

# City of Minneapolis

## Request for Committee Action

**To:** Transportation & Public Works  
**Date:** 8/8/2016  
**Referral:** N/A  
**From:** Public Works Department  
**Lead Staff:** Matthew Dyr Dahl, Bicycle and Pedestrian Coordinator, Transportation Planning and Programming  
**Presented by:** Matthew Dyr Dahl, Bicycle and Pedestrian Coordinator, Transportation Planning and Programming  
**File Type:** Action  
**Subcategory:** Contract/Agreement

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**Subject:**

Organizer Selection and Agreement for Minneapolis Open Streets 2017

**Description:**

1. Approving Minneapolis Bicycle Coalition as the 2017 Open Streets Organizer.
2. Authorizing an agreement with the Minneapolis Bicycle Coalition for planning and management services for 2017 Open Streets.

**Previous Actions:**

February 16, 2016 – Transportation and Public Works Committee approved the list of routes and dates for Minneapolis Open Streets in 2016 and authorized an agreement with the Minneapolis Bicycle Coalition for planning and management services for the 2016 events.

December 1, 2015 – Transportation & Public Works Committee passed a resolution supporting Open Streets as City-Hosted Events. City Council Adopted Resolution on December 11, 2015.

April 3, 2015 – Approval of locations and budget for 2015 Open Streets events.

December 10, 2014 – Amendment to 2015 budget directs the Public Works, Regulatory Services, and Police departments to provide existing resources to facilitate up to eight (8) Open Streets events in 2015.

December 11, 2013 – Amendment to the 2014 budget directs the Public Works, Regulatory Services and Minneapolis Police departments to provide services up to an equivalent of \$75,000 to support up to six events associated with the Open Streets program.

December 7, 2012 – Partnership for a Healthier America Play Streets Award for 2013 Open Streets events. Direction for Public Works and Police Departments to provide in-kind services for four events up to \$50,000.

September 11, 2011 – Minneapolis Bicycle Plan Implementation Plan adopted, which states “create a specific permitting process for closing streets to motorized vehicles for ‘Open Streets’ events.”

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**Ward/Address:**

All Wards

**Background/Analysis:**

Open Streets are events that temporarily close a street to motorized traffic and open it up for general use by the public. The events are free and provide an opportunity for people to engage in physical activity, meet their neighbors, and discover and patronize businesses in different neighborhoods.

Historically, the Mayor's budget has directed City departments to provide services to support Open Streets event costs within existing budgetary resources. Open Streets in 2017 is assumed to include up to eight events and is contingent on continued budgetary support.

There are two new processes being implemented for the 2017 Open Streets season. The first is a "Call for Open Streets Organizer" (Call) and the second is an "Application for Open Streets Routes/Hosts" (Application).

#### Call for Open Streets Organizer

The Call was developed to establish a formal selection process and document responsibilities and qualifications of the Open Streets Organizer. The Call was noticed and posted on the City's Purchasing Public website site for one month, from June 23 to July 21, 2016. It was also posted on the City's Facebook and Twitter profiles. Additionally, previous applicants to a 2013 Open Streets RFP were contacted to ensure potentially interested parties were aware of the Call.

The Organizer is the umbrella organization responsible for delivering 2017 Open Streets. They will be given shared responsibility and decision making capacity with the City on the selection of local route hosts and will be responsible for providing information for necessary permits. In response to the Call, the organizer was asked to demonstrate experience with event logistics and permitting, as well as a thorough understanding of the vision and importance of Open Streets Minneapolis. The successful applicant will not receive any monetary compensation from the City.

The sole respondent to the Call was the Minneapolis Bicycle Coalition (Coalition). They met all the criteria and were recommended by an internal committee to be selected as the 2017 Open Streets Organizer.

#### Application for Open Streets Routes/Hosts (Application)

The second new process is the development of an Application for Open Streets Routes/Hosts. An application process will be developed and issued by the City where organizations can express interest in an Open Streets route in their area and also to express interest in serving as the local event host with the selected Organizer in partnership with the City. The Application will be posted and available for response from approximately mid-September through mid-October 2016.

The intent of the Application is to encourage local participation in the Open Streets Minneapolis initiative and to build sustainability and promote geographic diversity through the individual events. The Application will invite groups including, but not limited to, local non-profits, neighborhood associations and/or business associations to host local Open Streets Minneapolis. Staff will work with the Neighborhood and Community Relations department, CPED business development analysts, and City Council offices to distribute the application via traditional networks and social media. The Minneapolis Bicycle Coalition will support these efforts by using existing social media and other existing partnerships to promote the Application.

### **Professional Services Agreement**

Through the proposed agreement, the Coalition will provide event planning and management services to host to facilitate the 2017 Minneapolis Open Streets events, including coordination with Route Event Hosts. The Minneapolis Bicycle Coalition will perform the services pursuant to the terms of this Agreement in exchange for nonmonetary compensation in the form of goodwill and recognition. The Organizer will be able to use sponsors for the events to mitigate their costs. Services in the agreement include:

- Work with the City to determine the selection of routes for the season
- Coordinate all Open Streets Events
- Event programming
- Volunteer coordination
- Fundraising
- Marketing and communications
- Obtain insurance for all events
- Provide temporary restrooms
- Provide permit information as needed on timeline as required by ordinance
- Support the City and signage provider on route layout, equipment and setup/tear down
- Development of application for Routes/Hosts

The City, in its sole discretion, shall retain the ability to make final determinations regarding the number of events, and event dates and locations to be implemented during the term of this Agreement. The City shall remain responsible for the following City functions:

- Coordinating communications between traffic, police, signage provider, Metro Transit and other public partners on layout details
- Barricades and detour signage
- Police and traffic control
- Parking signage
- Trash, recycling, and composting receptacles and pickup
- Coordinate with Water Treatment and Distribution to provide TAP Minneapolis water fountains/bottle fillers.

### **Financial Review:**

**No financial impact.**

### **Attachments:**

1. Call for Open Streets Organizer