

Call for Open Streets Organizer

Request

The City of Minneapolis seeks a partner to build on the success of the Open Streets Minneapolis initiative and act as the Open Streets Minneapolis Organizer for the 2017 season. The Organizer will manage all facets of the 2017 Open Streets Minneapolis season, including permitting, assisting in route selection, volunteer coordination, and promotion. It can be assumed that there will be up to eight events as part of the 2017 Open Streets Minneapolis season. The City and the Organizer will enter into a professional services agreement that outlines the duties and other requirements for successfully coordinating the 2017 season.

Applicants are asked to provide a written proposal that demonstrates an understanding of Open Streets and the capacity to deliver based on the responsibilities and qualifications listed below

Applicants will be evaluated based the written proposal and selected based on their ability to show their capacity to deliver a successful 2017 Open Streets Minneapolis season.

Responses are due on ~~July 14, 2016~~ **July 21, 2016**; successful applicants will be notified the week of ~~July 18, 2016~~ **July 25, 2016**. E-mail responses to Matthew Dyr Dahl, Bicycle and Pedestrian Coordinator for the City of Minneapolis, at matthew.dyrdahl@minneapolismn.gov.

The successful applicant will not receive any monetary compensation from the City.

Introduction

Open Streets Minneapolis is an initiative that transforms major City corridors into comfortable, car-free places to give people an opportunity to enjoy the street on bicycle, foot, wheelchair, skateboard or roller skates and experience the City in a new way. The initiative is comprised of a series of one-day events; each event is programmed with many complementary activities, such as exercise activities and bike repair. Open Streets Minneapolis events are free and provide an opportunity for people wishing to engage in physical activity, meet their neighbors, and discover new businesses in their neighborhoods.

In 2011 the Minneapolis Bicycle Coalition hosted the first Open Streets Minneapolis event on a two mile stretch of Lyndale Avenue South. In 2012 events were held on Lyndale Avenue South and Lowry Avenue North. In 2013—in coordination with a Play Streets grant to the City from the Partnership for a Healthier America—there were four Open Streets Minneapolis events, one in each quadrant of the City: Southwest (Lyndale Avenue South), Northeast (Central Avenue), South (Minnehaha Avenue) and North (Lowry Avenue North).

Over the next two years, the initiative continued to grow to six events in 2014 and eight events in 2015, with an estimated 2015 attendance of 65,000 people. The 2016 season of Open Streets Minneapolis has commenced and will have eight events throughout the City.

Up to now the Minneapolis Bicycle Coalition has served as the Open Streets Minneapolis organizer. As such, the events have been described as an initiative of the Minneapolis Bicycle Coalition. The Center for Prevention at Blue

Cross and Blue Shield of Minnesota has been a major sponsor and supporter of Open Streets Minneapolis from the inception of the initiative. The initiative has been co-sponsored by the City of Minneapolis since 2013.

Background and History

Conversations about Open Streets in Minneapolis initially began based on inspiration from Ciclovía in Bogotá, Colombia, an Open Streets initiative popularized in 1974 where people of all ages and abilities—regardless of socioeconomic or ethnic backgrounds—are invited to improve their mental, physical, and emotional health by enjoying tens of miles of “paved parks” every Sunday and holiday. The first Open Streets initiative in the United States was Seattle’s car-free initiative, known as Seattle Bicycle Sundays, which was launched in 1964 and connected several parks along three miles of City streets.

There are a growing number of Open Streets initiatives throughout the United States as cities and towns of all sizes seek innovative ways to achieve public health, environmental, social, and economic goals, and fulfill residents’ desires to experience their streets in a new way. Open Streets events are free for participants, are not competitive (are not races), and do not have a designated beginning or end point – meaning people that attend can join and exit at any location along route. Similar initiatives throughout the country go by names such as Sunday Parkways, Summer Streets, and Streets Alive. The Open Streets Minneapolis initiative is unique to Minneapolis and not affiliated with other state, national, or international Open Streets initiatives.

Minneapolis differentiates the Open Streets Minneapolis initiative from local street fairs, block parties, races, or other types of events that also require traffic control and a block event permit. The Open Streets Minneapolis initiative supports broader City efforts to encourage physical activity, build support for active transportation choices, and enhance community engagement. Open Streets Minneapolis events provide significant lengths of car-free streets for people to receive substantive opportunities for non-motorized activities without facing frequent interruptions or obstacles. The environment is meant to feel inviting and comfortable for people of all ages, including children.

Open Streets Minneapolis events have occurred in neighborhoods across the City, and routes have been chosen based on many important shared attributes. Open Streets Minneapolis events have the following characteristics:

- Occur on major urban corridors that primarily serve motorized traffic, which typically include streets that act as business and commercial corridors
- Connect multiple neighborhoods, especially neighborhoods that may feel isolated from each other based on land use patterns and high-volume roadways
- Encourage the discovery of local businesses along the route to support local economic vitality
- Have strong destinations (such as parks, major businesses, areas of programming, etc.)
- Occur over many blocks of City streets—ideally over two miles in length
- Are designed in different arrangements—historically linear, routes can also be in a loop or with an “arm and loop”

Responsibilities

Responsibilities of the Organizer include:

- Work with the City to determine the selection of routes for the season
 - Coordinate with City staff to draft the Application for Route Event Hosts* (see Appendix)
 - Develop criteria for selecting routes
 - Work with City staff to review Route Event Host applications The Organizer may propose and host routes in addition to those that are selected through the formal application process
- Recommend a slate of 2017 routes/events and dates, to be decided by the City

- Overall coordination with Route Event Hosts to execute their events as part of the overall 2017 Open Streets Minneapolis initiative
 - Work with City staff to develop a Memorandum of Understanding (MOU) between the Organizer and each of the Route Event Hosts. The MOU(s) should be used to ensure individual events meet the goals of the Open Streets Minneapolis initiative.
- Community engagement
 - Outreach to local business associations, neighborhood associations, and community groups to help identify potential routes and coordinate on logistics
 - Facilitate planning committees with stakeholders
 - Engagement with individual residents and businesses along route, as necessary
- Equity
 - The respondent must include opportunities for disadvantaged groups or individuals
 - In support of the City's ongoing efforts toward increasing equity in Minneapolis—and in support of the goals of Open Streets Minneapolis—the respondent is expected to include a component in their response that highlights their ability and/or experience working with a diverse group of stakeholders. The respondent is encouraged to describe experience providing equitable opportunities for disadvantaged groups and/or individuals.
 - Achieving high attendance at each event will likely take differing levels of outreach and promotion—especially on those routes that may be new in 2017. Extra resources may need to be focused on areas of the City that include traditionally disadvantaged groups of people.
- Coordinate with programmers (those who provide complementary activities along route)
 - Develop a plan for integrating complementary activities along each route, in coordination with the Route Event Host, if applicable
 - Promote the goals of Open Streets Minneapolis by maintaining an appropriate level of open street space for spontaneous physical activity while programming the route with activities that help to complement the open street space and provide destinations and areas of interest for attendees
- Promotions, marketing, and communications
 - Coordinate with the City of Minneapolis on Open Streets Communications, including press releases, posters, etc.
 - Maintain a cohesive graphic identity for Open Streets Minneapolis
 - Create marketing materials in coordination with local Route Event Hosts
 - Develop and manage online content
 - Manage all initiative-wide promotions, which may include advertising buys, media sponsorships, fliers and posters, and t-shirts
 - Develop maps of individual routes/events that can be printed and posted online
- Volunteer Coordination
 - Coordinate the day-of volunteers needed to support the events
- Event support features
 - Secure portable restroom facilities for each event
 - Program water fountains / water bottle filling stations in coordination with Tap Minneapolis
 - Coordinate trash, recycling, and compost receptacles and pick-up with the City
 - Coordinate temporary street parking signage with the City
 - Coordinate temporary bus detour signage with Metro Transit
 - Coordinate temporary bike parking areas
 - Coordinate with Traffic Control Equipment company the signing required for traffic control devices

- Permitting
 - Lead coordination with City staff for permitting the events as part of the overall Open Streets Minneapolis initiative
 - Coordinate motorized vehicle detour/traffic control plans with the City and Metro Transit
 - Coordinate permitting for complementary programming, including:
 - Amplified sound
 - Health/Food
 - Coordinate notification of property owners as required for permitting
 - Coordinate City Council Actions with City staff to approve routes and dates
- Obtain insurance
 - Insurance is required for each event
 - Provide standard Certificate of Insurance
- Provide an evaluation after the end of the season
 - This can include both quantitative measures, such as how many people attended, what types of organizations attended, etc., as well as qualitative measures (observations, photos, interviews, etc.)

Responsibilities of Minneapolis staff include:

- Assist with permitting (BESE Committee)
- Assist with City Council communications and requests
- Determine the number of events
- Approve event dates and locations
- Assist in creating the Application for Route Event Hosts
- Information sharing (from previous years' events)
- Coordination from Public Works – Transportation Planning and Programming
- Provide City Services in support of the Open Streets Minneapolis initiative in-kind, including:
 - Police Officers
 - Traffic Control Agents
 - Barricades and detour signage
 - Parking signage
 - Recycling, trash, and composting receptacles and pick-up

Qualifications

Desired qualifications of the Organizer include:

- Demonstrated community partnerships in Minneapolis
- An understanding and appreciation of the role active transportation plays in economic vitality, community cohesion, and public health
- Experience organizing community events
- Ability to attract and manage hundreds of volunteers
- Knowledge about Open Streets initiatives
- Experience encouraging and incorporating diversity in event attendees and programmers

Appendix

***Application for Route Event Host**

An important part of the process for preparing for the 2017 season of Open Streets Minneapolis is to identify interested and capable local Route Event Hosts. The Application for Route Event Hosts is expected to be open to interested applicants that wish to host an official Open Streets Minneapolis event in their neighborhood during the 2017 season.

After the Open Streets Organizer is selected, the Organizer is expected to work with the City to draft this Application. The intent of the Application is to invite local participation in the overall Open Streets Minneapolis initiative and add to the sustainability and reach of the initiative through the individual events.

This type of Route Event Host arrangement has been demonstrated in previous years.

- The Lowry Corridor Business Association acted as a route event host for the Lowry Avenue North events from 2012-2015.
- The Lyndale and Kingfield Neighborhood Associations acted as a joint route event host for the Nicollet Avenue events starting in 2014.

The Open Streets Organizer and the City will review the applications for Route Event Host and determine, based on the criteria for selecting routes (to be developed as part of the responsibilities of the Organizer) and the strength of the applicants, the selection of up to eight events for the 2017 Open Streets Minneapolis season.

The Open Streets Organizer will be expected to develop an MOU with each of the Route Event Hosts. The MOU should be used to ensure individual events meet the goals of the Open Streets Minneapolis initiative, and that the responsibilities are clearly defined and distributed between the Organizer and the Host.