

# Open Streets, Sunday Streets, Your Streets, Their Streets



Aaron Hipp and Amy Eyler – Washington University in St. Louis

Susan Zieff – San Francisco State University

Mike Samuelson – Alliance for Biking & Walking / Open Streets Project

# Presenters



**OPEN** 2012 **STREETS** COME PLAY ON TRAFFIC-FREE CITY STREETS!

**Activities**  
zumba  
art **FREE!**  
live music  
yoga  
bike checks  
softball  
free kids helmets  
architectural tour

**SEPTEMBER 29**  
9 am-1 pm  
Southwest Garden Neighborhood  
One block west of Tower Grove Park  
Flip for map

**NEARBY EVENTS TO WALK OR BIKE TO:**  
TOWER GROVE FARMERS MARKET 1.0mi  
GREEN HOMES, GREAT HEALTH FESTIVAL 1.5mi

**CELEBRATE YOUR CITY!**  
WWW.STLOUIS-MO.GOV/OPENSTREETS  
FACEBOOK - OPENSTREETSSL

trailnet INTERNATIONAL INSTITUTE

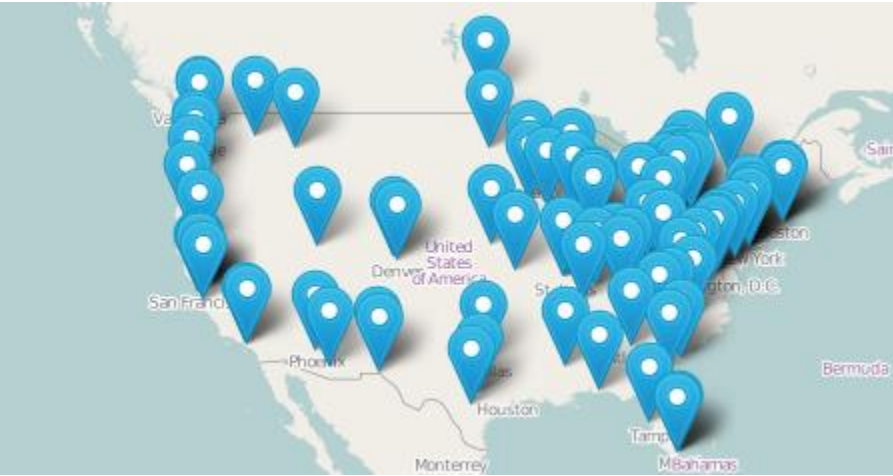
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**Alliance**  
for  
**Biking & Walking**



# You say Ciclovía, I say Open Streets





# Outline

- Route selection criteria and process
  - Susan
- Creating sustainable initiatives
  - Mike
- Evaluating initiatives
  - Amy and Aaron





# Susan Zieff Slides



come out & play



**sunday streets**  
*san francisco*

# *ROUTE SELECTION CHARACTERISTICS AND PRIORITIES*

SUSAN G ZIEFF PH.D  
SAN FRANCISCO STATE UNIVERSITY

# GOALS:

- Describe criteria used for route selection for Sunday Streets SF
- Discuss some technological resources useful for developing the route





## SUNDAY STREETS SF (2008)

- Distinguished from Golden Gate Park closure (Sundays since 1970; Saturdays since 2007) by purposeful route development to:
  1. Provide open space in neighborhoods underserved for recreational resources
  2. Enhance community connection
  3. Increase opportunities for PA and recreation (free, safe environment)
  4. Reach residents who experience disease burden
  5. 2012 – 10 events on 6 different routes

# 2012 MAP OF ROUTES

**March 11:** Embarcadero;

**April 15:** Great Highway & Golden Gate Park;

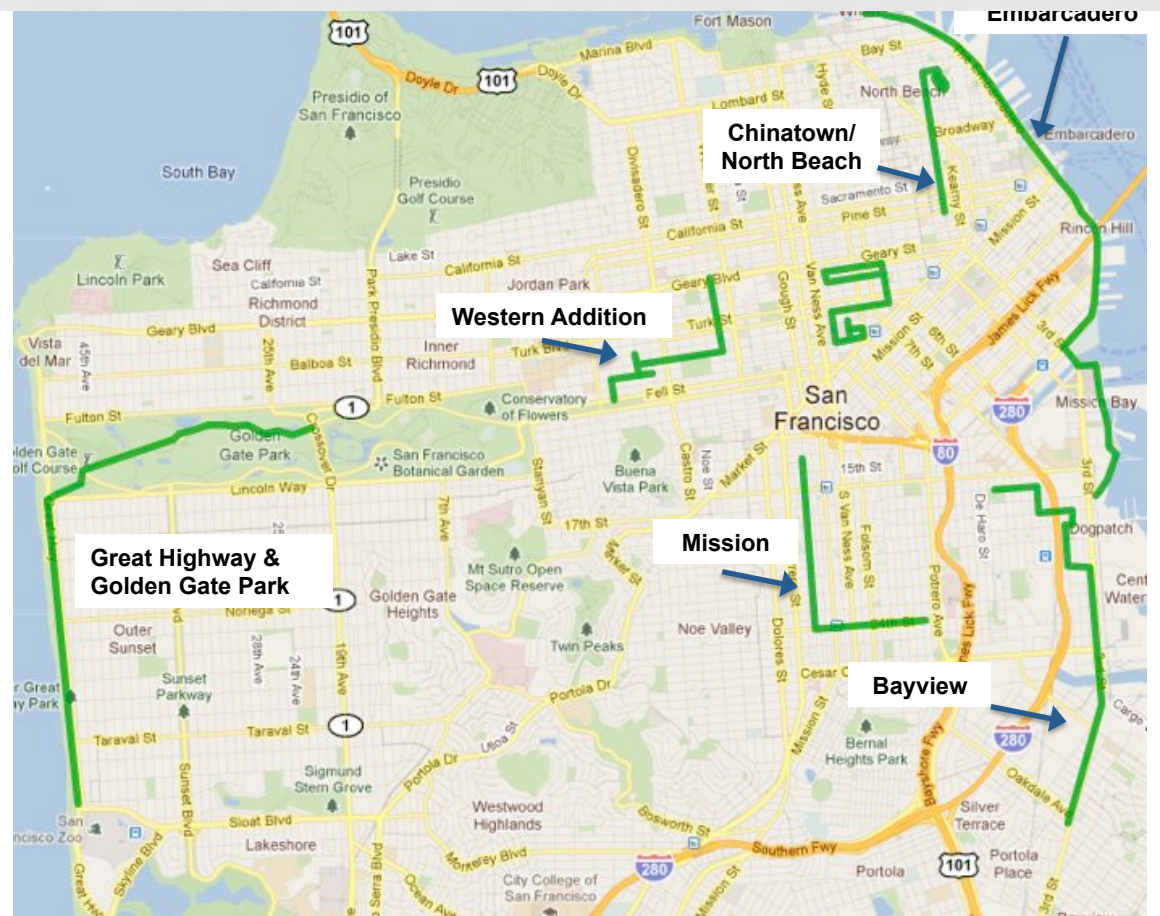
**May 6, June 3, July 1, Aug 5:** Mission

**July 22:** Bayview, Dogpatch

**Aug TBA:** Chinatown

**Sept 9:** Western Addition, North Panhandle & Alamo Square;

**Oct 21:** Southwest SF, route TBD



# ROUTE SELECTION GOALS: BALANCE TRANSIT WITH COMMUNITY INTERESTS

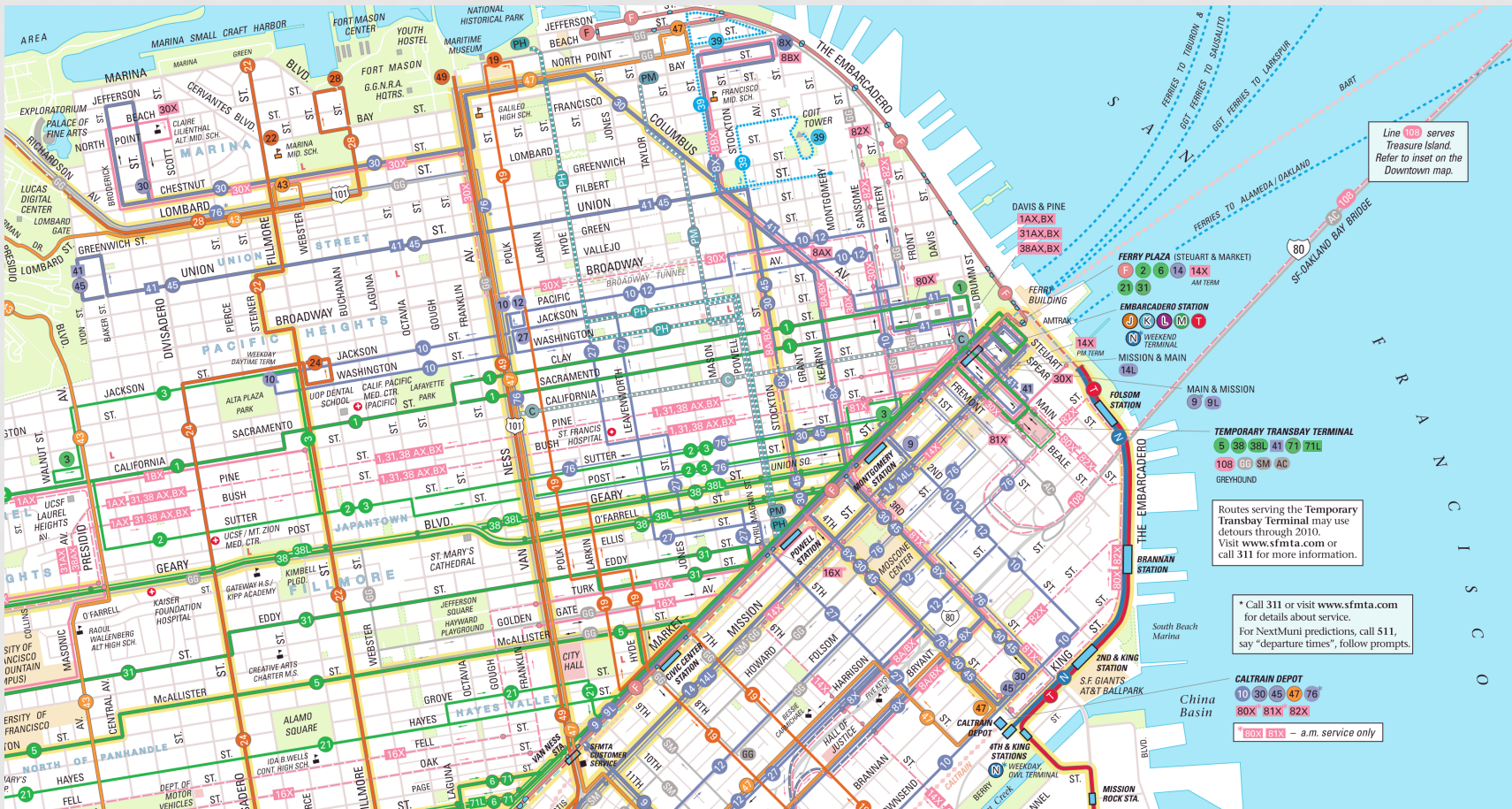
- Know and gain support from selected community
- Tenderloin route example: community with large income and health disparities
- Social justice considerations:
  1. Income
  2. Health disparities (<http://www.sustainablestsf.org/>)
  3. Lack of open space
  4. Transit dependency



# REVIEW AVAILABLE MAPS

- SF MUNI map x SF Bicycle Map
- <http://www.sfmta.com/cms/mmaps/official.htm>.
- Focus on streets with commercial corridors and places of interest with minimal displacement of transit
- Ask community what they want and where do they want it?
- Identify community assets
- Determine re-routing that best serves community, transit users and Sunday Streets

# TENDERLOIN EXAMPLE: SF MUNI MAP



- See route options for Tenderloin on handout.

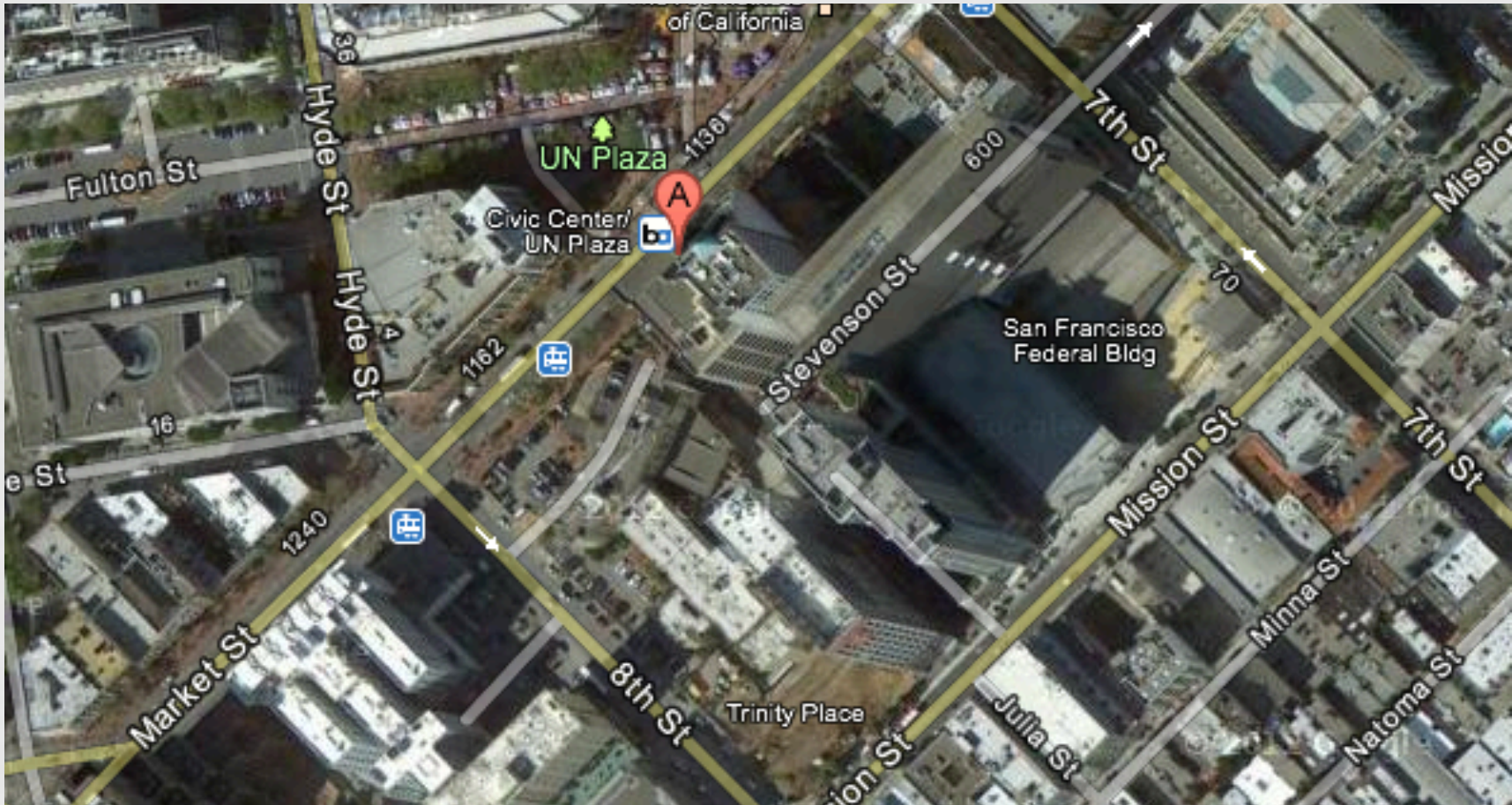


# DEVELOPING THE ROUTE

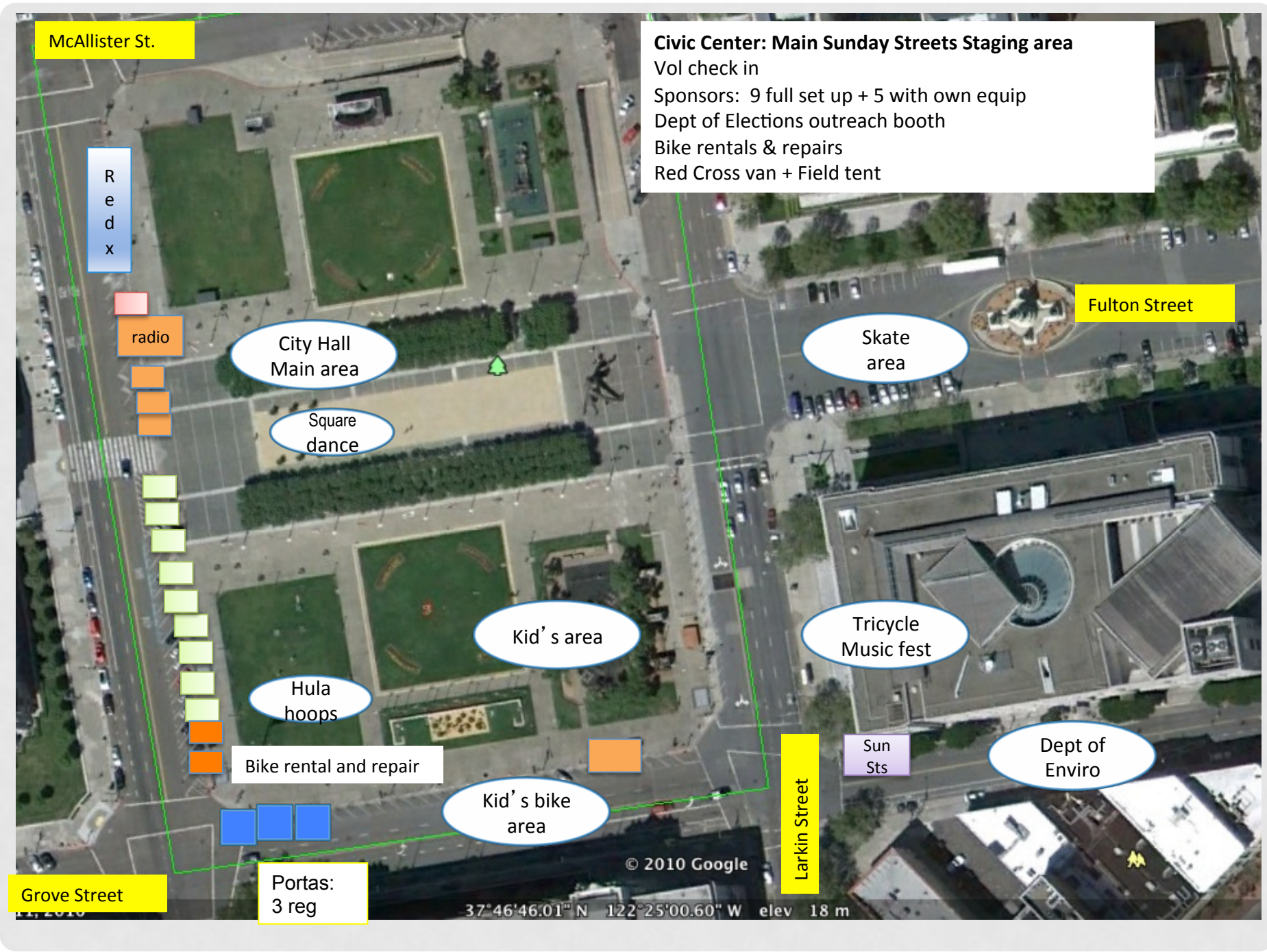
- Walk route: look for driveways, hotels, parking lots, residences, car rentals
- Create “work-around” (barricaded access lane)
- Pavement quality, hills (avoid above 10% grade), potholes, railway tracks
- Community resources
- Scheduling: use database (SFMTA) that shows all events near open streets date

# USING GOOGLE MAPS/EARTH

- Use maps for logistical planning
- Stations: volunteers, restrooms, first aid, recycling, programs areas







McAllister St.

**Civic Center: Main Sunday Streets Staging area**  
Vol check in  
Sponsors: 9 full set up + 5 with own equip  
Dept of Elections outreach booth  
Bike rentals & repairs  
Red Cross van + Field tent

Red x

radio

City Hall Main area

Square dance

Kid's area

Hula hoops

Bike rental and repair

Kid's bike area

Skate area

Tricycle Music fest

Sun Sts

Dept of Enviro

Fulton Street

Grove Street

Portas:  
3 reg

Larkin Street

© 2010 Google

37°46'46.01" N 122°25'00.60" W elev 18 m



### Boedekker Park

Volunteer Check in – set up booth in parking lane on Jones  
Porta potties (2 reg)- set up outside park, in parking lane, towards the north end of the park on Jones

**Activities:**

- Tai Chi at 11-12 with Chris Sequeira of Living
- Basketball and Soccer Clinic 10-11am
- Jazz band Melvin and the Mellotones 1-2 pm
- Activities for kids in the children’s play area
- Free bike repair station by Mike’s Bikes.

2 reg toilets



Vol Check in



Mikes Bikes repair station





# PUBLIC VIEW MAP

Mission  
May 6  
June 3  
July 1  
Aug 5



# THANK YOU!

- Questions?
- Susan Zieff, Ph.D.
- [susangz@sfsu.edu](mailto:susangz@sfsu.edu)

Active Living Across the Lifespan Research Group

# Creating Sustainable Open Streets Programs



- Building a coalition of supporters
- Messaging Open Streets
- Identifying and targeting decision makers



## The Open Streets Guide



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

**STREET  
PLANS**  
MIAMI NEW YORK

  
Alliance  
for  
Biking & Walking



# Align with other City Initiatives and Priorities

- Social Equity via our public spaces
- Design cities with people in mind, not cars
- Create neighborhoods where physical activity is safe and enjoyable
- Other tactics:
  - Placemaking
  - Bikeshare
  - Encouraging biking/walking for transportation





# Engage local stakeholders early and often in the process

- Advocacy and Community groups
- Businesses
- Religious groups
- Foundations
- Allies within government
  - Friendly agencies and individuals
- Individual supporters



# Generate interest amongst decision makers and stakeholders

- Invite leaders to attend Open Streets
- Give ownership of the route to local stakeholders



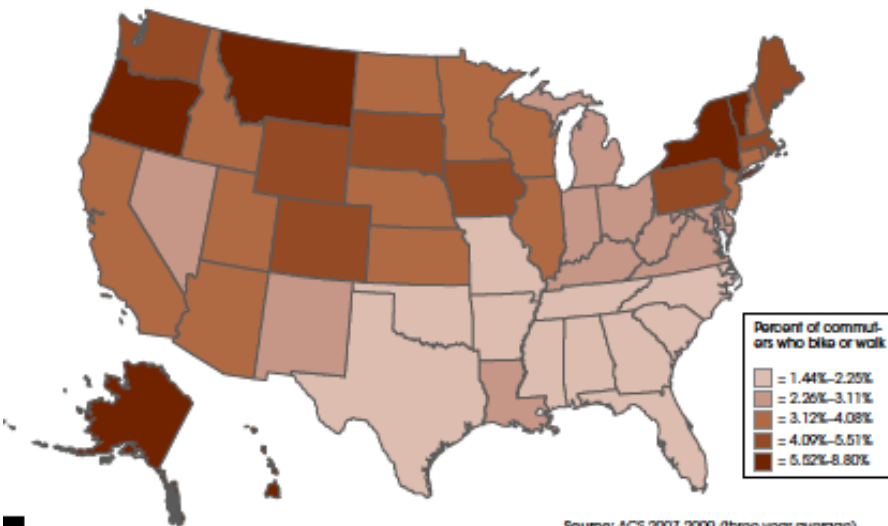
# Messaging for Open Streets

- Benefits of Open Streets
  - Public Health/Physical Activity
  - Economic
  - Social
  - Environmental
  - Discovery
  - Livability

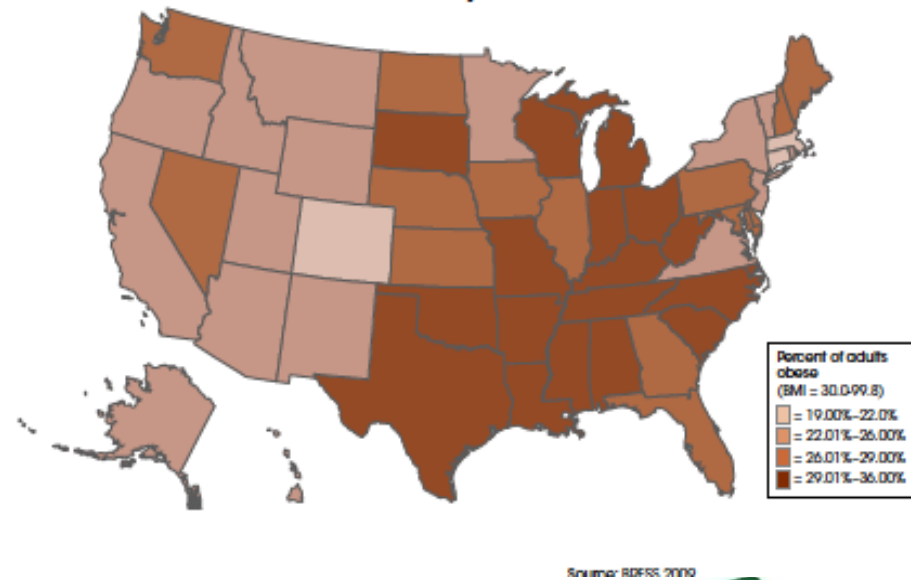


# Physical Activity

## Levels of Bicycling and Walking to Work

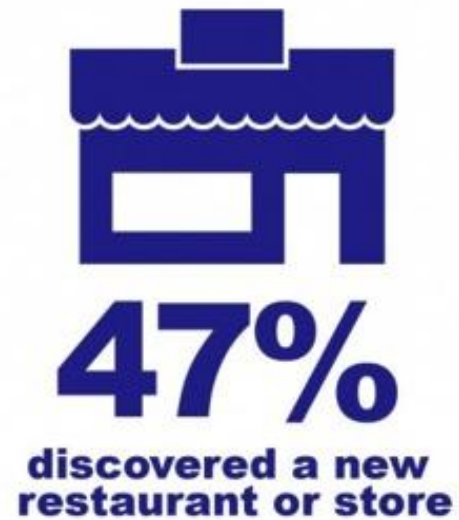
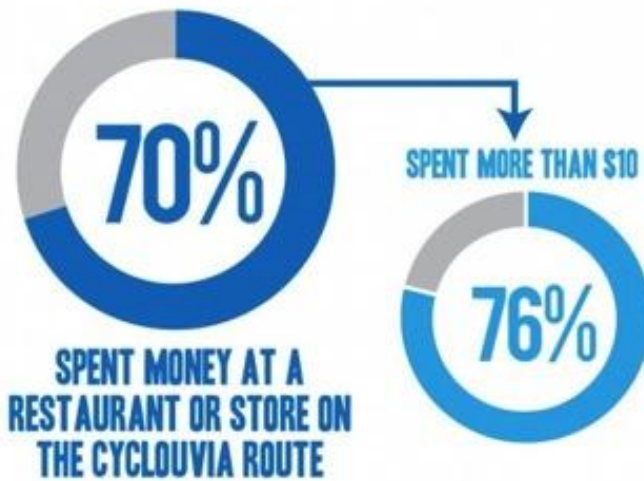


## Obesity Levels





# Economic





# Social



# Discovery



“ 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





# Adjust Messaging for your audience

- Connect your message to the audience's interest



# Don't Confuse Your Audience

- Despite sharing car-free streets, Open Streets are not the same as block parties or street festivals





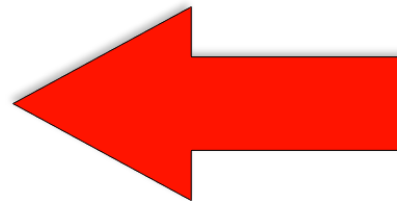
# Find Good Messengers

- Your messenger is just as important as your message
- Cultivate “inside advocates”



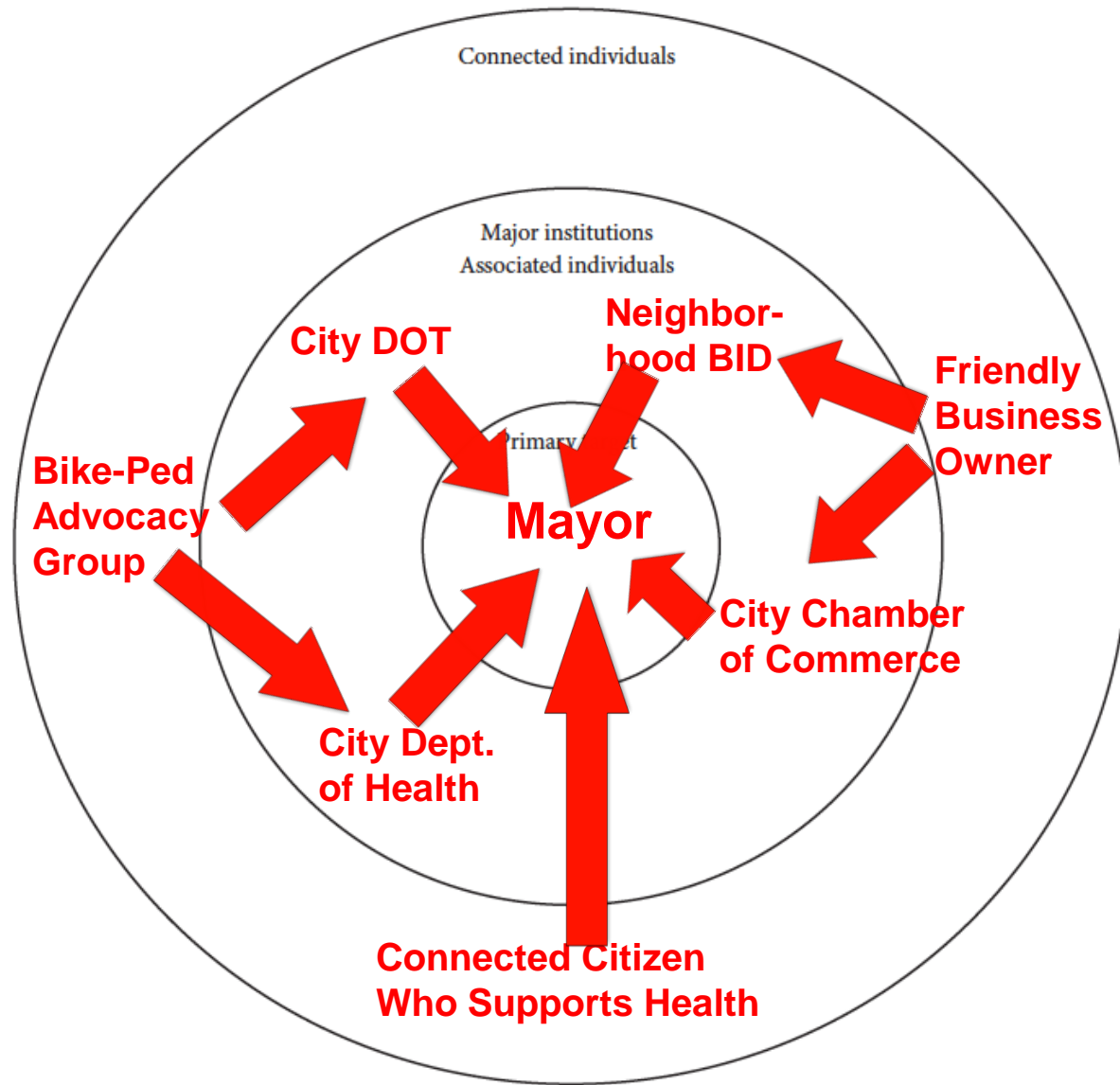
# Identify Decision Makers and Gate Keepers

- Who has the power to say “yes” (decision makers)
  - Politicians and Department heads
- Who can only say “no” (gate keepers)
  - Police
  - Business leaders
  - Traffic Engineers



These people can also become your advocates!





# Evaluation

What are you doing today?



1 Take a sticker

2 Place it in the area that matches what you're doing today

If you're doing more than one thing, choose the activity you're doing the **most**



How did you hear about Open Streets?

Place a sticker in the box that matches how you heard about Open Streets

Facebook

Twitter

Friend or co-worker

School

Faith-based organization

Trailnet

Flier or poster

Neighborhood association

Farmer's Market or Botanical Garden





# Development of Goals:

## Engaging Stakeholders and Community

### **San Francisco Sunday Streets**

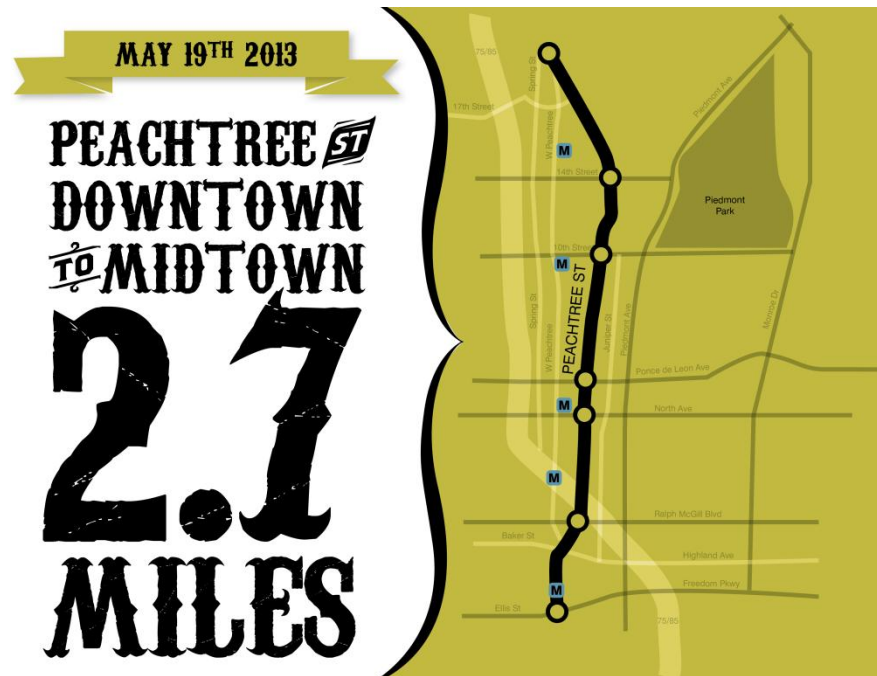
- Increase opportunities for physical activity and other healthy behaviors
- Provide temporary open space for recreation in communities that lack places to bike, walk, socialize, and play safely
- Connect diverse and underserved communities to strengthen social networks within and between these neighborhoods

### **St. Louis Open Streets**

- Offer space to engage in exercise and healthy recreation
- Emphasize environmentally responsible transportation
- Support economic vitality through highlighting different city business districts



# What evaluative information will assist your Open Streets in becoming sustainable?



Atlanta STREETS *ALIVE* The Coca-Cola Company PONCE CITY MARKET  
Organized by the Atlanta Bicycle Coalition



- Specific
- Measurable
- Attainable
- Relevant
- Time-bound



[dreamstime.com](http://dreamstime.com)



# Evaluation Framework

- Organizational

**OBSERVER #1: Adults and Activity**

Name: \_\_\_\_\_

During the times listed below, please tally the participants in the appropriate categories. Count people as they go by the line of sight directly in front of you. For example, stand on the south side of the street and pick a spot directly across from you on the north side of the street (fire hydrant, doorway, etc.) Make a tally mark for each person that crosses this imaginary line.

**Observation Location:**

9:45-10:00	Walkers Male	Walkers Female	Cyclists Male	Cyclists Female	Skaters Male	Skaters Female	Other Male	Other Female
WHITE/ CAUCASIAN								
AFRICAN AMERICAN								





# Evaluation Framework

- Health

## What do people do at Open Streets?

Open Streets participants could place a sticker on a poster we made to tell us what their main activity was:

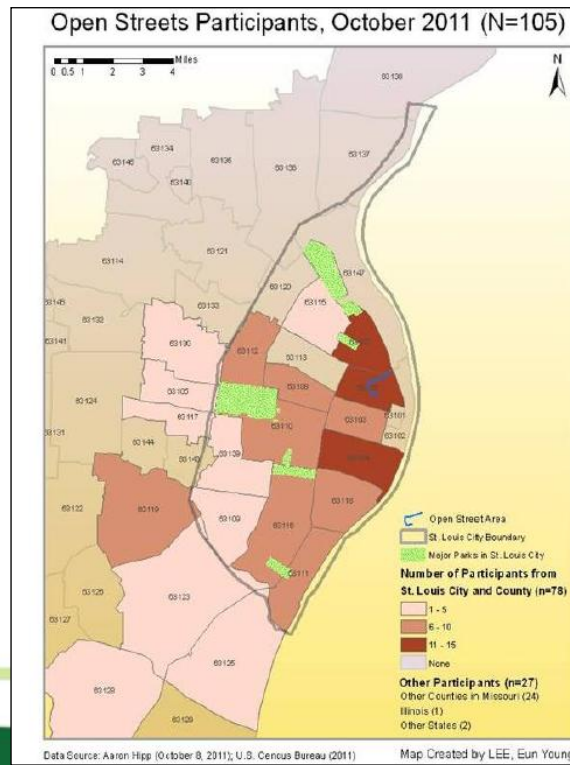
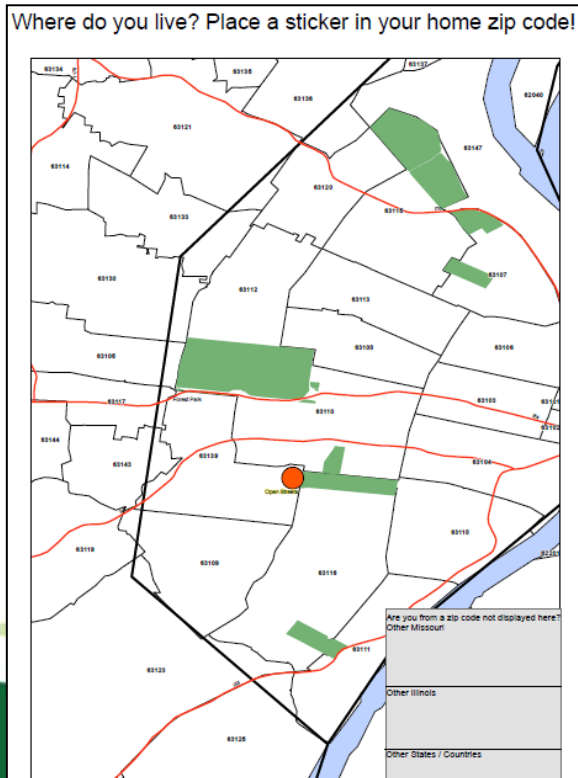


# Evaluation Framework

- Environmental

9 How did you get to today's event?

- |              |                          |
|--------------|--------------------------|
| 1 Automobile | 4 Walk/run               |
| 2 Metro/bus  | 5 Other (specify): _____ |
| 3 Bicycle    |                          |





# I Wish Open Streets Was...





# Thank you!



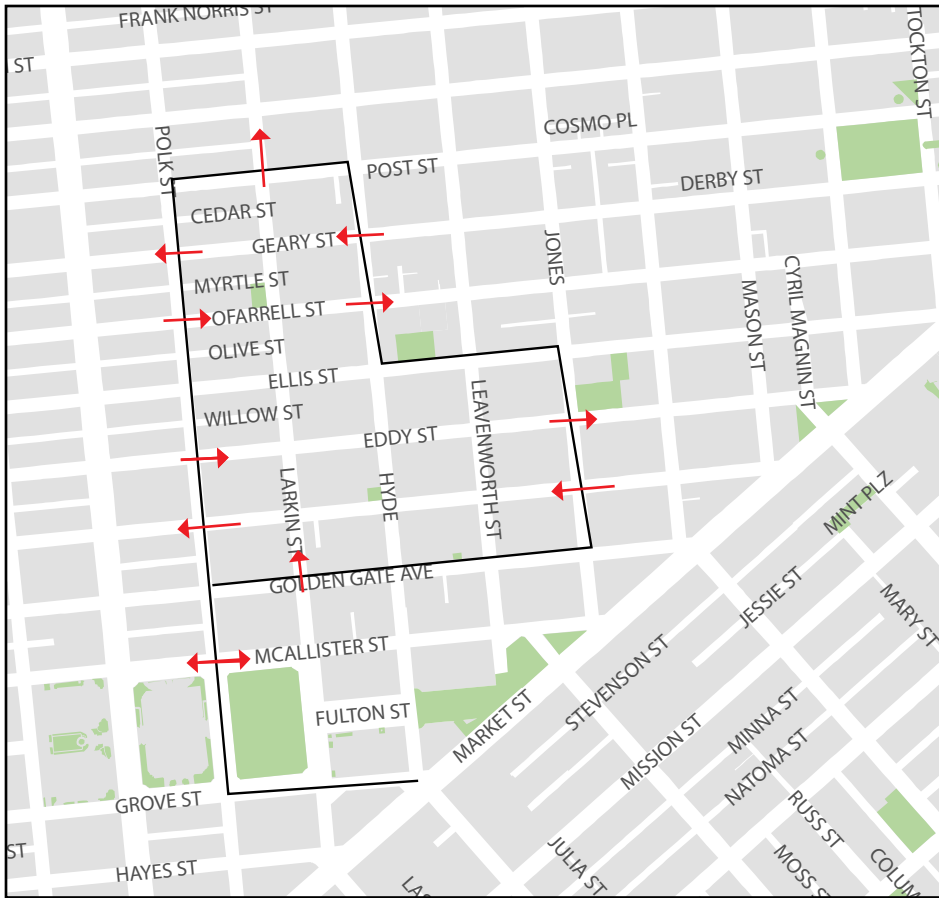
[ahipp@wustl.edu](mailto:ahipp@wustl.edu)

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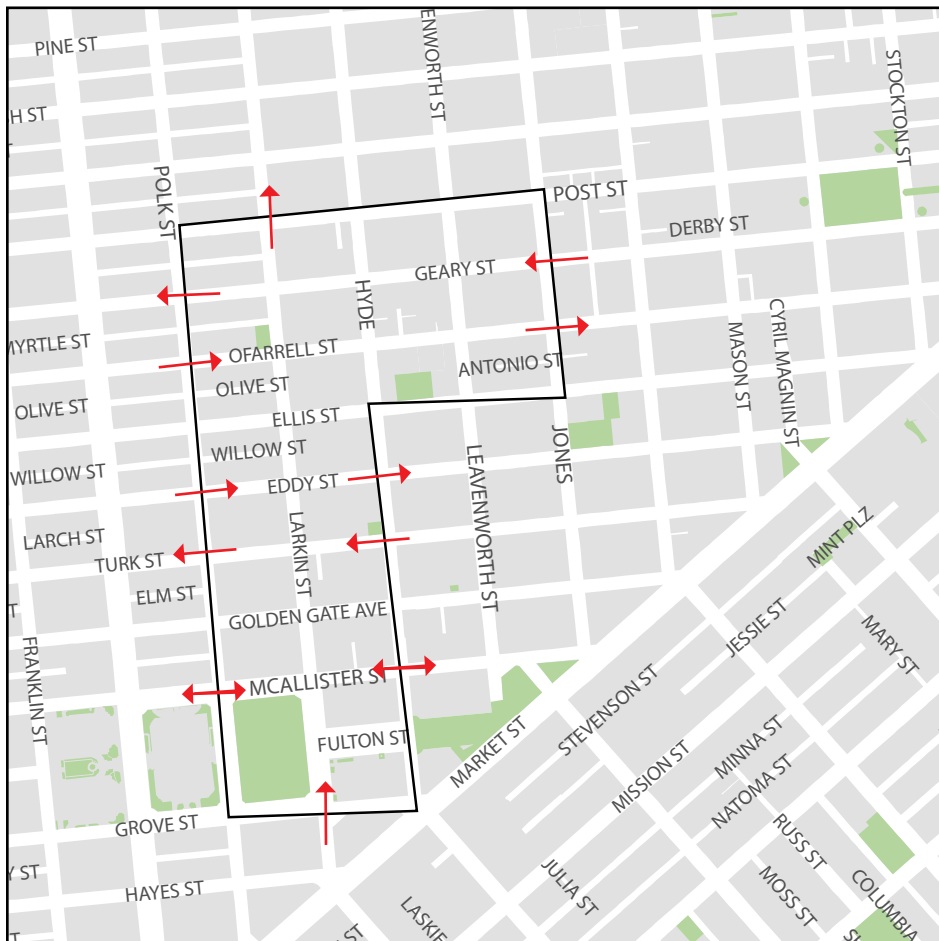
[mike@peoplepoweredmovement.org](mailto:mike@peoplepoweredmovement.org)





### Option One

Grove Street from Polk to Hyde,  
 Polk Street from Grove to Post,  
 Post Street from Polk to Hyde,  
 Hyde from post to Ellis,  
 Ellis from Hyde to Jones,  
 Jones from Ellis to Golden Gate,  
 Golden Gate from Polk to Jones



### Option Two

Polk Street from Grove to Post,  
 Post Street from Polk to Jones,  
 Jones from Post to Ellis,  
 Ellis from Hyde to Jones,  
 Hyde from Ellis to Grove,  
 Grove from Polk to Jones



### Option Three

Polk Street from Grove to Ellis,  
Ellis Street from Polk to Jones,  
Jones from Ellis to Golden Gate,  
Golden Gate from Jones to Larkin,  
Larkin from GG to Grove  
Grove from Hyde to Polk