

How to make your streets come ALIVE

They go by many names. **Cyclovía's**, **Open Streets**, **Play Streets** or **Streets Alive** but, no matter what you call them, they all follow the same general idea...to create an environment where people are encouraged to celebrate and engage with their community in new ways - and are often the focus of an upcoming street project or activity. Open Streets events work by closing the street to vehicle traffic and opening it up to "human-powered transportation"

Started in the 60's and 70's, these types of events are now taking place all around the globe with over 100 initiatives that temporarily close streets to vehicle traffic, so that people may use them for walking, bicycling, dancing, playing, and socializing. These types of events serve as innovative ways to bring a community together around a particular effort or project and to help achieve goals of public health and engagement.

Open Streets events and Cyclovía's can be a fun, easy and affordable way to get people active in your community and to show your city's support for biking and walking. They are a great way to partner with other like-minded groups and to show community demand for biking, walking and other projects that support public health and active play. These events give you citizens a space to be more active and a place to celebrate their community together.

What makes an Open Streets or Streets Alive project different from a block-party? Despite sharing a few basic characteristics—temporary car-free streets, community involvement—open streets should not be confused with block parties or street fairs because the core objectives are fundamentally different. Indeed, while street fairs and block parties provide positive community benefits, they do not explicitly support physical activity or the broadening of transportation choices. - Open Streets Guide

Open Streets events are used as a "best practice" for becoming a bicycle and walk friendly community, so we have highlighted some success stories from across Mississippi and outlined how you can start an event in your community today.



Getting Started:

Bike Walk Mississippi is statewide bicycle and pedestrian advocacy nonprofit in Mississippi. They have helped put together multiple Streets Alive events and are happy to partner with any city or town in Mississippi to help develop your plans to develop an event of this nature. You can also look at Open Streets initiatives across the globe at www.openstreetsproject.org

Develop a Proposal:

Draft a proposal with objectives, timeline, budget, partners and activities. Define a lead organizer and a team of others to help with different parts of the event. Suggestions for areas to include are: Logistics (Traffic, Route, Street Closure) Coordinator, Volunteer Coordinator, Marketing, Activity Coordinator, Sponsorships, Music and/or Food Coordinators.

Putting a Team Together:

These events are most successful when developed in partnership with the city government, private businesses and nonprofits such as those involved in transportation, health, parks, and physical activity.

Decide where you will hold the Event:

Typically, you want to hold your event on a main thoroughfare where it will gain attention for being closed to traffic and opened up for human activity. You may want to choose a main street or a street where a new project (such as re-striping, upcoming bike lane or other construction) is being planned. These events can help bring attention to the upcoming project.

Work with the City to Plan a Date, Time and confirm Street closures:

Events are most successful when they involve local government. Seek support from the Mayor, City Council or other elected officials. Contact your city's planning, public works and special event committees or departments to involve them with logistics for street closures and promotion.

Recruit Sponsors:

These events often need financial support from the municipality as well as private funding. In some cases, partnering with the city could mean an in-kind donation such as waived fees or help with permitting and liability issues. Private sponsorships and in-kind support can help provide food, entertainment and cover the cost of any program supplies.

Work with Local Businesses:

If your route includes businesses, you will want to work with the businesses to involve them as much as possible. Remind them of the increase in businesses due to the event and work with them to offer specials or discounts for event attendees. For businesses not located on the event route, work with them to sponsor an activity or give away promotional items for participation in certain activities.

Marketing Materials:

- Create a logo and poster design.
- Create a Facebook Event Page to start generating interest.
- List the event on all local event calendars.

Volunteers:

Create a list of places and times where you need volunteer assistance. Ask someone on your team to serve as the Volunteer Coordinator and assign slots for volunteer to sign up to serve (Usually 2 hour slots). Offer t-shirts or other incentives to volunteers for participating. Make sure to include the contact information for the Volunteer Coordinator and when and where to go when they arrive.

Activity Partners:

Find creative ways to add activity partners to your event.

To recruit for classes: Contact Yoga Teachers, Local Gyms, Pilates Instructors, Zumba Teachers and others who regularly teach fitness classes in your area. Let them know this is an opportunity for people to try these activities that might not normally join their classes. Allow class teachers of promote their business to participants and ask them to advertise about the event to their networks.

Activity Examples:

Bicycling
Rollerblading
Skateboarding
Corn-hole
Obstacle Courses
Yoga Classes
Pilates
Face Painting
Kick-boxing Class
Salsa Dancing
Jump Rope Contest
Hopscotch
Food Trucks
Relay Races
Four-Square
Hula-hoop contest
Basketball
Organized walks
Dance performances
Step Teams
Twister Tournaments
Human Tictactoe
Volleyball
Tae Kwon Do
Salsa Dancing
Marching bands
2nd Lines
Break-dancing
Street Tennis
Zumba Class
Bounce Castle
Live Music
Scavenger Hunt
Bike Repair
Health Screenings

Possible Budget Items:

Liability Insurance
Street Permits
Sidewalk Chalk
Hula Hoops/Jump-ropes
Poster/Promotion Cost
Staff Time
Food/Drink Costs (if applicable)

Mississippi Examples:

PLAY STREETS JACKSON: JULY 8, 2016 JACKSON

Sponsored by the City of Jackson and headed up by the Planning Department's Ramina Aghili, Play Streets Jackson was held on July 8th in the Sykes Park neighborhood in South Jackson.

Jackson Play Streets served as a citywide initiative to encourage neighborhood organizations and residents to temporarily close off residential streets and provide families with pop-up play spaces to get active in a safe, vehicle-free environment. The City opened the activities up to citizens by creating and sending out an electronic survey for all interested communities. After South Jackson was selected, the planning team worked with elected officials and community members to plan the event. Attendees enjoyed jump rope contests, hopscotch, sidewalk chalk, four-square, a bike rodeo, hula-hooping, free food and music from a local DJ. The Mayor of Jackson and South Jackson Councilman Tyrone Hendrix attended Play Streets Jackson and even joined in on the fun, playing games with all who attended. The City of Jackson supported and encouraged the event by waiving the special events and liability fee typically incurred when closing a city street. Play Streets Jackson has plans to partner with local citizens and expand into other neighborhoods across the city focusing on active play as a way to increase safety and public health.



Fiesta de Cyclovía



Pascagoula Riverfront

3104 Front Street

November 8, 2014 • 9 am - 4 pm


228.938.2356
www.cityofpascagoula.com

"Connecting Cultures within our Community for a
Happier, Healthier, more Human Powered Pascagoula"

5k • 10k • 1 Mile Fun Run-or-Roll

MOVEMENT • MUSIC • CONNECTION • FOOD • ARTS • DIVERSITY

FIESTA DE CYCLOVIA, NOVEMBER, 2014, PASCAGOULA, MS

Sponsored by the City of Pascagoula and organized by Pascagoula's Outdoor Recreation Specialist, Kristi DuCote, Fiesta de Cyclovía was held in November, 2104.

Cyclovía's gained attention worldwide when Bogata, Columbia began holding weekly open streets events in the 1970's and ever since, these types of events have always held a close relationship with both Hispanic and Latino communities. Pascagoula decided to celebrate this relations by holding the Fiesta de Cyclovía as a way to hold a car-free event that opened the streets to people of all ages to bicycle, walk, run, skate, dance, play and socialize and encouraged participation alongside the Hispanic Heritage Festival.

Fiesta de Cyclovía also offered a non-competitive 10k, 5k, and 1 mile Fun Run and bike ride, interactive games, fitness classes including Zumba, Cross fit, Yoga and Spinning and featured local arts and crafts vendors, music, food and a flag guard performance.

The City of Pascagoula has worked for many years to become more bicycle and pedestrian friendly and has distinctively celebrated the unique cultures present across the city. Fiesta de Cyclovía is just one of many events that the city has used to show its commitment to the cause.



Tips from Jackson Streets Alive

- Used a Google Form to solicit activity partners
- Required all businesses & nonprofits to host an activity (instead of a typical “booth”).
- Partnered with the local neighborhood association to determine route and alert neighbors.
- Sent letters to residents along the route months in advance explaining the event and clearly stating the times the road would be blocked.
- Created a Music Budget to pay local bands to play music throughout the day
- Partnered with local food and beer trucks

In 2013, Bike Walk Mississippi received funding from People for Bikes to hold Mississippi’s First Cyclovia, “Jackson Streets Alive”.

2013

Location: Downtown Jackson

Streets Closed: Amite, Yazoo, Congress + Smith Park

Over 700 people attended Jackson Streets Alive in Downtown Jackson. The event was held from 10am-4pm with fitness classes held every hour, along with a bike polo tournament, two local food trucks, street tennis, roller-derby, corn-hole, face-painting, bubbles and a bicycle obstacle course. Volunteers also lined the streets with physical challenge signs stating “Hop on one foot”, “Jump 10 times” and used sidewalk chalk to welcome attendees, thank sponsors and create sidewalk games like four-square. Local bands played on street corners throughout the day to facilitate the natural atmosphere.

2014

Location: Old Canton Road

Streets Closed: Old Canton Road from Avondale to Oak Ridge

In 2014, Jackson Streets Alive kicked off with an all-ages bike ride called a “Kidical Mass” through the streets of Jackson and returned to start the cyclovia at 10:00am. Food was provided by local food truck Lurny’D’s Grill and a beer truck was available from New Belgium Brewing. Organizers utilized a google-form to crowd-source activity partners which included the Boys and Girls Club, Roller-derby Teams, Girl Scouts, Jxn Bike Polo Teams, My Brother’s Keeper, local running teams, and the Mississippi Chapter of the American Heart Association.

