

ATLANTA streets alive!

www.atlantastreetsalive.com

**SUNDAY
OCT. 17
1-6 PM**



ATLANTA STREETS ALIVE
Atlanta Bicycle Coalition

Fall 2010

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Atlanta Streets Alive is a first-of-its kind event in a notoriously car-centric city; we have just 30 miles of bicycle lanes, a tremendous and expensive backlog of broken sidewalks, and relatively low (but growing) rates of bicycle commuting and walking. We seek to shift the current dynamic and replace it with a proactive community that comes together on a regular basis to participate in active transportation, physical activity, cultural and artistic endeavors, and to enjoy our neighborhoods and communities from a different perspective—from the street.

Atlanta Bicycle Coalition

Atlanta Streets Alive is a project of the Atlanta Bicycle Coalition. ABC's mission is to make it safer and easier for people to ride bicycles. We believe this will help create a healthier, more sustainable Atlanta and allow people to enjoy a higher quality of life while improving public health, cleaning the air, reducing congestion, and building community.

We work to accomplish this by advocating for better facilities for bicycles, educating cyclists and drivers on sharing the road safely, offering programs to support those who would like to start biking, and enable those who already bike to ride more often. We promote the bicycle as both a viable transportation solution and a community-building form of recreation and exercise.

As the Atlanta region continues to grow, the challenges in the areas of transportation, air quality, public health, and mobility accumulate. If we are to maintain the quality of life instrumental in attracting growth to our city and region, we must address these issues.



Goals

1. Allow participants of all ages and backgrounds to experience our streets in a new way—as a shared, safe and active space for people in motion
2. Improve the long term health and well-being of all Atlantans, regardless of current fitness condition, by increasing levels of physical activity
3. Reduce dependence on the car for transportation and raise acceptance of bicycling and walking as ways of getting around
4. Create a space for people of diverse backgrounds to interact and build social capital
5. Increase neighborhood awareness, connectivity, mobility and livability
6. Provide a wide variety of free physical, cultural, health, and social activities in keeping with Atlanta's unique history
7. Provide opportunities and exposure for local businesses along the route
8. Facilitate greater awareness of the connections between environmental, transportation, and nutrition/food issues in Atlanta
9. Build long-term sustainability and success through partnerships and sponsorships by like-minded organizations and businesses
10. Evaluate the program's success in achieving objectives



Welcome to Atlanta Streets Alive!

Imagine a street full of people of all ages and backgrounds, walking, biking, creating and laughing, together. A street temporarily closed to cars, but open to people. Imagine residents safely enjoying their city, socializing with neighbors, and engaging in healthy activities. Imagine if all of this were free, with absolutely no barriers to participation. By the people, for the people. Sound good yet?

On May 23rd, we turned this dream into a reality by organizing the first-ever Atlanta Streets Alive.

Atlanta Streets Alive takes a valuable public space—our city's streets—and opens them up for people to play, walk, bike, breathe, and make their own.

Modeled on tremendously successful events from around the world, including Bogotá, Colombia's Ciclovía; Paris, France's Paris Plage; and San Francisco's Sunday Streets, ASA is part bike tour, part block party, and a great time for getting active, supporting local businesses along the route, people watching, and enjoying our amazing city!

Building on the success of the May event, the next Atlanta Streets Alive is planned for Sunday, October 17th from 1-6pm.

We're excited to report that due to the tremendous success of the May 23rd event, our proposed route for October 17th will include several blocks of Peachtree Street and an extension along Edgewood Avenue to incorporate businesses and residents who want their street to come alive!



More About Atlanta Streets Alive!

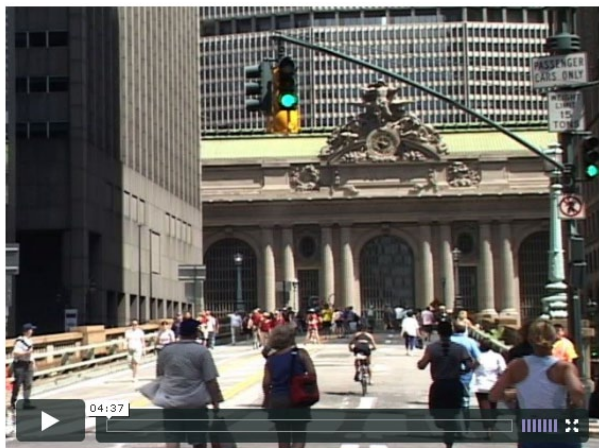
When is Atlanta Streets Alive?

Our first Atlanta Streets Alive took place May 23rd from 1-6 pm. in downtown Atlanta. Road closures, totaling just under 2 miles, included Edgewood and Auburn Avenues.

Never intended to be just an annual event, Atlanta Streets Alive is coming back this fall! Our planned date is Sunday, October 17th from 1-6 pm.

What, exactly, is Atlanta Streets Alive?

Atlanta Streets Alive was inspired by the Ciclovía in Bogotá, Colombia, where city streets are closed to car traffic to allow people to participate in all kinds of free health and community-oriented events. Thirty years after the first program, the concept has spread around the world from Tokyo, Japan to Kiev, Ukraine. Now we are bringing it to Atlanta! Imagine something like this:



<http://www.streetfilms.org/summer-streets-2008-nyc>

How much does it cost?

Atlanta Streets Alive is absolutely free to all participants. Some will enjoy the route by bicycling, strolling, skating, or just people-watching. Others will participate in free group events such as tango, yoga, hula hooping, break dancing and other physical activities. These group events will be placed at spots along the route.

Who can participate?

Atlanta-area residents of all ages, families, local businesses, and visitors are all invited to join the fun. Everyone is welcome, no sign-ups required. Participants will enjoy this unique opportunity to safely enjoy the streets and experience their city in a new way. We are working with a wide range of organizations in Atlanta to coordinate activities along the route that take into account the city's incredible diversity. There will be something for everyone!

How will Atlanta Streets Alive impact city traffic?

Atlanta Streets Alive is held on a Sunday afternoons from 1-6 p.m., a time of the week with low auto traffic. We have carefully selected this time frame to avoid overlap with other large events going on throughout the city, and to allow those who attend church services to participate.

Additionally, there will be "soft closures" with cross traffic allowed at a limited number of points along the route and auto access for residents and businesses located within the closed route. This type of closure has worked very well in other cities around the world.

Who will benefit?

Atlanta Streets Alive offers free and fun physical activity space to all Atlantans, and will provide open space in areas that have not been people-friendly in the past. Local businesses will benefit from increased pedestrian and bicycle traffic along commercial corridors. The event will provide a model of how cities can provide healthy, environmental friendly outdoor activities for their residents.

We hope those who experience Atlanta Streets Alive will be more compelled to walk, bike, or take transit to work in the future, to take up a new hobby (be it yoga or salsa dancing), or return to a favorite spot they discovered along the route. Our program would be limited in its utility if it did not in some small way affect how participants view the city's streets and carry on their daily lives.

What is the history of ciclovías?

"A quality city is not one that has great roads but one where a child can safely go anywhere on a bicycle." - Enrique Peñalosa, Former Mayor of Bogotá, Colombia.

Ciclovía, literally "bike path" in Spanish, is a ground-breaking event that started in Colombia's capital city, Bogotá, in 1976, when city officials and activists, struggling with overwhelming traffic and unsafe spaces for pedestrians and bicyclists, worked to close a single city street to cars and opened it up for people. The program started small and grew in the 90's under the Mayor and the Parks Director, Enrique and Guillermo Peñalosa. By 1996, the Ciclovía was recognized as the most important recreational activity in the country. The route was extended to 50 miles in 1997 and events to appeal to non-cyclists were added.

Today the Ciclovía is a weekly event that draws over 1.5 million people to walk, bike, skate, and enjoy more than 70 miles of car-free streets. Nearly 20 percent of this city's population turns out every Sunday and holiday to participate in the 7 a.m. to 2 p.m. closures, which include unparalleled free recreation and social opportunities, including dance and yoga lessons in the city's streets and local parks. The Ciclovía covers 70 percent of Bogotá's 20 neighborhoods, with four loops through the city, enticing people to walk, skate, or cycle to other neighborhoods, visit friends and take their children to different neighborhood parks to play.

Lately, ciclovias have been spreading like wildfire throughout the Americas and the United States. And they are not limited to cities like New York and San Francisco, but include Cleveland, Baltimore, Louisville and Miami.

Atlanta now proudly joins that list. We hope the ciclovía will become an ongoing and enriching part of the Atlanta experience.

To get a sense of what happened during the first Atlanta Streets Alive, here's the list. Remember, the entire event was free!

Atlanta BeltLine

Information; the BeltLine project is repurposing a historic 22-mile rail corridor around Atlanta's urban core and aims to improve transportation, add greenspace & promote redevelopment

Atlanta Bicycle Coalition Bike Station

Bike Rodeo & Safety; Bike Parking; Volunteer-led group rides of 4.4 mile bike loop leaving every half-hour

Atlanta Street Food Coalition

Delicious & healthy snacks from favorite vendors including the Good Food Truck, the King of Pops & the Yummvi Truck

Atlanta Peachtree Road Rollers Social Skate

Group rollerblading along the route organized by the city's oldest club for inline skating & outdoor road skating

Atlanta Thrashers Slapshot

Test your hockey skills at the official Thrashers Slapshot game

Audrey By Design

Sidewalk painting (fun & contest) and photo memory moments

Awalim Tribal Belly Dance Company

Belly dancing demonstrations & lessons to live drumming; Egyptian bellydance combined with American Tribal style, American Cabaret, North African, Turkish, Indian Rajsthani & Persian

BOUNCE Fitness

Obstacle course, double dutch & chalk art

Capoeira Decatur

Demonstration & lessons; Capoeira is an Afro-Brazilian art form created in Brazil that combines elements of martial arts, music & dance

Campus MovieFest Camera Testimonials

Get filmed at ASA!

Captain Planet Recycling Relay Games

Recycling-themed relay races; the Captain Planet Foundation encourages children and youth to work individually and collectively to solve environmental problems in their neighborhoods & communities

Chinese Shaolin Tai Chi / Kung Fu

Shaolin kung fu, tai chi & weapons demos & classes; Originally conceived by the Buddhist Monks in the Honan Province of Northern China, Shaolin kung fu was developed as a way to discipline the mind and body, encompassing a wide range of styles & techniques. Tai Chi is the most famous of all the internal arts from China and involves intense concentration on your immediate activity with an emphasis on complete relaxation

Citizens for Progressive Transit

Transit advocacy & information; CfPT is committed to working with MARTA and regional leaders to help bring about comprehensive, long-term improvements to public transportation throughout the greater Atlanta region

Dance Truck

6 Choreographers & 6 unique dance performances at various locations along the route; featuring Joel Taylor Ballard, Beacon Dance, Ismail Ibn Conner, T Lang, Ellen Lyle & Out of Hand Theater (1, 2, 3, 3:30, 4 & 5pm)

Easy Living Pedicabs

Pedicab rides around the route; also known as a cyclo or trishaw, a pedicab is a three-wheeled taxi consisting of a bicycle-powered driver platform and passenger carriage

Fixie Bicycle Gallery & Repair Services

Custom built bike gallery on display and traveling bike repair services

Georgia State University Nutrition Department

BMI Measurements, healthy living tips & recipes

Gold's Gym Zumba & Aerobics

Zumba & aerobics & classes; Zumba is a fitness program that originated in Columbia and combines Latin & international music with dance

HealthMPowers

Agility course, jump rope, hula hoop, hop scotch & tag

HoopTastic Play in the Streets

Acrobatics, hoop lessons, poi spinners & acrobats

The Imperial OPA Circus Troupe

Fire eaters, hoopers, body stackers, aerial acts & dance artists

Intown Academy Open House

Kid-friendly activities (hula hoops, face painting, karaoke) & refreshments for any visitors who stop in to learn about the school

Little 5 Points Music Center

Various groups performing jazz & pop music, including the Watermelon Men!

Living To The Beat Breakdancing

Demonstrations & classes from Georgia State University's ensemble raising money for kid's charities

LottaFrutta Special Celebration

Scheduled stop along bike route; gourmet fruit house & market

Mike Brown and the Downtown Connection

DJ & band, dancing in the park

Planned Parenthood Young Leaders

Health information

Sierra Club Camping Challenge

Tent-building races, "leave no trace" camping ethics & camping recipes

Starbucks Healthy Smoothie Giveaway

Stop by for free samples of Starbucks "healthy smoothies"

Sweet Auburn Curb Market Special Sunday Opening!

Sidewalk vendors, live music, kids JumpNPlay & snow cones; specials from Grindhouse Killer Burgers, Cafe Campesino, Green City Market, The Greek & more

Vegan Coke Live Music

Roving acoustic musicians

YouthN2Fitness

Fitness Drills

The Response From Atlanta

“My hope is that this event will inspire us all to get more involved and help make Atlanta a finer place to live, work, and play”

—Mayor Kasim Reed

“Turning over our streets to pedestrians rather than cars and trucks literally helps bring a city to life.”

—Journalist Maria Saporta

“This is probably one of the coolest things to do yet—if this doesn’t make you jump up off the couch and get out there, I don’t know what will!”

—Atlanta: 365 Days, 365 Things to Do

“Atlanta just got way awesomer”

—Michelle Marcus, *I Dream of Bicycling*



“This is Atlanta at its best. No matter how you choose to experience it—on foot, bike, rollerblades, skateboard—smiles come alive during Atlanta Streets Alive.”

—City Councilman Kwanza Hall

The Response From Atlanta

Dear Atlanta Streets Alive,

Thanks so much for supporting Atlanta Streets Alive last Sunday!

As I'm sure you have heard, we had almost 6000 folks including my son and I. Even though he is four years old, this was his first experience seeing the skyscrapers downtown because usually the area is either choked with traffic on weekdays or a ghost town on the weekends.

We biked from East Atlanta to the route and he couldn't stop talking about it all night and the next day. He kept saying we got to go to a festival and we saw belly dancers and hula hoop dancers and danced to "funky" music. We ate hot dogs on the street, bought t-shirts, stopped in the farmers market bought produce and snow cones, bought a sandwich from a street vendor, and stopped at a coffee shop and had a cookie. We were there riding with him on the "tag-a-long" or stopping to enjoy the street life for almost the whole four hours.

I travel to DC and Portland quite often and this was my first experience in Atlanta that approached the vibrant street life that exists in those two cities. We had a GREAT time!!! And all in all I think I spent close to \$80 in businesses along the route. While I know everyone didn't spend this much, even if they spent \$20, the economic impact for these businesses for this first time event approaches \$120,000. I would encourage you to continue to support this activity common in other world class cities like Chicago, Bogota, Portland and elsewhere. I look forward to the day that this is a regular monthly event!

—Ken Rose (Atlanta, 30316)

Media Coverage

Atlanta Streets Alive's first event generated a whopping 128,000 mentions on the world wide web - everything from major newspaper articles; events, sports & entertainment sites; health, real estate, business & neighborhood organizations; to trend-setting blogs, YouTube videos, and fan photos posted across media & social networking sites.

(This number exceeds web results for all other US ciclovias by, on average, 2-3 times.)

Specific publications include the Atlanta Journal Constitution, Creative Loafing, Atlanta INTown Paper, the SaportaReport, even Wikipedia.

Local news channels including NBC, ABC & CBS all covered the event.

Please visit atlantastreetsalive.com/media for links and additional details.



How can I get involved?

The success of Atlanta Streets Alive would not be possible without the support of our sponsors and donors, as well as our dedicated team of volunteers and partner organizations.

There are several ways you can get involved in our upcoming October 17th event.

Join the Planning Committee

The ASA planning committee, consisting of both volunteers and partner organization staff, meets bi-weekly to coordinate all aspects of the event. If you are interested in assisting or taking on a leadership role, please email the Atlanta Bicycle Coalition at info@atlantabike.org or call (404) 881-1112.

Become an Activity Partner

To apply to become an activity partner October 17th, please contact us with your creative, bold idea that will get people active, engaged, and having fun! Email info@atlantabike.org or call (404) 881-1112.

Make a Donation

Atlanta Streets Alive is completely free to participants and is being funded largely through individual and private business support. ASA is working with partners such as Atlanta City Councilmember Kwanza Hall, the Centers for Disease Control, Central Atlanta Progress, and the Atlanta Regional Commission to help plan the day, but we need your grassroots funding support to make the event a reality.

In order for Atlanta Streets Alive to happen we must raise funds to cover event insurance, logistics costs, and event publicity. We welcome your volunteerism, but we need your financial support!

If you'd like to contribute, donations and sponsorship checks can be made out to: Atlanta Bicycle Coalition, Attn: Atlanta Streets Alive, 213 Mitchell Street, Atlanta, GA 30303. Payments of \$250 or less can also be made online at atlantastreetsalive.com/donate.

Become A Sponsor

Business and organizational sponsors are critical to the success of Atlanta Streets Alive. For details on sponsor levels for the October 2010 event, please see the following page. To secure a sponsorship opportunity, email Rebecca Serna at rebecca@atlantabike.org or call (404) 881-1112.

Thank you so much for your support and we hope to see you out on the streets!



Sponsorship Opportunities

Atlanta Streets Alive provides a unique opportunity for forward-thinking businesses to support Atlanta's first-ever ciclovía, and establish an early relationship in what is slated to become an ongoing event.

Modeled on tremendously successful programs from around the world, Atlanta Streets Alive is sure to attract an abundance of media coverage. We hope such attention will serve to further benefit the local community and ASA's partners, increase awareness of related issues, and shine a positive national spotlight on the city of Atlanta.



<http://www.wsbtv.com/video/23669034/index.html>

Atlanta Streets Alive will bring 6,000-10,000 people to the streets, and will be a fantastic opportunity for your organization to reach a wide swath of Atlanta's citizens and visitors.

"The ciclovía model, already common in Latin America and Europe, is the wave of the future for road closures in North American cities."

—John Greenfield,
Parks & Recreation Magazine

Who is organizing the event:

The Atlanta Bicycle Coalition, a 501(c)(3) non-profit organization, in partnership with Atlanta City Council member Kwanza Hall, the Centers for Disease Control, Central Atlanta Progress & the Atlanta Downtown Improvement District, the Atlanta Regional Commission, Georgia State University's Institute of Public Health, and the graduate student association of Georgia Tech's School of City Planning program.

Who is funding the event:

The Atlanta Bicycle Coalition, made possible by private donations & business sponsorships, and Atlanta City Council Member Kwanza Hall.

Event location:

Downtown Atlanta & the Old Fourth Ward neighborhoods. Route follows Edgewood Avenue and Peachtree Street.

Event will include:

Road closures/car-free streets (approx 2 miles), all manner of physical activities (biking, walking, running, skating, hula hooping, dance, aerobics, yoga, martial arts), live performances (music, dance, circus, theater), art, information & education.

Vendors:

Outside vendors not permitted - attendees are strongly encouraged to patronize local businesses for food & beverages.

Cost to attend: Free

Previous attendance (May 23): Approx 6,000
Expected attendance (Oct 17): 6-10,000

Previous partners:

Atlanta BeltLine, Atlanta Contemporary Art Center, Atlanta Downtown Neighborhood Association, Atlanta Peachtree Road-rollers, Atlanta Street Food Coalition, Atlanta Thrashers, Audrey by Design, Awalim Dance Company, BOUNCE Fitness, Campus MovieFest, Captain Planet Foundation, Chinese Shaolin Center, Citizens for Progressive Transit, The Civic League of Regional Atlanta, Congress for the New Urbanism, Dad's Garage, Dance Truck, DJ Chad Noellert, Easy Living Pedicabs, Gold's Gym, GSU Nutrition Department, HealthMPowers, Imperial OPA Circus Troupe, Intown Academy, Little 5 Points Music Center/ Community Music Centers of Atlanta, LottaFrutta, Maculele Capoeira, Marcellina G, Mike Brown & the Downtown Connection, Nick Ogawa, No Mas Cantina, Noni's Bar & Deli, Planned Parenthood Young Leaders, Scoutmob, Sierra Club Georgia Chapter, Starbucks, Superhooper, Vegan Coke, Youth N2 Fitness

Previous sponsors:

Councilman Kwanza Hall, Creative Loafing, Gordon Biersch, The Sweet Auburn Curb Market, Grindhouse Killer Burgers; Everyday Celebrations Photography.

In-Kind:

AirTran, Corporate Imagine Solutions, The Coca-Cola Company, Custom Signs Today, Danneman's, dotdot interactive, Fixie Bicycle Gallery, Zipcar

Sponsorship Levels

Route Sponsor

LIVE POSITIVELY



\$7,500+ (one)

- Half-mile markers along the route
- Largest logo placement on bicycle billboard
- Largest logo placement on promotional items
- Largest logo placement on event banners
- Largest logo placement on poster
- Live mention at start of event
- Opportunity to provide sponsor collateral along the route
- Sponsor logo on: website main page with reciprocal link, ads, marketing & press/media pieces, and event program

Street Sponsor

\$3,000+

- Medium logo placement on bicycle billboard
- Medium logo placement on promotional items
- Medium logo placement on event banners
- Medium logo placement on poster
- Live mention at start of event
- Opportunity to provide sponsor collateral along the route
- Sponsor logo on: website main page with reciprocal link, ads, marketing & press/media pieces, and event program

Lane Sponsor

\$1,000+

- Small logo placement on bicycle billboard
- Small logo placement on promotional items
- Small logo placement on event banners
- Small logo placement on poster
- Live mention at start of event
- Sponsor logo on: website main page with reciprocal link, ads, marketing & press/media pieces, and event program

Sidewalk Sponsor

\$250+

- Small logo on website main page with reciprocal link
- Small logo on marketing & press/media pieces
- Name listing on event program

Market Sponsor

\$100+

- Name listing on website main page with reciprocal link
- Name listing on marketing & press/media pieces
- Name listing on event program

*Logos for organizers (Atlanta Bicycle Coalition & Councilman Kwanza Hall) and select Partner organizations may also be included on printed materials.



To Become a Sponsor

Please contact us by email (rebecca@atlantabike.org) or by calling (404) 881-1112

Checks may be made out to
Atlanta Bicycle Coalition
ATTN: Atlanta Streets Alive
213 Mitchell Street
Atlanta, Georgia 30303

In-Kind Contributions

Atlanta Streets Alive would also greatly appreciate contributions in the form of goods or services. Our "wish list" includes:

- T-shirts
- Food/drink for volunteers
- Media placement/ads
- Printing services (for flyers, postcards, posters, etc)
- Giveaway items (must be environmentally friendly, i.e., reusable water bottles)
- Services including photography, videography, PR/marketing
- Bikes & helmets for donation to kids
- EMT services
- Items/services for auction at fundraiser

If you have an item/service you would like to donate for a silent auction or are able to provide any of the above please email info@atlantabike.org or call 404-881-1112.

In-Kind contributors shall be awarded Donor, Partner or Sponsor status based on the value of the gift:

Donor (under \$200): Listing on website with linkocal link

Sponsor (over \$200): Contact us for equivalent sponsor level

Look of the Event



These posters will be placed in local businesses, MARTA stations, newspapers, local publications, websites, blogs, and social media

*Logo placement for sponsors at Lane level or above received by September 10