

OPEN STREETS

Come PLAY in the Street!

2014 Event Profile

On Sunday, July 20, 2014 Fort Collins hosted its inaugural Open Streets event, temporarily closing sections of Laurel and Whedbee Streets to motorized traffic and opening the street to the community to "Come play in the street."

In 2014, 1,958 community members participated in the first Fort Collins Open Streets event.

A new initiative introduced to Fort Collins by the City's FC Bikes Program, Open Streets events provide a safe, car-free public area for community members to explore their

neighborhoods through healthy and active modes of transportation. With more than 100 documented Open Streets initiatives in North America, these car-free events are gaining popularity as innovative ways to achieve environmental, social, economic and public health goals.

In 2014, a Fort Collins Open Streets planning committee was established to help shape the City's new initiative. The following goals were established by the planning committee for the initiative:

- Promote and increase active transportation.
- Promote and increase physical activity and social health.
- Increase awareness and acceptability of streets as public facilities with multiple uses.
- Build community by engaging residents of all ages, abilities, and backgrounds.

Route

Several design iterations of route were proposed with a final route that incorporated the following:

- Goals of the event
- Available distance for the closure
- Detour routes for motorized traffic
- Construction schedules
- Other large event schedules

The final event route consisted of .75 miles of Laurel Street, from Remington Street to Lesser Drive, and .75 miles of Whedbee Street, from Laurel Street to Prospect Road. The total route length was **1.5 miles**. Forming a "T" shape, the route allowed for a roundtrip distance of three miles for participants to safely recreate and explore their streets.

Four intersections remained open to cross traffic and were supervised by City police officers and volunteers. This allowed for motor vehicles to pass through the event without having to detour too far around the closure.

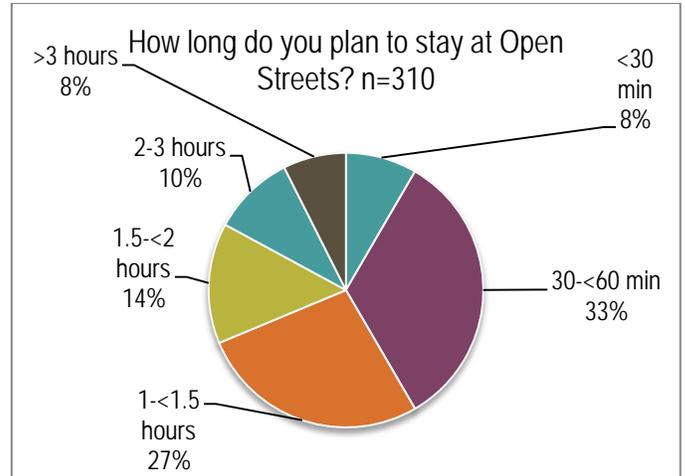


Participant Feedback

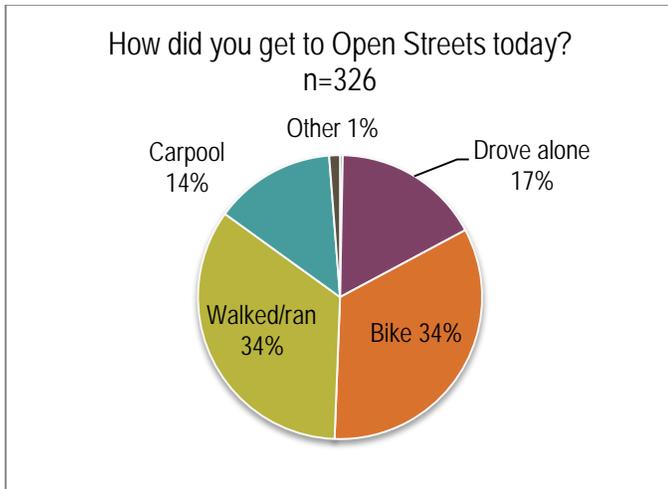
FC Bikes' conducted a thorough and comprehensive evaluation process in order to set a standard for events to come and to better understand the impact of the Open Streets event. Observational counting and intercept surveys allowed FC Bikes to collect valuable data to measure progress toward the established goals.

The following graphs portray participant feedback from the City's inaugural Open Streets event in relation to the goals of the initiative.

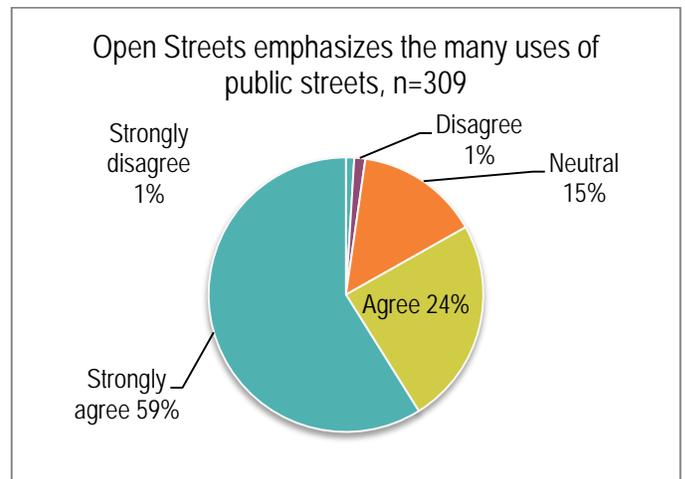
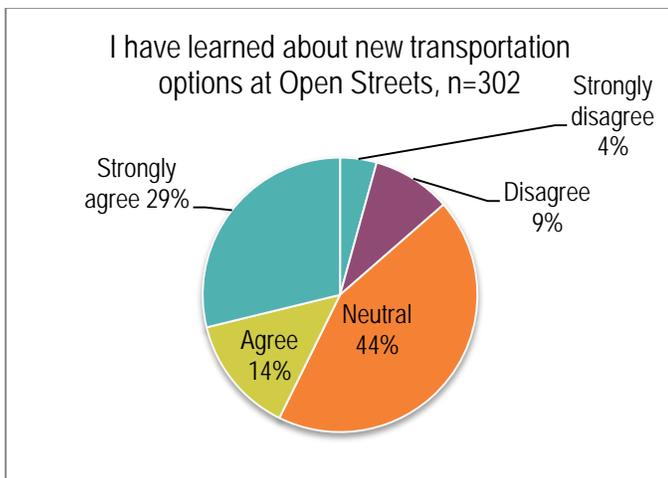
Promote and increase physical activity and social health.



Promote and increase active transportation.



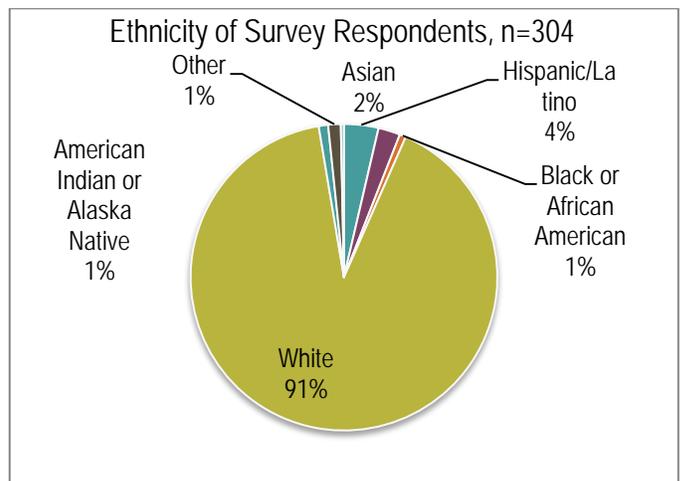
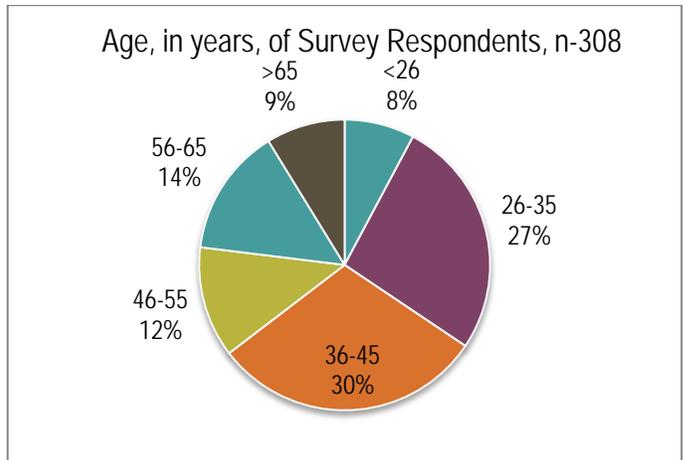
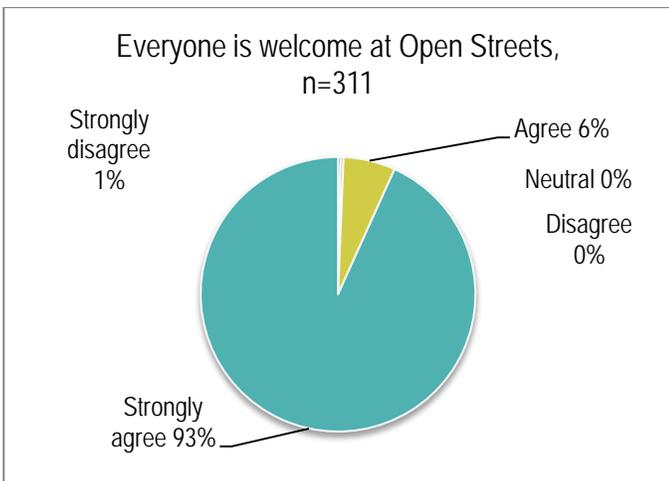
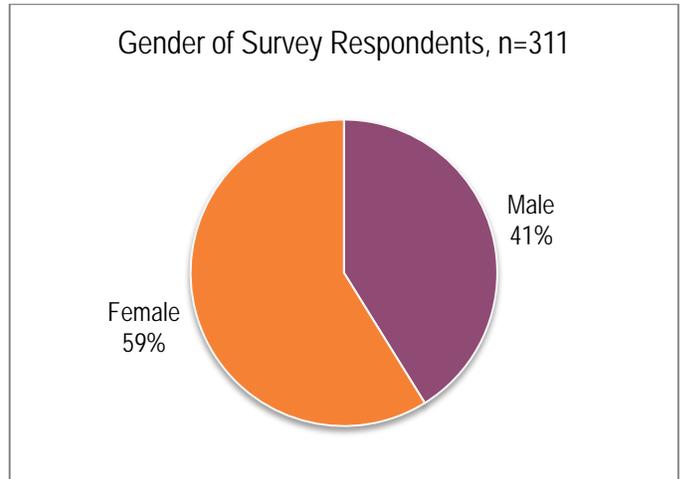
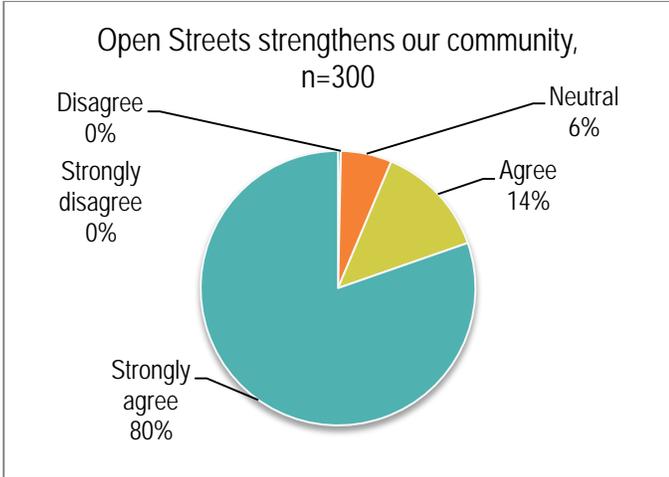
Increase awareness and acceptability of streets as public facilities with multiple uses.

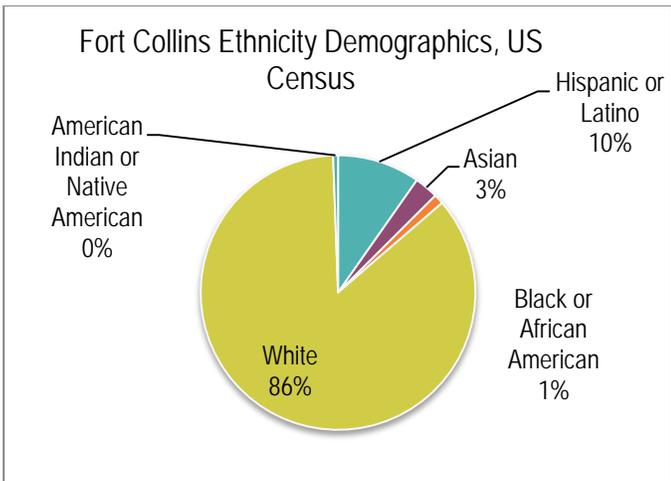


Build community by engaging residents of all ages, abilities and backgrounds.

Participant Demographics

Through all programming efforts, FC Bikes aims to attract participants that are representative of the Fort Collins population. The graphs below demonstrate the demographics of community members that attended the inaugural Open Streets.





In addition to the programming partners, three information booths and an EMS station were

Partners were surveyed post-event and 71% agreed or strongly agreed that it was worthwhile to participate in Open Streets. Additionally, 82% agreed or strongly agreed that they would participate again as a partner.



strategically positioned along the route. Furthermore, three Emergency Medical Technicians patrolled the route on bicycle.

Programming Partners

Local business partners with similar goals as those to the event were invited to host booths and activities along the route. All activities were free and open to the public. This year, **47 local businesses** participated, encouraging participants to engage in healthy, active lifestyles.

Businesses hosted a wide variety of engaging activities, including but not limited to:

- Acupuncture
- Balloon animals
- Eyes exams
- Face-painting
- Musical instruments
- On-street bowling
- Protected bike lane demonstration
- Pure Barre
- Yoga
- Youth bicycle lessons
- And much, much more!



Volunteers

Over 85 volunteers helped bring this event to life. Uniformed in highly visible teal Open Streets' t-shirts, volunteers were dispersed all along the 1.5 mile route offering support and smiling faces. The table below lists the variety of positions and the number of people who helped fill those spots.

Volunteer Position	# Filled
Set Up	7
Block Captains	12
Evaluation Surveyors	14
Information Booth Attendants	12
Intersection Superheroes	8
Mobile Superheroes	17
Evaluation Observers	9
Breakdown	10
Total	89

the Open Streets. From determining the appropriate name for the initiative to creating a color palette and logo, Mantooth Marketing was a valuable asset throughout the process. Several marketing strategies were implemented in an effort to promote Open Streets to a large audience. The following communication tools were used:

- City News
- Event posters
- Multiple articles in the Coloradoan newspaper
- Over the street banner at Laurel & College Ave.
- Postcards mailed to residents within a half-mile radius of the route
- Posted on all local community calendars
- Radio ads
- Radio interviews on 88.9FM KRFC
- Recreator ad
- Postcards distributed at events and around town



Volunteers were surveyed post-event and 93% agreed or strongly agreed that they would volunteer for Open Streets again.



Marketing

As a new event, FC Bikes solicited the services of a marketing consultant, Mantooth Marketing, in order to develop a fun and inviting brand for



Staff

Last, but not least, the event staff consisted of the following team members:

In the end, the City and community of Fort

Event Manager:	Tessa Greeger	City of Fort Collins, FC Bikes
Event Coordinator:	Becky Moriarty	City of Fort Collins, FC Bikes
Evaluation Coordinator:	Nick Heimann	City of Fort Collins, FC Bikes Intern; Colorado School of Public Health
Marketing Coordinator:	Isis Diloreti	Mantooth Marketing
Programming Coordinator:	Kelly Steinway	Mantooth Marketing
Volunteer Coordinator:	Kelly Poto	Bike Fort Collins

Collins hosted a meaningful inaugural Open Streets event in 2014, one that effectively met the event goals and offered important lessons for future events.

