





**Mobilise  
Your City**

# Transport & Climate Change Week

## Motivating People: How to organize mobility events

Workshop as part of the Transport & Climate  
Change Week 2018  
Tuesday, September 25<sup>th</sup>, 2018



# MobiliseYourCity Contributing

Undertaken with support from:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

Implementing Partners:



Knowledge and Network Partners:



Endorsed by:





# Service Lines

Level	Service
Local	<b>SUMPs</b> (Sustainable Urban Mobility Plans) Development / Improvement + Implementation of <b>pilot projects</b> (small scale, replicable)
National	<b>NUMPs</b> (National Urban Mobility Policies & Investment Programs) Development / Improvement
Regional / International	<b>Regional &amp; Global Communities of Practice</b> (Capacity Building & International Learning)



-  [www.openstreets.org.za](http://www.openstreets.org.za)
-  [info@openstreets.co.za](mailto:info@openstreets.co.za)
-  [@OpenStreetsCT](https://twitter.com/OpenStreetsCT)
-   [OpenStreetsCapeTown](https://www.facebook.com/OpenStreetsCapeTown)

**Transport & Climate Change Week**  
**Motivating People: How to organize mobility events**  
Tuesday 25 September, 2018



# Key Questions

- How to get the mobility topic out of the meeting room onto the street?
- Which organisational necessities need to be taken into consideration?
- How to make stakeholder and partner management effective?
- What is the role of government?



# Outline



- Background about Open Streets
- The experience in a South African urban setting
- Open Streets toolkit
- Group work: Route matrix
- Reflection: Best practices and learned lessons

## A global movement





## A global movement



Image credit: Annika Hammerschlag

## South Africa & the apartheid city



Image credit: Telescopic Magazine

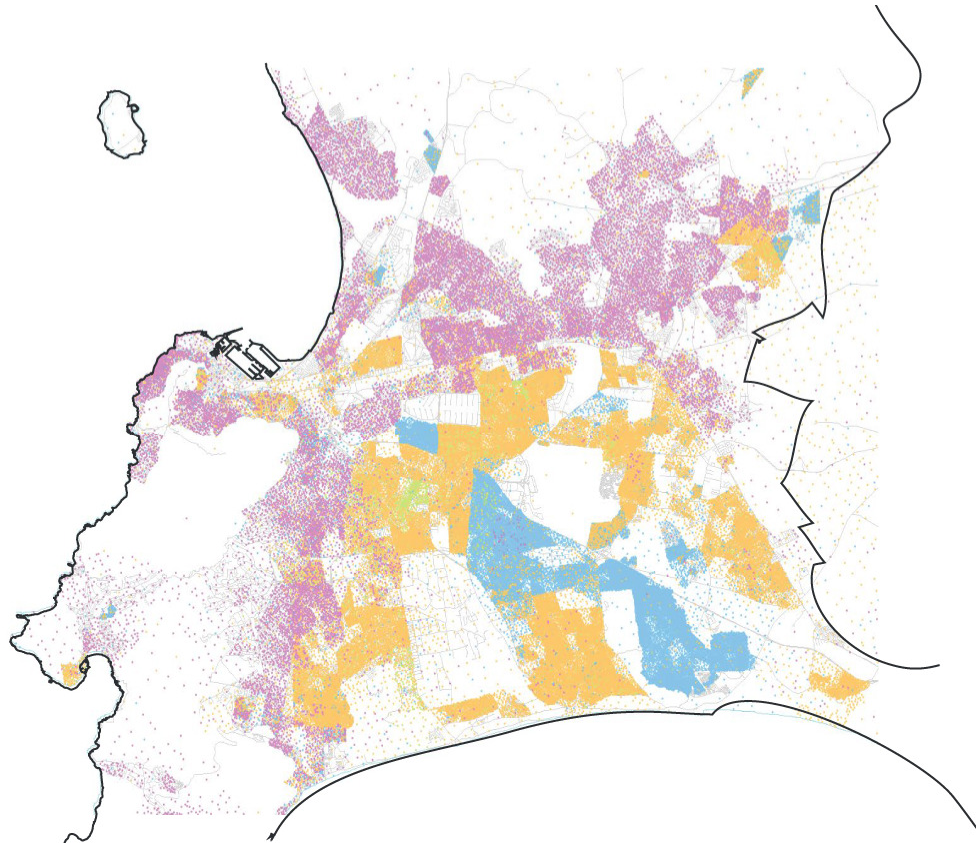


# South African cities: spacial and social divides

One dot represents 25 people.

- Black African
- Coloured
- Indian or Asian
- White

Based on Census 2001 Small Area Layer for density and Subplace layer for race.



## Cape Town: a city of contrasts



Image credit: Johny Miller



## Cape Town: mobility challenges



Image credit: Mandla Mnyakama/GroundUp

# Open Streets: A citizen-driven initiative









## Out of the meeting room & onto the street



## Lesson 1: start where you are





## Lesson 2: open your first street





## Lesson 3: define success





## Lesson 4: people care & want to partake





## Lesson 5: magic happens





## Organisational needs





## Lesson 1: public-private partnership is key



## Lesson 2: volunteers are the heartbeat





## Lesson 3: it takes more than money

PORTLANDS

### Locals, visitors step out to reimagine life on the road

Thousands of people flocked to celebrate the finale of the citywide Open Streets in Portland, which took place along Division Road on Sunday afternoon.

Locals and visitors alike came out to enjoy a family fun day with games, live entertainment and fun in the street that was closed to traffic. The road between Mississippi Drive and Foster Road was shut down to generate a safe zone again from 10am to 3pm.

Chalk, thousands of pairs of feet, bikes, skateboards and rollerblades replaced cars and buses in Estabrook Road during the Open Streets event on Sunday afternoon.



The Lucas and Abraham families.



Layla and Yolanda January and Priso Schell.



A market installation was one of a variety of attractions in the entertainment inroad.



Roy Isaac, Lucinda and Rose Daniels.



Children enjoy a yoga installation.



Thousands of residents and visitors came together for a day of family fun in the sun at the Open Streets event.



Residents watch a martial arts dance exhibition.



Richard and Morris Cupido.



Bernie Blount and Ruth Haring.



Harward Isaac, Derryn Jacobs, baby Eli, Azeemah, Arwa and Paisley Daniels, Lauren Jacobs and Allan Hendricks.



Nathaniel Sells, Nouzer Karimullah and Luciano Barry.



Kaylene Kayser, Shaheen George and Coretta and Mervyn Lewis.



Daniel, Jade, Jeff and Jennifer Abraham.



Dinah Saunders, Nao-rah, Abdulrah Abu Sood and Zayd Peterson.



Members of the Mitchell's Plain Titans athletics club.



Some of the volunteers with ward councillor Daniel Christians.



## Lesson 3: experiment & document

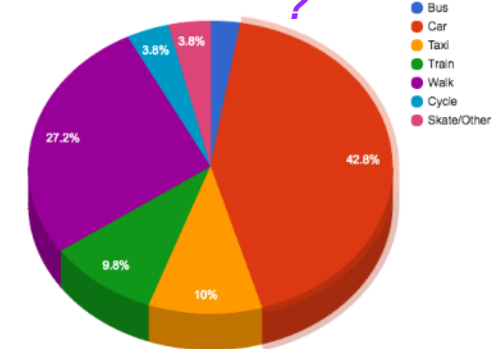


TRIP START		TRIP END		TRAVEL MODES USED
WHERE	WHEN	WHERE	WHEN	
1 home	8:45	work	9:30	walk, train 9.74
2 work	10:30	lunch	10:35	walk 1h
3 lunch	10:45	work	10:50	walk 1h
4 work	5:00	gym	5:15	uber 1h
5 gym	6:35	home	6:45	uber 9h
6 home	6:45	spar	6:47	walk 20m
7 spar	7:10	home	7:42	walk 20m

TRIP START		TRIP END		TRAVEL MODES USED
WHERE	WHEN	WHERE	WHEN	
8 home	9:00	bar	9:05	uber 300m
9 bar	10:30	home	10:32	uber 300m

How did you get to Open Streets ?





## Lesson 4: a city that plays together...





## Stakeholder & partner management





# Lesson 1: invite everyone to take part





## Lesson 2: door-to-door engagement is key





## Lesson 3: media coverage helps



### Pedestrians own the city

Life is a Bree(ze) on Open Streets Day in a car-free CBD





## Lesson 4: always say thanks





## Role of government





## Facilitate road closure permits

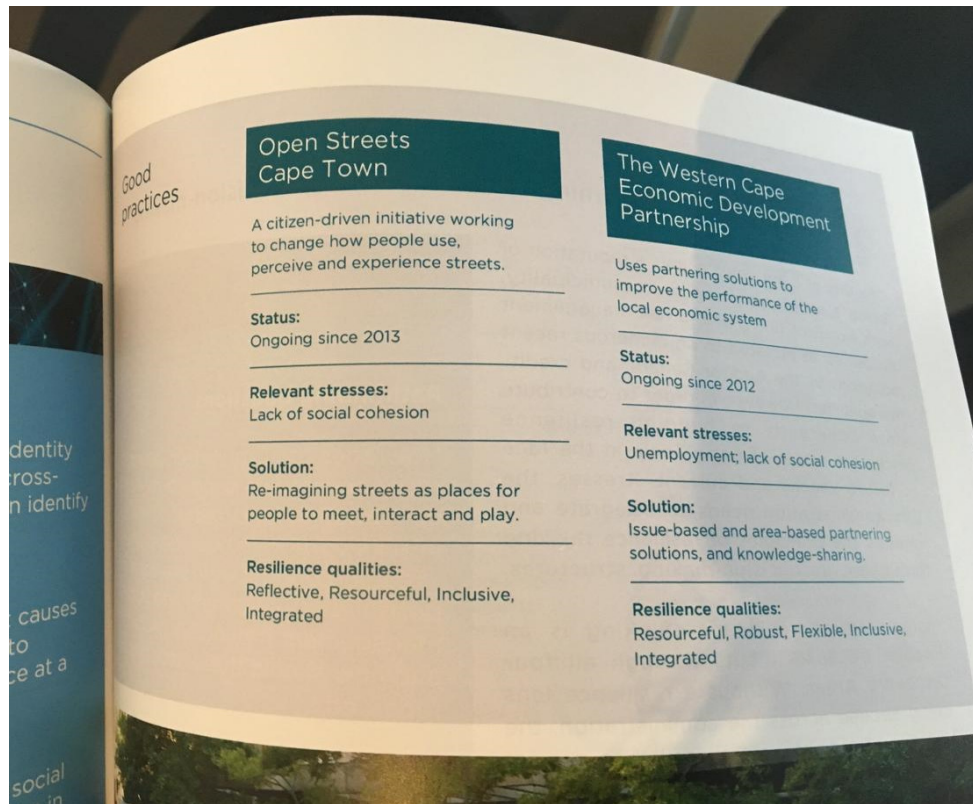


## Connect with residents





# Make it official



Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

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## PLANNING AND PROGRAMMING COMMITTEE JUNE 18, 2014

**SUBJECT: 2014 OPEN STREETS GRANT PROGRAM**

**ACTION: APPROVE 2014 OPEN STREETS GRANT PROGRAM - CYCLE 1**

### RECOMMENDATION

Award and program cycle one (1) of the biennial Open Streets Grant Program including fiscal years 14/15 and 15/16. Award \$3.7 million to 12 Open Street events and set aside \$300,000 to conduct a comprehensive evaluation of these events and evaluate the costs and benefits per the June 2013 Motion 72 (Attachment A).

### ISSUE

In September 2013 the Metro Board approved the Open Streets Competitive Grant Program framework to fund a series of regional car-free events in response to the June 2013 Board Motion 72. The approved framework includes the following:

- An annual allocation up to \$2 million.
- Competitive process and program.
- Technical process to collect data and evaluate the events.

We are recommending a biannual grant cycle based on the high interest we received, the administrative advantages for both grantor and grantees of having a biannual versus an annual grant cycle, and on the precedent of other Metro grant programs. This first cycle includes funding for 12 events totaling \$3.7 million and a \$300,000 set aside to conduct a comprehensive evaluation of these events and evaluate the costs and benefits per the June 2013 Motion 72, for a total of \$4 million over two fiscal years. This funding recommendation mirrors the approved framework of an annual allocation of up to \$2 million. Board approval is necessary to program the funds to these 12 events and to a comprehensive technical evaluation.

### DISCUSSION

Open Street events are temporary one-day events that close the streets to automotive traffic and open them to people to walk or bike. The goals of the Open Streets Grant Program is to provide opportunities for 1) riding transit, walking and riding a bike, possibly for the first time, to encourage future mode shift, and for 2) civic engagement to foster the development of multi-modal policies and infrastructure at the local level.

# Walk/cycle the talk



**#Bike2Work**  
on the last Friday of the month





# Foster knowledge exchange



Open Streets exchange  
between African cities

22-28 October 2018



Hosted by



In partnership with



# Open Streets toolkit



## OPEN STREETS TOOLKIT

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### STEP BY STEP

Here's an example work plan for the weeks leading up to the day. There are many more tasks you could add here, but this will give you an idea of how we split up our time.

#### Week 1



- Host a planning workshop with your core organising team (page 18)
- Draft a project plan (page 18)
- Identify and map stakeholders (page 22)
- Draft a communications plan (page 38)

#### Week 2



- Continue researching and identifying stakeholders (page 22)
- Submit the event application forms (page 34)
- Send an invite to a Talking Streets walk to key stakeholders (page 24)
- Draft the Traffic Management Plan (page 36)
- Meet with local partners (page 16)
- Schedule a public meeting (page 34)

Section 3: How?

#### Week 5



- Follow up on the event permit (page 34)
- Follow up with service providers to confirm quotes (page 27)
- Host the public meeting (page 24)
- Recruit activity organisers (page 29)
- Recruit volunteers (page 30)
- Finalise poster design (page 39)
- Visit local businesses, places of worship and schools (page 22)

#### Week 4



- Submit info about the Open Streets Day to online calendar sites
- Distribute the public meeting flyers (page 24)
- Set a date for a volunteer briefing (page 30)
- Review survey questions (page 42)
- Identify potential marshal groups (page 32)
- Draft a call for vendors (page 37)

#### Week 3



- Send out your first press release (page 41)
- Confirm logistics for the first public meeting (page 24)
- Create and print a flyer for the public meeting (page 23)
- Brief a designer about the poster and flyers (page 39)
- Create a Facebook event for the Open Streets Day (page 40)
- Send an announcement to your email database (page 23)
- If you have a website, start publishing your own articles about the day (page 40)
- Request quotes for all the services you will need (page 37)





# Route matrix for Cape Town



Street & Area	Local partner	Community support	Alt. route	Public transport	MyCiti route	Significant potential to transform street (from normal day)	Residents' access	Precedent	Need for redesign long-term	Parking	No petrol stations	Total
<b>CITY OF CAPE TOWN TOD FOCUS AREAS</b>												
Paardevelei	1		1	1		1			1	1	1	7
Philippi - Govan Mbeki		1	0,5	1		1	1		1	1		6,5
Athlone - Klipfontein	1	1	1	1		1	1		1	1	1	9
Foreshore - Route TBC	1	1	1	1	1	1	1	1	1	1	1	11
Bellville - Voortrekker	1	1	1	1		1	1	1	1	1		9
<b>AREAS WITH LARGE SCALE RESIDENTIAL / MIXED USE DEVELOPMENTS</b>												
Maitland	1	1		1		1			1	1		6
Two Rivers Urban Park				1		1			1	1		4
Mowbray / Observatory	1	1		1		1		1	1	1		7
<b>OS PROPOSED NETWORKS</b>												
Main Road (Observatory - Woodstock)	1	1	1	1	1	1	1	1	1	1		10
CBD Grid	1	1	0,5	1	1	1		1	1	1	1	9,5



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