Ciclovía is all about building community through shared physical activity.
(Image: Mike McQuestion)*

VS.



*Baltimore's HonFest also builds community, but it is not intended to induce sustained physical activity.
(Image: Mike Lydon)*

Despite sharing a few basic characteristics—temporary car-free streets, community involvement—open streets should not be confused with block parties or street fairs because the core objectives are fundamentally different. Indeed, while street fairs and block parties provide positive community benefits, they do not explicitly support physical activity or the broadening of transportation choices.

Additionally, street fairs and block parties are often one-off events whereas open streets are most often part of a broader, ongoing municipal or organizational effort to promote and extend the myriad benefits associated with active transportation.

By examining 67 on-the-ground examples of how these initiatives are working around North America, we hope that this guide helps your city embrace open streets as a way to improve your city's health, environment, and overall quality of life.

We begin by exploring the benefits.

Benefits

Few studies have actually quantified the benefits derived from North America's open streets initiatives. This may be because open streets are a new phenomenon in so many North American communities—47 of the 67 initiatives profiled herein began in the past 3 years, many on a trial basis. Yet, it's obvious to anyone who has experienced open streets that good things happen when thousands of people engage in social and physical activities together. This is especially true when such activity occurs along a thoroughfare typically congested with automobiles.

Below is a brief overview of the public health, environmental, economic, and social benefits associated with open streets. The information presented is sourced from the few available academic studies, as well as compelling anecdotal evidence found in newspaper articles, blogs, and the like.

Public Health

There is no question that open streets initiatives engage participants in physical activity. A 2010 study published in the *Journal of Physical Activity** confirms that open streets generate positive public health outcomes. The study, which surveyed 37 such initiatives in 11 South and North American countries, found that 71% included physical activity classes, while 89% of the designated routes included parks offering additional opportunities for exercise.

Additional research conducted in Bogotá strengthens the claim that open streets encourage people to be physically active. Indeed, when people in that city choose to exercise, they typically do so for an average of 48 minutes. By contrast, the average Ciclovía participant spends an average of 4 hours and 15 minutes exercising in the city's streets and parks—five times the average amount. According to a new study looking at the economic benefits of the Ciclovía, the associated physical activity has an economic benefit realized in health care cost savings.

It should be no surprise that across the United States and Canada many existing and emerging open streets initiatives are organized and sponsored by those working to improve public health through active living.

* All citations are available in the Appendix.



New York City's Summer Streets.
(Image: Mike Lydon)

Environmental

Open streets initiatives offer environmental benefits. Removing cars from the road, even just temporarily, provides a positive environmental impact, especially if the initiative is conducted on a weekly basis. A study conducted in Bogotá reveals that particulate matter along the city's Ciclovía route was 13 times higher on a regular weekday than on a Sunday. Although it's unclear if the study controlled for traffic volume changes (traffic is normally lighter during the weekend), removing automobiles and trucks from city streets each Sunday surely contributes to improved air quality along the route.

Most open streets initiatives also directly promote and encourage citizens to replace daily automobile trips with bicycling, walking, and public transportation. Although it's more difficult to measure, these efforts are believed to encourage less routine car use.

Finally, participation and support from numerous environmental organizations are common. The presence of such groups builds participants' awareness and highlights the connection between improving the natural and built environment, the economy, and public health.



*San Francisco's Sunday Streets SF initiative.
(Image: sundaystreetsf.com)*



It was so much fun to see so many people in downtown on Sunday...the atmosphere of fun and people and activity made such a difference. Downtown shoppers were plentiful and they were buying! It was one of the best Sundays we have had.



- Tony Alonso,
President and CEO,
La Epoca Department Store

Economic

When located in downtown or neighborhood business districts, open streets offer new economic opportunities for many types of businesses. The inclusion of local vendors, artists, non-profit organizations, musicians, and other performers invites wider participation, which in turn provides increased opportunity for restaurants and retailers. This is especially true for those who do not regularly have the opportunity to share their food, wares, and products to hundreds, if not thousands, of people.

While not every business will have a banner day—appliances may not be flying off the shelves and into bike baskets—the exposure to a broader and typically regional audience is valuable for businesses of all types. After the first Bike Miami Days, Tony Alonso, President and CEO of La Epoca Department Store said, “It was so much fun to see so many people in downtown on Sunday...the atmosphere of fun and people and activity made such a difference. Downtown shoppers were plentiful and they were buying! It was one of the best Sundays we have had.”

Open streets also contribute to direct health care cost savings. A recent study published in the *Journal of Urban Health* analyzed the average economic cost and benefits associated with open streets programs in Bogotá, Medellín, Guadalajara, and San Francisco. The study, which is the first to assess the cost-benefit ratio derived from open streets programs, found that from a public health perspective each of the four initiatives is cost beneficial, especially when compared to other physical activity programs. The study partially attributes the low costs to the highly efficient use of existing infrastructure: our streets!

Average cost per user, per week (USD) of different physical activity programs (2009)

(Graphic Source: *Do Health Benefits Outweigh the Costs of Mass Recreational Programs? An Economic Analysis of Four Ciclovía Programs*, Montes et al.)



Once it gets rolling, the building of connections accelerates quickly. We learn once again what skills and gifts our neighbors possess, and they become valuable to us again, literally valuable, people we can start to depend on for some of our food, our fuel, our capital, our entertainment.

- Bill McKibben,
Author of *The Deep Economy*
President and Co-Founder 350.org



Community and Social

Open streets initiatives provide more than just opportunities for physical exercise; they are an exercise in building community, cultural identity, and social engagement. By temporarily removing the danger of motor vehicles, open streets provide a novel type of public space that helps people make social connections and lets them view their city through a new lens. Thus, an immediate benefit—one that is perhaps more exciting and visible than any associated environmental or public health benefit—is the amount of interaction that occurs between participants of all ages, incomes, occupations, religions, and races. Allowing people to socialize with their fellow citizens in a non-threatening, apolitical environment allows individuals, community organizations, and political leaders to build social capital and develop a wider understanding of their city, each other, and the very real potential for making streets friendlier to all people.

The emergent open streets research field and strong anecdotal evidence demonstrate an impressive number of overlapping community benefits. However, if your streets are not already open, we'd like to challenge you and your community to make them so. The rest of this guide is intended to help you do just that.

*Atlanta Streets Alive brings people together.
(Image: Mike Lydon)*





*A ciclovía in New Orleans?
(Image: G. Chapin Studios
www.gchapinstudios.com)*



Overview

Introduction

Despite the open streets movement's rapid growth, many funding and organizational obstacles continue to prevent North America's initiatives from becoming as robust and as frequent as those found in Central and South America. While the social, political, and economic contexts are certainly different, we hope the Open Streets Project not only marks the movement's achievements but also informs, inspires, and propels existing and future efforts.

Before exploring the different initiatives happening around North America, it's important to understand the research methodology and characteristics used to categorize and compare the initiatives with each other. Thus, this chapter begins with a summary of our research methodology and describes how we arrived at seven model initiative types. Following this overview is a summary table of all 67 initiatives documented in Chapter 3. Organized by model type, the table reveals the organizational and funding patterns used to differentiate the various model types. The table also shows a great deal of variety among the initiatives, especially as it relates to route type, setting, and length.

Finally, a map (pages 16–17) demonstrates the movement's rapid growth between 2005 and 2011 and is followed by summary graphics and select statistics that illustrate the different characteristics measured in the summary table.

Our Research Methodology

Web and Print



www.OpenStreetsProject.org

Several research methods were used to gather information on how open streets are being implemented across the United States and Canada. The research began with an exploratory online literature review, which revealed the need to centralize the available information. This effort was followed by a more detailed qualitative inquiry into the similarities and differences inherent to each initiative. Phone and email interviews were then conducted in conjunction with the administration of a 10-question online survey designed to develop a working understanding of how open streets are organized and funded. (See Open Streets Typology on the following page.)

The information collected from the above effort was then synthesized into the 67 case studies contained herein. Each case study is by no means exhaustive, as each program is susceptible to change as funding and organizational capacity shifts, routes are altered, and best practices are refined. This fluctuation is particularly common during the development/start-up phase. Indeed, numerous newly minted initiatives were created and then altered over the course of this 2-year research project, which required our team to constantly revise and update information as it became available.

It is for this reason that the editable www.openstreetsproject.org website exists as a natural companion to the Open Streets Guide, allowing organizers to add and delete content (descriptions, images, maps, videos, statistics, etc.) as their programs continue to evolve. It is our goal to use the information shared via the website to periodically update the Open Streets Guide. Thus, if you already have more information to share or corrections to make, please email Info@OpenStreetsProject.org, or head over to OpenStreetsProject.org and get started.

An Open Streets Typology

Seven Model Types



*Chicago's Open Streets on State Street.
(Image: Active Transportation Alliance)*

Even though each open streets initiative is unique, the following 10 common characteristics were defined in our research and used to compare and evaluate each initiative:

- Population
- Lead Organizing Entity (Public, Non-profit, Partnership)
- Year of Initiation
- Funding (Public, Private, Partnership)
- Route Type (Neighborhood Linear, Loop, Arm and Loop, Multi-Neighborhood Linear, Regional Linear)
- Route Setting (Park, Parkway, Residential Neighborhood, Neighborhood Center, Downtown)
- Route Length
- Supporting Activities
- Season
- Frequency

Looking more specifically at a few lead characteristics—organizational structure, funding structure, and supporting activities—led to the emergence of seven common model types. A place-based nomenclature—used mostly as a way to pay homage to the city where the model type began—was then assigned. The models include:

- Seattle Model: Publicly Led, Publicly Funded
- Cleveland Model: Non-Profit Led, Privately Funded
- San Francisco Model: Publicly/Non-Profit Led, Privately Funded
- Portland Model: Publicly Led, Public/Privately Funded
- Winnipeg Model: Non-Profit Led, Public/Privately Funded
- Savannah Model: Publicly/Privately Led, Privately Funded
- Kentucky Model (Statewide): Publicly/Privately Led, Publicly/Privately Funded

Chapter 3 includes a brief overview of the seven model types as well as 67 case studies for each of the initiatives. Although it's an incomplete typology, it does provide a clear and useful structure for analysis, which is the subject of Chapter 2.



	YEAR OF INITIATION	POPULATION	ORGANIZED BY			FUNDING			ROUTE TYPE				
			Public	Non-Profit Partnership	Public	Private	Public- Private Partnership	Loop	Arm & Loop	Neighborhood Linear	Multi-Neighborhood Linear	Regional Linear	
SEATTLE MODEL													
Seattle, WA (Bicycle Sunday)	1965	608,660	•		•			•					
New York City, NY (Central/Prospect Park)	1966	8,175,133	•		•			•					
San Francisco, CA (Golden Gate Park)	1967	805,235	•		•					•			
Ottawa, ON	1970	812,129	•				•		•		•	•	
Westchester County, NY	1974	949,113	•		•							•	
Washington, DC (Rock Creek Park)	1981	601,723	•		•						•		
Wayne County, MI	1983	1,820,584	•		•							•	
Philadelphia, PA	1995	1,526,006	•		•							•	
Hoboken, NJ	1998	50,005	•		•					•			
Phoenix, AZ	1999	1,445,632	•		•			•	•				
Cambridge, MA	2004	105,162	•		•					•			
Ann Arbor, MI	2007	113,934	•				•			•			
El Paso, TX	2007	649,121	•		•						•	•	
Kansas City, MO	2008	459,787	•		•				•				
Barrie, ON	2009	128,430	•		•					•			
Pensacola, FL	2010	53,248	•				•			•			
Woodstock, ON	2010	35,480	•		•					•			
Cornwall, NY	2011	12,307	•		•							•	
Niagara Falls, ON	2011	82,184	•		•					•			
Waterloo, ON	2011	97,475	•		•						•		
CLEVELAND MODEL													
Cleveland, OH	2006	396,815		•		•		•		•			
Chicago, IL	2008	2,695,598		•		•					•		
Lexington, KY	2008	295,803		•		•		•		•			
Baltimore, MD	2009	620,961		•		•				•			
Long Beach, CA	2009	462,257		•		•				•			
Durham, NC	2010	228,330		•		•		•	•				
Spartanburg, SC	2010	37,013		•		•				•			
Tucson, AZ	2010	520,116		•		•		•					
Coral Gables, FL	2011	46,780		•		•				•			
Fort Worth, TX	2011	741,206		•		•				•			
Minneapolis, MN	2011	382,578		•		•				•			
Simcoe, ON	2011	14,522		•		•				•			
SAN FRANCISCO MODEL													
San Francisco, CA (Sunday Streets)	2008	805,235		•		•					•		
Miami, FL	2008	399,457		•		•		•	•	•			

ROUTE SETTING					ROUTE LENGTH		SUPPORTING ACTIVITIES	SEASON				FREQUENCY	
Park	Parkway	Residential Neighborhood	Neighborhood Center	Downtown	Miles	Kilometers		Winter	Spring	Summer	Fall		
•					3	4.8			•				•
•					6	9.7		•	•	•	•	•	
•					1.4–2.2	2.3–3.5		•	•	•	•	•	
•	•				32.6	52.5	•		•	•		•	
	•				6.6	10.6			•	•		•	
	•				4.3	6.9			•	•	•	•	
	•				6.8	10.9			•	•		•	
	•				3.6	5.8			•	•	•	•	
•					0.8	1.3			•	•		•	
•					51	82				•	•	•	
	•				1	1.6				•	•		
	•				1.2	1.9			•				•
•		•			8	12.9			•	•	•	•	
•		•			4	6.4	•			•			•
•				•	1	1.6	•			•			•
	•				1	1.6				•			•
				•	0.4	0.6	•			•			•
•					3.5	5.6				•		•	
	•				0.5	0.8				•		•	
			•	•	1.7	2.7	•			•		•	
•	•	•	•		2–8	3.2–12.9	•		•	•			•
•		•	•		.7–8	1.1–12.9	•			•	•		•
•		•		•	1	1.6	•		•	•	•	•	
		•			1.3	2.1	•				•		•
				•	2	3.2	•		•			•	
•				•	.65–.9	1.05–1.4	•		•	•			•
				•	0.3	0.5	•			•		•	
				•	5	8	•		•			•	
				•	.8	1.3	•				•		•
		•	•		.9	1.4	•			•			•
		•	•	•	2.3	3.7	•			•			•
				•	0.2	0.3	•			•			•
•		•		•	4.5–6	7.3–9.7	•		•	•	•	•	
		•	•	•	.4–2	.65–3.2	•	•	•		•		•

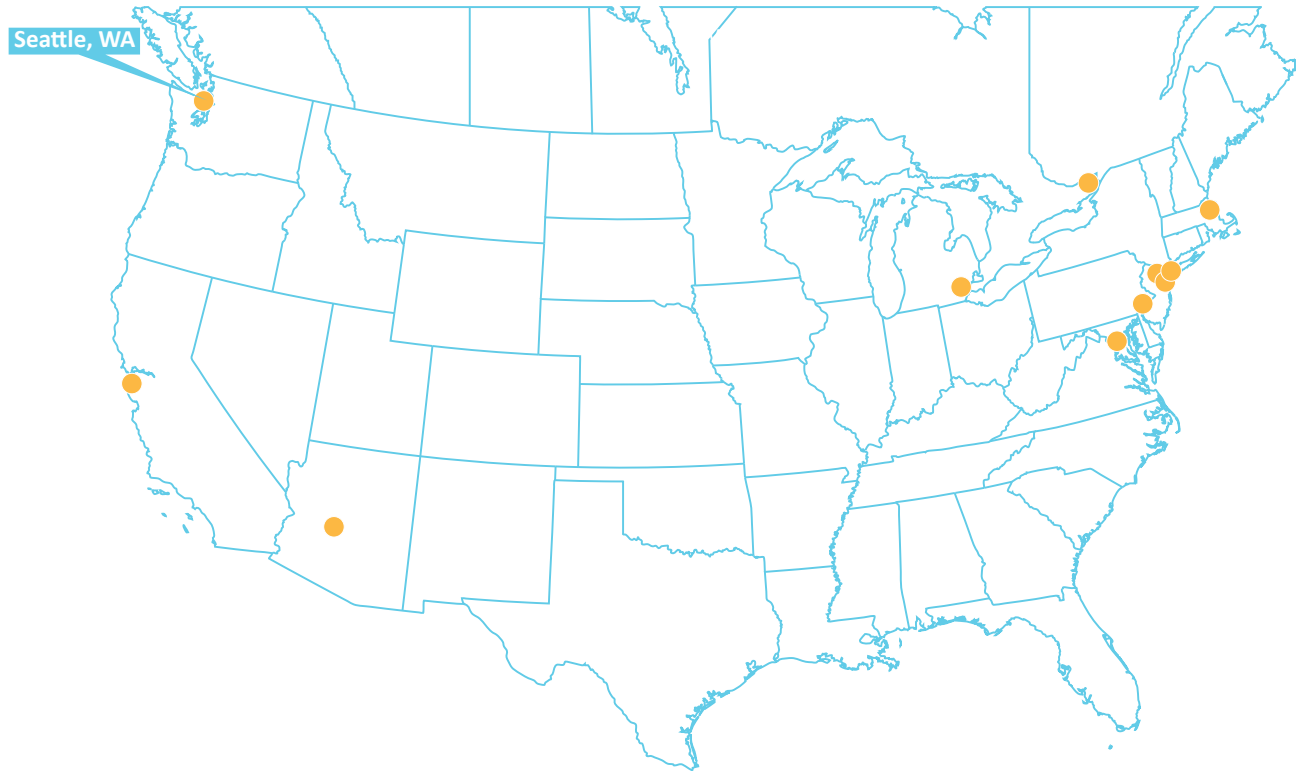


	YEAR OF INITIATION	POPULATION	ORGANIZED BY			FUNDING			ROUTE TYPE				
			Public	Non-Profit	Partnership	Public	Private	Public-Private Partnership	Loop	Arm & Loop	Neighborhood Linear	Multi-Neighborhood Linear	Regional Linear
Seattle, WA (Summer Streets)	2008	608,660		•				•	•	•			
Madison, WI	2009	233,309		•				•		•			
Charleston, SC	2010	120,083		•				•		•			
Hamilton, ON	2010	504,559		•				•		•			
San Mateo County, CA	2010	718,451		•				•					
Somerville, MA	2010	75,754		•				•		•	•		
Spokane, WA	2010	208,219		•				•		•	•		
Oak Forest, IL	2010	28,051		•				•		•			
Parkersburg, WV	2011	31,492		•				•			•		
PORTLAND MODEL													
Portland, OR	2008	583,776	•					•					
New York City, NY (Summer Streets)	2008	8,175,133	•					•				•	
Clearwater, FL	2009	108,687	•					•			•		
Washington, DC (Fort Dupont Park)	2009	601,723	•					•			•		
Albany, CA	2010	18,539	•					•			•		
Boulder, CO	2010	97,385	•					•			•		
Pinecrest, FL	2010	19,432	•					•	•				
St. Louis, MO	2010	319,294	•					•		•		•	
Eugene, OR	2011	156,185	•					•		•			
Redding, CA	2011	89,861	•					•			•		
San Antonio, TX	2011	1,327,408	•					•				•	
WINNIPEG MODEL													
Winnipeg, MB	2009	633,451		•				•		•			
Ferguson, MO	2009	21,203		•				•	•				
Roanoke, VA	2009	97,032		•				•		•			
Atlanta, GA	2010	420,003		•				•		•	•		
Fargo, ND	2010	208,777		•				•	•				
London, ON	2010	352,395		•				•			•		
Los Angeles, CA	2010	3,792,621		•				•				•	
Oakland, CA	2010	390,724		•				•			•		
Denver, CO	2011	600,158		•				•			•		
SAVANNAH MODEL													
Savannah, GA	2010	136,286		•		•					•		
Missoula, MT	2010	66,768		•		•				•			
Lincoln, NE	2011	258,379		•		•			•				
KENTUCKY MODEL													
State of Kentucky	2008	4,339,367		•				•					

ROUTE SETTING	Miles	Kilometers	SUPPORTING ACTIVITIES	SEASON				FREQUENCY				
				Winter	Spring	Summer	Fall					
Park				Daily	Weekly	Monthly	Bi-Monthly	Semi-Annual	Annual	Varies	Irregular	Inactive
Parkway												
Residential Neighborhood												
Neighborhood Center												
Downtown												
ROUTE LENGTH												
	Varies	Varies	•									•
	6	9.7	•			•						
	1.25	2.0	•	•	•	•	•			•		
	1.25	2.0	•			•						•
	Varies	Varies	•		•					•		
	.9–3.7	1.4–6	•				•				•	
	1.3–3.4	2.1–5.5	•		•	•						•
	1.6	2.6				•				•		
	.14	.23	•			•				•		
	4.5–8	7.2–12.9	•		•	•				•		
	6.9	11.1	•			•				•		
	2	3.2	•		•							•
	1.6	2.6	•			•				•		
	0.2	0.4	•			•						•
	0.7	1.1	•							•		
	2-4	3.2-6.4	•	•						•		
	1.6–5	2.6–9.7	•		•	•	•					•
	3	4.8	•			•				•		
	1.5	2.4			•					•		
	2.2	3.2			•	•	•					•
	4.7	7.5	•			•				•		
	.75–1.2	1.2–2	•		•	•	•					•
	1.25	2	•			•						•
	2	3.2	•			•				•		
	3–6	4.8–9.7	•	•		•				•		
	0.8	1.5	•			•						•
	7.5–10	12–16	•			•				•		
	1.7	2.7	•			•				•		
	2	3.2	•			•				•		
	2	3.2	•			•						•
	2.4	3.9	•		•		•			•		
	3.3	5.3	•				•			•		
	Varies	Varies	•							•		

Open Streets Initiatives

Summary Map - 2005



Seattle Model

Publicly Led, Publicly Funded

- Seattle, WA
 - Bicycle Sunday
- New York City, NY
 - Central/Prospect Park
- San Francisco, CA
- Ottawa, ON
- Westchester County, NY
- Washington, DC
 - Rock Creek Park
- Wayne County, MI
- Philadelphia, PA
- Hoboken, NJ

Cleveland Model

Non-Profit Led, Privately Funded

- Phoenix, AZ
- Cambridge, MA
- Ann Arbor, MI
- El Paso, TX
- Kansas City, MO
- Barrie, ON
- Pensacola, FL
- Woodstock, ON
- Cornwall, NY
- Niagara Falls, ON
- Waterloo, ON

San Francisco Model

Public/Non-Profit Led, Public Privately Funded

- San Francisco, CA
- Miami, FL
- Seattle, WA
 - Summer Streets
- Madison, WI
- Charleston, SC
- Hamilton, ON
- Oak Forest, IL
- San Mateo County, CA
- Somerville, MA
- Spokane, WA
- Parkersburg, WV

Number of Open Street Initiatives by Year

1965

1970

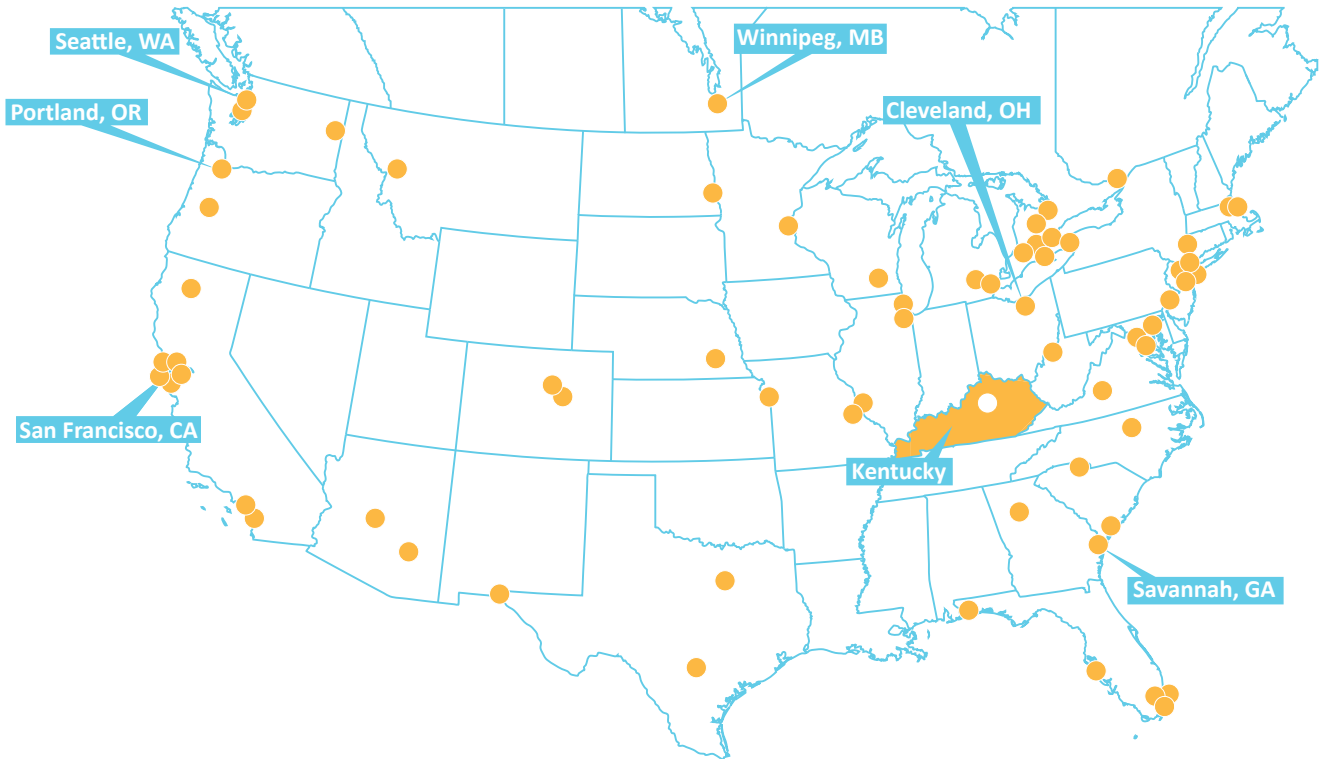
1975

1980

1985

Open Streets Initiatives

Summary Map - 2011



Portland Model

Publicly Led, Public/
Privately Funded

- Portland, OR
- New York, NY
 - Summer Streets
- Clearwater, FL
- Washington, DC
 - Fort Dupont Park
- Albany, CA
- Boulder, CO
- Pinecrest, FL
- St. Louis, MO
- Redding, CA
- Eugene, OR
- San Antonio, TX

Winnipeg Model

Non-Profit Led, Public/
Privately Funded

- Winnipeg, MB
- Ferguson, MO
- Roanoke, VA
- Atlanta, GA
- Fargo, ND
- London, ON
- Los Angeles, CA
- Oakland, CA
- Denver, CO

Savannah Model

Public/Private Led,
Privately Funded

- Savannah, GA
- Missoula, MT
- Lincoln, NE

Kentucky Model

Public/Private Led,
Public/Private Funded

- Kentucky (statewide)



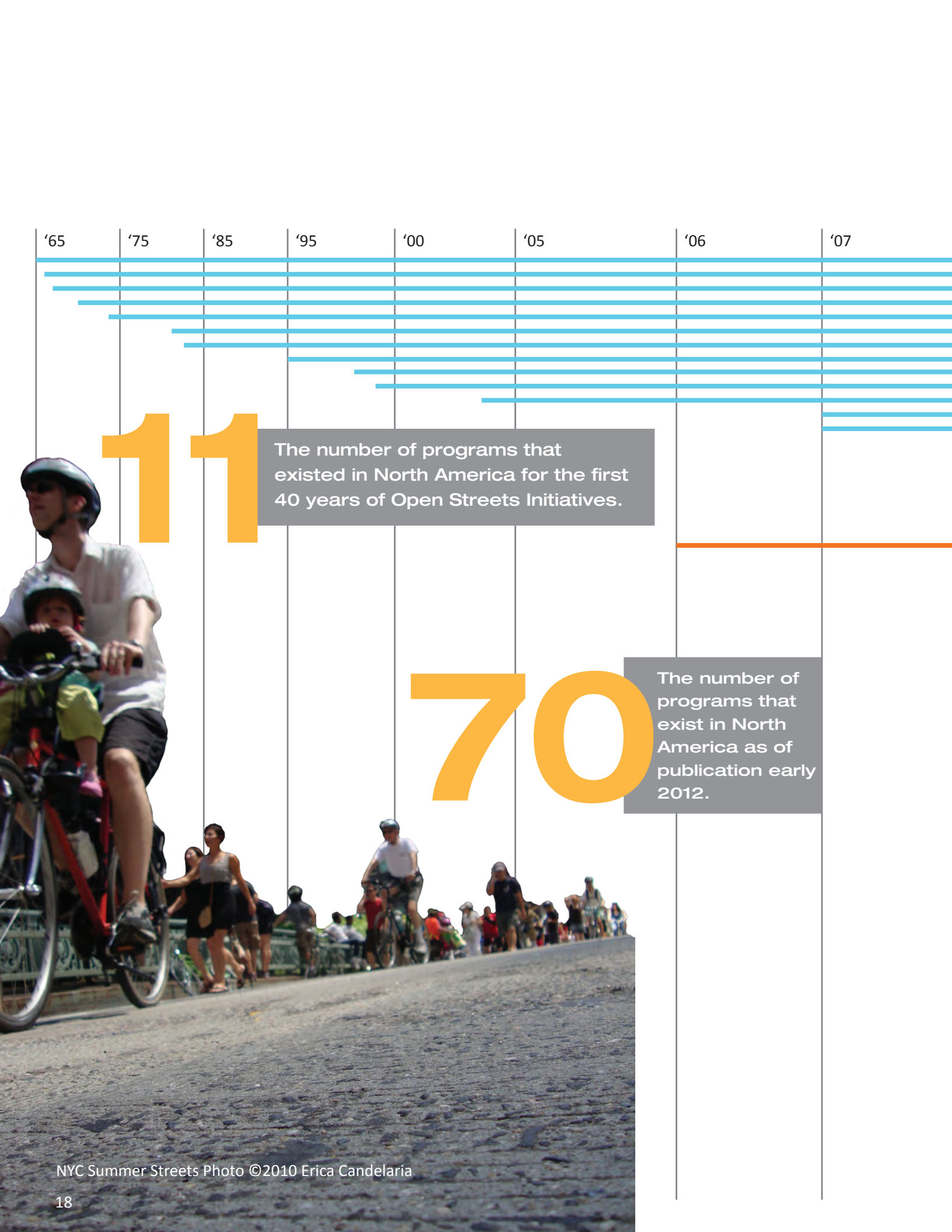
1990

1995

2000

2005

2010



'65 '75 '85 '95 '00 '05 '06 '07

11

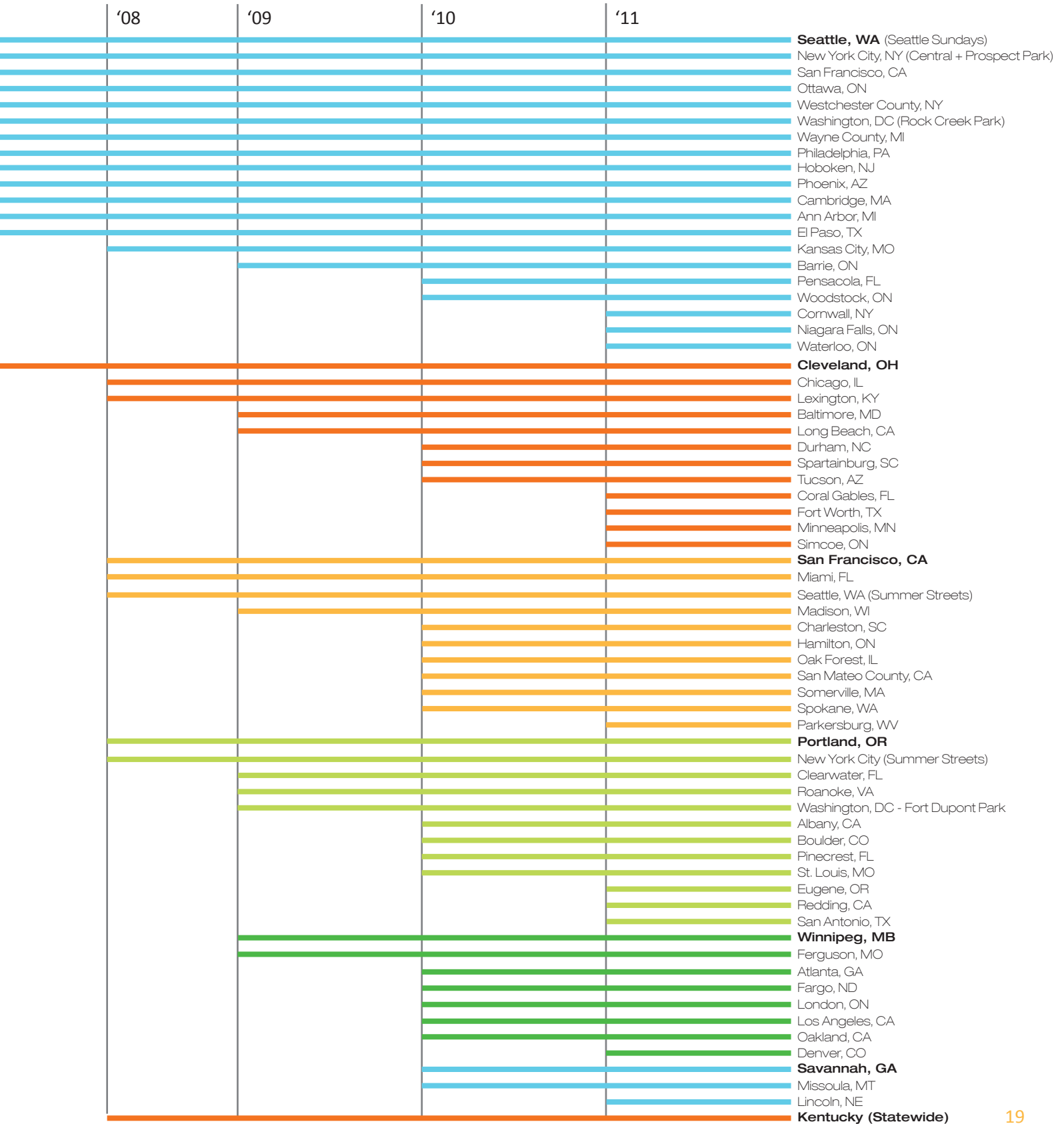
The number of programs that existed in North America for the first 40 years of Open Streets Initiatives.

70

The number of programs that exist in North America as of publication early 2012.

Open Streets Initiatives

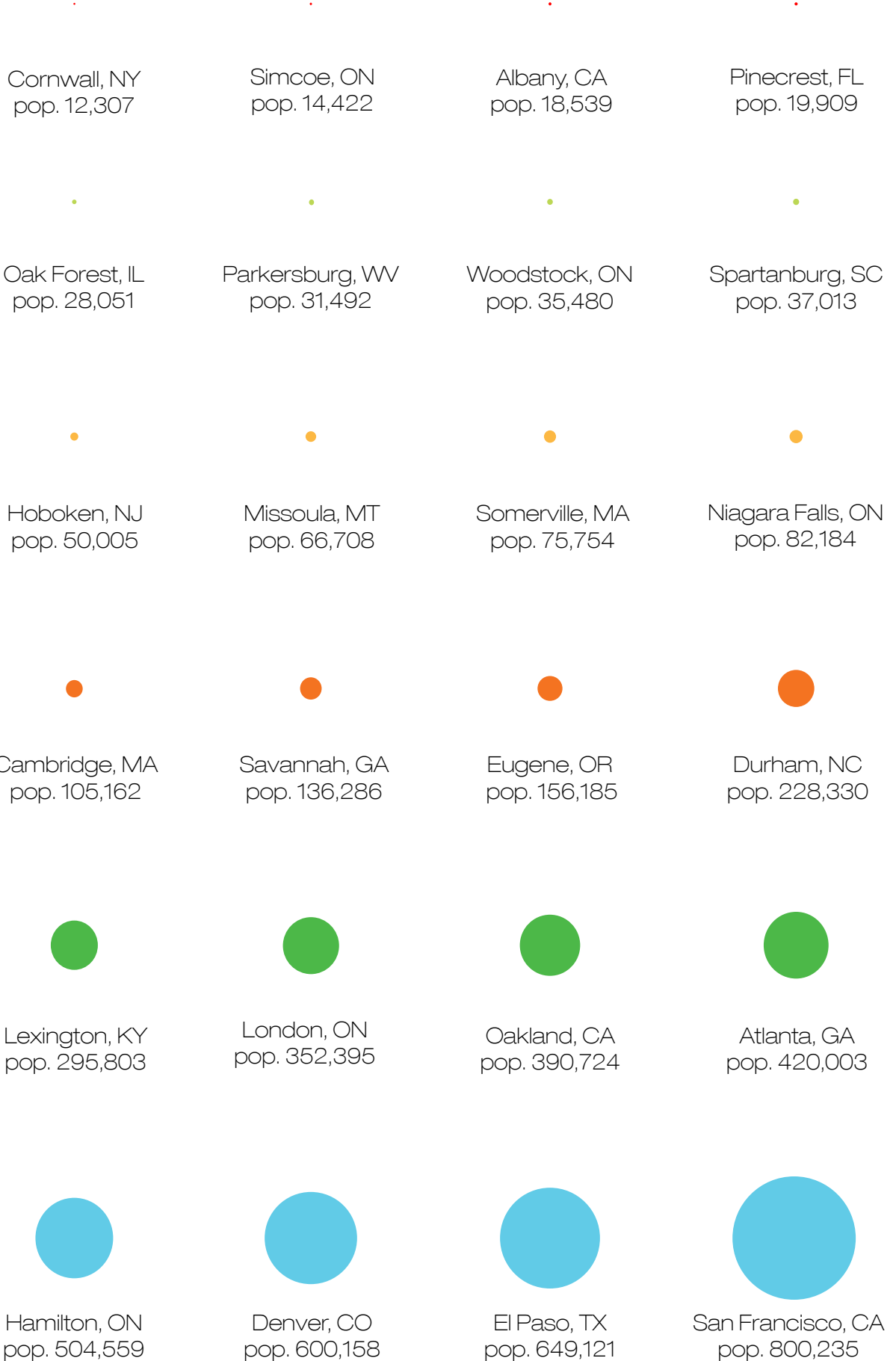
Timeline



Population Range

City Population

< 25,000
 25,000 - 49,999
 50,000 - 99,999
 100,000 - 249,999
 250,000 - 499,999
 500,000 - 999,999



Open Streets Initiatives

Population

28%

of cities with
open streets
initiatives have
populations
below 100,000

From Cornwall, NY, down the Hudson to New York City, and across the country to El Paso, TX, communities of all types and sizes are actively engaged in open streets initiatives. This infographic uses seven general population scales to compare a select number of communities, from smallest to largest.

>1,000,000

Phoenix, AZ
pop. 1,445,632

Chicago, IL
pop. 2,695,598

Los Angeles, CA
pop. 3,792,621

New York, NY
pop. 8,175,133

45%

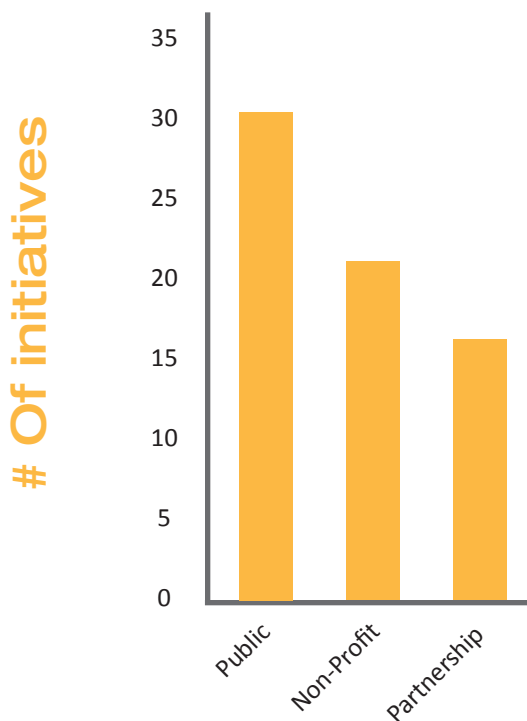
are organized by a public entity

52%

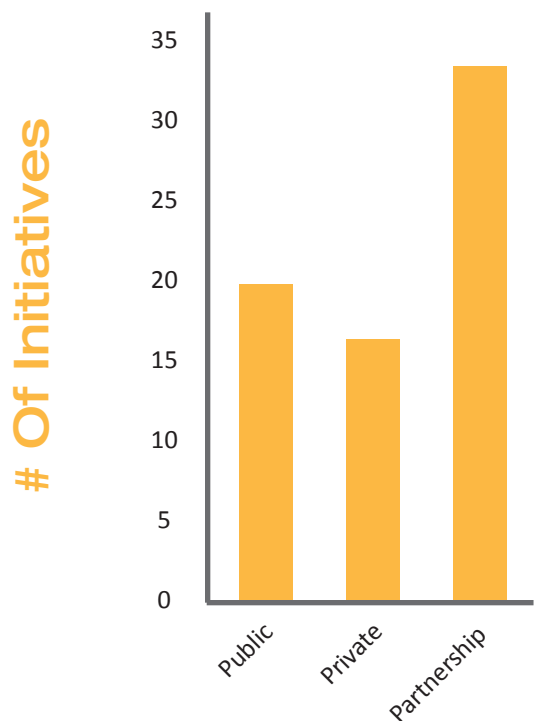
are funded by a public-private partnership

Open Street Initiatives Organization and Funding

To successfully organize, finance, and promote open streets initiatives requires widespread collaboration among organizations and institutions from both the public, private, and not-for-profit sectors. Even those efforts led or funded by a particular organization or sector do not come to fruition without some level of cross-sector collaboration. So while the creation of open streets programs typically depends on existing partnerships, the most successful initiatives formulate brand new ones.



Organized By



Funded By

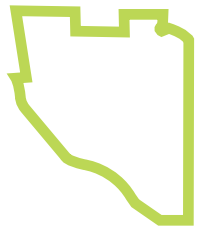


- *Mayor's Office*
- *Police Department*
- *Local Politician's Office*
- *Park/Recreation Department*
- *Department of Transportation*
- *Bureau of Tourism/Visitors Board*

- *Corporations*
- *Local Businesses*
- *Financial Institutions*
- *Health Care Companies*
- *Chamber of Commerce*
- *Business Improvement Districts*

- *Foundations*
- *Social Justice Organizations*
- *Health Advocacy Organizations*
- *Climate Change/ Sustainability Groups*
- *Smart Growth Advocacy Organizations*
- *Biking/Walking Advocacy Organizations*
- *Neighborhood/Community Associations*
- *Seniors/Youth/Special Needs Advocates*

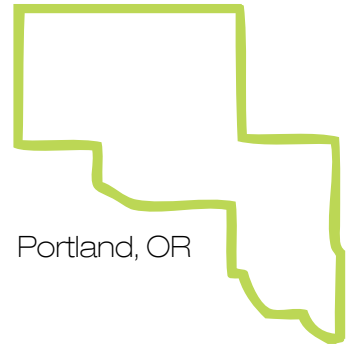
loop



Lincoln, NE



Fargo, ND



Portland, OR

arm and loop



Cleveland, OH



Missoula, MT



Tucson, AZ



Seattle, WA

neighborhood
linear

San Francisco, CA



Washington, DC



Pensacola, FL



Denver, CO

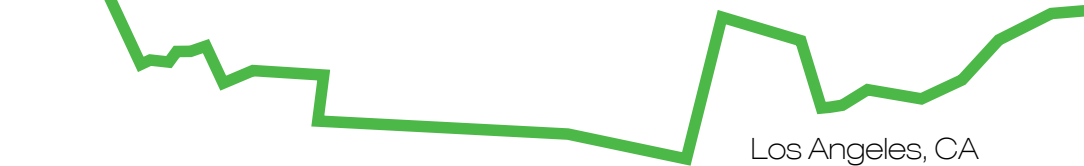


multi-neighbor-
hood linear

New York City, NY

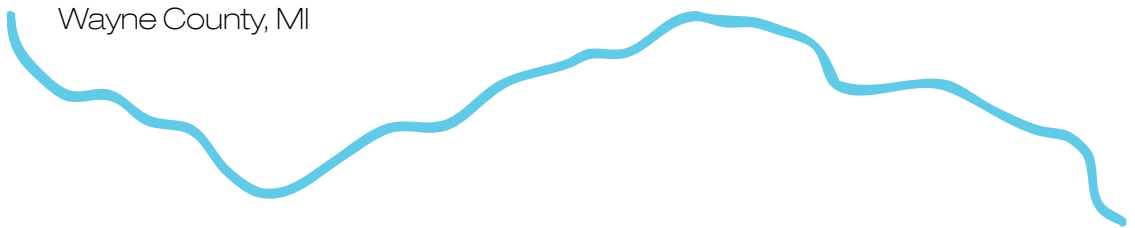


Los Angeles, CA



regional linear

Wayne County, MI



Open Streets Initiatives

Route Type and Route Length

21%

use multiple route types

Five common route types have emerged within the seven open streets model types. Prime examples are drawn to scale at left, and include:

- Neighborhood Linear
- Loop
- Arm and Loop
- Multi-Neighborhood Linear
- Regional Linear

Selecting a route type depends on a variety of factors, including available budget, community size, route setting and nearby destinations, street network design, and political/public support. Of the 67 open streets case studies included in this guide, 14 (21%) have utilized more than one route type.

32 miles

Ottawa, ON's combined route length, the longest in North America

.14 mile

Parkersburg, WV's route length, the shortest in North America.

3.95 miles

average open streets initiative route length

Park Madison, WI



Ride The Drive Participants enjoy Brittingham Park.
(Image: Mike Lydon)

Open Streets Initiatives Route Setting

54%
utilize different
route settings

There are five common route settings within the seven open streets model types. They include:

- Parks
- Parkways
- Residential Neighborhoods
- Neighborhood Centers
- Downtowns

Of the 67 initiative case studies included in this guide, 35 (54%) have included multiple route settings. While experimentation is quite common among recently formed programs, many organizers are simply interested in spreading the benefits to multiple neighborhoods.

Neighborhood Center Miami, FL



Bike Miami Days in the heart of the Coconut Grove neighborhood.
(Image: Mike Lydon)

Parkway
Westchester
County, NY



Bicycle Sunday on the Bronx River Parkway in White Plains, NY.
(Image: ©2009 Mark Vergari/The Journal News)

**Residential
Neighborhood**
Durham, NC



Bicycle-powered smoothies!
(Image: Bull City Open Streets)

Downtown
Chicago, IL



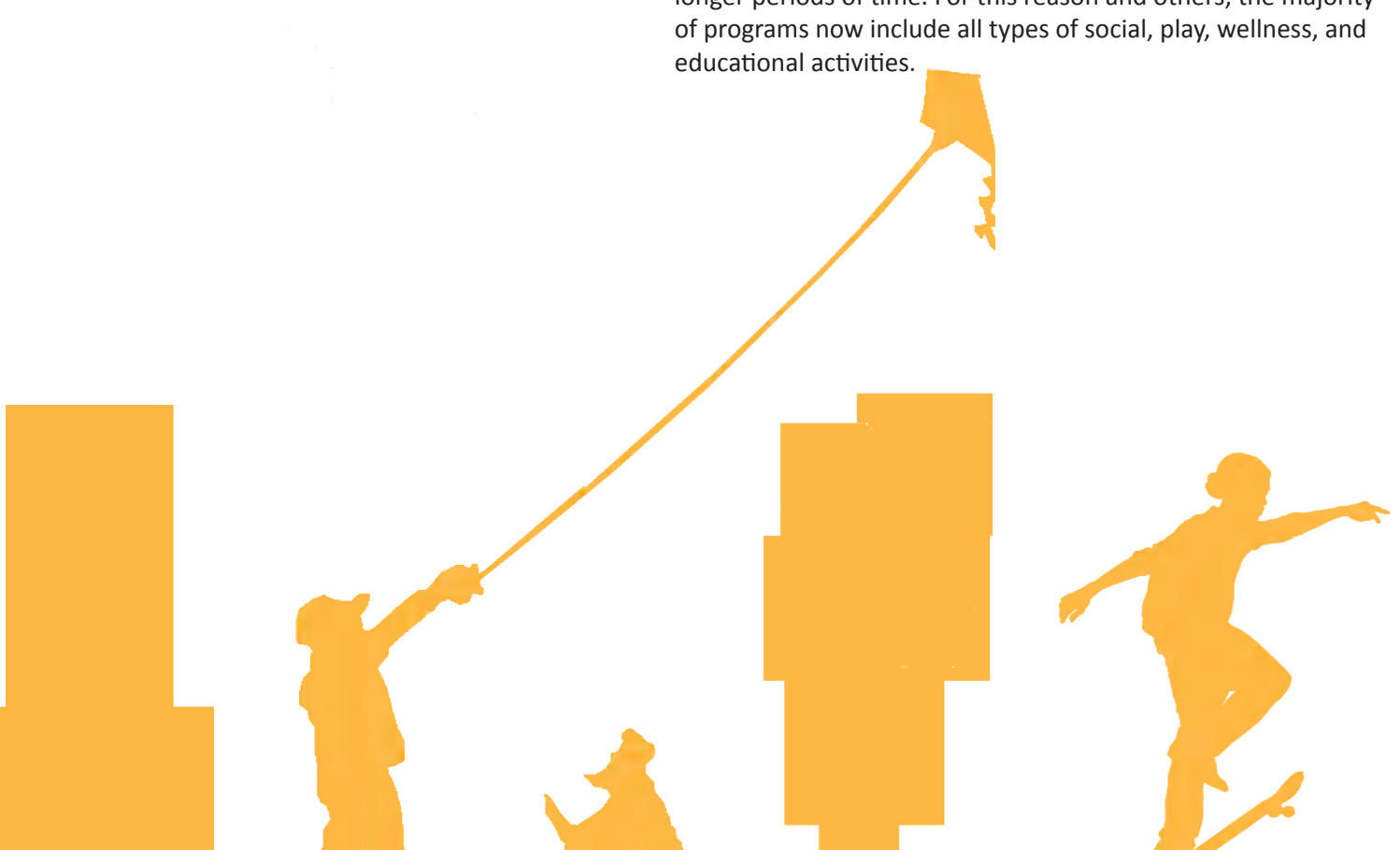
Open Streets on State Street.
(Image: Steven Vance)

73%

include supporting activities

Open Streets Initiatives Supporting Activities

Even though biking and walking are the foundation for open streets initiatives, many initiatives utilize supporting activities to attract more participants. However, that wasn't always the case. Until Cleveland purposefully included programmed activities in 2006, open streets initiatives generally included little else but a tacit invitation to engage in running, walking, skating, and bicycling. Following Cleveland's success, it became more widely known that supporting activities help build a sense of community and entertain a broader range of participants for longer periods of time. For this reason and others, the majority of programs now include all types of social, play, wellness, and educational activities.



16%

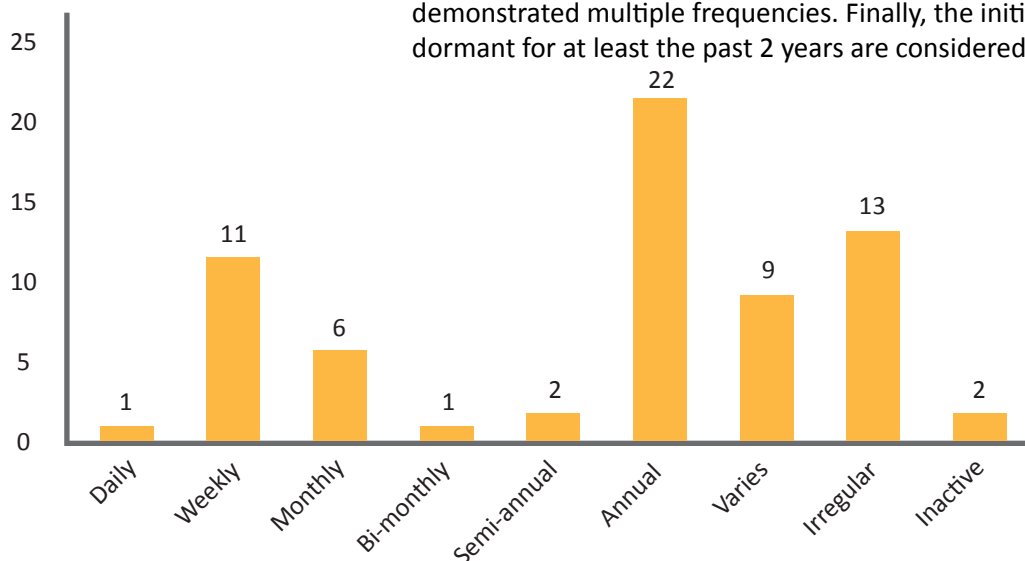
occur weekly during the season(s) in which they are held

Open Streets Initiatives Frequency

The frequency of open streets initiatives varies greatly but may be analyzed using the following nine categories:

- Daily
- Weekly
- Monthly
- Bi-monthly
- Semi-Annual
- Annual
- Varies
- Irregular
- Inactive

At present, the only daily open streets are those unprogrammed initiatives found in New York City’s Central and Prospect Parks. While there are a combined 19 initiatives that happen weekly, monthly, or bi-monthly, most of these only maintain that consistency on a seasonal basis. Those categorized as “varies” are listed as such because they’ve demonstrated multiple frequencies. Finally, the initiatives that have laid dormant for at least the past 2 years are considered “inactive.”





3 **Open Streets Case Studies** Initiatives in the U.S. and Canada

From Fargo to Miami, Los Angeles to Durham, the open streets movement has grown rapidly in the past five years. Today there are over 70 open streets initiatives in the U.S. and Canada, 67 of which are documented in this guide. Interestingly, the patterns of growth reveal a clustering of initiatives within and among nearby metropolitan regions (see maps on pages 16–17). Indeed, when an initiative is jump-started in one city, it is not uncommon for one or more nearby cities to start their own program. Growth can therefore be tracked regionally as well as nationally.

It is the goal of this chapter to illuminate how communities of all types—and one state—are creatively using open streets to meet public health, social, environmental, and economic goals. This section includes 67 case studies, organized by model type.



Seattle, WA

Bicycle Sunday

New York City, NY

Central / Prospect Park

San Francisco

Golden Gate Park

Ottawa, ON

Westchester County, NY

Washington, DC

Rock Creek Park

Wayne County, MI

Philadelphia, PA

Hoboken, NJ

Phoenix, AZ

Cambridge, MA

Ann Arbor, MI

El Paso, TX

Kansas City, MO

Barrie, ON

Pensacola, FL

Woodstock, ON

Cornwall, NY

Niagara Falls, ON

Waterloo, ON

*Left: Seattle Skyline.
(Image: flickr user dherrera_96)*

The Seattle Model

Publicly Led, Publicly Funded

The oldest known open streets initiative is in the city of Seattle. Started in 1965, the Seattle Model, which might otherwise be described as the park or parkway model, is a popular choice for organizers who want to keep costs low and logistics relatively simple—there are rarely any supporting activities and the routes typically take advantage of lowly trafficked thoroughfares within park settings.

The following five characteristics define the Seattle Model:

- The organization of the initiative is primarily in the hands of the local government.
- Funding is sourced from the state, county, and/or city government.
- The route is generally located within a parkway or alongside parks and other natural features where few intersections exist.
- There are minimal or no supporting activities or related initiatives.
- The initiative often occurs on a weekly basis, during certain seasons.

Other open streets initiatives that mostly clearly follow the Seattle Model include: New York City, NY (Central/Prospect Park); San Francisco, CA (Golden Gate Park); Ottawa, ON; Westchester County, NY; Washington, DC (Rock Creek Park); Wayne County, MI; Philadelphia, PA; Hoboken, NJ; Phoenix, AZ; Cambridge, MA; Ann Arbor, MI; El Paso, TX; Kansas City, MO; Pensacola, FL; Woodstock, ON; Cornwall-on-the-Hudson, NY; Niagara Falls, ON; and Waterloo, ON.

A case study for each initiative is presented in the following pages.

Seattle, WA

Bicycle Sunday

Population: 608, 660
Organized By: City of Seattle Parks & Recreation
Year of Initiation: 1965
Funding: Public
Route Type: Arm and Loop
Route Setting: Parkway
Route Length: 3.0 miles (4.8 km)
Supporting Activities: No
Season: Summer
Frequency: Varies

FACT: Summary

The city of Seattle is one of four cities with more than one open streets initiative. The other three are New York City, San Francisco, and Washington, DC.

Launched in 1965, Seattle's Bicycle Sunday is the oldest continuous open streets initiative in North America. In 1992, the program expanded to include Saturday, but has since reverted to being held on Sunday only. Estimates from the 2001 season indicate that 32,000 people attended the initiative in 1 year, which translates to approximately 3,200 participants per Sunday. No current participation numbers are available, but it is believed that participation has grown.

The City of Seattle Parks and Recreation department organizes Bicycle Sundays, with assistance from the Cascade Bicycle Club, the Seattle Police Department, Mount Baker Beach, and the Mount Baker Rowing and Sailing Center. The initiative takes place on select Sundays from 10:00 am to 6:00 pm, from May through September.



Bicycle Sunday is North America's oldest continuous open streets initiative. (Image: © flickr user seattlebikeblog)

Funding

Funding for Bicycle Sundays has traditionally come from the City of Seattle Parks and Recreation Department. However, over the years the effort has gained additional financial support from the Cascade Bicycle Club Education Foundation, Seattle Climate Action NOW, and the Seattle Summer Streets program (page 92).

Route

Bicycle Sundays utilizes a 3-mile stretch of scenic Lake Washington Boulevard, which connects a series of recreational parks and recreational amenities along Lake Washington, between Mount Baker Beach and Seward Park.

Supporting Activities

There are no supporting activities complementing the street closure, save for a Cascade Bicycle Club helmet-fitting that occurs with regularity in Seward Park.



The poster features a blue sky background with white clouds. The title '2011 Bicycle Sunday' is written in large, stylized letters, with '2011' in yellow and 'Bicycle Sunday' in red and orange. Below the title, the dates 'May 8, 15 ▲ June 5, 26 ▲ July 3, 10, 17 August 21, 28 ▲ September 4, 11, 18' are listed in black, followed by the time '10 a.m. – 6 p.m.' in bold black. The route is described as 'Bicycle or walk along Lake Washington Boulevard south of Mt. Baker Beach to Seward Park's entrance.' Below this, it says 'City of Seattle, Mike McGinn, Mayor ▲ Christopher Williams, Acting Superintendent' and '2011 Bicycle Sunday is a program of Seattle Parks and Recreation. Visit www.seattle.gov/parks/bicyclesunday for more information. No event on: May 1, 22, 29, June 12, 19, July 24, 31, Aug 7, 14, Sept. 25'. The bottom half of the poster shows a stylized illustration of a road leading to a city skyline with a lighthouse. There are trees, a butterfly, and a red bicycle on the right. Logos for 'Seattle Climate Action NOW', 'Cascade Education Foundation', 'Seattle Summer Streets', and 'Seattle Parks and Recreation' are at the bottom.

*Bicycle Sunday is a program of Seattle Parks and Recreation.
(Image: Seattle Parks and Recreation)*

New York City, NY

Car-Free Central & Prospect Park

Population: 8,175,133

Organized By: New York City Department of Parks and Recreation, Department of Transportation

Year of Initiation: 1966

Funding: Public

Route Type: Loop

Route Setting: Park

Route Length: Central Park - 6 miles (9.7 km), Prospect Park - 3.35 miles (5.4 km)

Supporting Activities: No

Season: Year-round

Frequency: Daily

Summary

With a 45-year history, the Central Park Drive case study is a fascinating, if not tedious, demonstration of how open streets initiatives may lead to more permanent car-free streets and parks.



From Left: A march led by advocacy group Transportation Alternatives. (Image: Transportation Alternatives)

Youth advocates march in support of car-free parks. (Image: flickr user youthforcarfreeparks)

Youth advocates gather at City Hall in support of car-free parks. (Image: flickr user youthforcarfreeparks)

Car-free Prospect Park supporters thank the NYC DOT. (Image: Streetsblog)

Car-free Prospect Park. (Image: Transportation Alternatives)

Starting in 1966, the Central Park Drive loop was closed to vehicular traffic on weekends (6:00 am – 6:00 pm) between Memorial Day and Labor Day. The opening of the loop to non-motorized activities first occurred under Parks Commissioner Thomas P.F. Hoving. Instantly popular, the opening expanded to holidays, as well as weekends year-round in 1967. One year later, the opening expanded again to include Tuesdays and Wednesdays between 7:00 pm and 10:30 pm, but only for the park's east-west drives and transverses, and only between Memorial Day and Labor Day.

In the 1970s the city’s Parks and Recreation Department convened a panel to study and recommend bicycle and pedestrian improvements. The panel’s plan was adopted in 1979, and included the following:

- Weekends were to be made car-free.
- Weekday car-free hours were expanded to include 10:00 am to 3:00 pm and 7:00 pm to 10:00 pm.
- A bike/pedestrian lane was added to the loop.

In 1994, the “summer season” for weekday closures was extended to 10 months of the year, from January 1st to the first week of November. Also, three entrances and exits were permanently closed to vehicular traffic: the Frederick Douglass Circle entrance, the Grand Army Plaza entrance, and the West 106th Street exit. One year later, in 1995, the Columbus Circle entrance was permanently closed off to vehicular traffic as well. In 2004, five more entrances and/or exits were closed; additionally, the speed limit of the park was lowered from 30 mph to 25 mph. The current situation in Central Park resembles that of a near permanent open streets initiative—long the goal

closure, the program has expanded incrementally over time. Today, the situation in Prospect Park resembles that of Central Park: people driving cars can access the eastern, northbound loop of the park between 7:00 am and 9:00 am, and the western, southbound loop between 5:00 pm and 7:00 pm on weekdays.

Opponents of the restricted access claim that it increases congestion alongside the park’s edges, while proponents point out that the function of a park is to offer a haven from the type of city stress that automobile traffic induces. And while the amount of time Prospect Park is off-limits to vehicular traffic is impressive, it is precisely the time when motorists are given access that weekday cyclists, pedestrians, runners, and others are most likely to use the park.

Funding

The cost is relatively minimal, and through the Department of Parks and Recreation and the Department of Transportation, the city of New York continues to ensure that the programs continue.



for advocates—with the park’s roadways remaining opened only during peak weekday hours. However, whether the park should be closed to vehicular traffic permanently is still vigorously debated.

In tandem with the closure of Central Park in 1966, then-Parks Commissioner Hoving also initiated open streets in another Frederick Law Olmsted–designed large park: Brooklyn’s Prospect Park. The slow road to car-free streets in Prospect Park mirrors that of Central Park; though initially conceived as a limited road

Route

The Central Park Drive loop offers a 6-mile car-free environment while the East and West Drives in Prospect Park offer just over 3 miles.

Supporting Activities

While no formal activities are programmed, park goers initiate dozens of sporting and leisure activities that extend far beyond walking and bicycling.

San Francisco, CA

Car-Free Sundays in Golden Gate Park

Population: 805,235
Organized By: City of San Francisco Parks and Recreation
Department
Year of Initiation: 1967
Funding: Public
Route Type: Neighborhood Linear
Route Setting: Park
Route Length: 1.35–2.2 miles (2.17–3.65 km)
Supporting Activities: No
Season: Winter, Spring, Summer, Fall
Frequency: Weekly

FACT: Summary

Car-Free Sundays in Golden Gate Park has sparked a tremendous increase in park use. Conservative estimates by the San Francisco County Transportation Authority, as well as extrapolations by the Center for City Park Excellence, state that as many as 2.7 million more people now use the park on an annual basis.

Inspired by the temporary conversion of New York’s Central Park Drive, Jack Morrison, a member of the San Francisco Board of Supervisors, proposed a 15-hour experimental closure of Golden Gate Park’s Music Concourse in January 1967. One month later, the San Francisco Planning and Urban Research Association (SPUR) brought in Thomas Hoving, the New York City Parks Commissioner who closed Central Park to automobile traffic, for a discussion called “Parks For People.” John Hirten, SPUR’s Executive Director at the time, considered Hoving’s ideas to be very relevant to San Francisco.

More than 1,000 people participated in the meeting, including S.F. Mayor John Shelley, Senator Gene McAtteer, and other members of the Board of Supervisors. The meeting’s success demonstrated a heightening awareness for the effect cars were having on the environment and city life.

On March 9th, 1967, the Parks and Recreation Commission voted with no recorded opposition to ban automobile traffic on a trial basis. One month later, the city’s Parks and Recreation board unanimously voted to close John F. Kennedy Drive (in the eastern section of the park) on Sundays. Accordingly, the road has been closed to vehicular traffic each Sunday since April 2, 1967, making “People’s Day in the Park” one of America’s oldest open streets initiatives.

The Sunday closure did not attract a large amount of park users until 1977, which is when the first roller skate rental vendors began to line up along Fulton Street. By the summer of 1979 there were more than 30 roller skate vendors renting skates to an estimated 15,000 to 20,000 people each weekend. With thousands

of others walking, bicycling, or participating in various other ways, it became clear that the initiative needed to expand.

Car-Free Sundays in Golden Gate Park has sparked a tremendous increase in park use. Conservative estimates by the San Francisco County Transportation Authority, as well as extrapolations by the Center for City Park Excellence, state that as many as 2.7 million more people now use the park on an annual basis. The success of the initiative is supported by a 2006 study, which demonstrated that 116% more people use the park on Sundays than on Saturdays.

Due to the proven success of “Car-Free Sundays in Golden Gate Park,” and years of advocacy, a short .85-mile stretch of John F. Kennedy Drive was opened to non-motorized users only in 2007, on both Saturday and Sunday.

Funding

The City of San Francisco’s Parks and Recreation Department funds the Golden Gate Park Car-free Sundays program.

Route

The route consists of John F. Kennedy Drive, Golden Gate Park’s centrally located east-west thoroughfare.

Supporting Activities

The program does not include any supporting activities. However, the program has historically attracted small-scale vendors, such as those who rent roller skates to the large crowd of Car-Free Sunday participants.



*San Francisco Sundays in Golden Gate Park.
(Image: ©2010 Kate McCarthy)*

Ottawa, ON

Alcatel-Lucent Sunday Bikedays

Population: 812,129
Organized By: National Capital Commission
Year of Initiation: 1970
Funding: Public and Private
Route Type: Arm and Loop, Multi-Neighborhood
Linear
Route Setting: Parkway
Route Length: 32.6 miles (52.5 km)
Supporting Activities: Yes
Season: Spring, Summer
Frequency: Weekly

Sunday Bikedays title sponsor. Additionally, KPMG, Gowlings, Tommy & Lefebvre, and the Canadian Mental Health Association have most recently provided support for the initiative. Official media partners include KISS 105.3, Y101, and 94.9 Rock Détente.

Summary

Founded in 1970, Ottawa's Alcatel-Lucent Sunday Bikedays is Canada's first open streets initiative. The Bikedays program is organized and implemented by Canada's National Capital Commission (NCC). The NCC is a Canadian Crown corporation, created by Parliament in 1959 to act as the steward for all federal lands and buildings in the National Capital Region, with a mandate and mission to build the Capital Region into a source of pride and unity for Canadians.

After 41 years of continuous operation, Sunday Bikedays continues to be sponsored by Alcatel-Lucent, a large communications company, and is run mainly by a host of volunteers.

Funding

Alongside the city of Ottawa and the NCC, Alcatel-Lucent, a large communications company, remains

Route

Ottawa's open streets initiative has grown to include 40 miles (65 km) of car-free streets, making it the longest, albeit non-continuous, open streets route in North America. The majority of the route winds through Gatineau Park, a large regional open space preserve, that is on federal land. Additional portions include parkways along the Ottawa River and the Rideau Canal, which connect downtown Ottawa to Gatineau Park.

Supporting Activities

While Sunday Bikedays is largely focused on providing the opportunity for active recreation, the initiative typically includes a few supporting activities. For example, in 2010 an eco-awareness tent was sponsored by Alcatel-Lucent, which allowed participants to measure their carbon footprint. Alcatel-Lucent also provided free bike-checks and tune-ups. In addition, the Ottawa Inline Skating Club offered free inline skating lessons, and members of the Ottawa Public Health and the Pathway Patrollers hosted informational sessions on helmet fitting and recreational safety. In 2011, free bike-checks and tune-ups, as well as the helmet-fitting clinic, were once again offered.

Every summer Sunday, Ottawa's parkways come alive with physical activity. (Image: Unknown Source)



Westchester County, NY

Bicycle Sundays

Population: 949,113
Organized By: Westchester County Department of Parks
Year of initiation: 1974
Funding: Public
Route Type: Regional Linear
Route Setting: Parkway
Route Length: 6.55 miles (10.54 km)
Supporting Activities: No
Season: Spring, Summer
Frequency: Weekly

Summary

Begun in 1974, Westchester's Bicycle Sundays is one of North America's oldest open streets initiatives. Each Sunday, between 10:00 am and 2:00 pm in May, June, and September, a 6.55-mile portion of the Bronx River Parkway is closed to motorized traffic (except for scooters) and opened for all forms of active transportation.

Funding

Bicycle Sundays is funded by the Westchester County Department of Parks. In 2011, Bicycle Sundays was presented by Westchester County Parks and sponsored by Friends of Westchester County Parks. The exclusive media sponsor is 100.7 WHUD radio.

Route

The initiative utilizes the historic Bronx River Parkway Reserve, between the cities of White Plains and Yonkers. The Parkway, which was built between 1907 and 1928, is still acknowledged as one of the finest of its kind in the United States.



Westchester County's Bicycle Sundays is a 37-year-old community tradition. (image: lohudson.com)

Supporting Activities

A free "Concerts in the Park" series occurs in conjunction with each Bicycle Sunday at the Governor Malcolm Wilson Park in Yonkers, from 12:00 pm to 1:00 pm. The Westchester Conservatory in White Plains provides the music, which ranges from classical jazz and Dixieland, to baroque and New Age. Otherwise, there are no supporting activities.

Washington, DC

Rock Creek Park - Beach Drive



*A cyclist enjoys a car-free Beach Drive.
(Image: Joe In DC)*

Population: 601,723
Organized By: Rock Creek National Park
Year of Initiation: 1981
Funding: Public
Route Type: Multi-Neighborhood Linear
Route Setting: Parkway
Route Length: 4.3 miles (6.92 km)
Season: Winter, Spring, Summer, Fall
Supporting Activities: No
Frequency: Weekly

Summary

In early 1981, the Washington Area Bicycle Association (WABA) testified at a National Park Service public hearing that four stretches of Rock Creek Park's Beach Drive be permanently closed to automobile traffic. Despite staunch opposition, a coalition called the People's Alliance to Save Rock Creek (PARC) formed and successfully lobbied the Park Service to start with Saturday. The first car-free Saturday took place on August 29, 1981. On May 8, 1982, bicyclists, runners, and hikers converged on Rock Creek Park in an event dubbed, "Pedals and Feet for Rock Creek," in support of further reducing auto traffic on Beach Drive. Although the National Park Service has yet to take up the full WABA/PARC proposal, it did eventually expand the opening of Beach Drive to include Sunday and all federal holidays.

While not explicitly marketed as an open streets initiative, the National Park Service continues to open 4.3 miles of Beach Drive for non-motorized recreational uses each weekend and holiday, from 7:00 am on Saturday through 7:00 pm on Sunday evening.

Funding

The Rock Creek Park program is funded and managed by the National Park Service.

Route

The 4.3-mile route includes sections of Beach Drive, from Broad Branch Road to Military Road, picnic grove 10 to Wise Road, and West Beach Drive to the Washington, DC city line. In addition, Bingham Drive and Sherrill Drive are also closed.

Supporting Activities

There are no supporting activities.

Wayne County, MI

Saturday in the Park

Population: 1,820,584

Organized By: Wayne County Department of Public Service

Year of Initiation: 1983

Funding: Public

Route Type: Regional Linear

Route Setting: Parkway

Route Length: 6.8 miles (10.95 km)

Supporting Activities: No

Season: Spring, Summer

Frequency: Weekly

Summary

Wayne County's Saturday in the Park program has been in existence for 31 years. Held each Saturday between 9:00 am and 1:00 pm, the initiative occurs each year from the beginning of May to the end of September.

Funding

Saturday in the Park is funded by the Wayne County Department of Public Service.

Route

Nearly 7 miles of Edward N. Hines Drive are opened each Saturday for recreational use. The route is mostly used by people walking, bicycling, and inline skating. Most of Hines Drive follows the trajectory of a large regional open space preserve featuring numerous parks with recreational amenities.

Supporting Activities

There are no activities supporting Saturday in the Park.

Philadelphia, PA

Martin Luther King Jr. Drive



Bike Philly is one of many annual events that takes advantage of a car-free MLK Drive. (Image: Philadelphia Bicycle Coalition)

Population: 1,526,006
Organized By: City of Philadelphia
Year of Initiation: 1995
Funding: Public
Route Type: Regional Linear
Route Setting: Parkway
Route Length: 3.61 miles (5.8 km)
Supporting Activities: No
Season: Spring, Summer, Fall
Frequency: Weekly

Summary

Since 1995, the City of Philadelphia has opened stretches of Martin Luther King Jr. Drive to non-motorized recreational uses on Saturdays and Sundays, between March and September. While the weekly opening is not marketed as an open streets initiative, the program is a long-standing and highly valued weekend tradition for city cyclists, runners, walkers, picnickers, and skaters.

Funding

The City of Philadelphia funds and manages the initiative.

Route

The 3.61-mile route is located on MLK Jr. Drive, which runs along the western bank of the Schuylkill River. The route starts on the south side of the Philadelphia Art Museum and continues upstream until its termination at the East Falls Bridge. Participants often use the bridge to connect to the Schuylkill River Trail, a paved shared-use path that offers an additional 26 miles of car-free recreation—from Center City Philadelphia to Valley Forge, PA.

Supporting Activities

While there are no activities directly supporting the initiative, many other recreational and athletic events take advantage of the car-free environment found each weekend on MLK Jr. Drive, including Bike Philly, the city's premier bicycling event.

Hoboken, NJ

Sinatra Summer Sundays

Population: 50,005
Organized By: City of Hoboken
Year of Initiation: 1998
Funding: Public
Route Type: Neighborhood Linear
Route Setting: Park
Route Length: 0.8 mile (1.29 km)
Supporting Activities: No
Season: Summer
Frequency: Weekly

Summary

In 1998, the Hoboken City Council passed a resolution to open Sinatra Drive exclusively for non-motorized activity, between 11th and 4th streets. Sinatra Drive, which lies along the Hudson River and offers incredible views of the New York City skyline, is closed on Sundays between 10:00 am and 6:00 pm during the summer months of June, July, and August. The street closure is coordinated by the Hoboken Fire and Police Departments, as well as the Transportation and Parking Departments. Despite its success, Sinatra Summer Sundays did not occur in 2011.

Funding

Sinatra Summer Sundays is funded by the City of Hoboken.

Route

The route is comprised of a short 0.8-mile stretch of Sinatra Drive, located along the edge of the Hudson River.

Supporting Activities

Sinatra Summer Sundays does not currently include any supporting activities.



The Sinatra Summer Sundays route.
(Image: hoboken411.com)



Frank Sinatra Drive.
(Image: flickr user r0sss)

Phoenix, AZ

Silent Sundays



*A cyclist enjoys Silent Sundays.
(Image: rentcafe.com)*

Population: 1,445,632
Organized By: City of Phoenix Parks and Recreation
Year of Initiation: 1999
Funding: Public
Route Type: Arm and Loop, Loop
Route Setting: Park
Route Length: 51 miles (82.07 km)
Supporting Activities: No
Season: Spring, Summer, Fall
Frequency: Twice a Month

Summary

Silent Sundays began in 1999 when the City of Phoenix Park and Recreation Department banned motor vehicle traffic in South Mountain Park, a large regional nature preserve. Although the initiative doesn't include programming, it quickly became a success. In 2009, Silent Sundays expanded to include roadways and trails within North Mountain Park on alternating Sundays.

Funding

The initiative is organized and funded by the City of Phoenix Parks and Recreation Department.

Route

Silent Sundays is located within North Mountain Park on the second Sunday of each month, and within South Mountain Park on the fourth Sunday of each month. Both initiatives start at 5:00 am and last until 7:00 pm. Between the two parks there are more than 51 miles of open roads and trails available for non-motorized users.

Supporting Activities

Silent Sundays does not include any supporting activities.

“
“
Many equestrians
have said they
appreciate Silent
Sundays.

- Jan Hancock, Board Member,
City of Phoenix Parks and Recreation

”
”



Cambridge, MA

Memorial Drive Closed Sundays



*Memorial Drive Closed Sundays.
(Image: FLICKR user RachelJ)*

Population: 105,162
Organized By: Massachusetts Department of Conservation and Recreation
Year of Initiation: 2004
Funding: Public
Route Type: Neighborhood Linear
Route Setting: Parkway
Route Length: 1 mile (1.6 km)
Supporting Activities: No
Season: Spring, Summer, Fall
Frequency: Weekly

Summary

The State Department of Conservation and Recreation oversees Memorial Drive, a scenic urban thoroughfare that follows the east side of the Charles River. In 2004, the City of Cambridge began working with the state to open Memorial Drive to non-motorized users each Sunday.

Funding

The initiative is organized and funded by the Massachusetts State Department of Conservation and Recreation.

Route

The 1-mile route runs along the Charles River, between Western Avenue and Mount Auburn Street, and offers sweeping views of the Boston skyline. The initiative takes place between 11:00 am and 7:00 pm and commences on the first Sunday in April and continues weekly until the 2nd Sunday of November.

Supporting Activities

There are no supporting activities.

Ann Arbor, MI

Untitled Open Streets Initiative

Population: 113,934
Organized By: City of Ann Arbor
Year of Initiation: 2007
Funding: Public, Private
Route Type: Neighborhood Linear
Route Setting: Parkway
Route Length: 1.2 miles (1.93 km)
Supporting Activities: No
Season: Spring
Frequency: Inactive

Summary

Ann Arbor's Huron River Drive is a highly used recreational corridor. Due to the increasingly poor pavement quality, users banded together in 2007 to lobby for its improvement. Of particular concern was a .77-mile stretch of roadway left out of an upcoming county roadway resurfacing project.

Working with the City of Ann Arbor, advocates closed the roadway to motor vehicle traffic between 9:00 am and 12:00 pm on April 21, 2007. Led by the Ann Arbor Bicycle Touring Society and the Ann Arbor Velo Club, the initiative galvanized political and financial support. Indeed, the Washtenaw County Road Commission committed to "double-match" any funds raised for improvements. Within weeks the effort collected \$30,000, allowing the total project cost (\$90,000) to be covered.

While the initiative did not spark a long-term effort, it does exemplify the use of open streets to raise awareness for a worthy cause. Moreover, the advocacy effort is reminiscent of the late 19th century when bicycle advocacy groups successfully lobbied for the nation's first paved roadways.



*Cyclists enjoy Huron River Drive.
(Image: flickr user plastic spatula)*

Funding

Funding was sourced from private donations and matched by Washtenaw County. The City of Ann Arbor covered all other incidental costs associated with the effort.

Route

The route included a very scenic and naturally diverse area along the Huron River, just outside downtown Ann Arbor.

Supporting Activities

There were no supporting activities.

El Paso, TX

Scenic Sundays



Population: 649,121

Organized By: The City of El Paso/ Newman Park Neighborhood Association

Year of Initiation: 2007

Funding: Public

Route Type: Multi-Neighborhood Linear, Regional Linear

Route Setting: Park, Parkway, Residential Neighborhood

Route Length: 8 miles (12.87 km)

Supporting Activities: No

Season: Spring, Summer, Fall

Frequency: Weekly

Summary

Following the lead of neighboring Juarez, Mexico, the El Paso Parks and Recreation Department began organizing its first open streets initiative in 2006. Initially dubbed Ciclovía, El Paso's open streets initiative took place each Sunday during the month of May 2007, between 6:00 am and 12:00 pm. In 2008, the city expanded the scope of the initiative (from four Sundays to ten) and renamed it Scenic Sundays, a play on the route's main thoroughfare: Scenic Drive. The city also held four additional initiatives in October 2008, but chose to retain the initial Ciclovía moniker because each took place in eastern El Paso, not along Scenic Drive. Due to its continued success, Scenic Sundays now takes place every Sunday from April through August.

Local political leaders, including the offices of City Representative Susie Byrd and City Representative Ann Morgan Lilly, first spearheaded El Paso's open streets initiative. The partnership lasted through 2009. However, the Newman Park Neighborhood Association willfully began organizing Scenic Sundays in 2010.

Funding

In its first 2 years, Ciclovía cost approximately \$28,000 each time it was held. The majority of this funding went toward policing the road closure. The funds were primarily sourced from private businesses, with city personnel leading the fundraising effort. In 2008, the city was able to organize the initiatives without any additional costs to the taxpayers by securing a \$100,000 grant from the Department of State Health Services and the Governor's Council on Physical Fitness. The funds were used for numerous community health initiatives, including Ciclovía.

More recently, Cemex donated gates, which were installed along the route by the city in May and June of 2011. The gates reduce the amount of police time needed to manage the initiative. This advancement has given Scenic Sundays an increased sense of permanence. Perhaps more importantly, Scenic Sundays is now a cost-neutral initiative. The City of El Paso provides the staff time needed to support the initiative, including the printing of promotional materials and any other related marketing efforts. However, as the initiative has grown, marketing has become less crucial because the initiative has been adapted into the culture of the city. In addition, the Newman Park Neighborhood Association continues to keep costs low by providing volunteers who help manage Scenic Sundays.

Route

The original Ciclovía route utilized a 10-mile stretch skirting the northwestern edge of central El Paso, and included connections to Franklin Mountains State Park, the largest urban park in America. In 2008 the route was shifted to the iconic Scenic Drive, between Rim Road and Alabama Street.

The four eastern El Paso initiatives utilized numerous thoroughfares including Edgemere Boulevard, Hawkins Boulevard, Darlina Drive, Glengarry Avenue, McRae Boulevard, Heather Avenue, Debbie Avenue, Wedgewood Drive, Lockerbie Avenue, Bayd Avenue, Karen Street, Pebble Hills Boulevard, Lee Boulevard, Robery Wynn Street, and Saul Kleinfeld Drive.

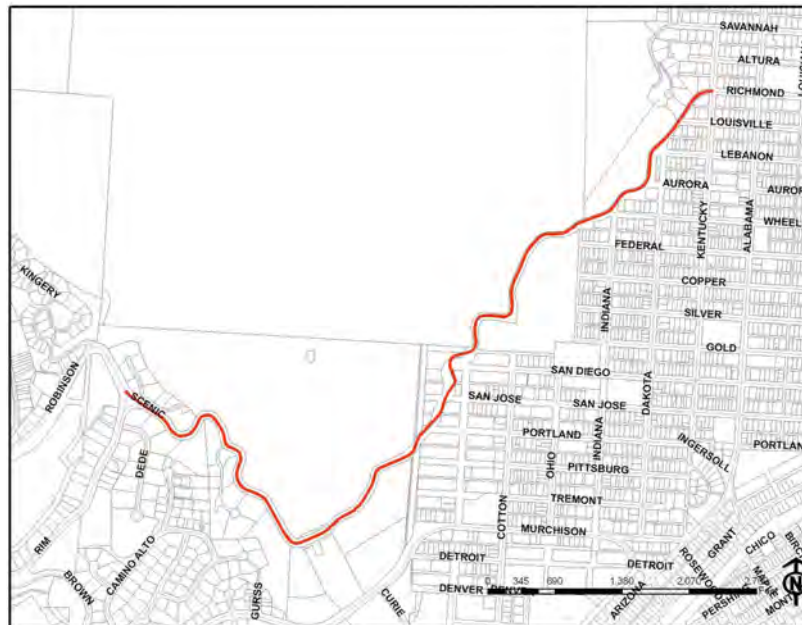
In its most recent iteration, the Scenic Sundays route still makes use of Scenic Drive, but has also added a loop through the Newman Park neighborhood. The Scenic Drive route not only offers stunning views of downtown El Paso and Juarez but it also has very few intersections. This makes the closure relatively simple to manage and more affordable.

Supporting Activities

Scenic Sundays generally does not include any additional activities. However, in August of 2009, a “Walk Through Time” tour allowed people on foot to learn about the city’s natural history.



Scenic Drive.
(image: Mike Lydon)



The Scenic Drive route.
(image: City of El Paso)

These are the types of initiatives we need to sponsor as a city to achieve that kind of recognition.

”

- Deb Ridgway, Kansas City Bicycle and Pedestrian Coordinator, on how to reach the City's goal of achieving a Bicycle-Friendly City platinum designation.



Kansas City, MO

Open Streets KC Ciclovía

Population: 459,787
 Organized By: Kansas City Parks and Recreation,
 Department of Public Works
 Year of Initiation: 2008
 Funding: Public
 Route Type: Arm and Loop
 Route Setting: Parkway, Neighborhood Residential
 Route Length: 4 miles (6.44 km)
 Supporting Activities: Yes
 Season: Summer
 Frequency: Annual

Summary

The Kansas City Sunday Parkways initiative grew out of Kansas City's Car-Free Weekends on Cliff Drive. After 2 years of allowing people to enjoy bicycling and walking without automobile traffic, Kansas City's Public Works department decided to transform the effort into a full-blown open streets initiative. Held for the first time on May 16, 2010, between 11:30 am and 4:30 pm, the initiative was planned to kick off Kansas City's annual Bike Week.

According to Deb Ridgway, the city's bicycle and pedestrian coordinator, it is the city's goal to achieve a bicycle-friendly city platinum designation, as recognized by the League of American Bicyclists. "These are the types of initiatives we need to sponsor as a city to achieve that kind of recognition," says Ridgway.

Although Kansas City Sunday Parkways did not occur in 2011, an open streets initiative will return three times in 2012 under the new name Open Streets KC Ciclovía. It is likely that the organizers of this revamped initiative will change the model type.

Funding

The Kansas City Public Works and Parks and Recreation departments funded the Sunday Parkways initiative in 2010. The city and BikeWalkKC, a local

advocacy organization, will fund the 2012 program with Transportation Enhancements dollars. The funding ensures three initiatives in 2012 and three more in 2013. A corporate sponsorship program is also being developed to supplement the grant and to ensure the program is financially sustainable. The city's Parks and Public Works departments will provide significant logistics and marketing support.

Route

In the past, Cliff Drive, which runs through North Terrace Park, served as the heart of the 4-mile Sunday Parkways route. The route connected the Kansas City Museum with the Indian Mound, two important cultural destinations, and the neighborhoods of North Indian Mound, Scamitt Point, and Pendleton Heights.

In 2012, the route will be determined in consultation with a broad range of neighborhood stakeholders including residents, businesses, faith communities, other non-profits, etc. Each year the initiative will utilize two smaller-scale neighborhood routes that culminate in a third, large-scale multi-neighborhood initiative.

Supporting Activities

Breaking from the Seattle Model mold, the 2010 Sunday Parkways effort included the following activities:

- Live music
- Dancing, including a Zumba mini-class
- Yoga classes
- Face painting
- Bike safety inspections
- Puppet show
- Photography field trip
- Story walks
- Arts and crafts

In 2012, the program will include a core of five educational stations focusing on active living and bicycle/pedestrian safety. Additional programming will add fun, healthy, and educational activities.

Barrie, ON

Car-Free Sundays

Population: 128,430
Organized By: City of Barrie
Year of Initiation: 2009
Funding: Public
Route Type: Neighborhood Linear
Route Setting: Park, Downtown
Route Length: 1 mile (1.6 km)
Supporting Activities: Yes
Season: Summer
Frequency: Varies



We really want the public to see the benefits, both physically and environmentally, of getting out and leaving the car at home.



- Lynn Strachan
Barrie City Councillor

Summary

Barrie's one and only Car-Free Sundays initiative was held on August 30, 2009, between 9:00 am and 1:00 pm. The effort was part of a larger, grant-funded initiative to promote active transportation. According to City Councillor Lynn Strachan, "We really want the public to see the benefits, both physically and environmentally, of getting out and leaving the car at home."

Funding

The City of Barrie received a Transportation Demand Management grant from the province of Ontario to support a variety of strategies intended to reduce congestion, reduce reliance on the single-occupant vehicle, and achieve a more sustainable transportation system. Besides sponsoring the Car-Free Sundays initiative, the funds were used to install more bicycle parking in the downtown area.

Route

A 1-mile (1.6km) segment of Lakeshore Drive was closed to motor vehicle traffic and opened for recreational use and activities.

Supporting Activities

Many of the supporting activities were geared toward bicyclists, including a bike rodeo, a bicycle museum, bicycle rentals, helmet safety checks, bicycle retailers, and free bicycle inspections. There were also other health-related activities, including a sports shoe vendor, a skateboard design workshop, several rollerblading activities, healthy food promotions, and the Heart and Stroke Foundation distributed educational materials. Other organizations present included Safe Routes to School, Living Green (Environmental Action Barrie), and the Simcoe County Farm Fresh Marketing Association.

Pensacola, FL

Bayfront Sundays

Population: 53,248
Organized By: City of Pensacola
Year of Initiation: 2010
Funding: Partnership
Route Type: Neighborhood Linear
Route Setting: Parkway
Route Length: 1 mile (1.6 km)
Supporting Activities: No
Season: Summer
Frequency: Irregular

Summary

The first of two trial Bayfront Sundays initiatives was organized by the City of Pensacola on June 13, 2010, between 8:00 am and 6:00 pm, and the second trial occurred on October 24th. Bayfront Sundays has not occurred since, as a change in City Hall meant the loss of political support for the city's fledgling initiative.

Funding

Financial support for Bayfront Sundays was sourced from the City of Pensacola and the following local businesses: The Fish House, Gunther Properties, Running Wild, Overgroup, Susan Campbell Jewelry, and Taylor Warren Weidner Attorneys & Counselors at Law.

Route

The mile-long route utilized Bayfront Parkway in downtown Pensacola. It was designed to connect two major parks in Admiral Mason–Veterans Memorial Park and Bartram Park–Seville Square Park.

Supporting Activities

Bayfront Parkways did not include any supporting activities.



Bayfront Sundays Promotional Poster.
(Image: City of Pensacola)

Woodstock, ON

Car Free Sunday

Population: 35,480
Organized By: City of Woodstock
Year of Initiation: 2010
Funding: Public
Route Type: Neighborhood Linear
Route Setting: Downtown
Route Length: .4 mile (.64 km)
Supporting Activities: Yes
Season: Summer
Frequency: Irregular

Summary

In 2010, Woodstock Mayor Michael Harding and the City Council acted upon the recommendation of the Woodstock Environmental Advisory Committee (WEAC) to pass a resolution allowing the opening of Dundas Street to non-motorized users. The overall objective of the initiative is to introduce Woodstock citizens to a myriad of opportunities available in becoming more physically active. The first such initiative, called Car Free Sunday occurred on Sunday, June 13, 2010, from 10:00 am to 2:00 pm.

FACT:
Woodstock's Car Free Sunday is one of eight in the province of Ontario.

Funding

Woodstock's Car Free Sunday program is funded by the City of Woodstock.

Route

The .4-mile (.64 km) linear route runs along Dundas Street, which bisects the center of Woodstock, between Vansittart Avenue and Wellington Avenue

Supporting Activities

Various demonstrations for interactive participation have been programmed, including tai chi, ballroom dance, aerobics, a 5-kilometer fun run, walking tours of downtown Woodstock, Zumba, yoga, mini-putt, and many children's activities such as hula-hoop, chalk drawing, frisbee, and bubble blowing.

Cornwall, NY

Storm King Hike and Bike

Population: 12,307
Organized By: Village of Cornwall, New York State Department of Transportation
Year of Initiation: 2011
Funding: Public
Route Type: Regional Linear
Route Setting: Park
Route Length: 3.5 miles (5.6 km)
Supporting Activities: No
Season: Summer
Frequency: Weekly

Summary

In 2011 the Storm King Hike and Bike initiative opened Route 218 across Storm King Mountain to non-motorized users for eight Saturdays in July and August, between 11:00 am and 3:00 pm. The initiative was made possible by the passing of a resolution supporting the plan in the towns of Cornwall-on-the-Hudson and West Point. The New York State Department of Transportation also had to approve the plan because the route uses state roadways. The organization of the Storm King Hike and Bike is primarily led by Cornwall-on-the-Hudson village trustee Andrew Argenio, Barbara Gosda, and many volunteers.

Funding

The Storm King Hike and Bike open streets initiative is funded by the Town of Cornwall-on-the-Hudson, and supported by numerous volunteers dedicated to ensuring the program's success.

Route

The 3.5-mile stretch of Route 218 used by Storm King Hike and Bike was designed to connect the village of Cornwall with the village of West Point and to maximize beauty by overlooking the Hudson River while passing by Storm King Mountain.

Supporting Activities

There are no activities supporting the Storm King Hike and Bike.



*A participant enjoys the view.
(Image: Ken Cashman, [The Cornwall Local](#))*

FACT:

Cornwall, NY, is the smallest known community with an open streets initiative.

Niagara Falls, ON

Car-Free Sunday



*Niagara Parkway is normally congested with automobiles.
(Image: flickr user dougtone)*

Population: 82,184
Organized By: Niagara Parks Commission
Year of Initiation: 2011
Funding: Public
Route Type: Neighborhood Linear
Route Setting: Parkway
Route Length: .45 mile (.72 km)
Supporting Activities: No
Season: Summer
Frequency: Annual

Summary

Organized for the first time in 2011 as part of Community Day, the Niagara Parks Commission opened a .45-mile (.72 km) stretch of Niagara Parkway for non-motorized users on May 1, 2011. The opening utilized a segment of the parkway between Clifton Hill and Murray Street. The initiative was held from 9:00 am until 6:00 pm, allowing pedestrians, bicyclists, and other users free rein over a roadway normally dominated by people driving motor vehicles.

Car-Free Sunday is organized as part of Community Day, which includes a reduced fee for accessing all of the Niagara Parks Commission's attractions. A part of the proceeds from the 2011 Community Day were donated to the Greater Niagara General Hospital Foundation and the Walker Family Cancer Center's "It's Our Time" public health facility improvement campaign.

Funding

The Niagara Parks Commission funds Car-Free Sunday.

Route

The .45-mile (.72 km) route runs along the Niagara Parkway, adjacent to where Niagara Falls cascades into the Niagara River.

Supporting Activities

Car-Free Sunday does not include any supporting activities.

Waterloo, ON

Car Free Sunday

between the two cities. While the cost is certainly not onerous, some local political leaders are interested in

Population: 97,475
Organized By: City of Waterloo
Year of Initiation: 2011
Funding: Public
Route Type: Multi-Neighborhood Linear
Route Setting: Downtown, Neighborhood Center
Route Length: .61–1.6 miles (.98–2.7 km)
Supporting Activities: Yes
Season: Summer
Frequency: Monthly

Summary

Under the leadership of City Councilor Melissa Durrell, the City of Waterloo launched Car Free Sunday, in June of 2011. The first such initiative occurred on June 19th, and was followed by three additional efforts on July 17th, August 14th, and September 18th.

The city's main objective is to use Car Free Sunday as a catalyst for reducing the community's environmental footprint through the promotion of transportation choices that enhance its citizens' quality of life. Additionally, Car Free Sunday is intended to provide family-friendly programming and a wide range of social opportunities. A final objective of the initiative is to deliver some economic benefits to the Uptown area where Car Free Sunday is held. Or, as Councilor Durrell said, "This is about bringing people into the core."

Funding

Securing public funding proved crucial to the success of Car Free Sunday. According to Waterloo Councilor Durrell, the inaugural initiative cost \$6,000, with the bulk of the money put toward auxiliary officers and constables overseeing the barricades and patrolling King Street. The four initiatives that followed cost approximately \$7,500 each.

The Waterloo–Kitchener Car Free Sunday initiative cost an estimated \$11,000, which was split

"This is about bringing people into the core."

- Melissa Durrell,
Waterloo City Councilor



Route

The Car Free Sunday route utilizes a .61-mile (.98 km) stretch of King Street, Waterloo's most prominent commercial thoroughfare. However, the July 17th Car Free Sunday route was expanded to 1.7 miles (2.7 km) in an effort to link the adjacent city of Kitchener with Waterloo. Temporarily renamed Square-to-Square, the route used King Street to connect Kitchener's City Hall with the Waterloo Public Square.

Supporting Activities

Car Free Sunday features a number of supporting activities, including scrabble, live music, bike polo, face painting, and a flea market.



The Cleveland Model

Non-Profit Led, Privately Funded

Cleveland, OH

Chicago, IL

Baltimore, MD

Lexington, KY

Long Beach, CA

Durham, NC

Spartanburg, SC

Simcoe, ON

Tucson, AZ

Coral Gables, FL

Fort Worth, TX

Minneapolis, MN

A handful of open streets initiatives developed between the 1960s and 1990s. In the summer of 2006 Cleveland's Walk + Roll initiative ushered in a new era by adding a range of supporting activities. In this way, Walk + Roll is explicitly patterned after Bogotá's famed Ciclovía. While there is great diversity in each initiative's route length, setting, range of activities, and community size, the following three characteristics define the Cleveland Model:

- Lead organization is a non-profit.
- Funding support is largely sourced from private business or charitable foundations.
- Numerous supporting activities and initiatives are included along the route's trajectory.

The Cleveland Model alleviates much of the funding and organizational burden from the public sector, yet a high level of coordination is still required between the lead non-profit organizing entity, the municipality, sponsors, and those organizations contributing support activities.

Other cities that most clearly follow the Cleveland Model include Chicago, IL; Baltimore, MD; Lexington, KY; Long Beach, CA; Durham, NC; Spartanburg, SC; Simcoe, ON; Tucson, AZ; Coral Gables, FL; Fort Worth, TX; and Minneapolis, MN.

A case study for each initiative is presented in the following pages.

Cleveland, OH

Walk + Roll

Population: 396,815
Organized By: Walk + Roll
Year of Initiation: 2006
Funding: Private
Route Type(s): Neighborhood Linear, Loop
Route Setting: Park, Parkway, Residential Neighborhood, Neighborhood Center
Route Length: 2–8 miles (3.2–12.9 km)
Supporting Activities: Yes
Season: Spring, Summer
Frequency: Weekly during select months; Irregular in 2011

FACT:

Cleveland is the first North American city to include a significant number of supporting activities in its open streets initiative.

Summary

While Walk + Roll requires the support and organizational capabilities of many public, non-profit, and private-sector entities, the initiative was jump-started and led by Lois Moss. Moss, who sought to adapt a modern Bogotá-style ciclovía to a North American context, made sure numerous supporting organizations and supporting activities were well integrated from the beginning. Since the inception of Walk + Roll in August of 2006, tens of thousands of participants have experienced one of America's most successful open streets initiatives. Moreover, numerous cities have followed Cleveland's example.

With Moss's recent relocation to Portland, Oregon, Walk + Roll was reduced to a single event in 2011, organized by the Famicos Foundation, a non-profit organization focused on housing development and social services.

As a North American pioneer, Walk + Roll continues to inspire numerous cities to develop their own initiative.



*Walk + Roll features numerous supporting activities.
(Image: Walk + Roll)*

Funding

To get the initiative off the ground, Walk + Roll was able to secure a \$30,000 grant from the Cleveland Foundation. The organizers state that approximately \$15,000 is required to fund each initiative. More recent initiatives have received funding from a variety of sources, requiring more time be spent building financial support. Kaiser Permanente, a healthcare organization with strong roots in Cleveland, has been a consistent funder; additional funds have come from The Cleveland Foundation, YMCA, City of Cleveland, Schwinn Bikes, the [Cleveland Scene](#) magazine, and numerous broadcast outlets, organizations, professional associations, businesses, and civic groups.

Walk + Roll has also cultivated financial and in-kind support from numerous neighborhood community and business organizations keen on hosting the initiative. The lack of predictable, ongoing support is seen as one of the greatest challenges to sustaining Walk + Roll.

Route

Walk + Roll organizers design each route to connect civic attractions, large parks, existing shared-use paths, and neighborhood business districts. Organizers also seek out and promote connections to the city's regional transit system, a technique used by many cities to promote multi-modal travel to and from their open streets initiative.

Between 2006 and 2008, Walk + Roll reclaimed a 2-mile stretch of Dr. Martin Luther King Boulevard, a linear parkway through Rockefeller Park that is often congested with automobile traffic. The route was chosen explicitly to expose Clevelanders to the many underutilized amenities within the park; to reconsider the possibilities for what is normally a congested roadway; to experience the benefits of physical and community activity; and to bring energy to the declining neighborhood surrounding the park.

Since 2008, rising demand allowed Walk + Roll to partner with neighborhood groups across the city. In 2009, two different neighborhoods—Lakewood and Slavic Village—hosted Walk + Roll. The

Lakewood route was similar in length to those held in Rockefeller Park, while also connecting to the neighborhood's many amenities. Building from the success of the Lakewood's neighborhood-centric approach, the Slavic Village route was extended to almost 8 miles in length. However, according to Moss, the energy waned because activity along the route became too diffuse.

In 2010 Walk + Roll expanded to six different neighborhoods. Learning from the Slavic Village initiative, each route was pared down to approximately 3 miles in length. Several neighborhood organizations, farmers' markets, block party festivals, and community development corporations continued to bring great synergy and organizational capacity to all six Walk + Roll initiatives.

Walk + Roll organizers have found that initiatives taking place between 11:00 am and 3:00 pm, on either Saturday or Sunday, are best timed as they allow participants to attend religious services or take care of morning errands. Pushing the event further into the afternoon also encourages attendees to patronize neighborhood businesses, especially restaurants, which may not be open early on weekend mornings.

Supporting Activities

All activities organized in conjunction with Walk + Roll supplement the initiative's primary goal—physical activity—while also showcasing neighborhood and community organizations. Past activities have included:

- Community picnics
- Karate clinics
- Disc golf
- Parade
- Live music
- Theatre
- Bike tours
- Historic building tours
- Mural painting
- Dance/performance
- Bingo
- Botanical gardens open house
- Traveling ice cream bike
- Skateboarding
- Bike polo
- Farmers' market
- Yoga
- Healthy food sampling

Chicago, IL

Open Streets

Population: 2,695,598
Organized By: Active Transportation Alliance
Year of Initiation: 2008
Funding: Private
Route Type: Multi-Neighborhood Linear
Route Setting: Parkway, Neighborhood Center, Downtown
Route Length: .7–8 miles (1.1–12.9 km)
Supporting Activities: Yes
Season: Summer, Fall
Frequency: Irregular

Summary

The Active Transportation Alliance (Active Trans) began planning its first open streets initiative in 2005. Originally dubbed Sunday Parkways, the initiative finally launched in October of 2008. Produced in partnership with five community organizations (Logan Square Neighborhood Association, Bickerdike Redevelopment Corporation, Garfield Park Conservatory Alliance, Lawndale Christian Redevelopment Corporation, and the Little Village Community Development Corporation), Chicago's effort quickly became one of North America's most robust examples of a grassroots, community-driven open streets initiative.

In 2009, Sunday Parkways was expanded and renamed Open Streets. While the initiative occurred three times in 2009, the initiative did not occur in 2010 because Active Trans struggled to secure funding and was unable to dedicate enough of their limited resources. According to Active Trans, the original organizational model was not sustainable because unlike many other big American cities, Chicago's initiative receives no funding and little organizational support from the City of Chicago. Nonetheless, Active Trans continued to work with the city to take a larger role in the planning and funding of the initiative, while simultaneously advancing its own fundraising activities.

Open Streets returned in October of 2011, albeit in a scaled-back format. Recast as Open Streets on State Street, and brought Fort with organizational support

from the Chicago Loop Alliance, the program served as the capstone for a summerlong art installation project called Go Do Good by artist Kay Rosen. Like previous versions of Open Streets, numerous activities helped support a vibrant street scene, only this time in the heart of downtown Chicago.

Chicago's initiative relies on a large number of community organizations that provide support and attract participants. Indeed, when it has occurred, Chicago's Open Streets is one of the largest initiatives in the United States. The success of Chicago's initiative inspired the nearby suburb of Oak Forest to work with the Active Transportation Alliance in calibrating a more localized version: the city opened eight blocks of Cicero Avenue in 2009 in conjunction with Fleadh, an annual Irish parade. It is this increasingly common ripple effect that proves the power of open streets initiatives, and the ability for communities of all sizes to implement their own version.

Funding

Following the Cleveland model, Open Streets relies on the financial support of numerous private businesses and charitable organizations. Funding for the initial Sunday Parkways came from several local and national private-sector and charitable institutions including the Boeing Foundation, Bikes Belong, Bank of America Foundation, Chicago Community Trust, the Michael Reese Trust, and the REI/Bicycle Friendly Communities initiative.

The 2009 Open Streets program received additional support from a number of other organizations, including Bike and Roll, the Local Initiative Support Cooperation (LISC) New Community Initiative, and the Searle Fund of the Chicago Community Trust.

Despite the enthusiasm and well-publicized benefits associated with Chicago's Open Streets program, funding shortfalls caused the Active

The success of Chicago's initiative inspired the nearby suburb of Oak Forest to work with the Active Transportation Alliance in calibrating a more localized version... It is this increasingly common ripple effect that proves the power of open streets initiatives, and the ability of communities of all scales to implement their own version.

Transportation Alliance to shelve Open Streets in 2010. Anticipating such challenges and to make the case that the initiative should become an official City of Chicago program, organizers worked closely with Northwestern University and the University of Illinois to formally evaluate the initiative's costs and benefits. When compared to 2008, research revealed that the 2009 initiative required equal staffing, despite doubling the route's length. Moreover, a methodology for counting participation was developed, which showed that participation increased within the targeted neighborhoods.

In 2011, Open Streets on State Street received funding and organizational support from numerous business entities and institutions in downtown Chicago, including the Loop Alliance, Illinois Center for Broadcasting, Walgreens, Polk Bros. Foundation, Lady Footlocker, PNC Bank, ABC 7, Tribune Media Group, Chicago Reader, Chicago 5, TimeOut, 93XRT, and CDOT.

Route

In 2008, the Sunday Parkways program included two different neighborhood and park-focused routes, each with an approximate length of 4 miles. After being re-named Open Streets in 2009, the two separate routes were consolidated into a grand 8-mile "via recreativa" following a primarily north-south trajectory through some of Chicago's more underserved neighborhoods. Utilizing the city's historic boulevard system, the route was used to connect three parks (Humboldt Park, Garfield Park, and Douglas Park), as well as five neighborhoods: Logan Square, Humboldt Park, Garfield Park, North Lawndale, and Little Village. With such a long route and numerous supporting activities, Open Streets effectively brought the people of Chicago together to exercise, socialize, and explore each other's cultures and neighborhoods.

The return of Open Streets in 2011 brought the initiative to a 10-block stretch of State Street in downtown Chicago. With such a short route, the program was dubbed an "urban playground," presenting many opportunities for localized exercise and social interaction.

Supporting Activities

Open Streets relies on dozens of community and non-profit organizations to bolster awareness, attendance, and provide supporting activities, including:

- A Hip-Hop stage
- Basketball
- A general sports and recreation area
- Art hubs
- Yoga
- Organized walks
- Dunking booth
- Roller skating
- Mobile skate park
- Dance/performance areas
- Physical games such as twister and human tic-tac-toe
- Exercise/sports: tae kwon do, volleyball, aerobics, skate ramps, BMX, a capoeira workshop
- Free bike rental/bike repair services
- Marching bands, steel drum music, Puerto Rican bomba, salsa, break dancing, and other music-related activities

Lexington, KY

2nd Sunday-Lexington

Population: 295,803
Organized By: Downtown Lexington Corporation
Year of Initiation: 2008
Funding: Private
Route Type: Neighborhood Linear, Loop
Route Setting: Downtown, Park, Residential
Neighborhood
Route Length: 1 mile (1.6 km)
Supporting Activities: Yes
Season: Spring, Summer, Fall
Frequency: Monthly (April–October)

Summary

2nd Sunday-Lexington is a monthly (April–October) open streets initiative that began in October 2008. Lexington’s effort is organized, funded, and insured by the Downtown Lexington Corporation, a non-profit organization. 2S-Lexington developed from the success of the first annual statewide initiative, called 2nd Sundays, whereby towns and cities across the state simultaneously host open streets on the Second Sunday of October. (See page 152 for more information on the Kentucky Model.)

While 2S-Lexington normally occurs downtown, in the spring of 2010 there was a unique opportunity to bring the initiative to a yet-to-be opened 4,000-ft stretch of commercial runway at the Blue Grass Airport. Attracting more than 15,000 participants, it is the only open streets initiative known to have occurred at an airport. “When has an airport been a health provider? The symbolism of this particular event and the general shift in mentality that 2nd Sunday enables is incredible,” said Jay McChord, Lexington City Councilman and 2nd Sunday co-creator. “We’ve seen 2nd Sunday help state agencies, local municipal officials, volunteers, and advocates work together on issues that must be addressed holistically, and not just in Kentucky, but nationwide. 2nd Sunday is the best and only way we’ve found in Kentucky to get people out of their silos to work together.”

Funding

The Downtown Lexington Corporation’s budget for each downtown or airport version of 2S-Lexington is \$7,000. The Cheapside Park iteration maintains a surprisingly lean budget of \$2,000. Not included in these figures is the additional financial and/or in-kind support provided by the initiative’s many sponsors.

Each year a growing number of sponsors contribute to the 2S-Lexington initiative, including non-profit organizations, local institutions, and private-sector organizations. In the 2008 season, they included developers Phil and Marnie Holoubek, the Legacy Center, Pedal the Planet, the Downtown Lexington Corporation, and the Lexington YMCA.

In 2009, the primary sponsors included UK Health-Care, the Family and Consumer Science Extension of the School of Human Environmental Sciences, and Windstream Communications.

In the 2010 season, funding came from community partners including the University of Kentucky Cooperative Extension Family and Consumer Sciences, Downtown Lexington Corporation, Bluegrass PRIDE, and LexTran. Additional sponsors that season included Blue Grass Airport, Allegiant Air, Blue Grass Community Foundation, Bluegrass Community & Technical College, HealthWay, Lexington Real Estate Company, LexTran, Transylvania University, University of Kentucky, and the University of Kentucky School of Human Environmental Sciences, Family and Consumer Sciences Extension.

The 2011 sponsors were largely identical to the sponsors of the 2010 season, but also included EOP Architecture & Interiors, Sayre School, Pedal Power, and Kinzelmann Kline Gossman.

Route

While 2S-Lexington was held at the Blue Grass Airport again in 2011, the 2008–2010 seasons generally utilized two short route types: a single, continuous .84-mile linear stretch along North Limestone Street or a mile-long loop in the city’s downtown. The short length of each route allows the supporting activities to be tightly concentrated, creating and supporting a vibrant atmosphere in Downtown Lexington.

In 2011, 2S-Lexington occurred three times at Cheapside Park, which provides access to the Beaumont Trail, the Legacy Trail, and the Town Branch Trail. Group rides were held and led by the local police.

Supporting Activities

When held in conjunction with the larger state-wide 2nd Sunday initiative, 2S-Lexington typically maintains a healthcare focus by taking advantage of the University of Kentucky’s many health and wellness resources. In particular, University of Kentucky Health Care representatives and students provide stroke screenings, medical advice, and nutrition and health tips for interested participants.

Plenty of physical activities are also on the program of the October initiative, including:

- Group exercise classes
- Basketball
- Spinning classes
- Bike polo
- Volleyball
- Street tennis
- Martial arts
- Marching bands
- Hula-hooping
- Zumba
- Pumpkin rolling
- Log tossing
- Foot races
- Jump rope
- Tai chi
- Yoga
- Tug-of-war
- Obstacle course
- Senior exercises

Although some activities accompany Lexington’s other monthly initiative, they are not usually as robust. Also, to encourage the patronage of local restaurants, no food vendors are allowed to participate in any version of 2S-Lexington.

“
2nd Sunday is the best and only way we’ve found in Kentucky to get people out of their silos to work together.
 ”

-Jay McChord
 Lexington City Councilman



*2nd Sunday-Lexington draws people of all ages.
 (Image: 2nd Sunday Kentucky)*



*Physical activity of all types is welcomed at 2nd Sunday.
 (Image: 2nd Sunday Kentucky)*

Baltimore, MD

Sunday Ciclovía



*Roland Avenue comes alive during the Roland Park Ciclovía.
(Image: Mike McQuestion)*

“
In our third year we have even more volunteers who have learned the ropes. We have created amazing partnerships with the churches, the merchants—many of whom sponsored this year’s event—and neighbors.”

- Mike McQuestion
Roland Park Civic League

Population: 620,961
Organized by: Roland Park Civic League
Year of Initiation: 2009
Funding: Private
Route Type: Neighborhood Linear
Route Setting: Residential Neighborhood
Route Length: 1.3 miles (2.1 km)
Supporting Activities: Yes
Season: Fall
Frequency: Annual

Summary

The story of Baltimore’s open streets initiative is one that continues to unfold. The Roland Park Civic League launched Sunday Streets in 2009, in conjunction with their Seven Generations Weekend, a multi-day event promoting sustainable living. Additional support was provided by the Baltimore Department of Transportation, the Office of the Mayor, the Baltimore Police Department, Baltimore Metropolitan Council, and Bike Maryland, the statewide biking advocacy organization.

The original Sunday Streets proposal was ambitious, including a 5-mile route. However, the initial concept was delayed because of the associated costs. Not to be deterred, organizers proposed a much shorter pilot phase, which significantly reduced police deployment along the route—typically the most expensive part of any open streets budget. The first pilot Sunday Streets finally took place in late October of 2009 and attracted more than 1,000 participants.

With a successful initiative having taken place and advocacy efforts growing, the City of Baltimore passed a citywide ordinance in May 2010 establishing the Bmore Streets for People program. While funding was not immediately assigned, the ordinance established a 24-member advisory board tasked with funding and expanding the effort to neighborhoods citywide.

The Roland Park Civic League hosted what is now loosely called the Roland Park Ciclovía in 2010. To facilitate the expansion of the initiative, representatives from various Baltimore neighborhood associations were invited to observe the program’s success and to consider how they might adapt it to their neighborhoods.

In 2011 the Bmore Streets for People program continued to gain support, but has yet to be replicated in other neighborhoods. According to Roland Park organizer Mike McQuestion, “In our third year we have even more volunteers who have learned the ropes. We have created amazing partnerships with the churches, the merchants—many of whom sponsored this year’s event—and neighbors.” In September of 2011, the second annual Roland Park Ciclovía occurred, with the goal of turning Roland Avenue into “a giant temporary playground so people can exercise and socialize.”

Finally, the results of a 2011 email survey distributed to Roland Park’s residents were made available on the initiative’s Facebook page. In short, 84% of respondents approved of the Ciclovía, while another 74% approved an extension of the route. Interestingly, 61% indicated that they would prefer the Roland Park Ciclovía to occur on Sunday, versus 21% who preferred Saturday (18% had no preference). Furthermore, 55% of respondents preferred the initiative to occur during the morning hours (8:00 am–1:00 pm), while 34% preferred the afternoon (Noon–5:00 pm). Finally, 55% of respondents would like to see 2 to 3 Ciclovías per year; 27% wanted one per month. Another 7% preferred to have two iterations of the Ciclovía per month; only 16% of the respondents wanted no Ciclovía at all.

While the program has yet to expand beyond Roland Park, the organic growth of the Roland Park Ciclovía presents a working model for other Baltimore neighborhoods to follow.

Funding

Baltimore’s initial 5-mile open streets proposal required approximately \$235,000 for implementation. Two-thirds of the expenses were tied directly to the deployment of police officers along the route. The city, which had initially pledged \$104,000 to support the effort, realized they would have to ask civic and advocacy organizations to provide the remainder of the funds. This proved difficult, which explains why the initial proposal did not materialize.

The scaled-back Sunday Streets pilot initiative was funded by the Roland Park Civic League at a cost of only \$4,500. Of that, \$4,200 went to paying overtime for the police officers involved with the logistics of closing streets and directing traffic. Since 2009, the Roland Park Civic League has continued to support the program, and the adoption of the Bmore Streets for People ordinance also brought official city support to the initiative. A direct result of the ordinance is the 2011 Roland Park Ciclovías were able to occur without paying police overtime, which further reduced the cost of the initiative for the organizers.

Route

In an attempt to emulate other large city efforts such as Cleveland and Chicago, Baltimore’s initial 5-mile Sunday Streets route plan was designed to connect Lake Montebello and the surrounding neighborhoods with several urban parks, including Wyman Park, Venable Park, and Druid Hill Park. Other attractions along the planned route included the Baltimore Museum of Art and the Homewood Museum. For those route segments not located within parks, use of major thoroughfares (East 33rd Street) and access roads (Wyman Park Drive) was planned.

Due to the aforementioned funding issues, the past three efforts have utilized a 1.3-mile route, within a single southbound lane along Roland Avenue, which is a major thoroughfare in a relatively low-density residential neighborhood in north Baltimore—a considerable distance away from the originally planned route.

Supporting Activities

Baltimore’s 2009 and 2010 Sunday Streets initiative did not include any supporting activities. However, modest programming was introduced in 2011 along the Roland Avenue route, including food and entertainment located at the iconic Roland Park water tower. Additionally, local bike shops help tune participants’ bicycles, and advocacy organizations, like Bike Maryland, provide bicycling safety classes for children via bike rodeos.

Long Beach, CA

Long Beach Bike Festival

Population: 462,257
Organized By: Bike Long Beach
Year of Initiation: 2009
Funding: Mostly Private
Route Type: Arm and Loop
Route Setting: Downtown
Route Length: 2 miles (3.2 km)
Supporting Activities: Yes
Season: Spring
Frequency: Annual

Summary

The Long Beach Bike Festival is spearheaded by Bike Long Beach, a non-profit that launched the initiative in 2009. As a 3-day, car-free celebration of all things cycling, the festival not only furthers the city's reputation as one of America's most bike-friendly cities, it provides a twist on the open streets: Long Beach Bike Festival is unique not only because it occurs on multiple days but because it also features a Bicycle Grand Prix, making it the first North American open streets initiative to feature competitive cycling. In its first year (2009), more than 5,000 participants joined in on the fun.

The Long Beach Bike Festival will return on May 5th, 2012.

Funding

While the City of Long Beach funds the Long Beach Bike Festival, the majority of financial support continues to be sourced from various private sponsors. In 2009, this included Wokcano Asian Bistro, Downtown Long Beach Associates, the Long Beach Convention and Visitors Bureau, the Farmers and Merchants Bank, and the Long Beach Redevelopment Agency. Sponsors of the most recent 2011 Festival included Wells Fargo, Downtown Long Beach Associates, the Long Beach Convention & Visitors Bureau, the Long Beach Redevelopment Agency, the City of Long Beach, and jetBlue.

Route

In 2009, the festival opened a 25-block area in downtown Long Beach, which allowed for approximately 2 miles of walking, bicycling, and related activities. The route is designed to connect various attractions and includes an inner loop to accommodate the competitive Grand Prix. In addition to those streets opened for the festival, there is the Tour de Long Beach, featuring 4-, 31-, and 62-mile rides throughout the region.

Supporting Activities

In addition to the Grand Prix, numerous other bicycle-centric activities help attract participants to the Long Beach Bike Festival. These include family-oriented activities like face painting and non-competitive bicycle races for children, as well as live music, food vendors, fixed-gear races and demonstrations, a bicycle fashion show, bicycle-safety training, and equipment sales. The 2011 festival featured carbohydrate-loading dinner specials, bike education and safety booths, an outdoor vendor festival, a free kids' activity area, live music, the screening of a movie made by a local bicycling advocate, and the Tour de Long Beach. Registration and payment are required in order to participate in the Tour, with proceeds going to charity.

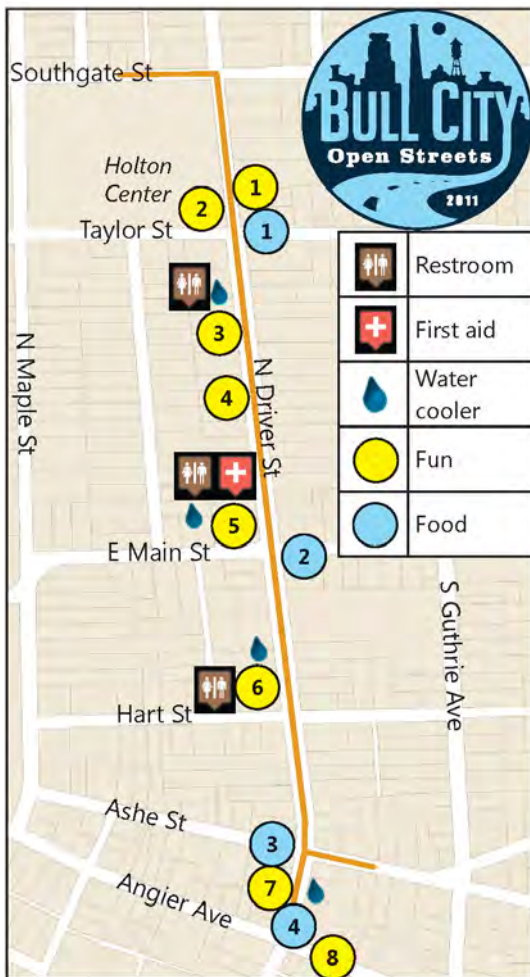
*Above: Long Beach kids get a helping hand.
(Image: flickr user Deergus)*

*Below: Bike Long Beach gives local advocacy organizations a boost.
(Image: flickr user SheaShizzle)*



Durham, NC

Bull City Open Streets



The Bull City Open Streets route is lined with activities.
(Image: Durham Open Streets)

Population: 228,330
 Organized By: Clean Energy Durham and partners
 Year of Initiation: 2010
 Funding: Private
 Route Type: District Loop, Neighborhood Linear
 Route Setting: Park, Downtown
 Route Length: .65–.9 mile (1.05–1.4 km)
 Supporting Activities: Yes
 Season: Summer
 Frequency: Varies

Summary

Bull City Summer Streets, North Carolina's first open streets initiative, took place in Durham on May 23rd, 2010. Jessalee Landfried, who works for Clean Energy Durham, helped spearhead the effort. As is the case for so many other open streets leaders, Landfried's exposure to open streets in another city—New York City's Summer Streets—inspired her to take action.

The program's website states that the initiative is intended to achieve the following eight objectives:

- Increase the health and activity of Durham residents
- Increase bicycling and walking as modes of travel
- Highlight Durham as a walkable and bikeable city
- Increase downtown vitality, mobility, and livability
- Bring residents from all parts of Durham together to walk or ride
- Increase environmental and climate change awareness
- Support the local economy by promoting downtown businesses and reducing traffic congestion
- Increase environmental and climate change awareness

The initiative intentionally focuses on health and safety awareness, as 64% of Durham's adult population is obese or overweight, and the city's per capita pedestrian crash rate involving children is among the highest in North Carolina.

Because no single organization currently involved is able to adequately support or sponsor the entire initiative on its own, Bull City Summer Streets is organized by a loose coalition of public, non-profit, and neighborhood-based organizations. These include Clean Energy Durham; Triangle Transit; Get Up & Go

FACTS:

64% of Durham's adult population is obese or overweight.

Durham's per capita pedestrian crash rate involving children is among the highest in North Carolina.

Durham; The Partnership for a Healthy Durham and Durham CAN (Congregations, Associations, and Neighborhoods).

The 2010 version of Bull City Summer Streets attracted over 1,100 local residents. While participation figures have not been released for 2011, the initiative did occur four separate times and was officially rebranded as Bull City Open Streets. According to the organizers, the change was made “to align with the Open Streets movement taking hold across the United States.”

Funding

A coalition of private and non-profit partners and sponsors contributed funds to the 2010 Bull City Summer Streets. They include Be Active North Carolina, the Music Explorium, Durham Central Park, the Partnership for a Healthy Durham, Blue Cross Blue Shield of North Carolina, Go Triangle, Clean Energy Durham, Triangle Transit, Durham CAN, The Durham Athletic Park, Carolina Solar Energy, The Bull City Running Co., Stevenwellness.com, and ACME Heating, Plumbing, and Air Conditioning. The total budget for Bull City Summer Streets that year amounted to \$5,600. Most of the funds were used for marketing the initiative; other items were covered through in-kind donations.

In 2011, the following sponsors contributed to the funding of Bull City Open Streets: Clean Energy Durham, Triangle Transit, the City of Durham, the Durham Department of Parks and Recreation, Go Triangle, the Partnership for a healthy Durham, Whole Foods, Durham CAN, and the Triangle Rails-to-Trails Conservancy.

Route

In 2010, the route consisted of a .9-mile loop on the edge of downtown Durham. The route was designed to include the city’s beloved Farmers’ Market, Durham Central Park, and Durham Athletic Park, which is the home of the Durham Bulls minor league baseball team. In June 2011, the Bull City Open Streets route shifted to a .65-mile linear segment of North Driver Street, which bisects an inner city residential neighborhood just to the east of Downtown Durham.

Supporting Activities

In 2010, supporting activities were located at various points throughout the 1-mile loop and included salsa and swing dancing, healthy food samples, various YMCA-led fitness activities, food vendors, REI bike rack demonstrations, a drum circle at the Music Explorium, a marching band, and yoga. In 2011, the initiative was supported by another large set of activities, including:

- Dance classes – Folk-style waltz, Merengue, Salsa and Swing
- Fitness classes – Hip hop dancing, qigong, yoga, and Zumba
- Smoothies made with bicycle-powered blenders!
- Fencing lessons and demonstrations
- Free bike repairs and tune-ups
- Jump rope



Bull City Open Streets connects downtown, neighborhoods, and parks. (Image: Durham Open Streets).

Spartanburg, SC

Sunday Streets



Spartanburg Sunday Streets

Bike. Walk. Run. Skate. Play.

A safe, fun, car-free place to **get out and get active!**

Free and open to the public
For more information, visit www.active-living.org or call 598-6938.

Where: East Henry Street
(from Pine Street to Union Street)

When: Sunday, September 12
Sunday, September 26
1:00 - 5:00 p.m.

Sponsored by:

- Spartanburg Regional FOUNDATION
- Partners for Active Living
- MARY BLACK FOUNDATION
- spartanburg community indicators project
helping dialogue, strategy and change.

Population: 37,013

Organized By: Partners for Active Living

Year of Initiation: 2010

Funding: Private

Route Type: Neighborhood Linear

Route Setting: Downtown

Route Length: 0.32 mile (.51 km)

Supporting Activities: Yes

Season: Summer

Frequency: Annual

Summary

Partners for Active Living, a local non-profit, organized two editions of Spartanburg Sunday Streets in September 2010. The initiative returned twice more in September 2011.

Funding

Alongside Partners for Active Living, an array of private-sector sponsors provided the funding for the Spartanburg Sunday Streets. Sponsors include the Spartanburg Regional Healthcare System, the Spartanburg Regional Foundation, the Mary Black Foundation, and the Spartanburg Community Indicators Project. Additionally, some organizers of the activities at Sunday Streets donated their time and provided their expertise and skills to lead these activities, such as yoga and other fitness and wellness-related activities.

Route

Sunday Streets occurs along Henry Street, a major thoroughfare in downtown Spartanburg. Measuring approximately 0.3 mile, the route connects two other cycling routes that lead through downtown: Union Street and Pine Street. As a comparatively wide street, Henry Street offers cyclists, pedestrians, skaters, and others plenty of space to move in a temporarily car-free environment.

Supporting Activities

Sunday Streets includes the following activities:

- Yoga sessions
- Turbokick classes
- Inflatable castle
- Skating demonstrations
- Bike rides and Fun-runs along the Mary Black Foundation Rail Trail
- Zumba classes

Simcoe, ON

Open Streets

Population: 14,522
Organized By: Simcoe Business Improvement Area
and Haldimand-Norfolk Health Unit
Year of Initiation: 2011
Funding: Private
Route Type: Neighborhood Linear
Route Setting: Downtown
Route Length: 0.16 mile (.27 km)
Supporting Activities: Yes
Season: Summer
Frequency: Irregular

Summary

In 2011, Simcoe Business Improvement Area and Haldimand-Norfolk Health Unit partnered to organize the inaugural Open Streets initiative in Simcoe, Ontario. Organized on June 30, 2011, the effort temporarily opened two downtown blocks to people-oriented activities. Deb Murphy, the general manager of the Simcoe Business Improvement Area, said that Open Streets is organized to promote healthy activities, healthy shopping, and healthy lifestyles: “We’re promoting what’s good about our community.”

Funding

The local Simcoe Business Improvement Area, in collaboration with the Haldimand-Norfolk Health Unit, provided funding support.

Route

Open Streets occurred on Norfolk Street, the town’s primary north-south retail corridor. The route included one block north and one block south of Robinson Street, the town’s main east-west corridor. Even though the two-block route is appropriate for this town of 14,500, the short route was less about movement and more about improving the community’s sense of place.

Supporting Activities

Simcoe’s Open Streets is an actively programmed initiative. One of the lead organizers from the Haldimand-Norfolk Health Unit summed up the activities that were featured at Open Streets: “Our activities...include fitness demonstrations, children’s games, a tea party, skateboarding demonstrations, wrestling performances, guided walks, street busking and mechanical bull rides among others.” Furthermore, a walk along the Norfolk Sunrise Trail was organized in an effort to promote walking as an alternative to driving.



**We’re promoting what’s good
about our community.**



- Deb Murphy
General Manager
Simcoe Business Improvement Area

Tucson, AZ

Cyclovia Tucson

Population: 520,116
Organized By: Cyclovia Tucson Planning Committee
Year of Initiation: 2010
Funding: Private
Route Type: Arm and Loop
Route Setting: Downtown, Neighborhood Center
Route Length: 5 miles (8 km)
Supporting Activities: Yes
Season: Spring
Frequency: Annual

The Cyclovia Tucson initiative provides a showcase for a vast number of organizations and businesses focused on creating a more vibrant and healthy city. As in many of its peer cities, the spirit of the open streets movement is redefining Tucson.

Summary

Cyclovia Tucson launched on Sunday, April 18, 2010. The initiative is organized by the Cyclovia Planning Committee, which is part of Bootstraps to Share of Tucson, Inc., a 501(c)(3) non-profit that focuses on bicycling-related programs for youth, homeless, and the community at large. During the first year, the committee impressively secured financial and in-kind support from 48 entities.

The Cyclovia Planning Committee established six primary goals for the City's first open streets initiative. They include:

- Enhance the brand and identity of Greater Tucson as a progressive urban community
- Increase the health and activity of Greater Tucson area residents
- Promote and increase awareness for cycling and walking as an acceptable and safe mode of travel on public streets
- Increase neighborhood mobility, livability, and access
- Provide a unique and sociable fun experience for citizens
- Provide a free public event affordable for all

The Planning Committee hosted another successful Cyclovia Tucson initiative on Sunday, March 27, 2011.

Funding

While Cyclovia Tucson received title sponsor funding from the Tucson Medical Center, the initiative is funded entirely by a diverse group of private donors and sponsors, including:

- Tucson Medical Center
- Sparklett's Water
- Clif Bar
- Saguaro Environmental Services
- Tri-Sports
- Tucson Bike Lawyer
- West University Neighborhood Association
- Tucson Community Supported Agriculture
- Fairwheel Bike Shop
- World's Best Bike Stickers
- Starr Skates
- Brooklyn Pizza
- Sky Bar / Cafe
- Originate Natural Building Materials
- Technicians for Sustainability
- Realm
- REI Tucson
- Tucson Federal Credit Union
- Cigna
- Epic Cafe

According to the Cyclovia Tucson website, funding covers the cost of logistics, traffic control, marketing and outreach, and operations, which include securing mobile restrooms and water for participants. In order to garner as many sponsors as possible, the Cyclovia Planning Committee cited the following benefits of sponsorship:

- Show your community that you support health and wellness
- Reach an audience of 5,000+ on the day of the event
- Receive high visibility advertising
- Build employee morale and company pride

Route

The 2010 Cyclovia Tucson route utilized a 5-mile arm and loop configuration connecting the city's downtown core to a loop around the University of Arizona campus. Several parks—Iron Horse, Mansfield, and Catalina—were included in the route to not only maximize ancillary recreational opportunities but also to provide space for numerous supporting activities.

Migrating to south Tucson, the 2011 Cyclovia route made use of a different route but still maintained the arm and loop configuration. Like the 2010 initiative, the route purposefully linked a variety of parks, including Armory Park, Santa Rita Park, and Santa Rosa Park. A few of the main thoroughfares included in the route were 4th Avenue, Myers Avenue, and 8th Avenue. Whether or not Cyclovia organizers will attempt a third route in 2012 or repeat one of the two previous configurations is currently unknown.

Supporting Activities

Cyclovia Tucson includes numerous supporting activities, with most concentrated within the various parks located along the designated route. In 2010, the Planning Committee also utilized the University of Arizona campus and several "activated intersections" to further program the route.

Mansfield Park, for example, was used by the local YMCA in providing a Healthy Kids Day, while activities offered in Catalina Park were decidedly more bicycle-focused. They included:

- Bicycle maintenance workshops
- A bicycle safety quiz
- Helmet fittings
- The distribution of free bicycle maps, bicycle stickers, and education materials

Catalina Park also served as the origin point for numerous group rides, where participants could decorate their bicycles. Additionally, several exhibits and performances kept the park lively. These included a unique bicycle expo, as well as musical, dance, and puppetry performances.

Main Gate Square, located on the University of Arizona's campus, featured a host of activities, including outdoor basketball, a hula-hoop contest, University of Arizona Twirling Club performance, belly dancing, a performance of Latin American folk music, and even a bikini bicycle wash.

The University of Arizona Mall, located at the campus center, served as the origin of El Tour de Campus. El Tour featured five stations, each offering a unique and informative activity: a sun and desert safety session; a helmet fitting; a bike maintenance class; bike decorating; and an obstacle course.

At one of the activated intersections, a bike swapmeet was organized where anyone could buy, sell, or trade their bicycles and gear. The swap attracted several Tucson bike shops, as well as numerous individuals looking to trade or upgrade their velocipedes. Another intersection featured a pop-up skate park where Starr Skates, a local skateboard shop, gave a demonstration of their skate skills and offered lessons to the less experienced.

Two related festivals were also dovetailed with the Cyclovia, including an event called Solar Rock, which featured a 100% solar-powered concert and fair, speakers, games, kids activities, food, and exhibits from local businesses, schools, and community organizations. The Synergistic Water Festival was also included and featured an art show, exhibitors, workshops, performances, music, and kids activities.



Coral Gables, FL

Gables Bike Day

Population: 46,780
Organized By: Gables Bike Day Committee
Year of Initiation: 2011
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Length: 0.8 mile (1.3 km)
Route Setting: Downtown
Supporting Activities: Yes
Season: Fall
Frequency: Irregular



This is all a volunteer effort. We think this is important for the Gables, to make it a more cycling-friendly city. We want people to get used to seeing people on bicycles, for riders to know the rules of the road, for people to get to know one another and become cycling advocates in the future



- Robert Ruano
Gables Bike Day Committee Chair

Summary

The first Gables Bike Day occurred on October 23, 2011, between 10:30 am and 4:00 pm. The initiative allows participants to experience historic downtown Coral Gables in a new, car-free way. Joining Bike Miami Days and Pinecrest's Bike Days, it is the third open streets initiative in the region and the fifth to occur in the state of Florida.

The Gables Bike Day Committee, which brought people together from many different organizations, was established to organize the city's first open streets initiative. Robert Ruano, a local resident and Coral Gables Cycling Committee member, served as the Bike Day Committee Chair. "This is all a volunteer effort. We think this is important for the Gables, to make it a more cycling-friendly city. We want people to get used to seeing people on bicycles, for riders to know the rules of the road, for people to get to know one another and become cycling advocates in the future," says Ruano.

The committee worked closely with local restaurants along the route and with the Coral Gables Business Improvement District in organizing the initiative.

Funding

Gables Bike Day relied on a great number of sponsors, primarily representing the private sector. These include the University of Miami's Health System, South Miami Fiat, the Rotary Club of Coral Gables, Mack Cycle, the Florida Marlins, Regions Bank, the Little Gables Group, Decobike, Etiko Ltd., the Cabrera Benefits Group, AvMed Health Plans, Miami Sports, and the Coral Gables Museum.

Route

The Bike Days route traversed the heart of historic downtown Coral Gables. One segment included the city's primary shopping and dining street, Miracle Mile, which was closed to motor vehicle traffic between Le Jeune Road and Douglas Road. The other intersecting segment utilized Ponce de Leon Boulevard, between Miracle Mile and Palermo Avenue.

Supporting Activities

Supporting activities were concentrated in four places along the route: Ponce de Leon Park, the intersection of Miracle Mile at Le Jeune Road and Douglas Road, and at a small green space adjacent to a local bookstore. The following activities were included:

- Live music
- A Wheel of Fortune game with prizes
- A bicycle tour of historic Coral Gables
- Scavenger hunt for children
- Farmers market
- Children's area with games, cartoon characters, and bounce houses
- A skill testing bicycle safety course for children to practice their biking abilities
- Free yoga classes



Following the lead of other South Florida cities, a coalition of advocates worked with the city to bring open streets to downtown Coral Gables. (Image: Tony Garcia)

Fort Worth, TX

Open Streets

Population: 741,206
Organized By: Fort Worth South, Inc.
Year of Initiation: 2011
Funding: Private
Route Type: Neighborhood Linear
Route Setting: Neighborhood Center, Residential Neighborhood
Route Length: 0.85 mile (1.3 km)
Supporting Activities: Yes
Season: Fall
Frequency: Irregular



All of this came together because we were approached by people that said, 'We've seen what's happened in other cities and want to be part of it in Fort Worth.'



- Mike Brennan
Planner, Fort Worth South, Inc.

Summary

Fort Worth's Open Streets initiative was organized by Fort Worth South, Inc., a member-based non-profit organization focused on redeveloping the Near Southside neighborhood. The planning of Open Streets was closely coordinated with the city of Fort Worth that wanted to join the international movement but lacked the organizational capacity to spearhead the effort.

According to Mike Brennan, a planner for Fort Worth South, Inc., "All of this came together because we were approached by people that said, 'We've seen what's happened in other cities and want to be part of it in Fort Worth.'"

Open Streets first occurred on Sunday, October 23, 2011, and was heralded as a big success. A second planned initiative followed 1 week later.

Funding

Fort Worth's 2011 Open Streets was made possible by a wide variety of local businesses and organizations that provided financial and/or in-kind and support. Several levels of sponsorship were available, ranging from \$100 "Community Supporters" to \$5,000 "Presenting Partners." Sponsors include:

- Broadway Baptist Church
- Creative Magma
- Dunaway Associates
- Fairmount National Historic District
- Stage West
- Tarleton State University
- Tarrant County Precinct 1
- The T

- Arts South Interactive
- Atmos Energy
- Buyers Barricades
- enduraLab
- Norma Crow
- Sportswear Graphics
- Center for Healing Arts
- Fort Worth Urban Living
- ID Group
- 95.9 The Ranch
- 92.1 KTFW

Route

Two routes, each approximately .85 mile in length, were utilized in Fort Worth's Near Southside neighborhood. The first route used Magnolia, 5th, and Allen Avenues to link the Magnolia business district with Fairmount Park and Fire Station Park. The second Open Streets route used segments of South Main Street, Broadway Avenue, Jennings Avenue, and Cannon Street, linking the heart of South Main Urban Village with the new Watts Park and Rahr and Sons Brewery.

Supporting Activities

Activity providers were encouraged to enliven the route and to help meet the many physical activity and community-building goals associated with Open Streets. In exchange for their participation, activity providers were able to publicize their organization or business at no charge.

Supporting activities included:

- Live music
- Fitness classes
- Yoga
- Temporary skateboarding park
- Fun run
- Architectural bicycle tour
- Face painting
- Interactive art installations
- Bike rodeo
- Poetry installation
- Local food vendors



*The 2011 Fort Worth Open Streets promotional poster.
(Image: Fort Worth Open Streets)*

Minneapolis, MN

Open Streets

Population: 382,578
Organized By: Minneapolis Bicycle Coalition
Year of Initiation: 2011
Funding: Private
Route Type: Neighborhood Linear
Route Setting: Downtown, Neighborhood Center, Residential Neighborhood
Route Length: 2.3 miles (3.7 km)
Supporting Activities: Yes
Season: Summer
Frequency: Irregular

Summary

The first Open Streets Minneapolis initiative occurred on June 12, 2011. It was organized by the all-volunteer Minneapolis Bicycle Coalition. At the time of publication, a 2012 date had not been chosen.

Funding

A range of entities, including Blue Cross and Blue Shield of Minnesota, Bikes Belong, Nice Ride, and Bike Walk Twin Cities provided funding for Open Streets Minneapolis.

Other supporters included Modern Climate, Falafel King, Stroker Ace Screen Printing, Dero Bike Rack Co., Sir Speedy, Toppers Pizza, Sierra Club North Star Chapter, It's Greek To Me, Bicycle Association of Minnesota, Freewheel Bike, Pizza Luce, French Meadow Bakery & Café, Ducati Minneapolis, Flandres Brothers Cycle, Recovery Bike Shop, 30 Days of Biking, and The Alt Bike and Board Shop.

Route

The Open Streets Minneapolis route opened a 20-block section of Lyndale Avenue South, between 22nd and 42nd Avenues, to non-motorized users. The 2.6-mile stretch is largely situated in Uptown, a residential neighborhood located adjacent to downtown Minneapolis.

Supporting Activities

In addition to biking, walking, and skating, Open Streets Minneapolis featured numerous recreational activities along the route, including yoga, dance lessons, aerobics, and games. There were also musical performances and bike safety and repair classes hosted by a local church. Along with several other city officials, Mayor R.T. Rybak kicked off the inaugural program. Following several speeches, a dance party was held, featuring DJ Strangelove. In addition, several other bike mechanics set up shop along the route.

Several businesses normally closed on Sundays opened for the occasion, with many offering sidewalk sales or food along the route. The sidewalk in front of a guitar store served as a makeshift stage, with local bands performing live music. A coffee shop also brought live music to the street.

It's not a race.

People can go at
their own speed...

We encourage
walking as much
as biking.

- Colin Harris, Minneapolis Open Streets Coordinator

”





The San Francisco Model

Public/Non-Profit Led, Public/Private Funded

San Francisco, CA
Sunday Streets

Miami, FL

Seattle, WA
Summer Streets

Madison, WI

Charleston, SC

Hamilton, ON

San Mateo County, CA

Somerville, MA

Spokane, WA

Oak Forest, IL

Parkersburg, WV

Established in 2008, San Francisco's Sunday Streets program quickly rose to prominence as one of the most frequently held and well-attended open streets initiatives in North America. As such, Sunday Streets has inspired similar efforts elsewhere in the northern California region and beyond.

The San Francisco Model features the following four key characteristics:

- Organized by a coalition of public authorities and non-profits
- Financial support sourced from private donations and public funds
- Wide scope of supporting activities
- Changing initiative route within the city

Cities that follow this model most closely are Miami, FL; Seattle, WA (Summer Streets); Madison, WI; Charleston, SC; Hamilton, ON; San Mateo County, CA; Somerville, MA; Spokane, WA; Oak Forest, IL; and Parkersburg, WV.

A case study for each initiative is presented in the following pages.

San Francisco, CA

Sunday Streets



*The streets of San Francisco teem with activity.
(Image: Sunday Streets SF)*



*People (and bikes) of all types are seen at SF Sunday Streets.
(Image: flickr user Cheryl & Rich)*



*Sunday Streets along the Embarcadero.
(Image: geekstinkbreath)*

Population: 805,235
Organized By: Livable City and The San Francisco Municipal Transportation Agency
Year of Initiation: 2008
Funding: Public-Private Partnership
Route Type: Multi-Neighborhood Linear
Route Setting: Downtown, Neighborhood Center, Residential Neighborhood, Parkway
Route Length: 4.6–6 miles (7.3–9.7 km)
Supporting Activities: Yes
Season: Spring, Summer, Fall
Frequency: Monthly (March - October)

Summary

San Franciscans have been enjoying Car-Free Sundays in Golden Gate Park since 1967. However, it wasn't until 2008 that the city pilot-tested a neighborhood-based, fully programmed open streets initiative. Dubbed Sunday Streets, the program occurred twice that year, and each version attracted approximately 15,000 participants. Due to its initial success, the 2009 Sunday Streets program happened six times, in four different neighborhoods. Additionally, the San Francisco Board of Supervisors issued a proclamation declaring Sept. 6, 2009, "Sunday Streets Day" in San Francisco.

In its first 2 years, more than 300 neighborhood, non-profit, and business leaders participated in producing Sunday Streets. Such broad-based community support has allowed the program to expand to neighborhoods throughout the city. In 2010, the program became institutionalized as a monthly occurrence during Sunday Streets Season, which runs from March through October.

The San Francisco Municipal Transportation Agency (SFMTA), in conjunction with the office of the Mayor and the Department of Public Health are the three main government entities behind Sunday Streets. However, the fiscal agent and day-to-day management is led by a local transportation and land use advocacy organization called Livable City, a 501(c)(3) organization. Additionally, the San Francisco Bicycle Coalition manages the hundreds of Sunday Streets volunteers that make the program such a success.

Funding

Funding is secured through private-sector donations and in-kind support from SFMTA and the city of San Francisco, as well as the non-profit Livable City. Media sponsors consist of *The Examiner* newspaper and media conglomerate ClearChannel San Francisco. Additional financial support has been provided by a wealth of other sponsors, both public and private. For the year 2010, some of these included:

- Thrive—a program of Kaiser Permanente
- The Major’s Challenge: Shape Up San Francisco
- PG&E
- American Red Cross—Bay Area Chapter
- Sports Basement
- City Car Share (non-profit)
- Soda Free Summer (Alameda County Public Health Department)
- Zephyr Real Estate
- MJM Management Group

In the 2011 season, the following sponsors provided significant financial support for Sunday Streets:

- AT&T
- San Francisco Recreation & Parks
- Bay Area Air Quality Management District
- The Mayor’s Challenge “Shape Up San Francisco”
- San Francisco Bicycle Coalition
- American Red Cross—Bay Area Chapter
- City Car Share
- Bike and Roll San Francisco
- Blazing Saddles Bike Rentals & Tours
- Bay City Bike—Rentals & Tours
- Mike’s Bikes

The entire list of sponsors is available at the Sunday Streets website.

Route

Although the route varies from month to month, the event always occurs between 10:00 am and 2:00 pm or 11:00 am and 3:00 pm. This consistency aids residents of all the different neighborhoods in planning their involvement. Depending on the route, monthly participation ranges from

15,000 to 20,000 participants. According to the initiative’s organizers, businesses along each route continue to do a larger volume of business than normal during the initiative, and not a single incident of crime has required police attention.

Some of the chosen routes take advantage of the city’s spectacular natural setting by running along the coastline, while others are intentionally located in neighborhoods that lack open space. In 2010, there were five different routes for eight events.

During the 2011 season, Sunday Streets routes were chosen as a reflection of past success. In this way, organizers were able to maximize participation and duplicate logistical efficiencies while still spreading the program around the city. The 2011 routes were centered in the Embarcadero, the Great Highway & Golden Gate Park, the Mission District, Bayview, Civic Center/ Tenderloin, and the Western Addition.

Supporting Activities

Sunday Streets owes much of its success to the incredible community support it receives each month; more than 60 local community organizations provide supporting activities. Each contributes to the success of the initiative by providing fun activities for people of all ages including free bike rentals, bike repair, bike safety and skills workshops, yoga, guided walks, activities for seniors, games for kids, live music, health and wellness activities, environmental education opportunities, and programming for people with pets.

Miami, FL

Bike Miami Days



*Bike Miami Days participants gather in Coconut Grove.
(Image: City of Miami)*



*Bike Miami Days in downtown Miami.
(Image: Mike Lydon)*



*Bike Miami Days attracts all types of cyclists.
(Image: Mike Lydon)*

Population: 399,457

Organized By: City of Miami, Downtown Development Authority

Year of Initiation: 2008

Funding: Public-Private Partnership

Route Type: Neighborhood Linear, Arm & Loop, Loop

Route Setting: Downtown, Neighborhood Center

Route Length: 0.4–2 miles (.3–3.3 km)

Supporting Activities: Yes

Season: Fall, Winter, Spring

Frequency: Varies

Summary

The City of Miami launched Bike Miami Days in November 2008. While Mayor Manny Diaz's office jump-started the program as part of its broader effort to promote and accommodate cycling, the Downtown Development Authority (DDA) quickly signed on as an organizational, funding, and promotional partner. The first effort was deemed such a success that Mayor Diaz committed enough resources for Bike Miami Days to occur monthly through May of 2009.

In April 2009 Bike Miami Days moved from its downtown location to the neighborhood of Coconut Grove. This particular version was co-organized by the City of Miami and the Dutch Consulate, as the initiative was scheduled in celebration of Queen's Day, a national Dutch holiday. The first 1,500 attendees were given orange t-shirts commemorating the occasion.

As the tropical temperatures cooled, Bike Miami Days returned in the fall of 2009. However, Mayor Diaz was termed out of office in November 2009 and replaced by a mayor who placed less emphasis on what had quickly become Miami's signature livable streets program.

Following almost a year of inactivity, a committed group of volunteers—Emerge Miami, the Open Streets Team, and the South Florida Bike Coalition among them—partnered with the city, DDA, Commissioner Marc Sarnoff's office, and the Downtown Miami Neighborhood Enhancement Team (NET) to revive the program. However, due to funding and organizational challenges, Bike Miami Days has yet to return to its monthly schedule.

Funding

Even when the initiative had full political support from the Diaz administration, funding Bike Miami Days was a challenge. As is common with most open streets initiatives, police presence is one of the largest related expenditures. Accordingly, 2008 Bike Miami Days organizers were dismayed to learn that their entire \$20,000 budget wouldn't even cover the \$30,000 needed to pay police overtime. However, because the police chief—John Timoney—was a great supporter of bicycling and running, he asked officers assigned to Bike Miami Days to take a previously unscheduled day off so that no overtime pay would be incurred (officers still worked the same normal number of weekly hours). This tactic, along with replacing some police officers with lower-cost Public Service Aides (who frequently manage traffic during city events), brought the cost down to \$5,000.

Throughout 2009 the City of Miami and the DDA served as the primary funders for Bike Miami Days. However, several private-sector sponsors stepped up in the fall of 2009 to help sustain the program. The sponsorship made it possible to include more supporting initiatives, such as getting popular bands to play. Additional funds were also used to increase the media and outreach campaign, including talk radio stations broadcasting along the route with sticker and water bottle giveaways. Other sponsors included Mack Cycle & Fitness, Green Mobility Network, University of Miami Health System, Dentistry of Miami, The Grove Spot, H&H Jewels, and the Florida Bicycle Association. Many others have supported Bike Miami Days financially or with in-kind support.

With less political and city funding support available, Bike Miami Days organizers have focused on bringing the cost down by reducing the number of vehicular road closures. Organizers are also hoping to install permanent, retractable bollards to further reduce the need for police coverage. Additionally, program organizers have recommended hiring a marketing firm to attract funding for two or three Bike Miami Days, and in return giving them a fixed percentage of the money raised. Ad-

...because the police chief—John Timoney—was a great supporter of bicycling and running, he asked officers assigned to Bike Miami Days to take a previously unscheduled day off so that no overtime pay would be incurred (officers still worked their normal weekly hours). This tactic, along with replacing some police officers with lower-cost Public Service Aides (who frequently manage traffic during city events), brought the cost down to \$5,000.

Route

Several minor adjustments have been made over the years, yet the Bike Miami Days route location has remained relatively consistent in both the Downtown/Brickell and Coconut Grove locations. However, the route's length has varied between six blocks and 2 miles. In downtown Miami the route often stretches from Bayfront Park to the Miami River along Flagler Street and Northwest North River Drive. South Miami Avenue from Flagler Street to Mary Brickell Village is also a consistent route segment. When located in Coconut Grove, South Bayshore Drive is utilized to connect Kennedy Park, City Hall, Kenneth Myers Park, Peacock Park, and the shops and restaurants of downtown Coconut Grove.

Supporting Activities

Supporting activities are encouraged at Bike Miami Days but are not allowed to compete with the businesses located along the route. While this has limited the number of food and market vendors, Bike Miami Days has featured kick-off rallies, free yoga, free bicycle rentals, bike repair stations, live music, live radio broadcasts, and on a single occasion, an “old-timer” exposition where classic motor vehicles were on display.

Seattle, WA

Summer Streets



*Because you can.
(Image: Seattle Department of Transportation)*

Population: 608,660
Organized By: Seattle Department of Transportation
Year of Initiation: 2008
Funding: Public-Private Partnership
Route Type: Neighborhood Linear, Loop, Multi-Neighborhood
Linear Route Setting: Park, Residential Neighborhood, Neighborhood Center, Downtown
Route Length: Varies
Supporting Activities: Yes
Season: Spring, Summer
Frequency: Varies

Summary

The Seattle Department of Transportation established its first programmed open streets initiative, Car-Free Days, in 2008. The Seattle Mayor's Office, the Parks and Police departments, and the Office of Sustainability and Environment also supported the initiative, which was rebranded in 2009 as Summer Streets. The Cascade Bicycle Club, Feet First, and Sustainable Seattle provide additional organizational capacity by rallying volunteers and contributing to activity programming.

Rather than focus solely on bicycling or walking, Seattle's Summer Streets emphasizes the building of community cohesion through an expansive range of activities that take place on car-free streets. In 2009, Summer Streets occurred nine different times, in nine different locations. The 2010 and 2011 seasons were scaled back, with four initiatives distributed among four different neighborhoods. In the past 2 years, the neighborhoods of Ballard and Alki Beach hosted in May while PhinneyWood and Rainier Valley did so in August.

Funding

The City of Seattle is the main funder for the Summer Streets program. However, its popularity has attracted a wide range of financial and in-kind support from the public, private, and non-profit sectors. Sponsors include:

- Pike Place Market
- Seattle Climate Action Now
- Sustainable NE Seattle
- Cascade Bicycle Club
- Seattle Great City Initiative

- Transportation Choices Coalition
- Rainier Valley Chamber of Commerce
- Feet First
- Greater Seattle Climate Dialogues
- Greenwood Phinney Chamber of Commerce
- King County Public Health Department
- Orswell Initiatives
- Seattle Public Schools
- University District Chamber
- Seattle Metropolitan Credit Union

The vast number of sponsors greatly contributes to the success of the initiative and makes Seattle a model worth emulating. A sample of 2011 sponsors include larger entities such as Xerox, Seattle Children's Hospital, Hansen's Natural Cane Soda, CleanScapes, and Keeney's.

Route

Seattle's Summer Streets program has experimented with a wide variety of route types and settings. The length of each route also varies widely, stretching anywhere from one block (Ballard) to 2.5 miles (along Alki Beach), although the past two Summer Streets seasons made use of linear routes through the same four neighborhoods, as noted above.

Supporting Activities

Though the city of Seattle is the facilitator, the organization of supporting activities occurs at the local neighborhood level. In this way, Summer Streets is quite different than Bicycle Sundays, Seattle's other un-programmed open streets initiative. While Summer Streets facilitates walking and bicycling through the closing of streets to motor vehicles, it is more about creating a temporary, intensively programmed public space for neighborhoods.

Summer Streets truly provides a broad platform for engaging the community in physical and social activity. Indeed, all kinds of community-based festivities and activities are organized in tandem with the program. A few examples include block parties, farmers markets, art walks, musical performances, and various local business promotions. What these activities have in common is their focus on local assets and the fact that they are made possible by the closing of streets to motor vehicle traffic.



"Chalking" is a common activity at many open streets initiatives. (Image: Seattle Department of Transportation)



Above: Hula-hooping is yet another common activity. Below: A range of activities bring life to streets normally filled with cars. (Images: Seattle Department of Transportation)



Madison, WI

Ride the Drive

Population: 233,309

Organized By: City of Madison Parks Department

Year of Initiation: 2009

Funding: Public-Private Partnership

Route Type: Arm and Loop

Route Setting: Parkway, Residential Neighborhood, Downtown

Route Length: 6 miles (9.7 km)

Supporting Activities: Yes

Season: Summer

Frequency: Varies

Summary

Madison's first open streets initiative, Ride the Drive, took place on Sunday, August 30, 2009. The program was initiated by Mayor Dave Cieslewicz and principally organized by the City's Parks Department. Bike Walk Madison and The Bicycle Federation of Wisconsin provide additional organizational capacity for the initiative.

In 2010, Ride the Drive took place twice, once in June and once in August. A similar initiative plan was in place for 2011, but was scaled back following the June 2011 initiative when current Mayor Paul Soglin cancelled the planned September initiative, citing concerns that businesses along the route are harmed by the initiative. Responding to outcries from residents and advocates, as well as supporting businesses, Ride the Drive will be restored as a biannual program in 2012.

The inaugural Ride the Drive initiative attracted approximately 15,000 participants. Subsequent versions have brought 20,000 to 25,000 people to some of Madison's most iconic thoroughfares. Notably, August 2010 participation spiked to 50,000, in part because of one celebrity participant: Lance Armstrong.

Funding

Ride the Drive costs approximately \$35,000 per initiative. Nearly a quarter of the budget is used to cover the costs associated with the police managing traffic and providing public safety services.

In 2009 and 2010 the City of Madison and Trek Bicycles, who donated \$50,000, covered the full cost of Ride the Drive. However, after demonstrating the value of the initiative, a number



*Participants approach the iconic Capitol building along East Washington Avenue.
(Image: Mike Lydon)*

FACT:

Each 6-mile Ride the Drive initiative costs approximately \$35,000 and attracts 20,000 to 25,000 people.

of sponsors joined in 2011, including Trek, Metcalfe's, the MGE Foundation, 105.1 Charlie FM, Group Health Cooperative, Triple MMM 105.5FM, Hallman Lindsay, 94.9 WOLX, and the UWSP adventure group. In an effort to raise funds during Ride the Drive, vendor fees are charged, smaller donations are collected from participants, and t-shirts and water bottles are sold.

Route

Since 2009 the 6-mile route remains unchanged, save for the addition of a shorter, marked kids route that effectively serves as a route inside of a route. The route includes many of Madison's principal thoroughfares, open spaces, and iconic vistas, including John Nolen Drive for which the initiative is named. The route also includes the University of Wisconsin campus and the streets surrounding Capital Square, home of the Wisconsin state capitol building. The city will experiment with a new route at one of the two planned 2012 initiatives.

Supporting Activities

Ride the Drive features a variety of live music, dance performances, art projects, food vendors, and children's activities. The original initiative included the following:

- Kite-making class for kids and kite show
- MSCR family fun and art cart activities
- Bike decorating and parade
- Oscar Mayer Hot Dog stands
- Bike avenue activities
- Musical performances
- Hula-hoop-making
- Kids' bike rodeo
- Tunes in the tunnel
- Picnic areas

In 2011, five separate "activity villages" were planned and implemented along the route. These included

- Family Drive (helmet fitting and decorating, art cart, a hot dog stand, a merchandise tent, an information tent, and a balloon tent)

- Parade Drive (Bike Federation of Wisconsin parade, fitness classes, face painting, picnicking, games, an information tent)
- Madison Parks Village (bike registration, pedal-powered smoothies, an information tent, a balloon tent, a bike valet, massages, various food carts)
- Tunes in the Tunnel (various musicians and artists)
- Bike Avenue (a helmet fitting station, a climbing gym, Trek Bicycles store, Trek test rides, obstacle course, and an information tent)

These activity villages featured three types of vendors:

- Food and drink (\$50 booth fee)
- Activity hosts (\$50 booth fee)
- Market places (\$100 booth fee)

The Market Place vendor designation includes sales or vending of all kinds of products and information not covered in the other two categories. Furthermore, vendors are required to provide their own liability insurance.



Ride the Drive has become a regional attraction. (Image: Mike Lydon)

Charleston, SC

2nd Sunday on King Street



*King Street: Iconic and car-free.
(Image: Charleston InsideOut)*

Population: 120,083
Organized By: City of Charleston
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Downtown
Route Length: 1.25 miles (2 km)
Supporting Activities: Yes
Season: Winter, Spring, Summer, Fall
Frequency: Monthly

Summary

2nd Sunday on King Street was first organized in October 2010 to celebrate the shops, restaurants, and vibrancy of King Street. Given its early success and Charleston's advantageous climate, the car-free program now occurs each month.

Funding

2nd Sunday on King Street is made possible with the support of the City of Charleston and the Charleston Peninsula Preservation Trust. Recent sponsors also include the *Charleston Post and Courier*.

Route

The route utilizes a significant portion of King Street, which is the civic and commercial heart of one of America's most historic cities. The initial program opened a 0.7-mile segment to shopping and non-motorized recreation. Based on its success, the route length continues to expand in tandem with the initiative's growth in popularity. At present, a 1.25-mile stretch is included in the monthly 2nd Sunday on King Street route.

Supporting Activities

Live music performances, food vendors, book signings, artists, and dining in the street are all common activities supporting 2nd Sunday on King Street. In order to facilitate the pedestrian-oriented environment, many chairs and tables are brought out into the middle of the street.

“The City of
Charleston will
consider any
means to help
each shop owner
be successful.”

- Mayor Joseph Riley discussing
Second Sunday on King Street

”



Hamilton, ON

Open Streets Hamilton



*Open Streets in downtown Hamilton.
(Image: Lisa_Bakody)*

“

...nothing short of spectacular. The whole street was alive. We should be doing more of that.

”

- Hamilton Mayor Fred Eisenberger on the success of Open Streets Hamilton

Population: 504,559
Organized By: Smart Commute Hamilton
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Downtown, Neighborhood Center
Route Length: 1.25 miles (2.0 km)
Supporting Activities: Yes
Season: Summer
Frequency: Varies

Summary

First developed in 2010, Open Streets Hamilton is a biannual initiative developed by Smart Commute Hamilton, a non-profit organization that provides local commuters with mobility options and tips. Through the development of Open Streets Hamilton, organizers seek to achieve the following goals:

- Raise awareness for pedestrian, cycling, and other sustainable transportation issues
- Promote Hamilton's existing sustainable transportation and recreation trail networks
- Promote healthy, active forms of transportation (including public transit) to achieve health benefits for individuals
- Provide tourism and economic benefit to downtown neighborhoods
- Showcase services of local community groups and businesses
- Provide lessons and data to bolster the case for ongoing Open Streets in subsequent years

The initiative occurred twice more in 2011, and with great success and an expanded route.

Funding

Hamilton's open streets program is funded by a variety of public and private institutions. The 2010 sponsors included Green Ventures, Environment Hamilton, the City of Hamilton, Share The Road, and Smart Commute Hamilton. In 2011, First Ontario Credit Union assumed the lead sponsor role, joined by Smart

Commute, Ontario Trillium Foundation, AgroZaf-firo LLP, and a host of other local businesses and organizations.

Route

The 2010 and 2011 routes, which were open for non-motorized users between 10:00 am and 5:00 pm, utilized James Street North, a major thoroughfare in downtown Hamilton. The selection of James Street North was intentional, as organizers aimed to draw attention to the city's downtown businesses, core neighborhoods, and waterfront.

The 2010 route utilized a .86-mile (1.38 km) segment between Cannon and Burlington Streets. The route in 2011 was expanded, running 1.25 miles (2.0 km), from King Street in downtown Hamilton to the city's Lake Ontario waterfront at Guise Street. Even though the route is just over a mile long, it routinely draws thousands of people to walk, bicycle, skate, and socialize in a safe and inviting urban environment. Attendance estimates for 2010 suggest that 12,500 people participated in the inaugural Open Streets Hamilton program.

Supporting Activities

According to its organizers, Open Streets Hamilton is intended to “showcase the best Hamilton has to offer in green living, healthy choices, and active transportation.” As such, numerous Open Streets Exhibitors are invited to set up along the route. These exhibitors include local businesses but also “green” organizations offering educational material.

The initiative is also known to attract local musicians who perform in front of thousands of new people. In 2011, a variety of supporting activities were planned, including kids' activities, organized games, and live music.



*Open Streets showcases the best Hamilton has to offer.
(Image:Open Streets Hamilton)*

San Mateo County, CA

Streets Alive San Mateo County

Population: 718,451
Organized By: San Mateo County
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Varies
Route Setting: Varies
Route Length: Varies
Supporting Activities: Yes
Season: Spring
Frequency: Annual



Streets Alive provides a great opportunity to get some exercise, spend quality time with friends and family, and stop into a shop or two to support local businesses. It's also an opportunity to promote our wonderful parks and celebrate the abundant recreational opportunities they provide.



- Carole Groom, County Supervisor
on San Mateo County Streets Alive

Summary

Streets Alive San Mateo County was inspired by a keynote presentation delivered in 2009 by Gil Peñalosa, Executive Director of 8-80 Cities. The presentation was delivered at a community forum entitled "Creating and Using Active Public Spaces." Streets Alive San Mateo County is an impressive regional effort led by San Mateo County, but organized and calibrated by local governmental and non-governmental organizations. In 2010, nine cities coordinated the initiative with World Health Day: Belmont, Brisbane, Burlingame, Foster City, Millbrae, North Fair Oaks, Redwood City, San Mateo, South San Francisco.

The 2011 program expanded to 13 participating cities and occurred on May 1st, which County Supervisor Carole Groom declared as Streets Alive Day. The four additional cities added to the Streets Alive San Mateo County roster were Daly City, East Palo Alto, Pacifica, and San Bruno.

Funding

In addition to a host of public partners (local city governments and county agencies), several private-sector institutions—mostly in the healthcare sector—supported Streets Alive San Mateo County. These included the Hospital Consortium of San Mateo County, which is comprised of the Peninsula Healthcare District, Recology San Mateo, the Sequoia Healthcare District, the San Mateo Medical Center, Sequoia Hospital, Mills-Peninsula Health Services, Seton Medical Center, and Kaiser Permanente. Other partners included Wells Fargo, the Silicon Valley Bicycle Coalition, and SamTrans.

Route

Each participating city determines the location and route type based on local conditions and funding. Redwood City, for instance, opened two primary streets in their downtown for non-motorized activity, while the City of Belmont expanded active programming centered on their existing farmers market. San Mateo County's organizers hope that, eventually, a unified route will be implemented across the county.

Supporting Activities

In 2010, each city adapted a unique set of supporting activities to enhance their Streets Alive initiative. In Belmont, the Belmont/ San Carlos Sierra Club hosted an environmental awareness and education campaign. Foster City's initiative featured "Wellness Walks." In Millbrae, the Millbrae Historical Society organized the Inaugural Millbrae History Walk, a 3-mile walk highlighting six of the city's landmarks. A swimming pool was open to the public, free of charge, in Pacifica. South San Francisco hosted Zumba, Pilates, and Yoga sessions, as well as a basketball competition, tennis instructions, and a fitness walk.

In 2011, participating cities organized community bike rides, fitness activities, and farmers markets as part of the Streets Alive program.

Redwood City claimed to have the largest event, including activities like Bollywood fitness classes and educational exhibits.

In Belmont, the program was organized in conjunction with the Belmont Farmers' Market. City staff provided information about Streets Alive and led fun recreational activities.

Burlingame also organized its Streets Alive program in conjunction with the local farmers market.

The Foster City Streets Alive initiative included free group exercise classes at a local amphitheater.



*Streets Alive came to fruition under the leadership of County Supervisor Carole Groom (green t-shirt).
(Image: Count of San Mateo County)*

In Millbrae, Streets Alive was coupled with an awareness walk, which supported the American Cancer Society's fight against cancer.

San Bruno celebrated Streets Alive with a History Walk that concluded at the grand opening of the farmers market on San Mateo Avenue, where the city offered opportunities to skateboard, play music, sew, make art, line dance, and participate in Boot Camp and Zumba classes.

The City of San Mateo offered various activities for families and pets, including a wheels rodeo, games, tennis, and group exercise classes.

Finally, South San Francisco offered Zumba dance/exercise classes, tai chi, Hawaiian dance, Bollywood dance/fitness, Fit Walk/Art Talk, martial arts classes, and an area reserved for children to play.

Somerville, MA

SomerStreets

Population: 75,754
Organized By: City of Somerville
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear, Arm and Loop
Route Setting: Park, Neighborhood Center, Downtown
Route Length: 0.9 mile–3.7 miles (1.4–6 km)
Supporting Activities: Yes
Season: Summer, Fall
Frequency: Monthly (June–October)



No matter what age you are or what part of the city you come from, there is going to be something for you at SomerStreets.



- Joseph Curtatone,
Mayor of Somerville

Summary

The Somerville Mayor's Office organized the first SomerStreets initiative in 2010. The effort is an extension of the City's Shape Up Somerville program and implemented in partnership with local organizations and community groups, including East Somerville Main Streets, Union Square Main Streets, Somerville Local First, FossFest, Somerville Dog Owner's Group, Somerville Arts Council, Cambridge Health Alliance, and Groundwork Somerville. In 2010, SomerStreets occurred four times (May 22, June 19, July 25, and October 24).

In 2011, SomerStreets occurred monthly between June and October. Somerville Mayor Joseph A. Curtatone had this to say about the upcoming 2011 program: "After a harsh winter and a chilly spring, people are going to be looking to get out, take advantage of some better weather and get moving. SomerStreets will be the perfect way to do it. No matter what age you are or what part of the city you come from, there is going to be something for you at SomerStreets."

Funding

A majority of SomerStreets funding comes from the city of Somerville. However, numerous community organizations provide in-kind donations, mostly in staff time, to help implement each initiative. Additional contributions have come from East Somerville Main Streets, FossFest, the Somerville Arts Council, and ShapeUp Somerville.

Route

To date, the SomerStreets program has utilized several route lengths ranging from 0.9 to 3.7 miles. The SomerStreets route is inherently inconsistent because each month it moves between the city's various neighborhoods. While this makes the planning process less efficient, it adds variety and helps the program reach a wider demographic of potential participants. However, what does remain consistent is that each route employs a different theme and is implemented along one of the city's primary thoroughfares, which helps raise the visibility of the program. And because Somerville is only 4.1 square miles, participants are never far from at least one SomerStreets initiative each year.

Supporting Activities

Given its scale and funding, SomerStreets is exceptionally well programmed. Some supporting activities include art, educational offerings promoting healthy lifestyles and environmental awareness, musical performances, food vendors, health-promoting exercises, games, bike-repair services and bicycle-rental facilities, local business promotion, and various children's activities.

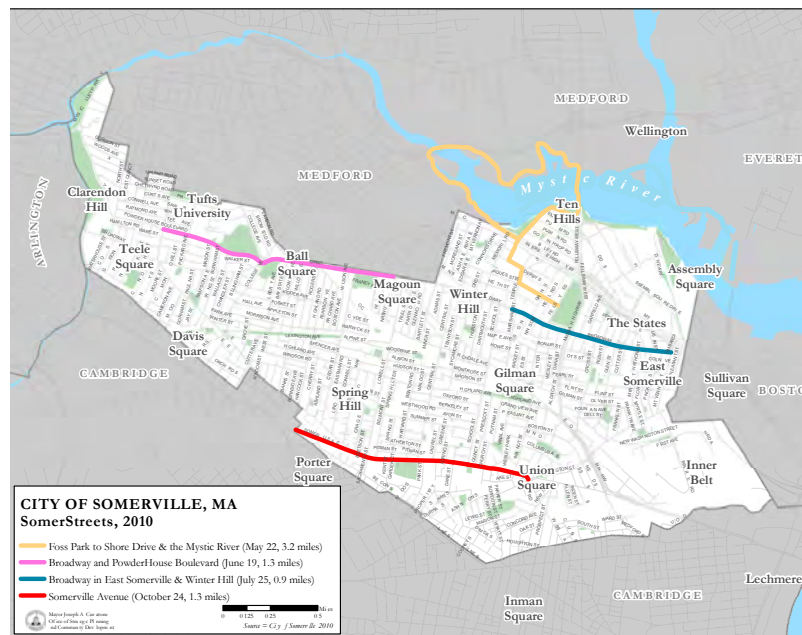
Other activities in 2010 included a pumpkin carving display, children's parade, safe trick-or-treating with local businesses, bike parade, craft fair, costume contest, tour of historic cemetery, fire truck and ambulance tours, paddle boat race, garden demonstration, canoeing, and relay races.

By adding farmers markets to each of the five routes, the 2011 SomerStreets season emphasized access to fresh local food. Additionally, each initiative featured a distinct theme with numerous associated activities. These include:

- Carnival – Sunday, June 5
- Seize the Summer – Sunday, July 24
- Going Green on Rte. 16 – Sunday, August 21
- Rolling on the Mystic – Saturday, September 10
- Fall Festival – Sunday, October 23



*SomerStreets is a great way to spend time with your friends!
(Image: City of Somerville)*



*The 2010 SomerStreets routes.
(Image: City of Somerville)*

Spokane, WA

Summer Parkways



*Farmers markets are always a welcomed amenity.
(Image: Faye Klein)*

Population: 208,916
Organized By: City of Spokane Parks and Recreation Department and Spokefest
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear, Arm and Loop
Route Setting: Park, Downtown, Residential Neighborhood
Route Length: 1.3–3.4 miles (2.1–5.5 km)
Supporting Activities: Yes
Season: Summer
Frequency: Varies

Summary

First organized in the summer of 2010, Spokane’s “Summer Parkways” occurred twice, once in July and once in August. The City of Spokane’s Parks and Recreation Department and Spokefest, a local bicycle advocacy non-profit organization, facilitate Summer Parkways. Additional organizing and operational capacity is sourced from a dedicated group of volunteers. Based on its initial success, the 2011 Summer Parkways effort was held monthly between June and August, and expanded to include three different routes in three different neighborhoods.

Funding

While the City of Spokane and Spokefest spearheaded the initial Summer Parkways initiative, sponsorships and donations were sourced from numerous local businesses, healthcare organizations/institutions, and advocacy organizations. These include the Deaconess Medical Center & Rockwood Clinic, Premera Blue Cross, Northwest Spokane Pediatrics, Greenstone Homes, Avista, David’s Pizza, Spokane Regional Health District, Spokane County Medical Society Foundation, Community Building Foundation, Apex Physical Therapy, Heart Clinics Northwest, the Washington Trust Bank, Seelie Illustration and Design, Signs for Spokane, Roast House, Spokane Traffic, and numerous individuals. As in 2010, Summer Parkways 2011 was made possible through sponsorships and donations from a wide variety of institutions and businesses.

Route

In 2010, Summer Parkways occurred from 9:00 am to 1:00 pm along a 1.3-mile segment of Howard Street in downtown

Spokane, leading from the Riverfront Park downtown up to Corbin Park. In 2011, three different routes were designed for three different neighborhoods—Comstock/ Manito, North Hill, and Northwest Spokane. Although the route lengths varied, each initiative used primarily residential streets in connecting neighborhood parks.

Supporting Activities

Summer Parkways features a host of supporting activities focused on physical fitness. These include a farmers market, live music, yoga, Zumba, hula-hooping, tai chi, dancing, Pilates, self-defense courses, jump rope, hacky sack, and martial arts.



Summer Parkways participants enjoy a Zumba class. (Image: Faye Klein)



Participants take a stroll along the Summer Parkways route. (Image: Faye Klein)

Oak Forest, IL

Oak Forest Open Streets

Population: 28,051
Organized By: Oak Forest Chamber of Commerce and the City of Oak Forest
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Neighborhood Center
Route Length: 1.6 miles (2.6 km)
Supporting Activities: No (part of a larger festival with activities)
Season: Spring
Frequency: Annual

Summary

Inspired by the success of Chicago's Open Streets, the suburban city of Oak Forest worked with the Active Transportation Alliance to organize its first Open Streets initiative in tandem with the annual Fleadh St. Patrick's Day Festival.

The Active Transportation Alliance sought to maximize the benefit of the already planned street closure by working with the city of Oak Forest and the Oak Forest Chamber of Commerce to include a trial open streets component to the day's festivities. The partnership generated significant turnout for Open Streets through extensive outreach in the local community.

While the Fleadh Festival occurs all day, the time between 9:00 am and 10:30 am was used to open a 1.6-mile stretch of Cicero Avenue so that residents and visitors could bicycle, walk, and run along the 5-lane suburban arterial road.

Given its suburban context, Oak Forest's first open streets effort was explorative in nature, but broadly considered to be a success. Open Streets was part of the Fleadh Festival in 2011, and will return again in 2012.

Funding

There are no funds dedicated to the Open Streets initiative in Oak Forest, as it is included in the Fleadh Festival,

The Active Transportation Alliance sought to maximize the benefit of the already planned street closure by working with the City of Oak Forest and the Oak Forest Chamber of Commerce to include a trial open streets component to the day's festivities. The partnership generated significant turnout for Open Streets through extensive outreach in the local community.

which is funded by the city of Oak Forest and a variety of other sponsors. However, if Open Streets is to spin off into its own initiative it will require a separate funding stream.

Route

The route consists of an 8-block stretch of Cicero Avenue, between 151st and 159th Streets.

Supporting Activities

Oak Forest's Open Streets initiative does not feature supporting activities because it is itself a supporting activity of the larger Fleadh Festival. That being said, it is preceded and followed by a 5K race, customer appreciation parties, a family parade, and numerous pub and restaurant open houses.

Parkersburg, WV

Park Day

Population: 31,492
Organized By: City of Parkersburg's Bike Advisory Board
Year of Initiation: 2011
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Downtown
Route Length: .14 mile (.23 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual

Summary

Park Day is organized by the city of Parkersburg's Bicycle Advisory Board, with support from the ON TRAC Parkersburg Downtown Taskforce, the Mid-Ohio Valley Health Department, and Change the Future WV.

Park Day first occurred on September 17, 2011. The event is a mixture of a traditional open streets initiative and another international movement: Park(ing) Day. Individuals and groups were encouraged to create mini-parks within the parking spaces located along the designated route. Park Day participants were able to vote on the best designed mini-park, which is now being used as a model for building permanent, secure bike parking facilities and a gathering place in downtown Parkersburg.

Funding

Park Day is sponsored by a variety of entities, including the Parkersburg Bicycle Advisory Board, Change the Future WV and the ON TRAC Promotions Sub-committee. The ON TRAC Promotions Sub-committee scheduled entertainment for the duration of the 5-hour event, and sought to include the financial and in-kind support of as many downtown businesses as possible.

Route

The route opened two blocks along Market Street—Parkersburg's main street—between 5th and 7th Streets.

Supporting Activities

Park Day is a thoroughly programmed initiative. In addition to the many individuals and groups replacing parking spaces with park space, the 2011 effort featured many other supporting activities, including:

- A hands-on cooking demonstration/ cooking show for kids
- Fun, family-oriented physical activities, including a community dance event (modeled after National Dance Day—So You Think You Can Dance), jump rope, hopscotch, four square, etc.
- A bicycle swap meet
- Food and craft vendors





The Portland Model

Publicly Led, Public/Private Funded

Portland, OR

Portland launched the Sunday Parkways initiative in June of 2008. It quickly became one of the largest and most visible open streets programs in the country.

New York, NY

Summer Streets

Washington, DC

Fort Dupont Park

Clearwater, FL

Albany-El Cerrito, CA

Boulder, CO

Pinecrest, FL

St. Louis, MO

Eugene, OR

Redding, CA

San Antonio, TX

The Portland Model features the following characteristics:

- Organization is in the hands of local government.
- Funding is sourced from both public and private sources.
- Various supporting initiatives and activities are included.

The Portland Model is being used in communities of all sizes, including New York City (Summer Streets), Washington, DC (Fort Dupont Park); Clearwater, FL; Albany-El Cerrito, CA; Boulder, CO; Pinecrest, FL; St. Louis, MO; Eugene, OR; Redding, CA; and San Antonio, TX.

A case study for each initiative is presented in the following pages.

Portland, OR

Sunday Parkways

Population: 583,776
 Organized By: Portland Bureau of Transportation
 Year of Initiation: 2008
 Funding: Public-Private Partnership
 Route Type: Loop
 Route Setting: Park, Residential Neighborhood
 Route Length: 4.5–8 miles (7.2–12.9 km)
 Supporting Activities: Yes
 Season: Spring, Summer
 Frequency: Monthly (May–September)

Summary

As one of America's most bicycle-friendly cities, it didn't take long for Portland to become a leader in North America's rapidly growing open streets movement. The Portland Bureau of Transportation, in collaboration with the Mayor's Office, initiated Sunday Parkways in 2008. Due to the need to manage major intersections and the desire to program the city's park space with activities, Portland's Police Bureau and the Parks and Recreation department are also integral to the planning and implementation of the program.

According to Portland's Bureau of Transportation, Sunday Parkways seeks to accomplish the following goals:

- Increase the health and physical activity of Portland residents
- Reduce dependence on the car for all transportation trips
- Prioritize participation and outreach to low-income and people of color communities who are at high risk for diseases related to lack of physical activity and obesity such as diabetes, heart disease, and other ailments
- Increase neighborhood awareness and raise acceptability of bicycling and walking as modes of travel
- Increase environmental and climate change awareness
- Increase neighborhood mobility and livability
- Increase economic opportunities for local businesses

The inaugural 2008 Sunday Parkways initiative attracted 15,000 participants. One year later, more than 62,000 people participated across the three Sunday Parkways initiatives. In 2010, Sunday Parkways occurred in a different neighborhood each month, between May and September and encompassed 26.5 miles of streets. The expansion of the program also attracted more people:



The 7-mile 2010 Sunday Parkways North route. (Image: Portland Sunday Parkways)



Sunday Parkways participants enjoy a car-free route. (Image: Portland Sunday Parkways)

91,000 participants according to the City of Portland. Although the seasonal, 5-month program didn't expand in 2011, its popularity continues to grow. The Sunday Parkways held in North Portland on June 26, 2011 attracted 31,600 people—the largest number of participants measured at a single Sunday Parkway.

Funding

The city of Portland manages Sunday Parkways with the Bureau of Transportation as the lead agency. Additional agencies that collaborate to organize Sunday Parkways are the Parks and Recreation, Portland Police, and Revenue Bureaus. An Environmental Protection Agency Mobile Source Grant was used to develop a manual of best practices following the completion of the 2008 pilot effort.

Following the success of the 2008 pilot, three more Sunday Parkways were organized in 2009. Sponsorships and agency support that year amounted to \$236,450, plus \$21,999 of in-kind support. The majority of the financial support in 2009 and 2010 came from the City of Portland Bureau of Transportation, Kaiser Permanente, and Metro.

In 2011, the Portland Bureau of Transportation budgeted \$482,500 for all five versions of the program. Funding was sourced from the city's General Fund (\$170,000), the Bureau of Transportation (\$100,000), presenting sponsor Kaiser Permanente (\$100,000), and other sponsors and grantors including Metro, Bike Gallery, Portland Parks and Recreation, Northwest Health Foundation, Hopworks Urban Brewery, Oregon DOT, REI, Concordia University, and Pediatric Associates of the Northwest. Additionally, the bureau enabled the local community to contribute financial support to the beloved program by opening a Kickstarter account. The goal of raising \$5,000 through area resident donations was reached, thanks to the support of 123 donors.

More detailed budget information is available on the About page of the Sunday Parkways website, www.PortlandSundayParkways.org.

Route

As previously noted, the Sunday Parkways program moves monthly to a new neighborhood. Thus, each

of the five Sunday Parkways routes is different by way of responding to the unique physical assets found in the individual neighborhoods, with routes varying in length between 4.5 and 8 miles (7.2–12.9 km)

Common to each route is the use of residential streets that connect parks, which is where supporting activities are clustered. This technique may lower exposure to some local businesses, but often provides for more pleasant riding conditions and lowers the cost of managing the displaced vehicular traffic. Also, each route is organized as a loop designed to reach as many citizens as possible, especially those without immediate access to parks and other recreational amenities such as on-street bikeways.

Supporting Activities

The Sunday Parkways program utilizes parks along each of the routes to house 15 to 25 activity vendors focused on promoting physical activity, transportation options, community building, and environmental stewardship. Past activities have included tango dancing, hula-hooping, horseshoes, bike corrals, superhero bike ride, vision checks, yoga, children's circus, and stilt-walking.

In 2011, initiative organizers responded to the program's growth by formalizing the vending process through the establishment of four different vendor types:

- Food vendors (selling food along the route)
- Interactive vendors (leading games, exercise routines, and activities along the route)
- Marketplace vendors (presenting product samples and selling products)
- Mobile vendors (selling a product while moving along the route)

The evolution and growth of the Sunday Parkways program inspired the city to ask funders to sponsor more intensive programming in the 2011 season. Metro, Portland's regional government, sponsored a mini-disc golf course in Ed Benedict Park, Kaiser Permanente and Playworks established a Kids Fair at Gilbert Heights Park, dance classes were scheduled by Portland Parks and Recreation at Ed Benedict and Lents parks, and a soccer tournament occurred at Bloomington Park. While this is just a sample of activities, it is clear that the city of Portland recognizes that as Sunday Parkways continues to grow, additional programming will be needed to engage participants.

New York, NY

Summer Streets

Population: 8,175,133
Organized By: New York City Department of Transportation
Year of Initiation: 2008
Funding: Public-Private Partnership
Route Type: Multi-Neighborhood Linear
Route Setting: Park, Residential Neighborhood, Downtown
Route Length: 6.9 miles (11.1 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual (3 Saturdays in August)

Summary

New York City joined the growing ranks of major cities organizing open streets initiatives in the summer of 2008. The aptly named Summer Streets program occurs every August for three consecutive Saturdays. This initiative is all about celebrating New York City's most valuable public spaces—its streets.

Summer Streets is principally organized by the Department of Transportation, but is truly a collaboration of numerous city agencies, and affiliate organizations, including the New York Police Department, the Mayor's Office, the Department of Sanitation, the Department of Environmental Protection, the Department of Buildings, the Department of Health and Mental Hygiene, the Department of Parks and Recreation, and the Mayor's Fund to Advance New York City.

Programming partners have included Bike New York, Bike and Roll New York City, Transportation Alternatives, Conductorcise, Five Borough Bicycle Club, Saint Bartholomew's Church, Liveable Streets Education, New York Junior Tennis League, New York Knicks, Groove Truck, New York Rangers Road Tour, Piel Canela Dance Company, Rollerblade USA, Willie Mae, Rock Camp, and Team in Training.

As demonstrated by the hundreds of thousands who take to the streets for three consecutive Saturdays in August, the program is extremely popular with residents and tourists alike.

Funding

The activities along the route are primarily funded through private sponsorship. In 2011, major corporate sponsors include REI and Whole Foods. Other supporting partners were Sprint,



*Participants head south along Park Avenue North.
(Image: Mike Lydon)*



*A mother and child play along Lafayette Street.
(Image: Mike Lydon)*

Chipotle, Crunch, GoGo Squeeze, Organic Valley, Ciao Bella, Honest Tea, Bicycle Habitat, Odwalla, Women’s Health magazine, Delivery.com.

Route

Almost 7 miles in length, the Summer Streets route connects the Manhattan side of the Brooklyn Bridge with Central Park via Lafayette Street, 4th Avenue, Park Avenue, and 72nd Street. While normally dominated by thousands of motor vehicles, these iconic thoroughfares easily accommodate hundreds of thousands of people walking, biking, running, skating, and socializing. The car-free initiative provides a remarkable vantage point from which to take in some of the country’s most historic and iconic architectural landmarks.

Given the length of the route and the number of participants, Summer Streets has to be a highly organized and well-run affair. An army of volunteers and police officers manage traffic—people and vehicular—at major street crossings and along the route itself, which is segmented by modes (bicyclists are divided from everyone else by cones) to avoid conflicts.

Supporting Activities

With more than 250,000 participants, Summer Streets is one of the best attended open streets programs in North America.

The activities included are geared to people of all ages and physical abilities. These include fitness, dance and yoga classes, bicycle and roller-skate rentals, rest areas (for water and bike repair) kids’ activities, food sampling, and a rock climbing wall in 2011. In 2010, large audiences were attracted to several pools fashioned out of sterilized dumpsters placed along Park Avenue near Grand Central Station. Interactive programming like this, and the occasional presence of famous actors, athletes, and musicians help bring a high level of energy to the program.



The nearly 7-mile route connects Central Park with the Brooklyn Bridge. (Image: NYC Department of Transportation)

Washington, DC

Feet in the Street

Population: 601,723
Organized By: National Park Service
Year of Initiation: 2009
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Park
Route Length: 1.6 miles (2.6 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual



They really draw people out in the community, inspire them to be active and at the same time, shake up traditional ideas about what our transportation networks should look like.



- Gabe Klein
Former DDOT Director on open streets

Summary

The District Department of Transportation (DDOT) and the National Park Service joined forces in August 2009 to launch an initiative called Feet in the Street, which promotes physical activity, sustainable transportation choices, and community spirit.

The annual initiative makes full use of the roadways within the 376-acre Dupont Park and now returns each year in October. In discussing the benefits of open streets, former DDOT Director Gabe Klein said, “They really draw people out in the community, inspire them to be active and at the same time, shake up traditional ideas about what our transportation networks should look like.”

Over the past 2 years DDOT has played more of a supportive role, ceding most organizational responsibility to the National Park Service, who cite Feet in the Street as one of the Park’s signature events.

Funding

Feet in the Street is funded by the National Park Service and its sponsoring partners. It costs approximately \$3,000 each year. The low cost is due to a minimal marketing budget and the fact that the route does not require any substantial traffic management.

Past sponsors and partners included REI, the Washington Area Bicyclist Association (WABA), the District Department of Parks and Recreation (DPR), Unique Development, D.C. Produce Cooperative, Fathers First, the Anacostia Watershed Society, the Environmental Leadership Initiative, Trips for Kids, Mid-Atlantic Off Road Enthusiasts, and the Far Northeast Consortium. Support-

ers include Bike and Roll, Alliance for a Healthier Generation, Blue Ridge Outdoors, Washington Parks and People, and the District Department of Health.

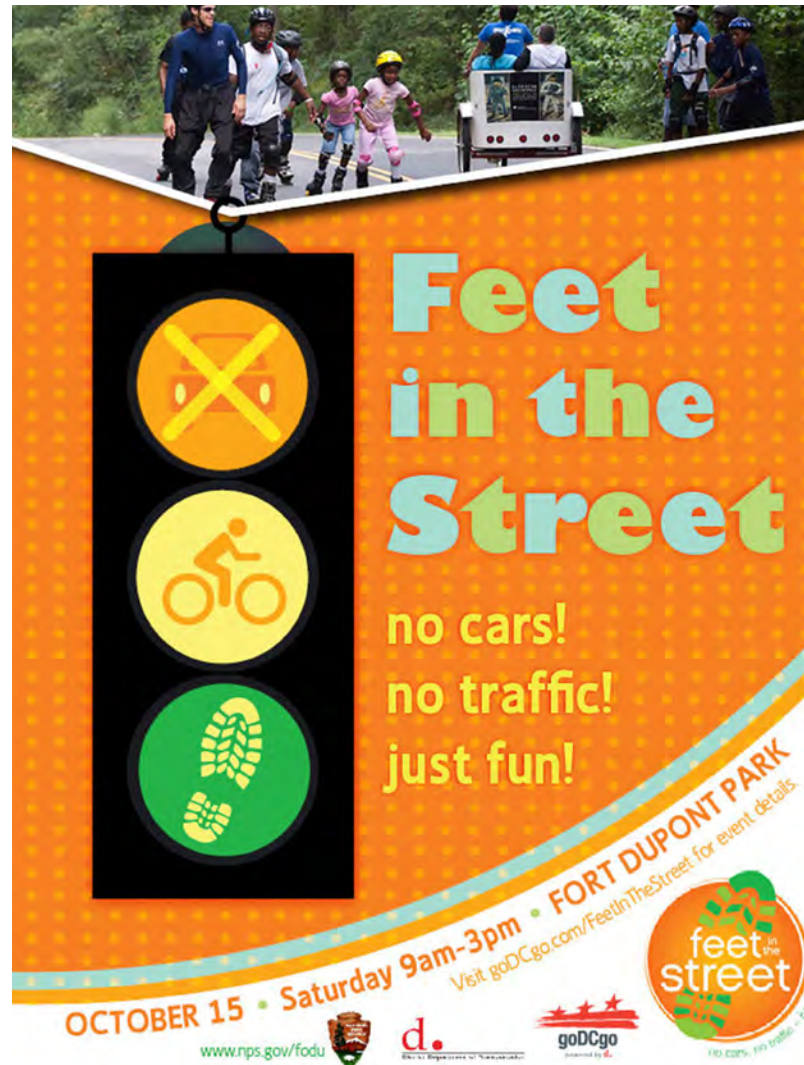
Route

In Fort Dupont Park 1.6 miles of linear roadways are closed to motor vehicles and opened to people walking, bicycling, skating, and jogging. The route's entire length, which includes Fort Davis Drive and Fort Dupont Drive, is situated within the park. While some of the activity locations have shifted, the route configuration has remained the same.

Supporting Activities

Feet in the Street features numerous supporting activities:

- 5K Walk/Run to kick off the event
- Guided nature hikes
- Rock climbing wall
- Physical fitness classes
- Community garden tours and vegetable gleaning
- Healthy cooking demonstrations
- Face painting
- Farmers market
- Free bike rentals courtesy of Bike and Roll
- Demonstration from former Boxing World Champion Marc Johnson
- Capital Bikeshare test rides and free ride coupons
- Baseball clinic and appearances by Washington Nationals players
- Live music



A Feet in the Street promotional poster.
(Image: National Park Service)

Clearwater, FL

Sunday Ciclovía

Population: 108,687
Organized By: City of Clearwater Economic & Housing Department
Year of Initiation: 2009
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Residential Neighborhood, Downtown
Route Length: 2 miles (3.2 km)
Supporting Activities: Yes
Season: Spring
Frequency: Inactive

Summary

In 2009, the City of Clearwater's Economic Development & Housing Department's Community Development Division initiated Sunday Ciclovía. The organizers found it important to use the term popularized in Central and South America for cultural reasons, as the planned route was designed to reach a neighborhood where Spanish is spoken as the first language.

While Sunday Ciclovía was intended to celebrate Florida's Bike Month and fold into the larger Fun 'n Sun Festival planned for early March, severe weather forced Sunday Ciclovía to be rescheduled for the following month. The cancellation proved unfortunate on a number of fronts. First, the advertising budget was fully exhausted prior to the cancellation, leaving little ability to formally promote the effort the following month. Additionally, police officers' flex hours originally assigned to Sunday Ciclovía were re-allocated to spring break-related activities, eliminating planned cost savings.

As may have been predicted, the initiative suffered from poor attendance numbers—around 400 people participated. The unforeseen strain placed on the city's budget and the low return on investment experienced by local sponsors will likely prevent the organizing of another Sunday Ciclovía for the foreseeable future.



Participants take full advantage of a car-free Cleveland Street. (Image: © Douglas R. Clifford, Tampa Bay Times)

Funding

Sunday Ciclovía was funded jointly by a host of private businesses and the City of Clearwater, including a \$12,000 Community Development Block Grant. Major sponsors included the Downtown Development Board, PostcardMania, Tampa BayCycle, Achieva Credit Union, Dunkin' Donuts/Baskin Robbins, *Tampa Bay Informer*, Costco, and Café Supreme.

Route

Sunday Ciclovía utilized a 2-mile segment of Cleveland Street, which bisects the East Gateway neighborhood and downtown Clearwater. The route terminated at Clearwater Harbor.

Supporting Activities

Sunday Ciclovía's supporting activities included open-air fitness and dance classes. Representatives from organizations promoting recreation and healthy living (such as bike shops and bike clubs) and multi-cultural food vendors could also be found lining the route.

Albany–El Cerrito, CA

Alberrito Streets

Population: 18,539
Organized By: City of Albany Department of Recreation & Community Services
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Residential Neighborhood
Route Length: .2 miles (.3 km)
Supporting Activities: Yes
Season: Summer
Frequency: Irregular

Summary

First organized in 2010, the City of Albany brought yet another open streets initiative to the Bay Area. Initially dubbed Albany Streets, the initiative was designed to induce physical activity and celebrate community. In 2011, the City of Albany teamed up with the neighboring City of El Cerrito to organize Alberrito Streets, a dual open streets initiative spanning the two cities.

Funding

Funding for 2010 was provided by the City of Albany and supplemented by sponsors, including Athletic Playground, Oakland Hustlers, and Albany Rollers & Strollers. Albany Rollers & Strollers as well as the Albany Patch also supported the 2011 initiative.

Route

The 2010 route included a four-block (.2-mile), residential stretch of Dartmouth Avenue, between Stannage Avenue and Masonic Avenue. The combined 2011 route did not extend the route's distance, but it did include Key Route Boulevard/Ashbury Avenue (the name changes between the two cities), between Thousand Oaks Boulevard in Albany and Lynn Avenue in El Cerrito. This major thoroughfare features a wide, grassy center median and provided plenty of space for all the supporting activities.

FACT:

The Alberrito Streets program is one of two open streets initiatives to cross municipal lines. The other links Fargo, North Dakota, and Moorhead, Minnesota.

Supporting Activities

Despite its short route, Alberrito Streets is a well-programmed initiative, featuring the following activities:

- Fruit smoothies created by bike power
- Bicycle repair
- Hoop dancing class
- Tai chi
- Line dancing
- Street hockey
- Street tennis
- Dodge ball
- Water balloon toss
- Hopscotch
- A DIY sidewalk art gallery
- Wiffle ball
- A block party
- Razor Scooter races

Boulder, CO

Green Streets



Above: Dancing in the streets.
(Image: Boulder Green Streets)

Below: Participants stroll along a car-free Pearl Street.
(Image: Boulder Green Streets)



Population: 97,385
Organized By: City of Boulder
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Downtown
Route Length: 0.7 mile (1.1 km)
Supporting Activities: Yes
Season: Fall
Frequency: Annual

Summary

Boulder Green Streets was launched by the city of Boulder in September 2010. According to the organizers, Boulder Green Streets promotes active transportation and supports healthy living, sustainability, and strong community. Due to its initial success—15,000 participants joined in on the fun—Boulder Green Streets returned in September of 2011 and is looking to expand in 2012.

Funding

Although the initiative is presented and largely funded by the city of Boulder, it receives funding and in-kind support from a vast array of businesses. A sample of 2011 sponsors includes Whole Foods, Avid4Adventure.com, Boulder YMCA, Rudi's Organic Bakery, Boulder Valley Credit Union, Lighthouse Solar, Swift Turtle Pedicabs, *Daily Camera* (a local newspaper), and Western Disposal Services.

Route

The Boulder Green Streets route utilizes a ten-block, .7-mile segment of Pearl Street, between Folsom Street and 15th Street. The route terminates at 15th Street, which links up with the Pearl Street pedestrian mall, the heart of Boulder's downtown business district.

Supporting Activities

As is typical at many open streets initiatives, Boulder Green Streets features numerous fitness and sport classes; music, dance, and performances; food vendors; and bicycle-related activities intended to bring people of all ages and backgrounds together. Some of the more unique activities have included a roller soccer demo, skate park, bicycle obstacle course, street hockey, a "cycle chic" fashion show, and a multi-modal street parade.

Pinecrest, FL Bike Day

Population: 19,432
Organized By: City of Pinecrest, Miami-Dade School District 9
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Loop
Route Setting: Residential Neighborhood, Neighborhood Center
Route Length: 2–4 miles (3.2–6.4 km)
Supporting Activities: Yes
Season: Winter
Frequency: Annual

Summary

Inspired by the success of the nearby Bike Miami Days program, the annual Pinecrest Bike Day initiative features two main components: an informational fair, in which bicycle safety information is presented and a programmed open streets ride taking place between 8:45 am and 12:00 pm. Pinecrest Bike Day is geared toward families with school-age children.

Funding

Pinecrest Bike Day is funded by a variety of public and private sources, including the city of Pinecrest, Miami-Dade County School District 9, the Miami Children’s Hospital, the Tim Hardaway Foundation, Kohl’s, and Regions Bank. Additional supporters have included The Big Cheese of Miami, BJ’s, the Smoothie King, the Vitamin Shoppe, Sports Authority, Elite Cycling and Fitness, the Green Mobility Network, Bike Safe, the University of Miami School of Medicine/ Miami Project to Cure Paralysis, Sign8 Studio, and *Sunset Drive Magazine*.

Route

The route utilizes three different loops; bicyclists can choose to ride a 2-, 3-, or 4-mile loop through a primarily residential area of this Miami suburb.

Supporting Activities

Pinecrest Bike Day features a few programmed activities, including a safety fair, helmet giveaways, and drinks and snacks at the conclusion of the rides.



*Pinecrest Bike Day teaches children important bicycle skills and aims to improve their confidence.
(Image: The Tim Hardaway Foundation)*

St. Louis, MO

Open Streets

Population: 319,294
 Organized By: City of St. Louis
 Year of Initiation: 2010
 Funding: Public-Private Partnership
 Route Type: Multi-Neighborhood Linear, Arm and Loop
 Route Setting: Residential Neighborhood, Downtown, Park
 Route Length: 1.6–5 miles (2.6 km–9.7 km)
 Supporting Activities: Yes
 Season: Spring, Summer, Fall
 Frequency: Varies

Summary

Open Streets was spearheaded in 2010 by the Mayor’s Office, and implemented four times over the course of the spring, summer, and fall. The initiative is produced as a partnership between the St. Louis Metropolitan Police Department, the Special Initiatives Department, the Department of Streets, the Department of Health, and the Department of Parks and Recreation.

According to the city, Open Streets was developed to encourage citizens to engage in healthy physical activities and to educate themselves about the many benefits associated with an active lifestyle. Given its initial success, Open Streets returned for two go-rounds in October of 2011.

Researchers at St. Louis-based Washington University have recently begun studying the benefits associated with open streets initiatives in promoting public health. In St. Louis, their survey work reveals that 42.9% of respondents would not have engaged in physical activity that day had they not attended Open Streets. Additionally, 73% of survey respondents spent money at a restaurant or business along the route, and 68% said that they became aware of a new restaurant or store along the Open Streets route.

Finally, 100% either “agree” or “strongly agree” that Open Streets strengthens their community, and an impressive 94% of survey respondents indicated that Open Streets positively changed their feelings about St. Louis.

These initial results indicate that Open Streets is capable of improving citizens’ physical activity levels and exposing businesses to thousands of potential customers. It’s also clear that Open Streets generates a strong sense of local pride among participants.



The 2010 Open Streets route connected downtown St. Louis with Forest Park. (Image: The City of St. Louis)

FACT:

42.9% of people surveyed at the initiative said they would not have engaged in physical activity that day had they not attended Open Streets.

Funding

Open Streets is funded by the city of St. Louis and supported by several private- and third-sector entities. Past sponsors include Boeing, the Great Rivers Greenway, and the Locust Business District.

Route

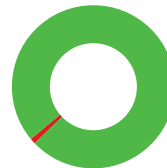
The initial 5-mile Open Streets route connected downtown St. Louis and several neighborhoods to the northeast, from Old Post Office Plaza to Forest Park. In October 2011, two different routes of varying lengths were selected. The first route, located in the Old North St. Louis neighborhood utilized 1.6-miles of streets to connect the Old North Farmers Market, Jackson Park, Strotzman Park, and the Riverfront Trail. The second route included 3.1 miles of open streets connecting Forest Park and The Grove neighborhood.

Supporting Activities

The YMCA of Greater St. Louis, Trailnet, the Grand Art and Life Center, Switch, and Road Rents provide supporting activities. Most are geared toward educating participants about the benefits of physical activity, with services that include bike repair, nutrition education and cooking classes, safety demonstrations, health and wellness instruction (such as blood pressure screening, BMI, and other health information), and various sports and activity training (such as fitness instruction, yoga, and rock wall climbing). The final initiative of 2011, which took place on October 29th, also included trick or treating at local businesses, costume contests, and other Halloween-related activities.

What do people think about Open Streets?

Researchers at the University of Washington surveyed 119 Open Streets participants at the two 2011 events. They asked them to answer some questions about Open Streets and its effect on St. Louis:



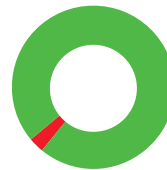
“Open Streets is an event that welcomes everyone.”

99% Agree or strongly agree



“Open Streets strengthens our community.”

100% Agree or strongly agree



How safe do you feel at Open Streets?

97% said “very safe”



“Does Open Streets change how you feel about the city?”

94% said “yes—positively”

Graphic adapted from: Aaron Hipp and Emily Eyer, Open and Shut: The Case for Open Streets in St. Louis.

Eugene, OR

Sunday Streets

Population: 156,185
Organized By: City of Eugene
Year of Initiation: 2011
Funding: Public-Private Partnership
Route Type: Arm and Loop
Route Setting: Park, Residential Neighborhood, Neighborhood Center
Route Length: 3 miles (4.8 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual

Summary

The city of Eugene hosted Sunday Streets for the first time in September 2011. The Transportation Planning Office, Recreational and Cultural Services, the Eugene Public Library, and the Campbell Center collaborated to plan the event. A staff member from the University of Oregon's Outdoor Program also assisted in bringing the initiative to fruition. The first version of Sunday Streets also relied on the support and commitment of approximately 150 volunteers who helped organize and manage the effort, which occurred between 12:00 pm and 4:00 pm.

Funding

The city of Eugene funded the initiative with the help of several donors and sponsors. These included the Lane Transit District, Greater Eugene Area Riders (GEARs), Ninkasi Brewery, OrganicHaus, the Life Cycle Bike Shop, and the University of Oregon's Outdoor Program. The city of Eugene was able to contribute funding to the program thanks to a federal Climate Showcase Communities grant they received to create the Smarttrips program, of which Sunday Streets is one component.

Route

The 3-mile route linked downtown Eugene and the Whiteaker neighborhood with two loops—one large and one small—connected by a segment running along West 5th Avenue. The route also connected two



*The September 2011 Sunday Streets route.
(Image: The City of Eugene)*

city parks: Skinner Butte Park and Washington-Jefferson Park, which played host to the initiative's supporting activities.

Supporting Activities

The city of Eugene openly invited organizations to register for booths designed to increase community interaction. Booths serving as information-only stations were actively discouraged, as the city desired groups to actively engage the community. A limited number of booths were also reserved for food vendors.

All supporting activities were clustered in three central locations along the route: the Campbell Community Center, Skinner Butte Park, and Washington-Jefferson Park. The Campbell Community Center played host to a DJ, line dancing, yoga, tai chi, and exercise classes. A history walking tour of east Skinner Butte Park also departed from the Center. Skinner Butte Park featured various field games and activities for kids. Finally, a variety of musical performances were featured at Washington-Jefferson Park, including a folk band, a drum & dance ensemble, a DJ, bluegrass, and West African dance classes. The park was also used for a bike safety rodeo, a family bicycle ride, and a bicycle drag race.

Redding, CA

Shasta Living Streets

Population: 89,861
Organized By: City of Redding
Year of Initiation: 2011
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Park, Residential Neighborhood, Neighborhood Center
Route Length: 1.5 miles (2.4 km)
Supporting Activities: No (part of a larger festival with activities)
Season: Spring
Frequency: Annual

Summary

Shasta Living Streets was launched in April 2011 and organized in tandem with the Whole Earth and Watershed Festival. It occurred between 10:00 am and 3:00 pm.

Funding

While the city of Redding shoulders the cost of traffic management, a number of sponsors support the initiative financially. They include:

- Healthy Shasta
- Shasta Cascade Bicycle Coalition
- American Trails
- First United Methodist Church
- The Garden Tract Society
- Vintage Restaurant
- Shasta Wheelmen
- Sakura Restaurant
- NorCal Bicycle Partnership

Route

The Shasta Living Streets route includes the full length of Park Marina Drive, a curving street along the city's waterfront. The route measures approximately 1.5 miles.



*Cycling is comfortable for all ages at Shasta Living Streets.
(Image: Jeff Worthington)*

FACT:

Pairing open streets initiatives with any existing festival or street closure event lowers the cost.

Supporting Activities

The initiative itself did not include any separate programming because it was considered to be part of the Whole Earth and Watershed Festival, which features many activities common to open streets initiatives, such as food, live music, and environmental awareness education.

San Antonio, TX

Síclovia



*Planning meeting.
(Image: Síclovia)*



*Normally dominated by people driving, Síclovia opens
Broadway to more diverse use.
(Image: Concerned Citizens)*

Population: 1,327,408
Organized By: City of San Antonio
Year of Initiation: 2011
Funding: Public-Private Partnership
Route Type: Multi-Neighborhood Linear
Route Setting: Downtown, Residential Neighborhood
Route Length: 2.2 miles (3.2 km)
Supporting Activities: Yes
Season: Fall, Spring, Summer
Frequency: Irregular

Summary

In March 2010, the city of San Antonio and the San Antonio Metropolitan Health District received a Communities Putting Prevention to Work grant through the American Recovery & Reinvestment Act. The grant is being used to address obesity in Bexar County, and includes funding for San Antonio's pilot Síclovia program.

The first version of Síclovia occurred on October 2, 2011, between 10:00 am and 2:00 pm. It attracted more than 15,000 participants. The Bexar County Metropolitan Planning Organization's Bicycle Advisory Committee worked with the San Antonio Metropolitan Health District to produce the initiative.

Although Síclovia is organized and funded as a pilot program for 2011–2012, it is the city's intent to establish it as a permanent program.

Funding

In March 2010, the city of San Antonio through the San Antonio Metropolitan Health District received the Communities Putting Prevention to Work (CPPW) grant through the American Recovery & Reinvestment Act (ARRA) to address obesity in Bexar County. A portion of the \$15.6 million CPPW grant was used for the planning and implementation of Síclovia. The same grant is being used for an additional Síclovia in early 2012. Additional sources of funding include donations from the YMCA of San Antonio and SABalance.org, a local organization that promotes healthy living. The city eventually hopes to find more community funding partners to help make Síclovia permanent.

Route

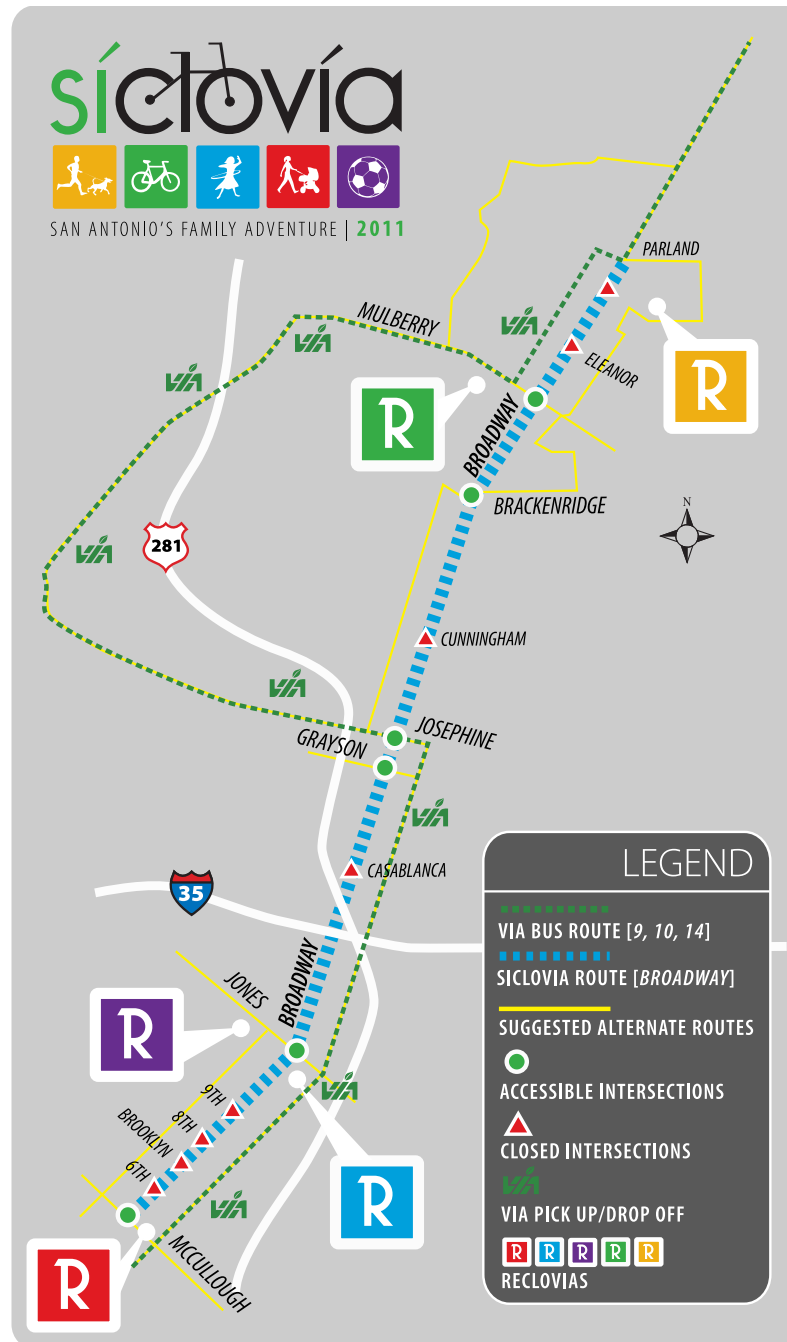
The 2.2-mile route uses Broadway Street to connect two city parks and several residential neighborhoods with the heart of downtown San Antonio.

Supporting Activities

The 2011 Síclovía featured four designated activity areas called “Reclovías,” which were located at the two ends of the route and within the two city parks located along the route. The term “Reclavía” originated in Bogotá, and is used to describe activity-filled areas offering exercise classes, music, sports games, food, and places for relaxation. Síclovía’s four Reclovías each offered a distinct type of programming and were named after the programming they offer. The Reclovías are:

- Energy Zone, including Zumba and boot camp exercise classes
- Zen Zone, including yoga, tai chi, capoeira, and Pilates
- Sports Zone, including family fitness classes, martial arts, jump rope, hula-hoop and kids Zumba
- Family Zone, including obstacle course, face painting, checkers, and soccer

Síclovía organizers intentionally limited the number of vendors so that participants would frequent the shops and restaurants located along the route.



The 2011 Síclovía route map.
(Image: Síclovía)



The Winnipeg Model

Non-Profit Led, Public/Private Funding

Winnipeg, MB

Ottawa was the first Canadian city to organize an open streets initiative, but Winnipeg, MB, is the first such city to include supporting activities. It is also the only known Canadian open streets initiative taking place outside of Ontario.

Ferguson, MO

Roanoke, VA

The Winnipeg Model features the following three characteristics:

Atlanta, GA

- Organized by a non-profit entity
- Funded by public- and private-sector entities
- Significant supporting activities and initiatives

Fargo, ND

London, ON

Other cities that utilize the Winnipeg Model include Ferguson, MO; Roanoke, VA; Atlanta, GA; Fargo, ND; London, ON; Los Angeles, CA; Oakland, CA; and Denver, CO.

Los Angeles, CA

A case study for each initiative is presented in the following pages.

Oakland, CA

Denver, CO

Winnipeg, MB

Ciclovia

Population: 633,451
Organized By: Downtown Winnipeg Improvement Zone
Year of Initiation: 2009
Funding: Public-Private Partnership
Route Type: Arm and Loop
Route Setting: Park, Residential Neighborhood, Downtown
Route Length: 4.7 miles (7.5 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual

FACT: Summary

Winnipeg's 9.34 km Assiniboine Credit Union River Trail—also known as the “Ciclovia on ice”— is ranked by the Guinness Book of World Records as the longest frozen river trail in the world.

Winnipeg's open streets initiative, entitled Ciclovia, was first held in September 2009 and attracted 10,000 participants. Along with the Downtown Winnipeg Business Improvement Zone, other organizers of Ciclovia are Bike to The Future, The Centre for Sustainable Transportation, Winnipeg In Motion, and the Winnipeg Trails Association.

Following its initial success, Ciclovia was institutionalized as an annual program. In 2011 the initiative occurred in conjunction with ManyFest, which combines many popular downtown events and programs into a single, weekend-long festival.

Funding

The city of Winnipeg, the Winnipeg Business Improvement Zone, Manitoba Homecoming, and a host of smaller private-sector sponsors funded the 2009 and 2010 initiatives. In 2011, ManyFest sponsors covered the cost of Ciclovia.

Route signs.
(Image: flickr user Dana Durell)



These sponsors included:

- Mountain Equipment Co-Op (Title Sponsor)
- S&J
- RBC's Blue Water Project
- Portage Place
- Investors Group
- Wine Stores
- The Downtown Winnipeg Business Improvement Zone
- Running Room
- City of Winnipeg
- Fido
- Manitoba Hydro
- Winnipeg Sun
- Winnipeg Arts Council
- 92 CitiFM
- 102.3 Clear FM
- Fusion
- CTV

Route

The 4.7-mile (7.5-km) route links The Forks, a vital public space located at the confluence of the Assiniboine and Red Rivers in downtown Winnipeg, and the 1,100-acre Assiniboine Park. It is comprised of several open segments, as well as a few stretches of streets shared with motor vehicles that feature wayfinding signs and/or parking or curb lanes closed off to vehicular traffic.

Supporting Activities

Ciclovía features dozens of activities targeting a wide range of participants. Some of these include a kids' zone, fitness demonstrations, Zumba, yoga classes, farmers market, and live music. There is also a bike zone, which includes bike polo, bike repairs, and information from various cycling groups.

In addition to Ciclovía, Winnipeg hosts a Ciclovía on Ice, along the Assiniboine River. At 9.34 kilometers (approximately 6 miles), the Assiniboine Credit Union River Trail is ranked by the Guinness Book of World Records as the longest frozen river trail in the world. In addition to ice-skating, the initiative also features curling, hockey, cycling, and broomball. The trail has been around for 20 years and is managed by Festival du Voyageur.



In conjunction with ManyFest, Winnipeg's Ciclovía is full of social and physical activity. (Image: flickr user Dana Durell)

Ferguson, MO

Sunday Parkways

Population: 21,203
Organized By: Live Well Ferguson
Year of Initiation: 2009
Funding: Public-Private Partnership
Route Type: Loop
Route Setting: Park, Residential Neighborhood, Neighborhood Center
Route Length: 0.75–1.2 miles (1.2–2.0 km)
Supporting Activities: Yes
Season: Spring, Summer, Fall
Frequency: Varies

Summary

Ferguson Sunday Parkways was launched in 2009 as part of the Live Well Ferguson program collaboration between the city of Ferguson and Trailnet's (a local biking and walking advocacy group) Healthy, Active and Vibrant Communities initiative.

The Sunday Parkways initiative seeks to accomplish the following goals:

- Build a sense of community through shared activity in a no-pressure environment
- Create social networks among neighbors who might not otherwise meet
- Encourage people to consider walking or biking as a viable form of transportation
- Promote physical activity and fitness
- Return a sense of ownership of the streets to the people
- Give people an up close view of their town
- Build support systems among neighbors

Sunday Parkways occurred three times in 2010, in April, July, and October. In 2011, the initiative returned in June, August, and October.

Funding

Trailnet, the city of Ferguson, the Great Rivers Greenway, the Ferguson Cycling Club, and the Missouri Foundation for Health continue to financially support Sunday Parkways.



Ferguson Sunday Parkways.
(Image: Trailnet)

Route

The Sunday Parkways route changes frequently. However, the route is always configured as a loop, and connects city parks wherever possible. The 2011 routes were located in the neighborhoods of northwest Ferguson (June), Old Ferguson East (August), and Jeske Park (October).

Supporting Activities

Sunday Parkways has featured the following supporting activities:

- Hula-hooping
- Face painting
- Clown entertainment
- Volleyball
- Kick boxing
- Belly dancing
- Tai chi
- African dance
- BMX demos
- Raffles
- Line dancing
- Yoga
- Bicycle decorating
- Bicycle rack design
- Bicycle repair
- Bicycle riding lessons
- Helmet fittings

Roanoke, VA

Ciclovía

Population: 97,032
Organized By: RIDE Solutions (Bike Roanoke)
Year of Initiation: 2009
Funding: Public-Private Partnership
Route Type: Arm and Loop
Route Setting: Downtown
Route Length: 1.25 miles (2.0 km)
Supporting Activities: Yes
Season: Summer
Frequency: Irregular

Summary

Roanoke's Ciclovía, was first organized in May 2009 by Bike Roanoke, which is a service of RIDE Solutions, a regional ridesharing program operated by the Roanoke Valley–Alleghany Regional Commission in cooperation with the New River Valley Planning District Commission.

Following its 2009 success, the 2010 Ciclovía garnered the support of the City of Roanoke's Parks and Recreation Department, which covered the insurance and permit costs, and contributed staff time and expertise. Due to organizational capacity limitations, Ciclovía did not occur in 2011. However, the initiative is set to return in 2012.

Funding

In 2009, numerous local authorities and private companies contributed support to Ciclovía, including the city of Roanoke Parks and Recreation Department, Roanoke Public Libraries, KEEN, RoanokeOutside.com, Pop's Ice Cream and Soda Bar, East Coasters Bike Shop, Bike Barn Blacksburg, and Alexander's (a local restaurant).

Route

The 2009 and 2010 Ciclovía route included 1.25 miles of open streets surrounding the historic City Market area in downtown Roanoke.



*Above: A police officer enjoys a game of street tennis.
(Image: Roanoke Ciclovía Facebook Group)*

Supporting Activities

Roanoke's Ciclovía featured a moderate level of programming, including aerobic classes, Zumba, free massages, bicycle repair, bicycle rentals, vintage bicycle parade, a community chalk mural, dance classes, and dodgeball.

Atlanta, GA

Streets Alive!

Population: 420,003
Organized By: Atlanta Bicycle Coalition
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Arm and Loop, Neighborhood Linear
Route Setting: Downtown, Neighborhood Center
Route Length: 2 miles (3.2 km)
Supporting Activities: Yes
Season: Spring, Fall
Frequency: Irregular



This was an outstanding event! One of the best times Atlanta has ever offered! The Sweet Auburn Curb Market was filled with visitors who were delighted to see what was inside... and lined the sidewalk to sample the fare from the Yumbii Truck among others. It was a 'Feel Good' experience that should be repeated over and over.



- Pamela Joiner
Sweet Auburn Curb Market

Summary

The Atlanta Bicycle Coalition, with great support from City Councilor Kwanza Hall and a volunteer committee of 25 dedicated individuals, launched Atlanta Streets Alive! in May of 2010. Members of the committee included representatives from the Centers for Disease Control and Prevention (CDC), the Atlanta Regional Commission, Central Atlanta Progress, and the Georgia State Institute of Public Health.

The program's early success encouraged the organization of a follow-up effort in October of the same year. According to a research report conducted by the CDC on this second effort, more than 5,000 people participated; 47% were walking and 51% were bicycling. Additionally, 59% of attendees were male and 41% female; 87% were adults and 13% were children. Atlanta Streets Alive returned in 2011, occurring twice in June.

Funding

An incredible number of individual and private business sponsors make Atlanta Streets Alive possible, including the following entities:

- Creative Loafing
- Atlanta City Council District 2, Kwanza Hall, Councilor
- Gordon Biersch Brewery Restaurant Group Inc.
- Grind House Killer Burgers
- Sweet Auburn Curb Market
- Everyday Celebrations Photography
- Dotdot interactive
- Fixie Bicycle Gallery
- AirTran
- Corporate Image Solutions
- Coca-Cola
- Custom Signs Today
- Danneman's Coffee
- Zipcar
- Yelp
- Perkins + Will
- KenBikeLaw.Com Attorney for the Active Community
- Lanier Parking

- NFP Renaissance Bank
- The Sound Table
- Kaiser Permanente’s Thrive program
- Atlanta INTown
- Benefield Video Productions
- Corner Tavern
- Kudzu Studios
- Atlanta Downtown Neighborhood Association
- Atlanta Downtown Improvement District
- Georgia Conservancy
- Rolling Bones
- The King Center
- Southeast Green

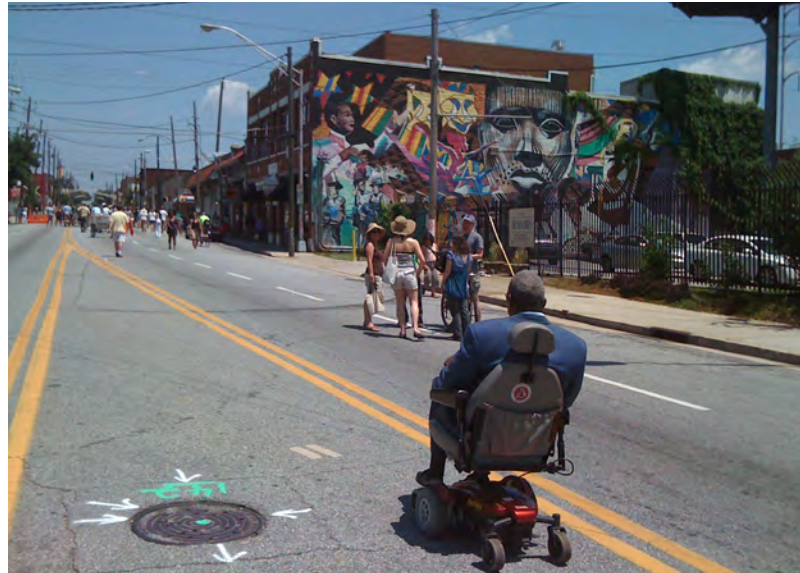
Route

The 2-mile route links Woodruff Park and Georgia State University in downtown Atlanta to Boulevard Southeast via Edgewood Avenue.

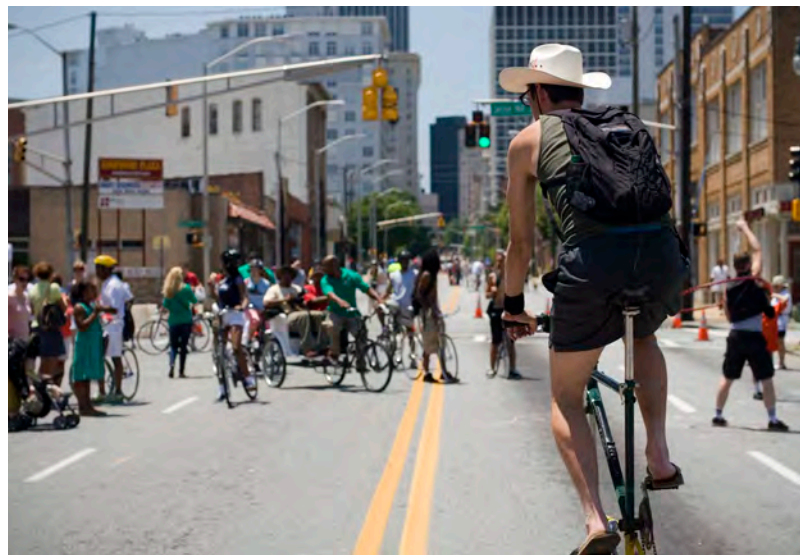
Supporting Activities

Atlanta Streets Alive! is one of the most heavily programmed open streets initiatives in North America. Most activities involve some form of exercise and education about leading active, healthy lifestyles. An overview of all activities is listed below.

- Bike station including a bike rodeo and bike parking
- Volunteer-led group rides of 4.4-mile bike loop leaving every half hour
- Group rollerblading
- Street hockey led by the Atlanta Thrashers
- Sidewalk painting
- Belly dancing demonstrations and lessons to live drumming
- Obstacle course
- Capoeira demonstrations and lessons
- Recycling relay
- Kung-fu, tai chi demos and classes
- Transit advocacy and information
- Dance truck
- Pedicab rides
- Bike repair services
- BMI measurements
- Fitness drills
- Kickboxing
- Yoga
- Healthy living tips and recipes
- Zumba and aerobics classes
- Agility course
- Jump rope
- Hula hoop
- Hopscotch and tag
- Aerial acrobatics
- Poi performances
- Fire-eaters
- Frisbee
- Body stackers
- Face painting
- Karaoke
- Music performances
- Roving acoustic musicians
- Scavenger hunts
- Health information
- Sidewalk vendors



Above: A disabled man cruises along Edgewood Avenue. (Image: Mike Lydon)

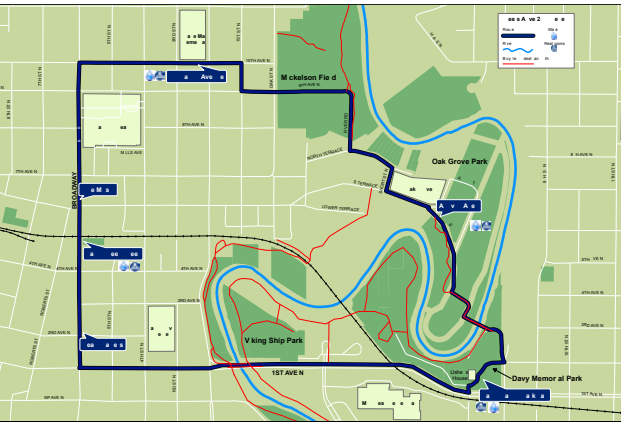


Above: Activity hums along Edgewood Avenue. (Image: Joel Mann)

- Art installations
- Local restaurant discounts
- Food trucks
- Circus performers
- Salsa and Flamenco dancing

Fargo, ND

Streets Alive!



The 2011 Fargo Streets Alive! route map.
(Image: Fargo Streets Alive!)

Population: 208,777
Organized By: Dakota Medical Foundation
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Loop
Route Setting: Park, Downtown, Neighborhood Center, Residential Neighborhood
Route Length: 3–6 miles (4.8–9.7 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual

Summary

The Dakota Medical Foundation's Cass Clay Healthy People Initiative leads the Streets Alive! program. According to the foundation, Streets Alive! aims to:

- Improve the long-term health and well-being of our residents, regardless of current fitness condition, by increasing levels of physical activity
- Raise acceptance of bicycling and walking as ways of getting around
- Facilitate greater awareness of the connections between the environment, transportation, and health

In 2010, Streets Alive! took place twice, once on August 29th and once on September 19th. The two dates were planned simultaneously in case bad weather caused cancellation. According to organizers, this planning effort required more time, but resulted in two well-attended events—approximately 6,000 people participated. In 2011, Streets Alive returned on August 28th and September 18th.

FACT:

With a route that connects Fargo, ND and Moorhead, MN, Streets Alive! is the only interstate open streets initiative in North America.

Funding

According to organizers, Streets Alive! cost approximately \$20,000 in 2010. In 2011, the shortened route helped reduce the cost to \$15,000. As a truly community-supported effort, the initiative is funded by the city of Fargo and the city of Moorhead, and a wide array of local businesses and institutions. These include:

- Dakota Medical Foundation
- YMCA
- Valley News KVLV 11 and KX4
- Active in Moorhead
- MeritCare
- Forum Communications Company
- Great Northern Bicycle Co.
- Radio Fargo—Moorhead
- Blue Cross Blue Shield of North Dakota
- North Star Safety Inc.
- Kilbourne Group
- Innovis Health
- Johnny Mellon Sports
- Fargo-Moorhead Visitors Bureau
- Impact Foundation
- MinnKota
- Essentia Health
- Sanford Health
- Ramada Plaza and Suites and Conference Center
- Fargo Public Schools
- Fargo Cass Public Health
- Clay County Public Health
- Josie’s Corner Café and Bake shop
- TNT Kid’s Fitness and Gymnastics Academy
- Scheels
- North Dakota State University Department of Health, Nutrition, and Exercise Sciences
- Moorhead Center Mall

Route

With a route that connects Fargo, ND, and Moorhead, MN, Streets Alive! is the only interstate open streets initiative in North America.

Two routes were chosen in 2010. The first included a 6-mile loop, while the second was reduced to 5 miles in length. The route purposefully integrated several of Fargo and Moorhead’s recreational and urban amenities, including the two downtowns, and Oak Grove, Great Northern, and Davy Memorial Parks. Although the route was reduced to 3 miles in 2011, it still linked the two cities and connected Mickelson Field, Oak Grove Park, and Viking Ship Park.

Supporting Activities

The 2010 Streets Alive! featured a diverse set of supporting activities, including dance and fitness, music, art, health exhibits, and education. In 2011, all supporting activities were clustered into themed activity zones that included the following:

- Activity Alley (Zumba, yoga, hula-hooping, and kids’ fitness)
- Participation Parkway (approximately 30 healthy living education exhibits)
- Eat & Greet Street (food vendors)
- Education Avenue (youth-oriented fitness-based activities, 1-mile fun run fundraiser)
- Sole Music (live music)

To help raise funds, for-profit vendors were charged a \$50 fee, while non-profit vendors were charged \$25.

*Streets Alive! participants cruise along Broadway.
(Image: Fargo Streets Alive!)*



London, ON

Car-Free Festival

Population: 352,395
Organized By: The Urban League of London's Our Street Initiative
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Downtown, Neighborhood Center
Route Length: 0.5 mile (.8 km)
Supporting Activities: Yes
Season: Summer
Frequency: Varies

Trust Friends of the Environment Foundation, Heritage Council, city of London, and the Urban League of London.

Route

The downtown London route stretches along Dundas Street, between Wellington and Ridout Streets. The length of the route, which encompasses three city blocks in the downtown area of London, is approximately half a mile. Additionally, six companion routes were organized in the 2011 season in various neighborhoods. The details of these companion initiatives were not available when this guide was printed.

Supporting Activities

Car-Free Festival supports many community-oriented activities, music performances, and workshops aimed at promoting the environment, health, local economy, and local culture. Some activities that are not food- or music-oriented include dodgeball, volleyball, face painting, a fishing pond, mini-golf course, and super hero mask making.

Summary

The city of London first implemented Car-Free Sundays in downtown London during the summer of 2010. While the city spearheaded the first successful effort, the second Car-Free Sundays initiative that year was principally organized by the London Musicians Association (LMA) with support from the city of London and Downtown London. Although the second event was also successful, the LMA did not feel it had the organizational capacity to continue as leaders of the initiative, but remained committed to programming music for all future Car-Free Sundays.

In 2011 Car-Free Sundays evolved into Car-Free Festival, which occurred over a 2-day period in downtown London. The Urban League of London, a non-profit entity that acts as an umbrella group for community groups in the city of London, organized the rebranded initiative. Six other Car-Free Festivals were held in various London neighborhoods in 2011, which demonstrates the popularity of this new program.

Funding

Car-Free Sundays/Car-Free Festival costs are relatively low, as the city of London only required two police officers to staff the event. Furthermore, many local businesses and community organizations fund the effort and cover the cost for all supporting activities. A few of these include London Community Foundation's Clean Air Challenge, Downtown London, TD Canada

SUNDAY SEPT 11, 2011



WORTLEY VILLAGE CAR FREE FESTIVAL

WORTLEY ROAD BETWEEN ASKIN/CRAIG & BRUCE

12 PM - 5 PM



GRAND PIANO ON THE STREET | OUTDOOR PATIOS | JAZZ & ROCK 'N ROLL BY OLD SOUTH MUSICIANS
TEA GARDEN, HOT DOGS & LEMONADE | STREET HOCKEY & CROKINOLE | BIKE RACE SIMULATION
YOGA & NIA ON THE STREET | COMMUNITY SCARF KNITTING FOR WOMEN'S COMMUNITY HOUSE
9/11 COMMEMORATIVE MOMENT OF SILENCE AT 3:30 PM WITH COREY CAMERON & DAN BRODBECK



HAND-MADE IN WORTLEY VILLAGE FIND US ON



Los Angeles, CA

CicLAvia



*Jaime Ortiz, Founder of Bogotá's Ciclovía.
(Image: Gary Leonard)*

Population: 3,792,621
Organized By: CicLAvia
Year of Initiation: 2010
Funding: Public-Private Partnership
Route Type: Multi-Neighborhood Linear
Route Setting: Downtown, Neighborhood Center
Route Length: 7.5–10 miles (12–16 km)
Supporting Activities: Yes
Season: Spring, Fall
Frequency: Semi-Annual

Summary

On the memorable date of 10/10/10, Los Angeles launched CicLAvia. This wildly successful open streets initiative was years in the making, but quickly earned Mayor Antonio Villaraigosa's political support following an incident where he was hit by a car while bicycling.

CicLAvia is also the name of the organizing group responsible for the program's creation. CicLAvia was made a reality thanks to the support received from the Mayor's Office and other city agencies. Other organizational partners include the Los Angeles County Bicycle Coalition and Metro. According to the Los Angeles Times an estimated 100,000 people attended the inaugural CicLAvia program.

CicLAvia returned with an equal amount of success in April and October 2011, with attendance numbers equaling that of the 2010 initiative. CicLAvia is set to return several times in 2012.

Funding

CicLAvia relies heavily on donations and contributions made by private-sector businesses and individuals. Sponsors for the inaugural program included the Metabolic Studio of the Annenberg Foundation, the California Endowment, the Rosenthal Family Foundation, Bikes Belong, the Boeing Company, Coca-Cola, the Gas Company, Northrop Grumman Aerospace Systems, and USC Government and Community Engagement. The media partner for the event was radio station 97.9 La Raza.

According to organizer Aaron Paley, the April 2011 CicLAvia cost approximately \$325,000. The city of Los Angeles covered 60% of the cost, with the remaining amount covered by sponsors and donors, including Los Angeles County Bicycle Coalition, Metro, The Boeing Company, GOOD, Kaiser Permanente, Northrop Grumman, Southern California Gas Company, SOYJOY, Más Malo, Good Samaritan Hospital, Spotlight Cinema Networks, Laemmle Theatres, LLC, Tizzle Tours, USC Government and Community Engagement, and 213 Nightlife.

Route

The initial route utilized 7.5 miles of streets, connecting Boyle Heights to downtown. The route was chosen so that various neighborhoods underserved by open space amenities could be connected to parks and landmarks located along the route. Following the first initiative, several participants were surprised to learn that covering the distance by bicycle took them significantly less time than traveling the same distance in a car.

While the first initiative of 2011 replicated the 2010 route, the most recent effort extended the route to 10 miles by adding new segments branching off into South Los Angeles and further into Boyle Heights.

Supporting Activities

Due to event permit insurance limitations, supporting activities are limited to those that are in the spirit of walking, bicycling, jogging, rollerblading, skateboarding, etc. Thus, stationary booths for tabling are not permitted. However, supporting activities have managed to include musicians, dancing, political rallies, yoga, and capoeira. Additionally, the organizers of CicLAvia encouraged restaurant and shop owners along the route to be open during the event to serve participants.



Hundreds of thousands of people turn out for CicLAvia. (Image: Gary Leonard)



Mayor Antonio Villaraigosa shows off his new duds. (Image: Gary Leonard)

Participants move along the CicLAvia route. (Image: Gary Leonard)



Oakland, CA

Oaklavia



Oaklavia participants in the heart of downtown Oakland.
(Image: Frank Chan)

Population: 390,724
 Organized By: Walk Oakland Bike Oakland
 Year of Initiation: 2010
 Funding: Public-Private Partnership
 Route Type: Neighborhood Linear
 Route Setting: Downtown
 Route Length: 1.7 miles (2.7 km)
 Supporting Activities: Yes
 Season: Summer
 Frequency: Annual

Summary

San Francisco's successful Sunday Streets initiative inspired local advocates at Walk Oakland Bike Oakland (WOBO) to jump-start their own initiative, which they playfully call Oaklavia. WOBO developed the initiative with advisor Susan King, who organizes San Francisco's Sunday Streets program, and the support of several non-profit organizations, private businesses, and the city. The 2010 program attracted approximately 4,000 participants.

Funding

A variety of public, private, and non-profit organizations supported the initiative financially. These include:

- Walk Oakland Bike Oakland (presenting sponsor)
- Bay Area Air Quality Management
- Kaiser Permanente
- Lake Merritt-Uptown Community Benefit District
- City of Oakland
- Oaklandish
- East Bay Bicycle Coalition
- Bay Area Fast Bikes
- B-Cycle
- City Car Share
- East Bay Express
- Trader Joe's
- City of Oakland Office of Parks and Recreation
- Friendly Cab
- Ride SFO
- SF Bike Expo
- ZIGO
- Downtown Oakland Association Community Benefit District
- Trumer Pils
- Downtown Oakland YMCA
- Oakland Local
- InkWorks
- Whole Foods
- BART
- Xfinity
- Semi Freddi's
- Hansen's

Route

2010 Oaklavia's 1.7-mile route opened Broadway to non-motorized users, effectively connecting downtown Oakland with Chinatown and Old Oakland. The route also linked two city parks: Jefferson Park and Frank H. Ogawa Plaza.

Supporting Activities

Oaklavia packs more than a dozen of the following cultural, gastronomic, athletic, and educational activities along the 1.7-mile route:

- Soja and martial art classes
- A bike safety festival
- Afro-Cuban music performances and percussion classes at La Peña Cultural Center
- Food carts
- Four-square
- Free acupuncture
- Face painting
- Bicycle bunny hopping
- YMCA dance classes
- Samba funk dance classes
- Hoop dance workshop
- A snack stand run by Whole Foods
- Unicycle basketball
- Bike repair workshops
- Food offered by Café Gabriella and Smart and Final
- Performances by Circus Spire Youth Troupe
- Parklets



*Oaklavia attendees play foosball in a parklet.
(Image: Frank Chan)*

Denver, CO

Viva Streets

Population: 600,158
Organized By: LiveWell Colorado and BikeDenver
Year of Initiation: 2011
Funding: Public-Private Partnership
Route Type: Neighborhood Linear
Route Setting: Park, Residential Neighborhood
Route Length: 2 miles (3.2 km)
Supporting Activities: Yes
Season: Summer
Frequency: Annual



My favorite was the ping-pong table that spontaneously appeared in the middle of the street.



- Piep van Heuven
Executive Director
BikeDenver

Summary

Denver's inaugural open streets initiative, called Viva Streets, launched in August 2011. Viva Streets is organized by LiveWell Colorado and BikeDenver, two organizations that cite the following reasons for creating the program:

- Showcase the importance of people-friendly streets and active transportation as an important feature of a great city
- Provide educational opportunities to engage all community members in healthy eating and physical activity
- Introduce people to Denver's bike routes and active transportation options in and around the Viva Streets event and the businesses they reach
- Celebrate Denver's active culture and engage the community to join in
- Create an event that can be replicated in other cities and towns throughout Colorado

Viva Streets attracted approximately 7,500 participants. BikeDenver's Executive Director, Piep van Heuven, had this to say:

"The turnout was amazing. [...] Four city council members—almost a third of the council—attended the opening ceremonies and the bike parade that followed. People packed the route and many greeted and visited with friends and neighbors. More than 150 volunteers helped with activity zone offerings and monitoring the route as roving marshals. Local businesses got into the groove, too, offering everything from solar-power-baked chocolate chip cookies to street side shish-ka-bob. My favorite was the ping-pong table that spontaneously appeared in the middle of the street."

The success of the first Viva Streets demonstrated a latent demand for an open streets initiative in Denver. Indeed, numerous supporters and participants are calling on the program to return on a monthly basis in 2012.

Funding

While LiveWell Colorado and BikeDenver committed their financial and staff resources, they were greatly supported by public-, private-, and third-sector sponsors including the City of Denver Public Works, Bikes Belong, Wal-Mart, Chipotle, Stapleton Foundation, Kaiser Permanente, and The Bike Depot.

Route

The 2-mile Viva Streets route utilized 23rd Avenue, a primarily residential east-west corridor in central Denver that connects the neighborhoods of Park Hill and Stapleton. The route was anchored by City Park to the west and Fred N. Thomas Park to the east. Both parks included numerous supporting activities, as did five other activity zones located at select intersections.

Supporting Activities

Seeking to promote active lifestyles and local culture, supporting activities included:

- A bike parade
- Guided bike convoys from other neighborhoods to the Viva Streets route
- Instructional bike rodeos
- Denver Nuggets basketball hoop station
- Face painting
- B-Cycle bike sharing demos
- Jump rope
- Local entertainment and music
- Healthy cooking demonstrations
- Bike demos and repair from local bike shops
- Food trucks
- Yoga, dancing, Zumba, and other activities
- Kids' activities featuring hula-hooping, dance competitions, etc.



*The Viva Streets Rules of the Road are simple!
(Image: LiveWell Colorado)*



The Savannah Model

Publicly/Privatey Led, Privately Funded

Savannah, GA

With a relatively unique approach, the Savannah Model features the following three characteristics:

Missoula, MT

- Organized by a coalition of public, private, and non-profit entities

Lincoln, NE

- Funded primarily by private-sector entities
- Substantial supporting activities

In addition to Savannah, only two other North American cities have utilized a similar organizational and funding structure: Missoula, MT, and Lincoln, NE.

A case study for each initiative is presented in the following pages.

Savannah, GA

Kids' Ciclovía

Population: 136,286
Organized By: City of Savannah, Savannah Bicycle Campaign, Perry Rubber Bike Shop
Year of Initiation: 2010
Funding: Private Sector
Route Type: Neighborhood Linear
Route Setting: Residential Neighborhood
Route Length: 2 miles (3.2 km)
Supporting Activities: Yes
Season: Spring
Frequency: Irregular

Summary

Kids' Ciclovía, Savannah's first and only open streets initiative occurred in May 2010, from 12:00 to 2:00 pm. Appropriately named, the effort was heavily geared toward children, with a strong emphasis on bicycle safety education. Kids' Ciclovía was also organized to celebrate the completion of 1.6 miles of bicycle lanes along Washington Avenue. After the ribbon-cutting ceremony, a parade of children and other participants strolled along the new bike lane to Hedeman Park. The initiative was deemed successful, but there are no current plans in Savannah to develop a regular open streets program.

Funding

A Specialized Bicycle Components Advocacy Grant was awarded to a coalition formed by the City of Savannah, Savannah Bicycle Campaign, and Perry Rubber Bike Shop. The \$7,500 grant provided 10 children's bicycles, 40 helmets, and a 10-foot utility trailer for use by Savannah Bicycle Campaign to provide bike education in local schools, youth organizations, and neighborhood associations. While many open streets initiatives rely on private-sector funding, Savannah's Kids' Ciclovía is the first to be funded almost exclusively by a bicycle manufacturer.

Route

Kids' Ciclovía included the 1.6 miles of new bike lanes along Washington Avenue, and .35 mile of streets surrounding Tiedeman/Hedeman Park, which is located in front of the Savannah Arts Academy.

Supporting Activities

Kids' Ciclovía included children-oriented cycling games, instruction, competition, and minor bicycle repairs. Bikes and helmets were also given away during the Ciclovía.

WASHINGTON AVENUE

Kids' Ciclovía*

*Spanish term meaning "bike path," used in Latin America to mean a permanent bicycle path, or a temporary closure of a street to automobiles to allow dominance by other users.

SATURDAY, MAY 22

NOON–2 P.M.

TIEDEMAN PARK

SAVANNAH, GA



**One square block of car-free family bicycling.
Free and open to everyone!**

- Free youth bicycling games, activities and education.
- Free helmet fittings and basic bike maintenance.
- Perry Rubber Bike Shop to raffle 2 kids bikes free.

Celebrate the Washington Avenue Bike Lane in Ardsley Park!

Public parking available at Savannah Arts Academy.



Missoula, MT

Sunday Streets

Population: 66,768

Organized By: Missoula Parks and Recreation, Downtown Business Improvement, and Missoula in Motion

Year of Initiation: 2010

Funding: Private Sector

Route Type: Arm and Loop

Route Setting: Park, Downtown

Route Length: 2.4 miles (3.9 km)

Supporting Activities: Yes

Season: Spring, Summer

Frequency: Biannual

Summary

The City of Missoula Parks and Recreation Department, Missoula in Motion, and the Missoula Business Improvement District organized Missoula's Sunday Streets initiative for the first time in September 2010. According to official estimates, 3,500 participants took part in the program.

The organizers, who published a comprehensive report on the organization of the 2010 program, seek to achieve the following five goals:

- Build community—creating opportunities for personal interaction and fun environments
- Demonstrate the benefits of reduced traffic
- Increase trips by walking and biking
- Increase the health and physical activity of participants
- Increase awareness and acceptability of streets as public facilities with multiple uses

With two 2011 initiatives—one in June, one in September—the Sunday Streets program not only doubled its frequency, but also nearly doubled its attendance, as more than 6,000 joined in on the car-free fun.

Funding

Sunday Streets is truly a community-wide effort that draws support from dozens of local businesses and organizations. In addition to the initiative's organizing partners, the 2010 Sunday Streets program was funded by a host of private-sector sponsors including FOX32, the GOOD FOOD store, REI, the Association for Commuter Transportation, ASUM Transportation, the Clark Fork



*Sunday Streets creates appealing marketing materials.
(Image: Missoula Sunday Streets)*

Coalition, 89.9FM College Radio, Downtown Missoula, Midwest Complete Web Hosting, and dozens of other local businesses and organizations.

According to the 2010 report released by program organizers, Sunday Streets sponsors donated \$6,805 in funding, which covered the event's cost. In addition, \$14,405 of in-kind donations helped make the event a tremendous success.

In 2011, the sponsors included REI, 89.9FM College Radio, Trail 103.3FM, ASUM Transportation, Big Dipper Ice Cream, Exact Image Solutions, Good Food Store, Missoula Downtown Association, Run Wild Missoula, Western Montana Clinic, p.c., Big Sky Bouncers, Adventure Cycling Association, Betty's Divine, Boyle Deveny & Meyer, The Golgi Clinic, Hellgate Rollergirls, Holy Spirit Episcopal Church, Jeanette Rankin Peace Center, KUFM—Montana Public Radio, Mismo Gymnastics, Missoula Vineyard Church, Midwest, Northwestern Energy, and the Partnership for Children.

Route

The Sunday Streets route consists of a 0.8-mile section of Higgins Avenue. The route links the north end of downtown Missoula with a neighborhood on the south side of the Clark Fork River. The route also connects several parks via 1.6 miles of shared use paths along the river.

Supporting Activities

Sunday Streets includes the participation of more than 60 organizations that provide several fitness/wellness activities, family-oriented activities, food and drinks, and cycling-related activities. These have included a race (the Missoula Mile), wellness screenings, an herb walk, spinning classes, cooking demonstrations, aikido demonstrations, a roller derby demonstration, a gymnastics obstacle course as well as gymnastics demonstrations, an 18-hole urban golf course, live music, skateboard tricks, street chalk art, face painting, dog obedience training, a climbing wall, sewing and crafting demonstrations, rickshaw rides, bicycle repair, and free loaner bikes.

The 2011 Sunday Streets program included a similarly broad scope of supporting activities.



*Sunday Streets fills downtown Missoula with people.
(Image: Missoula Sunday Streets)*



*A pedicab driver and musician travel the streets of Missoula.
(Image: Missoula Sunday Streets)*

Lincoln, NE

Streets Alive!

Population: 258,379
Organized By: Partnership for a Healthy Lincoln
Year of Initiation: 2011
Funding: Private Sector
Route Type: Loop
Route Setting: Park, Residential Neighborhood, Neighborhood Center, Parkway
Route Length: 2 miles (3.2 km)
Supporting Activities: Yes
Season: Fall
Frequency: Irregular

Summary

Lincoln's Streets Alive! initiative is spearheaded by the Partnership for a Healthy Lincoln, in collaboration with nearly 20 other local businesses and organizations. The first iteration of Streets Alive! took place on September 25, 2011.

Funding

2011 Streets Alive! sponsors included Community Health Endowment, St. Elizabeth Regional Medical Center, Russ's Market, Super Saver, A to Z Printing, Blue Cross Blue Shield Nebraska, Assurity Life Insurance Company, United Healthcare, Osher Lifelong Learning Institute at UNL, Duncan Aviation, The Bike Rack, and the St. Elizabeth Cancer Institute.

Route

The 2011 Streets Alive! route consisted of a 3.3-mile loop connecting the Woods Park and Witherbee neighborhoods with the 33rd and A Streets business district via Capitol Parkway. The loop included Woods Park, Neighbors Park, the Sunken Gardens, and Antelope Park.

Supporting Activities

Lincoln's Streets Alive! initiative included a variety of supporting activities, most of which focused on promoting healthy lifestyle and active transportation. Activities along the route included paw painting,



*A skateboarder enjoys Lincoln Streets Alive!.
(Image: Lincoln Streets Alive!)*

a children/toddler's area where children could prepare their own healthy snacks and learn about things such as water safety and composting, reading activities, sidewalk chalking, bubble blowing, pottery demonstrations, helmet fitting, bike rentals, jugglers, Zumba, karate, frisbee golf, a bicycle-powered smoothie maker, yoga, a mobile bike kitchen with tune-ups, bike maintenance, a vintage bike raffle, face painting, sustainable gardening, and a skateboarding half-pipe.



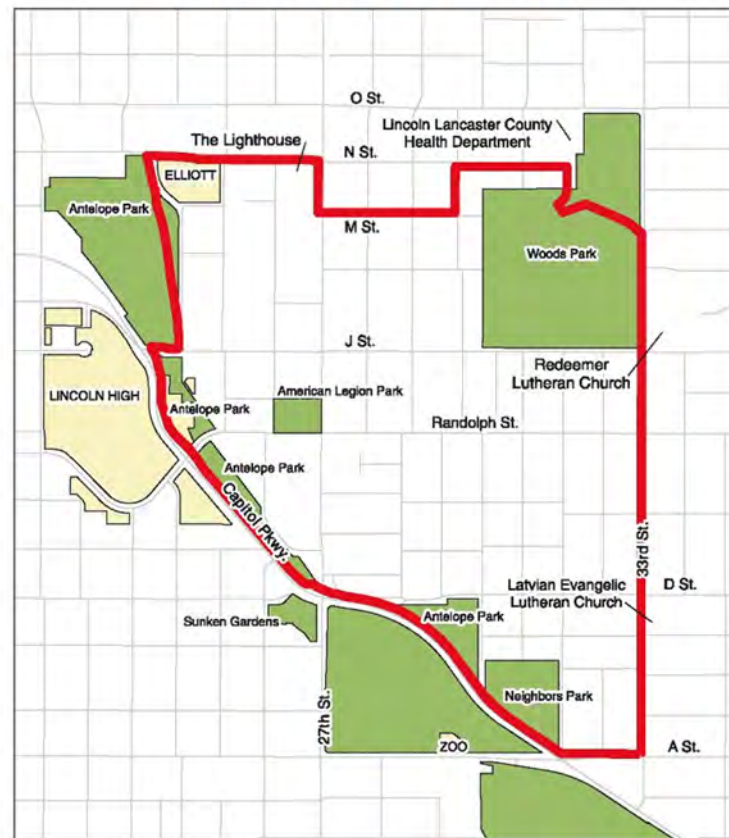
STREETS ALIVE!

Sunday, September 25, 2011
12:30 - 5:00 p.m.

Featuring:

- Mayor Beutler "Opens the Streets" – 12:30, Lincoln-Lancaster County Health Dept. South lot
- Homer, Salt Dogs mascot – 12:30 - 2:00 p.m. Woods Park
- Russ's Market & Super Saver – healthy food samples and water - FREE!
- The Bike Rack – bike rental - \$10 donation to Great Plains Trails Network (GPTN)
- Down Under Pottery
- Cycle Works
- Zumba Influence
- YMCA
- Lincoln Track Club
- The Lincoln Running Company
- Pepe's Bistro
- GPTN Smoothies by Bike Blender
- Bay 198
- No Coast Derby Girls
- Safe Kids Lincoln-Lancaster County/Kiwanis Bike Rodeo

STREETS ALIVE! Course



For the first time ever, a 3.23 mile stretch of key Lincoln streets will be closed to motorized vehicles! Walkers, bikers, runners, and skaters - any human-powered transportation - will bring the STREETS ALIVE!

For more information, contact
lkern@healthylincoln.org



*Come out
and play
in the streets!*



The Kentucky Model

Publicly/Privatey Led, Public/Privatey Funded

Kentucky (statewide)

The Kentucky Model features the following three characteristics:

- Organized statewide by a coalition of public, private, and non profit entities
- Funded by public- and private-sector entities
- A substantial and wide range of supporting activities

To date, there are no other statewide open streets programs. (Note: 2nd Sunday Lexington, which takes place each month during the spring, summer, and fall, is described on pages 66–67 in the Cleveland Model section.)

State of Kentucky

2nd Sunday

Population: 4,339,367

Organized By: University of Kentucky Cooperative Extension

Year of Initiation: 2008

Funding: Private Sector

Route Type: Varies

Route Setting: Varies

Route Length: Varies

Supporting Activities: Yes

Season: Fall

Frequency: Annual

Summary

Second Sunday, the only statewide open streets initiative, was launched in 2008 to help combat Kentucky's public health challenges. Aptly named, and otherwise known as "2S," the program occurs each year on the second Sunday of October.

2S is primarily organized by the University of Kentucky's Cooperative Extension program, which maintains a field office in each of the state's 120 counties. Additionally, a working partnership with the UK HealthCare system, all participating local governments, and countless community partners make the coordination of the ambitious 2S program possible.

It was Lexington City Councilor Jay McChord and Fayette County Extension Agent for Family and Consumer Services Diana Doggett, who thought to leverage the University's Extension program to create a statewide open streets initiative. With seed money in hand, the duo initially hoped 12 communities would participate in 2008. To their surprise, 70 communities willingly signed on. The program's success ensured 2S's return in 2009, when 101 of the state's 120 counties crafted their own unique open streets initiative. Continuing its growth, 115 of 120 counties participated in 2010 and 2011.

"The symbolism of this particular event and the general shift in mentality that Second Sunday enables is incredible," says McChord. "We've seen Second Sunday help state agencies, local municipal officials, volunteers, and advocates work together on issues that must be addressed holistically, and not just in Kentucky, but nationwide. Second Sunday is the best and only way we've found in Kentucky to get people out of their silos to work together."



2nd Sunday on the new Blue Grass Airport runway.
(Image: 2nd Sunday)

FACT:

Kentucky's 2nd Sunday initiative is the only statewide program.

Although the immediate benefit is providing participants with an afternoon of physical activity, the 2S program serves primarily as a vehicle for raising the public’s awareness about the importance of leading a healthy lifestyle. “Expanding activity in the built environment will not by itself solve Kentucky’s serious chronic disease and obesity issues,” says Doggett, “but does provide families with ongoing opportunity to explore venues and services that can support their effort to lead healthier lifestyles.”

The program organizer’s goal is to use Kentucky’s 2S success as a national model worthy of emulation.

Funding

Funding is sourced from many local businesses and organizations in each of the 115 participating counties. However, lead sponsors include the University of Kentucky’s School of Human Environmental Sciences Family & Consumer Sciences Extension service, the University of Kentucky’s Health Care system, and Lexmark.

Route

In order to provide enough space for sustained physical activity, 2S organizers suggest that each participating community open a 1-mile stretch of roadway for healthy activity. While many communities do so, others limit their efforts to building community health initiatives within local parks or schoolyards.

Supporting Activities

The amount of supporting activities varies greatly by county. Some initiatives include supporting activities; others do not. To explore the scope for each of the 115 initiatives, visit the Events page on the Second Sundays website.



Above and Below: Promo materials related to Kentucky’s statewide 2S initiative. (Images: 2nd Sunday)



4

Best Practices Overview

Lessons from the Americas

Although open streets were born in the United States, they truly came of age in the cities of South and Central America. To be sure, the scale, frequency, and number of activities included in most ciclovías continue to inspire and inform the ongoing development of open streets in North America. Thus, when discussing best practices it is important to highlight the many lessons learned from our counterparts to the south, as well as those North American towns and cities that have continued to successfully organize and expand their own initiatives.

In discussing best practices, it should go without saying that political, economic, and social contexts vary greatly across the Americas. For instance, local governments typically provide substantial financial and logistical support in organizing the ciclovías found in South or Central America. In North America, a public/private/third sector partnership approach is much more common, if not necessary. Nonetheless, the best practices overview presented in this chapter are applicable across the Americas and may be used by any city or organization.

Read on and start organizing or improving your initiative today!

*Left: Bobby Gadda, President of CicLAvia, and Rex Burkholder of Portland's Metro Council enjoy Bogotá's Ciclovía.
(Image: Mike Lydon)*

CICLOVÍA RECREATIVA

IMPLEMENTATION AND ADVOCACY MANUAL



Ciclovía de Las Americas Implementation and Advocacy Manual, Ciclovía Recreativa de Las Americas (2009).



*Citizens, Streets and Cities
Ricardo Montezuma, Fundacion de Ciudad de Humana (2011).*

Best Practices

In 2009, Ciclovía Recreativa de Las Americas, a Mexico City-based non-profit that connects ciclovía program organizers across the Americas, produced the *Ciclovía Implementation and Advocacy Manual*. In 2011, Ricardo Montezuma of Fundacion Ciudad de Humana published *Citizens, Streets & Cities*, which chronicles the history of Bogotá's Ciclovía and offers 15 case studies and best practices for initiatives across the Americas. For more resources turn to the Appendix or visit www.OpenStreetsProject.org.

While the open streets planning process will always reflect local conditions, politics, and constraints, we've laid out a series of 14 best implementation practices and tips. All of these were synthesized from the two publications mentioned above and our own North American open streets research. Please note that many of the actions described below should happen concurrently.

1. Develop a Proposal

A successful open streets initiative begins by developing a draft proposal that includes core objectives, a timeline, anticipated budget, and proposed organizing entity or coalition. Organizers should then undertake a number of concurrent political and logistical planning efforts that move the proposal successfully from concept to implementation.

Tip: Use this guide and/or the companion website to identify those peer cities/organizations that already implement open streets, and then contact them for advice.

2. Build a Coalition

Whenever possible, open streets organizers should build a willing coalition of advocacy, municipal, and/or private-sector supporters. The coalition should include anyone who is committed to promoting active transportation, public health, tourism, local businesses, parks/open space, civic pride, and/or environmental awareness.

Tip: Make sure the coalition includes one or two politically well-connected constituents from the various districts within the municipality, particularly those where the route is planned.

3. Establish Political Support

Establishing political support from the mayor, city council, and/or other political representatives is important because elected officials most commonly allocate the public resources needed for implementation. Similar to building a coalition, open streets supporters should strategically connect the most relevant benefit(s) to the issues with a given politician's platform.



Mayor Manny Diaz (center) was an early supporter of Bike Miami Days. (Image: Mike Lydon)

Tip: Utilize the appropriate constituents to “sell” the idea to politicians. Explain the benefits most closely aligned with their political interests.

4. Finalize the Lead Organizing Entity

Once government and political buy-in is obtained, the municipal leaders should assign the appropriate department to either organize the initiative or to serve as the liaison between the city’s dedicated resources and the lead organizing entity. This decision should be based on technical and institutional expertise, but also departmental or organizational capacity.

Tip: While cross-sector partnerships are generally most successful, only one entity should oversee the day-to-day initiative coordination.

5. Acquire Municipal Funding and/or Significant In-Kind Support

Public authorities should take the lead in dedicating public funds and/or resources. Even if it’s a minor contribution, an early commitment from the municipality will help the lead organizing entity obtain funding from other private sponsors while planning continues. In the North American context, public-sector funding is increasingly scarce, which underscores the importance of securing municipal resources (staff time in particular) to help generate publicity and/or sponsorship from the private sector.

Tip: Obtain financial sponsorships and in-kind support from as many entities as possible. This will help prevent the initiative from becoming overly reliant on only a few potentially vulnerable funding sources.



A route plan sketch for Cleveland’s Walk + Roll initiative.

6. Develop a Logistical Action Plan

The lead organizer should develop a logistical action plan to best organize and coordinate the implementation effort. At a minimum the plan should include marketing and branding, schedule and frequency, route design and traffic control measures, marketing and outreach strategies, staffing and volunteer coordination, supporting activities (if any), and evaluation efforts. These elements are discussed in more detail below.

Tip: If you are organizing an open streets initiative for the first time, make sure to allow plenty of time to coordinate logistics planning.

6(a). Create a Marketing and Brand Strategy

One of the first logistical items to be addressed is marketing and branding. The initiative’s name, logo, website, apparel (such as staff or volunteer t-shirts), and print material should be consistent and

clearly convey the vision and values associated with the initiative. In North America, this commonly means going beyond the promotion of the bicycle to include iconography depicting multiple forms of recreation, family activities, public space, and urban livability. Bright, bold colors are typically used and the name usually emphasizes the day of the week, location, and/or values conveyed by the open streets initiative. A few examples include “Summer Streets,” “Sunday Streets,” “Scenic Sundays,” and “Sinatra Summer Sundays.”

It is also common for newer initiatives to creatively riff on the names of previously established programs. For example, Somerville, MA, uses “SomerStreets,” and San Antonio, Los Angeles, and Oakland take a cue from Bogotá’s Ciclovía with “Siclovía,” “CicLAvía,” and “Oaklavía.”

Related marketing material should also depict the route and all associated activities and promotions.

As part of the marketing effort, organizers should undertake a far-reaching public outreach campaign. This means getting in touch with relevant organizations, institutions and individuals. The following parties may serve as points of contact to advertise and market the initiative: political groups at all levels of government; merchants; universities; social groups; print, radio, and online media outlets; athletes; artists; religious centers and groups; community members; and of course walking and biking advocacy organizations.

Tip: During the first few years, the location, frequency, and scale will likely evolve. Don’t be afraid to re-brand accordingly.

6(b). Decide Schedule and Frequency

Deciding how long and how often an open streets initiative should occur requires organizers to take stock of the available political, neighborhood, and funding support, as well as organizational capacity, projected attendance, and seasonal climate conditions.

Most initiatives begin in the morning—some as early as 7 am—and end in the afternoon—some as late as 6 pm. In warmer climates, morning hours tend to be more popular because attendees can avoid exercising during the hottest part of the day.

The majority of open streets initiatives occur on Sunday when reduced motor vehicle access is thought to have the

least impact. However, in some communities this may limit the participation of some businesses and churchgoers. For these reasons and others, many communities have experimented with, or maintained Saturday schedules, or ensured that their initiatives extend well beyond typical church service hours.

As for choice of season, North American open streets commonly occur between the months of April and October. While many new initiatives begin as annual efforts, the most successful North American initiatives have grown into monthly or weekly efforts.

Tip: During the logistical planning stage, survey community members, including business owners, to best understand schedule and frequency preferences.

6(c). Design the Route

A well-planned open streets route takes advantage of a city’s best physical and natural assets, including public spaces, entertainment venues, cultural institutions, and local retail, restaurants, and business districts. Usually, however, the available resources—financial, political, and human—most often determine the route length. However, it is more likely that a wider array of people will be able to participate if the route goes through heavily populated neighborhoods.

Being able to access the route without driving is important. Not only is it in keeping with the spirit of open streets, it also improves access equity. Thus, bicycles should be allowed freely on public transportation (if only temporarily) and routes chosen because they are transit-served and inclusive of underserved neighborhoods where permanent recreational or active transportation opportunities are lacking.

Route planning should exclude thoroughfares that are too steep and that do not feature smooth pavement. The route should also be designed to maintain easy access to emergency facilities, such as hospitals or police and fire stations. To ensure future support, the route should provide clear and well-managed alternatives for people driving motor vehicles.

Common Open Streets Activities

Area Programming

Arts and Culture	Theater productions, photography productions, music concerts, dance classes, reading spaces, libraries and playrooms, and craft exhibit
Recreation and Sports	Football (soccer), volleyball, aerobics, yoga, tai chi, spinning, extreme sports, cycling, skating, personal defense classes, moon bounces, walks, giant table games, children's games and activities such as magic shows, clowns, mimes, theater, drawing, and painting
Health	Kiosks/information tables about health care and physical activity recommendations, and taking vital signs, giving vaccinations, receiving blood donations, and conducting medical screening tests
Science and Technology	Interactive games and expos
Social Development	Anti-crime educational campaigns, workshops about environmental protection, and other workshops and games focused on gender issues and/or equity
Miscellaneous	Bike repairs, water stations, safety recommendations, kiosks for pet care, and rescue equipment demonstrations

Source: *Ciclovía Recreativa Implementation and Advocacy Manual*.

During the planning stage it is useful to conduct research on the community's perception of the proposed initiative and where the route might be best located. A few key questions worth asking people in the community are:

- Do residents plan to participate?
- If so, what day/time is most convenient?
- Do business owners worry about accessibility for their stores and offices?
- Do business owners want to sponsor the initiative or provide discounts to attendees?
- Does the community have particular programming and activity desires?
- What neighborhood resources may be leveraged?

To obtain answers to these and other questions, the lead organizing entity must contact stakeholders in advance so that they are educated about program goals, are given an opportunity to share insight on a host of local issues, and hopefully become partners in raising awareness, if not planning and participating in the initiative.

In addition, "route furniture" may need to be designed, sourced, and deployed along the route. Such items include movable barricades, print and/or digital wayfinding signs for participants and motor vehicle detours, portable public restrooms, and garbage cans. Other supporting facilities and furniture include water stations (publicly run or privately operated), bicycle

repair stations, wayfinding and information kiosks, and bicycle parking valet stations.

Tip: Routes that are too short don't offer enough opportunity for sustained physical activity and may bore participants. Routes that are too long may make activity seem too diffuse—even for those initiatives with high attendance—so make sure to include plenty of activities to keep participants engaged.

6(d). Develop a Staffing Plan

Developing a staff and volunteer plan is essential to the success of any open streets initiative. Such participants will be needed and should be responsible for planning, directing, and supervising the program. According to the *Ciclovía Recreativa Implementation and Advocacy Manual*, initiatives with more complex routes—longer than 10 km (approx. 6 miles)—should have a director, assistant director, chief logistics manager, and volunteer coordinator.

At a minimum, staff should ensure that the following positions are filled with a mix of volunteers and professionals: crossing guards, route guides, community and volunteer service, and first aid. While not everyone will need to know how to solve every potential problem, all staff, including volunteers, may need some basic training and should know who to contact in case of an emergency. Topics to cover in this training include, but are not limited to, the initiative's mission, citizenship, the environment and health, road closure and transit protocols, first aid, and security.

Tip: Outfit staff/volunteers with branded t-shirts on the day of the event so they are easily identified along the route.

6(e). Plan Supporting Activities

Not all initiatives have them, but supporting activities greatly enrich an initiative. A variety of activities enliven the route, involve a wider segment of the population, and can help keep the community interested in the initiative, particularly if it occurs frequently (once a month or more). To the last point, some experienced organizers believe that they must periodically redesign the route or add new supporting activities to keep people coming out.

The range of possible activities depends on the city and its local social and political culture. Ideally, all activities will align with the broader mission of the open streets initiative and offer a positive reflection of neighborhood, city, and regional values and aspirations. While supporting activities should be geared to people of all ages, they should not interfere with the physical activity—cycling, walking, jogging, skating, etc.—that takes place along the route.

Tip: All marketing and outreach efforts should publicize the diversity of activities taking place during the open streets initiative.

7. Celebrate the Effort

Organizing an open streets initiative is time-consuming work involving many organizations and individuals. Once you have determined a date for your first initiative, it's important to celebrate your hard work and thank your partners and champions, while also building excitement for the initiative and maximizing community support. To do so, organizers should invite the mayor, civic leaders, sponsors, and other public figures to kick off the initiative, especially if it is the municipality's first. This will help attract local media coverage and if successful, build political and community support for future efforts.

Tip: Host the kick-off rally at a central location and schedule it for a time when peak attendance is expected.

8. Pay Attention to Detail

Logistical coordination during the initiative is essential and must be carried out with attention to detail. Thus, organizers and volunteers should always know exactly what to do, where to do it, and for how long. A high level of organization and communication is particularly important

immediately before the car-free route is opened and then closed to participants.

Tip: Create an emergency plan and equip organizers and volunteers with walkie-talkies or cell phones so that communication remains fluid.

9. Create an Evaluation Plan

After the inaugural initiative is held, organizers should critically evaluate and share the successes and failures so that the next effort may be improved. According to the *Ciclovía Recreativa Implementation and Advocacy Manual*, such evaluation should be continuous so that each initiative is fresh and exciting for even the most regular participant. This is particularly important if the initiative occurs weekly or monthly. Elements that can be measured and evaluated include, but are not limited to, attendance and attendees support, number of people walking vs. biking vs. skating, etc., staffing, retail/vendor performance, overcoming logistical challenges, pollution, crime, and transit ridership. Cities with exemplary open streets evaluation programs in place include Missoula, MT, and Portland, OR.

Tip: Create an evaluation plan before the first initiative takes place. This will help organizers think critically during the initiative about what is going well and what can be improved.

Conclusion

Open streets initiatives have been shown to improve a community's health and environment, while providing a public space for community members to interact. Whether the focus is on your town, city, region, state or province, the case studies and best practices in this guide are a starting point to launching or growing your own initiative. As you encounter additional questions, you can continue to use the Open Streets Project as a resource by contacting info@OpenStreetsProject.org. We hope you are able to take the information in this guide and at www.OpenStreetsProject.org to make your community a healthier and safe place.

“

The importance of pedestrian public spaces cannot be measured, but most other important things in life cannot be measured either: Friendship, beauty, love and loyalty are examples. Parks and other pedestrian places are essential to a city's happiness.

”

- Enrique Peñalosa
Mayor, Bogotá, Colombia, 1998 - 2001



A History of Bogotá's Ciclovía

Bogotá's Ciclovía has drawn praise from around the world, and has helped the city become recognized as a global leader in the livable streets movement. However, the initiative's success was cultivated over the course of several decades and has not been without setbacks. Below is a partial timeline chronicling the development of one of the city's most iconic cultural exports.

Deprioritization/ 1985 - 1994

Event

- 1985 - City administration priorities changed
- Loss of 33 km and less connectivity of the circuit
- Circuit inequity: 80% of the route located in upper middle class neighborhoods
- The Ciclovía committee disappears

Actors

- Community - Citizens (street closure and participation)
- Government - Department of Transit and Transportation

Development/ 1974 - 1984

Event

- 1974 - 1976 - First and second Ciclovía attempts
- 1976 - Urban development study and creation of the Ciclovía concept
 - Mayoral decree that defined Ciclovía and established four routes
- 1982 - Change of city administration—a policy of public space recovery for citizens
 - Inaguration of the weekly Ciclovía and the creation of the Ciclovía committee

Actors

- Community
 - Pro-Recreation Foundation
 - Ciclopedia bike shop
- Government
 - Department of Transit and Transportation
 - Urban Development Institute
 - City Hall
 - Police Department
 - Education Secretariat
 - COLDEPORTES
 - National Cycling Federation

Graphic adapted from: *Ciclovía de Las Américas Implementation and Advocacy Manual (2009)*.

Modernization/ 1995 - 2007

Event

- 1995 - Change of city administration—more government accountability
- Administration of the Ciclovía program is assigned to the District Institute of Recreation and Sports
- Route expands from 21 km to 121 km
- Coverage equity: 70% of the localities are connected to the Ciclovía route
- Inclusion of additional parallel activities—Recreovía
- 1995 - 2007 - Construction of TransMilenio Bus Rapid Transit system
- 1997 - Private sponsorship covers 25% of total cost
- 2000 - Launch of TransMilenio means the loss of the city's main Ciclovía route
- 2005 - International Seminar: Ciclovías Unidas de las Americas (CUA network)
- 2006 - Ciclovía re-launched, includes new branding and services

Actors

- Community - Program users
- Activists
- Government - District Institute of Recreation and Sports
- Department of Transit and Transportation
- Urban Development Institute
- City Hall
- Police Department
- Education Secretariat
- City Health Department
- City Council
- Congress

Continuity/ 2008 >>

Event

- 2008 - Loss of 22 km due to TransMilenio bus rapid transit expansion
- Single day participation tops 1,000,000 people
- Increase in parallel activities (Recreovía), sponsorship, and services

Actors

- Community - Program users
- Activists
- Politicians
- Government - District Institute of Recreation and Sports
- Department of Transit and Transportation
- Urban Development Institute
- City Hall
- Police Department
- Education Secretariat
- City Health Department
- City Council
- Congress



CICLOVÍA

DOMINGOS Y FESTIVOS
7:00 A.M. a 2:00 P.M.



ALCALDIA MAYOR
SANTA FE DE BOGOTÁ D.C.

5

Appendix Resources & Bibliography

The Open Streets Guide required a lot of research. We recognize that there are many other excellent resources on open streets, and we hope you will explore these resources along with this guide. This Appendix has resources that we think open streets organizers should be familiar with, which can also be found as links on www.OpenStreetsProject.org. This Appendix also contains a full Bibliography, which includes all consulted print and web sources.

*Left: Signs mark Bogotá's Ciclovía route and remind citizens of the hours of operation.
(Image: Mike Lydon)*

Resources

General Resources

- Ciclovía Implementation and Advocacy Manual
- Citizens, Streets & Cities by Ricardo Montezuma
- Alliance for Biking & Walking Open Streets Mutual Aid Call Tip Sheet
- FAQ: Information for vendors at Open Streets on State Street
- Washington University St. Louis Open Streets Survey
- Seven Reasons for Shasta Living Streets
- Ciclovías Recreativas Public Health Program
- Portland Sunday Parkways 2008 Evaluation Report
- Portland Sunday Parkways 2009 Evaluation Report
- Portland Sunday Parkways 2010 Evaluation Report
- Missoula Sunday Streets 2010 Final Report

Sponsorship

- Sponsorship Packet for Bull City Open Streets
- Sponsorship Packet for Cyclovia Tucson

Logistics

- Open Streets on State Street Master Map (Chicago)
- Open Streets on State Street Detailed Event Timeline (Chicago)
- Open Streets on State Street Vendor and Programming Contact Form (Chicago)
- Open Streets on State Street Security and Crisis Plan

Volunteer Info

- Open Streets on State Street Volunteer Confirmation Email

Marketing

- Fargo Streets Alive Poster
- Chicago Sunday Parkways Poster
- San Francisco Healthy Saturdays in Golden Gate Park Poster
- Savannah Kids' Ciclovía Poster
- Somerville SomerStreets Poster

Programming

- CicLAvia Walking Tour Guide

Route Maps

- Fargo Streets Alive Route Map
- Cleveland Walk + Roll Slavic Village Route Map
- New York City Summer Streets Route and Programming Map

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