

New York City's Summer Streets & Weekend Walks

*The role of governments,
NGOs and private sector
partners in Open Streets*



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Dani Simons















Summer Streets	<i>benefits for...</i>	Weekend Walks
Chance to directly engage public with NYC's public realm and bicycling initiatives. International, national and local media coverage of NYC's sustainability agenda.	Sustainability	Creates local demand for car-free spaces in neighborhoods citywide.
7 miles of City streets open for walking, running and bicycling, plus low-traffic connection to Central Park for +6 miles	Health	Local businesses provide free fitness classes on the street, these events attract folks to walk that might not otherwise
Hundreds of thousands of people bring foot traffic to businesses on route	Local Business	Free publicity for local businesses, increased foot traffic on WW days
Draws regional and national tourists	Citywide Economy	Supports business districts in neighborhoods citywide, can help crystalize new BIDs







Why should City governments get involved?

- High barriers to private/non-profit sector entry
 - No immediate ROI through ticket sales (compared with a road or bike race)
 - New events take time to demonstrate value and attract sponsors
 - Limited pool of foundation grants to cover these events
 - Government bureaucracy / permitting requirements can be daunting

Why Should Governments Get Involved?

Huge potential for social benefit

- Increase public health
- Discuss bike/ped/public space programs
- Discuss traffic safety and model safe behavior without being preachy
- Boost local economy
- Build goodwill and support from residents
- Generate positive PR for the City





How can governments help?

Lead

- Provide a dedicated staff person to oversee event who understands the mission/purpose
- Provide start-up funds and help attract sponsors
- Contract out day-to-day management, recruitment of programming partners and sponsors if need be



How can governments help?

Facilitate

- Reduce red tape
- Create a mini-guide for community groups who want to host events in the street
- Create a lightweight RFP programs for these events and expedite permitting for those selected to host events
- Give access to low-cost/free City marketing platforms to promote event(s)

Find Project Types

ACTIVATING STREET SPACE

The quality of the street environment depends not only on the physical design of the street, but also the uses and programming that activate it. There are many ways for public and private entities to activate spaces along our streets and sidewalks. Some projects like outdoor café seating or sidewalk merchant displays add vibrancy and fine-grained visual interest to the City's retail districts. Others like street fairs, street artists and play streets, operate at certain times of the day or year. These events and happenings add life, enrich our cultural landscape and connect us to the ebbs and flows of the seasons.



Block Parties
& Street Fairs



Outdoor Café
& Restaurant
Seating



Play Streets



Parklets

FIND PROJECT TYPES

Activating Street Space

Greening & Stormwater
Management

Pedestrian Safety &
Traffic Calming

Reclaiming Roadway
Space

Other Streetscape
Elements

Building Neighborhood Support

Work with your
neighbors to
make street
improvements
happen.
Read more...



www.sfbetterstreets.org

How to knock it out of the park...

- Get clear on your goals internally
- Plan on dedicating capable staff to manage the event especially in the first year or two
- Be savvy about marketing, it may seem like an extra expense but it's essential to getting people to come, which will make your event a success, which will attract more private sponsorship

On spending money...



“While there might be routes that could compare, none could surpass starting at the steps of the City Hall of the capitol of the world, up the Yellow Brick Road of Park Avenue, over Grand Central Station, around Central Park... More sights than your eyes could see. More sounds than your ears could hear. A day to remember that humans and the things they do can be pretty cool.”

- One of the hundreds of thank you notes e-mailed to NYCDOT after the first Summer Streets



Dani Simons

hello@danisimons.com || @danisimons

Two Flavors of Open Streets

Summer Streets

- Summer Streets is an annual celebration of New York City's most valuable public space—our streets. Summer Streets provides space for healthy recreation and encourages New Yorkers to use more sustainable forms of transportation.
- On three consecutive Saturdays in the summer, nearly seven miles of New York City's streets are opened up for everyone to play, run, walk and bike.
- In 2012, more than 250,000 people took advantage of the open streets.

Weekend Walks

- Temporary pedestrian streets that create great opportunities for New Yorkers to meet, see their neighborhoods in a new way, and relax on summer weekends.
- NYCDOT partnership with community groups, **19 locations in all five boroughs**
- Regular, repeating events, from 2-6 days from May through October
- Partners include local merchants' associations, community groups, and business improvement districts
- A fun way to highlight local businesses and cultural institutions.