



# Open Streets DC



MWCOG's Car Free Day Steering Committee

May 11, 2022

**Purpose:** Open Streets helps inspire people to think differently about their streets regarding mobility options and safety by encouraging physical activity, creating recreational opportunities, and fostering community building and education.



# What is Open Streets in DC?

- The purpose of Open Streets is to advance Mayor Bowser's Vision Zero Initiative by increasing transportation safety awareness and promoting alternative modes of transportation.
- Programming focuses on multi-modal transportation, physical activity, transportation safety, education on various DDOT's safety programs, bike and scooter ridership education and safety classes, pop-up art installations, and celebration of the adjacent neighborhoods.



# Benefits of Open Streets

**Open Streets prioritizes people over cars.** Protected road closures ensure that residents and visitors can freely enjoy the public space.

**HEALTH** – opportunity to ride and play in the street safely

**ECONOMY** – discover local businesses providing day-only specials and activities

**ENVIRONMENT** – with the removal of vehicles, discover alternate modes of transportation that pollute less and enhance public space

**COMMUNITY** – connect with your neighborhood and discover its amenities!

# Open Streets on Georgia Avenue

- **2019 and 2021: 3 miles of Georgia Avenue was car-free between Missouri Rd NW and Barry PI NW for people to enjoy!**



**OPEN**  
**STREETS**  
**DC**

**GEORGIA AVENUE NW**

**Saturday, October 2, 2021**  
**10 AM to 3 PM**

**Between Missouri Avenue NW**  
**and Barry Place NW**

Open Streets temporarily closes streets to all vehicular traffic and opens them to people of all ages and abilities to enjoy food, fitness, and fun.

Let us think differently about how we use our streets through physical movement, recreational activity, community building, and education. **No cars, just people.**

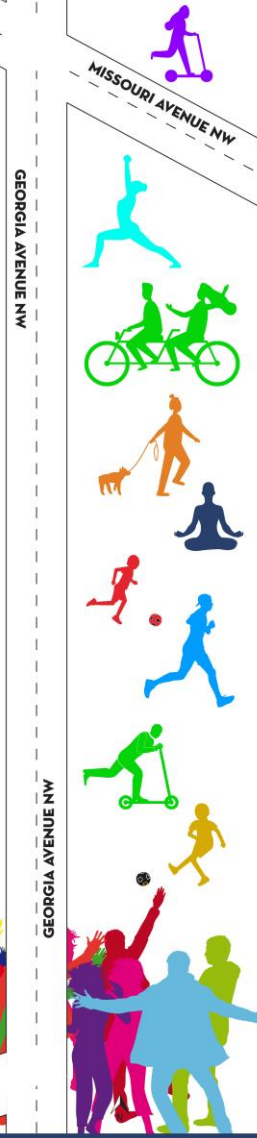
We encourage you to celebrate by walking, biking, or riding public transit to the event.



**OPENSTREETS.DC.GOV**



**BARRY PLACE NW**



VISION **ZERO** d. GOVERNMENT OF THE DISTRICT OF COLUMBIA  
DC MURIEL BOWSER, MAYOR

d. **WE ARE** GOVERNMENT OF THE DISTRICT OF COLUMBIA  
DC MURIEL BOWSER, MAYOR

# Georgia Avenue Survey Results

- Approximately 20,000 people attended Open Streets on October 2, 2021 of which a majority live in the wards adjacent to the event route;
- Attendance and mobility data reflect an increase in foot and bicycle traffic on Georgia Avenue for Open Streets compared to a typical Saturday;
- 70% of attendees stated they discovered a new business on the Georgia Avenue corridor (compared to 56% in 2019);
- 72% of attendees had a more positive opinion of the Georgia Avenue corridor (compared to 74% in 2019), with Ward 2 residents expressing the greatest change to a more positive perception;
- Attendees largely expressed a desire for better infrastructure to support alternative modes of transportation and a reduction to the number and speed of vehicles on Georgia Avenue;
- 35% of businesses reported an increase in revenue and customer activity for the day



**70% OF ATTENDEES  
SPENT 1-3 HOURS ON  
THE CORRIDOR, WITH  
48% PARTICIPATING  
IN ACTIVITIES**



## Examples of Interactive Programming on Open Streets

# Open Streets Programming

**Emphasis on bringing awareness to transportation safety, health and fitness, and activated public space where people can walk, bike, scoot, and play.**





# Fun for People of All Ages and Abilities!



# Planning an Open Streets Event

- Involves **inter-agency coordination** within the District of Columbia
  - FEMS, MPD, DPW, DPR, ORM, and DCRA
- Route selection process – geospatial factors emphasizing commercial activity, moderate level of traffic impacts, etc.
- Community partner
  - Ex: Business Improvement Districts, Main Street & Community Organizations
- Permitting, site plan, detours, maintenance of traffic, designation of special event area, inter-agency agreements, business support, marketing, and transportation and local programming



# Planning an Open Streets Event

- Planning ideally starts **6 months in advance** for signature events (1.5 miles or more) and at least 3 months for OSIYN
- Community engagement ideally starts **3 months in advance**
- Business engagement starts **2 months in advance**
- Volunteers are an amazing asset for all events
  - Incentives include a one-year CaBi membership, a t-shirt, swag and post-event gathering

# Upcoming Open Streets in DC Events

<p>Ward 8's Open Streets in Your Neighborhood on Martin Luther King Jr. SE</p>	<p>Signature Open Streets on 7th Street NW</p>
<p>Between Good Hope Road and Morris Road (0.3 miles)</p>	<p>Between Florida and Pennsylvania Avenues (1.6 miles)</p>
<ul style="list-style-type: none"> <li>-Partnership with Anacostia BID</li> <li>-Crosses through the Anacostia neighborhood</li> <li>-Pop-up bike lane will connect route with Anacostia Park Trail</li> </ul>	<ul style="list-style-type: none"> <li>-Partnership with DowntownDC BID</li> <li>-Crosses through the Shaw, Mount Vernon Square, Chinatown, and Penn Quarter neighborhoods</li> <li>-Wards 2 and 6</li> </ul>

# Contact Information

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