



# Open Streets Initiatives: Measuring Success

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[www.OpenStreetsProject.org](http://www.OpenStreetsProject.org)

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# Introduction

Open Streets/Ciclovías are multi-faceted programs that promote the use of public streets for recreation and leisure-time activities. Ciclovías originated in Bogota, Colombia, over 30 years ago, and have been rapidly spreading to other regions of the world with the largest expansion to the United States. As of 2013, over 90 cities have hosted Open Streets initiatives in the U.S.

A review of 47 Open Streets initiatives in 2011 found events ranging in distance from a couple blocks to eight miles and attendance estimates of 250 to 100,000 people per event. The reviewed host cities ranged in size from New York City with over 8 million residents to Cornwall, NY, with 12,000 residents. Only seven Open Streets initiatives included a formal evaluation mechanism in 2011, making cross-city comparisons, the sharing of lessons learned and challenges, and external validation of evaluations difficult. The seven initiatives with an evaluation component measured several health and economic-related outcomes, including physical activity, quality of life, social interactions, money spent at events, and business community buy-in.

Between 2011 and 2013, the Brown School at Washington University in St. Louis and the Prevention Research Center in St. Louis were funded by the Robert Wood Johnson Foundation's Active Living Research Program to evaluate the St. Louis Open Streets initiative. The following measuring success toolkit is a culmination of this work. The purpose of this document is to provide guidance and resources for Open Streets organizers who would like to measure the success of their event. We would like to acknowledge the assistance of several groups in developing this toolkit. Thank you to Trailnet, City of St. Louis, Southwest Garden Neighborhood Association, St. Louis Open Streets, Live Well Ferguson, Ferguson Sunday Parkways, Great Rivers Greenway, Open Streets Project, and Susan Zieff of

# Why Measure the Success of Open Streets ?

Effective program evaluation, or measurement of success, is a systematic way to improve and account for public health actions, involving procedures that are useful, feasible, ethical, and accurate (CDC, 2012). Effective evaluation includes collecting data in a systematic way to inform program success. The main goal of measuring the success of an Open Streets initiative is to identify its strengths and weaknesses so that this information can be used to tailor and improve future events. Additionally, program evaluation of Open Streets can (from Ciclovía, 2010):



Influence policymakers to increase support.



Encourage program funders to maintain financial support for sustainability.



Strengthen the community's commitment to the event.



Share lessons learned with other communities.



Demonstrate results and thereby ensure financing and sustainability.



Provide feedback to be used to make changes in future events.

## Start SMART

Effective evaluation starts with defining what it is you want to achieve by hosting the event.

Establishing objectives in the beginning gives organizers a way to look back after the event to measure success. There is an art and science to writing good objectives.






The CDC specifies that program objectives should be **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime bound (**SMART**). Examples of objectives related to an Open Streets initiative would be:

- At least one advocacy group, one city representative, one local business, and one community representative will be engaged in planning the Open Streets.
- At least 5000 people will attend the first Open Streets event measured by observation.
- At the end of the first Open Streets event, at least 200 people will report increasing their awareness of active transportation opportunities.






After the event, these could easily be identified as being achieved or not. The benefit of well-written objectives is that they can be used to tailor communications about the success of the event to important stakeholders.

# Tips to Make Your Event A Success!





## Planning

-  Engage stakeholders from different backgrounds such as Business, Non-Profit, Government, Public Health, Transportation, Biking/Pedestrian Agencies, & Community.
-  Work with people who can help spread your message. Consider large groups like YMCA, Boys/Girls Club, and media sponsors.
-  Give ownership of the route to local stakeholders by letting local groups plan supporting activities.
-  Cultivate support within the local decision makers who can say “yes” such as politicians and high level department staff.
-  Get to know those who can say “no” to initiative specifics such as police, business leaders, or traffic engineers.

## Promoting

-  Promote your event by having stakeholders attend other Open Streets initiatives in near-by cities or neighborhoods. This helps them understand that it is not just another street fair but something really unique.
-  Be sure to “brand” your initiative and use this when advertising.
-  Tailor your messaging to the audience to make it more meaningful.
-  Promote the initiative by using messengers who have a relationship with the people they are speaking with.
-  Make sure that local businesses know that the streets along the routes are theirs to use and encourage them to engage with participants while promoting their business.

## Sustaining

-  It is never too early to reach out to potential stakeholders. Gaining support sometimes takes longer than we think.
-  Maintain contact lists of leaders and community members who have supported Open Streets in the past.
-  Build on the momentum of Open Streets and encourage people to try biking and walking for everyday use.
-  Keep in touch with community gatekeepers even after Open Streets occurs.

# Feedback is Important

**61% of Open Streets organizers** utilize qualitative data as an evaluation tool. Testimonials, reactions during and after an event, e-mails, and blog responses help organizers determine level of success.

## Feedback from organizers:



*"We can tell when we've done a good job when everyone we interact with during the event is smiling and having a good time."*

*"We get tons of e-mails that come in afterwards from people thanking us for giving them the room to ride, or the room to spend the day with their kids, or for making it free."*



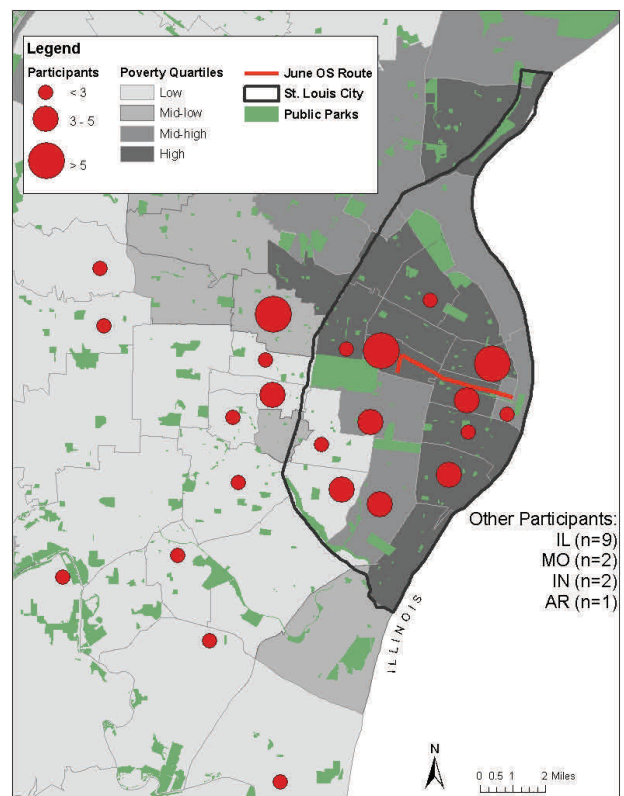
# The Impact of Feedback

**Open Streets organizers reformat findings** into fact sheets, presentations, journal publications, press releases, and grant applications to garner support for future events.

*"We send the report out to all of the elected officials and all of the department directors and it shows: Here's how many people we touched, here's some of the key highlights, these are some of the partnerships that we've formed."*

*"We use it in the grant applications that we're writing to other potential and corporate sponsors."*

*"Then we take that report and we turn it into our sponsorship request, and we've developed a couple of different levels, and that's what we use to start making ... to ask for the next year's funding."*



# Open Streets: Measuring Success





**Communication and Reach** ..... Page 7

Look here to answer questions like:

- Is our communication and marketing campaign working?
- Are neighbors participating in today's event?
- How far (and via what mode) are people traveling to participate in Open Streets?

**Activity Hubs** ..... Page 11

Look here to answer questions like:

- What activities are participants interested in?

**Participant Counts** ..... Page 17

Look here to answer questions like:

- How many people were here?
- Did a lot of kids participate?
- Did the participants match the diversity of our city?

**Activity Level and Type**..... Page 27

Look here to answer questions like:

- What were participants doing? Biking, walking, activity hubs?
- How long were people physically active at Open Streets?

**Cost-Benefit and Local Business Evaluation** ..... Page 35

Look here to answer questions like:

- Did people spend money at the initiative?
- Did people learn about new stores and restaurants?
- Was the business community satisfied?

# Communication and Reach

## What does it measure?

Measures of communication and reach show how participants heard about Open Streets and where they live in relation to the event.

I Wish Open Streets Was...



A example communication tool for Open Streets participants.

## Why measure it?

Data from these measures shows the broad reach that Open Streets has on the host neighborhoods and the surrounding area. This information points out the best promotional strategies and can be used to plan media for future events. One method of evaluating communication and reach is the use of interactive posters. A poster-size map of the Open Streets and surrounding area allows participants to place a sticker on their home zipcode. This is a quick and easy way to assess where people travel from to attend the event and how they heard about the event. Since most Open Streets events are geared toward families and children, and kids love stickers, it is a fun and interactive way to collect data.



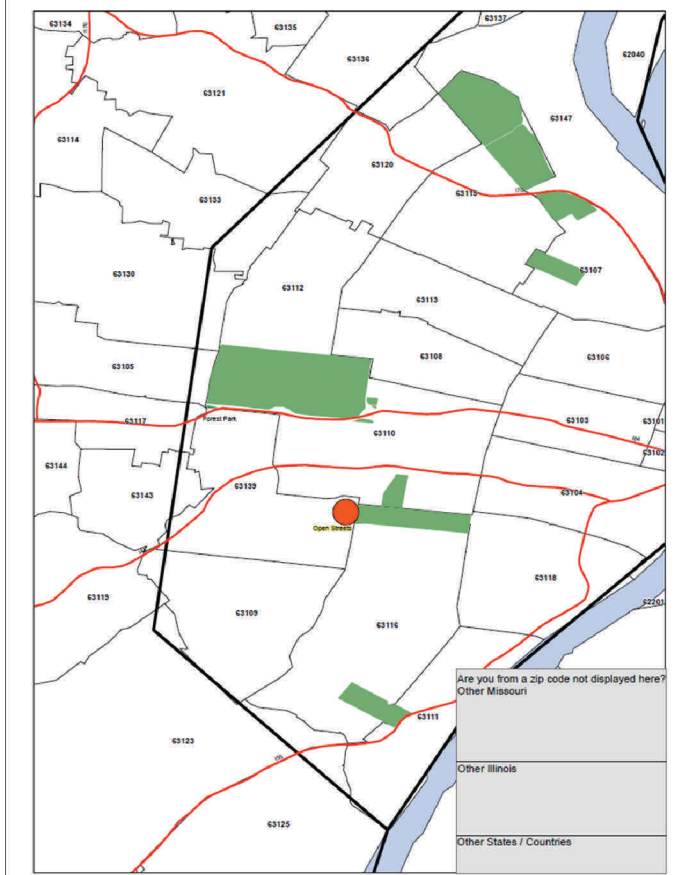
An advertisement for Open Streets events in Ferguson, MO.

## How do I measure it?

### Supplies needed:

- ☑ **Preferred:** ArcGIS or other mapping software; **Alternatives:** Google Maps or <http://zipmaps.net>
- ☑ **Reach Poster:** ZIP codes in city of initiative, with initiative location clearly demarcated on the map
- ☑ **Communication Poster:** different communication and marketing methods utilized by the event organizers and other possible means by which participants learned of the event
- ☑ **Small stickers** such as dots or stars
- ☑ **Poster stands or volunteers** willing and able to hold posters (with solid backing) and reach or call out to folks as they cycle and walk by

Where do you live? Place a sticker in your home zip code!



The ZIP code map to track participants for a St. Louis Open Streets event.

## How did you hear about Sunday Parkways?

Bus or bus stop



St. Louis American



Ferguson Times



Florissant Valley Independent News



St. Louis Post-Dispatch



Live Well Ferguson e-newsletter



Ferguson Bike Shop e-newsletter



Postcard in mail



Flier at school or store



An example communication poster from a Ferguson Sunday Parkways event.

# Making Interactive Posters Work

## Communication Poster

- 1. To make the Communication Poster, select promotion strategies that will be assessed on the Communication Poster.** Using the template provided on this website, fill in the blanks with the main communication, marketing, social media, and advertising strategies that were used to promote the Open Streets event (see example on p. 8). This list of strategies might differ for each individual event within the same city. For instance, in St. Louis, the following are examples of strategies listed on the poster: Facebook, Twitter, friend or co-worker, school, faith-based organization, Riverfront Times, St. Louis American, neighborhood association, flier or poster. Always include an "other" category!
- 2. To make the Reach Poster, make a list of the ZIP codes in the area surrounding Open Streets.** Estimate the expected travel distance of participants (e.g. a radius of approximately 15 miles around the event location). After the ZIP codes list is made, create a map that clearly defines ZIP code boundaries, ZIP code labels, major roads and greenspaces, and lines that represent the route of the Open Streets event (see example on p. 8). You can use ArcGIS, Google Maps, or a similar mapping software to do this.
- 3. Print and mount final posters.** Enlarge and print both of the posters. A poster size of 4' x 3' is recommended for the posters. Mount each of the posters on a thick and sturdy poster board.
- 4. Collect data on Open Streets event day.** Set up the posters side-by-side at a hub centrally located within the event route. Staff members or volunteers will approach as many event participants that pass the posters as possible. Each event participant will be asked to use a sticker to locate their home ZIP code and put a sticker on the poster section that shows how they heard about the event.
- 5. Putting it all together.** Count the number of stickers in each ZIP code and communication strategy, and enter them into a spreadsheet. These counts can be used to show community leaders, be compared to previous events and help with future communication and reach strategies.

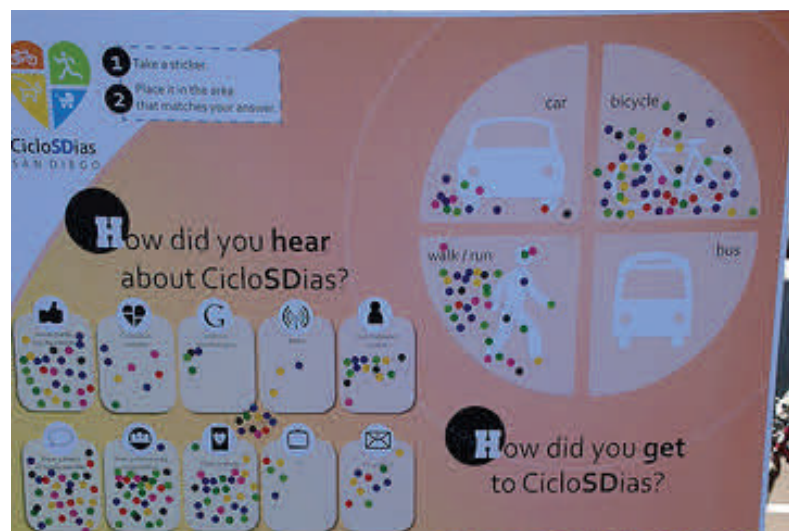
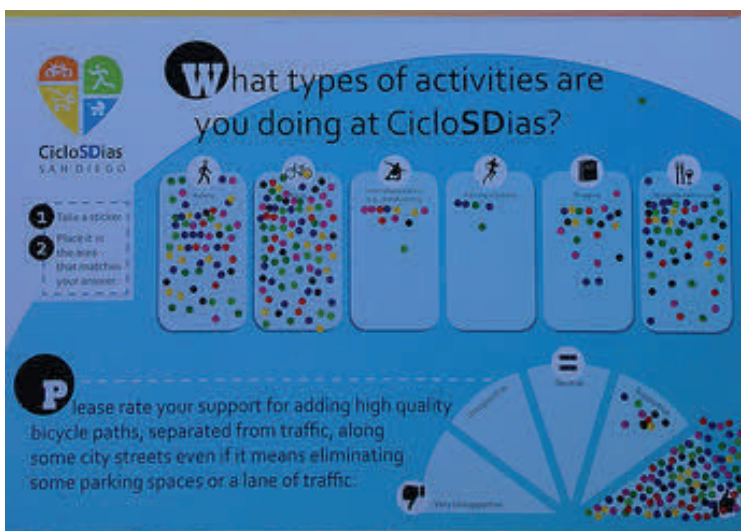


# Making Interactive Posters Work

## Other Ideas

Instead of posters, another fun way to collect data is to ask participants to make a selection by either taking an item or adding an item. For example, you can have 200 marbles and ask Open Street visitors to take a marble and place it in the decorated coffee can representing their favorite activity. You can also have a can for each activity pre-filled with 100 bouncy balls and have participants take them OUT as their selection. Subtract the remainder left after an event from the number you started with to get the number of participants selecting that activity or communication.

Amy Eyler, PhD, records this family's home ZIP code using a poster and stickers.



Two examples of interactive posters used during the CicloSDias Open Streets initiative in San Diego.

# Activity Hubs

## Why Measure it?

Most Open Streets initiatives are not open streets alone; they also consist of related healthy activities, music, dancing, and food. Specific examples include basketball shooting contests, yoga and Zumba® lessons, guided walking and cycling tours, bounce houses, health literacy information, etc. Our team has termed these related, healthy opportunities, "Activity Hubs." Many Open Streets host or sponsor a few to dozens of such opportunities. A successful activity hub will differ depending on type, but in general success would be people participating and enjoying themselves.

Activity Hubs are an important aspect of Open Streets as they draw people to the initiative, provide additional healthy activities, and engage participants in fun ways. Activity hubs are important to measure and have a record of the types of activities and participants' reactions. Do hubs provide giveaways (e.g. reusable grocery bags, frisbees, pedometers), promote other activities (e.g. yoga classes at their studio), or hand out health information (e.g. healthy recipes)? Such information can be used to promote future Open Streets and market Open Streets to a larger audience.

Activity Hubs can also be used to help the "flow" of Open Streets by getting people to move from one activity to another. This is a crucial piece to Open Streets because physical activity is one of the primary goals; this aspect distinguishes Open Streets from street festivals.

## What does it measure?

This tool measures participation in activity hubs and provides a place to note what the activity hubs are doing and list any potential giveaways. There is also a brief interview guide if you wish to follow-up with organizations or individuals who hosted an activity hub. This provides them the opportunity to tell you what worked and what did not.



## How do I measure it?

### Supplies needed:

- Pathway to Measurement for Activity Hubs Tool
- Clipboards
- Pencils/Pens
- Watch

### Steps on the Pathway to Measurement:

**Step 1: Select the Activity Hubs to be evaluated.** Before the event, depending on resources available and number of evaluators, choose the number of Activity Hubs and the specific Activity Hubs to be observed. For example, select observing activity hubs focused primarily on kids' activities or Activity Hubs presented by funding partners. Or if you are able to observe multiple Activity Hubs try to select a variety of different activities: one for kids, one for adults, one dancing, one food-related, etc.

**Step 2: Complete observation portion of Pathway to Measurement for Activity Hubs Tool.** It is recommended that each Activity Hub will be observed for three 15-minute intervals throughout the course of the Open Streets event. One staff member or volunteer is needed to observe each activity hub. For consistency, it is best if the same person observes the same activity hub for each of the three observation periods. The observation entails standing near the Activity Hub and recording observations of activity hub organization staff, activity, participants, or any other interesting aspects of the environment including material distribution (e.g. pamphlets, recipe cards, soccer balls). It is important to obtain the contact information of the Activity Hub organizer for the follow-up interview process.

**Step 3: Complete follow-up phone interview with each Activity Hub organizer.** A team member will call a sample of Activity Hub organizers so they can provide their insight to the successes and challenges of the Activity Hub. A follow-up period of no more than one week after the Open Streets event is recommended.

**Step 4: Putting it all together.** At least two team members will read the observations and qualitative comments from the follow-up interview. The team will regroup and use the qualitative data to drive Activity Hub strategy (e.g. diversity, location, marketing, etc.) for future initiatives. This strategy is dependent on the Open Streets team's priorities and its definition of success (number of people engaged, if pamphlets were handed out, if people were participating and doing yoga rather than standing around, etc.)

# Pathway to Measurement For Activity Hubs

## PATHWAY TO MEASUREMENT FOR ACTIVITY HUBS TOOL

The pathway to measurement for the Activity Hub will be a combination of observation and follow-up phone calls on perception of success. The Activity Hubs may differ based on sponsor organization and related activities, but the basis of the observation will be the same. *The following example sheets will be used to record information. Template forms are available online on this website.*

**Event name:** *Open Streets St. Louis*    **Location:** *Downtown St. Louis*

**Date:** *11/23/2013*

**Observer Name:** *Chris Thompson*

**Name of Organization/Activity Hub:** *Urban Breath Yoga Studio*

**Location of Activity Hub:** *8th Street & Clark Ave.*

### **Describe any tracking or material distribution at hub.**

a. Will the organization record participant information? If yes, how?

*Yes. They have a sign-up sheet for names and emails.*

b. Does the organization distribute flyers or other promotional materials? (If yes, will there be a before-after count of number distributed?)

*There are flyers available on a small table, but they are not given out to participants.*

c. Are there any other unique data collection aspects at the hub? If yes, please describe.

*Owners of studio are also keeping a tally of participants.*

### **Observation of Location:**

Please describe the location of the hub. (Where is it situated? What does the hub consist of? What buildings are nearby? What is the condition of the street? )

*The hub is on the northwest corner of the street. They are using street for yoga classes but not blocking other walkers and cyclists. There is a small market and bank nearby. Street is in good condition.*



# Activity Hub Observation Table

**Directions:** Stand near the Activity Hub. For three, 15-minute periods in the table below, record observations of organization staff, activity, participants, or any other interesting aspects in the surrounding environment.

[10:00 –10:15 am]

*5-6 people were hesitant to participate in the yoga session at first. Mostly stood around and watched. Then two or three participants who knew the instructor came and encouraged them to participate. Those standing around then joined and seemed to enjoy the activity.*

[12:30– 12:45 pm]

*There were no participants during this time. A family with two small kids approached the yoga area to get more information about the studio, but did not want to try it in the space available.*

[2:45-3:00 pm]

*This period covered the last part of a yoga session which focused on relaxation. 12 participants all laid down on yoga mats and practiced deep breathing.*

# Follow-Up Interview For Activity Hubs

The following is an example of a follow-up interview in order to gauge the success of the Activity Hub. Interview templates will be available online on this website.

## **Follow-up information and questions.**

Record name and phone number of a person who can answer questions on the perception of the success of the hub in a follow up interview.

Name: *Rebecca Wooldridge*

Title: *Yoga Instructor*

Phone number: *(314) 678-0021*

Email: *rwool@urbanbreathyoga.com*

Scheduled time for follow-up call: *Tuesday, Nov. 26 at 11:30am*

## **Follow-up Questions: (please record answers)**

1. What is your general sense of Open Streets on 11/23/12?

*I thought the event was so cool! It was great to see a bunch of people trying yoga who maybe wouldn't normally. I loved seeing participants who had never been to our studio before enjoy it!*

2. Describe your activity hub during Open Streets.

Probe: What activity was going on? Were there lots of people?

*We had quite a few participants. Some would only stay for a few poses, some for the entire 30 minute session that I was leading. I tried to keep it basic so we could appeal to lots of people.*

3. Do you think your Activity Hub was successful? Why or Why not?

(Probe: How do you define success?)

*I think our activity was very successful. People seemed to be smiling the whole time and loved being able to do it with their family members or friends. We had a lot of people ask for more information about our studio and sign up for our email list.*

# Follow-Up Interview For Activity Hubs

## Follow-up Questions (Continued):

4. What could be done to make activity hubs better for future events?

*I think activity hubs would be better if we had some sort of tent/shade covering. It was a very sunny day and it was hard for people to see me and follow along in the sunlight.*

5. Would your organization be interested in hosting activity hubs for future Open Streets Events?

*We would definitely be interested! We love doing events like this that reach the St. Louis community and get people interested in living a happier, healthier life.*



One of the busy Activity Hubs at the Minneapolis/St. Paul Open Streets in summer 2013.

# Participant Count

## What does it measure?

Count and estimate participants, their demographics (gender, adult or child, race), and their primary Open Streets activity during the initiative.

## Why measure it?

An accurate participant count captures the impact of the Open Streets initiative and how participants are distributed throughout the event. The tool can be used to make comparisons with other initiatives and programs within the same city or other cities with similar programming. Furthermore, a participant count can be used to advocate the impact and reach of Open Streets. Along with a proper cost-benefit analysis, it can also drive strategy during the organization process of future events. For example, by learning the proportion of children and adults during Open Streets, organizers can plan different Activity Hubs and activities that are more attractive to match city demographics.

## How do I measure it?

### Supplies needed:

- Participant Count Observation Pathway to Measurement Tool
- Pencils
- Clipboards
- Watch
- Spreadsheet

Participants at the Ferguson, Missouri, Sunday Parkways event in June 2013.



# Participant Count

## Steps on the Measurement Pathway:

**Step 1: Select the observation points.** The number and location of observation points will depend on the number of volunteers and staff members as well as the distance of Open Streets. Two observers per observation point are necessary for this Participant Count tool. Therefore, the number of observation points will be half of the number of available observers. To determine the location of the observation points, divide the route length of the Open Streets event by half of the number of observers available for this tool. Then, distribute two observers to observation points with the calculated distance (using Google Maps) in between each team.

**Step 2: Define the observation time period.** Three, 15-minute observation periods are recommended. It is also suggested that these observation time periods are an hour apart (i.e. 9:45 a.m. to 10:00 a.m., 10:45 a.m. to 11:00 a.m., and 11:45 a.m. to 12:00 p.m.).

**Step 3: Conduct the participant count observations.** The two observers at each observation point will count and record quantitative observations of different types of participants. Age, gender, and race are based on the observers' best approximation. Observers should also write the exact cross-streets on the tally sheet. During each time period, observers will record the following:

Observer #1: The number of adult (18+) participants by gender, who are walking, cycling, or skating. Race/ethnicity can be included as well, but this can be very difficult to determine on observation alone.

Observer #2: The number of child (<18) participants by gender, who are walking, cycling, skating, or being pushed. Race/ethnicity can be included as well, but this can be very difficult to determine on observation alone.

Observer #1 & 2: General qualitative observations about the participants including social groups (number of people in groups, combination of children/adults), the interaction among the different forms of activity (e.g. are cyclists staying on one side of the road, where are most pedestrians in relation to other active participants), are people carrying things (e.g. give-a-ways). Record of the environment including merchants, attractiveness, and presence/absence of sidewalks.

# Participant Count

**Step 4: Data input.** Input the count data collected on Participant Count tally sheets into a spreadsheet following Open Streets. Adult and child counts, and observation points should be separated. An example Participant Count Spreadsheet is available on this website. It displays cell numbers and formulas.

**Step 5: Data analysis: Summation of observed participant counts.**

Add up all of the observed participant counts on the spreadsheet using formulas. The spreadsheet formulas depend on the number of observation locations used.

**Step 6: Putting it all together: Estimation of total participants.**

Multiply the number of participants observed by the speeds of activities using the formulas in the available Participant Count spreadsheet. The spreadsheet takes into account the distance between observation points and general speed of participant based on activity (cycling, walking, skating).

***Please note:** These speeds and activities are based on Bogota's [Ciclovía](#). We believe this underestimates total participation in most US Open Streets due to the presence of many Activity Hubs resulting in families walking shorter distances and instead participating in Activity Hubs.*

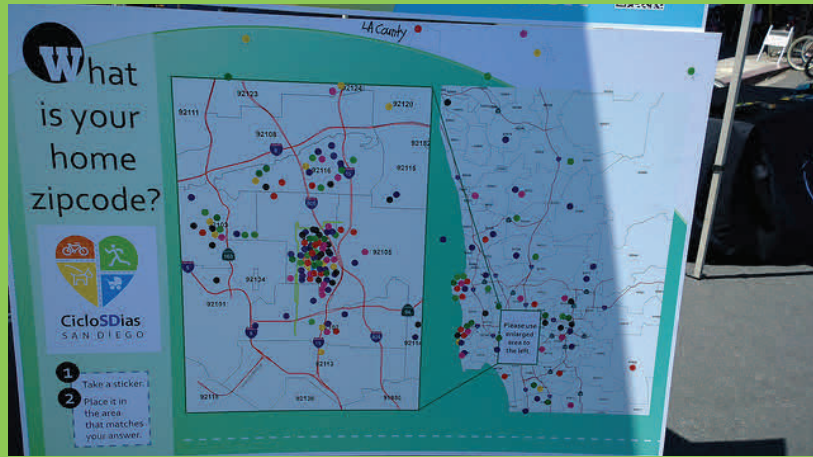
Surveyors at CicloSDias San Diego estimate their participants.



# Participant Count

[9:15-9:30 am]	Adult Walkers Male	Adult Walkers Female	Adult Cyclists Male	Adult Cyclists Female	Adult Skaters Male	Adult Skaters Female	Adult Other Male	Adult Other Female
WHITE/ CAUCASIAN								
AFRICAN AMERICAN								
HISPANIC								
ASIAN								
OTHER/NOT ABLE TO DETERMINE								

This example Participant Count Tally Sheet can be used to keep track of adult/child counts, participants' race/ethnicity and activities during Open Streets.





# Observation Materials

*The following example sheets will be used to record information.  
Template forms are available on this website.*

## **PARTICIPANT COUNT OBSERVATION PATHWAY TO MEASUREMENT TOOL**

**November 23, 2013, Downtown St. Louis Open Streets**

### **Protocol:**

Observations will take place at three points along the route. There will be 3 observation periods of 15 minutes each.

[Identify the 3 separate time periods. For example; 9:45-10:00, 10:45-11:00, 11:45-12:00]

The two observers per location will record:

Observer #1: The number of adult (18+) participants by gender, who are walking, cycling, or skating.

Observer #2: The number of child (<18) participants by gender, who are walking, cycling, skating, or being pushed/carried.

Observer #1 & 2: General observations about the participants including social groups (number of people in groups, combination of children/adults), the interaction among the different forms of activity (e.g. are cyclists staying on one side of the road, where are most pedestrians in relation to other active participants), are people carrying things (e.g. giveaways). Make a record of the environment including merchants, attractiveness, presence/absence of sidewalks.

Age and gender are your best approximation.

Be sure to write exact cross-street on the tally sheet.

Location #1: *Grand & 14th Street*

Location #2: *Directly across the street from Qdoba on the corner of  
15th & Jefferson*

Location #3: *The four-way stop at Chouteau & 17th Street*

### **OBESERVER #1: Adults and Activity**

**Observer's Name:** Julie Nichols

During the times listed, 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 during the 15-minute time frame.

# Observation Materials

**Observation Location:** *Grand & 14th street*

[9:15-9:30 am]	Walkers Male	Walkers Female	Cyclists Male	Cyclists Female	Skaters Male	Skaters Female	Other Male	Other Female
WHITE/ CAUCASIAN								
AFRICAN AMERICAN								
HISPANIC								
ASIAN								
OTHER/NOT ABLE TO DETERMINE								

**Repeat this same table for Time #2 and Time #3.**

# Observation Materials

## Observer #2 Children (<18)

Observer's Name: *William Blatz*

During the times listed, 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 during the 15-minute time frame.

**Observation Location:** *Across the street from Qdoba at 15th & Jefferson*

[11:45a-12:00p]	Walkers Male	Walkers Female	Cyclists Male	Cyclists Female	Skaters Male	Skaters Female	Strollers/ Carried	Other
WHITE/ CAUCASIAN								
AFRICAN AMERICAN								
HISPANIC								
ASIAN								
OTHER/UNABLE TO DETERMINE								

**Repeat this same table for Time #2 and Time #3.**

# Observation Materials

## Observer #1 & #2 Qualitative Evaluations

Observer's Name: Julie Nichols

Observation Location: Grand & 14th street

Answer the following questions for each of the time periods for study.

Describe the overall environment in your viewscape including Activity Hubs, merchants, trees, benches, sidewalks, etc. For example: *Three open stores, two closed stores. Stores appear to have light traffic. Both sides of street tree-lined. Two benches on street, with person turnover every five minutes. Sidewalks are in good condition. The Activity Hub, hula hooping, has had a steady stream of participants. There are cars parked on street. The south side of street is shaded and the north is in sun. Most people keeping to the sunny-side.*

During the 45 minutes between direct observation times, please walk around and enjoy the Open Streets. As you do this, feel free to continue note-taking on an additional sheet of paper and please take digital photographs of the event. If you think of any items that should be measured in addition to the ones listed above, please suggest these here. Finally, if you are near an Activity Hub or a natural break in the Open Streets (intersection with through traffic) and have time to walk to this area please do so and note the interactions and numbers around these designated activities. We very much appreciate your participation and input into this evaluation.

## Observation Time: [9:15-9:30 am]

Describe the groups of people in your line of sight. Are they traveling in groups? What is the make-up of these groups (college students, families, etc.)?	<i>There are a couple of larger groups of college-aged women who are walking together. There was a small team of male bike riders and a group of elderly men walking as well.</i>
How are people doing different types of activity interacting with one another (are there confrontations between bikers and walkers, accidents, near-misses)?	<i>There was almost an accident between a guy on a pogo stick and someone rollerblading. The pogosticker jumped off quickly and the rollerblader swerved to avoid him.</i>
Are cycling and skating participants wearing appropriate safety equipment?	<i>Most people seem to be wearing helmets, but the group of female bikers did not have helmets on.</i>

# Observation Materials

Describe what people are carrying (grocery bags, water bottles, balls, chairs, picnic baskets, etc.).	<i>No one I saw was carrying anything other than iPods or water bottles.</i>
Estimate the racial composition during this 15 minutes (75% white, 20% African-American, 5% other)	<i>Around 30% were white, 20% were African-American, 15% were Hispanic, 10% Asian, and 25% other /unable to determine.</i>
Are people using the street for purposes other than travel? For example, throwing a Frisbee/football, kicking a soccer ball, sitting in folding chairs, playing board games, having a picnic. How have people activated this open space?	<i>Everyone at my intersection was just passing through. No one stopped along the way to sit or played anything along the way.</i>
Are there pets in the streets? On leash?	<i>There were two dogs on a leash with the group of female walkers.</i>
Is there any non-permanent signage? Whether for the Open Streets event or to entice people into stores?	<i>Two of the clothing boutiques along the street had chalkboard signs encouraging people to "come in and browse."</i>
Does there appear to be a pattern of movement? E.g., most people are walking/biking toward baseball game, park, certain store.	<i>Most people seem to be heading toward the shopping/restaurant district two blocks away.</i>
Is there security? Police (walking or biking), volunteers?	<i>There was 1 police officer on a bike and 2 Open Streets volunteers.</i>
Additional notes?	<i>The streets were in pretty rough shape which made it hard for people to use the entire space. They mostly stuck to the right side.</i>

**Repeat this same table for Observation Time #2 & #3 and for Observer #2's Observation Times #1, #2, & #3.**

# Activity Level (During Open Streets Event)

## What does it measure?

Measures of activity level are used to determine how participants spend their time at Open Streets and how much physical activity participants are receiving (compared to CDC guidelines of 150 minutes per week for adults and 60 minutes per day for children.).

## Why measure it?

A short intercept survey is one of the methods used to assess participant activity level during the Open Streets initiative. Additionally, an interactive poster and Participant Count can be used to allow for a larger sample of participants to quickly inform evaluators on how the community is spending their time at Open Streets.

## How do I measure it?

### Supplies needed:

- Participant Survey Tool (located on pgs. 33-34 of this toolkit)
- Poster of activity wheel
- Small stickers
- Poster stand
- Consent form (if survey results are being used for academic & dissemination purposes)
- Response rate form
- Clipboards
- Pencils
- Spreadsheet

***Note:** The activity wheel and the communication methods (how the participant learned of the Open Streets) posters are captured in the same document/poster.*

## Poster Steps on the Pathway to Measurement:

**Step 1: Create an activity wheel poster.** A template is available online on this website.

The activity wheel (pie chart) addresses five primary forms of physical activity at Open Streets: walking, jogging, cycling, using another wheeled device (skateboard, wheelchair), and participating in Activity Hubs.

**Step 2: Print and mount final poster.** Print the activity wheel poster. A poster size of 4' wide x 3' high is recommended. Mount each of the posters on a thick and sturdy poster board.

**Step 3: Collect poster data on Open Streets day.** Set up the poster at a hub centrally located within the route. One to two staff members or volunteers (depending on expected attendance and capacity of staff/volunteers) will approach as many event participants (bicyclists, walkers, joggers, etc.) as possible that pass the posters. Each participant will be instructed to use a sticker to indicate their primary activity during the event. Staff/volunteers can place the sticker for cyclists so they do not have to stop and dismount.

**Step 4: Putting it all together.** Count the number of stickers in each activity on the wheel. These counts can be compared to previous events and be used to inform future activity priorities.

## **Participant Survey Steps on the Pathway to Measurement:**

**Step 1: Select questions desired for the survey.** It is best to limit the survey to one page to make it quick and improve response rate (the number saying yes!).

**Step 2: Print a sufficient number of copies of the Participant Survey.** Print out copies of the Participant Survey tool depending on the number of surveys the organizers hope to collect or the estimated number of event participants.

**Step 3: Select survey location sites.** Select distinct route segments where the surveyors will collect data. It is necessary to cover the majority of the route with these survey locations. Two surveyors will be assigned to each survey location/segment.

**Step 4: Collect participant surveys.** Be sure to fill in the time and date of each survey. As surveyors walk along their assigned segment, the goal is for each surveyor is to obtain 20 completed surveys during each 2 hour period. The specific protocol for the surveyors is located on the first page of the survey tool (shown on p. 32 of this toolkit).

Question 6 (located on pgs. 33-34 of this toolkit) provides information on the activity level of participants and how people spend their time in the Open Streets (and how much time they spend doing those specific activities).

**Step 5: Putting it all together.** Input the survey responses into a spreadsheet.

## **PATHWAY TO MEASUREMENT FOR OPEN STREETS PARTICIPANT SURVEY**

The purpose of this survey is to understand who is attending Open Streets Initiatives and how they are participating. The survey will take participants about 5 minutes to complete and consists of 32 questions on Open Streets, perceptions of the city, and basic demographics. No names or identifiers are collected with the survey. Two people will be stationed at each of the three survey locations:

### **Location #1:** *11th & Pine, outside Starbucks*

Surveyors: *Becky Warren & Shirlie Thomas*

Survey Sheets: #1 - 30

### **Location #2:** *8th & Chestnut*

Surveyors: *Stan Alvarez & Cindy Duncan*

Survey Sheets: #31– 60

### **Location #3:** *10th & Walnut*

Surveyors: *Christy Schmitz & Tim Collison*

Survey Sheets: # 61- 90

# Participant Survey

## The protocol is as follows:

- 🚲 Surveying will take place between [Give time period and date]. The goal is for each surveyor to obtain 20 completed surveys during the 2 hour period. Each survey will take approximately 5 minutes to complete. If you finish early, you can record observations at your survey point or explore the rest of the route and summarize your experience. Qualitative sheets will be provided as well.
- 🚲 All participants must be at least 18 years of age. Please ask if you are unsure if they are at least 18 years of age (for academic research and consent only).
- 🚲 Introduce yourself (name and affiliation). State that you are evaluating Open Streets and that these results will be shared with the city.
- 🚲 Indicate that you are not asking for any identifying information.
- 🚲 You can give participants the option to be asked the questions (interview) or fill out the survey themselves (self-administered). Clipboards are provided.
- 🚲 Offer the project information sheet/consent to them prior to filling it out (they do not have to take these; it is for their information. Again, this is only for academic publishing purposes).
- 🚲 To the best extent possible, please approach each person that passes your designated area, not avoiding any persons or only approaching your same gender, age group, or race/ethnicity.
- 🚲 If you approach a group of people, only one person should fill out the survey. Please ask the person with the birthdate closest to today to complete the survey.
- 🚲 Be sure to thank them for their time even if they refuse.
- 🚲 Please keep a tally sheet of people approached and people participating (response rate).





# Open Streets Response Rate Form

## OPEN STREETS RESPONSE RATE FORM

Event: *St. Louis Open Streets*

Date: *11/23/13*

RESPONSE	CYCLIST		WALKER		OTHER	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
YES	IIII   IIII	IIII	IIII IIII	III	II	IIII
NO	III			IIII		

# Participant Survey

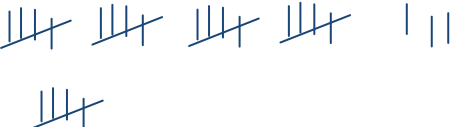
## PARTICIPANT SURVEY TALLY SHEET

OPEN STREETS


Researcher/Surveyor Name: Becky Warren

Location: 11th & Pine, outside Starbucks

Persons approached and asked to participate:


---

Persons accepting (should equal 20):


---

ID numbers of surveys and time surveys completed: ID #s: 1-20

Additional Notes (numbers, activities, differences from the first Open Streets, weather etc.):

The weather was really cool during this time, so it was hard to get participants to stop and take our survey. We also were in a place that had a biking activity hub, so people did not stop very frequently.

# Participant Survey

The example survey featured on pgs. 33-34 is a two-page version of a survey conducted during a St. Louis Open Streets event. Other templates for a shorter, one-page survey and a longer three-page survey are available online on this website. Choose which survey template best fits your evaluation needs.

## How do I Choose Which Questions to Ask?

When designing your survey or modifying an existing template, it is important to choose questions that ask participants for information that is important for *your* specific Open Streets. Questions that provide information that key stakeholders, Open Streets partners, and future planners can use is key.

Topic Area	Example Questions	Why Ask These Questions?
<b>Demographics</b>	<ul style="list-style-type: none"> <li>- What is your home Zip Code?</li> <li>- What is your age?</li> <li>- Which one or more of the following races/ethnicities best describes you?</li> <li>- What is the highest level of education you have received?</li> </ul>	These questions are asked in order to get a better idea of who is participating in Open Streets. This information can be used to characterize your population for publications or can be used to tailor advertisements or message targeting for future Open Streets events.
<b>Time Spent &amp; Activities at Open Streets</b>	<ul style="list-style-type: none"> <li>- How long do you plan to spend at Open Streets?</li> <li>- How much time have you spent or do you plan to spend doing the following activities?</li> <li>- How much money have you/ your family spent or plan on spending today at Open Streets?</li> <li>- What is the main reason you came to Open Streets today?</li> </ul>	These questions are asked in order to get a better understanding of what people are doing at Open Streets. This information can be used to encourage business community buy-in, plan future Activity Hubs, and discover what about Open Streets worked and what needs to be redesigned. These questions also answer how much physical activity participants are getting.
<b>Feedback on Open Streets</b>	<ul style="list-style-type: none"> <li>- What is your main recommendation for improving everyone's experience at Open Streets?</li> <li>- If you could suggest a new route for Open Streets, what would it be?</li> </ul>	This information can be used to improve future Open Streets events. It can also be used to highlight your successes and incorporate other parts of the city in the future.

# Participant Survey

ST. LOUIS OPEN STREETS | PARTICIPANT SURVEY | JUNE 30 2012

TIME ADMINISTERED: 2:45 pm

1 What is the main reason you came to Open Streets today?

*To have a place for my kids to play.*

2 Have you attended Open Streets events in the past?

1 Yes

0 No

3 How did you hear about this event?

*I saw a flyer at my community center.*

4 What would you be doing if you were not here?

1 At home indoors (e.g. T.V., on computer, reading, etc.)

2 Other recreational activities (indoors)

3 Other recreational activities (outdoors)

4 Other (specify) \_\_\_\_\_

5 How long do you plan to spend at Open Streets?

*3 hours*

6 How much time have you spent or do you plan to spend doing the following activities at Open Streets?

Hours or Minutes

Hours or Minutes

1 Walking: \_\_\_\_\_

2 Bicycling: *2 hours*

3 Activity Station: *1 hour*

4 Other wheeled device: \_\_\_\_\_

5 Running: \_\_\_\_\_

6 Other: \_\_\_\_\_

7 Not including today's activities, on how many of the last 7 days did you walk or do other moderate/vigorous physical activities (i.e., brisk walking, gardening, or anything that increases your breathing or heart rate)?

*3 days*

8 On average, how much time per day did you spend doing moderate/vigorous physical activity, during the past 7 days?

*30 mins.*

9 How did you get to today's event?

1 Automobile

2 Metro/bus

3 Bicycle

4 Walk/run

5 Other (specify): \_\_\_\_\_

10 Does St. Louis Open Streets change your feelings about the city?

1 Yes, positively.

2 Yes, negatively.

3 No change.

11 How much money have you/your family spent or plan on spending today at Open Streets?

0 Nothing.

1 Less than \$10.

2 More than \$10.

12 Where do you plan on spending or where have you spent your money?

1 At a restaurant along the route.

2 At a store along the route.

3 At a vendor station.

4 Public transportation/parking

5 Other (specify): \_\_\_\_\_

13 Did visiting Open Streets make you aware of a store or restaurant that you did not know existed prior to today?

0 No

1 Yes. (specify): *The Bluebird Café which is a cute coffee shop on the corner of 15<sup>th</sup> & Elm.*

# Participant Survey

ST. LOUIS OPEN STREETS | PARTICIPANT SURVEY | JUNE 30 2012

14 What is your main recommendation for improving everyone's experience at St. Louis Open Streets?

*Provide a map and information sheet about each of the activity stops along the way.*

15 If you could suggest a new route for St. Louis Open Streets, what would it be?

*One that winds through Souldard or Lafayette Square. Those areas are so historic.*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
16 Open Streets is a free event that welcomes everyone.	5	4	3	2	1	
17 Open Streets strengthens our community.	5	4	3	2	1	
18 People at Open Streets generally get along with each other.	5	4	3	2	1	
19 I feel safe at Open Streets.	5	4	3	2	1	
20 Outside of Open Streets events, St. Louis provides friendly environments to walk.	5	4	3	2	1	
21 Open Streets provides an opportunity to reduce my stress.	5	4	3	2	1	
22 At Open Streets, I encountered people from other racial/ethnic backgrounds, economic status, and/or education levels than my own.		1 0	Yes No			
23 What is your home zipcode?	6   3   1   1   4					
24 Do you have any of the following in your neighborhood?						
1 Small park	3	Playground	5	Swimming pool		
2 Large Park	4	Basketball Court	6	Other: _____		
25 How far do you have to travel to get to a recreational space (park, playground, etc.)?					Miles: 1/2 mile	
26 Including yourself, how many people live your household?	5					
27 How many are under the age of 18?	3					
28 What is your sex?	0	Male	1	Female	2	Other
29 What is your age?	34					
30 Which one or more of the following describes you?						
1 White	5	Asian				
2 Black or African American	6	Hispanic/Latino				
3 American Indian or Alaska Native	7	Other (specify): _____				
4 Pacific Islander	8	Decline to state				
31 What is the highest level of education you have received?						
1 Less than high school diploma.	3	Some college or associate's degree				
2 High school diploma or GED	4	College graduate.				
32 Is your combined household income less than \$45,000/year?	1	Yes		0	No	

# Cost-Benefit and Business Community Buy-In

## What does it measure?

Measures of money spent, money earned, number of customers, and increased awareness of stores and restaurants.

## Why measure it?

Business buy-in by stores and restaurants along the route and affected by the streets being open to pedestrians, cyclists, and families is essential to the success of Open Streets. The ability to capture and put some numbers behind how Open Streets impacts local businesses, and how much participants spend, will be key to a sustainable initiative. The results from the business and participant surveys can be shared with businesses along the next route or at city council meetings to support the initiative.

## How do I measure it?

A short intercept survey is one of the methods used to capture money spent and awareness of new stores and restaurants by Open Streets participants. Example surveys are available on p. 37-38. Business and restaurant owners should also be engaged with one, or both, of the following surveys. The first, five-question survey is to be conducted in-person two weeks prior the Open Streets and two weeks following Open Streets. It is best to walk the route and capture as many businesses as possible. The second, ten-question survey is to only be given once during the week following Open Streets. Surveys have always been given on Tuesdays due to some businesses being closed on Monday. This also allows the team to prepare the data collection.

## Supplies needed:

- Copies of survey
- Clipboards
- Information on Open Streets
- Contact information for surveyor
- Pens/Pencils

## All of the Cost-Benefit and Business Community Buy-In materials are courtesy of Susan Zieff and Anoshua Chaudhuri.

The following citation can be used to access their work:  
Zieff SG, Chaudhuri A. Sunday Streets Economic Impact Assessment. San Francisco, CA.: San Francisco Metropolitan Transportation Agency. February 2013.

[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2367453](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2367453)

# Cost-Benefit and Business Community Buy-In

## Feedback from business owners and financial results:



**73% of Open Streets participants** spent money at a restaurant or store on the Open Streets route.



"It's a free event and it brings around **250,000 people** into the area over three weekends, so the businesses do benefit. We generally get positive responses. Some of the businesses along the route have become sponsors over the years."

—Jessica Werwar, *Summer Streets NYC*

**68% of Open Streets participants** became aware of a store or restaurant that was new to them.



"Owners thought it was an incredible opportunity to showcase their businesses and have a chance to increase sales, but also get **free advertising** from people traveling at walking speeds. They might not have ever noticed the business before if they were just driving by at 30 miles per hour." — Colin Harris, *Minneapolis Open Streets*

# Business Community Surveys

These two surveys were created by Susan Zieff, Ph.D., Department of Kinesiology, San Francisco State University. The survey below should be administered *before* your Open Streets event. The second survey featured on p. 38 should be administered *after* your Open Streets event. The answers to both the pre and post surveys should be compared to see if Open Streets created an effect on the business community.

1. What type of business is this?	0	Restaurant/cafe
	1	Grocery, liquor store
	2	Gifts, small household items
	3	Housewares (appliances, hardware)
	4	Service (e.g. Laundromat, mortuary)
	5	Clothing
	6	Sporting goods
	7	Specialty goods. Please describe: _____
	8	Other. Please describe: _____
2. How many people came into your store this past Sunday? Date:	0	0-10
	1	11-20
	2	21-35
	3	36 -50
	4	More than 50, number?
3. How many people bought something?	0	0-10
	1	11-20
	2	21-35
	3	36-50
	4	More than 50, number?
4. What was your total revenue for this past Sunday?	(date) 10/27/13	\$ 680.94
5. How many employees worked this past Sunday?		Number: 3



# Business Community Surveys

<b>1. What type of business is this? Please circle.</b>		
<b>0 – Restaurant</b>		4—Service (e.g. Laundromat, mortuary)
1—Grocery, liquor store		5—Clothing
2 – Gifts, small household items		6—Sporting goods
3 – Housewares (appliances, hardware)		7—Specialty goods. Describe: _____
		8—Other. Please describe: _____
<b>2. How many people came into your store this past Sunday?</b>	0	0-10
	1	11-20
	2	21-35
	3	36-50
	<b>4</b>	More than 50, please provide number ~ 110
<b>3. How many people bought something?</b>	0	0-10
	1	11-20
	2	21-35
	3	36-50
	<b>4</b>	More than 50, please provide number ~ 110
<b>4. What was your total revenue this past Sunday?</b>	(date) <i>10/27/13</i>	<i>\$1,643.75</i>
<b>5. How would you describe your business's involvement with the Sunday Streets participants and event?</b>	<b>2</b>	Active involvement with the participants and the event (e.g. sidewalk sales). Please describe:
	1	Occasional involvement (e.g. use Sunday Streets to promote my business). Please describe: <i>We had someone stand outside to recruit patrons.</i>
	0	Limited or no involvement
<b>6. Did Sunday Streets have an impact on your business?</b>	<b>2</b>	Yes
	1	No
	0	I don't know
<b>7. How would you rate the impact of Sunday Streets on your business?</b>	<b>2</b>	Increase in customer activity & sales
	1	No Change
	0	Decrease in customer activity & sales
<b>8. How many total employees work here?</b>		Number: <i>62</i>
<b>9. How many employees typically work on Sunday?</b>		Number: <i>25</i>
<b>10. How many employees worked during Sunday Streets?</b>		Number: <i>35</i>

# Example Policy Brief

## St. Louis **speaks** about **OPEN STREETS**

Notes from community stakeholders about increasing attendance and community involvement in future Open Streets

**I**N 2011, A RESEARCH TEAM from Washington University interviewed 13 community stakeholders with interests in improving the physical activity and overall health for children and families in St. Louis communities. These stakeholders, in areas such as education, healthcare, and the nonprofit arena, shared their perspectives, providing invaluable information and innovative ideas on how to boost the involvement of their constituents in Open Streets.



**WHEN?** *Community stakeholders suggested days and times that reflected the times that would best work for their constituents:*

**What days and times might draw the most community support?**

Saturday mornings were mentioned as the best for runners, cyclists, and parents looking for activities for their children on the weekends. Saturdays were also mentioned as good days since there is no interference with many church activities.

Sundays were mentioned as good ways for families to engage in healthy activities on a day that in many cases is a family day already. Sunday afternoon events give churchgoers an opportunity to attend also.

Friday evenings were also suggested to provide children and youth with a safer alternative to activities that are usually available on Friday nights in their neighborhoods.

**LOCATION, LOCATION, LOCATION!** *Route length and placement of Open Streets events were key aspects, according to stakeholders, in engaging their constituents in the community:*

**What kind of route will engage more of the community?**

Community members will be more likely to attend the event if routes pass near their houses. Limited access to transportation could be a barrier in getting parents to bring children to events not near their homes.

Routes must be long enough for cyclists and runners to use effectively, or be arranged in a loop that could facilitate the use of the route for these Open Streets participants.

Routes that connect blocks north and south of Delmar could be ways to break down social barriers and build trust across communities.

If longer routes passing through several communities are not feasible, several smaller routes could also be hosted on the same day to increase the involvement of various communities.

**PROMOTION** *Stakeholders discussed several sources that the City and Open Streets planners could tap to increase the reach of the Open Streets promotion:*

**WHO can help to extend the City's efforts to promote the event?**

Organizations like the YMCA, Boys and Girls Clubs, Grace Hill, Salvation Army, and neighborhood associations that the communities trust can promote the events in their newsletters, websites, and e-mail listserves.

Running and cycling groups can promote the event as a place to meet for their weekend group runs.

Schools can be key partners in promoting the events to their students as a part of initiatives to increase students' physical activity.

Churches are also a useful source of event promotion, who are promoting healthy body and soul, and family activities to their members.

# Example Policy Brief

## PROMOTION HOW can the City tap into the community to engage residents?

*Stakeholders mentioned some of the most effective ways they could think to reach city residents, some of which the City has used in the past and other new ideas:*

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Open Streets St. Louis can reach out to these agencies through their Facebook and Twitter accounts to reach more children, youth, and young adults.

Involve business owners along the route to do something special the day of the event and promote the event with fliers to help their business and the event.

Local newspapers like the St. Louis American, Argus, Centennial, SCOPE, Riverfront Times, Post-Dispatch can be involved in marketing the event.

Local news and radio can also promote the event in advance. Radio stations can also tell listeners they are at the event with giveaways to attract more participants.

Connect Open Streets with other healthy living-type events like farmers markets.

Always emphasize the FREE aspect of the event and mention all of the free things people can do and get if they come, including raffles and giveaways, and tours of buildings along routes.

Advertise that there will be food.

Have music or DJs that will make neighborhood residents want to come check out what is going on the day of the event.

## WHAT TO DO? What activities do stakeholders believe would be most engaging?

*Stakeholders suggested that activities offered at Open Streets events could be both structured and unstructured to involve residents with different interests:*

---

Basketball hoops, jump ropes, volleyball, soccer, Nintendo Wii sports, and life-size chess, were all ideas of unstructured types of activities children, youth and families, even seniors, could play at the events.

A variety of classes could also engaged the community, like Zumba, aerobics, martial arts, yoga, and dance.

Mile markers along the route could indicate to runners or cyclists track their exercise and/or maps of different routes to accomplish certain goals could be provided.

Activities that children and families could continue to do at their homes (i.e., affordable and/or able to done indoors) or classes they could access through community organizations would be beneficial in promoting continued physical activity in participants.

Activities should be spread along the route to promote walking and route exploration.

## LOOK AND FEEL How should the event be portrayed?

*Stakeholders expressed a clear vision of Open Streets was needed by the community, since many are unfamiliar with the concept of this kind of event-- one that was inclusive of diverse social groups:*

---

The event should include community organizations to build community ownership in the event, as well as City sponsorship.

A feeling of inclusion of different types of people across the physical activity spectrum should be promoted, from cyclists to walkers and dancers, from those who already engage in regular physical activity, to those wanting to increase physical activity in their lives.

To learn more, please contact Aaron Hipp [ahipp@wustl.edu](mailto:ahipp@wustl.edu) or Amy Eyster [aeyster@wustl.edu](mailto:aeyster@wustl.edu)

# Example Policy Brief

## Open and shut: the case for **Open Streets** in St. Louis

**OPEN STREETS INITIATIVES** open spaces normally reserved for cars to people, providing a safe environment to walk, bike, dance, play, and socialize, promoting healthy and active living and building community. Researchers in the Brown School at Washington University in St. Louis have received funding from the Robert Wood Johnson Foundation to evaluate St. Louis' 2011 Open Streets events, and to build a campaign encouraging participation by urban youth and families in 2012. With over 1,800 participants in 2011 alone, leadership from the Mayor's office, and generous sponsorships, St. Louis has the potential to be a national leader in Open Streets. In fact, our evaluation survey is featured as a model resource by the Open Streets Project, a national coordinating collaborative. Working together, we can grow St. Louis Open Streets in 2012 and beyond.



### Open Streets 2011 by the numbers

**108**  
MINUTES  
Average time spent at Open Streets

**58%**  
Participants who were attending their first Open Streets

**73%**  
Participants who spent money at a restaurant or store on the Open Streets route

**68%**  
Participants who became aware of a store or restaurant that was new to them

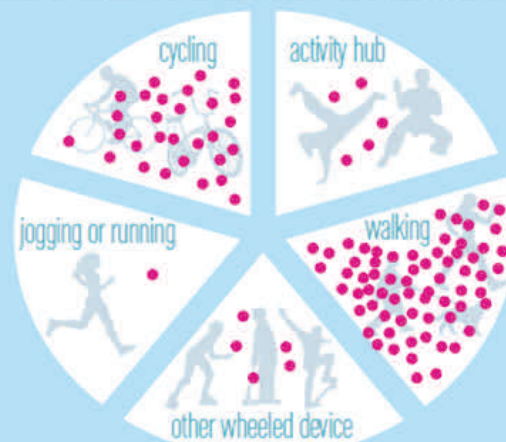
### What do people think about Open Streets?

We surveyed 119 Open Streets participants at the two 2011 events. We asked them to answer some questions about Open Streets, and its effect on St. Louis:

- "Open Streets is a free 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 your feelings about the city?" 94% said "yes - positively"

### 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:



contact us







Aaron Hipp [ahipp@wustledu](mailto:ahipp@wustledu)  
Amy Eyer [aeyer@wustledu](mailto:aeyer@wustledu) } Principal Investigators at the Brown School at Washington University in St. Louis





# Resources, Citations, & Links

## Resources:

-  [OpenStreetsProject.org](http://OpenStreetsProject.org)
-  [Ciclovía Manual](#)
-  [San Francisco Sunday Streets](#) and [CDC Evaluability](#)
-  [Annual reports](#) from Portland's [Sunday Parkways](#)
-  <https://twitter.com/drhipp/open-streets>
-  [Active Living Research](#)

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