



Open Streets Project
Opening Streets to People, Sharing Resources, Transforming Communities



Open Streets National Summit

April 4-6, 2014

The Line Hotel, Los Angeles, CA

For more information and to register, go to www.OpenStreetsProject.org/Summit.

Friday, April 4

8:00-9:00 AM

Breakfast

9:00-10:00 AM

Defining Success: Panel discussion from local Open Streets Leaders on how to define a successful Open Streets, including events metrics, policy changes, transformative power and program consistency.

10:20-11:50 AM

Los Angeles County Specific session: The session is gear towards participants from Los Angeles County:

10:20 AM: Intro by Metro

10:35AM: Civic Engagement/Funding for Open Streets

This session will look at how Open Streets organizers can work with cities to create successfully funded events. Specific funding opportunities for cities in LA County will be addressed.

11:10AM: Expert Panel Q&A

Panel discussion from LA County Open Streets experts on planning and production, problem mitigation and ensuring safety, community outreach, and ways to create Open Streets at different scales.

OR

Session for out of town attendees: Session open to all participants, will cover how to forge a strong relationship with local government and organizing volunteers

10:20 AM: Organizing and Recruiting Volunteers

Open Streets use a small army of volunteers. Learn how to manage your volunteers and keep them coming back for future events.

11:00 AM Lessons from International Open Streets

Here from leaders from outside of North America about their experiences organizing Open Streets.

12:00-1:20 PM

Networking Lunch



Open Streets Project

Opening Streets to People, Sharing Resources, Transforming Communities



- 1:30-2:20 PM** **Open Streets and Equity:** Open Streets can work with underserved communities to promote active transportation and healthy living. This session will discuss how Open Streets in Los Angeles and Salinas, CA have worked to create inclusive and equitable initiatives.
- 2:30-3:20 PM** **Connecting Open Streets to Long-term Transformation:** This session will look at how Open Streets and other temporary projects like parklets and pavements-to-parks programs can lead to lasting changes in our transportation system.
- OR**
- Identifying Partner Organizations:** Discussion on potential partner organizations, and how to develop a coalition that includes members with diverse interests and abilities. (25 Min)
- Crafting Supporting Activities:** Supporting activities attract more participants to your open streets, and keep participants coming back. Learn about different options for budgets of all types. (25 Min)
- 3:40-4:50 PM** **Developing an Organizational Structure:** Roundtable discussion with leaders from different cities on how each initiative organizes the planning of Open Streets, and the different roles that non-profits and local governments can play.
- 7:00 PM** **Optional Evening Activities:** Explore Los Angeles by bike or foot with guided tours led by local advocates.

Saturday, April 5

- 8:00-9:00 AM** **Breakfast**
- 9:00-9:50 AM** **Getting the Word out: Marketing and Promotion:** Learn how to develop a strong identity and brand for your initiative and how to create buzz and excitement around Open Streets.
- 10:00-10:40 AM** **So, what's does it cost? Budgeting for Open Streets:** How much does Open Streets cost? What items do I need to budget for? Can I get in-kind support? Learn the ins and outs of budgeting for your Open Streets.
- 11:00-11:40 AM** **Funders roundtable:** Hear from sponsors about why they choose to fund Open Streets and what language and messaging most resonates with funders.
- 11:40 AM-12:30 PM** **Beginning Sponsorship and Fundraising:** Learn the nuts and bolts of attracting sponsors for Open Streets, including how to create a sponsorship packet and material, as well as how to message different sponsors.

OR



Open Streets Project

Opening Streets to People, Sharing Resources, Transforming Communities



Advanced Sponsorship and Fundraising: Small group discussion for experienced Open Streets discussing how to solicit larger sponsorships and donations to expand Open Streets.

12:30-1:15 PM

Networking Lunch

1:15-2:05 PM

Developing a Route: Picking the right route can mean the difference between a successful Open Streets and a lackluster initiative. This session will talk about what elements to look for when planning your route, and what to avoid.

2:15-3:05 PM

Creating a Safe Event: While most Open Streets go off without a hitch, creating a safe event takes planning and coordination. This session will cover purchasing event insurance, working with police and framing Open Streets as safe, family friendly events (not a race!).

3:25-3:50 PM

Working with Businesses: Businesses often start out skeptical, but can become your biggest allies. Listen how Open Streets organizers have transformed businesses into strong supporters.

OR

Moving from events to programs: Small group discussion for experienced organizers about moving the conversation from a few events a year into a sustainable, frequent program.

4:00-4:25 PM

Collecting Data to boost your case: Having stats on the benefits of Open Streets can make all the difference when presenting to a politician, community member or sponsor. Learn how to team up with local students and universities to collect data that show the benefits of Open Streets.

4:30-5:20 PM

Evaluating Open Streets: In order to know how to improve, you need to know how you're doing. This session will cover evaluation tactics that can help you measure your success, including population counts and surveying participants.

7:00 PM

Optional Evening Activities: Learn about how the Los Angeles Metro has incorporated Art into stations across the system on a Metro Art tour.

Sunday, April 6

8:00-9:00 AM

Breakfast

9:00 AM - 2:00 PM

Attend CicLAvia: Participants will receive a tour of CicLAvia from Staff, as well as the opportunity to explore the event on their own.

2:00-3:00 PM

Wrap-up discussion: Ask any questions that came up during the