



June 7, 2015 Open Streets Event Overview

More than 7,000 people are estimated to have taken to the streets to bike, run, socialize, and move at the City of Fort

Collins' second Open Streets event, a car-free event staged **along two miles of W. Elizabeth St.** from Shields St. to Overland Tr. on Sunday, June 7,

2015. With five activity hubs located along the route, people of all ages and abilities could explore a MAX bus, climb a supervised rock wall, or take a free, live Yoga, Zumba, or martial arts class, and participate in many other activities.

Open Streets events continue to gain popularity throughout the United States, with at least 114 organized efforts across the country and several others elsewhere in North America. A recommended initiative in the City's Bicycle Master Plan, Open Streets in Fort Collins is guided by four goals, which aim to create a unique identity among many other festivals that bring the Fort Collins community together:

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.

Open Streets events **remain admission- and alcohol-free**, aiming to attract families and people of various backgrounds. Survey results from the June 2015 event suggest participants feel Open Streets events are family-friendly, welcoming, and safe events.

Participation increased by 359% compared to the inaugural 2014 event.



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

Through extensive evaluation, FC Bikes has collected valuable insight from Open Streets event participants as well as visiting business partners, established businesses along the route, and event volunteers. In addition, observation methods helped estimate event participation. **The evaluation process highlights several key outcomes:**

- Participation at Open Streets is increasing and diverse populations are participating;
- Support for Open Streets is growing;
- Participants spend money at the event, a potential benefit to existing business;
- Participants would like to see the event return and in other areas of the



city.

- Visiting business partners agree that planning and participation are improving from 2014.
- Volunteers agree that training, available resources, and volunteer management are effective.
- Nearly 1,100 post-event survey invitations were sent to residents and businesses along the route, but only four business and 5 residents completed the online survey. These approaches will be modified for future events.



Figure 2: A young Open Streets participant climbs a rock wall provided by business partners.

Participant Survey Results

Participant intercept survey results from the June 2015 event offer several key findings:

- Participants attend primarily because they **expect to have fun** and **contribute to their community**;
- While Open Streets seems to attract more active residents, the event is a great place to engage in **quality physical activity**;
- Participants are estimated to have spent **between \$69,000 and \$96,000** at established businesses along the route;

- A majority of participants find the event **family-friendly, welcoming, and safe**.
- Participants agree the event **strengthens the community**;
- More than half of participants strongly agree that Open Streets **encourages them to bike, walk, or take transit more often** following the event;
- Attitudes of participants support the notion that **streets move people, not just cars**;
- A quarter of participants were children, and **more than half were women**.
- About **11% of participants identified as of Hispanic or Latino** origin, a similar proportion to the city as a whole;
- Finally, **support for Open Streets is growing** with 95% of surveyed respondents indicating they want Open Streets in their neighborhood.

More than half of participants were women. Hispanic participants reflect similar city-wide proportions.



Figure 3: Participants engaging with event business partners.

