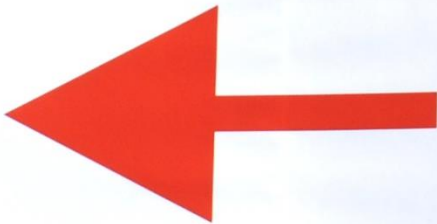


**OPEN STREETS**  
Come PLAY in the Street!



**Evaluation of  
Fort Collins  
Open Streets:  
Advancing  
the Event**

## Contents



Event Overview.....	2
Observation Methodology and Results.	3
Methodology.....	3
Results .....	4
Survey Methodology and Results.....	4
Methodology.....	4
Participant Survey Results .....	5
Demographic results .....	11
Business Partner Survey Results.....	15
Volunteer Exit Survey Results.....	16
Established Business Survey Results...	17
Area Resident Survey Results.....	18
Process Evaluation.....	19
An updated process model.....	26
Conclusions .....	26
Appendix A .....	29
Observational Materials and Protocol...29	
.....	31
Appendix B .....	32
Survey and Volunteer Protocols and Materials.....	32



## Event Overview

On June 7, 2015, the City of Fort Collins hosted its second Open Streets event, a car-free initiative gaining popularity throughout the United States, along W. Elizabeth St. from Shields St. to Overland Tr., the first of two scheduled events in 2015. Open Streets events are planned around the following four goals:

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

The approximately 2-mile route drew more than 7,000 community members to play in the street, a more than three-fold increase compared to the inaugural event in July 2014. Five activity hubs were located along the route and featured activities such as live Yoga classes, rock climbing, and bicycle handling skills courses.

Similar to the City's inaugural event, the City of Fort Collins was at the helm of event coordination. The City contracted with a private marking firm to coordinate volunteers, business partners

and event sponsors, as well as assisting in the event layout, coordinating a marketing strategy, and scheduling of many event activities. A mix of public and private resources helped fund the event.



Figure 1: The second Open Streets event on June 7, 2015.

Open Streets has emerged as an innovative tool to showcase various City of Fort Collins initiatives. Participants were able to tour a MAX bus, experiment with on-board bicycle racks, and even check out a bicycle from the Fort Collins Bike Library. Event goers agree that Open Streets encourages them to walk, bike, or take transit more often, an important outcome given the City's various goals to increase bicycle mode share and decrease greenhouse gas emissions over the next decade. In fact, Open Streets can continue to evolve as a platform to work towards goals of the City's Climate Action Plan and Bicycle Master Plan.

To measure the impact and effectiveness of the City's Open Streets

initiative, comprehensive evaluation has become an essential component to Open Streets planning. This document includes the details of the following evaluation components:

- Summary of observation methodology and results;
- Distribution methodology of various survey tools;
- Results of participant, business partner, volunteer exit, resident, and established area business surveys;
- Comparison of results from the City's 2014 Open Streets event to the first event of 2015;
- An examination of the planning process and recommendations for future event planning.

## Observation Methodology and Results

### Methodology

Similar to the method used during the inaugural event, event participation



Figure 2: Live Yoga class at Open Streets.

was estimated using an adapted methodology that has been used for car-free events in other communities such as St. Louis, Missouri. Four volunteers conducted observational counts during the event. Each volunteer was positioned at one of four locations spread approximately 0.5 miles from one another. See Figure 2 for exact observation locations.

Each volunteer was responsible for counting adults and children, differentiating between each on a standardized form.

Participants were also tallied according to activity mode, (bicycling, walking, or skating). Counting occurred for fifteen minutes per hour for three hours in the middle of the event. Results used a series of assumptions to estimate participation. First, the speed of each mode is assumed as follows: 3 miles per hour for bicyclists, 2 miles per hour for walkers, and one and a half miles per



Figure 3: Observation locations indicated with blue circles. Locations spaced at approximately 0.5 miles apart.

hour for skaters. These assumptions are justified by the fact that many participants remained stationary at hubs upon arrival, as noted by event staff and volunteers. Activity hubs offer attractions that draw participants in for several minutes at a time. Towards the middle of the event, anecdotal evidence supports this assumption as participants noted that long lines were forming at activity locations. Thus, the assumed speed of each travel mode can be thought of as an average speed accounting for times of no movement. Second, it is assumed that the number of estimated participants during the 11:00 hour and the 1:00 hour are similar to that of the 10:00 and 2:00 hours, respectively. See Appendix A for observation counting materials used during Open Streets and specific observation protocol.

## *Results*

An estimated 7,038 participants engaged in the June 2015 Open Streets event or an increase of 359% over the participation at the inaugural Open Streets event in 2014.

Observation results indicate that approximately 26% of event participants were children. Gender of participants was not collected during the revised observation process for the June 2015 event, but this data was collected with the participant intercept survey.

Given the nature of the event with permeable entry and exit points, the current methodology remains the best option for estimating event

participation. It may be possible to investigate alternatives, such as handing out stickers or other items to every single person, but a similar amount of error is likely to occur while using a significantly greater number of volunteers and staff to accomplish. The current methodology is also relatively simple, although the limited number of volunteers available impacted the observation methodology. One volunteer was stationed at each observation location to count all participants in the area, whereas in the past, two volunteers were present at each location, one counting children and the other adults. With more volunteer resources, it would be easier to differentiate between male and female participants. However, given the participant intercept survey already estimates the proportion of male and female participants, future observation methodology could reasonably evolve from that used during the June 2015 event.

## **Survey Methodology and Results**

### *Methodology*

Observation volunteers were also tasked with distributing participant intercept surveys during the event. City staff also aided in the collection of participant survey responses. A total of 245 intercept surveys were collected and analyzed. One volunteer was responsible for collecting survey responses from business partners that were located at each of the five activity hubs. A total of 36 business partner

surveys were collected and analyzed of 47 total business partners, or a response rate of 76%. Volunteer exit surveys were collected from volunteers to share their experience upon completion of their shift. A total of 20 volunteer exit surveys were collected with 27 volunteers participating in the event, or a response rate of 75%. Similar survey methods were used during the 2014 event to collect participant intercept, business partner, and volunteer exit survey results.

City staff modified the method used to collect resident and established business feedback following the event. Postcards were sent following the event to approximately 1,050 addresses along the W. Elizabeth route. A survey was developed using Survey Gizmo, an online survey application.

Survey takers were first asked to identify as a resident or business owner/operator, and the response dictated the questions that followed. Four businesses and five residents responded to the survey. In the past, no businesses had responded to physical surveys that had been distributed prior to and following the event. Eleven residents responded to an online survey in 2014, but invitations to participate were distributed door-to-door rather than via mail as in 2015.

### *Participant Survey Results*

**Q1: How did you hear about Open Streets? Mark all that apply.**

**Q2: Of the choice(s) you made above, which marketing strategy do you feel was most effective?**

Marketing Variable	% 2014 Responses	Q1: 2015 % Responses	Q2: 2015 % Most Effective Responses
Poster	10	6	9
Mailing or postcard	24	6	10
Recreator	N/A	2	1
Bus shelter ad	N/A	1	0.5
Colorado an article	15	11	12
Radio ads	2	0.5	3
Facebook	N/A	11	21
Ride! Magazine	N/A	0.5	0
City website	N/A	6	3
Small flyer or handout	N/A	3	6
Twitter	N/A	0.5	0.5
Rocky Mountain Parent	N/A	0.5	0
Colorado an ad	N/A	6	6
Word of mouth	21	25	22
NextDoor.com	N/A	0	0
Other	28	16	6
Stumbled upon	N/A	6	N/A

The results for the participant survey are shown on page 5. The intercept survey included 24 questions and a total of 245 surveys were collected during the event. Not all questions of all surveys were complete, and other questions allowed participants to select multiple responses. In addition, some questions were added or rephrased for the June 7 event. Such modifications are noted.

Results from the participant intercept survey indicate that word-of-mouth continues to remain an effective method, albeit unplanned, to encourage event attendance. It would be helpful to determine how the original exposure to event information occurred, however such data may prove elusive. Event planners should continue to encourage business partners and volunteers, however, to help spread the word.

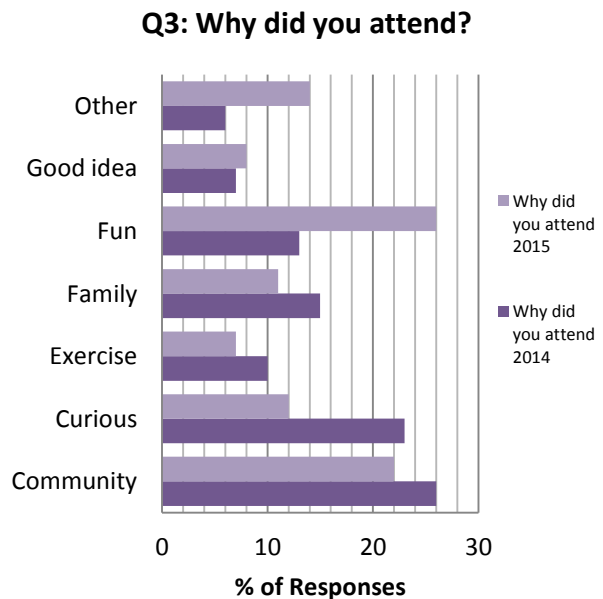
Among marketing strategies that were included on participant intercept surveys in 2014 as well as 2015, relatively few people indicate hearing about Open Streets from radio advertisements. For the June 2015 event, radio advertisements were included as part of a relatively significant sponsorship package. Event planners will approach radio differently for the second event in 2015 by adding two new radio stations to the marketing mix.

Other components to the marketing mix that appear have less broad reach include: NextDoor.com postings, *Ride! Magazine*, *Rocky Mountain Parent*

advertisements, bus shelter advertisements, *Recreator* advertisements, Twitter tweets, and small flyers or handouts. These marketing strategies should be monitored and future event marketing strategies may be based upon more cost-effective elements to reach target audiences.

According to participant survey responses, effective marketing strategies include: Facebook posts, *Coloradoan* articles and advertisements, posters at businesses, City of Fort Collins websites, and postcards or mailings. Event planners should continue to consider each of these important pieces of the Open Streets marketing mix. In addition, participant input should continue to inform the marketing mix components.

### Q3: Why did you decide to attend Open Streets?



Results indicate that many event participants came to Open Streets to

have fun or to support their community or neighborhood. Fewer participants came to the event out of curiosity in 2015 compared to 2014, perhaps indicative that area residents were more informed of the event or that the Open Streets concept is better understood. Exercise and a family-friendly environment are also reasons people came to play in the street.

**Q4: How long do you plan to stay at Open Streets?**

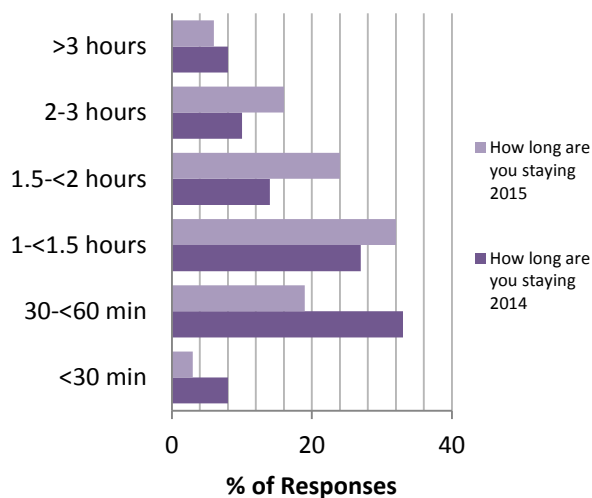
**Q5: How did you get to Open Streets?**

**Q6: How many days in the past week did you participate in an activity where your heart rate and breathing rate increase for more than 10 minutes?**

**Q7: How many minutes, on average, do you participate in activities where your heart rate and breathing rate increase on days that you are active?**

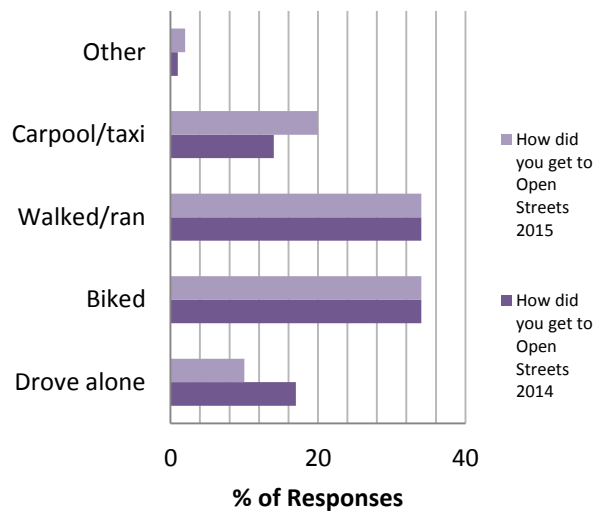
**Q8: What would you be doing if you weren't at Open Streets?**

**Q4: How long are you staying?**



Open Streets events are excellent opportunities for participants to engage in physical activity. Although the event is held relatively infrequently, it stands as a possible venue to engage area residents in quality types and duration of physical activity. In 2015, fewer participants (10% in 2015 compared to 17% in 2014) drove alone to the event, although more carpooled or used taxi services (20% in 2015 compared to 14%

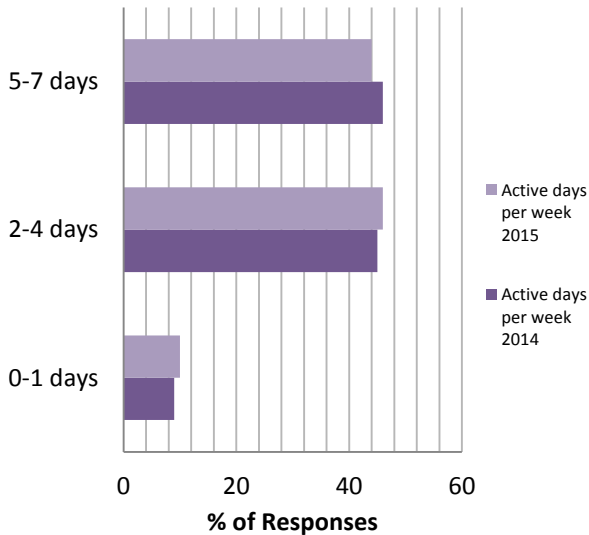
**Q5: How did you get to Open Streets?**



in 2014). A majority of participants however, walked, ran, or rode a bike to the event. Open Streets planners may consider marketing the event more heavily as a bicycle-oriented event in order to encourage more people to ride bicycles for the day. This strategy would also work well with the City of Fort Collins vision for Open Streets of encouraging people to experience the length of a standard commute or trip via bicycle.

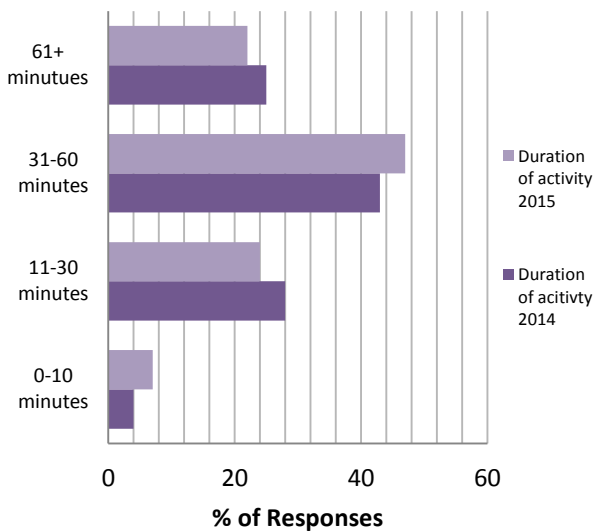


**Q6: How days/week are you active?**



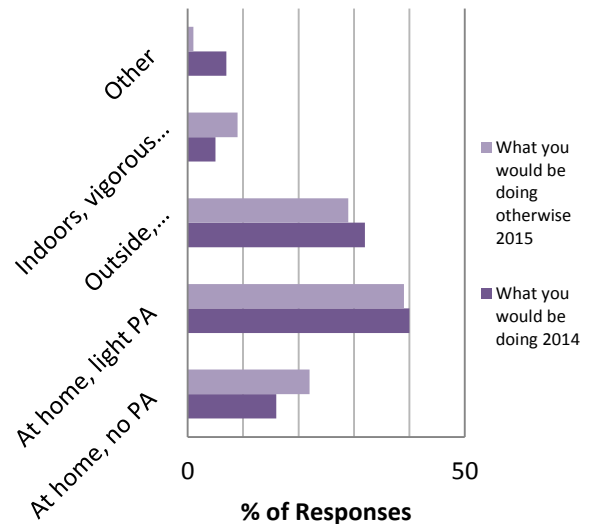
Event participants also indicated that they spent more time at the event. Largest increases are noted in the range from 30 minutes to less than two hours. Considering that many participants arrived at the event via active transportation modes and that many participants stayed between one and

**Q7: Duration of activity per day**



two hours, Open Streets can be considered a public health success by allowing people to exercise and gain experience walking or riding their bike along familiar routes they may use for routine trips, potentially encouraging them to use active transportation modes more often. As seen in question 14, more than half of surveyed participants agree that Open Streets encourages them to use active and alternative modes of transportation more frequently following the event.

**Q8: What you would be doing?**

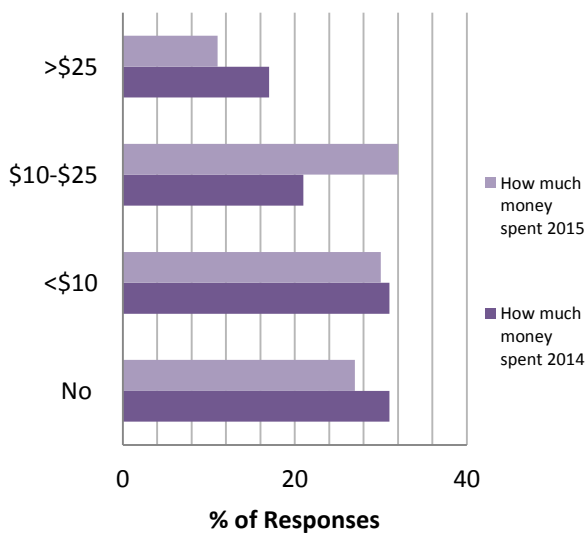


Open Street currently attracts people who tend to be more active. Thus, while the event potentially offers a venue for area residents to engage in physical activity, the event seems to appeal to people who already engage in recommended or near recommended amounts of physical activity. The American College of Sports Medicine recommends 150 minutes of moderate-intensity or 75 minutes of vigorous-

intensity exercise per week for adults.<sup>1</sup> In order to play a more impactful public health role, event organizers may consider marketing strategies that reach an audience less often engaged in physical activity. However, many Open Streets participants reported that they would have engaged in light-intensity physical activity or no physical activity if it weren't for Open Streets. Thus, while Open Streets participants are generally fairly active throughout the week, Open Streets could have a positive impact on population physical activity levels simply by providing a venue to participate in activity or a place for participants to learn skills that facilitate utilitarian activity.

**Q9: Do you plan to spend/have you spent money at businesses near Open Streets?**

**Q9: How much did you spend?**



<sup>1</sup> Haskell, WL, Lee, IM. . . & Bauman, A. (2007). Physical activity and public health. . . *Medicine and Science in Sports and Exercise*, 39(8).

The economic impact of the June 2015 Open Streets event is estimated to range from \$69,315 to a conservative maximum \$96,716. The table below outlines the proportions and assumed amount of discretionary spending used to estimate the economic impact range.

Survey response category	Estimated participants per category	Lower limit value	Upper limit value
<\$10	2,111	\$5	\$9.99
\$10-<\$25	2,252	\$17.50	\$24.99
>\$25	774	\$25	\$25
<b>Sum</b>	<b>7,038</b>	<b>\$69,315</b>	<b>\$96,716</b>

The estimated economic impact represents a benefit to area businesses, as only established businesses along the route were allowed to conduct sales as business per usual. While the estimated range of discretionary spending is large, it seems to suggest that Open Streets has the potential to create a significant and overall positive impact to business located on and near the event route.

**Q10: Open Streets is family-friendly event.**

**Q11: I feel safe at Open Streets.**

**Q12: Everyone is welcome at Open Streets**

**Q13: Open Streets strengthens our community.**

**Q14: Open Streets will encourage me to walk, bike, or take transit more often.\***

**Q15: Open Streets demonstrates that streets move people, not just cars. †**

\*Question is new for 2015 participant intercept survey. Original question appears below.

† Question rephrased in 2015, but remains similar to 2014 question.

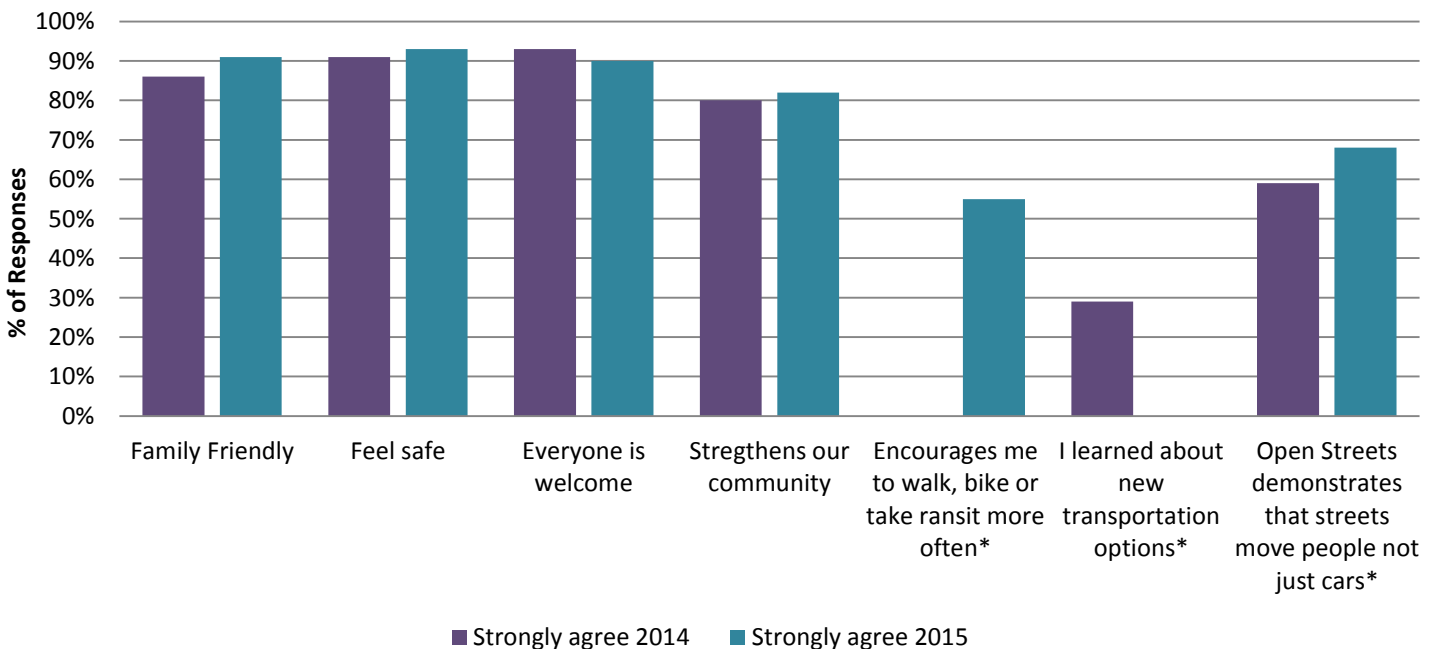
The graph below illustrates the percentage of *strongly agree* responses ranging along a Likert scale. In 2014, a five-point Likert scale was used which included *neutral* as an option. In 2015, a four-point Likert scale was used.

In general, 2015 data includes a greater proportion of *strongly agree* responses compared the 2014 Open Streets event. When response data includes *agree* in addition to *strongly agree*, nearly all responses are captured from June 2015

survey results. To highlight differences Likert scale questions were modified slightly for the June 2015 event. First, a four-point scale was used in 2015, versus a five-point scale in 2014. Four-point scales are preferable to five-point scales because those who would have responded with a neutral response are required to respond towards one extreme or the other allowing evaluators an opportunity to analyze more dichotomous responses.

Secondly, one question was dropped in June 2015 that was included in 2014 with a rephrased substitute included instead. The new question was thought to more accurately reflect the goals of the event, which the Likert scale questions, in general, aim to evaluate. Finally, one question was rephrased slightly, and responses from 2014 and

**Participant survey questions 10 through 15, 2014 vs. 2015**



June 2015 are reported together considered the relative similarity between questions.

As noted in 2014, Open Streets is generally considered family-friendly, safe, and welcoming by a majority of participants. Surveyed event participants also agree that Open Streets strengthens the Fort Collins community, and when including *agree* and *strongly agree* responses, the cumulative total includes 100% of survey responses.

**Q18: How often should Open Streets occur?**

The options for this survey question were more structured in June 2015 than in 2014; respondents had simply four choices in the more recent variation, whereas the question was open-ended

in the past. A majority of survey respondents indicate they would like to see Open Streets once a month or once a season, with much fewer respondents preferring the event occur just once a year, or once a week.

*Demographic results*

**Q16: What is your sex?**

**Q17: What is your age?**

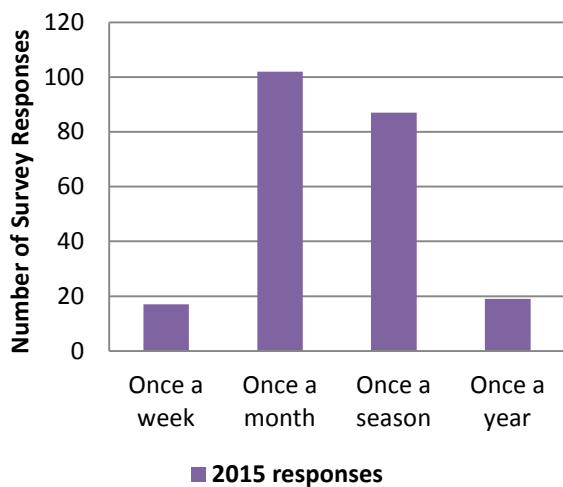
**Q19: Are you of Hispanic, Latino, or Spanish origin?**

**Q20: Which of the following race(s) best describe you? Choose all that apply.**

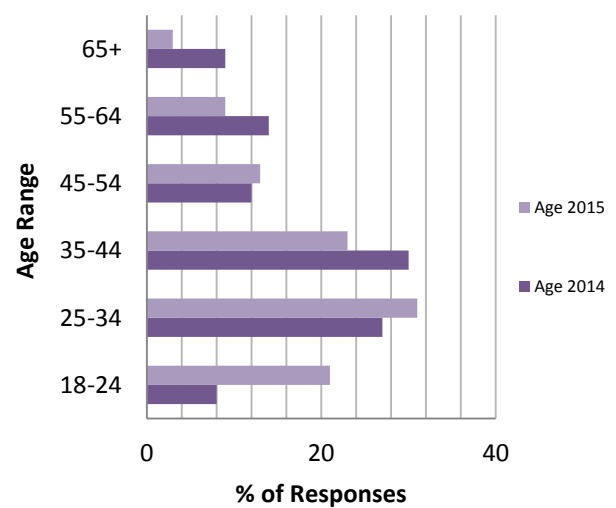
**Q21: Indicate how many people are part of your household.**

**Q21a: The income of your household during the past 12 months.**

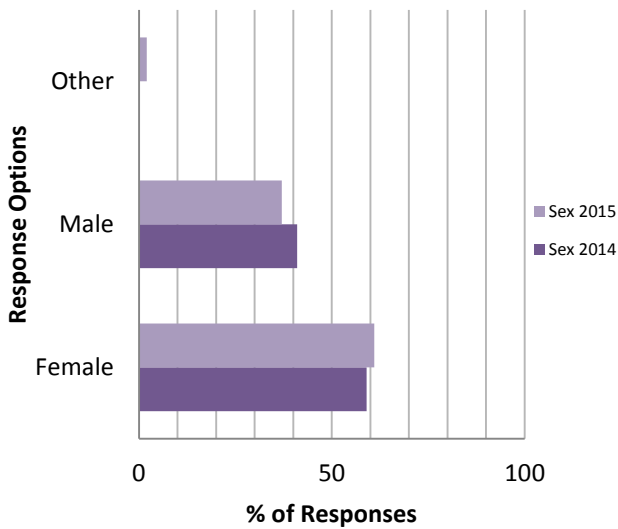
**Q18: How often should Open Streets occur?**



**Q17: What is your age?**



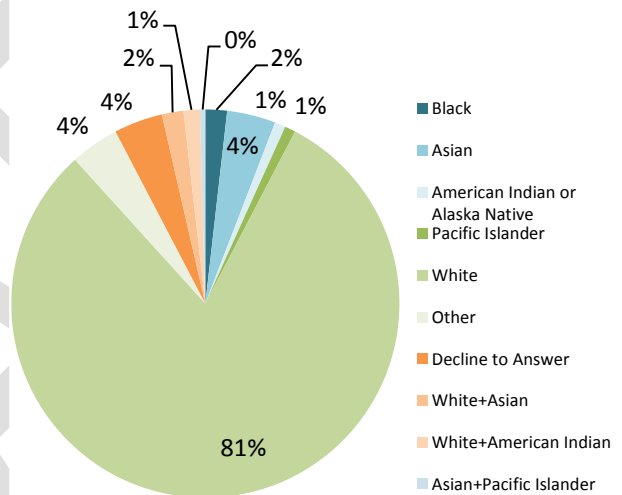
**Q16: What is your sex?**



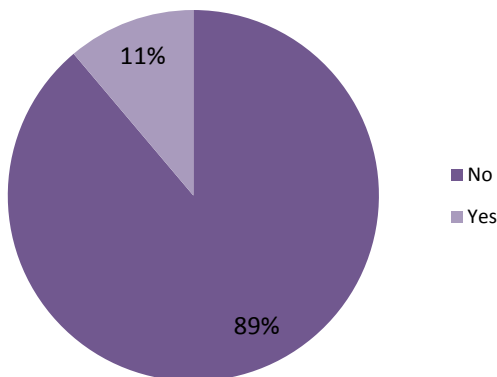
Similar to the event in 2014, more women than men attended Open Streets. In fact, women made up 59% of participants in 2014 and 61% of participants during the June 2015 event. The question of participant age was reformatted for June 2015 intercept surveys and is more in line with the United States Census. During both events, however, all survey responses

were collected from individuals 18 years of age and older. Age results displayed below have been categorized in a way to allow direct comparison. In order to more closely align with the United States Census questions related to race and ethnicity, two separate questions were included. First, participants were asked if they identify as Hispanic, Latino, or Spanish. Next, participants were

**Q20: Which race best describes you?**



**Q19: Do you identify as Hispanic?**



instructed to select any number of races that best describe them. 2010 United States Census data suggests approximately 10% of the Fort Collins population identify as Hispanic, Latino, of other Spanish origin. The June 2015 event seems to have attracted a similar demographic mix, an improvement over the 2014 event where fewer than 5% of participants identified as Hispanic or Latino.

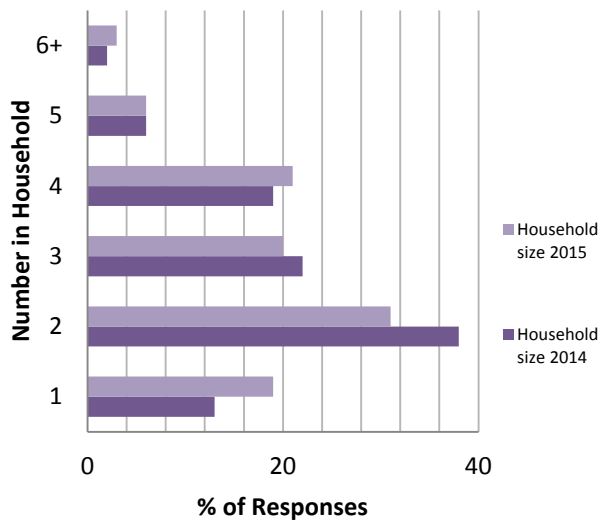
Event participants also identified as a diverse composition of races. Approximately 20% of respondents

identified as a race other than white, regardless of Hispanic origin. This is not entirely surprising given the event occurred in an area of Fort Collins known for university student populations and close proximity to international student housing which remains occupied into the summer months.

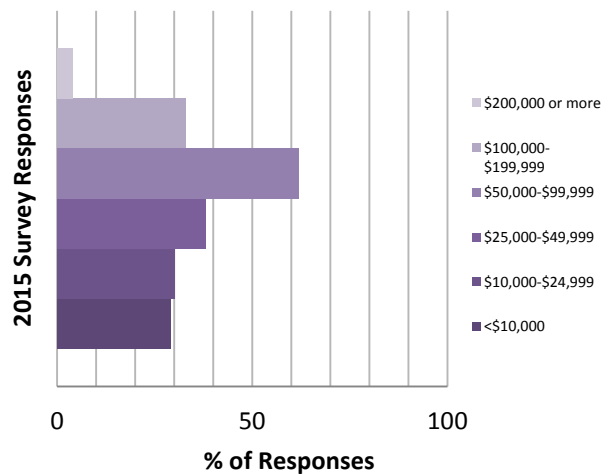
To maintain future diversity of event participants, it is important to continue

for annual income have been revised in June 2015 compared to the 2014 participant intercept survey. Again, this revision was made to more accurately align with United States Census formatting. Household income may be indicative that Open Streets tends to reach people of higher income, even though the June 2015 event occurred in an area with a relatively large proportion of university students. To

**Q21: Household size**



**21a: Household income, June 2015 survey participants**



translating materials into Spanish and perhaps other languages if resources allow, and to distribute materials to populations generally underserved or comprising a smaller proportion of the overall population.

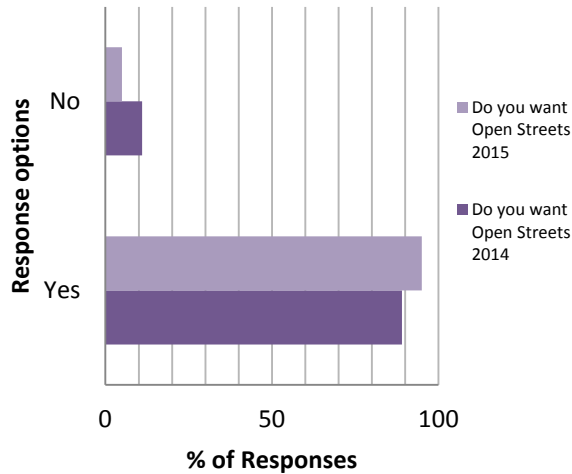
Household size and incomes also reflect the demographics of the area surrounding the June 2015 Open Streets route. More single-member households were present in June 2015, and nearly one-third of respondents reported an annual income of less than \$25,000. It is important to note that response choices

ensure that all people are welcome and able to attend an Open Streets event, event planners may seek to locate routes in areas closer trails and low-stress walking and bicycling routes that allow those without consistent access to an automobile to reach the event route. Another option is to host Open Streets events on the Saturdays or other days of the week when transit is in operation, although this would break the trend of hosting Open Streets on Sundays.

**Q22: Would you like an Open Streets route near your neighborhood?**

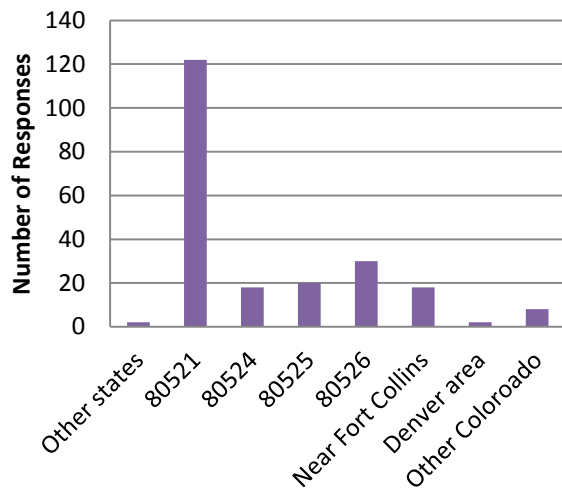
**Q23: What is the zip code where you live?**

**Q22: Would you like Open Streets in your neighborhood?**



In 2014, nearly 90% of surveyed participants indicated they would like an Open Streets event in their neighborhood. The proportion of people indicating they want an Open Streets event to be hosted in their neighborhood increased to 95% in June 2015. Perhaps not surprising, a majority

**Q23: Zip code where you live, June 2015 participants**

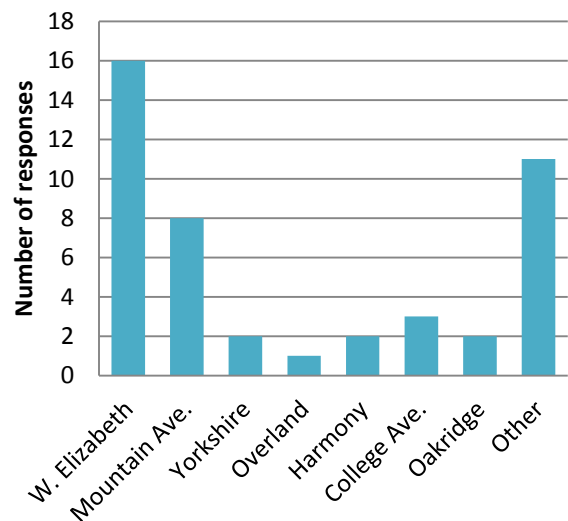


of surveyed responses indicate they reside in the zip code where the event was hosted in June 2015, also similar to 2014.

Also similar to past events, many people come from other areas across the city and region, as well as from other states. To some extent, marketing elements appear to reach beyond Fort Collins, perhaps as a result of social media or electronic articles that have the potential to be distributed beyond a physical area.

**Q24: Suggest a route!**

**Q24: Suggest a route**



Finally, participants were asked to suggest a future open Streets route. Although a much smaller number of responses were collected for this question compared to any other question, the majority indicated that W. Elizabeth was a preferable route for Open Streets events. Eleven other responses were not duplicated, and thus are displayed simply as "other".

Some examples of other routes suggested include: Canyon Ave., Lincoln Ave., the mid-town area, Redwood St., Taft Hill Rd., and Dunbar Ave. The second-highest replicated response was Mountain Ave.

*Business Partner Survey Results*

**Q1: The planning for Open Streets was good.**

**Q2: I knew the goals of open Streets and how to plan activities to meet them.**

**Q3: A lot of people stopped by my station or location.\***

**Q4: I prepared in advance for Open Streets.**

**Q5: I would participate in the same capacity at Open Streets again.**

**Q6: More stations should have**

**participated in Open Streets.**

**Q7: I recruited less interest in my organization than I expected.**

**Q8: Everyone is welcome to participate in Open Streets.**

**Q9: Open Streets is a family-friendly event.**

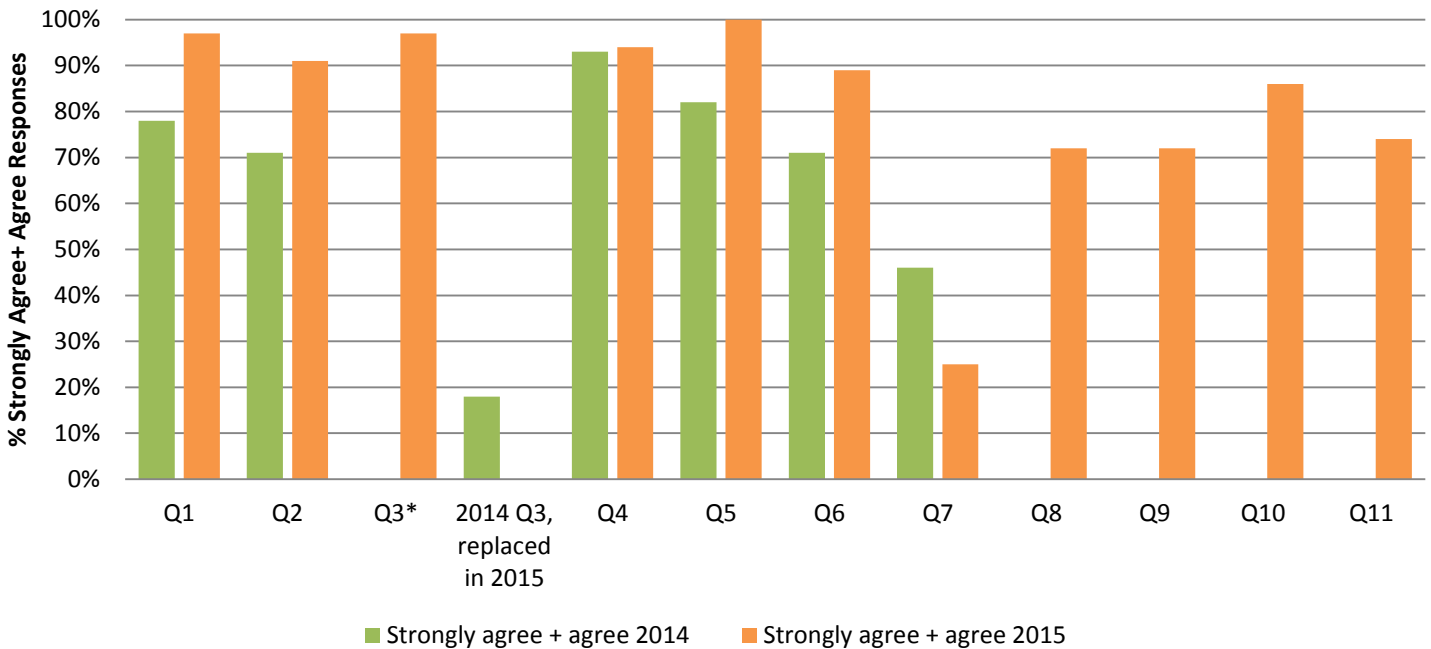
**Q 10: I felt safe at Open Streets.**

**Q11: Open Streets strengthens our community.**

*\*Question is rephrased for 2015 business partner survey. Original question described below.*

The June 2015 Open Streets route was physically different than the 2014 event route; the W. Elizabeth route was linear, with more multi-family residential units, and also several businesses already

**Business partner survey responses, 2014 vs. 2015**





established along the route. When planning visiting business partners, the primary activity sponsors, it was important to event planners to allow established businesses an opportunity to participate formally through the event application processor less formally by simply operating as usual with the potential to benefit from the increased pedestrian traffic drawn by the event. The business partner survey was used for a second year to measure opinions among the formal business partners, typically those visiting W. Elizabeth rather than those presently established along the corridor.

The future of the business partner survey should be addressed to ensure that the data collected with the tool is an accurate comparison from event to event. Administration of the survey was simple in June 2015; a single volunteer

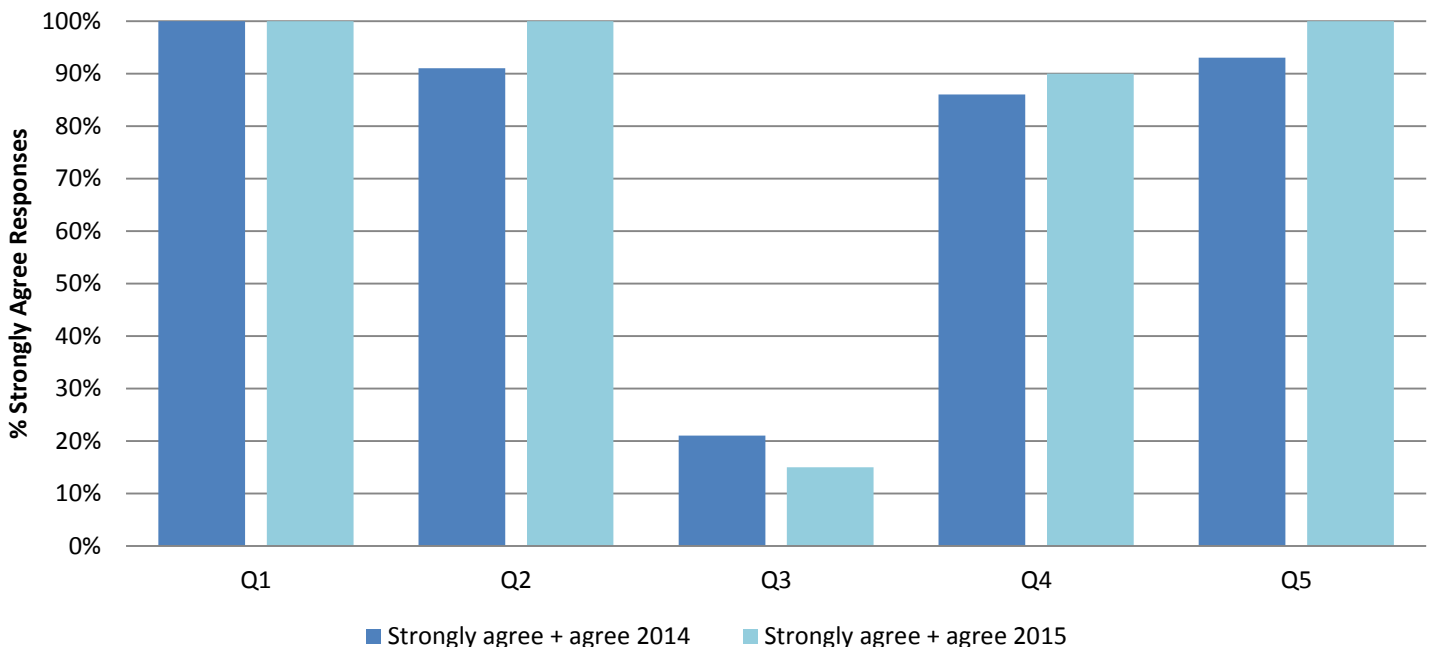
was charged with approaching partner stations during the event to ask for their feedback. It is recommended that future business partner surveys are limited to only those businesses and organizations that have completed a partner application and should not include established businesses participating less formally. In order to garner feedback from those establishments, the established area business survey, discussed later, should be used.

The business partner survey included five new questions in June 2015 questions, including questions 6 and 8 through 11. The language of question 5 was revised slightly in 2015, although the essence of the question remained similar.

#### *Volunteer Exit Survey Results*

The volunteer exit survey was distributed

### **Volunteer exit survey results, 2014 vs. 2015**



upon volunteer check out once a volunteer had completed their shift. The survey process was more structured this year, which led to a greater proportion of volunteers completing the exit survey. Significantly fewer volunteers participated in Open Streets in June 2015, however.

**Q1: I had fun helping out on the Superhero Volunteer Team.**

**Q2: The training process was smooth and helpful; I felt like I was able to perform like a Superhero following training.**

**Q3: I felt as though I was missing some important information.**

**Q4: I had a sense that we as Superhero Volunteers acted as a team.**

**Q5: I would volunteer for Open Streets again.**

Overall, survey responses from the Volunteer Exit Survey indicate that volunteers felt informed and enjoyed spending their time at the event. The proportion of "strongly agree" responses increased for each question, with the exception of question 1 and negatively-phrased question 3. For question 1, "strongly agree" and "agree" responses both sum to a total proportion of 100%. In question 3, a decrease of responses in agreement would be evaluated as preferable given the nature of the question.

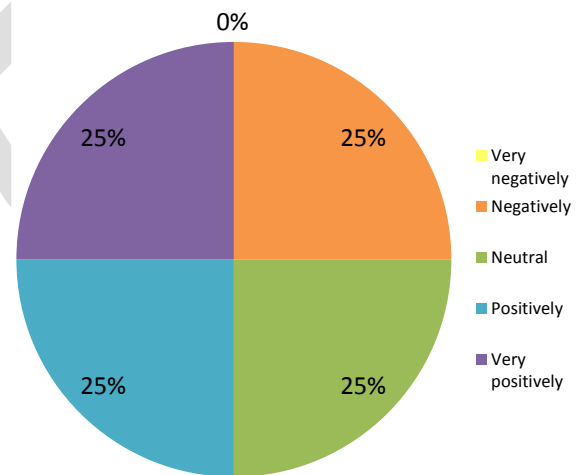
The training process for volunteers was restructured for June 2015. Rather than providing trainings before the event,

training for each volunteer role occurred the day of the event. Based upon survey responses, this approach is recommended for replication. The day-of training process is also more time efficient, and likely favorable given the staff time required for extensive trainings prior to the event. It appears that, overall, the volunteer process continues to improve.

#### *Established Business Survey Results*

Survey results from area businesses and residents continue to remain elusive. However, the method used to collect business survey results garnered more results than past methods, albeit total business responses equal just four.

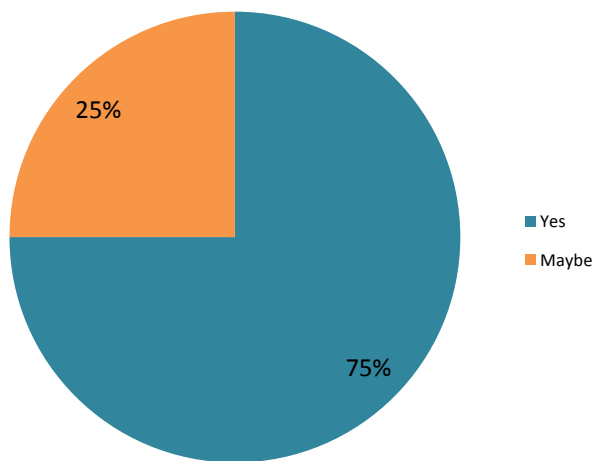
**How was your business affected?**



Three of the four responding businesses identified as restaurants or cafes, with one also including sporting goods. The fourth identified as an institute of worship or church. Of the three restaurants, two reported changes in sales from June 7, 2015 compared to

the same Sunday one year prior. One reported an increase of 20% and the other a decrease of 20%. Interestingly, both businesses indicated they would like Open Streets to return to W. Elizabeth. In total, three businesses indicated they would like Open Streets to return. When asked how they felt Open Streets affected their business, responses ranged from 2 to 5, with 1 being most negative, 5 being most positive. Business survey responses are insightful, however so few total responses should be interpreted with caution and may not necessarily represent the opinions of all business operators in the area.

**Do you want Open Streets back?**



*Area Resident Survey Results*

Similarly to the established business survey, only five residents completed the online survey, down from 11 in 2014. All resident questions displayed included a four-point Likert scale, ranging from “strongly agree” to “strongly disagree”.

**Q1: I was notified in advance about Open Streets.**

**Q2: Closing the street for Open Streets was inconvenient.**

**Q3: I had enough information about Open Streets to make adequate plans in advance.**

**Q4: I want Open Streets in my neighborhood again.**

**Q5: Event participants respected my property.**

**Q6: The event was clean.**

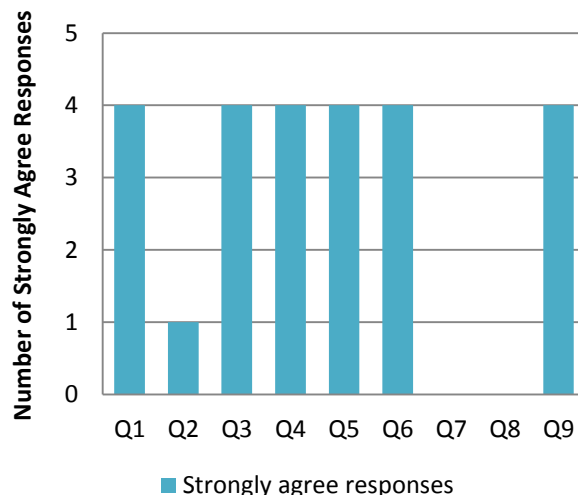
**Q7: The noise of the event was louder than a typical Sunday.**

**Q8: The type of noise generated by the event was unfavorable.**

**Q9: I was able to enjoy my Sunday, even though a new event was in my neighborhood.**

Overall, residents found Open Streets to be a favorable, clean, respectful event.

**Resident survey strongly agree responses**



In addition, responding residents felt they had plenty of advanced information in order to make plans and enjoy their Sunday. Questions 2, 7, and 8 are negatively-phrased, and a fewer number of “strongly agree” responses should be evaluated favorably.

These results, however, should be interpreted with caution and are likely not necessarily indicative of the opinions of all area residents.

## Process Evaluation

Open Streets implementation occurs with significant programming and logistical planning. Updating the planning and implementation model can help current planning teams remain efficient. In addition, scrutiny of event planning activities can be helpful for other communities wishing to follow a similar model to implement a version of Open Streets. While the process evaluation outlined below can be taken at face value, it could also be helpful to review the process outlined in previous reports evaluation Fort Collins' Open Streets. For City staff, the process evaluation for the June 2015 event can serve as a summary of lessons learned while planning the second event.

As in 2014, the June 2015 event was based upon a process adapted from Missoula, Montana's car-free initiatives. The 15 steps adapted for Fort Collins Open Streets events include:

1. Bring the idea of an Open Streets event to Fort Collins.

2. Begin to secure political and organizational support.
3. Establish a budget.
4. Plan the route.
5. Set dates and schedule the event.
6. Begin planning the event.
7. Secure sponsorships, partnerships, and grant resources.
8. Organize community outreach and engage the community.
9. Develop collateral materials.
10. Coordinate traffic control.
11. Develop communication strategies.
12. Organize event activities.
13. Finalize event logistics.
14. Recruit and manage volunteers.
15. Evaluate the event.

As noted below, many of the steps occur simultaneously and thus a condensed and updated model will be proposed following the discussion of the planning process outlined above. While the updated planning model may not necessarily reflect the exact order of steps taken by City of Fort Collins staff when planning Open Streets, the model remains a helpful guide of necessary activities that should be organized prior to the event.

### *Bringing the idea to town and securing support*

City staff were primarily responsible for bringing the idea of Open Streets to Fort Collins. While this generally appears to be a one-time activity, maintaining support for the event is on-going. Residents and businesses located near

past event routes can become valuable supporters of Open Streets. Consistent and continual outreach has been used in Fort Collins to ease concerns and allow City staff and area residents alike to plan accordingly to make accommodations. The more often outreach activities occur, the more opportunity it seems residents are allowed to make alternative plans or request adjustments to event logistics to remain comfortable. Similarly, feedback mechanisms can help City staff plan for future events that may require similar amenities.



Figure 4: Activity hub at Open Streets, June 7, 2015.

Periodic updates to departmental and other City leaders is also important. While staff can likely carry out routine organizing, City leadership should remain aware of significant developments. Departmental leaders are likely to remain more closely engaged with the project, however, as event planning occurs nearest these individuals. Further, City leaders should be invited to experience the event on if possible. Several City leaders attended the June 2015 Open Streets event and their feedback has been influential to

the planning activities for subsequent events.

#### *Establish a budget*

Open Streets events can be resource intensive. Remaining aware of which logistics are vital the event operation can help City staff reduce other budgetary line items in the event that budgetary refinements becomes necessary. At present, City staff are actively monitoring available resources for Open Streets events which can help reduce unexpected budgetary crises by actively making decisions to streamline resources, such as using internal services or decreasing expenses related to certain components to the marketing mix. It may be the case that the June 2015 event included several budgetary line items that are likely to be one-time expenditures, which is important to consider. In the future, City staff are recommended to seek alternative revenue streams, such as sponsorships and grant opportunities, of which had been secured in some fashion or another for the first two events, but can be helpful at reducing budgetary stress or limit the reduction of certain planning and outreach activities in order maintain an effective budget.

#### *Plan a route and schedule the event*

In the case of the June 2015 event along W. Elizabeth, some groundwork had already occurred prior to making the firm decision to move forward with Open Streets in along the corridor. The route had been explored in 2014 as the site of a possible event, and as a result,

some relationships had already been established and City staff were already aware of some potential concerns of some residents and business operators in the area.

Selecting routes in the future should also consider the event schedule at the same time. To some extent, selecting a route depends upon the schedule of other events in the neighborhood near a proposed route, larger events that draw residents from across the City, and regional engagements that may be perceived as higher in priority for event goers. As planners look towards 2016, it is recommended that routes take into consideration the schedules of other



Figure 5: Participants engaging with event business partners.

events in the area as not to create conflicts among attendees wishing to attend other events.

It is also recommended that subsequent events be scheduled, or at least discussed, while planning current Open Streets in order to allow for cross marketing at the current Open Streets. For example, planning 2016 events prior to the implantation of other 2015 events

can be useful in that marketing can occur to maintain momentum for the event. Furthermore, once an event is scheduled, it should not be moved as marketing materials may have already been submitted and printed. Scrutiny of all possible conflicts prior to route selection and scheduling could help to reduce the chance that the event needs rescheduling, which could be a potential drain on resources if materials have already been printed or distributed.

*Begin planning the event, secure partnerships, community outreach, and develop collateral material*

Planning event activities and logistics is an ongoing process. Community outreach, similarly, is a process that occurs over several months leading to the event. Prior to the June 2015 event, several outreach activities occurred, including:

- A mailing to area tenants and property owners five weeks prior to Open Streets.
- A mailing sent a reminder and invite postcard to 3788 area tenants (quarter-mile radius surrounding the event route) three weeks prior.
- A mailed reminder to residents that would be blocked in during the event two weeks prior.
- Door-to-door outreach one week prior to the event to area residents that would be have direct access severely limited during the event.

Additional outreach included distributing flyers and maps to some area businesses and town hall style presentations to groups of area residents, on occasion with City leadership present as well. It is recommended that the outreach process continue to occur over time leading to the event, perhaps aiming for a continual, monthly streams of information to area tenants rather than a barrage of information relatively close to the event. It should be considered, however, that little feedback from the June 2015 event suggests that major modifications be made to the overall outreach approach. Event planners should reflect on the timing of past and future outreach action items and refine the schedule based upon feedback of planners and public alike to optimize the outreach schedule over time.

Collateral materials such as event maps and other day-of wayfinding, signage, and other items for public consumption should be developed close to the event to account for last minute edits that may be incorporated. Event planners could create an outline of all materials and begin digital drafting until all materials are sent to print close to the event or time of distribution, possibly preventing wasted resources if materials need to be revised or errors are found. This strategy might help reduce waste and maintain an efficient budget. Other collateral materials, such as large feather flags used to anchor activity hubs can be reused for many future events. The costs of these types of materials should be considered when

planning an event budget as some materials can be reused and resources can be saved for future events.

#### *Coordinate traffic control*

In order to host Open Streets, a special event permit is necessary. While the permit itself is relatively straightforward, it can lead to other necessary logistics, such as a traffic control plan and presence of police officers to direct traffic and maintain a safe event environment. These elements should take precedent when planning Open Streets. Should a non-governmental agency ultimately take charge of Open Streets planning, the special event permit and necessary attachments will serve as a vital connection to City services, staff, and information.

No incidents were reported during the June 2015 event, an indicator that traffic control was effective. However, event planners should discuss a safer strategy to closing and re-opening the event route. It was noted that the closure and subsequent re-opening occurred in such a manner that traffic was reappearing on W. Elizabeth before the scheduled 5:00pm reopening time. This was a potentially dangerous situation considering that event business partner and staff members and vehicles were moving along the route as if the roadway was still closed. In addition, event participants continued to use the roadway for walking and biking prior to the designated 5:00pm reopening time, but as described above, traffic was beginning to use the street, potentially

creating an unsafe condition. A rolling closure and reopening may be one strategy, with traffic control operators beginning on one of the route and proceeding towards the other, creating a vacuum of closed space along the route.

### *Communication strategies*

Although communication strategies for Open Streets have essentially been developed, message frames are expected to continue evolving over time. Communication strategies should be developed early in the planning process and be integrated into many different facets of event materials and outreach process including posters, radio and print advertisements, and public outreach.

One potential modification moving forward is to promote Open Streets as a more bicycle-oriented event. Communications should also continue to reinforce the idea that the event design is intended to incorporate large areas of open space to play between activity hubs. This idea should be reinforced among volunteers, business partners, established business along the route, area residents, City leadership, and outreach materials. Some public comments have suggested the route be shortened or space between hubs be filled with booths or other activities. However, these suggestions would fundamentally alter the nature of Open Streets and thus should be vetted on a case-by-case basis to determine if their

inclusion in the event planning process aligns with event goals.

Communication to event partners is also important and should continue to reinforce the need to actively engage participants rather than simple passive event participation. Activity is a key component to Open Streets, and event partners should be advised to make an active effort to recruit their existing clientele prior to the event as well as attracting participants from the route by offering incentives, demonstrations, or making one-on-one connections to draw participation to a given activity.



Figure 6: Open Streets Mobile Superhero volunteer.

### *Organize event activities*

Event partners are secured through an on-going application process. In 2015, some partners agreed to participate in the September event when applying to participate in the June event. It has proven to be a time effective to allow partners to apply once for multiple events and begin to plan activities accordingly.



It is recommended that activities continue to be placed in relatively structured hubs, with hubs being located throughout the entire event route. It might be helpful to produce a detailed plan and distribute the plan to event partners prior to the event. Prior to set up, staff could chalk the exact location for tents and booths to be placed to reduce confusion, streamline the set up process, and ensure activity hubs are perceived as well-structured areas along the route.

During set up, it is recommended that event partners enter the route closer to their location to avoid confusion regarding the status of the route closure; partners driving on the route to set up, as was the case for Fort Collins 'June 2015 event, could be confused as public traffic. Thus, partners could be encouraged to enter near their designated hub location and exit the route upon set up to either park on a side street or one of the event parking locations. Partners could check in to the event at one central location, then move to their hub location via side streets or alternative routes.

#### *Finalize event logistics*

Emergency response, police presence, route preparation (including the placement of "no parking" signs and towing vehicles on the route), water tables, restroom facilities, and trash are six primary logistic components that should be secured in advance of the event. If scheduled in very far in the advance, staff should follow up to

confirm scheduled services to prevent last minute issues or complications.

Event planners should also continue to walk the route prior to finalizing the placement of activity hubs and to review proposed traffic control plans; physically being on the route allows staff to visualize the placement of amenities and activity hubs in the context of the route's actual scale.

#### *Recruit and manage volunteers*

During the June 2015 event, volunteer participation was relatively limited. It is difficult to pin-point the exact circumstances that led to few volunteers participating, but some may include: an extremely wet May that limited the ability to enjoy the spring season; Open Streets was scheduled near the time primary and secondary schools are released for summer vacation; other events may have also required volunteer resources, and volunteers chose other events to spend their time volunteering at. The volunteer numbers should be monitored in the future with decisions about recruiting strategies to follow in the event that volunteer numbers continue to lag.

#### *Evaluate the event*

The observation method used to estimate event participation was successful for a second year. As described earlier, few substantial modifications were made to evaluation protocol and materials. Consolidated materials allowed event planners to decrease the number of volunteers

needed to count participants, and should be considered for future events if volunteers continue to remain sparse.

Evaluation of the event again resulted in high-quality participant responses. The initial goal was to collect more than 300 survey responses from event participants; however it is likely that the need to reallocate volunteer help away from evaluation and to other elements of the event resulted in a strain on capacity to collect the ideal number of survey responses. Event planners may consider alternative strategies to collect survey responses from event participants. Bike to Work Day (BTWD), hosted June 24, 2015 by the City of Fort Collins, resulted in nearly 1,000 survey responses. City staff ordered 5,500 survey flyers to be printed for BTWD, and approximately 4,000 were distributed on June 24. A similar method should be considered as it has been demonstrated to be successful in other City-sponsored events.

Business partner survey distribution is considered successful. In addition, the need for a single volunteer to collect survey responses from business partners allows volunteer help to be focused on other activities. In the event that volunteers are abundant, it is suggested that more than one volunteer help collect business partner surveys. Volunteers could start on opposite ends of the route and work towards the middle to avoid surveying business partners more than once.

Fewer than half the numbers of volunteers were available for the June 2015 event than those participating in the 2014 Open Streets event. Thus, a smaller total number of volunteers were available from which to collect exit survey responses. Staff informed volunteers that there would be an exit survey to be completed upon completion of their shift. A similar approach should be considered for future events, focusing on setting the expectation that surveys will be available when volunteers return checked-out equipment and materials. While surveys are voluntary, they could be offered when materials are returned before meals are provided.



Figure 7: Chalk art at Open Streets. The event is becoming a local staple to Fort Collins' event culture.

Resident feedback continues to prove evasive. In addition, sending postcards to 950 addresses only to receive five responses is not cost-effective. An alternative method should be researched. One potential adaptation is to provide incentives to residents to complete surveys. Additional mailings could also be sent to serve as reminders, but additional mailings can be a strain with limited resources. Relatively

speaking, the method was “effective” at collecting business responses, albeit the total number of business responses still remains disappointingly low. However, the anonymous nature of the online survey may have allowed business operators to feel more comfortable sharing changes in sales the day of the event compared to the same Sunday a year prior. Event planners may consider mailings be sent only to area businesses and determine another method to collect resident feedback.

#### *An updated process model*



Figure 8: Open Streets participants ride bikes to a live Yoga class.

The 15-step process model adapted from Missoula, Montana's car-free events has been helpful in the early life of Fort Collins Open Streets planning. As the event continues to grow, an update to the planning process model can facilitate more streamlined planning and even help inform other Open Streets initiatives elsewhere. The planning model is not necessarily intended to flow from one step to the next as some steps are in fact longer term activities. Instead, Fort Collins City staff and event planners elsewhere should view the model as a helpful

checklist that can facilitate a smooth planning process.

Future Fort Collins Open Streets events are recommended to adopt the following nine steps to aid in planning and implementation of future events:

1. Bring Open Streets to town and maintain community enthusiasm.
2. Establish a budget: secure grant resources, sponsorships, and public funds.
3. Plan and schedule the event route(s).
4. Coordinate permits and traffic control.
5. Engage the neighbors around the event and outreach to the broader community.
6. Recruit event partners and plan event activities.
7. Recruit and manage volunteers.
8. Coordinate day-of event logistics and collateral material.
9. Evaluate Open Streets and revise plans for the next event.

## **Conclusions**

Fort Collins second Open Streets event can be characterized as a fun, safe, and family-friendly events. More than 7,000 people are estimated to have attended, up from under 2,000 in 2014 at the inaugural event.

Other key findings from the event's comprehensive evaluation process include:

- More than half of participants were women, an important goal of City of Fort Collins programs.
- The June 2015 event attracted diverse participation and proportions of participants identifying as Hispanic or Latino reflect those of the city as a whole.
- Participants are generally active and would have likely engaged in some form of physical activity had it not been for Open Streets, but participants at the event are still engaging in quality types and duration of physical activity.
- Participants are estimated to have spent between \$69,000 and \$96,000 during the June 2015 event at businesses along the route.
- A majority of participants feel that Open Streets encourages them to bike, walk, or take transit more often.
- Of the businesses that responded to an online survey, a majority would like to see Open Streets staged along W. Elizabeth Street again in the future.

A summary of recommendations made throughout this report include:

- A similar approach to evaluation methodology should be pursued for future Open Streets events to maintain the collection of quality data on the event that may be helpful in planning other Open Streets events in Fort Collins and

abroad, as well as other City of Fort Collins programmatic efforts.

- Refinements to the methodology used to survey established businesses and area residents should be made.
- The marketing mix should be monitored to ensure a broad reach, and also may be modified to shore up budgetary concerns should they arise.



Figure 9: Established businesses offered specials and games to attract participants.

- Open Streets message framing should evolve over time, perhaps orienting towards a bicycling event and to encourage the use of bikes and walking to get to the event.
- Messaging should continue to be translated into Spanish, and perhaps other languages, to reach specific segments of the population.
- Outreach should be developed and distributed over time leading to the event, rather than all at once very close to the event.

- City staff should consider other areas of the city, other dates and days, and various distances for the event to align best with event and City goals alike.

The June 2015 event is an excellent example of progressive program planning that leads to increased participation of not only community members, but of established businesses and business partners. An updated process model will help streamline the planning process and perhaps allow other communities to adapt the Fort Collins planning process for additional, successful Open Streets events across the region, state, and even the country.

DRAFT

## Appendix A

### *Observational Materials and Protocol*

DRAFT

## Observation volunteer protocol



### Open Streets Volunteer Evaluation Team: Observer Protocol

Activity	Time
Other volunteer check-in	9:15am
Open Streets begins	10:00am
Observers check-in	11:15am
1 <sup>st</sup> observer count	11:45-noon
2 <sup>nd</sup> observer count	12:45-1:00pm
3 <sup>rd</sup> observer count	1:45-2:00pm
Check out with Nick	2:00-2:15pm
Enjoy the event!	2:15pm-3:00pm

Observers are primarily responsible for counting participants to estimate total participation at Open Streets. But don't worry! You will only be counting for 15 minutes per hour during your shift. It is very important that Observers be ready to begin counting at precise times of the day. Fifteen minutes before counting participants, start to make your way towards your designated counting area, to be assigned the day of Open Streets.

In the time between each counting period, you may be engaged in other activities. Be ready to wrap up these activities a few minutes prior to your counting period. It is essential that counting occurs among all Observers at the same time. The Evaluation Coordinator will establish a group text message to coordinate with you and other Observers.

Keep your volunteer hat on. Your smile and bright shirt indicates you are an ambassador of Open Streets. Be ready to pleasantly interact with other people and direct them to necessary locations, or find another volunteer to help you.

**Below are some tips to help you count accurately and make sure all Observers are counting in a similar fashion:**

- Before time begins to start counting, line up perpendicular to the route. Stand at the edge of the sidewalk closest to the house on your side, so that you count even the people on the sidewalk.
- Pick a non-movable object directly across the street from you. For example, pick a fire hydrant, house door, gate, or fence post.
- Draw an imaginary line from you to the object you picked.
- Once time begins, tally every single person that moves through your imaginary line, according to the pre-determined demographic or activity you will be counting. *More will be explained before your shift begins.*
- Make one tally for each person that crosses your line in the box that best represents that person.
- If a participant approaches you during your count and asks for help, politely inform them that you are actively engaged in data collection, and that the volunteer closest to you can help. Please glance around and point out the next available volunteer, and wish them well. At any other time, stay with a participant until you have found someone else who can help.
- If you get overwhelmed, take a deep breath, and remember to just do your best! This is a very important job, but it's also very demanding, and all you're not expected to be perfect.

Thank you for your help!

## Observer tally form: Pages 1 and 2

**Open Streets Observer**

Observer name: \_\_\_\_\_

Location: \_\_\_\_\_

**Observation Counting Instructions:** Prior to each 15 minute observation count time, station yourself at your assigned location perpendicular to the route. For example, chose a location on one side of the street and face across the street. Select an object (such as a house door, fire hydrant, or other non-movable object) and draw an imaginary line from you, across the street, to the object you've selected. Once the data collection time period begins, count and tally all people that pass through your imaginary line, in one direction and the other. Make sure all people are counted until the end of the data collection time frame.

11:45-12:00	Cyclist	Walkers	Skaters	Other activity
Adults				
Children				

OBSERVER-6/15

12:45-1:00	Cyclists	Walkers	Skaters	Other activity
Adults				
Children				

1:45-2:00	Cyclists	Walkers	Skaters	Other activity
Adults				
Children				

OBSERVER-6/15



## **Appendix B**

### *Survey and Volunteer Protocols and Materials*

DRAFT



### Open Streets Volunteer Evaluation Team: Surveyor Protocol

Surveyors will collect data during two shifts: **AM** and **PM**. Both shifts are equally important. Surveyors will engage event participants and ask them to complete a brief, two-page survey. Below is a schedule of shift and times activities:

Surveyors will be checked out clipboards, blank surveys, stickers (yah, stickers!) and writing utensils upon arrival. Please return all materials upon check-out.

Once surveyors collect the materials needed to administer surveys, they will be assigned a place to start approaching participants.

From your assigned starting location, you will **RANDOMLY** approach people or groups of people.

Activity	Time
Volunteer check-in-AM shift	9:15am
Open Streets begins	10:00am
Randomly approach participants –AM shift	10:00am-12:15pm
Volunteer check-in-PM shift	11:45am
Check out with Nick-AM shift	12:30pm
Randomly approach participants-PM shift	12:00pm-2:45pm
Check out with Nick-PM shift	3:00pm
Open Streets ends	3:00pm

- **Random survey completion** is necessary for successful survey data. Avoid approaching only certain people. Make an effort to include a variety of different people.
- Begin by asking the person or group if they have two minutes to complete a survey.
- If they agree, then proceed to administer the survey. **If they do not agree**, then politely thank them for stopping and wish them well.
- If they agree and it is a single person who appears to be near the age of 18, ask if they are over 18 years of age. If they are, then proceed. **If they are not 18**, politely inform them that you are only seeking information from those 18 years old and older, thank them for stopping, and wish them well.
- If they agree and are in a group, **ask just one person** to complete the survey. Groups have similar characteristics that might not be representative of the whole of event participants.
- Remind participants that you are NOT collecting any identifiable information on the survey.
- Participants will have the option to fill the survey out by themselves, but you might be asked to read the questions and make the participant's response.
- **Some questions will require prompting. This will be discussed during your training. Also refer to the Surveyor's FAQ.**
- Use the back of this sheet to tally the number of participants that you approach and the number that actually complete a survey.
- Once someone completes the survey, give them a sticker to be placed on their shirt. This will ensure they are not asked to complete the survey again. **If you see a sticker, they have already taken the survey!**

Thank you for your help!



**Survey Approach/Completion Count-Open Streets Fort Collins-June 2015**

Surveyor name: \_\_\_\_\_

Surveyor ID: \_\_\_\_\_

Number of people approached and asked to complete survey:

Number of people accepting and completing survey:

Additional notes (comments from participants, feedback, what's working, what's not working, etc.)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Thank you for taking our survey.  
 You're helping Open Streets become even better!



1. How did you hear about Open Streets? **Mark all that apply.**

- Poster
- Mailing or postcard
- Recreator
- Bus shelter ad
- Coloradoan article
- Radio ads
- Facebook
- Ride! Magazine
- City website
- Small flyer or handout
- Twitter
- Rocky Mountain Parent
- Coloradoan Ad
- Word of mouth
- NextDoor.com
- Other \_\_\_\_\_

2. Of the choices you made above, which marketing strategy do you feel was **most effective**? \_\_\_\_\_

3. Why did you decide to attend Open Streets?

4. How long do you plan to stay at Open Streets?

- <30min
- 30-<60min
- 1-<1.5 hours
- 1.5-<2 hours
- 2-3 hours
- >3 hours

5. How did you get to Open Streets today? **Mark all that apply.**

- Bike
- Drove alone
- Carpool or taxi
- Other \_\_\_\_\_
- Walked/ran

6. How many days **in the past week** did you participate in an activity (i.e. work, chores, fun, sport) where your heart rate and breathing rate increase for more than 10 minutes?

- 0-1 days
- 2-4 days
- 5-7 days

7. How many minutes, **on average**, do you participate in activities where your heart rate and breathing rate increase on days that you are active?

- 0-10 minutes
- 11-30 minutes
- 31-60 minutes
- 61+ minutes

8. What would you be doing if you weren't at Open Streets? Choose the most typical activity

- At home indoors reading, watching TV, etc.
- Playing indoors, gym, exercise class, etc.
- At home outdoors gardening, chores, etc.
- Other \_\_\_\_\_
- Playing outside, riding bike, hiking, etc.

9. Do you plan to spend/have you spent money at businesses near Open Streets?

- No
- <\$10
- \$10-25
- >\$25

	Strongly Agree	Agree	Disagree	Strongly Disagree
10. Open Streets is a family friendly event	4	3	2	1
11. I feel safe at Open Streets	4	3	2	1
12. Everyone is welcome at Open Streets	4	3	2	1
13. Open Streets strengthens our community	4	3	2	1
14. Open Streets will encourage me to walk, bike, or take transit more often	4	3	2	1
15. Open Streets demonstrates that streets move people, not just cars	4	3	2	1



16. What is your sex?       Male                       Female                       Other: \_\_\_\_\_
17. What is your age?       18-24                       25-34                       35-44                       45-54  
    55-64                       65-74                       75-84                       84+
18. How often should Open Streets occur?  
 Once a week                       Once a month                       Once a season                       Once a year
19. Are you of *Hispanic, Latino, or Spanish origin*?  
 No, I am not of Hispanic, Latino or Spanish Origin       Yes, I am Hispanic, Latino, Mexican American, Cuban, Puerto Rican, or Chicano
20. Which of the following race(s) best describes you? *Choose all that apply:*  
 Black                                       Asian (Asian Indian, Japanese, Chinese, Korean, Vietnamese, Filipino)  
 American Indian or Alaska Native       Pacific Islander (Guamanian, Samoan) or Native Hawaiian  
 White                                       Other \_\_\_\_\_  
 Decline to answer
21. Indicate **how many people** are part of your household, here: (\_\_\_\_) ...
- 21a. ...and the income of your household during the **past 12 months**:  
 Less than \$10,000       \$10,000-\$24,999       \$25,000-49,999                       Decline to answer  
 \$50,000-\$99,999       \$100,000-199,999       \$200,000 or more
22. Would you like an **Open Streets route near your neighborhood**? *Circle one: YES!/I prefer to travel*
23. What is the zip code where you live? \_\_\_\_\_

Suggest a route!





### Open Streets Volunteer Superhero Team: Information Booth Protocol

Open Streets information booths are a primary source of information for event participants. Many people may be directed to you to answer questions. Some people may ask about the route, where to find restrooms, and how to get back to their parked vehicle.

Ideally, Information Booth volunteers have a good working knowledge of the route and the surrounding area. Since many other volunteers will direct participants to you, and other volunteers may rely on you for information, it's important that you are up to speed on where necessities are located. Below is a breakdown of shift times and activities:

Activity	Time
AM volunteer shift check-in	9:15am
Open Streets begins	10:00am
PM volunteer shift check-in	11:45am
AM volunteer shift check-out	12:30pm
Open Streets ends	3:00pm
PM volunteer shift check-out	3:00pm

#### Before your shift begins:

- Become familiar with the Open Streets route.
- Become familiar with necessary locations like restrooms, waste collection stations, water refill areas, active intersections, activity hubs, and other destinations (including to business areas and other landmarks).
- Become familiar with the alternative parking location and be able to easily direct participants back to the area. They may have entered the route from a different location and may not be familiar with the neighborhood.

#### During your shift:

- Smile and have fun! You are a primary face of the event, and if people see you smiling, they will smile back!
- Be aware of people who seem lost or in need of directional assistance. Be ready to kindly ask how you can help and be ready to communicate simple directions.
- Even if someone refuses your expertise, wish them well as you/they depart.
- Be ready to summon help in the event of an emergency. Even though you will remain relatively stationary, your eyes should still be scanning the broader environment for signs of trouble. *If you see something, say something.*

Thank you for your help!

## 2015 Business Partner Survey

**Thank you for your participation** at Open Streets!

We couldn't have done it without you. Please share your experience with us so that we can make Open Streets and even better event in the future. *Your opinion is important to us.*



	Strongly Agree	Agree	Disagree	Strongly Disagree
1. The planning for Open Streets was good.	4	3	2	1
2. I knew the goals of Open Streets and how to plan activities to meet them.	4	3	2	1
3. A lot of people stopped by my station or location.	4	3	2	1
4. I prepared in advance for Open Streets.	4	3	2	1
5. I would participate in the same capacity at Open Streets again.	4	3	2	1
6. More stations should have participated in Open Streets.	4	3	2	1
7. I recruited less interest in my organization than I expected	4	3	2	1
8. Everyone is welcome to participate in Open Streets.	4	3	2	1
9. Open Streets is a family friendly event.	4	3	2	1
10. I felt safe at Open Streets.	4	3	2	1
11. Open Streets strengthens our community.	4	3	2	1

12. Which Activity Hub  Move  Play  Thrive  Imagine  Grow  Business on the route were you located at?

13. Why did you decide to participate in Open Streets?

14. How can we improve the organizing of business partners, like you, for the next Open Streets? What could be done differently?

15. Do you have any other comments?



BUSINESS PARTNER SURVEY-6/15

2015 Volunteer Exit Survey

VOLUNTEER EXIT SURVEY-6/15

**Dear Superhero Volunteer!** *Thank you* for all of your help to make Open Streets a success. We couldn't have done it without you. Please take a moment to provide some valuable feedback for us that help make the next Superhero Team even better.

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. I had fun helping out on the Superhero Volunteer Team	4	3	2	1
2. The training process was smooth and helpful; I felt like I was able to perform like a Superhero following training	4	3	2	1
3. I felt as though I was missing some important information	4	3	2	1
4. I had a sense that we as Superhero Volunteers acted as a team	4	3	2	1
5. I would volunteer for Open Streets again	4	3	2	1

6. How did you hear about the opportunity to volunteer for Open Streets?

- Volunteer Spot
- Social media (Facebook or Twitter)
- Momentum Newsletter
- Word of mouth
- Email directly from Volunteer Coordinator

7. Please make any additional comments of suggestions, so we can improve Open Streets for an even better event in the future!

DRAFT



## Intersection Superhero Volunteer Protocol



### Open Streets Volunteer Superhero Team: Intersection Superhero Protocol

Intersection Superheroes are some of the most important volunteers at Open Streets! You are an ambassador to the event and the neighborhood, acting as a bridge between the event staff and volunteers, neighborhood residents, and event participants. Your uniform is complete with a big smile and friendly demeanor.

You will be responsible for helping direct traffic, including people that may live on the route, to another area to park their vehicle. And yes, sometimes other people are not always as friendly as you are, but the best tactic is to keep smiling, no matter what! While on the route, your primary supervisor is your designated Block Captain. Below is a breakdown of shift times and activities:

Once you arrive at your assigned intersection:

- Secure the route. Anyone is welcome on the route, as long as they leave their car behind. Greet participants as they enter the route, and wish them well when they leave. Avoid acting as a barrier to entry, and rather like a host
- Kindly redirect vehicles to the designated free parking lot located on CSU campus at Moby Arena, or at CSU's Equine Center on Overland Trail.
- Some people will not be as happy as you are that the route is closed. Familiarize yourself with the multiple active intersections through the route, as well as potential detours people can take to avoid the route. *A map of the area is included for your reference.* Always smile and wave to traffic as they leave your intersection, whether or not they wave back.
- Even residents are not allowed to bring their cars to the route, but they can leave them at the free designated parking lot. Cars that have been relocated from the route during set-up have been moved free of charge and likely near their original location.
- Always be scanning the broader environment and be ready to respond to an accident or emergency. If you see something, say something. You have several contact numbers that you should use to notify the appropriate person if an accident occurs.
- During normal circumstances, you should remain at your intersection, even if someone asks you for informational directions. If you cannot answer their question while remaining in place, politely direct the participant to the nearest volunteer. They are identifiable by the same shirt you have.
- At the end of your shift, remember to share anything noteworthy to your replacement. If you wonder whether something is noteworthy or not, it probably is!

Activity	Time
AM volunteer shift check-in	9:15am
Open Streets begins	10:00am
PM volunteer shift check-in	11:45am
AM volunteer shift check-out	12:30pm
Open Streets ends	3:00pm
PM volunteer shift check-out	3:00pm

Thank you for your help!

# Zero Waste Superhero Volunteer Protocol



## Open Streets Volunteer Superhero Team: Zero Waste Superhero Protocol

Open Streets cares about our environment, and we hope other people do too! Your important task is to help participants to recycle or compost garbage that they can, and to limit what has to be added to the landfill. You will be the primary environmental guru at one of several Zero Waste Stations throughout the route.

Below is a breakdown of shift times and activities:

Activity	Time
AM volunteer shift check-in	9:15am
Open Streets begins	10:00am
PM volunteer shift check-in	11:45am
AM volunteer shift check-out	12:30pm
Open Streets ends	3:00pm
PM volunteer shift check-out	3:00pm

### Before the event begins:

- Collaborate with the other Zero Waste Superheroes and move throughout the route to collect all the different types of containers and potential waste that participants might collect with on the route from event partners and businesses.
- A helpful tactic may be to split the route up and send one person to a certain area to collect enough example items for all stations, and then bring them back to one central location to distribute to the other Heroes.
- Tape or otherwise secure the example materials to the Zero Waste Stations, indicating which items can be recycled and composted, and which ones have to be added to the landfill. Hopefully there aren't many!

### Once the event begins:

- You will kindly help all participants that are not aware of what can be recycled and composted to make the appropriate choice for their waste.
- You may teach some participants some basics about recycling and composting. Heck you might even already be a recycling guru! If you aren't, don't worry, you'll be one step closer after the event.
- Monitor the levels of waste at your station. If room inside the containers begins to run low, you may need to take your containers to the designated collection site, located centrally along the route, and empty them. Mobile Superheroes might also be a helpful resource!
- Return to your station to help other participants make the right waste disposal choice. Unless you are taking full waste containers to be emptied, it's important that you remain at the Zero Waste Station.
- Even though recycling is your area of expertise, remember to keep your eyes open and scan the broader environment. Be prepared to offer assistance to participants that seem lost or in need of information. While the environment is important, it's also important that everyone feels welcome and well informed.
- Remember, if you see something, say something.

Thank you for your help!

## Mobile Superhero Volunteer Protocol



### Open Streets Volunteer Superhero Team: Mobile Superhero Protocol

Mobile Superheroes are the most active members of the Volunteer Superhero Team! You will be on your bike most of the day, and *your main goal is to bring water to participants throughout the route*. Secondly, you may help other volunteers as necessary. Since a bike trailer is a required piece of your equipment, you might also make deliveries, such as materials or other necessities throughout the route to volunteers and participants in need, and you'll constantly be carrying water to participants. Additionally, you might guide more mobile participants to areas throughout the route, rather than simply pointing the way, like a good host. While on the route, your primary supervisor is your designated Block Captain. Below is a breakdown of shift activities and times:

Activity	Time
AM volunteer shift check-in	9:15am
Open Streets begins	10:00am
PM volunteer shift check-in	11:45am
AM volunteer shift check-out	12:30pm
Open Streets ends	3:00pm
PM volunteer shift check-out	3:00pm

Before your shift begins, **first thing first**: remember to *stay safe!* That means using audible signals, visual signals, and be a good role-model, Mobile Superhero, wear your helmet at all times.

#### After you've established safe practices:

- Become familiar with the route. You will be moving throughout the route, and possibly the whole route, multiple times throughout your shift. *Refer to the included map of the event route.*
- Practice carrying a load on your bike trailer to get a feel for a loaded trailer with your bike. Try this before there are any people on the route to eliminate the chance for crashes. Also, it may feel different when fully loaded with water.
- Be familiar with the emergency contact procedure and location of on-site emergency services. You are among the fastest superheroes, and you may need to summon help before anyone else can.

#### While you're on the route:

- In addition to your safety gear, you are complete with a smile. Kindly ask any participants that look lost or in need of assistance or water. Remember, water is gold and you've got a lot of it!
- Be prepared to lead participants through the route in order to find particular areas, like restrooms, destinations, or landmarks, including free parking lots at CSU's Moby Area on Shields, and Equine Center on Overland Trail.
- With safety on your mind, be sure to constantly assess the greater environment for any sign of trouble. If you see something, say something.
- Upon the end of your shift, communicate any pertinent information to your replacement. If you're not sure if something is worth sharing or not, then it definitely is!

Thank you for your help!

## Block Captain Volunteer Protocol



### Open Streets Volunteer Superhero Team: Block Captain Protocol

*\*\*Please be at your shift 15 minutes prior to the main volunteer check-in. You will receive some special day-of training that you'll want to catch. This advanced time is noted in the schedule below.*

Block Captains are the liaison between the other volunteers and Open Streets staff. You will be responsible for a large section of the route, and several volunteers will report to you in case of trouble or anything else important. Below is a break-down of shift activities and times:

Block Captains are firm, yet friendly people. They are ready and willing to enforce rules of the event and lead less friendly vehicles and participants to an area where they can cool off. Intersection Superheroes and Mobile Superheroes will report to you during the event and you will be floating around your designated area to check in with other volunteers and make sure participants are enjoying Open Streets.

Activity	Time
AM Block Captain shift check-in	8:45am
Other AM volunteers check-in	9:15am
Open Streets begins	10:00am
PM Block Captain shift check-in	11:15am
PM volunteer shift check-in	11:45am
AM volunteer shift check-out	12:30pm
Open Streets ends	3:00pm
PM volunteer shift check-out	3:00pm

#### Before you begin your shift:

- Become familiar with the route, the surrounding neighborhood, including any necessary stations and community landmarks. You will be helping navigate the route and locate necessities. *Refer to the included map for information.*

#### During your shift:

- Check in with all other volunteers stationed in your area. Be sure to ask for and relay all pertinent information to your Block Team.
- Speaking of team, remember that working together is key. You may step into any role as needed, and you may be helping out other volunteers by bringing them water or other tools they might need. Block Captains are willing and capable of performing any task at the event, from breaking-down to activating emergency procedures; all jobs are jobs for Block Captains.
- Kindly greet participants and offer to help them, by walking if you can or verbally directing if you must. Be a good host.
- Keep an eye on the surrounding environment. If you see something, say something.
- Report to the Volunteer Coordinator periodically, and relay any information or observations to them. Be prepared to execute any adjustments in protocol should the need arise.

Thank you for your help!

## Set-up Team Volunteer Protocol



### Open Streets Volunteer Superhero Team: Set-Up Protocol

If it weren't for our early bird set up crew, we would all be lost! Setting up the event, including volunteer check-in and other volunteer stations is crucial. Set-up crews will work quickly and efficiently to move materials into the Volunteer Headquarters and may deliver materials throughout the route.

**Set-Up Crew shift is from 7:00-9:00am**

#### Before your shift:

- Have a general idea of where Volunteer Headquarters is located in relation to the rest of the route. *Refer to the included map for details.*
- Become generally familiar with the route and restroom, water station, and waste station locations. You may be going out to these locations to put the finishing touches on necessary areas. Don't worry, all necessary materials will be delivered and picked up by other people, your eye for detail will be helpful in making sure the areas look great before Open Streets begins.

#### During you shift:

- Be ready to assist small groups of other volunteers in setting up tables, chairs, banners, signs, etc.
- Plans will be ready so that you'll know right where things need to go.
- Be ready for projects to shift direction quickly, and be ready to jump into a new task at a moment's notice.
- While some set-up activities may move quickly, sacrifice speed before you cut corners on safety.
- COMMUNICATE with your team when moving materials together. If you're unsure of the plan, speak up and ask questions. We are all in this together!
- Lift with your legs, not your back. Keep heavy materials close to your body and near your waist. Properly secure sharp tools and clean

#### After you've checked-out:

- Feel free to enjoy as much of the event that you helped put together!
- If you do stay for some or all of Open Streets, feel free to keep your volunteer shirt on. However, realize that people may assume you're still working a shift. Always smile and politely tell any participants or volunteers that your shift is over and but you will gladly help find another volunteer to address their questions. Always stay with the participant or volunteer until they have found someone else who can help; avoid vague pointing into the wild blue yonder.
- Of course, you can go incognito by wearing a typical shirt, and you can secretly enjoy the event without volunteer responsibilities.

Thank you for your help!



### **Open Streets Volunteer Superhero Team: Break-Down Protocol**

The final shift of the day is one of the most helpful! Break-down Crews will help Open Streets Staff bring all event materials back to Volunteer Headquarters once the event has ended. Your eye for detail will ensure that the streets have been left *better than we found them in the morning*.

**Break-Down Crew shift is from 3:00-4:00pm**

#### **Before your shift begins:**

- Become generally familiar with the route. You will have plans that note where all materials that need to be picked up are located. *Refer to the included map for details.*
- You may even have enjoyed the event before your shift. If so, keep an eye out once in a while for areas that might need extra attention when breaking-down, and make notes of where you saw signs, banners, tables, etc.

#### **During your shift:**

- Be ready to quickly gather materials.
- Carefully fold, store, place, rest, box, or contain all materials that you find. It's important to keep materials organized because they will be used again. **LABEL materials and keep LIKE WITH LIKE.**
- Restrooms, water stations, and waste stations will all be picked up by someone else, so no need to worry about those amenities, but you will need to ensure the areas around those stations are debris-free and ready for non-event traffic.
- Be ready to change activity quickly and to work in small groups and teams. Some materials may require team lifting or team folding.
- Even though you'll be moving quickly, sacrifice speed to ensure safety every time!
- Lift with your legs, not your back. Keep heavy materials close to your body and near your waist. Properly secure sharp tools and clean
- If you are unsure of the plan for moving heavy materials, please speak up and ask questions. We are all in this together and need to communicate to be successful.

Thank you for your help!