

Evidence from 130 US Open Streets

Aaron Hipp and Alyssa Bird
Open Streets Summit, August 18, 2016



From Bogota to Boone

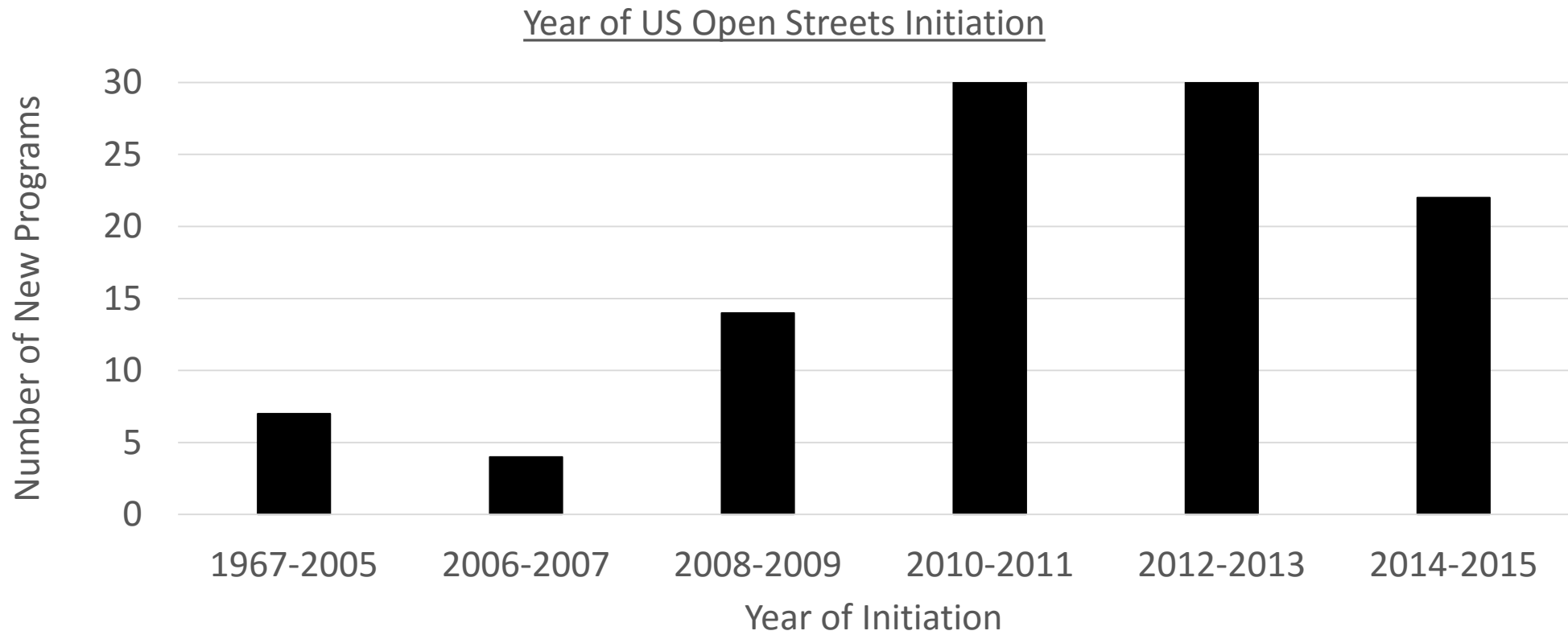
- 1968 – Seattle, WA – Bicycle Sundays
- 1974 – Westchester Co., NY – Bicycle Sundays
- 1983 – Wayne Co., MI – Saturdays in the Park
- 1999 – Phoenix, AZ – Silent Sundays

In 2012, there were 50 Open Streets programs in the US

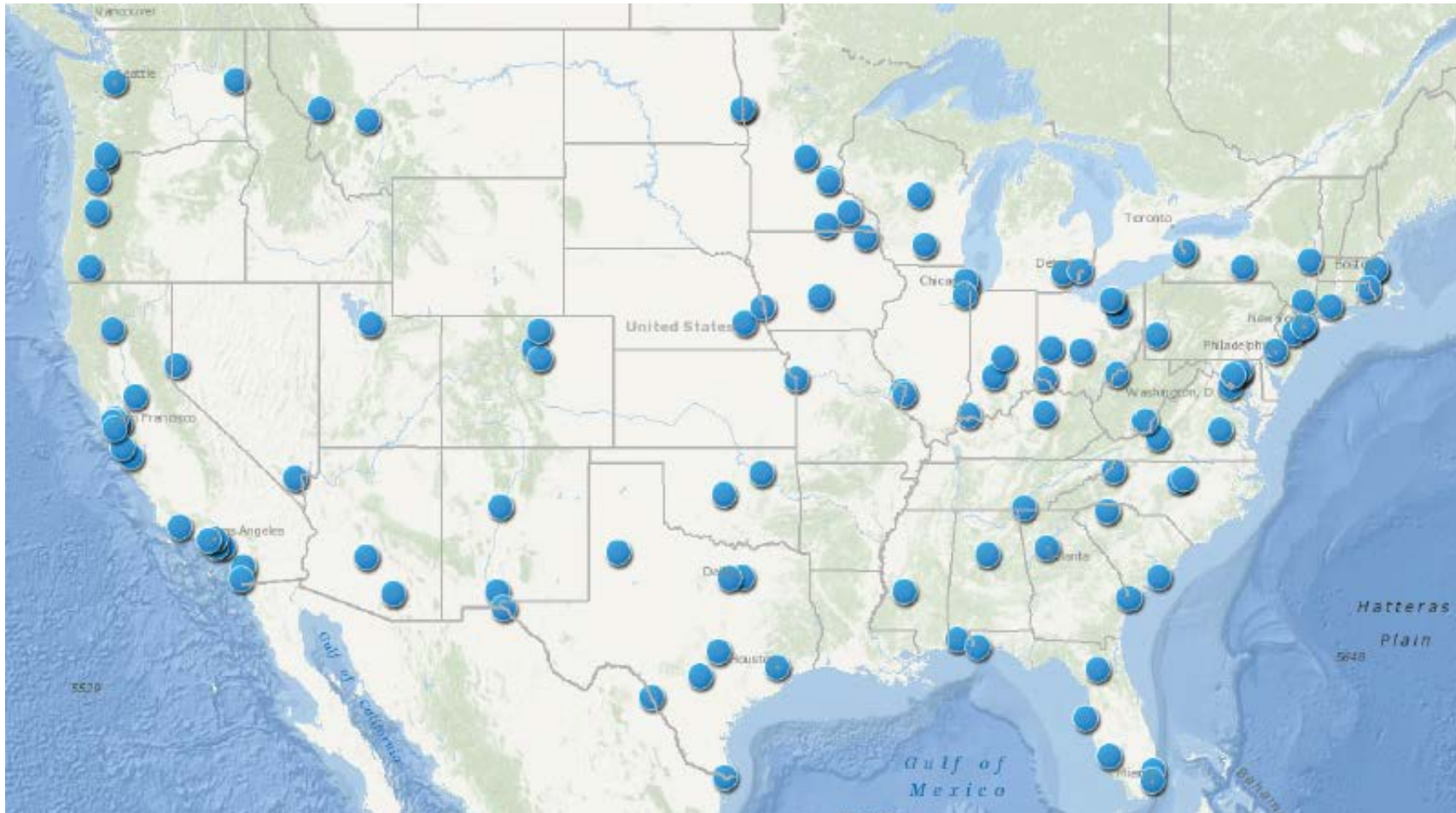
As of the end of 2015, there have been 121 Open Streets programs

Now 132 Open Streets





US Programs



THE DRIVING FORCE BEHIND OPEN STREETS

Aurora BayCare Open Streets Green Bay is a one-day event held in downtown Green Bay where the streets are closed to vehicle traffic, and opened for fun transportation alternatives, such as biking, walking, running, skating and more. The core objectives of Open Streets events are:



LIFESTYLE

Empower participants with the ability to improve their health and wellness



COMMUNITY

Encourage cycling, walking and running as ways to be fit



ALTERNATIVE TRANSPORTATION

Increase community awareness, knowledge and acceptance of active modes of transportation



LOCAL ECONOMY

Connect the neighborhoods, parks and businesses within our community

Open Streets Mpls is All About



Healthy Living



Local Business



Sustainable Transportation



Civic Pride

- 2 – 14 hours per date
- 0.2 – 51 miles
- Occur 1x per summer to 52x per year

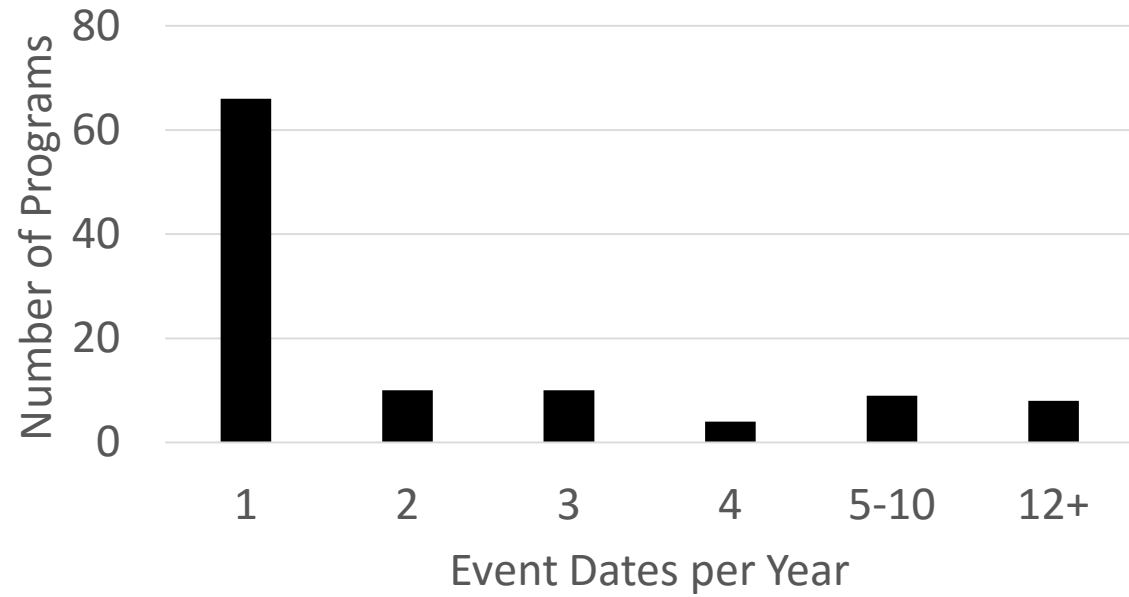
Open Streets Knoxville 2016

Presented By

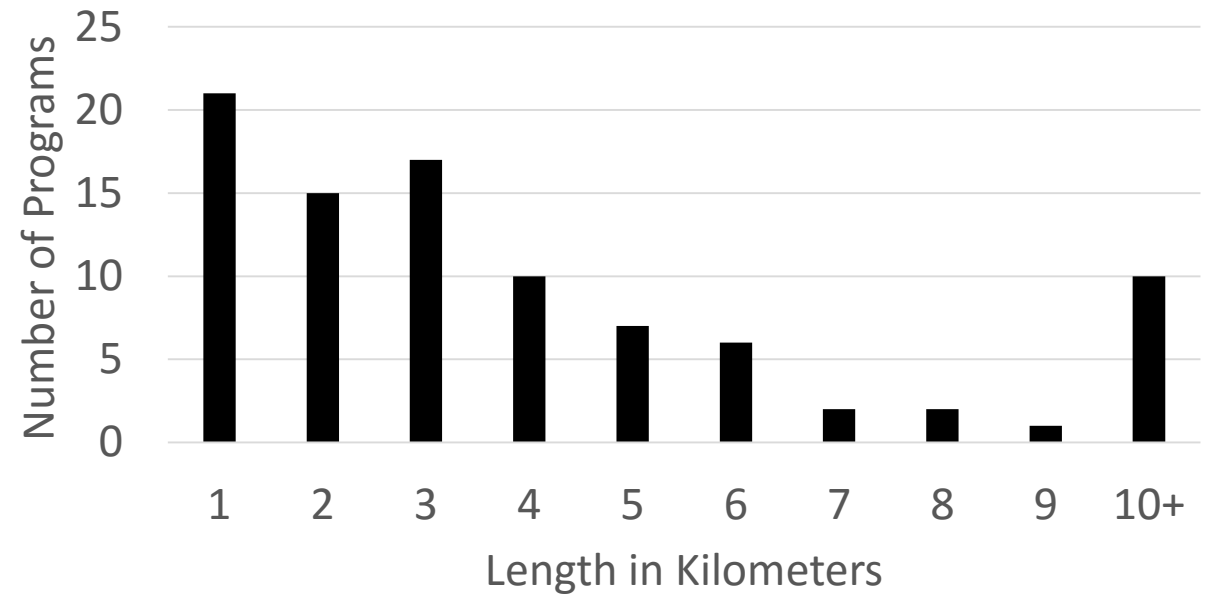
BIKE WALK
KNOXVILLE



US Open Streets Event Dates per Year



Length of US Open Streets Programs (km)



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

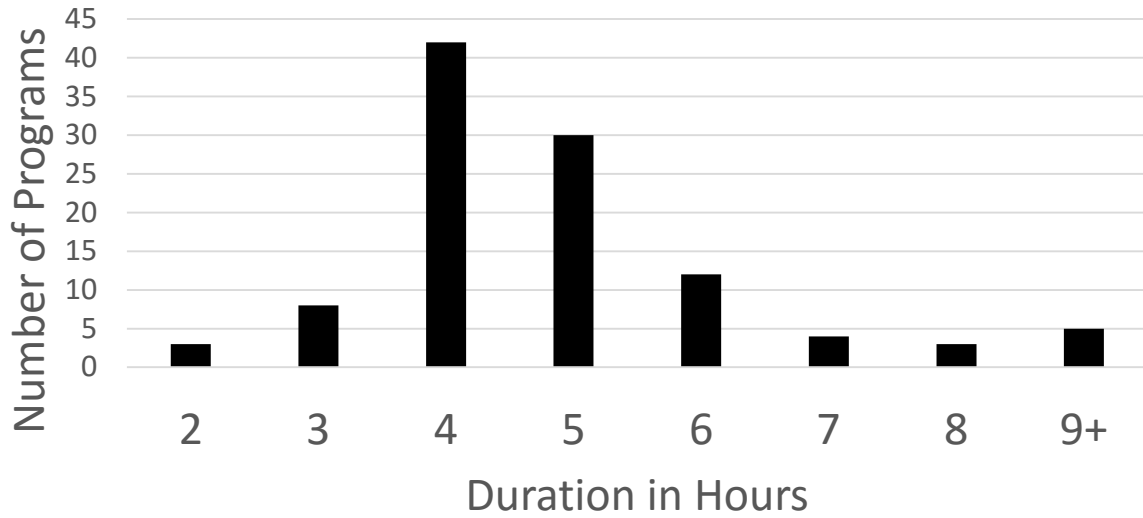
Sunday

1%

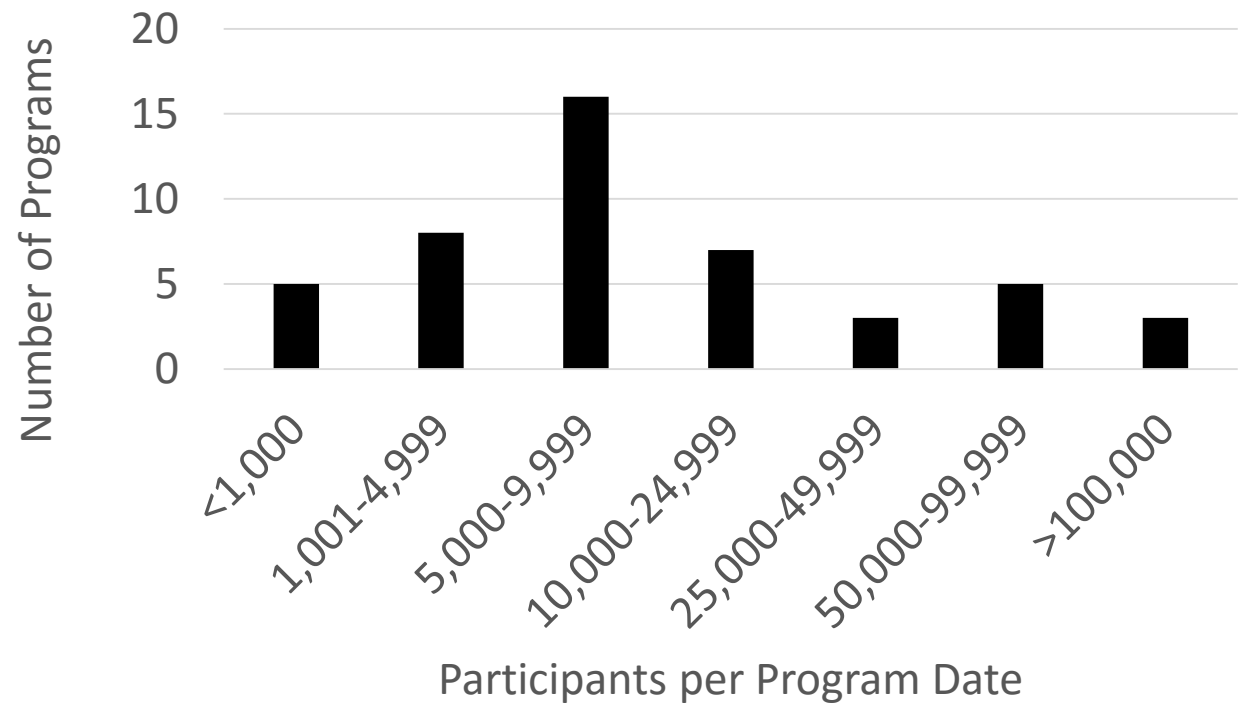
20%

79%

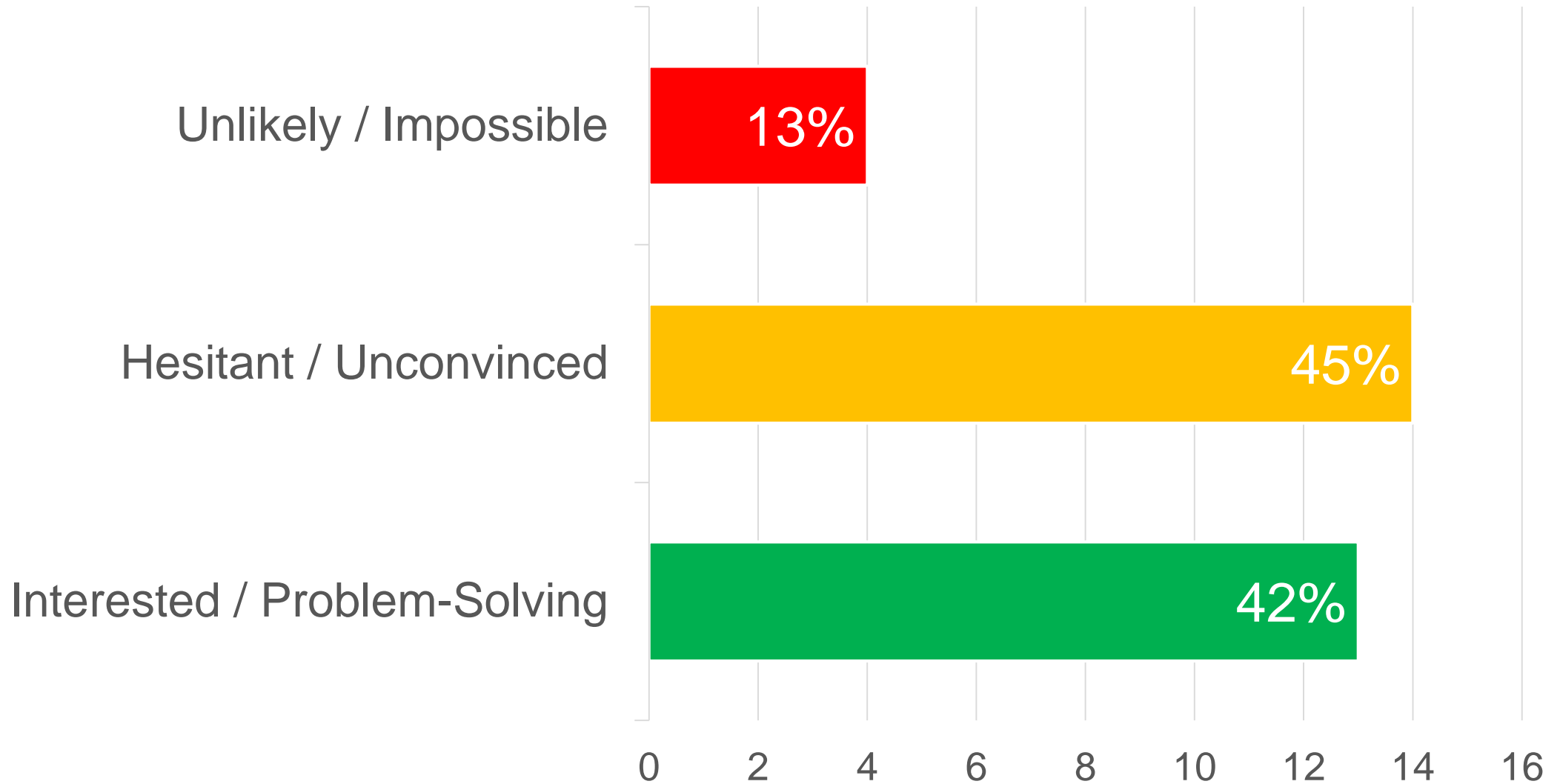
Duration of US Open Streets Programs



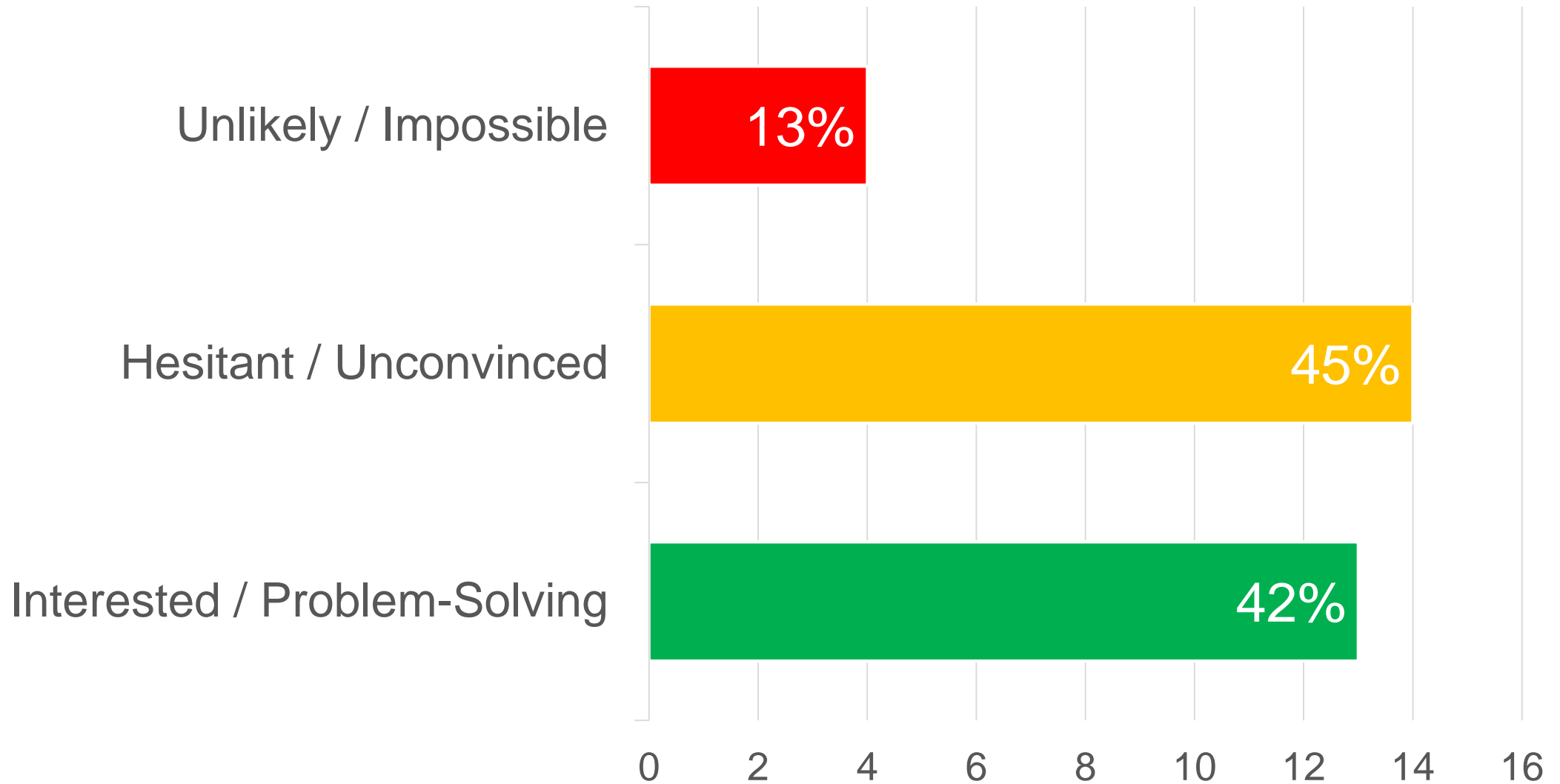
Partipants per US Open Streets Program Date



12+ events per Year?



12+ events per Year?



Evaluation

- 75% of programs are evaluating
- 56% are evaluating more than attendance and social media likes / retweets
- Five working with local university





Open Streets Initiatives: Measuring Success

J. Aaron Hipp, PhD & Amy Eyler, PhD, CHES



Evaluation

- Attendance
- Enthusiasm / engagement
- Media impressions
- Surveys
 - Volunteers
 - Academic partners
- Physical activity, businesses, activity hubs, distance, perceptions, etc.
- Timing of evaluation

Academic Evaluation

J.K. Engelberg et al. / Preventive Medicine 69 (2014) S66–S73

S71

Table 4
Physical activity of event respondents at CicloSDias compared to non-event days.

	Mean (SE) during the event minutes of walking, running, bicycling, rolling	Mean (SE) typical week minutes of walking, running, bicycling, rolling	% would have been inactive if no event	% met 30 min/day PA guideline during the event	% met 150 min/week PA guideline during the event
N	N = 221	N = 249	N = 673	N = 221	N = 221
Total	143.92 (84.85)	418.99 (331.42)	182 (27.0%)	213 (97.3%)	85 (38.8%)



Academic Evaluation

A. Chaudhuri, S.G. Zieff / Journal of Transport & Health

Table 5
Impact of Sunday Streets on revenue by business and neighborhood, OLS estimates.

Variables	(1) revenue	(2) revenue
Explanatory variables		
Sunday event	464.13* (1.94)	413.68* (1.77)
Restaurant		561.70 (0.98)
Grocery		394.64 (0.56)
Gifts		-475.56 (-0.75)
Housewares		-58.39 (-0.06)
Services		-1,007.89 (-1.54)
Clothing		501.54 (0.78)
Sporting goods		2299.27**** (2.77)
Specialty goods		-780.64 (-1.22)



Academic Evaluation

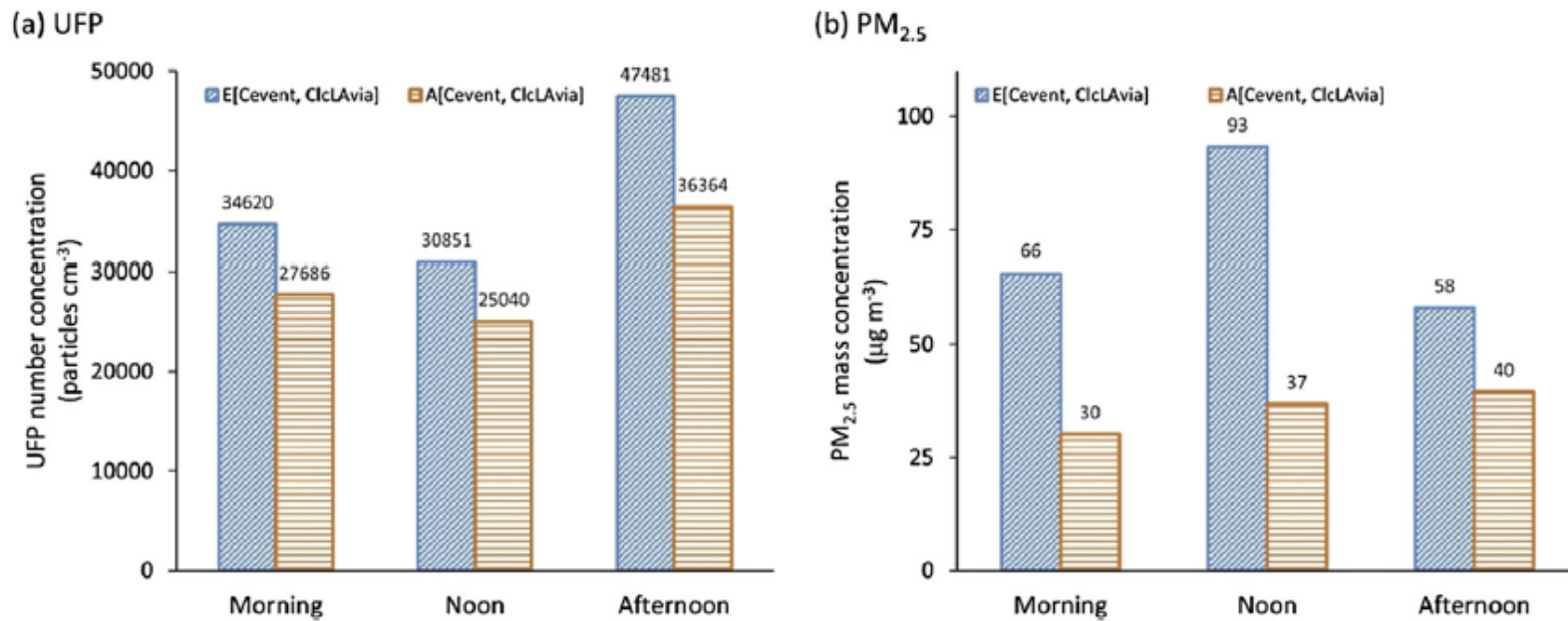
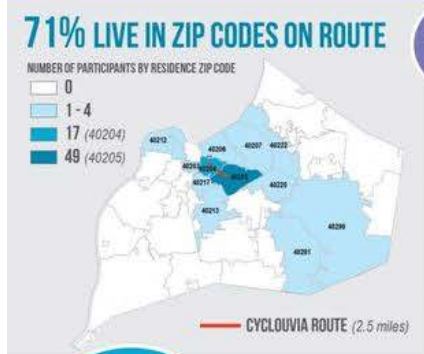


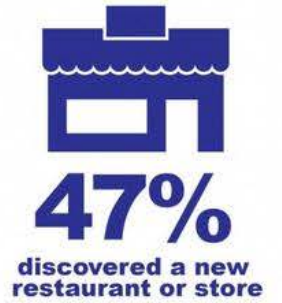
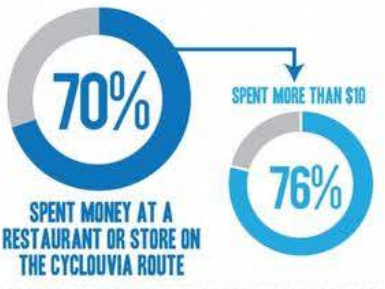
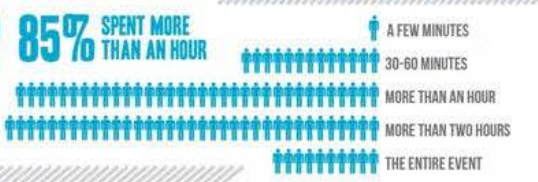
Fig. 5. Comparison between the expected on-road UFP and PM_{2.5} concentrations were there not the CicLAvia event and the actual concentrations measured.

cycLOUvia
SURVEY OF PARTICIPANTS
OCTOBER 14, 2012

In October 2012 Louisville held its first Open Streets event, cycLOUvia, on Bardstown Road, between Douglass Blvd and Broadway. The street was closed to automobile traffic, for walking, bicycling, exercising, games and socializing. At two points along the route during the event, volunteers stopped pedestrians and cyclists, and asked them to participate in a brief survey. Ninety-four people over the age of 18 completed the survey. The results of the survey are depicted below.



How much time do you plan on spending at cycLOUvia today?

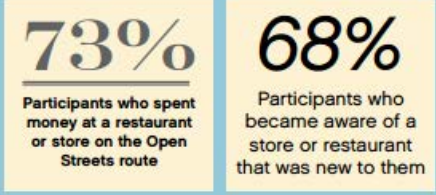
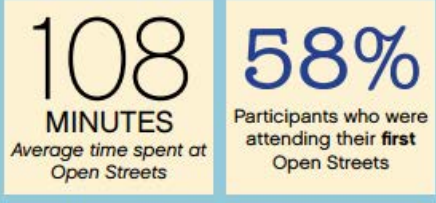


Open and shut: the case for Open Streets in St. Louis

OPEN STREETS INITIATIVES open spaces normally reserved for cars to people, providing a safe environment to walk, bike, dance, play, and socialize, promoting healthy and active living and building community. Researchers in the Brown School at Washington University in St. Louis have received funding from the Robert Wood Johnson Foundation to evaluate St. Louis' 2011 Open Streets events, and to build a campaign encouraging participation by urban youth and families in 2012. With over 1,800 participants in 2011 alone, leadership from the Mayor's office, and generous sponsorships, St. Louis has the potential to be a national leader in Open Streets. In fact, our evaluation survey is featured as a model resource by the Open Streets Project, a national coordinating collaborative. Working together, we can grow St. Louis Open Streets in 2012 and beyond.



Open Streets 2011 by the numbers



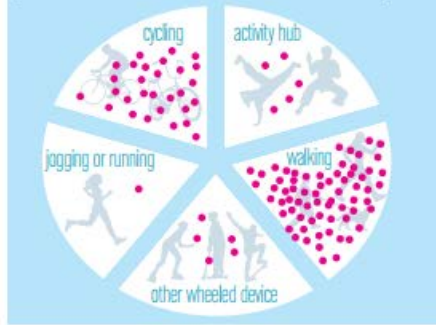
What do people think about Open Streets?

We surveyed 119 Open Streets participants at the two 2011 events. We asked them to answer some questions about Open Streets, and its effect on St. Louis:

- "Open Streets is a free event that welcomes everyone." **99%** Agree or strongly agree
- "Open Streets strengthens our community" **100%** Agree or strongly agree
- "How safe do you feel at Open Streets?" **97%** said "very safe"
- "Does Open Streets change your feelings about the city?" **94%** said "yes - positively"

What do people do at Open Streets?

Open Streets participants could place a sticker on a poster we made to tell us what their main activity was:



contact us
 Aaron Hipp ahipp@wustledu } Principal Investigators at the
 Amy Eyley aeyley@wustledu } Brown School at Washington
 University in St. Louis



Opportunities



8 80 Cities @880CitiesOrg · 38m
Here's a plug: Call for Presentations is now open for 2016 International #Openstreets Summit bit.ly/openst16

8 80 Cities @880CitiesOrg
Follow-up Q: What would you like to learn at 2016 International #OpenStreets Summit? What would help you most? twitter.com/880CitiesOrg/s...

8 80 Cities liked

Kyle Kutuchief @KyleKutuchief · 42m
Photos from May 2015 @880CitiesOrg #OpenStreets in #Akron. 2.8 miles of Main Street = a pop-up park for 5 hours

TREETS **AKRON**
cing people

The Marketing Stage



IDEA STAGE

Identify supporters and challengers.

Begin connecting with people, **pitch your basic idea** and getting a sense of the appetite for the program.



PLANNING STAGE

Get the program on the radar.

Must Do:

- Develop a cohesive message with your team.

Nice To Do:

- Develop a website, webpage or even a facebook page where you will provide basic information about your proposal/plan.
- Consider setting up **social media accounts** to provide general information about Open Streets and your proposal/plan. Start getting people excited and supportive.



OPEN STREETS AND PHYSICAL ACTIVITY

Author: Shayla Spilker, MSPH Candidate, 2016 UCLA Fielding School of Public Health
Advisors: Christina M Batteate, MPH; Alyssa Bird, MScPI; Dr. Aaron Hipp, PhD; Andrea Torres, PhD Candidate

What are Healthiest Practice Open Streets programs?

'Open Streets' programs temporarily open selected streets to people by closing them to cars on. By doing this, the streets become places where people of all ages, abilities, and backgrounds can come out and improve their health.

With well-planned routes, health-focused activity hubs, and frequently occurring program dates Open Streets programs have the power to change a city's culture of health. We call this kind of Open Streets program 'Healthiest Practice Open Streets'. By participating in Healthiest Practice Open Streets regularly, people can begin to change their habits and a city can change its culture of health.

This fact sheet is part of a series to promote the benefits of Healthiest Practice Open Streets programs. Find them all at www.healthiestpracticeopenstreets.org

Open Streets and Physical Activity

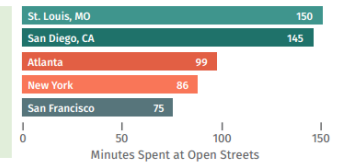
By repurposing public assets—our streets—and opening them up to people, Open Streets programs emphasize active enjoyment in our communities. They also help to normalize active transportation, such as biking and walking, which has potential to increase everyday physical activity. Given this emphasis, Open Streets programs can benefit participants' health and wellbeing.

Physical activity indicators from Open Streets programs around the world demonstrate that they work to get people moving. Participation provides the majority of adults with the recommended number of minutes of physical activity for the day. For some individuals a day at Open Streets can provide the recommended minutes of physical activity for one week. Participant surveys also highlight that, in the absence of Open Streets programs, many would otherwise be engaged in sedentary behaviors.^{3,4}

Clearly, Open Streets programs fill a gap in the spectrum of available physical activity efforts, creating a space that is free, entertaining, and available to all.

Physical Activity: By the Numbers

- 97% of participants met the recommended 30 minutes of daily physical activity (PA)¹
- 71% of programs in North and South America include PA classes at a hub location²
- 39% of participants met the recommended 150 minutes of weekly PA, in just one day¹
- 89% of events link routes to existing parks, greenways, and trails²



Thank You!

- Thanks to Amy Eyler, Alyssa Bird, Elizabeth Yarnall, Margaret van Bakergem, and Nathan Miller
- 50+ organizers we have spoken with over the past four years
- Active Living Research, Robert Wood Johnson Foundation, and 8 80 Cities
- @drhipp jahipp@ncsu.edu