

Sunday Parkways Basic Research

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Key Points

- Encourage walk, bike, running, strolling, and roller blading
- Circular Route and/or two way bike/ped traffic
- Linear route...it's distance that makes these things really work
- Distance, want something long enough to be worthwhile, Bogota is 70 miles...San Francisco is 4.5 miles
- Limited Time Period, perhaps 6 hours (8am-2pm)
- Pick lowest traffic day, probably Sunday
- Hold activities and/or allow organizational tabling in public parks along the route...no food vendors...encourage participants to visit businesses along route
- Involve businesses along route
- Involve neighborhood associations along route...consider a community center as an event sponsor
- Intersections staffed by volunteers allowing residents to get to and from their driveways, with larger streets supervised by police.
- Consider restricting parking along the route
- Event sponsor to reduce cost
- Take clues from events like Wheels on Willy, Capital Sprints, Willy St. Fair that close roads
- Promote through earned media on tv, radio, newspaper. Take out ads in Wisconsin State Journal and Isthmus
- Posters at public libraries, businesses along route, etc
- Door hangers in affected neighborhoods
- For more community support...hold public meetings to explain event
- Event promotion should be aimed both at encouraging participation, but also at alerting the public to impending road closures. Be sure to alert neighborhood residents affected with direct flyering
- Establish a city department to supervise the event, perhaps a partnership between Mayor's Office, Traffic Engineering, Parks, and Police
- Develop a volunteer committee to organize the event. Committee reports to city staff. Distribute duties amongst the committee with one person overseeing each of the following:
 - media/promotion,
 - volunteer coordination,
 - funding/sponsors,
 - Logistics of road closures and routing
 - Special event coordination (activities in parks)

Potential Locations

- Wisconsin Ave/State/Gorham/Langdon area
- John Nolen Drive
- Willy Street
- UW Campus

Potential Date

- Sunday in June 2009 for first event
- Later establish a regular date...like the second Sunday of the month, April-October (could coincide with schedule for Farmer's Market on Square...have Farmer's Market on Saturday and Sunday Parkways on Sunday of all the same weekends)

Costs

- Police overtime...not sure what this costs
- Print ads (Isthmus, WSJ, 77 Square...seek media sponsor for free ads...budget \$10,000)
- Cost to print posters/door hangers (\$5,000)...consider not dating the posters/door hangers, but instead leaving a space to write in the date so that leftovers could be reused. Could also leave off location so if route changed leftover print materials could still be used...though more detailed print materials might help alleviate neighborhood anxiety. Sending people to a website would allow for us to update the information on an ongoing basis...but might not help with elderly/poor/other residents who don't have access to the web.
- Potential design cost for ads, posters, etc (could get donated possibly, \$5,000)
- Staff time to coordinate event, post info on city website, etc
- T-shirts, food, etc for event volunteers (\$1500 for t-shirts; \$1,000 for food for vols)
- Rental of tables or other equipment (\$5,000)
- Misc supplies (\$1,00)

Estimated cost (ballpark) for first Sunday Parkway event: \$25,000-\$30,000 plus police overtime

Depends on how much can be acquired through donations and how fancy you want the event to be. In theory, eventually, once a regular date/route was established and regular volunteers recruited, the event could be run on a regular basis for no more cost than police overtime and nominal city staff coordination time

Volunteer Needs

- Steering committee
- Promotion...postering and door hangers
- Followups on donation requests
- Road closures
- Event "sweepers"...crowd control
- Set up and take down
- Event coordinator for special events happening in parks (perhaps one volunteer to adopt each park)

Potential Partners (note: Portland has over 35 partner organizations)

- City of Madison Mayor's Office, Traffic Engineering, Parks, and Police
- Green Streets
- Safe Community Coalition
- Neighborhood associations/community centers along route
- Bicycle Federation of Wisconsin
- YMCA/Big Brothers&Sisters/MSCR
- DreamBikes, Wheels for Winners, Freewheel

Potential Sponsors

- Trek, Pacific, Saris, Planet Bike
- Lussier Family
- Businesses along route (coupons, small donations)
- Local bike shops (mechanics, trinkets)
- Media sponsors (Isthmus, WSJ, tv stations, radio stations)
- Organic Valley and/or other health oriented businesses
- Health insurance companies or HMOs
- Madison Environmental Group
- Could have a place for donations at event...would have to process through a nonprofit

Examples from Other Cities

- Bogota, Columbia (grand-daddy of them all): The former Mayor of Bogota spoke at a National Bike Summit a few years ago

The following is from a presentation made at ProWalk/ProBike on 9/3/08. All speakers urged sending decision-makers to see one of these events in action because it helps you conceptualize. If possible, go to Bogota...but seeing a US event also would work. They also highly recommended the films at <http://www.streetfilms.org/>

- Portland
 - Cost was \$150,000 but they expect it will cost \$85,000 in future
 - Used 35 police at 14 intersections
 - Streets stayed open to residents
 - Got an EPA grant
 - Sidewalk chalk/hula hoops a big winner
 - Had recycling bin races
- Chicago
 - Doing three consecutive Sundays
 - 60 cops
 - Organizing committee meets once a month
 - Mayor did not support and so group is paying the city \$200,000 to cover overtime for police and other fees
- San Francisco
 - Cost was \$43,000...not sure if that includes cops
 - Mayor is big supporter...he is covering police costs
 - 4.5 miles (city is only 7 miles wide)
 - Made commitment in May and did it August 31 and September 14
- New York
 - 800 police!
 - Set up started at 3am
 - No parking on route
 - Used high school/college ambassadors
 - Had feeder rides to site